

Current problem: I am not getting positive replies from my prospects.

Forced connections: How can I make my outreach similar to talking to someone I know?

- I can talk in an informal, yet polite tone.
- I can compliment them on something neat they did recently.
- I can engage in a friendly conversation before asking questions.
- I can pick a topic that talks about **THEM** and makes them *feel* important.

Dreamer:

- I can ask them a simple question to start a dialogue.
- I can make an extremely personalized compliment that I can use to lead into a pitch, followed by a question regarding the compliment.
- I can hint at how they can achieve their goals/ how I can help them
- I can start a small dialogue that I can use to extract info about what their business goals are
- I can find touch-points in their business that I also relate to. (builds rapport/ trust)
- I can ask them what their opinions are about my “idea”
- I can point out strengths in their business that they can use to their advantage
- I can subtly point out weaknesses and how they can improve those weakness to gain a competitive or strategic advantage.

Realist:

- Compliment AND/ OR relatability
- Question regarding compliment/ business
- Start a small dialogue
- **Plan:** I will do a mini-research on my prospects to find out how I can help them/ a way to compliment them → I craft my outreach message by greeting them, complimenting their business & also adding a sense of relatability (if possible), then ask them a question that links to the compliment and their business.

Critic:

- It doesn't cut to the point. *Do they even have time to make conversation?*
- They probably just want to know what I'm messaging them about.
- It doesn't provide any value (unless implemented somewhere in the question about hinting towards value).

Revised plan:

1. Engage with my prospect.
2. Compliment them about something they could be proud of or something that's unique. (Also if I relate to it in any way).

3. Make a direct question that ties to the compliment, hints at value, while also affirming them what I'm messaging them for.

Solution: A newly crafted outreach template that is personalized, gets their mind thinking a little (intrigue), and hints at potential business growth/ value.