

The Podcast Pitch

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According to [Edison Research](https://www.edisonresearch.com/infinite-dial-2017/), 64 percent of Americans in 2018 have heard of podcasts and 44% have actually listened to a podcast, up 12 million people overall from 2017. Even further, the people who are tuning in are doing so on a regular basis. In that same report, Edison cited that 48 million listen to podcasts weekly.

<https://www.edisonresearch.com/infinite-dial-2017/>

That's more than double the amount of people who tune into NFL Sunday Night Football, considered to be one of the highest-rated American television programs.

Podcasts are more relevant than ever. How can you get in the game? How can you harness the power of these episodic series? You can "guest." Most often, however, podcast show hosts aren't looking for you. You must look for them and request (pitch) to be interviewed on their show. How?

Tips for Pitching to Podcast Shows

1. Do your research. For example, google search "thriller genre podcasts." Lots of options will pop up with descriptions. Pick a few. Listen to episodes, especially episodes in which people (authors/writers) are interviewed.

Pull together a list of the podcasts that would make sense for you and your publication, including the email address. (If you can only find a phone number, call for the email address.)

2. **Make it easy for the podcast host to say "yes".** Keep your pitch brief.

Introduce yourself, noting you have listened to the podcast show. Demonstrate that you understand the purpose and focus of the show.

Explain why you would be valuable to their audience. Include the title of your book, the genre, the logline, awards, and what is unique about you and your book. Share one or two of your speaking and/or interview experiences, if any, to position yourself as an interviewee expert.

At a minimum, include your photo and bio and URL links to your website and author social media pages. Also, consider providing URL link to your MEDIA KIT.

4. Follow up in a week or so. Hosts are busy and may not respond immediately. Do not despair. Follow up, again, 10-14 days later.

5. Keep pitching even when you get "nos." Unless the "no" reply includes a specific reason, for example, the show doesn't interview authors, consider it as "not at this time." Be sure to thank him/her for their time and file it away to pitch again later.

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"In the Know!" podcast show: <https://www.diannabroad.com/podcast>



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