DFY PODCAST OUTREACH PROCESS | VA STAFFER

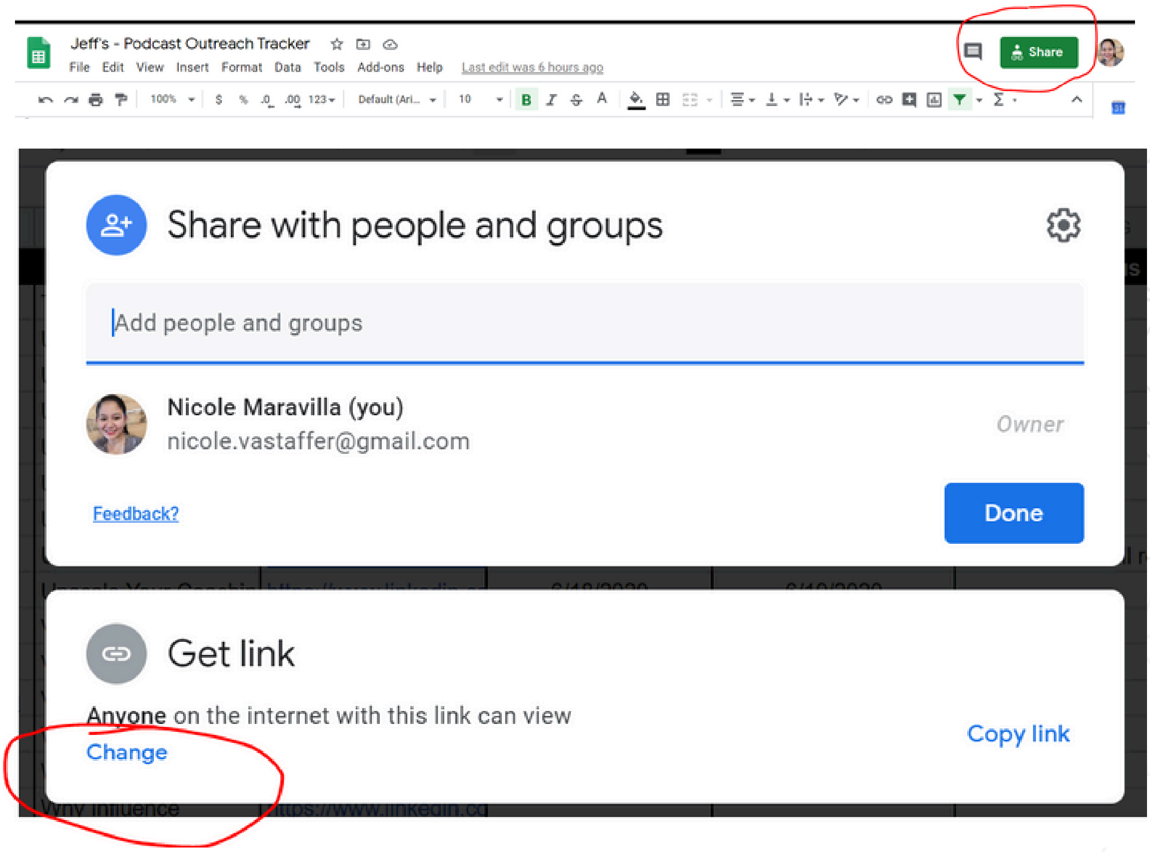
1ST STEP

Make a copy of this tracker

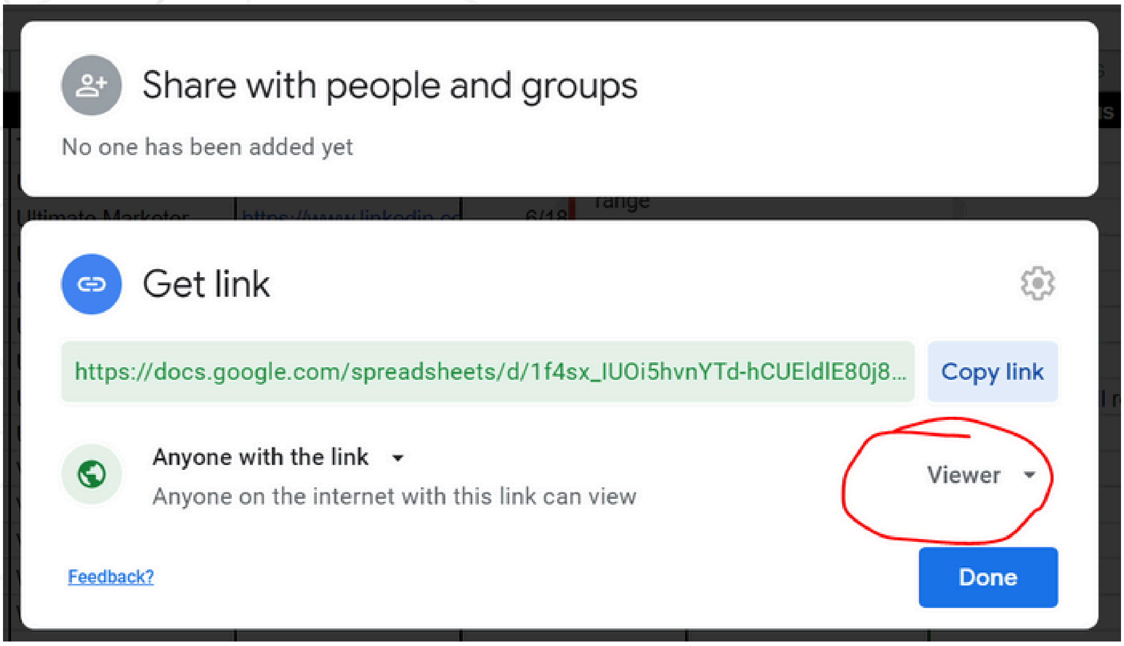
- Download it, Save a copy, and make sure that you share access to your client.
- Tracker:
  https://docs.google.com/spreadsheets/d/1f4sx_lUOi5hvnYTd-hCUEldlE8Oj8Bl7rY-XbETTM58/edit?usp=sharing

Access Sharing

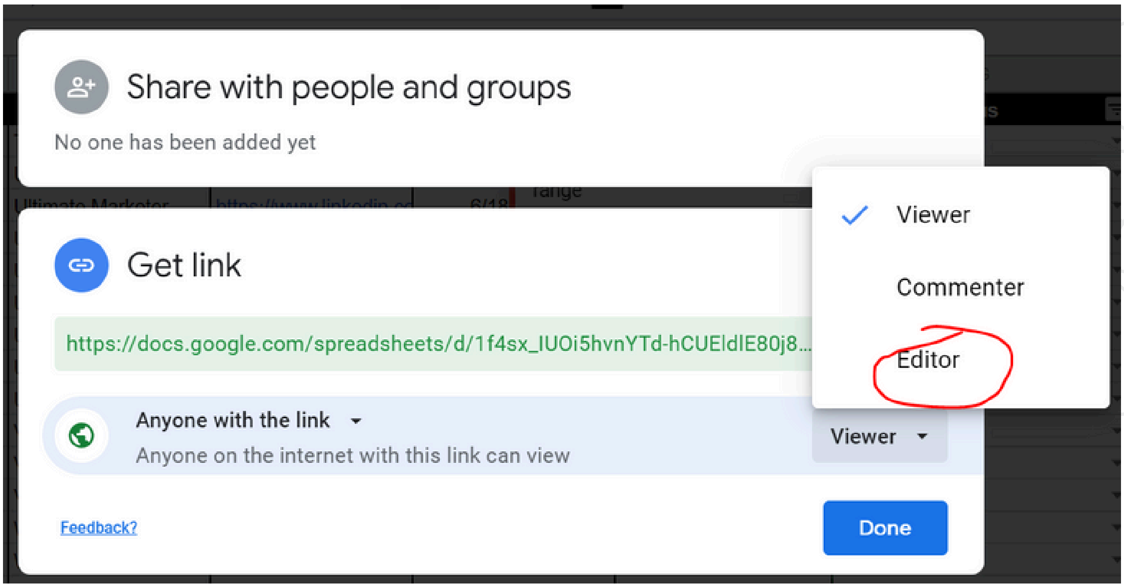
- In sharing access to your client, you have to upload the downloaded file from your desktop to your Google drive
- Once uploaded, hit on Share (upper right side green color)
- Make sure that before sharing, it's tagged as Editor so your client can comment and revise something if they wish to



