

Step 1: Ask Sales for a list of stuck deals

Step 2: Outreach to those accounts asking them if they'd like to be featured on your podcast

Email Outreach Sequence:

Subject line: podcast?

Hey {{first name}} - We're doing a podcast series on [guest's expertise] and would love to feature you as an expert guest.

Any interest?

**\*\*\*5 days later\*\*\***

Hey {{first name}} - Just wanted to circle back and see if you had any interest in being a guest on our podcast (B2B Growth)

Would love to have you! Any interest?

**\*\*\*5 days later\*\*\***

Hey {{first name}} - Just wanted to circle back one more time and see if you'd had any interest in being a guest on our show.

We think you'd make an amazing guest since we're doing a series on [guest's expertise].

This'll be my last email because I don't want to bug the heck out of you.

Up for it?

Cold Dm sequence:

Hey [name] - do you talk about [expertise] on podcasts very often?

**if yes:**

Any interest in doing another? I'd love to interview you on our show (B2B Growth). Any interest?

**if yes:**

Sweet! Step 1 is just a pre interview conversation where we'll nail down a topic! Can't wait! Just grab a slot that works for you: [cal link]

**\*\*\*Restart any convos that go dark using fun gifs.**

*For anyone who none of this works, add them to a list called "First Attempt Didn't Work"*