

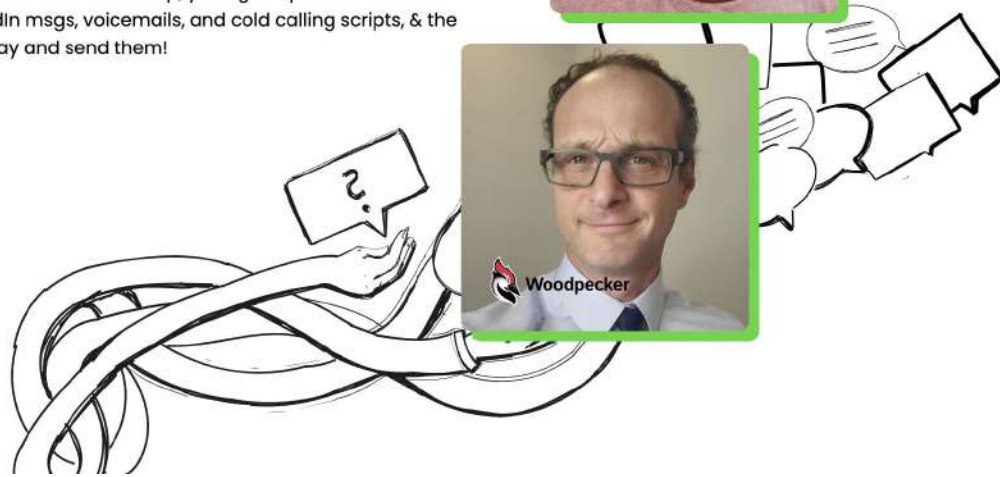
NEXT > March 1st, 2023

LIVE Q&A - Top 10 Questions Answered!

<https://playbks.com/woodpecker-nick-top-10-sales-qa>

Together, let's build your 25-day sales cadence & 2x your REPLIES

During this one-time FREE workshop, you'll get a proven cadence of emails, LinkedIn msgs, voicemails, and cold calling scripts, & the exact order to say and send them!



GET SLIDES

During this one-time FREE workshop, you'll get Nick's proven cadence of...

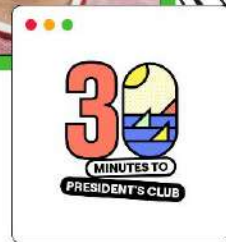
- ✓ attention grabbing emails
- ✓ conversation starting LinkedIn msgs
- ✓ reply boosting voicemail scripts
- ✓ appointment setting cold call scripts

... And the exact order to say and send!

