



Take  
the  
lead.



THE MARKETING LAB

## Outbound List-Building 101:

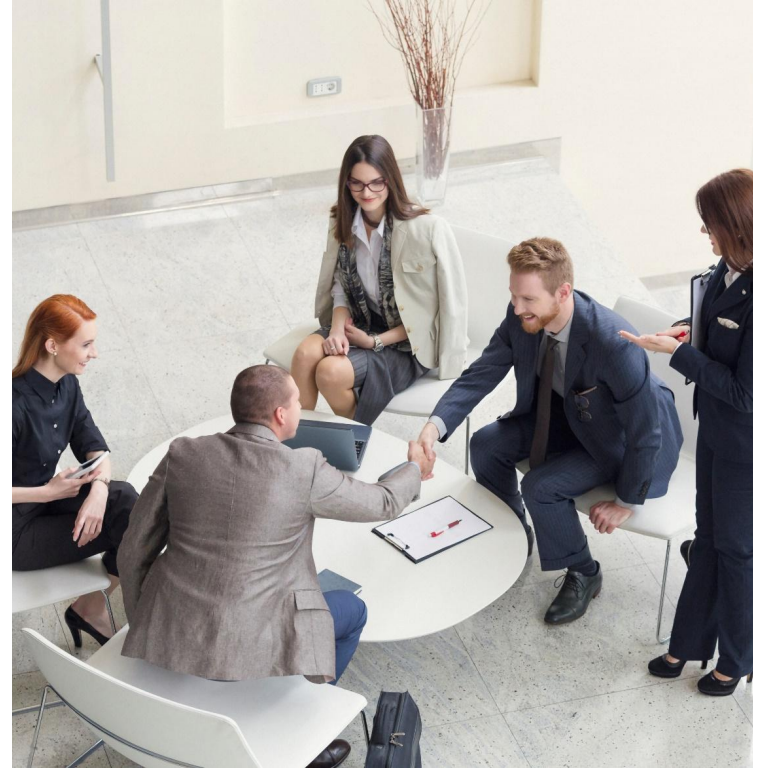
How to Find New Prospects the Right Way, Avoid Pitfalls that Can Ruin Your Campaigns Before They Start, and How to Organize Your Prospecting to Save Time

# Three Takeaways

1 Why prospect this way?

2 How to do it?

3 What to avoid?





Most sales reps HATE  
prospecting...

If someone doing this full-time hates  
it...how can I be effective at it?



