



THE

# ZERO-AUDIENCE PODCAST SPONSORSHIP BLUEPRINT

How to generate \$30,000 in sponsorship revenue  
with zero downloads, zero audience, and zero track record.

**\$30,000** Revenue Generated

**10 Days** Time to Close

**0** Downloads Required

**2,500** Outreach Emails

A tactical playbook for founders, consultants, and B2B operators  
who want revenue from day one.

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## WHO THIS IS FOR

This guide is for founders, consultants, coaches, and B2B operators who want to monetise a podcast before they have a single listener. No theory. No audience-building advice. No microphone recommendations. Every section is designed to produce action and revenue.



## SECTION 01

# The Core Principle: Why Zero Downloads Is an Advantage

The biggest lie in podcasting is that you need an audience before you can make money. This is the lie that keeps 95% of would-be podcasters broke, waiting, and eventually quitting. The truth is the opposite: sponsorship revenue can come before a single episode airs.

Here is the proof: \$30,000 in sponsorship revenue was generated in 10 days with zero downloads, zero episodes published, and zero track record in podcasting. The method was simple: 2,500 researched outreach emails. 5% said yes. That was enough.

<b>2,500</b>	<b>5%</b>	<b>125</b>	<b>\$30K</b>
Emails Sent	Positive Response	Interested Sponsors	Revenue Closed

## Why Download Numbers Do Not Matter (Yet)

B2B sponsors do not buy CPM (cost per thousand impressions) the way consumer brands do. A SaaS company selling a \$20,000/year platform does not need 100,000 listeners. They need 50 of the right people to hear about them. If your podcast targets CFOs at mid-market companies, and a sponsor sells financial software to CFOs at mid-market companies, the alignment is the product. The download number is almost irrelevant.

## Why Asking Early Is Strategic, Not Desperate

Most people think approaching sponsors before launch signals desperation. In reality, it signals three things sponsors find attractive:

- **Commercial mindset.** You are building a media property, not a hobby. Sponsors respect operators who think about revenue from day one.
- **Early mover advantage.** Founding sponsors get category exclusivity, lower rates, and brand association from episode one. This is genuinely valuable.
- **Professional intent.** A cold email with a clear value proposition and a structured offer shows more professionalism than 50 episodes with no monetisation strategy.



## The Math of a 5% Close Rate

Let us break down what actually happened:

Metric	Number
Total emails sent	2,500
Open rate (estimated)	~35% = 875 opens
Reply rate (positive + negative)	~12% = 300 replies
Positive replies (interested)	~5% = 125 leads
Calls booked	~40 calls
Deals closed	~12 sponsors
Average deal size	~\$2,500
Total revenue	\$30,000

## Why Most People Fail

They wait. They record 20 episodes. They obsess over audio quality. They check their download numbers every day. They tell themselves they will approach sponsors at 1,000 downloads, then 5,000, then 10,000. They never do. The window closes. The motivation dies. The podcast becomes another abandoned project. The people who win are the ones who treat the podcast as a business from hour one and sell before they ship.



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## SECTION 02

# What Sponsors Actually Buy

If you think sponsors buy ad reads, you have already lost. Sponsors in the B2B space buy something far more valuable than impressions. Understanding this changes everything about how you pitch, price, and close.

## The Five Things B2B Sponsors Actually Purchase

### 1. Access to a specific type of buyer.

A podcast that targets 'everyone' is worth nothing to a sponsor. A podcast that targets 'Series A SaaS founders scaling from \$1M to \$10M ARR' is worth a fortune to the right sponsor. The narrower your audience definition, the more valuable you are.

### 2. Association with positioning.

When a sponsor appears on your show, they are borrowing your positioning. If your podcast is positioned as the go-to show for operational excellence in logistics, a sponsor gets to be associated with that positioning. This is branding they cannot buy on Google Ads.

### 3. Authority alignment.

Sponsoring a show hosted by a credible operator gives the sponsor reflected authority. Your expertise rubs off on them. This is why host-read ads outperform programmatic ads by 3-5x in conversion rates.

### 4. Pipeline, not impressions.

A B2B sponsor does not need 10,000 impressions. They need 3 demos booked. If your audience of 200 listeners contains 50 qualified buyers, that is worth more than a consumer podcast with 50,000 downloads of casual listeners.

