

# 13 signals that show someone is ready to talk.

A cold list tells you who fits. A signal tells you something changed, so now is a good time to reach out.

## How to use this checklist

- 01 **Pick 3 to 5 signals that fit your buyer.**
- 02 **Check them every morning. 20 minutes is enough.**
- 03 **Open with the signal itself. One reason, one question, no pitch.**
- 04 **Write down which signal brought each reply. Do more of what works.**

01 Engages with your company posts

|            |                                                                                   |
|------------|-----------------------------------------------------------------------------------|
| MEANS      | They know your brand and care about the topic.                                    |
| FIND       | Reactions and comments on your company page posts.                                |
| FIRST LINE | "Thanks for the comment on our post about {topic}. How do you handle that today?" |

02 Engages with your profile

|            |                                                                                        |
|------------|----------------------------------------------------------------------------------------|
| MEANS      | They read what you write.                                                              |
| FIND       | Reactions and comments on your own posts.                                              |
| FIRST LINE | "Saw your comment on my post about {topic}. Is that something you are working on now?" |

03 Viewed your profile and fits

|            |                                                                           |
|------------|---------------------------------------------------------------------------|
| MEANS      | They looked you up. Only use it if they fit your buyer.                   |
| FIND       | "Who viewed your profile".                                                |
| FIRST LINE | "Thanks for stopping by my profile. Anything I can help with on {topic}?" |

04 Follows your company page

|            |                                                               |
|------------|---------------------------------------------------------------|
| MEANS      | They chose to hear from you.                                  |
| FIND       | Company page, "Followers", newest first.                      |
| FIRST LINE | "Thanks for following {company}. What made you check us out?" |

## 05 Started a new role

|            |                                                                      |
|------------|----------------------------------------------------------------------|
| MEANS      | New leaders review tools and processes early.                        |
| FIND       | LinkedIn search, your target titles, recent job changes.             |
| FIRST LINE | "Congrats on the new role at {company}. What is first on your list?" |

## 06 Company just raised

|            |                                                                            |
|------------|----------------------------------------------------------------------------|
| MEANS      | New budget. Hiring and buying come next.                                   |
| FIND       | Funding announcements on LinkedIn and in the news.                         |
| FIRST LINE | "Congrats on the {round}. Is {problem} on the plan for the next 6 months?" |

## 07 Top 5% most active in your market

|            |                                                                          |
|------------|--------------------------------------------------------------------------|
| MEANS      | Active people read and reply to messages.                                |
| FIND       | People in your buyer profile who post and comment every week.            |
| FIRST LINE | "Enjoyed your post on {topic}. Curious how your team handles {problem}?" |

## 08 Posts about your keywords

|            |                                                             |
|------------|-------------------------------------------------------------|
| MEANS      | The topic is on their mind right now.                       |
| FIND       | LinkedIn search for your keywords, "Posts", past week.      |
| FIRST LINE | "Your post on {keyword} stuck with me. Did you find a fix?" |

09 Engages with competitors

- MEANS They are in the market or using a competitor.
- FIND Reactions and comments on competitor page posts.

10 Asks for an alternative

- MEANS The strongest signal there is.
- FIND Search "{competitor} alternative" on LinkedIn and X.
- FIRST LINE "Saw you are looking at options to {competitor}. What is missing for you?"

11 Comments on key creators

- MEANS They learn from the same people your buyers follow.
- FIND Comments on 3 to 5 creators in your niche.

12 Posts on X about the problem

- MEANS They say the pain out loud.
- FIND X search for the problem in their words.

13 Asks on Hacker News

- MEANS Technical buyers describe the problem in detail.
- FIND HN search, "Ask HN" and comments.

Funkel AI watches all 13 for you and drafts the first message. Nothing sends until you turn it on.