



The Power of Podcast Guesting

A practical, step-by-step webinar for Aging-in-Place professionals

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The Aging in Place Directory

1) Why Podcast Guesting, Why Now (2025)



- Podcast listening and **watching** keep growing; many shows now record video and publish on YouTube/Spotify
- Platforms now auto-generate transcripts, making guest content more discoverable
- Local experts (like you) are in demand for practical, helpful topics: home safety, fall prevention, dementia-friendly design, bathroom remodels, Medicare changes, tech for seniors, etc.

Listeners: Worldwide, approximately **584.1 million people** listened to podcasts in 2025 - a **~6.8% year-over-year increase** from about 546.7 million in 2024.

Monthly Time Spent: In the U.S., **23% of listeners** log **over 10 hours per week** of podcast listening, with an average of **8.3 episodes per week** for **34% of Americans**.

Spotify reported strong monetization and user growth tied to video podcasts. ([marketwatch](#))

Demographics & Engagement

source: <https://www.thepodcasthost.com/listening/podcast-industry-stats/>

- **Age Breakdown** (U.S., monthly listening):
 - Ages **12-34: 66%**
 - Ages **35-54:** steady growth (up 16% since 2022)
 - Ages **55+: 38%** listen monthly
- **Gender Split:**
 - **57% of men** and **52% of women** in the U.S. listen to podcasts monthly

2) The Fit for Aging-in-Place Pros

You sell trust

Guest interviews let people hear your voice and story

Education > leads

Teach first, soft CTA second

Perfect for niche services

Local markets (geo-mentions help you rank and get referrals)

Goal for each appearance:

01

Deliver 1–2 memorable teaching points

02

Tell a short, specific client story

03

Offer a simple opt-in or resource (checklist, room-by-room guide, etc.)

3) Your Success Formula

Right Shows × Right Pitch × Right Prep × Right Follow-Through



Right Shows

Aligned audience, active publishing, real guests



Right Pitch

Keep it casual, personal, friendly



Right Prep

Stories, sound, lighting, linkable resource



Right Follow-Through

Assets delivered, promotion, repurposing, tracking

4) Where to Find the Right Podcasts (Step-by-Step)

Use multiple methods. **Build a target list of 50 shows.**

1

Search the big podcast apps

- Apple Podcasts, Spotify, YouTube: search phrases like "fall prevention," "aging in place," "home modification," "caregiving," "senior living," "universal design," "occupational therapy," "Medicare," "home safety."
- Click a show → scan recent episodes → open "Listeners also follow/also subscribed" to spider-out to similar shows.
- <https://podcasts.apple.com/us/search>
- <https://open.spotify.com/show/76V0mPpOHATyA10aRc4BDv>
- https://www.youtube.com/results?search_query=podcasts

2

Podcast databases & tools (time-savers)

- **Rephonic** (listener data, contacts, "audience graph")
- **Listen Notes** (search show notes/transcripts; build lists)
- **Podchaser** (filters by category, guest credits)
- **Goodpods** / PlayerFM lists (to discover active shows)

3

Guesting Marketplaces

- [Podmatch.com](https://podmatch.com)
- [MatchMaker.fm](https://matchmaker.fm)
- [PodcastGuests.com](https://podcastguests.com)

Create a strong expert profile and respond to host requests.

4

Social search

- LinkedIn: search posts for "podcast host," "senior living podcast," "caregiver podcast," "OT podcast," "aging in place."
- Join senior-care and home-mod Facebook/LinkedIn groups; many hosts post guest calls.

5

Local media & associations

Radio shows that publish as podcasts; local TV lifestyle shows; chamber of commerce, NAHB Remodelers/CAPS, AOTA, APTA, NKBA chapters often have podcasts or member spotlights.

6

Google: "[Competitor/peer name] podcast" → collect the shows they appeared on. If they booked it, you likely can too.

I went to Google and typed in the following"
aging in place podcast with debi lynes

I had to scroll through several pages but then I found quite a few podcasts that she's been a guest on.

 **Build your list:** paste candidate shows into your tracker (template included). For each, capture: show name, link, host, topic fit, audience notes, contact, last 3 guests, release cadence, your angle, status.



5) How to Vet Shows (so you don't waste time)

Green flags

- New episode in the last 60 days
- Guests similar to you (experts, not only celebrities)
- 20–60 minute episodes (typical for interviews)
- Clear audience (caregivers, seniors, remodelers, senior housing pros)
- Host shares guest links in show notes and on socials
- Do not worry about the size of the podcast.

