

MODULE #2 - Engineering Your Million Dollar Irresistible Offer For Massive Rapid Profits!



Hey and welcome to the **Million Dollar Irresistible Offer** training.

My name is Sam Malsom... **Founder & CEO** of the Online Wealth Society.com, **DONE FOR YOU** Mastery Funnels + Author of the Digital 7-Figure Blueprint & the Internet Millionaire Formula Book!

What you're about to go through is one of the most powerful trainings I have ever created.

It's The Difference Between Making a Few Thousand Dollars Per Month To Making Multiple 7-Figures/Year & Beyond WITHOUT Sales Resistance & Struggle To Convert Clients Into CASH!

Over the last 7+ years I have created or optimized hundreds of different offers for myself and my clients so I have a unique perspective on “**WHAT WORKS**” & more importantly ‘**WHAT DOESN’T**’ so you can avoid the MISTAKES!

Before we dive into this module, I want to give a massive shoutout to 3 of my 8 & 9-Figure digital mentors Alex Hormozi, Frank Kern & Saj P which I learnt a lot of this knowledge from.

During module #1 of C.A.A I mentioned Hormozi... he took his previous Gym Launch business from \$1,044 in his bank account to \$112M in 44 months using OFFERS + PAID ADS.

As you may already know... he now works with businesses that are making \$3M per year and scales them up to \$10M - \$100M via Acquisition.com

One of my goals is to help you scale to \$3M PER YEAR and then YOU can have the opportunity to partner with Alex & Acquisition.com

Let’s begin with a short story...

I began my journey with affiliate marketing over 7 years ago. I made a lot of money promoting other people’s products online.

However, as I advanced in my online journey, I realised that a lot of my leads on my list and my customers needed coaching to help them grow their profits.

This is where I ventured into the world of coaching, consulting and info!

When I had created “proof of concept” in terms of how to get clients results, I created a course curriculum because coaching students 1:1 in terms of teaching them **HOW** to get the end-result isn’t leveraged.

I noticed I was teaching the same concepts repeatedly over coaching calls!

I still do 1:1 coaching but the foundational knowledge is automated in the course you are going through right now which saves me a lot of TIME!

When you start your online journey, you have to figure out the **BIG PROBLEMS** + the intricate micro problems your target market comes up against, so you can overcome them by doing the work for them or coaching them so **THEY** can get the END RESULT your offer promises them to get!

Even if you think you have a high level of skill in relation to your niche by helping clients there will always be obstacles, challenges and questions that your target market will get stuck with.

You can only gain this **WISDOM** via **OSMOSIS!** (aka **EXPERIENCE** working with customers / clients)

You Don’t Get Better By **LEARNING... You Get Better By **DOING!** >>> Aligned **ACTION!****

This is why I advise you start with a **DONE FOR YOU OFFER** = Service or a **DONE WITH YOU OFFER** = 1:1 COACHING / CONSULTING when first starting out.

Proof of concept that can be deployed into a course comes from gathering **DATA & FEEDBACK** from clients so you can truly figure out how you can help your clients get amazing results.

And without getting your clients results your business will slowly die as time elapses!

I mentioned in my **Digital 7-Figure Blueprint Book** that the OFFER is the most important component of the whole business model!

Its super important!

Without An Irresistible Offer. Everything Else Fails!

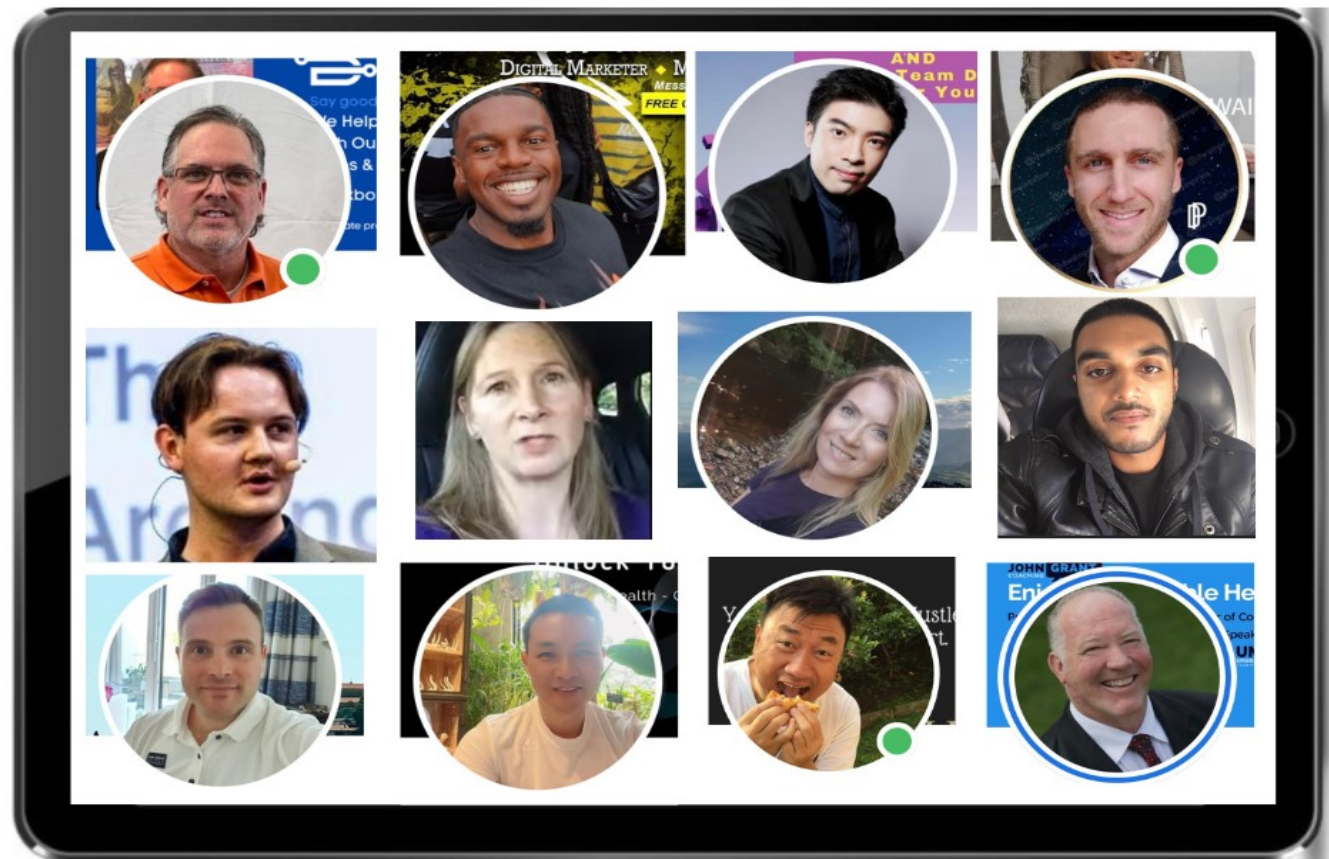
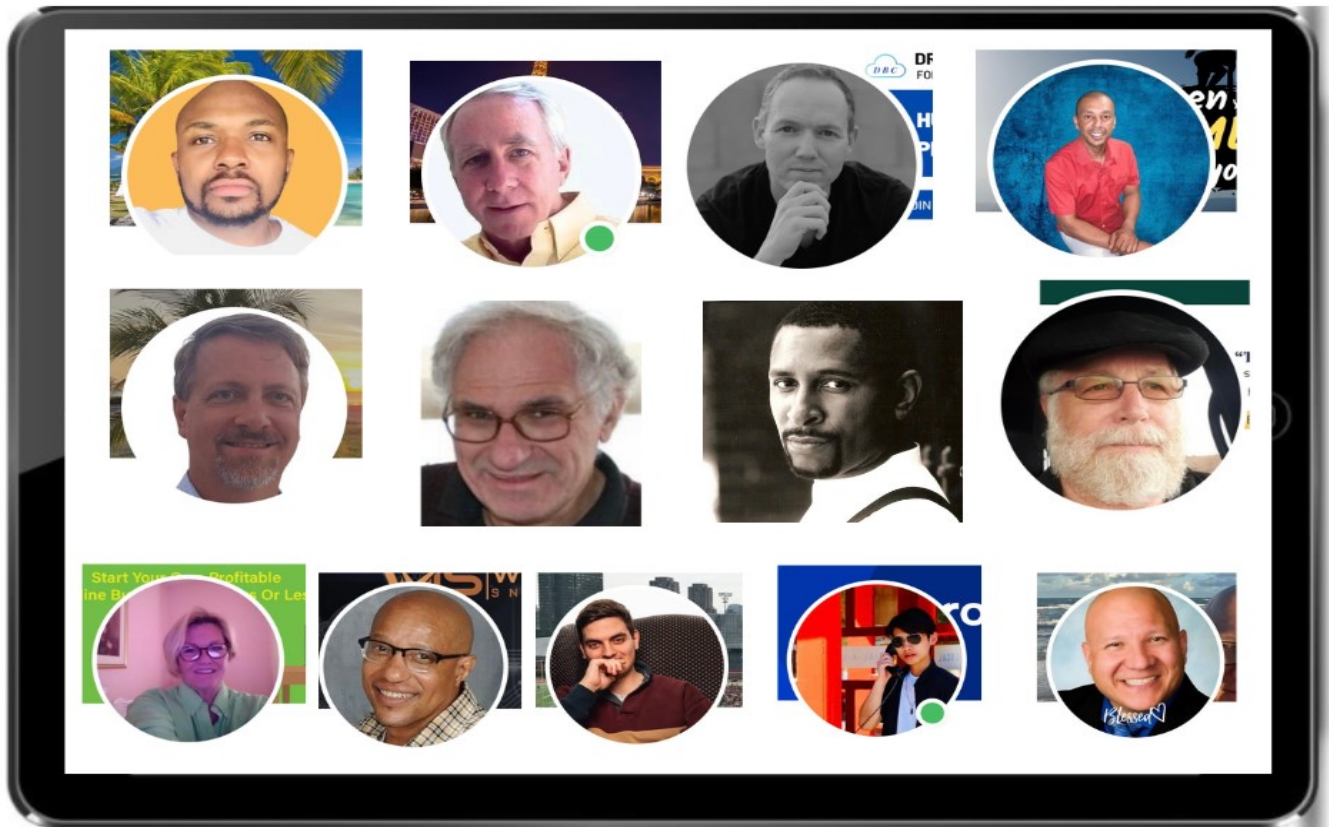


You can have a fully optimized funnel, targeted traffic flowing in, AI & appointment setters working for you, a killer follow up process but if the offer is not dialled in.

It's like trying to swim upstream, resulting in a huge struggle to convert sales into profits and cash!

However, when we dive deeper based off **first based principles thinking** the only thing that **TRULY** matters is...

CLIENT RESULTS!



The product / service **OFFER** is the **PACKAGED & POSITIONED** as the **VECHILE** to help your clients get the **END-RESULT!**

Here's what we will go through together as we go through this module.

PHASE #1 - Key Knowledge You Need To Understand Before Creating an M.D.I.O (Million Dollar Irresistible Offer! (Systems Thinking + First Based Principles Thinking + Simplicity Theory!)

PHASE #2 - The 3 Offer Structures & I.P.S Mastery! (Integrated Product Suite)

PHASE #3 - The Power of Raising Your Prices, Qualitative & Quantitative Pricing Retention Cycles + Real Life Case Study Examples!

PHASE #4 - The Infinite Value Formula!

Phase #5 – Creating Your M.D.I.O = Million Dollar Irresistible Offer!

Phase #6 – Optimized Offer Stack + 7-Figure Mastery Bonus Package Formula – How To Get People To Buy Who Are On The Fence!

Phase #7 – Better Than Risk Free Guarantee Mastery!

Phase #8– 6P's Formula - Creating Your Unique 7-Figure Offer Wrapper So You Can Market Effectively!

Phase #9 – Underground Offer Influence & Persuasion Secrets So You Can Drive More Sales!

FREE BONUS #1 - FAST TRACK Template For Creating a Million Dollar Offer!

FREE BONUS #2 - Proven 7-Figure Sales Presentation Formula For Max Profit – The 13 Constituent Parts Revealed!

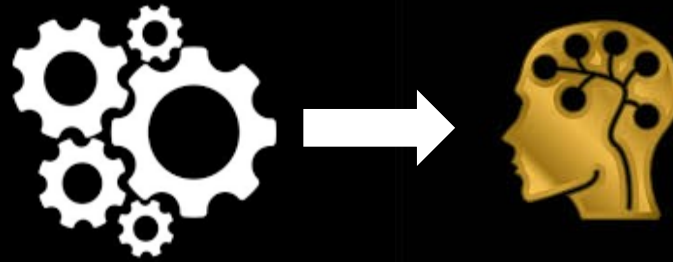
Now before we dive into the training module, I first want to talk about 2 important topics that MUST be internalised so you can understand how to engineer a million dollar offer that converts into high ticket sales!



PHASE #1 – Key Knowledge You Need To Understand Before Creating An M.D.I.O (*Million Dollar Irresistible Offer!*)

(Systems Thinking + First Based Principles Thinking Model)

Systems Thinking! How Billionaires Think!



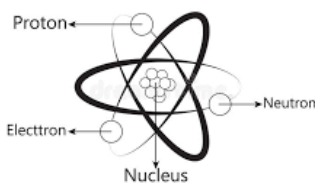
Click The Link Below To Access & Read Systems Thinking PDF...

<https://www.onlinewealthsociety.com/sytsems-thinking-pdf-12499>

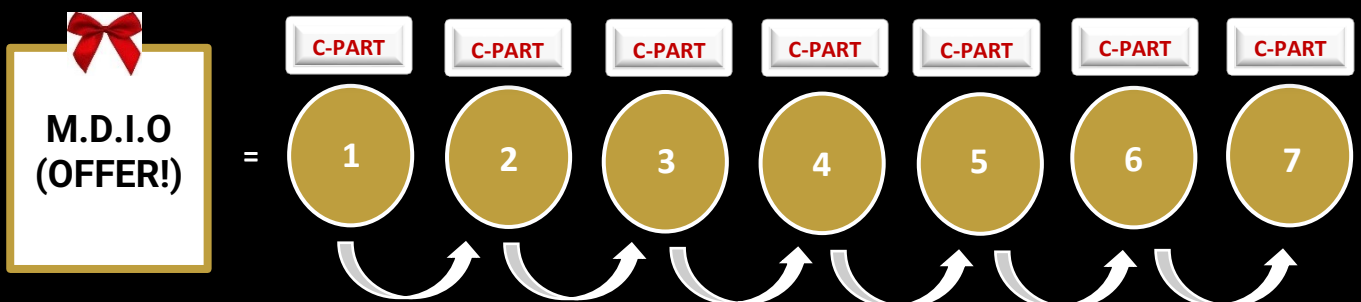
First Based Principles Thinking Model!

How To Engineer An Offer That Converts By Breaking Things Down To Their Core Constituent Parts!

Atom Structure



QUARKS



Click The Link Below To Access & Read Systems Thinking PDF...

<https://www.onlinewealthsociety.com/first-based-principles-thinking-model-pdf-12567>

The reason WHY I shared the...

SYSTEMS THINKING & the

FIRST BASED PRINCIPLES THINKING training...

...with you is because when creating a MILLION DOLLAR OFFER you must first understand that your business is a **SYSTEM**.

In any system there are different **COMPONENTS** that have:

- **Inputs**
- **Process**
- **Feedback**
- **Outputs &**
- **Environment**

The OFFER is **1 COMPONENT** of your business SYSTEM!

The offer in relation to your business is the equivalent of the wheels on a car!

A Lamborghini car with no wheels isn't going to get you to your desired destination!

Now, to build an IRRISITIBLE OFFER you must also understand that its built with different **CONSTITUENT PARTS**, just like the atom is made up neutrons, protons and electrons which can further be broken down into quarks within the quantum field!

The constituent parts that we will walk through during module #2 is what makes your offer convert into sales! And we need to break them down so you can understand & implement them!

Weak offers that most people sell do not have ALL of the constituent parts working together like a well-oiled machine which causes **BUYERS RESISTANCE** when trying to sell!

These parts leverage PSYCHOLOGY!

Each constituent part causes the buyer to lower their guard resulting in you creating an offer so good it sells itself EFFORTLESSLY!

Imagine I sold you your dream car for \$1

Would you buy it from me if I had built up enough TRUST with you?

Of course you would!

This is the **MIND-SET** you need when creating an **M.D.I.O!**

As we zoom back out to a 'birds eye view level' of your BUSINESS SYSTEM, you'll have

- **Traffic, Leads & Appointments = INPUTS**
- As time elapses, you'll iterate & improve your **Offer, Funnel & Follow Up = FEEDBACK**
- & you'll get **Customers, Clients, Results & Cash in your bank = OUTPUTS!**

All of this takes place within your business **ENVIRONMENT** which is your **Specific Niche** using Blue Ocean Niche Positioning! The next thing I would like to talk to you about, before creating an offer is you must...

Understand The Power of **ONE!**

During this module I am going to be walking you through some of my previous offers to share case study examples with you so you can properly internalise the key concepts I am going to be teaching you!

Years ago, I had 10 different offers that I was selling + multiple funnels and god knows how many traffic sources.

The business was a complete MESS and every few months we would launch or promote another offer which was stressful and caused massive amounts of complexity!

DO NOT MAKE THIS MISTAKE!

To get results in business + how my students get result's we now **FOCUS ON THE POWER OF ONE!**

FOCUS ON ONE THING AT A TIME!

- ✓ **ONE OFFER!**
- ✓ **ONE FUNNEL!**
- ✓ **ONE PAID TRAFFIC SOURCE!**
- ✓ **ONE ORGANIC TRAFFIC SOURCE!**

As you advance in your online business journey then you can **leverage offer, funnel and traffic source stacking** where you have more than 1 only when you start to build out your A-TEAM if that's something you desire to do!

To get to 7-Figures and beyond in revenue you just need to **FOCUS ON ONE THING** at a time!

This will help you avoid complexity and confusion while applying **SIMPLICITY!**

SIMPLICITY IS THE KEY FOR GROWTH & SCALE!

PRO SECRET 7-FIGURE TIPS

- ✓ **Create the best possible high-ticket offer you can by following the proven process I am about to walk you through inside this module!**
- ✓ **Build one high-ticket phone / DM application funnel and optimize each step of the funnel as you drive more leads using statistical relevance! (More on this in the traffic and funnels module)**
- ✓ **Master 1 paid traffic source & decrease the CPM! (Cost Per 1000 Impressions)**
- ✓ **Master 1 organic traffic source (Then Create a System & Outsource To V.A + Appointment Setters + AI)**

🔑 ✓ **Focus on getting your clients RESULTS & build your social proof with client testimonials!**

I want you to have the **POWER OF ONE** concept in the back of your mind for the duration... while you go through the CLIENT ACQUISITION ACCELERATOR course + coaching program as well as when you start the first 90-day promotion phase!

It's Absolutely CRUCIAL To Your SUCCESS & RESULTS!

To get to \$1M per year focus on the power of leveraging ONE OFFER and make it the BEST you can to help your clients get results!

As you advance you can add other offers as you build out your **I.P.S = Integrated Product Suite** which formulates into your **VALUE LADDER ASCENSION!**

You may have gone onto my [Online Wealth Society. Com website.](https://www.onlinewealthsociety.com)

My business model is super simple... but if you're looking from the outside in without understanding the PRINCIPLES I'm teaching you, it may look complicated which creates a MOAT for competitors!

To Start With Focus On One Offer + One Funnel = SIMPLICITY!

Otherwise known as **SIMPLICITY THEORY!**

Awesome, now that you've internalised the key knowledge you need to understand when creating an offer which is:

- ✓ **Systems Thinking** = Big Picture + Components!
- ✓ **First Based Principles Thinking** = Breaking Complex Problems Down To Their Constituent Parts!
- ✓ **The Power Of ONE** = Simplicity Theory!

Let's move onto...

🔑 **PHASE #2 - The 3 Offer Structures & I.P.S Mastery!** **(Integrated Product Suite)** **The 3 Offer Structures Explained (D.F.Y) (D.W.Y) (D.I.Y)**

I know what you're thinking... I just told you to focus on creating ONE amazing offer and now I'm talking about 3 offers!

Let me explain! 😊

In this section of the training, we will explore the 3 different kinds of OFFERS you can create, sell & promote so you can hit your growth profit goals!

At the start of your journey... Pick ONE of the 3 offer structures I'm about to talk about & FOCUS like a hawk so you can build **MOMENTUM!**

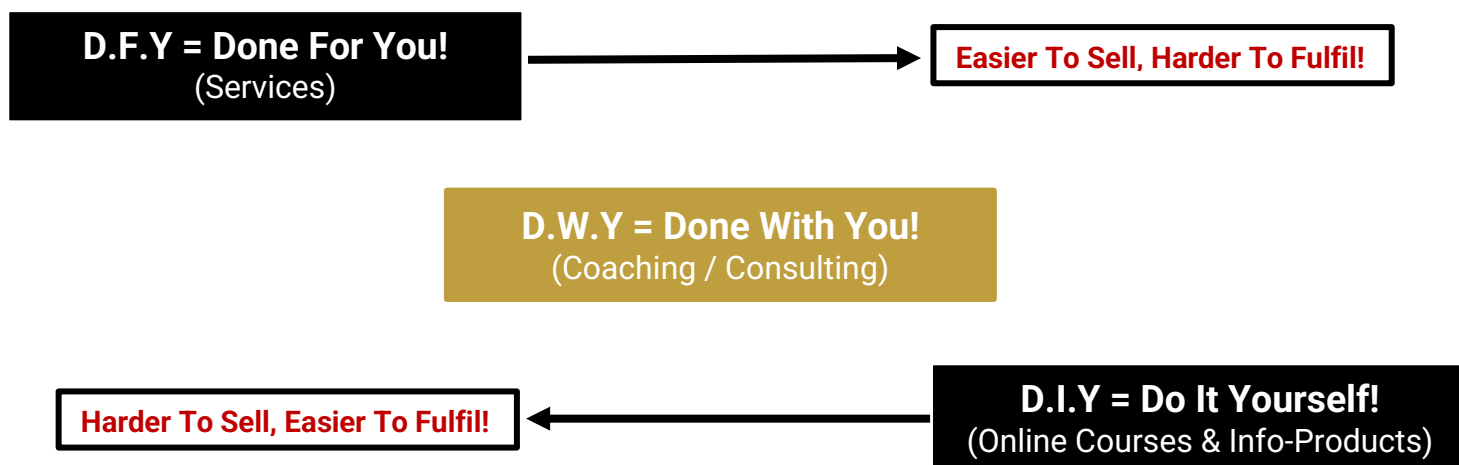
When you get to the 7-Figure / Multi-7-Figure level you can leverage ALL of them so you can offer your leads even more opportunities to buy from you if that's what you desire!

However, when first starting out there is only 1 OFFER you should focus on to get results and student testimonials to increase social proof and that's **DONE FOR YOU!** (*I'll explain why in a moment!*)

Done For You, Done With You, and Do It Yourself Offers Explained!

In today's fast-paced world, the way we consume products and services is evolving rapidly.

Businesses are continuously innovating to cater to the diverse needs and preferences of their customers / clients. One notable shift in the online marketing space involves how businesses package and deliver their services, often falling into three broad categories:



DONE FOR YOU Offers

"Done For You" offers are the ultimate convenience for buyers. In this model, businesses take full responsibility for providing a comprehensive solution by doing the work for the client.

For example, in the high ticket, coaching, consulting, CEO and business owner space, the niche I operate in you could build...

- 1) An optimised sales funnel / client acquisition system that leverages AI (*Artificial Intelligence!*)
- 2) Offer Optimization!
- 3) Traffic, lead gen & qualified appointment ads using organic & paid traffic strategies.
- 4) Custom luxury branded website
- 5) Email follow up campaign.
- 6) Social media messaging campaign / DM scripts
- 7) DFY appointments setter + sales rep so you can work in your "zone of genius".

This is what we do for you inside my **7-Figure Coaching + DFY Business Infrastructure Build** offer with everything **DONE FOR YOU** + coach you on how to SCALE to multiple 7-figures over 12 months.



We're currently taking on 3 clients at this moment in time and we work with you until you've scaled past 7-Figures!

With DONE FOR YOU offers clients simply hand over their biggest problem's, challenges or project, and the business handles everything from start to finish which in essence enables you to charge premium prices! From \$10,000 - \$100,000+ per sale!

Pros For Client & Seller:

- **Easier To Sell:** With a DFY offer its more lucrative for the client which makes it easier to sell as opposed to an online course where the customer has to do all the work themselves!
- **Convenience:** Minimal involvement from the client / customer, allowing them to focus on other key aspects of their life or business and work in their 'zone of genius'
- **Expertise:** Leveraging the skills and knowledge of yourself + professionals in the respective field increases results as opposed to the client doing everything on their own.
- **Saves Clients Time:** Projects are completed efficiently, often with quicker turnaround times than the client doing it on their own which increases results.
- **The Business Owner / CEO (aka YOU) Doesn't Have To Do All The Work** as you scale because you can hire specialists in their respected field to do it for you, however I advise you to pick 1-3 BIG PROBLEM's your clients struggle with and do ALL the work for them at the start so you can improve your skill sets if you decide to create a DFY offer!

Remember You Get GREAT By DOING Not Just Learning!

Cons For Client & Seller:

- **Less Control:** Clients may have limited input or control over the end-result.
- **Dependency:** Relying heavily on the service provider can lead to less self-sufficiency.

- **Harder To Deliver + Responsibility:** Business owner needs to deliver results to the client which makes it harder to deliver compared to an online course due to the workload required!

DONE WITH YOU Offers!

Now... "Done With You" offers strike a balance between convenience and involvement of the client and business owner / team member. Which in essence means this model encourages collaboration between the service provider / coach and the paying client.

Instead of handing off the entire project, paying clients actively participate and contribute to the process by working together as a **TEAM** to create the end-result for the client.

An example is coaching / consulting programs where the client learns alongside the guidance of an expert and then does the work while getting the guidance, accountability and support they need!

If you got access to the "Client Acquisition Accelerator course + 1:1 "GET CLIENTS" Accelerator coaching program, you are currently going through this example with a D.W.Y (DONE WITH YOU) offer.



Pros For Client & Seller:

- **Collaboration:** Clients gain knowledge and skills while receiving professional guidance from skilled expert / business owner!
- **Customization:** Coaching services can be tailored to individual clients needs and preferences when running a 1:1 program where clients get their questions answered quickly + support, guidance and accountability.
- **Lower Costs Than DFY Offer:** Often more affordable than "Done For You" services due to the shared workload.
- **Increase In Profit:** for business owner / seller because you can charge higher prices due to the value received as opposed to selling an online course.
- **Allows for SCALE:** when hitting the first 'scale inflection point' as you can switch to group coaching!

Cons For Client & Seller:

- **Time Commitment:** Requires active participation from the client and business owner, which is more time-consuming than selling an automated online course!
- **Learning Curve:** Clients may need to invest some effort in acquiring new skills or knowledge to get the end-result but at a faster rate than doing everything on their own with an online course!

3. Do It Yourself Offers

"Do It Yourself" offers are all about empowerment and self-sufficiency.

In this offer structure, businesses provide the knowledge through a digital info product (**course, books, videos, pdf's etc + tools & resources**) for customers to complete tasks or projects independently via simple action steps.

Do it yourself offers require a proven **PROOF OF CONCEPT** so you know exactly how to help the customer get the end-result.

They are also good for lower cost frontend offers priced \$7 - \$5,000 that provide value and build the relationship and trust. You can then upsell them into a **DONE WITH YOU** or **DONE FOR YOU** offer and this is where you make the profit on the back-end.

An example of a D.I.Y (DO IT YOURSELF) offer is the **Client Acquisition Accelerator course** you are currently going through or my **Digital 7-Figure Blueprint Book**



Pros For Customer & Seller:

- **Cost-Effective:** DIY solutions are often the most budget-friendly option for the customer!

- **Control:** Customers have complete control over the outcome and creative decisions.
- **Skill Development:** Allows customers to acquire new skills and knowledge at their own pace.
- **Automated Profits:** Business owner / seller can create a D.I.Y offer (course) and get paid for years into the future using online automation to deliver.

Cons For Customer & Seller:

- **Learning Curve:** Require a learning curve for customers, especially for complex tasks.
- **Time-Consuming:** DIY projects can take longer to complete, particularly for beginners as opposed to getting 1:1 coaching or group coaching with the expert!
- **Limited Support:** Less assistance from the offer provider, which can be challenging for those who need guidance. If this is the case customer should opt to invest in a D.W.Y or D.F.Y offer.
- **Proof of Concept:** Seller / course creator **MUST** have a proven proof of concept to help deliver the end-result to the customer. *(A lot of courses don't have this which makes it harder to sell and harder for customers to get results.)*
- **Non-Action:** Customers don't always take the necessary action steps laid out in D.I.Y offer / course as there is less accountability from the expert then they blame the course provider for their lack of action and results!

As I mentioned before. Starting with a **DONE FOR YOU OFFER** if you have the skill set within your industry / niche has the best potential for PROFIT for you as its **EASY TO SELL BUT HARDER TO DELIVER!**

Regardless of which offer you build ALL 3 offer structures work. I currently know business owners making \$1,000,000+ per month with each of the 3 offer structures so they all work when you follow the actions steps inside this module! As you advance in your journey you have the OPTION to leverage all 3 offer structures with your I.P.S which we will talk about in a moment!

"To Get To 6 / 7-Figures You Just Need To Pick ONE Offer Structure!"

Understanding The Difference Between a Customer, Client & Premium Client In Relation To What Offers They Buy!

The next thing I want to quickly share with you is the difference between premium clients...clients and customers.

As you can see via the diagram below.

Premium clients buy 'done-for-you' offers for a premium price, because you or your team does all or the majority of the work for them.

Clients purchase 'done-with-you' offers where you'll work with them on a 1:1 coaching / consulting basis or group coaching basis.

Customers purchase 'do-it-yourself' offers in the form of courses and digital info-products!

As you start advancing in your business, premium clients, clients and customers should be SEGMENTED on your email list which allows you to build 3 separate BUYERS LISTS!

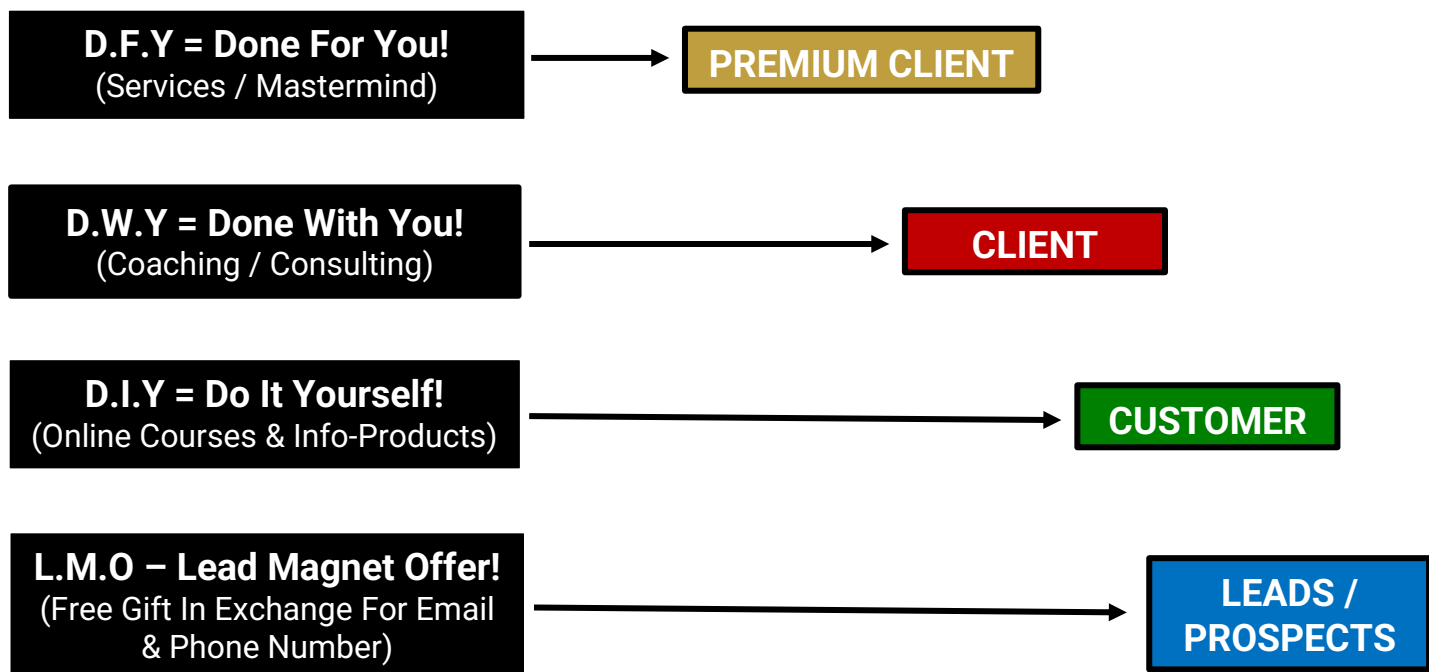
The marketing emails and promotion material that you send out to you buyers lists should be different compared to the emails and marketing material that you send out to your leads and prospects because each segment is at different stage of the...

LEAD VALUE JOURNEY (L.V.J)

& the...

CUSTOMER / CLIENT VALUE JOURNEY (C.V.J)

We will talk more about this in the email marketing module of C.A.A.



The Advanced I.P.S Formula For Scaling Beyond 7-Figures!

The I.P.S formula is a strategy you should think about implementing AFTER you get past 7-Figures! But I wanted to share it with you now so you can get an understanding of the BIG PICTURE for when you are ready to SCALE!

I.S.P = Integrated Product Suite!

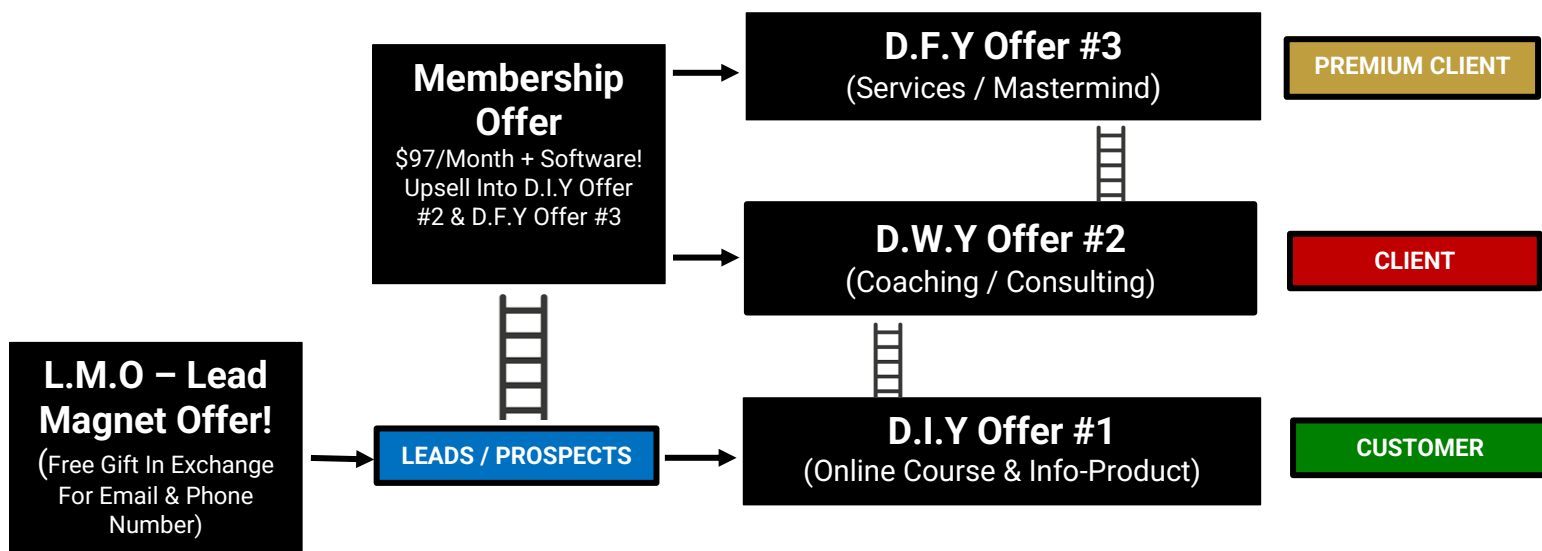
This concept refers to a collection of products, services and software (D.F.Y, D.W.Y, & D.I.Y OFFERS) that we just talked about!

They are designed to work together seamlessly as a unified solution. These products / services are often developed by the same company or closely integrated through partnerships, affiliate connections and JV's (Joint Ventures).

The goal is to provide leads, customers & clients with a comprehensive set of benefits, features and advantages that cater to various needs of an industry / niche while ensuring a smooth path to help the customer / client get the result that they desire.

It also helps buyers ascend your **VALUE LADDER** while providing them with the perfect next solution to solve the next BIG PROBLEM(S) they will come across after you've helped them get the first desired end-result!

Simplified Integrated Product Suite Big Picture Overview

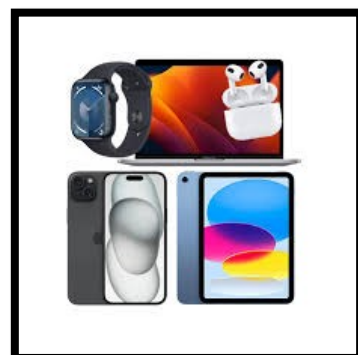


This approach can improve **CLIENT RESULTS & PROFIT MARGINS** for the business owner by eliminating the need for separate, disconnected tools, products, and services from other companies, so everything is in house!

This is exactly how Apple became a BILLION-DOLLAR company.

The apple iPhone was the front-end product.

People fall in love with the apple **brand** and then they purchase all the other back-end products apple provides like the iPad, MacBook laptop, Apple watch, headphones, and desktop computer etc.



An integrated product suite consist of lead magnets, membership monthly continuity offer, do it yourself course offer, done with you coaching / consulting offer and a done for you service & mastermind offer + software that have been purposefully designed to work together as a **SELLING ECO-SYSTEM** that creates a **win-win scenario** for both customer / client & the business owner.

Each product / service within the IPS (Integrated Product Suite) serves a specific function in relation to the BIG PROBLEMS that the leads / prospects experience during the **LEAD VALUE JOURNEY (L.V.J)** & the BIG PROBLEMS the customer / client experiences during the **CUSTOMER / CLIENT VALUE JOURNEY (C.V.J)**, but they are all designed to seamlessly communicate the value at the right time to the lead, customer or client.

To begin mapping this out you must first pick ONE of the offer structures I have shared with you and ask the following question at each inflection point when creating the next offer:

“When Our Customers Get The END RESULT That They Desire From Offer #1... What’s The Next Logical Thing They Need... To Solve The Next Big Problem, They Will Experience?”

For example:

Some clients that come through the current program you’re going through need help with the tech side of the business like setting up a funnel either because of their current skill level or the understanding of how valuable their time is because they want to FAST TRACK their results and success!

So, we provide a **DONE FOR YOU high converting VSL Application Funnel or the I.C + C Acquisition Funnel** for the % of clients that need that done for them + 1:1 coaching for an additional cost.

This is one of the next logical things to sell to help them FAST TRACK the speed that which you achieve the end-result you desire! As you grow your business you can then sell offers to your customers and as long as your D.I.Y offer is of high-quality... customers will naturally become clients and ascend your value ladder!

This is an example of an I.P.S that helps clients get results faster and when you help them make more money or get the end-result they desire.

When you’re able to do that... they will happily re-invest in your D.W.Y & D.F.Y offers as they move through the **CVJ (Customer Value Journey)** and up the value ladder as long as it solves the next problem that needs solving.

In business especially... there is always a new problem / challenge to overcome when you scale through the revenue levels!

So, as you advance be aware of the different offers you can create to help your clients. If you’re not in the business niche, think of solutions to problems and create them as your offer when you’re past 7-figures in revenue.

Before that point **focus on ONE OFFER!**

For example, if you’re in the health and fitness niche and your first offer may help people lose weight... your next offer could help them build muscle and get 6 pack abs! Make sense?

When you get past 7-Figures you’ll then have **proof of concept** which means you can then start thinking about building out your I.P.S using an online course, membership site, coaching and consulting (D.I.Y / D.W.Y) and partnering with software companies that compliment your business.

The High-Ticket Quantum Vacuum DFY Service Offer – Why It’s The Most Important Offer You Should Start With So You Can SCALE To \$100,000/Month & Beyond!

Before we dive into this section of the training, I first want to explain why it’s called a **High-Ticket “QUANTUM VACUUM” DFY Offer!**

The offer should be so lucrative that it sucks the right clients in to buy now like a vacuum and repels the wrong clients.

When first starting out with your business, depending on what niche you are in... I advise students to offer a DONE FOR YOU offer where you do all or the majority of the work for the first 5-7 clients.

For 3 main reasons:



REASON #1 = You must already have some form of expertise in a niche and be able to get results for yourself. However, it's a completely different ball game getting results for someone else when doing a DONE WITH YOU or DO IT YOURSELF offer because you need a proven and simplified **proof of concept** which can only be developed with **time** and **experience!** This is why most courses out their struggle to sell and struggle to get their customers results!

So, the best way to get results for your clients to start with is to do the work for them. This forces you to **become EXCELLENT at what you do** (you can also delegate to skilled experts because you can charge higher prices for a D.F.Y offer)

So, when / if you decide to start coaching or create a course it will be easier to sell because you've already got results for yourself and client testimonials which you can use as social proof in your marketing. Make sense?



REASON #2 = With a DFY offer you can get **better results** for clients which increases social proof in the form of video and written testimonials! You can use these assets in your marketing to get even more customers / clients. If your brand new, you can even work for free and ask them for video testimonials in return to use as social proof! This will then initiate the FLYWHEEL EFFECT which I will teach you in a future module!



REASON #3 = You can **charge premium prices with DONE FOR YOU and put your offer into a category of one** based on **VALUE** instead of competing in a red ocean based on **PRICE** because more expensive = more valuable. Due to the value of a DFY Quantum Vacuum Offer + the Risk Reversal Guarantee Strategy I am going to teach you it becomes **EASIER TO SELL** and a lot **FASTER TO SCALE** to \$100,000/Month compared to trying to grow with a low-ticket course for \$100!

For example:

Fun With Math – The Fastest Route To \$100k/Month:

Low-Ticket Offer (Course) >>> Price \$100 >>> Customers Required = **1000**

High-Ticket Quantum Vacuum DONE FOR YOU Offer (Service) >>> Price \$10,000 >>> Clients Required = **10**

Its way easier to find 10 high-ticket clients than it is to find 1000 customers per month!

That's not to say you can't make money starting with a course or coaching to start with. It's just harder to sell and scale to \$100k/month without social proof compared to a DFY offer due to the variables that I will talk about in phase #4 of this module titled the **Infinite Value Formula!**

Conclusion

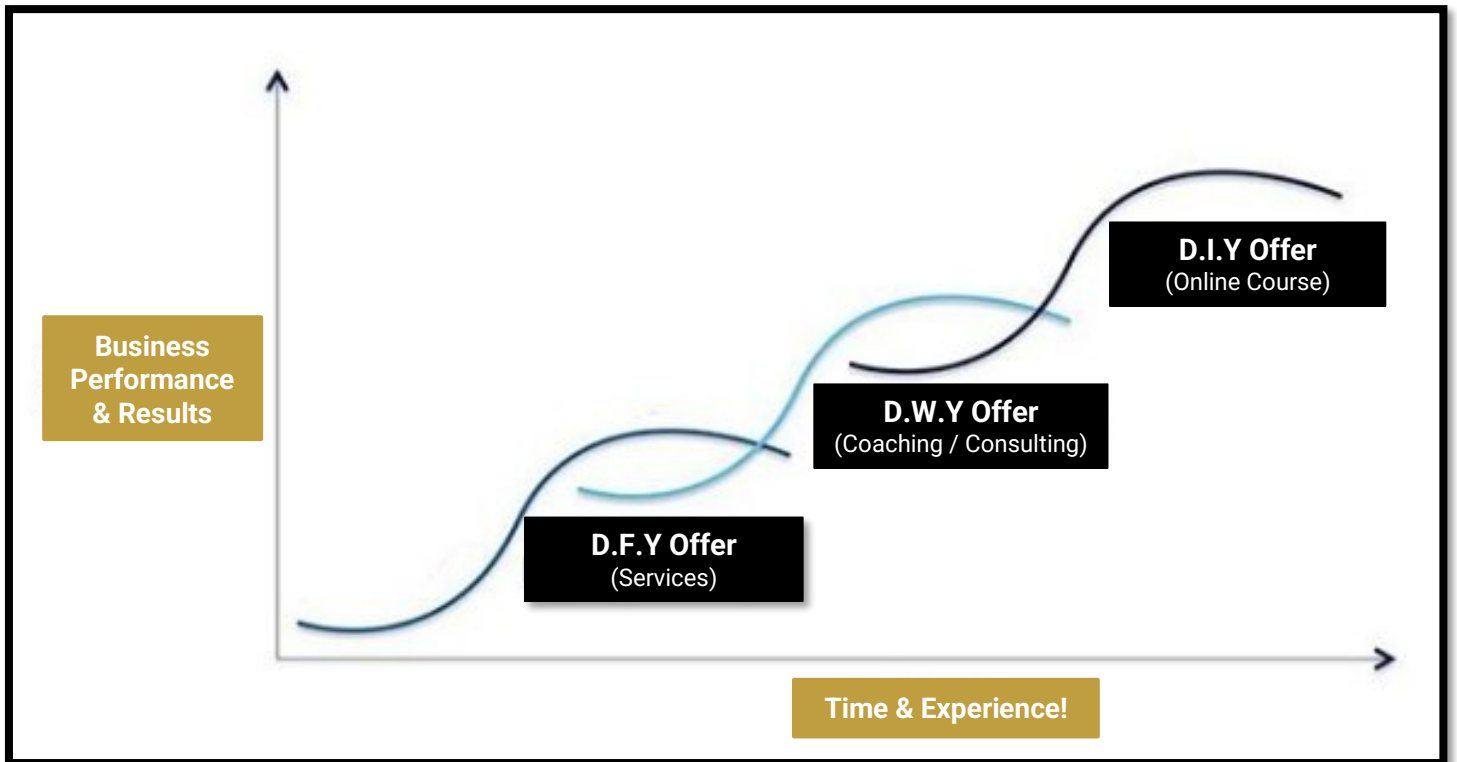
While every entrepreneurial journey is unique, starting with a "DONE FOR YOU" offer can offer numerous advantages, from speed to market fit and reduced risk to client trust and initial scalability.

It's also a lot EASIER to sell a DONE FOR YOU OFFER to get to 6/7-figures compared to scaling a course.

Like I said before, I advise you to do the work for the client at the start, however this is not scalable on your own, so you'll need to hire other experts in their chosen field to help you with the work load as you progress.

You'll then get to an inflection point where it's more difficult to grow beyond a certain revenue level due to operational complexity which in essence stops the **FLYWHEEL EFFECT OF BUSINESS GROWTH!** This is where you can create your DONE WITH YOU offer (coaching / consulting) or DO IT YOURSELF offer (online course)

Here's a diagram that shows the relationship between business performance and how your I.P.S / offer stack develops with experience... over time.



Now it's essential to choose the right "Done For You" offer that aligns with your skill sets, passion, vision and remember what I taught you in module #1...you only need to be one page ahead of your client to help them get a result and your expertise & skills sets will improve as time elapses!

Carefully research and evaluate opportunities to ensure they match your long-term goals.

With the right approach and a well-executed "Done For You" offer by learning and implementing what I am going to teach in the rest of this module, you can set your business on a path to success and BIG PROFITS from day one.

Great work, let's move onto...

PHASE #3 - The Power of Raising Your Prices, Qualitative & Quantitative Pricing Retention Cycles + Proven Offer Pricing Case Study Examples!

People only buy from you because they **FEEL** that they are getting more in terms of **value** compared to the **price** which solves a **big problem** to **alleviate pain!**

The way you present, package, demonstrate real value and pre frame the OFFER attracts your dream clients and is the determining factor whether you scale to 7 & even 8-Figures!

This is otherwise known as...

THE VALUE SCALE =

(VALUE > PRICE)

(BIG PROBLEM SOLVED = PAIN ELIVATED)

(SELL THE DESIRED END-RESULT + THE U.M/M)

Now, there's a built-in psychological bias in the brain of humans that more...

EXPENSIVE = BETTER!

However, to raise your prices you must become excellent at what you do and help clients get the END-RESULT they desire!

This in turn forces you to be better at what you do than your competitors! Make sense?

There are too many crap offers out there that people promote and it destroys the industry.

For example, you can't charge \$10k - \$100k for a 20-page PDF! The value is simply not there!

To raise your prices the value exchange must be **aligned 10X -100X in favour of the client** on the value scale!

They must EMOTIONALLY FEEL that what they are getting in return for their money is so GOD damn amazing compared to the price, so their brain causes them to make a buying decision.

When they buy, they feel great and when they say no they feel like absolute f*\$kng idiots because deep down they know they've missed out the new opportunity deal of a lifetime to solve their big problem & get the end-result they desire!

Similar to how you would feel if I sold you your dream car or home for \$100 and you said no. LOL! 😊

When selling the offer, it must also be laser focused on solving the big problem that the customer / client is suffering with and you must show how your offer is going to alleviate that pain by...

FUTURE PACING!

This is when you get the potential client to FEEL what life will be like when their big problem has been solved with your offer (The Ultimate SOLUTION)

When creating your **M.D.I.O (MILLION DOLLAR IRRESITIBLE OFFER)** you need 2 very important questions on the forefront of your mind...

“How Can I Make This Offer The BEST Offer I

Can Possibly Create, To Help My Clients Get The Desired End-Result?”

+

“How Can I Provide 10X – 100X More Value In This Offer Compared To The Price I Am Charging The Customer / Client?”

When you ask these 2 questions consistently to your sub-conscious mind you tap into something extremely powerful called **OUTER INTENTION**, where you're able to tap into an energy source that is greater than just gaining something for yourself! And by doing that you get what you want! Aka **MORE CASH & MORE PROFIT**)

As the great Zig Ziglar once said...

“When You Help Enough People Get What They Want, You Eventually Get What You Want!”

If you're a beginner, below \$10,000 per month... your main focus is to get PROFIT flowing in as fast as you can, but you should still have the 2 questions at the forefront of your mind when creating your offer!

If you're at the intermediate to advance level making \$100k - \$500k per month your offer creation should be aligned with your **VISION, MISSION, PRINCIPLES & CULTURE** by **helping others** (Your Customers & Clients!)

Now that you understand the correlation between value and price!

Here's...

8 BENEFITS of Raising Your Price



1 - Increased Profit Margins: One of the most obvious benefits is higher profit margins. When you raise prices while maintaining your cost structure, each sale generates more revenue and ultimately, more profit for your business! Which means you can hire experts, invest into paid ads and advertise in places your competitors can't.

Here's WHY...

(BTW this is a SECRET that I only usually share in my highest-level coaching program that not many business owners know about)

...paid ads on the major traffic networks like Facebook, YouTube, Instagram etc are based on something called a 'BID AUCTION' which means the advertisers in a certain niche / industry that can pay the most to acquire a click wins the bid and the ad platform shows your ad to the best leads which means you get all the best traffic (people) while your competitors are competing for the scraps because they simply cannot afford to advertise or compete with you!

So, if you have an offer for \$10,000 - \$100,000 per sale you can afford to pay more for a click, lead and to acquire a customer / client.

As the great Dan Kennedy say's...

*“The Business Owner That Can Pay
The Most To Acquire A Customer Wins!”*

We will talk more about this in the paid traffic module!

2 - Increased Perceived Value: A higher price point can create the perception of greater value among customers. Like I mentioned before many consumers equate higher prices with higher quality, leading them to view your product or service offer as more premium, luxury & exclusive.

3 - Enhanced Brand Image: Increasing your prices by having a \$10K - \$100K OFFER can elevate your brand's image. Customers will perceive your business as more established, trustworthy, and capable of delivering superior products or services. They also attach the offer price point to the end-result they desire!

4 - Competitive Differentiation: Higher prices + a U.M/ (Unique Mechanism / Method) which we will talk about in a later section of this module can help you differentiate your offer from competitors giving you a strategic asymmetric advantage based on VALUE. If you can justify the increased price with a unique mechanism + features, benefits, quality & your ability to get your clients results at a faster rate, you'll stand out in your niche marketplace .

5 - Attracts Serious Clients With a Massive Increase In Commitment & Emotional Investment: When I first opened my first coaching program + course for high ticket affiliate marketers years ago (*The Online Conversion Formula*) I made a BIG MISTAKE looking back... The pricing was completely wrong,


and I let anyone that was interested inside. Nowadays we have a much stricter application protocol so only the right clients come into my programs...

Letting anyone into your programs for a lower ticket price not only caused problems because certain students did not take the action laid out at the end of each module, a small % of students blamed me for their in-action. It was also hugely stressful getting complete newbies to take the action needed to get results! When people pay higher prices, you'll be damn sure they **pay more ATTENTION** and take action!

The serious students that paid in full came through the program and made 6 & 7-figures with the knowledge & systems!


When you increase your prices, your clients are:


- A) Way more **serious** & long term **focused!**
- B) More emotionally and financially invested so they **take more action!**
- C) Higher prices help's **clients get better results** because of A & B!

 **6 - Attracts Targeted Winners & Repels Non-Serious Time Wasters:** Raising prices can attract a more specific and profitable customer / client base. While you may lose price-sensitive customers, you can gain those who value quality & exclusivity and in return make larger profits with LESS clients.

Going back to our 'Fun With Math' example! Managing 1000 lower ticket **customers** with support tickets, refunds, course login problems, customers blaming you etc is f\$*king way more STRESSFUL than working with 10 serious high-ticket **clients** that value you and your service!

The goal is to get you to 6/7 figures as FAST as possible and then when you have large amounts of CASH RESERVES in the bank, you have the option to create a D.I.Y course! At this point you have the financial resources to pay others & outsource all the headaches that come with scaling a course! Make sense?

 **7 - Resource Allocation + Attract A-Player Talent:** Higher prices allow you to allocate more resources & capital to areas like hiring, research and development, sales, marketing, paid traffic, operations, business infrastructure and customer support. This can lead to product/service iteration as time elapses, inflection point improvements and better client experiences after you develop your **MVP (Minimal Viable Product)** which is a proven methodology so you can get your first offer up, running & ready to sell within the next 3-7 days after completing this module!

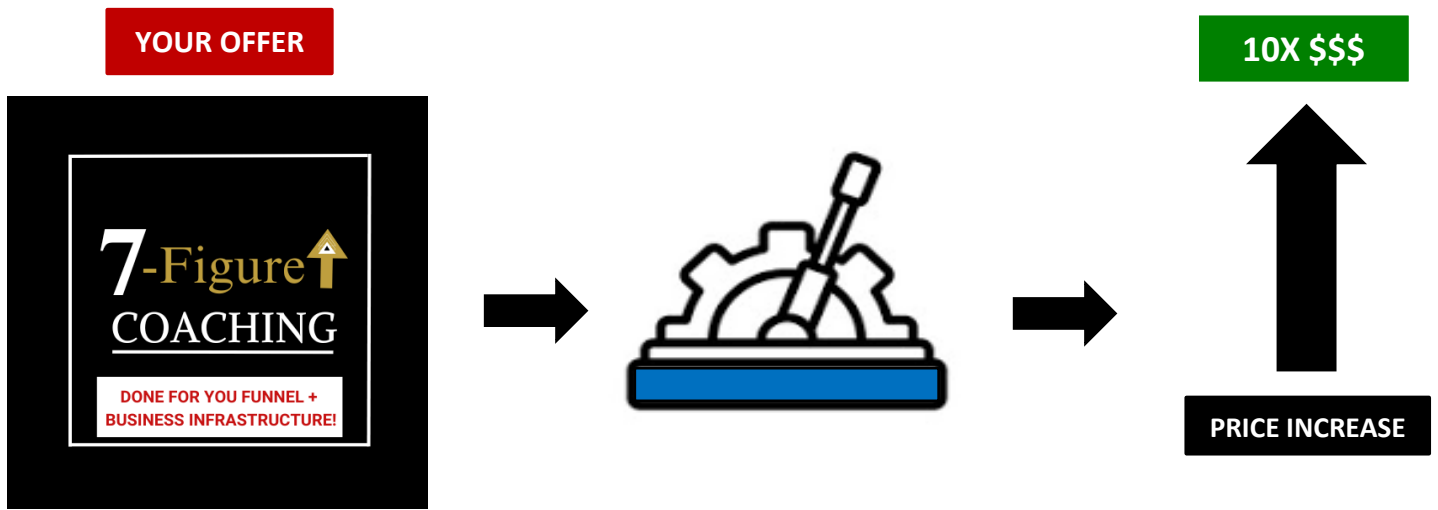
 **8 - Profitable Sustainability + Increased Sales Team Confidence:** By increasing prices, you can ensure the long-term sustainability of your business. It provides a buffer against economic downturns and unexpected expenses, allowing you to weather challenging times more effectively.

It's important to note that raising prices should be done strategically and in consideration of your market, competition, your current skill level and your customer base. It's not always the right move for every business, but when executed thoughtfully, it can lead to substantial benefits providing you can deliver the end-result to your clients.

Raising Your Offer Price Is An 'Asymmetric Lever' In Your Business So You Can 10X Your Profits!

If you have a high-quality offer already in place, raising your price requires virtually zero work / effort and can make you a lot of extra cash = **LEVERAGE!**

Raising your price can turn a funnel + offer that's at break even or failing due to its unit economics into a profitable cash machine!



Proven Offer Pricing Case Study Examples!

Here's a breakdown of the **I.P.S. OFFER STACK FORMULA** in my business so you can get some ideas on pricing your offer...

Please note: Your pricing depends on your **niche** and the **end-result** you can get your client. For example, if you can help your clients make an extra 6-figures over 12 months, you can easily charge \$5k - \$10k for your offer.

If you can help clients, get fit, get their perfect body, lose weight or find their perfect partner, ask yourself...

“How Much Is That Worth To Them Over The Next 3-5 Years?”

Then price your offer accordingly.

Even though I've just told you to raise your prices... the **PRICE** must still be **10X LOWER** than the **END-RESULT** your **OFFER** can help your client achieve! You can only charge higher prices if you are really good at what you do!

This will enable you to create an irresistible offer that attracts your perfect client avatar because you are offering at least 10X more value compared to the price they are paying! And when we structure your offer correctly during phase #5 of this module it will target all the pain points, they are suffering with and provide the ultimate solution to their problems!

Ideally, you'll want to provide 100X the value compared to the price, then you will truly have an M.D.I.O (*Million Dollar Irresistible Offer*) that sells effortlessly!

You must also be able to DELIVER the end-result the offer promises!



I.P.S OFFER #1 - The D.I.Y Offer = \$2K - \$5K Price Point

(Inside this offer customers get a digital coaching program (course) that walks them through how to grow their business based off my 7+ years of experience and INSIGHTS so they can optimize their offer, get targeted traffic, build their buyers list, book qualified appointments and convert high-ticket clients WITHOUT wasting years of their life failing & trying to figure out everything on their own!)



I.P.S OFFER #2 - The High-Ticket D.W.Y Offer = \$10K – \$18K Price Point

(In this DONE WITH YOU offer clients get EVERYTHING inside offer #1 + extra Mastery Bonuses and 1:1 coaching so they can FAST TRACK their client acquisition & results!)

1:1

'GET CLIENTS'

COACHING PROGRAM



I.P.S OFFER #3 - The High-Ticket Quantum Vacuum D.F.Y Service + Coaching / Mastermind Offer = \$10K - \$100K Price Point!

(Price Depends On The Custom DONE FOR YOU Work The Client Needs)

(In this offer clients get EVERYTHING from offer#1 & offer #2, including all the FREE mastery bonuses + we BUILD you a Custom DONE FOR YOU FUNNEL to sell your offer using automation & the Business Infrastructure needed to scale to multiple 7-Figures! I also personally COACH you 1:1 until you hit your profit goal!)



Awesome... let's move onto...

Developing Qualitative & Quantitative Pricing Retention Cycles Into Your Offer!

What I'm about to share with you here is ADVANCED and its knowledge that I go deeper into my high-level coaching program! But you can still leverage it even when creating your first high-ticket offer! I wish I knew this knowledge when I first started online. I would have made a lot more sales & profit!

Before we dive into this 'pricing concept' that allows you to have **high-ticket recurring income** as well as an increase in **client retention** for your offer you need to understand 2 things...

Qualitative Definition = measured by the **QUALITY** of something.

Quantitative Definition = measured by the **QUANTITY** of something.

With the Q&Q pricing retention cycle... the qualitative aspect refers to the **QUALITY OF YOUR OFFER** (Product / Service!)

The better your offer becomes, the stickier your business becomes & the more money you will make over the life time of your customer / client! Otherwise known as **(L.C.V)** which stands for...

Lifetime Customer Value!

The higher you can get this number (**L.C.V**) the more profitable your business will become!

The quantitative aspect of this pricing strategy refers to the **QUANTITY (amount) OF HIGH-TICKET RECURRING PAYMENTS** which can be further broken down by improving **CLIENT RETENTION!** (*We will talk more about client retention in the advanced bonus modules!*)

There are 2 ways you can implement this into your business which I definitely advise you to do as it will make you A LOT more extra profit that would have otherwise been lost due to the price objection that some clients may present to you on sales calls or when closing sales over the DM's!

These 2 pricing strategies allows you to **WEAPONIZE PRICE** to your advantage so you can convert more SALES + gives your clients & customers an advantage due to less risk on their part which makes it a win-win scenario for all parties.

These 2 pricing strategies are:

- 1) **The High-Ticket Recurring Pricing Cycles!**
- 2) **The 2X Ultimate Down-sell Offers!**

High-Ticket Recurring Pricing Cycles Explained!

When pricing your offer follow what I have just taught you by charging a high-ticket price from \$2k - \$10k - \$30k+ and make sure the value that you are giving away with your offer is 10X – 100X compared to the price!

When you go in for the close on your sales conversations (*Phone + DM's*) reveal your high-ticket price and...

ASK FOR FULL PAY WITH CONFIDENCE & CONVICTION!

If clients don't have the full amount which is sometimes a common objection, you can present them with the high-ticket recurring pricing cycle for your high-ticket offer!

This is where clients pay a lower high-ticket price instead of the full payment amount in one go but on a **recurring monthly basis, similar to a payment plan but they have the OPTION to CANCEL ANYTIME!**

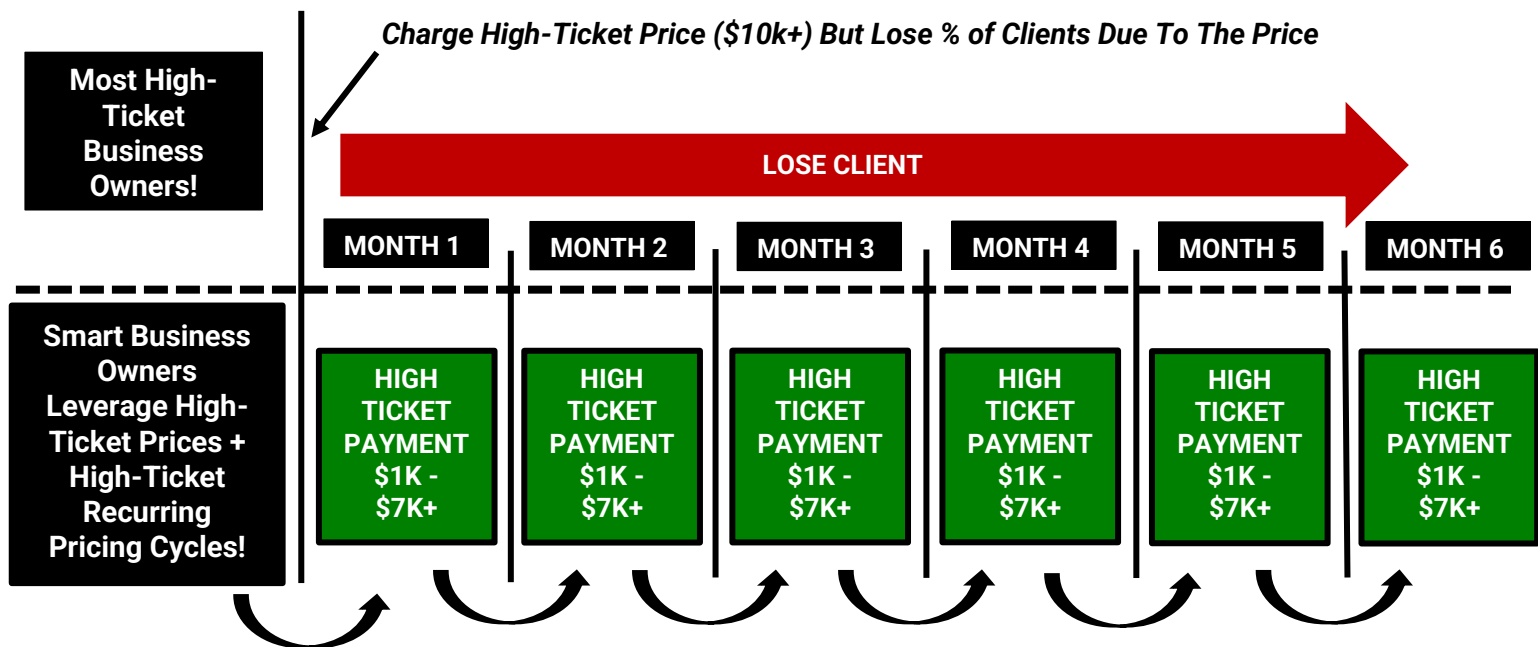
You can easily set this up in your Stripe or PayPal merchant account!

This is usually priced at \$1k - \$7k+/month depending on the price of your high ticket offer and like I said you'll give them the option to cancel anytime if they are not happy with the offer / results they are getting!

