

# MODULE #1 - Million Dollar Strategical Profit Planning - Mapping Your Niche + Core Client Avatar So You Can Dominate!



Welcome to first module of the...

**CLIENT ACQUISITION ACCELERATOR...**

My name is Sam Malsom! I am the Founder & CEO of the **Online Wealth Society. Com** & The Creator of The **C.A.L.V.O Flywheel Method + DONE FOR YOU AI FUNNELS)**

You've made a great decision to invest in yourself and that tells me you're dedicated and committed to changing your current situation in a positive way.

It is my mission to help you succeed online and I will do everything in my power to help you become my next success story.

Over the next 7+ weeks, 90 days or 12 months depending on what coaching program you joined... we will be going on a journey together and will be implementing along the way at your own pace, so you are building your high-ticket coaching / consulting / course / service business as you go through the coaching program curriculum.



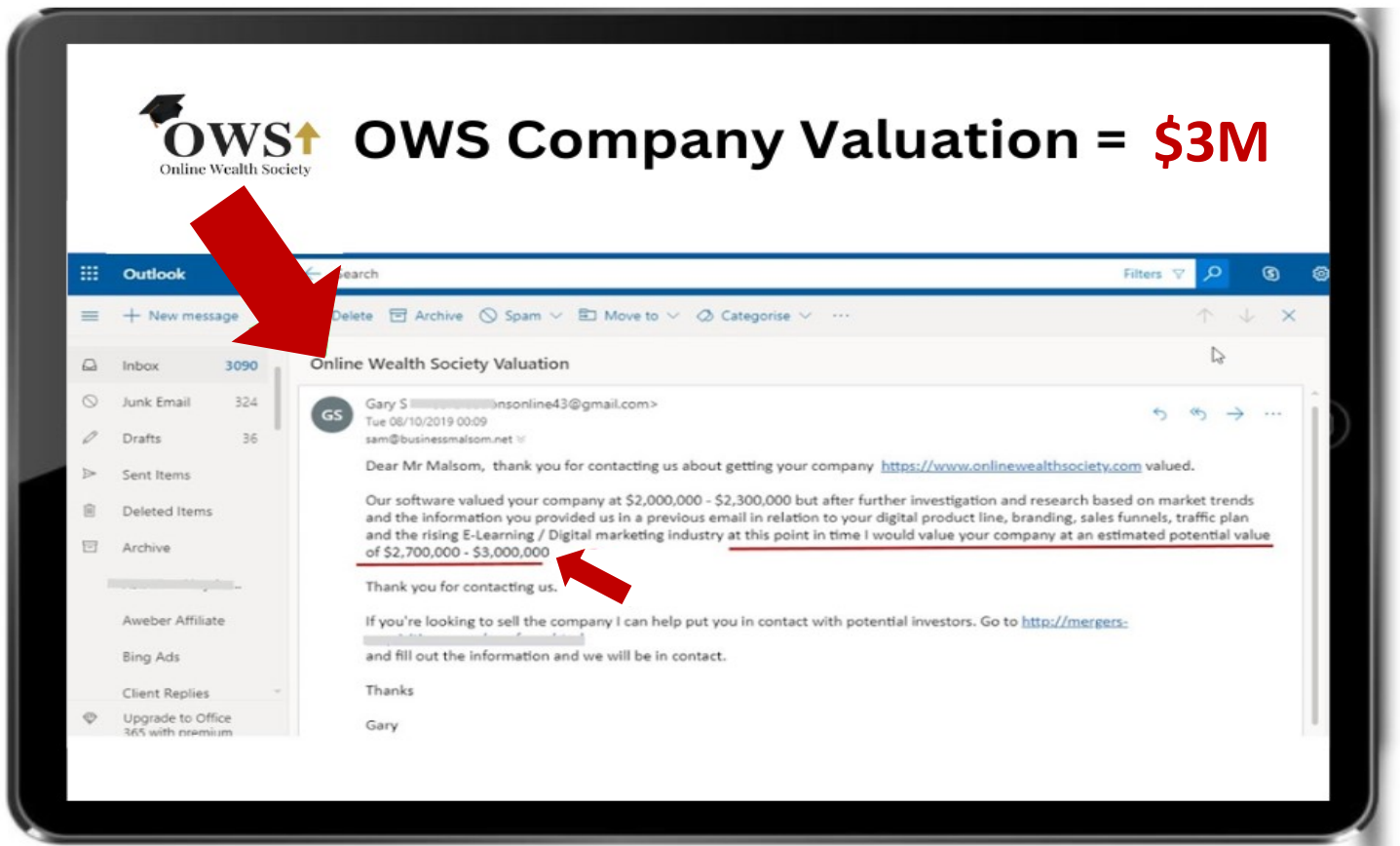
By the time you complete this comprehensive training + coaching program you will have **EVERYTHING** set up correctly so you can **SCALE** to 7-Figures within the next 12 months if you **complete the action steps** at the end of each module!

The **SECRET** knowledge inside this coaching program is **LESSONS & PERSONAL INSIGHTS** I have learned & applied after being online for over 7+ years and after going through over \$100,000+ worth of online business and wealth building education learning from mentors that have crossed over **\$500 MILLION DOLLARS** in online sales.

I've invested tens of thousands of hours into my online marketing education. Built an online business education company **valued at \$3,000,000 in less than 18 months**.

Made \$100,681 (*including payment plans*) in rapid time with free traffic and one of my previous business partners and I scaled to over 7-Figures in sales together in rapid time leveraging a proven paid traffic and sales funnel strategy...

... which I am going to teach you exactly how to apply inside the future modules of this program!



My VISION is to build my Online Wealth Society company by helping my clients hit **\$100M** while helping aspiring online entrepreneurs like yourself get the correct online business education + systems! This in essence will help you improve your **high-income skill sets** so you can thrive and make big money in the new AI economy!

To do that I need to...

## HELP YOU GET RESULTS!

And I am going to do everything in my power to help you, but you must...



## TAKE MASSIVE ACTION!

During this specialised training for coaches, consultants, course creators, high-ticket marketers, service providers & aspiring internet business owners we're going to be diving deep into the plan and the proven strategy we're going to implement together to help you start making BIG money! I'm talking 6, 7 and even 8-Figures+!

The majority of coaches, consultants, and online business owners around the globe have no strategy!

Let me guess, you wake up... make some coffee, open up your laptop, look at your calendar and there is little to no strategy call appointments booked with **QUALIFIED high-ticket clients?**

You may post on social media in the hopes of getting a client or 2 but deep down you know this strategy is taking way too much of your time which is the most precious commodity that you own!



**Your TIME Is Your Most VALUABLE ASSET!**

**Because Once It's Gone You Can NEVER Get It Back!**

Now as a coach / consultant myself that has scaled my business and helped a lot of coaching clients and course students along the way...

...I can completely relate to you because I was in your position all those years ago struggling and frustrated at hitting a certain revenue ceiling and not being able to break through to get to the next level of **income, influence and impact!**

If you are not generating enough traffic, leads and booking enough DAILY strategy calls... this results in little to no **HIGH-TICKET SALES!**

And when I say high ticket... I mean \$3,000, \$10,000, \$30,000 all the way up to \$100,000 per sale!

Right now, I am currently working on my highest-level offer for business owners that are currently at \$500,000/Year and want to scale to multi-7-figures!!

I'm planning to charge \$100,000 for this DONE FOR YOU coaching / consulting program and I only have 1 spot per year available so I can work intimately with them to help **SCALE FAST!**

Now the first thing we need to figure out is...

**How Much Money Do You Want To Make Per Month?**

Write down in your thesis notebook the amount of money you want to make per month from your online business.

We're going to go into more detail about goal setting inside this module and module #3 (*Quantum Consciousness, Identity Shifting & Multi-Millionaire Mindset - Unorthodox First Based Principles of Success & Results*)

Module #3 on its own will change your life if you apply what I teach you!

It's that **POWERFUL!**

It will help you activate your super-conscious GOD MIND so you can CREATE & MANIFEST your dream business & life by helping you **BECOME THE BEST VERSION OF YOURSELF!**

In this profit GOAL SETTING example let's say you want to hit **\$100,000 PER MONTH!**

I've done a lot of extensive research into the industry and the majority of coaches, consultants & high-ticket marketers are looking to make between \$10,000 - \$100,000 - \$500,000+ per month.

If they could just get to \$10,000 - \$100,000 per month that would completely change their lives so for the exercises we're going to be going through in the first section of this module, we'll use the \$100k monthly income goal to keep the math simple for you.

But first I want to walk you through...

# Understanding The Tremendous **PROFIT POWER** of The High-Ticket Coaching, Consulting, Info & Service Based Industry Using C.A.L.V.O **FUNNELS!**

When I first started in this industry all those years ago, I was desperately trying to make \$2,000 per month! It took me a whole year to make my first dollar online!

I started with affiliate marketing, failed miserably, then got coaching from a millionaire and my business took off like a rocket ship.

I spent a full 12 months trying to figure everything out on my own. Suffering from frustration, overwhelm, no guidance and buying traffic that did not convert, can you relate?

As soon as I made my first sale everything changed.

I got paid a commission of \$49!

It felt like I had won the lottery!

Not because of the dollar amount but because I knew from that point in time this online business stuff was real and worked for me!

Moving forward all I needed to do was reverse engineer the steps I took to make that first sale and repeat the process over and over again!

I went onto make another \$2,082 in my sleep by leveraging automated systems and started living my dream **LIFESTYLE** in sunny Cyprus. Awesome feeling! Back then I had a very low **FINANCIAL THERMOSTAT** from past conditioning!

Nowadays I am comfortable with earning and dealing with A LOT of money!

As soon as I hit my \$2k goal I was determined to hit \$10,000 in a single month!

After getting coaching and implementing what I learnt I hit that income goal!

**This was a HUGE achievement for me at the time!**

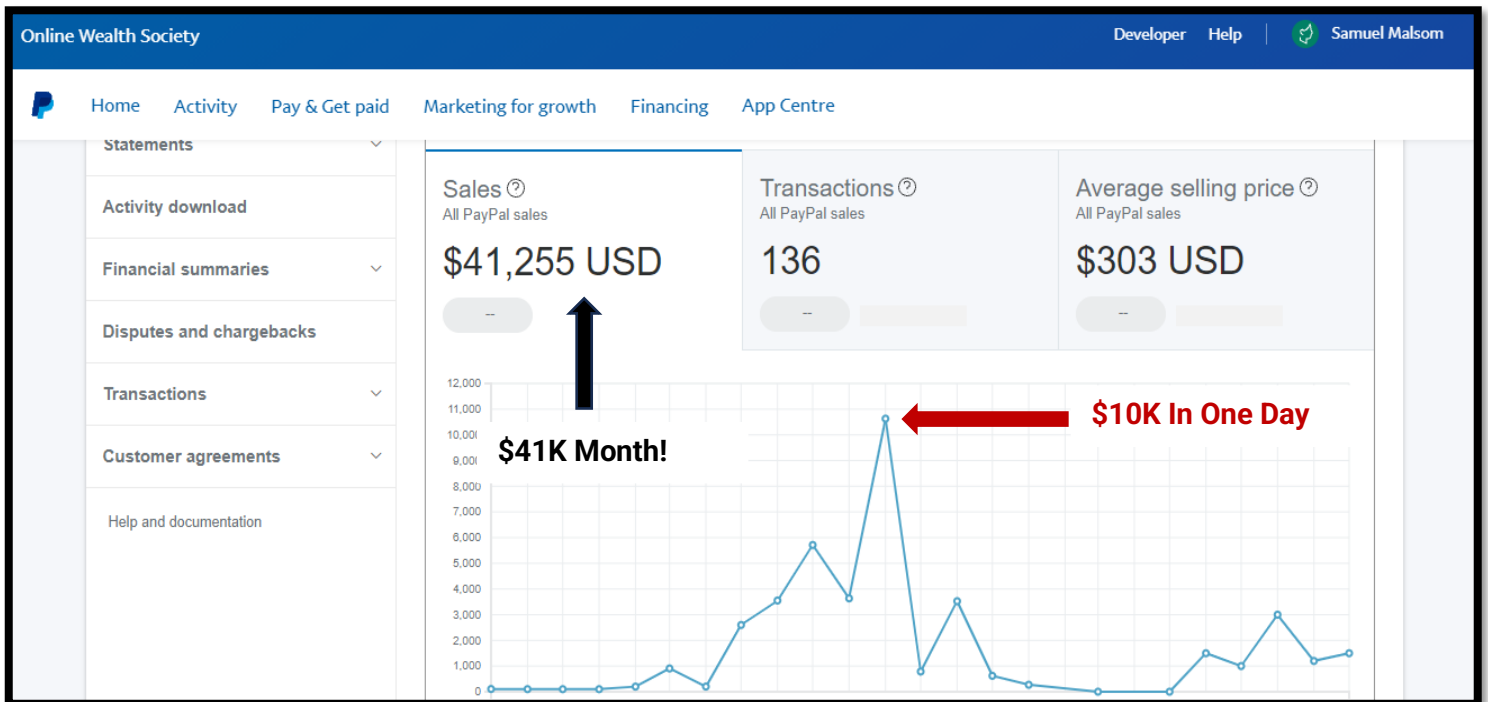
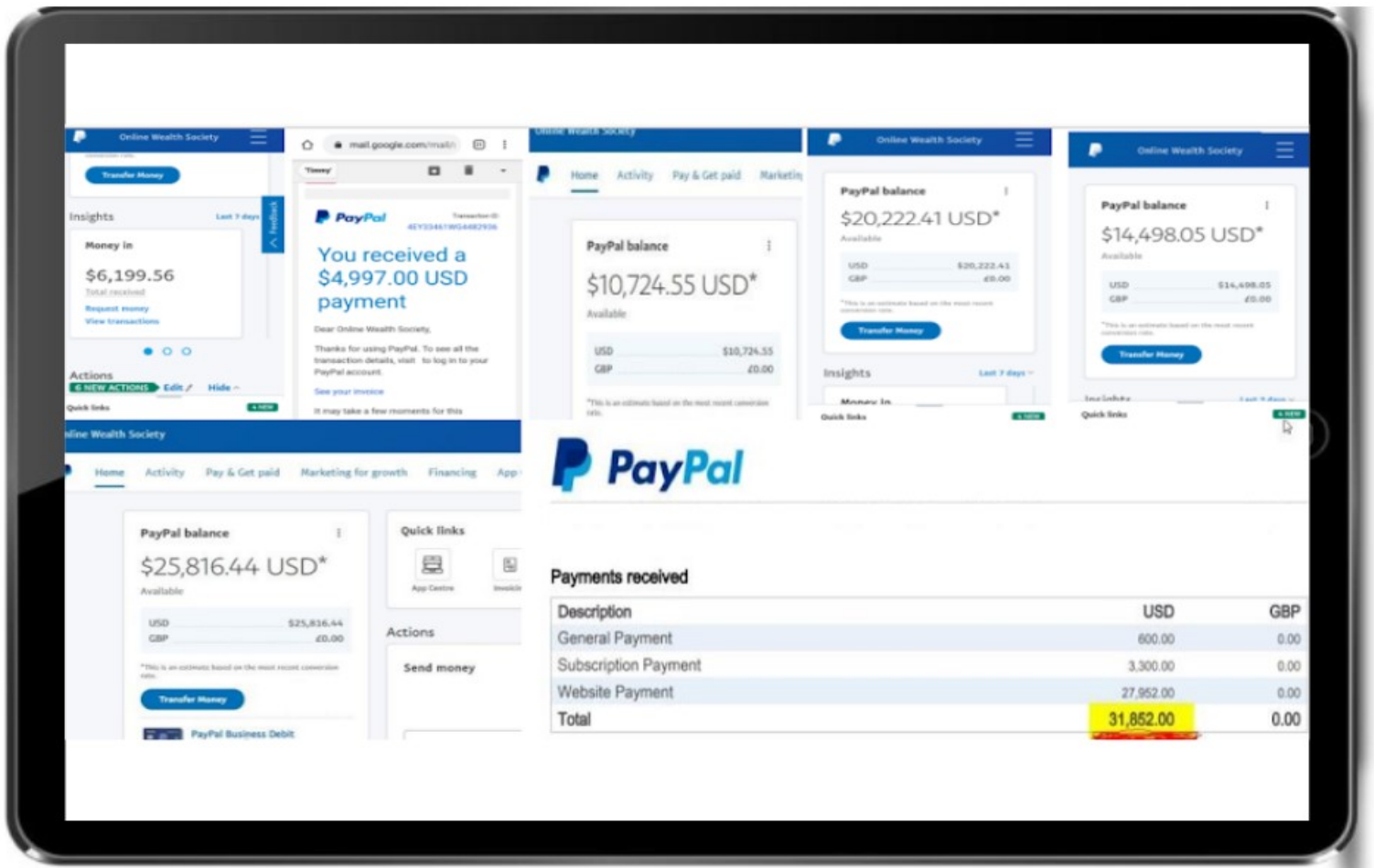
\$10,000 in a single month was an income goal I was trying to hit for a long time and through consistent action and hard work I hit it!

**Me Living The FREEDOM Lifestyle In Cyprus Years Ago & Travelling Around The World!**



Probably one of the best feelings I've had since starting my online business along with making my first \$100K!

Since then, my internet brings in **AUTOMATED DAILY, WEEKLY, & MONTHLY CASH FLOW PROFITS** like you see in the screen shots below.





In my marketing I login live into one of my payment accounts and show you LIVE DAILY SALES that come in because I have the **I.C+C Acquisition Funnel** and automation systems doing the majority of the work for me.

As I learnt more about the affiliate marketing, online business education, coaching and consulting and service-based industry I soon came to realise that the earning potential is literally **INFINITE!**

Here's an article from Forbes saying that coaching is a rapidly expanding opportunity space.



**Life coaching.** Life coaching is a good starting point. These professionals help clients set and meet important personal goals ranging from [changing careers](#) or losing weight. The International Coaching Federation estimates that life coaching is a \$3 billion industry, including 71,000 coaches worldwide. Business is growing briskly: [Between 2015 and 2019, life coaching grew by 33%](#), and has continued to rise.

Forbes also predict that the online education, coaching and consulting industry is going to rise from \$125 BILLION to **\$325 BILLION dollars being spent**..

Which means getting started now and following this educational program will be a very smart move on your part, but you have to **go 100% ALL OUT** from this point onwards so you can create a...

...real online coaching, consulting, course or service-based business where you and your FAMILY can live a life of more **TIME, LOCATION & FINANCIAL FREEDOM!**

That's what you want right?

**GROWTH, IMPACT & FREEDOM?**

# Forbes

## E Learning Climbing To \$325 Billion By 2025 UF Canvas Absorb Schoology Moodle

Click the link below if you want to read the full FOREBES article

<https://www.forbes.com/sites/tjmccue/2018/07/31/e-learning-climbing-to-325-billion-by-2025-uf-canvas-absorb-schoology-moodle/?sh=71ae42013b39>

One of my digital mentors Sam Ovens which I am sure many of you have heard of, made **\$2,500,000 in a SINGLE MONTH** from one sales funnel!

Crazy stats but 100% REAL. Sam has done over \$65M selling his own products, coaching, consulting and mastermind programs!

He later sold his company for multiple millions and now runs a company called Skool.

