# Twitter Thread by Ax

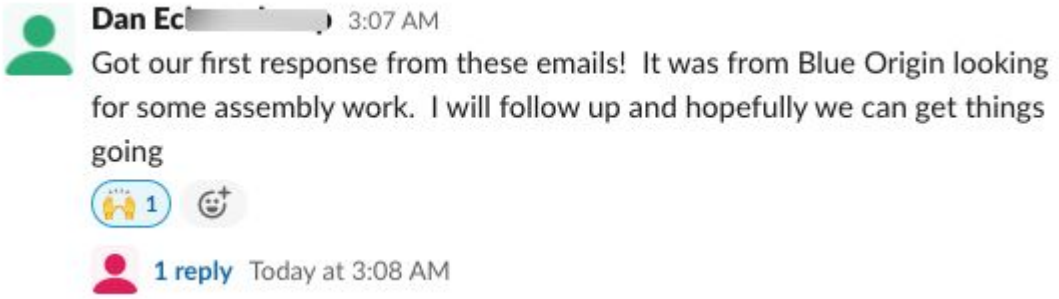
**Ax**
@ax4ya

## The EXACT script that got a positive response from a $1B+ company - Blue Origin

## (Bezos' Space Travel company ■)

## In just ONE week of outreach

## [THREAD]




Every outreach message needs to get 5 things right:

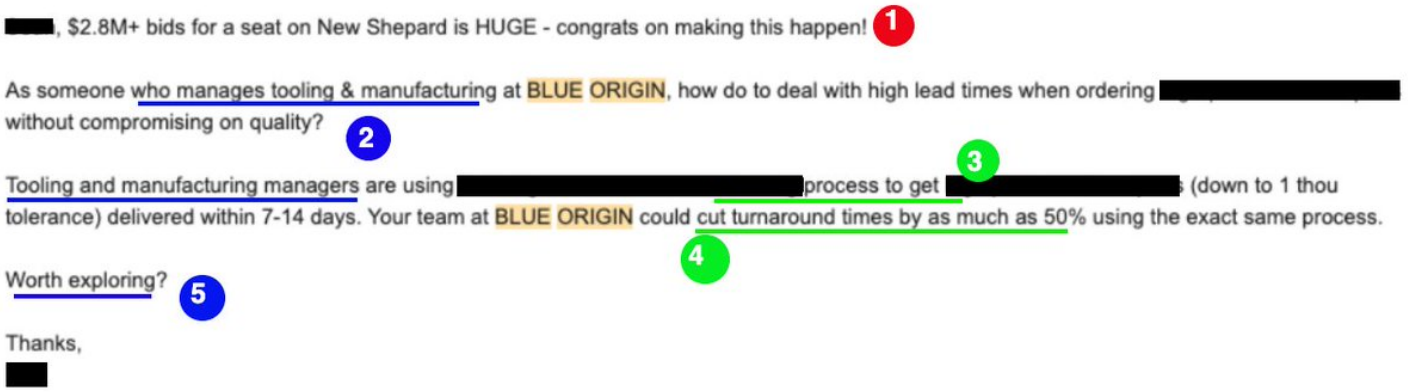
1. Crisp, relevant to their role, personalized
2. Relevance + calling out a PAIN POINT
3. How other people EXACTLY like them are solving the SAME pain point
4. How THEY will benefit
5. Question CTA to gauge interest

AND

You need to Fit all of this in less than 100 words

This was the email we sent

Let's break it down




1. Opening
How to write a good opening?

Make it relevant and a genuine compliment. Can go the Personalized lines route that @blackhatwizardd taught in CEM

Or, you can simply find bits of information that would apply to batches of your prospects.

this is what we did

2. Relevance & Pain Point

The second sentence of your email needs to answer:

Why is he emailing ME?
Is this worth reading?

And it needs to do it in as few words as possible

How do you do that?

- Call out your prospect (by profession, title, role)

- Put a finger on their PAIN - something they struggle with on a day-to-day basis

- Ask a question

SOCIAL PROOF

@blackhatwizardd taught this

But many doing it wrong

You need to show how other people EXACTLY like your prospect are solving the EXACT same problem using your UNIQUE method

Read that again.

All the words in uppercase are that way for a reason

Frame your social proof so that it looks like your solution was handcrafted just for them

But how do I create a unique method? I'm only offering SEO...

Here's how

4. Your offer and how they benefit

Give a unique spin to what you do

NOT "we'll do seo to rank you on google"

INSTEAD
"we'll use data-backed keyword prioritization to get you organic traffic that converts"

embed direct benefit in your offer
even better if its a $$ amount

5. CTA

Keep this simple

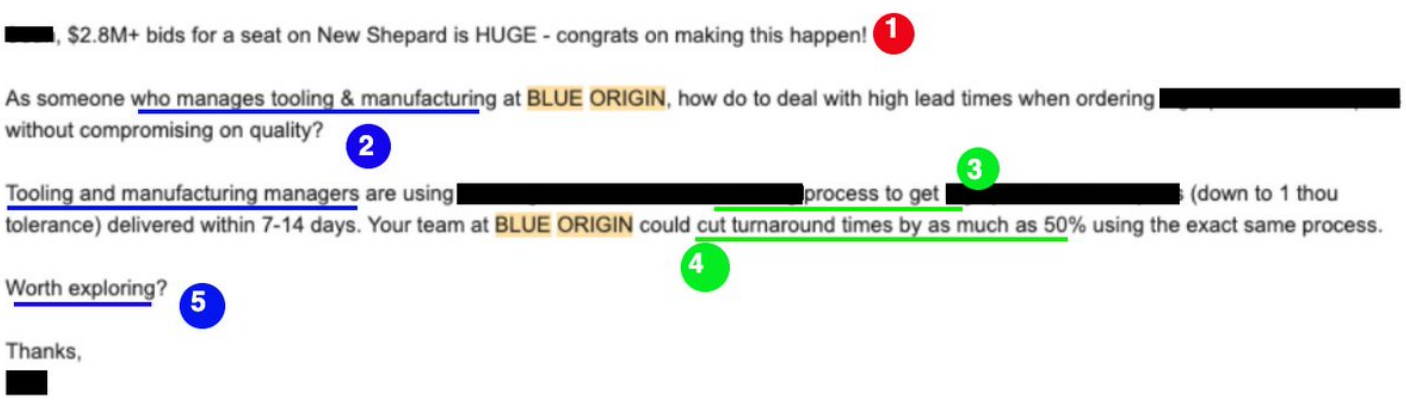
Gauge interest

OR, ask for a call

Which one works better depends on your target prospects. Test and find out.

That's it.

Here's how we did it in this email:



Use these 5 elements to create your email scripts.

Frameworks > scripts

Never run out of winning messaging

Hmu if you have questions ■