

MODULE #5) Traffic & Lead Generation System - STAGE #1 – \$100K+ Organic Appointment Booking Mastery - D.A.O Method Revealed!



Welcome to module 5 of the **Client Acquisition Accelerator**.

*(Traffic & Lead Generation System - **STAGE #1** – \$100K+ Organic Appointment Booking Mastery - D.A.O Method Revealed)*

Inside this module I'm going to be walking you through the exact method I personally used to make \$100,000 in sales using my Facebook profile as a **social media funnel**, to **book qualified appointments** on my calendar, by sending out DM's (*Direct Messages!*)

Now you're probably wondering what does the **D.A.O Method** stand for?

D.A.O = Direct Authority Outreach

Cold & warm outreach has changed over the years and the reason why it doesn't work effectively for a lot of people is because of 3 main reasons...

- 1) They don't **POSITION** themselves as an **AUTHORITY** in their specific niche which means their messages get ignored!
- 2) They don't provide enough **VALUE** using strategic content that builds the **RELATIONSHIP & TRUST!**
- 3) They're not **CONSISTENT** enough with sending **100+ MESSAGES PER DAY** which means they don't build enough **momentum** to scale to 1000+ messages per day leveraging appointment setters & software!

When you fix these 3 issues, by following what I'm about to teach you inside this special module you can scale your business to 6 and even 7-Figures with cold and warm **DIRECT ORGANIC OUTREACH** marketing providing you have irresistible offer that converts!

This D.A.O Method I'm about to teach you works on the following platforms...

1) FACEBOOK

2) INSTAGRAM

3) LINKEDIN

4) COLD EMAIL

THE KEY IS TO PICK ONE PLATFORM & MASTER IT, SYSTEMITIZE & HIRE AN A-PLAYER TEAM MEMBER TO TAKE OVER & RUN THE SYSTEM FOR YOU BEFORE ADDING ANOTHER PLATFORM!

We're going to be focusing on Facebook during this training by targeting **specific niche targeted groups + buyers groups** with your dream clients in, but you can use the method on Instagram & LinkedIn as well!

Here's what we're going to cover together...

- ✓ **What Is Organic Marketing? Mapping Out The \$100K+ In 100 Days Strategy!**
- ✓ **The Difference Between Outbound & Inbound Marketing!**
- ✓ **What Is The D.A.O Method & Why Does It Work?**

- ✓ D.A.O Method Script Access!
- ✓ Setting Up The Social Media Organic Traffic System!

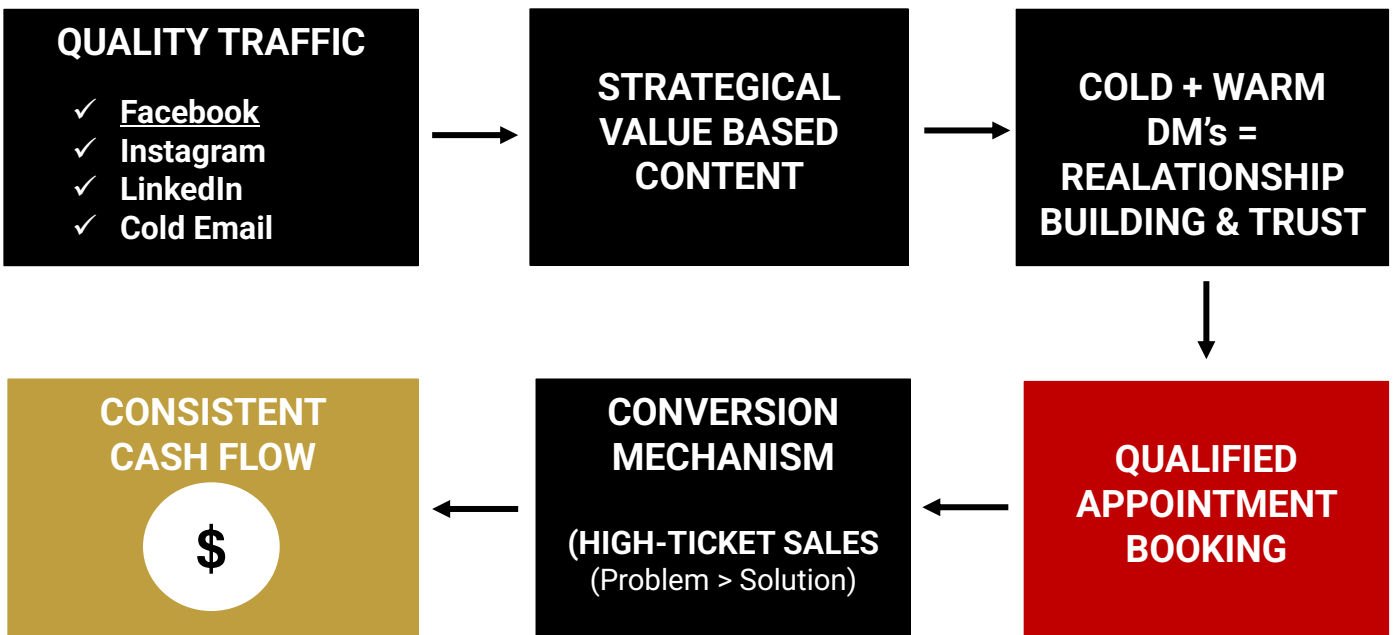
Let's begin...

What Is Organic Marketing? Mapping Out The \$100K+ In 100 Days Strategy!

Organic marketing refers to strategies used to naturally attract visitors, customers & clients to a business over time, without paid advertisements.

It relies on direct messaging, creating high-quality, value-based content, engaging with your audience and selling them your offer over the phone or over DM's to build your client base.

Here is the overview of the 6 & 7-figure **Organic Marketing System**:



1

TRAFFIC

(Facebook Buyers Groups + Targeted Niche Groups)

2

VALUE

(Problem Solving Authority Based Content)
"Wow Not How Method"

(Builds TRUST!)

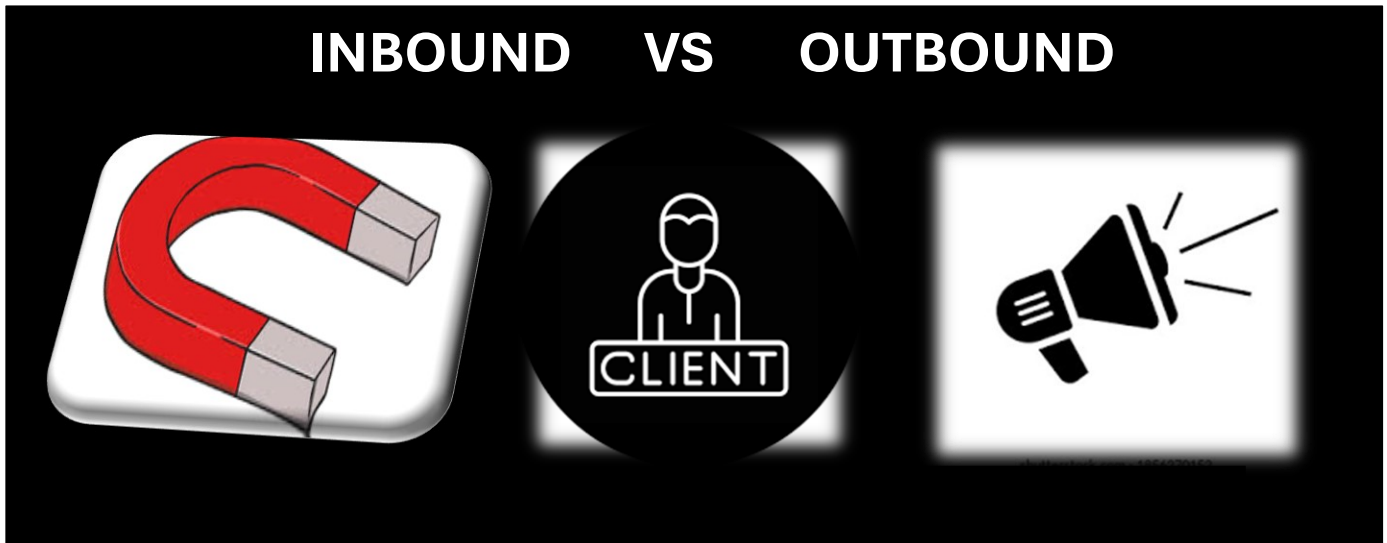
3

**LEVERAGING
SOFTWARE / HIRING
APPOINTMENT
SETTERS**

(100 - 1000+ Messages Per Day Using a System)



The Difference Between Outbound & Inbound Marketing!



Outbound Marketing, also known as traditional or **interruptive marketing**, involves pushing your message out to targeted potential clients within your specific niche, regardless of whether they have expressed interest in your products or services.

At the start... with the D.A.O method we will primarily be using **outbound marketing**, but as you start getting more leads onto your social media profiles & list, you will mix both outbound and inbound marketing.

Inbound Marketing is a strategy that focuses on attracting customers by creating valuable content tailored to them that helps **solve their problems** by following the **WOW NOT HOW Method!**

Unlike outbound marketing, which interrupts your audience with messaging and content they may not want, inbound marketing forms **connections** they are looking for and solves problems they already have.

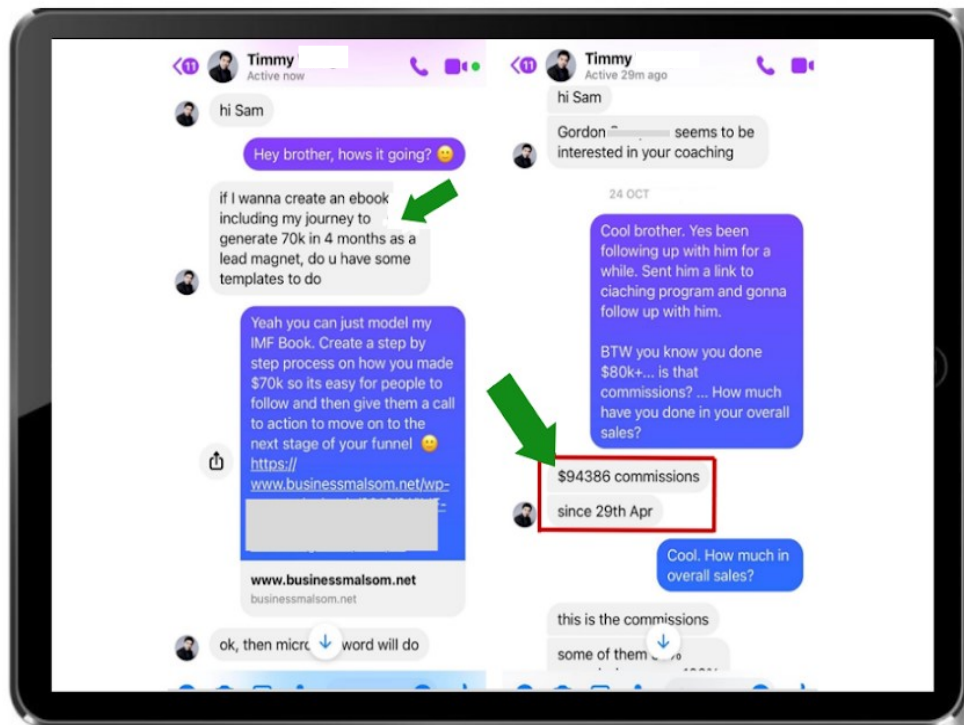
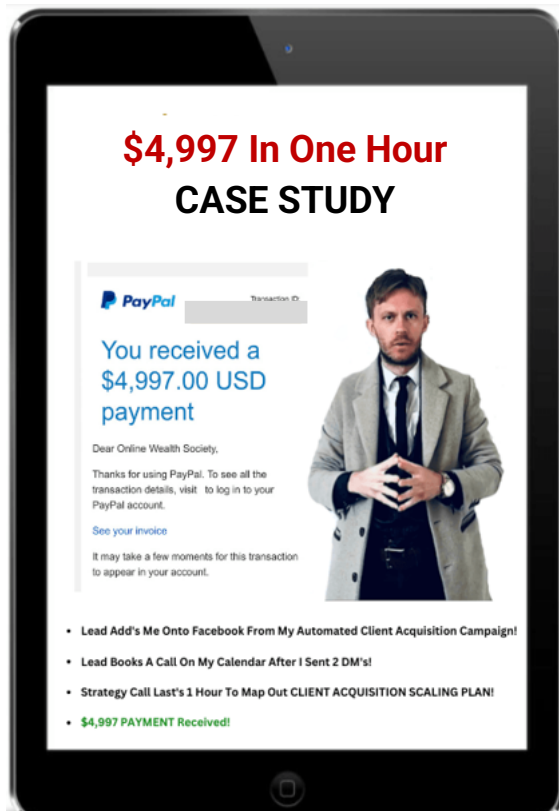
Leads on your social media platforms or on your email list that show **buying signals** are known as inbound leads as they are **warmer** in relation to **traffic temperature**.

We will talk more about traffic temperature in the paid traffic module, however our goal with outbound marketing is to warm the leads up and turn them into inbound leads that are interested in what you offer!

This is where the strategic value-based content will start to take effect so you can build a relationship, book qualified appointments and convert them into a high-ticket sale.

With the messaging script I am going to give you.

You will have a percentage of leads that you send a direct message to... asking to jump on a call with you within 1 or 3 days.



For example, take one of my previous coaching students Timmy who made \$170,000 in sales & \$94,386 in commission in rapid time.

We connected on Facebook from a targeted buyers group at around 9am and I sent him a direct message using the D.A.O method script.

He messaged back at around 12 noon!

We sent a couple back-and-forth messages on FB chat and by 3pm he had booked a FREE 'Profit Booster + Client Magnet' Strategy Call on my calendar. (*My Results Driven Strategy Call*)

We jumped on a call, and I walked him through the "**Million Dollar Sales Script**" that I gave you access to inside the sales training module. I figured out his **BIG PROBLEM**.

Then sold him my offer as the **SOLUTION** to help him **FAST-TRACK** his **RESULTS!!**

At around 4.15pm he wired me \$4,997 and joined my coaching program!

At 9am on that day I didn't have a clue who he was and had never spoke to him before.

This is the POWER of the D.A.O method when implemented correctly and consistently in congruency with the **sales script** and **M.D.I.O offer training** I have previously shared with you!

At the time I was sending out 100+ direct outreach messages per day. But what happens with all the other leads that either...

- **Messaged back but did not book a call... or...**
- **Did not message back and ghosted me?**

This is where the **Strategical Value Based Content** comes into play!

There will always be some people that ignore you or reply back to you in a negative way when doing direct outreach. The key here is to be okay with rejection.

It's just part of the business and you have to have thick skin for the organic game to work effectively for you! I've had people in the past tell me to F off via the DM's after messaging them. LOL 😏

We're not worried about those people, were focusing on the people that do need our help, by providing **amazing authority based free training content** that will help grab their **attention** &

...allow you to build a quick **conversation** over messenger and then book them on call or sell them over the DM's!

If you've done your research correctly and you know your niche target markets deep pains, problems, dreams, goals and desires, you can create and start sharing value-based content...

...to **POSITION** yourself as an **AUTHORITY EXPERT** to grab their attention by helping them solve a specific big problem for free using the **Wow Not How Method**.

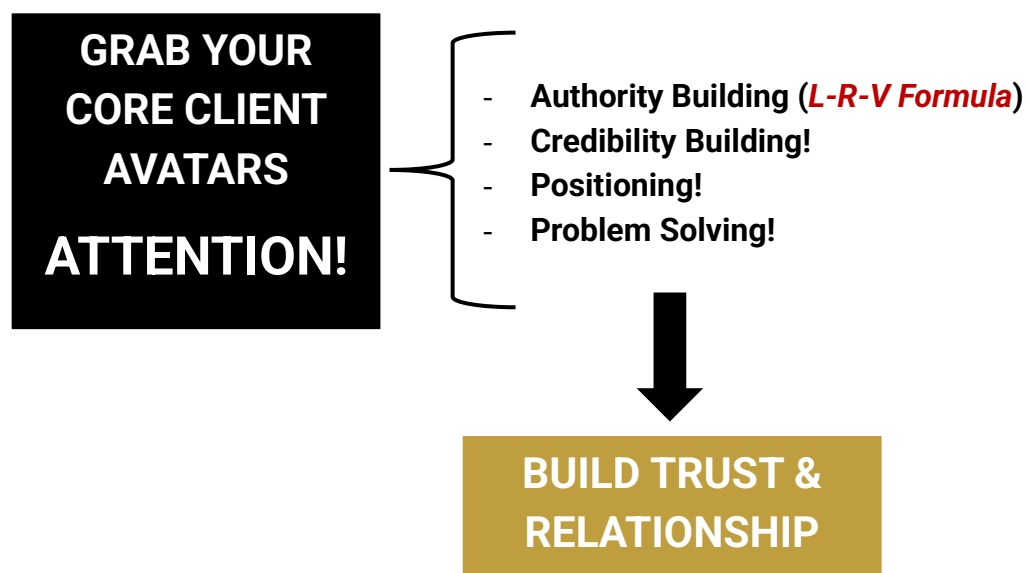
This **WARMS** the leads up and a % of them will turn into **PROSPECTS!**

PROSPECTS then turn into **APPOINTMENTS** or **DM CONVERSATIONS** & then **CLIENTS!**

You can do this in 2 ways:

- 1) **Strategic Value Based Content Pieces** (*Authority + Helps With a Specific Problem*)
- 2) **Killer FREE Lead Magnet > Builds Your Email List Asset!**

The whole goal of this is to...



With the first option you are direct messaging them by asking them if they want access to a free training that helps them with one of the main BIG PROBLEMS that the market is suffering with.

You can also post content on your newsfeed and your Facebook story with CTA's (Call To Actions)

With the 2nd option you are sending them a link in the DM's to your lead capture page where they opt in to get a free valuable gift.

This enables you to **build your email list** which will become an asset that you can use to **follow up**, share more free **content** + training and book **qualified appointments** with clients!

If you're a bit more advanced and you already have an email list, you can use both options to turn cold leads that do not know you into warm prospects that are ready to book an appointment with you.

If you're below \$10,000 per month you can create 1 – 3 value-based content pieces that helps solve the big problems your core client avatar is suffering with. Video training + a PDF works best for this as you'll build a better **relationship and more **trust** quicker.**

These value videos should be 7 – 30+ minutes in duration and they have to be so amazingly valuable that they WOW your leads into thinking & believing you're an **EXPERT in your niche!**

When creating these content pieces have the mind-set to create something that your core client would be willing to pay money for and give it away for free!

You'll also want to give them a strong **call to action (CTA) embedded into the training video to book a free result driven strategy call with you on your calendar or tell them to DM (*Direct Message*) you on social media!**

We're going to go into more detail on this in module #6, where I will teach you exactly how I do this while showing real live examples to convert cold leads into paying clients using strategical content!



What Is The D.A.O Method & Why Does It Work?



As I mentioned before **D.A.O = Direct Authority Outreach**

When I first started online over 7+ years ago, I used to send 20 - 30 messages back and forth with new leads before inviting them to check out my affiliate link, when I was primarily selling other people's product for a commission as an affiliate marketer.

This is the outdated way which is way too time consuming!

If you are operating your business this way with organic marketing, you are most probably spending way too much time on dead beat leads that have no money to invest into your offer or are not serious about your niche / growing a business!

This in essence, results in you losing out on a lot of **sales opportunities** with other leads and high-ticket prospects that already understand the foundational requirements of business by leveraging the D.A.O method.

Get straight to the point in your first outreach message

Here's why this method works so well...

- 1) The '**messaging**' and '**questions**' that you will ask on the application form / 15-minute discovery call allows you to filter out the % of people that are not serious about growing an internet business...

...and think they can make 6 or even 7-Figures by investing \$100 or people that are not serious about getting the end-result that you niche offer can solve!

- 2) It allows you to **position yourself** as an **AUTHORITY** and a person of **CREDIBILITY** which in turn helps you increase your results exponentially!

If you have been in the industry for a while, then you already know that people want to work with people that have more of authority, high income skill sets and results (*If you don't have results yet, either charge a lower fee to reduce clients risk.... work for FREE and get 3-5 testimonials or if you're in a company leverage the success of others that do have results!*)

- 3) Now although you can leverage this method by just sending DM's (*Direct Messages*) on Facebook, you will fast track your sales conversions & results if you jump on the phone by **changing the selling environment**, so you have your potential clients full attention.

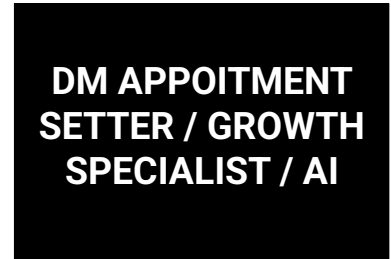
The D.A.O method allows you to book targeted discovery calls and strategy calls with high-ticket clients FAST, so you never run out of high-quality leads for your business without having to invest into paid ads to get to your first 6-figures.

