

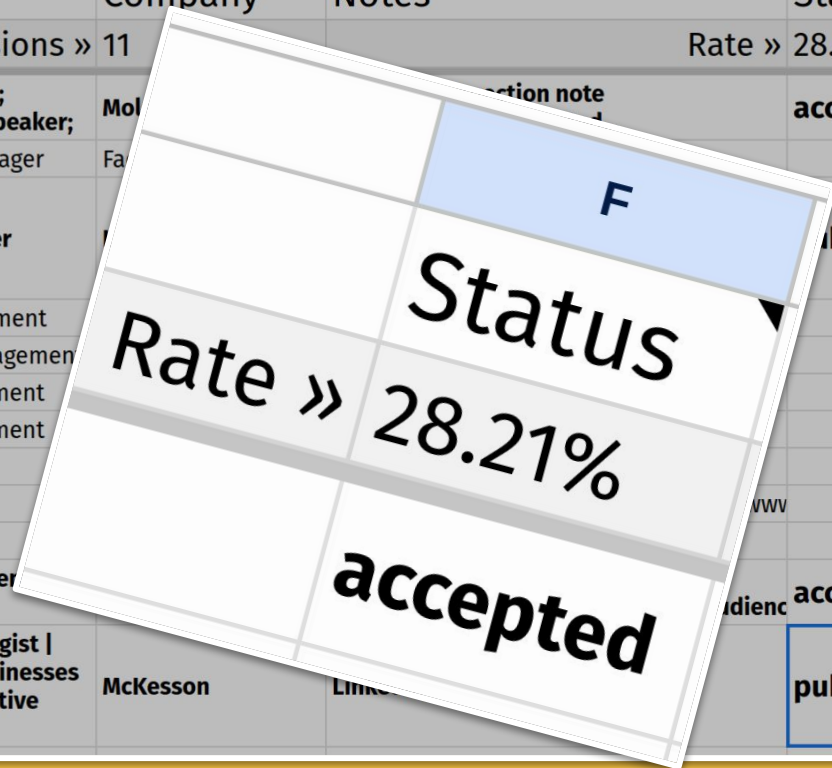
**What if you had a cold outreach tactic that
had a 28% positive response rate?**

Cold Outreach Tactic » 28% Positive Response Rate

	A	B	C	D	E	F
1	Date	Name	Title	Company	Notes	Status
2	Outreach » 39		Conversions » 11		Rate » 28.21%	
3	Feb 20	Sandra Kyle	International Human Resources; Regional Director; Facilitator; Speaker;	Molson Coors	LinkedIn connection note Late reply, but interested...	accepted
4	June 28	Snega Theid	Learning Initiatives Project Manager	Facebook	LinkedIn connection note	
5	July 1	Chrissy Roth-Francis	Educator, Trainer, Public Speaker	LinkedIn	Commented on her Article here... https://www.linkedin.com/pulse/learning-initiatives-project-manager-snega-theid/ It worked. She reached out interested. We scheduled time to chat. And, we're on!	published
6	July 2	Layne Greer	Director of Leadership Development	Target	Sent linkedin inmail (free message)	
7	July 5	Brian Case	Manager, Corporate Talent Management	PPL	LinkedIn connection note	
8	July 8	Becca Nash	Director of Learning & Development	Target	LinkedIn connection note	
9	July 9	Phil Brazell	Nike HR: Learning and Development	Nike	LinkedIn connection note	
10	July 10	Kelista Burns	Senior Learning Manager, L&D	LinkedIn	LinkedIn message	
11	July 11	Diana Colley	Principal Talent Architect	Red Hat	LinkedIn post comment here... https://www.linkedin.com/feed/update/urn:li:activity:6651111111111111111	
12	July 12	Elise Aronson	Global Talent Management	Merck	LinkedIn connection note	
13	July 15	Miriam Prathiba	Manager, Leadership Development & Learning Technology	Amazon	LinkedIn connection note replied months later asking about audience	accepted
14	July 17	Rebecca R. Cañate	Learning & Development Strategist Designing People-Centered Businesses that Perform Speaker & Executive Coach	McKesson	LinkedIn message	published

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Podcast Outreach Tactic » 28% Positive Response Rate



Image from **Google Gemini (Nano Banana)**

1. Target your **ideal customer** or someone **well-networked among your ideal customers**.
2. We recommend doing the first five or ten invites by hand, then using AI to copy the way you do it, so it can **qualify & invite prospects** the way you do.
3. Make sure your podcast conversation **celebrates your guest** and touches on topics where **you are an expert** so you can comment about your product/service or ask about important pain points.
4. ***Make your follow up amazing! This is where the magic happens.***

Note: You would think you need a big audience... We were surprised.

Podcast Outreach Tactic » 28% Positive Response Rate

Search for **target prospect** with content you genuinely like.

Use ChatGPT's Deep Research (with Projects) to fully automate later.

Run a **30 min prep** with your guest, so you can get to know them.

Use Gemini (or other) note taker, or record and transcribe the prep, and use to draft questions.

Set up your **60 to 90 min recording** session within the same week as the prep.

Use Riverside (or just Zoom) to record and transcribe your podcast.

Make your **follow up** amazing!

This is where you want to present your best stuff (lead magnets, free or heavily discounted stuff, work best.)

"Jeremy, I loved what you said about _____. Would you like to be the next guest on my podcast!"

ChatGPT, here's my podcast prep transcript... Can you come up with some good questions?

"Jeremy, it was a blast doing the podcast with you! May I share a little bit about my expertise with you and your network..."



Best Use Cases For **The Podcast Tactic**

For Early Stage Companies:

- 1) **Test your product/service**
(by discussing it)
- 2) **Test your lead magnets** (by asking someone to share it)
- 3) **Build your network** among target clients

For Established Companies:

- 1) **Grow your brand** (by building a podcast + clips + content)
- 2) **Build an affiliate/referral network**
- 3) **Expand into new markets or verticals.**

*Of course, it's a great way to build your **personal brand**.*

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