

## **How to land guests for your new podcast (in hindsight):**

### **1. Release an initial episode**

The hurdle that you are trying to overcome here is of no listener record. If you are launching a new podcast then you most likely do not have any audience yet, so why would a researcher or politician take out the time to talk to you? In order to overcome this, your team could record one introduction episode introducing your team, you project and what the listeners should look forward to. Once you release the episode, you can get it shared through team and faculty contacts to as many people as possible.

### **2. Research your target guest**

It is important that you tweak your email template according to your target guests. Tell them you are interested in their research and how there are many people that will benefit from hearing about it.

### **3. Tell them about your viewership**

Now that you have some viewership statistics from your episode, it is a great time to use it to attract guests. Tell them how your first episode went and how you forecast your listenership to grow. Also tell them about your plans of exploring new avenues of attracting more listeners. After all no one wants to be on a podcast with no listeners.

### **4. Call to action**

Remember to include an easy way for the guest to respond. Ask them to reply with the times that work best for them, and you will work with the times to accommodate them. You can also include a link to schedule platform so they can easily sign up.

### **5. Offer to give them the questions in advance**

Some of the issues or points you want to discuss with your guests might not be their area of expertise. A politician may not be well versed in all the laws regulating the local water system. The request to discuss such an issue might make them anxious and feel like they are not the right person to talk about it. In order to reduce their anxiety and have concrete information for your audience, you may offer to give some questions regarding the topic beforehand for the guest to research. This will help them prepare and you will have good quality discussion with them.

### **6. Follow up!**

You will have to follow up. Not many people will respond to the first email. If you can drop by to introduce yourself, it will certainly increase your chances of landing a guest. In our letter writing campaign, initially we did not get a response from the mayor but while we were meeting with a councillor at city council, we introduced ourselves to the mayor and informed him about our cause. In a couple of days, he responded to our letter showing his interest and support.