



## **Become a Standout Podcast Guest in 3 Steps with Bill Ringle**



# Workbook for Entrepreneurs Taking Action Presentation

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## About Bill Ringle

Bill Ringle is the host of My Quest for the Best, the podcast for ambitious small business leaders.

Subscribers tune in each week to learn from and be inspired by accomplished guests with published books on Amazon, such as Mark Victor Hansen, Sam Horn, Dorie Clark, Chester Elton, Scott Young, and more than 300 other top experts.

For more about the podcast, visit: [MyQuestFortheBest.com](https://MyQuestFortheBest.com)

For additional resources in support of this presentation, visit: [MyQuestFortheBest.com/ETA](https://MyQuestFortheBest.com/ETA)

For more about ETA membership, please visit: <https://etatoday.zone/>

# About Podcasting Trends

## Your Podcast Guesting Avatar

<b>Curious Art</b>	<b>Crashing Brad</b>	<b>Clicking Courtney</b>
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### **1. Describe your podcast starting point.**

- a. Have you been a guest? Where? Total interviews?
- b. Do you have a web page listing your interviews?
- c. Do you have dedicated, up-to-date equipment and connectivity?
- d. Do you have a list of “Top Target Podcasts” to reach out to?

### **2. Describe your desired podcast guesting in the next 12 months.**

- a. What shows do you want to guest appear on?
- b. How much effort are you devoting to securing guest appointments?
- c. What resources are you willing to devote?
- d. What are the top 3 ways you will measure success?

Tips on Preparing

Tips on Presenting

Tips on Follow-up

Steps to Make and/or Strengthen My Golden Thread

# Your OPG Action Plan

## 1. Quick Wins

What are the quick easy steps to take in the next 3 days? (Low Hanging Fruit)

## 2. Honest Effort

What time and financial resources will I commit in the next 90 days? What results will allow me to commit another set of resources? What additional help/guidance will I get to accelerate my growth?

## 3. Measurable Results

How will I measure my success each week? Each Month? A year from now?