TACTIC TOOLKIT

Charlotte Johnson's Cold Outreach Drip

Charlotte Johnson's known for some of the baddest cold outreach tactics out in the sales world. Below, you'll find two things:

1. A full set of templates you can steal to build a month-long outbound drip
2. Our breakdown of the key parts that you can customize to your business

Our recommendation is to:

1. Read it and understand the WHY (broken down on the right) behind each email
2. Copy it and customize the problems for your business
3. Make the language your own, but keep it conversational

Happy prospecting. Let's hit it!

Here’s how it’s structured:

We’ve got a classic multichannel drip that runs about a month-long. Here’s how it’s structured:

SECTION 1

The Triple Tap

Day 1,
Steps 1–3

- **LinkedIn Invitation** Step 1, Day 1
- **Email** Step 2, Day 1
- **Cold Call** Step 3, Day 1

SECTION 2

The Follow-Ups

Day 2–5,
Steps 4–7

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- **Cold Call** Step 5, Day 2
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- **Cold Call** Step 7, Day 5

SECTION 3

Pivoting the Approach

Day 8–12,
Steps 8–11

- **Email** Step 8, Day 8
- **Email** Step 9, Day 10
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SECTION 4

Get Creative With Attention-Grabbers

Day 15–24,
Steps 12–18

- **Video Email** Step 12, Day 15
- **GIF Email** Step 13, Day 17
- **InMail** Step 14, Day 17
- **Email** Step 15, Day 20
- **Cold Call** Step 16, Day 22
- **Non-Message LinkedIn Touch** Step 17, Day 23
- **Break-up Email** Step 18, Day 24

PREFACE

The Upfront Research

Here are a few things you'll need prior to writing your first cold email:

Basic Qualifiers:

- Name
- Title
- Company
- Their contact info (phone, email, LinkedIn)

Something you see about them that you can attach a problem to:

Industry
Attach relevant articles and stats to share the value that leaders in their space have received in working with your team.

LinkedIn Intel
Something you found on their LinkedIn profile (a recent job change, a promotion, a past company or alma mater) to the reason someone in their role might be interested in what you do.

Company news or milestones
Attach funding rounds, hiring, acquisitions to the problems or visionary goals that you can help with.

Pro Tip – The Template Bank:

Keep a bank of customizable templates written in advance. During the research process, choose which emails will be most relevant to your prospect relative to the problem you solve.

SECTION 1

The Triple Tap

Day 1, Steps 1-3

The first opening touches are a LinkedIn invitation, a cold email, and a cold call. Condensing multiple cadence steps into one day (triple-tapping) will massively increase your response rates. Ryan Reisert called this "Running The Triple" in one of our first podcast episodes ever.

LinkedIn Invitation
Step 1, Day 1

Armand - Reading your careers page & found a few things interesting on your SDR job posting. Won't lie, I am prospecting you but sending an email to expand.

Wish me luck getting a reply.

Breaking It Down

Short and Sweet

Keep it short and non-salesy. It should be mostly tailoring, not selling a thing.

Email
Step 2, Day 1

Subject Line Example: Armand hiring SDRs

Your careers page is drowning in SDR roles, Armand.

My psychic skills are probably way off, but I'm guessing maybe there's a push or even struggle with generating good opps.

Booking consistent meetings is really difficult (trust me I was an SDR for 4 years haha) but what makes it harder is most sales teams don't know what the best approach or structure to use for reaching out to their prospects.

Not even sure if creating more opps is a challenge for you but if you're willing, would you be open to a 10 minute chat to learn more?

Best,
Charlotte

Breaking It Down

Subject line

Keep the subject line to 1-2 words.

Personalization and segue to a problem

Find something relevant to them that you can attach to a problem that you solve.

Attaching problem to something you can solve

Never just tailor for the sake of tailoring. Attach the tailoring to a problem you solve. Notice that there's very minimal selling involved, it's more about the problem.

Low friction CTA

Don't ask for a meeting, ask for interest.

Cold Call
Step 3, Day 1

Hit the phones!

SECTION 2

The Follow-Ups

Day 2-5, Steps 4-7

The next touches are focused on re-bubbling up the email and not changing the value prop quite yet. Give your tailoring 2-3 chances to be seen.

InMail
Step 4, Day 2

I sent a personalized email/video after finding your SDR job posting interesting...

I've been wondering if anyone even uses InMail these days, as I'm sure it's just spammed with annoying sales reps trying to book time with you..

Oh wait...👀

Anyway no need to reply, I'll give you a ring today.

Breaking It Down

Tailoring

Call out something on their website or profile relevant to their pain-point.

Have fun

Don't be afraid to insert some humor. Use self-deprecation in your messages to lower your prospect's defenses.

Cold Call
Step 5, Day 2

Hit the phones!

Email
Step 6, Day 3

Any thoughts?

Breaking It Down

Keep the bubble-up email to 2 words

Don't include their name or an opener.

Cold Call
Step 7, Day 5

Hit the phones!

SECTION 3

Pivoting the Approach

Day 8–12, Steps 8–11

By now, we should pivot away from straight follow-ups and start using “trigger templates” to email clients about timely, relevant events. For example, they just got a round of funding or they’re hiring SDRs. Trigger events must be specific enough that it doesn’t seem like a mass email but also generic enough that you can send them to multiple people.

