

leadR

The leadR System



TAKE YOUR OUTREACH

FROM BORING &
HOPELESS

TO PERSONALISED AND EFFECTIVE

Personalised Outreach To Grow Your Pipeline

OR SPEND FOREVER IN THE
DELETED FOLDER

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Key Concepts & Beliefs - The Fundamentals of the Scorecard

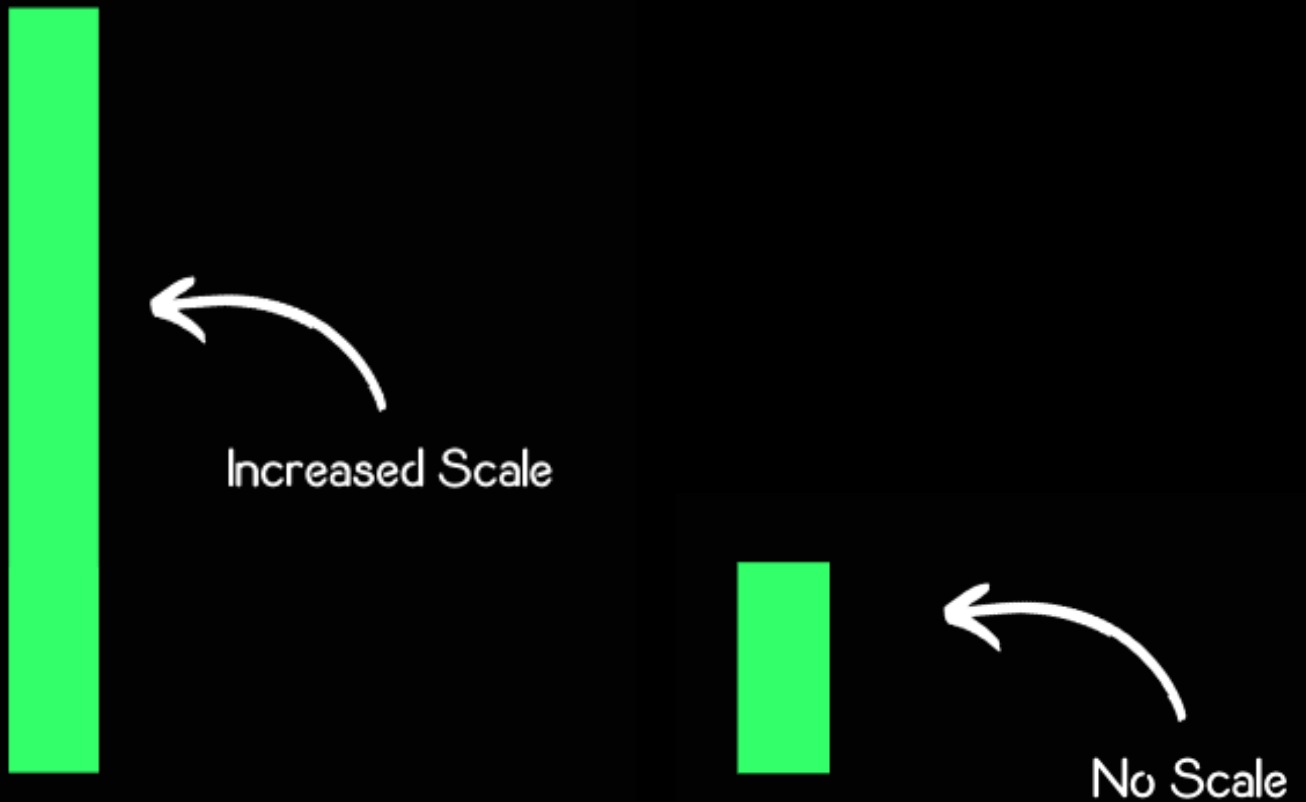


If you've already taken our leadR Scorecard, this first section will break down the 3 main areas that you received scores in.

If you've not taken our Scorecard, this section will be useful as an introduction to some of the key concepts behind our leadR strategy.

If you just want to know the Step by Step Secret leadR Strategy then skip to page 7!

1) Volume & Reach



Outreach strategies require the ability to scale in order to be successful

- Scaling though, cannot come at the expense of quality
- The right balance is required & this balance usually comes from the right infrastructure set up behind the scenes

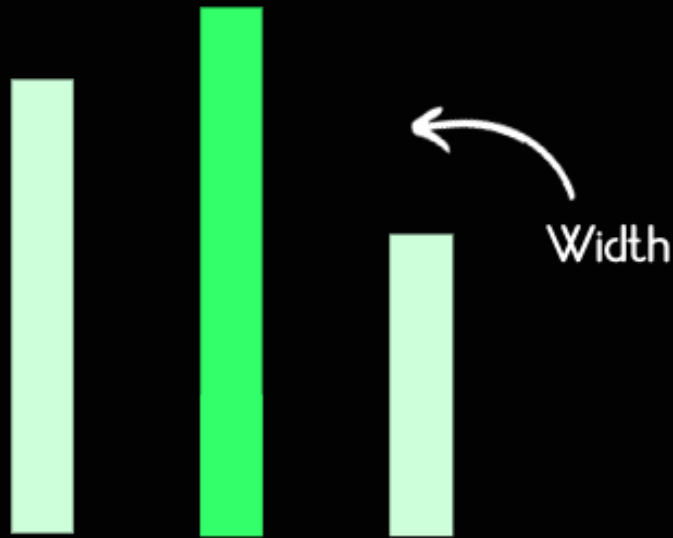
Scale



Quality

Outreach width is also a consideration when looking at volume and reach

- One niche is good, multiple niches are better
- Multiple niches allow you to segment and balance risk all while testing and seeing what is effective



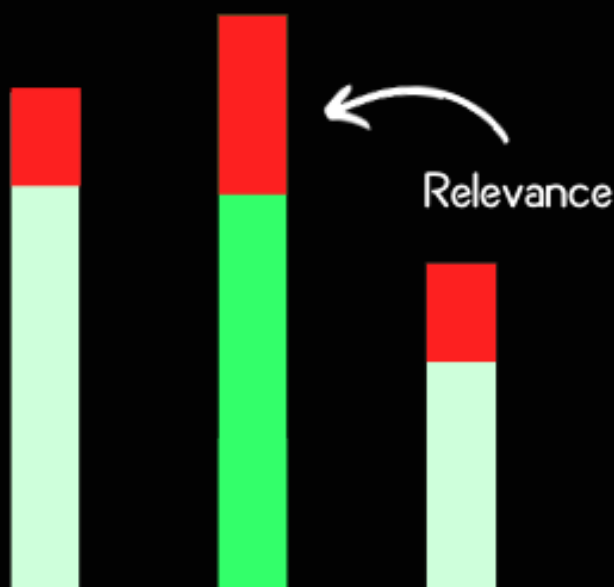
2) Relevance and Precision

Based on the data you collect and target...how many are actually in your niche and does your messaging resonate with them?

