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:
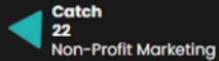

1. Strategy Plan

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. 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

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

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

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

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.