

# 101 'Third Doors'

1. Industry Board Game – Create a custom board or card game about your industry and send it to top prospects.
2. Free Lunch Drop – Deliver free lunch to dozens of potential clients with unique packaging and shareable messaging.
3. Complaint Booth – Host a “complaint booth” at events where prospects vent about industry problems (and you gather insights and content).
4. Reality Show Series – Film a short reality-TV-style video series related to your industry to engage and entertain prospects.
5. Personalized Comic – Write a comic book featuring your prospects as characters in a story that highlights your value (GumGum).
6. Giant QR Code Tour – Carry a giant inflatable QR code to public spots, prompting curious prospects to scan and discover your pitch.
7. Free Mentorship Campaign – Offer free 30-minute consulting calls with industry experts as a way to attract and help potential leads.
8. Branded Food Truck – Park a food truck outside a big prospect’s office giving away free coffee and logo-shaped snacks to spark goodwill.
9. Lead Magnet Signup – Offer an exclusive useful resource (e.g. ebook, toolkit) to new newsletter subscribers to quickly capture leads.
10. Swag Clothing Line – Drop a limited-run clothing line with cool designs (not boring logos) for your brand and gift them to prospects.
11. Industry Mini-Game – Launch a simple web game that humorously parodies your industry while subtly showcasing your product or message.
12. Industry Art Show – Organize an art show where all pieces are inspired by your industry, and invite prospects for a unique networking event.
13. Venmo Two Cents – Send a prospect \$0.02 on Venmo with a note asking for their “two cents” on your idea, using humor to get attention.

14. Cupcake Delivery Resume – Dress as a delivery driver to hand-deliver cupcakes (or donuts) with your resume or pitch hidden inside (Lukas Yla).
15. Resume on a Cake – Print your resume on a cake and have it delivered to your dream employer’s office as a sweet power move (Karly Pavlinac Blackburn).
16. Airport Sign Ambush – Wait outside a private airport or event with a clever sign addressed to your target, to grab their attention in person.
17. Leftovers for Good – Deliver a restaurant’s leftover food to people in need and tell your prospect about it, highlighting your values through action.
18. Handwritten Note – Send a heartfelt handwritten letter to cut through the digital noise with a personal touch.
19. Video Brochure Card – Mail a greeting card with a tiny video screen inside that auto-plays your personalized pitch when opened.
20. Proactive Audit – Do a mini project or audit that improves your prospect’s business and send it to them as proof of the value you can bring.
21. Face Socks – Gift a pair of socks printed with your prospect’s face or logo and a note that you’re “a good fit” to work together.
22. Homemade Treats – Bake something yourself (cookies, etc.) and deliver it with a note tying it into your message – personal effort stands out.
23. Future News Headline – Create a fake newspaper or magazine cover story that shows a successful future partnership between you and the prospect (Tim Grover).
24. Research Gift Box – Send a box filled with small gifts that each relate to something you learned about the prospect, demonstrating you did your homework.
25. Pizza Message – Send a pizza with toppings arranged to spell out a brief message (like “Call Me”) for a fun, edible pitch.
26. Gatekeeper-Proof Wrap – Wrap your mail or package like a personal gift (with the exec’s name on it) so it reaches them without being opened by an assistant.
27. Phone in a Box – Send a smartphone pre-loaded with a video pitch or set to ring at a specific time to ensure your prospect literally gets your call.

28. Quirky Subject Line – Use an unusual email subject like “27-sec catch up? ” to intrigue busy people with your brevity and personality.
29. Cutco Knife Gift – After a meeting or call, send a nice engraved knife with a note thanking them for “carving out time” to talk (John Ruhlin).
30. Personal Cartoon – Draw or commission a custom cartoon that humorously addresses your prospect’s situation or pain point, with a caption suggesting you connect (Stu Heinecke).
31. Sword to the CEO – When a target’s company hits a challenge, send a decorative sword with a note offering help “in the next battle” (Dan Waldschmidt).
32. Roof Shingle Pun – Mail a roofing shingle with the message “You + Me = Sales through the Roof” to a prospect to say you’ll boost results (Ash Ambirge).
33. Rap Video Email – Record a short rap or music video that includes your pitch and personalizes it to the prospect, then send it over (Jeremy Leveille).
34. Billboard Shoutout – Buy a billboard or outdoor ad near your target’s office with a message that calls them out (politely) and invites them to talk (Adam Pacitti).
35. Google Yourself Ad – Run a Google ad that appears when your prospect googles themselves or their company, with a message from you asking for a meeting (Alec Brownstein).
36. Social Targeting Ad – Use Facebook/LinkedIn ads targeted so narrowly that essentially only your prospect sees a message addressed to them by name.
37. Podcast Invitation – Launch a small podcast or webinar series and invite your target as a guest, giving them a platform in exchange for time to connect.
38. Celebrity Endorsement – Pay for a Cameo video from a celebrity your prospect likes, having the celeb invite your prospect to get in touch with you.
39. Mobile Billboard – Hire a truck with a digital billboard to park outside their office or event, flashing a custom message or creative pitch they can’t miss.
40. Puzzle Piece Mailer – Send a single jigsaw puzzle piece with a note: “You’re the missing piece – let’s meet to complete the picture,” implying a perfect fit.
41. Treasure Hunt – Give your prospect a clever clue that leads to another (via a URL or puzzle), eventually leading them to your pitch – turning outreach into a game.

