Twitter Thread by DONVESH ■

DONVESH ■
@DONVESH

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

Cold email as a service fulfilment explained

Thread:



The steps in fulfilling cold email as a service

1. Domain setup

2. Scraping leads
3. Hiring first line writers and writing first lines (most important)
4. Writing scripts
5. Sending emails

1) Domain setup? (onboarding...)

I make it 101% clear that they won't get any meeting booked for the first 2 weeks.

I charge 50% for the first month.

Everything is fully transparent from the beginning so they won't leave me or chargeback

See it in action:

1. I charge $3k normally but $1.5k normally.

2. I don't send any emails for the first 10 days.

3. I use this time to scrape leads & write sequences also.

4. I keep asking questions and for case studies to ensure my scripts in this period.

2) Scraping leads?

- Use https://t.co/rFCiIWzocX
- Find the target niche
- Scrape emails

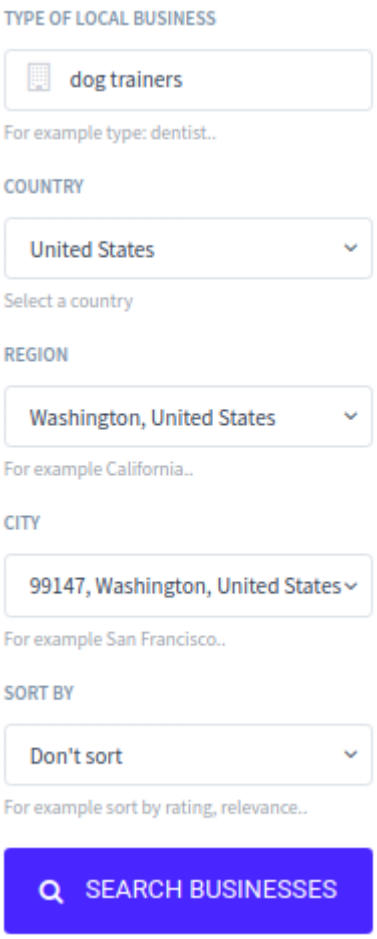
See it in action:

My first client sells SEO to dog trainers.

Really unique niche.
Low competition.

If you want to sell to local businesses or even b2b, use kleanleads.

Selling to ecom?
Use https://t.co/6OsRCmHvMT



Read this thread for scraping
https://t.co/kwc3fWDf1G

> Master list of how to SCRAPE any category of leads.
>
> Ecommerce, local biz, B2B, LinkedIn searches, info product sellers, enterprise, ANYTHING.
>
> Likes / Retweets appreciated.
>
> THREAD pic.twitter.com/lAkDAaajtq
>
> — Cold Email Wizard \U0001f4e9 (@blackhatwizardd) December 23, 2020

3) Hiring first line writers?

- Go to Upwork
- Add a job posting
- $5-8 per hour, add "data entry" as a tag
- Walk them through a loom video
- CTA should be a first-line on yourself

