

# How to generate B2B leads

Implement a B2B acquisition strategy through Cold Outreach



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# Introduction



## OUTBOUND PROSPECTING

There are lots of ways to generate a constant flow of new customers. Among these, outbound often gets a bad reputation. Our prospects are bombarded with messages every day... do we really want to contribute to this?

Yet outbound has many advantages over other acquisition methods. Unlike digital ads, it does not require a large budget. Unlike inbound strategies, the implementation and results of the strategies are relatively quick. Lastly, you don't need to have a large network like with word of mouth.

If I tell you that you can implement an outbound strategy, without spamming your prospects and that converts well, will you take my word for it?

## WHY ONLY A FEW PEOPLE MANAGE TO MAKE OUTBOUND WORK?

Think for a second about the messages flooding your inbox. Most of the time they are impersonal, irrelevant, badly written and far too long. You get messages that are not relevant to you, not addressed to you, full of spelling mistakes and longer than the last chapter of the book you are currently reading.

You don't want to read these messages? Me neither.

Now imagine being addressed personally, with a solution relevant to your challenges in just a few lines?

# Introduction



Would you be more willing to read the message? I guess so. Even when you don't feel like it, the fact that the message is so concise almost forces you to read the content once you open it. Chances are that this is more effective than 99% of the messages that creep into our mailboxes.

The challenge is, therefore: how do we identify prospects interested in our solution and pitch it to them effectively in 5 lines or less?

## THE ESSENTIALS

A good cold mailing campaign includes several essential factors:

- The definition of a target audience to **create a list of prospects** receptive to our solution.
- **Manual personalisation** of messages so that each person feels individually addressed.
- Short but punchy **copywriting** that highlights our value proposition.
- A **case study** to reinforce our pitch.
- An **automation** solution that will allow us to schedule our follow-ups and contact our prospects at scale.

## CHAPITRE 1

# Generate a prospect list

### LET'S START FROM THE BEGINNING

Every cold email campaign starts with the creation of a list of prospects. To create this list, there are several tools available depending on our targets. The easiest way to build a list is with [Apollo.io](https://Apollo.io). You can use **LinkedIn Sales Navigator** to find just about any type of lead... and combine the platform with an [email finder](#).

### LINKEDIN SALES NAVIGATOR

Let's take the example of LinkedIn's Sales Navigator to understand how to build an audience. Let's say you want to get in touch with e-commerces in the fashion industry.

The LinkedIn Sales Navigator allows you to fill in the following criteria:  
Geography (e.g: United States), Industry (e.g: Fashion), Seniority (e.g: Owner)

The screenshot shows the LinkedIn Sales Navigator search filters interface. At the top, there is a search bar with the text "Filtrez vos résultats de recherche" and a "Rechercher" button. Below the search bar, there are several filter categories:

