

Figure out a new way to outreach.

**My ideas:**

- send outreach with pigeons
- send them letters
- send them handwritten letters
- send them a knight on a horse with a handwritten letter and a candle sigil
- send them food with a letter
- what the fuck are these ideas bruv
- find their momma's address and deliver a threatening letter to her and say if her son don't wanna give me money for my marketing strategies she will die eventually
- go to their business personally in a hot air balloon
- plan for the hot air balloon to go to their business with only a letter in the standing thing
- send them a very bad copywriter who's also their nephew and then they have to hire me so I can fix what he messed up
- send an email - bruv
- call them
- kidnap their daughter for ransom money
- send them meth infused cookies, get them addicted and then be the only dealer in their area and then get them hooked on my stuff and then only give them more meth if they pay me for my marketing strategies and then they also pay me for mindset lessons that they need in order to quit meth

**Free flowing word associations:**

- Business owner
  - he needs to make more money
  - better marketing
  - bigger clients
  - better clients

- higher ticket items
- subscription based service
- less hassle
- less stress
- more time
- more money
- less headaches
- more pleasures
- better suppliers
- cheaper suppliers
- smaller cost production
- better ads
- better lead magnets
- better clients
- bigger office
- good employees
- happy employees
- less taxes

### **Forced connections:**

- What does my prospect have in common with a car door?
  - they both make sounds if you smack them
  - they can get scratched easily
  - no need to go hard on them
  - they can be open for the right people
  - they can be closed for the right people
  - they can be open to the wrong people
  - they can be closed to the wrong people
  - they can be open to hearing someone else (window down/reading dm)
  - if you go too easy you won't close them
  - if you go too hard you'll damage them

### **Roleplaying:**

- Let's imagine I'm the business owner that I'm reaching out to

- Hmm, I'm already busy enough, let's see what I have in my requests tabs
- A copywriter? hmm... maybe he won't be full of shit
- Oh wow, what a good offer! But how can I trust him?
- Should I go through with this? I don't really know... I've worked with another copywriter in the past and that guy was shit.
- Well, what the fuck... Maybe he knows something I don't... after all, his profile looks nice, he's got a portfolio, says he's a marketer for my niche specifically...
- Yeah, let's do it, let's see what he's got to say

### **Compare with an analogous area:**

- How is prospecting like riding a horse?
  - You might fall off and hit your head and die
  - you might fall off and nothing happens
  - you might fall off and the horse steps on you, paralyzing you
  - you might get to where you wanna go in an awesome way
  - you might get to smell some shit along the way
  - you might have to stop and feed the horse and give him water
  - you might have to calm it down
  - you might have to amp him up
  - you could send your horse on the wrong path
  - you might get led by the horse instead of you driving it.

### **Reverse thinking:**

Well, some of the first ideas I had could work really well here...

- How can I make my prospect report, block, and call the police on me?
  - Swear at him
  - call him names
  - curse his business
  - curse his family
  - be the most arrogant person they've ever talked to
  - be a complete asshole
  - send a dick pic
  - send a picture of having intimate relations with his wife

- send a video of having intimate relations with his daughter
- send the FBI over to his business for having undeclared workers and admit to doing it in the DM
- tell him he's shit at marketing
- tell him his website looks like horse shit
- tell him the truth in the first DM about issues I've found related to his marketing strategies

### **Constraints:**

- How would I outreach if I could only do 1 line?
  - Hey, let me show you how to make more money
  - Hello, wanna increase your sales? I know how
  - Hey, nice biz. Your newsletter? Could be better. Wanna know more?
  - Big issues I found on your emails. Let's make them better
  - This is what I did for a similar business. Do you want more sales?
  - Hi, your newsletter could use a better strategy. Give it to me.
  - Let's turn your business to mega success, hmu if you're open for it
  - Can you believe there's marketing strategies that work? I'll show you