

Why Email First

- Emailing is non intrusive
- Very low cost
- People check their email everyday

Finding the Correct Stakeholder

- You want to talk to someone who has the power to make a decision
- Do not target “low level” employees because it’s not the best use of your time
- “High Level” people LOVE to delegate

Stakeholders

- **GOAL:** Find the stakeholders' name. That's it!
- Afterwards, we will find their email address and email them

**ORGANIZATION
BLUEPRINT**

C-Suite

Founder, CEO, CMO, COO, CIO, CFO, & CXO

Vice Presidents

VP Marketing, VP Engineering, VP Finance, VP Operations, & VP X

Directors

Dir. of Marketing, Dir. of Engineering, Dir. of Finance, Dir. Operations, Dir. Sales, Dir. of X

Managers

Marketing Manager, Sales Manager, Recruiting Manager, & X Manager

Individual Contributors

Growth, Marketing, Recruiter, Account Executive, & Engineer

Order of Effectiveness

- LinkedIn
- Company Website
- Personal Network
- Articles and Press Releases

LinkedIn

Company Websites

Personal Network

ARTICLES & PRESS RELEASES

Articles & Press Releases

- **Search in Google:**

- [position] x [company name] x press release
 - Head of Marketing Uber Press Release
- [position] + [company name] x said
 - Head of Marketing Uber said
- [vertical] x at [company]
 - Marketing at Uber