One of my business mentors uses this and charges \$7,000 per month and his longest client has been with him for 13 months! If you do the math, that's \$91,000 from one client! Super powerful!

Below is a diagram that shows the difference between the majority of high-ticket business owners & smart business owner that weaponize price to their advantage by converting more clients who present the price objection!





This lowers the risk for the client because they can test your offer and start getting results at a lower barrier to entry compared to paying the full high-ticket price in one full payment.

Which means the offer starts to pay for its self from the profits you help them make as time elapses.

If you have a great offer and you help people many clients will continue to keep paying because of the value & results they are receiving! And in some cases you actually make more money over time compared to charging a one-off high-ticket fee.

The goal here is to help clients make way more profit than the high-ticket recurring price so they stay on as a paying sticky client month after month!

If your product / service offer doesn't help clients create a monetary exchange... *maybe you're in the health and fitness industry or the relationships and dating industry*, you can still use this method providing you tie the monthly recurring pricing into the end-result you are helping the client achieve so they can understand the true value of your offer! Hopefully that makes sense?

Here are...

3 BENEFITS of High-Ticket Recurring Pricing Cycles!



- **Predictable Revenue:** Consistent high-ticket monthly payments provide a stable financial foundation for your business. Instead of starting at zero each month, you always have monthly CASH FLOW rolling in which can be invested into paid ads, hiring A-Players to operate your business, specialized education, coaching and money every month to pay yourself so you can live a life of more financial FREEDOM without the stress!

With only a handful of clients paying monthly high-ticket recurring prices your profit margins start adding up very fast.

- **Client Loyalty & Increase In ACV:** Long-term client relationships will create loyalty and reduce acquisition costs. 80 – 90% of my profits over the last 7 years have come from my existing customers / clients which increases my **ACV (Average Customer Value)**
- **Upselling Opportunities:** If you are able to help a business owner, make an extra \$30,000 - \$100,000 per month, they will happily pay you \$5,000+ per month! You can then offer additional products or services

to existing clients like a mastermind, 1:1 workshop or a done for you service which also increases back-end value ladder profit for your business!

But what happens if a lead / prospect still can't afford the high-ticket recurring pricing cycle payments!?

Here's where we will get them inside your **VALUE ECO-SYSTEM** by down-selling them to keep them engaged, help them get a specific result via training content and up-sell them into a high-ticket offer in the future so they can ascend up your value ladder when they do have more disposable income using...

The 2x Ultimate Down-sell Offer's To Convert More Leads Into Customers = D.I.Y OFFER (*Do It Yourself Offer*)

Down-selling is a sales technique used when a potential customer shows interest in a higher-priced product or service but might be hesitant to make the purchase due to cost or other objections.

Instead of pushing for the higher-priced option when they clearly don't have the full investment, the salesperson offers a more affordable or scaled-down alternative which in essence does 3 things:

A - Increases profits from customers that which otherwise would not have invested.

B - Increases brand awareness and keeps lower ticket customers attention so you can help them.

C – With the down sell offer they are now inside your **VALUE ECO SYSTEM (Membership site!) The goal here is to help them get RESULTS! This then opens up the gateway to sell a higher ticket offer in the future when they do have the investment because you have built the relationship and trust.**

The goal of down-selling is to make the sale by accommodating the customer's budget or preferences.

Key Points To Understand About DOWN-SELLING:

It allows you to accommodate a wider range of budgets and build trust with customers as you ADVANCE while still making a sale. Remember at the start (*below \$10k/Month*) focus on ONE high-ticket offer!

This in essence increases bottom line revenue and again increases **L C.V (Lifetime Customer Value)**

The key to your down sell methodology is to provide as much value as possible for a price that lower ticket customers can afford and help them move towards the end goal that they are trying to achieve.

If you do this properly, you'll have a percentage of front-end low-ticket customers that will eventually invest into a higher ticket offer like a coaching program or done for you service as well as having a continuity monthly offer that brings in revenue for you.

Here's 2 examples of a down-sell offer that we use in my business.

1) Down-sell Option #1 – **The No Brainer \$97/Month Continuity Offer –**

The first down-sell offer will allow you to build monthly residual income profits from customers that which otherwise would not have purchased your high-ticket offer.

In my business we previously had a D.I.Y course offer for online business owners & high-ticket marketers called the Online TRAFFIC & CONVERSION Formula program!

It shows students **exactly how I made my first \$10,000 in a single month**. If prospects couldn't afford the high-ticket offer, we down sold them into a \$97/Month D.I.Y membership offer.

This is a no brainer offer for them which meant the majority of leads that would not have bought at the high-ticket price point ended up purchasing because of the insane value + deal!

We launched this down-sell offer over 2 years ago and there are still students paying \$97 per month because of the value it provides & the results that they get from implementing!

That's \$1,164 over 12 months and \$2,328 in extra revenue per customer that stayed for 2 years that would have been lost if we didn't offer this. X that by only 100 paying customers and that's over \$10,000 per month in extra income rolling in from 1 down-sell offer.

Every 90 days you can also do a promotion of your 'no brainer down sell offer' to your email list of leads that did not buy initially to increase profits!

2) **Down-sell - \$197 - \$1000+/Hour – Quantitative Sales Consulting OTO (Offer) –**

OTO = One Time Offer!

The next down-sell offer is something you can implement later on when you get to the advanced level when you have built a team to increase value with your customers & profits to reinvest into paid ads!

This is where you can offer a customised consulting call (*you can also train one of your team members / coaches to do this for you*) and charge \$197 - \$1,000+ where you put a comprehensive + customized action plan in place to help your leads who do not have \$5k - \$10k - \$30k+ to invest in your high-ticket offer(s).

Here you can map out a custom plan with action steps + KPI's (*Key Performance Indicators*) & KPA's (*Key Performance Activities*) to help them get some kind of result so they can make progress!

This does 3 things:

A - Helps leads that cannot afford high ticket prices make **progress** towards the end-result.

B – This builds the **relationship, trust** and **value** with your low-ticket customers.

C - **Increases sales** over time of your high ticket offer from low ticket customers because you helped them!

As you advance in your online business journey AFTER you have made 6 / 7-Figures from ONE high-ticket offer think of ways you can create a NO BRAINER DOWNSSELL OFFER for \$97/Month or a Quantitative Sales Consulting Cycle Offer for \$197 - \$1,000+!

You can also email this offer out to your list every 90 days to increase profits!

THE GOAL OF BOTH OF YOUR DOWN-SELL OFFERS + FRONT-END OFFER IS TO **HELP YOUR CLIENTS GET RESULTS** SO THEY CAN INVEST IN YOUR HIGH-TICKET OFFER LATER ON IN THE...

CUSTOMER VALUE JOURNEY

Weaponizing Price = The Lemon Juice Squeeze Method For Extracting Maximum Profits From Your Lead Flow!



I learnt this concept years ago from a mentor that made over \$150M! At one point his business was making \$3M - \$4M per month selling courses, coaching, consulting and masterminds in tropical locations.

He got up on stage at one of his live invite only events and got out 2 lemons with 2-pint glasses. He gently squeezed the first lemon into a glass and a bit of lemon juice came out!

The second lemon he squeezed like a mad man and extracted the maximum amount of lemon juice possible into the glass.

He then picked up both glasses and gave the analogy of how most people's businesses are like glass number 1 with a little bit of lemon juice (*limited profit extraction from lead flow due to poor offers, poor pricing structures and poor conversions*)

He then went on to explain that his business was glass number 2 because he was able to extract the maximum amount of profits from his lead flow using **SALES CONVERSION** strategies that most people don't use consistently!

The whole goal of your pricing strategies & offer creation process is to suck in leads like a vacuum so you can make a profit while providing amazing value and results to your clients!

When you create a killer offer that people need and want that provides 10X – 100X the value compared to the price, they feel stupid saying no!

However not everyone will buy your high-ticket offer in a one-off payment... this is where your high-ticket recurring pricing cycles + your front-end and down-sell offers come into play **ONLY** when you get to the advance level.

At the start you just need 1 high ticket offer priced from \$2k+! Ideally you want a \$3k+ offer if you're running paid traffic so you can make paid ads profitable.

IMPORTANT: If you are thinking about starting with a **DONE FOR YOU** offer as a service / agency but you have zero experience, start with a lower price point and gain the **EXPERIENCE** needed!

Position the offer as a "**PAY ON RESULTS**" basis. Meaning the business owner only pays you when you get them a specific result! This can be in the form of helping them generate more leads, qualified appointments or customers. This way its less risk for the client and you don't feel like you're ripping the

client off by charging a high price right off the bat. When you've developed your skill sets and you can get clients results consistently within a niche, then you can increase your price and charge a set-up fee as well as 10 - 20% of any extra profit you help the business owner make!

Now the down-sell offers allow you to make extra cash that you can use to reinvest into paid traffic, which means all the high-ticket sales on the back-end is pure profit!

When you get to the advanced level and want to scale past 7-figures you must extract as much profit from the front-end and back-end of your business model in relation to customer equilibrium (*balance*)

The Balance Between Profit Extraction & Letting Anyone Into Your Offer!

When selling both your high ticket and low ticket offers you must have a balance between extracting profit from your lead flow vs the quality of leads that you give access to buy your offer so they can become a customer / client that gets results!

If you let anyone inside your high-ticket offer, it turns into a complete disaster and it damages your brand reputation.

There is no course / coaching program on planet earth that has a 100% success rate because not everyone will take action.

However, when you have a filtering process in place to stop unserious leads who don't take action and complain getting access to buy from you this will increase your overall clients results and success rate by default... while at the same time extracting profits from your lead flow!

Nowadays we have a strict application process for our leads to become high ticket clients because we don't just let anyone inside!

They have to be the right fit and be serious... they must understand that business requires work and some kind of financial investment and make the commitment to take consistent massive action to get the results they desire!

We do this by having a **filter within our funnel**... asking specific qualifying questions and gathering data via an application process + strategy call or DM conversations!

One of those questions refers to how much they are able to invest for me to help them grow their business, so even before getting on the call my team and I already know if price maybe an objection.

Anyone that lists that they have low investment amount we cancel the call and send them some of our free training materials to help them.

Also, when on a call or in the DM's if a client has the investment to buy but has a bad attitude and complains or makes excuses, we do not let them inside our offers.

You should do the same so you can protect your brand from negative feedback, time wasters and excuse makers!

Pricing Conclusion!

Great work! During phase #3 we covered:



➤ **The Value Scale!**



➤ **The Power of Raising Your Price = Asymmetric Lever To Instantly Increase Profit Margins!**

- **Real Life Pricing Case Study Examples From My Business!**
- **Developing Qualitative & Quantitative Pricing Retention Cycles = High Ticket Recurring Income!**
- **The Ultimate 2X Down-sell Offers = \$97/Month No Brainer Offer + The Qualitative Consulting Call OTO**
- **Weaponizing Price – Extracting Max Profit Using The Lemon Juice Squeeze Method!**

By raising prices... potential customers & clients will instantly perceive your offers as more valuable! On the contrary you may experience more no's (*rejection*) during sales calls and closing over the DM's!

However, if you price your offer accordingly you will still make more profit and you will attract the right clients that are serious about achieving the end-result you and your offer can help them with!

By leveraging the 6 keys I taught you in this training module, you'll also be able to weaponize price to the advantage of your customer and clients by reducing their risk and to the advantage of yourself by extracting more profit for your business! Which makes it a win-win scenario!

Offering high-ticket tiered pricing structures, recurring revenue and effective down-selling, businesses can cater to diverse customer needs, optimize revenue, increase **L.C.V & A.V.C** and maintain customer / client satisfaction.

Throughout this training module I have also mentioned that you need to add 10X – 100X worth of real-world **VALUE** compared to the **PRICE** you are charging. Which is the back bone of creating your **M.D.I.O (Million Dollar Irresistible Offer)**

During phase #4 I'm going to show you exactly how to do that...

PHASE #4 – The Infinite Value Formula!

How To Create 10X – 100X More Value For Your Offer So It Sells Effortlessly!

Have you ever heard marketers and business owners say... "*provide more value and you'll make more sales!*" or "*the more value you provide, the more money you will make!*" ?

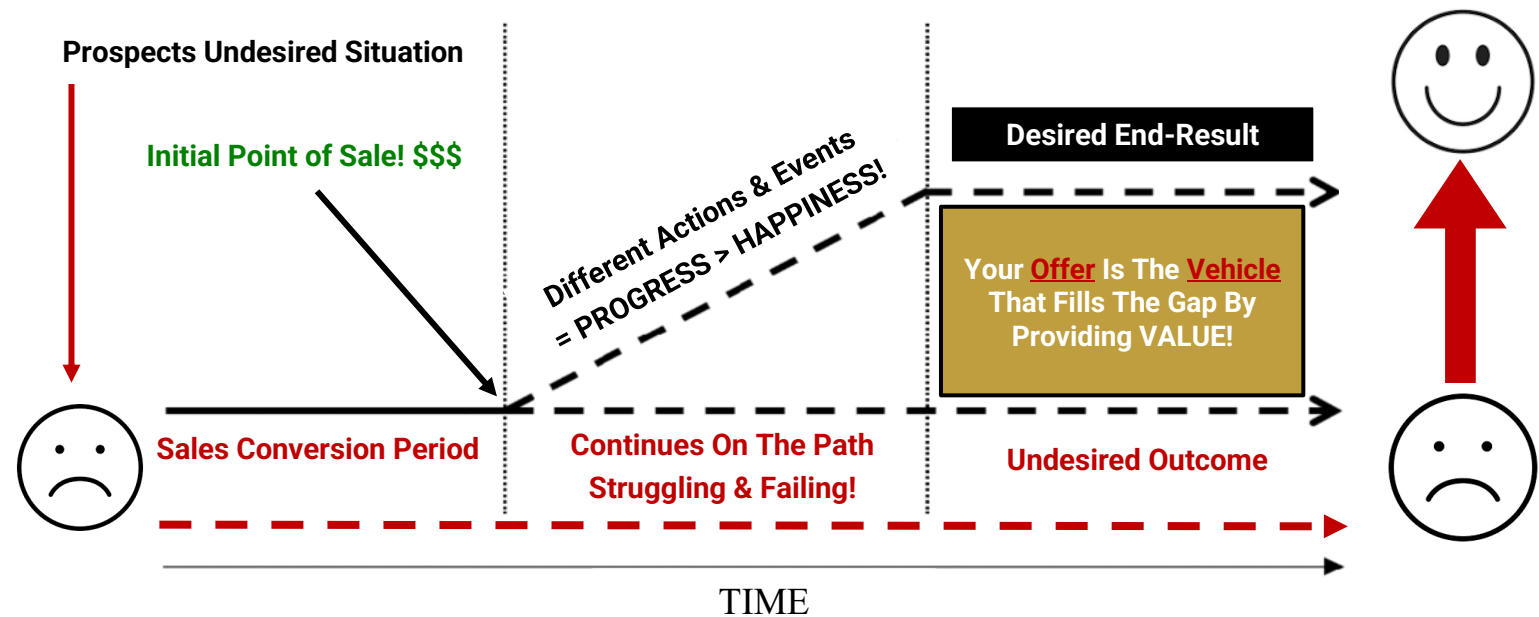
Now while those statements are true! We first need to define what value truly means using first based principles thinking!

VALUE = Holding something in high regard or determining how much something is worth!

But when we break things down further in relation to selling an offer...

OFFER VALUE = The ability to fill the SPACE from the clients undesired situation (PROBLEM + PAIN) to their desired situation (END-RESULT) in the fastest TIME possible!

Here's a diagram that explains this in more detail for you...



In the previous section of this module, I talked about the power of raising your prices! What I'm about to share with you now, if you apply it will allow you to do exactly that!

The infinite value formula is a proven equation to leverage whenever you create a new offer that you want to scale to \$1,000,000 and beyond!

If you follow this formula every time you create a new offer it will enable you to provide the **MAXIMUM amount of 'real world value'** possible for your customers & clients which causes them to buy what you are selling!

It will help you to laser focus in on the **BIG PROBLEM** to destroy your clients **PAIN** + map the clients **DESIRED END-RESULT** by selling that instead of the product / service offer!

"Amateur Salespeople Sell The Product / Offer, Top 1% Sales Pro's Sell The End-Result + The U.M/M (Unique Mechanism / Method)"

The formula will enable you to **INCREASE THE SPEED & DECREASE THE TIME** that which your clients get the desired result by reducing their **WORKLOAD** and create a **U.M/M (Unique Mechanism / Method)** that is different and better than your competition.

The infinite value formula will also enable you to sell your offer through a **UNIQUE STORY SELLING PROPOSITION** which will overcome false belief patterns your prospects may have, causing them to TRUST you which opens up the '**CONVERSION GATEWAY**' to make a sale!

Potential customers and clients will not only perceive / see the value that you provide but also **EMOTIONALLY FEEL** the value you're presenting to them!

And if done correctly the offer will be positioned as the **PERFECT SOLUTION TO THEIR BIG PROBLEM**, which creates a high level of **BELIEF & FAITH** around 3 crucial pillars that are required for high ticket sales to occur which are as follows ...

- 1) Belief + Faith Around **YOU!** (*The Expert Attractive Character = AUTHORITY*)
- 2) Belief + Faith Around Your **OFFER!** (*The Vehicle = SOLUTION*)
- 3) Belief + Faith Around Your **COMPANY / BRAND!** (*Builds Trust Leveraging Strategical Content, Insights & Social Proof*)

To make high-ticket sales CONSISTENTLY, customers and clients must trust and be sold around those 3 pillars above! And the VALUE has to massively outweigh the PRICE they are paying while tying in & **POSITIONING** the end-result you can help them achieve through the U.M/M (*Unique Mechanism / Method*)!

They have to emotionally **FEEL** that **YOU**, your **OFFER** & your **COMPANY / BRAND** can help them get the **END-RESULT** they deeply desire!

When you have all these components aligned it results in you competing in a category of one based on real VALUE by using 'blue ocean niche positioning' compared to your competition selling improvement offers in a red ocean competing on PRICE!

For this to be possible you must know your market better than they know themselves by doing market / offer research which you should have done during module #1 of C.A.A!

And when you have found your top 3 competitors offers that I also told you to research in the last module by getting IDEAS & MODELLING on what is already working within your niche.

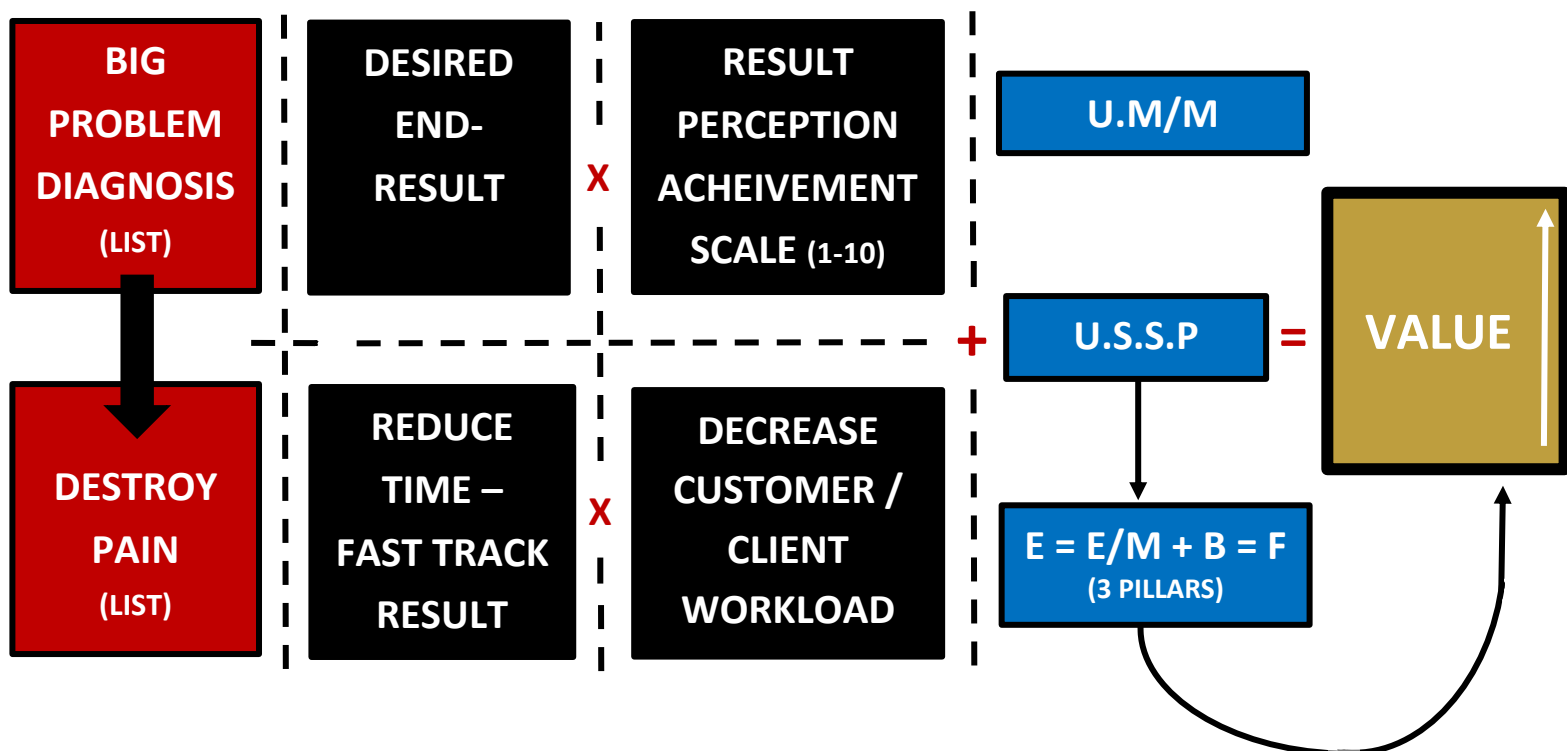
You will become **UNSTOPPABLE!**

When you have implemented this formula and followed what I am about to teach you'll have a truly irresistible million dollar offer (**M.D.I.O**) that you can scale to 7-Figures & beyond and people will feel like an absolute f&*king idiot for not buying! LOL! 😊

This is the **SUPER POWER** of the INFINITE VALUE FORMULA!

Below is a diagram to explain this in more detail...

How To Calculate Value Using The Infinite Value Formula!



STEP #1 - BIG PROBLEM DIAGNOSIS! (*Brain Storm & Make A List*)

So, the first step of the Infinite Value Formula is mapping out ALL the problems that your customer / client may come across when they embark on the journey of moving away from the pain that they are suffering with towards a life of more pleasure!

If you've ever watched the movie *Wolf of Wall Street*, at the end of the movie Leonardo DiCaprio who plays Jordan Belfort asks members of the audience in the room to "Sell Me This Pen!"

All the people that try to sell the pen, start talking about the features, benefits and advantages before asking whether or not he has a problem and a need for a pen in the first place!

For your offer to have intrinsic value there first needs to be a clearly defined **BIG PROBLEM** that your offer can **SOLVE!**

People have to **WANT & NEED** what you're selling. They must genuinely want & need to solve the problem that your offer can provide a solution to! If they don't have the problem / pain, then there is no **DEMAND!**

For example: Before I created the offer you are currently going through now (***The Client Acquisition Accelerator***) I mapped out all the problems on a piece of paper that I personally went through over the last 7+ years online!

The **BIG PROBLEM** was clearly defined as... **CLIENT ACQUISITION e.g. generating a consistent flow of high-ticket clients!**

Notice how the name of the offer is tied into the BIG PROBLEM?

Now there we're other micro problems like...

- Picking a niche
- Creating an offer
- Mastering mindset
- Driving targeted traffic
- Generating leads
- Booking qualified appointments
- High-ticket sales
- Sales conversion etc

All of these sub problems are solved within the offer you are currently going through and ultimately help you with the BIG PROBLEM (*Client Acquisition!*)

If you already have experience within your niche... you can ask the following questions to your subconscious mind:

"What big problems did I overcome when I started on this journey towards the end result?"

"What did I struggle with?"

"What were my biggest frustrations and failures that I overcame?"

Research... brain storm and make a list of ALL the problems on the right side of the page using the **problem > feeling > solution spreadsheet** during step #2 which I will share with you in a moment.

You should have a list of at least 15-20+ problems!

Then highlight the top 7 BIG PROBLEMS

Then circle the number #1 biggest problem. This is the problem your whole offer is going to be built around!

If you don't have experience within your niche yet.

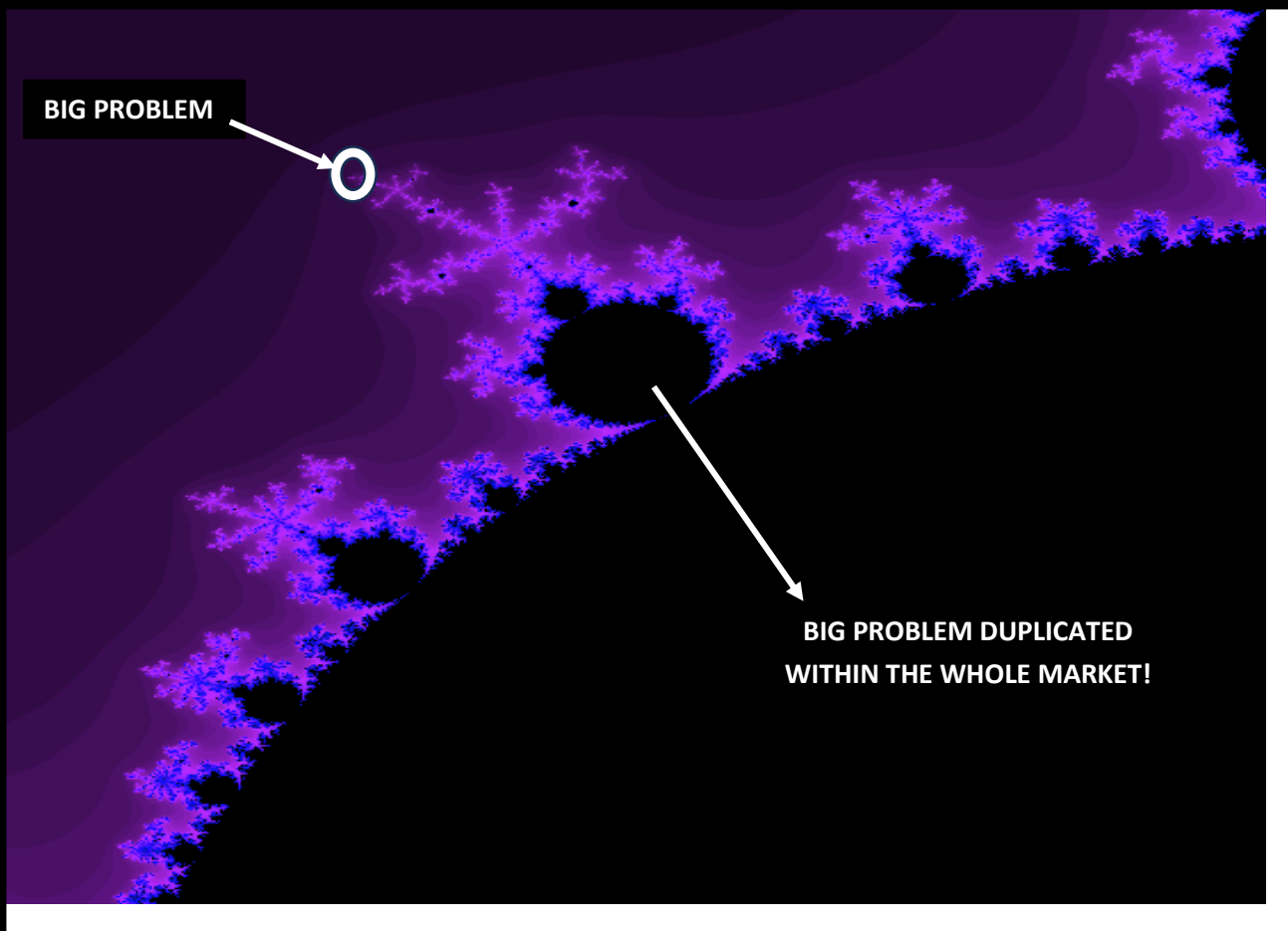
You're going to have to do some deep research to figure out all the main problems within your market which I taught you how to do inside module #1 when you mapped out your niche + core client avatar so refer back to that information in your thesis notebook!

You can also use A.I (*Chat GPT & Google Gemini*) to help you + do market research by finding targeted Facebook groups & having conversations over the DM's or on calls with the people within your market.

Ask these people what their biggest challenges are and make notes. Get **FEEDBACK** from the market. When you've spoken to 100 - 300+ people you will start to notice **common denominator patterns** in relation to the problems!

Problems within a market work like a **FRACTAL!**

Fractal Definition = a geometrical figure / shape, each part of which has the same statistical character as the whole.



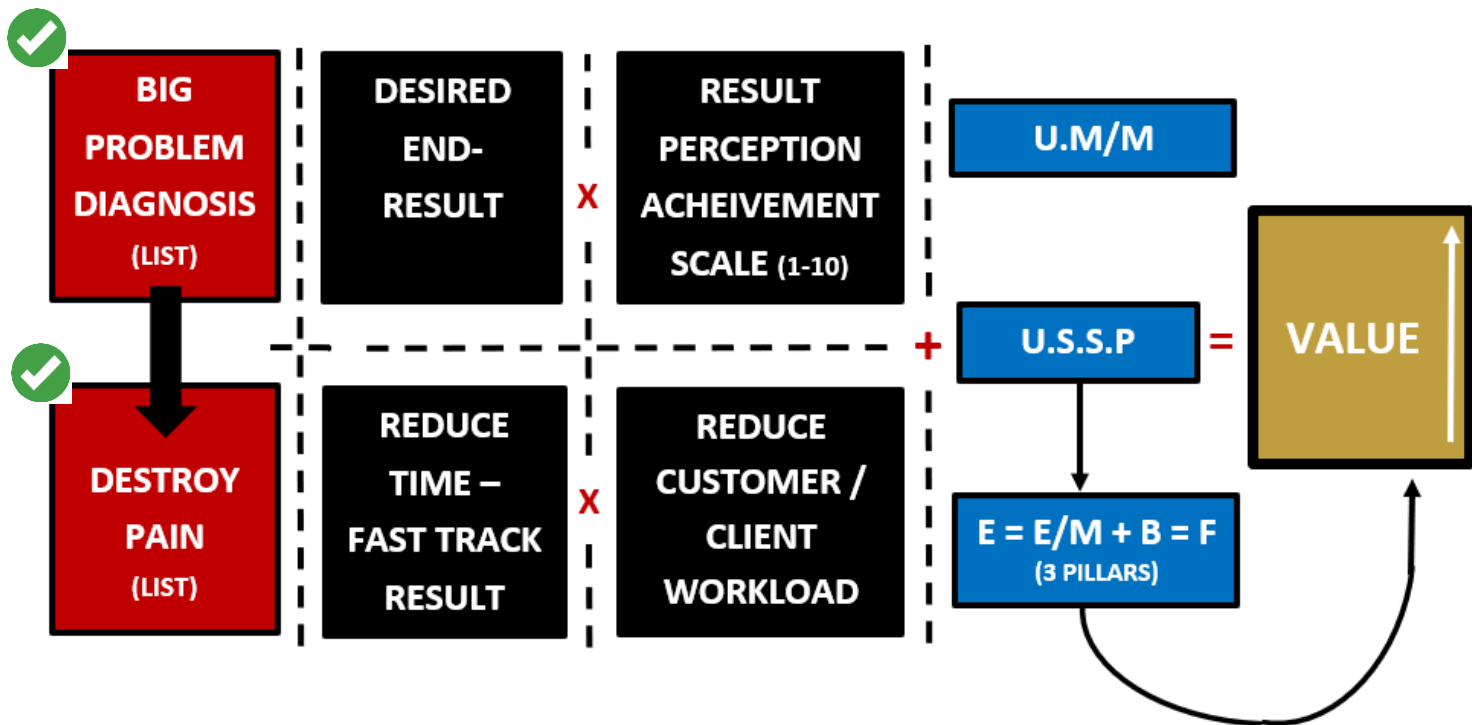
Which means if there is the same common problems that keep popping up there's a very high probability that EVERYONE within the specific market is currently suffering with the same problem or has suffered with it in the past!

Take the market I operate in... All online business owners that sell services, coaching, consulting or courses are suffering with customer / client acquisition or have suffered with it in the past. Make sense?

We will talk more about market place problems during phase #5 of this module and how they interlink with your offer value and your U.M/M (Unique Mechanism / Method)

Let's move on together to...

STEP #2 – DESTROY PAIN! *(Brain Storm & Make a List)*



So, now that we've listed the market place problems, now we need to figure out 2 things:

- 1) How does the specific problem make the client FEEL when they experience the pain?
- 2) How can I brainstorm ideas to destroy the pain and SOLVE it for the client with quick fire solution statements!

I will show you examples of how I do this in a moment so you can model.

Before I do that for you... lets first go over the **4 KEYS** to destroy the pain your clients are going through when creating value for your offer.

- 🔑 1) **Deeply Understand Your Clients Pain:** Actively listen to your client's painful problems and empathize with how its making them **FEEL** when talking to potential clients over the DM's & the phone!

I've done thousands of sales calls, during every call I am taking notes, after the call the problems and pains each individual prospect is struggling with, gets added to a spreadsheet which gives me data to improve my offer over time... as well as understand my niche market and core client avatar better. Start doing the same!

- 🔑 2) **Clearly Highlight Benefits:** Articulate how your solution solves their problem which will destroy their pain. All the benefits of your offer should be tied to individual pain points!

- 🔑 3) **Address Objections Before They Even Have An Opportunity To Buy:** Anticipate reasons why they may not buy before they even get the opportunity to tell you when closing a sale and relate the pain they are feeling into the objection. This is super powerful. *(I will show you exactly how you can do this during module 4 of C.A.A! (7-Figure High-Ticket Sales Secrets)*



4 - Leverage My Dynamic Problem > Pain > Solution System:

This concept is something you can leverage as you advance and have a deeper understanding of your market. When creating your offer each step of the product / service should follow a linear process that creates a clear and simple path for the customer / client so they can achieve the end result.

Similar to how I've laid out the modules inside of the Client Acquisition Accelerator course that you are currently going through.

Each module solves a specific problem / pain and builds upon its self to help you overcome the **BIG PROBLEM > CLIENT ACQUISITION!** Resulting in you achieving the end-result if you take action!

However, some customers / clients that are a bit more advanced may only have 1 or 2 sub problems they are struggling with. So, during sales calls or closing over the DM's I figure out their EXACT PAIN / PROBLEM and I LASER FOCUS on how I can help them overcome that with my offer by positioning it as the ultimate differentiated solution.

When you have a deep understanding of your market you can develop a...

DYNAMIC PROBLEM > PAIN > SOLUTION BANK!



PROBLEMS	DESTROY PAIN	
	HOW DOES CLIENT FEEL?	QUICK SOLUTION
Business Market Example	→	
BIG PROBLEM = Client Acquisition	→ Annoyed & Frustrated	C.A.A Course / Coaching / DFY Service
Struggling To Get Targeted Traffic & Leads	→ Tired & Confused	Traffic + Lead Gen Training + DFY Ad Copy
Not Booking Qualified Appointments	→ Stressed & Burnt Out	Appointment Setting Scripts & Psychology
Offer Not Converting	→ Worried & Discomfort	Proven Offer Optimization DFY
Unable To Close Sales Over The DM's & Phone	→ Failure	Proven Sales Training + Framework + Scripts

This a 1-page document or spreadsheet that lists all the problems and pains your core client might be experiencing.

Example:

Client A hops on a strategy call with me and is making \$3k-\$5k per month.

I know from experience that I am going to have to walk them through the linear process step by step to help solve each micro problem / pain to help them get the end-result they desire!

Client B hops on a strategy call and is already making \$50,000+ per month.

They tell me that they are struggling with booking qualified appointments by themselves.

Its taking way too much of their precious time and they need an appointment setter + an optimized funnel to automate their sales conversion process!

In this case I would only focus on solving the specific problems / pain points they've expressed to me. I can briefly go over the linear process step by step from start to finish if they ask, but only if they ask!

Make sense?

My **dynamic problem > pain > solution system** that I created for my business allows me to **CUSTOMIZE THE OFFER** to solve the exact PROBLEM & PAIN they are suffering with in the present moment!

As you develop and gain more experience within your niche, I advise you to do the same because you'll convert a lot more customers and clients into CASH!

Okay, now were going to answer the 2 questions from the start of step #2 by brainstorming and listing.




















- **How does the specific problem make the client FEEL when they experience the pain?**
- **How can I brainstorm ideas to destroy the pain and SOLVE it for the client with quick fire solution statements!**

Here is access to the **Problem > Feeling > Solution Spreadsheet**.

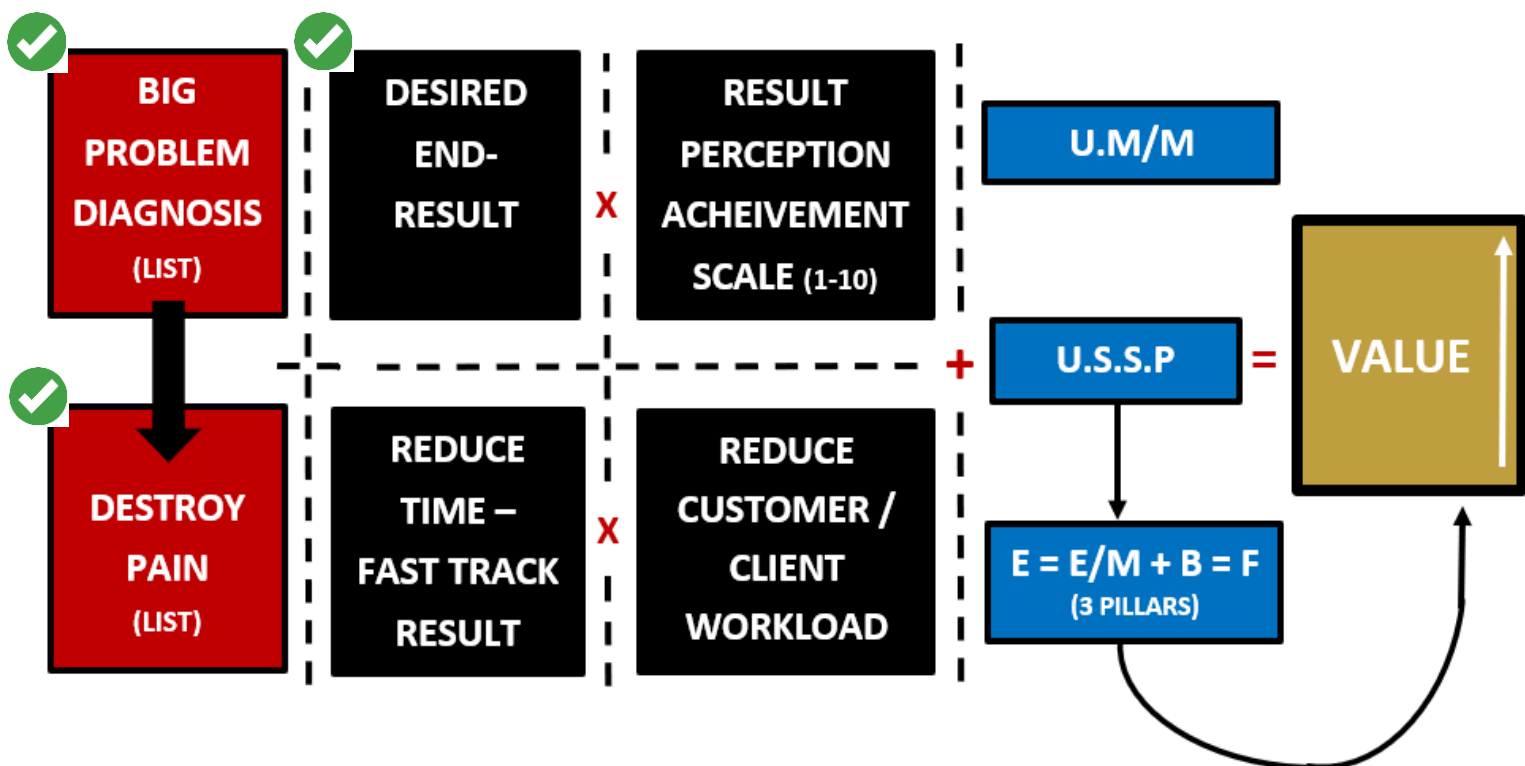
Print or draw this out in your thesis notebook and list 15 – 20+ problems, the client avatar feeling states related to the problem that causes pain and the quick-fire solutions.

I've listed the big problem + 4 micro problems in the online business market as examples so you can get some ideas flowing and model how I do it.

PROBLEMS	DESTROY PAIN	
	HOW DOES CLIENT FEEL?	QUICK SOLUTION
Business Market Example		
BIG PROBLEM = Client Acquisition	➔ Annoyed & Frustrated	C.A.A Course / Coaching / DFY Service
Struggling To Get Targeted Traffic & Leads	➔ Tired & Confused	Traffic + Lead Gen Training + DFY Ad Copy
Not Booking Qualified Appointments	➔ Stressed & Burnt Out	Appointment Setting Scripts & Psychology
Offer Not Converting	➔ Worried & Discomfort	C.A.A M2 + Proven Offer Optimization DFY
Unable To Close Sales Over The DM's & Phone	➔ Failure	Proven Sales Training + Framework + Scripts
	➔	

STEP 3 - DESIRED END-RESULT!



So, the next thing I advise you to do is figure out your target niche markets **desired end-result** that your offer can help them achieve!

The end-result is the 3rd lever that you must map out for the other 6 levers of the **INFINITE VALUE FORMULA** to be built upon!

We've built the foundation by mapping the problems, the pain that customers / clients feel, and we've brainstormed some ideas on how to provide solutions to the problems!

By doing this first stage **you and your offer becomes more valuable** within the eyes of your target market because they will start to **BELIEVE** that you understand them and their problems better than they understand them their selves! This creates the first stage of **EXPERT AUTHORITY MARKET POSITIONING!**

Now, we will talk more about the end-result in the next phase of this module! (**PHASE #5 – Creating Your Irresistible Million Dollar Offer = M.D.I.O**)

However, without a defined end-result that you can help your clients achieve + sell them on... your offer will become a commodity and struggle to make sales!

When entering any niche market, you'll need to do some research to figure this out.

You can find targeted Facebook groups & congregations online with your target market inside and ask them what they want to achieve.

This can be in the form of posting a question in the group or direct messaging people within the group. Gather the data and decide based off the data that you collect!

The longer you have been in a niche market by gaining experience with leads, customers and clients, the easier it will become to nail down a solid...

END-RESULT

...that you will use in your...
...MARKETING MESSAGE!

If you have a list of email subscribers, you can also survey them to figure out the desired end-result! Or email them and tell them to reply back to you by asking what they truly want to achieve! The more data you can gain around the desired end-result your core client avatar wants to achieve the better!

When I operated in the high-ticket affiliate marketing space, because I wanted to hit 7-figures I assumed the rest of the market wanted to achieve the same.

However, when I emailed my list asking the market what they wanted to achieve... 70% of the feedback and email replies said they wanted to **make \$10,000 per month so they could live a life of more time, location and financial FREEDOM!**

Researching, gathering real data and feedback from the people in your market is crucial for your offer to convert.

Because when you know what the consensus that the market desires, all you have to do is create an offer that fills the gap and SELL THEM on achieving the desired end result!

Many of you going through this training program will already have been in your market for a while, maybe even years so you should already know what the desired end-result that your offer can provide because it may well be the same end-result you were striving for when you first started your journey by entering your specific niche market / industry.

If you've been in your niche market for longer than 1-3 years and you don't know the end-result you are selling your clients on ask this following question!

*“When I First Started Out On This Journey,
What Is It That I Wanted To Achieve?”*

Write ALL the answer in your notebook that come to mind.

Here's some examples of the emotional desired end-results within the big 3 industries to get some ideas flowing...

- **To increase confidence!**
- **To increase security!**
- **To have more time freedom!**
- **To travel more!**
- **To increase wealth & profits!**
- **To improve health & get fit!**
- **To lose weight!**
- **To build muscle!**
- **To create freedom!**
- **To improve business + get more customers & clients!**
- **To help family!**
- **To improve relationships!**
- **To find my soul mate and fall in love!**
- **To find my perfect partner!**
- **To feel more empowered!**
- **To feel like I'm making an impact and a positive difference in the world!**
-

If you're in a different industry compared to the 3 big billion-dollar industries which are:

- 1) **Make Money, Business & Wealth Creation**
- 2) **Health, Fitness & Weight Loss**
- 3) **Relationships & Dating**

You'll need to do extra market research to figure out what your specific market wants and then give it to them by creating the BEST OFFER you can possibly build that can deliver the end-result!

You then sell the end-result not the product, program or service.

The offer is then **POSITIONED** as the **VECHILE** to help them achieve the end-result! Make sense?

We will talk more about this next point in a future section of this module. However, when you have figured this out, you'll then want to map out the...

Micro Results To Help Get The Client The End Result!

For example... The main end-result that you desire after going through the **Client Acquisition Accelerator...** my **90 Days Get Clients Accelerator** or my **7-Figure Coaching + DONE FOR YOU Funnel & Business Infrastructure Build** program is...

CLIENT ACQUISITION (Consistent Flow of High-Ticket Clients!)

...and make...

- \$10,000 - \$30,000 per month if you're a beginner & just getting started!
- \$100,000 per month if you're at the intermediate level!
- \$300,000 - \$500,000 - \$1M per month if you're more advanced!

...so you can work in your '**Zone Of Genius**' & Live The CEO Millionaire Lifestyle of More **FREEDOM!**

For that to happen we must help you achieve the **micro results** (*solutions to the sub problems you are currently suffering with*) so you can achieve the end-result over a specific time horizon...

Here's some examples of the micro results for C.A.A so you can get some ideas for when you create your own MILLION DOLLAR OFFER!

- 1) **More Qualified Traffic! (Organic + Paid Ads)**
- 2) **More Qualified Leads!**
- 3) **More Qualified Appointments / Strategy Calls With Serious Clients!**
- 4) **Optimized Million Dollar Offer!**
- 5) **Optimized Sales Funnel That Converts!**
- 6) **Proven Follow Up Process!**
- 7) **Improved Conversion Cycle = More High-Ticket Sales!**
- 8) **Business Infrastructure & Growth Thesis!**
- 9) **A Strong Millionaire Mind-set + Results & Success Principles > Activate your creative GOD MIND!**
- 10) **Hiring A-Player Appointment Setter + Sales Rep!**
- 11) **Automation Systems To Leverage Your Workload!**
- 12) **Optimize Time FREEDOM To Work In your 'ZONE OF GENIUS' Instead Of Non-Revenue Producing Activities + Live The CEO Millionaires Lifestyle!**

This all leads into solving the big problem the core customer avatar / market is suffering with so you can use your delivery mechanism to help the client achieve what they want to achieve!

SECRET PRO TIP - Show progress on the journey to the end-result – get your clients smaller wins / micro results early on in your program / offer! Preferably in the first couple of weeks, this will reduce churn rate and keep clients happy & motivated because they are making progress which is directly linked to happiness!

For example:

During the first week (*module #1*) of C.A.A... at the end of the training I gave you some FAST ACTION STEPS to take if you're a beginner & if you're a bit more advanced.

The action steps I gave you have been **PROVEN** by myself and my previous students to **GET RESULTS FAST!**

If you apply them **consistently** which you should be doing as you go through the training modules IF you already have an offer to sell you'll have the potential to get some fast results flowing in!

I also know some of you inside this program will already be making \$10,000+ per month and you are looking to GROW profits!

One of the main reasons I made module 2 about how to create a MILLION DOLLAR OFFER is because if you're already driving some traffic, getting leads, booking appointments, making sales & getting some clients!

A few tweaks to your **OFFER** by increasing the **VALUE** & increasing the **PRICE** using the **INFINITE VALUE FORMULA** can dramatically grow your profits and scale you up to \$30,000 - \$50,000 and even \$100K per month very rapidly resulting in a WIN-WIN relationship for both of us!

This **increases the SPEED** & **reduces the TIME** that which you get results, which we will talk about during step 5 of this formula!

When creating your offer keep asking the following 2 questions to your sub-conscious mind...

“How Can I Get My Clients FASTER Results?”

“What Specifically Can Help My Clients Get FASTER Results?”

Clients Will Happily Pay High-Ticket Prices If You Can Get Them FAST RESULTS As Opposed To Giving Away Something For FREE That Takes 6 - 12 Months To Get

RESULTS!

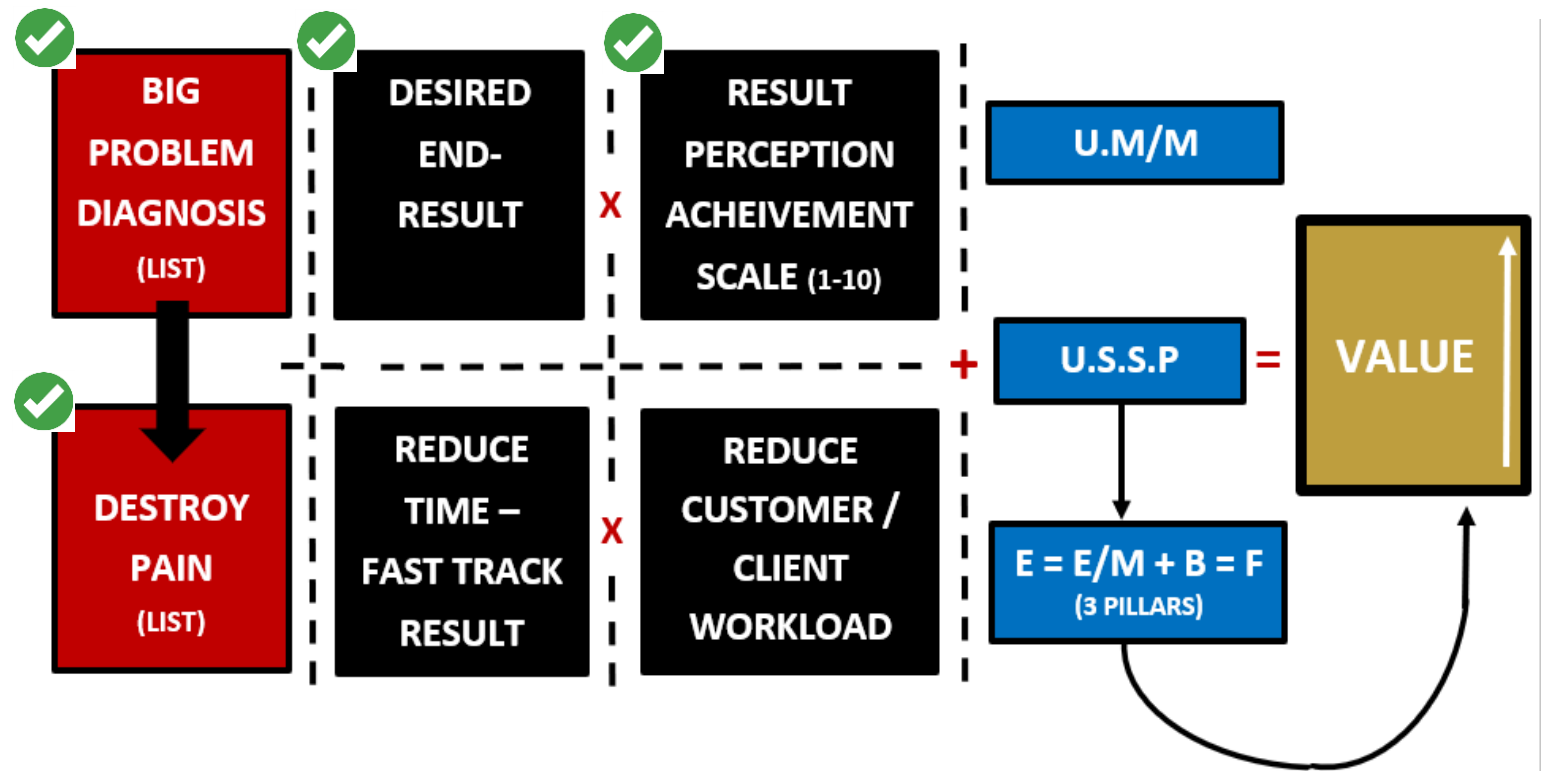


“MONEY LOVES SPEED!”



If you can create an offer that's dialled in, in relation to getting the desired end-result the client wants, and you **increase the speed** that which they get their first result using your program / service you have **automatically increased the VALUE** of your offer!

STEP 4 - RESULT PERCEPTION ACHIEVEMENT SCALE! (1-10)



Great, now we've figured out the **end-result** your offer can provide + talked a bit about the **micro results** and how **money loves speed!**

Next, we need to think about the **PERCEPTION** your leads & prospects have in relation to...

- 1) You!
- 2) Your Offer!
- 3) Your Company / Brand!
- 4) Their Ability To Achieve The End Result They Desire With Your Offer...

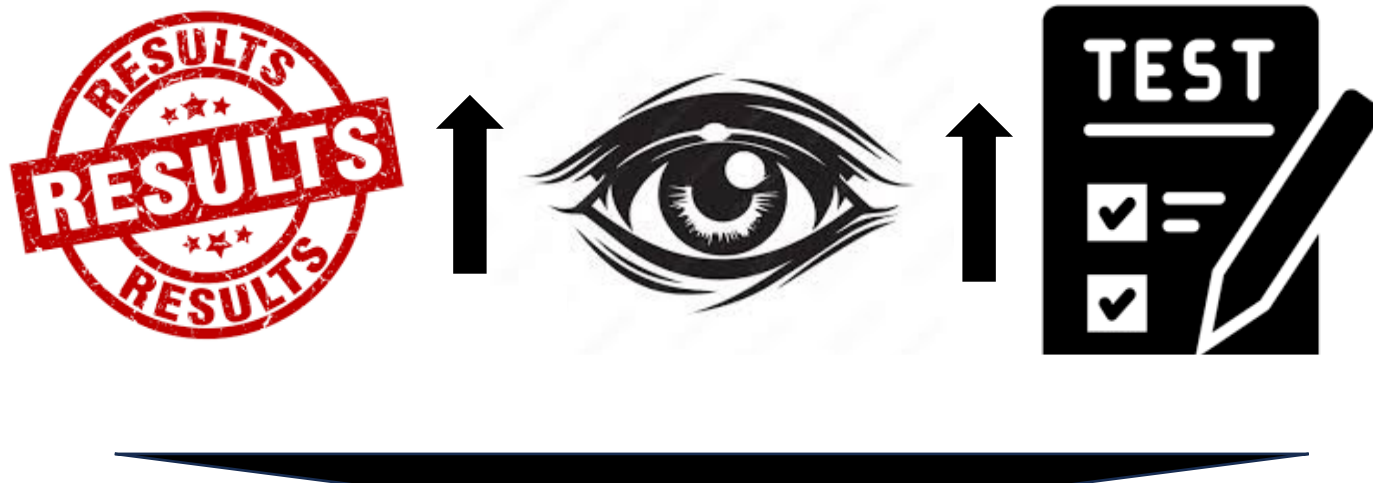
For your offer to become a million-dollar irresistible offer it must pass the test on the 5 component levers of the Result Perception Achievement Scale!

Below are the 5 offer components you'll want to showcase in your marketing to increase your core customer avatars perception of achieving the end-result.

When you improve each component lever you increase your ability to sell your offer and it becomes easier and more effortless as you grow! This is due to the **C.A.L.V.O FLYWHEEL EFFECT** taking off! (*More on this in a future module*)

"Result Perception Achievement Test!"





The 5 Component Levers...

- 1) **Proof of Concept – A Clear Action Plan To Achieve End-Result!**
- 2) **Social Proof – Written + Video Testimonials From Customers & Clients!**
- 3) **Proof of Results - (Your Results + Clients Results!) Authority, Positioning & Credibility!**
- 4) **Done For You Component(s) To Increase The Speed & Decrease Time It Takes To Get The End-Result + Reduces Complexity For The Client!**
- 5) **Does Your Offer Decrease Effort & Workload For The Client?**

When you score high on each of these **5 Component Levers...** leads and prospects will have a high **PERCEPTION** around the **3 Pillars** by default which are...

- 1) **YOU** as a trustworthy **EXPERT** that can help them!
- 2) Your **OFFER** – The **VEHICLE** to get the client the end-result!
- 3) Your **COMPANY / BRAND** – The Market Place **POSITIONING** + **PROOF** Device!

An offer that has a clear proof of concept + action plan to get the end-result... loads of social proof with people saying good things about you and your offer... amazing proof of results from yourself and others that have gone through your program...

...with all the work done for the client to reduce the time it takes to get the end-result + decreases the effort and workload is the...

ULTIMATE PERFECT MILLION DOLLAR OFFER!

For example...

If I was a magic genie and I gave you your dream business that was making multiple 7 or even 8-Figures per year using automation systems + a team of A-Players to run the business for you that was making a real difference in the world and creating a massive POSITIVE IMPACT ... by clicking my fingers WITHOUT you doing ANY of the work...

...completely **DONE FOR YOU** + I had 5000 video testimonials, amazing results to showcase from clients and clear proof of concept / action plan to help you grow would you buy that for \$10,000 or even \$100,000?

Of course, you would.

You would be stupid not to, right?

This is how you want your leads to feel when they say no to buying your offer!

They must feel bat sh*t crazy for saying no because your offer is so god damn amazing and provides an insane amount of real value compared to the price... even when raising your prices!

They have to perceive that your offer is the vehicle that is going to make everything work for them, even if they've failed in the past and then you have to deliver!

And when they don't buy, they must **EMOTIONALLY FEEL** like they've missed out on the opportunity of a lifetime to get the end-result they deeply desire!

Even if they don't buy at the 1st, 2nd or even 3rd point of contact... I'm going to teach you my proven follow up process to convert them over time in the latter modules of C.A.A!

Now obviously this magic genie offer example I just mentioned is crazy & exaggerated but you get the point!

Your goal when creating an offer is to improve each of the 5 components to get them as high as possible and scoring them out of 10!

- **The magic genie offer would score 50/50!**
- **A terrible offer would score 0-5 out of 50!**

Be 100% honest with yourself when doing this if you have an offer already that can be run through the test because if you're not you're only cheating yourself!

Most people have bad or mediocre offers which makes it hard to sell because the value proposition is simply not there & leads and prospects PERCIEVE the offer in a negative way!

This is why I advise you to start off with a DONE FOR YOU offer to begin with if your niche allows you to do so!

Because it forces you to get proof of concept at a much faster rate, its way easier to sell because it decreases the workload and time required for the client and it enables you to get faster & better RESULTS! You will also level up you SKILL level 10X compared to someone who's not in the trenches doing the work!

Plus, over time it improves social proof giving you written & video testimonials that you can use in your marketing to increase the **perception of achievement score** for your offer.

An offer that scores 10 out of 10 for each of the 5 components is the perfect offer.

We're going to do this test together during the action steps at the end of this module. However, if you have an existing offer already... stop what you are doing and score your offer based off the 5 components we have just talked about!

When you've optimised each of the 5 component levers, you'll automatically increase the perception of your qualified leads that are on the fence to buying by cementing in their minds that your offer is the vehicle to help them achieve the end-result that they desire. Which increases the value of your offer and makes it easier to sell.

This in essence puts you into a category of 1 with blue ocean niche **POSITIONING** which means you can raise your price based off real value and wipe out your competition!

Not only that, like I mentioned before... these 5 component levers ... causes the **C.A.L.V.O FLYWHEEL EFFECT** to initiate as time elapses!

Meaning with each customer / client that gets results via your offer, your expertise and your help the more irresistible your offer becomes in the minds of your leads and prospects who are on the fence thinking about making a purchase due to an increase in SOCIAL PROOF that you can use in your marketing!

Here is access to the **Result Perception Achievement Test Template**. Print or draw it out in your thesis notebook and rate your offer on each component lever out of 10, write a short paragraph answering each question, then add up your total score!

If you don't have an offer created yet, just write a short paragraph statement in the boxes below on HOW you think you can increase the PERCEPTION of your potential future clients in relation to each component so they can increase their belief of getting the end-result they desire with your new offer.

1

Proof of Concept – A Clear Action Plan To Achieve End-Result!

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

What Is My Proof of Concept / Action Plan To Help Customers / Clients Get The End-Result?

2

Social Proof – Written + Video Testimonials From Customers & Clients!

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

How Many Video Testimonials Do I Currently Have? How Can I Get More Social Proof?



3



Proof of Results - (Your Clients Results + Your Results!) Authority, Positioning & Credibility!

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

How Can You Showcase Your Customers + Clients + Your Results Within Your Marketing?

Blank space for notes.

4



Done For You Component(s) To Increase The Speed & Decrease Time It Takes To Get The End-Result + Reduces Complexity For The Client!

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

How Can I Add Done For You Components To Increase Speed, Decrease Time & Reduce Complexity?

Blank space for notes.

5



Does Your Offer Decrease The Effort & Workload For The Client?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

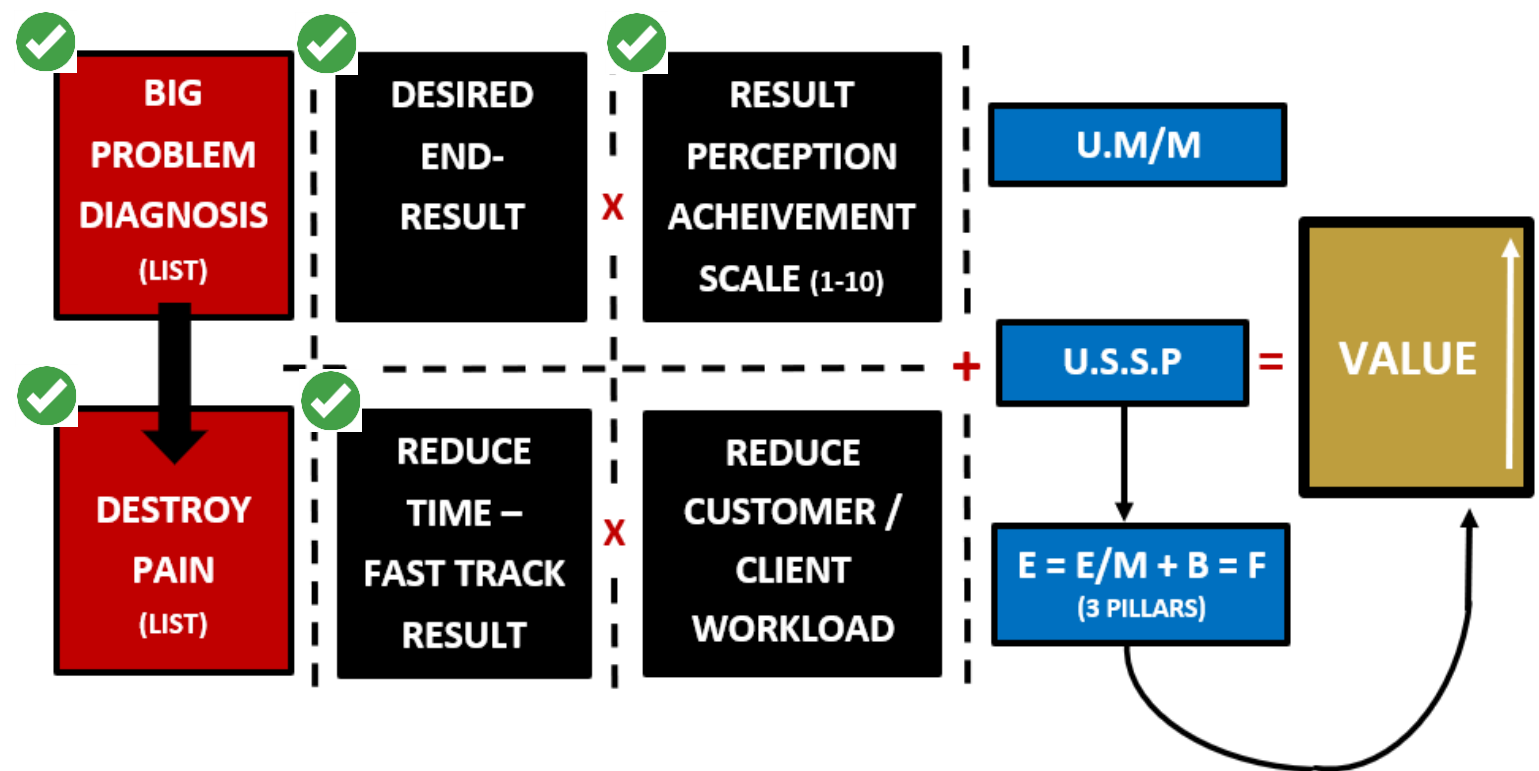
What Can I Do To Decrease The Effort & Workload For The Client To Help Them Get The End Result?

Blank space for notes.

Total Score

/ 50

STEP 5 – REDUCE TIME – FAST TRACK RESULT!



Awesome work, we've just covered how to increase the "perception of achievement" for your leads & prospects so they can **gain confidence & clarity in buying your offer** & getting the end-result they desire!

The next stage is figuring out ways to **REDUCE THE TIME** it takes to get the end-result for the client. This leads us onto...

THE POWER OF THE... "FAST-TRACK" METHODOLOGY!"

Many people nowadays are suffering from an **instant gratification mentality**.

If you want something to eat... call "Just Eat" and food gets delivered rapidly.

You want to go somewhere... you can call an Uber.

You want to buy pretty much any item on planet earth... go to Amazon.com and it's delivered to your house the next day.

You want to watch a movie go to Netflix... click a couple buttons and you can watch within seconds!

Do you know one of the biggest reasons why all these companies are worth multi-billions and even trillions of dollars?

They have all implemented the "**FAST TRACK TO RESULT**" methodology and reduced the time it takes for people to get what they want!

FASTER & EASIER infinitely increases the **VALUE** of your offer & your business valuation!

If you can get X result in less time than your competition and you can show real proof, then you can dominate a market.

➤ *Amazon wiped out many brick and mortar stores!*

- *Just Eat wiped out many restaurants!*
- *Uber wiped out many taxi companies!*
- *And Netflix wiped out Blockbuster!*

Why?

