

Cold Outreach Quickstart

Deprogramming

with Jeff Molander

Founder 



Markus Spiske

Hello there. Jeff Molander here. Welcome to the Welcome to the Cold Outreach Quickstart... Lesson 2 of 6. Deprogramming. Deprogramming your marketing copywriting habits... by reprogramming your marketing mindset ... updating your paradigm. What you'll take away from this lesson is a different, updated viewpoint on sales prospecting messaging. No tactics yet. Trust me on this. Hitting refresh on your core belief system. Because if we don't you'll start practicing Spark methodology -- but only partially. And that will cause your messages to still come across as part of the noise. Trust me. Because even after taking this course you will most likely find your old, bad marketing copywriting habits sneaking back in. So that's why, right now, I'm going to work hard -- to change how you THINK about communicating via email, and voicemail. Because it's DIFFICULT to re-train yourself to write differently. Tactics. So we MUST start by updating your mindset -- the way you VIEW sales outreach. What you believe to be true about it. 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... and lousy outcomes. Or lack of outcomes, lack of conversations started. Ok. Let's get into it. Think about sales messaging, versus marketing messaging, like courtship. Everyone knows what it's like to be marketed to -- when you're on a first date. Think about a time you were sitting across from someone and they did this..

Slide 2



They flashed their colors... they postured. They met you and were like “yes... I want another date with this person.” You. So, they proceed to market themselves to you. It’s the same with customers: When we meet for the first time they have no experience to base decisions on with us. When I first met my wife she had no experience that proved to her, “Yes, here's a guy worth talking to.” So I did my very best to attract her to the idea of talking to me being a good one. I soft peddled. Hey, I got married in my 30’s. Took me some time to realize how do do this. Anyway... why should any of your prospects start talking with you when they have no experience... no proof... telling them it's worth it? Here’s why this is important to you: Less is more.

Less is more



The less we talk the better. Now you may roll your eyes and think, “Obviously, Molander.” But hear me out. Because what we know to be true and what we do are often two things. Less is more. The less we talk about ourselves, the better. Now that is almost impossible for a marketer right? To talk less about themselves. That’s all they know what to do. And the more clever and creative the better. But that is exactly what repels customers. So, instead, I suggest this: Get the other side talking about themselves. Because when we do this it proves we have interest in them. And that’s an attractive quality. It is also an unusual quality. You’ll stand out. Look most people, just like most marketers, cannot stop talking about themselves. We see this in sales outreach emails that fail: Selling your strong points. Talking about your client list. Trying to establish credibility. Instantly.



These are what marketing messages sound like. Marketing copywriting. Now, your marketing messages might be good. But early stage customers? They are not interested in hearing these kinds of messages... not yet. So, when courting customers, we need to talk exclusively about the prospect. We need to avoid saying too much too fast about ourselves. But we must also be provocative. We need to say just enough to 1) grab their attention, 2) prove we aren't cutting-,and-pasting and hitting send... and 3) hint at the fact that we might actually be worth talking to a little more. We want to provoke them into asking you for the meeting. No call to action from you. Instead, allow the prospect the space needed to become curious. Curious enough to ask questions. Not questions about your solution. About their curiosity... about how you just aroused them. They'll ask questions like, "what is this about?"

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?

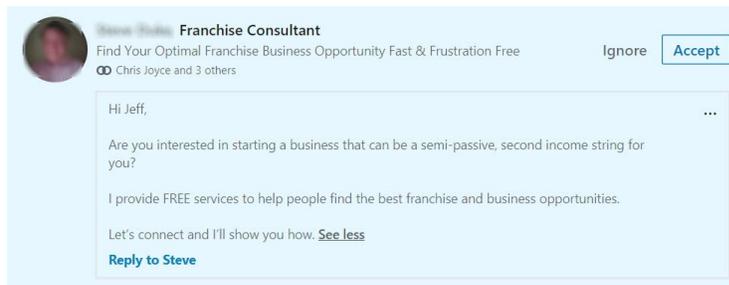
I would need more information to understand.