# Control

# Control

1. Over Prospect Quality

# Control

1. Over Prospect Quality
2. Over New Opportunities



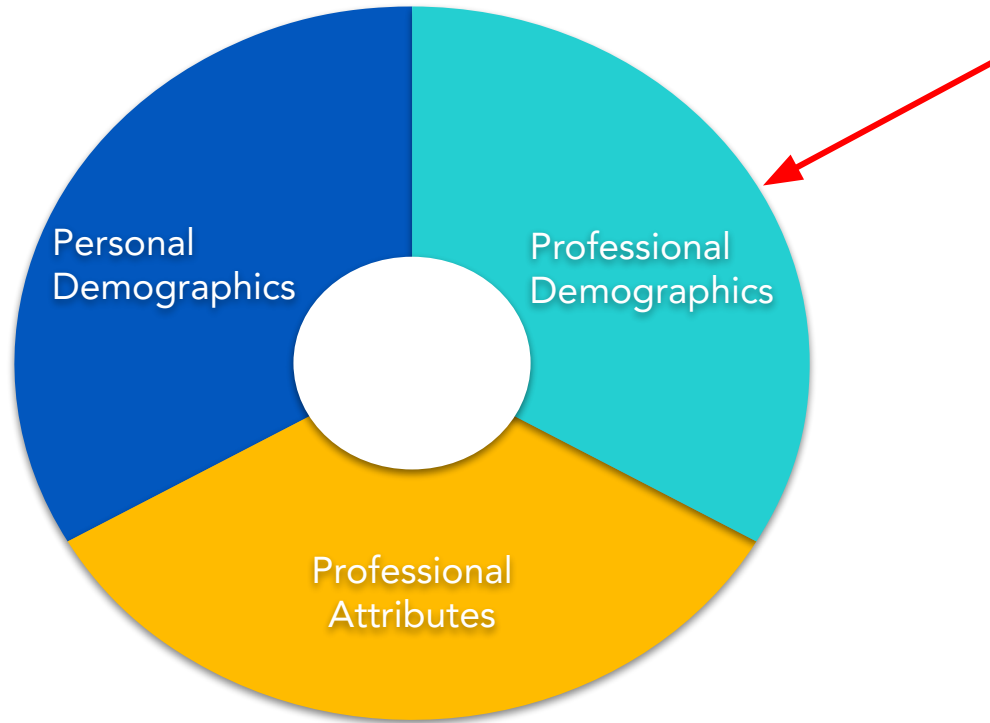
# Control

1. Over Prospect Quality
2. Over New Opportunities
3. Over Schedule

A man in a dark suit, white shirt, and striped tie stands against a wall of horizontal wooden slats. He is smiling slightly and has his right hand in his pocket. The background is a blurred outdoor setting with a wooden wall.

Develop Your Prospect Profile

# Prospect Profile



# Professional Demographics

- Industry
- Job Title
- Company Size
- Experience
- Education
- Company Name
- Job Function
- Seniority
- Groups (LinkedIn)
- Professional Software (some services)
- Ad Spend (some services)

**It's okay to create multiple  
Prospect Profiles...**



The best at sales and marketing make it a priority to understand everything they can about their ideal prospects.

# Where Can I Find Them Now?



Linked 



 GetProspect

 hunter

 AeroLeads

 Seamless.AI

# LinkedIn

1. Connect

2. Accept

3. Get Email Info

# Geography

Geography Region ▼

Add locations

- United States (3,847)
- Texas (1,619)
- Houston, Texas Area (1,286)
- Houston, Texas (708)
- Louisiana (311)
- Canada (212)
- United Kingdom (150)
- California (145)

Geography Region ▼

Included:

Alabama X

Arkansas X

Houston, Texas Area X

Louisiana X

Mississippi X

Pensacola, Florida Area X

# Titles

Title Current ▾

chief

Chief  
Chief Executive Officer  
Chief Executive  
Co-Chief Executive Officer  
Chief Operating Officer  
Chief Financial Officer  
Chief Operations Officer  
Chief Operational Officer

Title Current ▾

Included:

Chief Human Resources ×  
Chief Human Resources Officer ×  
Hiring Manager ×  
Human Resources Director ×  
Human Resources Manager ×  
Human Resources Specialist ×  
Senior Vice President Human ... ×  
Vice President Human Resour... ×

# Titles

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chief

Chief  
Chief Executive Officer  
Chief Executive  
Co-Chief Executive Officer  
Chief Operating Officer  
Chief Financial Officer  
Chief Operations Officer  
Chief Operational Officer

Title Current ▾

Included:

Chief Human Resources ×  
Chief Human Resources Officer ×  
Hiring Manager ×  
Human Resources Director ×  
Human Resources Manager ×  
Human Resources Specialist ×  
Senior Vice President Human ... ×  
Vice President Human Resour... ×

# Industry

Industries

Add an industry

- Marketing & Advertising
- Information Technology & Services
- Internet
- Computer Software
- Staffing & Recruiting

# Company Size

## Years in current position

Less than 1 year  
1 to 2 years  
3 to 5 years  
6 to 10 years  
More than 10 years

## Company headcount

Self-employed (22)  
1-10 (168)  
11-50 (289)  
51-200 (451)  
201-500 (440)  
501-1000 (364)  
1001-5000 (1,004)  
5001-10,000 (477)

