OUTSTANDING OUTREACH

*A proven methodology to **efficiently** and **effectively** get results
when reaching out for something from people you don't know*

In partnership with **GENERATOR**

Delivered by **SouterPoint**

BUT FIRST...

WIFI NETWORK:
PASSWORD:

Gareth Richards

Managing Director at Souter Point
Boutique consultancy that helps businesses grow their top-line revenues

Education:
- MBA at Bayes Business School
- Economics at London School of Economics
- Executive Education courses at MIT, Columbia Business School, Kellogg Northwestern
- PRINCE2 Agile Practitioner

Clients:
- The Boston Consulting Group (strategy consulting)
- Partners Group (private equity)
- Cinven (pension fund)
- Generator (business support)
- Capita (customer experience management)
- Teleperformance (customer experience management)
- UK Visas & Immigration (government department)
- RVK Studios (movie production company)
- Concha y Toro (winemaker)

I'VE USED OUTSTANDING OUTREACH TO GENERATE...

£100ks
consulting revenues

£10ks
digital product sales

Multi-billion £ firm
partnerships

Interviews
with high-ranking people

AND TODAY I'M GOING TO SHOW YOU HOW YOU CAN USE IT TO ACHIEVE YOUR BUSINESS GOALS

WHY WOULD I WANT TO DO OUTREACH?

WE'RE GOING TO USE A NORTH EAST-BASED TALENT BANK PLATFORM AS A CASE STUDY

A digital platform that lets live performance venues find musicians and technicians, vet them, and seamlessly contract with them in just a few clicks.

MUSICIANS & TECHNICIANS

- Register and create a profile
- Showcase skills/ talents
- Set a rate
- Show availability
- List experience
- Search for and apply at upcoming events

VENUES

- Register and create a profile
- List an event and required skills/ resources
- Find required talent
- Negotiate a rate and sign an e-contract
- Automate payments
- Provide feedback on assignments

www.souterpoint.com/workshop

10-STEP OUTSTANDING OUTREACH PROCESS

1 **GOAL**
What you want to achieve

VALUE **2**
What you can offer

3 **AVATAR**
Creating your ideal prospect

RESEARCH **4**
Understanding the environment

5 **PROSPECTS**
Finding prospects to approach

ANCHOR **6**
Establish a bond

7 **HOOK**
Creating genuine interest

COPY **8**
Structuring your messages

9 **START**
Making your first outreach

RESPOND **10**
Following up

OUTSTANDING OUTREACH USES 'EMAIL' AS THE PRIMARY COMMUNICATION CHANNEL

91% of people use email daily

Customer acquisition by email is 40x higher than on social media

Email is FREE!

NO.1 GOAL OF OUTSTANDING OUTREACH IS...

...to gain agreement from your prospect to move to your next step

| Step 1 | Step 2 | Step 3 | Step 4 | Step 5 |

INITIAL PROPOSAL > INTRODUCTION CALL > DEMO > PROPOSAL > NEGOTIATION

BEFORE WE START…

1 No-one can hurt you

2 Not everyone you contact is going to be a fit

3 You'll get 20x as many people saying 'no' as saying 'yes'

4 It really is a 'numbers game'

5 It's not personal… it's business
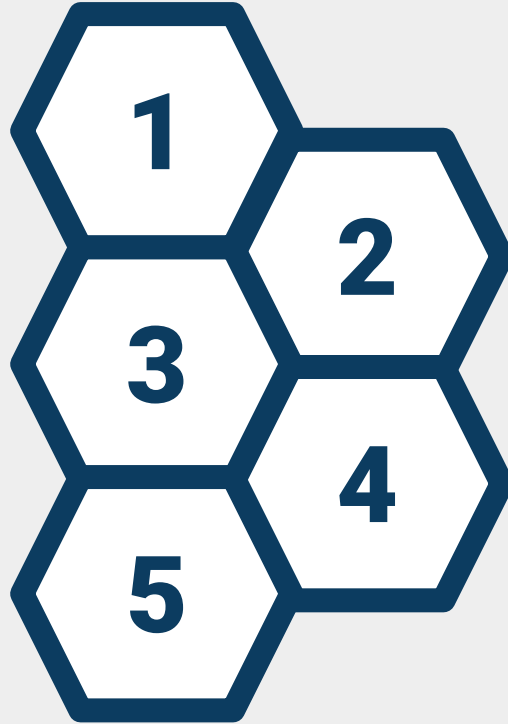
WHAT DOES YOUR 'TYPICAL' OUTREACH LOOK LIKE?

Enquiry `External` Spam ✕

katie@
to me ▾

Mon, 3 Apr, 17:44 (14 hours ago)

Hi Gareth

I am sending you a personal note re Dynamics 365, as I researched your details on LinkedIn and as Managing Director you might be interested in our support, as we have been helping clients and partners with their Microsoft dynamics 365 challenges.

