

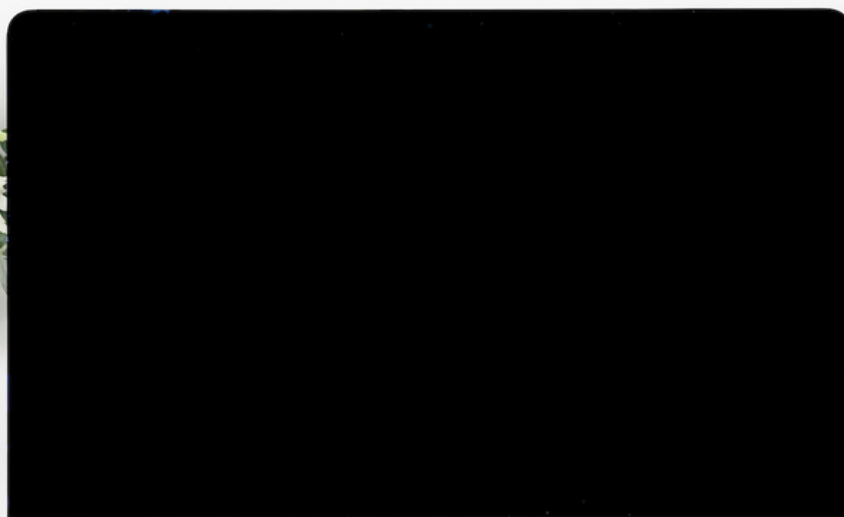
PODCAST VISIBILITY

Live Labs

WITH NANCY JUETTEN



PODCAST VISIBILITY LIVE LAB



Welcome and Congratulations!

You've decided to take a closer look at podcast guesting as a visibility strategy that can elevate your celebrity star on the rise and create a flow of new inbound client inquiries, leads, and sales to your business.

Every day for 9 days at 11 a.m. Pacific, I'll be coming on LIVE to provide insights, how-to training, homework, and accountability to finish strong and get every bit of value that you were expecting and a healthy extra dose of awesomeness, too.

This workbook will you your tool to capture your notes as you navigate your path to get media ready, media savvy, and on message to make the most of every opportunity you have to speak up live or virtually. You can generate in-bound sales inquiries, new leads, and sales from every show you GUEST on when you embrace the training about to start.

Each day of training builds on the day that came before. I invite you to follow along LIVE each day to complete this workbook so you have actions to guide your podcast guesting success.

Logistics

Below is the schedule of trainings to mark in your calendar right now.

**SESSION 1: MON. JUN 6 - 11 AM PACIFIC
PREPARE**

**SESSION 2: TUES. JUN 7- 11 AM PACIFIC
POSITION AND PRIORITIZE**

**SESSION 3: WED. JUN 8 - 11 AM PACIFIC
PITCH LIKE A PRO**

**SESSION 4: THURS. JUN 9 - 11 AM PACIFIC
PING PONG LISTENERS INTO YOUR WORLD**

**SESSION 5: FRI. JUN 10 - 11 AM PACIFIC
PROFIT!**

**BONUS SESSIONS: MON JUN 13 11 AM PACIFIC
AND TUESDAY JUN 14 11 AM PACIFIC**

Important!

Each day builds on the day before.

MORE LOGISTICS →



A FEW *more notes* ON LOGISTICS

- Show up daily as the client, participant, JV partner, podcast guest, or service provider you most want to attract.
- Let's set the energy at the highest level so you also get the highest and best value from every moment you invest in this training.
- There will be simple homework to complete each night to keep you on the path to getting media ready, media savvy, and on message to welcome the outcomes you most desire.
- The training will stream live by Zoom into the Raise Your Voice – Make Your Impact Facebook Group. Find the group right here: www.getknowngetpaid.com/group
- Here is the Zoom link if you prefer. Meeting ID: 834 3094 9974
Passcode: 146758

+12532158782,,83430949974#,,,,*146758# US (Tacoma)

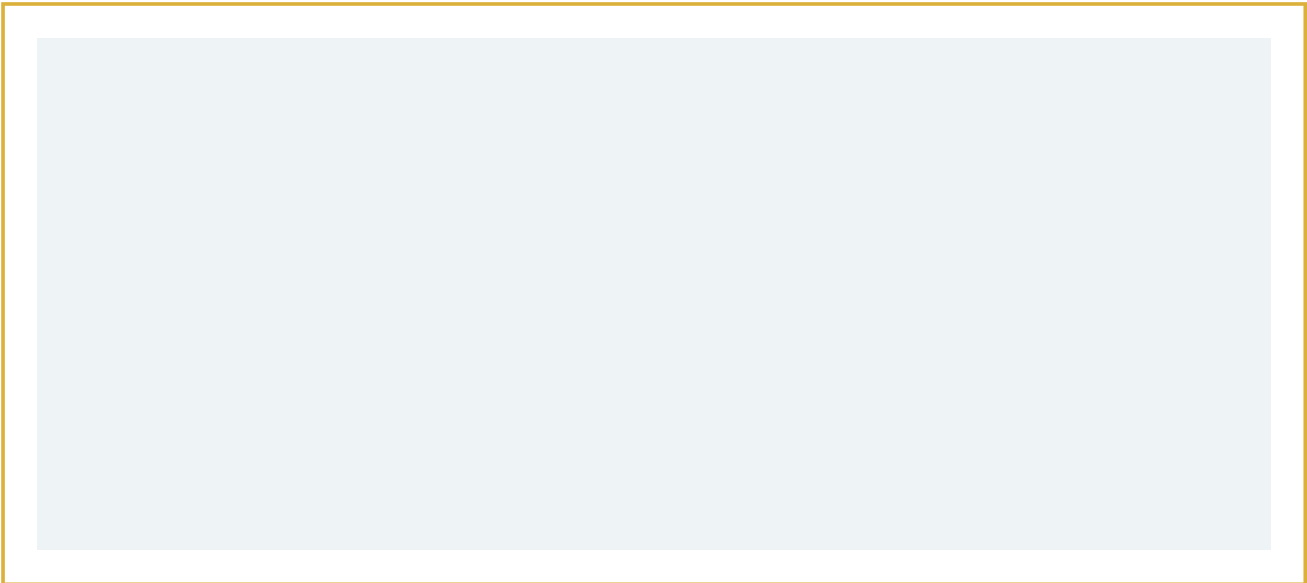
+13462487799,,83430949974#,,,,*146758# US (Houston)

