

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



Hey and welcome to Module #6 of the **Client Acquisition Accelerator**.

(The 7-Figure Strategical E.B.M Content Strategy)

The **GOAL** of this module is to help you **MAXIMIZE** your **sales conversion** rates & provide real **VALUE** to your lead flow, so you can educate people and help you book qualified appointments on your calendar with high-ticket clients!

Understanding The True Power of The C.A.L.V.O Method!

C.A.L.V.O = Client Acquisition & Lead Value Optimization!

When you apply **E.B.M = Educational Based Marketing**... you increase **C.A.L.V.O** by default!

Many of my previous coaching and growth consulting clients ask me...

“Sam, do I need to create content to make \$10,000 per month from my online business?”

My answer...

“NO, all you need to do is focus on creating an irresistible offer, getting targeted leads, direct outreach messages / cold calls, booking appointments and selling.

However, if you do implement some kind of content, you’ll have way less sales resistance from clients!”

Think about this scenario for a second.

Potential Client A is a cold lead that does not know who you are, the value you provide, your expertise & how you can help them get the end-result they desire.

They’ve not gone through any of your content, which means they’ve not invested any of their **TIME & ATTENTION** with you. Zero trust or relationship built.

Potential Client B on the other hand, has watched hours of your free content, they’ve invested actual time with you **DIGITALLY**...

...you’ve been chatting to them on the DM’s, sending them emails, figuring out their biggest challenges that’s stopping them from getting the end-result they desire.

Maybe you or your appointment setter has spent some time genuinely trying to get to know and understand the person better and they are seeing your social media posts.

You’ve sent them strategical content pieces directly to their social media messaging inbox & email inbox that helps them with the specific problems they are facing, using the **WOW not the HOW method**.

Maybe they even watched an educational based webinar from you.

When you ask client A or client B whether they want to jump on a call with you, who do you think is going to be...

- 1) More open to booking an appointment with you on your calendar?**
- 2) More eager to buy on the strategy call?**

Obviously, **Client B**, right!?

>>>>> **CONTENT = TRUST!** <<<<<

And TRUST in business is the KEY INGREDIENT to making effortless sales WITHOUT client buyers resistance!

And even if they don't buy straight away were going to follow up with them and hammer them with so much insane FREE amazing value that they eventually buy over time!

From our data... It takes around 7 hours of clients time & attention going through your content before they become a client!

Yes, there will always be hyperactive buyers that are in need of what you are selling that buy straight away, but the majority of clients will need **7+ hours invested into your free content** before they make a purchase!

If you want to scale past \$10k - \$20k per month to \$100,000 per month and beyond...

CONTENT IS CRUCIAL!

However, you can't just put out any content like the majority of people do.

It has to be strategical and align with the BIG PROBLEMS that plagues your targeted niche while implementing blue ocean market positioning!

Inside this module I am going to teach you the concept of...

LEAD VALUE OPTIMIZATION...

...which forms the 2nd part of the C.A.L.V.O Method via strategical content that does 5 KEY things...

- 1) **Grabs Your Perfect Clients ATTENTION!**
- 2) **ATTRACTS** Better Qualified Serious Leads That Buy Now!
- 3) **EDUCATES** Prospects Which Lowers Their Buyers Guard!
- 4) **Opens Up The Gateway** To Ask For The Sale / Attracts Clients To You!
- 5) Increases **PROFITS** By Positioning You As An **EXPERT AUTHORITY** Even If You Don't Have **RESULTS... Yet!**

When you nail this, each lead on your list + social media list will be worth 3-5X your competition and you'll have more appointments and sales flowing in DAILY than you know what to do with.

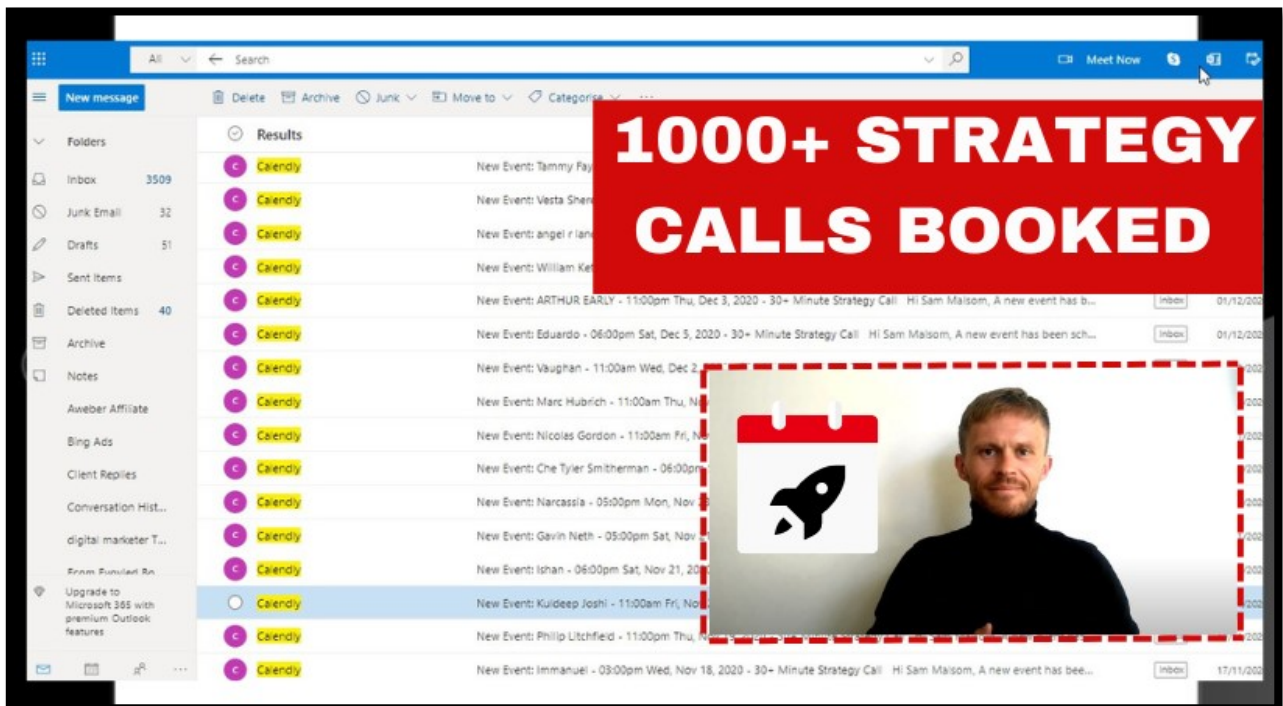
Here's some real proof...

Automatic **Traffic & Lead Flow** + **Inbound Messages** Video Proof!



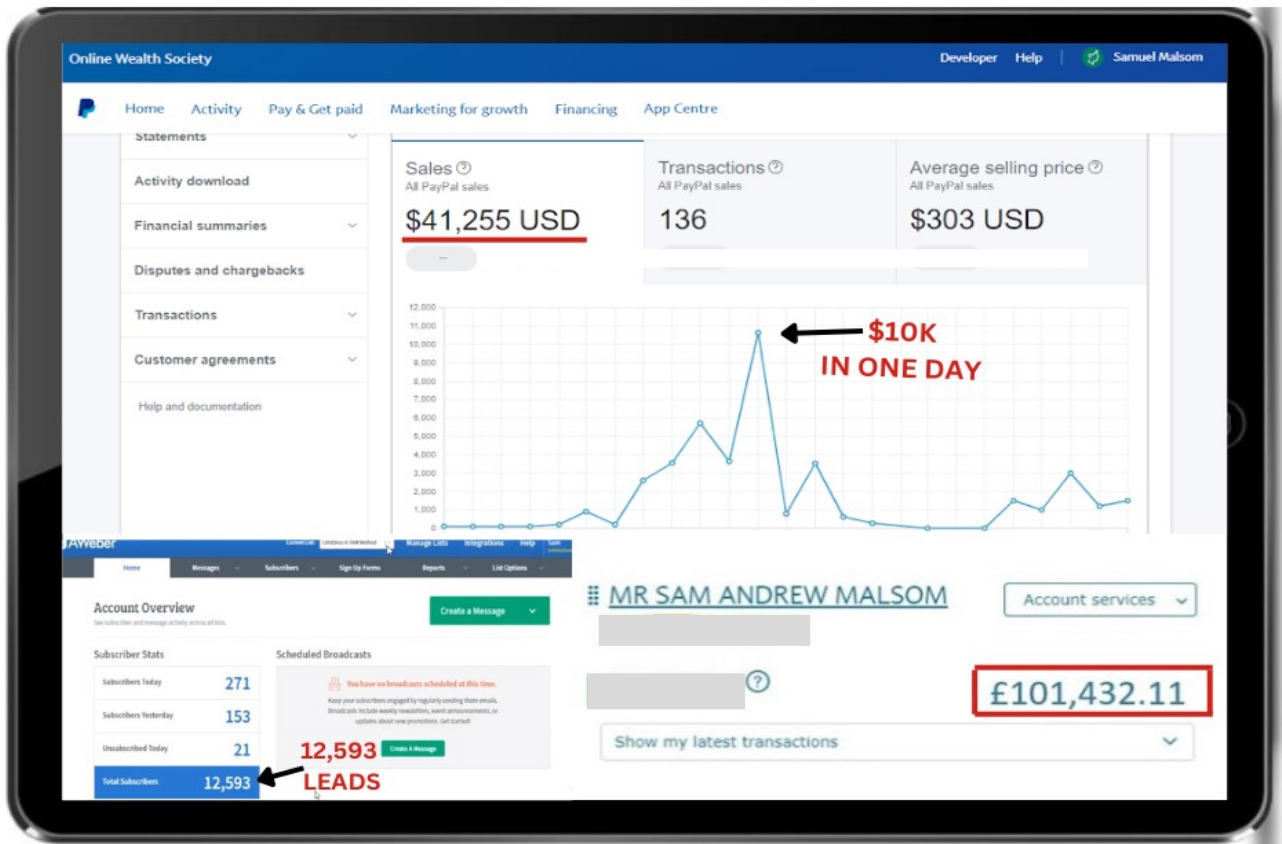
<https://youtube.com/shorts/RGDgyw1CvsA?feature=shared>

Automatic **Appointment Booking** Mastery Video Proof (1000+ Strategy Calls Booked With High-Ticket Clients)



<https://youtu.be/u8-ORQtQNs?feature=shared>

Resulting In Daily & Monthly Profits Like This...



<https://youtu.be/zu-htja3Kxk?feature=shared>

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

- 🔑 **PHASE #1 - The E.B.M Blueprint – Deeply Understanding Educational Based Marketing Like a Pro!**
- 🔑 **PHASE #2 – Front-End Content Vs Back-End Content Funnel Diagram For L.V.O (Lead Value Optimization!)**
- 🔑 **PHASE #3 – Organic Content Transmutes Into Paid Traffic Content – Building Value For Your Asymmetric Sales Funnel Launch System!**
- 🔑 **PHASE #4 – [ADVANCED] The Multi 7-Figure Strategic Content Asset Strategy – Generate Traffic, Book Appointments, Get Clients & Print Profits Without Sales Resistance!**

Let's begin...

PHASE #1 - The E.B.M Blueprint – Deeply Understanding Educational Based Marketing Like a Pro!

E.B.M

Educational

Based

Marketing



Welcome to phase #1 of module #6.

The **E.B.M Blueprint** is something I created after a year of struggling to convert sales.

As soon as I started sharing real **VALUE** by implementing what I am going to teach you inside this module, sales resistance on strategy calls lowered and more **TRUST** was built with my leads & prospects resulting in a consistent flow of daily sales!

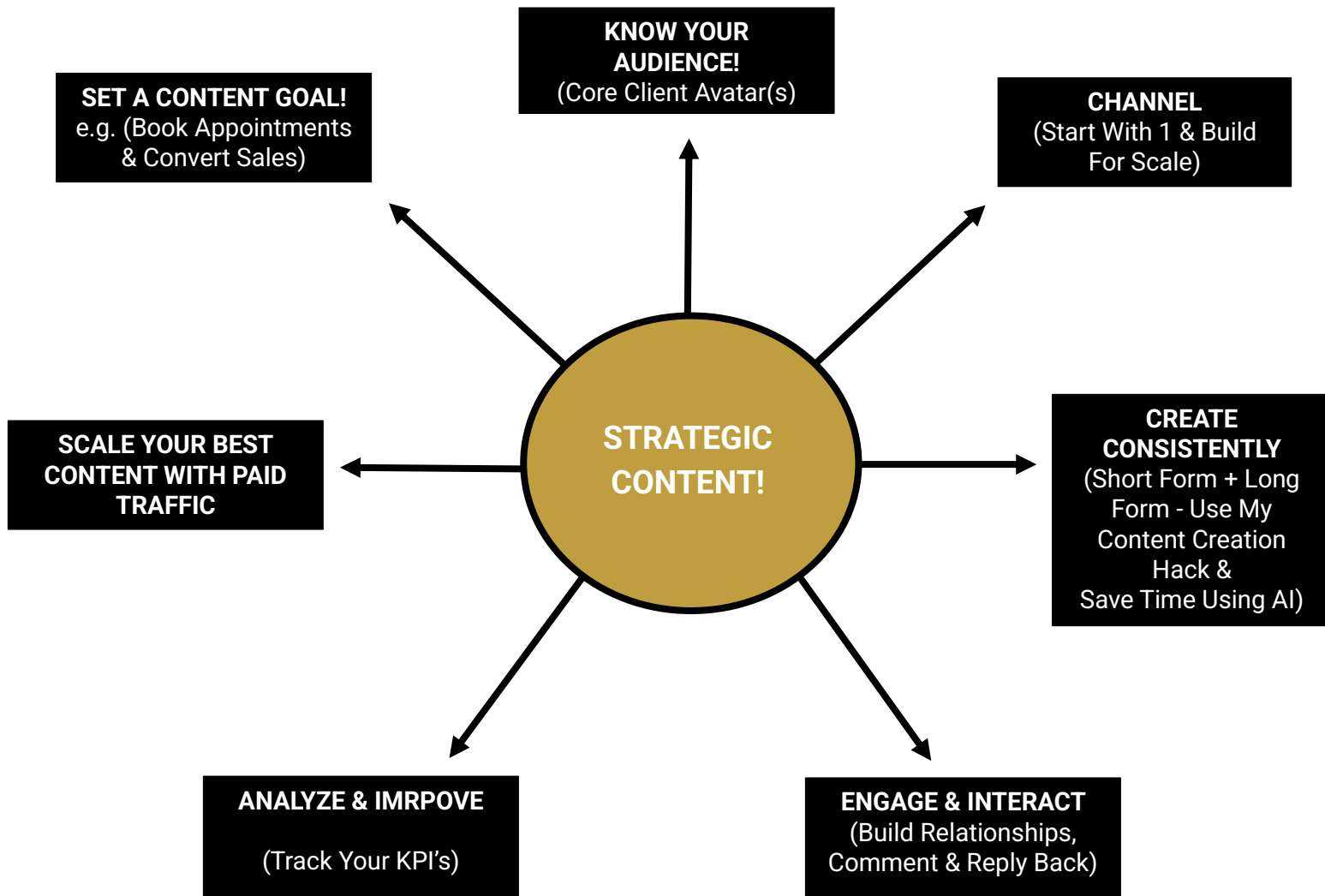
Here's the topics we will go over so you can **deeply understand the power of E.B.M** and why it will make you a lot more money if you implement as you scale through the revenue levels.

- 🔑 **STEP #1 – The Big Picture of Strategic Content Marketing!**
- 🔑 **STEP#2 – Understanding E.B.M!**
- 🔑 **STEP#3 – Calculating % Ratio of D.R.M Vs E.B.M!**
- 🔑 **STEP#4 – Creating Content Via Specialised Knowledge + Insights!**
- 🔑 **STEP #5 - Mapping The Customer / Client Buyers Journey + Wow Not How Content Format!**
- 🔑 **STEP#6 - Understanding Market Sophistication + Consciousness Levels!**

🔑 STEP #1 – The Big Picture of Strategic Content Marketing!

Strategic content marketing involves creating and distributing valuable, relevant content to attract and engage a defined audience, solve problems and drive profitable action.

Here's the big picture overview:



Set A Content Goal:

Align your content marketing with business objectives like booking strategy calls, brand awareness, lead generation, and sales. **Pick 1-2 content goals!**

Know Your Audience:

Develop a detailed client avatar(s) document which you did during module #1 of C.A.A and map the customer journey to tailor content to each stage (**awareness, consideration, decision**) which we will do together in a moment.

Channel:

Use email and social media channels like Facebook, YouTube, Instagram, LinkedIn, Twitter / X, TikTok! If you are below \$10k-30k per month **pick ONE platform** and master it before adding more channels to scale up!

Create Consistently With The Help of AI:

Produce high-quality content consistently in the form of emails, social media posts, videos, blogs, infographics etc, that addresses your audiences problems, needs and interests.

Pick a maximum of 3 content formats (**I advise email + video + social media posts!**)

Here's my daily content structure:

- ✓ **1 - 2 Emails / Day!**
- ✓ **1 - 3 Social Media Posts / Day**
- ✓ **Short Form = Daily Posting on Stories & Reels Using Organic VALUE / PROMOTION Cycle**
- ✓ **Long Form = 1 Content Video / Week!**

If you are just starting FOCUS ON 1 to start with. If you are more advance do ALL 4!

I'm going to show you a content hack inside this module which will allow you to apply leverage and save time!

Engage and Interact:

Build the relationship through social media interactions and feedback loops, fostering engagement and refining strategies based on audience input. You can do this by replying back to comments and commenting on other peoples posts

Analyse and Improve:

Track performance using analytics, measure against KPIs, and iteratively improve content strategies based on data insights.

- ✓ **Email = Track Open Rates, Click Through Rates & Email Replies!**
- ✓ **Social Media Posts = Track Likes & Comments!**
- ✓ **Videos = Track Views & Watch Time!**

The only reason you'll want to track these metrics is to gauge which content pieces are getting the most engagement and traction, so you know what works and what doesn't.

At the end of each month go through your content analytics and see which posts got the most engagement.

You'll then create more content that is similar to the content that worked in the past by scaling the best with paid traffic.

KEY METRIC QUESTION =

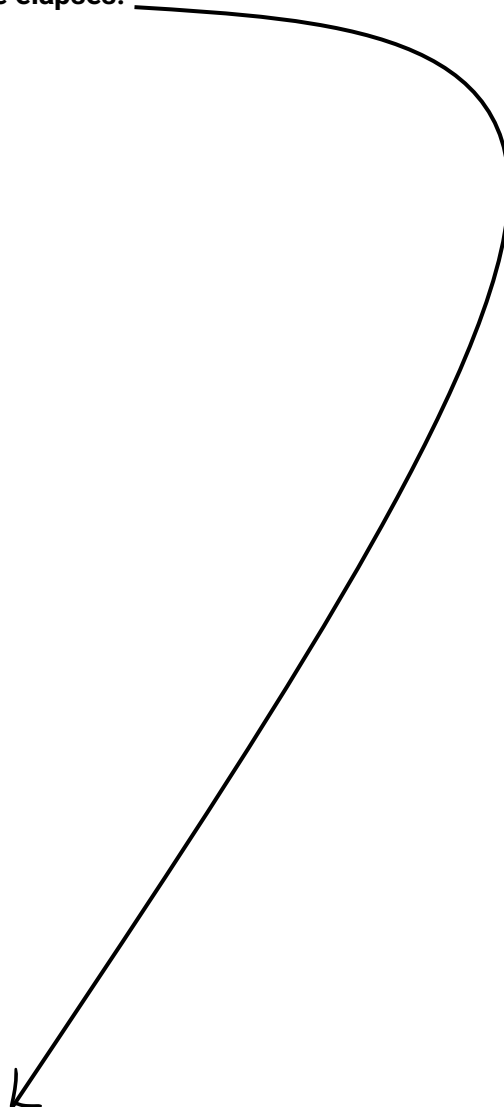
“Is Your Content Optimizing For Content Goal e.g. (More Qualified Appointments & Sales?)”

Scale Your Best Content With Paid Traffic: After 90 days of creating consistent content, find your best content and leverage it when you start running paid traffic into your funnel!

By focusing on these key elements, you as an online business owner can enhance brand loyalty, drive engagement, and achieve long-term marketing goals

Here's 5 **BENEFITS**...

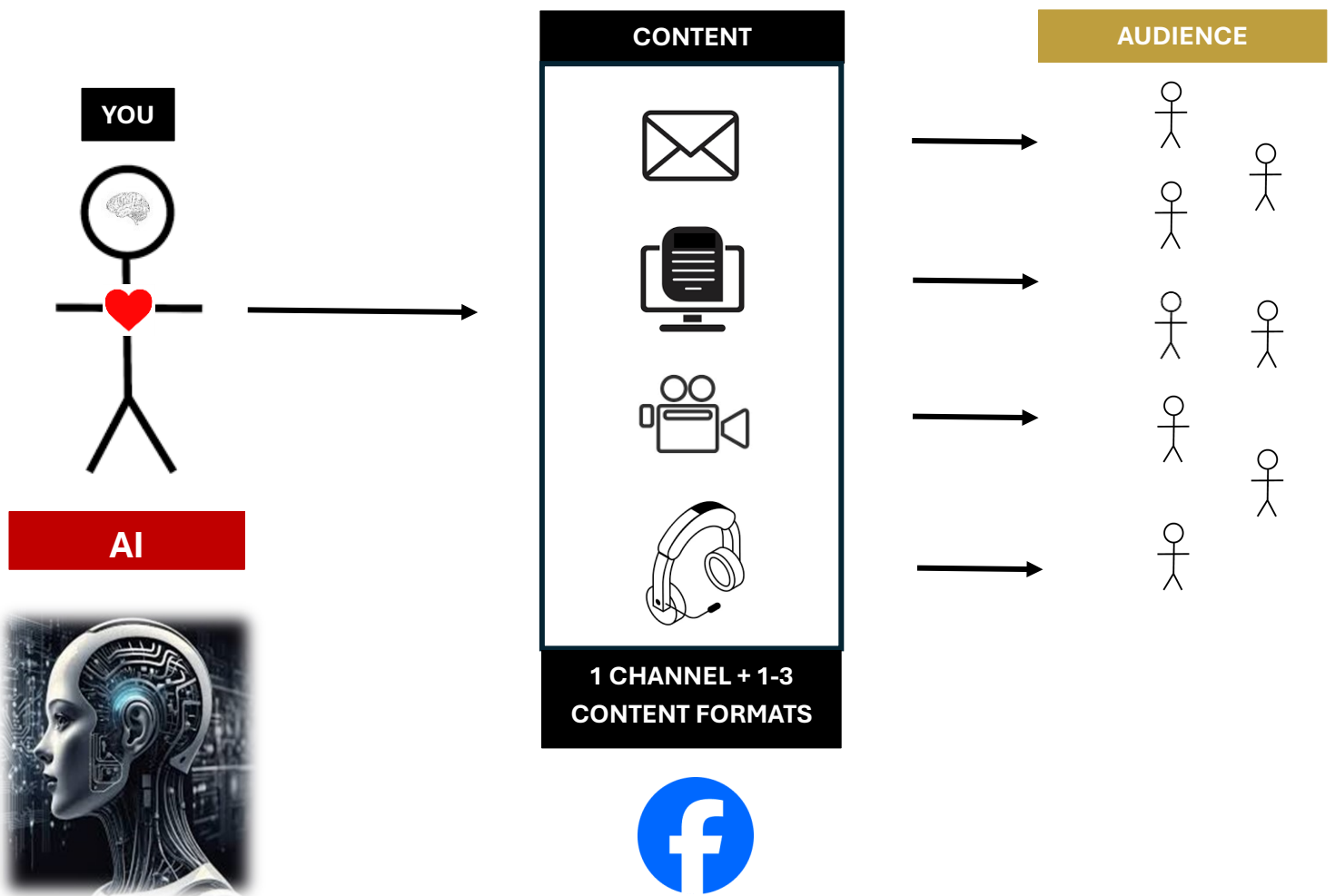
- ✓ **Content helps build your BRAND!**
- ✓ **Posting content is SCALABLE when done correctly!**
- ✓ **It's more SCALEABLE than cold and warm outreach because it compounds!**
- ✓ **Content turns cold traffic / leads into warm LEADS / PROSPECTS!**
- ✓ **When you add strategic content with organic traffic + paid ads you can SCALE FAST & increase L.V.O (*Lead Value Optimization*) which results in a massive increase in PROFITS as time elapses!**



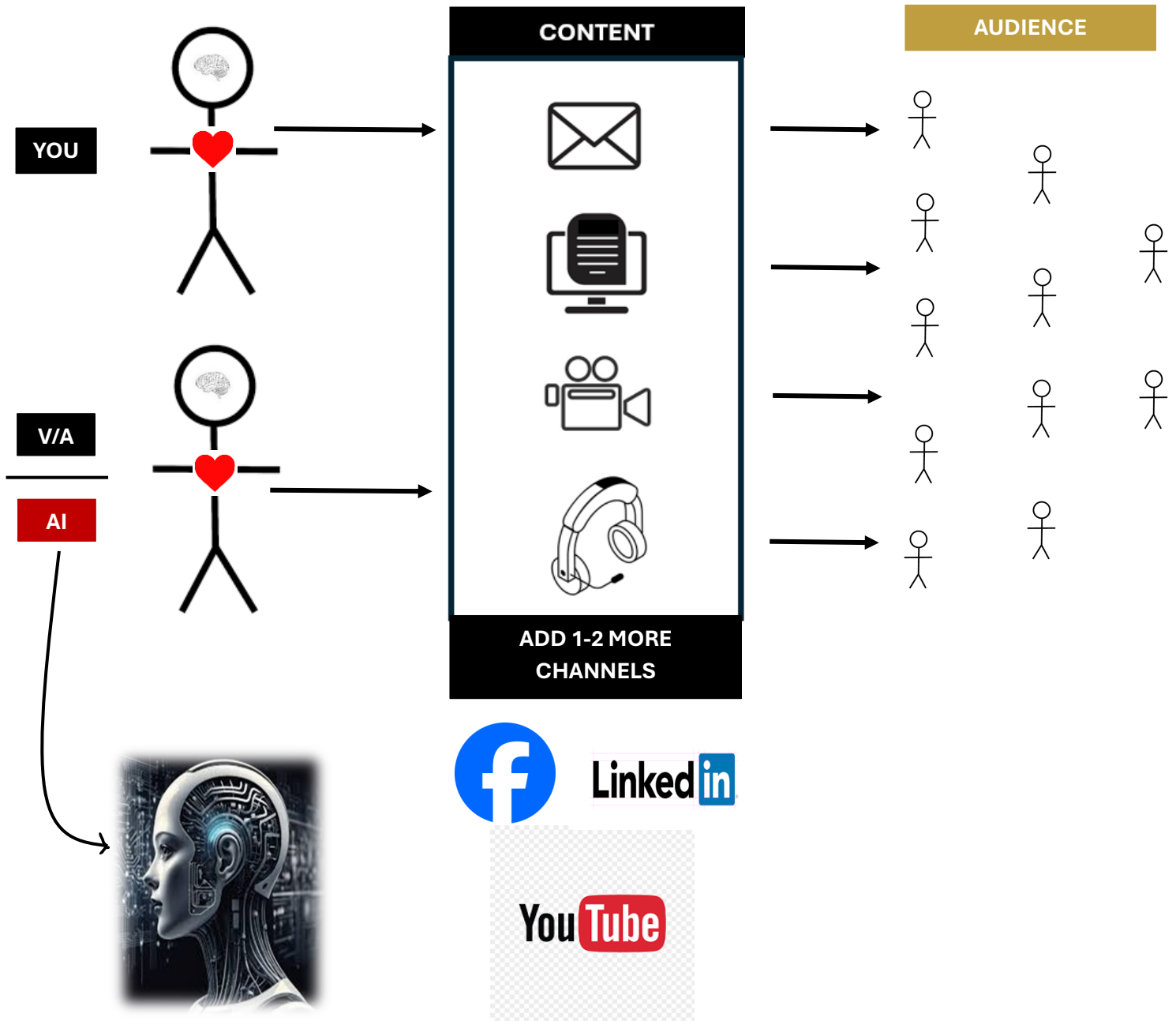
Here's an overview of the **BIG PICTURE** which is broken down into **3 STAGES**...

