

Corey Quinn, Inc.

# Gift-Based Outbound™ Workshop









THE RICHEST PEOPLE ON THE WORLD

SPECIAL  
ISSUE

# Forbes

pho.to

SAVING  
THE WORLD—  
AND THIS  
IMAGE

**BILLIONAIRES**

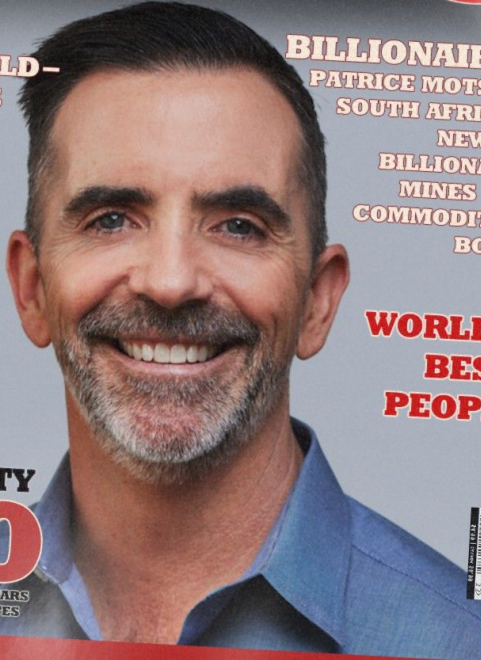
PATRICE MOTSEPE  
SOUTH AFRICA'S  
NEWEST  
BILLIONAIRE  
MINES THE  
COMMODITIES  
BOOM

**WORLD'S  
BEST  
PEOPLE**


THE  
CELEBRITY

**100**

THE HOTTEST MOVIE STARS  
MUSICIANS AND ATHLETES







**GAME  
OVER**







STREET **CRED**

**MICHAEL JONES**

Science Inc.  
Co-Founder & CEO

Former MySpace  
CEO (2009-2011)

**SQUAWK**alley

**FMR. MYSPACE CEO ON FACEBOOK**

 **CNBC**









# The Big Difference?























sugarfina®

DeLuscious®  
COOKIES



Levain  
BAKERY™













# MARKETING BUDGET

**\$6M per year**



**GIFT SPENDING PER YEAR**

**\$3M**



# About Me

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17+ years in agency space

As CMO, helped grow Scorpion from \$20M to \$150M in 6 years

Today, I help agencies specialize, simplify, and escape founder-led sales.

- ✓ Deep Specialization Daily
- ✓ Deep Specialization Podcast
- ✓ Bestselling author of “Anyone, Not Everyone”
- ✓ Founder of the Deep Specialization Method







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# The **Problem** with Outbound



# Where Agencies Struggle With Outbound

Outsourced, quick fix solutions never really create an impact.



# Where Agencies Struggle With Outbound

Outsourced, quick fix solutions never really create an impact.

Building outbound teams take too much time and effort to build successfully.

## Where Agencies Struggle With **Outbound**

**Outsourced, quick fix solutions** never really create an impact.

Building **outbound teams** take too much time and effort to build successfully.

Gifts are sent as a last touch (Welcome Basket), not a **first touch**.



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# My **Challenge** To You







# My Promise To You

By following the steps in this workshop, you have everything you need to create a predictable pipeline of new sales opportunities from high-value leads.

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# 4 Success Principles of Gift-based Outbound



