



COPYWRITING

for successful LinkedIn and Email Outreach campaigns

Outreach Is Tougher Than Ever



*The market is sceptical and numb, tools are getting harder with their restrictions, and the barrier to entry is low - **so what can you do?***

Outreach often gets a bad rap, and it's easy to see why. It can test your patience when you're bombarded with countless DMs and cold emails. Everyone has been there —the struggle of wanting to connect without coming off as spammy or irritating. That fear of an annoyed reply can be paralyzing.

However, outreach is the fastest of the cost-effective options out there to generate new sales. And new sales are the lifeblood of businesses.

Cold outreach is the often-overlooked ingredient that can drive growth.

While creating content is valuable for attracting customers, relying on it alone can leave untapped opportunities on the table. It's easy to fall for this, spending hours a day thinking up videos and posts - thinking that more content is the answer.

Relying solely on content for revenue can be unpredictable, often requiring months of consistent exposure before prospects take action.

The reality is, time and again, we've found that while content is excellent for building personal brand equity, it doesn't generate leads and sales nearly as quickly as consistent, effective cold outreach. **So why not have the best of both worlds?**

Cold outreach, done right, is about proactively engaging with your market. It's opening the door for them and letting them know that you're willing to help. It's developing a process that will put conversations on the calendar, every week.

It's all about The Message

The thing about cold outreach is that, no matter the platform—whether it's Email, LinkedIn, or any other platform—the messaging matters. How you craft your outbound message will determine if your strategy succeeds or becomes an annoyance to your audience.

Over the years, we've identified five key elements that should be at the heart of any effective message. These foundations are drawn from the best sales, marketing, and copywriting books and tested in the real world.

The key is to keep things simple and stick to these proven fundamentals. By fusing the **classic frameworks** such as:

AIDA

(Attention, Interest, Desire, Action)

PAS

(Problem, Agitation, Solution)

You can make sure your messages truly resonate. When you master these five elements and apply them to your outreach, your messages will stand out and grab your prospects' attention.

Let's dive in.



#1 NICHE

*You can't be everything to everyone, you just can't. From my experience, **targeting everyone** with a general offering dilutes your message so much that it ends up **resonating with no one**.*

For effective outreach, starting with a niche is crucial. Everyone hates this part, even me, it's very boring. **HOWEVER,**

Niche-focused messaging is key because we've consistently see a big difference between those who have a well-defined niche and those who don't.

Regardless of your customer's industry, size, seniority level, or location, it's important to define your Ideal Client Profile (ICP). Without a clear niche in your messaging, you won't attract any interest in the first place.

When crafting your messaging, make sure it's centered around your ICP and is specific. This targeted approach will make your outreach far more effective.

You need to **reach the right person** with the right problem at the right time with the right solution. Finding that person means answering a bunch of questions about them:

- Who needs your services?
- What sort of client are you capable of serving?
- What sort of problem are they facing?
- Why can't they resolve it themselves?
- What sort of solutions are they likely to pay for?
- What makes you the obvious solution?



#1 NICHE

Identify common characteristics, qualities, and patterns and then drill down into that one segment and define it completely.

- What industry are they in?

- What's the company size?

- What is their job title?

- What role or job title at your target company choose to buy from you?

- Day-to-day duties

- What challenges do they face?

- How do they make buying decisions?

- How does your solution impact their day-to-day?



#2 PAIN POINT

This is the most important part, the meat of your message. **The hook.**

Let's be real—people don't buy from you because everything in their life is perfect. They buy to solve a problem or relieve discomfort. Your product or service helps them move from an undesirable state to a better one.

Why Do People Buy Things? People don't buy features; they buy outcomes and certainty. They want to go from a problem to a solution. The specifics of how you deliver that solution aren't as important to them as the result you provide. They just need to know it works.

If you don't address your clients' pain points, your offer might not seem valuable to them. When creating your message, focus on a specific challenge your audience is facing.

The Issue

Too often, people get caught up in technical jargon and vague benefits instead of highlighting the transformation and outcomes that matter to their audience. The market is interested in solving their immediate challenges.

To connect with your market, spotlight the exact problems you're solving. Focus on one key challenge—let's call it the "**X challenge**"—that your target audience is struggling with.

Clearly explain this challenge and why it's a big deal. This helps grab their attention and shows the real value of your product or service.

How to Do This

First, remember that you need to Hook them in. You have 2-3 seconds to catch their attention. Start with a short, eye-catching hook.

To make your hook more effective, use a technique called a **PATTERN INTERRUPT**. This strategy involves presenting information in a fresh and unexpected way, which stimulates the brain's ventral tegmental area (VTA). The VTA is a part of the brain that responds to novelty and releases dopamine, a chemical associated with pleasure and reward.



#2 PAIN POINT

How?