Simple...

Because they can **deliver the same result way FASTER than the competition!**

This is the mentality you must have if you want to create a million-dollar irresistible offer in any niche that has profit margin potential!

Now... If you have a...

D.I.Y (Do It Yourself) *course* or

D.W.Y (Done With You) *coaching program* offer the client does the majority of the work!

With a D.F.Y (Done For You Offer) usually in the form of a *service, agency* or growth / scaling equity consulting partner you or your team does all or the majority of the work for the client!

Be aware... with D.I.Y & D.W.Y offers... customers & clients will work at different speeds. I've had clients in the past go through my courses in a couple weeks and get great results, one guy made \$18,000 in 9 days!

Another scaled to 6-figures within months, some have made millions within years!

And then I've also had students take 12 months to go through the same course content and get results eventually.

Everyone is different, everyone's life is different, and people's circumstances affect how fast they get the result they desire due to **INITIAL CONDITIONS** and how serious they are about achieving it.

We will talk more about initial conditions in module 3 (**Millionaire Mind-set + Results & Success Principles!**) Super powerful module!

Even though you should screen and only let quality clients in via your funnel filtering process and your application process you will still have people not complete your program.

And that's ok, try to help them take action and if they don't just focus on the clients that do take action.

You can lead a horse to water, but you can't make f\$&ker drink! LOL 😏

So even though the "**time to result continuum**" is technically outside of our control to a certain extent as business owners & offer creators with D.I.Y & D.W.Y offers.

There are however... specific ways we can help the client **DECREASE THE TIME** it takes to get the end-result by applying the following components...

...Some of these concepts we've touched on briefly but we will go into even more detail so you can understand the true power of the... **REDUCE TIME – FAST TRACK RESULT** concept...

-  1. **Done For You Component(s) To Fast Track Results!**
-  2. **Reduce Complexity & Simplify!**

- 🔑 3. **Onboarding & Expectation Agreement!**
- 🔑 4. **1-3 Weeks To Micro Result!**
- 🔑 5- **Q & A Mechanism – Text Messaging / Messenger Access!**
- 🔑 6- **Coaching Calls (1:1 To Start!) Build For Scale!**

- 🔑 7- **Designated Client Success Coach – Accountability, Support & Guidance!**
- 🔑 8- **Group Coaching At The Scale Inflection Point (1 To Many)**

Ok, lets dive into more detail about each of the constituent parts to help reduce the time it takes for the client to get the end-result...

🔑 1- **Done For You Component(s) To Fast Track Results!**

Offering done for you components into your offer not only helps get the end-result faster for your clients by reducing time due to you helping them overcome complexity, but it also saves them a huge amount of money, effort, and sacrifice!

Done for you is the most lucrative offer you can provide because it massively fast tracks everything and increases VALUE which in essence enables you to increase your PRICE!

For example, if you are running a business online... you could provide a done for you funnel to your clients which easily adds \$10,000+ worth of real value to your offer if it converts.

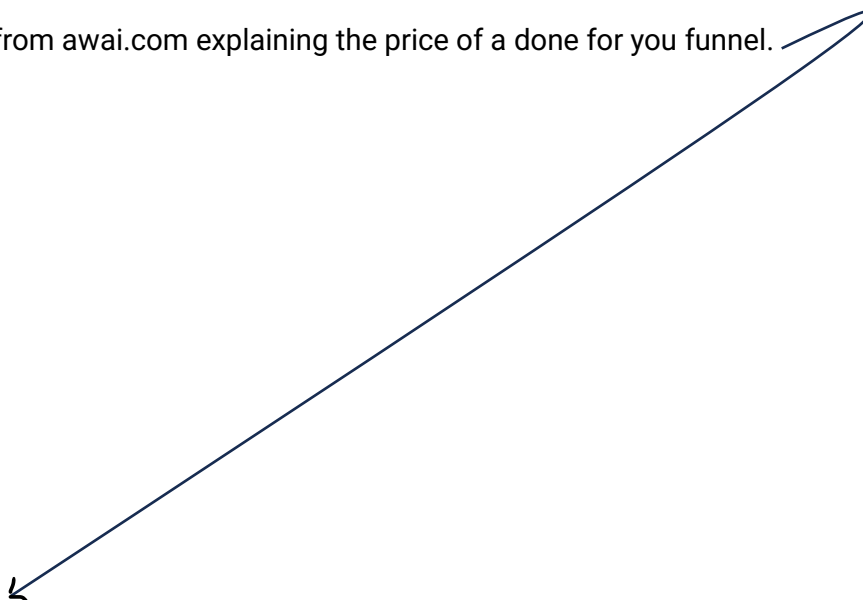
For more complex sales funnels you can charge anywhere from \$30,000 - \$100,000 for a funnel that converts.

With funnels you can also become a growth partner / equity consultant within a company and earn an up-front fee + a % of whatever the sales the funnel makes!

Let's say you build a funnel, and it makes \$2,000,000 over a 12-month period for a company, and you charge \$10,000 up-front and 10% of sales! That's \$210,000 in profit for you from one funnel!

This is the sheer power of offering a done for you component while leveraging the scaling partner + equity consulting model which we will talk about in a future module!

Here's an article below from awai.com explaining the price of a done for you funnel.



Funnel Basics: How Much Should You Charge a Client for a Funnel?

By Jen Adams

This week, we've talked about the value of acquisition funnels, [what basic pieces are included](#), how many different pieces of copy you can write to build one, and how you can multiply your funnel opportunities.

But now it's time for the most important question ... how much should you charge to do this work for clients?

Basic acquisition funnels that include a lead magnet, a main offer page, an upsell, and a follow-up sequence command fees of \$5,000 to \$10,000 in today's market.

Even if you're a beginner.

You can charge more – a LOT more – for complex funnels or if you're a writer with a proven track record.

Let that sink in for a moment.

Inside C.A.A we also give you...

- ✓ **Done For You Organic Messaging Scripts!**
- ✓ **Done For You Emails!**
- ✓ **Done For You Sales Scripts!**
- ✓ **Done For You Copywriting Word Bank!**
- ✓ **Done For You 'All In One' Funnels & Marketing Software! (If you don't have automation software set up already!)**
- ✓ **Done For You Funnel Template!**
- ✓ **Done For You Appointment Setter Ad Example**
- ✓ **Done For You Paid Ads Library etc...**

**DONE FOR YOU
COMPONENTS!**

All of these DONE FOR YOU add-ons helps you get the end-result **FASTER & more EFFICIENTLY while increasing the VALUE of my OFFER.**

It took me 7+ years to figure all this stuff out on my own investing in myself, testing, researching, learning and doing the WORK but you don't have to which instantly adds real value to the program you are currently going through. Make sense?

Another example in the health and fitness industry could be offering done for you meal plans, exercise routines, fitness template tracker etc!

In the dating and relationships niche you could provide done for you pick up lines to land dates, proven tinder messages to get responses etc.

Whatever niche / industry you are operating in...offering a done for you component within your offers be it your D.I.Y offer, D.W.Y offer and obviously D.F.Y offer massively increases value and reduces the time it takes for the clients to get the end-result!

So, think of ideas & ways you can incorporate this into all your offers when creating your I.P.S (*Integrated Product Suite*) as you advance.

And remember when first starting out you only need one DONE FOR YOU offer depending on the niche you are in to scale to 6 & 7-Figures!

We're going to dive deeper into offering done for you components in the customer / client workload section of the infinite value formula where you will see a live case study of my previous done for you offers that made a lot of profit in rapid time!

Next up to reduce time and fast track result is...

2- Reduce Complexity & Simplify!



Awesome work so far...

We have just covered the importance of providing some form of DONE FOR YOU components into all your offers.

By doing this it **instantly reduces complexity & simplifies the process of the client getting the end-result.**

And ultimately **decreases the time it takes** which is the overall goal in this section of the training!

If you are creating a course, coaching program or done for you service offer you must also have a very good understanding **HOW to get the end-result for your customer / client.**

Many of the end goals in the big 3 industries like scaling a business, increasing wealth, losing weight, building muscle, finding your perfect partner etc are not EASY things to do.

They require multiple steps of complexity + new skills that must be learnt and applied. It's your job as an offer creator to **SIMPLIFY** your process so it becomes understandable and actionable for your client.

There are too many mediocre courses and coaching programs out there that are teaching based off textbook theory which have high-ticket affiliate programs attached to them.

And all they do is teach basic marketing on how to promote the same get rich quick system they are currently selling. This then turns into an MLM structured business and over time it implodes in on itself, and people lose a ton of money!

Now although you only need to be 1 page ahead of your client to help them... as you grow you need to be able to have a clear path & **PROOF OF CONCEPT** to helping people achieve what they want and desire.

And the only way to do that is by getting the end-result for yourself and **becoming EXCELLENT at what you do!**

For example, would you hire a personal trainer to improve your fitness and help you lose weight if he or she was extremely overweight. Heck NO, right?

When you become EXCELLENT at what you do, you're able to break complicated constituent parts down into more simplified processes for your clients to follow with **specific & clear action steps!**

I've been through some fantastic courses and programs in the past from top experts in their chosen fields that have been worth way more than the investment in terms of ROI that I made back.

However, it's also crazy in terms of the number of courses I have gone through with bad or average knowledge inside and at the end of each module there were no specific actionable steps to take so I had to figure it out on my own!

Reducing complexity and simplifying comes with TIME, EXPERIENCE and a mind-set of always trying to improve yourself on a daily basis!

This is why I tell you to become great at what you do... get results for yourself and then offer a DFY offer or D.W.Y offer (coaching / consulting) because getting results for yourself is easy, however it's a completely different ball game trying to get results for others with a course!

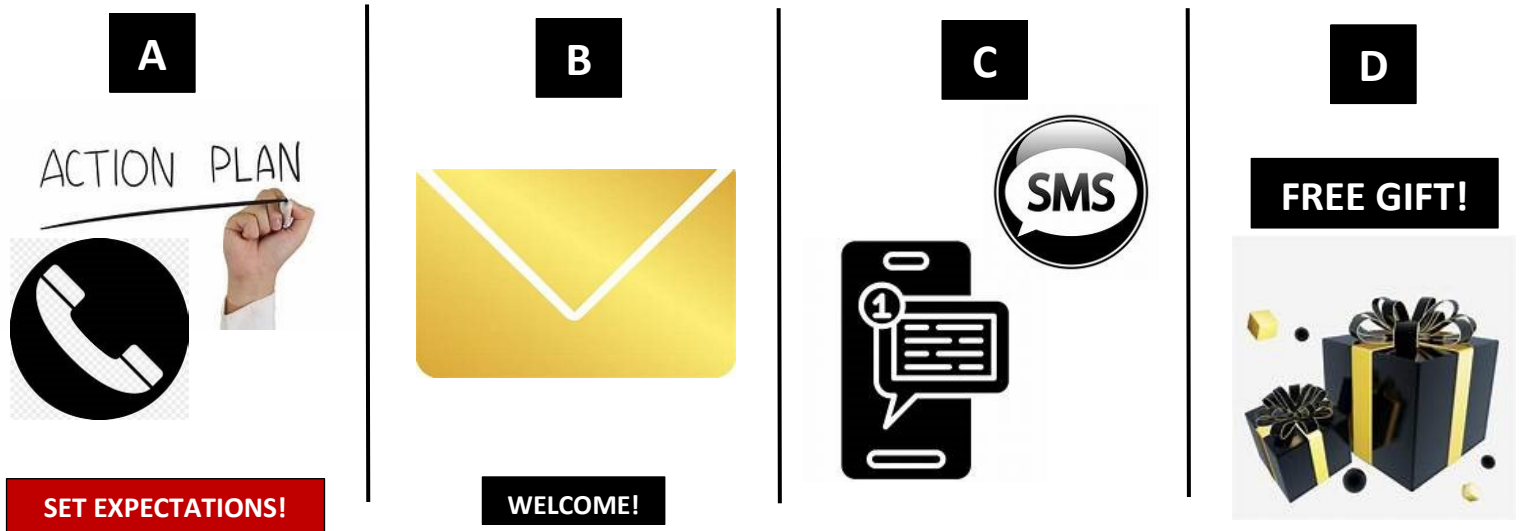
3- Onboarding & Expectation Agreement!



The next thing to implement to reduce the time it takes for the client to get the end-result, is to onboard them correctly into your program and **SET CLEAR EXPECTATIONS!**

Here are 4 TIPS you can apply to improve your onboarding process...

- A) Onboarding Call + Expectation + Action plan.
- B) Welcome Email.
- C) Welcome Message – FB / Instagram / LinkedIn Messenger, SMS Text or WhatsApp.
- D) Optional – Send a Valuable FREE Gift To Your New Client – To Help Fast Track Results + Create Reciprocity & Goodwill!



During your onboarding call you and your client can both set a clear expectation on what the client wants to get out of your program and the exact end-result that they are looking to achieve based on solving their specific PROBLEMS!

Although the end-result each client desires will pretty much be the same providing you have dialled in your niche and created your blue ocean niche positioning.

Each client may have **different problems** their struggling with and expectations when buying your offer.

So, its vitally important for you (*at the start*) or one of your team members (*as you advance*) has a conversation over the phone with them on an onboarding call to get clear on what they can expect.

Without the right expectation from the beginning clients may become unhappy due to unrealistic expectations that they create in their own mind. So, you'll want to nip this the bud on the first call together.

During this first onboarding call you'll also want to create a **CUSTOM ACTION PLAN** which increases value and gets the client – business relationship off to a fantastic start!

The plan must also help them with their specific problems! Sometimes a few tweaks to the '**constraints**' holding a client back can radically improve results.

However, each client will have different problems that they are suffering with to get to the end-result.

Let's say a client called Tim who's beginning his business journey comes into the 'Client Acquisition Accelerator' that you are currently going through and wants to get to this first \$10,000 per month and scale to \$100,000 per month in profit in the future...

And then a more intermediate business owner, coach or consultant called Steve comes in and is already making \$30,000 - \$50,000 per month and wants to scale to \$100,000/month!

Both want to the same end-result which is \$100,000 per month.

However, both Tim & Steve are on completely different timelines in relation to their journey which means they will be suffering from different problems!

Tim the beginner may need help with all of the big problems that the modules can solve... however Steve may already be driving traffic, getting leads, booking appointments but may need some help to dial in his offer and sales process! Make sense?

This is why applying the **4 onboarding tips + the expectation agreement is super important** to help reduce time and fast track results because it gives clients a clear direction on what they need to do and the specific course content they need to access to solve their **SPECIFIC PROBLEMS!**

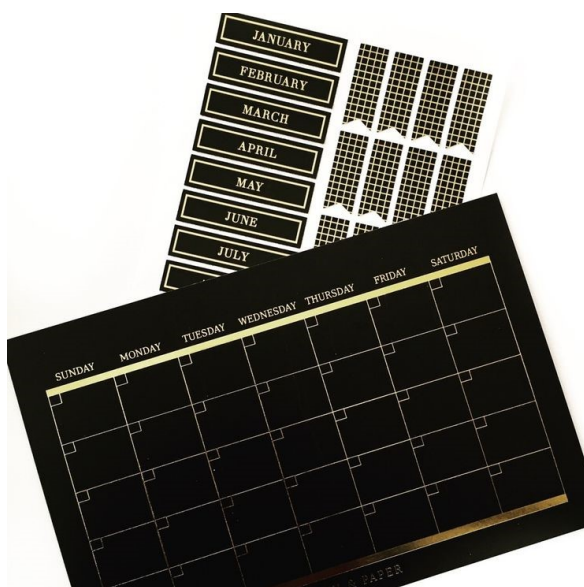
4- 1-3 Weeks To Micro Result!

We touched on this section earlier on in this training module.

Now we will go a bit deeper into this powerful concept because if you master it... it has many benefits and will do wonders for your offer... your clients & your business:

When you implement it... here's some of the benefits you'll experience...

- ✓ **Decreases Churn Rate Which Increases Profits & L.C.V (Lifetime Customer Value)**
- ✓ **Increases Client Motivation & Satisfaction!**
- ✓ **Reduces Your Refund Rate!**
- ✓ **Helps Your Clients Make Fast Progress! (Progress = Happiness!)**
- ✓ **Provides Real Value To Your Client So They Say Good Things About You!**
- ✓ **Improves Social Proof For Your Marketing To Activate The [C.A.L.V.O FLYWHEEL EFFECT!](#)**
- ✓ **REDUCES TIME & FAST TRACK's THE CLIENT GETTING THEIR FIRST RESULTS & THE DESIRED END-RESULT!**



1-3 WEEKS



If you can get your clients a micro result within the first 1-3 weeks of joining your program... our data proves that they will stay as a client and have a much higher probability of completing the coaching program action steps!

This massively improves the chances of them getting the end-result they desire and decreases the time it takes! Which is what we're trying to accomplish here!

For example, inside my previous course for high-ticket affiliate marketers & beginner business owners titled the Online TRAFFIC & CONVERSION Formula students wanted to scale to \$10,000+ per month.

So, I gave them specific action steps to start their OUTBOUND direct outreach campaign in the 2nd module / 2nd week of the course material IF they already had a high-ticket offer in place that they could promote. What I should have done was add it into the first weeks training module.

Many students applied this (*all the copy and messaging was done for them by me + I helped them with the sales process with my team doing all the selling for them.*)

By implementing the micro result mentality... they got amazing results within the days & following weeks of starting the program! A bunch of them made their first ever sales and hit \$10,000 in a single month within 30 days of working with me even when starting from zero dollars!

One student went from \$0 - \$20,000 in his first month with ZERO PAID ADS by getting access to my DONE FOR YOU OFFER and social media conversion messaging scripts!

Another student only completed up to module 4 of the 7 modules from the program in a couple of weeks & then made 18,000 in 9 days! **Then scaled to \$50,000 in a single month!**

The end-result that they desired to achieve was \$10k per month + more FREEDOM and many of them hit that and then surpassed it even before completing all the modules of the program.

This is the sheer tremendous power of helping clients get fast results via empowering them to **TAKE ACTION** using the micro result mentality within your offer!

Now a micro result must... **SOLVE A SPECIFIC PROBLEM FAST!**

This requires you to deeply understand your niche market & brainstorm the best way you can help your clients get those fast results coming in...

It also **interlinks with the DONE FOR YOU component** which we talked about previously.

Having done for you components help clients get those micro results in the first few weeks of your program because they don't have to do all the work themselves!

When creating your done for you components within your offer I advise you to also create a **FAST RESULTS BASED ACTION STEP** section in the first week of your program just like I did inside module #1 of the Client Acquisition Accelerator program.

When thinking about creating micro results for your clients in the first week to third week ask the following question...

“What’s The BIG PROBLEM’s People Struggle With Inside My Niche & How Can I Take Some Of / ALL Of The Technical Work Away From The Client To Help FAST-TRACK Their RESULTS!?”

DFY templates, scripts, done for you campaigns and case studies that customers / clients can get instant access to in the first week work best.

🔑 5- Q & A Mechanism – Text Messaging / Messenger Access!



**1:1 SUPPORT +
QUESTIONS &
ANSWERS!**

The next component to decrease time to end-result is text message support via Phone, WhatsApp or Facebook / Instagram or LinkedIn!

This is where clients can get their **answers** to their **specific questions** in real time, which plays a crucial role in the success of selling online courses, coaching programs or a done for you service, especially at the start so you can gain that initial traction!

It offers a direct and immediate channel for communication between the coach and students / clients, that gives them a sense of accessibility and personalized guidance.

This real-time interaction addresses questions, overcomes doubts, and provides feedback based on the client's situation, enhancing the overall learning / client experience.

Now... text messaging also enables offer creators to send reminders, updates, and motivational messages, keeping clients engaged and committed to their educational journey.

SMS messaging assistance can prevent clients from getting stuck or losing **momentum & motivation!**

Secondly, Q&A text messaging enables coaches, consultants, course creator and service providers to send bite-sized tips, reminders, and customized action plans directly to paying clients.

So, at the start of your journey make sure you **add this key component into your offer to increase the value** of your offer!

However, as you scale this will become problematic so you as the business owner must start becoming very aware of your own time.

As you grow to hundreds of clients it becomes very difficult to give 1:1 text support & time to everyone in your program / offer if you consider all the other tasks you must complete on a daily basis to continue to scale!

So, this is where you'll have to **hire a designated client success manager** which we will talk about in a minute + implement an I.P.S value ladder if you desire to scale with a "Do It Yourself" ... "Done With You" and "Done For You" offers after you have scaled past 7-figures!

And only the clients in your highest-level offer will be able to access you directly via text.

If you don't want to provide 1:1 text support, you can also create a Facebook group or Skool group where members can interact and get the support they need which also decreases the time to get the end-result.

6- Coaching Calls (1:1 To Start!) Build For Scale!



The next component to **decrease time** in relation to the client achieving the **end-result** is...

1 On 1 Coaching Calls.

This significantly reduces the time required to achieve results by offering personalized support. With attention to detail and guidance, clients can bypass common pitfalls and take more direct routes toward their goals.

At the start to build a deeper relationship with your clients I advise to do 1 on 1.

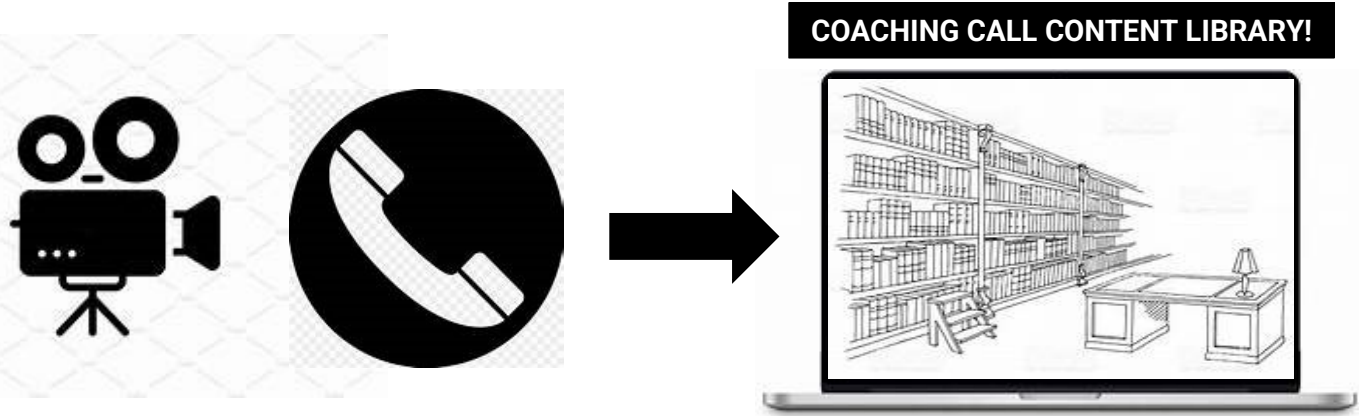
It will allow you to learn more about your niche market, you'll learn about new problems that clients may come up against and it will reduce the time it takes clients to get the result they desire due to intimate 1:1 guidance, coaching, connection and support which =

INTAMACY!

The more **intimacy** embedded into your **offer** the more **valuable** it becomes to the client!

However just like with Q&A text / messenger support this again is simply not scalable! You can get to \$100k - \$400k/Month with 1:1 coaching depending on your pricing structure. However, if you want to scale further, you'll have to make a key business decision which I will talk to you about in a moment.

PRO TIP – Record all your coaching calls so you have a **LIBRARY** of valuable content you can use for future clients!



This was HUGE mistake I made when I first started my online coaching business...

As I did more 1:1 coaching calls with clients I noticed the same problems were popping up repeatedly.

Instead of constantly repeating myself on calls I realised I could just record the coaching call with the client's permission and explain the solution on the call!

Then as other future students ask the same question either via text or on call's I could just send them the recorded video call or direct them to the specific training in the content members hub which started to save me a lot of time!

Now in the coaching, consulting, course creation or done for you service industry starting with 1:1 with your first 30+ clients allows you to identify and prioritize actions that yield the quickest and most effective outcomes, while also offering real-time **feedback** to make immediate **course corrections**.

This focused and tailored approach ensures that clients remain on the most efficient path to success, making optimal use of their time and resources which **reduces time and fast tracks the end-result!**

It also enables you to provide extreme accountability and motivation to further drive consistent ACTION & COMMITMENT from clients depending on what offer you're selling.

In essence, 1-1 coaching is a powerful accelerator when first starting your business, helping clients achieve their objectives in a shorter timeframe than they would through independent efforts.

Here are some of the CLIENT BENEFITS of 1-1 coaching when starting your journey:

- ✓ **Client Personalization & Customization!**
- ✓ **Improved Accountability!**
- ✓ **Expertise From The Coach / Consultant!**
- ✓ **Increased Support and Client Motivation!**
- ✓ **Questions Answered LIVE!**
- ✓ **Faster End-Result Achievement!**
- ✓ **Improved Confidence Building!**
- ✓ **Specialised Skill Development!**
- ✓ **Enhanced Problem Solving & Idea Exchanges!**

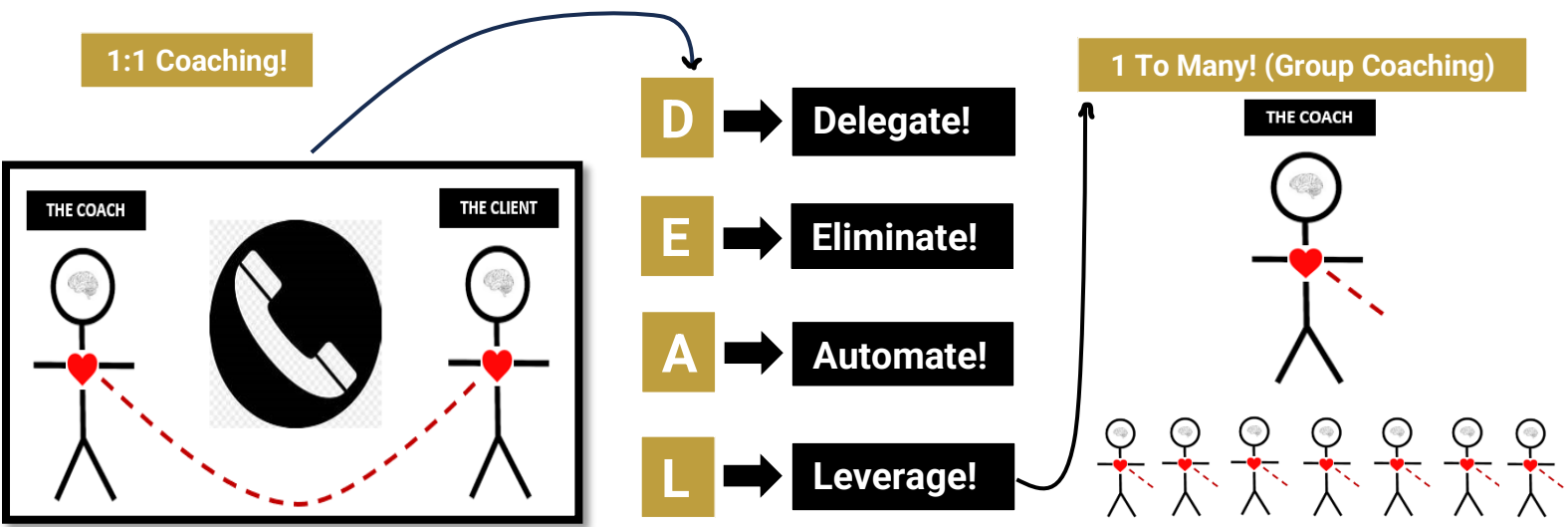
These benefits make 1-1 coaching a valuable resource for professional growth.

However just like before with Q&A text messaging... as you grow past 30+ clients depending on what offer you are selling a BIG problem arises!

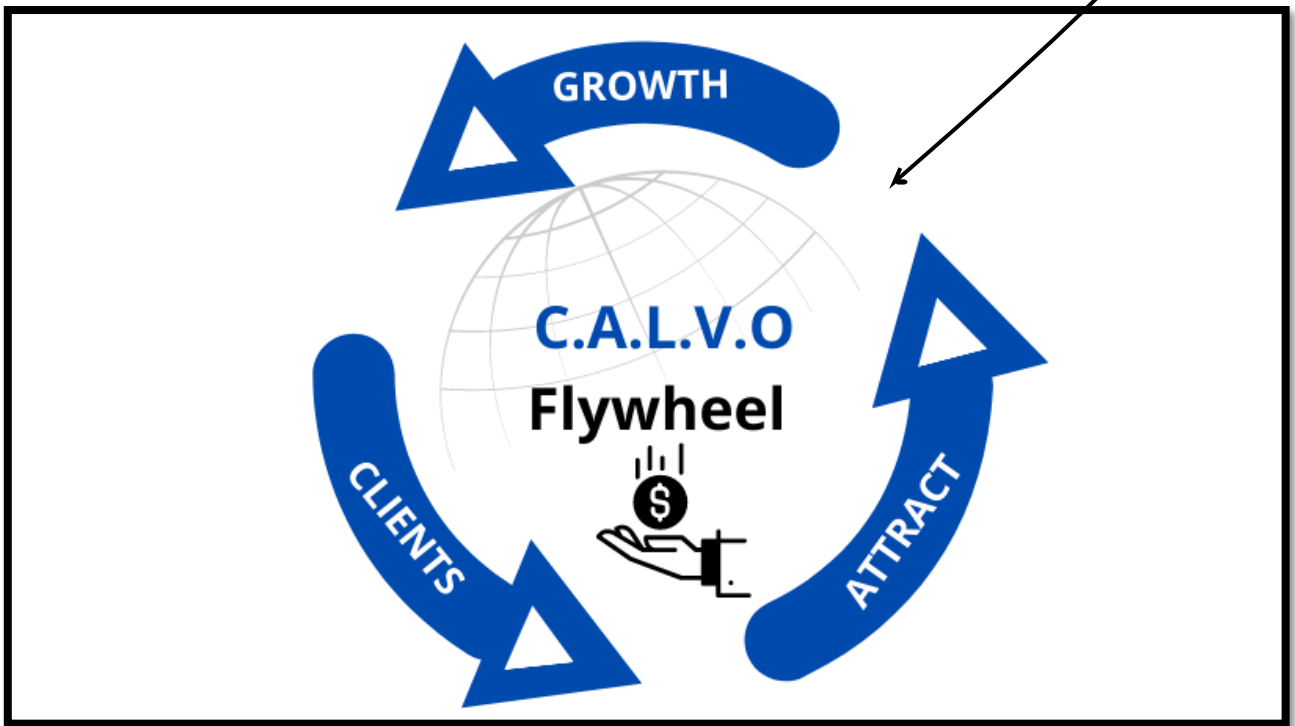
(1:1 DOES NOT SCALE DUE TO THE PERSONAL TIME IT TAKES FOR YOU TO MANAGE & HELP YOUR CLIENTS AT THE 1st SCALE INFLECTION POINT)

So, during the next 2 components of the "REDUCE TIME – FAST TRACK RESULTS" section we will focus on the KEYS to help you create more **LEVERAGE** in your business by applying the **D.E.A.L Method!**

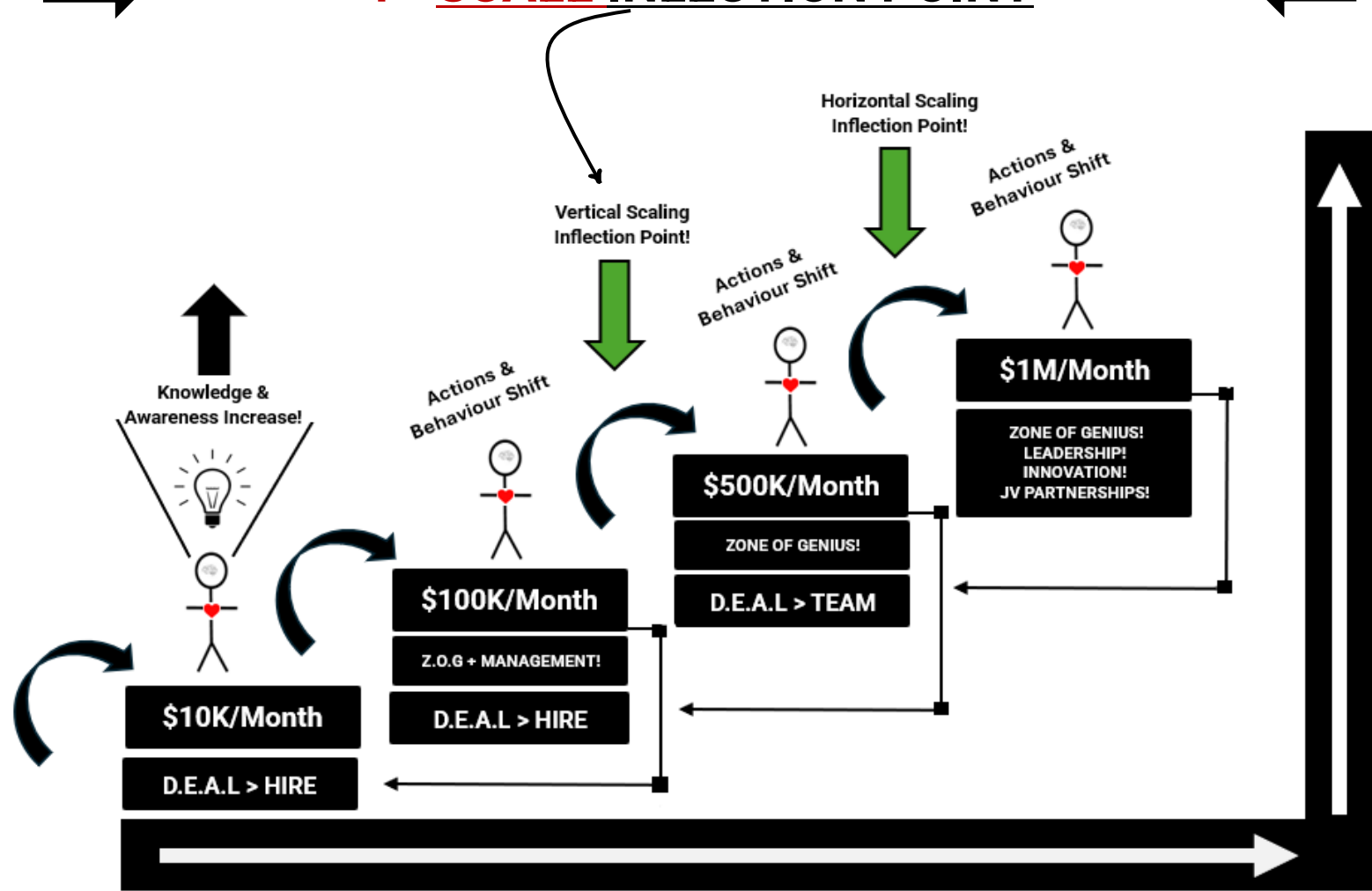
Which stands for...



- D** = Delegate! (To Team Members = HIRE OPT) = (Other Peoples Time!)
- E** = Eliminate! (1:1 Coaching From Your First Offer & Implement Group Coaching!)
- A** = Automate! (Your Specialised Content To Solve Problems & Free Your Time!) (Content Library!)
- L** = Leverage (Your Expertise To Initiate The **C.A.L.V.O FLYWHEEL EFFECT!**)



1st SCALE INFLECTION POINT



7- Group Coaching At The 1st Scale Inflection Point (1 To Many)

When you hit the first scaling inflection point at \$100k - \$400k per month depending on the price of your offer, you have a decision to make!

- Continue with 1:1 coaching but have a cap on the number of clients.
- Develop a 2nd split offer and transition the first offer into group coaching while continuing 1:1 coaching calls with a limited number of clients in your highest ticket offer!

This is where implementing the group coaching model can leverage your time!

Group coaching in business is a powerful strategy you can apply after you have maxed out your 1:1 coaching time with clients, when you have EXPERT status in your specific niche market!

And you can genuinely help people via a truth based proven... **PROOF OF CONCEPT** that's a repeatable process by getting clients the **END-RESULT** they desire.

When you reach the 1st scale inflection point the most value you can provide in relation to your time is offering...

GROUP COACHING!

This is something you should incorporate as you develop your **VALUE LADDER!**

In the form of...

- **D.F.Y OFFER**

- **D.W.Y OFFER**

- **D.I.Y OFFER**

This constituent part of the... "**REDUCE TIME – FAST-TRACK RESULTS** section... combines elements of coaching, guidance, and support in the form of **1 to MANY coaching** as opposed to solely relying on 1 to 1 coaching!

You can still leverage 1:1 coaching calls but only for your highest ticket offer, where you work with your most serious clients!

This in essence helps clients that have purchased the group coaching offer.... focus their attention on the same mission to achieve a similar goal / end-result!

Group coaching allows you to form a **SPECIALIZED UNIT OF CONSCIOUSNESS** working together... very similar to a **MASTERMIND** but without the 1:1... in person ITAMACY ... with all of you working together towards creating a better version of yourselves + better results for EVERYONE in the GROUP by reducing the TIME & fast-tracking results methodology!

During my journey as an online entrepreneur... I have been involved in many coaching programs.

As I speak these words to you... I have been through \$100,000+ worth of coaching, consulting, courses, live events, masterminds & reading books and I am continually investing in my own brain to...

BECOME THE BEST VERSION OF MYSELF!

When I actually think back in time... within this 'present moment' ... It's got me to become more **self-aware!**

Maybe creating this **CLIENT ACQUISITION ACCELERTOR** program for you has been some kind of internal therapy for me! LOL. As long as it's helping you that's all that matters to me! 😊

Honestly... I have read a lot of books! Virtually every morning... for the past 11+ years I have read books about business, mind-set, entrepreneurship, scaling + fitness & relationships for 15 - 30+ minutes when I wake up after I have done my daily meditation or breathwork!

PRO SECRET TIP – Here's what I do... I find the **BEST EXPERTS** on planet earth in relation to their chosen field, and I embody them by reading their books!

Then I buy their courses, pay them for their coaching / consulting... learn... internalise their knowledge... & take massive consistent action!

For every 1 hour of learning I take 3+ hours of consistent massive action implementing what they teach me!

Some things work... some things don't...

And that's okay!

My mindset when investing in myself and my own brain is that... if I get just **ONE SECRET / TIP/ GOLDEN NUGGET or STRATEGY**... that can improve my business or my life...

I'm HAPPY!

And I give myself a 7-10 year time horizon!

Do you see the mindset in terms of how different that is compared to people buying a course and quitting after 30 – 90 days of not getting results!? Obviously, my goal is to help you get results as FAST as possible, that's what this section of the training is all about, right?

But this **LONG-TERM mind-set** (which I'm going to teach you more about in module #3) has allowed me to push through challenges that others simply cannot handle because they f%&king give up to early...

... due to instant gratification thinking instead of **LONG TERM MULTI-DIMENSIONAL THINKING** + the **SYSTEMS THINKING** model that we went over at the start of this module!

We all have so many false beliefs patterns, stories, and life experiences that have happened in the past that stops us from achieving our goals in business & life!

This is why I've had some students go through a previous training program of mine in the past and make nothing because they didn't complete the program modules + action steps while others have made over 7-Figures by implementing the same knowledge!

Why do you think that is?

It comes down to these 3 things...

- **False belief patterns** that have been created in their minds!
- **Past experiences** that stops them from taking action...
- Which has led to the **STORIES** they have told their sub-conscious mind over and over again that has formed...

Those initial **FALSE BELIEF PATTERNS** in which they shape and experience their reality!

Make sense?

Now... I try to relax on Sundays!

But I have read A LOT of books over the years! Reading books is key!

Investing in myself and learning from smart people has led me to SHIFT my belief system at the identity level! It's by far the **BEST INVESTMENT** you can ever make in life by continually...

INVESTING IN YOURSELF / SKILLS SETS!

The ROI when you take action and look back over a 10-year time horizon is SIMPLY F\$%KING INSANE!

However, sometimes I will take some time to go through info courses, binge watch educational YouTube videos to advance my skill sets on weekends! I'm obsessed with this stuff and it all comes down to properly spending time to figure out my...

- **VISION!**
- **MISSION!**
- **CULTURE!**
- **& REASON WHY!**

More on this in the advanced future modules!

Life really is a never-ending journey of **SELF IMPROVEMENT!**

Every day you aim to become **THE BEST VERSION OF YOURSELF** by taking **ACTION!**

When you do this you create...

**OFFERS SO GOOD PEOPLE FEEL MAGNETIZED TO GIVE YOU MONEY
IN RETURN FOR REAL VALUE!**

AND WHEN THEY SAY NO... THEY FEEL LIKE IDIOTS!

You have such a MASSIVE ADVANTAGE if you consistently INVEST in yourself & apply what I am going to teach you inside the next module #3...

(Millionaire Mindset, Quantum Consciousness & Identity Shifting!)

Using the... **T-F-S-C-A FORMULA** which stands for...

- 1) **THINK**
- 2) **FEEL**
- 3) **SPEAK**
- 4) **CARE** (*The Generative Principle*)
- 5) **ACTION**

Its **POWERFUL** beyond measure if you are **CONSISTENT** with it because these are the **SEEDS** of **MANIFESTATION!**

I have spent tens of thousands of hours mastering my craft via **SPECIALISED KNOWLEDGE, EDUCATION + ACTION!**

After investing into a coach on a 1:1 basis I implemented what he told me to do and got some amazing results.

I then got started into another group coaching program as I advanced...

At first, I was a bit disappointed because I didn't have direct 1 to 1 access with the business owner and the price was not cheap.

However, as I attended more of the group coaching calls, I soon came to realise **how powerful group coaching really is!**

I eventually became friends with the **EXPERT** while building relationships with the other group members!

If someone was stuck on their journey towards the end-result, we all had multiple people we could ask questions to within the group!

And because we were all on the same mission / vision to achieve a specific goal we all rallied together to help each other & made so much progress in a short amount of time!

My previous business partner and I scaled to **\$1.2M in sales in less than 2 years...** others in the group hit **multi-7-Figures in sales!**

And we all pushed each other to get better results while sharing & documenting what we had learnt on our journey together.

This created a healthy competitive environment which manifested & led us to **take the action steps necessary to get the results we desired!**

This is the sheer power of **GROUP COACHING!**

It creates a **UNIT OF CONSCIOUSNESS** that forms a sense of **COMMUNITY & TOGETHERNESS!**

This influences, impacts & effects EVERYONE in the group and pushes people to take action & get RESULTS! Which again reduces time to result as you advance to the **1st SCALE INFLECTION POINT** phase!

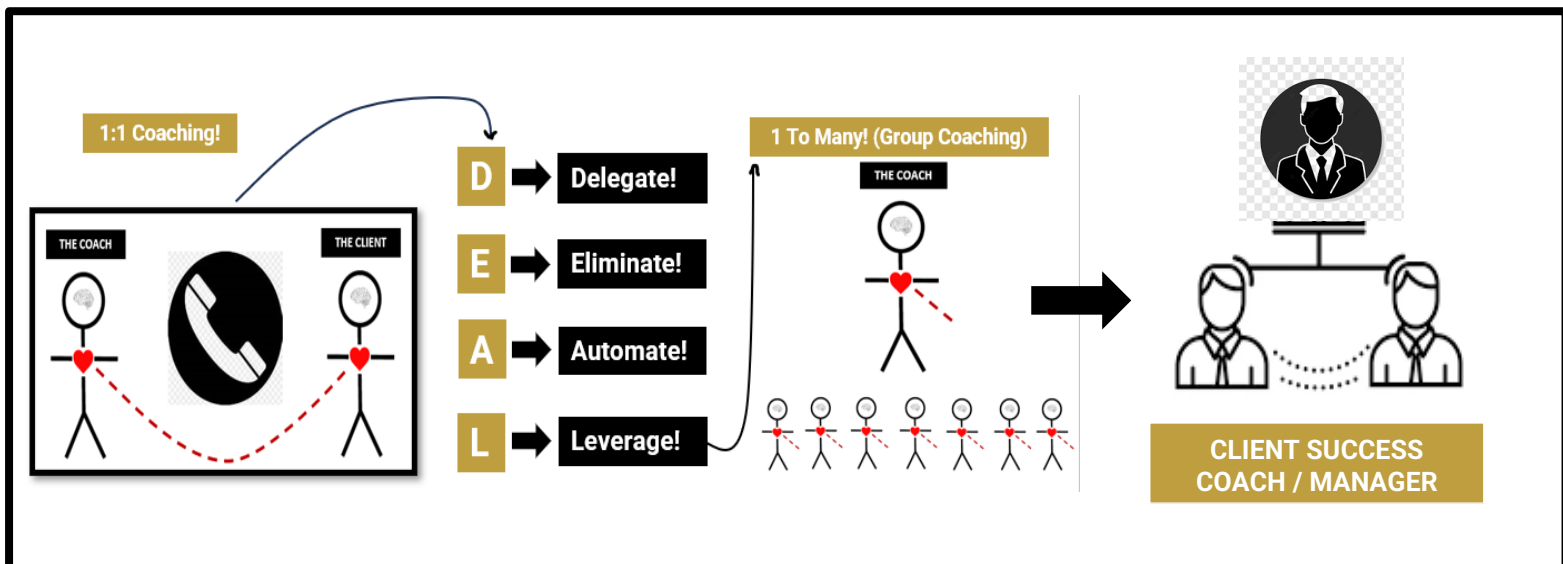
The internet has allowed us as offer creators, coaches, consultant, course creators, business owners & CEO's to create a group coaching program as we advance!

To this day I have never actually met the majority of the group members in person... However, they ALL played a MASSIVE part in terms of my success and my results as I have progressed on this journey as an online internet entrepreneur... coach & consultant!

In summary, group coaching in business is a versatile approach that leverages collective wisdom, accountability, and drives growth and development.

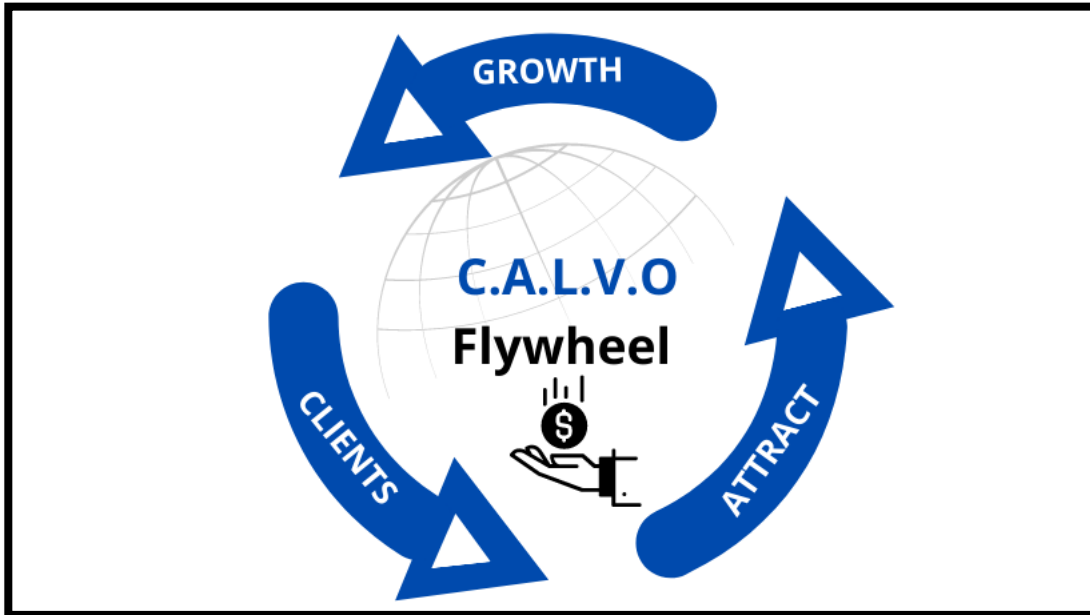
It can be a valuable tool for improving team dynamics, achieving business objectives, and enhancing the skills and performance of clients participating in the program.

8 - Designated Client Success Coach / Manager – Accountability, Support & Guidance = FASTER RESULTS!



As I mentioned before, when you get to the **1st SCALE INFLECTION POINT** in terms of trying to **reduce time & fast track results** for clients... where it becomes too time consuming for you to do 1 on 1 coaching, this is the period to think about how to implement the...

(C.A.L.V.O FLYWHEEL EFFECT!)



We're going to cover this in more detail in a future module & my higher-level coaching programs but the first step in making this happen is...

Hiring a Client Success Coach / Manager for your business after you've hit 6-figures per month which can bring numerous benefits! This person job description is to make sure clients are happy, get their questions answered quickly and most importantly get RESULTS!

Even though the '**intimacy relationship ratio**' with you as the business owner / CEO & the client is reducing... which in essence slightly lowers the value of your lower ticket / mid ticket offers! If you complete the action steps and apply what I teach you inside this module of C.A.A. it won't have that much of a negative effect!

Think about this for a moment...

As you get bigger & better RESULTS + bigger and better results of your customers / clients & students you gain more...

- **AUTHORITY**
- **CREDIBILITY &**
- **POSITIONING...**

...within the niche marketplace.

YOU BECOME THE NICHE MARKET EXPERT ICON that people look up to & when this happens people WANT to work with you. They reach out to you and ask about your offers & how they can start working with you.

There are only 2 ways they can do that (aka work with you directly) ...

- 1- They pay a premium price to work with you in your **highest-level SUPER TICKET MASTERMIND OFFER / program on a 1:1 basis** if that's something you desire! Depending on your results you can price this from \$10k - \$100k all the way up to \$1,000,000 as you advance!

For example: Tony Robbins 1-year highest level mastermind / coaching program costs \$1M! He's a living example of what I am teaching you here!

2- They pay via buying your lower ticket (**D.I.Y**) offer or your (**D.W.Y**) offer and leads turn into prospects ... prospects turn into customers and customers turn into clients by working themselves up the **VALUE LADDER!**

This where they can eventually have the privilege to work with you on a 1:1 intimate level for a premium price inside your **SUPER TICKET MASTERMIND / COACHING OFFER!**

**INTIMACY WITH YOU (THE EXPERT) AS YOU ADVANCE HAS
INFINITE VALUE =
SUPER TICKET MASTERMIND / DFY COACHING OFFER!**

So, you begin your journey by selling a DONE FOR YOU offer at the start because that is the most value you can provide!

This helps you **become excellent at what you do** by creating a proven **proof of concept** to get the **end-result** for clients + **reduces the time** it takes!

You then gather **social proof** (*Client results – written / video testimonials + screenshots*) which you can use in your marketing to make more sales and initiate the **FLYWHEEL EFFECT!**

And then you **take yourself out of the business** by creating your own **D.W.Y offer!** This is where you **hire you client success coach**, or you can continue to help coach yourself but with a limited access to your time via group coaching!

And as you grow again, you'll initiate the next "scale inflection point" where you create your D.I.Y offer. (online course)

This then acts as a **FEEDBACK LOOP** that we talked about in the SYSTEMS THINKING training at the start of this module.

This is also the period... you create your SUPER TICKET MASTERMIND / COACHING OFFER where clients get access to EVERYTHING...

>>> (D.I.Y, D.W.Y & D.F.Y offers + your 1:1 time, knowledge, intimacy & expertise!) where you can charge a premium price!

But for the flywheel to take effect it all starts with getting clients results, mapping your proof of concept from feedback from clients and then **hiring your first client's success coach / manager...**

There are other key hires you need to make before this within your business, but we will talk about that in the bonus modules where I will teach you about hiring & building your A-TEAM.

Right now, we are focusing on the OFFER & how to make it so valuable beyond measure so it's easy to...

1- SELL effortlessly by leveraging the INFINITE VALUE FORMULA!

2 – SCALE without you burning out and having the operations of the business take up all of your time.

And when it comes to OFFERS & reducing the time it takes for the client to get the end-result... hiring a clients success coach is KEY!

As you grow, you'll hire multiple coaches, and this is where your SALES TEAM must have direct communication & congruency with each other.

Because each new client that buys your offers... the sales team needs to communicate with each other and designate a client success coach for that specific client which increases the probability of them getting the end-result and **reduces the time to results!**

Here are some key benefits of hiring a designated client success coach...

- ✓ **Improved Client Retention**
- ✓ **Enhanced Client Experience**
- ✓ **Feedback Collection and Improvement of Proof of Concept**
- ✓ **Accountability and Client Progress Monitoring**
- ✓ **Reduced Customer Support and Service Costs**
- ✓ **Continually Improved Client Education As Time Elapses**
- ✓ **Competitive Advantage**
- ✓ **Increased Upselling and Cross-Selling Opportunities**
- ✓ **Increased Referrals From Happy Clients**

Satisfied clients & customers are more likely to refer your product program or service offers to others.

Client Success Coaches can cultivate relationships that lead to new customers through referrals.

In summary, a **Client Success Coach** plays a pivotal role in ensuring your customers & clients are not only happy but also engaged and successful with your products or services by getting real results.

This, in turn, can lead to increased revenue, reduced costs, and a strong, loyal customer / client base.

It also massively helps you to **REDUCE TIME – FAST TRACK RESULTS** for your buyers!

As you grow you can also do **Success Student Interviews** with your most successful students and add them into your marketing + content to increase social proof while talking about some of the problems that previous students / clients overcame to improve the success rate of your offer.

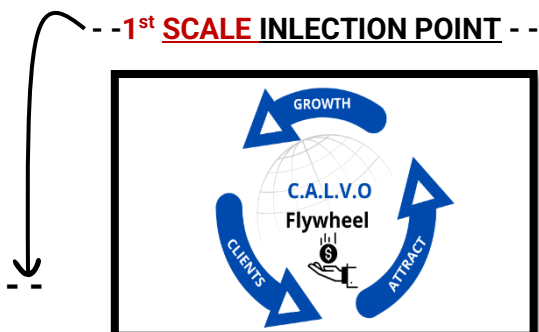
You then add the recordings to a digital content library to leverage your time & help future clients get results as you scale!

AWESOME that's the end of the **REDUCE TIME - FAST TRACK RESULTS** section...

Let's quickly go over **THE 8 KEYS** what we covered...

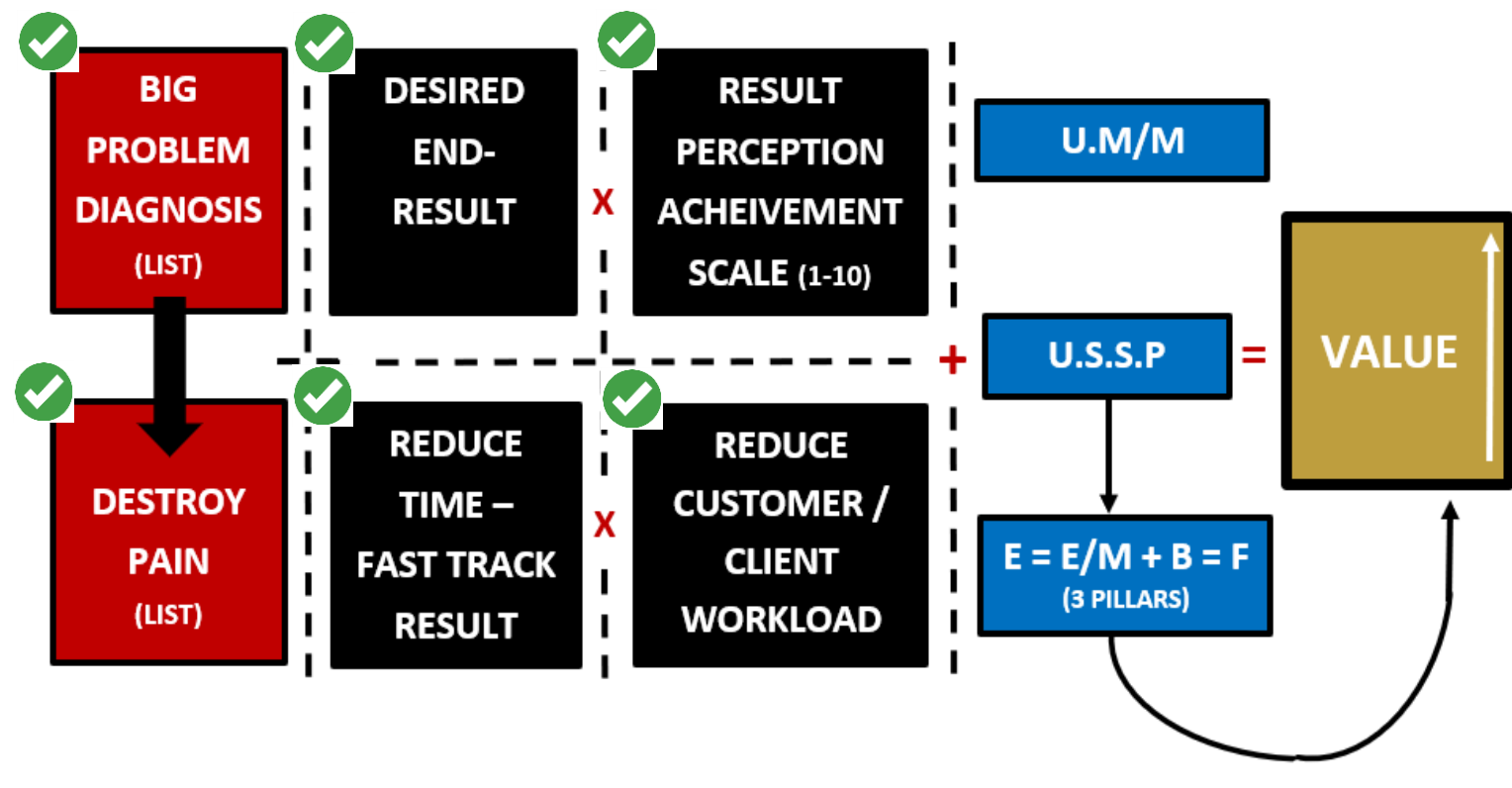
- 🔑 1) **Done For You Component(s) To Fast Track Results!**
- 🔑 2) **Reduce Complexity & Simplify!**
- 🔑 3) **Onboarding & Expectation Agreement!**
- 🔑 4) **1-3 Weeks To Micro Result!**
- 🔑 5) **Q & A Mechanism – Text Messaging / Messenger Access!**
- 🔑 6) **Coaching Calls (1:1 To Start!) Build For Scale!**

- 🔑 7) **Group Coaching At The Scale Inflection Point (1 To Many)**
- 🔑 8) **Designated Client Success Coach / Manager – Accountability, Support & Guidance!**



Next up we will cover the components of...

STEP 6 – DECREASE CUSTOMER / CLIENT WORKLOAD



So far, we have figured out the...

STEP 1 – BIG PROBLEM DIAGNOSIS!

STEP 2 – DESTROY PAIN!

STEP 3 - END-RESULT THE CLIENT DESIRES!

STEP 4 - INCREASED THE PERCEPTION OF THE CLIENT ACHIEVING THE END-RESULT!

STEP 5 - REDUCED THE TIME IS TAKES FOR THE CLIENT TO GET THE END-RESULT!

By implementing what I have taught you in the previous 5 sections of the **INFINITE VALUE FORMULA**, you will naturally **DECREASE THE CUSTOMER / CLIENT WORKLOAD & INCREASE THE VALUE OF YOUR OFFER(S)** by default, which is what we will go into more detail within this section of the training.

During this part, we will dive into a **CASE STUDY of my previous offers** that leveraged this methodology so you can gain a full understanding of how to implement this into your M.D.I.O (Offer)

Whenever I create a new offer, I ask the following question...

“How Can I Reduce The Complexity & The Workload For The Client With This Offer?”

Growing an online business / coaching, consulting or course offer to 6 / 7-Figures and beyond in any niche that has profit margins is a complex process.

It's not easy. If it was, everyone would be millionaires, right?

By **INTERNALISING** the knowledge inside the **Client Acquisition Accelerator** and taking **MASSIVE ACTION**, it will make things **WAY EASIER** for you to get the desired **END-RESULT!**

So, my job when creating an offer to help you do that **(END-RESULT)** requires me to break down the whole process in step-by-step format to first... reduce complexity for you... so you can follow along and take the specific action steps if you don't have access to my DONE FOR YOU program!

I then have to think & map out all of the **complex PROBLEMS** my core client avatar suffers with (*these are the same problems I had when I went through the same journey you are going on*)

Then as I advanced in my journey, I create **DONE FOR YOU components** within my offers to **overcome the problems** by doing some of the work for you!

DONE FOR YOU components **reduces the client's workload** and **instantly increases the value** of your offer!

This is why D.I.Y (Do It Yourself) offers like courses are less valuable than a D.F.Y (Done For You) offer.

If the client has to do **ALL** the work it's harder to sell.

If you do ALL or the majority of the work for the client, its **way easier to sell** because it has an increase in real value for the client due to less effort required by the client.

Its less work for them and increases speed of result! (*providing you know what you are doing*)

The Right Clients Are Willing To Pay a **PREMIUM PRICE** For This!

This is also why the supplement industry is a much bigger industry (\$123B) than the health & fitness club industry (\$62B)

Purely because taking supplements is perceived as way **LESS WORK** for the customer to get the end-result as opposed to going to the gym and working out for hours each day to lose weight and get fit! Make sense?

\$123 BILLION DOLLAR INDUSTRY



REDUCED CUSTOMER WORKLOAD!

(Sold As Take Pills Each Day & Lose Weight!)

EASY

\$62 BILLION DOLLAR INDUSTRY



INCREASED CUSTOMER WORKLOAD!

(Sold As Go To The Gym For Hours & Lift Weights + Run!)

HARD

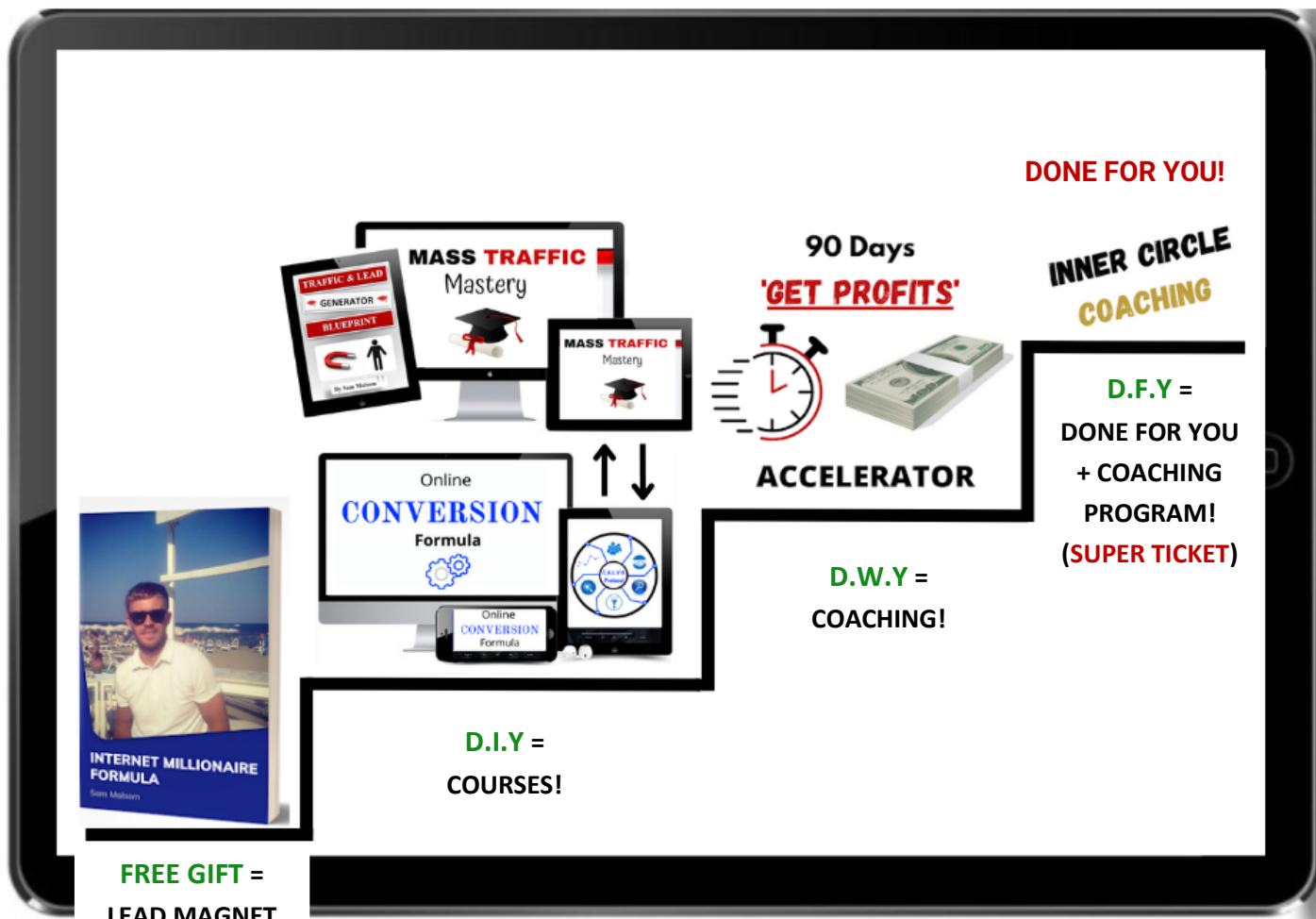
Vs

Why You Should Add DONE FOR YOU Components Into All Your Offers As You Scale To Reduce Customer & Client Workload!

If you're just starting out don't feel like you have to be some kind of superstar expert to help someone!

You get better by **TAKING MASSIVE ACTION & LEARNING THROUGH OSMOSIS!** (*learning through experience*)

Here's an example of my previous value ladder for one of our core customer avatars that we targeted in the home business + high-ticket affiliate marketing space!



As you can see in the diagram, we always start with a free gift otherwise known as a LEAD MAGNET! This can be in the form of a book, pdf, video, webinar, free strategy call / consult or something physical you send in the mail! We will talk about this in more detail in a future module (**Module #8**) **Multi 7-Figure Sales Funnels - Automatic Customer Acquisition + C.A.L.V.O Protocol!**

The free gift has to offer so much **VALUE** that it sucks **TRAFFIC** (people) in by grabbing their **ATTENTION** and causes them to give you their contact details in return for the free gift.