Yellow/red flags

- Pay-to-play without transparency or ridiculous fees
- Generic "business" shows with no real audience
- No show notes, broken links, poor audio, or zero recent promotion

Score each show 1–5 on Fit, Activity, and Likely ROI. Prioritize 4–5s.

6) Step by Step "How To" Check These Things

Like anything, this is 90% planning and 10% doing. Here are some things that you can do to check if the podcast is worth your time to be a guest on it. Personally, in the beginning, I would go for every podcast that I can be a guest on. It's about volume in the beginning. But as you become more and more known, then you may want to be more selective about the podcasts you guest on.

1 Check for Show Notes

Why it matters: Show notes help listeners find your website, follow you, and take action. No notes means fewer clicks and less SEO reach.

How to check:

- **Apple Podcasts / Spotify** → Click on any episode. Look under the player for a written description.
- **Podcast Website** → Visit their official site and check the episode pages for summaries, guest info, or resource links.
- **Tip:** If the description is just one or two vague sentences, that's a red flag.

2 Look for Broken Links

Why it matters: Broken links suggest poor maintenance, which can hurt your visibility as a guest.

How to check:

- **Manually test:** Click any website or social media links from their show notes, podcast website, or host profile.
- **Use a free link checker:** BrokenLinkCheck.com or Dead Link Checker — paste in their site URL.
- **Tip:** If multiple links don't work, the host may not keep the show's content fresh.

3 Assess Audio Quality

Why it matters: Poor audio makes you sound less credible, no matter how good your message is.

How to check:

- **Listen to 2–3 recent episodes** for:
 - Background noise, echo, or distortion
 - Uneven volume between host and guest
 - Overly long silences or awkward cuts
- **Tip:** If you have to strain to hear them, imagine how their audience feels—skip it.

4 See if There's Recent Promotion

Why it matters: If the host doesn't actively promote episodes, your interview may go unheard.

How to check:

- **Social Media Audit:**
 - Search the host's name and podcast title on Facebook, Instagram, LinkedIn, X/Twitter.
 - See if recent episodes are posted with tags, images, or audiograms.
 - Look at the **engagement**—likes, comments, shares—not just posting frequency.
- **Email Newsletters:** Check if the host mentions new episodes in an email or blog.
- **Tip:** If their last promo post was months ago, expect low exposure.

✓ Pro Shortcut:

Make a quick **Podcast Vetting Spreadsheet** with columns for:

- Podcast Name & Link
- Show Notes (Yes/No)
- Broken Links (Yes/No)
- Audio Quality (Good/Fair/Poor)
- Promotion Active? (Yes/No + Where)

This way, you can compare shows at a glance and focus your outreach on the best ones.

7) Craft Your "Guest Kit" (before you pitch)



Bios

Short bios (50, 120, and 250 words) in plain language



Photos

Approved headshots (square and horizontal)

I use **Instaheadshots** to create my own headshots



Topics

Topics & talking points (3–5 interview titles + 3 bullets each)



Credentials

Credibility (licenses/certs, awards, notable clients, media)



Lead Magnet

Lead magnet (free checklist/guide tied to your topic)



One-sheet

One-sheet PDF (template below)



Equipment

Basic studio kit (USB/XLR mic, headphones/earbuds, soft light, uncluttered background)



Accessibility tip: prepare a short resource page with links, images, and a downloadable transcript after the episode drops.

8) Your Pitch, Simplified (Email/DM Templates)

The 6 parts of a winning pitch

01

Personal opener (prove you listened)

02

Why me for your audience (1–2 sentences)

03

2–3 specific episode ideas (titles + bullets)

04

Social proof (1–2 lines, not a resume)

05

Easy next step (Calendly link or 2–3 time windows)

06

Light close (no pressure)

Cold email (copy/paste)

Subject: Idea for your audience: safer bathrooms that don't look clinical

Hi [First Name],

I loved your episode with [Guest] about [topic], especially the part on [specific moment]. I help older adults stay independent at home as a CAPS-certified [your role] in [City].

If you think it would help your listeners, here are a few topics I can bring with practical stories and take-home tips:

1. **Dementia-Friendly Bathrooms, Simplified** – 3 changes any family can make this weekend to reduce fear and falls
2. **Lighting That Saves Hips** – how to fix the top 5 lighting mistakes causing nighttime falls
3. **Grab Bars Without the "Hospital" Look** – design ideas that actually get used (and how to pay for them)

Happy to tailor to your audience. Quick bio: [1–2 lines]. Headshot and one-sheet here: [link].

Would a 20-minute pre-chat next week be helpful? I'm open Tue 2–4p ET or Wed 11a–1p.

