THE ULTIMATE PRESS GUIDE

FOR ARTISTS,
AUTHORS &
CREATIVE
ENTREPRENUERS



CREATED BY

RAVEN RAE.



YOUR GUIDE TO

Booking your own virtual press!

A step-by-step guide
to grow your online artist brand

You've got the talent.
You've got the receipts.
You've got the story.
Now let's get you **BOOKED.**

Your mic is waiting.
The Ultimate Press Guide will show you how to claim it.

Your next opportunity is one email away!

RAE OF LIGHT BOOKS

Welcome

Hey there, Beautiful Soul,
Thank you for purchasing this guide and, more importantly, for investing in yourself and your purpose. Whether you're a musician, poet, painter, photographer, author, rapper, speaker, singer, or entrepreneur, this resource was created for creators just like you: multi-passionate, soul-driven, and ready to show up and shine without waiting for permission.

This isn't just a how-to—it's a movement of empowerment. You don't need a big budget or a publicist to begin sharing your message with the world. You need a plan. A blueprint. And a belief that your voice matters. This book is designed to give you just that. People should know what you do.

Inside, you'll discover how to:

✅ Attract new listeners, readers, and fans
✅ Get media placements without a middleman
✅ Build long-term brand relationships
✅ Repurpose meaningful, high-quality content
✅ Promote with purpose—not pressure

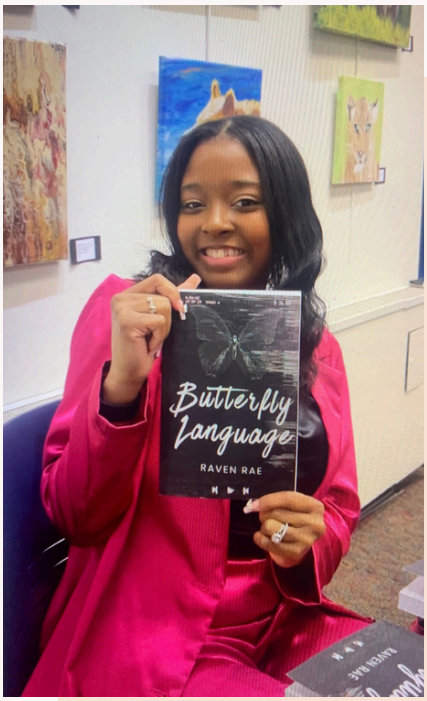
You already are the headline. Now it's time to book yourself like it.

With gratitude and encouragement,
Raven Rae
Singer | Songwriter | Speaker | Author

RAE OF LIGHT BOOKS

About Me

Hello, my name is Raven Rae—I'm a singer, songwriter, speaker, entrepreneur, and author whose work is centered on healing, transformation, and empowerment.



Through my music, storytelling, and my book Butterfly Language, I explore deep themes of:

- Love & mental health
- Chronic illness awareness
- Creative empowerment
- High-vibe living
- Resilience through adversity

My journey hasn't been easy, but it's been honest—and art has always been my sanctuary. After years of navigating the industry, building my brand, and overcoming personal challenges, I've learned how to create opportunities instead of waiting for them.

This book is born from that experience—a self-booked press guide for artists, creatives, and entrepreneurs who are tired of gatekeeping and ready to share their gifts on their own terms. I've used these very tools to grow my audience, secure interviews, get on stages, and generate income—all while staying true to my message.

If you're reading this, you're not just investing in this book.
You're saying **YES** to your next level.
Let's get visible. Let's get booked. Let's grow—together.
Stay creative, stay courageous.

Raven Rae

@ravenraeofficial

@Raven Rae

www.ravenraeofficial.com

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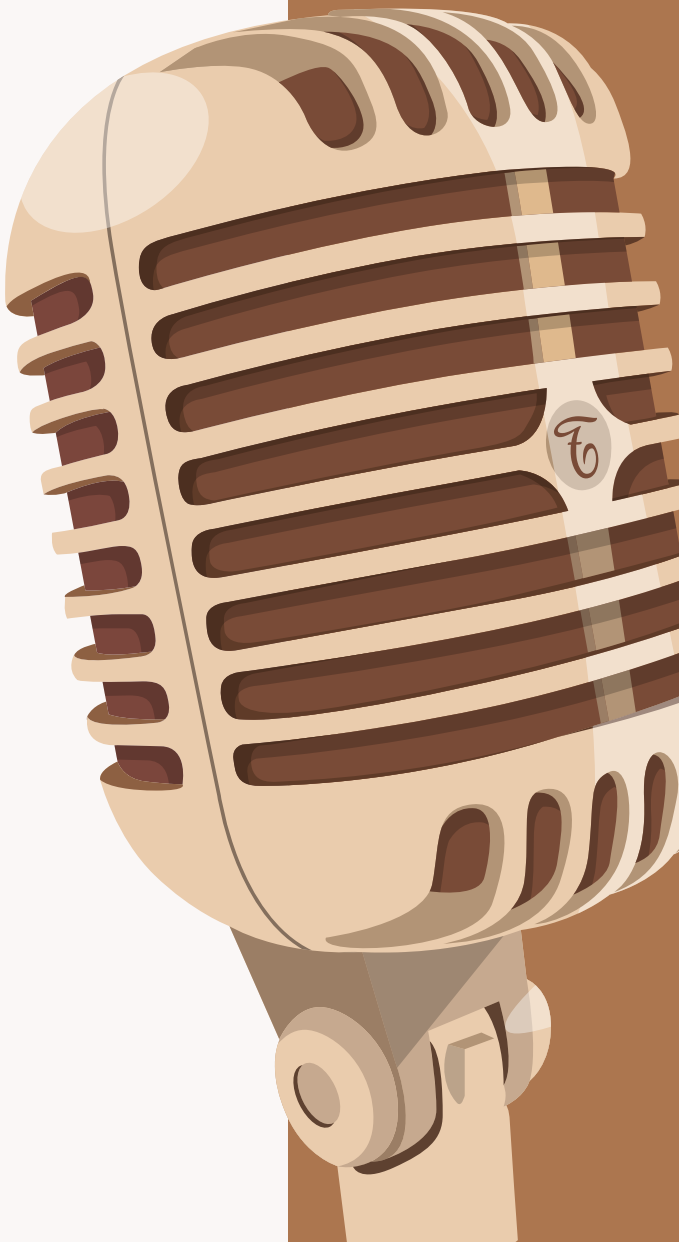
Press 101

You're One Interview Away from New Fans!

In today's media landscape, podcasts are one of the most powerful ways to share your story and music with the world. Whether you're releasing a new song, launching a tour, or simply expanding your audience, podcasts are looking for voices like yours—artists, musicians, and creatives with purpose.

A 30 to 60-minute podcast guest spot **can** lead to:

- ✅ New listeners and followers
- ✅ More streams and ticket sales
- ✅ Leads for your program or course
- ✅ More book sales
- ✅ Quality content for your social media
- ✅ Long-term relationships with media platforms.
- ✅ More Social Proof



You don't need a publicist to get started. Just follow this blueprint and start booking shows that align with your brand and your message. ***Results may vary.***

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Podcast Ready Tips

Prospecting

There are podcasts for every niche and topic under the sun—you just have to know what to look for. If you are doing a search on Google, social media, LinkedIn, or YouTube, you'll want to type "podcasts for author guests" or "podcasts for _____." The best part about this resource is that we did the prospecting and give you 100+ podcasts that you can start pitching today!

Volume, Expectations, and Results

You need to be pitching consistently to see results and get bookings. You should be sending out at least 2-5 pitches per day or 10-20 pitches per week. The more you pitch for shows that are aligned with your brand, the more placements you are likely to book. This is called volume. Higher consistent volume equals a higher chance for more visibility.

Expectations

If you don't receive a response right away and you are tracking your emails, it is likely that the host may have a full inbox and hasn't reached your email yet to respond. Either way, it is still a healthy expectation to receive a yes or no response. It isn't a best practice to expect a response as soon as you send the email—or even the same day. If you don't receive an email and you notice someone opened your email, you can send a follow-up 3-5 days later using the template. If you do not hear back after those two attempts, find the podcast's Instagram or Facebook and pitch via DMs. This is my favorite way to pitch, as it usually yields a quicker response. Sometimes a show may have multiple hosts, and each person may want to check you out before giving a reply. One host might be waiting on an answer from their co-host or producer if they are part of a larger network. Keep in mind that a show may be completely booked for their current season and may not be accepting guest inquiries. There really is no way to know unless they state it on their site or socials.

STEP 1a
CRAFT YOUR BIO

Before you pitch, make sure your digital links are accessible.

📝 Your Bio Should Include:

- Who you are as an artist
- What you create (genre, style, vibe)
- Why you create (your mission or backstory)
- Key accomplishments (press, shows, collaborations)

First-Person Short Bio Template

Hi, I'm **[Your Name]**, a **[your genre]** artist based in **[City/Region**].
I create music that blends **[describe your sound or key elements—e.g., soulful vocals, poetic lyrics, and healing energy]**. My songs explore themes like **[e.g., self-love, mental health, relationships, transformation]** and are rooted in **[share your story or artistic mission briefly].**

I recently released **[mention your latest project—EP, album, single, tour, etc.],** and I love connecting with people through conversations around creativity, purpose, and the power of music.
You can find everything I'm up to here: **[Linktree or website link]**

Example Filled-In Version

Raven Rae is an R&B/Soul artist based in Cleveland, OH, blending rich vocals with high-vibe, transformative storytelling. Her sound is influenced by legends like Chaka Khan and Beyoncé, delivering emotionally resonant tracks that uplift and inspire.