FREE workshop



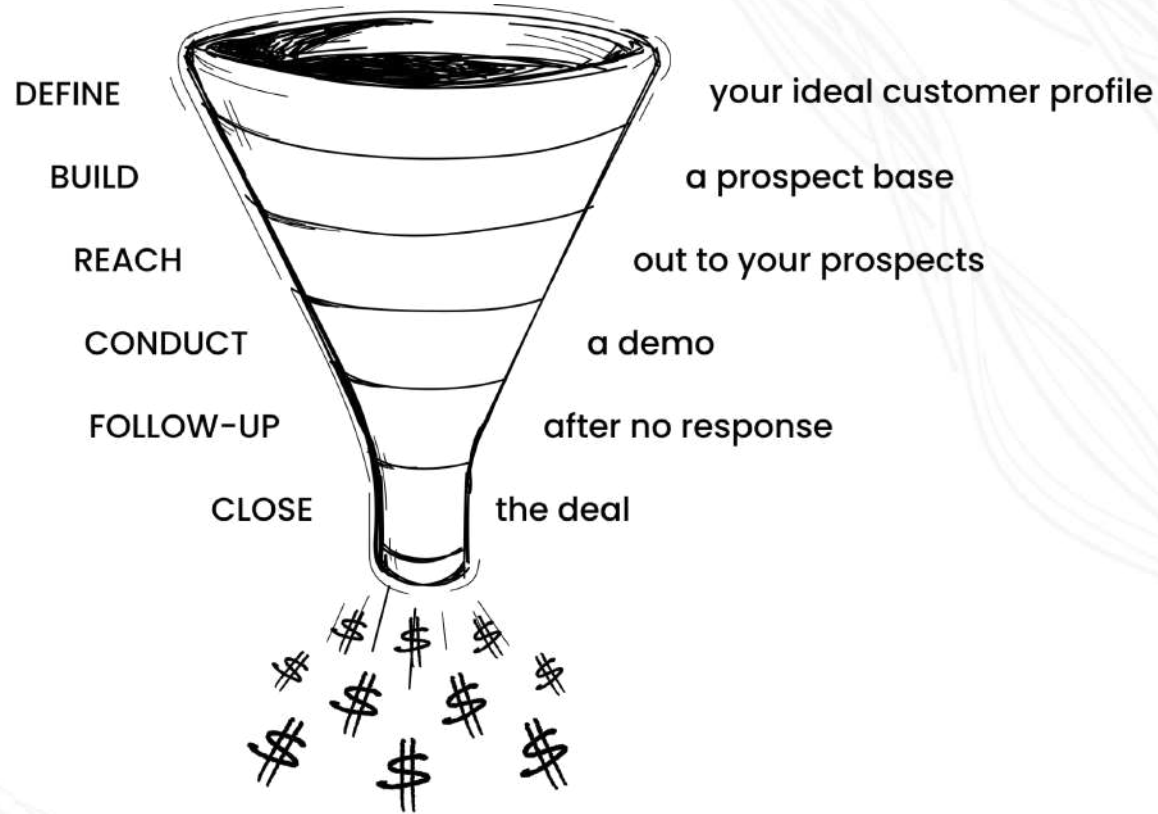
with
Nick
Cegelski



But First... A Poll



The problems...



Our answer...

Section 1 Day 1-2

The Density Days



Email:
Step 1, Day 1



LinkedIn Request:
Step 2, Day 1



Cold Call:
Step 3, Day 2



Email:
Step 4, Day 2

Section 2 Day 5-8

Repeat Yourself



Call:
Step 5, Day 5



Email:
Step 6, Day 5



Email:
Step 7, Day 8

Section 3 Day 11-14

Gear Shift



Call:
Step 8, Day 11



Video Email:
Step 9, Day 11



Call:
Step 10, Day 14



Email:
Step 11, Day 14

Section 4 Day 17-25

Let It Ride



Email:
Step 12, Day 17



Email:
Step 13, Day 20




Email:
Step 14, Day 24



Disposition:
Step 12, Day 25



Day 1 - Personalized Email


EMAIL ▾

VERSION A +

Subject

{{FIRST_NAME}}

{{! Comment goes here }}

Most attorneys are sick of accounting for every billable moment of their time. Recreating days of work to build a timesheet is brutal.

Attorneys use Ping's timesheet synthesizer to save hours/week timekeeping.

Open to learn more?

Nick Cegelski | Strategic Partnerships

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[Send test email](#)

[Spam check this email](#)

[Delete this email](#)

📍 Need help with copywriting?
[Meet Woodpecker Experts](#)



Day 1 - LinkedIn Connection Request

The image shows a screenshot of a LinkedIn task interface. At the top, there is a LinkedIn logo and the text "LINKEDIN". Below this, there is a dropdown menu with the text "Send connection request". To the right of the dropdown, there is a text field "Set up due date to: 0 days after task is created" and a button "Delete this task". Below the dropdown, there is a text field containing "Hey {{FIRST_NAME}}, I just emailed you. Let me know what you think." and a URL "https://www.linkedin.com/in/justinzim/". A dashed green line connects the dropdown menu to a larger, semi-transparent dropdown menu that is open. This larger menu contains the following options: "Send connection request" (highlighted with a checkmark), "Visit profile", "Send InMail", and "Send direct message". At the bottom left of the interface, there are two small icons: a speech bubble and a play button.



