

Brainstorm session

My problem I brainstormed about

- very low response rate to my cold outreach via Instagram DM

What is the dream state of my prospects?

- time-saving
- capable marketing partner
- results
- more revenue
- evolution of their business
- a person who they can trust

What has the low response ratio to do with a candle that is burning?

- The candle needs fire to start burning
- My outreach needs an offer so that prospects understand what they get
- The candle needs a strong flame to get set on fire
- My DM needs to be convincing to them
- As the candle continues to burn there is oxygen needed
- The DM mustn't be too long, sound salesy or unrealistic so that the prospect continues to read my DM

The solution

- My DM needs to present the offer in a natural and not salesy way
- They need to get the major information in the DM and the details in the sales call
- The DM mustn't be too long otherwise the prospect won't read it
- The DM need to show them their pains and desires and they need to connect them to my offer
- The DM have to have a CTA so that the prospect knows what to do next