Factors that influence this are:

- Data collection methods
- Knowledge around your niche
- Your ability to relate to them

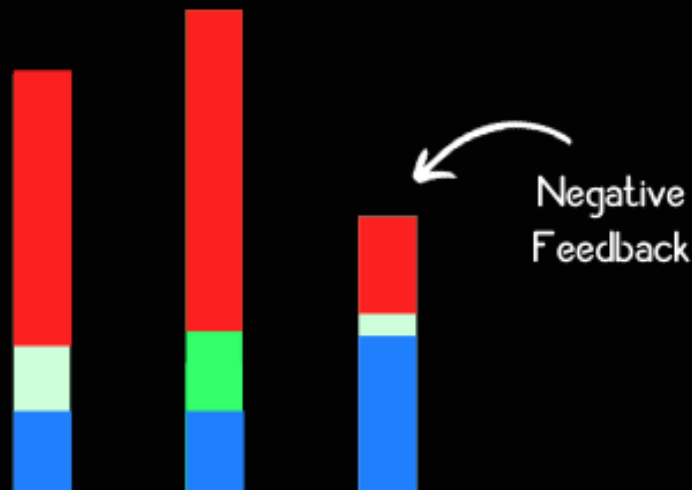
Failure in this section will mean you instantly waste a proportion of your outreach total (red).



3) Conversion & Feedback

Feedback is often overlooked with outreach

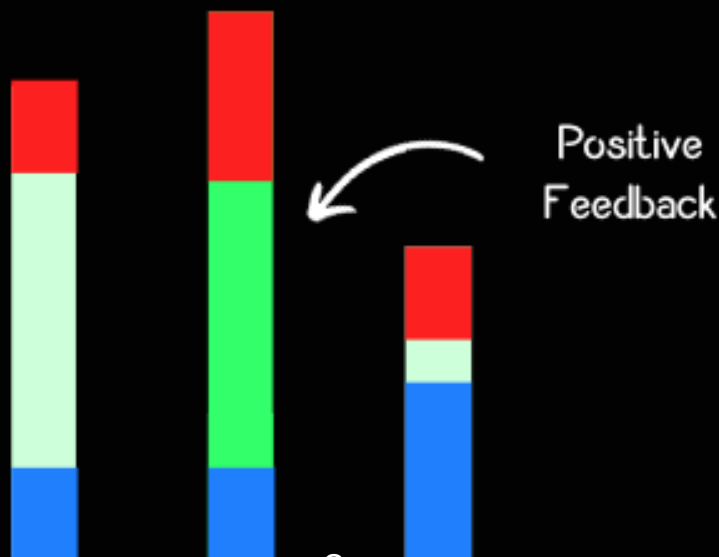
- It is easy to implement strategies that burn everything in order to get more conversions
- What you find is that these harm the brand in the medium to long-run
- If you struggle to build a pipeline then this could be a cause (the red will grow)
- You find conversions are more timing based than anything else - only those with an immediate need will buy



This is why finding an outreach method with positive feedback is important

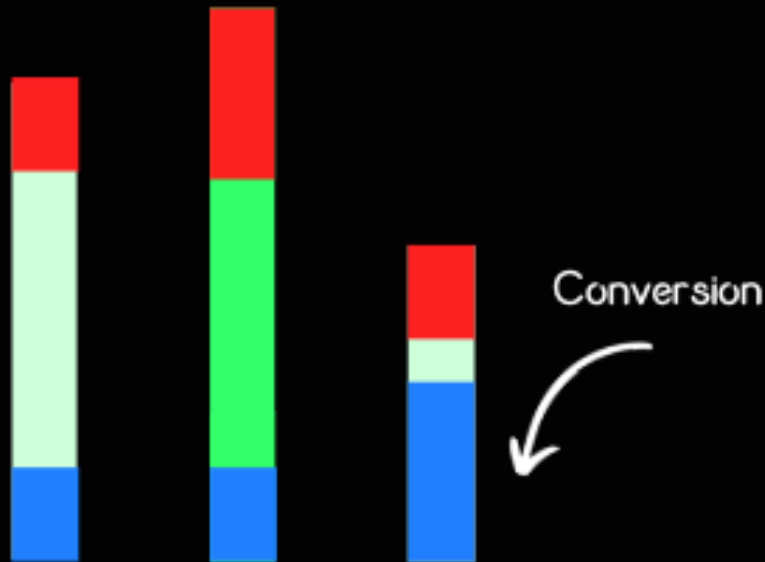
- Even if the prospect does not have an exact need right now, they have not been burnt
- If you have provided value or left a good impression then when something does change...guess who they will contact
- Alternatively a great follow up strategy could open the door

You maintain a healthy 'green area'



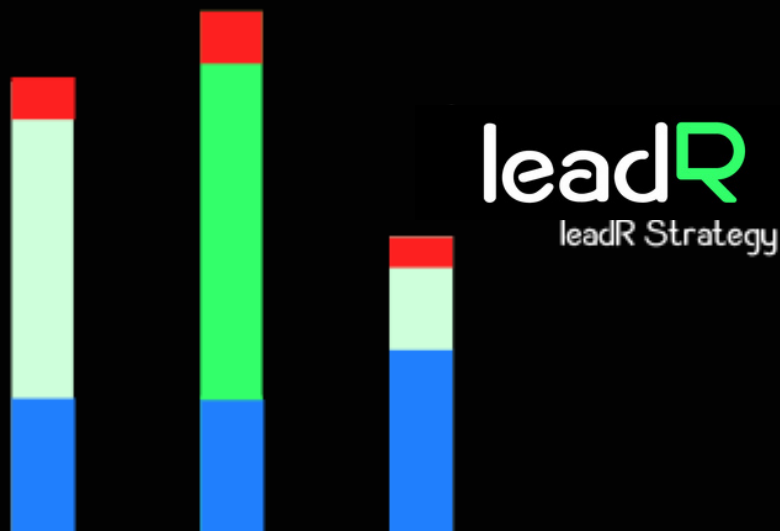
Conversions are a function of the whole outreach strategy

- Identify the target market
- Create messaging (how you can relate to them)
- Determine strategy
- Track positive or negative feedback

