

Part 7 — Resources You Can Share

Why Resources Matter

Outbound messaging works best when you provide value before asking for anything. Most prospects receive multiple sales messages each week. The ones that get replies do not lead with a pitch, they lead with something useful that is directly relevant to a problem the prospect is already experiencing.

Sharing helpful resources builds three things that make people more likely to respond:

- Credibility — it signals that you know your industry and their world
- Trust — it shows you are willing to give value before you ask for anything
- Interest — a resource tied to a real pain point creates genuine curiosity

How Resources Fit Into the Conversation Ladder

GIVE messages (Steps 2 and 3 of the Conversation Ladder) are where resources are used.

A GIVE message delivers something genuinely useful to the prospect with no strings attached. This creates goodwill and keeps your name top of mind before you ever make an ask.

Important: BDR.ai campaigns can only include links, **not attachments**.

Every resource you share must have a public URL.

The Pain Point → Resource Model

Every resource you share should be paired with a specific pain point. The pain point is the hook as it is what makes the prospect feel seen and creates the reason for the resource to exist.

Think of it as a two-part structure in your message:

The Two-Part GIVE Message Structure

Part 1 — The Hook: Name the pain point in a way that feels familiar, not salesy. The prospect should read it and think: "That's exactly what I'm dealing with."

Part 2 — The Resource: Offer the resource as a free, helpful tool related to that pain point. No pitch. No ask. Just something useful.

This pairing is what separates a GIVE message that generates replies from one that gets ignored. The pain point creates relevance. The resource creates credibility. Together, they give the prospect a reason to engage.

What This Looks Like in Practice

These examples show the pain point hook and resource working together in a real message. Notice how the resource only makes sense because the pain point was named first.

Example 1 — LinkedIn Outreach for a Sales Leader

Pain Point: Sales teams are seeing LinkedIn response rates decline and aren't sure what's working anymore.

Resource: Article "3 Mistakes Companies Make With LinkedIn Outreach"

The Message:

"A lot of sales leaders I've been speaking with are noticing LinkedIn response rates declining and most aren't sure what's actually changed. I recently came across a short breakdown of three mistakes that might explain it. Here is the link, I hope it is helpful."

Why it works: The hook names a specific, current frustration. The resource is offered, not pushed, as a free tool directly connected to that frustration. There is no pitch.

Example 2 — LinkedIn Outreach for a CEO

Pain Point: CEOs who rely heavily on referrals are seeing pipeline become less predictable.

Resource: Podcast episode "Why Referral-Based Sales Eventually Stalls"

The Message:

"Many of the CEOs I speak with have built great businesses almost entirely through referrals and are now noticing that growth is becoming harder to predict. There was a podcast episode I came across recently that addresses exactly why that happens and what some companies are doing differently. Thought it might be worth a listen if pipeline consistency is something you're thinking about. Here is the link:"

Why it works: The pain point is specific to a type of company and a stage of growth, not generic. The resource feels like a natural next step, not a pitch. The message ends with a soft, easy signal for the prospect to respond.

Example 3 — LinkedIn Outreach for a Healthcare Practice Owner

Pain Point: Private practice owners are struggling to fill their calendar without relying on physician referrals or expensive paid ads.

Resource: Guide "How Healthcare Practices Are Using LinkedIn to Attract Self-Pay Patients"

The Message:

"A challenge I hear from a lot of private practice owners is that patient flow feels unpredictable especially when it depends heavily on referrals or ads that don't always convert. I recently put together a short guide on how some practices are using LinkedIn

to build a more consistent pipeline of self-pay patients. Happy to share it if that's something you're working through."

Why it works: The pain point is industry-specific and emotionally resonant, "unpredictable" is a word that lands. The resource is positioned as a solution the sender created, which adds credibility. The close is low-pressure.

Weak vs. Strong: The Difference Is the Hook

The same resource can feel completely different depending on how it is introduced. Without the pain point hook, a resource feels random. With it, the resource feels like it was chosen specifically for that person.

