

#150 The Worst Podcast Pitches I've Received

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SPEAKERS

Michelle Glogovac

M Michelle Glogovac 00:01

You're listening to the mice simplified life podcast and this is episode number 150.

M Michelle Glogovac 00:12

Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you while taking you on my own journey. This is my simplified life.

M Michelle Glogovac 00:46

Hello, friends, welcome back to another episode. It's episode 150. I don't know how we've gotten here. I also don't know how it's September, but we have come up on it. And the year is just completely flying by more so and more so schools in session, and I fell a bit behind. I'll be honest with you with the episodes, but that's because life happens. And I've been volunteering for too many things. I need to sit on my hands as my friend Emma Isaac says in her book *Winging It*. So going forward, there's going to be more nos and less yeses. But this week, I got back on the fitness train, I got to work out with my good friend Lisa Harrington, who's been on the show a couple times. And she said to me that one of her favorite things that I post them out and that I talk about are the do's and don'ts of pitching and how I use examples. So I thought, How perfect would it be for episode 150 for me to pull from my arsenal of what I call bad pitches. I do have a folder in my inbox that is called Bad pitches. And there's a reason for it. I get a lot of pitches, basically at least one every day. And I was also talking to another friend client, next week's guests Pam Luk, who was saying that after she started her Kickstarter campaign, she is getting a plethora of unsolicited emails about people wanting to do marketing for her and publicity and all kinds of random things. And for some reason, we both find that growing up, we were the quote unquote, good girls, you have to respond, you have to give a yes or no or a reason why to everything that comes in your inbox. And whether it's age or just

the fact that life is busy. We're no longer replying. And that's something that I started doing earlier this year, instead of saying no, and giving a reason. I'm of the mindset that if you are not taking the time to properly research who I am, what my show is about than I'm not going to take the time to reply. And that sounds kind of harsh. And honestly, it sounds kind of bitchy, even as I say it, I'm like, wow, that's kind of rude. But if you read some of the pitches I get, you will understand. So I outlined some recent pitches that I've gotten and what it is about them that I said no, right away.

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Michelle Glogovac 03:30

And the first one is a recent DM in my Instagram that asked if I interview authors on my podcast. Now this is very simple. Like you don't even have to go google my show, you can look at my Instagram to see that there are authors on the show. And you're already DMing me, so why not take a few extra minutes to scroll through my feed. You can also go on any of the podcast platforms to read the show descriptions of each episode. And you will again see that there are plenty of authors I even include some of their book covers in the actual graphics. So to me, it doesn't want a response because you have not even taken two seconds. It literally takes me 30 seconds to go figure this information out. Therefore I'm not going to respond. Now I've also gotten a pitch. It was saying that my show is amazing. The woman wants to be a part of my amazing podcast journey. But there's nothing that says why it's amazing. What is it that I'm doing that attracted her to my show? And let's not repeat the word amazing. Okay. That's just me nitpicking. But I was like, amazing, amazing. Amazing. Yeah, I know. I'm amazing. But we don't have to repeat it 15 times and email right. But there was nothing personal and in every example I'm going to give you that's the biggest problem. There's nothing personalized in these emails. Now, it's not just personalization. But it also has to do with topics that are pitched to me. I had a agency publicist pitch to me how his client was a white collar drug addict who kicked his habit in just seven days. And he's now using whatever he was able to do to kick his white collar drug habit in seven days as his business, and he's teaching others to break habits in that same manner.

