



**5-DAY  
CHALLENGE**

The 'Red Hot' List of Perfect  
Prospects Challenge

**JOIN THE GROUP  
ON **

# BUILD A 'RED HOT' LIST OF Perfect Prospects

## 5-DAY CHALLENGE

**Day 4:  
Unlock the Hidden List of Qualified  
Prospects Hiding Right Under Your  
Nose**

*Review the Menu of List-Build Options below and choose the path you'll take to begin your list-building efforts.*

*Today's assignment is to let us know the option you'll begin with below!*

**Post Your Homework  
Here!**



*Note: For organization purposes we recommend store your newly segmented or created Perfect Prospect List as an Excel or Google Spreadsheet to include (at a minimum) your Contact's Names and Contact Information (email or phone - depending on your outreach method).*

# OPTION 1: CURRENT LISTS

## FROM YOUR PRIMARY EMAIL

*Perfect For:* Everyone!

*Pairs Well With:* Merlot and candlelight. ;-) In reality EVERYONE has prospects hiding in their email contacts. The secret is in locating them and then delivering the right message(s) in the right way. We'll talk more about that on Day 5. But as a starting point...

### **Gmail Contacts:**


To add your contacts to another email account, first download them as a CSV or vCard file.

To export contacts.



1. Go to Google Contacts.
2. Select one of the following:  
A single contact: Check the box next to the contact name.  
Multiple contacts: Check the boxes next to all the contacts you want to export.  
All contacts: Check the box next to any contact and in the top left, click Selection Actions All.
3. In the top left, click More actions Export.
4. To back up your contacts, select Google CSV.
5. To save your file, click Export.

Note: If you use Google Contacts for work or school, you can't select all contacts in the Directory.

### **Outlook Contacts:**

1. At the bottom of the page, select  to go to the People page.
2. On the toolbar, select Manage > Export contacts.
3. Choose to export all contacts or only contacts from a specific folder, and then select Export.
4. At the bottom of the page, select Save to save "contacts.csv" in your default Downloads folder. Or, select the arrow next to Save and select Save as.

### **Yahoo Contacts:**

1. In Yahoo Mail, click the Contacts icon .
2. Click the More options icon .
3. Click Export (CSV).
4. Save this CSV File in a Place on Your Computer that is Easy to Access.



# OPTION 2: CURRENT LISTS

## FROM YOUR CRM OR SUBSCRIBER LIST

*Perfect For:* Those that have built up a subscriber list of emails already and are using a CRM to manage their subscriptions.

*Pairs Well With:* Those that create lots of content. Or run a newsletter. Or drive consistent traffic to their site or opt-in offers.

*Segments to Find:* For the type of outreach messaging we'll be looking at as part of Day 5 of the challenge, our clients have the most success targeting contacts within their CRM whose relationships have stalled or not yet moved to the next stage.

For example:

- Good prospects who have become unengaged in your typical newsletter or messaging (no opens, replies in the last 90+ days).
- Good prospects who had shown initial interest, but not moved to the next stage. (they signed up for your webinar, but didn't take the next step - booking a call or purchasing).
- Good prospects who have been on your list for awhile, but you haven't sent much material to.

*How to Do This:* To segment it can vary greatly based on the software you are using and the structure you've created in your individual crm.

Start by defining the types of people you'd want to add to your perfect prospects list from the segment of your main list.

ie. I want Real Estate agents that downloaded my E-book, but never booked a sales call.

Then work with your CRM provider or within the structure you've built up to search for the contacts that fit this criteria.

You might simply add a tag to this first group of 20-50 prospects in your CRM system. Or you might export the list of these Perfect Prospects to follow-up with a different way. *(more on that in tomorrow's workshop, but for now just make sure to designate this audience so you can easily pull them back up).*



