



**SIX STEPS TO BECOMING AN**

**IN DEMAND PODCAST**

**GUEST OR HOST**

**Robert Thibodeau**

# **6 Steps to Becoming an In Demand Podcast Guest or Host**

**ROBERT THIBODEAU**

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## **Introduction:**

In a world where digital noise is louder than ever, standing out as an authority in your field is no longer just about what you know; it's about how you share it. Podcasts have emerged as one of the most powerful mediums for sharing your story, expertise, and vision. They offer a unique platform to connect with an engaged audience, build your personal brand, and ultimately, grow your business.

"6 Steps to Becoming a Memorable and In Demand Podcast Guest" is your essential guide to harnessing the power of podcasts to amplify your voice and message.

The journey to becoming a sought-after podcast guest is not just about getting a chance to speak on various shows. It's about making a lasting impression, building a connection with listeners, and turning those listeners into followers, clients, or customers.

This book is crafted to help you navigate the podcasting world with ease and confidence, ensuring you're not just another voice, but a memorable one.

## **Why Podcasts?**

Podcasts are more than just a trend; they are a growing force in the media landscape. With millions of active podcasts and listenership increasing annually, the platform offers an unparalleled opportunity to reach a diverse and engaged audience.

The beauty of podcasts lies in their accessibility and intimacy. Listeners invite you into their homes, cars, and daily routines, giving you a direct line to their attention - a rare commodity in today's fast-paced world.

Moreover, the average podcast listener is not just anyone. They are often educated, affluent, and in search of content that adds value to their lives.

By aligning yourself with the right podcasts, you position yourself in front of an audience that is already primed for your message.

## The 6-Step Path

Our six-step process is designed to guide you from being an unknown entity to becoming a podcast guest who adds significant value, captivates audiences, and leaves a lasting impression. These steps are not just theoretical; they are practical, actionable, and proven to yield results. Here's a sneak peek:

### **Crafting Your Unique Story:**

Your journey begins with your story. You will learn how to craft and frame your experiences, expertise, and insights in a way that resonates with podcast audiences.

### **Finding the Right Podcasts:**

Not all podcasts are created equal for your message. We'll guide you through selecting podcasts that align with your brand and target audience.

## **Perfecting Your Pitch:**

Learn the art of the pitch. We provide you with the tools to create compelling pitches that grab the attention of podcast hosts.

## **Preparing for the Interview:**

From technical setup to mental preparation, we cover everything you need to shine during your podcast appearance.

## **Excelling as a Guest:**

This is where the magic happens. We dive into techniques to engage the audience, deliver your message effectively, and make every appearance memorable.

## **Leveraging Your Appearances:**

Finally, we explore how to maximize the impact of your podcast appearances to grow your brand and business.

# Your Journey Starts Here

This book isn't just a manual; it's a catalyst for transformation. Whether you're an entrepreneur, coach, consultant, or thought leader, your voice deserves to be heard by those who can benefit from it the most.

By becoming a memorable and in-demand podcast guest, you open new doors of opportunity, both for personal growth and professional advancement.

As you turn these pages, you'll find insights from top podcasters, success stories from guests who've made their mark, and insider tips that give you an edge in the podcasting world. You'll learn not just how to get onto podcasts, but how to deliver value in every conversation, leaving hosts and listeners eagerly awaiting your next appearance.

## **The Time Is Now**

In today's digital age, where content is king, being heard is more valuable than ever.

Podcasts offer a unique platform for thought leaders like you to share their stories, insights, and expertise with a global audience. This book is your guide to making the most of this opportunity.

## **Embark on this journey with me.**

Harness the power of podcasts to amplify your voice, share your message, and become a memorable and in-demand podcast guest.

Are you ready? Let's begin...



# **STEP ONE**

## **CRAFTING YOUR UNIQUE STORY**

## Why Your Story Matters

The first and perhaps the most critical step in your journey to becoming a memorable and in-demand podcast guest is crafting your unique story.

This step is about digging deep into your experiences, expertise, and the essence of what makes you, you. It's about transforming your journey into a narrative that not only resonates with listeners but also leaves them inspired, informed, and eager to engage with you further.

