

HOW TO RUN A LIVE BROADCAST TALK SHOW 101

Guest Email Template

Hello (name)

I'm (your name), host of (show name), a weekly live broadcast talk show where we discuss (topic). I've been following you on social media recently and I'd love to have you as a guest on the show to talk about (specific topic—do not be broad here—tell them exactly what you want to discuss, feel free to leave bullet points)

(Show name) focuses on (topic of your show and the types of viewers you get) (bonus points: add why this might be helpful to them and their business—remember, this is about giving to them, not just having them do something for you)

The show airs every (day) at (time) on (link to your Facebook page) (bonus: if you have an On Air page, this is the place to add it)

Here is/are a past episode(s) of my show if you'd like to see what episodes are like.

I've worked with (names of past guests) in the past. Here's a quick quote (or two) from them on being on the show.

If you'd consider joining me for an episode, I'd love to get you scheduled for (give three dates choices)

Mic check for the show is twenty minutes before air time. I'll send you a sign in link and all you'll need to do is click it through a Chrome browser and it will ask you to allow it to use your webcam and microphone—no other equipment needed. We'd be able to chat behind the scenes for a few minutes before we go on air, and then we'll talk about (topic) and answer viewer questions for (typical length of show)

If you'd like to join me, I'll need your headshot and social media links so I can market the episode, and I'll be happy to send you a marketing graphic to share with your fans if you'd like a little extra publicity out of the appearance on your end.

If you have questions, I'm happy to get those answered for you.

Thanks so much for considering an appearance on (show name)! I look forward to hearing back from you! Have a wonderful day!

(signature + website)

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Example Email

Hello K.M.

I'm Allie host of Talk Show Fabulousness, a weekly live broadcast talk show where we discuss being fabulous in marketing. I've been following you on social media recently and I'd love to have you as a guest on the show to talk about how to stand out on social media, how to work around the algorithms, and how to start becoming an influencer on social within our industries.

Talk Show Fabulousness focuses on helping viewers grow their businesses through creating better social media for their brands, which I know is right up your alley, especially with your Instagram course!

The show airs every Tue at 1pm on facebook.com/talkshowfab. Here's our On Air page with more details on the show if you're interested talkshowfab.com/on-air

Here are two past episodes of my show if you'd like to see what episodes are like. (links)

I've worked with Guest 1 and Guest 2 in the past. Here's a quick quote from them on being on the show:

"I loved being on the show...more nice things"-Guest 1

"Alliw made it so easy to go live and her viewers were so talkative!"-Guest2

If you'd consider joining me for an episode, I'd love to get you scheduled for Aug 3, 10, or 18th at 1pm.

Mic check for the show is twenty minutes before air time. I'll send you a sign in link and all you'll need to do is click it through a Chrome browser and it will ask you to allow it to use your webcam and microphone—no other equipment needed. We'd be able to chat behind the scenes for a few minutes before we go on air, and then we'll talk about building up their social media to shine and answer viewer questions for about half an hour.

If you'd like to join me, I'll need your headshot and social media links so I can market the episode, and I'll be happy to send you a marketing graphic to share with your fans if you'd like a little extra publicity out of the appearance on your end.

If you have questions, I'm happy to get those answered for you.

Thanks so much for considering an appearance on Talk Show Fabulousness! I look forward to hearing back from you! Have a wonderful day!

-Allie

[Talkshowfabulousness.com](https://talkshowfabulousness.com)