# OPTION 3: CURRENT LISTS

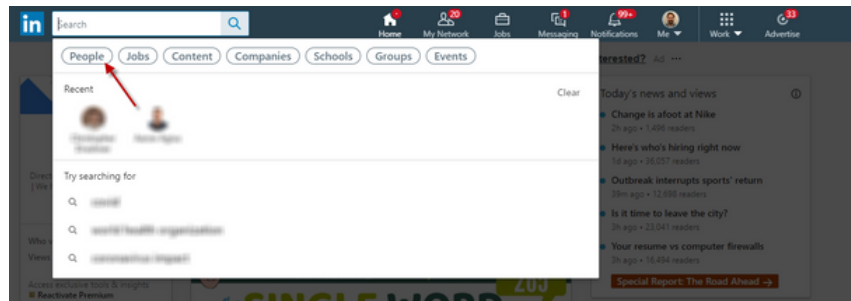
## YOUR LINKEDIN CONNECTIONS

**Perfect For:** People connected to ideal prospects with whom they haven't yet spoken, or have spoken to but not yet closed, or have recently connected.

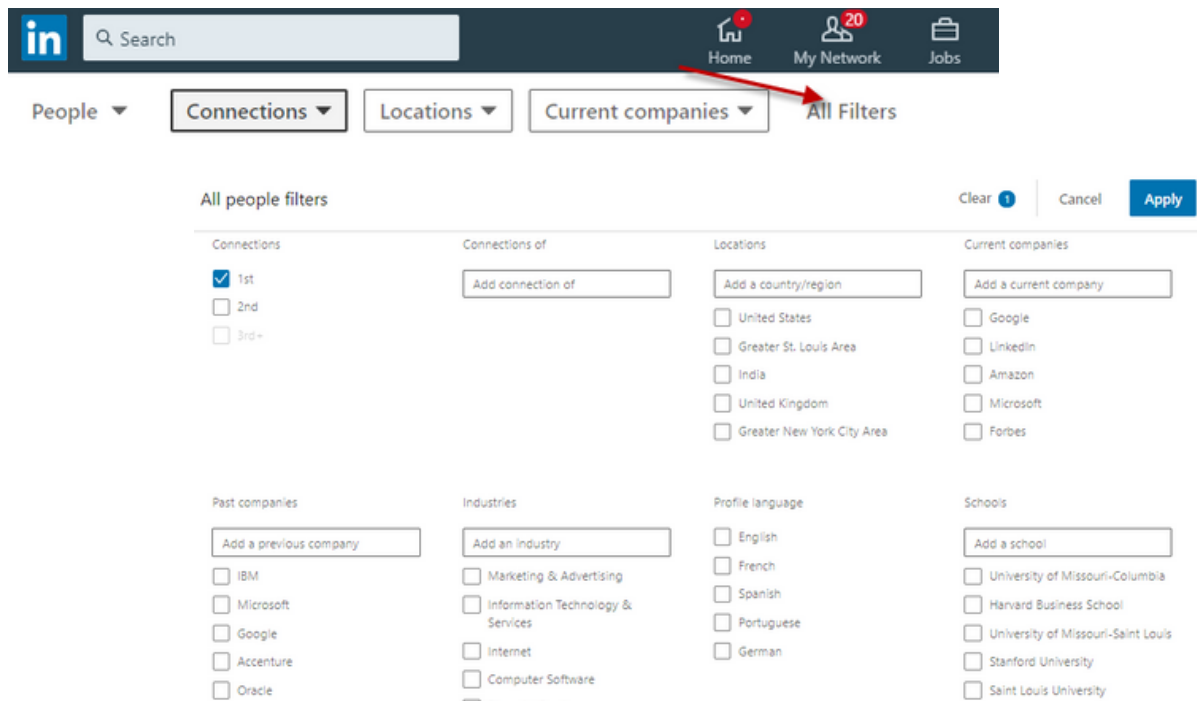
**Pairs Well With:** Those who have been active on LinkedIn previously. Just make sure to first create a search to find your perfect prospects and segment them from all contacts.

If you'd like to start with contacts you are already connected with on LinkedIn, you'd first want to start by filtering your 1st-degree connections by those that match your prospect profile.

To do so first click the search bar from within your LinkedIn account and choose the option for 'People' search.



Next choose 'All Filters' and set the search parameters to only include 1st-degree connections.





# YOUR LINKEDIN CONNECTIONS

Note: the example above are the options within a Free LinkedIn account.

Premium users of LinkedIn Sales Navigator have access to additional search filters including company size, softwares being used and more filtering options.

