V3 - Example contact cluster strategy

Email
- **Personalise** at a business and personal level
- Reference any exchanges on LinkedIn - **familiarity**
- **Build common ground** from LinkedIn and other research
- Use a **visual**? A graph or diagram maybe illustrating some research. Humans process visual 60,000 times faster than text
- If you do not get a response, next try…

Telephone
- **Personalise** at a business and personal level
- Reference the email to connect the sequence – **familiarity.**
- If you do not get through DO leave a voicemail – by doing this, you add another layer of **humanness**…your voice.
- Engage with any **gatekeeper** – they have the ear of the boss. Create an internal referral
- No response…?

LinkedIn
- Maybe try a LinkedIn connection request with message, or an InMail if you are able
- Connect the cluster sequence by referencing the previous contact – **recognition and familiarity**
- Even if they do not connect, they may well look at your profile, which further builds their connection with you, and your **humanness**
- If they do not connect or respond in any way, try…

Video email
- Builds that extra layer of **humanness**.
- **Keep it very short** - less then one minute
- **Personalise** the caption so they know it is not a generic video
- You may be able to monitor if the recipient opens the mail. If this happens, email them immediately and ask them what they thought of the video
- If you do not receive any response…

Email
- Reference the video – **recognition and familiarity**
- Ask what they thought of the video
- Questions invite a response

Snail mail?
- This is so rare now that it may **differentiate** you from the competition…
- Follow up with a call to complete the cluster
- Pause now – there is a balance between being persistent and becoming a stalker; you want to build a connection, not alienate.
- Wait for a **suitable trigger event** to try again. Trigger events can help you to customize timing and content…

General Notes:
- Before contact cluster use **LinkedIn** to build **recognition and familiarity** – posts, same groups, social conversation…
- **Select a small group of leads** or you will not be able to complete cluster sequence for all of them. Be realistic.
- **Leave a few days between each contact method** – long enough for the lead to see it, not so long that you lose the recognition and familiarity