### 5. Early mover advantage.

Founding sponsors of a new show get category exclusivity, brand association from episode one, and lower rates. Smart marketing leaders know this. Position it correctly and your lack of history becomes a selling point.



### CPM Thinking (Consumer)

- How many downloads?
- What is your CPM rate?
- We need 50K impressions
- Commodity pricing
- Easily replaceable

### B2B Deal Thinking (What You Offer)

- Who exactly listens?
- Can we get exclusivity?
- Will this reach decision-makers?
- Premium, value-based pricing
- Differentiated and scarce

### KEY INSIGHT

Niche beats scale, every time. A podcast with 200 listeners who are all VP-level buyers at enterprise companies is worth more to the right sponsor than a podcast with 20,000 casual listeners. Stop thinking about growing your audience. Start thinking about defining your audience so precisely that sponsors cannot ignore the alignment.



## SECTION 03

# Pre-Launch Positioning

Before you send a single outreach email, you must nail your positioning. This is the most important work you will do. Get this wrong and no amount of outreach volume will save you. Get this right and sponsors will see the opportunity immediately.

## The Four Positioning Questions

- **Who is this podcast for?** Be specific. Not 'entrepreneurs' but 'B2B SaaS founders between \$500K and \$5M ARR who are hiring their first sales team.'
- **What problem does that audience actively spend money on?** This is the commercial filter. If your audience does not spend money on solving a specific problem, sponsors who solve that problem will not pay you.
- **What categories of companies sell to that audience?** This defines your sponsor universe. List every category: CRMs, hiring platforms, accounting tools, consultancies, agencies.
- **What transformation does the show represent?** Sponsors want to be associated with a journey. 'From founder-led sales to scalable revenue' is a transformation. 'Business tips' is not.

## 5 Positioning Examples

Podcast Focus	Target Audience	Sponsor Categories	Commercial Intent
Scaling B2B Sales	SaaS founders \$1-10M ARR	CRMs, sales tools, hiring platforms	High: actively buying tools
E-commerce Operations	DTC brand operators	Fulfilment, Shopify apps, 3PLs	High: operational spend
CFO Strategy	Finance leaders, mid-market	ERP, FP&A tools, audit firms	Very high: budget holders
Agency Growth	Marketing agency owners	Project mgmt, white-label tools	High: tool buyers
Healthcare Tech	Health-tech founders	Compliance, EHR, dev agencies	High: regulated spend

## Bad vs Good Positioning



### Bad Positioning

- "A podcast about business"
- "Interviews with interesting people"
- "Tips for entrepreneurs"
- "Marketing insights"
- "A show about leadership"

### Good Positioning

- "The show for B2B founders scaling past \$1M ARR"
- "Operators who have built \$10M+ agencies share playbooks"
- "Revenue strategy for SaaS companies with 10-50 employees"
- "Demand gen tactics for B2B marketing leaders with \$500K+ budgets"
- "Operational leadership for Series A to Series C CTOs"

## Defining Commercial Intent Audience

A 'commercial intent audience' is a group of people who are actively spending money to solve a problem your sponsors also solve. This is the critical bridge between your content and revenue.

To validate commercial intent, check:

- Does this audience have budget authority or influence over purchasing?
- Are there at least 20+ companies currently selling products or services to this audience?
- Can you name 5 SaaS tools this audience uses and pays for?
- Is the average deal size for products sold to this audience above \$1,000/year?
- Are competitors already advertising to this audience on other podcasts or channels?

If you can answer yes to at least 4 of these, your positioning has commercial intent. If not, refine until it does.



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## SECTION 04

# Sponsor Targeting Framework

A vague sponsor list produces vague results. A precise sponsor list produces revenue. This section gives you the exact process for building a list of 500+ qualified sponsors.

## Step 1: Identify Sponsor Categories

Based on your positioning, list every category of company that sells to your target audience. Think broadly across these four categories:

- **SaaS Tools:** CRMs, project management, analytics, automation, finance tools, HR platforms. Any software your audience pays for monthly.
- **Agencies and Consultancies:** Marketing agencies, sales consultancies, design firms, fractional executives. Any service provider targeting your audience.
- **Service Providers:** Accountants, lawyers, recruiters, insurance brokers, payment processors. Operational service providers your audience relies on.
- **B2B Platforms and Marketplaces:** Job boards, procurement platforms, industry-specific marketplaces. Anywhere your audience transacts.

