



# Module 18: Outbound-as-Inbound



This is a review and repackaging of some of the Outbound Prospecting modules, but incorporating it into your Inbound funnel.

## 1. Obey Vampire Sales

If you recall the Vampire Sales Rule:



You are not allowed to pitch unless you are invited to.

In folklore, vampires are not allowed into your home *unless they are invited in*.

The same applies to your pitch.

We said this:

If you keep to this rule, your engagement strategy will transform. It changes the game. It will automatically distinguish you from every spam artist on LinkedIn. It also will change the way you're engaging with prospects.

This is the **the fundamental rule of outbound that creates inbound**. While other outbound plays (especially Spears and DM plays) are more specifically targeted to prompt immediate conversations, the more indirect engagement strategies generate inbound.

## 2. Comment Plays

Make sure to review the following comment plays:

📖 [Module 10: Influencer Comment Play](#)

📖 [Module 11: Social Listening Comment Play](#)

Comment plays are a key outbound-as-inbound tactic. Continuing to offer insightful, funny, or curious questions drive interest back to your profile.

## 3. The Profile Visitor DM

*Restatement of this play, with additional context below.*

There are a number of possible triggers for this DM:

1. Someone viewed your profile who you've been already engaging with in comments or content
2. Someone viewed your profile who is an unsaved lead at a target account (trigger in Sales Navigator you automatically set-up when saving Account Lists)

For this play, we're combining the idea of a connection request & a DM as it's possible some people will be 2nd or 3rd degree connections who view your profile. Just consider your connection request in this play your 1st DM.

<https://share.descript.com/view/IJVedK0ZTGK>

The start of the outreach will be context based.

### ▼ Starting from Search

As Nick says in the video, if you notice that they found you from search — bring it up in the DM and/or connection request!

*Hey Nick – saw you stopped by my profile from search. Were you looking for anything in particular?*

Or another option:

*Hey Morgan – saw you stopped by my profile. I know we've been connected for a while, but you found me in search. What were you looking for?*

### ▼ Starting from Conversations

If you've been having ongoing conversations with someone in the comments and see they visited your profile, use that to your advantage. This is only for accounts who you've already connected with.

You're not calling out their profile visit, instead using it as an intent trigger to prompt more conversation.

*Hey... I kept thinking about that thread we had so I went looking for additional resources. Have you seen this article?*

*Okay so after our conversation last week I went asking around and found out...*

*Did you see this post? It reminds me of that convo we had last week. Thoughts?*

There's so many infinite variations on this, but you're just tying together the conversations you've had with additional resources or insights.

## ▼ Starting from Sales Nav Trigger

There's three different options here.

1. Send a connection request that says:

*Hey {firstname} - saw you stopped by my profile. Looking for anything in particular?*

This is a bold one and gets rejected about 50/50. Depends on the lead — this one usually works better with lower seniority accounts (SDRs, Managers, or Specialists who have free time on their hand). Higher seniority accounts (CXOs, Directors) are prone to ignore this.

2. Run an outbound play that generates an inbound connection request.

This works best with active accounts (view their profile and see if they comment or like things). If they are active, use one of the outbound plays to warm them up and get to that Rule of 3!

3. Send a blank connection request.

This works best for “lurker” accounts — the accounts who don't post or comment, but view people's profiles. They probably will ignore anything too personalized, so it's best to send them a blank request.

