Twitter Thread by Corey Haines ■



Corey Haines ■
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A couple months ago, I got an email out of the blue from someone I had never met or heard about.

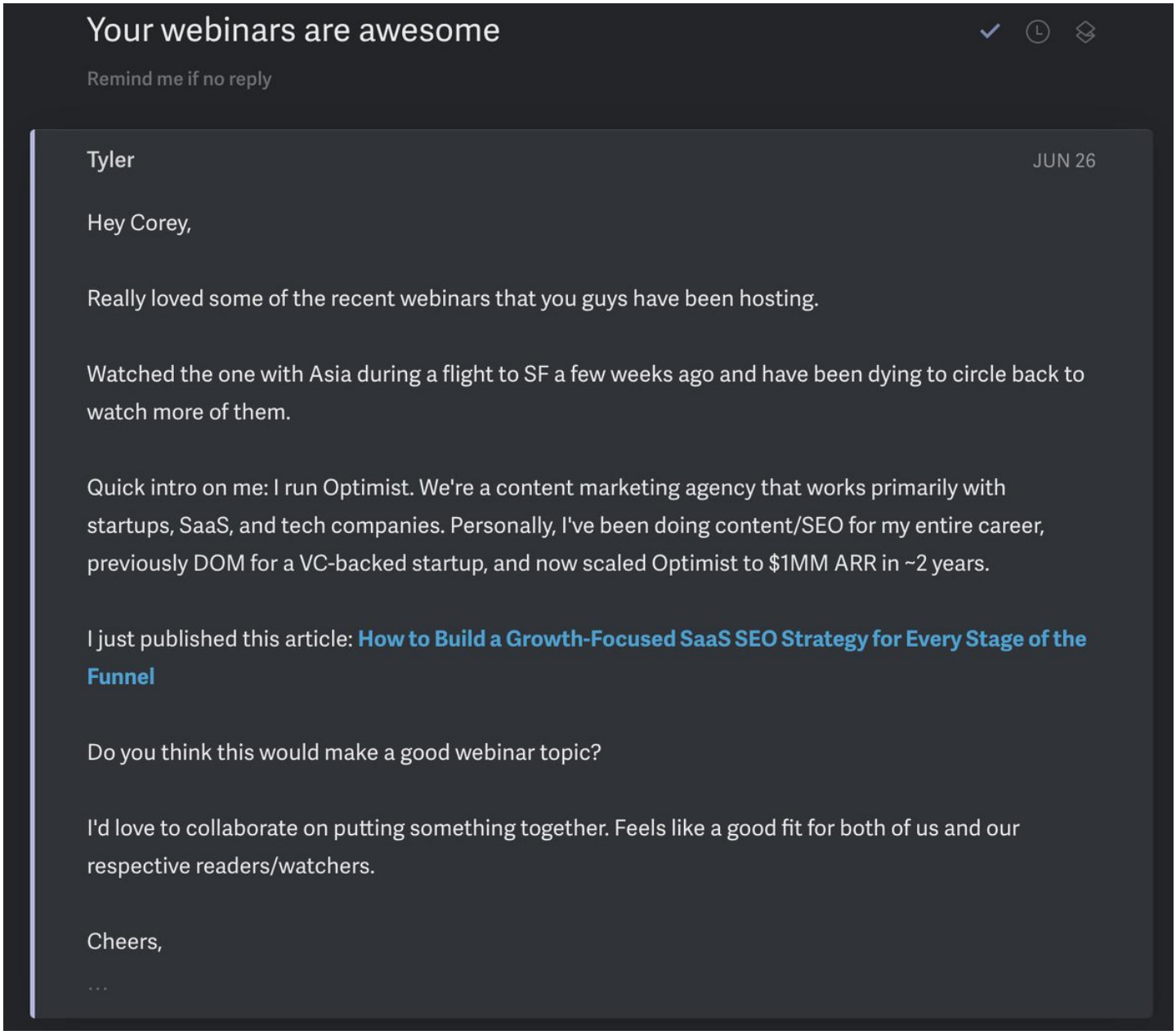
Today, that person co-hosted a webinar with me that had over 470+ registered and 130+ live

■ Quick lesson on how to successfully pitch partnerships and co-marketing opportunities

How did he get in contact with me?

He sent a cold email, but not just any email. It was clearly personal, relevant, and conversational.

Lesson: Notice the language he used and how he tied it back to previous webinars.



Not only was it well written, but I could also easily judge if he'd be a good fit based on the article he wrote and linked to.

It's SUPER well-written and proved that he knew what he was talking about.

Lesson: Make your "ask" as easy as possible to consider.

There were three things that made the webinar a big success:

1. Tyler sent the webinar to his email list and did a lot of promotion.

2. He prepared ahead of time and put a lot of work into the deck, even incorporating some Baremetrics assets and references.

3. He had fun

Super appreciate all the work @TylerHakes put into today's "SEO for SaaS"

If you missed it, here's the recording: https://t.co/dGSY8ThmQX