

Twitter Thread by Corey Haines ■



Corey Haines ■

[@coreyhainesco](#)



A couple months ago, I got an email out of the blue from someone I had never met or heard about.

Today, that person co-hosted a webinar with me that had over 470+ registered and 130+ live

■ Quick lesson on how to successfully pitch partnerships and co-marketing opportunities

How did he get in contact with me?

He sent a cold email, but not just any email. It was clearly personal, relevant, and conversational.

Lesson: Notice the language he used and how he tied it back to previous webinars.

Your webinars are awesome



Remind me if no reply

Tyler

JUN 26

Hey Corey,

Really loved some of the recent webinars that you guys have been hosting.

Watched the one with Asia during a flight to SF a few weeks ago and have been dying to circle back to watch more of them.

Quick intro on me: I run Optimist. We're a content marketing agency that works primarily with startups, SaaS, and tech companies. Personally, I've been doing content/SEO for my entire career, previously DOM for a VC-backed startup, and now scaled Optimist to \$1MM ARR in ~2 years.

I just published this article: [How to Build a Growth-Focused SaaS SEO Strategy for Every Stage of the Funnel](#)

Do you think this would make a good webinar topic?

I'd love to collaborate on putting something together. Feels like a good fit for both of us and our respective readers/watchers.

Cheers,

...

Not only was it well written, but I could also easily judge if he'd be a good fit based on the article he wrote and linked to.

It's SUPER well-written and proved that he knew what he was talking about.

Lesson: Make your "ask" as easy as possible to consider.

There were three things that made the webinar a big success:

1. Tyler sent the webinar to his email list and did a lot of promotion.
2. He prepared ahead of time and put a lot of work into the deck, even incorporating some Baremetrics assets and references.
3. He had fun

Super appreciate all the work [@TylerHakes](#) put into today's "SEO for SaaS"

If you missed it, here's the recording: <https://t.co/dGSY8ThmQX>