

Outreach Aikido

1. Follow on social media
2. Analyse them as prospects and look for gaps, holes or opportunities (see below)
3. Like and comment their posts
4. Strike up dialogue on DM
5. Don't be overly keen, eager or basic
6. Talk like a G and remember that they need your skills and expertise. **You do not need them**
7. Aim is to get them on a call, make this easy for them (don't direct them to your website) book them in and make it super easy
8. Close on the call, you have testimonials, work examples and insight. **USE IT**

Criteria

750 - 10000 on insta

Customer Avatar

Business Owner Model			
Demographic Psychographic	Industry:	Dreams & Fears	Solution
Name, Age, Character	Ideally products/services aimed at males 18-35 - Not essential		Basic to Advanced
David/Sarah 25 - 45 Gender - Either Small business owner, relatively new to business (6 months to 2 years) Entrepreneur, start up, highly motivated to succeed Awareness level - Low to Moderate. Sophistication - Has	Coaching (fitness, lifestyle, financial) Or Male clothing brands Or Services aimed at aesthetic/status improvement (fine watches, jewelery, crypto trading courses, financial improvement courses or E books)	Dreams: Financial Freedom & success Increased sales, sales calls or bookings A larger piece of the pie in their Niche To be a respected company within their Niche	Target audience research Customer avatar creation Top player analysis Newsletter Basic email sequence <ol style="list-style-type: none"> 1. Welcome Sequence 2. Reengagement Sequence 3. Sales sequence (product launch) 4. Funnel retention email (abandoned checkout, failed purchase,

<p>tried direct marketing in the past with a scatter gun or non consistent approach.</p> <p>Has a basic website, social media page and has a small to medium following.</p> <p>Does not like basic/generic sales or marketing and will consign any blatant cold outreach to junk without reading it.</p> <p>Wary of online scammers, fake promises and gurus with the sole intention of taking money from them</p> <p>Approach will need to be personable, trustworthy and genuine.</p> <p>Receives many spam emails so this approach is unlikely (but not impossible) to work.</p> <p>Business use of the following Social Media: Instagram Facebook X Pinterest Tik Tok (<i>Maybe for marketing</i>)</p>	<p>Or</p> <p>Self help E books</p>	<p>To create a business they can be proud of</p> <p>To be viewed as an expert in the field</p> <p>Larger social media following with brand partnerships</p> <p>More customer engagement, more money</p> <p>Frustrations:</p> <p>Lack of customer engagement</p> <p>An unrefined sales strategy</p> <p>Unsure about how to grow</p> <p>Other companies doing 'the same' but getting better results</p> <p>The feeling that they have a great product or service and can add real value to their target audience, yet they don't seem to get enough exposure</p> <p>A feeling of unease when it comes to marketing. Feeling like something is missing</p> <p>Not growing quick enough</p> <p>Not generating enough bottom line income</p> <p>Stagnating growth</p> <p>Worries:</p>	<p>missed/cancelled appointment</p> <p>Email sequencing set up</p> <ol style="list-style-type: none"> 1. Customer demographic segmentation 2. Funnel segmentation 3. Value ladder segmentation <p>Free value/lead magnet creation (Ex; Million dollar mindset)</p> <p>Top player methodology implementation</p> <p>Strategic partnership (growth orientated)</p> <p>Social media copywriting</p> <p>Landing page creation</p> <p>AI art creation</p> <p>Simple video editing (limit this)</p> <p>Website redesign (outsource)</p> <p>Total funnel creation (AIDA or similar)</p> <p>Create a unique name for a funnel/product</p> <p>.....</p>
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		<p>They will never realise their initial dreams</p> <p>They will struggle to retain customers</p> <p>They will never become financially free</p> <p>The company will not grow above it's current level</p>	
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Outreach method thoughts

What are the likely chances of a favourable response to cold email? Favourable if it is read

What are the chances it is read? Less than favourable due to volume of spam email, my emails going to spam, reception or low level staff deleting them, or people making assumptions before they fully read.

Do you blend in with other, lesser, copywriters/marketers? Potentially yes for the above reasons. My outreach is better worded but still risks being too salesy. Without utilising my key skills I may struggle to attract the clients I want

Are you able to display your own USP and skill with such a generic method? Yes and no, whilst a good way of getting in front of prospects, it does limit my potential to effectively communicate my personality. It risks coming across as salesly and generic

Is the best method really to cold email people? Instagram DM, social media outreach signify a stronger option for me but it does rely on social media skills which I have never fully developed. Also a page with less followers may have to work harder to prove it's worth

Do your honest responses signify the best chance of success?

Outreach Draft 1

Headline - Fancy a Free Coffee?

Hi Darren,

Hopefully this email finds you well and open to receiving something for nothing 😊

I understand the annoyance with random emails out of the blue but **read to the end, you'll like what i have to say**

I can see you are super busy with your PT business and it looks like you're crushing it

Your Instagram page is clean and immediately caught my eye, a really good combination of clear offers and language that builds credibility and trust

So

My question to you is...

When was the last time someone bought you a coffee?

I'd be delighted if you'd join me for a quick catch up over a coffee to discuss some growth ideas that have just delivered significant results for my past clients

Over 200% Email engagement improvement within the first month. This was delivered by a reinvigoration of their email sequences and funnel

To fulfil my initial headline offer i'll send you over a free E-Card for a coffee on me 😊

All I ask is for 30 minutes of your time in which my sole aim will be to help you become **more successful**

A literal something for nothing offer for once

Click the link below if you fancy a **FREE COFFEE** & chat at a time of your convenience

<https://calendly.com/davincimarketing1/initial-call>

PS. Please feel free to check out my testimonials before booking a call

<https://www.instagram.com/diamondscribes/>

Follow up email 2

Subject - Your coffee's getting cold ☹️

Hi (insert name)

I am just following up to see if you received my previous email?

Look, I know you probably get a million of these a day

and at this point you are fed up being 'sold to'

However i promise this is different

My aim is to help and help alone

My past clients all had similar reservations but once our projects were completed they were delighted

I'd love to send you over the testimonials or a sample of the work if you would like to take a look

Alternately you can check them out on my Insta page

<https://www.instagram.com/diamondscribes/>

A fresh coffee is brewing and I hope to hear from you soon

Click the link below to schedule a quick catch up where I do my utmost to **help you grow**

<https://calendly.com/davincimarketing1/initial-call>

Kind regards

Dan

DM Version: "Coffee & Growth Chat 🚀☕"

Hey (insert name)

I hope this message finds you well and receptive to a small gift?

How does a free coffee in exchange for a quick chat about skyrocketing your growth sound?

No strings attached

How? I'll send you over a free E card and we can catch up over zoom with a brew

Why? Because even the best can get even better, and I've just doubled my last clients email engagement with a simple strategy ([checkout the testimonials on my page](#))

Reply with "Coffee" if you're in

Cheers,

Dan

DM CHAT GPT enhancement

Hey [Insert Name],

I hope this finds you thriving!

I've been really Impressed by [specific aspect about their business], I wanted to reach out with a small token of appreciation for the work you do.

How about a coffee on me for a chat about taking your growth to the next level? Absolutely no strings attached. I'll send over an E-card, and we can discuss ideas over Zoom at your convenience.

Why me? I've recently helped a client double their email engagement, leading to noticeable business growth.

You can check out their story and others on my page [direct link].

Just reply with 'Coffee' if you're interested. Looking forward to potentially helping you achieve even greater success.

Warm regards,

Dan