

# THE JUSTIN MICHAEL METHOD™ (JMM™)

*A Modern Science of Email Heuristics, Fractal Geometric Email Sequences & Holographic Emotional Resonance ([Quick Summary](#))*

*Reps I train pay me \$250 per hour to learn the most advanced applications of this system so they can become the best in the world at opening new business as I did. But I am giving my complete method away as a template in the spirit of Radiohead for all members of my Patreon. All I ask, is you keep this confidential. If someone wants to read it, they pay \$1, access this doc, enter the Mastermind hive mind called Salesborgs™ on Discord. You are the stewards of the Method. Use it well; share it with those you trust who will take this seriously and foster better selling everywhere. Thank you. – Tony Stark*

**(expand the left-hand document outline for fast nav!)**

## **Intro:**

Several templates have become wildly popular for sales development. If you send them, you are doing the same thing as some large portion of the 600k+ SDRs and 6.8MM AEs in the United States - a sea of monotony and mediocrity. To stand out you need to apply a *Pattern Interrupt* on the following: the form of the email, the linguistics or verbiage of the email, the tone of the email, the rhythm/frequency of the cadence. This method itself is a meta. If this method becomes famous enough, you cannot use it as is. If you copy-paste these templates they will only work for a little while. Once the masses catch on, the techniques will lose potency quickly. That is part of the magic - we're exploiting a hole in the meta. The executives you want on the calendar know the standard sequence templates by heart - even if you rearrange the call and email steps, it is not enough. Radical change is required. This process will need to continue to evolve, and for that we need each practitioner to learn the concepts and execute with their own unique flair. This will protect the system from becoming rote and ignorable. This is not one-size-fits-all and not for the faint of heart. Learn the techniques based on how we are thinking about cold outreach, not exactly what we have printed here.

If you copy and paste the Justin Michael Method™ (JMM) emails verbatim, they will outperform anything you have ever sent immediately because they are hyper-short. They are so painfully short, Marketing may stop you from sending them. People will question your judgement and apply the prevailing wisdom available to them, the same prevailing wisdom we are intentionally avoiding. Send them anyway; ask for forgiveness not permission. Open rates will go up to 80% and reply rates closer to 10% when you get this technique right. If you are not getting the open rates and reply rates as advertised, bring it up to the group. We will come together, identify areas for improvement in your approach, and get you to the promised land. Obviously, if you have an impacted domain where DKIM, DMARC or SPF are compromised, fix that first.

## On targeting:

If you don't have good data, point the system at less than optimal targets, or skip over crucial personas - it will not work properly. Make sure you multi-thread all accounts contacting multiple executives at the same time in each sequence. Running one executive at a time in a 30 day standard sales outreach sequence is a snail's pace. We are giving you the schematics to build a hyperdrive - approach lightspeed by finding 3-5 contacts in each account who own results impacted by the pain you solve and target them all simultaneously. Running a 2 week sequence with saturated touch points you will get answers faster. If you get unsubscribed or torpedoed on the phone, go a level up immediately. Call their boss with the same lack of deference. This starts a polyrhythm where the first few targets are in one cadence and the second layer starts at a different time, creating an odd time signature of cascading emails and phone calls. In music this is interesting to our ears. This will make an impression on your targeted buyers. Soon enough people at the target company will be talking about you in a slack channel or in morning scrums. Imagine! A Fortune 50 VP talking to their peers about *you*, the lowly SDR with a style that won't quit.

You can also "flank" or contact unusual titles like HR or engineering to get referred in. It should feel scary. Run the detractor's superior through a sequence. Land triples everywhere. If it doesn't work and you get no response (unlikely), make lateral moves - look for one of their connections who can introduce you in the sidebar on Sales Navigator.

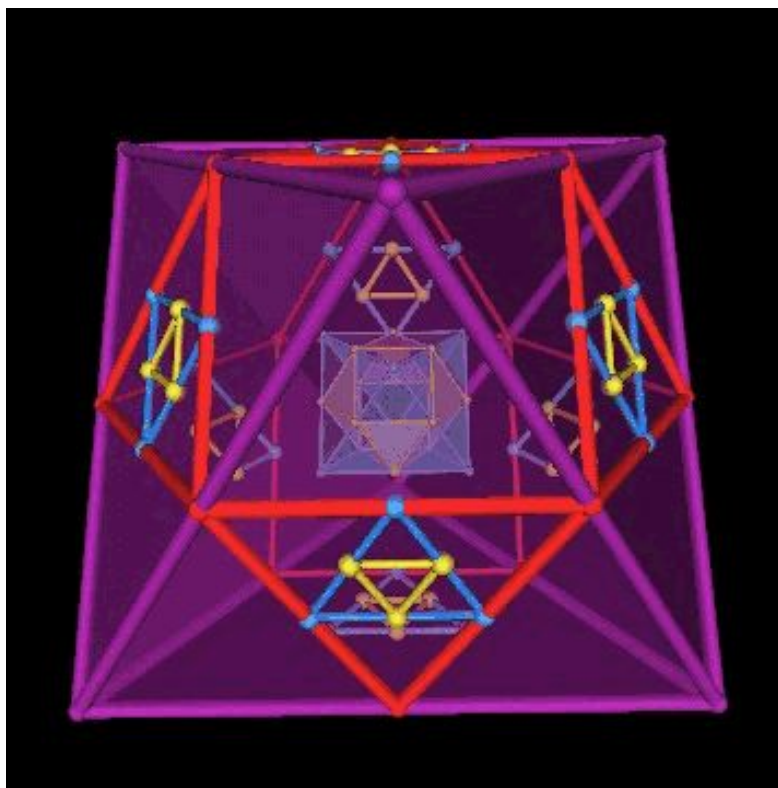
You must never give up until you understand from a business standpoint why the deal is not progressing this quarter. Getting hung up on is not a good reason why. Getting unsubscribed is not a good reason why. Worrying about these inevitabilities implies a lack of confidence in your business case and it might be time to go back to the drawing board. There exists no business executive on the planet who would turn down an opportunity to generate more revenue, mitigate risk, or reduce operational expenditure because they were upset you called them too many times, provided that opportunity is genuine. Learn about the real business objectives that take priority and compete with your calendar spot. Report this crucial information back to your own CEO/CRO or management. This is the worst possible outcome you should accept.

Warning: you must build a meaningful business case before you begin to apply the type of pressure outlined below. This is the foundation for your success - your relentlessness regarding growth at your prospect's company *will* be appreciated. After all - your company is still in business for a reason and selling to others in the same industry. Applying these strategies without at least a cursory knowledge of their industry, what the prospect stands to gain, and trouble they seek to avoid puts us in danger of burning accounts and contacts to oblivion.

**JMM™ Checkpoints:** (before sending anything ask yourself):

– Is it painfully short?

- Is it assertive? (deference to leadership at your prospect's org puts you in a weaker position)
- Is there pain/fear highlighted in every touch? (prospects buy on emotion, close on logic)
- Can any individual touch in the sequence represent the whole thing? (see fractal geometric shape approach)
- Did you spend no more than 30s - 1 min personalizing?



