

## The Ultimate LinkedIn Outreach Sequence

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If you want to be successful as an SDR or AE, you have to prospect.

But most sequences have terrible messaging, no creativity and produce marginal results.

Discover a 6-step sequence that finally works!



# Introduction

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Congrats on downloading this LinkedIn outreach sequence! If you are looking for an automated framework to set and forget, then close this guide. It is made to help you be both creative and relevant, which means that you will have to change your approach to cold outreach.

Here is what you will learn:

- What types of touchpoints can be used to tease the interest of your prospects
- What strategies should you use to customize your messages
- Free cold outreach tools

This sequence includes 6 touchpoints, typically spread over 12 business days. It routinely gets my customers a [38% reply rate](#) and [11% meeting rate](#).

Enjoy the read!

# Step 1: LinkedIn Soft connect

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A soft connect is a semi-personalized LinkedIn connection request. The only goal of this step is to have your prospect accept it, so that you can access a wider set of tools and get a reply.

## Day 1: Monday

### Case 1: You have something relevant to say

Relevance is key when sending a connection request to a prospect. Here's a simple framework:

**Trigger:** A piece of information indicating that a prospect may have a problem you can help with

**Teaser:** An intriguing sentence about that problem and a potential solution

**CTA:** A close-ended question

Here is an example:

**Trigger:** *John, noticed you also liked Charlotte's post about boring hybrid events.*

**Teaser:** *If you're interested, I can share a 5-steps checklist on how to prevent boring webinar participants to death.*

**CTA:** *Interested?*

### Case 2: You don't have anything relevant to say

If you cannot find any relevant trigger, then send a connection request without a message. If you want to learn more about finding triggers, then [check this course](#).

You also need to make sure your [LinkedIn profile is optimized](#).



## Step 2: Customized video

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I recommend using a tool like [Tolstoy](#). You'll be able to record a short video and even share your screen. Once done, you can paste the link of the video in your message.

### Day 3: Wednesday



Click to see video

**Trigger:** Hey Frida, noticed you recently like John's post about reps being terrible at building connection requests.

**Question:** I'm curious, what are you doing to prevent your team from turning off prospects with pushy LinkedIn messages?

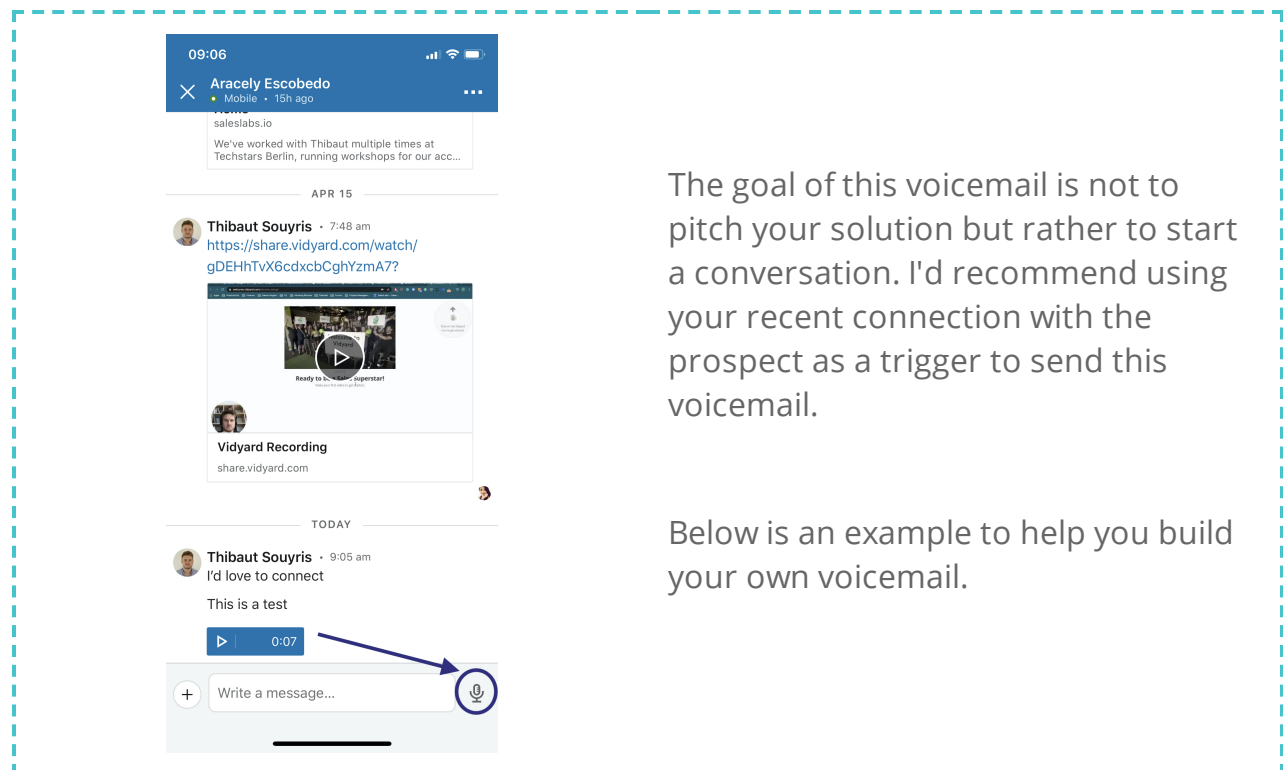
**Teaser:** If you're into it, I'd love to share a quick video on how your team can start genuine conversations with prospects on LinkedIn.

