



# Cold Outreach Quickstart

## Sales Copywriting Primer

with Jeff Molander  
Founder 



Markus Spiske

Hello, everyone Jeff Molander here. I spend my days studying how people like you are finding fresh, new, better ways to start conversations with prospects. I started Communications Edge to give sellers an edge at starting conversations with customers are experts at avoiding salespeople. I'm a researcher, a practitioner and I really geek out on finding new ways to get conversations started using a science-based approach... mental triggers and such. Welcome to the Cold Outreach Quickstart... Lesson #1 of 6. Now you might be thinking, "Jeff, what makes you such an expert? Why should I listen to you?" I'm often told, "you have strong opinions, Molander... got any data to back that up?" So, here's the skinny: Everything I share here is based on my experience. AND the collective experience...



of everyone in our private, Spark Selling Academy community. Our students. All over the world. That said, we... we are also students. Students of our students. That is what makes us qualified to talk about this stuff. We're specialists in understanding how to get conversations started... and advance them... faster and easier. It's all we do. What I'm sharing today is based on our *collective* experience. Not my opinion. Also, if I say something running against your experience push back. If you feel I am misinformed or misguided push back. Let me know in the comments section below this video. I need to know my criticisms are valid. If they're not guide me. I'm a learner too. You are the expert in your customers' domain. I am the expert in mine... which can sometimes be limited compared to yours. Ok. Let's get into it.

Slide 3



If you are here it means you're not getting enough conversations started using the email piece of prospecting outreach. And I'm here to tell you why, really fast. This is most likely happening because..



You've been given Bad Advice. There's a ton of bad advice on cold outreach available LinkedIn and especially Google. Blogs you read. From instant experts who don't practice this stuff themselves to software companies who have no business advising on communication tactics. You've got the wrong advisors. These are all good people. Don't get me wrong. But If you're going to use email effectively -- as part of sales outreach -- you will need to throw away most of what you've been told works. Because most of what you'll find when Googling (and from the software tool companies ... the tools we all use to manage email sending and receiving... sales engagement and automation tools...) 95% of advice you're taking is damaging the TONE of your message. I've read ALL of the ebooks and downloads. Most advice is not qualified. It's almost always not current. And it's not because these bloggers or software companies want to do harm... or purposely give you bad advice. It's because most of them simply do not know what I'm about to tell you. Yes, it is in their interest to know. But it's not part of their business model. They're not scientists nor do they study this stuff.



**1)Bad advice**

**1)Lack of awareness**

- Tactics: Better way
- Yourself: How you come across



This gets to your own lack of awareness... of the tactics (the better way) and awareness of yourself. By that I mean how you come across to customers in emails and voicemails. And here's how you're coming across... in most cases. Like a slob. A marketing slob. Now if I'm off base let me know. But in most situations when I coach someone like you the problem is quickly identified.



1)Bad advice

1)Lack of awareness

- Tactics: Better way
- Yourself: How you come across

1)Marketing mindset (tone)

 Communications Edge

Marketing mindset is often causing messages to come across as part of the noise. I say mindset because what you need, most likely, is to change how you think about communicating via email, and voicemail, first. Because I see it every day with my students (people like you). They refuse to throw away their marketing mindset. They want tactics. “Give me the fresh tactics and let me get at it!” But that fails them most of the time. Here’s why: They didn’t throw out their old mindset. Here’s why: Because it’s difficult to retrain yourself to write differently. To change your mindset -- the way you view sales outreach. Some have an easier time with it. But others need coaching for a few weeks... to form the better habits that flow from the mindset. Remember: In life, mindset drives tactics.



**Wrong mindset = wrong tactics**



Wrong mindset? Wrong tactics. You won't perform at peak. Bottom line: Throw away your marketing mindset. The baby and bathwater must both go. Because if you don't.. or don't throw the baby out too ... I see the results every day with my students: They aren't able to get in front of as many customers. Because of tone.

# Tone



Without the sales mindset what you write will have the wrong tone. The marketing tone. Which is what is not provoking conversations these days. Now, I know the social selling experts and sales experts in general have been saying “we sellers must act like marketers.” But our community is finding this to be the worst possible advice for outbound sales efforts. It’s not our opinion. It’s our experience.

Slide 9

The image shows an email template with several callout boxes explaining the strategy behind each line. The email text is as follows:

**New Message**

To: [Redacted]

Subject: [Redacted]

Hi {{first\_name}},

I'm reaching out to schedule a quick call with you.

My name is Jeff [Redacted] and I'm the Founder of [Redacted] Consulting. For 4 years, we've been helping management consulting firms replace the cold call.

Put simply, our team manages the entire top of your sales funnel—from refining targeting to crafting creative content—so all you have to do is show up for a meeting with your ideal prospect. I understand you've built your success on delivering quality results to your clients while also gaining their trust and respect very quickly.

Allow my team to ramp that up even more (if you didn't like a challenge, you wouldn't be consulting, am I right?).

We've already helped several clients secure an 8-figure pipeline and another see 600% ROI! So if you're interested in meeting decision makers who are interested in meeting with you, let's hop on a call.

Do you have 15 minutes Tuesday afternoon?

Thanks,  
{{sender.first\_name}}

**Callout boxes and their explanations:**

- Stated Intent:** prospects are more likely to respond to your email if they know what it's about.
- The reader suddenly knows two things:** 1. clearly and simply, what we do. 2. addresses a relevant challenge. Most sales leaders view cold calling as a necessary evil. We're the cure.
- Demonstrate simplicity:** This is the outcome. All the calling, scheduling, and headache they're used to is reduced to one easy task: showing up.
- Address objections in real time:** Lead quality is a huge focus for our clients. This tells the reader that we won't be sending just any opportunity their way.
- Introduce yourself:** Without this step, your email can read like it's trying to steamroll the reader with a pitch.
- Alignment opportunity:** this sentence illuminates a relevant challenge and differentiator in this space. A simple nod to say "we know how to help you be successful" without coming off too brazen or salesy.
- In this case, we were writing to mgmt consulting firms:** This lets the reader know the email isn't just a blind solicitation. It's relevant to them.
- Put simply:** our team manages the entire top of your sales funnel—from refining targeting to crafting creative content—so all you have to do is show up for a meeting with your ideal prospect. I understand you've built your success on delivering quality results to your clients while also gaining their trust and respect very quickly.
- The specific title we were targeting:** appreciated this moment of levity. There's a hard to argue truth here, and these "agreement checkpoints" build trust.
- Framing language:** sets your audience up to receive information, and invites them to read more.
- Intrigue play:** This sets up our call-to-action and gets our reader wondering: "Who wants to meet me?"
- Focus on results:** Lead gen without ROI is our common enemy. These hard stats demonstrate that we don't just get dead-end meetings and skip town. We get meetings that result in pipeline.
- A clear, specific call-to-action:** The reader knows exactly what we want them to do, and the ask is minimal. It's not a 2-hour demo. Make next steps as easy as possible.

