

# High Ticket Outreach

As your audience grows, you will gain the luxury of instant social proof.



Remember the story I mentioned earlier? The one where a guy I respected with ~40K followers that DM'd me saying "Hey, I want to talk to you" that turned into me paying \$3500 just to work with him specifically?

You don't realize it, but people will start looking up to you just like you look up to others. People are intimidated to DM you just like you are intimidated to DM someone that you hold in high regard.

With that said, I wouldn't try this from the start unless you have an offer that just sells time and time again.

## How To Structure An Outreach Message

Here is an example of what we want to accomplish. This isn't the BEST, I think the first line could be a bit more personal and dive into my other content that I have emotional ties to (the ones that I put a lot of effort into) but this message got me on a call with her.



2:16

**Shreya Pattar**

Hey Dan!

Your tweets are really helping me build my winning mindset, one tweet at a time 100

I just found you on Instagram, and saw you'd been working on growing here too.

I have recently helped [@joserosado](#) grow by 3K+ followers in 2 weeks, by creating content & designs for his Instagram.

Do you have time to talk this week?



11/17/20, 4:31 PM



## The Hook

Dive into your prospects' content and find something that they would be proud of.



- A deep tweet that didn't get much engagement
- An insight from a podcast episode
- A specific part of a blog post that resonated with you
- Any other post on social media that breaks their current content strategy (they may be testing something new and could use a compliment, or just decided to show their personality and feel bad because people didn't like it as much as their other content).

Then, let them know what you enjoyed about it or how it resonated with you.

*Take a look at the first line from the screenshot above and make it better through deeper research.*

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## An Example

I wrote a blog post about focus a few months back. You could read that article and comment on one of the most complex parts and why you liked it (because I like to feel smart).

## 3 Different Options For Authority

Authority and social proof are extremely helpful when going the less conversational DM route. If you don't have prior results, you are going to have to have a much stronger risk reversal from The Godfather offer.

A good risk reversal not only holds you accountable, but makes it so you can promise almost anything.

If I guarantee your money back, I can technically promise that they will make a billion dollars. At that point it's on you to actually give them their money back if you don't make them a billion dollars.



Here are the 3 options for authority:

### 1) Social Proof And Name Dropping

EXACTLY how Shreya did in the screenshot above. Mention someone you have worked with (that the other prospect may know) and tell them the results you got them.



These results will make the other prospect want the same results.

### 2) Actionable Tips

Simple, give 2-3 ACTIONABLE tips that can help them immediately.

This mainly works for freelancing services because you can SEE what they are currently doing. You can look through their landing page, copy, emails, or whatever else you specialize in.

This shouldn't be used for coaching offers UNTIL you know what they are struggling with. Follow the previous Conversational DMs section for this.

### 3) Free Work

There are two ways to send free "work."

Offering to audit their current state

Offering to send a "sample" of your work that they can use

For the audit: you are offering to give them 2-3 actionable tips on something that they've already done in video form. You can use Loom to record your screen and voice while doing this.

For the sample: Do what you are best at and send it to them for free (i.e. tweets, landing page, social posts, emails, copy, etc.)

JK Molina did this when first starting out with ghostwriting. He offered to write 10 tweets for free. He would send them a message saying he wrote 10 tweets for them, he would send them and say "see how they do." That's it. He knew if his work was good and the offer was a fit they would hire him.



The key with this is to only *offer* to send the free work. Don't send it at first. Simply ask, "Can I send you an audit/work I made for you? You can use it or trash it." Once they say "yes," THEN do the work and send them a link.



## The Call To Action

The call to action needs to be plain and simple

Ideating & Outlining A Project

Getting Started With Marketing

More Marketing Firepower

The Godfather Offer

Action Steps



Module 7

### **Making A Living Without Followers**

0/6

The Sales Process

Conversational DMs

High Ticket Outreach

Qualification

Conversational Sales Call

Onboarding & Offboarding



Module 8

### **Creating Your Own Customers**

0/6