Next, enter the criteria for your audience. Location. Industry. Title. And Keywords are the most commonly used for this exercise.

Contact interests

- Probono consulting and volunteering
- Joining a nonprofit board

Services

- Consulting
- Marketing
- Marketing Consulting
- Digital Marketing
- Coaching & Mentoring

First name

Last name

**Title**

Company

School

Now that you have filtered your search to the prospects you'd like to reach out to, it's time to find their email address and add to your list.

in Search

Home My Network Jobs Messaging

People Keywords 1st Locations Current companies All Filters Clear 2

**\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you i**

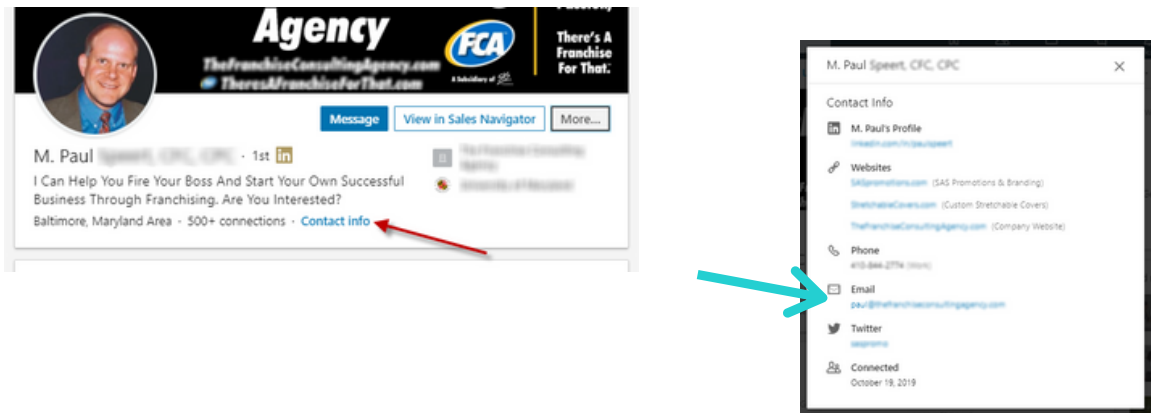
186 results

- Allison Baker** - 1st  
Director of Sales at [Company]  
Greater St. Louis Area  
Paul Couture, CPCM, CFCM, CPCM, NCMA Fellow, Kim Walsh Phillips, and 109 other shared connections [Message](#)
- Curtis Williams** - 1st  
Managing Director at [Company]  
Greater St. Louis Area  
Marc Bowers, Alex Wolk, and 10 other shared connections [Message](#)
- John P. Healy** - 1st  
Senior Advisor at [Company]  
Greater St. Louis Area  
John P. Healy, Suzanne Finder, and 83 other shared connections [Message](#)



# YOUR LINKEDIN CONNECTIONS

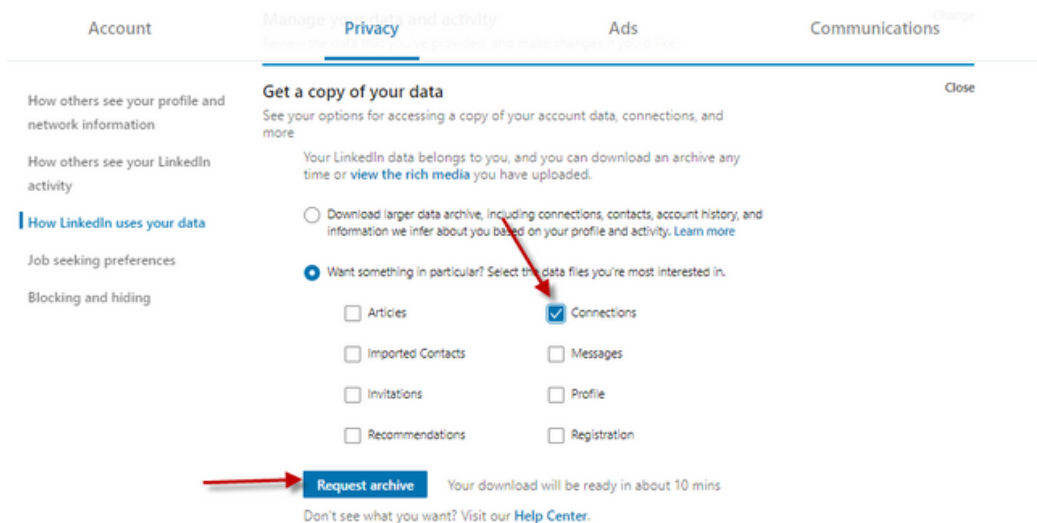
Click on their Contact Info and Gather the Information.