The image shows two screenshots side-by-side. The left screenshot is a business dashboard for 'Consulting.com' with a sidebar menu and a search bar. The main content area shows 'Recent' activity with a payout of \$75,750.80 and an 'Analytics' section for the period 'Jul 1, 2018' to 'Jul 31, 2018'. A red arrow points to the 'Gross volume' row, which shows \$1.96M, a +21.6% increase, and a previous value of \$1.61M. Below this are rows for 'New customers' (2,363, +20.2%) and 'Successful payments' (1,512, +15.6%). The right screenshot is a social media post from 'sam.ovens' (Auckland, New Zealand) dated August 1, 2018. The post text says: 'Last month (July) we made \$2,500,000.' with a black arrow pointing to the amount. Below this, it says: 'To be fully transparent: \$2,500,000 is revenue, we collected \$1,965,000 in cash. The remaining \$535,000 is accounts receivable we'll collect that in the next 30-90 days. (Screenshot above).' The post has 2,051 likes.

Category	Value	Change	Previous Value
Gross volume	\$1.96M	+21.6%	\$1.61M
New customers	2,363	+20.2%	1,965
Successful payments	1,512	+15.6%	1,307

And here's my first ever mentor Saj who I personally went to meet in London at one of his Laptop Lifestyle Marketing workshops.

He makes anywhere from **\$5,000 - \$100,000 EVERY SINGLE DAY** as you can see in the screenshot below.

Saj has done over **\$30,000,000** for himself and his clients via affiliate marketing, selling his own digital info products, coaching and consulting. And has also shared the stage with **Sir Richard Branson, Lord Alan Sugar, President Bill Clinton, Brian Tracey and Gary Vaynerchuk.**



Day	Date	Sales
Mon	Jul 27	\$10,427.85
Sun	Jul 26	\$7,037.95
Sat	Jul 25	\$7,799.10
Fri	Jul 24	\$7,262.09
Thu	Jul 23	\$8,380.54
Wed	Jul 22	\$10,707.35
Tue	Jul 21	\$8,337.93
Mon	Jul 20	<b>\$9,688.04</b>
Sun	Jul 19	\$5,252.44
Sat	Jul 18	\$7,045.00
Fri	Jul 17	\$8,128.04
Thu	Jul 16	\$10,234.76
Wed	Jul 15	\$15,517.48
Tue	Jul 14	\$12,677.31
Mon	Jul 13	<b>\$13,428.39</b>

Preset: Select a date range | Last Name: \_\_\_\_\_  
 Start: 2010-02-16 | select | Email: \_\_\_\_\_  
 End: 2010-02-17 | select | Item: \_\_\_\_\_  
 Sale  Bonus  Refund  Chargeback

Total (all results): \$114,898.86 **Over \$100K In One Day!**

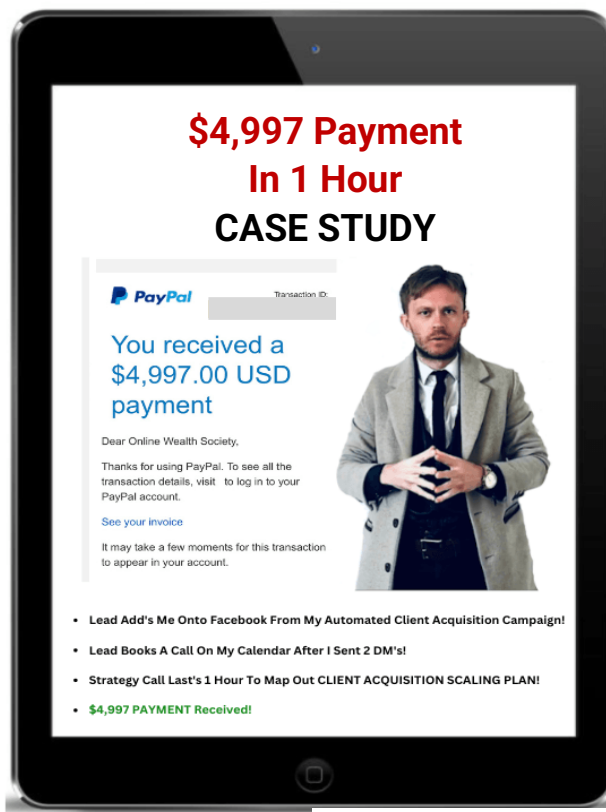
These are just a handful of mentors / coaches I have learnt from.

Now this profit proof below is not to brag but to show you what is possible when you follow the modules, take action and leverage the right **FUNNEL**, a high converting **OFFER** and drive **TARGETED TRAFFIC** consistently so you can book qualified calls and sell over the DM's and the phone!

Now... in no way am I saying you are going to do the same.

You may do more, you may do less...

I don't know how much **action** you are going to take but what I want to re-iterate that not only has this... **MILLIONAIRES KNOWLEDGE & INSIGHTS** made me A LOT of money it's also the 'insiders only' information shared in my own unique personalised way that I am learning from my **MULTI-MILLION DOLLAR MENTORS!**



**Account Overview**

Subscriber Stats

Subscribers Today	271
Subscribers Yesterday	153
Unsubscribed Today	21
<b>Total Subscribers</b>	<b>12,593</b>

**During This Campaign Each Email Subscriber Was Worth On Average \$1 - \$4+ PER MONTH To My Business!**

**Me & Biz Partner Scaled To \$1.2M+ In Combined Sales In Less Than 2 Years!**

Amount: £970,703.16 From: GBP - British Pound To: USD - US Dollar

970,703.16 British Pounds = **1,255,305.37 US Dollars**

1 GBP = 1.29319 USD  
1 USD = 0.773280 GBP

APPOINTMENTS CONVERSION PROFITS SCALING PHASE

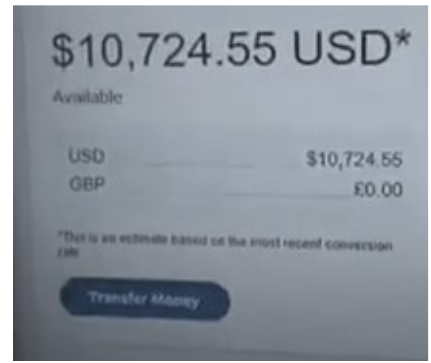
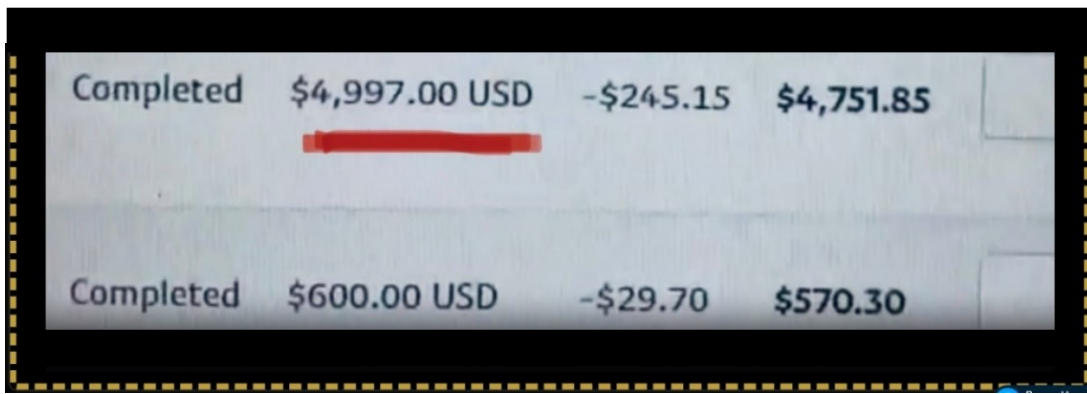
**PayPal balance**

Available: **\$10,724.55 USD\***

Sales: \$41,255 USD Transactions: 136 Average selling price: \$303 USD

**1179+ QUALIFIED APPOINTMENTS Booked With HIGH-TICKET CLIENTS**

OWS Online Wealth Society



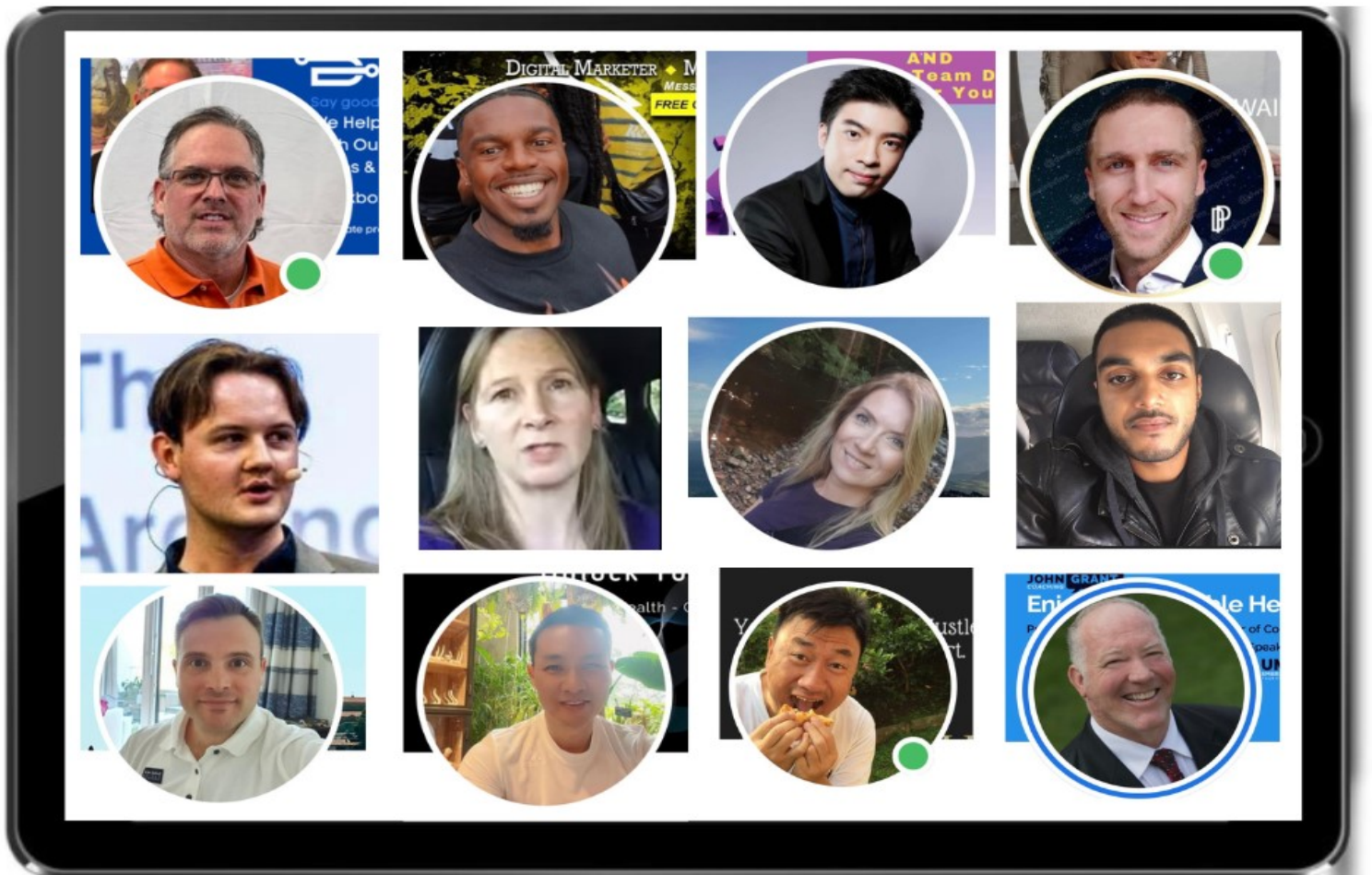
[Click here to see the DAILY high ticket income PROOF via my I.C.C Acquisition Funnel.](#)

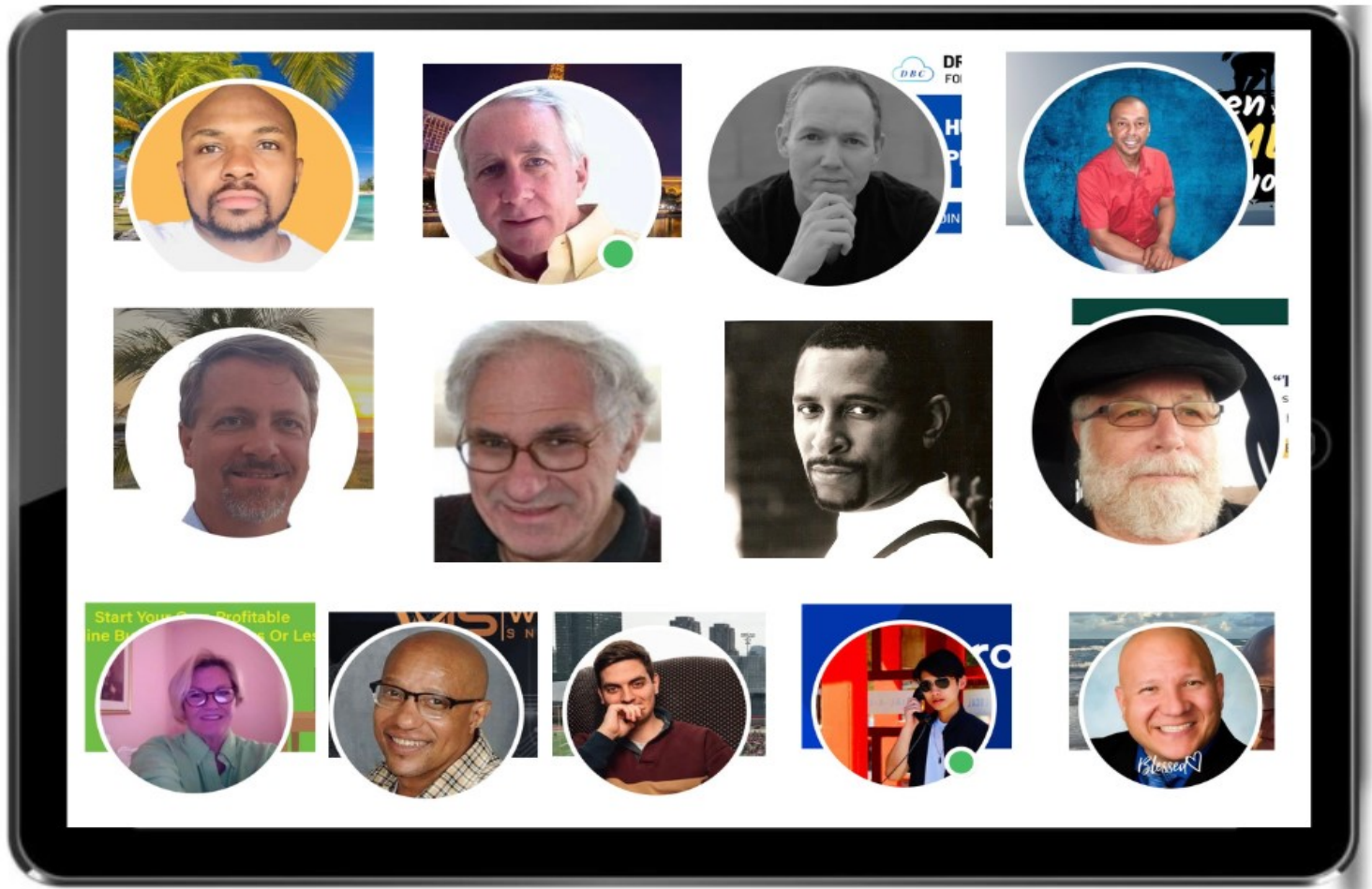
I am always investing in books, courses, programs, coaching and consulting learning from the very best so just know what you have access to here has not only worked for me... it's PROVEN to work for my mentors and my students as well.

**Many of my students hitting \$10,000 - \$20,000 in their first 30+ days of working with me, starting at ZERO and some hitting 6-Figures in 4 months. Some of my clients I've worked with are now millionaires!** I've generated thousands of front-end customers & hundreds of coaching clients over the years. If you invested into this coaching program via going through my marketing, you would have seen many of them!

So far, my clients have done....

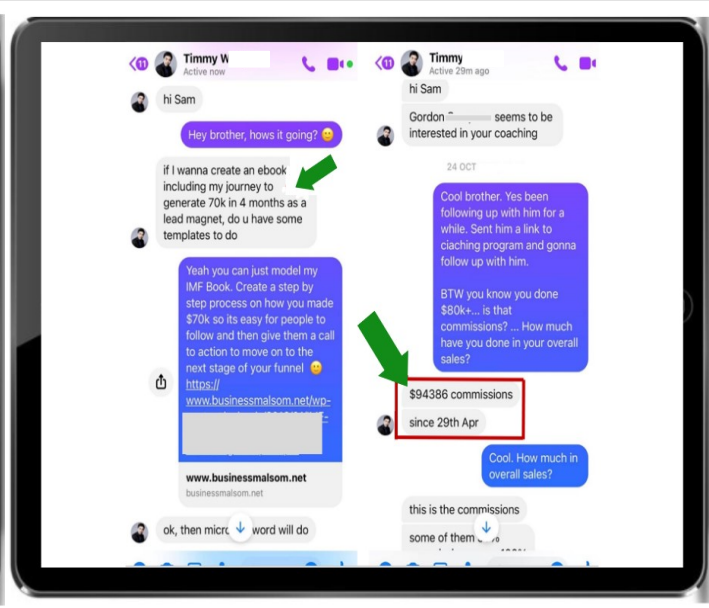
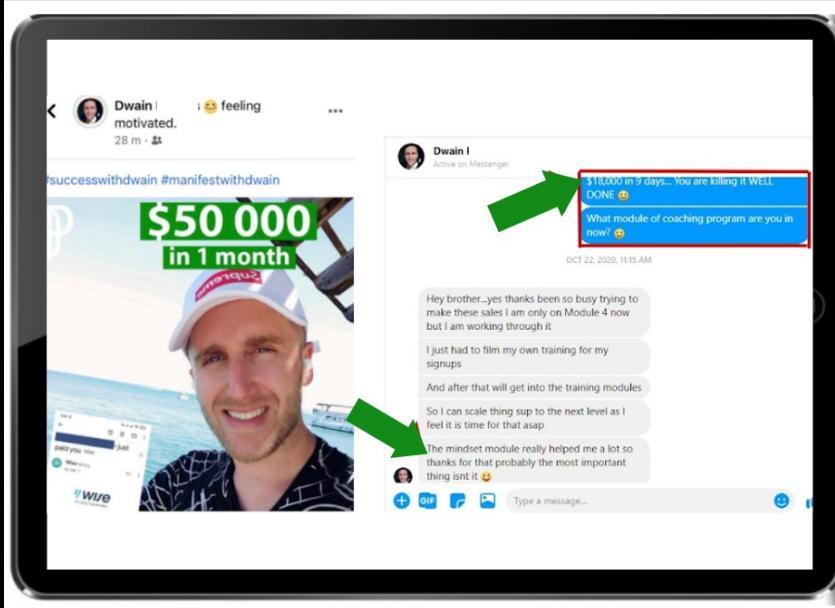
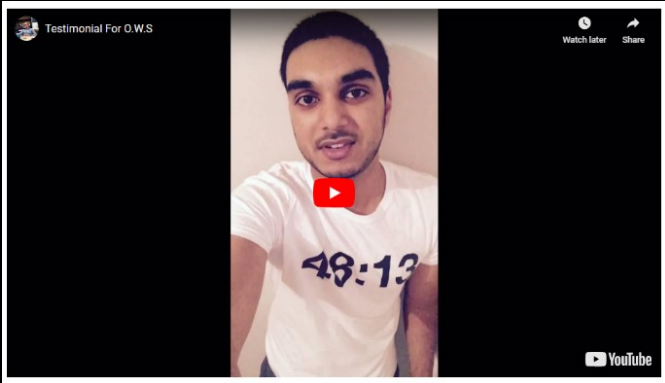
**\$3.4 MILLION+ In Sales In Rapid Time & We're Only Just Getting Started!**





## CLIENT + PARTNER VIDEO TESTIMONIALS





You can click the link below and scroll down on the page to see my client / student video testimonials! I hope to feature you on my Online Wealth Society home website soon. If you click the link, please take time to **READ MY STORY PAGE** & the **MISSION STATEMENT!**

I hope it inspires you!