This information then gets stored on your email auto-responder so you can build your email list and follow up to book appointments and convert high ticket sales!

(I'm going to show you a secret way where you can also book qualified appointments with high-ticket clients directly into your calendar later on in a future module so stay tuned!)

The **lead magnet is the first OFFER** in the value ladder and although there is no monetary exchange happening at the first point of contact it's still an OFFER! Because they are paying with their TIME & ATTENTION!

And you need to have the mind-set of...

“How Can I Give Away Something For FREE Compared To What My Competition Is Charging Money For?”

When you do this your conversion rates on the front-end of your funnel goes through the roof!

So, when I created the Internet Millionaire Formula book (**LEAD MAGNET**) I looked around the industry and everyone was charging money for their books!

I also realised a case study with step-by-step instructions that helped people get a quick micro-result was super powerful because if I could **help my leads get a quick WIN**, I would quickly gain their **TRUST** while providing amazing value for free!

We then had a **PHONE APPLICATION FUNNEL** plugged into the book funnel where people could schedule a call on our calendar to learn how we could help them get the end-result they desired **FASTER**, more **efficiently** and more **effectivity!**

This is where we sold the high-ticket affiliate offer I was promoting & the Online TRAFFIC & CONVERSION Formula program on the 2nd step of the value ladder.

When I first launched this, it was a **DONE FOR YOU OFFER!** We did the majority of the work for the client, including...

- ✓ **DONE FOR YOU PRODUCT & SERVICE OFFERS!**
- ✓ **DONE FOR YOU AFFILIATE PROGRAM**
- ✓ **DONE FOR YOU FUNNELS!**
- ✓ **DONE FOR YOU EMAIL FOLLOW UP + PRO COPYWRITING!**
- ✓ **DONE FOR YOU SOCIAL MEDIA CONVERSION SCRIPTS!**
- ✓ **DONE FOR YOU TRAFFIC & LEADS!**
- ✓ **DONE FOR YOU PHONE SALES!**

They also got access to a 7-week coaching course teaching how they could grow their business!

Within the first 90 days of launching this offer we did over 6-figures in profit from a small segment of my email list of 387 subscribers! Most online business owners can't even make \$10,000 per month from 10,000 subscribers!

This Is The Power of What I Am Teaching You Here
And It ALL Starts By Creating The OFFER!

As things started to grow by reaching the first scale inflection point... the Online Traffic & Conversion Formula program became a course that had a proven **PROOF OF CONCEPT** that new customers could follow!

I literally recreated the whole offer into a course from scratch **based off real data** that I had gathered from acquiring hundreds of customers & clients which then allowed me to improve the proof of concept to help buyers get the desired end-result!

I then built out the 90 Days GET PROFITS Accelerator coaching program which became my D.W.Y offer and my OWS INNER CIRCLE which become my DONE FOR YOU super ticket offer!

This also included coaching as well as full customised work completely done for the client.

In all your offers.... even your D.I.Y courses & D.W.Y coaching you'll want to make sure you add some kind of **done for you components** to decrease the workload for the customer / client.

This naturally increases the value for your course offer!

For example, in my courses we give people done for you email templates, done for you social media scripts, done for you phone sales script, and done for you funnel templates they can use and model.

Clients still have to do some of the work themselves but it's a lot less work compared to if they didn't have the done for you components within the offer!

So even though customers aren't getting a fully DONE FOR YOU CUSTOMISED offer like we provide in the INNER CIRCLE coaching super ticket offer, there we're still done for you components in all the offers to help DECREASE THE WORKLOAD FOR THE CUSTOMERS & CLIENTS!

Make sense?

So, as you are creating your first offer ask yourself...

*“How Can I Do All / The Majority Of The Work...
...For Clients For a Premium Price?”*

If you don't have results yet work for your first 3-5 clients for FREE, help them get a result and get a video testimonial! Or charge a lower fee!

And then when you hit the **1st and 2nd SCALE INFLECTION POINTS** (over 6 and then 7-Figures In Revenue) ask yourself the next following question...

“How Can I Create An I.P.S VALUE LADDER With ALL 3 Offers + Lead Magnet That Have Some Form Of Done For You Components + Customization To Reduce The Workload For The Client?”

PRO SECRET TIP – If you can offer a **DONE FOR YOU component** into your **LEAD MAGNET** this will massively help your leads and build goodwill and trust from the get-go! This turns **LEADS & PROSPECTS** into **CUSTOMER & CLIENTS** at a **faster rate!**

For example, if you're operating in the health fitness / weight loss niche you could give away a DONE FOR YOU weekly meal plan or DONE FOR YOU fitness training program. This helps clients get those quick wins while providing real value and building trust!

The Difference Between Done For You Components & DFY Customization Work!

When you create your first offer, you'll want a mixture of both done for you **components** and done for you **customised work** that is completed by you or one of your team members.

This decreases the workload for the client and improves the probability of them getting the end result.

This does 2 more crucial things:

- ✓ Gets you video / written testimonials that you can use in your marketing to get more clients & improves the **RESULT PERCEPTION ACHIEVEMENT SCORE** of your offer...
- ✓ Initiates the **C.A.L.V.O Method FLYWHEEL EFFECT** to take off (More on this in a future module)

Here are some examples of **DONE FOR YOU COMPONENTS** to help reduce the workload for the customer / client buying your offer.



All of these components can be comprised of done for you in some way, shape or form!

Because you have took the time to do the work for them by figuring it out and then sharing the FAST TRACK option with them which reduces the workload for the client! People pay money for FASTER OPTIONS! Period!

However, the next level up from DFY components is... **DONE FOR YOU CUSTOMISED WORK.**

This on the other hand is where you or your team / employees actually builds out everything out that is specific for the client and their specific niche using their own BRANDING! Its unique to them which naturally enables you to charge higher prices!

The only way you can SCALE with DONE FOR YOU CUSTOMIZATION work is if you focus on one niche and have a duplicatable system & operations for the processes. And even then, you need a big team.

So, the next logical option is DONE WITH YOU 1:1 coaching ... then group coaching, and when you scale those options... you can move onto an online course which does 4 things:

- Enables you to give time and attention to the **BEST** clients that are serious at the top of the value ladder!
- Frees up more of your time so you can truly live the **CEO MILLIONAIRE LIFESTYLE!!**
- Allows you to work in your "Zone Of Genius!"
- Allows you to actually have a life so you can **ENJOY** your wealth!

That's what you truly want, right?

The **LEVERAGED INFRASTRUCTURE** of the internet, technology and automation has allowed coaches, consultants, business owners, course creators, experts with specialised knowledge, CEO's and agency

owners create amazing results for people all around the world without the general constraints of 1:1 meeting's and 1:1 work!

How AWESOME is that?

Think about this scenario...

One of my best mates is a plumber...

he's a one-man band (no employees).

He thinks he owns a business but in actuality he has created a self-made job for himself.

He's proud of his work and so he should be... He does great work for his customers & clients!

However, there is a big problem with most traditional businesses! They offer ZERO leverage! If he stops working, he stops making money!

The Definition of a Real Business Is The Ability To Create **VALUE For Customers + Clients & **PROFITS** For The Business, Independently of The Business Owner Working!**

To do this you need systems, employees, business infrastructure and automation!

The other big problem most traditional businesses have is that they are capped at a certain level in terms of how many customers and clients they can serve at any given time!

Going back to my best mate working as a plumber, when he gets a full bathroom and boiler job, it usually takes a week to fulfil.

Which means he can only work with one customer which in essence caps his income!

And this is exactly why done for you in the online business, coaching, consulting world doesn't scale unless you systematize your processes and build a large team of experts!

It can be done; I know one guy making \$2M/Month with the D.F.Y model. But it's a lot of work and the profit margins are lower than a D.W.Y coaching / consulting offer or D.I.Y online course offer due to the operational costs!

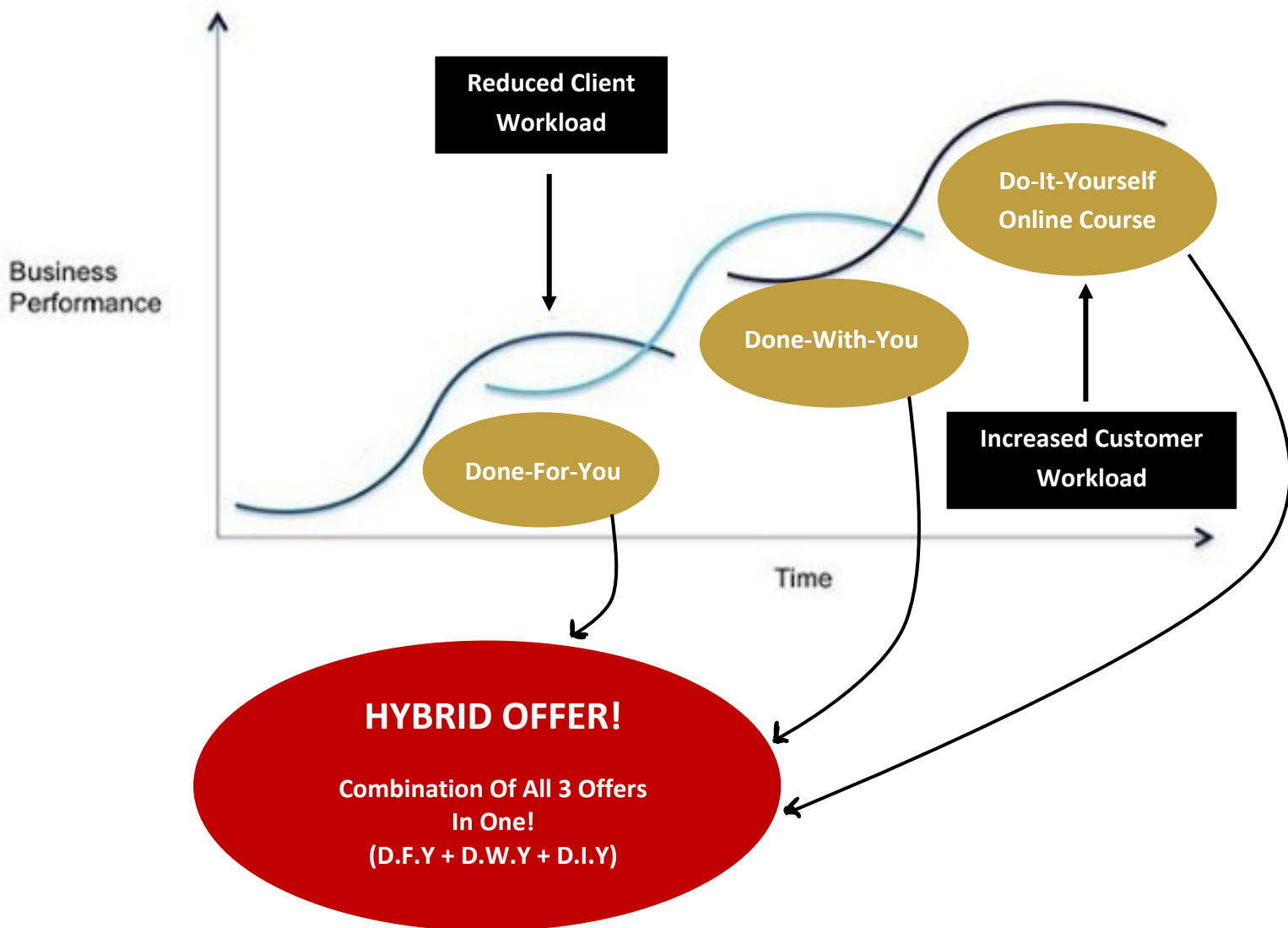
So, you must eventually introduce an online course to reduce your own workload and create real leverage as you grow, if that's what you desire! The online course becomes intellectual property that creates value!

Once you have proof of concept to help customers / clients get the end-result you literally have **LIMITLESS scaling potential**.

Because you can have hundreds or even thousands of customers accessing your course daily **WITHOUT** you spending 1:1 time with each customer to fulfil on your end-result.

The internet has allowed business owners to maximise profit potential using technology, AI and automation so you can actually have a life while **working ON your business instead of IN your business!**

ADVANCED CASE STUDY - Proven **I.P.S VALUE LADDER Offers** That Produce **PROFITS**
- How To Implement The **DONE FOR YOU** Methodology Into All Your Offers So You Can Decrease Your Customers & Clients Workload! (ADVANCED)



During this section of the training, I am going to show you how I break down the **DONE FOR YOU components & customised work** into each offer so you can get some ideas for when you build out your I.P.S (Integrated Product Suite) when you get to the advanced level and are looking to scale!

Like I've previously mentioned to hit 6 & 7-Figures you only need **ONE IRRESISTIBLE MILLION DOLLAR OFFER** that converts.

What I am about to teach you here is if you plan on **SCALING** to \$10M+ with **KILLER OFFERS** using the **Integrated Product Suite Value Ladder** that we briefly talked about previously during this training module!

Each offer must lead into the next offer to solve your customer or clients next **BIG PROBLEM(s)** while reducing their workload!

This in essence **fast-tracks their results** while increasing your profit margins as a business owner!

YOU ARE IN BUSINESS TO SOLVE PROBLEMS!

Always remember this! The more complex the problem you solve the more money you will be paid!

When I first started creating my own offers... my DONE FOR YOU offer was the TRAFFIC & CONVERSION Formula program like I mentioned previously, which focused on the target markets main big problems which are traffic & conversion!

Only clients that are serious about business growth could get access to this!

Only clients who have the financial capability could get access to this!

When you help clients make more money than they paid for your offer a % will always reinvest with you and ascend the value ladder!

When you advance in your business & your offer creation you choose who you work with, and they have to pass certain criteria to even get the opportunity buy and get proximity with you!

This creates an insane amount of **limited supply and increase in demand** which we will talk about in a moment.

Implementing this increases the value of your offer because of the built-in bias mechanism in our brains.

We've been hardwired to perceive things that are scarce as more valuable.

Think of gold, a Bugatti car, Rolex watch, diamonds etc.

There's a limited supply which causes an increase in demand which in essence improves the **PERCEPTION** in the mind of potential buyers that it's more valuable! Make sense?

But first let me show you how a proven I.P.S VALUE LADDER is created and how to implement the **DFY components + DFY customised work** into your offers as you pass the scale inflection point, so you can grow 10X past \$1M in revenue and **reduce the customer / clients workload!**

OFFER #1 = FREE GIFT - LEAD MAGNET = BOOK / CASE STUDY THAT LEADS INTO A PHONE APPLICATION FUNNEL TO BOOK QUALIFIED APPOINTMENTS!



DONE FOR YOU COMPONENTS TO GET LEADS MICRO-RESULTS & BUILD THE RELATIONSHIP / TRUST BY PROVIDING VALUE FOR FREE!

- DFY Funnel Template (Basic)
- DFY Profit Plan - 7 Steps To Results!
- Option To Get DFY Traffic



OFFER #2 = D.I.Y (Do It Yourself) Online Courses!



DONE FOR YOU COMPONENTS TO REDUCE CLIENTS WORKLOAD & FAST TRACK RESULTS!

- DFY Millionaire Mindset Fast Track Template
- DFY Copywriting Cheat-sheet
- DFY Million Dollar Sales Script + Call Template
- DFY Sales Objection Template
- DFY 2X High Converting Funnels Templates
- DFY Affiliate Products & Programs To Promote
- Option To Buy 50+ DFY Emails
- Option To Buy DFY Traffic
- **CTA – 90 Days GET PROFITS Accelerator Coaching / OWS INNER CIRCLE Coaching + DFY SCALING Partnership Program!**



OFFER #3 = D.W.Y (Done With Your) Coaching!

90 Days

'GET PROFITS'



ACCELERATOR

DONE FOR YOU COMPONENTS + COACHING, GUIDANCE, ACCOUNTABILITY & SUPPORT TO REDUCE CLIENTS WORKLOAD & FAST TRACK RESULTS!

- EVERYTHING Included Inside Traffic + Conversion Formula Courses +
- Group Coaching
- Custom Business Growth Plan
- Accountability Program
- 1:1 Designated OWS Expert Coach
- Coaching Call With CEO Sam Malsom

OFFER #4 = D.F.Y (Done For You) Customised Work, Coaching + Business SCALING Partner Program - Super Ticket Mastermind

HYBRID OFFER!

Combination Of All 3 Offers
In One!
(D.F.Y + D.W.Y + D.I.Y)

**INNER CIRCLE
COACHING**

DONE FOR YOU!

BONUSES!

- ✓ DONE FOR YOU Facebook Ads / YouTube Ads (VALUE \$10,000)
- ✓ DONE FOR YOU BONUS PACK (VALUE \$10,000)
- ✓ SCALING MASTERY + \$10,000 Road Map + OPERATION \$100K (VALUE \$16,994)
- ✓ DONE FOR YOU Premium Luxury Website & Blog - Mastery Sites (VALUE \$7,000)
- ✓ Direct Access To My Multi-Millionaires Network (\$10,000 VALUE)
- ✓ 1:1 Text & Phone Access & Support With Sam To Get Your Questions Answered & Keep You Accountable (VALUE \$5,000)
- ✓ 2 Day LIVE Implementation Workshop 2X Per Year (VALUE \$50,000)

**DONE FOR YOU COMPONENTS +
CUSTOMISED WORK + COACHING, GUIDANCE,
ACCOUNTABILITY & SUPPORT TO REDUCE
CLIENTS WORKLOAD & FAST TRACK RESULTS!**

- ✓ 52 Weeks 1:1 Coaching With Internet Net Worth Millionaire EXPERT Sam Malsom + Daily Phone & FB Messenger Access To Get Your Questions Answered In Real Time (VALUE \$60,000) *(If You're Not Hitting Your Income Goal After 12 Months I Will Continue To Work With You So Your Success Is Virtually GUARANTEED)*
- ✓ Online CONVERSION Formula + Mass TRAFFIC Mastery Home Study Training Program + Internet Millionaire Formula Book Specifically For Online Business Owners & Affiliate Marketers! (VALUE \$20,000)
- ✓ [C.A.L.V.O Journey + Flywheel] Client Acquisition Accelerator Course + Digital 7-Figure Blueprint Book Specifically For 6-Figure Internet Entrepreneurs, Coaches & Consultants \$10,000 VALUE)
- ✓ DONE FOR YOU Sales Funnels - Mastery Funnels + DONE FOR YOU H.T Product Offers! (VALUE \$20,000)
- ✓ DONE FOR YOU EMAILS & PRO COPYWRITING - Email Income Alchemy! (VALUE \$7,000)
- ✓ DONE FOR YOU TRAFFIC - Top Earner Traffic Agency [Solo Ad Traffic Rolodex] (VALUE \$10,000)
- ✓ DONE FOR YOU Automatic Customer Acquisition Webinar (\$20M Webinar CASE STUDY + Templates) (VALUE \$10,000)

Great work, you now understand **WHY & HOW** to implement...

DONE FOR YOU COMPONENTS

+

DONE FOR YOU CUSTOMISATION

...into your offer so you can **REDUCE THE CUSTOMER / CLIENT WORKLOAD** resulting in them achieving the **END-RESULT** at a **faster speed** of velocity.

I've also shared some ideas with you via my previous **I.P.S value ladder offers CASE STUDY!** Hopefully, you found that valuable. 😊

By applying what I've just shared with you, you'll automatically increase the **VALUE** of your offer, and it will enable you to raise your **PRICE** because it requires less **EFFORT & WORK** from the buyer to get the **end-result!**

The next 3 components of the **INFINITE VALUE FORMULA** consist of **MARKETING & SELLING** the offer!

One of my goals for you by completing the **Client Acquisition Accelerator** coaching course is for you to have the **BEST PRODUCT / SERVICE OFFER** + the **BEST MARKETING & SALES PROCESS** within your niche!

Most experts teach one or the other. When you **MASTER** both you can begin to **DOMINATE** a niche! There will always be competition, and that's a good thing! The goal is to beat them via long term thinking... By

BECOMING THE BEST!

This happens with the right knowledge, high income skill stacking, action & TIME!

We will be diving deeper into marketing and sales in future modules of C.A.A, however, there are **3 KEY LEVERS** in relation to marketing & selling your offer that makes it more **IRRESISTIBLE & VALUABLE.**

These are...

UNIQUE MECHANISM / METHOD



U.M/M

UNIQUE STORY SELLING PROPOSITION



U.S.S.P

=

VALUE

EMOTION = ENERGY IN MOTION + BELIEF = FAITH

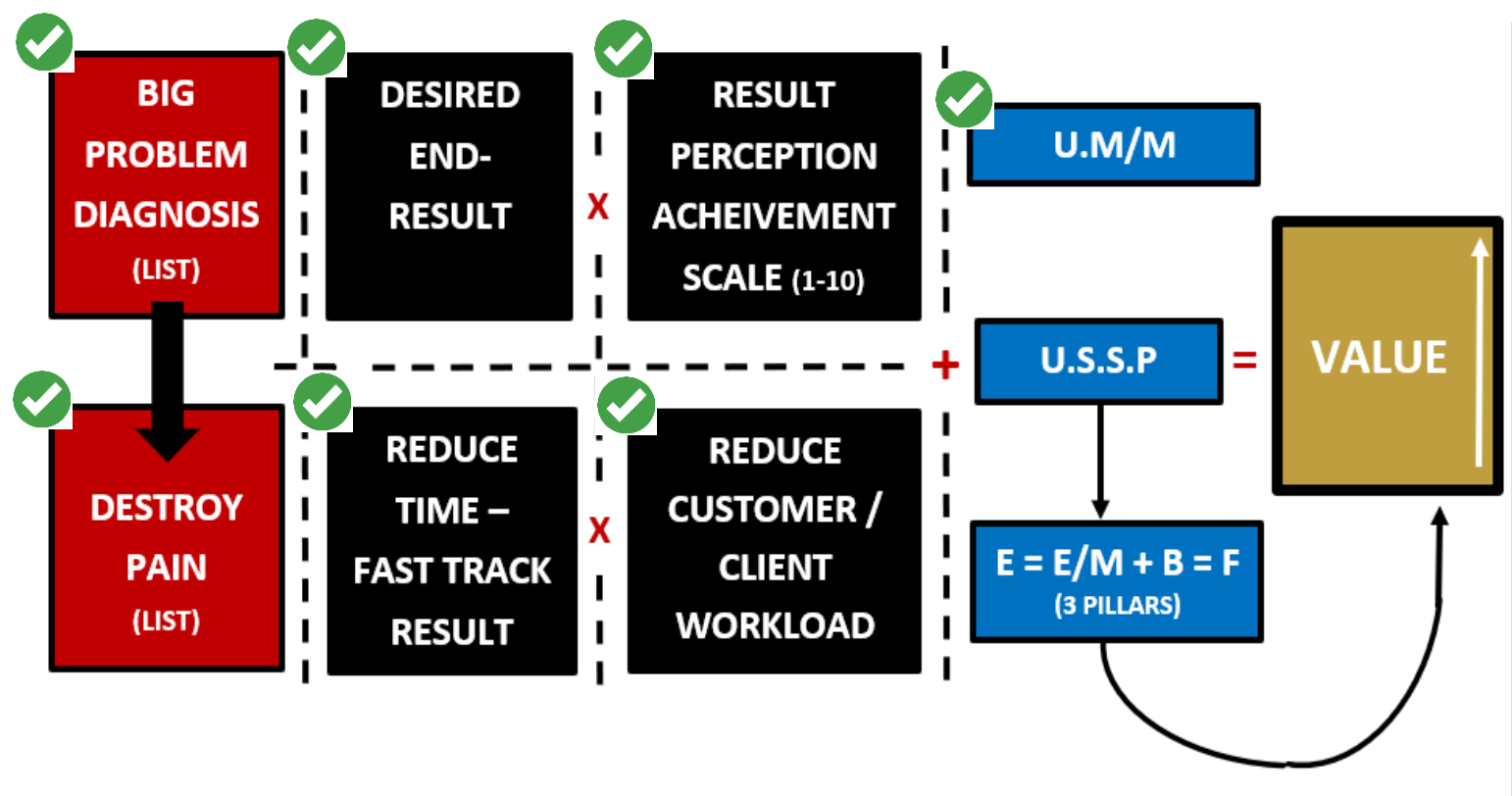


$E = E/M + B = F$
(3 PILLARS)



Let's move on together to the first sales and marketing lever to increase the value of your offer which is...

STEP 7 - U.M/M = UNIQUE MECHANISM / METHOD! (ADVANCED!)



What Is a Unique Mechanism / Method?

In marketing & offer creation, the **Unique Mechanism**, is the unique 'ingredient'... 'method' or 'proof of concept' / **material** that allows your product or service to deliver the desired end-result & benefits to your customer & clients in a **DIFFERENT & BETTER** way than your competition!

Here's a quick story to demonstrate the power of the U.M!

P90 X is a company in the health and fitness space.

They released a new weight loss offer in a very crowded marketplace, and it completely bombed.

It was a massive struggle to make sales!

Then they changed **ONE THING** by adding in a unique mechanism into the product and the marketing.

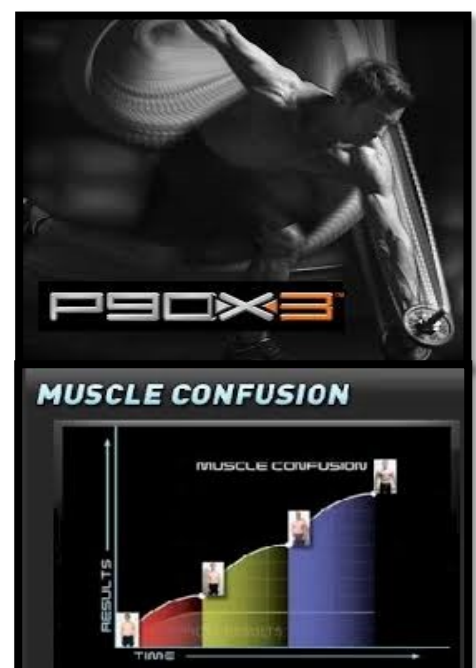
Which was called 'muscle confusion' to burn fat. It was a **new and different** way to burn fat based on real science! P90 X grew to a **BILLION DOLLAR** company!

This is the power of the U.M especially when you're operating in the big 3 markets.

Understanding Your Market Sophistication Level When Implementing The U.M!

Whenever you are entering a crowded market within the big 3...

1. *Make Money / Business / Wealth Creation*



2. *Health, Fitness & Weight Loss*
3. *Dating & Relationships*

You must first niche down by creating your **BLUE OCEAN POSITIONING!**

This is the first level of differentiation for your **NEW OPPORTUNITY** million dollar offer!

Then you must implement a U.M into your offer so you can completely **DIFFERENTIATE** yourself from the competition and **sell via unique story!**

STAGE #1 of Differentiation = Blue Ocean Niche Market Positioning!

STAGE #2 of Differentiation = U.M/M (Unique Mechanism / Method!)

STAGE #3 of Differentiation = U.S.S.P (Unique Story Selling Proposition)

Customers & clients within these big 3 markets are bombarded with hundreds of different ads, emails, offers, promises and claims every day and they become completely switched off to the marketing and therefore do not respond to your marketing message!

Your traffic, leads and prospects evolve as marketing and advertising messages develop over time.

This is why its super important to understand your **MARKET SOPHISTICATION LEVEL** before creating your offer!

The **U.M** creates **CURIOSITY** and gets them to pay **ATTENTION!**

It also increases the value of your offer when you implement everything else, I have taught you inside this module because its unique / different compared to everything else in the marketplace!

Unique / Different = More Valuable In Your Prospects Perception!

Here's a diagram of the **5 Levels of Market Sophistication Protocols...**



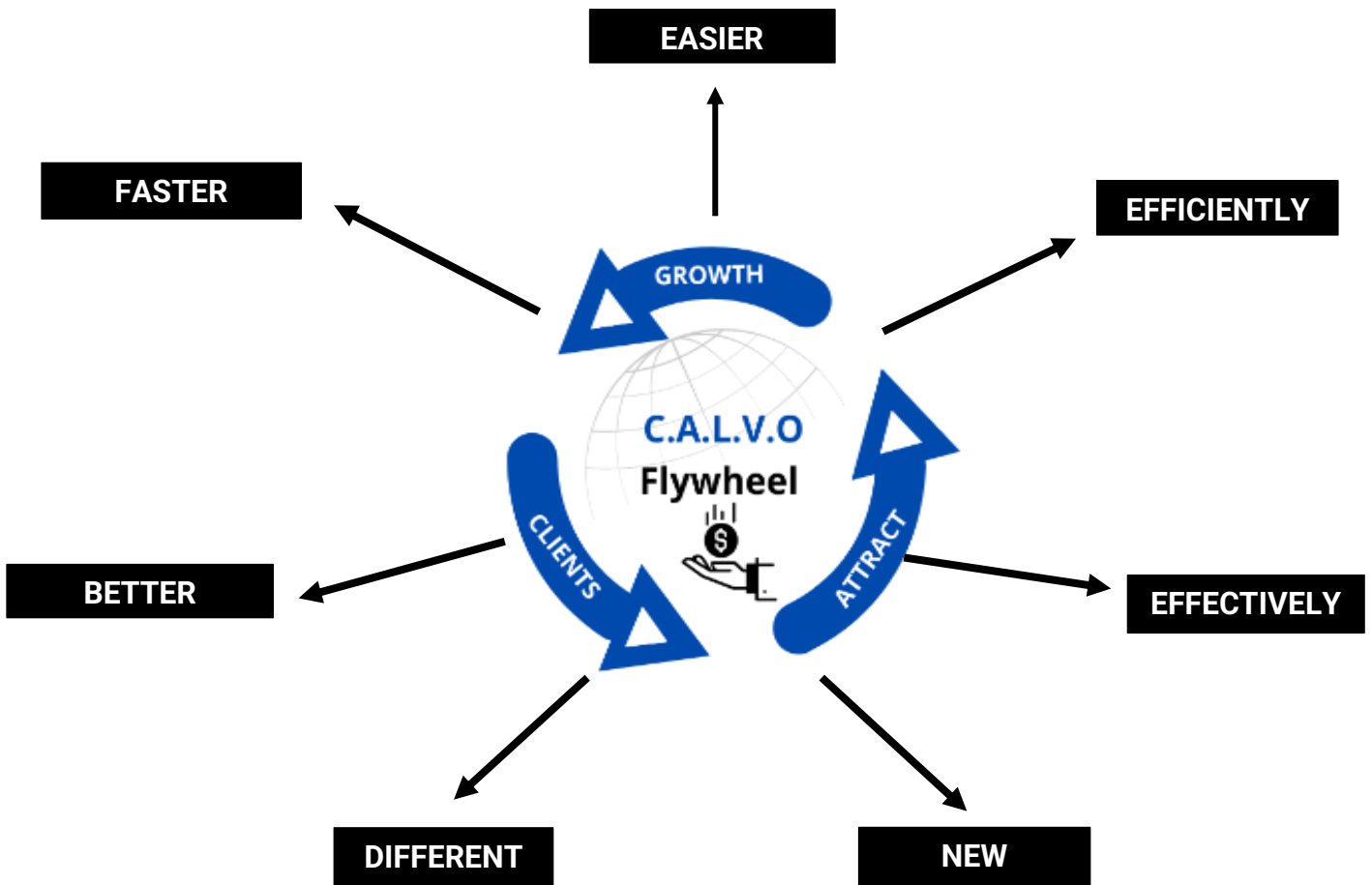
I've left a link here in your PDF manual to a blog post from a guy called Daniel Doan.

He's helped businesses make \$2.7 BILLION from his copywriting strategies and he dives into the 5 level of market sophistication in a simplified way so you can properly understand this when creating your U.M!

Feel free to read this in full to fully understand this concept!

[Core Stages Of Market Sophistication \(danieldoan.net\)](http://danieldoan.net)

Your U.M must help your customers & clients achieve results...



... compared to your competitors!

If you have 1 of these components indoctrinated into your offer, then you have the start of a U.M!

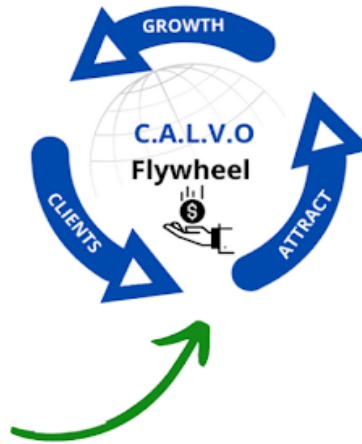
If you have ALL 7 components... you have an extremely solid **UNIQUE MECHANISM / METHOD** that creates maximum **CURIOSITY** & will instantly make you stand out in a crowded marketplace by grabbing your CORE CLIENT AVATARS **ATTENTION!**

Here's Example Of My Unique Mechanism!

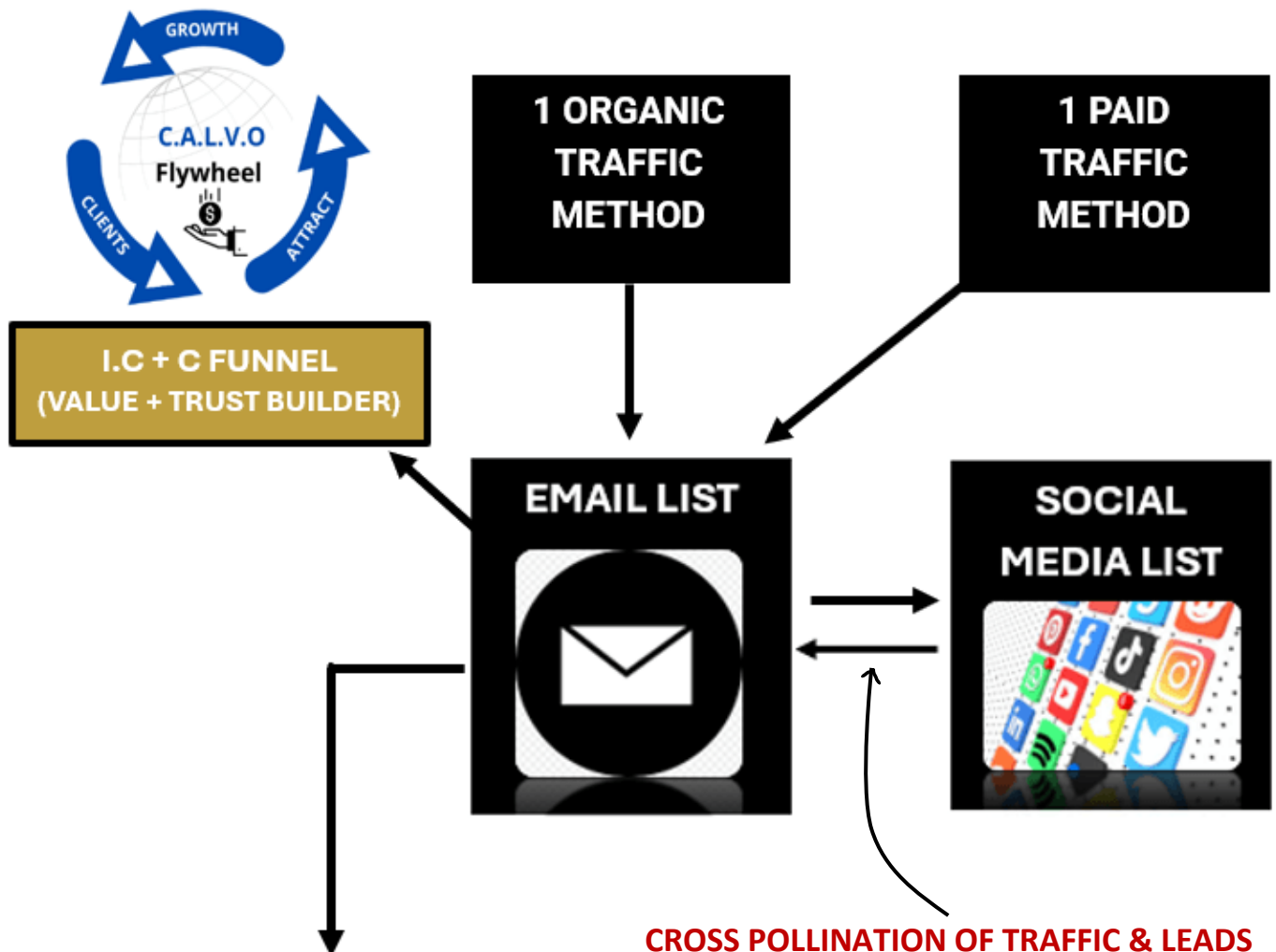
Here you can see an example of my U.M titled the C.A.L.V.O FLYWHEEL Method!

C.A.L.V.O =
Client Acquisition & Lead Value Optimization!

We Help Experts, Coaches, Consultants, High-Ticket Marketers & Agencies SCALE To 6 & 7-Figures With My C.A.L.V.O Method!

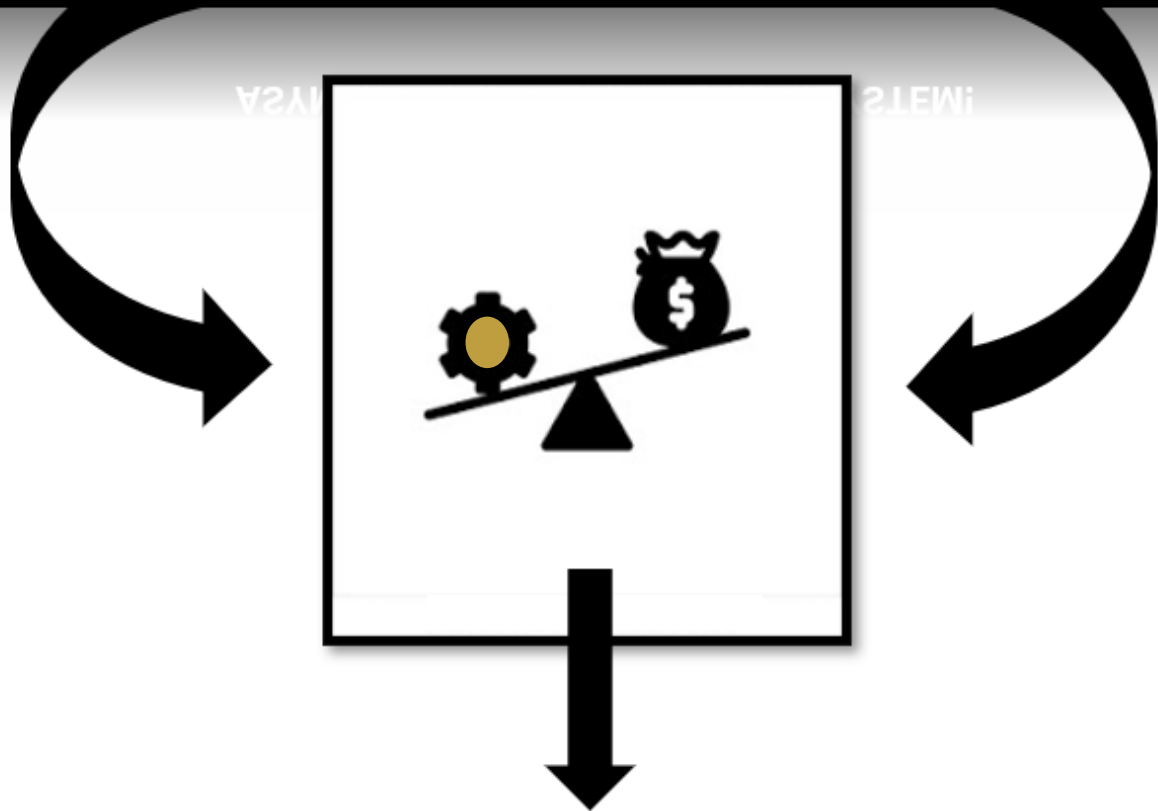


The Brand New & Different Way
Smart Business Owners Are
SCALING To 7-Figures!



CROSS POLLINATION OF TRAFFIC & LEADS

ASYMMETRIC E.B.M FOLLOW UP SYSTEM!



THE 4 PILLARS OF CONVERSION FOLLOW UP + THE 3 LEVERS!



Here's how our U.M applies the 7 components of a strong U.M/M.

- *Helps you book qualified appointments with high ticket clients using both organic + paid ads, automation chat bots & AI (Artificial Intelligence)!*
- *Helps you map out a detailed customer avatar profile + your KPI's (Key Performance Indicators) & KPA's (Key Performance Activities) at each stage of the of the business scaling revenue journey from \$10k - \$100k - \$1M+!*
- *Helps you dial in your million-dollar high-ticket irresistible offer so you can sell effortlessly & attract the right clients that are serious and have cash to invest with you!*
- *Develops your millionaire GOD mind using quantum consciousness & our secret identify shifting formula so you can tap into your creative imagination & manifest ANYTHING you desire!*
- *Develops your marketing message & unique mechanism so you can grab attention & operate with blue ocean niche positioning instead of competing in a crowded red ocean!*
- *Helps you acquire customers & clients using proven automatic acquisition strategies & automation!*
- *Weaponizes you with proven million-dollar sales strategies & pricing strategies so you can sell high-ticket offers from \$5k - \$10k - \$100k per sale!*
- *Teaches you neuro-science copywriting strategies so you can influence and persuade your core customer avatar to take action and buy now.*
- *Optimizes your lead flow & sales conversion % using our comprehensive lead value optimization strategy!*
- *Helps you develop a proven follow up strategy leveraging the 4 conversion profit pillars!*
- *Leverages back-end multi-7-figure business infrastructure so your business can become a flywheel which improves customer & client results by demonstrating that in your marketing, making it easier for you to make sales as time elapses!*
- *Teaches you how to leverage A.I (Artificial Intelligence) + hire A-player appointment setters & sales reps if you need to, so you can free up your time & work in your 'zone of genius!'*
- *Helps you SCALE using the **I.C+C Funnel** that you can bolt onto the front-end of your business model AFTER you've hit 7-Figures!*
- *Took me 7+ years of my life to master this stuff, full of ups, downs, struggles, lessons & insights + 2 years to build the program and refine it which creates a competitive MOAT!*

When you add all of this up it creates something unique in a crowded marketplace that differentiates my business and offers! And **allows us to help our students...**

...ACQUIRE CUSTOMERS & CLIENTS USING SYSTEMS & IMPROVES THE VALUE OF EACH LEAD THAT COMES INTO OUR BUSINESS!

Aka... The C.A.L.V.O FLYWHEEL Method = **Unique Mechanism!**

The I.C+C Funnel = **Unique Ingredient**

Now, when you implement **U.M (Unique Mechanism)** + the **U.S.S.P (Unique Story Selling Proposition)** which I am going to teach you in the next section of this training module you will create something that is completely **DIFFERENT** in your chosen marketplace because no one has the same story as you and no one is selling your U.M that's inside your offer! The only way they can access it to **FAST TRACK their results** is to buy your offer!

Your competitors are selling the product, and when they do this in a crowded marketplace it's difficult to sell because their leads also have a **higher market sophistication level!**

However, your offer is **POSITIONED** completely differently compared to your competitors which creates curiosity and sells via your own unique **STORY!**

Here's a million-dollar secret... sell the END-RESULT & the U.M inside the product using a **compelling story** because that infiltrates the subconscious mind of your prospect and increases your conversion rates!

How To Create Your U.M!

Like I mentioned at the start of this section. **This is advanced stuff in relation to offer creation.** Your U.M usually develops itself over years of being in a market and understanding the big problems.

So don't feel like you need to create it at the start if this is your first time creating an offer. However, if you are a bit more advanced...

...creating a unique mechanism involves identifying a specific **BIG need or problem** within a niche market, brainstorming creative & innovative solutions, prototyping and testing those ideas, and refining based on feedback and customer avatar data over time.

It often requires a combination of **creativity, technical expertise, and a deep understanding** of your niche market which will further enhance your blue ocean niche positioning.

The longer you have operated within a market & understand your markets big problems + desires... the easier it will be to create a compelling and curiosity-based U.M!

Here are some **KEY TIPS** to take into consideration when creating your **U.M!**

- **Identify a BIG Need + BIG Problem(s):**

Understand your target audience and their pain points.

Research existing solutions to identify gaps within your market.

- **Brainstorming:**

Encourage creative thinking sessions with your team (*if you have employees*)

Explore various ideas without immediate judgment.

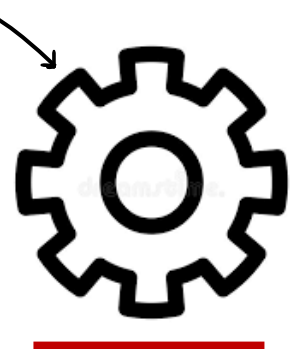
Consider different perspectives and approaches that are new and different.

- **Concept Development:**

Select the most promising ideas from brainstorming sessions.

Develop conceptual U.M design based on ideas from brainstorming session with your team.

Consider factors like feasibility, cost, and scalability etc.



- **Iterative Refinement:**

Use feedback & data to refine the design & the success of the U.M to help clients get the end-result.

Address any identified issues or concerns immediately.

Iterate through multiple prototype-test-refine cycles. *(If necessary)*

- **Technical Implementation:**

Once the concept is validated, work on the technical details of the U.M.

How is it different?

Is there new ingredients within the U.M to make it even more unique and attractive to potential buyers?

How does it help clients achieve the end-result faster & more efficiently?

How does it create curiosity to grab the core customer avatars attention within your targeted niche market?

- **Production & Implementation:**

Make sure your U.M allows you to scale your offer using a system.

- **U.M Market Launch / Testing Hypothesis:**

Strategically launch and market your product offer, highlighting the unique mechanism within the marketing message.

Gather user feedback and data in real-world scenarios for further improvements.

Remember, collaboration and an iterative approach are key when creating your U.M.

Engage with your team members if you have them and work with each other + leverage mentors, coaches and experts throughout the process to enhance your chances of creating a **successful U.M.**

If you can nail this within your offer in a hungry marketplace, you'll have the start of a 8 or even 9-Figure business on your hands providing you apply everything else I teach you inside the Client Acquisition Accelerator training program!

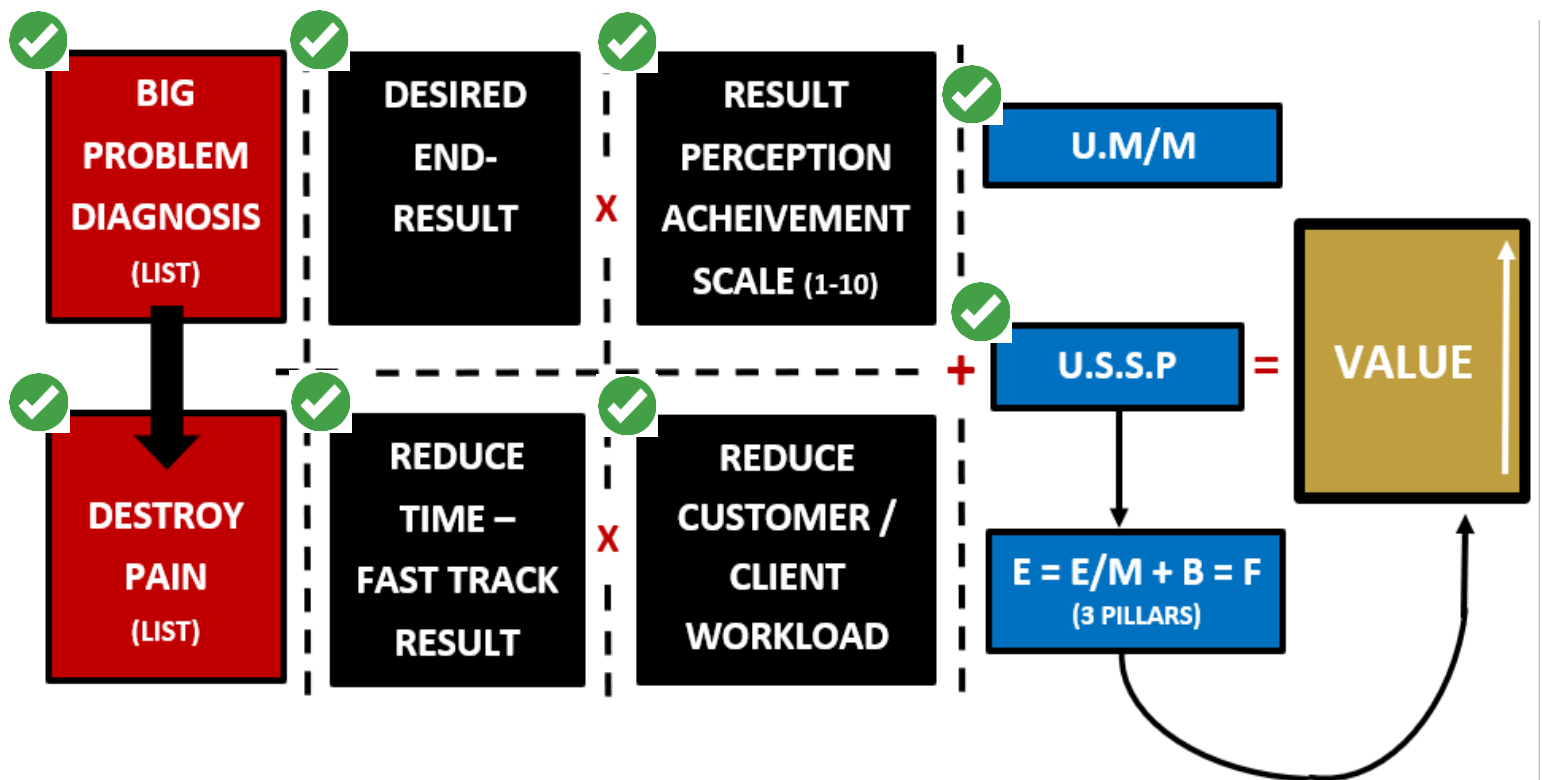
Here is a powerful question to ask your subconscious mind when creating your U.M

“What Can I Add Into My Product / Service / Program Offer That’s New & Different Compared To My Competitors To Help My Clients Get Results Faster More Efficiently & More Effectively?”

Great work!

Hopefully you found that valuable!? 😊 Let's move on together to the next marketing and sales lever within the **INFINITE VALUE FORMULA** so you can increase the value, perception and ultimately sell your offer WITHOUT sales resistance...

STEP 8 - U.S.S.P = UNIQUE STORY SELLING PROPOSITION!



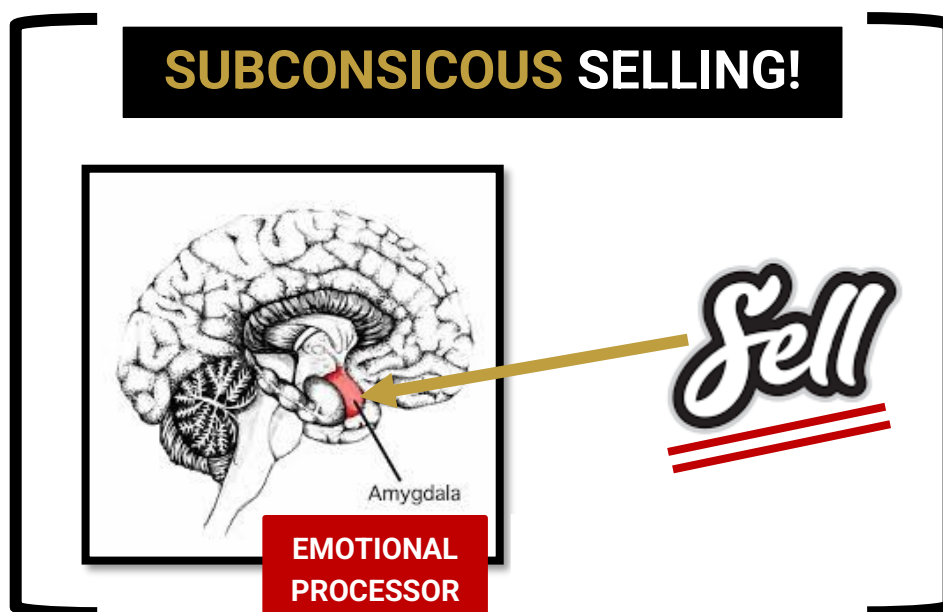
I'm sure many of you have heard the concept of **U.S.P** which stands for...

UNIQUE SELLING PROPOSITION!

By implementing what I have just shared with you inside the **Unique Mechanism / Method (U.M/M)** training and the other components of the I.V.F you'll have created a U.S.P by default! 😊

Because I genuinely want you to **BECOME THE BEST**... we're going to go one further and add in a **STORY** within U.S.P which taps into the subconscious mind of your core client avatar and causes higher sales conversion rates when selling your offer...

This is otherwise known as...



This is where you'll tap into the **deep emotional hot buttons** of your leads & prospects by **POSITIONING** the & shifting their **PERCEPTION!**

When done correctly **THEY** will **make the DECISION to buy**, which means SELLING your offer becomes EASIER & EFFORTLESS.

In fact, you'll have serious clients reaching out to you asking HOW they can buy!

Hey Sam, thanks for reaching out. Would love to talk to real coach who can be my mentor. Can I connect with you around 12 noon today? please let me know. Thx.

Toni A.
Active Now

11/6/20, 3:08 PM

Hi Sam, please confirm receipt of final payment.

Please let me know more about the inner circle

now...And providing the investment is not to steep.. I would like to work with you Sam.
Thank you again Shane

Hey Sam , are you talking about the 3M Coaching Invitation?

Yeah I watched it again and would like to join your program. I know that I didn't meet the two

What Is a Unique Story Selling Proposition!?! (U.S.S.P)

A **Unique Story Selling Proposition** is an important component within your selling, marketing & offer creation strategy that leverages a **compelling storytelling** approach that initiates the big problems & desires your target market relates to!

It helps **paint a picture** within your core customer avatars sub-conscious mind of them actually overcoming those big problems and achieving the end-result that they desire using the power of an attractive character story. This story can be about you or a third person character!

The **U.S.S.P** involves telling a compelling and unique story about your journey from pain to pleasure, your product / service offer & your unique mechanism that resonates with your target audience.

It's about creating a narrative that goes beyond just features and benefits, connecting emotionally with customers and making your **brand, product & U.M memorable** within the minds of your prospects!

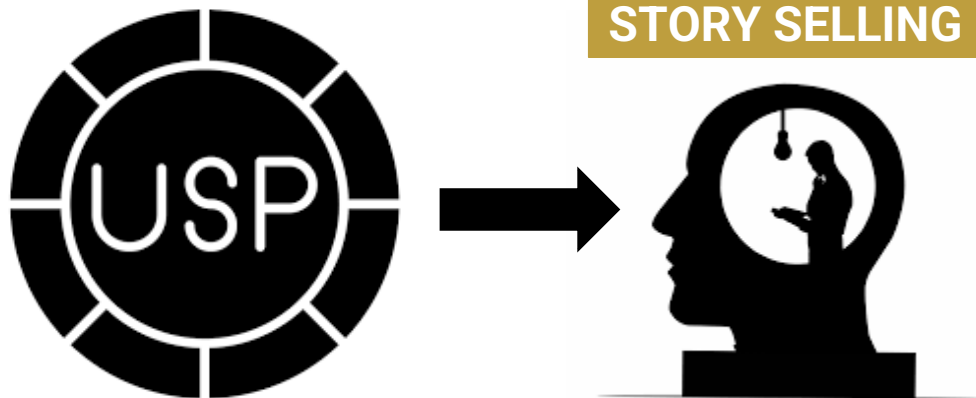
When done correctly your customers / clients have their own **EPIPHANY** to get them to **BELIEVE** in your **new opportunity offer** that's **differentiated** compared to everything else in the niche marketplace!

The idea is to use storytelling to sell & differentiate your offer / brand by building a stronger connection with consumers while **breaking their old belief patterns** so they can **take action, buy now and create real change in their lives!**

Why I Advise You To Create Your U.S.S.P To Increase Sales Conversions For Your Offer!

If you look in the big 3 industries... the poor marketers sell the features of their product offer by blabber mouthing how great it is, while the top marketers sell...

The **END-RESULT + BENEFITS** + the **U.M/M** by hooking leads in **emotionally** and targeting the BIG PROBLEMS the core customer avatar is suffering with a **STORY! (U.S.S.P)**



Most offers out there are boring, and the marketing and sales process is boring too! When this happens in competitive markets... leads & prospects zone out due to the **market sophistication levels!**

When you implement the **U.S.S.P** you bypass the conscious analytical mind of your prospects, and you target the **subconscious mind!**

When done properly this will create a **propelled rate of change** and get people to take action.

And even if they don't buy the first time you will have left a **strong emotional imprint** in their subconscious mind creating **top of mind awareness** for your offer!

Which means they... **REMEMBER YOU!**

Plus, when you leverage my proven follow up strategy inside... (**Module #10 -Email Marketing Machine & Social Conversion Follow Up!**) you will convert way more sales as your leads go through the **C.A.L.V.O Journey!**

(Customer Acquisition & Lead Value Optimisation) journey!

This is the power of **U.S.S.P = UNIQUE STORY SELLING PROPOSITION!**

It creates a **unique sales proposition for your offer** that ticks every box which formulates into the lead / prospect to become **emotionally invested!**

Clients buy for 2 main reasons...

To move away from a **PROBLEM / PAIN** in their lives

Or

Towards **PLEASURE!**

And when you **POSITION** your offer via leveraging the **INFINITE VALUE FORMULA**... the only logical thing they can do in their minds...to move away from the pain they are suffering with or to move towards pleasure is to buy your offer because its just too damn good to miss out on!

In the next section of this module (**PHASE #5 – Creating Your Million Dollar Offer**) you will see exactly how to target each problem by providing real solutions while interweaving deep emotional wants and desires into your offer!

Add in everything else I am teaching you inside this module including the U.M (Unique Mechanism) and you will absolutely wipe out your competition and create more profits than you know what to do with! Period!

Essential Elements When Creating Your **U.S.S.P** For Max Sales Conversions!

In a moment I am going to share a **proven framework** to create your U.S.S.P but first I will explain the key components of a Unique Story Selling Proposition you should think about when crafting a story that stands out and resonates with your audience.

Here are essential elements:

- **Be Authentic:**

Ensure your story is genuine, unique and aligns with your brand values.

Share your journey (*ups, downs, lessons and insights*)

Don't be afraid to share your flaws... No one is perfect! If you try to be perfect, you'll alienate your core clients, and they will not resonate with you!

Authenticity builds trust and connection with your audience.

- **Create Strong Emotional Desire + Target Big Problems:**

Evoke strong emotions that your target audience can relate to.

You do this by **future pacing** them and getting them to **imagine achieving the end-result** they desire!

You must also explain through story the big problems that the story character (You or 3rd party) had to face which should be the same problems your leads and prospects are facing on their journey towards the end-result.

Emotional connections enhances brand loyalty and engagement.

- **Be Unique / Different:**

Clearly articulate what sets your story and product / service offer apart. You do this by selling the U.M (*Unique Mechanism*) to help clients understand & believe that your U.M can help them get the end-result faster!

You also do this by sharing your own unique story based off the journey and what you've been through to get the end-result yourself!

Highlight unique aspects that make your brand **memorable**, demonstrate and show proof of how your U.M helps clients achieve the end-result faster, more efficiently and more effectively!

- **Make Sure Your Story Is Relevant To Your Audience & Offer:**

Make your sales story presentation relevant to your target market by addressing the needs and deep desires of your audience.

What will it allow them to do in their lives after they have achieved the end-result? Think of the **emotional benefits of the benefits** your offer can provide!?

- **Be Consistent:**

Maintain consistency in your storytelling across various marketing channels.

Reinforce key messages to strengthen your offer and brand identity.

- **Provide An Engaging Narrative:**

Develop a narrative that captivates and holds your core client avatars attention.

Make sure you are talking directly to the **ONE person** that makes up the generalisation of the entire market to keep them hooked. E.g. BOB!

This is why completing the action steps inside module #1 is crucial by understanding your core customer / client on a deep level. When leads and prospects believe that you know their problems and desires better than they know them themselves, you'll gain their **trust!**

- **Leverage Visual Elements + Proof:**

Incorporate professional visual design, graphics, pictures, videos & screenshots that positions you and your offer as a **CREDIBLE AUTHORITY EXPERT** within your niche while backing it up with **real proof** that your offer + U.M works within your story!

Images, videos, or graphics can enhance the storytelling experience.

- **Have a Customer / Client Centric Focus While Getting Them To Experience The Journey Towards The End-Result:**

Show how your product or service offer positively impacts customers and helps them get the end-result!

Share your before and after journey to achieving the end-result! This is the same journey your clients will go on without figuring everything out on their own when they purchase your offer.

Highlight customer stories, case studies & testimonials to add credibility and positioning which will improve sales conversions!

- **Make Your Marketing & Sales Copy Clear & Simple:**

Clearly communicate your offer & brand's message by sharing what you stand for and what you stand against which creates **POLARISATION!**

Avoid confusion by ensuring your target audience understands the story. To do this, keep things SIMPLE! When creating your U.S.S.P you'll want to write at a 3rd - 4th grade level!

- **Target The Prospects Subconscious Mind – Make It Memorable:**

Craft your offer story that leaves a lasting **impression** on your core customer avatars subconscious mind.

Start the story with high **emotional drama** and make it **intellectually interesting** to keep them hooked!

Make your offer + brand memorable in the minds of your audience.

Remember, the goal is to create a **story** that not only communicates what your offer does but also **connects** with people on a deeper level, making them feel part of your story while selling the end-result and the U.M to help them achieve what they desire **FASTER!**

The problems that the story character must also be the same problems the lead / prospect is facing on their journey! You'll then **POSITION** the offer with the right **PACKAGING** as the perfect **SOLUTION** to help them stop the **PAIN** they are going through! Make sense?

This is the key to a **high converting U.S.S.P**

How To Create Your U.S.S.P –



This 7-Figure selling framework that you can implement into your marketing strategy... sells your audience subconsciously through **YOUR STORY** or a 3rd parties story causing leads and prospects to have a light bulb moment that results in **THEM** making the decision to buy.

You do this by building **CONNECTION**, creating **DESIRE** for achieving the **END-RESULT** so they become emotionally invested & elicit the **BIG PROBLEMS** they are suffering with which gets them to understand the **PAIN** they have that's stopping them from moving forward on their journey!

You'll then **POSITION** your **OFFER** as the perfect solution while creating a new **PERCEPTION** their minds via identity shifting **TRANSFORMATION!**

PART 1 - The Authority Based Character Backstory!

What was your backstory that started you on the journey to achieving the end-result so people can relate to you?

What's **UNIQUE** about YOU & your **STORY**?

What life struggles have you been through?

What **COOL** things have you achieved?

Share your personal side and then position yourself as an **AUTHORITY EXPERT** by sharing your credentials, skills sets, results, client results and real proof!

PART 2 - Your Deep Desires + End-Result!

What is / was the end-result?

This should be the same end-result your clients want to achieve based off your market research if you're entering a new market or what you have already achieved in your existing market.

What did you want to accomplish – Explain the **BENEFITS!**

Example in the online business space

EXTERNAL – “All I wanted to do was make \$10,000 - \$100k per month, work in my zone of genius & live a life of more FREEDOM!”

INTERNAL – “I was unemployed, struggled with depression and nothing seemed to work. Deep down all I really wanted was to help my family financially!”

PART 3 - The Problems / Struggles You Faced On Your Journey!

What were the internal and external problems you were struggling with?

(Again, these should be the same problems your target core client avatar is going through that is stopping them from achieving the end-result on their journey!)

Example in the online business space?

EXTERNAL – Traffic, lead generation, booking qualified appointments, conversion, offer creation, high ticket sales, automation, follow up, cash flow, business infrastructure, hiring, scaling etc.

INTERNAL – “I felt like a failure because of society’s programming system – Work 40 hour per week for 40+ years in a dead end 9-5 job, struggling with mortgage payments, credit card bills, car payments, limited travel, no time freedom to spend with family and enjoy the luxury things life has to offer etc.”

PART 4 - The Big Light Bulb Moment > The New Way To Get The End Result!

After going through the problems and struggles what was the LIGHT BULB MOMENT you had and what was the new process that you implemented into your NEW OFFER!?

PART 5 - The Action Plan – Introduce Your Million Dollar New Irresistible Offer!

Reveal your million-dollar irresistible offer (**M.D.I.O**) to provide the solutions to the problems clients will face towards achieving the end-result IF they don’t buy now!

What was the step-by-step plan / proof of concept you created & implemented to achieve the end-result that you desired?

This is the action plan / proof of concept that your clients will take to achieve the same end-result that you desired! Make sense?

PART 6 – Dive Into The PAIN + The Number #1 BIG PROBLEM That Stopped You From Achieving The End Result! Introduce The U.M/M! (Unique Mechanism / Method) (Think Faster, Easier & Better etc!)

We touched on the problems in part 3, however whenever creating a new offer the marketing message must be built around 1 BIG MARKETING IDEA that overcomes the BIG PROBLEM clients will face.

Reveal your U.M (Unique Mechanism / Method) and show people how it helps them achieve the end-result FASTER, EASIER, more EFFICIENTLY & more EFFECTIVELY!

PART 7 – Show How The Story Character Achieved The End Result – Stack The Offer BENEFITS!

Show proof of you / the story character achieving the end-result + all the BENEFITS that comes with it!

Also think of the benefits of the benefits.

Share how DIFFERENT life is and how it FEELS after you / the story character has achieved the end-result.

Here's some ideas that most offers in the big 3 industries help client with...

More FREEDOM, SECURITY, HAPPINESS, ABUNDANCE, WEALTH IMPROVED STATUS, IMPROVE HEALTH, IMPROVED RELATIONSHIPS etc!

Stack the offer and give away 10X – 100X the value compared to the price!

PART 8 - The New Self Identity Transformation! (What did it allow you to do? Example: More FREEDOM + Better Person That Helps Others!)

After you go through the journey to achieving the end-result... How did it transform you or the story character as a person and help you create a NEW SELF IDENTITY so you can become the best version of yourself while helping others!?

Example: *Online Business Space*

"After hitting my income goal and living a life of freedom with my family, I realised that helping others create financial freedom was massively rewarding, I now get to create income on demand, travel the world and help people just like you achieve your goals and dreams!"