Weak Examples

"Here is a resource you might find interesting: [link]"

"I wanted to share this article with you: [link]"

"Check out this video, I think it's great: [link]"

Strong Examples

"A lot of the sales leaders I speak with are finding LinkedIn response rates are declining. This short breakdown explains why and what's changing: [link]"

"Pipeline consistency is something a lot of founders I connect with are navigating right now. I thought this podcast episode might be worth a listen: [link]"

"Many companies I work with struggle to start outbound conversations without feeling salesy. This guide walks through a different approach: [link]"

Types of Resources You Can Use

A resource can be any piece of content your target audience would find genuinely useful, educational, or thought-provoking. You do not have to create it yourself — curating content from trusted sources in your industry works equally well.

- Articles from industry publications or your company blog
- Blog posts you or your team have written
- Podcast episodes relevant to your ICP's challenges
- YouTube videos or short video clips
- Guides, frameworks, or how-to documents
- Case studies showing real client outcomes
- Webinar recordings or event replays
- Research reports or data-backed industry studies

AI Prompts: Build Your Pain Point + Resource Pairs

👉 Use ChatGPT, Claude, or any AI tool to run these prompts:

♦ Prompt 1 — Find Resources for a Specific Pain Point

"My ideal client is [describe ICP]. One of their biggest pain points is [describe pain point]. Suggest 5 specific resource ideas (articles, podcasts, videos, or guides) that would feel genuinely helpful to someone dealing with this challenge. For each one, suggest a compelling title and where I might find or create it."

♦ Prompt 2 — Write the Hook Sentence for a Pain Point

"Act as my ideal client: [describe ICP]. I want to open a GIVE message by naming this pain point: [describe pain point]. Write 3 different one or two-sentence hook options that would feel familiar and specific — not generic. The hook should make the prospect think: 'That's exactly what I'm dealing with.' Keep it conversational, not salesy."

♦ Prompt 3 — Write a Full GIVE Message

"Write a short LinkedIn GIVE message for outbound outreach. My ideal client is [describe ICP]. The pain point I want to open with is [describe pain point]. The resource I am sharing is [title and brief description]. The message should: name the pain point as a hook in the first sentence, offer the resource as a free helpful tool, and end with a soft close — no pitch, no ask for a meeting. Keep it under 5 sentences."

♦ Prompt 4 — Generate Multiple Pain Point + Resource Pairs

"My ideal client is [describe ICP]. List 5 specific pain points they commonly experience. For each pain point, suggest one resource type (article, video, guide, podcast, case study) and a compelling title that directly addresses that pain point. Format each as: Pain Point | Resource Type | Suggested Title."

Your Pain Point + Resource Library

For each resource, identify the specific pain point it addresses — this becomes the hook your message will open with. Then record the resource title and URL.

Tip: Aim for at least 3–5 pairs before launching your first campaign. Each pair can be used as a standalone GIVE message, so having variety lets you rotate across different prospects and message sequences without repeating yourself.

Resource #1 Title:

URL:

Resource #2 Title:

URL:

Resource #3 Title:

URL:

Resource #4 Title:

URL:

Resource #5 Title:

URL:

Resource #6 Title:

URL:

Resource #7 Title:

URL:

Resource #8 Title:

URL:

Resource #9 Title:

URL:

Resource #10 Title:

URL:

Part 8 — Messaging Angles

What Is a Messaging Angle?

A messaging angle is the theme or perspective your outreach messaging will focus on. Think of it as the lens through which you view your prospect's world when you reach out. Every campaign message you write will be shaped by this angle, even when the specific words change.

A strong messaging angle gives your campaign a consistent identity. Without one, messages feel random and disconnected even if the individual words are polished.

Why Messaging Angles Matter

Prospects are not reading your messages in isolation. They are seeing a sequence: a connection request, a GIVE message, another GIVE message, and eventually an ASK. If each message feels like it comes from a different angle, the sequence loses coherence and trust.

When your angle is consistent, prospects begin to recognize a pattern. They start to see you as a credible voice on a specific topic which makes them much more likely to respond when you eventually ask for a conversation.