**HOME 'CLIENT RESULTS' WEBSITE**

<https://www.OnlineWealthSociety.com>

**MY STORY PAGE**

<https://www.onlinewealthsociety.com/my-story>

If you've got access to C.A.A (Client Acquisition Accelerator) coaching program, you either came through my "7-Figure Digital Blueprint Book Funnel" or my I.C+C funnel that leverages my VSL (Video Sales Letter)... If you've read the book, I hope you got some value form reading it!

If you went through the I.C+C funnel + E.B.M VSL / Webinar I hope it helped you in some way. I'm going to be walking you through exactly how to set your **FUNNEL + STRATEGICAL CONTENT ASSETS** up after you've made your first \$10k - \$100k in revenue!

Until then all you need is an **IRRESISTIBLE OFFER**, and the skill set of **AUDIENCE BUILDING** using the time-tested ORGANIC FREE marketing strategies, I am going to be share with you!



Over the last 2 years I've completely recreated and refined the coaching program with the INTENTION of building one of the BEST business coaching programs on planet earth to genuinely HELP aspiring entrepreneurs just like YOU!

### **This Is The Ground Floor of Something MASSIVE!**

I honestly hope you can join us on this movement... be part of this amazing journey and get featured on the Online Wealth Society home website as one of our **SUCCESS CASE STUDIES** in the near future!

I also update the program, and you will get **LIFETIME access** to all future updated versions of the CLIENT ACQUISITION ACCELERATOR depending on what offer you purchased.

By the end of the program, you will be a MASTER at TRAFFIC, LEAD GENERATION, APPOINTMENT BOOKING & CONVERSION so you can attract high-ticket **CLIENTS ON DEMAND**... create **INCOME ON DEMAND & FREEDOM** for yourself and your **FAMILY!**

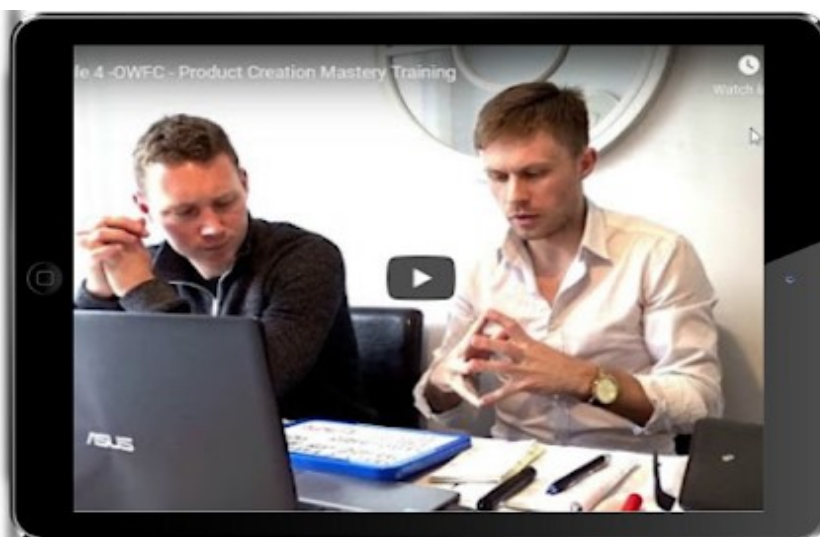
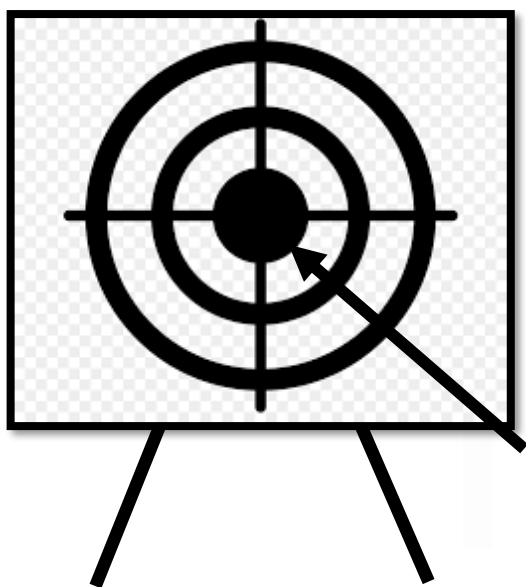
The only way this will not work for you is if you do not take the action steps carefully laid out and are not consistent with your promotional efforts!

Now that you know the power of the online education, high-ticket marketing, coaching, consulting, course creation and service-based industry!

Let's begin with the mastery level education so you can...



## Killer Niche Secrets!



Picking your NICHE for your offer is the first step in this plan when launching your online business.

A niche is a **SPECIFIC group of people** that have corresponding **BIG PROBLEMS** within an **industry** that are **willing to pay money** for a **SOLUTION** so they can get a specific **END-RESULT!**

**SPECIFICITY + BIG PROBLEM + LOOKING FOR A SOLUTION + WILLING TO SPEND MONEY = PERFECT NICHE MARKET!**

In the bonus section of this module, you can watch the **Killer Niche Secrets** training video where I walk one of my **Inner Circle Coaching Clients** through how to pick a niche. During this section of the training I will walk you through the crucial key points when picking a niche.

- 1) **Make the decision to choose an INDUSTRY** where people are paying big money for a product or service offer. The 3 biggest industries where BILLIONS of dollars are being spent every single year are:

- Health / Fitness / Weight Loss!
- Relationships / Dating!
- Make Money / Business / Home Business / Wealth Building Education!

My advice is to pick an industry that is profitable, where you have some interest / passion and compatible with your skill sets!

The first question you must answer is:

*“What Knowledge / Skill Sets Do I Currently Have That Can Genuinely Help Others?”*

Or you can learn new skills! You only need to be one page ahead of your client to help them! However, as you advance in your journey, you’ll want to become a...

## MASTER OF YOUR MARKET!

Write all your answers down in your thesis note book!

**QUICK NOTE:** By the time you finish this coaching program / course you will be a MASTER online marketer / internet business entrepreneur and sales professional providing you **take action**, and you’ll have the high-income skill sets to prosper in the new digital economy!

If you feel like you don’t have any knowledge / skills to help people right now you can always become an affiliate for another companies product / service offer to start off with! This is exactly how I got started over 7+ years ago!

## 2) Do Deep Research Into Your Interested Markets & Make a List Of Top 3 That You Are Passionate About... That Are Profitable!

Add your research into a document. Find top keywords on Google Keyword Planner Tool for each market and the top 3 PROBLEMS people are suffering with.

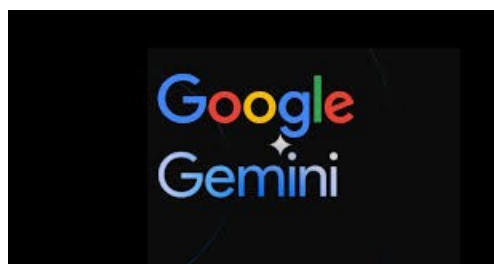
Use [www.Google.com](http://www.Google.com) and [www.BuzzSumo.com](http://www.BuzzSumo.com) to do this initial market research!

You can also go to targeted Facebook groups and learn more about the big problems the market is suffering with!

Figuring out the problems is crucial! Because without diagnosing the problems you cannot provide a solution with your offer! List as many problems you can find within your market by researching and using Chat GPT & Google Gemini.



<https://chatgpt.com/>



<https://gemini.google.com/>

Copy and paste the following prompts into the A.I and it will instantly give you all the major problems for a specific market!

*“What are the big problems for (ADD SPECIFIC MARKET NAME e.g. health and fitness market)”*

AI ANSWERS >>>

*“What are the deep emotional problems & struggles for (ADD SPECIFIC MARKET NAME e.g. health and fitness market)”*

AI ANSWERS >>>

List down all problems in your thesis note book or save them in a document because we are going to be using them inside module #2 when we build your offer!

**I also advise you to DM and take discovery calls with people in your market to figure out the big problems!**

- 3) **Start Nailing Down a Specific Niche** – Most people sell crap products & programs that don't help people get results.

You however must be **DIFFERENT** and **SPECIFIC** by carving out your own niche instead of competing in a red ocean.

A great way to do this is with a U.M (*Unique Mechanism*)

Example of a red ocean statement in the online coaching, consulting & course creation space would be:

*“I Help People Build a Business Online!”*

Example of a blue ocean niche market statement in the space would be:

*“I Help Coaches, Consultant's & Course Creators Leverage My DONE FOR YOU Mastery FUNNELS + C.A.L.V.O Flywheel Method So You Can Get High-Ticket Clients FAST With D.A.O Organic Prospecting + YouTube Ads!”*

Do you see how SPECIFIC & CURIOSITY based that is compared to the more generic market statements of “I Help People Make Money Online” or “I Help People Build a Business Online?”

- 4) **Market Differentiation = Unique Mechanism / Method** (This is advanced, but we will talk about this in a future module)
- 5) **Figure Out Marketplace Problems, Challenges, Desires And Dreams To Grab Core Client Avatars**  
**ATTENTION!**

We've talked about using AI to figure out the problems of your market and we will talk more about this during part 2 of this module when we map your **client avatar** and inside module #2 when we build your **M.D.I.O (OFFER)** together.

- 6) **Research Top 3-5 Competitors** – Use Google, Chat GPT / Google Gemini.

Here's some keyword ideas to use to find top competitors if you don't know them already.

**(Add Market name) “Author”**

**(Add Market name) “Guru”**

**(Add Market name) “Expert”**

**(Add Market name) “Coaching Services”**

**(Add Market name) “Coaching Programs”**

**(Add Market name) "Top Rated Courses"**

**(Add Market name) "Top Blogs"**

**(Add Market name) "Top Websites"**

Once you have found your top 3-5 competitors

**Then ask and find answers to the following crucial competitive research questions:**

- What are they selling?
- How are they selling their product / service offer? (*Over the DM's, Phone, sales page / VSL etc?*)
- Are they using a funnel?
- What kind of funnel are they using?
- How are they getting traffic?
- Are they building an email list by asking for an email address?
- What ads are they running?
- What's their follow up process like?
- 

**(FUNNEL = Automated Sales Process Online)**, VSL (video sales letter), Webinar etc?

**(TRAFFIC = Visitors / People Coming To a Website or Funnel)**

Facebook Ads, YouTube Ads, Instagram Ads, LinkedIn Ads, Organic etc?

Go like all of your competitors Facebook pages, if they're running ads on FB, there ads will start popping up on your newsfeed. Keep an eye out for them!

Set up a new Gmail account specifically to receive marketing material from your competitors... click on one of their ads and enter your new email address. Now you are inside their funnel.

Save all the links from their funnel in sequential order into a doc on your laptop.

Name this doc "**niche competitors research doc**" you will need this to get ideas flowing for when you create your own offer, funnel and ads later on in the client acquisition accelerator modules!

You can also use the following tool to find your competitors ads on Facebook.

- **Facebook Ads Library:** You can search for any brand or page to see the ads they are currently running on Facebook and Instagram. Just go to the Facebook Ads Library at the link below and enter the name of the competitor into the search bar.

<https://www.facebook.com/ads/library>

Screen shot all of their ads and save them into your 'competitors research document' with the funnel links and offer link depending on how they are selling.

Give it one week and then go back to your new Gmail account and STUDY all the emails your competitors are sending you by asking the following questions...

- **How are they communicating to their audience?**
- **What's the first offer they are selling? (*Front-end offer*)**
- **What's their high-ticket offer? (*Back-end offer*)**
- **What kind of free value are they providing?**

If you've found your top competitors in your market and you do what I have just shared with you correctly, you will compress 3 years of hard work trying to guess your way to understanding your niche / offer into a few days.

The more hours you can put into understanding your market the better and easier it will be for you when we build your offer inside module #2 and convert traffic when you start the promotional phase!

- 7) **Model Success** – One of my previous digital mentors... Tai Lopez that I learnt from inside his 67 steps course talked about a quote he learnt from one of his mentors that said...

### **“Success Leaves Clues!”**

If you’ve applied step 6 effectively, you’ll have the foundational competitive research on the TOP EXPERTS within your market. These guys and gals should be making 7,8 or even 9-figures!

Once you have picked your specific niche market then you’ll want to go deep and model (*DON’T COPY*) your top 3-5 competitors offers and marketing material in your own unique way while implementing step 8 which is a new opportunity!

During step 7 you are going to use something called **PATTERN RECOGNITION!**

Here you are looking for corresponding **patterns + market place problems and benefits** which acts similar to a **FRACTAL** so you can fast track your niche research while leveraging AI (*Chat GPT / Google Gemini*) as your marketing assistant!

You’re also looking at their **market positioning, authority and credibility +** how they **structure their offers** that causes customers to buy so you can get **IDEAS** for when you create your own!

- 8) **Create a NEW OPPORTUNITY OFFER NOT AN IMPROVMENT OFFER!** I will teach you how to do this in module #2 when we create your million-dollar irresistible offer = M.D.I.O!

### **Specific Niche Market + U.M (Unique Mechanism) Differentiation + New Opportunity = Buying Frenzy! \$\$\$**

As you can see from this blue ocean niche market statement...

**“I Help Coaches, Consultant’s & Course Creators Leverage My DONE FOR YOU C.A.L.V.O Funnels Method So You Can Get High-Ticket Clients FAST With D.A.O Organic Prospecting + YouTube Ads!”**

The Specificity = Coaches, Consultants, Course Creators + Organic D.A.O Prospecting & YouTube Ads.

The New Opportunity + The U.M (Unique Mechanism) / Method = C.A.L.V.O Funnels Method.

When you can create a CURIOSITY based niche market statement like this that explains the key components, I have just talked about then you have a **KILLER PROFITABLE NICHE!**

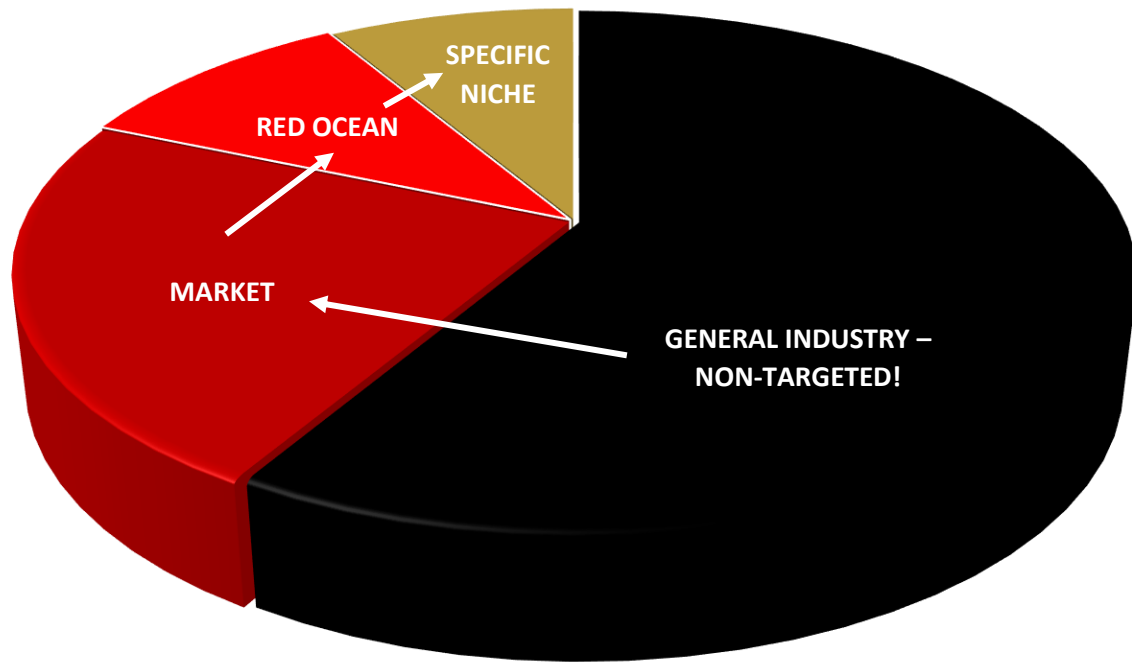
And as long as you have a high converting OFFER that the aggregation of people within the market **wants and needs**...which I will teach you inside module 2 then you’ll be well on your way to scaling your business rapidly!

BTW that niche statement is just for your reference... were going to be making it more potent when we create your **MARKETING MESSAGE** using a special framework inside...

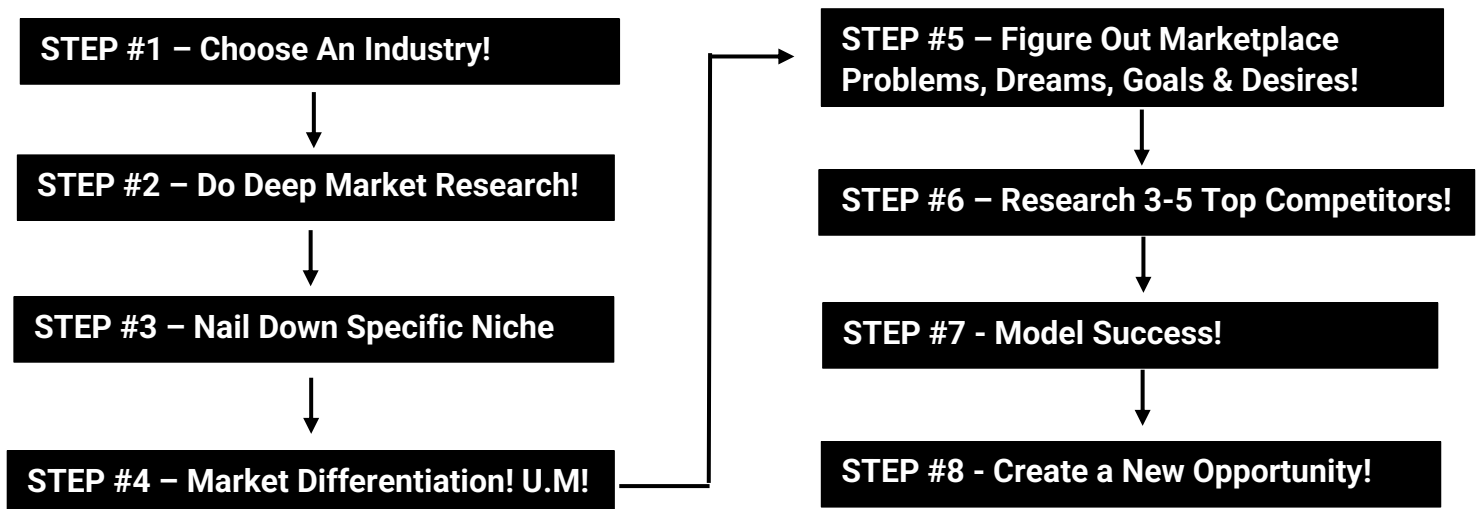
...module 2 (*Engineering Your M.D.I.O (Million Dollar Irresistible Offer) For Rapid Profits!*)

...and module 7 (*Neuro-Science Copywriting Blueprint! Nailing Your Marketing Message + U.M Mechanism Mastery!*)

## SPECIFIC NICHE MARKET = PROFITS \$\$\$



Let's quickly recap the 8-step process on developing your KILLER NICHE!



