



FRAMEWORK SERIES

THE PODCAST PLAYBOOK

FRAMEWORK 02 OF 05 · FINDING YOUR RIGHT-FIT GUEST

# INVITING GUESTS.

Find the right guest. Send the invite that gets a yes. Build a real relationship — one conversation at a time. The playbook for turning a **25-minute interview into a referral partner for life.**

**Tomás Fonseca**

ICONS of Real Estate · The #1 Real Estate Podcast Network

Framework  
**02/05**

## THE RIGHT GUEST

# THE RIGHT GUEST CHANGES EVERYTHING.

Most agents who start a podcast end up inviting anyone who'll say yes. That's how you end up with 50 episodes that don't move your business an inch. The whole game is finding the right guest first.

## SHAE SPITZ



In January 2024, before her show **The R.E.A.L. Moms Podcast** had even launched, Shae pre-recorded an episode with a real estate agent. Standard guest interview. Five months later, that agent reached out about a development opportunity — citing the relationship from her podcast.

Eight months of negotiations later, **Shae closed on 75 acres of land** for a development in Columbus, Nebraska. One guest. One conversation. One closed deal — all before her show was even live.

**“Most agents miss this because they think podcasting is about audience size. It’s not. It’s about who you put on the other end of the mic.”**

### WHAT YOU’LL LEARN IN THIS FRAMEWORK

**Define your guest avatar** — the profile of who actually fits your show and your business.

**Find them** — where to look online, in your network, and through the ICONS HUB.

**Write the invite that gets a yes** — the structure, the tone, the sample email.

**Prepare them for a great recording** — so the conversation builds a real relationship.

**Handle the logistics** — scheduling, reminders, follow-up.

**Keep the door open** — when someone says “not now,” how to stay in their orbit.

## BEFORE YOU SEND A SINGLE INVITE

# KNOW EXACTLY WHO YOU'RE LOOKING FOR.

## 1 WHO'S LISTENING?

First-time buyers? Seasoned investors? Local community members? Each group wants different things — market insights, success stories, practical advice.

## 2 WHAT DO THEY WANT TO HEAR?

A first-time-buyer audience wants the mortgage broker who demystifies financing. An investor audience wants the property manager who's run 200 doors. A luxury audience wants the interior designer.

## 3 WHO ARE THE HIGH-VALUE RELATIONSHIPS?

Referral partners, co-deal opportunities, strategic allies. The right guest can become a referral source, a co-deal partner, or a long-term collaborator — not just a piece of content.

## FOUR GUEST CATEGORIES

### INDUSTRY EXPERTS

Appraisers, market analysts, real estate attorneys, economists. They bring **credibility and insight** into trends that affect buyers and sellers.

### COMMUNITY HEROES

Local influencers, business owners, community leaders. They give your show a **hyper-local feel** and connect you to the people who shape your market.

### SUCCESSFUL CLIENTS

Past clients with real stories of buying or selling.  
**Relatable, emotional, and direct proof** of your work.

### ADJACENT PROS

Mortgage brokers, interior designers, contractors, tax advisors, home inspectors. People whose business **intersects with yours** — and who refer business back.

SKETCH YOUR AVATAR

# ONCE YOU KNOW THE BUCKET, GET SPECIFIC.

**DEMOGRAPHICS**

Location, age range, career stage, level of experience, income tier.

**SOCIAL REACH**

Audience size and engagement across social channels, email list, other platforms.

**PSYCHOGRAPHICS**

How they think, what they care about, and how they'll land with your audience.

**EXPERTISE**

What they know cold — the specific domain they speak to with authority.

**PERSONALITY**

How they'd come across on the mic. Approachable? Polished? Funny?

**AUDIENCE FIT**

Why your listeners would care what they have to say.

**WHERE TO FIND THEM**

**Online research** — LinkedIn profile, website, social media, past podcast appearances. Are they active? Responsive? Do they share content that fits your themes?

**The ICONS HUB** — [hub.iconsoffrealestate.com/guests](http://hub.iconsoffrealestate.com/guests) surfaces pre-vetted guests fast. Local directories, association rosters, and chamber of commerce lists fill in the rest.

**Tap your network** — a simple “Hey, do you know anyone who'd be great on a real estate podcast about [topic]?” can deliver 3–4 warm leads in a week.

**WORKED EXAMPLE**



**SARAH**

MORTGAGE BROKER · AGE 35

“Sarah 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.”

SUBSTANCE ✓

ARTICULATION ✓

ALIGNMENT ✓

COMMITMENT ✓

**THE 4 SIGNALS TO CONFIRM**

**Substance** — do they actually know their stuff?

**Articulation** — can they communicate it on the mic?

**Alignment** — does what they care about overlap with your audience?

**Commitment** — are they showing up to add value, or just to plug something?

## THE INVITE THAT GETS A YES

# A GUEST INVITE ISN'T A SALES PITCH. IT'S A PLATFORM OFFER.

A sales pitch asks for someone's time so you can show them what you offer. A guest invite offers them a stage to share what *they* do. Different asks. Different responses.

