

Hey Gs, It's Me, JesusIsLord (The Burpee Champion, apart from Ronan)

I see many of you trying cold outreach and not succeeding, and since you're an Agoge 02 Graduate, you deserve this for your hard work on Agoge.

But first, let me explain one thing:

If you don't have a kickass testimonial, showing how you have taken a Client from point A to the Desired Outcome, Cold Outreach isn't for you.

Prof Andrew and the Captains say this, and they are right, I have never got success with cold outreach when I didn't have any kickass testimonials.

And if you don't have one, then you should focus on your client (If you're an Agoge 02 Graduate, you're supposed to have a client) and generate lots of outcomes for them.

And once you do that, ask for a testimonial following the lesson on SMCA Campus about testimonials.

Anyways, let's get on what you are searching for:

Headline Mastery

The most important aspect of your outreach when it comes to cold emails is your **headline**.

Nobody is going to read your headline if it's horrendous, here it is an example of a horrendous headline:

"More Clients"

When a business owner reads this, they already know you're a marketer who only wants their money, and they are surely receiving lots of emails like this, so you won't stand out and nobody is going to read it.

So, what makes a good headline for cold emails?

A good headline for cold emails is based on:

- **The 4 Us**
 - It is unique?
 - It is useful?
 - It is urgent?
 - Is it ultra specific?

- **Prospect's Name**
- **No Salesy BS**
- **Intriguing**
- **Stands Out From The Rest**
- **WIIFM**

Those are the fundamentals of a good headline.

And for the 4 Us, if you get a ¾ Score, then it's a good headline, and if you get a 4/4, then it's a great headline.

And here is an example of a good headline:

"Hey (Name), Do you have a minute?"

Notice how I don't mention myself, it looks like a personal email, it is intriguing, and I don't force the sale or anything like that, plus it sounds urgent and like I care about their time.

That is a good headline, and you can come up with many ideas,

Another example is a random headline, like:

Your wife is in my house

Many people from CC+AI do something like this, and it works, but I won't recommend it because it is unprofessional.

If you're going to try this one, make a P.S. Section saying that the headline is only to catch their attention.

Quality>Quantity

I see many people blasting out templates like the BIAB one or the Student one from Andrew,

And what I'm going to say will left you in shock:

Templates don't work.

Let me explain

When you use templates, you focus on sending lots of outreaches, right?

But here is where the big mistake comes,

Quantity doesn't affect as much as quality.

Even Moneybag Madden and Prof Andrew say this,

Would you rather to watch 10 lessons of the bootcamp a day, taking the minimum amount of notes,

Or would you rather watch 2 lessons of the bootcamp a day, taking the maximum amount of notes possible and applying the concept immediately when you learn it?

Obviously you will choose the second one,

So always focus on writing from 0 every outreach you send, making it tailored and not being based on a template.

Once you do this, the quality of the outreach will increase a lot, and this will end in getting a client.

The Winning Structure Of An Outreach

First of all, every outreach needs to have a structure,

And the best 2 structures that I know are:

Cold Outreach Structure From Onion (Or Ognjen)

Cold Outreach Structure From Jason, The People's Champ

You already knows it works if a Captain and an Expert advice you to use it,

And even more when it's their secret sauce

Ognjen's Structure

So first of all, let's go with the structure of Ognjen:

1. Good Headline (Check Headline Mastery Chapter)

2. Compliment (Check Compliment Mastery Chapter)
3. Why you are contacting them (Problem)
4. Tease Solution/Mechanism
5. What will happen if the problem is solved and what will happen if not
6. Trigger Pains and Desires
7. CTA

So, first of all, let's start with the Compliment.

The Best Way To Make A Compliment

So, the Structure of A Winning Compliment is this one:

1. What do you like
2. Why do you like it
3. How it relates with the audience

Here is a good example of a good compliment with this structure:

“Love Your Last Reel! Showing how to do a progressive overload effectively helps your followers a lot with their fitness journey”

First of all, you need to make it all about them, using the WIIFM Concept (Check lesson on BM Campus about this)

Second of all, you need to make the compliment from the heart, it is clear when you're lying and just doing it for the pure sake of it and where you are saying it from your heart.

