

This AI Video Sales System Books Me 30+ meetings/Mo (Make.com + Relevance AI)

<https://www.youtube.com/watch?v=XfJB8jZr1vg>

hey guys so in this video I'm going to show you how to set up an AI automated personalized video system that I personally use in my C email Outreach to get over 18% reply rates and more than meetings booked a month I myself am pretty shocked about the results these video emails are getting I personalize all my outbound emails but these video emails are outperforming all others and I don't think it's overused just yet so in this video I want to show you my setup and how you can do the same because I think you can really take advantage of this while it's still relatively unknown so first of all you might have heard of these platforms like hen or cesia to personalize videos now I'm not using those in my opinion there are two main problems with these softwares the first one is it's still not good enough yet they just look too robotic too impersonal and in the end just too fake and second of all they can be quite expensive for these personalizations so I found a way to personalize videos without the robot-like avatars and where it's actually mostly me talking so if you're interested in this keep watching and I'll show you step by step how to set it up so before showing you the Automation in make.

com I do want to give you a brief overview of how this AI video personalization works so basically consists of two components the first one is a platform called senspark which we use to personalize our videos so this is basically a simple personalization tool that automatically clones your voice and personalizes the name of the prospect so the way it works is I record a video and when I record my video I say hey watermelon in the beginning and then I do my video as normal then the software will identify that I said watermelon and it will change that word watermelon for the lead's name right by cloning the voice of the rest of my video so instead of saying hi hey watermelon I'll say your name hey Oscar or hey Jennifer and the second thing it will do is it'll put the the URL of the company you're reaching out to in the background of your video so it looks like you're scrolling through their website while you're doing your pitch so those are two sort of nice little personalization points I can show you a quick example hey Jennifer I just checked out your website and I thought it was really interesting what you guys are doing and I also saw you were hiring for bdr positions so you can see I say hey Jennifer and then I'm scrolling through the website right so is it perfect it's not uh but I think it works well enough for people to believe that it's actually true and also think they sort of fade fade out your camera at the moment where you're actually seeing watermelon so it's hard to see that you're maybe seeing something different so this is sort of a nice little personalization but I wanted to make it even better right so I use usually in my out Outreach um context I use a system called Outreach personalization process now what is an Outreach personalization process it basically means just personalization of of your emails or your videos is not necessarily a good thing you need to have a reason for reaching out to them that's where you get the highest reply rate right if you haven't found an observation on this company that is the reason you're reaching out to them that is way stronger than just a

personalization because I could say something like hey I saw you live in Amsterdam but it's a personalization but it has nothing to do with the service I'm offering so we need an observation that ties in to the solution we're offering so in my case in my outb Outreach in my video Outreach I'm trying to sell my AI bdr agent services so what does this service do it basically finds prospects it researches them it does a personalize Outreach just like this system it manages your inbox and even book me books meeting so it basically takes over the job of a human bdr agent so this is the the the service I'm offering so my personalization process is I sort of have to find relevant observations about this company that I can use in my Outreach and in this case in these videos so what is the best possible observation I could find when I'm offering these kind of services I in my opinion I think the best case scenario is when a company is actually hiring for bdr positions because then I can come to them and say hey I saw you're hiring for a bdr position have you actually considered using an AI bdr right now not all companies will be hiring bdr agents so I need sort of a second a backup personalization so what could be another good one it could be they had a recent funding round why because usually companies that had a recent funding round they have to go very hard on sales and grow Revenue so this would be a good sort of context uh for them to use my bdr so this is sort of the system I'm using I'm going through different observations I could find from best to worst until I find one and that one I'll use as sort of a reason to outreach to these people so that's the way my automation is set up so besides just doing the name and the the website in the background I'm using a research tool to find sort of these relevant observation and if I find that a company is hiring a bdr I'm using a different template video template than when a company for example had a recent funding round now let's say that they have all of these things they don't have it you always need sort of a backup a fallback personalization which might be a little bit more generic but you can always use it when none of the other sort of observations were found I think this system is a very good system to think about outbound personalization anyway but this is also the system we use I use here in my make.

