



LeadrPro

Stay Scrappy & Scale

[Watch Presentation](#)

But first...

- Being a Founder
- What is scrappy?
- Why me?
- None of what I provide will matter without the right mindset (like most things in life)



Inbound/Outbound

- Inbound can get very expensive, very fast - especially when experimenting
- Outbound allows you to iterate quickly then leverage paid with better ROI when you know what works
- More predictability and control over your pipeline with outbound
- Typically higher ACVs w/ outbound
- When you have more brand equity, a shift to more inbound makes sense

Keeping it simple...

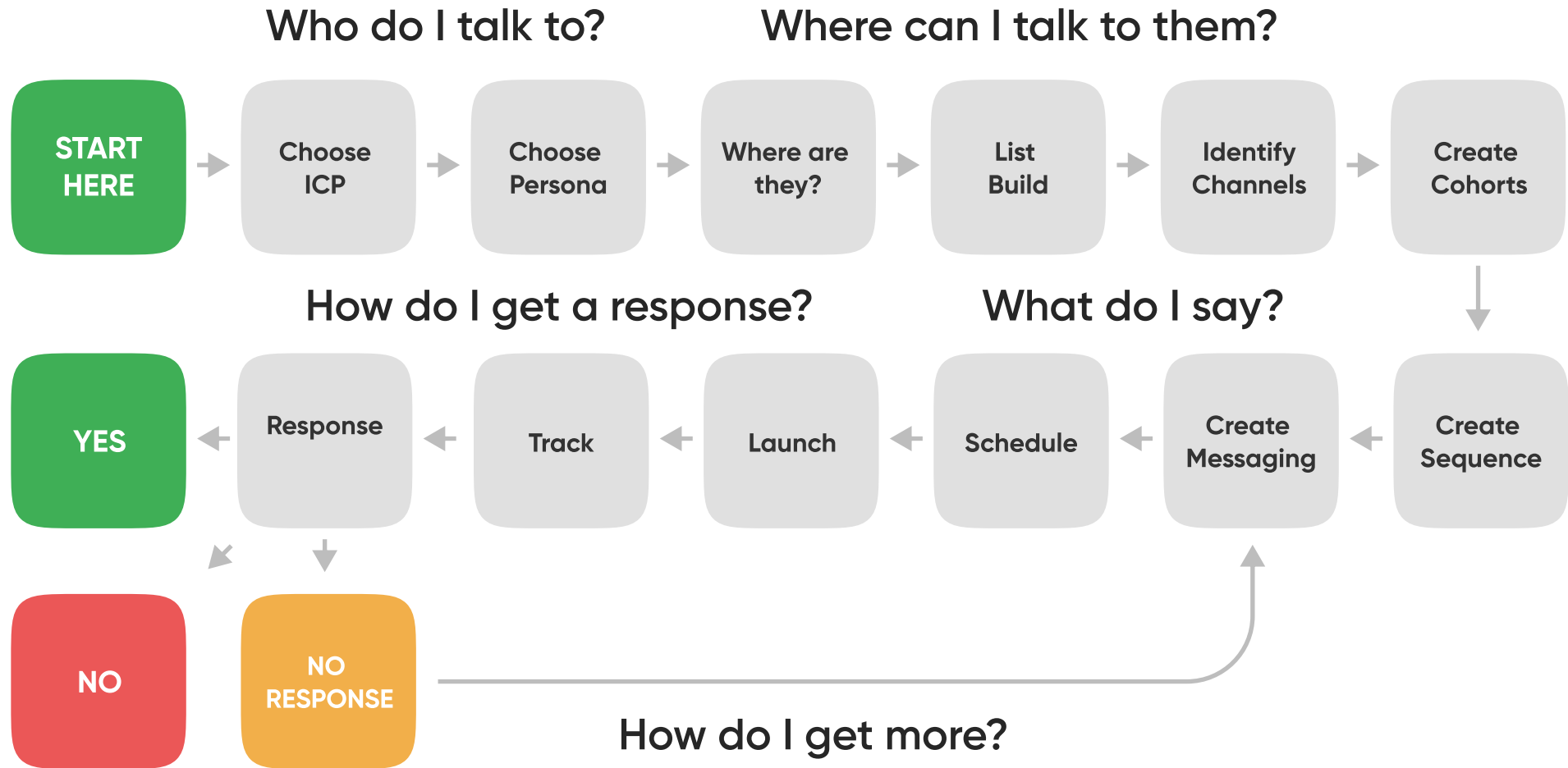
Term

1. ICP + Persona
2. Channels + Sequence
3. Messaging
4. MQL/SQL
5. KPIs

Translation

1. Who do you want to talk to?
2. Where can you talk to them?
3. What do you say to elicit a response?
4. How do you turn a response into a meeting?
5. Measure, rinse and re(beat)

The Roadmap





ICP & Persona

Who do you want to talk to?

ICP

SMB

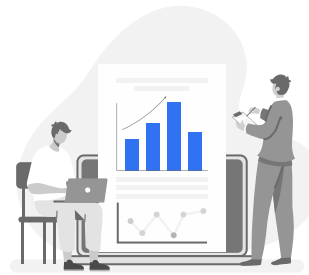
(small and medium-sized business)



Local brick and mortar businesses (ie. gym, restaurant, liquor store, florist, chiropractor, etc)

Mid-Market

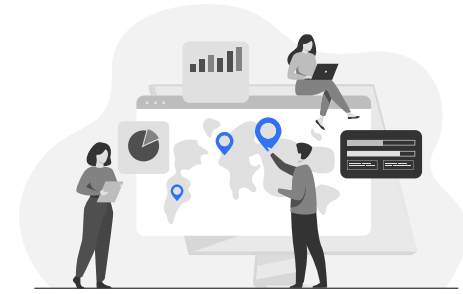
(professional service-based business with multiple locations)



Law firm, accounting firm, insurance broker, agencies, architecture firm, construction etc.

Enterprise

(large, multinational corporations)



Publicly traded companies, private companies with a global presence or multiple corporate offices.

ICP (by company)

| Vertical | Revenue | Headcount |
|------------|-------------------|--------------|
| E-Commerce | Under \$1MM | Under 10 |
| Automotive | \$1MM - \$5MM | 11-50 |
| Software | \$5MM - \$10MM | 51-200 |
| Telecom | \$11MM - \$50MM | 201-500 |
| Medical | \$50 - \$100MM | 501-1,000 |
| Fitness | \$100MM - \$500MM | 1,001-5,000 |
| Retail | \$500MM - \$1B | 5,001-10,000 |
| Law | \$1B+ | 10,001+ |

Persona (by individual)

Seniority

Owner
C-Suite
VP
Director
Manager
Senior

Department

Finance | Accounting
Customer support
Human resources
Sales | Marketing
Operations
C-suite
R&D
IT

Type

Decision maker
Influencer
Champion
Implementer
End-user



What does
the persona look like?

ICP + Persona Result



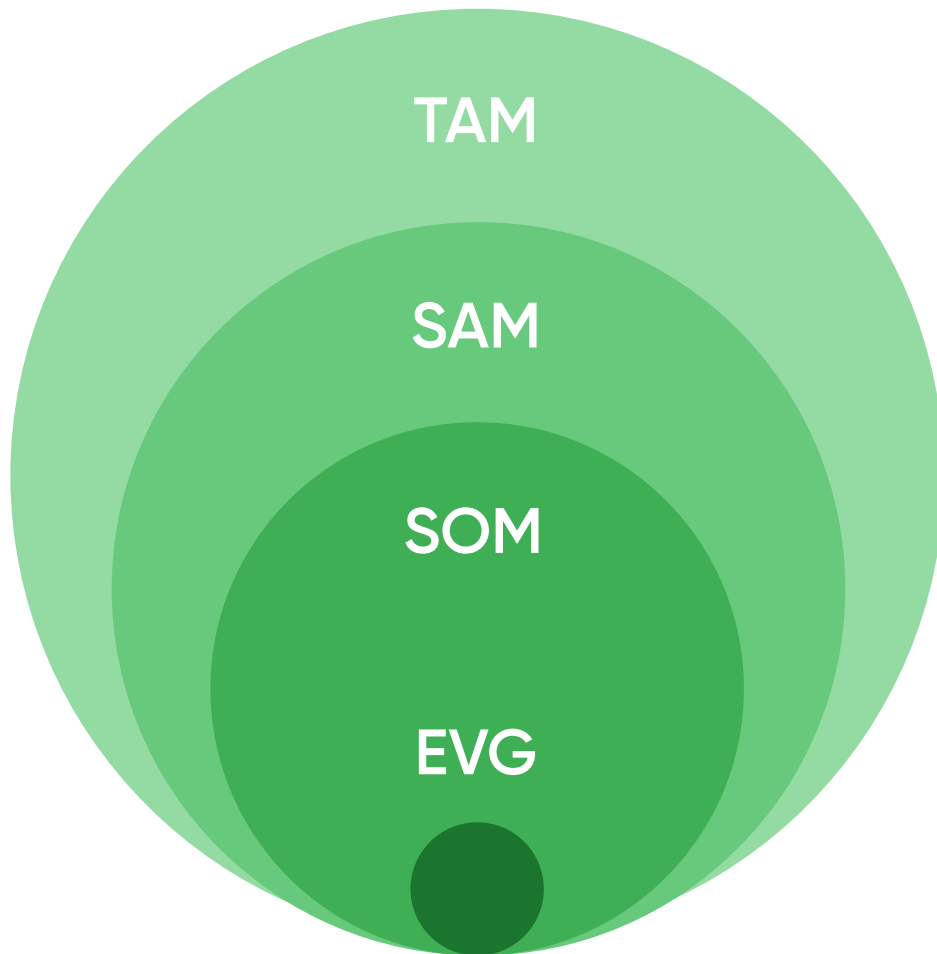
| Seniority | Department | Type | Vertical | Revenue | Headcount |
|-----------|------------|----------------|-----------------|-----------------|-----------|
| Founder | C-Suite | Decision Maker | Start Up | Under \$1MM | 11-50 |
| VP | Sales | Decision Maker | Software | \$11MM - \$50MM | 51-200 |
| Partner | Executive | Influencer | Venture Capital | \$5MM - \$10MM | 11-50 |