**Communications Edge**

Quick example. Now, no need to read all of this. If you'd like to hear me dissect this get in touch. For now, just hear me out: This is tactical, line-by-line advice from a cold email consulting company. I take this dissection approach too. It's very useful. BUT 95% of this advice... this reasoning... is telling you what you want to hear. What you need to know is this: Most of us understand marketing concepts. Like a call to action. Because we experience these concepts so much. What we don't experience much is exceptional sales messages.



## Introduction

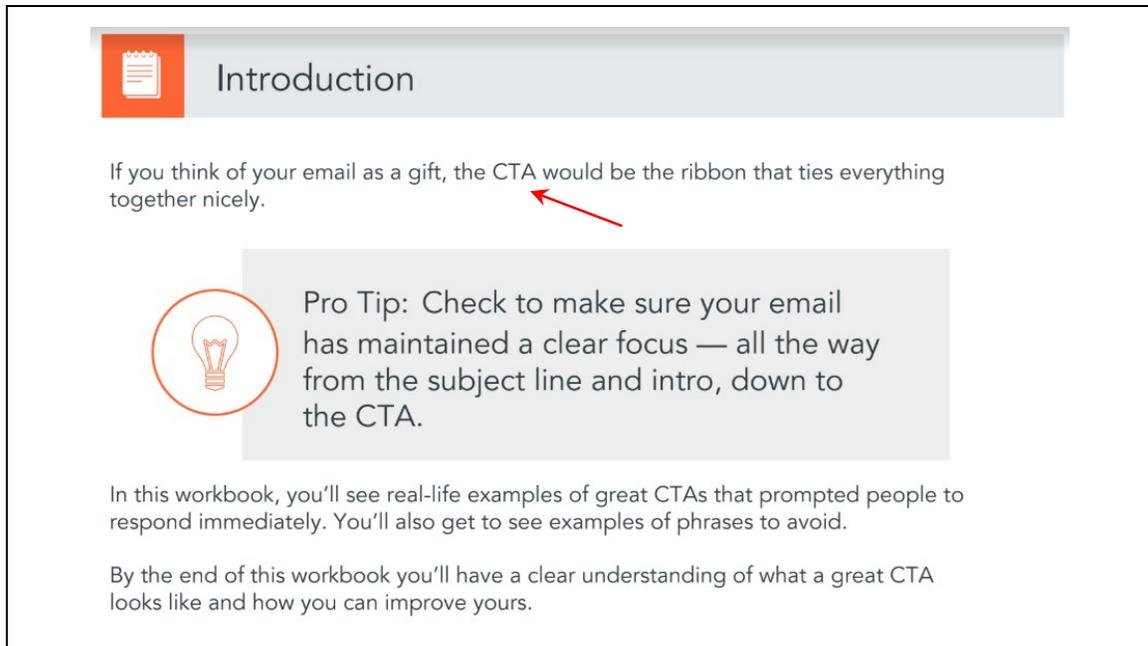
If you think of your email as a gift, the CTA would be the ribbon that ties everything together nicely.



**Pro Tip:** Check to make sure your email has maintained a clear focus — all the way from the subject line and intro, down to the CTA.

In this workbook, you'll see real-life examples of great CTAs that prompted people to respond immediately. You'll also get to see examples of phrases to avoid.

By the end of this workbook you'll have a clear understanding of what a great CTA looks like and how you can improve yours.



The slide features a light gray header bar with an orange square icon containing a white notepad symbol on the left and the word "Introduction" in a dark gray sans-serif font on the right. Below the header, the main text is centered. A red arrow points from the word "CTA" in the first paragraph to the "Pro Tip" box. The "Pro Tip" box is a light gray rounded rectangle containing a light orange lightbulb icon in a circle on the left and the tip text on the right. The bottom text is centered and in a smaller font size.

**Introduction**

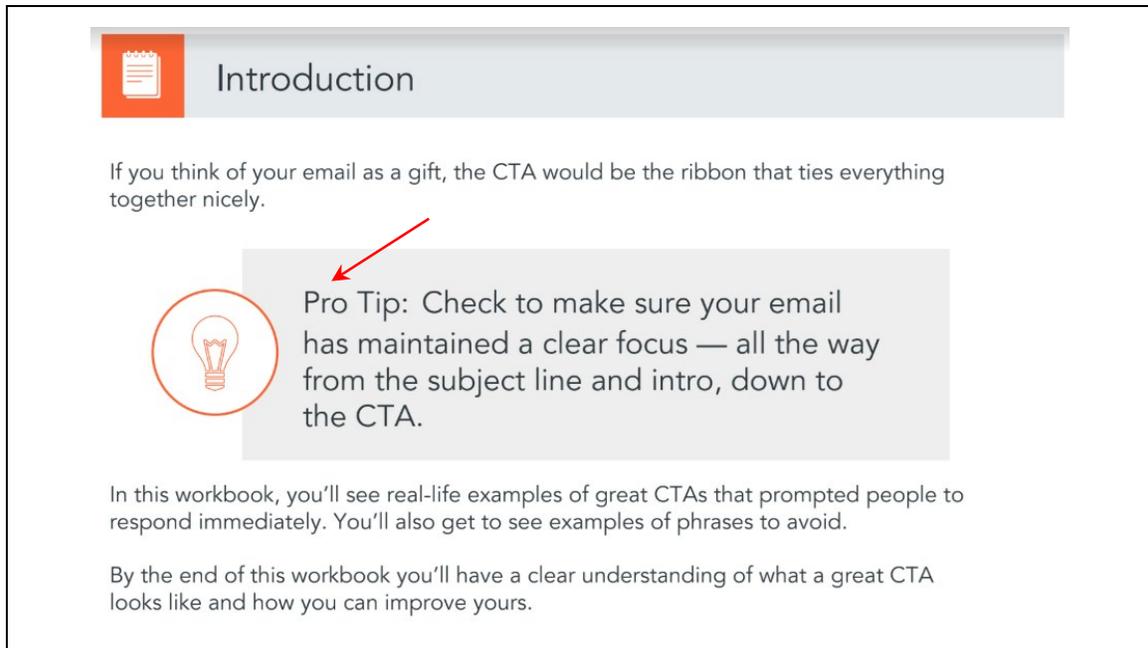
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Calls to action. "If you think of your email as a gift the CTA would be the ribbon that ties everything together nicely." I mean, that sure sounds nice right? Sounds logical. And a Call to Action is a familiar enough term. Even if it's not the concept is easy to grasp. Telling the prospect what to do sounds smart... but only if you're inexperienced or under-experienced. Now I've picked apart why calls to action don't work well enough in sales outreach in different resources. We'll go deeper in forthcoming lessons as well. My point is this: Do you see how this sounds like something you would want to know? You would prefer to see your outreach as a gift -- rather than an annoyance or interruption. Which is what you really need to confront. If you don't have the guts to confront that fact you fall victim to these garbage tips.

