FINDING + DEMOS

MODULE 2: FINDING

Today we're talking about finding. This is again the one where a lot of people are, this is kind of all they want. I hear a lot of times, *where do I just, just show me where to find the leads. If I can find them, then I can take care of everything else.* As you know from last week's session, there's a whole lot more that goes into that. With just knowing "where the right people are to reach out to" doesn't necessarily indicate that you can follow up with them in a way that's going to get a good response, or reach out to them in a way that's going to get you a response.

Welcome to week two. Tonight, we're talking about finding. A lot of the course for this week is going to be demo, and that is because I mentioned in the first time that I taught this, I basically tried to explain everything. I have a few of those slides still on here, so you can kind of see what was going on. Of course, you still have access to the old courses. Those old modules are still there in the courses, called Book More E-Learning legacy modules. I think it's kind of fun to glance through it and see, but it was almost overly explanatory.

Today, it's going to be a lot more simplified - just as effective, I think more effective because it'll be more simplified. You're getting to benefit from the last time that we launched and how that played out.

The goal of this module, after completing this module, you'll know how to find excellent leads to reach out to, and how to discern a good lead from a bad one. Everyone will get the check sheet or the checklist - the good lead/bad lead checklist as well.

Not to get ahead of ourselves, we'll cover what to do with those leads in part four. We'll be collecting names, collecting contact information, but not doing anything with them quite yet. Today it's all about finding the right people.

There are five types of searches when you're looking for E-Learning content or when you're looking for E-Learning voiceover work. The first one is pretty obvious and that's just job postings for voice talent. That would be if you're on an online casting site or a pay-to-play site. It's a place where there are regularly jobs posted for E-Learning narrators. In that case, you don't have to do any type of extra searching. They're just there.

The second kind is job postings for people who hire voice talent. These would be what I call reverse engineering job postings. The idea behind that, and we can go into that a little bit more during the demo portion, the idea behind that is when there's a company that is hiring an instructional designer or an E-Learning developer, what's the reason that they're hiring an E-Learning developer - because they have some E-Learning that needs to be developed.

The idea with that is that sometime in the near future they're going to be creating more content. If you find those companies that are hiring those job titles for those job titles that we mention. It's kind of when you get on a job board, you would think, *oh I'm searching for voice actor jobs*, but it's kind of fun to go and search for instructional

design jobs, not because we want to be an instructional designer, but we're looking for those companies that are hiring instructional designers. That can be a way that you have what I call a just-in-time approach, because they might be creating contents in the next few months. When you reach out to them, it might be the perfect time for them to hire a voiceover talent.

Then, searching for directories of E-Learning developers - that's when you just go to Google and you type in E-Learning directory or online training directories - there are just lots of directories that have different E-Learning companies have decided to list themselves on. You can go search through them and reach out to people from that.

Then, you can search for companies that do their own training internally. I was searching, I was sitting at a coffee shop today and I looked out the window. There was a U-Haul company right outside. I thought, I wonder if U-Haul does their own internal training. I went to LinkedIn and searched and there's a U-Haul university. There are people who create training for the U-Haul employees. As many different companies as there are, they might be doing their own internal training. You can reach out to those companies and the people in those companies that create online training. That's actually what I did. When I was creating online content - online courses, I was a part of a company that created courses for our employees internally.

Then, searching for freelancers who create online training - now this is one that I haven't found a way that is super fast yet. It can be really effective to search for freelancers, but most of the freelancers that I've worked with, I've stumbled upon. I don't know yet of a really efficient way to only search for freelancers, but it's nice when you find them. These are people who don't work for a company, but they are instructional designers - just self-employed - and they hire themselves out to different companies and create training.

Some of my best clients have been just freelance instructional designers.

We talked about kind of the obvious places to look and that's pay-to-play online casting sites and agents. We don't get typically a lot of E-Learning work from agents, but it is a possibility and it is out there.

The not-so-obvious places - this would be like your current contacts - people that are, when you go through your contacts and your phone, who are the people that you just talk to and your friends, your neighbors, your family members, in-laws, that kind of thing. They, if they're working, they probably had to take some online training at some point. So, you can just talk to people who you already know and just see what comes of that conversation. Those are people who are already warm. And when you have people who are already warm, then it is a lot easier to have them advocate for you than when you're sending out a cold email to somebody.

Your neighbor's a lot more likely to say, *well, let me check with my boss and see who does our online training. I don't really know*. They're more likely to go to bat for you than a stranger you message on LinkedIn. It's worth it to just look through your contacts and send out (a) kind of an email that says, *Hey, don't know if you know that I do E-Learning voiceover. If you know of anyone who could use that, do keep me in mind,* and then follow up with them and see if you can get any hits there.