Third of all, you need to be specific, you need to make them know what you're talking about, if they have lots of reels about a theme, mention which reel do you like, by saying the last one or the one from (characteristic or date).

Here are some words from **Isaac** (One of the Creators of the library of alexandria/copywriting Bible)

Remember, don't have the sales mindset.

You actually WANT to help. If you go for the compliment, get creative. Stand out.

What I like to do sometimes is use humor.

“Steve, my wife is thanking you after I watched your video on how to increase my sex-stamina.

Jokes aside...”

See what I mean? While most of you don't have a wife and couldn't use this EXACT one, I'm breaking the ice and showing interest.

You never know, maybe a funny compliment would make Steve chuckle or smile and get you a response that you wouldn't have had otherwise.

Also ask this question when you're writing a compliment:

If they were someone that you idolized and loved their content, how would you compliment them?

Why are you contacting them?

I used to do a big mistake in here,

That would kill all of my outreach, just **for a few words**,

And also most people struggle with this part,

So I think the way I solved it will help many of you:

For this part, I used to write:

“You're reading this email/dm because”

DELETE!

This is unprofessional, plus incredibly long, even it kills the flow!

So how do you solve this and transform it into the best way to represent why you are contacting them?

First, make it flow,

Let's Continue with the other example:

“Love Your Last Reel! Showing how to do a progressive overload effectively helps your followers a lot with their fitness journey

But,”

This flows, right?

Now let’s introduce the problem, while making it short, and related to the compliment

“Love Your Last Reel! Showing how to do a progressive overload effectively helps your followers a lot with their fitness journey

But, your reels aren’t reaching as many people as they can”

Now this is better,

Now, let’s go with introducing the Solution/Mechanism:

How to tease the Solution/Mechanism Correctly

Also here, many people make a big mistake, including me when I started outreaching with this method,

And many people do it like this:

“Love Your Last Reel! Showing how to do a progressive overload effectively helps your followers a lot with their fitness journey

But, your reels aren’t reaching as many people as they can, and the solution to this is SMM!

SMM will help you blah blah blah blah”

Bullshit.

This is also incredibly long, boring and you’re treating them as someone with low sophistication about services.

And here is a quick way to fix this:

Instead of saying “the solutions is SMM”, Say:

“And SMM will help!”

Instead of saying the benefits of SMM and what SMM is, mention the outcomes of SMM, without mentioning SMM,

“This will help you reach more people to teach them about effective progressive overload, and make you more noticeable on Instagram!”

And the outreach will look like this:

““Love Your Last Reel! Showing how to do a progressive overload effectively helps your followers a lot with their fitness journey

But, your reels aren’t reaching as many people as they can, and SMM will help!

This will help you reach more people to teach them about effective progressive overload, and make you more noticeable on Instagram!”

Now it looks better, right?

ACTUALIZATION: I just noticed I covered the what will happen if they implement it section, but anyways, let’s continue to amplify pains and desires.

How To Amplify Pains & Desires

So I don’t normally include this in my outreach, but since this is Ognjen Structure, I will include it.

What are the best ways to amplify pains & Desires?

The best way for this is:

- **Playing with their market position (leverage comparison)**

How can you do this?

Here are a few examples:

“Are you going to stay with the same number of views, waiting months for a video to get viral? Or are you going to 2X your views within 2 months making every video viral?”

Now let’s go with the offer/CTA.

How To Make CTAs That Actually Work

The point of the CTA/Offer in the Cold Outreach is to schedule a call, here is a quick example:

“If this sounds of interest to you, could we have a quick call to discuss it on Monday at 2:00 PM EST?”

Always schedule your next meeting before ending one.

And don't say “a call on one of these days”, instead, be more specific.

A good skeleton for this type of CTA is:

If you like the idea + Propose Call + Objective of Call + Time of Call

Or, to send an **FV** And get them as a lead, a quick example of this:

““I actually went ahead and created some reel scripts that you can use to promote your fitness coaching to your followers more effectively to increase the number of followers in your SM.”

A good skeleton to model for this type of offers is:

What Type of FV you did + Objective of FV + For Who (Audience) + Frame It As Effective Way To Reach Desired Outcomes

Jason's Structure

So here is Jason's Structure:

1. Identify problem they have
2. Agitate why it's bad briefly
3. Present solution
4. Connect Solution With Yourself/Your Service
5. Offer/CTA

So this will be shorter, I already explained some of them before, so let's go with connect solution.