## Step 2: Research Methods

### Method A: Competitor podcast analysis.

Find 10 podcasts in your niche or adjacent niches. Listen to their ad reads. Write down every sponsor name. These companies have already validated that podcast advertising works for their market. They are warm targets.

### Method B: LinkedIn job role targeting.

Search LinkedIn for people with titles like Head of Growth, VP of Marketing, Director of Partnerships, Head of Demand Gen at companies that serve your audience. The companies employing these people are spending on marketing. They are potential sponsors.

### Method C: Adjacent niche advertisers.

Check who sponsors newsletters, YouTube channels, events, and webinars in your space. If a company sponsors a newsletter for your audience, they will likely sponsor a podcast for the same audience.

### Method D: Validate marketing spend.



Before adding a company to your list, verify they actually spend on marketing. Check for: active LinkedIn ads, Google Ads presence, blog content, webinar programs, event sponsorships, or a marketing team larger than 3 people. No marketing spend means no sponsor budget.

## Step 3: Build Your List

Follow this process exactly:

Step	Action	Output
1	List 8-10 sponsor categories from your positioning	Category list
2	Find 10 competitor/adjacent podcasts, note all sponsors	50-100 company names
3	LinkedIn search for marketing leaders at relevant companies	100-200 company names
4	Check newsletter/event sponsors in your niche	50-100 company names
5	De-duplicate and validate marketing spend for each	300-500 qualified companies
6	Find the right contact (Head of Marketing, Partnerships)	Contact list
7	Find email addresses using Hunter.io, Apollo, or similar	Email list
8	Score by fit: High / Medium / Low priority	Prioritised outreach list

## Qualification Checklist

Before a company goes on your final list, it must pass at least 4 of 6:

- Their product/service is relevant to your podcast audience
- They have an active marketing function (blog, ads, social, events)
- They are currently sponsoring other content (podcasts, newsletters, events)
- You can identify a specific decision-maker to contact
- Their average deal size is \$1,000+ per year
- They are a growth-stage or established company (not pre-revenue startups)



## SECTION 05

# Outreach Strategy

This is where most people fail. Not because their podcast is bad, not because sponsors do not exist, but because they send 15 emails, get 2 rejections, and quit. The real game is volume combined with quality.

## Why 2,500 Emails Were Sent

This was not spam. This was targeted, personalised outreach to 2,500 companies that fit the sponsor profile. The volume was intentional because cold outreach has predictable conversion rates. If you know the math, you can engineer the outcome.

## The Outreach Math

Stage	Rate	From 2,500	From 500	From 100
Emails sent	100%	2,500	500	100
Opens	~35%	875	175	35
Replies (all)	~12%	300	60	12
Positive replies	~5%	125	25	5
Calls booked	~30% of positive	~40	~8	~2
Deals closed	~30% of calls	~12	~2-3	~0-1

### THE VOLUME LESSON

Look at the '100 emails' column. At best, you close one deal. Maybe none. This is why most podcasters fail at sponsorship: they send a handful of emails, get rejected, and conclude that 'no one wants to sponsor podcasts.' The math is the math. Plan for 500-2,500 emails to generate meaningful revenue.

## What 'Proper Research' Actually Means

Personalisation does not mean spending 20 minutes per email. It means investing 2-3 minutes to identify one specific thing that makes this email relevant to this person:



- **30 seconds:** Check their company website. What do they sell? Who do they sell to?
- **30 seconds:** Check their LinkedIn. What is their role? Any recent posts about marketing or growth?
- **30 seconds:** Check if they sponsor other podcasts or content. Mention it if they do.
- **30 seconds:** Identify the connection between their product and your audience. Write one sentence about it.

That is 2 minutes. At 2 minutes per email, you can research and send 30 emails per hour. At 4 hours per day, that is 120 emails. In 21 working days, that is 2,500 emails. This is a sprint, not a marathon.

## Why Most Cold Emails Fail

- They are too long. Your first email should be 4-6 sentences maximum.
- They lead with the ask instead of the value. Do not open with 'I am looking for sponsors.'
- They are generic. 'Dear Marketing Team' goes straight to trash.
- They have no clear next step. Every email must end with one specific call to action.
- They give up after one send. Most deals close on follow-up 2, 3, or 4.



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## SECTION 06

# The Exact Email Framework

Below are the exact email templates for your outreach sequence. Adapt the specifics to your podcast and audience, but keep the structure intact. Each element is designed for a specific psychological purpose.

