



01

Pick a Reason for Outreach

THE 5 PREMISE BUCKETS

1

Self-Authored Content

Webinars

Articles

Posts

2

Engaged Content

Liked

Shared

Commented

3

Self-Attributed Traits

Profile Line

Headline

Company Line

THE 5 PREMISE BUCKETS

4

Junk Drawer

Schools Attended

Personal Interests

Hobbies

5

Company

M&A

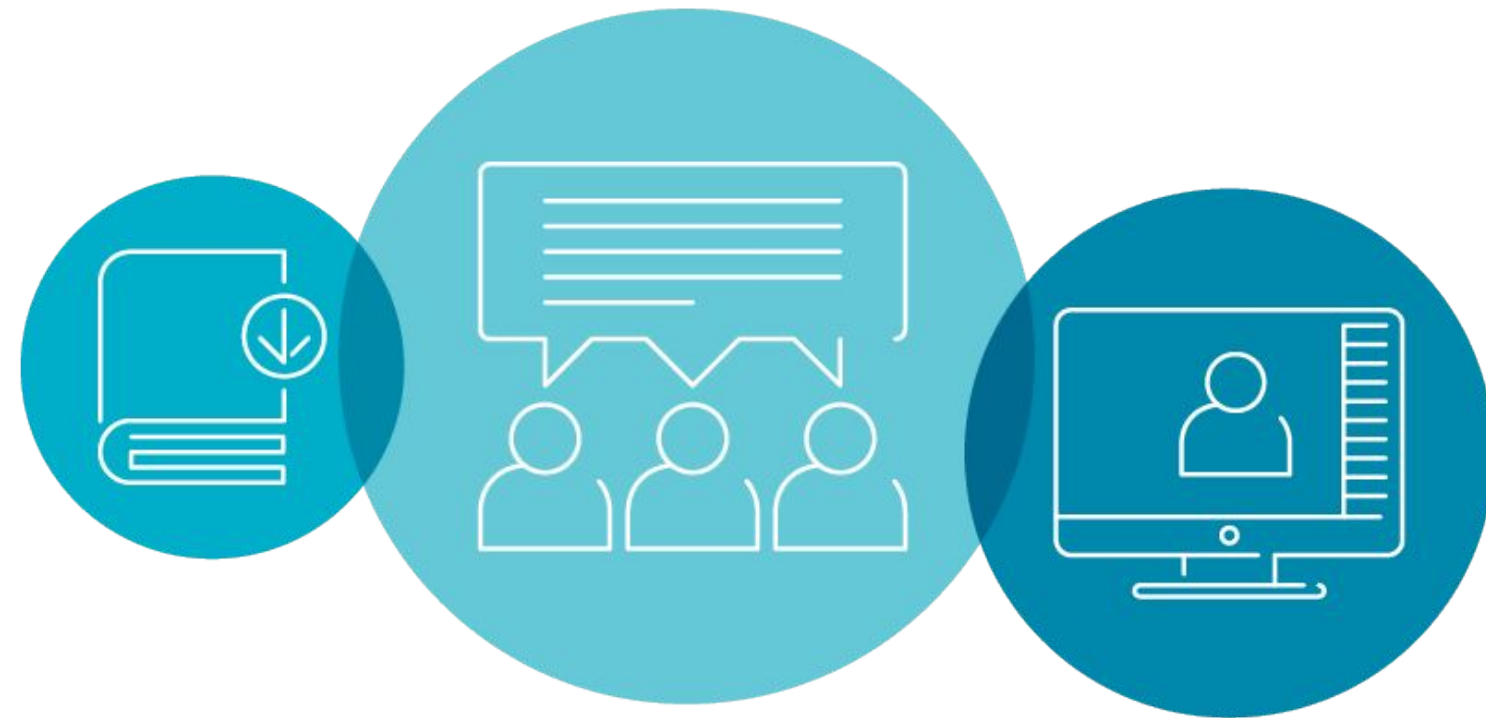
Posts

Blogs

Hiring

Website Language

POSTBOUND PREMISES



**Used in Messaging, for context
NOT the meat of the message**

- Whitepapers
- Ebooks
- Resource Downloads
- Webinar Registrants
- Webinar Attendees
- Conference Attendees
- Past User
- Demoed in the Past
- Mutual Connections

