Twitter Thread by Nick Abraham ■ ■



Nick Abraham ■ ■
@NickAbraham12

****THREAD****

■THE FIVE BEST ZAPS FOR PROSPECTING ■

You can expect 7-12 appointments weekly by managing this ■■

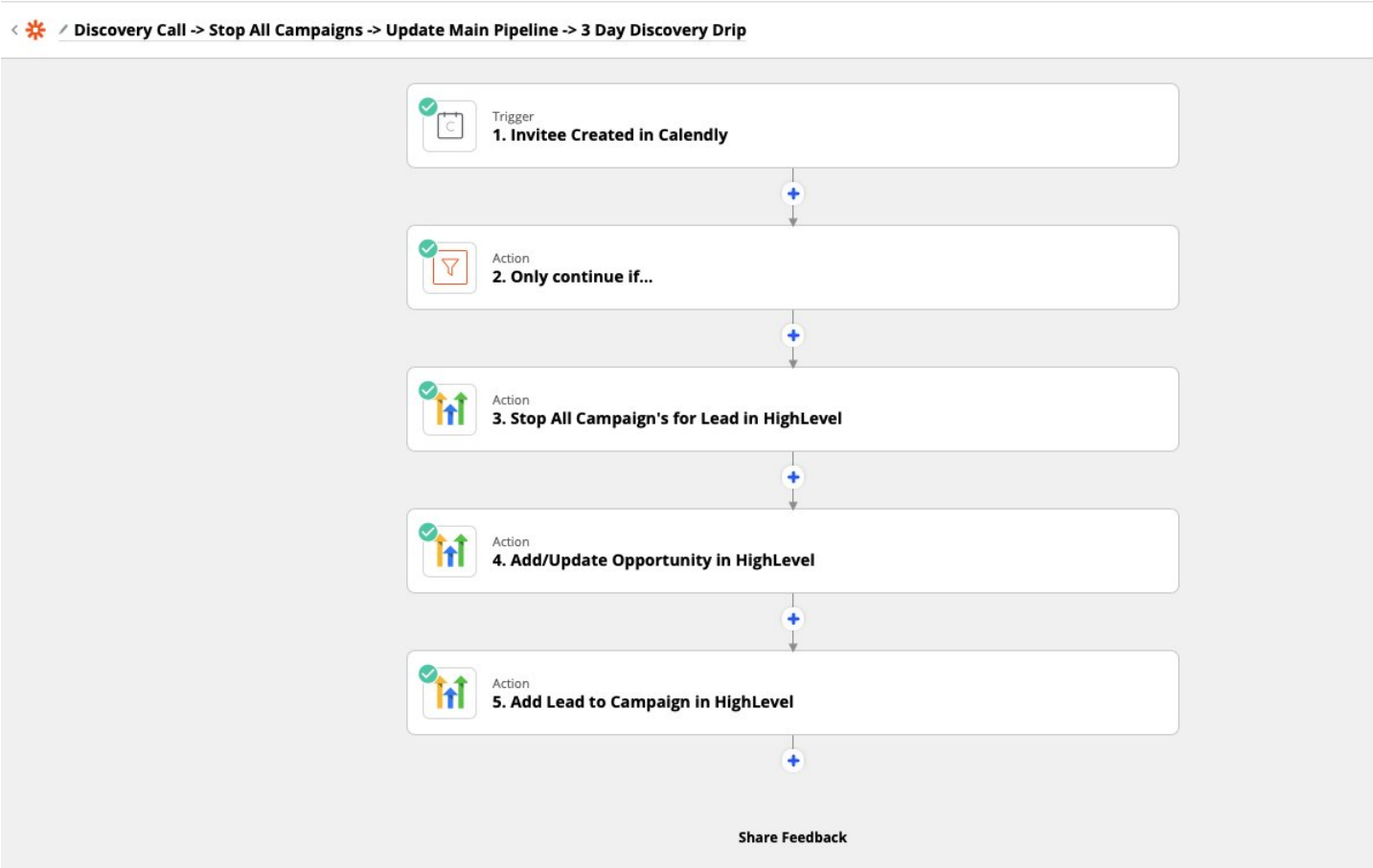
First of all these are the only tools you need to run your agency

- Linkedin Account
- Zapier
- GoHighLevel CRM
- Domain
- G Suite
- ElevAAte Leads
- Mailshake
- Contact Database (Apollo, UpLead, ContactEcom)
- Notion