**G**o for the top 20% of leads





Impress with unique and striking gifts



**F**ollow-up is key



**T**ake a long-term view



**Go for the top 20% of leads**

**Impress with unique and striking gifts**

**Follow-up is key**

**Take a long-term view**





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# Let's Get Started

**Go for the top 20% of leads**

**Impress with unique and striking gifts**

**Follow-up is key**

**Take a long-term view**





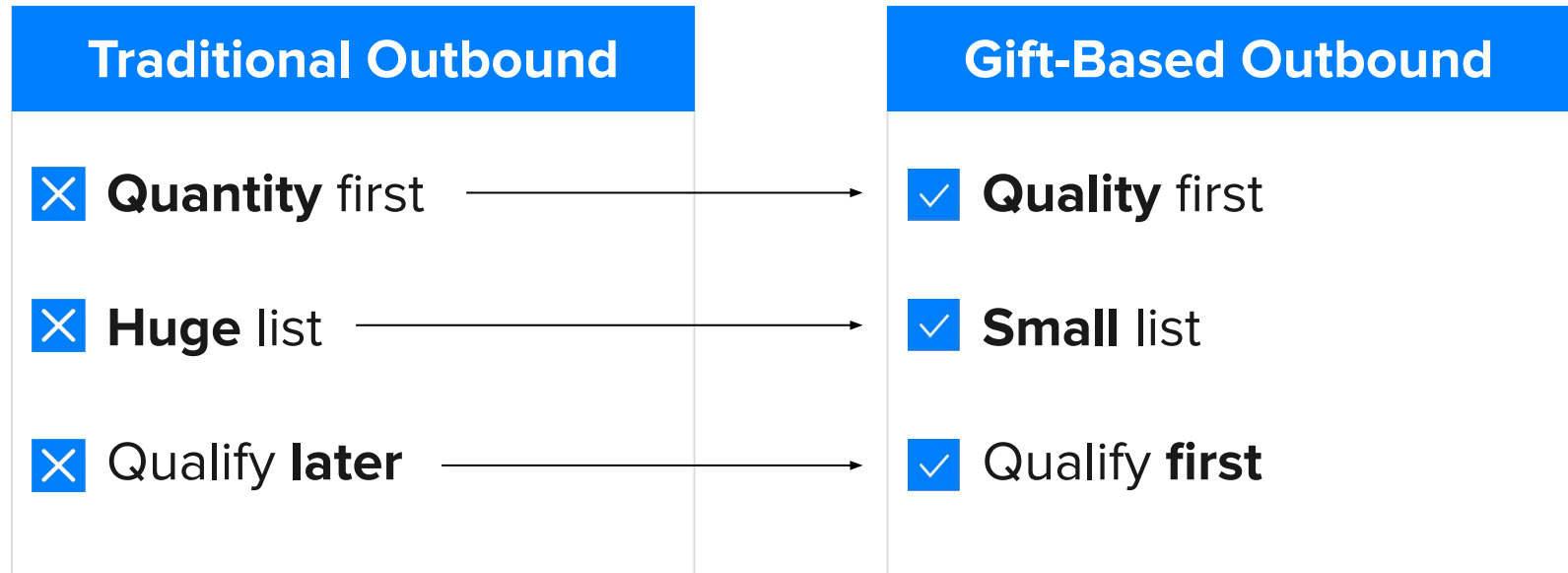






# Prioritize Quality over Quantity

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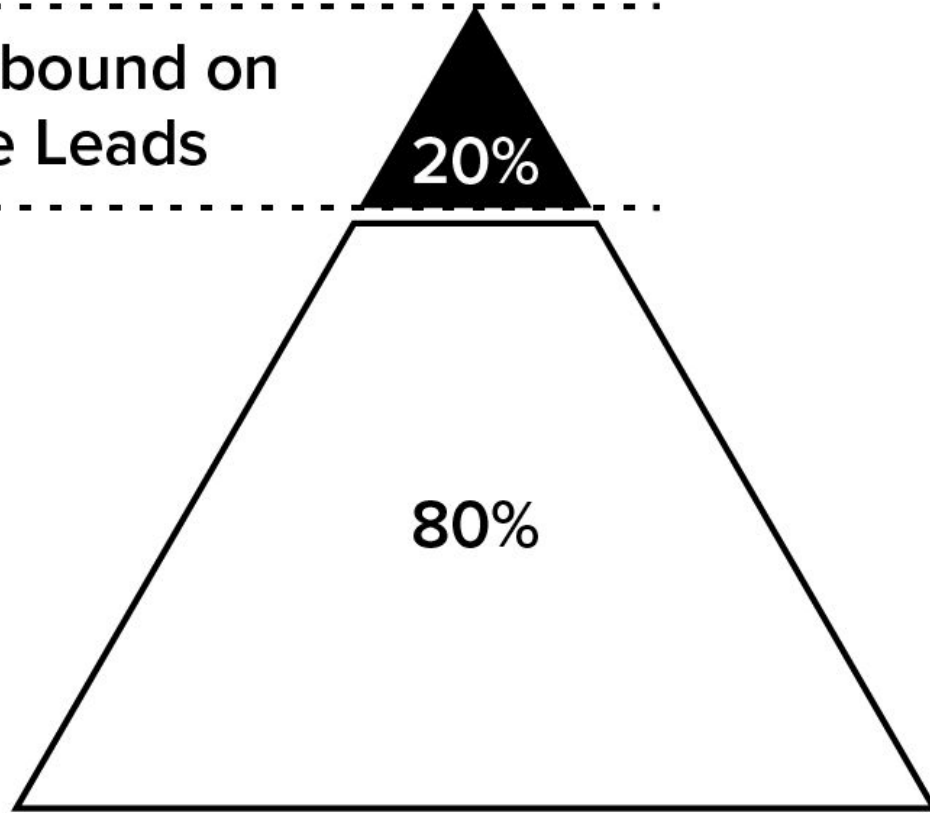


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# Who Should Be On Your List?



.....  
**Focus Outbound on  
High-Value Leads**  
.....





