Direct Outreach Quickie Set Up

Be able to send your first message or email to a contact with whom you would like to have a conversation with within 1 hour

What is it?

Direct outreach is simply sending somebody an email, Facebook or LinkedIn message to somebody, who you believe is a good fit for what you offer. This method is immediate, direct and as simple as it gets.

Direct outreach is one of the organic attraction methods to make a connection. This is not a sales call or message. This is a keep in touch, long time since we connected or introduction communication.

When should we use it?

If you come across anybody you think is a good fit for your services, write their name down and then send them an email, Facebook or LinkedIn message directly.

It is a good method not only to connect with individuals, but to connect with organizations, companies and groups of people.

Spend at least 5-10 direct outreach messages every single day to build momentum and attract clients.

What are its Pros and Cons?

Pros: Easy, effective, fast, non-technical, free, immediate results.

Cons: Requires consistent efforts every day. If your message is weak, it will be hard to use.

What are the different types of direct outreach methods?

Direct outreach methods can be formal or informal, for example, see below.

DIRECT METHODS

Formal
- A booked appointment
- An email
- A formal message

Informal
- Hello hi
- Want to chat
- A comment
- Informal message
- A phone conversation

With keep in touch messages, here are some tips to bear in mind:

KEEP IN TOUCH CONTACTS

- People you have met in the past.
- May be an ex-work colleague.
- Someone you met at a workshop or event.
- When you have something new to announce.
- Just want to connect and find out how they are.
- Personalised messages, emails or phone calls.
- It can lead to formal phone calls, in-person meetings or video calls.

You can also complete introductory messages followed up with a phone conversation. Below is a case study of a lady who came back after being on maternity leave, and how she attracted clients through the Chamber of Commerce.

INTRODUCTION CALLS

Introduction emails and followed up by phone call

"I sent a one-page letter mentioning that I was also chamber member and discussed how I helped businesses like theirs improve their marketing. Then I followed up by phone to introduce myself. On the call, I reiterated how I helped my clients and asked them about their business and marketing. Nobody hung up on me and I had a lot of great conversations. As we wound down I suggested a face-to-face meeting and most people said yes (somewhat to my surprise)! Even better, most of those meetings resulted in securing a new client. I remember how one of these clients mentioned how naturally and spontaneously this had happened. Nobody had ever called her like this before!"

You can use this method if you have moved from one city to another and want to introduce yourself.

What's the flow for an email or message?

1. Begin with the subject with their name and a result-oriented headline.

2. Address them as Dear, Hey, Hi and then their name. Adjust based on the method of communication, designation of person and use titles if they have a title. Those who use their titles are significant-driven and you can have a much quicker rapport. Facebook and Instagram are informal. LinkedIn and Email are more formal. WhatsApp messages depend on who the message is for.

3. You can ask them how they are today or skip it, and move straight to the main content.

4. Then add a sentence on something that engages them. Make it about them. Make it genuine, honest and authentic. It better not to send a message to someone if you do not believe it. Maybe you refer to a post they had written, a comment they had or maybe a message you noticed. *In some cases, if the email is to an HR person, then refer to the company they work for and what they do and how it's great. The first step of influencing is to match and mirror (use their words), and the next step is to notice what you love about them.*

5. Then share what your area of expertise is and how you help people.

6. Empathize with their situation and how you can help or have helped others. Keep your language simple and easy to understand as the purpose is to peak curiosity to get them on a call with you or invite them to a free introductory event, live group call or webinar. If unsure, a quick chat or conversation is the best place to begin with, sending them a zoom/google meet link or Calendly booking link. If it's just a quick chat, you do not want to have questions for them. Keep it simple to lower the barriers for them, to get on a call with you. For a message to an organization or company, paint the picture in one sentence about how you can help them, give them an irresistible offer to get your foot in the door. They receive many emails and messages daily. Yours has to stand out.

7. If you have relevant case studies, just add them in one sentence. Do not add more than 2-3. They must be short.

8. Then ask for a quick chat or if they are ready straight away, then give the zoom link. You can also wait for them to reply and then book an appointment manually or using the Calendly link. Adjust being formal or informal based on who the communication is with.

9. Add your name at the bottom and your main contact details (not too many as it overwhelms and confuses – keep it simple). When sending an email, a small picture is a fabulous idea as it puts a face to a name and is much more connecting. This is one of the tips I would share with final year students when submitted their covering letter and CV for a job.

10. Once completed, bless the message and send. I always bless each message that it might reach the person and communicate heart to heart, and that the message may make the person's day and get them to connect. Then I surrender all attachment and let it be.

Example of an E-mail or Message

For individuals who posted a comment or post and you have friended them

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Subject: [NAME – RESULT ORIENTED HEADLINE]

Hey NAME,

Thank you so much for accepting my friend request.

