



The
Author Collab™
More Readers. More Impact. Together.™

AUTHOR PODCAST GUEST *Planner*

Your Step-by-Step Guide
to Getting Booked,
Being Prepared, and
Making Every Appearance
Count



DISCOVER
PODCASTS



CREATE
YOUR PITCH



PREPARE
FOR SUCCESS



FOLLOW UP
& BUILD
RELATIONSHIPS



TRACK
YOUR PROGRESS



More Readers. More Impact. Together.™

THE AUTHOR COLLAB™

YOUR NEXT READERS MAY BE LISTENING

THE AUTHOR PODCAST GUEST PLANNER

Find the right shows • Pitch with confidence • Prepare • Follow up • Track results

More Readers. More Impact. Together.

A companion to The Author Collab guide to getting booked on podcasts

Welcome & your podcast goals

Use this planner to turn podcast guesting into a manageable, repeatable author visibility activity. Pair it with the editable outreach spreadsheet to keep every contact, recording, and result in one place.

My book or project: _____

Ideal listener / reader: _____

My goal for the next 90 days: _____

My one clear listener call to action: _____

1 | Podcast fit scorecard

- The show speaks to readers I want to reach.
- Recent episodes are active and relevant.
- I listened to an episode and understand the host's style.
- The show accepts outside guests or has a submission process.
- I have a fresh, audience-centered topic to offer.
- The interview format and timing work for me.
- I understand any fees or promotional restrictions.

Podcast: _____ **Best-fit topic:** _____

Why its audience will care:

2 | My podcast guest media kit

- Short bio (50–75 words) and longer bio (150–200 words).
- High-resolution headshot and book-cover image.
- One-paragraph book summary and purchase link.
- Three to five audience-focused talking points.
- Five to ten suggested interview questions.
- Author website / media page and contact email.

- Previous interview links, if available.
- One memorable listener takeaway and simple call to action.

3 | Three pitch angles that serve listeners

Angle 1: Topic / promise to listeners

Angle 2: Topic / promise to listeners

Angle 3: Topic / promise to listeners

4 | Copy-and-customize podcast pitch

Subject: Guest idea for [Podcast Name]: [Specific listener benefit]

Hi [Host Name],

I enjoyed your episode about [specific topic]. I thought your listeners might be interested in a conversation about [audience-relevant issue].

I'm [name], author of [book], and I can offer practical insights on [topic]. Three possible discussion angles are [angle 1], [angle 2], and [angle 3].

You can find my short bio, book information, and interview details at [media page]. Would this be a fit for an upcoming episode?

Warmly, [Name] | [Website]

5 | After you pitch

- Record the show, host, pitch date, angle, and contact details in the spreadsheet.
- Set a polite follow-up date (often 1–2 weeks, unless the show says otherwise).
- Respect a no; avoid repeated unsolicited messages.
- Keep a list of dream shows even when they are not accepting guests.

6 | Once booked: confirm the details

- Recording date, time, and time zone.
- Audio-only or video; live or prerecorded.
- Platform, expected length, and tech requirements.
- Host's preferred bio, images, and links.

■ Estimated release date and episode promotion plans.

■ Whether the host wants a book; digital or print preference.

■ Shipping timeline if sending a physical copy.

Interview date/time: _____ **Time zone:** _____

Book requested / sent: _____

7 | Interview day preparation

- Listen to the show and review the host's recent episodes.
- Prepare three key messages and two memorable stories.
- Test microphone, camera, internet, lighting, and recording link.
- Silence notifications; keep water, notes, and book nearby.
- Practice a brief author introduction without memorizing a script.
- Have one simple website or landing page for listeners.
- Arrive early, stay conversational, and give the host room to lead.

My three key messages:

One story or example I want to share:

8 | Send a thoughtful thank-you

Subject: Thank you for the conversation!

Hi [Host Name], Thank you for having me on [Show]. I especially enjoyed our discussion about [specific detail]. I appreciate the chance to connect with your listeners. Please send the episode link when it's live; I'd love to share it with my readers and community. Warmly, [Name]

9 | Episode launch & promotion checklist

- Confirm the live episode URL and correct author/book links.
- Thank and tag the host when sharing publicly.
- Share in your newsletter, website, and relevant social channels.
- Ask permission before repurposing audio/video clips or quotes.
- Add the interview to your media appearances page.
- Record traffic, inquiries, newsletter signups, and future invitations.
- Follow the host and keep the relationship warm.

Episode URL:

What worked, what I learned, and who to pitch next:

10 | Resource directory

Podcast Rocket — <https://www.podcastrocket.net/start-a-podcast/podcasts-looking-for-guests/>

Podcast guest opportunity list; check whether each show is still active.

Talks.co — <https://talks.co/>

Guest profiles and host connections.

Podcast Guests — <https://podcastguests.com/>

Newsletter and guest opportunities.

Podcast Guest Collaboration — <https://www.facebook.com/groups/podcastguestcollaboration/>

Facebook community for guest and host connections.

MatchMaker.fm — <https://www.matchmaker.fm/>

Guest-host matching; check current plans and pricing.

Radio Guest List — <https://radioguestlist.com/find-podcast-guests>

Radio and podcast guest listings.

My weekly outreach rhythm

Monday: Research three shows. **Tuesday:** Listen and customize angles. **Wednesday:** Pitch two or three. **Thursday:** Follow up appropriately. **Friday:** Update tracker and promote published episodes.

Notes & ideas

The Author Collab™ | More Readers. More Impact. Together.