*Bucky Fuller's molecular structure of the holographic universe in essence shows us how 1 email in the sequence is the same as the whole sequence. Any touch they land on needs to hold the whole value. No emails referring back to previous outreach like a neutered Friend's episode. Hook 'em in every single one. They read touch 7 - meeting sets!*

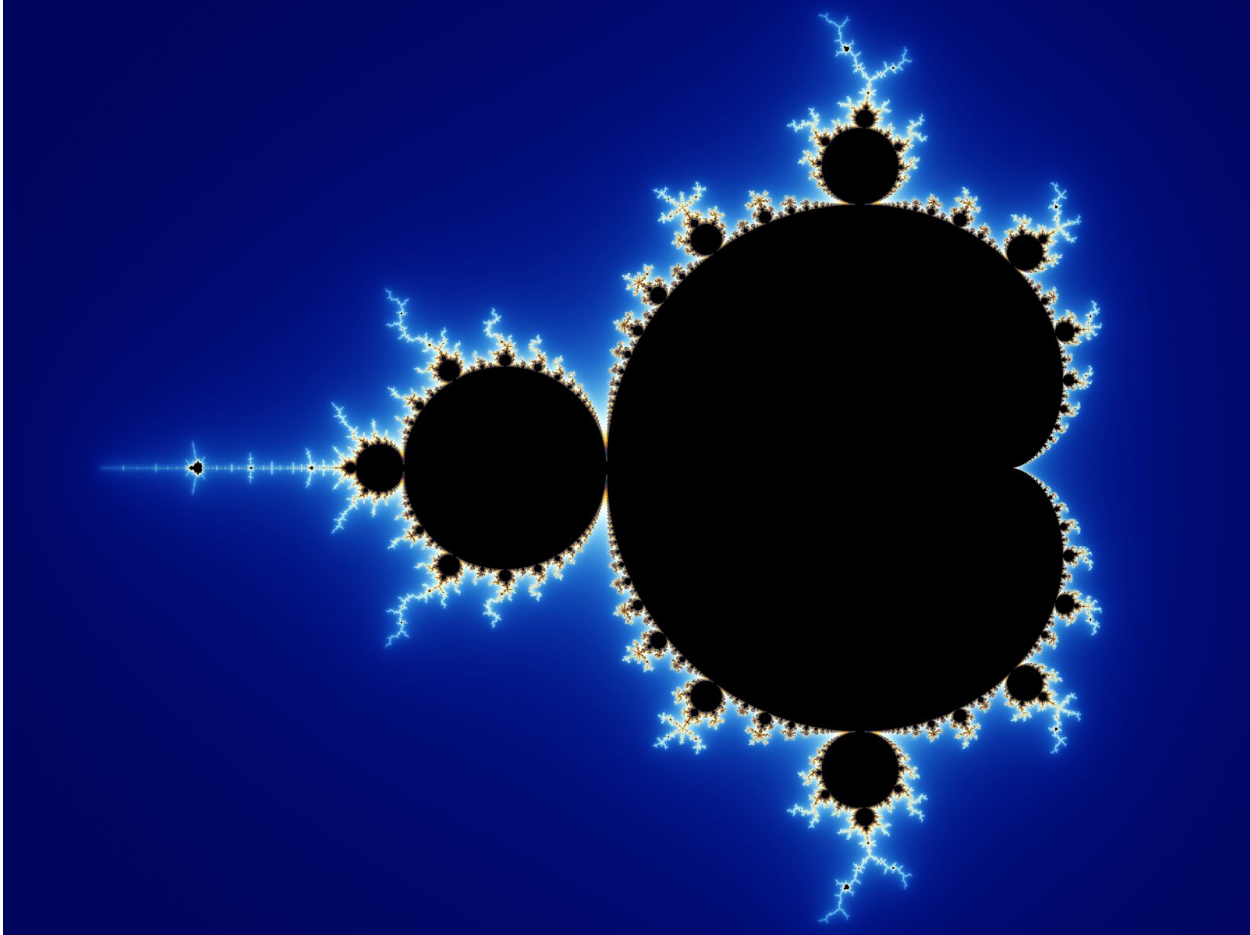
### **Heuristics:**

The most powerful geometric frame we could apply to writing email sequences is fractal or holographic - [the wholeness is present everywhere and within every entity](#). A fractal repeats an integral pattern infinitely. Russian Nesting Dolls similarly contain a version of their entire shape within the shape itself. If you are familiar with MC Escher you are familiar with fractals. Zooming in on a coastline, snowflake, or romanesco broccoli, the outer pattern infinitely repeats within the internal structure of the figure.

We wouldn't take up your valuable learning and development time explaining a wildly abstract mathematical concept if it was not fundamental to understanding the underlying theme used to

develop this email and cadence strategy. Our entire universe exhibits these same repeating patterns, why not our emails? At every level of scale, the pattern outlining the whole emerges.

In the seemingly unrelated yet mysteriously connected context of an email sequence, each touch point should represent the initial concept in finer layers of never ending detail. Later in Advanced Strategies we will explore repeating concepts across personas with a snowflake-like pattern of outreach, iterating concepts as we zero in on the bag holders.



An email has a meta concept, signal, tone or ideal. There’s a meta or “above” framework on every line break. The sentence, “did a crocodile eat you?” can be represented as <humor lever>.

So a template in a heuristic meta frame reads like this:

Hey {{Name}},

- <Humor lever> icebreaker
- <Social Proof> (similar clients)
- <CTA> - call to action

Thanks, ←--- <gratitude>  
{{sender.name}}

The sheer genius and beauty of this is that you can take any popular template or piece of a template that you are leveraging right now and break it into **heuristic meta frames**.

You can spear it, you can bump it. Let me show you... (skip below to template examples)

### **Specificity:**

The vast majority of email templates are far too generic and vague. Specific content is exact. 300% growth is not believable. 326% is. Driving 34 meetings on 515 chats is specific. We drive 1.62M in revenue I'd believe vs. 1MM which raises my BS alarm. Round numbers are not your friends. This is similar to Todd Caponi's transparency sale where customers have more trust in 4.2 stars than 5 stars. (Note: he was actually my sales trainer at Salesforce!)

### **JM Spears:™**

Compacted emails as short as possible that only focus on the prospect's pain (fear), a solution, and relevance. The overall strategy is to pattern interrupt against the "long as a novel" emails with 3 paragraphs that are getting promoted now. Keep the three paragraphs from those systems and "SPEAR" them like you took a trash compactor.

You can take any template that's popular right now from a website, from your 3rd party SDR-as-a-service company, from your top rep, and **crunch it down into a 1-3 word title, and 3 sentences with a CTA**. Ideally, you will send a spear and two bumps. Bumps are just replies that happen, ideally at random times in the next two days.

**More pain = more conversion.**

### **Why it should look UGLY:**

I was in mobile marketing for 13 years. There are hundreds of screen variations on the various handset models when you move into Droid land between old, refurbished, new and various countries. Spears should be ugly. No spacing. Let me give you an example of a COMPACTED SPEAR:

Hey Ray, Your quote about keyless entry and geolocation in wired was spot on. Our tech enables that but gives much more accurate fences, so you could trigger the app loyalty program from the parking lot and deep link each user into the exact door unlock function seamlessly. Would that warrant a quick zoom? Thanks, Justin

Hey Jim - Noticed your time at Acme, they're a current customer using us for (thing you do) - was hoping to go over some similar ideas with you. If it makes sense, when is good to jump on a call? Thanks -JM

Hey John, Q4 is almost here with so much growth happening - curious if you're open to discuss bolstering your risk mitigation strategy re: new customers? (prospect's competitor) is happy! Thanks-Justin

Hey Glen - John Doe set us up on LI - Acme saved \$75MM in OpEx by calling our API for <<thing you do>> in various workflows - if this makes sense, how does your calendar look? Thanks -J

..

Justin Michael / Strategic Advisor for SomeCompany

Notice the grammar mistakes and variations. These emails resemble tweets you might have pounded out sitting in the drive thru at McDonalds. I'm not making this up - these last three were anonymised and pulled directly from one trainee's sent folder after they booked multiple VPs at each of three Fortune 100 companies in a one month period. One of the big 4 tech giants wants to talk with their company soon too - news came in after a Triple.

### **Triples:**

Call, voicemail, email as fast as you can with limited personalization. It works because of the saturation or frequency of touches creating a bee swarm effect. Read [combopropecting.com](http://combopropecting.com) where I was the case study.