**CTA:** Should I send it over?

# Step 3: LinkedIn Voicemail

Yes, you can send voicemails on LinkedIn. The catch is that you need to download the LinkedIn mobile app to be able to do so. Locate the microphone icon in your messages and you'll be able to record a 60 seconds voicemail.

## Day 5: Friday



The goal of this voicemail is not to pitch your solution but rather to start a conversation. I'd recommend using your recent connection with the prospect as a trigger to send this voicemail.

Below is an example to help you build your own voicemail.

**Question:** Frida, I'm curious, are your customers on LinkedIn?

**Teaser:** If the answer is yes, would it be a bad idea for me to send over a cold outreach sequence template to share with your team? It gets a 38% reply rate and an 11% meeting rate.

**CTA:** Just let me know and I'll send it over.

# Step 4: Email

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Some people do not answer to strangers on LinkedIn. That's when emails can be useful. Use tools like [Hunter](#) or [Mailtester](#) to help you find email addresses.

## Day 8: Monday

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To: frida@acme.com

Subject: 121 meetings in 45 days

Frida, sent a few LinkedIn pings your way, switching to email in case you don't spend much time there.

Curious to know if your team is using LinkedIn for cold outreach. If that's the case, I've got something for you.

Just type "Thibaut Souyris" on LinkedIn, start a chat with me, and I'll share everything :)