01 *Day*

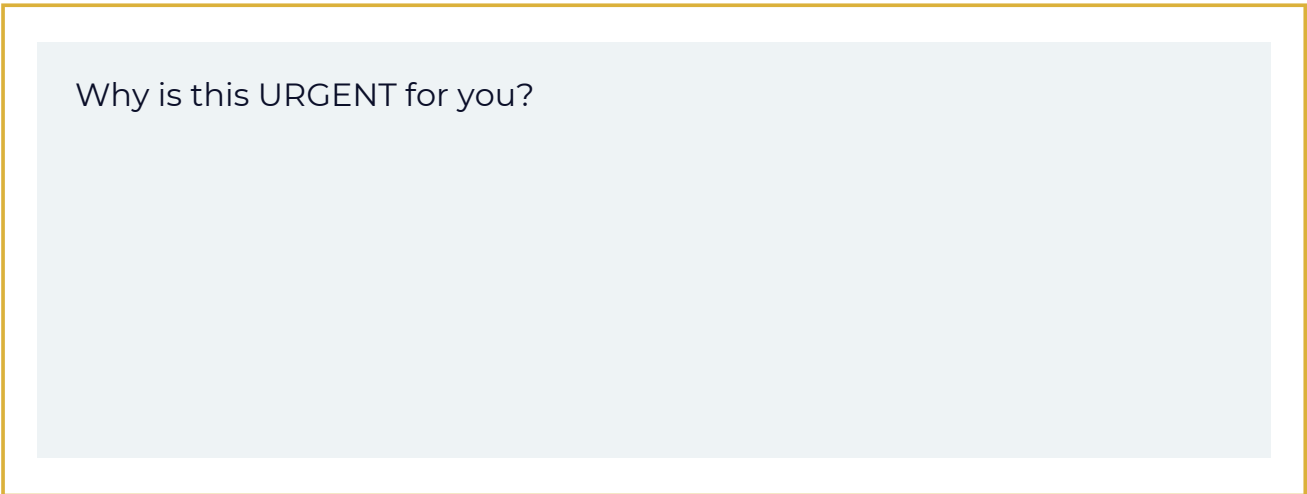
PREPARE

What is the outcome you most want as a result of podcast guesting?

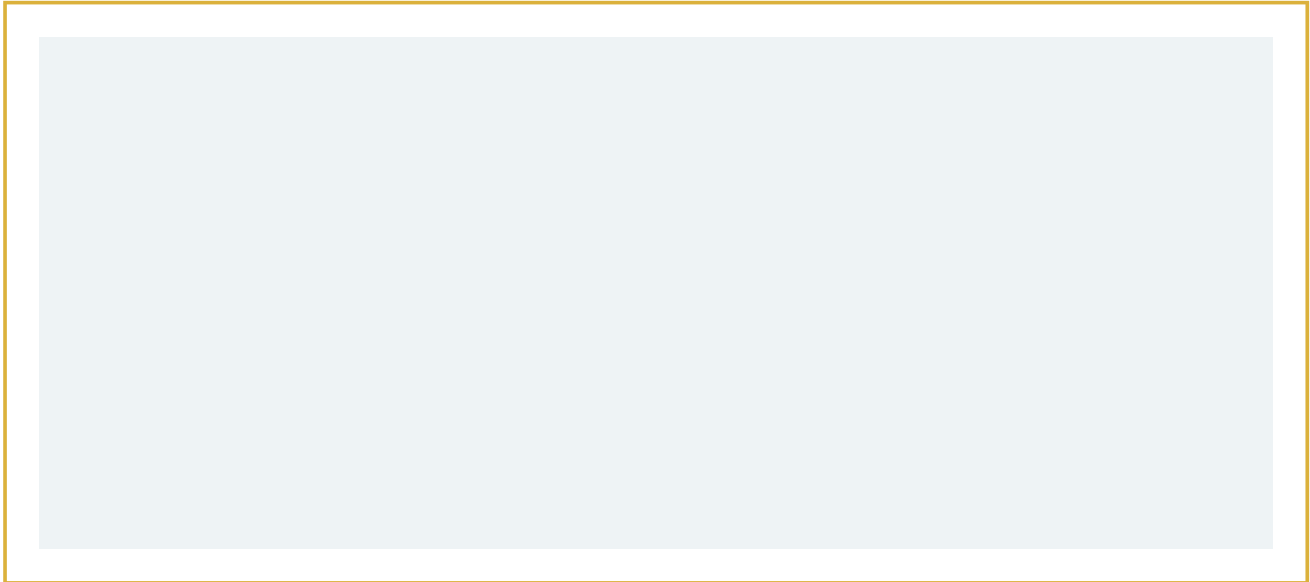
Lead generation, more consultations with potential clients, new collaborations with influencers, new clients, more money in your shopping cart, etc.