Adding phone follow up to our business literally took me from making a couple hundred bucks per month to my previous business partner and I scaling to **\$1.2M in less than 2 years!**

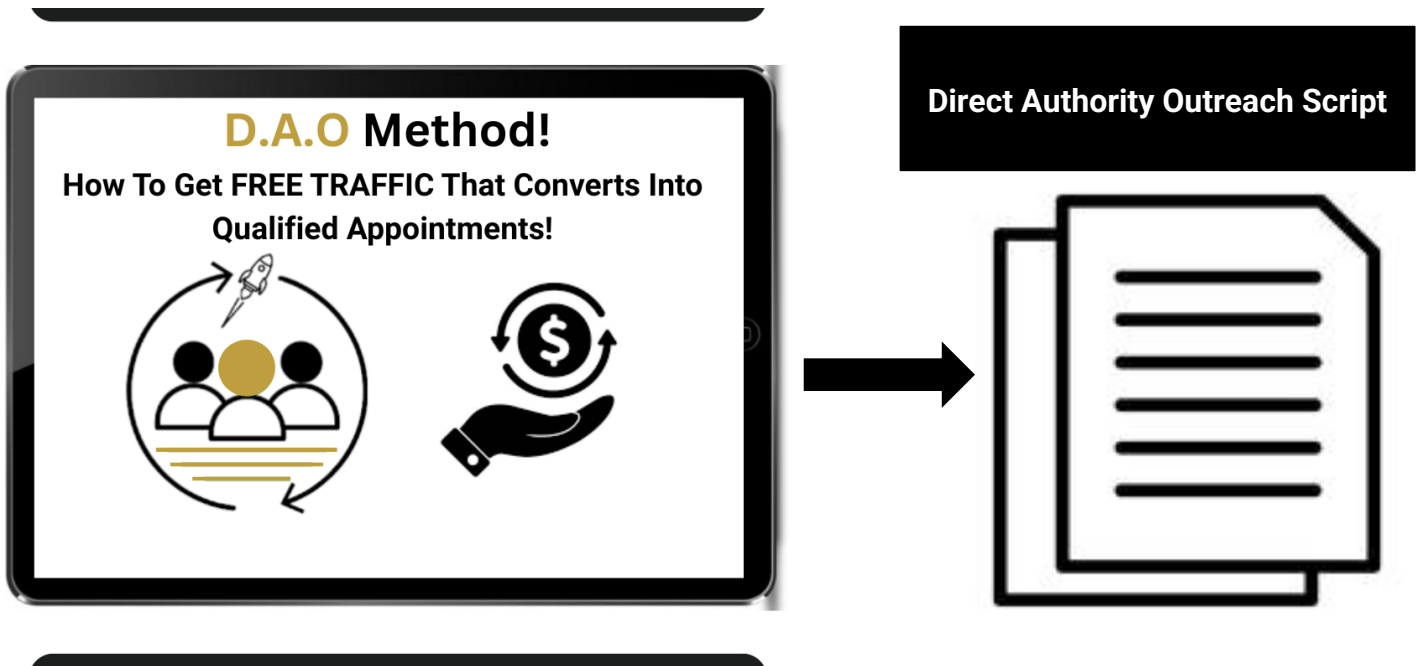
Now before we dive into the **DONE FOR YOU messaging script**... this method only works if you work the method and requires time and energy to hit the **KPI's & KPA's DAILY** over a period of 90 days and then **analyse results!**

- **KPI = Key Performance Indicators**
- **KPA = Key Performance Activities**

When you have hit \$10k/Month in sales then it's time to **AUTOMATE** the whole process using...



D.A.O Method Script Access



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

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

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

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

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



Setting Up Your Organic Social Media Traffic System!



Great work...

Now we're going to work through the following steps so you can get a consistent flow of high-quality traffic + leads, book qualified appointments and convert prospects into high ticket sales and cash!

- STEP #1 – Mapping Your Social Media Funnel & Optimizing Your Profile!**
- STEP #2 - Setting Up Calendly & Zoom – The Funnel Filtering Process!**
- STEP #3 – Growing Your Facebook Profile To 5000 Leads & Building For Asymmetric Leverage! (OPTIONAL - Creating Your Community!)**
- STEP #4 – Organic KPI's & KPA'S Mastery So You Can Book Daily Appointments & Convert High-Ticket Sales + ADVANCED SOCIAL CONVERSION BLUEPRINT!**
- STEP #5 – CRM Tracking & Gathering Data To FAST-TRACK Results To 6 & 7-Figures – The Fortune Is In The Follow Up!**

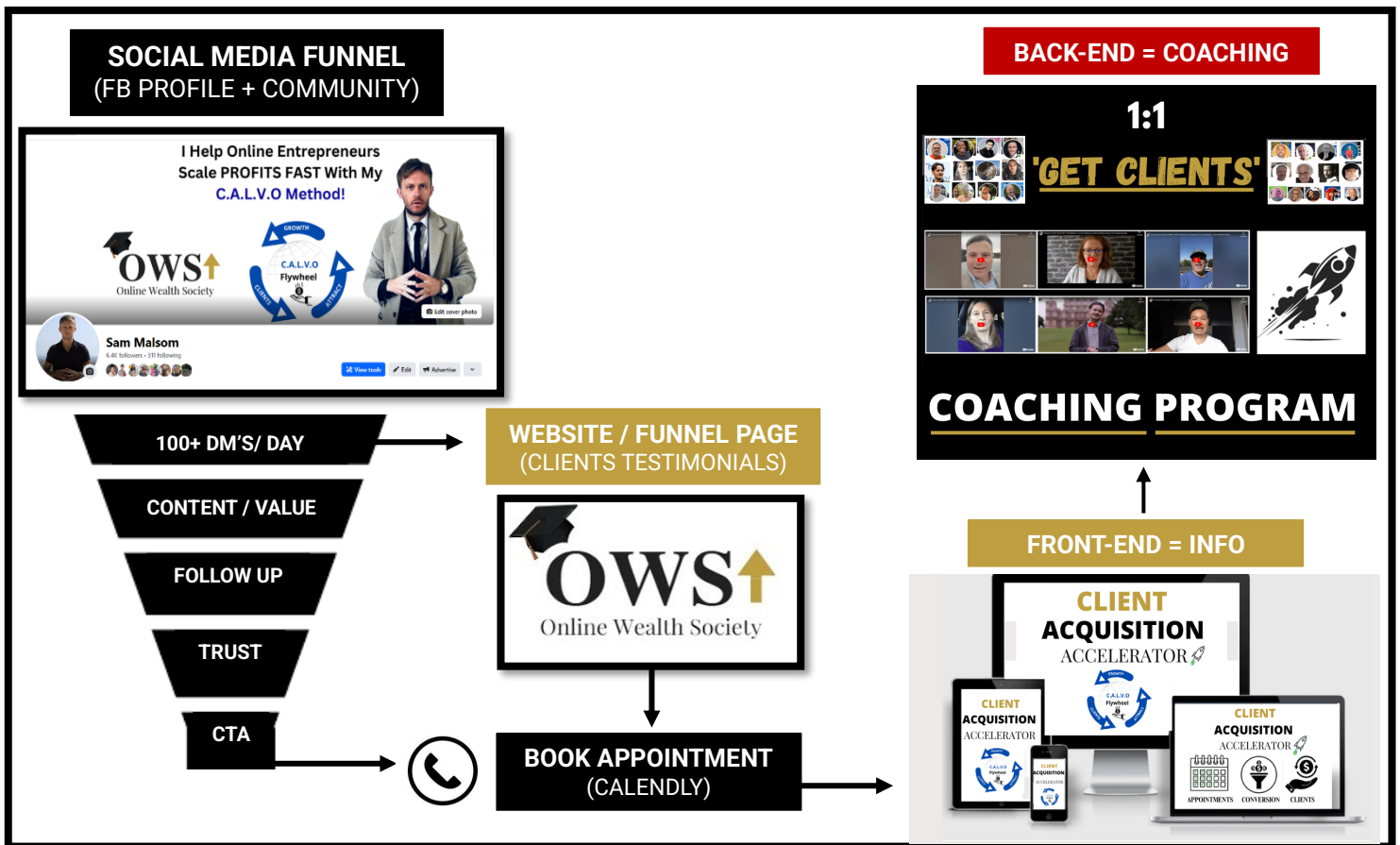
- STEP #6 - Strategical Value Based Content Using E.B.M!**

STEP #7 – Organic Scaling Phase - Hiring V/A's & Appointment Setters + MCM Scaling - Ramping Up To 1000+ Messages Per Day!

STEP #1 - Mapping Your Social Media Funnel & Optimizing Your Facebook Profile!

Step #1 of the **Organic Social Media Traffic System** involves mapping out your social media funnel.

Here's an example of my organic funnel map using my Facebook profile so you can get some ideas and model it.



As you can see the social media funnel is super simple.

You add leads from targeted Facebook groups with your dream clients in (*preferably buyers groups, where people have got access to a private group after paying for a product where proven buyers are inside*)

I'm going to give you a software to automate adding leads and sending the first direct outreach message. I'm also going to give you the KPI's (*key performance indicators*) in a moment as well.

If you have client testimonials, you'll want to have a one-page funnel or website showcasing them with a call to action to book a call with you.

And you'll also want a link to your Calendly booking software in your FB bio.

The key is to send 40 - 100+ direct outreach messages per day.

Provide valuable strategic content and follow up to build trust and then give leads that you've built a relationship with a CTA (call to action) to book an appointment on your calendar.

You'll then do the free strategy call on Facebook call or Zoom by following the sales script and convert them into a high-ticket sale of your M.D.I.O (*Offer*).

This Is All You Need To Hit 6-Figures With Organic Marketing!

The key is to start with 1 high-ticket irresistible offer (*preferably in the form of done for you or coaching / consulting*) ...

...as its easier to sell and then as you scale past 6 and 7-figures you can have a front-end course and a backend coaching program, mastermind or done for you service!

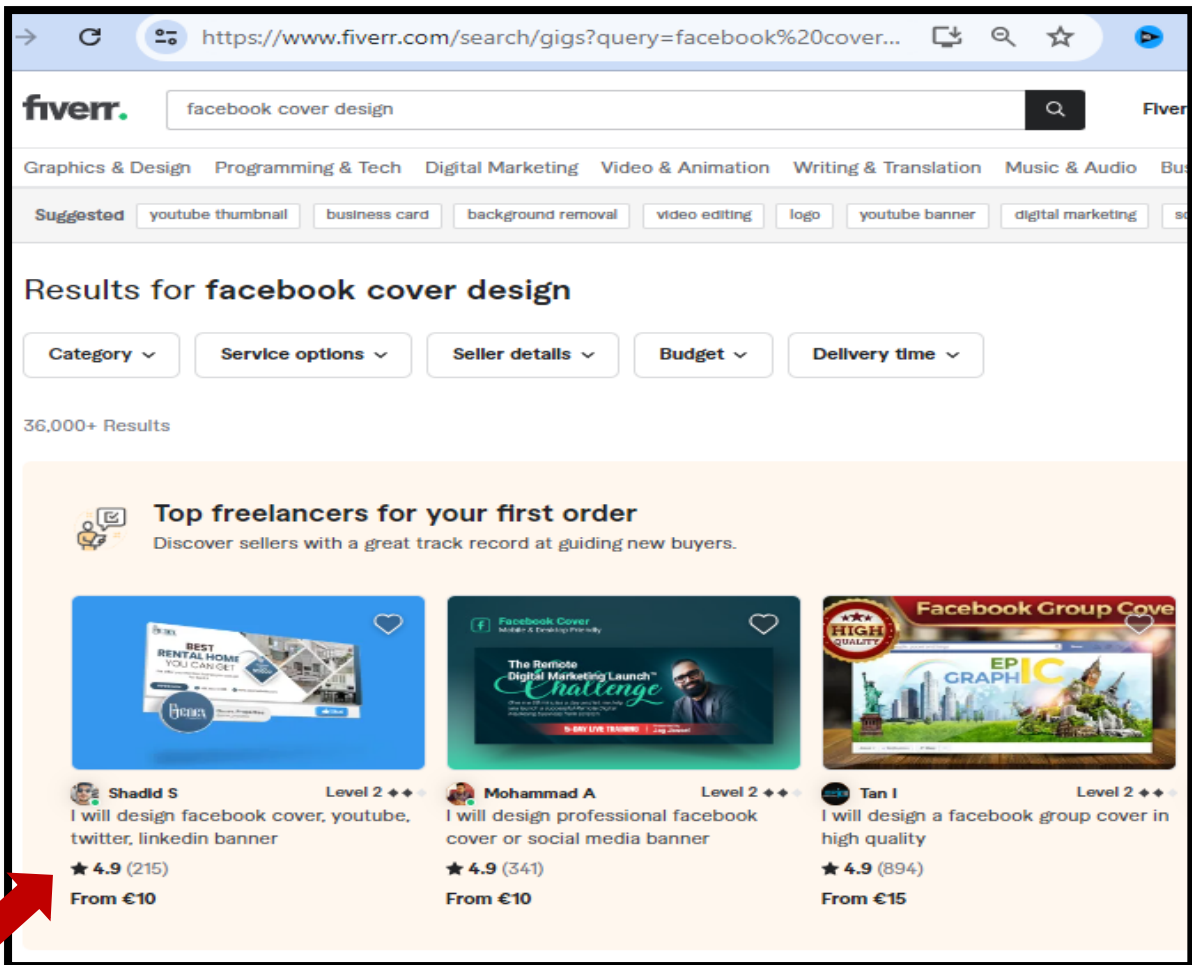
Or a combination of all 3 which is otherwise known as a **HYBRID OFFER + ECO-SYSTEM!**

The next action you need to take is optimizing your Facebook profile.

This includes getting a professionally designed cover photo using AI or on www.Fiverr.com and making sure you have a profile picture where people can see your face, preferable with a nice background that portrays the end-goal that your target market is looking to achieve!

- ✓ Set up a free account with www.Fiverr.com
- ✓ Search "Facebook Cover Design" in the search tab.
- ✓ Pick a graphic designer with a 4.9 – 5 STAR rating with more than 200 reviews.
- ✓ I have screenshotted some of the top designers you can use in the screenshot below.
- ✓ Purchase a gig for \$5 - \$15 or get AI to design it for you.





As you can see from the FB cover photo below, there is a picture of me, it says WHO I help using my U.M (**Unique Mechanism = C.A.L.V.O Method**) & provides a big benefit (**PROFITS FAST!**)

The next step is optimizing your Facebook Bio. In this section again you'll want to write who you help with a link to your Calendly appointment booking page or your funnel / website if you have student testimonials!

After that you'll want to make sure you have a strategical content piece to provide value and position yourself as an authority in your niche as your **pinned FB post**.

As you can see in the screenshot below in the 'optimized pinned FB value post' I am sharing my **\$3.4M CLIENT CASE STUDY** with a video of some proof. If you don't have results yet just share some valuable knowledge that will help your core customer avatar.

When you have these 3 things in place it POSITIONS you as more of an EXPERT using the...

L-R-V Formula = **Lifestyle, Results, Value!**

Which means when new cold leads become friends or followers of your FB profile, they will check your profile and instantly view you as more of an authority which allows you to build a **relationship**, by **influencing them to book an appointment** with you inside the Facebook messenger chat. We're going to talk more about the L-R-V Formula in the copywriting module.

I Help Experts Scale PROFITS FAST With My C.A.L.V.O Method



Sam Malsom

6.4K followers • 511 following



View tools

Edit

Advertise



Intro

Founder [OnlineWealthSociety.Com](https://www.onlinewealthsociety.com)! I Help Biz Owners SCALE Via CALVO Method! Book Your FREE Below!

Edit bio



Profile · Digital creator



Worked at Internet Marketing



Studied at Teignmouth Community College

[onlinewealthsociety.com](https://www.onlinewealthsociety.com)

calendly.com/businessmalsomdesk/30min

Optimized Cover Photo

Optimized Bio

(Add links to your funnel / website + Calendly link)

Optimized Pinned Value Post



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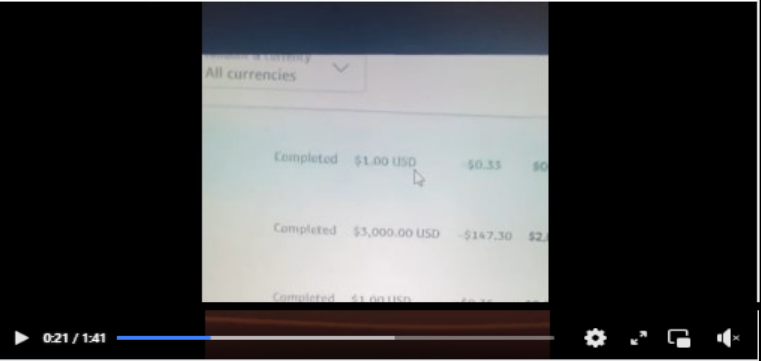
September 21, 2022 · 🌐

🔥🔥🔥 [\$3.4M HIGH-TICKET CLIENT PROFITS CASE STUDY] 🚀🔥🔥🔥🔥🔥

The Income Proof Video Below Is NOT To Brag But To Demonstrate How Powerful The C.A.L.V.O Method Really Is When You Apply The 6 Steps I Share For Free In This Post !!

How I Booked 1,107+ QUALIFIED APPOINTMENTS With High Ticket Customers & Make PROFITS of \$4,997+ Per Sale & How My Clients Have Done \$3.4M In Revenue! 🔥🔥

Income Disclaimer !! *The results from myself & my st... See more*



No insights to show

Boost a post

You, Eduart Troci, David Jacob and 34 others

105 comments 9 shares



Love

Comment

Copy

Share

View more comments



Vanessa Callahan



34w

Love

Reply

Hide



Sam Malsom replied · 4 Replies

"But Sam, I don't want my friends or family seeing posts about my business, what should I do?"

You have 2 options here:

Option 1 - Is to use the Facebook "Hide Post From Friends" feature

Here's a video tutorial explaining how to do this:



<https://youtu.be/7RslI5sk-FQ?si=xKTveSzVOxxfJdoP>

Option 2 - Set up a brand-new Facebook profile specifically for your business using your real name so its personal when connecting with people.

Only add friends / leads that are connected to your business so your family / friends don't see your business posts! Okay awesome work... let's move on to...

STEP #2 - Setting Up Calendly & Zoom! The Funnel Filtering Process!

The next step is setting up your Calendly booking software and linking it to Zoom. Or to start with you can just take calls over Facebook call or sell over the DM's
You can set up free accounts at the links below to start with.

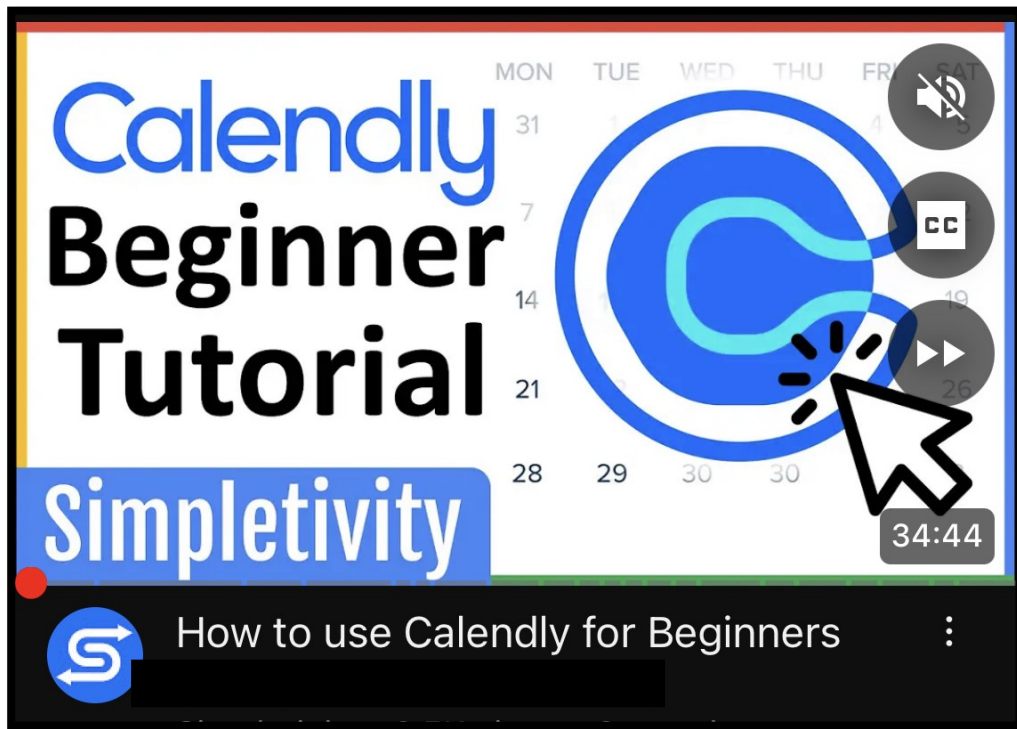


<https://calendly.com/>



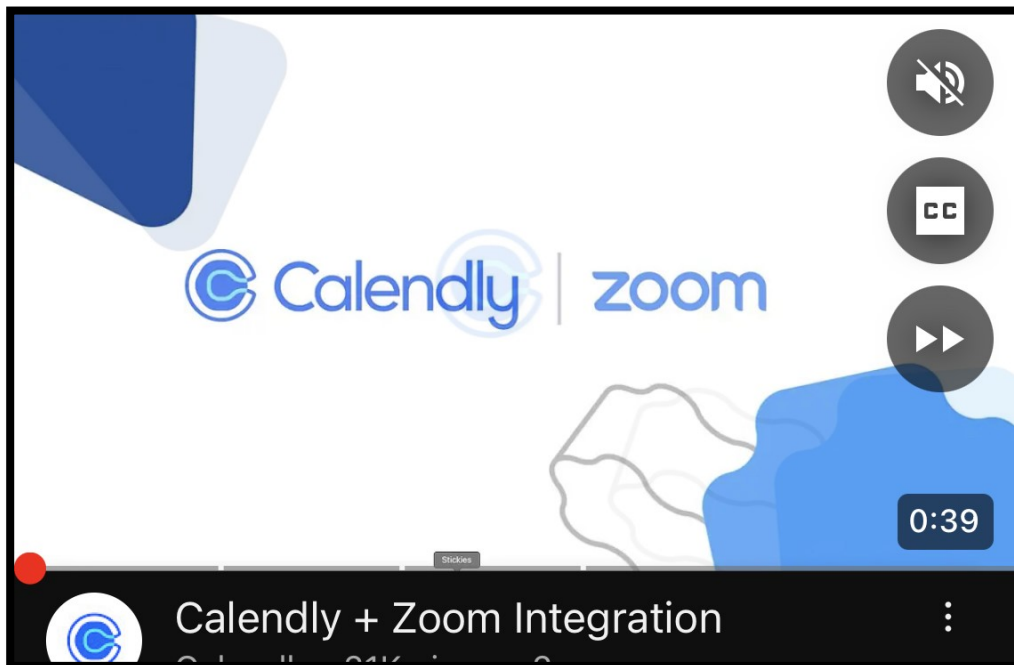
<https://zoom.com/>

Here's a video tutorial on how to set up Calendly.



