

How Flexiwork Helped Sean Littman Get a **\$3,000 Deal** and a New Partner Through **Podcast Outreach**





Who is Sean Littman?

Sean Littman, founder of GiveSuite.com, is a self-made entrepreneur and nonprofit marketing strategist who has revolutionized digital fundraising for small organizations.

Sean specializes in maximizing Google for Nonprofits grants, turning \$10k/month into significant revenue through innovative digital marketing strategies. His expertise in visual storytelling, content creation, and email marketing has helped numerous nonprofits achieve their fundraising goals.

He's good at what he does, but not many people know about him. Sean wanted to be on podcasts to share his ideas and grow his business.

How Flexiwork Helped

We used our special podcast outreach system to help Sean

Here's what we did:

1. Made a Strategy Plan
2. Created a One-Page Info Sheet about Sean
3. Found the Right Podcasts for Sean
4. Wrote Personal Emails to Podcast Hosts



Sean's Big Goals

Sean wanted to:



**Be on more
podcasts**



**Get new
clients**



**Make friends
with other
experts**

But he had some problems:

- He was too busy to contact podcasts himself
- He didn't know how to get podcasts to notice him
- There were lots of other experts trying to be on podcasts too

Let's look at each of these steps:

1. Strategy Plan

We talked to Sean and wrote down a plan. This plan showed:

- Which podcasts to target
- What Sean should talk about
- How we'd know if the plan worked

2. Strengthening Brand

Consistently appearing further establish Sean sector. Authority and attract more sponsors Non-Profits."

3. Enhanced Networking

Each podcast collabora can lead to more colla even potential high-pro

4. Capitalizing on Initial E

The initial emails sent i secondary outreach eff those who missed or outreach.

5. Leveraging High-Quali

Specific episodes of conversations with Catl showcase valuable and audiences in the nor follow-up emails can en

III. Proposed Action Plan:

1. Segmented Follow-Up

Create a secondary ou Use personalized and contacts.

2. Interactive Invitations:

Proposal to Extend Outreach for Profiting with Non-Profits Podcast Guest Appearances

I. Executive Summary

The outreach campaign to secure guest appearances on other podcasts in the nonprofit niche has shown a mixed overall response with some notable successes. Despite the challenges encountered thus far, I believe extending the outreach to the remaining 59 podcasts that did not respond initially will yield significant benefits. Below are the details of the current outreach status and the rationale behind continuing with the campaign.

Current Outreach Status	
Booked Guest Appearances	3
Confirmed Interest (Pending Booking)	3
Applications via Google Forms	3
Pending Decisions	6
Declined	6
No Response	59
Total Emails Sent	80

II. Rationale for Continuing Outreach:


1. Increasing Visibility and Listenership:

Guest appearances on other podcasts provide an excellent opportunity to introduce "Profiting with Non-Profits" to new audiences. Expanding to 59 more podcasts amplifies our potential reach exponentially.

2. One-Page Info Sheet

We made a short, cool-looking page that told everyone:


- Who Sean is
- What he's really good at
- Big things he's done in his work

**Catch
22**
Non-Profit Marketing

Book

**SEAN
LITTMAN**

AS YOUR NEXT GUEST






Sean Littman, **founder of GiveSuite.com**, is a self-made entrepreneur and **nonprofit marketing strategist** who has revolutionized digital fundraising for small organizations. Without formal higher education, he's **launched multiple successful companies and podcasts**, growing them to thousands of streams weekly.

Sean specializes in maximizing Google for Nonprofits grants, **turning \$10k/month into significant revenue through innovative digital marketing strategies**. His expertise in visual storytelling, content creation, and email marketing has helped numerous nonprofits achieve their fundraising goals.

Discussion Topics

- ◀ Insights on Non-Profit marketing and digital fundraising
- ◀ Strategies in Marketing Consulting
- ◀ Re-engaging your dead lists and turning them into viable donors
- ◀ How to build a strong community of donors and monthly givers with Google for nonprofits

[Book Sean Littman](#)

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Profiting with Non-Profits - Podcast Pitches

File Edit View Insert Format Data Tools Extensions Help

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	A	B	C	D
1	NAME OF GUESTS			
2	MELANIE GOLDBERG			
3	AZRIEK RATZ			
4	ELISHEVA HUDSON			
5	ARNE GISKE			
6	CHRIS BARLOW			
7	DANIEL LANDAU			
8	DOT LUNG			
9	GAVI ZEITLIN			
10	TRAVIS JOHNSON			
11	JASON KING			
12	MELFORD BIBENS			
13	YONI ALPERT			
14	TOM EISENMAN			
15	YAACOV STEINBERG			
16	NATAN COHEN			
17	DEENA LANDAU			
18	JONAH HALPER			
19	MARIA PEREZ			
20	MICHAL EISIKOWITZ			
21	BRIAN WALLACE			
22	JOHN EDMONDS KOZMA			
23	AHRON WOLINGERLENTER			
24	TIM SARRANTONIO			
25	RICK TOONE			
26	GETTO COUNTRY BRANDMA			
27	DANIEL JANKOVIC			
28	SHTERNA LAZAROFF			
29	LUCY MUNDY			
30	CHELSEA AND ALEJANDRO			
31	CHAVA SCHEINOWITZ			

3. Finding the Right Podcasts

We used our special tool to find podcasts that:

- Talk about what Sean knows
- Have listeners
- Might want to have Sean as a guest

4. Personal Emails to Podcast Hosts

We wrote special emails to each podcast host. These emails:

- Showed why Sean would be great on their show
- Told the host how Sean could help their listeners
- Made the host want to invite Sean on their show

5. Analytics Report

We keep track of the data for the outreach that we do to better improve our approach. This report includes

- Booked Guest Appearances
- Confirmed Interest (Pending Booking)
- Applications via Google Forms
- Pending Decisions
- Declined
- No Response

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What Happened? The Big Wins!

After using our system:

- Sean was on 15 cool podcasts in just 3 months
- Someone who heard Sean on a podcast hired him for \$3,000
- Sean made a new business friend who can help his work grow

A professional microphone on a boom arm is positioned in the foreground, slightly to the left. The background is a blurred studio environment with shelves containing various items, possibly books or equipment. The overall lighting is soft and professional.

The Big Takeaways

After using our system:

- Having a good plan helps you get on podcasts
- A nice-looking info sheet makes hosts remember you
- Sending lots of personal emails to the right podcasts can lead to surprise good things

Want Help Like Sean Got?

Do you want to be on podcasts and grow your business too? Talk to us.
We can help make your podcast dreams come true.