STAGE #1 – Beginner - Below \$10k - \$30k Per Month – Focus On **ONE Channel & 1-3 Content Formats!**

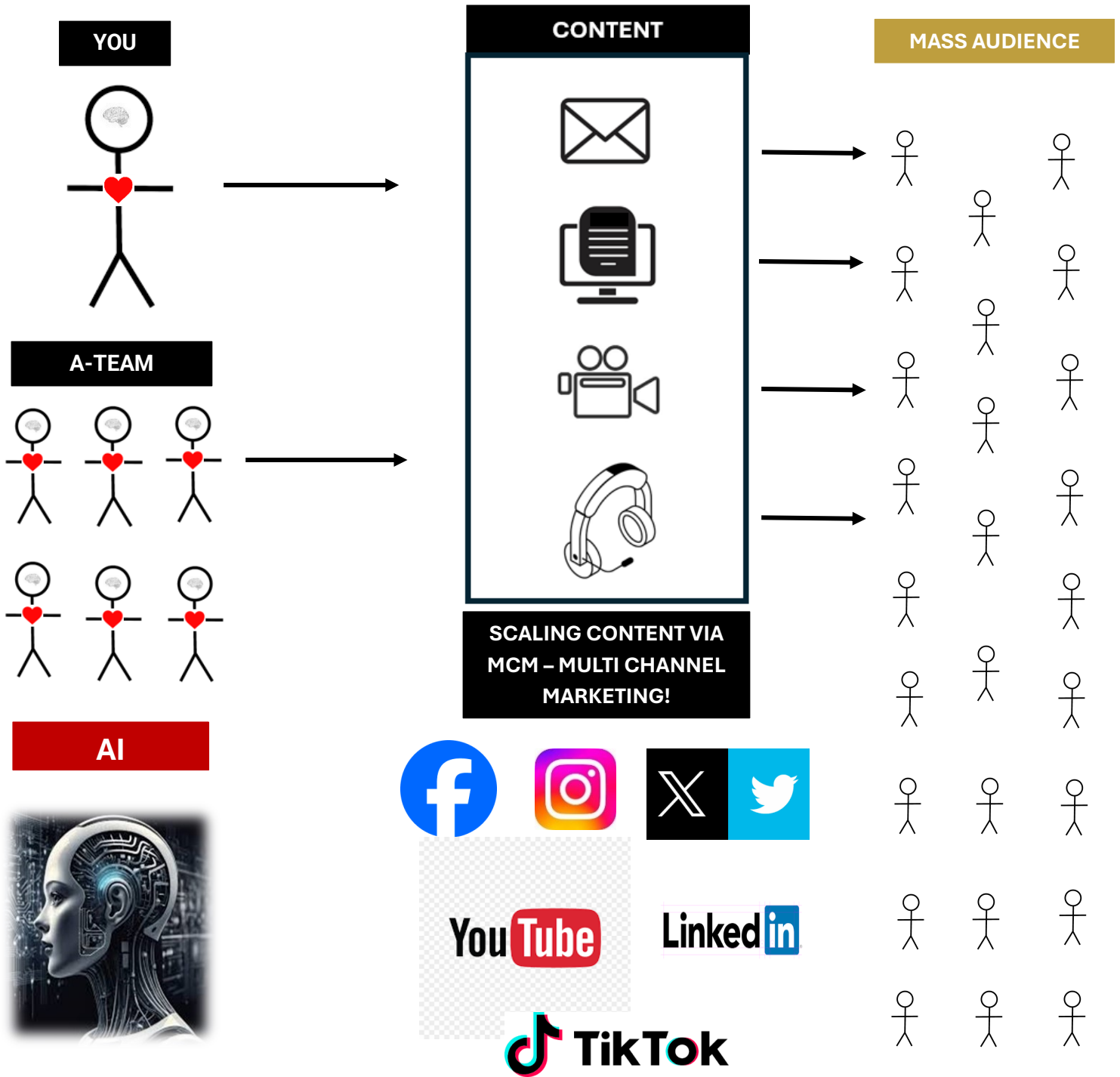
(Pick the social media channel that your target market are on! E.g. Business market (Facebook or LinkedIn) Health market (Instagram or TikTok etc)



STAGE #2 – Intermediate - Growing From \$30k - \$100k Per Month -
Add 1-2 More Channels!



STAGE #3 – Advanced - Scaling From \$100k - \$1M Per Month
(Leverage MCM = Multi Channel Marketing With The Help From Your A-Team!)



🔑 STEP #2 – Understanding E.B.M!

Educational-based marketing is a strategic approach that focuses on providing valuable, informative content to potential customers & clients to build **trust**, demonstrate your **expertise**, increase **appointments** and ultimately **drive sales**.

This not only increases long term profits but also email list engagement, qualified appointments and **sales conversion rates** throughout your sales funnel.

Rather than solely relying on direct response marketing which should be implemented into your strategy (*we will talk about this in a moment*) ...

...many industries and niches are fed up with constant sales messages being directed at them every day, which indirectly lowers their **attention levels** when presented with your **marketing message**, due to something called...

MAREKT SOPHISTICATION!



Educating your potential clients around the **big problems** they are suffering with using the “**WOW not the HOW**” **method** causes them to think & believe that you know their underlying problems better than they know themselves!

This in essence builds **UNCONSCIOUS TRUST!**

E.B.M emphasizes educating your audience about industry / niche related topics & smart solutions to common problems, and the benefits of your coaching / consulting / course creation / service offer.

The goal is to empower your leads with **specialised knowledge** that helps them make an informed decision to first of all... book an appointment & second of all... BUY / SELL only if you believe your offer can help the client!

By offering **SPECIALISED KNOWLEDGE & INSIGHTS** through various content mediums such as:

- ✓ **Emails**
- ✓ **Videos**
- ✓ **Social Media Posts**
- ✓ **Blog Posts**

- ✓ **Webinars**
- ✓ **e-Books,**
- ✓ **Google Docs**
- ✓ **Case Studies**
- ✓ **Cheat-Sheets**
- ✓ **Physical Book**
- ✓ **Mini Course**

...internet business owners can establish themselves as **VALUE BASED EXPERTS, LEADERS & TRUSTED ADVISORS** within a targeted niche!

This builds the...

- ✓ **Trust**
- ✓ **Relationship**
- ✓ **Credibility**
- ✓ **Authority**
- ✓ **Positioning &**
- ✓ **Loyalty...**

... among the audience you are **targeting**.

And when you apply **ASSYMETRIC AUDIENCE LEVERAGE** which I am going to teach you inside this module, then it becomes super powerful...

...because you can potentially make **6-figures per month** with a small email list subscriber base + social media list when you are selling a high-ticket offer! (M.D.I.O) which we covered inside module #2!

As a result, when the time comes to make a purchasing decision, potential customers & clients are more likely to choose the company / coach / consultant / course creator or service provider that has consistently provided them with the most valuable and relevant information over time, compared to the other competitors in the space!

Educational-based marketing nurtures leads through the....

Customer / Client Buyers Journey

...but also helps in creating a knowledgeable list of leads, customers, clients & referrals that appreciates the value of the company's trainings, product + service offers.

Which in essence results in **higher conversion rates** and long-term client relationships as time elapses.

🔑 STEP #3 – Calculating % Ratio of D.R.M Vs E.B.M!

So, you already know that...

E.B.M = Educational Based Marketing

D.R.M = Direct Response Marketing!

Direct response marketing is a strategy aimed at prompting immediate and measurable actions from your target audience, such as clicking an ad, signing up for an email newsletter, booking a call on your calendar or making a purchase.

Unlike traditional advertising, which focuses on building brand awareness, direct response marketing features clear **calls-to-action (CTAs)** and **targeted messaging** to drive specific responses from your core client avatar that you are targeting.

Key elements include personalized content, urgency, scarcity or incentives, and **precise tracking of results** to measure effectiveness.

This approach uses various channels like direct mail, email, online ads, and social media to generate quick engagement and direct business outcomes which allows you to scale up!

D.R.M comes more into play when / if you want to run **paid advertising!**

However, one question that needs to be answered is the...

...Relationship Between **E.B.M & D.R.M**

If you apply 100% educational based marketing, you do not provide enough call-to-actions (**CTAs**) which means you miss out on appointments and sales opportunities!

If you solely rely on direct response marketing, you piss people off and they turn a blind eye to your marketing message, DM's, emails and ads!

My advice is to apply...

75% *E.B.M (Educational Based Marketing)*

&

25% *D.R.M (Direct Response Marketing)*

This will give you a good balance of sharing amazing **VALUE** with strong **CALL TO ACTIONS** to get people to move forward by taking **ACTION!**

This allows you to get targeted leads to book an appointment with you on your calendar or buy your high-ticket offer, while at the same time...sharing free value to help your target market.

We will talk more about this in the advanced modules where I will walk you through the V.V.V.S Formula which stands for...

VALUE, VALUE, VALUE, **SELL!**

STEP #4 - Creating Content Via Specialised Knowledge + Insights!

One of the keys to creating content that converts is utilizing...

Specialized Knowledge + Insights!

These 2 components are crucial when creating educational-based marketing content because they ensure the information is relevant, and valuable to your target audience.

Specialized Knowledge = Valuable Information That You Understand To Build The Trust + Relationship & Helps Advance The Sale With Your Leads & Prospects!

Insights = Experiential Wisdom, Results + Data Via Experiments That Builds Authority, Credibility, Blue Ocean Market Positioning, Trust & Advances The Sale!

 **The MAIN GOAL of Your E.B.M Content Strategy Is To ADVANCE The SALE, By Moving People Onto The Next Stage of The Buyers Journey!** 

Each time someone consumes your content they should be **one step closer to booking a call with you or purchasing your offer!**

When you provide INSIGHTS within your content, it becomes infinitely more valuable in the potential clients mind, as long as you are targeting the correct leads! Why?

Because the people you are communicating with via your content want the same **END-RESULT** you can help them achieve. When you provide them with training content explaining

**Proof of Results +
Authority Positioning +
What Went Well -
What Went Wrong =**

I.I.I

(INTELLECTUALLY INTERESTING INSIGHT!)

It causes your leads & prospects to consume your content and moves them one step closer to **booking an appointment & making a buying decision** because you are sharing your **EXPERIENCE + KNOWLEDGE + WISDOM** with them and backing up with real **PROOF!**

If you look at Alex Hormozi's content on YouTube, he's always providing valuable **INSIGHTS** on what he did to get results so you can benefit from his **EXPERIENCE & WISDOM**.

This is one of the reasons why he's built a large social media following of multiple millions fast!

He provides specialized knowledge + insights based off experiments and experience of growing his company to \$100M+! Which increases retention and engagement!

People get an **instant dopamine hit** when you share real **INSIGHTS** in your content because they won't have to make the same mistakes you did and can do the thing correctly the first time!

Its way more valuable that just sharing general knowledge!

If you don't have results yet...

DOCUMENT YOUR JOURNEY TOWARDS THE END-RESULT IN YOUR CONTENT!

Start with sharing specialized knowledge while documenting what you are learning and taking action upon **to help people** and then add in insights into your content after you start getting results! **SIMPLE!** 😊

This type of marketing hinges on the credibility and trustworthiness of the content, as it aims to position YOU, as the business owner as an **authoritative source** in your niche / industry.

Without deep expertise, the content might lack depth, fail to address the audience's specific pain points, or even provide incorrect information that simply does not work!

Moreover, specialized knowledge allows for the creation of content that is tailored to different stages of the **buyer's journey**, from **awareness, intent to decision-making**, providing nuanced insights that resonate with your audience's needs and concerns at each stage of the journey from...

Cold TRAFFIC >>> Warm LEAD >>> Hot PROSPECT to HIGH-TICKET BUYER
(Customer or Client)

It also enables you as the business to anticipate and address:

- **FAQ's** (*Frequently Asked Questions!*)
- **Objections!**
- **Emerging Trends & Markets**
- **Complex Blue Ocean Niche Challenges + Problems!**

Within your **CONTENT!**

And it's your job to **SIMPLIFY** via your content & provide a **SOLID SOLUTION** via your **OFFER** to help **FAST TRACK** their **RESULTS** because a confused lead or prospect does not buy!

This not only enhances engagement and loyalty but also differentiates your company from competitors who may not offer the same level of expertise, support & intimacy!

Ultimately, specialized knowledge and insights are fundamental to crafting a compelling, authoritative, and **impactful E.B.M content strategy** that creates meaningful connections and leads to high ticket sales conversions!

Keep this in mind whenever you are creating your content.

It will massively help you!

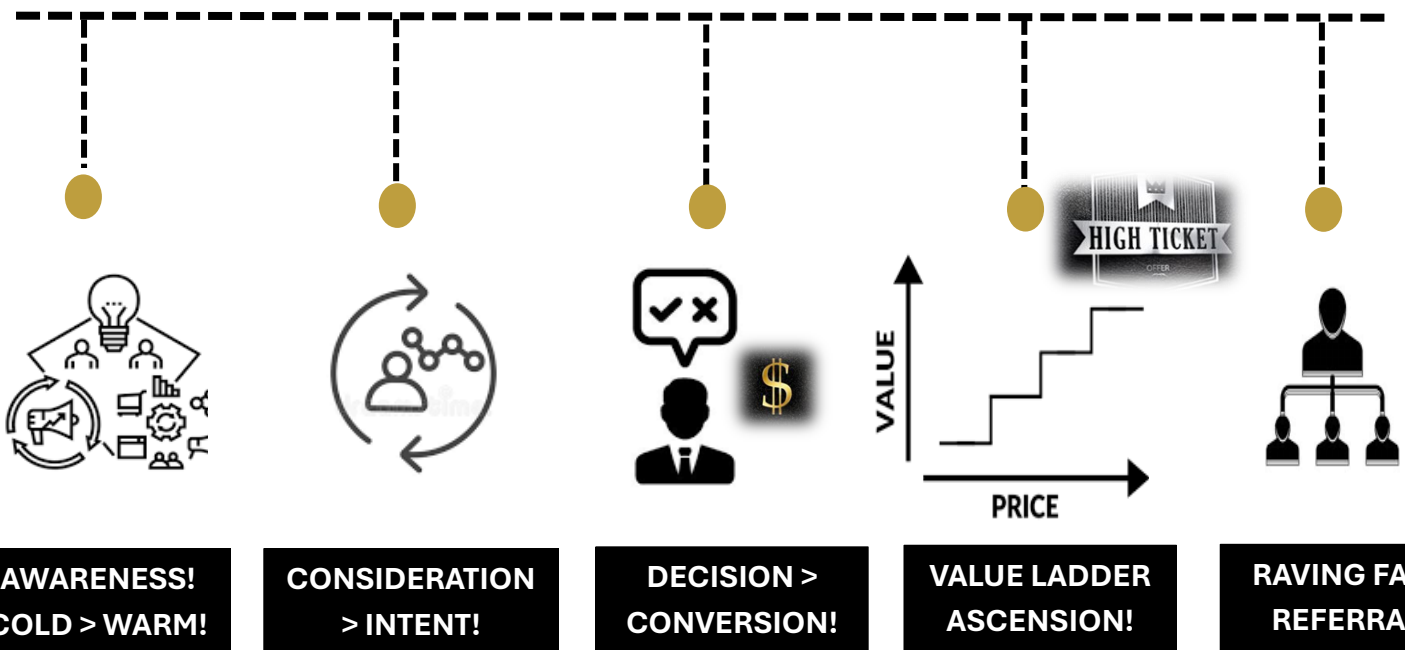
Awesome 😊 moving onto...

🔑 **STEP #5 - Mapping The Customer / Client Buyers Journey + Wow Not How Content Format!**

Step 5 of E.B.M involves understanding your core client avatar deeply by mapping out the **BUYERS JOURNEY**.



Customer / Client Buyers Journey



To start with, **create 1-3 pieces of content** using video + text pdf around the 1-3 **BIGGEST PROBLEMS!**

The video training should be 20-30 mins long. You can make it up to 1 hour or more if you feel you have some great content to share.

You'll be using this in your follow up campaign using **organic DM's** (*Direct Messages*) to start with and your email marketing campaign as you advance to massively help you to book more appointments, increase the value of each lead on your list and increase client acquisition.

Okay, now that you understand the strategic content overview around the problems your core client struggles with, next we will dive into the **CUSTOMER / CLIENT BUYERS JOURNEY** which consists of 5 stages that we just went over in the diagram above!

STAGE #1 – AWARENESS = COLD AUDIENCE > WARM AUDIENCE!

STAGE #2 – CONSIDERATION > INTENT!

STAGE #3 – DECISION > CONVERSION!

STAGE #4 – VALUE LADDER ASCENSION!

STAGE #5 – RAVING FAN / REFERRAL!



The customer buyer's journey is a framework that describes the process traffic, leads, prospects and buyers go through to become aware of, consider, and decide to purchase a product or service from you.

It's what I call the **KEY TO CASH FLOW**, that your competitors are most likely NOT applying, leaving them a TON of money on the table!

When you apply this into your business using both organic and paid ads you will massively increase your profit margins.

This is one of the reasons how my previous business partner and I made **\$1.2M in rapid time** with a relatively small email list of subscribers and how my premium coaching clients have done **\$3.4M in sales!**

So, **pay attention and take notes!**

Understanding this journey is crucial for your business to effectively tailor your marketing, content and sales strategies to meet potential leads, customers / client's needs at each stage of the buyers journey.

Let's dive deeper the 5 main stages...



STAGE #1 – AWARENESS = COLD AUDIENCE > WARM AUDIENCE!

In the Awareness stage, the potential buyer realizes they have a problem or a need. They may not yet know what the solution is yet but are beginning to seek information.

Customer / Client Behaviour:

At this stage, buyers are conducting research to better understand their problem.

They might do a google search around the problem, read blog posts, watch videos, listen to podcasts, or browse forums & Facebook groups to help them.

At this stage they are cold leads and it's your job to turn them into warm leads by sharing valuable content which builds the trust and the relationship!

Business Strategy:

Businesses should focus on content that educates and informs.

This can include blog posts, eBooks, infographics, videos, podcast and social media content that addresses common questions and pain points.

The goal is to attract potential customers and make them aware of your business as a valuable resource that can genuinely help them.



STAGE #2 – CONSIDERATION > INTENT!

In the Consideration stage, the buyer has clearly defined and given a name to their big problem or need. They are now exploring various options and solutions within the targeted niche.

Customer Behaviour:

Buyers compare different products or services that can solve their problem.

They look for more in-depth information, such as case studies, comparison guides, videos, webinars, and offer testimonials and results from others!

Business Strategy:

Businesses should provide detailed content that highlights their unique value propositions and differentiates them from competitors by highlighting their **U.M/M (Unique Mechanism / Method)**

This might include case studies, detailed blog posts, expert guides, charts, graphs, U.M.M results and customer / client testimonials. The goal is to position your business as a viable solution to the buyer's problem.



STAGE #3 – DECISION > CONVERSION!

In the Decision stage, the buyer understands the **big problem** and is ready to choose a specific **solution**.



They have evaluated their options and are now narrowing down their choices. Hyperactive buyers that are in this stage can be converted within 24 hours even after not knowing who you are.

Customer Behaviour:

Buyers are looking for final assurances before making a purchase. For front-end products they may seek free trials, product demos, consultations, special offers.

For backend high ticket offers they are looking for guarantees, support and high-end value to help them achieve a **specific end-result!**

Business Strategy:

Businesses should provide content that helps close the sale.

This includes, free strategy calls & consultations, live demos, detailed product information via a sales page / VSL (*Video Sales Page*), pricing pages, FREE mastery bonuses and strong calls-to-action.

Also, customer & client reviews, success stories, case studies and clear explanations of features and benefits are crucial to persuade the buyer to make the final decision.

Also, **specific language patterns** and **copywriting skills** play a key role in sales conversion at this stage to influence potential buyers to take action!



STAGE #4 – VALUE LADDER ASCENSION!



In the ascension phase the customer / client has purchased your offer.

Now it's time for you to **OVER DELIVER** by doing everything you can to help them get results.

When they get results ask them to shoot you a video testimonial.

If you are below 7-figures just focus on 1- 2 high ticket offers (*This could be a course + coaching / consulting offer and 1 optimized systematic sales funnel.*)

Keep things super simple and streamlined!

As you scale past 7-Figures and want to scale to 8-figures... and you have product market fit by applying offer iteration. Then you can start thinking about 2 key things:

- A) **Adding in a Back-End High Ticket / Super Ticket Offer Priced @ \$30k - \$100k+**
(Coaching + Mastermind + DFY Partnership Offer)

Upsell / Ascend your clients that have results and cash flow from your existing program.

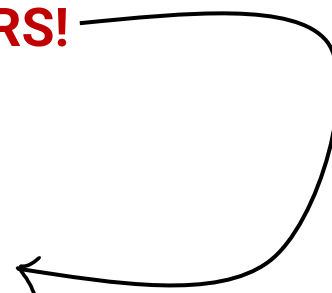
Just note you have to solve the next problem your clients are suffering with as every revenue level has another big problem that needs to be solved to get to the next level!

- B) **Creating a Low-Ticket Front-End Offer Priced \$7 - \$27 - \$97**. This is known as the **INFINITE CUSTOMERS BLUEPRINT** which is **ADVANCED** using paid traffic going after MASS MARKET!

I am going to teach you this blueprint inside the sales funnel module in section #9 and the advanced mastery bonus modules.

With this advanced strategy you are building a...

TARGETED LIST OF BUYERS!



When you have product market fit, you'll provide the front-end product they purchased + free strategical content to these buyers and book them on a FREE results driven strategy call.

Because this list are proven buyers it's much easier to ascend them up your value ladder into your high-ticket / super ticket offer! **Super powerful!**

Ascension buyers receive your content through your paid program.

And this is where you can truly start building a **FANTASTIC RELATIONSHIP** with them! Here you'll want to provide some of your best content teaching in detail on HOW they can get the END-RESULT!

You'll want to share your STORIES, your results, your clients results, case studies, screenshots, videos, proof articles from trusted sources, diagrams, graphs, pictures and specific **ACTION STEPS** so they can follow along and get the result.

You'll also want to **motivate** and **inspire** them by giving them confidence!

A % of these buyers will get results and if your offer is good to great some of them will get **AMAZING RESULTS!**

Because of those results, other problems will occur due to the quantum cause & effect chain we talked about in module #2 (**Millionaire Mind-set + First Based Principles of Success & Results!**)

This is OPTIONAL; however, you can ascend them into your back-end high-ticket / super ticket mastermind offer where they get to meet you in person and get the next big problems solved!



STAGE #5 – RAVING FAN / REFERRAL!

Although stage 5 doesn't directly link to content, I think it's a good opportunity to add this in here because when you are **creating quality content consistently**, you build **trust** which improves **sales conversions** due to reduced sales resistance.

After you close the sale... is a good time to ask for a referral using the language pattern I am going to share with you below.

Referrals in business are powerful recommendations from customers or partners to potential new customers, leveraging trust and credibility to drive new business.

They are cost-effective, often yielding higher conversion rates and more loyal customers than other marketing methods due to **TRUST AFFILIATION!**

Businesses can enhance referrals by creating structured programs with incentives, simplifying the referral process, and tracking successful clients results by directly asking for referrals.

Effective implementation includes asking new & satisfied customers directly, encouraging social media sharing, and forming partnerships with other businesses to exchange referrals.

This approach maximizes customer trust and engagement, leading to sustainable growth.

During stage #3 **Decision >>> CONVERSION** is your first opportunity to ask for a referral by using the following referral language pattern.

Referral Language Pattern

AFTER YOU HAVE CLOSED THE SALE AND COLLECTED THE CASH SAY THIS...

“I've noticed over the years that when someone has an accountability partner ... clients get BETTER and FASTER results!”

“Who else do you know that may want to go through [NAME OF YOUR PROGRAM] with you that you can put me in touch with?”