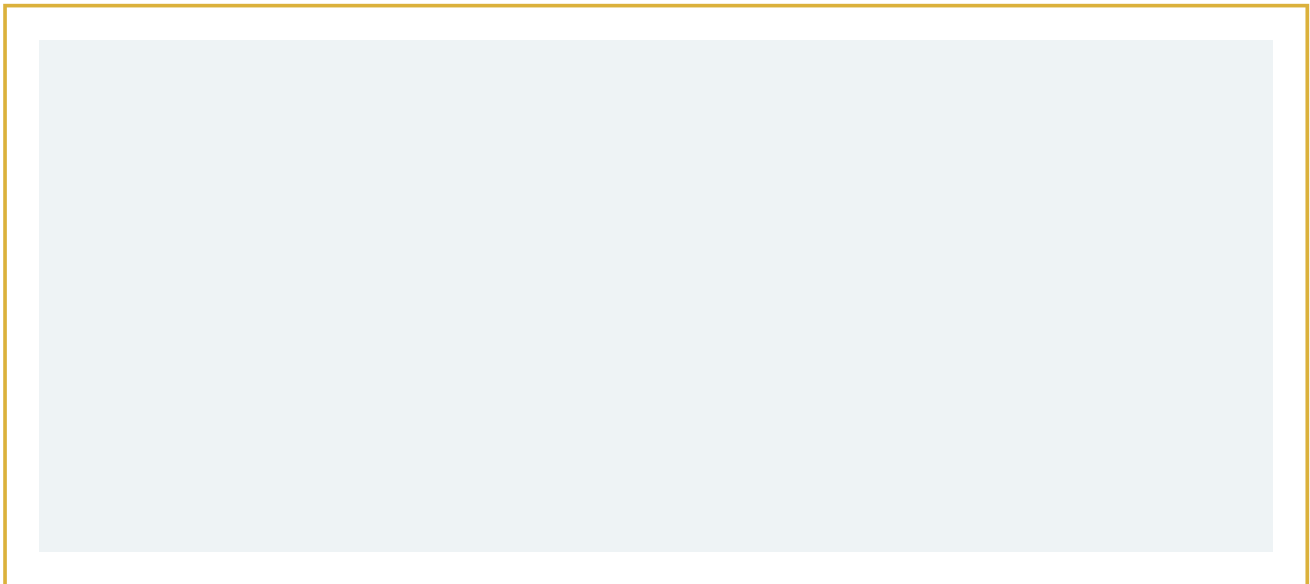
Why is this URGENT for you?



What if you could book yourself on a few podcasts THIS WEEK by applying what I am teaching you? What would that mean to you?



What is your mindset around being seen, heard and celebrated in this way? What might be stopping you?



Let's Get PRACTICAL

WHAT ARE THE 6 P'S TO MAKE THE MOST OF EVERY MOMENT AT THE MIC?

YOU NEED TO SHOW UP AS A PRO READY TO ROCK.

- Do you have a microphone?
- If not, I promise to buy one by this date _____
- Do you have a headset?
- Is the background that viewers see a favorable reflection of your brand?

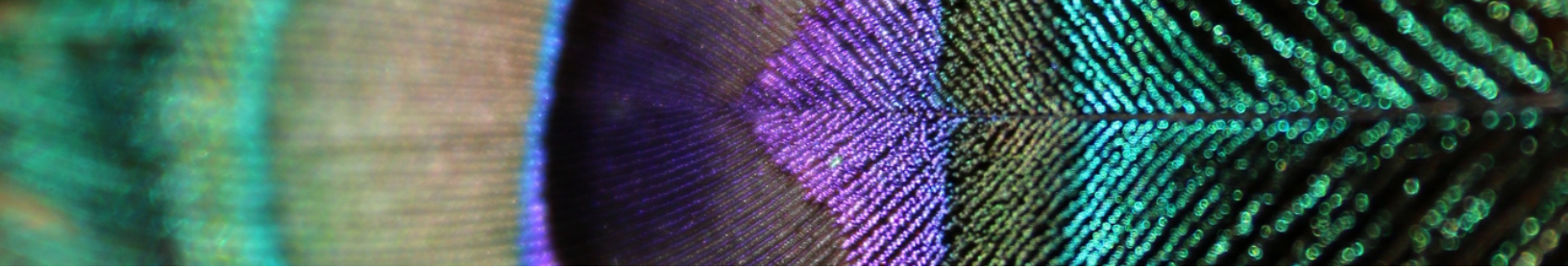


A Media One Sheet is ...

Let's build yours!

Craft 50 words in the 3rd person that describe you as the brilliant podcast guest a host can't wait to meet.





What conversation do you want to lead for which target audience?

What hot topics are yours to share, now more than ever?

Assemble your social media links and check your numbers.

PLATFORM.

HOW MANY FOLLOWERS

Facebook

Twitter

Linked In

Instagram

Facebook Group

YouTube

What is the best way for a host to reach out and connect with you?

Phone

Email

Scheduling Link



01 *Day* HOMEWORK

- Do a self-audit of your workspace. Do you have a backdrop, headset, and external microphone?
- Decide that your work is worthy of a much wider audience and your business is worthy of sales beyond expectations. Your time is now.
- Post your most intoxicating hot topics in the Day 1 Homework Thread by 5 p.m. Pacific tonight.
- Check out the submissions of 3 fellow participants and indicate if you think they are HOT or NOT.
- Post comments of praise or constructive feedback because everyone likes to be seen, heard, and helped.

SEE YOU TOMORROW AT 11 A.M. PACIFIC.

HAVE QUESTIONS: SEND ME OR YOUR CONCIERGE YOUR QUESTIONS BY DIRECT MESSAGE. BE SURE TO CHECK YOUR DIRECT MESSAGE REQUESTS AND MESSAGES. COMMENT ON ANY OF OUR POSTS AND WE'LL MAKE SURE YOU GET CONNECTED.

