



NLE Quick Tip: Better Automated Outreach

**Presenter: Max McNamara, Sr. Director of Workflow Innovation,
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If you dedicate time and resources to sourcing many contacts for an automated outreach campaign, you will possess valuable, costly, and highly potentiated data. Within that contact information lies potential revenue. Enhancing your automated outreach involves personalization, creating a one-on-one connection with your recipients, and adding a human touch to your approach. By following Maxwell's expert advice, you can optimize your automated outreach and achieve superior outcomes.

Meeting: "Better Automated Outreach" by Max McNamara

If you are reviewing this Episode with a team, watch the entire Episode. Use the notes below to identify the gaps between knowledge and application.

(Facilitator): We should all have an outreach cadence. Please discuss with the group the current cadence and its level of success or not. The suggested cadence is: **Email > Call > Text**

What is the reason for starting with an email? _____

What should you say at the end of your email so that the follow-up call is not a cold call? _____

The next step is to make the follow-up call the next day. This call should reference what? _____

Why is that so important? _____

The last step in the cadence is to send a text message. In your text, you should reference what? _____



Script out a sample voicemail message. Be sure to reference the email you sent and the text message you will send next.

(Facilitator): The next item to focus on is ensuring our emails do not sound like mass emails. How can you fly under the radar of mass emails? Make it sound personal. With that in mind, script out a sample email that gives the illusion that you're in the market getting stuff done for your competitors.

What is the strategy behind adding "sent from my iPhone" at the bottom of your email?

Max recommends putting the most important information first in your text message. Why is that?



(Facilitator): Finally, tip number 4 is all about meatballs. 😊 Know who your "select or VIP" people are. These are people that are of the highest interest on your list. Think about a current search you are working on. List your selected people for that search:

- | | |
|---------------|----------------|
| 1. VIP: _____ | 6. VIP: _____ |
| 2. VIP: _____ | 7. VIP: _____ |
| 3. VIP: _____ | 8. VIP: _____ |
| 4. VIP: _____ | 9. VIP: _____ |
| 5. VIP: _____ | 10. VIP: _____ |

As you think about the list above, script out a sample email for two people. Remember to find out something about them and personalize this email specifically to them.

Script #1: _____

Script #2: _____

(Facilitator): Remember that it's important to have a specific outreach cadence. Personalize your outreach to create a one-on-one connection. Enhancing your automated outreach unlocks potential revenue. There is always one individual on the other end of the equation who has "an experience," and it's up to you to make it a good one!