Channels

Where can you talk to them?

Know your...



Total Addressable Market (TAM)

How big is the largest market?

Serviceable Available Market (SAM)

How big is the market you could reach now

Serviceable Obtainable Market (SOM)

What is the market you can reach with your current resources?

Earlyvangelists

What are your most potential customers?

What is your TAM | SAM | SOM from a volume perspective?



| ICP + Persona | TAM | SAM | SOM |
|----------------------|---------|----------|---------|
| Founders of StartUps | 142,306 | ~100,000 | ~50,000 |
| VP of Sales | 116,755 | ~90,000 | ~40,000 |
| Partners in VC | 11,790 | ~8,000 | ~5,000 |



LeadrPro

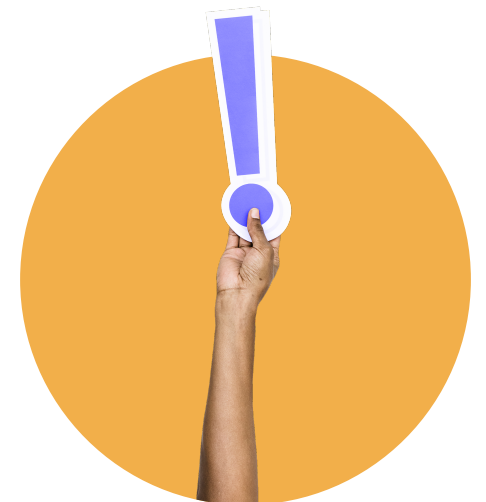
Channels

Where can you talk to them?

Channels by Contact Data

| | Data Point | Channel(s) |
|---|------------------|-----------------------------|
|  | Phone | SMS, Ringless VM, Cold Call |
|  | Email | Email, Retargeting via Paid |
|  | Mailing address | Direct Mail |
|  | Social Media URL | Direct Message |

You're competing
for attention!





LeadrPro

Building a Database

Your Biggest Asset

Paid Databases

(Zoominfo, Seamless, Clearbit, LinkedIn)

ICP: Mid-Market and Enterprise

Data: Email, Phone, Mailing Address, LinkedIn

Channels: Email, Ringless VM, Cold Calls, Direct Mail, LinkedIn, Retargeting

| First Name | Last Name | Job Title | Email Address | Direct Phone Number | Email Domain | Department | Contact Accuracy | Contact Accuracy Grade | ZoomInfo Contact | LinkedIn Contact | Notice Provi | Person Stree |
|------------|-----------|-------------------------|-------------------------------|---------------------|-------------------|------------|------------------|------------------------|---|---|---------------|---------------|
| Amy | Ferguson | Director, Customer Ex | amy@fiftyflowers.com | | fiftyflowers.com | Marketing | 93 | A | https://app.zoominfo.com/#/apps/profile/ | https://www.linkedin.com/ | August 04, 21 | 404 S 8th St, |
| Cindy | Dunbar | Senior Director, Custor | cdunbar@aedsup (615) 256-1818 | | aedsuperstore.c | Marketing | 95 | A+ | https://app.zoominfo.com/#/apps/profile/ | https://www.linkedin.com/ | June 26, 202 | 1800 US HW |
| Garrison | Grimes | Director, Customer Ex | garrison@helloyumi.com | | helloyumi.com | Marketing | 90 | A | https://app.zoominfo.com/#/apps/profile/ | https://www.linkedin.com/ | May 26, 202 | 6201 Hollywc |
| Joshua | Lavin | Director, Customer Ex | joshua.lavin@bullish.com | | bullish.com | Marketing | 94 | A | https://app.zoominfo.com/#/apps/profile/ | https://www.linkedin.com/ | July 11, 2020 | 1701 Kraft Dr |
| Laura | Campbell | Head of Product, Cust | laura@alicestable.com | | alicestable.com | Marketing | 91 | A | https://app.zoominfo.com/#/apps/profile/ | https://www.linkedin.com/ | July 27, 202 | 15 Heath St |
| Kennedy | Ball | Director, Customer Ex | kball@peterfranklin.com | | peterfranklin.cor | Marketing | 90 | A | https://app.zoominfo.com/#/apps/profile/ | https://www.linkedin.com/ | August 26, 21 | |
| Alyssa | Taylor | Director, Wine Educati | alyssa@argaux.com | | argaux.com | Marketing | 93 | A | https://app.zoominfo.com/#/apps/profile/ | https://www.linkedin.com/ | April 28, 202 | 3190 Airport |
| Conor | Youtsey | Director, Customer Ex | conory@stateandliberty.com | | stateandliberty.c | Marketing | 99 | A+ | https://app.zoominfo.com/#/apps/profile/ | https://www.linkedin.com/ | December 2 | 212 S Main S |

The screenshot shows a search interface with filters on the left and a list of contacts on the right. The filters include Seniorities (C-Level 1), Departments (Marketing Manager), and Industries (Computer Software 1). The contact list includes entries for Shahzaib Azhar (IGivU), Joshua Read (The Read Organization), Matt Walker (Simon Data), Clay Collins (Nomics), Erin M (Nomics), Nick Gauthier (Nomics), and Charles Dorsaint (Mercury Interactive). Each contact entry has a 'Find' button.

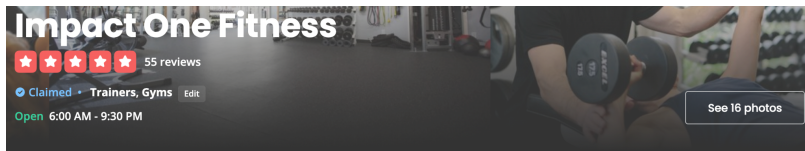
Directories

(Yelp, Google Maps, Zocdoc, Crunchbase, AngelList)

ICP: SMB

Data: Phone, Physical Mailing Address

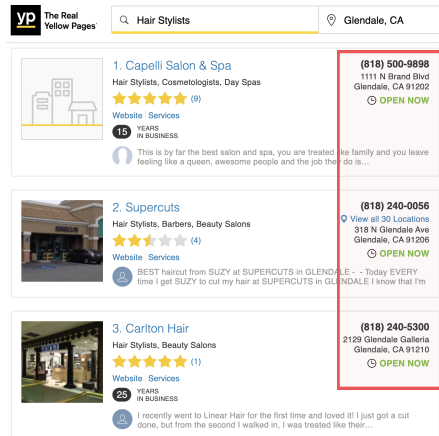
Channels: SMS, Ringless VM, Cold Call, Direct Mail



