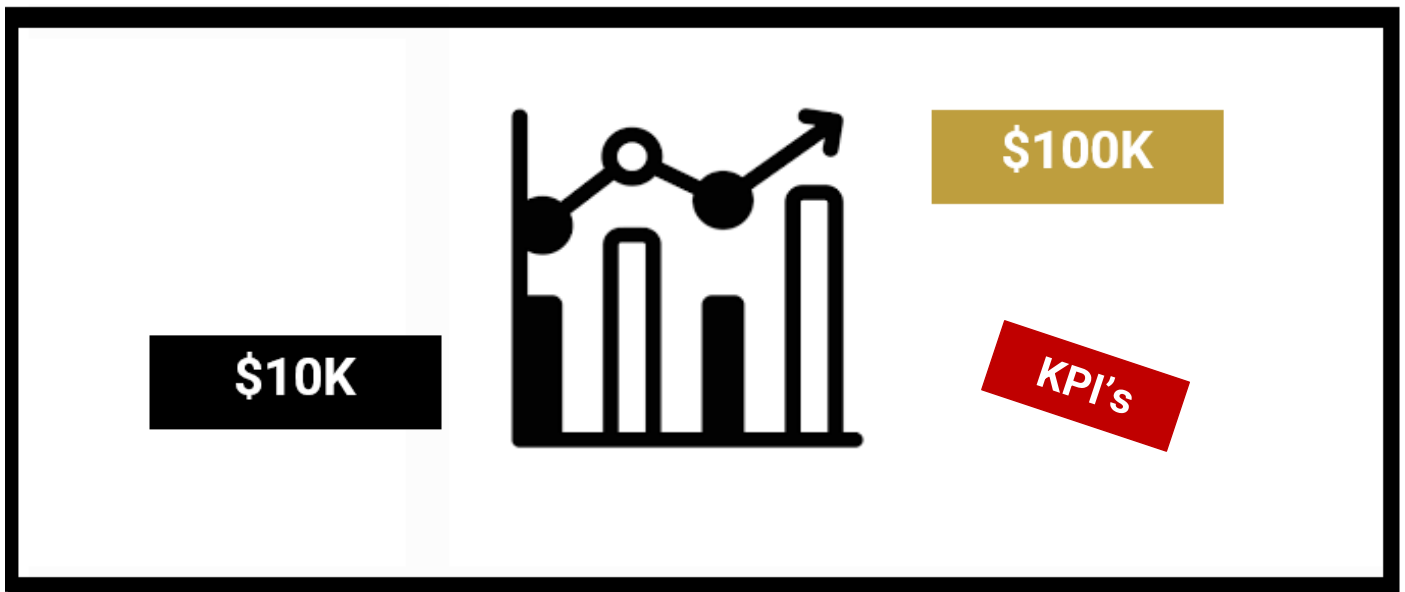


FREE / ORGANIC TRAFFIC Basic KPI Metrics to Apply DAILY If You Want To Make **\$10,000 Per Month!**



- Add or Connect With 40 - 100+ Leads / Friends From Targeted Buyer Groups on Social Media e.g. Facebook! (*Mutual Friends*)
- Send 100+ Direct Outreach Messages on Social Media Per Day! e.g. Facebook
- Send 2nd Short Direct Follow Up Message To ALL Leads That Did NOT Reply Back To First Message! eg: "Hey did you get my message / listen to my voice message?"
- Follow Up With Leads That Reply Back To Book Strategy Calls Either By Jumping On A 15 Min Discovery Call And Asking The Questions On The Calendar Application Form Or Sending Them A Direct Link To Book A Call On Calendar For a 30 Min – 1 Hour Strategy Call!
- Track All Leads In Spreadsheet That Are Interested In Booking a Strategy Call!

ABBA = ALWAYS BE BOOKING APPOINTMENTS!

ABS = ALWAYS BE SELLING!

When you have an optimized irresistible offer (M.D.I.O) the KPI's I shared with you above, **is all you need to get to \$10k per month with organic traffic.**

Beginner ORGANIC Traffic Key Performance Activities To Get Results!



- 1) Lead Generation - Add 40-100+ Leads Per Day From Targeted Buyers Groups (Facebook, Instagram, LinkedIn)
- 2) Direct Authority Outreach Messages
- 3) Follow Up Messages To Build Relationship & Book Them On A 30 Minute Strategy Call
- 4) 15 Minute Discovery Calls (*Call Interested Leads Up On FB Call Or Zoom & Ask Them The Application Questions & Then Book Them On A 30 Minute – 1 Hour Strategy Call*)
- 5) Value Posts On Facebook / Instagram / LinkedIn - Anyone That Likes Or Comments, Direct Message Them Build a Relationship & Then Book Them On A Call (*Pick ONE Social Media Channel To Start With!*)
- 6) If You Have An Email List Send Emails, Provide Value & Give Them Call To Action To Book a FREE " Results Driven" Strategy Call or Buy Your Front End Offer Directly!
- 7) Strategy Calls - Provide Value, Figure Out BIG PROBLEM, Provide SOLUTION And Sell Your Offer.
- 8) After Hitting \$5,000 - \$10,000/Month Begin Running Paid Traffic Campaign Immediately By Reinvesting Some Of Your Profits (*Testing Phase = \$5/\$10 - \$50/Per Day Ad Budget*) Pick ONE Paid Traffic Source e.g. Facebook Ads, YouTube Ads or Instagram Ads etc!

You can hire an appointment setter to do most of this for you after you have scaled past \$10,000 - \$20,000 per month consistently