

## Where will you get featured?

One of the best tactical ways to build authority is by getting featured on podcasts. Even when you are starting out, you can get on smaller shows and build your way up. Boss Mom was built on features and over 100 podcasts later, we can account for multi six figures earned straight from certain features. Getting featured should be an integral (and committed) part of your marketing plan.

## DO'S & DON'TS

Follow the below guidelines to help you get featured

DO pitch 5 shows a week

DON'T be too generic

DO pitch a mix of sizes

DON'T be too long winded

DO stories instead of skills

DON'T stop pitching

DO followup

DON'T worry about rejection

## BRAINSTORM

List out possible kinds of podcasts you could pitch. Categorize them by small, medium, large.

Small = less 25 reviews

Medium = 25-100 reviews

Large = 100+ review (and mega are 500+ reviews)

## SMALL SHOWS

## MEDIUM SHOWS

## LARGE SHOWS

### Examples:

Women  
Entrepreneurs  
Health Professionals  
Creative  
Parents  
Coaches  
Inspiration  
Mindfulness  
Meditation  
Purposeful Living  
Moms  
etc...

## HOW TO FIND SHOWS

Step 1: Search Google for "Top podcasts for\_\_\_\_\_"

Step 2: Find a roundup blog post that you like and post the link in the Challenge Facebook Group.

Step 3: Take one of the podcasts on that list and plug it into the search function of the Apple Podcast App.

Step 4: Scroll down to the bottom and find the "You Might Also Like" section and copy down those shows.

Step 5: Keep doing this until the shows don't look like a good fit. Now you have a list of 20-50+ shows to pitch.

Step 6: After the challenge, start pitching yourself 5 times a week. (Seriously.)

## FIRST 5 SHOWS TO PITCH