The key here is to ask *“WHO ELSE DO YOU KNOW”* ... not *“DO YOU KNOW”*

When you ask this by saying “WHO”, the clients brain has to think in **non-binary terms**, and they will start to think of other people that they can potentially do your offer / program with together.

When you ask *“DO YOU KNOW ANYBODY ELSE”* it's a binary YES or NO answer and most clients will say no!

By asking the *“WHO ELSE DO YOU KNOW”* **language pattern** you are **bypassing** the part of the clients brain which increases positive response & more referrals at the point of sale.

The 2nd time you can ask for a referral is when you have ascended clients to the top of your value ladder if you are at the advanced level.

Here you can ask your best clients with results (aka **YOUR RAVING FANS**) the following question...

“WHO else do you know that could benefit from [NAME OF YOUR OFFER / PROGRAM] that you can put me in touch with?”

When you figure out and create strategic content around the big problems your core client avatar is facing, using the WOW not HOW content format + you map out the 5 stages of The Customer / Client Buyers Journey which are...

STAGE #1 – AWARENESS = COLD AUDIENCE > WARM AUDIENCE!

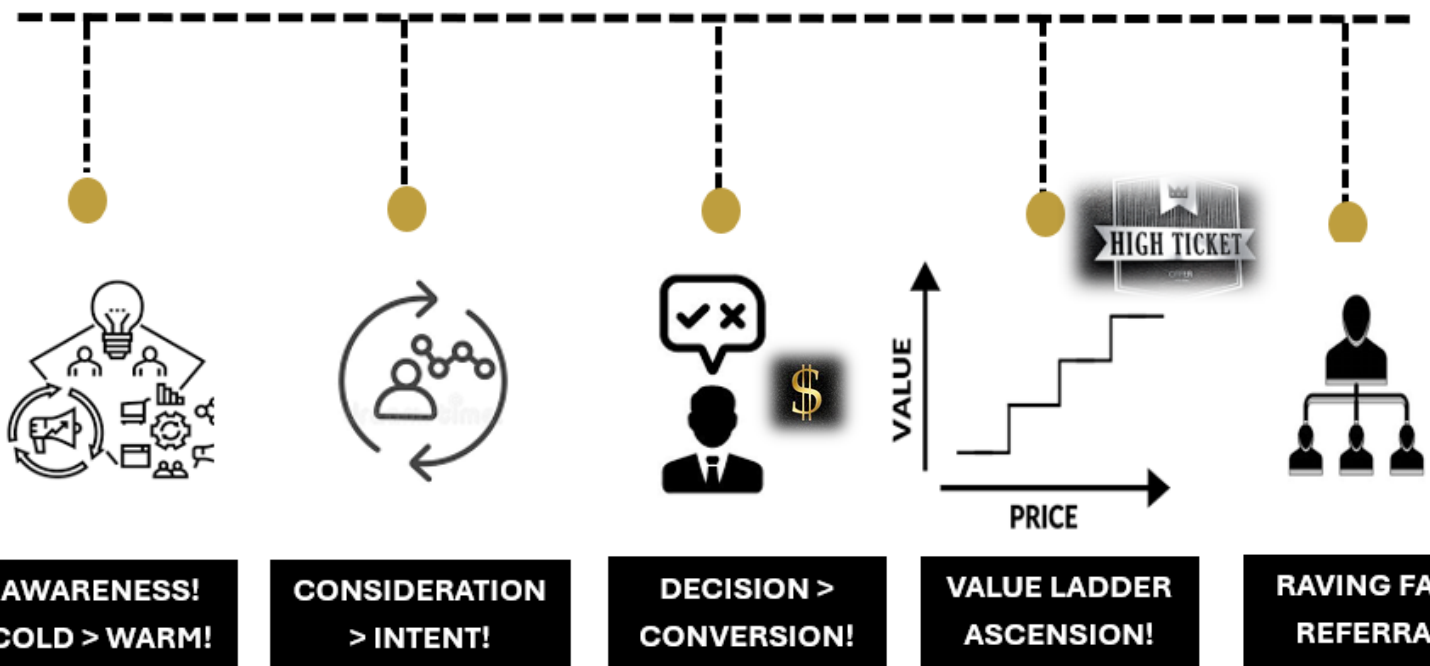
STAGE #2 – CONSIDERATION > INTENT!

STAGE #3 – DECISION > CONVERSION!

STAGE #4 – VALUE LADDER ASCENSION!

STAGE #5 – RAVING FAN / REFERRAL!

Customer / Client Buyers Journey



You decrease buyers resistance because you increase **RELATIONSHIP & TRUST** levels!

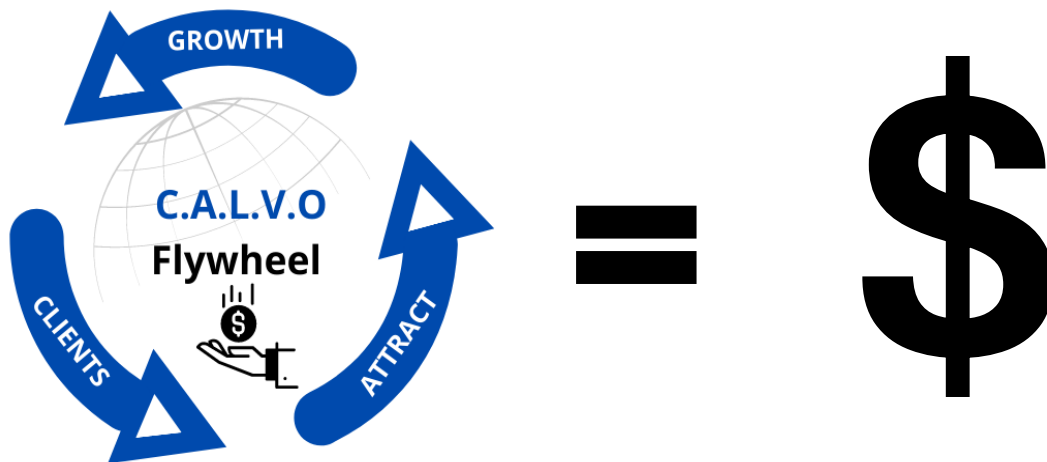
You book more **QUALIFIED APPOINTMENTS!**

You convert more **HIGH-TICKET SALES** resulting in higher **PROFIT** margins!

You ascend more **CUSTOMERS** up your value ladder which turn into your **BEST CLIENTS** &...

You get more **REFERRALS** which means your business grows organically!

This is **C.A.L.V.O FLYWHEEL EFFECT** in action!



Awesome, let's move on to...

KEY STEP #6 - Understanding Market Sophistication + Market Consciousness Levels!

Market sophistication refers to the stage of maturity and development within a particular market or industry, characterized by the **level of awareness** and **understanding** that consumers have about the market place problems & products or services offered.

This concept, introduced by **marketing expert Eugene Schwartz**, outlines five distinct levels of sophistication, each requiring different marketing strategies.

At the earliest stage of emerging markets, the niche is **unsophisticated**, with consumers largely unaware of solutions, making basic product education and benefit explanation essential.

This results in a **LOW LEVEL OF MARKET CONSCIOUSNESS!**

As the market evolves, consumers become more knowledgeable and competition increases, necessitating more nuanced and differentiated messaging.

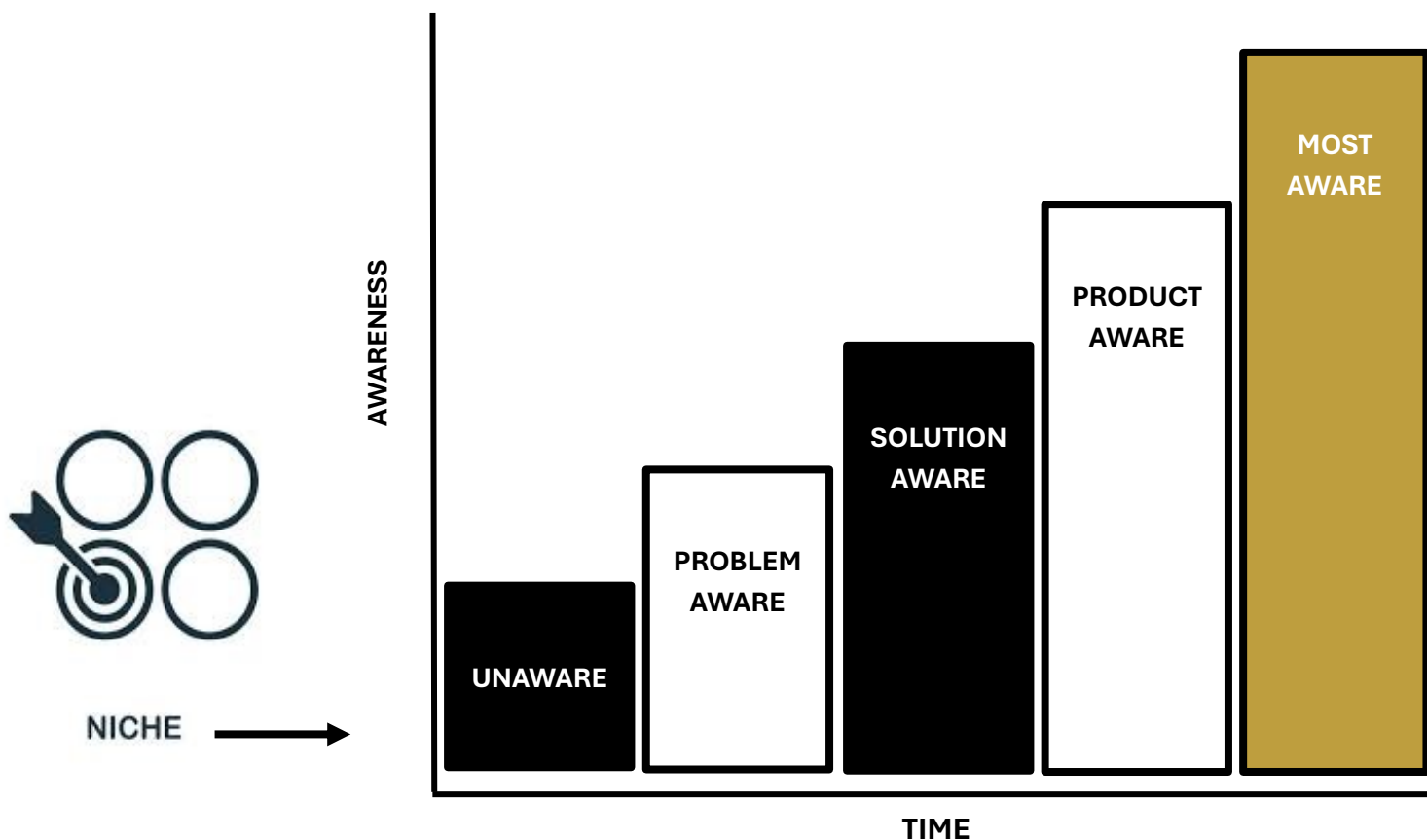
By the middle stages, consumers are familiar with multiple products and claims, leading businesses to innovate and emphasize unique features or superior performance.

In the most **sophisticated** markets, consumers have seen and heard almost everything, so companies must employ highly creative, bold, and often emotionally resonant marketing to capture attention and convey differentiated value in the form of creating a...

U.M.M (*Unique Mechanism / Method!*)

This creates a **HIGH LEVEL OF MARKET CONSCIOUSNESS**, and your content, messaging and communication should align with that!

Understanding and aligning marketing efforts with the current level of **market sophistication** is crucial for effectively engaging the audience, differentiating from competitors, and driving sales. Here's a graph that explains this...



The key here is to plot your current niche market you're targeting on the graph. Are they unaware, problem aware, solution aware, product or most aware... or maybe a combination of all of them depending on where they are on the buyers journey.

Its **super important you do this**, because as we set up your email marketing follow up together during module #10, we're going to be putting cold leads, warm / hot prospects, customers and premium clients in different buckets using **SEGEMENTATION!**

Which will allow you to communicate and provide **SPECIFIC CONTENT** based on each bucket / their stage of the **Traffic + Lead + Prospect + Buyers Journey!**

Let's quickly **RECAP** what you have learnt during PHASE #2 of module #6 of the...

Client Acquisition Accelerator

- 🔑 **STEP #1 – The Big Picture of Strategic Content Marketing!**
- 🔑 **STEP#2 – Understanding E.B.M!**
- 🔑 **STEP#3 – Calculating % Ratio of D.R.M Vs E.B.M!**
- 🔑 **STEP#4 – Creating Content Via Specialised Knowledge + Insights!**
- 🔑 **STEP #5 - Mapping The Customer / Client Buyers Journey + Wow Not How Content Format!**
- 🔑 **STEP#6 - Understanding Market Sophistication + Consciousness Levels!**

By **internalising** and **applying** this knowledge... you will gain a better understanding of the **SPECIFIC CONTENT** that needs to be applied to specific leads, prospects, customers and clients that are on the different stages of the **buyers journey**.

Resulting in more **QUALIFIED BOOKED APPOINTMENTS** & higher sales conversion rates from cold traffic turning into lead... leads turning into warm / hot prospects & prospects turning into customers and **HIGH-TICKET CLIENTS!**

The key is to get the right balance between **educating** your traffic and giving them **strong call to actions** using '**response stimuli**' to move them to the next stage of your sales funnel, by ultimately progressing them along the **Customer / Client Buyers Journey**.

When you do this effectively, you'll always have a flood of people flowing through your marketing and sales process, otherwise known as **THROUGHPUT!** This formulates into a consistent flow of people making a buying decision, so your OFFER can help them achieve the end-result they desire.

The KEY to making CONTENT MARKETING work is by being **STRATEGICAL** & understanding that it's one of the keys to the online business jigsaw puzzle!

In fact, it's the GLUE to increasing your **SALES CONVERSIONS!**

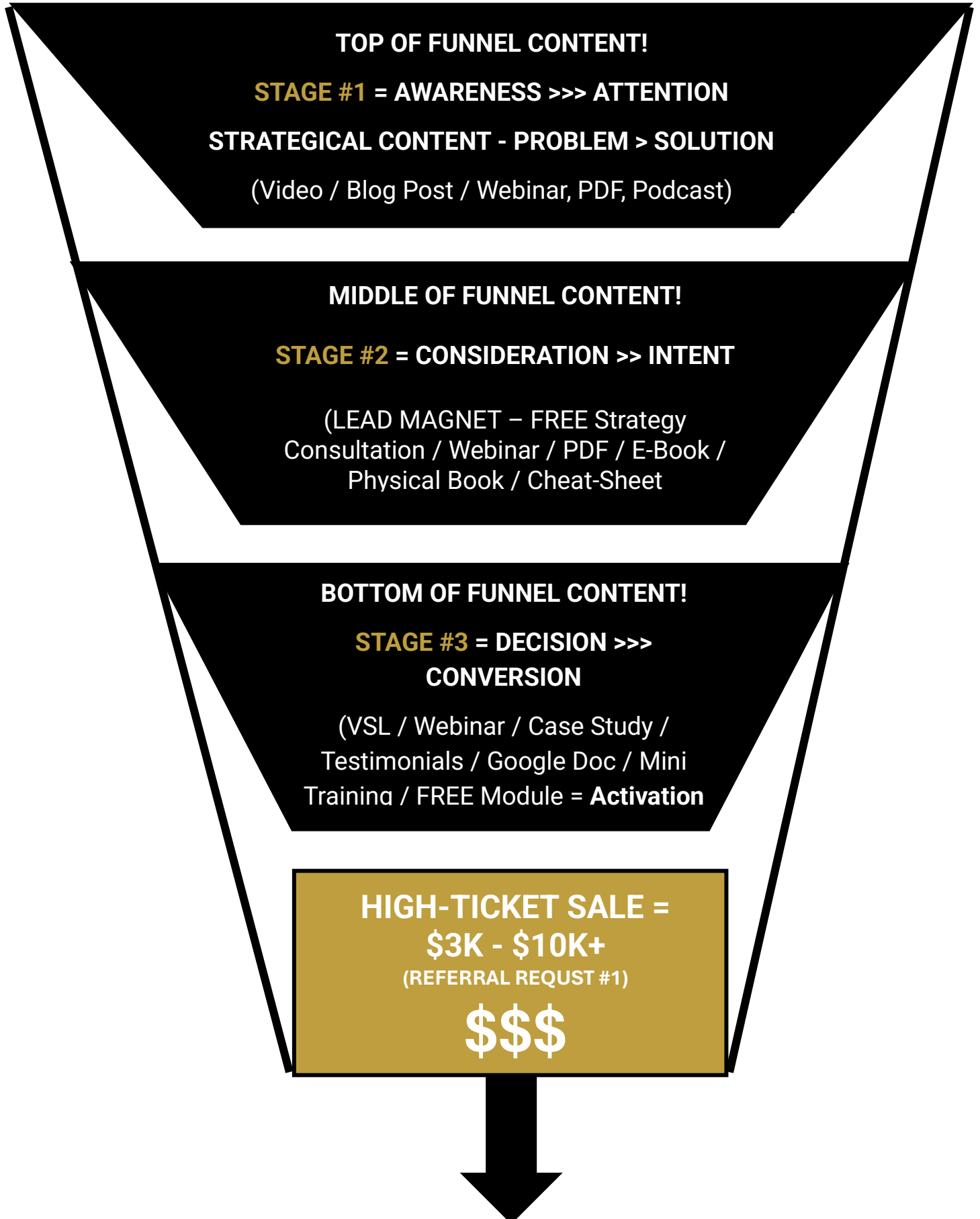
This is why I've been able to **make A LOT of money** from a relatively small audience of 15,000 - 20,000 people on my email lists + social media.

The majority of marketers struggle to make \$10k per month with much larger audience sizes because they simply do not understand what I am teaching you inside this module!

Before we move onto the next phase... understand this **ONE THING**... Your content is there to help your leads and customers **move onto the next stage** of the **CUSTOMER / CLIENT BUYERS JOURNEY!** Make sense?

Great work 😊 ... moving onto...

🔑 PHASE #2 - Front-End Content Vs Back-End Content Funnel
Diagram For L.V.O (Lead Value Optimization!)



MULTI 7 / 8-FIGURE SCALING PHASE!

**STAGE #4 - VALUE LADDER
ASCENSION CONTENT**

(Stories / Your Results / Clients Results / Case Studies / Screenshots / Videos, / Proof Articles From Trusted Sources / Diagrams / Graphs / Pictures / External Partner Content / Specific ACTION STEPS

A) Back-End High Ticket / Super Ticket Offer Priced @ \$30k - \$100k+ (Coaching + Mastermind + DFY Service / Partnership Offer)

B) Low-Ticket Front-End Offer Priced \$0 - \$7 - \$27 - \$97. This is known as the INFINITE CUSTOMERS BLUEPRINT when going after MASS MARKET!

(Book Appointment & Upsell)

STAGE #5 - RAVING FAN / REFERRAL

(ASK YOUR CLIENT FOR A REFERRAL USING REFERRAL LANGUAGE PATTERN DURING (STAGE 3 - DECISION / CONVERSION) AFTER YOU HAVE CLOSED THE SALE + COLLECTED THE CASH & ASK THEM DURING STAGE 5 WHEN THEY BECOME A RAVING FAN!

(REFERRAL REQUEST #2)

STAGE #1 – AWARENESS! >>> STRATEGICAL CONTENT = INCREASE IN RELATIONSHIP & TRUST!

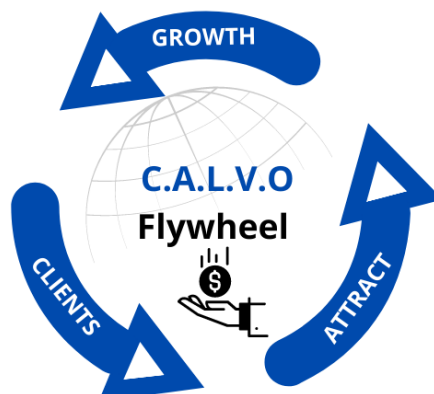
STAGE #2 – CONSIDERATION >>> INCREASE IN QUALIFIED APPOINTMENTS!

STAGE #3 – DECISION – CONVERSION >>> INCREASE IN HIGH-TICKET SALES & PROFIT!

STAGE #4 – ASCENSION >>> MORE CUSTOMERS WHICH TURN INTO YOUR BEST CLIENTS!

STAGE #5 – RAVING FAN / REFERRAL >>> MORE REFERRALS & ORGANIC GROWTH!

= C.A.L.V.O FLYWHEEL EFFECT



PHASE #3 – Organic Content Transmutes Into Paid Traffic Content - Building Value For Your Asymmetric Sales Funnel Launch System!

Organic content can be turned into paid ads content by leveraging its proven success to reach a wider audience.

My advice is to test your OFFER + your CONTENT with ORGANIC TRAFFIC first.

You can then take your best performing content and leverage it for when you start running paid ads into your asymmetric sales funnel and at this point, you'll have a good idea of the marketplace problems and the specific content pieces your audience resonates with!

First, identify your high-performing organic posts / content pieces and adapt the best for paid ads content by refining and adding strong calls-to-action.

On platforms like Facebook and Instagram, you can also directly boost successful posts for \$5 - \$10 to expand their reach to test and grow your followers if you wish.

This approach amplifies the reach of effective content and drives higher engagement and conversions.

If you are more advanced and your offer is dialled in, you can also test your content marketing strategy faster with a full paid traffic campaign!

Here's what we will cover during phase 3 of module #6...

 **STEP #1 - How To Create Killer Content Using Butterfly Leverage! CONTENT FRACTAL**

 **STEP #2 - Organic Content Promotion Cycles! (Testing Phase & Gathering Data)**

 **STEP #3 – [ADVANCED] Paid Traffic Content Promotion Campaign (Growth Phase)**

Let's dive deeper together...



STEP #1 - How To Create Killer Content Using Butterfly Leverage!

Creating killer content involves producing high-quality, engaging material that resonates with your audience and meets your marketing goals.

Here are the stages to create killer content

1. **Set Content Goals (e.g. Book Appointments & Convert Sales)**
2. **Write Down Market Place Pain Points & Big Problems!**
3. **Research Experts To Get Ideas From & Model!**
4. **Make a List of High Performing Viral Content + Headlines!**
5. **Plan Your Own Content + Headlines! (30 Videos, 30 Emails / Social Media Posts.)**
6. **Plan Your Distribution Channels, Content Format & Frequency! Consistency Is Key!**
7. **Make Sure Your Content Aligns With Your Brand.**
8. **Batch Create Your Content (Shoot 30 Videos In 1 Day - Write 1 Email/Social Post/ Day)**
9. **Post Your Content On Social Media Channel(s)**

10. Engage With Your Audience (*Comment & Reply Back To Emails (Relationships & Trust)*)

11. Track Your Content Analytics!

12. Monitor Content That Gets The Most Engagement & Save It In a Folder!

13. Cut Out The Stuff That Doesn't Work & Do More Of The Stuff That Does!

14. Scale 5-7 Best Content Pieces With Paid Traffic & Add It Into Your Email Campaign!

We've already set a goal for your content and that should be to optimize for getting qualified appointments booked on your calendar + Inbound Direct Messages and converting high ticket sales!

Next you must understand your audience's demographics, interests, and pain points.

PRO SECRET TIP

Research and make a list of the top 10+ experts in your space.

Find their...

- ✓ **Website**
- ✓ **Blog**
- ✓ **YouTube Channel**
- ✓ **Social Media Platforms. (*Facebook, Instagram LinkedIn, TikTok etc*)**

Study how they create content and keep an eye out for content that gets the most likes, comments, views and shares.

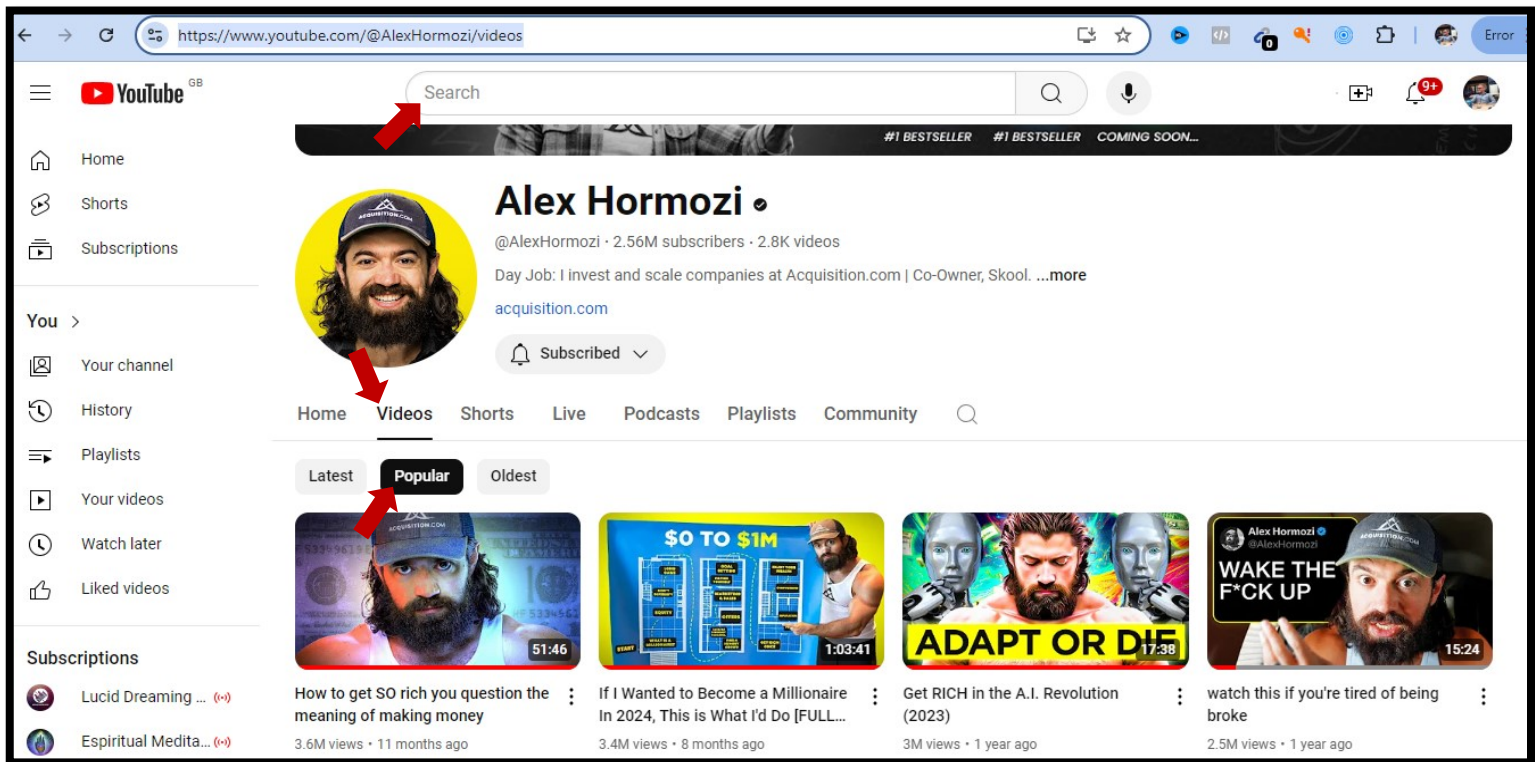
Take screenshots of content that got the most engagement and save it in a folder.

