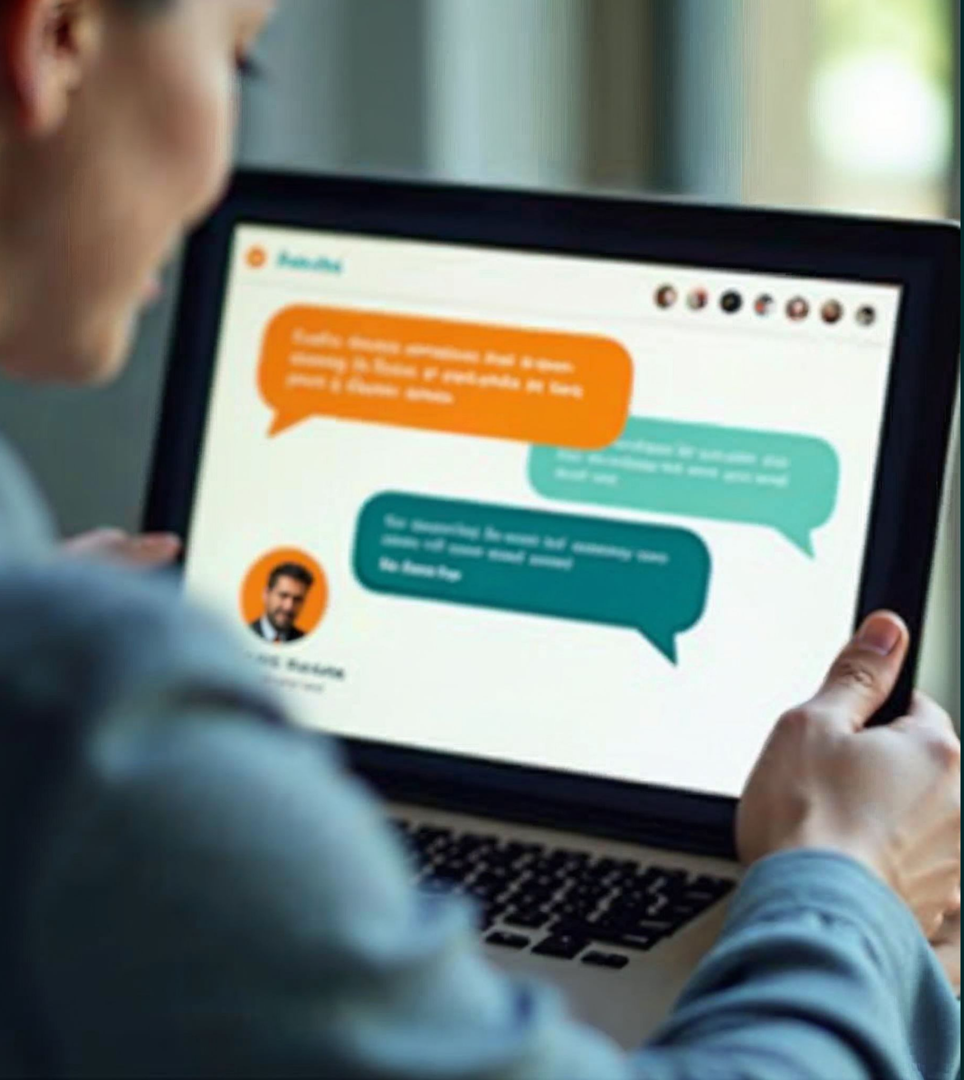


AI Analysis

Panel: The Guide to Effective Multi-Channel Cold Outreach

James Buckley
Host and Sales Content Creator, Sell Better

Leslie Douglas
VP of Sponsorships, Sell Better

Will Aitken
Founder, WillAitken.com

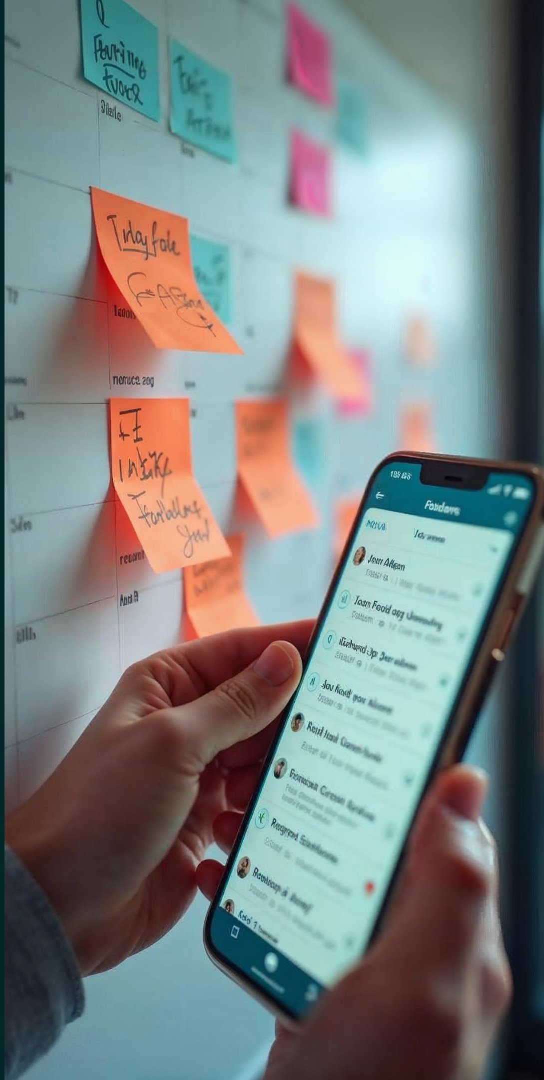
Jed Mahrle
Founder, Practical Prospecting

Summary

The session focused on strategies for effective multi-channel cold outreach, highlighting various approaches and tactics to increase engagement and response rates. The speakers discussed the importance of using LinkedIn for outreach, with Jed Mahrle emphasizing that blank connection requests have the highest acceptance rates and leading to more personalized messages once the request is accepted. He mentioned using tools like Hayreach to automate connection requests and shared a three-step messaging process to initiate conversations. The speakers agreed on the importance of keeping messages short, casual, and value-driven, rather than lengthy and formal like emails.

Will Aitken and Leslie Douglas discussed the nuances of creating effective subject lines and opening lines for emails. They recommended keeping subject lines short and vague to pique curiosity, using one to three words, and sometimes including the prospect’s company and competitor’s names to drive interest. Leslie emphasized the importance of making the opening line of an email about the prospect rather than oneself, suggesting that references to their work should be genuine and relevant. Will provided a template for crafting value propositions in emails, focusing on the absence of the product and the problems it solves, rather than detailing the product's features.