### The Triangle 3M Planning Diagram!

So, the next important component we will go over together is the **3M planning diagram**. As you can see below, before we can start promoting + advertising, we need to do 3 things.

Research our market (*we just did this*), decide which mediums were going to use to drive traffic (*advertise*) and lastly which marketing message we are going to put out into the marketplace to grab **ATTENTION & ATTRACT** leads towards you.

In the 2<sup>nd</sup> part of this module, we are going to dive deep into your target market and develop your core customer / client avatar map.

In module 5 & 9 we will dive into the traffic mediums and the in module 2 and 7 I will walk you through the marketing message you're going to use in your traffic & marketing campaigns.

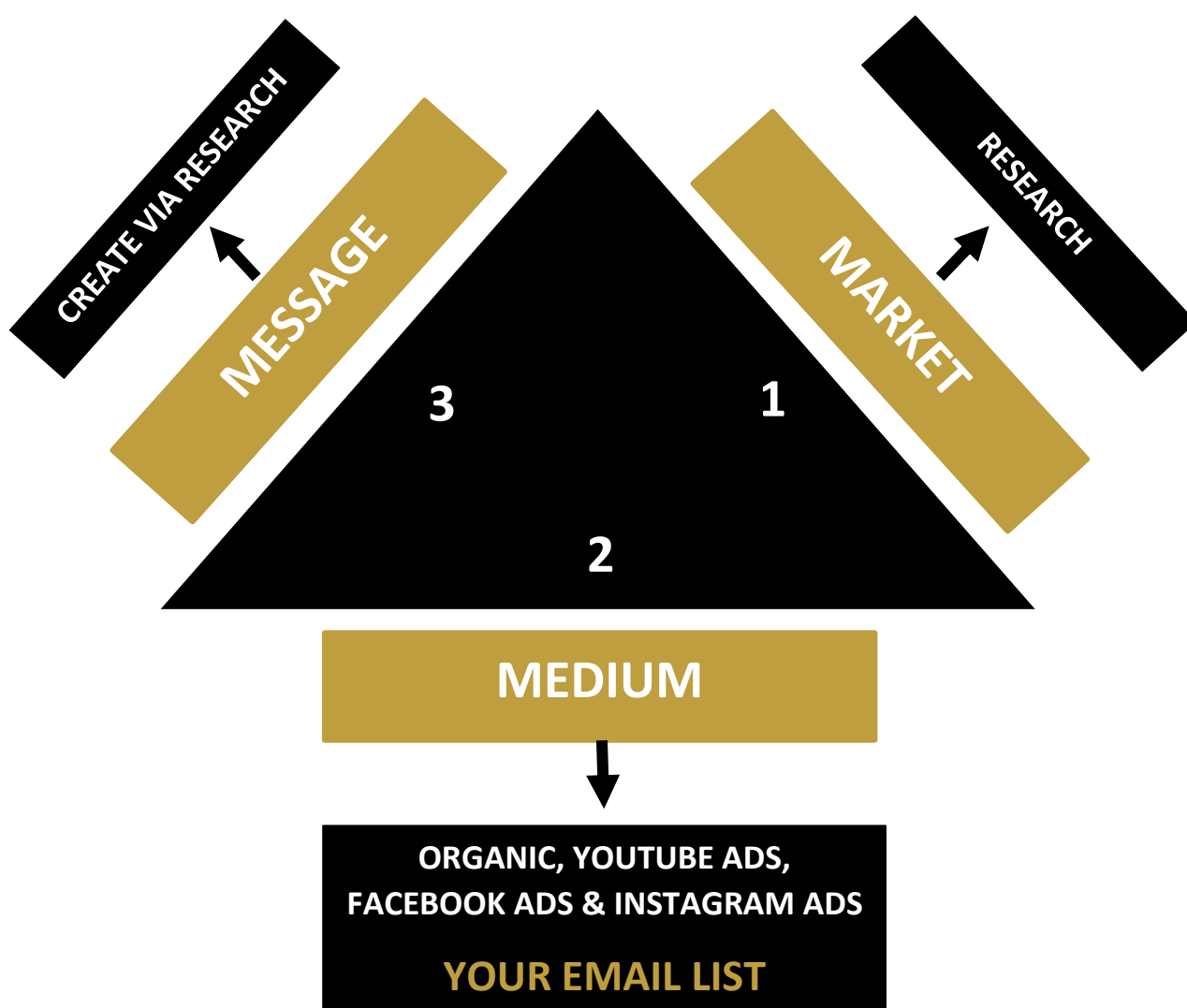
I've listed the mediums I use or have used in the past in my business in the diagram below which are Facebook ads, YouTube Ads, Instagram Ads + FREE ORGANIC TRAFFIC with Facebook / LinkedIn profile leveraging my D.A.O prospecting method!

***(You can build a million-dollar business with either of these paid traffic sources + adding on the FREE ORGANIC TRAFFIC method! I personally made over \$100,681 when I first opened my previous coaching program within the first 90+ days using nothing but organic free traffic! The only cost was my time!)***

You can also see from the diagram that I've put **EMAIL LIST** in gold capital letters.

The first thing I want you to understand is you MUST build your list from day #1! The BIGGER your email list gets, providing you are targeting the right traffic... the more money you'll make.

Your email list will become a **financial asset** in the future where you can tap into it, book qualified appointments on your calendar and create income on demand every time you send out an email.

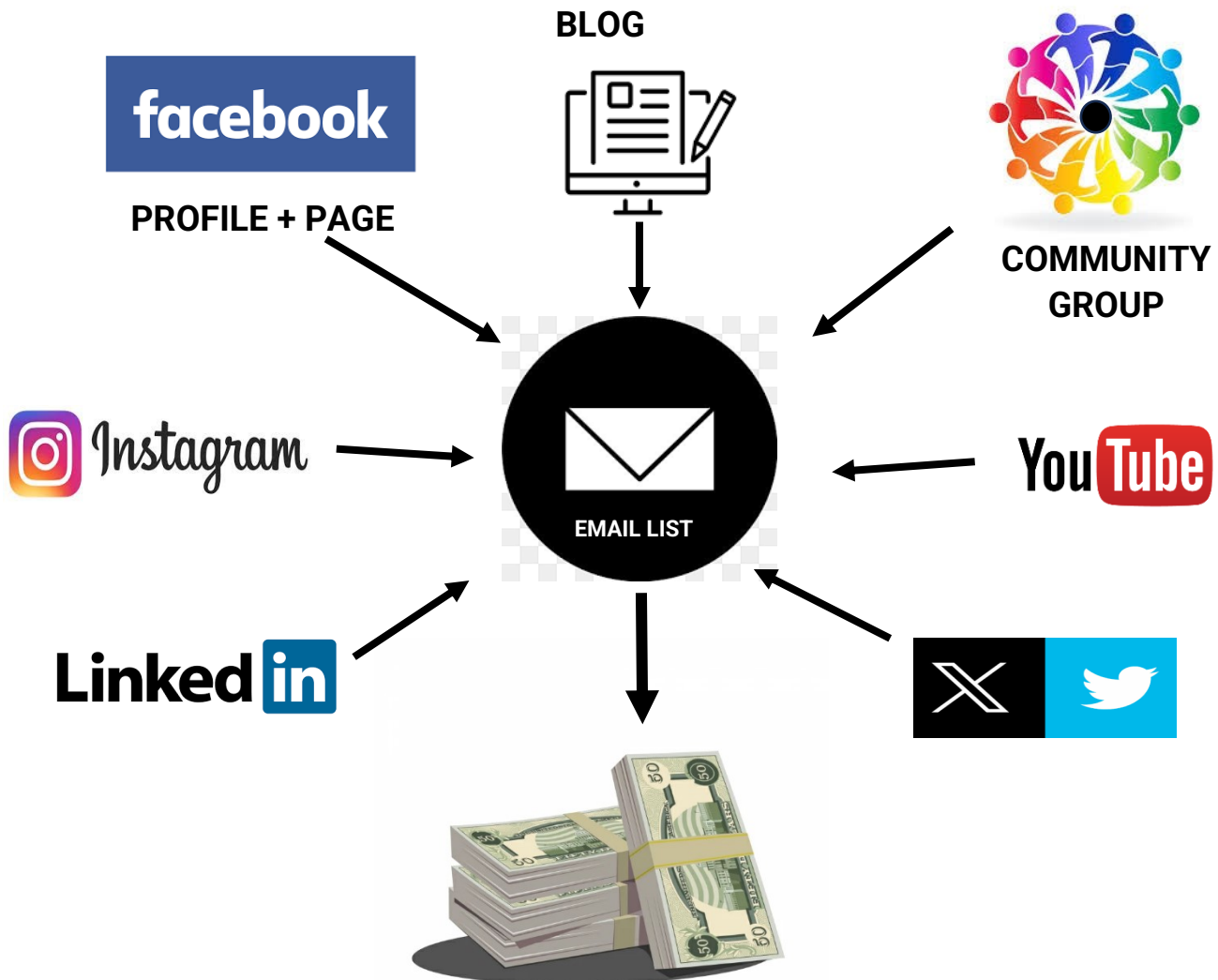


## Million Dollar Internet Business Model Blueprint!

At the heart of your business model is your distribution channel. And with an online business that is your EMAIL LIST. Everything is built around your email list as it's your most valuable audience.

Eventually you'll want multiple channels like a blog that brands you and adds value, Facebook profile, FB / Skool group, YouTube and Instagram but understand that everything points back to your email list to capture traffic.

Email list traffic is **traffic that you own** and you can send that traffic to any offer you desire which is super powerful.



**WARNING:** If you are below \$10,000 - \$100k per month build your EMAIL LIST + pick 1-2 social media channels and become and MASTER of ONE of them!

The diagram above represents the **MULTI MARKETING CHANNELS** to incorporate if you already have a team of employees working for you and want to scale to \$500k - \$1M per month!

Every channel must lead back to your email list because that's **TRAFFIC THAT YOU OWN!**

Now, you can't create income on demand unless you have an audience that...

**Knows, Likes & Trusts You!**

Here's the following formula you need to follow:

- 1) Build Your Audience! – Email List + 1-2 social media channel to start!**
- 2) Engage Your Audience Via E.B.M! (Educational Based Marketing)**

### 3) Sell To Your Audience!

Every 8/9-Figure online business owner I have met or learnt from is applying this exact 3 step formula!

Aim to start building your LIST because without a list you **DO NOT HAVE A BUSINESS**, and you run the risk of building your whole business around something like a Facebook group or a YouTube channel which I see a lot of marketers do and overnight it could get shut down.

With your own list **you own the asset** so even if your email autoresponder shuts you down... you can upload all the lead contacts into a new email autoresponder which provides risk reversal into your business and life.

However, with social media channels, you can never get your subscribers back if you get shut down!

So, be SMART and follow the 3-step million-dollar internet business model I just shared with you!

Next up...

### Smart Micro Goal Setting!

So, let's say you want to hit \$100,000 per month which is \$1,200,000 per year and you are selling your coaching, consulting, course or service-based offer for \$5,000.

*You would take \$100,000 and divide it by the 4 weeks in a given month.*

**$\$100,000 / 4 = \$25,000$  per week!**

*Now if you wanted to know how much you need to make in sales per day divide by 30 days on average in any given month.*

**$\$100,000 / 30$  days on average per month =  $\$3,333$  per day!**

*Now you know that you need to make \$3,333 per day!*

*That's less than 1 high-ticket sale per day to make over a 7-Figure income!*

*Let's be conservative and say your lead capture page converts traffic into leads at 30% and your sales funnel converts those leads into booked strategy calls at 1%!*

So, every 100 people you send to your lead capture page (*the first page in your sales funnel*), 30 of them enter their email address to find out some more information and 1 person books a strategy call on your calendar.

This tells you that you need to drive 100 people to your lead capture page every day in this example and focus on getting 30 leads per day consistently to get 1 strategy call booked per day.

In this example if you consistently get 30 leads per day you will be booking 1 call per day. Obviously, we want to be booking way more than 1 call per day!

Now let's say your call to sale conversion rate is 25%! So, you close 1 sale for every 4 calls!

This means you need 4X leads in this example to get 1 sale per day!

So, you need **400 traffic clicks** on your ads & **120 leads PER DAY** to get **4 calls booked** per day = **1 sale of \$5,000/Day!**

**400 CLICKS ON YOUR ADS & 120 LEADS PER DAY = \$1,200,000/Year** (*In this hypothetical example!*)

The numbers and conversion rates will differ for your offer so this is why its super important to keep an eye on your metrics. If a metric is not within KPI (*Key Performance Indicator*) this tells you where the weakness / bottleneck is within your business / funnel so you can fix it.

In this example 120 LEAD PER DAY IS YOUR MAIN FOCUS and you do not go to bed until you get them! Ideally you would want to get more targeted leads, so you smash your monthly / yearly income goal.

Here's where things get interesting and exciting.

Let's say after someone buys your \$5,000 offer and you help them get results as time elapses.

You'll then up-sell a percentage of your front-end customers & they decide to buy a back-end more intermate program with coaching calls with you that costs \$10,000 - \$30,000+ and then a 1:1 coaching mastermind program for 1 or 3 of your best customers for \$100,000 per sale!

This enables you to 10X your **LCV (Lifetime Customer Value)** which we will talk about in a moment, and you'll also be able to reinvest a % of your profits from the front-end product back into driving traffic / advertising and then all the back-end money is cash in the bank as you advance.

If your below \$10k - 100k per month FOCUS on ONE high-ticket offer to start with!

This is how you build a multi-million-dollar coaching, consulting, knowledge or service-based business.

To start with you can do organic direct outreach marketing which is free to TEST YOUR OFFER but as you grow you can then introduce paid ads to scale up!

**120+ LEADS PER DAY becomes your main FOCUS** on a daily basis in this example. If you keep getting 120 leads per day or more onto your email list and you follow the **4 DYNAMIC CONVERSION FOLLOW UP** strategies that I am going to share with you in a future module... you will smash your \$100k monthly income goal and your \$1.200,000 yearly income goal.

**120+ TARGETED LEADS + 4-10 CALLS / APPOINTMENTS PER DAY IN THIS EXAMPLE =  
\$100,000/MONTH WHEN SELLING AN IRRESSITIBLE HIGH TICKET OFFER  
= \$1.200,000/YEAR IN REVENUE!**

This is smart micro-management goal setting by **breaking things down** and **reverse engineering your campaign**.

Start using it in your business and you will dominate.

Obviously when you have a proven funnel the more leads you can get flowing through the funnel the more money you will make and the more impact + results you will be able to deliver for your students.

But to do this you must have proof of concept for your offer and have figured out their end-result which we will be diving into later on inside the comprehensive training program.

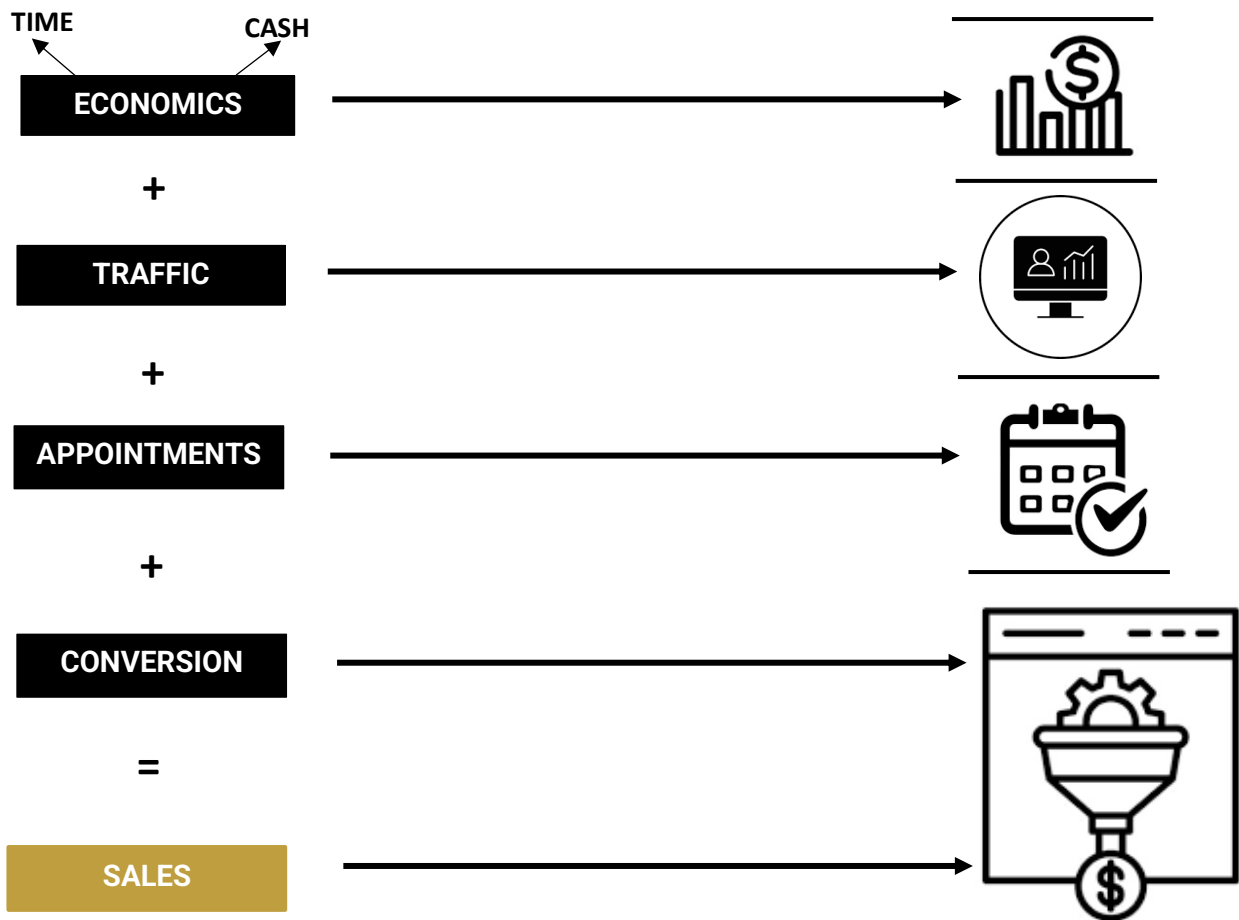
**Plug your yearly & monthly income goal into this FRAMEWORK and reverse engineer how many leads and strategy calls you need to book each day for your offer.**

**If you don't know your offer pricing yet we will talk more about that inside module 2!**

**Also note this framework is an estimation to give you an idea on the KPI's for your offer.**

**When you have completed your offer testing phase, you'll have a clearer understanding of your numbers, funnel conversion rate % and the call conversion rate %!**

## Online Business Metric Formula



- 1) **ECONOMICS** – Ideally you need some kind of traffic / advertising budget if you want to build your online business and get results faster.