Everything else is not necessary

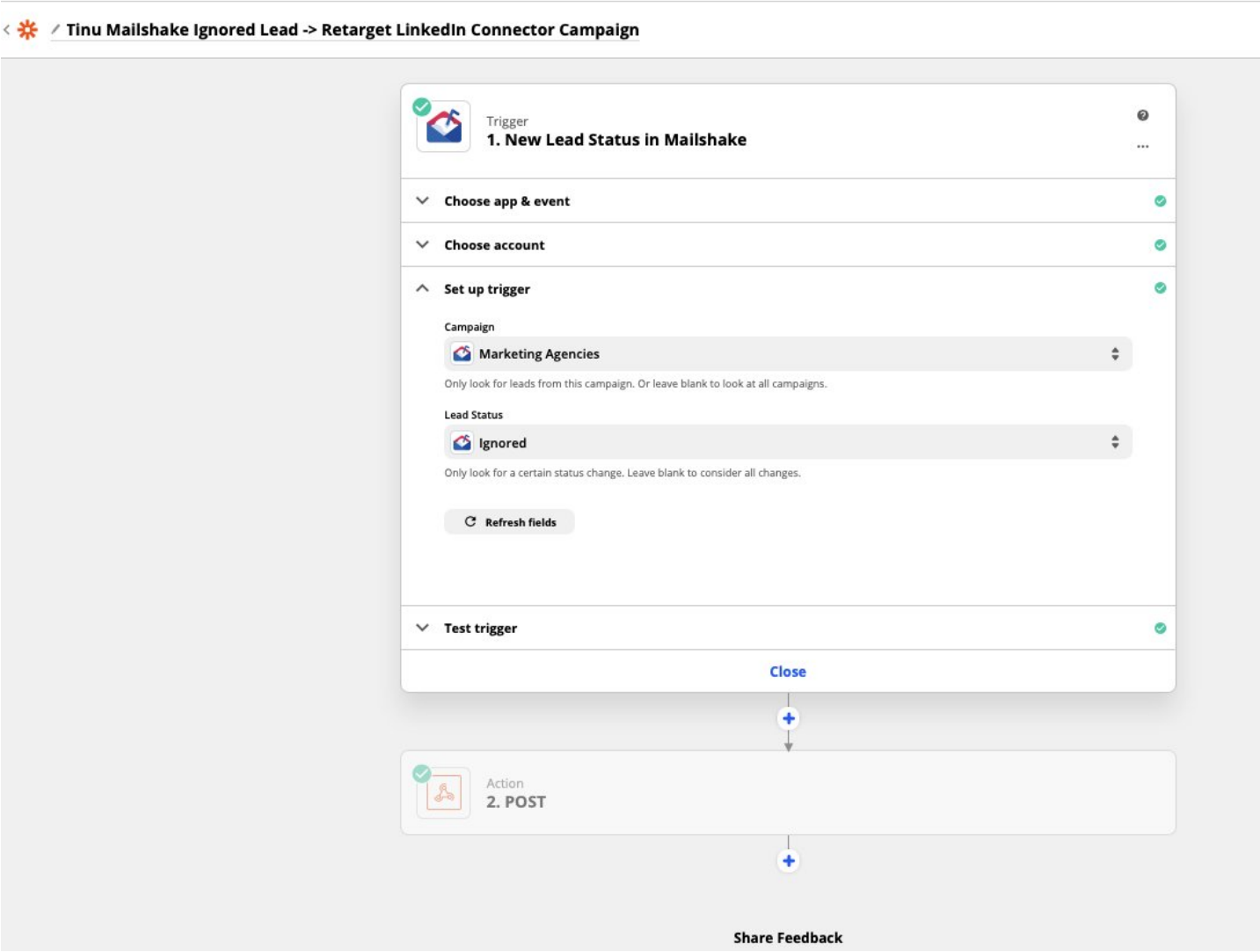
ZAP #1: Pre-Framing Prospects So You Close

■Calendly Discovery Call Booked → Email confirmation from our Account Executives email that show our client/customer video testimonials & our resource library → Auto populate our CRM



