The Best Kept Podcasting Secret

Never Miss an Interview With This Proven Booking Method



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Introduction

For years, I believed the hardest part of podcasting was the microphone. I was wrong.

I have sat on the host's side of the table since 2016. Nearly 1,000 interviews on The My Future Business Show. Business owners, coaches, consultants, experts of every kind. And somewhere around interview four hundred, a pattern started tapping me on the shoulder... the recording was never the problem.

The problem was everything around it.

Good guests lost in email threads forty messages deep. Time zone sums done wrong on three continents. Hosts buried in booking admin at midnight, wondering why they ever started. And experts like Sandra - a 47-year-old consultant, brilliant at what she does - quietly invisible outside a referral circle that could dry up with one bad quarter.

Sandra's story is a composite, drawn from patterns I have seen again and again, but the ache in it is real. Her calendar looked healthy. Her pipeline felt fragile. Every new client came from someone who already knew her, and everyone who already knew her had already said yes.

Maybe you recognise that room. People who meet you are impressed. People who need you never meet you. Your expertise is not the missing piece... your visibility is, but not the kind that demands viral fame or dancing on camera.

That is why I wrote this book.

Not to turn you into a content machine. Not to chase likes from strangers. **The best kept podcasting secret is that the right audience does not need to be huge, it needs to be aligned, and a structured booking system is what puts you in front of it.**

At the end of this book, you will be able to do something specific: get found by the right podcast hosts, be chosen for interviews with proof instead of pitches, and turn each conversation into an asset that keeps working for your business months later.

That is the promise. No viral moment required.

Who This Is For

This book is for the expert with ten or twenty years of hard-won knowledge and a quiet frustration that the internet has never heard of them. The consultant, the coach, the practitioner, the specialist.

It is for you if your business runs on referrals and you would like it to run on something sturdier. It is not for someone chasing a badge, a number, or fifteen minutes of attention.

Substance over visibility. That is the filter this whole system is built on.

What Makes This Different

Most podcasting advice is written for hosts. This is written for the guest - and from the host's chair, by someone who has booked, vetted, and interviewed close to a thousand of them.

I have seen what makes a host say yes in thirty seconds. I have also seen what makes them quietly archive an invitation and never reply. The difference is rarely talent. It is proof, respect, and ease.

So I built Guest Booking System around those three things. A free directory where hosts and guests find each other, packages and prices clear before anyone asks, interviews confirmed by the host, and every time shown in plain words in each person's own time zone. No sums. No back-and-forth. No guessing.

You do not need to use my platform to benefit from this book. The principles stand on their own. But you should

know where they come from... they come from the booking desk, not the marketing brochure.

How to Read This Book

Read it in order the first time. Each part builds on the last, and the routine at the end only works if the earlier pieces are in place.

Keep a pen nearby. You will want to fill in your profile properly, choose your topics with care, and set up your availability once so it works for you forever.

One more thing before we start.

You do not need to be famous. You do not need a following. You need a system that finds the right rooms and walks you into them with your credibility already doing the talking.

That system starts on the next page. Let's get you booked.

CHAPTER 1

Likes From People Who Already Knew Her

You post something. Twenty minutes later, the little red badge says forty-one.

And every one of those names belongs to somebody who already likes you.

I have watched this movie from the host's chair for a decade, and it plays out the same way. The owner of a small consultancy with around 3,000 LinkedIn followers opens her week to a wall of familiar faces, warm words and zero new names. Later, when she joins me for an interview, her ideal client hears her voice for the first

time - halfway across the country, never having met her.

One of those two moments builds a business. The other mostly feeds the ego.

So why do so many capable people keep counting the wrong number?

The Limits of the Inner Circle

You might be thinking... "I already have an audience. My LinkedIn has 4,000 connections. My Facebook page gets likes every week. Why do I need a podcast interview at all?"

I know exactly how you feel right now... because I watched that exact belief play out, and I watched what it cost.

Her name was Sandra. A consultant, sharp as anything, twenty years in her field.

She posted something one Tuesday morning - a genuinely useful piece of thinking from a client project. Nothing salesy. Just good.

By lunchtime, the post had forty-one likes.

She felt great about that.

Two of the likes came from former colleagues she had not spoken to in three years. One was from her old manager. A few more from people she had worked alongside a decade ago.

She sat back that evening and thought: *this is working. People are paying attention.*

Then she waited for the inquiries.

They never came.

Not that week. Not the next. Not at all.

Because here is what was really happening on that post... every single person who liked it already knew her.

They already knew her name, her face, her work ethic. They were not discovering anything. They were nodding along - the digital version of smiling at a neighbor across the street.

And a nod from someone who already knows you... is not new business.

It is a compliment.

Which is nice. But it does not pay invoices.

I have seen this pattern more times than I can count. An expert spends years building a social presence, posting consistently, gathering likes and comments from the same circle of people - colleagues, past clients, friends of friends.

And then they wonder why the pipeline is dry.

The likes are real. The engagement is real. The problem is that **engagement from inside your existing network is not the same as reach into a new one.**

That distinction matters more than almost anything else in this book.

Because there is a difference between being *known* and being *trusted by someone who does not yet know you.*

Your inner circle already trusts you. They made that decision years ago. Which is exactly why they are the worst possible measure of whether your message can travel.

They will like your post the way they like a photo of your dog.

That tells you nothing about whether a stranger would hire you.

Now think about what happens when a podcast host introduces you to their audience.

That host has spent years - sometimes nearly a thousand episodes - building trust with their listeners.

Those listeners show up every week because they believe what the host puts in front of them.

So when the host says, "This person has something you need to hear," the audience leans in.

Not because you have a large following.

Because the host vouched for you.

That is a transfer of trust. And it is something your LinkedIn feed can never do, no matter how many posts you publish.

Your post reaches people who already decided about you.

A podcast interview reaches people who have never heard your name - but who already trust the person who invited you in.

One is a closed loop. The other is an open door.

I have sat on both sides of this. I have been the guest, and I have been the host. And I can tell you plainly: the guests who grew their businesses fastest were rarely the ones with the biggest social numbers.

They were the ones who showed up on someone else's platform and let that platform's authority do the heavy

lifting.

So here is the lesson Sandra's Tuesday post taught me - and it took a while, because the forty-one likes felt so good.

Likes from people who already know you are a mirror, not a window.

They reflect what you have already built. They do not open anything new.

The size of your inner circle is not a growth strategy. It is a snapshot of the past.

And no amount of engagement inside that circle will introduce you to the client who has never heard of you - the one sitting in a stranger's audience right now, waiting for someone to tell them something true.

The safest pipeline you can build is not the one that runs through people who owe you a favor or remember you fondly.

It is the one that runs through hosts you have never met, into audiences you have never touched.

That is where the bookings come from. Not the likes.

I ran the numbers on my own show recently, just to

check my own bias. Across a typical month of interviews, the guests who saw the most measurable follow-up - new conversations, new inquiries, actual booked work - almost never came from the biggest social accounts.

They came from hosts with smaller, tighter audiences who trusted the recommendation enough to act on it.

Forty-one likes from people who already know you equals zero new clients.

One introduction to an audience that does not know you yet can equal a career-changing quarter.

Setting Up Your Professional Guest Profile

Marcus. 38. Runs a two-person cybersecurity firm out of a spare room.

He knew his stuff cold - 12 years inside banks and insurance companies before he went out on his own.

What he did not have was a way for a host in another country to find him, size him up, and decide in under a minute whether he was worth a conversation.

That gap costs people like Marcus more invitations than any lack of expertise ever will.

So let me show you the fix, step by step.

Step 1 – Claim your spot

You start at guestbookingsystem.com.

The guest profile is free - no card, no trial, no gate at the door.

That matters because your first job is not to sell anything. Your first job is to be findable.

Signing up takes a few minutes. Type your name.

Upload a photo. Write a headline. Pick up to three topics.

That is the whole skeleton.

How do you know it worked? You will see your profile sitting in the Guest & Host Directory, live, where hosts browse for people to interview.

Your name

Use the name you introduce yourself with on a call.

Not a stage name. Not a company name. Not "The Cashflow Guy".

Hosts search people, not brands.

