



LEVERAGING PODCAST BOOKING TOURS

FOR LEAD GENERATION AND AUTHORITY BUILDING

**The Ultimate Strategy for
Sales, Credibility, and
Networking**

MADE BY [BROADCASTYOURAUTHORITY.COM](https://broadcastyourauthority.com)



Why Podcast Booking Tours Matter

- 1** | **Generate targeted leads through niche audiences.**
- 2** | **Build authority and credibility in your industry.**
- 3** | **Enhance positioning as a thought leader.**
- 4** | **Drive sales and increase brand awareness.**
- 5** | **Strengthen relationships with podcast hosts for future collaborations.**

POSITION YOURSELF AS AN EXPERT



1

Showcase your expertise on specific topics.

2

Use podcast appearances as portfolio highlights, and media appearances.

3

Gain social proof from host endorsements and audience feedback.

4

Build trust & recognition in your industry.



How Podcast Appearances Drive Leads

01

Tap into engaged and loyal audiences.

02

Share your expertise, knowledge to build trust.

03

Provide actionable insights, results and case studies that encourage listeners to seek more.

04

Include compelling CTAs, lead magnets, freebie's to drive traffic to your landing page or offers.

PODCAST INDUSTRY STATISTICS



464.7 LISTENERS
GLOBALLY

M Over 464.7 million
podcast listeners
globally (2023).

74 ARE LIKELY
TO BUY

% 74% of podcast
listeners say they
are more likely to
buy products
advertised on
podcasts.

37 BRAND
RECALL

% Podcasts see a
37% higher
brand recall
than other
mediums.

81 ATTENTION
TO ADS

% 81% of podcast
listeners pay
attention to ads
compared to
63% for TV ads.



CASE
STUDY
**Success with
Podcast Tours**

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- 1 Founder Carrie C. booked on 6 podcasts** in 60 days.
- 2 Booked a 6 podcast appearances** in the last 60 Days.
- 3 Increased lead conversion by 25%.**
- 4 Closed 10 sales** from a single podcast episode.
- 5 Gained 30 new Instagram followers** from one appearance.
- 6 Converted 1 podcast host into a high-end consulting client** generating multiple 5+ Figures.
- 7 Added an additional multiple 5-figures in new sales** from podcast leads in 60 days.

COLLABORATING WITH **PODCAST HOSTS**



1

Prioritize meaningful conversations that resonate with hosts and audiences.

2

Share episodes across your channels to support the host.

- Accept Instagram Collaborations
- Repurpose and share as a LinkedIn Article
- Send out a monthly newsletter showcasing your appearances

COLLABORATING WITH **PODCAST HOSTS**



3

Explore **joint ventures, affiliate partnerships, & co-branded** content.

4

Foster **long-term partnerships** for recurring revenue opportunities.

5

Be open to **in-person collaborations, including travel,** to strengthen relationships.



GETTING STARTED

WITH

PODCAST

BOOKING

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Define your goals and identify your ideal audience to align your podcast strategy.

01

Research and curate a list of shows that cater to your niche and audience.

02

Craft Personalized Value Driven Pitches.

03

Develop a Professional Podcast One-Sheet

04

Prepare impactful stories and key talking points to engage listeners effectively.

05

Track performance metrics and refine your approach based on results.

06

Delegate the booking process to a professional agency for efficiency and scalability.

07

TOOLS TO MAXIMIZE **RESULTS**

1

Podcast directories

(e.g., Apple Podcasts,
Spotify)

2

Email outreach tools

(e.g., HubSpot, HighLevel,
Keap, Mailchimp,
Active Campaign)

3

**Tracking tools
for performance
analytics.**

4

**Content management
systems for
repurposing podcast
clips.**

5

**CRM software to
manage leads
and follow-ups.**

TAKE THE 6-PODCAST CHALLENGE

1 Start leveraging podcasts to drive leads, sales, and authority:

2 Commit to booking and appearing on at least six targeted podcasts in Q1 to kickstart your growth.

3 Measure the ROI and refine your approach.

4 Partner with experts to streamline the process and secure high-quality appearances.

5 Your audience is ready and waiting—step up, share your expertise, and start generating meaningful leads today.



**BROADCAST
YOUR AUTHORITY**



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PODCAST
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