

Crafting a trusted outreach message

When they see the DM for the first time they have to see it as an opportunity, not spam.

To do that you need to:

- Avoid all sales cliches and spam messages words.
- Avoid introducing yourself or your profession. They don't care.
- Mention something they care about.
 - To do that you need to analyze that specific prospect and figure out what they need.
 - You also need to present that thing compellingly. Advertise the dream, not the method.
- Don't talk like a suck-up. Be confident and act like the prize.

Next, they need to see that this message was actually sent to them specifically by someone interested in them, PERSONALLY. To do that you need to:

- Mention their name.
- Mention the name of their brand
- Mention the name of a product they sell
- Mention something they talked about on their website/social media account.
- Any combination of the above as long as it serves a purpose and doesn't make the message unnecessarily long.
- You can also mention their target audience.

Finally, they need to believe that they can really benefit from this offer. To do that you need to:

- Be specific with what you promise. Exact actions. Numbers.
- Look like a credible source. That comes from your social media presence.

“Hello <name>. You are selling to <mention their ideal clients>, in your website/latest post, you said <something they said or done in their business> and it was brilliant because <mention a reason if possible>.

But there are many points in your marketing that you can improve. Like <mention something you can improve>. Also, your < name of the product> can make more sales if you <the change you will offer to make>.

In less than a month of work, I can increase your profits from the < name of the product>. Here is a sample of my work, <insert link to your work sample>

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth”

Action steps:

1. Find a business in your niche that:
 - Has between 3k and 20k followers
 - Has decent engagement
 - Has a product to sell
2. Analyze that business and gather the info you need to put in your outreach message above.
3. Follow them, like 2-3 of their posts, and drop a genuine comment on a post you like.
4. Send that DM.

1

Hello Miss Elyce. You are targeting people with trauma and PTSD, and on your website you said "Trauma disconnects you. Reconnect, heal, and feel fulfilled". Which was brilliant because it shows the problem and promises a solution just in the headline.

But there are many points in your marketing that you can improve, like highlighting that you target people in Florida and making it very visible right at the start. Also, you will get more clients if you promote your virtual sessions more, as that exceeds any geographical restriction.

In less than a month of work, I can increase your profits from all your therapy sessions. Here is a sample of my work of rewriting websites to make them sell better.

LINK

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost the growth of your business

2

Hello Harmony. You are targeting childhood traumatic people, and in your pinned post about the Foster Tenacity Movement, you advocate unconditional self-love. Which is brilliant because it's a desire for almost every possible client for you.

But there are many points in your marketing that you can improve. Like promoting your services more in stories. Also, Foster Tenacity will grow much more if you have a website where you can directly sell.

In less than a month of work, I can increase the number of your clients and hence, your profits. Here is a sample of my work, it's a website about mental health services. LINK

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

3

Hello Dr. Cooper. In your instagram content, you talk about the human mind, sleep, crying, and many interesting topics, and it's brilliant because it creates amazing and enjoyable content that helps to build your social media presence.

But there are many points in your marketing that you can improve. Like connecting your content to your life coaching services. Also, you can get more clients through your website if you improve it and promote it to your instagram audience.

In less than a month of work, I can increase the number of your clients and hence, your profits. Here is a sample of my work, it's a website I wrote about mental health services.

<insert link to your work sample>

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

4

Hello Miss Johanna. You are mothers who suffer from anxiety and ADHD, in your content you share your lifestyle and how you manage your day, which is brilliant because it shows your audience the practicality of what you preach and how their problems can be overcome.

But there are many points in your marketing that you can improve. Like calling the reader to contact you for consultation in the description of every post. Also, your website can bring you more clients if you rewrite it to focus on the pains and desires of your target audience and then give them a clear call to action.

In less than a month of work, I can increase your profits from the online therapy sessions at least. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

5

Hello Dr. Patricia. Your target clients are parents with kids having emotional, mental, and social problems, and in your latest reels about the podcast, you demonstrated amazing knowledge about your profession, which was brilliant because it shows credibility and builds trust with your audience.

But there are points in your marketing that you can improve. Like upgrading your website and promoting your services there. It will get you more clients.

I would love to work with you, ma'am. In less than a month of work, I can dramatically increase your profits. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

6

Hello Miss Camille. You are aiming to work with childhood abuse victims, in your website and your posts, you tell your audience they are not alone in the journey. This is brilliant because it builds a real connection between you and the audience.

But there are many points in your marketing that you can improve, like improving the design of your website, optimizing it for search engines, and promoting it more on instagram. You will definitely get more clients with that.

I have read some of your posts and I know you are working hard to get your business going. In less than a month of work, I can upgrade your business and increase your profits. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

7

Hello Bre. You are targeting people who need family therapy to work with, in one of your latest posts, you talked about narcissists and it was brilliant because everyone in your target audience can relate to that.

