

# How to Find & Book Podcast Guests That Align With Your Branding & Messaging

BY **ICONS OF REAL ESTATE**



## A PODCAST GUEST BOOKING MANUAL



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# Introduction to Booking the Ideal Guest For Your Podcast

This manual will guide you through identifying, reaching out to, and coordinating with guests who will bring real value to your listeners and take your podcast to the next level.

So, why does the right guest matter so much? Because guests are more than interviewees - they're voices your audience trusts, stories that inspire, and partners who expand your reach.

The right guest can share firsthand knowledge that builds your listeners' confidence, while also sharing their own unique perspective on the market, the community, or the home-buying journey.

A thoughtfully selected guest helps you showcase your expertise while providing fresh perspectives that make each episode memorable.

Working with guests who add value builds a brand that people want to come back to.

The purpose of the manual is to guide you through each step of the guest-selection process, providing a blueprint to help you identify individuals who align with your vision.

It will lay out the groundwork for finding people who will be a perfect fit for your show. You'll learn how to approach guests in a way that feels genuine and inviting.

Sometimes, reaching out to someone you admire or someone you hope will bring something special to your podcast can sometimes feel daunting, so this framework includes tips on making that initial connection seamless and mutually beneficial.

Once your guests are on board, the next challenge is coordination. Real estate agents are used to scheduling appointments, following up, and staying organized - but coordinating with podcast guests requires a slightly different touch.

We'll cover how to streamline the scheduling process, how to prepare guests so they feel comfortable and excited to participate, and how to manage the technical details.

Perhaps one of the most valuable yet overlooked parts of the podcast guest journey is post-episode engagement. What happens after the recording wraps and the episode airs?

Too many podcasts stop at publishing, leaving valuable potential relationships and growth opportunities unexplored.

We'll explore ways to strengthen relationships with your guests long after the episode goes live.

From sharing promotional materials to staying in touch for future collaborations, this framework will show you how to turn your guest appearances into lasting partnerships that benefit both you and your audience.

The ultimate goal isn't just to bring in guests; it's to provide your listeners with episodes that feel authentic, insightful, and connected to their lives.

Whether you're highlighting local market trends, sharing personal journeys, or demystifying the real estate process, each guest you invite can help you build a reputation as a trusted advisor who understands the community, the market, and the people within it.

Each episode becomes a chance to connect on a personal level, share meaningful insights, and to invite listeners into a space where they feel informed, inspired, and engaged.

So, let's get started!

# 1. Identifying Ideal Guests

When you invite someone onto your show, you're not just filling airtime; you're offering your listeners valuable insights and fresh perspectives that help build trust in you and your expertise.

So, let's dive into how you can identify the best guests for your podcast guests who will resonate with your audience and bring depth to your episodes.

## 1.1 Define Your Audience and Goals

The first step in finding the right guest is understanding who you're speaking to and why. Who's tuning in to your podcast?

Are they first-time home buyers, seasoned investors, or curious community members interested in local real estate trends?

Once you know your audience, think about what they want to hear. Maybe they're looking for market insights, personal success stories, or expert advice on navigating real estate transactions.

This clarity is key because it allows you to look for guests who not only have the experience and knowledge but who can also connect with your listeners on a personal level.

Having a clear set of goals for each episode helps, too. Are you looking to break down complex topics, like mortgage trends or property tax changes, in a way that's easy to understand? Or maybe you want to inspire first-time buyers by sharing stories of others who've taken that leap.

By defining your goals, you'll find it easier to spot guests who align with those objectives and who will add value in a meaningful way.

Remember, your podcast should feel like a conversation your listeners are excited to join, so choose guests who help create that atmosphere.



## 1.2 Explore Different Guest Categories

Not all guests are created equal. And that's a good thing! Bringing in a variety of guests keeps your podcast dynamic and engaging, and it ensures that you're offering fresh perspectives each time.

Here are some categories to consider when brainstorming potential guests:

- **Industry Experts:** Think about people with a depth of knowledge in real estate or related fields — like appraisers, market analysts, or economists. These guests can help you dive into specific topics and provide insights that go beyond surface-level understanding. Industry experts bring credibility to your podcast and can offer unique takes on trends that impact buyers and sellers alike.
- **Community Figures:** This category includes local influencers, community leaders, or business owners who have their fingers on the pulse of what's happening in your area. They bring a broader perspective on the community that surrounds the real estate market and can highlight features that make your area special, from neighborhood events to upcoming developments.
- **Successful Clients:** Your past clients can be some of the most inspiring guests. They can share their personal stories of buying or selling a home, overcoming challenges, or achieving dreams. These relatable stories often resonate deeply with listeners who might be in similar situations, offering both encouragement and a sense of community.
- **Collaborative Professionals:** Consider people from complementary professions, like mortgage brokers, interior designers, or even tax advisors. Their expertise intersects with real estate, giving your listeners comprehensive knowledge that covers all aspects of the buying or selling journey. A mortgage broker, for instance, could share insights on financing options, while an interior designer could talk about home staging tips that add value.

Choosing guests from a range of these categories adds variety to your podcast and helps you cover a wider range of topics in a way that keeps listeners coming back for more.

### 1.3 Research and Vet Potential Guests

Once you have a sense of who you want on the show, it's time to start the search. Research potential guests thoroughly.

Look at LinkedIn profiles, read articles they've written, and check out any interviews or previous podcasts they've been on.

This helps you understand their knowledge base, style, and whether they'll be a good fit for your audience.

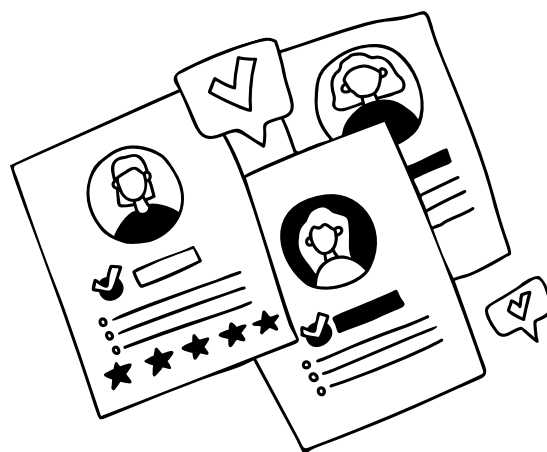
Social media is also an invaluable tool here. Platforms like Instagram, Facebook, and LinkedIn can give you a look at a person's personality, what topics they're passionate about, and how they engage with their own audience.

Are they active, responsive, and approachable? Do they share content that aligns with the themes of your podcast?

These clues help you ensure that the guests you're inviting are genuinely engaging and enthusiastic about what they do.

You may also want to reach out to your network. Recommendations from trusted colleagues, past clients, or even listeners can lead you to amazing guests who you might not have discovered otherwise.

Often, your community knows exactly the type of voices they'd love to hear, and their suggestions can bring fresh ideas to your lineup.



## 1.4 Aligning Your Guest's Expertise with Your Podcast's Needs

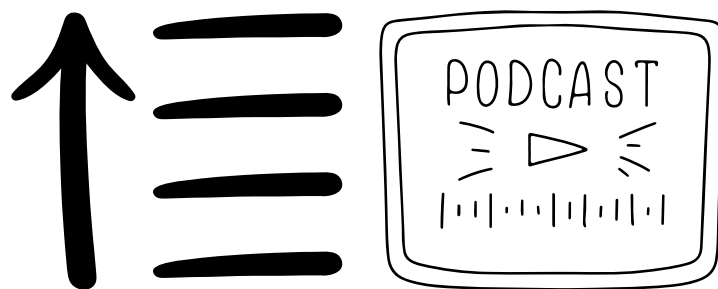
As you're researching, consider how each guest's strengths align with specific needs for your podcast.

If a guest is particularly insightful on community growth trends, they might be perfect for an episode discussing neighborhood development. If they're first-time homebuyers, they could offer invaluable advice for listeners who are just beginning their real estate journeys.

Your goal is to make sure each guest has a distinct contribution to your overall message and enhances the variety of perspectives your podcast offers.

Think of each guest as part of the story you're telling. Every episode should feel like it's adding something new and valuable for your listeners, whether that's a fresh angle on a familiar topic or an entirely new subject they hadn't considered before.

By aligning your guests' expertise with your podcast's goals, you're setting yourself up to create a well-rounded, impactful series that keeps people coming back.



## 1.5 How to Create the Right Podcast Guest Avatar

### 1.5.1 What is a Guest Avatar

A Guest Avatar is a detailed, hypothetical profile that represents the ideal type of guest you want to feature on your podcast.

Just like a buyer persona helps businesses understand their target customers, a guest avatar helps you identify the characteristics, expertise, personality, and interests that make up your perfect podcast guest.

It acts as a reference to guide you when searching for guests who align with your podcast's goals, appeal to your target audience, and bring value to each episode.

#### Key Components of a Guest Avatar:

##### 1- Demographics and Background

- Age range, career background, experience level in their field, and professional achievements.
- Examples: A 30-40-year-old real estate broker with a decade of experience in a booming city, a local business owner with a strong community following, or an award-winning mortgage broker with insights into financing.

##### 2- Expertise and Knowledge Base

- The specific areas of expertise you want them to cover or speak on, like market trends, client success stories, investment strategies, or community involvement.
- Examples: A local historian who can discuss the neighborhood's evolution, a top-rated interior designer known for staging homes, or a real estate lawyer who can simplify legal complexities.

### **3- Personality and Tone**

- Traits that will resonate with your audience, such as being approachable, knowledgeable, enthusiastic, or relatable.
- Example: A guest who can speak confidently but casually about real estate topics, someone who connects easily with an audience, or someone with a sense of humor and a positive attitude.

### **4- Audience Connection and Influence**

- Consider what makes this avatar relatable to your target audience and what kind of connection they can bring.
- Example: A single mother who successfully purchased a home in a competitive market or an investor with a strong local following who shares financial advice openly.

