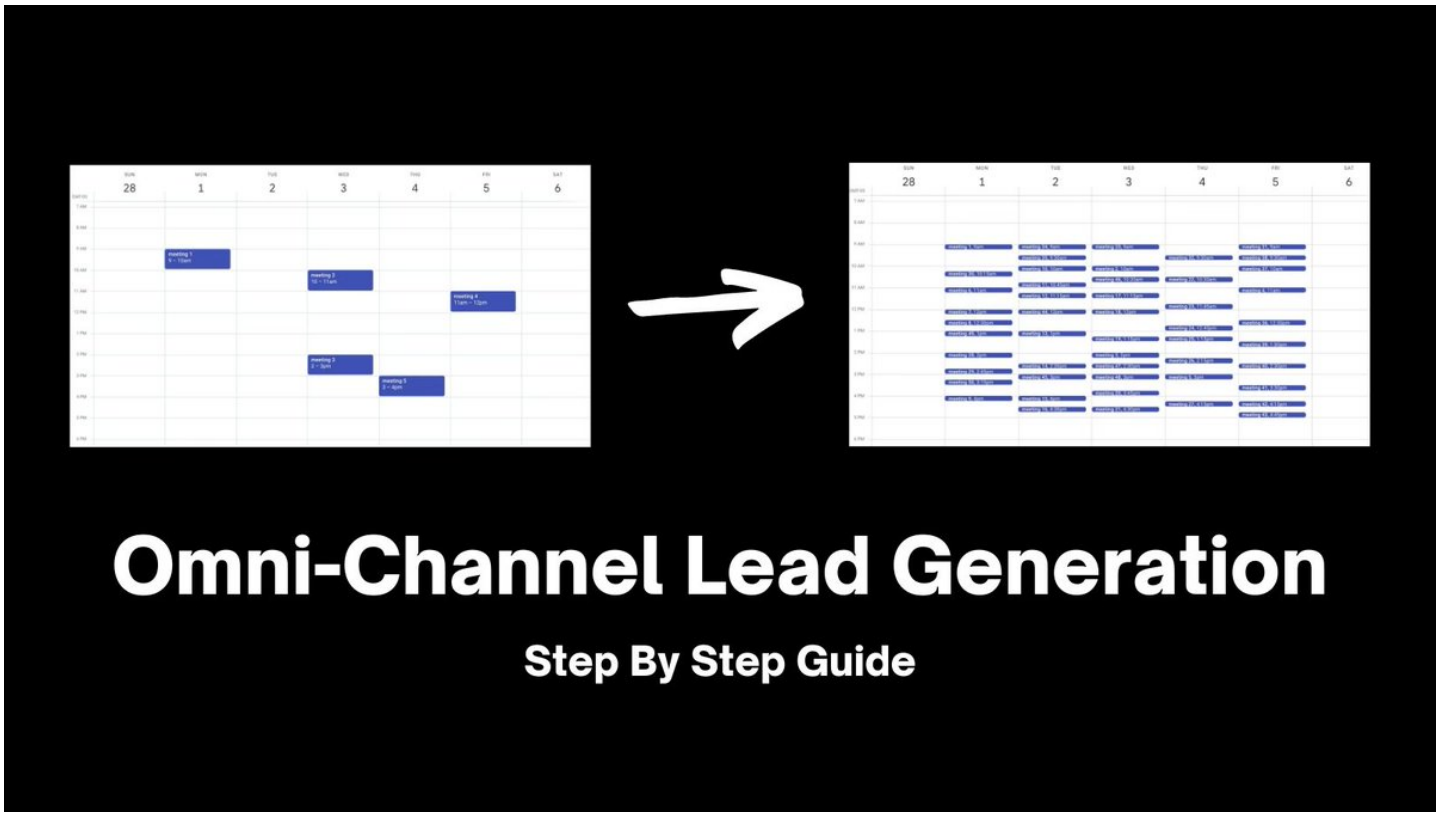
Twitter Thread by Samuel Thompson ■

Samuel Thompson ■
@ImSamThompson

The easiest way to generate 15-25 calls every week with qualified leads for your B2B products/services ■

