

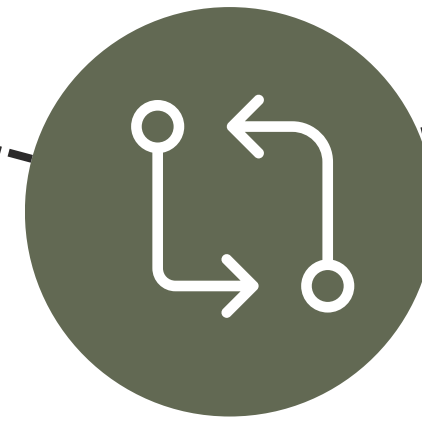
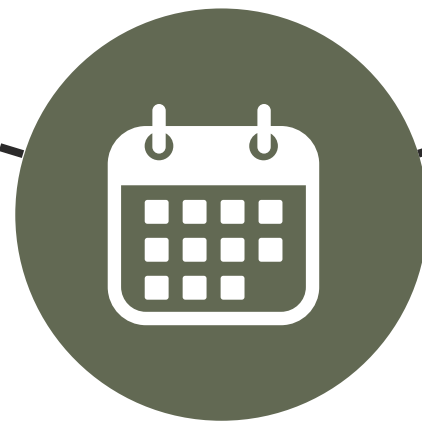
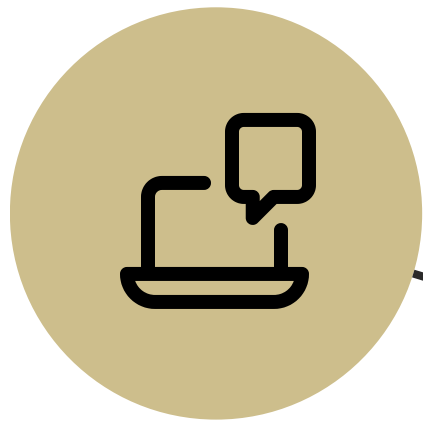
GUEST essentials



FIND the RIGHT GUEST

- Relevant to Your Audience
- Expertise and Credibility
- Diversity and Inclusivity
- Captivating Speaker
- Built-In Audience
- Networking Opportunities
- Relevant to Current Trends or Events
- Mutual Benefit

EMAILS



Pitch

- introduce your show
- compliment their work specifically
- invite them to be a guest

Schedule

- thank them for their interest
- send scheduling link

Intake

- recording link
- confirm date, time, & timezone
- tech requirements
- interview prep materials
- informed consent

Follow-Up

- thank guest
- ask for links, handles, and photos/videos
- tell them promo materials will be sent

Promo

- content, captions, and hashtags
- links to episode

PITCH

Highlight aspects of their work or expertise that align with your audience

End with a clear call to action

Hi Jackson,

I'm Selina, host of Everybody Wants to Be a Cat, a show dedicated to all things feline. Your expertise in understanding and connecting with cats has captivated us. Our audience is eager to delve into discussions on cat behavior, fostering, and your experiences.

Potential topics include decoding cat behaviors, the importance of feline enrichment, and memorable rescue stories. We'd be honored to have you on our podcast!

Could we discuss a suitable time for an interview? Your insights would greatly benefit our cat-loving community.

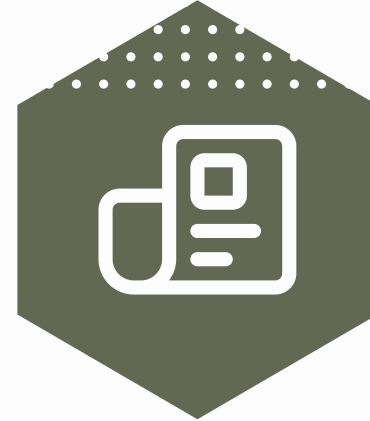
Briefly introduce yourself and your podcast

Propose potential topics or themes for discussion during the interview.

INFORMED CONSENT

Podcast Overview

Clearly states the purpose and nature of the podcast interview



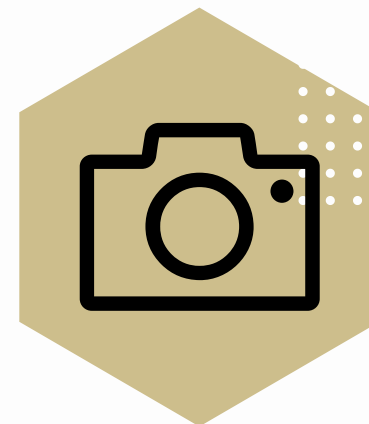
Interview Topics

Brief description of the topics that will be covered during the interview



Filming Disclosure

Inform guest whether interview will be filmed or audio-only



Journalistic Integrity

State whether guests can request edits or if edits will be made at host's discretion



Conversation Limits

Clarify if there are subjects the guest would like to avoid



Release Authorization

If applicable, include a release allowing the use and distribution of the interview

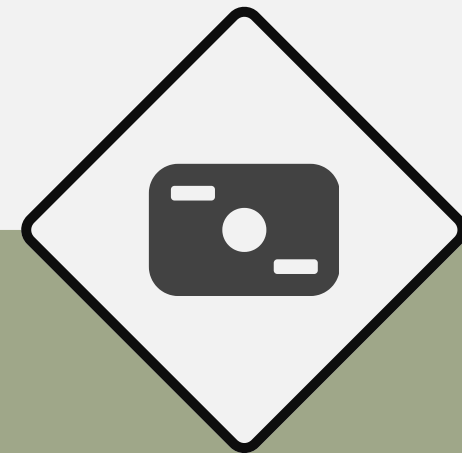


PROMO-MADE-EASY

Thank them again and send them the following:

Episode Details

number,
title, &
release date



Promotional Assets

photos,
videos, &
graphics

Post Text

captions,
hashtags, &
handles



Listen

link to
episode

INTERVIEW PREP

Interview Overview

Provide a high-level overview of the podcast, its audience, and the format of the interview.

Topics and Questions

Outline the main topics you plan to cover. Share a few sample questions to give the guest an idea of what to expect.

Audience and Tone

Suggest an appropriate tone for the interview and specify any preferences regarding language or content.

