

Twitter Thread by DONVESH

DONVESH

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In the past 11 months

I've sent over 350k cold emails

5 timeless lessons I've learnt:

Thread■

1// The best cold emails have 3 main components:

■ Well personalized

Research the other person.

It takes just a few minutes but the returns are exponentially higher.

100 personalized emails >> 10000 copy paste spammy cold emails

■ A short intro that instils trust & authority.

Tell them who you are, what your experience is & why they should care

Tell them how much money your clients have made because of you

Learn how to write 1 sentence case studies from [@blackhatwizardd](#)

e.g

My name's X & I recently helped {{client-name}} more than double their revenue from \$12k/month to \$26k/month in just 9 weeks just through email marketing.

Namedrop your clients

Build social proof by namedropping bigger companies that everyone knows.

■ Strong CTA

"Interested?"

"Worth exploring?"

If your prospect likes the rest of the email and then reads the CTA, what will he think?

"Yeah, maybe I should do ads. This is definitely worth exploring."

And they will think about ads later.

They won't think about you.

They don't care about you.

But what if you had a stronger CTA?

"If you want explosive growth like {{case-study-client}}, let's talk this week?"

Now, you've transitioned them from thinking about your mechanism, which in this case is ads

to thinking about YOUR service

and thinking about YOU.

"Yeah, this guy seems to be experienced and is able to get good results. Let's just talk to him and see if he's legit."

That's it, you got the call!

which brings me to the second lesson■

2// Your goal is to sell the phone call, not the complete service

Imagine this:

You get a cold email from a stranger from some corner of the internet

Unless you have a ton of money spare, there is a very low chance that you will pay him \$5k or \$10k just from an email

You'd want to

> Research him

- > Talk to him
- > See reviews & testimonials

So when you email someone

Give them a chance to do all this

- Share your website
- Have testimonials and case studies
- Make a VSL explaining who you are and what you do
- Get them on a phone call

The goal is to move them down the funnel

ONE-STEP-AT-A-TIME

Cold email > Phone call > Demo call > Invoice > Onboarding > Fulfillment

Don't try to take shortcuts or act smart

Sell the call, let the call sell your service.

3// Talk like a human

"Dear sir

We at [newcompany] strongly believe..."

I'll stop you right there mate.

No stop.

You don't email people like that.

- > Be a little casual.
- > Sound like a human
- > And definitely don't send a template to 10,000 people.

Start with Hey/Hi

Introduce yourself

Do some market research about the language those people use.

The industry and person's name determines a lot about how they read, write & talk.

You don't wanna mail a 55-year-old corporate guy:

"Yo man wassup!"

But you also don't wanna email a 23-year-old founder:

"Respected sir..."

4// Keep it short

We all know attention spans are at an all-time low in 2021

If you send a 600-word cold email

NO ONE IS GOING TO READ THAT

Keep it short

Less than 150 words

And don't write in a 3-inch block of boring text

No one's going to read so much text

Add spacing & line breaks

■ The goal of the first part is to get the prospect to read the intro & case study.

■ The goal of the case study is to get the person to read the CTA

■ The goal of CTA is to get the person to reply or book a call.

5// If you wouldn't respond to it, don't send it.

This is by far the best test to find holes and shortcomings in your cold email.

Read it out aloud.

✓■ Does it flow?

✓■ Would you trust that guy if this was your first interaction with them?

✓■ Would you respond to it right now? Is there enough urgency?

If it passes this test, you can even run it through a friend or business partner and ask them the 3 questions above.

Bonus■

Do you want:

- 13 cold email scripts that work and get you booked calls?
- 11 hot services that everyone is buying right now
- 9 profitable niches that could make you a ton of \$\$\$
- My omnichannel guide

All for free?

Get it all here■

<https://t.co/Fea3wnO1Hc>

The best agency owners to follow and learn from: [@oliviercantin](#) [@THETYFRANKEL](#) [@NickAbraham12](#) [@sean0to10k](#)
[@linkedin king](#)

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Read this thread if you want to start your own agency/freelancing business

<https://t.co/FcTFr4yGby>

How to get your first \$2,000 in the next 2 months

Even if you don't have a skill or service to sell

A thread:

— DONVESH (@DONVESH) [May 18, 2021](#)

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<https://t.co/rRQaS7rZcC>

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— DONVESH (@DONVESH) [July 19, 2021](#)