

Outreach — Reaching Checkpoint #6

How to identify the unknowns and assumptions

I know what I need to do to reach my checkpoint of booking a sales call but there are some unknowns and objections I have to address along the way:

- How can I MAKE SURE I catch their attention and show up with something valuable?
- How can I lead and scale the conversation?
- How will I position my offer so it's valuable enough for them to take time out of their day and get on a call with me?
- How can I indirectly signal status and project insane amounts of value to the prospect?

Preemptively solve the unknowns you can

- Social Media Campus Outreach Guide – 7 examples to reach out to businesses (in your notes) check if you need to re-learn.
- Business Mastery Outreach Guide – Emphasis on making it ALL about them and including as much WIFM as you can, showing up like a friendly, un-salesy G.
- BootCamp Level 4 – Module 4 Covers a lot of the scaling & escalation, offer something they want, and how to make believable claims. –Check Notes, re-learn if there's a slight part of the process you can't grasp.
- BootCamp Level 4 – Module 5 also covers a lot of the details about getting on calls, the “doctor frame” and important questions, as well as how to signal status, competence and handle objections.

Risk Determine testing strategy

- The opportunities are practically infinite, there's a MILLION prospects out in different markets, the only problem is, if you get really good in a market but burn through your prospects...
- The upsides and downsides of getting it wrong are:
 - **Downsides:** You learn from your mistakes as long as you OODA loop, and you can identify different variables as to why none of your messages were read. (market, how to talk to the prospects, offers, difference between the prospects trying to grow their online pages or scale their services...) **But worst of all, you**

burn out through a whole niche and you lose the opportunity to make money...almost forever with that niche.

- **Upsides:** you refine your outreach strategy, you effectively figure out what triggers and variables come into play when creating and making an offer interesting, which you can later use in practically ANY market (after adjusting to market conditions obviously) and know what prospects want, need and desire.

Bonus: You land a client, get to prove yourself and get paid.

If abundant and low downside...

- **“Recon By Fire”**
- A/B Test with different variables such as opening lines, including a compliment or not, changing the CTA from “open to learning more?” to “open for a quick chat?” or small little things you think could make a difference.
- **TEST IT FAST.** Use it in your outreach today.

Scientific Method — Outreach

1. Create a hypothesis

I think that IF I give the prospect just enough valuable information teasing the outcomes my offer can bring to their business without giving everything away/revealing it too much...will grant me more responses.

2. Design a test

- Same outreach message, name first, small, personalised and REAL compliment, drop STRAIGHT into value, BUT instead of making it a bit too lengthy, keep it at 4 lines, and tease the specific outcome coupled with a curiosity bullet [x number of x strategy = outcome] “want to learn more?” BOOM. New test.
- **Old:** Hey [Name] [specific compliment] [teasing the solution/presenting the offer] [letting out A LOT of information] “open to learning more?” 5-6 chunky lines.
- **New:** Hey [Name] [short, concise, specific compliment] [teasing outcome + revealing just enough info so their brains can latch on to it and “confirm” the authenticity of the statement] “want to learn more?/open for a quick chat?”

3. Measure Results.

4. Either stick with the test, or create a NEW hypothesis.

- New test if the hypothesis brings more results, if so, in the future create a hypothesis of the current hypothesis and keep testing till you strike gold, maximum efficiency.