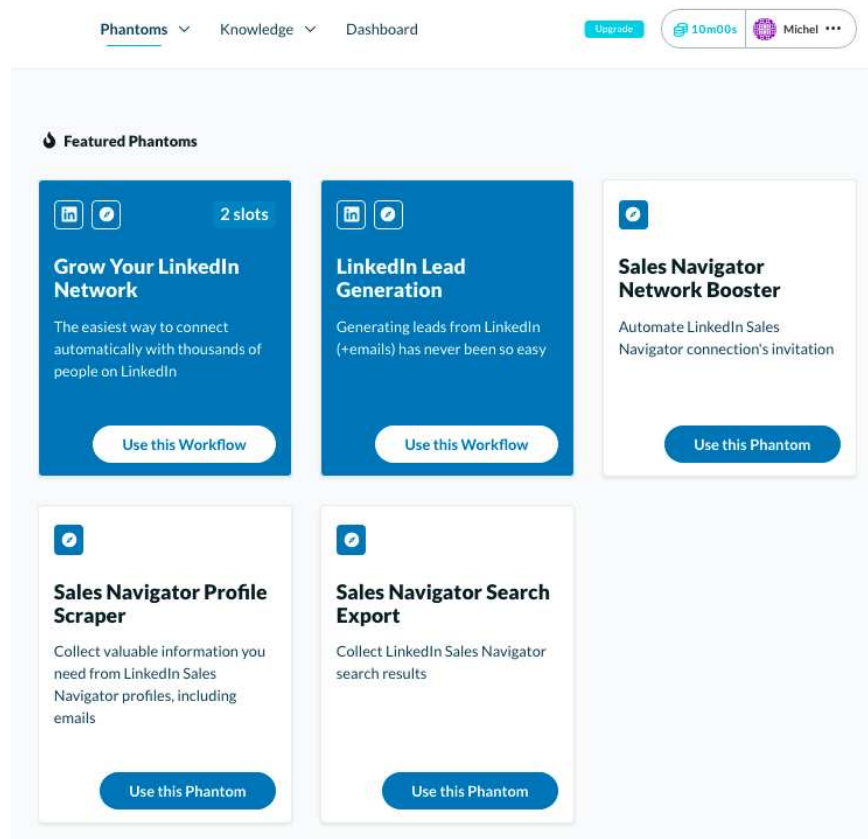
- Filtres populaires**:
  - Mots-clés**: A text input field with the placeholder "Saisir des mots-clés ...".
  - Niveau de relation**: A dropdown menu with the option "Proximité de la relation".
  - Langue du profil**: A dropdown menu with the option "Langues du profil".
  - Inclure/exclure**: A dropdown menu with the option "Filtrer vos professionnels par".
  - Secteur**: A dropdown menu with the option "Ajouter des secteurs d'activité".
  - Prénom**: A dropdown menu with the option "Ajouter un prénom".
  - Zone géographique**: A dropdown menu with the option "Ajouter une zone".
  - École**: A dropdown menu with the option "Écarter".
  - Nom**: A dropdown menu with the option "Ajouter un nom".
- Filtres postes et ancienneté**:
  - Niveau hiérarchique**: A dropdown menu with the option "Ajouter des niveaux hiérarchiques".
  - Fonction**: A dropdown menu with the option "Ajouter des fonctions".
  - Ancienneté dans le poste actuel**: A dropdown menu with the option "Ancienneté dans le poste actuel".
  - Titre**: A dropdown menu with the option "Ajouter des titres".
  - Ancienneté dans l'entreprise actuelle**: A dropdown menu with the option "Ancienneté d'ancienneté dans l'entreprise actuelle".
  - Années d'expérience**: A dropdown menu with the option "Ajouter des années d'expérience dans leur domaine d'activité".

At the top right, there is a toggle switch labeled "Appliquer vos préférences commerciales" and a "0 résultats" indicator.

## CHAPITRE 1

# Generate a prospect list

You can play with filtering criteria to build the audience you want. Once it's done, we will extract your audience from Sales Navigator using **Phantombuster**.



I refer you to the [following article](#) to see, in detail, how to extract the relevant data from your prospects into an Excel file.

## CHAPITRE 2

# Find contact information

There are several ways to find the contact information of our prospects. These depend directly on the data we have collected beforehand.

## Collection of information through LinkedIn

### FIRST NAME + LAST NAME + COMPANY NAME

If you generated your list using LinkedIn's Sales Navigator, you should have collected your prospect's first and last name and company name. Most email identification solutions will allow you to find contact information using this data.

#### Ajout en bloc Records

Charger des données depuis un fichier

.csv, .tsv, .xls, .xlsx de feuilles de calcul acceptées

Vous pouvez transférer tout .csv, .tsv, .xls, .xlsx fichier avec tout ensemble de colonnes du moment qu'il possède un enregistrement par rangée. L'étape suivante vous permettra de faire correspondre vos colonnes de feuille de calcul aux points de données exacts. Vous pourrez nettoyer ou supprimer toute donnée corrompue avant de finaliser votre rapport.

...ou entrez simplement vos données ici :

ID	FULL NAME <span>req</span>	COMPANY <span>req</span>	COUNTRY	JOB TITLE	URL

Effacer les données

Optimisé par Flatfile

Continuer

You can see on Anymailfinder that the full name and company name are required to process your lead file.

## CHAPITRE 2

# Find contact information

For more details on how to use Anymailfinder, I invite you to read the [following article](#) which explains in detail how to [find the contact information of your prospects](#).

## Collecting data from other sources

### DOMAIN + TITLE

In other cases, you might only have the domain names of your target companies available. With the help of tools such as [Snov](#) or Anymail, you will be able to identify the contact information of your prospects by mentioning the domain name and title only.

In short, you enter a list of domains and indicate in the tool that you are looking for the contact information of the CEOs of the companies that own these domains.

