

Twitter Thread by Cold Email Wizard ■



Cold Email Wizard ■

[@blackhatwizardd](#)



Personalizing the first line of every cold email will 10x replies.

But what's a good first line look like?

And what's a bad one look like?

Here's how to personalize correctly.

THREAD

Start with their LinkedIn bio.

Here's an agency owner.

"Hey Chris, love your book! There's some awesome ideas in there."

"Hey Chris, loved your last podcast episode!"

About

I am the CEO and Founder of The Go! Agency: a full service sales and marketing company focused on helping you grow your business, and visibility, online. What sets our agency apart from our competition is our distinctively client-focused approach. Our team of designers, digital marketers, account managers, writers and support staff work together to deliver cutting-edge social media marketing campaigns, website design, graphic design, custom written blogs, eye-catching articles and press releases, email marketing campaigns, blog site design, and much more.

I am also the author of "The Go Method: 22 Simple Steps to Creating a Social Media Strategy That Works!". It can be purchased through my publishers website here: <http://tinyurl.com/TheGoMethod>

With this point in mind, I am passionate about helping other professionals make sense of the online landscape and am asked to speak at national and international conferences on a regular basis (sharing the dais with companies such as Google and YouTube in cities around the world such as London, NYC, Brussels, Washington DC and more).

Also I am the host of the highly popular webcast "The Social Marketing Academy" which you can find in the iTunes store. Subscribe today!

Please reach out to my team directly at info@thegoagencyusa.com or call us toll free at 866-926-2636.

Specialties: social media specialist, website design, blog writing, healthcare marketing, medical marketing, doctor marketing, hospital marketing, social media marketing, Facebook marketing, Twitter marketing, LinkedIn marketing, Pinterest marketing, YouTube marketing, email marketing, online advertising campaigns, radio production, television production, video marketing, public speaking, social media specialist, consulting, strategic and out-of-the-box thinking, branding, teaching, networking

Nothing in their LinkedIn bio?

Go to their LinkedIn Activity.

"Hey Chris, love the new agency brochure you made!"

"Hey Chris, love that article you shared on LinkedIn about email strategy!"

Featured



We love what we do, and we love making you successful!

YouTube

What sets our agency apart is our distinctively client-focused approach to...



The Go! Agency Brochure

What sets our agency apart is our distinctively client-focused approach to...



The Go Method 1.6.15

YouTube

Learn the 22 sim social media stra

Activity

27,260 followers

[See all](#)



Do you have an #emailmarketing strategy? Newsletters, exclusive deals...

Christopher shared this

1 Reaction



It's always great to sit down and share my knowledge with listeners...

Christopher shared this



It's important that you know what your #marketing strategy is. Are you unsur...

Christopher shared this



Do you wish you were getting more online reviews? My team at The Go!...

Christopher shared this

Is their LinkedIn completely blank?

Go to their website testimonials/case studies.

"Hey Chris, awesome testimonials from AI Rise and Clint Dockery! You guys do great work."

“

The Go! Agency has been invaluable. They understand our brand and have given my ideas new life in a social media obsessed world.

– Al Ries, International Best-Selling Author and World-Renowned Speaker

“

Our company has used The Go! Agency for almost a year now to manage the social media accounts for many of our communities. Thanks to their expertise and social media marketing savvy, we have seen dramatic increases in viewer interaction for our communities pages. The Go! Agency really understands the world of social media and how to best use it to get interaction and responses from our target audience. We would highly recommend them to other companies who need to establish or increase their social media presence.

– Clint Dockery, Senior Management Advisors

“

We wanted to enhance our online presence so we turned to The Go! Agency. They did that and so much more. We started out with Facebook, LinkedIn, Twitter and Google+. When we were looking for growth and SEO enhancement, they suggested a blog. They make it easy to grow your online presence, and since they are experts in the industry, they keep up on trends and technological advances, so you can concentrate on running your business.