### **But Justin - Where is the Personalization?**

Per Jeremy Donovan, testing 6MM emails at SalesLoft, only ~20% personalization is needed. Aaron Ross confirms that any more is just creepy. It shows hunger, even desperation, to go too deep on personalization and this also flies in the teeth of the prevailing methods. David Sandler always cautioned, "Don't spill your candy in the lobby." Pique interest but hold something back!

Beyond the inherent neediness implied with mention of a prospect's alma mater, insistence on personalizing to this level is a symptom of a limiting heuristic, ultimately a time sink fatal to your productivity. If you can't find a first degree connection who knows the prospect, a current customer where the prospect used to work, or similar - switch to industry and persona based levels of personalization. These are more generalized therefore increase velocity. Fractal heuristics emerge once more as a bump in your activity velocity increases pipeline velocity, increasing overall sales velocity.

We reach a point of diminishing returns on personalization going much past something immediately relevant and take up valuable real estate. You've got between 40-100 characters between the subject line and first part of your email that will show up in the preview text on a mobile device notification or email client. If we spend them mentioning a 2nd down play from a Huskies vs. Cougs game the prospect attended in high school, the slathering admiration is a turnoff to a busy executive. They are used to swiping 200 emails a day that read like this. Instead, get straight to the point.

### **Phone script:**

This framework is called ROUTE << RUIN << MULTIPLY (RRM) and I've used it successfully to crack live-fire calls since 2007. The most massive pattern interrupt is to ask someone in charge of Mobile Strategy, "Who's in charge of mobile strategy?"

Opener: [Hey John, Justin Michael from Acme Corp. Who's in charge of your \[domain\] strategy?](#)

#### ROUTE:

[OK, can I tell them you referred me?](#)

#### RUIN:

Objection: We already use another supplier or do that internally.

[That's fine, how's that working out for ya? \(pause\) | This single question has made me millions of dollars!](#)

#### MULTIPLY:

[Why not plug us in as a turbo-charger alongside your current solution to multiply its effectiveness? \(pause\)](#)

Relentlessly seek the right person to speak with. If you get the referral, ask the prospect to introduce you. If you get the referral on LinkedIn or in reply to an email - screenshot the linkedin message - and send it in an email. Prove that you got referred. Call the person you've been referred to and reference that you just talked to their boss, for example.

The best way to get someone to admit the fault of the incumbent supplier is an innocuous nonchalant question like, "You use Beta Corp, oh that's interesting, how's that working out for you?" This question is akin to, "Are you happy?" or "Would you like to make more money?" They will invariably spill the beans and admit to low customer service levels, missed deadlines, political issues. They'll give you the FUD you need to lever in – land and expand from a beachhead position.

### **Voicemail script:**

The key here is it's under 30 seconds and laden with 20% personalization and major social proof.

Hey Sarah, Justin Michael from Acme Corp 917.232.2164 (slower) – I'm calling because I was reading your profile and noticed you're innovating the ERP strategy there. I wanted to tell you about a product that could have high relevance to your {domain – ex. "mobile" } strategy. We have helped company X, Y, and Z drive a \_\_\_ quantified outcome like \_\_ 30% revenue increase in under 3 months by optimizing their ERP delivery with automation and RPA. Again, Justin Michael from Acme Corp 917.232.2164 (slower), I'll follow up with a quick note.

### **Email templates:**

It's so critical that you reference the voicemail you just left. The purpose of the voicemail is to indicate to the prospect that you will send the email. The purpose of the follow-up email is to indicate that you just left the voicemail. This creates a circuitous feedback loop where they go check the message to delete. This bee swarms their device and it lights up 7 times.

Hey Sarah, *Per my voicemail*, we helped X, Y, Z company drive a \_\_\_ quantified \_\_\_ 32% revenue increase via \_\_\_\_\_ utility statement like – advanced mobile analytics driven by AI and ML that learns as it works. If it makes sense to talk, how does your calendar look? Thanks, Justin | Strategic Accounts \*Note: the lack of the word "sales" in the title of the email sender.

### **Reply bump strategy:**

Bumps are just responses to an initial thread that "bump up" in Gmail or in Outlook. Rather than make every touch in a sequence an individual thread, do a thread and bump up a couple of times the next couple days. One JMM pro reported every meeting booked in a 6 month period using this system came from a positive response to 1 word reply bump: "Thoughts?" Here is where your creativity will shine with images, humor, radical changes in style, gifs, caricatures drawn via Fiverr.com, or anything else you can create.

### **Nudges:**

No one has ever documented this idea in any book including my own. If you have a sequencer that is actively generating views and a specific sequence generates over 3 views, you do a nudge. It's literally like a Facebook poke: a manual reply from within Salesloft, Outreach, Groove, or XANT just saying, "Thoughts?" and then you *leave the sequence running*.

### **Overlaying COMBO over an existing sequence: (like Agoge)**



I can attest I had a pod of 5 running Agoge on zeros and they added Triples over the top. It went on to set 65 meetings in 30 days nearly immediately. This is not to say Agoge doesn't work but you need to custom fit the phone touches.

Take any existing sequence and add TRIPLES every 24 hours

Call on Signals which means:

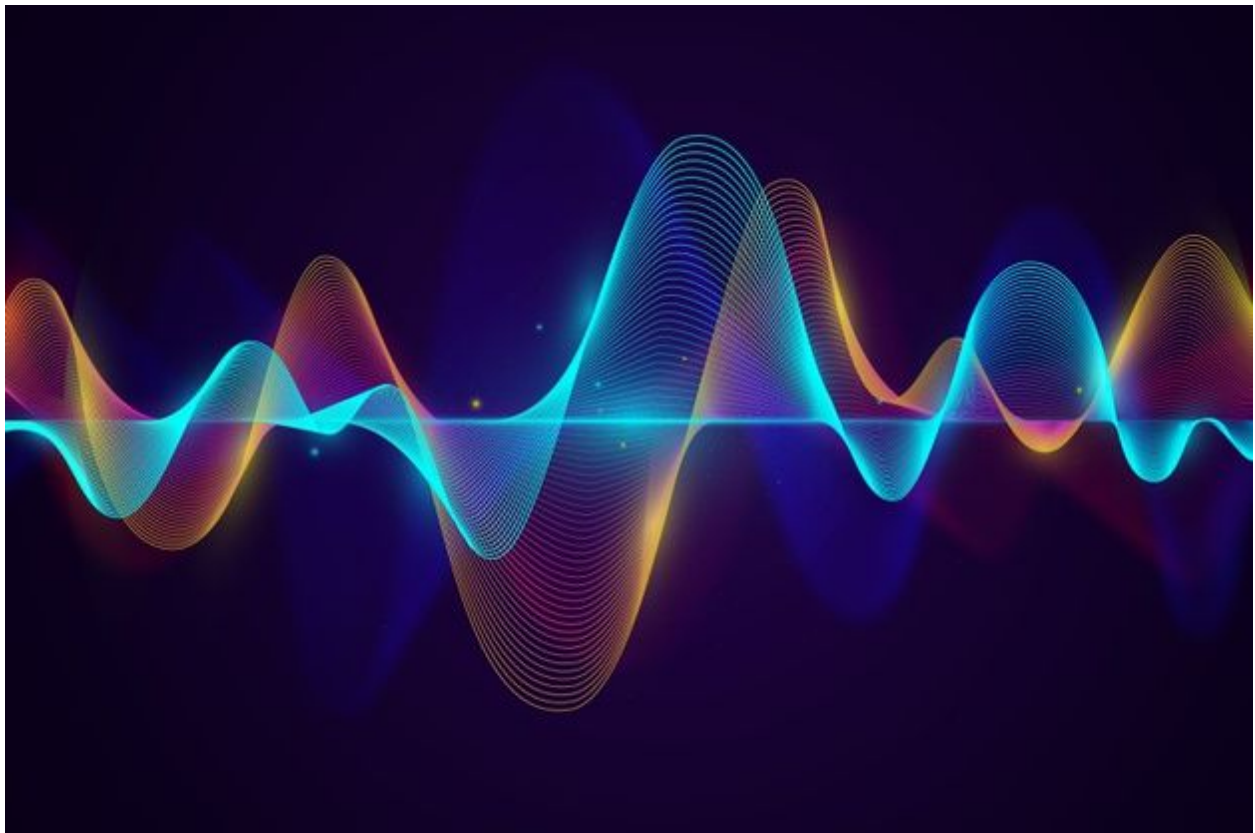
If you get a profile view, triple (call, vmail, email under 90 seconds)

