



NEVER COLD CALL AGAIN

**YOUR GUIDE TO DIGITALLY
GENERATING YOUR OWN LEADS**



CHAPTER 1

DIGITAL FUNNELS > COLD-CALLING

At the beginning of 2019, I was an Account Executive for a SaaS company that offered digital marketing services. Our lead generation started with a dozen or so SDRs tasked with 60 outbound calls per day. We also had a full marketing department constantly pumping out content and to attract prospective customers. As an Account Executive, my job was to close leads generated by the SDR and marketing teams. This involved a one-hour demo and typically 1-3 follow-up calls. In the last quarter of 2018, I was the top producer out of 10 AE's. I generated so much more revenue than my colleagues that the CEO scheduled a meeting with me in an attempt to scale my success across the sales team. I was getting slaps on the back from every level of the organization; marketing, support, dev, all looked at me like I was a sales god. It felt fucking good.

Then, in the first month of 2019, I didn't close a single deal. In February...I closed one. (our quota was 6 deals per month and I had closed 8 in December alone.) My 1st quarter of the year had been destroyed, and there was no economic crisis or act of god that I could use as an excuse. My pipeline just dried up. If you're a sales person, you know that two-months of down sales is nothing trivial. It may seem like a short period of time when written in one sentence but when you're going through it, it's a crisis.

Managers started booking time on my calendar "just to chat". Other Account Executives started averting their gaze when they saw me in the hallway. One of my favorite parts of sales is getting together with other AE's and talking

strategy on existing deals. Closing deals is fun, and helping other people close deals when you're the sales stud is a close second. But when you're the worst performing sales rep giving advice to other sales people, it's like being the overweight guy at the gym giving out diet advice. Everyone smiles but has no intention of taking you seriously.

By the time March arrived, I was on the ropes. I couldn't figure out what I was doing wrong, but HAD to make things change. So in addition to the leads I was receiving from the SDR team, I committed to booking one extra demo for myself each day. That meant that I had to pick up the phone and start dialing. I got the cold-calling script from the SDR team and planned to make the requisite cold calls during my lunch break and after

hours to the west coast, (we're in Florida.) It took me 10-20 cold calls to book a demo. On paper, 10-20 cold calls sounds easy, but anyone who has cold called knows that you can't just type random numbers into your phone and start pitching whoever picks up. Cold calling takes preparation: learning about the person you're calling, their title, their company, what's going on with their company that qualifies them as a prospect, relevant case studies or testimonials that I can share on the call, etc., all needs to be gathered beforehand. When you combine that with the amount of time it can take to find a prospect's contact info, you're looking at a minimum 10 minutes per lead. That meant cold calling 10-20 leads per day would take me an additional 1 hour and 40 minutes, to 3 hours and 20 minutes per day.



I held steady for two weeks and was able to add 7 demos on my calendar. By week three I was starting to wear out and only booked two. By week 4, I booked one. Of those 12 booked demos, I closed 3 deals. Avg. deal size was \$3,500. My commission from those deals was \$800 combined. When you factor in the additional time I spent cold-calling to generate those leads, I made \$16/hour for that extra work.

Now, \$16/hour to some people is a living wage. For me, it was not. You can judge me and say I'm an entitled millennial who doesn't know how to save money but even if I did know how to support myself on \$16/hour, I wouldn't want to. I'm a salesperson, the most valuable thing I have is my time, and if the price tag for my time is \$16/hour then I probably need to find another line of work.

Cold calling always made me uneasy. Not because I'm uncomfortable with the social rejection, (most people who get started in cold-calling know that those feelings eventually go away). **Cold-calling was difficult for me because it felt incredibly inefficient.** There HAD to be a better way to

generate leads, preferably in a way that is completely automated so that I can spend all of my time closing deals. So I started spending time with our marketing team. I wanted to understand how they generated leads so that, maybe, I could automate it for myself.