## Email 1: Initial Outreach

**Subject: Quick question about [Company Name] + [Your Audience Type]**

```
Hi [First Name],

I noticed [Company Name] has been [specific observation: expanding
into X market / recently launched Y / sponsors Z podcast].

I am launching [Podcast Name], a show specifically for [exact audience
definition]. We are bringing on a small number of founding sponsors
who want category exclusivity with this audience from day one.

Would a 10-minute call make sense to see if there is a fit?

[Your Name]
```

### Why this works:

- Subject line is specific and curiosity-driven, not salesy
- Opens with research, not a pitch. Shows you know their business.
- Positions the opportunity as scarce ('small number of founding sponsors')
- Asks for 10 minutes, not 30. Low commitment.
- No attachment, no link, no fluff. Clean and direct.

## Email 2: Follow-Up 1 (3 days later)

**Subject: Re: Quick question about [Company Name] + [Your Audience Type]**



Hi [First Name],

Following up on my note from Tuesday. I know inboxes get buried.

The short version: we are launching a podcast targeting [audience] and offering founding sponsor slots with category exclusivity. [Company Name] is an obvious fit because [one sentence reason].

Happy to share the one-page overview if helpful.

[Your Name]

### Why this works:

- Acknowledges the follow-up without apologising
- Reframes the pitch in fewer words (people skim)
- Offers something tangible (one-page overview) without attaching it unsolicited

## Email 3: Follow-Up 2 (5 days later)

**Subject: [First Name] - founding sponsor update**

Hi [First Name],

Quick update: we have confirmed [X] of our [Y] founding sponsor slots. The [their category, e.g., 'CRM'] slot is still open.

I wanted to reach out once more before we fill it. Would 10 minutes this week work?

[Your Name]

### Why this works:

- Creates genuine urgency through scarcity (slots filling)
- Mentions their specific category, showing this is not a mass blast
- Short. Three sentences. Respects their time.

## Email 4: Follow-Up 3 - Soft Close (7 days later)

**Subject: Should I close the loop?**



Hi [First Name],

I have reached out a few times about a founding sponsorship for [Podcast Name]. Completely understand if the timing is not right.

If this is not a fit, no worries at all. Just let me know and I will not follow up again.

If there is any interest, I am happy to send over the details.

[Your Name]

### Why this works:

- Gives them permission to say no (which paradoxically increases yes responses)
- Signals professionalism: you are not going to spam them indefinitely
- The 'close the loop' subject line has very high open rates because it implies finality

## Subject Line Examples

Subject Line	Type	Why It Works
Quick question about [Company] + [audience]	Curiosity	Specific, not salesy
Founding sponsor opportunity - [niche]	Direct	Clear value proposition
[Company] + [Podcast Name] - a fit?	Collaborative	Positions as partnership
Should I close the loop?	Soft close	Creates urgency to respond
[First Name] - one slot left in [category]	Scarcity	Category-specific urgency
Thought of [Company] for this	Personal	Implies genuine consideration

## Tone Calibration



### **Avoid (Needy / Arrogant)**

- "We would be SO grateful for your support"
- "Our podcast is going to be HUGE"
- "Please consider us for sponsorship"
- "We are the #1 podcast for..."
- "I know you are busy but..."

### **Use (Confident / Professional)**

- "We are bringing on a small number of partners"
- "The audience alignment with your product is strong"
- "Would a quick call make sense to explore fit?"
- "We are building the show for [specific audience]"
- "Happy to share the details if there is interest"



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## SECTION 07

# Handling "Come Back When You Have Numbers"

This objection will come up. Probably a lot. It is the default response from marketing people who evaluate every channel through a CPM lens. Your job is to reframe the conversation.

## Strategy 1: The Reframe

When someone says 'come back when you have numbers,' they are applying consumer media logic to a B2B opportunity. You need to shift their frame.

### Sample Response (Short):

Totally understand. Most of our founding sponsors felt the same way initially.

The reason we are offering founding partnerships now is specifically because the value is in audience definition, not audience size. Your product reaches [audience type] - that is exactly who this show is built for.

The founding sponsor rate reflects the early stage. Would it help to see the full package and decide from there?

## Strategy 2: The Pilot Offer

Remove risk by offering a low-commitment pilot. This is the single most effective counter to the 'no numbers' objection.

