

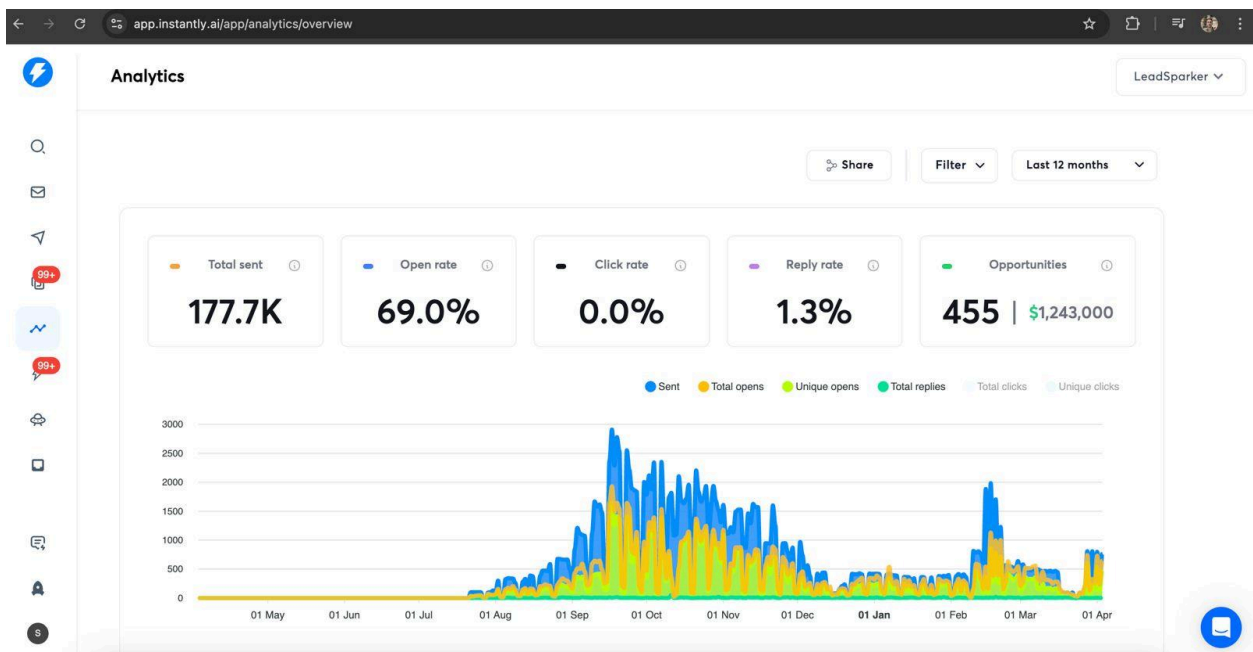
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# The step-wise method to growing from 0-\$1M+ per year with AI & Automation using Hybridal Outreach

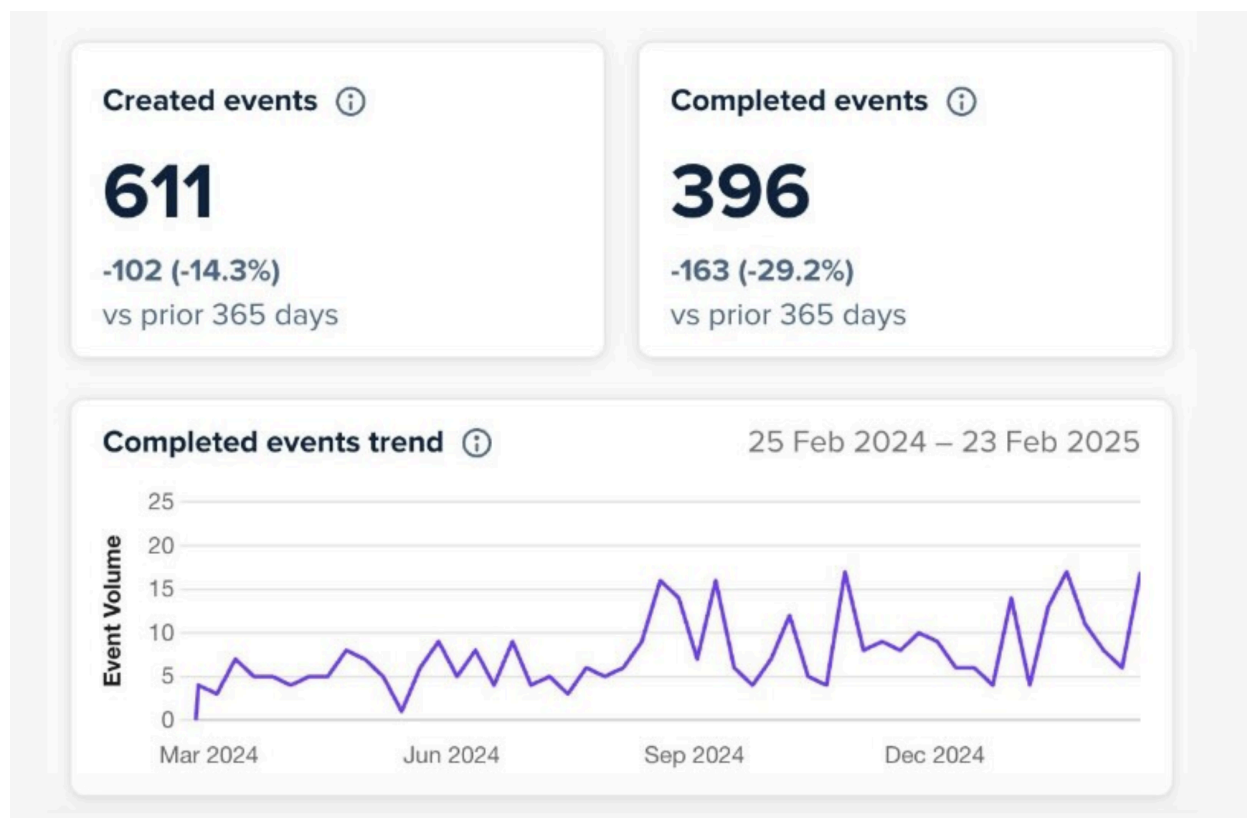
This document is dynamic and will experience further additions over time.