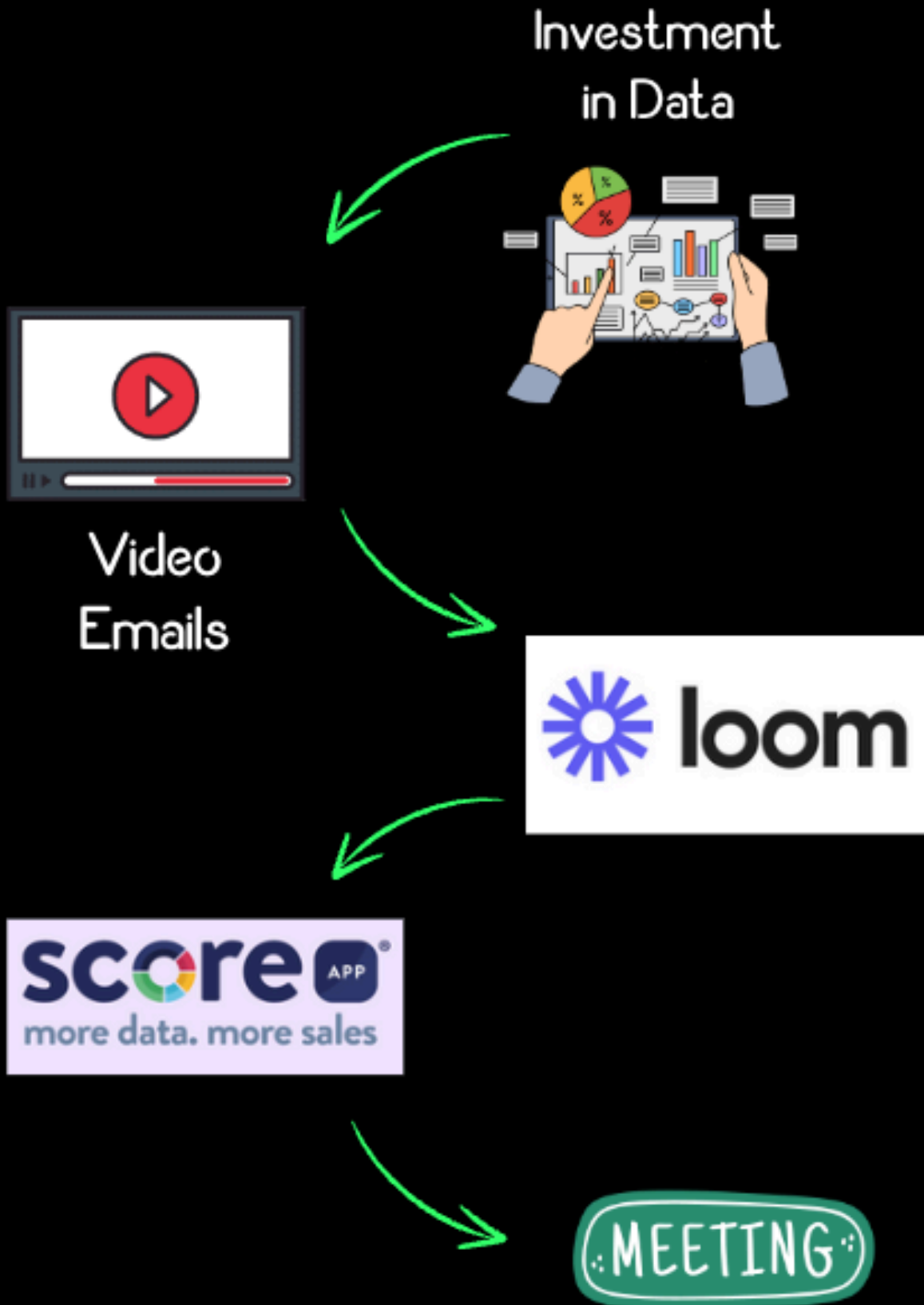


Here at leadR we do everything we can to maximise these key pillars - to be a 'Hit' in all three of these sections:

- 1 Target multiple niches with scale & quality (multiple bars)
- 2 Make sure the strategy fits the needs of our niches (low red + high green)
- 3 Negative responses are low with high conversions (blue)



The Secret leadR Strategy





Data Investment

Data makes or breaks a cold email campaign.

However, all too often is it the area that gets neglected the most. That might be because gathering good data is tedious, and just simply, not as exciting as making a video or designing a cool CTA.

People tend to just throw volume at the problem and think that is a good data strategy.

That is a terrible route to go down. How are you going effectively write good copy to resonate with a niche? Bad targeting combined with careless control of email volume means you become more likely to land in spam folders.

Spam folders are the death of any email campaign. Nobody is going to buy off you if you land in spam. Spam = the requirement to purchase more email domains and more email addresses costing you more money.

Why Investment in Data

This is why Investment in Data is so key. The best data is data that is not being hit often. This usually had a direct relationship with cost. The more you have to pay to scrape the data, the less it has been targeted previously.

As a result, the recipients from better data are more receptive to your email outreach.

What Separates our Strategy

We view the management of data as huge differentiator in our industry. You be able to tell everyrthign you need to know about a marketing company by the way they handle data.

When it comes to our email marketing campaigns, and the way we integrate the personalised videos, we simply do not have the option of sending thousands upon thousands of emails a day.

We have to use data in our favour to

- A) build and scrape specific niches
- B) gather the required additional information to make the personalised videos
- C) guarantee we only send to verified email addresses

If we can guarantee to hit our segmented niches with near 100% probability then we know we will win.

We have a couple of different methods to both using software and our manual data team to find and scrape verified email addresses effectively

Method 1 - Sales Navigator and an email verification software

Pros

- Allows you to segment niches
- Email verification softwares are compatible
- Sales Navigator allows you to extract the LinkedIn profile or Company website to be used in the personalised videos

Cons

- Sales Navigator is expensive especially with premium which allwos you to upload lists
- There are limitation on list sizes in Sales Navigator

Method 2 - The Manual Scrape

For special campaigns we will manually scrape certain groups or events that mass gathering email software will fail to obtain.

We see our best campaigns to have utilised this method. This is because this is an addition step that nearly nobody else will do.

Unfortunately, as you can imagine this is a significantly draining resource that requires investment our end. We find that it only works with specific campaigns due to the time element of scraping this way but also, the data from groups or events is usually limited in volume.

Therefore, even at our lowest level of campaign at leadR of 50 emails a day, we usually find we will have sent to a whole group or event in a matter of days and nowhere near to approx. 1000 prospects targetted a month.

Removal of Duplicates

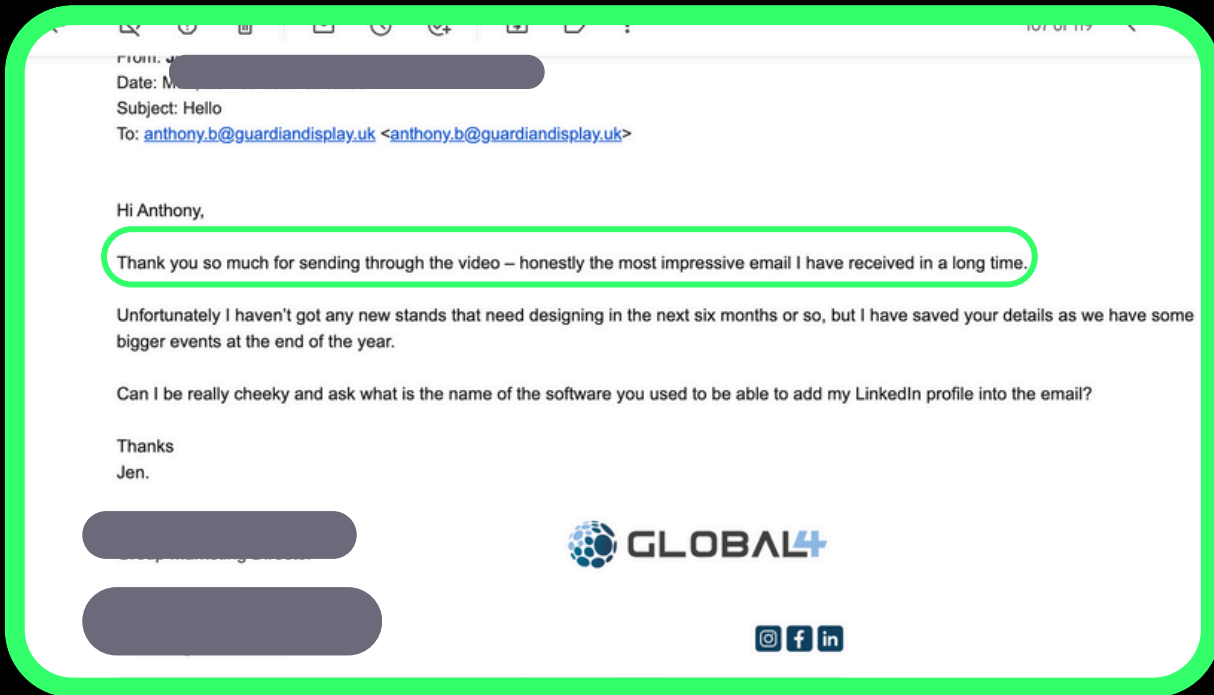
A big time constraint especially when working with working with clients over a long-period of time is the removal of