Like most sales people, I'm wary of "marketers". Having been held accountable to revenue my entire career, I looked at our marketing team with disdain. First, they seemed to come into the office whenever they wanted. Second, every meeting we had with them was very "soft"; there were no clear deliverables established at the end of the meeting, and if there were, they weren't anything that put more money in my pocket. Whenever I pushed for more qualified leads, they would bury my concerns with conversations around "engagement" and "brand awareness". It drove me crazy.

As I did my best to understand what the marketing team actually did, I realized that they were not the problem, they were just stuck in an in-effective system. They were not incentivized to generate revenue. Yes, technically they were responsible

for the number of leads generated, but were never held accountable to it. They lacked customer context, and only understood things on a theoretical level, not on a "rubber-hits-the-road-level". For example, they would spend hours designing the "perfect" display ad, but focus on features as opposed to customer value in their messaging.

[Disclaimer: This does not apply to all marketing departments. In fact, over my career I've gotten to know incredible marketers who know how to be held accountable to revenue. The experience described above was true to my experience up to that point.]

So, I thought, what if I learned how to automate digital marketing for myself in a way that would allow me to dedicate all of my time to losing deals, (and none on lead generation? This book is a result of the resulting rabbit hole that I fell down. Everything that I write about are things that I've done, the end results being very lucrative for me as a sales person.

When you're done with this book you'll know how to:

1. Completely automate personal lead generation.
2. Show-up to every industry event with at least 6-meetings on your calendar.
3. Surpass your sales quota without cold calling ever again.
4. Use customers that you previously sold to help you generate more leads, close deals faster, and increase your base salary.

CHAPTER 2

AUTOMATE PERSONAL LEAD GENERATION

Think of digital marketing as chopping down a tree. If you have 10 hours to chop down a tree, you should spend 8 hours sharpening your Axe. In digital marketing, the effort you put-in upfront determines your pay-out at the end. And the beauty is, it works while you sleep. But if you're not willing to put in the effort upfront, you might as well stick with cold calling and emailing.

There is a major prerequisite in using digital marketing to generate leads. Your product needs to have "product market fit". In other words, your product needs to have proven value. It's amazing how many early stage companies I've spoken to that have no sales because their product is useless, but think it's because they're not using the right "closing technique".

I have tried many different combinations of digital marketing for lead generation and the flow in this book is what I've found works best. Automating lead generation depends on creativity. How well can you translate your sales pitch into ads and landing pages? What's unique and interesting about your value proposition? What will grab your audience's attention and make them appreciate the effort? If you lack the motivation to be creative in sales, it's probably not for you. The most accomplished sales people I know are the ones who look at customer objections as fun challenges, not annoyances. Same applies to digital lead generation. The best sales and marketing campaigns come from a place of gratitude, motivation, and playfulness.

[Side Note: As much as I would love to help all sales people automate lead gen, this book will only deliver a true ROI if you generate, (or have the opportunity to generate) \$40,000 or more in commission each year.]

Preparation

If you're in sales then you likely have lists. Endless lists, of emails, phone numbers, first names, last names, companies, titles, etc. If you're just getting started in sales and don't have any lists, then get some. They're easy to find and make in the era of digital interconnectedness.

Here are some lists that I always keep:

- **Industry lists that contain people with the title and company type that I typically sell into.**
- **Attendees from qualified trade shows**
- **Prospects who I or my colleagues tried to sell to previously but did NOT close.**

Standard Tactics

Facebook & Instagram:

- List Targeting + Retargeting

Linkedin:

- List Targeting + Direct Messaging

Twitter:

- List Targeting
- Educational Email Sequences
- Personalized Landing Page


Advance Tactics

- Sales Rep Network Profile
- Google Display Ads and Remarketing

Once you have that, It's time to build your landing page.


A landing page is a simple website designed to get visitors to commit a very specific action. My landing pages are almost always designed to get visitors to click on a link to schedule a time on my calendar. If you're a consultant, broker, or commission-only sales person, landing pages make a lot of sense. You can highly customize them around who you are and the value of what you're selling. If you're a W2 sales person, see if you can enroll your marketing department in an experiment to help you create a personalized landing page to increase lead conversions. This will work particularly well for sales organizations that have well defined sales territories.