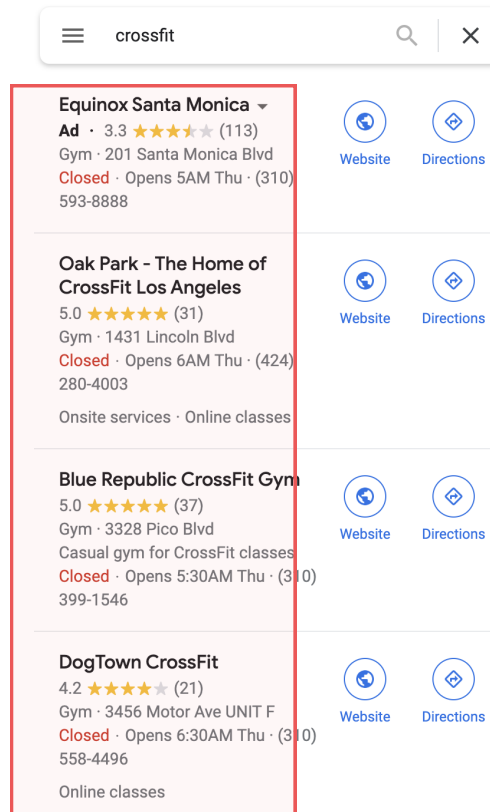
<http://www.impactonefitness.com...>

(818) 485-2738

[Get Directions](#)
20300 Ventura Blvd Ste 110
Woodland Hills, CA 91364



Most listed phone numbers for SMBs are mobile #s



Public Databases

(local, state, federal)

ICP: SMB

Data: Varies

Channels: Varies

THE OFFICIAL SITE OF THE FLORIDA DEPARTMENT OF BUSINESS & PROFESSIONAL REGULATION

ONLINE SERVICES

- Apply for a License
- Verify a Licensee
- View Food & Lodging Inspections
- File a Complaint
- Continuing Education Course Search
- View Application Status
- Find Exam Information
- Unlicensed Activity Search
- AB&T Delinquent Invoice & Activity List Search

LICENSEE SEARCH OPTIONS

Search License by Name ?

Name Information

Search By Individual Name

Last Name:

First Name:

Middle Name:

Or Search By Organization/Establishment

Organization/Establishment Name:

Search Names Beginning with E

Include Names With Alternate Spelling

Additional Search Criteria

License Category:

License Type:

Special Qualification:

City:

County:

| License # | Business Name | Address | License Type | Sub Type | Status | Issue Date | Expiration Date |
|-------------|----------------------------------|----------------------------|------------------|--------------------------------|--------|------------|-----------------|
| BL13-019586 | PROCARE LAWN SERVICE | 19598 BROOKS WILLIS RD | | | | | |
| RL22-000608 | RL Mermaids By The Seashore LLC | 219 Shoreland Cir | | | | | |
| RL22-000628 | Dad's Got It | 3250 Dolphin Dr | | | | | |
| RL22-000626 | Lost Dunes A | 115 W 10th St A | | | | | |
| RL18-000356 | Peppertree Apartments Phase II | 2500 Boddie Ln | | | | | |
| RL22-000650 | Sundial G1 | 1149 West Beach Blvd G1 | | | | | |
| RL22-000618 | Crystal Tower 1906 | 1010 West Beach Blvd 1906 | | | | | |
| RL22-000645 | Sunchase 109 | 1129 West Beach Blvd 109 | | | | | |
| RL22-000617 | Gulf Village 108 | 1027 West Beach Blvd 108 | | | | | |
| BL20-000037 | Professional Service Contractors | 23770 State Highway 59 | | | | | |
| BL22-000600 | Nauti Charters | 22479 Beaver Creek Ln | Business License | Transportation and Warehousing | Active | 08/16/2022 | 12/31/2022 |
| RL22-000635 | Compass Point 302 | 1516 Sandpiper Ln 302 | Rental License | Condo | Active | 08/16/2022 | 12/31/2022 |
| BL22-000594 | Air Logic LLC | PO Box 501 | Business License | Construction | Active | 08/15/2022 | 12/31/2022 |
| RL22-000623 | Crystal Tower 907 | 1010 West Beach Blvd 907 | Rental License | Condo | Active | 08/12/2022 | 12/31/2022 |
| BL22-000531 | Lincoln Harris LLC | 4725 Piedmont Row Dr Suite | Business License | Real Estate | Active | 08/12/2022 | 12/31/2022 |

LOCAL EMERGENCY CONTACT

City of Gulf Shores [Ordinance 1732](#) mandates the designation of a Local Emergency Contact..

Local Emergency Contact: Kristy Morris

Name: Kristy Morris

Email Address: kristy@gulf2beach.com

Phone #: 251-517-4380

Other Contact Person: RL Mermaids by the Seashore LLC - Barry Suci

Lodging Tax: Management Company

Who will submit your Lodging tax: Management Company

Please select your Management Company: Gulf 2 Beach

Conventions

(tradeshow, associations, conferences)

ICP: SMB, Mid-Market, Enterprise

Data: Varies

Channels: Varies

The screenshot displays the MAGIC website interface. At the top, the 'MAGIC' logo is on the left, and navigation links for 'HOME', 'EVENT INFORMATION', 'SPONSORSHIP', 'ATTEND', and 'EXHIBIT' are on the right. A dropdown menu is open under 'EXHIBIT', listing options like 'ABOUT', 'BRAND LIST | AUGUST 2022', 'MOBILE APP', and 'INTERACTIVE MAP | WEST HALL'. On the left side, there is a search bar with the text 'SEARCH By Company Name' and a 'Filters' section with a 'Reset all (1)' button and a 'Copy link to applied filters' button. The filter categories include 'EVENTS', 'PRODUCT INTERESTS', 'PRODUCT CATEGORIES', 'PRICE POINT', 'CATEGORIES', 'SEASONS', and 'COUNTRY'. The main content area shows 'EXHIBITORS (845)' and 'YOUR FILTERS: MAGIC'. Below this is a list of exhibitors: '143Story West Hall | 53543', '1822 Denim West Hall | 52125', and '1 Sunset Lane West Hall | 54505'. A detailed view for '143Story' is shown on the right, featuring a 'Viewed' button, a star icon, the company name '143Story', the website 'www.143story.com', and social media icons for Facebook and Instagram.

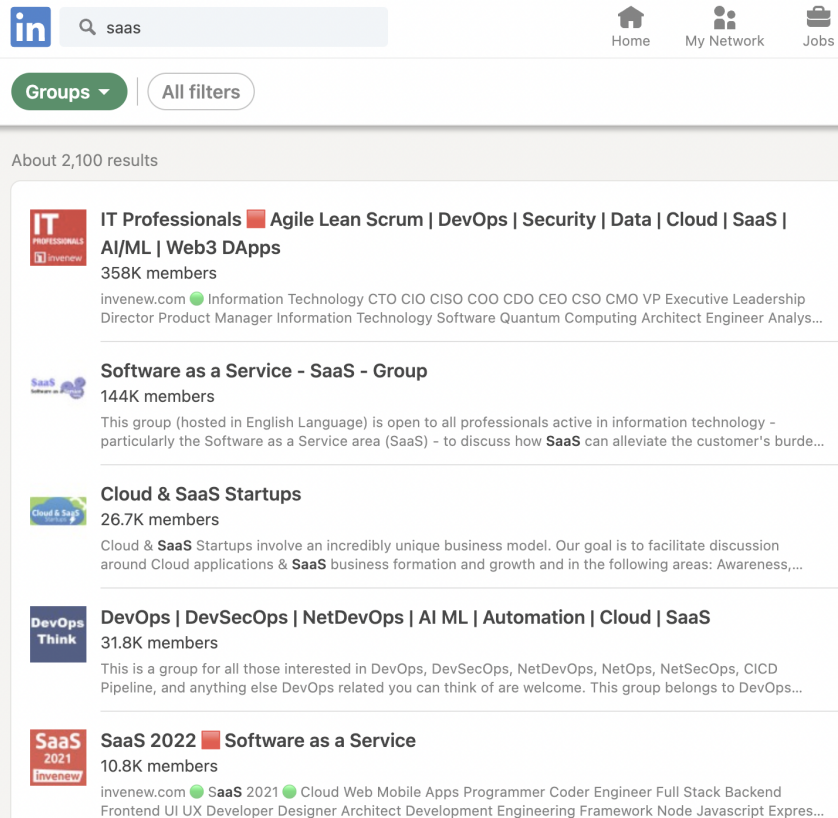
Professional Groups

(Facebook, LinkedIn)

ICP: SMB

Data: Facebook URL, LinkedIn URL

Channels: Direct Message, Survey (Lead Magnet)



The screenshot shows the LinkedIn search interface for the term 'saas'. The search bar at the top contains 'saas' and the LinkedIn logo. Navigation icons for Home, My Network, and Jobs are visible. Below the search bar, there are buttons for 'Groups' and 'All filters'. The search results section shows 'About 2,100 results' and lists several professional groups:

- IT Professionals** | Agile Lean Scrum | DevOps | Security | Data | Cloud | SaaS | AI/ML | Web3 DApps
358K members
invenew.com • Information Technology CTO CIO CISO COO CDO CEO CSO CMO VP Executive Leadership Director Product Manager Information Technology Software Quantum Computing Architect Engineer Analys...
- Software as a Service - SaaS - Group**
144K members
This group (hosted in English Language) is open to all professionals active in information technology - particularly the Software as a Service area (SaaS) - to discuss how **SaaS** can alleviate the customer's burde...
- Cloud & SaaS Startups**
26.7K members
Cloud & **SaaS** Startups involve an incredibly unique business model. Our goal is to facilitate discussion around Cloud applications & **SaaS** business formation and growth and in the following areas: Awareness,...
- DevOps | DevSecOps | NetDevOps | AI ML | Automation | Cloud | SaaS**
31.8K members
This is a group for all those interested in DevOps, DevSecOps, NetDevOps, NetOps, NetSecOps, CICD Pipeline, and anything else DevOps related you can think of are welcome. This group belongs to DevOps...
- SaaS 2022** | Software as a Service
10.8K members
invenew.com • SaaS 2021 • Cloud Web Mobile Apps Programmer Coder Engineer Full Stack Backend Frontend UI UX Developer Designer Architect Development Engineering Framework Node Javascript Expres...