## When do you use this on inbound?

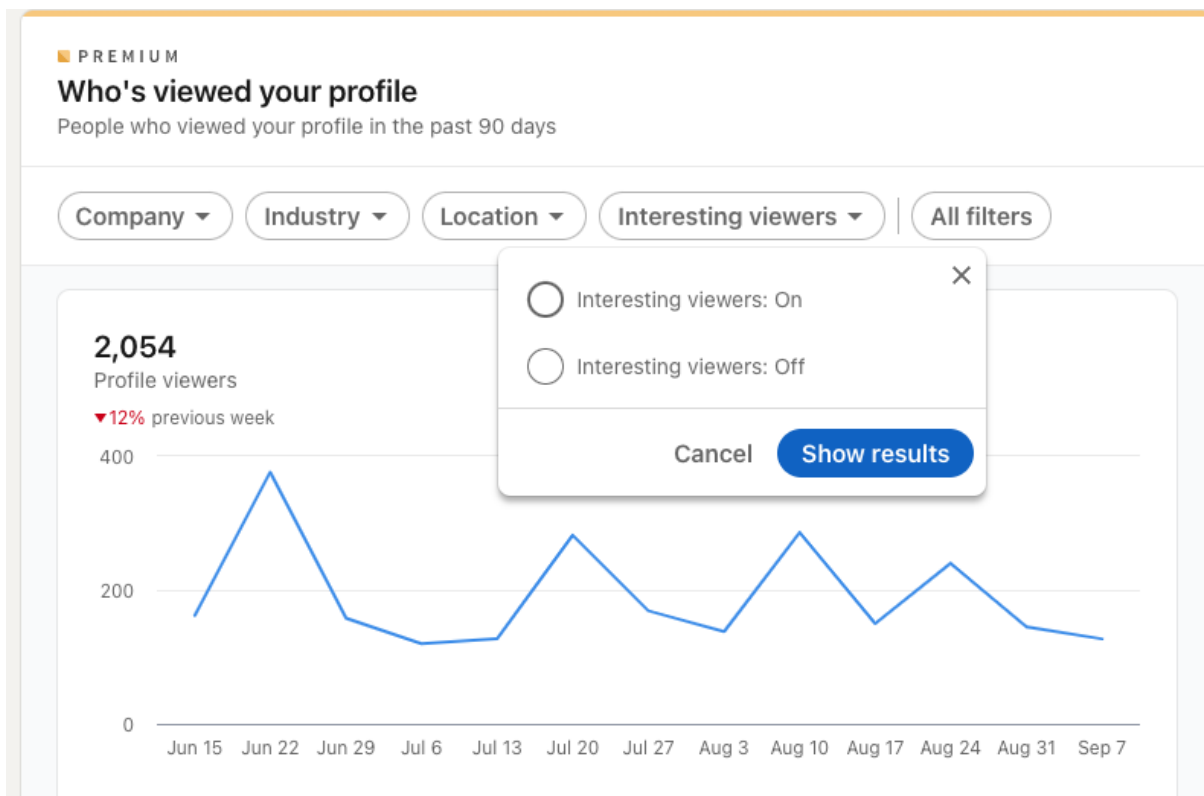
When we first introduced this play, we were hyper-focused on relevant accounts and leads from your Outbound Campaign. You will start earning hundreds or thousands of profile visitors every 90 days. So when do you use these DMs

We recommend using this play with the following:

## ▼ Interesting Viewers

You can filter your recent profile leads by “Interesting Viewers.”

**Interesting viewers** is a catch-all category from LinkedIn that is mostly senior leaders at companies or people at companies you follow. It’s a great starting point to kickstart conversations with interesting people.



When you turn it on, you can view all recent Interesting Viewers and kickstart conversations with the leads that make the most sense.

## ▼ Interesting Qualification Criteria

If you instead click “All Filters,” you can find filters by **Company, Industry, or Geography.**

This works really well when you have a specific geographic territory or industry vertical as your territory. You can filter by their industry or even specific company.

If you have your Sales Navigator Account Lists set up ([review that module here](#)), then you shouldn't use these filters to find targeted leads. You'll get a Sales Navigator notification anyway.

Instead, you should use these filters to find **new and interesting leads** who have viewed your profile from the same territory. Kickstart that conversation!

## Filters


### Company

☐ RevGenius

☐ HYPCCCYCL

☐ Fiverr

☐ Pavilion

☐ TrainYo 

+ Add a company

### Industry

☐ Computer Software

☐ Information Technology & Services

☐ Management Consulting

☐ Marketing & Advertising

☐ Internet

+ Add an industry

### Location

☐ New York City Metropolitan Area

☐ Denver Metropolitan Area

☐ Dallas-Fort Worth Metroplex


☐ London Area, United Kingdom

☐ San Francisco Bay Area

+ Add a location

You can always start a conversation with anyone who doesn't fit into those two buckets. However, make sure you're always prioritizing your time! Don't waste time on uninteresting leads or profiles who simply are stopping in. **Always focus your time.**

**Next:**

 Module 19: Content 101