

Twitter Thread by TY FRANKEL



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@THETYFRANKEL



How to get your 1st client as an Agency or Freelancer.

A thread.

You're starting an Agency

or beginning your Freelancer journey

today I'll teach you

How to go from Stuck with NO CLIENTS

to 1 client

Paying you thousands of dollars a month

KEEP READING

Marketing, graphics, music

Whatever niche you're in

DOESN'T MATTER

the same principles apply

So let's get into it

Wait, wait, wait

Before we start

Here's ALL the software you'll need

- [@HiLeadLink](#) (LinkedIn Outreach)
- GoHighLevel (CRM)
- Notion (Build systems)
- Carrd (website)
- Calendly (sales calls)
- Zapier (automation)
- Google Workspace/Domains (domain/email)

NOW we're ready ■

STEP 1 - CRAFT OFFER

Ask yourself

"What am I selling?"

"Who am I selling to?"

CRAFT AN ICP using tweet below

What will your clients buy from you

Why will they buy it

What could hold them back from buying your service

Goals & Objectives

What they like

What they hate

What they think about all day

Age

Sex

Country

Position

Hobbies/interests

Day in the life

STEP 1 (PT. 3)

Now QUANTIFY your offer

What does this mean?

In 1-2 sentences, explain how your offer affects client's money

Example:

"I create memes for SaaS companies' marketing campaigns, boosting their per-campaign revenue by 30-40%"

BE SPECIFIC

STEP 3 - BRANDING

DM [@guifariaspoa](#) & to create your logo

Gui created the logo for [@HiLeadLink](#)

SUPER talented

Use Carrd to create a simple landing page

Put your Calendly link at the bottom

Example of a GREAT Carrd landing page ■

<https://t.co/UfqfXfUqSr>

STEP 3 (PT 2)

On your landing page, include

- industry stats
- video sales letter (learn how HERE - <https://t.co/YWp2bqOTOL>)
- quantified service

After you get great results

Add client testimonials/reviews/case studies to the TOP of your landing page

SHOWCASE social proof

STEP 4 - COLD OUTREACH

Learn cold outreach

Key is an OMNI-CHANNEL flow

What does this mean?

You're reaching out to prospects on LinkedIn, Email, AND cold calling them

Use these skills to get Client 1

all the way to Client 100 and beyond

PAUSE - LEARN COLD OUTREACH

These 3 courses will teach you EVERYTHING you need to know

1) Agency Cashflow Roadmap ■

<https://t.co/pRIImfyRQQN>

2) Cold Email Mastery ■

<https://t.co/TGdydzemBA>

3) Outbound on Autopilot ■

<https://t.co/GDUgz9fdhA>

STEP 5 - ORGANIZE

Create a Google Drive folder

Create a Notion Workspace

organize based on The PARA Method

Read & APPLY --> <https://t.co/gKfCksry0T>

STEP 6 - EXECUTE COLD OUTREACH

Set up Omni-Channel flows

Reach out to 25 prospects a day

Remember - LinkedIn, email, cold call

I'll say it again

LINKEDIN, EMAIL, COLD CALL

LinkedIn - use [@HiLeadLink](#)

Email - use MailShake

Cold Call - use Vonage

STEP 6 (PT 2)

Reach out to 25 prospects

Send messages/cold call between 9 AM - 5 PM EST, M-F

NO WEEKENDS

After 5 days (125 prospects)

You should've booked 2-5 sales calls by now

Hop on phone

Sell HONESTLY

Be personable

Collection of tweets I wrote on Sales calls BELOW

SALES CALL TIPS

- <https://t.co/RSq5OTmR6O>
- <https://t.co/GsKEnKrcGa>
- <https://t.co/sdGjq7VjZl>
- <https://t.co/8fbBc5OeRf>
- <https://t.co/QvyMNbyl7v>
- <https://t.co/qryPDM8Qqu>
- <https://t.co/cMjFGvZKyc>
- <https://t.co/rzvR0KQyqH>
- <https://t.co/Ld3iplwx7w>
- <https://t.co/RdMmgkdoB4>

SALES HACK

Ask prospect "can I send you a Loom video recap of today's call?"

Send 1-2 min Vid of what u talked about

What made them say "Wow!"?

include that

your Prospects will love this

Close Deals easier

— TY FRANKEL (@THETYFRANKEL) [May 10, 2021](#)

STEP 7 - ONBOARD

Close your first client

Send them agreement & invoice

CONGRATS!

You just got your first client

Now KILL IT for them

NOW

it's Time to GROW

Follow these people to get to \$10K+/month

- [@THETYFRANKEL](#)
- [@blackhatwizardd](#)
- [@NickAbraham12](#)
- [@wizofecom](#)
- [@DONVESH](#)
- [@sean0to10k](#)
- [@linkedin_king](#)
- [@C_Holmes44](#)

Access ALL my threads on how to get to \$10K+/month

Put your email in HERE ■

List CLOSES 2:30 PM EST on 5/13/21

<https://t.co/CP4zyKzGLT>

NOW IT'S TIME TO PUT THE WORK IN

2 steps:

- 1) Follow me at [@THETYFRANKEL](#)
- 2) Sub to my email list - <https://t.co/CP4zyKzGLT>
- 3) GET TO WORK

Build the life you want

START NOW