- A** Highlight the Challenge: Focus on the specific "X challenge" your audience is facing.
- B** Provide Details: Explain why this challenge is a problem and how it affects them.
- C** Show Consequences: Illustrate the costs or issues associated with not addressing the challenge.

Examples to Engage THEM:

- Relevance and Relatability:** Ensure your message resonates with the prospect. Being relatable means addressing their specific concerns and needs.
- Build Instant Rapport:** Craft your message to create an immediate connection by focusing on solving the prospect's problems. The goal is to keep them reading line after line.
- Storytelling:** stories create a connection from the bat as people can relate to them. Share a brief, captivating story that ties into your message and grabs attention.
- Creative Opening:** Start with a bold statement or a unique observation to make an impact.
- Humor:** Use light humor to engage the reader and leave a positive impression.
- Unconventional Formatting:** Break up the text with short sentences or other formatting techniques to make your message more engaging.
- Contrast/Contradiction:** Introduce a surprising contrast to spark curiosity and make your message stand out.

REMEMBER TO

- Avoid Jargon/Buzzwords:** Keep your language simple and clear.
- Keep It Concise:** Be brief and to the point to maintain interest.
- Inject Personality:** Use relatable stories, informal language, or humor to make your message more engaging.

#3 SOLUTION

Once you've **outlined the problem** in your outreach message, it's time to shift to the solution. The goal here is to **capture interest** with a compelling offer. Merely mirroring your competitors' pitches won't cut it.

- ✓ **Focus on Outcomes and Benefits:** What are you delivering to your customers? If your initial thought was about offering your expertise, or a superior product/service, you're missing the point. These are features, not benefits. While a high-quality service are important, your customers care more about the tangible value you provide to them.
- ✓ **Articulate Your Real Value:** For your outreach to be effective, it needs to intrigue your prospects and differentiate you from the competition. Don't just repeat what others are saying; highlight the specific results and outcomes you deliver. This means presenting clear, specific benefits that blend logical and emotional appeals.
- ✓ **Be Specific and Unique:** Clearly show what you do and the specific results your clients can expect—show them the 'dream outcome.' Avoid generic statements and instead, spotlight what sets you apart. Explain how your product or service directly benefits the customer. Make these benefits tangible and easy to envision. Illustrate the positive change they will experience.
- ✓ **Spark Curiosity:** Go beyond simple explanations. Showcase the real benefits that will make them eager to learn more. Generate interest with compelling, unique points that resonate with their needs.

Have them react like this:

- ✓ **Stand Out in the Inbox:** Offer something memorable and distinctive. Whether it's a unique feature, a personal touch, or a creative angle, make sure your message stands out and captures attention.





#3 SOLUTION

Putting it into practice. Instead of saying: *"We help x to grow their business by X"* Say:

WE HELP < NICHE > STRUGGLING WITH
<PAIN POINT > DUE TO < CHALLENGE/ROAD
BLOCK> BY PUTTING < SOLUTION> IN PLACE TO
ACHIEVE < OUTCOME > BY <X% IN X
TIMEFRAME>. ELIMINATING < STRUGGLE > WITH
<CURRENT PROBLEM> WHILE ENABLE THEM TO
< ACHIEVE WORTHY FUTUREDESIRED
OUTCOME>

This is the difference between a benefit-focused and a **feature-focused approach**.

	<p>We help businesses grow by improving processes</p>
	<p>We help small business owners reduce overhead costs by 25% in 3 months, saving time and money</p>

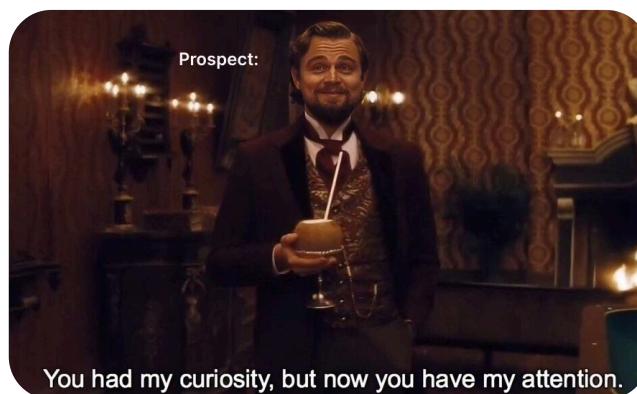
#4 CREDIBILITY

A strong form of social proof builds trust. Is used to prove that your claims are true. It proves the cause-effect relationship between your solution and the customer's positive outcome. Without evidence, the market is less likely to believe your claims and the lower the lead to opportunity will be.

In an era flooded with information and choices, people are naturally sceptical about where they invest their time and money.

Credibility through **testimonials, positive reviews, success stories, or endorsements from influencers, acts as a powerful validation of your product or service.** This validation humanises you, making it relatable and trustworthy.