Your photo

A real headshot. Face visible. Good light. Plain background.

I have clicked past hundreds of profiles with a logo instead of a face, or a holiday snap cropped at the chin.

The photo is not decoration. It is the first proof that a real person is behind the words, which is the entire point of a directory designed around trust.

Your headline

One line. Who you help, and with what.

"I help dental practice owners fill their chairs without discounting" beats "Passionate thought leader and digital transformation expert" every single time.

If a host cannot tell what you talk about from the headline alone, you have written a slogan, not a headline.

Your topics

Up to three. Specific ones.

"How to cut staff turnover in restaurants" is a topic. "Leadership" is a category.

Categories get skipped. Topics get booked.

Go ahead and pick the three you could talk about for an hour with no notes. The ones where you have stories, numbers and scars.

Step 2 – Make it publishable

Here is where a lot of people stall.

A name, photo, headline and topics will get you started,

but the system will not publish your profile until three more pieces are in place.

This is deliberate. A half-finished profile wastes a host's time - and yours.

So before you hit publish, add:

1. **A short bio.** Four or five sentences. What you did before, what you do now, who you do it for. Written plainly, in first person, the way you would say it out loud.
2. **What you want to discuss.** Two or three angles per topic. This is the menu a host scans to picture the episode in their head.
3. **A website or social link.** This is your front door. The host will click it before they ever email you, so make sure it is a page that represents you properly.

How do you know it worked? The publish button goes live and your profile stops being a draft and starts being a shopfront.

Step 3 – Let it work while you sleep

This is the part most people miss.

Once your profile is published, it does not sit on your

to-do list. It runs in the background, 24 hours a day, in every time zone a host happens to be browsing from.

Marcus published his on a Thursday night. He was asleep when a host in a different part of the world opened it, read the bio, clicked through to his site, and sent an invitation.

He did nothing. The profile did the work.

That is what a digital asset actually means in practice - a fixed piece of work that keeps producing after you stop touching it.

Compare that to a social post. A post lives for a day and dies. A finished profile keeps answering the same three questions for every host who lands on it: Who is this? What will we talk about? Can I trust them?

You answer those three questions well, and you have done the hardest part of getting booked.

The profile is not a form you fill in to join something. It is the first handshake of the client journey, made once and repeated forever.

KEY TAKEAWAYS

- ► Your guest profile is free to create at https://guestbookingsystem.com, and it is the foundation every future invitation is built on.
- ► Name, photo, headline and up to three specific topics are the starting skeleton - use your real name, a real headshot, and topics narrow enough that a host instantly knows what episode you would make.
- ► Publishing also requires a short bio, what you want to discuss, and a website or social link, so a host can check you out before they ever contact you.
- ► Once published, the profile works on your behalf around the clock, answering the host's three questions without you in the room.
- ► Signing up costs you minutes, not money. Not doing it costs you invitations you will never know you missed.

Open the site now and get your name, photo and headline saved today - the rest can follow tomorrow.

CHAPTER 2

Three Shows, the Wrong Audience

That handshake happens before a single question gets asked, and it decides whether the conversation is worth having at all.

Most guests skip straight past it. They chase every invitation that lands, book three shows in a good month, then wonder why the download count barely moves and nobody emails them afterward.

I have watched people spend ten hours recording, editing their own audio, and promoting episodes to an audience that will never buy what they sell. Three shows, three hosts, zero customers.

Volume feels like progress. It is not.

So the real question sits here: how do you tell, before you say yes, whether a show's listeners are actually your people?

Filtering for Audience Alignment

For years, I got this wrong...

I treated every invitation as a win.

If a host wanted me, I said yes. If the calendar had a gap, I filled it. I told myself this was momentum.

It was not.

Some of those conversations were polished, professional, and completely pointless. The host was gracious. The recording went fine. And then nothing - because the people listening were never going to buy what I had.

That is the trap, and it catches almost everyone in the early years.

You spot a booking agency promising guest spots on "dozens of shows." You see a directory with hundreds of listings. You think: more chances, more exposure, more clients.

So you start saying yes to anything with a microphone.

A parenting podcast. A real estate roundtable. A show

about marathon training, when you sell to small-business owners.

You show up prepared. You give a good interview. And three months later you look at your pipeline and it has not moved.

The problem was never your performance. It was the room you performed in.

Sandra made this mistake three times before she changed her approach.

Three shows. Three audiences that had no reason to care about what she actually does. Three Saturdays spent recording instead of working on her business.

She did everything the agencies told her. She followed their templates. She showed up on time. And she walked away with nothing she could point to.

That is the cost of misalignment. It is not the hour on the call - it is the hours before and after, the follow-up that goes nowhere, and the slow erosion of your confidence when the "exposure" never converts.

Now contrast that with Elena.

Elena is a 52-year-old host with a small show. Her

numbers will never impress a booking agency. She has maybe a few thousand regular listeners, and she knows most of them by name.

Her audience? Small-business owners. People who have run a business through a bad quarter. People who make decisions on their own, without a boardroom to hide behind.

When Sandra appeared on Elena's show, the conversation was different from the first minute.

The questions were sharper. The listeners understood the context without a five-minute setup. And the follow-up emails came from people who were already halfway to trusting her - because they trusted Elena, and Elena had vouched for Sandra by having her on.

One show. One aligned audience. That is the whole difference.

So how do you find the Elenas and skip the three wasted Saturdays?

You listen.

Not to the trailer. Not to the "about" page. Not to the numbers someone quoted you in a booking agency email.

You listen to actual recent episodes.

Inside the directory at *Guest Booking System*, every show listing includes an in-platform audio player. You press play, right there in the browser, and you hear the last few episodes without leaving the page or downloading anything.

That one feature changes how you filter.

Instead of guessing from a description written by the host's marketing person, you hear what the host actually sounds like, how they treat guests, and whether the conversations land where your clients live.

You get to ask the questions that matter:

- Who is actually in this audience?
- Do they talk about the problems I solve?
- Is the host's tone one I want my name attached to?
- Do their guests sound like the people I want to work with?
- Would my best client feel at home in this conversation?

Five minutes of listening tells you more than five emails from a booking agent ever will.

And that is where the low-quality booking agencies fall apart.

They sell volume. They promise you twenty shows, or fifty, or "guaranteed placement." What they cannot promise is that a single one of those audiences is aligned with the people who pay your invoices.

They are matching supply to demand. You are supply. They do not care whether the demand is your demand.

Which means you end up doing exactly what Sandra did - chasing appearances that look productive and produce nothing.

Audience alignment is not a vanity metric. It is the whole point of being a guest in the first place.

So the fix is simple, and it has two parts.

First: stop trusting the pitch. Trust the audio. Before you agree to any interview, listen to at least two recent episodes from start to finish. Not skimmed - listened to. You will hear things you cannot read in a description.

Second: choose shows where the audience already trusts the host's judgment on the thing you do. Elena is the model here. Her listeners do not tune in for drama or celebrity. They tune in because she introduces them

to people they can learn from.

When you appear on a show like that, you are not interrupting anyone. You are being introduced by someone they already believe.

That is why the booking system puts the player front and center. The episode player is your filter. It is what lets you say no to the wrong room before you ever book the call.

It protects you from wasting a Saturday. And more importantly, it protects the listeners on the other end from a guest who was never meant to be there.

Every show you say yes to is a small withdrawal or deposit on your reputation. Make it a deposit.

Now here is the caveat, and I want to be clear about it.

This filtering method does not work if you skip the listening step and rely on the listing description alone. A show can look perfectly aligned on paper and be a completely different thing in the ear. Read the summary, then press play. Always press play.

Utilizing Show Listing Data

"Should I really do this?" you ask yourself.

The show looks perfect. The description sings. The host seems warm, the topics line up with yours, and the booking button is right there.

So you click. And then you wait.

Two weeks pass. Nothing. You send a follow-up, which sits unread for another ten days. By the time a reply lands, you have already moved on mentally - and so has the show.

That is not a bad host. That is a dormant one.

And dormancy is invisible in a listing unless the listing shows you the data that proves it.

So let me state the principle cleanly: **show data beats show marketing.**

Every listing has a story it wants to tell you, and a story its numbers tell about it. Your job is to read the second one.

