

Twitter Thread by TY FRANKEL

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How to Write GOD-LEVEL First Lines

>> Personalize your cold emails

>> Get a 15%+ reply rate

Close clients with fucking EASE

****a sneak preview into my new course dropping Tuesday with @blackhatwizardd**

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// A THREAD BOMB ■ //

to kill it with Cold Email or LinkedIn outreach

Your First Lines need to be great

- Bad first lines: 2% reply rate
- Top-notch first lines: 15%+ reply rate

It's simple

Write great first lines, book sales calls EASY

Few calls I booked using God-Level First Lines techniques ■

HOW DO I WRITE FIRST LINES?

- 1) Research your prospect THOROUGHLY: LinkedIn, their company site, podcast they were on - find a piece of info
- 2) State where you found this info
- 3) Make a GENUINE, DEEP compliment about a piece of info you found

It's that easy

EXAMPLES OF GOD-LEVEL FIRST LINES (1/2)

1) your Searching trailers you helped supe are epic - that movie was ahead of it's time.

2) the new look of Hamill Galleries' site is so eye-catching - big fan of the Wheel of Fortune landing page, it really pops.

MORE EXAMPLES (2/2)

3) your 'You Vs. Usain' ad campaign was so fun & eye-catching - you more than deserved that Campaign of the Year award, congrats!

4) your LinkedIn post about discovering purpose in life hit home for me - finding my purpose made me happy & motivated.

EXTRA TIPS (1/2)

- Cut filler words: that, those, very, really maybe, absolutely, definitely, the
- Reference Case Studies as much as possible... they're great to give compliments to & are very specific
- Proof-read your First Line out loud 2-3x when you're done writing

EXTRA TIPS (2/2)

- Don't make comments about shallow things like how long someone has been in an industry, a college they went to, how many endorsements they have on LinkedIn, etc.
- Limit exclamation point usage... only use when they fit & not more than 1 per line

If you want to

- effortlessly train your first-line freelancer
- get \$20/hr-quality first lines written for \$6/hr
- actually book meetings & make real \$\$ thru cold email & LinkedIn

Get your hands on God-Level First Lines

DROPPING TOMORROW

\$97

price going up to \$127 QUICK