## Years in current position

**1 to 2 years** × **3 to 5 years** ×  
**6 to 10 years** ×  
**More than 10 years** ×

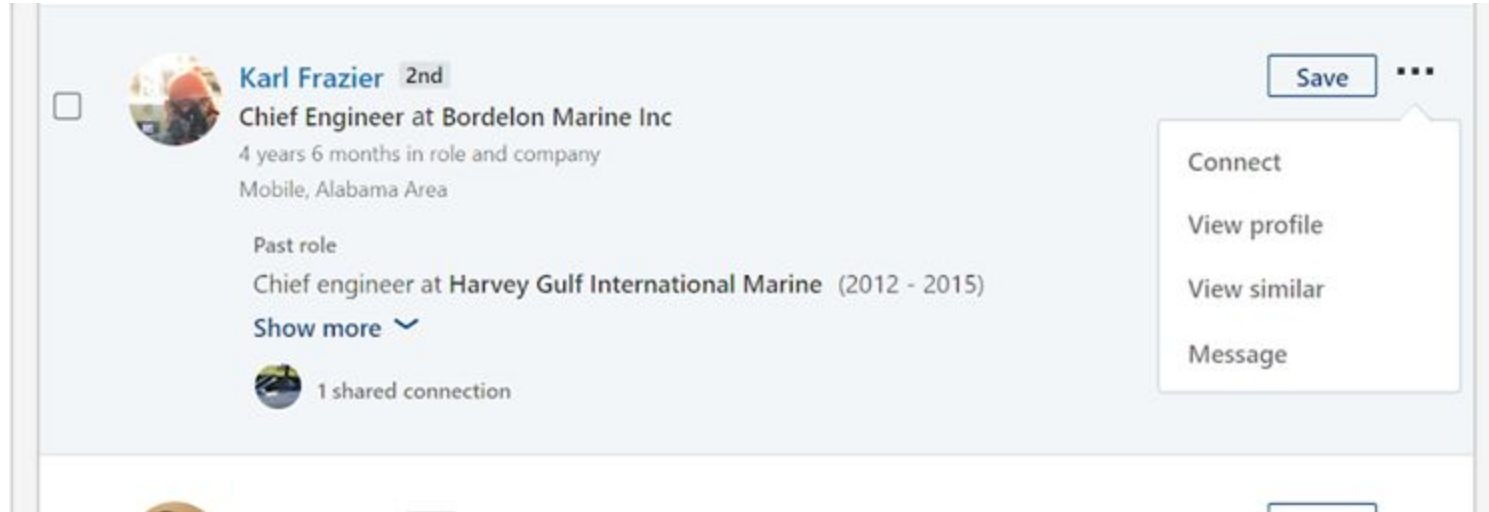
Less than 1 year (20)

## Company headcount


**1-10** × **11-50** × **201-500** ×

Self-employed (6)  
51-200 (118)  
501-1000 (94)  
1001-5000 (250)  
5001-10,000 (154)  
10,000+ (864)


# Connect



The image shows a LinkedIn profile card for Karl Frazier. The card includes a profile picture, a name with a '2nd' degree indicator, a current title 'Chief Engineer at Bordelon Marine Inc', and a past role 'Chief engineer at Harvey Gulf International Marine (2012 - 2015)'. A context menu is open over the profile card, listing options: 'Connect', 'View profile', 'View similar', and 'Message'. A 'Save' button and a three-dot menu icon are also visible on the card.

 **Karl Frazier** 2nd  
Chief Engineer at Bordelon Marine Inc  
4 years 6 months in role and company  
Mobile, Alabama Area

Past role  
Chief engineer at Harvey Gulf International Marine (2012 - 2015)  
Show more ▾


 1 shared connection

Save ...

- Connect
- View profile
- View similar
- Message

# Connect

### Send invitation ✕

 **Karl Frazier** · 2nd

Include a personal message (optional):

Hey Karl,

I came across your profile here on LinkedIn and thought we might benefit by being connected.

Hope all is well!