A step-by-step playbook ■■

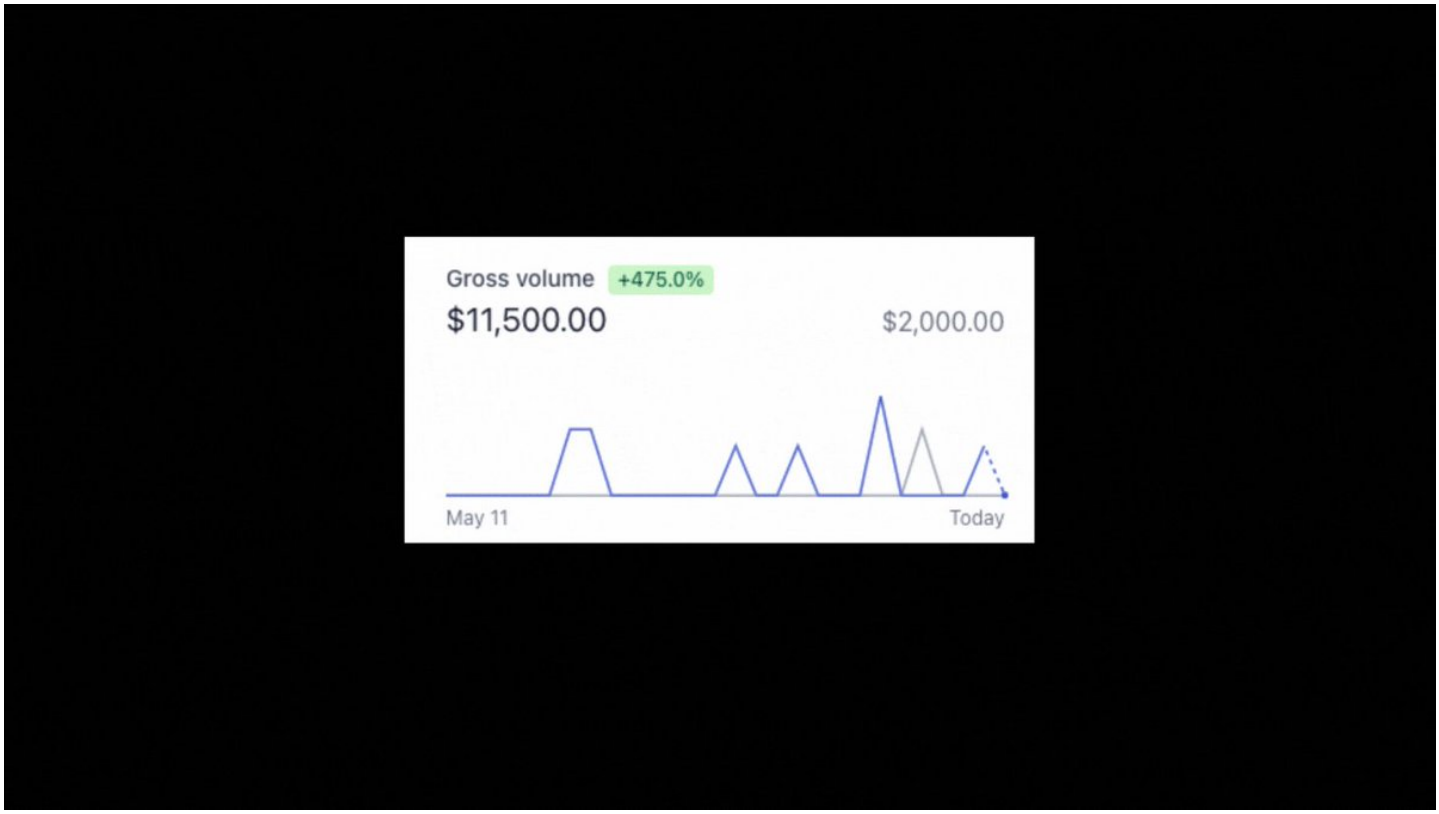


This omni-channel sequence has generated 1000's of leads and millions of dollars worth of deals for B2B companies.