42. Comic Strip Email – Email a short, funny comic strip that caricatures a problem they face and ends with your solution and a meeting suggestion.
43. Conference Pop-In – Attend a conference where your target is present and ask a great question during Q&A to get on their radar, then follow up referencing it.
44. Volunteer Backstage – Volunteer at an event where your target will be (or find a way to be event staff), giving you a natural opportunity to meet them.
45. Mutual Friend Delivery – If you have a mutual connection, ask them to hand-deliver your note or gift to the target, leveraging trust by association.
46. Cause Donation – Donate to a charity your target supports in their name, then let them know – a genuine gesture that can open them up to a conversation.
47. Custom LEGO Set – Build a mini model of your prospect's product or logo with LEGO bricks and send it with a note drawing a parallel to building a partnership.
48. Foot-in-Door Prop – Mail a single shoe with a note saying “Just trying to get my foot in the door!” to use humor and get a laugh (and a meeting).
49. Odd Timing Card – Send a holiday card wildly off-season (like a Christmas card in July) with a funny note about why you couldn't wait, to make them smile and notice you.
50. Pop-Up Brochure – Create a small pop-up book or 3D paper brochure that illustrates your value prop in a tactile, memorable way.
51. Meme Outreach – Make a meme about something related to your prospect or industry and share it with them to break the ice with a laugh.
52. Coffee on Me – Send a small coffee gift card via email with a note “Have a coffee on me – I'd love 15 minutes to chat when you have time.”
53. Open-Source Assist – Contribute a useful fix or feature to your target's open-source project or tool, then reach out to show what you did as a way to introduce yourself.
54. Student Approach – Request a brief meeting under the pretext of being a student or researcher seeking advice; people often say yes to mentorship requests (Alex Banayan).
55. Copycat Site – Make a one-page parody of your prospect's website or profile that actually pitches you or your idea, and send them the link for a chuckle.

56. Serenade Pitch – Write a short song or jingle about why you want to work with them, record yourself performing it, and send them the video.
57. Custom Calendar – Design a calendar where each month highlights a benefit of working together, and send it as a creative, useful reminder of you.
58. Public Challenge – Challenge your prospect to a friendly competition or bet on social media (e.g., a charity challenge) to spark interaction and camaraderie.
59. NFT Pitch – Mint a simple NFT with your proposal or a piece of art that symbolizes your idea and send it to your prospect’s crypto wallet for a futuristic pitch.
60. Hobby Hook – Send a gift related to your target’s personal hobby or passion along with a note tying it into your pitch (shows you know what they care about).
61. Award Them – Create a fake award (certificate or trophy) naming your prospect as the best in something, and deliver it with a note that segues into why you want to meet.
62. Mystery Package – Send a small locked box with a note that the “key” to opening it is to talk with you (and you’ll give them the code or key during a meeting).
63. Riddle Email – Start your email with a short riddle or brainteaser relevant to their business, and use the answer as a segue into your pitch (a clever hook).
64. Chalk Message – Write a friendly message in sidewalk chalk outside their office building (public but temporary) inviting them to reach out to you.
65. Radio Shoutout – Get a shoutout or message to your target on a local radio show or podcast they follow (even if you have to call in or sponsor it) to surprise them in their daily routine.
66. Sing Telegram – Send an old-fashioned singing telegram or musical e-card that performs a humorous custom song including your message.
67. Lunch & Learn Pop-Up – Show up at their office with free lunch for their team and offer a quick, fun “lunch and learn” session about a problem you can solve (with permission from office management).
68. Persistence Series – Send something small every day for a week (like a postcard, puzzle piece, or clue), each hinting at your message, until the final one directly asks for a meeting.
69. Gift to Assistant – Win over the gatekeeper by giving the executive’s assistant a small gift or treat and a friendly note, so they remember you and perhaps champion your

cause.