Thanks,

Josh

Save as lead

*5 minutes a day = 10 connection  
requests...*

*So what's next?*

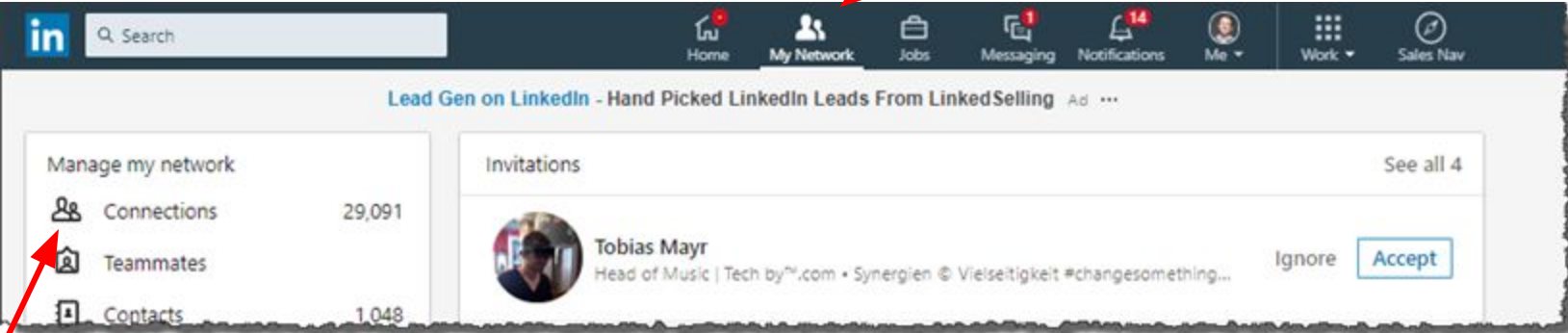
# LinkedIn

~~1. Connect~~

~~2. Accept~~

3. Get Email Info

# Contact Info



# Contact Info

The image shows a screenshot of a LinkedIn interface. On the left, there is a list of 29,091 connections. The list is sorted by 'Recently added'. Each contact entry includes a profile picture, name, job title, a short bio, and a 'Message' button. On the right, there is a sidebar titled 'Manage synced and imported contacts'. This sidebar contains a section for 'Add personal contacts' with a text input field for an email address and a 'Continue' button. Below this is an advertisement for 'ADB COMPANIES' featuring a profile picture of Josh Ready and a 'Follow' button.

29,091 Connections

Sort by: Recently added ▾

Search by name Search with filters

- M. Paul** Recently added  
I Can Help You Fire Your Boss And Start Your Own Successful Business Through Franchising. Are You Interested?  
Connected 19 hours ago [Message](#) ...
- Alexa** Recently added  
Chief Executive Officer at Lexil Marketing  
Connected 19 hours ago [Message](#) ...
- Phil** Recently added  
Founder at Diskette  
Connected 1 day ago [Message](#) ...
- William** Recently added  
I Help 6-7 Figure Companies Scale Strategically | \$34.2 Billion In Revenue Closed --> Ask Me How?  
Connected 1 day ago [Message](#) ...
- Ayse** Recently added  
Personal Development & Health Coach, Trainer | Helping UK SME executives & leaders 4 measurable stress & time management  
Connected 2 days ago [Message](#) ...

Manage synced and imported contacts

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)


Your email address

[Continue](#)

More options

Ad ...

Josh Ready for your Dream Job with ADB Companies, Inc?

 **ADB** COMPANIES

Come explore our Keeley'n Culture.

[Follow](#)

# Contact Info



The image shows a LinkedIn profile card for M. Paul. At the top, there is a banner with a circular profile picture of a man in a suit and tie. To the right of the picture, the text reads "Agency" in large white letters, followed by "ThefranchiseConsultingAgency.com" and "There's A Franchise For That.com" in smaller white text. Further right is the "FCA" logo, which is a blue circle with "FCA" in white, and below it, "A Subsidiary of" followed by a small logo. On the far right of the banner, it says "There's A Franchise For That." in white text. Below the banner, there are three buttons: "Message" (blue), "View in Sales Navigator" (white with blue border), and "More..." (white with grey border). The profile name "M. Paul" is followed by "1st" and a LinkedIn icon. The bio text reads: "I Can Help You Fire Your Boss And Start Your Own Successful Business Through Franchising. Are You Interested?". Below the bio, it says "Baltimore, Maryland Area · 500+ connections · [Contact info](#)". A red arrow points to the "Contact info" link. On the right side of the profile, there are two small icons: a grey one and a circular one with a globe.

