

How to Customize Your Outreach Message

Be sure to customize your message. Using the same message for everyone you speak with will not be effective. The more specific and relevant your message is for your prospect, the more effective it will be.

Begin to think about how you can customize your message for different people you come into contact with. A customized message can look like this:

"I help {this kind of prospect} to {get the benefit THEY want}."

Here are some examples:

If you are talking to a busy stay-at-home mom:

"My business helps people make money even if they have a limited amount of free time."

If you are talking to someone who feels their job is simply a J-O-B:

"I help people feel excited about what they are doing."

Practice crafting a message for each of the scenarios below.

Scenario 1

During a lunch break with your co-worker, they mention how expensive dance lessons are for their daughter.

Your customized message: My business helps _____

to _____

Scenario 2

When having coffee with a friend from college, they mention that they are drowning in student loan debt.

Your customized message: My business helps _____

to _____

Scenario 3

When chatting with your sister, she tells you that her life feels a bit dull now that her youngest has gone off to college.

Your customized message: My business helps _____

to _____