- a) emails we have already targeted and either had no response or a negative response
- b) removing existing client from new campaigns

As time goes on and both are dynamic, a strong and bulletproof porcess is required



⚡ OUTREACH RESULTS #1



The combination of solid data and personalised messaging will actually get cold prospects thanking you for pitching to them - unheard of!

If you trust your data, you can trust that your audience will find your CTA relevant and beneficial.

In just 3 months one of our clients got 1273 dream prospects to their conversion page (scorecard).





A) How many cold emails do you receive a day?

B) How many are basic text?

C) How many do you open?

D) How many do you respond to?

If you are anything like me, I reckon your answers went something like A) many, B) all of them, C) barely any, D) absolutely zero.

Why Video

A normal assumption we make is that human beings, when it comes to cold email, will give more attention to a “video email” than to the text emails that we see every day

There’s a few easy reasons why

- 1) It is different
- 2) It feels as though the sender has put in more effort (rightly or wrongly)
- 3) There has been a cultural shift to video over the past few years (TikTok, Instagram, Youtube)

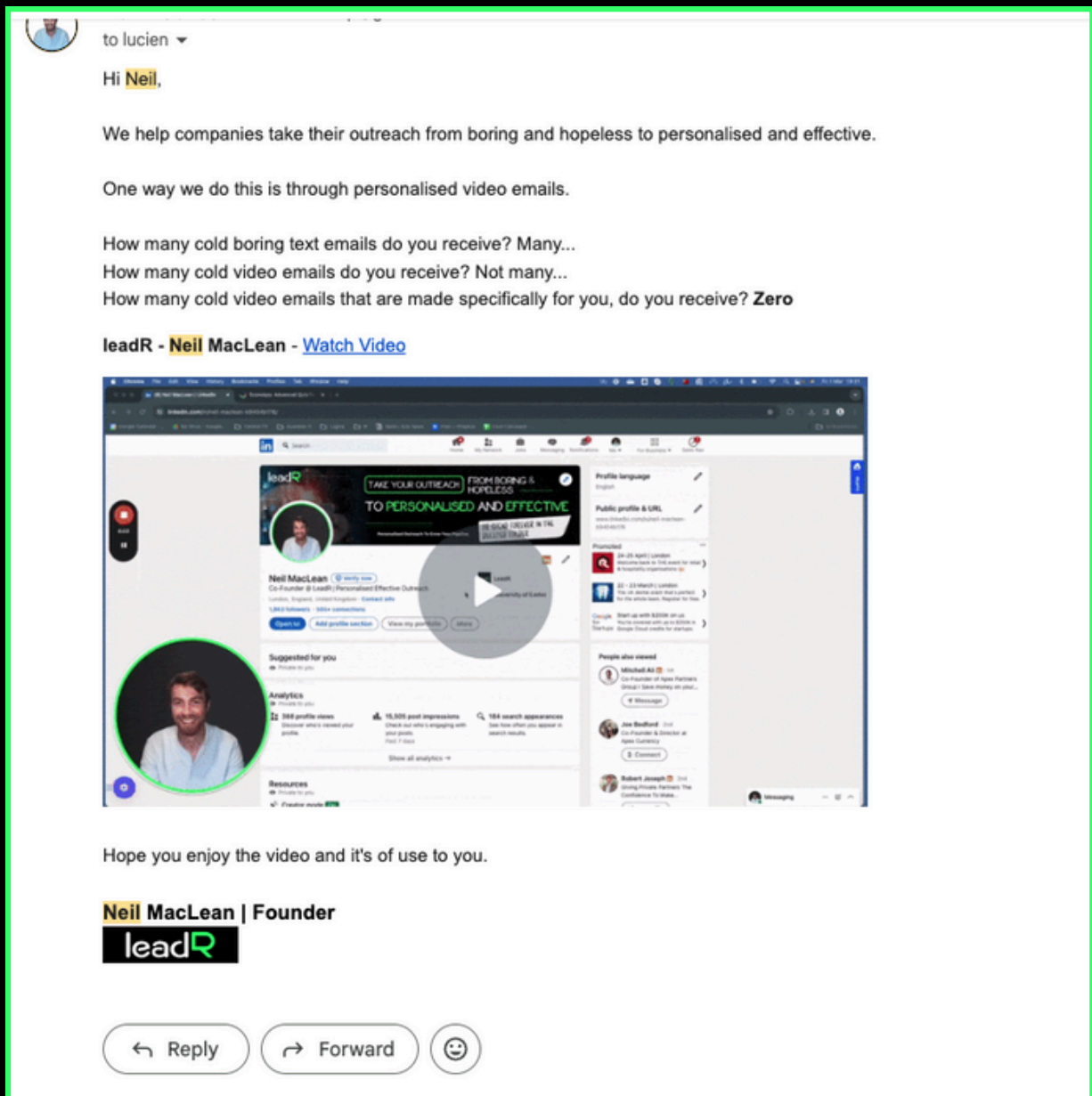
What Separates our Strategy

The Video Email is comprised of a few key components:

- 1) The landing visual
- 2) Subject line
- 3) Email copy
- 4) The video itself
- 5) The offer

The Landing Visual

Everything we do hinges on the recipients belief that we have taken the time out of our day to put together a video just for them (obviously we have ways to scale and we do not spend 5 minutes creating every single video).



to lucien ▾

Hi Neil,

We help companies take their outreach from boring and hopeless to personalised and effective.

One way we do this is through personalised video emails.

How many cold boring text emails do you receive? Many...

How many cold video emails do you receive? Not many...

How many cold video emails that are made specifically for you, do you receive? **Zero**

leadR - Neil MacLean - [Watch Video](#)

Hope you enjoy the video and it's of use to you.

