## **Outreach Scripts**

**EMAIL**

Email 1:

Hey NAME,

I know this is super out of the blue, but I recently helped an ecommerce brand generate over $63k in a day leveraging Tiktok, UGCs and Google Ads

And after looking at what your brand is doing, I believe you have the potential to achieve similar results.

I've put together 3 best performing ad samples of UGC for NICHE, and made a personalized video with UGC insights that you can apply today to help boost your sales and organic reach on both Tik lok and IG reels).

Mind if I send it your way?

Email 2:

NAME, we recently brought a brand of ours a surge of $124,000 in revenue over 1 week, allowing them to hire a whole team of new warehouse workers to speed up their fulfillment process.

Would love to share that video with you going over some of the UGC samples we used to get our brand to the above-said level.

What would be your best email to send it over to?

Cheers.

Email 3:

Bumping this up! Did my previous message go through? Or perhaps, is there a more active IG page for your brand or email I can contact?

Email 4:

I'd hate to see you miss out on that video... Especially considering that only 1% of «Niche}, brands are actively posting relevant content to their audiences

If you want to get the edge, cut through the noise, or been struggling with rising ad costs on here, reply with your best email to send that video over to!

Best of luck.

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**DMs/ LinkedIn**

You can experiment with multiple approaches, if one approach works in one niche, it might not work in another, so it’s all about testing

With DMs it’ll be good to test out the following strategies:

* Starting a conversation based on their profile/ content/ story etc.. then transitioning into pitching them
* Up front offering incredible value that they cannot say no to
* Going straight for proposing your offer (this only works if the niche doesn’t have lots of competition)

Keep the messages short, simple and impactful

Just like the emails above you need to follow up,

You should follow up with funny GIFs like: Mr.Bean Gifs, Dog gifs, Cats, batman, etc.  


You can also follow up with Emojis, or simply text (write something different every time)

But whatever follow up you use, ONLY use it once, so if you have already used a GIF to follow up with them, then you should follow up with something else next time,

Also remember that with DMing through one account you should not send more than 40 New DMs per day (Applies for IG & FB), otherwise you will get banned, furthermore, make sure when you’re sending DMs you’re leaving 2-3 minutes between each new message you send as you can get banned for sending DMs too quickly

IMPORTANT point to mention about DMs is that you should not follow up with people if they have NOT replied back to your first DM as you can get easily banned with high volume of doing this. This doesn’t apply to Email Outreach, you can follow up 4-5 times (more on this in the email outreach module)

To effectively follow up with prospects you will need a CRM, for DMs I would suggest going with Trello, it’s free and it is much easier to operate than a Google Sheets document when it comes down to sending DMs as it’s much more dynamic (as you advance you can use Piperdrive)

Especially when you’re DMing people they will then look at your account, you should have good quality posts, description and as a whole the profile should be great. Provide value as well through video, so when they watch it they can see and hear you which will build a relationship

* The Value your provide should be nothing less than excellent, value that you would normally charge for

Remember to not be needy and instead come from a place of authority - your intention should be that you want to help them, NOT to make money from them - there is a difference in mindset