### **5- Motivations for Appearing on the Podcast**

- Understanding why this avatar would want to join your podcast whether for brand exposure, the chance to educate, or to connect with a new audience.
- Example: A business owner who wants to share their expertise with your listeners or a community leader who wants to promote upcoming local events.

### **6- Story and Unique Value**

- Any unique stories or value propositions that make them stand out. These could include their personal journey, past challenges, or particular areas of wisdom that only they can offer.
- Example: A recent client who had a challenging home-buying experience but overcame it with resilience, a real estate developer focused on sustainable housing, or a local influencer who can give an insider's view on neighborhood appeal.

## **1.5.2 Creating the Right Podcast Guest Avatar**

Creating the right podcast guest avatar is essential for curating meaningful conversations that resonate with your audience.

This avatar serves as a guideline, helping you understand exactly who will add value to each episode and why.

Think of it as an idealized blueprint of the perfect guest, embodying the traits, knowledge, and personality that best serve your podcast's goals and connect with your listeners.

### **1.5.2.1 Understand Your Audience's Interests and Needs**

To build the right guest avatar, start by understanding your audience. Who are your listeners?

What do they care about, and what are they hoping to gain from your podcast?

For a real estate podcast, they might be prospective home-buyers, sellers, or local residents interested in market trends and community insights. Identifying these details will guide you toward guest traits that directly satisfy your audience's needs.

Are your listeners craving insider knowledge on market trends, or do they want relatable stories about home-ownership struggles?

Once you know this, you can begin to design an avatar that delivers exactly that.

If your audience is primarily first-time home-buyers, your ideal guest might be a mortgage expert who can simplify the financing process or a recent home-buyer with relatable advice on navigating the current market.

### 1.5.2.2 Define Expertise and Background

Once you know what your audience is looking for, consider the specific expertise your guest avatar should bring.

For example, if your podcast covers a range of topics from buying and selling to community insights and investment strategies, you'll need guests who can speak to these different areas.

Decide if you want your guest to be a seasoned industry expert, a community leader, or perhaps someone with a unique real estate journey that offers a fresh perspective.

If you're focusing on real estate trends, your avatar might be an experienced real estate agent or market analyst who has been featured in local news or has authored articles on the topic.

This person should be knowledgeable, engaging, and able to break down complex ideas into accessible insights.

### 1.5.2.3 Identify Personality Traits That Resonate with Your Audience

Next, think about the personality traits that will create a memorable experience for your listeners.

The right guest should not only be knowledgeable but also have a tone and demeanor that resonates with your audience.

Do you want someone who's humorous, down-to-earth, and relatable? Or do you need a polished, professional speaker with an air of authority?

**Example:** If your podcast is casual and conversational, your avatar might be a friendly, open storyteller who's comfortable sharing personal experiences. Alternatively, if your tone is more formal, you may want an articulate and insightful guest who responds concisely.

#### **1.5.2.4 Clarify the Guest's Motivations for Joining**

Understanding why someone would want to join your podcast helps you attract the right guests and frame your outreach. Consider the motivations that would align with your avatar.

Are they hoping to gain exposure for their business? Do they enjoy sharing insights and educating others?

Perhaps they're motivated by a personal passion for community engagement.

Having clarity on this aspect of your avatar will help you connect with the right people who feel genuinely enthusiastic about contributing to your podcast.

If you're looking for someone who is passionate about local real estate, your avatar might be a community-focused realtor who loves educating first-time buyers or someone who wants to highlight neighborhood benefits, upcoming developments, or local events.

#### **1.5.2.5 Highlight Unique Stories or Value Propositions**

Think about any specific qualities or experiences that would make your ideal guest stand out and keep listeners engaged.

This might include a unique story, a specialized skill, or an unusual perspective on a trending topic.

Unique experiences can make an episode memorable, giving your audience insights they can't get elsewhere.

An ideal guest could be someone who bought their first home with a creative financing strategy or a community advocate who spearheaded an initiative to improve local housing conditions. These stories offer an emotional hook, making the episode more engaging and informative.



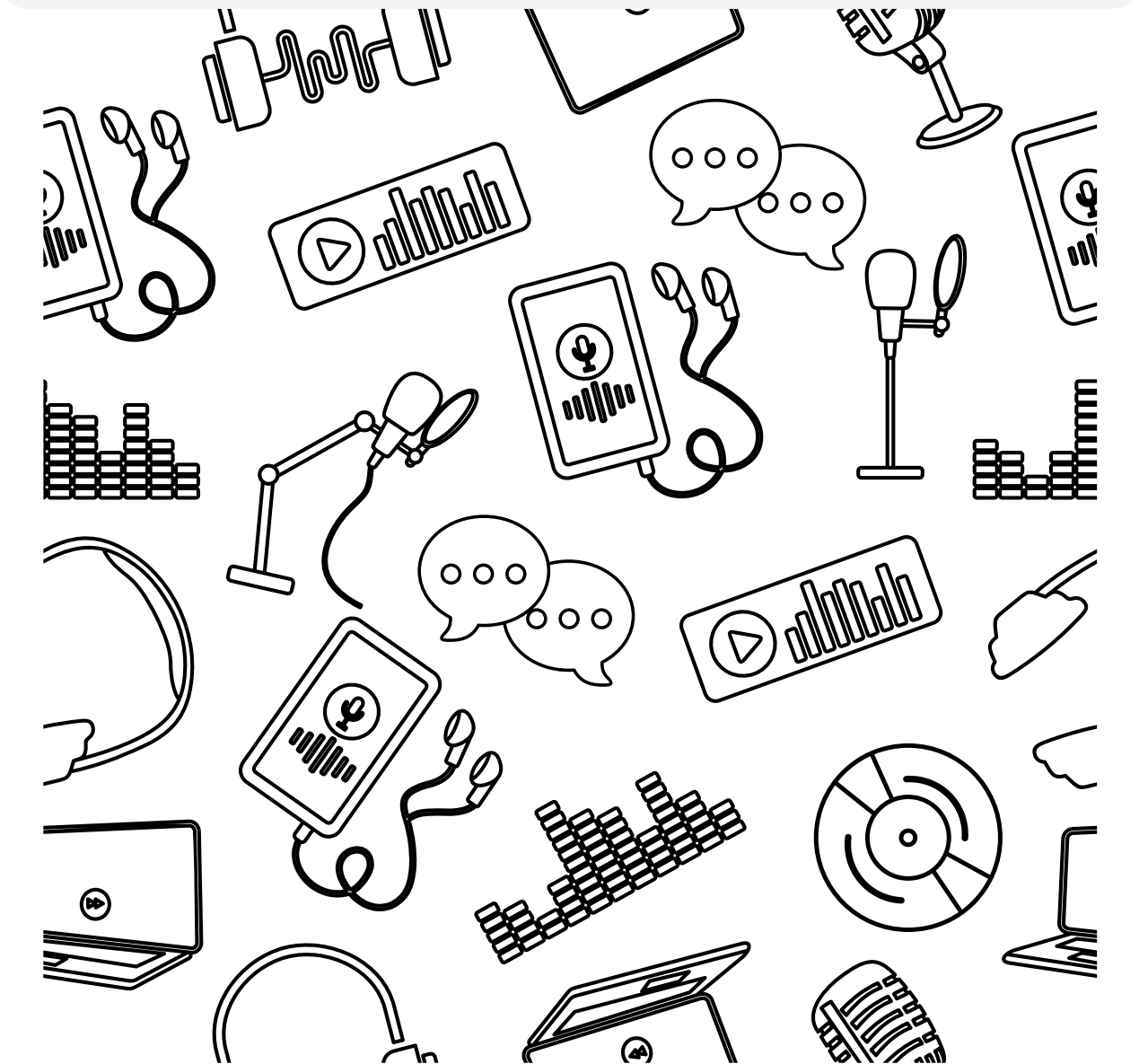
### 1.5.2.6 Build a Detailed Avatar Profile

Finally, bring all these elements together into a profile. Write it out in detail, imagining a specific person with a name, background, motivations, and personality traits.

This step brings your avatar to life and provides a tangible reference that you can revisit whenever you're searching for potential guests.

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### 1.5.3 Example of a Guest Avatar for a Real Estate Podcast:

“Sarah, 35, is a top-rated mortgage broker who has helped hundreds of first-time buyers achieve their home-ownership dreams. She has a passion for educating clients on the ins and outs of financing, and her approach is down-to-earth, compassionate, and knowledgeable.

Sarah loves sharing tips on affordability, creative financing options, and debunking mortgage myths. She’s active on social media, where she offers practical advice in an approachable way, and she’s eager to reach a larger audience through podcasting.

Sarah’s goal is to help listeners feel confident in their home-buying journey, and she’s excited to connect with the real estate community.”



### 1.5.4 Questions to Ask a Prospective Podcast Guest

Here are some essential questions to ask a prospective podcast guest. These questions will help you ensure that they align with your podcast's brand and messaging, allowing you to bring guests who will genuinely resonate with your audience and contribute to your show's goals.

#### 1. Understanding Their Background and Expertise

- **“Can you tell me about your experience in [their field or area of expertise]?”**
  - This open-ended question gives them space to share their background and relevant expertise. You'll gain insight into how well their experience matches your podcast's topics.
- **“What's the one area of your field that you're most passionate about?”**
  - This question helps gauge what topics they're genuinely enthusiastic about, which often leads to more engaging episodes.
- **“What unique perspective or insight do you think you bring to this field?”**
  - This lets you see if they can offer a fresh take or specialized knowledge that would stand out to your audience.

## 2. Assessing Alignment with Your Audience

- **“Who do you believe benefits most from your knowledge or services?”**
  - This gives you an idea of who they typically serve and if that audience overlaps with yours.
- **“Are there any specific types of people you enjoy speaking to or feel you can help most?”**
  - This question reveals if they understand your audience and if they’re genuinely interested in connecting with them.
- **“How do you usually approach educating clients or audiences about complex topics?”**
  - This question will show whether they have a relatable or effective communication style that’s suitable for your listeners.

