



LINKEDIN OUTREACH TEMPLATES

LUTHER LANDRO

VSL001 — COLD OUTREACH REPORT

LINKEDIN COLD

Hi [Name], I ran a quick ADA scan on your website and noticed a few issues that could put you on a law firm's radar.

Here's a short video explaining what I found: [LINK]

LINKEDIN FOLLOW-UP

Wanted to circle back in case you missed this:

Your ADA report video: [LINK]

Happy to run a full audit at no cost.

LINKEDIN GHOSTED

No worries if now's not the time. Here's the video one more time for your records: [LINK]

VSL002 — COLD REPORT DROP

LINKEDIN COLD

Hi [Name], I created an ADA risk report for your business. You didn't request it. I just didn't want you caught off guard.

Here's a quick walkthrough: [LINK]

LINKEDIN FOLLOW-UP

Resending your ADA report video in case it got buried: [LINK]

If you want the full audit, I can run it for free.

LINKEDIN GHOSTED

All good on my end. Here's the video again so you have it handy: [LINK]

VSL003 — GENERAL OUTREACH

LINKEDIN COLD

Hi [Name], ADA lawsuits are spiking for small businesses. I recorded a short video explaining the risks + how to check your site quickly: [LINK]

If you want a free scan, I can run it anytime.

LINKEDIN FOLLOW-UP

Hi [Name], just wanted to bump this your way; ADA risk video: [LINK]

Happy to run the scan if you want clarity.

LINKEDIN GHOSTED

No pressure, just closing the loop. Video again if useful: [LINK]

VSL004 — SETTLEMENT SCARE

LINKEDIN COLD

Hi [Name], a lot of businesses in your niche are getting hit with ADA settlements. I made a short video on what's going on + how to stay ahead: [LINK]

LINKEDIN FOLLOW-UP

Hi [Name], quick follow-up. Here's that ADA settlement video again: [LINK]

Let me know if you want a risk check.

LINKEDIN GHOSTED

Last touch here. Full ADA settlement overview video for you: [LINK]

Reach out anytime.

VSL005 — HANDOFF REFERRAL

LINKEDIN COLD

Hi [Name], I took a quick look at your site for ADA risks. If you want real clarity, I can connect you with a specialist who'll walk you through a no-obligation plan.

Short video summary here: [LINK]

LINKEDIN FOLLOW-UP

Hi [Name], checking in. Here's the ADA clarity video again: [LINK]

Want the specialist intro?

LINKEDIN GHOSTED

Hi [Name], final message from me.

If you ever want that specialist connection, here's the video again: [LINK]