Twitter Thread by Sean Anthony ■



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@SeanAnthonySays

If I had to start from scratch... all my skills, money, and audience were erased... here's what I would do for the next 12 months to build a 6-figure online bizness...

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Note that I said 12 months, not 12 days.

If you can't think long-term and expect overnight riches... this won't work for you.

If you can tough it out and put in the reps everyday... this can change your life.

Let's dive in...

1/ Learn to write emails that sell.

Email has the highest ROI out of any marketing+sales channel.

I'd spend 2-3 hours/day watching YT vids and reading books on:

• cold emails
• linkedin lead gen
• email copywriting

I'd also spend 2-3 hours/day practicing writing emails.

2/ Package my skills into a done-for-you service.

I'd package up my new skills into a service that could increase leads and sales for biznesses.

3 options here:

• daily broadcast emails
• autoresponder sequences
• B2B lead gen (cold emails + linkedin)

3/ Reach out to my warm network.

Friends, family, mutual connections

I'd try to find a small biz owner who was looking for more leads or sales.

I'd offer to help them on a "pay-for-performance" model... or FREE to get a case study.

That case study is worth more than $$$.

3/ Cold outreach to get clients.

Now that I have a case study

I'd reach out to people who don't know me to get clients.

3 ways I'd do that:

• connect with prospects on LinkedIn
• build a lead list with a tool like KleanLeads
• apply to jobs on UpWork, LinkedIn, AngelList

Cold outreach and applying to jobs cost nothing but your time to do.

My daily workflow:

• apply to 10 jobs per day
• send 15 LinkedIn connection requests per day
• send 50 semi-personalized cold emails per day

Do this long enough and you WILL get clients.

4/ Get more case studies.

You can build a 6-7 figure bizness on the back of a few solid case studies.

How do you get those case studies?

By getting results for your clients.

I'd overdeliver to get those case studies... then use it to get more, higher-paying clients.

5/ Do the math.

$100k/yr = $8,333/mo

Let's say I have 4 clients paying on average $1,500/mo.

That's $6,000/mo.

I'd need 1-2 more clients to hit 6-figures/year.

Why do the math?

So that hitting your goal becomes a simple math equation.

You'll know how many clients you need.

And the number of

• jobs applied to
• outreach messages
• sales calls needed

To hit your goal.

6/ Document the journey.

Now I'd have a skill, clients, and results to share.

I'd start documenting the journey on YouTube or Twitter as I grow my email copywriting bizness.

This would build up an audience of people who

• want to learn
• want to hire me

7/ Automate & delegate.

I'd systematize my service and find software that could help me automate the work.

For the admin tasks I can't automate, I'd delegate to a virtual assistant.

You can find and hire one on a site like OnlineJobs(.)ph for $3-$5/hr.

If all my cash, skills, and audience were wiped out today

These are the 7 steps I'd take to build a 6-figure online bizness in 12 months or less.

I know it works bcuz it's what I did to build my lead gen agency Growth Response to $37k/mo in 2018.

It can work for you too.

To recap:

1/ Learn to write emails that sell
2/ Package skills into DFY service
3/ Reach out to warm network
3/ Cold outreach to get clients
4/ Get more case studies
5/ Do the math
6/ Document journey
7/ Automate & delegate

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