



## Episode 83

# How to pitch a podcast



**Jason: (00:00)**

Hello and welcome to designer discussions with Jason, Mirjam and Maria. Today we are talking about how to pitch a podcast.

**Intro: [00:10]**

Welcome to the designer discussions podcast with Jason, Maria, and Mirjam. Tune in each week where we talk about marketing, PR, and business advice for design professionals. Are you wondering where to start marketing your interior design business? We are opening the Designer Discussions Marketing Studio, a monthly series of indepth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients. You are going to want to hear this episode. Jason is going to tell you how to get your new website paid for and include all the bells and whistles that you're going to need for 2023. Let's get out there and let's update that interior design website.

**Mirjam: (00:57)**

okay, so this is a really great topic to talk about how to pitch a podcast because I just looked up the number and as per what Google is telling me, there are more than 3 million podcasts in this in the world right now. That's a lot of podcasts. And if you think about a podcast, really it's a form of media. So if you're looking for exposure or media coverage, podcasts are actually a really good way to go. And so the way I want to talk about this is because I can look at this from two sides because I'm a PR professional and I have pitched podcasts before. I've pitched clients to go on podcasts, but then I'm also hosting a podcast. So we have been receiving pitches for people who want to come on our show. So let's look a little bit at both of those sides. There is certainly, because there are so many podcasts out there, there are already PR agencies that all they do is pitching podcasts for clients. And some help podcast hosts bring in guests that work for their shows. Those are podcasts that are a little bit more, a little bigger than ours right now, but maybe one day we'll get there.



### Mirjam: (02:07)

Just kidding. But so it's really turning into big business and people are catching on. And people want to be featured on podcasts. So generally speaking, when we talk about pitching podcasts, all the same rules apply that apply for other media pitches. And so what are those rules? The number one rule for any pitch is you have to personalize it. And we have been getting emails like this. And initially, not to out the two of you, but like, Jason would get really excited to go, There's this person who wants to be in our podcast. And I look at the email, I'm like, no, absolutely not. This is the most generic email, the most generic pitch I've ever seen. Absolutely not. I'm going to consider anybody like that. And there's a lot of people like me out there evaluating these pitches. So if you pitch, always make it personal. So what does that mean? It's like find the right podcast. So if you pitch a podcast, never pitch a podcast that you haven't listened to. Do research, see what their content is, see what their format is. Do they have guests? If they don't have guests, then there's no point in pitching yourself as a guest because that's not going to happen. And it just looks unprofessional when things like that happen. So make sure if you want to be a guest on a podcast, make sure they have guests. Make sure that you customize your topic for the show and for the host. And when I say that, it's like, don't think about what you would like to say. Think about what would add value for the audience of that podcast because that's what the host wants. So when you're hosting a podcast, we look at it the same way. It's like if somebody pitches us, and maybe the topic is super interesting to me or to Maria or to Jason, but it's not really a good fit for the audience that we're speaking to, then there's no point. So you have to make sure that you put enough thought into it that you make it valuable. And you have to know the name of the person that you're writing to. You have to know the name of the podcast, the name of the host, a little bit about them. And then you have to explain how you can provide value for the listeners of the podcast. That's the number one.