But there are many points in your marketing that you can improve like posting more consistently, using hashtags, and promoting your services more. Also, you seem to have had a website that no longer works, if you can upgrade that and leverage it, you will get more clients.

In less than a month of work, I can increase your online and in-person clients, increasing your revenue. And even advertise your EMDR therapy sessions which you will be ready to give soon. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

8

Hello ladies and Ken from CAOCD. You are clearly targeting people suffering from anxiety and OCD and you do a wonderful job presenting that on your instagram and website. You also present your team professionally which is brilliant because it creates credibility and builds trust with the customer.

But there are points in your marketing that you can improve like leveraging having a team into making more engaging content. Also, your website will convert more clients if you have a clear sales page for your virtual services.

In less than a month of work, I can show you an increase in your monthly revenue. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

9

You empower people to not yield or give up, you work as a therapist embracing self-help healing, and in your content, you share your story and life lessons, which is brilliant because it's credible and inspiring.

I respect what you do very much. There are points in your marketing that you can improve to grow faster. Like posting more consistently and promoting your services. Also, "lets train the brain" will grow much more if you have a website where you can directly sell.

I would love to work as your marketer. In less than a month of work, I can make your voice reach a lot more people as well as increase your profits from your therapy work. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

10

Hello Miss Maddie. Your services target people with PTSD and complex trauma, you present helpful info on managing mental health in your instagram content which is good because it shows you as a credible source, although you haven't posted in months.

There are many points in your marketing that you can improve. Like posting consistently, using hashtags properly, and selling in stories. Also, you will get many more clients if you advertise your virtual therapy services.

In less than a month of work, I can make Jade Counselling Center grab the attention of many clients. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

11

Hello Emily. You are targetting young adults who feel disconnected from themselves, and in your instargam you share educational and honestly pretty funny content, which is brilliant because it builds an audience and shows credibility at the same time.

But there are points in your marketing that you can improve. Like making the landing page of your website only about the reader and then promoting the website on your instagram. This will attract more traffic to the website and hence, convert to clients.

In less than a month of work, I can increase your profits, and maybe it won't be long until you're a licensed therapist. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

12

Hello Miss Jaclyn. On your website, you said "I'm pretty sure if I asked YOU to describe your ideal life in three words it would not include: anxious, overwhelmed, & exhausted", and it was brilliant because it hits the pain points of the reader and paves the way for the offer.

But there are points in your marketing that you can improve. Like making the landing page all about the client and making different pages for sales. Also, your website will get more traffic if you promote it on your instagram.

In less than a month of work, I can increase your profits from your coaching programs. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

13

Hello Miss Denise. You work as a therapist for families, couples, and traumatic children, on your website you present yourself well, and on your instagram you present funny and relatable content, which is brilliant because it shows your character and lets clients know you before meeting you.

But there are points in your marketing that you can improve. Like reorganizing your website to make the landing page all about the reader and a different page to present you. Also, your EMDR therapy sessions will attract more clients if you make a whole sales page for them.

In less than a month of work, I can increase the number of your clients and hence, your revenue. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

14

Hello Miss Deana. You are targeting depressed adults who are stuck in life, on your website you say "imagine if you could", and then you start listing the things a depressed stuck person would want. This is brilliant because you are selling the dream outcome to your reader.

But there are points in your marketing that you can improve. Like selling the dream outcome right at the beginning to make the landing page mostly about the client. Also, your coaching and therapy services will get more clients if you make your promises more vivid and specific.

In less than a month of work, I can help you secure more clients, increasing your profits from your virtual sessions. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

15

Hello Dr. Thai. Your content is wonderful, it addresses a lot of concerns therapy clients have. In a recent reel, you talked about “emotion soup”, it was a brilliant explanation showing your own unique way as a therapist.

But there are points in your marketing that you can improve. Like specifying your area of expertise and mentioning the type of issue you can heal best, childhood trauma, relationships, anxiety. Also, your business will grow more and get more clients if you have a website where you can directly sell.

In less than a month of work, I can make you a website and increase your monthly clients. Here is a sample of my work, it's a website I wrote about mental health services.

If you are free this weekend, we can have a business call to discuss things further and make a solid plan to boost your growth

New Outreach Template:

“<name>, in your website/latest post, you said <something they said or done in their business> and it was brilliant because <mention a reason if possible>.

But there are points in your marketing that you can improve. Like <mention something they can improve>. I know you are selling to <mention their ideal clients>, your < name of the product> can make more sales if you <the change you advise>.”

1

Miss Aliza, in one of your latest reels you talked about imago and explained many things about it. And it was brilliant because it resonates well with your ideal clients. It's smart marketing.

