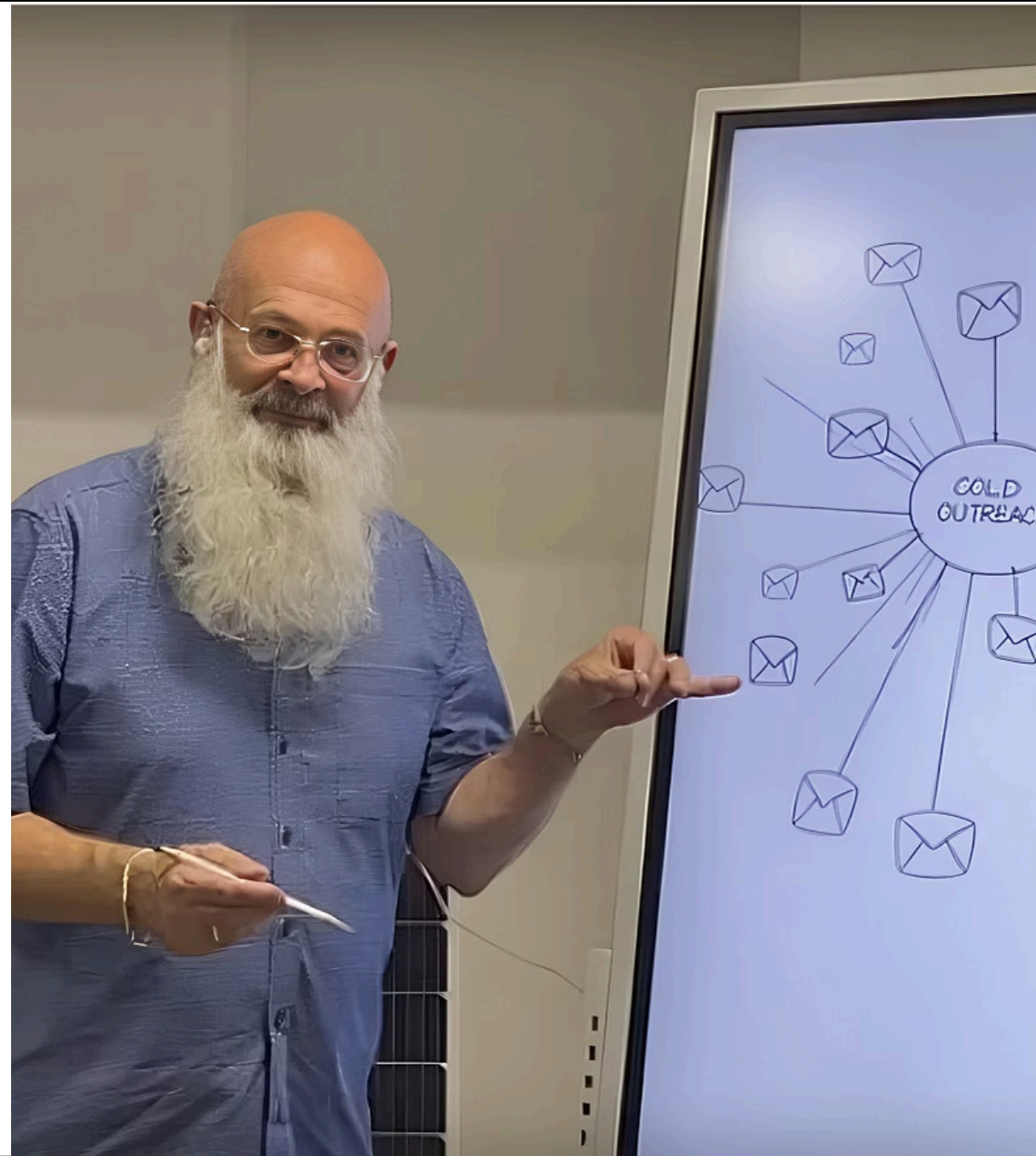


From Silence to Success: Our Outreach Journey

This presentation details our journey from ineffective outreach attempts to achieving significant engagement.

We'll share our initial struggles, the painful lessons learned, and the strategic shifts that ultimately led to remarkable results in our email campaigns.

Outreach Case study by Hans and Patrick Thoma



The Initial Approach: Automated & Elaborate

We boldly ventured into outreach, meticulously crafting a sophisticated system. We believed that automation and elaborate sequences would ensure our success.

1

Email Warm-up & Sequences

Warmed up email accounts and hired a professional to craft intricate email sequences.

2

AI-Generated Copy

Utilized LLMs to generate compelling email copy.

3

Automated CRM Pipeline

Configured advanced sequences in a self-hosted n8n, with a detailed CRM pipeline and nurture campaigns.