That is fair. Here is what I would suggest: a 4-episode pilot sponsorship at a reduced founding rate. No long-term commitment.

If the audience engagement and quality match what you are looking for, we extend. If not, no obligation.

The pilot rate is [amount] for 4 episodes with [list key deliverables]. Want me to send the details?



## Strategy 3: The Scarcity Angle

Completely understand. Just so you know, we are limiting founding sponsors to [X] companies, one per category. Once those slots fill, the founding rate and exclusivity terms are gone.

Happy to keep you posted on availability if now is not the right time.

## Strategy 4: The Founding Partner Position

I get it. The reason some companies prefer to come in early is the positioning value.

Founding sponsors get introduced in every episode as a launch partner, category exclusivity for the first 6 months, and rates that will not be available once we hit our first growth milestone.

It is less about current downloads and more about locking in the positioning before someone else in your space does.

### CRITICAL MINDSET

'Come back when you have numbers' is not a rejection. It is a buying signal wrapped in hesitation. They are telling you they are interested but need a different frame to say yes. Your job is to give them that frame.



SECTION 08

# Offer Structure and Pricing

Never sell 'a podcast ad.' Sell a partnership package. The structure of your offer determines whether you close at \$500 or \$5,000.

## What to Include (Beyond the Ad Read)

- **Category exclusivity:** Only one CRM, one project management tool, one agency per category. This is the most valuable element.
- **Founding partner positioning:** Introduced as a launch partner in every episode. Brand association from day one.
- **Launch bundle:** Sponsor gets mentioned across the first 8-12 episodes, not just one.
- **Email integration:** If you have a newsletter (even planned), include a sponsored slot.
- **LinkedIn amplification:** Promote each episode on LinkedIn with sponsor tag. Free additional reach.
- **Bonus placements:** Show notes mentions, website logo placement, guest coordination if relevant.

## Three Pricing Tiers

	STARTER	GROWTH	FOUNDING PARTNER
<b>Price</b>	\$1,500	\$3,000	\$5,000+
<b>Duration</b>	4 episodes	8 episodes	12 episodes
<b>Ad read</b>	1 x mid-roll	1 x pre-roll + 1 x mid-roll	2 x per episode
<b>Category exclusivity</b>	No	Yes (during term)	Yes (6 months)
<b>Founding partner mention</b>	No	No	Yes, every episode
<b>Email mention</b>	No	1 x mention	4 x mentions
<b>LinkedIn amplification</b>	No	Yes	Yes + dedicated post
<b>Show notes + website</b>	Logo	Logo + link	Logo + link + description
<b>Reporting</b>	Basic	Monthly	Monthly + call



## How to Justify Pricing Without Downloads

- **Anchor on audience value, not audience size.** 'Our audience is CFOs at companies spending \$500K+ on financial software. What is one new customer worth to you?' If their average deal is \$30K, your \$3,000 sponsorship is cheap customer acquisition.
- **Compare to alternatives.** A LinkedIn ad campaign targeting the same audience costs \$50-100 per click. At a \$5,000 sponsorship, you need to deliver 50-100 equivalent touches. A podcast with even 200 targeted listeners delivers that.
- **Use the exclusivity premium.** Exclusivity has no CPM equivalent. There is no way to buy 'the only CRM mentioned on this show' through Google Ads. That scarcity is the price anchor.
- **Offer a pilot at reduced rates.** A 4-episode pilot at \$1,500 lowers the perceived risk. Once they are in, renewals are the norm.

## How to Anchor Price

Always present the highest tier first. When someone sees \$5,000 first, \$3,000 feels reasonable and \$1,500 feels like a bargain. Lead with the Founding Partner package in your calls and proposals. Most sponsors will self-select into the Growth tier, which is exactly where you want them.



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## SECTION 09

# Close Strategy

Getting interest is not the same as getting paid. The gap between 'this sounds interesting' and a signed deal is where most sponsorship revenue dies. Here is how to close.

## Moving from Interest to Contract

- **After the call, send a one-page proposal within 2 hours.** Not a 10-page deck. One page with: what they get, what it costs, timeline, and next step.
- **Include a specific expiration.** 'This founding sponsor rate is available until [date].' Seven days is the sweet spot.
- **Make the next step frictionless.** 'Reply YES to this email and I will send the invoice.' Do not make them fill out forms, schedule another call, or consult their team on logistics.