.....  
Focus Outbound on  
High-Value Leads  
.....



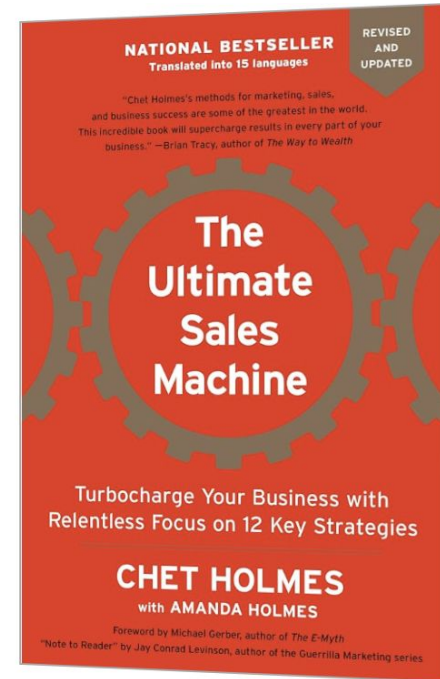
20%

Only send gifts to your 20% List.

**NO EXCEPTIONS**



# Your Dream 100



**NATIONAL BESTSELLER**  
Translated into 15 languages

REVISED  
AND  
UPDATED

"Chet Holmes's methods for marketing, sales, and business success are some of the greatest in the world. This incredible book will supercharge results in every part of your business." —Brian Tracy, author of *The Way to Wealth*

## The Ultimate Sales Machine

Turbocharge Your Business with  
Relentless Focus on 12 Key Strategies

**CHET HOLMES**  
with AMANDA HOLMES

Foreword by Michael Gerber, author of *The E-Myth*  
"Note to Reader" by Jay Conrad Levinson, author of the *Guerrilla Marketing* series

**Don't have your Dream 100?**

**Take your lead list and  
apply these two **Golden Filters****

***Let's assume:***

*We sell websites and SEO to **DENTISTS***

*We have a raw list of 5,000 dental practices*

# Two Golden Filters



Target dentists that have  
[Acute Pain](#)



Target dentists that can  
[Afford Your Services](#)





Target dentists that  
have [Acute Pain](#)

PEDIATRIC DENTISTRY (310)273-5775



[Home](#)

[Kid Quiz](#)

[Questions](#)

[Forms](#)

[Infant Care](#)

1982 McDonald's commercial: New Chicken McNuggets.



Watch later



# Which One Is Likely To Have Acute Pain?

## Dentist “Dr. Robert”

- Website designed in 2007
- Running paid ads
- Not running LSAs
- Not on first page on Google

or

## Dentist “Dr. Bruce”

- Website designed in 2024
- Not running paid ads
- Running LSAs
- Top of first page on Google

# Which One Is Likely To Have Acute Pain?

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## Dentist “Dr. Bruce”

- Website designed in 2024
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- Running LSAs
- Top of first page on Google





Target dentists that can  
**Afford Your Services**



**Dr. Michael**



**Dr. Nancy**

# Which One Is Likely To Have a **Larger Budget?**

## Dentist “Dr. Michael”

1 Dentist

1 Location

Newly Graduated

or

## Dentist “Dr. Nancy”

3 Dentists

1 Location

28 Years in Private  
Practice

# Which One Is Likely To Have a Larger Budget?

## Dentist “Dr. Michael”

1 Dentist

1 Location

Newly Graduated

or

## Dentist “Dr. Nancy”



3 Dentists

1 Location

28 Years in Private Practice



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# Create Your **20% List**

# 10 Prospects You Need To Send a Gift to in the Next 2 Weeks

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

## 3 Questions To Reflect On

Who are your best clients?

Who are the prospects who you're struggling with getting in front of?

Who are the businesses that have the best reputation?





## Pro-tips For Getting Started:

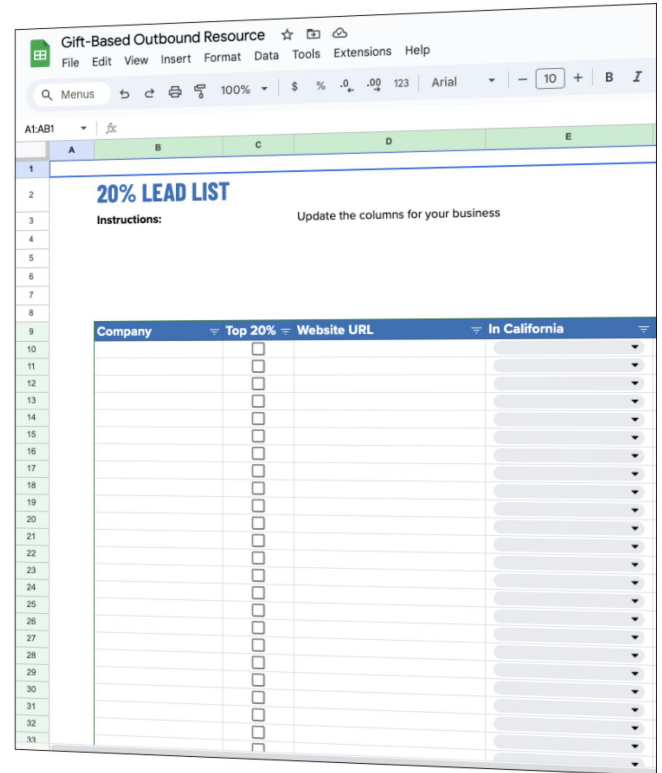
Simple over fancy.

