

THE CLUB

PREMIUM RESOURCE — THE CLUB MCR

THE GUEST

ACQUISITION SYSTEM.

A step-by-step outreach system for landing the guests your audience actually wants to hear from. Templates, scripts and a process that works.

THE FOUNDATION

Why Most Guest Outreach Fails

Most guests do not say no because they are not interested. They say no because the ask feels generic, the show is unclear, or the pitch gives them no compelling reason to say yes. Great guest outreach comes down to three things: personalisation, clarity, and making it easy. Here is the system.

01

Build Your Guest List in Three Tiers

Divide every potential guest into three buckets. Tier 1: your Safeties — people you know personally or have a direct introduction to. Tier 2: your Probable Yeses — people in your niche you can reach via LinkedIn or email with a strong pitch. Tier 3: your Dream List — high-profile names who will take more effort and follow-up. Work through Tier 1 first. Book your first 5 episodes from people who already know you.

02

Find Contact Details

For LinkedIn connections, send a connection request with no pitch — wait until they accept, then message. For email, use Hunter.io. For public figures, their team contact is usually on their website. Keep a Google Sheet with: name, contact info, tier, outreach date, status, and follow-up date.

03

The Initial Outreach Email

Keep the first email under 100 words. One line on who you are. One line on what your show covers. One specific reason why them, referencing something real. One clear ask with a Calendly link. Do not mention episode length, format, or availability. Just ask if they are interested.

04

The Follow-Up Sequence

If no reply after 5 days, send one follow-up. One line: just checking this did not get buried — still happy to chat if the timing works. If no reply after the follow-up, move on. A no-reply is a soft no. Engage with their content on LinkedIn for 2 weeks, then reach out again in 6 weeks with fresh context.

05

The Confirmation and Prep Pack

When someone says yes, send a confirmation within 24 hours. Include: the Calendly booking link for a 15-minute pre-chat, a one-page show brief, 3 to 5 topic areas you would like to explore, and a note that you will send specific questions 48 hours before recording. The pre-chat turns a stranger into a prepared guest.

06

Post-Recording — The Relationship Continues

Send the episode link the day it goes live with a pre-written social caption they can use. Tag them. Share their content that week. Send a short thank-you 2 weeks later with episode stats. Guests who feel genuinely valued share the episode, refer other guests, and become long-term advocates for your show.

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