What is this about? You can help us address this? What are you getting at? I don't have a solution for that. What are you suggesting? I need more information to understand. Or, "Yes... please share more details." Now, see how short these are? Because they're coming from a mobile user. Everyone is mobile. So your message must be "Smartphone short." Read and responded to easily. Now... why will you start getting these kinds of responses? Why do our Academy members get these? Because we're breaking the rules. The marketing rules you've either been told are helpful. By people who don't know the difference between sales and marketing copywriting. And honestly? Any fool can be a marketer. Anyone can talk about themselves and get paid for it. Why do you think salespeople are compensated in multiples of marketers? Skill level. So going forward think "less is more." This different mindset will help you attract customers to the idea of talking more ... being a good idea.

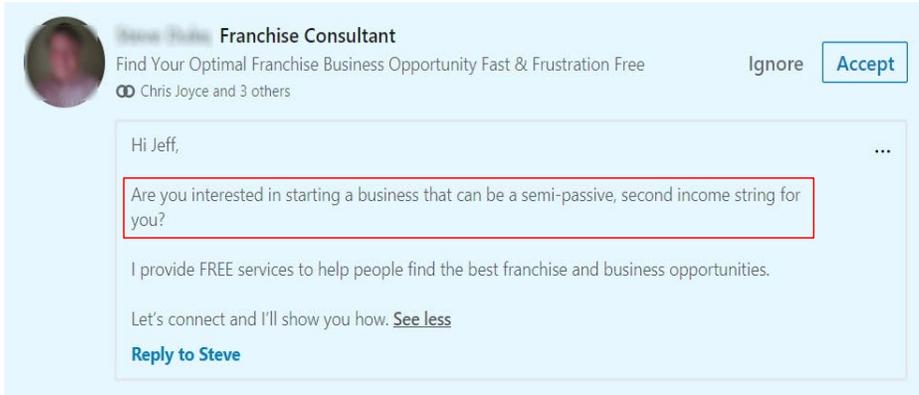
Hook & yes/no questions

Frustrated with your product vendor?
Is Under Armour looking for support in any of these areas?
Want a second opinion?



Briefly, on the subject of using questions... questions play a big role in outreach. Because they're so commonly used. Marketing hook and yes/no questions are bad news. "Frustrated with your vendor?" Or this one, "Is Under Armour looking for support in any of these areas?" Or "Want a second opinion?"

Hook & yes/no questions



The screenshot shows a LinkedIn message from Steve Stokes, a Franchise Consultant. The message content is as follows:

Hi Jeff,

Are you interested in starting a business that can be a semi-passive, second income string for you?

I provide FREE services to help people find the best franchise and business opportunities.

Let's connect and I'll show you how. [See less](#)

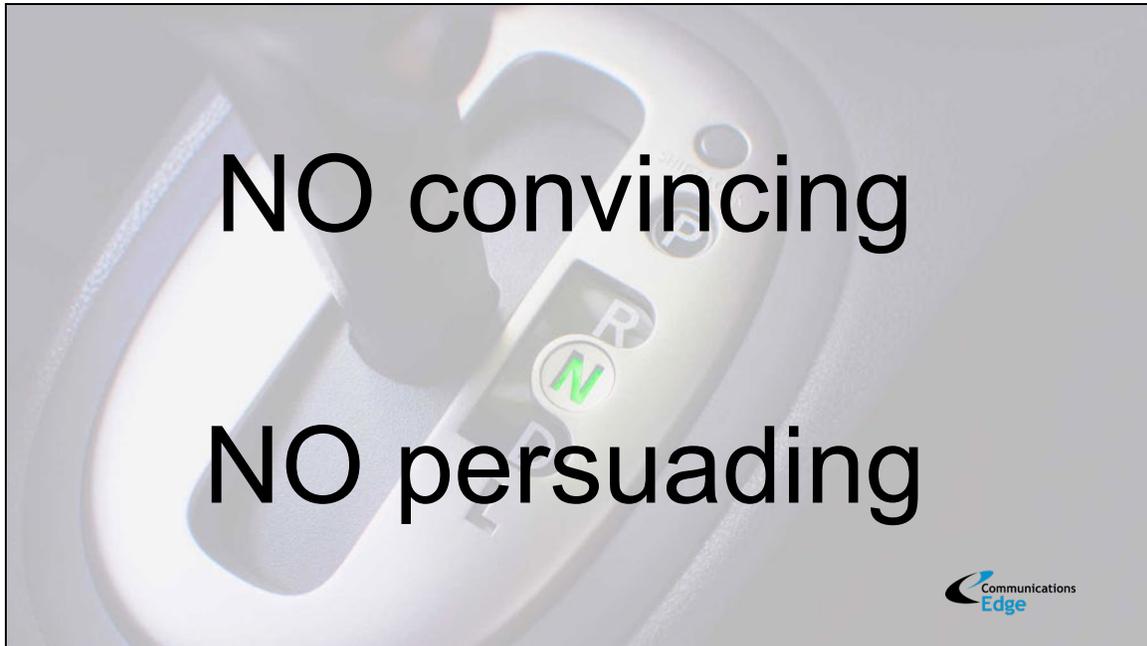
[Reply to Steve](#)