Then study it and ask yourself...

Why Did This Content Get Lots of Engagement / Go Viral?



You can also go to YouTube and search their channel for their most **popular videos**. When you're on their channel, click "**videos**" then click "**popular**"



All the expert content creators most popular videos will pop up and you can then make a list of content ideas based from their successful content that has already got millions of views.

You can start modelling and create similar content + you will never run out of content ideas!

Next, it's time to **create a list of your own content topics** with **headlines** & then start creating content consistently.

Choose relevant interesting topics that address your audience's needs and craft compelling, **attention-grabbing headlines** based off your research.

Make a list of the top 30 content topics you can create content around to help your audience. Then make a list of 30 headlines that can grab your target markets attention.



Pick which content formats you are going to create and how often you are going to post and on which social media channels. As you advance you can outsource a lot of this to a V.A (Virtual Assistant) or you can leverage A.I (Artificial Intelligence) to help you.

Example...

- ✓ **Social Media Channels = e.g. Facebook!**
- ✓ **Content Format = e.g. Emails, Social Media Posts, Videos!**
- ✓ **Content Frequency = e.g. Emails & Social Media Post Everyday + Video 1-3 Per Week!**

Here you can provide specialised knowledge, insights, use **storytelling** and multimedia to enhance engagement.



FAST-TRACK BUTTERFLY LEVERAGE CONTENT CREATION FORMULA



- ✓ **Grab your list of 30 content topics, ideas and attention-grabbing headlines via your research!** (Focus on solving PROBLEMS using the WOW not HOW method!)
- ✓ **Schedule 1 day out of your calendar and batch shoot 30 videos in a single day!**
- ✓ **Write 1 email per day around content creation topics with call to actions to book a strategy call with you or your team... send it out to your email list and then copy and paste the email as a social media post!** This should take 30-45 mins per day or less with AI!
- ✓ **Get a V.A (Virtual Assistant) to create short form content REELS & STORIES from your 30 videos, emails and social media posts!**

Ensure quality through proofreading before posting and maintain a consistent tone and style that is congruent with your brand.

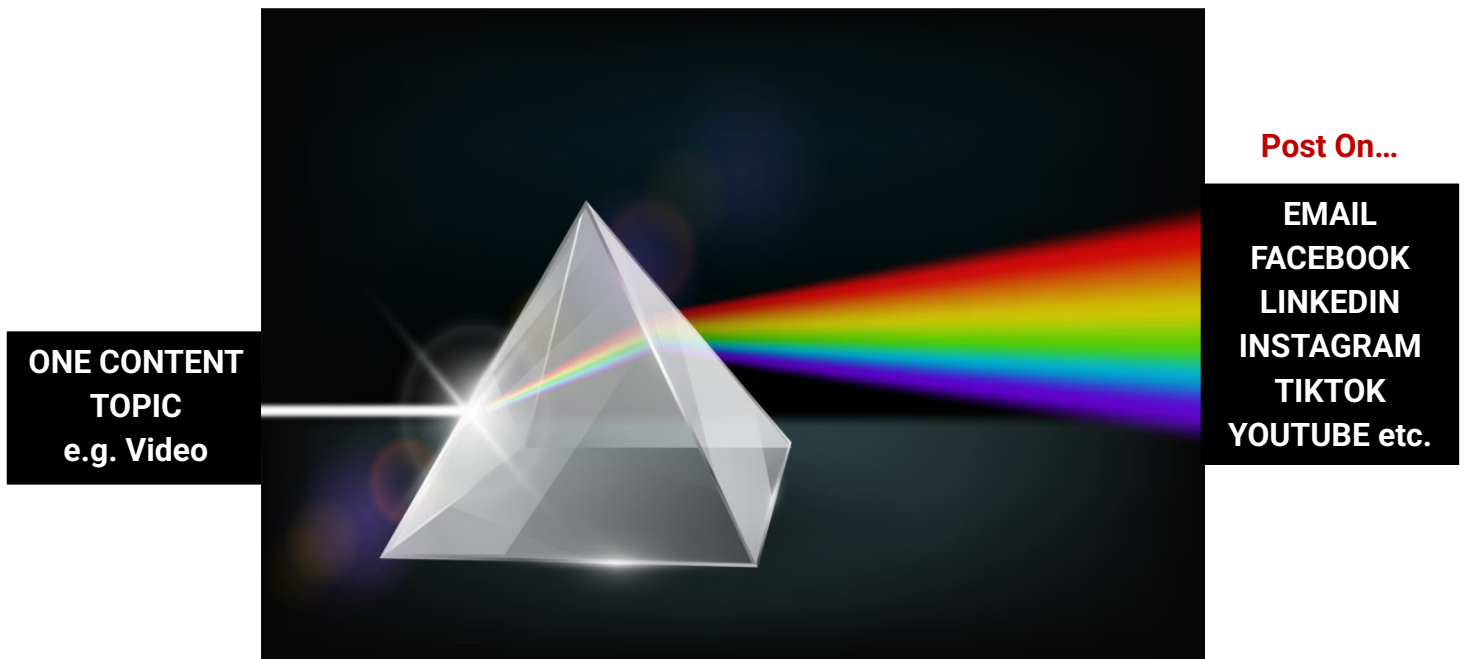
- ✓ **Use a Consistent Dress Code**
- ✓ **Use Consistent Branding Colours**
- ✓ **Use Positive Images & Video Backgrounds**

With one content topic (video) you can create multiple content pieces and distribute them on all social media channels as you advance.

When below \$10k - \$30k per month... just focus on 1-2 social media channels + your email list as discussed before!

And as you **build your A-Team + leverage A.I...** as you advance apply the...

Butterfly Leverage Content Diagram!



Promote your content via social media, email newsletter, collaborations, and actively engage with your audience by responding to comments, replying back to emails and including interactive elements. Remember at the start focus on 1-2 social channels + email list!

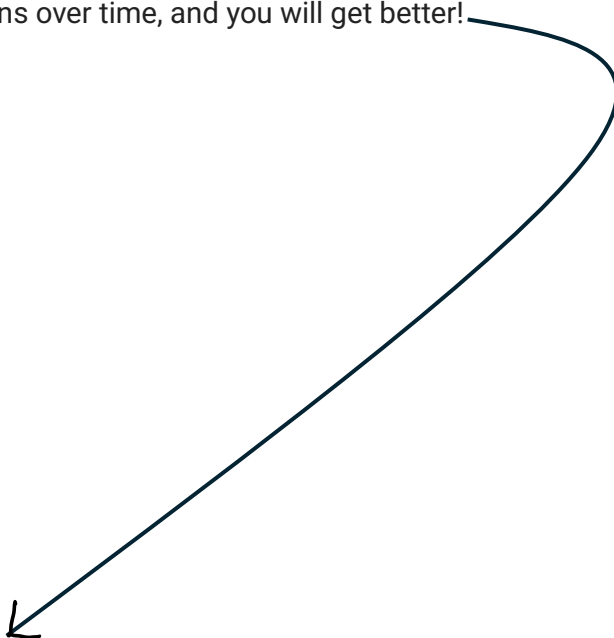
Keep track of performance using **analytics** and continuously refine your content strategy based on **data insights** to ensure ongoing improvement, iteration and effectiveness.

As time elapses you can then monitor and save content pieces that get high engagement in a folder on your laptop...

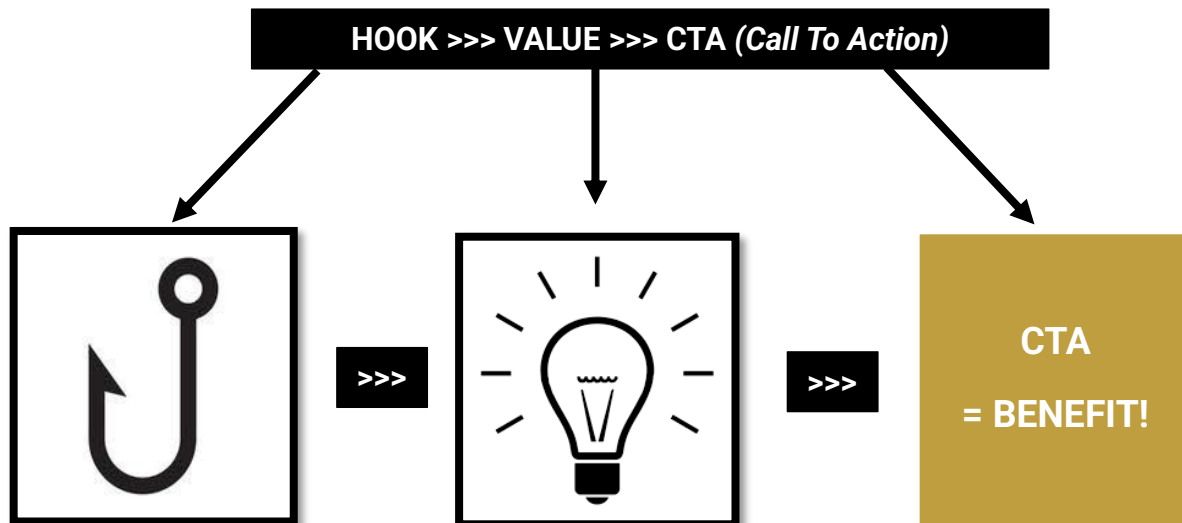
...so you can come back and **add it to your email campaign + funnel** when you scale with paid traffic campaign.

Cut out the stuff that doesn't work and focus on the stuff that does by refining your content creation process.

This happens over time, and you will get better!



Here are 2 **CONTENT FORMULA's** to help you create killer content that **CONVERTS!**



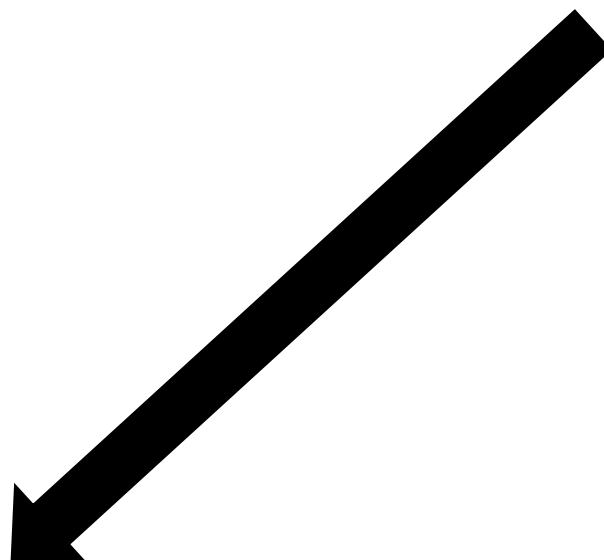
HOOK

During the first stage of creating your content piece you're going to hook your **TRAFFIC & LEADS** in to read or watch your content!

There are 6 main ways to do this and you can use multiple in one content piece depending on the length of your content.

- 1) Call out your **CORE CLIENT AVATAR** directly!
- 2) Call out a targeted niche / blue ocean niche **BIG PROBLEM!**
- 3) Provide a **BIG BENEFIT!**
- 4) Share **RESULTS** (*Your Results & / or your CLIENTS RESULTS*)
- 5) Position Yourself as an **AUTHORITY** Expert
- 6) Show & Demonstrate Real **PROOF!**

Here's an example of how I would leverage all of these in one post in written text form or a video so you can model and get some ideas for your own content...



“Are you a COACH, CONSULTANT or COURSE CREATOR struggling to get a consistent flow of QUALIFIED BOOKED APPOINTMENT on your calendar?”

Inside this post / video I am going to show you how we booked 1,179+ appointments with high ticket client in rapid time and how we convert HIGH TICKET SALES leveraging my C.A.L.V.O Method, which is the new and different way online business owners are making FAST PROFITS & STRATEGICALLY SCALING to 6 & 7-Figures WITHOUT wasting time, energy and money on hope marketing!

When you know how to do this you can...

- *Live the CEO Millionaire Lifestyle of more FREEDOM!*
- *Work in your ZONE OF GENIUS on things you LOVE!*
- *SCALE FAST while actually having a life!*

After my clients started implementing this... they made \$3.4M+ in sales in rapid time and were only just getting started!

You can check my clients video testimonials and result on my website at www.OnlineWealthSociety.com

VALUE = WOW Not HOW!

During this stage of the content creation process is where you share your VALUE, and it has to be **AMAZING** while applying the WOW not HOW format!

Always have your content goal in mind when creating content –

Your content is there to create **DEMAND** for booking an appointment with you and to **ADVANCE THE SALE!**

Here are 9 of the best value components I use when creating content:

- 1) **How To Training** > (Specific Topic / Big Problem / Big Benefit) (WOW not HOW Format)
- 2) **Strategical Overview With Basic Action Steps!**
- 3) **Step By Step Training!**
- 4) **Tips!**
- 5) **Secrets!**
- 6) **U.M/M Overview** (Unique Mechanism / Method!)
- 7) **Insights!**
- 8) **Results From Your Experiments! (Documentation)**

9) Case Study!

The key here is to share VALUE but also create...

CURIOSITY & INTRIGUE!

And to optimize for content goal... e.g.

**BOOKING AN APPOINTMENT / STRATEGY CALL & TO
ADVANCE THE SALE BY CONVERTING HIGH-TICKET SALES!**

Hey, my name is Sam Malsom Founder & CEO of OWS & creator of the C.A.L.V.O Method!

*In this post / video I am going to share 7 **Tips** On How You Can Book More **Qualified Appointments With HIGH-TICKET CLIENTS**... That Are Serious & Have Money To Invest In Your OFFER after doing this online business game for over 7+ years!*

- 1) **Figure out your KPI's (Key Performance Indicators)***
- 2) **Optimize your Money Metrics using Unit Economics!***
- 3) **Map your core client avatar by understanding their pains, problems, dreams, goals and desires!***
- 4) **Target correctly – BUYERS GROUPS work best if you are doing organic traffic!***
- 5) **Master you mind-set – Booking appointments is all based on PSHYCHOLOGY to get your perfect leads and clients to take a specific action, using ‘response stimuli’!***
- 6) **Make sure you have a FUNNEL FILTERING PROCESS that filters out dead beat non-serious leads!***

(Don't you just hate talking to an unqualified prospect on the phone or over the DM's only to find out they are broke? Installing the C.A.L.V.O Method FLYWHEEL inside your business stops this from happening, so you only speak to perfect clients that can afford your offer!

- 7) **Leverage Positioning, Credibility & Authority in your messaging so you can increase CALL APPOINTMENT SHOW UP RATE & CONVERSIONS!***

BONUS TIP – Share Value Using E.B.M (Education Based Marketing) Around The BIG PROBLEMS Your Niche Is Suffering With... To Get Your Leads Over The Relationship & Trust Hurdle!

Now, let's look at an example following on from the **HOOK content copy** using the **7 Tips value component**.

CTA = CALL TO ACTION

The last section is the CTA.

Here is where you'll want to apply the **VALUE, VALUE, VALUE SELL** method!

3 Posts or videos with no call to action – **JUST SHARE PURE VALUE**

Every 4th post / video give a...

STRONG CALL TO ACTION

Or An

INDIRECT CALL TO ACTION!

Here's some C.T.A content examples following on from the previous value component...

Awesome! I hope you got some value from this post... If you did...

STRONG CALL TO ACTIONS

CTA #1 = *Click the link below right now and book your **FREE [RESULTS DRIVEN NAME]** strategy call to **FAST-TRACK** your **[BIG BENEFITS e.g. CLIENT ACQUISITION, Free Up Your TIME & Live a Life of More FREEDOM!]***

CTA #2 = *Want to learn more about how I can help you **[BIG BENEFITS e.g. book QUALIFIED APPOINTMENTS & CONVERT HIGH-TICKET CLIENTS? Private Message Me Now!]***

INDIRECT CALL TO ACTION!

CTA #3 = *You and I are both marketers.*

*If you want some help with **[BIG BENEFITS e.g. getting more qualified appointments, converting high-ticket clients and scaling your business using SYSTEMS so you can free up your TIME & live a life of more FREEDOM... I can help you!]***

Feel free to click the link below and you'll be taken to my sales funnel!

*Our clients have done \$3.4M+ in rapid time. You can scroll down on the page and check out all of my **AMAZING** students & clients video testimonials and then book a time on my calendar for a friendly chat to see how I can help you!*

Also remember to add a **POSITIVE IMAGE** or **VIDEO** when posting content on social media!

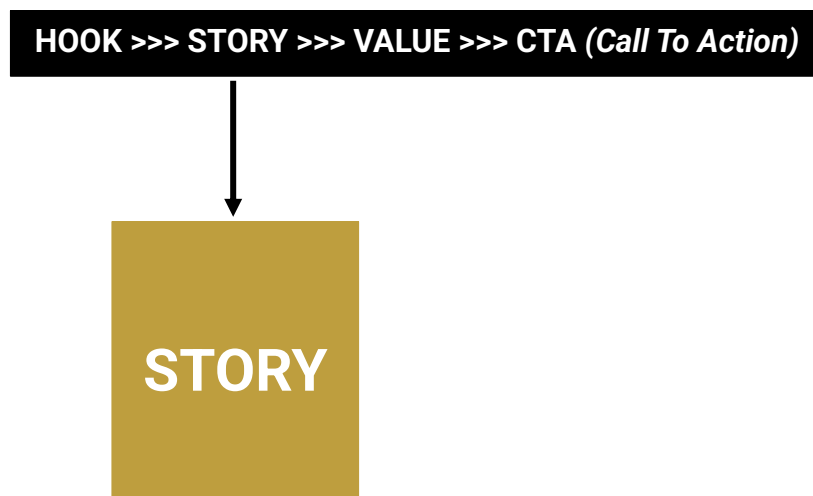
FB & IG are social networks so **be PERSONABLE & RELATABLE!**

They are channels to **CONNECT** with your target market / core client avatar

Smiling face or lifestyle photos work best for most niches. I am going to show you some examples in this module.

One of the best ways to **CONNECT** with your audience is through **STORY!**

Which brings us onto the next content **FRAMEWORK**... the...



As you start advancing in your content creation journey, you can apply the previous formula and add in stories to create **EPIPHANIES** in your leads, prospects and clients minds!

This will help them **break & overcome any false belief patterns** they have, increase the relationship and trust with you and lower their buyers resistance when they book an appointment with you...

...where you can convert them into a high-ticket sale over the phone or over the messenger chat in the DM's!

You do this by creating your...

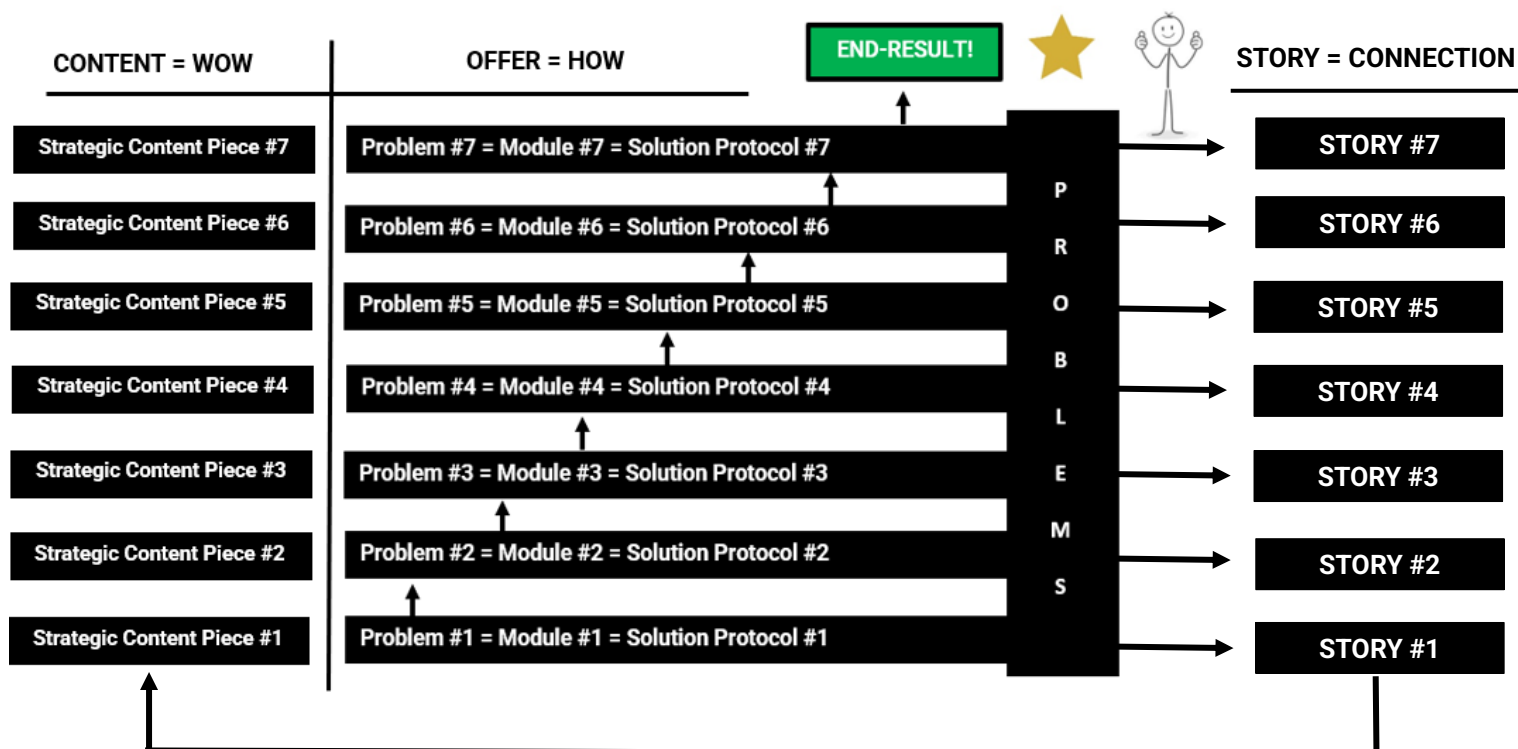
YOUR STORY BANK

To do this we need to go back to your offer + strategy content piece creation process.

Here we will create a "**before and after**" story for **every problem** your content + offer can solve.

You can do this all in one go if you want, or you can do 1 per day for the next 7 days! Which will give you **7 powerful before and after STORIES**, you can add into your content to increase **CONNECTION, TRUST & the RELATIONSHIP** with your leads!

By applying this you start to become an **EXPERT** in your target marketing minds! See the diagram below and fill out the 7 story sections:



CONTENT STORY BANK

You can use these stories in your content including emails, social media posts, blog posts and videos!

You can also leverage them in your sales funnel, ads and on your strategy calls to influence and persuade your target market to change their belief patterns and make a buying decision!

EXAMPLE = PROBLEM #1 – Getting TRAFFIC & Booking Qualified APPOINTMENTS!

Back when I first started online, I failed for the first 12 months and made ZERO DOLLARS, I was struggling with getting TRAFFIC & booking qualified appointments and nothing seemed to work! Frustrated & Struggling! Can you relate?

It wasn't until I had a PROVEN appointment generating system leveraging my C.A.L.V.O Funnels Method with a FILTERING PROCESS where everything changed! I'm now able to book DAILY qualified appointments on my calendar that turn into HIGH TICKET SALES of \$5k - \$10k+ per sale and it's the exact same PROVEN system my students have implemented to make \$3.4M+ in rapid time!

PROBLEM #1 =

STORY #1 =

PROBLEM #2 =

STORY #2 =

PROBLEM #3 =

STORY #3 =

PROBLEM #4 =

STORY #4 =

PROBLEM #5 =

STORY #5 =

PROBLEM #6 =

STORY #6 =

PROBLEM #7 =

STORY #7 =

Awesome work. You now know **HOW** to **create killer content that converts** into qualified **appointments and advances the sale**, by providing **AMAZING FREE VALUE** around the **BIG PROBLEMS** your target market is facing!

Let's move onto the next step of phase #3...

🔑 **STEP #2 - Organic Value Content + Promotion Cycles (Testing Phase & Gathering Data)**

We've covered the first 3 components of organic value content which are, **social media channels, content format and content frequency.**

During this step we are going to focus on **ADDING FUEL TO THE FIRE** by implementing short form content with **STORIES & REELS** using value and promotional cycles that leverage **SCARCITY & URGENCY!**

This is **OPTIONAL** but it will help increase **AWARENESS & ATTENTION** by complimenting your longer form content.

Remember to keep in mind... **25% Direct Response Marketing (D.R.M)** & **75% Educational Based Marketing (E.B.M)** by applying the...

VALUE, VALUE, VALUE, SELL Method!

Your short form & long form content is there to increase **AWARENESS** & you do that by providing amazing **FREE VALUE!**

Sure you can sell, now and then in your content, but the key is to provide as much value as possible & to understand your first **CONTENT GOAL.**

Which is to get your **TRAFFIC to book an appointment on your calendar or start a 1:1 DM conversation with you over messenger chat.**

Before we go into detail around "Value Content" & "Promotion Cycles" lets recap what we've previously covered in this module!