Thanks for the work you do for caregivers and seniors—

[Your Name]

[Title, CAPS, OT/L, etc.]

[Phone] | [Website] | [LinkedIn] | [Calendly]

Follow-ups (polite, short)

- **T+3–5 days:** "Bumping this in case it fell through the cracks—happy to tailor to your audience."
- **T+10 days:** Add a fresh angle or 1-minute video pitch (loom) with 3 bullets.
- **T+21 days:** "Last ping from me for now—if/when it's a fit, I'd love to serve your listeners."

LinkedIn DM (if you're already connected)

"Hi [First Name], I'm a CAPS [role] in [City] helping families with fall prevention and dementia-friendly remodels. I have 2–3 practical topics I think your audience would love. If you're open, I can send a quick one-pager with titles and takeaways."

9) Pre-Interview Checklist (10 minutes)

Confirm format details

Confirm **format** (audio/video), length, live vs. recorded, and any off-limit topics

Understand the audience

Ask for **listener profile** (caregivers? pros? DIY homeowners?)

Share your materials

Share your **one-sheet**, bio, and resource link

Technical preparation

Test mic, camera, lighting; silence notifications; wired internet when possible

Content preparation

Prepare 2 short stories with outcomes & numbers

Plan your call-to-action

Clarify your **CTA** (e.g., "Download the 5-Point Night-Lighting Plan")

10) On-Air: Make it Memorable (and Lead-Friendly)

Use frameworks

Teach in **mini-frameworks** (e.g., "SAFETY: See, Access, Floor, Edges, Tasks, You.")

Speak plainly

Use plain language; avoid jargon

Offer a resource

Name one **free resource** URL once near the end (no hard sell)

Mention location

Mention your **service area** casually for local listeners

Be engaging

Smile, slow down, keep answers 60–120 seconds; end with a clear recap



11) After Recording: What Pros Do

Send a thank-you

Send a warm **thank-you** with headshot, short bio, links, and a quote the host can use

Promote the episode

When the episode goes live, **promote**:

- Email your list (include 2 bullet takeaways and link)
- 3–5 social posts + 1–3 short vertical clips (if video)
- Add to your **Press** page and relevant blog posts

Repurpose and track

Repurpose (see checklist) and **track** results in your sheet

12) Repurposing Checklist

Blog Content

Blog recap with embedded player + transcript highlights

Short Clips

3–5 short clips (vertical) with captions; audiograms if audio only.

I use **Opus Clip** to create these short clips.

Quote Graphics

9–12 quotes as images

You can use **Canva** or **Ideogram** to create these.

Pinterest Content

Pinterest Idea Pin: "5 Bathroom Safety Fixes from My Podcast Interview"

LinkedIn Content

LinkedIn carousel: before/after photos + tips mentioned on the show

Media Outreach

Outreach to local reporters: "Quoted on [topic] in [podcast name] —happy to comment for future pieces."

13) How to Measure ROI (simple & realistic)

Before you pitch:



Create a **podcast landing page** (yourdomain.com/podcast) with your free checklist/guide



Use an analytics program to see how many people have gone to that landing page. Make sure that the **ONLY** people that can get to that landing page are ones from the podcast.

Track:

Bookings, inquiries, email signups, backlinks, social followers, speaking invites, and revenue attributed within 90 days

Benchmarks to aim for (per appearance):