Raven recently released her album Discover Me, a powerful sonic journey through healing and self-discovery. She has performed across the Midwest and been featured in local media for her work merging music and wellness.
Stream Discover Me on all platforms and connect with Raven at https://linktr.ee/ravenraeofficial

Example Filled-In Version

Raven Rae is an R&B/Soul artist based in Cleveland, OH, blending rich vocals with high-vibe, transformative storytelling. Her sound is influenced by legends like Chaka Khan and Beyoncé, delivering emotionally resonant tracks that uplift and inspire.

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STEP 1b - CRAFT LINKTREE

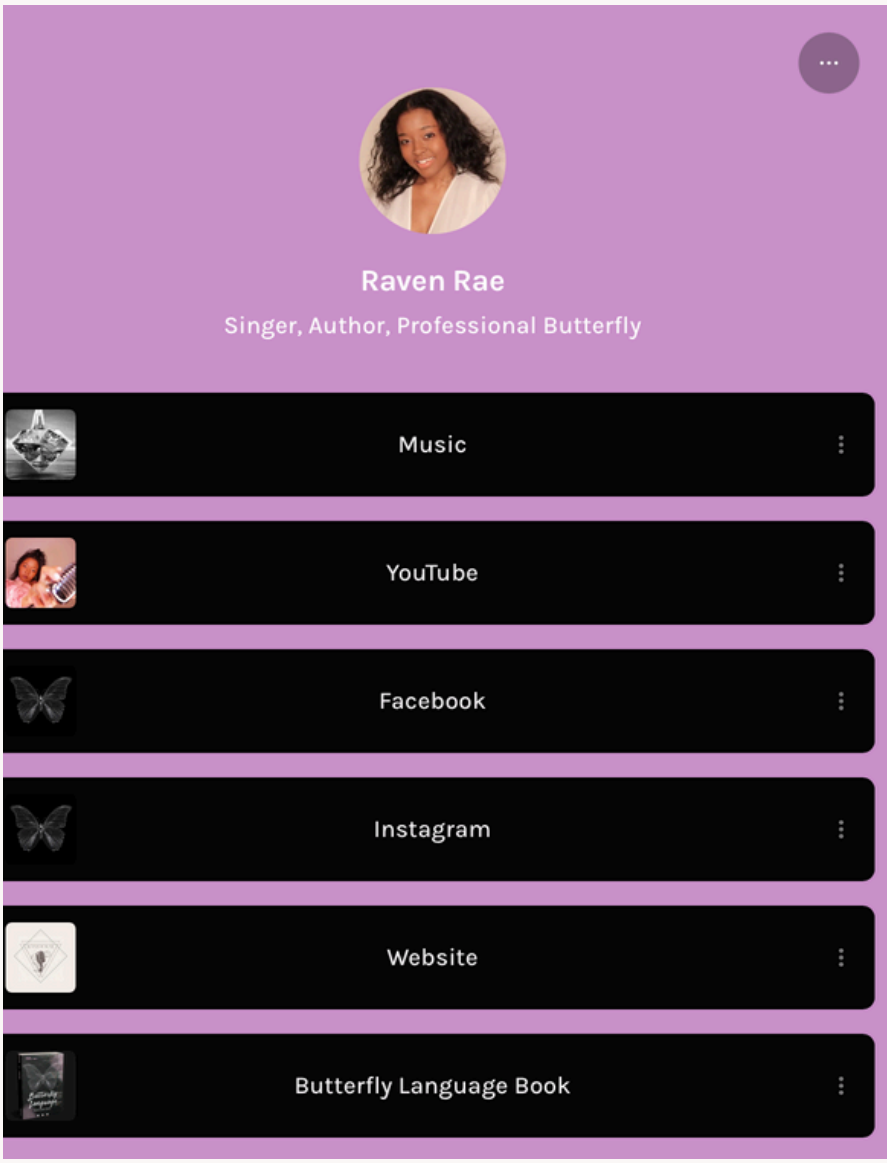
🔗 Use Linktree or a similar platform to link to:

- Your music (Spotify, Apple, etc.)
- Instagram & TikTok
- EPK (Electronic Press Kit)
- Website Link

🔗 Go to Linktree.com to sign up for a free account.

🔗Add in your most relevant links.

🔗 Copy and paste to save your link to your notes app or email for easy access.



STEP 2 – CRAFT YOUR STORY & TAGLINE

The best podcast guests aren't just talented
They're memorable.

🎤 Your Interview Story Should Answer:

- Why do you make music?
- What challenges have you overcome?
- What message do you want to share?
- Appropriate personality gaps you don't showcase on your socials.
- Any expertise you have outside of your art.

📌 **Create a Hook or Tagline:**
Something that makes the host say, **"We need this guest!"**

Examples:
"From hospital beds to headliner stages—how I turned my pain into platinum."

"The vegan R&B artist rewriting love songs for the soul."

"No label, no limits—how I built my music career from a bedroom studio to global streams."

Compelling Artist Hooks/Taglines

1. "The indie artist proving you don't need a label to be legendary."
2. "Creating art that speaks louder than words."
3. "The creative voice behind the movement you didn't know you needed."
4. "Making music for the misfits, dreamers, and believers."
5. "Art born from adversity—music with a message."
6. "Genre-defying and purpose-driven—my art is my activism."
7. "Crafting soundtracks for self-discovery and transformation."
8. "An artist with a vision, a voice, and a vibe."
9. "Telling the stories that don't make the charts—but change lives."
10. "Built from scratch, backed by soul."
11. "The artist bridging culture, emotion, and empowerment."
12. "Fueling the next wave of conscious creativity."
13. "Music with depth. Stories with soul. A voice for this generation."
14. "Turning lived experience into lyrical inspiration."
15. "The sound of self-made—raw, real, and ready."
16. "Bringing vulnerability, voice, and vision to every mic."
17. "Songs that feel like conversations with your higher self."
18. "Not just an artist—a storyteller with something to say."
19. "Breaking silence through sound—my story, my terms."
20. "Proof that passion and persistence can't be silenced."
21. "From heartbreak to headliner—how I turned my diary into songs that heal the world."
22. "The voice behind the veil—who I became after losing everything but my music."
23. "Breaking generational curses, one lyric at a time."

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STEP 3 – WHAT ARE YOU PROMOTING?

Be intentional about your interviews.

🎯 Choose 1 Focus

When pitching yourself as a guest, choose one main focus for the interview to make your story cohesive and memorable.

You can always mention other projects casually, but don't overwhelm the audience or the host. Always consider your expertise outside of your art, and in relation to your art.

Examples of a Main Focus:

- 🎵 A new song, EP, or album
- 🎤 An upcoming tour, show, or live event
- 📚 A new book, initiative, or collaboration
- 🌄 Your journey as an artist (great for brand storytelling episodes)

💡 If you have multiple things to promote, space them out naturally.

When the host asks, "What are you working on?" or "What's next for you?" — that's your opportunity to name-drop another project.

🗣️ Develop 2–4 Talking Points

These are the juicy, memorable bites of your story that connect to what you're promoting.

Keep them:

- Clear
- Authentic
- Relatable
- Aligned with the podcast's vibe

🎤 Talking Points Template Examples

If you're promoting a new album:

- "This project was born out of a huge personal transformation—it's the most honest I've ever been in my music."
- "I wanted each track to feel like a journal entry—something listeners could hear and say, 'That's exactly how I feel.'"
- "I took a risk sonically and visually—this album is the start of a new era for me."
- "One song in particular, [song title], really encapsulates my journey—writing it was healing."

If you're promoting a tour or event:

- "This is the first time I'm performing these new songs live—every city will get a piece of my story."
- "We're not just putting on a show—we're building community, one stage at a time."
- "The tour was inspired by fans who kept asking for healing, hype, and heart in one experience."
- "I've also added meet-and-greets and story circles—this is about connection, not just performance."

If you're promoting a book or initiative:

- "The book is for creatives who've been told to 'be realistic'—I'm here to say, follow the art anyway."
- "This initiative merges music and mental wellness—it's my way of giving back to the community that raised me."
- "I co-wrote this project with survivors, artists, and changemakers—it's raw and real."
- "I'm hoping this work can spark conversations and create safe spaces where people can be fully seen."

If you're sharing your journey as an artist:

- "I didn't have a blueprint—just a dream and a mic. Every step has been self-taught and spirit-led."
- "I want to show that you can build a music career and still stay true to your message."
- "I'm living proof that where you start doesn't define where you finish."
- "Art helped me find my voice, and now I'm using it to help others do the same."

🎤 Podcast-Worthy Artist Discussion Topics

🎯 Based on Story or Personal Brand

Ties into your tagline or unique journey. You can always change your discussion topics to fit different podcast genres.

1. “Why I chose the independent route—and how it made me a better artist.”
2. "The indie artist proving you don’t need a label to be legendary."
3. “Healing through harmony: How music helped me overcome [anxiety, illness, loss, trauma].”
4. "I create Art born from adversity—music (Paintings, Books, Photography) with a message."
5. “The power of being multi-hyphenate: Artist, activist, and entrepreneur.”
6. “How I fuse culture and genre to make music that connects across borders.”
7. "The artist/author/singer bridging culture, emotion, and empowerment."
8. “Why I believe your story is your strongest marketing tool.”

🎓 Based on Teaching or Expertise

Topics that let you provide VALUE, not just promotion.

“How to build a loyal fan base without a major budget.”
- Position yourself as a DIY success story.

“Branding for artists: How to be memorable in a crowded digital space.”
- Connects with: Visual storytelling, consistency, niche-building.

“Making meaningful music in a microwave culture.”
-Commentary on depth vs. virality in today’s industry.

“Storytelling through songwriting: Turning real life into lyrics.”
- Invite listeners into your writing process.

“Mental health and the music grind: How I protect my peace while chasing purpose.”
- A real, relatable topic for many creatives and podcast hosts.