## 3. Exploring Their Values and Messaging

- **“What core values do you hold in your work?”**
  - Their response will indicate whether they share similar values with your podcast, helping you determine how authentic their contributions will feel to your audience.
- **“What message do you hope listeners would take away from a conversation with you?”**
  - This question ensures their goals for appearing on the podcast align with your own, reinforcing your brand’s mission.
- **“How do you balance providing value with promoting your own brand or services in conversations?”**
  - This question helps assess whether they’re able to focus on delivering value first rather than self-promotion, an essential quality in guests who prioritize audience experience.

#### 4. Gauging Engagement and Style

- **“Have you been a guest on other podcasts? If so, can you share a memorable or favorite experience?”**
  - Learning about previous podcast experiences gives insight into their style and whether they’re a seasoned speaker who can adapt well to a podcast format.
- **“What type of conversation format do you find most comfortable informal, structured, or somewhere in between?”**
  - Understanding their comfort level with different formats helps you assess if they’ll feel natural within your show’s unique style.
- **“How do you handle questions or topics that might be a bit challenging or outside your usual scope?”**
  - Their answer will reveal their adaptability and whether they can handle unexpected or challenging topics with grace, a valuable quality in podcast guests.

#### 5. Ensuring Brand Alignment and Commitment

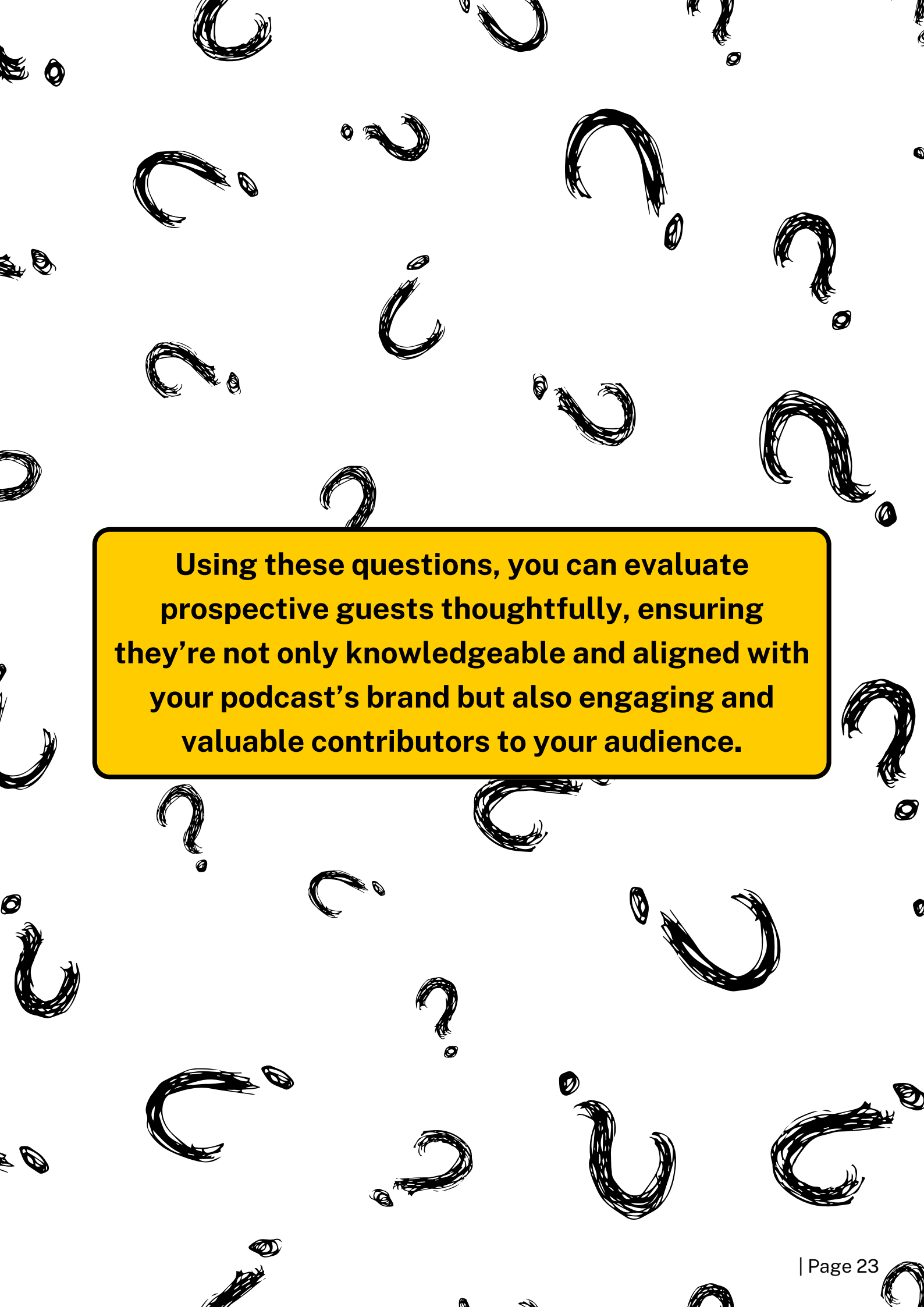
- **“What excites you about being a guest on this podcast specifically?”**
  - A guest who has researched your show and understands its brand will have a meaningful answer to this question, showing that they are genuinely interested in being part of your mission.
- **“Would you be open to promoting your episode on your own social media or with your network?”**
  - A prospective guest who’s willing to share the episode with their audience can help increase reach and engagement, showing they’re invested in the success of your collaboration.
- **“Is there anything in particular you’d like to avoid discussing on the show?”**
  - Understanding any potential boundaries helps prevent uncomfortable moments on air and ensures the conversation flows naturally, aligning with your show’s messaging.

## 6. Clarifying Expectations and Contribution

- **“What do you hope to achieve by appearing on this podcast?”**
  - This question allows them to clarify their own goals, helping you decide if their motivation aligns with the value you aim to provide listeners.
- **“Are there any specific questions or themes you feel would allow you to bring the most value to our audience?”**
  - A thoughtful answer to this question can highlight areas where the guest is well-prepared to provide impactful insights, aligning their contribution with your podcast’s objectives.
- **“Would you be open to a brief planning session beforehand to discuss topics and ensure we’re aligned?”**
  - Willingness to prep shows a commitment to collaboration and delivering a high-quality episode.

## 7. Assessing Connection and Personality Fit

- **“What’s one surprising fact about you or your career that people might not know?”**
  - This question brings out personality and relatability, helping you assess if they have an engaging style that will resonate well with your listeners.
- **“How do you stay inspired in your work, especially during challenging times?”**
  - Their response offers insight into their mindset, resilience, and personality, providing an idea of how relatable and inspiring they might be to your audience.
- **“If you could leave the audience with one lasting impression or piece of advice, what would it be?”**
  - This question taps into their motivation and reveals whether they have an impactful takeaway that aligns with your show’s mission.

The background of the page is white, covered with numerous hand-drawn question marks in black ink. The question marks vary in size and orientation, some are simple and others are more stylized with loops or multiple strokes, creating a pattern of inquiry.

**Using these questions, you can evaluate prospective guests thoughtfully, ensuring they're not only knowledgeable and aligned with your podcast's brand but also engaging and valuable contributors to your audience.**

## 2. How to Reach Out to Prospective Podcast Guests

Your approach to outreach sets the tone for potential guests, letting them know you're serious about creating an engaging, high-quality show.

The right outreach strategy isn't one-size-fits-all, and it certainly doesn't involve mass emails or cold messages.

To find guests who resonate with your podcast's values and goals, you need a strategy rooted in personalization, clarity, and enthusiasm.

### 2.1 Do Your Research First

Before reaching out to a potential guest, take some time to dig into their background. Explore their online presence - whether that's their website, social media profiles, or recent interviews.

Research will help you understand their unique expertise, passions, and the types of topics they're likely to be comfortable discussing.

Knowing more about them means you can create a personalized message that reflects your interest in their work and demonstrates that you've done your homework.

Guests are far more likely to respond positively when they feel valued and genuinely wanted on your show.

**Tip:** Make note of any unique achievements, recent projects, or personal interests they've shared publicly. Mentioning something specific shows you're not just reaching out to anyone — you're reaching out to *them* for a reason.



## 2.2 Craft a Warm, Personalized Introduction

A warm, personalized message goes a long way in setting the right tone. When you introduce yourself and your podcast, focus on what makes it unique and how this guest can contribute to its vision.

Your introduction should include a brief but compelling description of your show, touching on your mission, target audience, and any special themes you cover.

Describing your podcast authentically and enthusiastically shows potential guests what they'll be a part of. Let them see the value they'll bring to your listeners.

An effective way to connect is by sharing why you believe their perspective or experience would be impactful.

Are they an expert in a trending real estate topic your listeners are eager to understand? Do they have a story that resonates with the challenges your audience might face?

Make these connections clear and relatable. And remember, keep your message concise - avoid overwhelming them with too much information right away.

## 2.3 Explain What's In It for Them

Everyone appreciates knowing what they'll gain from participating in an interview, so don't shy away from making this part clear. Describe how appearing on your podcast can benefit them. Will it increase their reach within your local market?

Will they get the opportunity to share their insights with a new demographic?

These are key selling points for busy professionals who receive multiple invitations to participate in various media engagements.

### **Examples of potential benefits to highlight:**

- Exposure to an engaged audience of potential clients or followers in their area.
- An opportunity to showcase their expertise on a trusted platform.
- The chance to align with your podcast's mission and connect with like-minded professionals.

Aligning these benefits with your guest's goals shows that you're invested in making the experience mutually valuable, not just a one-sided request.



## 2.4 Offer Flexible Scheduling Options

Time is often the most significant barrier for potential guests, especially for those who already have packed schedules.

Show them you respect their time by offering flexible options. You might suggest a few different days or even a range of times that they can choose from. Or, if it's possible for your podcast, be open to conducting the interview remotely or breaking it into two shorter sessions.

Flexibility makes your invitation more appealing and shows that you're willing to adapt to their availability.

Another strategy is to share your typical recording format and process in your initial message.

