LYNDSAY PHILLIPS
Podcast Guest Strategist

For podcast guests who want a strategic system to turn guest interviews into real results.

CEO of Smooth Business Podcasting | Podcast Repurposing Expert | Speaker | Host of Leverage Your Podcast Show | Creator of Conversations That Convert™

Most experts are getting booked on podcasts, showing up with valuable insights, and still walking away without leads, clients, or clear business opportunities. Lyndsay Phillips helps them change that.

Lyndsay is the founder of ***Guesting 360™*** and creator of ***Conversations That Convert™***, where she helps coaches, authors, speakers, and thought leaders turn podcast guest appearances into strategic, authority-building conversations that naturally lead to business growth. With years of experience in podcast production, guest strategy, and content repurposing, she helps experts clarify their message, create stronger podcast topics, guide better interviews, and connect each conversation back to their offer without sounding salesy.

Known for her practical, high-energy approach, Lyndsay has been featured on MSN, NBC, Fox, Huffington Post, and Entrepreneurs On Fire, and has spoken at Podfest, Dream Business Academy, and Service Business Edge alongside industry leaders like Mike Michalowicz and Jay Abraham.

Audiences walk away knowing how to stop winging podcast interviews and start using every appearance to build authority, create momentum, and open the door to real opportunities.

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Suggested Topics & What The Audience Will Learn

PODCAST GUESTING THAT CONVERTS: 4 COMMON MISTAKES AND HOW TO FIX THEM

- No offer alignment - The Bridge to Profit Process that turns interviews into a direct path from pain to premium offer.
- Generic, forgettable topics - Creating topics that get you hooked, booked, and heard.
- Letting the host control the conversation - How to steer the interview, & position you as the expert, even when the host goes rogue.
- Winging it - Talking points that build authority and guide listeners straight to your offers.

GUESTING 360™: HOW TO TURN PODCAST INTERVIEWS INTO A STRATEGIC GROWTH ENGINE

- The Guesting 360™ Model, and why did you create it?
- What experts should do & create before they ever pitch or say yes to an interview.
- How to lead a strong conversation without sounding scripted or salesy.
- How to propel the momentum long after the mic is turned off.

FROM GUEST SPOT TO GOLDMINE: HOW TO REPURPOSE PODCAST INTERVIEWS FOR MASSIVE IMPACT

- How to take control of what happens after the interview so each episode keeps working long after it airs
- The biggest missed opportunity podcast guests overlook that quietly sabotages their authority (and how to fix it fast)
- How to turn podcast conversations and micro-content into a steady stream of leads, clients, and new opportunities