02 *Day*

POSITION & PRIORITIZE

KEY RECAPS FROM YESTERDAY

- Believing and behaving as if the most important influencer is calling you tomorrow matters.
- Getting your set up squared away sets you up to succeed at 'hello.'
- Your media one sheet clarifies what you want to talk about, why you are the right expert, and why hosts can feel great inviting you to be guests on their shows. Your HOT TOPICS need to be specific and intriguing.
- Each step in the 6-P system for podcast guesting success builds on the one that came before. Doing things in the right order will serve you well today and forever.



Before we dig into positioning and prioritizing, I want to address an elephant that may be in the room.

It could be that there are self-limiting beliefs stopping you from stepping up in the first place.



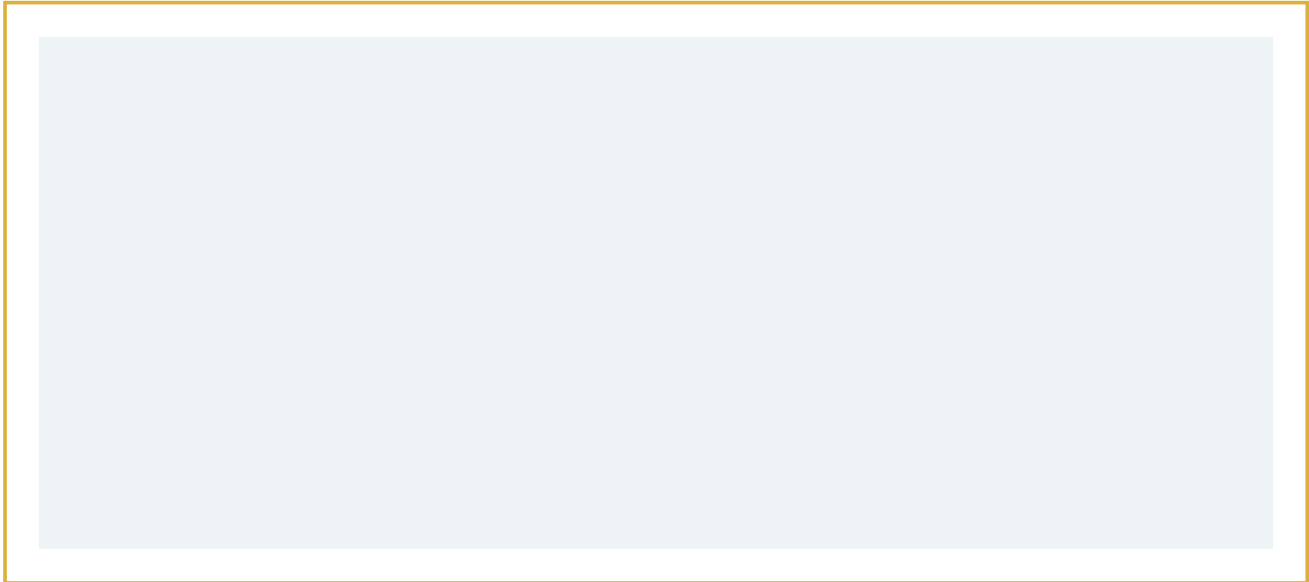
- Head trash
- Imposter disease
- Fear
- Wishing you were thinner, younger, prettier, more accomplished, or ...

Is any of this really true?

Write down what may be stopping you.

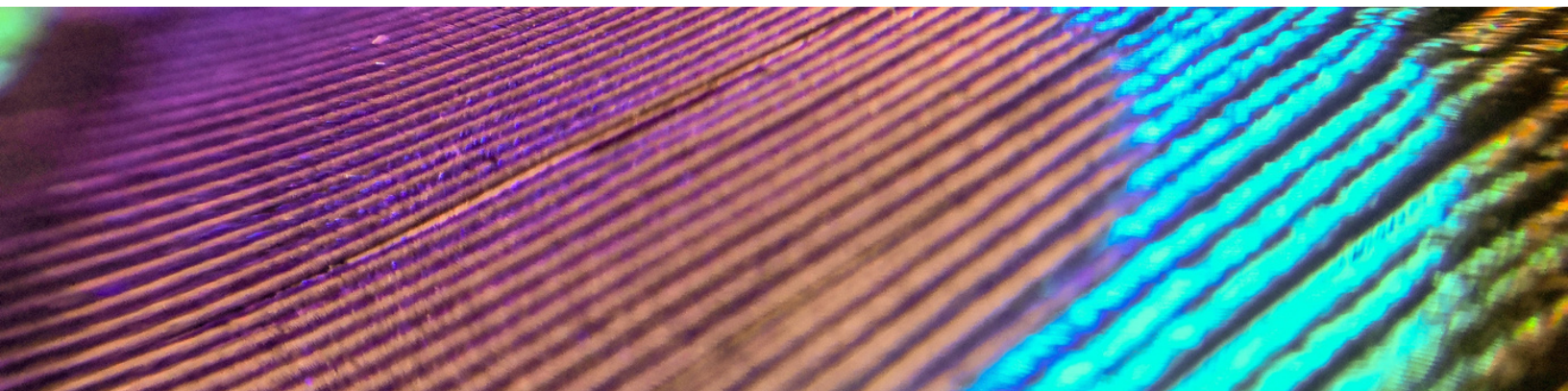
MY FONDEST HOPE IS THAT YOU WILL NO LONGER ARGUE FOR YOUR LIMITATIONS AND DECIDE TO BECOME A CHAMPION FOR YOUR UPSIDE.

Again, WHAT IF you were able to book yourself on the right shows THIS WEEK, simply by taking action on what I am teaching you this week? What then?