Neil MacLean | Founder
leadR

← Reply → Forward 😊

Personalisation of how the video lands in a prospects inbox is key. What we show needs to:

- be personalised to the recipient (website, personal LinkedIn)
- appropriate for the recipient
- help push the recipient to the next stage (click on the video)

Subject Line

Getting the subject line right can be a tricky process.

- ✗ It cannot scream sales from the get-go
- ✗ It cannot be boring or won't be opened
- ✗ It cannot be too outrageously bold

However, with the recipient opening the email and seeing a personalised video waiting for them...we get the chance to have some fun and be divisive, especially if you have a crazy good offer (mentioned later).

Normal text cold emails often fall down at this stage. They have tip-toed around being a sales email which either leads to them being ignored or the emails not landing as desired.

Our two highest performing Subject Lines are:

“Why don't your emails land like this?”

See how this is divisive and almost challenges the recipient to open email, from there, the video takes over.

“Cupcakes and Scorecards” - this one brought in the offer of cupcakes and created intrigue with the Scorecard as not many people know what that is.

The main concern of the Subject Line is to get recipient to open the email

There is only one other factor to consider - The Subject Line cannot be detrimental to the rest of the sales process e.g. £50 million investment in 'ABC Trading'.

Will a lot of people open that email? Yes but how many will be so annoyed that it was just a rouse and not continue on the journey.

It goes without saying avoid the most commonly used ones: “Quick Question...” or “Re: Our convo about...”



Email Copy

Similarly to the Subject Line - we have the luxury of the positive reaction to the personalised video landing in the inbox

Therefore, (and we have tested countless variations):

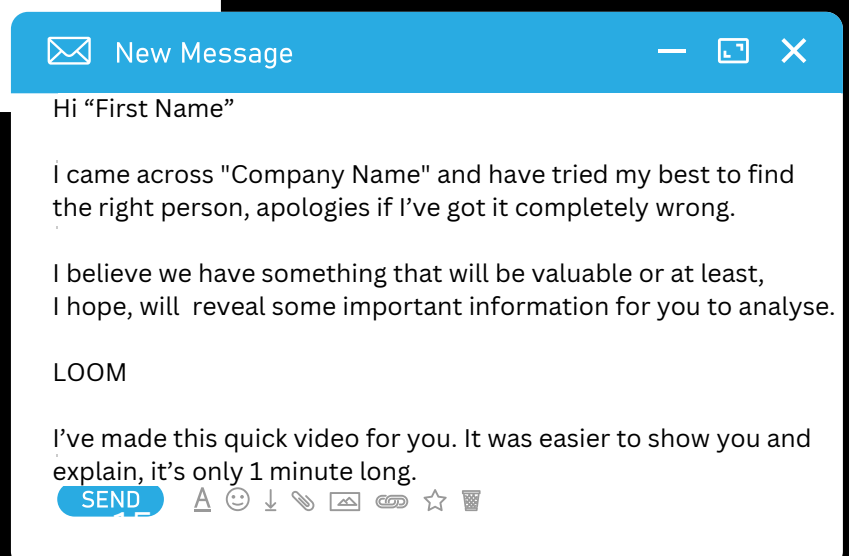
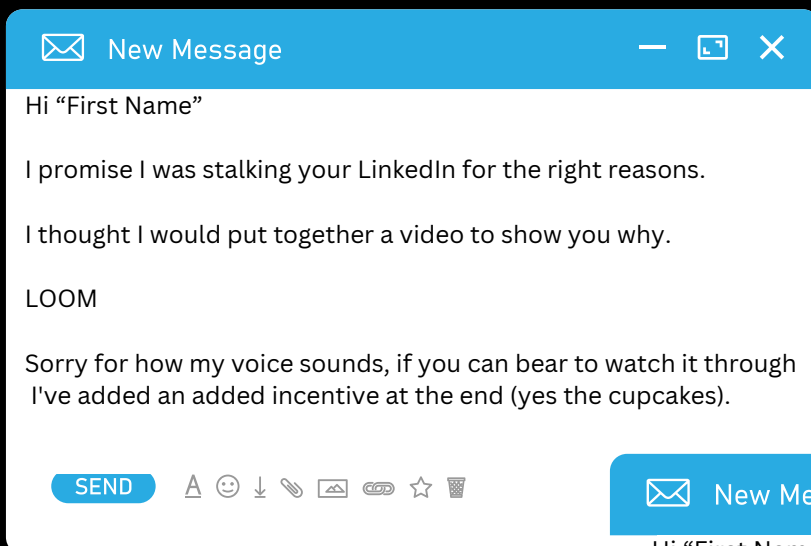
The best email copy is anything that builds intrigue and pushes the recipient to just watch the video.

We need to trust that our investment in data has been good enough so that we know that everyone who opens the email would benefit from our service.

We, therefore, **do not need to sell on the email copy**. The recipient will resonate with the video which is far more powerful than anything we could say before the video or after.

Keep it short, sweet and write as though you are a real human who has just made a video (this is harder than it sounds).

Examples of email copy we have succeeded with:



The Video Itself

Now the fun part...creating your personalised video

This is the part that most people struggle with. However, as soon as you realise the video only has the job of moving the prospect to the next step of the process then suddenly everything clicks.

In our strategy, this means getting the prospect to the Scorecard.

Why?

There is nothing more off-putting than someone blindly selling at you. If you have ever cold-called, you would have soon found out that just spitting out your product or services best features doesn't work. Asking questions and relating your solution to their problems is just common sense.

The same goes for the video. People can sense someone selling them something a mile away, even if it's on a personalised video.

This is why we hold the Scorecard in such high regard, because it will ask the questions, qualify the prospect and then position you as the ideal solution AND the prospect will have done this off their own accord. So the secret behind a great video... (and you may have to experiment with the order):

- ① The personalised part (match to your niche)
- ② Introduce the Scorecard
- ③ Add a level of authority (what's the one thing that would show you are an amazing brand)
- ④ Highlight your mind-blowing offer

Another tip, is to keep the video to under 3 mins. Attention spans are shrinking lower and lower so actually closer to 1 minute may become optimal. Remember to always match it to your niche though.

⚡ OUTREACH RESULTS #2

----- Forwarded message -----
From: [REDACTED]
Date: Thu, 2 May 2024 at 20:26
Subject: Re: Technology for Marketing: 18th of September
To: Anthony Booty <anthony.b@guardiandisplay.uk>

Hi Anthony, thank you for reaching out!

Honestly, the video caught my attention, as I typically don't respond to prospecting emails. At eCommerce Expo, we'll only have a 24sqm booth with three open sides. However, I'm curious to see how you could help us increase brand awareness and visibility for visitors. Would you happen to have some time available on Friday the 10th?

Thanks! Sophie,

The video plays a massive part in the outreach strategy even before it is played. On opening the email, the prospect immediately thinks you have taken the time out of your day to create a video just for them - who would do that if what they're offering isn't of value?

When prospects do click on the video and convert the results will be equally impressive.

