Ask Me Anything Webinar: Resource Kit

How to get help & training on Apollo

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

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

- Submit a support request [here](#) or send an email to support@apollo.io.

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

> 🍑 Need basic Apollo training? Join one of our [daily live webinars](#). (Must have an Apollo account and log in to access.)

Finding ideal leads

To do

- ☐ [Overview of Apollo Search Filters](#)
- ☐ [Use the "Email Status" Filter](#) to search for only safe-to-send emails
- ☐ Get to know Apollo's [buying intent signals](#)

- ☐ Get an in-depth walkthrough in this webinar recording: [5 Ways to Find Better Leads and Automate Prospecting](#).
- ☐ Prefer reading? Explore [How to up-level your prospecting in Apollo](#), which showcases helpful filters like **years in current role** and **headcount growth**.
- ☐ Connected your CRM? Learn how to use the [Apollo Data Health Center](#) to identify who from your target market is missing from your CRM.

> 🍎 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.

Cold Calling

To do

- ☐ [Configure the Dialer](#)
- ☐ [Create Call Dispositions to log your calls](#)
- ☐ [Add calls to a sequence](#)

Learn more

- ☐ Follow some of our [cold calling best practices](#)
- ☐ Check out [6 expert-recommended cold calling scripts](#) for booking more meetings.

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

Building sequences

- ☐ [Get to know what's possible with Sequences](#)
- ☐ [Create a Sequence](#)
- ☐ [Add and complete LinkedIn tasks in a sequence](#)
- ☐ [Add contacts to a sequence](#)
- ☐ [How to change the schedule for a sequence](#)
- ☐ [Does an Out-of-Office Auto-Reply Pause a Contact in a Sequence?](#)
- ☐ [How Do I Avoid Adding the Same Contact to Multiple Sequences?](#)
- ☐ Or [watch this how-to video](#) that walks you through how to build sequences with automatic or manual emails, phone calls, and LinkedIn touches.

Learn more

- ☐ See [how to set up 5 different sequences](#) to book more meetings.
- ☐ Then, head to our [Sales Sequences Resource Kit](#) to grab sample email copy for each of the sequences.
- ☐ Or get inspired by these [3 examples of high-performing sequences](#).

🍅 Want to learn how to create great cold emails?
- Watch our free master class: [How to Write Cold Emails Anyone Will Respond to](#)
- Or check out this webinar, [Mastering Cold Emails: A 3 Step Structure for More Replies](#)

Setting up your meeting links

To do

- ☐ [Set up Meetings in Apollo](#)
- ☐ [Manage your meetings in Apollo](#)
- ☐ [Easily add meeting links in Gmail](#) via the Apollo Chrome Extension

- ☐ See how to [increase your meeting hold rate](#), including a tour of setting up the Apollo Meetings feature.

🍑 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.

Optimizing your deliverability

Make sure you can reach all your great leads in the first place by properly configuring your mailbox settings. Go through our [Cold Email Deliverability Checklist](#).

Dive deeper into the many details of email deliverability with these webinars:

- ☐ [The Best Outbound Setup for Google & Yahoo's New Rules](#)
- ☐ [Mastering Deliverability: How to Avoid the Spam Folder](#)
  - ☐ [Watch this clip](#) to see a live walkthrough of setting up SPF, DKIM, and DMARC for your domain.
- ☐ [Why Your Emails Land in Spam — and How to Fix It](#)
  - ☐ Or [read our summary](#) for 4 ways to improve your deliverability.

"Raise the dead" email sequence template

Use Apollo [Plays](#) & [Deals](#) to automatically kick off a multi-channel sequence 6-12 months after an opportunity is Closed/Lost. Here are copy templates for the email touches.

Email #1

Hi {{first_name}},

["You" / previous contact] had explored [insert your company name] back in [date].

I'm reaching out because there have been some pretty big leaps in our product since then: [summarize main product improvements].

[insert your company name] offers:[State core value proposition(s)] to help you [state challenge you address].

I'd love to learn about what goals you're chasing in the rest of {{now_year}} and discuss how [insert your company name] can get you there.

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.

Cheers,
{{sender_first_name}}

Email #2

Hi {{first_name}},

Quick yes or no is fine. Do you need help with [insert value proposition]?

I'd love to restart our conversation to show you the new ways <company> can get you there.

Cheers,
{{sender_first_name}}

Email #3

Hi {{first_name}},

Many [team name] teams periodically review their [insert your type of solution] to make sure they're getting results.

If that's the case at {{company}}, now might be a good time to review.

[insert your company name]'s product has seen a few exciting leaps and helped customers like [case study customer company] do [case study result].

Let me know if you're down for a chat to explore how we can deliver similar outcomes for {{company}}.

Best,
{{sender_first_name}}

Email #4

Hi {{first_name}},

I've tried to get in touch with you a few times but it seems like you might be on vacation.

Quick note for when you get back. [insert your company name] helps [insert succinct value proposition].

Does that sound even a little like something you need?

Cheers,
{{sender_first_name}}

P.S. If you happen to be on vacation on the island of Aruba, and a woman named Francine asks about me...tell her I love her, but it will never work. I'll explain later!

🍑 Learn more details about this intriguing P.S. in *Mastering Cold Emails with AI*.

Basic buying intent outreach email template

Subject line:
{{first_name}}, Couple thoughts about {{!intent topic}}

Body copy:
Hi {{first_name}},

I've been researching {{company}}, and I'm wondering if y'all have ever considered [intent topic].

I noticed [X specific thing] and [Y specific thing] that I think could benefit you.

Is this on your radar at all?