

Outbound system sellers and team



LinkedIn Frameworks

We'll improve your outreach to hit 150% of
your quota in less than 45 days

(Without working overtime or spamming leads)

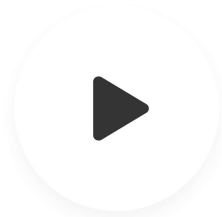




Want to hit 150%+ in the next 45 days (Without wo...



5 min



1.2x

~~5 min~~ ⚡ 3 min 45 sec



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1-1 not a fit for you? Get my Playbook with a \$50 discount here: [Get the playbook here](#)

The LinkedIn Message Templates



Don't copy these straight, adapt them to your ICP & specific persona. These work across all markets and all persons but the more info you add the better!

Examples/Templates you can follow and use 📌

These frameworks include an initial DM script & a follow-up message (**THESE ARE DROPS SO CLICK ON THE ARROW**)

▼ Initial Message (click on the arrow)

Structure

- Trigger
- Curious how?
- Permission for questions
- P.S

Example Structure:

Hey {{first name}} - {{trigger}}.

{{Curious how...}}

{{Ask permission to ask questions}}.

{{Personalized P.S.}}

Example Message:

Hey John - saw on Apple's LinkedIn that you have offices in the UK & Asia.

Curious how you're managing the daily currency exposure.

Mind if I ask a few questions about it?

P.S. saw you've been promoted 5x there - congrats on the success

Why this works: Very similar to the message above, but the "curious how?" is a way to get into what you think may be a priority.

Again it is a concise message that is geared towards just starting a conversation.



▼ Initial Message 2 (click on the arrow)

Structure

- Trigger
- Permission for questions
- P.S

Example Structure:

Hey {{first name}} - {{trigger}}.

{{Ask permission to ask questions}}.

{{Personalized P.S.}}

Example Message:

Hey Oliver - saw on Glencourt's LinkedIn that you have offices in the UK, USA & Europe.

Mind if I ask a few questions about how you're managing the currency exposure?

P.S. A sub 4h marathon is amazing! I died trying to run a 4k yesterday haha

Why this works: This is the same as the previous message, but a P.S just helps to add another layer of personalisation.



- ▼ Follow Up Messages (click on the arrow)

What's the purpose of these?

Your prospects are busy, they may not see your initial DMs.

By following up you will give yourself the best chance of getting their attention and a response.

Thoughtful Bump

Structure:

- Given x is a focus
- Thought this could be useful

Example:

Given you're looking to improve the teams outbound replies, thought this would be useful.

Any thoughts on my last message?

Given you're looking to improve the teams outbound replies, thought this would be useful.

Or am I completely off the mark?

Why it works: With this framework, you're doing two things:

- You're tapping into your reader's sense of urgency. No one wants to miss an important message.
- You're verifying that your message deserves urgency because you reference that context for why you reached out in this note and the original note you customized.



One Liners

Structure:

- Just have one line to keep it brief

Examples:

Bad timing?

Wrong person?

No budget?

Already got this covered?

Why it works: It is super brief and just remind them of why you were reaching out.

Labeling

Structure:

- Label why they haven't responded

Examples:

It seems like my timing is off.

Looks like I'm off with my assumption.

It seems like the value isn't there for you.

It feels like you're happy with what you have.

Why this works: People love to tell you when you're wrong, so they will often come back and tell you a clear reason for why they haven't responded & you can then dig into the pain.

The Gif



Structure:

- Just send gif :)

Example:



Me waiting for your reply

Why it works: Now play to your ICP, some will hate this some will love it but that's sales!

It's different prospects receive the same generic messages 24/7 and stand out in their inbox.

The Whiteboard

Structure:

- Just send a selfie of a whiteboard with their name & logo on it

Any thoughts on my last message?

Example:

Why it works: This shows that this image is only for them and nobody else.

It shows you have spent the time to be different again their inboxes are crowded with the same stuff be different.

▼ Follow Up Message Training (click on the arrow)