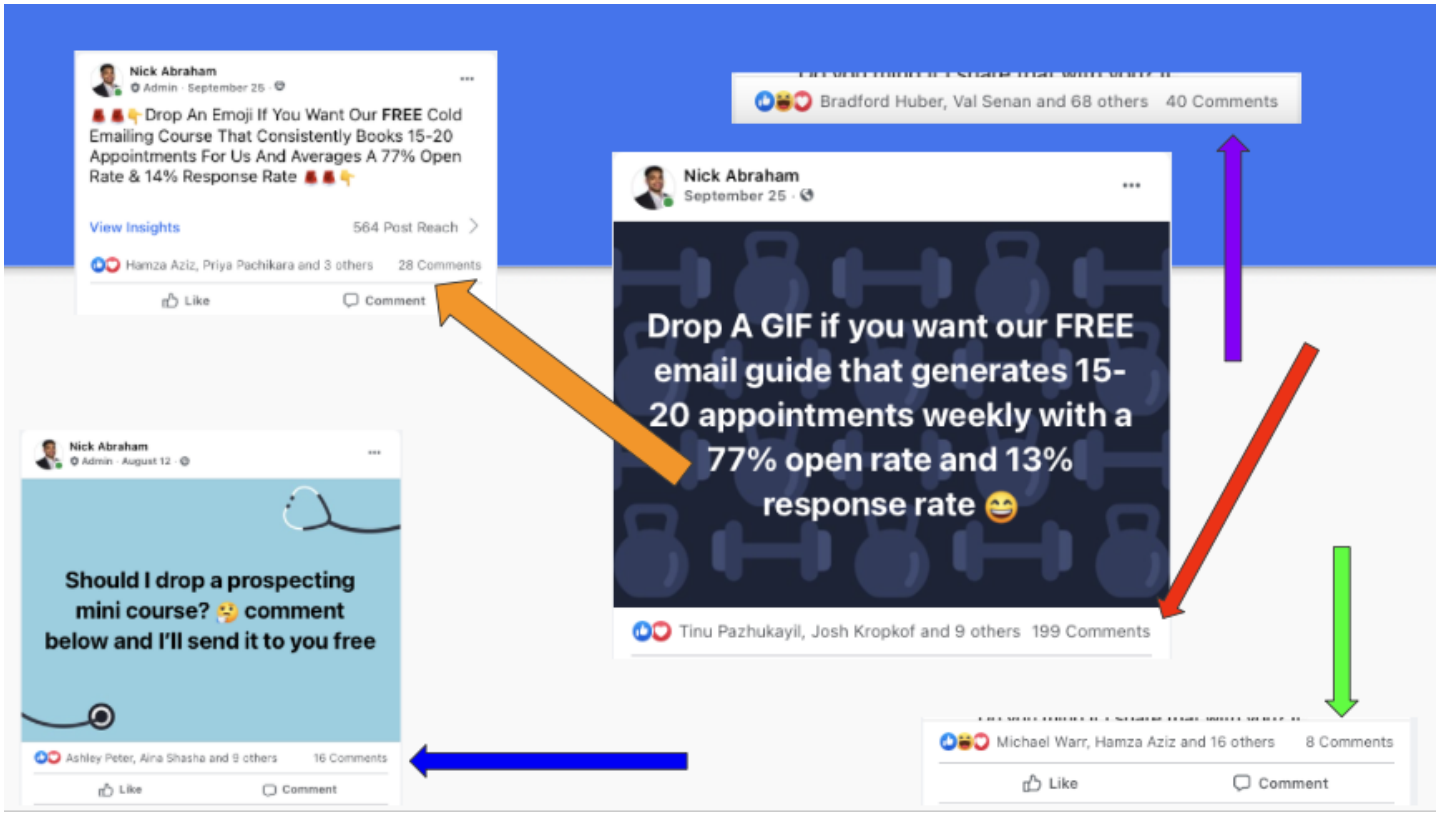
ZAP #2: Re-Target Your Cold Email Prospects With A LinkedIn Connection Request

■Mailshake prospecting emails sent → no response → ElevAAte leads retarget automated connection request sent to prospect to follow up



ZAP #3: Book 3-5 Discovery Calls With A Video Sales Letter Opt In Page Using Facebook Groups Organically

■VSL Opt In -> Time delay so they watch the VSL -> Sent To Our SDR chat and they immediately call to do a discovery call or schedule a discovery call

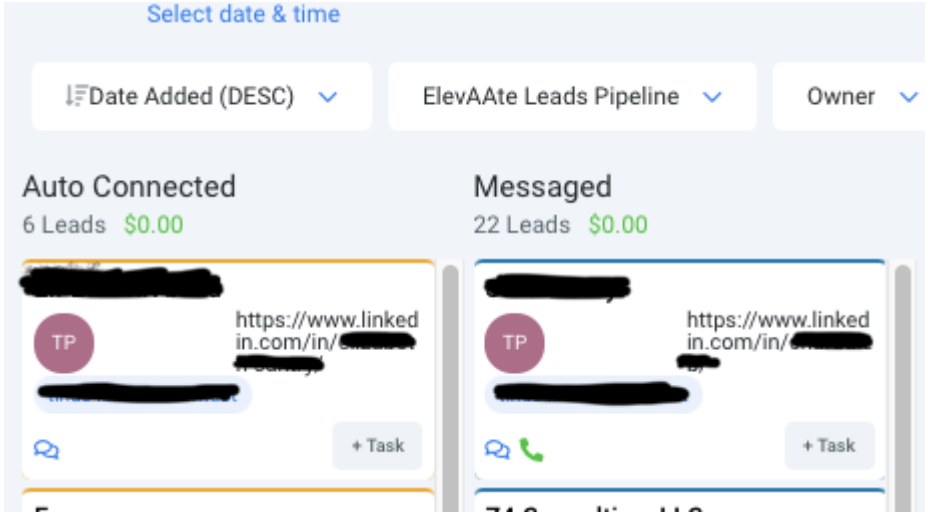


Also those VSL opt ins get added into an email loop just in case they don't pick up the phone