70. Clever Job Title – For job seekers, set your LinkedIn title or email signature to something like “Future [Company Name] Employee” – a bold statement that might catch recruiters’ eyes.
71. Picture This – Photoshop a fun image of you and the prospect succeeding together (e.g., holding a trophy) and send it as a lighthearted visualization of a future partnership.
72. No-Ask Thank You – Publicly praise your target (e.g., a LinkedIn post about what you learned from them) without any ask; the flattery can warm them up for when you do reach out.
73. Reverse Interview – Ask if you can interview them for an article, blog, or video on industry insights – giving them exposure and a platform while giving you quality time to connect.
74. Faux Ad Mockup – Design a fake advertisement featuring their company (or them) alongside your product in a positive way, to help them envision a collaboration, and share it with them.
75. Desk Drop – If possible, leave your proposal or a gift on their actual desk or office mailbox so it’s the first thing they see in the morning – a bold move that shows effort.
76. Time-Travel Email – Write an email from the future (e.g., dated next year) thanking them for the success of the project you did together – a creative way to express confidence in your idea.
77. Library Book Trick – If they wrote a book, slip a note or business card into a copy at a bookstore or library near them saying how much you’d love to work with them (they might discover it).
78. Personalized Newsletter – Create a one-off “newsletter” issue tailored entirely to them, with fun sections that all point to reasons to meet, and send it in print or PDF.
79. Balloon Delivery – Send a bouquet of balloons to their office; one balloon has a note or QR code attached with your message. It’s hard to ignore a bunch of balloons arriving for you.
80. Video Game Approach – If they enjoy gaming, design a short custom level or a simple app where the gameplay or final screen spells out your message, and invite them to play it.

81. Chase and Ask – When you get a rare chance to see your target in person, don't hesitate: politely approach (even if you have to literally chase them down) and make your request (Alex Banayan).
82. Stealth Meeting Entry – Find a clever way into an exclusive meeting or event (like posing as press or staff) where your target is, then use that access to introduce yourself (Alex Banayan).
83. Bathroom Pitch – Catch your target during a candid moment (even if it's outside the restroom or backstage at an event) and give your quick pitch when they're away from the crowd (Alex Banayan).
84. Starbucks Coincidence – Time your coffee runs to coincide with theirs at the cafe near their office, so you can bump into them casually and spark a conversation.
85. Late-Night Email – Send your email at an odd hour (late night or pre-dawn) so it's atop their inbox in the morning – it shows dedication and might intrigue them about your hours.
86. Friendly Stalker – Engage regularly and thoughtfully with their social media posts so your name becomes familiar, then reach out referencing those interactions once you're on their radar.
87. Office Hours Offer – Publicly offer free “office hours” consultations in your expertise and personally invite your target to drop in for advice on anything – giving value before any sales pitch.
88. Physical Easter Egg – Leave a small item with a hidden message for them in a place they'll find it (like a USB drive labeled “For [Name]” with your pitch inside, left at their reception).
89. Microsite for One – Create a tiny website personalized to your target (their name in the URL) containing a message or video just for them, and send them the link to show the effort you took.
90. Dream Client Video – Make a short video titled “My Dream: Working with [Target]” where you passionately explain why you admire them and how you'd contribute – a mix of flattery and value proposition.
91. Trade Show Gatecrash – If you can't afford a ticket to an event they'll be at, hang out in the lobby or nearby (many areas don't require a badge) and introduce yourself if you spot them.

92. Gamified Mailer – Mail a tiny inexpensive handheld game or puzzle with a note like “Let’s make business a winning game together!” – a physical interactive teaser that sets you apart.
93. Storybook Proposal – Write a brief children’s story style proposal (with illustrations) where your prospect is the hero and your collaboration is the happy ending, and mail it to them.
94. On-Site Pop-Up Demo – Set up a mini demo outside their office (like on the sidewalk or lobby with permission) and invite them and others to see a quick, fun demonstration of your product.
95. Exclusive Invite – Send a fancy VIP-style invitation to a “private briefing” or demo (really a one-on-one meeting) about something that could benefit them – people respond to exclusive events.
96. Custom Merchandise – Create a one-off custom merch item (t-shirt, mug, etc.) that combines their branding with yours in a clever way, and send it as a gift to symbolize a potential partnership.
97. Borrow Their Customers – Talk to a few of their customers (or read their reviews) and compile suggestions or praise, then share those insights with your prospect to show you care about their success (and position your solution).
98. Fake Customer Inquiry – Approach the company as a potential customer to get in dialogue, then (gently) reveal you actually have a business proposition – a bit mischievous but it can work if done right.
99. Lunch Chance – Hang out at popular lunch spots near their office at noon and casually network; you might end up sharing a table with your target and strike up a conversation naturally.
100. Thank-You Follow-Up – If they publish content or speak publicly, send a thank-you note highlighting what you learned and how it relates to your idea – a genuine approach that can lead to further discussion.
101. Surprise Referral – Without being asked, send a valuable business referral or lead their way; once you’ve helped their business, reach out to suggest meeting – leveraging reciprocity to open the door.