- ✓ Focus on one vertical market.
- ✓ Consider initially focusing on a specific **geographic region**  
Pacific Northwest, for example.
- ✓ Initially send gifts to 20-40 prospects

# Resource to Build Your 20% List

## Gift-Based Outbound Workbook

- ❑ Sourcing Leads
- ❑ 20% List
- ❑ GBO Gift Ideas Worksheet
- ❑ ROI Calculator
- ❑ GBO Campaign Tracker
- ❑ GBO Campaign Checklist







**Go for the top 20% of leads**

**Impress with unique and striking gifts**

**Follow-up is key**

**Take a long-term view**



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# Who Would Like to Know Our All-Time Highest ROI Gift?



# Highly-Rated Wine From Attorney-Owned Vineyard

(also a client)

TOTAL SENT

**404**

APPOINTMENTS

**90**

ROI

**941:1**



**60 bouquets of flowers each**

**to**

**3 different businesses**

**1 client**





# What Makes a Great Gift?

# When in your life have you received a great gift?

(Not an experience, but a tangible gift.)



Then, once you have it, jot down a few words  
about what made it great.



**Pro-tip:**

Become familiar with **what makes a gift memorable**.

You'll be a **better gift giver** for your campaigns.

A gift that warms up your 20% lead needs to meet **three criteria**:

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It must be **unique**

It must be **striking**

It must leave an **impression**

“It's the thoughtful thought that counts.”

—John Ruhlin, author of GIFT•OLOGY







**John Ruhlin**  
author of GIFT•OLOGY

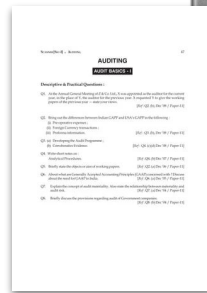
“When you give somebody a gift that makes them feel VIP and special, there’s something that goes on in our brain psychologically that wants to reciprocate back to that person — that wants to love that person back.

It’s just how we’re wired.”

A yellow rectangular pillow is centered in the frame, resting on a light-colored, textured surface that looks like a chunky knit blanket. To the left, a white, fluffy blanket is partially visible. The text on the pillow is in a dark, serif font, arranged in two lines. The overall scene is cozy and warm.

BE AUTHENTIC  
TELL LOTS OF STORIES

# “USI” Gifts I’ve Sent



But, I recommend you **discover what works best for you and your buyer.**

# Tried and True Playbook

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First, send [\*\*gourmet cookies.\*\*](#)

Then, send a [\*\*video brochure.\*\*](#)

Then, send an [\*\*authored book.\*\*](#)





Wow. This cutting-edge website design company sent me an awesome pack of cookies for free to encourage me to keep them in mind. Well, I think my website, [www.CaldwellsRoofing.com](http://www.CaldwellsRoofing.com), is pretty much how I like it, but if I ever need help designing or marketing a website, I'm sure I'll be calling Scorpion!



2

Share



Scorpion's office in Denver sent us this box of cookies and they are quickly being eaten. Does anyone have experience working with this legal marketing company? Red velvet brownies are a nice touch? What's the best marketing intro you've received? Or given?



You, Peter Harabedian, Sara Rabadi and 3 others

2 comments

Love

Comment

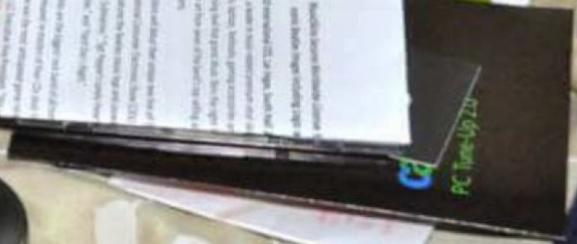
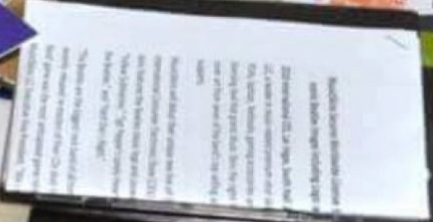
Share





**AVOID AREA**







# Pro-Tip: Tell a Good Story

Hi {first name},

Growing up, my grandmother made the best cookies. How is it that no one else in the world could compare to her cookies (at least to me)?