Then, the true fan connection - so, where do you frequent? What products do you love? If there's a certain brand of shoe or beverage or something that you like, paint, you can reach out to them and be a genuine fan. Just reach out and, *I love what you do*. Just start that relationship. When you can start those conversations and relationships naturally and authentically, then those can go so many different places. It's

easier because you're not having to force any type of connection or just ask for something upfront. You can genuinely say, *(I) love what you do.* People love getting love letters and they love getting thank you letters - a great subject line, by the way. We're not talking about sending things yet, but a great subject line is just thank you. People love getting an email that just says thanks, loved, and fill in the blank, whether it was a blog post or their product. That's a great subject line you can use.

So, be thinking about, especially when we get to the second half of the class and we're workshopping, what are some of these connections that you currently have? What are the brands around you that you love that would like we talked about last week, that would be a dream client for you to do work with?

Okay. Ultimately, what we wanna do is we want to find new clients to work with. To do that, we need to know who to reach out to. We talked about the more obvious places to think about with online casting sites and agents. We talked about some that are a little bit less obvious, but more accessible - that would be like the warm leads and the true fan.

All of that aside, once we've either, not exhausted those things, but once we've done those things, we've brainstormed those, now we're gonna move into actually searching. We're trying to find either an individual person and/or a company and their contact info. Now I used to say that there were two things there. I would separate the individual and the company, but now it's so easy to find individual people and find their contact info, that very rarely would you need to send an email just to a company.

Like, *I can't find the person to reach out to so I'm just gonna send it to U-Haul and address it to info@U-Haul.com* to-whom-it-may-concern. That really isn't a thing

anymore because it's so much more accessible to find people's specific contact information. I'll show you a little bit of that here in a bit.

Right. Before you start, you're gonna want to set aside at least an hour to work. You'll see that time can fly when you're doing this, especially if you allow yourself to go down rabbit holes. That's one reason why you want to prep for your marketing session. I have a worksheet that you can use that'll help you to set your goals, set aside your time, and let you map out exactly what you're planning to do so that you don't get caught down rabbit holes. But, it also allows for that, so you can set aside like the last 10 minutes or last 20 minutes to just see where things take you.

There are some pretty systematic approaches that you can use so that you can make really good use of that time. You're gonna set aside at least an hour to work. You'll set a goal for the number of contacts that you want to acquire in the hour. This will vary depending on the specific processes you use and then decide beforehand which process you're gonna use to achieve your goal. And as I'll say here in a little bit, one will probably speak to you more and become a favorite. And, you'll start to use that one more than the others.

So this is, don't get scared by this, this isn't what it used to look like. And again, if you look through the legacy modules, you'll see how I had everything mapped out before. So, what we're gonna do now is we're gonna find a contact, record their information, and then make the lead warm. That's it. we're finding the right person. We're gonna record that information in something - whether it's a spreadsheet or a list. I'm gonna introduce a tool called getprospect.io, you can record information there. Then, make the lead warm. And all of that is really, really simple. Now we have a really simple

process for doing those three things. You can actually do them all almost at the exact same time, and make it really simple.

The first thing we're gonna look at here is LinkedIn. When we're doing a search on LinkedIn, as you can see, we've got two different slides for LinkedIn. There are two different things (or) kinds of processes that you can use on LinkedIn.

This first one here is we're just going to look for a job title. We're gonna look for something like, if you remember from last week, instructional designer, YouLearn developer. We're gonna look for those keywords, E-Learning, one of the authoring tools. Does anyone remember any of the authoring tools that we covered last week?

Lectora, Captivate. Yes. These were the authoring tools. If you see anyone saying in their LinkedIn profile, you know what they do, and they're using Lectora, Captivate, those types of authoring tools, you know they're creating online learning. That's the only thing that those tools are for. You know that's a really good person to reach out to.

Obviously, if they mention voiceover, it's so weird. I rarely see voiceover as something that these instructional designers do. I think it might be because we come in so late in the process.

Rachel, have you noticed when you're looking on LinkedIn that many of your contacts mention that they do voiceover, even the ones that do? She's shaking her head now.

It's really interesting because even though they handle voiceover, they don't talk about it very much. So, we're gonna look for these other tools or other keywords - online

development, blended training. Those are things that this person indicates that this person is creating content. And so they, that would be a plus, that would be a good person to reach out to.

Red flags would be in-person - classroom, if they're doing classroom training or in-person training. That means that they're not creating online content. Then, you can use get prospect.io to record email addresses into a list, which I will demonstrate.

The second method with LinkedIn is to find an E-Learning hub. This could be on LinkedIn or a forum. So, it could be on LinkedIn or a separate forum where E-Learning developers hang out. This is a fun one because when we go to E-Learning or voiceover conferences, we're surrounded by voice actors, and typically voice actors don't hire other voice actors.

