
YOUR OPPORTUNITY IN THEIR NEW JOB

Use this worksheet and training to do informed cold outreach (i.e., the right way).

Leverage LinkedIn to reach out to your ICP at a time when results are their #1 objective.

Find them on LinkedIn Sales Navigator

TRIGGER:

What is a common trigger that drives most of your best leads to reach out to you?

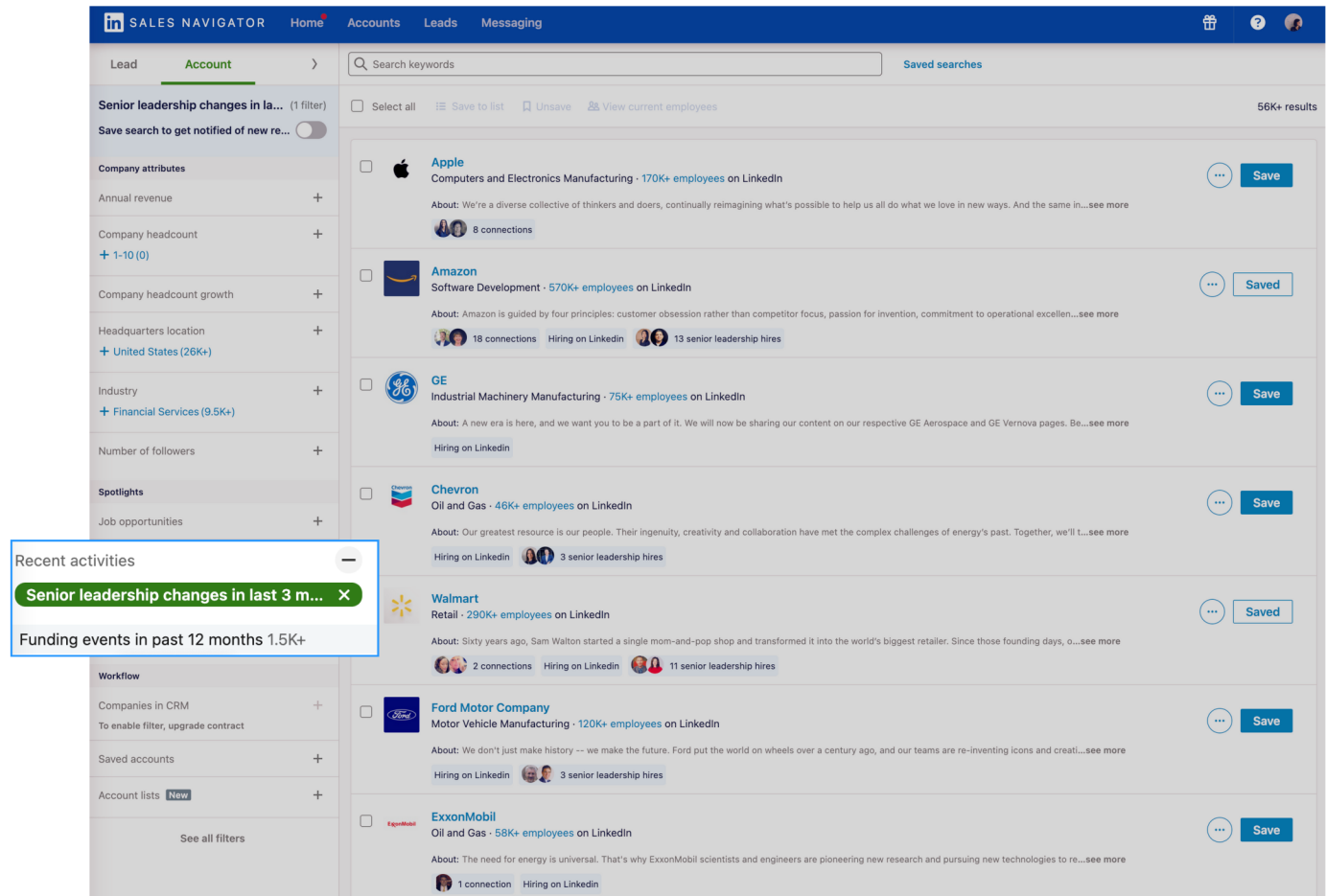
ACTION:

Use LinkedIn Sales Navigator (\$97/mo) to find your ICP when that trigger has taken place.

Save them to a list.

Export the list.

If you are going to explode this technique, establish a second domain (.io, .net) and send email from a service like QuickMail (with dmarc, etc).



Test cold outreach flows: Email 1

SL: ((keep it boring))

Body:

Hey there {{ Firstname }} - saw you on LinkedIn and thought I'd connect by email and introduce myself.

Reason is - I {{ what you do }} for businesses like {{ Relevant Brand }}, and here's what I've noticed: when marketers change jobs, they acquire a whole new team, and that team does not always have the {{ what you do }} expertise to move the needle. So these new VPs and CMOs reach out to me. We 🙌. Then I come in and take care of {{ what you do }} so they can work on the 500-million other things on their new-role list.

I noticed you just changed jobs. :)

Congratulations... and also... what if you let me help?

I know we're just connecting for the first time here, and perhaps your new team is totally slaying {{ what you do }}. But if you've got 15 mins to talk candidly about your {{ what you do }} program, I may be able to help you hit your {{ KPI }} goals this quarter or next. I do this literally all the time (it's all I do) and can share results, case studies, etc.

I'm free today and tomorrow AM. Sh/Could we get a call on the books?

Jo 🙌

Test cold outreach flows: Email 2

SL: {{ keep it boring }}

If it's not overstepping...

I took the liberty of putting together some ideas for {{ Brand }}'s {{ what you do }}.

Can I fire the {{ doc / vid / spreadsheet / map }} your way?

---ORIGINAL MESSAGE---

Hey there name - saw you on LinkedIn and thought I'd connect by email and introduce myself.

Reason is - I {{ what you do }} for businesses like {{ Relevant Brand }}, and here's what I've noticed: when marketers change jobs, they acquire a whole new team, and that team does not always have the level of email skill to really move the needle. These new VPs and CMOs reach out to me. We 🙌. I come in and take care of email so they can grow the team.

I noticed you just changed jobs. :)

Test cold outreach flows: Email 3

SL: {{ keep it boring }}

I just published a new case study about getting {{ results }} using {{ what you do }}.

Am I crazy to think we should hop on a call?

Is there a reason not to?

---ORIGINAL MESSAGE---

Hey there name - saw you on LinkedIn and thought I'd connect by email and introduce myself.

Reason is - I {{ what you do }} for businesses like {{ Relevant Brand }}, and here's what I've noticed: when marketers change jobs, they acquire a whole new team, and that team does not always have the level of email skill to really move the needle. These new VPs and CMOs reach out to me. We 🙌. I come in and take care of email so they can grow the team.

I noticed you just changed jobs. :)