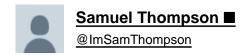
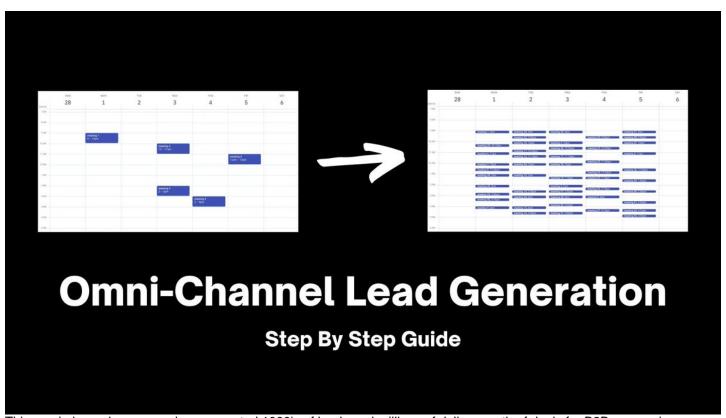
## Twitter Thread by <u>Samuel Thompson</u> ■





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

A step-by-step playbook ■■

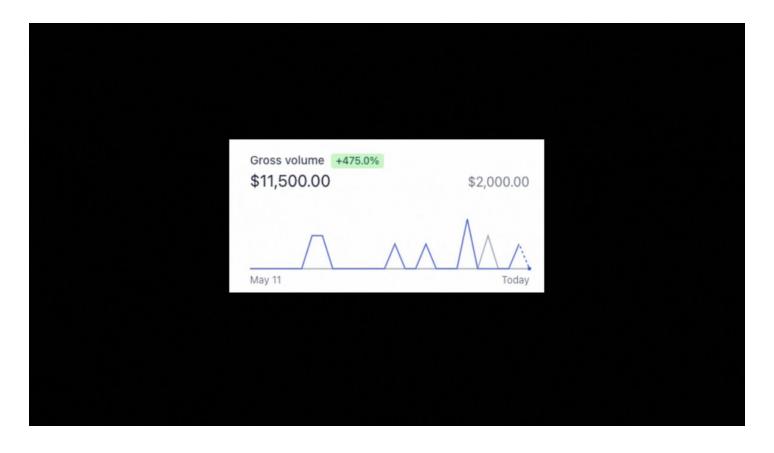


This omni-channel sequence has generated 1000's of leads and millions of dollars worth of deals for B2B companies.

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.

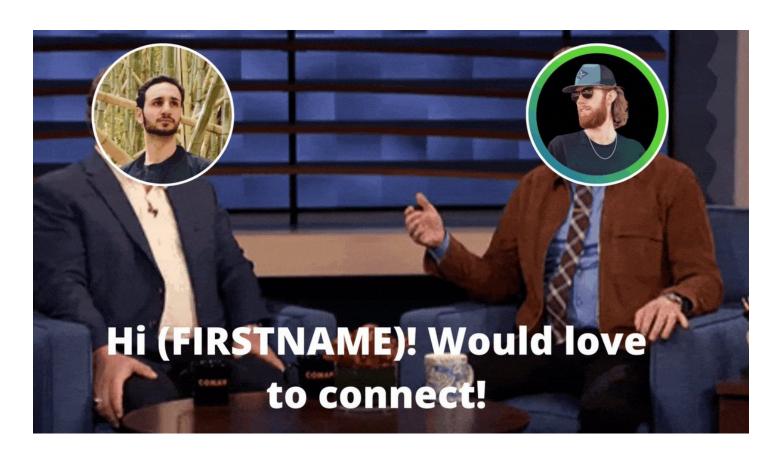
My top three sources:

- 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.



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

■■ <u>@DONVESH</u> ■■ <u>@DotComCJ</u>		
They drop gems DAILY ■		
■ TI DR·		

ILDR:

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 (<a href="https://t.co/IMgUQhiRcq">https://t.co/IMgUQhiRcq</a>)

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