



## 79 - How To Become A Guest On Popular Podcast Shows with Daniel Gefen

By: Ilana Wechsler

### Brief Background About Daniel Gefen

- Daniel Gefen is the founder of Gefen Media Group and founder of [Podbooker.com](https://podbooker.com) - a platform that makes it easy to Gain Exposure & Grow Your Tribe by creating the most powerful podcast guest booking platform.
- Daniel also has a podcast also called “[Can I Pick Your Brain](#)” - where he picks the brains of successful entrepreneurs to dig deeper and go beyond the outside shiny appearances. And the [Daniel Gefen Show](#) - Where listeners can get a daily dose of motivation, confidence and inspirational soundbites.



## How It All Started

- Daniel admitted he hasn't even heard or learned about Podcasts before. He has no social media following and if you try to search for him online, you can't find any results about him.
- And when this guy invited me on to his podcast, you know, I was curious, and I was intrigued, but I just didn't know what it was. And when he explained it to me, I thought, wow, this is really cool. You know, I get to, you know, basically speak to people who I haven't spoken to before. And, you know, it's a good way to maybe, you know, get myself out there.
- So two weeks later, I started my own podcast, and I called it Can I pick your brain? And I decided, I'm going to pick the brains of the most successful business, you know, business founders and entrepreneurs in our generation.

## Making A Good Podcast

- I think the number one goal is attention. Right? As a marketer, that's your number one goal. Because over 85% of people that listen to podcasts, listen to the whole thing from beginning to end, and the average podcast is 45 minutes long.
- So number one, is the story. Right is getting into the story. And the story is all about relatability - how do you become relatable to the person listening.
- The second thing is, is your message and your message has to be very, very concise and clear. And when a person gets overwhelmed psychologically, they don't take any action.
- And the third thing is it is important to have a mission. Because at the end of the day, people don't buy products. They buy first into the

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person like who the person is, and two is what is the person stand for? What is your Why? What is your mission?

### The Three Stages of The Story

- Stage number one is the underdog, right? It's, and this is in any hollywood movie, right? You have the underdog, you have the struggle, like what's the struggle? So you have to think about who your clients are, who your buyers are?
- So step number two is what's the breakthrough. The breakthrough is that aha moment. So remember how I shared that my aha moment was, Hey, hold on a second. You know, I was on that podcast that had over 1000 people listening, why don't I go and leverage other people's podcasts?
- And then stage three is the success. The success is now this is what you can get, if you have that breakthrough, this is where you can be. Right. So getting to, you know, a top rank podcast, interviewing billionaires, you know, building successful businesses, you know, you know, becoming a best selling author, those are all successes that people want, right?



## Tips in Pitching on a Host

- And this is a big, big mistake that people make. And I've looked at hundreds and hundreds of bios. They either are too vague, which means that the person hasn't really given me enough information for me to say yes, in which case, I'm going to say no automatically because I've got enough people pitching me I don't need to do more research on you. I'm not going to waste my time.
- Or the other category is that you've given away too much. So to give you an analogy, you know these Hollywood trailer trailer teasers that they do or Netflix they do these trailer teasers. So usually it's like a two minute trailer just to kind of get you to watch the full movie.
- So when you're reaching out to a host, the number one goal should be you want to get this person curious enough to be like, Oh, my goodness, this is really intriguing. I really want to know more about this person, I got to get them on the show.
- The other thing is you want to show them what you're going to do for them. wrote a book, hey, I've got this product, I want to sell it, I want to promote this, I want to talk about this, me, me, me, me, me, I don't care about you.
- I care about me, I care about my show, I care about my audience, I care about getting more downloads I care about, you know, making sure that my audience is gonna, you know, share this episode because it was so good. That's what I care about. I care about my guests, sharing my episode with their network so that I grow my podcast, I get more downloads, that's what I care about as a host. So you need to get into the head of your host.



## Process in Audience and Category Research

- So currently, you've got a few, there's a few places that you can find out, for example, where a podcast is ranked. So there's something called Chartable.com.
- And on Chartable.com, you can see where a podcast is ranked, according to which category as well.
- The other way to do it is you go to iTunes, iTunes is the biggest podcast platform, right now, Spotify is a close second, Spotify has actually invested close to a billion dollars in the last year in the podcasting space. So you know watch Spotify carefully, because they're gonna overtake iTunes pretty soon. But that's the other way to do it is you can go on iTunes, you could search by category, and you could look at the various podcasts based on where they're ranked.
- The other thing that you want to look out for is how consistent are they? So how many episodes have they produced, right, so if they've only produced three episodes, you know, it doesn't matter if they've got, you know, 100 reviews, they've only produced three episodes. So you don't know if they're going to be around for very long, because a lot of podcast hosts, they start and then they kind of get a little bit demotivated because they just don't have enough traction.



## Do's and Don'ts of Podcast Guesting

- Because if you think that you're just going to get on someone's podcast and just become one big promotion. So then you need to go and learn how to sell because selling isn't about selling. It's about building connections. It's about building human connections. And when you build a human connection with someone, they're gonna buy into you. Okay, that's how it works.
- Make sure that they are fully prepared for the podcast.
- Number one, how long is episode for, because if the episode is only 20 minutes, and by the time you finish your story, the host is like, well, I'm sorry, that's all we have time for, you haven't had enough time to really get into your main message. And, and and you know, into sort of what you're offering. And so you don't want to be sort of caught off hand, you want to know how long the episode is for so you can pace yourself.
- Number two is you want to know who the audience is. You want to make sure that you have a good understanding. Because if you go on a podcast, and you start talking about, you know how to market on Facebook, but you're talking to people who are offline businesses
- Be natural. I really, really hate when people are so scripted that they sound robotic. Also, if you make a mistake, you say something. It's not live. It's recorded, and they can edit it.