

Podcast Giveaway Checklist

Give listeners something they want - and a reason to engage afterward.

YOUR GIVEAWAY AT A GLANCE

Guesting objective: _____

Audience you want to reach: _____

Your giveaway idea: _____

1. Strategic Purpose

Decide what you want your giveaway to accomplish beyond giving something away.

- ☐ I know the response I want to encourage: learning, trust, collaboration, a conversation, a purchase, or another meaningful action.
- ☐ My giveaway supports that purpose, and I know what a successful next step would look like.

2. Audience Relevance

Offer something that matters to the people you want to reach.

- ☐ I know who my giveaway is for and what matters to them.
- ☐ My offer addresses a specific interest, question, problem, or aspiration.

3. Narrative Connection

Connect the giveaway to the story and ideas you plan to share.

- ☐ I can clearly explain how my giveaway builds on my interview narrative.
- ☐ I have an easy, natural way to invite listeners to access it during the show.

Complete the Giveaway Experience

Make it valuable, easy to access, and useful beyond the interview.

4. Meaningful Value

Provide something useful rather than simply promoting yourself.

- ☐ My giveaway helps listeners understand an idea, solve a problem, make a decision, or take action.
- ☐ Listeners can quickly recognize what they will receive and why it matters.
- ☐ The resource is complete, accurate, and ready to use.

5. Effortless Access

Keep the process straightforward, with few or no barriers.

- ☐ I have a short, easy-to-remember link or another simple access method.
- ☐ I have intentionally decided whether to ask for contact information; if I use a form, I request only what is needed.
- ☐ I have tested the experience on a phone, including access and delivery.
- ☐ After receiving the giveaway, listeners can easily learn more about me or get in touch.

BEFORE YOUR NEXT PODCAST APPEARANCE

- ☐ My giveaway page or destination clearly describes the offer and how to get it.
- ☐ I have tested the link, resource, optional form, and any follow-up message.
- ☐ I know how I will gauge results: visits, downloads, inquiries, conversations, or other relevant responses.
- ☐ I can keep using and improving this giveaway across future podcast appearances.

My invitation to listeners:
