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# Podcast Email Templates

*Podcasting Launch Course for Professionals*

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Please note: There is a free application that can be applied to Gmail that gives your email CRM functions called Streak. Download Streak and activate the Snippet function (more details on this in the Podcast Automation Mini-Course). Create the following two snippet templates to start. You can create others to fit your show specifically.



## **Welcome Email:**

Tagline — Thank you for being a guest! [You can personalize with guest's name]

Thank you for saying yes to being a guest on the [your podcast name].

I look forward to our chat [date and time scheduled] but until then, attached is your guest packet and a short video.

See you when we record.

[Link to welcome video]

[Attach guest packet]

[Your email signature]



## Episode Release Email:

Tagline — Your Episode is Prepped for Release! [You can personalize with guest's name]

[Guest Name],

Thanks for being on the show. Your episode will be released on [Date of release].

Here is the link to the episode: [Link to the episode]

Attached is a social media graphic that is applicable to most platforms.

Please subscribe to the show if you haven't already and share in your networks. Thank you for spreading the word about the show.

[Attach social media graphics]



Please Note: I go over creating social media graphic templates in the course and the Podcast Automation Mini-Course. You can create polls or questionnaires in Google using forms. These can be inserted into your emails. These are just two possible email templates but you can customize to your show's specific needs.