– Tony Mira, President and CEO, Anesthesia Business Consultants

“

The Go! Agency has done a wonderful job of bringing our non-profit agency into the 21st century! We had no experience with social media prior to their involvement with us and had little time to learn the 'tricks of the trade.' We loved the convenience and timeliness of their social media content which was specially designed for us on a weekly basis. Although we don't 'sell' any product or service, we were delighted by the increased awareness and exposure of our agency to a wider audience than we ever had before. This company is extremely easy to work with and so very responsive our agency's needs. It was money well spent.

– Helen King, Area Agency on Aging

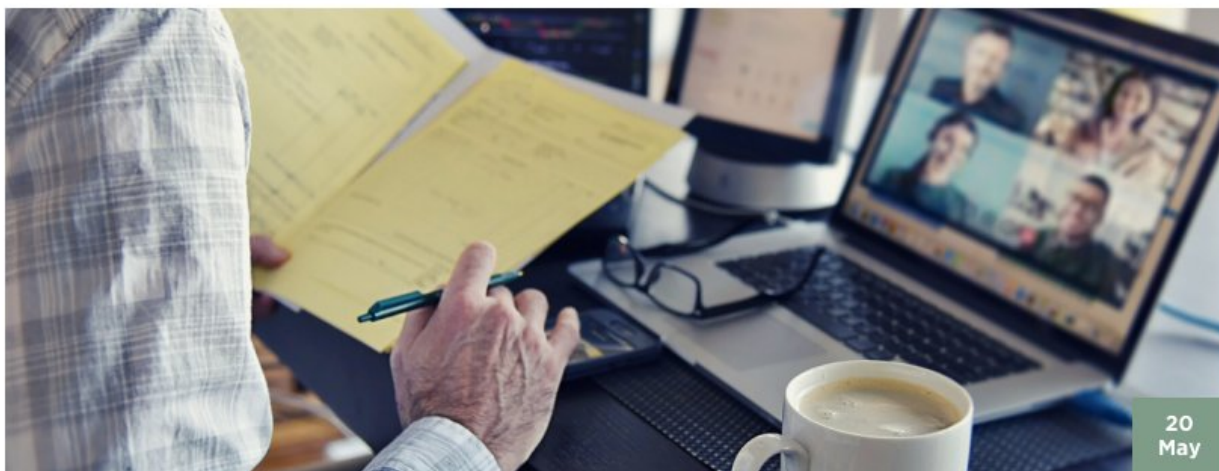
Do they not have testimonials or case studies?

Go to their blog.

"Hey Chris, love that blog post you wrote about staying connected with a remote team!"

STAYING CONNECTED WITH A REMOTE TEAM – TOOLS & SYSTEMS YOU NEED

By Christopher Tompkins  0



20
May

If you are reading this, odds are that you are currently...

[Read More](#)

Do they not have a blog?

Go to their About page.

"Hey Chris, very impressive that you worked at marketing firms in the UK and South Africa!"

MEET THE **GO! AGENTS**

CHRISTOPHER TOMPKINS

(Head Strategist and CEO)

Christopher is the co-founder, head strategist, and CEO of The Go! Agency. After working at marketing firms in the UK, South Africa, China, and the US, he created his own agency in 2009.


Christopher's devotion to helping companies harness the power of online marketing impacts every

>


Do they not have an About page?

Go to their Instagram.


"Hey Chris, loved the Tips story highlight on your Instagram, especially the one about improving you visuals!"




BLOG




SOCIAL M...




GRAPHIC ...



CONTENT



TO-GO!s





TIPS

POSTS

IGTV

TAGGED





“ Personalized and creative social media company. They allow you to concentrate on your business knowing you will be represented well. ”

GULF COAST SEAFOOD

How do you know if your first line is good?

- > It doesn't sound weird if you say it out loud.
- > You couldn't send it to anybody else besides that person
- > It's about something specific. Not "love all the work you're doing!"

If you loved this thread Likes & Retweets on the first tweet are greatly appreciated ■

If you want to learn how to get clients with cold email, consider getting Cold Email Mastery ■

<https://t.co/htijEQjtdf>