

Michelle Glogovac  
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THE PODCAST MATCHMAKER™



Michelle Glogovac is THE Podcast Matchmaker™, a podcast publicist and host of the award winning podcast, My Simplified Life. She works with entrepreneurs, authors, and experts hone their storytelling abilities, grow their businesses, and elevate themselves as thought leaders. Her first book, *How To Get On Podcasts* (McGraw Hill) debuts in January 2024. Michelle is a wife, mom of two, stepmom of two, and a fur mom. She has her B.A. and M.S. in Law, and is the Founder + CEO of The MLG Collective®.

## Expert Topics

- How to Make Family Life & Entrepreneurship Work At The Same Time - It's Not Balance
- How To Get On Podcasts - Grow Your Business, Strengthen Your Movement, Cultivate Your Following & Become A Thought Leader Through Podcast Interviews
- Creating A Life Around Your Purpose - Not Letting Your Past or Present Dictate Your Future
- The Key To Greater Sales, Growing Your Movement & Launching Your Book - Telling Your Story
- Redefining Your Purpose & Learning To Say "No" After A Life-Threatening Illness
- Podcast PR vs Traditional PR

## Featured On



[www.michelleglogovac.com](http://www.michelleglogovac.com)



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## Book Topics

- Podcast Pitching
- Tips For Being A Great Guest
- How To Create Unique Speaking Topics & A Branded Media Kit
- Ways To Repurpose Your Interviews
- How A Dinner Party Is Like A Podcast
- Insights On What A Podcast Host Is Doing



# Michelle Glogovac

Podcast Host, Podcast PR, Author

Michelle Glogovac is THE Podcast Matchmaker™, an award-winning publicist, host of the My Simplified Life podcast and author of *How To Get On Podcasts* (McGraw Hill, 2024). Michelle is working with clients who make an impact by defining their stories and matching them with the perfect podcasts. She has helped entrepreneurs, authors, nonprofits and advocates hone their storytelling abilities, grow their businesses, and elevate themselves as thought leaders on over 1,000 podcasts. Michelle is a sought-after speaker in this niche and has presented to thousands of publicists and groups on how to not only perfectly pitch a podcast but to create marketing content from every interview. She has coached 14,000 authors through the process of creating and launching a podcast book tour through the Nonfiction Writers Association.

Michelle is a wife, mom of two, stepmom of two, and a fur mom. She has her B.A. and M.S. in Law, and is the Founder + CEO of The MLG Collective®. Michelle resides in the Bay Area and is a sushi lover.

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# Quick Facts

The explosion of social media, AI-enabled online advertising, and the overall cacophony of the internet has made it harder than ever to connect a message with an audience. One of the most powerful emerging tools for cutting through that noise is being a guest on podcasts, or “podcast guesting.”

Michelle Glogovac, aka The Podcast Matchmaker™, knows the impact podcast guesting has on business and brand growth. She helps entrepreneurs, nonprofit leaders, activists, experts, and authors promote themselves, their businesses, organizations, stories, and expertise via podcast interviews.



Book Title:	<i>How To Get On Podcasts</i>
Page Count:	240
Genre:	Business Nonfiction/How To
Publisher:	McGraw Hill
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Where To Buy:	Everywhere Books Are Sold

[www.michelleglogovac.com](http://www.michelleglogovac.com)

# Praise for *How To Get On Podcasts*

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## Zibby Owens

host of Moms Don't Have Time to Read Books

Michelle Glogovac's warmth, compassion, inquisitive nature, and helpful demeanor are written throughout her book. Told like advice from a good friend, *How To Get On Podcasts* will become the ultimate source for anyone looking to grow their audience. A fabulous and fun read from a mover and shaker in the podcast space. I'll be recommending this right and left!

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## Leigh Stein

author of *Self Care*

Every author in America needs this book.

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## Kara Goldin

Founder and Former CEO, Hint Inc.; Author of WSJ Bestseller *Undaunted*; Host of The Kara Goldin Show

*How To Get On Podcasts* is a valuable read filled with lessons that are gold. A true guide for anyone wanting to share their story more broadly on podcasts. Michelle Glogovac does an excellent job of showing us all how to get booked on the winning podcasts, plus share your story and knowledge in a way that will have impact. *How To Get On Podcasts* is a winner!



## Emma Isaacs

Founder, Business Chicks

Michelle Glogovac's superpower is connection. In her latest book, *How To Get On Podcasts*, she shares stories to inspire, motivate and educate others through the power of podcast interviews. Her insights and wisdom will help you ignite that same connection magic to tell your story through this powerful medium.

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## Nisha Anand

CEO, Dream.Org

Michelle Glogovac knows how to connect people, build lasting relationships and help you share your story with the world. *How To Get On Podcasts* imparts all of her podcast wisdom and is the absolute guidebook that all business leaders and nonprofit organizations should be referring to.

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## Meaghan B. Murphy

author of *Your Fully Charged Life*

Got a story? Ready to share it? Michelle Glogovac delivers a road map to help you go from wanting to be a podcast guest to getting booked regularly.