When I built Guest Booking System, I made a decision that felt almost too simple at the time. The system reads

each show's **RSS feed** - the behind-the-scenes file that carries every episode - and turns it into plain, visible facts.

How often does this show publish? When did it last go live?

Those two numbers alone will save you more wasted hours than any filtering trick I know.

A host who published weekly for three years and stopped eleven months ago is not an active show. They are an archive.

An archive can still be worth appearing on, but you should know that going in, and not discover it after six emails.

Publishing rhythm also tells you something quieter: whether the host is running a real program or a hobby that comes and goes.

Consistency is the closest thing podcasting has to a heartbeat.

Now look at the human side of the listing. Three fields do most of the work: "About the audience", "Ideal guest", and "How the interview runs".

Read the audience field first. Not the show's topic - the audience.

Who actually listens? What do they want solved? Those two answers decide whether your message lands on fertile ground or polite indifference.

Then read the ideal guest field against your own profile.

If the host writes "founders who have survived a failed launch" and you have never had one, you are not the fit - no matter how much you like the show.

That field exists because hosts use it to filter. Use it to filter yourself, before you ever send a request.

The third field, how the interview runs, is where a lot of guests get surprised. Length, format, preparation, what the host expects from you - it is all written down.

Read it properly. A twenty-minute rapid-fire interview and a ninety-minute deep dive are different jobs.

Then there is the metric very few people think to check: **host reply speed**.

The system tracks how quickly each host typically responds to booking requests, and displays it right on the listing.

That number tells you more about respect for guest time than any warm welcome paragraph ever will.

A host with a fast reply record runs a tight operation. They value your calendar, and yours gets protected too.

A host with a slow one is not necessarily rude - but you should plan around the delay rather than be surprised by it.

In a typical case, a guest weighing two comparable shows will save weeks simply by choosing the one that answers in days rather than weeks.

Now, here is the part I want you to sit with for a moment.

None of this data is glamorous. A publishing date and a reply time do not feel like a strategy.

But they are the closest thing this industry has to a credit report for shows.

When I look back at guests who got the most measurable follow-up from their appearances, the pattern was not fame or follower count.

The pattern was that they appeared on shows that were

still alive, still publishing, and still answering their email.

That is not luck. That is reading the data before you commit.

The listing is not a pitch to you. It is a record you can check.

Treat every field like evidence, and the wrong-audience booking problem starts shrinking on its own.

KEY TAKEAWAYS

- ► Before requesting a booking, check the show's publishing frequency and last-live date - weekly output that stopped months ago signals an inactive show, not a warm lead.
- ► Read the "About the audience" field before the show's topic; the audience's actual problems determine whether your expertise fits.
- ► Match yourself against the "Ideal guest" field and read "How the interview runs" fully, so you know the format and expectations before you commit.
- ► Host reply speed is displayed on each listing and is one of the clearest signs of whether a host respects guest time.
- ► Choose shows where the data shows an active, responsive operation - not just a good description.

That is what the numbers are for.

CHAPTER 3

Proof Before She Commits

Listings are where that argument gets tested, because a guest who reads every field as evidence stops asking a host to prove himself in a reply.

Then he opens three conversations with three different shows, and somewhere in the middle of the week he sits down to do the sums: two interviews recorded, one still unconfirmed, and not a single dollar moved for any of them.

That is the cost of a handshake deal. A guest records in good faith, the episode sits in a folder, and the fee stays a promise. I have watched people wait a whole quarter on a host who was always about to publish.

Before you commit your time to anyone, what exactly have they put in writing - and who is holding the money while you wait?

Transparent Interview Packages

Elena opens a booking request and sees a fee she did not expect.

Now she opens the same request on a show where the price was printed on the listing before she ever said yes...

And she books in under a minute, because there is nothing left to ask.

That is the whole difference between a package and a promise. One is written down. The other gets invented somewhere between your email and their invoice.

I have watched too many good guests walk into that gap. They agree to an interview, they share their calendar, they record the episode - and only then does the real number appear. A production fee. A distribution charge. A "small contribution toward editing" that nobody mentioned until after the microphones were packed away.

So when I built the show side of Guest Booking System, I made one rule non-negotiable: the price goes on the listing before the guest ever arrives.

What A Package Actually Is

A package is not a paywall. It is a label on a door that says exactly what is behind it.

Hosts on the platform can set up to three show packages. That is it - three, because a menu with twenty options is not a menu, it is a maze.

The first is **Audio only**. The interview is recorded and published as audio. Simple, fast, and usually the entry point for a guest who wants reach without extra production work.

The second is **Audio + Video**. Same conversation, but you also get the video version - which matters if you plan to cut clips for your own channels, or if you simply look better on camera than in a thumbnail.

The third is the **Premium Offer**. This one is written in the host's own words, because it has to be. A premium package on one show might mean a full transcript, a featured placement, a co-branded promotion, or a longer formatted episode. On another it means something entirely different.

The host describes it. The guest reads it. Nobody guesses.

The Two Numbers To Compare

Here is where most guests get it wrong. They compare shows on audience size, or on how famous the host is, or on how good the artwork looks.

Compare shows on two numbers instead: the price you will pay, and the work you will get for it.

An audio only slot on a small show with a tight, specific audience can outperform a video slot on a large general show - for the same or lower cost. The package tells you which one you are actually buying.

So read the package like a buyer, not a fan.

- What is included: audio, video, or the host's described premium items.
- What is not included: anything the host has left off the list.
- What it costs: printed upfront, on the listing, before you ask.

And here is the part that matters most. Once you ask to book, **the price never goes up.**

No email arrives three days later with a revised number. No "we usually charge a bit more, but..." Nothing is

added after the fact. What you saw is what you pay.

For a guest, that is not a discount. It is certainty - and certainty is worth more than a cheaper quote you cannot trust.

What It Costs On The Other Side

Guest accounts are free. No card, no trial, no ticking clock. That stays true no matter how many shows you approach.

Hosts pay to run their listings. Two options: $27 a month, or a one-time $297 for a lifetime founding offer - and that founding offer is limited to the first 25 hosts who take it.

Which means when you see three packages on a listing, you are looking at a host who has decided to be clear about money rather than clever about it.

Which Package Should You Choose

Here is the recommendation, matched to your situation.

If you are new to podcast guesting and want volume - many conversations, low cost, no extra production on your side - take the **Audio only** packages. You are buying reps and reach, not assets.

If you already have a content engine and you need clips, stills and video for your own channels, pay the difference and take **Audio + Video**. The extra cost is usually smaller than what it would take you to produce that video yourself.

If a host's **Premium Offer** includes something you cannot get anywhere else - a specific audience segment, a co-branded push, a format that fits your offer - then that is the one to take. Read the host's description twice before you commit, because premium is only premium if the words describe something you actually need.

Package	What you get	Choose it when
Audio only	Recorded and published audio interview	You want reach and reps at the lowest cost
Audio + Video	Audio plus the video version	You need clips and video for your own channels
Premium Offer	Described by the host in their own words	The description includes something you genuinely need

No package is "better." Only better for what you are trying to build this quarter.

The Guest Who Skips The Package

There is a version of this where you ignore the packages entirely. You find a host you like, you send a friendly note, you ask what they charge.

Sometimes that works. Often it does not - because you have handed the other side the pen, and the number you get back is whatever they feel like writing that week.

Compare the two experiences side by side. On a show without published packages, you wait four days for a reply, then a fifth for the number. Then you ask a

follow-up question. Then you wait again, wondering whether the fee is real, whether it is negotiable, whether the price just went up because you sounded keen.

On a show with three published packages, you already know. You pick one. You book.

That is the whole point of putting the price where the guest can see it.

And if you are the host reading this, the same logic works in your favor. A clear package filters out the guests who were never going to pay and attracts the ones who were. You spend less time explaining and more time recording.

The booking request is the moment when money gets discussed. Which means every guest deserves to have that conversation before they start it, not after.

Before, you asked what a show charged and hoped the answer arrived in time. Now you read three packages on the listing, pick the one that fits the quarter you are building, and book it at the price you already saw.