🎤 Podcast-Worthy Artist Discussion Topics

🔥 Topics for All Artists (Cross-Disciplinary)

- **"How to build a loyal fan base without a major budget."**

– Position yourself as a DIY success story across any medium.

- **"Branding for artists: How to be memorable in a crowded digital space."**

– Teaches consistency, niche-building, and visual identity.

- **"Selling art in the digital age: From Instagram to your own shop."**

– Real talk about creating revenue streams as a visual or multimedia artist.

- **"Balancing creativity and capitalism: How to sell without selling out."**

– A topic that resonates with every type of creator.

- **"The creative routine: Rituals, tools, and boundaries that fuel my work."**

– Behind the scenes on how you maintain momentum.

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🎤 Podcast-Worthy Artist Discussion Topics

🎶 Musicians & Songwriters

- **"Making meaningful music in a microwave culture."**

– Depth vs. virality—your take on industry trends.

- **"Storytelling through songwriting: Turning real life into lyrics."**

– Great for workshops, podcasts, or YouTube content.

- **"Recording on a budget: My favorite gear and hacks for quality sound."**

– Appeals to aspiring DIY musicians.

- **"Performing with purpose: How I curate sets that connect emotionally."**

– Shows intention in live shows, not just spectacle.

- **"Mental health and the music grind: How I protect my peace while chasing purpose."**

– Vulnerable, real, and highly shareable.

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🎤 Podcast-Worthy Artist Discussion Topics

✍️ Authors & Poets

- **"How to write what heals: Writing from pain, joy, and transformation."**

– Connects mental health, storytelling, and authenticity.

- **"Self-publishing 101: What I wish I knew before launching my book."**

– Breaks down the publishing myths.

- **"Poetry in motion: How I use spoken word to move hearts and minds."**

– Great for stage performers and social media poets alike.

- **"Marketing a book without selling your soul."**

– Focus on authenticity and creative marketing.

- **"Writing through resistance: Tools I use to overcome writer's block."**

– Invite people into your process.

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🎤 Podcast-Worthy Artist Discussion Topics

✍️ Visual Artists (Painters, Photographers, Designers)

- **"Creating collections that speak: The emotional blueprint behind my art."**

– Focuses on storytelling through visuals.

- **"The art of visual branding: What makes your style recognizable?"**

– Helps others define their artistic signature.

- **"From canvas to content: How I turn my art into online engagement."**

– Teaching social media strategy for visual creators.

- **"Photography with feeling: Capturing emotion, not just images."**

– Connects technique with emotion and narrative.

- **"My art studio setup: Tools, lighting, and productivity tips."**

– Invites fans into your creative world.

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🎤 Podcast-Worthy Artist Discussion Topics

🧲 Based on Your Unique Selling Position

Make them say, "We need to talk about this."

- **Contrasts and blends are always intriguing.**
  - "I'm a classically trained singer blending opera with trap beats."
  - "I write love songs for people healing from heartbreak, not just falling into it."
  - "I don't just write books, I cultivate healing on every page."

- **Great for: "The vegan R&B artist rewriting love songs for the soul."**
  - "I tour with a mission: Music + community + giving back."
  - "My cookbook goes deeper than food, it's soulful healing in every dish"

- **Makes your shows more than just shows.**
  - "Every song I release is part of a bigger story arc—I'm building a visual and sonic universe."

- **For artists creating cohesive, immersive worlds (think SZA, Beyoncé, Kendrick, etc.)**
  - "My studio sessions are therapy sessions—I bring people in, record live emotion, and turn it into soul."

I'd love to join your podcast to share a deeply personal and inspiring conversation about navigating life as an artist with a chronic illness. Diagnosed with ulcerative colitis, I've had to redefine what it means to be a performer while managing an unpredictable body. My journey has shaped my artistry, leading me to write songs that reflect pain, healing, and the power of self-acceptance—songs I wish existed when I was first diagnosed.

In our conversation, I can dive into

• "What It's Like Being an Artist With a Disability" – Breaking stigmas around invisible illnesses in the music industry.

• "Turning Pain Into Art" – How I use songwriting to process flare-ups and emotional struggles.

• "Self-Care " – Finding balance between ambition and health.

• "The Healing Power of Music" – Songs that have helped me (and others) cope with life

• My Book Butterfly Language – How storytelling and music intertwine to create a voice for those struggling in silence.

I believe your audience would resonate with this conversation, whether they're artists, chronic illness warriors, or anyone seeking hope, creativity, and inspiration in difficult times. Let me know if this sounds like a good fit—I'd love to bring my story to your platform!

Best,
Raven Rae

Podcast Ready Tips

How to Be Camera Ready

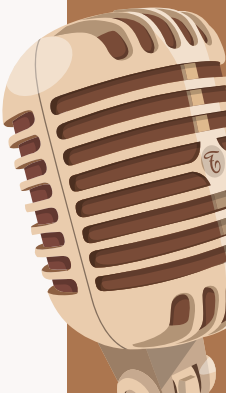
Make sure you present yourself in a way that you will be proud of if you watch your guest features back years later. Hair and makeup should be done if it is in alignment with your brand. If you don't wear makeup, that's totally fine—just treat your appearance as you would showing up for an in-person event. Always give the best presentation of yourself. Check everything in the mirror before your episodes to make sure you look how you want to. You don't want to have to contact a host years from now asking them to remove the episode from their platform because you don't like something about your on-camera appearance. They will probably refuse, especially if it has lots of views.

Lighting

Make sure you use your ring light if you have one. If you don't own a ring light, it's suggested to schedule podcasts in the daytime and use natural lighting. Lighting is important because you want to make sure your face and background are clear. This makes your repurposed content stand out and look more professional.

How to Get the Best Camera Angle

Be sure to use your laptop for the best angle. You may need to elevate your laptop with a few books or a stand. You want to make sure the camera meets your eye line and gets the top of your head and your shoulders in the frame. If you don't want the camera to see that you aren't wearing a bra or pants, be mindful of the angle and don't stand up during the interview—lol!



STEP 4 – MEDIA TRAINING 101

You're not just a guest—you're representing your brand.

📺 **Think Like a News Anchor, speak like a confident star:**

- Be authentic, but polished
- Don't overshare or derail the conversation
- Speaking in soundbytes means to be concise, stay on topic (Don't Ramble Lol)
- Share wisely (future-you approved)
- Showcase your expertise
- Avoid profanity or vulgar language
- Respect the host and their platform

Practice sound bites and keep your energy high.

You never know which moment will go viral.

Check out media examples ➡️ here ⬅️

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Podcast Ready Tips

Paying to Play

If a host responds to you and says there is a fee associated with being on their program, it is best to decline. Remember, we are looking to get booked on as many podcasts as possible for free. If you decide to pay the fee to be on their show, do not expect any outlandish results in the form of views, followers, or other metrics just because you paid.

Guest Forms

Most hosts will require you to fill out a guest form that will include your bio, talking points, why you want to be on the show, a headshot, your name, and other important details related to their show. If you are a creative who has a pseudonym or stage name, be sure to use that name and not your legal name. This is the name they will use across promotional materials, flyers, and social media announcements.

Podcast Listens and Viewer Expectations

Podcasts live forever, even if a host decides to end their show and stop interviewing new guests. Because of this, it is not advised to always expect a boom of views and listens for every podcast you guest on. Some podcasts have larger audiences than others. If you are just starting out promoting yourself, this isn't something you should be concerned about. Something you said in an interview five years ago might become super relevant in SEO and get lots of views later. We care about our future self just as much as our current self. The goal in doing podcasts is just as much about getting our own content we can repurpose as it is leveraging the eyes and ears of the host's audience. You ultimately want to attract new people to your audience, art, offer, product or service.



STEP 5 – PITCHING

You're not just a guest—you're representing your brand.

🎯 Email or DM Pitch Template:

- Quick intro
- Your story/tagline
- What you're promoting
- Why you think you're a good fit
- Why you think their listeners would resonate with you.
- Linktree & contact info

🎤 First-Person Short Bio Template (for podcast intros & profiles)

Hi, I'm [Your Name], a [your genre] artist based in [City/Region]. I create music that blends [describe your sound or key elements—e.g., soulful vocals, poetic lyrics, and healing energy]. My songs explore themes like [e.g., self-love, mental health, relationships, transformation] and are rooted in [share your story or artistic mission briefly].

I recently released [mention your latest project—EP, album, single, tour, etc.], and I love connecting with people through conversations around creativity, purpose, and the power of music.
You can find everything I'm up to here: [Linktree or website link]

