

CONNECT 365
The Marketing Lab



Take
the
lead.



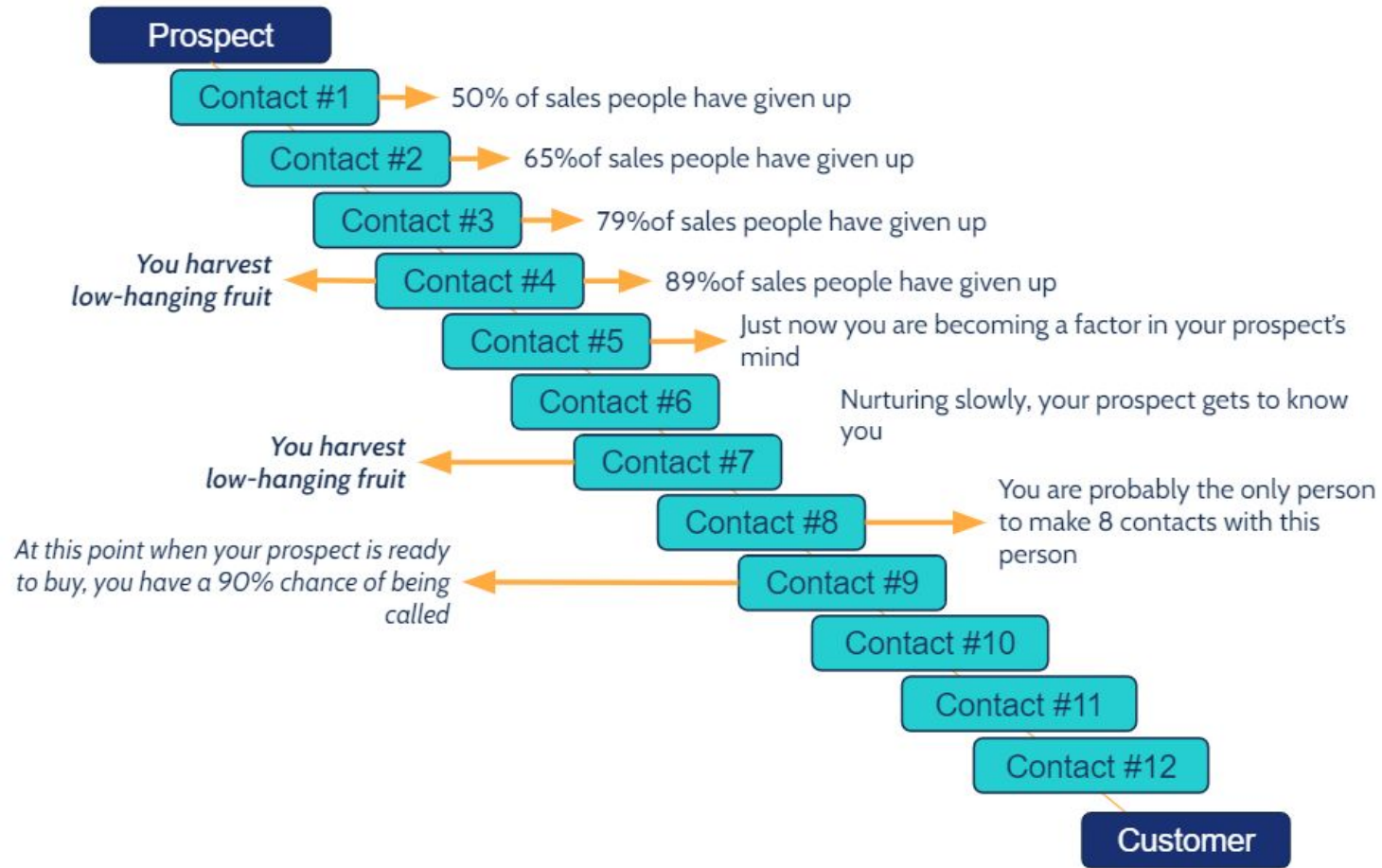
THE MARKETING LAB

The Salt & Pepper Email Strategy: How to Build Top-of-Mind Awareness with Your High-Value Targets...

A look at how to create a simple 12-month strategy to stand out from your competition and build relationships...

Consistency.





Are you giving up too soon?