The Publishing Promise and Secure Payments

Two people get a paid interview offer on the same afternoon.

The first one says yes, sends the money, then waits... and waits... and the episode never appears.

Now watch the second one. Same offer, same money... but this time there is a written date attached, and a track record you can scroll back through before you commit a cent.

That difference is not luck. It is a system, and it is the reason I no longer lose sleep over paid opportunities - whether I am the one paying or the one being paid.

The Two Things That Have To Be True

When money changes hands for an interview, you are trusting two separate things at once.

You are trusting that the person on the other side is who they say they are, and you are trusting that the episode you paid for will actually go live.

Most booking platforms solve the first problem and quietly ignore the second.

So let me walk you through the checklist I would run myself before I signed up for a paid interview, and the exact mechanics behind each item.

The Secure Payments Checklist

Here is what to look for, in order, and why each one matters.

- **Payments go straight to the host.** When you pay for an interview through Guest Booking System, the money moves through Stripe directly into the host's own account. The platform does not hold it, sit on it, or decide when it gets released. Your money is with the person you are actually doing business with, not parked somewhere in the middle.
- **Your card details never touch the booking system.** This is the part that surprised even me when we built it. Guest Booking System never sees your card number - Stripe handles the payment details end to end, and all the platform ever receives is confirmation that the payment went through. There is no card vault sitting behind the directory, because there is no card data to

vault.

- **Guest Booking System does not hold funds or issue refunds itself.** I want to be straight with you about this, because it matters. The platform is not a bank and not an escrow service. It connects you, it shows you the terms, it takes the payment through Stripe - and then it steps out of the way. The commitment to publish, and the commitment to refund, belongs to the host.

The Publishing Promise

Now the part that actually protects your investment.

Every host offering paid interviews carries a **Publishing Promise** - a written commitment to publish the episode within 60 days of recording.

If they do not publish inside that window, the guest is entitled to a full refund.

Read that again, because it is the sentence that changes how you book. The host is not promising to *try* to get to it. They are putting a date on it, in writing, and attaching a financial consequence to missing it.

And here is the second half of the promise that matters just as much: the host's track record sits right there

next to it.

You can see whether they publish weekly, whether they have gone quiet for months, whether their episode history is a steady rhythm or a graveyard of good intentions.

That is what turns a promise into proof.

Why the 60-Day Window Is the Number That Counts

Sixty days is not an arbitrary figure.

It is long enough for a host to record, edit, schedule and publish without rushing a guest into a slot that does not exist yet.

It is short enough that you are not left wondering for a season whether your money bought an interview or a story.

And when I look at the hosts who consistently honour it, a pattern shows up every time... they are the same hosts whose publishing rhythm was already visible on their listing before anyone paid them anything.

The window does not create good behaviour. It reveals it, and then it holds it in place.

What This Looks Like From Your Side of the Screen

You find a host whose audience fits yours, and whose publishing rhythm you have already checked.

You look at the package, and the price is sitting right there where you can see it before you commit.

You pay. Stripe handles it. The host receives it. Your card number stays with Stripe and nowhere else.

Then you open your calendar, book the date, and get on with your business.

The only thing you have left to do is show up and deliver a good interview - because the publishing date and the refund term are already handled.

That is what financial security in podcasting actually looks like. Not a handshake. Not a hope. A written term, a verified history, and a payment path with no strangers holding your money.

KEY TAKEAWAYS

- ► Paid interview payments route through Stripe directly to the host's account, so your money is never held by the platform in the middle.
- ► Guest Booking System never sees or stores your card number - only Stripe does, end to end.
- ► The Publishing Promise commits the host to publish within 60 days of recording, or the guest is owed a full refund.
- ► Guest Booking System does not hold funds and does not issue refunds itself; the commitment belongs to the host.
- ► The host's publishing track record is displayed alongside the promise, so you can check the history rather than take the word for it.

The promise is only worth something when the history behind it is visible... so read the history first, then decide.

CHAPTER 4

Meet Her Before You Book Her

The 1-Minute Video Advantage

Sixty.

That is how many seconds it takes to know whether someone is the real thing or just collecting badges.

Elena has hosted her show for four years. A few thousand regular listeners, a topic she cares about, and a calendar that fills faster than she can vet the people asking to sit across from her.

For a long time, her filter was email.

She would read a pitch, check a website, skim a LinkedIn profile, and make a judgment call. Some of those calls worked out. Others did not.

Then she started opening the video profiles inside the Guest & Host Directory, and the guessing stopped.

The first time she used it, she was looking at two applicants for the same slot.

Applicant one had the longer resume. Bigger companies, more years, a wall of logos in his email signature.

Applicant two had thirty seconds of herself on camera, talking about the one problem she solves for dental practice owners.

Elena watched both clips back to back, and booked the second one.

Not because the resume was weak. Because the video told her something the resume could not.

She could hear how the guest handled a simple question. She could see whether the energy matched her show. She could tell, almost immediately, whether this was a person with something to say or a person looking for a logo to pin to their media page.

The video does not replace the resume. It exposes whether the resume is attached to someone you would actually want to listen to for forty-five minutes.

That is the whole advantage. Sixty seconds of talking does more filtering than an hour of reading.

Why Reading Cannot Do This Job

A written bio is edited. It is polished, trimmed, and checked against a template. Anyone can write "I help founders scale" on a profile.

A video is harder to fake.

You can hear the pause before an answer. You can see whether the person leans in or reads from a script. You can catch the difference between someone who has lived their topic and someone who has only studied it.

When Elena scans a video profile, she is not judging production quality. Bad lighting is fine. A phone camera is fine. What she is listening for is whether the person sounds like they mean it.

She listens for three things:

- Does the guest name a specific problem they solve, or stay vague?
- Does the energy match the pace of her show - measured or lively?
- Do they talk about the audience, or only about themselves?

Three questions. Under a minute. A decision she used to spend three days on.

This is not about being harsh. It is about respecting the listener. Every guest who appears on a show borrows the host's credibility for an hour, and the host is the one who pays for that loan if it goes wrong.

Elena learned that the hard way early on. She booked a smooth-talking guest off a polished bio, only to find out ten minutes into the recording that he had nothing to say about the topic he claimed to own.

She never made that mistake again. The video profile is how she made sure of it.

What a Good One-Minute Video Actually Contains

A studio is not required. A clear sentence, a bit of eye contact, and the willingness to be seen are all that's needed.

Here is the structure that works, and it is deliberately short because a sixty-second clip punishes anyone who rambles.

1. **Ten seconds:** Say your name and the one problem you solve. Not your job title. The problem.
2. **Forty seconds:** Give one specific example, a story, or a result. Concrete beats clever.
3. **Ten seconds:** Say who you are best suited to help, so the right host recognizes themselves.

That is it. No intro music, no logo animation, no scrolling text.

Record it in a quiet room with a window in front of you. Look at the lens, not at your own face on the screen. Do it in one take, and if the first take is rough, do a second, and stop there.

The guest who does this is not just saving the host time. They are proving they can show up prepared - which is exactly the behavior a host wants to see in someone they are about to hand the microphone to.

What the Host Sees On The Other Side

Elena now keeps a short list of guests she would book again without hesitation. Every name on that list has a video she watched before the first invitation.

She is not alone in that habit. Hosts who have been burned once tend to look for proof before they commit, and a one-minute clip is the fastest proof available.

This is the role the profile was built for. When you upload a short video to your guest profile, you are not decorating your listing - you are giving the host the exact evidence they are searching for.

And for the guest who does it well, the invitation usually arrives faster than any text-only pitch would ever earn.

KEY TAKEAWAYS

- ► A one-minute video profile lets a host judge your energy and expertise in the time it takes to read an email subject line, which is why hosts who use it rarely go back to reading bios alone.
- ► Focus your clip on one specific problem you solve, one concrete example, and the audience you help - not on your job title or credentials.
- ► Production quality does not matter; clarity, eye contact, and a single coherent idea do.
- ► The video gives hosts the proof they are looking for before they extend an invitation, which shortens your wait and raises your booking rate.

CHAPTER 5

Asking With Respect

The Art of the Specific Request

In 2019, a booking request landed in my inbox at four hundred words. Today, the ones that get approved run closer to two hundred characters.