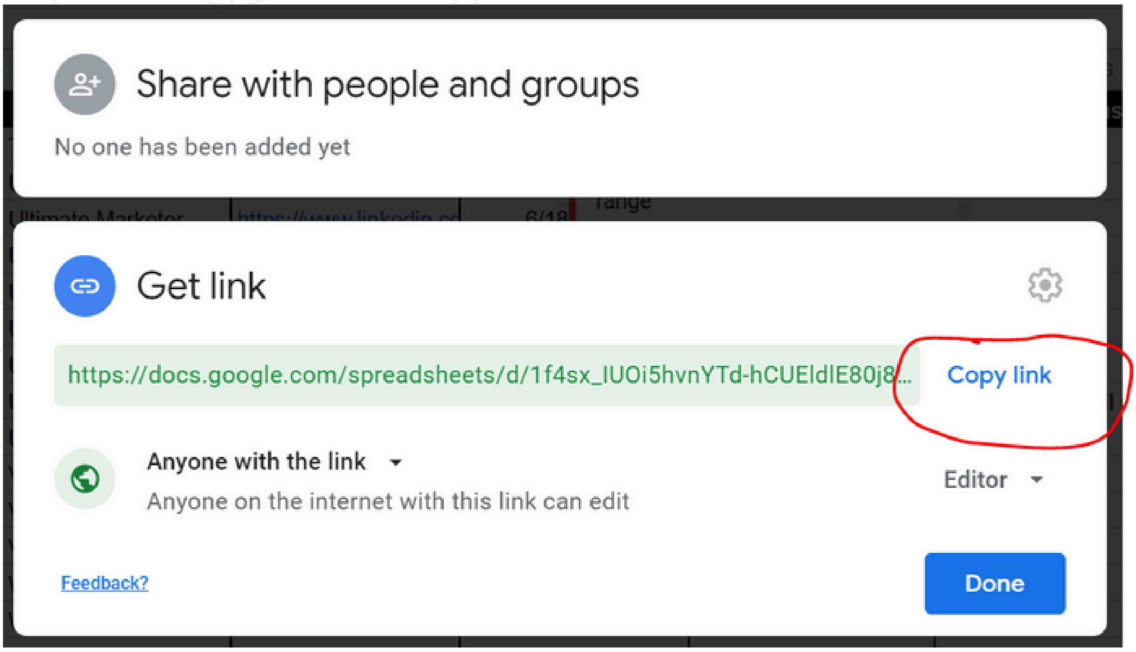
- And hit the Drop Down beside Viewer



- Change it to Editor



- Once converted from Viewer to Editor, click on copy link and paste the link in Active Collab, E-mail, or to whichever channel you communicate with your client



2ND STEP

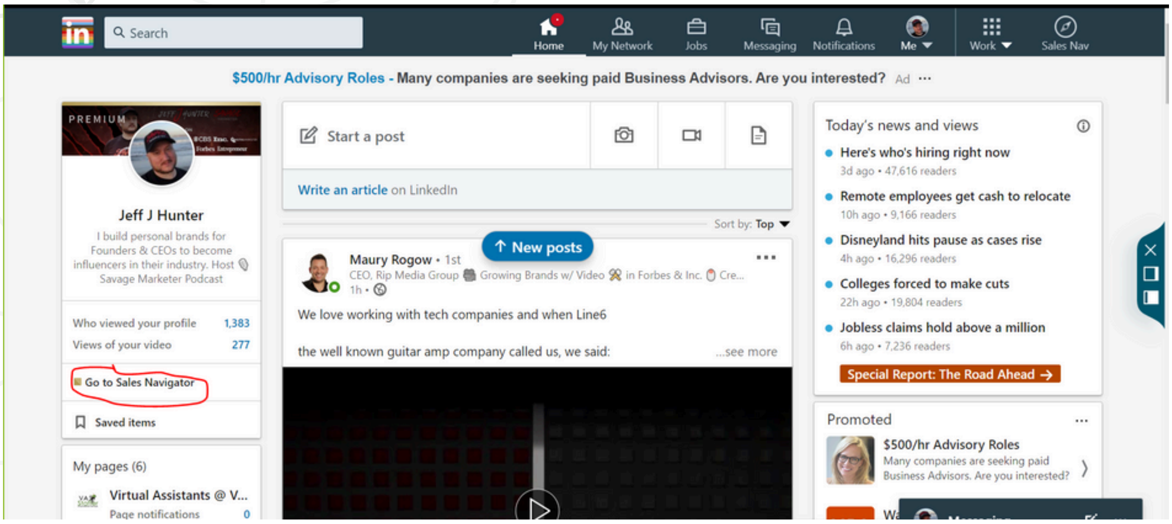
Log in to Linkedin

- You have to ask your client's credential
- They can share it to you through Last Pass for safety and security purposes
- Make sure that your client is available when you try accessing their account, you might need an OTP

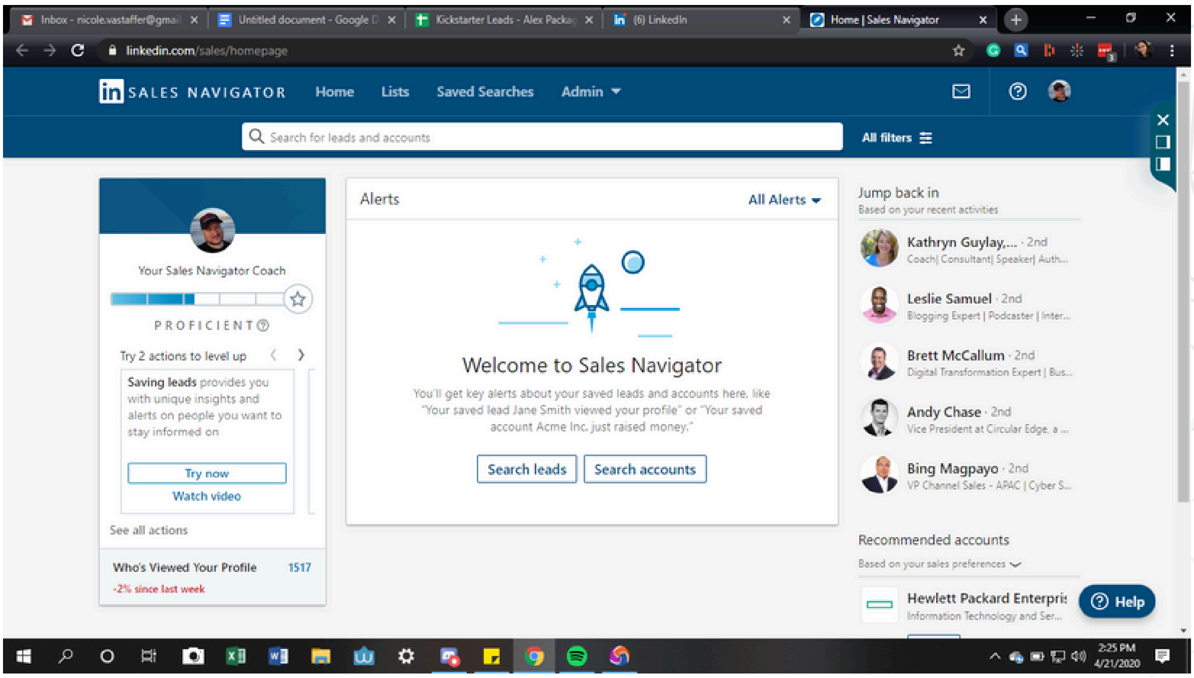
3RD STEP

Filtering Leads

1. Once you’re in Linkedin Page, click the Go to Sales Navigator located at the left side of the page under the Profile Summary