[Note: If you're NOT able to create a personalized landing page for yourself, you can find ways around it, but your digital ROI will be limited.]



What's so great about your product/service?

A line or two elaborating on your benefits. (Why should someone go with you?)



Your Amazing Offer!

First Name

Last Name

Email

Company

Download Now!

Why should someone download this ebook?

- Tip: Pages targeting 7th grade or lower reading ease seem to convert better.
- Tip: Every additional 250 words on a page lowers the conversion rate by 20%.
- Tip: Avoid empty buzzwords like "excited, excel and cutting-edge. They could hurt your conversion."

Switch to previous version

Review and Publish (1)

Search or add filters

Campaigns

Ad Sets1 selectedAds for 1 Ad Set

CreateDuplicateEditA/B TestExport

Columns: PerformanceBreakdown

<input type="checkbox"/>	Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Ad Relevance DL...
<input type="checkbox"/>	Retargeting - Conversions	<div><div></div>Active</div>	Lowest cost	\$5.00 Daily		1 Purchase	931	2,105	\$25.23 Per Purchase		
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<input type="checkbox"/>	Conversions - U.S./Canada - Male	<div><div></div>Active</div>	Lowest cost	\$32.00 Daily		6 Purchase	12,032	16,985	\$26.49 Per Purchase		
<input type="checkbox"/>	US/India- 18+	<div><div></div>Active</div>	Lowest cost Conversions	Using cam...	Apr 16, 2020, 4... 31 days ago	6 Purchase	12,032	16,985	\$26.49 Per Purchase		
<input type="checkbox"/>	Conversions - U.S. - Female	<div><div></div>Off</div>	Using ad set...	Using ad s...		— Purchase	—	—	— Per Purchase		
<input type="checkbox"/>	Conversions U.S. - Female	<div><div></div>Campaign Off</div>	Lowest cost Conversions	\$10.00 Daily	Mar 17, 2020, 6... 61 days ago	— Purchase	—	—	— Per Purchase		
Results from 3 campaigns						7 Purchase	12,392 People	19,090 Total	\$26.31 Per Purchase		

Landing Page Best Practices

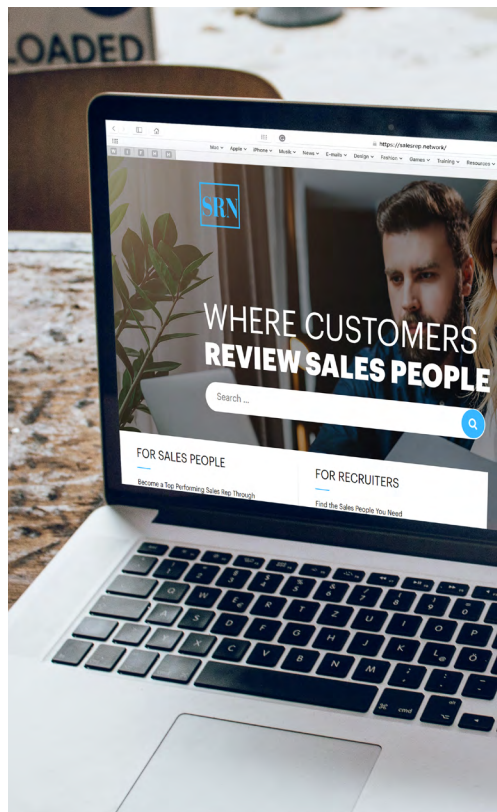
Unbounce: \$99/month
Google Domains: \$12/year

Designing and creating a landing page requires the largest time and money commitment of this book, but if done right, will have the biggest impact on your deals.

The first step is picking your domain, (I recommend Google Domains). Your domain name can be anything you want it to be but should relate to who you are and what you're selling. For example, let's say that you're selling Low-Voltage Consulting Services. You may pick one of the following domains:

www.thelowvoltageguy.com
www.yournextlowvoltageconsultant.com
www.lowvoltage{yourfirstnamehere}.com

Something that stands out and is memorable. Next, create a free account on [Unbounce](#). Like most of you, I'm NOT a web designer, so I needed a tool that was easy to use and provided guidance on what a well designed landing page looks like. After trying multiple solutions, Unbounce was by far the best. They have multiple well-designed templates to choose from so you don't have to reinvent the wheel from a design perspective.