I am going to teach you my special FREE / Organic traffic strategy using my D.O.A method leveraging direct outreach if you don't have an advertising budget.

However, as you advance, you'll want to be mixing the direct outreach (*Outbound marketing*) + paid traffic (*Inbound marketing*) to increase your results!

You either invest **TIME** or **CASH** to get traffic or ideally both! As you advance and build your A-Team you leverage **OPT (Other Peoples Time)**

- 2) **TRAFFIC** – This is the different methods we are going to use to drive targeted visitors to your web pages & your automated appointment funnel. There are free traffic methods and paid traffic methods, but the free methods take more time to gain traction and...

### **TIME = MONEY!**

So, if you have an advertising budget to invest into paid traffic and test, you'll gain traction a lot faster. Eventually you'll want *Multiple Traffic Methods (MTM)* but you'll want to focus on one PAID traffic method & 1 FREE traffic method at a time to avoid overwhelm. You can start running ads for as little as \$5 - \$10/Day to test your offer.

**IMPORTANT:** If you have never created a product or service offer before start with free organic traffic to test your offer by doing direct outreach.

- 3) **APPOINTMENTS** – Here's where your automated appointment funnel will book appointments with qualified high-ticket clients on your calendar by getting them to watch a 15 – 30 min video presentation.

A % of your traffic (*people*) will fill out an application form that asks specific '**buyer intent**' questions to **pre-qualify** your leads so you only get on the phone with serious people that are willing and able to invest into your high-ticket offer.

- 4) **CONVERSIONS** – These are special methodologies we're going to be using to convert cold leads into paying customers that know, like and trust you and ultimately BUY from you.

We're going to be diving into conversion in a later module. But here are some examples of **Multiple Sources of Conversion Hacking. (MSOCH)**

You don't need to use all of these conversion mechanisms, however as a coach / consultant / course creator or service provider you'll definitely want to leverage some of the ones I have highlighted in the colour red...

- **Emails**
- **Videos**
- **VSL (Video Sales Letters)**
- **Mini Webinars (Duration = 20 – 30+ Minutes)**
- **Webinars (Duration = 1 Hour – 3 Hours)**
- Blog Posts
- FREE eBooks & PDF's
- Cheat-sheets
- **Social Media Conversion Blueprint Strategies**
- **Facebook / Instagram / LinkedIn Messenger Scripts**
- Memberships Site
- **Phone Follow Up**
- Live Events
- Direct Mail

- 5) **SALES** – When a transaction is made, and you get PAID 😊

I have been through well over \$10,000 worth of sales training alone and during the high-ticket sales module #4 I am going to hold nothing back! During this training I will share EVERYTHING I know about selling high-ticket offers + you are going to get access to the **Million Dollar Sales Script** that has been responsible for \$100 MILLION in profit for me, my business partners, students and mentors combined!

Okay... Awesome work. Let's move together onto...

## **KPI's – Key Performance Indicators -What Gets Measured Gets Managed Masterclass!**

Offline brick and mortar businesses that use traditional advertising methods are very rarely able to measure exactly if their advertising is effective or not. But with an online business we use something called...

**DIRECT RESPONSE MARKETING.**

For example, when you place an ad online and people click, we know within 2-5 days if the ad is performing or not because we can measure it precisely.

Now there are certain metrics you'll want to keep an eye on when you're running your online campaigns.

The MOST IMPORTANT METRIC is...

### **MONEY IN & MONEY OUT!**

The other metrics I want you to learn are... ACV, LCV, AVV, CPL, CPBC and CPA. These might sound complicated but they're really not.

**ACV** = Average Customer Value

**LCV** = Lifetime Customer Value

**AVV** = Average Visitor Value

**AOV** = Average Order Value

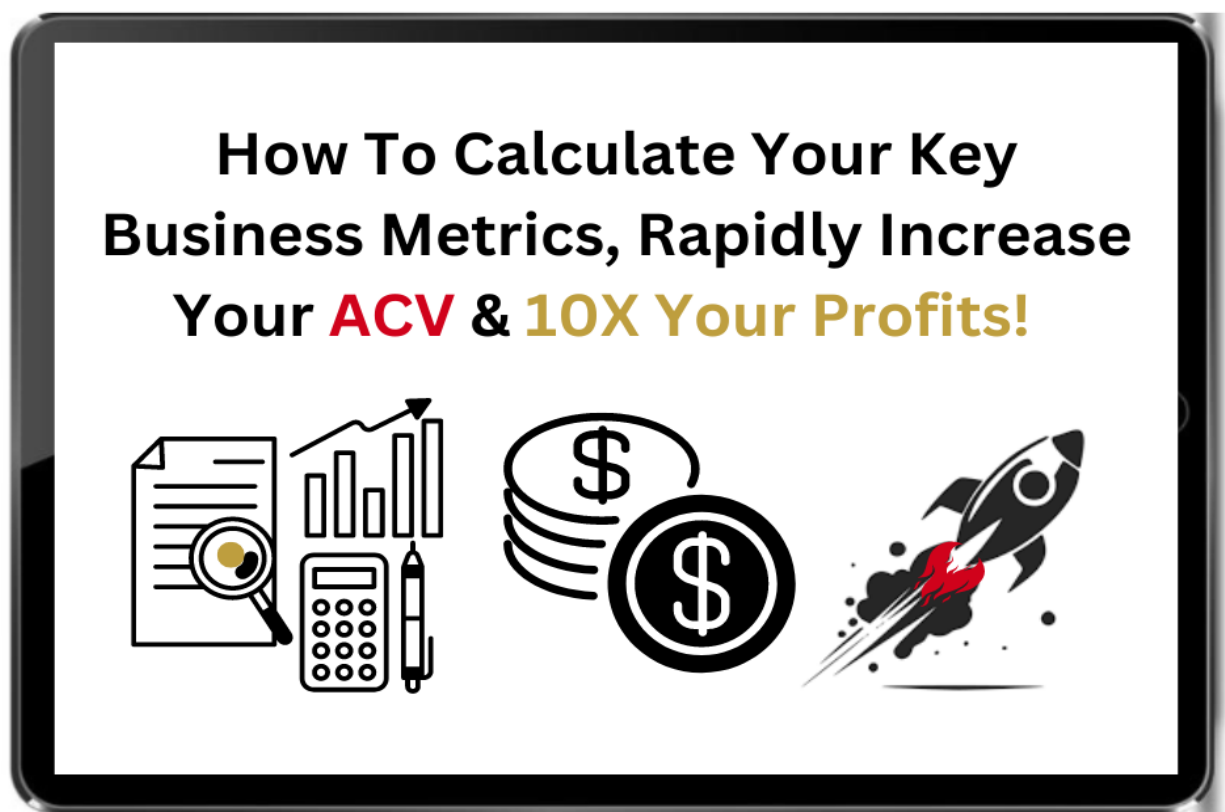
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**CPL** = Cost Per Lead

**CPBC** = Cost Per Booked Call

**CPA** = Cost Per Acquisition

We will talk about these metrics in the paid traffic module. However, to understand them please read this pdf IN FULL if you already making over \$10,000+ per month and running paid traffic. This will allow you to understand the following **KEY PERFORMANCE METRICS** you need to keep an eye on when running your traffic campaign and your online business.

**Click The Link Below To Read The PDF Training On How To Increase Your Average Customer Value (ACV) & Master Your Business Metrics!**



**How To Calculate Your Key Business Metrics, Rapidly Increase Your ACV & 10X Your Profits!**

<https://www.onlinewealthsociety.com/how-to-master-your-business-metrics>

## 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!

### **ABS = ALWAYS BE SELLING!**

When you have an optimized irresistible offer which I am going to teach you HOW TO set up inside module 2 the previous KPI's is all you really need to get to \$10k per month with organic traffic.

## PAID TRAFFIC KPI Metrics To Hit If You Want To Make **\$100,000+ Per Month!**

1) 100 – 500+ Targeted Leads Per Day Onto Email List

2) Book 10 – 50+ Strategy Calls Per Day

3) 3+ Sales X \$5,000 Product / Service Offer Per Day

= \$450,000/Month

## Diving Deeper - The 1% Key Performance Activities To Make **\$10,000 - \$100,000+ Per Month!**

### Beginner ORGANIC Traffic Key Performance Activities To Get Results!

**\$10K**



**\$100K**

- 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 & 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

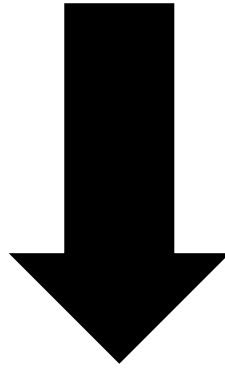
### **Advanced KPA's - (Key Performance Activities So You Can Scale To \$100,000 - \$500,000+ Per Month)**

- 1) Planning Your Day The Night Before (*What's The ONE THING You Need To Get Done To Grow Your Business Today?*)
- 2) Email List DAILY (Value, Value, Value, Sell Method)
- 3) Direct Outreach Messages – (Outsource To a V.A (Virtual Assistant / Appointments Setters)
- 4) DM Selling (*Sell Over Direct Messages On Social Media - Pick ONE Platform Then Max It Out & Add Another*) e.g. Facebook, Instagram, LinkedIn.
- 5) Phone Strategy Calls = SALES – (Hire Sales Reps After Hitting \$100K/Month)
- 6) Talking 1:1 with a Prospect That Has Shown Buying Signals
- 7) Setting Up a Paid Traffic Campaign & Adjusting Ads – 100 - 500+ Targeted Leads Per Day!
- 8) Mastering Copywriting (*Salesmanship In Print*)
- 9) Sales Funnel Creation & Optimization
- 10) Following Up With Prospects That Have Showed A Buying Signal To Convert Them Into a Paying Customer / Client
- 11) Million Dollar Offer & Systems Creation & Optimization!

12) Hiring A-Players, Team Building & Operations

13) Applying Leverage & Implementing Multi 7-Figure Business Infrastructure. (Front-end + Back-end Conversion Models)

14) Implementing The C.A.L.V.O FLYWHEEL EFFECT Using Social Proof + Innovation.



## Million Dollar Strategical Profit Planning – Reverse Engineering Your Campaign & Mapping Your Audience / Niche



### ACTION STEPS!



**ACTION STEP 1** – Pick + Map out your **SPECIFIC NICHE** by researching a group of targeted people with a **BIG PROBLEM** that are willing to pay money for a **SOLUTION**...

Follow & Complete Killer Niche Secrets Steps 1-8 & Watch The Killer Niche Secrets Video Training With My Inner Circle Coaching Client Located In Module #1 of C.A.A Members Area!

Access **TOP 100 PROFITABLE NICHE** PDF >>

[https://d1yei2z3i6k35z.cloudfront.net/9180631/69c53ea75cd2c8.34201701\\_Top100MostProfitableNichesFREEBONUSPDF.pdf](https://d1yei2z3i6k35z.cloudfront.net/9180631/69c53ea75cd2c8.34201701_Top100MostProfitableNichesFREEBONUSPDF.pdf)

Then take a look at the **Million Dollar Business Model Blueprint Diagram** again and understand before you can sell you must build an audience [**EMAIL LIST + 1 SOCIAL MEDIA CHANNEL**] and engage your audience.

If you're making less than \$5k - \$10k/Month... You can build a list in a google / excel doc to start with using organic / free traffic which I will teach you how to do inside module #5.

Inside modules 8 & 9 I show you how to set up your **email list** using an email autoresponder software when we set up your **funnel**. One of the **DONE FOR YOU software's** is **FREE** for your first 2000 subscribers!

**ACTION STEP 2** - Plug in your yearly financial goal into the **SMART MICRO-MANAGEMENT REVERSE ENGINEERING PROCESS** to break things down into smaller achievable daily goals. If your goal is to make \$100,000/Month see my example.

If you have not got a product / service to promote yet with a high-ticket offer you cannot complete this until you have completed module #2... where we will **ENGINEER YOUR M.D.I.O (Million Dollar Irresistible Offer)** together and map your pricing!

**ACTION STEP 3** - Fully understand the Online Business Metric Formula – Economics + Traffic + Appointments + Conversions = Sales

**ACTION STEP 4** – If you are already making over \$10,000+ per month and you are running paid traffic... Master the Key Performance Indicator Metrics by **READING** my PDF training **IN FULL** about your Average Customer Value and paid traffic business metrics!

[https://d1yei2z3i6k35z.cloudfront.net/9180631/67091c5d0a53e\\_ACVBUSINESSMETRICCALCULATIONSPDF.pdf](https://d1yei2z3i6k35z.cloudfront.net/9180631/67091c5d0a53e_ACVBUSINESSMETRICCALCULATIONSPDF.pdf)

**ACTION STEP 5** - Print Out Your KPI's (Key Performance Indicators) For Both Free & Paid Traffic – You will need these when you begin the promotion phase after completing module 5.

**ACTION STEP 6** – Print Out Your KPA's (Key Performance Activities) So You Know What To Be Working On Daily To Hit \$10k - \$100k+ Per Month!

Next up we will walk through part 2 of module #1...



Welcome to the *Customer Avatar Immersion & Client Demographic Siphoning training!*

So far, we have mapped out your...

- **Specific + Profitable Killer Niche!**
- **Reverse Engineered Your 7-Figure Campaign Using Micro Goal Setting!**
- **Documented Your KPI's (*Key Performance Indicators*)**
- **Given You Access To The KPA's (*Key Performance Activities*)**

In this next section were going to be sculpturing your...

- **Perfect Customer / Client Avatar.**

## **When You Master Your **Niche** & Your **Perfect Avatar**, You're Trying To Target Making Money Online Is **Easy!** When You Don't It's **Hard** To Make Things Work!**

I've done extensive research into the high-ticket business education industry for you. And I know the exact psychological pains, problems and struggles people are facing as well as their dreams, goals and desires.

So, I've done most of the hard work for you. If you're operating in a different industry like health and fitness or relationships and dating, or any other niche you must complete the exercises below.

When you know this **extremely important information** about your perfect customer / client you can then turn implied needs (*weak needs*) into explicit needs (*strong deep level needs that must be solved NOW*)

When you're able to do this, you can provide your **OFFER** as the solution to your target markets **BIG PROBLEMS** and help them get a specific **END-RESULT**.

Learn these secrets that I am about to share with you and your conversion rates will increase across the board.

Fail to complete this module and you'll struggle like the 97% of people who don't bother to do this important process.

The people that fail online never even think to go through the market problems and pains. And it's very difficult to sell a product or service offer to a lead if you don't know if there is a pain or a problem in the first place.

There's also a saying in this industry that...

*“If You Market To Everyone, You Market To No One!”*

So, in your marketing were going to design the perfect customer avatar to market to.

When you do this, you can really target and speak directly to your core customer / client and grab their **ATTENTION!**

But before we can figure out what the markets problems are, we must first....

**Discover The Foundations of Your Marketplace Identity –  
The Attractive Character Model...**

Most people focus on building their list (**which is really important**) but you must discover your identity before you can start communicating with your audience. This is one of the most important steps for you to make sales.

Because without defining this step the people on your list will just see you as a guy or gal hiding behind his or her computer screen trying to make money online as a coach, consultant, course creator or service provider.

You want to **BECOME MAGNETIC** towards your target market, by having specific things you stand for and things you stand against. I learnt a lot of this from one of my mentors Russel Brunson.

Here is access to the...

## Attractive Character Diagram

### CHARACTER IDENTITY

1. The Leader
2. The Adventurer
3. The Hero
4. The Reporter



### CHARACTER COMPONENTS

1. Your Story
2. Parable Stories
3. What You Stand For
4. What Your Stand Against
5. Character Faults & Flaws

### CHARACTER STORY LINES

- |                   |                      |
|-------------------|----------------------|
| 1. Before & After | 3) Us vs Them        |
| 2. Secrets        | 4) Amazing Discovery |

### Your Character Identity.

The first thing you want to establish is a character identity that best suits your personality.

**The Leader:** This is someone who has got the result the target market is looking for. And he or she leads his or her tribe to help the audience achieve the end-result that the leader has achieved!

**The Adventurer:** This is someone who may not have got the result or the answer yet but is on an adventure to find them or discover the ultimate truth. He then reports back to his audience with his findings and helps them on the adventure with him.

**The Hero:** This is some who has all the answers and the results but doesn't want to be in the limelight. But he knows deep down that he has to share his secrets with his tribe to help them on their journey.

**The Reporter:** This is an identity that someone would attain when they have not had much experience. They interview experts and learn along the way, reporting back to their audience with the knowledge, systems and strategies to get the desired end-result and become successful.

Now don't worry if you don't fit into a specific identity.

For example, if you feel you are a leader but haven't yet got the result you can become the adventurous leader or the adventurous reporter.

Just pick 1 or 2 identities that best suits your specific personality because later when we start communicating with the people on your list were going to be using this as the foundation.



**Parable Stories:** Smart marketers always integrate parable stories into their marketing and you're going to want to do the same.

People love stories and that's great news for us because they are a fantastic mechanism to influence people in a positive way, break their old belief patterns and get them to **take action**.

So, whenever you're writing an email or connecting with your audience, interweave short stories about what you've been up to or something about your day, a story from the past or a lesson / insight and then link it back to the CTA (*Call To Action*) to book a call on your calendar or directly to a product / service offer you're selling.

You'll also want to figure out the...

**Things That you Stand For** so you can become magnetic to your core customer avatar.

- **FREEDOM**
- **HARD SMART WORK**
- **HIGH VALUE**
- **OFFER HELP & SUPPORT**
- **LEADERSHIP**
- **FIRST BASED PRINCIPLES THINKING**

**Things that you Stand Against** so you can become repulsive to the following people

- **BIZ OPP SEEKERS WHO ARE NOT SERIOUS**
- **VICTIM / EXCUSE MAKERS**
- **COMPLAINERS / WHINERS**
- **SOMETHING FOR NOTHING CROWD**
- **NON-ACTION TAKERS**

### ***Your Character Faults & Flaws***

This next element is something that a lot of people struggle with. Like I've mentioned before you have to relate to your audience. And a great way to do that is share with them that you have faults and flaws. Nobody is perfect.

And when your audience see's that you're not perfect they will start to see you as a real person. They will start to like you more because you're not perfect like them.

For example: I share things like I was an average student at school, that I grew up in a poor family on a council estate in the UK and had to work hard through trial and error to achieve some of my goals in life. I say to my audience

*"I'm nothing special. If I can make money online, so can you."*

This gives them confidence and inspires them to go out there and create income on demand because if I can do it, they can too.

If you try to be a perfect marketer, you'll alienate the core customer avatar you're going after.

### **Your Character Story Lines**

In your marketing you're going to want to use the following story lines so you can tap into your leads & clients subconscious minds and influence them to take action.

## 1. Before & After

The Before and After story line is where you tell your audience about a struggle and how you found the solution. Now you're on top of the world.

### Example:

*"Before I was broke, then I found coaching program X now I'm a making Y \$\$\$"*

## 2. Secrets

The Secret story line is one of my favourites. Everybody loves to hear a secret and they're great for getting people to take action so they can find out some more information.