What a Strong Messaging Angle Focuses On

Strong angles focus on something your ICP already cares about, not something you want to tell them. The best angles feel like you are describing a problem they are already aware of, not introducing a foreign concept.

A strong messaging angle usually focuses on one of these:

- A common problem your ICP is already experiencing
- An industry insight that reframes how they see a challenge
- A mistake companies like theirs commonly make
- A relevant resource that addresses something they are navigating
- A market trend that is affecting their business right now

The Five Angle Types — With Examples

Angle Type 1 — Problem Awareness

What it does: Names a specific problem your ICP is likely experiencing. Works best when the problem is one they feel but may not have fully articulated.

✓ **Strong:** "Many CEOs I speak with are struggling with inconsistent pipeline as referrals slow down."

✗ **Weak:** "Most companies struggle with lead generation."

Why the weak version fails: Too broad. Almost any business could say this about almost any audience. Specificity is what creates recognition.

Angle Type 2 — Industry Insight

What it does: Shares an observation about what is happening in their world. This positions you as someone who is paying attention to their industry, not just selling into it.

✓ **Strong:** "A lot of sales leaders are noticing LinkedIn response rates declining and aren't sure what's working anymore."

✗ **Weak:** "LinkedIn is becoming an important tool for sales teams."

Why the weak version fails: It states something obvious, not something insightful. Strong insights give the reader a reason to pause.

Angle Type 3 — Common Mistake

What it does: Frames a problem as a pattern you have observed across many companies. This creates instant recognition without the prospect feeling called out personally.

✓ **Strong:** "Many companies jump straight into sales outreach without first building credibility with prospects."

✗ **Weak:** "Companies often make mistakes with their outreach."

Why the weak version fails: It says nothing specific. A strong mistake angle names the actual mistake clearly enough that the prospect thinks: "That sounds familiar."

Angle Type 4 — Market Trend

What it does: Connects your outreach to something larger that is already happening in the market. This creates relevance and a sense of timeliness without manufacturing urgency.

✓ **Strong:** "More companies are experimenting with LinkedIn outbound as traditional lead sources become less predictable."

✗ **Weak:** "There is a lot of opportunity in the market right now."

Why the weak version fails: Vague and generic. A market trend angle should describe something actually happening that the prospect would recognize as real in their world.

Angle Type 5 — Helpful Resource

What it does: Leads with a resource rather than a problem statement. This works especially well in GIVE messages where the goal is to provide value without any pitch at all.

✓ **Strong:** "I recently came across a short breakdown of how some companies are rebuilding pipeline through LinkedIn — thought it might be relevant given what a lot of sales leaders are navigating right now."

✗ **Weak:** "Here is a resource you might find interesting."

Why the weak version fails: No context, no relevance signal, no reason to click. A strong resource share briefly explains why it matters to this specific person.

AI Prompt: Develop Your Messaging Angles

👉 Use ChatGPT or any AI tool to run these prompts:

♦ Prompt 1 — Generate Angle Options

"Act as a B2B messaging strategist. My ideal client is [describe ICP]. Their biggest challenge is [describe problem]. Generate 5 different messaging angle options I could use in outbound outreach — one for each type: problem awareness, industry insight, common mistake, market trend, and helpful resource. Make each one specific and conversational, not salesy."

♦ Prompt 2 — Test Your Angle

"Act as my ideal client: [describe ICP]. I want to open a LinkedIn outreach message with this angle: [paste your angle]. Would this feel relevant and worth reading, or would it feel like a sales message? What would make it more compelling or specific?"

♦ Prompt 3 — Sharpen Your Language

"Rewrite this messaging angle to be more specific, more conversational, and more likely to resonate with [ICP]. Remove any jargon or phrases that sound like marketing copy. The tone should feel like something a trusted colleague would say, not a salesperson: [paste your current angle]"

Your Messaging Angles

Primary Messaging Angle

This is the main theme your outreach will focus on. Most of your messages will connect back to this angle in some way. Choose the one that is most closely tied to the core problem your ICP faces.

Choose an angle type (circle one): Problem Awareness | Industry Insight |
Common Mistake | Market Trend | Helpful Resource

Example: "Inconsistent pipeline for CEOs who rely on referrals."