Once you've picked your template, here's what you need to fill it with:

Title

Your value proposition captured in 6-10 words.

Section 1: Illumination

The illumination section is designed to call your prospects attention to a pain or opportunity that they may or may not know they have. It drives their imagination into the area that your solution occupies. You can make this section one big question, a collection of facts, graphics, etc., but the goal is to educate and prime the visitor for what's coming next. Scribe Media does a great job of this [on their homepage](#).

Section 2: Demonstrate that You Understand Your Visitor

Selling via a landing page is the same as selling face-to-face. Building rapport with a prospect (page visitor in this case) is imperative to moving them along the funnel. For this section, you need to demonstrate that you understand the visitor AND their problem. "Social proof" helps with this and is done well [on this landing page](#) from CodeCademy.

Section 3: How Does Your Solution Fix Their Problem or Get Them to Where They Want to Go?

Now that you have the prospect well aware of what their problem or missed opportunity is, it's time to bring them in with a soft landing. Tell them exactly what will happen as a result of using your solution. Paint a picture of what their life looks like post adoption. Shopify does this really well [on this landing page](#).

Call-to-Action

This is the reason you built your landing page: getting the prospect to take action, whether it's providing their contact information or scheduling time on your calendar, (which is typically my CTA. [Calendly](#) is a great free option that integrates directly with google calendar.)

[A great overall landing page is this one from [Intercom](#). It identifies what the product will do for you, provides social proof, and has a clear CTA.]

Remember, the landing page is an expression of your sales pitch in the simplest and clearest form. It has to sell just enough to get the prospect to fill out the form or schedule time on your calendar, so take your time with it.



If you can get feedback on your landing page from customers, even better.

I also highly recommend creating 2-3 versions of your landing pages and testing which one converts better. (Another reason I recommend Unbounce, they make it extremely easy to do this. Things to test include: page layout, copy & verbiage, and the type of CTA .)

[Pro Tip: ~70% of all visitors who have ever visited my landing pages came from mobile devices. Be sure that your mobile layout as designed in Unbounce is just as clear as the desktop version]

Set-Up Tracking & Targeting

This section is what separates professionals from novices when it comes to digital marketing. Every major digital advertising platform has something called a "tracking pixel". A tracking pixel from Facebook, for example, is something that you install on your landing page that will allow Facebook to see who is committing the desired action on your website. You can actually tell Facebook what you want people to do on your landing page and they'll track who does that thing.

Why is this important? Because after enough people do that thing on your landing page, you can tell Facebook to find & target similar people with ads on Facebook and Instagram. This is called "optimizing for conversions" and is something that you can do on all major platforms, including Google, Twitter, and LinkedIn.

[Installing tracking pixels on your landing page is easy. I'm not going to include a "How-To" guide here, just google Unbounce and (insert platform name here) for tracking pixel instructions.]

To acquire your tracking Pixel, you'll need to create an advertising account on the platforms that you want to advertise on. Below are direct links to the following advertising account creation pages:

1. [Facebook/Instagram](#)
2. [Linkedin](#)
3. [Twitter](#)
4. [Google](#)

Targeting

There are three types of targeting that we're going to discuss, (in order of effectiveness): List Targeting, Retargeting, and Platform-Audience Targeting.

List Targeting

As a sales person with endless prospect lists, did you know that you can upload those lists to any digital platform and target them with advertising? This strategy is my personal favorite because it compliments my other marketing and outbound sales efforts well. I found it to be particularly effective for booking appointments with

prospects at industry events. I do this by:

Creating an ad using [Canva](#), usually something simple with a clear value proposition. Sometimes ***I'll even put my headshot in the ad. (See Below)***

I'll then upload the attendee list and the ad to Facebook/Instagram, LinkedIn, and Twitter.

