



01

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**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

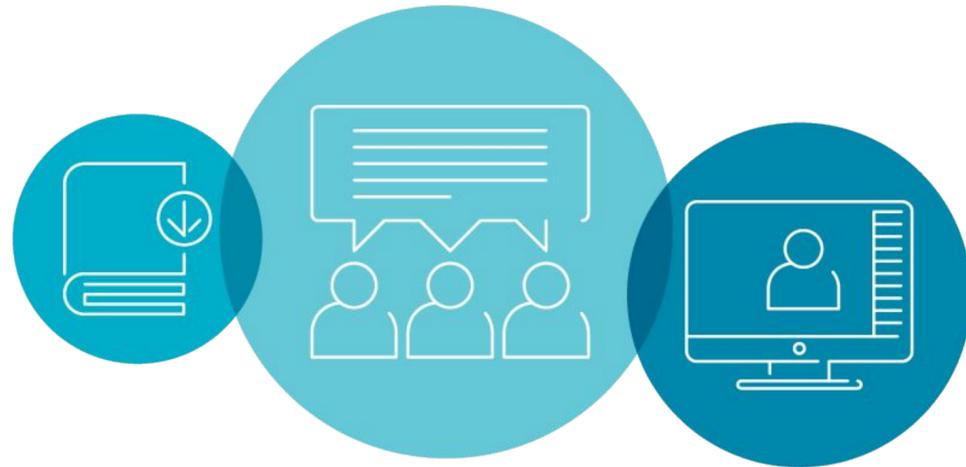
Posts

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.