If you'd like to store their email contact information on a spreadsheet, we recommend exporting your Connection list from LinkedIn.

You can do that through this link: <https://www.linkedin.com/psettings/member-data>

And choose the Option for Connections.







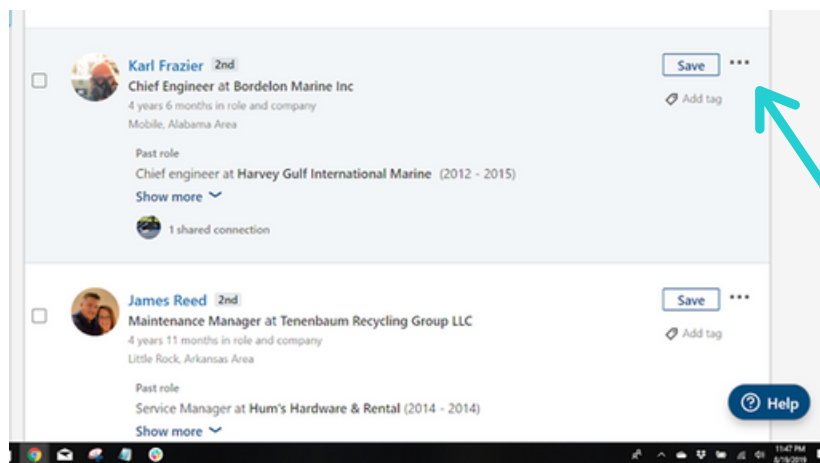
# OPTION 4: NEW PROSPECT LISTS

## NEW CONNECTIONS VIA LINKEDIN

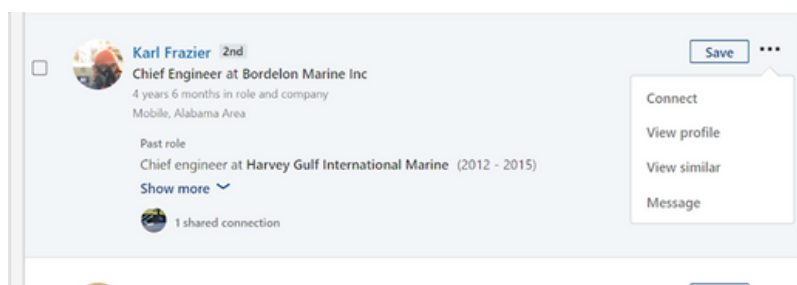
**Perfect for:** Those who need new connections and prospects to build their first list of 20 perfect prospects.

**Pairs Well With:** Those that read the directions above to learn how to find email address information from your 1st-degree connections profiles.

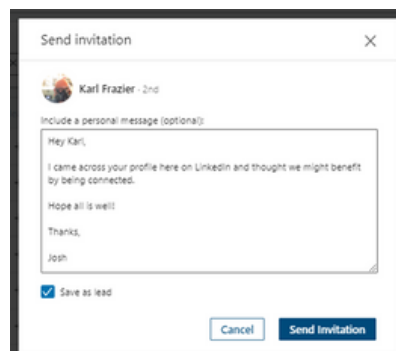
Read the instructions above to learn about LinkedIn's search. Make sure if you are targeting new connections that you choose 2nd + rather than 1st degree when building your search. After searching for the types of people you want to connect with via LinkedIn's People Search, click the three dots to the right of a person who looks like the right fit.



Choose 'Connect.'