[Side Note: Each platform has minimum requirements for the size of the list that you upload. Facebook, for example, requires at least 20 verifiable contacts, whereas LinkedIn requires 300.]

I will then target everyone on that list across all three platforms with the ad(s) I created on Canva. When a prospect clicks on the ad, they'll be taken to a Calendly form where they can book time directly on my calendar. If I have the time, I'll create a special landing page just for the event, (This typically involves copying one of my existing landing pages and customizing it with the event logo in the page header.)

Then, two weeks before the event, I'll send a two-email marketing sequence to that same list of attendees. This email sequence is always education focused, not a hard

EVER MISSED A LEASE RENEWAL?



max@Leasecake.com

THEN YOU NEED TO MEET THIS GUY



solicitation, and has four characteristics that are very important. (Inspired by Josh Braun):

1. Show you did your homework ("I noticed that your company just acquired 15 additional locations in California. I know acquisitions are not easy but Congrats on your continued growth.").
2. Explain what they are missing out on ("I know from speaking with other multi-unit operators that many, if not all, find it challenging to manage their real estate portfolio as they grow. This typically leads to disorganization, missed renewal options, security deposits that never get collected, the list goes on").
3. Explain how you might be able to help and add social proof ("In the past year we've worked with companies like abc and def to help them completely streamline real estate management, and I think we might be able to help you in this area as well.").
4. Call to action ("I'm not sure if this is a fit for you folks, but if you'd like to learn more, would you be open to carving out some time on ____?"). I'll then include the Calendly link.

The second email I send is usually very short, and mentions which after-hours events I'll be attending if they'd like to meet-up at one.

With this sequence, I average 7 pre-booked

appointments for every industry event that I go to.

For B2B sales, I've noticed that targeting prospects with ads and enrolling them in an email campaign results in 8X more bookings than cold-calling.

Retargeting

If you've ever gone to Amazon.com, added a blender to your cart without purchasing it, and then seen that blender as an advertisement on every website that you visit afterwards, you've been retargeted.

Retargeting is simply advertising to people who have previously visited your site. In addition to helping you optimize your ad campaigns, the tracking pixels we discussed earlier will allow you to ad-target people if they leave your site without committing the desired action.

When I explain retargeting to people, 40% respond with how much those ads annoy them, but when you look at retargeting conversion statistics, you realize it's extremely effective. To demonstrate this, let's discuss a male hair regrowth formula that I sold previously previously. When I targeted men on Facebook over that age of 35 in the United States, it cost me \$24 per conversion. That means I had to spend

\$24 to get one new purchase. When I retargeted people who previously visited my website but left without purchasing, it cost me \$5 in advertising to get them to come back and purchase.

[Side Note: Retargeting requires that someone visits your landing page first. The reason it's so effective is because 95% of visitors who visit your landing page will leave without answering your CTA. The goal of Retargeting is to bring them back.]

Platform Audience Targeting

Platform Audience Targeting is a term that I made up, and it refers to building an audience within the platform to target, (as opposed to uploading contacts yourself). For Account Executives looking to increase lead flow, this may or not make sense depending on the audience you're going after. If we continue with our Facebook example, you simply tell Facebook to show your ads to users that fit four criteria, (Like in the hair-regrowth product example).

Ads

Ad spend: \$20-\$100 per month
Canva: \$12.99 per month

Now that we have a landing page, we need to drive prospects to it. This section will cover multiple different ways to do that and the corresponding costs. From the results I've achieved using landing pages, I can tell you that having ad campaigns on multiple platforms simultaneously (LinkedIn, Facebook, Twitter, etc.) will dramatically increase the number of visitors and conversions you receive.

Ad Creation

Canva is my go to for all marketing collateral. Again, as someone with zero design capabilities, it's the best tool I've found to easily create digital ads, logos, banners, etc. (It's how I made the ad above.)

I typically create three ads per campaign and use the same ads across platforms, (LinkedIn, Facebook, etc.) The advantage of creating multiple ads is that it allows you to track and determine what type of ad performs best with your audience.