In the vast sea of content, what makes a podcast guest stand out is not just their knowledge or expertise, but the way they weave their experiences into a story. Stories are the heartbeat of human connection. They have the power to move, persuade, and inspire.

As a business owner or influencer, your story is your most potent tool. It differentiates you from others in your field, creates relatability, and builds trust with your audience.

When you share your story on a podcast, you're not just sharing facts or information. You're allowing listeners to step into your world, to see things from your perspective. This creates a unique bond, one that facts alone cannot forge.

Your story, with its triumphs and tribulations, becomes a mirror in which listeners see their struggles and aspirations reflected.

## **Identifying Your Core Narrative**

The first step in crafting your story is to identify your core narrative. What have been the pivotal moments in your journey? What challenges have you overcome, and what have you learned from them?

How do these experiences shape the value you offer today? Your core narrative should align with your personal brand and the message you want to convey to your audience.

Remember, authenticity is key. Your story should be genuine and reflective of your true journey. Authenticity resonates with listeners and builds a foundation of trust, an essential ingredient in converting listeners into clients or followers.

## **Making Your Story Relatable**

The power of your story lies not just in what you've achieved, but in how you make your listeners feel. The goal is to make your story relatable. Show your vulnerabilities, share your struggles, and celebrate your victories. Let your audience see the human behind the brand.

When listeners can relate to your story, they form an emotional connection with you. This connection is what transforms passive listeners into engaged followers and clients.

## **Tailoring Your Story for Different Podcasts**

While your core story remains consistent, it's important to tailor it to fit the context of each podcast you appear on. Different podcasts have different audiences, tones, and themes.

Research each podcast beforehand to understand their audience and the kind of content that resonates with them. Tailor your story to align with these insights.

This shows the host that you've done your homework and ensures that your message hits home with their listeners.

# **Your Story as a Gateway to Business Growth**

Your story is more than just a narrative of your past; it's a gateway to business growth and influence. When listeners connect with your story, they become interested in what you have to offer. Each podcast appearance is an opportunity to expand your reach and attract potential clients, collaborators, and followers.

## **Practicing Your Storytelling**

Storytelling is an art, and like any art, it gets better with practice. Work on how you deliver your story. Pay attention to your tone, pacing, and the emotions you convey. A well-told story is engaging and leaves a lasting impression.

Practice telling your story in different ways – as a brief overview for shorter segments or a more detailed version for longer discussions.

Your story opens the door to deeper discussions about your business, products, or services. It's a natural and non-intrusive way to introduce listeners to your offerings. By the end of your segment, listeners should not only feel connected to your journey but also curious about how your services or products can benefit them.

## **Conclusion:**

Igniting the Desire to Share Your Story Crafting and sharing your unique story is the first step in becoming a memorable and in-demand podcast guest. It's about turning your experiences into a compelling narrative that resonates with listeners, builds trust, and sets the stage for business growth.

Remember, your story has the power to inspire, connect, and influence. Embrace it, share it, and watch as it opens new avenues for your personal and professional growth.

## **STEP TWO**

# **Finding the Right Podcasts**



After mastering the art of crafting your unique story, the next pivotal step in your podcast journey is finding the right platforms to share it. This step is about strategically identifying podcasts that align not just with your message, but also with your target audience. It's a crucial process that bridges the gap between your story and the ears of those who need to hear it most.

## Understanding the Podcast Landscape

The world of podcasts is vast and varied, covering every imaginable niche. From business and entrepreneurship to health, spirituality, and beyond, there's a podcast for every topic. However, the key to success is not to appear on just any podcast, but to find those that resonate with your specific message and audience.

This requires a deep understanding of the

podcast landscape, including audience demographics, podcast formats, and content focus.

## **Researching Podcasts**

Begin by researching podcasts in your niche. Look for shows that discuss topics relevant to your area of expertise. Tools like Apple Podcasts, Spotify, and even Google can provide a wealth of information. Pay attention to podcasts' ratings, reviews, and listener comments to gauge their popularity and audience engagement.

Also, consider the size and scope of the podcast. While large, well-established podcasts have a broad reach, don't overlook smaller, niche podcasts. These can offer highly engaged audiences and more intimate settings for sharing your story.