We have been assisting many clients and partners who are wishing to get the most out of their CRM or ERP system and have helped them solved issues with: initial set up, testing, integrating with other systems as well as custom development.

Do you think this could be of interest?

Kind regards,
Katie

- Is your business empowered to meet the challenges of tomorrow with the best in class technology?

Hi Gareth,

I am excited to introduce the all-in-one **WantStats Platform** to you! WantStats is a platform aggregating insights from multiple data sources, helping you **quickly uncover impactful data-driven insights.**

WantStats allows you to access data from multiple different sources, tapping into different sources such as surveys, customer support, sales, analytics, and more. With this wealth of data available to you, you can quickly identify the key metrics that matter most and start rolling actionable insights immediately.

What makes WantStats stand out is its ability to immediately surface insights and actionable decisions. The platform uses advanced analytics to generate visuals and real-time dashboards, making analysis and communication easier. Plus, the platform itself is highly customizable and designed for collaboration, ensuring that teams are quickly able to come to a consensus and make decisions.

If you'd like to learn more about the WantStats platform and how it can help you to uncover key insights while streamlining analysis and decision-making, please don't hesitate to reach out. I'd be happy to talk you through the features and benefits of the platform.

Looking forward to hearing from you soon.

Warm Wishes,

Amelia

Wantstat Platform Specialist

👋 **Gareth- LinkedIn - I need to speak with you?** ∑

anna@

to me ▾

Hi Gareth,

Is this your correct email address? I tried reaching out to you on LinkedIn, but sadly, I've hit my weekly request threshold. However, you can find me easily on LinkedIn by searching for Anna

Please confirm if I've reached the right inbox as I need to discuss a collaboration with you.

Best regards,
Anna

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Following up

WHAT DO YOU WANT FROM YOUR OUTREACH?

FOCUS ON 1 GOAL

FOR OUR TALENT BANK, WE WANT LIVE PERFORMANCE VENUES LOCATED IN THE NORTH EAST OF ENGLAND TO SIGN UP FOR A FREE TRIAL

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WHAT

1 THING

DO YOU WANT TO OFFER THAT IS OF VALUE?

THE MORE SPECIFIC, THE BETTER

Broad:
- Reach a lot of people
- Offer must have universal appeal
- Brand building is important
- Low conversion rate
- Expensive

Narrow:
- Focus on a specific niche
- Right audience with right message at the right time
- Lower reach
- More likely to convert as they better understand your offer

UK Visas and Immigration

THE OFFER:

- Study to model how changes in visa processing locations affect supplier cost bases so that value for money can be assured

THE PROJECT:

- Study to model 'what good looks like' on a new £90m procurement for visa services with varying degrees of digital transformation

Teleperformance

THE OFFER:

- Programme management services to support the opening of 21 new offices across Europe and Sub-Saharan Africa

THE PROJECT:

- Strategic sales project to identify how the company can protect revenues and expand into new markets

FOR OUR TALENT BANK, WE WANT TO FOCUS ON MAKING CONTRACTING AS SIMPLE AS POSSIBLE

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WHAT DOES YOUR IDEAL PROSPECT LOOK LIKE?

START BROAD, THEN DIAL IT IN

Industry — Which industry are you targeting? Are there any specific segments?

Geography — What part of the world can you realistically service?

Size — What size of organisation will benefit most from what you offer?

WHAT TYPE OF PERSON DO YOU WANT TO SPEAK TO?

Seniority

What level in the organisation? (usually the more senior, the better!)
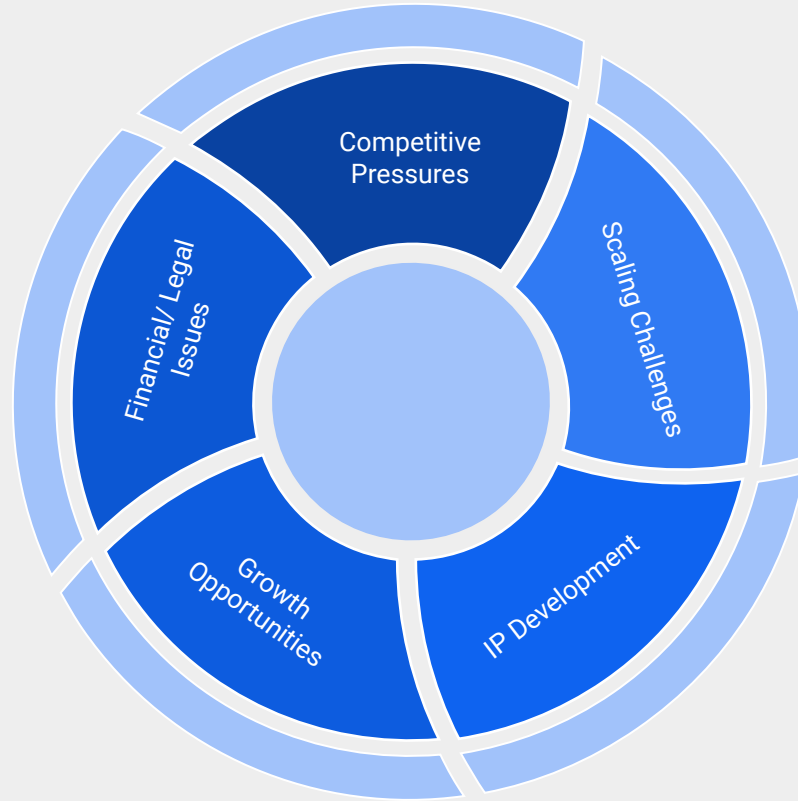
Department

Where is your business user located?

