

# The LP Blueprint Mastermind

## An AI-Driven, High-Performance System for Investment Fundraising

Taught by Adam Metz

Kick-off Dates:

Cohort 1: 3/6/25

Cohort 2: 4/10/25

## Program Overview

This **12-month Mastermind program** is designed to fix the **pipeline generation and LP conversion** problems that most investment firms face. Led by **Adam Metz** (Founder of *The LP Blueprint*), this program provides a **proven system** to:

- ✓ **Build a high-quality LP pipeline**—without wasting time on the wrong investors
- ✓ **Automate & personalize email outreach** at scale (900-1500/day at 4% reply rates)
- ✓ **Use AI (Google Cloud)** to eliminate manual tasks & accelerate LP conversion
- ✓ **Close LPs faster**—or get them out of your funnel efficiently

This is the **same system top investment firms use** to raise **millions in LP capital each year**.

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## Who This Program Is For

- **Venture Capital & Private Equity firms** struggling to hit fundraising goals
  - **GPs, Managing Directors & IR teams** looking to streamline LP outreach
  - **Firms that use HubSpot (preferred) or Affinity** as their CRM
  - **Firms raising LP capital on a tight timeline (6-18 months)**
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## Core Tech Stack

To ensure maximum impact, we will work within a best-in-class tech stack:

- ♦ **CRM: HubSpot (preferred) or Affinity** for **pipeline tracking & LP segmentation**

<https://www.adammetz.com/mastermindlp>

- ♦ **Email Automation: Smartlead (recommended)** for **scalable, high-performance outreach**
  - ♦ **AI & Automation: Google Cloud (GCP)** for **AI-powered investor research & email personalization**
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# Mastermind Curriculum (First 60 Days)

## Quarter 1: Building a Scalable LP Pipeline & High-Performance Email Outreach

### Week 1: Mastering the LP Pipeline (Adam)

- **Why most IR teams fail at pipeline generation** (and how to fix it)
- **The 7 LP Segments:** Family Offices, UHNWIs, Foundations, Endowments, Pensions, Institutions, Fund of Funds
- **HubSpot for IR:** Structuring pipeline stages to reflect **how LPs actually commit capital**
- **The 90-min rule (urban) & 4-hour rule (rural)** for **high-impact second meetings**

### Week 2: High-Performance Cold Email (Adam)

- How **top investment firms send 900-1500 emails/day at a 4%+ reply rate**
- Structuring **multi-touch email sequences in Smartlead**
- **Avoiding spam filters & increasing domain reputation**
- Tracking engagement **inside HubSpot & Smartlead**

### Week 3: Advanced Sales Frameworks for IR Teams (Adam)

- Which sales framework works best for GPs, MDs & IR pros: **Sandler, Miller-Heiman, or MEDDIC**
- How to **prevent pipeline bloat** and eliminate time-wasters
- **“Out or Through”**—moving LPs quickly through the funnel

### Week 4: Anchor Email Selection (Adam)

- **What makes an email an “anchor email”?**
- **How to select the right LP outreach email based on stage & segment**
- **AI-driven analysis (GCP)** for testing different anchor email formats

### Week 5: Anchor Email Teardown #1 (Adam)

- **Real-world email breakdowns: Why some emails win and others fail**

- **Subject line, body, CTA analysis—what LPs actually respond to**
- **Improving email structure to boost conversion rates**

#### **Week 6: AI-Driven Investor Outreach (Adam)**

- **Using Google Cloud AI for LP profiling, predictive modeling & segmentation**
- **Automating 80% of manual research & outreach tasks**
- **Smart calendaring & scheduling to optimize conversion**

#### **Week 7: Anchor Email Selection #2 (Adam)**

- **How to refine & test anchor emails for different LP personas**
- **HubSpot vs. Smartlead automation for A/B testing anchor emails**
- **Using AI to dynamically adjust anchor emails based on engagement**

#### **Week 8: Anchor Email Teardown #2 (Adam)**

- **Live session reviewing real LP outreach emails from cohort members**
- **Identifying weaknesses in email positioning & copy**
- **Rewriting outreach sequences for higher reply rates**

#### **Week 9: Lead Magnets That Convert LPs Quickly (Adam)**

- **What LPs actually want: Market insights, benchmarks, proprietary data**
- **Building gated content in HubSpot to capture & qualify LP contacts**
- **How to convert cold LPs into warm prospects quickly**

#### **Week 10-12: Scaling & Optimization (Daniel)**

- **Scaling email outreach without losing personalization**
- **A/B testing sequences in Smartlead & HubSpot**
- **Building a data-driven LP funnel using AI & Smartlead automation**

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## **The Next 10 Months**

- **Weeks 13-24: Deep dives into advanced segmentation, LP meeting optimization, and in-person closing strategies**
  - **Weeks 25-36: Live deal reviews, AI-powered Smartlead automation, and investor funnel optimization**
  - **Weeks 37-52: Scaling beyond early-stage fundraising into institutional capital strategies**
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# Final Thoughts

This **Mastermind** is not theoretical. Every module is designed to **give you a system that produces LP meetings and closes capital, fast.**

- ♦ **Built for GPs & IR teams at VC & PE firms**
  - ♦ **Optimized for HubSpot + Smartlead + Google Cloud AI**
  - ♦ **Proven system used by top investment firms**
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## Next Steps

1. [Two-person Corporate Membership](#): \$10k (this includes a discount of 51% per person!)
2. [Full Pay](#): \$6k - Sign up for full-pay which is discounted by 43%! Email us for an additional 5% discount for ACH/wire (adammetz.com)
3. [Regular Price](#): Pay \$840/mo for 12 months [here](#). You can also use [Affirm](#) to finance this, which may have interest rates as low as 0%.