



Module 1: Why Social?

Okay, okay we know. You bought a guide to prospecting on social... and we're gonna start with "why social?"

So let's clear the air.

Our Perspective

Social isn't just for personal branding.

Social isn't just for content creators.

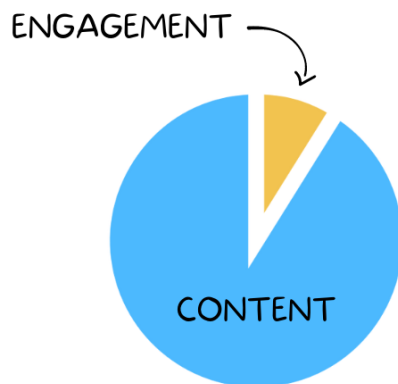
Social isn't just for building side hustles.

It should be your **primary channel for outbound prospecting**. That's why we built this guide.

There's so much noise about "social selling." It's pretty likely this isn't the first guide or playbook you've purchased (we bought all of them too).

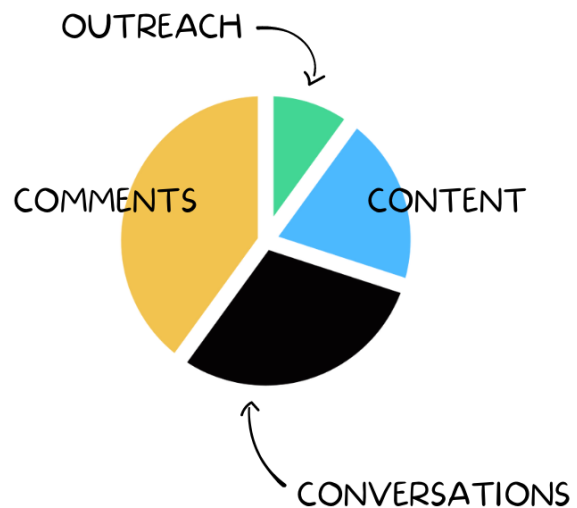
So what is it really?

WHAT PEOPLE THINK SOCIAL SELLING IS



**B2B
POWER
HOUR**

WHAT IT ACTUALLY IS



If you've been led astray by a LinkedIn influencer or some content creator, **we don't blame you.**

Most people who talk/write/sell LinkedIn have no consistent, repeatable process for generating leads besides "create content and they will start speaking to you" (what people think it is).

We built this guide so you could scale a consistent, repeatable process for generating leads on **both** inbound & outbound. Yes, there's outbound on LinkedIn. No, it's not just InMails and connect-and-pitches. It's what this guide is built to help you do.

Why should it be your primary channel?

We understand that you have activity metrics to hits. Calls and emails. This guide is built to complement your existing efforts. Our routines don't take any more than 30 minutes

to complete.

We don't expect you to immediately replace everything with social. But consider this:

- Cold call connect rates average 2%.
- Cold email response rates average 5%.

You probably follow plenty of people who help you boost those numbers. Your numbers may well be higher! But let's be honest: **why don't buyers respond?**

The truth is that they have chosen to tune you out. It's nothing personal. There's just too much information in the world. Too many Netflix shows and newsletters, too many webinar sequences and way way way too many cold outbound pitches.

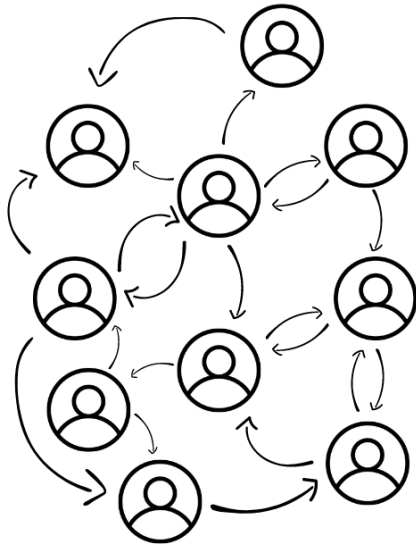
Buyers on social media don't use it to be sold to. They use it to connect with their peers, learn about their industry, and engage with others.

And they also use it to buy — on their terms.

This is called "Dark Social." Dark social is word-of-mouth in the digital era. It's when buyers turn to their networks, their DMs, their Slack communities and ask for recommendations. And alternatively, when buyers can go to their networks and make an offer that makes sense.

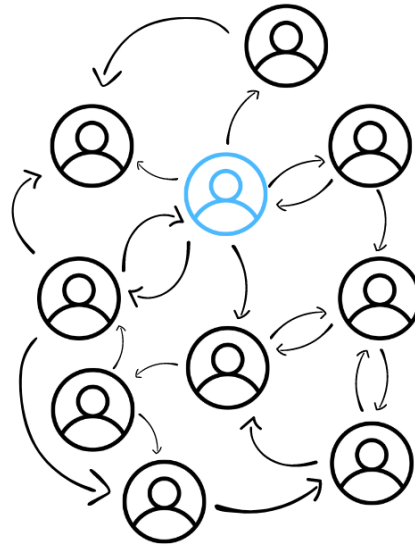
If you do it right, you look like the little blue person on the right:

THE DARK SOCIAL WORLD OF B2B



**B2B
POWER
HOUR**

THE SOCIAL SELLER IN DARK SOCIAL



You'll become "embedded in dark social," a phrase we use a lot around here.


Here's what happens:

- Your buyers will know you when you reach out (outbound)
- Your buyers will reach out to you because they know you (inbound)
- Your buyers will trust you because of your efforts (outbound + inbound)

This is the opportunity that social provides. No more anonymous selling, no more cold email sequencers. Trust, great relationships, and deals that move quickly.

All the personal branding stuff is just a side benefit 😊 Let's dive on in!

Next:

 [Module 2: Using this Guide](#)