<https://youtu.be/UZ4T7pLa0IM?si=prRkVNHQKjKUVukD>

Here's a video tutorial on how to link Zoom to Calendly so you can take calls

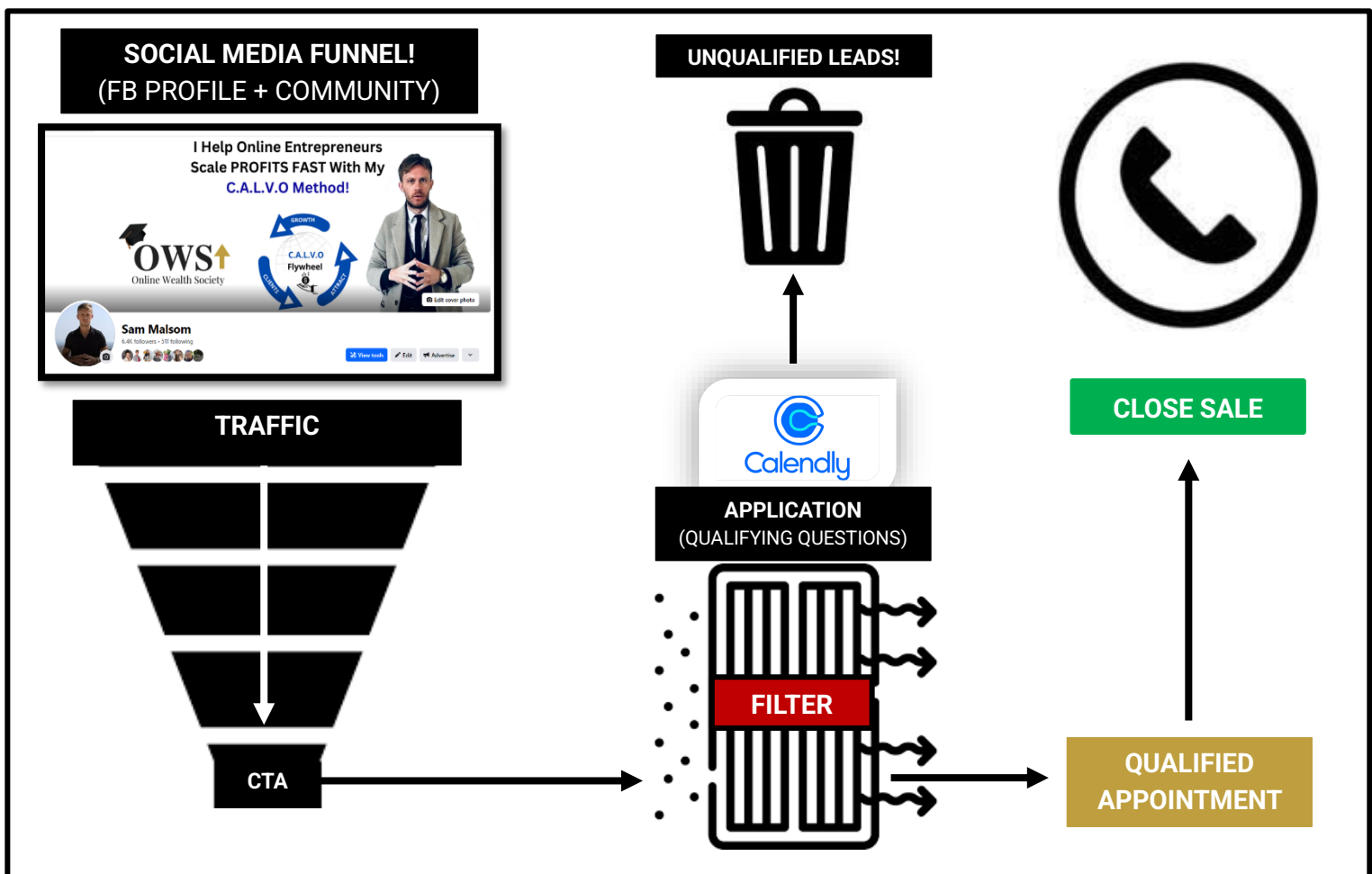


<https://youtu.be/2T0gtWUe6Qs?si=7Yo4ko5QJHh5k06R>

These video tutorials are also under the “tutorials” section inside module #5 in the members area. You can also do calls for free on Facebook video call to start with.



The **Funnel Filtering** Process - How To Filter Your Leads So You Only Speak With Qualified Prospects!



Understanding What a Funnel Filter Is And Why You Need One...

A funnel filtering process, in the context of marketing and sales, is a systematic approach to guiding leads, potential customers and clients through different stages of **engagement** with your business, with the goal of converting them into profits.

It involves filtering and nurturing leads as they progress through each stage of the funnel, ensuring that only the **most qualified and interested prospects reach the final stage...**

...and book a call with you because you don't want to be spending time on calls with broke people that are not serious!

Like I mentioned before... at the beginning of my online journey, I spent a lot of wasted time talking to people that thought they could build a million-dollar business with \$100, working 2 hours per day! LOL!

And guess what, they didn't buy because they couldn't afford my offer!

Complete waste of time and this is a **lesson I want you to learn** without going through the pain and heartache I had to go through!

You Can NOT Help People That Are Not Willing Or Able To Help Themselves!

This process we're talking about stops this from happening, so you **do not waste your time!**

The **funnel filtering process** we're going to use is going to be **super simple** and it consists of 2 options...

✓ **Funnel Filter Process Option 1 – THE 5 - 15 MIN DISCOVERY CALL –**

Ask the lead to jump on a quick call with you via sending a direct message on FB or any of the other social media channels.

This is where you'll have a friendly conversation over FB call, Zoom or phone where you can ask the application qualifying questions, I'm going to give you access to so you can discover IF they are a **qualified lead**.

If they are qualified, you can book them on a full **RESULTS DRIVEN strategy call** by scheduling a time on Calendly manually, then close them into a high-ticket sale!

If they are not qualified send some free training to help them or delete them off your social media list.

✓ **Funnel Filter Process Option 2 – THE APPLICATION FORM –**


Send them your Calendly link in a DM by following the messaging script so they can book a call with you where the lead has to fill out the **qualifying questions** which will then get sent to your email inbox that's linked to your Calendly software!

Below is access to my **qualifying questions** I ask on the application form / 5 - 15 min discovery call before a lead can book a full strategy call on my calendar.

Feel free to **model the application questions** for your niche and offer by applying "*adaptive thinking*" so you can add in a filter process withing your social media funnel.

You'll also be using this funnel filter when you build out your paid traffic funnel in module #9 so its hugely important.

powered by
Calendly



Sam Malsom

30+ Minute Strategy Call

🕒 1 hr

📅 3:00pm - 4:00pm, Monday, July 15,

🌐 UK, Ireland, Lisbon Time

Book Your 30 Minute Strategy Call With Online Expert Sam Malsom or One Of His Friendly Strategical Coaches So You Can Scale Your Business Profitably...

Enter Details

Name *

Email *

[Add Guests](#)

Contact Number (Include Country Code)

How Long Have You Been Involved in Online Marketing / Business For ?

What is your current biggest challenge or frustration? Traffic, Leads, Conversions, Sales, Getting Clients, Overwhelm ?

How Much Do YOU Want To REALISTICALLY Make Per Month ? (In USD \$)

This Is A Different Kind Of Question But An Important One... Why Do You Want To Create A Profitable Online Business? 1) Why Do You Want More Money? 2) Why Do You Want To Become Successful Online? Who Else Benefits From Your Success?

All Serious, Smart Entrepreneurs Know That There Is Investments To Be Made In Any Business & In Life. Do You Understand This ? If So, How Much Are You Willing To Invest In Your Own Business, Your Own Education, In Advertising & For Me Helping You Scale?

- Less Than \$100 - I'm Dead Broke
- Less Than \$500
- \$500 - \$1000
- \$1000 - \$2000
- \$2000 - \$5000 (Most Popular)
- \$5000 - \$10,000
- \$10,000 - \$25,000
- \$25,000 - \$50,000
- \$50,000 - \$100,000+

When you get the answers to these questions in your email inbox, you'll have a good idea if the lead is serious or not **before you take the call.**

And then you or one of your sales reps can make the decision to either **cancel the call if the lead is unqualified or continue with the call if the lead is qualified.**

You'll then simply have a friendly conversation and convert them into a client of your offer only if you think you can help them!

Thank YOU For Filling Out The Form, I Look Forward To Helping YOU Out! Please Feel Free To Leave Any Other Information And Comments Below That I Should Know About For Our Call. P.S Add me on FB here: <https://www.facebook.com/sam.malsom>

By proceeding, you confirm that you have read and agree to [Calendly's Terms of Use](#) and [Privacy Notice](#).

[Schedule Event](#)

For example, if a lead comes through my funnel filtering process and says they don't have any problems, they're looking to make \$1k – 2k per month and they have less than \$100 to invest we would simply cancel the call via the Calendly software and send them a quick polite DM, saying

“Hey NAME, thanks for booking a FREE “Profit Booster + Client Magnet” strategy call with me!

Unfortunately, I'm going to have to cancel our call together because I don't think I can personally help you in your current situation at this present moment in time!

Keep in touch and in the meantime here's some free training so you can (ACHIEVE DESIRE RESULT e.g. “grow your business” “get fit and build muscle”... “get the girl or guy of your dream” etc)

>>> Link to Free Training or E.B.M Webinar <<<

However, if a lead says they're struggling with “BIG PROBLEM #1 & BIG PROBLEM #2 (eg: booking appointments & converting traffic into sales) ...

...they're looking to make \$10,000 \$100,000+ per month and have \$5,000 - \$10,000+ to invest into their business I would jump on a call with them because they are a qualified potential client!

On the call I would see if I can help solve their problem and sell one of my offers! Make sense?

DO NOT WASTE TIME ON PEOPLE THAT WANT TO WASTE YOUR TIME!

Your Time Is Your Most Valuable Asset!

The only exception to this is if you want to improve your sales skills or learn more about your niche and target markets problems.

In that case take all calls that get booked and take notes on the niche marketplace problems, + practice how to sell over the phone using the million-dollar sales script I gave you access to in module #4!

The key to funnels and filtering is to keep things **super simple! Don't overcomplicate it because as you scale so does the complexity!**

By effectively implementing a funnel filtering process, your business can enhance your lead management, improve sales conversion rates, and ultimately drive more revenue & profits, while saving you a lot of time by **only speaking to qualified leads** that need your help!

Awesome... onto step #3...



STEP #3 – Growing Your Facebook Profile To 5000 Leads & Building For Asymmetric Leverage! (OPTIONAL - Creating Your Community!)

Step 3 involves building your Facebook profile to **5000 friends / leads** that are

SUPER TARGETED!

During this stage I am going to share how to do this using an automation software tool so you can save a huge amount of time + share some other **underground growth hacking strategies**.

When you get to the 5000 friends limit on your Facebook profile, you'll then build your FB followers and have the option to building your Skool Community + email list!

4,880 Targeted Friends / Leads Within My Targeted Niche

6,400 Followers

Facebook Has a 5,000 Friends Limit!

So, as you are adding new leads daily, when you hit 5,000 friends... each week unfriend 100 - 200+ unengaged friends that have not replied to your DM's, so you always have room for new friends / leads on your social media list!

Use Friend Filter App To Delete Un-Engaged Friends / Leads:

<https://friendfilter.com/>

Sam Malsom
6.4K followers • 512 following

Founder [OnlineWealthSociety.Com](https://www.onlinewealthsociety.com)! I Help Biz Owners SCALE Via CALVO Method! Book Your FREE Below!

You Can Get To Your First **6-Figures** With The Following:

OFFER = M.D.I.O
HIGH-TICKET
\$3K - \$10K
PRICE POINT

+

D.A.O METHOD
5,000 FRIENDS / LEADS
ON FACEBOOK

+

BOOKING
APPOINTMENTS +
CONDUCTING
STRATEGY CALLS



Your goal here is to **build an audience** of potential targeted clients on your Facebook profile and funnel them into...

- 1) **Booking a strategy call with you so you can convert them into a high-ticket client!**
- 2) **OPTIONAL - Building your Skool or Facebook community AFTER you hit 5,000 FB friends as you advance!**

Social Media + Skool / FB Group + your Email List will be your main **value incubation hubs** as you build your audience AFTER you hit 5000 friends on Facebook!

I'm personally not a massive fan of communities, as a lot of the time it's the blind leading the blind! However, this does depend on your offer. Some offers work great with communities, some offers do not!

You do not need Skool or an Email List to get to your first \$10,000 per month, however depending on your niche, these value distribution mechanisms can help you get there faster!

As you advance past \$10k per month **building your EMAIL LIST is CRUCIAL!**

All you need is to focus on is building your Facebook Profile Audience to 5000 targeted leads at the start.

I want to reiterate this for you to keep things super simple!

When you've made high-ticket sales of your offer by sending 100+ DM's on a daily basis over 90+ days & conducting strategy calls, you've built your Facebook profile up to the 5,000 leads / friends limit that are super targeted, in relation to your specific niche then it's time to start building your other assets.

At this point you can reinvest some of your profits into the tools you need to grow your business to the next level.

This is where you can really start ramping up the strategical value-based content using **E.B.M (Education Based Marketing)** to build even more **'good will'** and trust with your warm and cold leads!

Now, like I mentioned before, although I don't think communities are great for business coaching offers, they can help with other offers but require more work to MANAGE the group as your business grows!

You need to make the decision whether your offer requires a community or whether you think it will harm your clients progress!

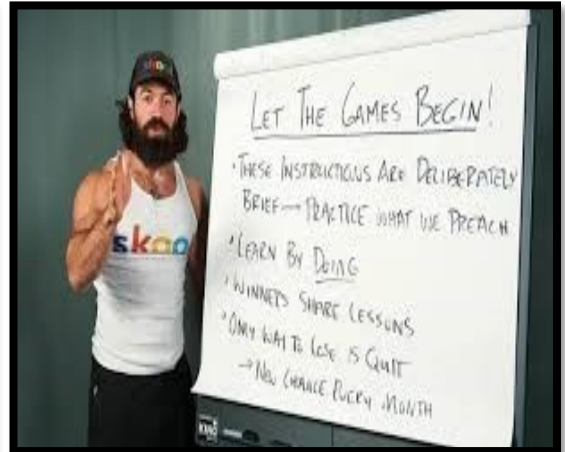
For the clients that feel like building a community for the benefit of helping your students progress towards the desired end-result, were going to quickly go over that.

Skool is an innovative online community platform that provides interactive learning and networking.

It's a dynamic space where you can create & host online courses, have conversations with your members, and build a community of like-minded people in relation to your niche.



Founder of Skool - Sam Owen



Investor of Skool-Alex Hormozi

<https://www.skool.com/>

Skool Community Vs A Facebook Group!

Facebook groups are cluttered with ads, notifications, and other distractions which means people's attention spans are at a much lower level + when you post content it only gets seen by less than 5% - 10% of your FB group members.

Skool however is designed specifically for creating and managing online communities & hosting courses.

This means that you can be more confident that your members are engaging with your content and not getting sidetracked by other distractions which improves appointment booking & sales conversions!

Depending on your offer, you'll want to begin with a FREE Skool group.

At this stage you should have:

- 1) **5,000 Targeted Leads / Friends On Your Facebook Profile!**
- 2) **90+ Days of Promotion Experience - Sending 100+ DM's (Direct Messages) Per Day!**
- 3) **Qualified Appointments Booked On Your Calendar!**
- 4) **Decent Sales Experience Selling Over The Phone By Following The Sales Script!**
- 5) **High Ticket Sales & Clients!**
- 6) **5 Client Video Testimonials That You Can Use As Social Proof In Your Marketing!**

When you have this, then you can start building your...

- ✓ **EMAIL LIST** (I'm going to teach you how to do this inside module #10)
- ✓ **Skool Community.** (Optional depending on your offer)

And we're going to build both with a **KILLER LEAD MAGNET** by giving it away for FREE!

But Sam How Do I Get 5,000 Targeted Friends / Leads Onto My Facebook Profile?

Introducing...



To start with you will use outbound marketing by adding 50 - 100 friends per day onto your Facebook profile. You can do this manually by going to targeted Facebook groups that your dream clients are in.

You do NOT want to add all 50 – 100 leads within the same hour. You'll want to space this out throughout the day by adding 12 -15 friends each hour until you hit 50-100, otherwise the Facebook algorithm will put you in Facebook jail and you won't be able to add new leads.

If you don't want to do this manually my advice is to use an awesome software tool called... [Friend Connector](#)

The software tool will add leads automatically from targeted Facebook groups and send the first direct message to new friends WITHOUT you having to do the work yourself, which can be time consuming!

I'm sure you know what I mean if you've tried organic marketing on any of the social media channels in the past! As a business owner you always want to be thinking "how YOU can apply the **D.E.A.L** Method?" (**Delegate, Eliminate, Automate, Leverage**)

Friend connector software allows you to automate a lot of the process when it comes to organic marketing, so you can spend time focusing on **working ON your business instead of IN your business!**

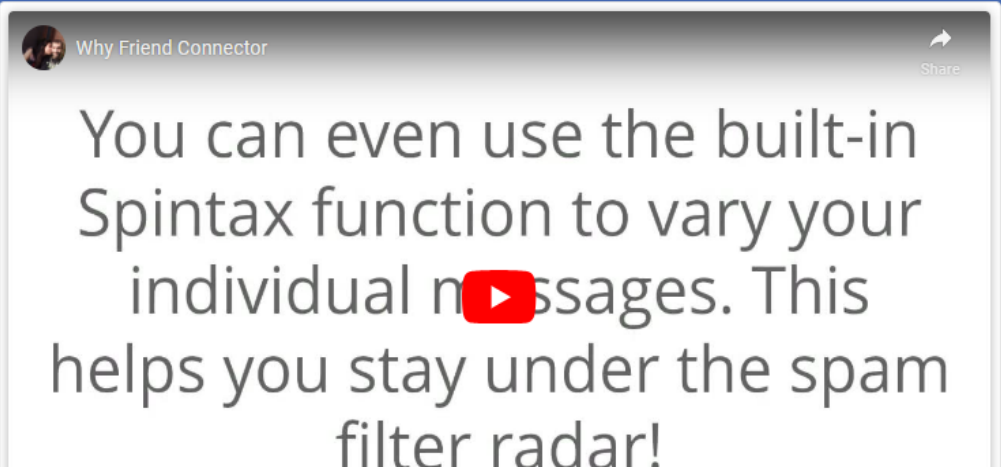
As we advance together, we will also be using appointment setters / V/A's on multiple social media platforms & accounts using the same D.A.O method I am outlining here where you can ramp up to 1000+ messages per day!

And when you start running paid traffic, I will show you how to leverage **AI AGENTS** to automate the majority of your lead generation, lead nurturing and appointment booking!

Why Do You Waste Time With People Who Will Never Buy From You...

...When You Can Find, Connect, And Engage With Perfectly Targeted Buyers AUTOMATICALLY?

Friend Connector Adds Targeted Leads To Your Facebook Account On Autopilot AND Starts The Conversation To Warm Them Up For You, Hands-Free!



The screenshot shows a Facebook post interface. At the top left is a profile picture and the name 'Why Friend Connector'. At the top right is a 'Share' button. The main content is a video player with a red play button icon in the center. The text overlaid on the video reads: 'You can even use the built-in Spintax function to vary your individual messages. This helps you stay under the spam filter radar!'.

You can get Friend Connector at this link here...

<https://buy.friendconnector.io/optin1684315597885>

Once you get access to the software it will show you a video tutorial of how to add it to your Google Chrome extension and how to set it up.

The 2nd strategy, you will use is the **Story + Value Group Posting Method**. This is where you will research targeted niche Facebook groups... write a story post and post it in all of your targeted groups based off your research.

You'll want to find 20-30 targeted Facebook Groups with your dream clients! Make a list in a google or excel spreadsheet or doc with links to the groups!

When done correctly this can **easily get you 100 – 500+ inbound leads per day** adding you as a friend onto Facebook.

The 3rd strategy is suggested friends and the comment booster. But first let's walk through the D.A.O method daily workflow to get 5,000 leads FAST!

OUTBOUND

AUTOMATION SOFTWARE

ADD 50-100 LEADS / DAY
(FRIEND CONNECTOR)

INBOUND

TARGETED GROUP STORY + VALUE POSTS

(BUYERS GROUPS +
NICHE TARGETED
GROUPS)

OUTBOUND + INBOUND

SUGGESTED FRIENDS + COMMENT BOOSTER!

AS YOU START GETTING TARGETED FRIENDS ON YOUR FB PROFILE, FACEBOOKS ALGORITHM WILL START CREATING A "**SUGGESTED FRIENDS LIST**" THAT ARE SIMILAR TO THE FRIENDS THAT YOU HAVE PREVIOUSLY ADDED! EACH DAY ADD FRIENDS THAT ARE IN THIS LIST WITH MUTUAL FRIENDS!

(**OPTIONAL** SPEND 15 - 30 MINUTES PER DAY COMMENTING & ADDING VALUE ON TARGETED FACEBOOK GROUP POSTS THEN ADD LEADS IF THEY COMMENT BACK & DM THEM!

D.A.O METHOD WORKFLOW TO GET 5,000 LEADS FAST!

- ✓ **Make a List of Top 30 Niche Based Keywords Using Google Keyword Planner!** (Add Them To Word / Google Doc)
- ✓ **Research 30 Niche Targeted Facebook Groups Using Keywords From Previous Workflow Action!** (Add Them To Word / Google Doc) (By targeting top 30 keywords you should be able to find some hidden FB groups that have not been spammed in relation to your niche, and you'll never run out of groups if you get creative with your search)
- ✓ **If You've Bought a Product In Relation To Your Niche In The Past That Has A Private Facebook Group Start With Buyers Groups & Add Leads From There** (Because a Buyer Is a Buyer, Is A Buyer) This is a **SUPER POWERFUL** method to get **FREE BUYERS TRAFFIC!**
- ✓ **Setup Friend Connector Pro Software & Add 50 – 100 Leads Per Day At 3-5 Minute Interval!** (The software will add targeted leads from the specific group you have chosen from your research and direct message them automatically WITHOUT you having to waste time manually doing it yourself!)
- ✓ **Edit & Upload The 2 Messages From The D.A.O Script To Friend Connector** (MESSAGE #1 - BACKSTORY + / MESSAGE #2 - FIGURE OUT THEIR EXPERIENCE)
- ✓ **Write a Story Post By Modelling My Story Posts Below!**
- ✓ **Post Your Story Post In All 30 Groups + Include a Lifestyle Image Within The Post & a C.T.A To Add You As A Friend & Connect!**
- ✓ **Everyone That Likes Or Comments On Your Story Post, Add Them As a Friend Manually!**

Story + Value Group Post Examples That You Can Model. (2X Long Form + 1X Short Form Posts)

Story + Value Post #1 = Long Form!

