



leadberry

The 9-Step Warm Reachout Framework with Video Script

Use this framework to create your first video messages.

This easy-to-follow framework will help you build rapport, get higher response rate while you stay authentic and never feel or come across obnoxious.

- 1** Hi Firstname
- 2** What triggered the reachout
- 3** Why I reachout, how can I serve you
- 4** What's In It For You, use 1-liner
- 5** Why is it beneficial to you "so it means X for you"
- 6** DEMONSTRATION: "how I find you" OR use a short case study
- 7** What to do next: reply or book a chat
- 8** Repeat Call-to-action, be friendly and sign off
- 9** Use P.S. section - everybody reads the P.S.

Pro tip:

Start the screen recording with her LinkedIn Profile and website. Everyone loves this and you get a higher response rate because everyone immediately recognizes his website.