

Guest Expert Outreach Toolkit

Use this guide to identify aligned guest experts, reach out with confidence, and build strategic collaborations that grow your community and income.

PART 1: How to Use the ChatGPT Prompt

Step 1: Copy the full prompt below. Step 2: Paste it into ChatGPT. Step 3: Replace the bracketed sections with your own niche, audience problem, and desired outcome. Step 4: Use the list generated to begin outreach using the scripts provided.

Complete ChatGPT Prompt

Act as a research assistant and collaboration strategist.

I am building an online community in the niche of [INSERT YOUR NICHE], and I want to invite guest experts to teach my audience.

Please create a list of 10 aligned experts who would be a great fit to collaborate with.

For each expert, include:

- Name
- Area of expertise or topic they teach
- Instagram handle (or primary social platform)
- Email address or best public contact method
- Amazon book (if applicable)
- Whether they offer affiliate opportunities (Yes / No / Unknown)
- Digital products, programs, or services I could potentially promote

Criteria:

- Experts should be one to three steps ahead of my audience
- They should be active online and currently serving an audience
- Prefer experts who teach practical, actionable skills
- Include a mix of coaches, creators, educators, and authors

My niche is: [INSERT NICHE]

My audience struggles with: [INSERT MAIN PROBLEM]

The outcome my community wants is: [INSERT DESIRED RESULT]

If an email address is not publicly available, list the best way to contact them.

PART 2: Guest Expert DM Outreach Script

Use this script for Instagram, Facebook, or LinkedIn DMs. Personalize the highlighted areas before sending.

Hey [Name]!

I've been following your work around [specific topic or result], and I love how you help people [specific outcome].

I run a community for [who your audience is], and I'd love to invite you to come in as a guest expert to teach a short session on [specific outcome or topic].

It would be [live or recorded], super simple, and I'd love to spotlight you and your work to my audience.

Would you be open to that?

PART 3: Guest Expert Email Outreach Script

Use this script when reaching out via email. Keep it short, clear, and collaborative.

Subject: Guest Expert Collaboration Invitation

Hi [Name],

My name is [Your Name], and I run an online community for [who you serve] focused on helping them [main outcome].

I've been following your work around [specific topic], and I really admire how you help people [specific result].

I'd love to invite you to be a guest expert inside my community for a short [live or recorded] session where you teach on [specific topic or outcome].

This would be a relaxed, value-driven collaboration, and I'd be excited to promote you and your work to my audience.

If this feels aligned, I'd love to connect and make it easy for you.

Warmly,
[Your Name]