

Week 8: The Best LinkedIn Week and the Rebuild

LinkedIn tripled its output and produced nine replies, a call was held with a high volume forwarder, and a second call was booked. The seven rebuilt email campaigns are loaded and have not sent a single email yet, because they are waiting on your sign-off.

101

NEW CONNECTIONS
ACCEPTED

9

LINKEDIN REPLIES

2

CALLS HELD OR BOOKED

9,368

LEADS WAITING TO SEND

PART 1

What Moved This Week

● CALL HELD

Keith Shavers · UMAX Shipping

CALL HELD

Licensed customs broker · City of Industry, California · held this week

71,810 bills of lading on public record

4,600 in the last thirty days

Uses outside brokers today

Cold email

UMAX is a high volume forwarder and NVOCC that files none of its own customs entries. Everything goes to third party brokers. They are standing up their own brokerage, MAXKlear, and Keith already holds the individual licence, so only the company permit is missing. Your read after the call: interested in quote to cash in the near term, wants to see the wider portfolio, and wants the licence in place before the classification piece lands.

Next: follow up this week with the portfolio walkthrough Keith asked for. A decision of any size goes back through Shunan Liu, the President.

● CALL BOOKED

Ernie Magalotti · Total Reliance Logistics

BOOKED

Booked Thursday 21 August · call today, Monday 24 August

Ernie changed companies in the middle of the thread. He replied to say his old address was dead and gave us the new one, so the invite was reissued the same day rather than quietly bouncing. Worth knowing before you dial: he has moved from a large forwarder to a much smaller operation, so treat the volume question as open.

Dossier: [Ernie Magalotti ↗](#)

● INBOUND AND REPLIES

Al Sweis · Freight Wizards

Came in through your website, not through outreach

Wants to talk about replacing his transport management system outright. First person to hear the replacement pitch, and he is thinking it over ahead of a meeting next week. Worth flagging because it points at a second offer we are not yet running in outbound.

Dillon Bhikha · UKP Worldwide

LinkedIn reply, Friday 22 August

"This is something we have been working on internally to good effect. That being said we could use your support down the line if things don't work to our expectations."

Read: a build it ourselves answer, which is the most common objection from firms with a compliance desk. Parked for a check back in ninety days rather than pushed.

PART 2

LinkedIn Had Its Strongest Week Of The Engagement

Both sender accounts came off warmup and went to full pace

MEASURE	10 TO 16 AUG	17 TO 23 AUG	CHANGE
Connection requests sent	101	321	3.2x
Connections accepted	25	101	4.0x

MEASURE	10 TO 16 AUG	17 TO 23 AUG	CHANGE
Acceptance rate	24.8%	31.5%	up 6.7 points
Messages sent	3	107	36x
Replies	1	9	9x
Tagged interested	0	4	new

A 31.5 percent acceptance rate on cold connection requests to logistics and customs leaders is a strong number. It says the targeting is right and the profiles are credible to the people we are approaching.

Who accepted. Presidents, chief operating officers and commercial directors at Noatum Logistics, APL Logistics, Rhenus, Zencargo, Odyssey Logistics, Dunavant, ICAT Logistics, UPS, Logistics Plus, OIA Global and Alba Wheels Up, among others. This is the seniority the reply data told us to aim at.

What the message is doing

The opener leads with the number rather than a question: the AI does the line by line duty work in minutes at 99.8 percent accuracy, so the same desk clears far more entries without hiring, with Pentagon Freight Services as the proof. The follow up offers to run a batch of their own lines, free, and they keep the analysis either way.

Nine replies from 107 messages is 8.4 percent. The four tagged as interested are in Adrian's and Jonny's inboxes now.

PART 3

What The Data Told Us, And What We Changed

We read all 95 replies ever received. Three facts came out.

1. **Every booked call came from a company that pays an outside broker to do its customs paperwork.** Freight forwarders and importers. They see Ripple as a bill going away.

- 2. **Customs brokers, the firms paid to do that paperwork, pushed back.** "Cheaper and faster" sounded like their income disappearing. One wrote: "We are customs brokers and do classifications ourselves. We can't afford to pay someone to do this."
- 3. **Owners and finance leaders book calls. Compliance staff say no.** The best lead in the whole account is a CFO who replied seven times.

So the strategy adjusts like this: sell savings to the companies that pay for customs work, sell extra capacity to the brokers who do it, and always email the owner or the money person, never the compliance desk.

PART 4

Jonny's Plan Is The Plan

The campaigns are his campaigns, mapped one to one

[Open Jonny's document ↗](#)

Every campaign sells the same offer: the free Customs Health Review, delivered on a short call. That is Jonny's Campaign 4, built into the ending of every email rather than sent as its own email, so all 9,368 people receive it.