## **Matching Your Message to the Podcast**

Once you have a list of potential podcasts, it's time to match your message to their content. Listen to several episodes of each podcast to understand their style, the host's personality, and the types of guests they feature. This will help you tailor your message to fit their format and audience preferences.

Remember, a good fit is crucial for a successful podcast appearance.

## **Creating a Target List**

After your research, create a target list of podcasts. Prioritize them based on how well they align with your message and goals. Consider factors like audience size, engagement level, and relevance to your niche. This list will be your roadmap for the pitches you will soon be crafting.

## **Building Relationships with Hosts**

Before pitching, it's beneficial to build a rapport with the podcast hosts. Engage with them on social media, comment on their episodes, or even send a brief email expressing your appreciation for their work.

Building a relationship beforehand can make your pitch more personal and increase your chances of being accepted as a guest.

## **Evaluating Your Impact**

As you explore potential podcasts, constantly evaluate how your appearance on each show could impact your business and brand.

Consider questions like: Will this podcast help me reach my target audience? Can it enhance my credibility in my field? Will it provide a platform for meaningful connections with listeners?

## **Conclusion: Strategically Choosing Your Stage**

Finding the right podcasts to share your story is a strategic and thoughtful process. It involves understanding the podcast landscape, aligning your message with the right shows, and building relationships with hosts.

This step is about more than just securing spots on various podcasts; it's about finding the perfect stages to amplify your voice and message. When done correctly, it sets the foundation for a successful journey as a memorable and in-demand podcast guest, propelling your business and influence to new heights.

# **STEP THREE**

## **PERFECTING YOUR PITCH**

With your unique story honed and your target podcasts identified, the next crucial step is perfecting your pitch. This is where you convince podcast hosts that you are the guest they've been looking for. A well-crafted pitch is your gateway to securing those coveted spots on podcasts and requires a blend of art and strategy.

## **The Essence of a Great Pitch**

A great pitch is concise, compelling, and tailored to the specific podcast. It should quickly capture the essence of what makes you a unique and valuable guest. Your pitch is not just a request for a spot on a show; it's a showcase of your potential to contribute meaningful content that aligns with the podcast's theme and resonates with its audience.

# Structuring Your Pitch

A well-structured pitch typically includes:

A Personalized Introduction: Address the host by name and mention a specific episode or aspect of their podcast that you appreciate.

Your Brief Story: Summarize your unique story and expertise in a few sentences. Make it clear why you are relevant to their audience.

## Understanding the Host's Needs

Before crafting your pitch, put yourself in the shoes of the podcast host. What are they looking for in a guest? How can you make their job easier and their podcast more interesting?

Show that you understand their content, audience, and style. This level of personalization in your pitch demonstrates respect for their work and a genuine interest in contributing value.



The Value Proposition: Clearly articulate what you can offer their podcast. This could be unique insights, experiences, or perspectives relevant to their listeners.

Suggested Topics: Propose specific topics or angles that you can discuss, aligning them with the podcast's usual content.

Your Credentials: Briefly mention your credentials, experience, or any other factors that establish your credibility.

*(For example, I'll reference I've produced more than 1400 episodes and have conducted more than 900 interviews in under five years – and that we are now in season six. This shows I'm committed and not just a “flash in the pan”).*

A Call to Action: End with a clear, polite invitation for further discussion or an expression of willingness to join their show.

## **Making Your Pitch Stand**

Out Podcast hosts receive numerous pitches, so making yours stand out is essential. Be creative and authentic. If you have a unique angle or a particularly intriguing story, make sure it shines through. Adding a personal touch, like a brief video or an engaging visual, can also make your pitch more memorable.

## **Following Up**

After sending your pitch, be patient but proactive. If you don't hear back within a reasonable time, a polite follow-up can demonstrate your enthusiasm and commitment. However, always respect the host's time and decision, even if the response is negative.

## **Learning and Evolving**

Not every pitch will be successful, and that's okay. Use rejections as learning opportunities. Seek feedback if possible and refine your approach accordingly. The art of pitching is a continuous learning process.

## **Conclusion: Your Pitch as a Bridge**

Perfecting your pitch is about building a bridge between your story and the podcast audience. It's a critical step in your journey as a podcast guest, one that requires attention to detail, customization, and a clear understanding of the value you bring.