The slide is titled "Introduction" and features a light blue header bar with a white notepad icon on the left. Below the header, there is a paragraph of text, a "Pro Tip" callout box with a lightbulb icon and a red arrow pointing to the text, and two more paragraphs of text at the bottom.

 Introduction

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And what's this...a Pro Tip. Who doesn't want to be a pro after all. If you're inexperienced guess what? You are bound to like being told "here's what the pros do." It's a great marketing gimmick. It often works... on us salespeople.



## Introduction

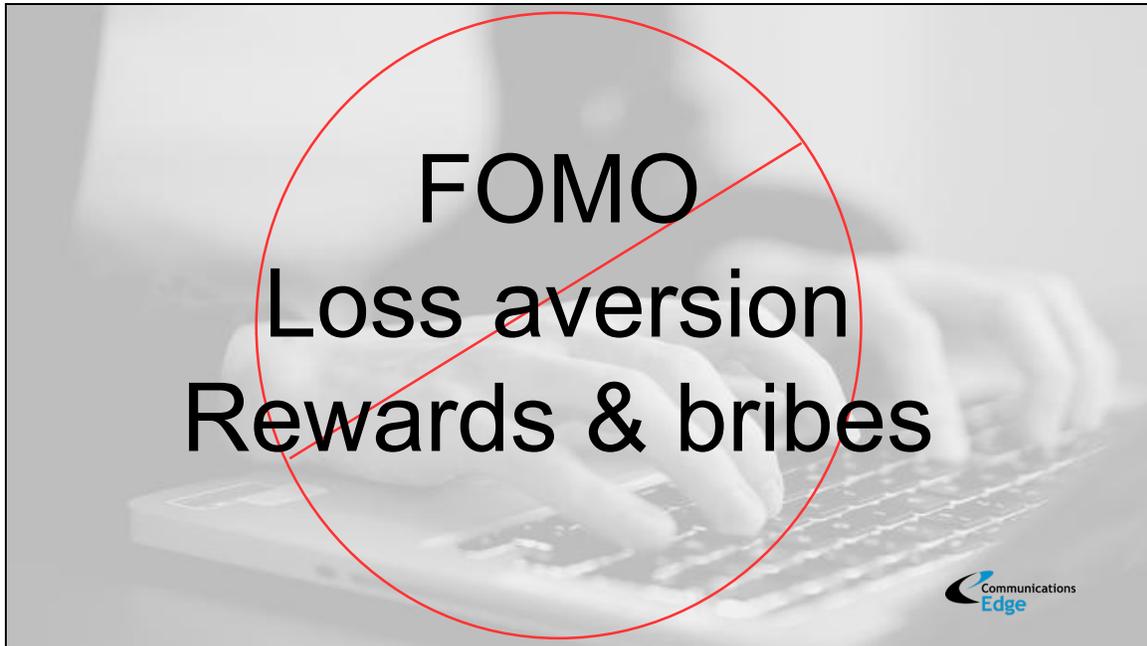
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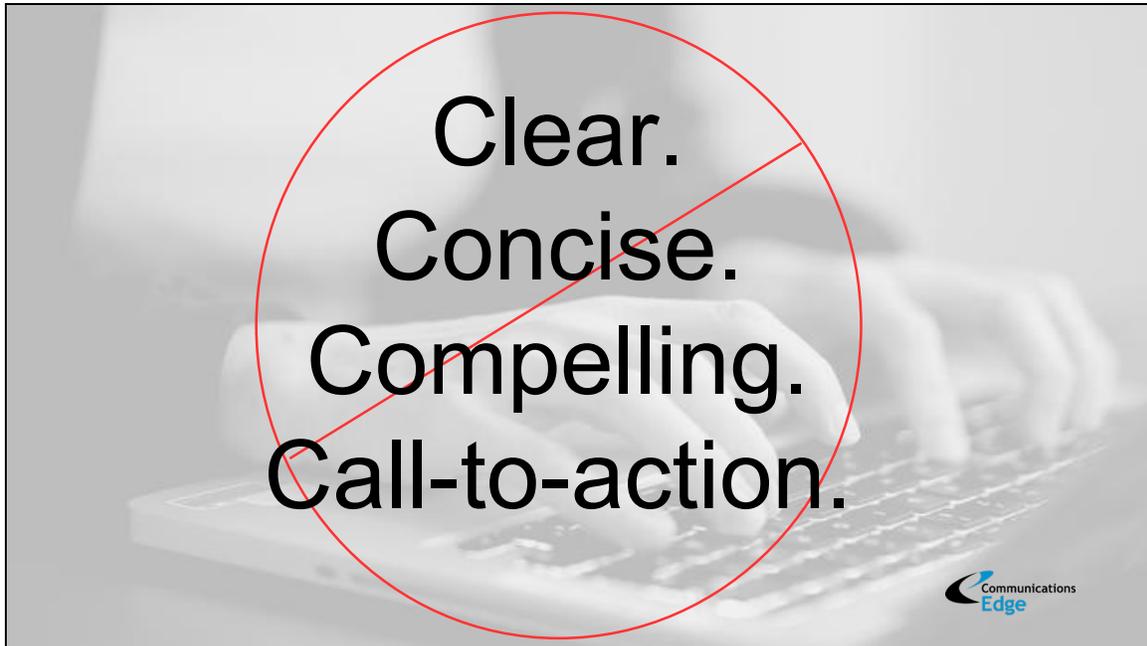
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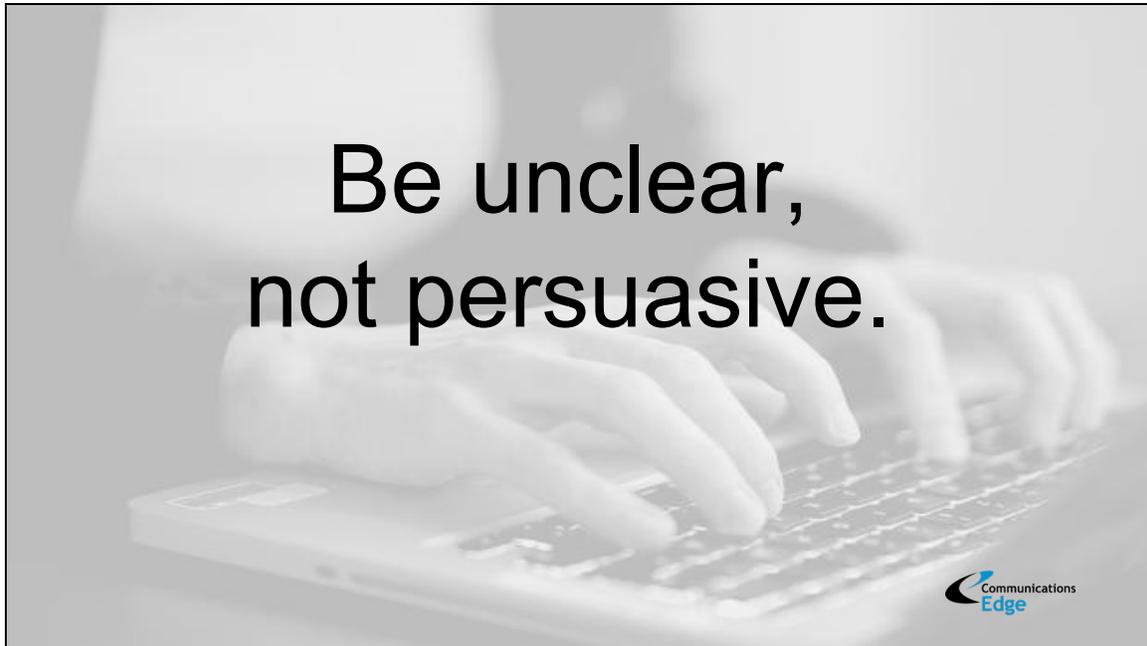
Check to make sure your email has maintained a clear focus... which, by the way, is precisely what our Academy members are experiencing... is not the best approach. Being clear is actually not the best way to provoke curiosity and induce response.



