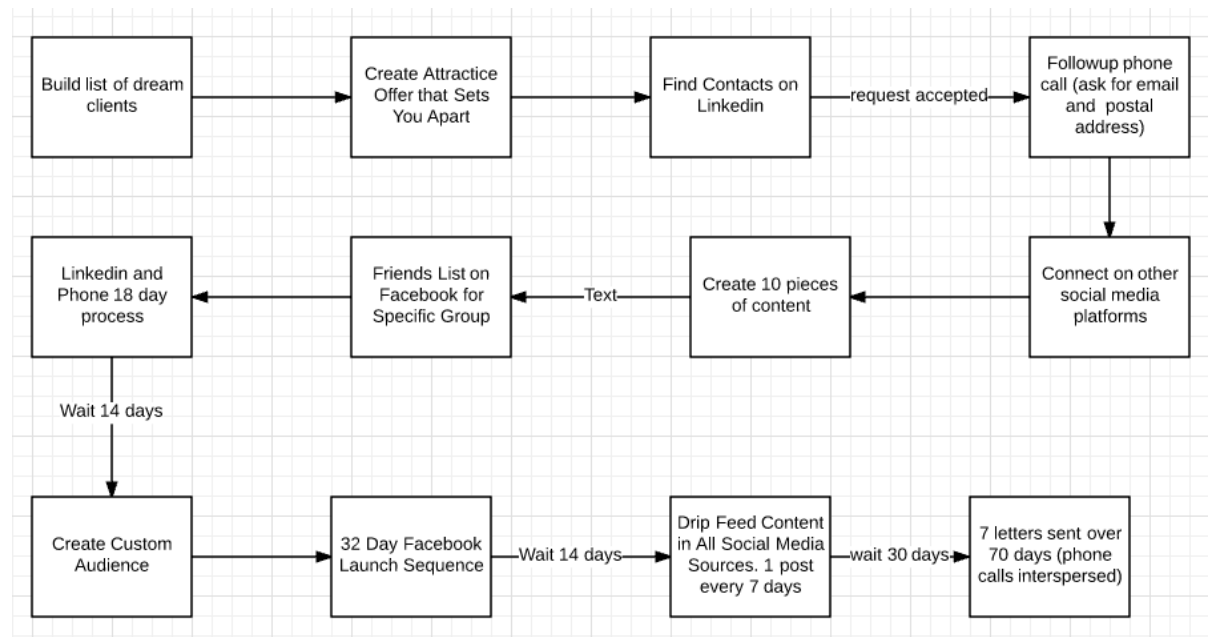


## **OUTBOUND TOP Clients System**



### **Step 1: Build List of Dream Clients**

Build a list of dream clients. To find your ideal clients, look at who your best clients are right now – and target more companies or individuals like them. Your best clients are those 20% who are giving you 80% of your business. Or the 4% who are giving you 66% of your business.

### **Step 2: Create an Attractive Offer that Sets You Apart**

Identify a very attractive offer to target this market with, which hits on a bleeding neck they are faced with on a daily basis... taps into your strengths, and gives you a strong point of difference.

If you are having trouble identifying a bleeding neck, reach out to your top 6 80/20 customers and ask the following questions:

1. What do you hate about the [your industry]? What frustrates you the most?
2. If you could request anything and receive it, what do you wish people like us would do for clients like you?
3. How could we make your business/life better, more profitable, easier?

Use the data you get from this to zone in on a specific offering / niche of your market which makes you stand out – because you're focusing on a problem nobody else is addressing.

### **Step 3: Find the Contacts on LinkedIn**

Find those contacts by getting a premium account and looking them up on LinkedIn.

### **Step 4: Follow Up Phone Call After Accepting Connection Request**

Once they have accepted your request in LinkedIn, send the details to an assistant to call the company and grab the mailing address.

### **Step 5: Phone Call Follow Up After Accepting Connection Request**

SCRIPT: Hi NAME, it's NAME from COMPANY. We would like to send a package to NAME, can you let us know the best mailing address is?

After getting mailing address: Also, do you have their email?