2. You will be routed to Sales Navigator Page which looks like this



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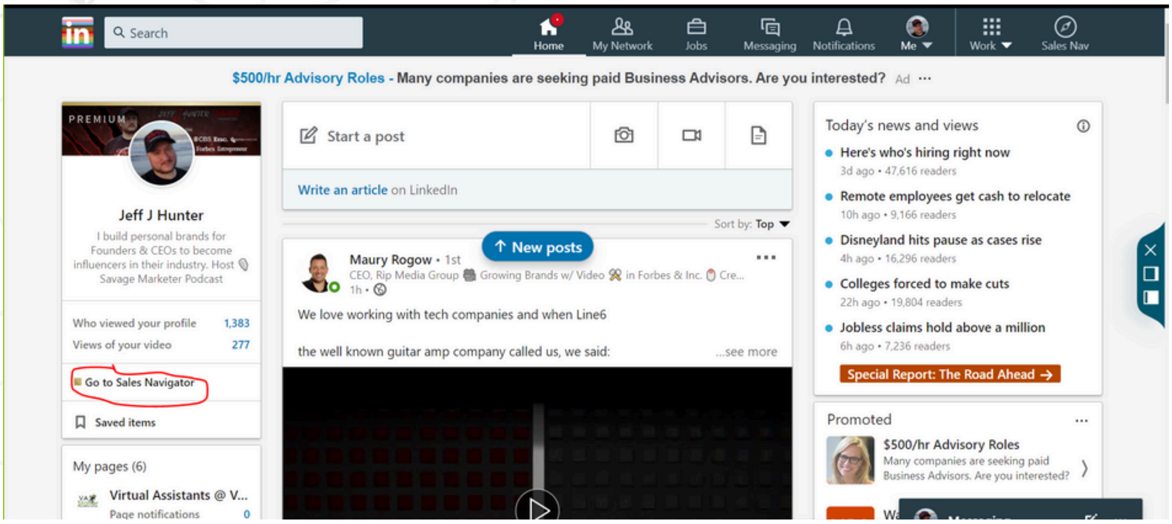

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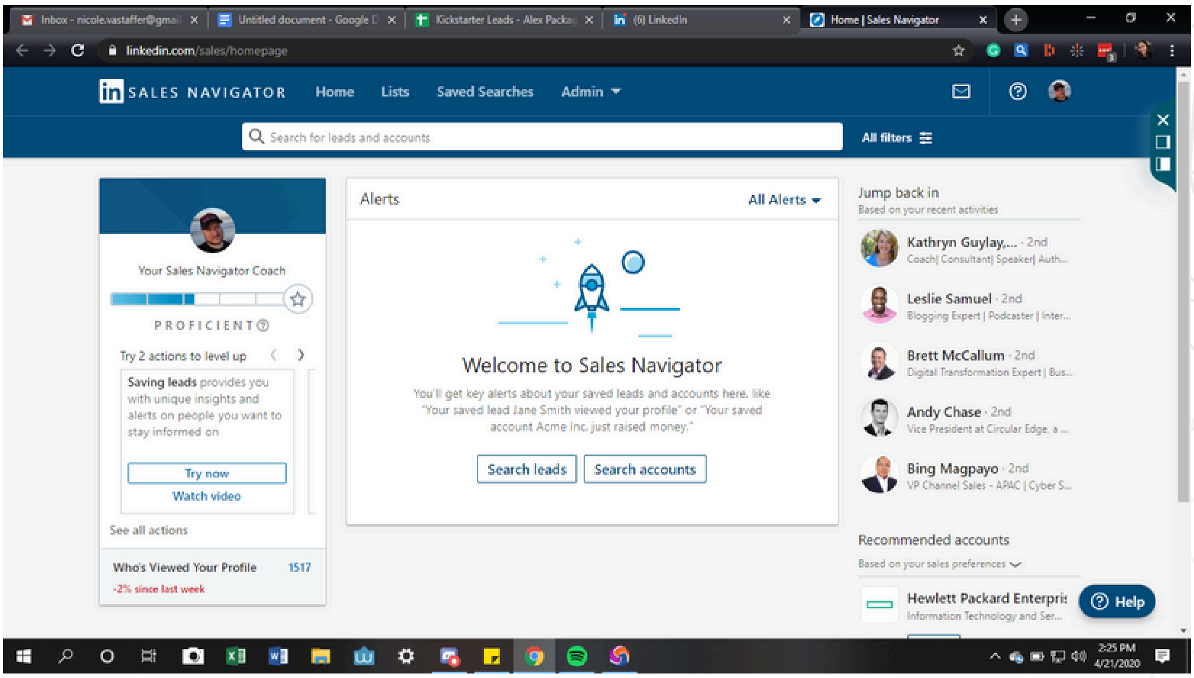
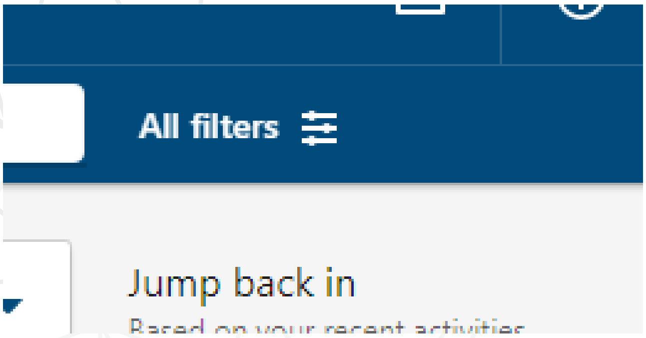
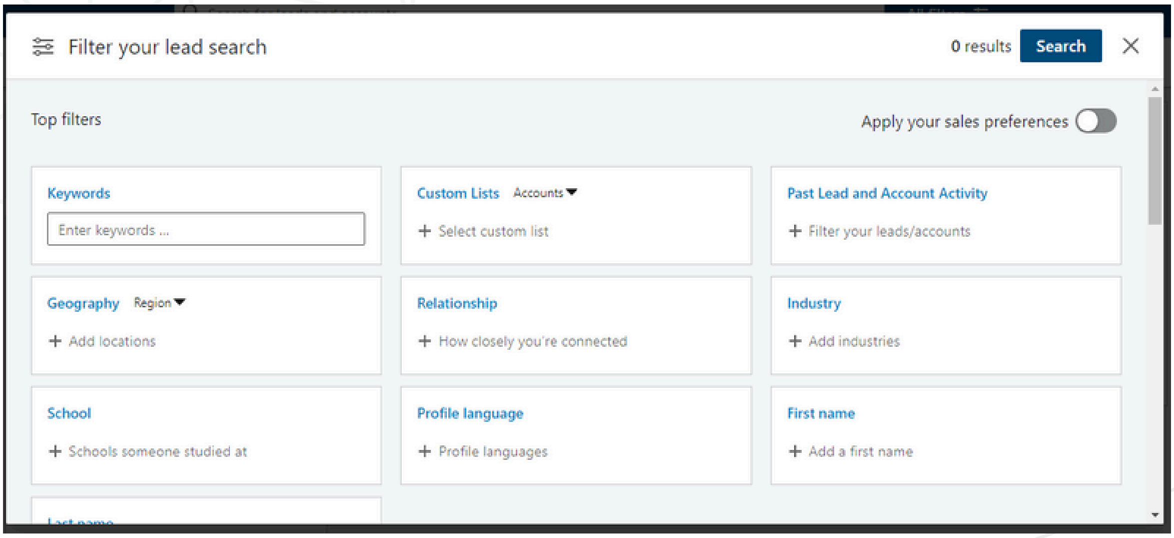