The trigger needs to be a step further than persona based, title-based, industry-based, etc. To find your “triggers,” think about the painful situations your customers describe on calls or in case studies.

Email
Step 8, Day 8

NEW Subject Line: SDR email template

If booking more meetings is a focus, then here’s a post that 30MPC shared on an email structure that gets 12% reply rates.

We get a pretty great reply rate from using it (although I used it in my first email to you and it clearly didn’t work 😂)

I hope this helps you generate more quality pipeline this quarter.

Breaking It Down

Subject

Same deal, 2-4 words. Pique interest.

Provide a resource directly related to their pain point

A “deposit email” contains useful information or resources, at times even without a CTA.

Why they should care

This sets you apart from every other email they get attempting to “provide value.”

Tie their pain point to your product’s benefit

Email
Step 9, Day 10

Reading the SDR roles on your careers page, Armand.

Usually hiring more SDRs = a push on more consistent pipeline.

But the "consistent" part is usually the struggle for companies. They usually have 1 or 2 reps crushing it while the rest are just doing ok.

And as a result, you heavily rely on those top performers to get to target.

If this sounds familiar, then Salesloft might be able to help.

Open to learning more?

Either way, best of luck with the hiring, looks like exciting times ahead for Pave.

Breaking It Down

Trigger

The segue into the...

Problem

Problem that happens from the trigger.

Pain point

Show you've helped other companies with these same issues.

Further elaboration of the pain point

Sometimes breaking into 2 parts is more conversational.

Position your company as the solution

ONE SENTENCE saying you can solve the problem.

Low-friction CTA

The PS

A nice touch that [a] feels human and [b] leaves the door open for them to respond at a later date without feeling guilty that they took so long.

Cold Call
Step 10, Day 12

Hit the phones!

Non-Message LinkedIn Touch
Step 11, Day 12

View, Like, Comment, Share

SECTION 4

Get Creative With Attention-Grabbers

Day 15-24, Steps 12-18

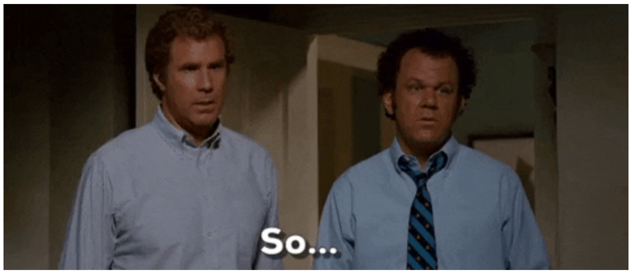
Okay, at this point, we haven't gotten their attention. So we've gotta get creative with videos, GIFs, and ultimately, a break-up email.

Video Email
Step 12, Day 15

Use a prospecting video platform (e.g. Vidyard) to grab their attention with a different message format.

(Quick Plug: We recorded a playbook on the keys to a killer vidyard **right here**).

GIF Email
Step 13, Day 17



Breaking It Down

Use GIFs to grab attention

Send a meme or GIF in-thread to the Vidyard video. Infuses more self-deprecating humor to lighten things up.

InMail
Step 14, Day 17

Hey Armand - my SDR Charly was talking to me about Pave and your recent hiring splurge.

You're only in step 13 in her outreach but wondering with your growing team if they're able to easily follow up as consistently with prospects as Charly is with you?

Worth a quick chat to learn more?

Breaking It Down

Over the top

Create a task for your AE or someone more senior to send an InMail.

Email
Step 15, Day 20

Subject Line: Quick read from Kyle

Did you read this article from Kyle Porter?

He talks about the messaging he gets from SDRs vs what he responds to.

To summarize, personalization, consistency & multichannel always wins. Which sounds super obvious, but it's difficult to do all three at scale, especially when you don't have a sales engagement tool in place.

With your team doing pipeline gen thought you'd also find the article interesting.

C

P.S. in case I didn't make it obvious Salesloft is that sales engagement tool that can help do the above three at scale. 😉

Breaking It Down

Deposit

Again, the content doesn't necessarily have to be internal or include a CTA.

Segue

Tie the article to the pain points you solve.

No CTA

If you've already pitched in 5+ other emails, don't try to ask for the meeting every single time. Save that ask!

Funny PS

Instead of pitching in the body every time, use the PS as a cheeky way to let people know "hey, I think we can help!"

Cold Call
Step 16, Day 22

Hit the phones!

Non-Message LinkedIn Touch
Step 17, Day 23

View, Like, Comment, Share

Break-Up Email
Step 18, Day 20

Subject Line: 16 steps later...

16 multichannel steps later and I STILL couldn't get a reply from you 😂

Did I miss the mark with my outreach? Or maybe my prospecting skills are just awful, haha.

Any feedback to help me improve is appreciated!

Either way, I've enjoyed researching {company}.

C

Breaking It Down

Open break-up emails with self-deprecating humor

Being disarmingly blunt about using a cadence to reach out can cut through the noise.

Put the blame on yourself

Most breakup emails passive aggressively blame the prospect for not replying. This way, you're positioning it as YOU need to improve, again, humanizing outreach.

Wow. That's a killer drip.

18 steps. 24 days. Multiple channels.

I've already stolen a few of these templates for my team - if you wanna see more from Charlotte Johnson, she's absolutely crushing it. You should **follow her on LinkedIn** and check out her **prospecting guide.**

Found this one helpful? Subscribe to our **newsletter** to stay on top of the next entry in the Tactic Toolkit!