*“Our levels of desire, patience, persistence and confidence end up playing a much larger role in success than sheer reasoning powers”*



**Fig 1: Outbound campaign generating \$1.243M in pipeline revenue using Instantly in just 9 months from 177,700 emails**

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*Fig 2: 611 Qualified Appointments Booked via Calendly*

## The Purpose Of Understanding When To Target Wide & When To Target Narrow

The way most businesses try and get leads is without a real understanding of the end goal and how to work backwards from it. One of the most common questions I get before clients buy is - "but how do I know it will work for me" and/or "how will leads be qualified"

It comes down to 4 important things:

- competition
- existing assets that you can leverage
- price points
- target audience

**Hypothesis:** There is a lead out there who needs exactly your service

**Test:** Run campaigns to find this lead

**Result:** Find the lead and offer your solution

This is an oversimplification BUT it **highlights the necessary steps that exist in every successful campaign**. Let's take another scenario for a LinkedIn campaign for example. Assuming things go well on just one LinkedIn account:

## Fig. 2

CONNECTION MESSAGES: 800

OPEN RATE: 50%

RESPONSE RATE: 20%

INTERESTED RATE: 3.2%

BOOKED CALL RATE: 1.6%

$800 \times 0.5 = 400$  People read the message

$800 \times 0.2 = 160$  responses

$800 \times 0.05 = 26$  Interested

$800 \times 0.03 = \underline{18}$  Booked Calls

If there's 5-10 people using their accounts in the organisation we would have 90-180 booked calls (eg  $18 \times 5 = 90$ )

Where I see the three biggest reasons for campaign failure is when:

A) Get responses but think people aren't interested

- ... ok so ask them what's up. Ask them why they're not interested. Guess what - **those answers are what's going to tell you EXACTLY how to tweak the campaign for the next iteration**

B) Get interest but unqualified

- This ones easy. What's unqualified about them? Ok the interest is there, now you just need to jump back in the audience database filters and tweak towards qualification.

We have done this for client services I would have never have dreamt of with a miniscule target audience actually available.. And still found TOP leads (and we can do this for anybody as long as you're not targeting the local wheelbarrow shop in Guatemala). Like this guy who was the exact type of lead my client needed to close a 100k/year contract.

