

Entre-Talk: How to Pitch Yourself



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With Your Host

Jody Moore

[Better Than Happy](#) with Jody Moore

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I'm Jody Moore and this is *Better Than Happy, Entre-Talk: How to Pitch Yourself*.

Did you know that you can live a life that's even better than happy? My name is Jody Moore. I'm a master-certified life coach and a member of the Church of Jesus Christ of Latter-Day Saints. And if you're willing to go with me I can show you how. Let's go.

Hello, everybody welcome to an *Entrepreneurial-Talk* episode. So as entrepreneurs sometimes we do what we call pitching, which is trying to get your message or maybe your freebie, maybe yourself as a guest on to someone else's platform. Maybe you're trying to write an article and you're pitching yourself to a magazine or someplace where they publish articles. And you're pitching your article, maybe you're pitching yourself to be a guest on somebody else's podcast or YouTube channel or on a TV show or something.

The idea is that you reach out and try to serve someone who has a big audience and serve their audience and it benefits them by having an expert and a guest but it also benefits you by getting you in front of an audience that many of which maybe haven't heard of you, so it helps to expand your reach. So it can be a win both ways but it's one of those things that I want to give you a few tips on how to approach in a way that will likely yield you better success because it's challenging, it's a tough thing to do.

And that's the first thing I actually want to begin with in this episode is if I decide and I have done this before in the past where I've been like, "Hey, I should try to get on to some more or podcasts. Or I should try to go on maybe a TV show or something." Or, hey, maybe I want to give a TED Talk, something like this. I first and foremost think of it as a numbers game. And I recommend you think of it as a numbers game. That you don't spend a long time overanalyzing any little particular details.

It really is a numbers game because for everyone who tells you, "No, there can be a million different reasons why." Some of them may have to do with your or your message but many of them have nothing to do with you at all.

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They have to do with what's going on at that place. They have to do with somebody's best friend that came along that they gave the slot to. There's just so many variables that you can't possibly know. But if you get yourself overly emotionally involved in it or you make it mean something dramatic or heavy, it's going to be exhausting.

And it's not going to be a strategy you're going to stick with very long. So first and foremost it's a numbers game. If I wanted to get on to 20 podcasts I would tell myself, I'm going to need to pitch myself to 100 podcasts. I like to give myself a 20% conversion, is what I'm aiming for in this type of a situation, like a pitching game. If I wanted to get on to TV shows maybe I'd need to pitch even more, maybe it's even harder. I don't know. I just like to go big and I like to tell myself big numbers like that, to get on 10 to 20, I'm going to need to pitch 100.

Because then when I get 80 to 90 no's, I'm not crushed and defeated. I expected that going into it. Expect a lot of no's, that either come in the form of a literal, no, thanks, we're not interested or a non-answer, a non-reply. That is a no. Now, when I say pitch myself I don't just mean I'm going to send one message. I'm going to have to probably reach out to this person or business or platform in multiple ways. Some people like to communicate via DMs on social media. Some people like to communicate on LinkedIn. Some people respond better to email.

Maybe there are places where you can find a phone number and call someone. Great. Try multiple avenues because think about it, we're all different. People say to me, "You didn't know that thing was happening. We sent an email." And I'm like, "Oh, that's why I didn't get it." Because I don't really look at emails. But if they text me or they DM me, I'm much more likely to see it. That's just me personally. Everybody's different. So you've got to be willing to reach out multiple times in multiple ways through multiple channels for every one person or platform you're going to pitch.

So this is a time strategy. You guys know how I teach that to grow your business you're going to need to either invest time or you're going to need to invest money. This is a time investment. If your brain's like, that will take

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so long. Yes, it will but it's also free. Doesn't cost me anything to pitch myself to all these different places. And if I can get on to some platforms and get some exposure, it's a win. So that's the first thing to keep in mind, it's a numbers game 80-90% of the time you will be told no. That's alright, keep going.

The next thing, you have to be providing value for them, not just, it's not just about the value you're going to get. I'll tell you, having a podcast myself, I get a lot of people reaching out asking to come on my podcast. And often they do a terrible job of selling me on what is the value for me. They usually are decent at selling me on the value for my audience which I appreciate because I do care about my audience. So they often say things like, "Here's this expert." It's oftentimes a representative of the person, it's not the person themselves.

