

HOW TO TURN FOLLOWERS INTO BUYERS
WITHOUT FEELING LIKE A SALESY GURU



THE CREATOR'S INCOME MACHINE BLUEPRINT

THE 3-STEP FUNNEL SYSTEM THAT TURNS YOUR
IDEAS INTO AUTOMATED INCOME.

BY STEVE

WHY YOU NEED A SYSTEM

More content isn't your problem.

No system is.

Creators are posting daily, getting engagement...
but making little to no sales.

The truth?

You don't have a sales problem — you have a system problem.

I know this because I started broke, stuck, and overwhelmed.

No strategy. No automation. No digital product that sold consistently.

So I learned copywriting, funnels, and digital product systems from scratch.

Since then, I've:

- Sold **2,000+** digital products
- Generated **\$42,000+** organically
- Reached buyers in 6 countries
- Built a **1,000**-subscriber organic email list in **3** days.
- Created funnels that convert across niches

Everything changed when I built a machine
—not another post.

This blueprint reveals the exact structure.

WHAT IS THE “INCOME MACHINE”?

YOUR INCOME MACHINE = A 3-PART AUTOMATED FUNNEL SYSTEM

It converts your existing audience into buyers without posting daily.

THE MAGNET

Captures leads using a high-value freebie + landing page.

THE MESSAGE

Turns leads into buyers with a strategic email sequence.

THE MACHINE

Automates sales using a sales page, checkout flow, and post-purchase system.

This system works even when you log off.

STEP 1: THE MAGNET

BUILD AN AUDIENCE YOU OWN.

Social media is borrowed attention.

Your email list is owned attention.

The Magnet is your lead-generation system made of:

- A valuable freebie
- A high-converting landing page
- A strong CTA in your bio/content

Purpose:

turn followers → subscribers

Why it matters:

email converts **10X** better than social

Your machine starts here.

LANDING PAGE VS SALES PAGE (CLARITY)

Creators confuse these two — and it kills conversions.

 **LANDING PAGE : GOAL:** Collect leads

Includes:

- Headline
- Freebie value
- Opt-in form
- Image
- Short bullets

Your landing page builds your list.

 **SALES PAGE: GOAL:** Sell your digital product

Includes:

- Story
- Pain points
- Offer breakdown
- Bonuses
- Testimonials
- Guarantee
- CTAs

Your sales page turns leads into buyers.

Each page has a different job — and you need both.

STEP 2: **THE MESSAGE (NURTURE EMAILS)**

TURN SUBSCRIBERS INTO BUYERS AUTOMATICALLY.

The Message is your 5-email story-based sequence:

1 — THE WELCOME STORY

Who you are + why you help.

2 — THE VALUE EMAIL

Solve one small problem.

3 — THE TRANSFORMATION EMAIL

Show them what's possible.

4 — THE OFFER INTRODUCTION

Present your digital

5 — THE SALES PUSH

Clear CTA to buy.

Your audience won't buy from your posts —
but they will buy from your stories.

STEP 3: THE MACHINE

YOUR 24/7 AUTOMATED SALES ECOSYSTEM.

Your Machine includes:

- A conversion-focused sales page
- A frictionless checkout experience
- A 7-email post-purchase sequence
- Automated product delivery
- Segmentation + tagging
- Upsell/downsell logic
- Customer lifetime value loops

Once this is built, your revenue becomes predictable.

THE 7-EMAIL POST-PURCHASE SEQUENCE

The Money Isn't Just in the First Sale — It's in the Backend.

Here's the 7-email system that turns first-time buyers into repeat customers:

EMAIL 1 — THANK YOU + ACCESS

Build trust immediately.

EMAIL 2 — QUICK WIN

Give fast momentum.

EMAIL 3 — ACTIVATION

Help them use the product.

EMAIL 4 — YOUR DEEPER STORY

Strengthen relationship.

THE 7-EMAIL POST-PURCHASE SEQUENCE

EMAIL 5 — HIDDEN BENEFITS

Reveal more value.

EMAIL 6 — NEXT STEP / UPSELL

Introduce the next offer.

EMAIL 7 — TESTIMONIAL + REFERRAL REQUEST

Turn buyers into promoters.

This is where real revenue happens.

AUTOMATIONS, TAGGING & SEGMENTATION

This is the layer creators never see – but it's the most important.

Your Income Machine uses:

✓ TAGGING

To track behavior (downloads, clicks, purchases).

