

PROBLEM SOLVING

Step 1 - Identify the Problem:

The outreach that I am sending doesn't get any replies.

Step 2 - Walk the Factory Line:

I finished the entire bootcamp and I did everything that Andrew told me. I followed everything that he said step by step. I picked a niche. I did my market research about my niche, about my avatar, about the competitor/top player. And I think the problem is that my outreach is not good. It has a good open rate but not response rate. It might be the subject line that doesn't catch attention or the content of the email itself.

“Why” and Identify Root Cause:

Why?

I wrote too many outreach emails according to the market. I tested all of them and only three worked well, but the rest were not good.

Why?

It might be the subject line that doesn't grab attention, or the email doesn't bring people to take action. and I tried to use old emails as examples.

Task to Solve the Problem:

I think I have to do some more research and try to know more about my target market. I will write about 10 more outreach emails with different subjects and bodies, test them, and see which one performs better.