Role

What kind of job role uses what you offer?

WHAT IS THEIR CURRENT 'PAIN'?

CREATE YOUR AVATAR

Write a short brief of 150-200 words on what your ideal avatar would look like

It can help to give them a name, find a suitable image to represent them and come up with a few specific details that make them a good avatar and target audience for you

Avatar	About the avatar	Avatar challenges
Name Position Photo	Role description Professional experience	What is currently keeping them up at night? What challenges are they facing? What opportunities are they trying to address?

OUR TALENT BANK AVATAR

Avatar	About the avatar	Avatar challenges
Anthony Proctor Venue Manager	Responsible for running the venue on a day-to-day basis and supporting events and technical teams to ensure they have everything they need for performances. Has a background in performing arts so understand what it takes to put on a live show. Has also run several small businesses, so is familiar with the challenges of contracting and hiring.	Anthony is new to his role, and while he has significant experience of performing in live events and supporting them, he is now accountable for their success. Getting enough skilled technicians to put on a safe and spectacular show is always a challenge - especially when many don't turn up at short notice. He is concerned this may happen more frequently if he doesn't have a reliable way of contracting services in advance.

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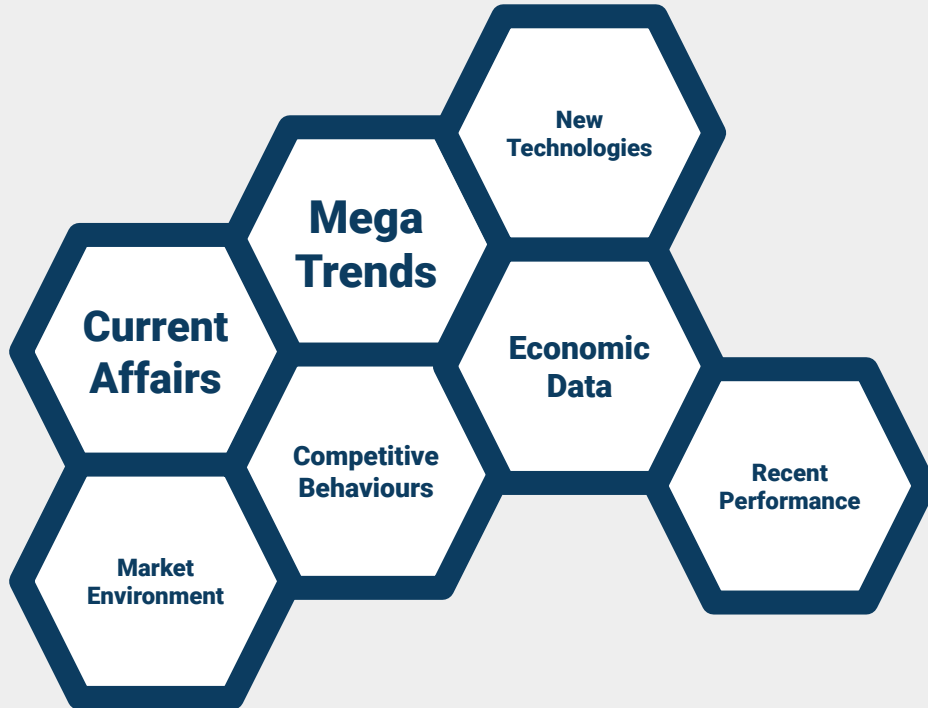Structuring your messages

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WHAT ELSE DO YOU NEED TO KNOW ABOUT YOUR AVATAR'S SITUATION?

