

Outreach to BlueChip Technologies

So, I was going through my WhatsApp status and came upon a product release, the first book from BlueChip Technologies.

I want to reach out to the CEO and CSO of BlueChip since I've made a connection with them on LinkedIn to offer a sales funnel for their launch.

Follow with lead magnet

Email trials

V6

Subject line: Vantage will be the talk of the town...

Hi Mr. Bolaj,

I just found out about 'Vantage,' a book by Mr. Soyombo, thanks to my mentor, Mr. Abass Gbadeyanka from the Product Division at BlueChip Technologies.

I've designed something compelling that I'd like to show you. It's meant to promote the book on social media to engage your audience, and boost conversions.

I've come up with a cool plan to get the word out about the book on social media. The idea is to get people interested and make more sales.

From eye-catching graphics to interactive posts, I've got strategies that could give the book a real boost.

Have you ever noticed how famous African writers like Ayòbámi Adébáyò and Farai Mudzingwa use intelligent tricks to grab people's attention?

Let's catch up on Zoom or Microsoft Teams, a perfect setting to dive into the possibilities.

Promoting 'Vantage' into the spotlight well in advance. Don't miss out on this strategic advantage!

Take care,

Usman Zayyana

V5

Subject line: **Vantage will be the talk of the town...**

Mr. Bolaj,

I came across 'Vantage,' written by Mr. Soyombo, via my mentor, Mr. Abass Gbadeyanka, Head of the Product Division at BlueChip Technologies.

I've designed something compelling to promote the book on social media, aiming to engage your audience and boost conversions.

Ever come across the savvy tactics employed by renowned African writers like Ayòbámi Adébáyò and Farai Mudzingwa?

How about we have a friendly chat over Zoom or Microsoft Teams shortly?

Let's explore how my expertise can magnify VANTAGE's success. The rewards awaiting us are impressive – let's unlock them together.

Best Regards,

Usman Zayyana

V4

Dear Mr. Bolaj,

I recently stumbled upon the release of 'Vantage,' authored by Mr. Soyombo, through my mentor, Mr. Abass Gbadeyanka, Head of the Product Division at BlueChip Technologies.

I've created a basic yet robust design for promoting the book on social media. This design is meant to grab your audience's attention and increase conversion rates by giving something valuable for free.

This finding made me wonder if you're familiar with the effective method used by well-known African writers such as Ayòbámi Adébáyò and Farai Mudzingwa.

Their secret lies in capturing attention and reciprocating with valuable insights upon receiving the audience's details.

I'm excited to show you this design, I think a Zoom or Microsoft Teams meeting would be a great way to explore more opportunities. If you have some time available in the next few days, I'd be happy to discuss how I can help make VANTAGE a success.

Looking forward to potentially collaborating.

Best Regards,

Usman Zayyana

V3

Subject line: Vantage will be the talk of the town...

Dear Mr. Bolaj,

I recognize the impressive path that BlueChip Technologies is taking in this digital revolution as the leading provider of IT solutions In Africa and beyond.

I came across the release of the book 'Vantage' by Mr. Soyombo on the 12th of September on my mentor's WhatsApp story Mr. Abass Gbadeyanka Head of the Product Division of BlueChip Technologies.

I was wondering if you were aware of this secrete strategy the likes of Ayòbámi Adébáyò, Farai Mudzingwa, and many more top-selling African authors were using.

The secret strategy is simply to get attention and get their details in return for a free value.

I'd like to show you a simple and basic design I quickly sketched that will help promote on social media to grab the attention of the audience you have to increase conversion rates. (FREE VALUE)

I would like to discuss with you further on a Zoom meeting to see how I can help your team make VANTAGE successful if you are less busy in the next coming days.

Best Regards,

Usman Zayyana

V2

Subject: Raise awareness and reach a wider audience.

Dear Mr. Bolaji,

I truly appreciate your connection with me and allowing me to share my ideas with you.

I recognize the impressive path that BlueChip Technologies is taking in this digital revolution.

I have a few Ideas on how to help you gain awareness and market the book Vantage.

Using graphical or visual content on social media will be a great way to tell people more about the book before they head to the website and make a purchase.

Reach a wider audience by using social media, run contests and giveaways, and reach out to influencers.

I'd like to show you a simple and basic design I quickly sketched that will help raise awareness on social media. (FREE VALUE)

Also, a sales funnel will help you spot potential customers, nurture leads, close deals, and track reports.

If you are free for a 15-minute call, I'd like to explore all the possible ways you can achieve your goal of getting your book to the bestseller list when it's set to launch.

v1

Subject line: You will want this funnel for your book release

Dear Mr.Afolabi Bolaji,

I hope this email finds you well and in warm spirits.

I came across a WhatsApp status about a book on Mr. BlueChip himself, Sir Olumide Soyombo.

←I'm sure as the Chief Sales Officer you are capable of launching this book successfully.

I'd like to offer my assistance in setting up a sales funnel for your product launch. →

A sales funnel increases the chances of making sales, helps you use your resources better, and improves the launch of your product.

If you are available, I would appreciate a 15-minute briefing call to discuss potential possibilities and opportunities before the book launch on September 12th.

If you have any questions about the strategy I was talking about, please feel free to reach out and discuss.

Here's a link to my portfolio if you want to check some of my previous work and achievements (<https://zedusman.github.io/portfolio/>)

I'll be looking forward to hearing from you sir.

Best regards,
Usman Zayyana

Dump

What am I going to offer first?

A whole e-book or a visual interrupt on social media with CTA?

Both?

Alright, let's do both since I got time on my side.

First, a social media post promoting the book and the launch and the copywriting in the caption and ads if we're being delusional.

What will happen when the user clicks?

I think the user is supposed to drop their details and get a free value.

"To get your free manual sign-up now for our newsletter" or something like that if I'm correct.

What am I going to present to the Chief Sales Officer?

Let me make some promotional posts and a sales funnel for you.?

Why will he need an Ebook?

Will he need this picture I made him or am I wasting my time and effort in the wrong direction?

P.S. These are all just notes to me.