

Cold Outreach

[watch full video here](#)

Key takeaways

- Cold outreach = privately contacting strangers one-on-one (email, phone calls, DMs, SMS, voicemail, direct mail, handwritten cards, etc.).
- Cold outreach builds on warm outreach; if you can't comfortably offer free stuff to friends or do warm outreach, start with warm first.
- Strangers present three new problems: you often don't have a way to contact them, they tend to ignore unsolicited contact, and even if they pay attention they may not be interested.
- Three main ways to build a list of strangers: scrape with software, buy from list brokers, or manually assemble lists (elbow grease) from interest groups and communities.
- Test samples from any software or broker: sample a few hundred leads to validate contact info, responsiveness, and match to your customer criteria before buying more.
- Interest groups (communities) are the warmest cold audience because members are problem-aware and concentrated pools looking for solutions.
- When reaching out: personalize and give big, fast value (give something others charge for away for free can 3x response rates).
- Scale by increasing volume and automating delivery/distribution; if you want higher response and have time, increase personalization instead.
- Track metrics carefully (opens/pickups, replies, engaged leads, conversions); failures occurred when hires didn't track metrics.
- Benchmarks/examples from the transcript: 100 cold calls/day → ~25 pickups (25% pickup) → ~25% of pickups take lead magnet → ~4 engaged leads; email campaigns shown with ~30% open rate and ~10% reply rate of opens.
- Give reps explicit, manageable lead loads (e.g., if full capacity is 100 leads, assign ~70) so they can work leads thoroughly; set quotas (e.g., 70 leads → 7 appointments).
- Cold outreach advantages: doesn't require lots of content/ads, privately hidden from competitors, reliable when systemized, fewer platform changes, simpler compliance, makes business more sellable, hard to copy once perfected.
- Scaling example provided: automated scraping/crafting/sending (one VA sending 2,000 emails/day produced reported results in the transcript).

Checklist

1. Start with warm outreach if inexperienced
 - If you can't comfortably pitch friends or offer free stuff and ask for introductions, practice warm outreach first.

- Why: warm outreach builds baseline skills for personalization and offering value; cold builds on warm and is the advanced version.
2. Build your leads list — Scrape with software
 - Subscribe to multiple outbound/lead-scraping softwares, search by your customer criteria, and sample a few hundred leads from each tool to validate accuracy and responsiveness.
 - Why: software can produce large lists quickly; sampling verifies the tool's quality before scaling purchases.
 3. Build your leads list — Buy from list brokers
 - Contact list brokers, give them your audience criteria, request sample lists, test samples, and buy more from brokers that prove accurate and responsive.
 - Why: brokers can sometimes provide more nuanced lists than software; testing ensures you don't buy ineffective inventory.
 4. Build your leads list — Manual elbow grease
 - Join interest groups/communities, check member directories for contact links (social profiles), add qualifying members to your list, and, if no outside contact exists, reach out within the platform cautiously.
 - Why: manually assembled lists from groups are often "virgin" (less solicited) and higher quality because members are problem-aware and micro-engaged.
 5. Avoid blasting inside groups — contact externally when possible
 - If you find leads inside a community, try to contact them outside that platform to avoid violating group rules or losing membership; always give more to the community than you take.
 - Why: preserving group access keeps the community as a lead source and avoids being expelled; contributing value builds reputation and future access.
 6. Prefer interest groups as lead sources
 - Target interest groups because members are problem-aware and actively seeking solutions; use software that can scrape group data if available.
 - Why: these are the warmest cold audiences and often yield higher responsiveness since you don't need to make them problem-aware.
 7. Personalize every outreach and give big, fast value
 - Craft messages that are personalized and immediately valuable; consider giving away something others usually charge for to boost response (transcript claims 3x improvement).
 - Why: personalization and immediate, significant value bridge trust quickly and increase reply/engagement from strangers.
 8. Create a clear hook + lead magnet or core offer
 - Lead with a hook and offer a lead magnet or core offer that demonstrates value fast.
 - Why: a compelling hook plus fast value helps strangers know/like/trust you and move into engagement.
 9. Use multiple private channels for outreach

- Use phone calls, voicemail drops, email blasts, text blasts, direct messages, video messages, voice messages, direct mail pieces, and handwritten cards as needed.
- Why: any private one-on-one channel can be used for cold outreach; diversify to reach prospects where they respond best.

10. Follow benchmarks for volume and frequency

- Minimum: 100 contacts/day.
- Frequency: 2–3 times/day for the first few days per lead, then up to 7 days of 1x/day follow-ups afterward.
- Why: strangers require multiple touches and sufficient volume to generate consistent engaged leads; the transcript uses 100/day as a practical minimum.

11. Track response metrics and iterate

- Track pickups/opens, replies, engaged leads, appointed demos, and conversions. Use these metrics to iterate on scripts, lists, and channel mix.
- Why: the transcript's failures were tied to hires who didn't track metrics; measurement enables optimization and scaling.

12. Automate delivery/distribution when scaling

- Automate scraping, message crafting, and sending once you've validated lists and messaging (example in transcript: automated system scaled volume).
- Why: automation increases volume and allows predictable funnel performance; less personalization lowers response but increases scale.

13. Assign reps explicit lead loads and quotas

- Give each rep a fixed number of leads to work per week (e.g., if they can do 100, assign ~70 so they can fully work them), set quotas (example: 70 leads → 7 appointments).
- Why: manageable loads force rigorous follow-up and increase ROI per lead; consistent assignments let you set measurable quotas and performance expectations.

14. If low on cash, start with manual list-building

- If you have no budget, skip paid software/brokers and manually scrape groups and communities.
- Why: manual work costs time not money and is a valid path to start when resources are limited.

15. Decide personalization vs. volume tradeoff based on goals

- If you have time and want higher response rates, increase personalization. If you want scale quickly, automate and accept lower per-lead response.
- Why: personalization improves reply rates; automation improves volume and predictability. The transcript notes response drops with personalization removed.

16. Keep outreach consistent and long-term

- Outreach cadence: daily, 7 days per week; continue as long as it takes to build pipeline.

- Why: a persistent machine stacks leads over time and enables long-term nurture and repeat engagement.

17. Protect and grow the pipeline for business value

- Build outbound channels that don't rely on a single spokesperson; document processes so the channel is transferable and makes the business more sellable.
- Why: private, repeatable outbound channels reduce business risk and are attractive to acquirers (transcript cites example of sale strength).

Examples:

- Cold calls example: 100 cold calls/day → ~25 pickups (25% pickup rate) → ~25% of pickups take the lead magnet → ~4 engaged leads (roughly 1 engaged lead per hour of calling).
- Email campaign example from transcript: ~30% open rate and ~10% of opens reply.
- Scaling automation example: One VA sends 2,000 emails/day using multiple softwares, generating 40 engaged leads/day; transcript states ~10% of engaged leads sold and claims this resulted in 40 new customers/day (numbers provided as stated in the transcript).
- Competitive stealth example: A gym in the speaker's space was doing \$10M/month from cold outreach without others knowing; cold channels can be private and non-obvious.
- Exit value example: Jim Launch had 50% of sales from cold outbound, which increased its sellability to an acquirer.

Notes:

- Interest groups are the warmest cold audience because members are already problem-aware; treat group members respectfully, provide more value than you take, and contact them outside the group when possible to avoid penalties.