

# “I can’t get people to talk to me – how to solve?”

You run outreach and (almost) no one responds – it’s unclear what’s wrong. Here are the most likely reasons and fixes, ranked by impact on response rate (from highest to lowest).

REASON ↓	FIX ↓
<b>Wrong Targeting</b>	
The people you message are <b>not the right targets</b> – they <b>don’t have a pressing need to solve the problem</b> you’re solving. They ignore your message because it’s irrelevant to what they care about <b>at this moment</b> .	Create a client profile that <b>clearly shows a painful need to solve the problem you’re solving</b> . Identify the roles that directly experience this pain. Only message people in the organizations and roles that match the profile.
<b>Too Much Friction vs Value</b>	
Compliance with your <b>request requires more effort than the recipient is willing to make</b> to get the value they expect from the exchange.	<b>Lead with value.</b> Provide the recipient with immediate value that clearly exceeds the effort required to obtain it. <b>Include (social) proof</b> to make the immediate value prop more believable. <b>Message short and clear</b> – this reduces mental effort cost and increases the value-to-cost ratio of the exchange for the prospect. Response rates go up. <b>Sequence messaging deliberately</b> – make requests proportionate to trust built in earlier exchanges. Solving small problems earns permission for bigger asks.
<b>Obscure Channel</b>	
You receive <b>no intermediate engagement signal</b> until the prospect responds. Your messages end up in a black hole where they are screened out (often automatically). Examples include: email, voicemail, text.	<b>Use LinkedIn</b> for warm touches, engagement signals, and reinforcement between direct and public messaging. LinkedIn isn’t “work” like email is. <b>“No” often means “not now”</b> . Every interaction helps build brand familiarity.