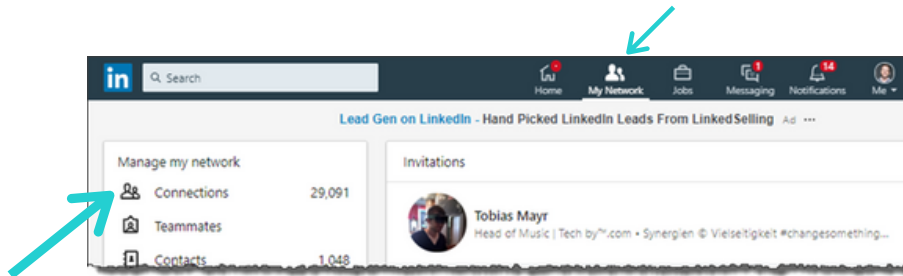
Add a note. (we recommend the template below)



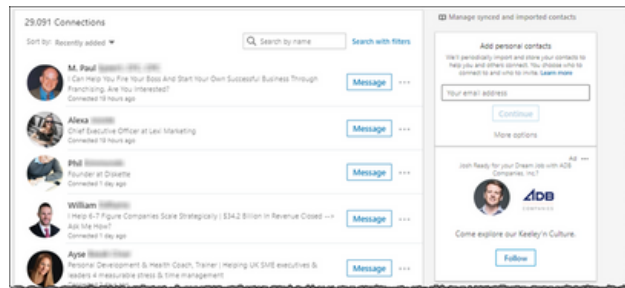


# NEW CONNECTIONS VIA LINKEDIN

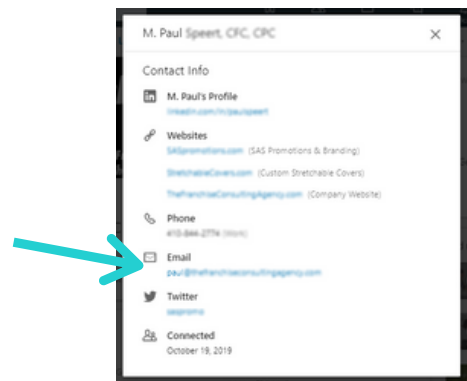
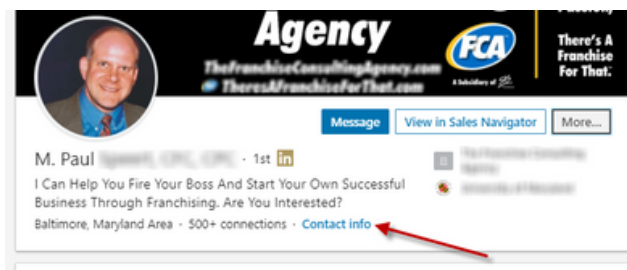
Wait until the next day. Then navigate to your Network and Connections.



View your recent connections who have accepted your request at the top of the page and click their profile picture to navigate to their profile.



Click on their Contact Info and Gather the Information.



If you'd like to store their email contact information on a spreadsheet, we recommend exporting your Connection list from LinkedIn.

You can do that through this link: <https://www.linkedin.com/psettings/member-data>

And choose the Option for Connections.





# OPTION 5: NEW PROSPECT LISTS

## B2B CONTACT DATABASES

**Perfect For:** Those targeting prospects outside of the European Union or Canada. Within those geographic locations we recommend starting by connecting on LinkedIn before gathering email addresses. Or restricting your cold email gathering to those with publicly available contact information.

**Pairs Well With:** LinkedIn. Many of these tools can additionally be used to gather email addresses from your current connections in a more automated fashion through their bulk upload of LinkedIn export data.

Notes:

1. **Start slow** - aim for that 20-50 number still of your perfect prospects so that you can stay on the good side of email marketing.
2. **Push for verified or validated emails.** This will help you reduce bounce rates or bad email addresses. Most all of these tools worth their salt have an option for verified or validated emails - use it.

Many of the providers below offer similar filters as LinkedIn based on title, industry, function, location, company size and more. Some like AeroLeads have options for softwares used (ie if you are targeting clients that use Salesforce for example). While others have options available for 'Intent' like ZoomInfo (based on their internal online research, hiring and M&A activity, funding announcements, and more).

### SOME RECOMMENDED PROVIDERS:



Some of the most popular options among our customers are GetProspect, ZoomInfo and Seamless.ai. Though all the above have been utilized by our customers.