“I don't know if there's a 'secret sauce' to my campaigns. I think most people have failure to execute. They try once or twice for a magic bullet sales pitch in their email. My secret sauce is salt and pepper. That's all you need to make a steak taste great.

And for my Connect 365 campaigns, the salt and pepper is just *sharing good, educational content (videos or blogs) with my ideal clients every 3-4 weeks.*

Since starting with you guys 4 months ago, I've closed 2 clients and likely will have a 3rd soon. With the clients I typically work with [*business owners of companies doing \$50 mil to \$1 bil annual revenue*], 4-5 new clients in a full calendar year is a great year.

Connect 365 has been like a godsend - the best money I've ever spent for my business.”

- John M.





Long Term Nurture Sequence



Who Gets the Messages?

- People who haven't had meaningful sales conversations with ('Not Nows')
- People who have been unresponsive to initial outreach

AVOID: Current clients, unsubscribes, people who are in the final stages of your sales process



4 Keys...

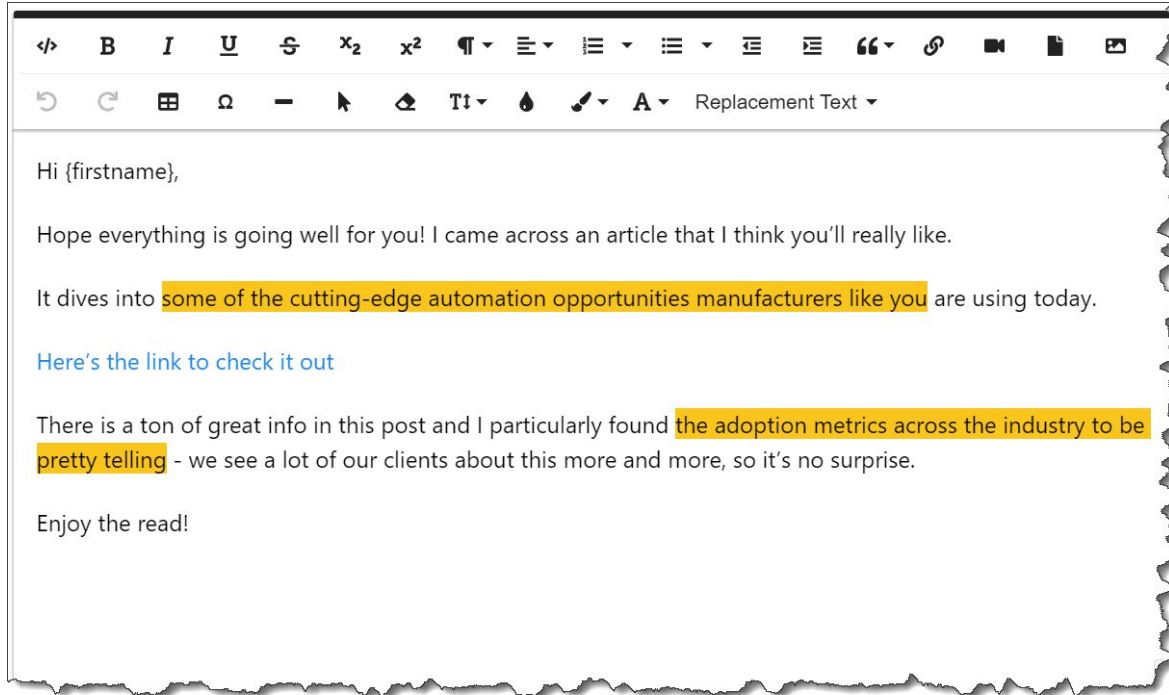
1. Personal, not robotic.
2. Relevant, not pointless.
3. Valuable, not commissioned.
4. Sequential, not one-and-done.



“The business schools reward difficult complex behavior more than simple behavior, but simple behavior is more effective.”

Warren Buffett
Chairman & CEO,
Berkshire Hathaway

Content Share...



Content Share...

SUBJ: A gift for you, {firstname}

Hi {firstname},

I thought you'd be interested in this article from Family Business Magazine. It's a quick walk-through of a case study where we helped an Alabama-based manufacturer and retailer of luxury outdoor furniture.

The owner, Bew, had always been a bit more of a free wheeling risk taker than his son, William. So when William was ready to take over as President, he wouldn't accept the role until his father took more steps toward increased organizational structure.