< Sam Malsom 9+ ✎ 🔍

I'd like to introduce myself to the group – Sam Malsom here 😊

I first learnt you could even make money online back in 2011. I was stuck... miserable and looking for a way out of the MATRIX... thinking...

...“What I am going to do with my life after finishing my football career?”

I was convinced I was going to be rich within a matter of months after seeing all the HYPE in the industry!

My DESIRE was to make \$5,000 - \$10,000 per month and live a life more **FREEDOM** while TRAVELLING around the world & helping my family financially!

However, after spending thousands of dollars on half-finished crap GURU courses and paid solo ad traffic that didn't convert.

In the first year of my online journey, I actually lost A LOT of money and made ZERO DOLLARS in return !!

It's WAY harder than you think IF you don't have a COACH guiding & supporting you! 🙄

If you don't have one currently... you know what I am talking about because I can pretty much guarantee you're not making the income that you desire !?

Am I correct?... YES, Sam!

I was then made unemployed by the soccer team I was playing for after injuring my medial ligament in my knee which kept me bed ridden and unable to play for 8+ months!

I racked up nearly \$20,000 worth of credit card debt trying to SURVIVE while figuring this online puzzle out! Frustrated, overwhelmed, suffering from information overload and NOTHING seemed to f%*king work! AAAAAHHHHHHH! 😞

I felt like a FAILURE! 😞

Now... I view myself at the IDENTITY LEVEL as an extremely MENTALLY TOUGH person but this industry had BROKE me... before I had even got out the starting blocks!

The BIG PROBLEM I had was that I couldn't seem to CONVERT traffic (people) into SALES & CASH !!

After coming out the industry for 5 years, before getting back involved in 2016! This is where I started taking my business really seriously and invested into a COACH who was making \$10,000 PER DAY!


One of his campaigns made \$100k+ in one day!

He laid out the **SIMPLE PROFIT PLAN** for me and that's where everything clicked!

1)  **DRIVE TARGETED BUYERS TRAFFIC –**

Most of you reading this making less than \$10k per month don't know how to **TARGET** correctly so you spend **HOURS** each day on social media chatting to broke people, hoping and praying for a sale!

This is **NOT** how you run an online business!

2)  **CONVERT THAT TRAFFIC INTO SALES USING A 'FUNNEL FILTERING' PROCESS & 'UNDERGROUND CONVERSION HACKING!'**

This stops you wasting time with broke people using automation!

3)  **PROMOTE HIGH TICKET OFFERS ON THE BACK-END OF THE BUSINESS MODEL!**

During my first year of STRUGGLE...

I realised I had created a SELF-MADE JOB instead of real online business that wasn't even paying me LOL... wasting time on social media all day!

Can you relate!?

As soon as I got CLARITY on what I needed to do DAILY to create INCOME ON DEMAND using systems, automation and following my KPI's (Key Performance Indicators)

I MADE MY FIRST \$10,000 IN A SINGLE MONTH! 😊👍🥰

The FEELING was AMAZING !!

I will never ever forget that day !!

Ive since gone on to create my own BRAND >>> Online Wealth Society. Com

Our students & clients have done \$3.4M in sales and I'm looking for new CASE STUDIES I can feature in my brand-new book that's coming out titled the...

7-Figure Digital Blueprint! 📖

You see when you know how to CONVERT high ticket clients into SALES & CASH you can never unlearn HOW to do it!

The skill set stays with you for the rest of your life, providing you don't get hit on the head with a rock and get brain damage LOL!

Nowadays I get to work when I want, travel when I want and **LIVE LIFE ON MY TERMS** while helping my family !!

If you want to learn how you can do the same I would love to connect!

Add me as a friend & send me a DM 📩

Appreciate ya!

Sam 😊

P.S Like this post and leave a comment if you enjoyed it & got some value !!



[See insights](#)

[Boost a post](#)

38

39 comments 3 shares

Love

Comment

Copy

Share

Story + Value Post #2 = Long Form!

11:59

📶 89

Sam Malsom 9+



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Sam Malsom



1 Nov 2023 · 👤

🚫🔥 **THE YEAR WAS 2011... !! 🔥🚫** I was suffering from anxiety & depression 😞😓 as I began my **AWAKENING JOURNEY!** 🧠✅

I realised that SOCIETY's PROGRAMMING SYSTEM created 100 years ago by the WORLD ELITE was rigged against me !!

"Work 40 hours per week in a dead-end job for 40+ years and eventually retire on a crap pension!"

Which by the way is getting eaten away by the day due to INFLATION! F%&K that!

This was the year I first learnt you could even make money online... I FAILED for the first 12 months and made **ZERO DOLLAR's!** It SUCKED! 😞

Then came out of the industry as my pro soccer ⚽ career was my main focus, while literally pulling my hair out with **FRUSTRATION & HEARTACHE** trying to figure this online game out! 😞

All I wanted to do was grow an online business while travelling around the world to a **\$5K - \$10k per month 💰 & live a life of more TIME, LOCATION & FINANCIAL FREEDOM!** 🌴

Can you relate?

But at the time I was really **STRUGGLING !!**

Before getting back involved in the industry around 2015 / 2016! This is where I really started taking my business seriously... moved to sunny Cyprus & invested heavily into a COACH who had made \$30M for himself and over \$100M for his clients !!



He showed me the SIMPLE steps I needed to take to hit my income goals!

Then I went to meet him in London at one of his LAPTOP LIFESTYLE workshops and I was absolutely MIND BLOWN. It was at this point I truly witnessed with my own eyes... the sheer tremendous power of this online business industry! !!

He showed me one of his digital info-product offers that had been making \$10,000 PER DAY for 2 years straight! 😲

Now... back then you could run ads to an affiliate offer and make a killing! I made a bunch of money doing this.

Then I hit my first \$10,000 in a single month after implementing what I had learnt and SCALED to the stratosphere from there! 😄💰🚀

less than 100 days (including payment plans) 🔥✅

(Inside my coaching program I give you full access to my \$1k PER DAY FORMULA) 💰

I've since gone on to build my own BRAND (Online Wealth Society . Com) where we help high ticket affiliate marketers, coaches, consultants, info product creators & CEO's grow FAST using proven 7-Figure formulas, frameworks and systems that FREE up your time! ❗❗

I'm sure you already know... **TIME = MONEY ❗❗**

And time wasted trying to figure this out on your own is EASILY costing \$100,000 - \$500,000+ PER YEAR in wasted time, effort & sacrifice! 🕒💸

Because if you've not hit your first 6 figures online, you really don't know what you're doing! You may think you do but you don't know... what you don't know ❗❗ It's like a dog chasing it tail!

And this lead to little or no RESULTS ❗❗

When you hit 6/7-Figures we then show how to make your money work for you by investing into PASSIVE CASH FLOW ASSETS!

So far... my students have done \$3.4M+ in sales and the VISION for the next 10 years is to hit \$100M in results! 🎓 🎓 🚀

Private Message me if you want to be a part of this VISION! 📧 We're still on the ground floor atm but I promise you it will be the absolute ride 🏄 of a lifetime.

Many more 6 & 7 figure earners will be created.... with a real structured education / skill sets that you can LEVERAGE for the rest of your life so you can truly...



LIVE LIFE ON YOUR TERMS !!


I've been abroad over 50+ times and also trade the GOLD Forex market for 1 hour per day!

However... in the first 12 months of FAILING miserably, I struggled with...

- 1) **DRIVING TARGETED TRAFFIC**
- 2) **LEAD GENERATION**
- 3) **LIST BUILDING**
- 4) **SOCIAL MEDIA**
- 5) **SALES CONVERSION**

When I look back on my journey so far...

...the KEY  that allowed me to hit my income goals was doing things completely **DIFFERENT** than what everyone else is currently teaching! 

People think they can post a couple times a day on FB promoting their biz opp / offer and make money! 

If this is you, please STOP this and WAKE UP!

No one cares about what you are selling!

All they care about is how YOU and your OFFER can help them achieve a **SPECIFIC RESULT!**

So... lead with REAL VALUE to help them do that by overcoming their PROBLEMS & OBJECTIONS which builds TRUST!

The realisation of this led me to create...

my **C.A.L.V.O Method!** 


Which stands for...

 **Customer Acquisition & Lead Value Optimization!**

And it comes down to 4 constituent parts...

1) Building a targeted EMAIL LIST with paid traffic!

When you get 10,000 TARGETED subscribers its difficult NOT to hit \$10k per month)

2) Building my SOCIAL MEDIA LIST with organic traffic (We send 100+ DM's per day) – Soon to be scaling with more appointment setters and sending 500 – 1000 DM's per day from multiple accounts)
The organic game is all about VOLUME  + the right MESSAGING!

3) Converting that TRAFFIC by FOLLOWING UP using RELATIONSHIP VALUE mechanisms!

Emails, social media messages, lead magnets, PDF's, videos, blog posts, 20-min mini trainings, VSL's, webinars, phone follow up)

4) Irresistible OFFERS that sell EFFORTLESSLY

because the positioning & value is INSANE while leveraging the 4 PROFIT PILLARS!

So, if you deeply DESIRE to build a real online business based on 100-year-old sales & marketing PRINCIPLES instead of short-term get rich quick gimmicks... that can give you and your **FAMILY** your **DREAM LIFE !!** ✅

🚫 STOP following what the 97% of people that are failing are doing...

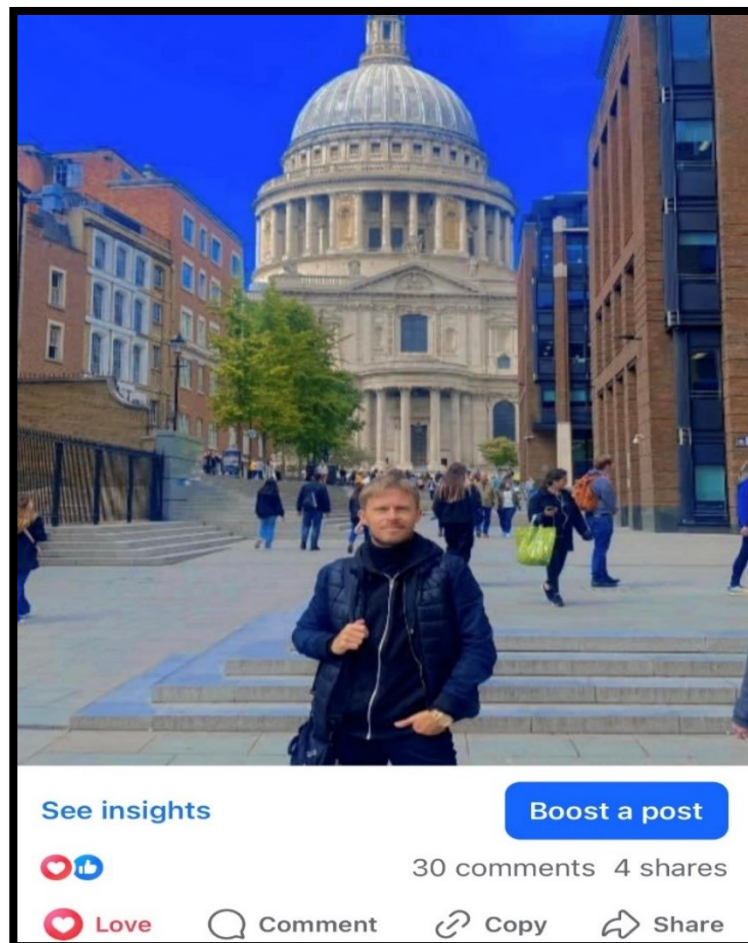
... & Direct Message Me On Facebook Right Now Or Reply Back To My Email's To Get The UNFAIR ADVANTAGE! 📧 😊

If you want to connect further, add me as a friend and send me a DM!

And great to be a member of the group!

I look forward to receiving your DM and having a chat!

Sam 😎



Story + Value Post #3 = Short Form!

7-Figure Copywriting Framework!

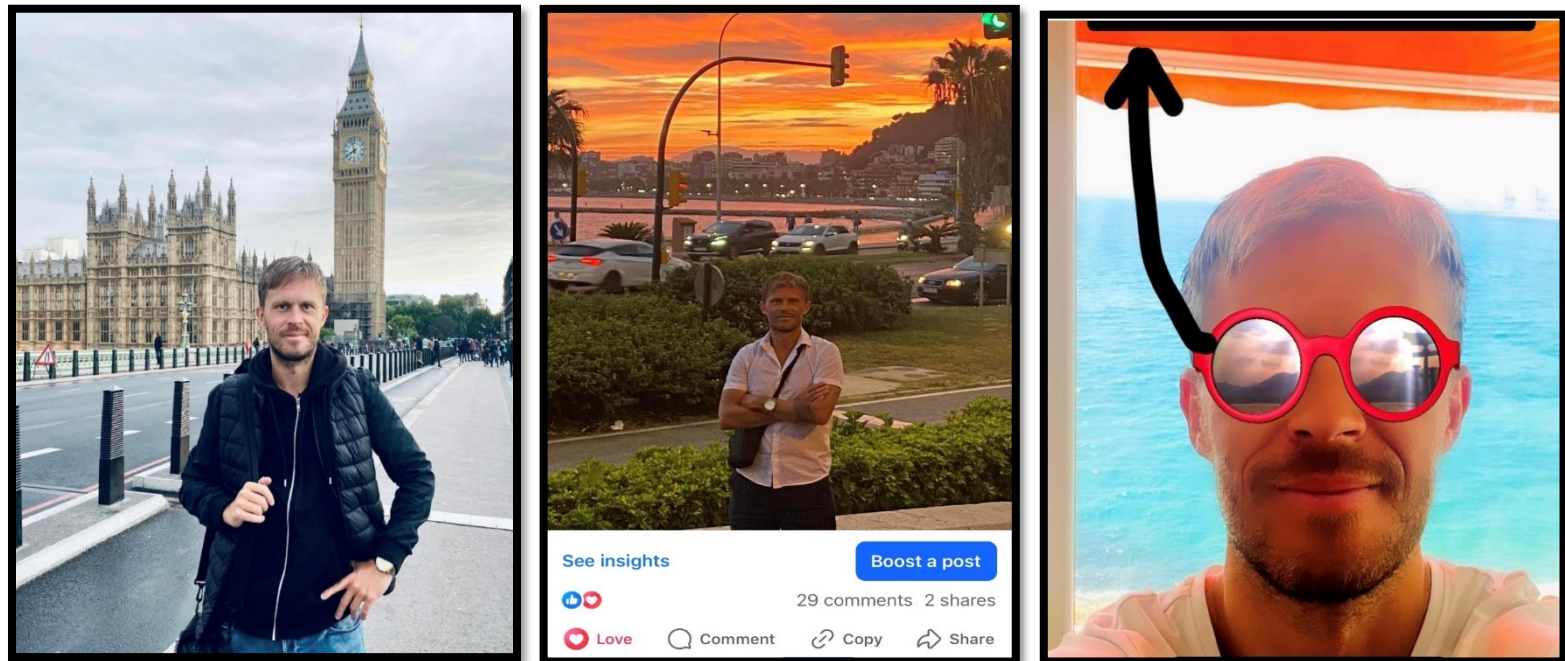
Headline (GRAB ATTENTION = STORY +BIG PROBLEMS + BENEIFITS)

Body Copy = (VALUE + RESULTS + AUTHORITY + CREDIBILITY + EXPERT STATUS + POSITIONING)

CTA = (Call To Action)

The **IMAGE** is the most important part of the post so make sure your image has a picture of you with a nice background and **GRABS ATTENTION!**

You can also use emojis and bold + italic text to stand out if you desire! Here's some more image examples you can get some ideas from!



To use italic or bolded text in your Facebook posts you can use this website

<https://lingojam.com/italictextgenerator>

Awesome work, now were going to move together onto...

**GRABS
ATTENTION!**



STEP #4 – Organic KPI's & KPA'S Mastery So You Can Book Daily Appointments & Convert High Ticket Sales!

The ADVANCED SOCIAL CONVERSION BLUPRINT!

Step #4 is where I am gonna give you the exact KPI & KPA metrics that got me to 6-Figures in sales in rapid time using organic marketing.

If you follow them consistently over the next 90 days after finishing this module and you have completed all action steps from the previous modules of the Client Acquisition Accelerator program, including...

- ✓ **Creating Your Million Dollar Profit Plan!**
- ✓ **Mapping Out Your Targeted Niche + Blue Ocean Positioning!**

- ✓ **Nailing Your Core Client Avatar By Understanding Their Pains, Problems, Dreams, Goals & Desires!**
- ✓ **Creating & Dialling In Your M.D.I.O (IRRESISTIBLE OFFER!)**
- ✓ **Mastering Your Millionaire Mind-set, Awareness Ascension & Understanding The First Based Principles of Massive Success & Results!**
- ✓ **Internalising The Million Dollar Sales Training + Script So You Can Sell Effortlessly!**

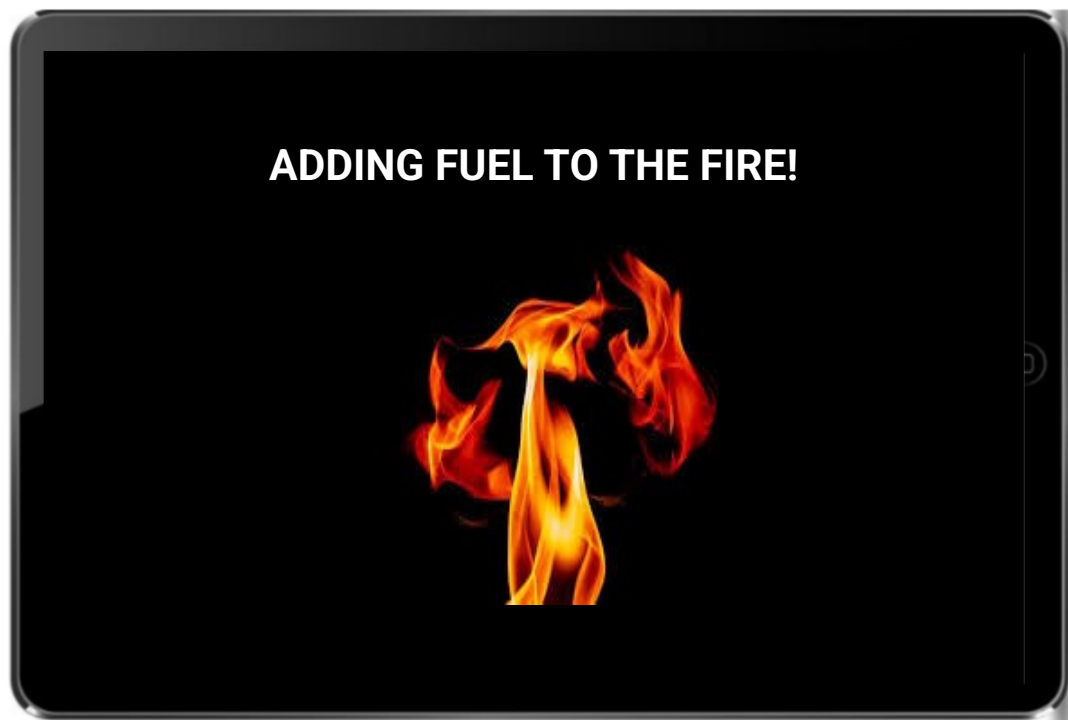
...you will massively **FAST TRACK YOUR PROFITS** after you start implementing what I am teaching you in this module to get **FREE TRAFFIC & QUALIFIED APPOINTMENTS!**

KPI's = Key Performance Indicators

KPA's = Key Performance Activities!

Click the link below to access the **Organic Marketing Daily KPI + KPA Protocol** so you know exactly what targets you need to hit each day and the specific activities you need to take action on consistently, to make your first \$100,000 from your Facebook profile, your offer and your laptop + phone.

https://d1yei2z3i6k35z.cloudfront.net/9180631/679bac25e367d_ORGANICTRAFFICKPIsKPAsPDF.pdf



ADVANCED SOCIAL CONVERSION BLUEPRINT...

- 1) Connect
- 2) Attract
- 3) Close
- 4) Follow Up
- 5) Convert

(STRATEGIC VALUE BASED CONTENT)



As you can see from the diagram above, you are going to be sending **100+ direct authority outreach messages per day** from your Facebook profile, Instagram or LinkedIn.

You can also **cold call** on top of this if you have a list of contacts with phone numbers by accessing the cold call training, I gave you during module #4 (*High Ticket Sales Secrets*)

(Pick one social media platform and master it before adding another)

If you send **100 MESSAGES PER DAY CONSISTENTLY** and **COLD CALL** to book **QUALIFIED APPOINTMENTS** on top of this with an M.D.I.O (OFFER) it's going to be very difficult for you **NOT** to hit **\$100,000 IN RAPID TIME!**

To add fuel to the fire, you're then going to leverage **strategic value-based content using attraction marketing** to add value for free, which builds the **RELATIONSHIP & TRUST** with your cold and warm leads!

(We will talk more about strategic content in the next module where I will share the proven formula to increase appointments with your perfect clients!)

When done correctly you will be able to book qualified appointments with high-ticket clients and convert them over the **phone + via the messenger app by sending follow up DM's!**

But What Happens When a Potential Client Is On The Fence To Buying Your M.D.I.O (Offer) But Hasn't Fully Committed Yet?

Here's where we implement the...

ADVANCED SOCIAL CONVERSION BLUEPRINT

...to convert even more leads into high ticket sales + monthly continuity sales if you're more advanced.

And remember these leads are now warm / hot because you've already had a friendly conversation with them on the phone which means they are further along the **Client Acquisition & Lead Value Optimisation** journey!

