

# Ethical Cold Loom - Sales

[add sample emails, loom, Zapier email Trello card integration]

**LEAD SOURCING AND PROSPECTING - Building a targeted list of people to contact.**

**THE TACTIC - Cold email prequalified businesses.**

[ Can Spam Compliance: If at any point, people tell you this soliciting is unwanted then assure them they're not on an email list and you will stop contacting them. ]

**01. Cold Email #1** - Cold email pitch someone about what you do and how you could help them get more traffic and sales. If they immediately reply, skip to step 3.

*Hi, I came across your website and I really like what your company is doing and what it stands for. I work in this competitive CRM space as well, and I help business leaders like yourself maximize their online revenue. Looking at your wonderful site, I saw some great opportunities I'd like to discuss with you. Do you have a few minutes this week?*

*[appointment link]*

**02-A: Cold Email #2, No Answer** -If no answer after 3 days, you can email the back with a picture of their website and the YouTube play button over the top. Tell them that you love what they're doing and you figured out a way to improve revenue and traffic in their niche.

They must **reply** to if they:

- A) Want to get massive traffic with custom long-form content, *AND*
- B) Want to see the video.

*Hi, I'm following up from my first email. I'm familiar with your brand and I love what you're doing. I'm writing again because I figured out a way to maximize revenue and traffic in your niche. Click the image below.*

*Do you have a few minutes this week to discuss?*

*[appointment link]*

*[Image of their website and play button over it. It does not link anywhere!]*

**02-B: Cold Loom Email, Response** - If they reply, make the **3 minute Loom video** with your findings (which is basically, best practices. They'll probably reply with "Hey, thanks. The video didn't open. Send again?" In your Loom video, allude to a special system you do to promote and practically guarantee traffic, but no specifics! End with the CTA that they need to hop on the phone/zoom for a free ad brief article discovery call to see if this is a good fit. Also, you'd like to share a case study that gave your last client a 5X ROI. Leave Calendly booking link.

*Hey, thanks for getting back to me. Sorry the video didn't open. Here's the original link. [link]*

*Let's talk about this briefly and see if we can put more money your pocket. No obligation.*

*[appointment link]*

**03-A: No Response** after the first two emails, send one more email or phone call. Ask them if they got their FREE audit and recommendations. Sometimes I say that I'm going to close out this Outreach Series for now and move on unless you get a call back in the next 48 hours. You like to work with only one client in this niche in their region and they were #1 on the list, but you can understand if it's not the right time. You'll hit up the next in line.

*Hey, just checking in to see if you got the first two emails I sent you. One was a free audit with some of my recommendations to really optimize your online revenue. This might be the wrong time to connect, so I'm going to close out this outreach series for now unless I hear from you within the next 48 hours.*

*I like to work with only one client in this niche and region—you were #1 on my*

*list. But I can understand if it's not quite the right time. I'll hit up the next company in line if I don't hear from you.*

*Thank you for your time!*

*[appointment link]*

**04-B: Sequence Response**, Spots closing up soon, but you have time in your calendar next week for a free consult. [link]

*Hi, I'm so glad we could connect. I'm really looking forward to briefly speaking with you! I have a few open spots this week. Here's my calendar: [link]*

Track all of this on a spreadsheet or a tools like Pipefy and Trello.

---

## **ONLINE SETUP**

Set up Custom Chrome Extension with SEO setting. Include PINNED: SERP Counter, KWs Everywhere, UberSuggest FB Pixel Helper always on. Also, an ADS setting with turns ad blocker on/off. Turn ads off and SEO on.

---

There is no editing in Loom so be clear, precise, and brief! One take.

## **I need to see Strong Longform Content, A Good Funnel, & FB Pixel.**

Here's the checklist for that email

- 1. **Content Analysis** - Any long-form content that's ranking or is it all short posts? If none, missing out on ranking opportunities for keywords their ICP is Googling. Verify with SEO tool like **SEMrush**. Also, would like to see 4 long posts a year. [This is your quarterly opportunity with them!]
- 2. Do they have a company publication on **Medium** with short posts [spoke posts] that backlink to Hub/Pillar posts on their website OR

link to a good lead magnet?

- 3. A good **Lead Magnet** to collect emails.
- 4. Does their website show two good **funnels** that 1) directs to Top-Of-Funnel lead magnet and 2) CTA to do business now? [The latter is HOT buying temp funnel.]
- 5. Site **audit** if you have **SEMrush** or Ahrefs. Prospects love this. You're sending them a free SEO report! Mention you usually charge for this, but it's free whether you do biz or not. Point out the insights and opportunities. [Leave this step out if you're not good at this.]
- 6. What content gets the most traffic and how much traffic. What keywords they're ranking for.
- 7. **FB Pixel** - [turn off your ad blockers and use FB Pixel Helper extension in Chrome]. Leaving money on the table if they are not tracking page metrics, lead scoring with tracked custom events [pixels] that parallel sales funnel, and optimizing funnel with these events. [However, they could be using Google Analytics which is a different version of pixel insights.] We use FB Pixel insights, even if we never have them do ads, to nail the audience visiting the site.

**Learn the whole system for generating more freelance writing income at:**

**<https://peyton.thinkific.com/courses/6-figure-freelance-writer>**