THERE ARE MANY TYPES OF RESEARCH AND SOURCES

New Technologies

Mega Trends

Current Affairs

Economic Data

Competitive Behaviours

Recent Performance

Market Environment

- Experience
- Press
- Reports
- Conferences
- Papers
- AI
- Databases
- Intelligence

FOR ANTHONY, HE'S NOT ALONE FACING CONTRACTING CHALLENGES:

What are the consequences of poor contract management?
- Lack of clarity
- Poor monitoring
- Inadequate risk management
- Insufficient documentation
- Lack of skills

Significant shortages and delays put live events at risk:
- 69% of companies report a lack of workers, particularly on-site roles such as engineers, technicians, crew and riggers
- The pandemic caused an exodus of freelancers seeking work in other sectors… only half have returned to the Live Events industry full time
- Live Events Supply Chain…is now suffering from a 'perfect storm' of issues which is permeating every part

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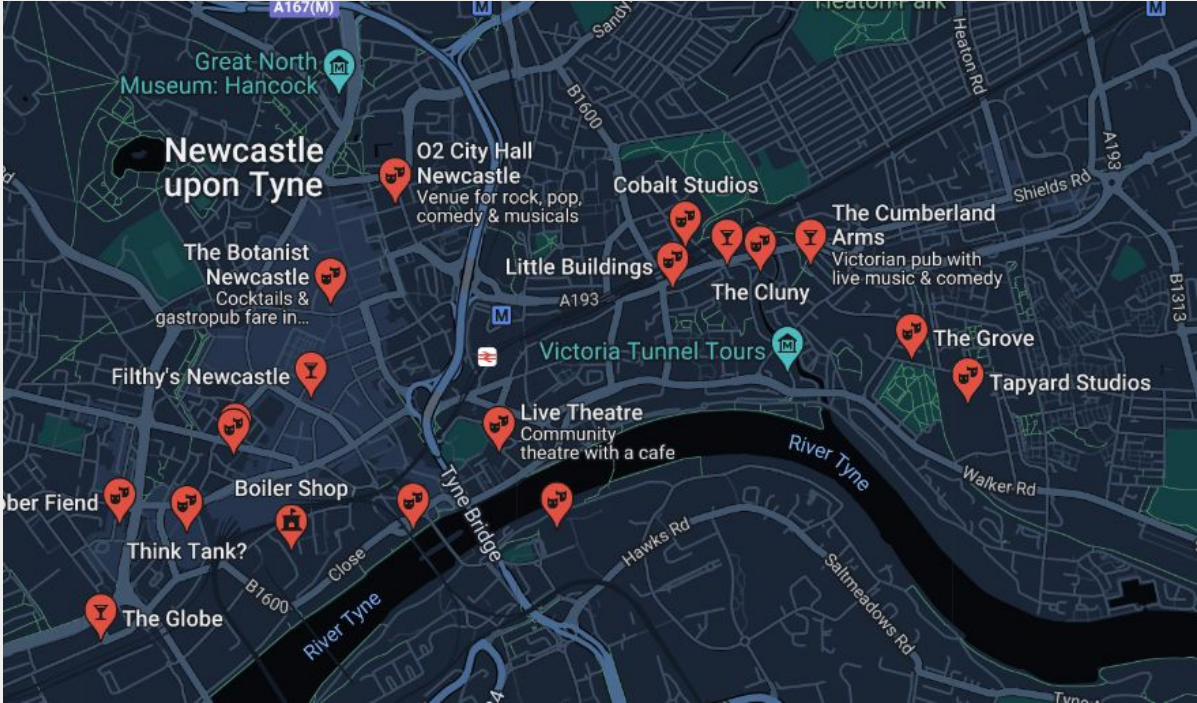Making your first outreach

10 RESPOND
Following up

FIND TARGET COMPANIES & PROSPECTS

Search Engines

LinkedIn

AI

Trade Journals

Podcasts

TEDTalks

Peers

Conferences

Your Experience

A QUICK GOOGLE SEARCH FOR '*LIVE PERFORMANCE VENUES IN NEWCASTLE*' RETURNED...

INTRODUCING YOUR HOT 25 BOARD

LIST THE ORGANISATIONS YOU WANT TO CONTACT

Start simply and list every organisation that you think could be interested in what you offer (don't over-think this!)

Refine this list as you conduct your research based on how well they fit your avatar, e.g. location, size, etc.

Aim for 15-20 organisations in a first pass

Right now, see if you can find at least 5 organisations

IDENTIFY ACTUAL PEOPLE TO CONTACT

1
prospect

Small businesses
or
Solo entrepreneurs

2-3
prospects

Medium-sized
organisations

5
prospects
max.

Large
organisations

Right now, see if you can populate 1 contact… but first…

FINDING EMAIL ADDRESSES ETHICALLY

Whatever possible, use the direct email of your prospect

Avoid using generic emails or web forms if you can (and only use as a last resort)

EXAMPLE

Direct email: gri@souterpoint.com ✅

Generic email: info@souterpoint.com ❌

IF A DIRECT EMAIL ISN'T LISTED ON YOUR PROSPECT'S WEBSITE, USE...