It inspired me to be the best at creating the world's best radon websites.

So, to introduce myself, I wanted to send you the next best thing to my Grandma [redacted]'s cookies.

To your success,

- Peter

Founder / [redacted]

Cell: [redacted]

Hi Jordan,

Growing up, my grandma made the best cookies. How is it that no one else could compare to her cookies (at least to me)?

It inspired me to be the best at creating the world's best random websites.

So, I wanted to send you the right best thing to breathe Ruchti's cookies!

To your success,

-Peter

847-766-0366

Jordan

  
adeptplus

PETER RUCHTI  
PRESIDENT, FOUNDER  
847-665-3339  
PRUCHTI@ADEPTPLUS.COM  
WWW.ADEPTPLUS.COM  
505 N. IL RT 21, SUITE 103  
GURNEE, IL 60031



# Resource

## Gift-Based Outbound Workbook

- Sourcing Leads
- 20% List
- GBO Gift Ideas Worksheet**
- ROI Calculator
- GBO Campaign Tracker
- GBO Campaign Checklist

The screenshot shows an Excel spreadsheet with the following content:

- Title Bar:** Gift-Based Outbound Resource
- Menu Bar:** File, Edit, View, Insert, Format, Data, Tools, Extensions, Help
- Formula Bar:** Q1, Menu, 100%, \$, %, .0, .00, 123, Proxl...
- Grid:** Columns A-E, Rows 1-31.
- Worksheet Title:** GBO GIFT IDEAS WORKSHEET
- Text:** "What this is: Brainstorm gift ideas for your gift-based outbound..."
- Instructions:** "Instructions: Remember that for a gift to transform a lead for..."
- Checklist:**  Be Unique,  Be Striking,  Leave an Impression
- Table:** A table with 4 columns: GBO Gift Idea, Unique?, Striking?, Impression?. The table has 20 rows for data entry.

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# Creating a Budget

# The #1 Factor in Determining Budget Is LTV

Lifetime Value of a Client

=

The average amount of total revenue you collect per client over the lifetime of that client.

For example:

**If a typical client pays \$1,000 per month and stays for 12 months on average, the LTV is \$12,000.**

(\$1,000 x 12 months)

What if you **doubled** or even **tripled** your retention?

Client Retention	Lifetime Revenue
12 months	<b>\$12,000</b>
24 months	<b>\$24,000</b>
36 months	<b>\$36,000</b>



**Write Down:**

**What is your client **LTV**?**

## Gift-based Outbound Target Metrics



30 gifts sent



3 meetings



1 client

<b>LTV</b>	\$12,000	\$24,000	\$36,000
<b>ROI</b>	7x	13x	20x

Assumes \$60 per gift



to me ▾



Log email to HubSpot ▾

Prelim-

46 gift arrivals

6 appts

Roughly 70 dials or less

1 week

13% appointment  
rate

vs

Old cold calling company results

400 lead list

3900 dials

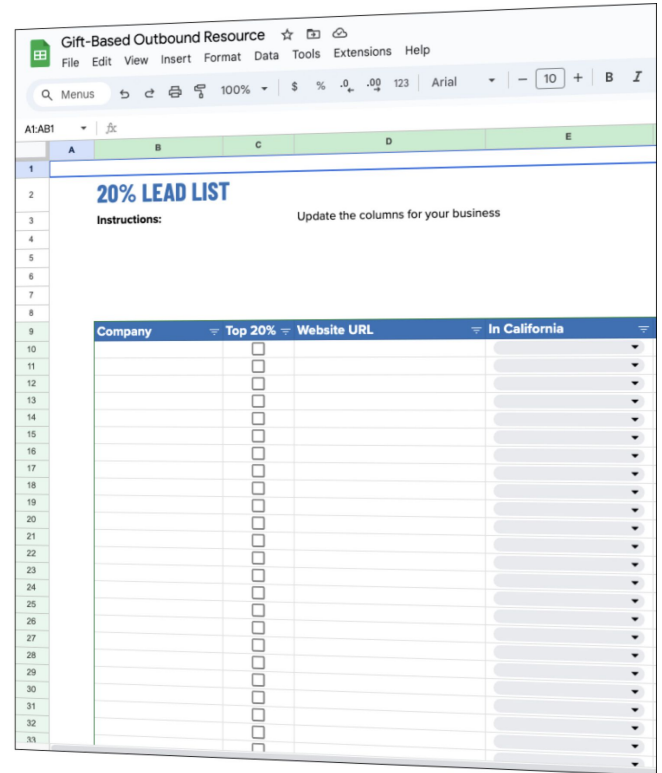
9 appts 1.5 months of dials

2% appointment rate

# Resource to Build Your 20% List

## Gift-Based Outbound Workbook

- Sourcing Leads
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- ROI Calculator**
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**Go for the top 20% of leads**