### **Step 6: Connect on other social media platforms**

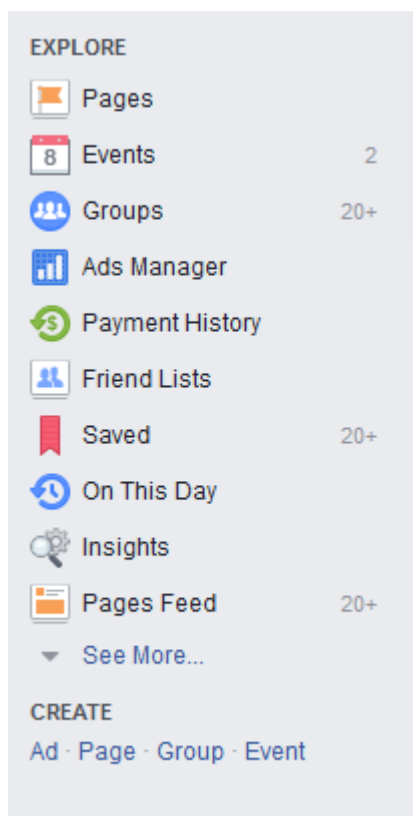
By using the tool discover.ly, you can look up where these contacts are on other platforms and reach out to them directly on Facebook, Instagram, etc.

### **Step 7: Create 10 pieces of content for Facebook, specifically targeted at this niche**

The content should be super-targeted at this specific niche, so when your prospects see it, it relates specifically to them.

### **Step 8: Create a Friends List on Facebook**

Click on friends list on the left hand side:



Click on Create List:

Friends

+ Create List

See All Friends

---

Perry Marshall Round Table Members

---

John Paul College, Coffs Harbour, Australia

---

Copywriting That Sells

---

Wollongong Area

⚙️

---

Sydney, Australia Area

---

School of Hard Knocks

---

Copywriting That Sells

---

Acquaintances

---

Family

---

Close Friends

---

Restricted

Create a list name, and add members:

Create New List

×

Create a list of people so you can easily share with them and see their updates in one place.

List Name

Members

Who would you like to add to this list?

Cancel

Create

### **Step 9: LinkedIn and Phone Follow Up Process**

**Message 1:** Thanks for connecting

**Message 2 – Day 3:** Unaware to Aware Prospecting Email.

I thought you'd find this article interesting – take a look. Something generic.

Soft call to action in P.S.

**Phone Call With Voice Mail – Day 4:** Outcome to secure meeting.

**Phone Call With No Voice Mail – Day 7:** Outcome to secure meeting.

**Message 3 – Day 10:** Aware to Interested Prospecting Message.

I recently created this checklist. It helps you BENEFIT

If it's something that you'd be interested in, let me know and I'll send it over.

**Call With No Voice Mail – Day 11:** Outcome to secure meeting.

**Call with No Voice Mail – Day 13:** Outcome to secure meeting.

**Message 4 – Interested to Evaluating: Day 16**

I just went to your web site and noticed [something]

I'm hosting a private call on DATE for my best clients and prospects to discuss reducing downtime [or some other benefit].

The discussion is limited to eight companies in [specific size / industry]. I have two slots left and would like to invite you as my personal guest.

Simply reply with a time you are able to chat, and I'll call you to provide the details.

**Phone Call With Voice Mail – Day 16:** Outcome to secure meeting.

**Message 5 – Day 18:** Breakup

I have been trying to connect with you over the past two weeks to explore ways we can BENEFIT. Since I haven't heard back from you, I am left to draw a few possible conclusions:

1. You are set with your IT provider, and if that's the case please reply "1" so I can stop bothering you.
2. You are interested in exploring alternatives, but you are very busy right now. If this is the case, please reply with "2."
3. You see opportunity, but [their colleague] is a better person to talk to about this. If that is the case, please reply with "3" and cc her.

**Step 10: Wait 14 Days. Advertise to Target Group on Facebook**

Upload email addresses into Facebook as a custom audience. Promote content directly to the group as a part of a Facebook launch campaign.

**1-4 days:** content based blog post.

**5-8 days:** content based video

**9-12 days:** case Study 1

**13-16 days:** case study 2

**17-20 days:** direct pitch

**21-24 days:** direct ad with specific benefit 1.

**25-28 days:** direct ad with specific benefit 2.

**29-32 days:** direct ad with specific benefit 3.

**33-34 days:** offer closing.

**Step 11: Drip Feed Content on Social Media Platforms**

One piece of content every 7 days educating readers on your point of difference.

**Step 12: Wait 14 days. Direct Mail**

Send 7 letters out over a period of 70 days offering a call to action of a special report / document that is of value. In between each letter, ensure a phone call is made.