How are you today?

I noticed you were seeking help with XXX from your post or message.

My area of expertise is helping XXXX to XXXX by XXXX.

I understand your situation having been through it myself/ help other people with the same challenge/goal have some things I'd love to show you which I'm sure will help/support you to XXXX.

[If you have relevant case studies, share 2-3 of them here. Short sentences, too much content puts people off]

When will be good to have a quick 15-minute chat?

In case you are ready straight away I can speak on zoom/google meet now. I will send you a private link where we can have a quick chat.

YOUR NAME
YOUR PICTURE (For e-mail messages)
(Include phone number etc. in the footer or Calendly link with no survey questions)

For HR professionals who have a fit for what you have to offer

Subject: [NAME – Improve Work from Home Productivity]

Dear NAME,

Thank you so much for accepting my connection request.

I noticed you are Head of HR for XXXX and from your post you are seeking ways to increase productivity for employees working from home.

One of my areas of expertise is helping work from home employees to feel motivated through short 30-minute training programs that get them to increase their productivity.
I am offering a 30-day complimentary pilot program with a weekly 30-minute training session.

When will be good to have a quick 15-minute conversation to explore if I can help you and your organization?

YOUR NAME
Your PICTURE
(Include phone number and email)

An HR professional sending a direct outreach message

While it has typos (which I do not recommend), it's an example of a direct outreach message.

While a good message begins with all about here, however, if you are a trainer there is a potential offer in the message which will attract attention. She could just reverse the sequence.

Spelling the name of the person wrong is a big no. She is asking permission to approach the trainer which is a good approach.

19 MAY, 12:02 PM

> Hi,
>
> Trust you're doing well. We've introduced learn from home programme for all our employees at the company I work. Considering the current situation, we're looking at no cost experienced Leaders to conduct byte size online(zoom) sessions for our employees , topics could be - life lessons, motivational topics .
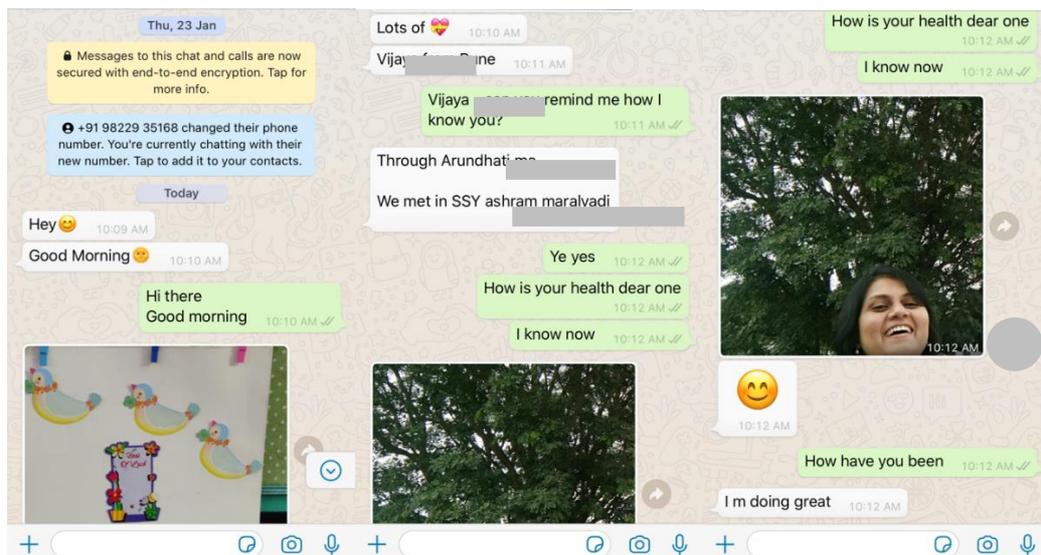>
> Wanted to check if Dr.Chaudhari could be approached for this ?
>
> Thank you 😊

What not to do?

Send a message without your name or the context of how you are connected. A picture helps.

Tips to improve performance of your E-mail or Message:

- Personally, write each message, don't copy and paste.
- Personally, send each message from your own email, don't broadcast.
- Use Yesware (https://www.yesware.com) to track whether people open and read your emails.
- Only send Facebook and LinkedIn messages once you're friended/ connected to ensure delivery.

What's the Process & Workflow?

1. When you see somebody who's a good fit, find their Facebook, website, Email and write it down.
2. If you can't find the person's email, try Google to search for things like: bill@microsoft.com.
3. If you're using email to message them, use YesWare to track opens and performance.
4. If you're using Facebook or LinkedIn to message them, make sure you add them as a friend before sending.
5. Send them a message using the provided direct outreach template as guidance (don't copy).

What resources support this method?

- Direct outreach email template: more
- Yesware email tracking software: more