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**SOP- Podcast Cold Pitch and Outreach- Systems Vault**

**PREREQUISITE**

[MASTER: SOP- Managing Joint Venture/Affiliate Partners- Systems Vault](https://docs.google.com/document/u/0/d/1MbyGMJz75snwMwT8j9lDfp5OgdlKWnDvI55dQRdbkEc/edit)

SN Master: JV & Affiliate Partner Wishlist

[SN Template (Email) - Podcast Outreach Email template - Systems Vault](https://docs.google.com/document/d/1EZj53Q47bhvQ6T-amhOmSKd_YhB0NnjfkvDJdQWF7SQ/edit?usp=sharing)

[SN One Sheet](https://www.sarahnoked.com/sheet)

Sarah's Calendly Scheduler Link

[TeamworK PM](http://sarahnoked.com/teamwork)

Access to the [sarah@sarahnoked.com](mailto:sarah@sarahnoked.com) email account

**PURPOSE**

We reach out to potential podcasters to interview Sarah Noked as an influencer, widen our audience scope, and promote our products to as many channels as possible.

**POLICY**

There is a recurring daily task in [TeamworK PM](http://sarahnoked.com/teamwork) for Podcast Cold Pitch Outreach.

We aim to outreach to 3 potential Podcast opportunities each week to land Sarah on 2 podcasts a month (KPI) and to keep the master SN Master: JV & Affiliate Partner Wishlist doc updated .

If ever someone responds to our Cold Pitch efforts or invites us to be a guest for a show, best practice is to book a date ASAP (if their scheduler link is included in the email).

Typically we aim to be on podcasts that we know VAs and OBMs listen to.

**PARTY**

Online Business Manager

**PROPERTY**

Online Business Manager

**PROCESS**

Part 1: Take a look at the Wishlist and see if we have leads for outreach

Part 2: Choose 3 people from the SN Master: JV & Affiliate Partner Wishlist file

Part 3: Send out Outreach Email

Part 4: Keep track and follow up

**PROCEDURE**

#### **Part 1: Take a look at the Wishlist and see if we have leads for outreach**

1. Check SN Master: JV & Affiliate Partner Wishlist If there are no more leads coming in, invest some time to look for podcasts that we can be a guest in. Look for podcasts in Google, Apple Podcasts, Spotify, etc.

#### **Part 2: Choose or Research 3 people from the SN Master: JV & Affiliate Partner Wishlist file**

1. Open SN Master: JV & Affiliate Partner Wishlist
   1. Choose 3 people out of the list and copy them on the “Outreach” tab.
   2. Make sure they are properly documented.
   3. Copy and paste the information, not cut and paste to preserve the original information on the first tab.

#### **Part 3: Send out Outreach Email**

1. Email Customization
   1. Open SN Template (Email) - Outreach Email template.
   2. Customize each email to suit the person that we will send the email to.
   3. Use the sarah@sarahnoked.com email address when sending out emails and sign as Sarah

#### **Part 4: Keep track and follow up**

1. Be consistent and update the “Outreach” tab of SN Master: JV & Affiliate Partner Wishlist constantly
   1. Wait for 3 business days for a reply.
   2. If there’s no reply, use the same email thread with the follow up template in SN Template (Email) - Outreach Email template.
   3. Wait for another 3 business days. If they accept, notify Sarah and start the Onboarding Process, then tag as Accepted Offer. If there’s still no reply, tag the pitch as Unaccepted Offer.
   4. If they reply that they are currently booked and to reach out again, set a task to reach out in 2-3 months, using the follow up template in SN Template (Email) - Outreach Email template.

**Created by:**

**Department:** Marketing

**Date:**

**Revised:**

**Revised by:**