com automation so you can hear me say in this one I also saw you were hiring for bdr positions what you guys are doing and I also saw you were hiring for bdr positions now this is one of my templat so if my research on this lead finds that they they were hiring for bdr then I use this video template but I have a few more right so I have another one here for example funding so if they had a recent funding round I would use this template hi Oscar I just came across your website and really liked what you guys are doing I also noticed you recently have a new funding round so congrats on that I can imagine so I use that as a reason in this one so that's how to make.

com automation is set up you can see here I have different video templates my actual one has even more but just for Simplicity of this video this is the way it works so now that you have that context let me get you through this flow right so this flow starts with my CRM in this case hopspot which of course is easy to switch out if you have another CRM basically I find my new Prospect in Apollo uh and other platforms that is automatically synced to my hopspot and when a new contact is created in hopspot this flow is triggered so what happens here is uh the new lead is going to be sent to a relevance ai ai tool I build which does research on the lead if you don't know relevance AI yet I do have a full tutorial on my YouTube channel on what it is and how you can build AI agents and AI tools with relevance AI but I'm going to show you in this video too how I've set this up so basically what this tool does it does the research on the lead so it finds sort of these observations that I mentioned before so it does

research on the company and looks for okay are they hiring for a BD are uh no okay then we go and check the next are we uh did they have a recent funding round and then we go through the different observation steps now depending on the research result we use a router here to send it to different templates so in this case let's say they're actually hiring for a bdr then we send it to this template which is the template where I say uh I saw you were hiring for a bdr agent and if they had a recent funding route I send it to this template where I say congrats on the funding round I can imagine scaling sales is a priority right now and of course this is the fallback which would be the most generic one if we can't find any other observation we always send it to the most generic one so this is this is the relevant AI app this is senspark API I'm going to show you later in detail how to set this up but I just want to give you an overview of how this system works and then lastly we have uh we send it to instantly where we actually send it send the emails to our leads so we upload the lead and the video onto instantly we enroll them in the campaign and then lastly we update our CRM to say that this lead was enrolled in our called email Outreach so that's a basic overview of this automation so now I'll show you a quick example and through the example I will then explain step by step how you can set it up and customize it to your specific use case so remember as always all the templates are for free in the in the description below so let's say we have a new contact here just have an example here um that we're going to pull in so in this case we're just going to run it manually once so it gets the new contact now it sends it to the relevance AI app which is doing the research on this lead where it's basically going to try and find if this companies hiring for bdrs or they had a recent funding route you can see it's already done it so in this case the outcome of my relevant AI tool we can see is hiring right so it means that this company's hiring for bdr and then I simply put set up a filter here that says if hire if this output of the relevant CI tool contains hiring then sent to this and of course in this template we have it set up with me saying hey I saw you you were hiring for a bdr so it has generated the personalized video it has sent it and created the instantly lead and campaign and it has updated the CRM so we cannot check quickly in send spark what's happening so if we go to our campaign you can see it's generating this new video if we click refresh we can see it generated the personalized video with the background of the company hey Derek I just checked out your we and now we can also see if it was added to our instantly campaign you can see he also was added to our instantly campaign where if we go in the sequence I have the video pasted here I'll show you later how you how you do this but you can see this is how it works so I'll go step by step I start with hopspot so of course you can make this uh you can trigger this from any CRM or even from Google Sheets right so in my case I've done is set up a search for contact now in my case I search for contacts with a filter right so with a filter that is enrolled does not equal yes right because basically what I do every person that is enrolled in my instantly campaigns I update here in the end to yes meaning that they won't be en again right so I just find anyone who's not enrolled through this search for contact I I I in this case I only limit it to one and then I run it every minutes and that lead will get pulled and then that will be sent to relevance AI now I'm going to show you the relevance AI app right now how I've set it up and how you can customize it so for relevance AI you always need the HTTP model which I'm going to show you also how to set that up but if we're in the relevant CI dashboard we can go to the tool I created which is the personalized video researcher now if you've never seen relevant say I yeah I do recommend you check out my other YouTube video where I explain in detail how to set this up but I will go through the step by step in this video too so the