A great pitch not only opens the door to podcast appearances but also sets the stage for a successful and impactful guest spot.

Remember, each pitch is an opportunity to expand your reach, influence, and network, taking you one step closer to becoming a memorable and in-demand podcast guest.

# **STEP FOUR**

## **PREPARING FOR THE INTERVIEW**

Securing a spot on a podcast is a significant milestone, but the real impact comes from how well you perform in the interview.

Preparation is key! This step is about equipping yourself with the tools and techniques necessary to deliver a compelling, engaging, and memorable interview that resonates with the audience and positions you as an authority in your field.

## **Understanding the Podcast Format**

Each podcast has its own unique format and style. Some might be conversational, others more structured with specific segments.

Familiarize yourself with the format of the podcast you will be appearing on. Listen to previous episodes to get a feel for the flow, the types of questions asked, and how guests interact with the host.

## **Researching the Host and Audience**

Take time to research the host and their audience. Understanding the host's interviewing style will help you in interacting effectively. Knowing the audience's interests and pain points allows you to tailor your responses in a way that resonates and adds value to them.

## **Crafting Key Messages**

Identify the key messages you want to convey during the interview. What are the main takeaways you want the audience to remember about you and your business? While you want to be natural and spontaneous, having clear key messages ensures that your core ideas are communicated effectively.

## **Practicing Your Responses**

Practice answering potential questions. While you can't predict every question, you can prepare for common interview questions or topics relevant to your expertise.

Practice articulating your thoughts clearly and concisely. If possible, do mock interviews with a friend or colleague to get feedback.

## **Technical Setup**

Ensure your technical setup is conducive to a good quality recording. This includes having a good microphone, stable internet connection, and a quiet environment. Test your equipment beforehand to avoid any technical glitches during the actual interview.

## **Mental Preparation**

Being mentally prepared is just as important as the physical setup. This might include relaxation techniques, vocal exercises, or simply getting into the right mindset for the interview. Confidence in your delivery is key.

## **Creating a Comfortable Environment**

Set up your interview space to be comfortable and conducive to a good conversation.

This might mean having a glass of water handy, ensuring you have a comfortable chair, or anything else that helps you feel at ease.

## **Preparing for the Unexpected**

Sometimes interviews can take an unexpected turn. Be prepared to pivot or tackle difficult questions. Maintain composure and use such moments as opportunities to showcase your adaptability and depth of knowledge.

## **Conclusion: Showcasing Your Best Self**

Preparing for the interview is about more than just being ready to answer questions. It's about presenting the best version of yourself, connecting with the host and audience, and ensuring that your key messages are communicated effectively.

It's your chance to make your mark and leave a lasting impression on listeners.



# **STEP FIVE**

## **EXCELLING AS A PODCAST GUEST**

Once you're prepared and the interview day arrives, it's time to shine as a podcast guest. Excelling in this role is not just about sharing your knowledge; it's about engaging the audience, building a rapport with the host, and leaving a memorable impression that could lead to further opportunities. This step focuses on how to be an impactful, influential, and irresistible guest.

## **Engaging Storytelling**

Utilize the power of storytelling during your interview. Share relevant anecdotes, experiences, and insights in a way that captivates the audience. Good stories are not only entertaining but also make your message more relatable and memorable. Remember to tie your stories back to the main points you want to convey.

## **Active Listening and Interaction**

Being a great guest is also about being a great listener. Pay close attention to the host's questions and comments. This not only shows respect but also enables you to give thoughtful, relevant responses. Engage in a genuine conversation rather than waiting for your turn to speak.

## **Showcasing Expertise Without Overselling**

While it's important to showcase your expertise, be cautious of coming across as overly promotional. The goal is to provide value to the audience, not just to promote your business or services. Naturally weave in your expertise and experiences in a way that adds to the conversation.

## **Managing Nerves and Staying Present**

It's normal to feel nervous, but learning to manage these nerves is crucial.

Focus on the conversation at hand and stay present. Techniques like deep breathing or pausing before responding can help maintain composure and clarity of thought.