1

www.linkedin.com

2

www.hunter.io

3

www.apollo.io

4/5

- Search engines
- Your best guess

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ANCHORS ARE IMPORTANT TO ESTABLISH A RELATIONSHIP FROM THE OUTSET

Consumption-based	Promotion-based	Connection-based
Used their product/ service	Shared their content	Referral from a mutual acquaintance
Attended their event	Shared their product	An acquaintance featured them
Read their blog	Tell them how much you like their product/ service	You attended the same event
Listened to their podcast	Wrote a review	You're in the same space
Saw their webinar		You've worked for the same people
You got a specific benefit from them		

REMEMBER THESE 3 THINGS…

1 Anchors ***must*** be personalised to each prospect

2 Be ***specific*** to show you're a real human being

3 Be ***genuine*** to avoid sounding like a weirdo or creep!

FOR OUR TALENT BANK, WE'RE GOING TO USE AN ANCHOR BASED ON HAVING ATTENDED A LIVE PERFORMANCE AT THE VENUE

But we could've also used options like:

- Reading a review in a local newspaper
- Hearing about a locally-renowned personality we both know bragging about how great the event was
- A blog post from someone who attended the event

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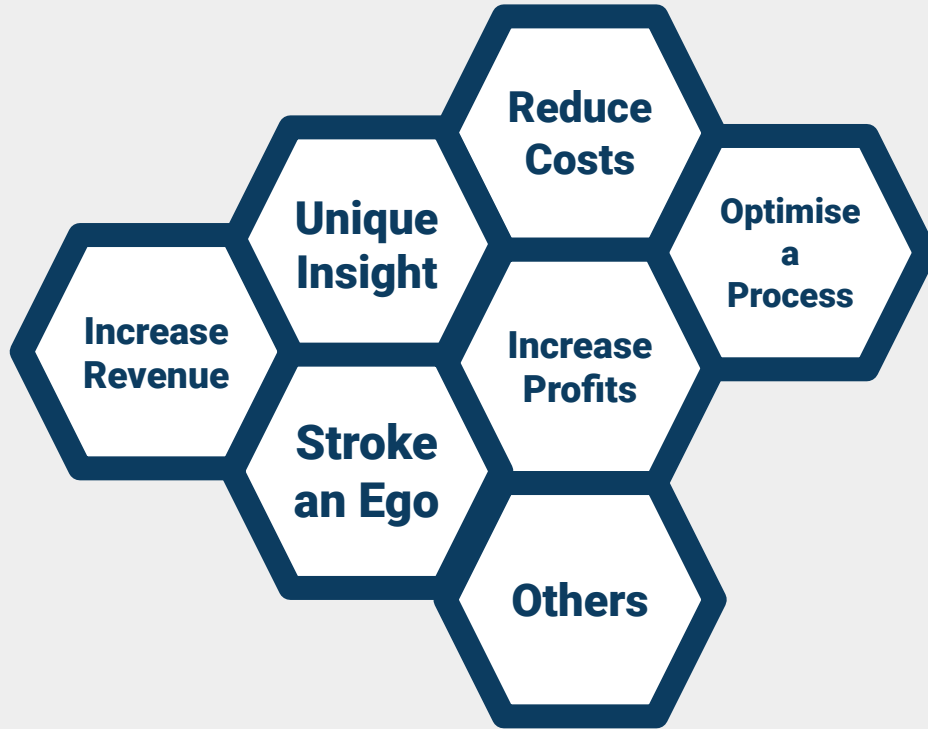Structuring your messages

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DEVELOP A 'HOOK' FOR EACH PROSPECT

Reduce Costs

Unique Insight

Optimise a Process

Increase Revenue

Increase Profits

Stroke an Ego

Others

- Hooks can be specific to 1 prospect or a group of prospects with similar needs
- Your Value must relate to your hook

WE'RE GOING TO PROPOSE *'OPTIMISING A PROCESS'* AND MAKE IT EASIER TO CONTRACT WITH TECHNICAL RESOURCES WHEN PUTTING ON A LIVE EVENT

We could've also used options like:

- Reducing the cost of hiring event technicians
- Having consist legal and commercial cover when hiring event technicians
- Being able to find exactly the skills they need to put on a variety of events

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YOU'LL NEED TO CREATE 5 PIECES OF CONTENT

1 **THE INITIAL PROPOSAL** Your first piece of outreach

2 **THE FOLLOW-UP** A polite 'bump' after 2 working days

3 **THE RECAP** Outline your proposal one more time after a further 3 working days

4 **THE LAST CHANCE** Final contact if you hear nothing after another 3 working days

5 **THE REFERRAL** Would someone else they know be interested?

