

# Twitter Thread by TY FRANKEL



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## How I Made \$1M From Cold Email In 3 Years

**\*\*surprise for you at the end\*\***

### // THREAD //

I used to own a Music Agency until Nov 2020

We created music for TV, movies, commercials, video games

Our biggest clients? Red Bull, Universal Music, Warner Bros, Sony

How I got clients & sold our music? 100% through COLD EMAIL

LET'S GET INTO HOW I DID IT ■

#### SET UP EMAIL DRIPS (1/4)

I scraped emails of 100 key decision-makers in our niche

Created 36 PERSONALIZED emails with variables (company name, first name, where prospects live, etc)

Set up the 36-email-Drip for each prospect on MailShake

#### EMAIL DRIP BREAKDOWN (2/4)

Our Admin continuously hyperlinked our new music into our emails in real-time

So we were ALWAYS selling our new & unsold music

This made us sales AUTOMATICALLY

Our Drip sent 1 email to each prospect every 3-4 weeks

## RESULTS (3/4)

- \$1M+ in revenue 2017-2020
- Created a joint venture music label with Universal Music (6 figs+ a year)
- Had our music on Fortnite, Mercedes ads, NBA 2K, The Ellen Show, Teen Titans Go, Red Bull, etc...
- Built a thriving media agency with 8 employees

## CONCLUSION (4/4)

Cold Email is powerful

Any B2B company can benefit from...

1) getting clients thru cold email themselves

OR

2) Hiring a cold email KILLER out to get clients for you

Scroll down, a surprise for you ■■

### ■ BONUS TIPS I

Best software to use for cold email

- mailshake (send sequences/drips)
- lemlist (warm domains)
- glockapps (test domains)
- kleanleads & upwork (get leads)
- notion (host processes)
- zapier & integromat (automation)
- calendly (set appointments)

### ■ BONUS TIPS II

- send emails during your prospect's workday
- use simple subject lines like Quick question for you, {{name}}, question about {{company}}
- personalize ONLY the first line you ever send a prospect... no further personalization (other than variables) is necessary

### ■ BONUS TIPS III

- if u create email Drips, add where ur prospects live as a variable... "how's everything in X". POWERFUL
- keep ur emails under 200 characters MAX
- if a prospect responds to u negatively, don't respond with emotion, they'll report u as spam & f up your domain

Sign up to my email list

you'll get

- content that's TOO GOOD for Twitter
- A1 cold outreach tips (email, LinkedIn, etc)
- discounts & offers for my future products/programs NO ONE has access to

do it ■

<https://t.co/CP4zyKzGLT>