**Day of interview follow up email:**

Subject: Your Interview Rocked!

Thank you again for your time on the podcast. I really enjoyed our interview and I know we got some amazing insights!

One of the great things about doing these interviews is it gives me a chance to show off your smarts to my audience, but it also gives you an amazing asset to share with your own audience.

When your episode airs, we’ll send you the following assets to make your life easier:

1. The link to your episode so that your audience can access it.
2. Social media image and content you can use.
3. An email postscript for easy use.
4. Guide for how to use this on your website and SEO tips.

Let me know if I should be including anyone on your team (such as a marketing manager, etc) in the email we send with all these assets?

Signature

**Day of Episode Airing Email:**

Your episode is live and has been promoted to our list! You did a wonderful job in your interview, thank you so much for your time and knowledge.

I want to make sure you get the most out of your interview, and I know your audience will really appreciate the knowledge and insights you shared. Plus, I really appreciate them hearing about the podcast series, so thank you!

Below are easy ways to help you benefit from this content in the form of SEO for your website, copy and paste social media content, and a postscript to put in your next email to your list because we know many guests see great feedback after being on a podcast.

**Social Media posting:**

Below are some resources to make it really easy for you to share your episode!

**LinkedIn/Facebook/Instagram (Images attached):**

Check out my awesome interview on #name of podcast# with #name of host#: #episode link#

**Twitter (Images attached):**

Had an awesome chat w/ [name of host] [@hosttwitterhandle] on [name of podcast] Check it out here: episode link

**E-mail Postscript (for your next outgoing email)**

PS: I recently had the chance to appear on [name of podcast] with [name of host] to tell my story. Check it out here: episode link

**Website Posting Guide:**

This is a simple guide to show you a few ideas of how you can share your episode on your website: episode link

**Homepage:**

Every website is different, but a very popular way to showcase your episode is with a simple section or call out on your homepage. Oftentimes, this is as simple as an image or button with a “Listen Here” call to action that links to the episode.

**Blog/Latest News:**

If you are currently using a blog as part of your marketing strategy, your episode will make a great addition and give your consumers a great way to hear your message. You don’t even have to write too much if you link over to your show page on our site, because we wrote it all for you already!

**#ATTACH SOCIAL IMAGE#**

**#ATTACH SHOW ART#**

**Text 7 days after episode goes live:**

Hey! We have been getting great feedback on your episode! Just seeing if you had any question on the email I sent to you the other day.

Also, as a pure favor, could you rate and review the podcast? Thanks!

iTunes: link to rating and review page

Stitcher: link to rating and review page