Example: *Health & fitness / weight loss space*

"After losing 21lbs in 3 months I not only feel & look great, but I also have a lot more energy to spend time and play with my kids! After going through this transformation, I realised I have a passion to help others just like you hit your weight loss and fitness goals in the fastest time possible!"

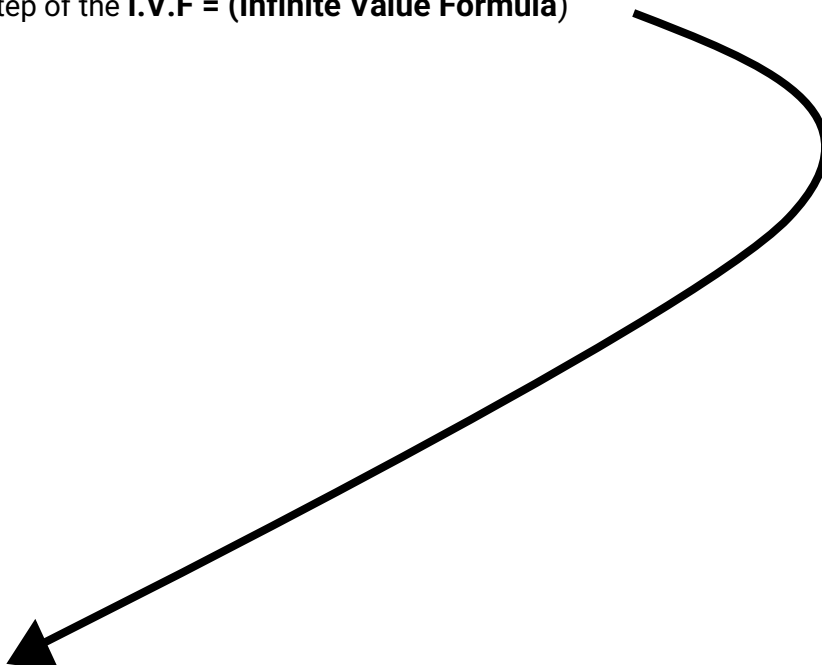
Example: *Relationship & Dating Space*

"After finding the love of my life and getting married to my soul mate after years of dating nightmares, I now have a passion to help others just like you find your dream partner and fall in love!"

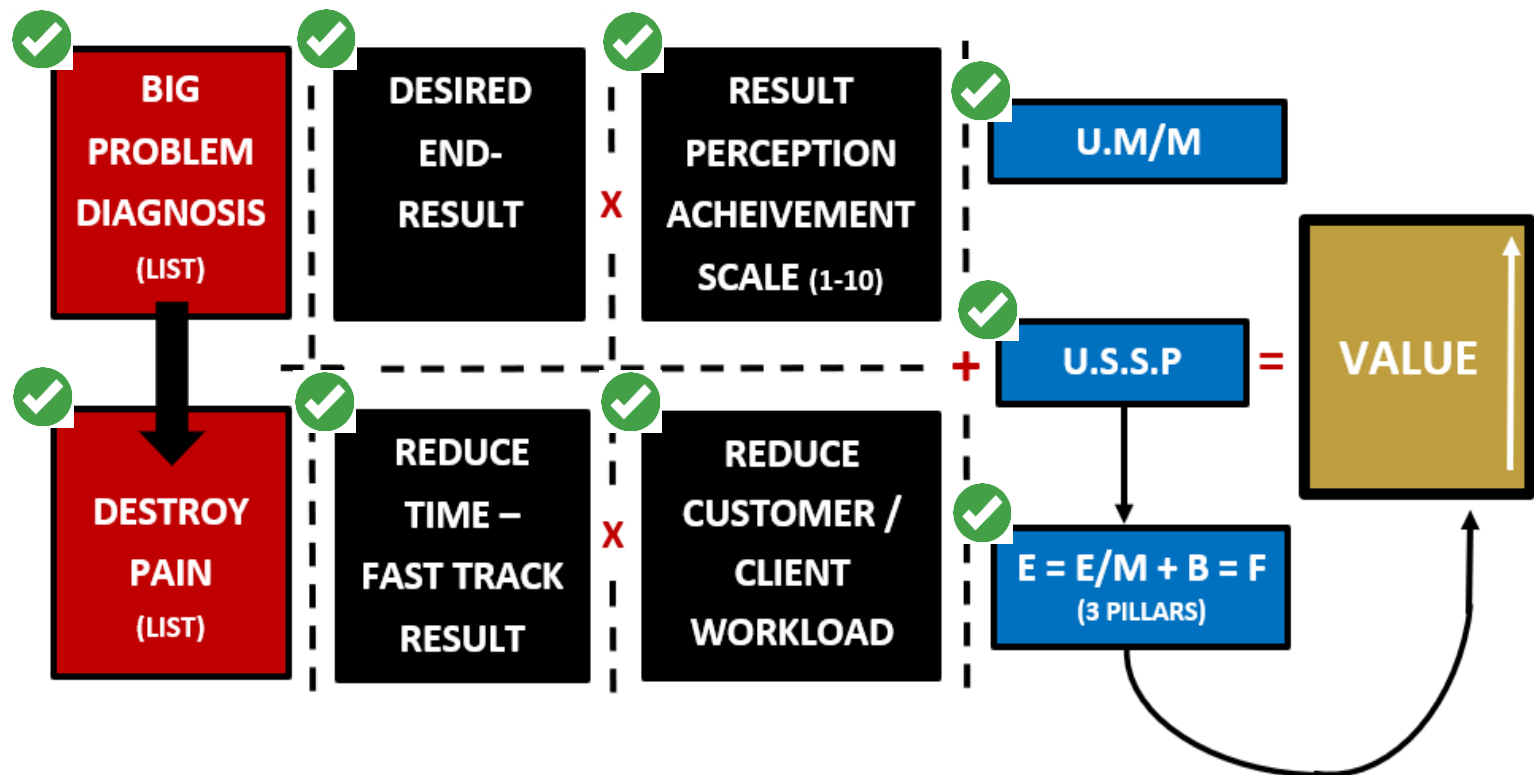
We're going to dive deeper into selling your offer during this module as well as module #4 of C.A.A. However, here's a link to **MY STORY U.S.S.P** where you can get some ideas flowing. 😊

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

Next up is the last step of the **I.V.F = (Infinite Value Formula)**



STEP 9 - EMOTION = ENERGY IN MOTION + BELIEF = FAITH!



Step #9 is **super important**. I haven't seen any EXPERT / GURU talk about this.

It will make the difference in relation to people buying your offer if you understand it and internalise the knowledge, I'm about to share with you!

By following what I have just taught you during the **U.S.S.P** step via subconscious selling using **STORY** you will have developed **STRONG EMOTION** within your clients brains via tapping into the amygdala which is the part of the brain that processes **EMOTION!**

E-MOTION = ENERGY IN MOTION!

This **EMOTIONAL ENERGY** that your offer... **VALUE + U.M/M + U.S.S.P** creates... is the difference between a lead / prospect...

Not taking action and staying STUCK where they are...

OR

*Taking action by moving forward with you & **BUYING!***

It's also what sets you apart from the competition.

This can be measured using the...



"3 Pillars Emotion / Energy Rictor Chart!"

This exercise is more advanced and will allow you to gain more **AWARENESS** of the emotion **you, your offer and your company / brand** is creating in the minds of your target market.

If you're struggling to make sales, there is usually a problem in relation to the 3 pillars.

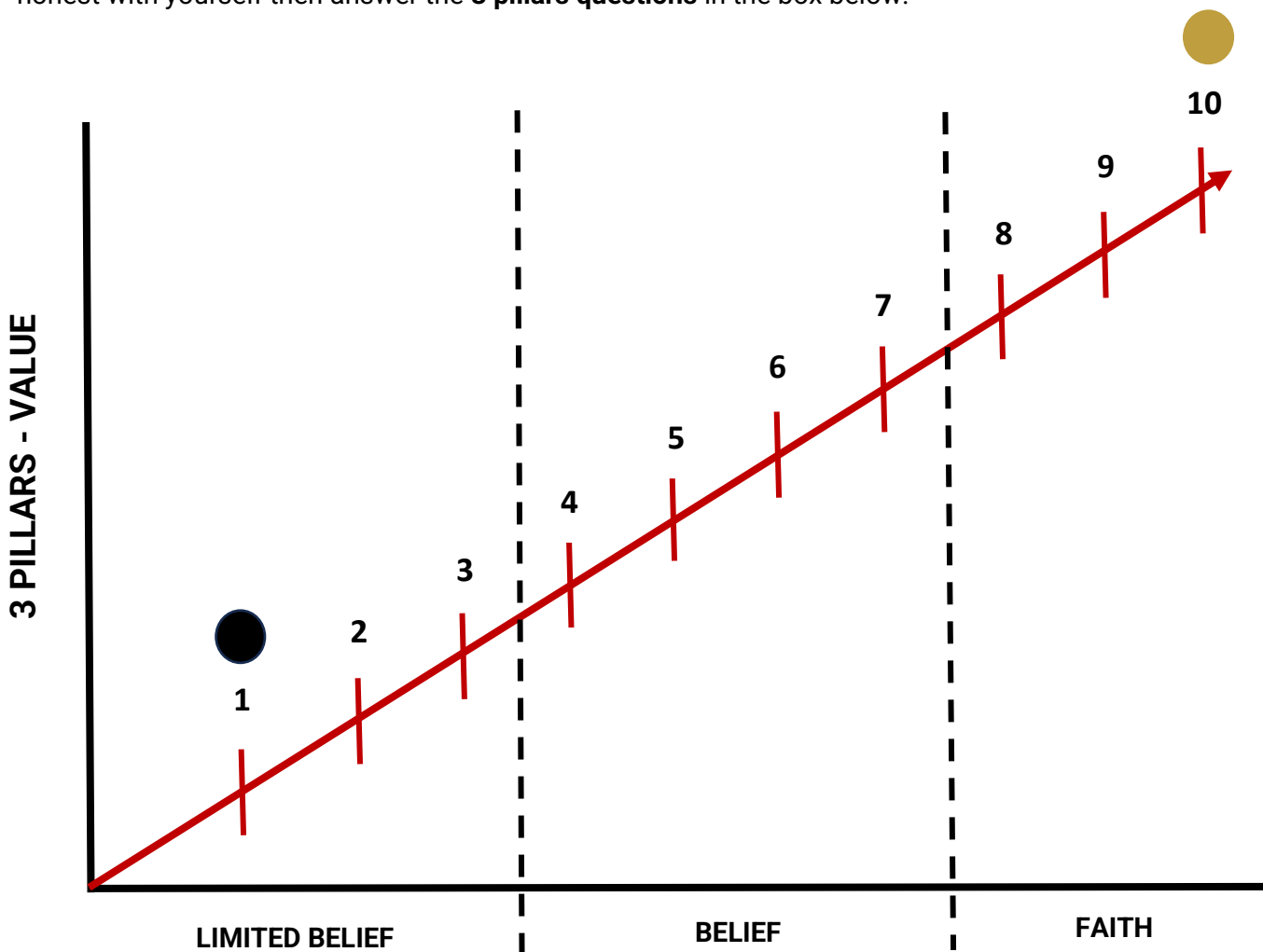
PILLAR #1 - YOU = *The Expert Attractive Character!*

PILLAR #2 - YOUR OFFER = *The Vehicle To Get Your Clients The End-Result!*

PILLAR #3 - YOUR COMPANY / BRAND! = *The Positioning + Proof Device!*



Draw this chart out 3 times in your thesis notebook and rate each of the 3 pillars from 1-10! And be 100% honest with yourself then answer the **3 pillars questions** in the box below.



 WEAK OFFER = LIMITED BELIEF AROUND THE 3 PILLARS

 STRONG OFFER = FAITH AROUND THE 3 PILLARS!

Weak offers create weak levels of emotional belief (**ENERGY**)

Strong offers create high levels of emotional belief (**FAITH**) around you, your offer + company / brand and when that happens people BUY providing you are targeting the right core customer / client avatar!

3 PILLARS QUESTIONS

How can I create more BELIEF / FAITH around me as the coach, consultant, course creator / service provider?

How can I create more BELIEF / FAITH around the offer I am selling?

How can I create more BELIEF / FAITH around my brand / company?

Now there are 3 other crucial components to implement into your offer that increases faith + action around the 3 pillars that causes prospects to buy, which we will talk about in the later phases of the *Million Dollar Irresistible Offer* module that you are currently going through which are:

- **Value Stacking (The FREE Mastery Bonus Pack)**
- **Risk Reversal (The Better Than Risk-Free Guarantee Stack!)**
- **Offer + Call To Action Psychology (Influence & Persuasion)**

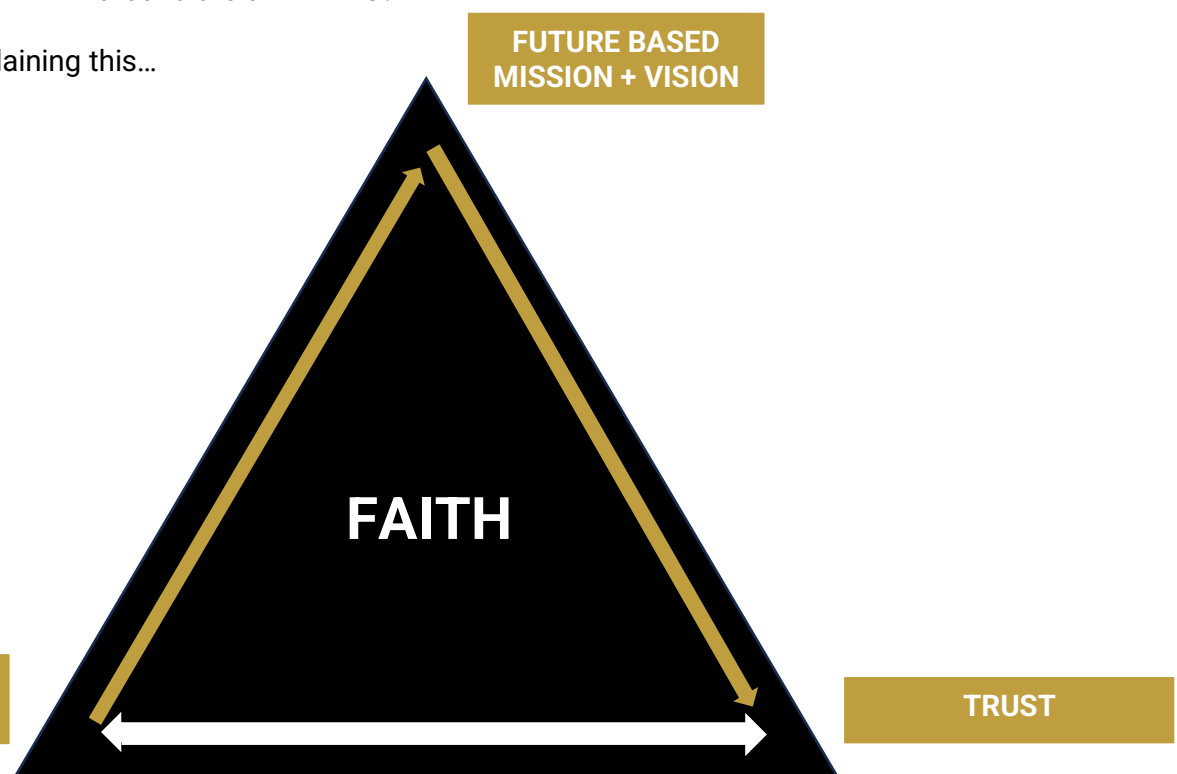
When this all ties together you'll have created a **STRONG BELIEF** in the minds of your audience

Strong belief creates **FAITH** around the 3 PILLARS!

FAITH is One Step BEYOND BELIEF!

But how do we create FAITH around the 3 PILLARS?

Here's a diagram explaining this...



This is where you'll need to think about your **MISSION & VISSION** that is greater than just making money for yourself.

Here's how I do this so you can get some ideas flowing.

"My VISION Is To INSPIRE 1000+ Internet Entrepreneurs To Achieve More Time, Location & Financial FREEDOM By Leveraging The Power of An Online Business Within The Next Year" ...

"My MISSION Is To SCALE My Clients Results From \$3.4M To \$100M Within The Next 10 Years!"

.... and I'm hugely passionate & dedicated about achieving this vision + mission!

This allows your potential customers & clients to perceive the following:

- ✓ **Clarity and Direction!**
- ✓ **Instils Confidence In Your Ability To Deliver!**
- ✓ **Initiates Shared Values With Clients!**
- ✓ **Makes Your U.S.S.P (STORY) More Interesting!**
- ✓ **Demonstrates Long Term Commitment!**

In essence, a future-based mission and vision provide a framework that inspires trust and confidence in your company's ability to deliver on its promises. This increased faith translates into a higher likelihood of customers / clients choosing your **company's offer** by working with **YOU!**

TRUST!

The final ingredient to increase faith around the 3 pillars is TRUST. The key here is to become your **AUTHENTIC SELF** and sell your offer with confidence and conviction.

Here's some tips to increase trust when it comes to offer creation.

- ✓ **Transparent Pricing**
- ✓ **Honest Communication**
- ✓ **Showcase Your Expertise**
- ✓ **Provide Excellent Customer Support**
- ✓ **Consistent Over Delivery**
- ✓ **Build Relationships & Rapport.**
- ✓ **Personalization**
- ✓ **Active Listening**
- ✓ **Action On Client Feedback To Improve Offer**
- ✓ **Leverage Social Proof**
- ✓ **Customer Testimonials**
- ✓ **Case Studies**

✓ Risk Reversal

By implementing these strategies, you can build trust with your audience which increases FAITH around the 3 pillars! This then improves conversion rates from leads / prospects into paying customers / clients!

INFINITE VALUE FORMULA CONCLUSION!

Awesome work... we have covered the key components of increasing real **VALUE** for your offer... making it **UNIQUE** within a specific niche while leveraging blue ocean niche market **POSITIONING!**

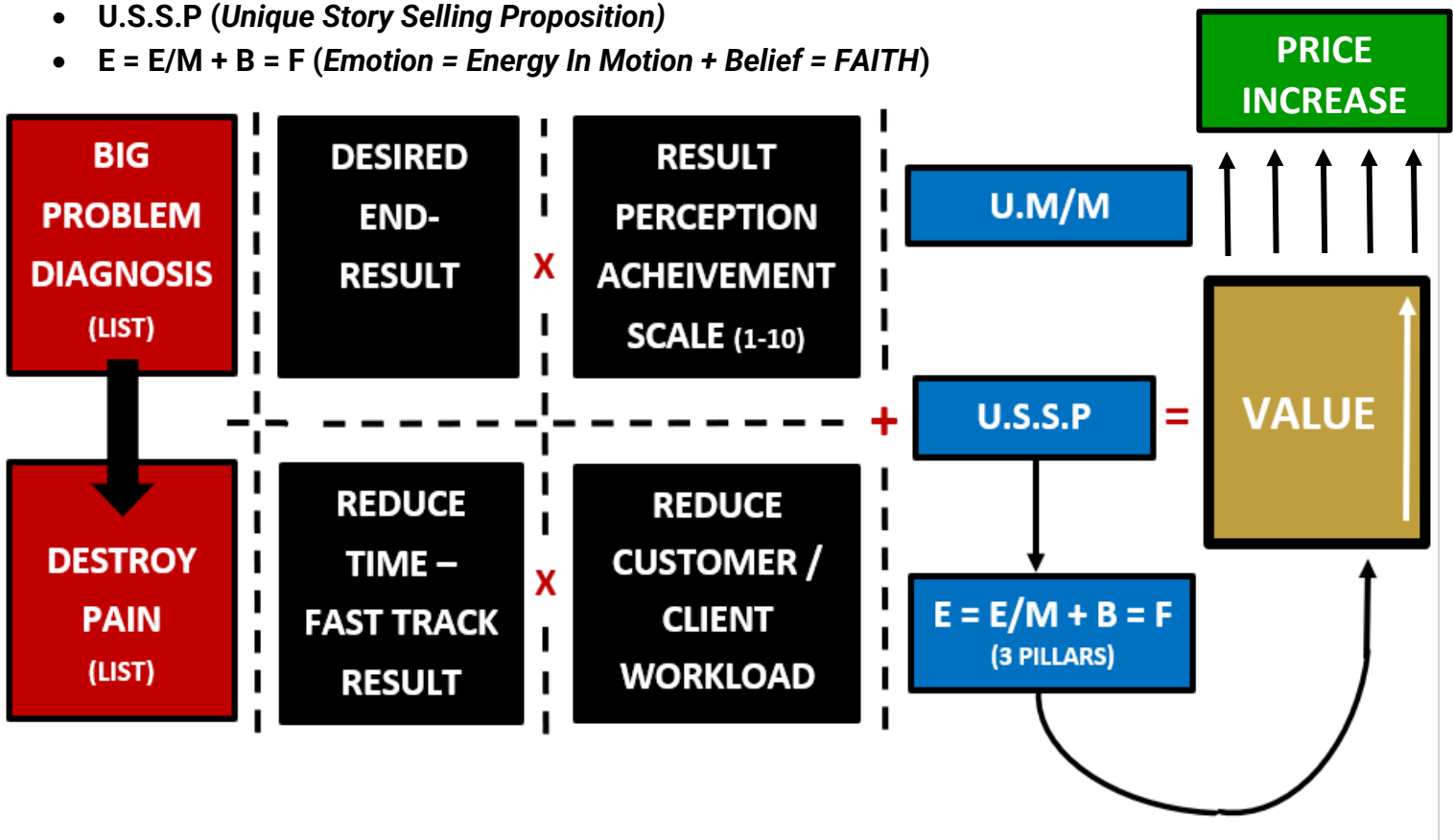
This creates correct **ENERGY (STRONG BELIEF = FAITH)** that creates the cause & effect chain to get people to buy...

Here's the levers we have covered in **PHASE #4** of this module to increase **VALUE** & increase how your potential clients **PERCIEVE** the value within your **OFFER!**

- **Big Problem!**
- **Destroy Pain!**

-
- **Desired End-Result!**
 - **Result Perception Achievement Scale (1-10)**
 - **Reduce Time – Fast Track Result!**
 - **Reduce Customer / Client Workload!**

-
- **U.M/M (Unique Mechanism / Method)**
 - **U.S.S.P (Unique Story Selling Proposition)**
 - **E = E/M + B = F (Emotion = Energy In Motion + Belief = FAITH)**



= INFINITE VALUE FORMULA

If you work on & tweak just one of these levers you will increase the ACTUAL VALUE or the PERCIEVED VALUE of your offer!

If you tweak the 2 components in the form of the U.M + U.S.S.P you'll improve your offers sales conversion rates because it creates differentiation + something new in a crowded marketplace which grabs the attention of your core customer avatar, even when market sophistication levels are high.

If you tweak all 9 levers you will potentially have a multi-million dollar offer that genuinely helps your clients, **get results + sells EFFORTLESSLY!**

At this point you can raise your prices, so you can operate in a **category of one!**

I have shared with you... the proven keys to **UNLOCK REAL VALUE** in your offer creation process!

In this next section we will begin the process of **ENGINEERING** your M.D.I.O (Offer)

PHASE #5 – Creating Your Million Dollar Irresistible Offer! **(M.D.I.O)**

Welcome to PHASE #5 of the Million Dollar Offer training module!

Here's what we're going to cover together so you can get a killer offer set up correctly in the fastest time possible and scale it to 7-figures WITHOUT the guess work!

Introduction To Creating Your M.D.I.O + Specific Niche Recap!

STEP #1 - The Big Marketing Idea - Nailing Down Your End-Result & Big Problem (*Mapping Your Offer Thesis + Messaging!*)

STEP #2 – Mapping The Offer Stack - Defining The Problems & Creating Solution Protocols!

STEP #3 – Proven Offer Case Study (Problem / Solution Breakdown Using The Infinite Value Formula! (*Destroy False Belief Patterns!*)

(*Calculating Your Marketing Thesis Equation + Magic Bullet Codes For Your Offer!*)

STEP #4 - Delivering The End-Result – The “Hexagon Delivery Vehicle” For Customer / Client Success!

STEP #5 – MVO Launch System - Minimal Viable Offer - Launch Your Offer In Less Than 7 Days!)

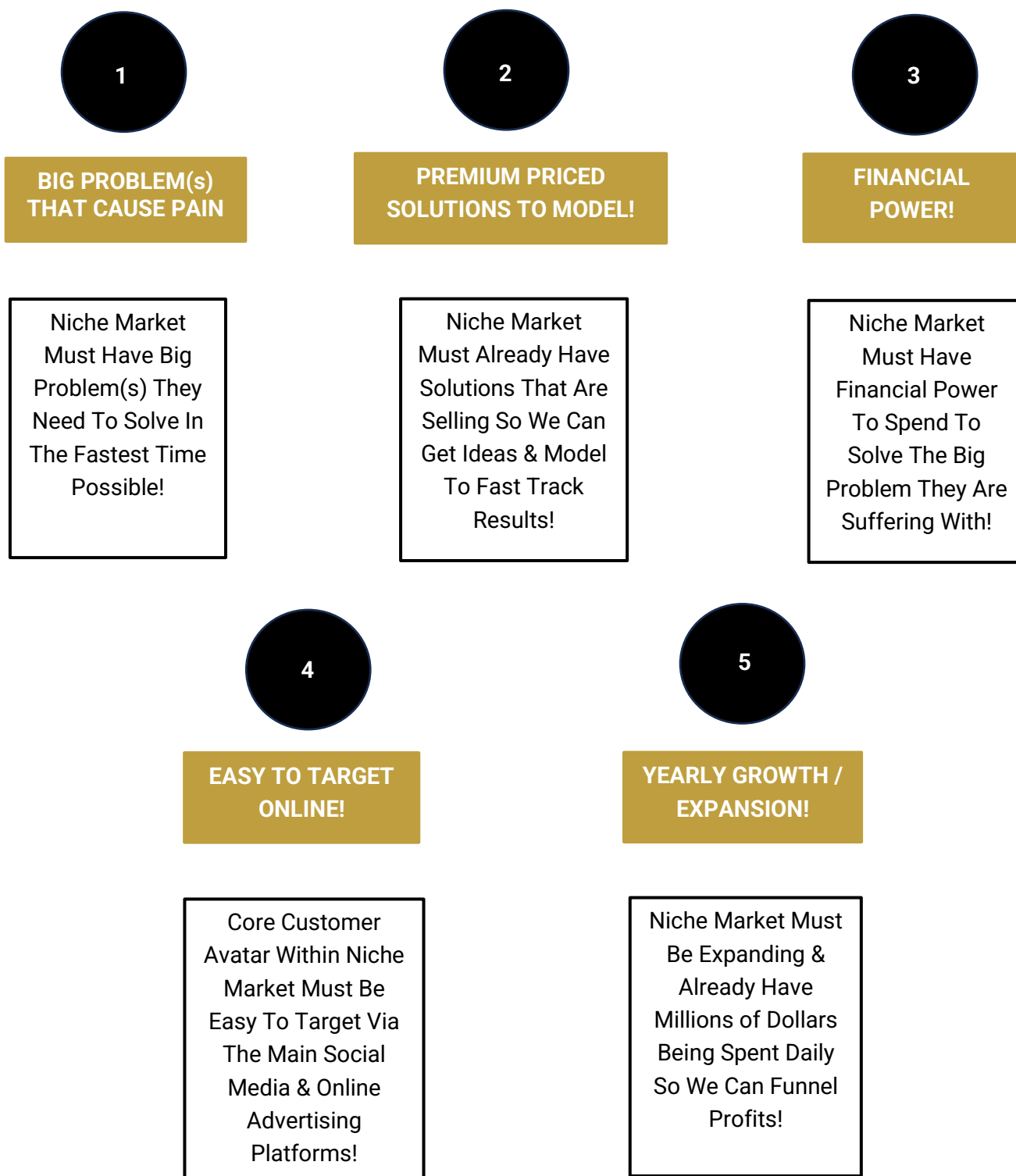
Introduction To Creating Your M.D.I.O + Specific Niche Recap!

Creating a million-dollar irresistible offer involves crafting a product, service, program or course by utilising a PACKAGE that not only offers exceptional value to customers / clients but also generates substantial revenue for your business.

The product, service, program or course is just one component of the **OFFER PACKAGE!**

If you haven't picked a niche yet go back to module #1 and complete that training.

Here's a quick recap of the key components to take into consideration when picking a niche.



When you understand what I am teaching you inside the Client Acquisition Accelerator program, and you have everything set up correctly by taking the actions steps.

You have to understand that huge amounts of money is flowing through the ether as we speak right now.

Literally billions of dollars is being spent daily with people buying offers within the big 3 industries and all you need to do is map out your niche market... create your M.D.I.O (offer) and funnel a % of that "money flow" into your bank account by applying what I am teaching you! 😊

The “Money Flow” Diagram In The Big 3 Industries To Become Multi-Millionaire!



There is also a lot of untapped profits to be made in other markets if you have specialised knowledge and skills sets, however if you want to make things simpler focus on ONE of the big 3 industries and then niche down from there!

After mapping out your blue ocean niche (*which I have taught you exactly how to do inside module #1 of the Client Acquisition Accelerator*) so you can operate within a market that has the FLOW of money being invested daily + completing the following steps I'm about to walk you through from 1-6 to create your offer package...

... you will have an irresistible offer that **solves your target markets big problems** in a unique way, and you'll have everything laid out correctly to get people to buy using the 13 constituent parts for **max sales conversions!**

Here's a step-by-step guide to help you create your **M.D.I.O (Million Dollar Irresistible Offer)**

Let's begin...

STEP #1 - The Big Marketing Idea - Nailing Down Your End-Result & Big Problem (Mapping Your Offer Marketing Thesis + Messaging!)

After mapping your offer value, the first step of creating your offer is nailing the correct messages!

Peter Drucker, one of the greatest management gurus ever, said –

*“The Job of Marketing Is To Make Selling Superfluous,
To Make Selling Unnecessary!”*

The best marketing in the world makes selling practically effortless and

- **Pre-Sells**
- **Pre-Qualifies &**
- **Pre-Educates...**

... your target market before they even get the opportunity to buy!

The **BMI** = Big Marketing Idea must be built around a **MARKETING THESIS** that is **BELEIVABLE** to your core customer avatar within your specific niche market!

It must be...

Intellectually Interesting

+

Emotionally Compelling

What that means is that it resonates on an emotional level, so it creates strong emotions within your prospects biochemistry to get them to take the next action within your funnel!

It must be intellectually interesting by targeting and showing how your offer solves a **BIG PROBLEM** that they are suffering with which we have previously talked about.

It must also **create curiosity**, and this is where the U.M (*Unique Mechanism*) plays its role!

When you get this correct, you'll target both the right and the left hemisphere's of the brain, which gets them to take action by influencing both the heart and the mind of the prospect!

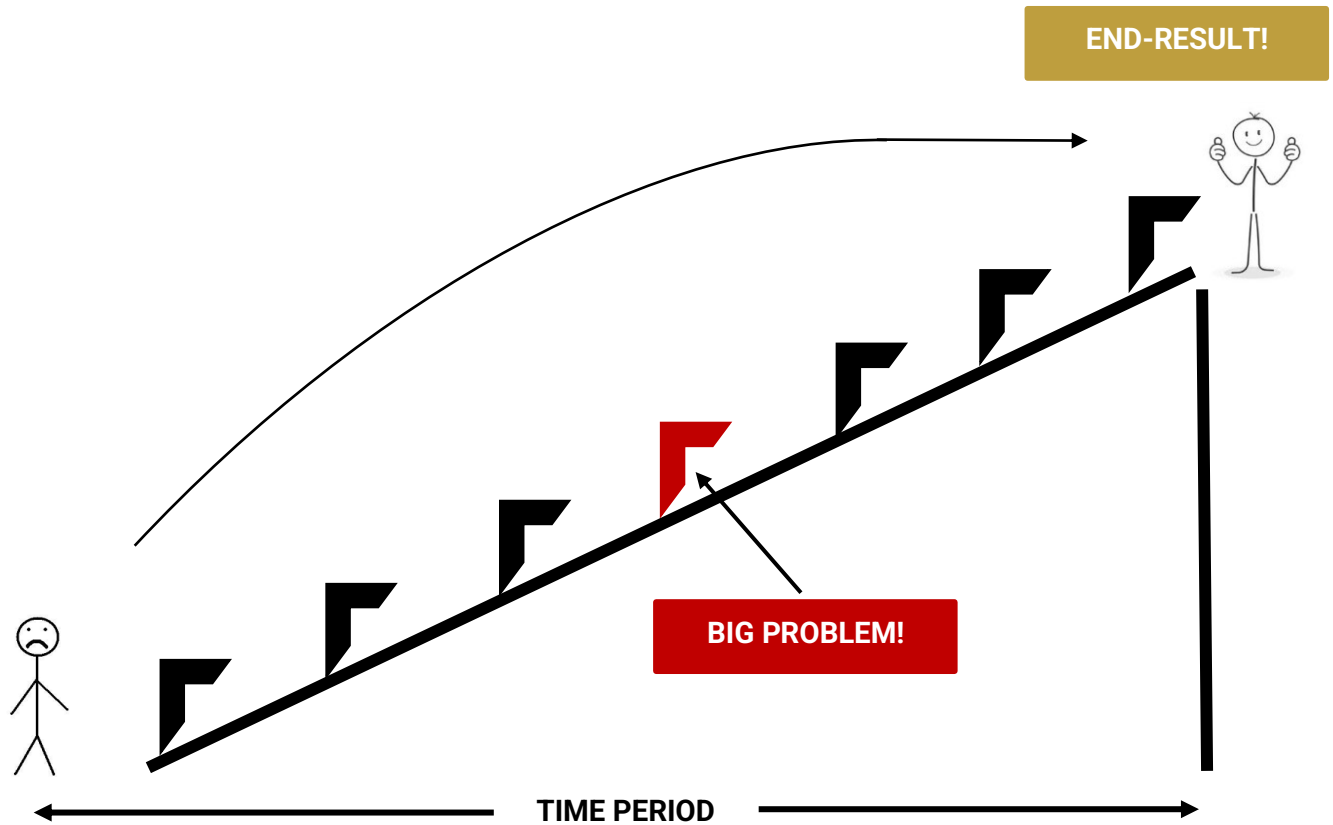


When you nail this, you'll grab your core clients **ATTENTION** even in a crowded competitive market where market sophistication levels are high.

This in turn increases engagement, generating more leads, more qualified booked calls using automation & more high-ticket clients flowing into your business on autopilot when everything is set up correctly in relation to what I am going to teach you in the future modules! Super exciting stuff!

The **BIG MARKETING IDEA** consists of 5 key components!

- **Specific Niche Market Core Customer Avatar(s)**
- **Specific END-RESULT**
- **Time Period**
- **BIG PROBLEM**
- **U.M/M (Unique Mechanism / Method)**



Here's the marketing **messaging statement** template we will use to begin the process of mapping out your marketing message.

This is NOT the marketing message we will use in your marketing / sales page (although you can use it), however it's a proven template to nail down the end-result & big problem that we will create your big marketing idea & thesis around!

**"I Help (Specific Niche Core Customer Avatar)... Achieve (Specific END-RESULT)
In (Time Period) WITHOUT (**BIG PROBLEM!**)"**

Example From The Make Money Online Industry - My Top Earner Traffic Agency Offer:

"I Help High-Ticket Affiliate Marketers Get A Consistent Flow Of High-Ticket Sales Each Month Within 90 Days WTHOUT Creating Complicated Traffic Campaigns & Wasting Money On Fake Bot Clicks!"

Example From Coaching / Consulting / Business Industry - The Client Acquisition Accelerator Offer :

“I Help Coaches, Consultants, Experts, Course Creators & CEO’s Book 100+ Qualified Appointments / Month Using Automation & Generate a Consistent Flow Of High-Ticket Clients In 90 Days WITHOUT Wasting Time, Energy & Money On Hope Marketing!”

Example For Health & Fitness Industry:

“I Help Busy CEO’s That Don’t Have Time To Work Out & Get Fit... Build Muscle Fast & Increase Energy In Only 20 Minutes Per Day WITHOUT Having To Run For Hours On The Treadmill!”

Example For Weight Loss Industry:

I Help Stay At Home Mom’s Lose Belly Fat In 90 Days WITHOUT Going To The Gym Everyday & Eating Plates Of Vegetables!”

Example For Dating & Relationship Industry:

I Help Skinny Guys That Struggle With Women... Get Dates With Beautiful Girls & Eventually Find Their Soul Mate In 90 Days WITHOUT Being Rejected All The Time On Tinder!”

These are examples you can get ideas from and model!

Come up with your own marketing message statement for your offer before moving onto step #2!

Write out 5 – 10 marketing message statements based off your initial market research and experience within your chosen blue ocean niche market... using 5-10 different big problems and 5-10 different end-results that your target market wants to overcome / achieve!

VERY IMPORTANT! Some of the statements I gave you above are over exaggerated so you can fully grasp the big idea marketing concept that I am teaching you here!

Your offer must be able to deliver on the offer / marketing messages end-result + time period otherwise do not write it down in your marketing message statement!

For example, if you’re in the weight loss space and you know your offer can not deliver the end-result of losing a specific amount of weight in the specific time period.

DO NOT WRITE IT DOWN!

Your marketing message must be truthful & believable, and you must be able to show REAL PROOF OF RESULTS to back your offer up!

This is why I advise you to price your offer lower or work for free to start with if you have zero clients with no results to start with! Offer to help clients for free... help them get a result and use that as proof in your marketing!

You’ll be using these marketing messaging statement notes later on the step-by-step process of creating your offer messaging to grab attention!

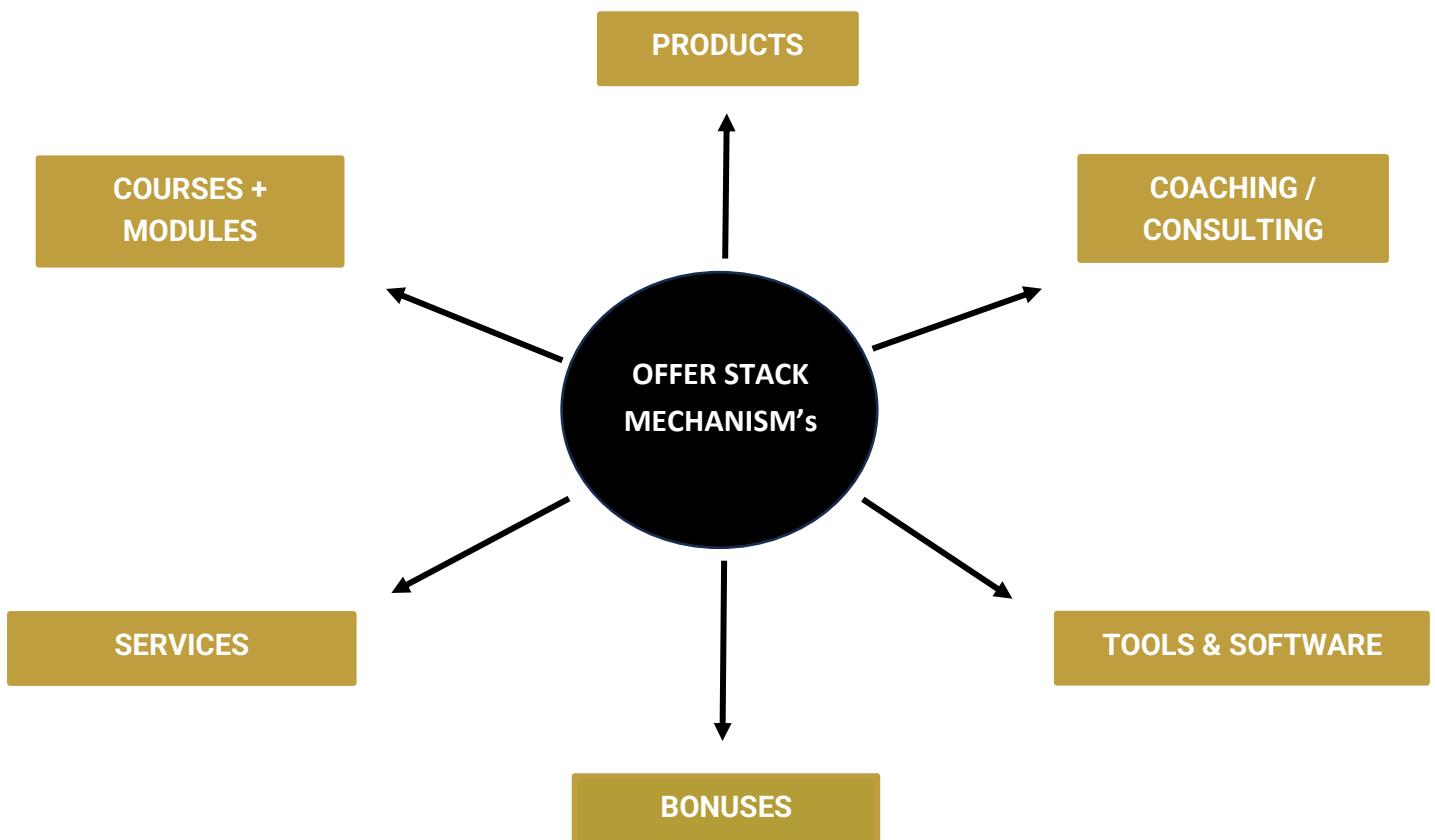
Awesome onto...

STEP #2 – Mapping The Optimized Offer Stack - Defining The Problems & Creating Solution Protocols!

An 'optimized offer stack' is the process of combining different offer mechanisms together to make the offer more valuable!

This can be in the form of products that overcome problems (*if you're selling a digital program*), services, coaching, consulting, tools, software & bonuses which increases both the perceived value and actual value of the offer you are making.

We then stack these components individually to create the **OFFER PACKAGE!**



Let me explain this in more detail so you truly understand what I am sharing with you here.

There are 2 salespeople selling the same thing! Salesperson A and salesperson B!

Let's say they are selling a treadmill in the health and fitness space! Salesperson A sells the treadmill on its own, salesperson B creates an M.D.I.O (*Million Dollar Irresistible Offer*) by adding in the following.

- *Free running tracker PDF*
- *Free set of weights*
- *Free stretching mat*
- *Free app to track workouts.*
- *Meal plan PDF*
- *Free Calorie tracker*
- *Branded gym wear*
- *Money back guarantee if the treadmill breaks + \$500 for the inconvenience!*

Who do you think is going to make more sales out of salesperson A & B?

Obviously, salesperson B because he's created the full package to help his clients which = an M.D.I.O!

This is how you want to be thinking when creating your offer by adding **VALUEABLE components** to the product or service you are selling!

You do this by finding the best people in your industry and model what they are selling!

You then ask the following question...

“How Can I Model This Offer That’s Already Selling In The Marketplace & Make It Better By Adding Things That Are Missing From The Offer To Make It New & Different?”

Now you understand the basics of the offer stack (I will show you a live example of how I do this during the free bonus training at the end of this module when we optimize the offer using the 13 constituent parts.)

Next, we are going to breakdown how to genuinely help customers / clients get the end-result they desire via going back to your research that you did during step #1 & 2 of the...

Infinite Value Formula (*Diagnose Big Problem*) + (*Destroy Pain*)

You should have 15-20 problems listed. Now it's time to lower this number down to 7-10 and organise them in SEQUENTIAL ORDER in relation to getting the end-result!

You'll want to make sure you have at least **7 problems** that stops your niche target market from getting the end-result!

In some industries / niches there will be as many as 10 problems but there should be no less than 7 and preferably no more than 10.

Many of your clients won't even know some of the problems that stops them from getting the end-result even exists! So, it's your job to paint a clear **ROAD-MAP** on exactly how to help them get there!

When you do this correctly it creates more authority & credibility in the eyes of your prospect!

It demonstrates that you know what you are doing!

Clients want to work with experts that know the path to success so you must position yourself in every way possible to get them to believe that!

The majority of you going through this training program are going to be either be creating & selling courses, coaching, consulting or offering done for you services!

And it doesn't matter which offer you choose to sell you still need to do the following action steps to create your offer marketing thesis, so you properly know how to help people!

In this example let's say you are selling a course with specific modules.

To keep things simple, we will use 7 in this next example!

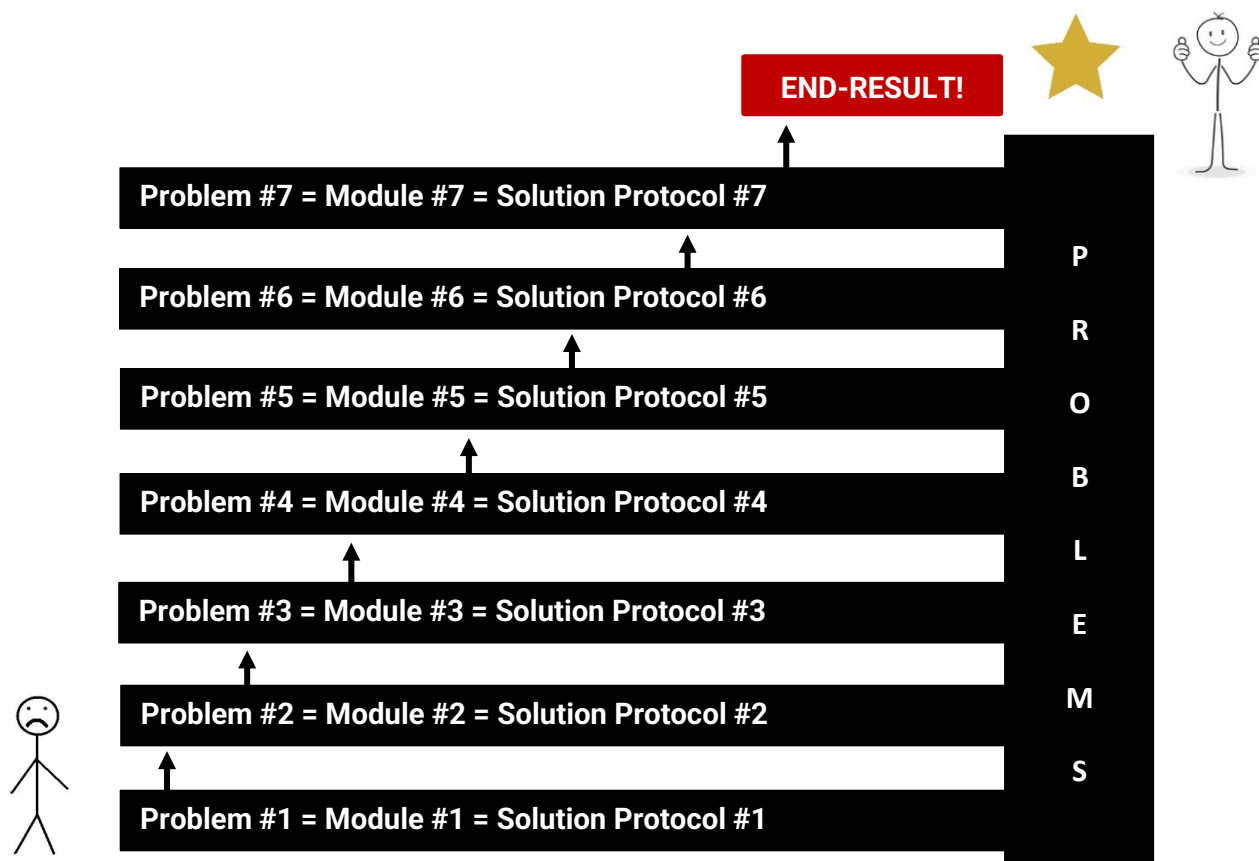
However, inside the next step (step 3) I will walk you through how I mapped out the Client Acquisition Accelerator program!

This program has more than 7 problems that need to be solved because I am trying to help you achieve the end-result of becoming a multi-7-figure CEO business owner while living a life of more FREEDOM so you can work in your “zone of genius” which free’s up your time!

(DISCLAIMER - Income not guaranteed, you must follow what I am teaching you and consistently do the work to get results, which I am sure you already understand!) ☺

Each module must overcome the problems by providing real solutions.

When your offer solves the first problem (*module1 in the diagram below*) then they are presented with the next problem where module #2 solves it and so on.



Below is a **PROVEN OFFER CASE STUDY** of the problems / solutions protocol from one of my previous offers... titled the DONE FOR YOU Top Earner Traffic Agency that we operated in the high-ticket affiliate marketing / make money online space.

Take out your thesis notebook and go to the page where you wrote down all the problems, pains and solutions during stage step 1 and 2 of the infinite value formula.

Pick 7-10 of the biggest problems and rewrite them in a sequential order in relation to what the customer / client has to overcome in order to get the end result.

Meaning... as you went on your journey towards the end-result you are helping your clients achieve, what was the first problem / challenge you suffered with and how did you overcome it?

Then what was the next problem and so on?



Done For You Traffic
That Converts Into Sales

Strategic Traffic Filter Protocol



YES, I Want DONE FOR YOU TRAFFIC So I Can Grow My Business FAST
(\$497+ Value)

PROBLEMS	SOLUTIONS
Traffic Campaign Set Up, Ad Copy, Lead Generation / List Building!	DONE FOR YOU Traffic Campaign Setup + High Converting & Split Tested Lead Capture Page + Email Ad Copy!
Finding Traffic Ad Vendors That Are Trustworthy & Producing Daily Sales!	With Our S.T.F Protocol (<i>Unique Mechanism</i>) We Track Vendors That Send Us Buyers Traffic So The Traffic You Receive Is From Proven Sources That Have Made Sales For That Given Week!
Making Sales & Converting Traffic! (CONVERSION)	You Get Full Access To My 5-Step \$1M Conversion Video Training + PDF! You also get access to my Online Conversion Formula Video Training Module!
Email Follow Up, Phone Follow Up + Social Media DM's Follow Up!	FREE Access To 50+ DONE FOR YOU Emails Written By Me & Another Pro Copywriter On My Team! + Email Income Alchemy Course! DFY Social Media DM Script + Option To Get DFY Phone Sales Rep!

No Guidance, Accountability & Support! Struggling & Frustrated Due To Lack Of Results!	For Clients That Purchase a Package From \$5,000 - \$10,000 You Get Access To My 90 Days GET PROFITS” Accelerator Coaching Program With Guidance, Accountability & Support From Online Expert Sam Malsom!
High Converting Offers, Products & Services To Promote!	Access To I.P.S Affiliate Products To Promote With The Highest Conversion Rates In The Industry + FREE DFY Mastery Bonus Pack To Give Away Your Leads To Help You Make More Sales!
Sales Funnel Not Converting!	Access To My DONE FOR YOU Mastery Funnels Service – Leverage Our Proven Funnel Templates + Get a Custom-Built Funnel Only Available To Clients That Invest Into Our \$10,000 Traffic Package!

When you have this information, it will allow you to figure out the target niche markets big problem and provide real solutions to them to genuinely help them achieve the end-result that they desire...

THE BIG PROBLEMS FOR MY DONE FOR YOU TRAFFIC AGENCY OFFER =

“TARGETED TRAFFIC, LEAD GENERATION & SALES CONVERSIONS!”

Which the whole offer + marketing thesis / campaign was built around!

Also notice even though we were selling a DONE FOR YOU offer in this case study example... by setting up complicated traffic & lead generation campaigns for the clients... we didn't stop there.

Depending on what packages clients invested in... we gave away coaching, mastery bonuses, dfy products, dfy phone sales, course modules, sales conversion videos, pdf's, templates, funnels, emails, social media scripts.

These are known as **OFFER STACK MECHANISMS** which creates your **OFFER PACKAGE!**

This improved sales conversions because what they got access to was insane compared to the cost they were paying. The offer literally overcame every single problem they were struggling with in their high-ticket affiliate marketing business!

Clients got \$100,000 worth of real-world value which was a 10X - 100X the value compared to the price they were paying plus it saved them so much time in relation to helping them get the end-result they desired!

This is how you must THINK when creating your offer!

STEP #3 – Proven Offer Case Study! Problem / Solution Breakdown Using The Infinite Value Formula!

(Destroy False Belief Patterns!)

(Calculating Your Marketing Thesis Equation + Magic Bullet Codes For Your Offer!)

Awesome work so far...

Now we will walk through a **LIVE CASE STUDY** example from one of my offers on how to do this so you can truly understand the problems and create solutions protocols to help your clients with your M.D.I.O!

I will then walk you through a secret equation to get some ideas flowing when creating your marketing message!

We will then finish off by naming the magic bullet codes to demonstrate to your audience that you know what you are doing when it comes to helping your clients using some **copywriting strategies** to get them more excited to buy!

If you already know the BIG PROBLEM / PAIN POINT your niche target market is facing that's stopping them getting the END-RESULT they desire, you can start this process with the big problem!

If you don't know this yet you will need to do some research and understand your market better!

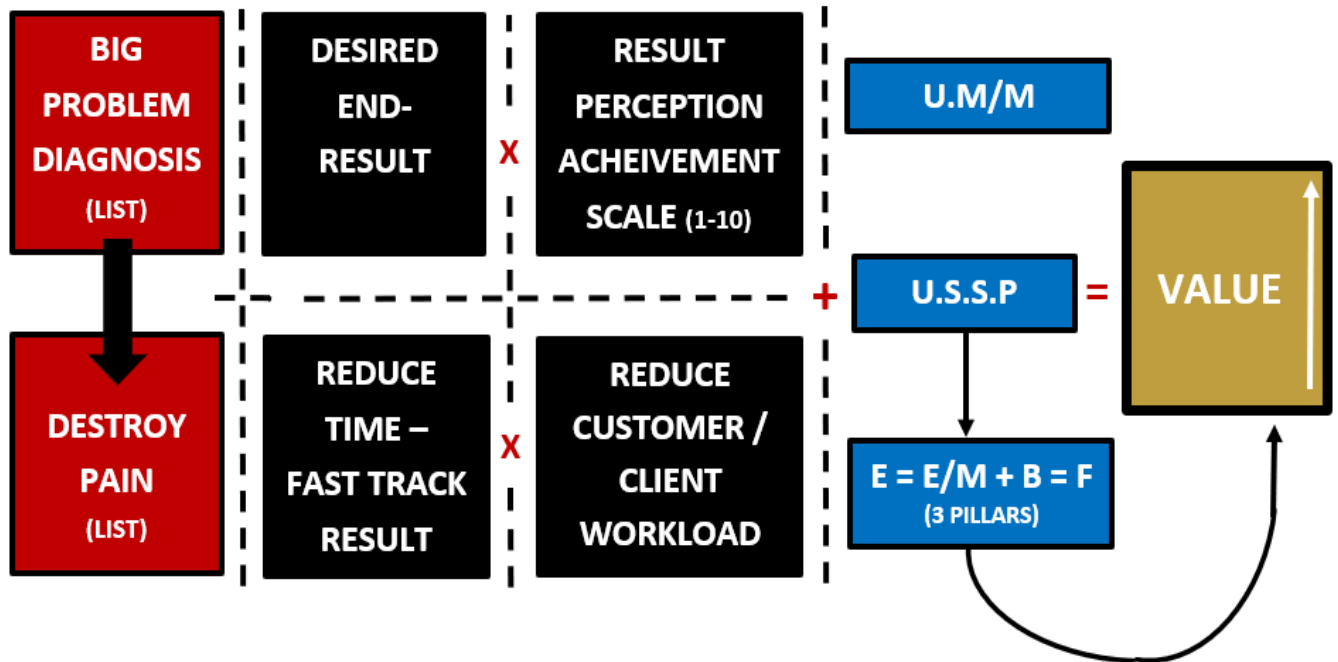
Go to targeted Facebook groups & forums with your market inside and chat with people. If you have a targeted email list... survey them using www.surveymonkey.com and ask them what they are currently struggling with!

Or you can just email them and ask them to reply back with their biggest challenge that's stopping them from getting the end-result they desire!

Now, each problem that's stopping the customer / client getting the end-result leads many of them saying the following **FALSE BELIEF STATEMENTS** in their head which stops *them from buying your offer...*

- *“I’m struggling with BIG PROBLEM, but I’ll try to figure it out by myself!”*
- *“It’s too DIFFICULT!”*
- *“I don’t BELIEVE in myself!”*
- *“I won’t be able to ACHIEVE the END-RESULT!”*
- *“It’s going to take too long / too TIME CONSUMING!”*
- *“It’s too much WORK!”*
- *“I’ve seen an offer like this before, how is this DIFFERENT?”*
- *“I don’t BELIEVE this is even real!”*

Do you see how these false belief statements interlink with the infinite value formula?



So, we have to break each problem down and create a “**Problem / Solution Statements Map**” to overcome these false beliefs within the minds of our core customer avatar in relation to what we covered in phase #5 using the INFINITE VALUE FORMULA!

So, the offer marketing thesis should be built around 1 END-RESULT & 1-3 BIG PROBLEMS!

You’ll then take those 1-3 big problems & create 8 short solutions statements to overcome the false belief patterns that leads / client think in their heads before buying your offer.

Totalling 8 – 24 statements that overcome the big problems in relation to the infinite value formula!

I am going to walk you through exactly how I do this via a live case study in the next step of this training, so it makes complete sense to you!

This stuff takes a bit of time and research to figure out, but I promise you if you do this and take it seriously you will have the start of a million dollar offer that sells effortlessly!

Most people don’t take the time to do this initial research and work and therefore get little to no results and profits!

The TOP 1% of business owners, coaches, consultants, service providers and course creators that do the work make all the money! Period!

You either DO THE WORK or continue to FAIL staying STUCK in your current situation. You’ve got to decide which is more PAINFUL!

When you have this **offer marketing thesis** written out on paper and you truly understand the problems that is stopping your core customer avatar achieving the end-result they truly desire...

...we can then use this information within our marketing by creating **MAGIC BULLETS CODES** to help sell the offer using benefits (emotion) & back it up with features (logic)

You can also **use this offer marketing thesis info on a daily basis** when promoting your offer to create ads, emails, videos and promotional material to market and sell your M.D.I.O (Million Dollar Irresistible Offer)

For example: with my DFY traffic agency offer the...

BIG PROBLEMS = TRAFFIC, LEAD, GENERATION, SALES CONVERSION!

Here's an example of how I mapped out the problem / solutions statements map to overcome the core customer avatars false beliefs patterns around the big problem to get them to buy the offer.

A BIG PROBLEM + DESTROY PAIN

"I'm struggling with BIG PROBLEM, but I'll try to figure it out by myself!"

"If you keep running your business this way by struggling with getting TRAFFIC, LEADS & SALES you'll stay stuck in your current situation. In fact, your business & life will get progressively worse if you don't make a change right now!"

Without targeted traffic you don't have a business, you have a time-consuming hobby that sucks the life out of you!"

B DESIRED END-RESULT

"It's too DIFFICULT!"

"I don't BELIEVE in myself!"

"Sure, setting up traffic campaigns can be difficult if you're not good with the tech side of an online business! However, we do ALL the hard work for you so don't have to! We have 5+ years of testing proven traffic vendors that send buyers traffic that convert."

C RESULT PERCEPTION ACHIEVEMENT SCALE

"I won't be able to ACHIEVE the END-RESULT!"

"The traffic is DONE FOR YOU + its proven buyer's traffic! Our FREE Mastery bonuses also help you with CONVERSION + we coach you until you are consistently hitting your income goal giving you the accountability and the support that you need to succeed!"

D REDUCE TIME – FAST TRACK RESULT

“It’s going to take too long / too TIME CONSUMING!”



“You don’t have to waste your precious TIME trying to get high quality traffic. Get access to our DONE FOR YOU traffic so you can focus on CONVERSION which my mastery bonuses will help you with. Rest your head on your pillow at night knowing the traffic component of your business is taken care of which massively saves your time & increases your results!”

E DECREASE CUSTOMER / CLIENT WORKLOAD

“It’s too much WORK!”



“We do ALL the complicated tech set up for you, so you don’t have to!
You’re literally having my professional team of EXPERTS working for you and your business so you can work less, travel more and live a life of FREEDOM with your FAMILY!”

F U.M.M (UNIQUE MECHANISM / METHOD)

“I’ve seen an offer like this before, how is this DIFFERENT?”



“Our S.T.F Protocol which stands for Strategic Traffic Filter... which filters out fake bot clicks so only real people are clicking your link and becoming leads on your email list. We also track sales for previous week, so you are getting access to PROVEN BUYERS TRAFFIC!
By getting access to my MASTERY BONUSES, we show you how to create a proven conversion system to convert that traffic into high-ticket sales resulting in more profit for you!”

G E = E/M + B = FAITH

"I don't BELIEVE this is even real!"



"I understand... but let me show you some real proof..."

Client # 1 Testimonial

Client #2 Testimonial

Client #3 Testimonial

You can also go to my website and see all of our other student video testimonials & RESULTS at this link here

>>> ADD LINK <<<

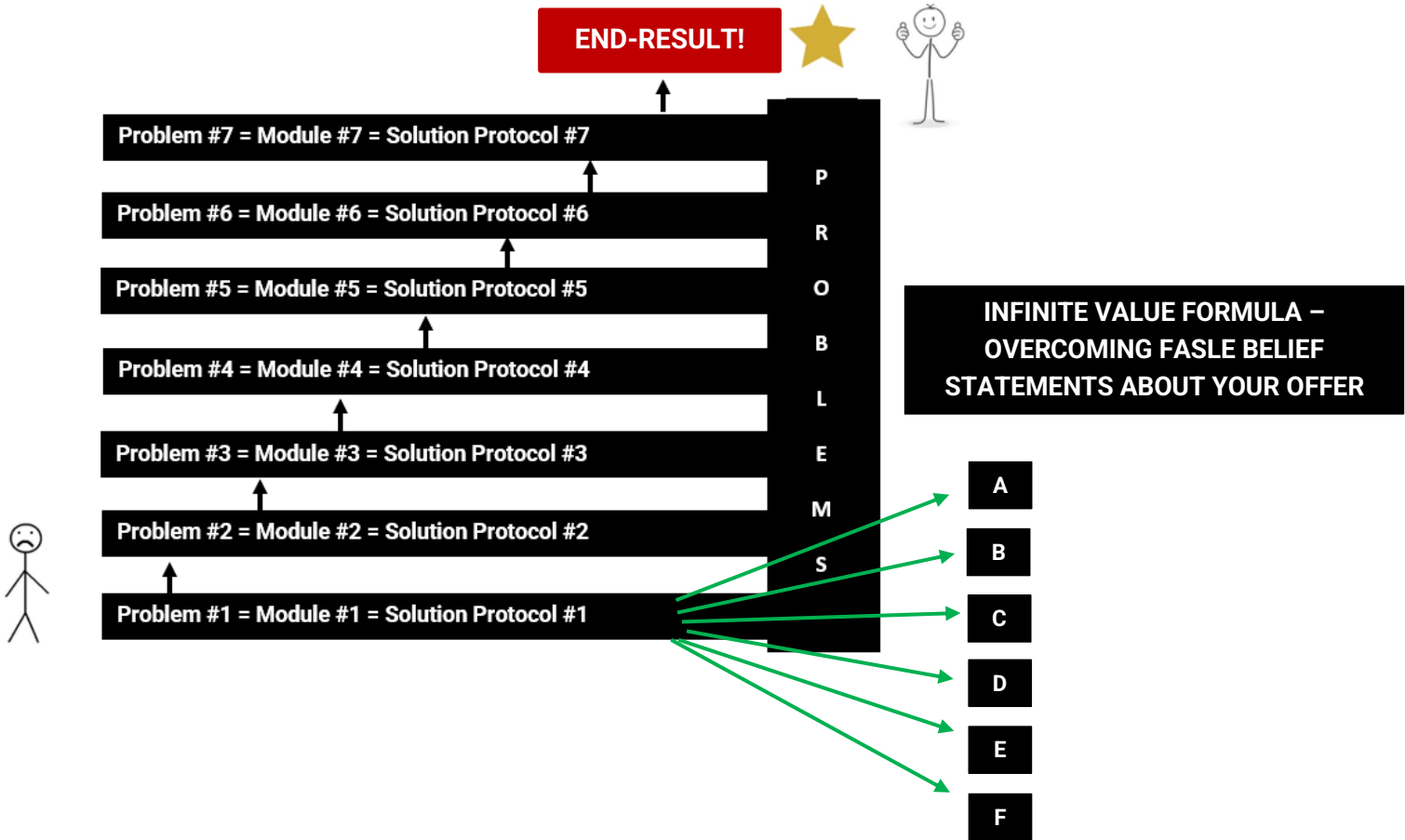
You can also go to MY STORY page at this link below and see my mission + vision for the future! Hopefully it inspires you!"

>>> ADD LINK <<<<

When you get started working together, we work with you until you hit your income goal because we truly CARE!

Ok great... once you have completed this for 1-3 BIG PROBLEM(S)...

This will give you a good idea on what solutions / modules you need to create to help people by mapping out your proof of concept, when building your M.D.I.O (offer).



So, you should have figured out the BIG PROBLEM that we will use in your marketing!

Then you should have listed all 7+ problems that's stopping clients get the end-result and turned them into solution protocols!

And you should have listed 1-3 problem / solution statements for each of the problems + the big problem giving you a total of 8-24 written problem / solution statements in this example.

1 BIG PROBLEM (Use In Marketing Message)	7 PROBLEMS + 7 SOLUTIONS	8-24 PROBLEM / SOLUTION STATEMENTS USING THE INFINITE VALUE FORMULA
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Next, we will take all of this detailed information and research from your offer marketing thesis, and we will calculate the **MARKETING MESSAGE** that we will use on the lead capture page to attract leads towards you!

The reason **WHY** we are doing this now is because as we build out the rest of the offer it must be built around the **BIG MARKETING IDEA** & **MARKETING MESSAGE** so you can grab your client avatars attention!

Here's the **MARKETING THESIS EQUATION** to work this out...

$$(E.R + U.M - B.P + S.N.C.A + (2X B) + P = \text{ATTENTION ECONOMY})$$

- **E.R** = END-RESULT!
- **U.M** = UNIQUE MECHANISM! *(Optional)*
- **B.P** = BIG PROBLEM!
- **S.N.C.A** = SPECIFIC NICHE CLIENT AVATAR(S)!
- **2X B** = 2 X BENEFITS!
- **P** = PROOF!

