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Caveat:

A lot of these are very casual and we've found casual to work best when initiating conversation online - its less business-ey and tends to generate more open conversations. If you switch this to more formal your conversion rate will go down. It's uncomfortable at first but but your soon enough your bottom line will take care of your new standard of comfort. (Smileys are optional)

-Matt & Apoorva

General cold group connection

To be used when connecting to new prospects from a group

Hey %NAME%, hope you don't mind me adding you, :), I found you inside the %GROUPNAME%, I'm just wanting to expand my network and fill my newsfeed with more and more cooler people haha.

Hey %NAME%, Hope you don't mind me adding you, :), I found you inside the Agency group, I'm just wanting to expand my network and fill my newsfeed with more and more cooler people haha.

First Group Post

To be used when joining a new group, before you begin adding people

Hey all! :)

I'm new to the group, an %BUSINESS TYPE% owner.

I've % DONE/ ACHIEVED / WORKED WITH %. Looking forward to trading "hacks" with other people in the group.

Hey all! :)

I'm new to the group, an Australian based agency and software company owner.

I've generated customers online in over 90+ different industries. Looking forward to trading "hacks" with other people in the group.

What you do

To be used when someone asks what you do

I own a %BUSINESS TYPE%. We've %DONE THESE RESULTS%.

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However ALL of that has now led me down the road of helping %THE PROSPECT TYPE YOU'RE LOOKING FOR%.

I began as a %PROSPECT TYPE% and I am now showing others how I have %ACHIEVED OUTCOME%

I own a marketing agency with a team of about 10-12. We've generated customers online in over 90+ different industries.

That has now led me down the road of helping fellow digital marketers to build high performing virtual teams with systems.

I began as a "solo-marketer" and then through trial and error finally worked out how to build a strong virtual team and the systems...so the rest is history. So now helping my fellow marketers in this space to build virtual teams and systems 😊.

New friend / connection requests

To be used when someone adds you as a connection

Thanks for adding me as a connection 😊 So what projects / goals are you working on for the new month?

Lead Magnet

To be used when someone isn't "ready" for a call yet

Whenever you want to venture into expanding and developing %OUTCOME YOU PROVIDE% just let me know! I have a bunch of resources I can send over to you when you're ready. For example, If you get a chance, watch this: %LINK TO YOUR OPTIN PAGE% it's a bit of a heavy watch but grab a pen and paper as it contains a bunch of good strategies that you can do now to %GET THE OUTCOME THEY WANT%

Whenever you want to venture into expanding and developing an offshore team, just let me know! I have a bunch of resources I can send over to you when you're ready. If you get a chance, watch this: <https://meet.me/l/casestudy/> it's a bit of a heavy watch but grab a pen and paper as it contains a bunch of good strategies that you can do now to begin building the framework for a team :)

Working on this month

When someone returns the question of "what are you working on this month"

This month, I'm working on onboarding our new %CLIENT TYPE% into my %PRODUCT OR SERVICE NAME%. %PRODUCT OR SERVICE OVERVIEW% I'm looking forward to really helping these guys out and getting them %PRODUCT OR SERVICE OUTCOME% Actually...I

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would love to speak to you more about it, if the ideal of %HAVING X OUTCOME%, appeals to you?

This month, I'm working on onboarding our new fellow marketers into my Dream Team Intensive. Which is a 6 week done with you consulting program built around helping digital marketers to build a high performing virtual team with systems. I'm looking forward to really helping these guys out and getting them of the tools of the "daily grind" of client work. Actually...I would love to speak to you more about it, if the ideal of having a virtual "dream team" that completes all of your work and generates sales calls for you via organic outreach, appeals to you?

Offer explain

When someone ask what it is that you do or sell

Sure :) So in short, what I do %WHAT YOU DO% where you and %POINT 1, POINT 2, POINT 3% The main benefit, I like to think, is that %THE MAIN FEATURE % This can allow %MAIN BENEFIT OF MAIN FEATURE%

Actually...I would love to speak to you more about it, if the ideal of %HAVING X OUTCOME%, appeals to you?

Sure :) So in short, what I do is a done with you consulting program, very hands on and results driven. Guaranteed results, where you and I would:

- a) build a virtual team to drive sales calls
- b) build the service delivery team to handle the workload of the new sales
- c) automate the workflow and remove friction for both of the above teams.

The main benefit, i like to think, is that it is a done with you program. Meaning you'll not only walk away with the result but also with knowing the life skill of how to hire overseas talent, onboard them and then remove yourself from the daily grind and grunt of client work and requests. This can allow you to scale very quickly by putting all your attention on closing clients and you can even divert your attention onto other projects, opportunities or projects. Actually...I would love to speak to you more about it, if the ideal of having a virtual "dream team" that completes all of your work and generates sales calls for you via organic outreach, appeals to you?

Call request

When someone agrees to having a call with you

Awesome! The best thing to do would be to click on this page here: %YOUR BOOKING LINK% The form on the next page will take you to my private calendar where we can arrange a time to speak! I'm looking forward to it Awesome! The best thing to do would be to click on this page

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here: <https://meet.me/YOURBOOKINGLINK/> The form on the next page will take you to my private calendar where we can arrange a time to speak! I'm looking forward to it

Call decline

When someone does not want to have a call with you

Not a problem :)! Hope you crush it this week anyway! Do you know any friends or connections who would like to be a part of this by any chance? Can't hurt to ask ☺

Call explain

When someone asks how the call works

In short, I'm looking for people to help who would like %HAVE THE OUTCOME YOU OFFER%. I've got some extra time over the next week or two, and wanted to see if anyone is interested in a quick "coaching" call?. On the call, we will %CREATE A PLAN %. It's totally FREE, just my way of getting my connections to experience what the %OFFER TYPE% is like. At the end of the call, you can go ahead and take the plan we made and run with it. Or if you would like my help, I'm more than happy to introduce you to our program, but there's no hard sells or pressure 😊

In short, I'm looking for people to help who would like to build a high performing virtual team with systems and processes. I've got some extra time over the next week or two, and wanted to see if anyone is interested in a quick "coaching" call?. On the call, we will design a plan and the processes to have a virtual team that does all the work without the need to double check or re-do it yourself. It's totally FREE, just my way of getting my connections to experience what the done with you consulting is like. At the end of the call, you can go ahead and take the plan we made and run with it. Or if you would like my help, I'm more than happy to introduce you to our program, but there's no hard sells or pressure 😊

Invisible Pitch

Used to pitch our sales call as an idea to get the prospect to respond

I was wondering if you could help me %firstName%

I'm needing 10 or so %PROSPECT TYPE%

I want to help %THE OUTCOME YOU OFFER% for free. This would mean spending 45 minutes on skype with me while we discuss %DETAILS AND QUESTIONS YOU'LL ASK THEM DURING THE CALL% :)

From there we would %EXPLAIN HOW THE CALL WORKS%

(seriously)

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This means you could begin %THE BENEFIT OF THE OUTCOME YOU OFFER% Can I show you and "design a team" for you on a call? =)

(no pressure of course)

I was wondering if you could help me %firstName%

I'm needing 10 or so marketing friends to test a new idea with me 💡.

I want to help you design a virtual team with the systems to get them started, for free. This would mean spending 45 minutes on skype with me while we discuss your business and client offering :)

From there we would visually map out what roles you should have using my template to create a smooth "production line" like business that can run without you. (seriously)

This means you could begin to scale, take on bigger opportunities or look at starting new projects, just like I have with my agency and my software company! 🙌

Can I show you and "design a team" for you on a call? =) (no pressure of course)