In this small campaign we ran:

- Everyone (12/12) who started the scorecard completed it
- 60% of prospects that clicked the initial video CTA completed it



The Offer

So you've got your dream prospect to a) open your email b) click on the video c) start watching the video.

Your offer is the thing that makes them go WOW.

Crafting an amazing offer only has one key feature...the prospect has to feel silly saying no.

An amazing offer is one largest levers you can pull in order to maximise conversions.

There a few techniques that help you achieve this.

1) The internal offer

This offer is part of the buying process disguised as an offer to the prospect e.g. 10% off your first month, a free quote.

The advantage of these offers is that if the prospect is very interested up to this point then this just solidifies the interest and gives them an added incentive. Both of the examples above would a normal part of the buying process. What you miss out on is fully capturing someone who is on the fence and needs to action the Scorecard to qualify themselves.

2) The external offer

This offer has no relevance to your core service or the buying process e.g. free branded cupcakes to share with the office, £20 deliveroo voucher.

This offer might not make the difference between someone who is already interested in buying BUT it does not deter them. The key benefit is that this offer helps capture those who are not at any sort of buying stage...and it fits in perfectly with the idea that you have just sat down made a video for the prospect.

And you can sell it that way...

“Oh, and, actually, I might as well throw in a Deliveroo voucher for completing as we are coming up to lunch”.

3) The Middle

Some offers fall somewhere between both categories (internal & external).

Offers that are not part of the buying process but are part of the core service or product. Think of these as free expertise or value that the prospect could take away and not continue in your process. e.g. A free breakdown of our email marketing strategy - this!

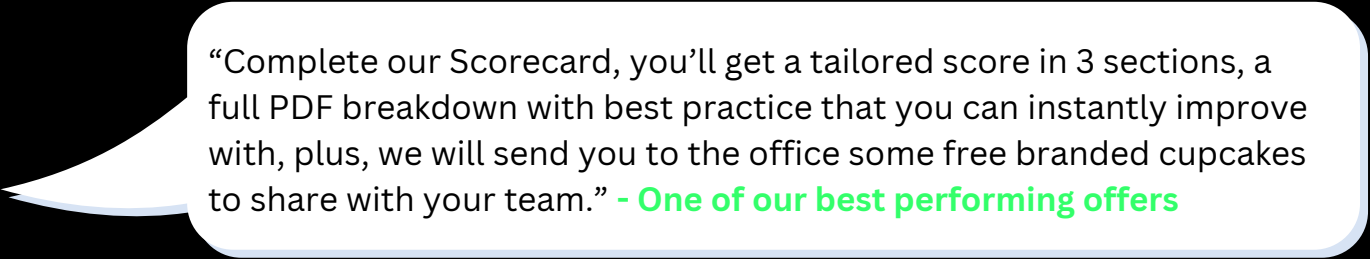
The idea behind this type of offer is that you further capture a wider section of your niche....ones who might not complete the Scorecard.

You can now easily follow up with something that truly is not a sales tactic.

Other Tips.....

Always match your offer to your niche and feel free to combine multiple. In fact, combining multiple is probably the only way to crafting that offer that makes your prospects feel silly saying no to.

Also, adding time elements add an exclusivity to an offer. 10% off in December or a free quote and design only if you complete the Scorecard today.



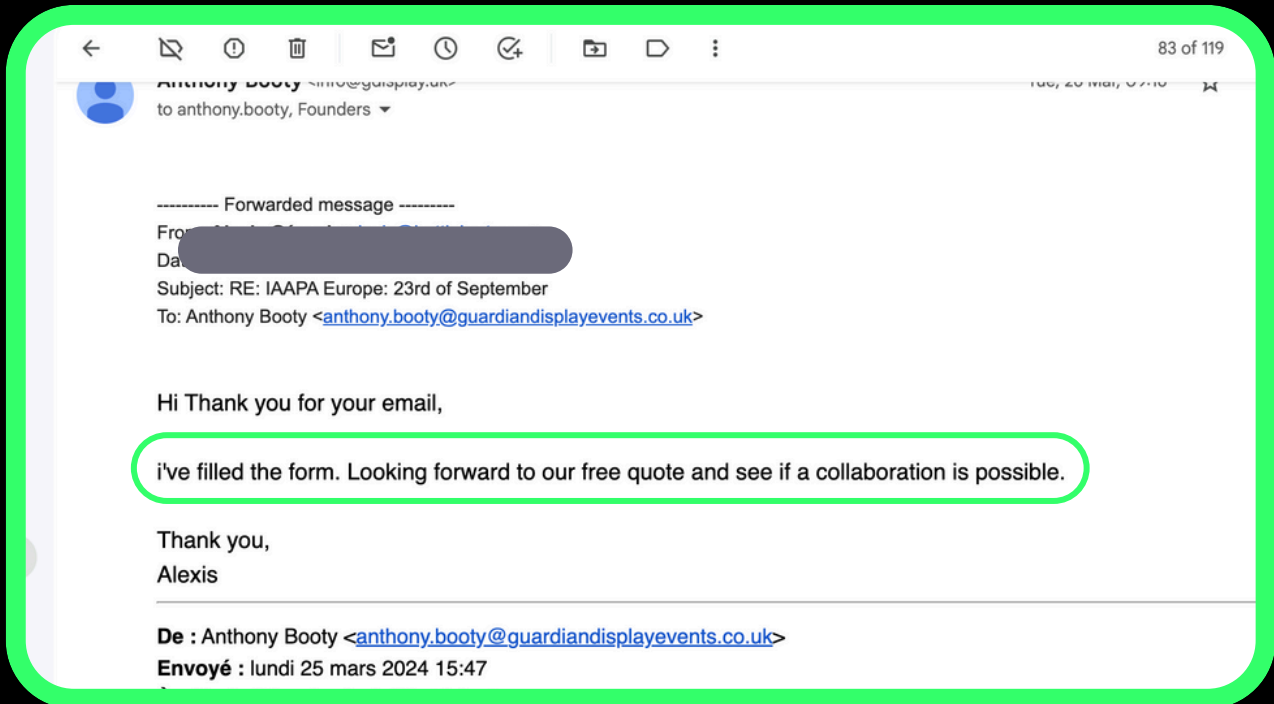
“Complete our Scorecard, you’ll get a tailored score in 3 sections, a full PDF breakdown with best practice that you can instantly improve with, plus, we will send you to the office some free branded cupcakes to share with your team.” - **One of our best performing offers**

This still incentivises over 60 Scorecard completions a month in a highly saturated industry.

Notice how it does not really hit the first type of offer. This industry had an inverse relationship between savings and value where any discount actually signalled sales. Therefore we built the core offer around value and provided something that the niche wanted and then sprinkle on the added incentive of cupcakes....

£15 cost of cupcakes for Scorecards with a 40% close rate. A client being worth avg £2000 profit per month....worth every penny!

