



JASON FALLS

MAKE OR BREAK

HOW TO PICK THE RIGHT GUESTS FOR YOUR PODCAST

AMERICAN HORSE PUBLICATIONS CONFERENCE | MAY 2022

**THE WRONG GUESTS
LEAD TO GRUMPY HOSTS ...
AND AUDIENCE MEMBERS**



WHAT'S YOUR **FORMAT**?

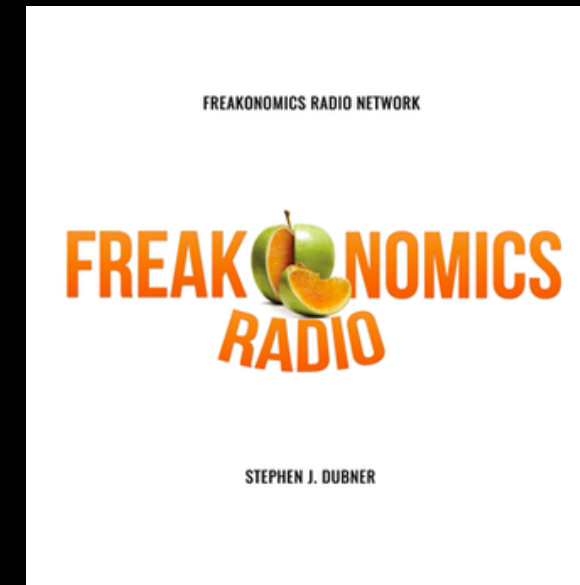




**NARRATIVE
STORYTELLING**



**NARRATIVE
STORYTELLING
W/INTERVIEWS**



**INTERVIEWS
W/NARRATIVE
STORYTELLING**



NEWS MAGAZINE



INTERVIEWS



**GROUP
DISCUSSION**



MONOLOGUE



DRAMA



- Will promote your episode
- Will introduce you to more guests
- Will return for ongoing conversations
- Will serve as a regular correspondent

**What do you want the listener
to say when they finish an episode?**

I didn't know that!

Funny stuff!

I need to go follow that person!

I need to share this with _____!

That was interesting!

**I can't wait for
the next episode!**



ENTERTAINING



INDUSTRY LEADER



MEDIA/ANALYSTS



INDUSTRY ISSUES



CELEBRITIES/INFLUENCERS



VERTICAL ENTREPRENEURS



ATHLETES



SUBJECT MATTER EXPERTS

**Do they know how to
be on podcasts?**



QUALITIES OF A GOOD GUEST

- **READILY AVAILABLE BACKGROUND INFORMATION**
- **PREVIOUS PODCAST/INTERVIEW EXPERIENCE**
- **UNDERSTANDS THE FORMAT**
- **SPEAKS CLEARLY**
- **ACCOMMODATES YOUR TECHNOLOGY REQUESTS**
- **WILL PROMOTE THE EPISODE**





PODCAST GUEST TIPS

- **USE THE RIGHT TECHNOLOGY**
- **RESPECT THE FORMAT
(AUDIO/VIDEO)**
- **BE "ON THE AIR"**
- **ANTICIPATE TALKING POINTS**
- **AVOID VERBAL TICKS**

PODCAST RESOURCES



- **BOOKING SERVICES**
 - **KITCASTER**
 - **PODCAST BOOKERS**
 - **OUTLIER AUDIO**
- **AD NETWORKS**
- **PROMOTIONAL TOOLS**
 - **MOWPOD**

NETWORK EXAMPLE

The screenshot shows the MPN website homepage. At the top is a navigation bar with links for Home, Shows, Why Join MPN?, Advertise on MPN, News & Articles, Contact, and Subscribe. The main content area features a large blue banner with the MPN logo (a microphone icon and the text 'MPN MARKETING PODCAST NETWORK') on the left. To the right of the banner, the text reads: '—THE BEST WAY TO Reach Marketers The Marketing Podcast Network gives brands that sell to marketers direct access to reach thousands of buyers via their trusted media source: Marketing podcasts. Browse our library of shows and see where your message can be placed to reach prospective customers ripe for your message.' Below this text are two blue buttons: 'FOR BRANDS' and 'FOR PODCASTERS'. Underneath the banner is a 'Latest episodes' section with a carousel of three episode cards. Each card includes a play button icon, the episode title, the host names, and the date.

MPN MARKETING PODCAST NETWORK

—THE BEST WAY TO

Reach Marketers

The Marketing Podcast Network gives brands that sell to marketers direct access to reach thousands of buyers via their trusted media source: Marketing podcasts. Browse our library of shows and see where your message can be placed to reach prospective customers ripe for your message.

FOR BRANDS

FOR PODCASTERS

Latest episodes

- FIR #252: Managers, Not Bosses**
NEVILLE HOBSON & SHEL HOLTZ
FOR IMMEDIATE RELEASE
MAY 7, 2022 | BY MPN
- Crafting Categories and Perfect Positioning | Laura Reis**
THE RETHINK MARKETING PODCAST
common sales & marketing wisdom wrong?
MAY 6, 2022 | BY MPN
- Is The Influencer Pay Gap Closing? And How Do We Tell?**
WINFLUENCE - THE INFLUENCE MARKETING PODCAST
WITH JASON FALLS
MAY 5, 2022 | BY MPN

- Automatic cross-promotion
- Private collaboration community
- Guest exchange
- Network promotes every episode of every podcast
- Ad revenue evenly shared across all eligible shows
- Plans for individuals, agencies & vendors

LET'S CONNECT



JASON FALLS

JASON@JASONFALLS.COM

@JASONFALLS



WINFLUENCEPOD.COM

**WINFLUENCE - THE INFLUENCE
MARKETING PODCAST**



TEAMCORNETT.COM

CORNETT

@TEAMCORNETT