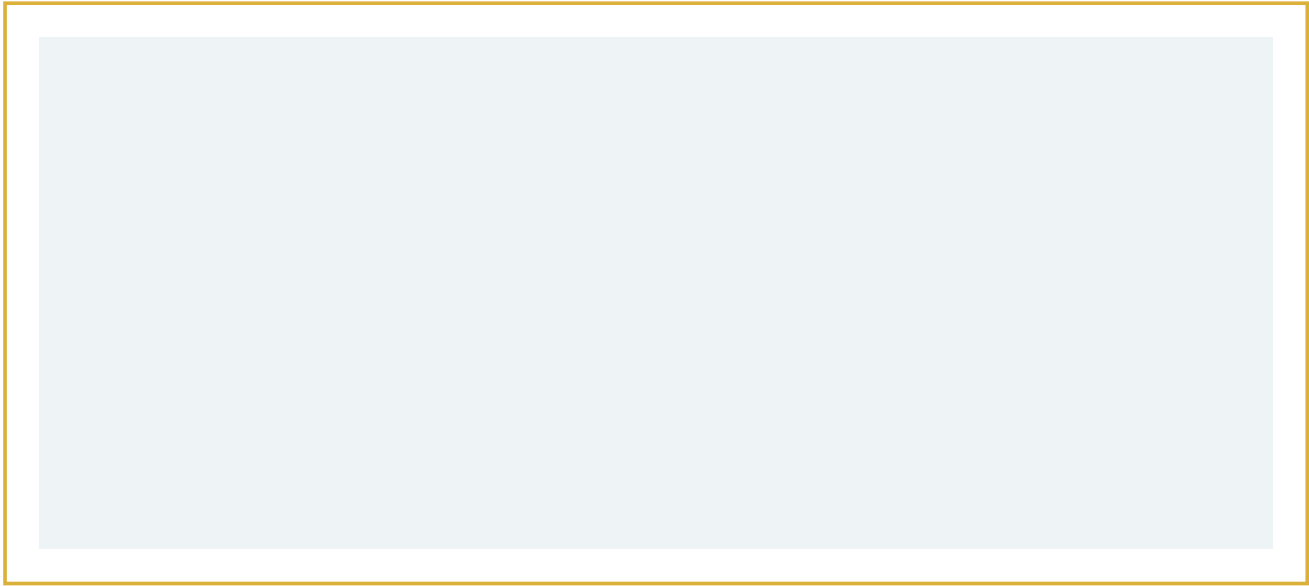
WHAT MAKES YOU THE GUEST HOSTS CAN'T WAIT TO TALK TO?

- Your _____ results.
- You went from _____ in record time and want to share the tale.
- The number of lives you've touched and transformed.
- The drama of your own _____.
- What meeting planners and hosts say about _____.
- What clients say about the _____.
- Your hot topic and distinct and unique and provocative point of view.



Take a moment to write down 3 stunning results that your own ideal client would find compelling and credible so he/she would feel inspired to work with you.

If you need an assist, ask your best clients what they would say about the value you bring to their lives and businesses. Their words speak the truth better and in ways that you may be astounded and delighted to receive.



WHAT MAKES YOU THE GUEST HOSTS CAN'T WAIT TO TALK TO?

- Who is the best audience to benefit from your message.
- You can't sell a Rolex watch to a migrant farm worker. Your _____ to _____ match is crucial. Otherwise, you waste valuable time talking to the wrong people.
- People may ask to do a podcast _____. Be mindful of making the right exchanges to make the most of your valuable time.
- For this challenge, I want you to _____ by first picking the low hanging fruit.
- Then, I want to inspire you to aim even higher and believe and behave that your voice matters to a much wider and even more influential audience.



02 *Day* HOMEWORK

- Revisit your bio to beef up your positioning and your confidence. Make sure it is host friendly.
- Join the Podcast Guesting Collaboration site on Facebook. Lurk, learn and jump! You just might get booked this week – especially once you’ve completed Day 3 about pitching like a pro!
- Do a search on www.chartable.com to find your great 8 aspirational shows that are right for your work and imagine what it would be like to be a guest.

SEE YOU TOMORROW AT 11 A.M. PACIFIC.

HAVE QUESTIONS: SEND ME OR YOUR CONCIERGE YOUR QUESTIONS BY DIRECT MESSAGE. BE SURE TO CHECK YOUR DIRECT MESSAGE REQUESTS AND MESSAGES. COMMENT ON ANY OF OUR POSTS AND WE’LL MAKE SURE YOU GET CONNECTED.

03 *Day*

PITCH LIKE A PRO

BY NOW, YOU HAVE ALREADY MADE AMAZING PROGRESS!

- Hot topics and host friendly bio drafted.
- Positioning upgraded
- Eyes opened to easy ways to get booked by hosts hungry to meet you
- Thinking bigger about how far your message can reach when you aim higher for the aspirational shows

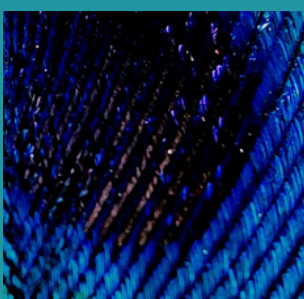
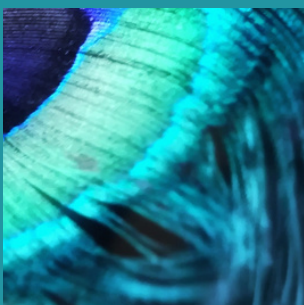
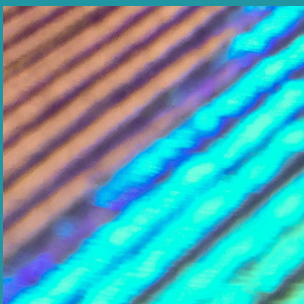
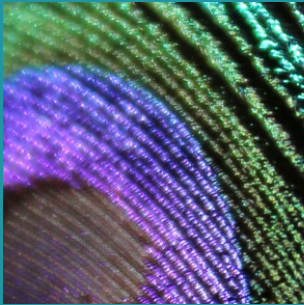
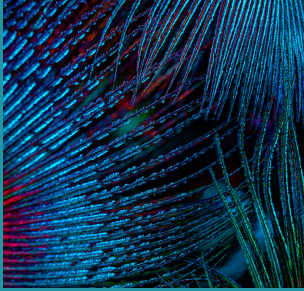


Now, let's dig in to how to pitch like a pro.