Or, “are you interested in starting a business that can be a semi-passive, second income stream for you?” These are all biased questions. Being asked for selfish, transparent reasons. You’re not fooling anyone. In fact, when readers see these kinds of questions -- designed to get answers they want so they can sell -- they run the other way. Because it’s plain to see. This is a sales pitch or a meeting request -- part of the spam pile. Now, there is a better way to structure your questions -- so they provoke responses and I’ll go deeper on this in Lesson 6, our Bonus lesson. There is a way to create questions that spark curiosity -- about a potential conversation. Not a potential sale or meeting. And please avoid “Are you the right person?” This has run its course & is often spam-binned. Today, if the message is strong enough the reader is under incentive to pass you to the better contact.

Attract customers to
the idea of talking more.



Remember, you're now going to pivot: attract customers to the idea of talking more... to the scent of value you might contribute. Not the value. The scent of value. No adding value in your first email touch. Try it. Sounds crazy right? But listen: Do you have any idea how many people are trying to push value at people -- marketing style? To educate customers? All to what: to convince. But you, as a salesperson, are 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. Shift to neutral. No convincing. No persuading.



Shift the tone to neutral. Instead of persuading you'll see better results by provoking curiosity in the prospect. In a way that doesn't try to con them... to persuade them. curiosity-- based on neutral tone -- is the #1 most important concept I continue to learn from working with members lately. Because a) it works and b) if you can get a customer curious -- just for a moment -- you can help them begin to persuade themselves into taking next steps... for their own reasons... if the next steps are appropriate. That is what Sales Copywriting is all about. Because human beings value more what they ask for. They value less what is offered to them.

Humans value more what
they ASK for ...
less what is offered.



Think about it in your life: you value more what you ask for. You value less what people push at you... offer you freely. If I offer you a free pass to our Academy will you value it? You might. But if I didn't offer you that free pass -- instead, describing briefly how it might help you... so brief, so blunt and so without persuasive tone...you felt a little curious. I gave you space to get curious and it was natural for you... to ask me for more details. Why might your value perception be higher? Because I didn't push it at you. I didn't do what 90% of marketers do. Push. Ok. Time for an example. I was coaching Steve recently... who was a follower and Academy member for a few months. But he had a problem: He didn't fully deprogram his mindset. So... Steve is selling a better way to manage printed promotional items. A better way to order, store and distribute physical promotional items.

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Joe,

Are you open to a different (yet safe) tactic that may result in an 8 - 14% savings on your print and marketing purchasing?

I have an idea; may I share?

Some companies have a poor method for sourcing and purchasing their marketing materials that take them away from core business activity, and creates maverick spending, which is a nightmare to administer.

Now they use an on-line, technology-based, print management portal to source products and make better, money saving buying decisions.

Are you open to hearing how you could achieve these same results in a short email?