Knowing the length of the episode, the format (interview or discussion-based), and any prep they might need to do can help them better envision how it would fit into their schedule.

## 2.5 Engage Their Curiosity with Episode Ideas or Questions

Spark your guest's interest by giving them a sneak peek into the episode's theme or some of the questions you'd love to discuss.

Sharing a brief outline or a few sample questions allows them to visualize the conversation and feel more prepared.

It also reassures them that you're intentional about guiding the episode with relevant topics and are prepared to lead an engaging, focused discussion.

For example, if you're inviting a real estate lawyer to talk about home-buying pitfalls, mention a couple of questions like, "What's the most common mistake you see first-time buyers make?" or "Are there any new legal trends in the housing market?" This approach not only piques their curiosity but also builds confidence in your organization and professionalism.

## 2.6 Follow Up Thoughtfully and Respectfully

Not everyone will respond right away, and that's okay.

A thoughtful follow-up can make a difference, especially for busy professionals who may have missed your initial email.

Wait about a week before reaching out again, keeping your tone friendly and respectful. In this message, briefly remind them of your initial message, expressing that you'd love the chance to discuss the opportunity if they're interested.

It's important to respect that some guests may ultimately decline due to time constraints or other priorities, and that's natural.

Acknowledge their decision with grace, and keep the door open for future collaboration. You never know when schedules might change or when they might be looking for opportunities down the road.

## 2.7 Embrace Multi-Channel Outreach

While email is often the go-to for outreach, don't underestimate the impact of other channels.

A polite message on LinkedIn, a direct message on Instagram (if they're active there), or even a thoughtful comment on a recent post can create a connection that makes your email outreach more noticeable.

When reaching out on these platforms, keep it short and polite, ideally leading with something that's related to their recent content or achievements. This small step can give you a leg up in crowded inboxes and make your outreach feel personal.

If you do use multi-channel outreach, be careful to space out your messages and avoid over-contacting someone across several platforms in quick succession. The goal is to gently increase visibility, not to overwhelm.

## 2.8 Show Appreciation and Enthusiasm

Expressing genuine appreciation and excitement makes your invitation more appealing.

You're not just looking for any guest - you're looking for *them*, specifically, because you believe they'd bring value to your listeners.

Enthusiasm is contagious, and showing that you're genuinely looking forward to the possibility of collaborating can make them feel valued and more inclined to say yes.

### **Example closing statement:**

- “Thank you for considering this opportunity. I know our listeners would gain so much from your insights, and I’d be thrilled to share your unique expertise with our community!”

When potential guests feel that your invitation is rooted in genuine respect and appreciation for their work, they're more likely to respond positively.

Effective outreach is about creating a memorable first impression that shows you're invested in a meaningful collaboration, not just checking a box.

When you combine a personalized approach with clear communication and a genuine interest in your guest, you're building the foundation for a successful podcast episode — and potentially a lasting professional relationship.

## 2.9 Example of an Outreach Email Template

Hi [Guest's First Name],

My name is [Your Name], and I host the podcast [Podcast Name], where we dive into [mention specific themes or topics you cover on your podcast, e.g., “the real estate journey, highlighting local experts and sharing valuable insights with aspiring home-buyers and sellers in our community”].

I came across your work through [mention a specific place or platform, e.g., “your recent blog on market trends in [specific area]” or “a mutual connection on LinkedIn”], and I was genuinely impressed by your [mention specific trait, experience, or insight, e.g., “commitment to helping first-time home-buyers avoid common pitfalls”]. I believe your expertise and perspective would resonate with our audience and add incredible value to our next season.

At [Podcast Name], we strive to create episodes that feel insightful and relevant, giving listeners practical advice and an insider's view of the real estate world. We would be honored if you would join us for an upcoming episode to discuss [mention a specific topic related to the guest's expertise, e.g., “current market shifts, buying/selling strategies, or your unique experiences working in real estate”].

Here's what you can expect:

- **Episode Duration:** Approximately [X] minutes, at a time that works best for your schedule.
- **Format:** [Briefly describe format, e.g., “A relaxed, conversational interview with a few guiding questions.”]
- **Promotion:** We share each episode with our dedicated audience across multiple platforms, and we're excited to help promote your story with a community that values what you bring to the table.

We would also love to provide you with additional exposure by cross-promoting this episode on social media and our email newsletter, which reaches [mention audience size, if applicable].

I've attached a few sample questions to give you a preview of what we'd love to cover, and I'd be happy to tailor the conversation to fit your expertise and comfort level.

Please let me know if this is something you'd be open to discussing. I'm more than happy to answer any questions you might have or work with you to find a time that fits your schedule.

Thank you very much for considering this invitation, [Guest's First Name]. I'm truly excited about the possibility of having you as a guest and sharing your story with our listeners!

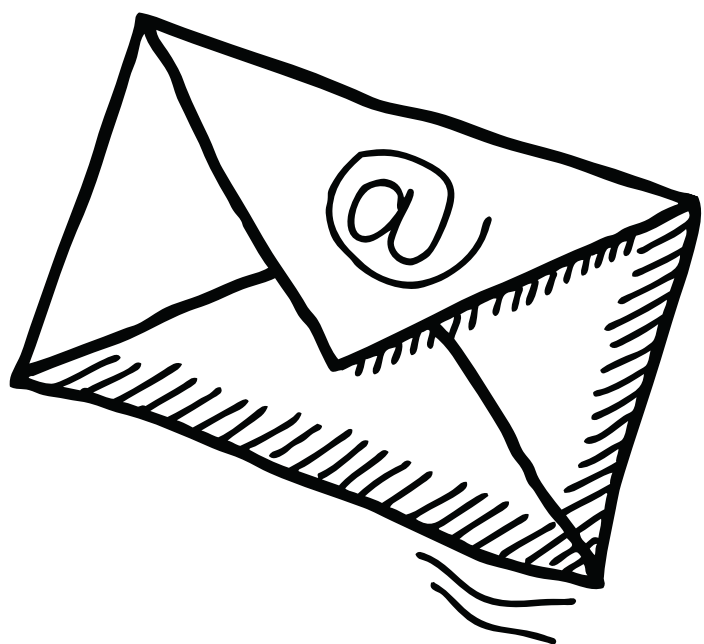
Warm regards,

[Your Full Name]

[Your Position, e.g., Host of *[Podcast Name]*]

[Your Contact Information, e.g., email, phone number]

[Podcast Website or Social Media Links]



## 3. How to Prepare a Podcast Guest

Once you've confirmed a guest for your podcast, the next crucial step is to ensure they're well-prepared for the experience.

Preparation goes beyond just sending a quick confirmation email, it's about setting both of you up for a smooth, engaging, and memorable conversation.

As the host, your goal is to make the experience seamless for your guests, allowing them to shine and share their insights comfortably.

When guests feel prepared, they're more confident, and that confidence translates into better content for your audience.

### 3.1 Provide an Overview of the Episode Structure

Letting your guests know the flow of the episode is one of the simplest yet most effective ways to help them feel prepared. Begin by outlining what they can expect in terms of structure: Will it be a straightforward Q&A format, a more conversational discussion, or a combination of both?

Explain the approximate episode length, any opening or closing sections, and the kinds of questions or themes you'll touch on.

This helps reduce any anxiety about the unknown, especially for guests who may be new to podcasting.

In addition to giving them an idea of structure, briefly mention any technical or logistical details, such as the need for a quiet recording space or preferred audio setup if recording remotely.

A guest who knows what to expect can focus on sharing their message instead of worrying about the process itself.



### 3.2 Share Key Topics and Sample Questions in Advance

To guide the conversation and bring out the best insights, share a list of key topics or sample questions you'll be asking.

This doesn't mean giving them the full script in fact, a fully scripted approach can often make for a stiff interview.

Instead, offer a few main points you'd like to cover along with some sample questions, giving them a sense of the episode's direction without eliminating the spontaneity of the conversation.

For example, if the guest is a real estate attorney, mention that you'll be discussing "common legal pitfalls for first-time home-buyers" or "recent trends in real estate law." You might include sample questions like, "What's the biggest legal mistake buyers often overlook?" or "What's a piece of advice you'd give to new buyers facing today's market?" These hints will give them time to reflect and bring more meaningful, thoughtful responses to the table.



### 3.3 Provide Context on Your Audience

Give your guest insight into who's listening on the other end. When a guest understands your audience's interests, challenges, and goals, they can tailor their responses to meet those needs directly.

Describe your target audience in a few sentences, highlighting any specific demographics (e.g., first-time buyers, seasoned investors, sellers in a particular area) or the most common challenges your listeners face. Context helps guests better understand why you invited them specifically and allows them to think about the relevance of their expertise from your listeners' perspectives.

For example, if your audience consists primarily of first-time home-buyers, your guest might adjust their advice to be more introductory, focusing on the basics.

If they know they're speaking to experienced investors, they may feel comfortable discussing more complex or technical aspects of real estate.

### 3.4 Set Expectations Around Self-Promotion

It's natural for guests to want to promote their business or personal brand, and this can be mutually beneficial if handled well.

However, it's essential to clarify how and when self-promotion should happen within the episode.

Let your guest know they'll have time toward the end to discuss their business, upcoming projects, or any other resources they'd like to share. This approach keeps the main content focused on delivering value to your audience while still giving your guest a moment in the spotlight.

Being upfront about this also shows your professionalism and reassures guests that you'll make room for their promotional goals without it feeling overly self-serving.

### 3.5 Offer a Pre-Recording Call

A brief pre-recording call can be incredibly valuable in setting the stage for a smooth interview. This isn't a necessity for every guest, but for key episodes or high-profile guests, it can add an extra layer of connection and comfort.

In this call, you can introduce yourself in a more personal way, explain the podcast's mission, and run through any final questions they might have. Use this time to clarify any points or themes, making sure you're both aligned.

This can help reduce any last-minute surprises, smooth out any potential misunderstandings, and create a stronger rapport between you and your guest.

It's a small investment of time that can pay off with a more natural, flowing conversation.