Job Boards

(Indeed, LinkedIn, AngelList, Craigslist)

ICP: Mid-Market, Enterprise

Data: Varies

Channels: Varies

The screenshot shows a LinkedIn job search interface. At the top, there is a search bar with 'sdr' entered and a location filter set to 'United States'. Below the search bar are several filter buttons: 'Jobs', 'Date Posted', 'Experience Level', 'Company', 'Job Type', 'On-site/Remote', 'Easy Apply', and 'All filters'. The main content area is divided into two columns. The left column displays a list of job results, with the top one highlighted in blue. The right column shows the details for the selected job, 'SDR Program (Base + Commission)' by Intaker in Los Angeles, CA. The job details include salary information (\$47,000/yr - \$65,000/yr), full-time status, and 16 applicants. A hiring manager, Pooya Abka, is mentioned as hiring for this job. There are 'Apply' and 'Save' buttons. Below the job details is a 'PREMIUM' section titled 'Meet the hiring team' featuring Pooya Abka, Co-founder & CEO at Intaker, with a 'Message' button. At the bottom, there is a short paragraph of text about the company's transition to tech sales.

Sdr in United States
4,318 results Set alert

Capital One
Plano, TX
2 connections work here
Promoted

Manager, Brand
Jazwares, LLC
Culver City, CA (Hybrid)
Medical, +2 benefits
1 connection works here
Promoted · 7 applicants

SDR Program (Base + Commission)
Intaker
Los Angeles, CA (On-site)
\$47K/yr - \$65K/yr · Medical benefit
1 day ago · 16 applicants

Business Development Associate (California)
Certik
California, United States (Remote)
Medical, Vision, Dental, 401(k)
Actively recruiting
18 hours ago

SDR Program (Base + Commission)
Intaker · Los Angeles, CA (On-site) 1 day ago · 16 applicants

\$47,000/yr - \$65,000/yr · Full-time
11-50 employees
Pooya Abka is hiring for this job

[Apply](#) [Save](#)

PREMIUM

Meet the hiring team

Pooya Abka · 2nd
Co-founder & CEO at Intaker
Job poster
68 mutual connections

[Message](#)

Your transition to **TECH SALES** starts here. Intaker is a hyper-growth technology startup headquartered in Los Angeles. We build innovative software tools for law firms to automate their client intake. We are looking for a competent Sales Development Representative to join our energetic team, one who is passionate about learning, growth and tech.

Job Posts

(Indeed, LinkedIn, Craigslist)

ICP: SMB, Mid-Market, Enterprise
Data: Varies
Channels: Varies

Remote VP of Sales

Amzur Technologies, Inc - Remote
\$150,000 - \$200,000 a year

Apply Now

Bored/Frustrated Looking for Sales Leadership Career

An aggressive growth minded establish Multi Portfolio Information Technology company offering products and solutions HQ in Tampa with worldwide delivery is looking for a "A" level VP of Sales to Lead, build and grow a sale driven organization to dominate the US market.

YOU SHOULD APPLY FOR THIS POSITION IF:

- Looking for the next chapter of your career that will challenge you and give you an opportunity to earn a great living along with possible equity position in the company.
- You are frustrated that ownership does not value your ideas or let you be part of the vision for growth?
- You still have a passion to close business, and build a sale driven sales team
- Have passion to lead and grow successful technology solutions company, who will report directly to the CEO
- You would value the ability to work from home with very limited travel

APPLY ONLY IF YOU HAVE:

cameronvital6_xwz@indeedemail.com

Show phone number

Software QA Engineer

- 3+ years of experience with SQA projects related to testing Web a
 - Collaboration with Development and Product Management team
 - Proficient in Jira administration and integrated plugins
 - Enjoy learning new technologies and challenging concepts
 - Excellent organizational and time-management skills
 - Work with offshore teams in multiple time zones
 - Analytical skills and attention to details
 - Languages: English
 - U.S. Citizen
- Platforms: Windows, Mac OS X, iOS, Android OS, Linux
Mobile Testing: Android Studio, Xcode, ADB, BrowserStack
Web Testing: Chrome DevTools
Bug Tracking: Jira, TestRail
API Testing: REST API, Postman, Charles Proxy
Database: MySQL

Work Experience

Software QA Engineer

Vector Space Biosciences - San Francisco, CA
May 2019 to Present

- Testing Mobile (iOS, Android) and Web applications
- Developing test cases against business requirements using TestRail
- Performing smoke, functional, UI, regression, compatibility testing
- Responsible for compatibility testing on a variety of devices and platforms
- Tracking and reporting defects with Jira
- Participating in daily stand-ups and sprint planning

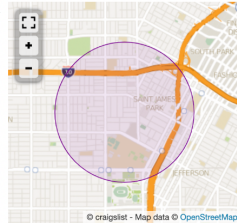
reply favorite hide flag share Posted 14 days ago print

WANTED General Contractor with license to move a non structural wall (Los Angeles)

Hello we are seeking a LICENSED General contractor that has insurance to move a non structural wall if you can do it text me your number and i will send you a photo of the wall

NO UNINSURED people
NO UNLICENSED people please

- do NOT contact me with unsolicited services or offers



compensation: Discuss

+1 510-

Did they answer?

We'll save your answer as a note & notify the candidate

They answered

Left a voicemail

No answer

Cancel

Forums

(local, state, federal)

Personas

Data: N/A

Channels: Survey (lead magnet), backlink, astroturfing

The image shows a screenshot of the Quora interface for the r/salesforce subreddit. The top navigation bar includes the Quora logo, a home icon, a list icon, and the subreddit name 'Salesforce' with a 'Join' button. Below the navigation bar, there are tabs for 'Posts', 'Hot', 'New', 'Top', and a dropdown menu. The main content area features a post by user 'admin' titled 'I test out Salesforce apps and programs so you don't have to'. The post text reads: 'Hey everyone! Here's another batch of Salesforce app reviews (and **bonus review**: Talent Stack). As usual, I keep the videos short and light. I hope you find value in some of them! Here's the latest:'. Below the text is a list of links to various Salesforce apps: '- Akoonu (Manage Sales Pipelines and Forecasts)', '- Kudoz (Easy Marketing Attribution)', '- ValueText (Mobile Messaging from Salesforce)', and '- Prodlly (Data Deployment)'. The post has 11 comments and options to share or save. To the right of the post, there is an 'About Community' section with the text: 'This is an unofficial (no salesforce sponsorship) forum to discuss building on salesforce platforms (force.com, heroku, exacttarget, slack, etc.)'. It also shows '49.0k Members' and '176 Online'. Below this, it says 'Created Sep 19, 2008' and 'r/salesforce topics'. There is a blue button labeled 'Business, Economics, and Finance'. At the bottom right, there is a 'Filter by flair' section with buttons for 'admin', 'developer', 'marketing cloud', and 'help please'. On the left side of the screenshot, there is a sidebar with a 'Create Space' button and a 'Discover Spaces' section listing various spaces like 'aws', 'AWS', and 'Sec'.