### **Adapting to the Flow of the Conversation**

A good podcast conversation is dynamic. Be prepared to adapt to the flow of the interview, whether it involves deep dives into specific topics or a more light-hearted, varied discussion. Flexibility is key to a natural and engaging conversation.

### **Providing Actionable Insights**

Strive to provide actionable insights or takeaways for the audience. This can be in the form of tips, advice, or lessons learned from your experiences. Actionable content is highly valued by listeners and can significantly enhance your impact as a guest.

## **Handling Difficult Questions**

If you're faced with a difficult question, stay calm and collected. It's okay to take a moment to gather your thoughts. If you don't know the answer, it's better to be honest than to try to bluff your way through.

## **Following Up Post-Interview**

After the interview, follow up with the host to express your gratitude. This not only is good etiquette but also helps strengthen your relationship with them. You can also ask for feedback, which can be invaluable for future appearances.

## **Conclusion: Making Every Appearance Count**

Excelling as a podcast guest is about making every appearance count. It's an opportunity to share your story, insights, and expertise with a new audience, potentially turning listeners into followers or clients.

By engaging authentically, providing value, and building a connection with both the host and audience, you position yourself as a memorable and in-demand guest, opening doors to further opportunities and growth.

# **STEP SIX**

## **LEVERAGING YOUR PODCAST APPEARANCES**

The journey of becoming a memorable and in-demand podcast guest doesn't end when the interview is over. In fact, one of the most crucial steps comes after the microphone is turned off.

Step 6 is about leveraging your podcast appearances to maximize their impact on your brand, business, and influence. This step focuses on strategies to extend the reach and benefits of your podcast appearances.

### **Promote the Episode**

Once your podcast episode is live, actively promote it through your social media channels, email newsletters, and website. This not only helps in increasing the episode's reach but also shows your appreciation to the podcast host. Sharing the episode can attract new listeners to the podcast and also bring your existing audience to a new platform where they can engage with your content.



## **Repurpose Content**

Extract key points, quotes, or stories from your podcast appearance and repurpose them into other content forms. This could be blog posts, social media posts, infographics, or even video clips. Repurposing content helps in reinforcing your key messages and provides value to your audience across different platforms.

## **Engage with Listeners**

Engage with listeners who comment or reach out after the episode! This could be through social media, email, or the podcast's comment section. Engaging with listeners helps in building a community around your brand and can lead to lasting relationships with potential clients or collaborators.

## **Track the Impact**

Monitor the impact of your podcast appearance. This could be in terms of website

traffic, social media engagement, or inquiries about your services. Understanding the impact can help you gauge the effectiveness of your podcast guest strategy and make informed decisions about future appearances.

### **Establish a Follow-Up Strategy**

Develop a follow-up strategy to stay in touch with the podcast audience. This could include offering additional resources related to your podcast topic, inviting listeners to sign up for your newsletter, or promoting a relevant offer or service.

### **Seek More Opportunities**

Use the momentum of each appearance to seek more podcast opportunities. Each successful appearance builds your credibility as a great guest, which can make it easier to get booked on other podcasts. Don't hesitate to ask hosts for referrals or recommendations.

## **Evaluate and Refine**

Regularly evaluate your podcast guest strategy. What worked well? What could be improved? Use this insight to refine your approach for future appearances. Continuous improvement will help you stay relevant and in demand as a podcast guest.

## **Conclusion: Maximizing Your Podcast Guest Appearances**

Leveraging your podcast appearances is about extending their lifecycle and impact. It involves promoting the episode, engaging with the audience, and using the content to enhance your brand's reach and authority.

Every podcast appearance is a stepping stone in your journey, an opportunity to grow your audience, establish your expertise, and deepen your influence. By strategically leveraging each appearance, you turn every podcast guest opportunity into a powerful tool for business growth and personal branding.

**CONCLUSION**

**EMBRACING YOUR JOURNEY**

You have now reached the end of this guide,

## **"6 Steps to Becoming a Memorable and In Demand Podcast Guest."**

You now stand at the threshold of an exciting journey. You now possess the knowledge and strategies to transform your story, expertise, and passion into powerful podcast appearances that resonate with audiences and amplify your voice in the digital world.

