

WhatsApp Outreach Playbook

Voice Scripts & Warm-Up Templates

Build professional rapport without live phone calls.

Three scenarios. Three scripts. Three text templates.

One complete outreach sequence.

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Why This Approach Works

International commodity trading runs on WhatsApp. Mandates, brokers, and buyers across the Middle East, Africa, Europe, and Latin America communicate primarily through messaging — not live calls. This playbook gives you a professional, async workflow that builds trust without requiring you to pick up the phone.



Industry Standard

WhatsApp is the #1 communication channel in global energy trading. You're not cutting corners — you're meeting counterparties where they already are.



Async, Your Schedule

Record a voice memo on your break. Send it when you're safe. No live call stress, no missed moments, no distracted conversations.



Voice = Personal

A voice memo carries your tone, confidence, and personality — the three things a text message cannot. It's the next best thing to being in the room.



Reports Do the Work

Your DD reports and professional PDFs signal competence before you speak. The documents build credibility; your voice memo builds connection.



The Complete 5-Step Sequence

1

Send the **warm-up text** — names you, sets time expectation, teases value

2

Wait **2–3 minutes** — give them a moment to see the text before the memo arrives

3

First Contact

Use when: Responding to an SCO or offer they sent you

STEP 1 — WARM-UP TEXT

Send this first. Wait 2–3 min.

"Hi [Name] — Jamal from BarrelBridge here. I've looked at the offer you sent over. Sending you a quick voice note with my initial thoughts — 60 seconds."

12:34 PM ✓✓

STEP 3 — VOICE MEMO SCRIPT

Under 90 seconds. Use as a guide — not word-for-word.

"Hey [Name], this is Jamal from BarrelBridge. I got the offer you forwarded and I've already started running it through our due diligence process. I wanted to reach out personally because not everyone takes the time to actually verify what they're working with — and I think that matters in this industry.

I'll have something back to you shortly. If the offer checks out, we can talk about next steps. If it doesn't, I'll tell you exactly why and what to look for instead.

Either way, you'll have clarity. Talk soon."



Delivery tips

- Record in a quiet moment — parked, on a break, indoors
- Don't rush. Slow, confident delivery sounds more credible
- The phrase "I think that matters" shows character, not just competence

DD Report Follow-Up

Use when: After sending a Due Diligence Assessment

STEP 1 — WARM-UP TEXT

Send this before the voice memo.

"Hi [Name] — just sent you the DD assessment as a PDF. Also sending a voice note with the key points before you read it. Worth hearing first."

2:17 PM ✓✓

STEP 3 — VOICE MEMO SCRIPT

Personalize the [one sentence summary] with the actual finding.

"Hey [Name], Jamal here from BarrelBridge. I just sent you the due diligence assessment on that offer — it's a PDF, you should have it in your email.

I wanted to flag a few things personally before you read it. The short version is [one sentence summary — e.g. 'the pricing structure alone disqualifies this seller']. I know that's not the news you were hoping for, but catching it now saves you time and money.

If you have other offers you're looking at, I'm happy to run the same process. Just send them over. No charge for the initial review."

⚠ Key phrase to nail

"No charge for the initial review" — this removes the barrier to getting more deals referred to you. The revenue comes from mandates who trust you enough to pay for deeper work or to bring you into a real transaction.

Cold Outreach

Use when: You found their name or were referred to them

STEP 1 — WARM-UP TEXT

Short. No ask. Just an intro.

"Hi [Name] — my name is Jamal. I run a brokerage focused on deal vetting in crude and fuel. Got a quick intro in a voice note — 60 seconds, no pitch."

9:41 AM ✓✓

STEP 3 — VOICE MEMO SCRIPT

Mention the referral or connection point naturally.

"Hey [Name], my name is Jamal — I run a brokerage called BarrelBridge. We specialize in vetting crude and fuel deals before mandates and buyers commit to anything."

I was connected to you through [referral name / LinkedIn / the group] and I wanted to introduce myself properly."

In this market there's a lot of noise — fake SCOs, bad actors, wasted time. What we do is cut through that. I'd love to understand what you're working on and see if there's a way I can add value. No pitch, just a conversation."

Send me a message back when you get a chance."

 Why "no pitch, just a conversation" works

In a market full of people trying to sell mandates on deals, explicitly naming that you're NOT pitching is a pattern interrupt. It signals confidence and lowers resistance before they even reply.

Quick Reference Card

Save a screenshot of this page to your phone for fast access in the field.

Scenario

Warm-Up Text

Voice Memo Hook

 First Contact

"I've looked at the offer... sending a quick voice note — 60 seconds."

"I've already started running it through our due diligence process."

 DD Follow-Up

"Just sent you the DD assessment... worth hearing the voice note first."

"I wanted to flag a few things personally before you read it."

 Cold Outreach

"Got a quick intro in a voice note — 60 seconds, no pitch."

"No pitch, just a conversation. Send me a message when you get a chance."

Voice Memo Delivery Rules

 DO

- Record parked, on break, or indoors
- Speak naturally — don't read word-for-word
- Keep under 90 seconds
- Follow with a soft CTA text after

 DON'T

- Record with background noise
- Send the memo without the warm-up text
- Go over 90 seconds — it gets skipped
- Pitch on the first touch

Step 5 — Always End With This

"Let me know what you think when you get a chance."

Low pressure. No deadline. Easy to reply to.

We Vet the Deal So You Don't Have To

BarrelBridge is an oil and gas brokerage and due diligence firm. We specialize in identifying fraudulent offers, validating legitimate counterparties, and helping mandates and brokers build credibility with buyers and sellers in global energy markets.

4+

Cases Assessed

100%

Fraud Detection Rate

0

Bad Deals Advanced

Send your next SCO to

jamal@pamjamenergy.com

Initial review — no charge

petrobarrelbridge.com

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