GET PAID TO TO GET LEADS

The Complete Blueprint for Creating Low-Ticket Offers That Pay for Your Ad Spend

MATTHEW COAST

GET PAID TO GET LEADS

By Matthew Coast

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Every business is different. Every person is different. Your results will depend on your niche, your offer, your effort, your skills, your experience, your market, and a whole range of other factors that are completely outside of my control.

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How to Use This Book

This book is designed to be used, not just read.

Each module covers one piece of the system. They're designed to be read in order, especially if you're new to running low-ticket funnels. Each one builds on the last.

That said, if you're already running ads and just need help with a specific part of the system, feel free to jump to the module that's most relevant to where you're stuck.

At the end of each module you'll find a short recap and your next action steps. Don't skip those. The difference between people who get results from books like this and people who don't almost always comes down to whether they actually did the thing or just read about it.

The system works. But only if you do.

Before This System. After This System.

Before

You're paying for leads and most of them go nowhere. You spend money on ads, people opt in, and then... nothing. They sit on your list, open the occasional email, and never buy anything.

Or maybe you're giving away free content, free lead magnets, free webinars, hoping that if you give enough away people will eventually trust you enough to buy. Some do. Most don't. And the ones who don't just keep consuming your free stuff and asking for more.

Your list is full of people who signed up for something free and have no intention of ever paying you. You're paying your email platform every month to store their addresses.

The people who do buy, you're not sure where they came from or how to get more of them. Every month feels like starting over.

You know you have something valuable to offer. You know you can help people. But the economics just don't work, and you can't figure out why.

After

Your front-end funnel runs every day. People find your ad, click through, and buy. Not all of them. But enough.

Some of them take the order bump. Some take the upsell. Your average order value climbs high enough that the ads are mostly paying for themselves, sometimes completely.

Your list is full of buyers. People who have already proven they'll open their wallet for what you offer. When you send an email, some of them buy again.

The back end is where the real money comes from. A small percentage of your buyers want more help, deeper support, a higher level of access to you. Those are your coaching clients, your program members, your continuity subscribers.

You didn't have to chase any of them. They found you through the front end, bought something small, trusted you enough to want more, and raised their hand when you offered it.

The funnel runs whether you're working or not. You wake up in the morning and there are sales from overnight.

That's what this system is designed to build.

This Works in Your Business

The low-ticket funnel model isn't just for one type of business. Here's what it looks like across four different situations.

If You're a Coach

You work one-on-one or in groups, and your main offer is your time and expertise. Your front-end offer might be a $17 mini-course called "The 5 Questions to Ask Before You Hire a Business Coach" or a $7 guide on the single biggest mistake people make in your niche.

Your order bump might be a worksheet or a resource that complements the guide.

Your back end is your coaching program, and the front end filters in the exact type of person who's already thinking about working with someone like you.

If You're a Consultant

You sell projects, retainers, or advisory services, usually at a higher price point.

Your front-end offer might be a $27 assessment tool, a checklist, or a short course that helps your ideal client diagnose a specific problem you solve.

The people who buy it are self-selecting as exactly the type of client you want. Your back end is the engagement itself, and the front end warms them up before they ever get on a discovery call.

If You're a Course Creator or Info Product Seller

You already sell information. The low-ticket funnel is just a smarter version of what you're already doing. Your front-end offer is a focused, fast-to-consume product that solves one specific problem.

Your order bumps and upsells are related products or more advanced versions of the same topic. Your back end might be a membership, a higher-ticket course, or a coaching add-on.

The difference between this and what most course creators do is that every piece of the funnel is designed to pay for the traffic that feeds it.

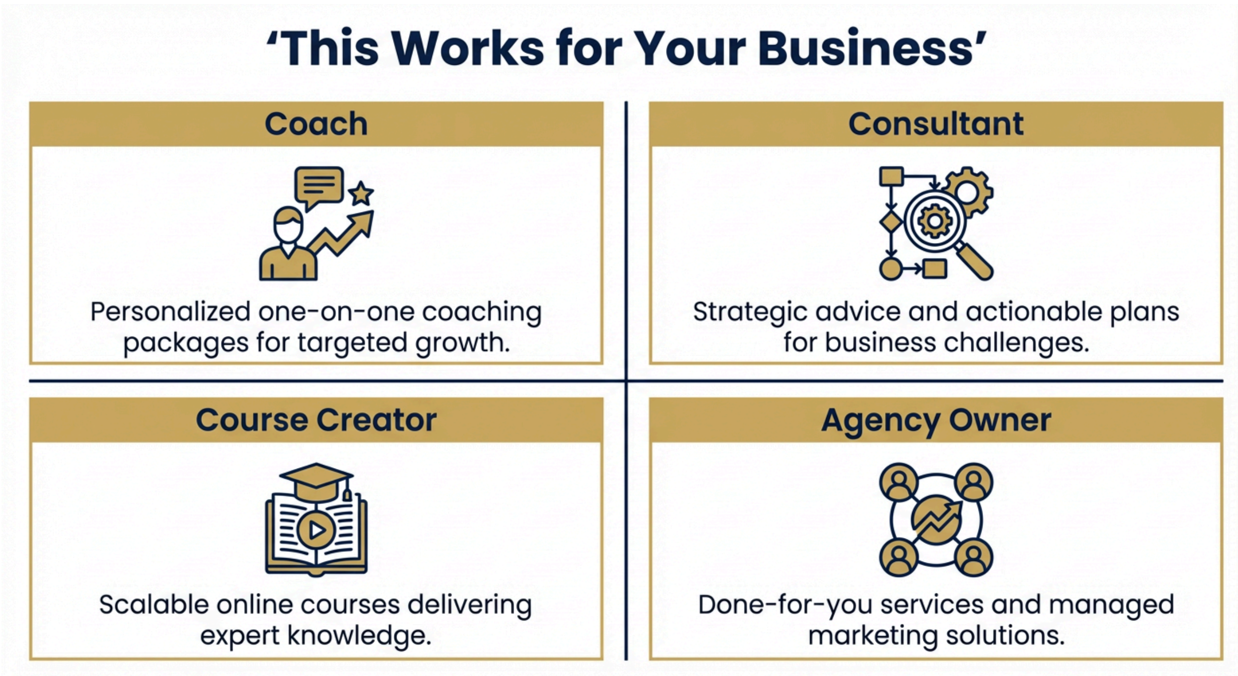
If You're an Agency Owner

You sell done-for-you services, and your challenge is usually lead quality.

Your front-end offer might be a $17 guide or toolkit that helps business owners do a beginner version of what you actually do for clients.

The people who buy it and realize they don't want to do it themselves are your warmest possible leads for your agency services.

Your back end is your retainer or project work, and your front end quietly filters out the tire-kickers before they ever waste your time on a sales call.



A Real Funnel, Start to Finish

Sometimes the best way to understand a system is to see it run all the way through with real numbers. So let's do that.

Meet Sarah. She's a health and wellness coach who helps busy women lose weight without giving up the foods they love. She's built a simple low-ticket funnel and she's running Facebook ads to it.

Here's what her funnel looks like:

- Front-end offer: a $27 mini-course called "The 10-Minute Meal Swap Method"
- Order bump: a $17 "Done-For-You Grocery List and Meal Prep Cheat Sheet," converting at 30%
- Upsell 1: a $47 "4-Week Fat Loss Jumpstart" video series, converting at 20%
- Downsell 1: a $27 "Quick Start Video Series" (a stripped-down version of the upsell), converting at 25% of people who said no to the $47

Her Average Order Value

- Front-end: $27.00
- Order bump: $17 x 30% = $5.10
- Upsell 1: $47 x 20% = $9.40
- Downsell 1: $27 x 25% of the people who declined the upsell = roughly $5.40

Estimated AOV: about $46.90

Her Cost Per Acquisition

Sarah's cost per click on Facebook is $1.00. Her landing page is converting at 5%.

- 100 divided by 5 = 20 clicks to get one buyer
- 20 x $1.00 = $20.00 cost per acquisition

Her Front-End ROAS

AOV of $46.90 against a CPA of $20.00. She's making about $26.90 per customer on the front end before the back end even comes into play.

That's a profitable funnel. Her ads are paying for themselves and then some. She can scale.

What the Back End Does

Sarah has a 12-week group coaching program on the back end priced at $497.

Her post-purchase email sequence runs for seven days and invites buyers to a free strategy call. Out of every 100 buyers, about 7 of them book a call. Of those, 2 end up joining the coaching program.

That's $994 in back-end revenue for every 100 front-end buyers, on top of a funnel that's already profitable.

The front end pays for the traffic. The back end is where the real money compounds.

What Sarah Does Next

She applies the traffic light system. Her funnel is green.

She scales her budget by 20% every 48 hours, keeps testing new ad angles, and starts building her second front-end product while the first one runs.

If things stop working, she pulls back a little bit, goes back to what worked before, and keeps going.

The system is working. She keeps going.

And the more she builds, the easier it is to work the whole system… the more she has on the backend, the more she can test on the front end.

If you think this is a special case, you're wrong. Many people who have used this method have been successful, often on their first try.

