

# Refining Your Podcast Pitches

# TABLE OF CONTENTS

<b>The Topics</b> . . . . .	<b>3</b>
<b>Refining Your Topics</b> . . . . .	<b>5</b>
<b>Refining Your Pitches</b> . . . . .	<b>6</b>
<b>Refined Pitches</b> . . . . .	<b>9</b>



# The Topics

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## Controversial Opinions

List 1-2 controversial opinions that you have about your industry, target market, or discipline. Where are people doing it wrong?

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## Solutions to Common Problems

List 1-2 common problems that people in your industry frequently are experiencing. These can be large-scale problems or 'triggers'

that indicate they're about to experience the problem you can help them solve.

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## Area of Expertise

Y'er an expert! What are you an expert about? List 1-2 different areas of expertise that you have.

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## Refining Your Topics

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List the topics that you brainstormed above here in the format:

*Title* — Short 1-2 sentence description. Think of this as a subheadline to the topic.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## Refining Your Pitches

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For each pitch, we'll want to go through a pass of refining the pitch to make it more interesting and exciting for the host that we're pitching and the audience that's listening. What sells?

- Anything quantifiable (“How we increased FOO by X% in Y months”)
- Anything that solves a problem (“How to get more clients in your pipeline”)
- Anything that's actionable for the audience (“Do this today to BENEFIT”)

We're going to go through three new drafts of each pitch:

## **Draft One: Start with giving a passing nod to search engines.**

What is a 2-3 word keyword phrase you'd want this episode to come up for? Mix it into your pitch.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## **Draft Two: Next, consider social media users. The pitch of the piece should be compelling to busy strangers.**

Feel free to get clickbaity. What would inspire someone to click on this in their timeline or newsfeed?

- 1.

2.

3.

4.

5.

6.

### **Draft Three: Add a piece or two of flair.**

The easiest way to do this is to add better words (change verbs or add adjectives), or replace dull words with ones that sparkle.

1.

2.

3.

4.

5.

6.



## Refined Pitches

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Excellent – now let's finalize these refined pitches.

## Controversial Opinions

*List 1-2 controversial opinions you have about your industry, target market, or discipline. Where are people doing it wrong?*

1. **Episode Title** — Episode Description

2.

3.

## Solutions to Common Problems

*List 1-2 common problems that people in your industry frequently are experiencing. These can be large-scale problems or ‘triggers’ that indicate they’re about to experience the problem you can help them solve.*

1. **Episode Title** — Episode Description
- 2.
- 3.

## Area of Expertise

1. **Episode Title** — Episode Description
- 2.
- 3.