Podcasts offer a unique and intimate way to connect with people across the globe, sharing your insights, experiences, and perspectives. By becoming a memorable podcast guest, you're not just sharing content; you're building relationships, enhancing your credibility, and positioning yourself as a thought leader in your field.

The steps outlined in this guide – from crafting your unique story, finding the right podcasts, perfecting your pitch, preparing for the interview, excelling as a guest, to leveraging your appearances – are your roadmap to success.

I have worked them. I have lived them. I have tested them. I have refined them and tested them again. I know they work. That is why I'm excited to share them with you.

They are designed to empower you, to turn your aspirations into achievements, and to transform listeners into a loyal audience, clients, and collaborators.

However, understanding the path is just the beginning. The true magic lies in taking action. It's about putting these insights into practice, refining your skills, and embracing every opportunity with enthusiasm and confidence.

Remember, each podcast appearance is a chance to share a part of yourself, to contribute to meaningful conversations, and to make an impact that goes beyond the airwaves.

Now, it's your turn to step into the spotlight. But you don't have to do it alone. I am here to guide you on this journey. With expertise and insights into the podcasting world, I can help you navigate these steps, refine your approach, and become the in-demand podcast guest expert you are meant to be.

Reach out today and take that bold step forward, embarking on a journey that will elevate your voice, your brand, and your business. The world is waiting to hear what you have to say. Embrace your role as a podcast guest expert, and start making waves in the vast ocean of digital content. The time to act is now!

You can book a no obligation, 20 minute call right now as your first step down this path to marketing success through podcast interviews.

Click this link and let's talk!

**[BOOK A CALL WITH BOB THIBODEAU NOW](#)**

** [Join the FaithCasters Connections Family!](#)**



Are you a beacon of faith with a message waiting to be amplified? Do you believe in the power of stories, connections, and shared journeys? If so, we have just the place for you!

JOIN **[FaithCasters Connections](#)**— where faith-driven passion meets purposeful podcasting. We're not just another newsletter; we're a community, a nexus where great Christian podcasters meet their ideal guests.



Whether you're an author penning transformative tales, a recording artist with melodies that uplift, a business magnate leading with faith at the helm, or an online marketer who believes in the power of the cross as much as the click, this is your hub.

Our mission? To elevate the voices of the Faith Community beyond the pulpits and pews. Here, you'll find a curated, searchable database teeming with individuals just like you — those who want to share, inspire, and grow their business, all under the umbrella of faith.

But here's the cherry on top: We understand the potent power of podcast interviews **(and after reading this booklet, so do you)!**

As we have discussed throughout this book, interviews are more than conversations; they're avenues of deep connection, engagement, and transformation.

By joining FaithCasters Connections, you're not just adding your profile to a list; you're stepping into a dynamic ecosystem of like-minded believers, all eager to create, collaborate, and change the world, one podcast episode at a time.

So, if your spirit is nodding in agreement, if your heart is racing with anticipation, click the link below. Let's create faith-filled symphonies together. Join us, and let's make every conversation count for eternity!

 [\[Join FaithCasters Connections Now!\]](#)

# About the Author: Robert Thibodeau

In the world of podcasting, there are voices that inspire and voices that transform. Robert Thibodeau, the host of the Kingdom Cross Roads Podcast, is a dynamic presence that encompasses both.

With a rich and diverse background, Robert has not only served his country and community but has also answered a higher calling—one that led him to become a guiding light in the podcasting world.



A Journey of Service  
and Leadership

Robert Thibodeau

Robert Thibodeau's journey is nothing short of remarkable. He is a 12-year Army veteran, having served with distinction in both enlisted and commissioned roles, including as a Cavalry Officer. His military service instilled in him the core principles of leadership, teamwork, and unwavering dedication—a foundation upon which his entire career would be built.

But Robert's commitment to service didn't stop there. He transitioned seamlessly into a career in law enforcement, becoming a respected police officer dedicated to maintaining the safety and well-being of his community.

His tireless service extended to a role as a Chaplain for his department's FOP, offering support and solace to those in need during challenging times.

## **Answering the Call to Ministry**

In 1995, Robert Thibodeau experienced a powerful calling to ministry that would forever change the course of his life. Balancing his secular career and his ministry roles, including serving as a Chaplain for the FOP, Robert carried out his mission with unwavering commitment.

