



# Appropriate Person



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Hey [prospect],  
I'm writing in hopes of finding the appropriate person who handles [department]. So if it makes sense to talk, let me know how your calendar looks.  
[Insert Pitch = Pain + Solution] (same format as the Pain Formula)  
Some of our clients include Company X, Company Y, & Company Z.  
If you are the appropriate person to speak with, what does your calendar look like?  
If not, who do you recommend I talk to?  
Thanks,  
[Your name]

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Does each message have to be customized for each individual?



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Solve for a common pain your ICP have in common, and you can use the same message for almost everyone who fits that specific ICP.



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At a minimum narrow it down to [industry + pain].