It also acts as a persuader, influencing decision-making and transforming your copy into an authentic one.



When people see **others benefiting** from a product or service, they are more likely to **engage, creating a self-reinforcing cycle** that makes it one of the most effective forms of marketing.

How to include it in your copy:

- Name-drop the companies you've worked with.
- Add success metrics/stats on what customers achieved.
- Invite them to see the social proof on your website.
- People want to work with credible companies that have a track record.

#5 Compelling CTA

Crafting a strong call to action (CTA) is key to your outreach. Think of it as the bridge that ties everything together. Take the time to plan it well. Your CTA should be crystal clear and centred on one specific action to increase the likelihood of your prospect following through.

The CTA should be:

- Clear
- Easy to understand
- Not overcomplicated
- Only be ONE ask



Have a CTA that erodes that scepticism such as:

- "Simple walkthrough on how you can do X by doing X"
- "An action plan to show how X will get the results"
- "Review market opportunity and how it can you with X?"
- "Brief 30-minute conversation to show the right strategies to take advantage of X"
- "Short product tour to show how it can solve X problem"

Change the whole positioning to be valuable for the prospect by making it about them.

- Where are the value drivers?
- Why should they show up for the call?
- Are you going to teach them something?
- Are you gonna give them access to exclusive insights?

THOSE ARE THE 5 STEPS of the core of a killer outreach message BUT doesn't stop there.

These are the areas you have to have in place too for it to work for you:

THE MONEY IS IN THE FOLLOW-UP

Skipping this step means missing out on opportunities and leaving money on the table.

Messages fly by and people's focus is short, the real money comes from following up. A prospect may miss your first message due to crowded inboxes, short attention spans, bad timing, or spam filters. Technical glitches can prevent delivery, and even if the message is seen, it might not be understood. Follow-ups are essential to increase visibility, clarify intent, and ensure your message is not overlooked or forgotten.

Avoid bland follow-up messages like "thoughts?" or "checking in. . ."
"They don't cut it. Instead, here are five effective strategies you can use:

- Don't let your initial message go to waste—rewrite it and send it again.
- Grab attention with a different opening line or subject.
- Add a touch of humour to your follow-up—memes and jokes can work wonders.
- Limit yourself to 2-3 follow-ups max; being overly persistent can backfire. If you still don't get a response, give it a break and try again in a month.

Skip the generic **"just bumping my previous email"** and try something more engaging instead. Relevant follow-ups and sneak peaks are the best ways to approach this.

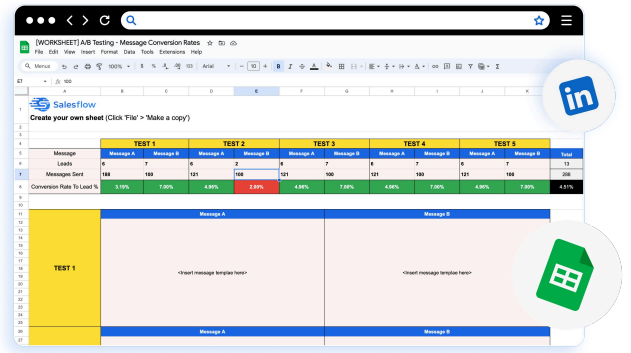


HOW TO MEASURE SUCCESS

Two ways to increase prospecting results: **Increase the volume** or **increase the conversion rate**.

Doing both in tandem is where the real magic happens. But the hardest out of the two is the Conversion Rate. This requires a little bit of creativity and a lot of testing and measuring.

A **3% Conversion rate** is the magic number. If **3 out of 100** people turn into a conversation, you're not far away from a successful campaign.



	TEST 1	TEST 2	TEST 3	TEST 4	TEST 5	
Message	Message 1	Message 2	Message 3	Message 4	Message 5	Lead
Leads	4	3	2	4	5	13
Messages Sent	188	188	121	188	121	208
Conversion Rate to Lead %	2.13%	1.60%	1.65%	2.13%	4.13%	6.25%

Below the table, there are two columns labeled 'Message A' and 'Message B', each containing a 'TEST 1' section with a placeholder for a message template.

Let's break the 3% down quickly with this example:

- ✓ 7000 contacts
- ✓ 221 leads
- ✓ 8 clients
- ✓ Average order value \$5,000
- ✓ \$40,000 new revenue

This shows the power of the **3%** and **the compound effect**. The key is consistently testing messaging copy. Use [this doc](#) to test and measure my messaging copy.

A 3% conversion rate is all it takes for a successful cold outreach campaign—it compounds over time to drive significant revenue growth. Yet, many get under 1% conversion because they focus on volume over quality, burning through prospects and wasting time.

