

# Breaking Through & Getting That First Meeting

## How To Get That First Meeting

### Physical Mailing:

1. Spend the time needed to create a physical overview of your agency: ask yourself the question; 'why should they work with you?'
2. Try using a brightly colored envelope
3. Keep it simple.
4. Be yourself—let your agency's culture/heart come through
5. Triple-check your work Start sending to a small group (50-100).

### E-mail:

1. Keep emails short/simple
2. Research your prospect—reach out with relevance
3. Utilize AI to help you create better messaging (be sure to check it through a human lens before sending)
4. Don't send 100+ emails at a time...
5. Send at different times of the day to boost engagement
6. Try using creative subject lines
7. Do not include links/PDFs in your initial outreach

### Phone:

1. Write out your START...practice it! Great for voicemails
2. Know who you're calling; do a quick check on LinkedIn, Company News, etc.
3. Don't be afraid to call in the morning!
4. Be genuine...(writing out your START will help)
5. Set 1-2 hour blocks on your calendar that are dedicated to phone calls.

### Creative:

1. Don't be afraid to try something new.
2. Utilize Video, LinkedIn, or other platforms to break-through.
3. If it's a HOT prospect...try sending a physical letter/card/gift to break through.