FREE GUIDE · ADDEX

FREE

One Man Band

How one person can prospect, sell and follow up like a full sales team – with AI and a simple weekly system.

by Adde · Addex · addex.tech

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STUCK ON A STEP?

Book a 30-minute strategy call with Adde – $50 / €50

We fill in the blanks for your business: ICP, scripts, automations and weekly targets.

addex.tech/en/book/ · info@addex.tech

Educational material. Results are not guaranteed. Tool names are examples, not endorsements. Follow applicable privacy and anti-spam laws.

01

Why the One Man Band wins now

Ten years ago a solo seller was outgunned. A competitor had SDRs, a marketing team, a CRM admin and an assistant. Today most of that work can be done by one person with the right AI stack and – more importantly – the right **system**.

After 20+ years in B2B, SaaS and customer-experience enterprise sales, I see the same pattern over and over: the tools are not the bottleneck. Discipline, focus and a repeatable weekly rhythm are.

This guide gives you the frame. It is deliberately not a finished paint-by-numbers manual – every business is different. Where you see a blank line, that is your homework. Where you see 🔒, that is the part we build together in a 1:1 session.

What a One Man Band actually does

Role	Old way	One Man Band way
Researcher / SDR	Junior hire, 40 h/week	AI research + 30 min/day
Copywriter	Agency	AI drafts, you edit
Assistant	Part-time hire	Automations + templates
Closer	You	**Still you** – this is where your time goes

> *Rule #1: AI does the volume. You do the trust.*

Quick self-check

- ☐ I can describe my ideal customer in one sentence
- ☐ I have a list of at least 100 target accounts
- ☐ I contact new prospects every working day
- ☐ My follow-up happens without me remembering it
- ☐ I know my numbers: contacts → replies → meetings → deals

Fewer than three ticks? Start with Step 1. That is normal.

02

Step 1 – Pick a target you can own

The most common mistake solo sellers make is selling "to everyone". AI makes this worse: it is now so cheap to send messages that people spray instead of aim.

The one-sentence ICP

Fill in the blanks:

> *I help _____ (role) at _____ (type of company, size, region) who struggle with _____ to get _____ in _____ (time frame).*

Three filters that matter

1. **Pain you can name** – they would recognise it in the first line of an email.
2. **Budget that exists** – someone already pays for a worse solution.
3. **Reachability** – you can find 200+ of them on LinkedIn or in a directory.

AI prompt: sharpen the ICP

> *"Act as a B2B sales strategist. My offer is [offer]. Suggest 5 narrow customer segments in the US, UK and Australia, rank them by pain intensity, ability to pay and ease of reach, and explain the trigger events that make each segment buy now."*

Run it, then cross out everything you would not enjoy selling to for two years.

🔒 **1:1** *In a strategy call we score your top three segments together and pick the one that gets you to revenue fastest.* **→ addex.tech/en/book/**

03

Step 2 – A prospecting routine that runs itself (mostly)

A One Man Band needs a steady flow of fresh, relevant names – without spending the whole day in spreadsheets.

The 3-layer list

Layer	What	Source
A – Accounts	Companies that fit your ICP	LinkedIn Sales Navigator, Apollo, industry directories
B – People	1–3 decision makers per account	Same tools + company websites
C – Triggers	Why now? New funding, hiring, new leader, expansion	News, job ads, LinkedIn posts

Layer C is where AI shines. A trigger turns a cold message into a relevant one.

Daily research routine (30 minutes)

1. Pull 10 new accounts that match your filters.
2. Ask AI to summarise each company in three lines and find one trigger.
3. Pick the right person and write one personal observation.
4. Add to your CRM with the next step and a date.

AI prompt: account research

> *"Here is the website text and latest news for [company]. In 3 bullet points: what they sell, who they sell to, and one recent change that could create a need for [your offer]. Then write one sentence I could open a cold email with. Do not invent facts." (AI can still make things up – always verify.)*

Warning: always verify. AI makes things up, and a wrong "personal" detail kills trust faster than a generic message.

Your target per week: _____ new accounts → _____ contacts.

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Step 3 – Outreach scripts that get replies

Short, specific, human. That is the whole secret. Here are three frames. They are intentionally skeletons – the wording that fits *your* market is what converts.

Cold email frame: Trigger → Problem → Question

> ***Subject:*** *[trigger] at [company]*
>
> *Hi [name], saw that [trigger]. When teams [do that], they usually run into [specific problem].*
>
> *We help [ICP] [result] without [common pain].*
>
> *Worth a 15-minute look, or not a priority right now?*

LinkedIn connection note (under 300 characters)

> *"Hi [name] – I work with [role]s at [type of company] on [topic]. Your post about _____ was spot on. Happy to connect."*

Cold call opener

> *"Hi [name], it's [your name] from [company]. This is a cold call – do you want to hang up, or give me 30 seconds to tell you why I called?"*

Then: one sentence on the problem, one question. Stop talking.