HERE ARE SOME MANTRAS TO HOLD DEAR BEFORE YOU START:

- My work deserves a much wider audience.
- My business is worthy of sales beyond expectations.
- I'm ready for opportunity before opportunity knocks.
- I've already dropped out of the getting ready to get ready club and I'm speaking up now!
- Spray and pray doesn't work.
- Interview swaps aren't always the right way to go, especially if the message to audience match is a mis-match.





STEPS TO WIN WHEN YOU PITCH

- If you want to be seen, heard and celebrated, first _____ the show you want to guest for.
- Check to see if the show has 20 episodes and some favorable reviews so you know you are going to have an embedded audience of listeners who can benefit from your message.
- _____ where you can learn something you need to know right now to get the vibe and to ensure a good fit for what you bring to the party.
- If inspired, write a five-star review and capture a “screenshot” of it so you can _____.
- Then, make your pitch.
- Practice the fine art of follow up and do so while showing up as the ideal client, guest and human being that you are.
- When presented with an interview form or calendar link, complete both while tending to dotting l’s and crossing t’s. How you do anything is how _____.



examples

OF PITCHES THAT PAID OFF FROM THE PODCAST
GUEST COLLABORATION SITE ON FACEBOOK:

Podcast Guest Collaboration Community - Find a Guest, Be a Guest
Private group · 20.5K members

About Discussion Announcements Topics Members

Lucy Liu
June 20 at 9:56 PM · 🌐

Hello fellow podcasters & guests!
I'm looking to #findaguest (female) for my podcast in the area of marketing / small business growth, 20 minutes audio only interview. Thank you. www.lucyliucoaching.com/podcast

23 56 Comments

Like Comment Share

Nancy Juetten
Congrats on 96 episodes and 41 5-Star reviews Lucy Liu. Been binge listening this morning to get the vibe. Love the episode #62 on brand archetypes in particular and to realize that we can have more than one archetype and how to make that work for us when creating super fans for our work.

Since your focus of this request for guests is on small business owners who need a big lift, would it serve to chat about how to be the podcast dream guest that top hosts can't wait to book or how to make your bio stand out so you can attract more of the right opportunities?

As the author of the #1 Amazon best-selling Bye-Bye Boring Bio Workbook and someone waving the flag for better pitches to start juicier conversations, I'd love to be a guest on your program.

You can count on me to share out the episode so you get more downloads, reviews, and super fans of your own brilliant work.

Can't wait to see if we are a fit!
www.getknowngetpaid.com/interview-Nancy

GETKNOWNGETPAID.COM
Interview Nancy about Getting Known and Getting Paid

Like · Reply · Remove Preview · 3d

Lucy Liu Author
Hi Nancy Juetten Pm'd you
Love · Reply · 2d

Lucy Liu ▾

Hi Nancy, thank you very much for your interest to be a guest on my podcast, your message definitely stood out and I'm very excited to chat with you.

Please fill out this form <https://mslucyliu.typeform.com/to/r5Gjdk>

Typeform Hello!



Patty Farmer
4h · 🌐



#PitchMe I am looking for podcast guests for my Marketing, Media, & Money Podcast who can talk about the following business topics:

1. Using stories to sell
2. Tedx speaking (how to find and get booked)
3. Video/livestream marketing
4. Using Assessments/Quizzes for client attraction & conversion
5. Presentations (How to design and /or deliver better presentations virtually)

Please PM me with any questions.



Jeremy Sutton and 6 others

21 Comments



Nancy Juetten

What if the story you told compelled one of the listeners to a podcast guest spot to look you up online, shop for a gift, and mail it to your doorstep as a way to say "thanks for the inspiration!"

One podcast delivered that result, plus daffodils to my doorstep and 3 very happy, engaged, invest-in-full clients.

I told the story about how my business started with a desire to be able to buy brand name wheat crackers instead of the cardboard-in-a-box generic garden variety at half the price.

There is something to be said about audio being the best platform for theater of the mind and a story that gets remembered and inspires action, long after the show is complete.

If this kind of story-selling would be a fit for your audience, I can't wait to share more Patty Farmer.

www.getknowngetpaid.com/interview-nancy



Patty Farmer Author

Nancy Juetten I would love to have you as a guest. Sending PM.

Love · Reply · 4h



THE LUCY LIU SHOW

FUELING STATION FOR YOUR MIND, BUSINESS & LIFE



EP98 GUEST:
NANCY JUETTEN
GET KNOWN AND GET PAID



Post to Booking 1-2-3!

EXAMPLERS

A Template to Customize:

Hello XX,

My team and I found [NAME OF PODCAST] and absolutely loved it especially [insert episode info here]. Are you the best person to speak to regarding booking guests for the show?

[Insert information about yourself - no more than 2 lines talking about what you or your brand is all about. Insert hyperlinks here as well to get them to your website and social media pages]

[List topics you can talk about - usually 3-4 with a wide range which will appeal to their audience.]

I will follow up with you in a few days, unless I hear from you first!

Another Template to Customize:

PITCH

Dear (First Name):

When I tuned in to listen to your [name of the podcast] to hear your interview with [name of the riveting guest], I stopped what I was doing to give the show my 100% attention. I even took notes and posted a 5 -star review on i -tunes.

Insert Screen Shot Here of 5 -Star Review

Thanks for the insights and the kick in the pants to [make a big change or take an inspired action.]

