

## 2. Direct outreach method (cheatsheet)

www.getwsodo.com

### What is it?

Direct outreach is simply sending somebody an email, Facebook or LinkedIn message to somebody who you believe is a good fit for your consulting services. This method is immediate, direct and as simple as it gets. Direct outreach is one of the organic attraction methods we use.

### When should we use it?

If you come across anybody you think is a good fit for your services write their name down and then send them an email, Facebook or LinkedIn message directly. If you're not spending \$100+ /day on Facebook ads then you should be doing at least 5-10 direct outreach messages every single day to build momentum and attract clients. Sam still does 1-2 direct outreach /day.

### What are it's pros and cons?

Pros: Easy, effective, fast, non technical, free, immediate results.

Cons: Requires consistent effort to do each day, if your message is weak it will be hard to use.

### What's the process/workflow?

1. When you see somebody who's a good fit find their Fb, website, email etc. and write it down
2. If you can't find the person's email try Google searching for things like: [bill@microsoft.com](mailto:bill@microsoft.com)
3. If you're using email to message them use YesWare to track opens and performance
4. If you're using Fb or Li to message them make sure you add them as a friend before sending
5. Send them a message using the provided direct outreach template as guidance (don't copy)

### What resources support this method?

- Direct outreach template: Available [here](#).
- YesWare email tracking software: Available [here](#).
- Program content: Week four - Organic attraction methods: Available [here](#).