

Mai-kee Tsang: Hello, my lovely. This is Mai-kee Tsang and I'm super excited to be sharing this exclusive workshop with you for the Neurodiverse Entrepreneur Summit by the one and only Claire Paniccia. This workshop is all about taking the guesswork out of podcast guesting. If you are interested in booking yourself as a guest expert on *Aligned Podcast* in order to expand your reach and grow your business, this is the workshop for you.

Regardless of whether you are a seasoned pro or an eager-beaver beginner, everybody is welcome here. You're interested in this strategy. Something that I love doing at the top of every single workshop I run, it's actually setting expectations because I so appreciate that you set aside time to consume this workshop today. Number one, we are going to be talking about podcast guesting and sweet potatoes, why this matters in your business. I promise you, it's going to make so much more sense when we get to that point.

Number two, the Pitch with Purpose Framework. These are going to be the three stages of podcast guesting, which is so important to look at because this is very much about taking a step back and having a bird's eye view of the strategy as a whole and how it integrates into your business because what I see far too often is that folks just start pitching. They just keep pitching and pitching.

Then they may actually get a couple of yeses and they may be on a couple of interviews, but then I often hear the feedback like, "Oh, this strategy doesn't work." Then when I start asking them further and further questions, they often miss at least one element of these three stages. That's why I'm going to be sharing the step-by-step stages of the whole process. Then I appreciate that you may feel slightly overwhelmed with how much you may be learning today.

That's why I've consolidated the next steps into just five things. That way after this workshop, you will know exactly where to go. That's what you can expect from this workshop today. If this is the first time you've ever heard of me, I want to give you a very quick intro. Hi, my name is Mai-kee Tsang. I use she/her pronouns. I am the Sustainable Visibility Mentor, podcast guesting strategist, and ICF-certified trauma leadership coach.

In essence, what I do in a nutshell, I help under-recognized visionaries be seen at scale in their business so that way, they can make a deeper difference to those they serve, all without compromising their capacity, values, and bottom line in the process. My undeniable specialty, podcast guesting, and here is why. Back in 2019, I actually pitched myself to 101 podcasters in 30 days. I received an unexpectedly high booking rate of 33%, which is more than triple of the PR industry standard.

Now, you see that little asterisk by 30 days? Yes, so I put that there to remind myself to share with you that this is more of a cautionary tale of this whole 101 and 30-day journey as opposed to an inspirational one. The reason why that is is because I know that a lot of the times, it's a numbers game in business. The thing is, the beauty about

podcast guesting to really make the most out of it is actually not through the numbers. It's through the relationships you build.

That's why I want to share with you the things that I learned from overexerting myself. Honestly, I burned out quite a lot after doing that challenge. I actually came out from it and started thinking about how I can integrate this in a more sustainable way because I get asked all the time from my clients, from my customers, "Hey, how many pitches should I do in a single month?" That answer is completely relative to what your personal capacity is, right?

The whole point, the reason why I'm on this summit for the second time is because a lot of my approaches isn't like, yes, it can be linear, but the adaptations to it is what's going to be unique to you. That's why I really want you to think about what's going to make the most sense for you. Just take what resonates and leave behind what doesn't because you really need to integrate the own intersections of your identity, especially as a neurodiverse entrepreneur. That is what I want to share with you first and foremost.

Back to this little story here. From there, I asked these podcasters why they said yes to me. You know the 33 folks who said yes, I asked them why. They were so kind and generous with their insights. I was really looking for common threads and patterns and habits even that they look for. I distilled those insights into my now signature Pitch with Purpose Framework, which I'll be sharing with you later on today.

I've taught this framework to hundreds of entrepreneurs to DIY via my workshop series. I've also helped my private clients who work with me one-on-one to apply this in their own businesses as well. My whole role in all of this is to really bridge the communication gap between what you want to say and what podcasters want to hear. That's me in a grand nutshell. Let's get started with the first point that you saw on that expectation slide. Podcast guesting and sweet potatoes, why this matters in your business.

