

PRACTICAL WORKBOOK FOR B2B FOUNDERS

The B2B Podcast Pipeline Blueprint

Choose the right buyer-guests, shape useful conversations, and plan the commercial follow-through before you record.

INSIDE

- A 20-account buyer-guest map
- An episode question planner tied to buyer problems
- A recording-to-content inventory
- A 14-day post-recording follow-through plan
- Your first-four-guests action sheet

STEP 1

Define the commercial objective

A useful show starts with a business decision. Complete this page before building a guest list.

The offer we want this show to support

The buyer we most need relationships with

The costly problem that buyer is already trying to solve

The action we want a strong relationship to make possible

THE TEST

If the guest never becomes a client, would the conversation still be useful, credible, and worth publishing? If not, narrow the premise before moving on.

STEP 2

Map buyer-guests 1-10

Start with accounts, then identify people. Prioritize relevance and relationship potential over name recognition.

#	ACCOUNT / PERSON	WHY THEY FIT	RELATIONSHIP	NEXT STEP
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Relationship examples: peer, prospect, partner, referral source, industry voice.

STEP 2

Map buyer-guests 11-20

Start with accounts, then identify people. Prioritize relevance and relationship potential over name recognition.

#	ACCOUNT / PERSON	WHY THEY FIT	RELATIONSHIP	NEXT STEP
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Relationship examples: peer, prospect, partner, referral source, industry voice.

STEP 3

Build an episode worth sharing

Use the buyer's real problem as the spine. The interview should teach something even if nobody buys anything.

1. The specific problem this episode will clarify**2. The guest's firsthand experience with it****3. The decision, tradeoff, or mistake worth unpacking****4. The practical example that makes the lesson credible****5. The question the audience is probably afraid to ask****6. The useful next step a listener can take**

Avoid disguised sales questions. Trust grows when the guest can be useful, specific, and honest.

STEP 4

Plan the recording-to-content inventory

Do not create everything. Select the formats your buyers already consume and assign one clear purpose to each.

ASSET	PURPOSE	PRIMARY CTA	OWNER / STATUS
Full episode	Credibility and depth	Watch / listen	
Searchable transcript	Discovery and reference	Read the conversation	
Insight article	Own one buyer question	Read the answer	
Short clips	Reach and proof	Watch the moment	
Quote graphics	Memorable ideas	Save / share	
LinkedIn post	Founder point of view	Join the discussion	
Email	Nurture and follow-up	Reply / read	
Guest asset pack	Distribution through trust	Share with network	

SELECTION RULE

Every asset needs an owner, a destination, and a publish date. An unassigned asset is not part of the plan.

STEP 5

Run the post-recording follow-through

The recording creates trust. The follow-through determines whether that trust becomes a durable relationship.

1

SAME DAY**Thank the guest. Confirm the next production milestone.**

No sales ask.

2

WITHIN 48 HOURS**Send any promised resource or introduction.**

Keep the promise.

3

BEFORE PUBLISHING**Confirm factual details and approval boundaries.**

Make sharing easy.

4

LAUNCH DAY**Send the final episode and guest asset pack.**

Invite distribution.

5

DAYS 2-5**Engage with the guest's post and relevant comments.**

Continue the conversation.

6

DAYS 7-14**Follow up on the business problem discussed.**

Ask only if there is real fit.

RELATIONSHIP NOTE

Choose your first four guests

Guest 1	PERSON / COMPANY	WHY THIS RELATIONSHIP MATTERS
NEXT STEP		

Guest 2	PERSON / COMPANY	WHY THIS RELATIONSHIP MATTERS
NEXT STEP		

Guest 3	PERSON / COMPANY	WHY THIS RELATIONSHIP MATTERS
NEXT STEP		

Guest 4	PERSON / COMPANY	WHY THIS RELATIONSHIP MATTERS
NEXT STEP		

Map your first four dream guests with Vivin.

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