

4 Tips for Landing Great Podcast Guests (even if you're nobody)

1. Look for guests who have recently released a new book or some other form of new content.

Some people were impressed that I was able to get Christian philosopher Dr. JP Moreland on my teeny tiny podcast (check out [this episode](#) to hear the interview). How did I do it? The first thing I realized was that Dr. Moreland had a new book coming out. Authors are always looking to promote their work as it's released. So, I emailed him and he said yes!

2. Emphasize the value you will provide to the guest.

In the first email you send, you want to tell the guest *how you will promote them and their content* through the podcast. Typically, I give a list with 3 or 4 items. I let them know I will link to their book in the show notes page and promote the book on Facebook. Sometimes, I let them know I will write an Amazon review of the book after the interview is completed.

3. Be clear about the time commitment.

Let the guest know how much of their time you want. I was terrible at this. I told the guest 30-minutes and then wanted to keep them for 45 or 50 minutes! Don't do that. Instead, over-budget the time. If you want a **30-minute interview**, let the guest know you want to record a 30-minute interview and they should block out 45-minutes in their schedule. For anything over 30-minutes, tell the guest to block out an hour in case you have technology issues.

4. Don't put all your eggs in one basket.

Sometimes, guests are busy and never respond. For high profile guests, they may have email assistants who don't forward your email to the guest since you are a "nobody." Don't be discouraged by this. **Instead, be patient and send out initial emails in batches of 5 to 7 at a time.** That way, you're likely to get at least 1 or 2 response emails, even if you don't hear from the other 5 or 6 guests. Don't take it personally; people have busy lives and you don't know all of the circumstances.