



# Branding & Sponsorships

## Stitching Together a Sizzle Reel

### ❖ Why You Need One:

What's a sizzle reel you ask? Great question!! A sizzle reel is like an audio snapshot that highlights your best moments. Rather than sending a link your whole show or a full episode to a potential sponsor (for example), you can instead send them the best of the best. And, that is exactly the goal of your sizzle reel--to present your work in a way that immediately highlights your best podcasting moments. Think of it like a movie trailer, but stuffed with ALL the best parts and spoilers everyone wants.

So, if you were only able to present a quick SNAPSHOT of your podcast, which moments would you want someone to hear?

### ❖ When You Need One:

- Include with your media kit when pitching to a sponsor
- Promotional piece for launching your show
- Celebratory "look back" for sharing your milestones
- Pitching yourself for public speaking gigs or as a guest on another show.

### ❖ Basic Nuts and Bolts:

- Each clip should be no more than 2-3 minutes.
- Pick samples that show off ALL sides and aspects of your podcast, highlight your expertise in the subject matter AND your hosting mastery, and that are also really entertaining or compelling to listen to.
- You want to transition very quickly from one to the other, with little to no wordy explanations in between. Just a quick blip is usually sufficient.
- Your full sizzle reel should be under 10 minutes (I try to make mine between 5 and 7 minutes in total).

[Click here to listen to a sample sizzle reel.](#)

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