You see these screenshots, I actually had to get photos from Google. The second screenshot that you see here, you see how it's like slightly off here? It's because I had to actually open my game and take a picture the best I could. This game, why is it so important? First of all, it's awesome. It's a farming game called *Harvest Moon: More Friends of Mineral Town*. This is actually the girl's version. There is actually the original boy's version as well.

The reason why this is so important is because when I really thought about the things that start off equal, underneath when you actually look through the roots, they actually give you very different things on varying different levels. I thought it had such an important application to podcast guesting in itself. That's why I just want to break this down with you through this analogy, so to speak.

If we actually look closer at this, one bag of carrot seeds that you get at the supermarket in this game is 300 gold. It's the same price for one bag of sweet potatoes. Now, here's where they start differing from each other. On the surface, they cost the same thing. The

carrots, they only yield once. I actually get a total of nine carrots from one bag of seeds. With the sweet potatoes, can you see how different this is? 13 yields in a single season.

That brings me to 117 sweet potatoes to sell. When it comes to the earnings, the carrots are 1,080 gold. The sweet potatoes, 14,040 gold. At this point, you probably may have caught on. If you're still thinking, "How does this relate to podcast guesting?" I'll tell you what it is. This is the difference between spending your time on a one-time yield versus a regenerative yield approach when it comes to visibility.

There are going to be some strategies which will only bring your results when it's live when it's happening at the time, right? Anything that's time-sensitive, just think of it like that. There are going to be some others that are going to be continually giving you value for the long run, long after it was first produced. Yes, podcast guesting is considered a sweet potato, something that keeps giving once you've planted it.

For example-- That's supposed to say "interview" by the way. [laughs] When your interview goes live, it lives on the internet forever. It's a one-on-one interaction when recording and it has a one-to-many reach when the episode is released. Isn't that amazing? You don't need a ton of interviews. You can always repurpose them into other content forms. Interviews can often be a gateway to other opportunities if you build the relationships with the hosts.

Each interview can also be an authority asset, which can be applied to other contexts beyond podcasts. The reason why I've been doing the same strategy for the last four years since I did that one-on-one challenge in 30 days is because of things like this. When I'm in a season in my life because of the intersections of my identity or maybe it's just a hard season, I can always count on these interviews or doing the work for me in the background because I produced it once.

Then since it's been on the internet, anytime someone googles my name, they'll see probably about 10 pages of interviews that I've done time and time again. There may be a time in your business when you just can't do anything live. That's maybe when you want to count on your interviews that you can leverage over and over again without having to do a lot of peopling, right? You've done the hard work upfront. Now, it's time to reap the rewards.

That is why podcast guesting is considered a sweet potato strategy. Anytime you are trying out new strategies in your business, ask yourself, "Are they carrots or sweet potatoes?" More sweet potatoes, the better, right? Now, you've seen the power of podcast guesting. Seeing it through the lens as a sweet potato, let's dive into the process. This is where I'm going to be talking with you about my Pitch with Purpose Framework. There are three significant stages.

Now, stage number one is what I like to call "purposeful strategy." This is actually about making sure that you generate an ROI or a return on investment for the strategy as a whole. Most people actually skip this step and they go straight into the pitching. The thing is, yes, they may have gotten something on the surface, i.e., a carrot. It doesn't

keep yielding because they weren't very clear about what they were going to do with it and where it was going to lead in their business.

Purposeful strategy is all about knowing what your goals are and how you're going to measure it in terms of metrics. These can be hard metrics through the numbers or they can be soft metrics, which are a little bit more qualitative in nature. The whole point of this part is knowing what your goals are and how you are going to measure them and what you are going to do to reverse-engineer the process so that goal is actually met.

For example, if your goal with podcast guesting is to build your list, you would need a freebie, a resource, something that they can do to sign up for your email list. That way, you can actually measure that it's working, right? You got to think to yourself, "Okay, if this is what I'm going to offer at the end of an interview, what do I need to talk about to make this even make sense for this to be a natural next step?"

That's what I mean when it comes to a purposeful strategy. You need to reverse-engineer the process of your goals. If you wanted to build your list, you need to make sure that you have a resource that people can download and that it delivers on the backend, and you are even talking about a topic that even makes sense for people to download that, right? Make sure you know what your goal is for podcast guesting and figure out how you're going to measure it.