Since your show is all about [fill in the hot topic], I'd love to be considered as a guest. As an expert in [fill in your expertise], I can talk about _____, _____, and _____, while sharing tales from the trenches of real life that can serve your audience and inspire them to take action.

This topic is especially timely now, especially since [fill in the reason your topic is timely].

I've contributed to some [big name and little name] shows, and hosts rave about the value I bring, while serving their mission and bringing new perspectives that get them thinking.

I'll follow up with you in a few days to check your interest, unless I hear from you first. Looking forward to continuing the conversation.

Warmly,

[Your Name Here]

LET'S TOUCH ON
BUSINESS MODEL
for a moment

 <p>Get Known Get Paid Mentor <i>Nancy Juetten</i></p> <p>Guiding Aspiring Speakers to take their place on BIGGER STAGES NOW.</p>		ENGAGE AND SUCCEED!	
<p>Nancy Juetten www.GetKnownGetPaid.com</p> <p>VIRTUAL COCKTAIL NAPKIN To Guide Clients to Make Their Best Fit Choice and Wisely Invest</p> <p>Favorite Lead Magnets</p> <ul style="list-style-type: none"> Your irresistible instant gratification gift that solves an urgent need and helps grow your list Your discovery session invitation with a results-based name that opens the door to master the art of new client enrollment with qualified potential clients who invest in their success 		<p>Most Premium Way to Get Support</p>	<p>\$XX,XXX</p>
		<p>VIP Short-Hop Way to Solve an Urgent Problem</p>	<p>\$X,XXX</p>
		<p>Awesome Leveraged Group Solution & Support to Solve an Urgent Problem</p>	<p>\$XXX</p>
		<p>Entry-Level Way to Solve an Urgent Problem</p>	<p>\$XX</p>
<p>Your Favorite Ways to Build the Buzz, Show Up in Service and Shine</p>			<p>Ongoing</p>

WORK WITH

YOUR STAR CAN RISE?		Engage and Succeed!
	Nancy@GetKnownGetPaid.com	
	Get Known Get Paid Discovery Session www.getknowngetpaid.com/apply	Raise Your Voice - Make Your Impact Inner Circle \$15,000 for one year of expert support in an intimate cohort so you get known to get paid
	Broadcast Your Brilliance Boot Camp LIVE Learn to book yourself on top podcasts without hiring an expensive booking agency	\$2497 for LIVE coaching, accountability, and expert support delivered in an intimate group format
	 Lifetime Access - Podcast Visibility Lab	\$297 self-paced online learning, plus your digital copy of Bye-Bye Boring Bio Workbook
	Bye-Bye Boring Bio Workbook	\$97 self-paced learning - worksheets, examples, plus 11 bonus videos, 2 bonus audios and a pitching workbook
Join the Raise Your Voice Make Your Impact Facebook Group	www.getknowngetpaid.com/group www.mediaonesheetnow.com www.byebyeboringbio.com	

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NANCY



03 Daily HOMEWORK

- Join the Podcast Guest Collaboration group on Facebook.
- Lurk, learn, and leap by responding to a #beaguest post that is a fit for your message.
- If you know the bigger shows are your destiny, create your “interview me” page, using www.getknowngetpaid.com/interview -Nancy as your guide.
- Consider your business model. What is your fastest path to the new in-bound client inquiries, leads, and sales?
- Consider the _____ you most want your listeners/viewers to take as a direct result of being on a podcast – your call to action (CTA). What is yours? Post yours in the Homework Thread for Day 3 in the Facebook group.

SEE YOU TOMORROW AT 11 A.M. PACIFIC.

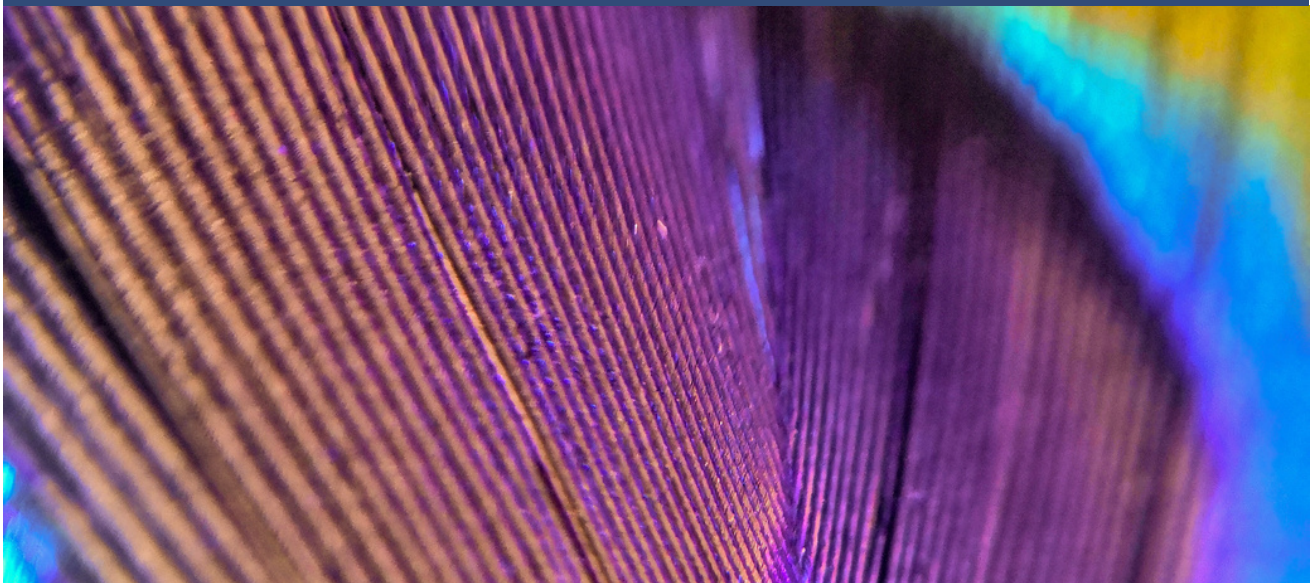
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04 *Day*

PING PONG LISTENERS INTO YOUR WORLD

BY NOW, YOU HAVE MADE AMAZING PROGRESS!