If you get over 3 opens, triple. – set a ruleset to 3 in Outreach/SalesLoft custom settings

If someone interacts with your social posts - triple

### **Complete Sequence Clusters & Narratives:**

I have never seen another author, trainer, or sales leader look at sequences as geometric shapes. In this case, we have 12 touches happening over two weeks with 3 clusters of 3 pings each. This is 3 email threads with 2 bumps each. This type of geometric thinking with Spears, Bumps, and then Nudges (if you get high opens) interlaced is again a heuristic or meta-framework.



*Soundwave diagrams are exactly like a Sequence/Cadence - the blue is how frequent, the yellow is a narrative arc like the Hero's Journey. The emotional resonance ebbs and flows with each cluster even crescendoing with a break up email in the end.*

### [CLUSTER I]

Day 1 - email 1 -----> first cluster one narrative or idea could be social proof

Day 2 - bump

Day 3 bump

Wait 48 hours

### [CLUSTER II]

Day 5 email 2 -----> second cluster second narrative like a case study/testimonial

Day 6 - bump – cascade the quotes

Day 7 bump – cascade the results

Wait 48 hours

[CLUSTER III] -----> narrative three, consider a Venn diagram / competitive landscape

Day 9 - email 3

Day 10 - bump

Day 11 - bump

### Examples of hyper-short subject lines:

Growth

Growth + Compay name

Revenue hypergrowth

(prospect's previous company who is also current customer) + risk

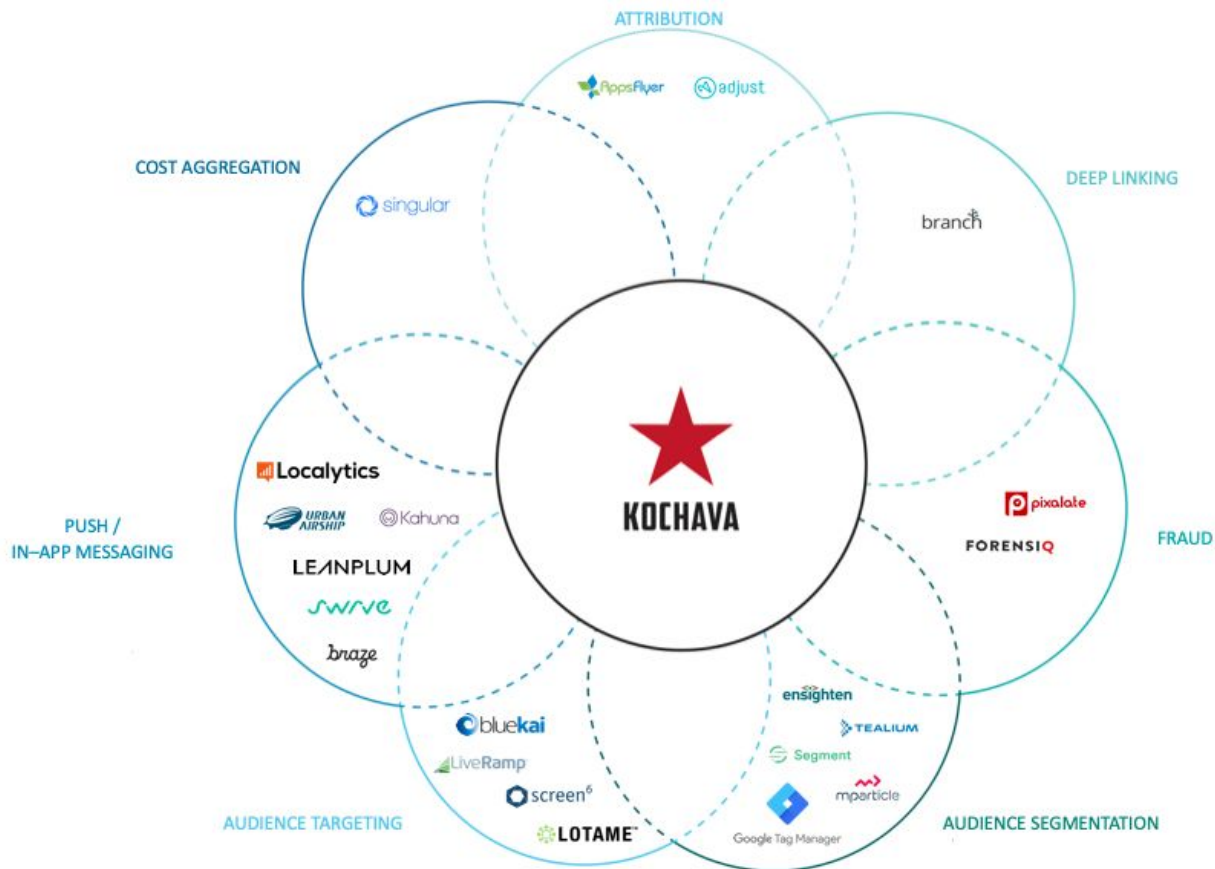
(name of common connection) + lift

Precise person

32.1% lift + quote

### Advanced Tactics:

Visuals connote 60,000 words of emails. Instead of waiting until cluster 3 to unleash the Venn diagram, why not send it as the 2nd reply bump to your first email. ([Example Venns](#) | [JMM Venn Training Webinar Recording](#))



This will likely gain attention from the 3-5 C-level/VP/Directors you've sent it to - they will talk to each other. Pay attention to the opens with pixel tracking software like Outreach or Yesware. You will notice that people keep going back to the Venn because it is interesting and unique, they have never seen anything like it before. When the Venn is getting attention, you can break away from the sequence outlined in the base-level guide above. Now, instead of waiting for 2 days for the sake of the sequence, continue to bump the Venn thread to the prospect who is opening it.

Now you have an opportunity to get creative. You can decide to omit the 48-hour waiting period between clusters and change the format of the spear entirely. At this point you have someone on the hook. If an executive opened your email and didn't delete it, then went back to it the next day or later on in the afternoon - this is a major signal that you've hit on something that can help them. There is no other reason an executive at any company from mid-market all the way through Top 5 companies worldwide would spend any extra time looking at a Venn diagram that wasn't going to make them money.

One concept leveraged recently was using this opportunity to employ assertiveness in the approach. Say you're running JM-spears, bumps, and Venn diagrams on 5 executives and notice they are paying attention to it. Keep bumping the email thread with the Venn, no more than 5 days in a row - then pivot and send a 1 line email to the same executive: "Hey name, who's in

charge of your overall (blank) strategy? Thanks, Justin.” This exact strategy was used at a Fortune 50 company recently by an early adopter of the Justin Michael Method™ (JMM). The executives talked to each other and collectively raised the white flag, sending a senior director inbound to the salespersons company to book a call. The senior director mentioned our early adopter. Notice a reply was never obtained - the JMM system flashed so much insight in so few words at a frequency never before seen by the team, they were influenced to take a look at the software.