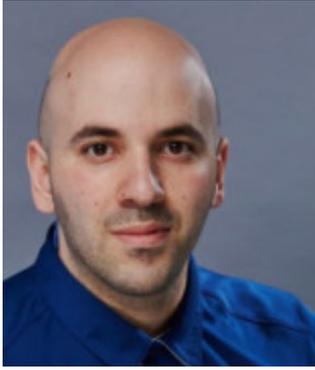
Nor are our members having much success leveraging FOMO... Fear of Missing Out. Or playing on loss aversion. In other words, playing on the fact people move faster to avoid pain than to feel pleasure. Offering rewards... or ethical bribes in exchange for a behavior or conversation. All of these are marketing concepts, marketing practices. Which drive customers away.



These types of tactics are not what most prospects are responding to. Because they are part of a spammy, marketing pattern. Also, in many cases your being clear, concise and compelling is coming too soon. Your clients' problem has yet to fully emerge... and be fully appreciated. Truth is 90% (plus or minus) of your market is not aware the status quo is a problem. So they don't understand, yet, that meeting with you is needed—let alone relevant. Because their problem or need has yet to materialize. So instead, messages need to be unclear and spark curiosity... curiosity about a *possible* conversation with you... about a meeting. Where the client decides on their own.



Instead your words should be unclear. Not persuasive. This is not my personal experience. This is our community's experience. Here's how it works: Being unclear does two things: It helps you stand out by breaking the pattern clients see all the time. You don't look like everyone else. Second, it helps prospects want to ask for conversation... ask for more clarity on the thought you just provoked. Because you were so incomplete... so non-persuasive and so unclear... and so unbiased to achieving your goal in the message. Now, I know that's hard to imagine but I will show you examples to illustrate in upcoming lessons. In the Academy at all levels (including Bronze, which is free). Bottom line: not trying to appear credible, nor persuasive, nor compelling... and not presenting a call to action provokes better response. Ok. So, is this different? Yes. And that's why we're finding it effective. The simple truth is you can no longer afford to be using tactics used by low-skilled salespeople or business owners.



Abdul Habboub  
Sr. Sales Dev Mgr.  
Vena Solutions

"The natural course for inexperienced sellers is to put on their best 'seller voice' use 'sales words' and shove marketing messages down the prospects throat repeatedly until it sticks."



Abdul is a gent who I met via LinkedIn and he put it this way: "The natural course for inexperienced sellers is to put on their best 'seller voice' use 'sales words' and shove marketing messages down the prospects throat repeatedly until it sticks." Now he said this in the kindest way... with helping in mind. But this is tough love. The truth is if you're not experienced enough acting like a marketer is the default tactic: Turn to marketing for help. Do what marketers do. Send what we call "email blasts." And the result? How about this from Dan Babbit recently...



"I've been in meetings where the presenter simultaneously gave examples of emails he deleted or marked as spam (blasted at him) -- while instructing people how to blast."

**Dan Babbit**

Account Exec.  
Allure Security



He says, "I've been in meetings where the presenter simultaneously gave examples of emails he deleted or marked as spam (blasted at him) -- while instructing people how to blast." Oh my. What a situation we've gotten ourselves into. Bottom line: Are you sending emails that you, yourself, would never respond to? Be honest: Is the content of these messages marketing-focused with marketing tone? This gets to the other outreach behavior marketing mindset creates: The blasting, the cadence, the follow up sequences are heavily automated. So much so they are not sales outreach at all --- they are marketing automation campaigns. Problem is...



Marketing automation is not sales engagement. Your prospects all know the difference. Do you? And if you don't that's fine. I'm not here to judge. You simply need to know...

## Marketing automation...

- is best for “warming up,” & scoring but not working leads;
- is best applied to **deliver content** on **opt-in basis**;
- **lacks flexibility** needed for personal conversations;
- is not a CRM, allowing reps to log activity;
- send emails via **third party servers** which increases chances of getting caught in **spam filters**;
- uses copy clients identify with **permission marketing**.