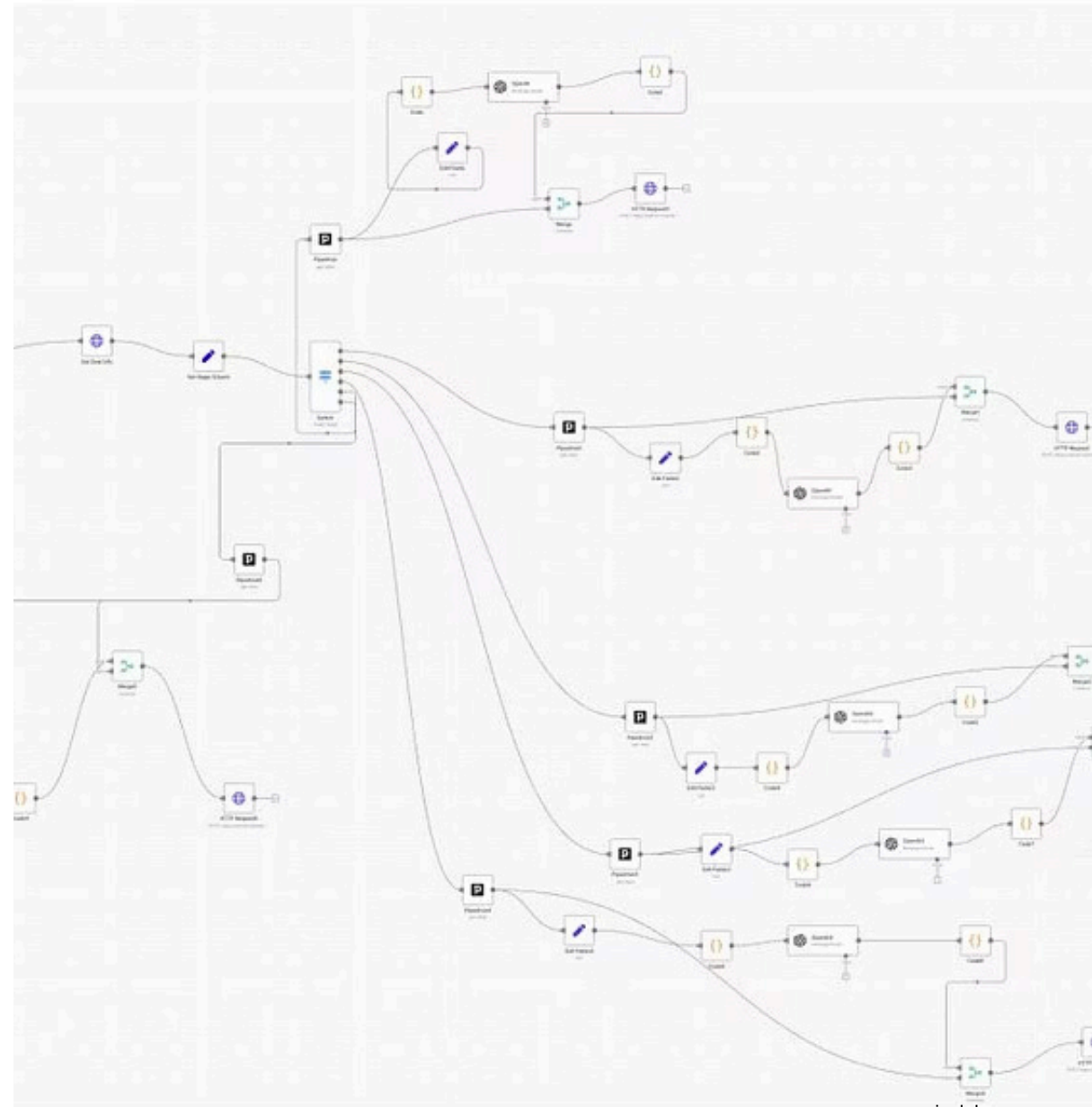
We were ready for crowds of customers, but what happened next was unexpected.

The Crushing Reality: Nothing Happened

Despite our elaborate setup, the launch yielded **nothing**. There was no traction, no replies, and no traffic to our website. Just silence.

Prospects opened our emails but didn't reply or click.

This lack of engagement was a painful pill to swallow, forcing us to re-evaluate our strategy.



Initial Misconceptions: Where We Went Wrong

Our first thoughts after the failure were rooted in technical issues or volume, but these assumptions proved incorrect.

Assumption 1: Technical Errors

We believed something was wrong with our setup or that we had errors.

Assumption 2: More Emails Needed

We thought sending more emails, more frequently, would solve the problem. This failed miserably, with open rates plummeting to 10-11% for follow-ups.

Assumption 3: Lack of Personalization

We suspected insufficient personalization and market saturation. Personalized videos yielded a 22% click rate but still no conversions or significant interest.

Our technical setup was perfect, and we used modern outreach practices. The problem lay deeper.



