KT 1- Outreach

6/11/25

Elements covered:

- Contact Finding - How to identify who
- Cold Email
- Streak CRM
- App script
- Demo Run of both
- Apollo.io
- Clients 101 - how we get clients

1. Contact Finding - How to identify who

When approaching organizations for consulting projects, internships, or sponsorships, the key is identifying the right point of contact, someone with the authority or interest to respond meaningfully.

For consulting projects, look for people in strategy, business development, partnerships, or founder/CEO roles, since they often handle collaborations and problem statements. For internships, target HR managers, team leads, or department heads relevant to your area of interest (e.g., a Product Manager or Marketing Lead in a product company).

For sponsorships, reach out to community managers, CSR heads, or marketing executives who handle outreach and brand collaborations.

2. Writing a good email

Writing a good email is key, an ideal email to a corporate profile should be:

- Short and to the point
- Include supporting docs if needed
- Signature and contact

- A good CTA (call to action)
- Clear Subject Line
- Who you are
- Why you're reaching out
- What you're proposing or asking
- Personalization

3. Streak CRM

https://www.streak.com/

Use for mass mailing and personalisation. Steps:

- Download the CSV excel file
- Upload in mailmerge in the compose section of email
- Set variables choosing them from the bottom option
- Once the parameters are set go to the third section of the sidebar on the right and send a test mail
- Set followup emails
- Set the time for the emails. The days for the follow ups are always counted from the initial days.
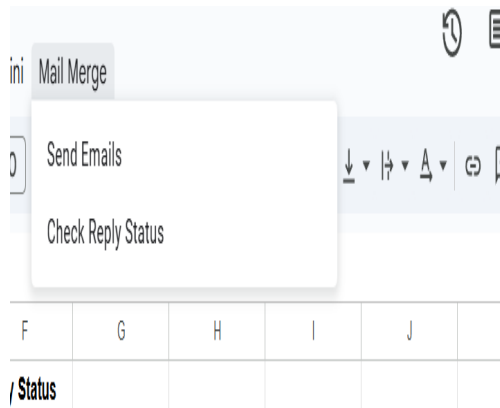
4. App script

https://docs.google.com/spreadsheets/d/18NJH6jX8NwDJUq0wUmd9y0j2cNHZLTFcCy5MdzG0jYQ/edit?usp=sharing

Steps:
- Make a copy of the sheet.
- Go to line 141 in the appscript and change it to your name
- Never do anything to the "temp" sheet
- Copy the row 1 of temp sheet into any new subsheet you create, give it a name
- Add the required details and edit only the first 3 columns
- Once everything is added and NO EMPTY CELLS are left, then click on mail merge
- Wait for the script to run entirely
- You can check if a reply has been received by running the script again

5. Sample run

2025 batch - 🟢 BPCC Batch of 2025

Try both Streak and App Script

6. Apollo io

Used to find emails of people.
Steps (extension): Used for individual contact finding
- Make a linkedin
- Install apollo extension to it
  https://chromewebstore.google.com/detail/apolloio-free-b2b-phone-n/alhgpfoeiimagjlnfek
  dhkjlkiomcapa
- Now whenever you open linkedin you will see an "email" on the extension on the side.

Steps (website): Used for profile based contact finding

- Go to website https://www.apollo.io/
- Go to the people section
- On the left side is a panel of filters
- Filter down to the profile you like
- To mass extract emails, click on "access email" for all the people, then zoom out to 30 contacts and take a screenshot of it or copy it and go to perplexity or gemini and enter the prompt "Extract all names,emails,designations, companies from the given data and present them in an excel sheet like format to copy paste directly"
- Copy the data and put into a sheet

7. Clients 101 - how we get clients

Steps:
- Finding the right POC
- Preparing the right email and deck
- Scheduling a call
- Talking and convincing on the call in the right manner (covered more in the KT)
- Types of project (covered more in the KT)