### 3.6 Confirm Logistics and Provide Clear Instructions

Clarity around logistics is critical for an easy recording experience. Once the recording date and time are set, confirm all the details in writing.

If you're recording remotely, provide clear instructions on how they'll join the call or platform (such as Zoom or Riverside), including any specific login details, links, or software they may need to install.

Encourage them to find a quiet, well-lit space and use headphones or a microphone, if possible, to improve audio quality.

These simple guidelines can prevent common technical issues that might disrupt the conversation.

The more comfortable they are with the tech, the less they'll have to worry about it during the actual interview, freeing them up to focus on sharing their insights.

### 3.7 Keep Lines of Communication Open

Maintaining open lines of communication is key to ensuring a smooth experience. Let them know they can reach out with any last-minute questions or concerns.

A friendly reminder email the day before recording can go a long way in reducing any Pre-show jitters and showing that you're there to support them.

Include a brief note of encouragement or excitement about the upcoming conversation to keep the tone light and welcoming.

Sometimes, a simple "Looking forward to our conversation tomorrow! I know our listeners will benefit greatly from your insights," can help a guest feel both valued and motivated to bring their best energy to the recording.

### 3.8 Example Pre-Interview Message:

"I just wanted to reach out and let you know how excited I am for our conversation! Your perspective on [mention specific topic] is going to be so valuable for our listeners, and I truly appreciate your willingness to share your expertise with our community. Looking forward to it!"

## 4. Coordinating Schedules With Podcast Guests

Once you've secured a guest for your podcast, the next step is coordinating a suitable time for recording.

This process may seem straightforward, but it can present challenges that require thoughtful planning and flexibility.

As a real estate agent or realtor hosting a podcast, you likely have a busy schedule filled with showings, client meetings, and marketing tasks. Your guests - who may be equally busy professionals - will have their commitments, too.

Therefore, mastering the art of scheduling can significantly enhance your podcasting experience and ensure a smooth recording process.

### 4.1 Be Clear and Efficient in Your Initial Outreach

When you first reach out to your prospective guest, be clear about the proposed time frames for recording.

Instead of asking, "When are you available?" consider suggesting a few specific options that align with your schedule.

For instance, "Would you be available to record on Tuesday at 3 PM or Thursday at 1 PM?"

This approach simplifies the decision-making process for your guest. They can quickly check their calendar and respond with their preferred option.

By offering specific times, you also demonstrate respect for their time. It shows you value their busy schedule and are committed to making this process as convenient as possible.

If they can't make those times, they'll appreciate that you're open to suggestions.

## 4.2 Use Scheduling Tools

In today's digital age, there are various tools available to streamline the scheduling process.

Platforms like Calendly, Doodle, or Google Calendar allow you to share your availability seamlessly.

You can set up your schedule and send a link to your guest, enabling them to select a time that works for them.

These tools often integrate with your existing calendars, preventing double bookings and ensuring you don't miss appointments.

Using technology can save time, reduce back-and-forth emails, and eliminate scheduling conflicts.

Guests will appreciate the efficiency, and it allows you to focus more on content creation rather than administrative tasks.

## 4.3 Account for Time Zones

If your podcast guests are located in different time zones, it's crucial to account for that during scheduling.

Misunderstandings can easily arise, leading to missed appointments and frustration on both sides.

When suggesting recording times, specify the time zone you are in. For instance, "Would you be available to record on Tuesday at 3 PM EST?" Clarity helps avoid confusion and ensures that everyone is on the same page.

Additionally, consider using tools that automatically convert time zones. Many scheduling applications have this feature, allowing guests to see the proposed time in their local zone.

Being considerate of time differences shows professionalism and fosters goodwill with your guests.

#### 4.4 Be Flexible and Accommodating

Life happens. Your guests might have last-minute appointments, emergencies, or conflicts that require them to reschedule.

As the host, it's essential to remain flexible and accommodating. If they need to change their recording time, be understanding and work with them to find an alternative.

Your willingness to adapt demonstrates your respect for their time and reinforces your commitment to having them on the show. A simple, friendly response can go a long way.

For instance, "No problem at all! I completely understand. Please let me know what times work best for you, and we'll find a suitable slot."

This approach keeps the lines of communication open and allows for smoother coordination.

#### 4.5 Confirm Details Before the Recording

Once you've settled on a time, it's important to confirm the recording details a day or two before.

A quick reminder email not only serves as a useful prompt but also reassures your guest that you're organized and looking forward to the conversation.

In this email, reiterate the date and time, provide any necessary links or call-in details, and include a friendly note expressing your excitement.

For example, you might say, "Hi [Guest's Name], just a quick note to confirm our recording on [Date] at [Time] EST. I'm really looking forward to our conversation about [Topic]. If you have any last-minute questions, feel free to reach out!"

## **4.6 Allow Time for a Warm-Up Conversation**

On the day of the recording, arrive a few minutes early to allow for a brief warm-up conversation before you hit record.

This not only helps your guest relax but also establishes rapport. During this time, you can chat about less formal topics, such as mutual interests or recent experiences, making the guest feel comfortable.

A warm-up can help both of you feel at ease and can lead to more natural, engaging content once the recording begins. It also sets a friendly tone for the interview, which resonates well with listeners.

## **4.7 Follow-Up Post-Recording**

After the recording, follow up with a thank-you email. Express gratitude for their time and contributions.

Mention specific insights they shared that resonated with you or that you believe will impact your audience.

This acknowledgment reinforces the value they brought to your podcast and can help nurture a long-term relationship.

You can also use this opportunity to discuss any potential future collaborations or share when the episode will be released.

Keeping your guests in the loop demonstrates professionalism and fosters goodwill, encouraging them to share the episode with their network, further expanding your reach.



## 4.8 Build a Relationship for Future Engagements

Your approach to scheduling can pave the way for future collaborations or guests referring others to your podcast.

Treat every interaction with kindness and professionalism, as it reflects on your brand and can lead to opportunities down the road.

By showing genuine interest in their work and experience, you create a positive impression. Remember, the podcasting community thrives on connections.

When your guests feel valued and respected, they are more likely to recommend you to their colleagues and friends.



## 4.9 How to Use Calendly to Book & Schedule Recording With Podcast Guests

Calendly - <https://calendly.com/>

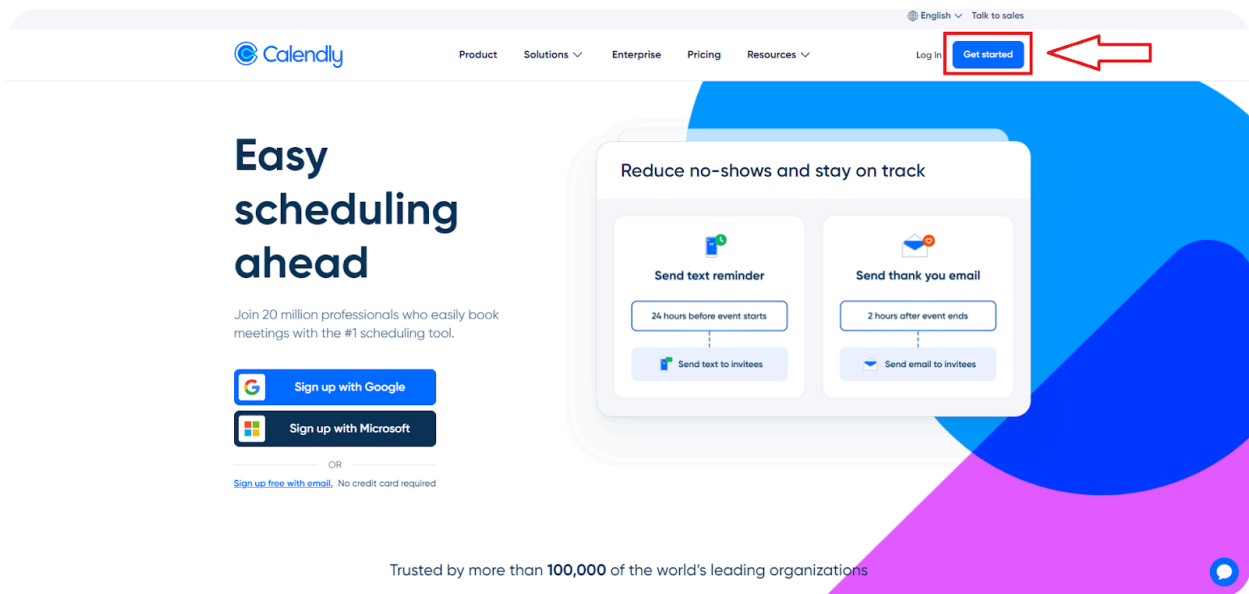
At Icons we highly recommend you use Calendly for your event scheduling as it simplifies the entire event planning process by automating scheduling, handling reminders, and integrating with other tools, making it a valuable asset for event planners.

It improves efficiency, enhances professionalism, and ensures a smooth experience for both planners and participants, ultimately leading to more successful and organized events.