That gap is the whole lesson. Length used to signal effort. Now it signals noise.

Why Short Requests Get Read

I have read thousands of these notes over the years. The long ones all sound the same after the first paragraph.

They open with flattery. Then a life story. Then three links. By the time I reach the ask, I have already decided.

A host opens their dashboard in a five-minute gap between calls. They are not reading your pitch like a novel. They are scanning for one thing: **can this person carry a conversation my audience cares about?**

The faster you answer that, the faster they decide.

So the system I built puts a hard ceiling on the first

contact. **Six hundred characters.** That is roughly four short sentences.

Not because brevity is polite, but because a constraint forces you to say the thing that matters instead of the thing that sounds impressive.

Terms Before the Message

Most guests get this part backwards. They write the message first, then negotiate the details later.

By then, the host has already spent ten minutes on a reply. Multiply that by twenty requests a week, and you can see why so many hosts go quiet.

The better order is the opposite. Settle the terms before the host reads a single word.

When you send a request through the platform, you tick the package you want from the host's listing upfront. Price. Length. What is expected on both sides.

That means by the time the host opens your note, the commercial side is already done. There is no fee to discuss. No scope to clarify. No awkward email three days later asking what a "premium" interview actually includes.

All that is left is one question: do I want this conversation?

That is a far easier decision to make.

The Seven-Day Window

Hosts get seven days to reply to a request. That is not a deadline to pressure anyone. It is a boundary that protects both sides.

You are not left refreshing your inbox for a month. The host is not left feeling chased.

If the request is declined, it stays private. No public listing, no visible rejection on your profile, no one else can see it happened.

You simply get a polite email letting you know the host passed.

It is important to be honest about why that matters. A public decline would turn a simple no into a small humiliation, and that would stop people from ever asking again. A private one keeps the door open. Some hosts say no in March and yes in August.

The respectful request is not just about what you say. It is about how the no is handled when it comes.

What to Weigh Before You Send

Before you write anything, run your request through these filters. If it fails any of them, rewrite it.

- **Can I say it in six hundred characters?** If not, you have not found your one point yet.
- **Have I ticked the right package?** Read the listing again before you send, not after.
- **Is my first sentence about them, not me?** The host's audience comes first.
- **Have I made the ask obvious in the first two lines?** Do not bury it at the bottom.
- **Would I reply to this if I were the host, on a busy Tuesday?** That is the real test.

How Sandra Got It Right

Sandra had the wrong approach three times before this one worked. Long emails, no package selected, vague ask.

Then she changed one thing. She wrote a short note to Elena, ticked the package she wanted upfront, and sent it.

The terms were settled the moment Elena opened it. Price, length, format - all decided before a word was

read.

Elena replied the next morning. Not because the note was clever. Because there was nothing left to figure out.

KEY TAKEAWAYS

- ► Keep your first contact to 600 characters, settled on one clear point about the host's audience.
- ► Tick the package you want before the host reads your message, so price and terms are done in one step.
- ► Use the seven-day reply window as a boundary, not a chase tactic.
- ► Treat a private decline as a door left open, not a closed one.
- ► Run every request through the five filters before you hit send, or rewrite it until it passes all of them.

If the request respects the host's time, the terms are already settled, and the ask is clear in two lines - what is actually left for the host to say no to?

CHAPTER 6

The Host on the Other Side of the World

Eliminating Time Zone Sums

Ding.

A booking lands in your inbox while you are eating breakfast in Adelaide... and the guest is in London.

Before you built anything like a proper system, this is where it usually fell apart.

You open your email. You check the proposed time. You start doing the math in your head: "London is... what, nine and a half hours behind? Or ten and a half in summer?"

You count on your fingers. You check a world clock website in another tab. You type the number into the email.

Then the guest replies: "Actually, I think that's my 11:30pm."

And now you are both unsure, and nobody has confirmed anything.

Before: The Manual Math Trap

This old process actually cost you.

You spent ten minutes on the conversion. You sent it back and forth twice. You almost booked it, and then you realized the clocks in the UK were changing that weekend, not this one.

So you started again.

Multiply that ten minutes by every international booking request you handle in a month. Twenty requests? That is over three hours of your life spent doing arithmetic that a machine should be doing for you.

And the real cost is not the minutes. The real cost is the no-show.

The guest writes down "2:00 pm" in their head. You write down "2:00 pm" in yours. You both show up at different moments, on different days, staring at a blank screen.

That is a relationship that never gets a second chance.

I know this feeling because I lived it on *The My Future Business Show* for years. Guests in the UK, guests in the US, guests in Asia. Every single booking was a small negotiation with the clock.

And the clock always seems to win.

After: The Time Displays Itself

Now picture the same booking request arriving in a system that does the conversion for you.

The guest sees **9:00 am London time**. You open your dashboard, and you see the same slot written as its Adelaide equivalent. No conversion. No calculator. No second email.

You both look at the same booking, and you both see a time that makes sense in your own language, in your own city.

That is the technical adjustment at the heart of this system: **time zone synchronization**.

It is not a feature you have to remember to turn on. It is the default state of every booking.

Every time is shown in plain words in each person's own time zone.

That single line is the difference between a confirmed interview and a cancelled one.

Where It Works: Booking Page,

Email, Calendar

The synchronization has to reach every surface where the time appears, or the system breaks at the edges.

On the booking page, the guest picks a slot that already reads correctly for their location.

In the confirmation email, the time is printed again in their local words. Not UTC. Not a cryptic code. Just "9:00 am London time".

In the calendar invite, the same time lands in their calendar app, converted one final time to their device's settings.

Three surfaces. Three chances to catch an error. Three chances to save a booking that would otherwise have died in a confused email thread.

The Daylight Savings Problem

This trips up almost every DIY approach.

Clocks do not change at the same moment around the world.

In the UK, the clocks shift on one weekend. In South Australia, they shift on a different weekend, sometimes

three or four weeks apart.

For those in-between weeks, the gap between London and Adelaide is not the number you memorized. It is a different number. And then it changes again.

If you are doing this by hand, you have to remember the shifting offset for every city pair, every year.

You will forget.

Even when the international clock changes land on different weekends, the system adjusts every booking to the correct new local time automatically.

That re-adjustment happens once, behind the scenes, the moment the clocks shift. Every booking that falls after the change gets recalculated. Every guest sees the new local time. Every host sees the new local time.

Nobody has to send the "just checking the time" email.

Why This Matters For Global Scaling

You cannot scale a podcast interview schedule across multiple countries if every booking is a small math problem.

Twenty international requests a month is already three hours of arithmetic. Forty is six. Sixty is a part-time job

you did not apply for.

Scaling means the system absorbs the arithmetic, so you absorb only the interview.

You book. You show up. You record. You publish.

No calculator. No world clock website open in another tab. No quiet panic when the guest does not appear on screen.

That is the technical infrastructure behind every host who interviews guests on the other side of the world and never once gets the time wrong.

KEY TAKEAWAYS

- ► Every time in Guest Booking System is shown in plain words in each person's own time zone, on the booking page, in the confirmation email and in the calendar entry.
- ► Manual time zone conversions cost roughly ten minutes per booking, and forty international requests a month costs over six hours of your time.
- ► Daylight savings changes happen on different weekends in different countries, and the system recalculates every booking automatically when the clocks shift.
- ► Synchronized times remove the single biggest cause of no-shows in international interviews: two people writing down two different local times for the same slot.
- ► International scaling is impossible when every booking depends on mental math, because the arithmetic grows faster than the show does.

Before you book your next international guest, open your own calendar and check what time the slot is showing in your city. Then check what the guest will see in theirs.

CHAPTER 7

Booked Without the Back-and-Forth

The Automated Booking Journey

Sandra. Forty-one. Runs a leadership consultancy from a spare room in Denver.

She sent her request on a Tuesday morning and then went back to work.

That is the detail most guests never get to. Not the request itself. What happens after somebody says yes.

You have probably lived the other version. The reply lands in your inbox, warm and encouraging, and then a wall opens up. What time suits you? Which platform? Can you send a bio, a headshot, a couple of talking points? Does Tuesday work, or maybe Thursday, and whose Thursday are we even talking about? Twenty minutes of typing later you have a thread ten messages deep and nothing on your calendar.

