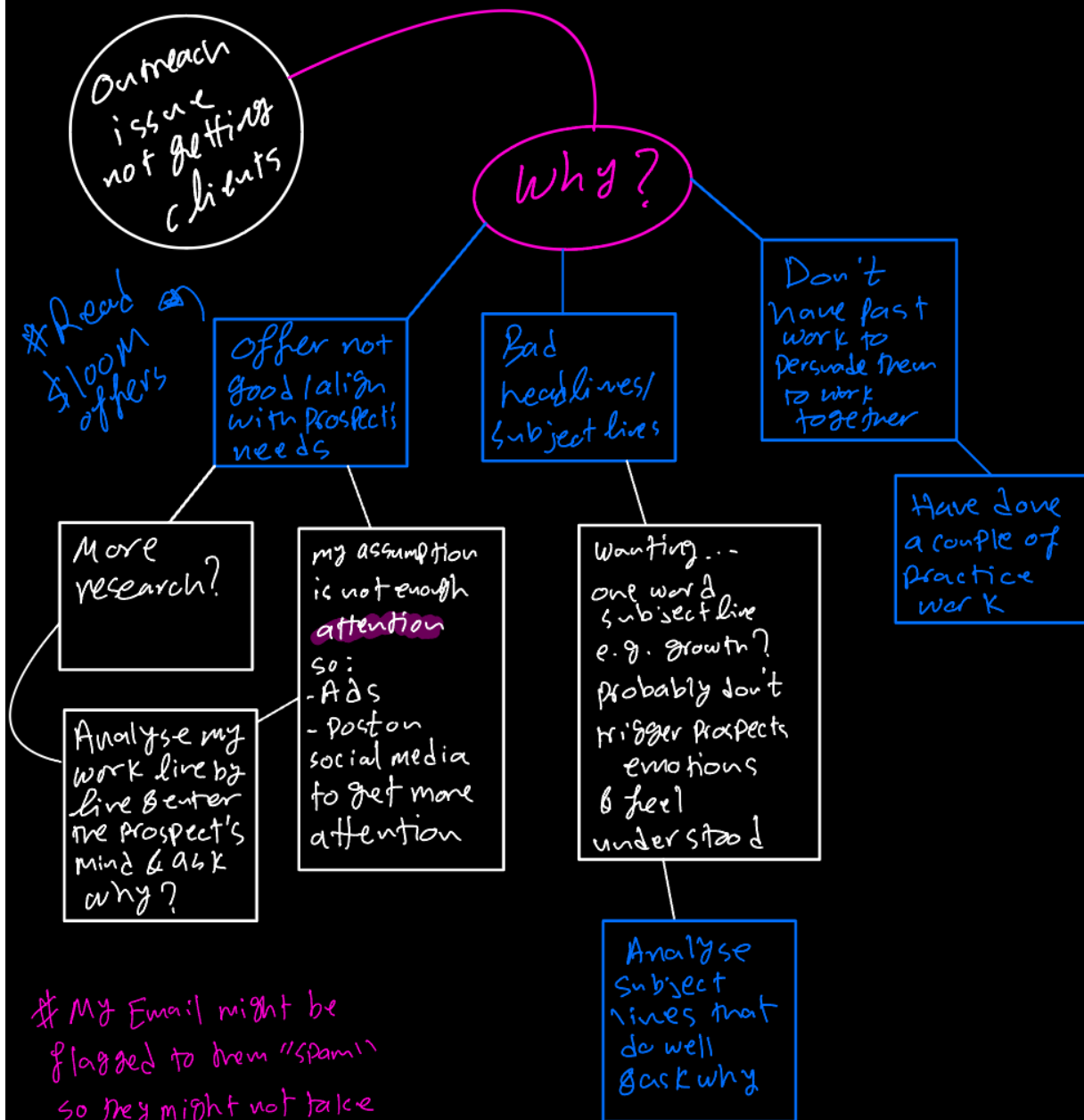


I have got a client, but not %100 as I have got a sales call with that person on Saturday this week, and I know I can close him, as I've got a couple of ideas for his business, but need to understand his business and where he wants to be to ensure that one of the ideas might work. My assumption is he has attention issues.

