Guest booking email and prep sheet

Ask a podcast guest for a recording time, then send the prep sheet once the time is agreed.

1. The order to send them in

Send the booking email first, and the prep sheet once the time is agreed. Do not send the prep sheet with the invitation. It gives the guest a list of jobs before they have said yes.

1. Send the booking email with two or three times, the length, the place and a date for the reply.
2. If nothing comes back, send one short follow-up with the same options after a few working days.
3. Once a time is agreed, send the prep sheet in section 3.

2. The booking email

Fill in each line, then copy the message below and change the words in square brackets.

Your name and the show's name	*[your name, and the name of the show]*
Link to one episode	*[a link the guest can listen to, so they hear the tone]*
Why this guest	*[one sentence on the one thing you want them to talk about]*
Format and length	*[for example, about 40 minutes, recorded in one session]*
Where	*[in person: the address and a parking note. Remote: the platform you will use]*
Time zone	*[needed for a remote guest, for example GMT or BST]*
Option 1	*[day, date and time]*
Option 2	*[day, date and time]*
Option 3	*[day, date and time]*
Reply needed by	*[date, and what happens next]*

The message, ready to adapt

Hello *[guest name]*, I host a show about *[topic]* and would love you to be a guest on episode *[number]*. We would talk for about *[40]* minutes about *[the one thing you want them to cover]*. Could you let me know which of these works: *[day and date, time]*, *[day and date, time]* or *[day and date, time]*? Please reply by *[date]*. Once you have chosen, I will send a short prep sheet.

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3. The prep sheet

Send this once the time is agreed. Delete any line that does not apply to the recording.

Arrival time	*[the time to arrive, and the door or room to use]*
Parking or how to join	*[the parking note, or the link and any dial-in details]*
Length of the recording	*[for example, about 40 minutes]*
Who is in the room or on the call	*[names and roles]*
Contact on the day	*[name and mobile number]*
If you are running late	*[the number to ring]*

Topics, in rough order

No.	Topic	Notes for the guest
1	*[the first topic]*	*[anything they should think about]*

[Share the questions if the guest would prefer to prepare.]

Microphone and headphones

[Say how close to sit to the microphone, which way to face it and whether to wear headphones. The Granary guide on mic technique for podcasts covers distance and angle in plain terms, at www.granary.digital/guides.html.]

What to bring

- [ ] A drink at room temperature.
- [ ] Notes written as keywords and bullets, printed large enough to read at a glance.
- [ ] Anything you will refer to during the recording, such as a book, an article or a product.
- [ ] If you are joining from another place, a quiet room and a wired connection where you can manage one.

[The Granary guide on recording a remote guest covers their room and their connection.]

4. Before you send

- [ ] The booking email states the time zone for a remote guest.
- [ ] The booking email gives a reply date and says what happens next.
- [ ] The length of the recording is stated.
- [ ] The prep sheet waits until the time is agreed.
- [ ] If you ask for a bio, the email says where it will appear.

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5. Mistakes that cost a recording slot

- Sending the prep sheet with the first invitation.
- Leaving the time zone out for a remote guest.
- No reply date, so the slot sits open for weeks.
- Not saying how long the recording will take.
- Asking for a bio without saying where it will appear.

If the recording is at the Granary Podcast Studio

The Old Grainstore, Adsdean, Chichester, PO18 9DN. There are fifteen parking spaces on site, and the load-in is at ground level. Give the guest the address and the parking note in the booking email.

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