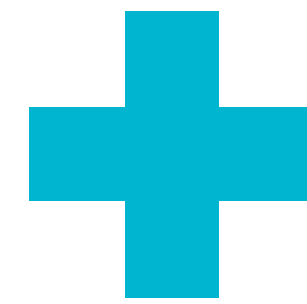


**Not used in Messaging, ONLY to
signal buyer readiness**

- Company funding
- Buyer Intent Data
- Email Opens

PREMISE PAIRING

**Bucket Premise
Summary**



**Bucket Premise
Excerpt**

But more importantly

**Postbound
Premise**



**Bucket Premise
Summary**

02

Structure of Emails

RULES OF CHUCK JONES

RULE: 1

The Road Runner cannot harm the Coyote except by going “Beep-Beep!”

RULE: 2

No outside force can harm the Coyote—only his own ineptitude or the failure of the Acme products.

RULE: 3

The Coyote could stop anytime—if he were not a fanatic (Repeat: “a fanatic is one who redoubles his effort when he has forgotten his aim.” —George Santayana)

RULE: 4

No dialogue ever, except “Beep-Beep!”

RULE: 5

The Road Runner must stay on the road—otherwise, logically he would not be called Road Runner.

RULE: 6

All action must be confined to the natural environment of the characters—the Southwest American desert.

RULE: 7

All materials, tools, weapons, or mechanical conveniences must be obtained from the Acme corporation.

RULE: 8

Whenever possible, make gravity the Coyote’s greatest enemy.

RULE: 9

The Coyote is always more humiliated than harmed by his failures.

HOW TO STRUCTURE AN EMAIL

Premise

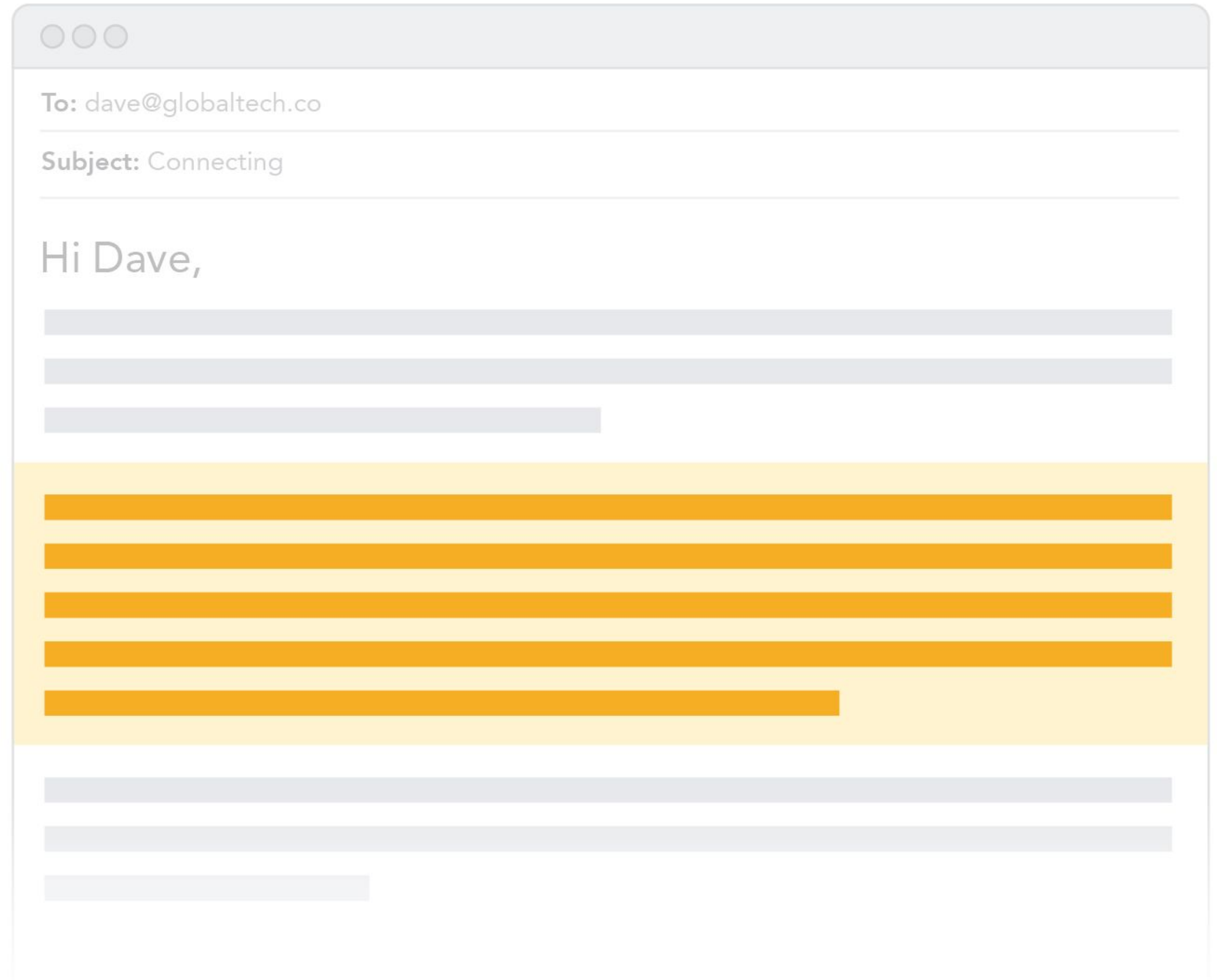
What about the prospect or their company triggered your outreach? (The reason for my email is....)