So, where can we hang out where the people we're hanging out with can hire voice actors? There are E-Learning forums on LinkedIn in groups that are just thousands, tens of thousands of people in those groups who are ostensibly E-Learning professionals. If you become a member of those groups, you can hang out where they're hanging out. You can find the people who are posting a lot. You can see what they're interested in, so it becomes a great research place, but also you learn things about these people. You just go and see what they're posting, click on their profile, and see if they meet all of the criteria. Then, you can reach out to them and you already know things about them because of what they've been posting in the forum.

So, find a post by someone with a job title you're interested in, read their post or consume their content to make it warmer. Then, record their contact info. And then

again, in week four, we'll talk about what to do with that info, but that's a great way to actually get it.

Then a Google search. When you're doing a Google search, you can do a keyword, which would be instructional designer, E-Learning developer, or something like that. And then you can do something to make it warm, whether that's your town. That's one of my favorite ones to do. I'll even do other towns. I'll do E-Learn developer San Francisco and see what comes up.

Then, I always append it with these minus signs, minus job, minus class, minus certificate. Because the first thing that you find when you search Google, if you do like instructional designers, it'll try to find a job for you. It'll find a class or a certificate. We don't want those, we're gonna weed those things out.

So Google will remove the results that have those things that you put the minus sign in front of, and then it will leave mostly people or companies that or just websites that have the keyword you searched - instructional designer and the town. This is how I found that person who liked Downton Abbey. I just did a Google search of instructional design Downton Abbey and, you know, minus job, minus class minus certificate.

And, I found a person who I know she's a freelance instructional designer who likes Downton Abbey, a great, just already warm lead. And then the number two, it says, do multiple searches, replacing your town with an interest you have like Downton Abbey or another variable. And you can also do this on Twitter, so there are other variations of this as well.

And then directories, so you can do a Google search for an E-Learning directory.

Participant: I have a question. I mean, we may get into this in like the next few minutes or throughout the demo, but in finding a lead on LinkedIn, once you do find someone who has those keywords, doesn't have any red flags, and may have like similar interests, how do you even start the message? Because there's no subject line. Of course, you would say hello and introduce yourself, but what should I be saying in this message? That one doesn't sound like one of the regular spammers who just pop into your inbox and also grab your attention.

Yes. So, great question. We will be talking about that more in our fourth class, but I'll also have Rachel address that too when she's over here. Because she'll have some really good insights as to what's working right now for LinkedIn messages. But another way, another thing that I'll point out real quick is that I don't always send a message through LinkedIn. What I'll usually do is find their email address and send an email, then there is a subject line.

Participant: Okay. That makes sense. And then, one more question. Do you feel like it is easier to go through LinkedIn or to go through Google search? Is there a preference or it just depends on just how you feel on that day?

Yeah. So I think my preference right now is LinkedIn, and the reason for that is you'll see in just a moment. When I do this demo with getprospect.io, which is a LinkedIn plugin, you can be really, really efficient with your LinkedIn outreach. So, that's why right now my preference is, is, um, doing LinkedIn searches versus Google. Also, that is what LinkedIn is for. It's meant for connections. Yeah. That, so it's built for that.

Participant: Okay.

All right. I'm in LinkedIn right now. I did a search here for E-Learning developer, so you can see that there at the top. Let's see the person, I just went down and clicked on a random person. This is one of the methods you go to LinkedIn and you just search for the job title. It could be E-Learning developer. It could be instructional designer and then you're gonna come and you're gonna look for those keywords.

So, I clicked on this person. And so she's clearly E-Learning developer, so that keyword is there. So we know that she's creating online training. What I liked about her profile was when I looked down and I look at her about, it is more confirmation of what she does exactly. She's talking about scripts, storyboards, videos. She even used W B T, which is one of the terms we talked about that not a lot of people use anymore, but she's web-based training. So she's gonna be an amazing potential contact to reach out to. And when I searched for let's see instructional your e-learning developer, we got 37,000 results.

So, when you were asking about what's my favorite method of doing this type of outreach, you've got an unlimited, you could never contact all of these people. Now they also need to be vetted. You wanna make sure that they're the right, that they're meeting the criteria that we want. We can click on her and we can read things about her and the things that she's interested in.

I really like it when they put a lot of detail, not all of them. But it's nice when there are things that you can connect with because then it helps to warm them up, then you can see.

Let's see experience. Let's see what groups she's a member of - the E-Learning Guild, or the learning Guild: 67,000 members, freelance and instructional design and E-Learning industry: 27,000 members.