### Mirjam: (04:57)

And honestly, of all the pitches that we've gotten, which is not hundreds, but they do come in. And maybe I've seen two that would qualify for the quality of the pitch that I've just mentioned. And when we get a pitch like that, then I do respond. It's like, if we get a pitch that's just generic, it comes from somebody or some agency who didn't take the time to really look at who we are. I don't feel the need to answer. So that's the most important thing, customize it. So how do you pitch them? Usually a podcast has a website, and oftentimes the website of the podcast, it may have a submission form where you can plug in your contact, not so dissimilar to what probably a lot of you have on your own websites, but it's more specific as to trying to get on the podcast. If not that, our website doesn't have that, so we just have an email address. But the pitch should be somewhat formal and structured. And you want to keep it short, so it doesn't take five minutes to read through a novel, but just tell them who you are, why you like their podcast, why you think that the topic that you're suggesting would be a good fit and how we would benefit their listeners. I think what I see a lot is that people pitch podcasts just because they're trying to grow their audience. They're trying to get more exposure to more people, and they don't really think about whether or not it's a fit. And in my mind, that is counterproductive because even if you have, if you reach two million people, if they don't fit or match your client avatar, there's really no point. It's wasted energy. So you're better off trying to niche down and find the podcasts that truly target the audience that you are targeting. It'll be much more effective for you. It's like Jason always says, it's like you have to have to know who you're talking to. And the same thing applies for podcasts. So like I said, keep it fairly short. If you have had appearances in other podcasts, absolutely. Or if you have your own podcast, include that for reference. It's also not a bad idea to include some media coverage that you have garnered for yourself in the past just to position yourself as a valuable guest. And once you pitch it, especially if it's in an email, it is not a bad idea to follow up because maybe the person that you're pitching gets a lot of pitches. They may not have read your email. It may have fallen through the cracks. So if your pitch is legitimate and you really believe that you want to be on there and you can add value, then I would follow up once or twice. And if you don't get any answers at that time, then maybe think of another angle. Maybe that it wasn't the right angle that you were using or find another podcast to pitch. So those are my basic rules for pitching podcasts. And I know Maria and Jason can speak to the fact I apply these criteria when people pitch us because we owe it to you guys to listen to our podcast that we don't bring in people that are just there to promote themselves and really don't have anything of value to share with you.

**Maria: (09:07)**

So I would say there are two things that anyone who is actively listening to a podcast and is learning from the podcast and appreciate the podcast platform can do is one, leave a review. That will let the podcast understand that you are listening to their episode two. That gives them a little bit of social proof that they are producing content that is applicable to your life. Also, if you are interested in giving the podcast a testimonial of how the podcast has impacted or changed your business. Podcasts are very interested in that type of content, and that is something that they would be open to. And it doesn't have to be that you have a huge product you're trying to sell to an audience, but maybe you just want to increase your social media presence. You can come on podcasts and be part of the experience and talk to them about what you're learning and how you're applying it to your business. And that will benefit you as well. And these don't have to be book launches and big, life changing events that you have to come on a podcast for. They can literally be training wheels for you to learn to get yourself out there and get more visibility.

**Jason: (10:24)**

Well, what I'll add on to that, like Mirjam said, we get a lot of pitches and they are emailed to us. Some of them you could tell almost instantly. And I had to be taught this because how she had said earlier on when I would come to her saying, oh, we have people wanting to be on our podcast, and she would show me how you can tell if it was how they really knew what we were doing, as opposed to if they were just trying to pitch and really hadn't seen anything. So I would say about 80 % of the people that have reached out to us really have not even listened to the show. So it's just that they may have hired a podcast pitching service and then put their name in a hat, did a speaker bio and then sent out information but really have no value to offer our audience. So I would agree 100 % know the podcast that you are pitching to, know how you can add value, and then that will help you in the long run.

**Mirjam: (11:21)**

I think that's really most of what everybody needs to know about podcast pitching. So thank you for listening to the designer Discussions and we'll see you back here next week.

**Outro: (11:33)**

Are you ready to get serious about marketing your interior design business? Our designer discussions marketing studio offers a series of in depth, actionable and done for you content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients. Go to [designerdiscussions.com](https://designerdiscussions.com) marketing studio to get started. We hope you've enjoyed this episode of designer discussions and all of the helpful information. Subscribe to our podcast, leave us a review and share it with your friends. We look forward to having you back next week. For more information on the podcast and the marketing studio, visit [designardiscussions.com](https://designardiscussions.com) and follow us on social media.



# DESIGNER DISCUSSIONS

DIGITAL MARKETING,  
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