But there are points in your marketing you can improve. Like talking about the client more on your website and promising them what you can deliver. You will attract much more clients.

2

Hello Dr. Alexandra. I realize you work with children and teenagers, and that you recently started a virtual group for DBT skills with Dr. Kelly. It will be hard to attract people to attend this group if they can't clearly see the value in it. You need to promise a result they need.

You should also do the same with your website. Promise to solve a problem they have. If you want to attract online clients, like the big successful therapy business, you need to have a great online presence, aka "great website".

Here is an example of a website I wrote for a therapy business

<insert link to your work sample>

3

Hello Dr. Kelly. I saw your page and I loved the beautiful info about how to manage having intrusive thoughts. I visited your website after and I believe it can use an upgrade.

Not just in design, but also in the words written there. Successful businesses focus on promising their clients what they need and then delivering on that promise. Make the focus on the client.

Here is an example of a website I wrote, it may not match your business perfectly but it should give you an idea.

4

Hello Dr. Gessica. In your latest post you talked about taking risks to grow. The examples you gave were brilliant. They resonate with your ideal clients, which builds your audience and encourages them to reach out to you.

Social media is to gather an audience, and you have achieved that. Your business now needs a place where it can directly sell to that audience. A website.

Here is what I can do for you:

Make you a website
Write it professionally
Explain what makes you unique from other psychologists
Direct your thousands of followers to that website

Here is a sample of my work, it's a website I wrote about mental health services.

<insert link to your work sample>

Example of Arno's outreach:

Hi <name>,

Found your office because of your excellent Advieskeuze reviews.

I help mortgage advisors easily attract more qualified mortgage customers.

Would it work for you if we planned a quick call one of these days to see if I can help?

Sincerely,

Arno Wingen

Outreach template 3.0

Name.

A compliment about a specific thing they did recently.

Address a problem.

Ask a question.

1

I loved your reel about expressing feelings to the wrong person, Miss Antoinette. Along with other posts in your content. They show your knowledge and resonate with your followers.

I took a look at your website and it's as lovely as any other website for a therapist or a psychologist. Have you done something in your business that makes you stand out among your competitors?

2

Miss Lauren, your latest reel about being kind to our every emotion was brilliant. It cultivates peace, which is the ultimate goal of your ideal clients.

I took a look at your website and it's as lovely as any other website for a therapist or a psychologist. Have you done something in your business that makes you stand out among your competitors?

Outreach template 4.0

Name

Address a problem

Offer solution

CTA/ask for a call

1

Hello Juliet. Surprisingly, your website doesn't get many visitors despite your amazing content and your big audience.

Upgrading the website, promoting it, and directing your followers to it will swarm it with paying clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

2

Hello Zach. Surprisingly, your website doesn't get many visitors despite your amazing content and your big audience.

Upgrading the website, promoting it, and directing your followers to it will swarm it with paying clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

3

Hello Bryan. Surprisingly, your website doesn't get many visitors despite your amazing content and your thousands of followers.

Upgrading the website, promoting it, and directing your followers to it will swarm it with paying clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

4

Hello Miss Selene. You have beautiful content and a lot of followers. Converting as much of them to paying clients is not easy though.

I see you are accepting new clients, you have the means to start selling directly and hit your financial goals by the end of the month.

Would it work for you if we planned a quick call one of these days to see if I can help you?

5

Hello Miss Courtney. Despite your solid online presence, you may be missing opportunities to make more money. If someone visits your website and gets confused, you lose that client.

Rewriting your website to compel and intrigue the reader will convert tens of visitors to paying clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Outreach template 4.0

Name

Customized message

Offer service

CTA/ask for a call

1

Hello Miss Akhira. Your latest post answers the question I dropped in the comments of the previous post. That shows how well you prepare your content.

I help psychologists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

2

Hello Miss Francesca. Your content is beautiful. I remember commenting on a reel of yours earlier, was about missing toxic relationships. That one stood out to me.

I help psychotherapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

3

Hello Miss Montana. I loved your thread post about how you reframed being odd among your friends as an opportunity for growth. Was so smart.

I help psychotherapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

P.S.: there is a small typo in the links in your instagram bio, you wrote grouo instead of group lol.

4

Hello Miss Pauline. I loved the eastern design of your website and the way you relate to your target audience.

I help psychologists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

5

Hello Miss Sumi. Your reel about the quote that says some bad people have therapists validating their feelings was beautiful. I know you dropped it 3 weeks ago, I was roughly going through your content to be honest, and I loved it.

I help psychologists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

6 This one was an email

Hello, Miss Samira.

Found your business on Instagram while looking for psychotherapists to work with.

Loved your last post about grief by the way.

