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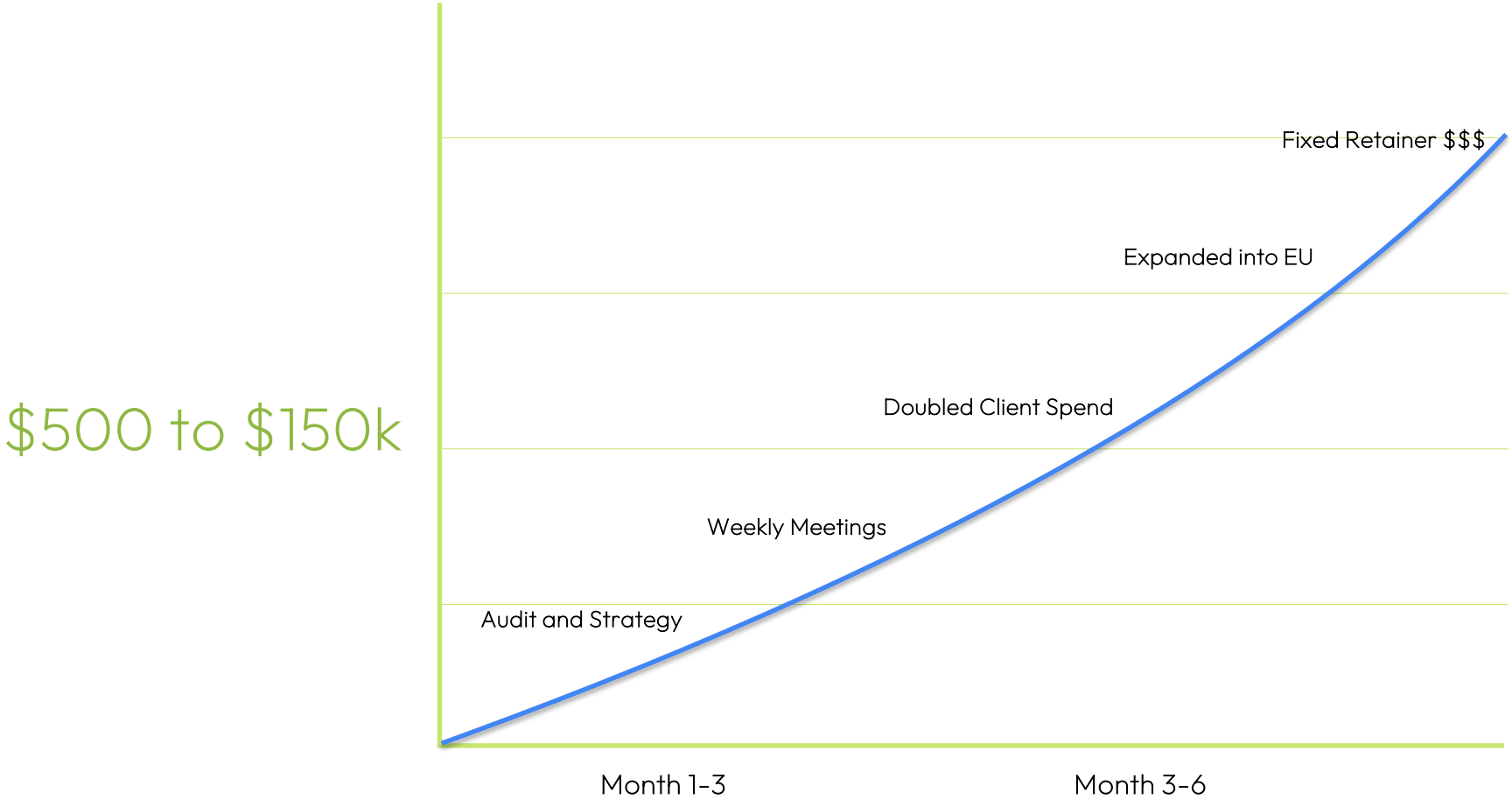

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Gamma

Adobe

Capital One

Hard Rock CAFE

Lenovo

drip

HELLO FRESH

LEGALZOOM

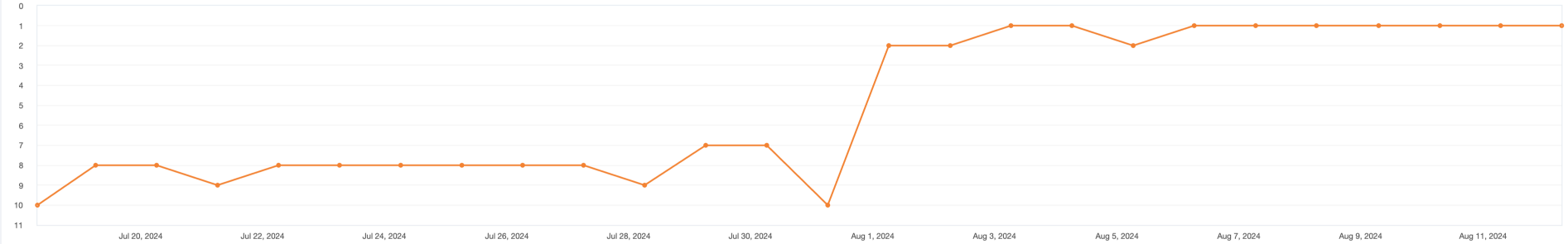
Casumo

SOLARWINDS

Tripadvisor

Growth Experts

Rank	Change	Volume	Search Engine	Location	Platform	Updated
1	0	210	www.google.com	United States	Desktop	Aug 12 7:54:28 AM



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How did I get here?