The real problem with low conversion rates is the **opportunity cost**. A poor message not only fails to convert but also damages your reputation, making future engagement unlikely. The goal is to make a strong impression so that even if prospects aren't ready now, they remember and respect your outreach.

PUTTING IT TOGETHER

There you have it, it all it boils down to this:

- Niche
- Pain point
- Solution
- Evidence
- CTA

A Following up

B 3% Conversion rate is all you need

Here's an example, for the market's sake. Do not copy it.

Quick tips for crafting outreach messages

DO:

- Keep messages as brief as possible**, stripping out all unnecessary words and phrases in a ruthless final edit.
- Use casual, human language.** Stick with a conversational tone e.g., we're instead of we are). People connect with people, not corporate robots.
- Focus on one call to action.** Ask them to do one thing, not three. Choose your priority—subscribe, schedule a call, or attend your event—but not all at once.
- Experiment with formats.** People respond to different formats, so mix it up. Start with a casual message to build rapport, then follow up later with a targeted outreach. This approach feels more authentic and increases your chances of a response.

Quick tips for crafting outreach messages

Don'ts

- ❑ **Overdo the jargon.** Trying to sound overly professional can make you come off as distant and out of touch. Speak clearly and avoid corporate lingo.
- ❑ **Stuff your message with links and attachments.** This screams "spam" and can be a major turnoff.
- ❑ **Bombard with content.** Sending your latest article or video unprompted isn't helpful. If they want it, they'll find it. Plus, people don't have time for unsolicited content.
- ❑ **Fake it.** Don't say you've researched their company or read their content if you haven't—it's a fast way to lose trust.

There you have it

Combining a few proven copywriting techniques with a solid marketing strategy can help make the most out of your cold outreach. It's simple, but that doesn't mean it's easy. Like anything worthwhile, it takes consistency, patience, and persistence. Hearing **"no"** more often than **"yes"** is normal—but that's just part of the process.

Remember the **3% is the number to aim for**. Even if 97% of your outreach isn't immediately successful, there's still plenty of opportunities. Only a **small part** of your market **is ready to engage** right away. However, great messaging can leave a positive impression and first impressions matter and can lead to opening the door for future conversations.

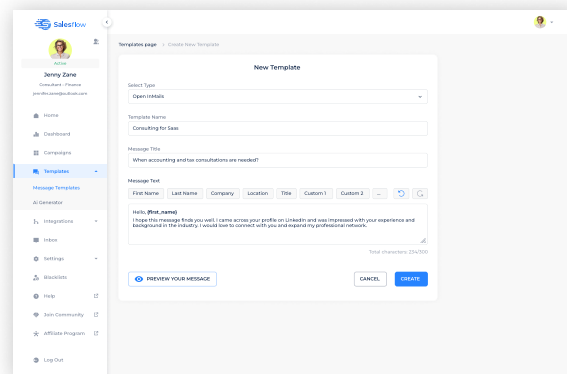
Above all, reaching out with genuine value is a meaningful effort. This commitment to your audience sets you apart in a crowded market.

Put this into practice

Create your templates, save them on Salesflow and run outreach campaigns on scale. Then connect effortlessly, drive engagement, and convert prospects into customers using Salesflow.

Trusted by 10,000+ users across all sizes and industries

[Try for free - no card required](#)

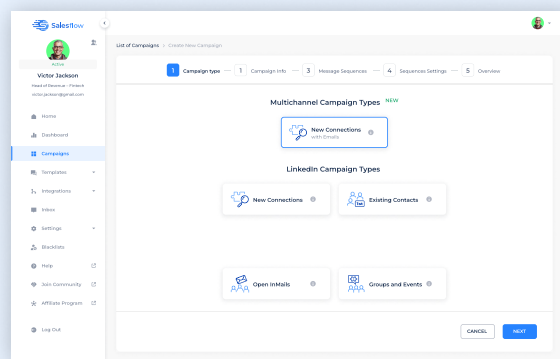


Leave the Outreach Grind Behind

Outreach shouldn't feel like a constant **uphill battle**. From juggling the right channels to building lead lists, crafting compelling copy, and tracking results—it's a lot to manage.

After nearly a decade in the outreach game, we get it. Your goal is simple: **secure more calls without the headaches**. Here's what might be holding you back:

- Low Engagement:** Struggling with low connection and reply rates in your cold messaging campaigns.
- Time-Consuming Processes:** Wasting hours on unproductive tasks instead of focusing on strategy.
- Onboarding Challenges:** Unsure how to effectively launch and manage your outreach campaigns.
- Account Restrictions:** Constantly worrying about potential LinkedIn limitations or bans.



What you need is a **seamless solution**: a unified outbound platform that combines LinkedIn, email outreach, and reporting—all in one place. Let's make outreach effortless.

[Try for free - no card required](#)