Regards,
Steve



And this is Steve's Targeted message. Meaning: He's sending one message to a segmented group of "high probability" customers. That's what we do with Targeted strategies. This is one message being sent to many prospects. If you need help understanding the difference between a Targeted (one to many) and Tailored (one to one) message... and when to use each give us a shout in Comments below or email Brittany or me so we can point you in the right direction. Ok, back to Steve: He invested in the Gold level Academy but was still, inadvertently, allowing marketing tone to sneak back in. He opens with a yes/no question... which in any outreach is dangerous. But in Targeted campaigns we sometimes use them. "Are you open to a different tactic that may result in to 14% savings on print and marketing purchasing? I have an idea. May I share?" Rather textbook... in terms of a basic, "less is more" provocation. Not always effective. Certainly not what we recommend in Enterprise selling. But for Steve's targeted industries it's smart... however, here's where Steve takes a turn... toward marketing tone.

Joe,
Are you open to a different (yet safe) tactic that may result in an 8 - 14% savings on your print and marketing purchasing?

I have a simple idea for you. Not sure if it's a fit.

Some companies have a poor method for sourcing and purchasing their marketing materials that take them away from core business activity, and creates maverick spending, which is a nightmare to administer.

Now they use an on-line, technology-based, print management portal to source products and make better, money saving buying decisions.

Are you open to hearing how you could achieve these same results in a short email?

Regards,



“Some companies have a poor method for sourcing and purchasing their marketing materials that take them away from core business activity, and creates maverick spending, which is a nightmare to administer. Now they use an online---blah blah.” Marketing persuasion. He slipped back into the marketing mentality -- talking way too much about himself and trying to position benefits of his solution in terms of the problem his customer has. Now this isn't as bad as it looks. This sentence actually has strengths within it -- in how he's describing the “maverick spending.” But the “some companies...” part is a classic marketing persuasion tactic his customers see every day. Over and over. And notice how long this provocation gets. It's not a provocation at this point. It's a diatribe. It's so easy to fall BACK into that mindset... and start writing about the value you provide -- in great detail. Now, a word of praise on this: At least there are very few adjectives and adverbs. We want to avoid them... because adjectives and adverbs add to persuasive tone. We want to remain neutral. No persuasion. This helps you look less needy. Needy tone is a huge problem we work to eliminate in our Deep Dive course.. But here's a teaser. Quick examples of what I want you to never say... Remove these from your mind.

I look forward to...

At the very least you will...

Very happy to chat with you about
this if you're interested...



I look forward to... or at the very least you will. I see these a lot. They scream needy. Or “Very happy to chat with you about this if you’re interested...” Weak words are a big part of marketing tone. Because most marketing copywriting is just plain awful. Weak. These kinds of phrases are banned from your mind. I want you to practice catching yourself. If you need help that’s what the Academy’s community Forum is for -- where peers will help you by watching over your shoulder before you press send.

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

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. “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.” Remember: When it comes to cold email.. and voicemail.. success... earning more conversations is about doing one thing better than everyone else.

Creating a **pattern disrupt**

(*not* doing what customers expect)

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



Creating a **pattern disrupt** (*not* doing what customers expect) If clients expect you to zig you zag. It breaks the pattern. It's unexpected. You've probably heard me mention before: Our members are finding being unclear earns more conversations. This is how the pattern disrupt manifests. If you see others doing it... patterning this in template style. Do. Not. Do. It. Start looking for patterns in your own inbox -- negative triggers. Notice how easy it is for you to identify unwanted email and voicemail messages.



No more focusing the message on conventional marketing concepts like “What’s in it for me”, the AIDA model, persuasion, writing to create trust... This is only going to put you in the wrong mindset. On the subject of trust & credibility the Provocation Deep Dive Course has a lesson dedicated to this... why this is a toxic practice and what to do instead. For now, instead, we will work to pique customers curiosity... which earns more response. It’s a huge pattern disrupt. It’s a zig when everyone else is zagging.

Subject: Time to meet

Too long + too much, too fast.
Also, very standard format (cut-and-paste).

Hi John,

What if you could achieve balance in your IT environment that would allow you to have it all: delighted customers, satisfied end users, and results that executive management expects at a cost that doesn't break your budget? As I saw you are the Sourcing Analyst at CLIENT CO, I thought we could help you and your team:

- Improve employee productivity by up to 40%
- Find cost savings of 10-30% on Device Life Cycle Management
- Move to a consumption based, utility or subscription pricing models

Watch our 2-minute video about how ABCCORP is enabling the digital workplace. Let me know if you'd like to explore how we could specifically assist CLIENT CO in tackling your projects and challenges in 2018. FYI - I have availability Thursday afternoon and Friday morning.