### **Sample Full Sequence Template (Geometry):**

Day 1 - TRIPLE

Day 1 - Custom Connect (LinkedIn invite)

Day 1 – Narrative one (cluster one – 30K feet value prop):

Email 1:

Subject: Growth

Hey Sally, I read your quote on your LinkedIn that “data is the new oil.” Based on how we are helping Virtucon, Big Corp, and FantasyBorg, increase efficiency by 37.6 percent with SDK-derived precision geo data, we could be doing a lot for {{your.company}} to improve look-a-like models derived off of deterministic seed data. If it makes sense to talk, how does your calendar look? Thanks, Justin | Strategic Accounts

Day 2 – Bump

Thoughts?

Day 3 – Ghost call

Day 3 – Second LinkedIn touch

Day 3 – Bump

Venn Diagram

Day 5 – Triple

Day 5 – 3rd LinkedIn touch

Day 5 – Narrative two (cluster two – social proof):

Email Thread 2:

Subject: Advanced DMP + company name

Hey Sally, FantasyBorg was ecstatic that they plugged in our deterministic seed data and saw a 15% lift in the targeting capabilities of their DMP. The company deployed our technology in a matter of days and saved 46 FTE hours. The result is their ability to increase sales by 3.6M dollars over a trailing 7.5 months. Is this something that would appeal to your team? – up for a zoom? Thanks, Justin | Strategic Accounts

Day 6 – bump

Can you imagine the implications of true deterministic data on your revenue growth by wildly improving your targeting capabilities?

[insert GetCloudApp video gif or (Shift Command 4) screenshot of a “wow moment” in the demo or deck] – *visual prospecting ex.* –

Day 7 – Ghost call

Day 7 - bump

\*I can only imagine the opportunity cost of not moving forward with our platform. What’s the best way to find 11 min on your calendar?



Double click the image then double click again – but isn’t this exactly what we’re doing – exploring linguistic rhythm?

### **LinkedIn outreach examples:**

Hey Edgar, We help companies like Beta Corp, drive 67% revenue growth through improved deterministic seed for their DSP. We work with AngelFire, DogSitter, and Blimpy2 in this pursuit. When’s a good time to show you the why and the how? Thanks, Justin

Hey Sarah – Based on your retargeting skill listed on profile, we have the ultimate turbo-charger for pure native mobile – deterministic seed data. It’s in production on Acme, Beta, and Zeta lifting campaigns by 67%. When’s a good time to talk shop about how this could work for you at Beta Corp?

## What to Personalize:

An exact quantified result you have driven for a similar customer, if you can't mention that customer's name say, "We helped the largest travel company increase margin by 3% through [curve jumping use case]"

Pull a quote from a recommendation. "Mark, I saw that rec Amanda made saying you are the savviest AdTech person she's ever worked with. I think you're the ideal person to run our solution by because you'll get how deterministic seed data helped AngelFire 5X it's accuracy which results in a 3.6MM increase in ARR."

## Synthesis = insight:

When I built systems to send 100 concurrent Outreach campaigns and sent millions of emails I had the ability to personalize on Demographic (people), Firmographic (companies), Psychographic (feelings/interests), and Technographic (what data is in their stack) factors. What I learned is if you mash together any of these into blended insight, you get something that immediately looks consultative. This may be the highest value HACK in the entire method. I only recently realized how to even articulate what I was doing. Again, you guessed. It's a heuristic.

### Examples of Synthesis:

Hey Cynthia – Based on how you've increased (1) **your headcount by 43% or 37 heads**, and your (2) **recent M&A of CareStock, Inc.**, it's apparent that you may have data discrepancies that our crowdsourced workforce of 40,000+ can handle in a matter of weeks where your internal process could take months. I noticed you're hiring for (3) **3 data engineers and your head of IT just left** and (4) **John Ringle came in as the new CIO**. All this creates a perfect storm around the need to rapidly figure out your data normalization strategy. When's a good time to talk? Thanks, Justin

Just pull 3 or 4 elements of personalization, crunch them into compacted "spear" level length and make an assumptive tying all this personalization to the relevance of what your solution (product or service) solves. Even if you get it wrong, you have immediate trusted advisor status.

## Pattern Interrupt Examples:

You can break a ton of ground by daring to be different. Examples. (*contact me for 46 more... !*)

- 1) No pleasantries or first name. "We drive 52% ROI for Big Co. Up for a Zoom?" Imagine, no "hope you're doing well," not even a "Hey, John." Straight in. Why it works? You gain 18 characters of real estate between the subject line and preview text.
- 2) No CTA – Lop off the call to action completely.

- 3) Grammar funk the text. "When's a good time to talk?" "Lemmeno!" "Why dont I show you why+how+ROI." Why it works? Broken grammar is a differentiated heuristic - signals humanity and confidence.
- 4) Self-deprecation - reverse psychology. "Hey Jethro – I hate writing automated emails as much as you hate getting them. Would you like to burn this with me after reading?"

### **Stunts at your own Risk:**

Students of the Justin Michael Method™ have gone as far as "live" FaceTime Drops, a massive pattern interrupt. They have even sent Spongebob cartoons as visual prospecting. I've seen all manner of radical, hyper-short, emotionally resonant, wild, funny, chopped, compacted SPEAR emails go out in all manners of frequency and combination. Go wild from this baseline. Ask for forgiveness, not permission. This stuff is Picasso. Reply rates move 3-5X.

### **Outro**

"Any sufficiently advanced technology is indistinguishable from magic." - Arthur C. Clarke, Futurist

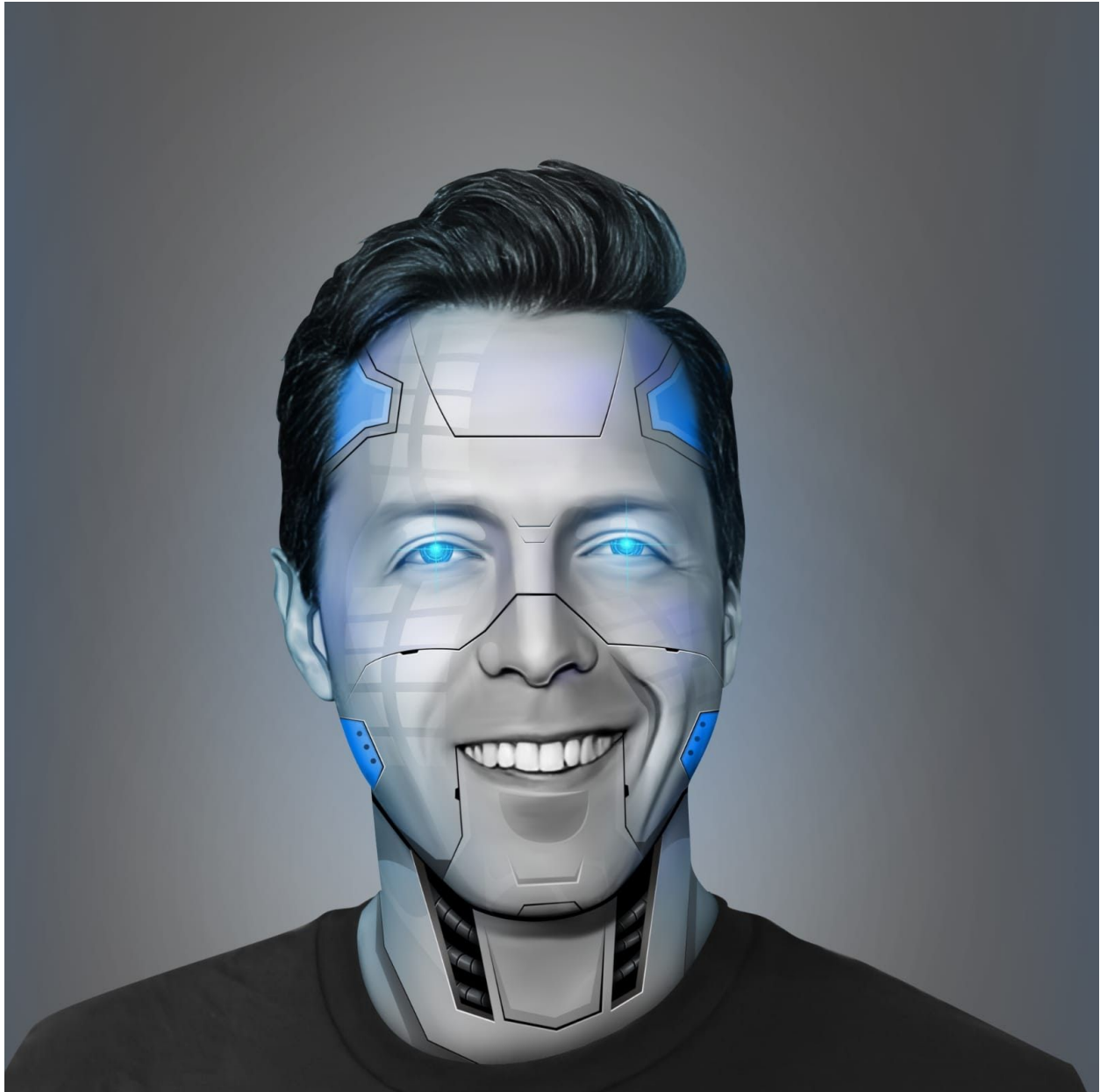
I referred to a student of JMM as an "early adopter" in Advanced Strategies because the JMM is essentially a new piece of sales technology for reps in 2020. The method, however, is nothing new. This is not a guess or a hunch. It's not even based on any intelligence gained from an AB test of different styles or KPI rundowns.