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Michelle Glogovac 05:36

I just can't bring myself to have someone on who's going to preach that a drug habit could be kicked in seven days, did he start his habit like three days into it, and then it took him seven days to get out of it, I don't know. But it just seems like a really wrong thing to be promoting. You know, I think that getting over addiction is a big deal. Having that habit facing it head on it, you're not going to change it in seven days. That's just a fact. I'm not a doctor, I'm not anything to do with changing these things. But seven days is unrealistic. And I'm gonna go with that. So I also don't understand how that applies to my show. So there's obviously been no research or homework done. And one of my biggest biggest pet peeves is a follow up that comes less than 24 hours after sending the original pitch. This isn't life and death, the show, okay, finding guests, I do not need to know all the time, you know, here's my email, here's my pitch, I follow up, follow up, follow up. podcasters have jobs, they have lives outside of receiving guest pitches. And this goes for every single podcast host there is. So to send them repeated emails within a 24 hour period is absurd and asinine. I have literally right now I'm looking at my screen, I have four different inboxes up for my personal use my work use the PTA, I have all

kinds of different email inboxes. And for someone to repeat an email within 24 hours because I didn't get a chance to respond to it just shows me that you don't respect my time either. So that's going to be an automatic no.

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Michelle Glogovac 07:34

I had another pitch in which it stated that the client would be willing to have a 15 minute introductory call with me that I can book through their calendar. This was all about them. It was not about me, it was not about my show. I appreciate that the client was willing to take an introductory call with me for 15 minutes and do a pre interview. But it also made it all on their time, and you're pitching to my show. And when I say me and my show, this really goes for any show and any podcast host, not just me. These are my examples, personally that I'm getting. So that's why I'm addressing them in this way. But I guarantee you that any other podcast host is going to feel this exact same way. So don't make it about you. And I have more of that as well. It should never be about you. It should be about the host and their audience and what you are bringing to them. I have a real big pet peeve when it comes to emails that have an introduction that say, I hope you're doing great, or I hope you've been well. It makes it sound like somehow in the past we've connected when I don't know you from Adam, I have never exchanged an email with you. We've never had DMs, we don't follow each other. I have no idea who you are. I understand it's nice to say you know, I hope you're doing well. But to me, that's a sentence you use with somebody that you actually know. It just seems very odd to say it to someone that you've never met. There's plenty of other ways that you can do an introduction in an email, especially a pitch one. I always start off with I really like your show and here's why. And I personalize it right away. Not I hope you're doing great obviously I hope you're doing great, but it doesn't make sense to me because we haven't gotten on that personal level either. We also talk about pitch length. I've talked about that before and what it should include. And I received a I counted a four sentence email pitch. The first sentence asked how I was doing. The next one asked if I was looking for guests. Another sentence saying we want to be your guest. Please notice that this one individual said We even though it's for his CEO, so that didn't make any sense either. And the lessons was a list of topics that they could speak on. For sentences, nothing personalized. It really, it stood out for sure, but not in a good way.

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Michelle Glogovac 10:16

Then I go back to the pitch that's all about the guest. I received one in which the entire email sent by, I'm not sure if it was a publicist, or an assistant. And it said, she, this, she, that she can do this, she talks about this, she's amazing when it comes to this, she does this and, and these are all of her accomplishments. It was all about her. It had nothing to do with, she can teach your audience this, your audience is going to walk away with this, your audience is going to gravitate towards hearing about this and being educated on this. And then in the end, this was a financial coach. And she said, they said, in order to reach financial success, quote, you have to be in favor with God. If you've listened to my show, you know, I'm a Christian, I believe in God. But I would never ever, ever say that you need to be in favor for God for anything. In order to receive anything, especially financial success. It's completely not something that is related to my show. It's not something that I would promote. You don't have to believe in God, that is not for me to say. And you know, I get on my soapbox when it comes to this as a human being. It is not my place to judge what your belief is, when it comes to God. When it comes to Christianity. I am not the decision maker, I am not the one who is to judge. This is not me. So to

