



# How We Build Done-For-You Outbound That Actually Works

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## Getting Started (And What It Costs)

No two businesses need the exact same outbound strategy — so we don't treat pricing like a take-it-or-leave-it menu. At Build Digital Future, we work case-by-case to create packages that work for your business model, goals, and budget. You can use the pricing calculator on our homepage to get a rough estimate, but the real value comes from our initial consultation. That's where we learn what you need, what's possible, and how we can make it work on both sides. We care less about squeezing you into a box and more about creating a win-win relationship that gets real results. Whether you're a lean startup or a growing team, our process adjusts to what will actually move the needle for you.

## The Discovery Process

Before anything gets sent, tested, or tracked, we go deep. Our discovery process starts with a call where we learn everything we can about your business. What you sell. Who you're trying to reach. What makes a deal a 'yes.' What kind of outreach you've tried in the past — and what didn't work. We also ask the questions most agencies skip: What do your clients say after they sign? Where do you feel stuck? What would 'growth' actually look like if it were easy? This isn't just to fill out a profile — it's so we can build outbound that actually reflects who you are and speaks directly to the right audience. The best strategies don't start with assumptions. They start with context. And we make sure we have it before we write a single line.

## How We Design the Strategy

Once we understand your goals, we start crafting the outbound framework. This is where we map messaging, targeting, and channels to create a strategy that fits your model and market. It's not just about finding prospects — it's about creating the kind of conversations that lead to real opportunities. Depending on your needs, that might include a cold email sequence, LinkedIn outreach, phone calls, or custom value-driven content designed to get attention and earn trust. Every piece is deliberate, and every campaign is shaped to the way your prospects buy — not just the way most people sell.

## Tools, Systems, and the Network You Get Access To

You're not just getting manpower — you're getting a system. We've already built the tools, messaging banks, workflows, and reporting systems that let us move fast and track what works. Plus, we've built a network of companies, tools, and resources we can tap into depending on the kind of outreach you need. Sometimes we start with your existing offer. Sometimes we craft a new one. Either way, we use what works — and we've tested a lot of what works.



- Here's a glimpse of what we plug into your campaign:
  - • Email + LinkedIn sequencing frameworks
  - • Warm-up tools, deliverability tracking, and lead scoring
  - • Offer design, including custom value products if needed
  - • Our vetted data sources and curated ICP filters

### Execution and Personalization

Once the system is ready, we launch and manage everything. Every campaign is personalized — we don't just hit send on a template. We adapt messaging, test variations, and optimize based on what gets real responses. If you already have a strong offer, we'll use it. If you don't, we'll help craft one that fits your audience and your tone. It's not about throwing ideas at the wall — it's about building a repeatable system that earns responses and sets qualified meetings. Everything runs in the background while you keep your focus where it should be: on the actual business.

### Lead Handoff and Nurturing

We don't send you unqualified names and call it a day. Our job is to nurture conversations until the lead is ready to talk. That includes multiple follow-ups, soft touches, and even casual replies that move things forward until they book a time with you.

- Here's what happens before a lead hits your calendar:
  - • We qualify based on decision-maker fit and interest level
  - • We handle follow-ups and keep the thread alive
  - • Once they express interest, they book directly into your calendar
  - • You show up to a conversation — not a cold call

### All You Do Is Show Up

We don't just help you generate leads. We help you build an actual outbound growth channel that works in the background, doesn't need babysitting, and creates real opportunities. This is done-for-you business development — not just cold emails. And the easiest way to start is with a strategy call. We'll walk through what makes sense, what we'd recommend, and how to make outbound something you can rely on — not something you have to figure out.

Want to get started? Head to our homepage to run an estimate using the pricing calculator or schedule your intro call now.