Where did it come from then? I have personally played a main part in the development and refinement of the JMM. I have used these strategies to earn millions of dollars in enterprise SaaS over the last 20 years. JMM practitioners are advancing their careers within 4-6 months of implementing. Nobody else on your sales floor knows about this because I haven't made the content available for the general public until now. Execution effectiveness will decline with copy/paste strategies. It is ok to stay close to the suggestions for now, but I want to implore you to get creative on your own and tell us what works. The JMM is a malleable framework. It will always evolve and grow towards the hole in the meta.

Popular email formats and attempts at scaling deep personalization with a systematic approach do not produce results as quickly or with as much consistency. I know this because I've tried. I redlined these systems for months, going as fast as humanly possible and prospecting with more personalization premises than you can imagine. Part of the problem was that I could not do the work fast enough - spending an hour or more per day on personalizing your emails results in less emails and less phone calls. If instead you spent that hour sending semi to heavy (when quickly available) personalization in JM-Spears and leaving voicemails in triple format, my experience and observation of others implementing the JMM suggests you would get more meetings in a shorter time frame. I received an award for generating 6 years worth of pipeline in

6 months using this exact strategy. Your CEO and VP of sales will be tagging you for a quick Zoom to tell you “nice job.” It’s a true story.

Give it a shot. Try even just a few strategies from this document and let me know if you’re still having trouble setting meetings. My promise: when you master the techniques, applying the 80/20 principle will allow you to reach beyond-human levels of productivity. In turn, you’ll increase earning potential and take control of your own destiny.



**Justin Michael, aka the Tony Stark of XDRs**, is a sales futurist and author of "**Tech-Powered Sales**" releasing on HarperCollins in 2021. After two decades of consulting 100+ early-stage startups on hypergrowth and holding leadership roles at LinkedIn, Salesforce, and reporting to



Sean Parker, Justin was part of a stealth project where engineers built an AI model of his brain while prospecting with the goal of fully automating sales development itself. He is passionate about AI, ML, NLP, Deep Learning AI, and Neural Network evolution in order to bridge toward the Singularity. His writing seeks to unlock all the ways Marketing and Sales leaders can apply these mechanics to free up the human in the sales process, restoring quality consultative exchanges that drive value.

# Quick Summary

## Purpose:

- Trimmed down version of the JMM™
- Actionable quick hits
- See main document for a deep dive

## JMM™ Checkpoints: (before sending anything ask yourself):

- Is it painfully short?
- Is it assertive? (deference to leadership at your prospect's org puts you in a weaker position)
- Is there pain/fear highlighted in every touch? (prospects buy on emotion, close on logic)
- Can any individual touch in the sequence represent the whole thing? (see fractal geometric shape approach )
- Did you personalize quickly? Try not to spend as much time here, more time reaching contacts across your accounts

## JM-Spears:™

Compacted emails as short as possible that only focus on the prospect's pain (fear), a solution, and relevance. The overall strategy is to pattern interrupt against the typical emails with 3+ paragraphs that are getting promoted now. *Take the three paragraphs from those systems and "SPEAR" - shorten to 1 sentence each. Or, write 3 new sentences of your own. Comments in italics.*

**Subject line:** <relevant info bit> + <key word>

**Greeting:** Hey <<name>> -

**Sentence 1:** <<mention relevant info bit>>, curious if you're open to discuss <<specific outcome related to key word>> strategy?

**Sentence 2:** <<lookalike customer>> uses us to <<achievable outcome>> by (x% or \$x).

**CTA:** If it makes sense, when can we hop on a zoom?

*Relevant info: recent news article esp. with quote, notable industry event or trend, previous workplace in common with a customer -- any strong personalization bit -- don't spend too much time here. Have a slightly generic industry or persona bit ready to go if you can't find anything.*

*Key words: growth, risk, revenue*

*Notice the “tapout” in the CTA - this is a very assumptive email, but is a very soft ask - it allows the prospect to make a decision on their own.*

## **Email Heuristics:**

Instead of following a template, think about the emails in a more general format. This way you can construct multiple spears on your own and A/B test them.

Here is a quick example:

Hey {{Name}},

<Humor lever> icebreaker  
<Social Proof> (similar clients)  
<CTA> - call to action

Thanks, ←--- <gratitude>  
{{sender.name}}

## **Make it look UGLY:**

Spears should be ugly. No spacing. Let me give you examples of a COMPACTED JM-SPEAR:

Hey Ray, Your quote about keyless entry and geolocation in wired was spot on. Our tech enables that but gives much more accurate fences, so you could trigger the app loyalty program from the parking lot and deep link each user into the exact door unlock function seamlessly. Would that warrant a quick zoom? Thanks, Justin

Hey Jim - Noticed your time at Acme, they're a current customer using us for (thing you do) - wanted to go over some similar ideas with you. If it makes sense, when is good to jump on a call? Thanks -JM

Hey John, Q4 is almost here with so much growth happening - curious if you're open to discuss your lead gen strategy re: data? (prospect's competitor) is happy! Thanks-Justin

Hey Glen - John Doe set us up on LI - Acme saved \$75MM in OpEx by calling our API for <<thing you do>> in various workflows - if this makes sense still, how does your calendar look? Thanks -J

## **Triples:**

Call, voicemail, email as fast as you can with limited personalization. It works because of the saturation or frequency of touches creating a bee swarm effect. Read [comboprospecting.com](http://comboprospecting.com) where I was the case study.

## **Specificity:**

300% growth is not believable. 326% is. Driving 34 meetings on 515 chats is specific. We drive 1.62M in revenue I'd believe vs. 1MM which raises my BS alarm. Round numbers are not your friends. Customers have more trust in 4.2 stars than 5 stars.

