



The Episode Promotion Checklist

How to make maximum impact & reach as many people as possible with each episode you publish.

Episode Promotion Checklist

Directly Email:

- ✓ Your guest informing them you just published their interview, and make it easy for them to share. (Email template below)
- ✓ Each person you mentioned during that episode with an appropriate notification
- ✓ Your email list with some enticing copy that builds interest in the episode
- ✓ The 'leader' of any online group, forum, podcast, blog, newsletter, etc that episode is particularly appropriate for.

Post Enticing Bit & Link To:

- ✓ Applicable membership sites or forums, FB/LI groups, etc
- ✓ Twitter – Tag your guest and anyone you mentioned
- ✓ Facebook
- ✓ Google+
- ✓ LinkedIn
- ✓ Pinterest & or Instagram – (Use your episode image)

Sample Email to Interview Guest

Hi NAME

Just a short note to let you know that our interview is now LIVE in iTunes, Stitcher and my blog as of this morning!

I thought it was insightful and engaging and I wanted to thank you for working this out.

Of course, I'd be honored if you shared the interview with your audiences. To make it easier for you, I drafted a few quick posts-feel free to use, modify or delete.

Facebook/Linkedin (Copy/Paste):

"Insert an example post that's pre-written so they can simple copy & paste here while linking to the episode here LINK"

Twitter (click to tweet):

"Insert an example post that's pre-written so they can simple copy & paste here while linking to the episode here & @ mentioning yourslef LINK"

Here is the post link itself in case you need it specifically:

Direct Link: LINK

Thanks again for sharing your work and for your support.

YOUR NAME

NOTE

This is a form email. I HIGHLY suggest customizing your message beyond this for each person based on your relationship with them, but this will give you a good start.