The panel also addressed common mistakes in multi-channel outreach, such as generic messaging and giving up too quickly. They advocated for a mix of outreach methods and adapting messages across channels to maintain relevance and interest. Jed recommended shorter sequences with follow-up sprints to avoid overwhelming prospects and suggested creating signals to identify engaged prospects. The importance of post-call steps and maintaining momentum was highlighted, with suggestions to offer valuable resources and set clear next steps to keep the prospect engaged. Additionally, the speakers stressed the need for personalization and relevance in every interaction to stand out in a saturated market.



Panel: The Guide to Effective Multi-Channel Cold Outreach
Thursday, September 4, 2025

Takeaways

Optimizing LinkedIn Outreach

Blank connection requests on LinkedIn have the highest acceptance rates, leading to more personalized interactions. Automating these requests up to 40 per day using tools like Hayreach can streamline the process. Once accepted, follow up immediately with short, casual messages that provide value and initiate conversations.

Crafting Effective Email Subject Lines and Openers

Effective subject lines should be short and vague, ideally one to three words, to pique curiosity. Using the prospect's company and competitor's names can drive interest. Opening lines should focus on the prospect, referencing their work genuinely to build a connection and avoid generic, self-centered introductions.

Maintaining Momentum in Outreach

To keep prospects engaged, avoid overwhelming them with lengthy sequences. Instead, use shorter sprints and follow up periodically. Offer valuable resources and set clear next steps post-call to build trust and maintain momentum throughout the sales process.

Summary powered by

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