

Outreach Challenge

Worst “best practices”

with Jeff Molander

Founder



I'm very happy to chat
about this further if
you're interested.

LOWER STATUS!

I'll be in the area

Please let me have 15 minutes

If you don't like what you see

Why not take a chance, we really can

LOWER STATUS!

I know once you see what we
The worst that can happen
At least get a free lunch
Feel free to

Avoid referencing yourself

(we, our, my, I, etc.)

Cold Outreach - Message 1

Subject Line: Rising costs?

Noticing rising materials costs put you at risk. Insured values may be less than what it takes to rebuild if you had a loss.

I've been using a lesser-known method that may give you the ability to do a "gutcheck" on your estimated building value to avoid being underinsured. The method isn't the common appraisal which can be slow and a hit on the pocket book.

Not sure if the method is a fit for you.

Open to a short email exchange to see if a larger conversation makes sense?

If not, no worries.

Kevin

Cold Outreach - Message 1

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Kevin

Cold Outreach - Message 1

Subject Line: Rising costs?

Stronger, shorter.

Noticing rising materials costs put you at risk. Insured values may be less than what it takes to rebuild if you had a loss.

There is a lesser-known method -- to get a "gutcheck" and avoid being underinsured. The method isn't the common appraisal which can be slow and a hit on the pocket book.

Not sure if the method is a fit for you.

Open to a short email exchange to see if a larger conversation makes sense?

If not, no worries.

Kevin

Cold Outreach - Message 1

Subject Line: Rising costs?

Might be a faster way of doing this.

Noticing rising materials costs put you at risk. Insured values may be less than what it would take to rebuild if you had a loss.

There is a lesser-known method -- to get a "gutcheck" and avoid being underinsured. The method isn't the common appraisal which can be slow and a hit on the pocket book.

Not sure if the method is a fit for you.

Open to a short email exchange to see if a larger conversation makes sense?

If not, no worries.

Kevin

Cold Outreach - Message 1

Subject Line: Rising costs?

Like so?



Noticing rising materials costs put you at risk. Insured values may be less than what it takes to rebuild if you had a loss.

There is a lesser-known method -- to get a "gutcheck" and avoid being underinsured. Appraisals are slow and costly.

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Kevin

Cold Outreach - Message 1

Faster.

Subject Line: Rising costs?

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There is a lesser-known method -- to get a "gutcheck" and avoid being underinsured. Appraisals are slow and costly.

Open to exploring if this is a fit? If not, no worries.

Kevin

Cold Outreach - Message 1 Seems risky.

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Kevin

Cold Outreach - Message 1 ??

Subject Line: underinsured

Noticing rising materials costs put you at risk. Insured values may be less than what it takes to rebuild if you had a loss.

There is a lesser-known method -- to get a "gutcheck" and avoid being underinsured. Appraisals are slow and costly.

Open to exploring if this is a fit? If not, no worries.

Kevin

Cold Outreach - Message 1 ??

Subject Line: gutcheck

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Kevin

Needy triggers to avoid

"Don't hesitate to"

"Feel free to"

Love: "I'd love to set aside some time"

Hope.

"Honestly"

"Looking forward to"

"Complimentary online demonstration"

"Completely free, no obligation trial."

"Worst case you will get a free lunch _____."

DEEPAK EXAMPLE Outreach - Message 1

Thanking is ok but can work
to lower status.

Sub: work together?

Dear FIRSTNAME,

Thanks for being connected on my LinkedIn network. And, Congrats on the recent investment of \$20 million from OAK HC/FT.

I've been following Au10Tix for a long time and with new KYC AML regulations, I hope this is a good time to reach out for seeking opportunities in working together.

I have experience working with digital identity verification KYC AML companies such as Trulioo, TruNarrative, and Socure with lead generation, business development outreach to generate sales ready leads for KYC AML solution providers.

I primarily have experience in prospecting using advanced google search and LinkedIn sales navigator, creating a personalized message, multi-touch and follow ups through emails, social media to create a pipeline full of potential leads for sales reps to take forward. That's where I can add tremendous value.

Let me know if we can work together.

Looking forward to add value,
Deepak

DEEPAK EXAMPLE Outreach - Message 1

BEWARE: Congratulating is becoming a spammy pattern.

Sub: work together?

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Deepak

DEEPAK EXAMPLE

Outreach - Message 1

Be aware of (too many) references to yourself.

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Dear FIRSTNAME,
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DEEPAK EXAMPLE

Outreach - Message 1

BEWARE: Avoid adv/adj.

