

# Podcast Guest Scripts

Sample IPWM

Script for cold request:

Subject: Podcast guest request for 20/20 Money

Hello [Contact Name]—

I hope this message finds you doing well. I (tell them how I found them) and was wondering if you'd be interested/available to be a guest on my podcast called "20/20 Money." It's a show that I produce weekly ([here's a list of our past episodes](#)) to provide personal, professional, and financial education and resources to ODs as my financial planning practice is focused on serving optometrists around the country. Specifically, I'd like to invite you to be a guest to discuss (indicate specific topic)

As a 3rd generation business owner and the spouse of a practicing optometrist, I joke with ODs all the time that I feel like I'm about as close to understanding the nuances of practice ownership without actually owning an optometric practice and having OD after my name. Because of this position, I have a unique perspective on not only the financial implications of practice ownership and the planning strategies that come with it but also on some of the other challenges and obstacles that come with owning a business.

I'm wondering if you'd be open to this conversation a bit further. If so, please [use this link](#) to schedule your recording. Once scheduled, we'll follow up with a few pieces of additional information, including a link to our online recording studio and a few other housekeeping items.

I look forward to hearing from you soon, [Contact Name]. Be well and enjoy the day!



Script for if a podcast appearance has been discussed:

Subject: Podcast recording

[Contact Name]—

Per our discussion, I look forward to having you on 20/20 Money! The topic that I'm most interested to discuss is (specific topic). I've copied my Practice Manager Cathy on this email and she'll handle any additional questions, but please use this link to schedule our recording. Once we have an appointment on the books, I'll send you a brief outline and agenda for our call that also has some pre-recording information/requests for you.

Let me know if you have any questions. I'm looking forward to talking with you soon, [Contact Name]. Enjoy the day!