This article talks about the transition in depth. [Here's the link to check it out!](#)

I hope some of this resonates with you, enjoy the read!

John

A quick question...

Subject

A quick question +

Send On

Send On

Rich text editor toolbar: Bold, Italic, Underline, Link, Unlink, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Quote, Unquote, Undo, Redo, Table, Link, Unlink, Bold, Italic, Underline, Text Color, Background Color, Replacement Text

Hey (firstname),

Has (company) had issues with INSERT SPECIFIC PAIN POINT/ISSUE YOU SOLVE (your sales team missing quota each month/Have you had issues with sticking to your weekly gym regimen/your ad spend on recruiting efforts steadily climbing...)

We've seen a lot of clients looking to solve that specific problem and wanted to see how you were approaching it and if there's anywhere we can help.

Thanks,

0

A quick question...

Subj: Quick question

Hey {firstname},

Has {company} had issues with creating a meaningful legacy (succession plan) that is built to impact their family, community, and the world at large long into the future?

We've seen a lot of clients looking to solve that specifically and wanted to see how you were approaching it.

Let me know, would be happy to discuss some thoughts with you.

John

Can I help?

Subj: A referral for you

Hey {firstname},

I've been thinking and am curious if there might be anyone I know that I could refer your way?

My network has helped my company grow and wanted to see if I could pay it forward.

What types of clients do you typically work with?

If anyone I know fits the bill, I'd be happy to pass along your info :-)

John

Referrals for me?

SUBJ: Anyone come to mind, {firstname}?

Hey {firstname},

Are you or anyone you know currently looking for ways to revolutionize your KEEP, SELL, GROW decision?

Since 1979, we have been working with the owners of substantial privately-held businesses and heads of affluent family enterprises. Our work helps to increase the value of the enterprise. We have helped provide clients with innovative, objective, and contemporary solutions to a broad range of critical issues important to family businesses.

Let me know if anyone comes to mind and I'd be happy to share the details.

John































Call Request 1

Subject

Who is the right person at {company}? +

Send On

Send On 📅

B *I* U  x_2 x^2                             

Call Request 1

Subj: Who is the right person at {company}?

Hi {firstname},

In case it isn't you, I wanted to check back in and see who the best person on your team is to talk about succession planning? Since 1979, we've been working with owners of highly successful privately-held businesses and affluent family enterprises helping them avoid catastrophic tax consequences while giving their businesses and endeavors new life.

While also helping them provide for their families, employees, and their communities for generations to come.

Let me know who the right person is and I'd be happy to share more.

Thanks!

John

Call Request 2

Subject

Reaching out

Send On

Send On

✂ B I U S x₂ x² ¶ ▾ ▮ ▾ ▮ ▾ ▮ ▮ “ ” ↻ 📎 📧

↶ ↷ 🗃️ Ω - ↶ 🔍 🔥 🖋️ A ▾ Replacement Text ▾

Hey {firstname},

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple stories of how we've helped other **INSERT COMMON QUALITY (ie businesses/people/marketing teams)** like yours.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Talk soon,

Call Request 2

SUBJ: Reaching out

Hey {firstname},

I'm interested in learning a bit more about {company} and sharing a couple stories of how we've helped other family enterprises/forklift dealers like yours. Since 1978, we have saved over 1,000,000 jobs, saved many communities where those jobs were, and transferred over 20 billion dollars across at least five generations.

Many of our clients concerned about the estate taxes destroying their family enterprise will never again have to worry about this business killer tax. We also successfully oversaw 100 Billion dollars that went to charity instead of the US government.

Just asking for 15 minutes of your time to share a few ideas.

No pressure at all either way. Thought there was no harm in asking,

John

Select a template for your campaign.

Expert Content Campaign

Expert Curator

Group Invite

Group Curator Campaign

Long-Term Nurture

Long-Term Nurture - Sequential

Direct Lead Gen Sequence

PREVIEW

Long-Term Nurture

Type: **SCHEDULED**

No. of Messages: 12

Time Span: 365

Category: Long-Term

Ideal For:

- 1 A gift for you, {firstname} ▼
- 2 Reaching out ▼
- 3 You know anyone that could use more INSERT YOUR MAIN OUTCOME (ie sales/hours in the day/this?) ▼

On the next:



Outbound Sales Mastery

Call Held 9/16 at 1 pm (central) with Rob Lime