



# THE QUICK AND DIRTY PODCAST VETTING CHECKLIST



Appearing as a guest on the right podcasts can rapidly accelerate your brand's visibility and authority — but you shouldn't jump at every opportunity. Being strategic about which shows you appear on ensures that your investment of time pays off and positions you in front of your ideal audience.

Use this checklist to quickly evaluate if a podcast will give you the ROI you need for growing your business. [Get more information about this checklist.](#)

NOTE: Some items may not be relevant to your needs. Feel free to ignore those.



## Audience Alignment

### Does the podcast's audience match your Ideal Customer Profile (ICP)?

- Main professions, industries, or roles that listen
- Listener locations (Do you do business in those regions?)
- Audience interests, pain points, and needs
- Audience age, gender, income, and education demographics



## Brand & Values Fit

- Podcast brand aligns with your company brand
- Host's values align with your company's culture and values



## Topic Relevance

- Your preferred subject matter is a natural fit for the show
- Your expertise compliments or elevates their recent content
- Your insights are valuable to the audience's interests and needs
- You have read the show description and sampled recent episodes to ensure there's a topic fit



## Episode & Engagement Metrics

### Do their episode stats suggest momentum rather than stagnation?

- Listenership or downloads per episode
- Strong or decent social reach
- Positive ratings and reviews
- Episode frequency



## Host Professionalism

### Trust your intuition: If something feels off, reconsider appearing on the podcast.

- Host is organized, communicative, and professional during any pre-interview calls
- Host's questions show genuine curiosity about your story and expertise
- Rapport and trust were present
- No red flags, such as disorganization, unclear processes, or uncomfortable questions
- After listening to a few episodes:
  - The host treats guests with respect and warm curiosity
  - The audio quality is high
  - Conversations flow well and provide value to the audience



## Checklist Summary

### Before agreeing to any podcast appearance, double-check:

- The audience is right for your brand and offerings.
- There's a genuine values and brand fit.
- Your topic will resonate with their listeners.
- Engagement and reach are solid, if not spectacular.
- The host is a professional (and a good partner for your brand).

# READY TO LAND YOUR NEXT GREAT PODCAST GUEST SPOT?

Use this checklist to vet every opportunity—and watch your authority (and results) grow! Want more resources for building your thought leadership and visibility?

[Connect with us for a free session today!](#)