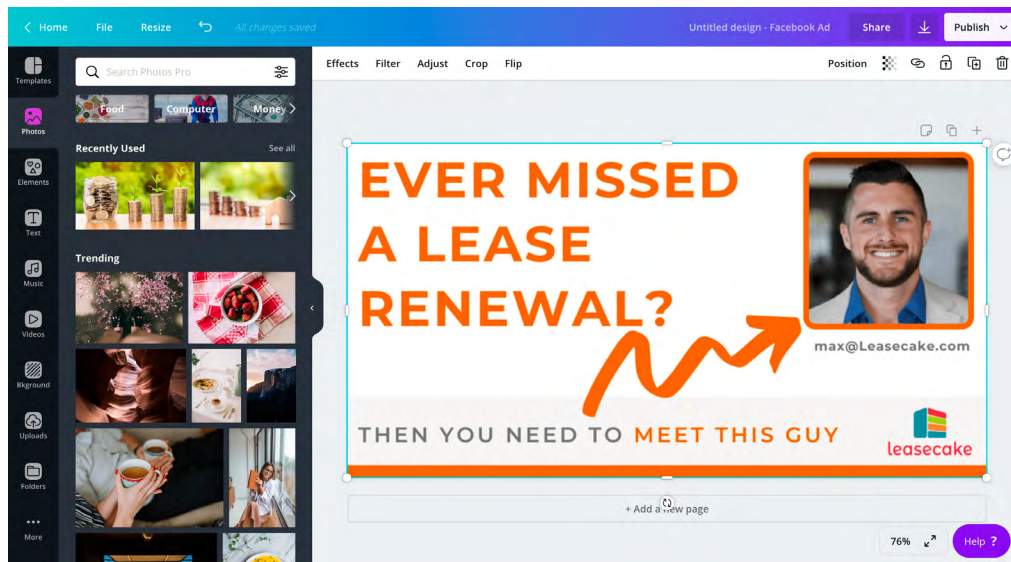
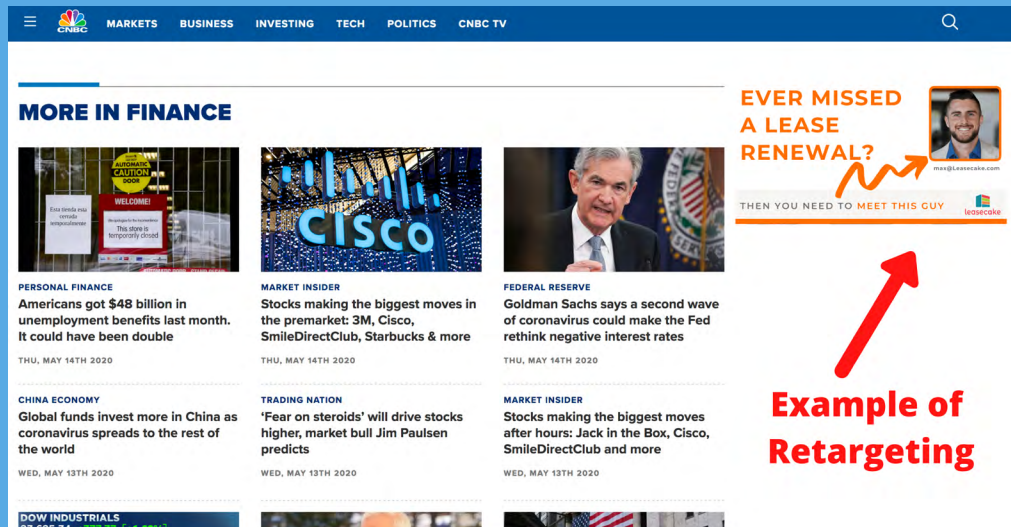
Platform Considerations

LinkedIn is best for B2B sales, particularly if you're building brand awareness. People go on LinkedIn to compare their career to others and see what's new in their industry. They want to see what their peers are doing and how their career/accomplishments compare. LinkedIn is the where people go to learn, but more importantly gloat, about career accomplishments

The messaging in LinkedIn advertising needs to be focused on, "if you do X, your career will transform in this major way." If it's easy for users to post/brag about the accomplishment they get from using your service, you'll get clicks and conversions even faster.

