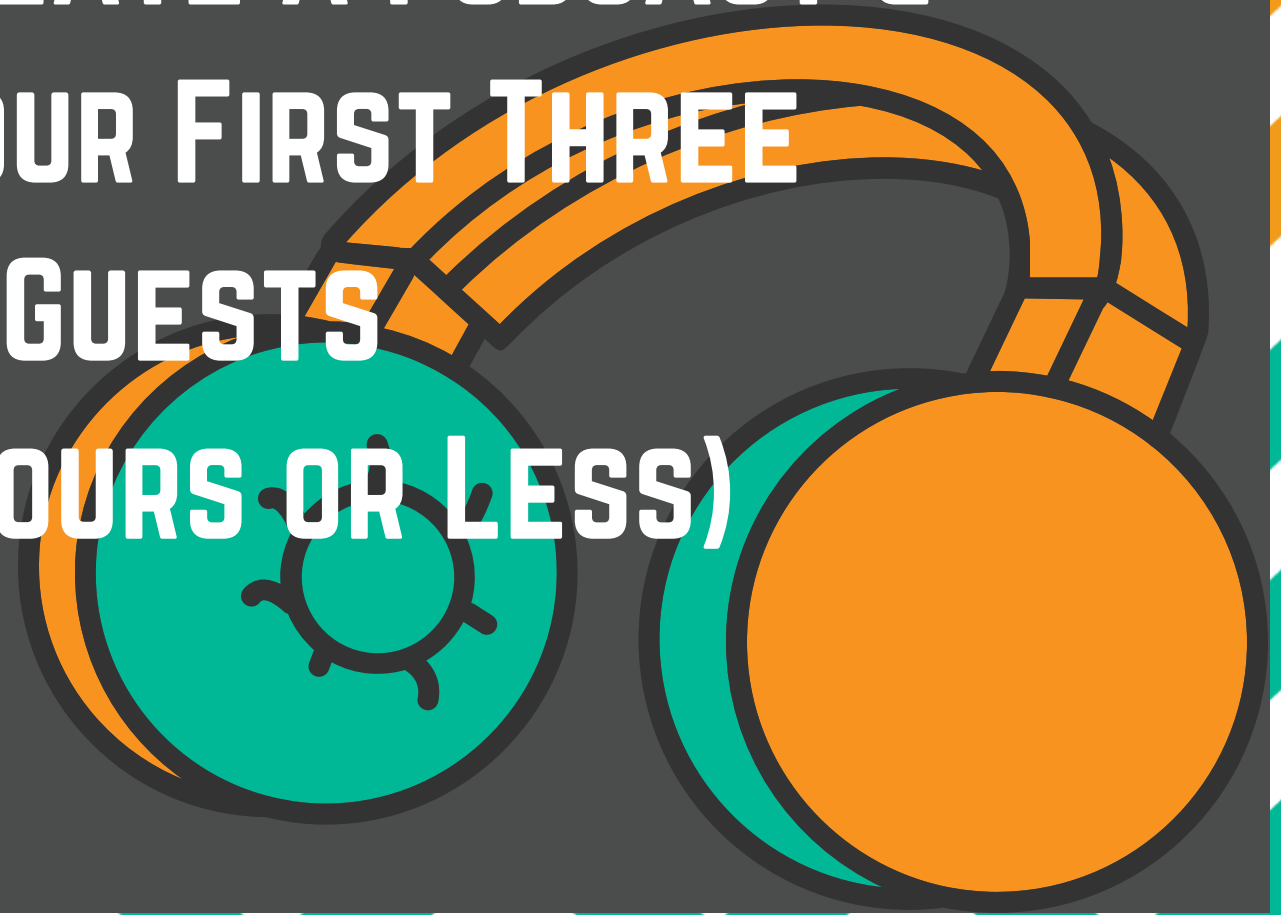


**HOW TO CREATE A PODCAST &  
BOOK YOUR FIRST THREE  
GUESTS  
(IN 4 HOURS OR LESS)**



# 1. Research

Leverage iTunes New & Noteworthy by researching guest that have recently launched podcasts. Find podcasts that have the right fit for your market and message by using keywords in the search function of iTunes. Make a hit list and set it aside for Step 4.

## 2. Systemize

Sign up for a scheduling tool ([ScheduleOnce](#), [Calendly](#) or [Acuity](#)) and create a scheduling link to email to your guests. This will help cut down on the back and forth between emails. It will also allow you to book busier people because it will show that you're willing to be accommodating.

## **3. Templates**

Create a standardized, personal templated email for guest outreach and a show flow document. The show flow document should include information about your show, outline 3-4 sample questions and explain the interview process.

## **4. Email**

This is when the outreach begins. Go back to the list you compiled earlier of New & Noteworthy podcasts that fit your market and message and begin reaching out to the host. Remember to include the show flow document and booking link in your email.

**Ready to 10X Your Podcast?**

**Give Us A Call**

**888.687.7486**

**Or visit our website at**

**[www.PodParrot.com](http://www.PodParrot.com)**

