**Strategy for S1 guest outreach / and other featured guests**

**PREP**

* **Make sure we have a special page on VLN ready and we can also include the video in the emails**
  + **BLOG FOR S.1**
  + **BLOG FOR FEATURE WEBSERIES AND PODCAST GUESTS**
  + **Meghan and traciana**
  + **UPDATED MASTER LIST OF ALL GUESTS AND WHICH SHOW AND TAG THEY APPEARED ON**
* **Check for updated emails contact info and social media handles are up to date and the contact information for their PR department or publicist**
  + **aubrey**
* **Organize in a folder all existing photos and BTS footage of the guests**
  + **Meghan and traciana**
  + **Have we repurposed the social media graphics done before**
* **Set up all workflows and updated drips for each show in dubsado**
  + **Laneige**
  + **Write a “look who made the cut blog that features 10-12 guests at a time-- based on the theme**
* **Prepare info for the drips to be written:** 
  + **Meghan and Traciana**
  + **Make sure we have clear summary of the what the show they are on is all about**
  + **Clarify which dates they will be featured (if we know)**
* **Prepare Actual content**
  + **Their quote of the day**
  + **Social for quote of day**
  + **Tea with Traciana**
  + **Social media that highlight their tea with tracians (BTS)**

**We will reach out to them to guests in set of 10-12**

**OUTREACH**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Content** | **Date** | **Source** |
| **First outreach** | General email, which explains why the guest made the cut. Congratulate the guest and tell them they will be featured soon. A link to the ‘thank you page’.  Closer to the date, we will get in touch.  Covid19  Throughout we will be releasing other assets from them.  Main Multimedia Asset - Released depending on the times that we are in  Featuring them all year wrong - highlighting them as a founding visionary.  Platforming to a Global Audience in a global time  Direct Message Guest - Thanking them  *https://www.thevlnetwork.com/thank-you-season-one-guests* |  | E-mail  Direct Message |
| **Social Media** | Tweeting about the company to create more buzz and interest.  *Quote of the day*  *Tell it*  *BTS*  *- Thank you for working with us!*  *- Link to a video (vimeo).* |  | Twitter  Facebook |
| **Linked-in**  **Second Email Personal**  **Second Email PR**  **Social media** | Make a connection with the guest and/or feature them in a group.  Announcing their Tea with Traciana Feature and announce their look who made the cut blog  Announcing that we interviewed someone from their company and they will be featured  Social for quote of day  Social media that highlight their tea with tracians (BTS) |  | Linked-in |
| **Checking peers and competitors** | Research which similar companies and competitors could be interesting to contact.  find associations and influencers who are peers with the guest or passionate about the topic of the guest.  Introducing VLNetwork. Sharing insights. |  | Twitter |

|  |  |  |  |
| --- | --- | --- | --- |
| **Third outreach** | E-mail 2: Release date. |  | E-mail |
| **Releasing the interview** | Releasing the featured interview online. |  | Vimeo |
| **Fourth outreach** | E-mail 3: Featured video. |  | E-mail |
| **Fifth outreach** | E-mail 4: Feedback: like to have a 5 minute call |  | E-mail |

**CORRESPONDENCE DRIPS**

**PREVIEW EMAIL**

**Email 1 : S.1 Thank You: LOOK WHO MADE THE CUT**

A Special Thank You Message & Video To Our Featured S.1 Guests

Dear Season 1 Featured Guests,

The Visionary Leader Network would like to thank you for the insights that you so generously shared. Your interview and all of the other guests that we are pleased to feature, exceeded our expectations. We look forward to sharing this interview with you and those who will benefit from it.

* + **Maybe embed thank you video**
  + **Update email**
    - **We had no idea at the time that VLN would become so big**
    - **We were called to unite global visionaries based on those who we worked with and our team**
    - **We are now releasing the content to public**
    - **During this global pandemic this content strikes as more essential than ever**
    - **We look forward to sharing their insights to this global audience during this globally historic time**
    - **We are featuring you**

We will be back in touch very soon with the date that we will be featuring your interview.

In the meantime we would like to invite you to a private, sneak peek viewing of The Visionary Leader Network. Please take a moment to subscribe for free and and share any feedback that you might have.

Sincerely,

Traciana Graves

CEO & Founder

**PS sign up for newsletter**

**Email 1 : S.2 Thank You: LOOK WHO MADE THE CUT**

A Special Thank You Message & Video To Our Featured S.1 Guests

Dear Season 2 Featured Guests,

The Visionary Leader Network would like to thank you for the insights that you so generously shared. Your interview and all of the other guests that we are pleased to feature, exceeded our expectations. We look forward to sharing this interview with you and those who will benefit from it.

* + **Maybe embed thank you video**
  + **Update email**
    - **We had no idea at the time that VLN would become so big**
    - **We were called to unite global visionaries based on those who we worked with and our team**
    - **We are now releasing the content to public**
    - **During this global pandemic this content strikes as more essential than ever**
    - **We look forward to sharing their insights to this global audience during this globally historic time**
    - **We are featuring you**

We will be back in touch very soon with the date that we will be featuring your interview.

