# LinkedIn Outreach SOP - 2025-12-16 12:16 PM ET

*(Version: Tier 1 Full Quality - LinkedIn + Sales Nav)*

## Purpose

Run a repeatable daily workflow that produces Tier 1 Sales Navigator Message 1 drafts (Subject + DM1) using only LinkedIn as the source of personalization, while preventing double-reaches and tracking performance over time.

## Non-negotiables

- I never send anything. I only produce copy/paste-ready text in chat.
- No drafting inside LinkedIn or Gmail - only in chat.
- LinkedIn only - every personalization line must be supported by the prospect's LinkedIn profile.
- No scraping or automation that violates platform rules.
- Only use the short hyphen "-". No long dashes anywhere.
- Every deliverable must include the prospect's LinkedIn profile URL:
- Logged in the tracker
- Printed above the message block

## What we learned from the last batches

- ICP drift happens when we trust the word "quality" in titles.
- If we do not fully read the current role description, messages become generic.
- If the page is not fully loaded, we miss the real hooks and responsibilities.
- We must hard-filter out:
- manufacturing/physical goods quality
- pharma/clinical/regulatory quality (GxP/GMP/validation)
- retired profiles
- non-software QC roles
- backend-only leaders with no testing or quality ownership

## Ideal ICP (Testsigma)

### Ideal personas

- QA Leadership: owns quality outcomes, tooling, test automation strategy, coverage, regression time, flake reduction
- Quality Engineering and SDET Leadership: owns automation frameworks, CI gates, reliability, parallelization
- Release/CI/DevOps leaders with testing scope: owns pipelines, quality gates, release cadence, build health
- Engineering leaders with explicit quality/testing mandate: owns productivity and quality transformation (only when testing ownership is clear)

### Title targets

**Primary (highest priority)** - QA Manager, Quality Assurance Manager - Manager of QA, Manager of Quality Assurance - QA Director, Quality Assurance Director - Director of QA, Director of Quality Assurance - VP of QA, VP of Quality Assurance - Vice President of QA, Vice President of Quality Assurance - Testing Lead, Testing Manager, Manager of Testing - Testing Director, Director of Testing

**Secondary (only if testing ownership is explicit on the profile)** - Engineering Manager, Manager of Engineering - Engineering Director, Director of Engineering - VP of Engineering, Vice President of Engineering - Release Manager, Release Engineering, CI/Build and Release

**Usually skip (unless profile clearly owns software testing)** - Scrum Master

### Company targets (enterprise only)

- Location: North America
- Size: 1001+ employees (confirmed in Sales Nav)
- Industries that tend to match: computer software, financial services, insurance, hospital and health care, retail
- Company type: web/UI/SaaS/customer-facing apps with frequent releases

## Hard gates (must pass)

### Gate 1 - Software QA proof (required)

Before adding a prospect to the queue, you must see at least one of these in About or the current role: - test automation, QA automation, SDET, quality engineering, testing strategy - regression, flaky tests, CI/CD, pipelines, release cadence, quality gates - tools/frameworks: Playwright, Cypress, Selenium, Appium, JUnit, TestNG - test management: Jira, Xray, Zephyr - UI testing, web testing, API testing, mobile testing

If none of that exists - do not add them, even if their title has "quality" in it.

### Gate 2 - Auto-skip keywords (skip unless role clearly says software QA)

Skip if the About/current role reads like physical goods quality or regulated clinical quality: - quality control, QC, manufacturing, plant, production, supplier quality, audits, ISO 9001 - assembly, RV, marine, flooring, hardware product quality - pharma quality, clinical QA, GxP, GMP, validation, FDA, ICH, GCP - construction QC, concrete testing, asbestos inspection, field testing

### Gate 3 - Role status

Auto-skip: - retired - student only - consulting only with no active software QA/testing scope

### Gate 4 - Enterprise confirmation

- Company size must be confirmed in Sales Nav (1001+)
- If size is not confirmed, mark "Needs size check" and do not draft

### Gate 5 - Backend-only leaders (conditional)

- A platform/backend VP is not automatically ICP
- Only include if the profile explicitly shows ownership of testing, release quality, quality gates, or test automation

