



TEMPLATE

AN EMAIL

That will get your new
Podcast it's first
100+ downloads

1 New Message

Template - An Email that will get your Podcast the first 100+ downloads

Read before you draft your email

I'd recommend you draft an email like the one you find further down to share with your personal network to get the first listeners for your show.

Think of including your family, your parents, grandparents, your siblings, but also the extended family that you might only see once a year, like your aunts, uncles, cousins.

Include your close friends but also those you were close to in the past but just haven't been in touch with that much. People you went to school when you were little or old friends from university. People you worked with, your neighbours you used to have over for dinner back in the days when you still lived in the city, people that you have **in your personal email list**, include them all in the recipient list (bcc) of that first email to promote your podcast launch.

Of course, a personal email to each of those individuals would be ideal and even more powerful, but you probably won't have time to write all these emails, so just start with one email, put all those people in bcc but make the email rather personal.

They are your existing circle. **Leverage that!**

They will be your first subscribers , many will - I guarantee you, reply with congratulations, encouragement.

You'll be surprised, some might even share that they always dreamed about starting a Podcast too (happened to me!)

They will definitely be curious to listen. Some might even become regular listeners.

Some might not be into the topic you discuss on your show but they might know people that are. Those people will be your first ambassadors for your podcast, helping you spread the word.

Have fun drafting your first Email Promotion for your close circle to kickstart the launch of your new Podcast. Maybe include a fun picture of you as well or your Podcast logo.

Of course adjust this template to your own show and background ;-)

Email Template

My dear family and friends,

I have some super exciting news to share.

I just launched my very first Podcast! AHHHH!!!!



Some of you might know that I've been dreaming about launching a Podcast for years, but I was always too worried about what other people would think and if anyone would ever want to listen to what I have to share.

I also worried that no one would understand my funny Austrian English accent and that I'd make a fool of myself.

Well, I guess I'll find out now, because I just launched the Podcast for the world to hear and I would really love if you'd be my first listeners and subscribe to #impact Podcast.

In my Podcast I interview inspiring change makers all with the ambition to make our world better in their own ways.

It took me many months to teach myself how to get this Podcast out in the world and I spent hours and hours editing my first episode and I'm a bit nervous about what you think.

The first episodes are now out and you can listen on iTunes/Apple here

<https://podcasts.apple.com/at/podcast/impact-podcast/id1205377165?l=en&ls=1&mt=2>

or on your Android phone here

<https://subscribeonandroid.com/www.hashtagimpact.com/feed/podcast/>

You can also find all the episodes on the website

<https://www.hashtagimpact.com/podcasts-online/all-episodes/>

I would love to hear what you are up to nowadays as well.

Lots of love,
Regina