SOCIAL MEDIA CHANNEL(S)

CONTENT FORMATS

CONTENT FREQUENCY

ADDING FUEL TO THE FIRE
(SHORT FORM = STORIES + REELS / LIVES)

✓ **Social Media Channels =**

(Below \$10k - \$30k/Month = FOCUS On 1 Channel & Master It + Leverage A.I = Chat GPT)

(\$30k - \$100k/Month = Add 2 More Channels With Help From a V.A = Virtual Assistant + A.I)

(\$100k - \$1M/Month = Leverage MCM - Multi Channel Marketing = Your A-Team + A.I)

From \$100k+/Month Use All The Channels – However, you need your A-Team to help you do this as its too much work! Think Hormozi, he's omnipresent on all the social media channels

but he has a content team that costs him \$30,000 per month to operate and help him create content! However, saying that... you can lower this number with the power of AI to automate a lot of your content for you!

✓ **Content Format =**

e.g. 1-3 Content Formats (Emails, Social Media Posts, Videos etc!)

Content Frequency =

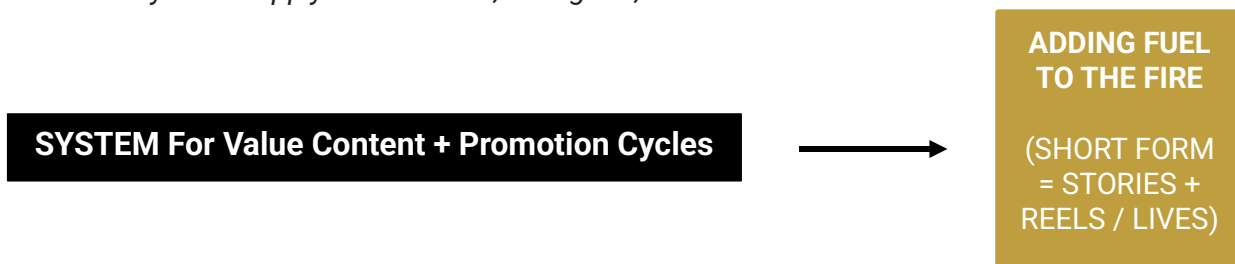
e.g. Emails & Social Media Posts Everyday +

Video 1-3 Per Week!

CONSISTENCY IS KEY!

✓ **Adding Fuel To The Fire = Social Media Stories & Reels / Lives!**

This is where we are going to leverage the Short Form Value Content + Promotion Cycles which you can apply on Facebook, Instagram, YouTube & TikTok...



THE 14 DAYS VALUE FRAMEWORK CYCLE

1 VIDEO REEL PER DAY – SHARING VALUE (QUICK LESSON / TIPS / INSIGHTS etc! (60 SECONDS)

STORY POST #1 > LIFESTYLE PHOTO + MOTIVATIONAL QUOTE!

STORY POST #2 > VALUE LESSON! (Video or Written Story Post)

STORY POST #3 > SHARE RESULTS (YOU + YOUR CLIENTS RESULTS)

STORY POST #4 > DOCUMENT YOUR JOURNEY (Share What You've Been Working On!)

STORY POST #5 > EVERY 3rd / 4th DAY DO A STRONG CTA (**Call To Action**) Give Away FREE Lead Magnet - Get People To Private Message You or Send Them To Your Facebook / Skool Group In Return For Getting Your FREE Lead Magnet OR Directly Get Them To Book A Call!

THE 7 DAYS **PROMOTIONAL FRAMEWORK CYCLE!**

1 VIDEO REEL PER DAY – SHARING VALUE (*QUICK LESSON / TIPS / INSIGHTS* etc! (60 SECONDS)

STORY POST #1 > VIDEO (HERES WHO I AM + WHAT I'VE GOT - EXPLAIN OFFER BENEFITS + CTA#1)

STORY POST #2 > SHARE CLIENT RESULTS + U.M/M (*Unique Method / Mechanism!*)

STORY POST #3 > VIDEO (SCARCITY + URGENCY) e.g. *"Only Looking Take on 5 More Clients So I Can Work With You Personally 1;1 To Give You The Guidance, Support & Coaching You Need To Get Big RESULTS"* + (Explain Your Risk Reversal GUARANTEE!)

STORY POST #4 > VIDEO CTA #2 > *"PM Me If You Want To FAST TRACK Your Results & (ADD BIG BENEFIT e.g. Get High-Ticket Clients WITHOUT Wasting Time, Energy & Money On Hope Marketing!"*

CREATE PROMO VIDEO FROM STORY POSTS AND POST AS A VIDEO REEL!

Great work... those are the **2 PROVEN SHORT FORM CONTENT FRAMEWORKS**... you have the OPTION to apply so you can...

- ✓ **Provide AMAZING FREE Value**
- ✓ **Increase Your Awareness Within Your Targeted Niche Market**
- ✓ **Grab Attention &**
- ✓ **Promote Your Offer With Confidence & Conviction...**

...which will add **fuel to the fire** alongside your long form content with email, social media newsfeed posts and videos!

When you do this consistently, you'll naturally...

- ✓ **Book More Qualified Appointments On Your Calendar!**
- ✓ **Generate More 1:1 DM Sales Conversations!**
- ✓ **Convert More High-Ticket Clients Into CASH!**

That's what you want, right?

As you are creating this content... again you need to be aware of what content is working and what content is not by gathering data!

Every month go through your content and save the content that works.

You'll then start to understand by using **PATTERN RECOGNITION** in terms of what work and what's doesn't and you'll cut out the stuff that doesn't and create similar content to the stuff that previously worked! Make sense? FANTASTIC! 😊

Next, we're going to move onto...

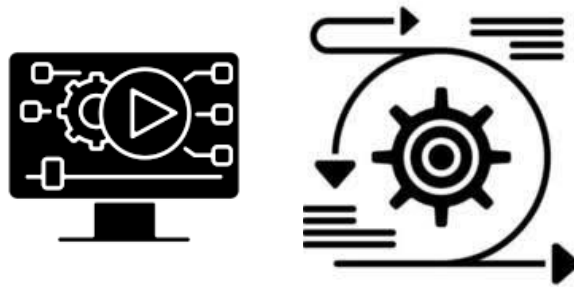
🔑 **STEP #3 – [ADVANCED] Paid Traffic Content Promotion Campaign (Growth Phase)**

As you are creating content for your organic campaign you should be keeping track on your analytics.

The key here is to find **5-7 content pieces** that got the most traction in terms of engagement, booked calls and 1:1 DM conversations.

You're going to take those **PROVEN ORGANIC WINNERS** along with your strategical content pieces, that help overcome the big problems in your niche and use them inside your sales funnel + email follow up campaign to provide value when you start running paid traffic.

This is known as... **CONTENT ITERATION CYCLES!**



Just like when you are figuring out your **OFFER** by getting feedback from clients and making it better as time elapses, you are also figuring which content best converts with your organic lead flow!

If your offer and your content is not converting with organic marketing, then it **WON'T** convert when you run paid traffic.

So, it's **CRUCIAL** to test with organic traffic first if you don't have a decent paid ads budget!

You'll also want to have a good mix of video + written content.

By doing this you'll have **proven content pieces** that can help book appointments on your calendar...

...as well as help advance the sale to convert leads into prospects and prospects into customers & clients when you start running paid traffic into your sales funnel!

Here's the paid traffic content map:

STRATEGICAL CONTENT (BIG PROBLEMS)



STRATEGICAL CONTENT PIECE #4

STRATEGICAL CONTENT PIECE #5

STRATEGICAL CONTENT PIECE #6

STRATEGICAL CONTENT PIECE #7



ORGANIC CONTENT WINNERS

ORGANIC CONTENT PIECE WINNER #1

ORGANIC CONTENT PIECE WINNER #2

ORGANIC CONTENT PIECE WINNER #3

ORGANIC CONTENT PIECE WINNER #4

ORGANIC CONTENT PIECE WINNER #5

ORGANIC CONTENT PIECE WINNER #6

ORGANIC CONTENT PIECE WINNER #7



ADD CONTENT TO EMAIL FOLLOW UP + SALES FUNNEL READY FOR PAID TRAFFIC CAMPAIGN!



RUN PAID TRAFFIC (TESTING + GROWTH PHASE)

This process takes around 90 days if you are consistent with producing content to find your 5-7 organic content piece winners!

If you're already above \$30k per month, create your strategic content around the big problems your target market is facing and if you've already been creating content for organic promotions, go back through your analytics and **find the best 5-7 pieces of content...**

...that has the most engagement + booked the most calls. Save the content links in a folder as you will need them when we move onto the sales funnels, paid traffic and email marketing modules of C.A.A!

If you're just starting out and below \$10k/month, create **1-3 strategic content pieces** as shown in the gold colour in the diagram above and begin your organic content to find your **7 organic content piece winners**, that can be added into your email follow up campaign.

That's the end of phase #3...

Here's what we've covered together during phase 3 of module #6...

- 🔑 **STEP #1 - How To Create Killer Content Using Butterfly Leverage!**
- 🔑 **STEP #2 - Organic Content Promotion Cycles!** (*Testing Phase & Gathering Data*)
- 🔑 **STEP #3 - [ADVANCED] Paid Traffic Content Promotion Campaign** (*Growth Phase*)

By **internalising** and **applying** this knowledge with **CONESISTENCY**, you will **NEVER** run out of content ideas!

By applying butterfly leverage you will **massively automate** your content marketing by hiring a V.A (*Virtual Assistant*) + AI (*Artificial Intelligence*) by reproducing 1 piece of content around a specific topic into multiple formats on different social media channels as you advance!

You also have **proven content and promotion frameworks cycles** to help you provide value to your email list audience + social media list audience, book appointments and **CONVERT** high ticket sales!

And lastly you are using a **PROVEN TIME-TESTED SCIENTIFIC APPROACH** by applying **content iteration cycles** and **pattern recognition** to build for the future, in terms of the more advanced modules with sales funnels, email marketing follow up, social conversion and paid traffic!




Let's move onto...



PHASE #4 – [ADVANCED] The Multi 7-Figure Strategic Content Asset Strategy – Book Appointments, Get Clients & Print Profits Without Sales Resistance!

Welcome to phase #4, during this phase we will quickly walk through the **3 stages** of content assets so you can **SCALE to multi-7-Figures!**

As you can see below, we have 3 components which are as follows:

-  **1) Organic Content Assets!**
-  **2) Dynamic Sales Funnel Assets!**
-  **3) Paid Traffic Content Assets!**

Each component builds upon the previous component to create an **ASYMMETRIC SALES FUNNEL** that leverages **E.B.M** (*Educational Based Marketing*) + **D.R.M** (*Direct Response Marketing*) to increase **qualified booked appointments / calls** on your calendar, more inbound DM conversations and **advance the sale (CONVERSION!)**

If you look at the online business, coaching, consulting & course creation value vehicles otherwise known as the E-Learning industry there are 4 things that are happening...

- 1) *Gurus are saying 1 thing but doing the complete opposite!*
- 2) *Skepticism is high in competitive markets! (Wealth, Business, Health & Dating etc)*
- 3) *AI is rapidly advancing, resulting in content being created way faster!*
- 4) *More money is being invested into the Coaching, Consulting & E-Learning industry than ever before and it's expected to continue to rise.*

Here's 2 articles that I think you should definitely read to understand the industry growth

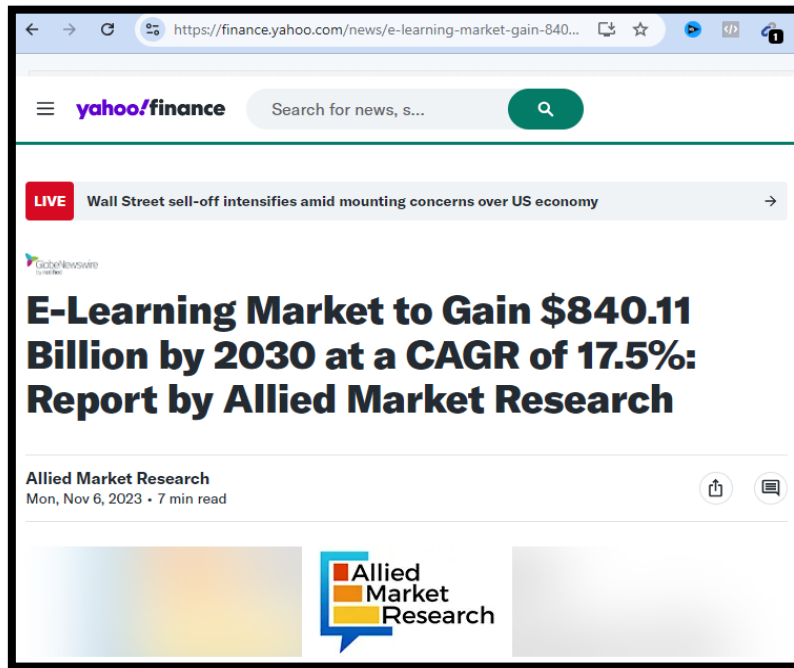
Coaching / Consulting Industry Projected Growth = \$11.7 BILLION



CLICK HERE TO READ ARTICLE

<https://www.prnewswire.com/news-releases/online-coaching-market-expected-to-reach-11-7-billion-globally-by-2032-at-14-cagr-allied-market-research-301988791.html>

E-Learning / Course Creation Industry Projected Growth = \$840.11 BILLION

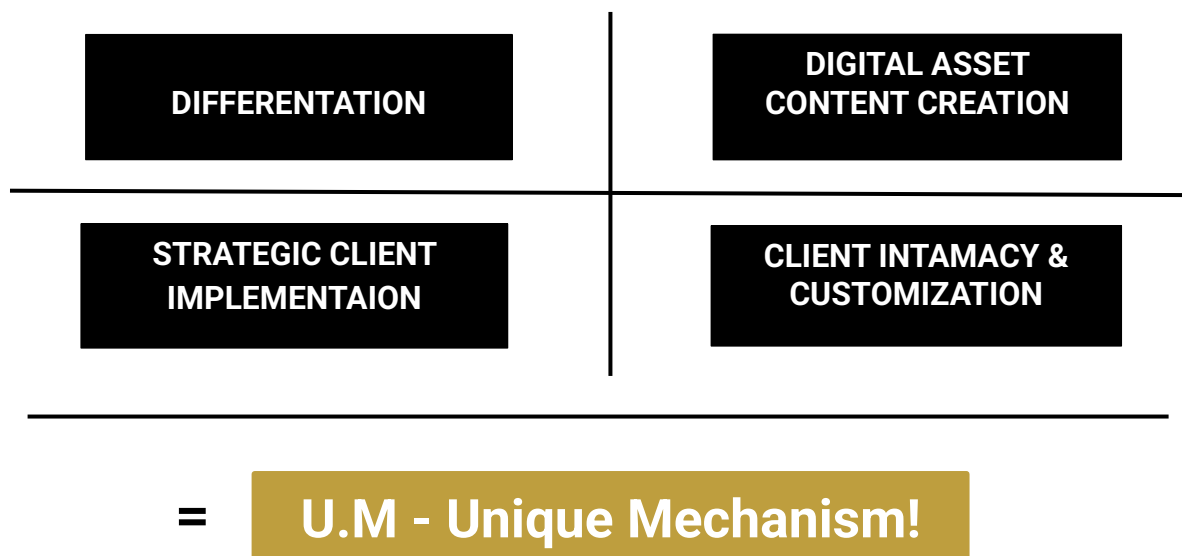


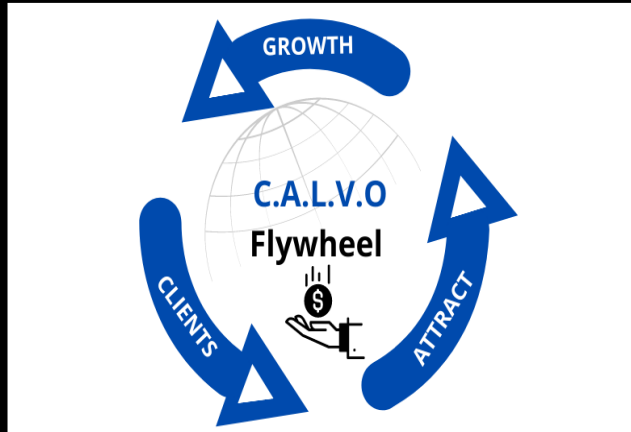
CLICK HERE
TO READ ARTICLE

[Finance-Yahoo-e-learning-industry-growth-840-billion-article >>](#)

Sure, you can get to \$10k+ per month without creating content but to scale you need to think outside the box and apply what the gurus are actually **DOING** not what they are **TELLING** you to do!

To capitalize on the growth and the changes in the coaching, consulting & e-learning space, I'm applying...

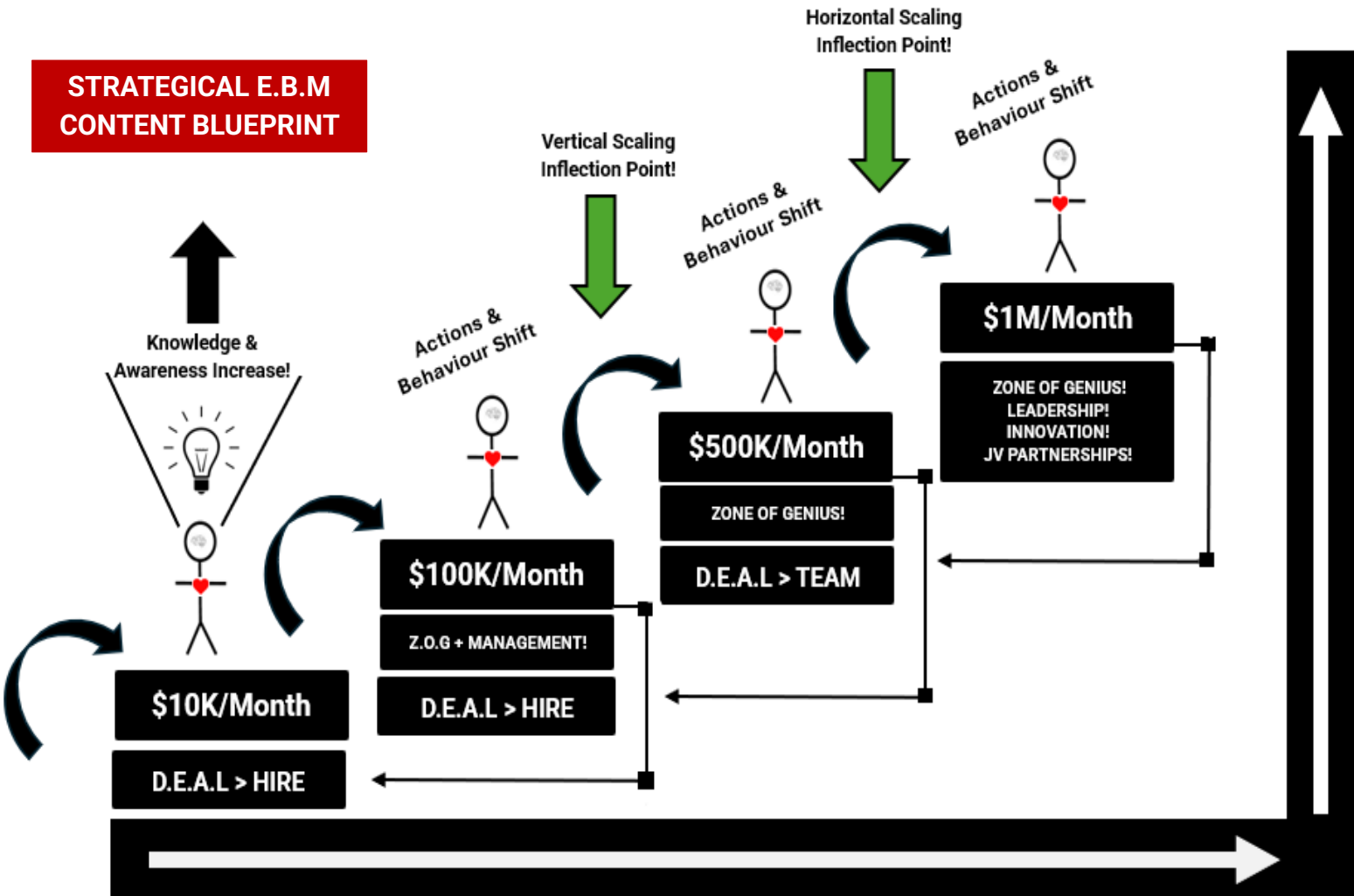


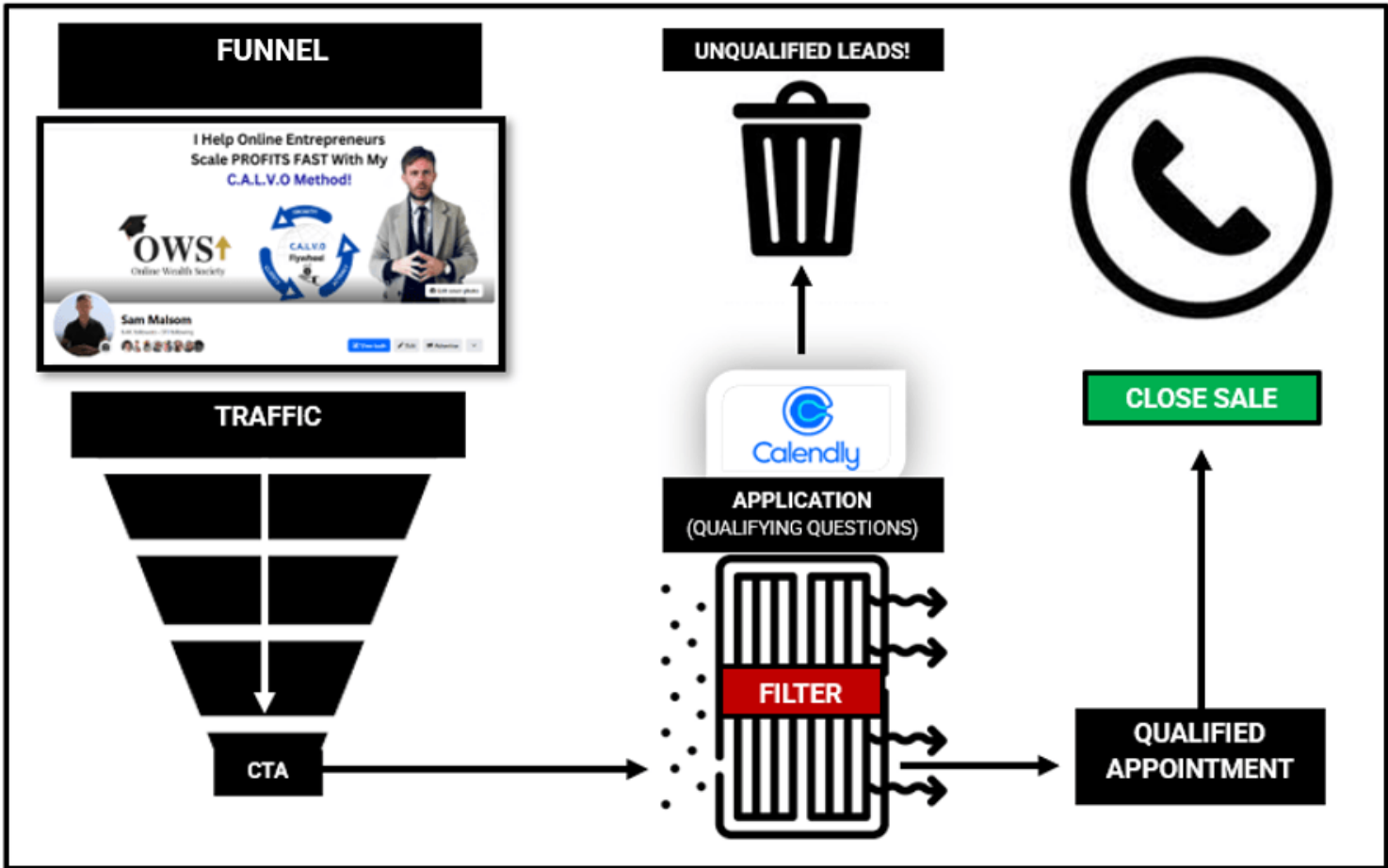
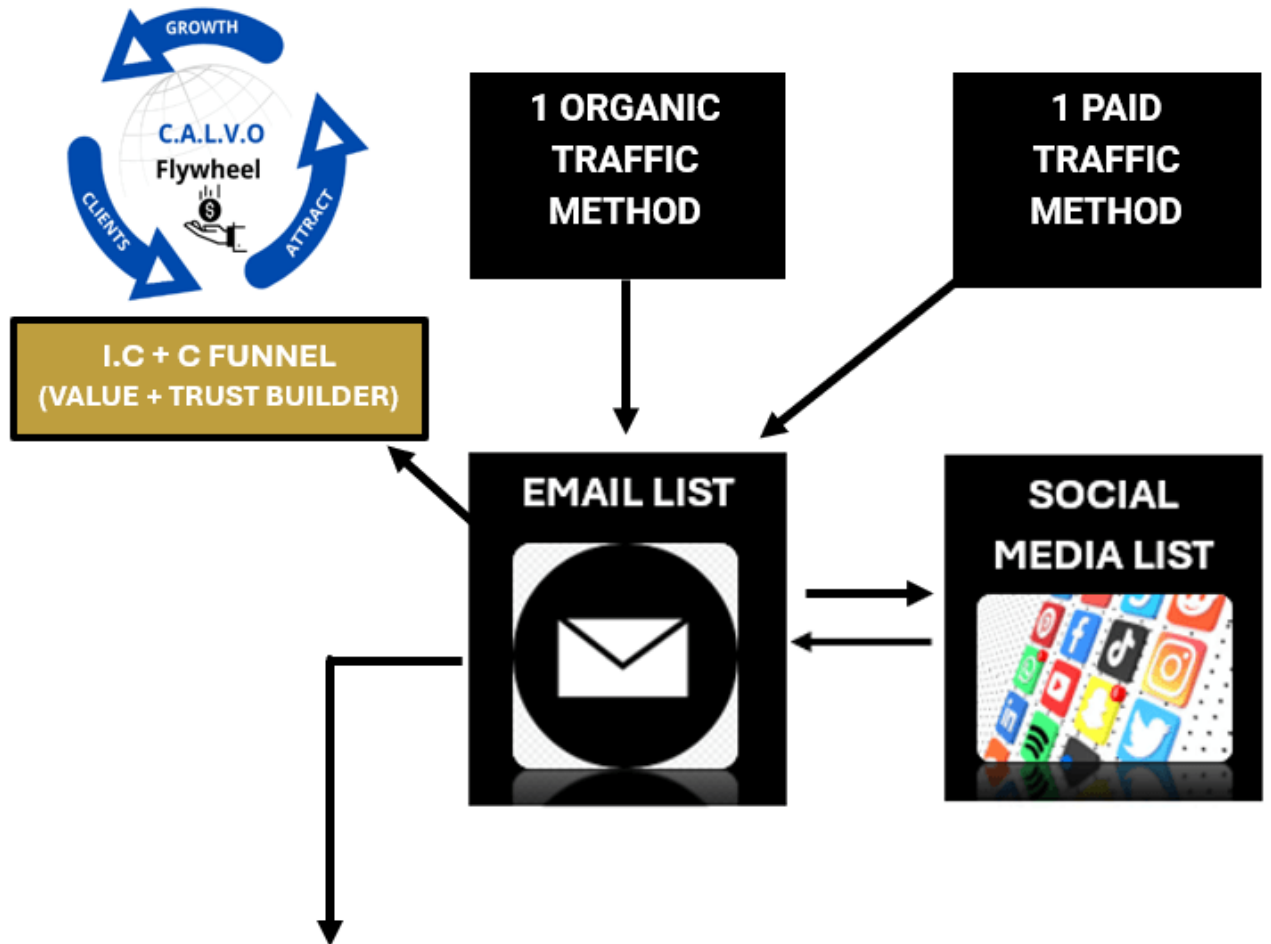


7-Figure COACHING

DONE FOR YOU FUNNEL + BUSINESS INFRASTRUCTURE!

