

Serve It Cold™

Perfect Prospect Pipeline™



Current clients	Scheduled call
The Triple R™	Replied to CTA
Case Study Group™	Anti-Sale™
Answered 'Yes please!' when joining the Nurture Pool™	Attended event
Downloaded lead magnet	Round Table Reactivation™
No show	Commented on content
New follower	Consult Comp Sandwich™
Answered 'I would love to see what's possible' when joining the Nurture Pool™	Launch Pad Who™
Liked content	Story watcher
Engaged on advert	The Pimp List™

24 SBC Commandments™

- | | | | |
|--|--------------------------|---|--------------------------|
| 1. Be a human, not a robot | <input type="checkbox"/> | 13. No butting | <input type="checkbox"/> |
| 2. Don't send messages to tick boxes, send messages to get a reply | <input type="checkbox"/> | 14. Be interested, not interesting | <input type="checkbox"/> |
| 3. Make people feel recognised, not targeted | <input type="checkbox"/> | 15. Only one question per message | <input type="checkbox"/> |
| 4. Apply empathy and make them feel special | <input type="checkbox"/> | 16. Provide the tools to prepare non-qualified | <input type="checkbox"/> |
| 5. Review all previous conversations before starting any new chats | <input type="checkbox"/> | 17. If the previous message is unread, engage on their page (like/comment a photo) and wait | <input type="checkbox"/> |
| 6. Follow prospect to strengthen the relationship | <input type="checkbox"/> | 18. Read their message out loud and the message your going to send before sending it | <input type="checkbox"/> |
| 7. Like their content and comment on a relevant photo before starting convo | <input type="checkbox"/> | 19. Acknowledge each point they make | <input type="checkbox"/> |
| 8. Scroll up to read any previous convo first | <input type="checkbox"/> | 20. Use conversational language — "That's interesting" "Ah ok, makes sense" | <input type="checkbox"/> |
| 9. Use their name initially, until they use the word "mate, brother or babe" | <input type="checkbox"/> | 21. Mirror the prospects language | <input type="checkbox"/> |
| 10. No more than 2 messages sent at once | <input type="checkbox"/> | 22. Close value if there has been a lot of dialogue with "are you currently doing stuff like this already?" or not much dialogue with "let me know if this link works?" | <input type="checkbox"/> |
| 11. No more than 4 messages without a reply | <input type="checkbox"/> | 23. Send GIF if they haven't responded after 1 week | <input type="checkbox"/> |
| 12. No death by Shakespeare (no lengthy novels, or overcomplicated words) | <input type="checkbox"/> | 24. Use the app Boards | <input type="checkbox"/> |