For one company it has generated:

■ 50+ Qualified Conversations
■ 14 Booked Discovery Calls
■ $11,500 Cash Collected
■ $4,000 MRR

IN THE LAST THREE WEEKS ■



Quick PSA:

These threads take a lot of time and the strategy I am about to share can potentially unlock tens of thousands of dollars for your business.

All I ask is that you retweet the first tweet ■■ above to share the knowledge.

Thank you ■■

Now lets get started ■

So why omni-channel outreach?

■ LinkedIn is limiting the amount of connections/messages you can send on the platform.

■ Cold email is getting less and less effective (& saturated).

■ Combining the two into a powerful sequence is the key.

Here is my 10 step sequence ■■

Step One: Sourcing Leads ■

A credible lead list is crucial - it gives your entire campaign a stronger foundation to book more calls.

My top three sources:
1■■ @NickAbraham12 's Custom Lists
2■■ Linkedin Post Engagers (via Leadbird)

3■■ Sales Navigator

Quality is Key ■

Step Two: View LinkedIn Profile ■

Your prospect will get a notification saying "_____ just viewed your LinkedIn profile."

Easy first touch to build awareness and improve response rates later on in the sequence.

■ Pro Tip: Your LinkedIn & Email profile pictures should match.

Step Three: Email Verification ■

You only want to send emails to verified leads so you don't ruin your domain.

Best Platforms:
■■ Neverbounce
■■ Debounce
■■ Leadbird

Once you verify good emails you are ready for your first outreach message.

Step Four: First Email ✉■

The copy is relatively simple.

1■■ Personalized First Line: Use AI to do this fast

2■■ Short Body: Deliver your value prop

3■■ Social Proof/Case Studies: Show your credibility

4■■ CTA: Ask questions to gauge interest

■ Pro Tip: Shorter is better.

Step Five: LinkedIn Request ■

Send them a connection request on LinkedIn with this message ■■

"Hey (FIRST NAME),

(Personalized First Line)

Would love to connect."

You will see between a 30-50% acceptance rate. ■

Step Six: Follow Up Email ■

Bring the two platforms together with a quick email ■■

"Hey (First Name),

I sent you a message on LinkedIn but I know how crazy the inbox can be, just wanted to reach out because (VALUE PROP).

Interested in chatting?"

Stay top of mind ■

Step Seven: Re-Engage LinkedIn Message ■

The LinkedIn inbox is hectic.

Especially for professionals being targeted in cold outreach campaigns.

■ Don't over complicate the message.

"Hey (FIRST NAME) - just bumping this up!"

■ Your goal = stay at the top of their inbox.

Step Eight: Last Chance Email ■

If you haven't gotten a response yet it means your offer isn't powerful enough.

This email is your chance to change that ■

What can you offer for FREE to prove your value?

■■ Free Audits
■■ Valuable Intro
■■ Podcast Feature

LEAD WITH VALUE.

Step Nine: Personalized GIF ■

You need to ■ STAND OUT ■

By sending a personalized GIF you will catch your prospect's attention.

Leadbird does some cool stuff with the personalized gifs.

Include personalized text and use your prospects profile picture ■■



Step Ten: LinkedIn Audio Message ■

This is the most UNDER-RATED tool.

It will help you:

■ Been seen as a human
■ Stand out in an ocean of text
■ Connect on a personal level

Use this FREQUENTLY ■

Want to learn more about cold outreach?

Here are the top follows ■

■■ @NickAbraham12
■■ @blackhatwizardd
■■ @THETYFRANKEL
■■ @MartelMetellus
■■ @SaaSCapo
■■ @Shawpreneur
■■ @alxberman
■■ @linkedin_king
■■ @sean0to10k

■■ @DONVESH
■■ @DotComCJ

They drop gems DAILY ■

■ TLDR:

My 10 step cold outreach sequence:

1. Source Leads
2. View LinkedIn Profile
3. Verify Email
4. First Email
5. LinkedIn Request
6. Follow-Up Email
7. Linkedin DM
8. Last Chance Email
9. Personalized GIF
10. Linkedin Audio Message

Go book calls & close deals ■

If you're having trouble getting leads for your business then you should book a call with Leadbird (https://t.co/IMgUQhiRcq)

@NickAbraham12 & @MartelMetellus will happily help you flood your inbox with high quality leads ■