say in a pitch that to reach financial success, you have to be in favor for with God. To me, it repels people. Because you don't know what if you obviously haven't done your homework on what my show is about? Because if you did, your pitch would look a lot different. It would include all of these things that we're talking about. Since it doesn't I know you're not listening to the show, which means how do you know whether or not I believe in God? That's a strong statement to say in a pitch, if you don't know who you are talking to. And this person obviously didn't know who she was talking to. Because her pitch basically said so. Then the other big pet peeve because I have a lot of pet peeves if you haven't noticed, I'm opinionated are the pitches in which I receive something from a publicist? I have a book that is sent to my home. I read the book, I reply. So already by now we've exchanged multiple emails in order for the pitch to come me to respond, say yes, I'm interested. Here's my mailing address. Here's the book being sent out. We've gone back and forth. I read the book, I've taken my time to read this author's book, I extend an invitation to come on my show. And then there are crickets. What was the point in even pitching me if you and your author client are not interested? There's obviously a lack of communication between the author and the publicist. If for some reason, the author said no, that's not my type of show, then the publicist hasn't done their job to recognize what type of show their author wants to be on their client wants to be on. It's also up to the publicist to keep that communication open. And to be honest, if the client says no, you know, that's just not a right fit for me, then go back to the host and let them know. Because having the honest communication is going to go so much further than going silent on them. Because trust me, I will look back at my emails and see that you didn't respond to an invitation. And then I no longer need to respond to you. Because you took up not only a lot of my time and free time, and isolated your client for an episode on my show, but you've shown me no respect to say, No, we're not going to move forward. And I can move on. I can book someone else in that slot that I had already reserved. Because when I look at guests and I look at topics, I write them out in my Trello board, I give them due dates, I give them episode numbers. There's a plan behind all of it, and I take time to do that. So when there's reshuffling involved, it can also include me needing to now do a solo episode that I hadn't originally been planning on. So it creates more time in my world.

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Michelle Glogovac 14:51

So we need to think more about podcast hosts and what's going on in their lives. What is it that they have going on that They can't respond within 24 hours, because they do have a life outside of their show. You know, making sure that you keep honest and open communication with them so that they're not sitting waiting depending on you, I get that. And that's why I am very big on my clients responding as soon as possible. When I say we have a host who wants to book you, here's their link, here's some dates, we need to get on it. And in fact, in my onboarding packet that every client receives, I have expectations for them. And in those expectations, there's a bullet point that says, You are to respond to my emails with urgency, because I have to respond to someone else. I know that this isn't a, like I've said before life and death situation, but we need to be respectful of the time of other people. And if we don't respond, when they say yes, then we're showing that we really don't care. We it's no big deal to be on your show, when it certainly is a big deal. And I think you know, we are also seeing why some of these shows are now wanting to charge people to be guests on their show, because there's so many that aren't showing that basic respect. So friends, I want you to pay attention to the pitches that either you send out, you have assistants sending out you have other agencies, publicists, podcasts, pitchers sending out and make sure that you're being respectful, you are having personalized emails, that you make it about the host and the audience and not all about you. We know you want to get on the show, we that's why you're pitching. It doesn't

need to be said over and over. You don't need to pump yourself up what a host wants, what I want is to see what difference you make. What is it that you're going to bring to my audience that I personally can't, that no other guests can bring to them. Because this is about the listening audience. This is why I have a podcast. I do have selfish reasons for it because I get to interview amazing guests. But I want to make a difference in the listeners lives. And so in order to do that and pitch properly, you need to show what it is that you do what makes you unique and special. Without making it look like you're trying to praise yourself and pump yourself up. Show your knowledge show your experience your expertise, and use it in that way of how how is a listener going to learn from you? How is it going to change their life make them benefit from listening to an interview with you. Just take the simple time show the respect. And I guarantee you that when you make those kinds of changes to your pitches, you're gonna start seeing more yeses. For now, I will get off my soapbox of episode number 150. Thank you for all sticking with me. And if you have a question on a pitch, if you're uncertain about your own pitch, send me an email. Show me the part that you're questioning ask if this is looks good. I have no problem responding to your emails on. Does my pitch look good? Is this too much about me? What can I tweak it, I would be more than happy to review it for you. Because I want you all to succeed. I think that podcasts are one of the greatest gifts that are out there. They are free for all of us. So we should be able to benefit from them as the person being interviewed and as the listener as the host. Everyone should be winning when it comes to podcasts. So until next week, friends have a wonderful rest of the week. And next week I'm bringing you Pam luck from Embrun ace and her amazing founder story