HOW TO STRUCTURE AN EMAIL

Body

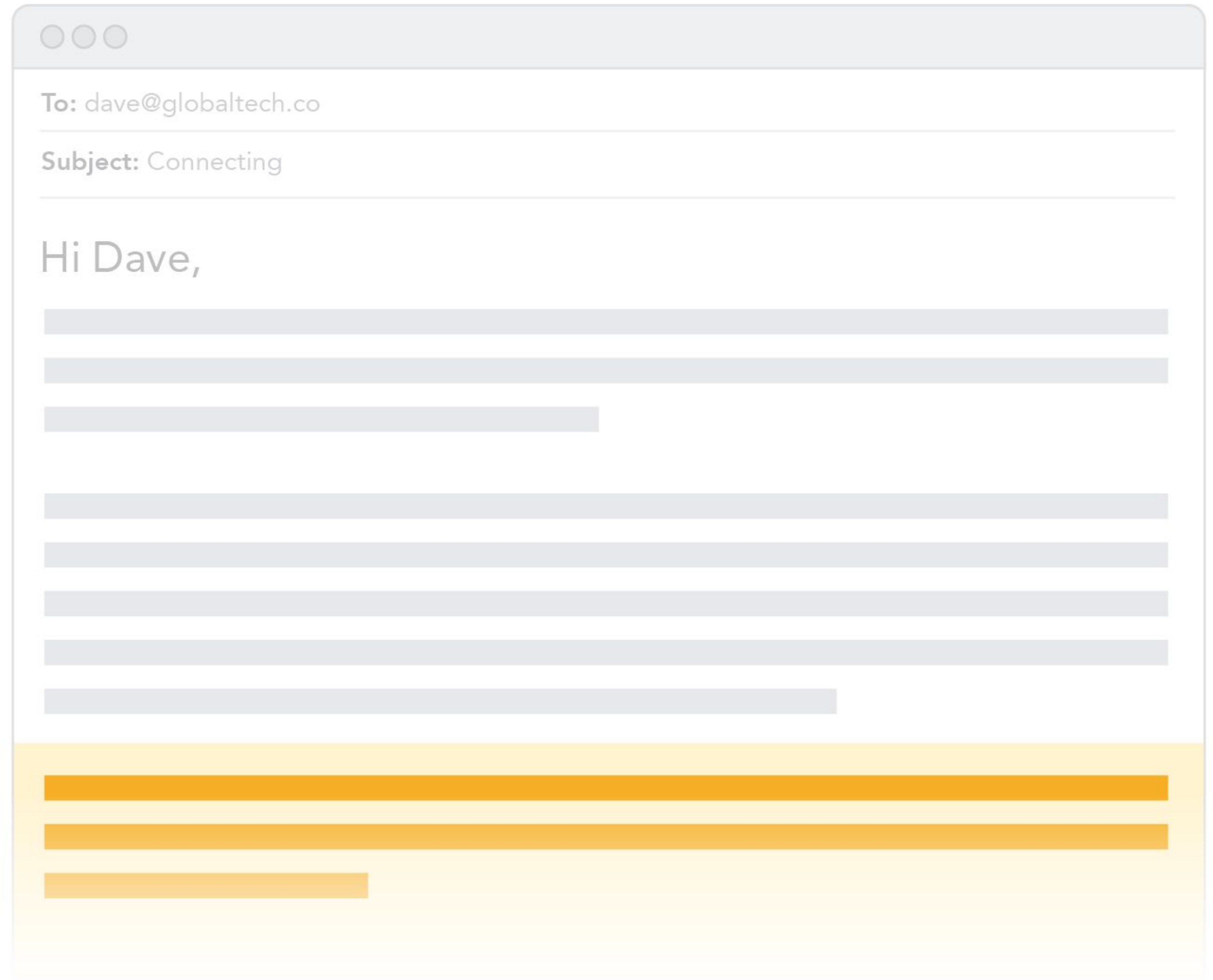
Mapping your company's
value prop to the premise
of your outreach