(C.A.L.V.O Method)

IMPORTANT: *What I am about to share with you now, is not needed to get to your first \$5k - \$10k per month, however it will definitely improve sales conversions if you implement it so you can scale to 6 or even 7-figures with organic marketing FASTER!*

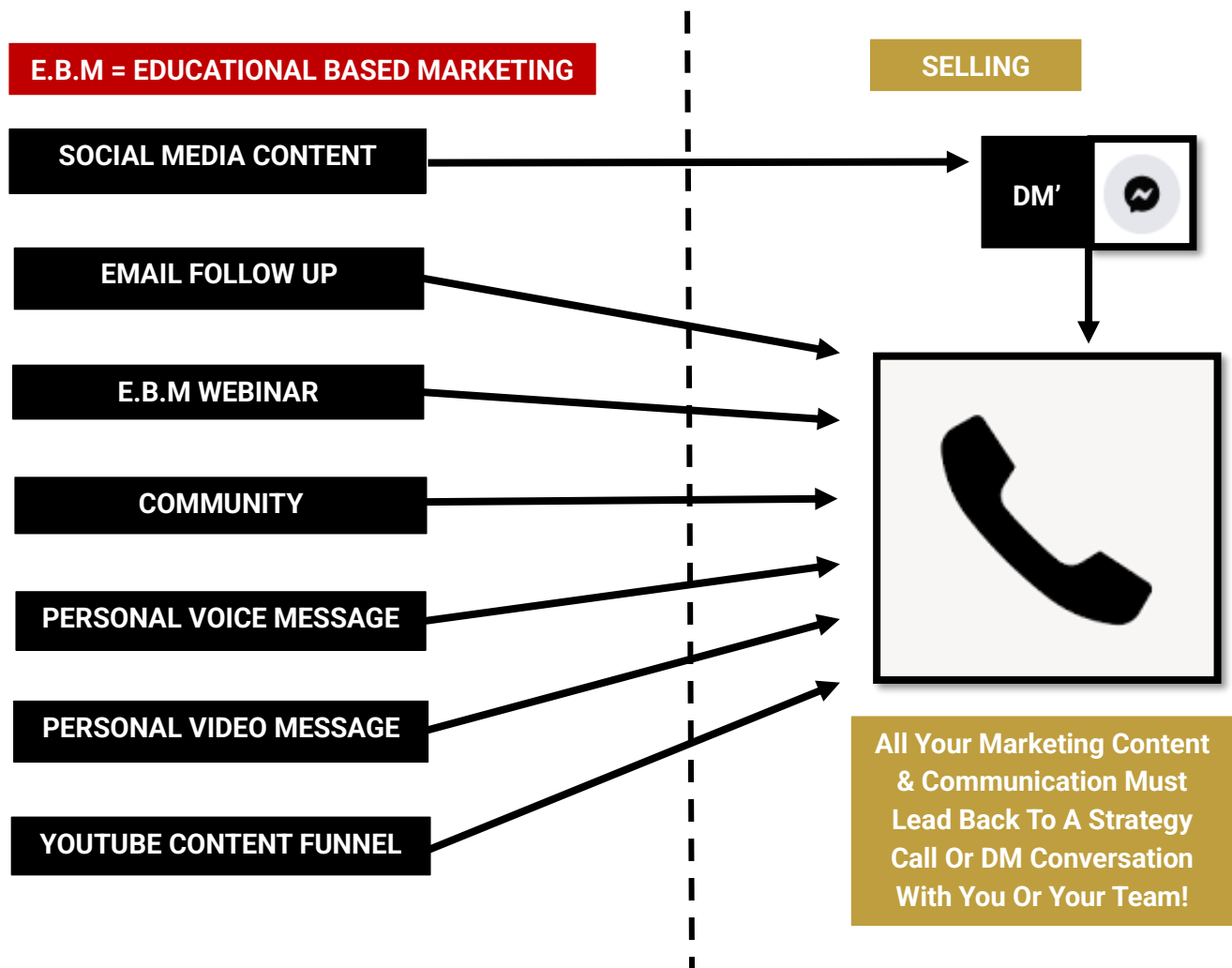
If the lead doesn't buy on the first strategy call, you're going to do the following:

- ✓ **Set Up Your Email List** which will become a financial ASSET that you own! *(I will teach you how to do this in module 10) You'll have a 7-14+ day automated email follow up campaign!*

Plug your phone application leads into an email campaign and after they have gone through that, you can start emailing them every day with training, value, videos, results, client results and case studies using the copywriting strategies I will share with you in module #7 & module #10!

- ✓ **Plug Your Leads Into An E.B.M Webinar** using educational based marketing, sharing your story and position yourself as an EXPERT with a CTA (*call to action*) to book another follow up call with you or your team!
- ✓ **OPTIONAL - Plug Your Leads Into a FREE Skool Community** where you can share more value, build the relationship and convert them depending on your offer.
- ✓ **Send Follow Up Voice & Personal Video Messages** straight into their Facebook messaging inbox, so it super personal and customized for your leads that are on the fence to buying, by overcoming their **objections** and answering any **questions** they may have!
- ✓ **ADVANCED OPTION – After Hitting 7-Figures Create a YouTube Value Channel & send your warm + hot leads a link to specific value-based content to help them overcome**

their big problems teaching the WOW not HOW method! As you advance YouTube becomes your **CONTENT MARKETING FUNNEL!**



When you apply this correctly you will have developed a...

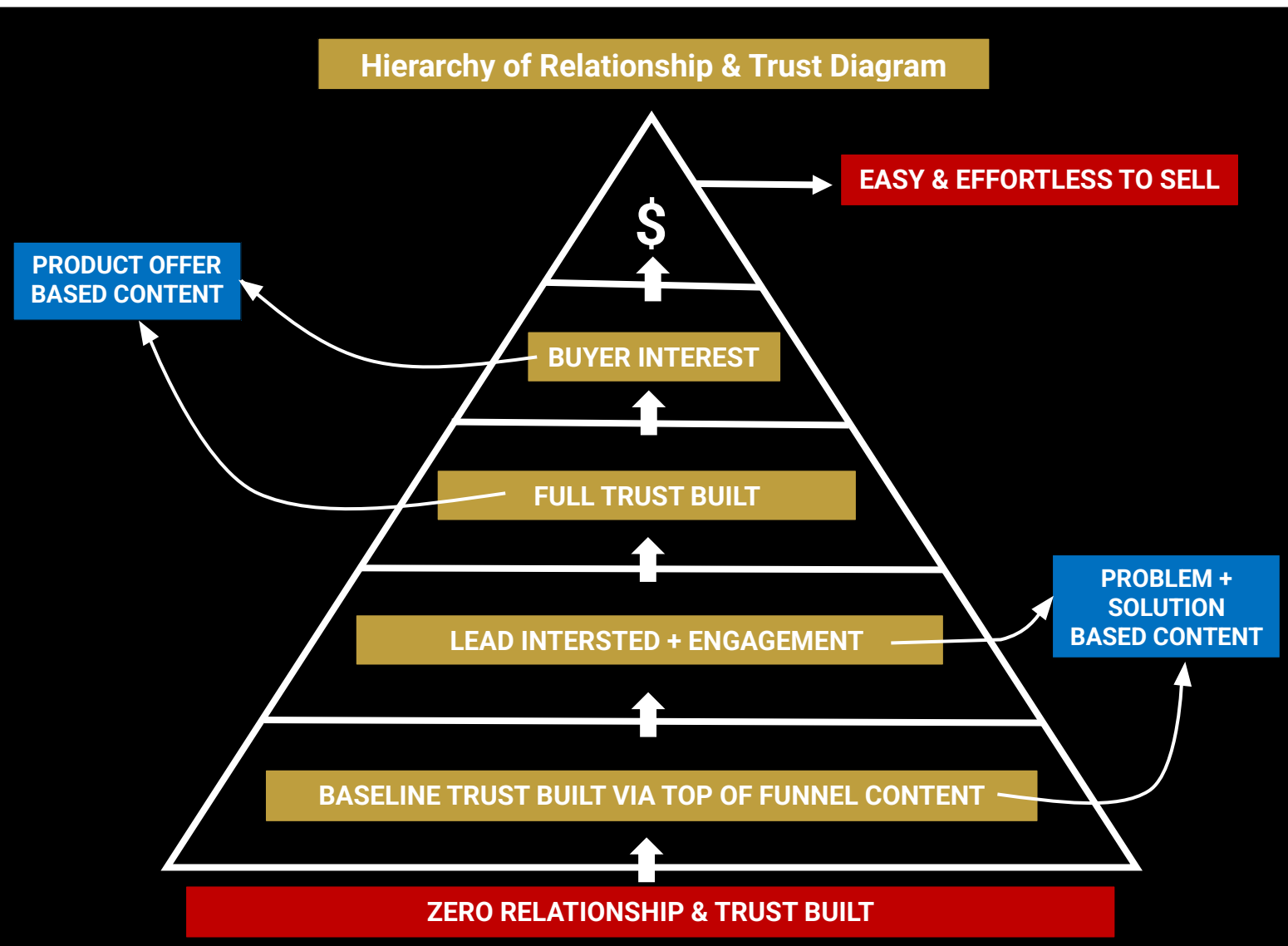
MULTI CHANNEL MARKETING CONVERSION MACHINE USING STRATEGIC CONTENT!

You can also apply **daily posting on the Facebook** newsfeed that shares...

- **Valuable Information Around The Big Problems Your Target Market Is Struggling With.**
- **Tips & Secrets Posts**
- **Free Training Posts**
- **Results (*Share Your Results + Student / Client Results*)**
- **Lifestyle Posts**
- **Photo Posts**
- **Video Posts**
- **Motivation Posts**
- **Personal Posts**
- **Shared 'Expert By Association' Content Posts**

The key here is sharing massive amounts of **AMAZING FREE VALUE** and be **PERSONAL** so your new friends / leads so they can build a relationship with you!

When The Relationship & Trust Is Built It's WAY Easier To Convert Leads Into **Sales & Profits!**

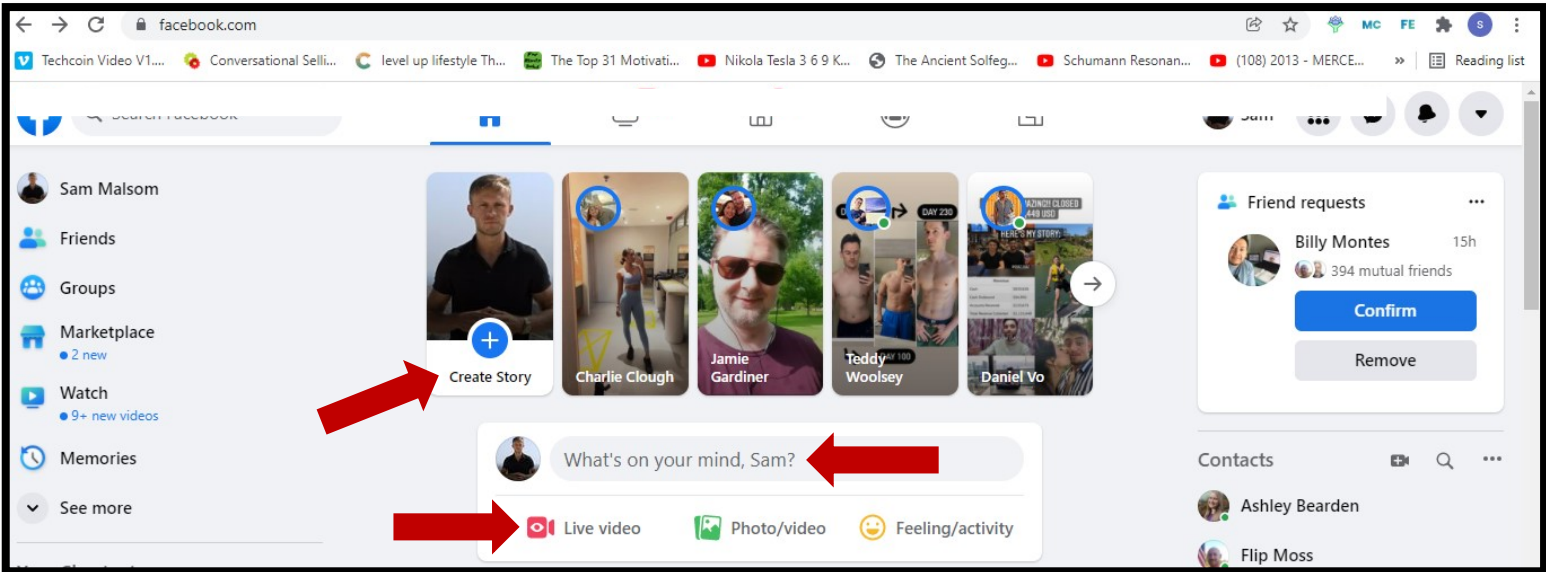


You can also leverage the Facebook Story feature.

If you have time and want to take it to the next **level DOCUMENT your journey online** as you are building your online business or getting results with your specified knowledge / skills set by sharing pictures, videos, free value, results & case studies on your Facebook STORY.

To access story... go to your Facebook newsfeed and click "**create story**" then take a picture or video and upload it.

I'm going to walk you through some content promotional strategies with Facebook story marketing in the next module!



Facebook NEWSFEED Posts



Facebook STORY Posts



Facebook REEL + LIVE Posts



Next we're going to go through some of my personal FB posts that you can learn, get ideas and **model** when you write your own posts!

The key here is to **share value, be vulnerable and genuine** so you can **build a relationship** with friends that do not know you on your social media.

As time elapses, as long as you are consistent, you will start to break the **trust barrier!**

Facebook Post Example #1 – Value Post

Sam Malsom
December 16, 2020


🔥 Underground Strategy 5 of 5 To Convert More SALES... Get More CLIENTS & Make More PROFITS From Your Online Business! ! 📈🔑

CONVERSION STRATEGY 5 = SEGMENT YOUR LEADS BASED OFF MARKETPLACE PAINS & PROBLEMS! ! 🔑

One of the main reasons I have been able to SCALE my business rapidly during covid-19 pandemic while the rest of the world's offline businesses are going bust is because I have an APPLICATION FUNNEL in place that filter's my leads.

This where I get on the phone with ... See more

HBBS Ep #10 - Your Million-Dollar Business Model & The 3-Steps To Create Income On Demand



Anderson Clifford
Congratulations that's awesome
Love · Reply · 1y 1

Sam Malsom
Anderson Clifford Thank you brother, and great to connect with you. Hope you got some value from the post. 😊
Love · Reply · 1y 1

Anderson Clifford
Sam Malsom You're welcome 😊
Love · Reply · 1y 1

Sam Malsom
Syra Lyn Evasco. Thank you. Hope you enjoyed the post. 😊
Love · Reply · 1y 2

Michael Rosenberg
Very interesting post
Love · Reply · 1y 1

Sam Malsom
Michael Rosenberg Thank you, glad you got some value. 😊 Appreciate ya. 😊
Love · Reply · 1y · Edited 1

James Lin
Sam Malsom Really love the post! Great value and thanks for sharing ❤️. How have you been?
Love · Reply · 1y 1

Sam Malsom replied · 1 Reply

Write a comment...

Facebook Post Example #2 – Value Post



Sam Malsom

November 19,



🚫👂 Wanna Know The ONE BIG REASON WHY Your Struggling To Hit \$10,000+ Per Month Consistently With Your Online Business & Why Your RESULTS Suck? ?

FACT #1 - 97% of people are operating from a BUSINESS OPPORTUNITY SEEKER mindset! !

FACT #2 - 97% of people are FAILING online! !

My ADVICE = Stop following the masses and start treating your business like a real business instead of hobby! !✅

The reason why you feel like you're going round in circles, struggling with overwhelm, lack of leads, lack of traffic and lack of sales and profits is down to ONE THING...

FOCUS! ! ! !

This is single most important thing for your success in anything in life.

Especially as an online business owner!

Everyday there is another shiny funnel, crypto MLM, Forex guru making a mill in a day LOL or Facebook ad hack promising you over night riches!

These are all short term fixes that look good in the moment but lead you absolutely no where!

If you really want to succeed online you must FOCUS on the PRINCIPLES and hit your Key Performance Indicators DAILY!

- 1-3 High Ticket Offers ✅
- 1 High Converting Sales Funnel ✅
- 1 Paid Traffic - Become A MASTER!✅

This is all you need to hit \$10k, \$100k and even \$1M! !🔑

Warren Buffett once said: "Really Successful People Say No To Almost Everything" Your Focus Controls The Attention of Your ENERGY! !🔑

And the more energy you put into something the more momentum you build.

Now during the first 3-6+ months of your online business / promotion phase sometimes it may look and feel like nothing is happening in terms of results but please understand something called the COMPOUND EFFECT is taking place.

(If you've not read the book - GO GET IT OFF AMAZON & READ IT NOW)

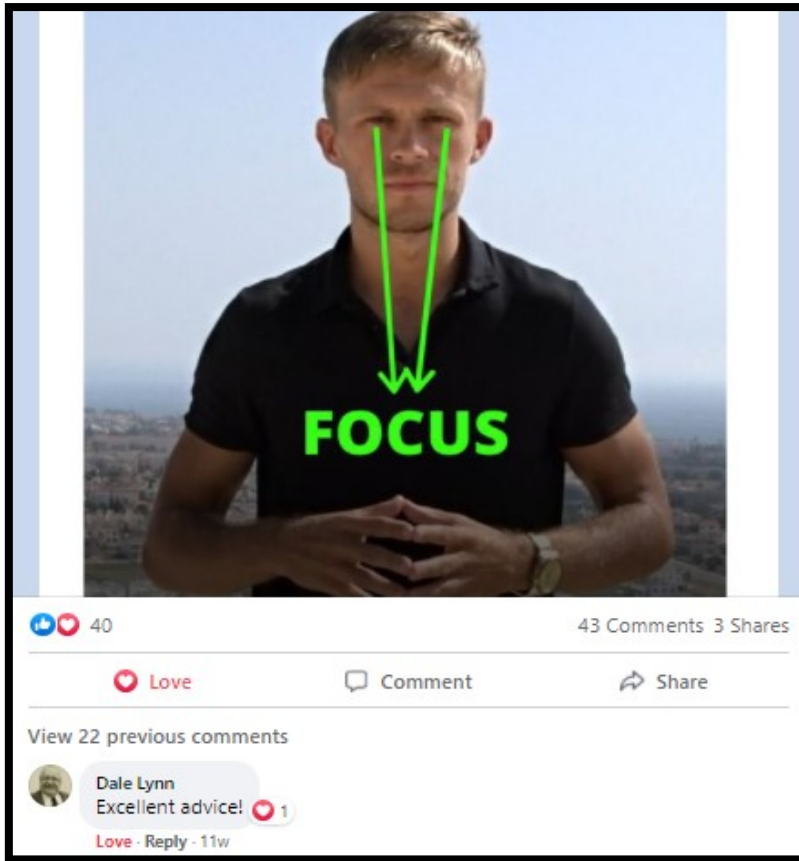
It will change how you do everything in business and in life!

Talk soon,

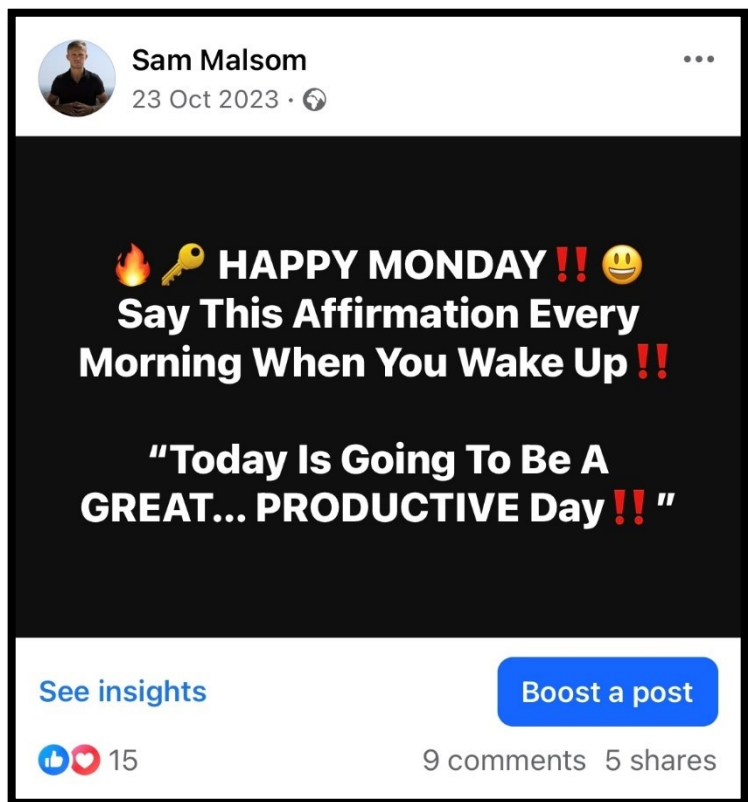
Sam Malsom

Founder & CEO : Online Wealth Society

P.S If you want some help scaling your online business and income FAST private message me on Facebook right now and lets talk! 😊



Facebook Post Example #3 – Motivational Posts



Facebook Post Example #1 – Lifestyle Post



Sam Malsom

May 1 · Public



👉❤️ BUSINESS SCALING MASTERY #2

MONK LIKE DISCIPLINE & CONSISTENCY TIPS SO YOU CAN SCALE YOUR INCOME & RESULTS FAST! ✅

Everyday I wake up early and I make my bed. ... See more



👍❤️ 39

40 Comments 3 Shares

❤️ Love

💬 Comment

➦ Share



Anders Tolsgaard

AWESOME post, my friend 🙌👍👍

Love · Reply · 1y



Sam Malsom

Anders Tolsgaard thank you my friend, hope you got some value. Have a great day. Appreciate ya. 😊

Love · Reply · 1y



Anders Tolsgaard

Have an awesome day 😊

Like · Reply · 1y



Write a reply...



Tanner J. Niels

Love it, Sam! ❤️ 1

Love · Reply · 1y



Sam Malsom

Thank you Tanner J. Niels. Stay blessed brother. Appreciate ya! 😊

Love · Reply · 1y



Tim Torrance

Awesome man ❤️ 1

Facebook Post Example #1 – Personal Post

Sam Malsom
December 25, · 🌐

🎄🔥 MERRY CHRISTMAS 🎄🔥



You, Katie Gaze, Pierre Baker and 85 others · 81 Comments

Love · Comment · Share

Facebook Post Example #1 – Shared Content Post

Sam Malsom
May 11, 2021 · 🌐



Elon Musk ✓
@elonmusk

Many people will panic to find a charger before their phone dies.
But won't panic to find a plan before their dream dies.