Podcast Ready Tips

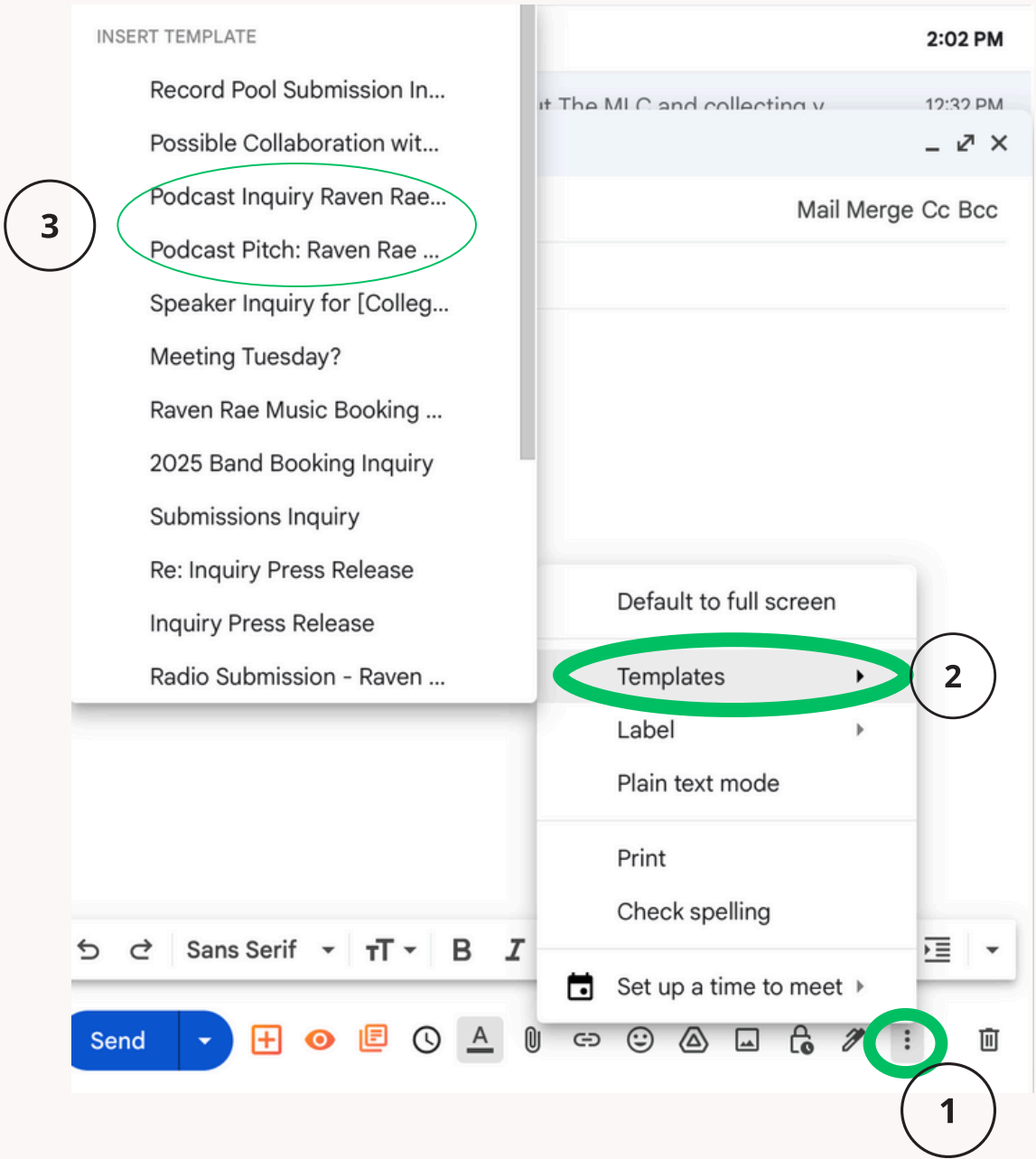
How to Create a Gmail Template

To set up a Gmail template:

1. Enable Templates in your Gmail settings under the “Advanced” tab.
2. Open a new email and write your message.
3. Click the three dots in the bottom-right corner of the compose window.
4. Select “Templates” → “Save draft as template.”
5. Choose to save it as a new template or overwrite an existing one.

This makes sending repeat pitches or replies quick, polished, and stress-free.

To Use: Click compose to create a new email, click the three dots, select the template, and customize the body of the email.



🎯 Email Pitch Templates:

🎤 First-Person Short Bio Template (for podcast intros & profiles)

Subject: Podcast Guest Inquiry – **[Your Artist Name]** | Music + Story Worth Sharing

Hi **[Host Name],**
My name is **[Your Name],** and I'm an independent **[genre]** artist who creates **[short description of your music and mission]**. I've been tuning into your podcast and love how you spotlight unique voices in the creative space—especially **[mention a recent episode, guest, or topic you liked].**
I'd love to be a guest on your show and share my journey as an artist, as well as talk about my latest project: **[name of your single/album/book/event/etc.]**. My story centers around **[1-2 sentences about your personal journey or mission that makes you a compelling guest].**

Here are a few talking points I can bring to your audience:
• **[Topic #1 – e.g., How music helped me heal through chronic illness]**
• **[Topic #2 – e.g., Building an indie music brand with purpose]**
• **[Topic #3 – e.g., Behind the scenes of creating my latest project]**
Here's my press-ready info, bio, music links, and socials in one spot:
👉 **[Linktree or Website link]**

Thank you for considering me! I'd be honored to be a part of your platform and share a meaningful, inspiring conversation with your listeners.
With gratitude,
[Your Full Name / Artist Name]
[Phone Number – optional]
[Email Address]
[Instagram Handle or Website]

🎯 Email Pitch Templates:

🎙️ Template #2 — Casual DM Pitch (Instagram / Social Media)

Hello [Host's Name]!

I'm **[Your Name],** an independent **[genre]** artist.

I'd love to be a guest and share a bit of my journey, along with my new **[song/album/book/tour/etc.]**, **[Project Name]**. My story touches on **[quick insight – e.g., navigating chronic illness while making music, merging wellness and artistry, being a woman in music, etc.]**.

Here's my Linktree with music and more about me: **[insert link]**

Let me know if you'd be open to connecting!

Much love,

[Your Name]

[IG Handle or Website]

🎙️ Template #3 — Email/Facebook Pitch

Subject: Podcast Guest Inquiry – Uplifting Story + New Music Release

Hi **[Host's Name],**

Hope this finds you well! I'm **[Your Name]**, a **[genre]** artist passionate about creating music that **[insert mission – e.g., inspires emotional healing, blends storytelling with sound, gives voice to the unseen]**.

I've been listening to your podcast and appreciate how you give people a space to share real, vulnerable stories. I'd love to be considered as a guest—my latest project, **[Project Name]**, was born from a deeply personal journey of **[1-line description of the story behind it].**

A few topics I could bring to the conversation:

- **[Quick talking point – e.g., Why I believe music is medicine]**
- **[Quick talking point – e.g., Building resilience as a creative]**
- **[Quick talking point – e.g., My journey through indie music & wellness]**

I've included my EPK/Linktree here: **[insert link]**

Thanks for your time and for creating such an uplifting platform.

Warmly,

[Your Name]

[Your Contact Info]

🎯 Email Pitch Templates:

🎙️ Template #4 — Casual DM Pitch (Facebook)

Hello! I'm **[Your Name]**, an independent **[genre]** artist and storyteller. I really admire the way your podcast highlights creative voices and real-life journeys. I'd love to be considered as a guest to share my story and talk about my latest project, **[Project Name]**. It's rooted in **[insert a quick insight – e.g., healing through music, balancing art and chronic illness, or redefining success as an indie artist].**

If it feels like a good fit, I'd be honored to connect!

Here's my Linktree with everything you need to know about me: **[Linktree link]**

I hope to hear from you soon!

Pitch

Raven Platts <ravenraeofficial@gmail.com> Apr 18, 2025, 3:07 PM

to kais

Hello My name is Raven Rae—I'm a singer, songwriter, speaker, and author whose work is centered on healing, transformation, and empowerment. Through my music, art, and my book Butterfly Language, I explore themes of love, mental health, chronic illness awareness, inspiration, high vibe living and resilience, using creativity as a tool for positivity and advocacy.

I'd love to join your podcast to share a deeply personal and inspiring conversation about navigating life as an artist with a chronic illness. Diagnosed with ulcerative colitis, I've had to redefine what it means to be a performer while managing an unpredictable body. My journey has shaped my artistry, leading me to write songs that reflect pain, healing, and the power of self-acceptance—songs I wish existed when I was first diagnosed.

In our conversation, I can dive into

• "What It's Like Being an Artist With a Disability" – Breaking stigmas around invisible illnesses in the music industry.

• "Turning Pain Into Art" – How I use songwriting to process flare-ups and emotional struggles.

• "Self-Care " – Finding balance between ambition and health.

• "The Healing Power of Music" – Songs that have helped me (and others) cope with life

• My Book Butterfly Language – How storytelling and music intertwine to create a voice for those struggling in silence.

I believe your audience would resonate with this conversation, whether they're artists, chronic illness warriors, or anyone seeking hope, creativity, and inspiration in difficult times. Let me know if this sounds like a good fit—I'd love to bring my story to your platform!

Best,
Raven Rae

Socials: https://linktr.ee/ravenraeofficial
Link to music: https://www.youtube.com/playlist?list=PLuBM13bEwvhKAwRxwIB2aC2s52nVZLOCH

Response

Hi Raven!

I wanted to reach out to you to see if you would be interested in being a guest on the Ms. FitOne Lifestyles Podcast. Elizabeth Colen is a certified wellness strategist who covers a wide range of topics relating to health, wellness, beauty, and lifestyle.

We think you would be a great fit for the podcast with your inspiring journey as a singer, songwriter, and author focused on healing and empowerment. Elizabeth's listeners are primarily businesswomen on the go who would love to hear your insights on navigating life as an artist with a chronic illness. We would be honored to have you as a guest!

If you are interested, would you be available any day from Tuesday to Wednesday between 12:00 pm and 4:00 pm EST?