## Handling Hesitation

When a sponsor says 'let me think about it,' respond with:

Of course. To help with the decision, here is what I can confirm:

- The [category] founding sponsor slot is currently open
- We have [X] other companies in consideration for this slot
- The founding rate of [price] locks in for the full term

Happy to answer any specific questions. Would it help to chat with one of our other sponsors about their experience?

## Creating Urgency Ethically

- Only reference real scarcity. If you have 5 slots, say 5 slots. Do not fabricate.
- Use time-bound offers. 'Founding sponsor rates available through [date]' is ethical and effective.
- Mention category competition. 'We are in conversation with two other CRM companies' (only if true).
- Set a launch date and reference it. 'We launch on [date], so we need confirmations by [date minus 2 weeks].'



## Closing Language

- "Should I send the invoice for the Growth package so we can lock in your slot?"
- "If this is a fit, I can have the agreement over today. Takes 2 minutes to review."
- "We are confirming our final founding sponsors this week. Want me to hold the [category] slot for you?"

## Payment and Contract

- **Payment terms:** 100% upfront for Starter tier. 50% upfront, 50% at midpoint for Growth and Founding Partner tiers.
- **Contract:** Keep it simple. One page. Deliverables, timeline, payment terms, cancellation policy. Use a tool like PandaDoc or even a clean Google Doc with e-signature.
- **Invoice immediately.** The moment they say yes, send the invoice. Do not wait. Momentum dies fast.



## SECTION 10

# Delivery Plan

You have sold sponsorship. Now you need to deliver. The good news: what sponsors actually need is far simpler than what most people think.

## What Sponsors Actually Need

Deliverable	What It Is	Effort Level
Ad read	30-60 second host-read mention per episode	Low: write once, adapt
Tracking link	Unique URL or discount code to measure	Low: set up once
Show notes mention	Logo + link + 1-line description	Low: template once
Monthly report	Downloads, listener feedback, link clicks	Medium: 30 min/month
Quarterly call	15-min check-in on results and renewal	Medium: prep + call

## How to Overdeliver Without Overworking

- **Send an onboarding email the day they pay.** Include: ad read script template, tracking link instructions, show notes questionnaire, and a timeline of when their first mention goes live.
- **Share a 'sponsor spotlight' LinkedIn post.** Announce the partnership publicly. Tag them. This costs you nothing and gives them immediate visibility.
- **Send a personal note after the first episode airs.** 'Your sponsorship just went live on Episode 1. Here is the link.' This takes 2 minutes and builds enormous goodwill.
- **Introduce them to a potential customer.** If you come across someone in your audience who could use their product, make an intro. One warm lead is worth more than 10,000 impressions.

## Maintaining the Relationship

Sponsorship renewals are where the real money is. The effort to renew an existing sponsor is 10% of the effort to close a new one. Protect these relationships by:

- Sending monthly reports even if the contract does not require it
- Proactively suggesting ad read improvements based on listener feedback
- Giving them early notice before their exclusivity window expires



- 
- Asking for feedback at the halfway point, not just at renewal time



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## SECTION 11

# Lessons Learned

Not everything worked. Here is what actually mattered, what was a waste, and what would be done differently today.

## What Bombed

- **Generic outreach.** Any email that could apply to any sponsor got ignored. The first 200 emails were too generic. Response rate was under 1%. After switching to company-specific personalisation, it jumped to 5%+.
- **Long emails.** Early drafts were 200+ words. Open rates were fine but reply rates were terrible. Cutting to under 80 words per email doubled replies.
- **Pitching too low.** Reaching out to individual contributors or junior marketing people wasted time. They could not make decisions. Always target Director level and above.
- **Overcomplicating the offer.** Early proposals had 8 different deliverables and 5 pricing options. Sponsors were confused. Three clear tiers with simple deliverables closed faster.

## What Wasted Time

- Building a fancy media kit before sending a single email. Nobody asked for it.
- Creating a dedicated sponsorship website. A one-page Google Doc converted just as well.
- Researching companies for 10+ minutes each. The 2-minute research process was sufficient.
- Following up more than 4 times. After 4 follow-ups, the return drops to near zero.

## What Actually Mattered

- **Volume.** Sending 2,500 emails was the single most important factor.
- **Positioning clarity.** Once the audience definition was razor-sharp, sponsor interest doubled.
- **Category exclusivity.** This was the number one selling point.
- **Speed of follow-up.** Responding within 1 hour to interested sponsors closed deals 3x faster than next-day responses.
- **Simple proposals.** One page. Three tiers. Clear deliverables. Fast signatures.