**Impress with unique and striking gifts**

**Follow-up is key**

**Take a long-term view**



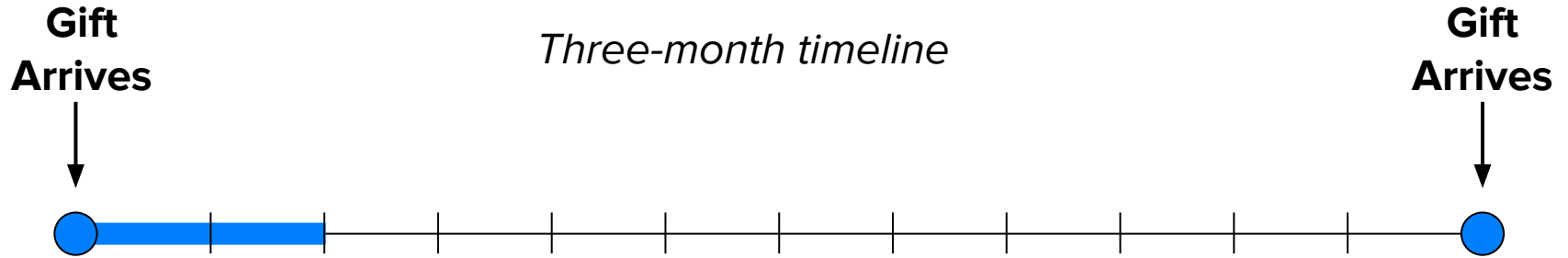






**Capture the  
moment your  
gift created**

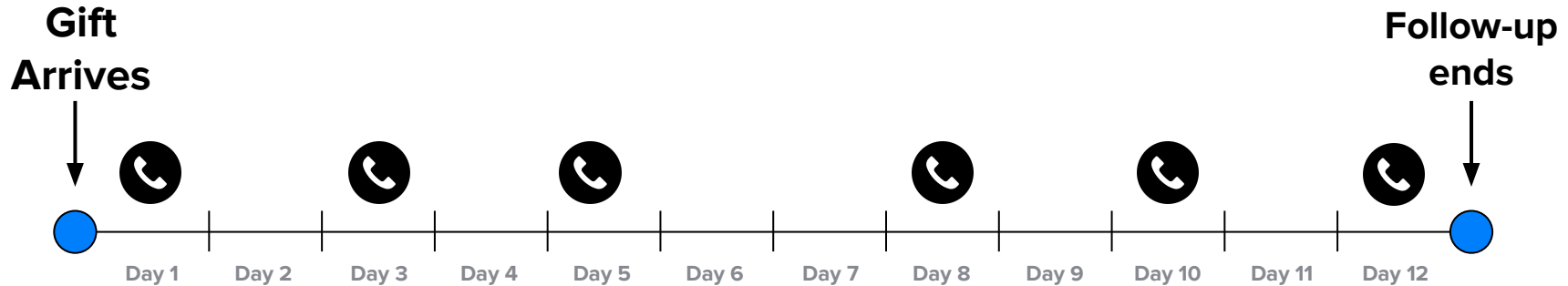
# 6 Step Follow Up



First two weeks are your **biggest window** of opportunity

# Follow-up Cadence

6 follow-up attempts in the first two weeks



If you don't reach the person on the call,  
leave a voicemail and send an email

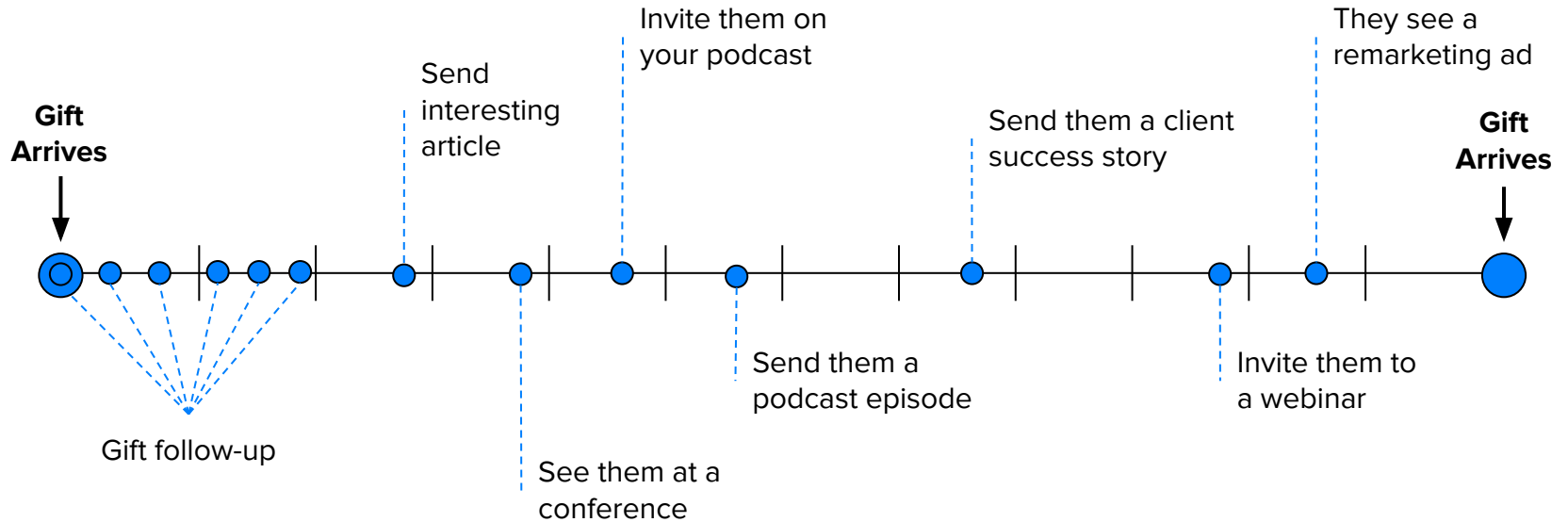


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# After 6 Attempts

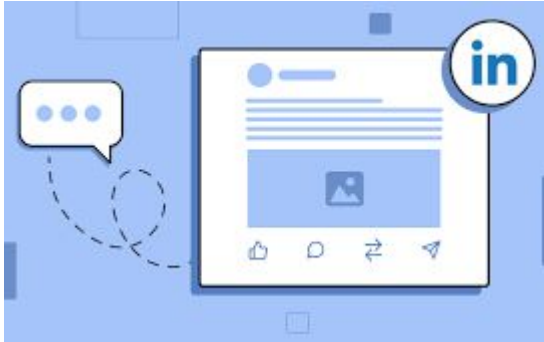


# Gift-Based Outbound is part of a larger mix of touchpoints



# Be Useful To Stay Top of Mind

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Follow on social, engage with their social posts, then follow up with more resources.



Buy them dinner at an upcoming conference.



Invite them to be a guest on your podcast.

# Founder Led?

Target: **15 businesses**

Cadence: **5 gifts every 30 days**

Run this campaign 

- **Week 1: Build list, confirm addresses**
- **Week 2: Send gifts**
- **Week 3: Follow up**
- **Week 4: Follow up**



## Pro-tips

**1** Time block your follow-up

**before** the gifts are sent 🙌

**2** **Don't automate** the follow-up



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# Using the **Workbook**







**Go for the top 20% of leads**

**Impress with unique and striking gifts**

**Follow-up is key**

**Take a long-term view**



“My secretary would  