## Sales engagement software...

- is ideal for **working** qualified leads;
- can (but should not be) used to **auto-deliver content**;
- is **flexible** -- allows templates to be personalized;
- ties to a CRM, allowing reps to log activity;
- sends emails via a rep's personal inbox & server.

## Different Outcomes

### **Marketing automation:**

KPIs: downloads, opens, views, enrolls

### **Sales engagement:**

Conversations



Each provide different business outcomes. Marketing automation provides...

## Different Contexts (customer expectations)

### Marketing:

One-to-**many** messages.

Permission given: Customer opted-in.

### Sales:

One-to-**one** *conversations*.

No permission to converse (yet).



Marketing and Sales also work within 2 different contexts... 2 different sets of customer expectations. With marketing we're sending one-to-many messages... non-personalized... to recipients who have given permission by opting in. Sales, in contrast, is a one-to-one conversation tool. There is no permission to converse given by customers. Hence, the term "cold email" or "cold prospecting." You see, understanding this stuff isn't brain surgery. But it also means differentiating one from the other... and choosing the best strategy. For you this means one or two approaches. Now if you're in the Academy this will look familiar ...



There are 3 strategic choices for sales outreach. Tailored: where you do research on a specific person or company and then craft multiple, relevant, and direct messages... one-to-one. We refer to this as Tailored. Often, sellers who are chasing customers with higher average lifetime value or deal value focus on this strategy. Next is targeted: Where you send one-to-many emails. With a targeted strategy you conduct wider, industry-based research on prospects... and group them based on similar characteristics. Messages might include a vertical market's broad priorities or their specific challenges. Or a change-related issue that's concerning that SEGMENT of customers. If you're paying attention, I just gave you two very powerful options. If you missed them be sure to watch back on the recording, ok? Targeted is a very tricky business to be in... because it comes so close to templated messages--



.. where you pump out the same, unresearched, marketing style, pain-pushing message to big, wide list of potential buyers. We all know what this looks like.



Marketing automation. Your prospects know the difference. And now you do too. Ok. So what does the problem look like, generally...



It looks like marketing! Most cold email advice focuses on marketing concepts like explaining “what’s in it for me” in the email.. WIIFM.... or to consider write like Marketers do... with the AIDA model: Get attention, create interest, then desire, then an action. We’re told to use persuasion tactics... and try to create trust and credibility with email. And what’s the result? Let’s have a look at Andrew’s email... an actual email from our coaching archives.

## Slide 28

Hello Travis,  
This short (45 sec.) YouTube video link shows you the telescoping feature of our cassette.

<https://www.youtube.com/watch?v=A8yMc7JH0FA>

As you can see, it puts connectors right at your fingertips. That is why operators are expressing so much interest in this product. It's simply easier to work on! I'm sure you see the benefit, and certainly worth taking a closer look.

I have attached our ABCD-Series configurations as well as a line card for some of the products we carry. To highlight, we can provide any of your fiber connection needs such as fiber jumpers, custom fiber assemblies, patch panels and more.

Our ABCD-Series product line (see attachment) which improves connector access and simplifies system splicing. This year we are in development of new products that will incorporate this same technology for outside plant applications.

The ABCD Series™ Fiber Connectivity System (FCS) was designed with the technician in mind to:

- Improve connector access for cleaning, inspecting, testing
- Reduce network errors and costs
- Simplify jumper management

This patented design is the only fiber connectivity system on the market that allows each individual cassette to telescope forward, allowing easy access to the connectors along with a ABCD-Guard fiber management shield.

Possibly a GoToMeeting or onsite demo with the designer might be helpful for you and your team to better understand how this product would benefit your network. The designer has extensive experience with network applications.

Kind regards,

Andrew



This first touch email is huge. Straight away. So let me remind you guy... how everything must be smartphone short. This is not able to be quickly responded to on a smartphone. Prospects are not willing to scroll down with their thumb. That's what our members experience tells us. So forget about the copy here. The length of this bad boy is a big part of the problem. But I need to address another challenge with this message.

Hello Travis,  
This short (45 sec.) YouTube video link shows you the telescoping feature of our cassette.

<https://www.youtube.com/watch?v=A8yMc7JH0FA> ← **“See my thing!”**

As you can see, it puts connectors right at your fingertips. That is why operators are expressing so much interest in this product. It's simply easier to work on! I'm sure you see the benefit, and certainly worth taking a closer look. ← **“Everyone wants one”**

I have attached our ABCD-Series configurations as well as a line card for some of the products we carry. To highlight, we can provide any of your fiber connection needs such as fiber jumpers, custom fiber assemblies, patch panels and more. ← **“Look at more information”**

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This year we are in development of new products that will incorporate this same technology for outside plant applications.

The ABCD Series™ Fiber Connectivity System (FCS) was designed with the technician in mind to: ← **“See what it does for you?”**

- Improve connector access for cleaning, inspecting, testing
- Reduce network errors and costs
- Simplify jumper management

