

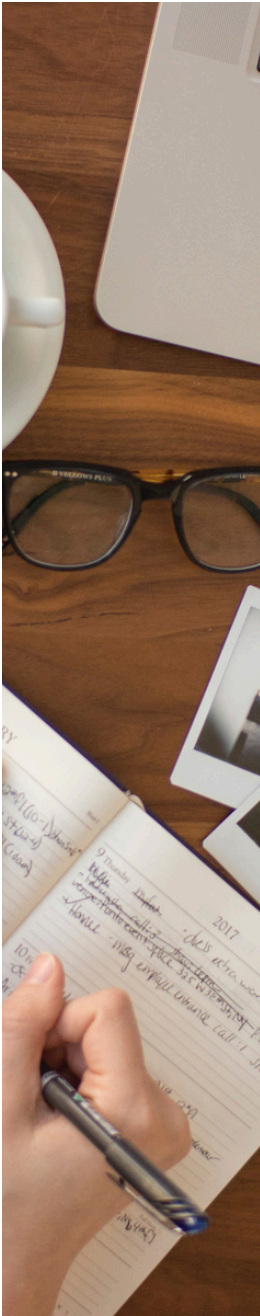


Chapter 10 resources

- **One sheet podcast guest template**
- **Email outreach template for PR/media appearances**
- **List of types of media to pitch**

For Church leaders and
Christian organizations

One sheet podcast guest template



Which elements should you include?

1. A headshot

As with most personal profiles, you'll need to include a headshot on your podcast one sheet. Not for vanity reasons, but more to show the podcast host who you actually are.

2. Your Bio

This is probably the most important part of a podcast one sheet. It's the main chance to tell the reader who you are, what you do, and why you would be the perfect guest for their show. What value do you have to offer their listeners that others don't?

3. Suggested Interview Topics

To ensure you'll be getting the most out of your potential guest slot, use your one sheet to let the host know which topics you're knowledgeable about. It doesn't have to be an exhaustive list, but you should aim to convey an overall vision of your niche and what you'll bring to their show.

One sheet podcast guest template



Which elements should you include?

4. Suggested Interview Questions

Once you've highlighted your general topics of interest, you should break them down and offer some suggested questions for the host to ask you. These should be a lot more specific than the suggested topics above. What do you actually want the host to ask you? And what questions can you genuinely answer best that will give their (and yours) audiences the most insight or value?

5. Contact Information

This one's easy enough. Make sure you state your contact information somewhere on your podcast one sheet. This might include your phone number, email address, social media links, or your website (etc).

One sheet podcast guest template example



Nate Dukes

Author, Speaker, Coach

Instagram:

@whoisnatedukes

Facebook:

@whoisnatedukes

Website:

<https://www.youllneverchange.com/>

Bio

In his early 20s, Nate was a driven business owner with a secret drug addiction.

After constantly hitting rock bottom, Nate went on a journey of changing his life. And by changing his decisions, mindset, friend circle, and belief system, he created his own comeback story.

Nate found that there were other people just like him, stuck believing they'd never change. But through his book, on-stage speaking, and 1-2-1 coaching, Nate helps other people make their own comebacks by sharing what he's learned on his own personal journey.

Suggested Interview Topics

- Work-life balances
- Change, and what it truly means to turn your life around
- The importance of belief systems
- Onstage speaking & 1-2-1 coaching
- Healthy mindsets
- Beginning your comeback story

Suggested Interview Questions

- What pressures came with your previous lifestyle, and how was your day-to-day business affected?
- What's the importance of finding a healthy work-life balance?
- How important is having a belief system when it comes to running a business?
- What was the defining moment that really inspired change for you?
- What have you learnt through on-stage speaking and coaching?

Nate's Book

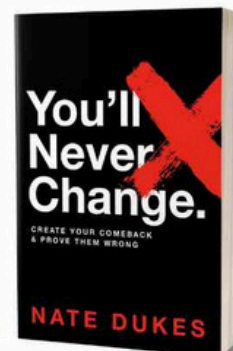
You'll Never Change is available on Amazon now!