I have never had success with direct messaging through LinkedIn. I've only tried it three times, but each time was with a different product or service. It could have been poor targeting or copy on my part, but I know when I get those sponsored messages in my LinkedIn inbox I aggressively ignore them. I can't remember having ever received one where I felt like there was value in it for me.

LinkedIn is also by far the most expensive. Unlike other platforms, LinkedIn requires a minimum budget to run ad campaigns, so it only makes sense for Enterprise Account Executives who are confident that's where their prospects are.



Facebook/Instagram:

For B2B sales, I recommend using Facebook & Instagram for list targeting. (For B2C sales, Facebook and Instagram are THE way to go for standard Pay-Per-Click campaigns and retargeting.) Most people check Facebook and Instagram while at work, so it's a great way to approach prospects from another angle.

Facebook/Instagram is also great for retargeting; however, this only makes sense once you have a few hundred people visiting your landing page per month.

Twitter:

Works extremely well for specific demographics. Twitter is essentially a current events education platform with a large audience that does not have a Facebook or Instagram account. (For example, I briefly worked in the crypto space and noticed that I received tons of clicks and engagement on Twitter, I received nothing on Facebook/Instagram. Come to find out that most crypto people don't trust Facebook's massive data complex and don't particularly like Mark Zuckerberg.)

Email:

Everyone has it. Those who say email marketing is dead just don't know how to write good emails. The most common mistakes I see in email marketing is that the senders are impatient, self-focused, or don't offer any value on the first touch. As covered under the "List Targeting" section, if you do your homework and focus on value, you can significantly increase your email response rate.

I have no affiliation with [Mailchimp](#), but I use their service and found it to be the most user-friendly and cost-effective way to send email blasts. (No cost if you're sending email blasts to less than 2,000 contacts.)

Advanced Tools

The Sales Rep Network

The Sales Rep Network is a website where customers can review the sales people they bought from. After I close a deal with a prospect, I typically follow-up with them during or after their onboarding session to see how they are and if they need anything. If their experience has met their expectations, I'll ask them to leave me a review on the Sales Rep Network (SRN) and share a link to my profile.

After I had a few reviews on my SRN profile, I started including a link to my profile when

I sent product testimonials to prospects during the discovery stage. This has shaved a couple weeks off of my average sales cycle, particularly for enterprise sales. I believe it's because when a prospect sees that their peers and competitors have purchased from me and were happy with their experience, it builds instant rapport. Who you are as a sales person has just as much impact on the sale as the product you're selling.

The best part, [SRN](#) is free.