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8 ITEMS TO CREATE FOR THE INITIAL PROPOSAL

i   SUBJECT LINE

ii   THE 'ANCHOR' & 'HOOK'

iii   DEMONSTRATE INSIGHT

iv   EXPLAIN THE ISSUE

v   AGITATE IT

vi   OFFER A SOLUTION

vii   WHAT YOU GET OUT OF IT

viii   CLEAR, UNAMBIGUOUS CTA

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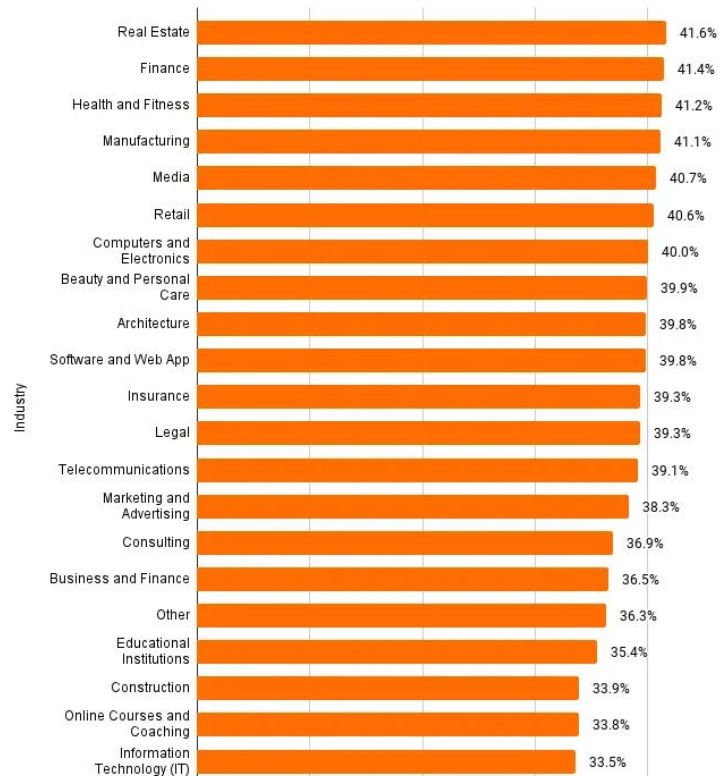**vi**   OFFER A SOLUTION

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100% OF UNOPENED EMAILS ARE NEVER READ

AVERAGE EMAIL OPENING RATES:

- 21.3% (MailChimp)
- 21.5% (Campaign Monitor)
- 36.4% (Constant Contact)
- 38.5% (HubSpot)
- 39.7% (Smart Insights)
- 41.3% (MailerLite)

Average Email Open Rates by Industry

Industry	Open Rate
Real Estate	41.6%
Finance	41.4%
Health and Fitness	41.2%
Manufacturing	41.1%
Media	40.7%
Retail	40.6%
Computers and Electronics	40.0%
Beauty and Personal Care	39.9%
Architecture	39.8%
Software and Web App	39.8%
Insurance	39.3%
Legal	39.3%
Telecommunications	39.1%
Marketing and Advertising	38.3%
Consulting	36.9%
Business and Finance	36.5%
Other	36.3%
Educational Institutions	35.4%
Construction	33.9%
Online Courses and Coaching	33.8%
Information Technology (IT)	33.5%

CREATING YOUR EMAIL SUBJECT LINE

GOOD EMAIL SUBJECT LINES:
- Are between 36-50 characters
- Demonstrate value
- Are relevant to the recipient
- Use active language
- Are time sensitive
- Personalised

THINGS TO AVOID IN B2B SETTING:
- Emojis and too much punctuation
- Over familiarisation
- 'Creativity'
- Bait-and-switch
- ALL CAPS

YOU CAN ALSO A/B TEST EMAIL SUBJECT LINES TO SEE WHAT GETS THE BEST RESPONSE

WHAT DOES A GOOD EMAIL SUBJECT LINE LOOK LIKE?

Grow your [*insert business name*] in new markets - here's how

Take advantage of [*insert here*] opportunities today

New [*industry*] regulations - stay compliant, find out more

The North East's best upcoming [*business type*] - learn more

Never get let-down by [*problem*] ever again - 3 ways to achieve this

FOR OUR TALENT BANK, WE'RE GOING TO A/B TEST THE FOLLOWING...

Hire technicians for your next live performance on autopilot

Automatically contract with live performance technicians - here's how

What if you could hire live performance technicians in just a few clicks?

Take the hassle out of technician contracting (see your special offer inside)

8 ITEMS TO CREATE FOR THE INITIAL PROPOSAL

i — SUBJECT LINE

ii — THE 'ANCHOR' AND 'HOOK'

iii — DEMONSTRATE INSIGHT

iv — EXPLAIN THE ISSUE

v — AGITATE IT

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A GOOD 'ANCHOR' AND 'HOOK' SHOW YOU'VE DONE YOUR HOMEWORK ON YOUR PROSPECT

Develop your 'anchor' and 'hook' from your Avatar and Research (Steps 3 and 4)

MUST be personalised to each prospect

Be specific

Show genuine interest… but don't be creepy!

OUR ANCHOR AND HOOK

ANCHOR:

Having attended a live event (consumption-based anchor)

HOOK:

Make it easier to contract with technical resource when putting on a live event

ANCHOR:

Saturday night's event at [xxx] was one of my highlights of the year, particularly when the strobe lighting fired during the encore - you must've had the best stage technicians in the business to pull that off the way you did - bravo!