← **“Let's meet and talk about me selling you one.”**

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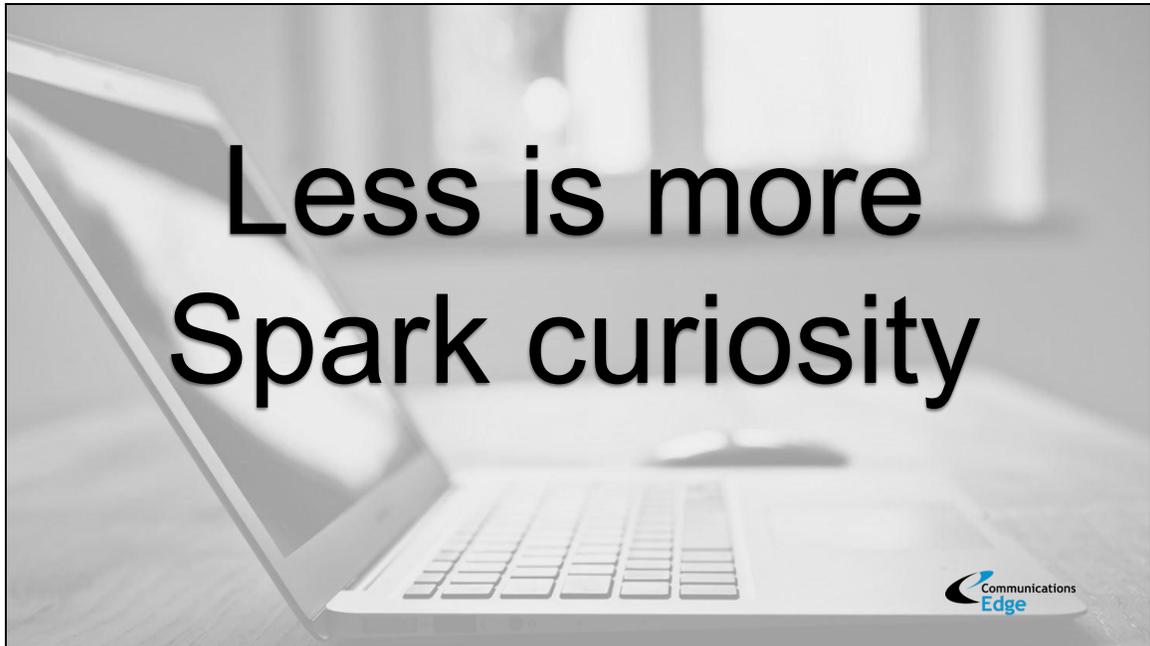
The pattern. And this is important to understand. The broad marketing-like patterns we are presenting prospects with... which look, smell and sound like bad marketing. Marketing that says, “see my thing” and “everyone wants one of these” and “look at this information about my thing” and “see what my thing does for you?” (Pushing pains) and of course the meeting request. It’s a pattern. And this is just one. Other patterns include “hello my name is” opening lines... followed by a marketing hook question which discourages the prospect from responding. Again, I can go deeper on that for you if and when you’re ready. Typical cold messages follow “hello my name is” with flashing a customer list and maybe presenting some compelling research -- all designed to persuade and convince the prospect to take a meeting with you. Persuasion is also a negative mental trigger. You see, we fall into these bad, ineffective marketing patterns because we often aren’t aware -- everyone is sending these patterns to customers daily. They’re easy to pick out and delete or mark as spam.



Instead, it's more effective to communicate like a problem solver A thought provoker... and Challenger of the status quo. That's how our most effective students are approaching clients. Now... this does take a little work. Reprogramming yourself to not think and write.. and speak on the phone like a marketer DOES take effort. The other way is easier for sure. Because we see marketing coming at us all day long, we tend to follow that pattern... that way of writing and speaking. We all know what marketing looks like... so we inadvertently write sales emails that feel like marketing gimmicks.



That's why having awareness is key. Because without a sense of what you're doing... that is hurting you... you will never get good at emails or voicemails that earn conversations. You must become painfully aware of the two, three or four ways you're hurting your chances of earning decision-makers' attention. Once you've reached bottom, you'll have the needed amount of motivation. This kind of self-awareness is what we focus on in the Academy together. We all watch over each other's shoulders to break old habits and stick with the key success principles: Less is more and sparking curiosity.



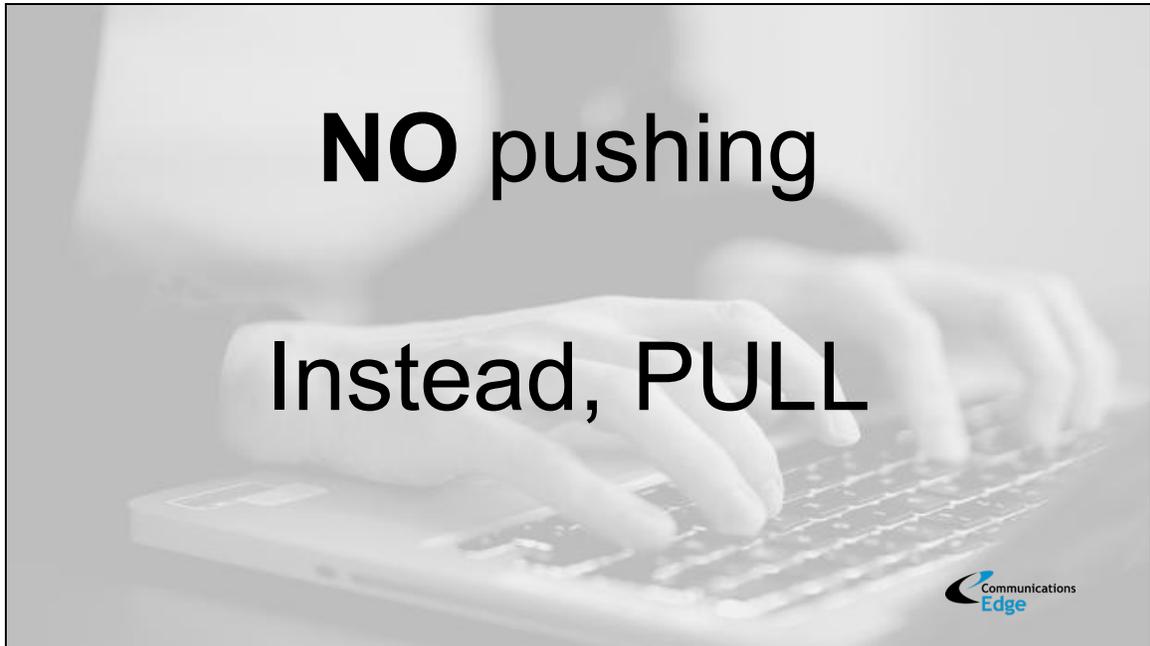
When I say, “stop pushing clients” with marketing messages most of our students say, “Yeah, I know... it doesn’t feel right, and I don’t like having to do it.” Well, if you know better... and it doesn’t feel good... what’s the alternative? Here’s a simple way to think about your new success principles...