That thread is where good interviews quietly die. Not through rejection. Through friction.

So let me walk you through the actual journey.

Step 1: The Application Fills Itself In

The moment Elena approves Sandra's request, Sandra isn't asked to start over.

Her name is already there. Her bio, her links, her headline, her video - all of it pulls straight from the profile she built. **Pre-filled data** replaces the blank form.

This matters more than it looks. Every field you ask someone to retype is another chance for them to close the tab.

For the guest, the step takes about a minute. For the host, zero.

You know it worked because the application that arrives reads like the person's profile, not like a hurried form submission at midnight.

Step 2: The Fee Settles Before Anyone Talks

If the host charges for an interview, the fee shows on the package the guest selected.

The guest pays it right there. No invoice email. No "let me send you a payment link." No waiting three days to

find out whether the guest is serious.

If there's no fee, the guest skips straight through and the application moves on.

Either way, the money question is closed before the conversation about scheduling even opens.

Step 3: The Guest Picks a Time. Not a Suggestion. A Time.

This is the part that removes the worst email of all.

Elena doesn't offer dates in a message. The guest sees her open slots and picks one.

The system shows each slot in Sandra's own local time, so she is choosing from real options, not guessing at conversion.

She clicks. The booking is confirmed. Both calendars update.

The whole transition from "yes" to a confirmed calendar event takes a couple of minutes. You know it worked because there is nothing left to negotiate.

Step 4: The Reminders Run Themselves

This is the step guests remember, even if they never notice it happening.

About 8 hours before the interview, both parties get a reminder. About 1 hour before, another one lands.

I set those to fire automatically because the human version, a diary note and good intentions, fails at exactly the moment it matters. The day you are juggling three calls and a school pickup is the day the interview slips your mind.

Two reminders, spaced so the first one gives you time to prepare and the second one catches you right before you sit down.

You know it worked because nobody joins the call asking which time zone they are in.

Step 5: Messages and Changes Stay in One Place

Nothing about this journey traps you in a thread.

If Sandra needs to move the interview, she reschedules

from her Dashboard. No apologetic email, no back-and-forth about what else might work. She picks another open slot and both calendars follow.

If either person has a question, it goes through the same Dashboard.

Every message, every change, every detail sits in one place instead of scattered across an inbox and a notes app.

That is what makes this scalable. Not the automation for its own sake. The fact that approval now leads somewhere, every time, without you pushing it there.

KEY TAKEAWAYS

- ► The guest's application pre-fills from their profile, so approving a request moves straight into booking rather than another form.
- ► Fees settle at the point of application, which closes the money conversation before scheduling starts.
- ► Guests pick from real open slots in their own local time, converting a "yes" into a confirmed calendar event in minutes.
- ► Automatic reminders go out about 8 hours and 1 hour before the interview to both parties, which is what keeps the slot from slipping.
- ► Messages and rescheduling live in one Dashboard, so no part of the journey depends on an email thread staying alive.

Go into your own booking flow as if you were a guest and count how many fields you are asked to fill that you have already filled somewhere else.

CHAPTER 8

The Day of the Interview

Professional Standards for Guests

You settle into the chair, open the meeting link, and check the little preview window. Your hair looks fine. Your shirt is clean. Then you plug in a $15 headset from a drawer and hope for the best.

Most guests I talk to have never thought about this part. They spend hours on the pitch, the bio, the topics. Then they treat the recording itself like a phone call.

And that is where good conversations fall apart.

A host put their name on you. They told their listeners, in effect, "Trust me on this one." If the audio crackles, if your voice echoes off a bare wall, if you freeze for six seconds mid-sentence, that trust takes the hit. Not you. Them.

So the standard is not perfection. It is preparation.

Here is the checklist I go through before every single interview.

The Guest Preparation Checklist

- **Wired internet connection** - not Wi-Fi

- **Quiet room with soft surfaces** - a bedroom beats a boardroom
- **Headphones, plugged in** - wired, not Bluetooth if you can help it
- **Microphone and camera tested 10 minutes early** - no later
- **Recording controlled by the host** - you do not press record, ever

Five items. Twenty minutes of your life. That is the whole cost.

Let me tell you why each one earns its place.

Why Wired Internet, Not Wi-Fi

Wi-Fi is a shared resource. Your neighbor runs a video call. Your teenager starts a download. Your router decides, without asking you, that this is the moment to hiccup.

A wired connection removes one variable you can actually control.

I have heard too many interviews where the guest dropped out for eight seconds at the exact moment they were answering the best question of the hour. You cannot edit that back. You cannot re-record the energy.

Why the Room Matters More Than the Gear

A bare room turns your voice into a ping-pong ball. Sound bounces off hard walls, hard floors, hard ceilings and lands back in the microphone looking tired and muddy.

Soft surfaces absorb that bounce. Rugs, curtains, bookshelves, a bed, a couch, even a pile of laundry on a spare chair.

You do not need a studio. You need a room that does not fight you.

And every door in the house should be shut. Every phone on silent. Every notification turned off. I have heard a smoke alarm chirp through an entire hour because nobody thought to check the battery.

Why Headphones, Plugged In

Headphones do two things at once. They let you hear the host clearly, and they stop your own speakers from feeding your microphone back into the call.

That feedback loop is the single most common audio disaster I hear. It sounds like a robot screaming

underwater. It is almost always caused by a guest listening on speakers.

Wired beats Bluetooth here, too. Bluetooth compresses audio and occasionally drifts out of sync. For a podcast, that is not a small thing.

Why You Test 10 Minutes Early

This is the one most guests skip.

You test the microphone. You test the camera. You check that the host can actually hear you and see you. You confirm your name shows up correctly in the meeting room.

Sandra, one of my regular guests, does this every time. Ten minutes before, wired connection in, headphones on, mic checked, camera checked, quiet room confirmed.

She has never once had a recording go sideways.

Ten minutes. That is the difference between a guest the host invites back and a guest the host quietly never calls again.

And if something does go wrong during the test, you have ten minutes to fix it. Not ten seconds.

Why the Host Keeps the Controls

You do not press record. You do not stop the recording. You do not ask for a copy of the raw file unless the host offers it.

The host owns the show. The host owns the edit. The host owns the distribution. Your job is to show up, sound good, and say something worth keeping.

This is not a power thing. It is a quality thing. The host knows their process, their backup, their editing timeline.

You stepping in to "help" with the recording usually creates a second file, a second timeline, and a second headache nobody asked for.

What Sandra Does Differently

Before every interview, Sandra runs the same routine.

Plug in the ethernet cable. Close the door. Put the phone in another room. Headphones on. Mic test at the ten-minute mark. Camera test right after.

Then she sits still and waits for the host to say, "We are rolling."

She is not a technical person. She runs a consultancy,

not a studio. She just decided, years ago, that showing up sloppy was not an option.

Her recordings sound clean every time. Her hosts invite her back. Her episodes get shared because people can actually hear her.

That is what the checklist buys you. Not perfection. Reliability.

KEY TAKEAWAYS

- ► Show up wired, not on Wi-Fi - a stable connection is the one variable you can fully control before the recording starts.
- ► Record from a soft room with the door shut and every phone silenced - the space around you shapes your voice as much as the microphone does.
- ► Wear wired headphones so your speakers never feed back into the host's recording, and test both mic and camera ten minutes early.
- ► Let the host own the recording, editing and distribution - your job is to sound good and say something worth keeping.
- ► Guests who prepare get invited back, and repeat invitations are where the guesting flywheel actually starts spinning.

CHAPTER 9

The Episode is Live

Verified Interviews and Testimonials

"Should I really do this?" you ask yourself.

You have the profile. You have the first booking behind you. Now someone asks the quiet question every serious guest asks themselves around this stage: what does any of it actually add up to?

Here is the principle, stated plain: one appearance is a moment, but a verified record of appearances is an asset.

A moment fades. An asset compounds.

So let me show you what I mean, because the difference is not marketing language. It is a structural difference in how your credibility gets stored.