**kick my a\*\*** if I kept  
putting this off.”



# The Two Keys To Success

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Duration



Frequency

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# Duration





## DURATION

The length of the GBO campaign is based on the **product life cycle** of a typical client.

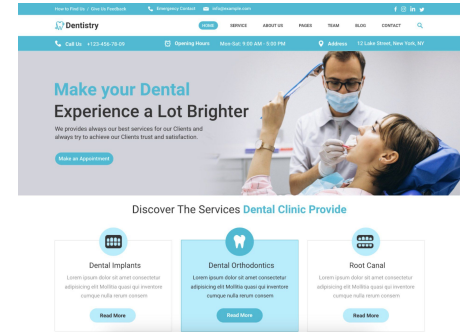
# Examples of Product Life Cycle



9 years



5 years



? years

## WRITE THIS DOWN:

How long does a typical client stay with **your agency**?

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# Frequency





When have you received a **one-off gift** from a vendor soliciting your business?

What impression did that leave?

Send a gift to your 20% List every **quarter.**





Continue sending quarterly gifts  
until they **meet** with you.





Your consistency communicates that you  
***genuinely want to connect with them.***

Every gift they  
receive compounds  
goodwill and reciprocity.

It's like interest in the bank.





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# In Summary



Today, the shortest path to sustainable growth is through direct relationships.

One of the best ways to initiate relationships with strangers is by making them feel like a VIP.

Giving a gift that is unique, striking  
and leaves an impression.



Don't be short-term transactional focused.

Be long-term relationship focused.

