

# Request a Guest Email Template

## Overview of Guest Request Template

First, be sure to establish your authority/credibility and make your request an appealing one for your potential guest - what's in it for them? If you don't have any authority/credibility just yet, then be sure to include a compelling reason why your guest should want to be on your show within the first sentence or two.

Then, include some specifics about your show: what type of content do you share with your audience?

Follow this up with why you think they'd be a perfect fit for your show, and thank them for their consideration.

End by making sure that the process is as easy for your potential guest as possible. Give them a link to schedule a time for the interview, and include any other details about the interview you think would be helpful (we include an interview flow so the guest knows exactly what they can expect during the interview should they decide to book).

### **\*IMPORTANT\***

**Do not copy this template word for word. We've provided this as an example so you can use the ideas and flow, but in your own words. Every Podcast is unique; make it your own!**

THE  
PODCAST  
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Hi XXX!

I would be thrilled if you would join me on [show name], a [any accolades like “top-ranked”] podcast. \*I know you are busy, and that’s why [show name] is an easy 30-minute audio- only interview over Skype\*.

*\*If you do video, plan on interviewing for more than 30 minutes, or use something other than Skype, note that here.*

We’ve had incredible guests such as [name some of your past guests here], share their inspiring journey [or whatever it is that your guests provide/share] with our audience. [Show name] has been featured in [any magazines or well-known sites where you’ve been featured] because of [why you were featured].\*

*\*If you are not yet known in your industry be sure and let your guest know at the beginning of your request why they should want to be a guest on your show.*

I would be honored if you would be willing to share your [what will you be asking them to share?], as it will surely [do X, example: “inspire”] for our listeners. \*\*

*\*\*Insert something here about your own experience so your potential guests knows why you feel it’s important to share their insights with your audience.*

If you accept, I will be humbled / grateful / thankful / excited, as your story will [what will it do for your audience?].

Here is the link where you can schedule a time that works for you! [Insert link here – I recommend using a tool like ScheduleOnce to book your interviewees]

[At the very end of the email we include our waiver language (below). This language was not drawn up by a lawyer – we include it here to give you an idea of how we get an “acknowledgment” from each of our guests to retain the rights to their interview.]

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