



## **Getting on Podcasts - Email Script to Host & Best Practices**

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Being a guest on podcasts is a great way to promote yourself and expand your audience, get opt-ins and drive traffic, and also to network with influential hosts who have connections in your industry.

Here's how to get on more podcasts, and also develop a reputation for being a gracious guest.

**Before sending an email to a podcast host, make sure to do the following:**

- Listen to a couple of episodes and see if it's a good fit for your audience/message
- See if the show is well reviewed on iTunes
- Check to see if the show is still active/live
- Google the host's name for any potential red flags
- Check on Facebook, LinkedIn, and/or via professional groups to see if there's anyone you may know in common that could introduce you
- Check the show website to see if there are guidelines to request to be a guest, or a particular contact page to be a guest on the show
- Do NOT contact hosts to be a guest via social media, use the contact page on their website or their email address

## Sample Email Script to Podcast Host

Dear <host name>,

I noticed that we're connected by (social media, specific person, organization) and I've been enjoying your show, particularly (cite an episode, or something they said, something specific about their style, etc).

Would you be interested in the topic of <insert your topic> for your audience? I would love to share <insert value added tips/teaching>, and of course promote the heck out of the episode and your show to my audience on an evergreen basis. I think our audiences would really benefit from each other.

Just to give you a little background, I'm <short, conversational bio highlighting accomplishments/media, include hyperlink to website/bio inside this brief description>.

Please let me know any questions you have, and I look forward to hearing from you.

Kind Regards, <name>

SIG <include website link>

## Other Important Notes Re: Preparation & Following Up

### How to Be a Gracious Guest

- Send in any requested information to the host on time, and in a format that's easy for them to access. [Here's an example of one of things I use when I'm a guest.](#)
- Arrive on time or a few minutes early and prepared to deliver good quality audio
  - Have your microphone/camera already hooked up
    - Do not use your computer's built-in microphone. Any headset microphone will be better, or a stand-alone microphone if you have one.
  - Be in a quiet room
    - No dogs, other people, or road/room noise
  - Have a glass of water on hand
- Keep it conversational, tell your story, give tips, and share just as if you were having coffee with a friend. Do NOT pitch or sell. Podcasting is about

relationships. The host will make you look good, and also bring up your book, course, free gift, etc. to give you the opening to talk about it.

- Follow up and follow through after the interview with TWO IMPORTANT THINGS:
  - A thank you email reiterating your appreciation and willingness to promote the episode.
  - When the host sends you the episode link, reply to them immediately and then promote the episode on social media - make sure to tag the host
    - Podcast episodes can be promoted on an evergreen basis, so feel free to schedule posts to go out once a month or so.
    - Add your podcast episode to your “Publications” section on LinkedIn to build your portfolio and increase your visibility in searches and SEO.

### **Networking With Podcast Hosts**

**\*\*VERY IMPORTANT!!** Whenever you're on someone's show, before the interview ask if you can get a couple minutes of feedback from them at the end. If yes, at the end of the interview ask them what their favorite part was and what suggestions they'd make for future interviews. THEN, ask them... “Who do you happen to know who might also have a show that might be a good fit for a guest like me?” If they know someone, ask if they'd be open to introducing you and thank them profusely.

If there's no opportunity to do this after your interview, you can send them a follow up email after your episode is released and you've promoted it.

Enjoy the journey - Now get out there and be amazing!!

**For more podcasting insider information and to listen to my podcasts, visit [StartSomething Creative Business Solutions](#)**