Rebecca



Here's what I mean... literally. This is from Rebecca who works for a large IT consulting firm. We see a garden variety of mistakes here. It's one of three or four patterns we see among IT sector sellers. And other industries too. Overall, it's too long, too much information... too fast. It's also too obvious this is a cut-and-pasted template... where the sender has done zero research on the customer segment she's mailing to. All due to marketing mindset... persuasive marketing copywriting in her sales email. And far too many asks... to watch a video, to have a meeting.

Subject: Time to meet ← **"I want to meet with you" (without having you decide if you want or need one with me)**

Hi John,

What if you could achieve balance in your IT environment that would allow you to have it all: delighted customers, satisfied end users, and results that executive management expects at a cost that doesn't break your budget? As I saw you are the Sourcing Analyst at ABC Company, I thought we could help you and your team: ← **"I'm asking you a question that clearly shows my intent to place my solution." A popular marketing hook.**

- Improve employee productivity by up to 40%
- Find cost savings of 10-30% on Device Life Cycle Management ← **"You are in my target market, yippee!"**
- Move to a consumption based, utility or subscription pricing models ← **"Look at my benefits!"**

Watch our 2-minute video about how ABCCORP is enabling the digital workplace. Let me know if you'd like to explore how we could specifically assist ABC Company in tackling your projects and challenges in 2018. FYI - I have availability Thursday afternoon and Friday morning.

When you're done watching, let's meet! ←

"Watch my marketing video... so you can see how we're 'enabling the digital workplace'" (push marketing language pushing a marketing video). ←

Rebecca



Subject: Insight – Strategy Meeting

Hi Jed,

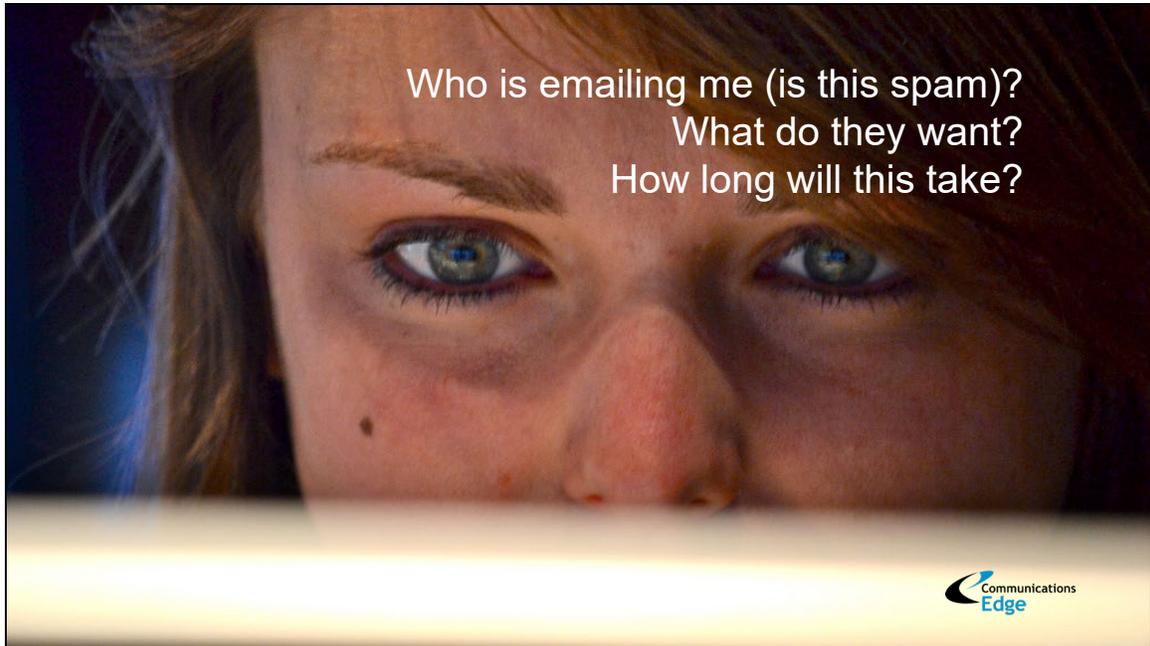
I am looking to introduce myself and Insight. Goal of my reaching out is to explore how you are transforming your end user support structure over the next 3-5 years. I would love to briefly explain how we are modernizing our clients end user experience and saving them over 20% on their IT spend.