Click [here](#) to see how it works in detail.



## CHAPITRE 3

# Clean your contact list

Whichever method you use to identify contact information, you should end up with an Excel file containing, at the very least, the full names & business email addresses of your prospects.

## Making sure emails land in the inbox

Before starting your email campaign, it is essential to ensure the deliverability of the identified email addresses. Despite the reliability of email identification tools, some email addresses may not work.

### EmailListVerify or Neverbounce

It is therefore recommended to process the email addresses found in a tool such as Debounce or EmailListVerify which will check the deliverability of these addresses.

The screenshot displays the EmailListVerify web application interface. On the left is a dark blue sidebar with navigation links: Verification, Stats, API, Documentation, and Settings. Below these is a 'Buy Credits' button and a table showing credit balances: 'ON DEMAND CREDIT' at 4,607 and 'DAILY CREDIT' at 0. The main content area features a search bar at the top with 'example@email.com' and a 'Verify single Email' button. Below this is the 'Upload your list' section with three tabs: 'FROM COMPUTER', 'FROM INTERNET', and 'INTEGRATIONS'. A large dashed box in the center prompts users to 'Drag files here' or 'Choose files'. A yellow warning box states: 'Please, for the best processing times, split your email lists into multiple parts when larger than 1M records.' Below this, a blue box mentions supported file formats: 'We support CSV (delimited by , or ;), XLS, XLSX and TXT files with one email per line.' At the bottom left, an 'Imported Lists' section includes a search bar and filters for 'All', 'Completed', 'Processing', and 'Unprocessed'. On the right, a summary panel for '1F898D.xlsx' shows it was uploaded on January 18th, 2021, at 1:54 PM, with a 'Download clean list' button. A donut chart visualizes the email status: 152 Valid (green), 0 Spam-traps (purple), 7 Disposable (teal), 8 Duplicate (dark blue), 113 Invalid (red), 546 Accept All (orange), and 53 Unknown (grey). The total is 879 emails. A link to 'Learn more about result codes' is provided at the bottom.

Category	Count
Valid	152
Invalid	113
Spam-traps	0
Accept All	546
Disposable	7
Unknown	53
Duplicate	8
<b>Total</b>	<b>879</b>

## CHAPITRE 3

# Clean your contact list

You may be tempted to skip the email verification step. Yet it is a critical step in the proper execution of your lead generation system.

If you continually send emails to addresses that do not exist (i.e. that "bounce"), the deliverability of your domain will be negatively impacted. Eventually, your emails will systematically fall into the "Junk" folder of your recipients, rendering your prospecting efforts useless.

## CHAPITRE 4

# Write emails that convert

### PREPARE TO SEND

Here we come to the "abstract" part of the prospecting system. If the rules are strict when it comes to building a list of contacts, the composition of the prospecting messages can leave more room for imagination.

You will have to adapt the message according to the targeted sector, the service or product you sell, and your price range... At ColdIQ, we work mainly with businesses that sell B2B products and/or services priced between 2,000 and 10,000€. To describe what constitutes a successful mailing sequence, we will assume that you are selling a product or service at a similar price range.

Note that if your price ranges are higher, it is essential to allocate more effort to the qualification and personalization of your prospects. On the other hand, for lower price ranges, it can be worthwhile to reduce the personalization to focus on a higher volume of people contacted.

## Good practices

As we said in the introduction of this e-book, nobody likes to receive sales messages. Even less when they are impersonal, long, poorly written and not very relevant.

To ensure that as many people as possible read our messages, we will therefore pitch our offer in a concise manner, making sure to include the following elements:

## CHAPITRE 4

# Write emails that convert

### A PERSONALIZED ICEBREAKER

How many commercial emails do you receive daily in your mailbox? How many of them are addressed to you personally? When the emails we receive could have been sent to anyone, we certainly do not want to answer them. On the other hand, when these emails address us, we are much more tempted.

This is where the personalized icebreaker comes in handy. It allows us to create an intimate rapport with the recipient without having to change the rest of the pitch. We'll simply place this opening line at the beginning of our message to make them want to read the rest.

#### How to write a good icebreaker?

Go to your target's LinkedIn profile or to their website. The goal is to mention a detail that proves that you have researched them manually and individually.

You can, for example, mention an article written by your prospect or the latest product launched on their e-commerce. There must be no doubt... this sentence cannot have been addressed to someone else.