01

## FIND THE CONTACT FIRST

Direct email, Instagram DMs, or a warm intro. Skip LinkedIn unless they're clearly active — most inboxes are graveyards.

02

## DO YOUR RESEARCH

10 minutes on their site, LinkedIn, recent posts. Look for their specialty, recent achievements, and themes they care about.

03

## WRITE A WARM, PERSONALIZED INTRO

Open with what you saw and why they'd be a fit. Then introduce your show: what it's about, who listens, why their take adds value.

04

## TELL THEM WHAT'S IN IT FOR THEM

**Exposure** to your audience. A **platform** to showcase expertise. **Evergreen content** they can repurpose. A **relationship** with you and your network.

05

## OFFER FLEXIBLE SCHEDULING

Suggest 2–3 specific times: “*Would Tuesday at 3 PM or Thursday at 1 PM work?*” Easier to say yes to options than an open-ended ask.

06

## SPARK THEIR CURIOSITY

Share a few sample questions you'd love to cover. Helps them visualize the conversation and signals you have a plan.

07

## FOLLOW UP — THOUGHTFULLY

One nudge after a week, one more after another week. Then let it rest. Don't badger.

08

## MULTI-CHANNEL, GENTLY

A quick comment on their recent post can warm up the email. Just don't blast them across five platforms in two days.

## SAMPLE OUTREACH EMAIL

**Subject:** Would love to have you on [Podcast Name]

To: [Guest's First Name]

From: [Your Name] &lt;you@yourdomain.com&gt;

**Hi [First Name],**

I'm [Your Name], host of [Podcast Name] — we cover [show's themes, e.g., "the real estate journey through the eyes of local experts in [city]"].

I came across your [specific reference], and I was genuinely impressed by [specific trait or insight]. I think your perspective would resonate with our audience.

**Here's what I'd like to invite you to:**

- **Duration:** ~25 minutes, at a time that works for you
- **Format:** Relaxed, conversational interview
- **Promotion:** Shared across our channels and email list

I've attached a few sample questions. Happy to tailor the conversation around what you most want to talk about.

Would [Date 1] or [Date 2] work for you?

**Warm regards,**

[Your Full Name]

[Podcast Website / Social Handle]

**ONE ASK. THREE WINS.**

# THE CORE MECHANIC OF EVERY GUEST INVITE.

FOR YOU

**RELATIONSHIP + CONTENT.**

Evergreen content you can repurpose for weeks — plus a real relationship with a possible referral partner.

FOR YOUR GUEST

**STAGE + REACH.**

A platform to share their expertise in front of an audience that cares. Real exposure, not a "thanks for your time" call.

FOR YOUR AUDIENCE

**REAL VALUE.**

A genuine conversation with an expert they wouldn't normally access. Not another reel. A 25-minute deep-dive.

**DONE-FOR-YOU ›**

Our ICONS team handles guest outreach through our network of pre-vetted real estate professionals. You skip the research and outreach — we line up the guests, you show up and record.

## THEY SAID YES — NOW GET THEM READY

# SETTING UP A GREAT RECORDING.

Most guest experiences die between “yes” and “record.” Avoid cold feet, no-shows, and stiff conversations with 15 minutes of prep.

## 5 PRE-SCREEN QUESTIONS TO START WITH

### BACKGROUND

“Can you tell me about your experience in [their field]?”

→ Tests substance

### PERSPECTIVE

“What unique perspective or insight do you bring to this field?”

→ Tests articulation

### EXPERIENCE

“Have you been a guest on other podcasts? Favorite experience?”

→ Tests comfort on mic

### GOALS

“What do you hope to achieve by appearing on this podcast?”

→ Tests alignment

### HOOK

“What’s one surprising fact about you or your career?”

→ Tests personality

## WHAT TO SEND AFTER THEY ACCEPT

### 01 EPISODE STRUCTURE

#### What to expect

“25 minutes on Zoom. Conversational — a few guiding questions. No script. We can edit out anything.”

### 02 SAMPLE QUESTIONS

#### 3–5 tailored to their expertise

Not a full script — just enough so they can think through key points and arrive prepared.

### 03 AUDIENCE CONTEXT

#### Tell them who they’re talking to

“Our listeners are real estate agents — new and seasoned.” Helps them pitch at the right level.

### 04 SELF-PROMO SPACE

#### Set the expectation upfront

Space at the end for their business, book, or handles. Prevents mid-episode plugs.

### 05 CONFIRM EVERYTHING

#### One clear message

Date, time (with time zone), Zoom link, tech requirements (headphones, quiet room, good lighting).