92 · 51 Comments 8 Shares

Love · Comment · Share

Elke Wallace
The Truth 🤔👑🔥 1
Love · Reply · 34w

Sam Malsom
Elke Wallace 100%. Have a great day. 😊 2
Love · Reply · 33w

Elke Wallace
Sam Malsom Thank you, you too. 😊 1
Love · Reply · 33w

Brian Homer
I agree with that. 🤝 1
Love · Reply · 33w

Don't Be Deceived By Engagement, Likes, Followers & Comments!

As you can see some of my posts are getting engagement, likes and comments. That last post you saw had 92 people like the post with 51 comments!

Likes and comments mean absolutely nothing because you cannot take them to the bank!

The only thing that matters in your business is how much CASH is going into your bank account. Agree?

My team and I have booked over 1000+ strategy calls with high ticket clients. Some of the business owners I have personally spoke with over the phone were getting 100 – 200+ likes per post with a huge number of comments.

However, unfortunately as I dived deeper into the strategy call by asking them **specific discovery questions** about their business, I soon figured out some of them were not even making a measly \$500 per month.

So do not be deceived by likes, comments and followers because it means absolutely nothing unless you can convert them into sales.

The **HOLY GRAIL of online organic marketing** is being able to **CONVERT** traffic into qualified booked appointments, sales & profits using what I just taught you and by following the...

ADVANCED SOCIAL CONVERSION BLUEPRINT...

- 1) Connect
- 2) Attract
- 3) Close
- 4) Follow Up
- 5) Convert

(STRATEGIC VALUE
BASED CONTENT)

DIRECT
AUTHORITY
OUTREACH

ATTRACTION
MARKETING

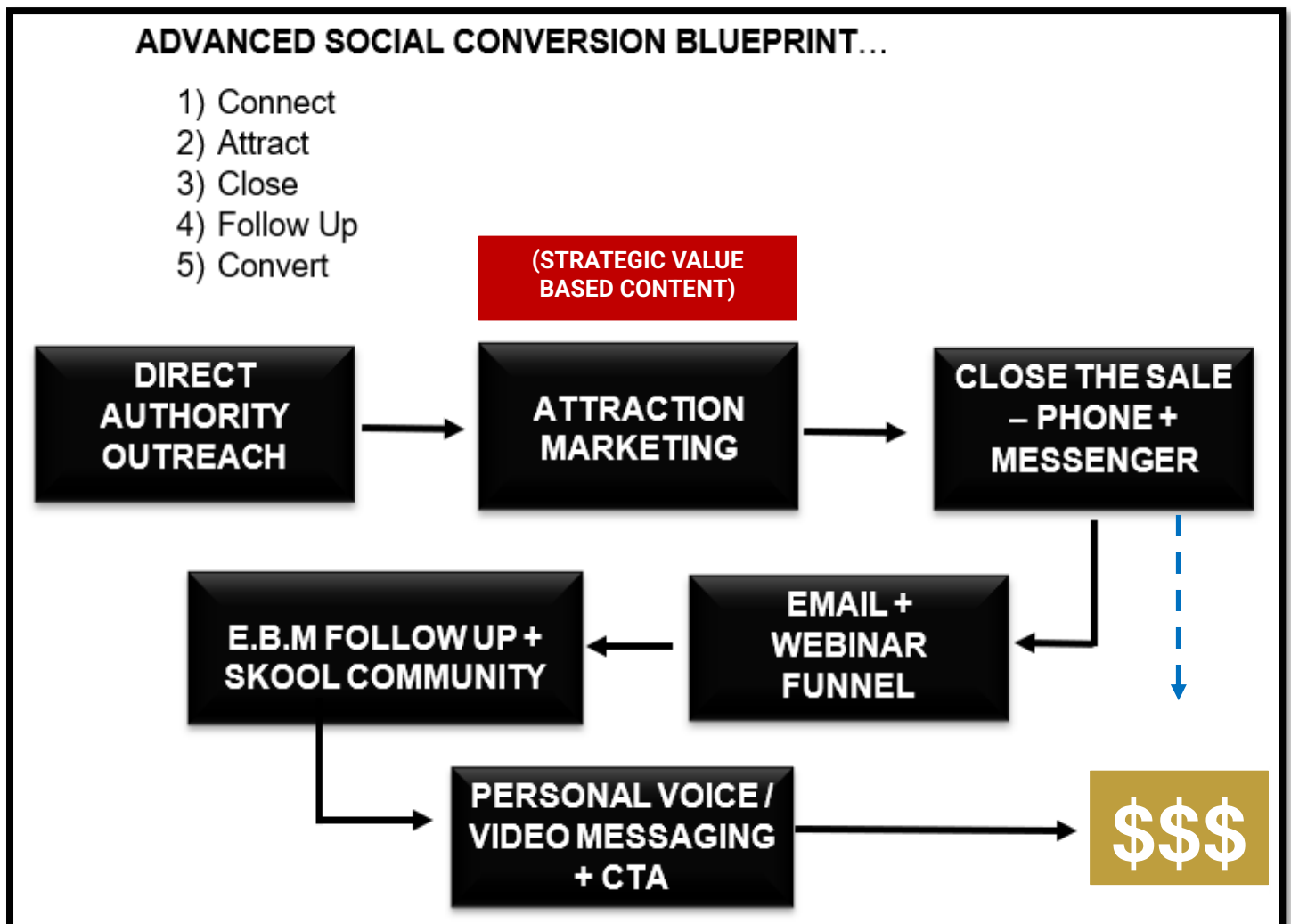
CLOSE THE SALE
– PHONE +
MESSENGER

E.B.M FOLLOW UP +
SKOOL COMMUNITY

EMAIL +
WEBINAR
FUNNEL

PERSONAL VOICE /
VIDEO MESSAGING
+ CTA

\$\$\$



We will build upon the **Advance Social Conversion Blueprint** in the future modules of the Client Acquisition Accelerator training program, so you can convert more leads into clients so keep the diagram top of mind as we progress together.

We will also be talking more about content and promotion cycles in the next module where we will dive into **Strategic E.B.M Content**.

Next up...



STEP #5 - CRM Tracking & Gathering Data To FAST TRACK Results To 6 & 7-Figures – The Fortune Is In The Follow Up!

Tracking leads during cold & warm outreach is crucial for understanding engagement, managing follow-ups, and optimizing your outreach strategy so you can **book qualified appointments** and **convert clients!**

During this step together we will look at some effective methods and tools I personally use for tracking leads and gathering data to make better decisions.

BEGINNER – Option #1 - Manual Tracking with a Google Sheet or Excel Spreadsheet!

To start with all you need to use is a basic spreadsheet with google sheets or excel spreadsheet to track your leads, appointments and clients.

The key when tracking is again, to keep it **super simple**, because as I've mentioned before inside the precious C.A.A modules...

Complexity Fails, Simplicity Scales!

First, we need to define your desired tracking goals!

Tracking Goal #1 – Book Qualified Appointments!

Tracking Goal #2 - Convert Qualified Lead Appointments Into Paying Clients!

**BOOKING APPOINTMENTS, CONVERTING SALES OVER THE PHONE & DM's + E.B.M CONTENT IS ALL YOU NEED TO FOCUS ON TO GET TO \$100,000+ WITH ORGANIC MARKETING!
NOTHING ELSE MATTERS AT THIS STAGE!!!**



While most people in the online space are optimizing for likes, comments, engagement and followers, we are going to optimize for what truly matters!

Which means we want to have a tracking system that allows you to see...

➤ **Which leads are close to booking an appointment!**

&

➤ **Which leads need following up with, to convert into a client!**

These are the only 2 things that truly matter when we use first based principles thinking to get profits flowing in!

When sending 100 – 1000+ direct outreach messages per day you only want to track leads in your spreadsheet that show an interest in booking a call so you can follow up with them and book them on a call.

You also need a system that allows you to follow up with leads that have completed a strategy call with you, so you can follow up with them and convert them into a high-ticket client! This means you must have 3 data tracking sheets which are as follows...

- 1) **D.A.O Organic Tracking LEADS Spreadsheet #1** = *(Track Leads That Have Shown Interest In Booking a Call)*
- 2) **D.A.O Organic Tracking APPOINTMENTS Spreadsheet #2** = *(Track Qualified Appointments That Have Been Completed & Follow Up To Convert Into Client)*
- 3) **D.A.O Organic Tracking CLIENTS Spreadsheet #3** = *(Track Clients That Have Purchased Your Offer & Keep Track Of Their Results By Helping Them - Get & Track Video Testimonials To Use As Social Proof In Your Marketing)*

You'll also want to apply **OFFER ITERATION FEEDBACK** from the market / clients that have purchased your offer!

This will enable you to improve you offer over time by learning what your current clients like about your offer and what needs to be improved and added to make the offer better in terms of helping future clients get results! Make sense?

Let's dive deeper into **spreadsheet #1** –

✓ **D.A.O Organic TRACKING LEADS** That Have Shown An Interest In Booking a Call...

Here's the metrics you'll want to track:

- 1) **Name**
- 2) **Email** *(Manually Add To Email List Autoresponder)*
- 3) **Phone Number**

- 4) **Big Problem**
- 5) **Strategic Content Sent**
- 6) **Lead Score (1-5) 1 = Cold Lead! 5 = Hot Lead!**
- 7) **Appointment Booked**
- 8) **Strategy Call Completed**
- 9) **Desired End Goal**
- 10) **Offer Purchased**
- 11) **Lead Notes** (eg. *Follow Up To Book Appointment! Follow Up To Convert*)

Another strategy we personally use is **LEAD HIGHLIGHTING!** This gives you good indication on which leads need to be followed up with to achieve the 2 tracking goals you are aiming for...

- **Follow Up To Book Qualified Appointment!**
- **Follow Up To Convert Into Paying Client!**

Lead Highlighting Colours:



Black = Cold Lead



Blue = Warm Lead (*Follow Up To Book Appointment*)



Red = Hot Lead (*Booked an Appointment Booked In Calendar / Strategy Call Done – Add To Spreadsheet #2 - Appointments + Follow Up To Convert*)



Green = Client (*Purchased Offer – Add To Spreadsheet #3 – CLIENTS*)

I have built the organic tracking sheet #1 for you using Google Sheets with all the metrics we just covered. Just click the link below, click **“file”** and then click **“download”** and you can use it to track your leads, appointments and sales from your organic direct outreach.

1	NAME	EMAIL	PHONE	BIG PROBLEM	STRATEGIC CONTENT SENT	LEAD SCORE	APPOINTMENT BOOKED
2	Eg: SAM MALSOM	@	XXXXX	BOOKING APPOINTMENTS	YES - 1	4	YES
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

https://docs.google.com/spreadsheets/d/1qdFlnbrTY_TZP8KgnwQzr2pTxwSUCuMU_AnW4vTDcE/edit?usp=sharing

BEGINNER – Option #2 – Tracking With Messenger Organiser CRM!



Messenger organiser is a built in CRM that you can use with Facebook & Instagram!

You add it as a chrome extension and you're able to organise FB & IG conversations, use messaging automation, track leads, add tags and notes for follow up and allows you to have fully optimised **CRM (Customer Relationship Manager)** built into your social media profiles!

You can use this in conjunction with the spreadsheet template I just gave you to help you keep track of follow up conversations to book appointments and convert leads into clients for your high-ticket offer!

You can start a free account at the link below and watch the video tutorial on the page! If you want to send more than 50 messages per day, you can to upgrade your account for \$17/month...

<https://www.messengerorganizer.com/>

- ✓ **D.A.O Organic Tracking APPOINTMENTS Spreadsheet #2** = *(Track Qualified Appointments That Have Been Completed & Follow Up To Convert Into Client)*

With spreadsheet 2, you are going to add all qualified leads from spreadsheet 1 that have booked and completed a strategy call with you but have not purchased your offer yet.

This enables you to have a separate spreadsheet of **WARM LEADS & HOT LEADS** that are on the fence to buying but haven't done so yet for one reason or another.

ADVANCED ORGANIC CONVERSION TIP –

When someone fills out the application form on Calendly you will get sent an email into your inbox with their answers and the time and date of the scheduled call.

Inside the application form it asks the lead for their email address. You can also ask them to send their email address directly on the 15 Min Discovery Call.

When you have completed the 15 min discover call or the full 30 min – 1 hour strategy call and they don't buy straight away on the call, add their email addresses from Calendly into your email autoresponder via a lead capture page manually.

By applying this you are...

CROSS POLLINATING

...your traffic using...

MCM (Multi Channel Marketing)

This enables you to follow up using email automation by providing free value, sharing case studies, client results and **marketing + sales assets** to convert them after you or one of your team members have done the call.

If you don't know how to set this up we will be walking you through how to set up your lead capture page, funnel, email list and automated follow up inside module 9 (*Funnels*) and module 10 (*Email Marketing*)

If you're a bit more advanced and you already have an email list, with email follow ups and an optimized asymmetric conversion funnel...

...**duplicate your existing lead capture page** and manually add leads from your calls into that page so they join your email list or have a V.A or appointment setter do it for you.

The reason for duplicating the lead capture page is because you do not want to be messing up your tracking if you are already running paid traffic by adding leads into the paid traffic lead capture page.

TRAFFIC CROSS POLLINATION Diagram Using MCM (Multi Channel Marketing!)

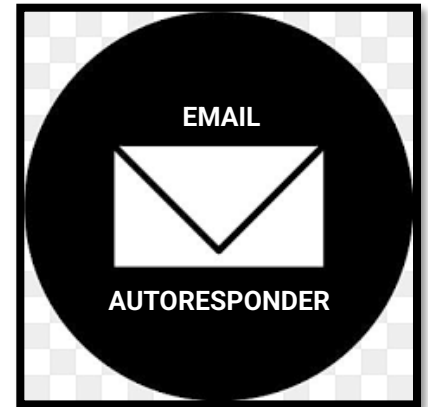
SOCIAL MEDIA



PAID TRAFFIC LEAD CAPTURE PAGE



TRAFFIC CROSS POLLINATION



Enter Details

Name *

Email *

[Add Guests](#)

Contact Number (Include Country Code)

How Long Have You Been Involved in Online Marketing / Business For ?

ORGANIC LEAD CAPTURE PAGE



Manually Enter Email Address
To Join Your List By Cross
Pollinating Your Traffic!

Having a database of people that have booked an appointment with you enables you to track the following key metrics in spreadsheet #2 to convert them into a client...

- 1) **Big Problem**
- 2) **Desired End Goal!** (e.g. Income etc)
- 3) **Objections**

This then allows you to send...

- ✓ **Personalised Strategic Content** to help with the **BIG PROBLEM** (+ *Share Your Results & Your Clients Results*)
- ✓ **Position your offer** as the solution to them achieving their **END GOAL**
- ✓ **Send PERSONAL Voice & Video Messages** straight into the messaging chat inbox to help overcome their **OBJECTIONS** to get them to buy.

The goal here is to **position yourself as an AUTHORITY** in your targeted niche and book them on a follow up call to convert them into a client, or get them to buy over DM messenger chat!

Again, I have built spreadsheet #2 for you so you can track qualified appointments:

	A	B	C	D	E	F	G	H
1	NAME	EMAIL	PHONE	STRATEGIC CONTENT	BIG PROBLEM	ENG GOAL	OBJECTIONS	NOTES
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								

https://docs.google.com/spreadsheets/d/1mCu1YBldRSZB4_IJd-dBq6pHr2wT4hpqnJXBLKlefc/edit?usp=sharing

✓ **D.A.O Organic Tracking CLIENTS Spreadsheet #3 =**

*(Track Clients That Have Purchased Your Offer & Keep Track of Their Results By Helping Them!
- Get & Track Video Testimonials To Use As Social Proof In Your Marketing Then Ascend Them
Up Your Value Ladder)*

**(If you're below 6-Figures FOCUS on ONE OFFER & make it the best offer you can possibly
make, to help people!)**

Awesome work...

The last tracking spreadsheet you will use is to track your **CLIENTS + THEIR PROGRESS & RESULTS** so you can understand how to better help them!

You should also track video testimonials to use as **SOCIAL PROOF** in your marketing which activates the **C.A.L.V.O Flywheel Effect** and use **VALUE LADDER ASCENSION** to upsell your best clients into your high-ticket offer...

(Coaching + Mastermind + Done For You Partnership Offer after you hit 7-Figures...)

Here you will track the following metrics:

1) **Offer Purchased**

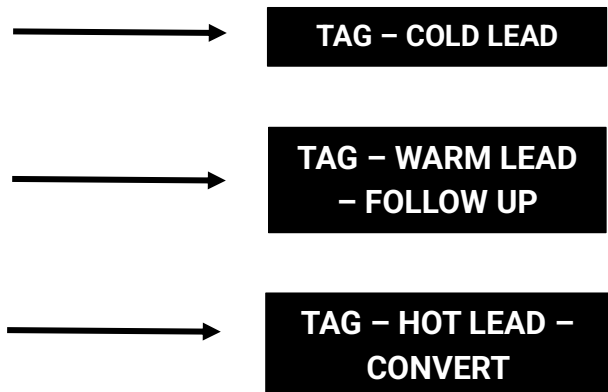
- 2) Price Point / Cash Collected
- 3) Payment Plan
- 4) Big Problem(s)
- 5) Desired End Result
- 6) Client Results Achieved
- 7) Video Testimonials
- 8) Value Ladder Ascension /

Here is the **DONE FOR YOU tracking spreadsheet** to **track CLIENTS** using google sheets, Click the link, then click "file" and click "download" and you're good to go.

1	A	B	C	D	E	F	G	H	I	J	K
	NAME	EMAIL	PHONE	OFFER	CASH COLLECTED	PAYMENT PLAN	BIG PROBLEMS	END GOAL	RESULTS ACHIEVED	VIDEO TESTIMONIAL	VALUE LADDER
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											
16											
17											
18											

<https://docs.google.com/spreadsheets/d/1yFK85yxLg7wOGYDAOhRbL02c3JNdVYyWI6ADW-0Hs/edit?usp=sharing>

Adding Tags With Messenger Organizer So You Can Follow Up With Leads, Appointments & Qualified Prospects!



If you want to get more advanced, you can use messenger organizer and tag your leads so you can keep track and follow up accordingly to convert qualified leads into booked appointments and hot leads / prospects into high ticket sales.

Fantastic. You now have a **FULLY OPTIMIZED ORGANIC TRACKING SYSTEM** completely **DONE FOR YOU** so you can track:

- **Leads Interested In Booking a Call**
- **Booked Qualified Appointments &**
- **Converted High-Ticket Clients.**

Now were going to take a quick look at the...

ADVANCED TRACKING – Using a CRM When Adding On Paid Traffic To SCALE UP!

As you start advancing in your direct outreach and you have enough lead and client data, you'll first hire an appointment setter to take over the organic marketing & direct outreach + follow up! I teach EXACTLY how you can do this during...

Mastery BONUS Module #1) Hiring Proven Appointment Setters & Sales Reps So You Can Free Up Your Time!

You'll then have the option to begin your **paid traffic campaign**.

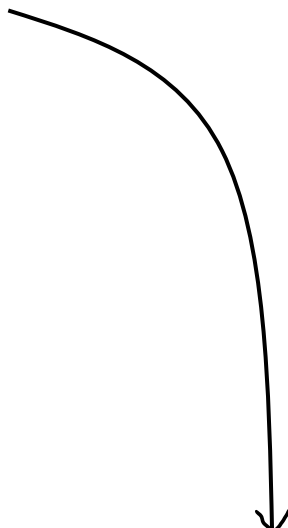
This is the point, I advise you to start using a full...

CRM System (Customer Relationship Management!)

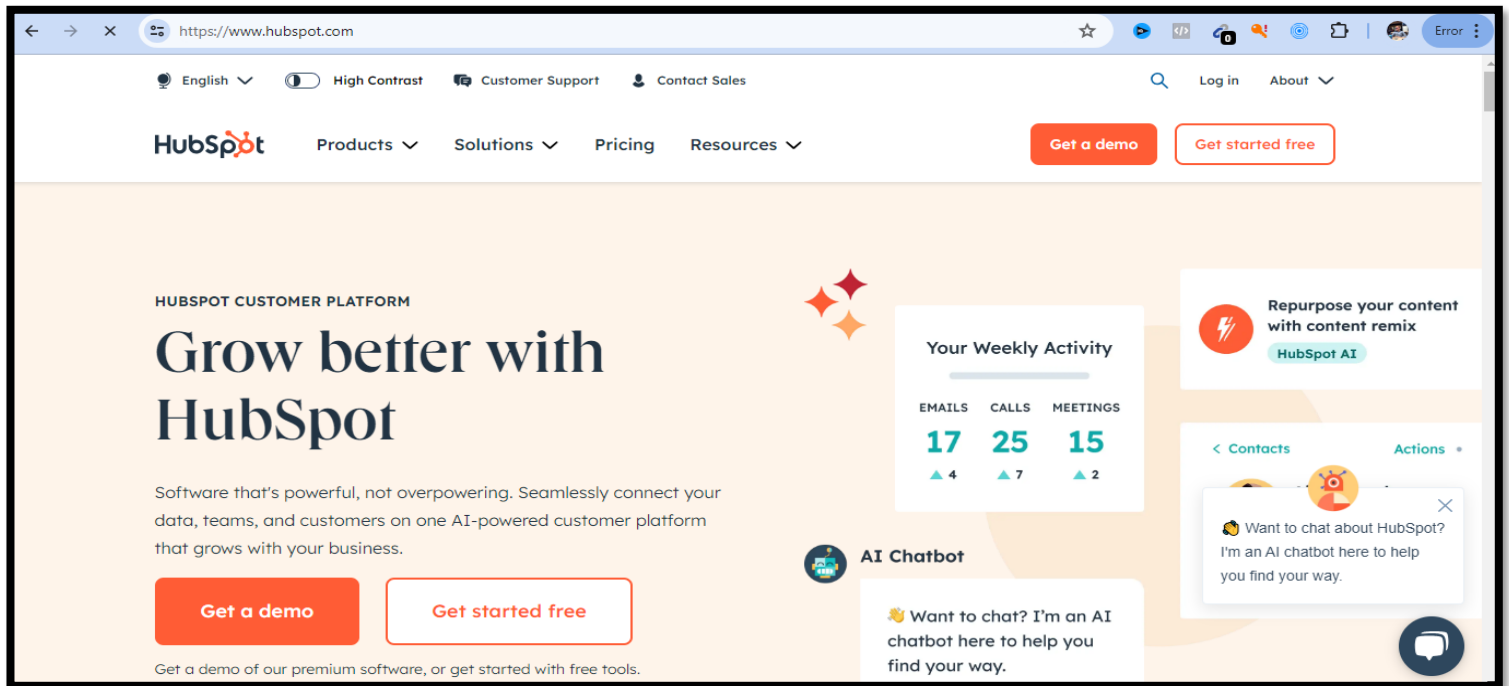
You can still use messenger organiser in conjunction with this but you need a place where all your qualified leads, appointments and sales are tracked from your organic + paid ads campaigns!