**FOR EXAMPLE**, for an online store that sells shoes, a catchphrase could look like this: *Love the design of your latest "Cellular White Care" model, the shoelaces layout is so unique... I've never seen that before.*

**Even better you can send personalized icebreakers at scale by using AI copywriting tools such as Smartwriter or Lavender.**

## CHAPITRE 4

# Write emails that convert

### A ONE-SENTENCE CASE STUDY

The goal is to convince our prospect that it is in his interest to read us. The best way to convince our prospect of the quality of our service is to mention the results we have obtained in the past. Even better if they were for companies similar to theirs (hence the importance of a precise audience delimitation).

**FOR EXAMPLE**, if you offer Facebook Ads to e-commerces and have successfully accompanied a shoe brand, you can contact other online stores and tell them:

*We generated 16,000€ in sales by spending 3,500€ on Facebook Ads for Sportshowroom, a brand that sells similar sneakers to yours.*

If you have achieved good results for your previous clients, mentioning them will always be a strong selling point.

### A CALL-TO-ACTION

We need to lead our prospect to the next step. Make the sales process as simple as possible. Despite a good sales message, you will still not have sold your product or service yet. The purpose of the call-to-action (CTA) is to invite your recipient to discuss with you by setting an appointment or a short call.

## CHAPITRE 4

# Write emails that convert

We want our inquiry to be as frictionless as possible. The goal is not to sell our service but to start a conversation. Some offer a free audit, and some others ask for a short call.

Here is an example of what your CTA could look like:

*I have a few ideas to share with you. Do you have 5-10 minutes for a short call this week?*

The goal is to make the benefit/risk balance attractive to our prospect. At worst, he loses 10 minutes. At best, he gets a lot of advice that he can apply at the end of the call. This is also why many service providers offer audits: they don't ask for any commitment from the prospect but offer them a strategic plan.

### PUTTING IT ALL TOGETHER

Your prospecting template could look like this:

*Hello {First Name},*

*Love the design of {mention last model/product}, the {product feature} are very original.*

*I'm {your name} and I {short description of your service}. I have helped {similar brand} increase their revenue by {your method}. I would like to do the same for you.*

*I have some ideas to share with you. Would you have 5 minutes for a call this week?*

## CHAPITRE 4

# Write emails that convert

To give you an example, here is an email I used in the past for a client who offers Facebook Ads (*I changed the name of the brand and the prospect*)

### EXAMPLE

*Hello Armand,*

*Love the design of your latest "Cellular White Care" model, the shoelaces layout is so unique...  
I've never seen that before.*

*I'm Michel. I have lived and breathed Facebook Ads every day since 2014. I generated 16,000€ in sales by spending 3,500€ on Facebook Ads for Sportshowroom, a brand that sells similar sneakers to yours.*

*I have some ideas to share with you. Do you have 5 minutes for a call this week?*

*Michel  
CEO at ColdIQ*

A bit more efficient than the spam that fills your inbox, isn't it?

## CHAPITRE 5

# Writing follow-up messages

### WHAT HAPPENS AFTER THE 1ST MESSAGE?

Many prospects won't respond to your first approach. You can write the perfect email, but you will inevitably come across prospects who are not interested in your solution, who don't have time, who have not opened/seen/read your message or who have more important things to do at that moment.

After all, you are looking to connect with successful people. These people are usually busy. Keep in mind that a lack of response does not necessarily mean a lack of interest in your services. Again, there are many potential reasons why you did not get a response. To give you an example, at ColdIQ, we book more appointments on the 3rd follow-up than on the first message. It pays to push a little bit.

## Writing great follow-ups

The follow-ups purpose is to address our prospects reasons for not responding. There are several cases in which your prospects will not respond. The goal is to make sure that the only reason for not getting a response is a lack of interest in our services.



## CHAPITRE 5

# Writing follow-up messages

### THEY HAVEN'T REPLIED BECAUSE...

- **THEY HAVEN'T SEEN OUR FIRST MESSAGE**

Many prospects will not respond for the mere reason that they have not seen or read the message. Our first reminder is to make sure that they know about our offer. A quick reminder is good enough:

*{First name}, have you seen my first message? I was saying that (...).*

- **THEY AREN'T READY FOR OUR SOLUTION JUST YET**

You will come across prospects who are looking to implement such a solution but are still evaluating their options and/or thinking about it. You should send them material that will guide them in their choice:

*{First name}, I wrote an e-book that explains how to do XYZ, would you like to receive it?*

You shouldn't be afraid to explain your methods to your prospects. Many times we are afraid that they will end up applying the explained methods by themselves. Most of the time they will realize that they need an expert.