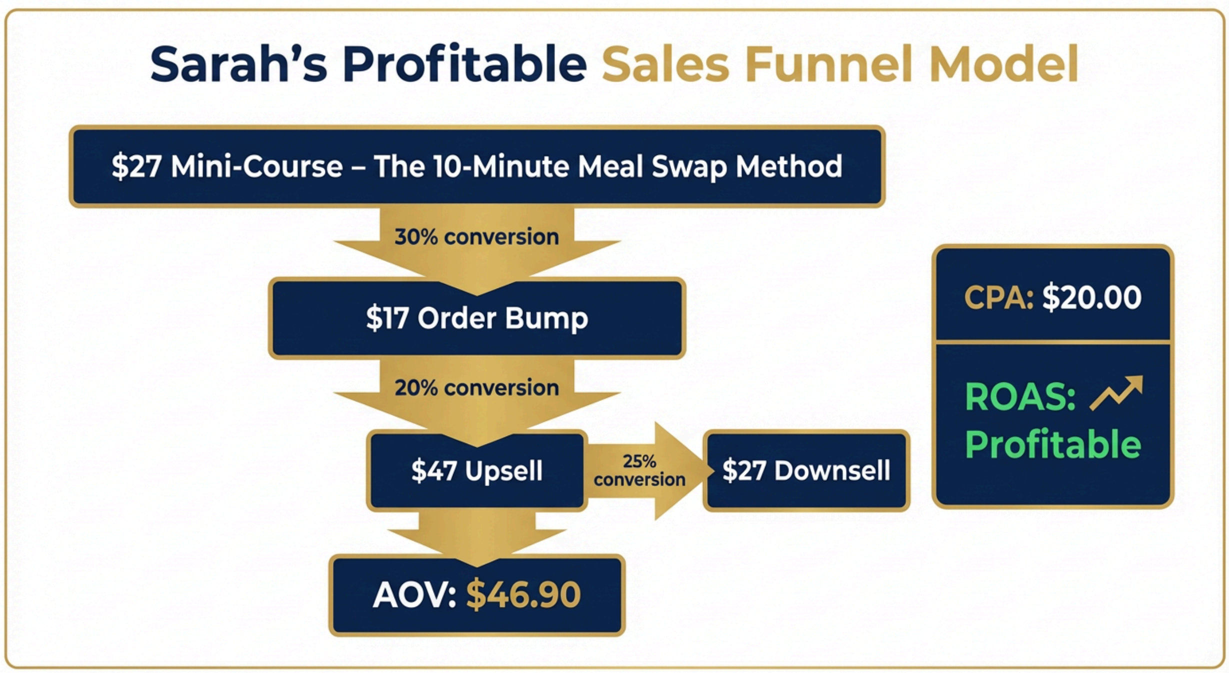
In fact, a guy who implemented this method recently was profitable on his first try, with his testing budget… and he didn't even have a funnel!

He just had one front end product, no bumps, no upsells, no idea what he was even really doing.

He just had a market he was passionate about and a low ticket product that his audience wanted.

That won't be everyone's experience… some people will need to test a lot more to get there, some people will end up breaking even or even losing a little bit on the front end and then make it up on the backend.

Whatever your situation, I recommend that you keep going, keep building, and keep growing. Creating a funnel like this is worth it.



Module 1: The Micro-Commitment Method

Introduction

Congratulations and welcome to Get Paid to Get Leads.

I'm Matthew Coast, and if you're tired of paying for expensive leads, if you want better leads, if you want free leads, if you want to get paid to get leads... you're in the right place.

I'm actually in the women's dating and relationship space. I've been a coach there for a long time, and I've been using this method for over 12 years to get free leads and pay for my lifestyle. At this point I'm running a seven-figure-a-year business, and I'm still doing this right now.

So I'm going to be teaching you how to do it too.

In this program, I'm going to show you a customer-getting system. What you're going to do is create low-ticket products, get customers cheaply, get them free, and even get paid to get them.

I hope you're excited. Go ahead and jump into the first lesson.

Lesson 1: Why Free Lead Magnets Are Killing Your Business

In this lesson, I want to talk to you about why free lead magnets absolutely suck and why you shouldn't use them.

In 2012, I had built up an email list of about 300,000 people. We cleaned the list every single week, removing anyone who wasn't active. So these were all active people.

I started looking at the numbers and they just weren't adding up. So I ran an experiment. I shut off all of our lead magnets for six months. I wanted to see how these people actually behaved on our database.

What I found was that the money we took in from those free leads wasn't enough to pay for having them on the list.

If you don't know this, having a list of 300,000 people costs thousands of dollars a month just to maintain it. And these people weren't buying enough to cover that cost.

So I ended up removing anyone who wasn't a buyer. We went from 300,000 people down to about 50,000. And what I found is that a buyer is 10 to 100 times more valuable than someone who came in for something free.

They're more likely to show up too. I used to run live virtual events, and when I did the numbers, I found that if you don't make people pay anything to attend, only about 20% of the people who signed up would actually show up.

But if you charged them, even just $5 or $7, 90 to 95% of the people who signed up would show up.

When somebody pays, something shifts in their brain. They start taking everything more seriously.

I used to think: I want to help as many people as possible, so let me give them lots of free stuff. What I found was that when you give people free stuff, they don't take it seriously.

And a lot of those people on the list are genuinely the worst people to have there. They're constantly complaining about you trying to sell them something. They want everything for free, and they'll waste as much of your time as you'll allow them to.

My bare minimum for getting onto one of my email lists now is that you have to buy something from me. It doesn't matter what it is. It doesn't matter if it's a dollar. You have to buy something.

And the people who get on my list as a result are a ton more valuable.

So stop giving away free lead magnets. Stop doing the thing where people say give your best stuff away for free and they'll wonder what else you have. Don't do any of that.

If you want to post content on social media, I'd suggest you don't lead with advice. You can do a little of it, the 'what' instead of the 'how' works fine sometimes. But mostly what you want to do is connect with people through their emotions.

Show them you're on their side. Show them you have the expertise to help and that you're with them in this. That's almost always better content than posting free advice.

Stop giving stuff away for free. Even if you just charge a dollar or five dollars, it's better than giving it away. Trust me on this.

Lesson 2: The Psychology of Micro-Commitments

Let's talk about the psychology of micro-commitments.

Most people are afraid to jump from zero dollars to $5,000, $10,000, or whatever a high-ticket thing costs. And there's good reason for that.

It's like going on one date with someone and deciding to marry them right there. For most people, you're more likely to end up in a crazy situation with someone toxic than you are to land in an amazing relationship. The probability just doesn't work in your favor.

Trust is lower than it's ever been before. You can build that trust with a long VSL, a sales call, live events... all of that works. But what I've found is that micro-commitments work better.

There's something called the commitment escalation ladder. It's the idea that the more times someone says yes to you, the more money they spend, the more time and energy they put in, the more willing they are to say yes again in the future. You're building momentum.

Here's a non-marketing example. I was living in Colorado and trying to sell my Jeep. I was having a hard time. Then someone contacted me from Arkansas and said he wanted to fly out with his daughter to look at it.

The moment I heard that, I knew he was buying it. Think about it... why would someone fly from Arkansas to Colorado with his daughter just to look at a Jeep and then not drive home with it?

By the time he arrived, there was so much time, money, and energy already invested that the sale was practically done before he even saw the thing.

It's similar with potential clients. You can do micro-commitments through a webinar. But they're more likely to actually consume the webinar if they paid for it.

And if they're paying for it, you might as well make it a real product that demonstrates you can actually help them.

When they buy something and consume it and it works, they trust you. That trust makes them want more. And if they don't buy the next thing, you already made money and helped them. It's a win for everyone.

Lesson 3: The Golden Equation

A few years ago I was in New Zealand at a marketing conference, giving a speech. One of the guys in the audience asked me what my average click-through rate was and what he should expect his to be.

It's a great question. And all those numbers, click-through rates, conversion rates on your landing page, they matter. They can help you diagnose what's happening in your funnel. But they're not the most important number.

The most important number is your ROAS, your return on ad spend. That's how much money you're making minus how much you're spending. Everything else is useful for figuring things out, but ROAS is what you're ultimately optimizing for.

The equation is simple: Average Order Value minus Cost Per Acquisition. You want that number to be 1 or higher. That means you're profitable. That means you theoretically have infinite scale.

A 1:1 ROAS is the magic number. A lot of you won't hit it right out of the gate, and that's okay. We'll talk more about how to diagnose it and get there. But just remember, that's the number you're looking for.

Lesson 4: How the Best Marketers Use This

What do top marketers like Russell Brunson, Alex Hormozi, and Frank Kern all have in common?

They all sell low-ticket products on the front end. A lot of times it's a book, maybe an ebook, maybe a small course, but it's low-ticket.

Why do they do that instead of leading with a webinar? Because most people won't take you seriously if they don't invest. Most people won't show up if they don't invest. We've talked about that already.

Also, freebie seekers are some of the worst people to have on your list. They want everything for free. They'll complain any time you try to charge them for anything. They'll find reasons to complain just so they can complain.

And a lot of them won't even leave your list because you entertain them, so you just keep paying for them to be there.

What you want is front-end products. And when I say products, I mean actual products.

Most people who are really successful don't just sell one low-ticket product, they sell a lot of them. Dan Kennedy was known for selling tons of different books on the front end. Russell Brunson does this too.

Multiple low-ticket products pad your revenue and can support an entire business on their own.

When I first got into the dating and relationship space, I tried launches, then coaching, and eventually moved to low-ticket products. I built most of my business for years on low-ticket alone, made a great profit, had a great lifestyle.

Then I added mid- and high-ticket products later, which boosted everything.

One of the reasons I'm still here when a lot of others in my industry have left is because I had a front-end funnel I could rely on. If something breaks on the back end, the front end is still working. If something breaks on the front end, the back end is still working.

Multiple components keep you profitable even when things get hard.

That's how this compounds over time. Your first front-end product might not do that well, and that's okay. More front-end products mean more ways to bring people in and more chances to make things work.

Module Recap

- Free leads are expensive. Buyers are 10 to 100x more valuable.
- Micro-commitments build trust and momentum over time.

- Your one number is ROAS. Everything else is just diagnostic.
- Low-ticket front-end products are what the best marketers in the world use to build audiences.

Action Steps

1. Write down every free lead magnet or freebie you're currently giving away. Decide which ones you could turn into a paid offer, even at $1 to $5.
2. Map out your commitment escalation ladder. What are the steps from first purchase to your highest-ticket offer?

Module 2: Step 1 — The Impulse Offer

Creating the Quick Yes

What makes the difference between an impulse buy and 'let me think about it'?

Generally speaking, there are four factors involved.

Factor 1: Solve an Immediate Problem or Pain Point

One of the most common mistakes people make when they get into a space and want to help people is that they try to sell what they want to teach, not what the customer wants help with.