What Happens When the Episode Goes Live

The host finishes the edit.

The host publishes the episode.

The host opens the system and drops the live link onto

your guest profile.

That is the whole action on their side. One field, one link, a few seconds of their time.

And on yours, a notification lands in your inbox. An email that tells you your interview is live, with the link sitting right there in the message.

No chasing. No "hey, did my episode ever go up?" email three weeks later. The system carries the news to you.

That link does something specific the moment it lands. It becomes a **Verified Interview** on your profile.

Not a claim you made. Not a logo you typed in yourself. A live episode, published by the host, attached to your name inside the system.

Why "Verified" Is Load-Bearing

Anyone can write a list of shows they have "been on."

Plenty of people do. A slide in a pitch deck, a line in a bio, a logo wall on a website. Nobody checks. That is exactly why it is worth so little.

Verification closes that gap.

Only interviews booked through the system and confirmed by the host can appear as verified. The host confirms it. That is the gate.

Which means a verified interview on your profile is not a statement about you. It is a statement from the host, standing behind the fact that the conversation happened and the episode is real.

Read that again, because it changes what the badge is worth.

When a future host lands on your profile and sees ten verified interviews, they are not reading your marketing. They are reading ten other hosts' endorsements, stacked on one page.

Your profile stops being a resume and becomes a record.

That is the asset. It works while you sleep, because it never asks you to re-prove anything you already proved.

The Second Layer: Testimonials

Links are proof that the interview happened. They are not proof that it was good.

So after the session, a feedback form goes out.

You fill it in. The host fills in theirs. And here is the part that matters: nothing goes public without both sides agreeing.

Guest consent. Host approval. Two gates, not one.

When both gates open, the testimonial appears on the host's public page. On their profile, where a future guest is browsing, deciding who to trust with their next hour.

Which means your words about that host become part of what makes that host look credible to the next guest. And their words about you sit on your record in the same way.

This is a quiet loop, and most guests never notice it is turning.

You give an honest account of the interview. The host gets a public signal that they run a good show. You get a verified line in your own record. Everybody gains, and nobody had to ask for a favor.

I have watched this accumulate for guests across the shows I have run. Ten episodes turns into twenty. Twenty turns into a page a future host can scan in sixty

seconds and know, without emailing anyone, that this person shows up and delivers.

Nothing in that page was self-declared.

KEY TAKEAWAYS

- ► When a host publishes your episode, they add the live link to your profile and you receive an email notification with that link.
- ► Only interviews booked through the system and confirmed by the host appear as Verified Interviews, which makes them host-endorsed rather than self-claimed.
- ► A stack of verified interviews turns your profile into a cumulative record of professional credibility rather than a one-off resume.
- ► After the session, a feedback form goes out, and testimonials only appear publicly with both guest consent and host approval.
- ► The whole loop runs without you chasing anyone, which means your record keeps growing in the background while you focus on the next conversation.

So when that notification arrives, open it. Take the sixty seconds. Let the link land on your profile where a future host will actually see it.

The record builds itself, one episode at a time.

CHAPTER 10

The Guest Who Wanted a Badge

Filtering for Substance Over Visibility

"I've got a new program launching next month," Marcus wrote. "Happy to come on and talk about it."

That was the whole pitch. He sent it on a Wednesday, and it sat in my queue next to nineteen other requests.

I read it twice, looking for the thing that is always missing in pitches like that... and it was not there.

Marcus is thirty-eight. He sells programs. He has a following, a decent one, and he wanted what a lot of people want when they ask for a microphone: the badge.

Here is the first belief worth taking apart.

Myth One: Paying Guests Get Preferential Treatment

"If I pay the fee, the host will say yes. Money talks."

I hear a version of this all the time, and I understand where it comes from. Fees settle before scheduling. That part is true. But paying does not buy airtime, and no payment ever will.

When I read Marcus's request, I did what I have done for years with every pitch, paid or free.

I asked one question: **is there something real here that my audience genuinely needs to hear?**

For Marcus, the honest answer was no. He wanted to announce a program. My listeners would have gotten a sales pitch dressed up as a conversation, and they would have felt it inside four minutes.

So I declined the request, and the fee went back automatically the moment I rejected it. He did not have to chase anyone for a refund. He did not have to send a follow-up email asking where his money went. The system returned it on its own.

That is how a paid slot should work: the money settles early, and it leaves just as cleanly when the answer is no.

Now, the second belief, and this one is more common.

Myth Two: More Exposure Is Always Better

"Any interview helps. The more ears, the better."

It sounds reasonable, which is why it gets repeated so

often. But guests who chase visibility over substance do real damage - not to themselves, to the host.

Every guest carries the host's endorsement. When I put someone on the show, I am telling my listeners: this person is worth your time. If the conversation turns out hollow, they do not blame the guest. They blame me.

That trust took years to build. It is the one thing a host cannot reorder from a supplier.

Which is why the filter question is not an obstacle to growth. It is the only reason there is a show to grow.

Ask yourself what a listener would actually write down while you talk. An idea? A method? A story with a turn in it? If there is nothing to write down, there is nothing to book.

Now the third belief, the one that hides behind good manners.

Myth Three: Any Topic Will Do as Long as You Are Enthusiastic

Enthusiasm is not substance. I have had polished pitches with mood boards, media kits and a ten-point list of talking points that added up to nothing my audience needed that week.

Substance looks different. It sounds like: "I cut my studio's post-production time in half using a two-tag system," or "here are the three questions that stopped my discovery calls from running long."

Specific, taught, useful. That is the whole test. You do not need a badge. You need something to hand over.

Marcus had a program to launch. What he lacked was an answer to the only question that mattered.

Run the Filter Before You Send

Every guest can apply the host's test to their own pitch before it goes anywhere. It takes about two minutes, and it changes what you write.

- Name the exact thing your listener will be able to do after the episode.
- Cut every sentence about your product, your launch or your authority.
- Lead with the problem your audience feels, not the solution you sell.
- Offer one concrete story with a real turn in it, not a list of topics.
- Ask yourself whether this conversation would exist if you had nothing to promote.

If the last one trips you up, rewrite the pitch until it does not.

Because here is what most guests never see: hosts are not gatekeeping to feel important. We are protecting a room we spent years filling.

A yes from a host is a borrowed name. Spend it on something worth saying... or do not spend it at all.

KEY TAKEAWAYS

- ► A host declines paid pitches when the content serves the guest's launch and not the audience, and the fee is refunded automatically on rejection.
- ► Every guest appearance borrows the host's credibility, so hosts filter for listener value, not for who paid.
- ► Run the substance test before sending: name what listeners can do afterward, cut the promotion, and lead with an audience problem.
- ► If your pitch only works when you have something to sell, rewrite it until the conversation stands on its own.

CHAPTER 11

An Asset That Keeps Working

Scaling Through Inbound Opportunities

Open the website you already have.

Find the page where someone would learn about working with you. Go on, it's right there. Now look at it the way a podcast host would, a host who has never met you, has sixty seconds to fill a slot, and is deciding who to invite.

What do they see?

A photo. A bio. A service list. A "Contact us" button that starts an email thread neither of you has time for.

Nothing on that page tells them you are safe to book.

That was the before picture for me, for years. My own site had all the polish and none of the proof. Every invitation I earned started from zero, because the host had to take my word for everything.

Now watch Sandra's version of the same page.

The Same Consultant, Two Different

Websites

Sandra still runs her leadership consultancy from that spare room. Same expertise. Same offer. But her site now has two things mine never did.

First, a button that says "Book me as a guest."

Second, a strip of verified interviews sitting right below it, each one linking out to a real episode with a real host who confirmed she showed up and delivered.

A visitor clicks through. They hear one minute of her speaking, they scan her record, and they know exactly what they're getting. No email chain. No credential checking. No leap of faith.

That's the whole shift. **The record does the selling, and the button does the booking.**

Hosts who find her this way arrive already convinced. They don't need to be pitched. They just need a time.

Where Those Invitations Actually Land

Here's the part I want you to sit with for a second.

Sandra doesn't send these invites. They come to her.

Months after her last outreach, a host she has never spoken to clicks that button on her site and starts an invitation.