- **THEY AREN'T THE DECISION-MAKER (ON THE MATTER)**

You may simply be talking to the wrong person. Ask them who's the appropriate person to talk to.

*{First Name}, could you direct me to the person in charge of marketing at XYZ if that's not you?*

## CHAPITRE 6

# Automate sending

### SAVE TIME: AUTOMATE

Ideally, we want to set up an emailing campaign comprising 4 to 6 emails. Below this number, we might miss out on some opportunities. Above, we might start pissing off too many people.

To send such a campaign, we need to be able to send messages in a timely manner and to send follow-ups separated by a few days each time.

We will need an automation tool.

### TOOLS TO USE

There are several automation solutions that allow us to configure the sending and the follow-ups, to A/B test our messages & objects and analyze our opening and response rates.

Among these solutions: [Apollo](#), [Expandi](#) & [Woodpecker](#).

Note that Expandi also allows you to automate your LinkedIn Outreach.

These email senders allow you to automate and schedule all your messages and your follow-ups and to apply conditions according to the actions taken. You can, for example, decide to stop the sending sequence when prospects click on a link, or you can decide to show a different message.

They are quite simple to use. I invite you to visit their websites. Note that [Apollo](#), [Expandi](#) & [Woodpecker](#) offer a free trial period.

## CHAPITRE 7

# Warm up the email address

### ARE WE READY TO SEND?

There is one last thing to do.

Because of the amount of spam sent every day to our mailboxes, emailing platforms have developed detection algorithms.

-> The goal: filter out messages that are not relevant.

-> The consequence: your prospecting messages could be judged as irrelevant.

The question is: how to show emailing platforms that OUR messages are trustworthy?

### EMAIL WARMERS

The solution: email warmers. These tools will simulate interactions between your mailboxes and other mailboxes. Each time your emails fall into spam, they will be removed from the folder and placed in the main inbox. These actions will contribute to improving the deliverability of your messages.

The difference is that instead of having opening rates of around 50% for your campaigns, you will reach 80-90%.

### WHICH TOOL SHOULD I USE?

You can use the email warmer from Mailreach or Warmbox. Mailreach is the best, but Warmbox is very efficient as well!

# Conclusion

You now have all the tools in hand to successfully conduct your email prospecting campaigns.



## WRITE TO ME

If you have any questions about the process, you can email me at "michel@coldiq.com"



## LET ME HELP YOU

If you want me to look at and optimize your prospecting system, let me know by email (michel@coldiq.com) or via the contact form of my site: <https://www.coldiq.com/contact>



## LEAVE IT TO US

If you want me to take care of your prospecting campaigns, send me an email or use the form on the site. I will gladly talk with you.



# Go further

The guide should have given you a good base to start your cold outreach campaigns. If you want to become a cold outreach pro, you need to learn from the best. The below course is my favourite and no doubt a great investment:



## Cold Email Mastery - @blackhatwizardd

The gold standard of cold email courses. This is how I started getting GREAT results with cold outreach. Get it here:

<https://gumroad.com/a/818156659>



## COMING SOON - Michel Lieben (@MichLieben)

Learn to automate your entire sale process. I'm shooting a video where I show you step-by-step how I run my own lead generation campaigns. You'll just have to copy and paste. Make sure to connect on LinkedIn & on Twitter to get notified.

Make sure to regularly check the roadmap including all the best resources on cold outreach. This will continuously be updated with the latest techniques, good practices, and tools...

Everything you need for outbound sales is here: <https://www.coldiq.com/>



# Tools mentioned



## LINKEDIN SALES NAVIGATOR

Define a target audience

## PHANTOMBUSTER

Automate data extraction

## APOLLO

Find prospects' emails & phone numbers.

## SNOV

Find target emails using a domain name.

## DEBOUNCE

Check email deliverability.

## WOODPECKER

Automate sending.

## EXPANDI

Automate Email & LinkedIn sending.

## MAILREACH

Warm up your inbox.

For a detailed list of cold outreach tools, click here:

<https://www.coldiq.com/tools>