Sometimes it is the person themselves but they'll say things like, "This person has an amazing story. They went through this huge transformation." Or, "This person is an expert on x, y and z. And your audience will love learning this." Okay, that's great. But what about for me, what's the value for me? What are the things that I care about as an entrepreneur and businessowner aside from my audience?" I care about my audience. But also I'm trying to find ways to save time.

If I bring an expert on, that often doesn't save me time because I have to do my due diligence to research this author or this other expert. I have to learn about them. I have to properly vet them and I have learned this the hard way by the way. I have to vet them to make sure that they are number one, a quality communicator, that they're able to articulate their ideas in a concise way, that they are going to deliver a message that I agree with, that they are going to be on time and ready to go.

That they're going to have talking points with kind of outline so that I don't have to carry the load. There's just so many reasons why bringing a guest on is way harder for me than just doing it on my own. It requires more time. If I'm doing it on my own I could just sit down and hit record and tell you what I'm thinking. If I have a guest, we have to coordinate times of when is

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this going to happen and how is it going to work? And are they going to send me their bio and their head shot and all the things that I need? And then it's way more complicated.

So yes, it's important to me that they are serving my audience but at what expense? What is the expense on my end of effort and time and risk because I don't know what this person's going to say. I don't know their reputation. I don't know if they're going to go off next week and do something that I flat out disagree with. So you've got to think about what the entrepreneur values.

Now, this brings me to the next thing which is what if you provide some value ahead of time? People who have a platform care about number one, quality content, trying to save time, trying to save money, maybe trying to increase revenue if they have a for profit business of some sort, how do they make money? And what you do that might help? Bottom line is with the particular platform, let's say it's a podcast, they want to grow their following. They want to get more exposure. So is there something you can do that contributes to that for them or makes their life easier in some way?

Can you do something that, for example, can you take one of their podcast episodes, make it into a short handful of social media posts and say, "I'm going to be sharing these posts over the course of the two weeks leading up to our podcast." To get people excited about coming on and listening to me on your show, I don't know. I just made that up off the top of my head. I don't know if it's a good idea but do you see how it gets, it saves me time. It gets me exposure. It might be more intriguing to me than just can I come on your podcast?

Relationships are another important key. If you're trying to pitch yourself to other people to get on their platforms to access their audiences, they're going to want to see that you have engaged with them in the past, that you've been following them, that you've commented or liked or shared some of their work. I know some people who happen to be really good at this, really good at networking and collaborating and do you know what I

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notice about them? Is that they are sincere about wanting to see other people succeed.

They are reaching out supporting me because people do this to me all the time, people who are really good at this, they support me and I'm not trying to tell you to do this to me. I'm just saying to whoever you want to pitch. They share my stuff. They reach out and offer to help me with things without any kind of ask in return. They're building that relationship of I support you, I'm one of your fans, I'm one of your followers, I want to see you succeed.

And then when the ask comes, if there is one, I'm much more inclined to entertain it and consider it, because I do want to support people who I feel like are supporting me. So engage, support, promote in any way you can, build a relationship and show that you are a part of helping them win. We want to help people win. We just have to be considerate about how much time and where we devote that time.

And then this is the last thing I'll give you and probably the easiest and most important. I don't know if it's easiest. It's not hard. It just takes time. Build your own platform. Build your own platform. Build a following of your own because if somebody comes along and says to me, "Can I be on your podcast", and I notice that they already have a really big following, that's a win for me and a win for them. And I'm willing now to do my due diligence of making sure that they're a clear communicator and prepare for the talking points and line up the time to meet.

Because they're going to get exposure to my audience and they're going to serve my audience. And I'm going to get exposure to theirs now and it's a win both ways. So I'm not saying that you have to wait until you've reached some kind of milestone to start pitching yourself. Just know that once you have, it will get much easier to get yeses. In the meanwhile it's a numbers game. And the numbers are going to tip more in your favor as you keep doing your work of building your following on whatever platform you choose.

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Alright, thanks for joining me today everybody, have a great rest of your week. I'll see you soon.

Hey there, if you enjoy this podcast or even if you just find that it sort of piques your curiosity, or it makes you think, you're going to love the book that I wrote. It's called *Better Than Happy: Connecting with Divinity Through Conscious Thinking*. And it's available now at Amazon in print or kindle version. Or if you want me to read it to you, head over to audible and grab the audio version. And why not grab a copy for your sister, your best friend, or your mom while you're there too. Just saying.