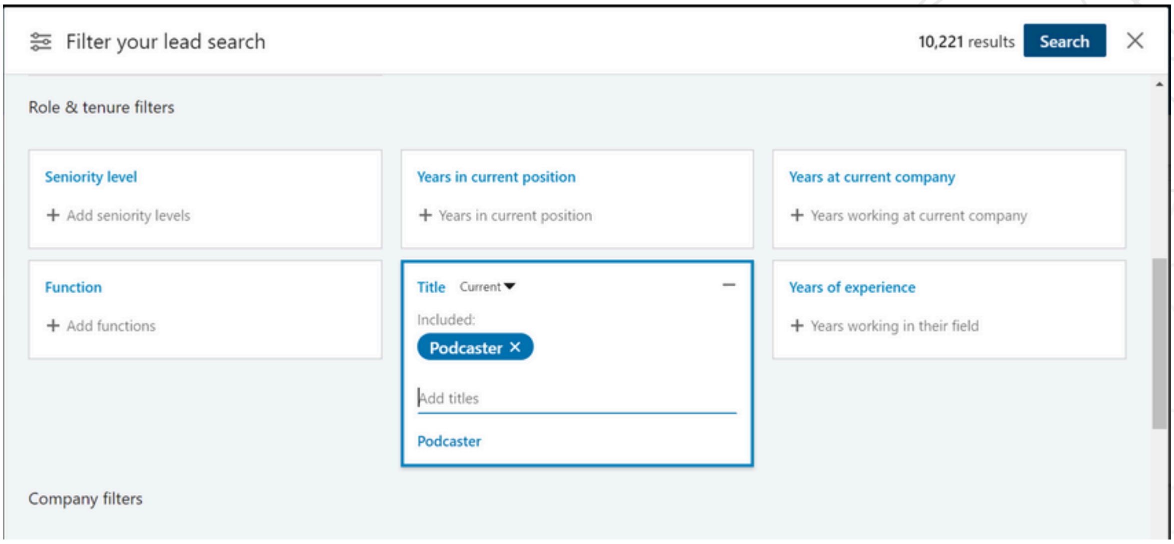
3. Click the All Filters upper right side and choose Lead Filters



4. The Lead Filters box will show up and key in the keywords that you wanted to filter



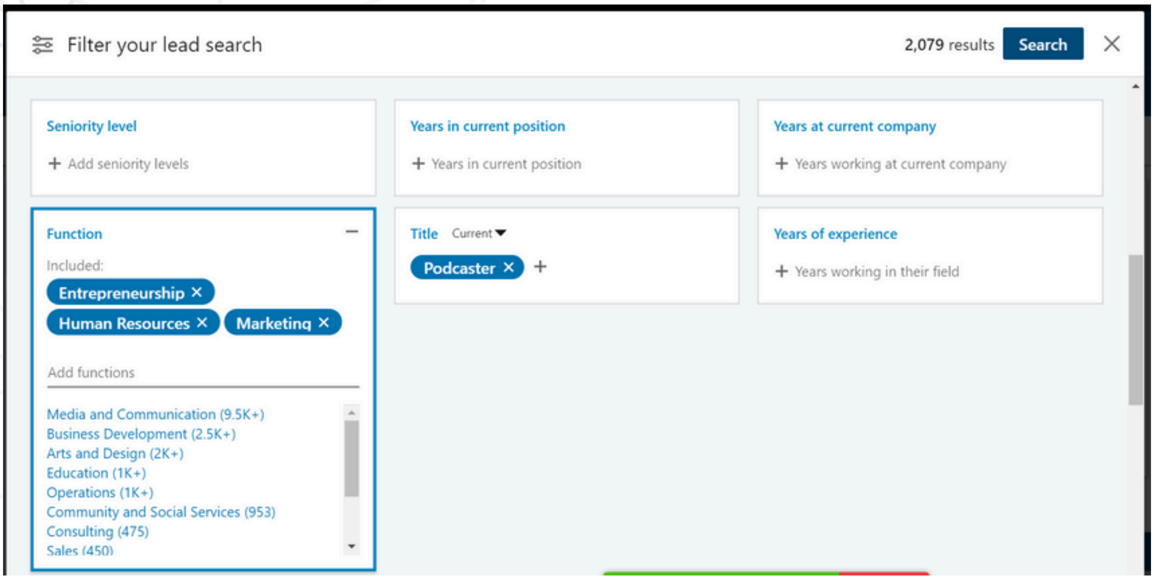
5. Look for Title bar then filter to Podcaster



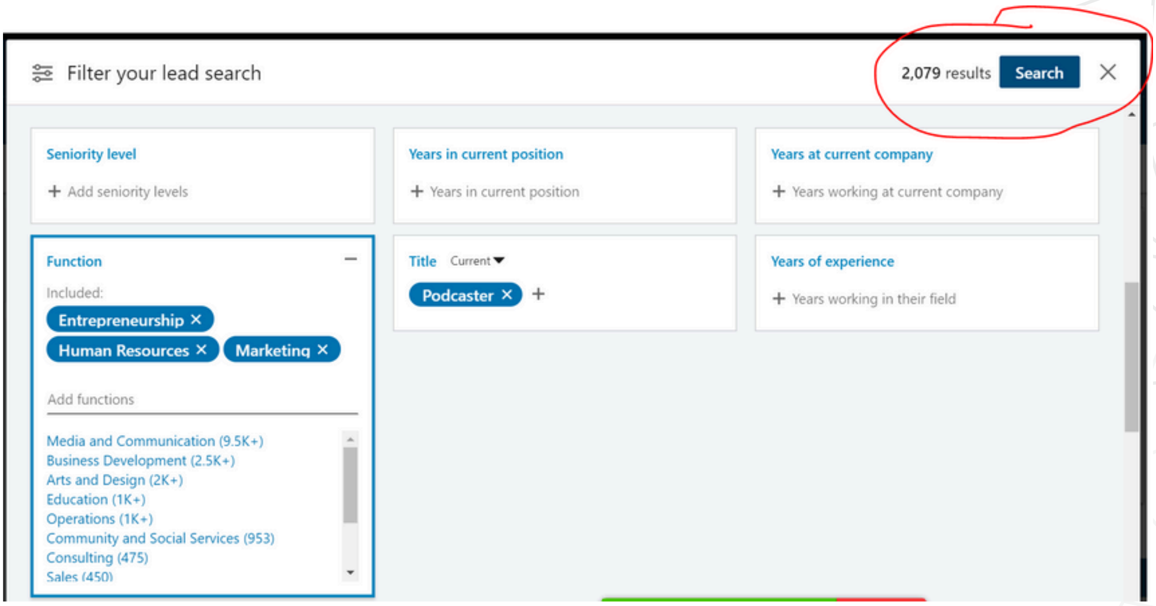
6. Then go to Function tab and filter to the specific line of business that your client is aiming for

