Manual-quality outreach at 15% of the effort

How to keep the judgment and remove most of the work around it.

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Timing, message and next step stay fixed.

Manual outreach breaks on the work around the work.

The middle ground

QUALITY	HIGH
INTERACTION WINDOW	LONG
EFFORT PER PROSPECT	LOW

Backed by production data

+8 pts
Reply rate

1 in 5
Conversations came back

27% → 41%
Connection acceptance

52%
Needed 2+ touches

LinkedIn gives you three ways to stay present.

Posts	Comments	DMs

We are building the Comments + DMs factory.

The factory answers four questions

	WHO & WHY NOW?	WHAT TO SAY?
Comments	**Which posts deserve attention today?**	**What useful comment can I make?**
DMs	**Which conversations deserve attention today?**	**What is worth saying now?**

	WHO & WHY NOW?	WHAT TO SAY?
COMMENTS		
DMS		

A campaign is an engagement strategy.

01 **Prospects**
Who belongs in this relationship strategy?

02 **Filters**
Which posts are worth considering?

03 **Priority**
Newest, closest to outreach, or evenly distributed?

04 **Main Feed**
Merge every campaign into one ranked queue.

	WHO & WHY NOW?	WHAT TO SAY?
COMMENTS		
DMS		

Comments should sound like you.

01 **Your context**
Insights, talking points and campaign goal.

02 **Your style**
Instructions, examples and learned edits.

03 **Understand the post**
Text, image or video, topic and intent.

04 **Check the result**
Relevance, usefulness and repetition.

	WHO & WHY NOW?	WHAT TO SAY?
COMMENTS		
DMS		

Follow up without a fixed end date.

01 **First outreach**
Start when the relationship is ready.

02 **Follow up**
Adapt the cadence.

03 **Slow down**
Stay present without nagging.

04 **Restart naturally**
Write when something changes.

	WHO & WHY NOW?	WHAT TO SAY?
COMMENTS		
DMS		

DMs should use the whole relationship.

01 **Conversation history**
What has already been said?

02 **Recent context**
What changed?

03 **Selling points**
What can you add?

04 **Your voice**
How should it sound?

Choose who reviews

You review	Automate parts	Your agent reviews

Set up and refine the system with your agent.

Software finds the work worth doing. You decide what gets sent.

Manual-quality outreach at a fraction of the effort.

goextrovert.com

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