Your answer:

Secondary Messaging Angle

This provides an additional conversation theme. It can be used in a different message sequence, with a different audience segment, or as a way to vary your approach over time.

Example: "Sales teams struggling to start conversations on LinkedIn."

Your answer:

Part 9 — Conversation Starters

What Is a Conversation Starter?

A conversation starter is a simple question used at the end of a message to open dialogue with a prospect.

It is not a survey question, a deep discovery question, or a pitch. It is a low-friction way to invite someone to respond without making them feel pressured or interrogated.

The goal is not to sell yourself, your products or services.

The goal is to get a reply you nurture...that results in scheduling a conversation.

Most outbound messages fail because they try to accomplish too much in one step. A good conversation starter respects the prospect's time and mental bandwidth. A simple yes or no, or a one-line answer, feels manageable. A detailed questionnaire does not.

What Makes a Strong Conversation Starter

Strong conversation starters share four qualities:

- Short — easy to read in under 5 seconds
- Natural — sounds like something a real person would ask
- Relevant — connects to a real problem or situation your ICP faces
- Easy to answer — a quick yes or no, or a single sentence, is enough

Avoid questions that:

- Require the prospect to explain a lot before they know you
- Feel like part of a sales qualification checklist
- Use industry jargon they may not recognize
- Ask for a commitment before any relationship exists

Examples: Strong vs Weak

Weak Examples

"Can you tell me about your current sales process and where you feel the biggest gaps are?"

"Are you currently using a CRM, and if so, how are you tracking pipeline stages?"

"Would you be open to a 30-minute discovery call to explore whether this might be a fit?"

"What is your current monthly lead generation budget?"

"Have you tried LinkedIn outreach before and if so what were your results?"

Strong Examples

"Curious if this is something you're seeing as well?"

"Has pipeline consistency been a challenge this year?"

"Are you experimenting with LinkedIn outreach at all right now?"

"How are you currently generating most of your new opportunities?"

"Is your team relying mostly on referrals or outbound right now?"

"Would this kind of approach be relevant to what you're working on?"

"Is this a priority for your team at the moment?"

Why Weak Starters Fail

Weak conversation starters fail for one of three reasons:

Too much effort: Questions that require the prospect to type a long answer feel like work. If it takes more than 30 seconds to respond, most people will not.

Too presumptuous: Asking for a meeting or a commitment in the first or second message assumes a level of trust that does not yet exist. It feels transactional, not relational.

Too clinical: Questions about budget, CRM tools, or org structure belong in a discovery call not in an opening message. Asking them too early signals that you are qualifying, not connecting.

AI Prompt: Build Your Conversation Starters

👉 Use ChatGPT or any AI tool to run these prompts:

Prompt 1 — Generate Starter Options

♦ "Act as a B2B messaging strategist. My ideal client is [describe ICP] and my primary messaging angle is [describe angle]. Generate 8 short, natural conversation starters I could use at the end of a LinkedIn outreach message. Each should be easy to answer in one sentence or less, feel like a genuine question rather than a sales prompt, and relate to a real challenge my ICP faces."

♦ Prompt 2 — Test Your Starters

"Act as my ideal client: [describe ICP]. I want to end an outbound message with this question: [paste your question]. Would this feel natural and worth responding to, or would it feel like a sales trap? What would make it easier or more natural to answer?"

♦ Prompt 3 — Tie Starters to Your Messaging Angles

"I have two messaging angles I am using in my outbound campaigns:\n1. [Primary angle]\n2. [Secondary angle]\n\nFor each angle, write 3 conversation starters that feel like natural follow-ups to that theme. Keep each question to one sentence and make them feel conversational, not clinical."

Your Conversation Starters

List at least 3 conversation starters you can use in your campaigns. Write them as you would actually use them — in first person, conversational, and short.

Question #1

Connects to (angle or topic):

Your answer:

Question:

Your answer:

Question #2

Connects to (angle or topic):

Your answer:

Question:

Your answer:

Question #3

Connects to (angle or topic):

Your answer:

Question:

Your answer: