

Twitter Thread by TY FRANKEL



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How to sign Fortune 500 clients on big money retainers.

A thread.

First things first

Stop working with Broke People (your worst nightmare)

Sign big 5-6 figure deals like I did

SO. MUCH. EASIER.

Today I'll teach you exactly how

Keep reading ■

to quote [@lawrencekingyo](#)

\$500 Client

"I want you to hold me, love me eternally. be there whenever I call... tell me everything will be ok. answer me at 3am. drop everything you have going on in life for me...love me forever"

\$5000 Client

"sounds good, send invoice, thanks"

ABOUT ME

From 2017-2020 I owned a company called Shut Down Music

We worked with the BIGGEST music labels

- Universal Music

- Red Bull
- Warner Bros
- Sony

I signed \$50K, \$100K, & \$200K/yr deals with top 3

now I'll teach YOU

how to work with Fortune 500 companies

Like I did

STEP 1 - COMPANIES

Think "who needs my services?"

do HEAVY market research

decide on 100 Fortune 500 companies

Download my template sheet below

<https://t.co/r14NmNXIQS>

Add em in 🐼■

STEP 2 - EMPLOYEES

Target 2 employees from EACH company

You do FB Ads?

target Head of Marketing and a Marketing Associate

You create music like I did?

target Head of Music Production & an A&R

Each employee has their OWN row on your prospects sheet

(2 rows per company)

STEP 3 - GET EMAILS

Go to <https://t.co/JTA4jl9iuG>

Search each person's LinkedIn profile URL

Get their emails

Add to your sheet

PAUSE - EXPLANATION

ok, let me explain

What you're gonna do here

Is drip every single person

on your list

PERSONALIZED EMAILS

KEYWORD "PERSONALIZED"

with VALUE or social proof

EXPLANATION (2)

Every 1-2 weeks

Send each prospect a short, quick email (1-5 sentences)

75% of emails: VALUE

25%: SOCIAL PROOF

Value

- blog post
- SaaS product
- piece of info
- offer to make an intro

Social proof

- results you've gotten
- big win you had
- testimonial

EXPLANATION (3)

You're BUILDING YOURSELF UP

in their minds

they'll see your social proof & value over and over

If both are ON POINT?

100% OF YOUR PROSPECTS WILL EVENTUALLY RESPOND

Trust me on this

STEP 4 - VALUE DATABASE

this is MOST IMPORTANT

you need a "value database" (check the pic)

Basically

it's a Notion page

where you add value-heavy shit

STEP 4 (PT 2)

blog posts, SaaS products, secret pieces of info, podcast episodes, books, Twitter threads

**check my pinned tweet for 10+ threads you can add to your database)

key is HIGH value

no BS, no fluff

STEP 5 - POPULATE DATABASE

HERE is where you get ur value

- consult /w experts
- speak to high-level friends
- Feedly (aggregate content)
- ProductHunt (new SaaS products)
- take notes on great courses/books
- Follow [@THETYFRANKEL](#) (add my threads, insights)

STEP 5 (PT 2)

DM me "VD", like & RT the top tweet

I'll shoot you 2 HIGH-VALUE things from MY value database



STEP 6 - BEGIN EMAIL DRIP

THIS is where the magic happens

NO automation

Every 1-2 weeks

EMAIL EVERYBODY

write email templates

switch words around here & there

so they look "custom"

SPECIFIC VALUE is key

that, and Social Proof

EMAIL DRIP EXAMPLES /W EXPLANATIONS (from [@c_holmes44](#) x Tesla)

Cam is a KILLER

He JUST signed Tesla as a real estate client

BIG money

highly recommend u follow [@c_holmes44](#)

Signing Fortune 500 clients is EASY

This thread is ALL you need

to sign them

So...

Show up every week

Add value

Social proof

Be TOP OF MIND

you'll have MASSIVE success

BONUS STEP

if you wanna take it EVEN FURTHER

sign up to [@HiLeadLink](#) once we launch

(dm me "leadlink" and I'll get you onto the waitlist)

add prospects on LinkedIn

create auto-connect + drip campaign

Setup a custom message every 1-2 weeks

for HOWEVER LONG you want

BONUS STEP (2)

now, if you want to take it EVEN FURTHER THAN THAT

Engage /w their content

Comment on LinkedIn posts

Follow/comment on Insta/Twitter

make yourself UNIGNORABLE

everyone you engage /w

will eventually respond



NEXT STEPS

Follow me [@THETYFRANKEL](#)

I tweet about

- how to get AND KEEP Fortune 500 clients
- going from broke to having making lots of \$\$
- and way more

SPECIFIC, ACTIONABLE shit

is my Forte

Thanks for reading

Be easy 🙏 ■

my Value Database

Treasure in here ■