CAM PAIG N	WHO IT TARGETS	LEADS LOADED	WHAT THE EMAIL SAYS	FROM JONNY'S DOC
A	Licensed customs brokers	321	Your experts keep the judgement calls, handle more entries without hiring	Campaigns 1 and 2
B	Freight forwarders	207	The manual work before CargoWise, gone	Campaign 3
C	US manufacturers with customs staff	3,308	Keep customs codes current without the manual grind	Campaign 5
D	Oil and gas equipment makers	309	Same, told through the drilling engagement	Campaign 5
E	Other importers with customs staff	4,997	Same as C, reserve volume	Campaign 5

CAM PAIGN	WHO IT TARGETS	LEADS LOADED	WHAT THE EMAIL SAYS	FROM JONNY'S DOC
F	Logistics firms, any kind	1,875 staged, needs Adrian's yes	Shipment documents typed in for you, in seconds	Our addition
G	Export control leaders at technical manufacturers	226	How do you manage ECCN classification today	Campaign 6

Campaign F, unpacked. This one sells a different thing: not customs codes, but the typing. Freight companies receive piles of shipment paperwork every day and staff retype it into their systems by hand. Ripple reads those documents and does the typing in seconds. Two reasons we added it: Adrian has called this Ripple's strongest product, and the one deal this outreach has produced so far, Known, bought exactly this. The 1,875 leads are found and waiting. It cannot send yet because our agreement bills for customs classification calls, so Adrian needs to confirm a document processing call counts as billable. One yes and it loads.

Only three words changed anywhere: "Check", "free" and "invoices" trip spam filters, so the copy says Customs Health Review, no charge, and shipment documents. Everything else is as written.

One addition beyond the document: **campaign F**, document processing for logistics firms. It takes Jonny's manual document processing theme to its own audience, and it is the same work the Known engagement proved demand for. 1,875 leads are staged and load on Adrian's go-ahead.

PART 5

How The 9,368 Were Qualified

Yes, every lead went through the qualification gate. Here is the funnel

1. **Pulled roughly 44,000 US companies** from the government's registers of licensed customs firms and a large business database.
2. **Gated against your buyer definition.** Different proof for each group, because each group leaves different evidence:
 1. **Manufacturers and importers:** kept only if they employ customs or trade compliance staff on payroll right now. Paying salaries for the problem is the strongest proof a company can give. Their websites cannot show this, we tested that: 0 of 150 real importers mention customs on their site, including Airbus while it was hiring customs staff.
 2. **Freight firms:** kept only if they hold the federal ocean licence, and an AI read each company's website to throw out the household movers and domestic truckers that hold the same licence.
 3. **Brokers:** kept only if the AI confirmed customs brokerage on their own website.

About 17,000 companies survived this step. The rest were rejected.

3. **Found one senior decision maker per company.** Owner, President, CFO or COO. Never compliance staff, except campaign G where the compliance leader is the buyer.
4. **Found and verified their email address.** Anything unverifiable was dropped, not guessed.
5. **Final scrub:** competitors blocked, your live pipeline removed, Noble and Seadrill included, and banned industries deleted. **9,368 survived all five steps and were loaded.**

The same gate now runs automatically on every future list before it can load. A list where fewer than 70% of companies pass is blocked entirely.

PART 6

The Seven Campaigns, Loaded And Waiting On You

Where the email volume went

1,983 emails went out across the week to 667 new people, and they produced three replies. Almost all of that was the tail of the July campaigns finishing their sequences. Those campaigns are now complete and have stopped.

The seven rebuilt campaigns have not sent a single email. They were built, qualified, loaded and set to draft, and they have sat in draft since, waiting for the copy sign-off. That is the whole explanation for a quiet week on email, and it is the one thing standing between the list and the market.

CAMPAIGN	WHO IT TARGETS	LEADS LOADED	STATUS
A	Licensed customs brokers	321	Draft, awaiting sign-off
B	Freight forwarders	207	Draft, awaiting sign-off
C	Manufacturers with customs staff	3,308	Draft, awaiting sign-off
D	Oil and gas equipment makers	309	Draft, awaiting sign-off
E	Other importers with customs staff	4,997	Draft, awaiting sign-off
G	Export control leaders	226	Draft, awaiting sign-off
F	Logistics firms, document processing	1,875 staged	Needs Adrian's yes on billing

9,368 people are loaded and ready. At 2,000 sends a day that is roughly nine sending days to work the whole list once. Every day the copy sits unapproved is another two thousand people not contacted, and roughly a week added before we can read the result.

Deliverability is clean while we wait

Three bounces on the week and no unsubscribes. Warmup has kept running on every sending address throughout, so the infrastructure is in the same health it was in when

the July campaigns were performing. Nothing has been lost by waiting a week. A second week would start to cost us.

PART 7

What We Need From You

- ✓ **Jonny and Adrian: sign off the copy.** The rebuilt plan lands with you both on Tuesday 25 August, shaped by Monday's call and including the replacement offer as a test slice. One yes and 9,368 people start receiving email the same day.
- ✓ **Adrian: yes or no on campaign F.** Is a document processing call billable under the agreement? Yes, and 1,875 logistics firms load straight away. This is the product you have called your strongest, and the Known engagement proves it sells.
- ✓ **Adrian: send the product list.** The systems replaced at Jazz and at Pentagon, so the replacement copy can be written without naming anything you are not comfortable naming.
- ✓ **From us this week:** chase and rebook Karan at Profreight, who missed the rebooked slot, and keep pushing Rock Solid for the signed NDA.