

OUTREACH

Problem - no response from my cold outreaches.

CRITICAL thinking:

The machine I am using isn't working as expected so I did a deep analysis and I found the issue. Every outreach I have sent includes me asking for a compensation for the results I am going to bring and the reader instantly understands that I need money. They can smell my true intention while not having enough info about me, what I could do and how well I could do it.

REALISTIC thinking:

In order to receive a response I need to realize that those people are busy. They probably have a family to take care of, they have a business to run, they have a team to manage and at the same time they are using their email space to stay in touch with potential clients or important business partners. And then, there is that one random unexpected email which takes some of his valuable time. What would make him actually dedicate time to even read that email outreach???

IMPLEMENTING SOLUTION:

Make it exciting for them. The same way every person has that "inner child" and when they receive a wrapped gift that curiosity is awakened - "What could this be?".
Make the subject almost surreal - "free marketing gift".
Make the content focused mainly in their own benefit.
Make them feel like they would LOSE if they don't get in touch or maybe they would just stay in the same situation.
Make them realize that it wouldn't cost them anything and it's completely free.
The only requirement is a testimonial but if they are unsatisfied they are not obliged to give it so eventually it's a win-win situation.

Now it's time to rewrite my cold email outreach and do this process over and over again.