When I first got into the women's dating industry, I launched a program called the Goddess Blueprint. All about personal growth, working through shadows, deep psychology. I spent thousands building an email list, did the launch, and nobody bought it. Not one person.

I went back to the drawing board and surveyed my audience. Everything I wanted to teach was at the bottom of their list. Everything they wanted to learn was at the bottom of mine.

They wanted the right text messages. They wanted to make a specific guy fall in love. They wanted fast, tangible results. That's what they were going to buy. It's not about what you want to sell, it's about what they want.

Factor 2: Perceived Risk

The higher the risk, the more hesitation. The easiest way to reduce risk is with a low price.

That's why I often recommend starting with a really low price point. It tells you so much about whether someone is willing to buy, and it removes the mental barrier of 'I don't even know if this will work.'

Factor 3: Decision Complexity

The more complex the decision, the more hesitation. You want one clear offer, one clear problem, one clear solution.

Even if you're selling a bigger program, the hook should be one thing they can immediately say yes to.

Factor 4: Time to Value

The longer it takes to get results, the more hesitation. Quick wins matter.

If someone thinks their problem has a short-term fix, even if it doesn't, they're going to buy the thing that promises speed.

An impulse buy hits all four: low perceived risk, low decision complexity, fast time to value.

Lesson 1: The 4 Types of Impulse Offers

There are four types of impulse offers you can create quickly.

Ebooks

People still read. Ebooks work because they're immediate delivery, easy to skim, and for a lot of people they're faster to create, especially if you like to write. I've sold tons of ebooks in my business and they work really well.

Mini-Courses

Three to five videos that solve one specific problem. The course can actually be larger, but the marketing should focus on solving one specific thing, and the course covers everything else they also need.

Mini-courses are often better than longer courses because they're faster to consume. And if you don't know this, a lot of people who buy courses never consume them at all. Shorter content gives them a better shot at actually getting value.

Templates and Toolkits

These save people time. Checklists, swipe files, fill-in-the-blank documents, step-by-step sheets, anything they can pick up and use without having to figure out a process from scratch.

These are simple to create and people love them.

Workshops and Live Event Replays

People get to attend a live event or access something they missed. You can take a webinar you've already done and turn it into a product. Just make sure you add enough tangible takeaways to justify the purchase.

The question is: which one can you create the fastest? Are you a writer? A speaker? Do you hate being on camera?

There's a format that fits you. Pick the one with the shortest path from idea to done and start there.

Lesson 2: The Price Point Decision

There's a lot of talk in the marketing world about raising your prices. Everyone says raise your prices, always raise your prices. I don't think that's always great advice. Sometimes the right move is to figure out what numbers actually work.

Here's how I think about price points:

$1 to $10: The Volume Play

This is the easiest yes most people can give. You don't need a lot of marketing or copywriting to sell at this level. If you're just starting out or you're not confident in your copy yet, this is where I'd start.

Hit the pain point, hit the solution, and people either immediately say yes or no. Simple.

$17 to $27: The Sweet Spot

This requires a little better marketing and copy, but not much. It's still a small price point in most niches and tends to be easier to scale.

$37 to $47

You need stronger copy here. In a niche like dating and relationships, the difference in copy required between a $5 offer and a $47 offer is significant.

$57 to $97 and Up

Specific markets only. Some niches are used to paying more and will respond to this. Others won't.

How do you choose? Look at what's easiest for you right now based on your copywriting ability. Look at what others in your market are doing successfully. Success leaves clues.

And ask yourself: what's my highest probability of winning?

My suggestion is almost always to start lower and go higher. There are people who say once you go low you can never raise the price. That's nonsense. You can change your pricing anytime you want to.

The advantage of starting low is that you can actually look at all your other numbers and figure out what needs to change to make things work.

Nothing is set in stone. Start where you have the best shot at a yes, learn from the data, and adjust from there.

Lesson 3: How to Position

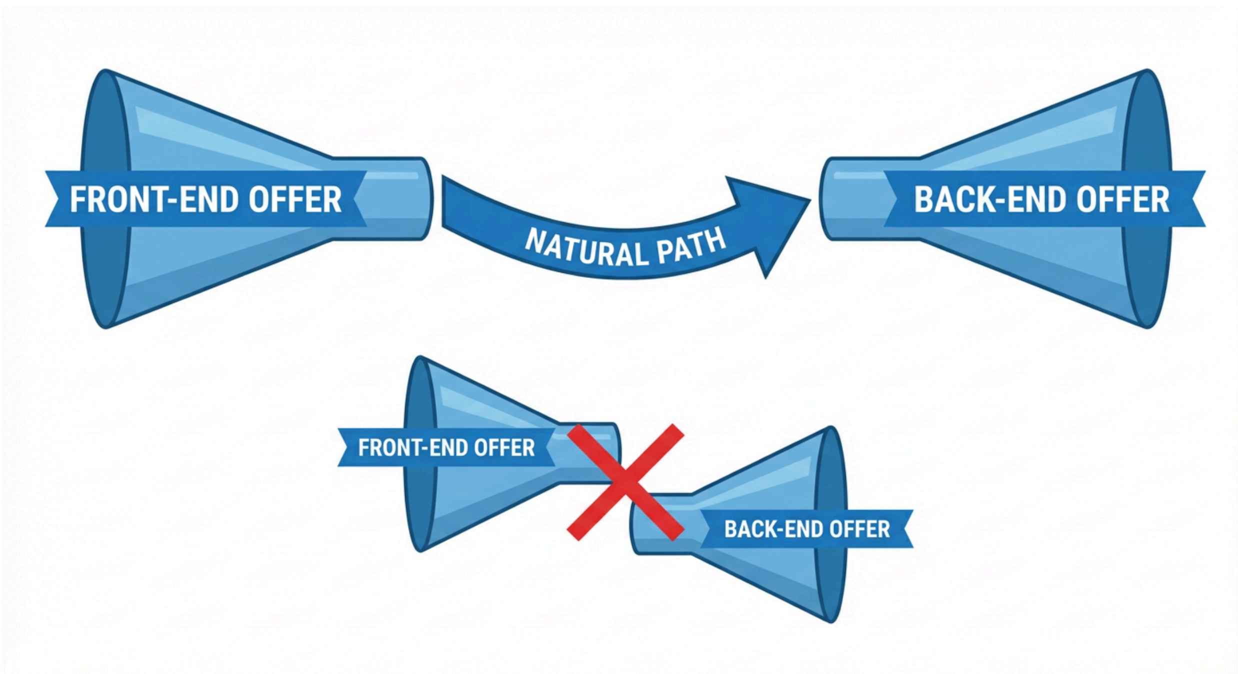
What you want on the front end is a product that attracts your ideal back-end client.

I made this mistake early in the women's dating space. The front-end product I was selling helped women figure out a tough situation with a specific guy, whether to stay or move on. But the back-end product was about attracting a new man into their life.

Those two audiences didn't match up well. A lot of the women coming in from the front end weren't good candidates for the back end, and our sales showed it.

I had to either change the back end to match the front end, or change the front end to match the back end. We ended up doing both.

But ideally you want to think this through before you start.



Look at your back-end offer and ask: who is my ideal client? What's the problem or pain point they have at the very beginning of their journey, before they're ready for what the back end offers?

If you can solve that early-stage problem with your front-end product, you're setting up a natural path to the back end.

If you've already found a front-end offer that converts but it's not aligned with your back end, ask yourself whether you can create a back-end offer that serves those buyers. Sometimes the answer is yes.

For your back-end product, the main frameworks that work are: making it easier, making it faster, doing it for them, or doing it with them. Coaching, accountability, customized plans, done-for-you services... these all work well.

You'd be amazed how powerful it is to simply have someone there walking a client through each step and checking in on them. That alone can justify a premium price.

Lesson 4: The Rapid Validation Test

Maybe you know someone like this, or maybe you are this person.

A friend of mine had been writing a book for three years. She was in the healing trauma space, and she came to me asking about graphics she wanted to include. I asked how long she'd been working on it. Three years. I told her to skip the graphics and just publish the book as soon as she could.

She pushed back. She wanted it to be really good. She wanted everything to be perfect. And I understood, but here's the thing: most people, when they self-publish a book, nobody sees it.

I say that not to be harsh but because it's true. For most people, the first book doesn't do well. My first several books didn't do well. It wasn't until I figured out marketing and really understood my audience that I started hitting bestseller lists.

Most people have the 'if you build it, they will come' mentality. It's just not the reality.

So instead of spending months or years building something you don't know will sell, don't build until you validate. Sell it first. Turn it into a live event.

Here's how the rapid validation test works: set up a simple page, get Zoom or whatever you'll use to run the event, and send traffic to it.

If you're running cold ad traffic, you're looking for at least a 3 to 5% conversion rate and ideally close to a 1:1 ROAS. With warmer traffic, your existing audience or your email list, you're looking at 10 to 20% or more.

Spend $100 to $500 depending on your budget and see what happens. If only three people buy, you can either do the event for three people or refund everyone and try a different angle. Both are fine. Neither is a failure, it's information.

If it works, you now have a product, a proven angle, and a price point to build on. You can increase the price, add bonuses, polish the delivery, or cut it into smaller pieces for faster consumption.

The fastest way to find out if your idea will sell is to sell it before you build it.

Module Recap

- Great impulse offers solve an immediate problem, have low perceived risk, low complexity, and fast time to value.
- Pick the product type you can create fastest: ebook, mini-course, template, or workshop.
- Start at a lower price point and work up.
- Validate before you build. Sell it as a live event first.

Action Steps

1. Write down the single biggest pain point your ideal customer has right now, the one that keeps them up at night. That's your impulse offer topic.
2. Choose your format and set a deadline to have a live validation event running within the next two weeks.

Module 3: Step 2 — The Value Multiplication Stack

How to Increase Your AOV

Most people are leaving about 70% of their revenue on the table.

When I first got into the women's dating industry, I was running low-ticket products and barely breaking even. A friend told me that some of the world's best copywriters were in my niche.