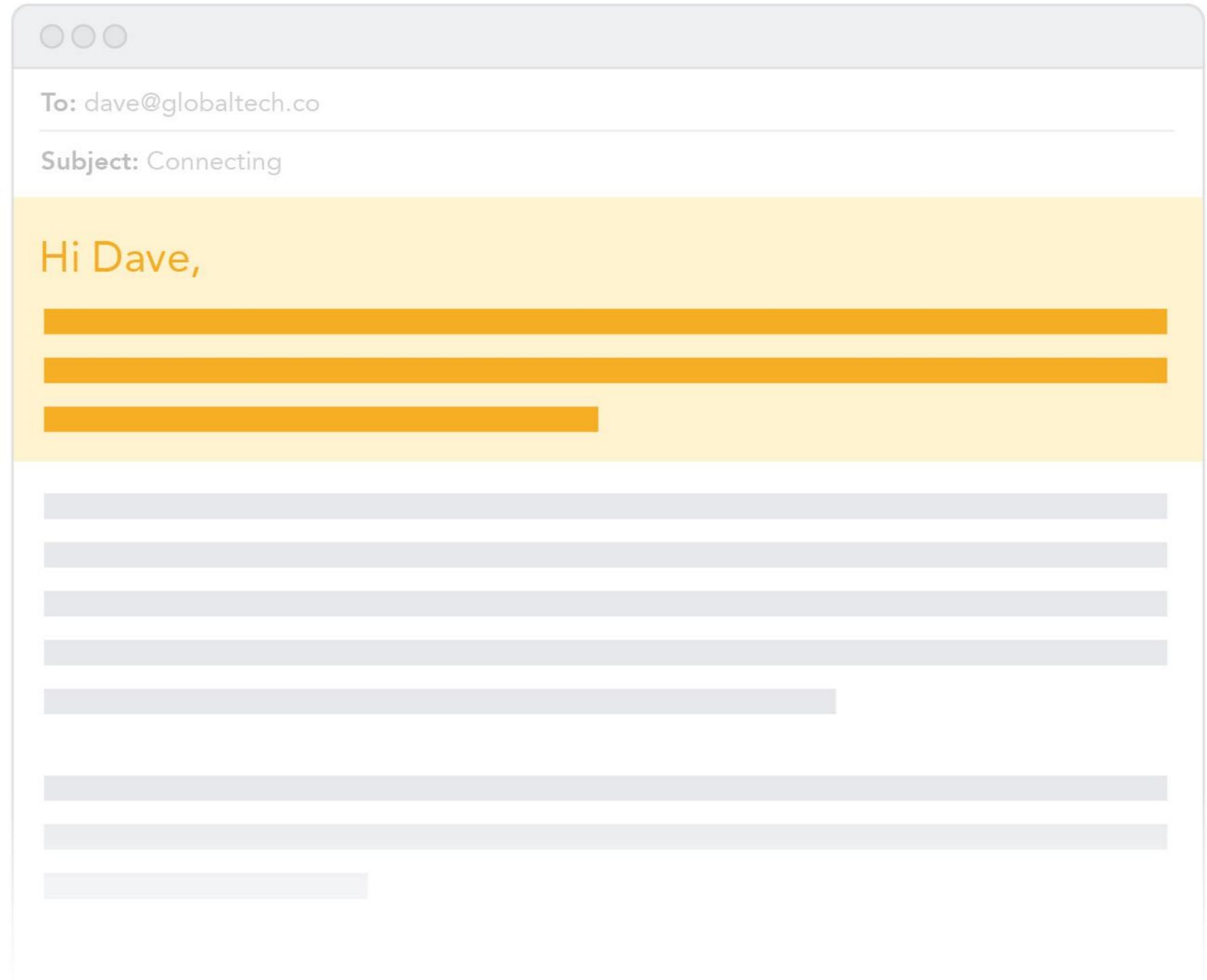
## RULE: 9

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

# HOW TO STRUCTURE AN EMAIL

## Premise