Google Display Ads for Retargeting

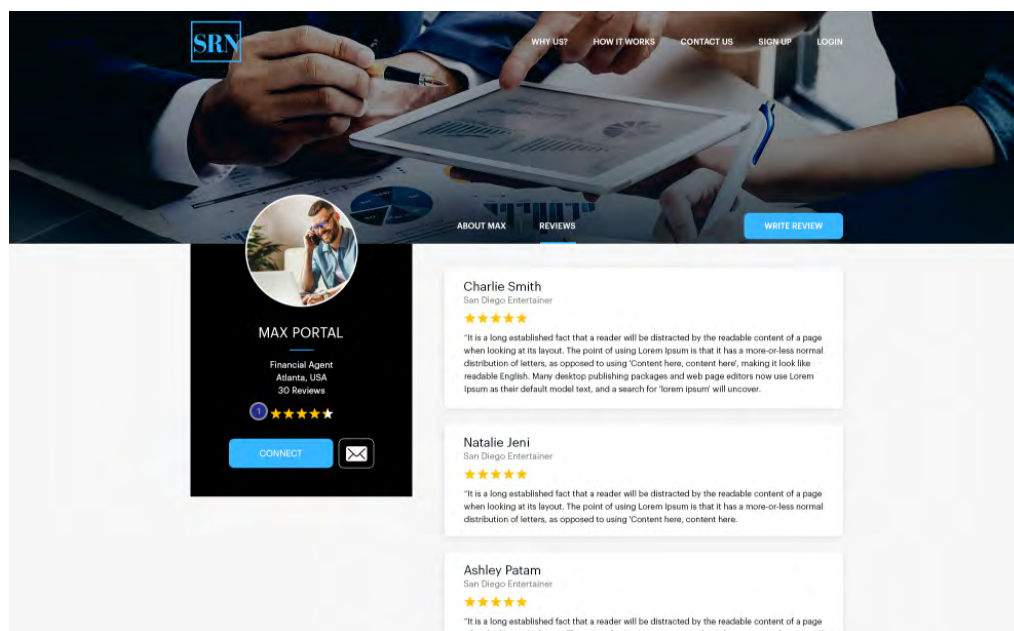
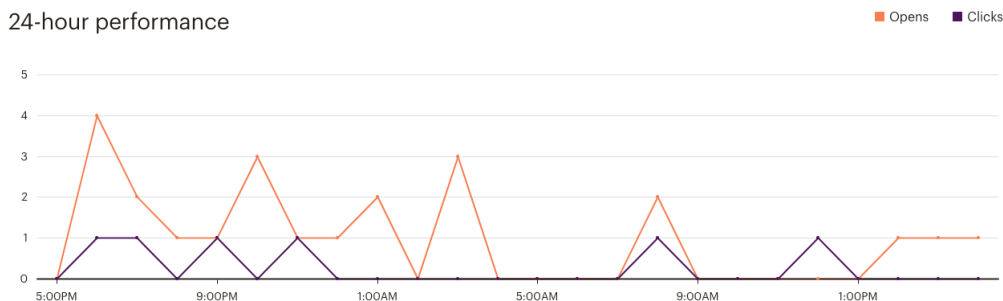
I saved Google Display Ads for last because it only makes sense if you're getting hundreds of people visiting your landing page per month. Google Display Network allows you to upload an image or video that will follow someone around LITERALLY

EVERYWHERE on the internet. Whether it's CNBC, Weather Channel, or Youtube, anyone who leaves your landing page without answering the CTA will be peppered with your advertisement. Simply create a [Google account here](#), set-up a campaign, and follow the prompts after selecting the "Google Display Network".

[Side Note: I have not included Google Adwords in this ebook. In my opinion, it is outside the scope of what you need as a sales person to automate lead generation. Relative to the strategies listed above, there's a lot of room for error with Google Adwords and it's a very expensive way to generate leads for yourself.]

23 Opened	7 Clicked	1 Bounced	0 Unsubscribed
Successful deliveries	70 98.6%	Clicks per unique opens	30.4%
Total opens	60	Total clicks	9
Last opened	5/19/20 9:27AM	Last clicked	5/12/20 6:02PM
Forwarded	0	Abuse reports	0

24-hour performance





CHAPTER 3

MOVING FORWARD WITH THE RIGHT PHILOSOPHY

By now, hopefully you understand how to set-up a simple marketing funnel to generate leads while you're sleeping.

Once your campaigns are live and driving traffic to your landing pages, you'll need to determine which landing pages and ads perform best. The Click-Through-Rate (CTR), will show you: of the people who saw this ad, what percentage clicked on it? Of the people who landed on this landing page, what percentage converted? Use this metric to determine which funnel is best, and kill the rest.

[Side Note: I typically wait for an audience size of 100 people to determine the winner. Once 100 people have seen my ads, I'll start to filter out the under-performers. Once 100 people have landed on my landing pages, I'll filter out the losers.]

Once that's done, your job is to sit back and respond to inbound leads. If this is your first time setting up a digital marketing funnel, then you'll probably make 2-3 serious alterations on your ads and landing pages during the process.

If you really want to nerd out on landing page optimization, check-out [Hotjar](#). It's a tool that records visitor sessions on your page so you can see where they look, where they click, and how much time they spend on different sections.

The goal of this book is to give you leverage to be successful and allow you to invest your time in what matters. For me, that means having enough leads and opportunities in my pipeline so that I never feel pressured or dependent on a single deal. Hopefully, these tactics will give you that same freedom.