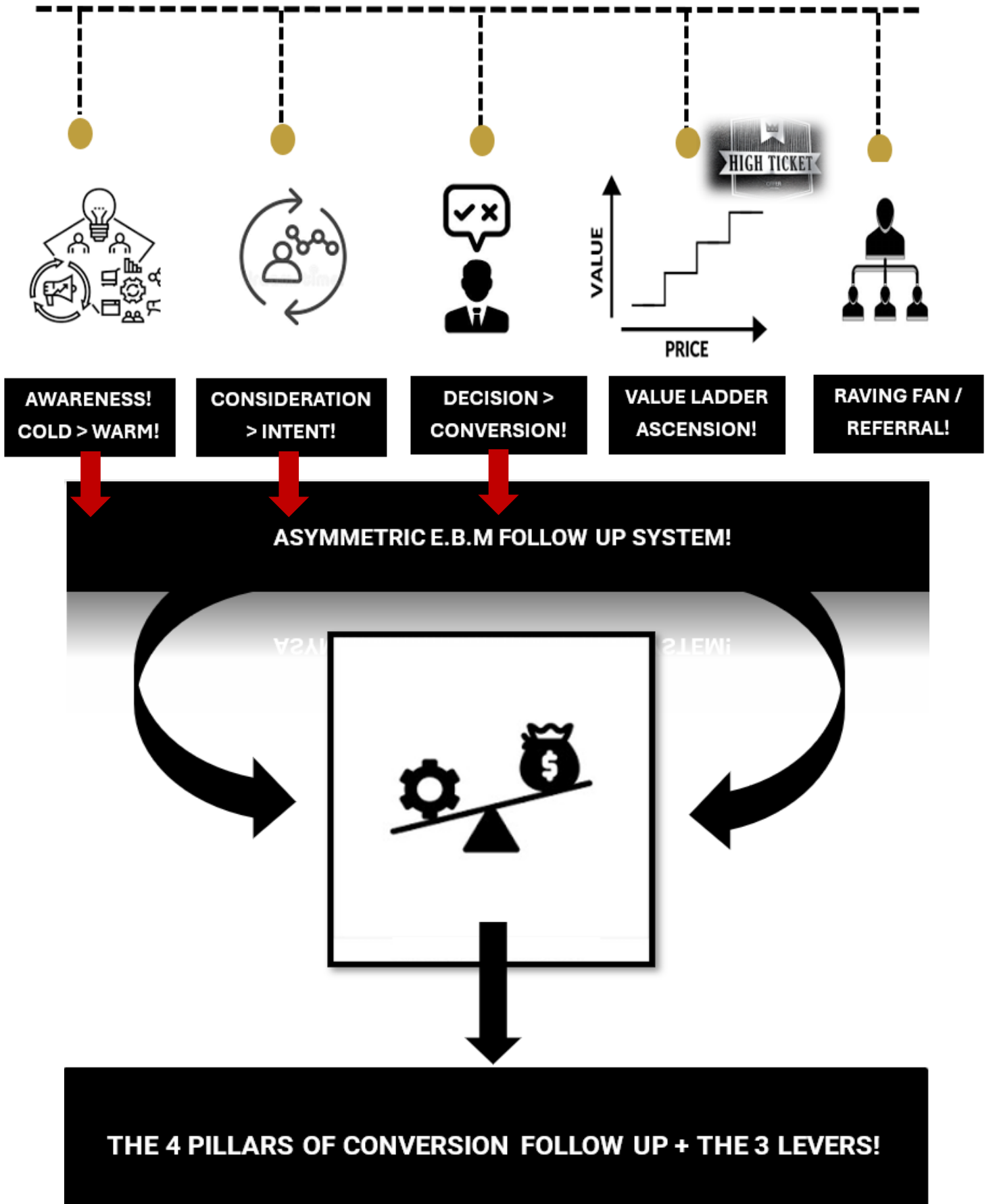
STRATEGICAL E.B.M CONTENT BLUEPRINT

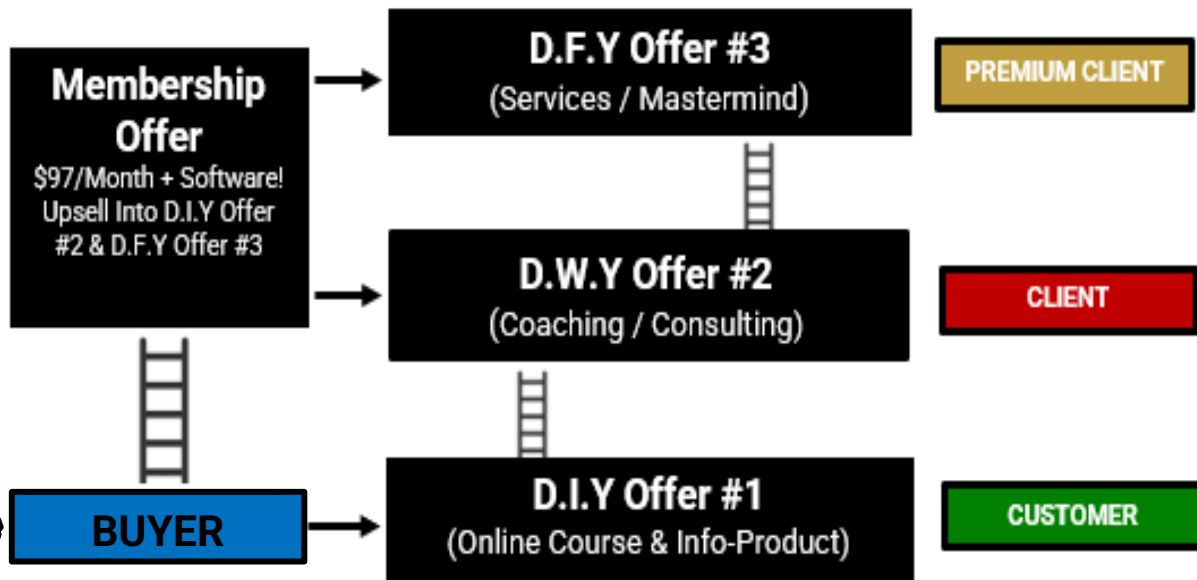
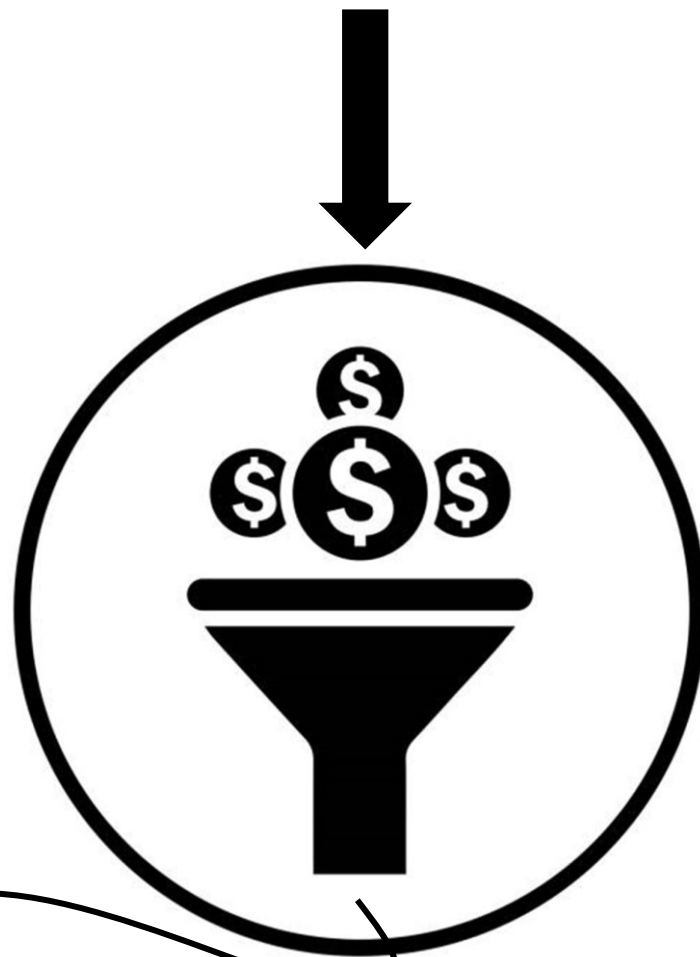






Customer / Client Buyers Journey





VALUE LADDER OFFER ECO-SYSTEM!

We will talk more about this in the advanced modules of C.A.A, however in this section we will mainly focus on...

DIGITAL ASSET CONTENT CREATION!

When you apply this consistently along with the other 3 components, you'll grab your core clients attention!

You'll build the relationships and trust which **lowers scepticism + sales resistance**, and the appointments, clients and money will start to flow to you from the **multi-billion dollar per year** coaching, consulting & E-Learning industry...

...providing you have nailed your blue ocean niche or targeted niche correctly which I taught you how to do inside module #1.

Every EXPERT / GURU I know does the following 3 things:

- 1) They **ALL** create some form of **CONTENT!**
- 2) They **ALL** have a **SALES FUNNEL!**
- 3) They **ALL** run **PAID ADS** (Even the guys positioning themselves as organic marketers)

So, as you **SCALE... DO** what they **DO... not** what they **SAY!**

Let's dive deeper into the content assets I'm currently using so you can get some ideas when you've crossed 6 figures & are ready to scale to 7-Figures and beyond!



WARNING – This Stuff Is ADVANCED!



You do not build this all at once. And to get to \$100k/ Month... You do not need to build all of this!

You scale through the revenue levels and then build and optimize as you go!

*(You can technically get to **6-figures per month** with just organic marketing and an appointment setter, however if you want to scale, adding on paid traffic will get you there faster and this is where your sales funnel + paid traffic content assets come into play.)*

Organic Content Assets: Building Your Business From \$10,000 - \$30,000+/Month!

- ✓ 3-7 Strategic Content Pieces (**TARGETING PROBLEMS + CTA = BOOK CALL!**)
 - ✓ 5-7 Organic Content Piece Winners (*Retrieved From Data Via Organic Testing!*)
 - ✓ Client Case Studies & Video Testimonials! (*Continue To Stack*)
 - ✓ 5-Step Value PDF For Phone Follow Up! (*Free Value Proposition = WOW Not HOW*)
-

Dynamic Sales Funnel Assets: Growing From \$30,000 - \$100,000+/Month!

- ✓ *Optimized L.C.P (Lead Capture Page)*
 - ✓ **Dynamic VSL Page (Video Sales Letter) = THE MOST IMPORTANT ASSET!**
 - ✓ **Thank You Page = Pre-Call Content Load + Client Case Study Stack!**
 - ✓ **Dynamic Written Sales Page! (Optional)**
 - ✓ **Automated Email Follow Up Campaign = E.B.M Value + Client Case Study Stack!**
 - ✓ **Automated SMS Text Follow Up Campaign!**
 - ✓ **Phone Follow Up!**
-

Paid Traffic Content Assets (Advanced): Scaling From \$100,000 - \$1M+/Month!

- ✓ **E.B.M Automated Webinar = Deep Dive Into U.M/M (Unique Mechanism / Method!)**
- ✓ **PDF Slides From E.B.M Webinar!**
- ✓ **Offer Stack Overview - Google Doc!**
- ✓ **E-Book / Physical Book!**
- ✓ **Website (U.M/M + Client Results Stack!)**
- ✓ **Course / SLO = Self Liquidating Offer = (Multi 7/8-Figure Scaling!)**
- ✓ **YouTube E.B.M Content Inversion > CTA Call Funnel! = (Multi 7/8-Figure Scaling!)**

During this phase we will focus on the **ORGANIC CONTENT ASSETS**.

During the future advanced modules of the Client Acquisition Accelerator coaching program + course we will dive deeper into the **Dynamic Sales Funnel Assets & The Paid Traffic Content Assets!**

During this last section of module #6, we will go over the...

Organic Content Assets: Building Your Business From \$10,000 - \$30,000+/Month!

Let's start with the...

- ✓ **3-7 Strategical Content Pieces (TARGETING PROBLEMS + CTA = BOOK CALL or DM - Direct Message!)**

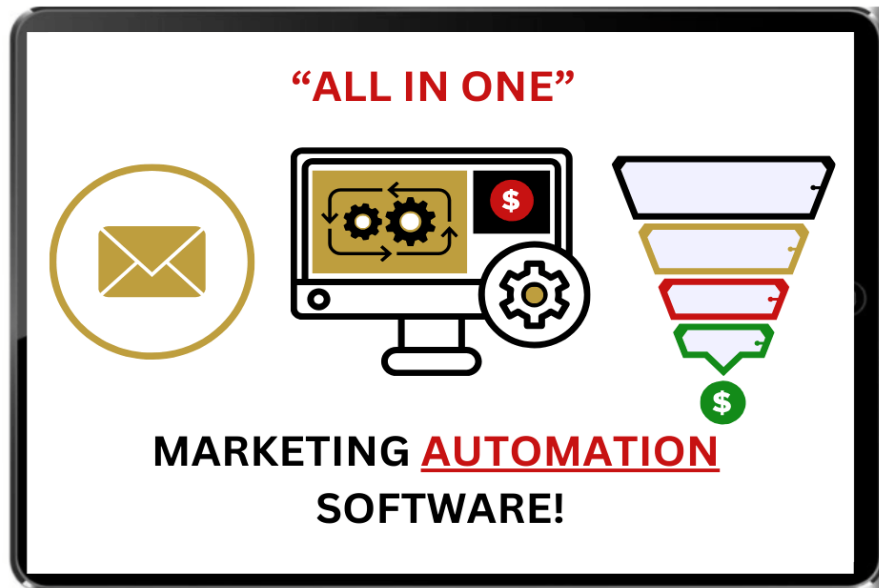
If you're just beginning your online journey, create 3 strategical content pieces that target the **3 BIGGEST PROBLEMS** your niche market is facing.

I'm sure many of you going through this training program will already have you software stack set up. Continue using the software you are currently using. 😊

If you haven't got a funnels / landing page builder, you can use the **ALL IN ONE MARKETING SOFTWARE** called **Systeme.io** which is **FREE** to start with!

Or you can use **ClickFunnels... Go High Level** software or any other funnel builder software of your choice. It's completely up to you! 😊

These software's allows you to build funnels and webpages for your **marketing assets** which is crucial for your success! You will build your strategic content pieces with the software & upload to YouTube.



[Systeme.io – All In One Marketing Automation Software – FREE For Your First 2000 Subscribers](#)



[Click Here To get a ClickFunnels Account And Start Your FREE TRIAL >>](#)

Your funnel builder software is what you will build your strategic content pages with so you can share value. Both software's have tutorials teaching how to use them, once you've signed up for them, make sure you master which ever software you decide to use.

There will also be links in the **software tutorials** section of the C.A.A training membership site.

If you're not technical, you can get my team to build everything out for you with our...

DONE FOR YOU BUSINESS INFRASTRUCTURE + FUNNEL BUILD OFFER!

Just message me on Facebook and we do ALL the TECH work for you, so you don't have to waste your precious time. 😊

Facebook Profile Link = SAM MALSON: <https://www.facebook.com/sam.malsom>

Here's the... **STRATEGICAL CONTENT PIECE LAYOUT**

- 1) Pattern Interrupt + BIG PROBLEM + BENEFIT!
- 2) Authority & Positioning (*Results + Proof*)
- 3) Client Video Testimonials (*Quick Reel*)
- 4) Quick Story On How You Overcame The SPECIFIC BIG PROBLEM
- 5) VALUE (*WOW Not HOW!*)
- 6) CTA (*Call To Action*)

CTA Example: *“If You Want Some Help With [BIG PROBLEM] Feel Free To Private Message Me On [SOCIAL MEDIA ACCOUNT e.g. Facebook] So You Can [ADD BIG BENEFIT]”*

Or

Click The Button Below Right Now & Book Your FREE Complimentary [RESULTS DRIVEN NAME] Strategy Call On My Calendar For a Friendly Chat To See If I Can Help You [ADD BIG BENEFIT!]”

Below is an example of one of my strategic content piece assets that targets 1 big problem my target market faces so you can model and get some ideas.

PLEASE DO NOT COPY...

Model the framework and think for yourself on how you can provide VALUE using the WOW not HOW format to increase strategy call bookings and sales for your niche OFFER!

(FREE Training Video) How To Get a Consistent Flow Of High-Ticket Clients & Work In Your 'Zone Of Genius' WITHOUT Wasting Time & Energy!!

From Online EXPERT Sam Malsom:

(Click To Turn On Sound Below!)

Client Attraction Secrets

All you need is a laptop, an internet connection and a telephone...



Book Your FREE 'Profit Booster + Client Magnet' Strategy Session Now...

BOOK YOUR FREE CALL >>

Sam Malsom

30+ Minute Strategy Call

🕒 1 hr

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...

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Time zone

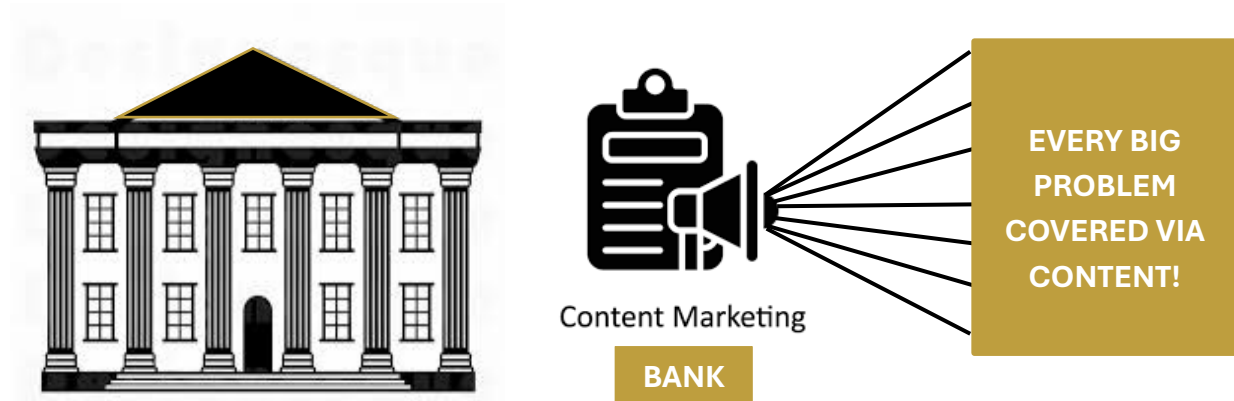
🌐 UK, Ireland, Lisbon Time (7:59pm) ▾

<https://www.onlinewealthsociety.com/e848b5bd>

Like I mentioned... to start with create 1-3 of these strategical content pieces using video and then create 1 per week or 1 per month until you have **7 strategic content videos** that target the main big problems your market is facing!

As you become more aware of the problems your target market is facing, by gaining feedback from your strategy calls and DM conversations, you can continue to stack your content videos + links until you have a...

STRATEGICAL CONTENT BANK...



Save all links in an easy to access document or spreadsheet so you can DM leads via your organic marketing promotions or email them out to your list.

If you want to add extra value, get a V.A (*Virtual Assistant*) to transcribe the video trainings into a written PDF format so your leads and prospects can either watch the video or read the pdf...

...which will **improve call conversion** as some people like to learn through video while others prefer to learn via reading!

As you grow past 6/7-Figures the aim is...

ABSOLUTELY F&*KING HAMMER... your leads and prospects with...

STRATEGICAL VALUABLE CONTENT THAT HELPS WITH THE BIG PROBLEMS USINE 'WOW NOT HOW!'

And as time elapses... **the only logical thing for them to do is to BUY!**

Think back to how we first met online!

At first, you didn't know me.

I built a relationship with you!

And I most probably... absolutely hammered you with free value to genuinely help you. 😊

This caused the following things to happen in your mind:

- 1) *At first, you may have thought, who the F%&K is this random guy sending me all of this free content and training!* 😂
- 2) *Slowly but surely as you started going through the content, you may have had an EPIPHANY... That epiphany hopefully was "WOW this content is great stuff!"* 😊
- 3) *You then started to perceive me as more of an AUTHORITY EXPERT*
- 4) *Because of this blue ocean market positioning... you lowered your BUYERS GUARD, and I got you over the TRUST BARRIER*
- 5) *At this point you're hooked, because I systematically took you through the first phase of the Customer / Client Buyers Journey WITHOUT you probably even realising it!*
- 6) *You may have got my daily emails... booked a call on our calendar, and we had a chat on the phone or a conversation over the DM's... where I walked you through the sale process*
- 7) *After that... the only logical thing to do was to BUY from me, to help you get the END-RESULT that you desire from one of my OFFERS!!*

This is the **POWER of content** when done strategically, to grab attention, increase awareness + help leads and clients overcome the BIG PROBLEMS they are suffering with... by reducing their PAIN using the **WOW Not HOW Method!**

When done correctly it builds RECIPROCITY + TRUST and makes selling **EASY & EFFORTLESS!**

Great work, next let's go over the...

✓ **5-7 Organic Content Piece Winners (Retrieved From Data Via Organic Testing!)**

Here's 3 examples of some of my **proven content asset winners** from my **organic content testing phase over a 90+ day period!**

For this to work you first need to build your social media audience up to 3000 - 4000+ targeted people using the strategies I taught you in **module 5...**

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



Organic Content Piece **Winner #1**



Sam Malsom

21 Sep

🚫✅ **[\$3.4M HIGH-TICKET CLIENT PROFITS CASE STUDY]** 🔥 !! 🚀 100 🗝️

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 students are extraordinary and not of the average person! In no way am I guaranteeing income! Business online or offline takes real work, time, effort, sacrifice and financial investment to get the business off the ground. However I am happy to show you what has worked for us so you can get value and grow as an entrepreneur!*

In Today's Post I'm Gonna Share With You The 6-Steps PROFIT Method On How I Made My First \$10,000+ In A Single Month All Those Years Ago So You Can Generate Qualified LEADS & Book More Appointments With Targeted Clients For Your

High Ticket Offer / Online Business! 🚀🔥

You Can Also Leverage This To Promote Over Facebook Messenger If You Do Not Want To Get On The Phone! 🗝️

So Read This Post In Full If You Are A High Ticket Affiliate Marketer, Info-Product Creator, Coach or Consultant Because It Will 10X Your PROFITS If You Move Forward & Go 100% ALL IN... Full Throttle For The Next 90 Days! !

Honestly... I Wish I Knew This SECRET Knowledge When I First Started Online Over 7 Years Ago!

Let's Get Started...

✅ **STEP 1) Start With Facebook ORGANIC Traffic If You Don't Have \$1,000 - \$3,000 To Invest Into Paid Ads !!**

- Figure Out Where Your Potential Customers Are Hanging Out Online!

- Add People From Targeted Groups On Social Media (Buyers Groups Work Best)

- Map Out Your Irresistible Multi-Million Dollar OFFER! (This Is The Most Crucial Part Of This Formula!)

- OPTIONAL - Map Out Your Masterv Sales Funnel

Founder & CEO: Online Wealth Society. Com & 7-Figure Coaching!

P.S If You're Sick & Tired of Not Getting The Results That You Desire.

You Struggle To Get Consistent TRAFFIC, LEADS, CLIENTS & SALES So You Can Scale Your Business Predictably Instead Of Wasting Your Precious Time On Social Media All Day Praying 🙏 To GOD For A Sale...

PRIVATE MESSAGE Me Right Now & I Can 100% 100 Help You Get UNSTUCK!

If You're Serious About Growing Your Current Business / Offer Using SECRET 1% ELITE 7-Figure Strategies to SCALE While Helping Your Clients & Living a Life of More TIME, LOCATION & FINANCIAL FREEDOM Let's Chat! 🗝️🔥🚀

I've helped Many Students Hit \$10,000 PER MONTH With Some Hitting \$100,000 In Less Than 6 months Months of Working With Me + Also Helped 7-Figure Earners! ✅🗝️ (Results Not Typical Of The Average Person!)

My Clients Have Done \$3.4M 💰 In Revenue & We're Only Just Getting Started! I'm Not Guaranteeing Income Here But If You Want Some Help Building Your Online Business PM Me!



With Leads In Your Target Market !!

- Figure Out Your Target Markets BIG PROBLEM! What's Their Biggest Frustration(s) That's Stopping Them From Getting To The Next Level In Their Business?

- Position Your OFFER As The Solution To Their BIG PROBLEM & Help FAST TRACK Their RESULTS!

✔ STEP 5) Automate & Delegate (Inside My Coaching Program ALL OF This Is DONE FOR YOU !!)

- Create S.O.P's (Standard Operating Procedures)

- Give Away An Insane Free LEAD MAGNET To Build Your List & Add Email Follow Up Using Education... Based On The Marketplace Problems To Help Advance The Sale!

- Build Systems For Coaching / Offer Delivery Using Automation Or Become An Affiliate Of A High Ticket Offer!

- Hire a Virtual Assistant / Appointment Setter So You Can Delegate The FREE TRAFFIC Strategy Leveraging My Special D.A.O Method That I Teach In Detail Inside My Coaching Program.

✔ STEP 6) Scale With Paid Traffic !!

After You've Booked 100 - 200+ Calls From Organic Methods Invest a Percentage Of Your Profits Into Paid Ads. This Is How You Automate Your Lead Generation!

- Apply The Testing Phase So You Can Gather Data

- Run Email TRAFFIC From My DONE FOR YOU Traffic Agency!

- Run Facebook Ads!

- Run YouTube Ads!

Pick ONE And Become a MASTER At It To Avoid Overwhelm!

- Optimize & SCALE UP Using The 10 Step Mass Traffic Formula We Teach Inside Module #7 Of My Coaching Program. (The Traffic Takeover - 7-Figure Traffic & Lead Generation Strategies)

Awesome.

I Honestly Hope You Got Some REAL VALUE From This Post.

Talk Soon.

Sam Malsom. 😎

Founder & CEO: Online Wealth Society. Com & 7-Figure Coaching!

P.S If You're Sick & Tired of Not Getting The Results That You Desire.

You Struggle To Get Consistent TRAFFIC, LEADS, CLIENTS & SALES So You Can Scale Your Business Predictably Instead Of Wasting Your Precious Time On Social Media All Day Praying 🙏 To GOD For A Sale...

PRIVATE MESSAGE Me Right Now & I Can 100% 100 Help You Get UNSTUCK!

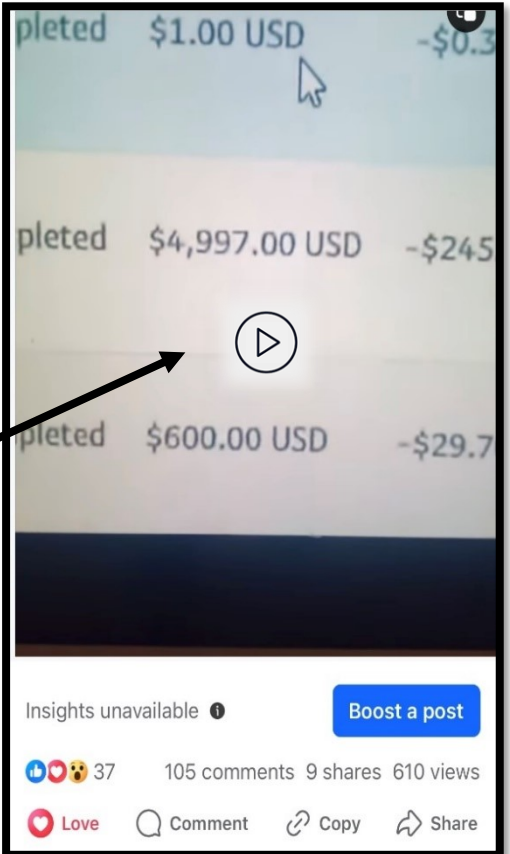
If You're Serious About Growing Your Current Business / Offer Using SECRET 1% ELITE 7-Figure Strategies to SCALE While Helping Your Clients & Living a Life of More TIME, LOCATION & FINANCIAL FREEDOM Let's Chat! 🗣️🔥🚀

I've helped Many Students Hit \$10,000 PER MONTH With Some Hitting \$100,000 In Less Than 6 months Months of Working With Me + Also Helped 7-Figure Earners! ✔️🔑 (Results Not Typical Of The Average Person!)

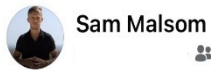
My Clients Have Done \$3.4M 💰 In Revenue & We're Only Just Getting Started! I'm Not Guaranteeing Income Here But If You Want Some Help Building Your Online Business PM Me!

STEP BY STEP VALUE POST / TRAINING!

CTA -= CALL TO ACTION + INFINITE CUSTOMERS BLUEPRINT INCOME VIDEO PROOF



Organic Content Piece Winner #2



Sam Malsom

🔒❤️🔥 C.A.L.V.O Method SECRET! 🚀 How To Increase CUSTOMER ACQUISITION For Your Business! !! ✓

If you really think deeply about it... All business comes down to is providing solutions (VALUE) to solving people's problems for a monetary exchange!

VALUE > MONEY!

PROBLEM > SOLUTION!

When you understand this and run your business from the principle of HELPING people solve their PROBLEMS by providing a real SOLUTION that can help them achieve a SPECIFIC RESULT you will never have to worry about money ever again !! 🔑

As you grow your email list, customer list & social media list you'll want to start adding people into different segmentation buckets as follows...

- ✓ 1) Cold Leads – Unaware / Problem Aware
- ✓ 2) Warm Leads – Solution Aware – Retarget
- ✓ 3) Hot Leads – Increased Product Awareness



INSIGHT + SECRETS VALUE
POST / TRAINING!

✓ 4) Customers That Have Spent \$2,000 - \$5,000 With Your Business – Very Aware

✓ 5) Backend Customers That Have Spent \$5,000 - \$10,000 - \$100,000 With Your Business – Most Aware

This is super important because 90% of your profit margins will come from your existing customers so you do not want people that have invested \$10,000+ into your products, programs, coaching and done for you services getting the same marketing material as your cold leads that have just joined your list because they are a lot further along the market awareness / customer journey! !! 🔑

Awesome! 😊

I hope you got some value from this post.

This is something we go DEEP into inside my Inner Circle coaching + my unique mechanism training titled the "C.A.L.V.O Protocol which stands for "Customer Acquisition & Lead Value Optimisation !! 🚀

If you want to learn more about this PM on Facebook right now and I will send you over a FREE 30 minute masterclass training / \$1.2M HIGH TICKET CLIENT ATTRACTION SECRETS CASE STUDY 100% FREE to help you! 🔑🔥🚀



CTA =
CALL TO ACTION!



See insights

Boost a post

👍❤️ 38

39 comments 3 shares

❤️ Love

💬 Comment

🔗 Copy

➦ Share



SMILING FACE + LIFESTYLE
IMAGE

Organic Content Piece **Winner #3**



Sam Malsom



When You Raise Your Consciousness You'll Become Unstoppable & Some Major Things Will Happen For You, Your Life & Your Business! ❤️

1) You'll Realise That The Majority Of Crap You've Been Taught In Society & The Educational System Is One BIG Massive LIE To Stop You From Truly Understanding How Powerful You Actually Are!! 📖

2) You'll Discover That There's a Possibility That You Could Fail At What You Hate Doing (aka a dead end job in the matrix of the 9-5 rat race that doesn't motivate you) So You Might As Well Follow Your PASSIONS & Do What You F*\$king LOVE!

Many Of My Coaching Clients Are 40+ Years Old And The Majority Of Them Regret Not Following Their Heart When They Were Younger So Do What You Love & F*\$k What Everyone Else Thinks Or Says About You. People Will Judge You Anyway! This Is A Dangerous Level Of Confidence To Attain In A Good Way! ❤️👍🙌

3) You'll Start Feeling Immense Gratitude For Life & Empathy For Others, So If You're Running An Online Business Always Run Your Business On The Principle of "How Can I Help Others" Instead Of "How Can I Make Money" If You Help Enough

People Get What They Want You'll Eventually Get What You Want! ❤️

4) You'll Realise That Your Business & Your Life Is A Direct Reflection Of Your Inner Beliefs, Attitudes, Habits & Repetitive Thoughts. So, If You First Want To Change Something In Your External Reality You First Need To Go Within And Change The Intangible / Invisible Mechanisms That Are Controlling Your Life!

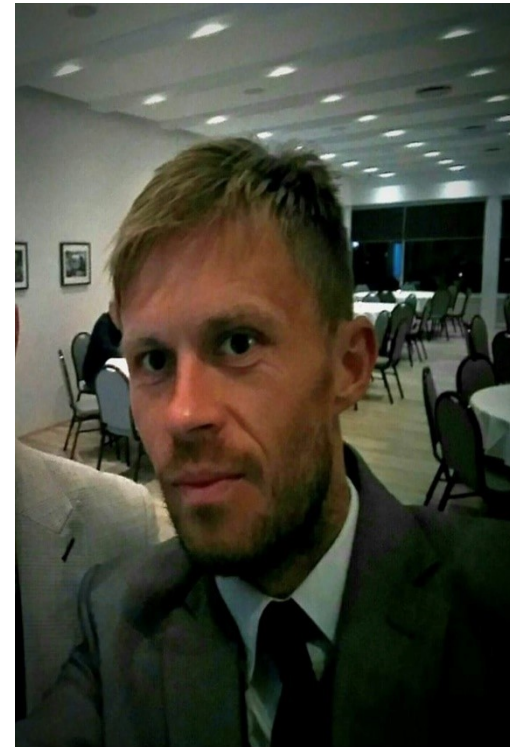
Inside My Inner Circle Coaching Program I Teach About Mind-set & The Basics Of Quantum Physics And When You Understand These SECRET Principles That Only The 1% World Elite Know About & Apply It To Your Business & Your Life You'll Be Able To Co-Create With The Universe And Create Amazing Results For Yourself & Loves Ones! 🌱😊🌍

Hope You Got Some Value From This Post... If You Did, Like This Post & Leave a Comment! 🗨️

I Appreciate You! :-)

Have a MAGICAL Day!

Peace! ❤️👍🙌



See insights and ads

Boost post

59

29 comments

Love

Comment

Copy

Share

VALUE POST WITH NO CALL TO ACTION!

POSITIVE IMAGE!

Here's some examples of **Motivational & Inspirational Posts** (Short Form Content - Post On Newsfeed & Stories)

Anyone that likes or comments on the post... direct message them using the D.A.O Script to book strategy calls!

Sam Malsom
8 Jul 2020 · 🌐



Insights unavailable ⓘ

Boost a post

👍❤️ 97 129 comments 3 shares
Love Comment Copy Share

Sam Malsom
21 Sep 2020 · 🌐



Insights unavailable ⓘ

Boost a post

👍❤️ 60 75 comments 4 shares
Love Comment Copy Share



Insights unavailable ⓘ

Boost a post

👍❤️😂 56 69 comments 3 shares
Love Comment Copy Share

Sam Malsom
17 Aug 2020 · 🌐



Insights unavailable ⓘ

Boost a post

👍❤️ 60 67 comments 3 shares
Love Comment Copy Share

Sam Malsom
21 Aug 2020 · 🌐



Insights unavailable ⓘ

Boost a post

👍❤️ 46 35 comments 4 shares
Love Comment Copy Share

Sam Malsom
12 Oct 2020 · 🌐



Insights unavailable ⓘ

Boost a post

👍❤️ 60 66 comments 4 shares
Love Comment Copy Share

Sam Malsom
23 Jun 2020 · 🌐



Insights unavailable ⓘ

Boost a post

👍❤️ 52 62 comments 1 share
Love Comment Copy Share

Sam Malsom
11 Jun 2020 · 🌐



Insights unavailable ⓘ

Boost a post

👍❤️ 60 57 comments 3 shares
Love Comment Copy Share

Sam Malsom
17 Jun 2020 · 🌐



Insights unavailable ⓘ

Boost a post

👍❤️ 71 84 comments 3 shares
Love Comment Copy Share



The next component of the organic content assets is...

✓ Client Case Studies & Video Testimonials! (Continue To Stack)

If you have results and clients results... add all of your client case studies and video testimonials under the free strategical content piece video training pages (1-7) and continue to stack them as you help more clients get results.

This massively improves your call conversions and your sales conversions when prospects book a call on your calendar.

This works fantastically well to book qualified appointments on your calendar because you are sharing **AMAZING FREE VALUE** around the **PROBLEMS** your core client is suffering with, and you are showing that you have helped others just like them via **SOCIAL PROOF** which is one of the **6 psychological triggers of influence!**

If you don't have clients results yet, just leave this until you have 3-5+ client video testimonials + results-based screenshots, then add them to the strategic content piece pages below the value video & call-to-action button to book a call when you've built up your client base!

Then **continue to stack testimonials & social proof** over time, as shown below!



Dwain I
Active on Messenger

\$18,000 in 9 days... You are killing it WELL DONE 🙌
What module of coaching program are you in now? 🤔

OCT 22, 2020, 11:15 AM

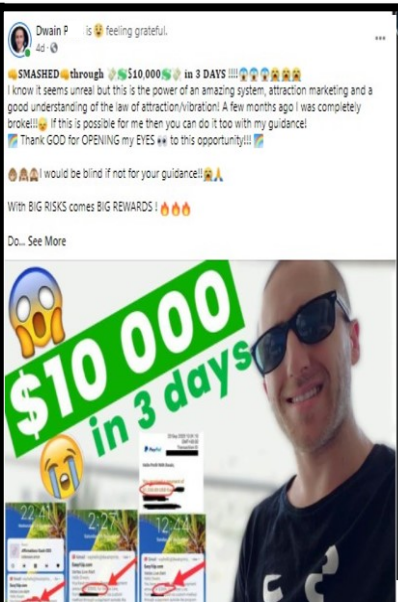
Hey brother...yes thanks been so busy trying to make these sales I am only on Module 4 now but I am working through it

I just had to film my own training for my signups

And after that will get into the training modules

So I can scale thing sup to the next level as I feel it is time for that asap

The mindset module really helped me a lot so thanks for that probably the most important thing isnt it 🙌

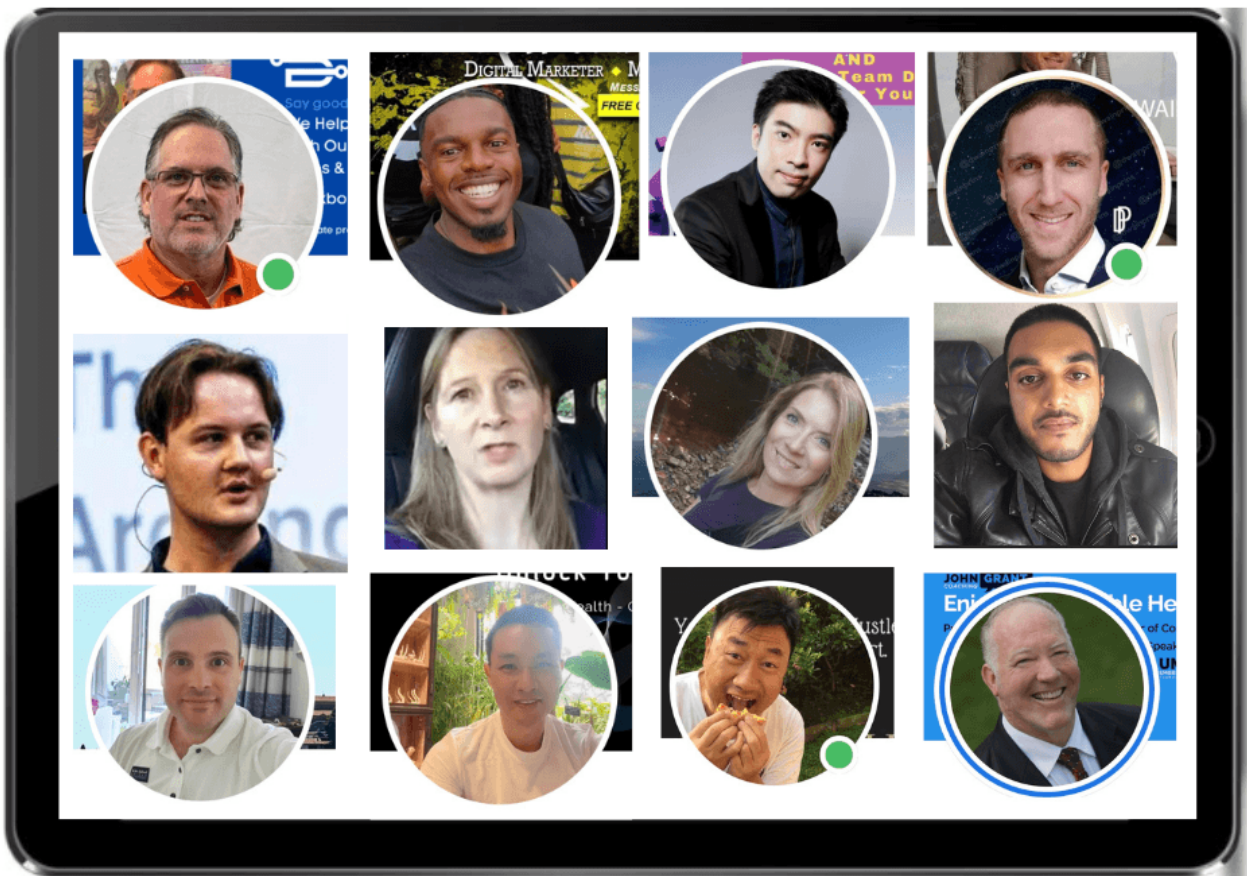
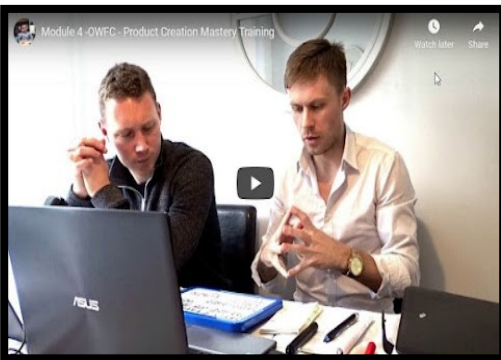


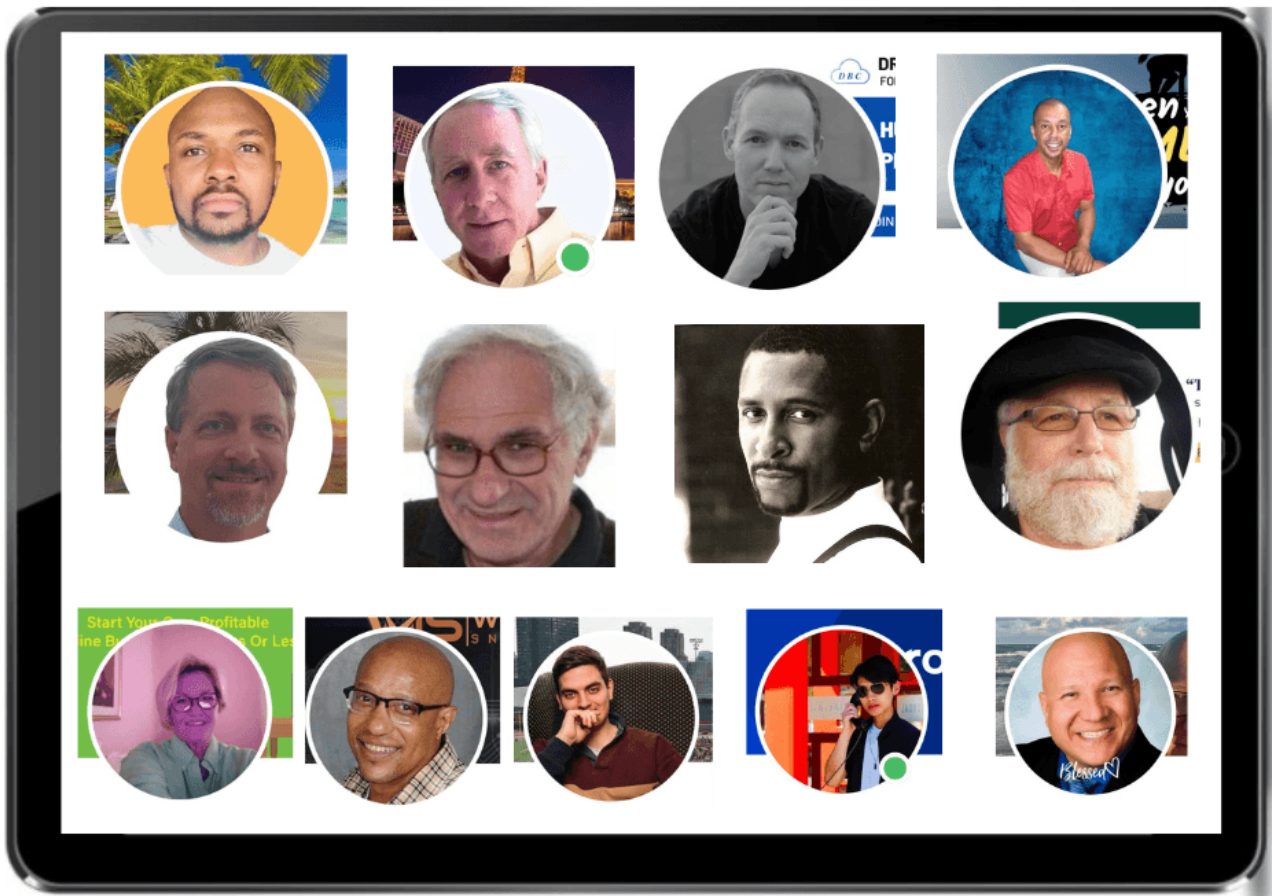
Home - Dashboard [all]
Welcome, Dwain P. (PowerManifestor)
Back Office Dashboard | GreenPlan

65 Active Members

56 Unpaid Members

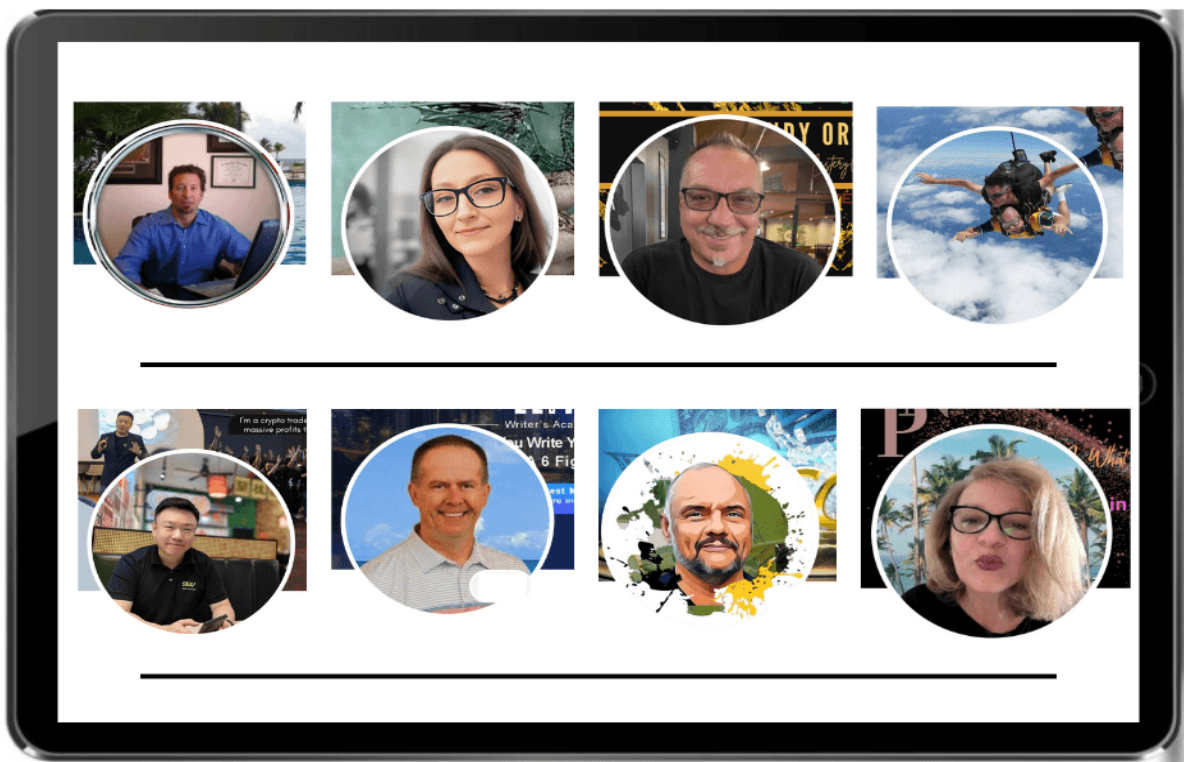
\$101,100 Total Earned





Client Magnet Strategy Call Students





As you advance, eventually you can create your home website where you STACK video testimonials and screenshots of client results to increase social proof!

Here's an example of my website testimonials stack. If you click the link, you will notice it's not a traditional website.

It shows **WHO** we can help and **HOW** we can help them via our **U.M/M** (Unique Mechanism / Method)

And then it's just a page full of client testimonials + screenshots + results stacked upon each other to increase social proof!

<https://onlinewealthsociety.com/>

WHY Does This Work?

Providing client testimonials and social proof **makes selling easier** because they build...

TRUST, CREDIBILITY + EXPERT AUTHORITY POSITIONING!

When potential customers see that others have had positive experiences, it reassures them that your product or service is reliable and effective.

Testimonials provide **real-world evidence that your offer works**, making the decision to buy feel **safer** due to **less risk** which increases customer & client **confidence!**

Social proof taps into the psychological principle that people tend to follow the actions and opinions of others, especially when making purchasing decisions.

By showcasing satisfied customers, you create a sense of community and validation, making it easier to **convert leads into buyers**.

The last part of your **ORGANIC CONTENT ASSETS** is creating your...