How to Connect A Solution To Your Services

So, this is the most important part of Jason's Outreach Structure.

How do you connect a solution to your services?

Simple.

First, tease solution correctly (Check the other chapter about how to tease solutions)

And then, it's time to connect it with your services,

How you do it?

You prioritize certain aspects of the solution that cover your skill,

Here is a quick example:

"But, you could get more people in your email list, and a Lead funnel will help you!

This will take your audience from your SM to a Landing Page, where they can get the Lead Magnet to get in the email list,

And the best way to do a Lead Funnel that actually works, is with copywriting, which focuses on creating good Landing Pages and translating attention from SM to the Landing Page!"

That is a quick example,

I don't use this method since it's new for me,

Which means this could be an 'ok' example, but the best is to ask for expert's feedback in here.

But anyways,

With all the information given, How the hell do you improve your outreach???

It's actually simple, since we have for you:

The 1-Week Agoge Outreach Improvement Plan!

You may be wondering:

'What is this?'

Let me explain,

This, as mentioned in the title, is a plan during 1 week to improve your outreach,

And how do you start with this plan?

Easy.

This Plan Has 5 Steps which you need to be completing in order to improve your outreach, so let's start.

Step 1: Choose an Outreach Method

So this step is the easiest one,

For completing this step, you need to pick an Outreach Method:

Jason's One Or Ognjen One.

What if you want to continue with your actual outreach method or select another one?

Just continue with your outreach method, but when asking for feedback, provide us enough context, like this:

1. Outreach Method Selected
2. Did you send it via Email or DM?
3. The Outreach Structure
4. What you would like to improve
5. Outreach Copy
6. Personal Analysis

Step 2: Pick A Real Prospect and Write An Outreach With The Selected Method

Also this step is easy, you only need to:

1. Pick a random prospect of your niche (Doesn't matter if he has bad contact info)

2. Create an Outreach for them with the selected method
3. Send Outreach to Prospect

And that is this step, now we enter into the most important aspect of this plan.

Step 3: Get Feedback

The best way to improve is to get feedback.

And for getting good feedback, you need to provide good information about what you want to get feedback in,

So if you want good feedback from your outreach, follow and include this in a google doc with your outreach:

1. Outreach Method Selected
2. Did you send it via Email or DM?
3. What would you like to improve
4. Outreach Copy
5. Personal Analysis

Do this process once per day with your best outreach, and share it here in the Agoge 02 Chat.

Also, I encourage you to get feedback from experts, since they know a lot about outreach and are the best channel to get feedback from,

The only thing is that they are normally busy, so you wont get feedback immediately.

To get feedback on how to improve your outreach and weak aspects, then send it to Ognjen.

To know about your strong points about your outreach, send it to John.

And if you want general advice from all of your outreach, send it to Victor

And if you're sending any of your outreaches to any Expert so they can review it, then send them your Personal Analysis about your outreach.

They are going to give you better feedback if you provide them context.

Step 4: Apply Feedback

Now here is where the magic happens,

After you get all the feedback, **you immediately apply it.**

If you want to tremendously improve and make that feedback a normal aspect of your outreach, then immediately write 3 outreaches, and in all of them, apply that feedback.

Then, you will see that those improvements are becoming normal.

Step 5: Repeat Starting From Step 2.

Now, after you did this, start writing more outreaches (ideally 10 high-quality tailored outreaches per day)

And, send 1 Outreach to an expert everyday, and 1 to Agoge 02 Graduates.

Then, after you get feedback, immediately apply it.

Plus, bonus points if you review outreaches from other people or Agoge 02 Graduates.

So for everyday, do this:

- ☐ Send 10 High-Quality Tailored Outreach With Selected Method
- ☐ Send 1 Outreach To An Expert (Or all) To Get Feedback
- ☐ Send 1 Outreach To Agoge 02 Graduates To Get Feedback
- ☐ Apply Feedback (If any) Immediately In Outreaches.

For any question you have, tag me in Agoge Chat.

LGOLGILC.