Make sure that that listener's journey is going to be super streamlined and frictionless. Then and only then do we go to personalized pitching. If I've learned anything in that 101 pitches and 30-day challenge is that podcasters love to feel special. No one likes thinking that they are one of so many people, but they may actually be one of so many people that you're reaching out to for a certain topic.

It doesn't mean that they have to feel that way. There are actually seven elements that I teach inside of my workshop series. For the sake of simplicity, I'm going to consolidate it down into the PR method. The PR method, what it stands for is personalization and relevancy. Yes, it's that simple. You would be surprised that there are so many people who don't do that. The personalization is the initial hook when you grab someone's attention because it's personalized to them.

As personal as it can be, all of that is for naught if your topic isn't even relevant. Make sure that the topic that you're proposing is on the same wavelength of the conversations they're already having on their podcast. That's the retention piece, right? You got the hook and the retention, personalization and relevancy. It's that simple. There, again, you'd be surprised. This detail is often missed.

Because you're listening to this workshop, you're going to be way more well-equipped than most folks out there who don't take into account the PR method. That's stage two. Then when all of your hard work is actually seeing a result that you've actually gotten a yes, then it's time for the pre-interview prep and post-interview promotion. There's a 3A and a 3B, so it's part one and part two to the last stage there.

The pre-interview prep, there is likely to be a lull time between the time you receive your yes and the time that you actually get recording for the interview. During that time is your opportunity to prepare yourself. Listen to a couple of episodes. See how the host interacts with their guests. Are they more of a curious question-asker and they sit back and hold space or are they the type to throw curve balls at their guests to see how they would react?

Every single host is going to be different and this is your first time. Even if it's not your first time, to be honest, let's just say every time. I recommend that every time that you're about to guest on another show, especially if you don't know the host that well either, just really get into their world. See what they value. See what they love talking about, what references they use, and adapt your topic accordingly. By doing that, you'll be on the same page on the day of recording.

This last piece, oh my gosh, the post-interview promotion. [sighs] Okay, this is where a lot of people also skip. What I like to say is don't ghost the host. Unfortunately, it's quite normal in the podcasting world for guests to come and go because all they cared about was getting their interview up and live and then they didn't even stick around to promote them. That makes a podcaster feel pretty damn used.

There's a person behind every single microphone behind every single show. That's why, please, please, please, do your part in the post-interview promotion. Just after you finish recording, just put a post on social media. Tag the host. Let them know what you're excited about and what you can't wait to release to your own community. Do your part. I promise you, podcast guesting will be a sweet potato because you've made sure that is strategic in your business with step number one with purposeful strategy.

Part two, you set the relationship up on a fantastic note by making it personal and relevant and then you delivered on your promise. In part three, you've done your homework. You repaired yourself. You brought your A-game and then you were there when it was time when it was really going to matter at the time of promotion. When I say "promotion," I don't just mean the day your interview goes live.

Remember earlier when I talked about podcast guesting being a sweet potato? You can repurpose your interview. You can chop it up into other different types of content pieces, really make it your own, and know that you can continue to leverage it long after it's gone live. That, my friends, is the Pitch with Purpose Framework. It's really there to give you an overarching view, a very holistic view over how you can integrate podcast guesting in a way that's actually going to be meaningful and where you are going to get the gift that keeps giving, i.e., the sweet potatoes.

I know that was probably a lot. Let's bring it home. Remember what I said on the expectation slide. I am going to put it into five steps for you so you know where you can start. These are not necessarily linear. They can work as a linear process or they can be five standalone steps. Here's what I recommend. Number one, ask yourself, what are

your goals with podcast guesting and how are you going to measure that ROI so that you know this works for your business?

Number two, what would you love to speak about on a podcast? This is going to be your topic or your suite of topics that you'd want to talk about. What would you love to speak about? What do people need to know? What are your soapbox moments? Number three, dream up 5 to 10 podcasts you would love to guest on this year. Pick your pacing. Oh, my gosh. Okay, this slide just says its own slide in a way.

