Content Marketing
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NEILPATEL

Podcast Resources & Outreach Template

OUTREACH TEMPLATE FOR PODCASTS

Email #1A You know the email and the person to reach out to

Subject: [Topic] on [Podcast Name]…

Body:
[Your Name] from [Your Company Name]

Hey [Name],

I'm a big fan of {Podcast Name} and loved {Recent Episode} where you talked about {Topic}.

I'm a [Fool Proof Positioning Statement]. I help teach people [Outcome].

I'd love to help teach your audience about any of the following topics:
Topic #1 — Short description of the topic and the outcome for the audience
Topic #2 — Short description of the topic and the outcome for the audience
Topic #3 — Short description of the topic and the outcome for the audience

Does one of these topics sound like it would be a good fit for your audience? Just hit reply and let me know which topic you'd like to discuss. After that, we can work out scheduling details.

Additionally, I'd love to learn more about how you like your guests to prepare for an interview. If you have any onboarding documents you'd like me to read ahead of the interview, please send them over!

Thanks so much,

— [Your Name]

P.s., I was recently interviewed by [Other podcaster Name] on [Other podcast Name] about [Interview Topic], check out the interview here: [Interview URL]

Email #1B You need to find out the proper person to reach out to

Subject: [Podcast Name] Guests?

Hi [Name],

Are you the best person to speak to at [Podcast Name] about scheduling a guest for an upcoming episode? If not, who do you recommend I get in touch with?

Thanks so much,

[Your Name]

Email #2: Scheduling time to record

Subject: [Topic] on [Podcast Name]…

Body:

Hey [Name],

Excellent! I'd love to come on [Podcast Name] to talk with you about [Topic].

As a next step, you can you pick the time that works best for you for the recording on my calendar here: [Calendly Link | Booking Tool Link].

Once we've confirmed a time, I'd just like to know if there is anything specific I should do to prepare. Do you have any onboarding documents for the podcast? (Best practices, questions you regularly ask, etc., that you'd like me to read ahead of the interview?)

Thanks so much,

[Your Name]

Email #3: Follow-up with Recent Interview

Subject: Did you see the recent episode of [Other Pod-cast Name]?

Body:

Hey [Name],

Check it out — I was recently on {Other Podcast Name} to talk about [Topic]: [Episode Link]

It's a great episode and the audience loved it. This episode is a great example of the actionable advice and domain knowledge that I can bring to the table for your audience.

You can check out the full episode here: [Episode Link]

Thanks,

[Your Name]

Email #4: Follow-up with Content

Subject: Did you read [Article Title]?

Body:

Hey [Name],

Have you seen this recent article about [Topic]? ([Article Link]).

The response to the article has been great — it's been one of the most popular on my site to date, with a TON of positive feedback from readers. People have loved how it highlights [Benefit For Readers].

[Relevant Feedback From Reader]

As a [Positioning Statement], I have a strong background in [Topic] and understand [Common Problem] that your audience might be experiencing.

Would your audience be interested in hearing a conversation between us about [Topic]? If so, just hit reply and give me a yes/thumbs-up.

Once you write back, we can confirm what topic would be most valuable for your audience.

Thanks,

[Your Name]

Email #5: Didn't get a response

Subject: [Podcast Name]

Body:

[Name],

I'm in the process of closing my files for the month.

Typically when I haven't heard back from someone it means they're either really busy or aren't interested. If you aren't interested, do I have your permission to close your file?

If you're still interested, what do you recommend as a next step?

Thanks for your help.

[Your Name]

Podcast details:

What's your goal for starting a podcast?

Write down the transformation process you would want your listeners to go through when listening to your podcast

Title of your podcast:

Podcast description:

Podcast Type (solo, interview, other)

Approximate Podcast Length:

Podcast frequency:

Podcast Artwork(Paste imgur link):

Pod cast Launch date:

List 10 or more potential guests for your show:

List CTAs that you can promote within your Podcast episodes:

Define the elements of your podcast introduction:

Brainstorm 10 podcast topic ideas and write them down: