

Resources You Need As Podcast Guest That Turns Listeners Into Leads

Software / Tools:

[Acuity Scheduling](#): The only way you will be able to effectively schedule and remember podcast interviews on scale is with an online scheduling tool. There are tons to choose from and I've tried about a dozen. Hands down the best one I've found and use is Acuity.

[Boomerang For Gmail](#): This is a great way to schedule emails to be delivered at a future time. Instead of sending pitches on evenings and weekends, you can draft them when you have time and send them when you assume the host would be most receptive. It's also a great way to schedule emails to arrive the day before the interview to remind them of how excited you are about the interview. Be sure to include all your pertinent information to make it easy for the host to prepare for a great interview.

[Dux-Soup](#): If you use LinkedIn to prospect for shows and build relationships, this program makes it way to make notes and tag people appropriately. It also allows you to automatically search contacts. This can be a powerful way to get the exact kind of people looking back at your profile and thinking "there would be a perfect guest for my show"

[LinkedIn](#): Especially if you want to get on business or more professional podcasts, you NEED to be on LinkedIn. This is where hosts will look first to see if you are a legitimate expert. If they can't find you on LinkedIn, you will most likely get ignored.

[REV.com](#): This is an easy online system that will have your audio transcribed for \$1/minute. It's done by real people (not computers). I've always been impressed with the simplicity of using the system, the quality and the speed of the documents they provide right to your email.

[Send Out Cards](#): Sending a personalized card has been one of the most effective ways we've found to cut through the noise and get noticed. The problem often is that these "old school" methods aren't scalable and take too much time, effort, and money. This service makes it easy and affordable.

[Smart Podcast Player](#): If you are going to embed your interviews on your WordPress website, this is the easiest way.



Equipment

[ATR-2100 USB Microphone](#) - the least expensive I've found has been on Amazon

[Heil PR-40 Microphone](#) - this is the microphone I use and lov. BSW has continually had the lowest price and provides great support of customers and the podcasting community.

[Short Stop - Momentary Muting Switch](#) - I began to use this one winter as I battled a persistent cough. It was a godsend. It's still perfect if I have to sneeze, clear my throat, or adjust the microphone boom. While I bought it online, only later did I realize it's made in my hometown of Kalamazoo.

Courses

[Podcasting A to Z:](#) If you want to learn how to podcast, go to the Podcast Answer Man. Cliff Ravenscraft knows more about the technology and art of podcasting than anyone I've ever met. In addition he has the heart of a teacher. Many of the top podcasts started with Cliff's course.

[Podcasters Paradise:](#) John Lee Dumas of the EO Fire Podcast has put together this community of over 2,600 podcasters. Here you can get information and build relationships with established and emerging podcasters.

Events

[Podcast Movement:](#) This is the largest annual conference focused on podcasting. It is typically held in the summer. The location varies throughout the United States. In 2016 it had over 2,500 attendees. If you want to meet the podcasters you want to be interviewed by this is a great place to learn and build relationships.

[Podfest Multimedia Expo:](#) Held in Florida in February, this is an emerging conference. The podcast community in FL is active, engaged, and working together. This is a great smaller meeting to get to know podcasters and learn more about the industry.

[Social Media Marketing World:](#) Don't let the name confuse you. Held in San Diego every Spring this event is huge with nearly 10,000 attendees. Most of the major podcasters will be there. This conference is not a "pitch fest". What you get from the stage is tons of actionable information. The networking is unmatched. This is my favorite conference of the year.

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