FREE PLAYBOOK · 2026

$0 → $10K

The exact system to turn **cold strangers** into **paying clients**.

THE COLD OUTREACH PLAYBOOK

The only blueprint you need.

by **ClickKiwi** · clickkiwi.com

START HERE

READ THIS FIRST

Let me be blunt. Most people who open this will do nothing with it. They will nod, feel smart for an hour, and go back to waiting for clients to magically show up.

This playbook is for the other kind of person. The one who actually runs the plays.

Inside, you get the exact system we use to turn complete strangers into paying clients, across four channels: **cold email, cold DM, cold calling, and the sales call** that closes them. No theory. No motivational fluff. Just what to do, what to say, and the word-for-word scripts you can copy today.

Here is the truth nobody tells you: outreach is not a talent. It is a **numbers game with a skill on top**. Volume gets you the conversations. The skill in this book turns those conversations into money.

THE ONLY RULE THAT MATTERS

Read it once. Then open it again tomorrow and start sending. The only thing standing between you and your next client is **the message you have not sent yet**.

Let us go.

WHAT IS INSIDE

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Land in the inbox, get opened, and pull real replies. Includes the full 3-email sequence.

02 Cold DM

Start conversations in the DMs at scale, without getting banned. The right platforms and the right message.

03 Cold Calling

Open strong, handle objections, and book the meeting. The full script included.

04 Sales

Turn interested leads into paying clients. The 5-step close and the exact questions to ask.

05 Summary & 7-Day Action Plan

The whole machine on one page, plus exactly what to do this week.

CHAPTER 01

COLD EMAIL

Cold email is the cheapest, most scalable way to book meetings on earth. One person, one laptop, and a good list can start more conversations in a day than most businesses start in a month.

Done right, you can expect a **5 to 12% reply rate**. Done the way most people do it, you will sit under 1% and blame the channel. The channel is not the problem. The basics are.

The 3 levers that decide everything

- **The list.** Who you email matters more than what you write. A perfect message to the wrong people still fails.
- **The message.** Short, personal, and about them, not you.
- **The follow-up.** Most replies come after the first email, not from it.

1. The list

Pull targeted, verified leads from **ClickKiwi** for your exact niche and country. Then refine ruthlessly:

- **Right niche.** Pick one. "Everyone" is not a market.
- **Right person.** The owner or decision maker, never info@ or support@.
- **Real email.** Verified and reachable, or your whole campaign dies in spam.

A tight list of 500 right people beats a messy list of 5,000 wrong ones. List quality is the single biggest lever you have.

2. The message: the PPC formula

Every line should do a job. We use **PPC: Pain, Partial solution, CTA.**

- **Pain.** Open with a problem they feel right now, in their words. If they do not feel it, they stop reading.
- **Partial solution.** Show you can fix it, but give a taste, not the whole recipe. Curiosity is what earns the reply. Explain everything and there is nothing left to reply about.
- **CTA.** One small, easy next step. Not "buy now". Just a simple question they can answer in five seconds.

That is the whole game: make them feel the pain, hint at the fix, ask one easy question.

3. Subject lines

Your subject has one job: get the email opened. Nothing else.

- **4 words maximum.** Short subjects feel personal. Long ones feel like ads.
- **Curiosity, not suspicion.** "17 jobs. 35 days." beats "Grow your business today".
- **Never sound like a sale.** The second it smells like marketing, it is deleted.

STEAL THESE

Good: "17 jobs. 35 days." / "quick question" / "your Lahore jobs"
Bad: "Boost Your Revenue With Our Proven System!!!"

4. The format

- **Body: 75 to 100 words.** If it looks like homework, it gets ignored.
- **One idea, one ask.** Do not stack three offers.
- **Write like a human texting a human.** No corporate voice, no walls of links.

The full sequence, copy this

Here is a complete 3-email sequence you can copy today. Swap {{Company Name}}, {{City}} and the proof for your own. This exact structure has pulled up to a **19% reply rate** for ClickKiwi users.

EMAIL 1

Subject: 17 jobs. 35 days.

HOOK	Hey **{{Company Name}}**, if we could put 10 booked jobs on your calendar next month, would that change anything for you?
PROOF	We recently helped a local company book 17 jobs in 35 days.
PARTIAL SOL.	We are putting the same system behind a 7 to 15 booked job target for **{{Company Name}}**.
RISK REVERSAL	If we do not hit it in 30 days, we keep working at no charge.
CTA	So, which part of **{{City}}** would you want those jobs coming from first?

Your Name

FOLLOW UP 1 · DAY 3

Subject: forgot to mention

Hey {{Company Name}},
One thing I did not mention: 17 jobs in 35 days was not the target. It was the result.
That is why I took another look at {{Company Name}}.
I already have 3 things I would test first if the goal were 7 to 15 booked jobs in {{City}}.
Want the 3-point version?

Your Name

FOLLOW UP 2 · DAY 6

Subject: close the loop?