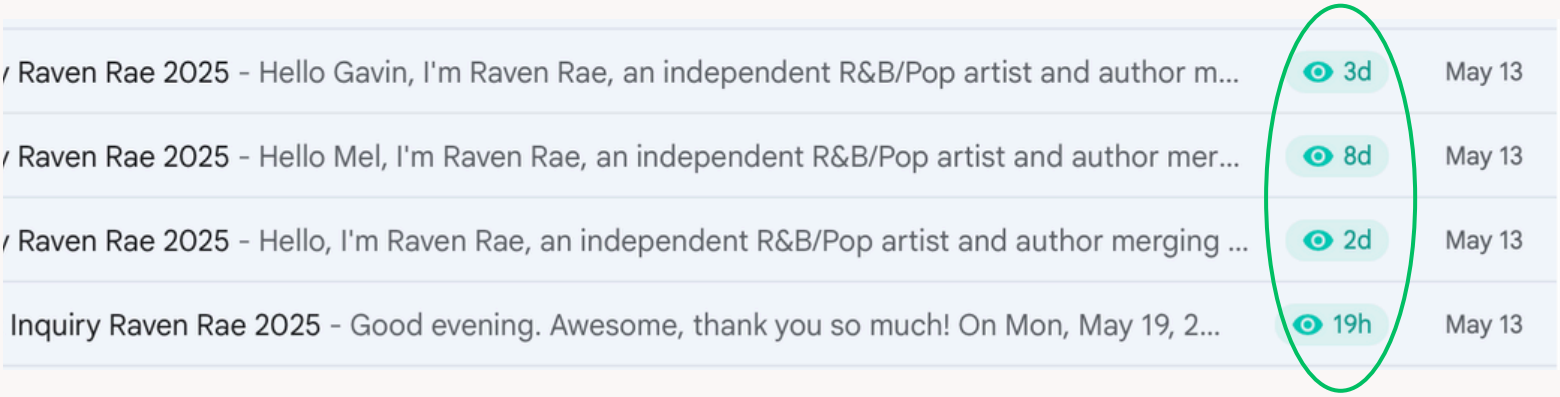
The podcast is typically recorded for 30-45 minutes in a conversational style via Zoom call. Please let me know if this is something you'd be interested in, and I will get you scheduled. Elizabeth would love to chat with you!

Thank you so much, Raven!

🎯 Email Pitch Templates:

🎙️ The Follow-up email

You can use the follow-up template to confirm delivery and ensure your message reached the right person. This is best sent 3-5 business days after the initial email. If you use this template in combination with Streak Basic, a free Gmail CRM, you can tell when an email was opened, and send your follow-up 3-5 days after you see the eye symbol.



🎙️ The Follow-Up Email Template

Subject: Just Checking In – Did My Email Reach You?

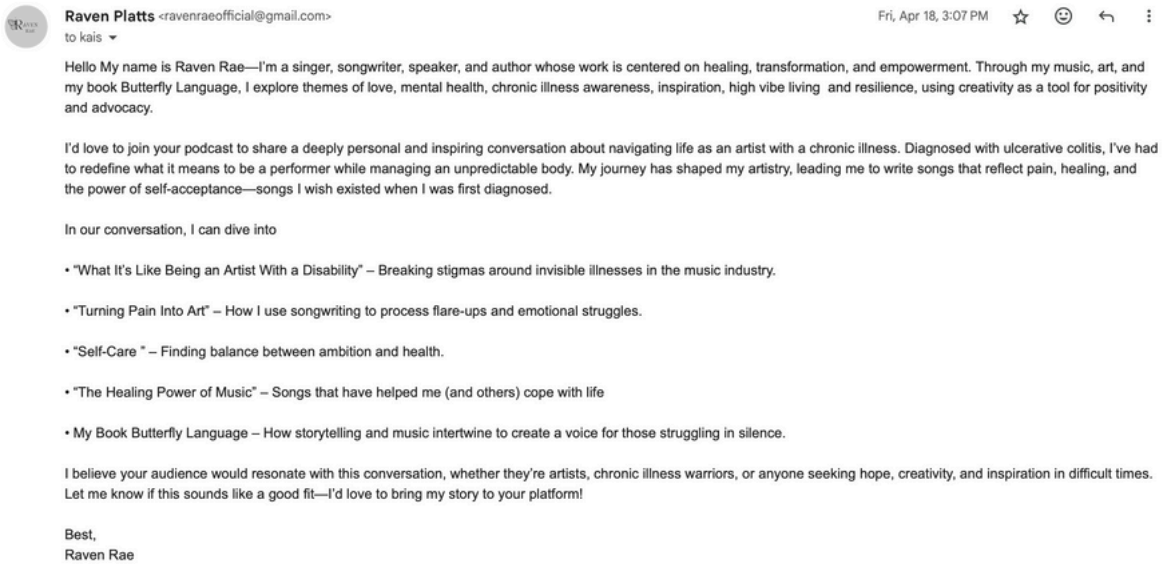
Hi [First Name],
I hope your week is going well! I wanted to follow up on the message I sent a few days ago about [insert brief mention of your pitch/topic, e.g., "a potential podcast guest opportunity"]. I just wanted to make sure it landed in the right inbox!
If you're not the best person to speak with, I'd be grateful if you could point me in the right direction.
Thanks again for your time, and I'm happy to resend any info if needed.

Warmly,
[Your Name]
[Your Contact Info or Website]

Tips

Track your emails with https://www.streak.com to know when to follow up.

Respond quickly, the quicker you schedule the quicker you get promoted.



Raven Platts <ravenraeofficial@gmail.com> Fri, Apr 18, 3:07 PM

to kais

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Raven Rae

Podcast Ready Tips

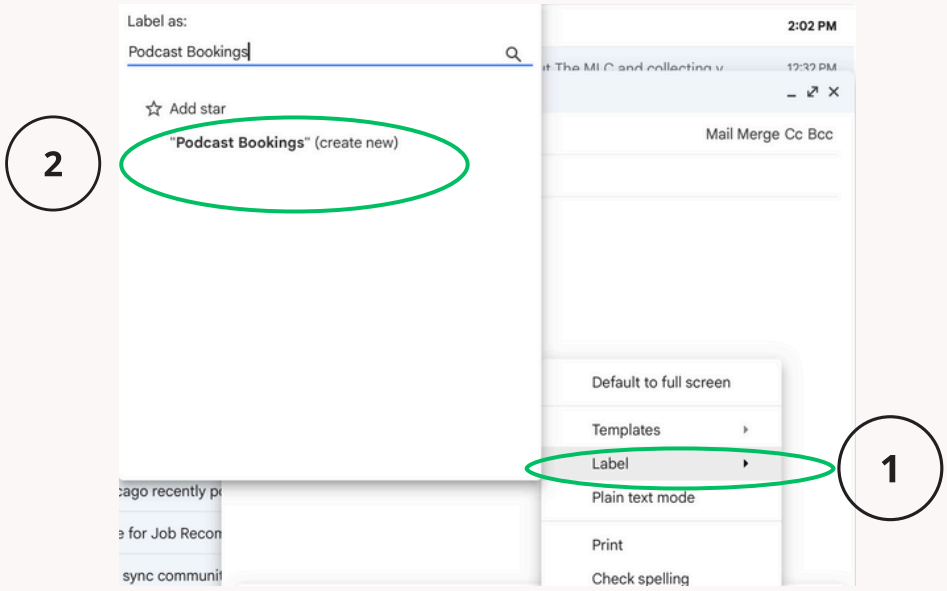
Have an Organized System in Your Email

I recommend creating a separate Gmail account for pitching only. Be sure to include your name/brand in the email name.
Inside Gmail, you can create different labels to group your emails.

I recommend creating four separate labels:

1. Pitching Outreach
2. Need to Respond
3. Need to Follow Up
4. Booked Podcasts

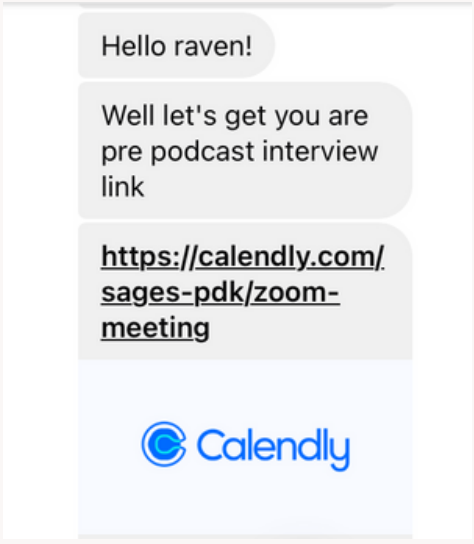
This will help you stay organized and categorize what stage of the booking process each show is in. I also recommend using the Templates feature in Gmail to save your outreach templates. This feature is only available on the desktop version of Gmail. Be sure to customize each email after you load in the template. Always proofread and double-check that you are sending your email to the correct person. If an email bounces, look for the Facebook or Instagram page on their website and pitch via their DMs using the template.

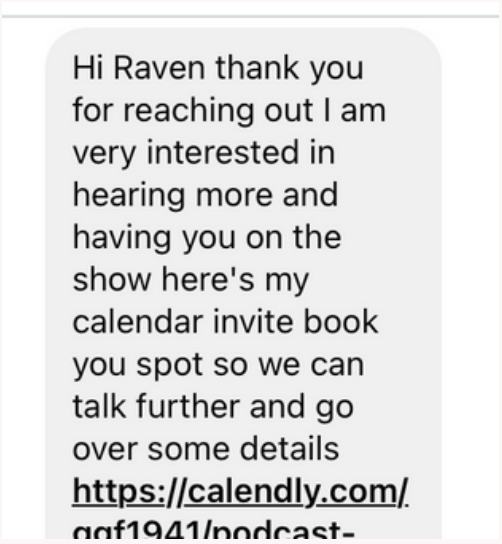


STEP 6 – PRECALL

📞 Schedule a Precall (if needed):

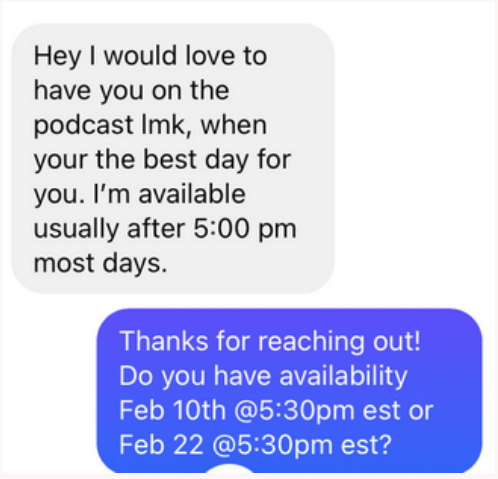
This is usually 15-30 minutes for the host to get to know you.
If the host is intrested in doing a pre-call with you, they will send you a link to schedule a time to talk. Precalls may be held on zoom, a phone call or over FaceTime. The further out you schedule a pre-call the further out your actual interview will be. Move with urgency to get your final interview on their calendar.
Be kind, confident, and professional.
Not every podcast does this. Some may book you right away from your pitch and Linktree if they think you'd be a great guest on their platform.