Please let me know when I can call. I will work around your schedule.

Thank you,
Patrick



Ok. Another example. Even the subject line here is a dead give-away. It's the name of the prospect's company and strategy meeting. Boom. Spam pattern. Do you see the other patterns in here... in this example? Subject line--requesting a meeting. No need to open. Instant delete. "I am looking to introduce myself and my company... my goal is to explore how you are doing whatever... so I can sell to you. I would love to explain how our clients are kicking ass. Let me know when I can call. I am desperate and will work around your schedule. Short, pithy and not very marking-like... but a pattern. A meeting request pattern. Not to mention use of the word love. "I would love to briefly explain." Never, ever use love, hope and other such negative mental triggers. These are words that communicate one thing: neediness. Again, more on this in the Deep Dive course and an expansive list of words to avoid.. so you don't accidentally pattern neediness. The shortcut to making sure you fully deprogram is to join the Academy Forum's peer review community. Where other members will coach you... watch over your shoulder and guide you every step of the way.



Remember: Everyone on Earth scans their inbox the same way. Without exception. We want to know:
Who is emailing me? (Is this spam?)
What do they want?
How long will this take?
BUT this harsh truth can be used to your advantage.
If you are brief, blunt & basic ... and throttle back on the goal of your first email "touch."

The goal of your first email is exactly the same as a first cold call. To be invited into a conversation. Not to get an appointment set for a demo or a face-to-face. And not to get referred. Think about it. A first touch email is just like a first touch phone call: The other side immediately wants to know: Who is calling me, what do they want, how long will this take?

Templates should be used to customize
context faster -- not send faster.

Research.

Brief. Blunt. Basic.



So, 3 overall rules of thumb: all templates (either your Tailored or Targeted) should be used to customize context faster, not send faster. Instead, personalize the context. Not the person or the company. Instead, the business context of your prospect. Not their pains, necessarily. This can be dangerous -- as everyone is pushing pains as a pattern, automated. Automated personalization is the kiss of death -- and all but dead. We go deeper into how to scale without sacrificing the customized context element in Academy lessons. If you need help finding that get in touch with us. Ok. Rule 2: Research. The less research you put into prospecting messages the more likely it will get deleted. This gets back to rule 1. You've got to nail down a qualified list of "high probability" potentials. Because the most effective tactic (to provoke conversations) across ALL sellers lately is, without exception, doing this up-front research. However, what this "research element" actually is depends on what you are selling and to whom.. and what you have to work with. Enterprise sellers live in a different world as compared to mid-market for example. In Enterprise there is often far more research needed... running down the rabbit hole before going in. Rule 3: is always, always be brief, blunt and basic. Cut back. Less is more. Be short. Lately, you've got around 8 seconds to avoid deletion. Talk only about the prospect, nothing about you. Don't try to qualify yourself, share valuable insights, set a meeting. None of that. Instead, provoke.

Targeted Technique Example

Subject: on the horizon?

[first name],

Is modernizing/upgrading your _____ [end user experience] on the horizon for _____ ? [target company name]

If so, I have an idea.

May I share? Then you can decide if a longer conversation is justifiable. If not, no worries.

Let me know, [first name]?

Sincerely,



Now this type of approach is a template. But it needs customization. And this is part of our Bronze Academy tools. This type of Targeted approach has serious limitations. The question up front is a yes/no. Which is highly risky and, yet, in Targeted context does work. But you'll need to test many outbounds with this kind of approach. But for many Spark Selling beginners it's a good first step. And remember: Don't use this verbatim. Because why? Think about it. We're a growing company.... with more and more members. And as these members copy this idea...this provocation concept... well, it will begin to burn out and become less effective faster. So... understand the concepts here... the behavioral principles of provoking. Holding back the idea you wish to share. The word share is used with reason. It's working better than any other word we test lately. It's trending details like this which make Academy membership a bargain... to keep up to date on what's no longer working... and what IS. We're constantly inventing better ways to provoke as old methods become less effective.