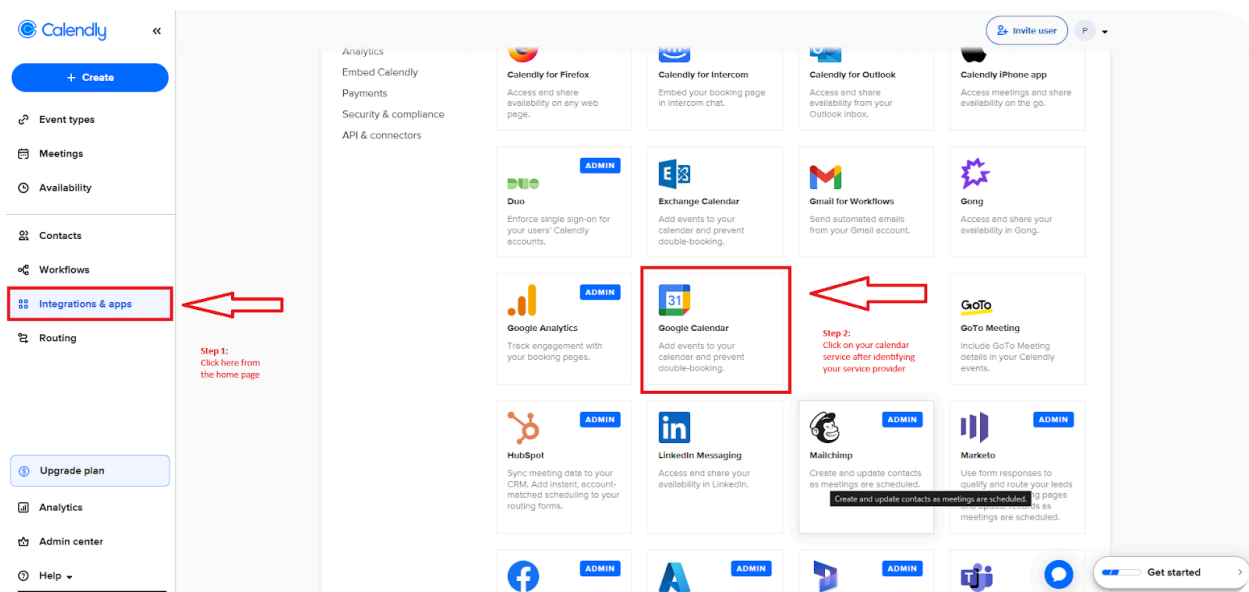
The screenshot shows the Calendly website homepage. At the top, there's a navigation bar with links for Product, Solutions, Enterprise, Pricing, and Resources, along with a 'Get started' button. The main heading is 'Easy scheduling ahead', followed by the text 'Join 20 million professionals who easily book meetings with the #1 scheduling tool.' Below this are buttons for 'Sign up with Google' and 'Sign up with Microsoft', and a link to 'Sign up free with email'. A central diagram titled 'Reduce no-shows and stay on track' illustrates a workflow: 'Send text reminder' (24 hours before event starts) leads to 'Send text to invitees', and 'Send thank you email' (2 hours after event ends) leads to 'Send email to invitees'. The footer states 'Trusted by more than 100,000 of the world's leading organizations'.

## Steps to Set Up:

### 1- Create an Account: Sign up for a Calendly account.

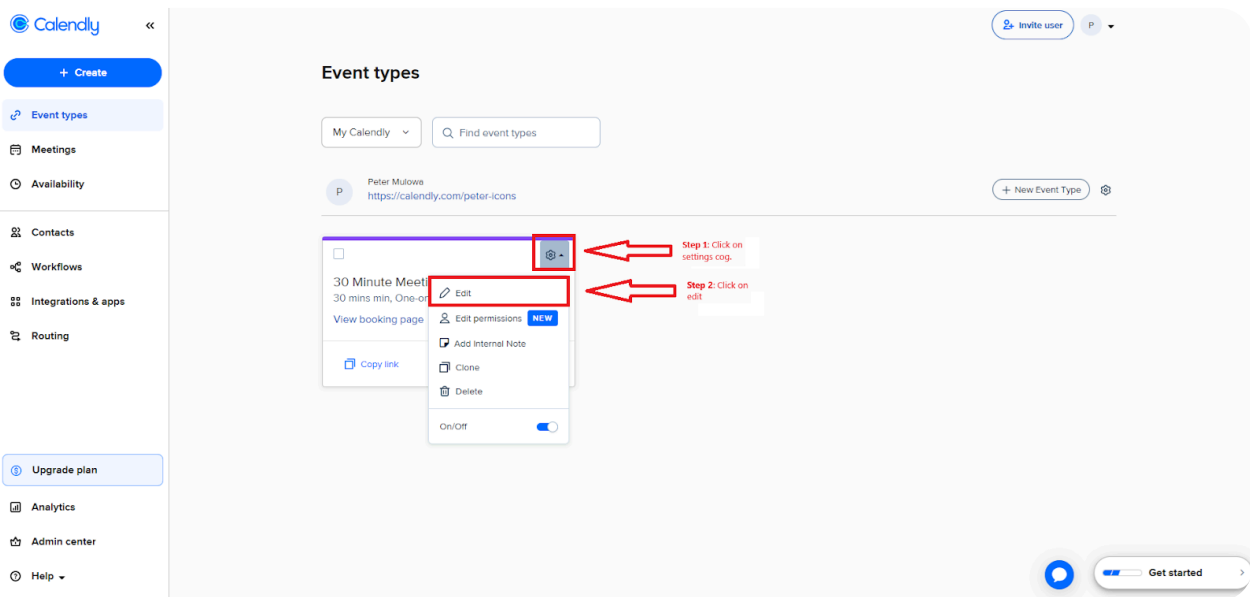


### 2- Link Your Calendar: Sync Calendly with your Google Calendar or any other calendar service you use to avoid double bookings.

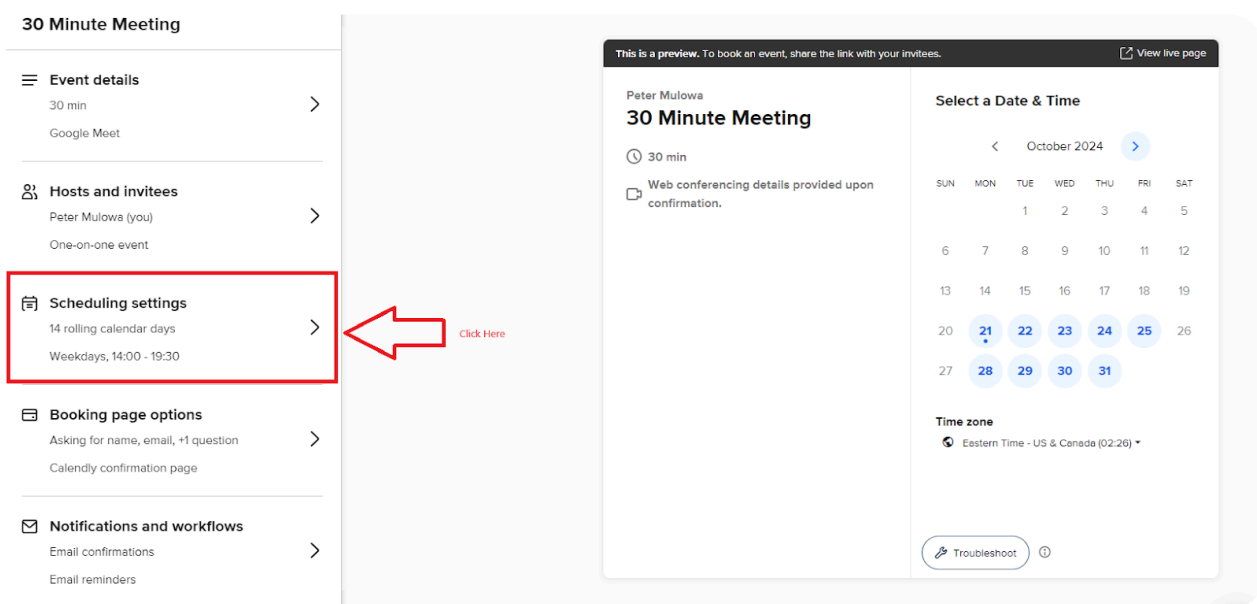


### 3- Set Your Availability: Define your podcast recording times (e.g., Monday to Friday, 10 AM - 4 PM).

#### Step 1: Open home page



#### Step 2: Click on Scheduling Settings



### Step 3: Click on the Schedule you want to edit

< Event Type Summary

#### Scheduling settings

**Date range**  
Invitees can schedule...

☒ 14 calendar days into the future

☐ Within a date range

☐ Indefinitely into the future

**Hours and calendar settings** [Copy from...](#)

Set times that hosts can be scheduled for these types of events.

P Peter Mulowa (you)

Weekdays, 14:00 - 19:30

>

**Event limits**

**Buffer time** 10 min before and after

Add time before or after booked Calendly events.

**Minimum notice** 4 hours

[Cancel](#) [Save and close](#)

This is a preview. To book an event, share the link with your invitees. [View live page](#)

Peter Mulowa

### 30 Minute Meeting

30 min

Web conferencing details provided upon confirmation.

**Select a Date & Time**

< October 2024 >

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Time zone**  
Eastern Time - US & Canada (02:05)

[Troubleshoot](#) ⓘ

[Click Here](#)

### Step 4: Edit the day and times then click save

< Scheduling settings

#### Peter Mulowa (you)

**Available hours** [Calendar view](#)

Set the times that people will be able to schedule these types of meetings with you.

[Custom hours](#)

**Weekly hours**

☐ SUN Unavailable +

☒ MON 14:00 - 19:30 x +

☒ TUE 14:00 - 19:30 x +

☒ WED 14:00 - 19:30 x +

☒ THU 14:00 - 19:30 x +

☒ FRI 14:00 - 19:30 x +

☐ SAT Unavailable +

[Cancel](#) [Save and close](#)

This is a preview. To book an event, share the link with your invitees. [View live page](#)

Peter Mulowa

### 30 Minute Meeting

30 min

Web conferencing details provided upon confirmation.