CRMs are essential for managing and tracking leads efficiently as you scale. They help keep all information organized and accessible in relation to your organic direct outreach and your paid traffic campaign, while being able to create tags and notes, so you know when to follow up with potential clients.

2 of the best CRM's are:



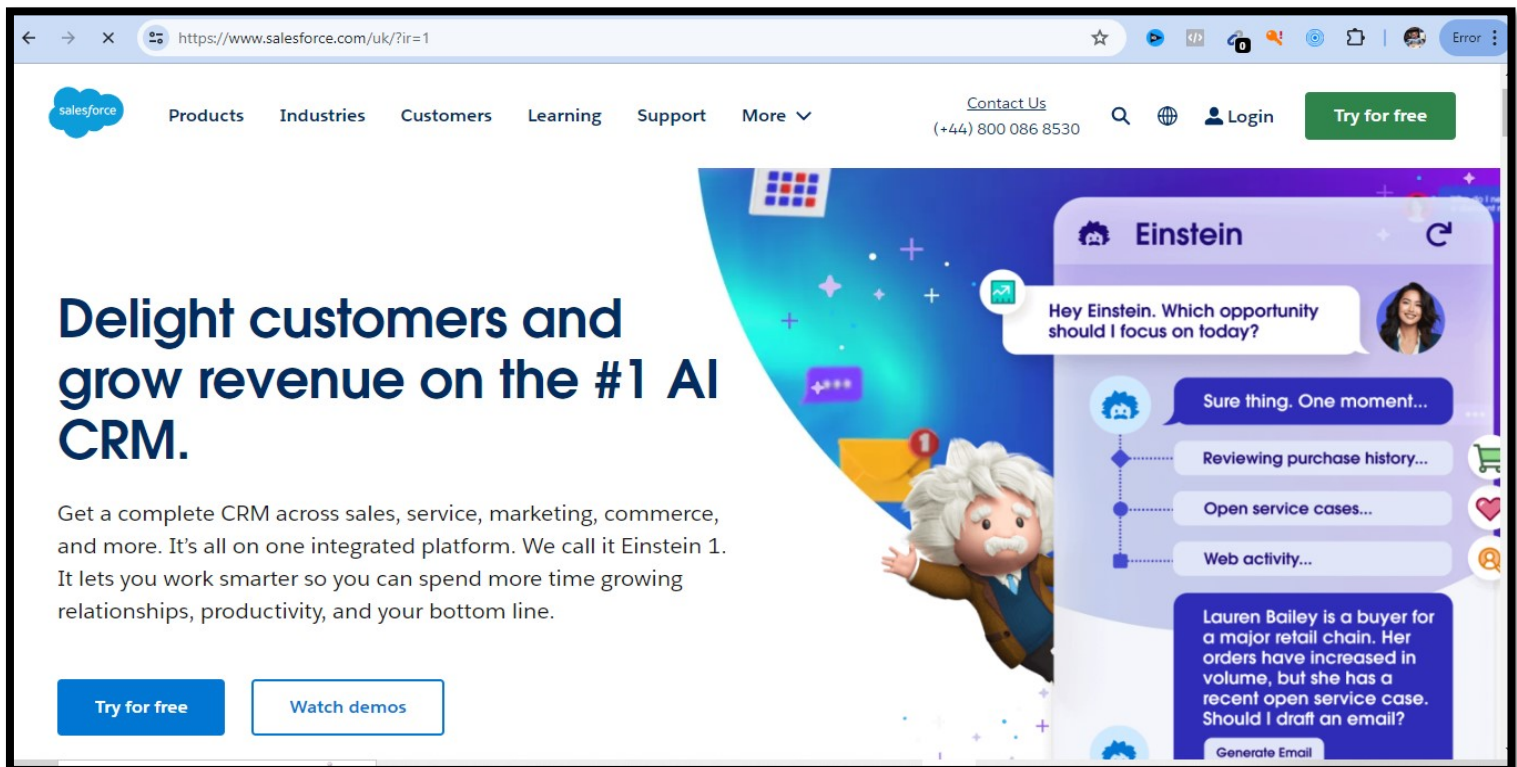
HubSpot CRM: Which you can start for FREE and user-friendly, ideal for small to medium-sized businesses.



Click the link below to start for free:

<https://www.hubspot.com/>

1) **Salesforce:** Highly customizable and scalable, suitable for larger business enterprises with built in AI to help you follow up with leads on the buying end of the spectrum!



Click the link below to learn more about this CRM

<https://www.salesforce.com>

Now Let's Quickly Look At The Lead Tracking Features in CRMs

- **Contact Management:** Store detailed information about each lead, including contact details, interaction history, and notes.
- **Lead Scoring:** Assign scores based on lead engagement and characteristics to prioritize follow-ups.
- **Task Management:** Set reminders and tasks for follow-up actions.
- **Pipeline Visualization:** Visualize the stages of your leads in your sales funnel to monitor progress.

When you have 1000+ leads in your tracking spreadsheet or CRM

You can also then apply something called **STATISTICAL RELEVANCE** (we're going to talk more about this in the paid traffic and funnels modules) which means you can leverage:

Analytics and Reporting Using...

Data Aggregation & Pattern Recognition!

By having the previous 3 tracking sheets that track, **LEADS, APPOINTMENTS & CLIENTS** you'll be using data aggregation by default.

When you have 1000 leads in your tracking data set, you can start using PATTERN RECOGNITION so you can optimise your...

- **OFFER ITERATION VIA CLIENT FEEDBACK** (Look For Similar Big Problems / Desired End Results Your Leads & Clients Describe To You So You Can Improve Your Offer & Your Marketing)
- **LEAD GENERATION & CLIENT ACQUISITION ITERATION** (Look For Patterns That Your Perfect Leads / Perfect Clients Have!)

This Will Allow You To Better Understand Your Core Client Avatar, Which Means You'll Be Able To Target Your Traffic Better When You Start Your Paid Ad Campaign, Enabling You To Go After The BEST Leads Based On Specific Characteristics As Opposed To Wasting TIME On Non-Serious Leads)

When you analyse your outreach data to refine your strategy and you have statistical relevance for your offer, by getting 1000+ leads including their email address in your tracking spreadsheet...

... you can then use this data to launch your paid traffic campaign by creating a **LOOKALIKE AUDIENCE!** We're going to talk more about this in the paid traffic module. Super powerful!

Best Practices For Tracking Leads With Cold & Warm Outreach!

- 1) **Consistent Daily Data Entry:** Ensure that all lead, appointment and client information is entered consistently and accurately each day in your tracking system.
- 2) **Regular Updates:** Regularly update lead, appointments & client statuses and interactions to keep information current.
- 3) **Segmentation:** Segment leads based on leads that are interested in booking a call, qualified appointments and client sales using lead highlighting and the 3 D.A.O organic spreadsheets
- 4) **Delegate & Automate:** Hire an appointment setter to take over your organic outreach after hitting \$20,000 per month in sales consistently & use automation tools like an email autoresponder, to follow up using strategical content and copywriting strategies to book more qualified calls.
- 5) **Review and Optimize:** Periodically review your tracking and outreach data using **statistical relevance** to identify patterns, successes, and areas for improvement.

When you have...

- **1000+ leads interested in booking a call** in your tracking sheet #1...

...use **pattern recognition** and apply **data aggregation**.

Do the same for when you have done...

- **500 - 1000 appointments / strategy calls** in spreadsheet #2 and the same when you have...
- **100 paying clients in spreadsheet #3.**

By effectively utilizing these tools and best practices, you can systematically track leads during cold outreach, ensuring better follow-up, higher engagement, and improved sales conversion rates, while making your offer more irresistible based off client feedback.

The last 4 steps of the D.A.O Method consists of the...



STEP #6 - Strategical Value Based Content Using E.B.M! (*Access @ C.A.A Module #6*)



STEP #7 - Organic Scaling Phase - Hiring V/A's & Appointment Setters + MCM Scaling - Ramping Up To 1000+ Messages Per Day! (*Access @ C.A.A Mastery Bonus Module #2*)

FANTASTIC WORK!

That's the end of module #5!

You are doing GREAT 😊 Keep up the good work!

Here's a **RECAP** of What We've Covered Together During **Module #5**

We've covered the main components of **ORGANIC MARKETING** so you can generate

FREE TRAFFIC!

The only cost is your **TIME!**

Here's the key components:

- 🔑 ✓ **What Is Organic Marketing? Mapping Out The \$100K+ In 100 Days Strategy!**
- 🔑 ✓ **The Difference Between Outbound & Inbound Marketing!**
- 🔑 ✓ **What Is The D.A.O Method & Why Does It Work?**
- 🔑 ✓ **D.A.O Method Script Access!**

The key to making the organic game work is...

HUSTLE, WORK, GRIT & DETERMINATION!

You must also be ready for some **REJECTION** and have **THICK SKIN!**

Not everyone is going to message you back **POLITELY**. And not everyone is going to buy from you!

If you can't take this, then you should not be in business, because rejection is part of the game, as it helps you to become a stronger online entrepreneur!

Remember you are here to **SERVE PEOPLE** and not everyone wants to be served with the value that you can provide when doing **OUTBOUND messaging!**

The key is to stay **CONSISTENT** with the **KPI's (Key Performance Indicators)** & the **KPA's (Key Performance Activities)** even when results and profits are not coming in, especially at the start there are going to be days when it seems like not much is happening in terms of results.

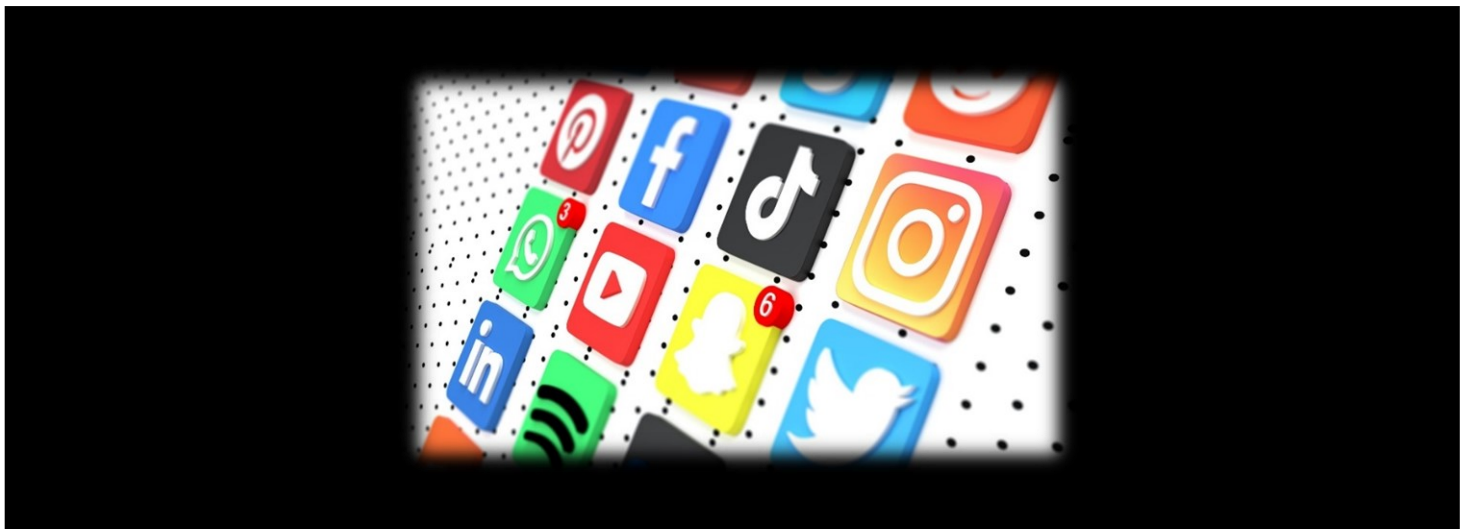
But just know something called the **COMPOUND EFFECT** is taking place and the **LEADS, APPOINTMENTS, CLIENTS & PROFITS** will start to flow to you.

If you are consistent over 90 DAY promotional sprints, you will hit an **INFLECTION POINT** and providing you have an **M.D.I.O (OFFER)** I guarantee you will make high-ticket sales, if you follow **EXACTLY** what I taught you in this module because it's a **PROVEN FRAMEWORK** I have developed and still use to this day to make sales!

The only way it won't work, is if you do not work the system to the T!

The last section we covered was...

🔑 ✓ **Setting Up The Social Media Organic Traffic System!**



Let's finish with the...

Traffic & Lead Generation System - STAGE #1 – \$100K+ Organic Appointment Booking Mastery



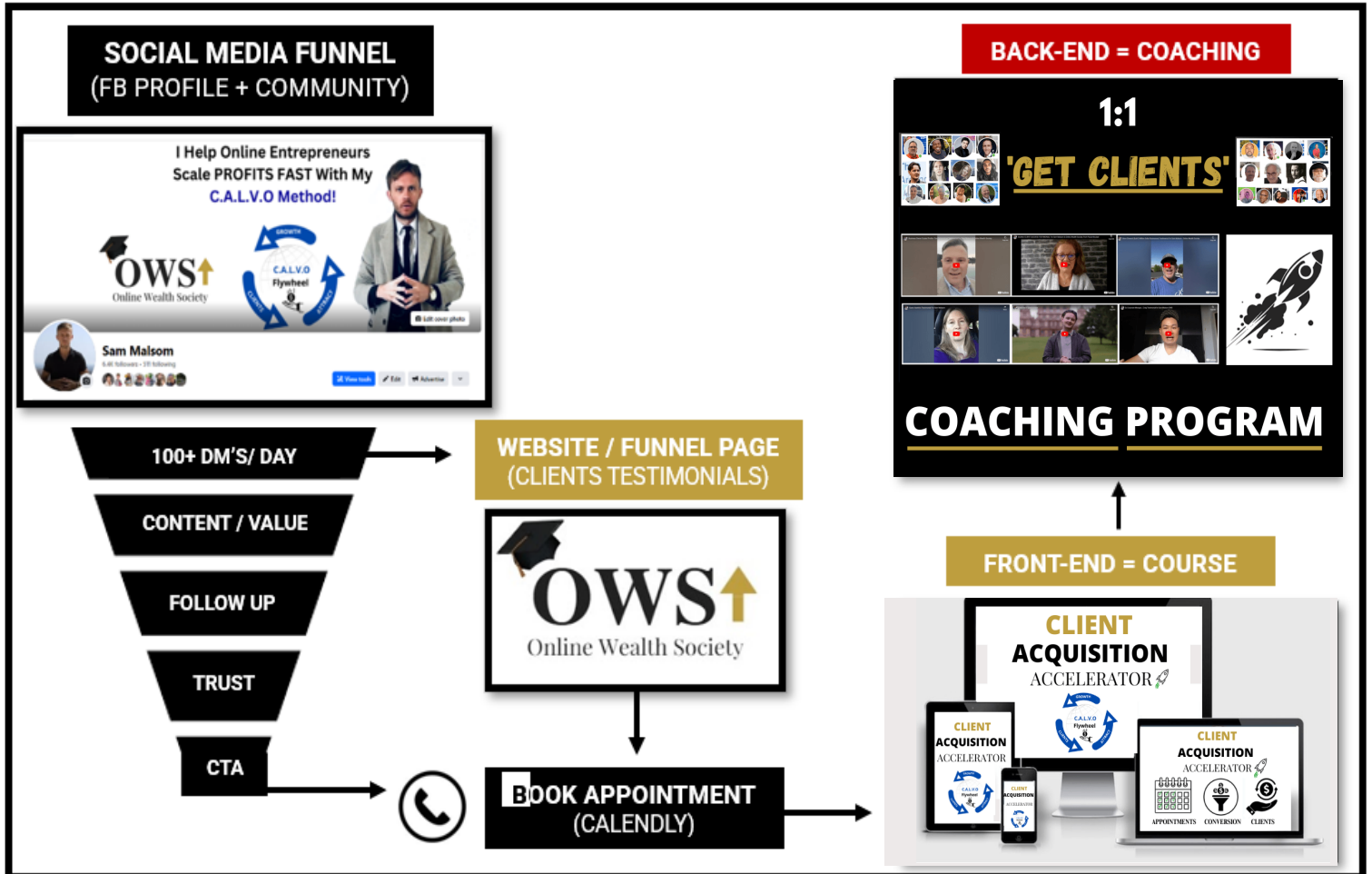
ACTION STEPS!

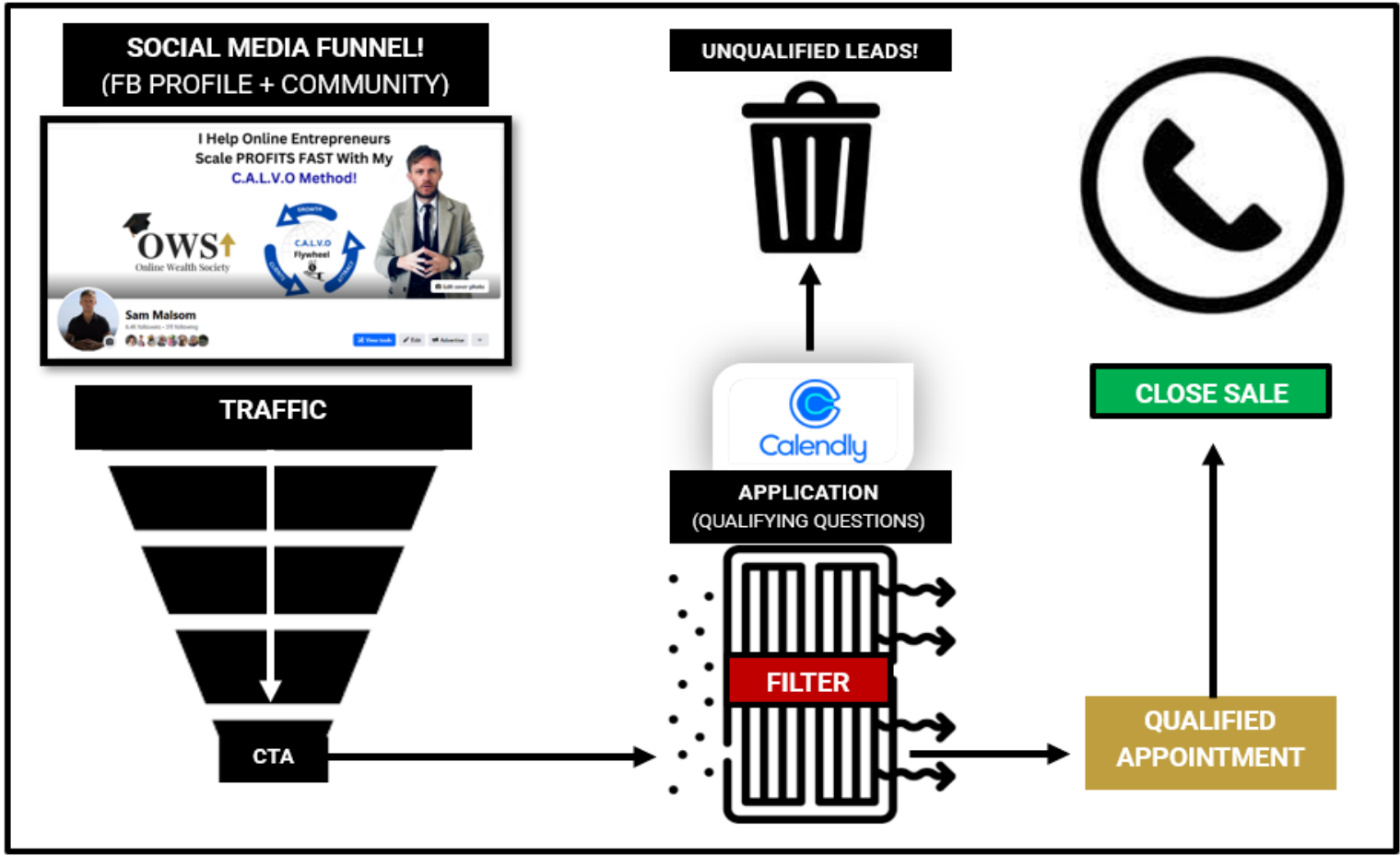


🔑 ORGANIC TRAFFIC SYSTEM ACTION STEP #1 – Map Your Social Media Funnel On Paper & Optimizing Your Social Media Profile As A Lead Generation Machine!

(Pick ONE Channel To Start With Then Use MCM (Multi Channel Marketing) As You Advance Past 6-Figures By Adding Another Social Media Channel!)

