Twitter Thread by DONVESH

DONVESH
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Creative outreach

Close $100k/month deals

And retain your clients for 6+ months

Absolutely no one is talking about this

Thread:

You send cold emails

You send LinkedIn connection requests

You tell your SDRs to cold call

You run Facebook retargeting ads

But none of that is working

Today

I'm going to tell you

exactly how you can stand out

And get better results than absolutely everyone else

First of all

You have 2 simple currencies

1. Time

2. Money

If you have more time than you have money

You need to send custom videos to each lead you have scraped

Write personalised emails to each and every one of them

Do this until you have enough money to spend instead of your time.

Now, that you have more money

You need to focus on creative outreach.

DON'T BE A CHEAPO AND STOP BEING SCARED OF SPENDING MONEY.

Go to swagup(dot)com

Go to sendoso(dot)com

These are websites that let you send gifts and physical objects to people.

Now, when do you actually send these gifts?

2 situations:

1. When you're prospecting and trying to close a lead

In this situation, go omnichannel.

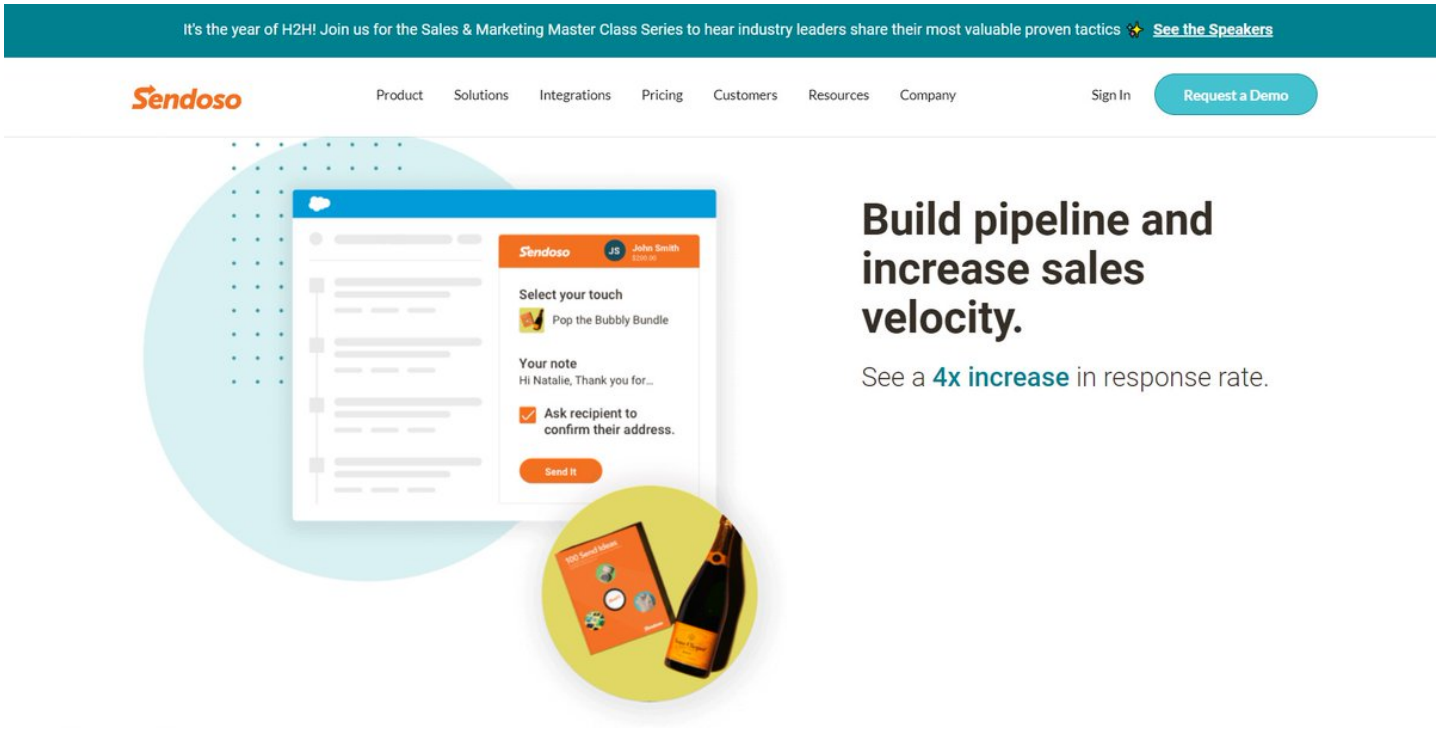
And omnichannel is not just cold email + LinkedIn