## What Would Be Done Differently Today



- **Use AI for research at scale.** Tools like ChatGPT, Claude, and Perplexity can research a company in seconds. The 2-minute process could drop to 30 seconds, allowing 5,000+ targeted emails.
- **Use AI for email drafting.** Generate personalised first lines at scale. Feed the AI your template and company research, get custom opening lines for each prospect.
- **Automate follow-ups from day one.** Tools like Instantly, Lemlist, or Smartlead can automate the 4-email sequence while maintaining personalisation.
- **Start with a smaller, higher-quality list.** 1,000 highly targeted emails would likely have produced the same revenue in less time.
- **Record a pilot episode before outreach.** Even a short teaser episode gives sponsors something tangible. Several sponsors asked for it.



## SECTION 12

# Fast-Start 2-Week Execution Plan

This is the day-by-day plan to go from zero to revenue in 14 days. Follow it exactly. Do not skip days. Do not rearrange. Each day builds on the previous one.

## WEEK 1: FOUNDATION

Day	Focus	Tasks	Output
1	Positioning	Answer the 4 positioning questions. Write audience definition in one sentence. Identify 8-10 sponsor categories.	Positioning doc
2	Sponsor Research	Find 10 competitor podcasts, list their sponsors. LinkedIn search for marketing leaders. Check newsletter/event sponsors.	Raw list (200+)
3	List Building	De-duplicate list. Validate marketing spend. Find decision-maker contacts. Find email addresses.	Qualified list (500+)
4	Offer Design	Design 3 pricing tiers. Write one-page proposal template. Create simple contract template.	Sales materials ready
5	Email Sequences	Write 4-email outreach sequence. Create 5 subject line variants. Write 10 personalised first lines. Set up email sending tool.	Email templates ready
6-7	Prep + Buffer	Review all materials. Test email deliverability. Prioritise sponsor list: High / Medium / Low. Record a 3-min podcast teaser (optional but recommended).	Launch-ready

## WEEK 2: EXECUTION

Day	Focus	Tasks	Output
8	Launch Outreach	Send first batch: 300-500 emails to High priority list. Monitor deliverability and open rates.	First batch sent



9	Continue + Respond	Send next batch: 300-500 emails. Respond to all replies within 1 hour. Book calls for interested sponsors.	Pipeline building
10	Calls + Follow-ups	Take sponsor calls. Send follow-up 1 to Day 8 batch. Send next outreach batch.	First proposals sent
11	Scale Outreach	Send to Medium priority list. Follow-up 1 to Day 9 batch. Send proposals to all interested.	Pipeline growing
12	Close Aggressively	Follow-up on all open proposals. Send follow-up 2 to earliest batches. Book remaining calls. Send invoices for any verbal yes.	First deals closing
13	Final Push	Follow-up 3 (soft close) to earliest non-responders. Final proposals and calls. Process payments.	Revenue confirmed
14	Wrap + Onboard	Send onboarding emails to all confirmed sponsors. Final follow-ups. Plan delivery timeline.	Sponsors onboarded

## EXECUTION CHECKLIST

Print this. Check each box as you complete it. Do not move to the next phase until the current one is done.

- Positioning: Audience defined in one sentence with commercial intent
- Positioning: 8-10 sponsor categories identified
- Positioning: Transformation statement written
- List: 500+ qualified companies identified
- List: Decision-maker contacts found for each
- List: Email addresses verified
- List: Prioritised into High / Medium / Low tiers
- Offer: 3 pricing tiers designed
- Offer: One-page proposal template created
- Offer: Simple contract template ready
- Emails: 4-email sequence written
- Emails: 5+ subject line variants tested
- Emails: Sending tool configured and tested
- Outreach: 500+ emails sent (Week 2, Day 1-3)
- Outreach: 1,500+ emails sent (Week 2, Day 4-5)
- Outreach: All follow-ups automated or scheduled



- Closing: All interested sponsors called within 24 hours
- Closing: Proposals sent within 2 hours of call
- Closing: Invoices sent immediately on verbal yes
- Delivery: Onboarding emails sent to all confirmed sponsors

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**This is the entire playbook. No audience required. No track record required. No permission required. Research, position, outreach, close. The sponsors are out there. Go get them.**



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