

This document is a worksheet for the original essay found at
taylorpearson.me/sumome/

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Podcast Outreach Process

Essential Document: [Outreach Targets Spreadsheet](#)

Process

- Add Prospects/Put this together by looking at:
 - Podcasts similar people have been on (pick other authors/influencers in the space and search their name on the iTunes store)
 - New and Noteworthy Podcasts in iTunes that are a good match
 - Go to Amazon Author pages and see which authors are similar to yours, add them to the list. Click on them and see authors similar to them, etc.
- Characteristics of a good outreach target:
 - Have published an episode in the last month and appear to be continuing to do so
 - Good brand match - no scammy stuff about make money online
 - Semi-Established -
 - Have at least 30 episodes
 - OR have some established brand and are moving into podcasting - I.e. David Allen of Getting Things Done has only a few episodes but is very well established.
- Once someone looks like a good match, add them to the sheet and note their
 - URL
 - Email address (If you can't find their email, add the contact page URL)
 - Twitter
 - Estimated degrees of separation from you
 - Expected Reach of their podcast
 - Where you found them (this is particularly important if they may have a friend in common).
- Once you're done for a round of adding prospects, sort the spreadsheet by:
 - First: Degrees of Separation
 - Second: Estimated reach

- ie. Start with people 1 degree of separation at largest to smallest reach then move to 2 degrees of separation largest to smallest reach

For each prospect URL that hasn't been contacted yet

- Look through their website/twitter/LinkedIn and...
 - Read their about page - what do they have in common with you that could be a personal note?
 - Come up with an angle to email for them - The hard part is coming up with a show topic - What about you or your book can you use to approach them that they would also be interested in? This should be something that could ideally be copy pasted into the email template below
 - Examples of topics I speak about
 - Self-publishing
 - Writing/creative process
 - Reading Books
 - Habits/Daily Rituals
 - Productivity
 - Business Systems - Sam Carpenter/Michael Geber
 - The End of Jobs and changing nature of work
 - Marketing
 - Masterminds
 - Topics can also be "sliced off" of the above
 - for example, habits could be applied to fitness - "Why it's easier to go to the gym everyday" etc.
 - Typically, I will tailor the amount of work done on each pitch to the size of the audience. If they have a huge audience, I will invest a ton of time in crafting a very detailed and specific pitch. If they have a smaller audience, I'll typically do something a bit more basic and only spend half an hour.
- I use a template similar to the one [here](#)