10-50

Landing page visits

Within 7 days of episode release

5-15

New subscribers

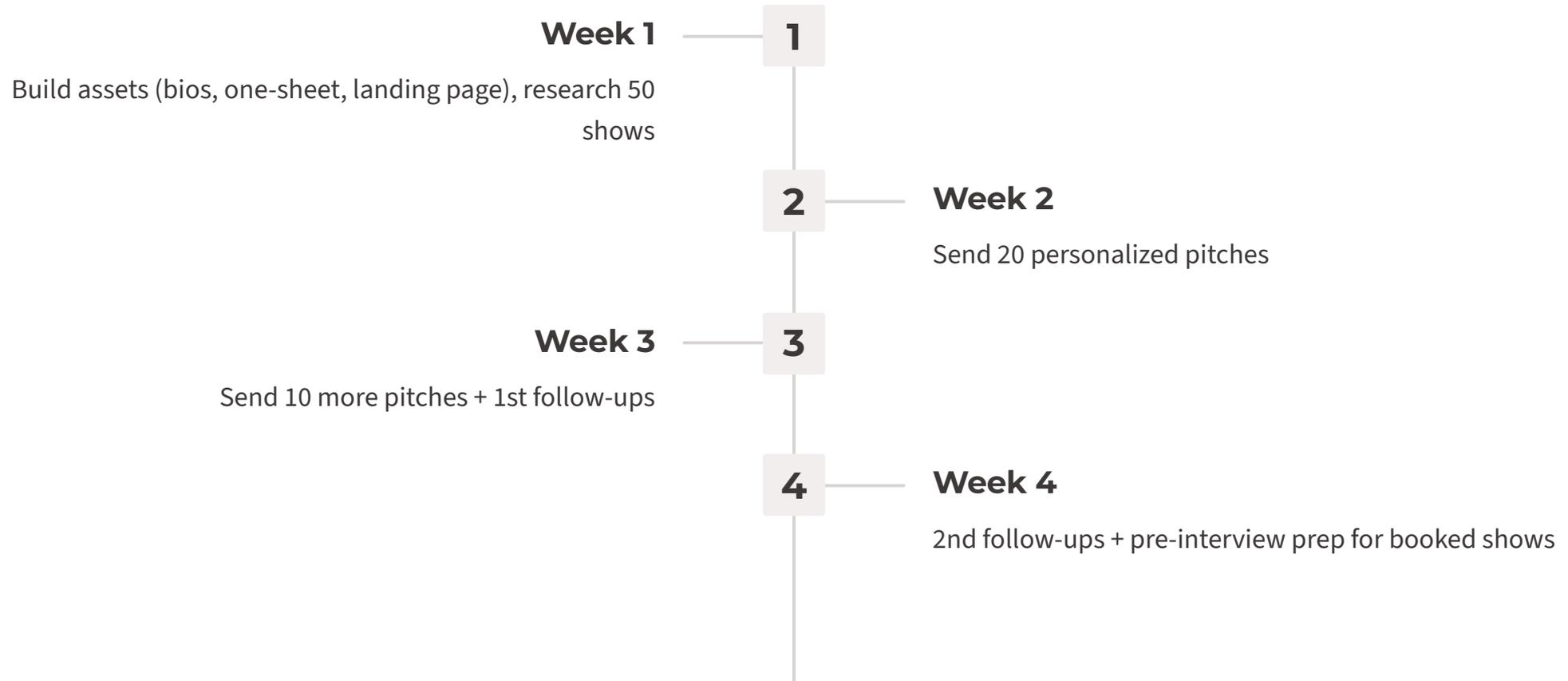
Added to your email list

1-3

Serious inquiries

Or partner introductions

14) Sample 30-Day Booking Sprint (calendar you can follow)



15) Example Topics You Can Offer (aging-in-place angles)



"Dementia-Friendly Bathrooms Without the Clinical Look"



"Lighting Fixes That Prevent Nighttime Falls"



"How to Choose and Place Grab Bars People Actually Use"



"The Home Safety Walkthrough: What Pros Look For"



"Medicare & Home Modifications: What's Covered, What's Not"



"Designing Safer Rentals and Airbnbs for Older Guests"