HOOK:

Finding technicians of that quality is only part of the challenge however - actually contracting with them so you have commercial and legal cover for your event can be massively time-consuming.

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USE YOUR RESEARCH TO DEMONSTRATE REAL INSIGHT - HERE WE SHOW WE UNDERSTAND HOW CHALLENGING THE PROSPECT FACES

INSIGHT:

Many venues will try to use the same technical crew as often as they can, but sadly, in these post-COVID times we're seeing too many excellent people leave our industry to work in more stable jobs. It's getting harder and harder to find the right people when you need them.

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NOW FOCUS ON THE PROBLEM YOU SOLVE

You outlined this in Step 3 when you created your avatar

It's extremely important to focus on the CHALLENGE OR PROBLEM your prospect is likely to be facing and AVOID talking about your 'solution' at this point

Your job is to ensure your prospect is on the same page as you and recognises the problem (known as being 'problem aware')

SWITCH GEARS TO START TALKING ABOUT THE CHALLENGES/ PAIN POINTS YOU SOLVE

Use a 'gear switch' phrase:
- *"…which is why I'm reaching out as I'm working on something I think you'll like."*

- *"…but there are alternatives, which is why I'm reaching out."*

- *"…which brings me to something I think you won't want to miss."*

EXPLAIN THE ISSUE:

Which is why I'm reaching out as I'm working on something I think you'll like.

Getting the right technical support for a major event is tough, even in the best of times.

You've got to source experienced people with the right skills and make sure they're available at the times you need them.

Then there's the contracting admin, which can take hours.

It's a lot of work when you're already extremely busy.

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AGITATE YOUR PROBLEM TO REALLY MAKE IT HIT HOME

Your prospect may relate to the problem, but here's where you really turn the screw!

Make it crystal clear the consequences of not addressing the problem

Even better if you can point to data to support your points

AGITATE IT:

And if a key technician simply doesn't turn up as expected because you don't have a signed contract in place, it jeopardises your entire event.

This happens more than we would like, with research from Event Industry News showing that 69% of venue experience technician contracting challenges.

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NOW INTRODUCE YOUR SOLUTION BY SHOWING THE PROSPECT HOW IT CAN ADDRESS THEIR ISSUE

You're still not being overtly sales-y at this point

More you're painting a picture of how the world looks with the problem solved

And only then are you introducing your offer, based on Step 2 when you outlined the value you offer

OFFER A SOLUTION:

But what if you could effortlessly access a pool of vetted live event technicians, with 1-click contracting to ensure you've got the right people in place for your event… and the legal cover to redress the situation if something does unexpectedly go sideways?

We've solved this challenge at Souter Point by creating the North East's only talent bank for vetted technical experts used to put on major live events.

You can search for the skills you need, see who is available and what they cost, then hire them by signing an electronic contract within minutes from any device.

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BE CLEAR ON WHAT YOU GET OUT OF THIS

You're highlighly unlikely to be doing this out of the goodness of your heart!

You set your Goal in Step 1

How do YOU stand to benefit?

WHAT YOU GET OUT OF IT (PLUS ANY TIME-SENSITIVE OFFERS):

We're offering you an opportunity to trail of this service free of charge for 1 month, and if you'd like to stay it costs £99.95 per month thereafter and can be cancelled at any time with just 1-month's notice.

This offer is only available until the end of this month, after which the post-trial monthly charge goes up to £149.95.

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WHAT DO YOU WANT YOUR PROSPECT TO DO?

It's crucial you have ONE clear, unambiguous call to action (CTA)

Do you want your prospect to:
- Learn more
- Request a free sample
- Download a report

Best for initial outreach >>> recommended for first contacts

- Book now
- Sign up
- Buy here

Best when the prospect 'knows' you >>> use at the end of an email sequence or if you've had an offline interaction

- etc.

CALL TO ACTION:

Can we schedule a call to discuss how the talent bank can help your business save time, money and hassle when hiring technical experts for your next event?

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3 THE RECAP Outline your proposal one more time after a further 3 working days

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5 THE REFERRAL Would someone else they know be interested?

WHY FOLLOW UP?

+65%

Following up just once increases response rates by 65%

2-3x

Following up three times increases response rates by 2-3x

THE FOLLOW UP IS A POLITE REMINDER TO NUDGE THE PROSPECT INTO RESPONDING

The Follow Up should be sent 2 working days after the Initial Proposal

Reply to the original email you sent so your prospect gets the full email trail

Keep it short, avoid being pushy, and succinctly recap the value you're offering

Hi [name],

Just bumping this to the top of your inbox.

If you'd like to learn more about how you can get the right technical contractors for your events without the hassle of sourcing, vetting and contracting with them yourself, just reply to this email and I'll send you details on how.

