

# Twitter Thread by Devesh



**Devesh**

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## STEP BY-STEP

### How to make a \$10k/mon agency in less than 3 months

#### Thread:

The easiest way to start an online business is to make a service-based agency.

Let's get right into it.

1. You need to have some skills.

VALUE THAT YOU CAN PROVIDE TO YOUR CLIENTS SO THEY PAY YOU EVERY MONTH.

YOU NEED TO TARGET RETAINER BASED SERVICES TO GET TO \$10k/mon fast.

Now, what can you charge a retainer for?

Not web design.

Not logo design/branding.

Try to sell a service which they need every month.

- Lead generation
- Email Marketing
- High ticket sales
- Cold email

Choose one and watch 25 hours of content about it on youtube dot com

Then buy a good course if you can

## MARKET RESEARCH:

Don't sell anything to anyone

## SEE WHAT'S WORKING

Cold email 50 people asking for a call

Pay 3 of them \$20/hr and get to know all their pain points and problems

Now you have a service to sell and you already know fulfillment.

Next

How to find clients:

Finding clients is a simple But, not an easy task.

2 main types for client acquisition:

1. Organic

Cold email, through Facebook groups, engaging in communities, using your social media followers, etc.

2. Inorganic

Paid shoutouts, Facebook/google ads

DON'T EVEN LOOK AT INORGANIC WHEN YOU'RE JUST STARTING.

You need proof of concept before you try to spend \$300/day on ads.

Use organic methods.

Engage in communities, add value in Facebook groups, and so on

BUT WAIT

THE BEST CLIENT ACQUISITION CHANNEL IS COLD OUTREACH

I only use cold email as my client acquisition channel.

How to find clients the right way:

> Scrape emails using Kleanleads

> Hire a \$8/hr research guy

> Write good & short cold emails

> Send 50 cold emails EVERYDAY

> Ask for a call

✓ Ask 10s of questions ^ interview your prospects

✓ Pitch your \$2,000 service on the call

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The research guy is supposed to research every prospect & write a personalized line about each person one by one.

Hire from Upwork for \$7-8/hr

Fulfillment:

YOU NEED TO GET THEM RESULTS TO GET PAID.

If you're just starting, you have 2 options:

> WORK FOR FREE

> WORK FOR A CHEAP PRICE IN EXCHANGE OF A VIDEO TESTIMONIAL

Now you need to find more clients.

AND HIRE MORE EMPLOYEES.

EMPLOYEES WHO LOVE TO DO WORK YOU DON'T WANT TO DO FOREVER AND FOR CHEAP.

Hire a sales closer to close sales for you for a 15-20% commission.

Hire project managers.

Admin guys who report to your client and manage the payments.

Data entry guys who do the most monotonous work.

GET YOURSELF OUT OF YOUR BUSINESS.

Talk to @THETYFRANKEL for systems.

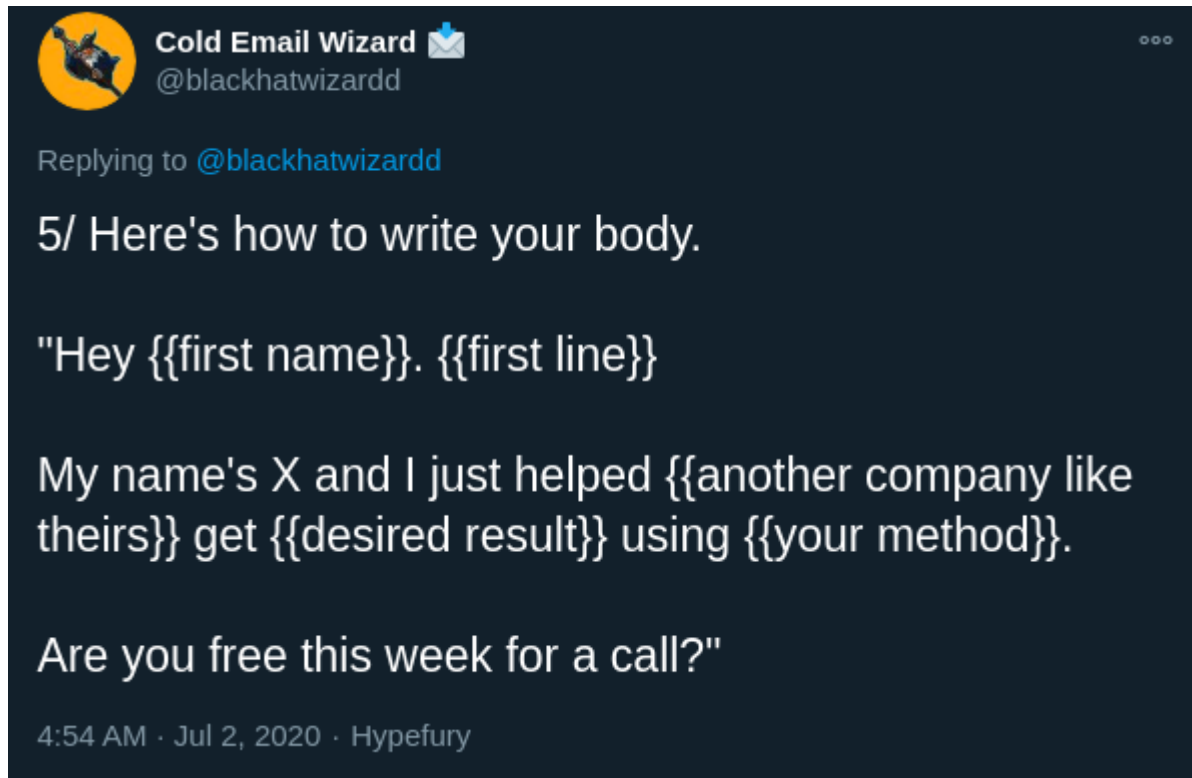
But what should I say in the cold email???

Hey {{first name}}. {{first line}}

My name's X and I just helped {{another company like their}} get {{desired result}} using {{your method}}

Now I would like to do the same for you.

Are you free for a quick call this week or next week?



Follow up after some days if they don't reply.

Send 3-4 follow-ups.

About sales calls:

WORK WITH people only if they fulfill your preset criteria.

If they don't, JUST DON'T WORK WITH THEM.

YOU WON'T BE ABLE TO GET THEM RESULTS AND THEY WON'T PAY YOU ALSO.

Get an integromat/zapier subscription

AUTOMATE STUFF YOU DO MANUALLY EVERYDAY

1 tweet checklist:

> Find a problem

- > Skill
- > 50 cold emails a day
- > Get on sales calls with prospects
- > Close
- > Fulfill
- > \$\$\$

NOW GO & IMPLEMENT

STOP DAY-DREAMING & MANIFESTING

If this tweet gets 150 retweets,

I'll do a free live ama

<https://t.co/jewRdcN9Ic>

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— Devesh\u26a1 (@Devesh\_wy) [January 26, 2021](#)