Competitor Socials

(Twitter, LinkedIn, Facebook)

ICP: SMB, Mid-Market, Enterprise
Data: Social Media URLs
Channels: Direct Message

← **Bill.com**
@billcom

Followers you know **Followers** Following

-  **Aaron Lee** ✓
@AskAaronLee **Follow**
Regional Manager @agorapulse. Trying to perfect the art of cappuccino. Introvert with awesome hair. [Instagram.com/shortofheight](#)  hi@askaaronlee.com
-  **Evan Kirstel #B2B #TechFluencer**
@EvanKirstel **Follow**
Tech influencer, B2B content creator/Industry Insider w/ 500K+ Social Media followers obsessed w/ Enterprise  Cloud  5G  AI  Telecom  CX .. [@irmaraste](#) 
-  **Paul Castain**
@paulcastain **Follow**
Builder Of Unstoppable Sales Teams. Sales Trainer, #Sales Coach, Speaker, Podcaster, Keeper of The Whupass [#entrepreneur](#) [#salestraining](#)
-  **Warren Whitlock** ✓
@WarrenWhitlock Follows you **Follow**
Founder/CEO Stirling, publishing, influencer, Emerging Tech, NFT, DAO Digital Marketing, Blockchain, AI, Futurist, Advisor, Author, friend
-  **David Sifuentes**
@DavidASifuentes **Follow**
[#SocialMedia](#) [#Marketing](#) [#Influencer](#), [#Entrepreneurship](#) Advocate, [#Technology](#) Evangelist, [#ThoughtLeader](#), BostonU Alum, [#InfluenceTheWorld](#) via [#Innovation](#)


← **Postmates Support** ✓
@Postmates_Help **Follow**

Postmates Support ✓
@Postmates_Help

Official customer support for [@postmates](#)

📍 San Francisco, CA [postmates.com/help](#) 📅 Joined May 2015


1,114 Following 27.6K Followers

 Followed by Anisoara Vasii, Seth Rogen, and 17 others you follow


Tweets Tweets & replies Media Likes

146.6K Tweets · 525 Tweets per month

📌 **Pinned Tweet**

Postmates Support ✓ @Postmates_Help · Jul 11, 2019 ...
 Need help? You can tweet [@Postmates_Help](#) 24/7 for real-time assistance, or visit our customer FAQs at [support.postmates.com/buyer](#) and postmate FAQs at [support.postmates.com/fleet!](#)

💬 1,005 🔄 63 ❤️ 126 📤

 **Andrew S** @Andsapp · Sep 13, 2021 ...
[@Postmates_Help](#) your app says anything, anytime. I can't get find my local cigar shop. So I'm seriously considering this anytime, anywhere statement. Maybe a class action lawsuit is needed... Cause you lying.

💬 10 🔄 ❤️ 29 📤

Summary

ICP: SMB

Data: Phone, Physical Mailing Address

Channels: SMS, Ringless VM, Cold Call, Direct Mail

| Sources | ICP | Examples | List Building Tools | Data | Channels |
|--------------------------|-----------------------------|--|---|----------------------------------|---|
| Directories | SMB | Yelp , Google Maps , Yellow Pages , ZocDoc, Crunchbase, Angellist | PhantomBuster , Upwork, Fiverr | Phone, Mailing Address | SMS, Ringless VM, Cold Call, Direct Mail |
| Professional Groups | SMB, Mid-Market, Enterprise | Facebook Groups , LinkedIn Groups | PhantomBuster | Social Media URL | Direct Message SMS, Ringless VM, Cold Call, Direct Mail, Email, retargeting via paid |
| Conventions | Mid-Market, Enterprise | Trade Shows, Associations, Conferences | <i>From source, Paid Lists</i> | Varies | |
| Forums | SMB, Mid-Market, Enterprise | Reddit, Quora | N/A | N/A | Surveys, Market Research |
| Job Boards | Mid-Market, Enterprise | Craigslist, Indeed, LinkedIn | PhantomBuster | N/A | Direct Message |
| Public Databases | SMB | Local, State and Federal Databases | Phantombuster, Upwork, Fiverr | Phone, Mailing Address | SMS, Ringless VM, Cold Call, Direct Mail |
| Paid Databases | Enterprise | Zoominfo, Seamless, Clearbit | Zoominfo, Seamless, Clearbit | Email, LinkedIn, Mailing Address | Direct Mail, Direct Message, Email, retargeting via paid |
| Competitor Social Pages | Mid-Market, Enterprise | Twitter Support Handles , LinkedIn Company Profile , Facebook Company Page | PhantomBuster | Social Media URL | Direct Message SMS, Ringless VM, Cold Call, Direct Mail, Email, retargeting via paid |
| Email Lists | SMB, Mid-Market | Exactdata, Medicareach, LakeB2B | <i>From source</i> | Email, Phone, Mailing Address | |
| LinkedIn Sales Navigator | Enterprise | N/A | PhantomBuster , Snov.io | Email, LinkedIn, Mailing Address | Direct Mail, Direct Message, Email, retargeting via paid |

List Building Toolkit





LeadrPro

Create Cohorts

Cohorts

Startup Founders 50,000 SOM
Time 10 weeks
Weekly Volume 5,000 per week

Thereby...

| | | | | |
|----------|----------|-----|-----------|-----------|
| Week 1 | Week 2 | ... | Week 10 | Week 11 |
| Cohort 1 | Cohort 2 | | Cohort 10 | Cohort 11 |
| 5,000 | 5,000 | | 5,000 | 4,500 |

Whereas all 50,000 receives...

Newsletter 1-2x monthly
Paid Ads ongoing

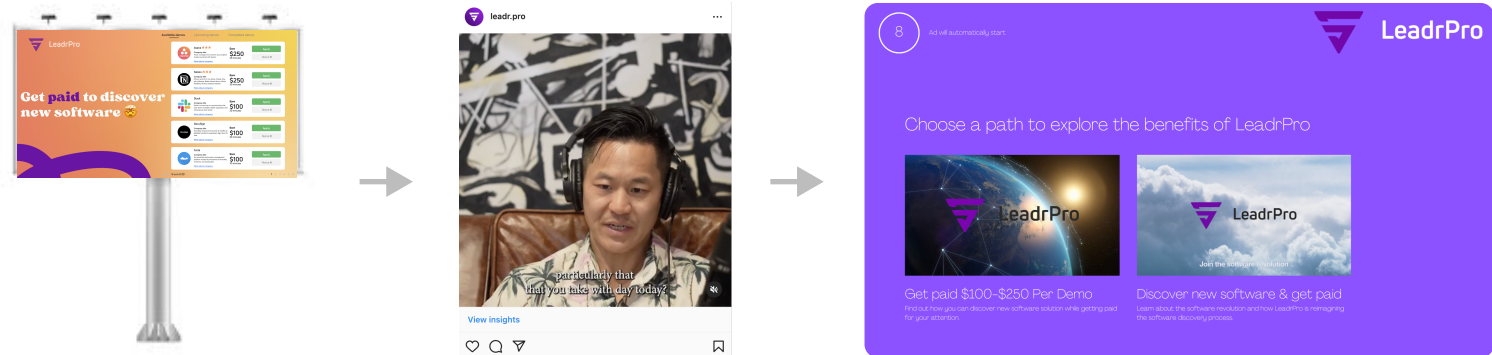




Create a Sequence

Consumer vs. B2B Journey

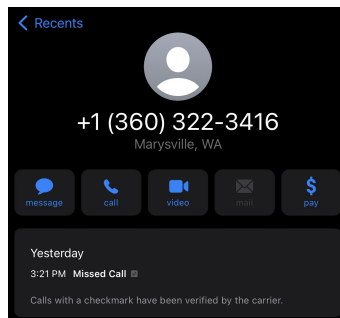
Consumer



Typically **separate** cohorts to each

B2B

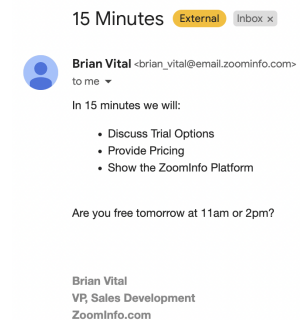
Cold Call



LinkedIn



Email



Create a Sequence

Cohort 1 (7-touch sequence):

Run paid ads to custom audiences built from your database focused on thought leadership and trust building, not conversion

→ EDUCATION → CTA → OBJECTION TRACKING

| Day 1 | Day 2 | Day 4 | Day 5 | Day 7 | Day 8 | Day 9 |
|-----------------------------|--------------------------|--------------|-----------------------------|-----------|--------------------------|--------------------------|
| LinkedIn Add | Email 1 | Ringless VM | LinkedIn 1 | Cold Call | Email 2 | Email 3 |
| Phantombuster, LinkedHelper | Sendgrid, Mailjet, Gmass | Slybroadcast | Phantombuster, LinkedHelper | Kixie | Sendgrid, Mailjet, Gmass | Sendgrid, Mailjet, Gmass |