Anyhow my main issue is not getting more clients, even after sending more than 100 outreach messages "cold emails," and the reason is because I think my outreach and headlines/ subject lines don't trigger them to take action as well as don't match what they need.



My Email might be flagged to them "spam" so they might not take action.

→ How can I know?

→ Should I change the approach to DMs on:

- WhatsApp?
- Facebook messenger / Instagram?

- **Dreamer:**

- Analyse the offer and see from the prospect's perspective and why I wouldn't go with that offer
- Read \$100M offers by Alex Hormozi to know how to write a grand slam offer following the value equation
- Analyse newsletters' subject lines or headlines and ask why would I choose to read this? How did they trigger me from their subject line to read the newsletter? How could I implement the same thing to my outreach messages to target businesses or local biz?
- Do more research by going through ChatGPT and Bard doing a swot analysis and google to actually know and assume they would need that service or that idea to solve their problem.
- Test different subject lines by going with one word, two words and three words max. collect data and analyse each to know which one performs better and why.
- The outreach message might not be convincing or persuading them to take action, but it might be an interesting one. How to push it to a level where they would say "finally someone understands my pain and I want them to work with me to solve that issue."
- Ask myself before sending that outreach "does it actually help solve their problem or not, and why?"
- Businesses or local businesses have the same issues? Write the same outreach with the same ideas to speed up the process of outreaching to more people and test different subject lines.
- Get a new email to make it only for cold emails.
- DM people/ businesses/ local biz on social media, e.g, WhatsApp, Instagram, Snapchat, or Messenger.
- Analyse my work from a business owner, and ask "What would a business owner do to write a killer outreach to other businesses or people to help them with their issues?"
- Use AI tools to send more outreach messages within a day, i.e 500 at the same time to save time, like manychat, or Drippi
- Prospecting the right businesses who are actually in need of my service.
- Getting help inside TRW.

- **Realist:**

- To write a killer offer that would serve my prospects, I'd read the \$100M offers to understand how to package and write an offer in my outreach to ensure that the prospect will go with a sales call with me and close them easily and effectively.
- Do more research to understand the pain points of every business or local biz and do swot analysis and gather information from Google to be equipped with every possible thing to write an offer based on those findings to close a new client.
- Work on writing subject lines or headlines to attract attention and let them open the email or DM and take action. How? By testing different ones one word to

three words max and collecting data to evaluate them, analysing other businesses' subject lines from their newsletters.

- Get to go back to my notes of copywriting and email copywriting to understand how to persuade businesses or local biz to work with me.
- Use AI tools to send more outreach messages in a short period of time.
- Help from Professors, experts and fellow entrepreneurs inside TRW.

- **Critic:**

- Reading \$100M offers would open my eyes on how to write a grand slam offer that would help me with my services and close deals.
- More research to understand my avatar and their pain points and how to help them using Google and AI would put me in a good position to know how I can use my services to help those prospects after finding them and assuming they would have that issue.
- Get to go back to my copywriting notes to understand how to write subject lines to trigger emotions and how to use one to three words max using fascinations to let the prospect open the email or DM and close them at that time.
- Use AI to evaluate my outreach before sending it, and probably use AI tools to send more outreach in a short period of time.
- Help inside TRW from professors, experts and fellow entrepreneurs.

- **The solution would be:**

- First go through the book from Alex Hormozi "I've got it" and finish it to understand how to write a grand slam offer that would help me to close clients -> would take me less than a weekend to do that + take notes.
- Then use the above info from the book + doing research to understand how to use my services to help those prospects whether businesses or local biz who have that problem.
- Review my notes of copywriting to write subject lines to attract prospects to open and read the body of the message and let them respond to close them.
- Start testing different subject lines with offers that align with the prospect's needs to close them and start getting clients online or local biz.