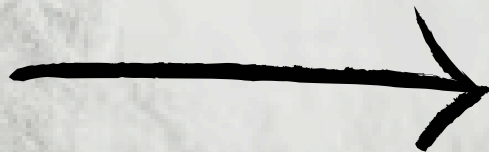


Inside the LAB

The Playbook

**The best outreach
starts *before* the first message is sent.**

SWIPE TO LEARN MORE



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Inside the LAB

I found this to be useful.

When I'm preparing for outreach,
having real context upfront
changes the entire conversation.



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Smart Prospect Research

Before reaching out, use tools like HubSpot's free [CompanyResearch.ai](#) as it provides you everything on the company in one spot.

- Recent company news
- Funding updates
- Leadership backgrounds
- Relevant social activity



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**These
insights give
you:**

- **Natural icebreakers**
- **Better talking points**
- **A reason to be timely**
- **A reason to be personal**

You're not pitching.

You're starting a real conversation.



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