Hey {{Company Name}},
Last one from me. Either:
A) You already have your lead flow handled
B) More booked jobs would be useful
If it is B, I will send the exact approach I would use for {{Company Name}} in {{City}}. If it is A, just say the word and I disappear from your inbox.
A or B?

Your Name

WHY THE FOLLOW-UPS WIN

Follow up 1 reframes the result as the floor, not the ceiling, and offers a free next step. Follow up 2 is the A/B close: picking a letter feels effortless, so it revives dead threads. **Most replies come from these two, not the first email.**

When they reply

A reply is not the finish line, it is the start. Answer within the hour if you can. Speed is a superpower almost nobody uses.

When a positive reply lands, do **one** of these three things. Do not ask them what they want to do next. Lead.

- **Book the call.** Propose two exact time slots so saying yes is effortless.
- **Send your calendar link.** Let them pick a time in one click.
- **Send a Loom.** A 60-second personal video builds more trust than ten emails.

Follow up, or stay broke

Here is the stat that changes everything: **most replies come after the follow-up**, not the first email. Send 2 to 3 follow-ups, 2 to 3 days apart. No follow-up means you are leaving the majority of your results on the table. The money is in the follow-up.

COLD EMAIL RECAP

Right list from ClickKiwi → PPC message → 4-word subject → 75 to 100 words → track every reply → follow up 2 to 3 times → book the call fast.

CHAPTER 02

COLD DM

Cold DM is you sliding into a prospect's social inbox with a short, personal message. It is more personal than email, and business owners actually read their DMs. Expect a **4 to 8% reply rate** when you do it right.

But social platforms punish spam. So you win with one simple rule: **scale with accounts, not with spam.**

The volume rule

- Send a maximum of **10 to 15 DMs per account, per day**. Push past that and you get flagged, restricted, or banned.
- So create **4 to 6 different accounts** and spread your volume across them.
- 5 accounts at 12 DMs a day is **60 real conversations started daily**, safely. That is volume without losing accounts.

Pull your social leads from **ClickKiwi**, then reach out by hand on the platform where each prospect is most active.

The platforms, ranked

- **1. Facebook, your primary focus.** From a normal-looking profile, messages land in the main inbox, not a hidden Requests folder. Owners see them, and the reply rate is the highest of the three.
- **2. LinkedIn, your secondary focus.** Also lands in the inbox, but you must look credible first. Post consistently and comment, so you look like a real operator before you DM. A cold DM from an empty profile gets ignored.
- **3. Instagram, keep it light.** Most cold DMs land in Message Requests and never get seen. Lowest priority. Do not build your machine here.

Put roughly **60% of your effort on Facebook, 30% on LinkedIn, 10% on Instagram.**

The message

Same PPC formula as email, just shorter and more casual.

NEVER DO THIS

Never open with "Hey, I came across your profile and loved your work." It screams template and gets ignored in one second.

THE DM

HOOK / PAIN	If you could have 10 more landscaping jobs booked next month, would you actually want them?
PARTIAL SOL.	We built our system after noticing most landscapers reach homeowners too late.
PROOF	One local company booked 23 jobs in 30 days with it.
CTA	What would an extra 10 to 15 booked jobs a month mean for **{{Company}}**?

The 4 rules of a cold DM

- **Keep it under 60 words.**
- **One question, not a pitch.**
- **No links in the first message** (links kill reach and trust).
- **Send 2 follow-ups** if they go quiet.

And always personalize line one with something real about their business. **One specific detail beats ten generic compliments.**

CHAPTER 03

COLD CALLING

Cold calling is the fastest way to a yes or a no. It scares most people, which is exactly why it works: almost nobody does it, so the ones who do own the phone.

Expect **10 to 20%** of connected calls to turn into a real conversation when your opener earns the first 20 seconds. One focused hour of calling can book your entire week.

Mindset first

Cold calling is a numbers game you win by not taking it personally. Most people will say no. That is not rejection, it is sorting. Every no gets you closer to the yes. Call daily, in focused blocks, and track your numbers.

Fix your delivery

Your voice sells before your words do. Before you dial a single number, practice out loud with **ChatGPT voice**. Read your opener, let it respond, and keep going until your accent is clear and your tone is calm and confident. Sound certain, not desperate. People buy certainty.

Get the numbers

Pull verified **phone numbers from ClickKiwi** for your niche and call the decision maker directly. No gatekeepers, no waiting on hold.

The opener is everything

Do not lead with your company name, nobody cares who you are in the first five seconds. And be honest that it is a cold call. **Honesty disarms people** and buys you the 20 seconds. Keep it short: you have 20 to 30 seconds to earn the next 2 minutes. Say less, ask more.

The full call script

THE SCRIPT

HONEST OPENER	Hi **{{Name}}**, I will be honest with you, this is a cold call. Can I have 20 seconds, and you can hang up if it is not for you?
REASON / PAIN	The reason I am calling is we help **{{niche}}** book more jobs without chasing referrals. A lot of them are quietly losing leads to slow follow-up.
PROOF + CTA	We just got a local company 23 booked jobs in 30 days. Worth a quick 10 minutes to see if we could do the same for you?

