



Public Relations & Advertising

Podcast Guesting Workbook

Leverage other people's podcasts and audience.

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Which audiences will your expertise resonate with?

Examples –

Marketing Directors, Small Business Owners, Nonprofit Organizations, Seniors, Parents, etc.

[illegible]

What are the topics you can address?

Example –

How do you obtain FREE coverage in major media sources? What is newsworthy? How do you talk to the press? How are you heard in a noisy world? Who should have input on marketing campaigns and materials?

[illegible]

Very brief bio

Example –

STEVEN V. DUBIN, president of PR WORKS and founder of MY PINNACLE NETWORK, knows the "marketing" business. His newspaper career started by covering the Boston Celtics for the New Bedford Standard Times, Steve and Larry Bird shared rookie years. From there Steve progressed to editing and marketing positions in several publishing companies, including Mariner Newspapers.

He is the author of the E-Book "PR 101" – download for free at www.PRWorkZone.com. Steve has is a contributing author to *"Get Slightly Famous"*, a book about becoming a celebrity in your field and attracting more business with less effort and *"Tricks of the Trade"*, the complete guide to succeeding in the advice business.

He resides in America's hometown Plymouth, MA with his wife Wendy.

[illegible]

Questions to streamline the interview.

Examples –

What is a fair test for a marketing program?

How to measure the success of a marketing program?

How do you develop a reasonable marketing budget?

Who should have input on marketing campaigns and materials?

What is the latest shiny object of the marketing world?

What is the value of “Ad-votorials”?

[illegible]

Digital Assets

Example –

Website – www.PRWorkZone.com; www.MyPinnacleNetwork.com

Facebook – <https://www.facebook.com/PRWorkZone/>

LinkedIn – <https://www.linkedin.com/in/stevenvdubin/>

Twitter - @PRWorkZone

Instagram - <https://www.instagram.com/stevendubin>

YouTube - https://www.youtube.com/channel/UC8cHlBnDmpohD_ztRNjaZrg

[illegible]

What are the 3 key takeaways

Example –

Marketing budgets are based, on average, 5% of gross sales.

Marketing campaigns should be evaluated after 3 months, a business quarter.

Marketing must be consistent – in message and delivery.

[illegible]

Stories that humanize and underscore.

Example –

RentACrate – Oprah appearance to multi-million dollar buyout.

Boot Camp For New Dads – Newsweek, Good Morning America, CNN

FirstLight Home Care – U.S. News & World Report, Seminar Series

[illegible]

Hooks – Holidays, Season

Examples –

Boot Camp For New Dads – Father's Day

Together Dating – Valentine's Day

Boston Solar – Earth Day

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

Follow up, Follow up, Follow up

Example –

12/28/23 – Sent initial email.

1/3/24 – LinkedIn message.

1/10/24 – Follow up email.

1/17/24 - Telephone call.

1/24/24 – Last chance/last telephone call

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings present.

Clarify logistics with producer/booker/host –

Recording Date, Day, Time Zone?-----

Live or Taped?-----

Audio only? Video too?-----

Length of segment?-----

Where available? -----

Share link/promotion?-----

Podcast offer?-----

Other-----

Podcast special offer

Example –

Complimentary and “Evergreen” offer - E-book, book, complimentary audit, sample, webinar.

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Quiet on the set

Turn off land line and cellphone -----

Do Not Disturb note on door-----

Herd the animals-----

Check how your name appears-----

Confirm pronunciation of names -----

Confirm segment length-----

Check Audio volume levels-----

Check lighting-----

Thank you and follow up

Thank you note-----

How else can I help you?-----

Add to E-newsletter list-----

Connect other guests/podcasters-----

[illegible]

Repurpose. Add shelflife, reach, leads.

E-Newsletter-----

Social Media-----

Website - Newsroom-----

Blog Page-----