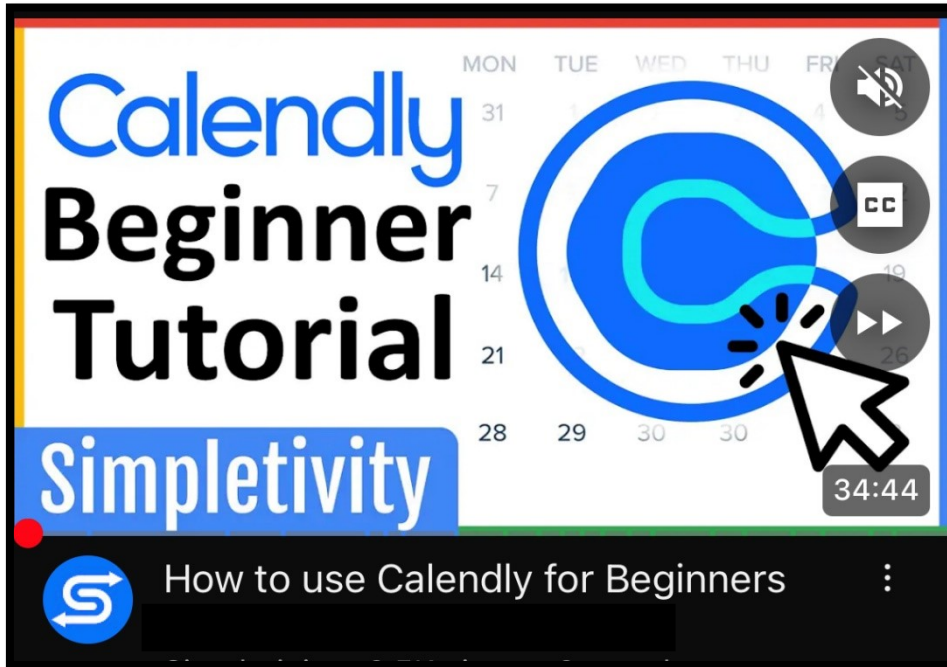
Here's an example of my Social Media Organic Funnel Map:





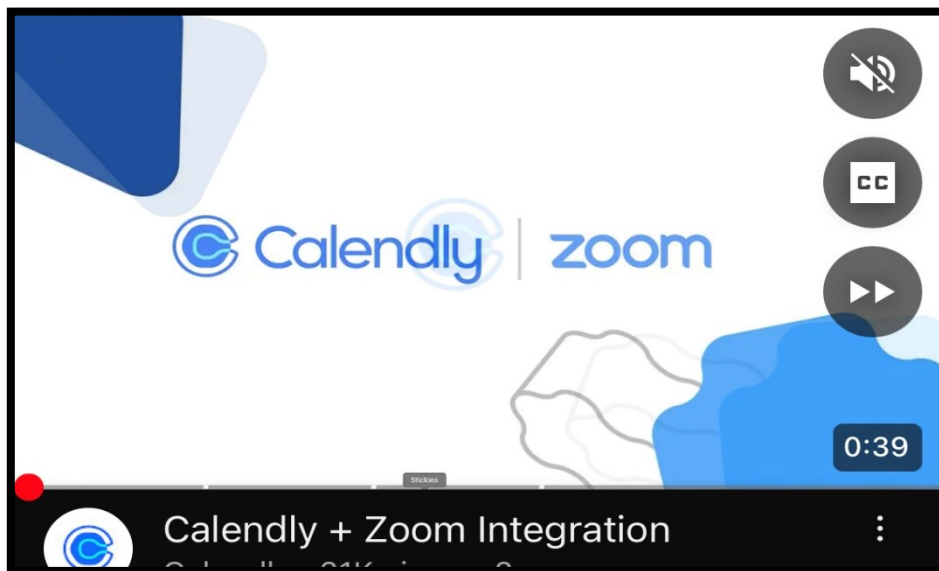
🔑 ORGANIC TRAFFIC SYSTEM ACTION STEP #2 – Set Up Calendly & Zoom – The Funnel Filtering Process! Link Both Software’s Together So You Can Book Appointments & Take Calls!

Here’s a video tutorial on how to set up Calendly.



<https://youtu.be/UZ4T7pLaOIM?si=prRkVNHQKjKUVukD>

Here’s a video tutorial on how to link Zoom to Calendly so you can take calls



<https://youtu.be/2T0gtWUe6Qs?si=7Yo4ko5QJHh5k06R>

🔑 ORGANIC TRAFFIC SYSTEM ACTION STEP #3 – Growing Your Facebook Profile To 5000 Leads & Building For Asymmetric Leverage! (OPTIONAL - Creating Your Community!)

- Use The Following 3 Strategies + Work Flow:

OUTBOUND

AUTOMATION SOFTWARE

**ADD 50-100 LEADS / DAY
(FRIEND CONNECTOR)**

INBOUND

TARGETED GROUP STORY + VALUE POSTS

(BUYERS GROUPS + NICHE TARGETED GROUPS)

OUTBOUND + INBOUND

SUGGESTED FRIENDS + COMMENT BOOSTER!

AS YOU START GETTING TARGETED FRIENDS ON YOUR FB PROFILE, FACEBOOKS ALGORITHM WILL START CREATING A "**SUGGESTED FRIENDS LIST**" THAT ARE SIMILAR TO THE FRIENDS THAT YOU HAVE PREVIOUSLY ADDED! EACH DAY ADD FRIENDS THAT ARE IN THIS LIST WITH MUTUAL FRIENDS!

(OPTIONAL SPEND 15 - 30 MINUTES PER DAY COMMENTING & ADDING VALUE ON TARGETED FACEBOOK GROUP POSTS THEN ADD LEADS IF THEY COMMENT BACK & DM THEM!

D.A.O METHOD WORKFLOW TO GET 5,000 LEADS FAST!

- ✓ **Make a List of Top 30 Niche Based Keywords Using Google Keyword Planner!** *(Add Them To Word / Google Doc)*
- ✓ **Research 30 Niche Targeted Facebook Groups Using Keywords From Previous Workflow Action!** *(Add Them To Word / Google Doc) (By targeting top 30 keywords you should be able to find some hidden FB groups that have not been spammed in relation to your niche, and you'll never run out of groups if you get creative with your search)*
- ✓ **If You've Bought a Product In Relation To Your Niche In The Past That Has A Private Facebook Group Start With Buyers Groups & Add Leads From There** *(Because a Buyer Is a Buyer, Is A Buyer) This is a SUPER POWERFUL method to get **FREE BUYERS TRAFFIC!***
- ✓ **Setup Friend Connector Pro Software & Add 50 – 100 Leads Per Day At 3-5 Minute Interval!** *(The software will add targeted leads from the specific group you have chosen from your research and direct message them automatically WITHOUT you having to waste time manually doing it yourself!)*
- ✓ **Edit & Upload The 2 Messages From The D.A.O Script To Friend Connector** *(MESSAGE #1 - BACKSTORY + / MESSAGE #2 - FIGURE OUT THEIR EXPERIENCE)*
- ✓ **Write a Story Post By Modelling My Story Posts!**
- ✓ **Post Your Story Post In All 30 Groups + Include a Lifestyle Image Within The Post & a C.T.A To Add You As A Friend & Connect!**
- ✓ **Everyone That Likes Or Comments On Your Story Post, Add Them As a Friend Manually!**

You can get Friend Connector software at this link here...
<https://buy.friendconnector.io/optin1684315597885>

Use the

7-Figure Copywriting Framework!

for your social media

posts, and model my post structures to grab attention, draw the reader in and give them to a call to action to add you as a friend.

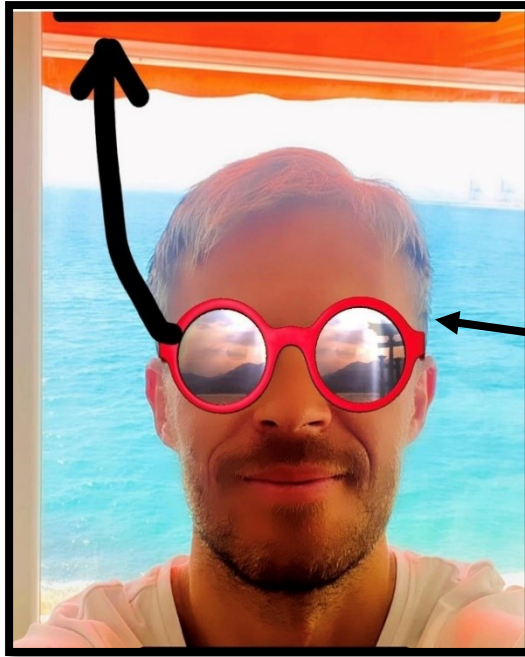
Headline (GRAB ATTENTION = STORY + BIG PROBLEMS + BENEFITS)

Body Copy = (VALUE + RESULTS + AUTHORITY + CREDIBILITY + EXPERT STATUS + POSITIONING)

CTA = (Call To Action)

REMEMBER:

The IMAGE Is
Most Important
Your Aim Is To
Stand Out In The
Newsfeed!



**GRABS
ATTENTION!**



🔑 ORGANIC TRAFFIC SYSTEM ACTION STEP #4 – Access D.A.O Messaging Script & Edit To Personalize It For Your Niche + Offer!



Direct Authority Outreach Script



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

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

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

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

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

Access Your Organic KPI's & KPA'S Mastery So You Can Book Daily Appointments & Convert High-Ticket Sales + **ADVANCED SOCIAL CONVERSION BLUEPRINT!**

KPI's = Key Performance Indicators

KPA's = Key Performance Activities

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



Beginner ORGANIC Traffic
Key Performance Activities To Get Results!



Here's your access link to your KPI's + KPA's...

▶ https://d1yei2z3i6k35z.cloudfront.net/9180631/679bac25e367d_ORGANICTRAFFICKPIsKPAsPDF.pdf

After applying the KPI's & KPA's consistently, you can leverage the blueprint below to **FOLLOW UP** & improve your sales conversion rates

ADVANCED SOCIAL CONVERSION BLUEPRINT...

- 1) Connect
- 2) Attract
- 3) Close
- 4) Follow Up
- 5) Convert

(STRATEGIC VALUE BASED CONTENT)

**DIRECT
AUTHORITY
OUTREACH**

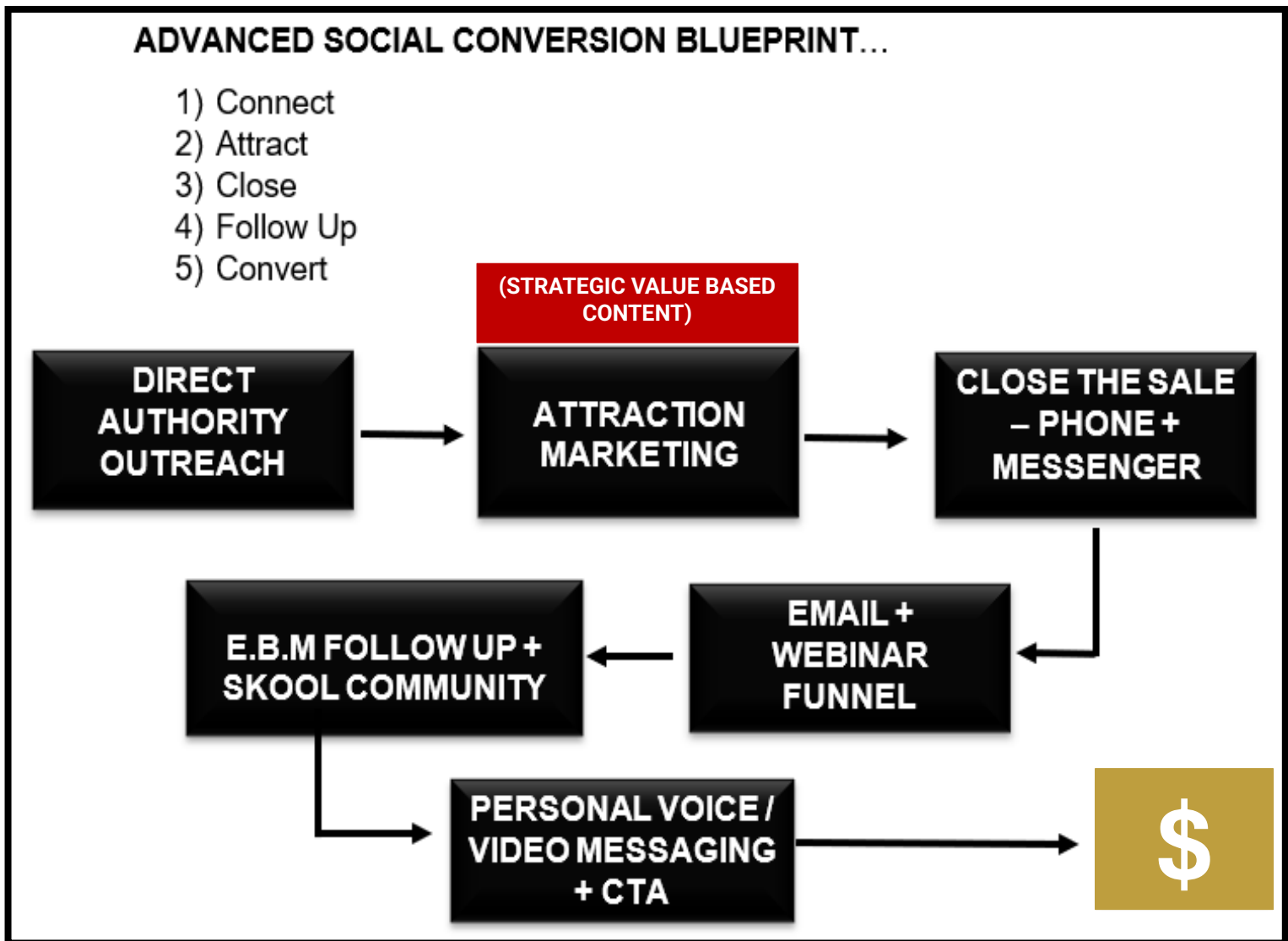
**ATTRACTION
MARKETING**

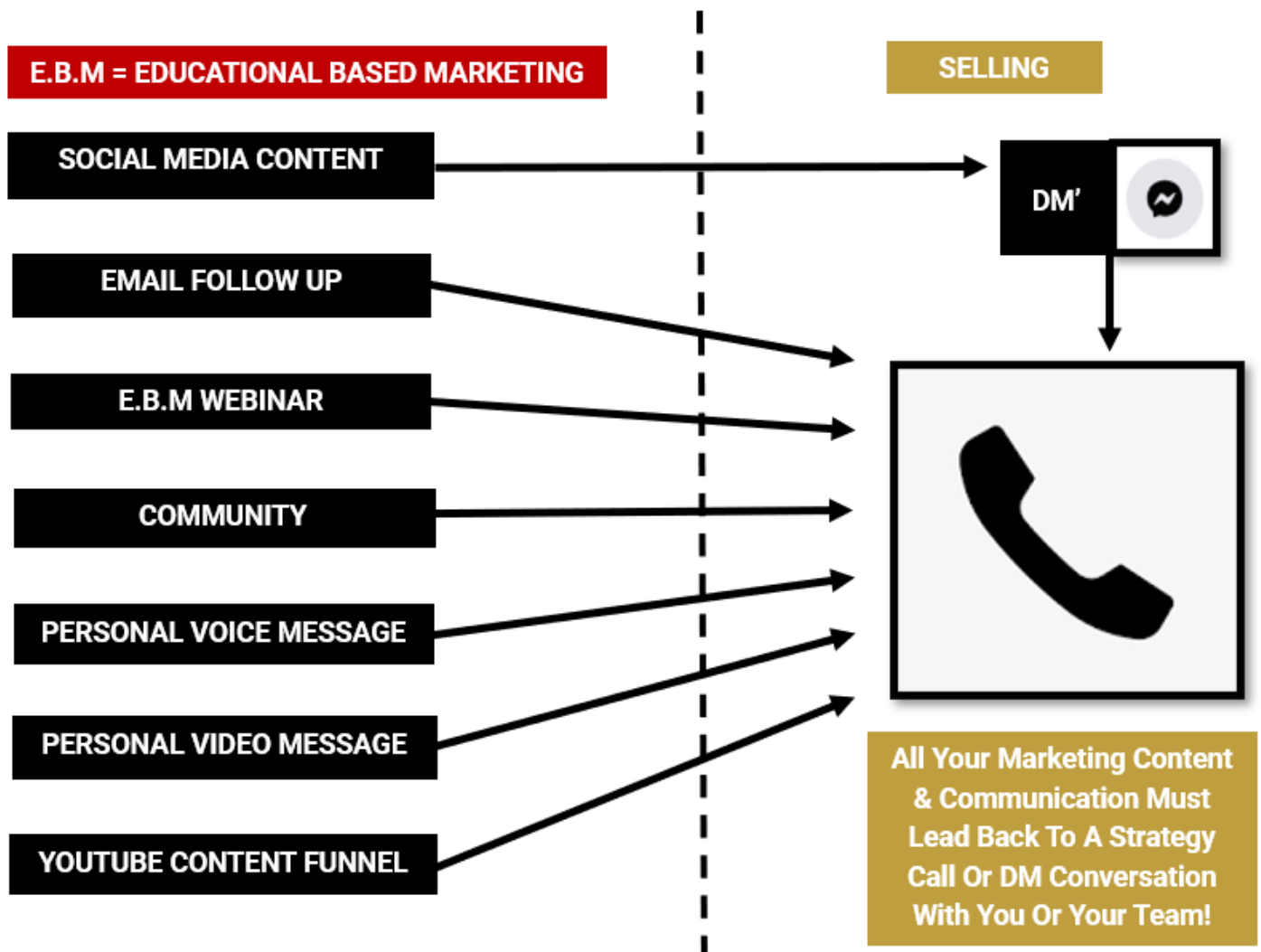
**CLOSE THE SALE
– PHONE +
MESSENGER**

**E.B.M FOLLOW UP +
SKOOL COMMUNITY**

**EMAIL +
WEBINAR
FUNNEL**

**PERSONAL VOICE /
VIDEO MESSAGING
+ CTA**





🔑 ORGANIC TRAFFIC SYSTEM ACTION STEP #5 – Access Your **DONE FOR YOU Tracking Spreadsheets & Gather Data To FAST-TRACK Results To 6 & 7-Figures!**

Remember The Fortune Is In The Follow Up!

- ✓ Spreadsheet #1 – D.A.O Organic **TRACKING LEADS** That Have Shown An Interest In Booking a Call...

https://docs.google.com/spreadsheets/d/1qdFlInbrrTY_TZP8KgnwQzr2pTxwSUCuMU_AnW4vTDcE/edit?usp=sharing

- ✓ **Spreadsheet #2 – D.A.O Organic Tracking APPOINTMENTS Spreadsheet #2 =**
(Track Qualified Appointments That Have Been Completed & Follow Up To Convert Into Clients)

https://docs.google.com/spreadsheets/d/1mCu1YBldRSZB4_IJd-_dBq6pHr2wT4hpqnJXBLKlefc/edit?usp=sharing

- ✓ **Spreadsheet #3 – D.A.O Organic Tracking CLIENTS =**

(Track Clients That Have Purchased Your Offer & Keep Track of Their Results By Helping Them!
- Get & Track Video Testimonials To Use As Social Proof In Your Marketing Then Ascend Them Up Your Value Ladder... if you have one)

<https://docs.google.com/spreadsheets/d/1ybFK85yxLg7wOGYDAOhIRbL02c3JNdVYyWI6ADW-0Hs/edit?usp=sharing>

When you have...

- **1000+ leads interested in booking a call** in your tracking sheet #1 you'll have **STATISTICAL RELEVANCE...**

...use **pattern recognition** and apply **data aggregation**.

This will give you **proof of concept** to see if your **OFFER** has **PRODUCT MARKET FIT**

Do the same for when you have done...

- **500 - 1000 appointments / strategy calls** in spreadsheet #2 and the same when you have...
- **100 paying clients in spreadsheet #3.**

By effectively utilizing these tools and best practices, you can systematically track leads during cold outreach, ensuring better follow-up, higher engagement, and improved sales conversion rates.

By doing this it will also help with **OFFER ITERATION** based off **FEEDBACK** from the market

And **REMEMBER...**

BOOKING APPOINTMENTS, CONVERTING SALES OVER THE PHONE & DM's + E.B.M CONTENT IS ALL YOU NEED TO FOCUS ON TO GET TO \$100,000+ WITH ORGANIC MARKETING!

NOTHING ELSE MATTERS AT THIS STAGE!!!



FINAL NOTE OF **MOTIVATION**:

💣 Why Making \$100,000+ From Organic Social Media Marketing Beats 4 Years of University! 💣

Forget spending 4 years studying at uni and accumulating \$50,000 - \$100,000+ worth of debt for a job that's not even guaranteed.

The key as we move into the digital AI future is to educate yourself via learning from **EXPERTS** that are in the trenches doing the work, not teachers reading from text books!

With the organic social media marketing **TRAFFIC SYSTEM**, you can start today, build your brand, and make \$100,000 in your first year... all without the traditional route.

I made **\$100k in less than 100 days** with this exact method so its **PROVEN!**

👉 Why It Works:

1. **Start Immediately**: No waiting around for a degree or job offer. You can begin building your business today and making profits within days or weeks, providing you have an **M.D.I.O (OFFER)** that I taught you how to create during module #2 of the Client Acquisition Accelerator course + coaching program!
2. **Low Cost, High Reward**: Your laptop, phone, applying the strategy (time) and creativity are your only investments... everything else is **PURE PROFIT!**
3. **Freedom**: You are your own boss, you set your own schedule, and you choose the clients you want to work with.
4. **Endless Growth**: Social media is always evolving, meaning limitless opportunities to scale your income.

When you add cold calls (*optional*) and paid traffic as you advance, on top of what I have taught you... **you can SCALE to 7-Figures and beyond very rapidly!**

You don't need a degree or some random certificate to succeed.

The **results** you get yourself and the results you help your clients achieve are your **CREDENTIALS!**

Yes, this method takes **WORK**, but it's a lot less work than grinding away at college / university and working a 9-5 rat race job for 40+ years which pays you a lot less.

FOLLOW EXACTLY WHAT I TAUGHT YOU IN THIS MODULE &

GET PROMOTING!

Apply This **PROVEN** Strategy Over The Next **90 DAYS** By Being **CONSISTENT & DISCIPLINED!**

You have everything you need to hit multi-6-figures inside module #1 to module #5 of C.A.A!

There are **WINNERS** & there are **EXCUSE MAKERS!**

You choose which category you want to be in, based off your decisions, actions, behaviours and habits! 😊

See you inside module #6... where I am going to teach you how to **CONVERT ICE COLD LEADS INTO QUALIFIED APPOINTMENTS & CLIENTS** using...

E.B.M Content STRATEGICALLY!

(Module #6) 7-Figure E.B.M Strategical Content Marketing + Conversion!

This will add **even more FUEL TO THE FIRE** if you apply what I taught you in this module correctly!

Hope you got value from this training!

Talk Soon!

Appreciate You!

Sam Malsom 😊

