

GUEST SHARING SWIPE SWIPE FILE



A PROVEN SWIPE FILE TO MAKE IT
EASY FOR YOUR GUESTS TO SHARE



CONVENIENCE

QUALITY

COURTESY

When you have a podcast guest, the easiest way to help them share their episode is to send them swipes that they can just copy and paste to their audience. This is extra work on YOUR part – but taking the burden off of THEM means they are much more likely to do it – and everyone will get to benefit from the ideas and insight that went into the call. Swipes are all about conveniently delivery quality materials as a professional courtesy.

It's important to remember, however, that not all of your guests are going to be able to share. That's just the reality. Maybe they have a full promotional calendar, maybe the topic isn't in line with what they are focusing on right now, or maybe they've already shared extensively on what they spoke with you about. None of these reasons are personal. Always remember that your guest gave freely of their time so that you would have new, interesting content for your audience. Sharing is a BONUS, and should not be an expectation. The relationship you have a chance to build is more important than a tweet. Promise.

But many people will be happy to share, and you can make it as simple as possible for them. These are the swipes we customize for our own clients at One Stone Creative. (Even if your guests don't share, they make you look really good!)

How to use these swipes:

This is structured as one big email you can send to your guests after you have interviewed them for your podcast. The sections in red are how you open and close the email, the [SQUARE BRACKETS] are what you will customize with your specific episode details (you can and SHOULD customize everything!), and if you are active on other social channels like Youtube, Instagram, Pinterest or anything else – include assets for them!

We always recommend making your own personal template that really fits your voice and your community, so please feel free to use this as a model – take what works and leave what doesn't!

GUEST SWIPES

Hi [First Name]

I wanted to thank you again for joining me on [PODCAST NAME]!

Your episode is going to air on [DATE] and I wanted to give you a few things to help share it with your community. These links will be live as of [TIME AND DATE] so any time after that, you're good to share!

The full URL is going to be: [Your Blog URL]

Your Episode will be on:

Apple Podcasts: [Apple Link]

Sticher: [Stitcher Link]

Spotify: [Spotify Link]

Below, you'll find some some swipe copy that is pre-linked to your episode page.

Please feel free to edit these as much as you like, or use them as is.

Tweets:

Tweet 1: Great conversation with [@HOST] - we went deep! [#HASHTAG] [LINK]

GUEST SWIPES

Tweet 2: I was so please to be invited to [PODCAST] to talk about [TOPIC/KEY IDEA] [LINK]. [@HOST]

Tweet 3: [QUOTE BASED] - One of several insights from my conversation with [@HOST]. [LINK]

Facebook Post:

I was recently interviewed by [HOST] and we got deep into the nitty-gritty around [TOPIC]. One of my favorite quotes was [QUOTE] You can listen to the full post on Apple Podcasts (or your favorite podcast player) or read the blog post that takes our conversation even further [LINK]

LinkedIn Post:

[HOST] is the host of the [PODCAST] and not too long ago we had an in-depth conversation about [TOPIC] – we uncovered why [KEY POINT] – find out how you can do the same! [LINK]

GUEST SWIPES

Email:

Subject: We Went DEEP Into [TOPIC]

Dear [NAME],

Recently I had a conversation with [HOST], on the [PODCAST] where we explored some of the important [NOTE ABOUT CONTENT]

Some of the most interesting parts were:

[POINT]

[POINT]

[POINT]

I'd love for you to take a listen to it, and if you enjoy it – please subscribe and share!

Best,

[Your Signature]

GUEST SWIPES

Attached to this email you'll find [GRAPHICS/EMBED CODE/VIDEO/AUDIOGRAMS] that we will be using to promote your episode - it's great for sharing on Facebook, Twitter and Pinterest as well, along with the post link! [LINK]

I'd like to make sure to be on hand to connect with any of your audience who is interested in our conversation, so if you're able to give me an idea of what you'll be able to promote and when, I'll make sure to be standing by.

Again, it was a pleasure speaking with you for the [PODCAST], and please let me know if there's anything I can do to help or support you in the future!

Sincerely,

[SIGNOFF]