So I found them, became an affiliate of theirs, started running their products on ads, and quickly became one of the top affiliates in the industry. That got me invited to conferences and meetups, and I started learning from the inside what they were actually doing.

One of them did a launch where he made around $800,000 in two weeks. I got a close look at his funnel. Over time I evolved and improved what I saw there, and here's what I learned:

The first sale is the hardest. Once someone buys from you, getting them to buy again becomes significantly easier. And the prime window to sell them more is in the first 40 minutes after that first purchase.

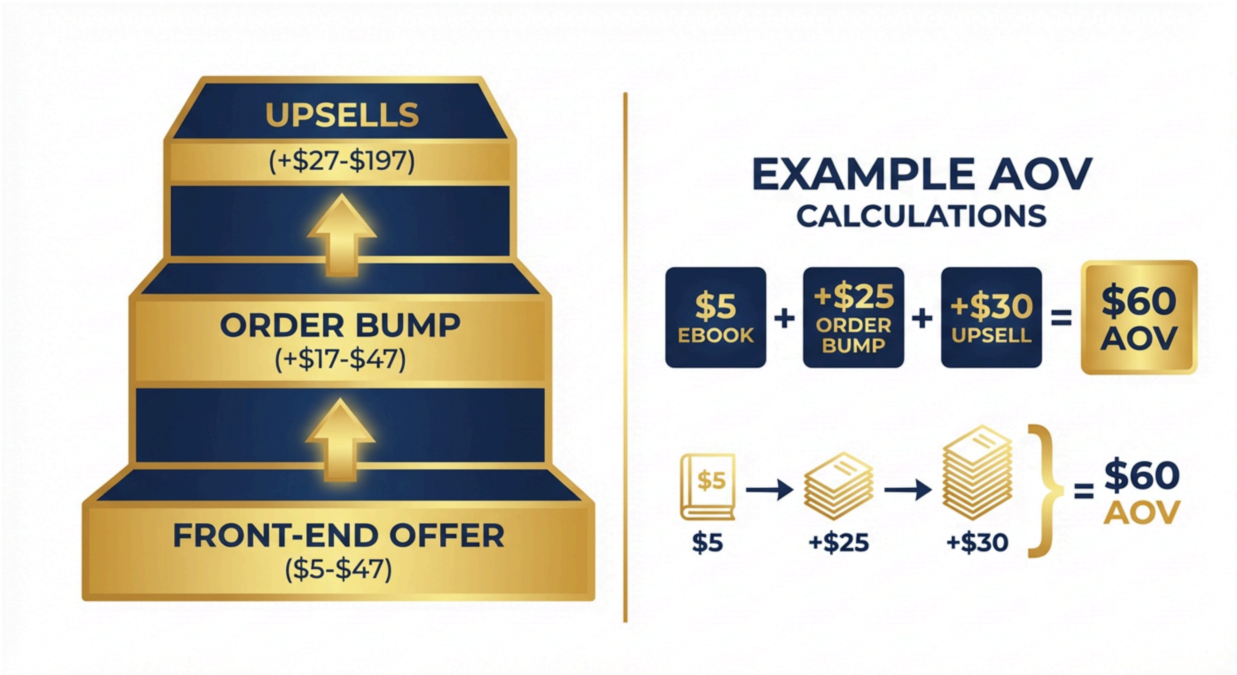
There are three layers that increase your average order value:

- The front-end offer
- The order bump
- The upsells

Together, these three create a value ladder. If you're only selling the front-end offer, you're leaving a lot of money on the table.

A $5 ebook can become a $30 to $40 average order value. A $27 course can become a $70 AOV. A $47 course can push close to $90.

That average order value determines how much you can spend on traffic, how many leads you can get, and ultimately how many people you can help.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Lesson 1: Order Bumps

The order bump lives on your checkout page. It's a checkbox, something they add to their order right before they buy. Done well, these can convert at 20 to 30% or more. That's essentially free money you're leaving behind if you don't have one.

Here's what converts well as an order bump:

SOPs (Standard Operating Procedures)

A step-by-step guide that walks them through exactly what to do and in what order. After going through a course, people often think 'okay, but what do I actually do first?' An SOP answers that.

Templates and Swipe Files

Copy-and-paste stuff. Fill this out and use it. AI prompt templates are huge right now. Give them the exact prompts they need to use your method.

Screen Recordings

Watch-over-my-shoulder style videos where you walk through a process in real time. Simple to record and incredibly useful for buyers.

Audio Versions

Great for ebooks or video programs, downloadable MP3s people can listen to while working out, driving, or going for a walk.

If I have nothing else to put as an order bump, I'll create an audio version of the main product. People use this constantly.

Products That Are in Alignment

If you have two related products, one makes a natural order bump for the other. I do this with ebooks. My Relationship Rescue Scripts has the Passion Revival Guide as the order bump.

The first is about stopping a breakup, the second is about reigniting passion and desire. Related problems, natural pairing.

On pricing: the general rule is same price up to about three times the front-end price, depending on what you're selling. If your front-end price is higher, you can also do something lower as the bump.

One thing I've tested: leaving the checkbox pre-checked so they have to uncheck it to remove it. This can increase conversions because of the law of momentum, checking something requires more effort than leaving it alone.

That said, make sure it's crystal clear on the order form what they're purchasing. Don't hide anything. Transparency matters, and confusion leads to refunds.

My suggestion: start without an order bump, measure your conversion rate, then add the order bump and compare. If you want to test multiple order bumps, do it one at a time so you know what's actually moving the needle.

Lesson 2: The Instant Upsell System

Upsells are where a lot of the real money gets made. Here are the main frameworks that work:

The Advanced System

This is how I built most of my business. The upsell is simply a more robust, more advanced version of what they just bought. If someone bought a $5 offer, there's something bigger and more complete you can sell them right after.

Other Offers the Same Person Would Want

Think about who just bought from you and what else they logically need. If the front end is a weight loss guide, the upsell might be a food planner or recipe book. If it's an ecommerce course, the upsell might be a database of winning products.

Different problem, same buyer.

Speed: Done For You or Fast Implementation

Instead of teaching them how to do it, you do it for them or give them something that dramatically shortens the path.

If the front end is a nutrition guide, the upsell is 'I'll build you a customized plan.' If it's an Instagram growth course, the upsell is 'I'll build your content calendar for the next 365 days.' People pay a premium to skip steps.

Accountability

Group coaching, forum coaching, one-on-one calls, strategy sessions, communities. You'd be surprised how much someone will pay just to have a person in their corner who checks in and says 'did you do this?'

Continuity programs can work really well here depending on your niche.

Customization

Personalized plans, strategy calls, anything that makes the product specifically theirs. This doesn't have to mean getting on a call. Sometimes it's just having them fill out a form and sending them something tailored. The key is that it feels personal.

On price points: if your front end is low-ticket, your upsells will generally be higher, $27, $47, $97, $127, or more depending on what you're selling. The best thing you can do is test. I've seen upsells go from $7 to $1,997.

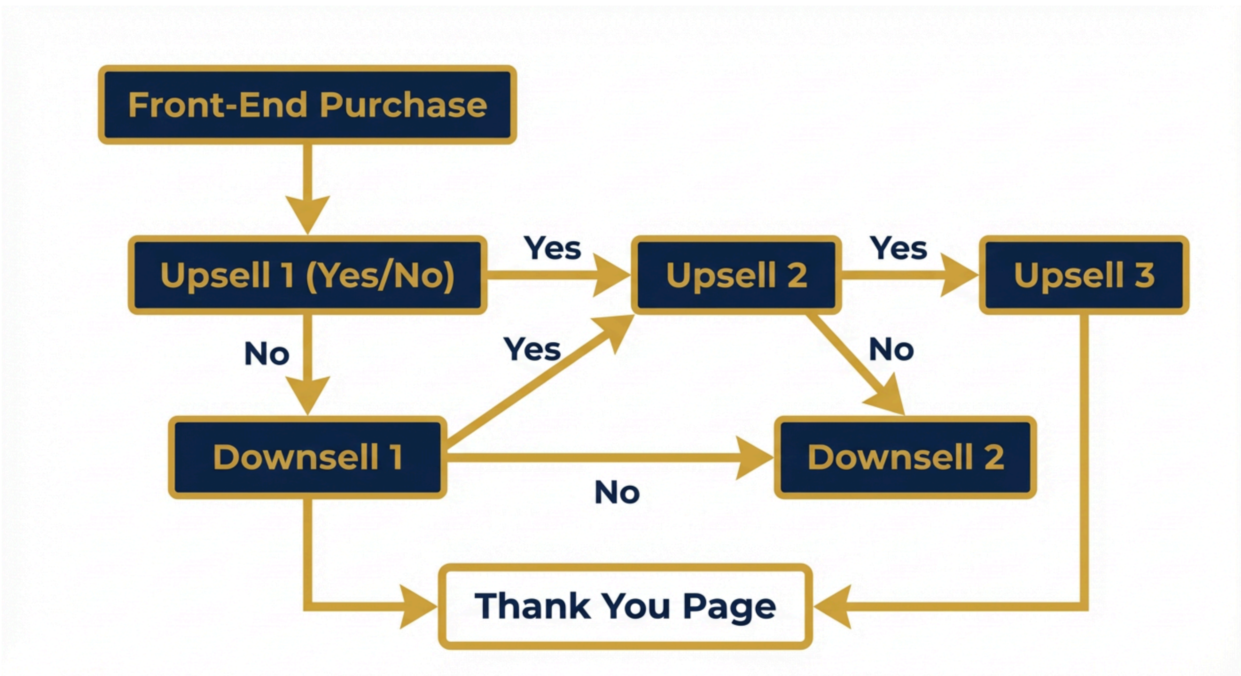
What matters is what works in your market.

How many upsells should you have? Two to three at max. I've been inside funnels with 10 or 15 upsells and it just feels predatory. People start zoning out.