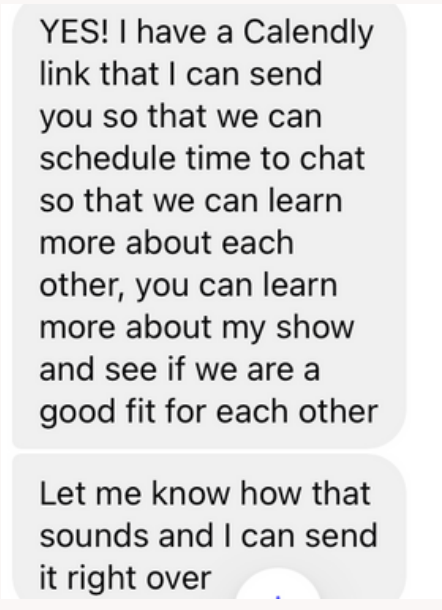












STEP 7 – BOOKING

📅 Lock In the Interview:

- Use their calendar link to schedule your final interview.
- Confirm the platform (Most Interviews are held on Zoom, StreamYard or Riverside- Via Chrome Browser Only, Some hosts may use a different platform)
- Show up prepared and on time
- When asked provide the host with a high quality photo for promo.

This may be a high quality selfie if you don't have any professional photos.

Hi Raven Rae,

Your Book A Time To Connect! with Deborah Drummond at 07:00pm (Eastern Time - US & Canada) on Friday, April 25, 2025 is scheduled.

Hi Raven Rae,

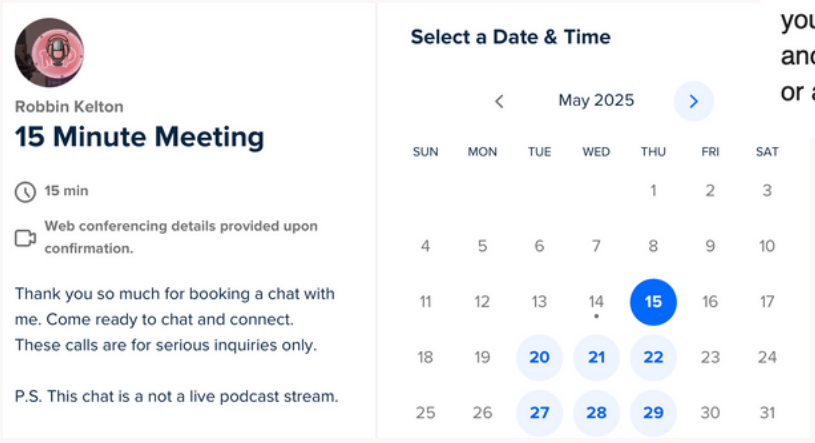
Your Podcast Interviews with Infinite at 03:30pm (Eastern Time - US & Canada) on Saturday, February 24, 2024 is scheduled.

First off we appreciate your interest in wanting to do a interview with us. Please pick a time and day that works for you from the times and days listed. Also a Podcast release form will need to be read and filled out prior to the interview, so a email will need to be provided at a later date. THANK YOU.

Hi Raven Rae,

Your Keep Hope Alive with Nadine Malone at 07:15pm (Eastern Time - US & Canada) on Wednesday, January 24, 2024 is scheduled.

Thank you for taking the time to check availability for scheduling your podcast interview. Please look for available dates and times and email us your preference. Please forward any special request or accommodations that should be considered. Thank you.



Hi Raven,
Your appointment has been confirmed for May 14, 2025 at 5:30 PM EDT

Please be sure that all preliminary forms are filled out at least 24 hours before your appointment. Let us know if you have any questions in the meantime.

Podcast Ready Tips

Audio-Only Shows

Some shows may be audio-only. Be sure to confirm the show's format with the host while you are booking each taping. You don't want to waste time getting camera ready if the show doesn't require you on video.

Live Shows vs. Pre-Taped

Some shows will be completely live on the host's platform with no edits. This means you need to post on socials about your appearance at least one week prior so people know to show up live. You should be completely camera-ready and ready to chat.

Other shows will be pre-taped. This means the taping will be edited and posted/promoted at a later time. The host will typically greet you, give a rundown of the show's order, and then begin recording the episode. You should still be camera-ready, but if you need to quickly shift something (angle, more lip gloss or chapstick, fix your collar, or move hair out of your face), you should quickly do so before the host's recording countdown.

Microphone

You don't need a fancy microphone—usually, your computer's mic is just fine. However, if you have a quality lav mic or a tabletop mic in your possession, these are great additions to your setup. Just make sure to change your settings to select that mic.

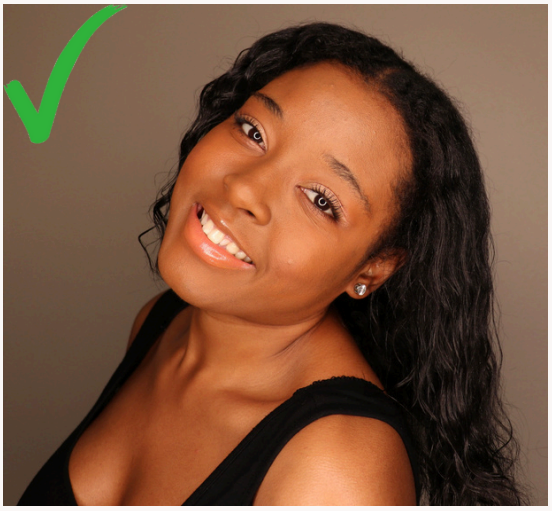
Schedule/Calendar

Be sure to keep up with all of your interviews and pre-calls. Use Google Calendar or the calendar on your phone. The worst thing you can do is double-book or overbook yourself—or not show up because you forgot about a meeting. This makes your brand look bad. If you have an emergency, get sick, or need to reschedule for any reason, make sure to shoot the host a quick email ASAP to apologize for not being able to make it and ask them if it is possible to reschedule.