Should we all be joining that group? Yes, we should. Now there's a right and a wrong way to join a group and a right and a wrong way to be in a group. You don't wanna get in there and start spamming it. Then, no one will respond to you and you'll ruin your first impression, but you can get in.

I mostly just consume. I read what people, what's interesting, what's of value, and what people are talking about. If there is a good person to reach out to, I'll try to find their contact info.

Now getprospect, I've been talking about that for a while. I have this plugin right now and you can see these little, I don't know, is that owl eyes? If I click on it, it has pulled her in here. Now, it didn't find her email address here, but you can see that I can click show email and it'll do a search. It's not always a hundred percent going to, I think it finds probably about 60% of email addresses, but we used to have to go through these processes.

Again, if you watch the legacy modules, it was like, you find the person and you go to hunter.io. When you try to find, and there's only a 50% chance you'll actually find the right email address, this plugin does it for you. So, let's see if we can find a person who it really pulls in.

Before we do that, notice how when I went back to this search and I have, it pulled up 10 people on this first page, getprospect, my plugin, notices those 10 people, and I've

actually already added all of these 10. It's not pulling you in someone new, so let's go to page two. These are more e-learning developers and instructional designers. It says there are new eight leads found on this page. If I want to, I can save them all and I can save them to a list.

I have different lists. I created a list for this class. If I click save all, it's going to mark all of these here that I don't already have and automatically pull those into my getprospect list.

Let's say it finds four email addresses out of those 10. How much time has that saved me? So much time. I can go over here to my getprospect, and right now it's working. It's pulling in those leads in real-time and adding them to my Book More E-Learning list. So some of these are not found, some of them are found, and you can just do this time after time. If it finds three or four per 10, then do it 10 times. You've got 30 to 40 email addresses there that you can potentially reach out to.

Now, that's not all, I know I sound like an infomercial right now, but if we go to, if we click on these, we then getprospect, it's going to pull up what they've put in their LinkedIn profile. So, not only is it finding the people, finding their email address, it's also going to pull in their content. Right here within get prospect, we've got this list and the ability to make the leads warm as well. I'm not sure why it's not loading right now. Do I need to refresh this? But, it'll pull all of it in there.

So by show of hands, who thinks that's a pretty efficient way of finding contact information and pulling in their info? Yeah. So it's pretty okay. There we go. Now it pulls it in automatically. It's got her email address there. I didn't have to search for it at all - her company, her job title, and then here's her summary right here.

Just pull it straight in from LinkedIn - strong passion for learning and finding the best solutions to help others learn, experienced instructional designer skilled in various E-Learning offering design and audio. Oh, my gosh. Amazing - all of that, just from this LinkedIn search of E-Learning developer. Then, going through my pages and then with this, getprospect plugin, automatically pulling those people in.

You can again do that over and over and just build up that list. Getprospect does have a cap on its free tier. So, eventually, you have to start paying for it. But that is a great tool. The other thing getprospect does is it's context specific. If I have a list, it's gonna ask if I wanna save that list. If I'm in a, just an individual, I can just click here and look for that individual's contact info. That is the LinkedIn getprospect demo. That's the main one I wanted to show you today because it is really valuable and super helpful.

I'm going to very quickly go over some of the others. Then, we'll bring Rachel over.

This is the person I mentioned earlier - how I was looking at U-Haul and I thought I'm just gonna search. This was the search I did - U-Haul E-Learning, and found this person who is the director of U-Haul university, at U-Haul Inc. So U-Haul has their own university where they create training. Now I'm not a huge U-Haul fan and I don't have any connections to U-Haul, so I may not be reaching out to him, but just to illustrate that you can find him.

If you have a dream company or client that you wanna work for, see if they have an online, university. It's pretty common for them to just have like Deck university or Nike university, whatever the company is.

A lot of times they'll have those. You can search and find the people here. Again, I can use GI prospect and just find his contact info. Now, the reason I pulled him up is because get prospect didn't find his. Now you could just stop there because it finds so many other emails and you just say, all right, I'll, I'll move on to someone else. But, I wanted to see what would happen if I went to hunter.io, which is a tool I used to use, and you can use it in a pinch. It's kind of getprospect is hunter.io on steroids? So, I went to hunter.io just to see if I could find him. I searched U-Haul.com and I put in his name. And the nice thing about hunter.io is that even if it can't find the person, it will tell you what the likely pattern is.

So, most people with this company, its first name underscore last name, ul.com. I could try Tom dash or underscore, pressing at U home. See if that works. It verified it, so his email address is on these websites down here. I know that that's his email address, so I could email him. Again, as a backup, if you want to, you can use, hunter.io to do that.

All right. I'm gonna pause there and we'll put the rest of the demos up on the site instead of doing them live, but I'd like to go ahead and ask Rachel to come on over.