The structure that works best is: upsell, downsell, upsell, downsell. If they say no to the $97 offer, offer them a $1 trial. If they say no to the full price, strip something out and lower the price, or add a bonus and reframe the value.

Two upsells, two downsells. That's the sweet spot.

One critical thing: you need one-click upsells. That means they don't have to re-enter their payment information to add something to their order. If people have to pull out their credit card again, a huge percentage of them won't do it.



Lesson 3: The Cart Recovery Sequence

Cart abandonment is one of the most overlooked opportunities in most funnels.

Someone goes to your checkout page and leaves. You can recover 10 to 20% of those people. There's real money sitting there.

The way it works: either you collect their name and email before they get to the checkout page, or the checkout page captures it as they start filling in their information. Either way, if they don't complete the purchase, it triggers your cart recovery sequence.

Most people who abandon cart aren't rejecting your offer. They got distracted. They were at work, they saw your ad, thought 'that looks good,' and then got pulled away.

Your job is to bring them back.

Send four to five emails maximum. The first goes out about an hour after they abandoned and simply reminds them what they were looking at. The next goes out a day later. The sequence runs out over a few days with a sense of finality at the end.

These people will join your list for free since they didn't buy. But remember two things: first, they have the highest potential of anyone on your list to buy, because they actually made it to your checkout page. Second, if they don't buy after the sequence, you can scrub them off the list.

You don't have to keep paying for them to be there.

Module Recap

- Most people leave 70% of their revenue on the table by not having order bumps and upsells.
- Order bumps convert best when they're fast to consume and directly complement the main offer.
- Two upsells and two downsells is the sweet spot. One-click purchase is non-negotiable.
- Set up a cart recovery sequence to recapture 10 to 20% of abandoned checkouts.

Action Steps

1. Decide on your order bump. What's one thing that complements your main offer that you can create quickly, an SOP, audio version, or template?
2. Sketch out your upsell flow: Upsell 1, Downsell 1, Upsell 2, Downsell 2.

Module 4: Step 3 — The Bridge System

The Bridge from Front End to Back End

At this point you hopefully have a solid picture of how this system works. You're selling low-ticket products, raising your average order value, getting people invested in your content, and building a relationship with them through the purchase and consumption of your products.

The real money, and the most powerful client transformations, come from the back end. That's where people invest more, go deeper, and get greater results from working with you.

In this module we're going to talk about how you take someone from buying a front-end product and walk them all the way over to the back end.

Lesson 1: The Thank You Page

The thank you page is the page a client lands on at the end of your front-end funnel, after they've gone through the upsells, bought what they're going to buy, and the transaction is done.

This page is more important than most people treat it.

If you can, put your actual product on the thank you page. Not behind a membership site, right there on the page.

Here's why: no matter how smooth your membership login process is, no matter how good your email deliverability is, some people will not be able to figure out how to access a membership site. And those people will refund. It happens every time.

If you can put the product directly on the thank you page, you eliminate a huge source of friction and refunds.

One of the objections I hear is: 'What if someone shares the thank you page and people get the product for free?'

Let it go. Seriously. No matter what you do to protect your content, if someone really wants to share it, they will. And I've had people come into my coaching programs specifically because a friend shared a product with them and they loved it. That's free word of mouth. Let it happen.

What else should be on your thank you page:

- Support contact. Give them an email address or some way to reach you if they need help.
- A path to ascension. A link to a webinar, a sign-up form for a strategy call, or whatever the next step in your sales process looks like.

I'll often put the strategy call sign-up form right at the top of the thank you page, with the product below it. Step one: book your call. Step two: here's your product.

And don't stop at the thank you page. Every touchpoint should offer a way to go deeper. Your ebook should have calls to action inside it. Your membership site should have a sign-up link or an embedded webinar.

Everywhere they interact with you is an opportunity to invite them into the next level.

Lesson 2: The Post-Purchase Email Sequence

After someone buys your low-ticket product, you want an email sequence that does a few specific things.

Get Them to Consume the Product

If they consume it and it's good, they'll trust you and want more. Not everyone is going to go buy coaching after reading your ebook. Some people will get exactly what they needed and move on, and that's fine.

But most people will need more. And if they've consumed your product and seen that you know what you're talking about, they'll go looking for what else you have.

Consumption is also important because it introduces them to you. The more time they spend with your content, the more they see you as a trusted authority in your space. That goodwill compounds over time.

Get Them a Quick Win

If you actually help them with something real, they'll trust you on a deeper level. They'll think 'this person actually knows what they're talking about.' That shifts everything about how they see your other offers.

Build a Relationship

You want them to feel like you're a real person, and you want to get them used to the relationship of having you in their inbox.

When they see an email from you, you want them to think 'oh, I wonder what this one's about,' not to reach for the unsubscribe button.

Bridge Them to the Next Step

Near the end of the sequence, you start inviting them to consider what's next. This isn't a hard pitch, it's an invitation.

Maybe it's a webinar link. Maybe it's a strategy call. Maybe it's a direct offer for your mid- or high-ticket program. Whatever your back-end sales process looks like, this is where you introduce it.

Here's how the sequence flows:

- Email 1 (sent immediately): Send them back to the product or their login details. Make sure they can access what they bought.

- Email 2: Check in. 'Did you get your login information? If not, reply to this and we'll get it to you.' You'd be surprised how many people need this.
- Emails 3 to 4: Quick wins. Pull something useful from inside the product and deliver value right in the email. Link back to the product for more.
- Emails 5 to 7: Introduce the back-end offer. Not a hard sell, an invitation to learn more or take the next step.

The full sequence is typically 5 to 7 emails, one per day, starting immediately after purchase. If you do this well, it dramatically increases the number of people who consume your product and consider the back end.

Lesson 3: The Personal Touch (Optional)

One of the best things you can do, especially early on, is talk to your customers live.

I know that sounds basic. But there is nothing that teaches you more about your audience than actually getting on a call with them and hearing what they have to say.

Here's what to cover on those calls:

- What's their main problem right now?
- What are they afraid of?
- How long have they been dealing with this?
- What have they already tried that hasn't worked?
- What does their ideal outcome actually look like?
- How can you help them get there?

If you've done any sales, you're probably reading that list and thinking 'that sounds like a sales script.' It does. And that's fine.

You learn a massive amount from these conversations, and they give you a natural opportunity to offer a solution.

When you're starting out, try to talk to everyone who buys something from you. Later on you can hand this off to someone else on your team. But early on, these calls are invaluable.

They'll tell you what to build next, how to talk about what you already have, and they'll generate back-end income that's very hard to get any other way.

If you absolutely don't want to get on calls, surveys are a reasonable second option. But there's nothing quite like a real conversation.

Module Recap

- Put your product on the thank you page whenever possible. Membership walls cause refunds.
- Your post-purchase email sequence should run 5 to 7 days and move people from consumption to quick win to back-end consideration.
- Talking to buyers live, especially early on, is one of the highest-leverage things you can do.

Action Steps

1. Write your first three post-purchase emails: access/welcome, quick win, and a soft introduction to what's next.

2. Reach out personally to your first 10 buyers. Get on a call, ask the six questions from this module, and listen.

Module 5: Step 4 — The Rapid Testing Ad System

Advertising Principles

The ad platforms are constantly changing. But if you can run ads successfully, you will never have a problem finding new clients.

This is the concept I've been using since 2013 when I first started my business. It's what let me grow to seven figures and beyond, and it's what's kept me going when a lot of other people in my industry closed up and went back to regular jobs.

Learning to run ads is one of the most valuable skills you can build in this business.

A few principles that have guided everything I've done:

Testing Is More Important Than Creating the Perfect Ad

Most people get stuck trying to make something perfect before they ever launch it. That's the wrong instinct. The marketplace tells you what works. Your job is to test and find out. Run more ads, not better ads.

Ugly Ads Work

You don't need high production value. Most of my best-performing ads have been PowerPoint slides recorded with a screen capture tool, or me talking to a camera like I'm doing right now.

What matters to the person seeing your ad is that they have a problem and they believe you can help them solve it. Production value is almost irrelevant compared to that.

The Platforms Are Moving Toward Controlling the Targeting

Ad platforms care about their own profits more than yours, and their AI is getting better at figuring out who should see your ad. The practical result is that broad targeting is working better now, and your ad itself becomes the main targeting mechanism.

When the right person sees your ad and recognizes it's for them, that's the signal the platform learns from.

Retargeting Almost Always Outperforms Cold Targeting

Cold traffic is people who have never interacted with you before. Warm or retargeting traffic is people who have seen your ad, visited your page, or engaged with your brand in some way.

I know brands that run cold traffic almost entirely for awareness and put most of their budget into retargeting. Warm audiences convert at a higher rate, almost always.

Get More Profitable on the Back End

Some of the biggest businesses in the world are willing to lose money on the front end because they know their back end more than makes up for it. It lets them outspend every competitor and acquire clients at scale.

Ideally you make money on both ends. But if you're struggling on the front end, a strong back end can turn a losing campaign into a winning business.

Lesson 1: The New Targeting Reality

On Facebook, open targeting, where you're not specifying any particular audience, wins most of the time now. Meta's AI has gotten genuinely good at figuring out who the right person is for your offer.

There are a few types of targeting worth knowing:

Open Targeting

No audience suggestions at all. You just let Meta find the right people based on the signals your pixel sends back and how people interact with your ads. This works better than most specific targeting in my experience.

Lookalike Targeting

You suggest an audience that looks like your buyers, and Meta uses that as a reference point. It won't only show your ad to those people. It takes it as a signal and builds from there.

Location Targeting

If you only serve a specific region, or if you only want to target countries where people can reasonably buy your back-end products, use this.

Otherwise, worldwide targeting can work fine for low-ticket offers. Just know that Meta may end up sending you traffic from countries where people can't afford your back-end. If that matters to you, stick to the top English-speaking countries.

On starting budgets: I don't recommend spending less per day than the price of your front-end product. If your product is $5, you can test at $20 a day and have more than enough data to work with quickly.

The higher the product price, the more you need to spend to get meaningful data.