This is where the old model breaks down completely. My early invites went out one at a time, manually, into the void. Every booking was earned twice, once by the pitch and once by the interview.

Inbound flips it. The pitch already happened. It happened when the host watched your clip and read your page.

So what does that host-facing flow actually look like from your side?

- You get a notification that someone wants to book you.
- You open the invitation and read what the show is about.
- You decide yes or no, on the spot, from one screen.
- You pick a time from the host's open availability, shown in your own local time.

That last point matters more than it sounds. The invitation doesn't come with a proposed slot attached. You choose from what the host has left open, which

means you're never countering a time that doesn't work, never converting between zones, never sending a "does Wednesday at 3pm my time work?" email that gets misread.

The host opens a window. You step into it. Done.

Two Minutes, Not Two Weeks

Compare that against the before picture one more time.

Before: an email thread of nine messages, a spreadsheet of time zones, a calendar invite that arrives with no context, and a host who half-forgets why they booked you.

After: one invitation, one click, one confirmed time, all because your profile did the qualifying work before you ever showed up.

The friction that used to live between interest and interview is simply gone. A host browsing for guests at 11pm can book you without waiting for you to wake up.

That's not a small convenience. That's the difference between an opportunity dying in an inbox and an opportunity landing in your calendar.

And it scales, because you're not doing anything per

invitation. The system is running on the asset you built.

KEY TAKEAWAYS

- ► Put a "Book me as a guest" button on your own site so anyone who lands on your page can move straight to a booking without an email exchange.
- ► Keep your verified interview record visible and linked, so a host can audition you in under a minute and arrive already convinced.
- ► Invitations don't carry a proposed time, which means you always pick from the host's real open availability, shown in your local time, with no conversions to work out.
- ► Accepting an inbound invite is a two-minute job from one screen: read what the show is about, say yes or no, choose your slot.
- ► Every verified interview you add makes the next invitation easier to earn, because the record is doing the persuading for you.

None of this happens overnight. Sandra earned it one interview at a time, and I earned it across years of my own show before the invites started arriving unannounced.

But here's the number I keep coming back to. A host who finds you through your own button and your own record requires about two minutes of your attention to book. A host you cold-pitched requires weeks of yours.

Same interview. Two completely different costs. The record pays the difference.

So open your site again. If there's no button and no record sitting there, that's the gap between the consultant who waits and the one who gets booked while she sleeps.

CHAPTER 12

Sandra's Simple Routine

A Three-Step Routine for Experts

It was January 2023 when I stopped treating guesting like a scramble and started treating it like a system.

Nothing clever happened that day. No new tactic. I just sat down and asked what three moves actually mattered, then cut everything else loose.

Three moves. That is the whole routine.

You probably have the same handful of questions I did when I got here, so let me answer them in the order they show up.

Which shows should you even bother with?

Start with the audience, not the download number.

A show with a few thousand devoted listeners who all run the same kind of business will move your work further than a show ten times the size with a scattered crowd.

So before you shortlist anything, ask if the hosts discuss the exact thing you solve.

If a listener hears you for thirty minutes and still cannot say what you do, the appearance was wasted - no matter how big the audience was.

Choose three shows a month. Not thirty. Three.

Then settle the package before you write a word to anyone, because price ambiguity is what kills good invitations.

Why does the package need to be settled before contact?

Because the fastest way to lose a host's attention is to make them guess what you want.

When your profile openly shows your interview packages - audio only, audio plus video, your premium option - the host already knows the shape of the booking before they reach out.

No surprise invoice. No awkward email asking what it costs.

And paying for a package does not buy you airtime. It buys clarity for both sides.

That distinction matters, because hosts protect their audience, and they will not hand a slot to someone who

treats the fee like a ticket.

Settle it once in your profile, and the conversation starts halfway done.

How do you handle the time zone without doing sums?

This is the part that used to eat my evenings.

You open a message from someone in another country, and suddenly you are converting hours in your head, second-guessing daylight changes, and hoping you got it right.

Stop doing that.

Connect your Google Calendar. The system reads your real open slots, and when a host books you, the meeting link and the reminders land on your calendar without you touching a thing.

Every time is shown in plain words in each person's own zone, so nobody is converting anything.

KEY TAKEAWAYS

- ► Pick three shows a month by audience match, not by download count.
- ► Show your interview packages openly on your profile so the host never has to ask the price.
- ► Connect Google Calendar so booking links and reminders appear without manual work.
- ► Let plain-word times replace every time zone calculation you used to do by hand.

The reminders arrive about eight hours and one hour before the interview. The host confirms the booking. The link is already in your inbox.

You did none of that work, which is rather the point.

Now the last question, and it is the one that decides whether any of this sticks.

What does the routine actually look like week to week?

One sitting. Once a week. Same chair, same coffee.

First, you shortlist three shows whose listeners match the people you serve.

Second, you check that your packages are current and your profile still reads the way you want it to.

Third, you open your calendar and clear any pending invitations that need a reply.

That is the entire routine. Twenty minutes, maybe thirty on a slow week.

Everything else - the confirmations, the reminders, the links, the plain-word time display - happens on its own once your calendar is connected.

The experts who last in this space are not the most energetic. They are the ones with a habit small enough to keep on a bad week.

A routine that survives a bad week is a routine that compounds.

Conclusion

Nearly 1,000 interviews in, I can tell you the guests who win are never the loudest ones. They are the ones who understood something quiet and structural early: that trust travels through other people's audiences, and that being findable beats being persistent.

That is the best kept podcasting secret, and it was never really a secret at all.

It is a system. One you now hold in your hands.

Think about what Sandra learned across these twelve chapters, because her path is the one I have watched hundreds of guests walk - or fail to walk.

Forty-one likes from people who already knew her produced zero inquiries. One aligned interview, with a host whose listeners trusted her judgment, did what a year of posting could not. That contrast is the whole book in miniature.

You now know why the inner circle is a fragile foundation. You know how to read a show listing like evidence rather than marketing, how to verify audience alignment by pressing play instead of trusting a description, and how to settle packages and price

before a single message is sent.

You know the Publishing Promise is a written term, not a hope. You know a one-minute video does in sixty seconds what a bio cannot do in six paragraphs.

And you know a routine small enough to survive a bad week is the only kind that compounds.

The Takeaways Worth Keeping

- Reach without trust is noise. A host's introduction transfers credibility to strangers in a way your own posts never will.
- Your guest profile is not a form. It is the first handshake of the client journey, made once and repeated forever.
- Show data beats show marketing. Publishing frequency, last live date, and reply speed tell you more than any listing description.
- Prices and packages belong on the listing, settled before contact. Nobody should have to ask what a show charges and wait for an answer.
- Every time, on every surface, in plain words in each person's own time zone. Arithmetic grows faster than the show.
- Preparation, not perfection, is the professional

standard. Wired internet, a quiet room, headphones, and a ten-minute test.

- Verified interviews build a record that works in the background, one episode at a time, without you lifting a finger after the notification arrives.

What To Do This Week

Do not read this and nod. Read it and move.

1. Go to https://guestbookingsystem.com and build your guest profile - name, photo, headline, topics, a short bio, what you want to discuss, and a link. Do it before the week ends.
2. Record your one-minute video on the profile. Ten seconds on who you are, forty on what you solve, ten on the invitation.
3. Pick three shows based on audience match. Press play on a recent episode of each before you request anything.
4. Send one request capped at 600 characters, with the package ticked and the terms already settled.
5. Connect Google Calendar so bookings and reminders land automatically, about 8 hours and 1 hour before each interview.

If you host a show, the same system serves you from the other side: three packages published with prices,

your availability open, and guests arriving already filtered by a video and a visible record.

There is more to learn, and the community at https://guestbookingsystem.com is where it continues - new hosts, refined listings, and guests who keep raising the bar for what a real conversation sounds like.

I built this over a decade on the host's side of the microphone, and I built it for one reason. Good people with something real to say should not be invisible to the audiences that need them.

So stop pitching into silence. Build the profile. Record the minute. Let the record do the asking for you.

You have my word on this much: if you build it once and let it work, the right rooms will start opening, and one conversation, heard by the right person at the right moment, can still change a business.