

PREMIUM RESOURCE — THE CLUB MCR

THE NETWORKING

FLYWHEEL.

How to use your podcast as a relationship-building machine. Who to invite, how to nurture guests into clients and referral partners, and how to build a community around your show.

THE BIG INSIGHT

Your Guest List Is Your Business Development Pipeline

The most underused benefit of running a podcast is not audience growth or brand visibility. It is the direct access it gives you to people you would otherwise never get in a room with. Every interview is a 45-minute one-to-one with a founder, leader, or expert in your field. Here is how to turn that access into a genuine business development engine.

01

Book Strategically, Not Just Interestingly

Before reaching out to any guest, ask three questions. Is this person someone my ideal client looks up to? Is this person a potential client themselves? Could this person refer me to their own network? If the answer to at least one of these is yes, they belong on your list. A guest who becomes a referral partner is worth far more than a popular name who adds downloads but no business value.

02

The Pre-Recording Relationship

The relationship starts before the microphone goes on. Send a personalised email when you confirm the booking — not a template. Reference something specific about their work. Ask one genuine question you are curious about. Arrive at the session having listened to their other podcast appearances. Guests who feel genuinely prepared for will always remember you more than hosts who had not done their homework.

03

Make Them the Hero of the Episode

Your job in the interview is not to impress — it is to make your guest look brilliant. Ask follow-up questions that draw out their best insights. Give them space to tell the full story. Highlight their strongest ideas in your episode description and social posts. When a guest thinks that was the best conversation they have had on this topic, they will tell people.

04

The Post-Recording Nurture Sequence

Week 1: send the episode link with stats and a personal note. Week 2: engage with their content publicly on LinkedIn. Week 3: send something useful — an article, an introduction, or a resource relevant to something they mentioned. Month 2: invite them back or to a community event. These touchpoints compound into a genuine professional relationship.

THE CLUB

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