best way to show you how this one works is by actually putting in an example so I'll just go back and put in a quick example and let this tool run so here are the user inputs I defined so in this case you have the contact name the company name and the contact email which I get in of course from hopspot right these are the user inputs and I store these user inputs into the variables as always in relevance AI which we're going to use in the next steps um now the first step is to find the company URL right because we suppose we only have the name in this case so basically what we're doing is we're just looking at the email and taking the domain name because these are all professional emails or work emails so we find the domain name we do Google search and find the uh we do a Google search API here right and we find the Google search uh result finding we try and find the company URL which we found here right so we store this company URL into this variable and again we're going to do a Google search in this case I'm looking for the LinkedIn profile of the company too so we put in the company URL plus LinkedIn we do Google search we feed it to an LM to say try and find the company LinkedIn URL which you found here I think in this actual flow this one is not even necessary I think it's still there because of I edited this tool from another one where I actually did need the LinkedIn but anyway you can see I found a LinkedIn URL here of the company and here I'm actually also trying to find the LinkedIn of the contact person so you can see similar process and we found also LinkedIn of the of the contact person now here's where the interesting part starts where's the observation mining right so here we're going to sort of look for those observations that I mentioned before which we want to personalize our video videos on so the first one is of course are they hiring for a bdr or any sales position right so basically what we do is we use the Google search API step if you don't know you could just add them here they're already built into relevance AI the Google search API and all we do is we put in the variable here in the double brackets of the company URL and we add in careers because we want to add find the career page and with the career page we're going to scrape that page and actually sort of identify if they're hiring for these specific positions or not so the thing is many of these companies have actually have uh multiple career sites right they might have one on their own website then they have some on these public websites where they post platforms Etc so what I instruct this L&M; to do is actually to extract three different uh career websites for this company so it will I can I can read it quickly your professional Google search researcher specializes in identifying the career pages and URLs of the following company so your task going to be to identify the career page of this company right so basically you can read this in detail again in the template but basically what it does is like up to three different career pages and then output this um result into a Json right why do we do a Json because we want to separate the outputs if you want to know in detail again I have more information on Json in my other video uh anyway we get we get three different URLs here right and then we use the convert string to Json where we actually get the Json into the multiple outputs and then we can store each of these in a different variable and then what we're doing is we're using these to and we're going to scrape all of these pages right so we put in the first variable here in again this is the build-in web scraper of relevance AI so we scraped the first website here so you can see here's all the scraped here's the scraped page we scraped the second page too and the third page and then we feed this all to an L&M; and say identify if this company as a top tier AI analyst you extracting meaningful insights from complex data sources uh you've been as tasked with analyzing the scraped career pages of company and in this case right you will identify the amount of open positions this company has for the following job

R sales development representative or Business Development representative bdr so we can see site sit has one open position for sales development representative and one open position for business development representative so in this case I add in one more step I basically put in this outcome and it's sort of an evaluation step and say you're worldclass AI categorization specialist you've been uh tasked to analyze the following observation result so here we'll basically say okay is this searching if the company is hiring for the bdr uh uh position a success successful observation or not and in this case we have successful so because it's successful we're actually not running the next step which is in the next step we're going to look for the funding round if they had a recent funding round but as we've already in this case had the best observation possible which is they're hiring for a bdr we are put in a condition in the rest of these steps that you don't have to run right if the if the outcome of this was actually successful so this whole part shouldn't have to run and then the last one is just categorization right so it puts a categorization on the research result which this is the output we get inside of our make right as you can see the output here of our tool is highering Cadence right and that is exactly the filter we set up in this next step so we put a router here to sort of decide to which video template it goes so how do you connect this relevance AI um app so basically we have to set up an HTTP make a request module then the URL we're going to find if you if you came and you've cloned this tool you can you will come to a screen just like this and then you have this option API where an endpoint which you can copy and paste in the URL then you can paste that there then you have method which is post then you have to add two headers and I can show you that here the first header is content type application Json you can also find that back here right in the sample curl you can see Conta type application Json so you can literally just copy and paste this and then the second header will be the header will be authorization and then you'll have to put in as the value your API key so you can generate your AP API key right here so you click on that you copy that you paste it in the second here I'm not going to show you my API key but that's it and then in the end all you do so you do Post you paste in the URL you put in the headers then you have to always select raw as the body type and content type is application Json and then for the request content you can also go back and then you copy this request body and here's where you put in the variables so in this case our app our AI app needs the contact name so we go back to hopspot in this case if you have a different CRM of course you have to pull it from there so we have to get the name between these quotation marks right the company name and the contact email so you do that for all three and then you always select here par response and okay then that one is SA set up and then I'll show you now how to actually set up this um senspark API so again right this template is available in the description below so for the senspark API you do need the paid plan so they actually say that you only have access to the API at the \$150 plan but that's not true you can actually access it with a \$50 plan \$50 plan I think you get \$500 personalized video minutes uh which is quite good and then you go to the API credential Tab and these are going to be the important ones is your API workspace ID and of course your API key and secret key right so if you have downloaded my template my make.