HOW TO STRUCTURE AN EMAIL

CTA

Request ONE time to
unpack the content
mapped out in the premise



THE 7 PILLARS OF ATTRACTIVE MESSAGING

1

Prospect-Centric

Only discuss
your prospect, not
Chorus

2

Pain-Centric

What pains you
alleviate, not what
pleasure you add

3

Pride Adverse

Make the prospect
the hero/authority

- Passive Submission – Prospect Fandom
- Proactive Humility – Accountability and Falling on Sword

THE 7 PILLARS OF ATTRACTIVE MESSAGING

4

Fluidity

Connecting
Premise, Body
and CTA

5

Relevance

Predicted on
buyer persona
outreach

6

Brevity

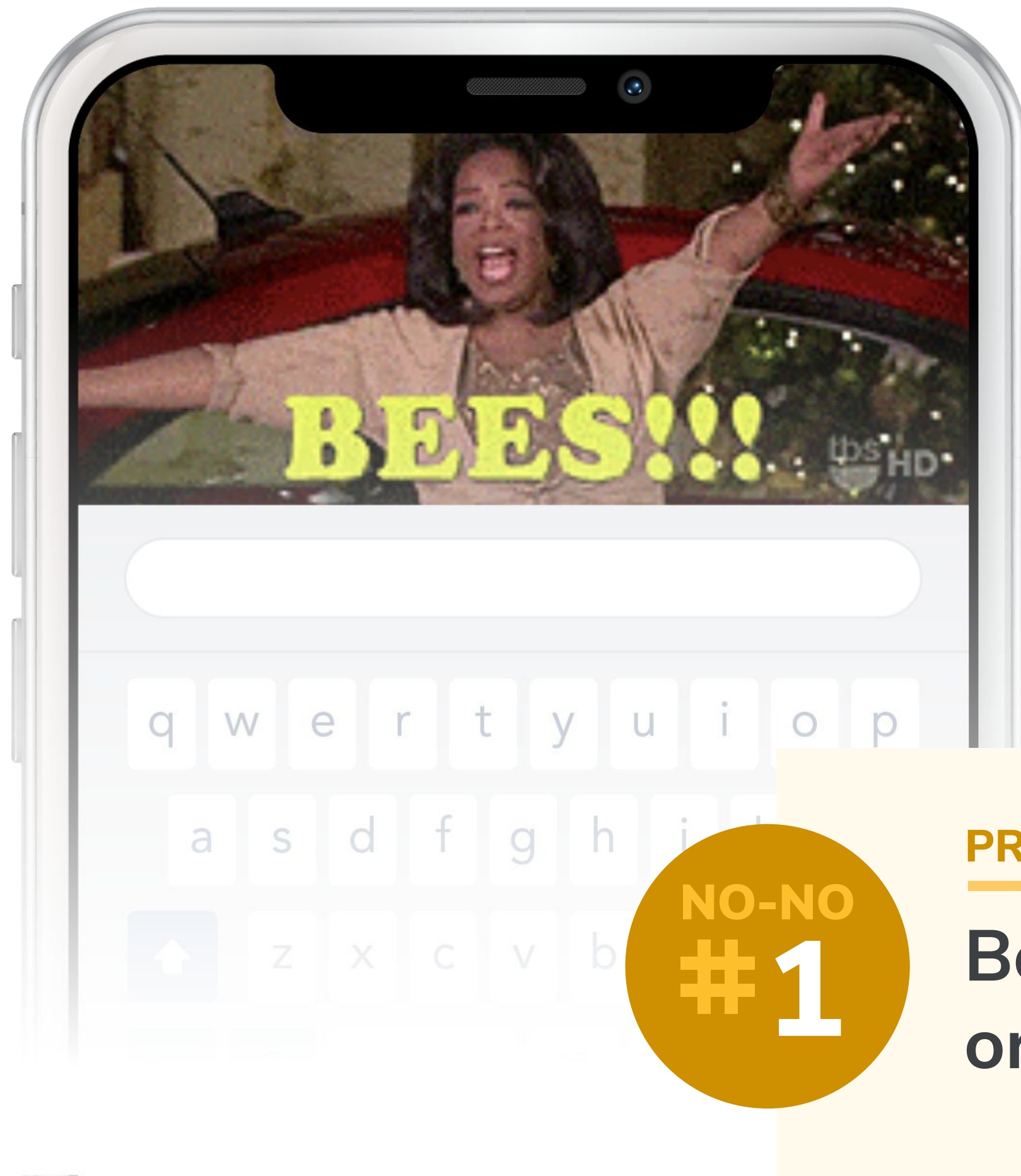
Never use 7
words when
4 will do

7

Noticeability

Getting an
open with
Subject Line,
without Bait
and Switch

7 DEADLY SINS OF MESSAGING



NO-NO
#2

PRINCIPLE

Wasted text

EXAMPLES

“I know you’re busy, but...”
“Just want to follow up”
“Just want to circle back”
“I’d love to...”

NO-NO
#1

PRINCIPLE

Being too casual or too silly

EXAMPLES

GIFs
“Hey Scott”
The “List”

NO-NO
#3

PRINCIPLE

Being the authority over the prospect

EXAMPLES

“Let me know”
“Scott...”
“I’d be happy to...”

7 DEADLY SINS OF MESSAGING

NO-NO
#4

PRINCIPLE

Questioning
prospect's authority

EXAMPLES

"Are you the DM?"
"I guess you're not the
