

## Things to keep in mind:

This method is all about quality over quantity. You're trying to strike your prospect with a very clear and concise message.

I've found that this works best with Ecommerce & Info-Product businesses the best because they're more receptive to receiving a cold-video loom. That said, try it within your niche and see how it works. I've given examples of many different niches & services below.

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## Step 1: Find The Leads

Use one of the main 4 methods I listed in the earlier module on finding leads:

- 1 - Leadcarrot
  - 2 - Google Directory
  - 3 - Instagram Geotags
  - 4 - Facebook Groups
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## Step 2: Find Relevant Info

Use the information outlined in the storing & organising leads module on how to scour the internet to find relevant information about the company's Founder/CEO/CMO so you can use that in the Loom and sales process.

During this process you should also look to try to find out information on their competitors as well as whether or not this company is running ads themselves (if that's your service).

Generally - this is the phase where you do some digging and really get amazing background info on the company you're pitching to.

## Step 3: Create The Audit

Now it's time to create the targeted loom for your potential client.

Pull up loom and then here's what you do:

1. Pull up their website & socials. Just talk briefly about that.
2. Mention what service you help businesses with and why it's the best way to get customers.
3. Find their competitors and show them why their competitors are gaining an edge by implementing the service you're trying to offer them.
4. The cost of NOT doing this - Type out in a Google Doc the cost of not doing this to the business owner.
5. How you can help - In the Google Doc outline exactly how you could help this business.
6. Scratching the surface - Tell them that you respect their time so you didn't want to make the audit too long and you'd like to go over more in the meeting.
7. Offer the next step - Offer them a link to your scheduler (Acuity, Calendly, Etc) or just ask them when they'd be available for a quick meeting to plug a hole in this leaky side of their business.

### Examples:

If this sounds a little confusing and you can't picture what it looks like, I've made a couple examples below that you can access for different services.

**Facebook Ads** - Click [HERE](#) to see how to pitch it.

**SEO** - Click [HERE](#) to see how to pitch it.

**Content** - Click [HERE](#) to see how to pitch it.

### Key Things To Remember:

1. Make sure you add your scheduling link at the bottom of the message you send them on Facebook. If you don't have a scheduler, just ask what time works for them.
2. With Loom you'll get a notification if they see it. If they see it and don't respond within 48 hours, follow up!