com template you will find this here already so if you go in here you will see this URL and you will have to switch out this part the part behind workspaces you'll have to fill out your workspace which you can find inside of sense Park here right so you copy that in and you change this part and then also the second part you're going to change is the Dynamics now the Dynamics is the campaign the personalized campaign you created so I will show you here

here are all the different campaigns for example this is my hiring like the bdr campaign so I look at the URL and then I just take this last part before list and that part part is the dynamic ID so we copy that and we paste it in this part before Prospect right and that's basically how it identifies to which campaign it should send it so for each of my templates that part is different because I'm using different templates so and then in in um sens spark you actually need three different headers right we have the same one as in relevant content type application Json now the second header will be your API key which you find back here in your API credential dashboard so here you have your API key please don't use it guys you'll need the secret one anyway so you copy in the API key here and and then the third header is the uh secret API key which you can generate on that same screen right create new key and then you'll get your secret key here so those are the three headers then lastly you will need to select again body type raw content type application Json here's the request content you can find it in the documentation page of senspark or just use my template here because it will be the same for you um and then you fill out of course the variables here the contact name with the variable from hopspot first name email and a background URL right this is one is important because this is what zark puts behind your video all right so this this is the one of the company of course and part response yes and then we're all set up so the way this works then is we then send the lead to instantly right so we we add them to a campaign of course you can change this out for your specific email uh sender or provider but in my case I use instantly so I I select the campaign I add in the lead and the first name now I actually didn't have to add in the video uh why because the video actually takes a little bit to put in and what you can do this is what senspark has as a feature if you're in your Dynamic videos you can actually just paste in a snippet already inside of your instantly campaign so if you go here to share campaign and you click your email provider they have many available already in my case instantly you can just copy a snippet a code snippet you then go to your instantly campaign and let's say you have a new email here let's create a new one so all you do here is you do code view you paste in the snippet go back and now it will auto automatically sort of personalize it so we'll identify through the email that uh which personalized email it is from these from these list you you generate so you don't actually have to send it inside of instantly you just can paste in this snippet of code and they will automatically identify which video to pull for which contact so that's all you need to do there and then you you can send your personalized email so that's it and then the last part really is I update my CRM so the the enrolled column which tells me if these people have been enrolled in my personalized Outreach or not I Chang the value to yes so in that case I won't pull them again and put them in a new campaign so that's the setup I have of course to customize this to you you do have to think about what is your use case right what are you selling what are good observations uh for you to reach out to and then of course besides the personalization of the name and the background you want to change your relevance AI app to sort of find these um observation points that are relevant to you and then make your templates based on that now if you want the really simple version you you can also just leave out this part of relevant say High and the router part and basically just go hopspot to send spark and then add it to your instantly campaign and hop spot and in that case of course you don't have the extra personalization of the observation but you will still have an automatic personalization of uh the name and the background URL in your video uh I hope I hope you guys enjoyed this video and learned something today I know it's a little bit of a long one and maybe a little bit complicated but if you do have any questions please let me know in the

comments below if you got any value out of it I'd appreciate it a lot if you can like And subscribe to my channel I try to get a lot more content like this out and I am also available for Consulting calls if you're interested in some business solution for yourself and thank you so much for watching and I hope to see you in the next one CH Chow