Here's an example from one of my C.A.A program sales pages of the marketing thesis equation in action...

DISCOVER How To SCALE Your Online Business FAST Leveraging The C.A.L.V.O Method WITHOUT Wasting Time, Energy & Money On Hope Marketing!

Specifically For Coaches, Consultants, Info-Product Creators, Online Business Owners, Agency Owners & CEO's That Want To Book 100+ Qualified APPOINTMENTS Per Month & Get a Consistent Flow Of High-Ticket CLIENTS!

Will You Be My Next 6/7-Figure Success Story?

PERSONAL DAILY, WEEKLY & MONTHLY INCOME PROOF

This is a proven framework equation you can use to create your marketing message.

You can also use the other framework that we previously talked about earlier and split test them for your offer as you begin the promotion phase with organic + paid traffic.

“I Help (**Specific Niche Client Avatar**) ... Achieve (**Specific END-RESULT**) In (**Time Period**) WITHOUT (**BIG PROBLEM!**)”

We will also be talking more about the marketing message in the copywriting module.

Our next task is to take your marketing thesis info in relation to problem and solution protocols and spice up the offer, so it becomes more attractive to your specific niche core customer avatar.

And we do this by creating **MAGIC BULLET CODES** to improving conversions and demonstrating that you have a clear and concise proof of concept.

When done correctly it will also initiate more **CURIOSITY!**

Here's how my team and I did this for the Client Acquisition Accelerator course.



FAST CASH FLOW PHASE!

MAGIC BULLET #1

Module #1) Million Dollar Strategic Profit Planning - Mapping Your Niche + Core Client Avatar So You Can Dominate!

MAGIC BULLET #2

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

MAGIC BULLET #3

Module #3) Millionaire Mind-set, Quantum Consciousness & Identity Shifting!

MAGIC BULLET #4

Module #4) 7-Figure High Ticket Sales Secrets!

MAGIC BULLET #5

Module #5) Traffic & Lead Generation System - STAGE #1 – \$100K+ Organic Appointment Booking Mastery - D.A.O Prospecting Method Revealed!

MAGIC BULLET #6

Module #6) 7-Figure E.B.M Strategic Content Marketing!

MAGIC BULLET #7

Module #7) Neuro-Science Copywriting Blueprint! Nailing Your Marketing Message + U.M Mechanism Mastery!

\$10,000 VALUE!

Do you see how each magic bullet / module is overcoming the next problem and the way I have worded each module creates more **EXCITEMENT & CURIOSITY!**

I could have easily named...

Module#1 – Picking a Niche

Module #2 – Creating a Product / Service

Module #3 – Mindset

Module #4 – Copywriting

Etc...

But it's boring.

It has zero...

- **Authority**
- **Credibility**
- **Positioning**
- **Curiosity**
- **Excitement**

Creating magic bullets allows you to demonstrate your '**proof of concept**' in a more attractive way to back up the **BENEFITS** (*emotions*) of your offer by sharing the **FEATURES** (*logic*) and this is exactly how you should sell which I am going to teach you exactly how to do inside... (**Module #4 – 7-Figure High-Ticket Sales Secrets**) **Which Is The New Way To Sell Effortlessly!**

Heck, even if you get half of what I am teaching you inside this module correct and you learn the multi-7-Figure sales strategies I am going to share with you inside module 4 you're going to absolutely dominate your niche market!

Use your offer marketing thesis information to create the STEP-BY-STEP process modules / proof of concept for your offer and then create the magic bullets to make it more exciting!

I'm also going to be diving deeper into this stuff during module #8 (*Nero-Science Copywriting Blueprint!*)

You still need to do this action step even if you are creating a done for you offer because you need to know and map out the proof of concept to get your clients results + sell the offer!

Lastly were going to NAME your OFFER!

The key here is to keep it **short** and **unique** while targeting your core clients **end-result** or **big problem!** Also try to make it **exciting** and think of the **time frame** that they can get results in.

Here's some examples from my previous offers in the online business / make money online industry.

- *Online Conversion Formula! (Course)*
- *Mass Traffic Mastery! (Course)*
- *Internet Millionaire Formula! (Book)*
- *90 Days 'Get Profits' Accelerator! (Hybrid DFY Coaching Program)*

Here's some examples I've just made up for the health, fitness and weight loss industry:

- *Muscle Building Accelerator!*
- *Get Shredded Formula!*
- *Belly Fat Burner Bootcamp!*
- *90 Days 'Fat Loss' Challenge!*

Here's some examples I've just made up for the dating & relationship industry

- *Dream Partner Program!*
- *90 Days 'Soul Mate' System!*
- *Love Finder Challenge!*
- *Dating Mastery!*

Brainstorm some names in your notebook for your niche offer and then pick 1. You can then go to www.fiverr.com and get a graphic designer to design you a GRAPHIC for \$5+ or you can design your own using www.canva.com

Awesome... moving onto...

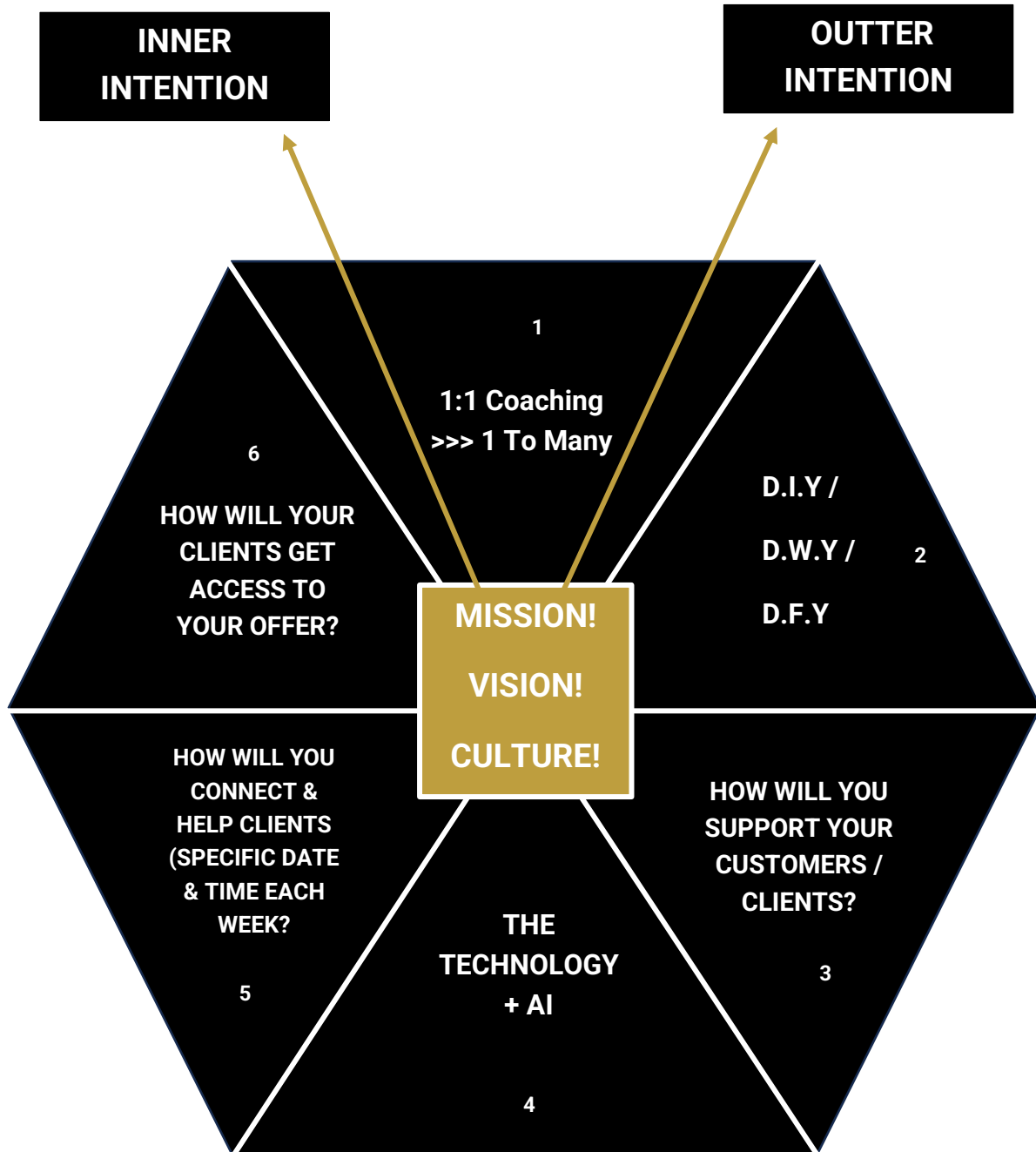
STEP #4 - Delivering The End-Result – The 'Hexagon Delivery Vehicle' For Customer / Client Success!



Step #4 of creating your offer is where we need to map out exactly how were going to **deliver the offer** to your clients so they can get the **end-result**.

See the '**hexagon delivery vehicle**' diagram below to learn how to do this.

We will dive into what is required to help your clients whilst also setting clear expectations & boundaries between you and your clients so you can free up your time & live the CEO millionaire lifestyle!



🔑 **ADAVANCED** - What Is Your Mission, Vision & Culture? (Inner Intention + Outer Intentions)

🔑 1:1 Coaching >>> 1 To Many! + Which Offer Will You Sell?

(D.F.Y / D.W.Y / D.I.Y!)

🔑 How Will I Support My Customers & Clients?

🔑 The Technology + AI (Artificial Intelligence)

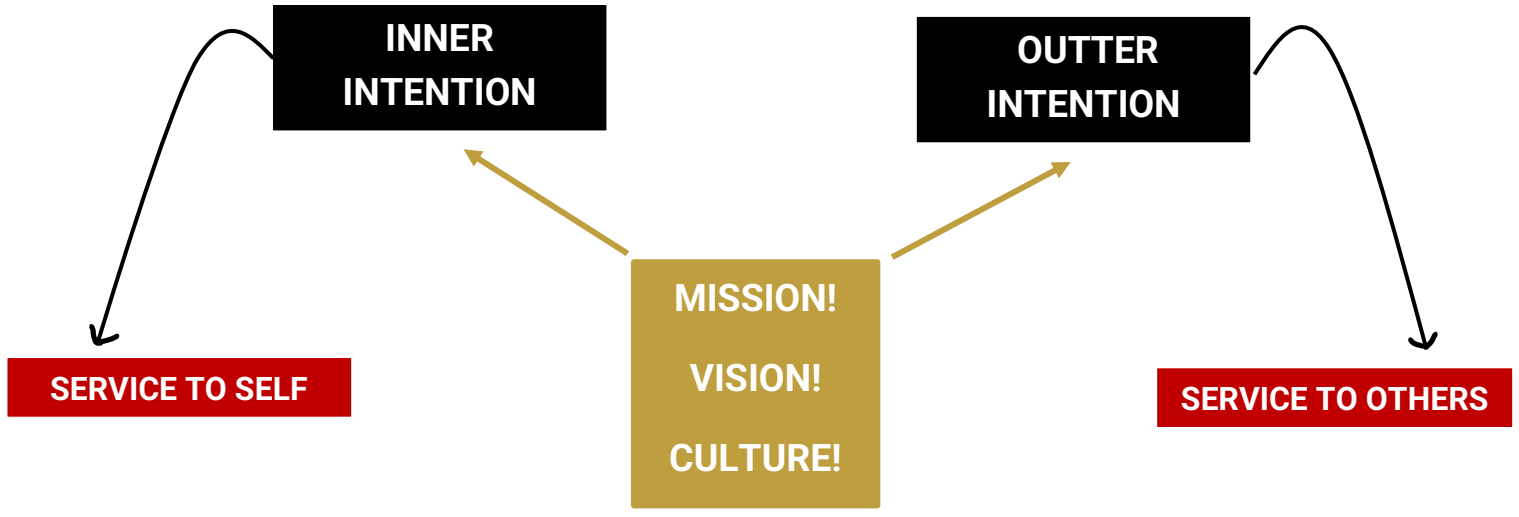
🔑 How Will You Help Your Customers / Clients On a Personal Level?

🔑 How Will Clients Get Access To Your Offer?

🔑 What Is Your Mission, Vision & Culture? (Inner Intention + Outer Intention)

This is **ADVANCED** but something to think about when developing or optimizing your offer so you can **SCALE!**

The first thing we have to focus on before mapping out the delivery process to help your customers & clients get the end-result is understanding your M.V.C which stands for...



This is something I go into more detail inside my highest-level partnership program; however, we will cover the basics quickly during this step.

Most people don't invest any time to do this, but this is the difference between an offer that scales based on your **VALUES** to help clients.

Before we can map this out you need to understand the difference between **INNER & OUTTER INTENTION**.

Inner intention is setting intentions / goals from within to help yourself! If you're below \$10k - 100k/Month your main focus is to get PROFITS flowing in (**service to self**) because you cannot pour from an empty cup!

Outer intentions is tapping into the greater consciousness to help others. (**service to others**)

Most people in this world only really care about themselves.

However, If you truly want to scale your offer and your business you are going to get to a point where you need to optimize your offer so that truly helps others which in turn helps you because you make more profit!

When you do this, not only will you make more money, but you will get better results for your clients via your offer(s) & company serving others so it's a WIN -WIN scenario!

Here are 6 questions to ask your conscious and subconscious mind so you can map out your mission, vision and culture using both inner and outer intention!

When you answer these 6 questions you'll have a MISSION, VISION & CULTURE map created that you can base your offer around and improve the delivery of the end-result you are trying to help your clients achieve!

Answer the following inner intention questions after you've hit \$10,000 per month CONSISTENTLY!

INNER INTENTION QUESTIONS

MISSION - *“In 10+ Years Time... Where Do I See Myself As A Business Owner?”*

VISION – *“What Skills Do I Need To Develop So I Can Live The CEO Millionaire Lifestyle & GROW My Cash Flow?”*

CULTURE – *“Who Do I Need To Become So I Can Deserve Everything I Desire While Motivating & Leading A Small Team?”*

Answer the following outer intention question after you've hit 6-Figures per month! Sit down in a relaxing place in complete silence with a pen and paper and answer these questions in full!

OUTTER INTENTION QUESTIONS

MISSION – *“In 10+ Years Time... Where Do I See The Company, I Am Trying To Build So I Can Help My Clients?”*

VISION – *“In A Perfect World... What Are We Truly Trying To Help Our Clients Achieve With Our Company, Products & Service Offers? How Can I Truly Become a Leader To Help My Clients Get Results?”*

CULTURE – *“What Are Our Core VALUES & PRINCIPLES As A Company?”... “What Do We Stand For & What Do We Stand Against?”*

1:1 Coaching >>> 1 To Many!

+ Which Offer Will You Sell? (D.F.Y / D.W.Y / D.I.Y!)

We've covered this in a previous phase of this coaching program.

If you're just starting... depending on which niche you are operating in... begin with a DFY (DONE FOR YOU) offer or a 1:1 coaching / consulting offer, then “1 to Many” hybrid coaching program with a course and done for you components.

How Will I Support My Customers & Clients?

When new clients invest into your offer you need to set...

- **Boundaries**
- **Expectations**
- **Let them know how you will support them.**
- **Client agreement**

Will it be through **text, email, DM's, phone, zoom, a group, video** or combination of some / all of them?

Clearly define the communication lines you will use to keep in contact with them and support them and make sure they know how to keep up to date with you or your team!

You do this by sending out a welcome email + SMS text message when your client purchases, so they clearly know when and where to get the communication and support they need!

You or one of your team members can also do an onboarding call to clearly define what the expectation agreement is and what your boundaries are!

As you advance you must do this otherwise you become a slave to your business which is the inversion of the CEO Millionaire Lifestyle that we are trying to help you achieve.

🔑 The Technology Stack + AI (*Artificial Intelligence*)



What technology will you use to sell and support your clients?

Software's / Tools To Automate Your Sales Process:

- [Systeme.io – All In One Marketing Automation Software – FREE For Your First 2000 Subscribers](#)
- [ClickFunnels – Funnels Building Software](#)
- [Aweber – Email Autoresponder](#)
- [Calendly.com – Call Booking Calendar](#)
- [ClickMagick – Tracking Software For Running Paid Ads](#)
- [Hyros - Advanced Software To Track Ads](#)
- [AI Chat Bots – Sell & Convert With A.I](#)
- Payment processors...
- [Stripe](#)
- [Paypal](#)

Software & Communication Tools To Support Clients:

- [Systeme.io – Host Videos Online For FREE](#)
- [Zoom.com – Video Conference Calls Software](#)
- [Calendly.com – Call Booking Calendar](#)
- [SMS Text – Bulk Texting Software](#)

- Phone
- Social Media DM's = Direct Message.
- Email
- [AI / Chat GPT](#)

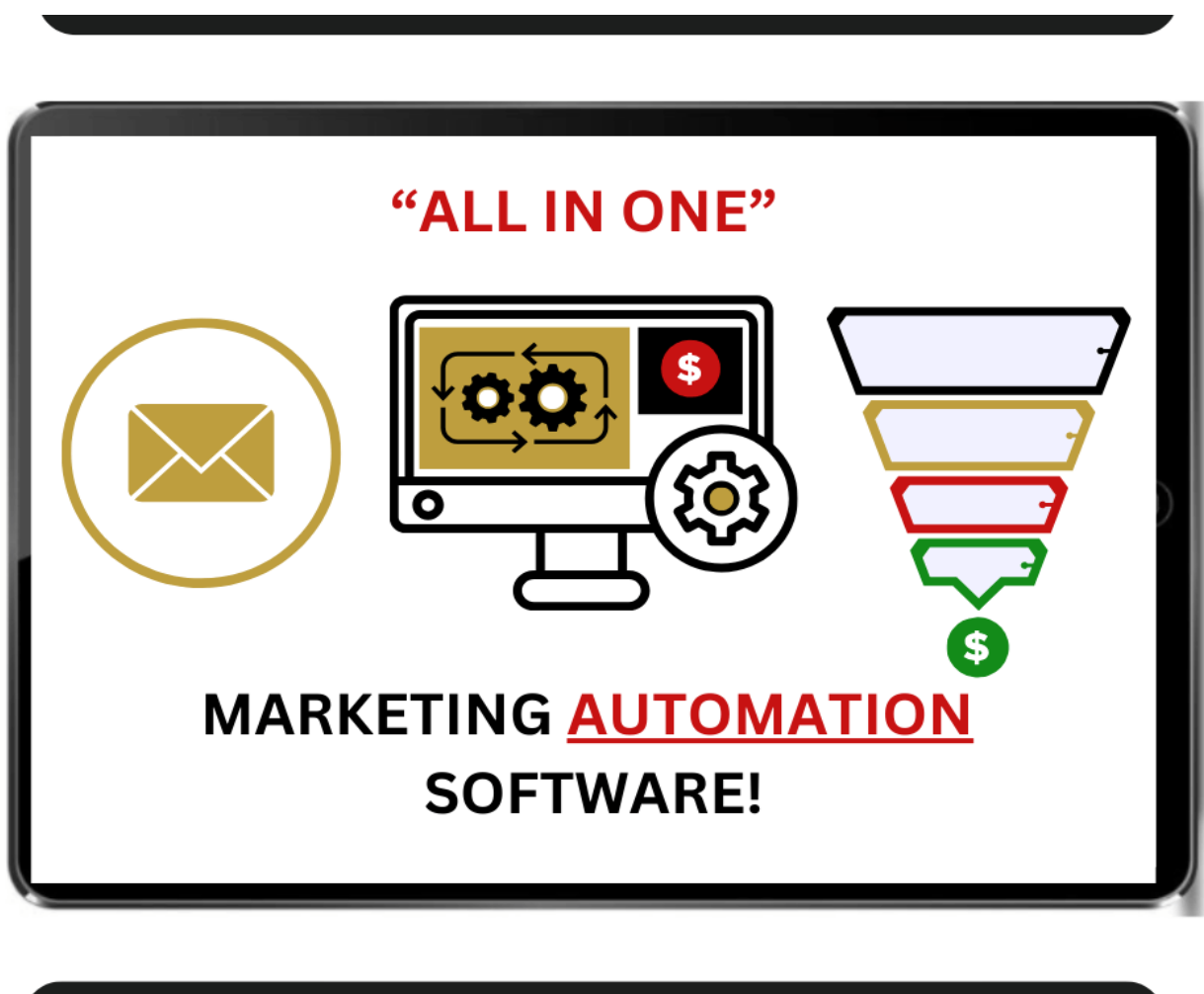
Course Hosting Software:

There are a bunch of different software's to use to host your course / coaching program modules. They all work you just need to pick one's that best suit's you and your business! Here are some you can use...

- [Systeme.io – Host Your Course For FREE To Start >>](#)
- [Skool.com](#)
- [Go High Level](#)
- [ClickFunnels](#)
- [Wordpress](#)
- [Kajabi](#)
- [Teachable](#)

The Tech Stack If You're Creating Your First Offer or Making Less Than \$5,000/Month!

If you're making over \$5,000 - \$10,000 or more per month you most likely already have your tech stack implemented into your business! If that's the case stick with the current marketing automation software you're using! If you're just starting your business / offer creation process. All you need is the...



The Only SOFTWARE TOOLS You Need To Hit 6-Fgures:

[Systeme.io – All In One Marketing Automation Software – FREE For Your First 2000 Subscribers >>](#)

[Calendly.com – Call Booking Calendar – FREE to Start >>](#)

[Zoom.com – Video Conference Call Software – FREE To Start Then \\$13/Month >>](#)

Payment processors...

[Stripe / Paypal](#)

Systeme.io allows internet entrepreneurs to leverage the following for FREE to start with...

- Builds Sales Funnels > Funnel builder – **starts at \$97/month!**
- Sends Marketing Emails > Email Auto-responder – **starts at \$20/month!**
- Build a Website / Blog > You can start this for FREE with Wordpress

However, you have to **PAY for hosting** which increases in price yearly.

This **DONE FOR YOU** software hosts your website / blog for you!

- Builds a Webinar > Webinar software **starts at \$99/month**
- Manage Affiliates > Affiliate software **starts at \$97/month!**
- Create Online Courses > Online course builder – **starts at \$99/month!**
- Hosts Your Videos Online > Video hosting software **starts at \$7/month!**

SAVES YOU \$3,840+/Year... Which = \$320+/Month!

These savings can then be invested into getting your paid traffic campaign running to get you **TRAFFIC, LEADS, QUALFIED APPOINTMENST & SALES!**

Sign up for the tools you need and then you can also outsource the tech work.

You can hire my team of **EXPERTS** to do all of this for you completely **DONE FOR YOU** via my **MASTERY FUNNELS** service.

Click the link below to book a call on my calendar if you want a **fully DONE FOR YOU customised business** set up for you including optimising your offer, automation, funnel, ads, appointment setter and sales rep installed into your business so you can **FAST-TRACK YOUR RESULTS!**

If you're going through this training module and you are already part of my **7-Figure Coaching + DONE FOR YOU partnership program** ALL of this is already **done for you!**

CLICK THIS LINK TO BOOK YOUR CALL TO GET EVERYTHING DONE FOR YOU OR DIRECT MESSAGE ME ON FACEBOOK >>>

<https://calendly.com/businessmaldesk/30min>

CEO 6/7-Figure coaches, consultants, service providers, course creators / biz owners don't waste time on non-income producing activities.

We outsource it to skilled people and **GET THINGS DONE FAST!**

🔑 **How Will You Help Your Customers / Clients On a Personal Level?**



Will your clients get access to **content material / training / proof of concept** that is in the form of

- **Audio**
- **Video**
- **Written / PDF's**
- **Physical products / material**
- **Live**

Or a mixture of some / all of them?

Clearly define this when creating your **OFFER DELIVERY PROCESS!**

Also, when will clients get 1:1 or 1 to Many access to you?

- **Specific Time?**
- **Specific Day (Monday – Sunday?)**

Clearly define a specific time and day clients can access you or your team members so you can help them on a personal level on a live 1:1 call or a live 1: many call.

If you're just starting and selling a DFY offer or a 1:1 coaching offer use www.calendly.com so clients can book a call on your calendar to get the help they need while keeping them up to date on progress!

During these calls you'll want to answer any questions they have while giving them **motivation, accountability...support** and getting them to take **massive ACTION!**

As you scale to 1 to many start off by doing...

- **ONE group coaching call per week at the same time on the same day every week...**

+ **record the calls using OBS Studio** so you can leverage it for future clients to help them overcome any problems current clients may have!



OBS Studio

Latest Release    30.2.3 - August 15th

Windows

macOS

Linux

Free and open source software for video recording and live streaming.

Download and start streaming quickly and easily on Windows, Mac or Linux.

[OBS Studio – RECORD YOUR SCREEN - FREE DOWNLOAD >>](#)

Here is a link to a blog post with 15 of the top screen recording software's

<https://www.movavi.com/screen-recorder-mac>

You also need a mic!

Here is a link to blog post with the best mics to record your voice. The Shure Mic or the Rode Mic are best for content creation!



<https://www.musicradar.com/news/the-best-microphones-for-recording>

As you scale your business and your A-Team of employees you can have your designated client success coach do some of / all of the coaching calls and you focus on the clients in your highest-level offer where you can provide the most value to the most serious clients!

But remember to record all of your coaching calls so you can use them as leveraged content to help your clients.

How Will Clients Get Access To Your Offer?

As soon as a client or customer purchases your offer you need an **automated system set up** where customers and clients can access the offer content material, so you don't have to manually send everything yourself.

This is something we set up for you inside my **DONE FOR YOU program!** If that's something you are interested in private message me on Facebook or book a call on my calendar at this link here...

<https://calendly.com/businessmalsomdesk/30min>

If you're selling a **D.F.Y offer (Done For You)** ... you or your team provide services to help get clients results which means you do not need to set up an automation system for them to receive the offer.

However, it's important to keep in regular contact with the client via direct messages, text and or phone to keep them updated on progress and results!

If you're selling a **D.W.Y offer (Done With You)** clients will usually receive the offer via CONSULTING / COACHING calls! This is one of the fastest offers you can create which we will talk about in **step #5** of this phase in a moment titled the...

(MVO Launch System - Minimal Viable Offer - Launch Your Offer In Less Than 7 Days!)

If you're selling **D.I.Y offer (Do It Yourself offer = course)** which takes the longest to set up... you will need to create the training content (**proof of concept**) plus create a member's area using Systeme.io, Skool, ClickFunnels, Kajabi, WordPress or Teachable to **host your course** where customers can access the training material using email & password!

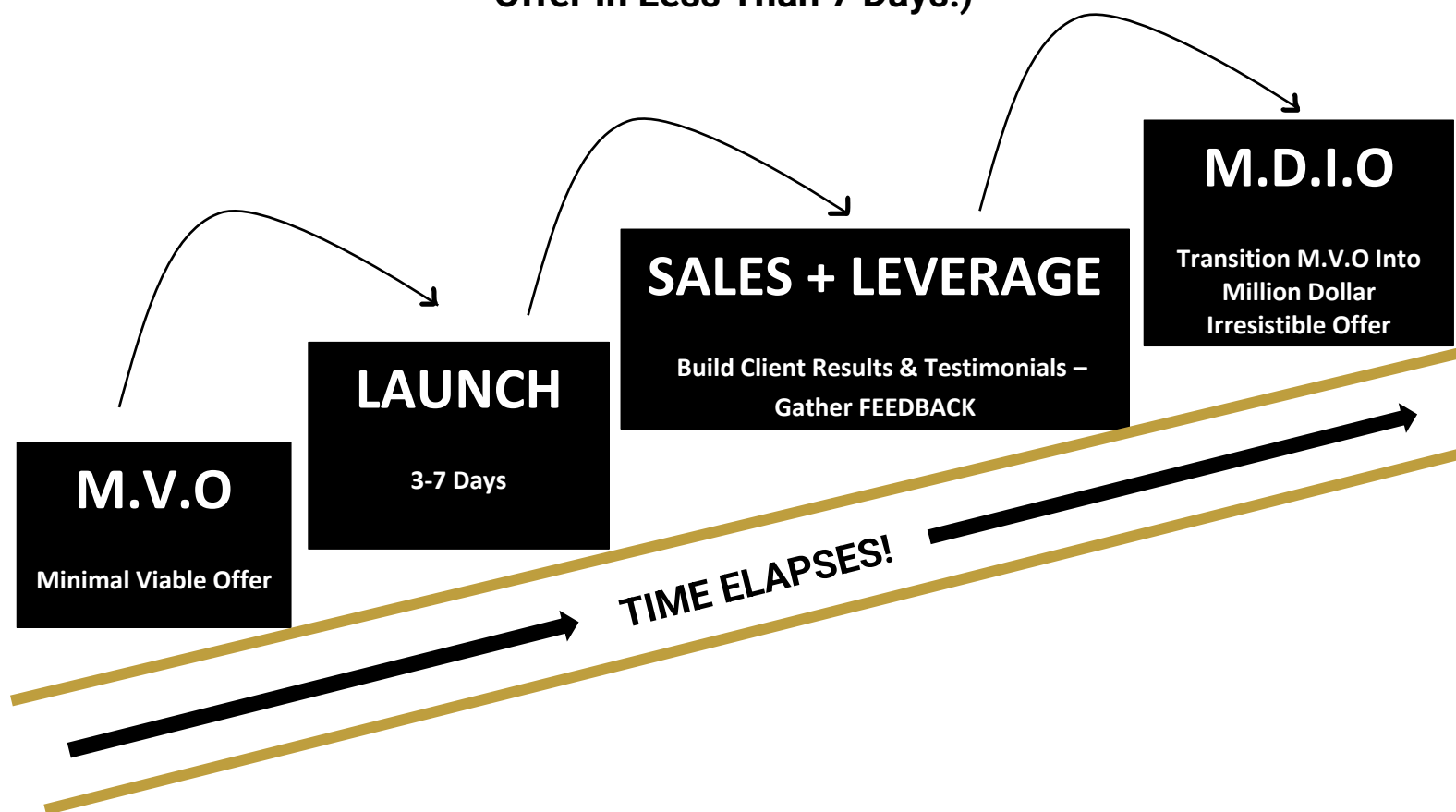
Similar to how you accessed the Client Acquisition Accelerator program you're going through.

Again, all of this needs to be **automated from the payment processor to course access** via email so you don't have to waste time sending access manually!

Or will you create a **HYBRID OFFER (Coaching / Consulting + Content Material + Done For You Components?)**

You can also easily outsource the tech work for the automation side of the offer delivery process - private message me on Facebook and we can see how we can help you.

STEP #5 – MVO Launch System - Minimal Viable Offer - Launch Your Offer In Less Than 7 Days!



Although I have been advising you to start with a DONE FOR YOU offer. If you don't feel confident enough to do all the work for the client right now to help them, get results & build your client testimonial file so you can use it as social proof.

The next best thing if you're below \$10K - 30K per month is the MVO Launch System which stands for

Minimal Viable Offer!

This is one of the FASTEST offers you can set up and consists of COACHING & CONSULTING! When I launched my first ever offer over 5 years ago. I sold a client for \$1,000! I had no product, no training content & zero testimonials. Literally nothing to sell!

But what I did have was my own results + time, so I leveraged & sold that. **AT THE START YOU ARE THE TESTIMONIAL!**

If you can help someone, get a specific result in a specific niche then your time has real world value that people are willing to pay for. As you advance people will be willing to pay big money for your time and expertise!

Every week the client and I jumped on a 1-hour coaching / consulting session via Skype for 10 weeks. (Nowadays you can use Zoom)

I walked the client through what he needed to do step by step to grow his business online!

Each week I would create the training content in a PDF document for the given week which turned into modules for my course which I later went onto sell after I offered my DONE FOR YOU offer!

This forced me to create everything in the fastest time possible because I had accountability to serve the client who had paid me \$1,000 and I didn't want to let him down!

By the end of the 10 weeks, I had my first ever MVO created.

It wasn't perfect nor optimized, but I had something I could leverage and gathered FEEDBACK.

If I didn't have that accountability to force me to take action it would have easily taken me 6-9 months to create what I did in 10 weeks!

I see too many people waste 6+ months building a course without first offering a done for you offer or a coaching / consulting offer.

And they launch, and no one buys.

It's because in this online business industry you must earn your stripes.

At the start you must put the work in yourself + master the high-income skills to get those results IF you're not inside my DFY 7-Figure coaching + partnership program where we do the majority of the hard work for you!

Creating courses and writing books comes later down the road when you've been in the game long enough and have a bunch of client results & testimonials!

And the **fastest way to get those client results + testimonials** is via a DFY offer or selling coaching / consulting using the MVO Launch System!

Within 3 -7 days from now you could literally be set up and start selling your very own MVO!

If you don't have results for yourself or client results yet... lower your price to start with or work for free. Get yourself out there and develop your MVO as you gain more experience by helping people!

A former mentor of mine used to say...



Which basically means **STOP PROCRASTINATING** and figure things out as you go!!

You don't need to have everything perfect with a funnel, paid ads, optimized offer, follow up, backend infrastructure or a killer A-Team with AI AGENTS, appointment setters and sales reps to begin with.

You just need to **START by getting yourself out there**, selling yourself, your knowledge, your expertise and optimize your MVO as you develop your skills by focusing on the stuff that works and cutting out the stuff that does not!

When you've crossed 6 or 7 figures + have client results to use as social proof then you have real **LEVERAGE!**

You can then start creating **SYSTEMS** that do most of the work for you! But to get to that level it requires real work and levelling up! Make sense?

8-Step MVO Launch System Formula...

- 1) Pick your specific niche + leverage blue ocean positioning!
- 2) Find where your target market is hanging out online! (*Niche targeted buyers groups work best*)
- 3) Direct Message 100+ people per day using organic traffic! (*Use DM's, Cold Emails & / or Cold Calls*)
- 4) Position your MVO by asking targeted leads if they would like some FREE HELP getting the END-RESULT they desire by jumping on a zoom call every week in return for a video testimonial. (*I guarantee if you target the right people, you will get responses from consistently sending 100 messages, emails or cold calls / day!*)
- 5) Help people get results via GIVING AWAY YOUR BEST STUFF + 1:1 or group coaching / consulting calls using Zoom & FB calls etc! Record your coaching calls with clients so you can leverage them in the future as content! These people aren't paying you with money at this point, but they are paying with their TIME!
- 6) MASSIVELY OVERDELIVER... Boom, before you know it... you now have 5-7 quality video testimonials you can use in your marketing from other people saying good things about you and your MVO (*Minimal Viable Offer!*) You should also screenshot all positive conversations you have with clients to use in your marketing as well! Save everything inside your marketing swipe file!
- 7) You've now proven to yourself that you can help others get RESULTS! Now, you can start charging people money for your offer! (*If you already have some experience, you can charge a lower fee for your first 5-7 clients instead of working for free, its completely up to you!*)
- 8) Document EVERYTHING! Through this experience of coaching / consulting your free clients you should be documenting everything to leverage as your proof of concept inside your DFY offer + course that you can sell in the future. (*You will also learn so much more about your target core customer avatar in relation to their big problems when you coach them 1:1 to begin with which will enable you to create an offer that generally helps client gets results!*)

These 8 MVO Launch System steps are the **FASTEST** way to hit \$10,000 - \$30,000+ per month if you're just starting out while building your offer + marketing assets to scale up in the future!

If you want to go even faster you can test with paid ads if you have a budget, however you'll need a funnel set up to capture leads.

CREATING YOUR M.V.O + M.D.I.O

CONCLUSION!

Developing your **M.V.O (Minimal Viable Offer)** creates the initiation point to develop your **M.D.I.O (Million Dollar Irresistible Offer)** as time elapses. The key is to get your offer out there and start selling within the next 7 days!

Let's go over the steps we covered during phase #5 so you can create an M.V.O if you're a **beginner** and M.D.I.O if your more **advanced!**

Introduction To Creating Your M.D.I.O + Specific Niche Recap!

🔑 **STEP #1 - The Big Marketing Idea - Nailing Down Your End-Result & Big Problem** (*Mapping Your Offer Thesis + Messaging!*)

🔑 **STEP #2 – Mapping The Offer Stack - Defining The Problems & Creating Solution Protocols!**

🔑 **STEP #3 – Proven Offer Case Study (Problem / Solution Breakdown Using The Infinite Value Formula!** (*Destroy False Belief Patterns!*)

(*Calculating Your Marketing Thesis Equation + Magic Bullet Codes For Your Offer!*)

🔑 **STEP #4 - Delivering The End-Result – The “Hexagon Delivery Vehicle” For Customer / Client Success!**

🔑 **STEP #5 – MVO Launch System - Minimal Viable Offer - Launch Your Offer In Less Than 7 Days!**

Creating a million-dollar irresistible offer (M.D.I.O) is a dynamic process that requires a...

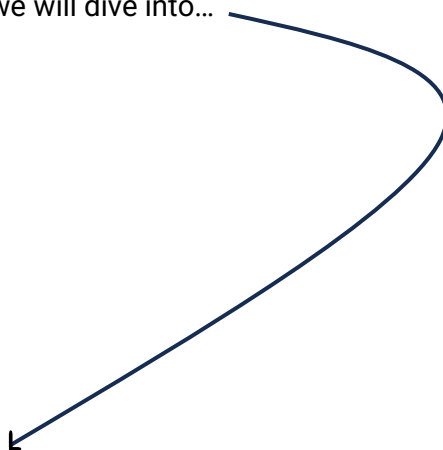
- ✓ **Deep understanding of your target market,**
- ✓ **Commitment to delivering real value by solving problems to help clients get the end-result**
- ✓ **The ability to market and sell the offer effectively by using the correct messaging**
- ✓ **Awareness to adapt to changing circumstances.**

You start with an **M.V.O (Minimal Viable Offer)** you then keep refining & iterating your offer, marketing strategy, and customer experience as time elapses to maximize your success!

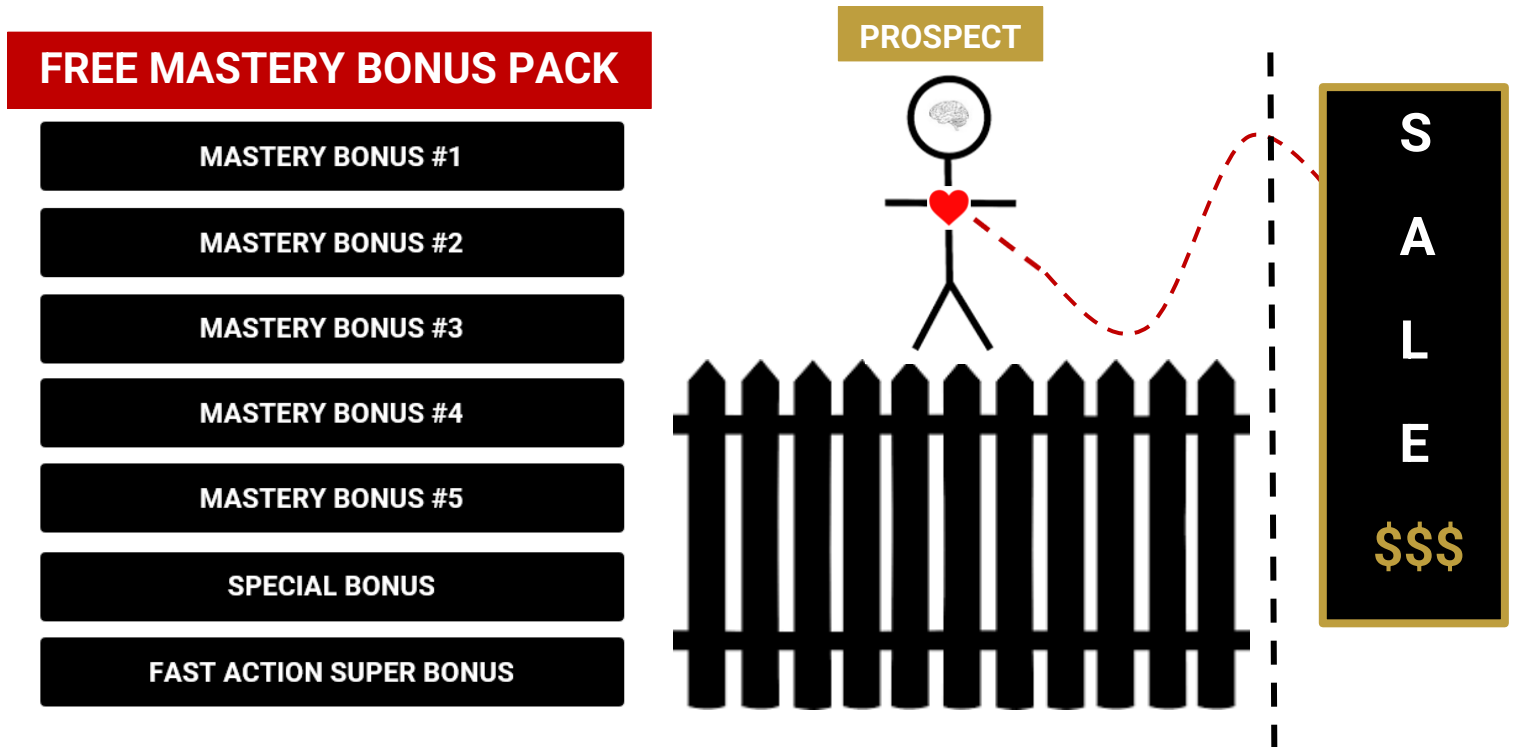
Your M.V.O transitions into an **M.D.I.O (Million Dollar Irresistible Offer)** as you advance and get bigger and better results!

Awesome! WELL DONE for completing PHASE #5...

You are doing **FANTASTIC!** Keep going! Next up we will dive into...



PHASE #6 – Optimized Offer Stack + 7-Figure Mastery Bonus Package Formula! How To Get People To Buy Who Are On The Fence!



Welcome to phase #6 of module 2!

During this phase we will go through the 4 steps of **Mastery Bonus Package Creation** so you can get more of the right clients to **buy your offer!**

I created my 1st offer around 5 years ago, before that I was doing affiliate marketing by selling other expert's products and services for a commission!

One of the keys that allowed my previous biz partner, and I make over **\$1.2M selling** other people products offering a **FREE** mastery bonus pack that was more valuable than the affiliate offers we were promoting at the time!

We were competing with 10,000 affiliates promoting the same program, the majority of them were selling the product on its own, but we developed an **M.D.I.O (offer)** with a **mastery bonus pack and killed it!**

Bonus packs get people that are on the fence to buying, over the line as long as you **POSITION & PRESENT** the bonuses via the proven way, I am about to share with you!

When I first offered bonuses with my offers that I was selling, I bunched up some random products and gave them away for free!

It worked to a certain extent, but it didn't work great!

We're trying to achieve **OFFER GREATNESS & EXCELLENCE** as we advance!

Just like with your offer stack creation, giving away free bonuses has to be done **STRATEGICALLY** with a focus on **OPTIMIZATION** so you can increase conversions & drive a lot more sales!

Here's what we will cover together during PHASE #6...

🔑 **STEP #1 – 9 Benefits Of Giving Away a FREE Mastery Bonus Package!**

🔑 **STEP #2 – Optimized Offer Stack + Superior Bonus Layout!**

🔑 **STEP #3 – Secret Bonus Package Formula Revealed! (Problem / Solution = Result CASE STUDY!)**

🔑 **STEP #4 – Bonus Stacking Weaponization - How To Use Hidden Influence & Persuasion Language When Giving Away Your Bonuses To Get Clients To Buy Now!**

Let's begin...

STEP #1 – 9 Benefits Of Giving Away a FREE Mastery Bonus Package!

Offering free bonuses when selling a product or service is a powerful strategy that benefits both your business and your customers / clients.

Here's an explanation of the power of giving away **free bonuses** in your sales strategy:

BENEFIT #1 - Increased Perceived Value:

When you include free bonuses with your product or service offer, it enhances the **perceived value** of what you're selling. Customers feel like they're getting more for their money, which can make them more likely to make a purchase.

***The Key Is To Try To Make Your Bonus Pack
MORE VALUABLE Than The Actual Thing You Are Selling!***

BENEFIT #2 - Incentive to Buy:

Free bonuses act as incentives for potential customers to **take action**. They provide an extra motivation for someone who is considering a purchase but may be on the fence.

The idea of getting something extra for free can tip the scale in favour of the lead / prospect making the purchase.

BENEFIT #3 - Competitive Advantage:

In a competitive market, offering free mastery bonuses can set you apart from competitors. It can make your offer **more appealing** and **memorable**.

Customers may choose your product or service over others because of the added value they receive through the bonuses alone.

BENEFIT #4 - Cross-Selling and Upselling:

Free bonuses can be strategically chosen to complement your main product or service. This opens opportunities for **cross-selling** and **upselling**.

Customers who receive a bonus related to another product or service you offer may be more inclined to explore those other higher ticket offerings as well if you're more advanced and have an I.P.S (*Integrated Product Suite*) built out.

BENEFIT #5 - Customer Loyalty:

Offering free bonuses can build customer loyalty. When customers feel they are receiving additional value beyond the initial purchase, they are more likely to return for future purchases and become repeat customers.

If you implement **high-ticket recurring pricing**...bonuses can increase stick rate due to faster results from the main thing + the bonuses, which means they continue to pay you month after month.

BENEFIT #6 - Word-of-Mouth Marketing:

Customers who are delighted by the free bonuses may share their positive experience with others, leading to word-of-mouth / **referral marketing**.

This can help you attract new ideal customers and expand your customer base faster. In the past I have had customers purchase a previous affiliate program I was promoting purely because of the bonuses I gave away for FREE!

BENEFIT #7 - Reduced Buyer's Remorse:

Customers can sometimes experience buyer's remorse after making a purchase.

However, when they receive free bonuses, it can **mitigate risk** for the client as this makes them feel like they are getting a better deal overall.

When creating your M.D.I.O + bonuses you'll want to make the customer or client feel like they are getting one over on you!

BENEFIT #8 - Faster Decision Making:

The presence of free bonuses can create a sense of urgency for buyers, especially if you have **FAST ACTION BONUSES** that are linked to the psychological triggers of urgency and scarcity.

Prospects are more inclined to **make a decision quickly** to take advantage of the extra value offered.

BENEFIT #9 - Positive Brand Image:

Generosity and free value-added bonuses contribute to a positive brand image.

Customers & clients perceive your brand as customer-focused and generous, which can **strengthen your reputation** within your specific niche market.

It's important to create free bonuses that are relevant and genuinely add value to the customer experience and the offer you are selling.

The bonuses should align with the customer's needs and interests to maximize their impact while helping them fast track the attainment of the result, they desire.

When executed thoughtfully, the strategy of giving away free bonuses can be a **win-win for both your business and your customers / clients** by demonstrating an increased perceived value!

STEP #2 – Optimized Offer Stack + Superior Bonus Layout!

Step 2 is where we will develop your **Mastery Bonus Pack** that you will give away for **FREE** when a client purchases your offer. Strategical bonus creation is key for high sales conversion rates!

The KEY here is to break the offer into individual components and give a value to each of them.

You'll then **STACK** them on top of each other. By doing this it creates an increase in **perceived value** for your offer.

Here we are trying to paint a clear picture of the process in relation to the client getting the end-result. We're then going to WOW them with a FREE MASTERY BONUS PACK to help **FAST TRACK** their success!

Here's the **OFFER STACK** diagram to demonstrate the value and the proof of concept...



- ✓ **The Main Thing / Program** - Coaching / Consulting / Done For You >>> **(Value \$)**
- ✓ **Stage #1** (Proof Of Concept + What Clients Get?) Sell The U.M + 1st Micro Result >>> **(Value \$)**
- ✓ **Stage #2** (Process + What Clients Get?) Sell The U.M + 2nd Mirco Result >>> **(Value \$)**
- ✓ **Stage #3** (Process + What Clients Get?) >>> Sell The U.M + End-Result >>> **(Value \$)**
- ✓ **Give Away Something Extremely Valuable** e.g. LIVE Workshop >>> **(Value \$)**
- ✓ **FREE Fast Action Mastery Bonus Pack!** Stack ALL Bonuses Individually >>> **(Total Value \$)**

But you're probably thinking what bonuses can I give away, right?

Let's dive deeper into how you can do this...

When creating your bonuses there're 2 RULES to keep in mind:

1 - Only Give Away Bonuses That Are Super Valuable. (Things that your core customer avatar would be willing to pay real money for, or past customers have paid for!) DONE FOR YOU Component Bonuses are BEST because they provide the most perceived value!

2 - Each Bonus You Give Away Must Help Solve a Specific PROBLEM your core customer avatar is suffering with... using the "Infinite Value Formula!"

(e.g. helps clients in some way or form to overcome problem, destroy pain, achieve the end-result, increases the perception of the client achieving the end-result, reduces time, fast tracks results and /or reduces customer or client workload)

If you can tie your bonuses into the U.M.M (Unique Mechanism / Method) as well, that will make your free mastery bonus pack unique within your specific niche marketplace giving you & your M.D.I.O (Offer) a competitive advantage.



P > S = Problem > Solution!

DFY = Done For You!

- ✓ **Mastery Bonus #1** – P > S = DFY Gift / Digital or Physical Product! >>> **(Value \$)**
- ✓ **Mastery Bonus #2** – P > S = DFY Gift / Digital Product! >>> **(Value \$)**
- ✓ **Mastery Bonus #3** – P > S = DFY Gift + Case Study! >>> **(Value \$)**
- ✓ **Mastery Bonus #4** – P > S = DFY Gift + Template! >>> **(Value \$)**
- ✓ **Mastery Bonus #5** – P > S = DFY License Rights Gift or Digital Product! >>> **(Value \$)**
- ✓ **Special Bonus** – P > S = V.I.P Lifetime Access To A Product or Suite of Products or Free 3-6 Month Membership Of Software They Need! >>> **(Value \$)**

- ✓ **Fast Action Super Bonus** – P > S = Something Amazing That Helps Solve The Number #1 BIG PROBLEM Leveraging a DONE FOR YOU component! (**URGENCY & SCARCITY**) >>> (**Value \$**)

For example, in one of my previous coaching offers after researching our niche + previous customer list their number #1 big problem was TRAFFIC & LEAD GENERATION.

So, I gave clients free access to my highest converting done for you traffic vendors which I had spent years trying to find + investing my own money to see which ones converted and which ones didn't!

This massively increases clients results because it leveraged what I taught you during the **INFINITE VALUE FORMULA** by fast tracking results and reducing the customer / client workload.

SECRET PRO TIP!

When selling on the phone or over the DM's you'll want to use...

BONUS STACK POSITIONING!

You can offer some bonuses straight away after you have presented your offer on a call or over the DM's if you feel you need to... to get the sale over the line.

However, everything must be aligned to solving problems for your client including the bonuses!

I'm sure if you or your team sells via these 2 mechanism's... (**Phone + DM's**) you already know that you need to figure out the big problems the potential client is struggling with before selling & presenting your offer, right?

When you go in for the close... if the client doesn't buy straight away... give away & stack a specific bonus on top of each other based on the specific clients' big problems.

Every client is different but they're all suffering with the majority of the same problems in the form of a FRACTAL which we previously talked about!

When you do this the client subconsciously thinks and feels you are solving their problems for FREE because you are giving away specific bonuses that solve the specific problems they are suffering with!

To do this you need to know your specific niche market better than they know their problems themselves which will come from your market research and experience with working with clients over a longer time horizon!

I've done thousands of sales calls in the past. As I improved my call conversion rate, I realised clients would have many of the same big problems which were...

- **TRAFFIC, LEAD GENERATION & BOOKING APPOINTMENTS!**
- **OFFERS!**
- **FOLLOW UP!**
- **SALES, CONVERSION & FUNNELS!**

So, in this proven case study example, I had specific done for you bonuses to help fast track their results and solve those specific problems and I gave them away for free.

These bonuses we're **add-on's** to the main offer I was selling which made it very **lucrative!**

Thinking back... some of these bonuses were probably worth the same or more than the main program they we're buying from me!

Mainly because they were DFY offers / components!

And the best part I automated the entire process which saved my time using **LEVERAGE!** This massively increased the **PERCEIVED VALUE** of the offer within the minds of potential clients and therefore **skyrocketed my sales conversion rates!**

If you do this correctly you will have an optimised offer stack + a mastery bonus pack at your disposal that is superior to your competitors, and you will be able to apply the bonus stack positioning method that solves virtually every problem your target market faces in a way that gives you control of the sale!

Optimized Offer Stack

+

Free Mastery Bonus Pack



As you advance... if they don't buy on the call after applying this then you can send them to a sales page or an E.B.M (*Educational Based Marketing*) webinar presentation which shares the full optimized offer stack + the full mastery bonus stack so they can see the full value of the offer.

When you sell over the phone you DO NOT share all the components of your offer and all the components of your bonus pack because it confuses potential clients! And **confused clients do not buy!**

What you want to do is **position** your offer & your free mastery bonuses to help them **overcome their problems.**

You want your clients to **FOCUS** their attention on solving their problems while also getting them to understand what life will be like after the problems are solved using **FUTURE PACING + the AWAY FROM PAIN... TOWARDS PLEASURE** sales strategy!

In essence, your offer and your mastery bonuses bridges the gap between the clients **PAIN > PLEASURE** and when you have completed this module you will have every base covered in terms of having an offer so irresistible clients feel bat sh*t crazy for saying no... which means the only logical thing for them to do is **BUY!**

This is how you dominate by giving away **FREE MASTERY BONUSSES** strategically!

STEP #3 – Secret Bonus Package Formula Revealed! (Problem / Solution = End-Result CASE STUDY!

During step #3 of phase #6 I am going to show you a PROVEN optimized bonus pack case study from one of my previous offers in the high-ticket affiliate marketing coaching space that made a tonne of high-ticket sales.

Before I share the bonuses with you so you can get some ideas flowing for your own offer, I first want to explain the big problems within that marketplace, so you can understand how each bonus **helped the client overcome each problem** on the journey towards the end-result using the **infinite value formula**.

Problem #1 - No High Converting Affiliate Product To Promote! (**Offer**)

Problem #2 – Clients Didn't Have a High Converting 7-Figure Funnel – (**Sales Conversion!**)

Problem #3 – Clients Couldn't Write High Converting Emails That Sell! - (**Copywriting + Follow Up**)

Problem #4 – Clients Didn't Have a High Converting E.B.M Webinar That Shared Value! (**Sales Conversion**)

Problem #5 – Clients Didn't Have A Mastery Bonus Pack They Could Give Away To Make Sales! (**Sales Conversion**)

Problem #6 – Clients Didn't Have The Correct Education + High Income Skill Sets To Succeed! (**Business Knowledge & Insights + DFY System**)

BIG PROBLEM #7 – Clients Didn't Know How To Get High Converting Traffic From Proven Sources That Converted Leads Into Sales. (**Traffic & Lead Generation + List Building**)

Obviously if you are in a different marketplace like the health and fitness, dating & relationships or any other industry that has profit margins then you would need to do your own research to figure out the problems and create a specific bonus that helps your client overcome it so they can achieve the end-result **FASTER & more EFFICIENTLY!** Let's dive into the case study!

✓ **Mastery Bonus #1** – P > S = DFY Gift / Digital or Physical Product! >>> (**Value \$**)

✓ MASTERY BONUS #1

DONE FOR YOU
MILLION DOLLAR PRODUCT OFFERS REFERRAL LICENSE RIGHTS



✓ **Mastery Bonus #4** – P > S = DFY Gift + Template! >>> (Value \$)

✓ MASTERY BONUS #4

DONE FOR YOU AUTOMATIC CUSTOMER ACQUISITION WEBINAR +
TEMPLATES +

"\$20,000,000 SECRET HIGH TICKET AFFILIATE / COACHING / CONSULTING WEBINAR CASE STUDY"



The image shows a man in a white shirt pointing at a whiteboard on a computer monitor. The whiteboard lists '1) BUILD', '2) ENGAGE', and '3) SELL' with arrows pointing to an 'EMAIL' icon and a large green '\$' symbol.

✓ **Mastery Bonus #5** – P /> S = Done For You License Rights Gift or Digital Product
>>> (Value \$)

✓ MASTERY BONUS #5

DONE FOR YOU
BONUS PACK LICENSE RIGHTS!



The image shows a tablet displaying the text 'DONE FOR YOU BONUS PACK' with 'BONUS' in large red 3D letters and two gift icons.

- ✓ **Special Bonus** – P > S = V.I.P Lifetime Access To A Product or Suite of Products or Free 3-6 Month Membership Of Software They Need! >>> (Value \$)



- ✓ **Fast Action Super Bonus** - P > S = Something Amazing That Helps Solve The Number #1 BIG PROBLEM Leveraging a DONE FOR YOU Component! (URGENCY & SCARCITY) >>> (Value \$)

✓ **FAST-ACTION SUPER BONUS!**
DONE FOR YOU
TRAFFIC - TOP EARNER TRAFFIC AGENCY 'INSIDER ONLY' ACCESS!



As you can see each bonus is **SUPER VALUABLE & POSITIONED strategically** to solve one of the big problems in the niche marketplace.

This strategical layout gives the offer more **PERCIEVED VALUE** on a subconscious level which increases sales conversions!

The bonus pack subconsciously communicates that the main offer is more valuable because clients compare the main thing you are selling compared to the bonus pack! Even though when you add all the bonuses up they we're probably more valuable than the main thing!

The serious leads that we were targeting with our traffic & lead generation campaigns already had a fairly mid - high market sophistication level which means they understood how valuable each FREE bonus was!

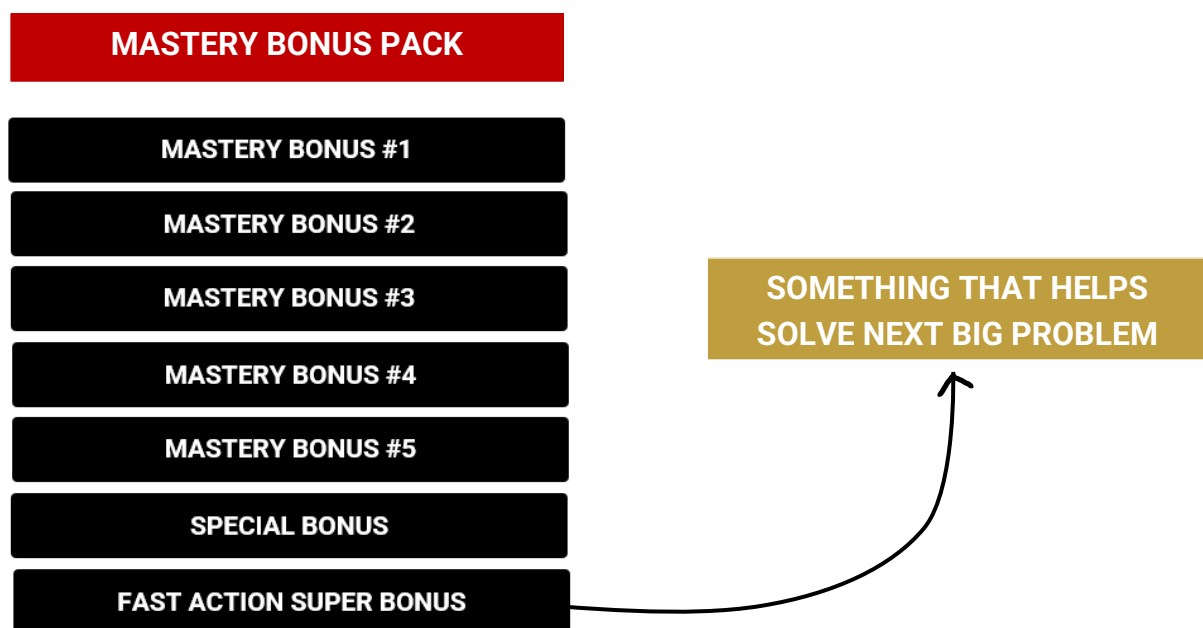
For example... getting access to proven **DONE FOR YOU TRAFFIC** + a 7-Figure **DONE FOR YOU FUNNEL** would easily set clients back \$10,000+!

Create real value in your bonus pack and your offer without it requiring too much of your own time to deliver and you will sell more units of your offer and convert more prospects that are on the fence **THINKING** about buying! Otherwise known as... prospects at the end of the **LEAD VALUE OPTIMIZATION** journey!

This is how you must think when developing your offer and bonuses!

Another **KEY TIP** you can apply with your offer + bonus stacking is providing a **solution to the next logical problem** clients need to solve after they have solved the first logical problem!

This subconsciously communicates that you understand how to solve the next problem that clients experience after they have achieved the first micro result using your program / offer.



This implies that clients will be successful and increases conviction + perceived likelihood of achieving the end-result that they desire + the actual main thing that you are selling will work for them!

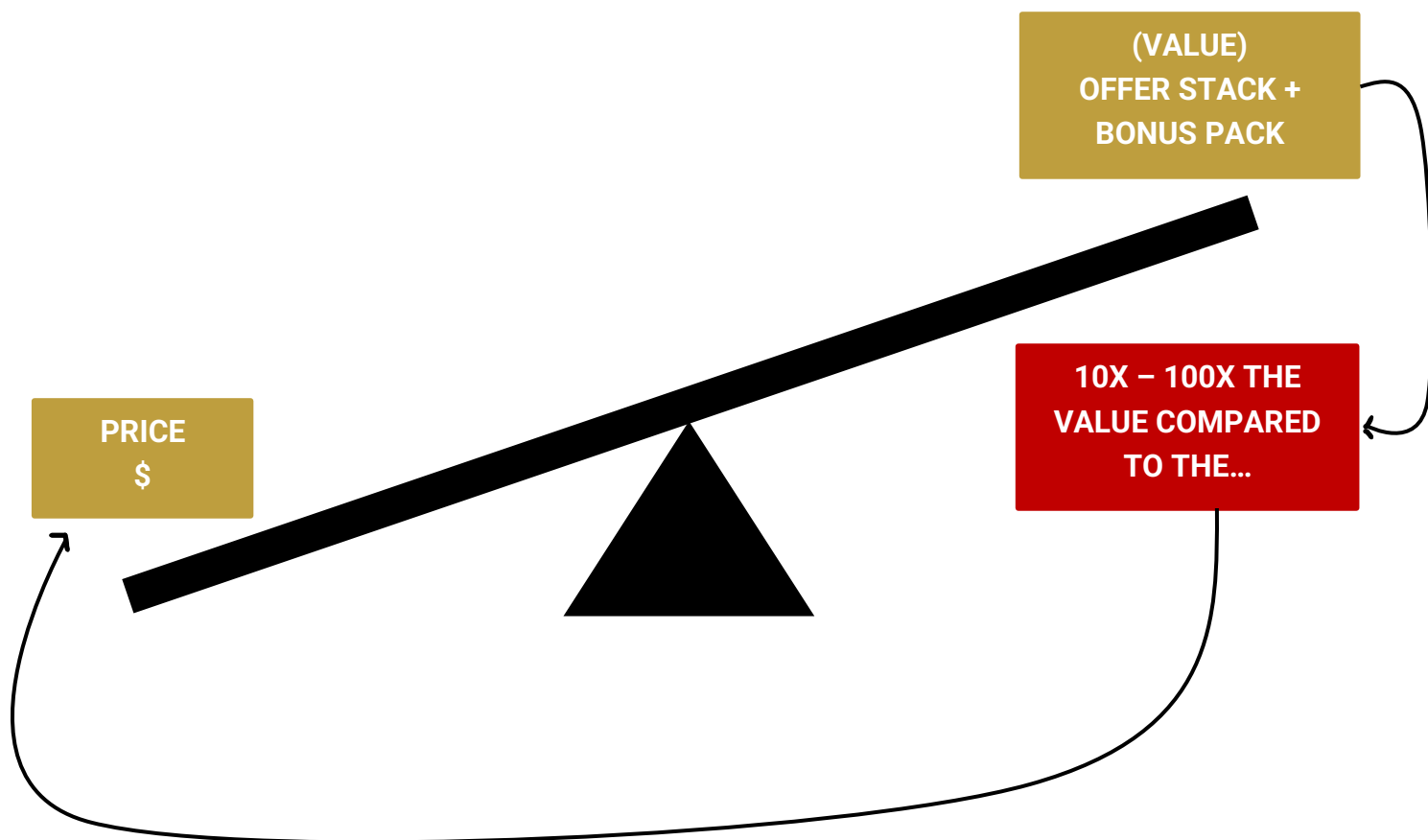
When you apply this with your offer creation + mastery bonus pack creation the **value** scales massively in your client's favour compared to the **price** they are paying!

They feel like they are getting one over on you by accessing an **INSANE NO BRAINER DEAL** because it solves all of their problems in linear fashion which causes a flurry of sales.

When the **offer stack** is presented this way, by sharing the **P.O.C (Proof of Concept)** which is the step-by-step plan to get the end-result and adding in the **free mastery bonus pack** in linear order enables you to sell the prospect using **LOGIC**.

Clients buy based off **EMOTION** which I am going to teach you how to do during module #4 and then they back their decision up with **LOGIC!**

The key by backing things up using logic when selling is to cement the step-by-step plan in their minds so they can see how they can get the end-result and by giving away 10X – 100X more value compared to the price **WITHOUT** overwhelming them!



STEP #4 – Bonus Stacking Weaponization - How To Use Hidden Influence & Persuasion Language When Giving Away Your Bonuses To Get Clients To Buy Now!

You now understand how to create your offer stack + mastery bonus pack. Next, we are going to cover how to sell the bonuses using hidden influence and persuasion language!

IMPORTANT NOTE:

This is **NOT** how we are going to sell the main program offer.

I will teach you step by step on **EXACTLY** how to do that in the **high-ticket sales secret's - module #4!**

This section is going to teach you how to **POSITION & SELL your bonuses** AFTER you have gone in for the close over the phone or the DM's by targeting specific client problems!

Selling stuff for FREE (*aka your bonuses*) is **EASY** because they are viewed as add ons to the main program offer! When I say sell, what I mean is explain all the benefits of what their business / life will be like after they have access to the free bonus that will solve a specific problem. Make sense?

During this stage you are **STACKING** the **VALUE**... and you keep stacking until the clients only logical decision is to buy your offer.

To do this we will leverage the power of the following **4 COPYWRITING WORDS** that creates **DESIRE** & influences **ACTION** which are...