STEP 7 – BOOKING

Professional Photos Examples











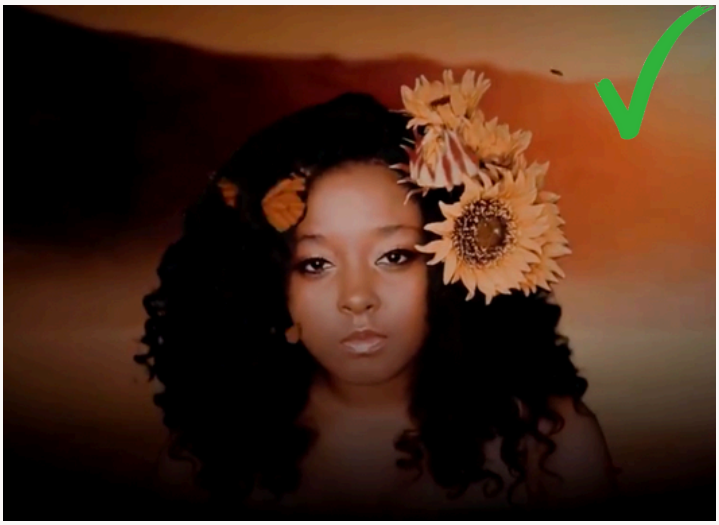


STEP 7 – BOOKING

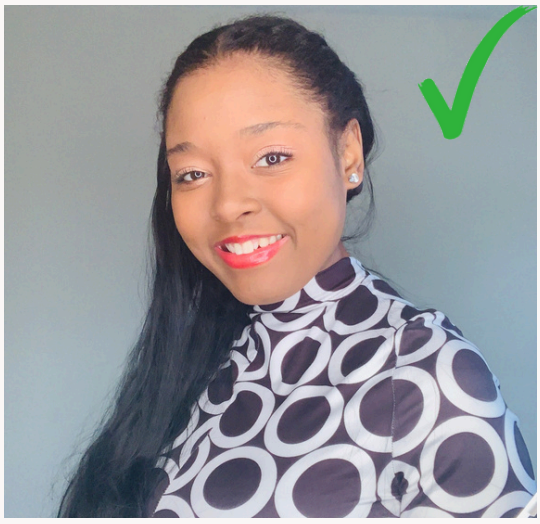
High Quality Selfies Examples











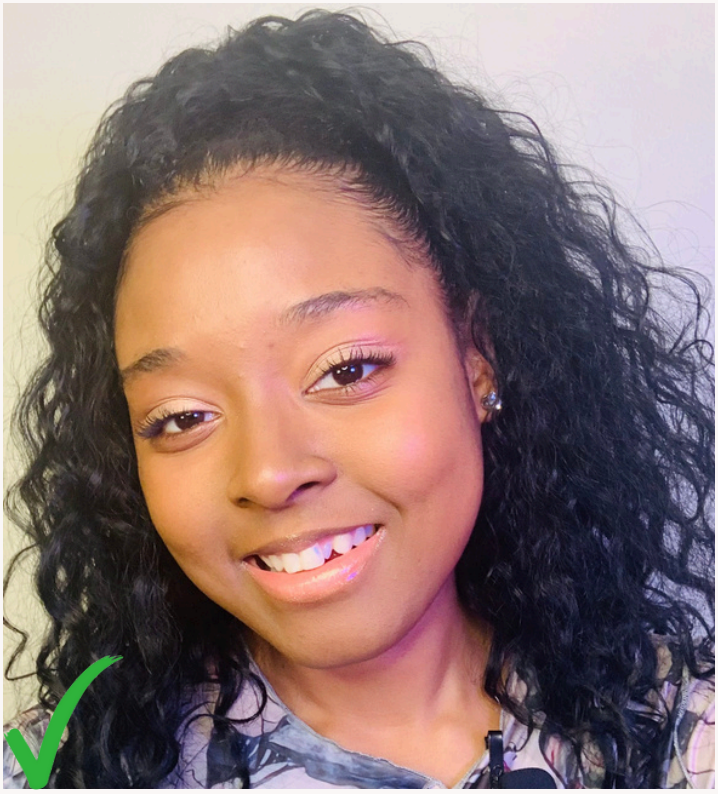


STEP 7 – BOOKING

High Quality Selfies Examples







STEP 7 – BOOKING

Examples of Photos you should avoid using

Face is covered



Face is not shown



Low Quality



Eyes are closed

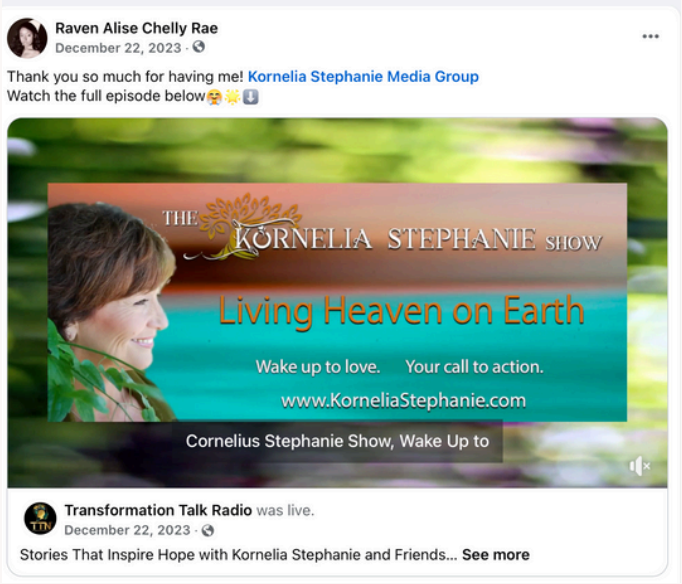


STEP 8 – PROMO

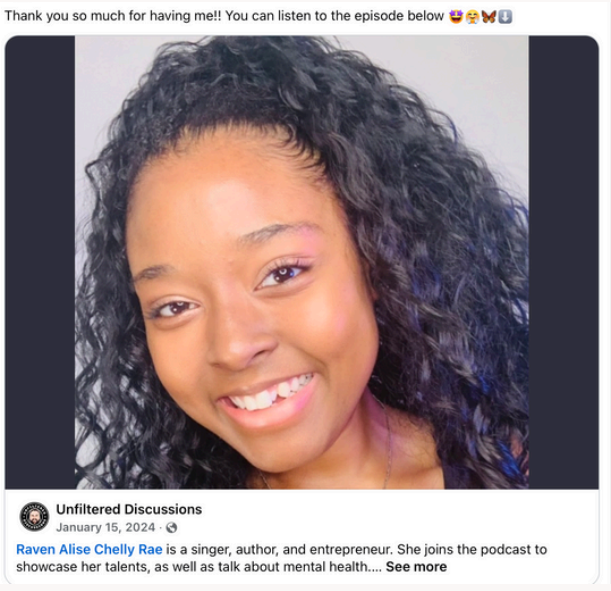
📣 **Promote the Episode:**

Once the host sends your flyer, share it on ALL socials: Instagram, Stories, TikTok, Facebook, Threads, your email list—everywhere!





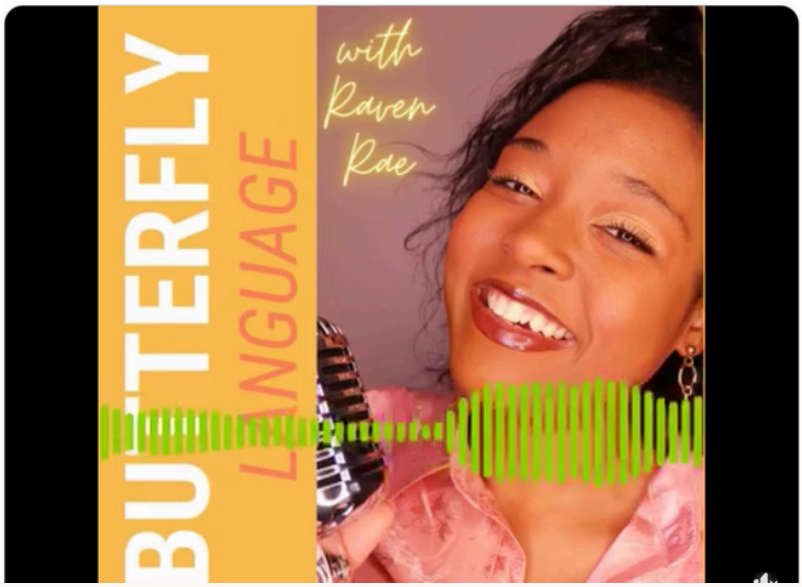




Thank you so much Matt for having me on The Mindful Innovator 🌟you can watch the full episode below!😤⬇️

Raven Alise Chelly Rae
January 28, 2024 ·

Thank you so much for having me on your show Keep Hope Alive Nadine Malone🦋😊😘
Whenever you cross paths with someone you often find you have more in common than not!
Tw... See more



Raven Alise Chelly Rae
April 28 at 11:40 AM ·

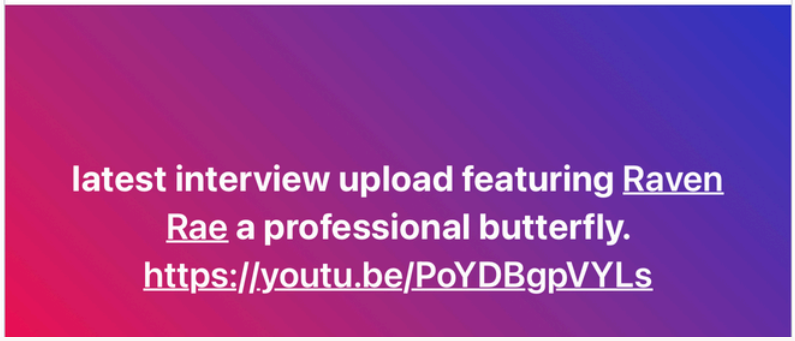


Indigo Nikki Divine-Brown is with **Raven Alise Chelly Rae**.
April 28 at 10:16 AM ·
STAY TUNED!!!... See more

Raven Alise Chelly Rae
January 28, 2024 ·

I had the best conversation with Raoul Cooke!
Thank you so much for having me on Bankedoutt Radio Show I really enjoyed myself!🌟🦋😘
He also makes the best hemp tea blends!
https://the-cooke-shoppe.square.site/

Raoul Cooke is at **Bankedoutt Radio Show**.
January 28, 2024 · Dallas, GA ·



Raven Alise Chelly Rae
January 2, 2024 ·

Thank you so much Tyreen Taylor for having me on your show! 🌟🤩You can listen to the episode below!⬇️
h... See more



Unlocking Your Superpower Within: Harnessing the Power of Your Thoughts
Listen to this episode from Wise Walk Podcast on Spotify. In this empowering episode, special guest Raven Rae and Host Tyreen Taylor...

Pojanee Fleury
January 28, 2024 ·

Interview with RRaven Alise Chelly Rae author of Butterfly Language. She is a singer, songwriter and writer with a mission to share upliftment and also advocates for positive mental health.

Featuring music by the talented Raven Rae!

PJ's Show on WHCR 90.3, The Voice of Harlem... See more



Podcast Ready Tips

Interview Etiquette

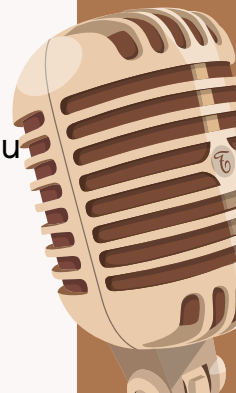
Always listen before you respond. Do not overtalk or interrupt the host while they are asking a question. There is already a slight delay when recording, so wait a few seconds and then respond. Stay engaged during your interview. Nod your head in agreement if there is something the host says that you strongly agree with, and hold your finger or hand up if you have a different opinion, then state your case. Some interviews will be more question-answer based, and others may be more conversational. Speak freely but do not overshare, ramble, or rant. We don't need to know every detail about an experience you reference for every single question. A good practice is to answer questions in 1-2 sentences with a short descriptive example. Hosts may be filming multiple interviews before and after yours, so it is always best to be straight to the point, prepared, and respectful of their time. Say what you need to say about what you do, answer questions, be entertaining, have fun, showcase your personality, thank them for their time, and move along with your day.

Tech Check

You should always perform a short tech check before each episode taping. Make sure to check your computer's settings and the settings for the link the host sends you. Charge your device and wireless mics, wipe your camera lens, and log in to the meeting link at least five minutes before your interview.

Private Zoom

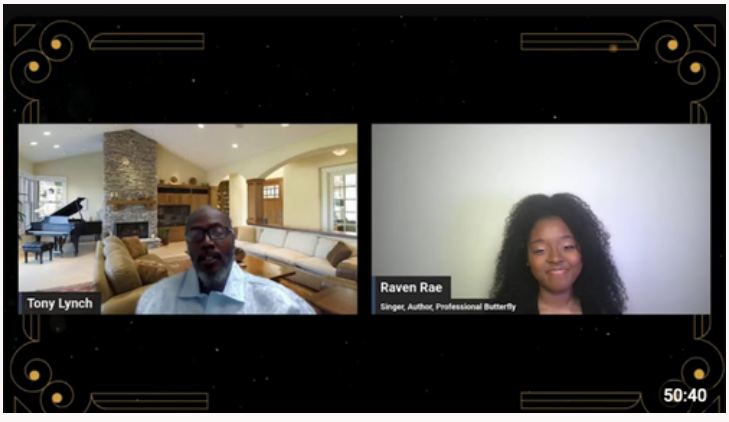
You can create a private Zoom meeting to test your lighting and mic. This is a great way to practice your setup, talking points, and make sure you like how you look on camera.