When people expect me to give them a straight answer, when they ask, "How many podcasts should I pitch in a single month?" I would always tell them, "It depends," because it really does. Pitching, it can really be quite a mind battle for many of us, especially if we wonder, "Who am I to say this and that and the other?" Basically, imposter complex comes. [chuckles] I'm like, "Oh, who are we to do this kind of thing?" It can be a lot.

That's why I invite you to consider picking your pacing. Maybe you try out different numbers in a given month and ask yourself how it went. How did you feel? How many pitches were you actually able to write in a single month that felt good, that felt like it was a push enough for you where you weren't complacent, but it didn't stretch you out so far that you're way beyond your comfort zone?

I'm personally a fan, by the way, of being in one's comfort zone and expanding that. Because if you don't feel safe doing something, you're always going to be operating from a survival standpoint. That's not going to be your optimum state. This is really about experimenting with what works for you. To be honest with you, back then, yes, I pitched a ton. Now, I care so much more about the depth of the relationship, so I pitched probably once every couple of months now.

I do want to take a step back and say, I do acknowledge that I'm in a place now where I've been on a lot of podcasts, so maybe it's easier to receive invitations. I do receive a lot more invitations these days, so my pitch level has gone down because my invitations have gone up. Even so, if I were to start all over again, I would follow my own advice here picking the pacing. I would try 10 a month and see if that was pushing me enough.

I would try 15, 20, or 25, and maybe 5 the next month and see where does it feel it's going to be sustainable for me in the long run. That is what I want you to consider for yourself. Pick your pacing when it comes to pitching and go from there. Of course, start pitching, yes, all right, so you can pick all day long, but actually start pitching and seeing, who do you want to reach out to? What do you want to talk about? What value can you bring and why now?

Again, these could totally be five linear steps one after the other or they can totally be standalone steps. You do you for this, okay? All in all, podcast guesting is very much, again, all about being seen at scale. In a way, that can really honor you. The reason why I teach podcast guesting is because it's not always going to be accessible for us to outsource to an external agency. For those who like that, more power to them.

Neurodiverse Entrepreneur Summit | All Rights Reserved 2023

If you're like me and you are a lot more mindful of who you're associating with and you want to bootstrap your way there because it feels a lot better that way, then maybe you're like this way. It's very much about being able to advocate for yourself because there are some things that are just not accessible to everybody. That's why I wanted to present this option of doing it yourself.

That's everything inside this workshop, my lovely. I really hope that you got some badly out of it whether you just thought of sweet potatoes and wanted to make any recipe out of it and just really start thinking of it that way if you want to make sweet potato fries or the baked sweet potato or those-- Oh, I love the Hasselback. Those are good. When you make those tiny, little slicers, then you put butter in between, delicious.

Anyway, I hope that you got at least one nugget of wisdom from this workshop today. Before you go, I have a couple of things for you. Number one, if you want to take this further and you want to know exactly what podcast to look for and pitches they say yes to, I have a free resource called *Be Our Podcast Guest*. You can get that over at maikeetsang.com/25Experts.

What I did there, I basically reached out to industry-leading podcasters and I asked them, "What's one out-of-the-box piece of advice you'd give to someone who's looking to guest on your podcast?" They told me, "I transcribed it and I put it down in a beautiful, little resource that I have for you there." Hear it from them. Don't take my word for it. Take theirs as well and you'll find they are going to say a couple of things that I've reflected back in what I've taught you today, especially the PR method when I taught you the framework.

Number two, let's stay connected on Instagram. You can find me @MaikeeTsang. If you're interested in learning more about how I can help you with your podcast guesting journey, whether it's through my DIY workshop series or a one-on-one service, you can go to MaikkeeTsang.com. That is it, so thanks so much for attending this speedy mini-workshop inside the Neurodiverse Entrepreneur Summit, my lovely. I so appreciate you making it all the way to the very end and I wish you nothing but the best for your podcast guesting moving forward. All hail sweet potatoes. All my loving best, Mai-kee.