About Tasks

Manual Tasks

sent from: no email chosen
Requires attention ⚠

SA TASK

STATS PROSPECTS TO CHECK **TASKS** 1

All time ▾

Friday


- ✓ Make a phone call john.doe@company.e... JO ▾
- ✓ Make a phone call jim.jones@yetanother... JI ▾

Today

- ✓ Update data kate@anothercompan... KA ▾



Day 2 - Cold Call



CALL ▾

Make a call: {{PHONE}}

[Justin], this is Nick Cegelski with 30MPC. I know you didn't expect me to call you this afternoon. Mind if I take one minute to share why I called you specifically and then you can tell me whether or not it makes sense to speak?


Voicemail

Voicemail: I'm about to send you a video message



Set up due date to: days after task is created

Devices

 [Delete this task](#)



Day 2 - Email

The screenshot shows an email composition window. At the top center is an envelope icon with the text "EMAIL" and a dropdown arrow. Below this, on the left, is the "VERSION A" header with a plus sign. The "Subject" field contains the text "Leave the subject blank to follow up in the same thread". A callout box with a dashed green border points to the subject field, containing the text: "When sending a message in the same thread, the previous message is always attached". Below the subject field is the "Thoughts?" section with the text "Sent from my iPhone". At the bottom is a rich text editor toolbar with options for font (Sans Serif), size (medium), bold (B), italic (I), underline (U), strikethrough (S), bulleted list, numbered list, link, code, link, and unlink. On the right side, there is a scheduling section with a table of days and times, and three action buttons: "Send test email", "Spam check this email", and "Delete this email".

EMAIL

VERSION A +

Subject

Leave the subject blank to follow up in the same thread

Thoughts?
Sent from my iPhone

SUN 12:00 AM - 12:00 AM

MON 08:00 AM - 06:00 PM

TUE 08:00 AM - 06:00 PM

WED 08:00 AM - 06:00 PM

THU 08:00 AM - 06:00 PM

FRI 08:00 AM - 06:00 PM

SAT 12:00 AM - 12:00 AM

SUN 12:00 AM - 12:00 AM

MON 08:00 AM - 06:00 PM

TUE 08:00 AM - 06:00 PM

WED 08:00 AM - 06:00 PM

THU 08:00 AM - 06:00 PM

FRI 08:00 AM - 06:00 PM

SAT 12:00 AM - 12:00 AM

[Send test email](#)

[Spam check this email](#)


[Delete this email](#)

Sans Serif medium B I U S

Aa




Day 5 - Cold Call


CALL ▾


Make a call: {{PHONE}}

VM = explain pain, point back to email.



Set up due date to: days after task is created

Devices

 [Delete this task](#)



Day 5 - Automated Email

EMAIL ▾

VERSION A +

Subject

Leave the subject blank to follow up in the same thread

{{FIRST_NAME}} - just tried you at the office. Open to speaking sometime next week?

Sent from my iPhone

Sans Serif medium **B** *I* U **S** ☰ ☷ ∞ </> ☞ ⚡

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THU 08:00 AM - 06:00 PM

FRI 08:00 AM - 06:00 PM

SAT 12:00 AM - 12:00 AM

[Send test email](#)

[Spam check this email](#)

[Delete this email](#)



Day 8 - Automated Email (new thread)

EMAIL

VERSION A +

Subject

Missing time

{{FIRST_NAME}},

Attorneys that neglect to track 100% of their time are throwing money in the trash can.

Ping ensures billable time won't slip through the cracks. Firms using Ping boost billable time by 128 hours per attorney/year.

Lunch is on me if you're open to check it out.