We start w/ LinkedIn because you need a lead time for people to accept your request

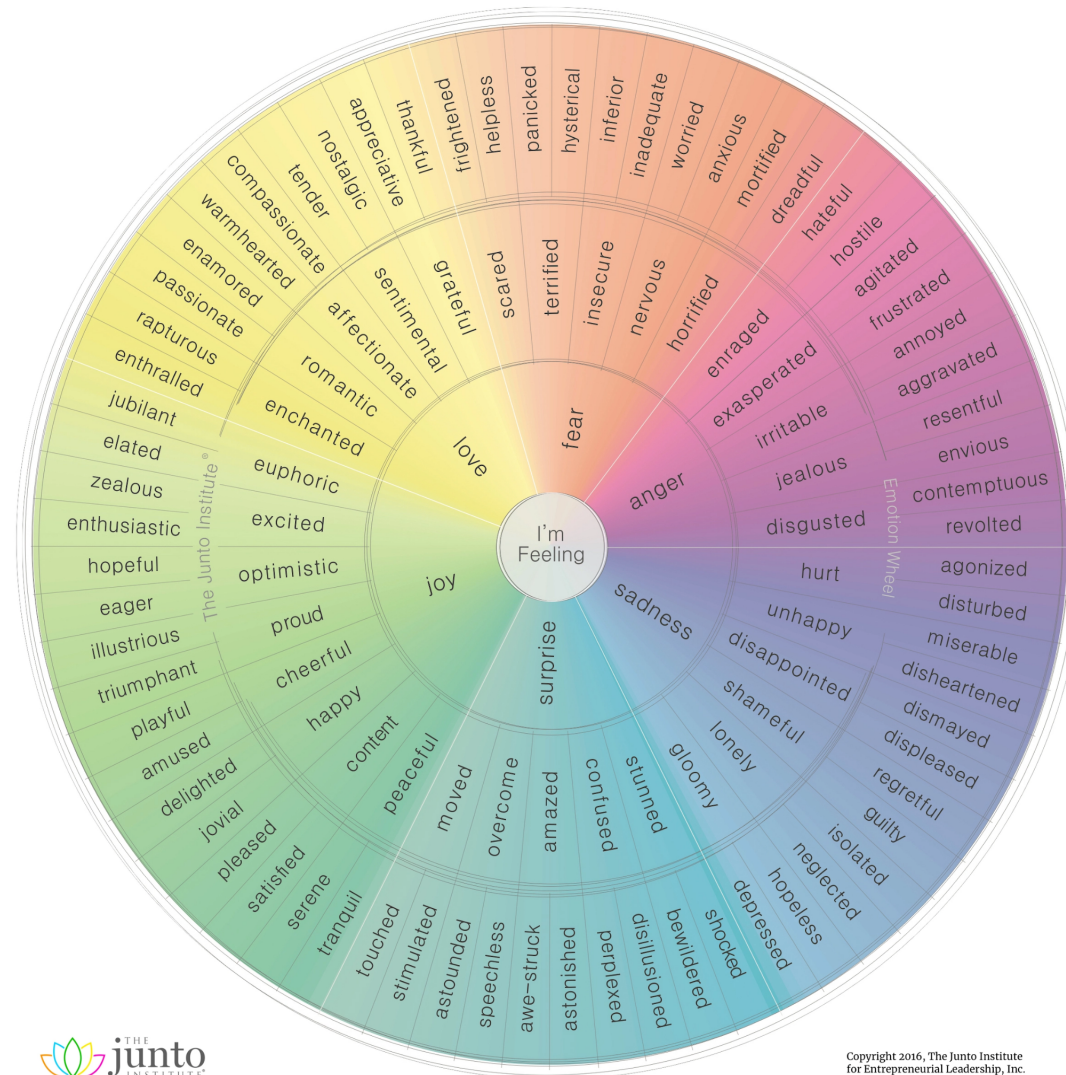


Create Messaging

All Decisions Are Based on Emotion

6 Basic Emotions

- Love
- Fear
- Anger
- Sadness
- Surprise
- Joy



Collateral Beauty

WE ARE HERE TO **CONNECT**. LIFE IS ABOUT **PEOPLE**.
ADVERTISING IS ABOUT **ILLUMINATING** HOW
OUR **PRODUCTS** AND **SERVICES** WILL **IMPROVE**
PEOPLE'S LIVES. NOW, HOW DO WE DO THAT? **LOVE**.
TIME. **DEATH**. NOW THESE THREE **ABSTRACTIONS**
CONNECT EVERY SINGLE **HUMAN BEING** ON
EARTH. EVERYTHING THAT WE **COVET**, EVERYTHING
THAT WE **FEAR** NOT HAVING, EVERYTHING THAT WE
ULTIMATELY END UP **BUYING** IS BECAUSE AT THE
END OF THE **DAY** WE LONG FOR LOVE, WE **WISH**
WE HAD MORE TIME, AND WE FEAR **DEATH**.

We long for love

We wish we had more time

We fear death

Emotional Triggers

Catfish for attention,
but not for product.
Churn is bad.

Emotion

Triggers

Actions

😍 Love

lust, attraction,
attachment

image in signature, gender, ethnicity, name,
emojis, flirty undertones

😱 Fear

threat of harm, real or
imagined

losing your job, underperforming

😡 Anger

judgement, rejection

inaccuracy in your role, losing out to frenemy
for a promotion, lack of an edge

😞 Sadness

loss, disappointment

loss of purpose, overworked, not enough
personal time, not enough time with family,
overwhelmed, overlooked

😲 Surprise

unexpected events

buy you a cup of coffee, a compliment, a
personal touch, a gift, a monetary reward,
transparency, authenticity

😄 Joy

trust, purpose,
positivity

more time, intentional, a compliment, kindness,
empathy, social proof

Social Proof

Leverage any and all social proof that builds trust with your audience. Be creative.

Types

Logos

VC

Founder Pedigree

Founder Domain Expertise

Association

Certification

Accolades

Grants & Awards

Industry Reports

ROI

Press

Content

Examples

Google, Amazon, Walmart, Cisco

backed by Mucker Capital

MIT, ex-Google

former CISO at HSBC

PGA, SAG, AFTRA, Academy of Motion Picture Arts and Sciences, The Recording Academy

Google Certified, Hubspot Certified, Salesforce Certified

Clio, James Beard, Webby, Peabody

Pulitzer, Nobel, A.M. Turing, NSF Grant

McKinsey, Bain, Deloitte, Bain, BCG, EY

case studies, testimonials

trusted/noteworthy publications, influencers, celebrity endorsement

best practice, how to guides, insights

Social Proof

| DAY | CHANNEL | TOOL | MESSAGE |
|-----|---------------|---|---|
| 1 | LI Add + Note | www.linkedhelper.com www.phantombuster.com | Hi [first name] - quick question, would you agree time is money? If so, shouldn't you get paid even when you're being marketed to? Get paid \$10 for reading this message. No joke. Ask me how you can get paid \$100-250 for discovering new software solutions. |
| 2 | E1 | gmass / hubspot / sendgrid | Hey [first name], I reached out to you yesterday on LinkedIn. So, I know this is a bit of a novel idea - but we've paid out over \$250,000 this past year to professionals just for evaluating new software. The idea is that we put a company's paid ad spend (Facebook, Google, LinkedIn Advertising Budgets) directly into your pockets. Afterall, they're basically trying to capture your attention through marketing (or a fancy word for manipulation). Instead of wasting it on non-effective ads, this way they get a conversation AND you get paid for learning something new. If they are solving a big problem and you find value in it, great! If not, just let them know why not. You get paid either way. This is making the marketing process super direct by aligning clear expectations from the beginning. Interested? |
| 3 | Ringless VM 1 | slybroadcast / kixie | Hey - this is Chris, I um, have been trying to reach you by email but thought I'd give you a ring. Would you mind giving me a call back at XXX-XXX-XXXX when you get a chance? Thanks. |
| 5 | LI 1 | www.linkedhelper.com or www.phantombuster.com | Hi [first name] - left a voicemail the other day. Would you be down to create a free account on LeadrPro in exchange for \$10? Will take you less than 2 mins. Hi [first name], following up on the below email. 2 mins to create a free account and I'll Venmo you \$10 (or I can also send by PayPal, CashApp, Zelle, or Gift Card) 😊 |
| 6 | E2 | gmass / hubspot / sendgrid | Hey [first name], I reached out to you yesterday on LinkedIn. So, I know this is a bit of a novel idea - but we've paid out over \$250,000 this past year to professionals just for evaluating new software. The idea is that we put a company's paid ad spend (Facebook, Google, LinkedIn Advertising Budgets) directly into your pockets. Afterall, they're basically trying to capture your attention through marketing (or a fancy word for manipulation). Instead of wasting it on non-effective ads, this way they get a conversation AND you get paid for learning something new. If they are solving a big problem and you find value in it, great! If not, just let them know why not. You get paid either way. This is making the marketing process super direct by aligning clear expectations from the beginning. Interested? |
| 8 | Ringless VM 2 | slybroadcast / kixie | Hey - this is Chris again. I don't mean to keep bothering you. Could you give me a call back at XXX-XXX-XXXX when you get a chance? [first name] - I'm guessing from the radio silence that you are super busy at the moment or not interested in getting paid for your time. So I promise to remove you from any future outreach and never bother you again if you can just email me back using one of the pre-written responses below: a) i don't want to get paid \$100-250 for my time by marketers b) i'm interested, but circle back in 3 months c) i prefer to continue to receive SPAM and keep things the same d) i don't have time to try something new e) other |
| 8 | E3 | gmass / hubspot / sendgrid | Last attempt here, would you please just respond back w/ one of the pre-written responses as to why you're not interested? 🙏 a) i don't want to get paid \$100-250 for my time by marketers b) i'm interested, but circle back in 3 months c) i prefer to continue to receive SPAM and keep things the same d) i don't have time to try something new e) other |
| 10 | LI 2 | www.linkedhelper.com or www.phantombuster.com | |