Reserved Sales Guy?

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Enterprise - where to start?

The Usual Recipes

1. Create a growth plan and strategy
2. Full client portfolio analysis
3. Build your dream client list
4. Build a never-ending sales funnel
5. Tell everyone on LinkedIn that you have a new certificate.

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What’s going to close the deal?

YOU

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Leverage - Value Proposition

Expertise

Problem Solver

NO

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Example Outreach

I hope this email finds you well.

My name is Mike Fox, and I'm the head of business development at Authority Builders, where we specialize in boosting online visibility through strategic link building. ← 1. Value

It would be great to meet you and your team to discuss how we could support and partner with your agency. ← 2. Opportunity

I'll be visiting Bangkok from 14th October - 30th October (incl MarTech conference) ← 3. In Person

I will also be in Singapore from 23rd - 28th October (incl Ahrefs conference)

I will also be speaking at the Chiang Mai SEO conference in November. ← 4. SEO ~~Expert~~

Please let me know your availability for those weeks and we'll get something in the diary. ← 5. Not Pushy

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70%

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Meeting Booked

What’s the key ingredient for this meeting?

LISTEN

You
Mike Fox

LISTEN

Challenges

Business Objectives

What's important to the business

Key Stakeholders

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Enterprise Close - Case Study

Hustle

Keystake Holders

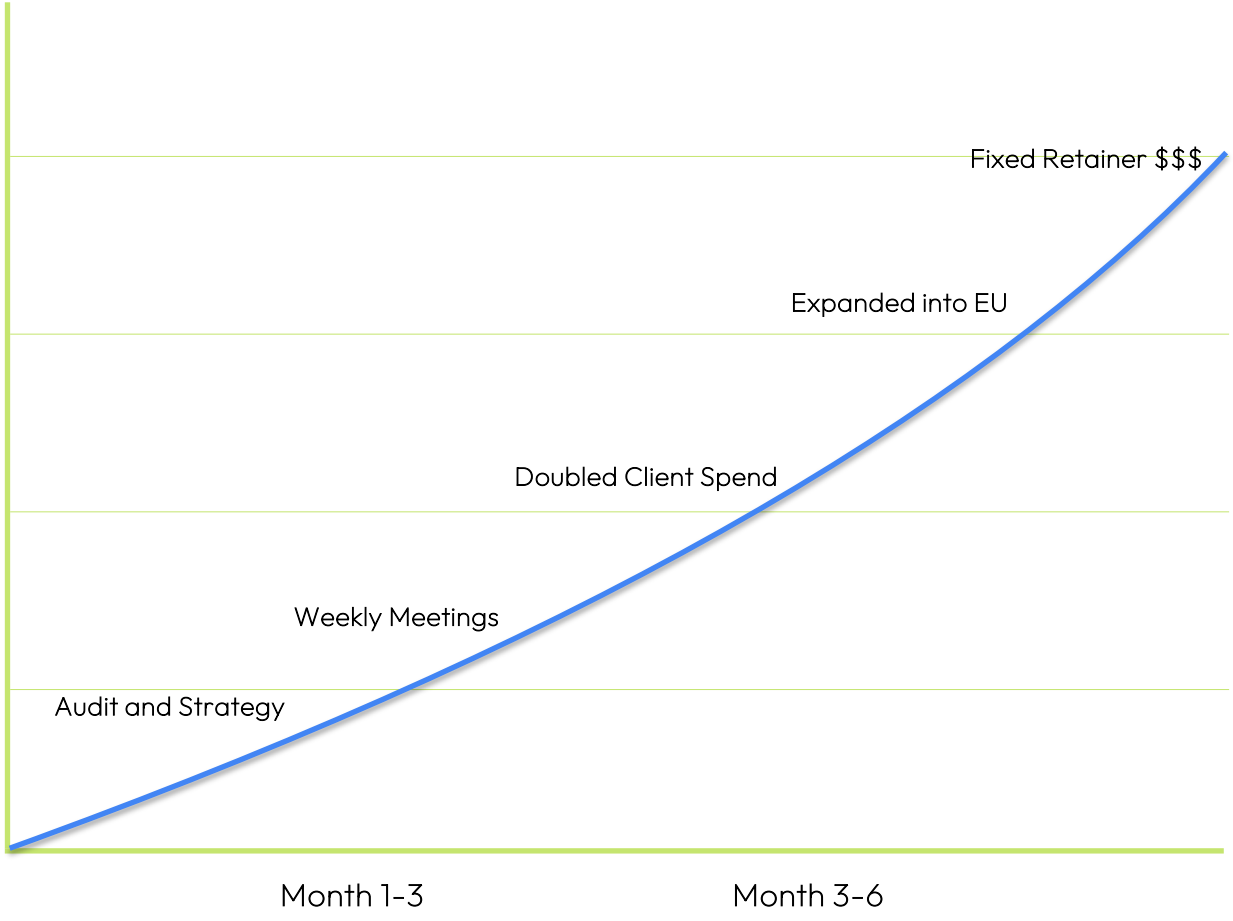
Analysis

LinkedIn
Mobile
Email

Enterprise

Challenges

- Poor agency communication
- Not sure on strategy
- Poor backlink profile



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Q & A

THANK YOU

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www.authority.builders