The Real Culprits: Weak Offer & Broad Targeting

After deeper analysis, we realized our core issues were a weak offer and unfocused targeting. We were selling AI Voice agents, which had several critical flaws:

Weak Offer

- Easily reproducible by competitors.
- Lacked our strongest expertise.
- Not our primary business focus.

Broad Targeting

- Targeted all customer sizes, industries, and locations.
- Offer was too broad, limiting its perceived value.
- Scraping job descriptions for customer support roles led to a diluted audience.

Back to Basics: Redefining Our Value

We decided to ditch our initial offer and targeting, starting from scratch. The focus shifted to our core strengths and identifying who we could truly serve.

Leveraging JvG Labs' Expertise

Inspired by JvG Labs' success in growing to \$8M with only two people through automation.

Identifying Core Strengths

Our strongest points were SEO, Paid Ads, and Social/Customer Communication.

Defining Ideal Customer Profile

We identified who we could and wanted to serve, doubling down on matching our skills with their needs.

This foundational work allowed us to create an offer that businesses found hard to resist.

The Breakthrough: Exciting Results

The new strategy yielded immediate and exciting results. Both we and our prospects were thrilled, eager to collaborate.

55%

First Email Open Rate

A significant increase in engagement for initial emails.

30%

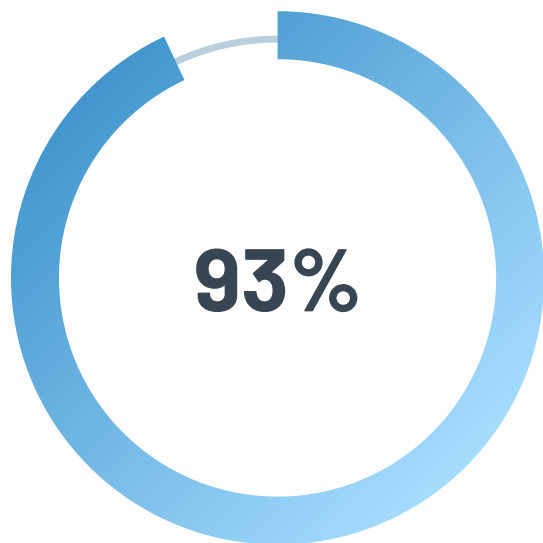
First Email Click Rate

Optimized for clicks, showing strong prospect interest.

These numbers were a dramatic improvement from our previous attempts, signaling a successful pivot.

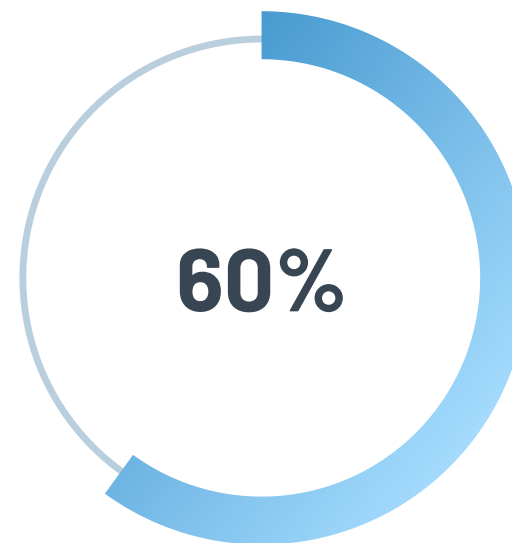
Follow-Up Success: Unprecedented Engagement

Our follow-up emails saw even more remarkable results, demonstrating sustained interest and engagement from prospects.



Follow-Up Open Rate

Nearly all prospects opened subsequent emails.



Follow-Up Click Rate

An "insane" click rate, indicating high relevance and value.

This sustained high engagement confirmed that our refined offer and targeting resonated deeply with our audience.

Key Lessons Learned from Our Journey

Our experience provided invaluable insights into effective outreach, emphasizing quality over quantity and deep understanding of the audience.

Quality Over Quantity

Avoid sending excessive emails;
focus on impact.

Fight for Attention

Prospects are bombarded; you
must stand out, deliver, and
maintain engagement.

Deep Dive into Offer & ICP

Invest significant time in
defining your offer and
understanding your Ideal
Customer Profile (ICP) and their
pains.

These principles became the foundation of our successful outreach strategy.

What Works: A Recipe for Success

Our journey culminated in a clear understanding of what truly drives successful outreach.

1 Audience Segmentation

Segment your audience very well to ensure targeted messaging.

2 Clear Offer

Develop a concise and compelling offer that resonates with your segmented audience.

3 Effective Prompting

Utilize strong calls to action and engaging prompts to encourage interaction.

These three pillars are crucial for transforming silence into engagement and ultimately, conversions.

Learn More: Private Pilot Program for Agencies & Solopreneurs

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