His retirement in 2011 marked the beginning of a new chapter—one where Robert's voice would resonate with audiences on a grand scale. Starting with an online radio program, he quickly made his mark in the digital world, eventually launching a nationwide AM radio ministry program. Yet, he recognized the challenges faced by smaller churches and ministries in sharing their messages on a national platform.

# Empowering Ministries Through Evangelism Radio

Driven by a passion to make a difference and driven by his expertise in traditional radio, Robert founded "Evangelism Radio" in 2010.

This innovative online Christian radio platform was designed to empower smaller ministries to reach a broader audience, all without breaking their budgets.

The platform's success was undeniable, achieving the remarkable distinction of being rated as #1 in the world on several occasions in the Christian-Talk genre by Shoutcast.com.

You can listen to Evangelism Radio and our great mix of Christian broadcasters 24 hours per day at [WWW.EVANGELISM RADIO.COM](http://WWW.EVANGELISM RADIO.COM)

## **The Birth of Kingdom Cross Roads Podcast**

Robert's journey in podcasting was fueled by a desire to help Christian influencers and ministries amplify their voices.

With the launch of the Kingdom Cross Roads Podcast, he embarked on a mission to conduct enlightening interviews with Christian influencers from diverse backgrounds.

These interviews not only served as a platform for promoting ministries, products, and services but also laid the groundwork for a new chapter in his podcasting career.

## **Empowering Others in the World of Podcasting**

With over 900 interviews and more than 1400 published episodes (in less than five years), Robert Thibodeau became a sought-after figure in the podcasting community.

His expertise led countless Christians worldwide to ask, "*How can I start my own podcast?*"

This question sparked a new mission.

Over the years, Robert perfected a training program that has enabled numerous Christians to create and launch their podcasts. Many of these podcasters have achieved recognition and monetized their shows.

This journey gave rise to "[FaithCasters Connections](#)," a Christian resource network known for "*Connecting Great Podcasters with Great Christian Guests.*"

## **A Mission to Spread the Message**

As we remember, the COVID Pandemic devastated churches from ministering the Gospel in traditional ways...



Robert's dedication to spreading the message of faith and empowerment reached new heights during the 2020 COVID-19 pandemic.

As churches, ministries, and individuals sought help in starting their podcasts and online radio programs (so they could continue to minister to their flock and reach more people using “non-traditional methods”) - Robert answered the call.

He founded ["Podcasters For Christ,"](#) a one-stop platform offering all the necessary services to fulfill the "Great Commission" of taking the Gospel into all the earth and helping churches and ministries to continue to minister effectively - online!

He developed training packages and provided them to churches FREE. He often would walk pastors through setting up and going LIVE on Sunday mornings - since their “tech guys” would not be with them.

Today, Robert Thibodeau's mission in life is clear:

To help YOU (and other Christians) to fulfill YOUR calling to reach others with your messages. His journey is a testament to the power of service, leadership, and unwavering dedication to a higher purpose—a journey that continues to inspire countless individuals on their own paths of transformation and impact.

Join Robert on this transformative podcasting journey—a journey that promises to turn your voice into a force for change, growth, and empowerment.

[GET MORE INFORMATION ON FAITHCASTERS](#)

and **“*Get The Word Out Into All The Earth!*”**

Robert’s ministry mission statement is simply:

**“GET THE WORD OUT!”**

# Disclaimer:

This guide, "**6 Steps to Becoming a Memorable and In Demand Podcast Guest,**" is provided for informational purposes only. It is intended to offer general guidance based on accumulated knowledge and best practices in the field of podcasting.

We make no guarantees regarding the success or outcomes that may be achieved by following the advice and strategies contained within this guide.

The effectiveness of these strategies can vary greatly depending on individual application, effort, and circumstances. As such, we cannot be held responsible for any direct or indirect results stemming from the use of this guide.

The implementation of these steps, the interpretation of advice, and the application of strategies are the sole responsibility of the reader.

We do not claim or guarantee any specific monetary success, audience growth, or enhanced personal brand recognition as a result of using this guide.

Success in podcasting and related endeavors depends on a multitude of factors, many of which are outside of Robert's and that of his ministry control, and are unique to each individual's situation.



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