Twitter Thread by TY FRANKEL



TY FRANKEL
@THETYFRANKEL

How to build a $10K/mo cold outreach agency.

Your blueprint to MASSIVE success.

A thread.

In THIS thread

Yeah, the one you're reading right now

I'll teach you exactly HOW

To do Cold Outreach

and build a $10K+/month company

In just a few hours a week

(**you can easily get to $50K+/month too)

FIRST THINGS FIRST

What is Cold Outreach?

Reaching out, 1 on 1, to a hyper-targeted audience, through LinkedIn & Email

Goal: getting prospects on sales calls

and converting them into clients

You'll be doing this FOR other companies (your clients)

Keep reading ■■

STEP 1 - Learn Cold Outreach

Learn how to

- Get your first 5 clients paying you $3K+/month each

- Execute LinkedIn Outreach & cold email

- Write scripts that convert

- Automate 95% of tasks

STEP 1 (PT 2)

how do you learn?

Bookmark the next 2 tweets

Follow me & study my tweets @THETYFRANKEL

Watch EVERY video on @alxberman's YT channel

Follow the Experts
- @THETYFRANKEL
- @Sean0to10k
- @DONVESH
- @blackhatwizardd
- @nickabraham12
- @SaaSCapo
- @linkedin_king

Read 2 CLASSIC books: From Impossible to Inevitable and Predictable Revenue by Aaron Ross

Buy & study these courses:

God-Level First Lines

https://t.co/9ysw3QVOdh

Agency Cashflow Roadmap

https://t.co/pRImfyRQQN

Cold Email Mastery

https://t.co/0LQzQ3WIVb

STEP 2 - PICK A NICHE

COMPETITIVE
- Real estate agents
- Marketing agencies
- Web dev agencies
- SaaS companies
- Dentists
- E-Com

NOT COMPETITIVE (as of 6/20/21)
- No-code companies
- Email marketing
- CRM consultants
- Mobile app dev

soooooo many more you can pick from

STEP 3 - PICK NAME

Create a name for your agency

Even a name like Good Emails or Client Getters could succeed

Name doesn't matter as much as you think

Keep it simple

just don't name it something dumb

STEP 4 - BUILD LANDING PAGE

Buy domain on Google Workspace

Get Pro Plus plan on https://t.co/fE0sCvBMxh

Port domain to Carrd

Hire LP designer for $100-300 to build CLEAN landing page

Put your Calendly at bottom of page

VOILA ✔■

STEP 5 - GET EMAIL

Create Google Workspace account

name@domain.com (or whatever ending you choose)

.co, .net, .so, .io are all good

.biz, .info are spammy

STEP 6 - SOFTWARE

ALL the software you'll need

Learn them INSIDE AND OUT

Get subscriptions to each

- @HiLeadLink (linkedin outreach)
- MailShake (cold email)
- NeverBounce (email cleaner)
- Zapier (automation)
- GoHighLevel (CRM)
- Calendly (schedule calls)

STEP 7 - BUILD LIST

Go to UpWork

Post THIS job description:

https://t.co/oGfEAakox6

Give your list creator THIS excel sheet:

https://t.co/O97IKARfRF

Get 500 prospects in your niche

Expect to pay 10-30 cents per lead

STEP 8 - LAUNCH CAMPAIGNS

Write LinkedIn + Email scripts

Offer to work FOR FREE (yes, free. I tell you why in next tweet)

Setup Auto-Connect + Drip campaigns in LeadLink

Email campaigns in MailShake

Integrate /w Zapier

LAUNCH CAMPAIGNS

PAUSE - WHY WORK FOR FREE?

Because

YOU'RE ACTUALLY GETTING PAID

Not in Money

but in a proof of concept, case study, testimonial, & referrals

Infinitely more valuable than a $2-3K retainer

DON'T HESITATE

to work for "Free" when you start out

STEP 9 - SET APPOINTMENTS

Prospects will respond

Negative replies: IGNORE

Neutral/slightly positive replies: SEND A 60-SEC CUSTOM VIDEO ON HOW YOU'LL HELP THEM

The key is to GET PROSPECTS ON A CALL WITH YOU

You'll set 10-15 apps from 500 prospects

STEP 10 - CLOSE CLIENTS

Get on phone

Remember: ABUNDANCE MENTALITY

Keep high frame (read Pitch Anything by Oren Klaff to study how)

Be honest & confident

high energy & emotion

Close 1/3 of prospects you talk to

3-5 clients total

STEP 11 - GET GREAT RESULTS

Simple

Get KILLER results for your clients

Generate 10-20+ appointments a month

with HYPER-TARGETED prospects

your clients will love you

STEP 12 - TESTIMONIALS

Ask clients to give you 30-60 sec video testimonials

iPhone, webcam, doesn't matter

They'll GLOWINGLY speak about your results

Put testimonial on your website, LinkedIn

Plug into your Pre-Call Drip

PAUSE - what's a Pre-Call Drip?

3 emails you send

After prospects book a Sales Call w you

Before the call itself

YOUR PRE-CALL DRIP EMAILS:

1) Email confirmation for the call
2) Case study
3) Campaign stats
4) Testimonial

STEP 13 - START CHARGING

After 2-3 months of A1 results

HERE ON OUT tell clients you charge $250-400 per appointment you set

They won't flinch

Small $$ for what you're making them

STEP 14 - REFERRALS

Ask clients you've KILLED IT for

to give you Referrals

Offer 15% recurring commission

HIGH-LEVEL Growth Hack

Eventually you won't have to do cold outreach to get new clients

CONGRATS

You've built a THRIVING Cold Outreach Agency

you're at $10K/month

Well on your way to $50K+

NEXT STEPS

I took my Agency to $50K+/mo in 12 months

Read my threads on
- high-power networking
- killing it on LinkedIn
- creating scaleable systems
- hiring your first 5 employees

Start your Adventure below ■■

https://t.co/7WaF8qCo8C

> I scaled my Agency to $1M in 12 months
>
> I reveal ALL my business secrets below
>
> Read & follow me
>
> MASSIVE THREAD
>
> \U0001f447\U0001f3fc
>
> — TY FRANKEL (@THETYFRANKEL) April 17, 2021

for EVERYTHING ELSE you need on your journey

Sign up to my Email List

You'll get

- free list of 191 niches & 51 services
- tips to grow your biz that are TOO GOOD for Twitter
- promos & discounts on my products
- lots more...

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https://t.co/CP4zyKzGLT