

Outreach

- Businesses need to be good at both **getting** and **monetizing** ATTENTION

DIAGNOSE a business:

1. Analyze current method for getting attention online

Analyze How They Are Currently **Getting Attention** Online

They only really need to be good at ONE of these

● Organic Social Media Content

Look at their biggest social media platform

- 0 - 1k followers: Getting attention is their biggest weakness
- 1k - 10k followers: Limited options for monetization, attention is still the main challenge
- 10k - 100k followers: Primary focus starts to shift to monetization
- 100k+ : Attention is sufficient, explore new monetization avenues

● Paid Ads

Longer the ad is running or the more ads you see, the more likely the ads are successful

- facebook.com/ads/library - For FB and IG ads.
- semrush.com and similarweb.com - Can show Google Search and Display ads
- Bigspy.com - Paid tool to help you find their specific ads on YouTube, TikTok, and more

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Analyze How They Are Currently **Getting Attention** Online (cont.)

They only really need to be good at ONE of these

- **SEO ranking**

- Use tools like [semrush.com](https://www.semrush.com) and [similarweb.com](https://www.similarweb.com) to see what terms they rank highly for if any
- Search Google, Youtube, Amazon etc using the same keywords their target market would use. Are they in the top 1-3 results or on on the first page?
- Especially important for local service businesses

- **Affiliate Marketing Network / Joint Venture Partners**

- Check various social media platforms to see if influential accounts are tagging or promoting your prospect's products

- **Direct Sales**

- Common in B2B and hard to spot from the outside. If they have many testimonials but no obvious attention-grabbing methods, assume they excel at direct sales
- Methods include: Cold Calling, Cold email/DM, Networking, Trade Shows or Events

- **Press Coverage/Social Media Buzz/Trending**

- Have they been featured on high profile news sites
- Are they being discussed on social media or top podcasts?
- Have they done something remarkable and are now trending online?

Analyze How They Are Currently Monetizing Attention

Value Ladder and Funnels

- Do they have:
 - Lead magnet?
 - Low-ticket product?
 - Medium-ticket product?
 - High-ticket product?
 - Subscription based product?
- Is one of their products "weaker" than the rest?
- Do their products rely on the owner's individual time, or can they be scaled?
- Do they have upsells, downsells, and cross sells built into their funnels?
- Are they nurturing their existing customers to move them higher up the value ladder?

Copywriting Quality

- How well does their copy utilize the main emotional drivers of the target market?
- Have they accurately matched their audience's level of sophistication and awareness?
- Is their copy confusing, boring, or ugly?
- Are there any noticeable opportunities to use other copywriting tactics to increase the percentage of people that engage and purchase?

Other Indicators Of Monetization Ability 📌

- Do they have an abundance or lack of testimonials and reviews for their products?
- Does the visual design and mobile experience reflect a high or low quality product?
- Do their customers "gush" about how much they love the product or service online?

2 elements of every marketing idea:

The Marketing "Machine" or Part

Fb ads, Lead Funnel, Sales Page, Tik Tok shorts

Effective Copywriting

The actual words and persuasive elements used in that machine

You will either be:

- Fixing a broken, ineffective part of their marketing machine
- Adding a new part to their marketing machine

How do we find **specific solutions** to their identified weaknesses?



- Steal from Top Players in their market
- Steal from other markets
- Classic marketing answers
- Divergent thinking

Title: Next big leap for FreezeSleeve



Hi,

Hope all is well. I just received an ad for your product, and it looks like a staple for athlete recovery, not to mention stylish. I noticed on facebook ad library that you haven't changed your ad copy since September of last year!

A rewrite of this, among other changes can definitely boost the trajectory of your sales numbers. I have a few samples I'd like to share. Let me know if you are interested. Glad to have a chat!

-Lakshya P.
digital marketing strategist

: ↩ 😊

Hi ShadowFight. Noticed your page because I was interested in the gear you sell. I've been doing martial arts for 5 years now, and I'm so impressed by the ingenuity of your glove.

I see that you're a fairly new company, and would love to help grow your audience with copy and other strategies(email list, social media presence, testimonials) to compete in your niche market. I've got pages of notes ready with countless ideas! Here's a sample of the kind of work I can do for you. It's a free gift! Use it if you like. Would appreciate if we can chat, along with a testimonial. As a fellow martial artist, I feel we'd work great together.

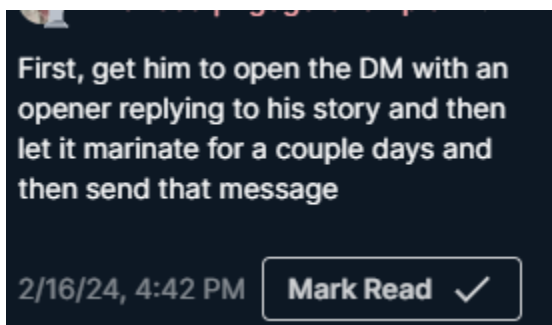
Mon 1:22 PM

ShadowFight Gearline
1. Looking behind the shadows... is innovation. Choose your fighting gear with Shadow Fight Double.
2. Rejuvenating your equipment is upgrading your fight game. Wear your gloves with Shadow Fight Double.
3. High quality. Protection. Innovation. Made to deliver maximum power, while ensuring your hands from damage. See why Shadow Fight gloves are the best thing.
4. Self improvement has no finish line. Neither do we. The best gear on the market keeps getting better.

here are the samples I mentioned. I'm still brainstorming ideas to help distinguish your brand from the competition. Instagram captions, landing page rewrites, email lists, and product descriptions. I'm here if you're interested 🙌

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First outreach. I may have gone straight to trying to demonstrate my services. Didn't show myself being personable, and lead into a conversation about what they need. Once my DM was **seen** I reached out to the chats, and received this:



It is solid information, and I continued to reach out and try to show interest in the seller's product. However, I feel like I'm not quite there with how to go from A to B(having a convo of what I can do for them and what they may need). These DMs are where I'm at now. Would appreciate any comments and advice:

2:24 PM

You guys came up as an ad. When are you releasing your product?

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Mon 1:37 PM

Y'all's stuff is brilliant. Making merch off every big fight in boxing. Love the name too

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2:35 PM

Hey, was taking a look at your products. Are they only for older dogs mainly?

2:54 PM

Hi! They are for dogs of all ages 🐾 Our chews are suitable for pets over 12 week. When it comes to joint care, prevention is key. It is great to start your pups on them earlier rather than later so their joints stay strong and healthy :)

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: ↩ Hi,

Is this product like TIDL spray or does it have different uses?

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