## Daily workflow (Tier 1 Full Quality)

### Step 0 - Setup (5 min)

- Choose 1 saved search
- Confirm filters: North America, 1001+ employees, software industries, correct titles

### Step 1 - Build the Daily Queue with a pre-check (30-60 min)

**Pre-check before opening a profile (prevents accidental repeats):** - From the Sales Nav results list, copy the LinkedIn profile URL (or Sales Nav lead URL) if visible - Search the tracker for that URL - If the URL exists with any status beyond "New/Queued", skip the person

**Then open the profile (load discipline):** - Click into the profile - Wait until Name, Title, Company, About, and Experience render - Click "See more" in About - Expand the current role description

**Apply the hard gates:** - Confirm software QA proof - Confirm no auto-skip keywords - Confirm not retired - Confirm enterprise size

**Capture required fields (copy/paste from LinkedIn):** - Profile Key (required): full LinkedIn profile URL - Name - Title - Company - Persona bucket - Enterprise confirmed (Y/N) - Hook 1: 1-2 lines from About or current role (verbatim) - Hook 2: 1 specific signal (verbatim): tool mention, initiative, metric, post topic, hiring, new role/promo - Responsibility notes: 2-3 bullets from current role that describe what they actually own

### Step 2 - Dedupe check before drafting (10 min)

- Search the tracker for Profile Key
- If exists and status is anything other than New or Queued - skip
- In Sales Nav, confirm there is no existing message thread

### Step 3 - Draft Subject + DM1 (30-60 min)

- Draft only for prospects with complete fields
- Use responsibility notes to make the message specific (avoid generic claims)
- Format DM1 into short blocks with blank lines (no walls of text)

### Step 4 - You send and log (10-20 min)

- You paste Subject + DM1 into Sales Nav
- Immediately update the tracker:
- Sent = Y

- Date sent
- Angle tag
- CTA tag
- Message ID
- Next follow-up date

### Step 5 - Replies and follow-ups (10-20 min)

- You paste replies into chat
- I draft response options and the next message
- Update status + next step

## Message rules (Subject + DM1)

### Subject rules

- 3-7 words
- Specific to their role/initiative
- No product name unless it fits naturally

### DM1 formatting rules (must look clean)

- 4-10 short lines total
- Use blank lines between blocks
- No emojis
- No invented facts
- Only use short hyphen "-" if needed

### DM1 structure (4 blocks)

- Block 1 - Personal anchor (Hook 1 or Hook 2 + 1 responsibility)
- Block 2 - Pain hypothesis ("Curious if...", "Often...", "Sometimes...")
- Block 3 - How Testsigma helps in their situation (tie capability to responsibility)
- Block 4 - Proof line + low-pressure CTA (15 minutes)

## Required output format (deliverables)

For each prospect, I will return the following block (copy/paste-ready):

**Prospect 01 - <Name> - <Company>** LinkedIn: <full profile URL> Subject: <3-7 word subject> DM1: Hi <Name> - <personal anchor>.

Curious if <pain hypothesis tied to their responsibilities>.

Teams in <their situation> use Testsigma to <outcome> - by <capability 1> and <capability 2>.

Worth 15 minutes to compare notes?

Tags: Angle = <angle> | CTA = <cta> Message ID: <yyyy-mm-dd>-<lastname>-<angle>

## Tracker requirements (minimum columns)

- Profile Key (LinkedIn URL)
- Name, Title, Company
- Persona
- Enterprise confirmed (Y/N)
- ICP Fit (Y/N/Maybe) + ICP notes
- Hook 1, Hook 2, Responsibility notes
- Subject, DM1 text (exact text sent)
- Angle tag, CTA tag, Message ID
- Sent (Y/N), Date sent, Last touch
- Reply (Y/N), Reply type
- Status, Next follow-up
- Roadblock log: date, issue, trigger, fix

## QA checklist (before you send)

- LinkedIn URL opens the right person
- Prospect passes software QA proof gate
- Prospect passes industry red flag gate
- Not retired
- Enterprise confirmed (1001+)
- Hooks and responsibility notes copied from LinkedIn
- DM1 is block-formatted with blank lines
- No long dashes anywhere
- Tracker row updated before moving on