



The Multi-Channel Cadence Map

Five touches that reference each other, because 80% of replies come from the first five

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80% of replies come from the first five touches, so the first five have to work together instead of repeating each other. This is the flow: every channel points to another one, and the expensive touches (video, screenshots) only go to people showing engagement.

THE FLOW: EACH TOUCH SETS UP THE NEXT

TOUCH	WHAT TO DO	THE LANGUAGE (VERBATIM)
1. Connect	Blank LinkedIn request, sent 4-7pm local	No note. Blank converts better.
2. Call + voicemail	The reverse voicemail: point them at the email coming next	<i>"We hear this from [their role]s all the time: [pain]. Do you experience this?" Subject: under 3 words.</i>
3. Email	The promised email, one-liner style	<i>"No need to call me back. I'm sending you an email in five minutes; subject line is [topic]." People read voicemail transcripts, so hand them the next step in writing.</i>
4. LinkedIn spark	Opinion-ask one-liner on the industry topic	<i>"Curious on your take: [talk of the town]?" InMail only ever points back to the email, one sentence max.</i>
5. Video (earned)	Only for prospects who viewed an email 2+ times	Under 50 seconds: 10 reason, 30 value, 10 ask. This trigger ran 55% opens and 20% replies.

RUN IT IN FLOW: PERSONA DAY BLOCKS

Block days by persona, not account list: Tuesday is VP Marketing day, Wednesday is VP Sales day. One persona per day means no context switching, sharper talk tracks, and a target of 20 started conversations, not 5 booked meetings. If you're threading 3-5 people at one account, each gets different messaging; identical copy gets compared internally.

THE ONE-LINE GUT CHECK

Does each touch reference another touch, or are you just saying the same thing on five channels?

The voicemail names the email. The InMail points to the email. The video goes to email readers. That's a system a prospect experiences as one persistent, prepared human.

WHAT "DONE" LOOKS LIKE: THE HUMAN-ONLY TOUCH

Screenshot of their own job postings, attached to a two-line email:

"You're hiring six SDRs this quarter (screenshot attached). Teams that scale that fast usually hit a coaching bottleneck by month two. We should probably have a conversation."

Connecting visible evidence to a specific consequence is the move AI outreach can't fake. Use it as the closer on your highest-value accounts.