

# 6 Email Templates for Podcasters

All the emails you need to book, manage, & grow your podcast.



## template one

# Pitching Guests

Hello, {Target's First Name}!

My name is {Your First Name} and I host {Your Podcast's Name}, a podcast that {a one sentence summary of your podcast's theme}. We're currently booking guests for {season/quarter} and would love to feature {you / your client} on an upcoming episode to talk about {something they are currently promoting}.

If you'd like, you can listen to our latest episode to get a feel for the sort of podcast we are: {Link to Latest Episode}, & you can find all our metrics & stats attached in our media kit. {Link to Media Kit}

Please let me know if you have any questions!.

Thanks for taking the time.

{Your First Name}

# template one, b

## Pitching Guests w/Booking Link

Hello, {Target's First Name}!

My name is {Your First Name} and I host {Your Podcast's Name}, a podcast that {a one sentence summary of your podcast's theme}. We're currently booking guests for {season/quarter} and would love to feature {you / your client} on an upcoming episode to talk about {something they are currently promoting}.

If you'd like, you can listen to our latest episode to get a feel for the sort of podcast we are: {Link to Latest Episode}, & you can find all our metrics & stats attached in our media kit. {Link to Media Kit}

If you're interested, you can go ahead and book an interview here {Link to Scheduler}, if you don't see any availability that works please let me know and we'll work it out!

Thanks for taking the time.  
{Your First Name}

# template two

## One Week Before Interview

Hello, {Guest's First Name}!

I'm so looking forward to our interview on {Interview Date} at {Interview Time}! Before we chat I wanted to send you a few thoughts that will help our interview go smoothly:

1. To ensure audio quality, please use headphones during our interview. If you have a mic that's great, but if not, your device's mic will be fine. Please try to be in a quiet place for our interview & somewhere that isn't a wide open empty room (that tends to cause echos)
2. I record interviews on {Recording Platform}, here is a link to our interview! {Link to Record}
3. My interviews typically run about {Average Interview Length}, but there's always the chance we'll get to chatting and run over.
4. My plan for our interview is to cover {Interview Topics here}, please let me know if there's something specific you want to cover.

Thank you for taking the time to be a guest on {Podcast Name}, it's going to be a great time!

{Your First Name}

# template three

## Post-Interview

Hi, {Guest's First Name}!

Thank you for taking the time to be a guest on {Podcast Name}, it was such a gift to get to spend time chatting with you for the show! Your episode of {Your Podcast Name} is set to air {Interview Air Date} - we'll send over some graphics for easy sharing, as well as tagging you on social media.

Have a great day, chat soon!

{Your First Name}

## template four

# A Few Days Before Interview Airs

Hi, {Guest's First Name}!

Just wanted to let you know your episode of {Your Podcast Name} comes out {day of the week}! We've attached some graphics to make episode sharing easy, we'd love it if you shared the interview with your followers!

Also, if you have a moment, would you please leave a review for {Your Podcast Name} on Apple Podcasts {Link to Your Show on Apple} - reviews are the lifeblood of podcasts & it's always helpful to have reviews by guests that listeners love.

Thanks again for taking the time to come on the show,  
forever grateful!

{Your First Name}

# template five

## Sponsor Pitch Email

Hello!

My name is {Your Name} and I host {Your Podcast Name}, a podcast that {what your podcast provides to its listener}. I have been following {Name of Brand/Company} through social media and I love that you {what you love about the company} & I think it would really resonate with my listener. I would love to talk about how we could collaborate to help you spread the message to my community.

My podcast accumulates {#} weekly plays and has over {#} lifetime listens. My audience is {demographic age & gender}, and they are interested in {demographic interests} so I believe that they would love to know about your {specific product}.

You can find my media kit attached for more information, please let me know how we can move forward in potentially partnering to share your {product} with my listeners!

Kindly,

## template six

### Interview Guest Pitch Email

Hi {Target First Name},

I'm {Your Name} host of {Your Podcast Name} and {Any Other Job Titles} and I'm a huge fan of {Their Podcast Name}! I'm reaching out because I would love to be a guest on {Their Podcast Name} to talk about {Your Area of Expertise}. Specifically I can share with your listener about {Niche Down #1} and {Niche Down #2}, sharing with them how to {Your Subject Matter Implemented}.

Previously I've been featured on podcasts such as {Link Podcast Episodes to Podcast Title} and {Link Podcast Episodes to Podcast Title}, and I love the opportunity to talk with other podcasters about {Your Subject Matter}.

I can answer questions such as {Question #1} and {Question #2} and give healthy, life-learned encouragement to {Their Target Demographic}.

My personal media kit is attached, I'm looking forward to hearing about working together - let me know how to proceed!

Kindly,  
{Your Name}