  a. Marketing
  b. Human Resource

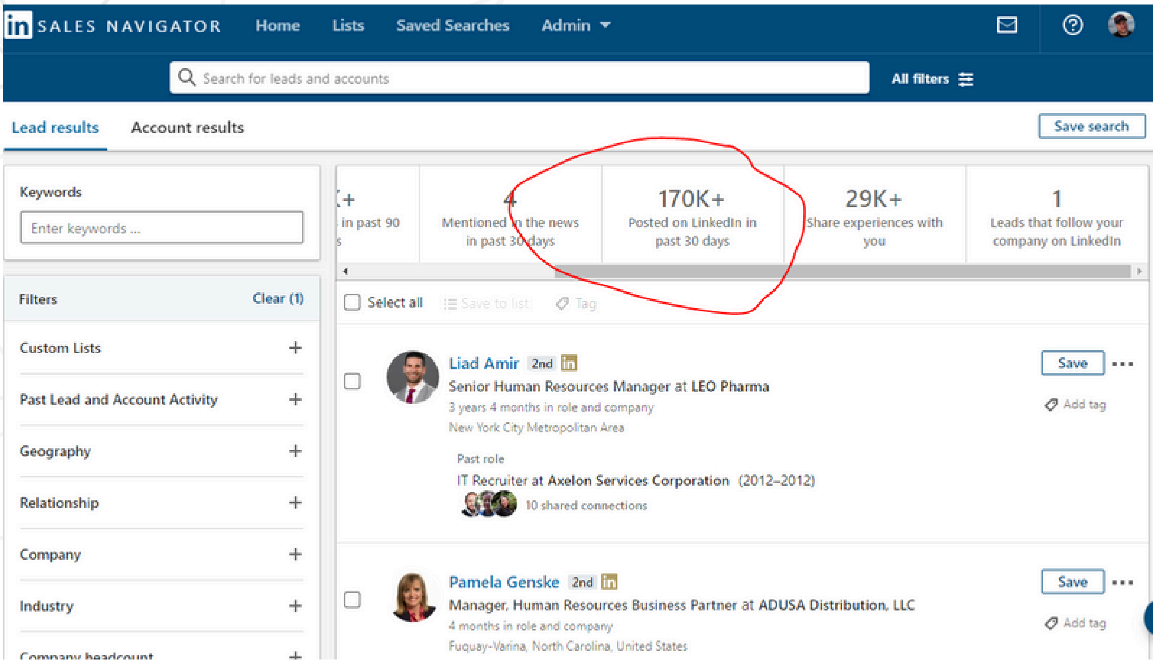
  Note: Modify the filtering based on your clients target audience



7. Once you're done keying in the preferred leads click the Search button upper right side. It'll also give you the number of leads found



8. Once routed to the results page, we have to make sure that we filter those persons who are active in Linkedin that way we will know that they will engage with the client. So click the Posted on Linkedin in past 30 days tab located at the upper part of the page



9. After filtering it down to the active ones you have to take note of the following things:

a. It would be best if you check on their posts and see what contents are they posting and how active they are

i. Content should be something that will interest your client say for example talking about Leadership, Management, Success

ii. Criteria for Activeness, the lead should be posting regularly, could be daily, or weekly but the latest post should only be 2 weeks ago, if the latest post is later than that then forget about it and proceed to the next one.

b. Leave an impression! Make sure you engage with them by liking their posts and commenting

c. Connections matter as well (the more connections the better)

d. Choose those who have unique posts/content (something that is to your client's liking)

e. Don't choose those leads who don't have any photo (they may not be legit)

Tracking of Leads

Once leads are generated make sure that you copy paste all the information on your tracker. These are the information that should show up on your tracker:

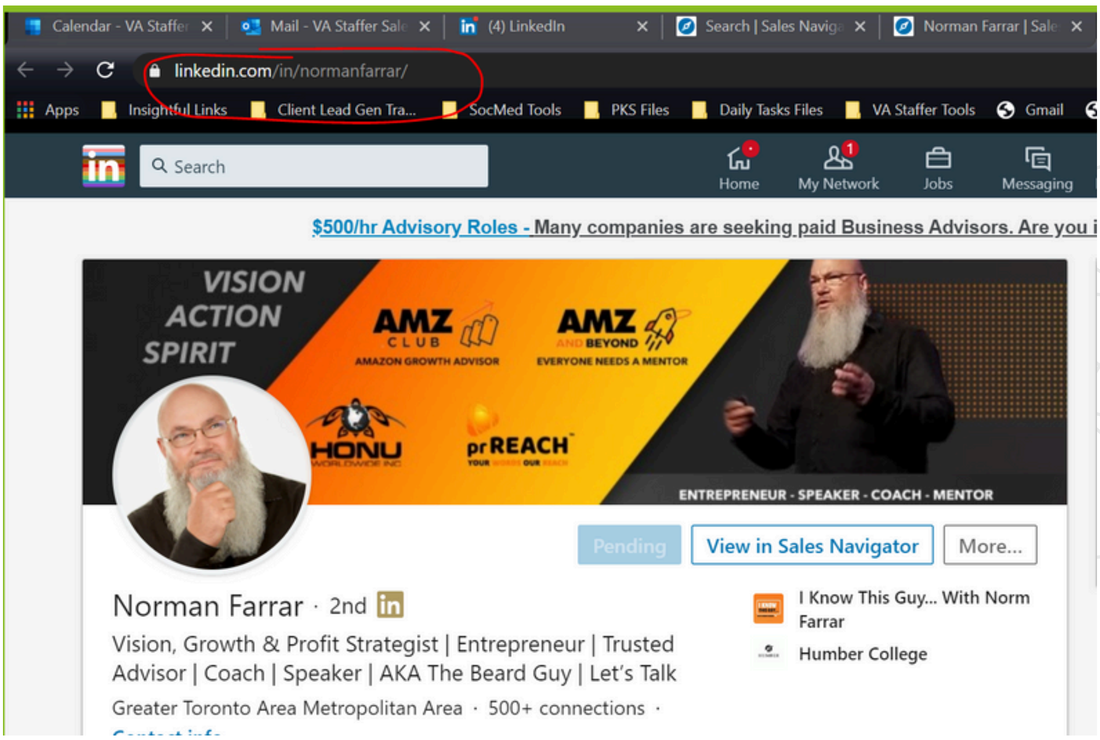
1. Connection Date

    a. When was the connection message sent / when did you sent out your connection request

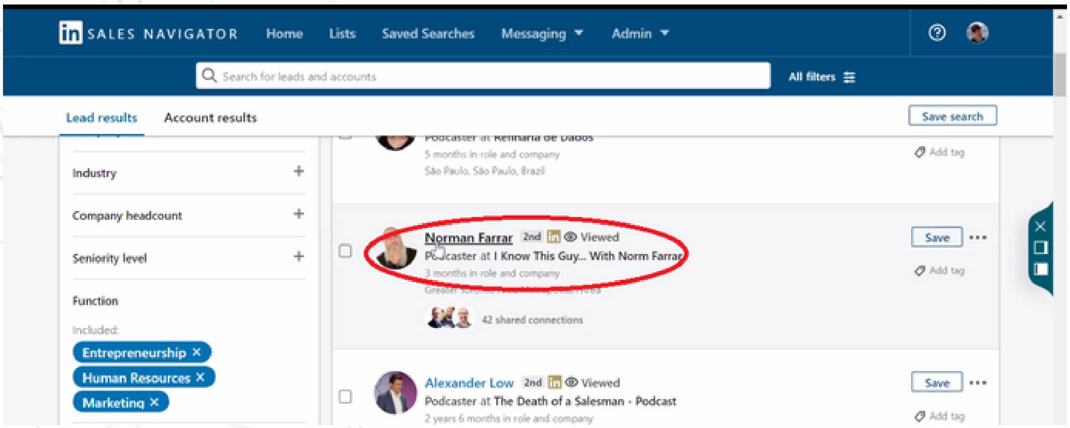
2. Podcaster

    a. Name of the Podcaster

    b. Make sure that the name is in hyperlink and there are 2 ways in copy pasting it. Go to excel sheet and hit Ctrl K on the name, then paste the linkedin account link located at the search tab