Nick Cegelski | Strategic Partnerships

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THU 08:00 AM - 06:00 PM

FRI 08:00 AM - 06:00 PM

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[Send test email](#)

[Spam check this email](#)

[Delete this email](#)



Day 11 - Cold Call

CALL ▾

Make a call: {{PHONE}}

Live

[Justin], this is Nick Cegelski with 30MPC. I know you didn't expect me to call you this afternoon. Mind if I take one minute to share why I called you specifically and then you can tell me whether or not it makes sense to speak?

Voicemail

Voicemail: I'm about to send you a video message

🔊 📺

Set up due date to: days after task is created

Devices

Choose devices ▾

🗑️ [Delete this task](#)



Day 11 - Automated Video Email

EMAIL ▾

VERSION A

Subject

{{FIRST_NAME}} - - in lieu of a normal email follow up, I filmed a 16 second video messc

I am indeed a real human being!

Let me know what you think (or if you hate the video...)

Nick Cegelski | Strategic Partnerships

Sans Serif

medium

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| <input type="checkbox"/> | SAT | 12:00 AM | - | 12:00 AM |


[Send test email](#)

[Spam check this email](#)

[Delete this email](#)

GET SLIDES


Day 11 - Automated Video Email










EMAIL ▾

VERSION A +

Subject
[[FIRST_NAME]] -- in lieu of a normal email follow up, I filmed a 16 second messc



I am indeed a real human being!
Let me know what you think (or if you hate the video...)
Nick Cegelski | Strategic Partnerships


Sans Serif medium B I U S       

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- MON 08:00 AM - 06:00 PM
- TUE 08:00 AM - 06:00 PM
- WED 08:00 AM - 06:00 PM
- THU 08:00 AM - 06:00 PM
- FRI 08:00 AM - 06:00 PM
- SAT 12:00 AM - 12:00 AM

- [Send test email](#)
- [Spam check this email](#)
- [Delete this email](#)

My Videos Webcam Screen Desktop YouTube Activity


WebCam Microphone Quality
Logitech B10 (64848954) Default - Producer USB (978) 1920x1080 (High Definition)



Mirror my video Display Teletext
Blur Background Virtual Background



Call - Day 14


 CALL ▾


Make a call:

Make a call

Set up due date to: days after task is created

Devices
 ▾


 [Delete this task](#)



✓ *Changes saved*



Automated Email - Day 14


EMAIL ▾







VERSION A +





Subject

Leave the subject blank to follow up in the same thread

Was the video that bad?

Sent from my iPhone

Sans Serif medium **B** *I* U S      

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[Send test email](#)

[Spam check this email](#)

[Delete this email](#)



Automated Email - Day 17

EMAIL

VERSION A +

Subject

Leave the subject blank to follow up in the same thread

{{(FIRST_NAME)}} -

Attorneys often tell me they wish they had a better way to do their timekeeping.

Open to see a better way?

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FRI 08:00 AM - 06:00 PM

SAT 12:00 AM - 12:00 AM


[Send test email](#)

[Spam check this email](#)

[Delete this email](#)



Automated Email - Day 20


EMAIL ▾

VERSION A +

Subject

Leave the subject blank to follow up in the same thread

{{FIRST_NAME}} - You're either way too busy chasing down timesheets OR my outreach has been totally irrelevant.

Mind letting me know if I'm in the wrong place?

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[Send test email](#)

[Spam check this email](#)

[Delete this email](#)



Automated Email - Day 24

EMAIL

VERSION A +

Subject

Leave the subject blank to follow up in the same thread

Hey {{FIRST_NAME}},

I haven't heard back from you, so I'm going to assume Time by Ping is not on the radar today.

Mind giving me a thumbs-up or down?

Sans Serif medium B I U S

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SUN 12:00 AM - 12:00 AM

MON 08:00 AM - 06:00 PM

TUE 08:00 AM - 06:00 PM

WED 08:00 AM - 06:00 PM

THU 08:00 AM - 06:00 PM

FRI 08:00 AM - 06:00 PM

SAT 12:00 AM - 12:00 AM

[Send test email](#)

[Spam check this email](#)

[Delete this email](#)



A Poll