**Select a Date & Time**

< October 2024 >

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Time zone**  
Eastern Time - US & Canada (02:04)

[Troubleshoot](#) ⓘ

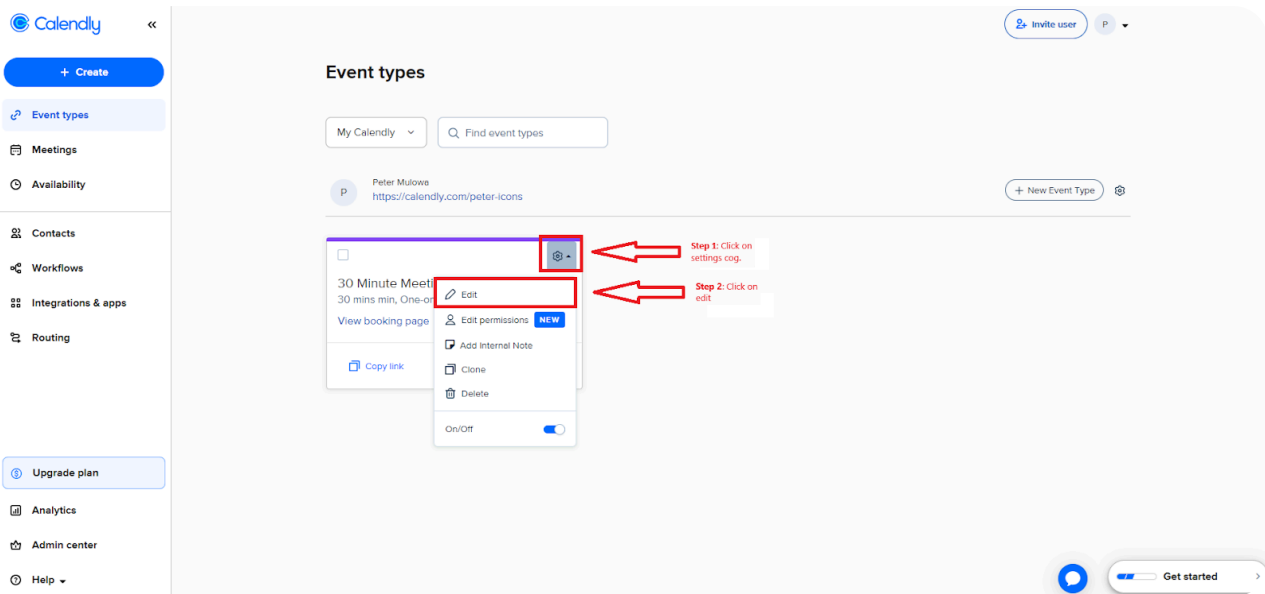
#### 4- Create Event Types:

- **Podcast Recording:** Set the duration and any buffer time needed.
- **Pre-Interview Call:** Optional for guest vetting or discussing topics.

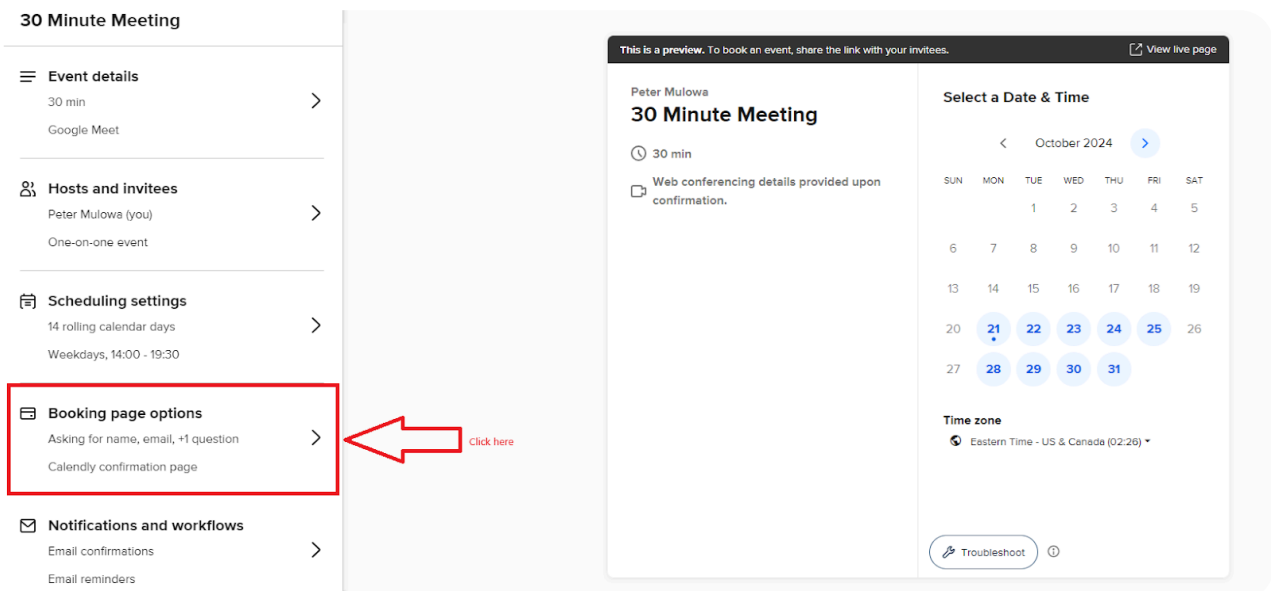
#### 5- Customize Settings:

- Include the following questions for guests to fill out before booking.
  - i. Name (one-line answer)
  - ii. Email (one-line answer)
  - iii. Phone Number (Phone Number)
  - iv. Guest's Website (one-line answer)
  - v. What are some talking points you would like to address? (name at least 3) (multiple lines answer)
  - vi. Name 3 interesting questions you would be a genius at answering. (multiple lines answer)
  - vii. Please include all Social Media handles you use to share with the audience. (multiple lines answer)
  - viii. Is there anything else you would like us to promote? Book, product, event? (one-line answer)
- Set reminders (e.g., 24 hours before the recording).

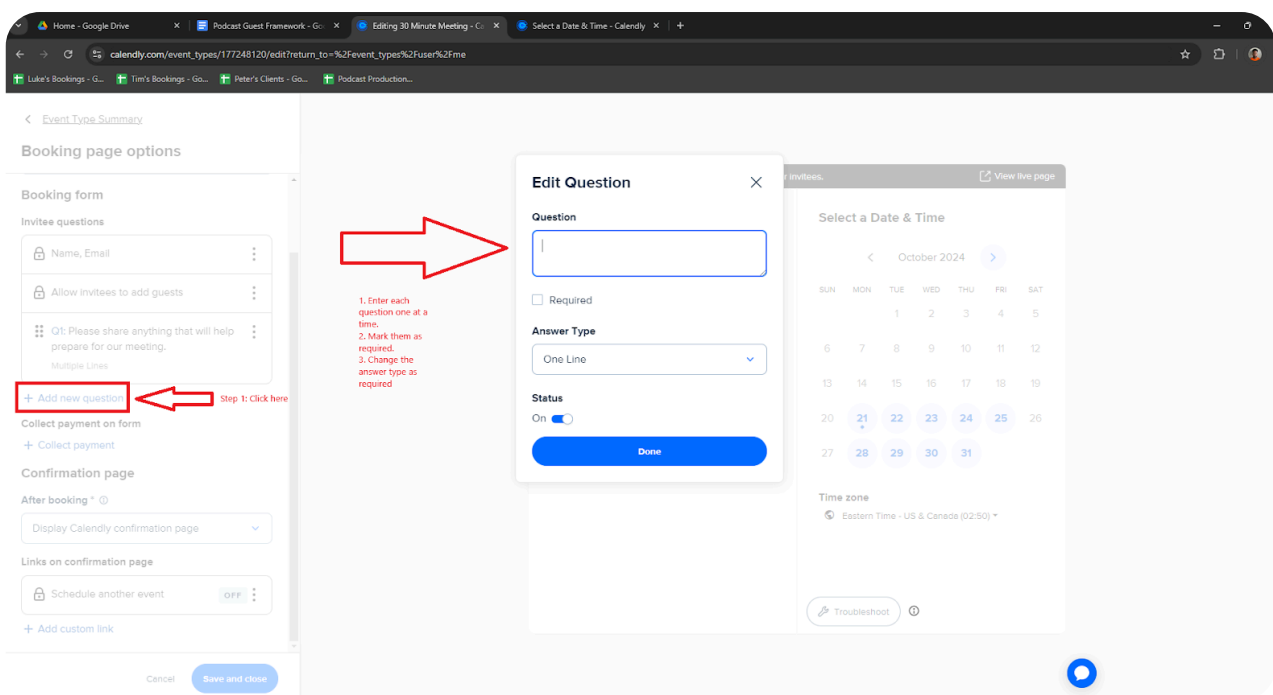
## Step 1 - On the homepage click event settings



## Step 2 - click on booking page options



### Step 3 - Add new questions



### Step 2 - click on booking page options

**6- Share Your Link:** Distribute your Calendly link via email or social media so guests can schedule themselves.



## 5. Manual Summary - How to Improve Show-Up Rate For Podcast Guests

### 5.1 Send Timely Reminders

Reminders are key to keeping your recording date top of mind for guests. Life can be busy, and a friendly nudge goes a long way to prevent any potential oversight.

A few days before the recording, send a polite email reminder with the confirmed date, time, and a link or instructions to join.

This email should also include any specific details they need to remember, such as using headphones or having a quiet space for the recording.

On the day before, send a shorter, even friendlier reminder. A brief message along the lines of, “Looking forward to our conversation tomorrow at [time]. Feel free to reach out if you have any questions!” adds a personal touch without feeling overbearing.

### 5.2 Use Calendar Invites

Calendar invites are a simple yet effective way to improve show-up rates. When you book a recording time with a guest, immediately follow up with a calendar invite that includes all relevant details - time, date, link, and any notes they need.

Google Calendar, Outlook, or similar tools let you send automated reminders, which help your guest remember the appointment without additional effort on your end.

Make sure your invite includes the correct time zone, particularly if your guest is in a different region.

You can even include a reminder that will alert them an hour or so before the recording, which reduces the risk of last-minute cancellations due to forgetfulness.

### **5.3 Confirm One Last Time on the Day of Recording**

On the day of the recording, a short, friendly message can go a long way in making sure everything is set.

This message should be brief and to the point. Consider sending something like, “Excited to connect today at [time]! We’ll be recording through [platform link] — see you soon!”

A quick confirmation not only serves as a final reminder but also sets a positive, welcoming tone.

This can help alleviate any pre-recording nerves your guests might have and shows them that you’re organized and ready for a great conversation.

### **5.4 Offer a Pre-Recording Call if Needed**

For guests who are newer to podcasting or appear to have questions, consider offering a quick pre-recording call to address any concerns and walk them through the process.

This brief, informal chat lets them feel more comfortable with the setup, and it can help you detect any potential scheduling conflicts in advance.

In a pre-recording call, you can review the episode’s format, answer technical questions, and share what they can expect during the recording.