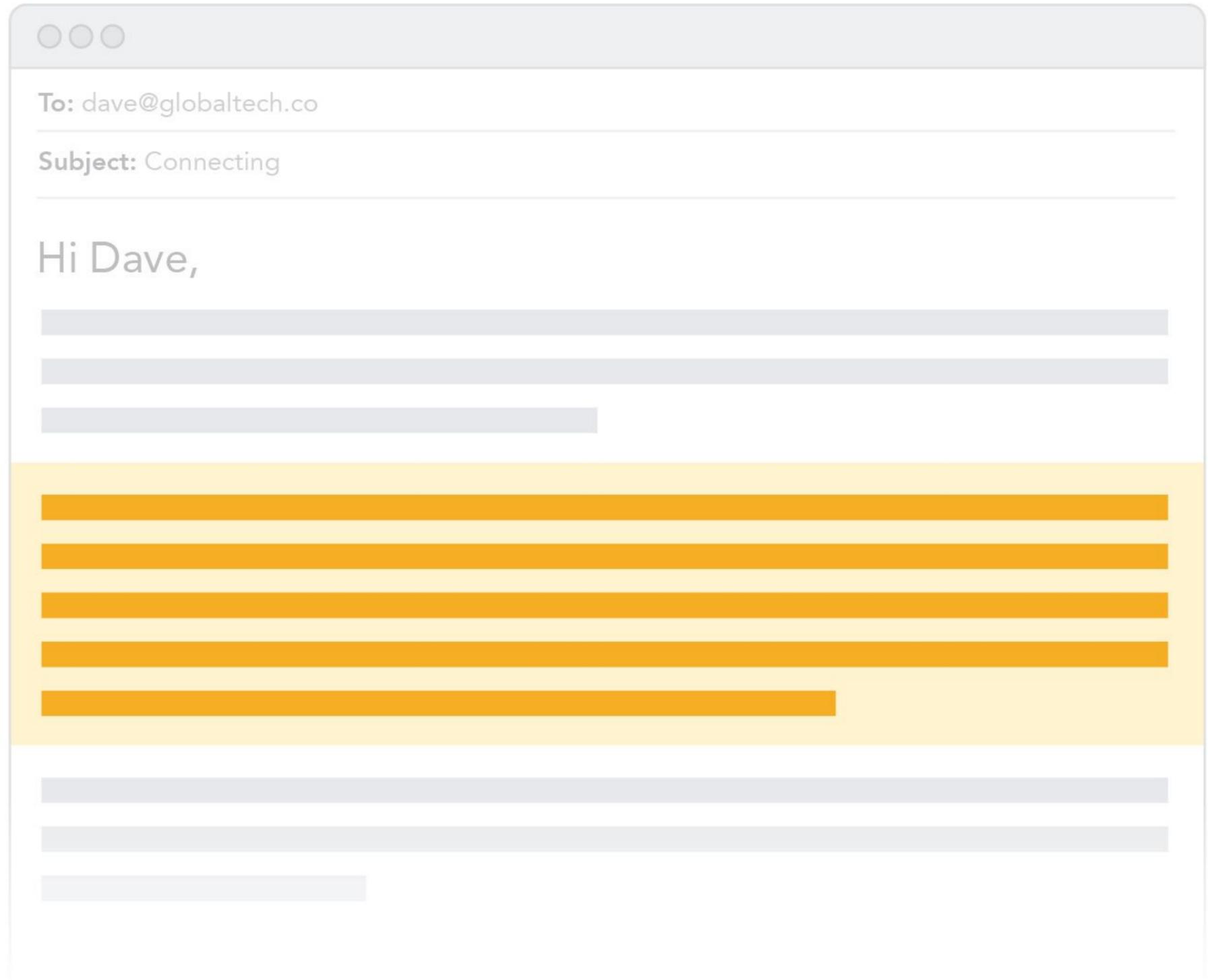
What about the prospect or their company triggered your outreach? (The reason for my email is....)