Scheduling

Social Proof

| Channel | Outreach Automation Tool(s) |
|----------------------|-----------------------------|
| SMS | Textmagic |
| Ringless VM | Slybroadcast |
| Cold Call | Kixie |
| Email | Sendgrid, Mailjet, GMass |
| Retargeting via Paid | LinkedIn, Meta |
| Direct Mail | Lob |
| Direct Message | PhantomBuster |



LeadrPro

Tracking

Sample Tracking

| Date | Language | Opened | Open % | Response | Response % | MQL | MQL % | SQL | SQL % | Objection | Objection % |
|------|---------------|--------|--------|----------|------------|-----|-------|-----|-------|-----------|-------------|
| 7/20 | LI Add + Note | | | 5 | 5% | 3 | 60% | 3 | 100% | 2 | 40% |
| 7/21 | E1 | 65 | 33% | 8 | 12% | 6 | 75% | 5 | 83% | 2 | 25% |
| 7/22 | Ringless VM 1 | | | 5 | 5% | 3 | 60% | 2 | 67% | 2 | 40% |
| 7/24 | LI 1 | | | 10 | 10% | 8 | 80% | 7 | 88% | 2 | 20% |
| 7/25 | E2 | 56 | 33% | 8 | 5% | 7 | 88% | 6 | 86% | 1 | 13% |
| 7/27 | Ringless VM 2 | | | 5 | 6% | 4 | 80% | 3 | 75% | 1 | 20% |
| 7/27 | E3 | 44 | 28% | 7 | 4% | 6 | 86% | 5 | 83% | 1 | 14% |
| 7/29 | LI 1 | | | 10 | 11% | 8 | 80% | 7 | 88% | 2 | 20% |

| TOTAL COHORT 1 | | | | | | | | | | | |
|----------------|------------|-----|-------|-----|-------|-----------|-------------|-----|--|--|--|
| Response | Response % | MQL | MQL % | SQL | SQL % | Objection | Objection % | | | | |
| 200 | 58 | 29% | 45 | 78% | 38 | 84% | 13 | 22% | | | |

Increase MQL to SQL

You have a 2 hour window before an MQL goes from an 80% to 30% chance of booking.

- 7-8 touches within 2 hours (SMS, Email, LinkedIn, Cold Call)
- Don't use self-schedule. Ask for 3 possible dates/times.



After 1 year ...

| | Length (in weeks) | Contacts | Responses |
|------------|-------------------|-----------|-----------|
| Sequence 1 | 10 | 10,000 | 580 |
| Sequence 2 | 10 | 9,420 | 620 |
| Sequence 3 | 10 | 8,800 | 451 |
| Sequence 4 | 10 | 8,349 | 751 |
| Sequence 5 | 10 | 7,598 | 671 |
| | | | |
| | 50 weeks | 6,927 | 3073 |
| | | Remaining | 31% |

| SQLs | Closed Won | Closed Lost | Total Objections |
|------|-----------------|-------------|------------------|
| 307 | 102 | 205 | 273 |
| 377 | 288 | 89 | 243 |
| 288 | 103 | 185 | 163 |
| 301 | 159 | 142 | 450 |
| 321 | 188 | 133 | 350 |
| | | | |
| 1594 | 840 | 754 | 1479 |
| 52% | 53% | 47% | 48% |
| | Close Rate | | |
| | 40.59% | | |
| | 4059 | | |
| | True SOM | | |

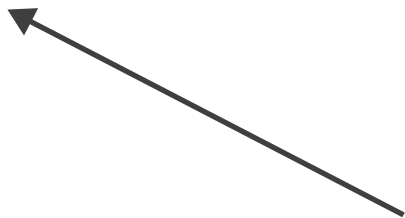
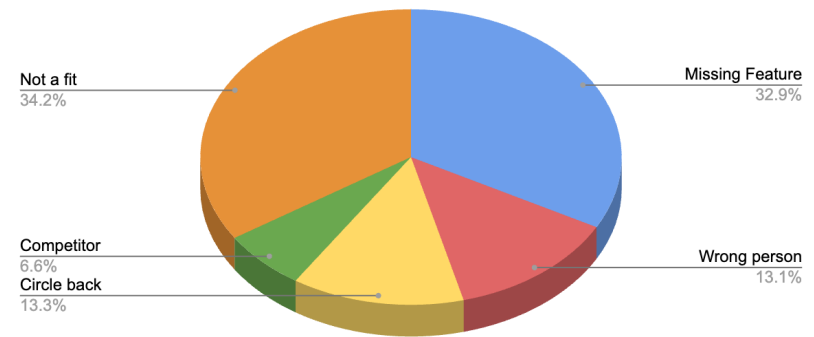
True SOM is based on Closed Won + Circle Back



Increase MQL to SQL

| Objection 1 | Objection 2 | Objection 3 | Objection 4 | Objection 5 |
|------------------------|--------------|-------------|-------------|-------------|
| 71 | 41 | 44 | 12 | 105 |
| 88 | 33 | 45 | 23 | 54 |
| 66 | 28 | 33 | 10 | 26 |
| 154 | 50 | 44 | 22 | 180 |
| 107 | 42 | 30 | 30 | 141 |
| 486 | 194 | 196 | 97 | 506 |
| 33% | 13% | 13% | 7% | 34% |
| Missing Feature | Wrong person | Circle back | Competitor | Not a fit |

