



Hello Liz

The best marketing strategies don't always create instant results. Sometimes, they help the right people find you over time, build trust, and take the next step when they're ready.

In this week's ThriveCart Insider, we're sharing ideas for booking better interview guests, growing an email list with YouTube, and using Pinterest and Substack together to build long-term visibility, plus a free online event featuring practical marketing ideas for coaches, course creators, and entrepreneurs. Let's dive in!



HOW TO ATTRACT HIGH-QUALITY GUESTS FOR YOUR INTERVIEWS

A great guest can bring fresh insight, energy, and credibility to your podcast, YouTube channel, or live event. But finding those guests doesn't have to mean sending dozens of cold pitches or waiting for someone to discover you.

Liz Theresa, a business mentor, copywriter, and website creator, shares three simple ways to find the right people.

1) Look at the people already in your world. Former clients, colleagues, friends, and other business owners in your network may already have the experience your audience wants to hear about. Starting with a warm connection can also make the invitation feel more natural.

2) Make a list of your dream guests. If you have a mutual connection, ask for an introduction. If you need to reach out directly, create a short, thoughtful email that explains who you are, what your show or event is about, and why you think they'd be a good fit. If possible, mention a few past guests to help show that you're established and worth their time.

3) Look for people who are already interested in being interviewed. Podcast booking companies, public relations firms, and guest-matching services can connect you with experts who are actively looking for opportunities. Liz also recommends using an application form so potential guests can share more about themselves before you schedule a conversation.

What this means for you: Before you send another invitation, create three lists:

- People in your existing network
- Guests you'd be excited to interview
- Experts who are already looking for podcast or media opportunities

A simple guest process can help you spend less time searching and more time

preparing for conversations your audience will enjoy.

 **Read more:** [How to Attract High-quality Guests for Interviews: 3 Trade Secrets](#)

GROWING YOUR EMAIL LIST WITH YOUTUBE... EVEN IF YOUR CHANNEL IS SMALL

You don't need a huge following to use YouTube as a source of new leads.

YouTube marketing strategist Jamar Diggs shares the success story of Sarah Jane Burt, a conversion copywriter and founder of The DIY Copy Shop. Sarah had a small channel with around 250 subscribers and just over 11,000 views across 20 videos. By creating videos around the questions her ideal customers were already searching for, she generated more than 700 new email subscribers from YouTube in one year.

The strategy focused on three things: **researching useful keywords, creating videos around real customer problems, and giving viewers a clear reason to join Sarah's email list.** The videos also pointed viewers to relevant lead magnets, helping turn casual viewers into people Sarah could continue to serve by email.

Search was a major part of the results – 44% of Sarah's channel traffic came from YouTube searches, suggesting that many viewers were actively looking for help with the problems her business solves.

 **What this means for you:** YouTube can be a great source of leads, even if you're just getting started. Begin with:

- Questions your audience is already asking
- Simple videos that answer just one question at a time
- A helpful free resource related to each video
- Titles and descriptions that use the words your audience is searching for
- A clear invitation to join your email list

The goal isn't to become a full-time video creator. It's to create a small library of helpful content that can keep introducing new people to your business.

 **Read more:** [How to Grow Your Email List FAST with YouTube](#)

CAN PINTEREST AND SUBSTACK WORK TOGETHER?

Substack isn't just a place for publishing newsletters anymore. It's grown into a broader media platform that includes audio, video, podcasts, live streams, notes, comments, reposts, and community features. That makes it a potentially useful tool for creators who want to share ideas in more than one format.

But adding another platform to your business doesn't mean you need to abandon

the ones you already use.

Marketing coach Kate Ahl explains how Pinterest can help drive people to Substack, especially when you send them to a full publication post with clear messaging and useful keywords. Rather than linking to a short-lived update, create a helpful piece of content that gives visitors a reason to stay, subscribe, or explore more of your work.

At the same time, Substack doesn't have to replace your website. The creator featured in Kate's podcast conversation uses Substack to share stories and build relationships, while continuing to make her website the home of her content, offers, resources, and podcast archive.

This approach gives each channel a clear job:

- Pinterest helps new people discover your content
- Substack gives you a place to publish and connect
- Your website remains the home base for your business

 **What this means for you:** Don't try to build three separate content machines. Start with one useful idea, then give it a longer life:

- Publish the main piece on your website or Substack
- Create Pinterest content that leads people to it
- Use email or Substack Notes to continue the conversation
- Link back to your website, offers, and resources when it makes sense

Pinterest and Substack are both long-term channels. You may not see much movement in the first few weeks, but consistent, useful content can continue working long after you publish it.

 **Read more:** [How Can Pinterest and Substack Work Together?](#)

MEET THE EXPERTS AT CREATOR COMMERCE LIVE

Liz Theresa, Jamar Diggs, and Kate Ahl are three of the speakers at [Creator Commerce Live](#), a free online event for coaches, course creators, and entrepreneurs.



The banner features the ThriveCart logo in the top left corner. The main text reads "Creator Commerce Live" in a large, bold, dark blue font, followed by "For Creators, Coaches & Solopreneurs" and "Ready To Scale Smarter" in a smaller, dark blue font. At the bottom left, it says "Sept 17, 2026 | 10am - 4pm ET | Free". On the right side, there is a grid of six small circular portrait photos of the event speakers: Liz Theresa, Jamar Diggs, and Kate Ahl, along with three other individuals.

[JOIN FOR FREE](#)

Join them and other experts on **September 17 from 10AM to 4PM ET** for a day of practical marketing ideas, nine live sessions, and one live Q&A panel.

 **Reserve your free seat:** [Creator Commerce Live](#)

See you next week,

The ThriveCart Team ❤️

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