Lesson 2: Ad Formats

There are three types of ads that consistently perform best right now.

Image Ads

The fastest to create. Use a 1200x1200 square format. It works across all placements and you don't have to worry about Meta resizing things in ways you don't want. You can create these with AI extremely quickly.

For image ads, the headline is everything. Everything else, the background, the colors, the design, is just about grabbing attention. The headline does the actual work.

A few things to test: high contrast color combinations like black and yellow, red and white, blue and white. Price visible vs. no price. Curiosity-based headline vs. direct headline. Shorter headlines tend to outperform longer ones on Facebook because people aren't there to read, they're scrolling.

15-Second Reels

Essentially a moving image ad. Take a 9x16 background video, anything eye-catching, doesn't have to be related to your topic, and put a headline and call to action as a text overlay. Easy to create in Canva.

Same principles as image ads apply here.

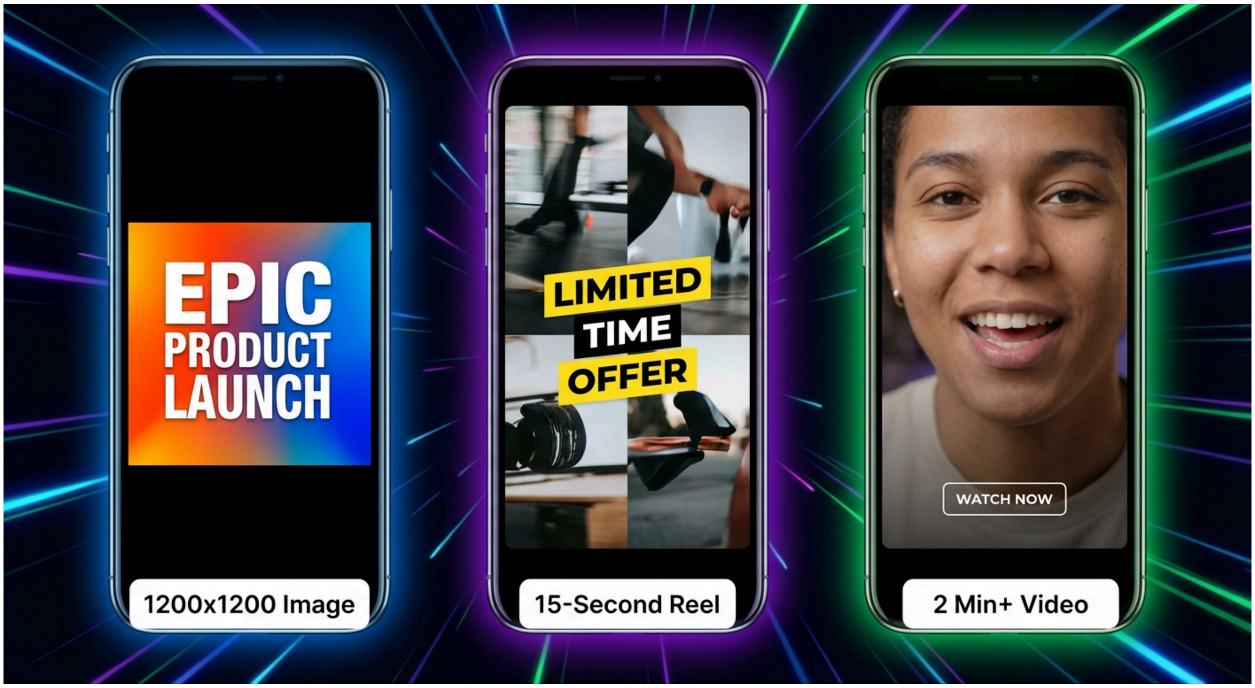
Two-Minute-Plus Video Ads

These are often my best performers, and they hold up longer than shorter formats. Two ways to create them:

Option 1: Find a topic in your niche that's already getting a lot of views. Use Grok to search YouTube for videos in your space with 100K or 500K+ views. Take that same topic, deliver your take on it, and end with a call to action to your sales page.

Option 2: Script a talking head or screen capture video around the problem-agitate-solve framework. Talk through your unique mechanism and the benefits. Send them to your page at the end.

I've made millions of dollars from single ads built this way. The bar is higher for these, you need to actually think through what you're saying, but the payoff is worth it.


EPIC
PRODUCT
LAUNCH
1200x1200 Image
LIMITED
TIME
OFFER
15-Second Reel
WATCH NOW
2 Min+ Video

Lesson 3: The Angle Testing Framework

You don't need a never-ending supply of new ad angles. You need a handful that work, plus the ability to make variations and refreshes over time.

Here are the main angles worth testing:

Problem-Focused

Lead with the exact frustration your audience is experiencing. 'Spending two hours at the gym six days a week and still not losing weight? Here's why that doesn't work.' You're meeting them where they are.

Myth Busting

Identify a commonly held belief in your niche that's wrong or incomplete and challenge it. 'Stop doing cardio to lose weight. There's a better way.' These tend to create curiosity and stop the scroll.

Solution-Focused

Lead with what you have. 'The Lean Body Blueprint: a 12-week system that helps busy professionals lose 20+ pounds without spending hours in the gym.' Direct, clear, for the right person.

Reasons Why

Give them specific reasons to trust you. 'We've helped over 5,000 clients lose weight and keep it off. Our system was built by certified nutritionists, not influencers. We offer a 60-day money-back guarantee because we know it works.'

Proof-Based

Numbers, stats, results. 'Over 5,000 busy parents have used this program to lose 15+ pounds.' 'Our clients lose an average of 2.3 pounds per week in the first month, that's three times faster than most diets, and they keep it off.'

You don't even have to cite your own results. If your method has produced results for others in your space, you can speak to that honestly.

Testimonial-Based

Real testimonials, especially powerful for retargeting. 'I lost 23 pounds in 12 weeks and I'm still eating pizza on Fridays.' A single great testimonial can outperform a lot of polished copy.

Multi-testimonial image ads, two or three testimonials on one image, also work well.

Problem-Solution

Combine the problem and the fix in one tight statement. 'Does dieting leave you feeling miserable? Use the Lean Body Blueprint to feel good while you lose weight.'

Benefit-Oriented

Lead with the outcome. 'Work out less. Eat tastier foods. Get results that last.' For audiences that already understand their problem and want to know what's on the other side.

Test these across image ads, 15-second reels, and longer video formats. For the longer videos, you can open with a pattern interrupt, something like 'Stop doing X,' to break the scroll before you go into the meat of the angle.

Lesson 4: Before You Launch

A few things to have in place before you start running ads.

Set Up Your Pixel and Conversion API (CAPI)

Meta figures out who to show your ads to based on the signals you send back. The pixel alone works, but CAPI is significantly better. It tracks what happens after someone leaves Facebook and sends that data back so Meta can improve its targeting over time.

Make Sure Your Landing Page Has the Basics

For a low-ticket offer, you don't need a lot. You need a headline that addresses the main problem or pain point, something about the solution, the key benefits, and something about who you are.

Terms of service and privacy policy are non-negotiable. Testimonials and FAQs are helpful but not required to launch.

Test Your Entire Funnel Before You Spend Money

Do a test purchase. Make sure the checkout works, the thank you page loads, the product is accessible, and people get added to your email list.

You'd be amazed how many people, including marketers with big operations, skip this and send traffic to something that's broken.

Ad Setup

Start with an Advantage+ campaign, open targeting. Run two ads, two different angles or formats. Set your budget at three to five times the price of your front-end product if you can, so you get enough data quickly.

If that's too much, at minimum spend the same amount as the product price per day.

Then Wait

Don't touch anything for at least three to five days, ideally seven. You want at least three to five sales before you draw any conclusions.

One of the most common mistakes is pulling the plug too early. Give Meta time to learn.

Lesson 5: Performance Benchmarks

After a few days of running ads, you'll be in one of three situations.

You're Losing Money

It's okay. It happens to everyone. Most things don't work right out of the gate. A small percentage do, and finding that percentage is the whole game.

If you're getting zero sales, check whether something is broken. Do a test purchase. Are you actually getting clicks? Is it clear from the ad who it's for?

If you are getting clicks but no sales, it's usually either the ad sending the wrong people or an offer that doesn't resonate with the audience you're reaching.

If you have some sales but aren't profitable, look at the funnel. Are your upsells set up and working? What's your conversion rate on the landing page?

If it's 1% or below, you likely have a mismatch between your ad and your offer. Either the wrong people are coming in, or the offer isn't compelling enough for the people who are.

You're Profitable

Great work. Optimize what you can, then scale. The tried-and-true method is 20% budget increase every 48 hours. It's slower than people want, but it protects the campaign.

When you scale, your numbers will start to shift. It usually costs more per customer at higher budgets. So you'll need more ad variations. Make versions of what's working, start testing new angles, and keep pushing.

It's Close But Not Certain (0.8 to 1.2 ROAS)

This is actually a decent place to be. Check the funnel for anything you can optimize. If there's something to improve, improve it. If not, leave it alone.

One of the biggest mistakes in this situation is tweaking everything at once because you're anxious about the numbers. Just let it run if you can afford to.

Also worth remembering: the goal here is leads for the back end. If you're breaking even on the front end and your back end is solid, that's a profitable business.

Keep going regardless of where you land. Success in this game comes more from persistence than from hitting it perfectly on the first try.

Module Recap

- Testing beats perfecting. Ugly ads work. The message matters more than the production.
- Use Advantage+ with open targeting. Start with two ads and a budget of 3 to 5x your product price.
- Wait at least three to five days before making any decisions.
- If you're getting clicks but no sales, the problem is either the wrong audience or the offer itself.

Action Steps

1. Create two ads using two different angles from the framework in Lesson 3. One image ad and one 15-second reel is a solid starting point.
2. Make sure your pixel or CAPI is set up and do a test purchase before you spend a dollar on traffic.

Module 6: Step 5 — The Red-Yellow-Green Scaling System

The 10-Minute Daily Method

There are two mistakes most people make with their ads.