## **Reply bumps:**

- Thoughts?
- Here's the needle in the haystack - *credit to Gus Imhof*
- What do you think are the implications?
- \*What do you think are the implications of this diagram? [Insert Venn]
- <unique product feature> <Wow gif>

## **Sequence:**

Day 1 - TRIPLE

Day 1 - Custom Connect (LinkedIn invite)

Day 1 – Narrative one (cluster one – 30K feet value prop):

Email 1:

Subject: Growth

Hey Sally, I read your quote on your LinkedIn that "data is the new oil." Based on how we are helping Virtucon, Big Corp, and FantasyBorg increase efficiency by 37.6 percent with SDK-derived precision geo data, we could be doing a lot for {{your.company}} to improve look-a-like models derived off of deterministic seed data. If it makes sense to talk, how does your calendar look? Thanks, Justin | Strategic Accounts

Day 2 – bump

re: Growth

Thoughts?

Day 3 – Ghost call

Day 3 – Second LinkedIn touch

Day 3 – Bump

Venn Diagram

Day 5 – Triple

Day 5 – 3rd LinkedIn touch

Day 5 – Narrative two (cluster two – social proof):

Email Thread 2:

Subject: Advanced DMP + company name

Hey Sally, FantasyBorg was ecstatic that they plugged in our deterministic seed data and saw a 15% lift in the targeting capabilities of their DMP. The company deployed our technology in a matter of days and saved 46 FTE hours. The result is their ability to increase sales by 3.6M dollars over a trailing 7.5 months. Is this something that would appeal to your team? – up for a zoom? Thanks, Justin | Strategic Accounts

Day 6 – bump

Can you imagine the implications of true deterministic data on your revenue growth by wildly improving your targeting capabilities?

[insert GetCloudApp video gif or (Shift Command 4) screenshot of a “wow moment” in the demo or deck] – *visual prospecting ex.* –

Day 7 – Ghost call

Day 7 - bump

\*I can only imagine the opportunity cost of not moving forward with our platform. What’s the best way to find 11 min on your calendar?

If you don’t get unsubscribed or a meeting by now, you can either try again with another thread and simplify the messaging even further to only talk about a customer - believe me, they know what you are doing by now -

OR

Switch to another prospect connected to your target via LinkedIn Sales Nav sidebar.

**This is the email sequence for 600k+ SDRs**

- Sam Nelson (a genius) posited a 2x reply rate with this sequence in 2018
- Now most prospects know this by heart

**The Agoge Sequence**

Step	Task	Day	Automated
1	Manual Email	1	No
2	LinkedIn Follow	1	No
3	Phone Call	1	No
4	Email Reply	3	Yes
5	Phone Call	3	No
6	Phone Call	4	No
7	Email Reply	4	Yes
8	LinkedIn InMail	7	No
9	Phone Call	10	No
10	New Email	14	Yes
11	Reply Email	15	Yes
12	Reply Email	17	Yes
13	Phone Call	19	No
14	Phone Call	21	No
15	Breakup Email	27	Yes

The Opening Emails

Middle Emails

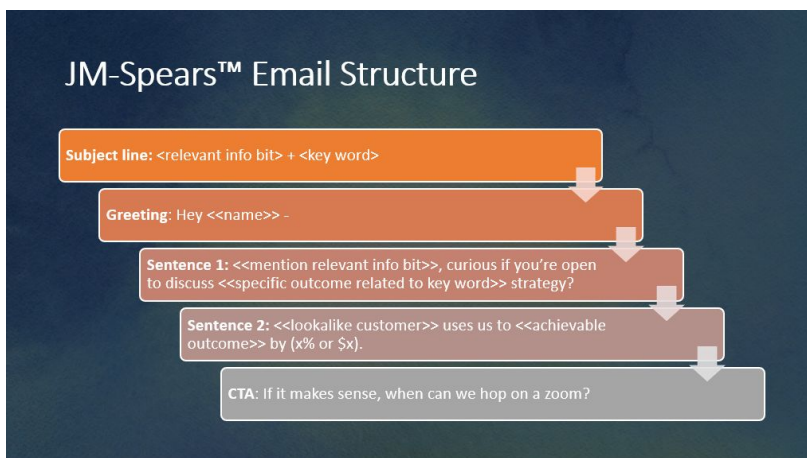
Social Touches

Calls

Breakup Email

**Here is a new sequence for 2020**

- Day 1: Call, VM, Email (**Triple**)
- Day 2: Re: Email 1 (**Reply Bump**), LinkedIn blank connect
- Day 3: Reply bump with a **visual**, ghost call
- Day 5: (**Triple**), LinkedIn
- Day 6: (**Reply Bump**)
- Day 7: (**Reply Bump**), ghost call
- Day 9: (**Triple**)
- Day 10: (**Reply Bump**)
- Day 11: (**Reply Bump**), ghost call