# HOW TO STRUCTURE AN EMAIL

## Body

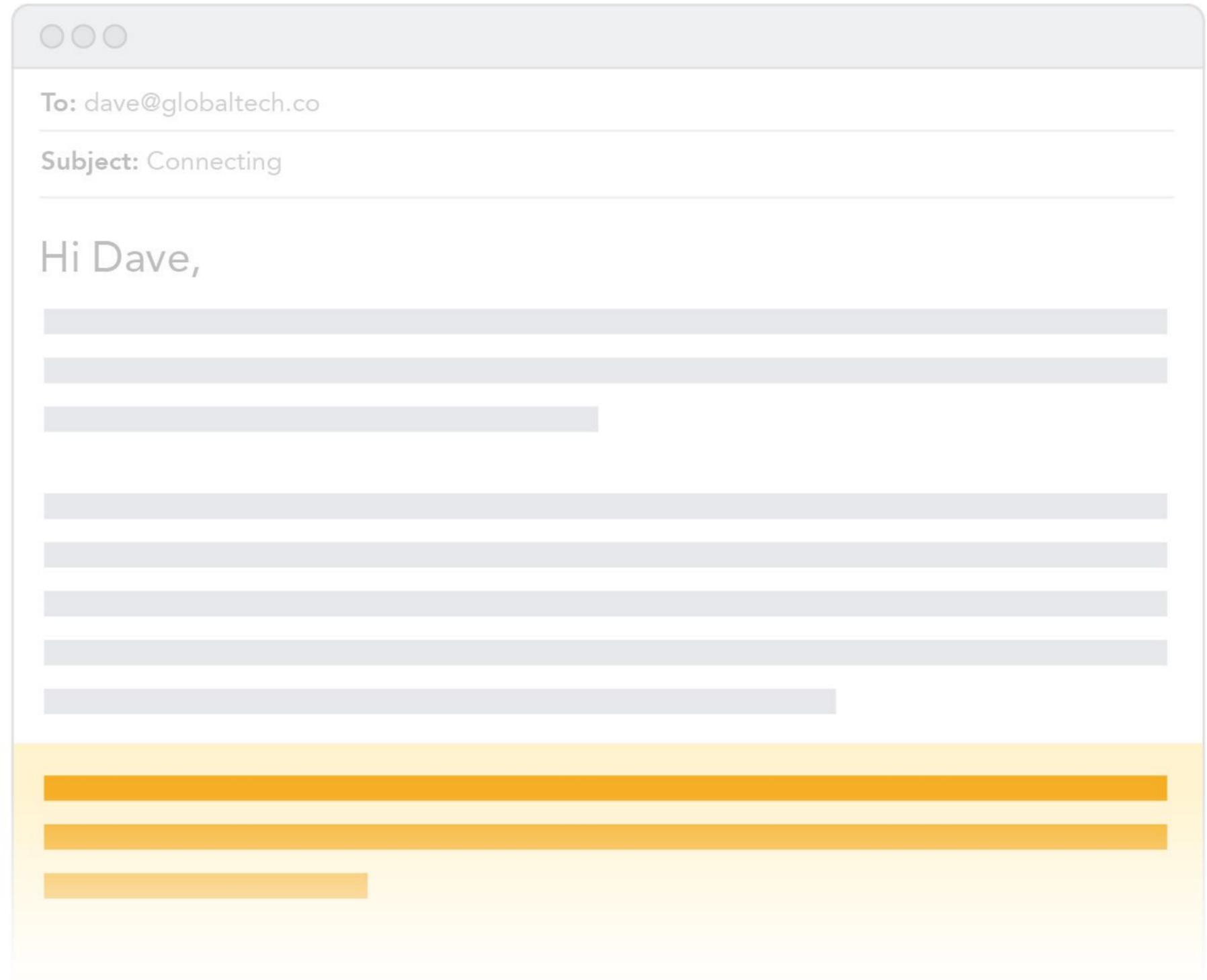
Mapping your company's value prop to the premise of your outreach



