

Guest Readiness SOP

Get booked on podcasts without needing Oprah

Source: Victoria Bennion, The Best Podcast Guest Booking Agency

THE PLAY (ONE LINE)

Before you pitch a single podcast, pass the hold-off gate, bank your stories, write a one-sheet a host can read as a CV, buy three pieces of kit, do one practice interview, pitch by hand, and count the host as the first win.

Why this matters

"If maybe you're not selling anything yet, or you don't have a solid offer worked out yet, then hold off. Hold off on the podcasts till you do." In Victoria's words. She turns clients away on this test, and it is the cheapest step on the page.

2019

the year Victoria started booking experts on podcasts

300

copies of one client's book a host bought after the interview

3

pieces of kit that are enough: mic, webcam, headphones

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AI-written pitches her agency sends to hosts

The 7 steps

- 1 Run the hold-off gate first.**
Search your own name and business the way a host would. If the result does not make it plain what you do, or you have no solid offer to sell yet, stop here. In Victoria's words: "Hold off on the podcasts till you do." The ROI has to land on something.
- 2 Bank three to five real stories.**
Her speech coach's single biggest note: "Share stories. Share stories." Write down a client outcome, how the business started, a mistake and what it changed, and one personal detail that has nothing to do with your service. A coach who talked about her cats got an inquiry that opened with "I knew you were the coach for me." (The count of three to five is our suggestion, not hers.)
- 3 Write a one-sheet that reads like a CV.**
Victoria's first client got a consulting and webinar offer from one host. Her account: "they'd kind of taken the one sheet that I sent over as a CV, I guess, a resume." Put your credentials, your offer and your talking points on one page so a host can size you up before the interview, not after.
- 4 Buy the minimum kit and stop there.**
An external microphone, a webcam and headphones. "You don't have to spend a lot of money to do that. Just not using your computer's in-built camera and microphone is going to elevate it." That is the whole equipment list.
- 5 Do one practice interview and get feedback.**
Her agency added a practice interview on its own show after an author, a former teacher, turned up with a script and would not deviate from it. Record a mock interview with a colleague or on a friendly show, then have someone listen for the canned intro. Her coach hears it most in people who are used to writing.
- 6 Pitch by hand, not by prompt.**
Hosts tell Victoria they are "getting so many more pitches now, very AI-generated pitches." Her agency uses AI in the background and still writes every pitch fresh. Read the show, name the episode you liked, and say why you fit.
- 7 Count the host as the first outcome.**
"Sometimes our clients find that the host is their ideal client and they end up working together." Log what each host gives you: a referral to another show, a collaboration, a backlink in the show notes, or work. Listener downloads come last.

The one-line answer a host would find when they search me: _____

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|--|---|
| ☐ A host can look me up and tell what I sell | ☐ I have a solid offer with a price |
| ☐ 3 to 5 stories written down, one personal | ☐ One-sheet drafted (credentials, offer, topics) |
| ☐ External mic, webcam, headphones bought | ☐ One practice interview recorded and reviewed |
| ☐ First pitch written by hand, names the show | ☐ Host outcome logged after the first episode |