

Outreach Checklist: Inspired by the [“Top 29 Mistakefs HU Newbies Make With Cold Outreach”](#) created by Belmin. Do you have these essential things, or consider them while writing your outreach? If you aren't, you are placed in a scorching desert, endlessly searching for clients, but you will NEVER find one. Check off every single one before clicking the send button to your prospects.

- ☐ Are you coming off as too *salesy*? Link to *salesy* words that you should never use:
[List of Salesy Words](#)
- ☐ Are you only talking about yourself and YOUR story instead of the prospects desires/problems?
- ☐ Before you send the outreach do you have a mindset of scarcity/desperation: “Man, I pray to God that they respond.” “I need them to respond as quickly as possible.” OR a mindset of abundance: “If they don’t respond, that’s ok. I’ll just keep outreaching until I get one.” “Oh, I sent ‘X’ amount of emails already? A few more won’t kill me; there are relationships to establish.” Clients can **sense** which one you are!
- ☐ You don’t know all the different FV types you can offer. There are more types of FV than just newsletter emails, such as DIC emails to sell more products to their email list, captions to direct people to the link in the bio, video script ideas for IG content, Headline ideas for either their lead magnet or sales page, etc.
- ☐ Don’t offer “help” to them; instead, just point out their pain/desire and what they are missing, then tease VALUE.
- ☐ Have you niched down enough so you’re not reaching out to people who don’t already have thousands of emails and 500K plus followers?
- ☐ Are you consistent with sending outreaches and sending them every day until you reach your goals?
- ☐ Are you sending out TOO many outreaches without stepping back and asking the essential questions? “Is my outreach engaging/intriguing enough?” “Where am I attacking their pain/desire in the email?” “Is it specific enough to their business, or can it be sent to anybody?” “Do I really understand who I’m outreaching?” “Have I done enough research on their market?” “What would I like to help them with exactly?” “Who is the best in their niche, and how can they improve/eliminate their setbacks?”
- ☐ Is your complement too formal or fan-boyish? Find something in-between.
- ☐ Are you stroking their ego in the compliment and mentioning how the prospect is a positive force for their audience and the world?

- ☐ Does your compliment have substance, and is it specific to the prospect?
- ☐ Are you mentioning how you found them first and not simply jumping into the compliment, story, or pitch?
- ☐ Are you coming up with a unique story of how you came up with the FV?
- ☐ Are you introducing your idea with uniqueness and mystery? Instead of simply writing, "Hey, I came up with some FB ads." Say something more intriguing like, "I was influenced to write 'Blue-Tunnel' samples because of..." Don't copy this precisely because that's how the "flare" is ruined, but do you see the difference?
- ☐ Are you explaining the actual benefit instead of saying the cliché, "I'll help you increase sales?"
- ☐ Are you just explaining what the FV is, OR are you teasing the unique mechanism (how it works) and then explaining the benefit ("what's in it for me?")
- ☐ Do you mention WHY you decided to make the FV? If not, it will cause mistrust and suspicion. Develop a believable/legitimate way to explain why you made the FV.
- ☐ Are you offering FV that is not specific to the prospect or that they can't test out immediately? For example, don't offer emails to a business that doesn't even have a newsletter.
- ☐ Are your CTAs vague? For example, "Feel free to reach out.", "Let me know what you think.", etc. Either ask a direct and specific question or tell them exactly what to do. For instance, "Would you like me to send it over?" (That is just an example, do not use that one; it's been burnt out and overused).
- ☐ Are you immediately asking for the call without giving value first? Well, this doesn't work. Why? Because you have not displayed any form of value. The reason why sending the FV first is so compelling is that you show your skills and value.
- ☐ Are you getting a response but immediately asking for the call with no valid reason instead of teasing another "unique mechanism" first? A better way to get them on a call is to analyze their website or social media once more, find a specific issue or opportunity for them, and TEASE that to persuade them to hop on a call with you.
- ☐ You imply you have already made the free value and are "keeping it from them" which triggers their bullshit detectors. If you received a reply, "Why didn't you send it in the first email?" This occurs when you imply you've already written it and are consciously keeping it from them, which fires off their BS detectors. Fortunately, there is a way to turn

this around by saying, “I don’t like sending over random documents to people who may not want them.” Again, don’t use this specific sentence. Be creative and invest brain calories into your own unique response.

- ☐ Have you put “copy,” “copywriting,” or “marketing” in your email address or outreach? Well, you don’t want to. Why? Because these types of words trigger a prospect’s sales guard and repel them from working with you. Remember the first point about coming off too *salesy*?
- ☐ Have you used **bold**, CAPS, *italics*, or excessive spacing in your outreach? Cold outreach emails and newsletter emails are NOT the same things. So if you use all kinds of different formatting, they just see it as another spammy email. Simply write in standard formatting with a typical font, as you would when talking to a family member or friend.
- ☐ Lastly, DO NOT be afraid to experiment and use your personality. You set yourself up for failure if you copy the templates and other responses. Don’t end up being a TRW sales bot.