



Expand Your Reach

— With Podcasting —

EASILY DESIGN AND LAUNCH YOUR PODCAST
WITH BONNIE GROESSL

Guest Interviews



Interviewing Guests

- Everyone loves free exposure
- Guests should be appropriate for your audience
- Your guests can help you promote the show, get more listens and downloads
- Provides more connections and opportunities
- The Triple Win – A win for your audience, the guest and you!

Inviting the Right Guests

- Do some research on the potential guests, look at their website, do a google search, etc.
- Find contact information (you may need to go through a VA)
- Write a compelling introduction that captures interest; just a couple lines, keep the email short.
- Introduce yourself and add a comment about why you are reaching out to them
- Let them know why you are contacting them (they have value to add to your show)

Inviting the Right Guests

- Tell them what your show is about and how they would benefit from exposure to your audience
- Mention your interview experience (it increases confidence)
- After you are up and running, you can share information about your audience (stats)
- Make it easy for them to check you out – give them your website, etc.
- Make it easy for them - tell them you will pre-recorded at their convenience, send a link to connect, etc.

Sample text you can use

My name is _____ and I am the host of _____. I have followed your work for some time and think you would add value to my listeners, I would love to have you on _____ for a guest interview.

I admire your work and would be honored to have you as a guest on _____

I would love to showcase what you do and reach more people with your expertise.

The goal is to provide a platform for you to _____

Optional Promotion

- Create a Gift Page
- Guests have the option to provide a link to a free gift (opt-in)
- Have guests share the gift page (opt-in for you) with their community
- Outline list and social media promotion you are asking for in return for their free exposure
- Create a banner of their show for them to share

Guest Devani Freeman



"How to Grow Your Audience, Boost Your Email List
& Attract Clients With a 5 Day Challenge"

THE HOLISTIC ENTREPRENEUR

with **Bonnie Groessl**



Guest Agreement

Thank you for your interest in booking an interview on _____ **Here is the link to schedule your interview:** <http://www.meetme.so/BonnieGroessler>

- Provide details about the podcast format and prepare them for the interview
- Tell them what you need from them (bio, headshot, title, bullet points, questions, etc.) Can create a submission form example: <https://form.jotform.us/72246945513156>
- Ask them to connect on social media (for better exposure)
- Inform them how you will be following up with details to promote the show and how you will promote them

Before Your Recording

- Remind them the interview is coming up (can send an email)
- Most scheduling programs will send reminders automatically
- Make time to chat before you press “record” and give an overview again
- Answer any questions they have
- Ask them to pronounce their name so you say it correctly

Follow Up With Guests

Name,

Your show is going live _____.

I wanted to thank you again for being my guest on “_____” podcast/show.

Your show will be available on _____(list directories) _____and on my website at _____ to share with your community (list, social media, etc.)

Please subscribe and review on iTunes and share/promote