FREE & MASTERY + URGENCY & SCARCITY!



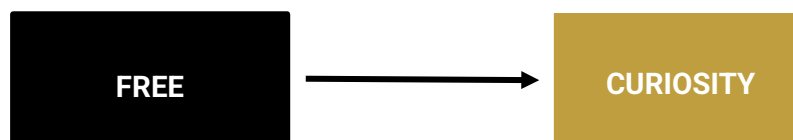
FREE

The word "**FREE**" increases **human curiosity** and **engagement**.

The power of "free" lies in its ability to **break down barriers**, enticing individuals to **move forward**. It taps into the fundamental human desire for gain, triggering a positive emotional response.

The word "free" creates **influence** to draw people in, a sense of **generosity**, and establish a **positive perception** that extends beyond the transactional.

When you leverage the word free when selling / giving away your bonuses it creates more desire for your main offer because prospects feel like they are getting more value in return!



MASTERY

The word "**MASTERY**" carries **impact**, evoking a sense of **expertise**, **skill**, and **command**. It transcends the ordinary and signifies a level of proficiency achieved through dedicated practice and specialized knowledge.

The pursuit of mastery implies a continuous journey of learning, refinement, and mastery over one's craft or discipline. It not only reflects an individual's exceptional competence but also embodies a commitment to excellence that inspires others.

The resonance of "mastery" goes beyond proficiency and portrays true expertise and the relentless quest for continual growth in a chosen niche.

By leveraging the word mastery when selling / giving away your bonuses it adds the extra sizzle needed to create excitement & desire for the client which increases positive perception of your offer on a subconscious level. It also creates more **authority** for your offer. And authority is one of the 6 psychological triggers of influence.



URGENCY

"**URGENCY**" carries a compelling force, injecting a sense of **immediacy** and **importance** into any context. It creates a psychological prompt that demands attention and **fast action**.

The power of "urgency" lies in its ability to mobilize individuals, causing them to prioritize decisions or opportunities with a heightened sense of purpose.

Whether in marketing, communication, or personal motivation, this word triggers a sense of **time sensitivity**, propelling individuals to act promptly to avoid missing out or to get an unfair advantage.

The use of URGENCY when selling / giving away your bonuses = Limited amount of time to access them which creates faster action from the customer / client!



SCARCITY

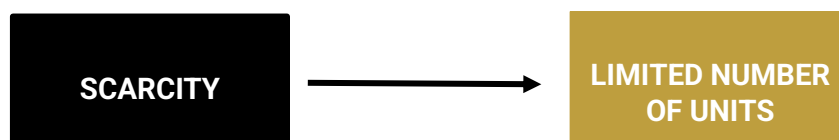
"**SCARCITY**" creates a potent influence by highlighting the limited availability of something, intensifying its perceived value which again causes faster action.

It taps into a fundamental aspect of human psychology, triggering a heightened desire for items or opportunities that are perceived as **rare** or in **short supply**.

The power of "scarcity" lies in its capacity to create a sense of **exclusivity**, prompting individuals to act quicker... for **fear of missing out (FOMO)**.

Whether applied in marketing or sales the concept of scarcity creates a faster response, compelling potential clients to prioritize and pursue what appears to be important to them.

The use of SCARCITY when selling / giving away your bonuses = Limited number of units / specific bonuses available!



When you leverage the power of **FREE & MASTERY + URGENCY & SCARCITY** with your bonuses while laser focusing in on the **INDIVIDUAL** clients **SPECIFIC BIG PROBLEMS** it will create **DESIRE** within the people that are on the fence to buying your offer and get them to move forward by taking **FASTER ACTION!** (*aka buying your offer*)

Specific Language Patterns To Use When Positioning Your Mastery Bonuses!

Next, we will talk about the *specific language patterns* you can use when selling / giving away your bonuses over the phone or over the DM's after you have presented your main offer, only if they are on the fence to buying!

Many clients will buy based off your main offer if its great!

In that case, when you have their commitment to buying... you'll say the following.

“Great, I’m gonna chuck in a bunch of FREE MASTERY BONUSES worth \$\$\$\$ to help FAST TRACK your success on top of what you’re already getting with [OFFER NAME] as well!”

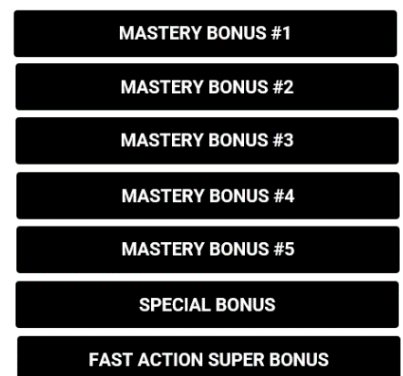
Here’s the secure payment link to get started... (SEND PAYMENT LINK or TAKE CREDIT CARD INFORMATION OVER THE PHONE)

But what do you say when, clients are on the fence to buying and have **OBJECTIONS?**

You'll first overcome their objections and then this is where...

BONUS STACKING WEAPONIZATION

...comes into play!



During your funnel application filtering process + the problem questions you ask on the call or over the DM's you should already have a very good understanding of the client's specific problem's.

Every client will be different but most of their big problems will fall into a generalisation category of the problems you have mapped out previously in your offer creation process providing you are targeting the right traffic (people / core customer avatar)

If a client is unsure about buying your offer you can use the following language patterns to get them to take action while targeting their specific problems using the...

SCARCITY LANGUAGE PATTERN...

“If you get started today, I will throw in these exclusive FREE MASTERY BONUSES to help FAST TRACK your RESULTS worth \$\$\$!

- 1) **Bonus #1 >>> Helps Solve Problem (Value \$\$\$)**
- 2) **Bonus #2 >>> Helps Solve Problem (Value \$\$\$)**
- 3) **Bonus #3 >>> Helps Solve Number #1 BIG PROBLEM! (Value \$\$\$)**

That you can't get anywhere else for FREE! TOTAL VALUE = \$\$\$”

List only 3 bonuses to start with so they don't get confused and make sure you list the last bonus that targets their number #1 BIG PROBLEM, so it cements it into their minds!

Deep down clients are desperate to solve their number #1 big problem because it may have been haunting them for years... yet they can't seem to figure it out on their own.

When you give them a FREE bonus that will help them overcome it, that leverages the infinite value formula, it causes clients that are on the fence to buying, resulting in more high-ticket sales & profits for you!

URGENCY LANGUAGE PATTERN

“If you get started today, I will throw in these FAST ACTION MASTERY BONUSES worth \$\$\$...

- 1) **Bonus #1 >>> Targets / Help Solve Problem (Value \$\$\$)**
- 2) **Bonus #2 >>> Targets / Helps Solve Problem (Value \$\$\$)**
- 3) **Bonus #3 >>> Targets / Helps Solve Number #1 BIG PROBLEM! (Value \$\$\$)**

I'm going to give you these bonuses 100% FREE on top of everything else you are getting because I like to reward serious clients that want to take fast action and get the RESULTS they desire!

After the next 24-48 hours these bonuses disappear, and you will MISS OUT!”

PRO SECRET TIP

If they still don't buy on the call or over the DM's keep STACKING on the bonuses & the VALUE!

If they still don't buy, DOWNSELL them into your monthly continuity offer for \$97+ per month and give them the option of your main coaching, consulting, course or done for you offer at a SPECIAL PRICE or a payment plan for a 1-month period while they are going through your continuity program.

After that the price goes back to general public price and they miss out on the discount and the mastery bonuses!

By doing this you keep their attention while providing value and helping them + a % of continuity clients will join your higher ticket offer if you give them a good experience in your lower ticket continuity offer!

OR

Give them 24-48 hours to make a decision to buy your main offer after you finish the strategy call. After that the price goes back to the general public price and they miss out on the special pricing + all the mastery bonuses!

Here you are using real URGENCY & SCARCITY!

Just make sure you have enough qualified traffic flowing and serious leads in your pipeline! Also be aware of your market sophistication levels when using scarcity and urgency!

Naming Your Bonuses & Sharing The Benefits Using The Infinite Value Formula!

Naming your bonuses is just as important as naming your offer, program modules / proof of concept using the MAGIC BULLET formula we previously talked about.

When naming your bonuses again you'll want to apply the magic bullets formula & you'll also want to make sure you are exposing some form of BENEFIT!

For example, going back to the bonus case study I walked you through. The last bonus was overcoming the big problem of clients not being able to get traffic.

I could have easily just said you get access to TRAFFIC... but it sounds boring.

So, I named it by saying clients get access to the

DONE FOR YOU TOP EARNER TRAFFIC AGENCY

- **DONE FOR YOU** = Reduced Customer / Client Workload
- **TOP EARNER** = Big Benefit. (*Virtually Everyone In The High-Ticket Affiliate Marketing Space Wants & Desires To Be A Top Earner*)
- **TRAFFIC** = Surface Level Benefit That They Need To Solve Problem!
- **AGENCY** = More Exclusive + Creates Authority In The Eyes Of My Prospects

It sounds way more attractive and when you target the correct problems each client is struggling with you will convert more sales!

If the client asks questions about a specific bonus, you can explain the following in relation to the **INFINITE VALUE FORMULA...**

- 1) **WHAT the bonus is and HOW it will help them achieve the END-RESULT!**
- 2) **HOW it will solve their BIG PROBLEM & REDUCE THEIR PAIN!**
- 3) **HOW & WHY it saves their TIME + realistically WHEN the problem will be solved!**
- 4) **HOW & WHY it will SPEED UP RESULTS!**
- 5) **HOW & WHY it will reduce their WORKLOAD and FAST TRACK their SUCCESS!**

Ideally, you'll want to explain to potential clients how it will allow them to achieve the end-result, **FASTER, more EFFECTIVELY & more EFFICIENTLY!**

**FUTURE PACING + SPECIFIC PROBLEM SOLVING + BONUS STACKING =
MASTERY BONUS WEAPONIZATION WHICH TURNS INTO CASH! (\$\$\$)**

Let me explain a bit more about **BONUS WEAPONIZATION!** When war generals go to war. They don't just send a bunch of troops with guns and bombs into battle and tell them to get on with it.

They plan, strategize and pick the best weapons to overcome & defeat the enemy by winning the battles by laser focusing in on the enemy's weaknesses!

You should view your bonuses as **WEAPONS** that can be used **to stack real VALUE** based on the specific client's problems until the value completely outweighs the price!

This causes an epiphany in their own mind, and they sell themselves on your offer!

The Epiphany Creates a **LOGICAL SALES ARGUMENT** Within Your Prospects Mind That's Infused With **Strong Emotional Benefits** Because You Have Covered Every Single Pain Point, Benefit & Objection They Need To Clearly Understand To...

Make An Informed Decision To Buy!

At this point potential buyers weigh up the **PRICE vs VALUE** you are offering where they **FEEL the NEED** to **BUY** what you are selling!

This is simply because your offer and the bonuses are sooo GOD damn amazing. If they don't buy, they feel stupid for saying no because they will miss out on your perfect irresistible offer that deep down, they know in their **conscious (logic) + subconscious mind (emotion)** can genuinely help them move forward in their life / business & overcome the most pressing problems they've been struggling with! Make sense!?

PHASE #6 – OPTIMIZED OFFER STACK + 7-FIGURE MASTERY BONUS PACKAGE FORMULA CONCLUSION

Developing your **Optimized Offer Stack** & your **FREE Mastery Bonus Pack** doesn't happen overnight. It takes time to truly understand what your market wants and needs to fast track their results.

Let's go over the steps we covered during phase #6

KEY #1 – STEP #1 – 9 Benefits Of Giving Away a FREE Mastery Bonus Package!

KEY #2 – STEP #2 – Optimized Offer Stack + Superior Bonus Layout!

KEY #3 – STEP #3 – Secret Bonus Package Formula Revealed! (Problem / Solution = Result CASE STUDY!)

KEY #4 – STEP #4 – Bonus Stacking Weaponization - How To Use Hidden Influence & Persuasion Language When Giving Away Your Bonuses To Get Clients To Buy Now!

When you fully understand and leverage these **4 KEYS** you will increase your high-ticket sales from people who are on the fence thinking about buying your offer.

This will increase your sales conversion rates because you'll convert more clients that would otherwise not have bought.

Optimizing your offer stack gives customers / clients a clear **ROAD-MAP** on the steps needed to achieve the end-result they desire. Which targets the **LOGICAL** part of their brain.

You sell using **STRONG EMOTION** and then back it up using **LOGIC**.

The mastery bonus pack increases the value of your offer in the favour of the customer and when you use bonus stacking weaponization you can use this as a sales tactic to your advantage by giving away bonuses for free that target your clients **BIG PROBLEMS** that provide **REAL SOLUTIONS** to genuinely help them!

Great work...

Let's move on together to...

PHASE #7 – Better Than Risk Free Guarantee Mastery!



Welcome to phase #7 of the Million Dollar Irresistible Offer module!

During this phase we will discuss the power of guarantees and how to leverage...

...GUARANTEE STACKING...

...so you can take all or the majority of the risk away from your customer / clients and convert more sales of the right people that you want inside your offer / program!

Guarantees Provide One of The Biggest LEVERAGE POINTS When Selling Your Offer.

Changing this ONE THING can be the difference between an offer not converting to an offer that converts insanely well with cold traffic into high-ticket sales & profits!

Before we dive into this, I want to go over the key phases we've already covered inside this module to recap them for you and show how powerful this step-by-step offer creation process really is!

Because when you apply the steps, I have shared with you and then you add in a...

RESULT BASED - BETTER THAN RISK FREE GUARANTEE...

...you'll have an irresistible offer that clients will be **magnetized to buy!**

KEY PHASE #1 – We talked about key knowledge you need to understand when creating an irresistible offer using **Systems Thinking, First Based Principles Thinking & The Power of ONE = Simplicity Theory!**

KEY PHASE #2 – We talked about the **3 different offers** you can leverage as you advance which are:

D.F.Y = Done For You (Services)

D.W.Y = Done With You (Coaching / Consulting)

D.I.Y = Do It Yourself (Online Course)

+ we talked about your **I.P.S (Integrated Product Suite)** which is something you can build if you want to scale when you get to the advanced level.

To start with you **FOCUS ON ONE OFFER**, get product market fit and make it great by refining it over time so it sells effortlessly! You can scale to \$100k - \$500K+/Month doing this!

🔑 **PHASE #3** – We talked about the power of **raising your prices** so you can make bigger profit margins & **qualitative + quantitative pricing retention cycles**, so you can increase high-ticket monthly recurring payments for your offer as you advance, by getting better at your craft to help your clients get results!

🔑 **PHASE #4** – We talked about applying the **INFINITE VALUE FORMULA** when creating your offer, so clients can overcome their problems and destroy their pain...

...help them get the end-result, increase the perception in their minds of them achieving the end-result, reducing time and the workload for your clients which makes the offer more valuable and attractive to the core client avatar you are targeting!

We also talked about the U.M (*Unique Mechanism*) & your U.S.S.P (*Unique Story Selling Proposition*) to differentiate yourself which increases attention in a crowded market & sales conversion!

And we finalised phase #4 by helping you increase the **BELIEF & FAITH** around the **3 pillars** to convert prospects into paying customers, which are YOU, your OFFER, your COMPANY / BRAND!

🔑 **PHASE #5** – I walked you through the steps to create your **M.V.O** which stands for **Minimal Viable Offer** so you can be up and running within 3-7 days from now! I also taught you how to transition into creating your **M.D.I.O** which stands for **Million Dollar Irresistible Offer** so you can massively **increase value**, improve your **delivery vehicle to achieve results** and sell the correct clients into your offer!

🔑 **PHASE #6** – I walked you through how to create an **Optimized Offer Stack** so prospects can see a clear logical road-map on how to achieve the end-result + a compelling **FREE Mastery Bonus Package** to get clients to move forward and take fast action!

I also showed you specific influence and persuasion language patterns so you can **weaponize** your bonuses to make more sales when selling to people who are on the fence to buying by helping people overcome specific big problems they are suffering with!

Now before we talk about the **POWER OF THE GUARANTEE**, let me tell you a quick story.

When I first started creating my own offers all those years ago, my guarantees were weak.

The risk was mainly on the client and to begin with the offer struggled to convert. There were no conditions to help customers / clients to take the correct actions needed for results and it was similar to trying to push a boulder up a mountain!

When I implemented everything, I have previously taught you inside this special module + added in **"guarantee stacking"** my offer went from struggling to make a few sales per month to effortless & consistent high-ticket sales resulting in way more profit for my business!

This is the power of what I am going to share with you!

Guarantees take all the risk away from the client and puts it onto you as the offer creator so there is...

...Less SALES RESISTANCE For The Prospect To Buy!

For example:

If I said I could help you overcome your biggest most pressing problems in your business or your life and if you don't overcome and get the end-result that you desire within 90 days I will pay you \$10,000 for wasting your time, would you buy from me if the price vs value weighs in your favour by 10X – 100X?

Of course, you would.

You would be mad not to, right!?

This is how you need to think when creating your guarantee's, but you have to do it in a way that is...

- 1) **Believable.**
- 2) **Legal.**
- 3) **Conditional + Unconditional.**
- 4) **Actionable for the customer / client.**
- 5) **Beneficial to the customer / client.**
- 6) **Beneficial to you as the offer creator.** (*Able To Deliver On Your Guarantee While Increasing Profits*)

When done correctly it creates a **WIN-WIN scenario for both parties!**

Clients get better results with less risk! And you make more profit and get more clients results because clients take more action which you can leverage in your marketing!

Here's what we will cover in this phase together...

 **STEP #1 – Rock-Solid Guarantee Benefits - How To Reduce Sales Resistance When Selling Your Offer!**

 **STEP #2 - The Difference Between Conditional & Unconditional Guarantees!**

STEP #3 - Customer / Client Performance Guarantees!

 **STEP #4 - Guarantee Language Patterns You Can Use On Sales Calls & DM's To Close More Sales With Less Objections!**

 **STEP #5 - The Power of Guarantee Stacking - Positioning Your Guarantees So You Can Increase Sales & Profits! + Access To My 7-Figure Guarantee Sales Copy CASE STUDY!**

Let's begin...

STEP #1 – Rock-Solid Guarantee Benefits - How To Reduce Sales Resistance When Selling Your Offer!

A "**Better Than Risk-Free Guarantee**" is a proven marketing strategy employed by smart online business owners & offer creators to instil confidence in potential customers and encourage them to make a purchase by reducing their RISK!

It goes beyond the traditional "risk-free guarantee" by not only promising a refund but also offering additional value or benefits that make the offer even more appealing to the buyer.

Here's an explanation of how it works and the benefits of applying this into your offer!

- 1) **Traditional Risk-Free Guarantee:** A traditional risk-free guarantee typically assures customers that if they are not satisfied with a product or service, they can return it for a full refund. While this provides a sense of security, it doesn't always motivate hesitant customers / clients to make a purchase.
- 2) **Better Than Risk-Free Guarantee:** The "better than risk-free guarantee" takes things a step further. In addition to offering a refund, it provides additional benefits or incentives to the buyer.

These benefits can include:

- ✓ **Keeping the product or service offer:** Customers may be allowed to keep the product or continue using the service even if they request a refund. This adds value to the offer, as customers essentially get to try it risk-free. Just be careful if you decide to do this as some people may take advantage over your generosity!
- ✓ **Bonuses or extras:** Businesses may offer free bonuses, additional products, cash or exclusive content as part of the guarantee. These extras enhance the perceived value of the purchase.
- ✓ **Special discounts:** Customers who are dissatisfied may be offered a significant discount on future purchases, encouraging them to remain engaged with the business.
- ✓ **Enhanced support, coaching or service:** Businesses may promise dedicated customer support or personalized assistance to address any issues, ensuring a positive experience.

Benefits of a Better Than Risk-Free Guarantee:

- ✓ **Boosts Confidence:** Knowing that they can not only get their money back but also gain extra value, customers feel more confident in making a purchase.
- ✓ **Reduces Buyer's Risk & Remorse:** Customers are less likely to experience buyer's remorse when they know they can retain some value even if they're not fully satisfied. It also reduces risk for the client! The whole goal of your offer is to eliminate as much risk for the client as possible!
- ✓ **Differentiation:** A better than risk-free guarantee sets your offer apart from competitors who only offer standard refund policies.
- ✓ **Encourages Action:** It provides an incentive for customers to take action and try your product or service so they can achieve the end-result, as they have little to lose.
- ✓ **Word of Mouth Marketing:** Satisfied customers who receive additional value are more likely to share positive experiences with others, contributing to positive word-of-mouth marketing.

It's important to design a better than risk-free guarantee carefully, ensuring that the additional benefits or incentives align with your niche, target audience's needs and interests.

While it may involve some initial costs, the potential for increased sales, customer loyalty, and positive brand perception can make it a valuable marketing strategy for businesses resulting in more high-ticket sales compared to not offering a guarantee.

Here's the formula for guarantees to work effectively:

STRONG PRODUCT or SERVICE OFFER +

ABLE TO GET CLIENT RESULTS +

GUARANTEE STACKING =

LESS CLIENT RISK + BETTER CLIENT RESULTS & MORE PROFIT FOR YOU!

Guarantees create more **transparency** for your offer.

If you have a bad offer... guarantees will cause a lot of problems, and you'll experience a high refund rate.

If you have a great offer that helps clients get results, guarantees will do wonders for your profit margins and you'll attract the right customers / clients that take massive action due to something called conditional guarantees which we will talk about in the next step.

Let's move onto...

STEP #2 - The Difference Between Conditional & Unconditional Guarantees!

The primary difference between conditional and unconditional guarantees lies in the circumstances under which the guarantee is applicable:

1. Conditional Guarantee:

- ✓ A conditional guarantee is dependent on specific terms or conditions being met.
- ✓ It implies that the guarantor / offer creator will fulfil the guarantee only if certain criteria are satisfied.
- ✓ If the conditions are not met, the guarantee is not enforceable.

This can be linked to a **performance guarantee** which are important for D.I.Y offers like courses and D.W.Y offers like coaching and consulting programs to get clients to take the actions needed to get the end-result!

We will talk more about performance guarantees in step 3 of phase #7!

2. Unconditional Guarantee:

- ✓ An unconditional guarantee is not contingent on any specific conditions.
- ✓ It is a broad and absolute commitment to fulfil the guarantee regardless of other factors.
- ✓ The guarantor is obligated to fulfil the guarantee without any pre-conditions.

In summary, a conditional guarantee is tied to specific terms or requirements, and its enforceability depends on meeting those conditions.

An unconditional guarantee, on the other hand, is a straightforward commitment that does not rely on meeting particular criteria.

When building your guarantee, you can implement conditional and unconditional guarantees by stacking them which will help your offer convert while getting your clients better results!

Unconditional Guarantee Framework:

Unconditional Guarantee = (Any Reason + Time Frame)

Example:

“If You're Not Happy For Any Reason Just Ask For A No Questions Asked Refund & Simply Get Your Money Back Within 30 Days...”

STEP #3 - Customer / Client Performance Guarantees!

A customer / client **performance guarantee** would fall under a **CONDITIONAL GUARANTEE!**

In the context of selling a course, coaching or consulting program, a performance guarantee is a commitment made by the course creator or coach to help create specific outcomes, results, or provide a certain level of value in an agreement that causes the buyer to follow the specific action steps & KPI's (Key Performance Indicators) within a set time frame.

This forces clients to take the correct action laid out in your offer / program to keep the guarantee valid!

If you have a solid **proof of concept** this improves client's results!

The guarantee becomes invalid if the client fails to take the specific action required and provide proof.

Performance / Conditional Guarantee Framework:

Performance Guarantee = (X Result In Y Time + Target Activations)

“If You Don't Get (X) Result In (Y) Time We Will...”

Example:

“If You Don't Get 100 Qualified Leads Within The Next 30 Days We Will Give You a Full Refund + You Get To Keep All My Mastery Bonuses Worth \$10,000 Or We Continue To Work With You For FREE Until You're Getting Consistent Qualified Lead Flow!”

“To Qualify For This Guarantee, You Must Complete The Following Action Steps & Hit The Daily KPI's (Key Performance Indicators)

Target Activation / Action Step #1...

Target Activation / Action Step #2...

Target Activations / Action Step #3...”

Performance guarantees are great because they leverage **target activations** which are specific action steps and performance indicators for the customer / client to take which **increases results!**

If they don't hit the targets within the timeframe & don't show proof, the guarantee is NOT valid!

This creates more action from buyers which increases and speeds up results because they don't want to miss out on the guarantee so it's a win-win situation.

Clients take more action and hit specific daily targets... because of this embedded in the guarantee... it creates better and faster results which means they don't even need the guarantee because they become happy clients due to the results they get.

At the end of the day people don't buy your offer for the guarantee. They buy your offer to solve their big problem & get the end-result.

If you can leverage a performance guarantee by taking away the risk for the client while speeding up their results, they get from your program by getting them to take more action you'll have an offer that **scales to 7-Figures and beyond rapidly!**

Key Aspects To Understand When Creating Your Performance Guarantee:

A performance guarantee in this setting helps assure customers & clients that they will achieve certain outcomes or benefits from the course or coaching program providing they take the correct action.

It provides clear objectives for buyers within a specific time frame!

The guarantee can specify clear, measurable objectives or results that buyers can expect to attain after completing the program.

If buyers do not achieve the promised outcomes by applying action steps, the performance guarantee may include provisions for a refund, additional coaching, or some form of compensation.

Transparent communication is also crucial.

The guarantee should clearly outline the expected realistic results, any conditions for eligibility, and the process for seeking a refund or additional support.

A well-crafted performance guarantee can **enhance trust** between the course creator or coach and the buyer. It demonstrates **confidence** in the program's efficiency.

When offering a performance guarantee, it's also important to ensure that the terms and conditions comply with relevant consumer protection laws and regulations. The guarantee should set realistic expectations, considering factors such as time & effort required.

Feedback from clients who do not meet the guaranteed outcomes can be valuable for refining and improving the course or coaching program material over a longer time horizon.

It's essential for course creators, coaches & consultants to be transparent about what participants can realistically achieve and to provide adequate support throughout the program.

Crafting a performance guarantee that aligns with your program's objectives and builds trust can contribute to the overall success and reputation of the 3 pillars which are you, your offer and your brand /company.

STEP #4 - Guarantee Language Patterns You Can Use On Sales Calls & DM's To Close More Sales With Less Objections!

Awesome work. 😊

Now we're going to walk through some specific language patterns that you can use on your sales calls or direct messages to **REDUCE THE RISK** for the client, which builds trust and increases the perception of the client achieving the end-result they desire, which we talked about during the infinite value formula training phase!

This again **lowers the SALES RESISTANCE** and lets clients make an **informed decision with zero risk or a better than zero risk guarantee**.

When you've taken a client through the sales process that I am going to teach you inside the C.A.A high-ticket sales secrets module, you've presented your offer over a call or on the DM's and you have leveraged the bonus stacking weaponization formula, but the client still has not made the commitment to buy.

The next weapon in your arsenal is the...

BETTER THAN ZERO RISK GUARANTEE!

To do this we need to POSITION & use the correct language patterns to get the client to take-action and move forward by taking ALL or the majority of the RISK away from them!

Language Pattern #1

“(CLIENT NAME) I’m not asking you to say yes or no to this special offer today! I’m just advising you to make an informed decision so you can move forward in your business & life!

And you can only do that when you’re on the inside of the program.

That way you’ll be able to see the simple step-by-step proven process we use to get our clients & students the amazing RESULTS we’ve gotten them!

Take (STUDENT CASE STUDY NAME) for example, he got (X RESULT) in (Y TIME FRAME) after working with me! Obviously, I am not guaranteeing income or results here, but this is what’s potentially possible for you if you move forward & partner with me today!

Fair enough?

Language Pattern #2 (Use this if they don't buy after language pattern #1)

“Listen (CLIENT NAME) there’s only 2 options for you today!

OPTION #1 – *You can leave the call and MISS OUT on the opportunity of a lifetime to change your current situation! Same problems, same struggles and a serious lack of results!*

OPTION #2 – *Partner with me today and get on the inside of the program!*

Now I can 100% help you solve your big problem which I know you’ve told me is (NAME THE BIG PROBLEM) that’s stopping you from getting the RESULTS that you desire in your business / life!

Think what life will be like for you and your family when you get (X RESULT) ... which in essence will give you (BIG BENEFITS eg: More INCOME, TRAVEL, FREEDOM & SECURITY, SPEND TIME WITH FAMILY etc)!

If you don’t think it’s worth it for you... just simply get your money back + you get to keep EVERYTHING in terms of the value I’ve just shared with you on the call for FREE including all the MASTERY BONUSES worth (TOTAL \$ VALUE OF OFFER) so there’s an IRON CLAD BETTER THAN ZERO RISK GUARANTEE for you and at the end of the (REFUND PERIOD e.g. 30 – 90+ days) we can continue to work together where I will coach you for free until you hit your goal or you can message me and tell me it’s simply not worth it for you and get your money back!

How does that sound?”

Language Pattern #3 (Use this if they still don't buy after language pattern #1 & #2)

“Listen (CLIENT NAME) both of these options are absolutely ZERO RISK to you, but only one of them has the potential to solve your BIG PROBLEMS and help you get the RESULT's that you deeply desire!

So, you have option #1 which is GUARANTEED to keep you stuck by not getting you to where you want to go.

And you have option 2 which is also ZERO RISK...

In fact, it's BETTER THAN ZERO RISK because you get to keep everything, I have just shared with you on the call valued at (X \$ AMOUNT) + get your money back if you're not happy!

However, option 2 has a very high likelihood of helping you achieve (X RESULT) in the fastest time possible!

Which option do you want to choose?

Language Pattern #4 (If they still don't buy after language patterns #1, #2 & #3 use this...)

“Listen (CLIENT NAME) I can only give you this insane guarantee if I help you get results, right!?”

At the end of the day... I run my company on the basis of helping people and I do not want your hard-earned money if I cannot help you get the results that you desire!

*So, with me offering this **INSANE ZERO RISK GUARANTEE** to you... proves that I can help you GET RESULTS because otherwise I would not be in business. Wouldn't you agree?*

I know for a fact... once you're on the inside of the program, you're gonna LOVE IT and you're going to achieve your goal if you follow what I coach you on.

And when you solve your big problems... hit your goal and get the results that you desire, you're not going to ask for the guarantee, right?

So, let's just get you started right now, you can't make an informed decision right now anyways, so might as well get started and check it out to see if it's a good fit for you!

I'm completely reversing ALL the risk for you. You either come inside and get results or take full advantage of the iron clad guarantee and get your money back!

Sound Fair?

CLIENTS SAY'S “YES”

Great, send over your credit card details, and I will help you get started and onboard you now! Looking forward to working with you [NAME]. It's going to be an exciting journey! 😊

When I first applied these **Guarantee Language Patterns**... we converted 50+ clients in rapid time and only had 1 person ask for a refund.

And that was from a client I should have never let into the program because he simply had so many false belief patterns holding him back from taking the action steps laid out in the program!

This is the power of providing unconditional & conditional performance guarantees while using specific language patterns to take some of / ALL the risk away from your clients who are thinking about buying.

When you have a great offer, and you leverage a guarantee it massively increases sales conversion rates and people who would otherwise not have bought end up buying and become raving fans.

What's even more powerful is...

STEP #5 - The Power of Guarantee Stacking - Positioning Your Guarantees So You Can Increase Sales & Profits! + Access To My 7-Figure Sales Copy...Guarantee CASE STUDY!

Step #5 is where we will begin the process of creating your **BETTER THAN RISK FREE GUARANTEE** and we will do it by applying....

"Guarantee Stacking!"

I will also show you one of my proven guarantees for selling coaching & DFY services in the high-ticket affiliate marketing / online business space so you can get some ideas flowing and model what works for your offer!

The goal here is to create 2-3 guarantees otherwise known as "guarantee stacking" using both...

- ✓ **Unconditional**
- ✓ **Conditional / Performance Guarantees...**

...and STACK them to create the **ultimate BETTER THAN RISK FREE GUARANTEE** that will in essence reduce all or the majority of the risk for the client and lower the sales resistance when selling your offer which will make it EFFORTLESS to convert clients into high-ticket profits DAILY!

Guarantee Stacking Diagram



Naming Your Guarantee & Giving it Risk Reversal Power!

You'll also want to make sure you give your guarantee an attractive name to increase conversions...

Here's a CASE STUDY of my proven guarantee + sales copy leveraging the **GUARANTEE STACKING FORMULA** from one of my previous offers so you can model and get some ideas...

IRON CLAD 90 DAYS PROMOTION MONEY BACK GUARANTEE + KEEP EVERYTHING INCLUDING MY MASTERY BONUS PACKAGE! (TOTAL VALUE = \$100K!)



If You Don't Get High-Ticket Paying Clients By The End Of The Coaching Program I Will Continue To Work With You For FREE Until You Do...

...& Just To Let You Know My Hourly Rate Is \$1,000!

If I Can Help Teach You How To Get A a Few High-Ticket Customers In Your First 30-90 Days Just Like I've Helped Many Of My Students That You Have Seen PROOF Of Above That Will Completely Pay For The Program + Some Profits For You...

... And When You Know The Strategy & Principles Of Getting 1 High- Ticket Client..You Can Literally Get HUNDREDS Of CLIENTS & CUSTOMER Because Its A Repeatable Process Where You Will Never EVER Have To Worry About Money, Bills, Debts, Monthly Credit Cards Payments, Mortgage Payments, Car Payments, Kids College Education Fund Or Having Enough Disposable Income To Travel And Enjoy The Finer Things In Life EVER AGAIN!

OR

If You're Not Happy With The Coaching Program & Your Results After The 90 Days Promotion Phase ...

You Can Get A Full Refund + You Get To **Keep EVERYTHING... Including All My **Mastery Bonuses** For Wasting Your Time! (TOTAL VALUE = \$100K)**

ABSOLUTELY ZERO RISK FOR YOU!

In Fact It's... **WAY BETTER THAN ZERO RISK FOR YOU!**

I've Been Through Over \$100,000+ Worth Of Coaching, Consulting, Courses, Books & Live Events Learning From Multi-Millionaires That You Can See Below! If You Don't Get Results (*Which I'm Definitely Confident You Will If You Take Action On What We Teach Inside*) You Get To Keep My 7+ Years Of My Personal Documented 7-Figure Experience & Knowledge That Has Got Me & My Students Some Amazing Results!

This Is a WIN - WIN Scenario For You!

There's a Saying In This Industry That You Don't Know, What You Don't Know! And Right Now... If You're Not Getting The Results That You Desire You're Probably Missing Key Pieces Of The Online Business Profit Growth Puzzle!

Right Now On This Very Page You Have 1 of 2 Options...

You Either Get High-Ticket Client Sales + BIG RESULTS & Hit Your Income Goals While Working Directly With Me & Living A Life Of **FUN & FREEDOM** Or You Get Your Money Back, Keep EVERYTHING + My Insane Mastery Bonus Package So Its 100% ZERO RISK For You Which Is The Ultimate WIN - WIN Situation For You & Your Business!

Fair Enough?

Limited To 5.... 3 Spots Only This Month!

Now there has to be some **ground rules to qualify for this guarantee** which will push you to get the RESULTS that you desire & deserve!

1) You must complete all action steps laid out at the end of each training module

2) You must promote for 90 days consistently and hit your key performance indicator targets so you can get RESULTS!

At the end of the day... I run my company on the basis of helping people and I do not want to take you're hard earned money if I can not help you get results! So with me offering this **INSANE ZERO RISK + BETTER THAN ZERO RISK GUARANTEE** to you... proves that I can help you GET RESULTS because otherwise I would not be in business.

Wouldn't You Agree?

I'm Taking All The Risk Here So You Don't Have To Which Means You Have No Excuses Not To Take Action & Move Forward Today Before Spots Run Out!

DISCLAIMER - Results Shown On This Page From Myself & My Students Are NOT Typical Of The Average Person! **I Am NOT Guaranteeing Income!** Growing a Business Online or Offline Requires Real Work, Effort, Time, Financial Investment & Dedication To Succeed! If You Do Not Understand This Please Do Not Book a FREE Business Growth Strategy Call!



PHASE #7 – BETTER THAN RISK FREE GUARANTEE MASTERY CONCLUSION

Adding a **better than risk free guarantee** into your offer will help you convert more sales because there is **less risk** for clients. This reduced risk for the buyer creates **less sales resistance** when trying to sell your offer.

When you implement **GUARANTEE STACKING** that we talked about you will have an offer than has the potential to scale to \$1M rapidly if you implement everything, I have shared with you during phases 1-7!

Let's go over the steps we covered during phase #7

- 🔑 **STEP #1 – Rock-Solid Guarantee Benefits - How To Reduce Sales Resistance When Selling Your Offer!**
- 🔑 **STEP #2 - The Difference Between Conditional & Unconditional Guarantees!**
- STEP #3 - Customer / Client Performance Guarantees!**
- 🔑 **STEP #4 - Guarantee Language Patterns You Can Use On Sales Calls & DM's To Close More Sales With Less Objections!**
- 🔑 **STEP #5 - The Power of Guarantee Stacking - Positioning Your Guarantees So You Can Increase Sales & Profits! + Access To My 7-Figure Guarantee Sales Copy CASE STUDY!**

When you implement a **performance guarantee** into your offer, you'll increase your clients results by default because they will naturally take more action due to the performance guarantee.

The key is to stack your guarantees on top of each other so you can **destroy the RISK for your client** and then sell using the **guarantee language patterns** I shared with you to convert more high-ticket sales of the right clients for your offer.

The guarantee is one of the biggest **LEVERAGE POINTS** when creating your offer so take advantage of it and nail it by following what I have shared with you.

Let's move onto...

PHASE #8 – 6P's Formula - Creating Your Unique 7-Figure Offer Wrapper So You Can Market Effectively!



Welcome to PHASE #8 of the Million Dollar Offer module!

During this phase we will focus on creating an effective **OFFER WRAPPER**, so it makes it more attractive and lucrative by getting clients excited to buy, leveraging the **powerful & proven 6P's Formula!**

The "6Ps Formula" is an offer creation, marketing and sales strategy that focuses on six key elements when creating an offer that sells.

Here's the main constituent parts we will cover together:



1) Problem!



4) Positioning!



2) Promise / End-Result!



5) Packaging!



3) Proof!



6) Promotion!

The first 3 P's we have already talked about during this training module!

But we will quickly recap them and mainly focus our attention on the 3P's to the right-hand side of the diagram in the colour gold so we can...

- ✓ **Position your offer**
- ✓ **Package it in a way that makes it professional & attractive to potential buyers &**
- ✓ **Promote it to make consistent and reliable high-ticket sales!**

Here's an overview / recap of the first 3P's of the 6P's Formula...



1) Problem!

You should have already identified a specific problem or pain point that your target audience is facing. Understand their needs, challenges, and frustrations. Your offer should be designed to address and solve this problem effectively.



2) Promise / End-Result!

Once you've identified the problem, clearly articulate the promise or solution that your offer provides.

Explain how your product or service offer will alleviate the pain or problem your audience is experiencing. Your promise should be compelling and resonate with your target customers by getting them to focus on the END-RESULT!



3) Proof!

To build trust, credibility & authority provide real proof that your promise / end-result is achievable and that your offer delivers real value & results!

This can include testimonials, case studies, data, reviews, or any evidence that demonstrates the effectiveness of your offer solution.

The first 3P's of the 6P's Formula helps you create a compelling and persuasive offer by aligning it with the specific needs of your target audience, clearly **communicating the solution**, and backing it up with **real evidence** of its value using the **INFINITE VALUE FORMULA!**

This approach can be effective in building trust and driving conversions in your sales and marketing efforts.

PRO SECRET TIP!

- ✓ **The goal of your OFFER CREATION STRATEGY** is to take action on what I have taught you by making an offer so GOOD & so VALUEABLE customers / clients feel like idiots for saying no!
- ✓ **The goal of your MARKETING & PROMOTION STRATEGY** should be to pre-frame, pre-educate & pre-sell your offer using E.B.M (*Educational Based Marketing*) + filter out the not so serious leads, so you only have conversations with prospects / potential clients that can afford your offer, are serious and ready to buy!
- ✓ **And the goal of your SALES PROCESS** is to CONVERT leads & prospects into BUYERS by using strong emotion and then backing it up with logic by having friendly conversations with them to see if you can help them solve problems and achieve their desired end-result!

However, this is where most people struggle because they simply don't understand offer creation and marketing / promotion on a deep level!

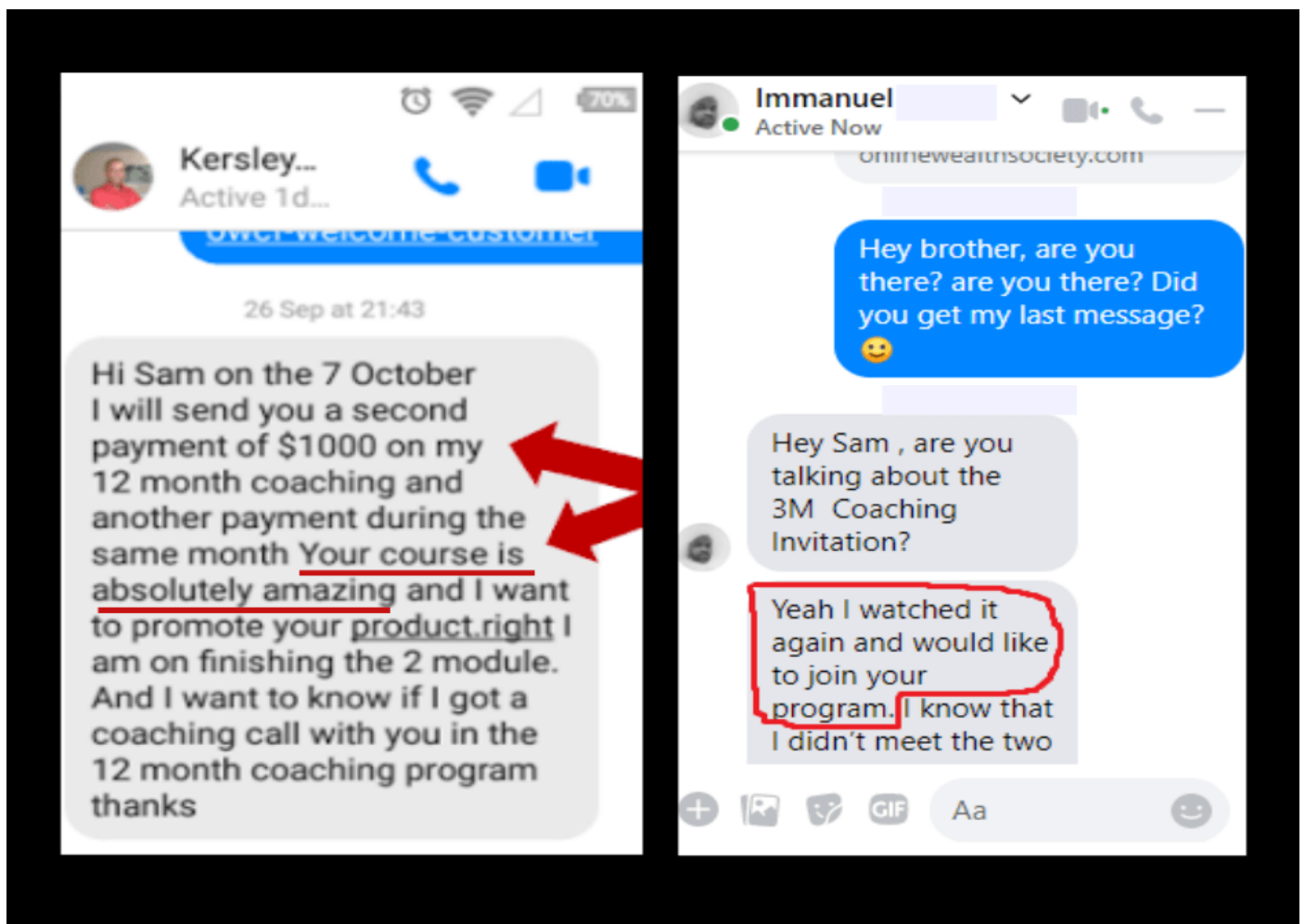
When you MASTER offer creation + marketing / promotion the selling becomes **EASY!**

Here's some proof... We do organic cold & warm direct outreach as well as run paid ads! These 2 clients were cold outreach clients. We direct messaged them and jumped on a free client magnet strategy call.

On the call I gave them both some free value to help them in their business!

At the end of the call, I transitioned into selling my offer!

Both clients loved the offer but didn't have the full amount to invest, however we kept following up with great marketing over the next 90 days and converted them into high ticket sales. See Facebook messenger conversation proof below...



Even when you have a great offer and great marketing, there will always be a % of clients that won't buy straight away because they first need to build a relationship with you and your business, or they need to find the money to invest!

But over time when you leverage all 3 components working for you effectively including...

- 1 **Amazing Offer Strategy! (M.D.I.O)**
- 2 **Amazing Marketing & Promotion Strategy!**
- 3 **Amazing Sales Process!**

...you will have clients actually reaching out to you asking to buy your high-ticket offer which makes selling easy and effortless!

This is one of the main targets for the **C.A.L.V.O FLYWHEEL EFFECT** taking off in your business!

TARGET #1 – SIMPLIFICATION OF BUSINESS INFRASTRUCTURE (*Offer(s), Traffic, Lead Generation, Funnel, Sales, Delivery of Client Results, Operations*)

TARGET #2 - EASY & EFFORTLESS SELLING (*Attracting The Right Clients Into Your M.D.I.O – OFFER By Having Friendly Conversations To Help Solve Problems*)

TARGET #3 – LEVERAGE O.P.T = OTHER PEOPLES TIME SO YOU CAN WORK IN YOUR ZONE OF GENUIS! (*Working ON Your Business Instead Of IN Your Business!*)

We will talk more about these concepts in a future module!

Now the next thing we will talk about when creating your offer is the 4th P which is...

4) Positioning!

Many of the topics we have already covered during this module will enhance your **OFFER POSITIONING** within your specific niche market!

One of the first steps when thinking about marketing your product or service offer is the overall **POSITIONING DEVICES** that formulate into your **OFFER POSITIONING STRATEGY!**

This is something that most offer creators and marketers do not take the time to figure out and therefore completely overlook which harms their sales, but it's a powerful driver of profits when done correctly!

POSITIONING =

How Your Offer + Company Brand Is Perceived In The Minds Of Your Customers & Clients Relative To Other Similar Competitors!

When you position your offer in the right way by creating a **lucrative "offer wrapper"** it can effectively distinguish your offer in a more enhanced way than your competition, connect better with your target core customer avatar and therefore drive market share even in competitive industries by niching down!

Positioning is complex and deep topic that I go over in detail in my highest-level coaching program – 7-Figure Coaching + DONE FOR YOU Offer!

However here are some positioning devices to take into consideration for your offer wrapper:

- **Understanding Your Target Market On a Deep Level** – Pains, problems, dreams & desires!
- **Positioning By Product / Service Offer Quality** – You can compare your offer and explain the key benefits on how it's better than your competition by explaining how it solves your target markets problems more efficiently!
- **Defining Your U.S.P (Unique Selling Proposition)**
- **Defining Your U.S.S.P (Unique Story Selling Proposition)** - by applying what I taught you inside *phase #4 - The Infinite Value Formula!*
- **Creating a Compelling Value Proposition** - by applying what I taught you inside *phase 4 - The Infinite Value Formula & phase 5 – Creating Your Million Dollar Irresistible Offer (M.D.I.O)*
- **Creating a U.M (Unique Mechanism / Method) To Help Clients Get Results Using Differentiation** – by applying what I taught you in *phase #4!*
- **Knowing & Keeping An Eye On What Your Competitors Are Doing** – This enables you to stay on the forefront of changes within a market giving you first movers advantage to new opportunities to ride trends! Which in turn positions you and your offer as a market leader!
- **Crafting a Compelling Marketing Message That Grabs The Attention Of Your Target Market** - by applying what I taught you inside *phase #5!*
- **Establishing a Strong Brand Identity That Aligns With Your Positioning** - Your brand's values, culture, mission, vision and attractive characters personality should resonate with your target audience!
- **Positioning By Simplification, Speed & Ease Of Use** – When you have a proven proof of concept and client results you can position your offer as the fastest, simple & easy way to get the results your future clients desire only if your offer can deliver on that!
- **Positioning By Pricing** – e.g. The more expensive the more valuable the offer is perceived in your target markets minds! Refer back to *phase #3 – The Power Of Raising Your Prices + Real Life Examples!*

The 5th P of the 6P's Formula is...



5) Packaging!

Packaging also helps create better positioning for your offer in the marketplace.

When you have created your offer, you'll want to package it up in a way that looks attractive to your target market, so they perceive it as high value!

This requires getting some graphics created for the main program + all the bonuses you're planning to give away.

You can go to www.Fiverr.com or www.UpWork.com

And search graphic designers, pick one with a high rating and good feedback and then tell them what work you need, and they will give you a price usually in the region of \$50 - \$500+ depending on how much graphic design work you need completed.

Here's an example of the Client Acquisition Accelerator program + book packaging designs.



And if you go to this link below you can see how we packaged up and designed the modules & all the mastery bonuses which gives it a higher perceived value!

This will help you get some ideas flowing for when you create your own offer packaging.

<https://www.onlinewealthsociety.com/client-acquisition-accelerator-get-clients-sp>

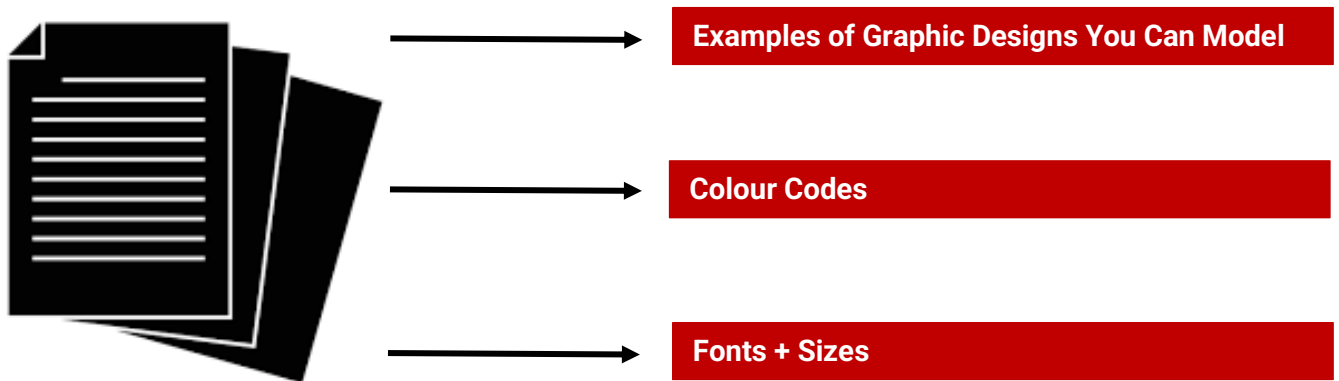
Packaging up your offer is the finishing touches!

The most important aspect of creating an offer is the value and its ability to get clients results but adding some attractive packaging by creating a unique offer wrapper that looks professional & gets clients excited to buy is important too!

Every small detail of the offer creation process counts so make sure you don't overlook this!

Before you can create your graphics, you need to create a document titled your...

OFFER PACKAGING CODE!



This consists of information about the type of graphics you want. The best way to do this is go research your top competitors in your niche or in completely different industries if they have good graphics. Take a screenshot of their graphics and you can ask your graphic designer to model and create something similar or better.

The **Offer Packaging Code Document** must also contain the fonts that you will use if you are creating a digital product + the colours and their specific codes so you can share this data with the graphic designer! To apply your brand congruency... Ideally you don't want to use more than 3-5 colours when creating your offer packaging!

Which brings us on to the 6th and final P of the **6P's Formula**...

6) Promotion!

Once you have created your product or service offer in the form of a course, coaching / consulting or a DONE FOR YOU service that can genuinely help your clients... you've created your offer **positioning & packaging** within the marketplace, now it's time to **PROMOTE your offer!**

We are going to go into deep detail on how to leverage PROMOTION strategies that have been responsible for multiple millions of dollars for myself, my students, and my mentors combined in future modules of the Client Acquisition Accelerator program!

QUICK NOTE! I am going to share **2 PROVEN PROMOTIONAL FRAMEWORKS** for clients under \$10k - \$30k per month & clients who are more advanced and making \$50k - \$100k per month and want to scale to multi 7-Figures.

Here Is The Overview If You're Under \$10k - \$30k Per Month & You Want To Hit \$100k Per Month!

(Income not guaranteed and results not typical of the average person that does not take action!)

Step 1 - Create Your M.V.O (Minimal Viable Offer) Launch Within The Next 3-7 Days!

Step 2 - Send 100+ Direct Outreach Messages Per Day To Your Target Audience! (Facebook, Instagram or LinkedIn, Cold Calls) Track All Leads That Are Interested In a Call In a Spreadsheet!

Step 3 - Conduct 1:1 Strategy Calls Over The Phone or Sell Over The DM's!

Step 4 - Follow Up Daily - (Sell Via The DM's Using Personalized Text, Video & Voice Messaging)

Step 5 - Run Paid Traffic - Test Ads With \$5 - \$10+/Day!

Step 6 - Hire Your First A-Player Appointment Setter or AI AGENT After You've Hit \$20,000 Per Month Consistently So You Can Free Up Your Time!

Here Is The Overview If You're Already Over \$100k Per Month & Want to SCALE To Multi 7-Figures!

Step 1 - Create The Sales Mechanism To Sell Your M.D.I.O (Offer) = O.S.S. (Optimal Selling Strategy)

Step 2 - Create Your Follow Up Strategy & Optimize! (Email + Social Media + SMS Text)

Step 3 - Build Your Sales Funnel & Optimize!

Step 4 - Map Out Your E.B.M Strategic Content Strategy!

Step 5 - Start Hiring Your A-Team So You Can Free Up Your Time & Work In Your Zone Of Genius!

Step 6 - Outsource Your Organic Traffic Promotion - Hire A-Player Appointment Setters, AI Agents & Leverage Our D.O.A Method Messaging Framework!

Step 7 - Drive Paid Traffic So You Can SCALE Faster! (Test With \$50 - \$100/Day!)

Step 8 - Apply The C.A.L.V.O Flywheel Method - Leverage Automation Systems... A.I & Sales Reps To Convert High-Ticket Sales!

PHASE #8 - 6P's FORMULA CONCLUSION!

Successful offer creation & marketing involves a **synergy between positioning, packaging, and promotion.**

By understanding your audiences problems and deep desires, presenting your offer effectively, and promoting it through various channels, you can increase your chances of attracting and converting the right customers / clients to purchase your product or service offer.

Here are the 6P's we've covered to optimize your offer ready for the promotional phase so you can start selling and making real high-ticket money.



1) Problem!



2) Promise / End-Result!



3) Proof!



4) Positioning!



5) Packaging!



6) Promotion!

Awesome work! Next we're going to move onto the final phase...

PHASE 9 – Underground Offer Influence & Persuasion Secrets So You Can Drive More Sales!

Welcome to phase #9 of the Million Dollar Offer module!

During this final phase we will discuss the power of how to leverage real **INFLUENCE & PERSUASION** secrets so you can convert more sales of your **M.D.I.O (Million Dollar Irresistible Offer)**

We've covered the main components of creating your offer in phases 1–8.

Phase #9 will focus on areas to improve **conversions for maximum sales**.

I will also be teaching **underground conversion strategies** during future modules of the Client Acquisition Accelerator training program!

Here's what we will cover together during phase #8!

STEP #1 - The POWER Of Reciprocity, Scarcity & Urgency So You Can Convert More High-Ticket Sales Fast!

STEP #2 - 21 Influence & Persuasions Strategies That Help Convert Sales For Your M.D.I.O (Offer)

Let's begin...

STEP #1 - The POWER Of Reciprocity, Scarcity & Urgency So You Can Convert More High-Ticket Sales Fast!

We talked about scarcity & urgency during the mastery bonus section of this module!

However, we will go over these concepts again to show you how you can apply it to other areas of your offer instead of just giving away your free bonuses so you can **create more DESIRE + faster buying ACTION** from serious clients with your marketing promotions and sales strategy!

I will also share some examples from my previous offers of using both **scarcity** and **urgency** so you can get some ideas flowing to model when marketing & selling!

Before we do that, let's first talk about the POWER of...

RECIPROCITY

The Power of Giving: A Salesperson's Secret Weapon When Marketing & Selling Your Offer!

Reciprocity is a powerful psychological principle!

When you GIVE something away for free, subconsciously your leads and prospects feel in debt to you which makes it way easier to get them to buy your offer especially when you use real SCARCITY & URGENCY!

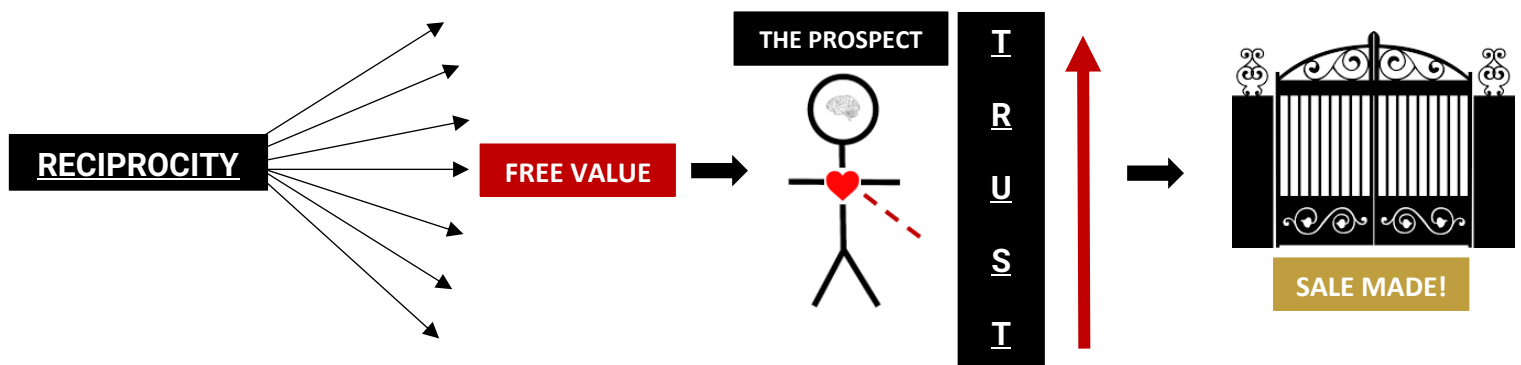
By offering FREE value upfront, you create a sense of obligation in your customers & clients.

Here's how you can leverage this **powerful psychological principle**:

- * **Give Before You Get:** Offer free consultations, educational content, or product samples.
- * **Personalize Your Approach:** Tailor your offers to individual needs if you can.
- * **Build Strong Relationships:** Listen actively, show empathy, and follow up consistently.
- * **Create Urgency:** Use limited-time offers or real scarcity strategies to convert sales.
- * **Leverage Social Proof:** Share positive video testimonials, client case studies and screenshots.

Remember: Always be ethical and genuine.

By providing real value as time elapses over the **lead value optimization journey**, you'll naturally build lasting relationships and boost your high-ticket sales. When you leverage reciprocity consistently & correctly within your marketing, you'll lower your prospects 'buyers guard' and it will 'open up the gateway' to make a sale based on **TRUST!**



Next, we will talk about...

SCARCITY

The power of scarcity in selling your offer is rooted in the principle that **limited availability** enhances the perceived value.

When a product or service is positioned as **scarce**, it taps into the fundamental human instinct to desire what is perceived as rare or exclusive.

When using scarcity, you must use truthful scarcity which I will share some examples on how to do!

Scarcity creates a sense of urgency and competition among potential buyers, compelling them to take action and buy faster to secure the scarce item or opportunity.

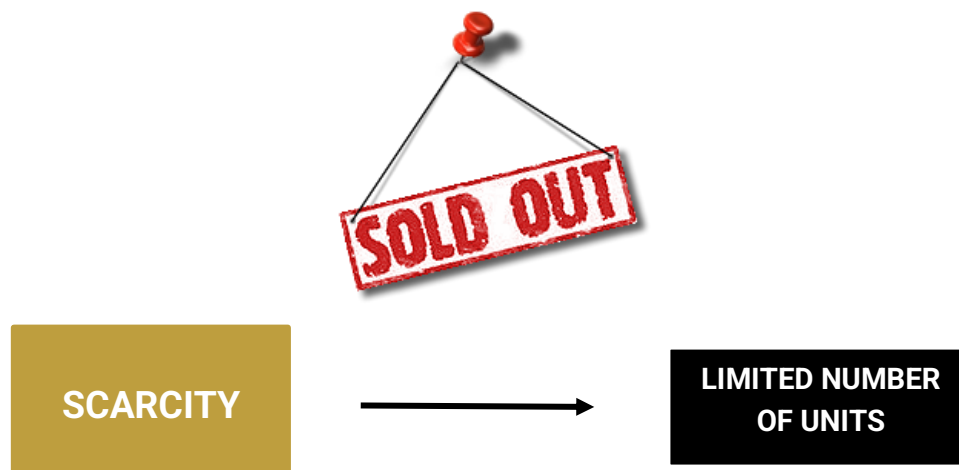
Whether through limited edition products, exclusive access during a promotional period, scarcity not only heightens the perceived value but also triggers a fear of missing out (**FOMO**), driving customers to make purchasing decisions more quickly.

By leveraging the concept of scarcity, businesses and offer creators can instill a sense of privilege and desirability, thereby influencing consumer behaviour and **boosting sales for your offer!**

Another thing to remember as you grow is.... when your product or service is in **high demand** you can **cut the supply** which subconsciously increase the perceived value and causes more desire for clients to get access to it!

SUPPLY < DEMAND

The use of **SCARCITY** when selling your offer = **Limited number of UNITS available!**



Here's some examples of **real scarcity** from one of my current DFY coaching offers at the top of my I.P.S Value Ladder!

**I Am Looking For 5... 3 More Of My
PERFECT CLIENTS...**

SCARCITY

If That's You I Will **PERSONALLY Work With You 1 : 1** Over The Next 3/6/12 Months To Transform Your Online Business Into MASSIVE PROFIT Using Cutting Edge **DONE FOR YOU** Traffic, Lead Generation, Sales Funnels, Conversion & Scaling **SECRETS** That Only The **ELITE 1%** Of Online Marketers Know About... *(Limited Spots Available)*

My **CLIENTS** Have Generated

\$3,430,805+ In Sales

SCARCITY

In Rapid Time & We're Only Just Getting Started!

(See Students Video Testimonials & Results Proof Below!)

WARNING - Results Shown On This Page From Myself & My Students Are NOT Typical Of The Average Person! **I Am NOT Guaranteeing Income!** Growing a Business Online or Offline Requires Real Work, Effort, Time, Financial Investment & Dedication To Succeed! If You Do Not Understand This Please Do Not Book a FREE Business Growth Strategy Call!

URGENCY

The power of urgency in selling your offer lies in its ability to...

prompt immediate action and...

...**decision-making** from a potential client!

When a potential buyer senses that an opportunity is **limited or time-sensitive**, it triggers a heightened emotional response, compelling them to act faster to secure the perceived benefits of your offer.

Your **urgency** however must be **truthful!**

Urgency creates a sense of exclusivity and the fear of missing out (FOMO), encouraging customers to overcome procrastination and make a purchase.

Whether manifested through limited-time offers or exclusive deals... urgency not only accelerates the decision-making process but also creates a stronger connection between the buyer and the perceived value, driving conversions and sales success for your M.D.I.O (offer)

COUNTDOWN TIMER



URGENCY



LIMITED
TIME

The use of URGENCY when selling an offer = Limited TIME to access your offer!

Here's some examples from one of my previous offers using real urgency and also scarcity...

When we first opened up this program, we sold it over the phone!

If clients didn't purchase on the call, we would send them a sales page to read through so they can get a better understanding of everything they were getting access to, and we gave them a 48-hour cut off point to make a decision!

To start with... offer 1 which was a D.I.Y course and we ran traffic to test the conversion rates, after the test was complete using something called statistical relevance, we opened up 2 spots for offer #2 which was a D.W.Y coaching program and 1 spot for offer #3 which was a D.F.Y service + 12-month coaching program offer!

If they didn't get started within **48 hours** the page redirected to an opt in page saying sorry you missed out on the opportunity of a lifetime to grow your online business!

So, we we're using **real urgency** and **scarcity** in this example! We then changed it to the same numbers of clients but on a weekly basis!

➔ EVERYTHING YOU NEED TO SCALE YOUR BUSINESS TO 7-FIGURES FAST!

(Results Not Typical Or Guaranteed, This Business Takes Work, Time & Discipline To Succeed! If You Don Do Understand This Please

DO Not Book A FREE Business Growth Strategy Call!)

 **TOTAL VALUE =**
\$100,000+

Here's the 6 ways you can use real urgency & scarcity in your marketing & sales strategy!

- 1) You can use weekly / monthly promotion cycles! **(LIMITED TIME = URGENCY)**
- 2) You can use 90-day promotion cycles! **(LIMITED TIME = URGENCY)**
- 3) You can use discounted price promotion cycles with specific date & time cut off points!
(LIMITED TIME = URGENCY)
- 4) You can have a limited number of spots for your offer and once you have got clients results raise the price of your offer! **(LIMITED UNITS = SCARCITY)** e.g.

“Price Is Going Up From \$10k To \$30k As More Of My Clients Keep Getting Amazing Results! Get Started Now At The Lower Price Or Miss Out!” (10 Spots Left)

- 5) You can limit spots for your offer and then close the offer down after all the spots are filled for a set time period and then re-open the offer at a later date!

(SCARCITY + URGENCY = LIMITED UNITS + LIMITED TIME)

- 6) You can use bonuses as urgency and scarcity boosters where there is a cut off point for accessing the fast action mastery bonuses + limited bonus units available that you're giving away!