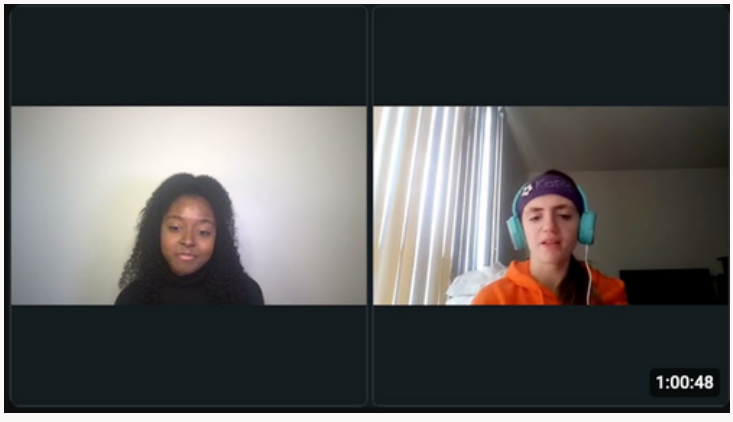


STEP 9 – Shine!

🎙️ Show Up & Shine:

- Film in a well lit area with a nice background
- Avoid filming in front of a door or near a noisy area.
- Turn off any fans, Tvs and eliminate any background noise.
- Place your phone on silent.
- Film your interview on a laptop.
- If you don't own a laptop be sure to download any apps needed to your phone. Find out the hosts platform ahead of your interview to ensure compatibility with your device.
- Be gracious, present, and passionate.
- Speak clearly and with intention.
- Share soundbites and buzzworthy moments during your interview.
- Who are you behind the music? What sets you apart?
- Practice your touchpoints to have them top of mind. It may help to write your 2-4 points on a sticky note and keep them near your device during your interview.
- Be camera ready, wear makeup and clothes that align with your artist brand. Wear clothes you feel comfortable sitting in for 20 mins-1hr+.





Podcast Ready Tips

Background

It is best to have either an aesthetic background or a clear wall as your background. Avoid filming in a bathroom, kitchen, with windows open, in front of a door, or outside. You don't want to have a background that is too busy—you want all the attention on you and your message. If you absolutely cannot avoid filming in those locations, Zoom has a feature to use a virtual background. However, this is only useful if the host is using Zoom to record the episode.

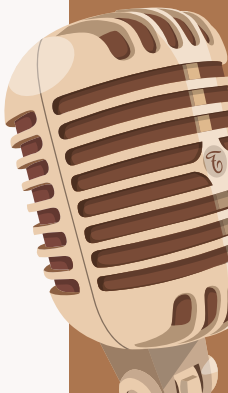
Outfit

Choose an outfit that reflects your brand and personality. Your outfit doesn't need to be corporate professional, but if that reflects your brand, do not show up too casually in a T-shirt. If you are a singer, author, comedian, or performer, opt for a dressy casual outfit that fits your style. If you are sporty, opt for an outfit that reflects elements of your style. Remember, we can't see your shoes, so if you want to show off, do so from the chest up.

In-Person Filming

If the show you are filming for is in person, you should treat your appearance as you would for any other event. Make sure you show up in something eye-catching and in alignment with your brand. Think of 360 quality. Would you be comfortable being filmed at any angle (within reason) wearing this outfit? Does it display your body in a way you are comfortable with when you sit or stand?

Makeup, hair, body moisture, lip care, jewelry, and shoe selection are things the camera will always pick up on, so plan accordingly.

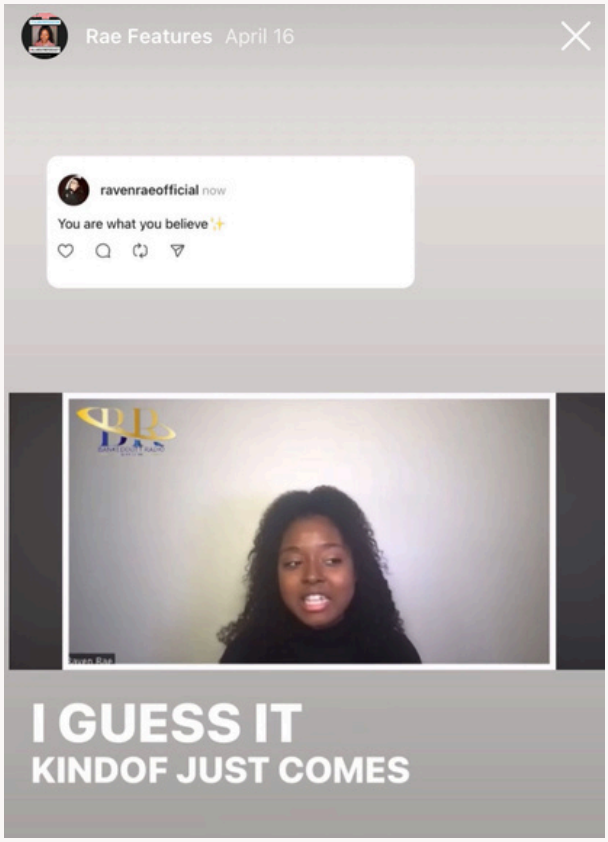


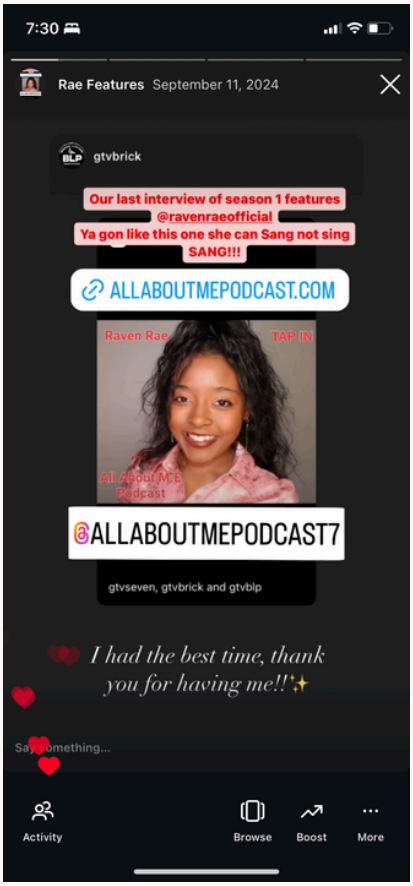
STEP 10 – Repurpose

🙏 After the Show:

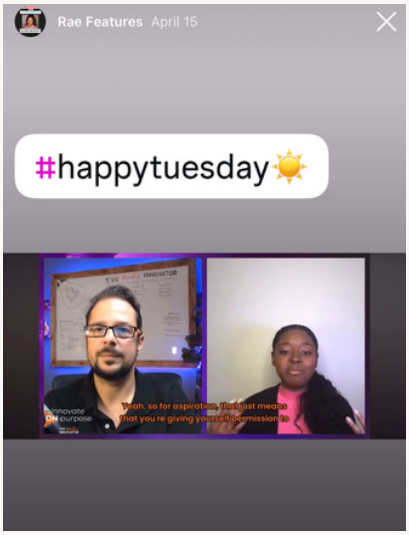
- Thank the host publicly and privately
- Share the episode multiple times
- Create clips for Reels, Shorts & TikTok using Opus Clips or Veed.io
- Tag the podcast and keep building the relationship, you always want to be able to rebook with a host a year or two later.

The great part about a podcast feature is that it lives forever on the hosts platform.
You can screen record,
add captions and repost clips years later from interviews you had years ago.









🎙️ Artist Podcast Prep Worksheet

What are your goals?

Set realistic and ambitious booking goals that match your availability and promo schedule.

📌 If you're just starting out, aim for 1 podcast per week (4 per month).

📌 Intermediate artists actively promoting a release can aim for 8 per month (2 per week).

📌 Want to batch record? Dedicate 1-2 full press days and book 4 interviews back-to-back.

👔 Pro Tip: Change shirts between interviews to keep visual variety.

⏱️ Allow 20–30 mins buffer between interviews for breaks, tech issues, and overrun time.

📊 Your Booking Goals:

Timeframe	Number of Podcasts to Book
Per Day	
Per Week	
Per Month	

Click here for your
List of 100+ Podcasts
Or copy this link into your browser

⬇️

https://docs.google.com/spreadsheets/d/1626iwDpnyXswMV2hotaUjeecDm08_uiX4wlQieHYoW8/edit?usp=sharing



Resources

Ready to take it to the next level? Whether you're preparing for your first interview or refining your media presence, these tools will help you show up with confidence, clarity, and creativity.

🔗 **Visit My Press Page**

Explore real examples of press coverage and observe how to position yourself in ways that attract more visibility, respect, and opportunities.

Press

🎙️ **Podcast Interview Playlist**

Listen and learn from real conversations. This playlist features interviews where I model how to stay authentic, professional, and engaging—while letting your personality shine. It's like interview prep, but way more fun.

Podcasts

🎵 **Music Promo Playlist**

Don't have a demo reel? No problem. Curate a playlist of your best work and send it to show hosts. It's a dynamic way to share your artistry, boost your views, and give a taste of your sound, vibe, and message—all in one shareable link.

Music