I help psychologists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Sincerely,

Osama Ghanem

7

Hello Miss Rio. Loved your latest post about creating a container because it's like a mini version of journaling. It's smart and easier.

I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

8

Hello Miss Mao. I liked your post about emotional bypassing and how it affects one's growth. Was informative and simple.

I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

9

Hello Miss Malika. I visited your beautiful website, but the link in your bio leads to a strange page with no information, I think that's an error.

I market for life coaches and therapists and help them attract more clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

P.S.: Loved your reel about self-love being internal and not external ;)

10

Hello Miss Maliha. I know you are currently more focused on supporting Palestine and condemning the genocide in Gaza. You have my respect for that.

I hope it's not the worst time to offer you help with your business.

I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

11 This one was an email (second follow-up to Lili Cooper)

Hello Miss Cooper. I loved your content on Instagram with the whiteboard, the professor's attitude, and everything. It's fun and informative.

I market for life coaches and therapists and help them attract more clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Sincerely,

Osama Ghanem

12

Hello Miss Preet. Your latest reel stood out to me because it's something I've been through. My uncles and aunts slammed me with the whole "weak generation" thing many times lol.

I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

13

Hello Miss Tasha. I know you are currently more focused on supporting Palestine and condemning the genocide in Gaza. You have my respect for that.

I hope it's not the worst time to offer you help with your business.

I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

14

Hello Noor. I loved your reel about receiving "mental health destroying" homework from a mental health professor, it made me laugh.

I'm honestly reaching out for a business opportunity. I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

15

Hello Miss Leeor. I really loved your post about remembering your previous clients. This kind of genuine care is a rare feat among therapists as far as I know.

I'm honestly reaching out for a business opportunity. I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

16

Hello Miss Kamini. Your latest post resonated with me because I have been on a journey of self improvement in the past 3 months and have cut out a lot of bad habits.

I'm honestly reaching out for a business opportunity. I market for life coaches and therapists and help them attract more clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

17 This one was an email

Hello Miss Lea. I saw your content on Instagram and through your profile, I found your website.

Loved your post about Valentine's Day gift ideas, I saw it too late sadly.

I am reaching out to you for a business opportunity.

I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Sincerely,

Osama Ghanem

18 sent her an email with the wrong name. Sent an apology email afterward.

Hello Miss Lea(Zara). I saw your content on Instagram and through your profile, I found your website.

Loved your post about the 5 reasons why your spouse is not meeting your needs.

I know you are probably heartbroken about the genocide in Gaza. I applaud your beautiful intentions. My heart is with my brothers and sisters there too.

I hope this is not the worst time to contact you. I am reaching out to you for a business opportunity.

I help therapists attract more online and in-person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Sincerely,

Osama Ghanem

19 This one was an email

Hello Miss Arielle. I saw your content on Instagram and through your profile, I found your website.

Loved your recent reel about the 10 strategies to help with overcommitting

I am reaching out to you for a business opportunity.

I help therapists attract more online and in-person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Sincerely,

Osama Ghanem

20 This one was an email

Hello Miss Rebecca. I saw your content on Instagram and through your profile, I found your website.

Loved your recent reel about the tough love your friend showed lol. Was funny and insightful.

I am reaching out to you for a business opportunity.

I help psychotherapists attract more online and in-person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Sincerely,

Osama Ghanem

21 This one was an email

Hello Dr. Spotts.

I saw your content on Instagram and through your profile, I found your website.

Your website was amazing. Beautifully structured and nicely written. But sadly it appears that it gets very few visitors.

I am reaching out to you for a business opportunity.

I help therapists attract more online and in-person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Sincerely,

Osama Ghanem

22

Hello Rui Qi. I loved your recent post about watching our self-talk. It's something I consciously practice every day.

I'm honestly reaching out for a business opportunity. I help mental health coaches attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

23

Hello Miss Kelsey. I loved your reel about receiving being so independent that you feel lonely. Not many people see the other side of the coin.

I'm honestly reaching out for a business opportunity. I help therapists attract more online and in person clients.

Would it work for you if we planned a quick call one of these days to see if I can help you?

Outreach template 4.5

Name

Customized message

Offer work

Mention a problem/ask for a chat

1

Hello Emily. I loved your latest reel about victimhood and how focusing on the justification of it doesn't help us. It was a smart way to give good advice.

I'm honestly reaching out for a business opportunity. I help therapists attract more online and in person clients.

I believe having a website where you can sell your services will get you more online clients. Can we have a chat about that to see if I can help you?

2

Hello Rachie. I loved your latest reel about enjoying the still and not waiting for the storm. Indirect way to manage anxiety.

I'm honestly reaching out for a business opportunity. I help therapists attract more online and in person clients.

I believe having a website where you can sell your services will get you more online clients. Can we have a chat about that to see if I can help you?