# 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

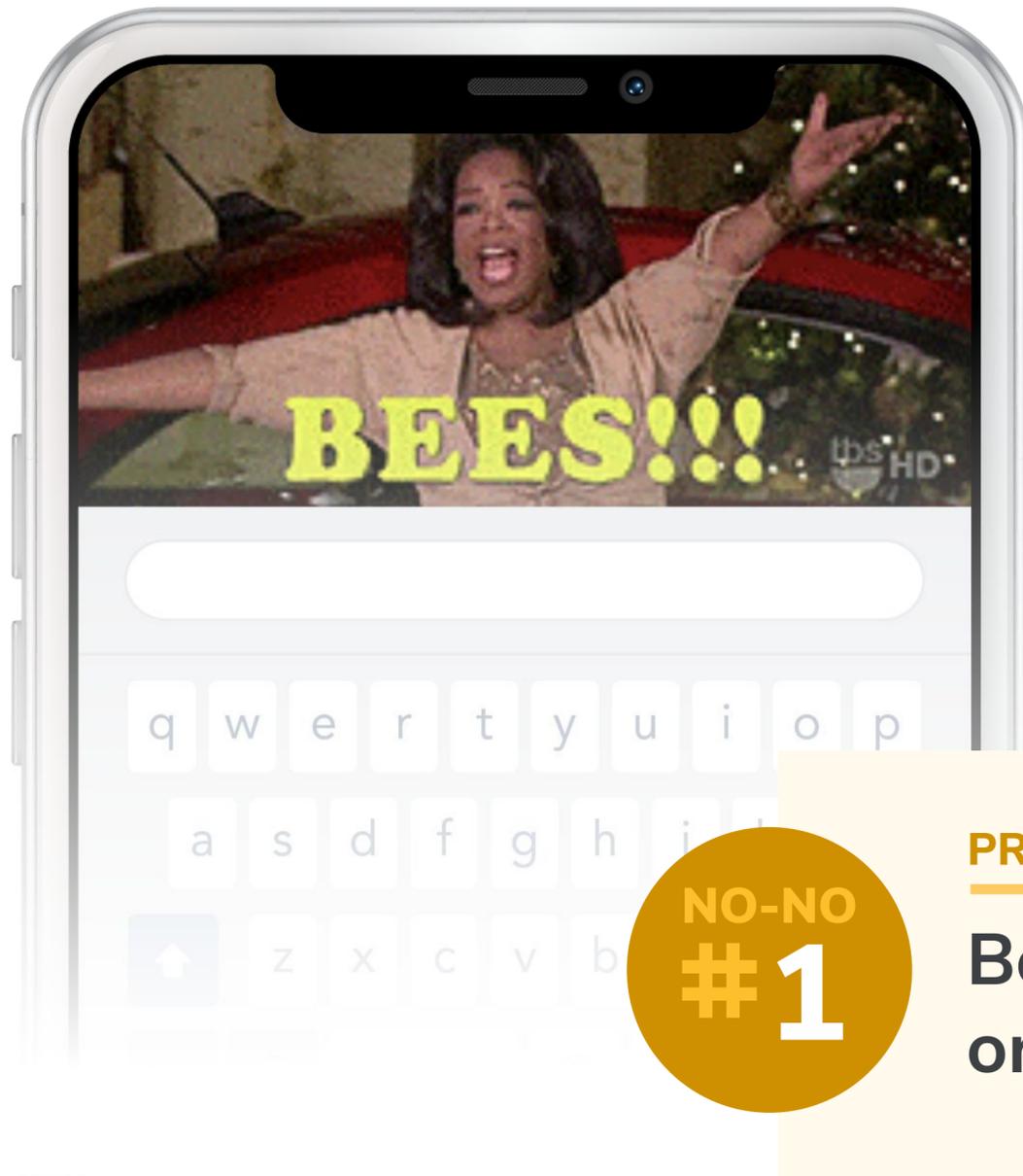
7

## 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

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## 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...

<b>Pain 1</b>	Want to _____	but just don't have _____ .
<b>Pain 2</b>	Want to _____	but just don't have _____ .
<b>Pain 3</b>	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

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## How to Scale It

**What do you  
want to scale?**

# NO MORE GOOGLE SHEETS, BUILD IT IN...

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

# RESEARCH ONCE FOR A PROSPECT!

 Edit



**Scott Barker**  
Saleshacker  
CEO

**Task**

CONTACT:

 [scott@saleshacker.com](mailto:scott@saleshacker.com)

 +1 555-555-5555

 Touched 21 hours ago

ACCOUNT  
*No account*

OPEN OPPORTUNITIES:  
*No opportunities*

STAGE:  
*No stage*

PERSONA:  
*No persona*

OWNER:  
**You**

**Custom Fields**

G2 TRACK  
Select G2 Track

SELF AUTHORED - LINKEDIN ARTICLE TITLE  
Self Authored - LinkedIn Article Title

SELF AUTHORED - LINKEDIN ARTICLE EXCERPT  
Self Authored - LinkedIn Article Excerpt

SELF AUTHORED - WEBINAR TITLE  
Self Authored - Webinar Title

SELF AUTHORED - WEBINAR EXCERPT  
Self Authored - Webinar Excerpt

SELF AUTHORED - LINKEDIN POST PREMISE  
Seeing is Believing

SELF AUTHORED - LINKEDIN POST EXCERPT  
"But the key is that I had to see it first."

ENGAGED CONTENT - SHARED AUTHOR & PREMISE  
Engaged Content - Shared Author & Premise

 Edit

**Prospect Custom Fields**

Self Authored - LinkedIn Post Premise	Seeing is Believing
Self Authored - LinkedIn Post Excerpt	"But the key is that I had to see it first"

**Prospect Notes**

Add a note about Scott Barker...

No results found

**Account Custom Fields**

**Account Notes**

Add a note about Saleshacker...

No results found

**CONTACT:**

 [scott@saleshacker.com](mailto:scott@saleshacker.com)

 +1 555-555-5555

 Touched 21 hours ago

**ACCOUNT**  
*No account*

**OPEN OPPORTUNITIES:**  
*No opportunities*

**STAGE:**  
*No stage*

**PERSONA:**  
*No persona*

**OWNER:**  
**You**

**TAGS:**  
*No tags*

# SEQUENCING FOR PERSONALIZATION

Sequences / Targeted & Tailored Cadence

Overview Insights Settings Prospects

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}} - Deliveries 0% - 0% - 0% 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. - Calls 0% Answers

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

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



**Scott Barker**

Saleshacker  
CEO