- Hot topics and host friendly bio drafted.
- Positioning upgraded
- Eyes opened to easy way to get booked by hosts hungry to meet you
- Thinking bigger about how far your message can reach when you aim higher for aspirational shows
- You've started to pay attention to #beaguest posts and may even have booked yourself on a show or two already!
- You are revisiting your business model to consider the fastest path to the cash.



KEY SUCCESS FACTORS:

- Show up as a guest that listeners want to learn more from and do business with.
- Engage in dialogue and not monologue.
- Bend and sway with the conversation, while always calling the host by name.
- Be generous.
- Be present and poised to represent yourself and your expertise and story in the best possible way. The best way is to practice with as many guest spots as you can book on the right shows.
- Show up as the consultant, expert, coach or guest that you most want to attract. If you are provocative, bring it on.
- When asked about your call to action, be singular in your focus.
- Put some sizzle in the steak.
- Make sure the URL is easy to spell and remember.

SUGGESTIONS:

- Instant gratification gift that solves a specific problem.
- Assessment or quiz that guides a client to identify a serious gap in their skill set or success team.
- Offer a get acquainted session, consult call, or discovery session.
- Call 1-800-Call-Ann right now.
- When asked for your CTA, you must add sizzle to the steak. No one wants another free generic gift.



top-notch trainings

A POWERFUL CALL TO ACTION FOR YOU!

THE BROADCAST YOUR BRILLIANCE
BOOT CAMP IS GEARING UP TO START
ON JUNE 22, 2022, FOR 12 AMAZING
WEEKS.

This is the link to learn more about it:
<https://www.getknowngetpaid.com/byb>

If you'd like to schedule a quick call with
me to make sure it's for you, this link
makes it easy for you:
<https://my.timetrade.com/book/5BQ2L>





04 *Days* HOMEWORK

- What is your call to action?
- Share a link in the homework thread.

SEE YOU TOMORROW AT 11 A.M. PACIFIC.

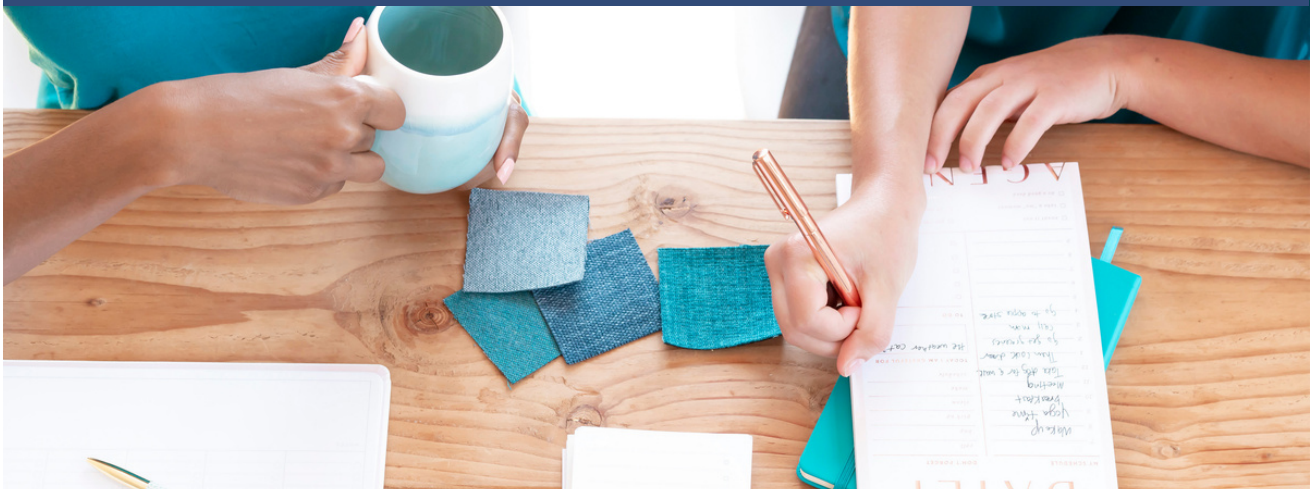
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05 Day

PROFIT

BY NOW, YOU HAVE MADE AMAZING PROGRESS!

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- Positioning upgraded
- Eyes opened to easy way to get booked by hosts hungry to meet you
- Thinking bigger about how far your message can reach when you aim higher for the aspirational shows
- You've started to pay attention to #beaguest posts and may even have booked yourself on a show or two already!
- You are revisiting your business model to consider the fastest path to the cash.
- You've brainstormed ideas for your ideal call to action and put some sizzle in the steak!



HOW TO MAKE PODCAST GUESTING *Pay off*

- Declare that you will book yourself on two of the right podcasts every week.
- Pitch consistently.
- Follow up.
- Show up.
- Deliver a powerful and persuasive call to action that guides listeners/viewers to take the next step that leads to your fastest path to cash.
- Be open to what happens when the microphone goes silent. Be present to joint venture partnerships, opportunities to serve the host, introductions to be made between you and the host, and other opportunities that flow from having a great conversation with a fabulous person of influence.
- Remember, your favorite topic can be a signature talk you deliver for your own tribe or as a guest expert for the tribes of others.
- Let's do the math and imagine your brilliant results!
- Let's imagine a lead generation machine for you, every time you speak up!

NOTES
