

Resource Kit:

Building a World-Class Outbound Program

Use these resource links to put Josh's Master Class into practice in Apollo!
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Targeting the right people

Apollo How To

- [Apollo Search Filters](#): overview and filter glossary
- [How to Create a Persona](#)
- Connected your CRM? Learn how to use the [Apollo Data Health Center](#) to identify who from your target market is missing from your CRM.
- [Calculate Your TAM](#) in Apollo.
- [Create / Edit a Contact or Company List](#)

Apollo Filters to inform when to reach out

- Buying intent
 - [Overview of Apollo's Buying Intent](#)
 - [List of available buying intent topics in Apollo](#)
 - [How to use buying intent in Apollo](#)
- Headcount growth

- [Job postings](#)
- [Technologies](#)
- [News](#)
- [Funding](#)
- Time in role
- Job change
- [Website visits](#) (beta, as of April 2024)

Where is it in Apollo?


- [Search People](#)
- [Search Companies](#)
- [Manage Personas](#)
- [Select Buying Intent Topics](#)

Read

- [Identify your Ideal Customer Profile](#)
- [What are TAM, SAM, and SOM? A Guide for Sales Reps and Marketers](#)
- [How to up-level your prospecting in Apollo](#), including using filters like **years in current role** and **headcount growth**.

Watch

- [5 Ways to Find Better Leads and Automate Prospecting](#)
- [How to Build Amazing Lead Lists](#)

 Watch the full 7-part course, [How to Find Leads and Book Meetings with Apollo](#), for a comprehensive guide to setting up and using Apollo to build your pipeline.

Messaging: emails and calls

Apollo How To

- [Create and edit email templates](#)
- [Create and edit Snippets](#)

Where is it in Apollo?


- [Create a Snippet](#) to save time on email and call content.
- [Create an email template](#)

Read

- [Sales Email Subject Lines that Actually Convert \(with Examples!\)](#)
- [7 Elements of a Perfect Cold Email](#)
- [6 expert-recommended cold calling scripts](#) for booking more meetings.
- [Sample Outbound Email Templates](#)
- [How do I write effective sales emails?](#)

Watch

- Free Master Class: [How to Write Cold Emails Anyone Will Respond to](#)
- [Mastering Cold Emails: A 3 Step Structure for More Replies](#)
- [Tips on improving your email copy](#)

 Brush up on your cold-calling skills by watching [Perfecting the Cold Call: How to Win on the Phones](#)

Building Successful Sequences

Apollo How To

- [Get to know what's possible with Sequences](#)
- [Create a Sequence](#)
- [Configure the Dialer](#)
- [Add calls to a sequence](#)
- [Add and complete LinkedIn tasks in a sequence](#)
- [Add contacts to a sequence](#)
- [How to change the schedule for a sequence](#)
- [How to Avoid the Spam Filter](#)

Where is it in Apollo?

- [Link your mailbox](#)
- [Create a sequence](#)
- [Sequence settings](#)

Read

- Get inspired by these [3 examples of high-performing sequences](#).
- Learn [how to create an automated outbound campaign](#).

Watch

- See [how to set up 5 different sequences](#) to book more meetings.
- Follow along this walkthrough of [how to build a sequence in Apollo](#), with automatic or manual emails, phone calls, and LinkedIn touches.

Analytics & Optimization

Apollo How To


- [Build and Access Reports in Apollo](#)
- [Build and Access Dashboards in Apollo](#)
- [Access Apollo Email Analytics](#)
- [Add an A/B Test to an Email Step in a Sequence](#)

Where is it in Apollo?

- [Dashboards](#)
- [Reports](#)
- Check deliverability health [per linked mailbox](#)

Watch

- [How to A/B test effectively](#)
- How to [optimize your outbound workflow with Apollo Analytics](#)

 Want to learn how to book more meetings? [Watch our webinar](#) on how to build sequences, proven by our data, to get more replies and bookings.

Automation

Apollo How To

- [Create and subscribe to saved searches](#)
- [Overview of Apollo Plays](#)
- [How to Create a Play](#)
- [Leverage Plays to Automate Your Sales Workflow](#)
- [Set up and use the Slack <> Apollo integration](#)

Where is it in Apollo?

- [Set up an Apollo Play](#)
- [Job Changes](#)
- [Saved Lists](#)

Read


- [Identify your Perfect Leads with AI-Powered Lead Scoring](#)
- [5 Types of Automation in Apollo to Streamline Your Sales Process](#)
- [How to Use Sales Automation the Right Way](#)

Watch

- [How to automate prospecting for your persona](#)
- [Automatically route inbound leads to sequence](#)
- [4 Ways to Automate Selling with Apollo Plays](#)

How to get help & training on Apollo

- When logged into Apollo, click on the black circle with the question mark on the bottom right of the screen. From there you can find resources, submit a support ticket, or chat with our support team.
- Find your answers in the [Apollo Knowledge Base](#)
- Submit a support request [here](#).
- Learn from our training library in [Apollo Academy](#).

 Need basic Apollo training? Join one of our [daily live webinars](#). (Must have an Apollo account and log in to access.)