FREE PLAYBOOK · US B2B OUTBOUND

The Warm Outbound Playbook.

Turn your competitors' audience into your pipeline. **The system behind 160+ qualified leads in 120 days, with $0 on ads.**

THE SYSTEM

01	02	03	04	05
Groundwork	Define the buyer	Warm signals	Build the list	Sequence & track

160+	120	$0
QUALIFIED LEADS	DAYS	AD SPEND

TOOLS INSIDE Sales Navigator · Apollo · Waalaxy · PhantomBuster · Apify

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Parth H
Brand, content & distribution strategist

24+ BRANDS · 190M+ IMPRESSIONS

Warm the room before you knock.

Every prospect checks your profile before replying. Make sure they find a reason to say yes.

01 · YOUR PROFILE IS THE LANDING PAGE

Headline, banner and Featured, all selling one promise.

Headline: who you help + the result. Banner: one clear claim. Featured: proof, a case study, a free resource.

02 · CONTENT THAT ANSWERS THEIR QUESTIONS

2–3 posts a week on your buyer's problems.

When a prospect scrolls your profile, they see you already solving what keeps them up at night.

03 · DAILY COMMENTING

15–20 thoughtful comments a day, where your buyers read.

By the time your connection request arrives, your name already looks familiar.

RULE Start outbound once the groundwork has run for **2–3 weeks.** Warm profiles get more acceptances and more replies.

Your buyer, in Sales Navigator filters.

One saved search per buyer type. Each one becomes a lead list.

FILTER	EXAMPLE FOR A US B2B SERVICE
Geography	United States, or the 5–10 states where your best clients are
Industry	The 2–3 industries your best clients come from
Company headcount	11–50 and 51–200: big enough to pay, small enough to decide fast
Seniority	Owner, Partner, CXO, VP, Director
Function	The team that owns the problem you solve
Spotlight: changed jobs	In the past 90 days. New leaders arrive with budget and a mandate to change things.
Spotlight: posted recently	Posted on LinkedIn in the past 30 days. Active people actually read their messages.

BOOLEAN TITLE SEARCH

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("founder" OR "co-founder" OR "CEO" OR "managing partner") AND NOT
("assistant" OR "intern" OR "student")
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INSIDER Stack **both Spotlights** on top of your filters. It's a small list, and the warmest one you'll ever build.

Find the people already raising their hand.

Filters tell you who could buy. Signals tell you who's ready now.

COMPETITOR ENGAGERS

People reacting to your competitors' posts.

They've already shown interest in the category. Your offer arrives at the right moment.

THE IGNORED COMMENTS

Questions your competitors left unanswered.

Reply with a genuinely useful answer. You become the helpful one in their own comment section.

JOB CHANGERS

New role in the last 90 days.

New leaders review vendors early. Reach them while the slate is clean.

COMPETITOR REVIEWERS

3-star reviews on G2 or Capterra.

Mixed feelings about their current provider. The perfect time for a better option.

EVENT ATTENDEES

People posting about the same conferences and webinars.

A shared event is the easiest opening line there is.

PROBLEM POSTERS

People posting about the exact pain you solve.

Search posts for the problem in their words, then join the conversation.

RULE One warm signal beats ten cold filters. **Lead every message with the signal.**

From signal to a clean list.

FIND

Sales Navigator

Saved searches and lead lists from Stages 02 and 03.

→

CAPTURE

PhantomBuster · Apify

Export the public engagers of competitor posts.

→

ENRICH

Apollo

Verified emails, company size, tech and revenue data.

CLEAN BEFORE YOU SEND

- ✓ Remove existing clients and open deals
- ✓ Keep only verified emails
- ✓ One person per company per sequence
- ✓ Tag each lead with its warm signal

ACCOUNT SAFETY: STAY HUMAN-PACED

~100	10–25	10–30
invitations per rolling week	invitations a day	first messages a day

Commonly cited ranges, not official LinkedIn numbers. Source: Overloop, LinkedIn limits guide 2026.

INSIDER LinkedIn is actively acting against aggressive automation. **Slow and steady keeps your account alive** for the long game.

Four touches. Each with one job.

Connect

DAY 0 · UNDER 300 CHARACTERS

Hi **{first name}**, saw your comment on **{competitor}**'s post about **{topic}**. Your point on **{detail}** was spot on. Would love to connect.

Give value

DAY 2 AFTER ACCEPTING

Thanks for connecting, **{first name}**. Since you're working on **{problem}**, here's a **{teardown / checklist}** we made for teams like yours. Yours to keep.

Show proof

DAY 6

One more thing that might help: we helped a **{similar company}** get **{result}** in **{timeframe}**. Happy to walk you through it if it's useful.

Close the loop

DAY 14

I'll leave it here, **{first name}**. Whenever **{problem}** moves up the list, my inbox is open. Rooting for **{company}** either way.

LINKEDIN STEPS

Waalaxy

Runs the four touches at a human pace.

EMAIL IN PARALLEL

Apollo sequences

Same story, 2–4 word subject lines, under 90 words.

Templates for illustration. Rewrite them in your own voice.

Read the numbers every Monday.

Each number points to the exact part of the system to fix.

Acceptance rate

Low? Fix the profile and the connection note.

Reply rate

Low? Fix the value message.

Positive replies

Low? Fix the targeting and the signal.

Meetings booked

Low? Fix the proof and the ask.

Show-up rate

Low? Fix the reminders.

THE MONDAY RITUAL

1. Find the weakest step

The metric with the biggest drop-off.

2. Rewrite one thing

One message, one filter or one signal.

3. Run it for a week

Then compare. Keep the winner.

INSIDER Send a short reminder **30 minutes before every call.** It's the cheapest show-up boost in the whole system.

RULE Change one thing at a time. That's how you **know exactly what worked.**

Want this pipeline built for your brand?

I set up the groundwork, the lists and the sequence, then tune it every week until the meetings flow.

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HOW IT WORKS

01 Discovery call
Your offer and ideal buyer

02 Groundwork
Profile, content, comments

03 Lists & sequence
Signals, data, messages

04 Weekly tuning
Numbers in, meetings out

NEXT STEP

Your competitors' audience is waiting. DM me "PIPELINE" on LinkedIn.

linkedin.com/in/gritparth