# Contact Info

M. Paul Speert, CFC, CFC

Contact Info

- M. Paul's Profile  
[linkedin.com/in/paulspeert/](https://www.linkedin.com/in/paulspeert/)
- Websites
  - [SASpromotions.com](http://SASpromotions.com) (SAS Promotions & Branding)
  - [StretchableCovers.com](http://StretchableCovers.com) (Custom Stretchable Covers)
  - [TheFranchiseConsultingAgency.com](http://TheFranchiseConsultingAgency.com) (Company Website)
- Phone  
413-888-2774 (local)
- Email  
[paul@thefranchiseconsultingagency.com](mailto:paul@thefranchiseconsultingagency.com)
- Twitter  
[speertm](https://twitter.com/speertm)
- Connected  
October 19, 2019

# List Builders



# Three Primary Ways to Use

1. Bulk Import
2. LinkedIn Search
3. GP Search

# What to Expect?

1. Bulk Import - Can find / match 50-70%
2. LinkedIn Search
3. GP Search - Same filters as LinkedIn

Positions:

Chief Executive Officer × CEO × Add position

Extend search results with keyword search in profile summary

Lead country:

Select countries

Lead city:

Chicago × Select city

Employee count:

  
Min: 0 Max: 1,000

Industries:

Computer Software × Marketing and Advertising × Add industry

Company HQ country:

Select countries

Company HQ cities:

Add city



Trust, but Verify...

**GetProspect** Gus Croghan

LinkedIn Search

Bulk import

Email verify

---

All leads

No list

Actor test 20

IT Execs 58

Real Estate Test Group 1 (... 8143

Test for Dan 49

Executive Coaching Round 2 681

Pat's Test 180

TEST W/ LEADS 190

More

+ Enter new list name

Enter new folder name

**Executive Coaching Round 2 > Verified emails** Columns Export

<input type="checkbox"/>	Name	Email	Position	Comp
<input type="checkbox"/>	Mark Fleishman	✓ <a href="mailto:mfleishman@getprospects.com">mfleishman@getprospects.com</a>	Operations Manager, Owner	Safet
<input type="checkbox"/>	Frank St Philip	✓ <a href="mailto:frank@coachwell.com">frank@coachwell.com</a>	Leadership Coach	Coachwell
<input type="checkbox"/>	Christine Fiebiger	✓ <a href="mailto:christine@phreshspa.com">christine@phreshspa.com</a>	Director of Business Operations	phresh spa salon
<input type="checkbox"/>	Susan Tomi Berry	✓ <a href="mailto:susan@leadingwomen.com">susan@leadingwomen.com</a>	Senior Consultant	Leading Women
<input type="checkbox"/>	Wlaa Weeks	✓ <a href="mailto:wlaa@cyb.com">wlaa@cyb.com</a>	Lead Fitness Professional & Body A...	CYB [ FITLAB ]
<input type="checkbox"/>	Dave Thesing	✓ <a href="mailto:daves@scopelearning.com">daves@scopelearning.com</a>	Creator and Presenter	SCOPE Listening Skills

← 1 2 3 4 5 →

+ Create new lead | Archived leads | With emails | Verified emails | Unverified emails | No emails

- Export with emails
- Export only verified
- Settings

# NEVERBOUNCE

Real-time Email Verification Services

## Can Outbound Email Campaigns Deliver?

\*87% of b2b marketers use email to generate new leads.

\*80% of high-growth sales organizations rely on a multi-touch sales strategy and cold emailing is a great tactic to use to start that multi-touch point funnel

\*In fact, cold emailing is considered to be one of the most effective B2B sales prospecting methods. It is extremely cost-efficient (the studies find that its ROI can reach 4400%!!)



TOP RECOMMENDED  
**THE GROUP  
INVITE SEQUENCE**



 **MODULE: MESSAGING**

**DESCRIPTION:**

\*\*One of our most successful campaigns to colder audiences. It'll provide you authority, quickly build a relationship and book appointments.\*\*

**LENGTH:**

-5 min.

**START LESSON**

ICEBREAKER  
**THE EXPERT  
CONTENT CAMPAIGN**



 **MODULE: MESSAGING**

**DESCRIPTION:**

If you have solid content to share and want a sequence that transitions that content into leads, this is your campaign.

**LENGTH:**

-5 min.

**START LESSON**

TOP RECOMMENDED  
**GROUP CURATOR  
SEQUENCE**



 **MODULE: MESSAGING**

**DESCRIPTION:**

\*\*Variation of the Group Invite Sequence for those that don't own or manage a LinkedIn or Facebook group of their own.\*\*

**LENGTH:**

-5 min.

