

THE AGENCY NEW BUSINESS BLUEPRINT

A custom strategy for generating a consistent drum beat of new opportunities via targeted outreach and nurturing.

Powered by:

**SALES
SCHEMA**

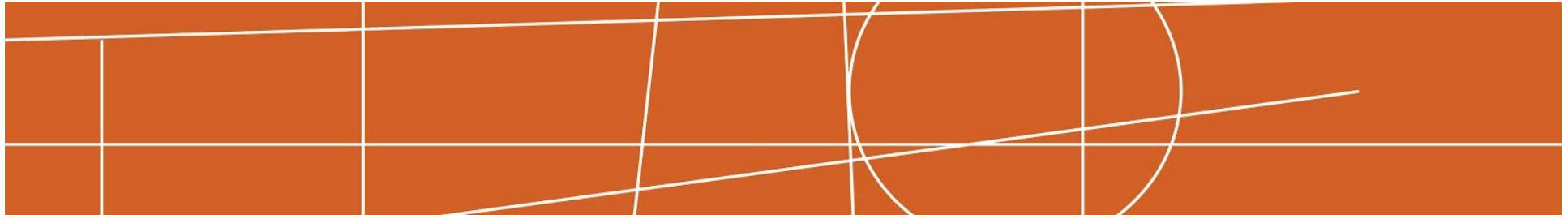


Table of Contents.

[Strategy.](#)

[TEMPLATE -- Outreach Calendar](#)

[LinkedIn Nurturing](#)


[Email Outreach.](#)


[Phone Outreach Script.](#)

[SAMPLE -- Outreach Calendar](#)

[LinkedIn Outreach](#)

Strategy.

<p>Direct-to-Business</p> 	<p>Time frame: Short-term (relatively).</p> <p>Outcome: brand opportunities and ROI.</p> <p>How: Use your specialization and previous wins to nurture ideal prospects until they are ready to have a business conversation about your services.</p>
<p>Referral Partnerships</p> 	<p>Time frame: Medium-term.</p> <p>Outcome: generate relationships with synergistic partners who can refer high-likelihood prospects; gather market intelligence on new markets.</p> <p>How: transfer best practices of real-world networking and relationship-building to the digital realm to generate long-running revenue channels.</p> <p>Important: This will require being helpful, adding value, and making intros</p>

	<p>when possible, not just taking. (required reading: <i>Never Eat Alone</i>).</p>
<p>Influence & Authority</p> 	<p>Time frame: Longterm.</p> <p>Outcome: Build an engine for evergreen, inbound new business.</p> <p>How: Build relationships to land placements and opportunities in two key areas:</p> <ol style="list-style-type: none"> 1. <u>Niche podcasts, blogs, and similar sites.</u> Focused on ideal Clusters where you can win. 2. <u>Marketing and advertising thought leadership.</u> Focused on your discipline, with the goal of increasing close rates and attracting talent. <p><i>Note: This is an add-on program.</i></p> <ul style="list-style-type: none"> ○ <i>Our clients generally sign on after 3-12 months.</i> ○ <i>Outreach comes from your organization, but conducted by an assigned 'Community Manager' on our side.</i>

Outreach Calendar

C = *Cluster*, a well-defined buyer group.

Outreach From:

Name:_____





Email:_____





LinkedIn profile_____





Ph. number_____

Primary Channels.



Quarter___	Month 1	Month 2	Month 3
 Direct-to-Business	Cluster #	Cluster #	Cluster #
 Referral Partnerships	Cluster #	Cluster #	Cluster #
 Influence & Authority	Cluster #	Cluster #	Cluster #
Quarter___	Month 4	Month 5	Month 6
 Direct-to-Business	Cluster #	Cluster #	Cluster #

 Referral Partnerships	Cluster #	Cluster #	Cluster #
 Influence & Authority	Cluster #	Cluster #	Cluster #
Quarter_---	Month 7	Month 8	Month 9
 Direct-to-Business	Cluster #	Cluster #	Cluster #
Referral Partnerships 	Cluster #	Cluster #	Cluster #
Influence & Authority	Cluster #	Cluster #	Cluster #

			
Quarter_---	Month 10	Month 11	Month 12
 Direct-to-Business	Cluster #	Cluster #	Cluster #
 Referral Partnerships	Cluster #	Cluster #	Cluster #
	Cluster #	Cluster #	Cluster #

Influence & Authority			
-----------------------	--	--	--

LinkedIn Nurturing



Cluster #1 -

Profile Headline:	
Title:	
Company:	
Seniority:	
Role:	
Keywords:	
Industry:	
Company Size:	
Geography:	
Do Not Contact:	



Results:	
Tag:	
Connection Request _FN_ = FirstName	



Cluster #2 -

Profile Headline:	
Title:	
Company:	
Seniority:	
Role:	
Keywords:	
Industry	
Company Size:	
Geography:	
Do Not Contact:	
Results:	