The follow-up sequence (outline)

Day	Channel	Message idea
1	Email	Trigger → problem → question
3	LinkedIn	Connect with a note
6	Email	Short case or insight
10	Phone	_____
14	Email	_____
21	Email	"Close the loop" break-up

🔒 1:1 *Days 10 and 14 are where most deals are won or lost. The exact messages – and the objection answers that go with them – are what we write together in the 1:1 session.* **→ addex.tech/en/book/**

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Step 4 – Your AI tool stack

You do not need 30 tools. You need one of each, connected.

Job	Examples	Budget tip
Thinking & writing	ChatGPT, Claude, Gemini, Grok	One paid plan is enough
Prospect data	LinkedIn Sales Navigator, Apollo	Start with free tiers
CRM	HubSpot (free), Pipedrive	Pick one and live in it
Email sending	Your normal inbox + a sequencer	Warm up new domains
Meetings	Calendly, Google Calendar booking	Link in every email
Notes & call summaries	Built-in AI notetakers	Ask permission to record
Automation glue	Zapier, Make	Connect form → CRM → email

The stack in one picture

Lead source → CRM → Sequence → Booking link → Call notes → CRM

If a step needs you to copy-paste, it is a candidate for automation.

My rules for tools

- Pay only for what you use every week.
- One source of truth: the CRM. Not your head, not sticky notes.
- Respect privacy and anti-spam rules. Always include an opt-out.

> ***Compliance note:*** *cold email and cold calling rules differ by country. Australia: the Spam Act generally requires consent for commercial email, and calls must respect the Do Not Call Register. UK: PECR and UK GDPR apply (sole traders count as individuals), and calls must be screened against TPS/CTPS. US: CAN-SPAM for email, TCPA and the National Do Not Call Registry for calls. Several US states require all-party consent to record calls. Check local rules – this is not legal advice.*

Which tool will you drop this month? _____

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Step 5 – Content that keeps working between calls

Outreach is a knock on the door. Content is the reason they open it. A One Man Band needs a small, steady content engine – not a media company.

The 1 → 10 method

1. Record **one** 10-minute voice memo or video per week on a real customer question.
2. Let AI transcribe it and turn it into: - 3 LinkedIn posts - 1 short newsletter - 3 short video scripts (TikTok / Reels / Shorts) - 1 email you can use in outreach
3. You edit for 30 minutes. Publish over the week.

AI prompt: repurpose

> *"Here is a transcript of me talking about [topic]. Turn it into 3 LinkedIn posts (max 150 words, hook in first line, one idea each, no hashtags spam) in my voice. Keep my examples. Do not add claims I did not make."*

Post formula

Hook (a strong claim or number) → **Story** (what happened) → **Lesson** (one sentence) → **Soft CTA** ("DM me 'PLAYBOOK' if...")

Your 4 content topics for next month: 1. _____ 2. _____ 3. _____ 4. _____

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Step 6 – Automate the follow-up

Most money in sales is lost in the follow-up, not the first touch. People forget, get busy, or feel awkward. Machines do not.

Minimum automation set

Trigger	Automatic action
Form filled on website	Create CRM contact + send welcome email + notify you
Meeting booked	Confirmation + reminder 24 h before + prep questions
Meeting held	AI summary into CRM + follow-up draft for you to approve
No reply in 5 days	Next step in sequence
Deal won	Onboarding email + ask for a referral after 30 days

The "human checkpoint"

Never let automation send something important without you seeing it. Draft automatically, send manually – especially proposals and anything with price.

AI prompt: meeting follow-up

> *"Here are my notes from a sales call with [name]. Write a short follow-up email: thank them, summarise their 3 main challenges in their words, propose one next step with two time options. Max 120 words."*

🔒 **1:1** *The exact automation map for your tools (which zaps, which fields, which wording) depends on your stack. We map it in 30 minutes on a call.* → **addex.tech/en/book/**

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Step 7 – Turn replies into meetings

A reply is not a meeting. Many solo sellers lose positive replies because they answer too slowly, too long or with a sales pitch.

The 3 reply types

Reply	What it really means	Your move
"Interesting, tell me more"	Curious, not convinced	One sentence + two time slots
"Send me some info"	Polite brush-off – or real interest	Ask one qualifying question first
"Not now / we already have X"	Objection	Acknowledge → question → offer value

The ARQ objection frame

1. **Acknowledge** – "Makes sense, most teams I talk to say the same."
2. **Reframe** – "The ones who switched usually did it because _____."
3. **Question** – "How are you handling _____ today?"

Speed rule

Answer positive replies within **one hour** during business hours. Put a booking link in every reply so they can pick a time without back-and-forth.

AI prompt: reply drafting

> *"A prospect replied: '[reply]'. My offer is [offer]. Draft 2 short answers (max 60 words each): one that books a meeting, one that asks a qualifying question. Friendly, direct, no hype."*

The five objections you hear most often: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____

🔒 1:1 *Your best answers to these five objections – word for word, tested for your market – are part of the 1:1 strategy call.* **→ addex.tech/en/book/**

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Step 8 – Your prompt library

Save these in a note you can open in two clicks. Replace the brackets every time – generic input gives generic output.

