



LITERARY INSPIRED • A FREE FIELD GUIDE

The Podcast Outreach Field Guide

How to get booked on the shows your readers already listen to. No publicist, no budget, and not one cold call that makes you cringe.

For authors who'd rather be writing.

literaryinspired.com

What's inside

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|-----------|------------------------|---|
| 01 | The case | Why a microphone sells books a caption never could. |
| 02 | The three rooms | The kinds of shows, and which one you belong in. |
| 03 | The fit | How to pick the shows worth your afternoon. |
| 04 | The kit | The small pile of collateral every host expects. |
| 05 | The door | How booking actually works. There is no apply button. |
| 06 | The pitch | The email, line by line, with one that works. |
| 07 | The room | How to be a guest a host wants back. |
| 08 | The afterlife | How one episode becomes a month of content. |
| 09 | Glossary | The words everyone uses at you and nobody defines. |

Skip to Chapter 06 if someone has just told you to “just pitch some podcasts.”

A reader who hears you finish a sentence trusts you more than an ad can.

A podcast is a channel where a stranger gives you forty-five uninterrupted minutes and comes out the other side feeling like they know you.

It is a relationship at scale, built from your own desk. One good conversation can still be earning readers years from now.

Ads rent attention. A conversation earns it.

45:00

one conversation

years of
shelf life

Three kinds of shows will have you. Get a foot in all three.

Reader shows

Genre and book podcasts. The audience already buys books like yours. The most direct sell, and the hardest room to get into.

Topic shows

Shows about the subject your book is built on: history, science, true crime, grief, whatever you genuinely know. Their audience came for the subject, not for fiction, so you lead with what you know and the book comes up on its own.

Author shows

Podcasts about writing and publishing. The audience is other authors. Strong for authority and warm introductions, quieter on direct sales.

The topic room is the one most authors forget, and the one with the least competition.

Not every show is worth your afternoon. Choose like this.

1

Listen to one full episode.

If you would not finish it as a fan, do not pitch it.

2

Check the guest list.

If they only book people ten rungs above you, wait. If they book people like you, go now.

3

Find your angle.

You are not pitching your book. You are pitching the one thing you can say that their audience has not heard.

A great fit you can speak to beats a big show you cannot.

Hosts expect a small pile of things. Build it once, use it for years.

✓ A speaker page

On your own site. Bio, photo, your topics, past appearances. In 2026 this is a credential, not a bonus.

✓ A one-sheet

One page: your URL, socials, three to five topics, a stat or two, links to two clips, a way to book you.

✓ A topic menu

Three to five episode ideas a host can say yes to on sight. Not a list of your titles.

✓ A real headshot

If you would not turn up dressed like the photo, use a different photo.

✓ Two sample clips

You will not have these on day one. Your first bookings make them. That is what the small shows are for.

✓ A booking link

A calendar or an email you actually check. Make the yes easy.

Your first few episodes are the portfolio that books the rest.

There is no apply button. There are five doors.

-  **The public form** Some shows post a pitch form. The easiest yes there is. Use it first.
-  **The email** Most shows want a short, human note to a contact address. This is the main road.
-  **The matching platform** Sites like Matchmaker.fm and PodMatch let you build a guest profile and be found.
-  **The invitation** Some shows only book people they already rate. You do not pitch these. You get on their radar.
-  **The warm intro** Beats all four. One author who has done the show telling the host you are worth an hour.

Start with the open doors. Earn the closed ones.

The pitch is three short paragraphs. Here is one that works.

Subject: Guest idea for The Curious Past: the order that out-banked kings

Hi Jordan,

I listened to your Medici episode last week and the thread on how money bought silence stuck with me. I write historical thrillers, and my last book turned on a stranger, real version of that: how a medieval order quietly invented modern credit.

I could do 30 to 40 minutes on where the real history ends and the thriller begins, why my readers Google half the references on purpose, and the one detail that surprises everyone. Two more angles and a couple of clips are on my speaker page here.

No worries at all if the timing is off. Thanks for the show.

Ada

WHY IT WORKS

- Names a real episode. Proof she listened.
- Pitches an angle, not a book.
- Offers a specific length and specific topics.
- One link, not a pile of attachments.
- Short, human, easy to say no to. Which is why people say yes.

Never let an AI write this. Hosts can tell, and many will pass on principle.

Being a good guest is a skill. It is mostly preparation.

Test your sound.

A cheap USB mic, a quiet room, headphones. Bad audio loses you the invite back.

Bring three stories, not a synopsis.

Concrete beats abstract.

Answer, then stop.

Rambling is the fastest way to not get asked back.

Have one clear next step.

Where should listeners go? One free book, one newsletter, one link.

Be generous and low-ego.

Hosts book people who are easy to have on. Be that person.

Prepare like it matters. It is a job interview the whole audience can hear.

One episode is a month of content.

Clip it.

Two or three sixty-second moments become reels, posts, and your next pitch's samples.

Share it like a guest, not a billboard.

Thank the host, tag the show, tell people what they will learn.

Send it to your list.

Your readers want to hear you, not only read you.

Keep the relationship.

A thank-you note and an honest review of the show beats another cold pitch.

The episode is where the work starts.

The words everyone uses at you

One-sheet

Your single-page guest resume: topics, links, stats, a way to book you.

Warm intro

A mutual contact vouching for you to a host. The strongest introduction you can get.

Cold pitch

Reaching a host with no prior relationship. Normal, mostly ignored. Do it anyway.

Repurpose

Turning one episode into clips, posts, and emails.

Speaker page

The one-sheet's home on your own website. Now an expected credential.

Matching platform

A site that pairs guests and shows. You build a profile, hosts find you.

Evergreen

Content with no expiry date. Most good interviews are.

Discovery

How a stranger first meets your work. A podcast is one of the warmest kinds.

Everyone will use these at you and define none of them. Now you have them.

Guardrails at a glance

- Listen to one full episode before you pitch. Always.
- Pitch an angle, never just a book.
- Get into all three rooms: reader, topic, author.
- The topic room has your readers and the least competition.
- Build the one-sheet and speaker page once. Reuse forever.
- Never let an AI write your pitch.
- Track every pitch in one simple sheet. One show, one row, one follow-up.
- Follow up once, then let it go.
- Never pay for placement. Reputable shows book on fit.
- A warm introduction beats a cold pitch.

Now go and be the most interesting
person in someone's ears.

You do not need a publicist or a budget. You need a good angle, a short email, and the nerve to send it.

Send five this week.

Would you rather
be writing?

Ready to get booked? Let's talk.

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