



Warm Email Prospecting for Freelancers

The Strategy in Action: Trigger Events and Jigsaw

Okay, so here's one example of how I would find a triggering event. I just went to the Atlanta Business Chronicle and as I'm looking at recent news, I find a few possibilities here. Notice Beazer Homes just raised a hundred and forty-two million dollars. Cousins Properties had a first quarter loss. So there's a few options here. Let's take a look at Beazer Homes in this story.

Now as you read through this, you realize that the company just raised a lot of money through a stock offering, and also, interestingly enough, they just raised, they just had a profit in their second fiscal quarter, so they're profitable. It looks like they're growing, they're raising capital. This, for what I do as a freelancer, could be a potential prospect, just based on this triggering event. Now I don't target homeowners or homebuilders rather, but if I did, this would be someone I'd want to contact.

But how do I find my marketing contact within that organization, which in my case is the decision maker? Well, the information is not here. It's probably going to be a little difficult to find through their website. That's where Jigsaw comes in. So here I am. I've already logged into my Jigsaw account. I'm in their contact search screen. I'm going to type the company name and I'm also going to specify that I only want marketing contacts. Click on search. I get twenty-seven results.

Now, I am going to go ahead and sort them by state, because the company I know is based in Georgia. So I want to search only at uh, people in their headquarters. And as I look through the Georgia contacts, I also want to know when was the last time some of these were updated. Some of these are pretty old, so I don't want to go with some of these but I notice that one of them was recently updated in March.

Mandy Broke, she's a marketing director. Based on these other titles she's actually my ideal contact. So I'm going to click on her. It confirms that she is at the corporate headquarters, and I can go ahead and get her contact information immediately. It will deduct five points from my account which is fine, I have plenty of points.