### Example:

*"I've got a secret. It's the number 1 thing that helped my clients make millions. If you want to hear about it take action now and click the link to find out more!"*

Secrets create **CURIOSITY** which causes **ACTION**.

## 3. Us vs Them

The Us vs Them storyline is typically used when you have something against something or someone. This will enable you to polarize your market and draw your raving fans closer to you.

In the make money online industry people are annoyed at the guru's who launch their shiny object products that don't live up to expectation. So, you could take sides and use the Us vs Them story line for this scenario to draw your audience closer to you.

### Example:

*"Are you sick and tired of these so-called gurus selling you shiny object scam courses, only to re-sell the same course to make money?"*

*Their main intention is to sell you a course, which most of the time contains missing information.*

*They do this deliberately to keep you confused so you keep buying more stuff from them, hoping to find the real solution. But now you've finally arrived at the right place and I'm here to help you and serve you!"*

## 4. Amazing Discovery

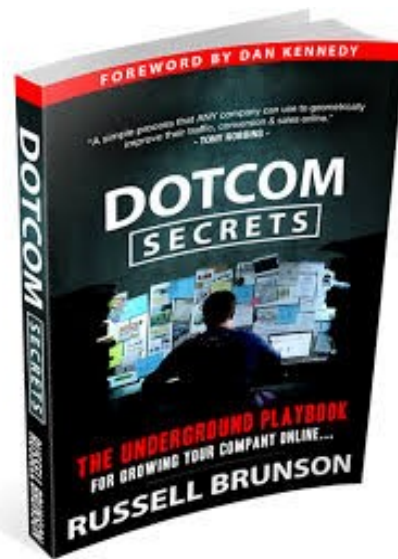
This storyline is great for selling a new product that has just launched or when you're promoting a webinar because it makes your audience believe the answer, they have been looking for has finally arrived.

### Example:

*"Wow, wait till you hear about this amazing new thing that I just discovered. It will blow your mind. Sign up at this link below to learn more!"*

I learnt a lot of this information I'm sharing with you in this section from an EXPERT called Russel Brunson which I am sure you have heard of. He's done over \$150,000,000. He's a top marketer.

Feel free to grab a FREE copy of his book Dot Com Secrets as it will really help you and compliment what you're learning inside this training program.



## Sculpturing Your Perfect Customer Avatar – Mind Hacking!

When you deeply understand your customer avatars deep desires and needs your conversion rates will increase but your communication must be directed at one person.

Rather than speak to the crowd, speak directly to the core or one person who represents the sum total of your entire specific ocean niche market audience.

In this example we're going to name your core customer avatar..... Bob. ☺ You can name your customer avatar whatever you like.

Below is a random image I got from Google when I typed in the name Bob.

Now your customer avatar has a face. Every time you communicate with your audience by writing an email, direct message, ad, sales page, VSL, or webinar think of Bob.

Write from your heart and have Bob's best interests at the core to help him get from where he is in his life right now to where he wants to go in the future.

### Customer Avatar Profile

**Name:** Bob

**Gender:** Male

**Age:** 30 - 60

**Appearance.** Wears glasses, wears a collar shirt with a tie and a blazer jacket and smart black shoes.

**Job:** Professional - Insurance, realtor, doctor, lawyer, accountant, teacher etc. OR current coach, consultant, course creator or service provider that is struggling!



**Other:** Bob is married with 2 kids who he adores. But his wife is mad with him for trying to make money online with coaching, consulting, course creation or selling services. He makes \$40k - \$100k per year but doesn't have enough disposable income.

He has a mortgage, debts, car payments and he's desperately looking for way to make more money so he can provide a better life of more **Time, Location & Financial FREEDOM for his family and himself.**

### **BIG PAIN SCENARIO #1 = Brand New To Coaching / Consulting & Still Working a Job!**

*He's sick and tired of his 9-5 job slaving away in the matrix of society.*

*He hates waking up to an alarm clock, commuting to work in traffic and he hates his boss who's always negative and telling him what to do.*

*He feels unfulfilled and disappointed that society and the educational system has tricked him into trading his time for money his whole life while missing precious time with his kids while they are growing up.*

*He's now ready to start his business based off his skills sets & specialized knowledge so he can help others while creating income on demand.*

### **BIG PAIN SCENARIO #2 = Already Started His Business But Struggling!**

*He's currently been running his business for 1-3+ year but struggles to get TRAFFIC, QUALIFIED APPOINTMENTS with serious leads that have money to invest & is failing to create a CONSISTENT FLOW OF CLIENTS.*

*He's been trying many different ways to market on social media with little to no results.*

*His offer doesn't convert into high-ticket sales in an optimized way.*

*He feels lost, burnt out and is sick and tired of failing.*

*He needs guidance and help so he can finally SCALE to \$10,000 - \$100,000+ per month income goal!*

*He wishes he could have started online 10 years ago but he believes it's not too late.*

*He enjoys helping others and has a good work ethic and a strong desire to succeed.*

*But he has no strategy or guidance.*

*He's suffering from information overload and overwhelm.*

*He watches some TV, movies, series on Netflix and enjoys sports but also understands the value of his own time.*

*He doesn't have an optimized FUNNEL to get clients and wishes an expert could build him one so he can FAST TRACK his client acquisition, sell his offer and help people get results in return for what he's truly worth!*

*He likes going out with his mates for a beer now and then.*

*But he's worried about paying for his kid's college education.*

*He's subscribed to 20+ guru's email newsletters and is bombarded with emails and ads everyday promising him that the next push button course / system will make him rich overnight.*

*He's sick and tired of his current situation and he must make a change right now because he understands if he loses his job or doesn't grow his business there could be serious financial consequences and problems in the future.*

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(When I read this to many of my previous students that I have coached they say

**“WOW, Sam... That Sounds Like Me!”**

That’s because I have done extensive research into the industry after doing this stuff for over 7+ years!

**Every piece of marketing when I am emailing my list, I imagine I am writing to Bob or the female version of him which I’ve named Kate!**

**This makes my copy (words) talk directly to the person who I am targeting and in turn increases my sales conversion rates because it hits their deep emotional hot buttons!**

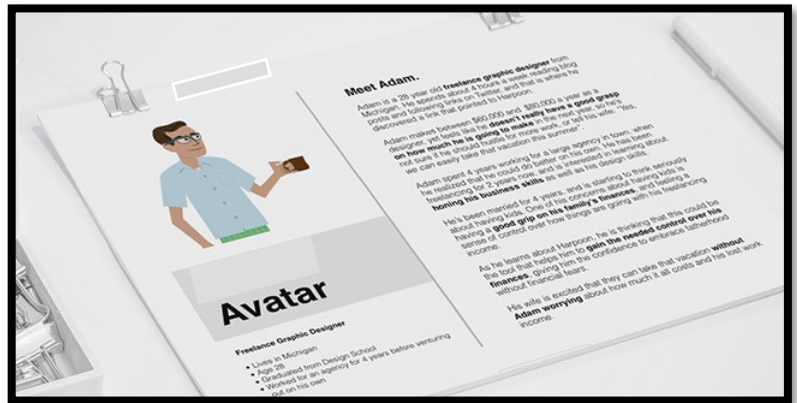
**Do the same when writing to your email list or creating your marketing material as we advance through the training together and start the promotional phase.**

## Client Avatar Identification Map / Worksheet – Empathy Immersion.

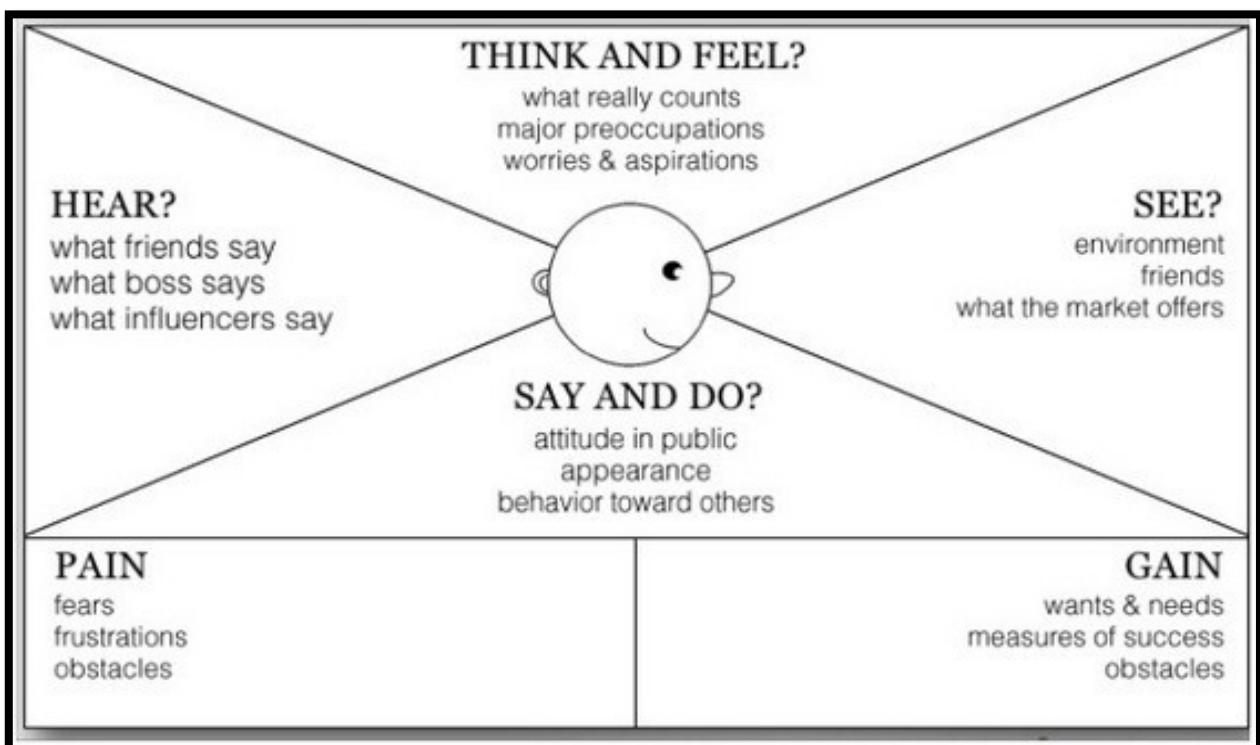
At the end of this module after I’ve taught you the secret strategies about your customer avatar.

I want you to print out or draw this empathy map below and fill in the answers to the questions about your core customer avatar.

The more research and detail you go into the better your results will be when you start communicating with your audience.



You’ll have a deep understanding of the core person you’re trying to target. And once you know this information, you’ll have a greater understanding of what influences Bob & Kate to take action.



## 100-Year-Old Secret Framework For Online Prosperity.

- 1) Identify Your Target **Core Customer Avatar**.
- 2) Uncover Their Hidden **Pains / Problems & Desires**.
- 3) Start Learning The Basics of Copywriting So You Can Use Language To Bring Up The **Emotions** of The Pains And Desires.
- 4) Create Emails, DM's & Ads That Cause Your Audience To **Take Action** In Relation To Their Pains And Desires.
- 5) Build a Strong Sales Funnel That Provides Transformative Value + Education As The **Solution** & Converts Them Into Qualified Booked Calls or 1:1 DM's (Direct Messages!)
- 6) **Sell** Via DM Messenger Chat and Phone To Convert Clients & Customers Into High-Ticket Sales & Help Them Get **Results**.

## The Psychographic S.M.A.R.T Analysis Questions + Workbook

**What keeps your leads / perfect core customer avatar up at night?**

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**What are they afraid of?**

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**What / who are they angry at?**

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**What are their top 3 daily frustrations?**

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**What trends are occurring or will occur in their business and their life?**

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**What do they secretly desire?**

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**Is there a built-in bias? E.g.: engineers are very analytical.**

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**Do they have their own language?** E.g. online marketers – *Squeeze page, lead capture page, SEO, sales funnel, traffic, CPA, CPC, CPL, CPBC, ACV, LTV etc*

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**Who else is selling something similar to you?**

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## Niche Market Problem Analysis.

Here are some of the major problems that people in the coaching, consulting, course creation, service based & make money online industry / niches suffer with...

- **Traffic**
- **Lead Flow**
- **Booking Qualified Appointments With Serious High-Ticket Clients**
- **List Building**
- **Information Overload**
- **Overwhelm**
- **Cash Flow**
- **No Guidance** (*Not 100% confident on what they are working on daily to get results!*)
- **Strategy**
- **Sales**
- **Conversion**
- **Operations & Hiring**
- **Mindset**
- **Funnels**
- **Content Creation**
- **Social Media**
- **Offer Creation**
- **Offer Delivery**
- **Copywriting**
- **Shiny Object Product Syndrome** – *They're always looking for the next product, program or system that's going to make them rich.*

Here are some problems that people are facing in their daily lives.

- **No time freedom to spend with family and friends**
- **Stuck in a dead-end job in the matrix of the 9-5 rat race... OR...**
- **Struggling in their existing business**
- **Not enough disposable income**
- **Mortgage payments**
- **Car payments**
- **Credit cards debts**
- **Worried about how they're going to pay for their kid's college education**
- **Sick of being a slave to the alarm clock and the long commute in traffic to get to work.**
- **Dislike their boss**
- **Don't have time or money to travel**

## Niche Market Desire / Pain / Gain Portfolio.

For you to be successful online you must tap into people's subconscious desires and portray your product or service offer **benefits of the benefit.**

For example, a person who buys a Ferrari doesn't buy it because it's fast and nice looking. That's a surface level benefit.



**SELL THE BENEFITS  
OF THE BENEFITS!  
(END-RESULT)**

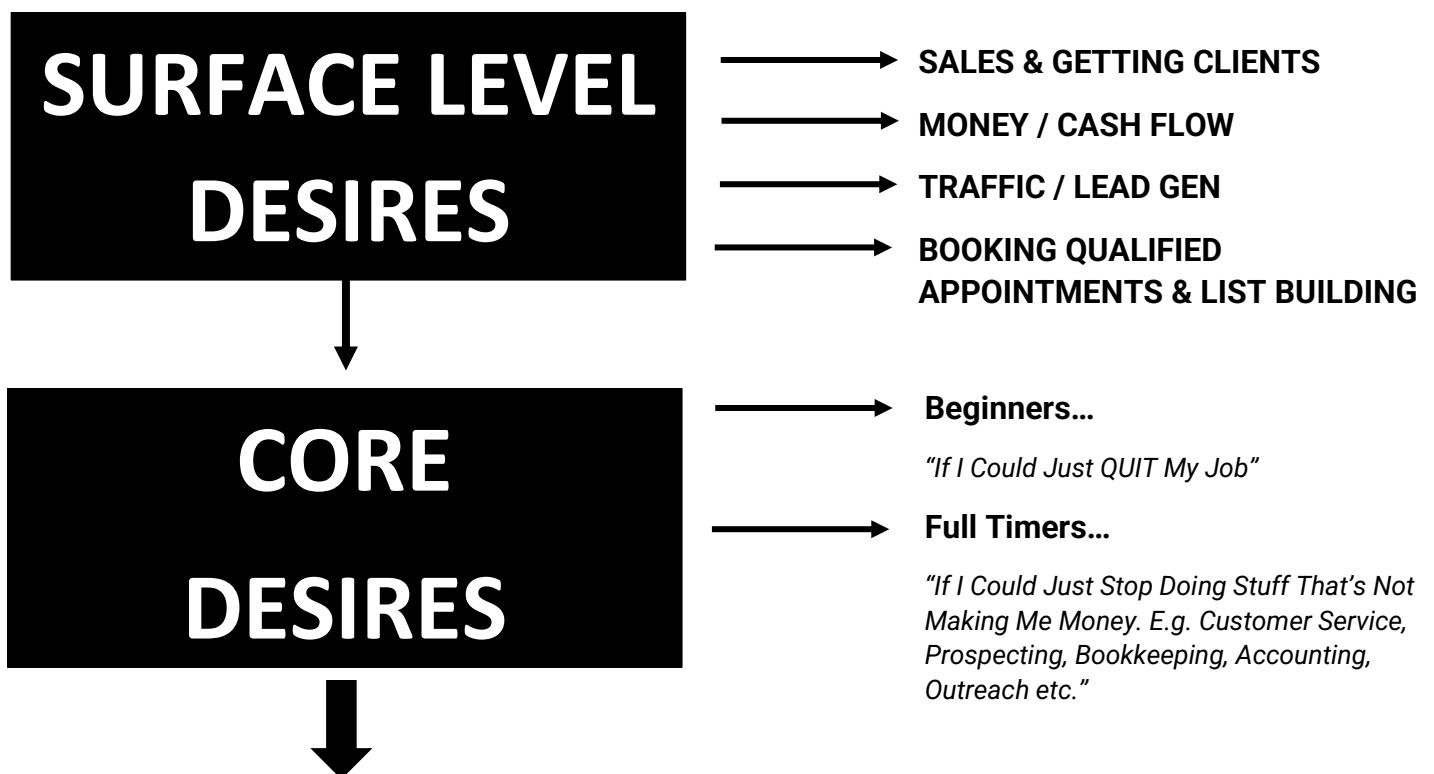
The real deep desire (**BENEFITS OF THE BENEFITS**) people buy a car of that calibre is to show off to everyone that doubted them in the past and to prove everyone wrong.

In your marketing you have to explain the real **deep emotional gains** they'll receive after buying your product /service offer by using something called **FUTURE PACING!**

You'll want to get them to **IMAGINE** what life will be like when they have the **END-RESULT** that you can help give them via your product / service OFFER!

But first you must find out the pains and desires so you can elicit them and turn them into bigger pains and desires that people take action on. **Aka BUY!**

There are 2 types of desires for coaches, consultants, course creators, service providers, high ticket marketers & people wanting to make money online...



# FREEDOM

Time, Location & Financial  
FREEDOM.



The ultimate desire everyone wants is **FREEDOM** and to work in their ZOG...

**(Zone of Genius)**

This is obviously going to be different if you're selling an offer in a different industry / niche but it's **CRUCIAL** you figure this stuff out so you can use this in your marketing & sales material as we progress on your journey to getting you the **END-RESULT!**

We will go into more detail about this during module #2 when we set up your **M.D.I.O (Million Dollar Irresistible Offer)**

But you can start by writing down all the **BENEFITS** of your offer and then asking what the **BIG BENEFIT / END RESULT** is that you can help your clients achieve!

## How To Find Your Dream Clients & Customers Leveraging Congregation Aggregation.

Your mission as an online marketer is to **identify characteristics** of people who are likely to buy and characteristics of those that are not.

Everything you do should be magnetic to the people you want to attract and repulsive to the people who are not likely to buy. The characteristics bonded together create the aggregation of your niche.

Most people can figure out who is likely to buy and now that we have discovered the pains and desires of your core customer avatar, it's time to start figuring out where to find them.

The majority of people that come to me online have trouble with this part.

But it's pretty simple when you understand how demographic targeting and congregations work.

**WHO Are My Best Clients?**

**WHERE Can I Find My Best Clients?**

Let me let you in on a secret...

Regardless of what niche you have picked... your target market is most probably on **FACEBOOK, INSTAGRAM, LINKEDIN & YOUTUBE.**

There are over 2.9 billion active users on Facebook.

And YouTube gets over 1 BILLION video views every single day!

