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Podcast Guest Acquisition **Template**

Instructions: Utilize this template to effectively plan and execute a strategy for attracting your ideal clients as guests on your podcast. This method is aimed at enhancing your podcast's value, building strong professional relationships, and indirectly marketing your services or products.

Podcast Overview

Podcast Name:	
Theme/Subject Matter:	
Target Audience:	
Podcast Objective: (Educate, Inspire, Inform, etc.)	

Ideal Guest Profile

Industry/Niche:

_____

Role/Position:

_____

Key Achievements/Expertise:

_____

Potential Value to Audience:

_____

Research and Identification

Tools and Resources: (LinkedIn, Industry forums, Competitor podcasts, etc.)

Target Guest 1:

_____

Target Guest 2:

_____

Target Guest 3:

_____

Criteria for Selection: (Audience alignment, Expertise level, Market influence, etc.)

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_____

Outreach Strategy

Initial Contact Method: (Email, Social Media, Direct Call, etc.)

Template/Script:

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Personalization Elements: (Why you admire their work, Specific topics of interest, etc.)

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Incentives for Participation: (Audience exposure, Cross-promotion opportunities, etc.)

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Pre-Interview Preparation

Scheduling and Logistics: (Calendar invites, Platform/Software, Recording guidelines)

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Pre-Interview Brief: (Topics, Format, Expected duration)

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Technical Requirements: (Mic recommendations, Quiet environment)

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_____

During the Interview

Engagement Techniques: (Open-ended questions, Sharing personal insights, etc.)

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_____

Promotion of Guest's Work: (Websites, Projects, Upcoming events)

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Call-to-Action: (How listeners can connect with the guest)

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Post-Interview Follow-Up

☐ **Thank You Message**:

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☐ **Episode Release Notification**:
☐ **Promotional Materials**: (Graphics, Social media snippets, etc.)

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Promotion and Marketing

☐ **Platforms**: (Social media, Email newsletters, Podcast directories)
☐ **Collaboration with Guest**: (Sharing responsibilities, Providing materials)

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Tracking and Evaluation

☐ **Feedback Collection**: (From guest, From audience)

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Performance Metrics: (Downloads, Engagement rates, New subscribers)

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Improvement Plan: (Based on feedback and metrics)

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Legal Considerations

Content Ownership:

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☐ **Guest Release Form**:

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Conclusion: Summarize the anticipated benefits of targeting and bringing ideal clients onto your podcast, including increased credibility, network expansion, and indirect marketing opportunities. Reflect on how these guest appearances align with and support your broader business objectives.

This template provides a comprehensive framework for identifying, inviting, and interviewing ideal clients on your podcast. By systematically planning each phase of the guest acquisition process, you can enhance the quality of your podcast content, foster meaningful professional relationships, and subtly market your offerings to a broader audience. Continuously refine your approach based on guest and audience feedback to ensure your podcast remains a valuable and engaging platform.