The first is killing them too early. They don't collect enough data to know what's actually happening, and they shut things off before the campaign has a chance to find its footing.

The second is scaling too fast. They get excited and start pushing the budget up dramatically, and the whole campaign falls apart. I've had this happen to me. It's painful.

The system I'm going to share with you fixes both of those problems. I originally learned it from Jason Hornung, though I've seen it taught in a lot of places since then. It's called the traffic light system, and it's simple enough to run in 10 to 15 minutes a day.

Lesson 1: The Traffic Light Grading System

Red: Stop

If your ad spend has hit 2 to 3 times your average order value with no meaningful results, turn it off. The general guidance is 3x, but if you're at 2x and you're losing sleep over it, shut it down. It's okay.

That said, things can pick back up. I've had campaigns sitting at 2x spend with no sales, thought 'there's no way,' left it alone, and then watched it come alive the next day. Meta's AI sometimes just needs more time.

But if you've truly hit 3x and there's nothing there, stop.

Yellow: Leave It Alone

This is the hardest rule to follow and the most important one. If your ROAS is between 0.8 and 1.2, do nothing. Don't touch it. Don't rationalize why you should adjust something. Just leave it.

This is harder than it sounds. You're going to look at it and want to poke it. Resist that. The yellow zone means the campaign is alive. Meta's AI is still working. Let it work.

Green: Scale

If you're above 1.2 ROAS and it's been at least 48 hours, you can scale. Increase the budget by 20%. Then wait another 48 hours. Repeat.

You can also duplicate the ad set at a higher budget if you want to try scaling that way.

If it was green and drops back to yellow, leave it alone. If it drops to red, you can try taking it back to the last budget where it was profitable. Sometimes that resets things.

Lesson 2: The Continuous Testing System

The biggest reason ads stop working after they've been performing well is creative fatigue. People have seen your ad enough times that they're basically blind to it. It still shows up, but it no longer registers.

A few things to know about this:

Old Ads Can Come Back

You don't have to create brand new ads forever. Old ads that stopped working can come back. Wait a month, three months, or six months and test them again. Sometimes they work, sometimes they don't. Always worth a try.

Build a Weekly Ad Creation Habit

Aim for five to ten new ad variations each week. You can rotate formats, week one is image ads, week two is 15-second reels, week three is a longer video.

Use AI to generate most of these. AI is genuinely good at creating ad variations quickly, but always review what it produces. It will occasionally say something that makes no sense, and you don't want that in a live ad.

AI can also generate image prompts for you. Tell it the angle, the headline style, the CTA, and have it create a set of prompts you can run through your image generator. You can produce a large volume of creative very quickly this way.

Refresh Your Winners

When an angle is working, the way to extend its life is to refresh it. Change the colors, the background image, the format, or how you phrase the headline. Same core idea, new presentation.

I'd also include writing the same angle in a new way as a refresh. Different wording, different format, different energy, but the same underlying message that's already been proven to resonate.

Test New Angles Too

Over time you'll narrow down to a few angles that consistently work for your audience. You won't need to keep testing brand new ones forever, but you will need to find new ways to express the ones that work.

Lesson 3: Breaking Through Scale Ceilings

Every front-end funnel eventually hits a ceiling. You scale it up, and at some point the numbers stop improving no matter how much budget you add. For most people this happens somewhere between $500 and $5,000 a day in spend.

When you hit that ceiling, here's what you can do:

Expand to Other Ad Platforms

Each platform is different and requires a different skill set, but running two platforms in tandem can work well, especially when one does cold traffic and the other handles retargeting.

Figure out where your audience actually spends time and test the platform that makes the most sense for them.

Create More Front-End Products

Each new front-end product has its own scaling ceiling. If you have three products each scaling to $1,000 a day, you've effectively tripled your capacity.

You can often reuse your existing upsell sequence with a new front end. Just swap out the advanced program and keep the rest. It's not starting over, it's stacking.

Deepen the Back End

More back-end products mean more revenue per customer and more flexibility on the front end. Even a front-end product that doesn't perform great can still be profitable if your back end is strong.

In my women's dating business I've had over 45 products available to sell at any given time. That kind of depth means there's almost always something for someone to buy.

Becoming an affiliate for other people in your niche is one of the best ways to build that depth quickly without having to create everything yourself.

Most people in your space aren't really your competitors. Your buyers are often looking at multiple sources anyway. Reach out, build relationships, set up cross-promotions, JV deals, or straight affiliate arrangements. Everyone can make more money working together than fighting over the same buyers.

And if you can build out a high-ticket back end with a team handling the sales and coaching, do it. I used to do all my own high-ticket work. Now I have coaches who handle it for a percentage of the sale, and I get the benefit without spending all my time on calls.

The ceiling on one product isn't the ceiling on your business. Keep building, keep stacking, and keep going.

Module Recap

- Red means stop at 2 to 3x your AOV in spend with no results.
- Yellow means leave it alone between 0.8 and 1.2 ROAS.
- Green means scale 20% every 48 hours.
- When you hit a ceiling, the answer is more front-end products, a deeper back end, or both.

Action Steps

1. Set up a simple daily 10-minute ads check. Look at ROAS, apply the traffic light rule, and close the tab. That's it.
2. Plan your second front-end product. What's another pain point your ideal buyer has that you could solve with a low-ticket offer?

The Break-Even Calculator

Before you spend a dollar on ads, you can run a quick set of numbers to find out whether your funnel can theoretically work. This isn't about predicting exactly what will happen. It's about knowing whether the math is even possible before you test.

Step 1: Calculate Your Average Order Value

Your average order value (AOV) is the average amount someone spends when they go through your funnel. It's not just the front-end price. It includes a portion of your order bump and upsells based on how many people actually take them.

Fill this in with whatever your numbers are, or your best guess if you haven't launched yet:

- Front-end price: $______
- Order bump price: $______ x conversion rate: ______% = $______
- Upsell 1 price: $______ x conversion rate: ______% = $______
- Downsell 1 price: $______ x conversion rate: ______% = $______
- Upsell 2 price: $______ x conversion rate: ______% = $______
- Downsell 2 price: $______ x conversion rate: ______% = $______

Add all of those together. That's your estimated AOV.

Estimated AOV = $______

If you don't have real conversion data yet, use your best guess. You'll replace these with real numbers once your funnel is live. The point right now is just to see what the math could look like.

Step 2: Calculate Your Cost Per Acquisition

Your cost per acquisition (CPA) is how much it costs you in ad spend to get one buyer.

- Cost per click: $______
- Landing page conversion rate: ______%
- Clicks to get one sale = 100 divided by your landing page conversion rate = ______
- Cost per acquisition = cost per click x clicks to get one sale = $______

Estimated CPA = $______

Step 3: Check Your ROAS

Now compare the two numbers.

- If your AOV is higher than your CPA: you're profitable on the front end. That's the goal.
- If your AOV is lower than your CPA: your front end isn't covering its costs yet.

That's the whole equation.

A Worked Example

Let's say you're selling a $27 mini-course. Your order bump is $17 and 30% of buyers take it. Your upsell is $47 and 20% of buyers take it.

AOV calculation:

- Front-end: $27.00
- Order bump: $17 x 30% = $5.10
- Upsell: $47 x 20% = $9.40
- Estimated AOV: $41.50

Now for the CPA. Your cost per click is $1.00 and your landing page is converting at 5%.

- 100 divided by 5 = 20 clicks to get one sale
- 20 x $1.00 = $20.00 CPA

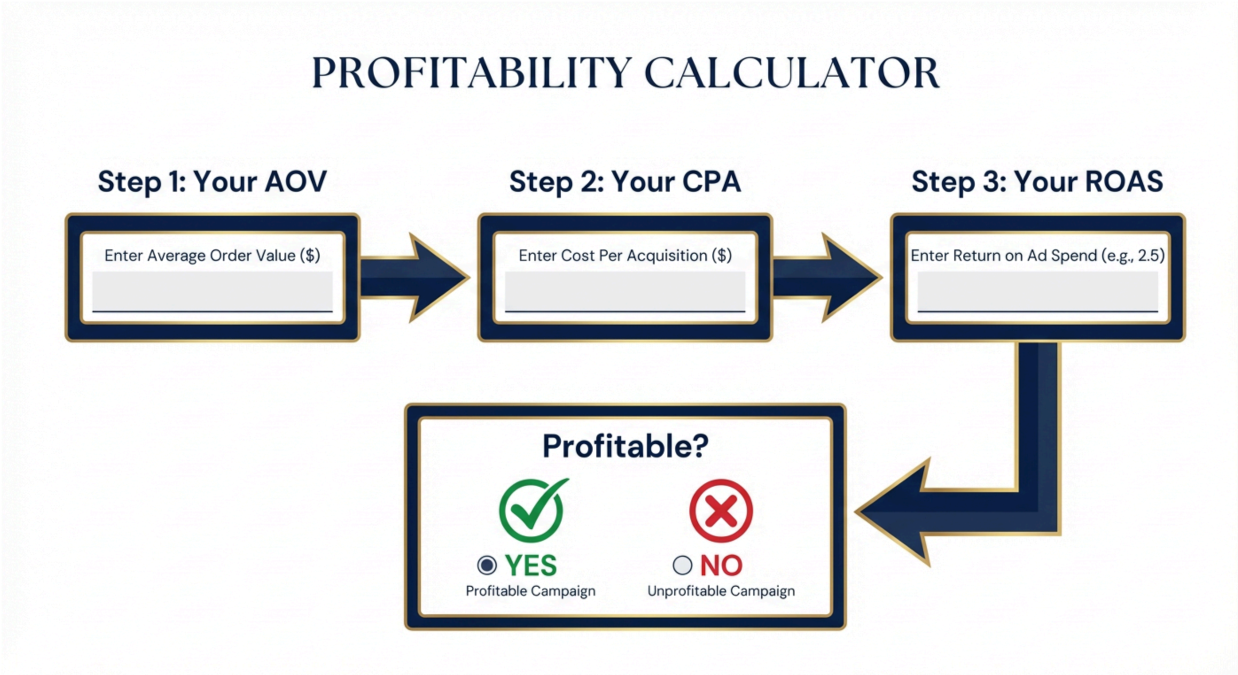
AOV of $41.50 against a CPA of $20.00. You're making about $21.50 per customer on the front end before the back end even comes into play. That's a profitable funnel.