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Deepak

DEEPAK EXAMPLE

Outreach - Message 1

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Let me know if we can work together.

Looking forward to add value,
Deepak

I can add **tremendous** value.
I will add value.

SUGGESTION

Sub: open?

FIRSTNAME,

Given the new KYC AML regulations -- and OAK
HC/FT's investment -- what's your plan to generate sales
ready leads?

Open to a conversation about how I might help?

Deepak

Other triggers to avoid

Adjectives and adverbs in general.

Wondering.

Please...

Stumbled or came across...

Things.

Just

If you're "just" doing something, everything you say after that is not important.

"I'm calling about our meeting"

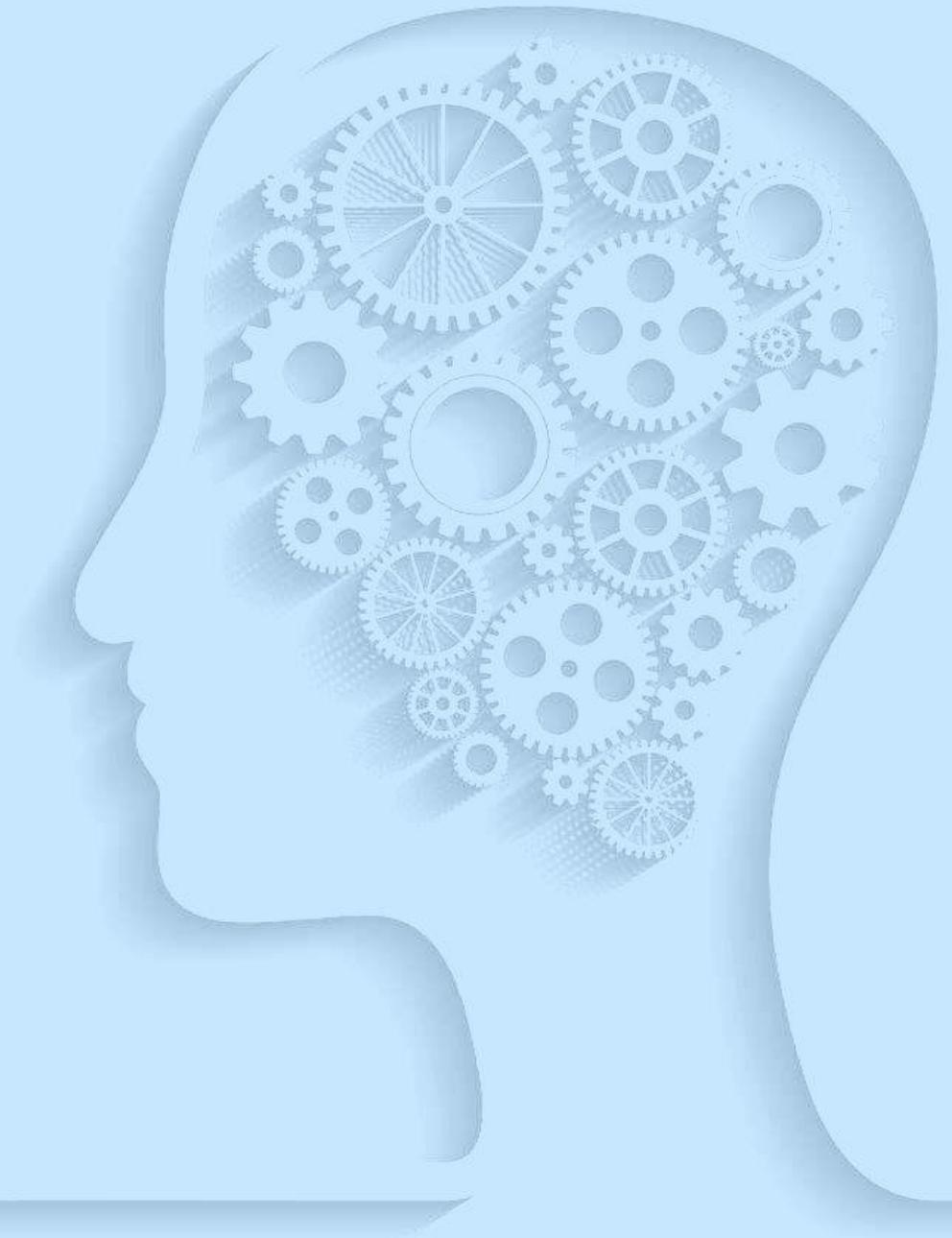
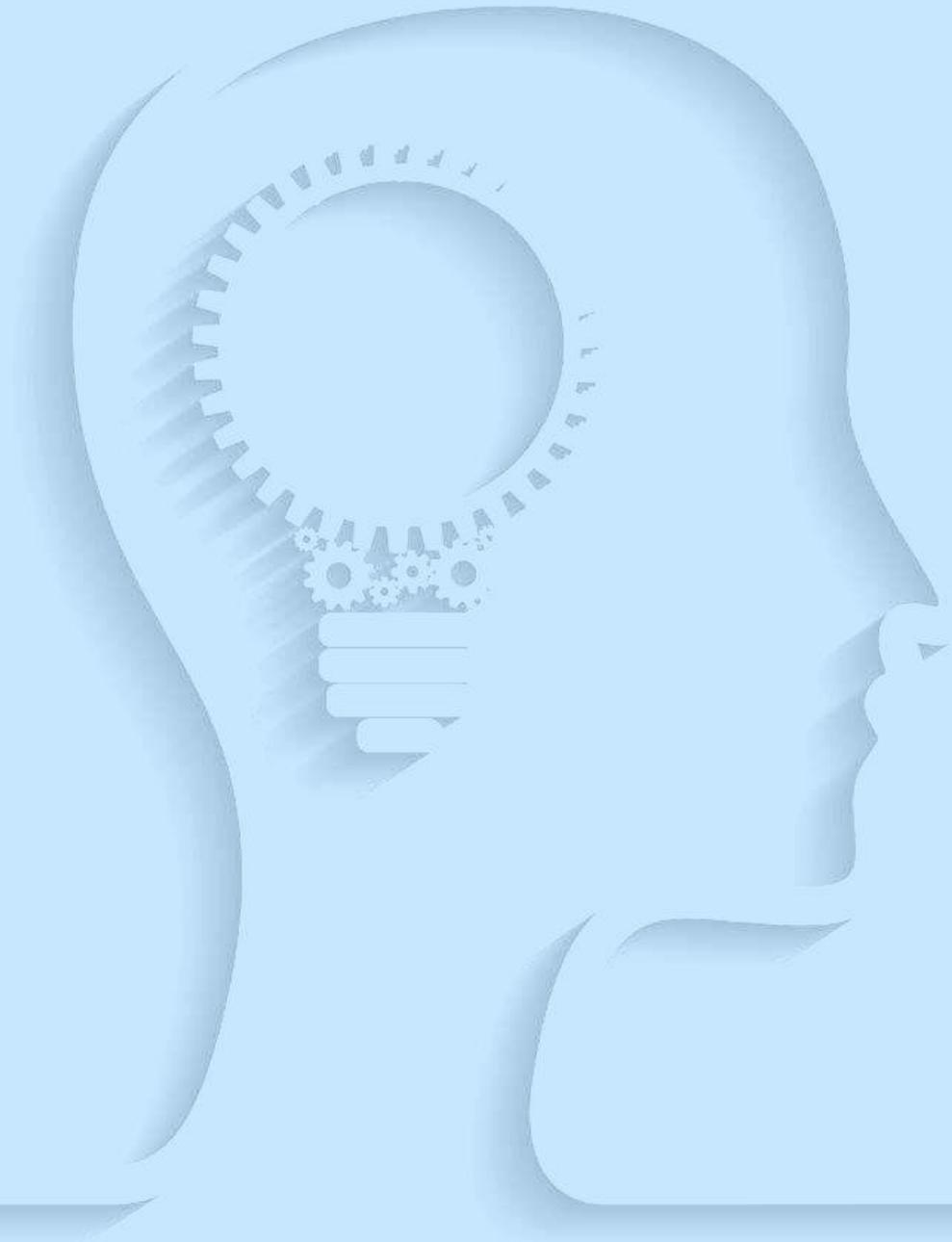
"I'm just calling about our meeting"

Which sounds stronger?

If

If says “I have no idea” at best. At worst it communicates, “I’m both flying blind and lazy. You’re not worth doing homework.”

FROM STEVEN’S EMAILS: “If your team members are struggling to reach targets, are reluctant to embrace change and simply making you work 50+ hours a week with little to show for your efforts, you need to do something about it before it’s too late.”



Clear.
Concise.
Compelling.
Call-to-action.

Clear.
Concise.
Compelling.
Call-to-action.