Tag:	
Connection Request	
Connection Request _FN_ = FirstName	



Cluster #3 -

Profile Headline:	
Title:	
Company:	
Seniority:	
Role:	
Keywords:	
Industry	
Company Size:	
Geography:	
Do Not Contact:	

Results:	
Tag:	
Connection Request	
Connection Request _FN_ = FirstName	



Cluster #4 -

Profile Headline:	
Title:	
Company:	
Seniority:	
Role:	
Keywords:	
Industry	
Company Size:	
Geography:	

Do Not Contact:	
Results:	
Tag:	
Connection Request	
Connection Request - EVENT	



Cluster #5 -

Profile Headline:	
Title:	
Company:	
Seniority:	
Role:	
Keywords:	
Industry	
Company Size:	
Geography:	

Do Not Contact:	
Results:	
Tag:	
Connection Request	
Connection Request - EVENT	



Cluster #6 -

Profile Headline:	
Title:	
Company:	
Seniority:	
Role:	
Keywords:	
Industry	
Company Size:	
Geography:	

Do Not Contact:	
Results:	
Tag:	
Connection Request	
Connection Request - EVENT	



Cluster #7 -

Examples.	
------------------	--



Cluster #8 -

Examples.	
-----------	--



Email Outreach.

Cluster #1 -

SUBJECT LINE OPTIONS/VARIANTS:

BODY:



Cluster #2 -

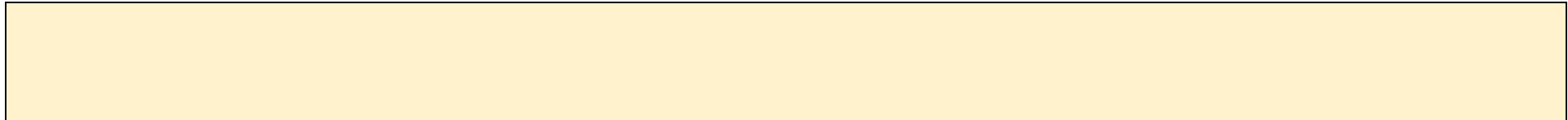
SUBJECT LINE OPTIONS/VARIANTS:

BODY:

Cluster #3 -

SUBJECT LINE OPTIONS/VARIANTS:

BODY:



Cluster #4 -

SUBJECT LINE OPTIONS/VARIANTS:

BODY:

Cluster #5 -

SUBJECT LINE OPTIONS/VARIANTS:

BODY:

Cluster #6 -

SUBJECT LINE OPTIONS/VARIANTS:

BODY:

Cluster #7 -

SUBJECT LINE OPTIONS/VARIANTS:

BODY:

Cluster #8 -

SUBJECT LINE OPTIONS/VARIANTS:

BODY:



Phone Outreach Script.

For appointment-setting.

Live Phone Script

Voicemail Script


--Sample--




Outreach Calendar





C = Cluster (well-defined buyer group)





FROM:

John Doe
John@AcmeAgency.com
555-555-5555
LinkedIn.com/johndoe

Q1	Jan	Feb	Mar
	Cluster #1 - Hotels / Rental Properties / Timeshares Cluster #3 - Hospitals	Cluster #5 - Cruises / Adventure Travel	Cluster #4 - Colleges (Online Programs, Specialty & Certificate Programs)

Direct-to-Business			Cluster #6 - Minority Entrepreneur Influencers
 Referral partnerships		Cluster #6 - Minority Entrepreneur Influencers	Cluster #6 - Minority Entrepreneur Influencers
 Influence and Authority.			Cluster 7 - Travel and Tourism Thought Leadership.
Q2	Apr	May	Jun
 Direct-to-Business	Cluster #1 - Hotels / Rental Properties / Timeshares Cluster #2 - Residential Real Estate / Apartments	Cluster #2 - Residential Real Estate / Apartments Cluster #6 - Minority Entrepreneur Influencers Cluster #5 - Cruises / Adventure Travel	Cluster #4 - Colleges (Online Programs, Specialty & Certificate Programs) Cluster #5 - Cruises / Adventure Travel

 <p>Referral partnerships</p>			
 <p>Influence and Authority.</p>	<p>Cluster 7 - Travel and Tourism Thought Leadership.</p>	<p>Cluster 7 - Travel and Tourism Thought Leadership.</p>	<p>Cluster 7 - Travel and Tourism Thought Leadership.</p>
<p>Q3</p>	<p>Jul</p>	<p>Aug</p>	<p>Sept</p>
 <p>Direct-to-Business.</p>	<p><i>Cluster #1 - Hotels / Rental Properties / Timeshares</i></p> <p><i>Cluster #3 - Hospitals</i></p>	<p><i>Cluster #2 - Residential Real Estate / Apartments</i></p>	<p><i>Cluster #4 - Colleges (Online Programs, Specialty & Certificate Programs)</i></p> <p><i>Cluster #5 - Cruises / Adventure Travel</i></p>
 <p>Referral Partnerships.</p>		<p><i>Cluster #6 - Minority Entrepreneur Influencers</i></p>	