Research

> *"Summarise [company] in 3 bullets: offer, customers, recent change. Suggest one reason they may need [offer] now. Do not invent facts." (AI can still make things up – always verify.)*

Personalisation

> *"Based on this LinkedIn post by [name]: '[post]', write one genuine opening sentence for a cold email. No flattery."*

Sequence writing

> *"Write a 4-step email sequence for [ICP] about [problem]. Max 80 words per email. Each email adds one new angle: insight, case, question, break-up."*

Call preparation

> *"I have a call with [role] at [company]. List 7 discovery questions that uncover pain, budget, timeline and decision process."*

Proposal

> *"Turn these call notes into a one-page proposal outline: situation, goals, solution, timeline, investment, next step."*

Weekly review

> *"Here are my numbers this week: [numbers]. Compared to my targets [targets], where is the biggest leak in my funnel and what one thing should I change next week?"*

Build your own

Situation	My prompt
_____	_____
_____	_____
_____	_____

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Step 9 – The weekly One Man Band system

This is the heart of the guide. Without a rhythm, tools are just toys.

Day	Focus	Time
Monday	Plan + research 50 accounts	2 h
Tuesday	Outreach block + calls	3 h
Wednesday	Meetings + content recording	3 h
Thursday	Outreach block + follow-ups	3 h
Friday	Numbers review + admin + learning	1.5 h

Daily non-negotiables

- ☐ 10 new personalised contacts
- ☐ Every follow-up due today is done
- ☐ One piece of content published or scheduled
- ☐ CRM updated before you close the laptop

Your scoreboard

Metric	Target / week	Actual
New contacts	50	_____
Replies	_____	_____
Meetings booked	_____	_____
Proposals sent	_____	_____
Deals won	_____	_____

Blank targets are on purpose. Your numbers depend on your deal size and market.

> 🔒 **1:1** *In the strategy call we work backwards from your revenue goal to the exact weekly targets – so you know every Monday whether you are on track.* → **addex.tech/en/book/**

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Your next 7 days

Reading changes nothing. Doing does. Here is a simple one-week sprint.

1. **Day 1:** Write your one-sentence ICP (Step 1).
2. **Day 2:** Build a list of 50 accounts with triggers (Step 2).
3. **Day 3:** Write your cold email and LinkedIn note (Step 3).
4. **Day 4:** Send 10 messages. Call 5 people.
5. **Day 5:** Set up one automation: form or booking → CRM (Step 6).
6. **Day 6:** Record one voice memo and turn it into 3 posts (Step 5).
7. **Day 7:** Fill in your scoreboard and plan next week (Step 9).

Where people get stuck

- They polish the list forever and never send.
- They send 500 generic emails and burn their domain.
- They get a reply – and do not know how to handle the objection.
- They book meetings but cannot turn them into proposals.

If you recognise yourself in any of these, that is exactly what a 30-minute session is for. **Book it at addex.tech/en/book/ – or email info@addex.tech.**

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CONSULTING

Get the full playbook – built for you.

This guide gives you the frame. In a 1:1 session we turn it into **your** playbook: the exact segment, the messages, the follow-up for days 10 and 14, the objection answers and the automation map for your tools.

What you walk away with in 30 minutes

- ✔ Your ICP scored and sharpened – one segment to focus on
- ✔ Your day-10 and day-14 follow-up messages, written
- ✔ Weekly targets reverse-engineered from your revenue goal
- ✔ Your AI tool and automation map – what to keep, drop and connect
- ✔ A written action list for the next 7 days

This call is for you if…

✔ You sell B2B on your own or in a small team and want more meetings without hiring

✔ You have tried AI tools but have no system that ties them together

✔ You get replies or meetings – but too few turn into deals

$50 / €50 per 30 minutes

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Do it yourself vs. build it with Adde

Task	On your own with this guide	With Adde (1:1)
One-sentence ICP	☐ Template + prompt	☑ Scored and chosen with you
Prospect list	☐ Daily routine	☑ Filters and triggers for your market
Outreach scripts	☐ Skeleton frames	☑ Your wording, days 10 & 14 written
Objections	☐ ARQ frame	☑ Answers to your top 5, word for word
Automation	☐ Minimum set	☑ Mapped to your exact tools
Weekly targets	☐ Blank scoreboard	☑ Worked back from your revenue goal

A

About Adde

Adde has spent 20+ years in B2B, SaaS, customer-experience and call-center enterprise sales – selling and closing enterprise deals and being part of the LeadDesk IPO journey. Today he focuses on AI, automation and sales for solo sellers and small teams.

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Addex Grupp OÜ · Tartu mnt 110, 10112 Tallinn, Estonia · Reg. 17596267 · addex.tech · info@addex.tech