"This book helped me look at my life and gave me hope in my situation."

- Kevin Koppel

Order here:

<https://www.amazon.com/dp/057888996X>



Email outreach template for PR/media appearances

Like any template, you must customize the text for each journalist, reporter, or influencer you contact.

Some elements of an outreach email you can personalize

- Find the journalist's/editor's first name and address them personally
- Mention something you saw them tweet about
- Compliment/share your thoughts on a recent article they published
- Mention a mutual connection

On the next two pages, check out examples of effective email templates for PR outreach and cold outreach for press coverage

PR outreach email template

Hi [first name],

My name is [your name], and I am the [position, church, organization]. You might remember connecting about [reason] in the past.

As an avid reader of [outlet name], I recently found your article on [topic] and really enjoyed it. It was filled with great insights, especially [one insight in particular].

If you're ever interested in [diving deeper into it/covering a similar topic] or receiving expert commentary on the [broader topic] as a whole, [I have/I work with a church/individual that has] recently [done something newsworthy].

You can learn more about it in the latest press release: [link].

A few key points [I/pastor/relevant church leader] can address:

1. List 3-5 strong talking points relevant to the reporter and their audience

2. ...

3.

Below is some of [my/his/her] most recent media coverage and a brief bio.

[short bio & credentials/prior media coverage/link to the online newsroom]

Let me know if this is of interest.

Thank you,

[Your signature]

Cold outreach template for press coverage

Hi [first name],

My name is [your name], and I am the [position, church, organization].

As an avid reader of [outlet name], I'm reaching out to see if you'd be interested in a story about [topic].

[Your church/congregation/members] has recently [done something newsworthy related to the topic]. You can read more about it in the recent press release: [link].

I'd also love to connect [-/you with the pastor/relevant Church leader] to tell you more about [my/his/her] experience with [topic]. Your readers might be eager to learn the following:

1. Key takeaways that summarize the press release and your/pastor's/Church leader's expertise
2. ...
3. ...

For more information, you can visit the online newsroom [link].

Let me know if this is of interest.

Thank you,

[Your signature]

List of types of PR and media opportunities for Churches

- **Local Newspapers:** Pitching stories or events to local newspapers can help reach the community.
- **Radio Shows:** Seeking interviews or submitting pre-recorded segments to radio stations, particularly local or community-focused ones.
- **TV Stations:** Contact local TV stations for coverage of special events or community initiatives.
- **Podcasts:** Reaching out to relevant podcasts that align with the church's message or values.
- **Blogs and Online Magazines:** Contributing articles or guest posts to blogs or online magazines related to faith or community topics.
- **Social Media Influencers:** Partnering with influencers who resonate with the church's audience is a powerful way to share our message. This not only amplifies our reach but also makes our audience feel understood and catered to.
- **Community Events:** By hosting or participating in community events, we not only engage with a broader audience but also make them feel involved and valued in our church's mission.
- **Press Releases:** Press releases for significant church milestones, events, or initiatives.
- **Email Newsletters:** Start or contribute to newsletters on faith and community topics.
- **Webinars or Online Workshops:** Organizing virtual events to share insights or teachings.

List of types of PR and media opportunities for Churches

- **Collaborations with Schools or Nonprofits:** Partnering with educational institutions or nonprofit organizations for joint initiatives.
- **Church Bulletins and Newsletters:** Sharing news and updates within the church community.
- **Public Speaking Engagements:** Offering church leaders as speakers at relevant conferences or events.
- **Local Community Websites or Forums:** Engaging with local online platforms where community members gather.
- **YouTube Channels:** Creating or collaborating on video content to share messages visually.
- **Magazine Features:** Pitching stories or articles to religious or community-focused magazines.
- **Bookstores and Libraries:** Promoting the church's message through books or resources available at local stores and libraries.
- **Charity Drives or Events:** Organizing charity initiatives that attract media attention and community involvement.
- **Online Ad Campaigns:** Running targeted online ad campaigns to reach specific audiences.
- **Partnerships with Businesses:** Collaborating with local businesses on outreach campaigns or events.