 <p>Influence and Authority.</p>	<p><i>Cluster 7 - Travel and Tourism Thought Leadership.</i></p>	<p><i>Cluster 7 - Travel and Tourism Thought Leadership.</i></p>	<p><i>Cluster 7 - Travel and Tourism Thought Leadership.</i></p>
<p>Q4</p>	<p>Oct</p>	<p>Nov</p>	<p>Dec</p>
 <p>Direct to Business.</p>	<p><i>Cluster #1 - Hotels / Rental Properties / Timeshares</i></p> <p><i>Cluster #3 - Hospitals</i></p>	<p><i>Cluster #2 - Residential Real Estate / Apartments</i></p>	<p><i>Cluster #4 - Colleges (Online Programs, Specialty & Certificate Programs)</i></p> <p><i>Cluster #5 - Cruises / Adventure Travel</i></p>
 <p>Referral Partnerships.</p>	<p><i>Cluster #6 - Minority Entrepreneur Influencers</i></p>	<p><i>Cluster #6 - Minority Entrepreneur Influencers</i></p>	<p><i>Cluster #6 - Minority Entrepreneur Influencers</i></p>
 <p>Influence and Authority.</p>	<p><i>Cluster 7 - Travel and Tourism Thought Leadership.</i></p>	<p><i>Cluster 7 - Travel and Tourism Thought Leadership.</i></p>	<p><i>Cluster 7 - Travel and Tourism Thought Leadership.</i></p>



--Sample--

LinkedIn Outreach



Cluster #1 - Hotels / Rental Properties / Timeshares

Profile Headline:	VP, Hospitality Marketing Division at ACME Agency
Title:	
Company:	-CurrentClient1 -CurrentClient2

Seniority:	Director OR VP
Role:	Marketing
Keywords:	vacation OR rental OR timeshare
Industry	---
Company Size:	1,000 - 10,000
Geography:	United States
Do Not Contact:	
Results:	1,521 Search Results
Tag:	VP Hospitality
Connection Request	
FN = FirstName	



Cluster #2 - Residential Real Estate / Apartments

Profile Headline:	VP, Real Estate & Hospitality at ACME Agency
Title:	
Company:	
Seniority:	Director OR VP

Role:	Marketing
Keywords:	Apartments
Industry	---
Company Size:	51-500
Geography:	United States
Do Not Contact:	
Results:	782 Search Results
Tag:	VP Real Estate
Connection Request	



Cluster #3 - Hospitals

Profile Headline:	VP, Healthcare Marketing Pro at ACME Agency
Title:	
Company:	
Seniority:	Director OR VP
Role:	Marketing
Keywords:	Hospitals

Industry	Hospital & Healthcare
Company Size:	200-5000
Geography:	United States
Do Not Contact:	
Results:	814 Search Results
Tag:	VP Healthcare
Connection Request	



Cluster #4 - Colleges (Online Programs, Specialty & Certificate Programs)

Profile Headline:	Education Marketing Consultant, VP at ACME Agency
Title:	
Company:	
Seniority:	Director OR VP
Role:	Marketing
Keywords:	<i><we can expand the company size, and dive into sub-niches for future campaigns, e.g. "certificate"></i>
Industry	---
Company Size:	200-1,000

Geography:	United States
Do Not Contact:	
Results:	2,776 Search Results
Tag:	Colleges
Connection Request	



Cluster #5 - Cruises / Adventure Travel

Profile Headline:	Travel & Hospitality Industry Aficionado, VP at ACME Agency
Title:	
Company:	
Seniority:	Director OR VP OR CXO
Role:	Marketing, Media and Communications
Keywords:	cruise OR voyage OR adventure OR tours OR tour OR safari OR vacation
Industry	Leisure, Travel & Tourism, Hospitality
Company Size:	201 - 5,000
Geography:	United States
Do Not Contact:	

Results:	653 Search Results
Tag:	
Connection Request	



Cluster #6 -

Profile Headline:	
Title:	
Company:	
Seniority:	
Role:	
Keywords:	
Industry	
Company Size:	
Geography:	
Do Not Contact:	

Results:	
Tag:	
Connection Request	
Connection Request - EVENT APRIL ONLY	



Cluster #7 - Travel and Tourism Thought Leadership.

Examples.	<ol style="list-style-type: none"> 1. Tourism Tweetup. 2. Be a Better Guide 3. Travel Business Success. 4. Travel Geniuses.
-----------	---