(SCARCITY + URGENCY = LIMITED UNITS + LIMITED TIME)

COUNTDOWN TIMER



URGENCY

X

SCARCITY

=

**HYPER
RESPONSIVE
BUYERS**

LIMITED TIME

**LIMITED NUMBER
OF UNITS**

Great, now that you understand how to use reciprocity, scarcity and urgency to sell more units of your offer + seen examples from my previous offer, next we will dive into...

STEP #2 - 21 Influence & Persuasions Strategies That Help Convert Sales For Your M.D.I.O (Offer)



INFLUENCE!



PERSUASION!



The **art of persuasion and influence** when marketing & selling your offer causes people to take action & move forward to buy. Here are some effective and **ethical persuasion** secrets to consider when selling your offer:

1. Deeply Understand Your Audience:

We've covered this previously... but before attempting to persuade, thoroughly understand your target niche audience's **needs, pain points, problems, dreams, goals and desires**.

Tailor your marketing message so it directly talks to the conversation that's going on inside in your core customers avatars brain!

When you understand your core client avatars problems and desires better than they understand themselves you have massive influence over them to get them to take action.

2. **Establish Trust:**

Trust is the foundation of persuasion.

Be honest, transparent, and reliable.

Demonstrating expertise and credibility in your field builds trust and the relationship. When you have built a relationship with your potential clients it's much easier to persuade them & convert them into a high-ticket sale by selling them your offer!

3. **Tell Compelling Parable Stories:**

Stories are a powerful way to engage, persuade and influence your perfect core customer avatar.

Craft stories that highlight how your product or service offer has positively impacted others, talk about the problems and how its helped you achieve a specific result by sharing the benefits.

Doing this makes you and your offer **relatable** to potential customers & clients!

Throughout my marketing & the C.A.A course you are currently going through, I am telling you stories about topics so you can understand them better and build a deeper relationship with me.

Even though you may have never met me in person. You may feel like you know me. This is the power of stories!

4. **Use Social Proof:**

We've covered this previously... Share testimonials, reviews, case studies, and endorsements from satisfied customers / clients or industry experts to show that others trust and value your offer.

This is one of the best ways to sell your offer when others are saying good things about you.

5. **Leverage Reciprocity:**

Offer something valuable upfront for FREE!

This is otherwise known as a LEAD MAGNET which we will talk about in more detail in future modules!

Free resources, pdf's, books, webinars, videos, valuable content or a phone consult are good for offering free value which builds reciprocity with your target market!

People tend to reciprocate by being more open to your offer when you apply this as it enhances the relationship!

6. **Appeal to Your Niche Markets Strong Emotions:**

Emotional appeals often drive decisions. Connect your offer to emotions like happiness, freedom, excitement, fear or staying stuck with the same problems, depending on your product or service offer so you can convert more sales!

7. **Highlight Benefits & Features:**

Focus on how your offer benefits the customer rather than just listing its features.

Explain how it solves problems, saves time, speeds up results, easier to use & improves their life.

Benefits sell... and features use logic to back the decision the client has made in His or Her's brain!

8. Use Power Words:

Certain words can have a persuasive impact, such as "**free,**" "**you,**" "**guaranteed,**" "**exclusive,**" "**proven,**" and "**results.**"

Understanding the high-income skill of **copywriting** (salesmanship in print) which I will teach you in a future module will massively help you increase sales conversion for your offer!

9. Provide Value Before the Sale:

This links into reciprocity... offer valuable content & educational resources in the form of social media posts, videos, blog posts & webinars etc.

This is advance but you can build out your "**before call content**" and "**after call content!**"

This allows potential customers to experience the benefits of your offer value before committing to a purchase while interweaving valuable content and entertaining stories which help you influence and persuade your target market to buy now!

10. Ask Open-Ended Questions:

Encourage dialogue with potential customers by asking open-ended questions that lead to discussions and allow you to address their specific needs. An example of an open-ended question would be...

“What’s the biggest challenge you have that’s stopping you from achieving what you want in your life / business?”

When client tells you their problem, you can say...

“Can you explain specifically how that’s effecting your life / business?”

These open-ended questions usually cannot be answered with a binary YES or NO! Prospects have to go into more detail, which allows you to get a better understanding of their current situation so you can diagnose the problem and help them.

11. Use The Offers Contrast Principle:

As you advance you can leverage the power of all 3 offers including **(D.F.Y, D.W.Y & D.I.Y)**

Present the D.F.Y offer (*services + coaching*) first as it's the most expensive, which positions you in your clients mind as an authority on a subconscious level and grabs their full attention. It also sets a high standard because clients are hard wired to believe **More Expensive = Better!**

If they don't invest and show buyers resistance... introduce the D.W.Y offer (*coaching / consulting*) which is a bit cheaper and then the D.I.Y offer (*course*) which is the cheapest out of all 3 offers.

The majority of clients that have the financial power to invest, will go for the middle D.W.Y offer because it seems more attractive by comparison to the D.I.Y offer even though the D.I.Y offer is cheaper.

The D.F.Y offer which is the most expensive anchors in the price for the middle offer.

The key when using the offer contrast principle is to sell them on 1 offer at a time. Because a confused mind does not buy!

If they are not buying... introduce the next offer at a lower price and the next 3rd offer at even lower price until they buy something on the call.

The key is to get some form of payment over your calls to get them inside your paid **value eco-system**.

Freebie seekers don't take action. **People that pay, pay attention and get results!** Period!

12. Map Out & Overcome Objections:

Anticipate common objections and have well-prepared responses that address concerns and reinforce the value of your offer.

Inside the sales training module I am going to give you access to the proven objections handling PDF document which you can use to convert more clients! Super powerful.

13. Create a Sense of Belonging:

Show how choosing your offer aligns with a customer's identity or values, making them feel like a sense of belonging!

Explain to them that you are going to do everything in your power to help them BEFORE revealing your price!

Say the following:

“Listen “NAME” I just want to make sure we’re both aligned here. Because if you get started today with [OFFER NAME].

I’m 100% ALL IN and working in the trenches on your behalf to help you solve your big problems & get you the results that you desire in fastest time possible!

And I just want to make sure we are on the same wave length here and you’re ready to take action as well or are you gonna make excuses and complain!?”

And when they pay you money for your offer... actually do EVERYTHING you can to help them by OVERDELIVERING!

Be a person who stays true to your word!

14. Follow Up Daily:

Persistence can be persuasive as it builds consistency.

Follow up with potential customers who have shown interest but haven't made a decision to buy yet.

Sometimes, gentle reminders can lead to conversions. If they don't buy at first hammer them with amazing free value (Content) that can genuinely help them!

I will be teaching the proven follow up framework in a future module, using email marketing, direct messages on social media, E.B.M (*Educational Based Marketing*) webinar and phone follow up!

15. Offer Guarantees:

We spoke about this in the previous phase but offering an iron clad BETTER THAN RISK FREE GUARANTEE using unconditional and conditional / performance targets can reduce the perceived risk for customers, making them more willing to try and buy your offer, while increasing client action & results.

16. Use Micro Commitments:

If clients don't buy straight away, use micro-commitments which are small commitments, like signing up for a newsletter before following up and asking for a larger commitment like a purchase!

Another example would be after you have done a strategy call with a client, and you know their big problems.

Direct message them asking if they would like some free training teaching the "wow not how" method that will help them with the problems they are suffering with.

These micro commitments subconsciously build trust and makes it easier to get people to take action over time.

17. Use Social Influence:

Mention the popularity or widespread adoption of your offer to indicate that it's a trusted choice among others.

Compare your offer value to your potential clients & compare it with your competitors by showing how your offer is better and different leveraging your U.M (*Unique Mechanism*)

18. Provide Clarity:

Make the buying process simple and clear.

Avoid overwhelming customers with too many options or complicated steps.

Share a clear and defined proof of concept with your clients without confusing them!

And focus on their problems by demonstrating how your offer can help them overcome them quickly!

19. Demonstrate Confidence:

Confidence in your product or service offer can be contagious.

If you believe in your offer, it's more likely to inspire confidence in your customers.

If you or your team sell over the phone, make sure you re-watch positive client testimonials to give you or your sales team confidence in selling!

Also record all your sales calls and listen to your successful calls by leveraging pattern recognition to figure out what you said to convert them, your energy and why you converted the client into a high ticket sale which will breed confidence!

20. Leverage The Power Of Authority By Association:

If you have connections, niche market celebrities, mentors and coaches from the past that you've learnt from in some way shape or form, leverage this in your marketing to boost your sales conversion!

Potential buyers may not know who you are, but they may know an expert in your niche which creates a connection back to you and your offer.... giving you more credibility, authority and positioning in the marketplace!

21. Harness The Power Of a (U.S.S.P) so you can sell using STORY:

When marketing your offer, you'll want to have a story bank which you can use in your emails, ads and conversations with potential clients!

You'll also want to have a clearly defined **main marketing story that sells**, however as you advance by growing your business, start building a story bank that you can use to overcome specific problems potential future buyers maybe going through, to influence them and get them to take action!

We talked about this in the **INFINITE VALUE FORMULA** training during phase #4.

When you leverage a Unique Story Selling Proposition it elicits strong emotions within your target markets biochemistry which helps them build a relationship with you and causes them to have an epiphany by moving forward and taking action! Aka – Buy your offer!

What I have just taught you is super powerful and should be used for the greater good!

Create an offer so **AMAZING** it magnetizes clients towards you and sucks people in like a vacuum because of its value!

When you do that, you'll have a **QUANTUM VACUUM HIGH-TICKET OFFER** that stands out from the rest of the competition within your niche marketplace and sucks customers and clients in because every **offer optimization inflection point** has been shifted to the positive side using **asymmetry!**

Creating a **WIN – WIN scenario** for both **your CLIENT & YOU!**

Add the influence and persuasion strategies I've taught you into your offer and you'll convert sales **EFFORTLESSLY!**

And remember that ethical influence & persuasion should prioritize the customer's / client's best interests and provide genuine value.

It's not about manipulating people. It's about getting them to take action and only selling them if they need what you offer to genuinely help your clients!

Building **long-term relationships and trust** should be the **ultimate goal** of any influence & persuasion strategy in marketing & sales.

During the Neuro-Science Copywriting module of C.A.A we will also talk about...

- **The 6 Psychological Triggers of Influence &**
- **The Secret Influence & Persuasion Blueprint I Learnt From a Mentor Who Made \$200M!**

...that you can apply on top of what I have just taught you inside this phase of module #2!

Awesome work 😊

I honestly hope you got some real value from this training module and that it gave you some **INSIGHTS** on how to create your own irresistible offer based off the knowledge + my own proven offers case studies I have shared with you...

next up is the **ACTION STEPS** so you can create your very own **Million Dollar Irresistible Offer...**

Specialized Knowledge WITHOUT Action = FAILURE!

Applying the specialized knowledge is the **KEY** to creating the **abundance** and **wealth** that you desire!

Focus on creating **ONE KILLER OFFER** to start with that you can have **100% confidence in selling!**

An offer that you can be truly **PROUD** of because it genuinely helps your customers / clients get real **RESULTS!**

This is the underlying constituent part that will allow you to **GROW your business faster** than ever before!

If your offer sucks everything else that I am going to teach you moving forward in the Client Acquisition Accelerator course + coaching program fails or works less efficiently!

“Nailing The OFFER Is CRUCIAL To Your Success!”

Before we dive into completing **ALL** the **ACTION STEPS** together so you can get your offer set up and optimized in the fastest time possible.

I want to give you **2 FREE BONUSES** to help fast track your results and success!

BONUS #1 - FAST TRACK Template For Creating a Million Dollar Offer!

BONUS #2 – Proven 7-Figure Sales Presentation Formula For Max Profit – The 13 Constituent Parts Revealed!

The first bonus will help you get your offer set up. The second bonus will help you sell your offer.

Let's work through these bonuses to get your offer launched & making high-ticket PROFITS...

FREE BONUS #1



STEP #1 – Pick ONE OFFER Structure!

(DONE FOR YOU) – Services!
(DONE WITH YOU) - Coaching / Consulting!
(DO IT YOURSELF) - Course!

Or Will You Create A **HYBRID OFFER** With A Combination of All 3?

STEP #2 – Raise Your Price If You Are Confident That You Can Help People Get Results & Set Up Your Payment Processor To Receive Payments!

(Stripe + PayPal)

Set Up Business Account Here >>> <https://stripe.com>

Set Up Business Account Here >>> <https://www.paypal.com>

STEP #3 – Focus On ONE Component of The INFINITE VALUE FORMULA & Optimize One Component At a Time!

STEP #4 – Map The Big Problem + End-Result Your Offer Is Built Around & Write Your Step-By-Step Process (PROOF OF CONCEPT) On Paper To Help Clients Achieve The End-Result!

STEP #5 – Map Your Optimized Offer Stack & Build ONE Mastery Bonus You Can Give Away For FREE That Solves The Big Problem For Your Clients!

Think In Terms of DONE FOR YOU Components Using Systems Thinking & First Based Principles Thinking!

STEP #6 – Create Your “Better Than Risk Free Guarantee” To Take ALL The Risk Away From Your Client!

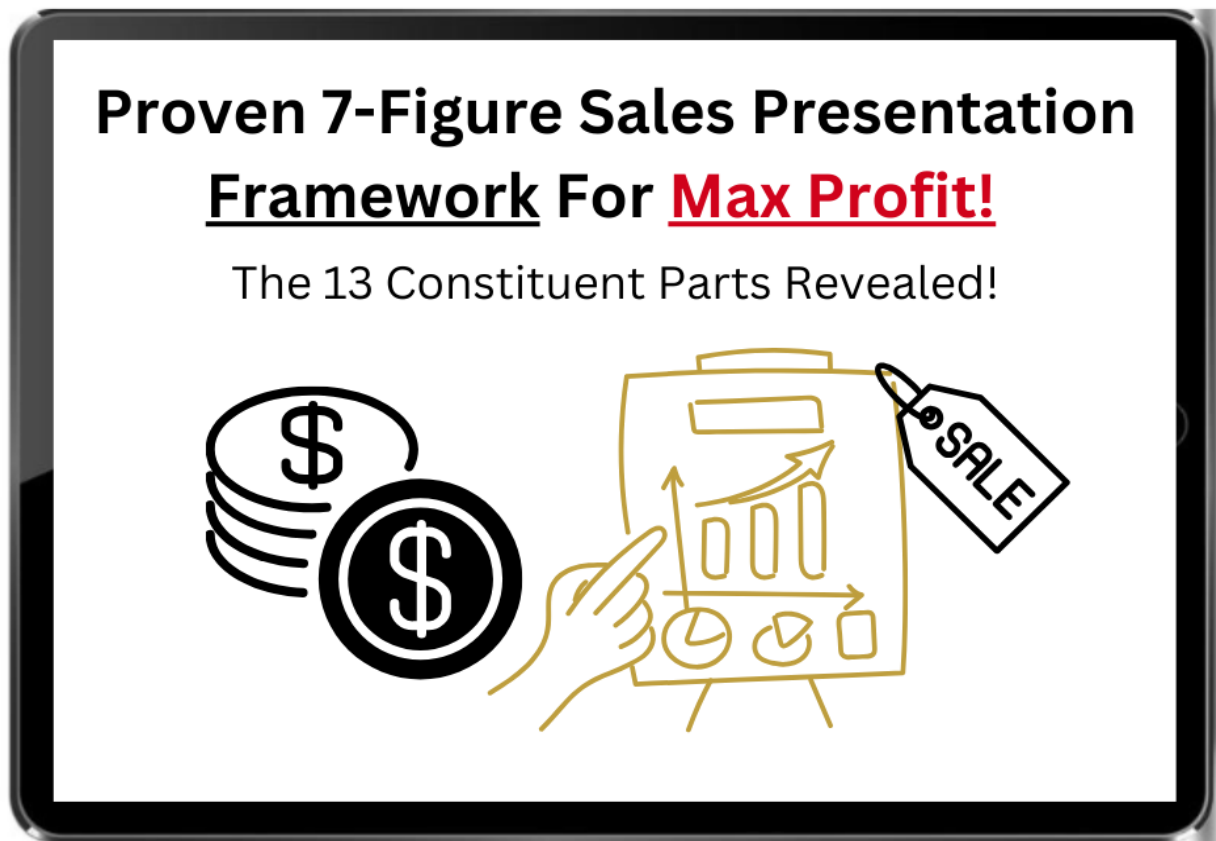
How Can You Create An Unconditional + Conditional / Performance Guarantee To Get Clients To Take More Action Faster While Reducing Their RISK?

STEP #7 – Position, Package & Start Promoting Your Offer Using The 6P's Formula Knowledge, I Taught You During Phase 8! If You're More Advanced Think About Creating Your U.M/M (Unique Mechanism / Method!) So You Can Differentiate Yourself From Competition!

STEP #8 - Apply The Underground Offer Influence & Persuasion Secrets Using Reciprocity, Value, Scarcity & Urgency So You Can Drive More High-Ticket Sales!

STEP #9 – Access The FREE BONUS #2 Below & Build Your Sales Presentation By Following The 7-Figure Max Profit Framework

FREE BONUS #2

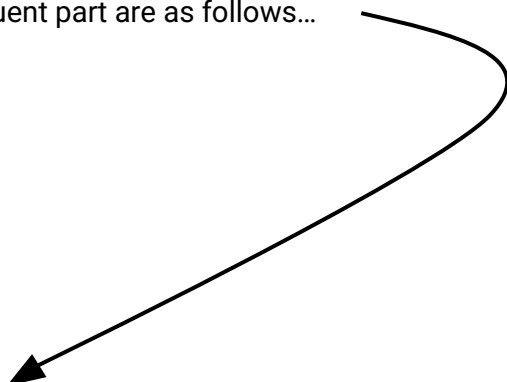


During this **FREE BONUS** training we will focus on **maximizing your offer sales presentation** so you can sell **it effortlessly** using the 13 constituent parts.

You can use this framework by leveraging the following sales mechanisms:

- ✓ **WSP (Written Sales Page)**
- ✓ **VSL (Video Sales Letter)**
- ✓ **Webinar**
- ✓ **Email Follow Up**

The 13-constituent part are as follows...



1. **The Big Marketing Idea Headline! (B.M.I.H)**
2. **The Marketing Message - Targeting The Big Problem(s), Showing Proof + Your Authority STORY! (U.S.S.P) + Disclaimer!**
3. **Social Proof! (Video + Written Testimonials)**
4. **Optimized Offer Stack!**
5. **Sell The U.M + End-Result! (Unique Mechanism)**
6. **The FREE Fast Action Mastery Bonus Pack!**
7. **Share The Big Benefits, Leverage Authority By Association & Reveal The Price! (Total Value >>> Price)**
8. **The Better Than Risk-Free Guarantee!**
9. **Urgency!**
10. **Scarcity!**
11. **Call To Action #1!**
12. **The P.S + Call To Action #2!**
13. **Compliance Guidelines – The 5 Questions + F.A.Q (Frequently Asked Questions) To Overcome Objections!**

Click the link below and you can see how I do this for my offer.

<https://www.onlinewealthsociety.com/8a699484>

Let's dive deeper into each constituent part...

1- The Big Marketing Idea Headline! (B.M.I.H)

The first step of the 13 constituent parts to create max sales conversions for your offer is the big marketing idea headline! The **B.M.I.H** consists of the end-result and the big problem that your specific niche core customer avatar is facing and 2X benefits.

To start with you just need to focus on...

- ✓ **1 END-RESULT!**
- ✓ **1 BIG PROBLEM!**
- ✓ **1 SPECIFIC NICHE CORE CUSTOMER AVATAR!**
- ✓ **2 X BENEFITS**

This grabs the **ATTENTION** of the perfect clients you are trying to target and stops them dead in their tracks, so they continue to read or watch the rest of the sales presentation resulting in a CTA (*Call To Action*) to book a call or buy your offer!

The headline is probably the most important component of the 13 constituent parts so you can sell your offer because if it doesn't do its job correctly potential clients won't go through the other steps I am going to cover, meaning they won't even have the opportunity to buy!

They will just leave the page and probably never come back so we must **HOOK them in** by talking directly to the conversation that's going on in their head!

As you advance you can target different verticals that are similar (e.g. *coaches, consultants, business owners, high ticket marketers, CEO's etc*) & multiple problems that relate to all of the verticals to reach a broader audience so you can scale.

But to start with **FOCUS on ONE AVATAR** when creating your **B.M.I.H (Big Marketing Idea Headline)**

2. The Marketing Message - Targeting The Big Problem(s), Showing Proof + Your Authority Story! (U.S.S.P) + Disclaimer!

The 2nd constituent part is the **marketing message** that targets the big problem(s) the niche core customer avatar is currently facing, that is stopping them getting the end-result they desire!

We've hooked them in using the B.M.I headline and now we have to twist the knife of PAIN to get them to realise they are suffering with the big problem.

If you are just starting out focus on **ONE BIG PROBLEM**.

If you are more advanced, you can target 2+ big problems that your target market is facing.

Here we are leveraging the psychological method of...

"AWAY FROM PAIN >>> TOWARDS PLEASURE!"

Away From Pain = Solving Your Potential Client's Big Problems!

Towards Pleasure = Helping Them Achieve The End-Result!

When you can demonstrate the problem or problems and tie it into helping them get an end-result your target market will instantly see you as more of an **AUTHORITY** because you are meeting them at the conversation that is going on their head and demonstrating that you know how to solve the problem better than they know themselves!

This is otherwise known as...

BLUE OCEAN AUTHORITY POSITIONING...

...which builds **CREDIBILITY** and **TRUST** in your core customer avatars minds!

At this point you'll want to **SHOW REAL PROOF** of you achieving the end-result that they desire!

This can be in the form of real end-result proof via a short video + screenshots.

On many of my sales pages I actually log in live to show real income proof of some of my daily and weekly sales.

If you're selling an offer in a different niche... for example in the health and fitness space, you could share your before and after picture of you losing weight and getting fit!

Just think creative and **show REAL PROOF** to cement in the minds of your prospects that you know what you are doing!

However, before doing this, by law you must put a **DISCALIMER** that can be seen clearly.

If you show proof of results and you are demonstrating, you can help people achieve a specific result... it's crucial you add in a disclaimer because you cannot guarantee results!

In my marketing I clearly state that business online or offline takes time, effort, work and financial investment to get the business off the ground.

If you don't understand this and you are looking for a get-rich quick program... **THIS IS NOT FOR YOU!**

After the disclaimer and sharing proof of results... the next thing you want to lead your prospect into is your **AUTHORITY STORY** which consists of your **U.S.S.P (Unique Story Selling Proposition)** + your **U.M/M (Unique Mechanism / Method)** which we covered previously inside this module!

You can also use the equation that we previously covered = step 1 - The Big Marketing Idea Headline & step 2 - The Marketing Message which is as follows...

$$(\mathbf{E.R} + \mathbf{U.M} - \mathbf{B.P} + \mathbf{S.N.C.A} + (\mathbf{2X B}) + \mathbf{P} = \mathbf{ATTENTION ECONOMY})$$

- **E.R = END-RESULT!**
- **U.M = UNIQUE MECHANISM!**
- **B.P = BIG PROBLEM!**
- **S.N.C.A = SPECIFIC NICHE CLIENT AVATAR(S)!**
- **2X B = 2 X BENEFITS!**
- **P = PROOF!**

3. Social Proof! (Video + Written Testimonials)

The next question going through your prospects minds after reading your authority story / U.S.S.P + offer sales material is...

“This looks AMAZING, but I’m still a bit sceptical, you’ve shown the results you have for yourself, how can you help people like me and have you helped others achieve the end-result?”

This is where you want to share **SOCIAL PROOF** of your offer working for others!

This can be in the form of...

- ✓ **Video Testimonials**
- ✓ **Written Testimonials**
- ✓ **Screenshots**
- ✓ **Case Studies!**

To start with aim to have 5-7 quality video testimonials of previous clients saying good things about the 3 pillars:

- ✓ **You!**
- ✓ **Your Offer!**
- ✓ **Your Company / Brand!**

Here were trying to increase **BELIEF & FAITH!**

If you’re selling your offer to both men and women... you need solid testimonials from both male and females that have gone through your offer and got results!

Theres no better way to sell than to have others say good things about you and your offer.

Your aim in the future is to have so many quality testimonials from clients... so that the offer literally sells via others selling it for you.

This is one of the key ingredients for the **FLYWHEEL EFFECT** to take off which I go into detail inside my highest-level coaching + partnership program!

I also advise you to add a testimonial disclaimer when sharing client testimonials that explains that results are not of the average person to keep you compliant!

Here's a disclaimer you can use...

"In accordance with the compliance guidelines concerning use of endorsements and testimonials in advertising, please be aware of the following:

Testimonials appearing on this site are actually received via text, audio or video submission. They are individual experiences, reflecting real life experiences of those who have used our products and services in some way or another.

We do NOT guarantee income or results!

However, they are individual results and results do vary. We do not claim that they are typical results that consumers will generally achieve.

The testimonials are not necessarily representative of all of those who will use our products and/or services."

4. Optimized Offer Stack!

After sharing testimonials from your clients that have gone through your program offer, next you'll want to focus on presenting the optimized offer stack.

Steps 4, 5 and 6 are interlinked.

You present the **OPTIMIZED offer stack** & inside you sell the **U.M (Unique Mechanism) + the end-result** and then you present the **FREE fast action mastery bonus pack** to increase the **value & desire** of your offer!

During the 4th constituent part, we want to individualise each of the components of the offer, give it a \$ value and then stack the next component on top so it gives the offer more **perceived value**.

You'll then add up all the components and give it a total value that is 10X more value compared to the asking price during step 7 when you reveal the price!

To do this you actually have to create 10X+ worth of actualized value compared to the price, so your offer needs to be excellent and deliver on the value & the end-result that you are selling / helping your clients achieve.

There are too many crap offers out there that have false marketing and when clients purchase they don't deliver the value promised or the end-result.

DO NOT RUN YOUR BUSINESS THIS WAY!

Your goal should be to create an offer so good that people feel stupid saying no + actually helps clients achieve the end-result via your delivery vehicle which in turn provides a feedback loop for the marketing and sales department!

This is one of the key components of the C.A.L.V.O FLYWHEEL EFFECT taking off! More on this in a future module!

If you are helping clients achieve a big end-result like scaling an online business, you can also leverage something called the **"3 Stages!"**

This is where you breakdown the big end-result into 3 stages and show the **PROCESS** of clients achieving it systematically in a simple step by step format! This allows clients to LOGICALLY see the road-map towards achieving what they deeply desire!

Here's how the offer stack is broken down...

- ✓ **The Main Thing / Program** - Coaching / Consulting / Done For You >>> **(Value \$)**
- ✓ **Stage #1** (Proof Of Concept + What Clients Get?) Sell The U.M + 1st Micro Result >>> **(Value \$)**
- ✓ **Stage #2** (Process + What Clients Get?) Sell The U.M + 2nd Micro Result >>> **(Value \$)**
- ✓ **Stage #3** (Process + What Clients Get?) >>> Sell The U.M + End-Result >>> **(Value \$)**
- ✓ **Give Away Something Extremely Valuable** e.g. LIVE Workshop >>> **(Value \$)**
- ✓ **FREE Fast Action Mastery Bonus Pack!** Stack ALL Bonuses Individually >>> **(Total Value \$)**

5. Sell The U.M + End-Result! (Unique Mechanism)

Step 5 of the 13 constituent parts is selling the U.M (Unique Mechanism) & end-result.

Amateur salespeople sell the product, top salespeople sell the end-result!

Extraordinary sales professionals **sell the U.M + the end-result** by showcasing how you can help people achieve what they desire in a new and different way leveraging your own specialized mechanism / method!

As I said previously, this links into the offer stack.

Your offer stack should show how your unique mechanism / method helps clients get the end-result that they desire!

Here I advise you to stay away from any income claims or results-based claims unless you can show real proof of you or your clients achieving the end-result.

When you sell the U.M & the end-result within your offer stack it increases sales conversions for your offer, but you have to do it in the right way without breaking compliance laws

Any results-based claims must be backed up with real proof and clearly explained that the results are not of the average person!

We will talk more about compliance at the end of this section of the module!

6. The FREE Fast Action Mastery Bonus Pack!

During step 6 we will build upon the offer stack by implementing the **FREE fast action mastery bonus package!** This will increase sales conversions and get people to take action!

Here's the mastery bonus layout:

FREE Mastery Bonus #1 > SOLVES PROBLEM #1
FREE Mastery Bonus #2 > SOLVES PROBLEM #2
FREE Mastery Bonus #3 > SOLVES PROBLEM #3
FREE Mastery Bonus #4 > SOLVES PROBLEM #4
FREE Mastery Bonus #5 > SOLVES PROBLEM #5
FREE Special Bonus >>>> SOLVES PROBLEM #6
FREE Fast Action Super Bonus > SOLVES BIG PROBLEM



When you give away bonuses for free it massively increases the perceived value of your offer!

The key is to carefully craft your bonuses to solve specific problems for your target market!

Remember: You can also apply the **weaponization of your bonuses** to convert more sales when offering them over a phone call or the DM's that targets the clients specific problems using hidden influence and persuasion language models we previously talked about!

7. Share The Big Benefits, Leverage Authority By Association & Reveal The Price!

(Total Value >>> Price)

Awesome. We are just over halfway through the 13 constituent parts to sell your offer and generate max sales conversions with the right clients!

So far, we have covered...

- ✓ **The Big Marketing Idea Headline! (B.M.I.H)**
- ✓ **The Marketing Message - Targeting The Big Problem(s), Showing Proof + Your Authority Story! (U.S.S.P) + Disclaimer!**
- ✓ **Social Proof! (Video + Written Testimonials)**
- ✓ **Optimized Offer Stack!**
- ✓ **Sell The U.M + End-Result! (Unique Mechanism)**
- ✓ **The FREE Fast Action Mastery Bonus Pack!**

At this point you have...

- ✓ Grabbed the **ATTENTION** of your specific niche core customer avatar with the **B.M.I.H + marketing message!**
- ✓ Positioned yourself as an **AUTHORITY** by targeting the end-result + big problem, demonstrated proof of results and shared your **U.S.S.P (Unique Story Selling Proposition)** which builds **CREDIBILITY** and the first stage of subconscious **TRUST!**
- ✓ Shared client testimonials & results to **DEMONSTRATE YOU CAN HELP OTHERS** just like your potential clients + shared disclaimers to keep you compliant!
- ✓ Presented the offer stack that gives away **10X – 100X THE VALUE** compared to the price to increase sales conversions & understand that your offer must genuinely help people achieve the end-result you are selling if they follow your proof of concept and take action!
- ✓ Sold the **U.M + end-result** to **DIFFERENTATE** yourself from the competition and increase sales conversions by selling like an extraordinary sales pro!

- ✓ Presented the FREE mastery fast action bonus pack to increase the **PERCEIVED VALUE** and got people who are on the fence to buying to **take action and move forward** only IF they are the right fit!

Now the next step is to share the **BIG BENEFITS** of your offer.

During this stage I like to share a quick CASE STUDY and then share the benefits of the benefits of the offer.

For example. A benefit of buying my offer is getting a consistent flow of **high-ticket clients + CASH FLOW!**

However, when we break this down into mapping out the benefits of the benefits, we boil things down to its first based principles and this is what clients truly want and desire when investing in C.A.A or my coaching program which are...

- **FREEDOM!**
- **SECURITY!**
- **TIME FREEDOM!**
- **LOCATION FREEDOM!**
- **WORK IN ZONE OF GENIUS!**
- **ABLE TO SPEND TIME WITH FAMILY!**
- **IMPROVED STATUS!**
- **RECOGNITION!**
- **LIVE THE CEO MILLIONAIRE LIFESTYLE etc!**

So, when you sell the offer, you target by selling the end-result and as you get deeper into your marketing & sales **UNIT CASE presentation** you must target the deep internal benefits that clients want and desires using **EXPLICIT NEEDS!**

This is the definition of the benefits of the benefits!

They are getting the potential clients **emotionally invested** into buying your offer!

I then sometimes like to increase my **AUTHORITY** level within the potential client's subconscious mind by using something called **AUTHORITY BY ASSOCIATION!**

For example...

If you've had mentors, coaches or gone through courses from experts in your chosen niche in the past share that within your marketing.

Many people may not know who you are, but they may know a celebrity expert within your niche and then **they associate you with the expert** which again increases your credibility within your chosen field!

After that you'll want to **RECAP** the whole offer and give a \$ value for each of the offer stack components.

You then add up the total value for the offer and reveal the real price!

Do NOT use fake pricing!

For example...

Do NOT say price is usually \$10,000 and then drop the price to \$2,000 if you have not previously sold the offer for \$10,000 in the past + have proof as this is classed by compliance laws as false advertising!

Share the total value of your offer which should be 10X – 100X in real world the value and then **reveal the actual real price** clients need to invest to get access to your offer!

Your offer should provide WAY more value than they are paying!

For example, if you know deep down your offer doesn't provide 10X – 100X the value clients are paying do not say it does!

You have to actually **DO THE WORK** to create something so **AMAZING and VALUABLE** which is what this module is all about!

When you create something so good it sells itself effortlessly!

This is one of the main GOALS of your offer creation process!

8. The Better Than Risk-Free Guarantee!

After recapping the offer stack, **revealing the total value and the real price** of the offer the next thing you'll want to implement is the Better Than Risk Free Guarantee!

After implementing everything I have taught you so far, your clients are going to be super excited about your insane new opportunity M.D.I.O (offer) that can genuinely help them move away from the **pain / problems** they are suffering with towards a desire future of **positivity and pleasure**.

However, they will still have **OBJECTIONS** that need to be overcome before they make a purchase!

One of those objections is...

“If I invest in this offer, it may not work for me!”

To overcome this specific objection, we as offer creators have to take ALL / the majority of the RISK away from the client in terms of the monetary exchange, so it makes it frictionless to convert them into a sale!

The guarantee must also have specific ground rules tied into the proof of concept to improve the probability of the client getting the end-result by motivating them to take the action steps necessary if you are selling DONE WITH YOU or DO IT YOURSELF offers!

For this to be effective we must make them think...

*“Wow this offer is just too good to pass up on,
I have to buy this now or I am going to miss out!”*

But you must do it in a believable way using real truth-based urgency and scarcity while tying in the benefits of your offer.

This is where you'll apply **“Guarantee Stacking”** where you have multiple guarantees working simultaneously to increase sales conversions!



Adding in multiple solid guarantee's that take's all the risk away from your client is one of the biggest drivers of sales for your offer!

9. Urgency!

Step 9 is using real **urgency**.

The definition of urgency correlates to the "**time period**" in which clients can buy your offer!

The urgency you use within your marketing and advertising must be real and truthful...

For example: you cannot say the offer is shutting down after 3 days and still let people buy on day 4 as this is false marketing / advertising!

Using real urgency to your advantage while being truthful can be a massive driver of sales!

10. Scarcity!

Step 10 is using real **scarcity**.

The definition of scarcity correlates to the **number of units of a product / offer available for the given time period!**

The scarcity you use must be real and truthful...

For example: you cannot say there are only 10 spots left when there 100 available as this is false marketing / advertising!

The use of real scarcity can be a huge advantage within your marketing so use it when and if you need to by applying what I taught you during phase 9.

11. CTA = Call To Action #1!

Step 11 is the first call to action (CTA). If you are running a VSL (Video Sales Letter) I also like to have a CTA button below the video at the top of the page. In this case you'll have 3 strong **CALL TO ACTIONS!**

The CTA can be in the form of buying your offer however I advise you to get clients to book a call with you or direct message you or your team so the prospect can **apply to work with you** if you are selling high-ticket ranging from \$3,000 - \$10,000+ per sale!

You can give clients a CTA to buy any offer under \$1,000!

Most offers over that price will require you or your team to answer questions customers or clients have so you can **overcome their objections!**

If you're selling via a webinar, you can sell offers up to \$2,997. Anything over that price point its best to **change the selling environment**, by booking them on a results-based strategy call or sell them over the DM's!

The first call to action needs to tell leads and prospects EXACTLY what they have to do to buy now, book a call or direct message you.

You'll then explain the process of what will happen after they have clicked the button to either purchase or book a call with you by walking them through the process and **interweaving the benefits!**

During the first call to action, you can also **use real urgency and scarcity** while inspiring & motivating them that they can achieve what they desire!

The call-to-action button needs to tell people in a clear and simple way on what they should do to either buy, book a call or DM you!

Here's an example of one of my call-to-action buttons and the copy for my offer!

A green rectangular button with white text that reads: "YES Sam, I Want To SCALE My Business FAST Now!"

As you can see the call to action is tied into a **BENEFIT** of scaling your business fast!

When using call to actions do the same for your offer.

12. The P.S + Call To Action #2!

The 12th constituent part is the P.S which leads into the 2nd call to action.

This is where you can **sell more of the benefits** from your offer!

During this stage I use trial sales closing language patterns.

Inside (**Module 4 – 7-Figure High Ticket Sales Secrets**) of the **Client Acquisition Accelerator** you'll get the sales closing PDF with the proven sales closing strategies that you can use in your presentation, VSL (*Video Sales Letter*), E.B.M webinar, sales page etc and while selling over the phone or the DM's!

During the P.S Call To Action #2 you can use **trial sales closes** to get prospects to move forward and take action!

13. Compliance Guidelines – The 5 Questions!

What You Can & Can Not Say In Your Marketing & Offer Creation!

Why You Need An Income / Results Based Disclaimer?

In the United States, companies that sell products and services intended to generate income are required to have an earnings disclaimer.

Most well-written earnings disclaimers let customers know that: Claims and estimates aren't guarantees of future performance. Testimonials aren't representatives of overall success.

What Are The Basic Disclaimer Rules?

Under the law, claims in advertisements must be truthful, cannot be deceptive or unfair, and must be evidence-based.

For example, if you have not achieved X result... you CANNOT say or claim to help people achieve X result without evidence-based proof!

For some specialized products or services, additional rules may apply.

You also cannot say things like price is usually \$5000 or \$10,000 and then drop the price of your offer to a lower price if you have not sold the offer previously for \$5,000 - \$10,000!

You must use truthful scarcity and urgency.

For example, you cannot say there's only 10 spots remaining if there are more than 10 spots available to buy your offer for a given time period as this is classed as deceptive marketing.

This is why its super important to only let people into your offers that you truly believe you can help via selling over the phone or the DM's so you can get a good idea of the person's situation, work ethic, financial capabilities, and realistic expectations of what they want to achieve!

If they are not a good fit, do NOT let them buy your offer(s)

It's more hassle for you than the money is worth when you let anyone into you offers and I am talking from past experience! So don't make the same mistake I made!

What Is Deceptive Advertising That Violates The Rules?

An advertisement is deceptive if it contains a representation or omission of fact that is likely to mislead a consumer acting reasonably under the circumstances, and that representation or omission is material to a consumer's purchasing decision.

5 Questions You Must Answer Your Potential Customers When Selling Your Offer To Make You Compliant.

- *What would the customer / client be selling or doing?*
- *How and why would shoppers find and use the client's website if selling online?*
- *How would the business generate income?*
- *What would the customer / client's specific expenses be? Can they afford it?*
- *When would the customer / client expect to turn a profit or get the END-RESULT you are selling?*

At the end of some of my sales pages I like to add in a Q & A section. This helps you overcome objections customers / clients may have and enables you to answer the questions above to make you compliant!

Here's an example of an **Income / Results Based Disclaimer Body Copy** You Can Use On Every Page Of Your Funnel. Just make sure you personalise and model it for your offer.

Income / Results Based Disclaimer Copy #1

***WARNING!** The results seen on this page are NOT TYPICAL of a normal person.*

*The **SECRET strategies** on this page are for business owners / entrepreneurs with some experience and **ALREADY** understand the basics of how online business works!*

*On our **FREE** strategy call together I will show you the proven strategies that have worked myself and my successful students. All results are used to show what people have achieved working with me and **NOT** as typical results / earnings you should expect!*

Income / Results Based Disclaimer Copy #2

"I am not guaranteeing income here! In fact, business online or offline requires real work, time, effort, sacrifice and financial investment to get the business off the ground. If you do not understand this, please do not book a call and unsubscribe from my email list!

However, I am happy to show you what has worked for me and my students so you can grow as an entrepreneur!"

You can use these results-based disclaimers. However, if you are operating in a different niche you'll obviously you need to edit & personalise them in relation to your offer & niche!

Legal Documents You To Have By Law When Selling Your Offer.

You also need the following legal documents

- Legal Information Document
- Earnings Disclaimer
- Privacy Policy Document

WELL DONE! 

**You have now completed module #2 of the
Client Acquisition Accelerator!**

I hope you got a lot of value!

Here's an overview of the phases we've covered together:

PHASE #1 - Key Knowledge You Need To Understand Before Creating an M.D.I.O (Million Dollar Irresistible Offer! (Systems Thinking + First Based Principles Thinking + The Power of ONE = Simplicity Theory!)

PHASE #2 - The 3 Offer Structures & I.P.S Mastery! (Integrated Product Suite)

PHASE #3 - The Power of Raising Your Prices, Qualitative & Quantitative Pricing Retention Cycles + Real Life Case Study Examples!

PHASE #4 - The Infinite Value Formula!

PHASE #5 – Creating Your M.D.I.O = Million Dollar Irresistible Offer!

PHASE #6 – Optimized Offer Stack + 7-Figure Mastery Bonus Package Formula – How To Get People To Buy Who Are On The Fence!

PHASE #7 – Better Than Risk Free Guarantee Mastery!

PHASE #8– 6P’s Formula - Creating Your Unique 7-Figure Offer Wrapper So You Can Market Effectively!

PHASE #9 – Underground Offer Influence & Persuasion Secrets So You Can Drive More Sales!

Now let’s move onto the...



Million Dollar Irresistible Offer

ACTION STEPS!



PHASE #1

ACTION STEP #1: Fully Understand The Key Offer Knowledge:

Systems Thinking

First-Based Principles

The Power of ONE = Simplicity Thinking

PHASE #2

ACTION STEP #2: Pick Your Offer Structure:

DFY = DONE FOR YOU (*Service*)

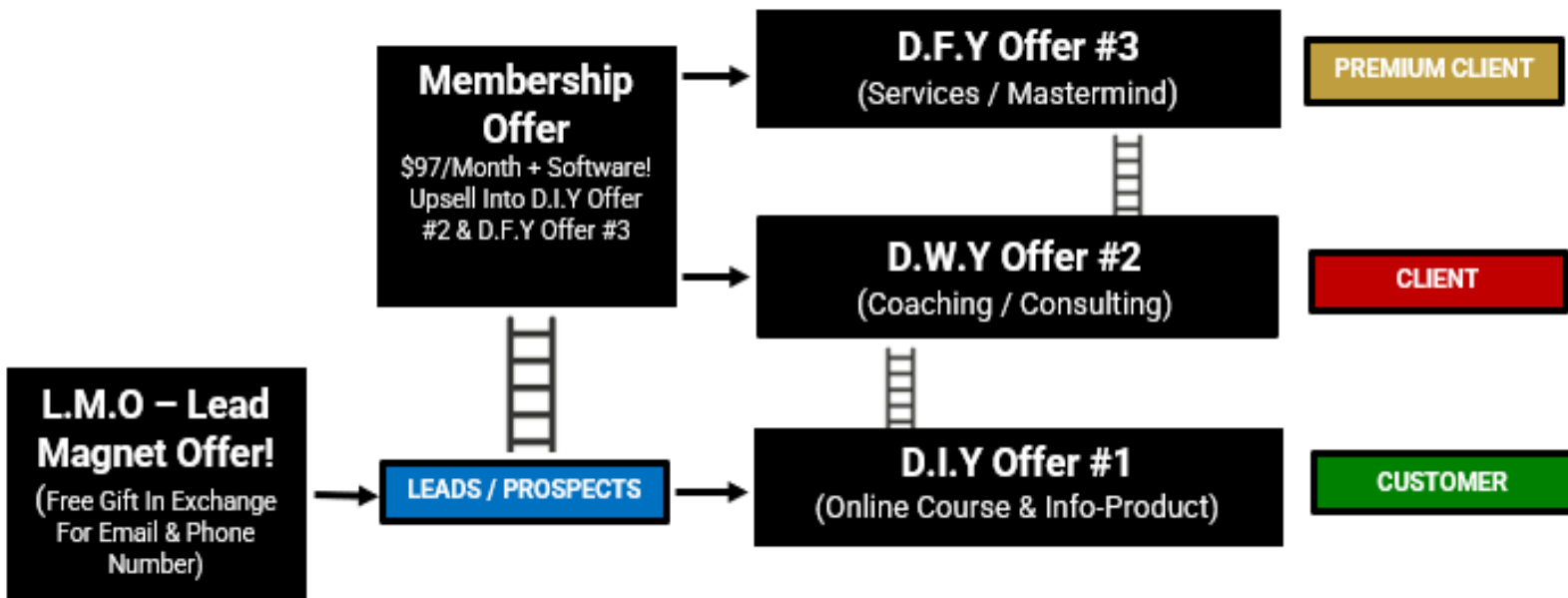
DWY = DONE WITH YOU (*Coaching / Consulting*)

DIY = DO IT YOURSELF! (*Course / Info*)

Or will you create a **HYBRID OFFER** with a combination of all 3?

PICK & FOCUS ON ONE OFFER STRUCTURE!

ADVANCED - If You're Already Past Multi 6/7 Figures - Map Your I.P.S (INTEGRATED PRODUCT SUITE) If You're Ready To SCALE!



PHASE #3

ACTION STEP #3: Implement Your Pricing Strategy!

Understand the 8 BENEFITS of raising your price (See Page 21)

Ask Yourself:

How can you raise your price for your offer within your niche market?

How can you implement high-ticket recurring revenue?

ADVANCED - Are you going to implement one of the 2X Down-sell offers? → eg: \$97/month membership site / One Time Coaching Calls Priced at \$197 - \$1,000+

Set up Merchant Accounts With Stripe + PayPal Business Account & Create Payment Links

<https://stripe.com/>

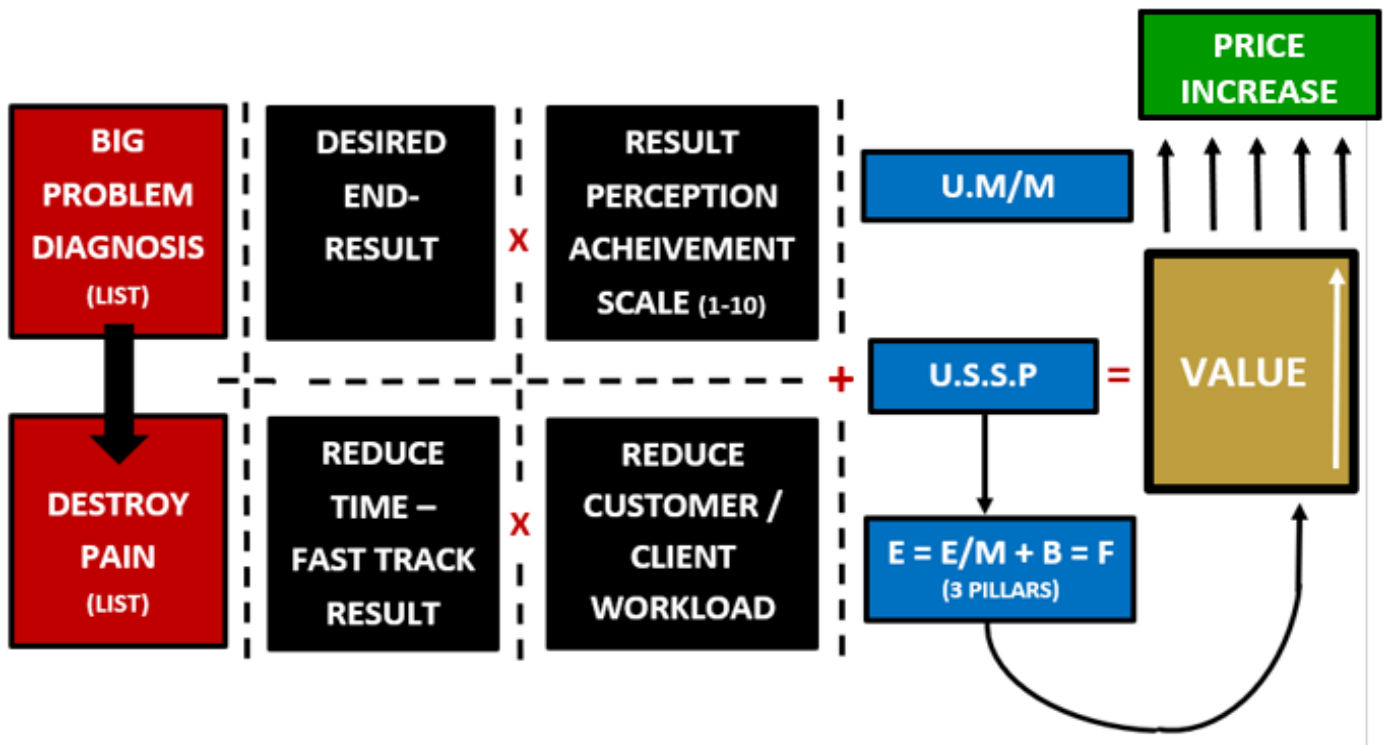
<https://paypal.com/>

PHASE #4

ACTION STEP #4 - Calculate & Map Out The VALUE of Your Offer Using The Infinite Value Formula By Working On Each Individual Lever!

Leverage The Infinite Value Formula Diagram Below:

Think How Can You Provide 10X -100X The Value You Are Charging?



1) BIG PROBLEM DIAGNOSIS

LIST ALL NICHE MARKETPLACE PROBLEMS & FIND THE BIG PROBLEM!

2) DESTROY PAIN

COMPLETE THE PROBLEM / FEELING / SOLUTION SPREADSHEET (See Page 39)

3) DESIRED END-RESULT

CLEARLY DEFINE THE DESIRED END-RESULT YOUR OFFER CAN HELP CLIENTS ACHIEVE!

MAP THE MICRO PROBLEMS & BRAINSTORM SOLUTION IDEAS

REMEMBER MONEY LOVES SPEED

4) RESULT PERCEPTION ACHIEVEMENT SCALE (1-10)

IF YOU HAVE AN OFFER ALREADY, RUN IT THROUGH THE TEST BY SCORING THE 5 COMPONENT LEVERS SO YOU CAN INCREASE THE **PERCEPTION** AROUND THE **3 PILLARS** + THE PERCEPTION OF YOUR CLIENT **ACHIEVING** THE END-RESULT WITH YOUR OFFER (See Page 48)

5) REDUCE TIME - FAST TRACK RESULT

Implement the 8 Keys into your offer to reduce time and fast track results (**See Page 70**)

6) DECREASE CUSTOMER/CLIENT WORKLOAD

Add DONE FOR YOU COMPONENTS / CUSTOMIZATION WORK into your offer

SEE HOW I DO THIS ON PAGE 81 WITH MY DONE FOR YOU HYBRID OFFER SO YOU CAN GET SOME IDEAS!

ADVANCED – These last 3 components not only increase value but also help you sell with less sales resistance by making your offer **UNIQUE** & **increase BELIEF / FAITH** in the 3 pillars (**YOU, YOUR OFFER, YOUR COMPANY / BRAND**)

7) CREATE YOUR U.M/M (*Unique Mechanism / Method!*)

Think New, Different, Better, Easier, More Effective, More Efficient = UNIQUE!

8) CREATE YOUR U.S.S.P. To Sell Your Offer (*Unique Story Selling Proposition*)

Follow the Subconscious Selling Framework (**See Page 196**)

Model my story page but make it UNIQUE to you!

9) **E = E/M + B = FAITH**

If you have an offer already, rate **the 3 PILLARS (you, your offer, your company / brand)** via the 3 Pillars Emotion/Energy Rictor Chart (**See Page 100**)

Answer the "3 pillars questions" on **page 101** so you can increase BELIEF & FAITH around the pillars to get people to believe & BUY

THINK & APPLY THE 3 INGREDIENTS:

- ✓ **CARE = GENERATIVE PRINCIPLE!**
- ✓ **FUTURE BASED WINNING VISION!**
- ✓ **TRUST!**

PHASE #5

ACTION STEP #5 – Calculate Marketing Thesis Equation! Define Your Big Marketing Idea + Messaging!

Write 5-10 Marketing Message Statements using 5-10 different problems & solutions! (**See Page 109**)

Create your MARKETING MESSAGE HEADLINE using the Marketing Thesis Equation (See Page 121) Here's the proven EQUATION + an example of how I do this...

$$(E.R + U.M - B.P + S.N.C.A + (2X B) + P = \text{ATTENTION ECONOMY})$$

- **E.R** = END-RESULT!
- **U.M** = UNIQUE MECHANISM!
- **B.P** = BIG PROBLEM!
- **S.N.C.A** = SPECIFIC NICHE CLIENT AVATAR(S)!
- **2X B** = 2 X BENEFITS!
- **P** = PROOF! ■

Here's an example from one of my C.A.A program sales pages of the marketing thesis equation in action...

**DISCOVER How To SCALE Your Online Business FAST
Leveraging The C.A.L.V.O Method WITHOUT Wasting Time,
Energy & Money On Hope Marketing!**

Specifically For Coaches, Consultants, Info-Product Creators, Online Business Owners, Agency Owners & CEO's That Want To Book **100+ Qualified APPOINTMENTS** Per Month & Get a Consistent Flow Of **High-Ticket CLIENTS!**

Will You Be My Next 6/7-Figure Success Story?

PERSONAL DAILY, WEEKLY & MONTHLY INCOME PROOF

ACTION STEP #6 - Map The Optimize Offer Stack

Define The Problems & Solutions in Sequential Order in Relation to Getting The End Result.

Think what are you going to GIVE (VALUE) in return for CASH!?

See OFFER STACK mechanisms on page 111

Go back to your research during step #2 of the infinite value formula (**DIAGNOSE BIG PROBLEM**) + (**DESTROY PAIN**) you should have 15-20 PROBLEMS, PAINS & SOLUTIONS written down!

LIMIT these down to 7-10 problems & solutions in SEQUENTIAL ORDER in relation to getting the end-result (**See Diagram Page 113**)

See how I did this with my DFY TOP EARNER TRAFFIC AGENCY OFFER (**See Page 114**)

ACTION STEP #7 - Problem/Solution Breakdown Using IVF - Destroy False Belief Patterns

Create 8-24 false belief solution statements for TOP 1-3 BIG PROBLEMS (**See Page 116**)

Create Magic Bullet Codes For Each Step/Module (**See How I Do This On Page 122**)

Name Your Offer & Get Graphic Design Created On <https://fiverr.com/>

You Can Also Use AI To Design Graphics For You Using **Google Gemini / Nano Banana**

ACTION STEP #8 – Clearly Define Your Offer Delivery Vehicle So You Can Help Your Clients Get The Promised End-Result!

ADVANCED - Answer Your Mission Vision & Culture Questions - If you're already making over 6/7 figures/year! (**See Pages 125 & 126**)

Pick Your Offer Structure in terms of the following:

1-1 Coaching or 1-Many (Group)?

Set up your Tech Stack - Choose your automation software's

You need to sell your offer & deliver the end-result

How will you help your clients?

Pick your offer formats (*Audio, video, PDF, live calls or a combination of all of them?*)

If using 1:1 coaching to start with, use Calendly so clients can book 1-1 coaching calls with you:

<https://calendly.com/>

How will clients get access to You & your Offer?

If you are doing 1-Many (*Group Coaching*) Pick a Specific Time & Specific Date Each Week You Will Help Your Clients & Make Sure You Communicate This With Them During The Onboarding Process!

Are you going to use automation to deliver your offer – e.g. course / content / info?

Will your offer provide Text Support? / Direct Message Support?

Or

Will you create a **HYBRID OFFER** (*Coaching + Content Material + DFY Components + Text Support*)

ANSWER THESE QUESTIONS NOW & WRITE THEM DOWN ON PAPER SO YOU CAN CLEARLY DELIVER VALUE + THE END RESULT FOR YOUR CLIENTS!

ACTION STEP #9 - M.V.O - Minimal Viable Offer – Launch Within The Next 7 Days!

If you're just starting - Create your M.V.O in the form of D.F.Y (services) or D.I.Y (coaching/consulting) -

Launch Your M.V.O Within The Next 3-7 Days - JUMP OFF THE CLIFF & BUILD YOUR PLANE ON THE WAY DOWN!

(By following the 8 Steps MVO Launch Formula [See Pages 134-136])

Here are the 8-Steps M.V.O Launch System To Follow:

- 1) Pick your specific niche + leverage blue ocean positioning!
- 2) Find where your target market is hanging out online! (*Niche targeted buyers groups work best*)
- 3) Direct Message 100+ people per day using organic traffic! (*Use DM's, Cold Emails & / or Cold Calls*)
- 4) Position your MVO by asking targeted leads if they would like some FREE HELP getting the END-RESULT they desire by jumping on a zoom call every week in return for a video testimonial. (*I guarantee if you target the right people, you will get responses from consistently sending 100 messages, cold emails or cold calls / day!*)
- 5) Help people get results via GIVING AWAY YOUR BEST STUFF + 1:1 or group coaching / consulting calls using Zoom & FB calls etc! Record your coaching calls with clients so you can leverage them in the future as content! These people aren't paying you with money at this point, but they are paying with their TIME!
- 6) MASSIVELY OVERDELIVER... Boom, before you know it... you now have 5-7 quality video testimonials you can use in your marketing from other people saying good things about you and your MVO (*Minimal Viable Offer!*) You should also screenshot all positive conversations you have with clients to use in your marketing as well! Save everything inside your marketing swipe file!
- 7) You've now proven to yourself that you can help others get RESULTS! Now, you can start charging people money for your offer! (*If you already have some experience, you can charge a lower fee for your first 5-7 clients, its completely up to you!*)
- 8) Document EVERYTHING! Through this experience of coaching / consulting your free clients you should be documenting everything to leverage as your proof of concept inside your DFY offer + course that you can sell in the future. (*You will also learn so much more about your target core customer avatar in relation to their big problems when you coach them 1:1 to begin with which will enable you to create an offer that generally helps client gets results!*)

PHASE #6

ACTION STEP #10 – Map & Create Your Offer Stack + FREE 7-Figure Mastery Bonus Pack!

Understand the 9 Benefits of giving away a **FREE MASTERY BONUS PACK** (See Page 139)

Build Your optimized **OFFER STACK**

Create Your **SUPERIOR BONUSES** so you can increase the value of your offer!

Optimized Offer Stack



+

Free Mastery Bonus Pack



OFFER STACK COMPONENTS

- ✓ **The Main Thing / Program** - Coaching / Consulting / Done For You >>> **(Value \$)**
- ✓ **Stage #1** (Proof Of Concept + What Clients Get?) Sell The U.M + 1st Micro Result >>> **(Value \$)**
- ✓ **Stage #2** (Process + What Clients Get?) Sell The U.M + 2nd Micro Result >>> **(Value \$)**
- ✓ **Stage #3** (Process + What Clients Get?) >>> Sell The U.M + End-Result >>> **(Value \$)**
- ✓ **Give Away Something Extremely Valuable** e.g. LIVE Workshop >>> **(Value \$)**
- ✓ **FREE Fast Action Mastery Bonus Pack!** Stack ALL Bonuses Individually >>> **(Total Value \$)**

FREE MASTERY BONUS PACK COMPONENTS

P > S = Problem > Solution!

DFY = Done For You!

- ✓ **Mastery Bonus #1** – P > S = DFY Gift / Digital or Physical Product! >>> **(Value \$)**
- ✓ **Mastery Bonus #2** – P > S = DFY Gift / Digital Product! >>> **(Value \$)**
- ✓ **Mastery Bonus #3** – P > S = DFY Gift + Case Study! >>> **(Value \$)**
- ✓ **Mastery Bonus #4** – P > S = DFY Gift + Template! >>> **(Value \$)**
- ✓ **Mastery Bonus #5** – P > S = DFY License Rights Gift or Digital Product! >>> **(Value \$)**

- ✓ **Special Bonus** – P > S = V.I.P Lifetime Access To A Product or Suite of Products or Free 3-6 Month Membership Of Software They Need! >>> **(Value \$)**
- ✓ **Fast Action Super Bonus** – P > S = Something Amazing That Helps Solve The Number #1 BIG PROBLEM Leveraging a DONE FOR YOU component! (**URGENCY & SCARCITY**) >>> **(Value \$)**

See how I do this so you can model & get ideas at this link here:

<https://www.onlinewealthsociety.com/client-acquisition-accelerator-get-clients-sp>

Also remember the **BONUS WEAPONIZATION language patterns** when selling and giving away your bonuses on sales calls and over the DM's (See The Bottom of Page 150)

PHASE #7

ACTION STEP #11 – Define & Build Your Better Than Risk Free Guarantee!

Understand the BENEFITS of having a GUARANTEE (See Page 160)

PROVEN FORMULA FOR GUARANTEES TO WORK EFFECTVELY!

STRONG PRODUCT or SERVICE OFFER +

ABLE TO GET CLIENT RESULTS +

GUARANTEE STACKING =

LESS CLIENT RISK + BETTER CLIENT RESULTS & MORE PROFIT FOR YOU!

Understand the DIFFERENCE between **CONDITIONAL & UNCONDITIONAL** Guarantees! (See Page 161)

Map out your **PERFORMANCE GUARANTEE** so you can increase **ACTION** from clients and help them get better... faster results! (See Page 162)

Print the **GUARANTEE LANGUAGE PATTERNS** so you can use them to sell your offer on sales calls! (See Page 164 - 165) – The PDF is also located in the members hub under module #4 (**7-Figure High-Ticket Sales Secrets!**)

Develop your **GUARANTEE STACK** by leveraging the diagram below:



Model my **GUARANTEE SALES COPY CASE STUDY** but make sure you personalize it for your offer! (See Page 167)

PHASE #8

ACTION STEP #12 – Apply The 6’Ps Formula So You Can Create Your Unique Offer Wrapper!

- | | |
|---|--|
| <ul style="list-style-type: none"> 1) Problem! 2) Promise / End-Result! 3) Proof! | <ul style="list-style-type: none"> 4) Positioning! 5) Packaging! 6) Promotion! |
|---|--|

PHASE #9

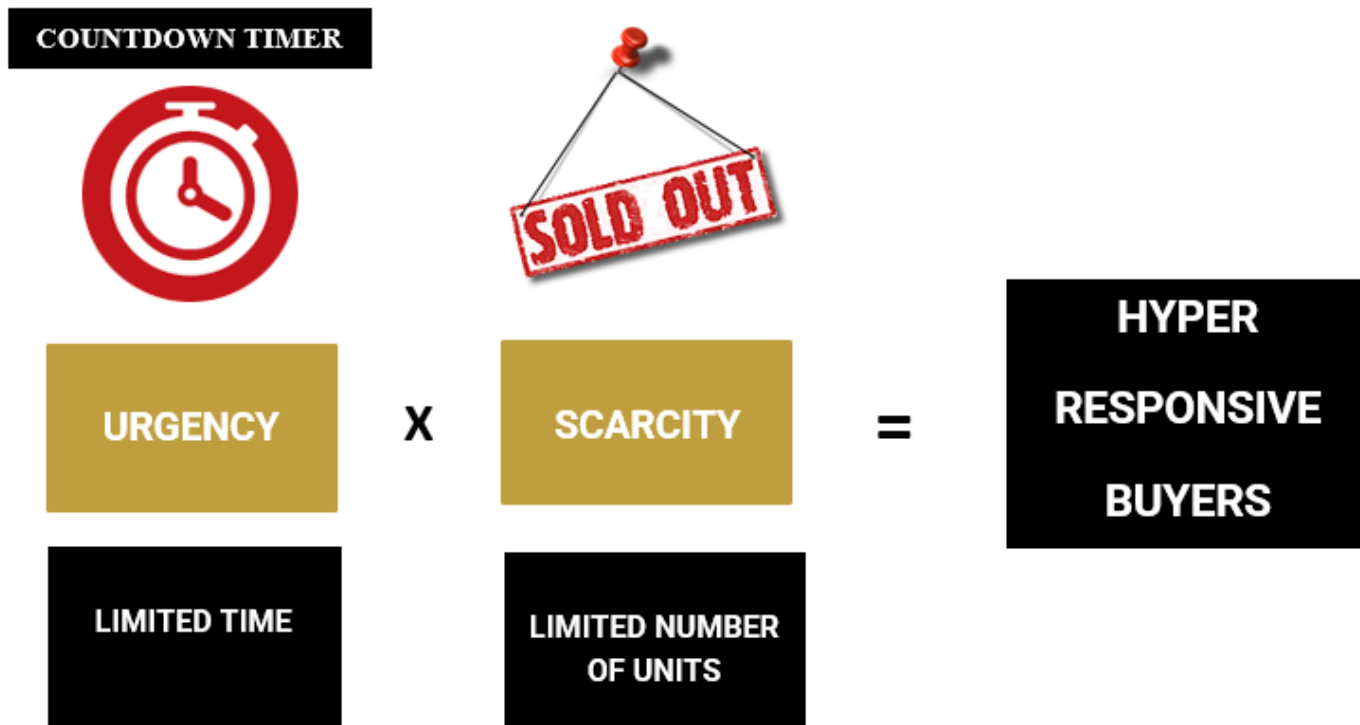
ACTION STEP #13 – Leverage Reciprocity, Scarcity & Urgency Into Your Offer & Promotion Strategy!

Brainstorm ideas on how you’re going to use **RECIPROCITY** when you start the promoting your offer. What **VALUE** are you going to give away for **FREE** to attract your perfect clients towards you?

Add real **SCARCITY** into your offer!

Add real **URGENCY** into your offer!

See diagram for your reference:



Understand & start applying the **21 Influence & Persuasions Strategies** That Help You **Convert Sales** For Your M.D.I.O (Offer) when you start marketing and promoting!

Great work! 😊

Module #2 complete! Hope you got some real value!

See you inside module #3 where I am going to share 18+ years of secret knowledge to **MASTER YOUR MILLIONAIRE MIND-SET** + how to shift your **SELF IDENTITY** & activate your **CREATIVE GOD MIND!**

(Module #3) Millionaire Mind-set, Quantum Consciousness & Identity Shifting + First Based Principles of Massive Success & Results!

Talk Soon,

Appreciate You!

Sam Malsom