1   **THE INITIAL PROPOSAL**   Your first piece of outreach

2   **THE FOLLOW-UP**   A polite 'bump' after 2 working days

3   **THE RECAP**   Outline your proposal one more time after a further 3 working days

4   **THE LAST CHANCE**   Final contact if you hear nothing after another 3 working days

5   **THE REFERRAL**   Would someone else they know be interested?

THE RECAP IS A MORE DETAILED FOLLOW UP THAT RE-EXPLAINS YOUR VALUE

The Recap should be sent 3 working days after the Follow Up

Reply to the Follow Up email you sent so your prospect gets the full email trail

Be more direct in your wording and introduce a sense of urgency

Recap your value proposition and CTA

Hi [name],

I wanted to follow up with you on this one last time.

I would love to help you source experienced, vetted contractors for your next events in a way that'll be quick and easy for you (if that's a top priority for you right now).

We've solved this challenge at Souter Point by creating the North East's only talent bank for vetted technical experts used to put on major live events, where you can search for the skills you need, see who is available and what they cost, then hire them by signing an electronic contract within minutes from any device.

We're offering you an opportunity to trail this service free of charge for 1 month, then it's £99.95 per month thereafter and can be cancelled at any time with just 1-month's notice. This offer is only available until the end of this month, after which the post-trial monthly charge goes up to £149.95.

Do you want to find out more about how to take advantage of this offer?

Just hit 'reply' to this email and I'll show you how.

1 THE INITIAL PROPOSAL Your first piece of outreach

2 THE FOLLOW-UP A polite 'bump' after 2 working days

3 THE RECAP Outline your proposal one more time after a further 3 working days

4 THE LAST CHANCE Final contact if you hear nothing after another 3 working days

5 THE REFERRAL Would someone else they know be interested?

A FINAL EMAIL TO GIVE THE PROSPECT ONE LAST CHANCE TO REPLY

The Last Chance should be sent 3 working days after the Recap

Reply to the Recap email you sent so your prospect gets the full email trail

The Last Chance assumes no interest and directly asks for feedback, with a subtle recap of the CTA

There is literally nothing to lose at this point so one well-worded email is worth sending to see what happens

Hi [name],

You obviously weren't interested in finding out how you can quickly and easily find vetted, experienced technicians for your next events.

That's ok, I understand. And no hard feelings!

If you have two minutes, would you mind telling me why not?

I'm constantly looking to improve and would love to learn from you.

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5 **THE REFERRAL** Would someone else they know be interested?

IF AT ANY POINT YOU'VE RECEIVED A 'NO', SEND A REFERRAL EMAIL

If your prospect has told you they're not interested in your proposal, ask them for a referral

They may know somebody in exactly the situation you can help

Don't leave it to chance that they'll refer you - explicitly ask for a referral!

Hi [name],

Thanks for letting me know that the talent bank we've created isn't something you're looking for right now.

If your circumstances change in the future, you can contact me any time by replying to this email.

And in the meantime, do you know of anyone else who may be interested in making their technical contractor vetting and contracting process quicker and easier?

If so, I'd be extremely grateful if you could put them in touch with me.

10-STEP OUTSTANDING OUTREACH PROCESS

1 GOAL
What you want to achieve

2 VALUE
What you can offer

3 AVATAR
Creating your ideal prospect

4 RESEARCH
Understanding the environment

5 PROSPECTS
Finding prospects to approach

6 ANCHOR
Establishing a bond

7 HOOK
Creating genuine interest

8 COPY
Structuring your messages

9 START
Making your first outreach

10 RESPOND
Following up

BUT BEFORE WE DO, ONE MORE THING...

Install Streak (free of charge) to get additional email activity insights

Shows when/ where emails were opened

Let's you understand if emails were forwarded

Can help in tweaking your email subject lines

(other more advanced features also available)

AND REMEMBER!

No-one can hurt you

1

2 Not everyone you contact is going to be a fit

You'll get 20x as many people saying 'no' as saying 'yes'

3

4 It really is a 'numbers game'

It's not personal... it's business

5

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Structuring your messages

9 **START**
Making your first outreach

10 **RESPOND**
Following up

HAVE YOUR RESPONSES READY TO GO

If the prospects responds directly to your CTA:
- Would you like to discuss further? >>> Send a few options for a meeting (or send a Calendly link)
- Do you want to receive a free sample? >>> Have it ready to go
- Are you interested in signing up today? >>> Send them your sign-up link

If the prospects comes back with a different response:
- Anticipate what they may ask, and have materials ready
- Note down expected objections and how you'll diplomatically handle them
- Decide how you want to respond to hostility (if at all)

AND FINALLY...

- Once you've contacted (and closed) your Hot 25, review your outcomes

- What worked well?

- What didn't go so well?

- What could you do different next time?

- Go back to your Hot 25 and start a new campaign

AND CONGRATULATIONS ON COMPLETING

OUTSTANDING OUTREACH

Please let me know what you thought is the workshop :)

All the best for growing your business!