For guests who might feel anxious, this added step can be especially reassuring, making them more likely to follow through on the recording day.

## 5.5 Emphasize the Value of Their Participation

Remind guests of the value they're bringing to your podcast and the benefits they'll gain from appearing on your show.

This isn't about self-promotion — it's about building excitement and reinforcing the purpose of their involvement.

When reaching out, emphasize how their unique insights will contribute to your audience's understanding of the topic or inspire others in their field.

For example, if your podcast focuses on helping real estate agents navigate market challenges, mention how their expertise will help your listeners make informed decisions.

This reinforcement shows that their time and insights are valuable and appreciated, making them more likely to show up feeling motivated and engaged.

## 5.6 Confirm Technical Requirements

Technical issues can sometimes deter guests, particularly if they feel uncertain about the setup.

Make it easy by confirming the technical requirements in advance, especially if they're new to podcasting.

Provide clear instructions on any software or tools you'll be using, and offer tips for creating the best audio quality (such as using headphones or finding a quiet location).

For guests recording remotely, consider providing a brief checklist. For example, "Please ensure you have a quiet space, headphones, and a stable internet connection."

Knowing exactly what's needed can reduce last-minute issues and increase their confidence about participating.

## 5.7 Build a Genuine Connection

Establishing a warm, genuine connection with your guests can make them feel more committed to the recording.

Building this connection can start as early as your initial outreach. Take the time to understand a bit about their background, their interests, and what they hope to bring to the conversation.

When guests feel personally connected to you, they're more likely to see the podcast as a meaningful engagement rather than just another appointment on their calendar.

It can be as simple as a quick, heartfelt email like, "I'm really looking forward to hearing your thoughts on [specific topic].

I think our listeners will get a lot of value from it." Little touches like this remind guests that they're not just a name on a schedule but a valuable contributor to the show's mission.

## 5.8 Send a Thank-You Email in Advance

Gratitude can go a long way in fostering commitment. A brief "thank you" email a few days before the recording can be a refreshing and welcome gesture.

Express your appreciation for their time and let them know how much you're looking forward to sharing their insights with your audience.

This added kindness not only sets a positive tone but also reminds them that their participation is genuinely valued.

For example, say something like, "Thank you so much for agreeing to join us on the show.

I'm excited to share your story with our audience, and I know they'll gain a lot from your expertise."

This message reinforces their importance to the episode and your eagerness to connect.

## 6. Handling Podcast Guest Rejection or Postponement

Rejection and postponement are part of the podcasting journey. Not every guest will be able to commit to your proposed dates, and others may decline altogether.

While hearing “no” can be disappointing, it’s essential to handle these situations with professionalism, understanding, and a long-term mindset.

Responding positively can not only preserve potential future opportunities but also reinforce your brand’s image as warm, organized, and respectful. Here’s how to approach these moments gracefully.

### 6.1 Acknowledge and Respect Their Decision

The first step in responding to a rejection or postponement is acknowledging the guest’s decision with respect and understanding. Expressing empathy for their busy schedule or personal needs goes a long way in creating goodwill.

For instance, if a guest declines due to time constraints, a simple response such as, “I completely understand and respect your decision. Thank you for considering the opportunity,” shows that you’re considerate of their circumstances.

Maintaining a respectful tone is key. When a guest feels that their decision is met with understanding rather than frustration, they’re more likely to keep you in mind for future opportunities, even if they couldn’t participate this time.

## 6.2. Keep the Door Open for Future Collaboration

Just because a guest can't participate now doesn't mean the opportunity is lost forever.

Let them know you'd be thrilled to have them on your show in the future when the timing allows.

You might say, "We'd love to have you on the podcast down the road, so please feel free to reach out if your availability changes!"

This approach leaves the door open and keeps you on their radar without adding pressure.

It's also helpful to set a reminder to follow up in a few months if the guest's input is particularly valuable to your podcast's mission.

Politely checking back at a later date can sometimes yield a positive response, especially if the guest has more availability by then.

## 6.3 Offer Flexible Rescheduling Options

If a guest requests a postponement rather than a flat-out rejection, be as flexible as possible to accommodate them.

Showing that you're willing to work around their schedule reinforces your commitment to having them on the show.

Offer a range of rescheduling options that take their time zone and other commitments into account, and make it easy for them to choose a time that works best.

You might say, "Thank you for letting me know! I'd be more than happy to reschedule - here are a few alternative dates, but please feel free to suggest any that suit your availability better."

By offering options, you make the rescheduling process easier and show that you're willing to meet them halfway.

## 6.4 Express Appreciation for Their Interest

A “thank you” is always appropriate, whether a guest has to decline or reschedule.

Expressing gratitude for their interest, regardless of the outcome, reminds the guest that you’re genuinely appreciative of their time and consideration.

Even if they couldn’t say “yes” this time, they’ll remember that you value their potential contributions.

For example, a message like, “Thank you so much for considering our invitation. We understand completely, and we’re grateful for your interest in joining us,” creates a positive impression.

Gratitude shows you’re more interested in the person than just securing a booking, which makes them feel valued.

## 6.5 Ask for Feedback if They Decline

If a guest rejects the invitation, asking for feedback can provide insights for future bookings. Politely inquire if there’s anything you could adjust to make participation more appealing.

This can help you identify potential barriers, such as timing or topics, and refine your approach with future guests.

Feedback might uncover details about their decision that you wouldn’t have considered otherwise.

A gentle way to ask for feedback could be, “I completely understand, and thank you for considering it. If you have any suggestions on how we could make participation easier or more relevant in the future, I’d love to hear your thoughts.”

Their response might offer valuable pointers for your outreach process.

## 6.6. Highlight Potential Future Topics of Interest

If a guest postpones or declines due to the topic, let them know you're open to inviting them back for subjects they're passionate about.

Mention that you'd love their perspective on specific areas they may be interested in.

This shows that you're willing to tailor the content to their expertise and can make them more likely to reconsider.

For example, say, "I understand this topic might not be the best fit, but I'd love to reach out again when we cover [insert topic]."

I think your insights would be incredibly valuable." This approach shows that you're flexible and attentive to their interests, which they'll appreciate.

## 6.7 Stay in Touch and Maintain Rapport

Even if the answer is "no" now, building a relationship over time can keep you top of your mind for future opportunities.

Connect with them on LinkedIn, engage with their content, or send occasional messages that highlight your podcast's updates or upcoming topics.

Staying on their radar can gradually increase their interest and eventually lead to a future booking.

For instance, you might send an occasional email with a podcast episode relevant to their field or with a message that says, "Just wanted to let you know we had a great conversation on [topic] - I think you'd appreciate it!" Keeping the relationship warm without direct pressure builds rapport and shows genuine interest in their work.



## 6.8 Remain Positive and Avoid Taking It Personally

Rejections or postponements can sometimes feel discouraging, but it's important to remember that they're not personal.

Guests decline invitations for many reasons, most of which have little to do with your podcast's quality or appeal.

By staying positive, you keep your mindset healthy and your brand image strong.

A positive attitude can also shine through in your responses, reinforcing that you're professional and understanding.

You might say, "I appreciate your honesty and hope we get the chance to connect sometime in the future."

Wishing you all the best with your current commitments!" This kind of response shows resilience and leaves a lasting positive impression.



## 6.9 Consider Alternative Ways to Feature Their Expertise

If a full podcast appearance isn't feasible, you can still find ways to feature their expertise.

For example, ask if they'd be open to providing a brief audio clip or written response to a specific question.

This option may appeal to guests who are interested in contributing but can't commit to a full interview.

You could say, "If you're interested, we'd love to feature your thoughts on [specific topic] in a brief audio segment."

It's a great way to share your insights without taking too much time." Offering flexibility shows you value their input, even if it can't be a full interview, and it might lead to future involvement.

Handling guest rejection or postponement with empathy, professionalism, and adaptability makes a strong impression, helping you keep doors open for future collaborations.

Even when a guest says "no" or "not now," your response has the power to build relationships, foster goodwill, and potentially secure their participation later on.

Remember, podcasting is a journey, and each interaction contributes to your network and the impact of your show.

By responding thoughtfully and with grace, you set your podcast up for long-term success and meaningful connections.

## 7. Final Thoughts on Booking Podcast Guests

**ICONS of Real Estate** has crafted this manual to help you effectively secure guests with clarity using the least amount of time and effort.

At the heart of every great podcast is the quality of its conversations. Booking the right guests is about bringing voices that resonate with your audience and add depth to your topic.

With intentional outreach and careful coordination, each guest interaction becomes an opportunity to create content that resonates with your audience.

A successful podcast relies on smooth communication, from the initial outreach to scheduling, confirming, and even handling changes.

Consistent, considerate communication fosters trust, and when a guest trusts you, they're more likely to deliver their best self during the recording.

This not only improves the quality of each episode but also lays the groundwork for ongoing relationships and repeat appearances, making your podcast a trusted and inviting platform.

Every element of the guest booking process - from crafting an engaging outreach message to creating a welcoming environment - contributes directly to the quality of your episodes.

When guests feel supported and informed, they can focus fully on the conversation rather than on logistics or uncertainties.

At ICONS of Real Estate, our mission is to help real estate professionals like you thrive through podcasting, empowering you to share your expertise and connect with your community.

We believe that podcasting should be a fulfilling, enriching experience that not only showcases your knowledge but also helps you and your audience well.

If you ever encounter a challenge or feel uncertain about any aspect don't hesitate to reach out.

Tomas Fonseca, ICONS Podcast Lead, is available to provide additional support and answer any questions you may have.

I'm Tomás Fonseca,  
With the **Icons of Real Estate**,  
The **#1 Real Estate Podcast Network**

We're on a mission to make podcasts accessible in the real estate industry, both in guesting and hosting. If you have any questions or need further assistance in your podcasting journey, feel free to get in touch with me.

My email is [tomas@iconsofrealestate.com](mailto:tomas@iconsofrealestate.com).

Together, we can elevate your podcasting game and help you achieve your goals.

**Happy podcasting!**

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