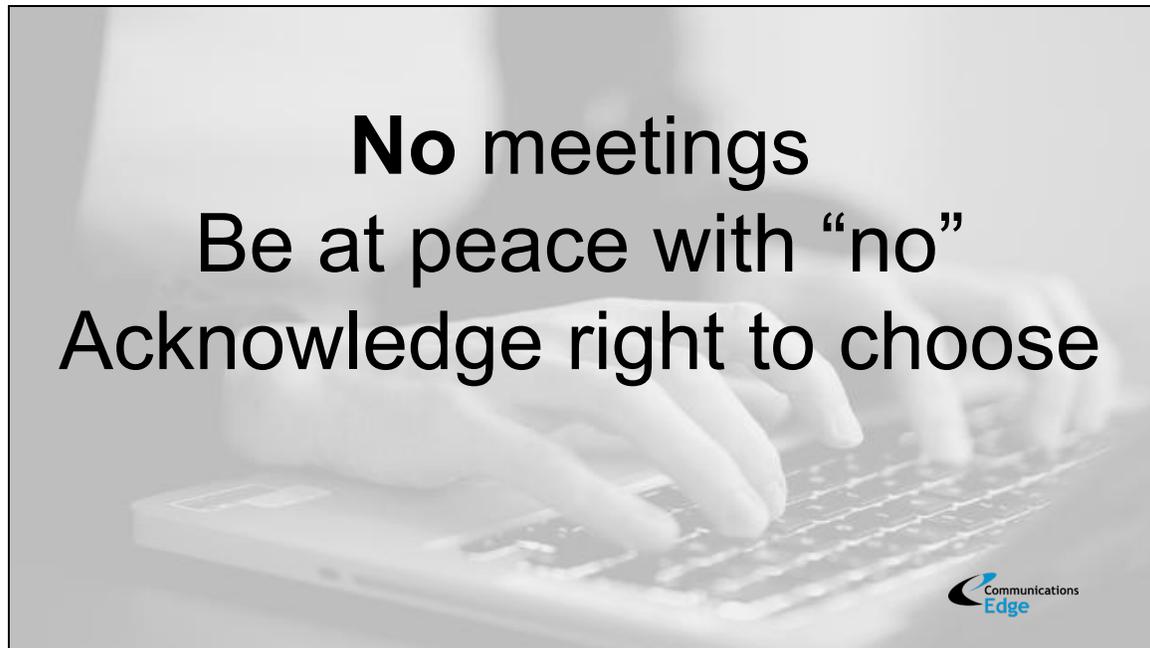
Forget about work for a minute. Remember back to a time you were finishing up a first date. And sorry vegetarians. Anyway, let's say it went well you do want to go out with the other person again. It's a match so far. What would you prefer... to try to persuade the other person out again? Or be asked out by them first? Obviously, it's best to be asked out---not do the asking. Why? Because if they ask you, you know the other person is interested and motivated to see you again. It's the same in sales outreach. Prospects will qualify themselves -- but only if we back off... go slow... and talk less about ourselves... long enough to allow them the space to become CURIOUS enough to ask more questions about us. And, ultimately, to persuade themselves into taking next steps... for their own reasons... if the next steps are appropriate.



In other words, “less is more” helps us attract candidates & customers to the idea of talking more ... being a good idea. We are not out to convince them. Not out to persuade them. This tends to repel. Instead, it’s more effective to attract them to the idea of having a short conversation to see IF having a longer conversation makes sense... or not. Instead of persuading you’ll see better results by provoking curiosity in the prospect. This is the #1 most important concept I continue to learn from working with members lately.



You cannot push. Instead, you've got to pull them. And to pull you've got to a) Stand out and b) Provoke curiosity. Here's another way of looking at it: Think about the last time you made a big decision. Think back to a big purchase like a house or a car. Were you persuaded by someone to do something. Did you let them persuade you? Or did you find a way to persuade yourself to make the decision? That is what I'm talking about. Good, neutral sellers help you persuade yourself. So this means changing the rules:



No asking for meetings. Get comfortable with removing meeting requests... in your cold email. It's not my opinion, it's our experience telling us: Don't ask for meetings from go. Be at peace with prospects saying no... and write it into the tone of your email. Let the prospect know you're at peace with their decision--no matter what it is... to delete or reply to you. And acknowledge their right to choose. Use words that put them in control. It's a huge mental trigger... acknowledging the customer's right to choose a conversation – or not. Because so few do it. Letting them know you're ok if they don't want to talk is a huge way to stand out in the inbox. Now, we're going deeper into this in the Deep Dive Provocation course. But here's a teaser. Let's say you are following up on a customer who's gone radio silent on you. You delivered the proposal and now no response to calls and emails. They've ghosted you.

If it's bad news for us, I can take it.



Sending them words like this within your message shows how you are at peace with their negative decision---you just need to know. We will cover this in more detail in Workshop #3... Shifting your Tone to Neutral.

Not sure it's a fit for you. Open to a short email exchange to see if a larger conversation is warranted?

If not, no worries.



Another example of copy that shows interest in speaking with the client but also acknowledges their right to choose the discussion ... and being at peace with their refusal to engage. This tends to pull. If you practice Sandler techniques this is very similar to what is called a “negative reverse” mental trigger.

## Typical responses

(from mobile)

What's this about?

You can help us address this?

What are you getting at?

I don't have an solution for that. What are you suggesting?

I would need more information to understand.



Because responses often come from mobile devices -- and because of how incomplete or unclear the messages are typical responses look like this...

Response is mostly about creating a  
**pattern disrupt**

(*not* doing what customers expect)

*“Hi. This is a cold call. Care to hang up?”*



Response is mostly about creating a **pattern disrupt** (*not* doing what customers expect). Example: *“Hi. This is a cold call. Care to hang up?”* If any of you follow Benjamin Dennehy... the UK’s most hated sales trainer on LinkedIn.... you’ll recognize this one. If clients expect you to zig you’ve got to zag.

Slide 41

Hello Travis,  
This short (45 sec.) YouTube video link shows you the telescoping feature of our cassette.

<https://www.youtube.com/watch?v=A8yMc7JH0FA> ← **“See my thing!”**

As you can see, it puts connectors right at your fingertips. That is why operators are expressing so much interest in this product. It's simply easier to work on! I'm sure you see the benefit, and certainly worth taking a closer look. ← **“Everyone wants one”**

I have attached our ABCD-Series configurations as well as a line card for some of the products we carry. To highlight, we can provide any of your fiber connection needs such as fiber jumpers, custom fiber assemblies, patch panels and more. ← **“Look at more information”**

Our ABCD-Series product line (see attachment) which improves connector access and simplifies system splicing.  
This year we are in development of new products that will incorporate this same technology for outside plant applications.

