



PERSONAL NETWORK OUTREACH SCRIPTS #1

Personal Network Outreach Scripts

Day 1 Outreach

Personal Network Outreach - Email 1

Hi [first name],

Hope you've been well! How are things going with [their business name]?

My team and I recently launched a marketing service to help local businesses recoup a good chunk of money that's typically left on the table each month.

My strategy to get the word out is to offer a free audit and deliver a checklist of the items that we fix. I'd love to get your feedback on the audit - do you have 15 minutes tomorrow to review it with me?

[your name]

[your agency name]

Personal Network Outreach - SMS 1

Hi [their name], it's [your name] - hope you've been well! I recently launched a marketing service to help grow local businesses like yours. I'd love to get your feedback on the audit we're planning on using to get the word out. Do you have 15 minutes to connect tomorrow?

Personal Network Outreach - Call 1 Guide

- ✓ Greet them and recap the personal connection
- ✓ Let them know you've started a new business to support your personal community & your family by helping local businesses recoup money that's typically left on the table or going to competitors.
- ✓ Your plan is to use a free 17 Point Audit to get the word out and you'd love their feedback on the audit.
- ✓ Ask them if you can book 15 minutes with them tomorrow at a specific time to show it to them

Example:

"Hi Mr. Jenkins! This is Rob Kelly, Brenda & Mark Kelly's son. My little sister was in your scout troop a few years ago. The reason I'm reaching out is because I recently launched a marketing service to help grow local businesses like your flower shop, and I'd love to get your feedback on an audit we plan to use to get the word out and generate leads. Do you have 15 minutes tomorrow where I could show it to you on a Zoom call and get your feedback? "

Personal Network Outreach - Voicemail Guide

"Hi [their name], it's [your name] - hope you've been well! I recently launched a marketing service to help grow local businesses like yours. I'd love to get your feedback on the audit we're planning on using to get the word out. Do you have 15 minutes to connect tomorrow? I shot you a text as well - thanks in advance!"



PERSONAL NETWORK OUTREACH SCRIPTS #1

Day 2 Outreach

Personal Network Outreach - Email 2

Hi [first name],

Just looping back to see if you'd be up for reviewing the audit we're planning on using to generate leads for our new business.

The first item in audit is a really cool feature we call The Missed-Call Text-Back where we automatically shoot a text message back anyone who calls the business but doesn't get an answer that says "Sorry we missed your call - how can we help?".

Statistically, most local businesses miss more than half of their inbound calls so imagine how much revenue this simple text message could recoup!

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There are a few other features that are just as exciting. Do you have 15 minutes this week so I can show you the audit to get your feedback?

[your name]

[your agency name]

Personal Network Outreach - SMS 2

Hi [their name], just checking to make sure you saw my emails. I shot you another one today about a really powerful feature from our software that would automatically shoot a text message back to any missed calls for a business saying "Sorry we missed your call - how can we help?". It's a pretty new technology. Test it out for yourself by calling [your marketing number] and hanging up! - [Your Name]

Day 3 Outreach

Personal Network Outreach - Email 3

Hi [first name],

Checking in one last time before I stop bugging you 😊

Another item that we check for is Google's new Business Chat, which generates a ton of free leads from Google searches ([here's what it looks like after it's been activated for a business](#)).

It'd be great to connect within the next few days to get your feedback about the other items in the audit. Can I run the audit for your business and send it to you?

[your name]

[your agency name]

Personal Network Outreach - SMS 3

Hi [their name], [Your Name] again, just checking back one last time before I quit bugging you. I'm on a mission to help businesses in my personal network thrive and I'd love to get your feedback. Can I run the audit for your business and send it to you?