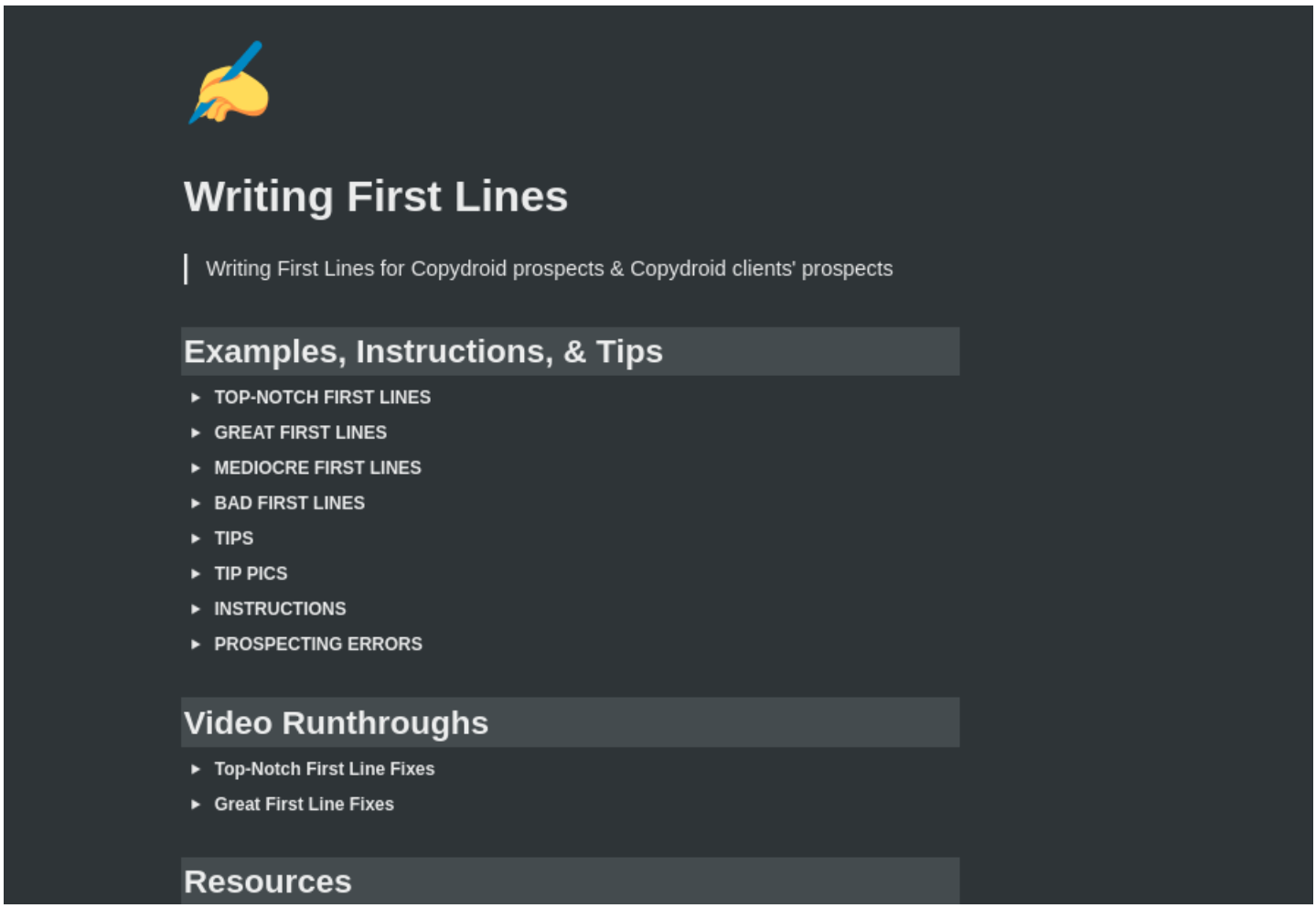
See it in action:

Train your writers before you give them any real leads.

Teach them everything step by step and give them leads to practice

I used to do all this manually but @THETYFRANKEL made all of this automatic for me.

Now I use a notion board for training, thanks Ty



An awesome idea @VisionAndSales gave me is to give your employees 'important titles' so they can tell their wife they got a promotion.

How you can implement this?

First-line writer:

- Email response expert
- Analyst (and if he manages a team of first-line writers, Senior Analyst)
- Research Analyst
- Outreach Performance Specialist
- Personalization Architect
- Client Response Manager
- Executive Outreach Writer

from @VisionAndSales

Ensuring quality is really important.

The writers should go to each lead and write the first line only if they are a good lead.

I tell them to colour bad leads BLACK.

Don't email everyone.

Save your time and email people who can pay in future.



4) Writing scripts

I ask all my clients about their case studies in discovery calls only.

I only work with them if they have good case studies.

Numbers like "$8k to $27k in 35 days" is what I need.

I use one-sentence case studies in all my emails.

5) I have a Slack channel to talk to my clients

I give them biweekly reports consisting of:
- No. of emails sent
- No. of replies
- No of meetings booked

I also ask them for any more relevant data or sometimes questions like no. of clients closed and extra revenue also.

These numbers help me build my own case studies which I use in my future outreach campaigns.

6) I don't take 3 clients together and then do nothing.

I converge each client in the systems & processes first and then try to get more clients.

- If you are just starting, work with just 1 client for at least 3 weeks before doing more outreach and trying to close more clients.

One-by-one, step-by-step build your foundations strong and then scale.