

Hello Spark Selling Team,

I wanted to start off by saying thank you for this opportunity to be a part of your growing business and sharing your knowledge with early-stage founders/entrepreneurs like myself.

I'm the founder of Algo-centric Digital Consultancy, a performance-based digital marketing consultancy for B2B SaaS.

I've recently started using LinkedIn for social selling and I'm having trouble getting the attention of high level or executive-level decision makers on consistent basis.

We're using growth tools and I think my strategy and messaging are still in the early phase as are my copywriting skills. Despite getting 30%-50% connection rates and 2-3 meetings per month and catching the attention of fortune 100, I'm having trouble grabbing the attention of high-level executives consistently so they can meet with me on Zoom or at least download our new Playbooks around AI-Powered marketing and paid media.

I discovered your website and found it intriguing, and I've been visiting your site for a while.

As far as transforming the business using LinkedIn social selling techniques, this would give me a huge jump start to generate cash flow for the consultancy.

I would then invest the cash flow into more educational products around value-based selling, hire some additional team members to maintain consistent outreach and move closer towards quitting my 9-5 job. Ideally, I want to get to a place where I can be confident enough in my ability to do effective outreach without the help of outside investments. I believe in bootstrapped success and dedicated consistent effort. I don't believe in hard work alone, but smart AND hard work together create effective results and that's why I was motivated to apply for this scholarship, because I generally like to strategy before I execute. Trial and error have not worked out for me with outreach and so I took some time to step back and learn how to things the right way. This is why I've been building out this agency over the last 4/5 years part time as I work full-time and have very limited funds.

How would you bring value to our member community?

I have almost 10 years of experience in performance marketing and 5 years in consulting experience around CRO, Performance marketing and inbound marketing. I believe I'm almost a T-Shaped marketer who's done a lot in the digital space in the last 10 years in SEO, Paid Search, Paid Social and I'm very good at generating leads using paid channels and building out tweaking/funnels in a variety of verticals.

Thank you for considering me for this opportunity and I look forward to hearing back from you.

Sergiy