What to Do If the Numbers Don't Work

If your AOV is significantly lower than your CPA, here's where to look:

- Landing page conversion rate too low: usually either a traffic quality problem or an offer problem.
- AOV too low: your order bump or upsells need work, or you need to add them if you haven't already.
- Cost per click too high: your ad isn't resonating with the right people.

Fix one thing at a time. Run the numbers again. The goal is to close the gap between AOV and CPA, and eventually flip them so AOV is higher.


PROFITABILITY CALCULATOR
Step 1: Your AOV
Enter Average Order Value ($)
Step 2: Your CPA
Enter Cost Per Acquisition ($)
Step 3: Your ROAS
Enter Return on Ad Spend (e.g., 2.5)
Profitable?
YES
Profitable Campaign
NO
Unprofitable Campaign

What to Do Next

You now have the full system. The question is what you do with it.

Here's what I'd suggest based on where you are right now.

If You Haven't Launched Your First Offer Yet

Go back to Module 2 and run the rapid validation test this week. Don't build anything yet. Set up a simple page, run a small amount of traffic to it, and find out if people will pay for what you're planning to sell. That one step will save you months of wasted effort.

If You Have an Offer But Aren't Profitable Yet

The answer is almost always in the value stack. Check whether you have an order bump, whether your upsells are set up correctly, and whether you have a cart recovery sequence running. Most people who aren't profitable on the front end are missing one of those three things.

If You're Profitable and Want to Scale

You're in the best possible position. Follow the traffic light system, scale slowly, and start building your second front-end product while your first one is working.

If You Want Help Doing This With Support

I'm building out a coaching program for people who want to implement this system with direct guidance. If that's something you're interested in, keep an eye out for that announcement, or reach out directly through the contact information below.

I'm also working on a continuity program for people who want ongoing support, new strategies as the ad landscape changes, and a community of other people doing the same thing. More details on that soon.

And if you haven't already... if you purchased this book as part of a bundle or funnel that included additional training, make sure you've accessed everything that came with your purchase. There's more where this came from.

To connect with me or learn about what's coming next:

https://www.growthclubhub.com/

If you need support, reach our support here - support@matthewcoast.com

The Implementation Guide: How to Put This Together

This guide is about sequencing. It tells you what to build first, what to build next, and roughly how long each phase takes. Where you land after launch depends entirely on what your data tells you and how you respond to it.

There's no promise of profit by a certain date here. What I can tell you is that if you follow this sequence, test properly, and keep adjusting based on what you find, you give yourself the best possible shot at making this work.

Phase 1: Validate Before You Build (Days 1 to 5)

Don't build anything yet. The biggest mistake most people make is spending weeks creating a product before they know if anyone will buy it.

- Decide on your offer topic and format
- Set your price point
- Build a simple validation page
- Set up Zoom or whatever you'll use to run a live event
- Drive traffic to the page, either from your existing audience or a small ad budget of $100 to $500
- Look at your conversion rate and your ROAS

If it's not converting, adjust the angle, the price point, or the topic and test again. Don't move to Phase 2 until you have something people are willing to pay for.

Phase 2: Build the Funnel (Days 5 to 10)

Once you've validated your offer, build the full funnel around it.

- Create the front-end product
- Build your order bump
- Build Upsell 1 and Downsell 1
- Build Upsell 2 and Downsell 2
- Build your thank you page with the product accessible directly on it
- Set up your cart recovery sequence (4 to 5 emails)
- Set up your post-purchase email sequence (5 to 7 emails)

- Add your ascension path, whether that's a webinar link, a strategy call sign-up, or whatever your back-end entry point looks like
- Do a test purchase and make sure every step works

Take your time here. A broken funnel wastes ad spend and kills momentum.

Phase 3: Launch and Test (Days 10 to 17)

Now you start running traffic.

- Set up your pixel or CAPI
- Create two ads using two different angles
- Launch one Advantage+ campaign with open targeting
- Set your daily budget at 3 to 5x your front-end product price if you can
- Then leave it alone

Don't touch anything for at least three to five days, ideally seven. Let Meta gather data. Resist the urge to make changes before you have enough information to make a good decision.

Phase 4: Read the Data and Respond (Day 17 Onward)

After you've let your ads run for at least five to seven days, you'll be in one of three situations: profitable, close but not certain, or losing money. Go back to Module 5 and Module 6 for exactly what to do in each scenario.

From here it's an ongoing loop:

- Apply the traffic light system daily
- Scale what's working slowly and steadily
- Create 5 to 10 new ad variations each week
- Keep an eye on your AOV and your CPA
- When you hit a ceiling, go back to Module 6

There's no finish line here. The system is designed to keep running and compounding over time.

The Diagnostic Checklist

This checklist has two jobs. First, it makes sure everything that needs to be in place actually is. Second, it gives you a way to diagnose what's not working when your numbers aren't where you want them.

If your ROAS isn't good, don't guess at what's broken. Work through this list and find the weakest point. That's where your attention goes first.

Is Everything Set Up?

- ☐ Front-end offer page live
- ☐ Order bump live on checkout page
- ☐ Upsell 1 live
- ☐ Downsell 1 live
- ☐ Upsell 2 live
- ☐ Downsell 2 live
- ☐ One-click purchase confirmed and working
- ☐ Thank you page live with product accessible directly on the page
- ☐ Cart recovery sequence live (4 to 5 emails)
- ☐ Post-purchase email sequence live (5 to 7 emails)
- ☐ Ascension path live on thank you page and inside the product
- ☐ Pixel or CAPI installed and verified
- ☐ Test purchase completed successfully
- ☐ Ads live with at least two different angles running

Diagnosing Your Funnel

If your ROAS isn't where you want it, start here. Look at each part of your funnel and ask: which one is contributing the least to my AOV? Start there.

Front-End Offer Not Converting

- ☐ Is the ad sending the right people to the page?
- ☐ Does the page clearly speak to one specific pain point?
- ☐ Is the price creating too much hesitation for this market?
- ☐ Is the offer something they actually want, or something you want to sell them?

Order Bump Not Adding Much to AOV

- ☐ Is it directly related to what they just bought?

☐ Is it fast and easy to consume?
☐ Is the price in a reasonable range relative to the front-end offer?
☐ Is the checkbox visible and clear before they complete the purchase?

Upsells Not Adding Much to AOV

☐ Does the upsell make sense for someone who just bought the front-end offer?
☐ Is it positioned as the natural next step, not just another product?
☐ Is the price too high relative to what they just paid?
☐ Is the one-click purchase working correctly?

Cart Recovery Not Performing

☐ Are you capturing email addresses before or during checkout?
☐ Is the first recovery email going out within an hour of abandonment?
☐ Are the emails reminding them of what they were looking at, not just sending generic follow-ups?

Post-Purchase Sequence Not Bridging to the Back End

☐ Are people actually accessing and consuming the product?
☐ Are the early emails delivering a genuine quick win?
☐ Is the back-end invitation clear and specific, or vague?

Ads Not Performing

☐ Have you waited at least five to seven days before drawing conclusions?
☐ Are you applying the traffic light system or making emotional decisions?
☐ Have you tested at least two to three different angles?
☐ Are you creating 5 to 10 new ad variations each week?

The One Question That Matters Most

At every stage, come back to this: what is my AOV and what is my CPA?

If AOV is higher than CPA, you're profitable. Keep going and scale slowly.

If it's not, work through the checklist above, find the weakest point in the funnel, fix that one thing, and check again.

That's the whole game.

Recommended Tools and Software

These are the tools I recommend based on where you are in your business right now.

If You're Just Getting Started

Start with Systeme.io. It has a free tier that gives you everything you need to launch your first low-ticket funnel, including a funnel builder, email marketing, one-click upsells, order bumps, and a basic membership site.

It's not the most powerful platform out there, but it's the easiest to set up and it's free to start. There's no reason to spend money on software before you've validated your first offer.

You can go from zero to a live funnel in a single afternoon on Systeme.io. That's the point. Speed of execution matters more than having the perfect setup when you're just starting out.

Click here to get Systeme.io

If You Need More Features

If you want text message marketing, a built-in CRM, call booking, pipeline management, or more advanced automation, move to GoHighLevel. It's a much more feature-heavy platform and it comes with a steeper learning curve and a higher monthly cost to match.

It's not for everyone and it's definitely not where you need to start. But if you find yourself needing those extra tools as your business grows, GoHighLevel has all of it under one roof.

Both platforms handle email marketing, one-click upsells, and order bumps natively, so you won't need separate tools for those either way.

Click here to get GoHighLevel

Ad Tracking

For tracking where your buyers are actually coming from and feeding better data back to your ad platforms, I use and recommend Anytrack.

It connects your funnels to your ad accounts and gives you cleaner conversion data than relying on the native pixels alone.

It's especially useful once you're spending meaningful money on ads and need to know which campaigns are actually driving purchases.

Click here to get Anytrack

About the Author

I'm Matthew Coast, and I've been in the direct response marketing world since 2013.

Most of what I know about getting leads and scaling an online business I learned the hard way, by testing, spending money on things that didn't work, and eventually figuring out what did.

For over a decade I've been running a seven-figure-a-year women's dating and relationship brand. During that time I've tested just about every lead generation strategy there is. Free lead magnets, webinars, launches, organic content... I've done all of it.

What I kept coming back to was the low-ticket product model. It consistently outperformed everything else when it came to lead quality, customer lifetime value, and the ability to scale profitably on paid traffic.

This book is a distillation of what I actually do in my business right now. Not theory. Not stuff I tried once. The system I use every day.

End of Get Paid to Get Leads