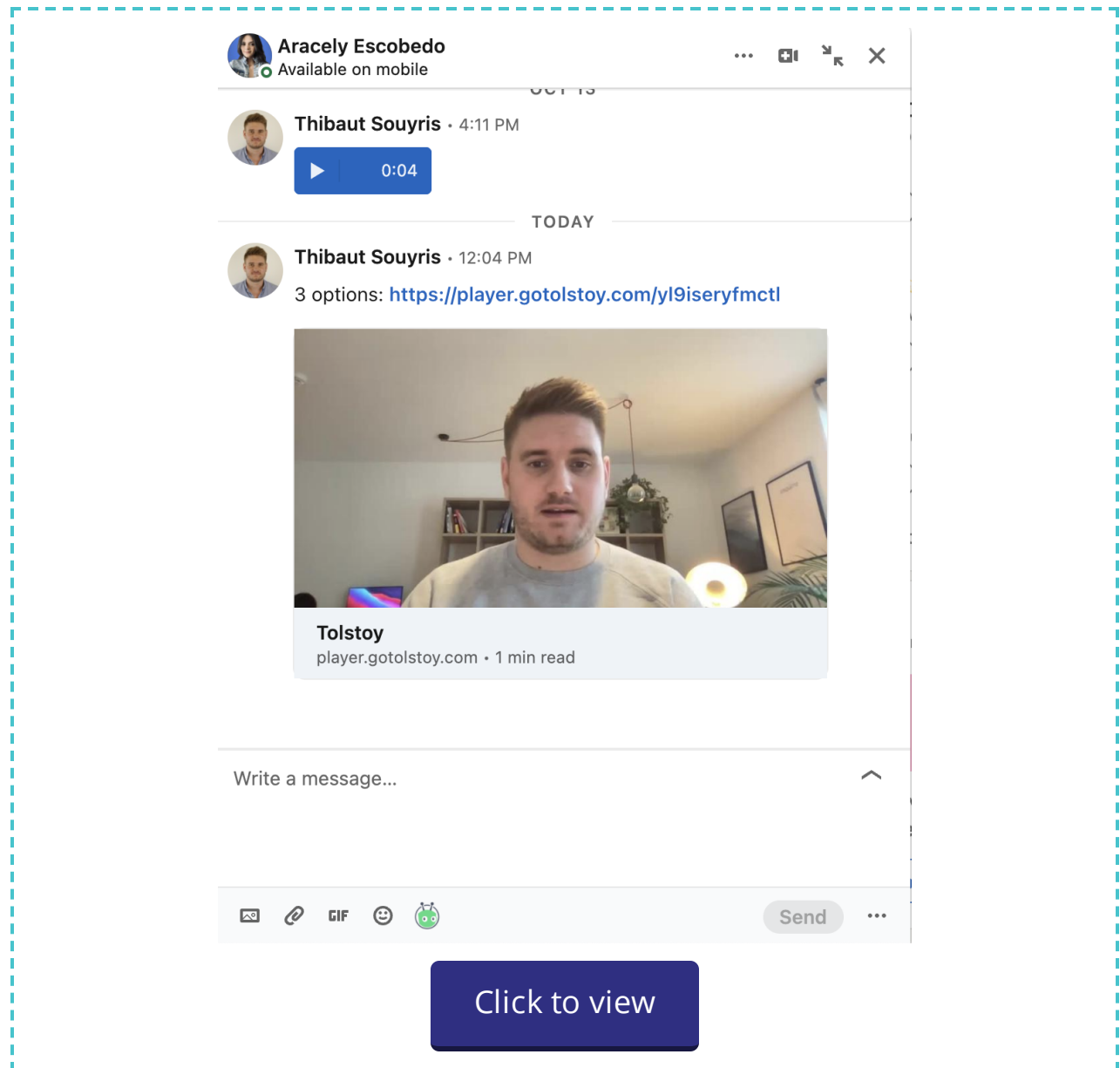
Cheers,

Thibaut

# Step 5: LinkedIn Message

Now is a good time to drop a pattern interrupt. You can use [Tolstoy](#) to record video paths. It's basically a video chatbot.