Handle the 3 common walls

"NOT INTERESTED"

Totally fair. Quick question, **what are you doing for new jobs right now?** (Get them talking, not defending.)

"SEND ME AN EMAIL"

Happy to. **What is the one thing it has to answer** for you to actually read it? (Turns a brush-off into real info.)

"HOW MUCH IS IT?"

Depends on the plan, that is exactly what the 10 minutes is for. **Can I grab Tuesday or Thursday?**

Timing and the close

Best times: Tuesday to Thursday, 9 to 11 AM or 4 to 6 PM in their local time. Avoid Monday mornings.

When they say yes, **book it on the call:** "Perfect, I will send a calendar invite for Thursday at 3. Talk then." Never leave it at "I will email you". A booked call is worth ten maybes.

CHAPTER 04

SALES

This is where the money is made. The sales call turns an interested lead into a paying client.

Here is the mistake almost everyone makes: they pitch. They talk about themselves, their features, their company. Stop. **Selling is not pitching, it is diagnosing.** Ask first, prescribe second. The person asking the questions controls the call.

Expect to close **20 to 40%** of qualified calls when you diagnose before you pitch.

The 5-step close

- **1. Build rapport.** Be a human for 60 seconds. People buy from people they like and trust, not from a script.
- **2. Discover.** Ask about their situation, pain, and goal. Then shut up and let them talk. Their words become your pitch.
- **3. Diagnose.** Play their words back, then show the exact fix. Now the solution is their idea, not your sale.
- **4. Handle price.** Sell the outcome and the cost of doing nothing. Price feels small next to the problem it removes.
- **5. Ask for the sale.** Assume the yes. Give two next-step options, then go silent. The first to speak loses.

The sales call, step by step

Discovery: ask, then listen

ASK THESE 3

SITUATION	Where are most of your jobs coming from right now?
PAIN + COST	What is it costing you when things go quiet for a few weeks?
THE DREAM	If that was fixed and your calendar stayed full, what would change for you?

These three questions do 80% of the selling for you. Let them talk, take notes, and mine for their exact words and their real pain.

Diagnose and present

Mirror it back: **"So if I am hearing you right, the real problem is {{their words}}. Here is exactly how we fix that."** Now, and only now, present your solution, tied directly to what they told you. You are not pitching features, you are solving the specific problem they just described.

Price and objections

Say the price with total confidence, then stop talking. **"It is {{price}} a month. Compared to one lost job, it pays for itself."**

"TOO EXPENSIVE"

Compared to what? **One extra job covers it.** Doing nothing is the expensive option here.

"I NEED TO THINK ABOUT IT"

Totally fair. **What specifically do you want to think through?** Let us solve it right now while we are on the call.

The close

"Two ways we can start: I can set you up today, or we kick off Monday. Which works better?" Then stop talking. Silence closes deals. Let them answer.

CHAPTER 05

THE SYSTEM

You now have the whole machine. Leads in, clients out. Here it is on one page.

Your 5-step machine

- **1. Get your leads from ClickKiwi.** Verified emails, socials and phone numbers for your exact niche and city. Everything starts here.
- **2. Send emails on autopilot with ClickKiwi.** Load the PPC sequence and let it send and track every reply.
- **3. Do manual DMs the smart way.** Create 4 to 6 different accounts, send 10 to 15 DMs per account each day, Facebook first.
- **4. Cold call the hot ones.** Use the ClickKiwi phone numbers, open honest and short, and book the 10-minute call.
- **5. Close the sale.** Diagnose, prove it, handle price, and ask for the yes.

THE FLOW

ClickKiwi Leads → Cold Email / Cold DM / Cold Calling → Interested Replies & Booked Calls → The Sales Call → Client Closed.

Your first 7 days

- **Day 1:** Pull your first 500 leads from ClickKiwi and set up 4 to 6 DM accounts.
- **Day 2:** Load the email sequence into ClickKiwi and launch it.
- **Day 3:** Start manual DMs, 10 to 15 per account. Reply to every email reply within the hour.
- **Day 4:** Make your first 30 cold calls using the script. Expect nos. Keep going.
- **Day 5:** Follow up on every email and DM that went quiet.
- **Day 6:** Book and run your first sales calls. Diagnose, do not pitch.
- **Day 7:** Review your numbers. Double down on the channel giving you the most replies.

Run this loop every week. Outreach is not a one-time push, it is a habit.

★ OUR BEST CLOSER

IB

Ibrahim Babar

$2,500 generated with this exact playbook

While everyone else was still "thinking about it", Ibrahim ran the system for 30 days. The result: **$2,500 in closed deals**. You are holding the exact same playbook he used. The only difference left is you.

Your leads are waiting. Start today at clickkiwi.com

The playbook is free. The results are not automatic. Go run it.