REACH OUT TO THEM EVERYWHERE

1. EMAIL
2. LINKEDIN
3. CALL THEM
4. SEND FACEBOOK/INSTAGRAM FRIEND REQUEST
5. Comment on their posts

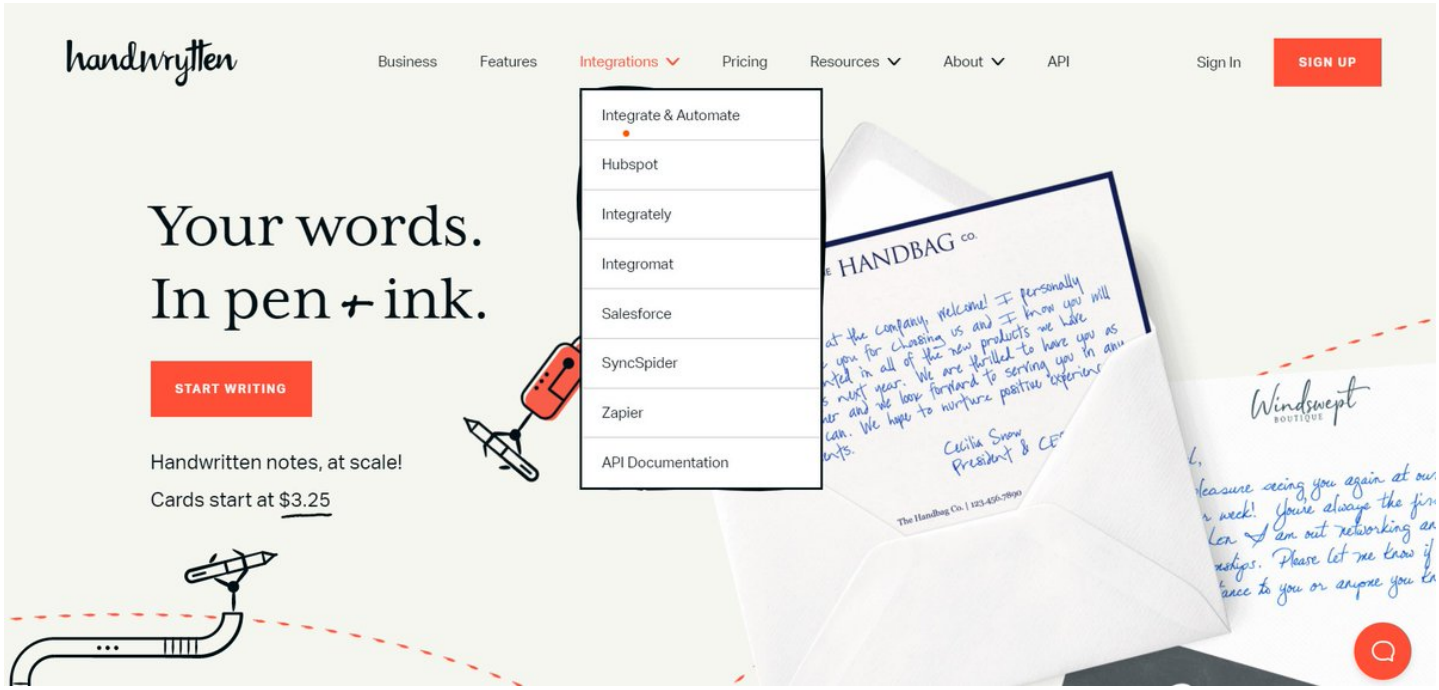
Now,after you've done all this and you have a very high value deal ($10k/month+)

Use swagup or sendoso to send gifts.



Use handwrytten to send handwritten notes to them.

Mention your email or linkedin message in each medium



It's almost impossible for someone to not reply after you do all this.

But all this makes sense only for relatively bigger deals.

Normal cold email + Linkedin should be enough for deals less than $10k.

Now, let's talk about client retention:

As soon as you sign a client, add it to your crm and let zapier trigger swagup to send a gift(swag) to the client.

You can also use handwrytten and they have all integrations from hubspot to zapier and integromat.

This is just one of the 70+ checkpoints in the Agency Cashflow Roadmp

Go from 0 to a 6 figures agency in 2021

Get the entire roadmap
https://t.co/F60oJucjZe