

## Twitter Thread by TY FRANKEL



**TY FRANKEL**  
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Hi, I'm Ty

I made over \$1 Million by 22

My biggest clients sent me \$10,000 checks every month.

I want YOU to do the same.

So here are 7 ways to triple your revenue by making clients Love you.

From real life experience.

A thread.

First things first

Do you run an agency? Freelance biz? About to start?

STUDY THIS THREAD

TAKE DEEP NOTES 📌

You need to build client Friendships to build an Empire

Let's make you some money 🏆

1 - BECOME FRIENDS

when the Sales process starts

try to become your prospect's friend

how?

- be brutally honest
- crack jokes, laugh & smile
- genuinely care for their/their businesses well-being

Becoming friends with Clients is a CHEAT CODE

They'll :

- pay you more
- cut you more slack
- stick up for you in meetings
- want to keep working with you forever

Exactly what my friends at Universal & Warner did for me time and time again

BECOME FRIENDS WITH YOUR CLIENTS

2 - SET EXPECTATIONS

From the GET GO

be brutally honest

set realistic expectations you KNOW you will achieve

simple enough

3 - EXCEED EXPECTATIONS

consistently Underpromise & Overdeliver

This will "wow" your clients

Promise something easy for you to achieve

Get EVEN BETTER results

4 - COMMUNICATION & REPORTING

Be in constant contact

This doesn't mean don't set boundaries - absolutely do

How do you set boundaries AND be in constant contact?

Keep reading

1) Schedule once-a-week calls

Create a call template & record each call for training purposes

Have Employee handle them

2) Automate reporting

Set up automation via Zapier

Make it take your Data, put in Google Sheets, & send to your client every 1-2 weeks

Clients LOVE this

Best automation guys I know are [@NickAbraham12](#) & [@ImSamThompson](#)

Follow & learn from them

## 5 - ANTICIPATE NEEDS

Analyze your client's:

biz model

successes

troubles

and so on

Offer solutions

Offer to intro people

ALWAYS add value outside of what you're "supposed" to do

## 6 - SCALE VERTICALLY

Survey your clients

Find most common pain points

Build & offer NEW SERVICES around them

Easiest way for you to scale

Brings your clients LOTS of value

## 7 - BUY GIFTS

Everyone loves gifts, right?

Right when you sign a new client, send em a nice gift

Christmas? Send gift

Send gifts 1-2x/yr for even MORE client love

3 gift-giving services you can use:

- Sendoso
- SwagUp
- YouInKit

Alright, so if you do everything I say

Your clients should LOVE you

and never leave you

Execute on ALL these to build a business with clients who stay for DECADES

Sony, Warner, Red Bull: all clients I worked with for 3+ years

Until I disbanded my music agency

They would've stayed for 20+ yrs if I kept going

No doubt

Why? Because I took Client Relations SERIOUSLY

Became my client's best friend & followed these 7 steps RELIGIOUSLY

If you liked that, sign up to my Email List

You'll get:

- my free client onboarding checklist (saves you hours of time)
- tips to grow your biz that are TOO GOOD for Twitter
- promos & discounts on my products
- lots more...



<https://t.co/CP4zyKzGLT>