#### SAMPLE PRE-INTERVIEW MESSAGE

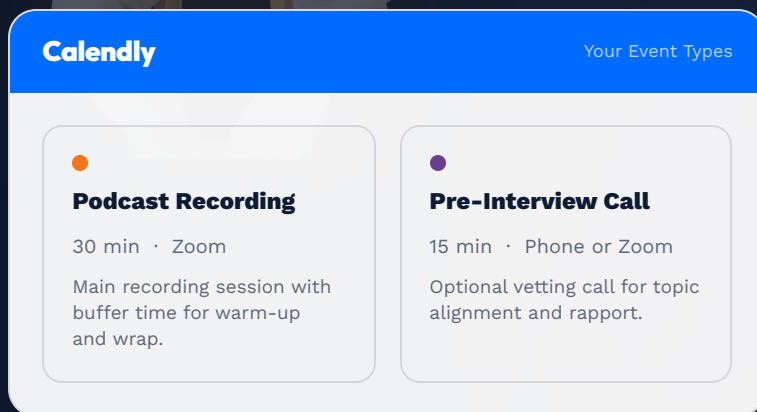
“So excited for our conversation! Your perspective on [topic] is going to be so valuable for our listeners. Looking forward to it!”

LOGISTICS THAT DON'T TRIP YOU UP

# THE BORING STUFF THAT DECIDES IF IT ACTUALLY HAPPENS.

GETTING IT ON THE CALENDAR

The fix is a **scheduling tool**. We recommend Calendly (or GHL, Doodle, Google Calendar).



BOOKING FORM INTAKE QUESTIONS

Placeholder for booking form intake questions, consisting of several empty rectangular input fields.

THE REMINDER SEQUENCE

**A FEW DAYS BEFORE**

**CONFIRM DATE & TIME**

Friendly email with Zoom link and any prep instructions. Include time zone.

**DAY BEFORE**

**WARM REMINDER**

*"Looking forward to our conversation tomorrow at [time]. Feel free to reach out if you have any questions!"*

**MORNING OF**

**QUICK MESSAGE**

*"Excited to connect today at [time] — we'll be recording through [platform link]. See you soon!"*

**BEFORE YOU HIT RECORD**

**WARM-UP CHAT**

A few minutes of chit-chat. Reduces nerves, builds rapport, leads to more natural conversation.

**WITHIN 24 HRS AFTER**

**THANK-YOU EMAIL**

Mention something specific they said. Keep it short, keep it real. **This is where future referrals start.**

**DONE-FOR-YOU ›**

ICONS handles the entire logistics layer — Calendly setup, automated reminders, time zone coordination, tech-check confirmations, post-recording follow-ups.

## NOT EVERY INVITE LANDS — AND THAT'S OK

# WHEN THEY SAY “NOT NOW.”

How you handle the “no” and the “maybe” determines whether that person ever shows up on your show — and whether the relationship grows or dies.

## WHEN THEY DECLINE

Acknowledge it cleanly. One sentence does a lot of work:

*“I completely understand and respect your decision. Thank you for considering the opportunity.”*

Keep the door open:

*“We’d love to have you on down the road — please feel free to reach out if your availability changes!”*

If the topic wasn’t the right fit:

*“I understand this topic might not be the best fit, but I’d love to reach out again when we cover [topic]. I think your insights would be incredibly valuable.”*

## WHEN THEY NEED TO RESCHEDULE

Treat it as normal — because it is. The guest who reschedules often shows up *better-prepared* the second time.

*“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.”*

## STAYING IN THEIR ORBIT

A “not now” is the start of a longer game, not the end of a transaction.

**Connect on LinkedIn** if you haven’t.

**Engage with their content** — comment thoughtfully on posts that matter.

**Send occasional updates:** *“We had a great conversation on [topic] — thought you’d appreciate it!”*

**Offer a smaller ask** — a quote, a quick take, a social feature. Lower friction. Same start to a relationship.

**“Even if someone passes on being a guest, they can still become a listener, a sharer, or a future referral. Every “no” is just a different kind of yes.”**

WHERE YOU GO FROM HERE

# YOU'VE GOT THE PLAYBOOK FOR THE RIGHT INVITATION.

Defining your avatar. Finding them. Writing the invite. Preparing them. Handling logistics. Keeping the relationship alive even when the answer is “not now.” That’s a full pipeline.

PATH 01 / DIY

## DO IT YOURSELF.

Use this framework. Send the invites. You’ll need the other three for what happens after the yes:

**Hosting**, **Launching**, and **Distribution**. Plus the **Overview** for the math and the why.

[iconsofrealestate.com/podcast-framework-download](https://iconsofrealestate.com/podcast-framework-download)

PATH 02 / DONE-FOR-YOU

## HAVE US RUN IT.

Our network includes **100+ active podcasts** plus a roster of pros already guesting across the network. We handle outreach, vetting, scheduling, reminders, follow-up. You show up to one 25-minute conversation a week. Live in **4–5 weeks**.

[iconsofrealestate.com/podcastproduction](https://iconsofrealestate.com/podcastproduction)

EVERY RIGHT INVITE YOU SEND  
IS A CHANCE FOR **ALL THREE**  
**WINS TO HAPPEN AT ONCE.**

— TOMÁS  
FONSECA

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