

Step 2:

3 Proven Outreach Methods



Three proven outreach methods (with templates)

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These strategies work because they don't feel like sales tactics...

They feel like genuine conversations.

And that's why they convert better.

If your outreach isn't working, it's probably because it sounds like outreach.

Try this instead - and watch what happens.

Strategy 1: The Compliment + Question Approach

People hate being pitched, but they love talking about their business. That's why this works.-

Step 1: Start with a specific compliment.

Step 2: Ask a close-ended question to uncover a pain.

For example:

➡ "Hey [name], I really liked your recent post on [topic]. Totally agree. How's LinkedIn lead-gen working for you - plenty of sales calls?"

If they say "It could be better" → Offer a call.

If they say "It's going well" → Ask what their next goal is.

Keep digging until you uncover a pain point or desire, then offer a call. This keeps the conversation natural instead of forcing a pitch.

Strategy 2: The Free Resource DM

Not everyone is ready for a sales call immediately. But they're happy to say yes to something that helps them for free.

Step 1: Create a free lead magnet that solves a specific problem.

Step 2: DM prospects and ask if they'd like access.

For example:

➡ "Hey [name], I put together a quick guide on [specific pain point]. Want me to send it over?"

If they say yes, send it, then ask a follow-up question:

"Here it is. Curious - what's been the biggest challenge for you with [problem]?"

If a pain is revealed, offer a call. This makes outreach feel helpful, not pushy.

Strategy 3: The Lead Magnet Post

This is the most scalable strategy.

Step 1: Build a free resource around one of your ICP's biggest problems.

Step 2: Make a LinkedIn post advertising it.



Step 3: Ask people to comment a word if they want access.

For example:

➡ "I just put together a free playbook on how I book 10+ sales calls per day. If you want a copy, comment 'CALLS' below and I'll send it over."

Step 4: Then, DM everyone who comments.

"Hey [name], saw you wanted the playbook - here's the link! Also, how's LinkedIn lead-gen working for you - plenty of sales calls?"

Once they respond, start a conversation and move to a call.

