

OUTREACH IDEAS

GOAL: Land at LEAST one NEW Coffee Date out of 10-20 Reach Outs!

COLD OUTREACH

Prep: (Minimum homework needed)

👉 ***Find something they're known for.***

Example: Fitness space. Maybe it's their transformation story, a viral before/after post, or their signature workout method.

👉 ***Who's their exact target market?***

CrossFit dropouts? Busy moms? Corporate executives?

👉 ***What're their main program names and price points?***

The rookie method: (Not recommended) - Done Through Email

Subj: Your 6-Week Shred Program

Hey Sarah!

Just tried your metabolic finisher workout from Instagram. Holy s#!. My legs are DEAD. But in the best way possible.

-Mike

STFU

Their reply: Thanks Mike! Glad you enjoyed the workout!

My reply:

Love how you break down complex movements into bite-sized pieces.

Quick question - you still taking on coaching clients?

With your permission, I'd like to hand-deliver already-enrolled clients to your door for the 6-Week Shred.

You only pay a percentage after they show up in your program, credit card already charged.

I'd likely only be able to do it if we could deliver 10-15 pre-sold transformation clients monthly. (We handle all the marketing and sales.)

I dunno if you've got the bandwidth to coach that many new success stories?

-Mike
STFU

They'll usually ask: How's it work? What's the commission structure? etc...

The RELATIONSHIP Method:
(This is how you slide into those DMs like a pro...)

Me: Hey hey! 🔥

Me: Just did your metabolic finisher workout from IG. My legs feel like jello but I'm lowkey addicted.

(chill)

Them: Awesome! Thanks for trying it out!

Me: For sure! Been binging your content lately. You still doing 1-1 coaching?

Them: Yes! Going on 3 years now.

Me: 3 years! Has the fitness industry driven you insane yet? 😂

Them: Haha no way! I live for this stuff.

Me: I can tell! Your before/after posts are insane. Is the 6-Week Shred your main program?

Them: Yep! Just updated it actually.

Me: Oh yeah? When did the new version drop?

Them: About a month ago.

Me: Must be crushing it then. Guessing your DMs are probably flooded after that launch?

Me (wait a beat): Actually... if you've got room for more transformation stories...

Me (wait): With your permission, I'd like to hand-deliver already-enrolled clients to your door for the 6-Week Shred.

Me (wait): You only pay a percentage after they show up in your program, their credit cards already charged.

Me (wait): I'd likely only be able to do it if we could deliver 10-15 pre-sold transformation clients monthly. (We handle all the marketing and sales.)

Me (wait): I dunno if you've got the bandwidth to coach that many new success stories?
STFU

Them: Interesting... how exactly does this work?

Me: Good question - and honestly, it depends.

Me (wait): I see the 6-Week Shred is \$997. If we could deliver 10+ pre-sold clients monthly, there might be something here. Not sure if that's realistic for your coaching capacity?

Me (wait): If you're open to exploring it, we could hop on a quick Zoom, grab virtual coffee, and see if there's a fit?

Them: Down to chat. Want my Calendly link?

See the key differences from the "rookie method"?

- Building real rapport first
- Using strategic pauses
- More natural conversation flow
- Same powerful offer, but delivered after connection
- Still ending with that coffee invite

WARM OUTREACH:

EMAIL VERSION:

Email 1 (From Me):

Subject: those mom transformation posts tho 🔥

Yo Jessica!

Been a minute. Your recent post about helping busy moms get their pre-baby bodies back had me dying 😂

Quick question - what's your monthly capacity looking like these days for Mom Body Reset?

-Mike

Email 1 (From Them):
Hey Mike!

Thanks! Yeah that post definitely struck a nerve haha.

We can take on about 10 new clients a month right now. Program's still at \$3k.

-Jessica

Email 2 (From Me):

So that's like a \$360k annual gap I might be able to help with.

Been cooking up this new done-for-you client system. We handle all the marketing AND sales calls.

You literally just wake up to new clients in your program. Credit cards already charged.

Only pay us a percentage after they show up.

Not sure if you'd even want that many pre-sold transformation clients though?

If you're open to exploring it, here's my Calendly:
[Link]

Rather show you how it works than try explaining over email.

Plus got some ideas specifically for the mom market that might interest you.

-Mike

Email 2 (From Them):
This is really interesting Mike! Just booked a slot for Thursday.

Quick q before we chat - what kind of percentage are we talking about?

Best,
Jessica

DM VERSION

Me: Hey Jessica! Been a minute.

Me: Your recent post about helping busy moms get their pre-baby bodies back had me dying 😂

Them: Haha thanks! Yeah that one definitely struck a nerve with some people

Me: I bet! Your comment section was nuts...

Me: Quick q - what's your monthly capacity looking like these days?

Them: We can handle about 10 new clients a month

Me: Perfect timing then. Mom Body Reset still \$3k?

Them: Yep! Just updated the program actually

Me: So that's like a \$360k annual gap I might be able to help fill...

Me: Been cooking up this new done-for-you client system. We handle all the marketing AND sales.

Me: You literally just wake up to new clients in your program. Credit cards already charged.

Me: Only pay us a percentage after they show up.

Me: Not sure if you'd even want that many pre-sold transformation clients though?

Them: Actually yeah, that sounds interesting! How's it work?

Me: Probably easier to show you than try explaining in DMs...

Me: Plus I got some ideas specifically for the mom market that might interest you.

Me: Here's my Calendly if you wanna grab virtual coffee this week?