Clever.FM Email Sequences

Sequence #1 -- Podcast hosts with UNDER 5000 listeners

Email #1A -- Long Form

Subject Line:
Podcasting collab?

Pretext Line:
Your listening community wants to hear from you.

Body:
Hi {first_name},

We're Sean and Survy from Clever.fm, and we know thousands of {GENRE} podcast listeners who love what you do -- **can we introduce you?**

With the current engagement around your podcast, your listeners have chosen you as an ideal candidate to join the Founding Podcasters Cohort for {GENRE}. This includes high-quality transcription services and a professional engagement & growth team at your fingertips, **free for life**. Congratulations!

As a podcaster on the rise, you may have realized that existing platforms make it really difficult to directly engage and interact with your audience in a meaningful way. That's why we're excited to announce that **it's now all happening on Clever.fm**.

Clever.fm is the most interactive podcasting platform built by podcasters to solve podcaster problems with features like links to interesting content, community building, user analytics, and monetization options you've been waiting for.

During this limited beta phase, the first 100 podcasters chosen to join the Founding Podcasters Cohort get **free lifetime access** to the platform -- no extra paid services or hidden fees.

Just tell your listeners to find you on Clever.fm, and you'll get so much more out of podcasting.

Interested in claiming your Cohort spot?
Reply to this email or schedule a 15-minute chat.

Sean
Co-founder of Clever.fm

Host of OneHaas Podcast
LinkedIn

Survy
Co-founder of Clever.fm
LinkedIn

Email #2

Subject Line:
Spots are filling up...

Pretext Line:
Don't miss your opportunity to change the podcasting game.

Body:
Hi {first_name},

Spots are filling up! We want to make sure you aren't missing the chance to engage your audience the right way and trailblaze to the top of the podcasting community with Clever.fm, the YouTube of podcasting.

By getting in on the ground floor of our Clever.fm Founding Podcasters Cohort, you'd be the one of the first to offer your listeners engaging features like in-app commenting & discussions, smart show notes for enhanced searchability, episode previews, topic based discovery, and more...

And we're still giving away high-quality show transcription services FREE FOREVER for the first 100 podcasters who join.

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Ready to learn more about the cohort or see a quick demo?
Reply to this email or schedule a 15-minute chat.

Sean
Co-founder of Clever.fm
Host of OneHaas Podcast
LinkedIn

Survy
Co-founder of Clever.fm
LinkedIn

Sequence #2 -- Podcast hosts with over 5000 listeners

a) Already have a stable listener base (of course, more is better but not necessarily a primary focus)
b) Already monetizing and/or have sponsors
c) Have a professional team behind their productions

Email #1

Subject Line:
Your Audience Listens, Are You Listening Back?

Pretext Line:
Clever.fm is the interactive, all-in-one podcasting platform you've been waiting for.

Body:
Hi {name},

We're Sean and Survy from Clever.fm, and we know thousands of {GENRE} podcast listeners who love what you do -- **can we introduce you?**

Today, so many of your listeners are talking about your show on blogs and reddit, and sharing their favorite episodes. We're estimating your podcast has some of the highest audience engagement. Congratulations!

Even as an influential podcaster, profitable audience engagement and interaction is really difficult due to the limitations of existing platforms. That's why we're excited to announce that **it's now all happening on Clever.fm,** the YouTube of podcasting**.**

Clever.fm is the most interactive, all-in-one podcasting platform, built by podcasters to solve podcaster problems with features like links to interesting content, community building, user analytics, and monetization options you've been waiting for.

During this limited beta phase, the first 100 podcasters chosen to join the Founding Podcasters Cohort get **free lifetime access** to a professional engagement & growth team and **free high-quality transcription services**-- no extra paid services or hidden fees.

Just tell your listeners to find you on Clever.fm, and you'll get so much more out of podcasting.

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Co-founder of Clever.fm
Host of OneHaas Podcast
LinkedIn

Survy
Co-founder of Clever.fm
LinkedIn

Email #2

Subject Line:
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