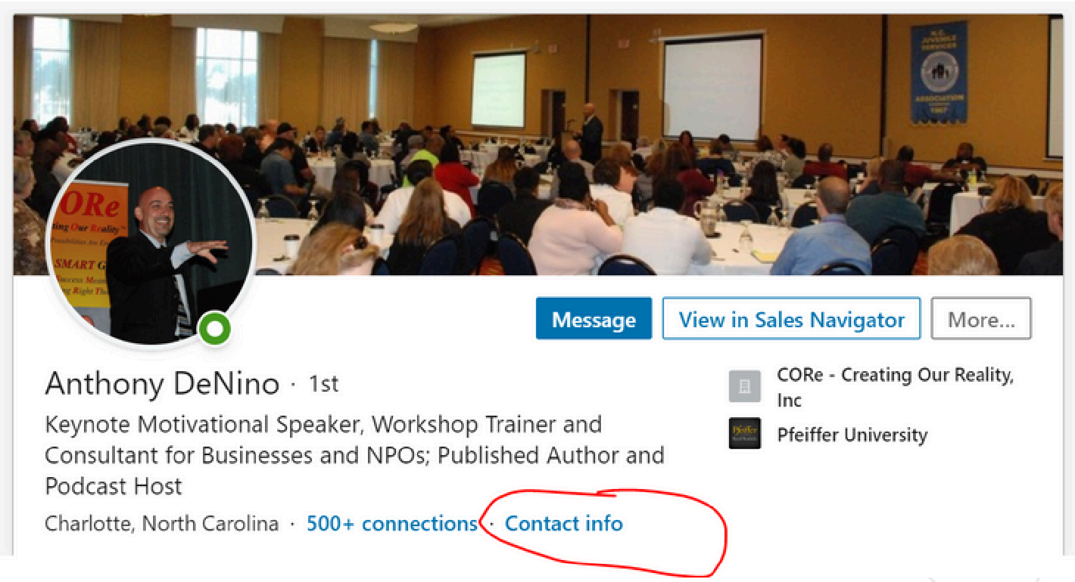


c. Or you can go back to the search tab and copy the name of the podcaster since it's automatically hyperlinked (when copying the underline should show up)



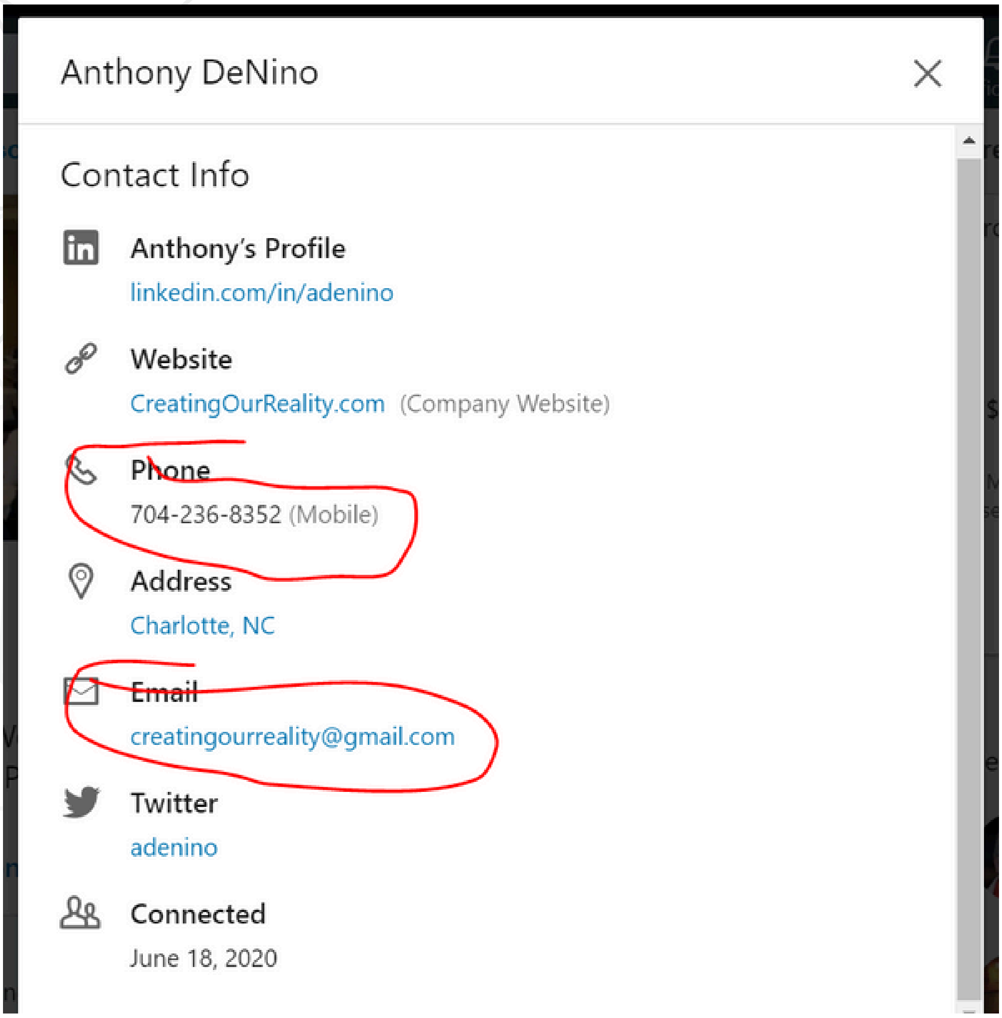
3. Email Address & Phone Number

a. Go to the lead's linkedin account and click on Contact Info

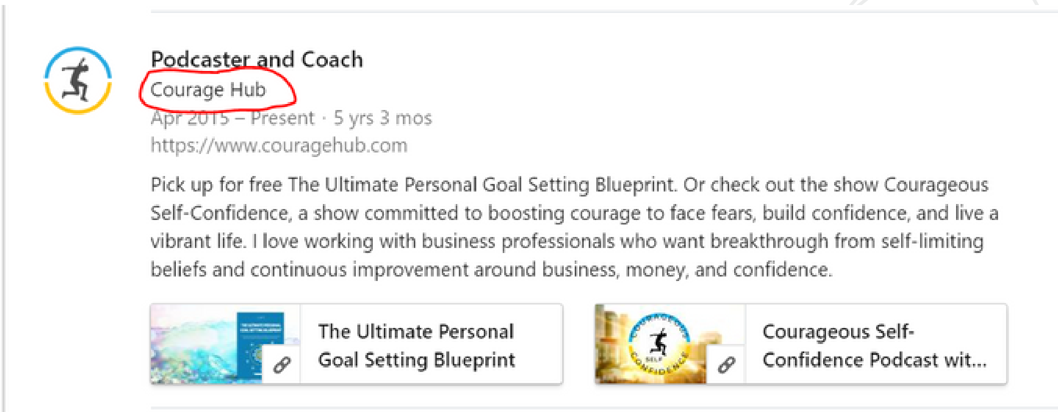


b. The contact info screen will pop up, grab the contact number and email address and paste it in your tracker.

Note: not all of the leads have their email address and phone number visible, others will show up when connection has been accepted and others don't place it at all.

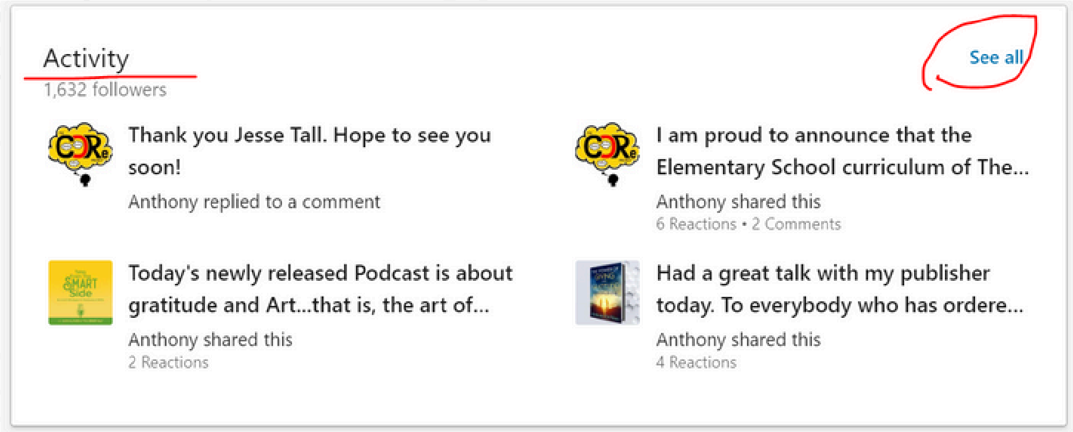


4. Next, look for their Podcast title. It's located under Experience tab in their Linkedin Account, look for the Podcaster title below that is the name of their Podcast