✓ SEGMENTATION

Different groups get different messages based on interest.

✓ BEHAVIORAL TRIGGERS

Emails fire based on actions:

- Opens
- Clicks
- Page visits
- Purchases
- Checkout abandonment

AUTOMATIONS, TAGGING & SEGMENTATION

✓ **CONDITIONAL LOGIC**

If they buy → stop sales emails

If they don't buy → continue sequence

✓ **UPSELL & DOWNSELL PATHS**

More revenue without more posting.

This complexity is why most creators never build a system that scales.

COMMON CREATOR MISTAKES

WHY MOST CREATORS DON'T MAKE SALES

- ✗ Posting daily but collecting no leads
- ✗ Selling only in posts, never in email
- ✗ No sales page
- ✗ No nurture sequence
- ✗ No automation
- ✗ No segmentation
- ✗ No backend system

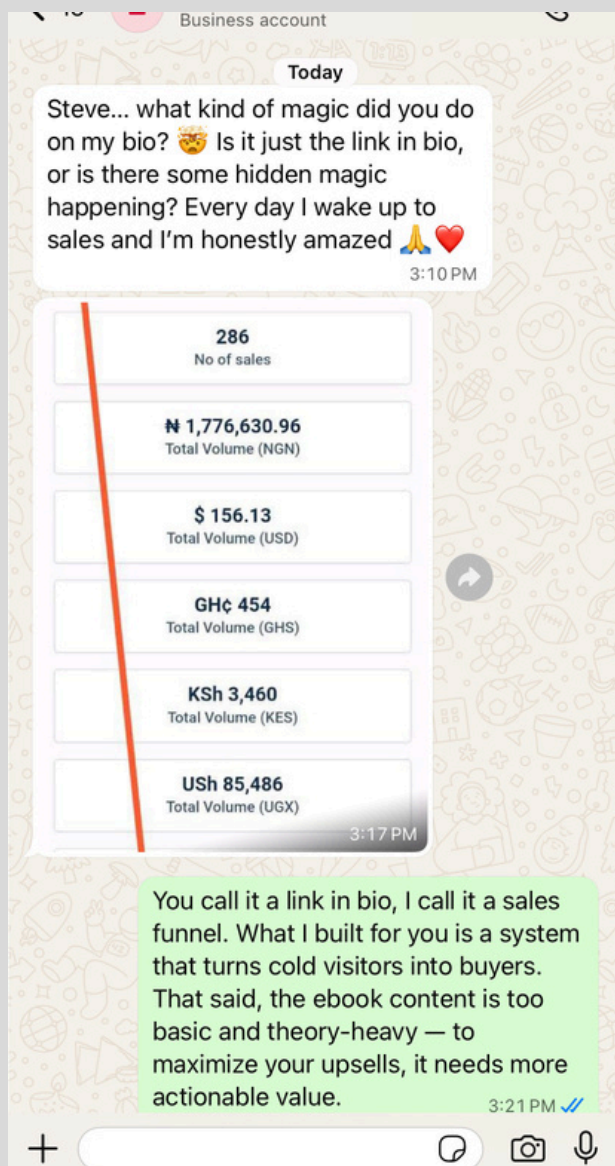
A beautiful page doesn't mean it will convert.

Without strategy, psychology, and automation, creators will always stay stuck.

Your Income Machine fixes all of this.

THE INCOME MACHINE BLUEPRINT HAS BEEN TESTED AND TRUSTED

[Check my portfolio to see these systems in action](#)



WHAT I BUILD FOR YOU

What I Set Up (So You Don't Have To)

I build your entire ecosystem:

- Freebie concept + copy
- Landing page design + copy
- Sales page copy
- Checkout setup
- 5-email nurture sequence
- 7-email post-purchase sequence
- Email list setup
- Tagging
- Segmentation
- Automation workflow
- Product delivery system
- Upsell/downsell offers
- Link-in-bio optimization
- Funnel testing + optimization
- Analytics & conversion tracking

Most creators have no idea how many pieces make a working funnel —
but you won't need to worry about any of it.

READY TO BUILD YOUR INCOME MACHINE?

If you're ready to stop relying on posting...
and finally turn your expertise into a predictable,
automated revenue stream, then:

👉 [Book a Free System Strategy Call](#)

We'll map your income machine together.

FUNNEL MAP

Freebie

Landing Page

Email Sequence

Offer

**Sales
Automation**