## **There is so much TRAFFIC out there, it's kinda mind blowing!**

We will be going through ORGANIC TRAFFIC inside module #5! *(This is all you need to hit \$10k/Month!)*

And we will go through the PAID TRAFFIC with Facebook Ads & YouTube Ads in module #9!

With Facebook ads we can get super targeted in relation to demographics.

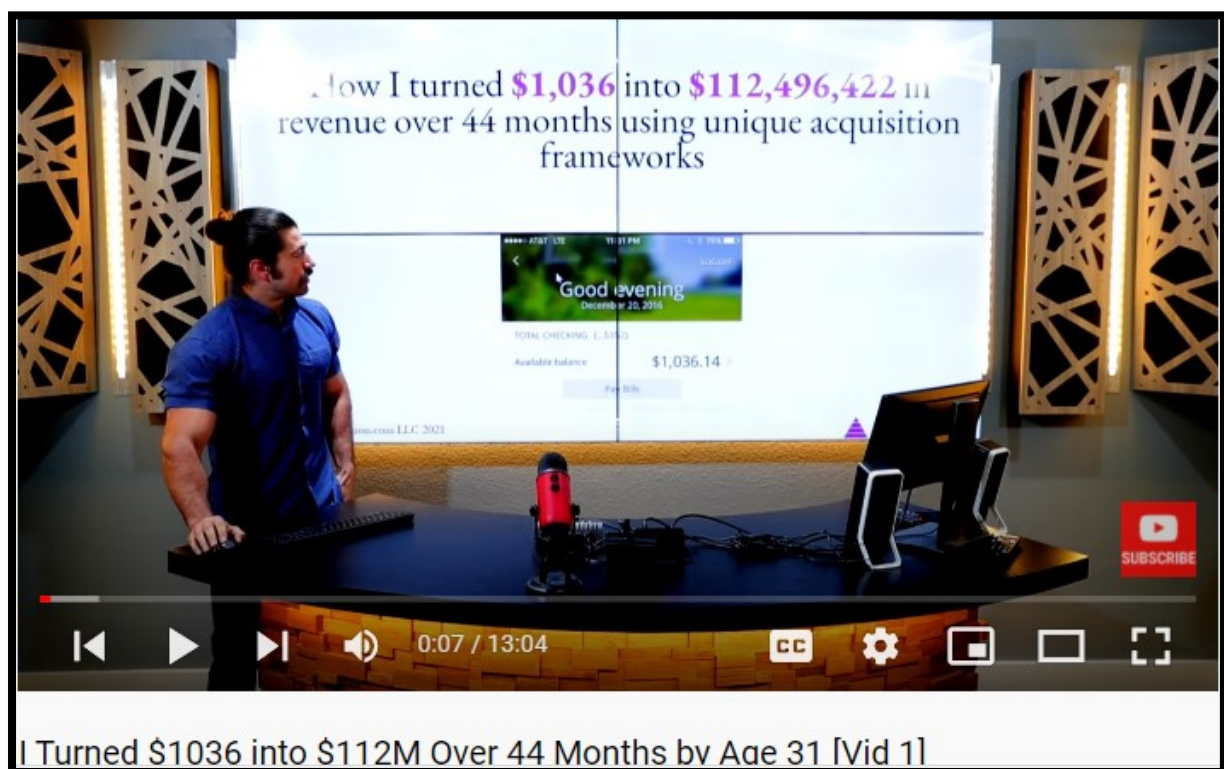
For example, you could target dog lovers who live in New York that earn over \$100,000 per year and you could have your ad in front of that demographic of people within about 10 minutes if you were selling a dog product.

90% of the world's population don't have a clue people are making millions of dollars with Facebook ads.

Just to share with you how powerful paid traffic is I want to introduce you to one of my multi-million-dollar mentors called Alex Hormozi which I'm sure many of you already know.

He went from having \$1,036 in his bank account.

Then started spending \$3,300 per day on his credit card with Facebook Ads and made \$112,496,422 in 44 months with a 36:1 return on ad spend!



This is the **TRUE POWER** of **MASTERING TRAFFIC!**

As you get more advanced, you'll want multiple sources of traffic (MSOT) because you never want to rely on just one traffic source.

But your main focus is to master 1 paid traffic source (*FB Ads or YouTube Ads*) and 1 free traffic source (*by applying my special D.A.O method*) at the start of your online journey before moving on to another paid traffic source to avoid overwhelm.

If you apply this, you can SCALE to \$1,000,000+ with just 1 free and 1 paid traffic source very RAPIDLY providing you have a **QUANTUM VACUUM HIGH-TICKET OFFER** that sucks your core customers / clients in because it's too irresistible for them to say no!

The next thing I want to share with you is **CONGREGATION AGGREGATION!**

People congregate & cluster together online in relation to their **beliefs, passions & interests.**

Which is great for marketers like us because it means we can get our messaging & ads in front of those specific people without the barriers of traditional outdated advertising methods.



The other traffic source we are going to be teaching you about in the traffic module is YouTube ads.

With YouTube you can target specific keywords and get laser targeted in relation to your core customer / client avatar.

Your target market may congregate on specific websites.

They also hang out in **Facebook groups** and **forums** in relation to their beliefs.

Which means you can target those congregations of people with organic direct outreach and ads to bring them to your lead capture page and then into your sales funnel.

Once you have picked your niche and mapped the market problems + desires... the next question to ask yourself is...

*"Where Do My Dream Customers / Clients Hang Out Online?"*

Is it on Facebook / Meta, Instagram, YouTube, LinkedIn, TikTok, X/Twitter?



**(The SECRET Strategy I Used To Make  
\$100,681 In Rapid Time With ZERO PAID ADS  
Leveraging Buyer Facebook Groups & My D.A.O Method!)**

As you already know ORGANIC TRAFFIC is not technically free because your **TIME = MONEY!**

The majority of traffic sources like SEO & blogging take a HUGE amount of time to gain any traction (at least 18 months to see any proper half decent results).

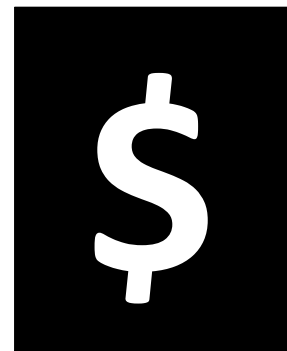
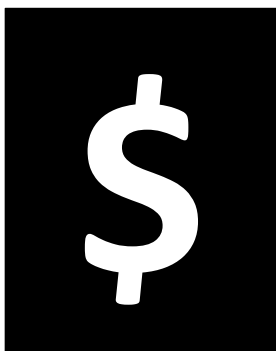
However, when I first opened up my previous course + coaching program titled the Online CONVERSION Formula for high-ticket affiliate marketers and online business owners...

I realised some of my students did not have \$500 - \$2000+ to invest into testing paid ads.

So, like any leader would do I had to go back to the drawing board and figure out a FAST way to get organic traffic so I could then share the secret knowledge with you so you can get results!

This started off out as an **underground marketing test!**

I had no idea what the results would be. Low and behold I officially cracked the free traffic online marketers code and found an absolute...**GOLD MINE!**



I still use this method today to make CONSISTENT HIGH-TICKET PROFITS without doing any of the work myself because I have hired an appointment setter + V.A to do it for me!

I will be teaching you about how to hire a V.A (*virtual assistants*) & appointment setter so you can free up your time in the advanced bonus module #1 (***Hiring Proven Appointment Setters, V.A's & Sales Reps So You Can Free Up Your Time!***)

We are going to be diving deeper into the D.A.O Method inside a future module as well... but essentially it is finding TARGETED groups on Facebook that have thousands of people inside, that have already purchased a product offer that is similar to what you are selling because there is a saying in this industry that...

### **A Buyer, Is a Buyer, Is a Buyer!**

You can also apply this on LinkedIn & Instagram by applying direct outreach messages but it's more targeted on Facebook as there are specific buyer groups you can tap into.

This does however, depend on your niche!

When someone has shown **past buying signals** by purchasing a product similar or related to yours this gives you 2 inclinations that are as follows:

- 1) **There's a high chance they are suffering with the problems you can help solve and they desire the result / solution your product offer can give them.**
- 2) **They have purchased in the past so that gives you a good signal they are open to purchasing other products and services in the future to help them fast track their success!**

Take me for example, I've been through \$100,000+ worth of courses, books, live events, workshops & coaching programs.

But my first ever investment was a \$49 digital product.

Then a \$3,000 group coaching program.

Since that point... over 7+ years ago... I have consistently re-invested in my education and my business!

And serious clients that want / need to achieve the end-result you can provide will always be willing to invest to get to the next level in their business / life FASTER...

...by essentially getting their problems solved as opposed to trying to figure everything out on their own, which is the one of the dumbest things you can do if you value your time... because it ends in failure!

This means you can go and TARGET people in these specific **buyer's groups**, add them as a friend on Facebook and then follow the D.A.O Method script that I am going to share with you!

You can access the script inside the organic traffic module (*module #5*) when we start the traffic and promotion phase and convert them into sales for your offer.

Some of these groups have 7,000 – 10,000+ high-ticket buyers inside that have invested \$2,000 - \$30,000 all the way up to \$100,000+ into their business!

Many of them are struggling so you can then figure out their problem and provide a solution to them!

And this is exactly what I did to make \$100,681 in rapid time with **ZERO PAID ADS!**

It's an underground method that has the potential to help you hit your income goal rapidly using organic traffic.

**Here's the steps to follow to execute this special \$100K FREE TRAFFIC strategy effectively:**

**Step #1** – If you have bought a product or coaching program in the past in relation to your industry / specific niche and you got access to a private buyers Facebook group... start there! Go to the members section and start adding 40+ leads / friends per day!

**Step #2** – If you have not purchased a product in relation to your niche in the past do this...

Research top leaders, experts and gurus in your industry, make a list of 5 - 10 products that people have purchased in the past.

You can do this by copying and pasting the product name or the experts name in the Facebook search bar to see if they have a private Facebook group and also to see how many leads / buyers are in the group.

These can be front end products for \$40 - \$100 because a buyer is a buyer, is a buyer!

Or if you have purchased a high-ticket product in the past for over \$1k- \$5k+ that's even better because this proves they are more serious leads that are willing to invest in themselves as opposed to freebie seekers that never succeed!

Try to find the top Facebook groups in your niche and start infiltrating the GOLD MINE by adding 40+ leads / friends per day from these groups!

**Step #3** – Direct message these leads everyday by following the D.A.O script in the organic traffic module. Figure out their biggest CHALLENGE... provide a SOLUTION by applying the next step!

**Step #4** – Book them on a "FREE RESULTS DRIVEN STRATEGY CALL" to see how you can help them!

**Step #5** – Convert them into a sale using the 'Million Dollar Sales Script' inside the sales module!

You can start applying this strategy TODAY if you have an offer set up already!

## 4 Step Secret Formula For Becoming a Customer / Client Magnet.

Now we know WHO we want to target and WHERE we can find them, we have to think about how were going to attract them and figure out what result we want to give them using the following constituent parts.



Before I explain this... please understand...

All you need to get to your first 6-figures in profits is 3 THINGS...

- 1) **An Irresistible OFFER**
- 2) **A proven direct outreach / ORGANIC strategy**
- 3) **The ability to SELL over the phone or over the DM's by asking the correct questions so the client sells themselves!**

When you get past \$5k - 10k per month consistently the next thing you'll want to think about is the bait (FREE GIFT) you're going to use to attract leads into your sales funnel.

In the online marketing industry, the bait we use are called LEAD MAGNETS. This is a FREE GIFT you give away in return for someone's email address.

This could be in the form of the following...

- **PDF / eBook**
- **Cheat-sheet**
- **Guide**
- **Video**
- **Mini Webinar**
- **Webinar**
- **Case Study**
- **Physical Book**
- **Mini Course**
- **Podcast Training**
- **Free Phone Consult / Strategy Session**

To start with we are going to use the **FREE PHONE CONSULT / STRATEGY SESSION** as the **lead magnet**. If you're not confident enough yet to get on the phone. Do not worry... I am going to teach you how to sell during module #4.

You can also just use the same sales script to sell over the DM's (*Direct Messages*) on social media!

When you get past 6 figures then you can add in another lead magnet from the list above by providing more value upfront for free which will build goodwill with your target market.

We're going to go over Lead Magnets in more detail in the funnels module.

But it's important you understand this now, so you know how were going to be attracting people into your business AFTER you've hit \$5K-\$10k per month. You'll then become the **hunted instead of the hunter** which will position you as more of an authority so you can make sales.

Your lead magnet must be so enticing & amazing that your target customer avatar feels compelled to give you their email address & phone number. Spy on your competitors and see what they are charging money for and then think HOW you can give away something similar for FREE!

It must also match what your dream client **WANTS & DESIRES!**

Or be super specific that solved a **BIG PROBLEM** they are suffering with!

Free phone consults, PDF's, eBooks, a video training or a webinar that helps them achieve a specific result teaching the WOW not the HOW method works best.

Once you've hooked them in with a free gift the next thing you want to figure out is what RESULT you're going to get your clients which we will talk about now...

## Micro Fractal Based Results + Transformative Value Proposition

The definition of a fractal = each part of a component which has the same characteristics as the whole!

In this section I am going to teach you about 2 key constituent parts:

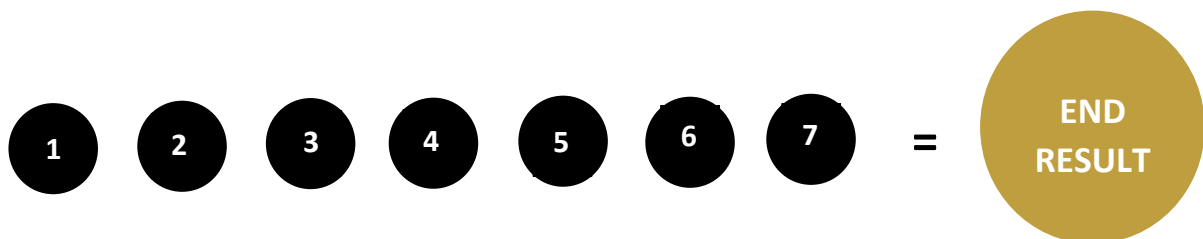
- 1) **MICRO FRACTAL BASED RESULTS**
- 2) **END RESULT**

If the visual representation of a MICRO FRACTAL BASED RESULT was a circle the visual representation of the END RESULT would be a bigger circle because multiple circles compounded... add up to create a bigger circle.



Now in your marketing you can use the influence and persuasion strategies I am going to teach you to get people to take action but the biggest influencer is the END-RESULT you can give your customer / client.

Your lead magnet & product / service offer is the vehicle and must help your customers / clients create the micro fractal-based results otherwise known as the stepping stones towards the end-result! Make sense?



For example, after completing this module + ALL the action steps you will have achieved the first micro fractal-based result which contributes & adds up to the greater whole so you can achieve the END-RESULT!

By the time you complete the Client Acquisition Accelerator coaching program ... you'll have accomplished all the micro fractal-based results to help you achieve the END-RESULT that you desire!

**MICRO FRACTAL BASED RESULTS Inside Client Acquisition Accelerator =**

- MICRO FRACTAL BASED RESULT #1  
**Million Dollar Strategical Profit Planning - Mapping Your Niche + Client Avatar So You Can Dominate! (Module #1)**
- MICRO FRACTAL BASED RESULT #2  
**Engineering Your Million Dollar Irresistible Offer For Rapid Profits! (Module #2)**
- MICRO FRACTAL BASED RESULT #3  
**Multi-Millionaire Mind-set, Quantum Subconscious Programming & Identity Shifting! Unorthodox First Based Principles of Success & Results! (Module #3)**
- MICRO FRACTAL BASED RESULT #4  
**7-Figure High-Ticket Sales Secrets! (Module #4)**
- MICRO FRACTAL BASED RESULT #5  
**Traffic & Lead Generation System- STAGE #1 – \$100K Organic Appointment Booking Mastery - D.A.O Prospecting Method Revealed! (Module #5)**
- MICRO FRACTAL BASED RESULT #6  
**7-Figure Strategical E.B.M Content + Conversion Strategy! (Module 6)**
- MICRO FRACTAL BASED RESULT #7  
**Neuro-Science Copywriting Blueprint! Nailing Your Marketing Message + U.M Mechanism Mastery! (Module #7)**
- MICRO FRACTAL BASED RESULT #8  
**Multi 7-Figure Sales Funnels - Automatic Customer Acquisition + C.A.L.V.O Protocol! (Module #8)**

When you're at the intermediate level you'll move onto the module #9 and #10 where I will teach you how to run paid traffic & email marketing.

Each module overcomes a specific challenge you might be facing to help you achieve the...

**END RESULT =**

**“Profitable Online Coaching / E-Learning / Service Business Owner Making \$10,000 - \$100,000+ PER MONTH While Working In Your Zone of Genius & Living a Life of More TIME, LOCATION & FINANCIAL FREEDOM!”**

To Achieve The End-Result The Product / Service OFFER Must Become The Delivery Vehicle of The Micro Fractal Based Results Which In Turn Helps The Client Achieve The...

**END RESULT!**

When your client understands the specific END-RESULT you can help them achieve... then products and services become irrelevant.

People are paying you for a SPECIFIC RESULT that they desire and when you can help them achieve that result the price is no longer a barrier.

Which means you can then charge based off **REAL VALUE** instead of competing on PRICE with other commodity offers in a red ocean niche / marketplace.

This essentially is the birth of your **MILLION DOLLAR IRRESISTIBLE OFFER (M.D.I.O)** that is **DIFFERENTIATED** from anything else in the marketplace and therefore helps you craft your **SPECIFIC NICHE!**

For example, I know EXACTLY how to help my clients become INTERNET 6 & 7 FIGURE EARNERS using our **DONE FOR YOU 'mastery AI sales funnels' & proven organic + paid ads strategies** because I've helped clients do it.

So, selling a coaching program to help people make \$100k - \$1 million dollars (*THE END RESULT*) with a mastery bonus pack and support + guidance for \$5,000 - \$10,000 is a great deal.

Wouldn't you agree?

