Twitter Thread by Matthew Paik



Matthew Paik
@PaikCapital

Build a cold email lead gen agency from scratch

// THREAD //

You've already seen it on this side of twits.

People who have transparently built $10k/mo. agencies with a few resources.

I'm going to reveal exactly how you can start this agency today and the ONLY resources you'll need for it.

Let's begin!

1. Core service

A cold email lead gen agency gets leads using cold email

>> scrapes the emails
>> writes the emails
>> sends the emails
>> books appointments

2. Your clients

Imagine running an agency where ALL appointments are booked for you.

You will target
>> local biz agencies
>> ad agencies
>> ecom agencies
>> coaches / consultants

HUGE MARKET.
PEOPLE GO CRAZY FOR THIS.

3. Cold email clients

Seriously, if you write a killer cold email to an agency, it speaks for itself.

Just ask @blackhatwizardd or @THETYFRANKEL.

What you'll need is obviously a 10/10 first line.

But that's not all.

You need to know exactly what agencies are looking for.

4. Build a team

>> upwork or onlinejobsph
>> find 5-15 VAs to test out
>> give them 10 first lines to write
>> see who has potential and good grammar
>> train them with Ty's God level lines
>> boom now you have an A+ team

https://t.co/Cm2dEyB7gR

5. Delegate work

You are now the CEO manager.

You don't do the work yourself but instead you manage your VAs to do their job well.

Focus on client retention by communicating well with every client.

Communicate well with your VAs.

6. Scale up

Hire VAs to cold email agencies to book you appointments.

Hire VAs to do cold email for your clients.

Hire sales closers and offer 15% commission for every close.

Hire a communications person to manage VAs and client communication.

BOOM YOU'RE FREE.

7. All you need

@blackhatwizardd's Cold email mastery
@THETYFRANKEL's https://t.co/Cm2dEyB7gR
@PaikCapital's (mine) https://t.co/aRdG6vCQca

That is ALL you need.

MAKE IT WORK.

