

Twitter Thread by DONVESH ■



DONVESH ■

[@DONVESH](#)



Building your high-ticket offer.

Part 1: How to build a service-based agency

{{Hint: This thread can make you \$10k easy!}}

Thread:



Let's say you are a web designer.

You have 2 options:

Do everything for everyone.

Or

Sell a productized service.

The first option gets you so many clients.

You have to do 9 different things for 7 different people in 4 time zones.

This is NOT RECOMMENDED.

Option 2:

PRODUCTIZED SERVICE.

You do ONE THING for ONE PERSON.

Fewer clients.

But you can charge more since there will be lesser competition.

Plus you will be doing the same thing over and over again.

> Skyrocketing efficiency.

> You can automate/delegate 75% of your work.

A productized web design product might sound something like this: "We help Call of Duty gamers on twitch build their 24/7 open shops in 8 weeks."

A web design service sounds like this: "We build websites."

Let's take my example.

I get clients for marketing agencies using cold email.

I don't do Facebook ads.

I don't do LinkedIn outreach.

Just cold emails.

I have the same script.

I have the same 2 freelancers.

I have the same 2 software which I use every time.

The SAME THING every time decreases your headache.

Increases your efficiency.

You can build systems and integration that do half of your work.

I use ZAPIER.

Let's say you do Fb ads.

You can't do FB ads for everyone.

Find one person.

Let's say, personal trainers.

Decide your offer now.

15 highly qualified leads every month.

Now you need to build your offer.

2 requirements:

1. It HAS to be IRRESISTIBLE.
2. It has to be specific.

What do I mean by irresistible?

So good that your prospect feels like an idiot if he says no.

So good that they pay immediately.

How do you do that?

First, you have to make it easy for them to say yes.

Make them REALISE that they can make \$27k after giving you \$2k.

The most important point:

Unlimited upside.

Little-to-no downside.

Your prospect wins no matter what.

How do you do that?

Eliminate the possibility of loss.

In terms of both:
TIME & MONEY.

Example:

Back to FB ads;

"I WILL GET YOU ATLEAST 10 HIGHLY QUALIFIED LEADS FOR \$2,000.
If I don't, I'll return those \$2k plus an extra \$100"

This is music to their ears.

They are getting 10 leads for \$2k or an extra 100 bucks doing nothing!!

They have to feel stupid if they reject this.

You need to agitate the pain points of your clients and direct them towards their desired 6/12 month goals.

Your offer must include:

- > Your process: How you do what you do
- > Your result: What results do you promise?
- > Time duration: You need a specific time-frame in which you can bring the promised results and solve their problems.

If your offer hits all their pain points,
They NEED TO HAVE IT.

Instil that feeling: "This is exactly what I need. Take my money & help me!"

Now, you have all the knowledge to build a killer offer.

Go build it and get ready for the next thread!

Bonus business idea:

Help other agencies and freelancers in building their irresistible offer.

You can easily charge \$500-\$1500 for the knowledge in just this thread!

Here are some extra questions I asked myself when I was unsure of my service and niche.

Building my irresistible offer



+ :: Who do you *enjoy* serving?

Can they *afford* to pay you \$3k-\$5K+ for your services?

One time: Yes

Retainer: Difficult

Do I have the skills to solve their problems? Or, Which skills do I need to learn to solve their problem?

YES

+ :: ► My skills?

What are the most common problems my prospects/clients usually have?

- Struggle to get customers
- Struggle to convert customers into visitors

Next one is going to be even crazier.

Retweet the top tweet and I will DM you when the next thread comes out ;)

<https://t.co/K8GT0Vm1dy>

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Thread: pic.twitter.com/yXGAMXMDrP

— DONVESH \U0001f5fa (@DONVESH) November 26, 2020

Part 2:

<https://t.co/kBui0HUDUu>

How to become an expert and charge \$4,000 minimum.

Part 2: How to build a service-based agency

{{Hint: This can make you \$25k easy!}} pic.twitter.com/xSA28XK3ER

— DONVESH \U0001f5fa (@DONVESH) December 2, 2020

Part 3:

(Maybe ■)

<https://t.co/BAol4EydNT>

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Thread:

— DONVESH \U0001f5fa (@DONVESH) [December 15, 2020](#)

Part 4:

<https://t.co/RoLQnkFUMe>

Why do these agencies pay an 18 year only random guy \$2,500 every month?

Cold email as a service fulfilment explained

Thread: pic.twitter.com/Rr9D1EIOoS

— DONVESH \U0001f5fa (@DONVESH) [December 27, 2020](#)