Outreach and Marketing Templates

1. LinkedIn Announcement Post

Copy this to your Google Doc to use as a template for your first post or a direct message to your network.

Headline: From 1990s Perl to 2025 AI: Announcing Connor Technology Labs

Post Text:

In the late 90s, I wrote my first lines of code. Since then, I've seen the web evolve from simple Perl scripts and PHP pages to the massive, AI-driven Cloud architectures we use today.

After 25+ years in the industry and over a decade specializing in Cloud Architecture (AWS/Azure/GCP), I've noticed a major gap: Small businesses and individuals are often left behind by high-end tech agencies or stuck with "low-code" tools that don't scale.

Today, I'm officially launching **Connor Technology Labs.**

I'm taking everything I've learned about enterprise-grade database design, mobile development, and Artificial Intelligence to help small businesses build a "big tech" foundation without the "big tech" price tag.

How I'm helping right now:

- 🚀 **Cloud Migrations:** Moving legacy databases/apps to secure, modern environments.
- 🤖 **AI Workflows:** Automating manual tasks using LLMs and custom Python logic.
- 📱 **Custom Apps:** Building web and mobile tools that businesses actually own.

If you're a business owner feeling overwhelmed by your tech stack—or if you're still running on legacy systems that need a modern AI bridge—let's talk.

Visit [Insert Website Link] or DM me to chat about your next project.

#CloudComputing #SmallBusinessTech #AIOptimization #SoftwareDevelopment #Founder

2. Cold Email Template (High-Value Approach)

Use this for direct outreach to potential clients or partners. It focuses on the "AI Audit" entry point we discussed in your pricing plan.

Subject: Solving [Company Name]'s tech bottlenecks (25 years of experience)

Email Body:

Hi [Name],

I'm reaching out because I've noticed many businesses in [Client's Industry] are currently struggling with the "complexity gap"—the space between old legacy systems and the new world of AI and Cloud automation.

I'm the founder of **Connor Technology Labs**. I've been a developer since the late 90s, specializing in everything from Perl and PHP to modern Python and Cloud Architecture.

I help small businesses like yours simplify their technology. Specifically, I look for ways to:

1. **Reduce overhead** by optimizing Cloud/Database costs.
2. **Save time** by integrating AI to handle manual data tasks.
3. **Modernize** older apps without disrupting your current workflow.

I recently started offering a **Technical ROI Audit** where I identify 3-5 areas where AI or Cloud automation could save your team at least 10 hours of manual work per week.

Are you open to a 10-minute introductory call next Tuesday or Wednesday to see if I can help you streamline your operations?

Best regards,

Connor [Your Last Name] Founder, Connor Technology Labs [Link to Portfolio/LinkedIn]