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# The Time To Take Action **Is Now**



# 4 Steps to Your First Gift-based Outbound Campaign

---

## 1. Create 20% Lead List

- ✓ Dream 100
- ✓ Acute Pain
- ✓ Ability to Afford

## 2. Choose Your Gifts

- ✓ Gourmet Cookies
- ✓ Video Brochures
- ✓ Authored Book

## 3. Follow-Up

- ✓ 6 Touches in 14 Days
- ✓ Stay Top of Mind
- ✓ Be Useful

## 4. Take a Long Term View

- ✓ Multi-year Campaign
- ✓ Quarterly Gifts
- ✓ Relationship-Focused

# Download the Workbook



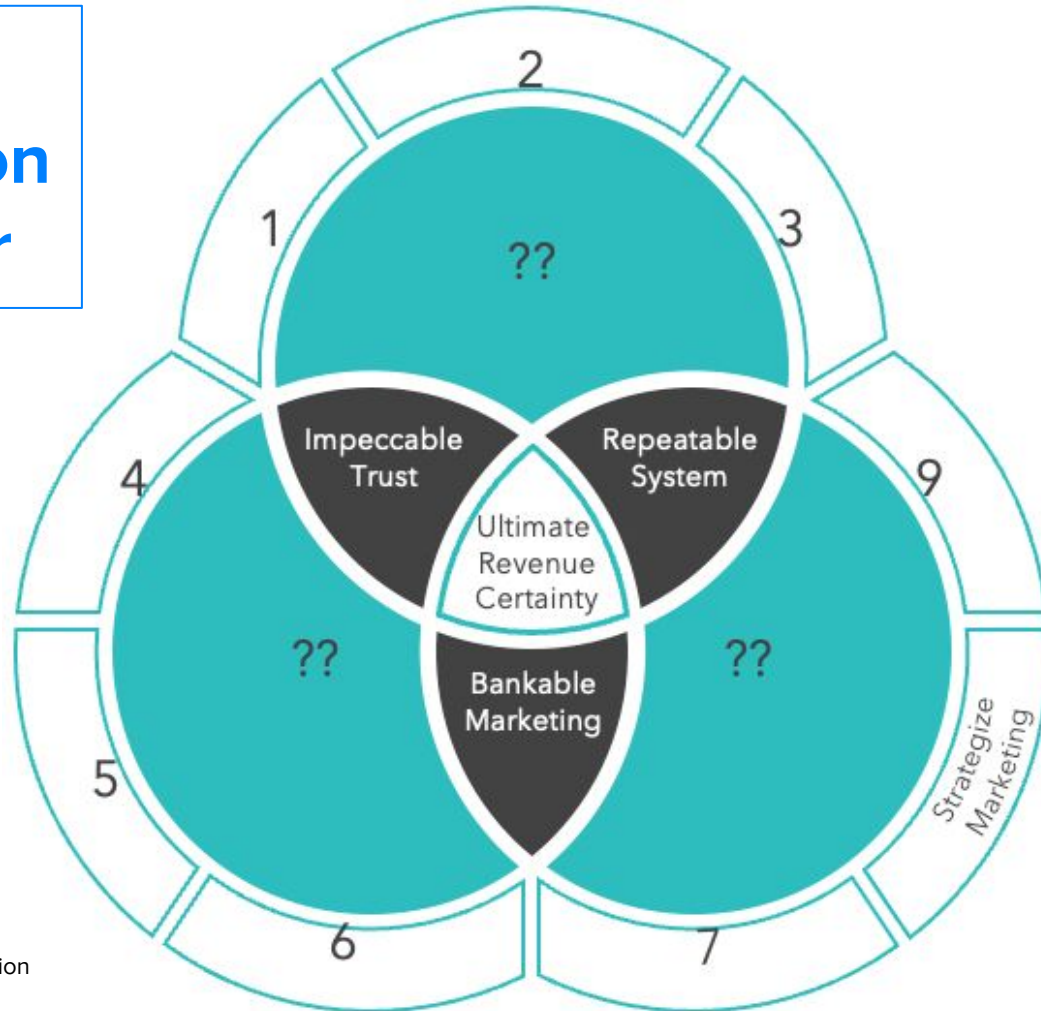
- **Sourcing Leads**
- **20% List**
- **GBO Gift Ideas Worksheet**
- **ROI Calculator**
- **GBO Campaign Tracker**
- **GBO Campaign Checklist**



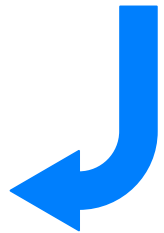
<https://geni.us/gmzte>



# Deep Specialization Accelerator



Gift-based  
Outbound



Want to learn more?

Scan to schedule a no-obligation  
strategy session.



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**Q & A**

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Thank You 🙌 🙏 🙌