

Project: Outreach Message

1. Run a brainstorming session around a current project or problem
2. Use one or more of the brainstorming methods from the call
3. Go through the realist and critic process
4. Implement solution if possible

Roleplaying method.

- I do online courses about e-commerce.
- I make my coffee and open up my laptop
- I open up my Instagram inbox and I see multiple messages
- One of them says: Hi (prospect name), I've seen your latest post about ...x... and it gave me an insight into the e-commerce world.
- The conversation keeps flowing and this person says they can help with my marketing strategy.

Realists and Critique Process

- The prospect might be in a bad mood that day
- Prospects might not see my message
- Might see it but not respond
- Not interested in working with me

Solution:

- Don't get comfortable if they respond. Keep outreaching.
- Don't forget that the prospect is still a human being. Make a normal conversation.
- The message needs to be genuine.
- Your social media page needs to look trustworthy.