Serve By Chat™ Milestone

RECOGNISE

APPRECIATE

ACKNOWLEDGE

CURIOSITY

INTERESTED

VALUABLE

UNIQUE

INSPIRING

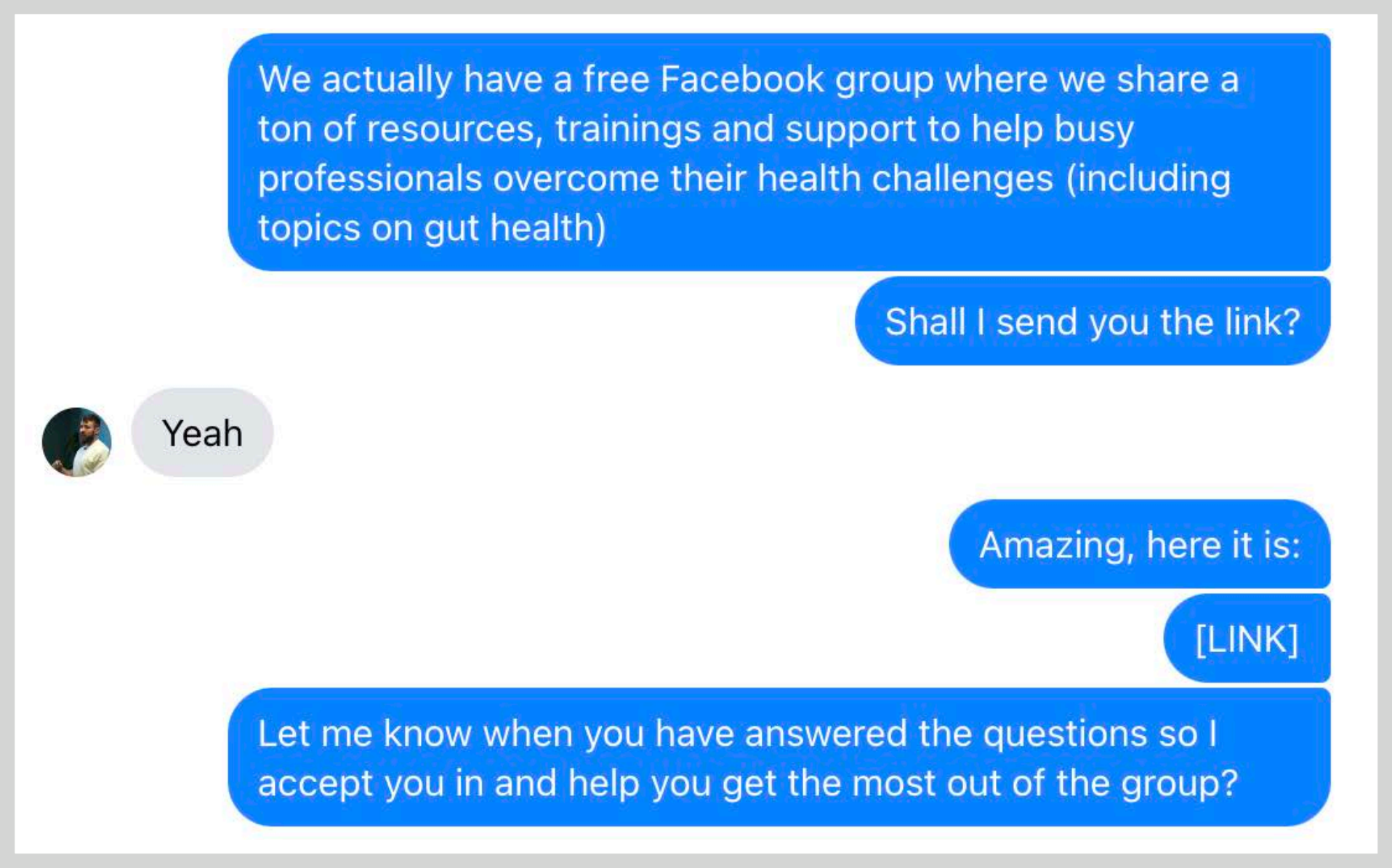
OPPORTUNITY

EXCITED

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This screenshot shows a social media interface. At the top left, there is a small circular profile picture of a man and a grey speech bubble containing the text "I'm in". In the top right corner of the video frame, there is a blue pill-shaped button with the word "INCREDIBLE!" in white capital letters. The central video shows a man in a dark suit and tie, looking down and holding a lit cigarette in his right hand. The background is slightly blurred, showing other people in a public setting. At the bottom left of the video frame, there is a white circular icon with a blue downward-pointing arrow. Below the video, the word "GIPHY" is displayed in a small, grey, sans-serif font.

Handwriting practice area consisting of 15 horizontal dashed lines.



Get Out of Jail Card

I'm just getting back round to this message. Sorry, I was in a rush last time and couldn't respond properly.

Contact to Contract Ratio

Cold contact	Prospect	Baseline %	Limiting factors
Messages	29.0		Self sabotage
Reply / Rejection	8.7	30%	Authority
Conversation	4.4	50%	Value
Consultation	0.9	20%	Product
Show-up	0.7	80%	Nurture
Sales	0.5	70%	KLT
CC ratio	1.68%		

Hustle Equation

Platform	CC ratio	Contacts (pd)	Contacts (pw)	Sales (pw)	Product price	Weekly contract value
1	1.68%	29	203	3	\$2997	\$10221
2	1.68%	58	406	7	\$2997	\$20442
3	1.68%	87	609	10	\$2997	\$30663
4	1.68%	116	812	14	\$2997	\$40884

A faded background image showing two business professionals in suits. One person is shaking the hand of another, and the second person is holding a clipboard with a pen. The text is overlaid on this image.

The hustle code

Sales for the week / X = contacts

$$30 / 0.0168 = 1,785$$

IOH

INSTITUTE OF HEALTH