right person"

NO-NO
#5

PRINCIPLE

Making your prospect
feel, "Not-OK"

EXAMPLES

"I've emailed you 7 times, but you
haven't responded..."
Mudslinging against competitors
your prospects use

NO-NO
#6

PRINCIPLE

Making your prospect
feel, stupid

EXAMPLES

"Do you know what we do?"
"Does that make sense?"

NO-NO
#7

PRINCIPLE

Glorifying
yourself

EXAMPLES

"We are the ..."
"We are the #1..."
Social proof where
YOU'RE the hero





02

Structure of Cold-Calls

COLD-CALL STRUCTURE INTRODUCTION

1

This is ___ calling from Chorus, how have you been?

2

Glad to hear that! The reason for my call is:

POSTBOUND
PREMISE
+
OUTBOUND PREMISE
SUMMARY

OUTBOUND PREMISE
SUMMARY
+
OUTBOUND PREMISE
EXCERPT

3

So, I was curious if you've come across Chorus before?

COLD-CALL STRUCTURE: UP FRONT CONTRACTS

30 Second Commercial

1

Commitment

**You give me
the next 30
seconds...**

2

Agenda

to give you my best dog & pony show
on who Chorus is, and why I thought we
might be a good fit for you and your team
over at [company name]...

COLD-CALL STRUCTURE: UP FRONT CONTRACTS

30 Second Commercial

3

Outcome

at the end of that 30 seconds, **YOU** tell **ME** whether it makes sense to continue the conversation from there...