[name]

Noticing _____ [observation OR insight].

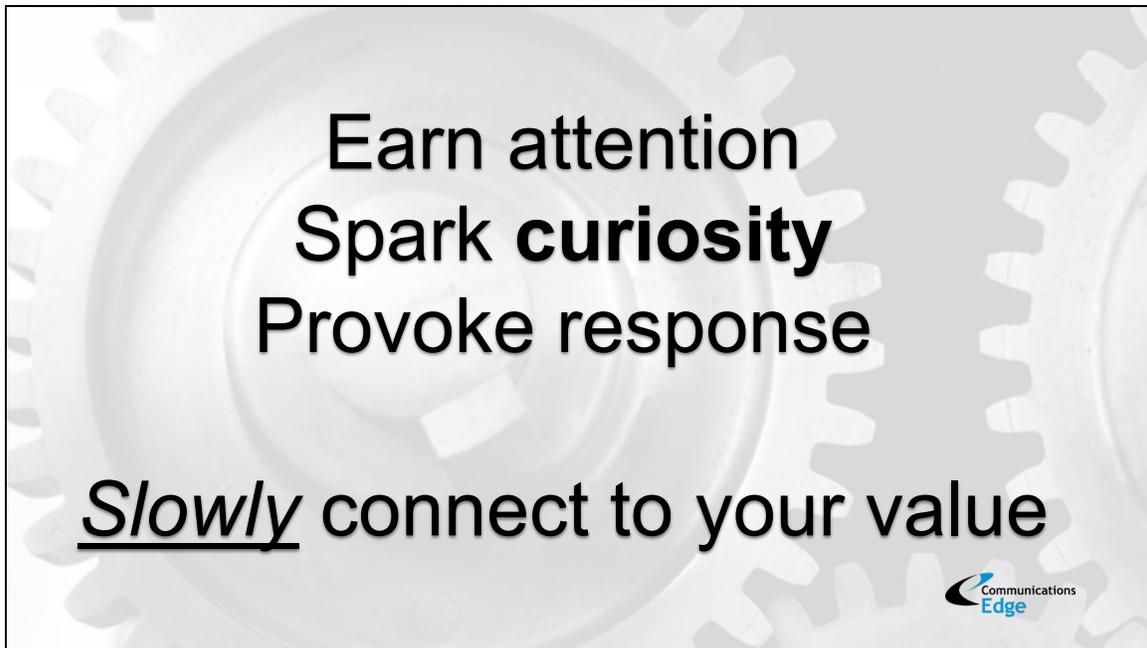
I have an idea that may give you the ability to _____
[specific better outcomes or avoid disasters or cut costs, etc.].

Are you open to an unusual way to _____ [goal or
desire]?

Brent



The other type of provocation which we teach beginners is something along these lines. Where you state an observation (which is higher risk) or an insight (lower risk, greater provocation potential but takes more time to research). The email is Smartphone short, proves it's not cut-and-paste by showing you've done that homework up front... and teases with an idea which may...key word being may... nice and neutral, not trying to make a claim here in this example. Going in soft. May give you the ability to achieve a better outcome, or avoid a disaster or whatever the goal may be. A known goal or unknown disaster to avoid. Are you open to an unusual way... or an unorthodox way... or different way... not a unique way. Nope. Avoid unique. It's not a curiosity provoking word. It's a marketing persuasion word. Unusual or odd or different or weird or mostly overlooked... these tend to provoke curiosity. The reader tends to think: "I wonder if I'm overlooking this idea..."