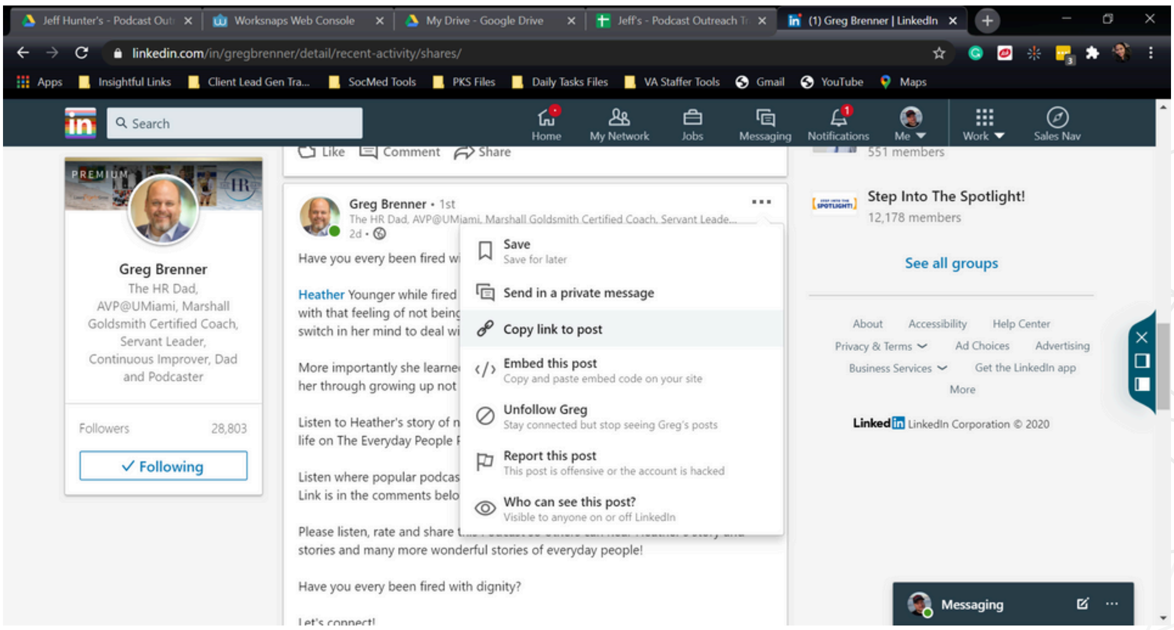


5. Last Activity – this is the link of the latest podcast episode that you engaged with (where you did some post liking and commenting)

a. Under their Linkedin Account look for the Activity tab below and click on See All



b. After clicking see all, you will be routed to the Activity Page, once you find the latest podcast episode copy the link and post it in the spreadsheet. In getting the link click the 3 dots at the upper right side and then look for Copy Link to Post



6. The Connection Date - the date the lead connected to you

7. Date of FUP Message - date you sent the follow-up message

8. Status - is the current standing of the leads

    a. Connected but No Response

        i. The lead connected but no response was given after the connection and follow up message was sent (een-zoned)

    b. Not Interested

        i. If the lead responded that they are not interested getting an interviewer anymore or basically said they're not into it

    c. Interested

        i. Someone who's very willing to get you as a guest

    d. Scheduled

        i. If there's a specific date give of the podcast interview

    e. Rescheduled

        i. Basically changes the original date and time

    f. Interested but will reach out soon

        i. If they say that they would like to get you as a guest but can't do it for this season, or future-dated is given like will reach out to you a couple of weeks from now or first week of July month

    g. On-going Convo

        i. If your client already responded and they have ongoing conversation already

    h. Not Connected

        i. Did not respond to connection request just yet

    i. Endorsed

        i. If your client endorsed them to a specific podcast or group

j. Needs Response

i. If the lead asked some personal questions or information that's no longer part of the script. Make sure to copy the link of the message and paste it on the tracker as well.

j. Remove from thread

i. If lead say they don't want to receive any messages from you anymore

l. Unread

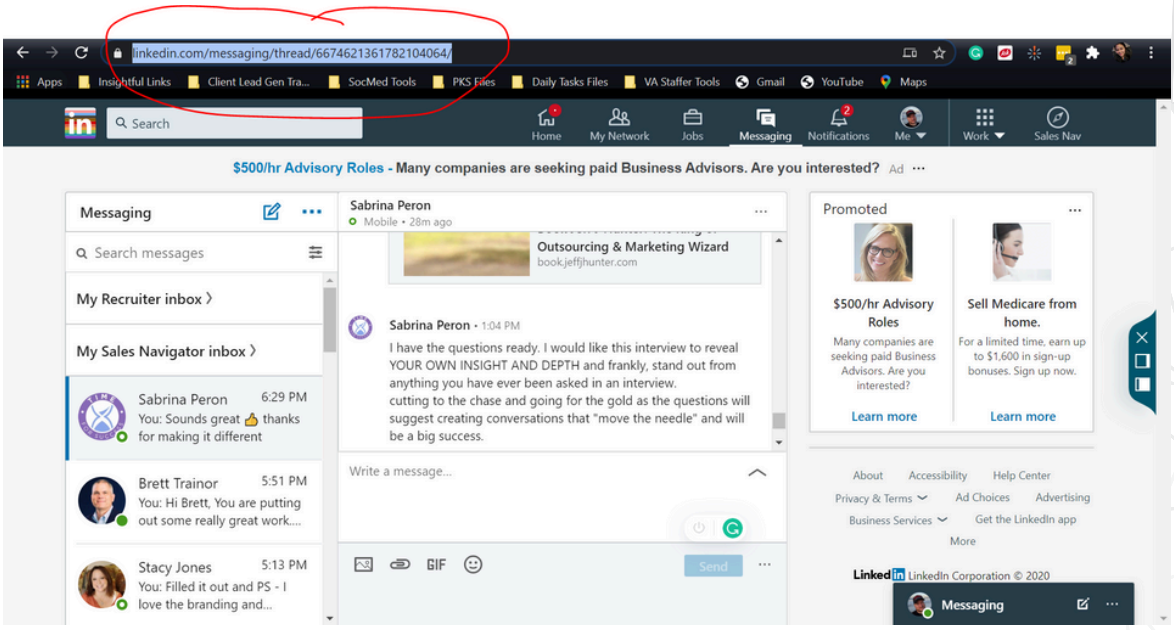
i. If your client did not open those tagged messages that they should have responded after 24 to 48 hours

9. Future Connection Date

a. This is only applicable for Interested but will reach soon key in the specific date that they said say for example on July 2, 2020 or if no specific date provided just say No specific date but make sure that you do follow up after a month if they did not reach out to you just yet

10. Message Link

a. The direct link of the message should be keyed in, so your client can just click on the link and they'll be routed automatically to the inbox.



11. Link to Appearance, Date of Appearance, and Date Released

a. You have to track all these 3. Ask your client for the link and when was it released, and when did you appear on their podcast show.

12. Daily Updates

a. Make sure that you send out DAILY UPDATES to your client. Here's a template that you can use. Feel free to modify it.

"Hi CLIENT NAME here are the completed tasks for today DATE

Connection Request Sent - 20
TYFC Message Sent - 5
Scheduled - 3 (Sent your calendar link)

Also, here's the tracker please feel free to check it out. I will be updating the status and will tag you if you need to respond to a message personally, the tagging will show as "CLIENT NAME - Needs Response"

Tracker Link:

Here are the names that needs your personal response

Nichole Maravilla
Message Link:

Let me know if you have any suggestions or questions. Thank you!"
Note: you don't have to include the link tracker moving forward since you already provide it.