4

Consent

Fair?

COLD-CALL STRUCTURE: UP FRONT CONTRACTS

2 Q's Fail-Safe

1

Commitment

**Let
me...**

2

Agenda

Ask you two
questions...

3

Outcome

And after those questions
if I'm still not relevant to
you and your team, I
promise my next call
won't be unannounced...

4

Consent

Deal?

MEAT OF A 30-SECOND COMMERCIAL

Like I mentioned, I
was really pulled in
by _____.

At the end of the
day, correct me if I'm
wrong, _____ care
about _____.

MEAT OF A 30-SECOND COMMERCIAL

So, we work
with _____
who...

Pain 1	Want to _____	but just don't have _____.
Pain 2	Want to _____	but just don't have _____.
Pain 3	Want to _____	but just don't have _____.

Are you running into any of this in your day to day, or am I just rambling here?

MEAT OF 2 QUESTIONS UFC

1

Closed, Situational Question

- Has to include details that PROVE you know their business
- Cannot be a question you could have self-researched

2

Open, Pain Question

- Leading them to peripherally open up basic recognition that they have a pain point
- Pushes prospect to give you a short overview of the pain



03

How to Scale It

A blurred background image of a large crowd of people, overlaid with a purple gradient.

What do you want to scale?

NO MORE GOOGLE SHEETS, BUILD IT IN...

<div><div>CUSTOM FIELDS</div><div><div>G2 Track</div><div>Self Authored - LinkedIn Article Title</div><div>Self Authored - LinkedIn Article Excerpt</div><div>Self Authored - Webinar Title</div><div>Self Authored - Webinar Excerpt</div><div>Self Authored - LinkedIn Post Premise</div><div>Self Authored - LinkedIn Post Excerpt</div><div>Engaged Content - Shared Author & Premise</div><div>Engaged Content - Shared Excerpt</div></div></div>	<div><div>Engaged Content - Commented on Author & Premise</div><div>Engaged Content - Commented on Excerpt</div><div>Engaged Content - Liked Author & Premise</div><div>Engaged Content - Liked Excerpt</div><div>Self Attributed Traits - Profile Line Premise</div><div>Self Attributed Traits - Profile Line Excerpt</div><div>Company - M&A Details</div><div>Company - LinkedIn Post Premise</div><div>Company - LinkedIn Post Excerpt</div><div>Company - Blog Post Title & Premise</div></div>	<div><div>Company - Blog Post Excerpt</div><div>Company - Growth % or Revenue</div><div>Company - Website Language</div><div>Company - Website Language</div><div>Company - Funding Details</div><div>Junk Drawer - Prospect Score</div><div>Junk Drawer - Prospect History</div><div>Junk Drawer - Personal Information</div><div>Junk Drawer - Social Media</div><div>Junk Drawer - Social Media</div></div>	<div><div>Postbound - Mutual Connections</div><div>Postbound - Past Opportunity</div><div>Postbound - Content Downloaded</div><div>Postbound - Webinar Attended</div><div>Postbound - Event Attended</div></div>
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RESEARCH ONCE FOR A PROSPECT!

[illegible][illegible]

SEQUENCING FOR PERSONALIZATION

Sequences / Targeted & Tailored Cadence

+ Sequence

Overview

Insights

Settings

Prospects

Add Step

14

Steps

21

Days

0

Automated

1

Active

See all stats

in

1. View Profile - Day 1

Normal

1 Due

1 Active

20m

Depending on the task outcome, a prospect will either advance or be marked as finished.

0
Completed

2. Manual Email - Day 1

Normal

a) New Thread

Tailored Title - Hi {{first_name}}, 7 Pillars with your success in mind, {{sender.first_name}}

-

0% - 0% - 0%

Deliveries

Opens / Clicks / Replies

+ Add Template

3. Phone Call - Day 2

Normal

1d

Answered calls are marked as finished. Unanswered calls advance to the next step.

-

0%

Calls

Answers

**REQUIRING NOT
JUST REQUESTING
QUALITY...**

Opted Out on Mon, Jul 1 at 3:32 pm



Scott Barker

Saleshacker
CEO