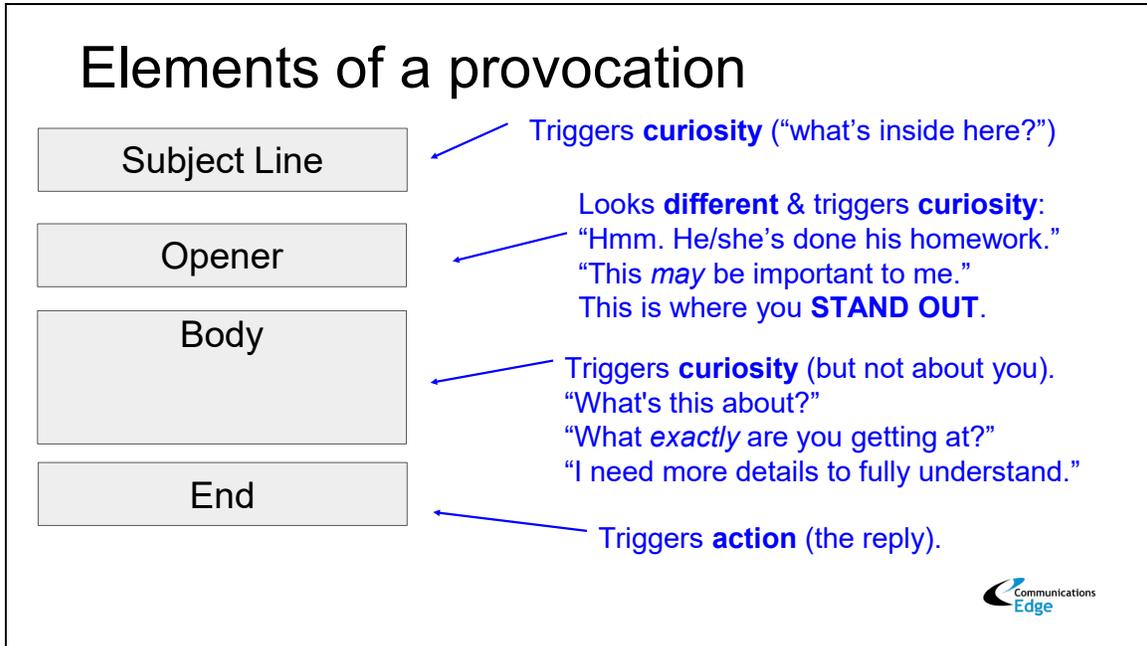


Earn attention
Spark **curiosity**
Provoke response

Slowly connect to your value

Communications
Edge

Ok. At the highest level Spark Selling is a 3 step process. A communication process. Obviously, we must start by earning attention. And this is where the Subject and first sentence come into play. Next is sparking curiosity... which is at the core of what we practice ... and finally provoking response. Not by asking for the response or trying to persuade them into it; Instead, by provoking it using tension... creating a sense of tension that helps the prospect feel an urge to ask for more information. So let's go a bit deeper into the system and map it out... let's look at the elements of a provocation.



Now before you can start putting these guidelines to work beware: Don't try to mimic the tactics. I want you to consider and appreciate the behavioral psychology at work here. If you mimic the examples, I show you... you may have success. I admit. But you may not 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. Ok. In our next lesson we're going to get into the weeds... with tactics. Subject lines. I'll reveal our community's most effective subject line tactics. You'll take away a different, transformative way of thinking about the role of the subject line in your messages. Of course, you'll take away the guidelines and tactics to get opened more often, earn customers' attention and provoke response.



See you in lesson #3

Subject Line Crash Course

Jeff Molander
Founder



 Communications
Edge

Markus Spiske

Ok with that we'll wrap and see you in lesson #3, the Subject Line Crash Course. Remember: I can tip you to death with these lessons. But the value is in sharing and practicing with others inside the Academy... our community of lifelong learners. The Academy is the best way to keep up-to-date on new ways to provoke response and start conversations with customers. We are a community. We come together (privately) to share and learn about one thing: what's working right now. Because here's the thing about "best practices" in outreach and prospecting. By time the tactic becomes a best practice it's so widely used... it's either becoming ineffective or IS ineffective. So... instead... we discover, together, what's actually working right now. We have lessons on how to get started with Spark Selling, we have video archives of coaching sessions where you can swipe ideas from other students being coached... ways to take action on getting conversations started using a new, better provocative technique. Plus, we even have a Peer Review Group where you can float your new message ideas out there and have other members strengthen them. Who knows you may even make a friend or two. For a small investment the Academy's Forum is a great way to stay fresh and keep up to date on the latest conversation-provoking ideas and tactics. All the best and stay curious!