Podcast Guest Management Checklist/Template

Podcast / Date



A Podcast Template From CoSchedule

# Podcast guest management checklist

[ ]  Outreach pitch to talent

[ ]  Calendly angle meeting invitation comes to my inbox

[ ]  Add on Skype

[ ]  Host angle call

[ ]  Draft questions

[ ]  Send questions and ask for second Calendly invite for actual episode recording

[ ]  Send morning of email (as needed)

[ ]  Record the episode

[ ]  Record the introduction, middle CTA, and conclusion

[ ]  Write headline

[ ]  Send thank you email

[ ]  Hand off to Podcast Motor

[ ]  Design graphics

[ ]  Receive blog post

[ ]  General edit blog post and add graphics

[ ]  Write social messages/schedule social template

[ ]  Send email to podcast list

[ ]  Include in my email newsletter

# Outreach pitch to talent

## Outreach

Hey {Guest Name},

Thanks for all the {Topic} help you've provided through your {Company Name} blog. My team at {Your Company Name} loves your work!

I’m {Your Name}, the {Your Title} here at {Your Company Name}. I’m starting a podcast to help {Target Audience}, and I’d love to pick your brain for an episode.

Our {Job Title, Name}, specifically recommended that you would be a great source of information our audience would love.

If that sounds like fun, just set up a time with me so we can find a cool angle for your episode: {Your Calendly Link}

After that initial conversation, I’ll draft questions and we can schedule a second time to record your actual episode.

Thanks a lot!

{Your Name}

## Overwhelm

Hey {Guest Name},

I know how overwhelming email inboxes can be, so I thought I'd follow up with you on this. Would you be interested in being featured on {Your Company Name}'s upcoming podcast?

I know you'd be able to provide a lot of great insight, so I'd love to pick your brain to share what you know with our audience of {#}+ {Audience Members}.

Let me know what you think!

Thank you,

{Your Name}

# Calendly angle meeting invitation comes to my inbox

# Add on Skype

## Angle

Hey {Guest Name}!

I just saw the meeting invitation to kick off our podcast episode come through; thanks!

Our first meeting will be quick and to the point: Let's find an interesting angle for your episode. It may help to think of this as a {Topic} challenge that you (and your team) have solved.

I'm looking forward to the conversation! Let me know if you have any questions between now and when we meet.

{Your Name}

## If their Skype ID didn’t work

Hey {Guest Name}!

I just saw the meeting invitation to kick off our podcast episode come through; thanks!

Our first meeting will be quick and to the point: Let's find an interesting angle for your episode. It may help to think of this as a marketing challenge that you (and your team) have solved.

In the meantime, I've tried to add you on Skype, but your ID {Skype ID} doesn't appear to work. Would you mind double checking that for me, please?

I'm looking forward to the conversation! Let me know if you have any questions between now and when we meet.

{Your Name}

# Host angle call

## Angle

Things to note:

- The {Your Podcast Name} podcast is all about {Purpose}.

- We want to find a story you can share that will help {Your Audience} overcome a challenge.

- Purpose of the call is to find that great angle for your podcast episode.

Questions:

- How do you approach {Topic}?

- What is the one thing you’re doing in {Topic} that is working really well right now?

- What does your {Topic} look like?

- How do you approach {Topic}?

- What are your thoughts on {Topic}?

- What is the most successful thing you’re doing right now for {Topic}?

- How do you plan your {Topic}?

- How do you execute your {Topic}?

- What is something different that you’re doing in {Topic} that’s working out for you?

- What does a normal workday/workweek look like for you?

- What are your biggest daily challenges?

- How are you working to resolve those challenges?

- What was a major {Topic} challenge you recently experienced, and how did you overcome it?

# Draft questions

# Send questions and ask for second Calendal invite for actual episode recording

## Questions

Hey {Guest Name},

I’m super excited to feature you on the podcast. I know {Your Company} followers will love to hear your take on {Topic}.

These are the main questions I’d like to explore when we record your episode:

{Insert Questions}

I'm looking forward to this! I just need you to find a time to record the podcast: {Your Calendly Link}

{Your Name}

PS—Here are a few things that will help this go super smoothly:

Find a quiet place for us to record without distractions.

Use headphones and a microphone (if you've got 'em).

Put phones on silent.

Turn off notifications on your computer.

Plan on about 45 minutes for recording to give us a little wiggle room.

Remember you're awesome. ;)

# Send morning of email (as needed)

Hey {Guest Name},

Just wanted to let you know I'm looking forward to chatting with ya today at {Time}.

Let me know if you have any questions before we talk!

{Your Name}

# Record the episode

# Record the introduction, middle CTA, and conclusion

# Write headline

# Send thank you email

Hey {Guest Name},

Thanks again for being on the podcast! I have four last questions for you to help me wrap this up:

What is your t-shirt size and mailing address? I'd love to send you a care package for being awesome.

Could you send me a photo of you to include on graphics that will promote your episode?

Could you send me your company's logo in white to use on your graphics?

Could you send me a short bio to include with your episode?

Thank you!

{Your Name}

# Hand off to Podcast Motor

# Design graphics

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# General edit blog post and add graphics

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