In the meantime we would like to invite you to a private, sneak peek viewing of The Visionary Leader Network. Please take a moment to subscribe for free and and share any feedback that you might have.

Sincerely,

Traciana Graves

CEO & Founder

**PS sign up for newsletter**

**EMAIL 2: S.1 Guests: LOOK WHO ELSE MADE THE CUT**

<https://www.thevlnetwork.com/a-special-thank-you-message-video-to-our-featured-s-1-guests/?preview_id=16859&preview_nonce=7b84ec22f0&_thumbnail_id=16426&preview=true>

As promised, it is with great pleasure that I provide you with access to the **official private viewing of The Visionary Leader Network site** which will feature your interview. Please [**click here**](http://visionaryleaderseries.com) for your private viewing. As we prepare to publicly unveil our site, we wanted to remind you how the curated content you will be featured in will be used:

* **Announcing quote of the day**
* **We will be featuring you on tea with Traciana**
* Closer to the date, we will get in touch.
* Covid19
* Throughout we will be releasing other assets from them.
* Main Multimedia Asset - Released depending on the times that we are in
* Featuring them all year wrong - highlighting them as a founding visionary.
* Platforming to a Global Audience in a global time
* Call to action -- opt-in
* **PS--did you see this thank our video/blog**

**EMAIL 2: S.2 Guests LOOK ELSE WHO MADE THE CUT**

[**https://www.thevlnetwork.com/16865-2/?preview\_id=16865&preview\_nonce=aff1b01199&\_thumbnail\_id=16426&preview=true**](https://www.thevlnetwork.com/16865-2/?preview_id=16865&preview_nonce=aff1b01199&_thumbnail_id=16426&preview=true)

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**ONCE WE ARE PROMOTING THEIR INTERVIEW**

**FEATURED**

**Personal Email:**

Important that your voice is heard - especially during this global pandemic. We will be featuring you….

**Company PR Email:**

* Who we interviewed
* Why it was important/especially during this global pandemic
* How honoured we were to have them featured

**EMAIL 3 : General E-mail**

**SUBJECT**: Congratulations, your interview will soon be live on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Dear [NAME],  
I hope you have been well since we interviewed you for one of our web episodes at **(XX).** I  
am thrilled to announce your interview will soon be live \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

**Also the name of show xx**

As a reminder ( Give an update on what VLN is and how it has grown since the interview)

Check the following link <https://www.thevlnetwork.com/thank-you-season-one-guests>

Kind Regards, (NAME)

**EMAIL 2:**

Dear [NAME],

Once again, I want to thank you for taking the time to be interviewed at conference XXXX. As I mentioned in my last email, your insights and those of many other experts we interviewed exceeded our expectations.

* Featured episodes which will include your interview **[RELEASE DATE]**
* A motivational photo pictorial inspired by the thoughts you shared during your interview **[RELEASE DATE]**
* A dedicated article that highlights the insights from your interview and how they can benefit companies and decision makers **[RELEASE DATE]**

I’ll be back in your inbox with an update on the official release of the first episode featuring you. In the meantime, we would greatly appreciate it if you would like our **Facebook** page and/or follow us on twitter @TheVLNetwork.

[SIGNATURE]

P.S: I would appreciate you taking a moment and **subscribing** to gain access to all of our resources on our site, and sharing any feedback that you might have.

**EMAIL 3: Link to video and Linked-in Group**

Dear [NAME],

Without further ado, I’m thrilled to share the link to your first featured video: [LINK]

My team and I hope you’re as thrilled as we are with the outcome. If you have a moment, we encourage you to reply to this email with your thoughts. You can also share your video with your Twitter and LinkedIn network by clicking the following links:

* Prefilled Tweet
* Prefilled LinkedIn status or text for status

We’ll be back in your inbox with access to our exclusive LinkedIn group for leaders like yourself. In the meantime, we encourage you to **subscribe** to The Visionary Leader Network where you’ll be able to access a longer version of this episode in the coming months and other premium content. We would really appreciate you inviting anyone in your network to subscribe to VLN to not only take advantage of your video, but also the other resources we have on our site.

[SIGNATURE]

**EMAIL 4: Asking for a call**

**SUBJECT**:

Dear [NAME],

We received so much great feedback about your interview!

To provide an additional platform to showcase your featured videos, My team and I also created an exclusive LinkedIn group for leaders to be amongst like-minded members of their professional community. This invitation-only group features:

* Early access to content and resources
* Guest moderators
* An opportunity for you to be a guest moderator and lead a discussion about your featured interview

Thank you for contributing your insights to The Visionary Leader Network. I would like to offer a complimentary inclusion risk-assessment consultation for you or a member of your team. For more information about scheduling a consultation, **click here.**

[SIGNATURE]