We also add those opt ins to our pipeline so our SDRs can nurture them on their own time

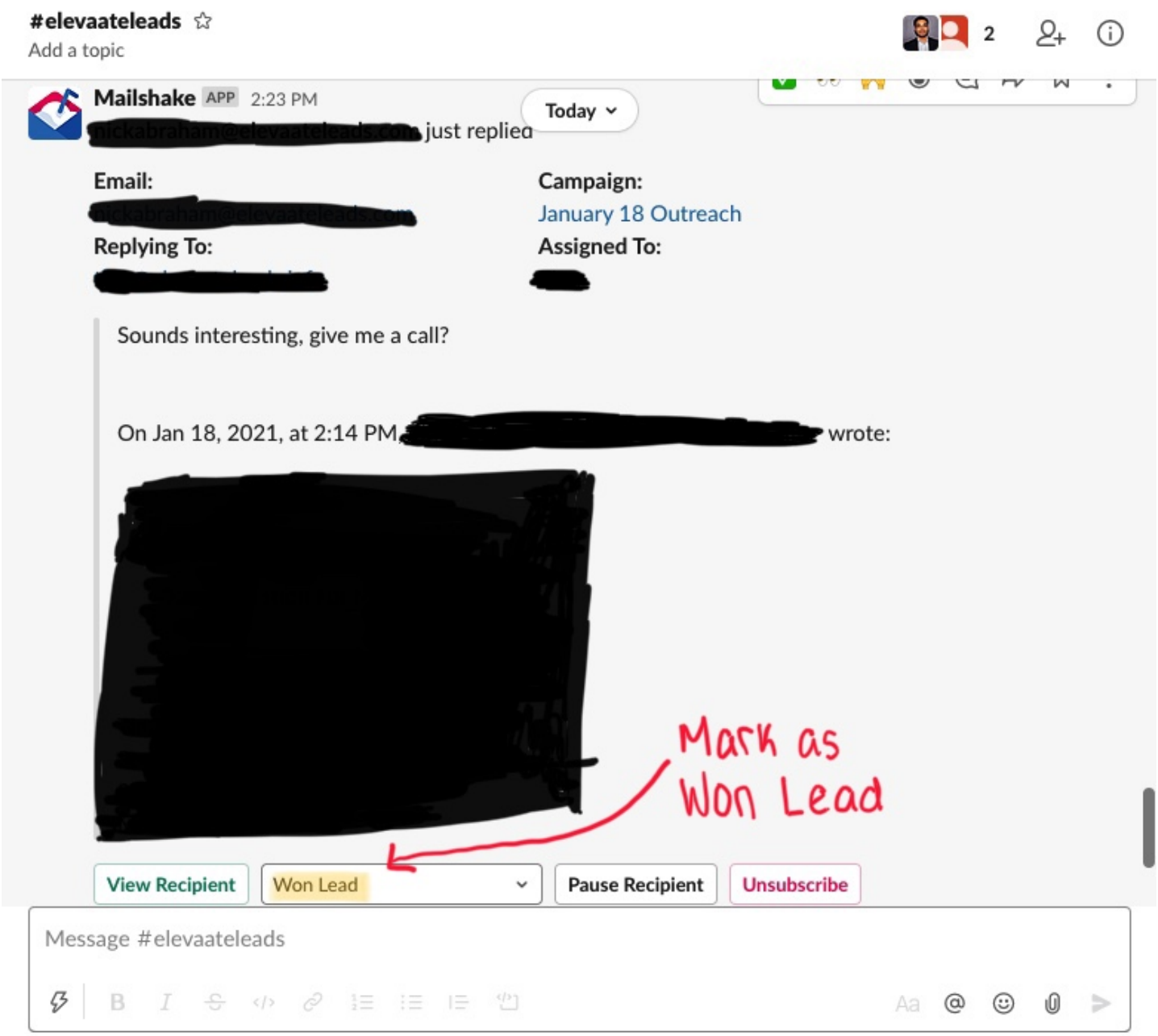
ZAP #4: LinkedIn Omni-Channel Prospecting

■ElevAAte Leads LinkedIn connection accepted→ Sent to CRM pipeline stage → Placed in email drip -> slack message for me to go engage with prospect



ZAP #5: Auto-Populate CRM from lead response in Slack from Mailshake

■ Mailshake lead responds -> Slack integration -> Mark as Won Deal -> auto populate CRM as a contact



PRO TIP: If your cold email gets a positive response - CALL THEM TO SET AN APPOINTMENT! back and forth emails are a waste of time