

THESIS MAKING THIS COLD OUTREACH.

Cold Outreach and Follow-up Goal: Get them interested in my 15-minute case study for them (free value).

My Cold Outreach Target: 1:1 personal online fitness coach who helps people lose weight and achieve their fitness goals.

My Roadblocks: Break my character in their minds.

WHY: Most people HATE others cold calling them or sending them a message randomly.

WHEN: During cold calling.

WHERE: The platform I'm using to do cold outreach.

HOW: Most spammers only send ONE message, I send 2 follow-ups that intrigue them to BREAK their expectations.

RESULTS: Turn their big no into neutral and more interested into a 15-minute case study for them (value ladder first step, free value).

FIRST OUTREACH:

Hi [NAME], was checking out your posts and noticed a cool opportunity with your coaching offer.

Didn't want to overload you with a long message so I put together a short case study to show you exactly what I found that might double your ad revenue.

Do you have 15 minutes in the next couple of days to discuss this?

SECOND FOLLOW UP (3 Days Later):

Friendly follow-up. Checking to see if you have plans to grow your business with my leads-multiplying advertisement template. If so, we should definitely have a chat.

What's tomorrow like for you? 📅

THIRD FOLLOW UP (5 Days Later):

Hey [NAME], me again - considering this is the third DM, I am sure you are busy! (This is good). If you plan to flood your DMs with engaged leads this year it takes a TON of effort...If

you take 15 minutes, I can explain my ROOR Money Cycle to leverage your ads so you can focus on building your business.

Let me know what time works for you and I will make it happen. If it's easier, feel free to book a time directly here.

THESIS DOING THIS SALES CALL.

Case Study Goal: Get them interested in my offer.

My Offer: Help them to make social media content for free, find a “winning post” within 2 months and advertise it.

Target’s Dream Outcome: Get more organic leads in the long term, and have more free time focusing on his business.

Target’s Time Input: 2 months.

Target’s Effort & Sacrifice: Advertisement fee.

Target’s Likelihood of Achievement: Mid to low because it’s free.