Stand Out

(be neutral)

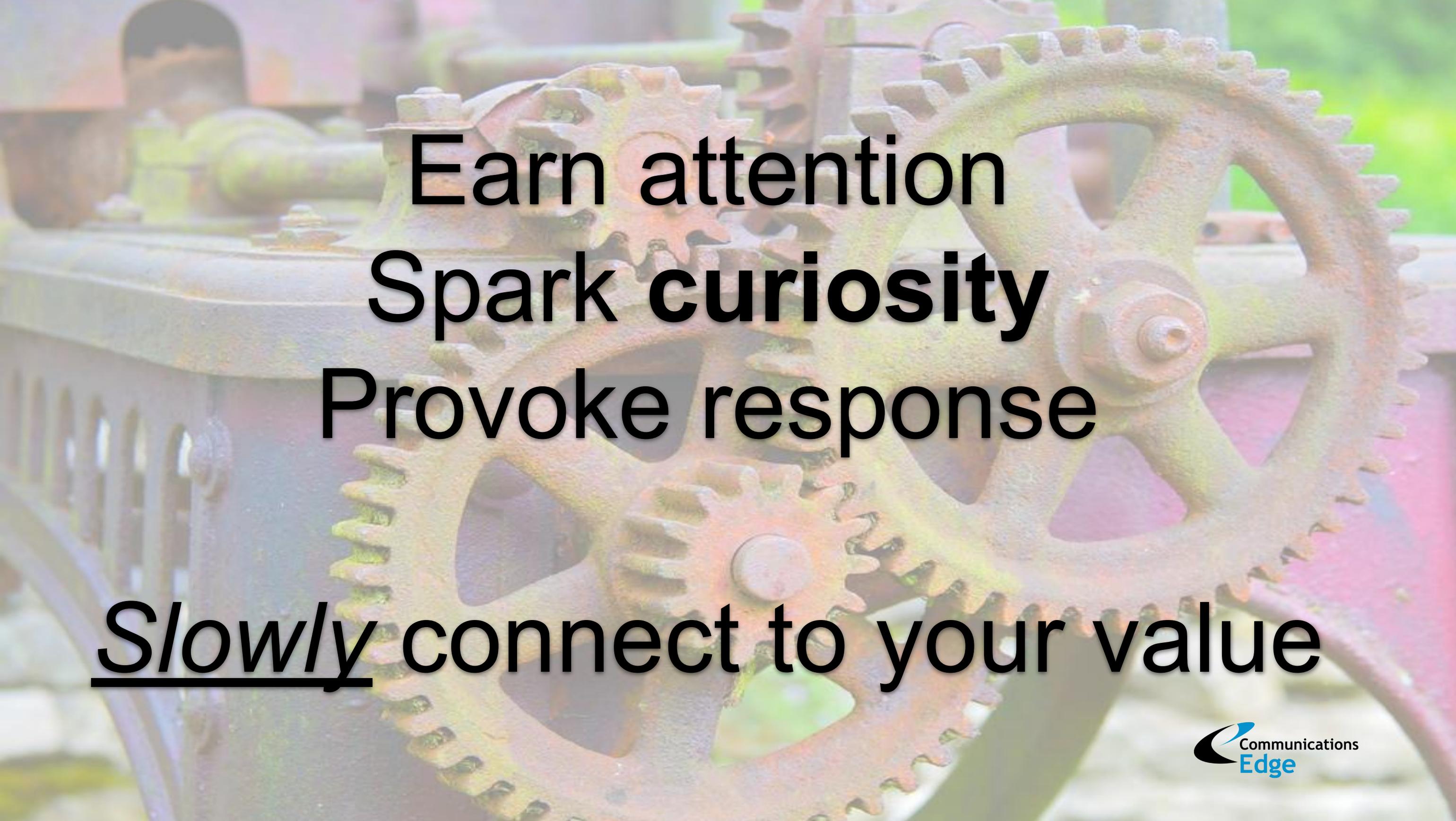
Spark Curiosity

(less is more)

WIIFM
AIDA
Persuasion
FOMO
Trust & Credibility

We now live in a
spam
economy

Problem solver
Thought provoker
Challenger



Earn attention
Spark curiosity
Provoke response

Slowly connect to your value

Help them want to ask.

Your message should help
them *persuade themselves* to
speak with you.

The meeting request becomes
a time-saver (bypassing email)

**Don't reveal your intent
in the subject line!**

**Avoid asking for a meeting in
your cold email.**

Provoke a discussion.
(help clients want to talk,
then meet)



Replying to 'not interested'
and 'send me some info'



Apply 'next practices'

See you on Friday!

with Jeff Molander

Founder