Objection Tracking

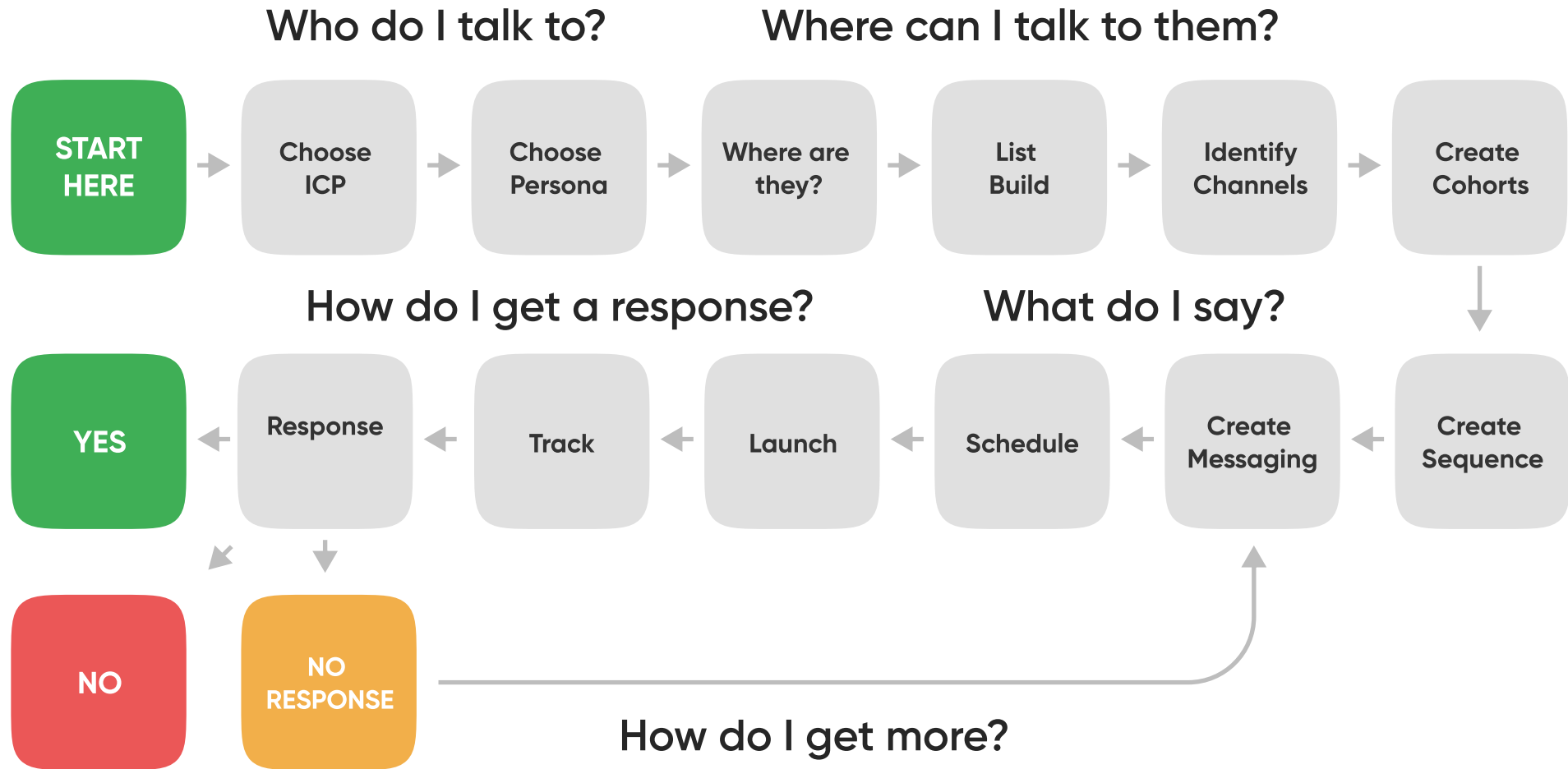


Can help prioritize product roadmap



Summary

The Roadmap





Additional Tips, Tricks, and Hacks

Surveys

2. Post into forums and groups



State of SaaS Industry Report

Sponsored by PodSaas

Watch Now: www.youtube.com/c/podsaas

PodSaas humanizes the SaaS space and puts a face to what has traditionally been a faceless industry - the good, the bad and the ugly. We bring you into the personal

- 1. Questions
- Profile
- Pain point (scale)
- Conversion

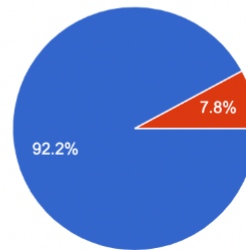
How many SaaS (software) subscriptions would you estimate (in total) across all departments (ie. IT, Finance, HR, Marketing etc)?

- Less than 4
- 4-12
- More than 12

Questions Responses **1,357** Settings

Cloud & SaaS Startups
Chris Sheng · You
2w ·

Would you want exclusive access to a platform that provided the following?
1,275 responses



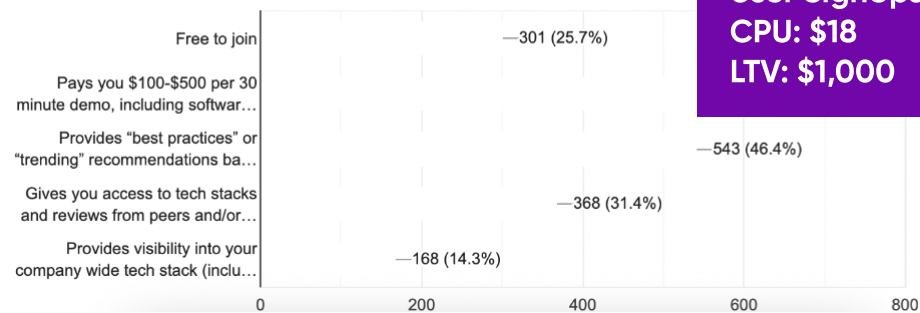
● Yes
● No

hey starbucks lovers! i've got a \$5 gift card with your name on it. just need some help completing a 30 second survey on the "state of saas" for the PodSaas podcast. thanks for your help:



3. The Math
Paid: \$6,375
MQLs: 1,176
Conv @ 30%
User SignUps: 353
CPU: \$18
LTV: \$1,000

Which value(s) do you find the most appealing (choose all that apply)?
1,171 responses



Content (be a thought leader)



PodSaas

Putting the Saas in Sassy

Gong.io and Hubspot both do a great job



PodSaas
4.15K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS

Uploads



S1E28: The One with Dave Blake of ClientSuccess

5.6K views • 2 weeks ago

S1E27: The One Camela Thompson of CaliberMind

5.4K views • 3 weeks ago

S1E26: The One with Regina Ye of Topsort

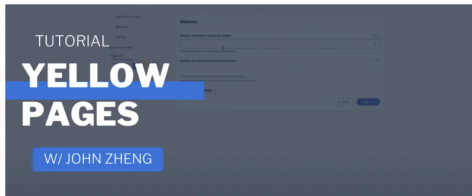
5.3K views • 1 month ago



S1E23: The One with Prateek Chakravarty of Zinier

S1E22: The One with Abhijeet Vijayvergiya of Nektar

S1E21: The One with Jonathan Aizen of Amitree



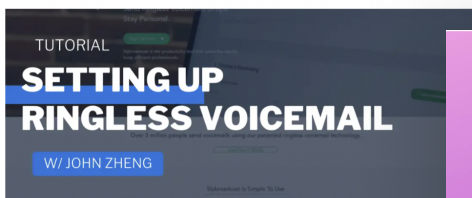
TUTORIAL
YELLOW PAGES
W/ JOHN ZHENG

Tutorial : Yellow Pages

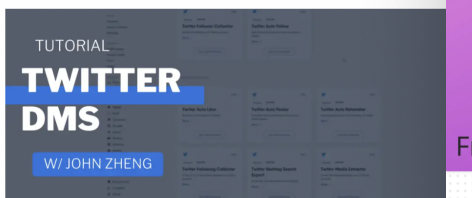
By Chris Sheng, August 18th, 2022

Learn how to how to export search results from Yellow Pages using PhantomBuster

[Read more >](#)



TUTORIAL
SETTING UP RINGLESS VOICEMAIL
W/ JOHN ZHENG



TUTORIAL
TWITTER DMS
W/ JOHN ZHENG



LeadrPro

MuckerCapital

#LATechWeek: Stay Scrappy & Scale

Get actionable tips, tricks, and hacks.

Friday, August 19th | 12-2PM PST

AUG

19

Friday

THIS IS YOUR EVENT — [Manage Event](#)

Stay Scrappy & Scale

Fri, Aug 19, 12:00 PM - 2:00 PM PDT
Philly's City Center, Washington, DC, Mexico, CA 94104, USA

Content (be a thought leader)

1-2x per month to whole database

1. Thought leadership
2. Client corner (case studies)
3. New product features/updates
4. CTA

The image shows a screenshot of a LeadrPro newsletter email. At the top, the LeadrPro logo is on the left and the date "August 19, 2022" is on the right. The main content is divided into four sections:

- PodSaas:** A video thumbnail featuring two men, with the text "PodSaas Putting the Saas in Sassy" and "SIE: MIKE MARMO, CURBWASTE". Below the thumbnail, the text reads: "This week on PodSaaS Mike Marmo of Curbwaste In our very first episode Chris Sheng sits down with Michael Marmo of Curbwaste to talk about SaaS for waste management, Mike's professional baseball career, and living his formative years in a small Italian town."
- Tutorial:** A purple box with the text "Tutorial" and "HOW TO USE WEB SCRAPER" by "W/ JOHN ZHENG". It includes a small screenshot of a web scraper interface.
- New Client Corner:** A purple box with the text "New Client Corner" and the "Marchex" logo.
- New Gmail Extension:** A purple box with the text "New Gmail Extension: Make Money from Your SPAM" and a screenshot of a Gmail inbox showing a LeadrPro email. A callout bubble says "Over 50% less spam in your inbox!".

At the bottom left, there is a section titled "Get paid to discover new software" with a list of software products and their prices:

| Product | Price |
|---------|-------|
| Asana | \$250 |
| Asana | \$250 |
| Asana | \$100 |
| Asana | \$100 |
| Asana | \$100 |

The URL "www.leadrpro.com" is displayed at the bottom center.

Contact us



LeadrPro

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<https://www.linkedin.com/in/csheng/>