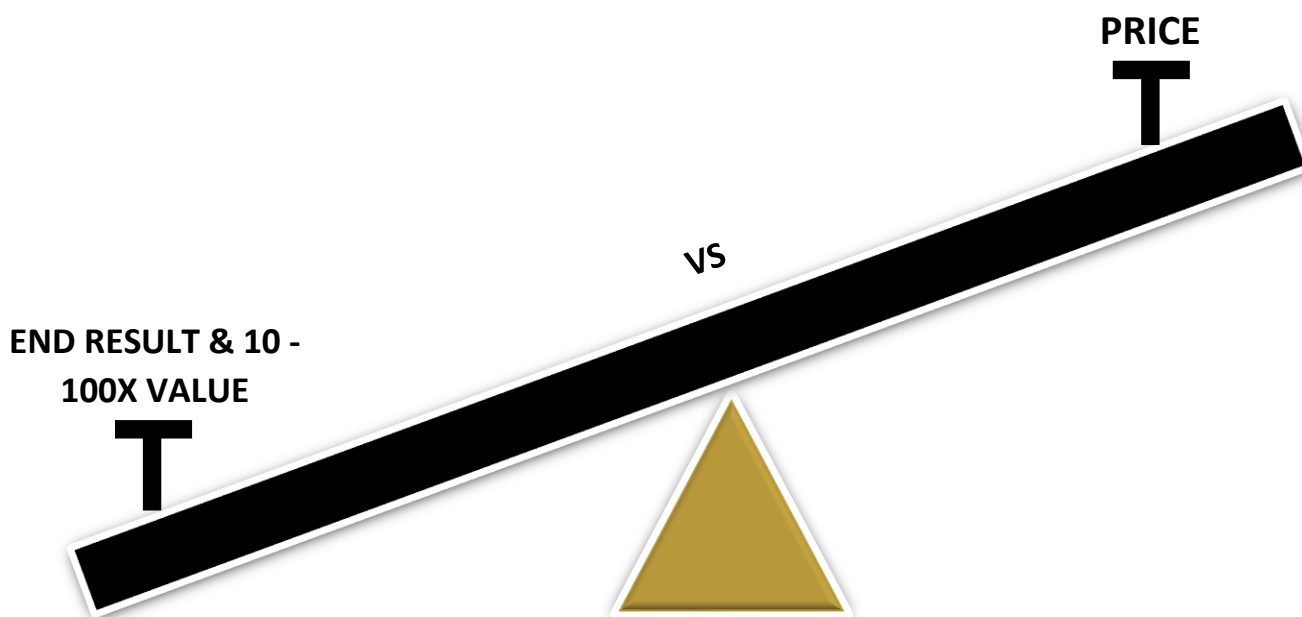
However, **you can NOT guarantee income** mainly because of external circumstances like the customer / client not following the training / product or not taking consistent action after purchasing the product offer... but these factors are outside of your control.

One way you can increase the perceived value in this example is with a...

### **DONE FOR YOU OFFER...**

Now, if I tried to sell you a 10-minute video training teaching you how to catch a goldfish in a pond for a \$10,000 price point then I would seriously struggle to convert sales! LOL!

The **TRANSFORMATIVE VALUE PROPOSITION** is simply not there and does not deliver on a big enough **END-RESULT** compared to the price the customer / client is paying!



The **VALUE** of the offer has to seriously outweigh the **PRICE**, so it becomes an absolute no brainer investment for your leads & prospects!

Weak offers initiate **implied needs (weak needs)** instead of **explicit needs (strong needs and emotional wants & desires)** which we talk about in module 4 (*7-Figure High-Ticket Sales Secrets*)

And as I am sure you're already aware... people only buy based off **STRONG EMOTION** then they back their decision up with **LOGIC!**

The point I am making here... is that a lot of people in this industry sell crap products & programs for higher prices than what they are worth and then they struggle to convert sales!

Ultimately you should never sell the **PRODUCT OFFER (that's the delivery vehicle)** ...

## Always Sell The END-RESULT & Make Sure It Has 10X -100X TRANSFORMATIVE VALUE Compared To The Price Customers / Clients Are Paying!

For example, when a person is in the market to buy a drill, they're technically not buying the drill (THE PRODUCT). They are buying the END-RESULT which is a hole in the wall! Make sense? Cool! 😊



### MILLION DOLLAR SECRET TIP

Your product or service OFFER must deliver on the END-RESULT by helping the customer / clients with the micro fractal-based results like we just covered!

Inside module 2 I will walk you through a proven framework on how to figure this out for your offer regardless of what industry / niche you are operating in.

However, your **LEAD MAGNET** (*free gift you give away in return for an email address so you can build your email list*) must help your leads with **1 SPECIFIC** micro fractal-based result which you can be extracted from your main product offer...so you can **ADVANCE THE SALE** using E.B.M (*Educational Based Marketing!*)

A big mistake I see is people make is giving away the 'HOW TO' in their lead magnet which actually damages sales especially if you are selling a course! Because the lead / prospect will not buy your paid product.

**When giving away a lead magnet to your leads...**

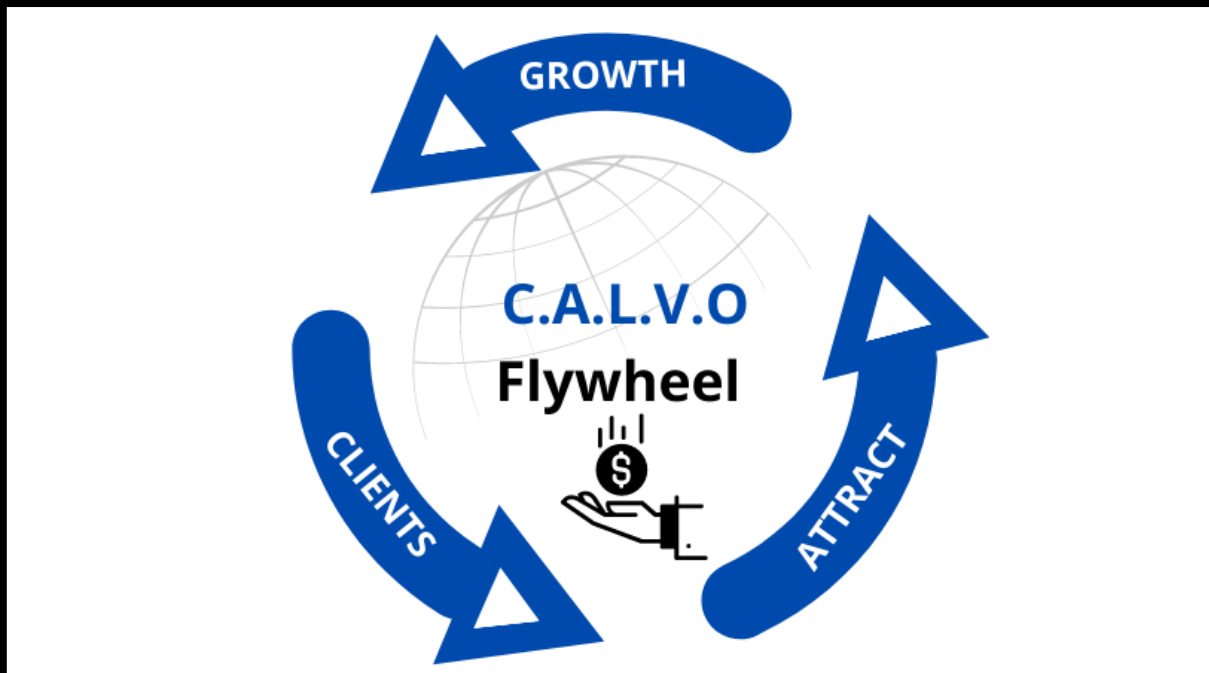
**Teach The "WOW Not The HOW!"**

You need to **WOW** them by getting your leads **SUPER EXCITED** to move onto the next stage of the funnel.

Each component of your funnel should advance the sale and bring the lead through the **LEAD VALUE OPTIMIZATION JOUREY** which is the second component of my **C.A.L.V.O Flywheel Method** which stands for...



## Client Acquisition & Lead Value Optimization!



We will be diving deeper into this during the more advanced modules of C.A.A!

The “**HOW TO**” training should be inside your course / coaching program offer, otherwise people will not buy and it will damage sales conversion rates!

Another awesome conversion mechanism for lead magnets are **CASE STUDIES** (*depending on which niche you are operating in and how **conscious** your target market is in relation to their **market sophistication level***)

These lead magnets walk your leads through a step-by-step process based off real results from yourself, your students or an external source!

**For example:**

Here is my Internet Millionaire Formula Book which is one of my previous very high converting lead magnets specifically for affiliate marketers that I gave away years ago.

Inside I taught about an underground CASE STUDY on how our affiliate team, and I made \$3.8M in combined sales in rapid time!

It was EXTREMELY valuable for the right lead (*my perfect dream customer I was targeting!*)

It was specific by helping them with the 2 BIG PROBLEMS they were suffering with, which we’re...

**(TRAFFIC & CONVERSIONS)**

I could have easily sold the book, but I gave it away for free and this is the key to creating a high converting lead magnet.

**It has to be sooo God damn good that your perfect client would be willing to pay money for it.**

Then give it away for free in return for their contact details. (*Name, email & phone number*) to WOW them and get the relationship off to a great start!

Many of these new leads will become your future high-ticket clients and even your friends if you’re running a coaching program or mastermind on the back-end of your business model!

Inside the case study book, I shared customer case studies, results, screenshots and links to video testimonials of real people that had got great results from selling other people’s products online.

This got new leads thinking **WOW & EXCITED** them so they could move onto the next step of the funnel.

Notice how I said **move on to the next step of the funnel!?**

This is **CRUCIAL** when creating a lead magnet & funnel which we will talk about in a future module of C.A.A!

The HOW was taught inside my paid course + coaching program.

We then gave them a call to action to book a free strategy call with me or a phone sales team working on my behalf closing high-ticket sales.

We also sent them a free value-based webinar after they had opted in to my email list... so they could build a relationship with me and get even more free education to help them.

Again, following the **WOW NOT THE HOW** framework which increased sales conversions massively!

Hopefully this makes sense!?



AWESOME!

You now understand:

- 1) **WHO** are you targeting? (**PERFECT CUSTOMER / CLIENT**)
- 2) **WHERE** to find them online? (**ONLINE CONGREGATIONS – BUYERS GROUPS / SOCIAL MEDIA**)
- 3) The **LEAD MAGNET** you will use to attract them towards you so you can build your email list / audience! (**VALUABLE FREE OFFER FOLLOWING THE 'WOW NOT THE HOW' METHOD**)
- 4) The importance of selling the **END-RESULT** and not the product or service offer (**VEHICLE**)

Honestly speaking to get to \$10,000 per month, you don't even need a lead magnet like a book, webinar or free training.

It does help with conversions when done correctly as you advance... because it positions you and gives you more credibility by adding value to your audience but to get your first \$10k per month all you need is...

- **ONE High Converting High-Ticket Offer that provides the solution to a big problem in a specific niche marketplace!**

- **Send 100+ ORGANIC Direct Outreach Messages / Cold Emails / Cold Calls DAILY To Book Appointments.**
- **Conduct Daily Strategy Calls & SELL Via The Phone & The DM's!**

*(The free results driven strategy call acts as the LEAD MAGNET to start with... so POSITION it as super valuable and actually help your leads & potential clients on the call... by asking specific emotionally driven questions to DIAGNOSE the problem, then SELL your offer as the SOLUTION with...*

 **CONFIDENCE & CONVICTION!**

Those 3 components on their own can get you to 6-Figures!

And that's Module 1 complete...

**WELL DONE & KEEP UP THE GOOD WORK!**

**We are going on an exciting journey together to help you SCALE your business to the stratosphere!**

Now were going to complete the...



## Customer Avatar Immersion & Client Demographic Syphoning



### **ACTION STEPS!**

**ACTION STEP 1** - Figure out your character identity in the marketplace.

**ACTION STEP 2** - Create your **story paragraph / 1 pager** (You can model and get ideas from my story page. You do not need to make it as long as mine just yet!) Create a short story paragraph / 1 pager so you can add it into your marketing when we get to the future modules of C.A.A!

<https://www.onlinewealthsociety.com/my-story>

**ACTION STEP 3** - Learn your customer avatars **pains, problems, dreams, goals and desires** and commit them to memory! The better you know your target market the better you'll be able to communicate with them and ultimately influence them with your marketing and convert leads into sales!

**ACTION STEP 4** - Complete Client Avatar Identification – Empathy Immersion Map & Psychographic S.M.A.R.T Analysis Questions + Workbook so you can **deeply understand your target market!**

**ACTION STEP 5** - Understand the 4-Step Customer Magnet Formula (**Who, Where, Lead Magnet, Result**) & Map Yours Out on Paper For Your Business!

**RESULTS BASED BEGINNER ACTION STEP –  
VERY IMPORTANT**

When you have completed **ALL ACTION STEPS** from this module...

- If you **DON'T** have an **OFFER** set up yet and you have nothing to sell... please skip this step and move onto module #2 **AFTER** you have completed all action steps listed above!

- If you **DO** have an **OFFER** set up already... I want you to start leveraging your Facebook, Instagram or LinkedIn profile as a **LEAD GENERATION MACHINE!**

This will allow you to start getting some **FREE TRAFFIC + RESULTS** coming in by adding 40+ people **PER DAY** from targeted buyer Facebook groups or connecting with leads on Instagram or LinkedIn!

**Pick ONE social media channel!**

If you are a bit more advanced and past \$10k per month in revenue you can even hire a V.A (*Virtual Assistant*) to do this for you!

If you have a product / service to sell already and you are confident to jump on the phone and sell, follow the step-by-step process I taught you during the **Underground Facebook Buyers Group Infiltration** training!

You can also use this to build relationships and sell over the DM's (Direct Messages!)

Remember this is the same method that I used to make \$100,681 in rapid time with organic traffic, so don't underestimate it. It starts off slow but if you are consistent **RESULTS** start to compound!



**KPI Quick Win Organic Traffic Metrics!**

- Add 40+ **TARGETED** leads / friend connections per day!

- Send 40 – 100+ direct outreach messages, emails or cold calls per day! **MORE VOLUME = BETTER**

**(IMPORTANT:** *If you've not used your social media profile as a lead generation machine before... start with sending 30-40 messages per day in sets of 10 then take a break for 1 hour to avoid your account getting restricted... Send 30-40 per day for 2 weeks then ramp up to 50-100 messages per day in sets of 10 with 30 mins – 1 hour break in between sets!)*

**During your 30 mins – 1 hour break you should be working through the Client Acquisition Accelerator modules and **COMPLETING ALL ACTION STEPS!****

**Remember... NOTHING Happens Without CONSISTENT MASSIVE ACTION!**

- Track ALL leads in an google / excel spreadsheet that reply back saying they are interested in jumping on a call with you. >>> FOLLOW UP TO BOOK A CALL!
- Conduct strategy calls or sell over the DM's!
- Track ALL leads that you've done a strategy call with and follow up to convert them into a sale!
- Follow Up With Your Leads & Prospects Daily!
- Have the mind-set of **ALWAYS BE SELLING! (INVEST 4+ HOURS EVERY DAY PROMOTING!)**
- **Make SALES! \$\$\$ 😊**





ACCESS THE D.A.O MESSAGING FRAMEWORK + SCRIPTS BY CLICKING THE LINKS BELOW:

PDF - [D.A.O Method Blueprint / Framework! >>](#)

PDF - [D.A.O Messaging Script #1 - Book Appointments! >>](#)

PDF - [D.A.O Messaging Script #2 - Sales Conversion \(Urgency / Scarcity\) >>](#)

PDF - [DM 'No Results Yet' Messaging Script! >>](#)



[Click Here To Access The MILLION DOLLAR PHONE SALES SCRIPT – Call #1 >>](#)



[Click Here To Access The MILLION DOLLAR SALES FOLLOW UP SCRIPT - Call #2 >>](#)



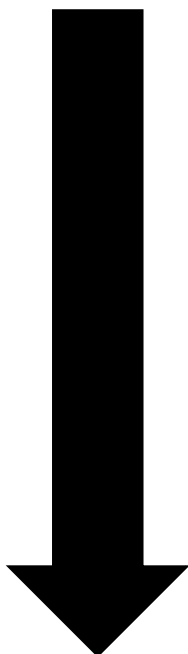
[Click Here To Access The OBJECTION HANDLERS & SALES CLOSING PDF >>](#)

**My INTENTION** is to help you get a **RESULT, LEADS & SALES** during the 1<sup>st</sup> week of accessing the **Client Acquisition Accelerator** training program!

And if you are consistent with your output, by the time we finish the traffic and lead generation module and begin the promotional phase, you'll already have around 1200+ targeted LEADS on your Facebook / social media list audience, that you could potentially turn into customers / clients when we properly begin the **PROMOTION PHASE!**

Start a conversation with those leads by building a relationship with them and then figure out their **BIGGEST CHALLENGE / PROBLEM** they are facing in their business or life to see if you can provide a **SOLUTION to HELP THEM!**

Get them on a RESULT BASED FREE STRATEGY CALL using [www.Zoom.com](http://www.Zoom.com) ... or **Facebook call** and follow the phone script I have given you access to at the link above to CONVERT leads into sales!



**RESULTS BASED ADVANCED ACTION STEP –**  
**VERY IMPORTANT**



If you're a bit more advanced and already have an **AUDIENCE** that is targeted!

This audience can be in the form of an...

- Email List

- Social Media Audience (Facebook, Instagram, LinkedIn, X / Twitter, YouTube etc...

Send out the following email copy or send direct outreach message copy...

*“Hey [NAME]... would you like some help with [ENTER NICHE BASED DESIRED END-RESULT] ....WITHOUT [BIG PROBLEMS]*

*Reply back to this message and let me know?”*

### **MESSAGING COPY EXAMPLE**

*“Hey [NAME] ...would you like some help growing your coaching, consulting or course creation business to \$10k - \$100k+ per month WITHOUT wasting your time on hope marketing, non-serious leads that don't convert and time wasters?”*

*Reply back to this message and let me know?”*

You can even shoot a quick personal talking head video using the same copy I just shared with you and send the video file in a message on any of the social media channels mentioned above or upload it to your YouTube channel if you have an audience!

OR

You can send it as a voice message!

Ideally the **RAPID-FIRE PROFIT METHOD** works best if you have an audience of 5,000 – 10,000 people or more that's targeted in relation to your specific niche!

If you have a list / audience of 50,000 - 100,000+ people, this very method has the potential to add **6-FIGURES** or even **MULTI 6-FIGURES** to your PROFIT MARGINS within the next 90 days!

**It's that POWERFUL!**

Any leads that reply back... you or a V.A (Virtual Assistant) / A.S (Appointment Setter) can book them on a FREE RESULTS BASED STRATEGY CALL using [www.calendly.com](http://www.calendly.com) ... then you need to follow the million-dollar phone sales script and convert them into a high-ticket sale for your OFFER!

All leads that do not reply to your first direct message, send the following messaging copy to re-grab their **attention...**

*“Hey [NAME]... did you get my message? 😊”*

**[ADD 2-3 TESTIMONIALS & PREVIOUS CLIENTS RESULTS IF YOU HAVE ANY]**

*I helped [CLIENT #1 NAME] achieve [RESULT] after working with me!*

**[CLIENT #2 NAME] achieved [RESULT]**

**[CLIENT #3 NAME] got this [RESULT]**

*Reply back & let me know if you want some FREE help?*

**The KEY To Getting RESULTS In Your Business Is Taking**

**MASSIVE ACTION In The NOW Moment & By Being ...**

**CONSISTENT & DISCIPLINED...**

**Not Tomorrow... RIGHT NOW!**

**Go Start Taking Action RIGHT NOW!**

**REMEMBER: If you have an offer in place already, invest **4+ hours** at the start of the day **PROMOTING!****

**Sending DM's, emails, cold calls, build your LIST daily, Follow Up & SELL, SELL, SELL!**

**Always Be Providing Value &**

**Always Be Selling!**

**If you 100% believe in what you have to offer its your DUTY TO SELL IT because you are helping people! If you don't 100% believe in what you are selling... module 2 will be a game changer for you!**

Hope you enjoyed module #1!

**WELL DONE!**

See you inside module #2 where I am going to teach you how to **ENGINEER** your very own **M.D.I.O (Million Dollar Irresistible Offer!)** ... so you can increase your **VALUE & PRICE + have full 100% CONFIDENCE & CONVICTION** in what you are selling!

Talk soon!

Appreciate you!

Sam Malsom 😊