⚡ OUTREACH RESULTS #3

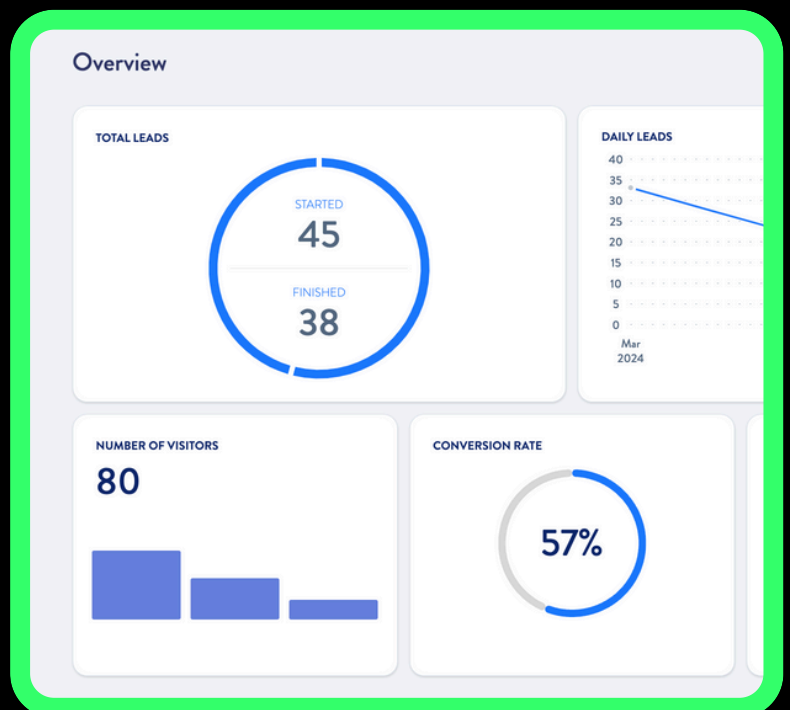


Every single touchpoint in your conversion journey is another chance to impress and nurture prospects. An engaging conversion point - like a scorecard - will give you the best chance of converting.

In this campaign:

- 80 clicked the CTA
- 45 started the CTA
- 38 finished the CTA

Our maximum drop of at a single stage was 52% and 15% of the prospects reached out to completed the CTA.





Loom

Loom is a video hosting & video creation platform and forms the bedrock of a lot of the magic we do behind the scenes at leadR

Chances are, you watched the video we created for you but did not notice where it was hosted.

Why Loom

Loom has some clear advantages for creating and showcasing video emails:

- 1) It allows you to create a screen-sharing video with ease
- 2) You get to choose between having your camera on while explaining (this is very difficult) or it gives you an option to have a profile pic in the bottom left instead
- 3) You can add a CTA button onto your video helping to remove any friction from the funnel
- 4) You can upload videos that are produced elsewhere (be aware that you will lose the camera on/profile pic functionality)
- 5) The data you receive is outstanding - if someone has viewed, how long they viewed for, if they viewed multiple times, if multiple people viewed the video, if the prospect clicked on the CTA

What Separates our Strategy

Our ability to leverage all of these statistics and create different segmented follow up sequences is one of the biggest reasons behind our success. Of course, we are sending these personalised videos at scale so if you plan just to send a few yourself this may not be a huge mover.

We create tailored follow ups for anyone who has

- ✓ Viewed the Loom for more than 50%
- ✓ Viewed it multiple times
- ✓ Multiple viewers
- ✓ Clicked the CTA but not completed it

This allows us to capture all positive engagements with our strategy and just gives us an opportunity to relate and provide more value



We might send a valuable part of the offer over for free if someone clicks on the CTA. We might hit them with a time sensitive offer to encourage more Scorecards to be completed. We might make a joke about them switching off before the “fun part” if they have watched 50-80% of the video.

Instead of just a basic email follow up, try to segment and continue to drive home that the prospect is very important and they are the only person you created the video for.

We use a combination of Zapier and Google Sheets, to segment the live data and make sure it is bulletproof where the prospect only gets added to one follow up sequence.

It is essential to set conditions where if someone has watched the Loom and completed the Scorecard, they will not receive the basic Loom View follow up!



ScoreApp

ScoreApp & Scorecards are probably the most important tools that we implement into our system.

Yes the videos are cool. Yes it's cool we can scale the personalised videos to 100's and 1000's a day.

But what is really important, is how take the grace period that the personalised videos give us and turn it into something that converts.

Scorecard is the key that opens the lock.

Why ScoreApp

The beauty of ScoreApp is that the prospect, on their own accord, answers questions which provides themselves value but also, provides you with all the qualifying answers you need.

The prospect gets incentivised by the offers you have crafted, and then by answering the questions they make their own conclusions. Compare this to cold-calling where you are asking the questions, a large amount of people hide the truth.

However, when placed in front of a setting where answering honestly, is in their interest (getting a valuable truthful score) then of course, you get real answers.

They answer, they feel pain and open up about their problems, and then guess who they start to attach a solution to...yes your business!

We've worked with companies who just had a google form as their CTA.

Surprise, surprise nobody had filled it out in the last 2 years.

We created a Scorecard for them, the exact same questions and a few more...

2 days in, we had 3 completions. A better format, a great offer and an outcome/score that the niche really desired. All part of the winning formula.