The ABCD Series™ Fiber Connectivity System (FCS) was designed with the technician in mind to: ← **“See what it does for you?”**

- Improve connector access for cleaning, inspecting, testing
- Reduce network errors and costs
- Simplify jumper management

← **“Let's meet and talk about me selling you one.”**

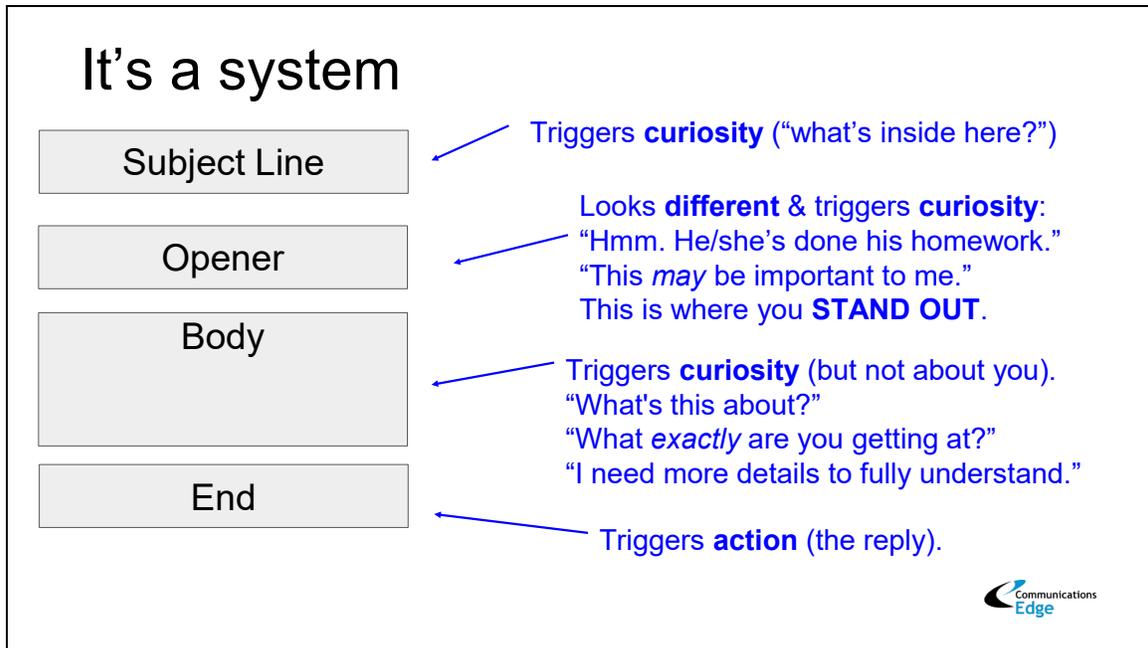
This patented design is the only fiber connectivity system on the market that allows each individual cassette to telescope forward, allowing easy access to the connectors along with a ABCD-Guard fiber management shield.

Possibly a GoToMeeting or onsite demo with the designer might be helpful for you and your team to better understand how this product would benefit your network. The designer has extensive experience with network applications.

Kind regards,  
Andrew



The patterns tend to repeat themselves. And are used by low-skilled sellers. Not you! Everyone is sending these patterns to your customers daily. They're easy to pick out and delete or mark as spam.



So, in response to this situation we have a system which our community... our members... have chosen to call "Spark Selling" because of the main success principle: Sparking curiosity. Ok. Now before you can start putting these guidelines to work, I need you to hear me out. Because I don't just want you to mimic the tactics. If you do this, you won't develop the lasting skills you deserve. You won't be able to pivot when you need to... when "what's working" for you lately stops working. In our next lesson I want you to let me deprogram your thinking even more. So, you don't go back to the old, marketing type habits and marketing copywriting mentality which got you stuck to begin with. Ok?

# See you in lesson #2

## Deprogramming

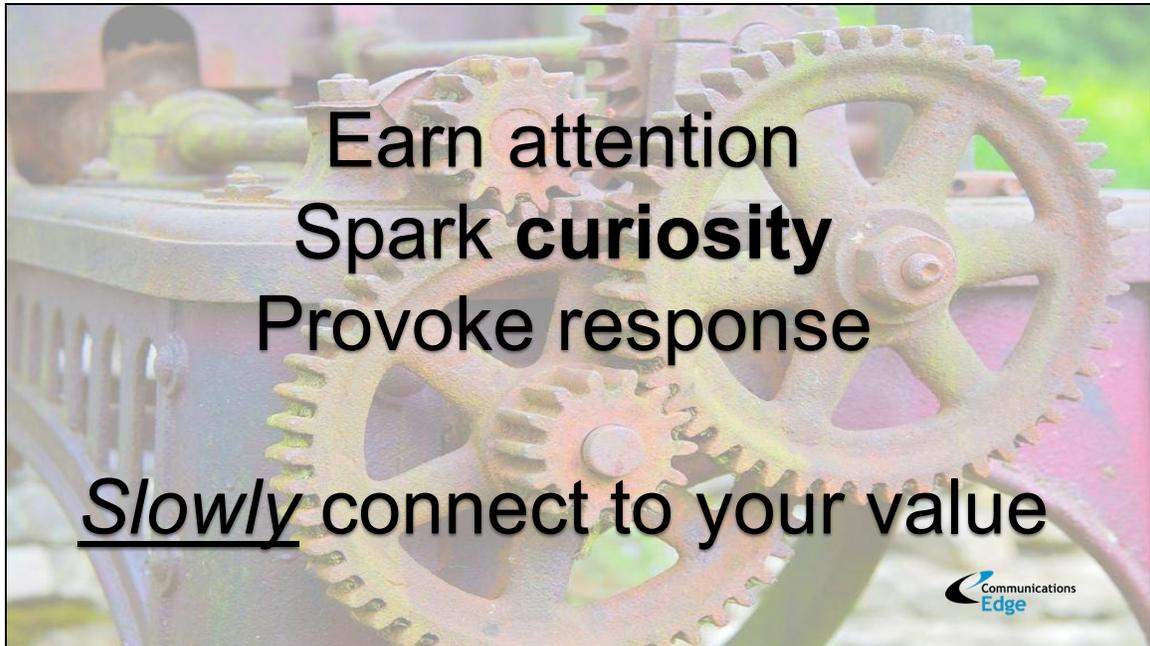
Jeff Molander  
Founder



 Communications  
Edge

Markus Spiske

Calls to action. Being clear about what you want -- in subject line and message copy. Dripping. Sequencing. Campaigns. Blasts. These toxic ideas come from marketing mindset. Before, we could afford blasting templates. Not anymore. So, in the next lesson we will quickly re-think sales outreach -- operations and copy. So, you start off on the right foot -- and are able to pivot when necessary. Long term success will be yours.



And remember... the way forward is simple: A 3 step process. A communication process. Where now you will have a better way to earn attention, spark curiosity and provoke response more often. Then you'll slowly connect that conversation to your value... If, in fact, that conversation needs to happen. See you in the next lesson.