A	B	C	D	E	F
Month	Name	Linkedin profile	Meeting Date	Outcome	Last touch
January	Mark	<a href="https://www.linkedin.com/in/ACo/">https://www.linkedin.com/in/ACo/</a>	01/10/2024	Mark is exploring need for custom recruiting platform and we'll talk again in 2	01/19/2024
February	Sydne	<a href="https://www.linkedin.com/in/ACo/">https://www.linkedin.com/in/ACo/</a>	02/27/2024	Sydney re-booked for Feb. 27, could not meet earlier	1/25/2024
January	David	<a href="https://www.linkedin.com/in/ACo/">https://www.linkedin.com/in/ACo/</a>	01/11/2024	David is a consultant with two clients who may need help - web app takeover and a	01/25/2024
January	Sam I	<a href="https://www.linkedin.com/in/ACo/">https://www.linkedin.com/in/ACo/</a>	01/11/2024	Sam is a young developer/consultant himself and wanted to learn more about our	01/11/2024
January	Evan	<a href="https://www.linkedin.com/in/ACo/">https://www.linkedin.com/in/ACo/</a>	01/17/2024	Evan runs dRisk ( <a href="https://d-risk.ai/">https://d-risk.ai/</a> ), needs help w parsing and AI, sent Zoom	01/26/2024
January	Shijin	<a href="https://www.linkedin.com/in/ACo/">https://www.linkedin.com/in/ACo/</a>	01/18/2024	Early stages, no funding, will stay in touch	01/18/2024
January	Brad	<a href="https://www.linkedin.com/in/ACo/">https://www.linkedin.com/in/ACo/</a>	01/24/2024	Great call, reviewing API info for potential app integration	01/26/2024
January	Aman	<a href="https://www.linkedin.com/in/ACo/">https://www.linkedin.com/in/ACo/</a>	01/23/2024	Amanda is a fractional CFO, discussed how we can potentially help each other's	01/23/2024
January	Alex I	<a href="https://www.linkedin.com/in/alexs">https://www.linkedin.com/in/alexs</a>	01/30/2024	High-level conversation - he does some consulting work for startups, discuss our M	01/30/2024
January	Harve	<a href="https://www.linkedin.com/in/hfoot">https://www.linkedin.com/in/hfoot</a>	02/27/2024	Meeting scheduled for Feb. 27	01/26/2024
January	Abdul		02/05/2024	Rescheduled for Feb. 5	

### C) Get Qualified leads but don't know what to do with them

- This one can be trickier. It requires sales, or at least knowing that you aren't proficient in it. It's a tough pill to swallow but B2B high ticket sales can be savage and you need to know your stuff. If you don't you may go round in circles.

It doesn't have to be this way though..

## Sales Is Like An Extended Version Of Marketing

You talk the talk online, someone's hooked and then you talk the talk in person. If the online part matches up to the in person part, you've likely got a good chance of closing. Oftentimes people misalign this.

EG let's say we use the marketing headline:

*"Generate an extra 100k/month on autopilot.. Guaranteed"*

As opposed to

*"Implement our marketing automation system which generates 20 high ticket qualified leads per month, with a price of 20k and conversion chance of 25%"*

The first headline will generate more interest hands down, but it's not really accurate. A) B) or C) from above may prevent the guarantee from being fulfilled for example.

While the second headline will likely interest more sophisticated buyers, **these same buyers will still prefer the first headline** BUT during a sales conversation, the guarantee may be hard to explain away.. Therefore reducing conversion rate

So here's the dilemma... which one do you pick?

Take a hybrid approach

*"Generate an extra 100k/month with our high ticket automation system in 3 months or less"*

Now you're saying something tangible, with a timeline, with a delivery mechanism and it all comes together, attracts qualified buyers and has a high click rate.

Now you've got something catchy so: A) Get responses but think people aren't interested  
Will no longer be an issue

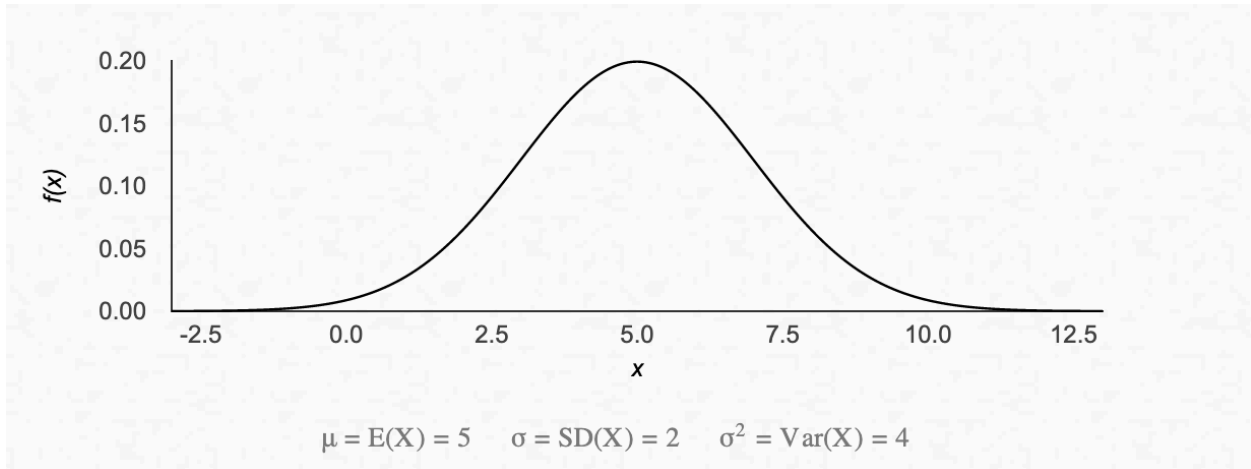
## Solving Unqualified Leads

There have always been multiple ways of viewing the level of a lead's qualification. Anywhere from:

- Go away
- Not interested
- Not right now
- Maybe in a few months
- Maybe tomorrow
- Ok
- 'Excuse'
- 'Excuse' but maybe
- Sounds good but 'Excuse'
- Ok let's see what you've got
- Sounds interesting
- Let's have a call
- I'm ready to buy
- Just paid

We find ourselves on a scale of 0-10 where 0 is 'go away' and 'just paid' is 10, with the majority of leads sitting between 3 and 7.

Using probabilities, and assuming the lead warmth will have a mean value of 5 and a variance of 2, which looks like this on a standard distribution bell curve:



Now by most definitions on what people call qualified (and assuming we got the target audience right from the start) usually we will say a lead has to say they're interested in which case the probability that a lead is interested or more  $P(X > 7) = 0.15866 \approx 16\%$

If we go back to Fig. 1 from the start, you'll notice that with 160 responses we got 26 interested leads arising from this.  $25/160 \approx 16\%$ . The same number as chosen from our statistical methods.

We can go on and create varying scenarios from this. For example with smaller/larger variances and/or mean values.

Let's take a look at the scenario again, this time in algebraic form:

Q = Qualified Leads

p =  $P(X > 7)$  = probability a lead is qualified

R = Reply rate

N = Number of Connection messages

Then:

$$Q = p \times R \times N$$

Increasing variables p, R and N will all influence how many leads you get, and thus booked calls, thus deals, and ultimately revenue

Let's go back to the example of a LinkedIn campaign, and take the **Upper Bound** value:

N is capped at around 1,000 per LinkedIn account per month

R too sits between 5-20% with the max being 20% (0.2)

Finally p is 0.16 as discussed

Therefore, using these numbers:

$$Q = 0.16 \times 0.2 \times 1000 = 32 \text{ Qualified leads}$$

Meanwhile the **Lower Bound** is

$$Q = 0.16 \times 0.05 \times 500 = 4 \text{ Qualified leads}$$

Note that all we have discussed here is the very likely range of leads you will get per campaign as per our methods. However this excludes all forms of iteration. **Iteration is the key element to success of an Outbound campaign.**

So if we plug this into a geometric progression (think compound interest but for leads instead of money):

$$q_n = q_1 \times r^{(n-1)}$$

Whereby the common ratio  $r$  (IE the rate at which our campaigns improve, typically 50% month on month) is then 1.5 on a month by month basis then this gives a very strong basis for the reasoning of a 3 month minimum campaign ( $n=3$ ) because even if we take the worst case scenario: 4 interested leads in month 1 (so  $q_1 = 4$ )

Then we have the following:

$$q_3 = 4 \times 1.5^2 = 4 \times 2.25 = 9 \text{ Qualified leads in month 3}$$

Now what some of our best results have shown is the opposite where  $q_1$  is 32

$$q_3 = 32 \times 1.5^2 = 72 \text{ Qualified leads in month 3 (many of our clients achieve this)}$$

Nonetheless this shines a light on any ambiguity around lead qualification levels.

## The difference between Leads and Appointments

If you had the choice between an unqualified appointment or a qualified lead, which would you choose?

The qualified lead right, well some people like paying per booked appointment, and this is a typical example of why that method doesn't work.

Sure you might get 10 appointments, where 3 actually want the thing you're offering but the better way to do things is spend more time on *how you are getting the leads in the first place.*

## Getting Thousands of qualified leads every month

Now that we've solved for getting hundreds of qualified leads, we move into the scale section. This isn't for the faint of heart and usually requires your MRR to sit somewhere around the 50-100k/month mark.

Reason being, your processes need to be highly robust and withstand harder growth. Not only that but your pricing model needs to scale too.. Get too many leads in at a meagre CPA and your profit may not live up to what you were expecting. Therefore the costs you have before scaling need to be accounted for in order to know that scale is a good fit for your business.

Maybe it's not a good fit for this stage yet and that's fine, but it usually is through one social channel or another, there is always a more efficient method out there.

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