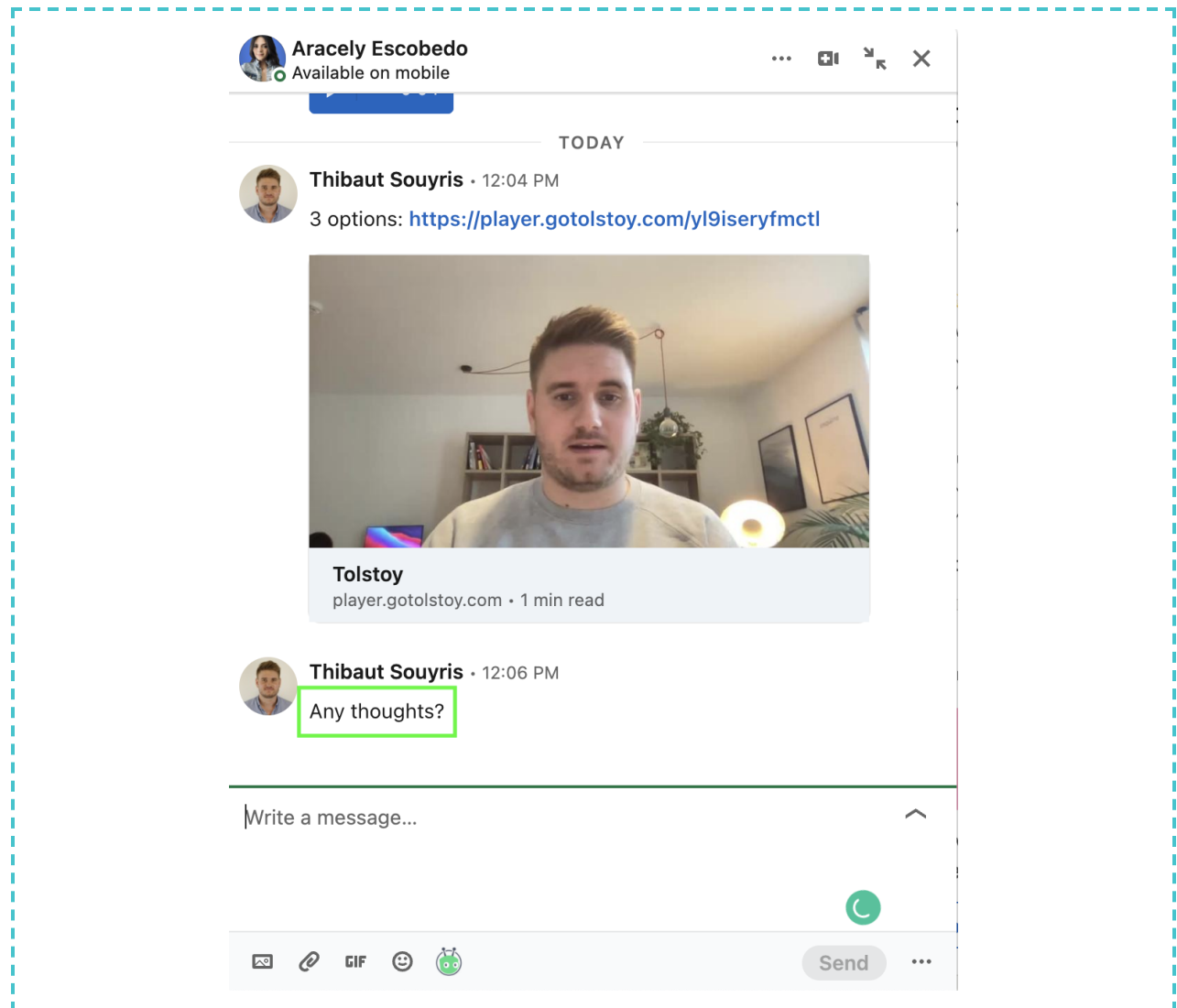
## Day 9: Wednesday



# Step 6: LinkedIn Message

Now that we have tried multiple channels and media, we need to break the pattern with a simple question.

## Day 11: Friday







## Wrapping it up

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Good job!

If you have followed the steps of this sequence, you should be able to increase your reply rate and book more meetings. Notice the emphasis on trigger research and creativity. This is what will make you stand out from all the noise and distraction your prospects are faced with.

It is also important to get the basics right when using LinkedIn as your primary outreach channel. You can go and check [this blog post](#) to get a better idea of how to get started.

Finally, I'd like to invite you to access my [New Outreach System](#) with a €20 discount code. Use the code **wemoycd** on signup.

Get The Course

# About me

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## Thibaut Souyris

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[Add me on LinkedIn](#)

Check my [G2](#) profile

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I train and coach tech sales teams to land new meetings and generate more opportunities.

## Here is what my customers have to say about me

"Thibaut's outreach sequence works and he knows how to engage teams during remote workshops!

Thibaut had already shared his LinkedIn outreach sequence with me before, which we implemented and have seen good results. We had a workshop and it was insightful to see how & what LinkedIn automation tools Thibaut uses and it was helpful to discuss identifying different trigger events." - Mathijs Ruigrok, Head of Sales at Vainu

"We speak to a lot of people who will give us good advice, and we appreciate it. A lot of these conversations are high-level. Having someone telling you, theoretically, how to strategize your expansion is great. But having someone showing you how to do something in a concrete way can often be more valuable. And that's something we got from Thibaut's accelerator and we are getting going forward." - Jack Lancaster, Co-Founder at Plantclub





## Need some sales inspiration?

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[www.saleslabs.io](http://www.saleslabs.io)