



HOW WOULD WHISTLE DO IT?

LinkedIn Outreach

**THE MESSAGE
RECEIVED:**



LI Outreach

Strategic videos that explain your offer



Hey David,

LinkedIn suggested your contact to me and I see you're based in Asia. I'm actually planning a visit sometime soon!

We work a lot with IT companies similar to yours so I'd love to connect!

- Outreach

**WHAT WENT
WRONG HERE:**

1.

THE INTENT WAS COMPLETELY OFF

A way more valid point would be: "Hey I was referred to you by Bob".

There is no real intent behind why LinkedIn would have suggested this connection, so mentioning it is pretty much irrelevant.

LinkedIn suggestions do not equal real-life referrals.

2.

THE HOOK MISSED THE FISH

The whole hook is based on the fact that the recipient lives in Asia - which is not the case (different continent).

Even if the location was correct - there is no reason why the Outreachers' visit would be relevant because of the industry type.

If we were a bakery based in Asia and the Outreachers wanted to try our famous donuts - then yeah it makes sense.

3.

WRONG COMPANY

IT company? Nope. Wrong again.

It's pretty clear that the Outreachers has no idea who their prospect is, where they are and what they do.

So, our thoughts: the entire outreach is irrelevant and smells of automation.

**HOW WHISTLE
WOULD DO IT
DIFFERENTLY:**

1.

RESEARCH & DISQUALIFY

Look up who you're reaching out to and find out if you can actually help them.

If you / your solution can't solve a problem for your prospect...move along.

2.

THE OUTREACH

Options:

- A - Spark interest.
- B - Ask a question
- C - Show interest & relevance
- D - Make it personal
- E - Reveal the value add

A.

Spark interest

"Hey David,

I made this quick video that I think you guys could use for prospecting.

Check it out and let me know what you think."

B.

Ask a question

You don't even need to try selling anything in your first outreach.

"Hey David,

Have you guys ever used video prospecting?"

C.

Show interest & relevance

"Hey David,

We work with a couple of SDR agencies, so thought it would be cool to connect and share ideas."

d.

Make it personal

"Hey David,

I had a look on your website and noticed that you don't have any explainer videos.

Here's one that we created for a company similar to Whistle. I think it could work really well for you guys."

e.

Reveal the value add

This would be a good approach, because the company reaching out creates "Strategic Videos" and they're targeting a CEO.

"Hey David,

Did you know that services companies who send videos explaining their offer convert 3X higher.

Here's an example. Thought it would be cool for you and your clients."

REMEMBER:

THE FIRST PRIORITY ON
LINKEDIN IS ALWAYS TO GET
THE CONNECTION, NOT TO
PITCH.