**DOWNLOAD!**

ICEBREAKER  
**THE EXPERT  
CURATOR CAMPAIGN**



 **MODULE: MESSAGING**

**DESCRIPTION:**

A variation of the Expert Content Campaign for those that don't produce or publish original content.

**LENGTH:**

-5 min.

**DOWNLOAD!**

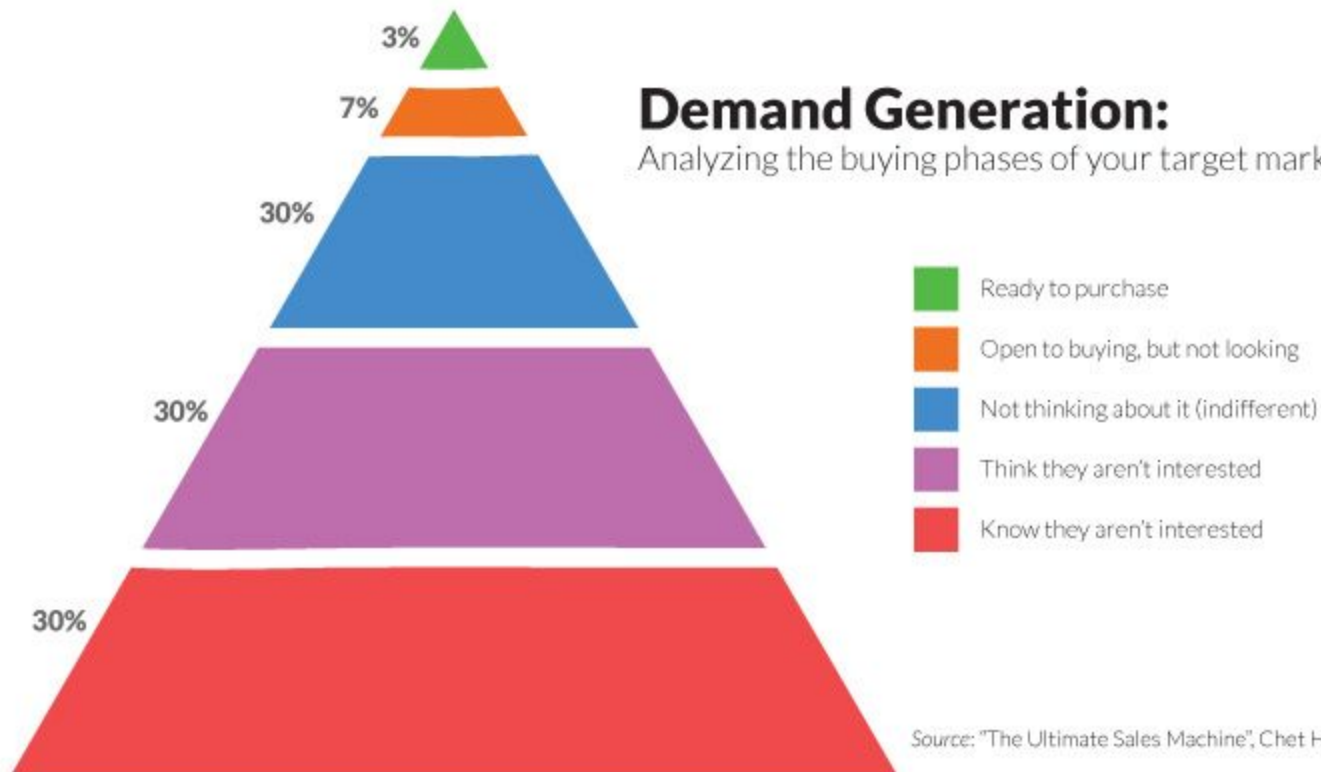
# How To Appeal to Colder Prospects?

1 Lean on Shared Experience.

2 Start with Resource or Value.

3 Don't Forget the Long-Game.





On the next:



## **Consultative Selling: How to Scrap the Pitch and Convert More Leads into Clients**

Call Held 5/6 at 1 pm (central) with Rob Lime