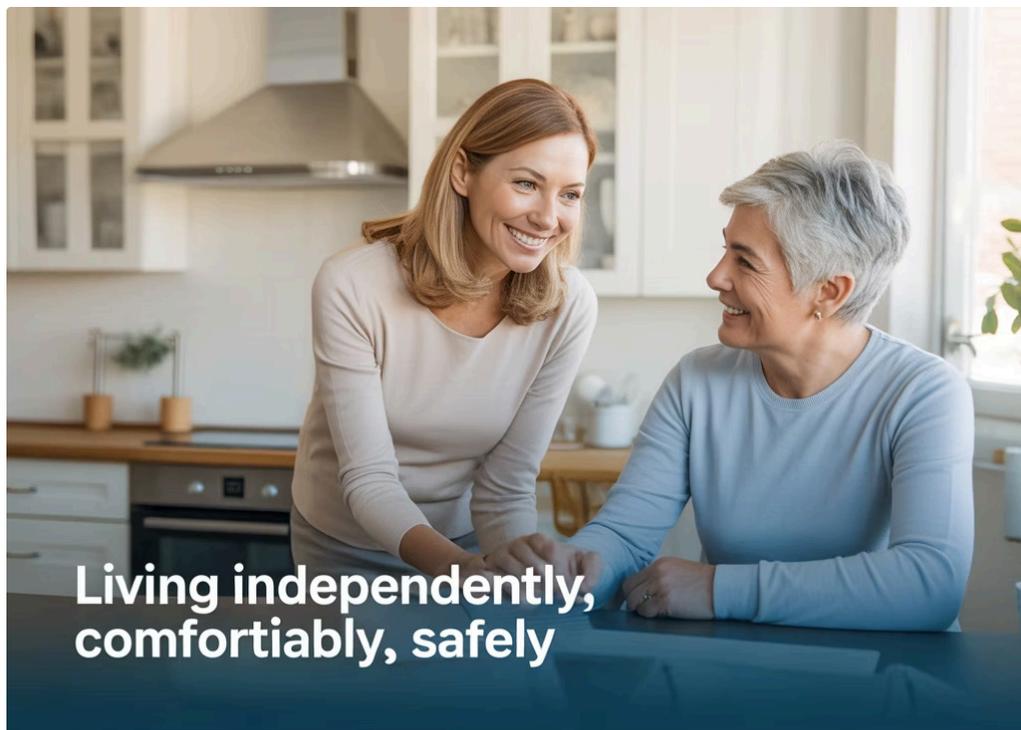


"Outdoor Pathways: The Overlooked Hazard at Home"



"Voice Assistants & Smart Sensors for Aging at Home"

16) Sample One-Sheet (copy this structure)



Bathroom Modifications
Kitchen Adaptations
Home Safety Assessments



Header Information

Name, credentials, city/region

Biography

Short bio (80–120 words) – who you help, how, proof

Topics

Signature topics (3–5) – with 3 bullets each

Questions

Suggested interview questions (6–8)

Credibility

Recent features – podcasts, media, awards

Online Presence

Links – website, landing page, socials, headshot folder

Contact Details

Contact – email, phone, booking link

Keep it to 1 page. Clean, high-contrast design. Include a friendly headshot.

17) Scripts & Templates

A) Bio templates

50 words: "I'm [Name], a CAPS-certified [role] in [City]. For 20 years I've helped older adults and families turn 'unsafe' homes into safe, beautiful spaces. I'm known for simple fixes that reduce falls, calm dementia-related fear, and protect independence."

120 words: Expand with 1 client story + awards/certs.

B) Thank-you / asset-delivery email

Subject: Assets & pull-quotes for our episode

"Hi [Name], thank you again for having me on. Here are easy-to-grab items for show notes/social:

- 80-word bio
 - Headshots (link)
 - Resource page: [URL]
 - Pull-quote: "Night lighting is the cheapest fall-prevention tool most people ignore."
- If any links change, I'll update you. Grateful for your work for [audience]!"

C) Post-live promo email to your list

Subject: My best bathroom-safety tips in 20 mins (podcast)

"Quick share—my interview on [Show] just released. We covered the 3 fastest safety wins in a typical home. Listen here: [URL]. If you want the printable checklist we mentioned, grab it here: [URL]."

18) Tech & On-Camera Basics (fast wins)



Audio Quality

Mic: USB dynamic (e.g., MV7 or similar), speak 4–6 inches off-axis

Lighting

Light: soft light in front; avoid backlight, eye level camera

Environment

Quiet room; hard-wired internet if possible; close other apps

Camera Setup

Framing: head-and-shoulders, uncluttered background

Audio Monitoring

Always wear headphones/earbuds to prevent echo

19) Example Shows to Research & Pitch (verify fit first)

(Curated for aging-in-place, senior living, caregiving, OT, and home design—mix of industry and consumer shows. Start with 10–15 that match your niche and region.)



Industry Shows

- **Bridge the Gap**: The Senior Living Podcast
- **Transform** (Senior Housing News)
- SeniorLivingGuide.com Podcast
- OT Potential Podcast (for professional/CEU angles)



Design & Home Shows

- **Home Designs for Life**
(aging-in-place remodels)
- Local radio shows that republish as podcasts (health & home segments)



Consumer & Caregiver Shows

- **This Is Getting Old: Moving Towards an Age-Friendly World**
- **Senior Safety Advice**
- **Boomers Today**
- **Rodger That** (caregiving)
- Caregiver-focused shows (search: dementia, Alzheimer's, family caregiving)

📌 Tip: For each target, write a **custom episode title** that matches their style.

20) Your Tracking Sheet (columns)

Show	Host	Link	Audience Notes	Contact
Last 3 Guests	Cadence	Your Angle	Pitch Date	Follow-ups
Booked Date	Air Date	URL	Result (leads, subs, rev)	Next Steps



End of webinar package.

Thank you for attending!

You don't need to be everywhere. You need to be **in the right people's ears with a clear, kind message and a simple next step. One excellent interview can open doors for months.**

I hope this comprehensive guide helps you leverage podcast guesting to grow your aging-in-place business. Remember to follow the 30-day plan and implement the strategies we've discussed to start booking quality interviews that will connect you with your ideal clients.

For any questions or additional support, please reach out to Esther C. Kane, CAPS, C.D.S.