



The Ultimate Outbound Prospecting Workshop For Securing High-Value Leads and Joint Ventures

DAY 1: CHECKLIST

- Rewatch Recording Of The Workshop**

- Optimize LinkedIn Profile**
 - Customize Your Profile Image,
 - Use a Professional Profile Photo
 - At a Compelling Story to Your Summary
 - Make Sure Your Experience Is Up To Date
 - List Honors and Awards You've Received
 - Share Articles and Blog Posts You've Written
 - Add Degrees, Certifications, Etc.
 - Get Recommendations

- Get Access To [LinkedIn Sales Navigator](#)** (a free trial is available)

- Create a Lead List on LinkedIn** (at least 250 - 500 Members)
 - Perform an "Advanced Search for Leads"** (be sure this list is as targeted and relevant as possible)
 - Advanced Playbooks:**
 - HIRING
 - ENGAGEMENT
 - COMPETITORS
 - RESOURCES:**
 - [Build Your List Using the Lead Source Playbooks](#)
 - [14 Lead Sourcing Playbooks for B2B Companies](#)

- Preheat Your List With Engagement**
 - Schedule a minimum of 30-minutes a day to engage with your prospects** (like, comment and share)

- Enrich Your List**

- ❑ 1. First and Last Name
- ❑ 2. Email Address
- ❑ 3. Company URL
- ❑ 4. Phone Number
- ❑ 5. LinkedIn URL

Optional Resources Discussed in the Webinar for Capturing This Information:

- ❑ [Seamless.ai](#) (a free trial is available w/ 25 leads per month)
- ❑ [TaskDrive](#)

❑ **Create retargeting ads on Adroll and Facebook**

- ❑ Recommended: HTML5 ads (can be created on Upwork)
- ❑ Advanced: Also use retargeting on Twitter, Google Display Network, YouTube and LinkedIn.

