

Twitter Thread by TY FRANKEL



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5 secret strategies I used to 3X my agency's revenue during COVID.

A thread.

At it's HEIGHT in 2020, Shut Down Music (my music-for-media agency)

Had 8 employees, 50+ artists, & made \$600K+

We went from \$200K in 2019 to \$600K in JUST a year

Won 2 industry awards (LA Emmy & Mark Award), had our music in 1000s of TV shows, movies, video games, & ads

How did I build Shut Down Music to a powerhouse?

Why were people in the industry calling me a legend at just 21 yrs old?

How did I make over \$1M in the MUSIC INDUSTRY?? Which is notorious for being hard to make money in

HERE are the 5 secret strategies I used

Keep reading

STRATEGY 1 - BUILT SYSTEMS

Flashback to April 2019

Shut Down Music was the definition of a SMALL BUSINESS

Me & 1 employee (Anna, from Russia) managed the whole thing

I paid her \$600 a month

We had NO systems. it was wild

Didn't even know when she clocked in & out of work

1 (PT 2)

May 2019 comes around

I decide FUCK IT. I've had enough

Decided to invest in SYSTEMS

Hopped on <https://t.co/9E3tulpgbj> & started building

Next 6 months I worked relentlessly to build systems for

project management, artist management, team/client communication, etc

1 (PT 3)

Every system I created was structured like this:

- 1) What, when, why: background on what the system is, when it's executed, and how it fits into the big picture
- 2) Step-by-step: the incredibly detailed process

1 (PT 4)

- 3) Video run-through: screen-recorded video of me going through the system and explaining my thought process
- 4) Resources: all external pages you need access to while executing the system

Check out a pic of one of our Systems ■

STRATEGY 2 - INVESTED IN LABOR

I also let go of Anna in May 2019

Went through tough times & I told her things needed to change

The Last straw? she literally Didn't answer the phone for 2 days

Then told me she "took a train to Moscow & there was no WiFi"

Fired her on the spot

2 (PT 2)

So glad I fired her

Because then I decided to INVEST in labor

Hired 2 Americans with 14 yrs combined industry experience

& a top-notch Admin assistant from <https://t.co/q88s6kkXk7>

Things finally started to turn around

STRATEGY 3 - FOCUSED ON PRODUCT

What separated Shut Down Music from everyone else?

We created the BEST music in the game

How?

1) Our A&R system found us the best producers/rappers/singers

2) Every song we made I executive produced & went thru DEEP revisions

3 (PT 2)

Easy to get clients when ur product is just THAT much better

IRRESISTIBLE OFFER

Watch video below on HOW I executive produced our songs and why they were so much better

STRATEGY 4 - GREAT CLIENT RELATIONS

I made it a POINT

For my team & I

to be super Nice, warm, high-energy & communicative with our clients

Make it easy fucking peezy to work with us

4 (PT 2)

When a musician compromised our relationship with a client?

(Didn't want to sign a contract, turned music in after deadline etc)

We CUT THEM OFF right away. no questions asked. we're done.

Hold your client relationships CLOSE & DEAR TO YOUR HEART

STRATEGY 5 - BUILT A MOAT

What does building a moat mean?

it means creating 4-5+ competitive advantages in ur biz

That no one else can TOUCH

Creates a huge separation between you & your competition

5 (PT 2)

Some of our Competitive Advantages were:

1) SYSTEMS - music is known as a wild industry. almost no one has exceptional systems like we did

2) PRODUCT - our product was just so much better than everyone else's, no one could touch us

5 (PT 3)

3) TEAM - made it a focus to build a warm, loving, critical-thinking team

4) YOUTH - everyone else in the industry was OLD. we were forward-thinking & had our ears to the streets, everyone at SDM was under 30

I dismantled Shut Down Music in November 2020

Cool thing is

I'll still be receiving \$25-35K royalty checks 4 times a year for next 5 yrs before it starts to dip

Solid perk of building up my music agency

Peep the Shut Down Music instagram below

<https://t.co/6AcA6qPIQz>

So.

I used those 5 strategies to make Shut Down Music into

an award-winning, money-printing empire

Now? I tweet about how to do the Same with YOUR business

Follow me [@THETYFRANKEL](#) to learn

Hard NOT to go from \$0 to \$10K/month with JUST my tweet below

<https://t.co/7WaF8qCo8C>

I scaled my Agency to \$1M in 12 months

I reveal ALL my business secrets below

Read & follow me

MASSIVE THREAD

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— TY FRANKEL (@THETYFRANKEL) [April 17, 2021](#)

Sign up to my Email List

You'll get

- free list of 191 niches & 51 services
- tips to grow your biz that are TOO GOOD for Twitter
- promos & discounts on my products
- lots more...



<https://t.co/CP4zyKzGLT>

BONUS

My favorite follows who teach u how to build a thriving Agency

[@NickAbraham12](#)

[@Sean0to10k](#)

[@DONVESH](#)

[@thedankoe](#)

[@THETYFRANKEL](#)

[@SaaSCapo](#)

[@ecomchasedimond](#)

[@blackhatwizardd](#)

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Idk why it didn't post this

Watch this video on our workflow & why we were so successful...

Give top tweet a like if this helped you in any way ■