

People Need to Start Taking the Lessons Andrew and the Captains are Teaching Us to Heart

We've been told by Andrew and the Captains to come up with **Unique & Personal** outreach over and over again.

And I keep seeing the same templates being used:

1. Relevant complement linking their product to the customer's dream outcome
2. “*But, I have to say*”, If I read this line one more time I'm going to **KICK A F***** PUPPY!!!** (*Not really, calm down.*)
3. Segway into your offer to help them out
4. FV: Some of you are giving away your entire service in the FV. (*What value do you provide outside of what you just offered?*)

YOU are selling **YOUR** services to **ONE** person, *and it has to be...*

PERSONAL!!!

YOUR ability to sell **YOUR** services to that **ONE** person is how **THEY** gauge whether or not **YOU** will be able to sell **THEIR** product or help **THEM** grow

Some of you have been *stuck* on the same template for months and thinking to yourself “*How can I make this line within the template more unique?*”

Here's the answer to that question: ***You throw the template in the F***** trash***



Something to keep in mind when you are doing outreach:

YOU NEED to put yourself in the shoes of the business owner.

If you were a business owner who didn't have free time...

AND you were stressed because owning a business is stressful...

...would you want to read a long drawn-out piece of copy?

I'm pretty sure **WE ALL** know the answer to that.

The average attention span of most American adults is now around **7-8 seconds**.

And even after those 7-8 seconds **YOU NEED** to retain their attention and most of the time, even if they find value in what you say, they will get bored within **30 seconds**...

TOPS!!!

You need to figure out a way where their time investment is no longer than 30 seconds, and **YOU NEED** to “Hook” them in the first **7 seconds**... without being salesy or corny (I call this *Nabraskan*).

1. For me personally, depending on the prospect, my SL is my compliment or I lean into something negative

Examples:

- "Love the authenticity", I never used this but this is an example.
- "Broken link" is if a step in their funnel isn't working correctly.

2. Then I tell a joke about their industry and link it to them in some way

3. I tell them how they aren't identifying possible ways of making more money

4. CTA

These aren't long and drawn out either. Legitimately 1-2 sentences, and the links get clicks, about 80%.

I'm not saying do exactly what I do. Maybe you need more than 2 sentences to convey your message.

I know this will fall on deaf ears but hopefully, I can help more than just a few a day by putting this in the comments.

~ Crazy👁️s | CrazyContent.png

Example: This Doc is meant to be customized

Hey (x),

I know you're probably busy (**doing something related to their industry**), or stressed out over (**the actual issue that keeps them awake at night**).

Here's a 1 minute video going over a common fix not currently being used in your industry.

<Loom Video> ([How To **PROPERLY** Use LOOM](#))

Gratefully,

<Name>

<Company, if applicable>

P.S. [Here's a link to my portfolio to see results I've gotten for others](#)