Resource Kit:
Building a World-Class Outbound Program

Use these resource links to put Josh's Master Class into practice in Apollo!
Don't have an account? [Sign up for free here](#).

Targeting the right people

Apollo How To

- ☐ [Apollo search filters](#): overview and filter glossary
- ☐ [How to create a persona](#)
- ☐ Connected your CRM? Learn how to use the [Apollo Data Health Center](#) to identify who from your target market is missing from your CRM.
- ☐ [Calculate your TAM](#) in Apollo.
- ☐ [Create / edit a contact or company list](#)

Apollo Filters to inform when to reach out

- ☐ Buying intent
    - ☐ [Overview of Apollo's buying intent](#)
    - ☐ [List of available buying intent topics in Apollo](#)
    - ☐ [How to use buying intent in Apollo](#)
- ☐ Headcount growth
- ☐ [Job postings](#)

- ☐ [Technologies](#)
- ☐ [News](#)
- ☐ [Funding](#)
- ☐ Time in role
- ☐ Job change
- ☐ [Website visits](#) (beta, as of April 2024)

Where is it in Apollo?

- ☐ [Search People](#)
- ☐ [Search Companies](#)
- ☐ [Manage Personas](#)
- ☐ [Select Buying Intent Topics](#)

Read

- ☐ [Identify your Ideal Customer Profile](#)
- ☐ [What are TAM, SAM, and SOM? A Guide for Sales Reps and Marketers](#)
- ☐ [How to up-level your prospecting in Apollo](#), including using filters like **years in current role** and **headcount growth**.

Watch

- ☐ [5 Ways to Find Better Leads and Automate Prospecting](#)
- ☐ [How to Build Amazing Lead Lists](#)

> 🍎 Watch the full 7-part course, [How to Find Leads and Book Meetings with Apollo](#), for a comprehensive guide to setting up and using Apollo to build your pipeline.

Messaging: emails and calls

Apollo How To

- [ ] [Create and edit email templates](#)
- [ ] [Create and edit Snippets](#)
- [ ] [Configure the dialer](#)
- [ ] [How to avoid high-risk numbers in your sales outreach](#)

Where is it in Apollo?

- [ ] [Create a Snippet](#) to save time on email and call content.
- [ ] [Create an email template](#)
- [ ] [Make a phone call](#)

Read

- [ ] [Sales Email Subject Lines that Actually Convert (with Examples!)](#)
- [ ] [7 Elements of a Perfect Cold Email](#)
- [ ] [6 Expert-recommended Cold Calling Scripts](#) for booking more meetings.
- [ ] [Sample Outbound Email Templates](#)
- [ ] [How do I write effective sales emails?](#)
- [ ] [Follow Apollo's cold-calling best practices](#)

Watch

- [ ] Free Master Class: [How to Write Cold Emails Anyone Will Respond to](#)
- [ ] [Mastering Cold Emails: A 3 Step Structure for More Replies](#)
- [ ] [Tips on improving your email copy](#)

🍎 Brush up on your cold-calling skills by watching [Perfecting the Cold Call: How to Win on the Phones](#)

Building Successful Sequences

Apollo How To

- [ ] [Get to know what's possible with Sequences](#)
- [ ] [Create a Sequence](#)
- [ ] [Add calls to a sequence](#)
- [ ] [Add and complete LinkedIn tasks in a sequence](#)
- [ ] [Add contacts to a sequence](#)
- [ ] [How to change the schedule for a sequence](#)
- [ ] [How to Avoid the Spam Filter](#)

Where is it in Apollo?

- [ ] [Link your mailbox](#)
- [ ] [Create a sequence](#)
- [ ] [Sequence settings](#)

Read

- [ ] Get inspired by these [3 examples of high-performing sequences](#).
- [ ] Learn [how to create an automated outbound campaign](#).

Watch

- [ ] See [how to set up 5 different sequences](#) to book more meetings.
- [ ] Follow along this walkthrough of [how to build a sequence in Apollo](#), with automatic or manual emails, phone calls, and LinkedIn touches.

Analytics & Optimization

Apollo How To

- ☐ [Build and Access Reports in Apollo](#)
- ☐ [Build and Access Dashboards in Apollo](#)
- ☐ [Access Apollo Email Analytics](#)
- ☐ [Add an A/B Test to an Email Step in a Sequence](#)
- ☐ [Improve your email deliverability](#)

Where is it in Apollo?

- ☐ [Dashboards](#)
- ☐ [Reports](#)
- ☐ Check deliverability health [per linked mailbox](#)

Watch

- ☐ [How to A/B test effectively](#)
- ☐ How to [optimize your outbound workflow with Apollo Analytics](#)

🍎 Want to learn how to book more meetings? [Watch our webinar](#) on how to build sequences, proven by our data, to get more replies and bookings.

Automation

Apollo How To

- [ ] [Create and subscribe to saved searches](#)
- [ ] [Overview of Apollo Plays](#) (now "Workflows")
- [ ] [Leverage Workflows to Automate Customer Renewal Notifications](#)
- [ ] [Set up and use the Slack <> Apollo integration](#)

Where is it in Apollo?

- [ ] [Set up an Apollo Play](#) (now "Workflows")
- [ ] [Job Changes](#)
- [ ] [Saved Lists](#)

Read

- [ ] [Identify your Perfect Leads with AI-Powered Lead Scoring](#)
- [ ] [5 Types of Automation in Apollo to Streamline Your Sales Process](#)
- [ ] [How to Use Sales Automation the Right Way](#)

Watch

- [ ] [How to automate prospecting for your persona](#)
- [ ] [Automatically route inbound leads to a sequence](#)
- [ ] [How to Use Workflows to Automate Your Sales Process](#)

How to get help & training on Apollo

- When logged into Apollo, click the question mark on the bottom right of the screen. From there you can find useful resources or chat with our support team.

- Find your answers in the [Apollo Knowledge Base](#)

- Submit a support request [here](#).

- Learn from our training library in [Apollo Academy](#).

🍎 Need basic Apollo training? Join one of our [daily live webinars](#). (You need an Apollo account and log in to access.)