Other Social Media Channel

It's not all the time that all leads in linkedin are fitted to your client or if you see that the leads in linkedin are not working or unresponsive, you can use another channel in scraping leads. You can look up leads through:

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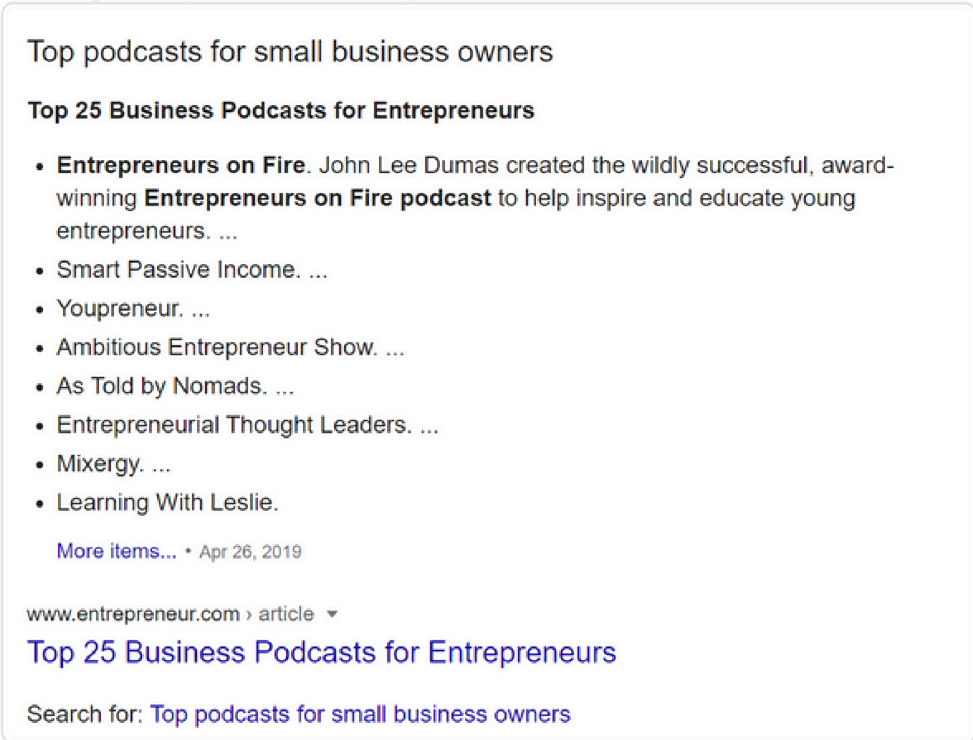
1. Google

    a. The look up will depend on your client's target audience. Example list of “Podcast hosts with small businesses” You can just click on the top 3 websites that will show up on the search bar



2. Youtube

    a. Same goes in Youtube you can search “Top Podcast Host in Real Estates”

DFY Podcast in a Nutshell

1. The specialist will scrape for Podcast Hosts / podcasters that are fitted to client’s Niche (Ex. Entrepreneurship, Digital Marketers)
2. We engage with them. We react to their content for a week.
3. We the send a connection request
4. Once connection request is accepted, we send out the TYFC Message (thank you for connecting message) thanking them for accepting our request
5. We then send out the follow-up Message
6. We check on them if they’re interested to get you as their guest
7. Then we book a call!

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Top podcasts for small business owners

Top 25 Business Podcasts for Entrepreneurs

- **Entrepreneurs on Fire**. John Lee Dumas created the wildly successful, award-winning **Entrepreneurs on Fire podcast** to help inspire and educate young entrepreneurs. ...
- Smart Passive Income. ...
- Youpreneur. ...
- Ambitious Entrepreneur Show. ...
- As Told by Nomads. ...
- Entrepreneurial Thought Leaders. ...
- Mixergy. ...
- Learning With Leslie.

More items... • Apr 26, 2019

www.entrepreneur.com › article

Top 25 Business Podcasts for Entrepreneurs

Search for: Top podcasts for small business owners

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MESSAGE #1 - ENGAGEMENT: “FIRST TOUCH”	Make sure to engage with a couple of recent posts, and leave a thoughtful comment. How do you often comment on other people’s posts? What are the common phrases or expressions you use? Samples: *Awesome tips Zeus, thanks for sharing! Loved it when you said that "___"*
MESSAGE #2 - CONNECTION MESSAGE: “FIRST CONTACT”	You want to start with a compliment or a comment about their recent podcast and mention either the title of the podcast or the recent guest. (NO PITCH) Sample Script: Hi (name)! *Your episode on (name of their podcast) was great! Would love to connect with you to see more of your content.*
MESSAGE #3 - FOLLOW-UP: “MONEY IS IN THE FOLLOW-UP”	This is the pitch. Don’t just say you want to be on their Podcast. You want to provide at least 3 key takeaways you can share with their audience. Sample Format: *Thanks for accepting my connection request *FIRST NAME* –* *I would love to be on your Podcast and share my insights about the following:* *Takeaway 1* *Takeaway 2* *Takeaway 3*

	Let me know if you think your audience can find this valuable. Sample Script: *Hey Jeff!* *Thanks for accepting my connection request.* *Your Podcast was awesome and I was wondering if you would be interested in having me on your show.* *I'm a Digital Marketer and here are a couple of topics I can talk about that may be valuable to you and your audience:* *• Growing Beyond Your Shadow as a Business Owner* *• Why it's All About Profit Margins* *• How to Properly Track your Cashflow* *I'm looking forward to hearing back from you.*
INTERESTED:	Sample Script: *Of course! I would love to be on your Podcast. Here's my link to schedule: (include Calendly)*
BACKGROUND/BIOGRAPHY:	Sample Script: *I help Entrepreneurs & Startups build & scale remote teams to dominate their category. To know more, here's a link to my website (WEBSITE LINK)*
IF THEY SAY THEY ARE FULLY BOOKED:	Sample Script: *If a schedule opens up, please let me know. Keep in touch!*
IF THEY ASK ABOUT YOUR PODCAST:	Sample Script: *I'm the host of Savage Marketer. I interview experts in their field.*

Podcast Guest Introductions to Podcast Hosts:	Sample Script: *Hi *FIRSTNAME* - I was thinking about you today. One of my colleagues is an expert in __________ and I think that you two could have a fun conversation on your podcast.* *His/her name is *FIRST & LAST NAME* and here is their LinkedIn profile: LINKEDIN PROFILE LINK* *He's been a part of 30 masterminds, started a dozen of his own, he's a top affiliate for Tony Robbins' mastermind.com, helped countless other people start their own, and even a wrote the book on the topic* *If you think it's a good fit - I'll connect you guys!* Script for 2nd Follow-Up Message (Connecting client from the other Client) *Hi Brad,* *It's been 6 weeks or so now, and we've been able to generate hundreds of podcast bookings for our clients (you being one of them lol).* *We just came up with a new idea to cross-promote our guests to other podcasts that we've successfully booked.* *Here's a script we have put together for you (well technically it's for our other 12 clients ABOUT you).* *Basically, we introduce podcast hosts, to other potential podcast guests and make the introduction.* *This goes both ways if you like it, we'll also do introductions as you for them (and let you review the scripts before we start making intros to podcast hosts that you've already appeared on).* *Hi FIRSTNAME - I was thinking about you today. One of my colleagues is an expert in Masterminds and I think that you two could have a fun conversation on your podcast.*

	His name is Brad Hart and here is their LinkedIn profile: *LINKEDIN PROFILE LINK* *He's been a part of 30 masterminds, started a dozen of his own, he's a top affiliate for Tony Robbins' mastermind.com, helped countless other people start their own, and even a wrote the book on the topic* *If you think it's a good fit, send me your email and I'll connect you guys!*
Additional Script:	*My team will be adding connections for you of other clients we're doing this for so that you're organically connected and more natural.* *We'll also be doing the same on your account for them, but we'll make sure to run it by you first.* *We ONLY send the messages to podcast hosts that we've successfully placed our clients on so* *it doesn't interfere with the booking*

BOOK A STRATEGY CALL

Jeff J Hunter

Founder VA Staffer
Pre-Trained, Pre-Vetted Executive Assistants

SCAN
CALENDAR