

Don't Give Up!

To break through and connect with a prospect, be persistent. There is no magic approach or number of attempts that will work for all prospects.

Consider the category of business, the Target Persona, and other factors unique to that prospect.



Day 1: Email #1 Introductory Email

Start with an email using your Valid Business Reason, leaning heavily on the Insight you used to create the VBR.



Day 2: Follow-up Phone Call

Call the prospect and reference the email sent.



Day 3: Email #2 with Success Story

Send a summary of success you've had with a similar category or industry.



Day 5: Connect on LinkedIn

Supplement your efforts on social media throughout the process.



Day 7: Follow-up Phone Call

Reiterate your Insight, VBR, and the importance of connecting soon.



Day 9: Email #3 Success Story Referral

Highlight the key value of the success story sent and add a reference if possible.



Day 10: Final Phone Call

State that this is your last attempt and that you will send an email today with some times for a 15-minute phone call next week.



Time is Important

There is power in making your attempts in a fairly short period of time. Don't leave a voice mail every hour, but don't make one attempt a week either. The stronger your VBR, the fewer attempts you'll need.