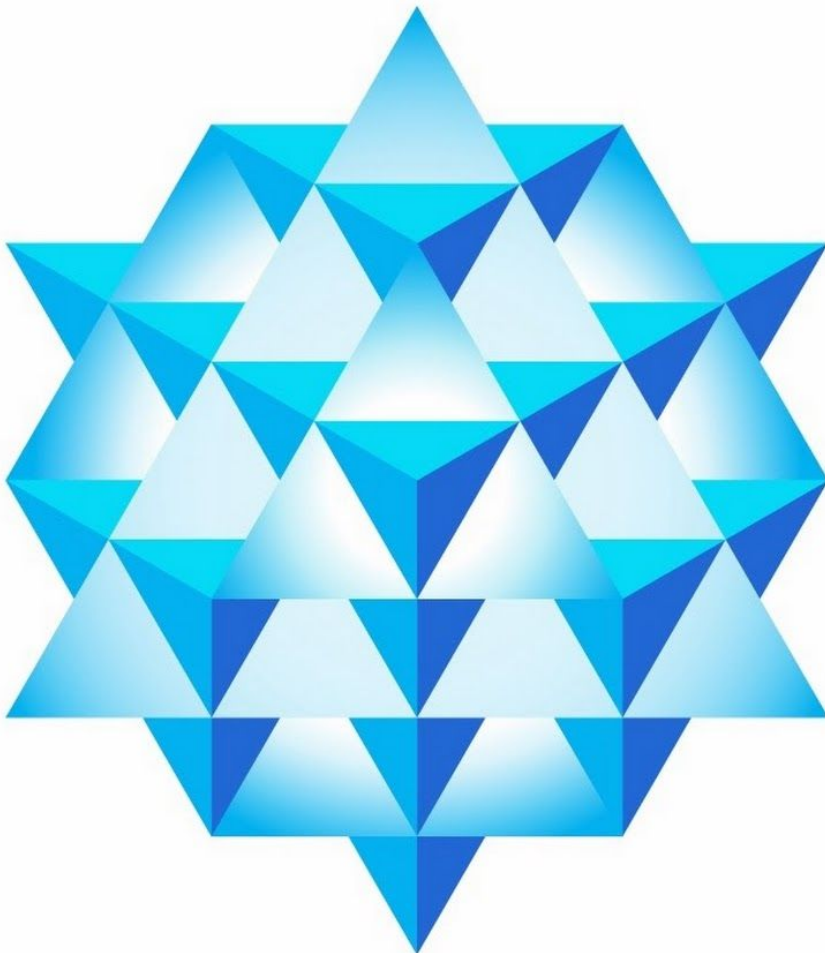


# Reply Bumps

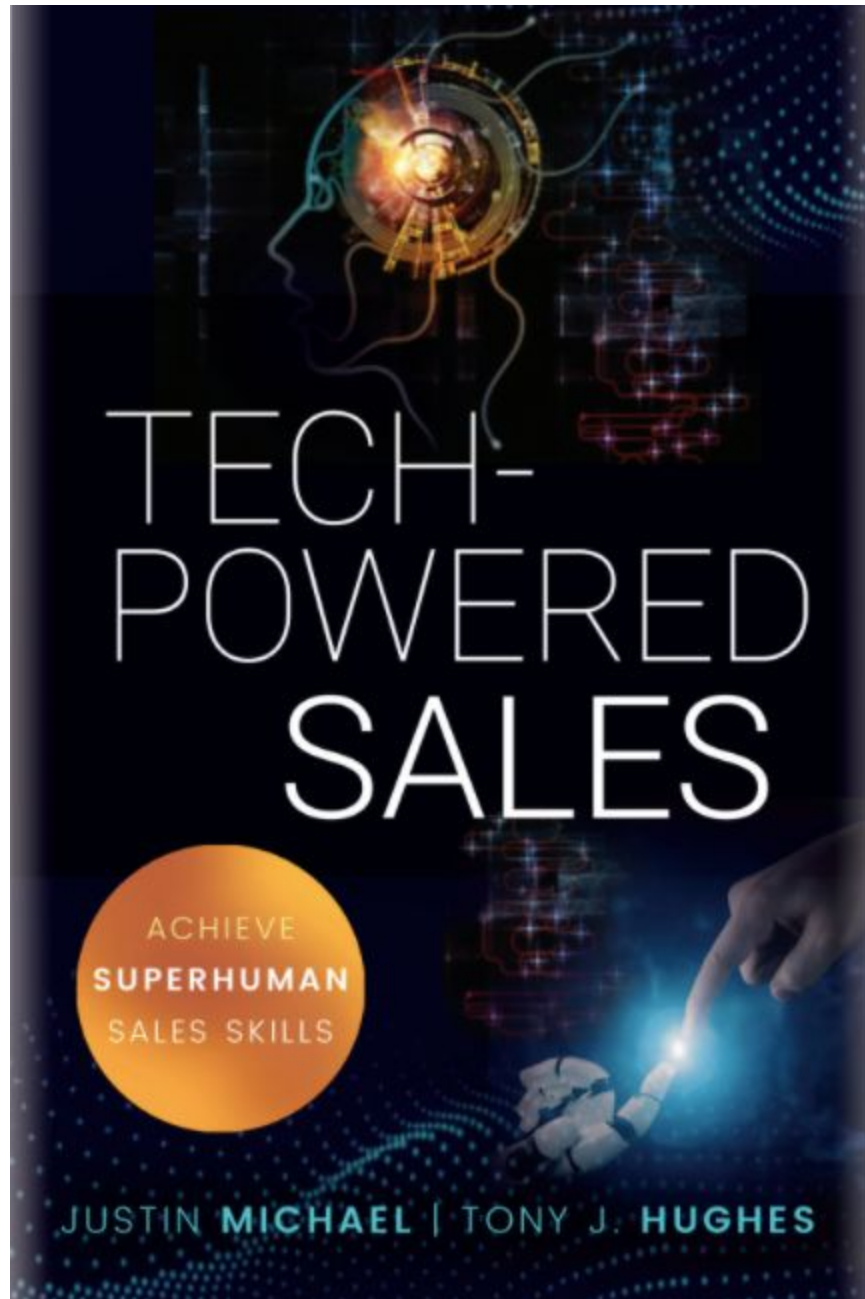
- Thoughts?
- Here's the needle in the haystack - *credit to Gus Imhof*
- What do you think are the implications?
- \*What do you think are the implications of this diagram? [Insert Venn]
- <unique product feature> <Wow gif>

What will you reply bump with?

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” – **Bucky Fuller**



Coming June 2021, pre-order November on Amazon! Early critics call it, "The Bible of B2B Superhuman Scaling."





## PRACTITIONER TEMPLATES (TEMPLATES, SCRIPTS, VENNS)

Call scripts:

**[Submitted by: Patrick Downs]**

Hey John its Patrick.

Are you in charge of <x>?

Hey you don't know me - the reason I'm calling is because we recently launched a project with <competitor> that helped them increase <x metric> by <%>. Does that ring a bell?

Hey, I know you guys are different - I was reading your <10k/earnings call/news report> and saw <detail that relates to you>.

Would it be ridiculous to discuss how we help?

**[Submitted by: Mark Shalinsky]**

Here's my call script-

"Hey {person} my research tells me you handle X. Got 27 seconds so you can tell me if a longer conversation is worth while?"

-“no”

→put down the phone & call out “{random name} you're fired!!”

Pick up the phone-

“ ok guess he was wrong, what's your role there?”

→ enter conversation

The “you're fired” also gets a laugh.

Sometimes I can get a colleague to say loudly “again?!?”

## Email Templates

**[Submitted by: Patrick Joyce]**

Hey Name,

Saw you on LinkedIn - awesome [reference post with lots of engagement]. It reminds me of the process we go through setting up data tests with our customers by starting with z and [particular method].

Given your main focus is ML models for [domain], I am reaching out because we provide [proprietary] that is helpful with [situation]. For example, Beta corp/Delta uses our data for [revenue driving function] and this is the biggest gap we fill for them.

Assuming this would be relevant to you we would like to discuss further as this problem is relevant for xyz. If it makes sense, how is your calendar next week?

Thanks -PJ

Hey name,

I'm reaching out to you from Big Corp - we work with fraud teams at Beta, Gamma, Delta and major fraud platforms. Obviously cybersecurity is a major initiative at Alpha corp and you have built your own ML models - our [proprietary] could help fill gaps with x or y problem.

Since we're working with other companies in the same space, it made sense to try and start a conversation with you.

Depends - would you be up for a chat?

Thanks -PJ

Hey Name,

Impressive [thing] you've built at Apha corp - we've noticed an uptick in [problem] with the recent shift to digital. Even with a [proprietary], companies like Big Corp, Delta, and gamma have included our [proprietary] to improve decisioning in [domain] driving x% better results.

If you're open to evaluating us, when is a good time to talk? Thanks -PJ

### **Email Cluster 1: Intro**

#### *Domain manager 1*

Hey NAME - Per my voicemail, I have a product that's very relevant to your work; do you mind if I tell you a bit about it? We help Big Corp + Gamma speed up the [painful process] on possible [problem] by at least 10-15%. If it makes sense to talk, how does your calendar look? Thanks -PJ

Re: Thoughts?

Re: What do you think are the implications of this diagram on (company)'s growth?  
[insert venn]

#### *Domain executive leader 1*

Hey NAME - Per my voicemail, I have a product that's very relevant to your work, do you mind if I tell you a bit about it? We help companies like Big Corp + Gamma improve [painful problem 2] at checkout by at least 10-15% and reduce [growth stunting problem] with our API. If it makes sense, how's your calendar next week?

Re: Thoughts?

Re: What do you think are the implications of this diagram on (company)'s growth?  
[insert venn]

#### *C/VP level*

Hey NAME, Per my voicemail, I have a product that's very relevant to your work, do you mind if I tell you a bit about it? We help companies like Big Corp + Gamma improve the return on your

investment in [core business domain] by millions of dollars. If it makes sense, when can we book a call?

Re: Thoughts?

Re: What do you think are the implications of this diagram on (company)'s growth?  
[venn diagram]

## VM Script

Hey NAME, It's Patrick from Bigcorp 111 222 3333 Reading your profile I noticed [role detail]. I have a product that's very relevant to your work, do you mind if I tell you a bit about it? We help Alpha + Beta use us for x, y, and z - tool for otherteam also. I'll follow up with a note.

Noticed your time at ALPHA- they're a current customer of ours. We've been helping BETA and Gamma [specific industry revenue building action detail] as they expand into new markets. They've been able to build larger customer bases leveraging this data asset they otherwise wouldn't have access to. I was hoping to go over some similar ideas with you. When would be a good time to chat?

Email 1 Followup

Hey Filip - Per my voicemail, I have a product that's very relevant to your work; do you mind if I tell you a bit about it? We help Alpha, Big4 One, and Majorcorp generate a 10-15% lift in [revenue builder] by [proprietary]. If it makes sense to talk, how does your calendar look?  
Thanks -PJ