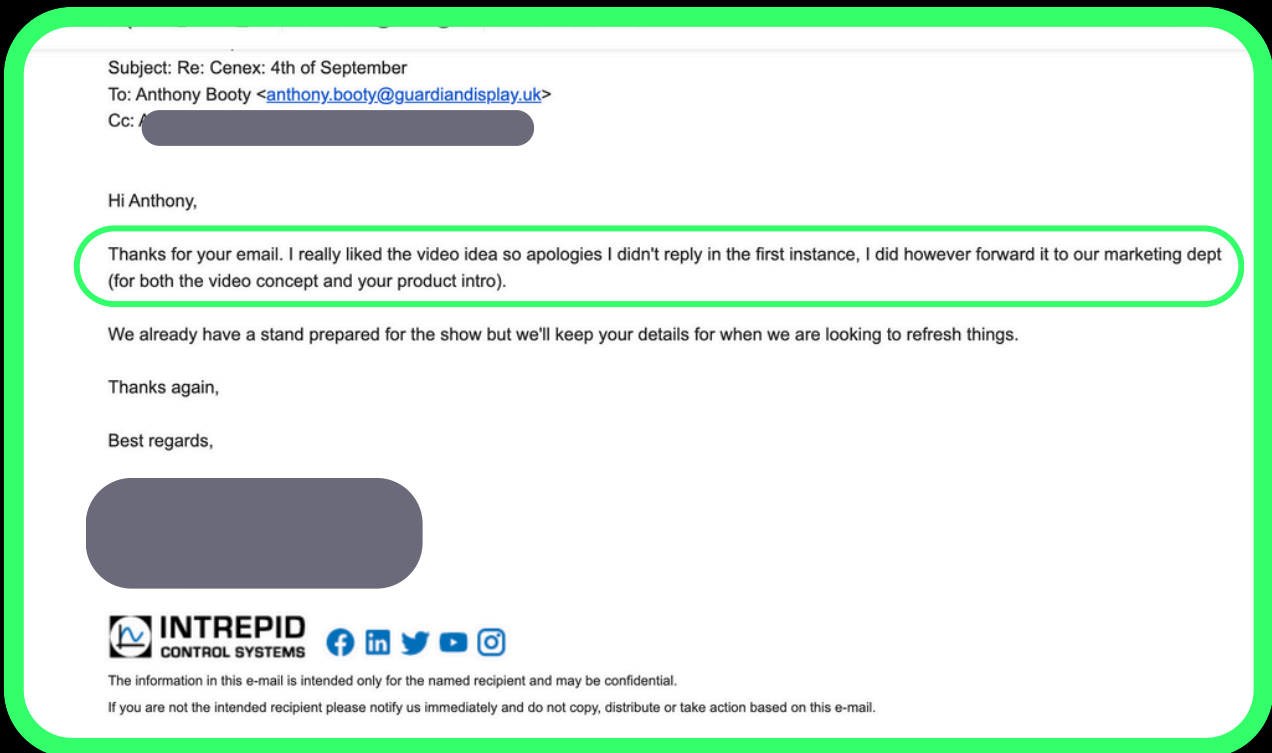


The Technical Part

Everything that ScoreApp allows you to do helps you to build a Scorecard that is a conversion machine.

- 1) Allows you to pick a concept (what overall question do you want you prospect to be lured in by?
- 2) What type of outcome does the prospect receive? Do they get one score? Do they a few scores in different categories? Do they get a label?
- 3) You decide the questions and scoring
- 4) You are able brand the Scorecard and make perfect landing pages
- 5) You collect all the important data, on an individual level and across all completions (what answers a prospect gave and the % of the most common answers)

OUTREACH RESULTS #3



An example of a prospect converting after receiving a follow-up email. Clever framing of the follow-up message gives you another chance to convert without them feeling berated.

Tracking metrics on both the video (watch rate, views etc.) and on the conversion point (started, completed etc.) will enable you to see the uplift that your follow-up messages are facilitating.

We see results across the board increase with each round of follow-up messages (up to 3 rounds).



What Separates our Strategy

After having successes, failures (there's nothing worse than spending hours building a Scorecard and then nobody completes it) and conversations with Daniel Priestley (the Founder of ScoreApp) we have now got a template that we know, if traffic gets pushed to it, it will convert to booked calls.

Draft a concept that genuinely resonates with your niche

- It can be divisive to encourage them to find out more
- It can be honest to provide them a score outcome they care about

Examples

- Is your outreach a hit or a miss? (Divisive)
- Would you suit a specialist fx provider over the bank? (Honest & something that the niche would be interested in)

Frictionless landing page

Make sure your landing page has as a little friction as possible
More likely than not they would have come from the video and are ready to start so do not add needless forms or information

Clever questions - The most important part of the Scorecard

1) You can frame the questions to be as leading as you want them to be
e.g. Would you say you are happy with your current situation? or Do you think *insert current solution* is the optimal or 10/10 solution?



2) You can be smart with the way you set up the answers shown

For a Scorecard we used to use we had the question:

“How many qualified leads per week do you currently get?”

Now what framing of answers do you think widens the pain the most

a) 0-2 leads b) 2-5 leads c) 5-10 leads d) 10+ leads

OR

a) too little to count b) 20-50 leads c) 50+ leads

When the prospect looks at version 2, they are immediately hit with the feeling that they are way below the average - even though the majority of companies in our niche would not have more than 20 qualified leads come in per week.

3) Open ended questions are powerful

If you want to know one single pain point to address with your prospect then simply ask them.

Add in a question near the end like “if there was one area that you could fix with a wave of a magic wand, what would it be?”

The prospect will tell you what they want!

4) The trap question

We pair two question together, but at different points in the Scorecard so that the answer they give will directly contradict.

For our Fin-tech currency client we ask:

- Do volatile exchange rates have an impact on your business? (any prospect in their niche will answer YES)
- What strategies do yo have in place to mitigate exchange rate risk? (the answers will be NONE, Forward contracts, etc)

If they answer Yes to the first question then None to the second question then they have been TRAPPED.

They have admitted they have a problem and that they have no solution in place. (volatile exchange rates impacting them but no strategies to eliminate the risk).

Suddenly, we have a massive gap to target and it should be as simple as just showcasing these answers.

This is where our final step comes in....the Appointment Setter.



MEETING

Appointment Setter

Why the Appointment Setter

A major realisation that we came to early in our leadR journey was that not everyone follows your perfectly aligned funnel to book a meeting.

The golden leads that you worked so hard to gather data for, make a personalised video for, created a Scorecard for, crafted a tempting offer for, they may simply stop at any step of the engagement - disaster!

Fear not! All of that hard-work has been a differentiator against all the rubbish marketing and outbound strategies out there.

If they have reached your first engagement point (watched the video) then you have provided some value to the prospect and there is nothing to shy away from in helping them reach the next stage of the strategy.

What Separates our Strategy

The role of the Appointment Setter in our strategy is one of the easiest jobs in the world. We usually decide with our client if they have someone to work that role or we will provide one ourselves.

We have even with companies where the Founder or Director wants to work in this role.

Why is it so easy?

Well, the Appointment Setter in our system only really has one role. Take anyone who has started the Scorecard and book them into an initial meeting/discovery call.

That is it.

What about all the other engaged leads, the Loom Viewers, the CTA clicked but not started.

Good question....we do not need someone to call these. Because of the work we do behind the scenes in segmenting our engagement levels and producing tailored responses per level, we capture these prospects filter these through the funnel organically.

We only then need to worry about the people who thought the Scorecard was valuable enough to start it & complete it but not just book the meeting.

The Skill

We create a step on the Scorecard for any prospect who starts it to add in their contact info, name, company, email, phone number.

This allows us to reach out directly.

The Appointment Setter once through to the person, only needs to reference three key pieces of info.

1) They are calling up to help the person receive the offer - now picture how powerful calling up about sending cupcakes over would be (just getting the right address)

2) Now they have the prospect engaged in a call they can transition to the trap question - read out the questions and the answers they gave and they should start to see they need a solution

3) Point towards the meeting with an expert - all they need to do is mention they can just speak to an expert who will run through other things on the Scorecard and help them make some improvements

A Basic Script

Hi I'm calling from Company X, I'm not sure you remember but you completed our Scorecard - the Scorecard Name. I'm not sure if it was a reason you filled it out but you were promised some cupcakes....I'm just trying to find out your address so we can get those over to you.

Perfect, anyway thanks for filling it out, I just wanted to just check a couple of answers with you....trap questions and answers

Look i'm no expert here, they've got me just chasing up about the cupcakes but I was told just to mention that if you answered x and answered y then it is clear, as I'm sure you can see, that you probably have a problem there with no solution.

Look, I'm no expert but I do have access to a few of the expert here at Company name, would it be ok if maybe I booked you in for a call with one of the experts here to dissect other parts of the Scorecard so you have an idea of what solutions may look like....

DISCOVERY CALL BOOKED