

Perspicacity Walk

- Issue: Why are people not seeing my outreach?

Root cause analysis leads me to 2 theoretical root issues.

1. Either my message is not appealing to the prospect
2. The prospect simply doesn't know I even messaged them.
 1. This is a problem I've had with DMs and email.
 2. One of my friends cold DMs 30 times a day and he now has 5 clients.
 3. It's also a great way to get in front of the business owner straight away.
 4. Thus, I'll devise a cold call outreach template in 5 minutes.
 5. And followup with old prospects I've reached out to in order to test it.
 6. I'll do 10 followups today.
3. Results:
 1. 1st call was with a firm.
 1. Receptionist picked up.
 2. I acted erratically, I was all over the place with what I was asking about.
 2. 2nd call was with a designer
 1. She has a baby and works with clients - no time for social media management
 2. She's also broke.
 3. She tries her best with marketing
 3. 3rd call was not answered
 4. 4th call was with a designer
 1. Small company - 2 people
 2. Maybe in the summer they want marketing
 3. They want clients from their Instagram page
 5. 5th was a receptionist.
 1. Company had a marketing team

6. 6th was a designer who will check their DMs for my message again
 7. 7th was a receptionist
 1. They have a social media manager for the Owner's account
 8. 8th went to voicemail
 9. 9th hung up on me
 10. 10th has an in house marketing team
4. Results analysis:
1. It's mainly two sides of a coin:
 1. A corporate firm that already has an in house marketing team.
 2. A lone wolf interior designer who's too broke to invest into anything.
 2. Thus, as this niche does not really deal with copywriting related services and isn't scalable either, this is not a good niche and I will change it.