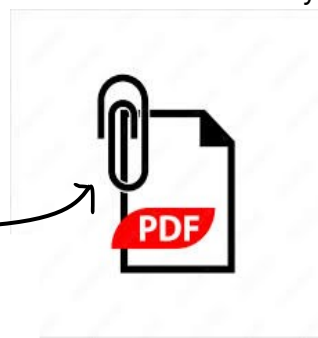
✓ **5-Step Value PDF For Phone Follow Up! (Free Value Proposition = WOW Not HOW)**

This is where things get super exciting and is exactly **how I made 6-Figures FAST** with organic FREE traffic while building a **SUPER TARGETED EMAIL LIST!**

During the million-dollar sales training inside module #4 I shared with you the...

6 Step Formula For Massive Sales Success!

- 1) **Connection!**
- 2) **Discovery!**
- 3) **VALUE!**
- 4) **Transition!**
- 5) **Presenting!**
- 6) **Commitment / Closing!**



During stage 3 of that proven sales framework there is the VALUE section.

This is where you are going to quickly walk your potential client through 5 simple steps towards achieving the end-result they desire...

...while on the call to **demonstrate** that you know what you are doing and to also provide some value... but remember to only briefly go over the steps & make sure you **do NOT solve their big problem on the call**.

Every client that doesn't buy initially on the call... ask them for their email address if they didn't fill out the Calendly application form in return for the **FREE 5-STEP PDF**.

You're then going to manually add their email address into your organic lead capture page with their permission to get the **FREE LEAD MAGNET!**

This way you are building your email list of super engaged leads and prospects via your organic marketing that are WARM / HOT in terms of **TRAFFIC TEMPRATURE**, because you've already spoken to them on the phone.

Which means you can follow up on 2 channels (*Social Media + Email*)

70% of Our Revenue Comes From Follow Up!



EMAIL FOLLOW UP!



SOCIAL MEDIA FOLLOW UP!



PHONE FOLLOW UP!

With each follow up component as shown above... **E.B.M + D.R.M** is embedded into the process using the **VALUE, VALUE, VALUE, SELL Method!**

The creates a nice equilibrium (balance) **WITHOUT** pissing off your list leads + social media list audience off with constant selling, like a lot of marketers do.

When you apply this consistently, even the leads that will never buy off you, still get value which builds good will within your market.

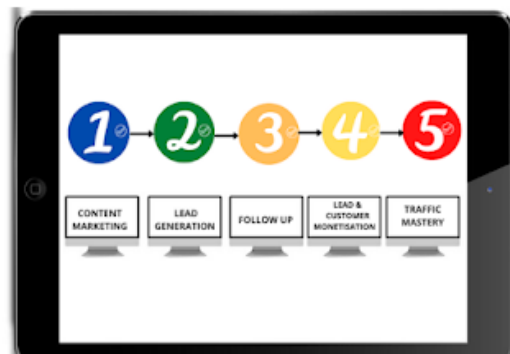
Here's an example of the PDF I gave away for **FREE**... with one of my previous offers for high ticket affiliate marketers so you can get some ideas if you decide to create your own.

[\$1M 5-STEP UNDERGROUND WEALTH BLUEPRINT]

[\$497 VALUE]

DISCOVER The 5-Key Components You Need In Place To Scale To **\$1M Within The Next 12 -24 Months!**

Learn The 'Insiders Only' 7-Figure **SECRETS**...



STEP 1.....

STEP 2.....

STEP 3.....

STEP 4.....

STEP 5.....

CTA =

FOLLOW UP CALL

Changing Your Mind-set From Business Opportunity Seeker To Online Entrepreneur

Business Opportunity Seeker	Online Entrepreneur
No strategy or plan	Strategic and detailed plan
Seeking quick fixes	Implement and take action on plan
Seek answers	Provide answers
Want instant results	Long term vision and focused
Fearful to spend money on their business	Understand investment
Wish it was easier	Work at becoming better
Try everything	Say NO – Focus on their plan
Start and stop	Stay their course towards their goals
Keep chasing the money and stay STUCK	Learn how to build a real online business that will give them complete FREEDOM

CLICK LINK BELOW TO SEE AN EXAMPLE OF THE 5-STEP VALUE PDF FOR PHONE FOLLOW UP
[**INCOME BOOSTER STRATEGY CALL CLIENTS PDF >>**](#)

You can model the PDF flow & framework for your niche and offer! 😊

Awesome! That covers the organic content assets structure.

When you have this in place you can even sell directly over DM's (*Direct Messages*) WITHOUT sales calls because this builds massive TRUST via content with your leads...

...or you can apply what I personally do and sell over the phone + the DM's which will increase your sales conversions because its more personal, providing you followed the 7-Figure sales training I taught you inside module #4! 😊

It's completely up to you!

Here's a recap of what we covered in the last phase of this module...

Organic Content Assets: Building Your Business From \$10,000 - \$30,000+/Month!

- ✓ **3-7 Strategic Content Pieces (*TARGETING PROBLEMS + CTA = BOOK CALL!*)**
- ✓ **5-7 Organic Content Piece Winners (*Retrieved From Data Via Organic Testing!*)**
- ✓ **Client Case Studies & Video Testimonials! (*Continue To Stack*)**
- ✓ **5-Step Value PDF For Phone Follow Up! (*Free Value Proposition = WOW Not HOW*)**

Before we move onto the action steps. I'm going to share a...

FREE BONUS TRAINING WITH YOU— CONTENT CONVERSION TIPS!

(How To Create Content That Converts Into Leads, Appointments, Prospects + Has Clients Throwing High-Ticket Money At You!)

The best strategy for creating content is...

Non-Attachment **Authenticity!**

When you craft your content from a place of **genuine authenticity**, it resonates at one of the **highest vibrational frequencies**. By applying the mindset of—

"I Genuinely Just Want To Help People"

That's when **conversions** will flow, as long as your **niche + messaging** is dialled in and you understand the basics of **Neuro-Science Copywriting & ETHICAL Stealth Influence & Persuasion**, which I will teach you in the next module (Module #7).

At the start, **volume** is crucial on social media.

Model success & get motivated and inspired by the content from other experts but make sure to put your unique spin on it. This is one of the keys to high converting content.

Master the principles, model, and **be CREATIVE!**

Unique Content is key. Start with "How-To" content that offers the WOW factor, not just the typical "How-To" method. Once you start getting results, shift from "How-To" titles and headlines to "How I" content or use a combination of both.

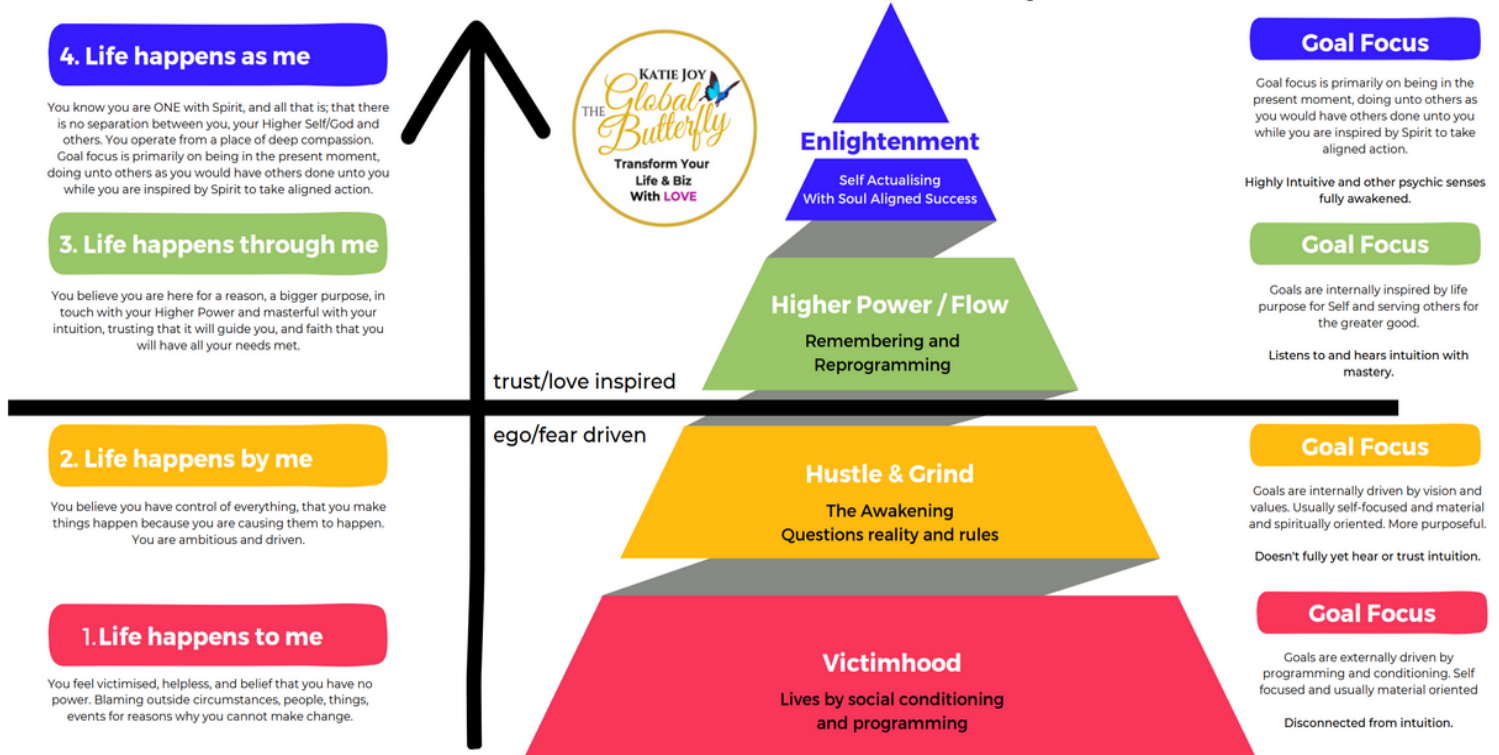
As you grow your business, you'll be able to communicate from a...

HIGHER LEVEL OF AWARENESS!

...by sharing your wisdom, your results, your experience, and insights.

4 Levels Of Consciousness

Your emotional state of being



Graphic from The Global Butterfly. com!

We talked about this concept in the mind-set, awareness and manifestation module #3.

However, I highly recommend you read this blog post when you have some free time, to not only help you with achieving your goals but also incorporating the model into your **CONTENT CREATION STRATEGY**.

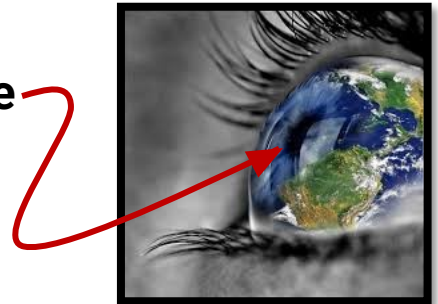
<https://www.theglobalbutterfly.com/blog/the-four-levels-of-consciousness-related-to-goals>

As you develop your content strategy over time, it's just like your offer. You have your **Unique Mechanism / Method** and for your content, you need your U.P

= Unique Perspective

This is what will make you stand out from the competition.

Here are **12 Content Conversion TIPS**:



TIP #1 - Organic Content Fuels Ads & Lowers Your CPM

Organic content plays a critical role in reducing your Cost Per 1000 Impressions (CPM) when running paid ads.

By consistently creating and sharing valuable content, you improve your ad performance and reduce costs over time.

The more your organic content engages your audience, the more it supports your paid campaigns.

TIP #2 - Increases Your Show-Up Rate

Regularly posting organic content ensures your brand stays top-of-mind for your audience, which increases call show up %.

This increases the likelihood of your content being seen, which is essential for keeping your business on the forefront of potential customers minds.

TIP #3 - Content Nurtures Your Leads and Prospects

Content isn't just about getting immediate sales; it's about nurturing your leads over time.

By consistently providing value-based content, you stay in front of prospects, so when they're ready to buy, your brand is their first choice.

TIP #4 - Think Frequency Over Quality At The Start

In the beginning of your content creation journey, focus on frequency over quality.

Consistently posting will help you identify what resonates with your audience, which naturally improves the quality of your content over time.

As you learn what works, your content will become better and more effective.

TIP #5 - Have Daily 1:1 Conversations With Your Target Market

Engage with your audience daily to understand their needs and preferences.

By having these ongoing conversations, you'll learn exactly what your ideal customer wants in terms of content, allowing you to tailor your approach.

TIP #6 - Provide Clarity On The Big Problems You Solve

Your top-of-funnel content should focus on providing clarity around the big problems your product or service solves.

Make sure your audience understands exactly how you can help them with their pain points.

TIP #7 - Give Leads a Sneak Peek of Your Offer Within Your Content To Build Desire & Curiosity!

Give your audience a sneak peek of what's inside your offer, such as a course or product.

This builds curiosity and desire. Sharing a relevant module or feature related to your content topic can trigger interest and push them closer to a purchase.

TIP #8 - Run Small Ad Spend Tests

Start with a small ad spend test... around \$5 to \$10 per day.

This allows you to measure the effectiveness of your content and refine your strategy based on real data.

TIP #9 - Incorporate Conversion Maximizers In Correlation With Your Value Based Content

Use Video Sales Letters (VSLs) and strong CTAs to guide potential customers from content to conversion.

A well-crafted CTA, directing them to a DM or phone conversation, helps maximize your chances of turning leads into sales.

TIP #10 - Engage In Ethical Stealth Influence & Persuasion

Understand the basics of psychology so you can improve your content and conversions. Demonstrate how you can help potential clients get results.

When we break things down using first based principles thinking, content is just a way of communicating the value that you share to help people, while at the same time moving them one step closer to making a buying decision as time elapses.

Show potential customers how your solution is new, better, easier and faster + how they can achieve success with your help.

TIP #11 - Ask Yourself The MAGIC CONTENT CREATION QUESTION Daily:

*"What's The Number #1 Thing I
Can Help My Audience With Today?"*

Creating content around this magic question will ensure that your posts & videos remain relevant and valuable.

TIP #12 - Understand The 4 Main Kinds of Content People Consume

People engage with content in different ways:

- **Actionable Content:** Practical tips! Leverage The Wow Not How Method

Headline example:

"How To Create Conversion Content That Gets High-Ticket Sales Without Wasting Time & Energy!"

- **Analytical Content:** Data-driven insights,

Headline example:

"How I Got 1,052 Customers In 180 Days! Proof Inside!"

- **Motivational & Inspirational Content:** Success stories!

Headline example:

"How My Client Craig From Singapore Hit \$20K in Less Than 30 Days Working With Me With Zero Paid Ads!"

- **Strategic E.B.M Offer Content:** Show how your offer will provide clarity and results that lead to success.

Headline example:

"Discover How The Client Acquisition Accelerator Can Help You FAST-TRACK Your Results, By Helping You Book 30 - 100+ Qualified Appointments Per Month With Your Ideal Clients!"

Hope you enjoyed those TIPS... Now we're going to move onto the most important part...

7-Figure Strategical E.B.M Content + Conversion Strategy!

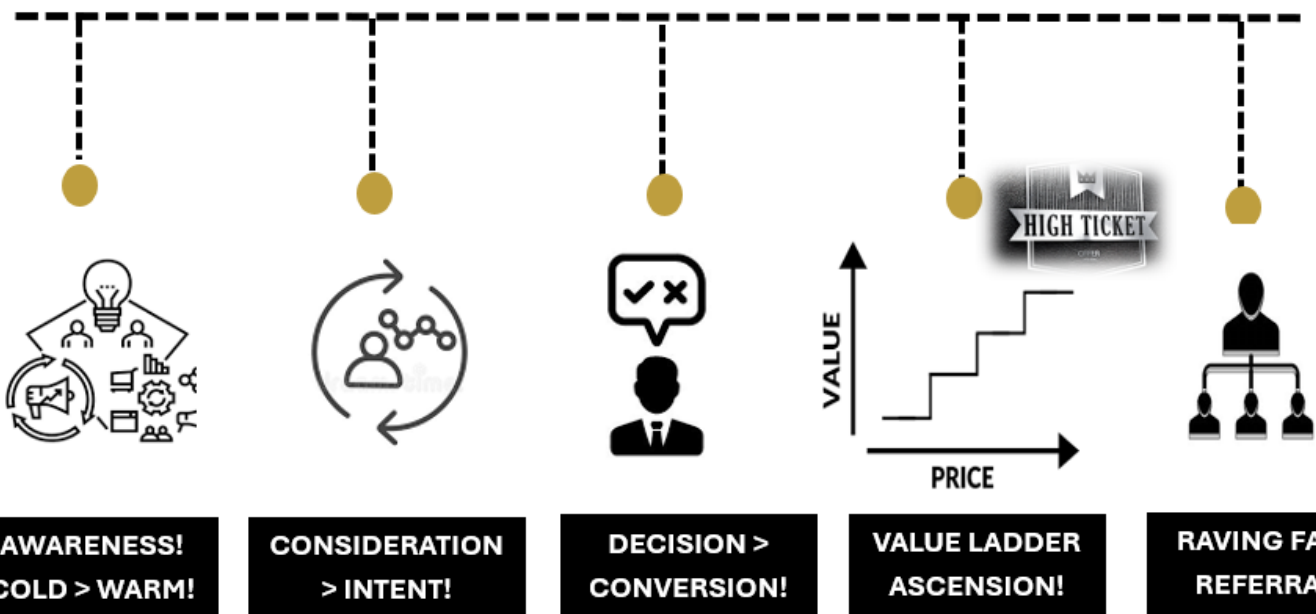
ACTION STEPS!

ACTION STEP #1 – Fully understand the E.B.M Blueprint Diagrams (*Print these diagrams out so you can refer to them when creating your content!*)

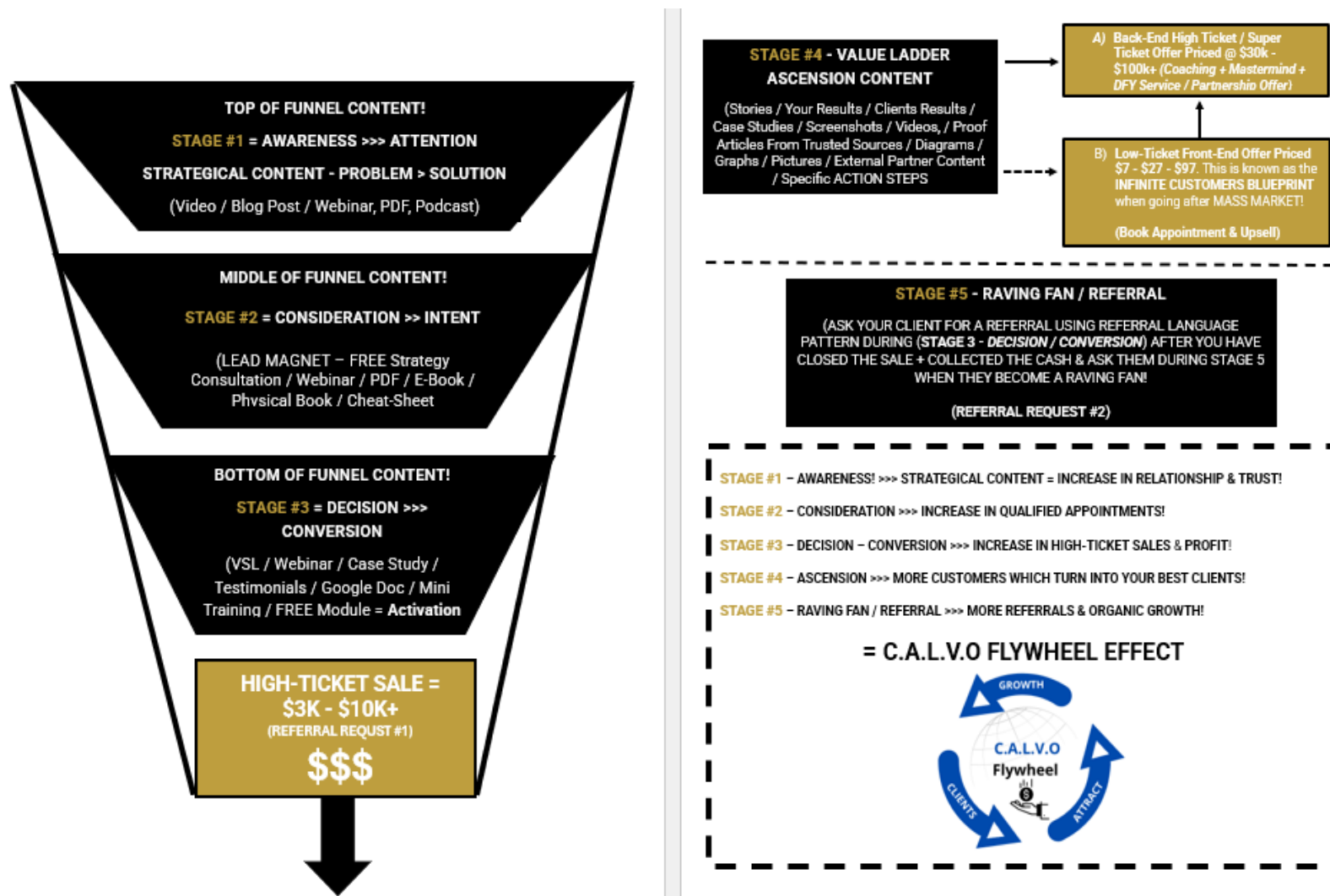
- Customer / Client Buyers Journey Diagram



Customer / Client Buyers Journey

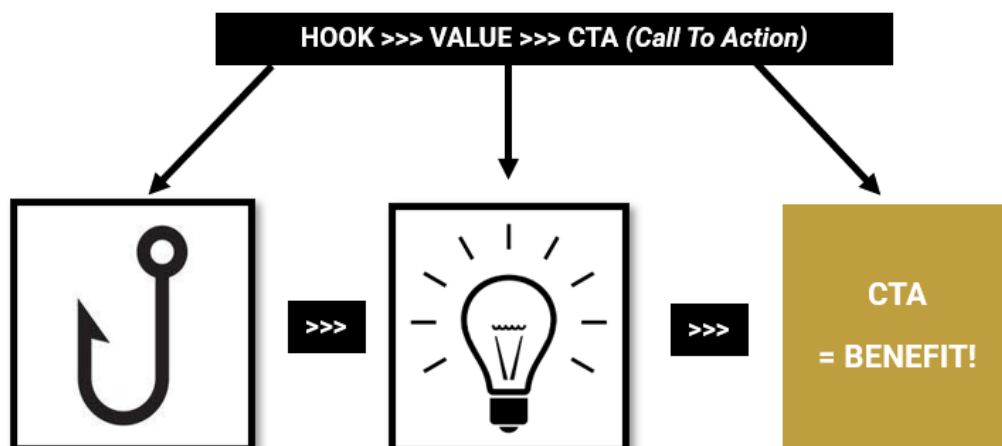


➤ **Front-End Content Vs Back-End Content Funnel Diagram For L.V.O (Lead Value Optimization!)**

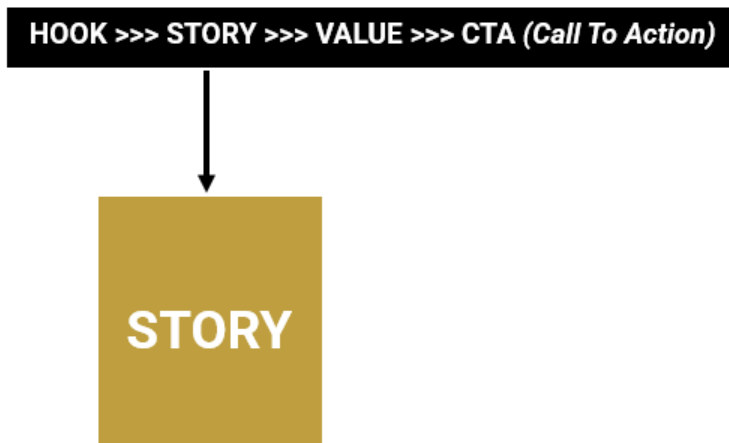


ACTION STEP #2 – Start creating consistent daily content on one social media platform to start with... so you can find your 5-7 Organic Content Piece Winners by applying the frameworks below and modelling my content!

Content Framework #1 = **VALUE**



Content Framework #2 = **STORY + VALUE**



ACTION STEP #3 – Get your **strategical content pieces created** as FAST as possible.

If your below \$10k per month create 1-3 pieces around the main big problems your niche is suffering with, using the WOW Not HOW method. If you're above \$30k/Month create all 7 content pieces!

ACTION STEP #4 – If you have an email list already **start emailing EVERYDAY** to provide...

...value, share client case studies + results and give strong direct response marketing CTA's (Call To Actions) to book calls on your calendar!

Remember to apply the **VALUE, VALUE, VALUE, SELL Method** so you don't burn out your list.

ACTION STEP #5 – **Create your 5-step value PDF...** Book calls daily and convert **HIGH-TICKET CLIENTS** with the Million Dollar Sales Training + Script inside module #4!

*As you start getting results, create a page with your landing page builder software, where all your client results + video testimonials are stacked on top of each other to increase **SOCIAL PROOF** for you offer.*

You can see how I do this at this link here:

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

ACTION STEP #6 – **FOLLOW UP** consistently and convert clients that are on the fence by providing valuable content, answering their questions & overcoming their **OBJECTIONS** with personal voice and video messages in the DM's!

After 90 days of promotion **ANALYSE your results!** Cut out the stuff that didn't work using **PATTERN RECOGNITION + CONTENT ITERATION CYCLES** & do more of the stuff that did work to get more clients!

Great work, that's module #6 completed...

See you inside module #7... where I am going to teach you how to use the...

POWER OF WORDS...

...so you can influence, persuade and sell with ease using...

Neuro-Science Copywriting (Ethical Stealth Influence & Persuasion)

(Module #7) Neuro-Science Copywriting Blueprint!

When you know how to do this, your sales conversion rates will **sky rocket**, resulting in more **LEADS, APPOINTMENTS & PROFITS** flowing into your bank account!

By combining what I taught you inside this module around **content** and **conversion** + what I will teach you in the next module, around **copywriting** is the **UNDERGROUND SECRETS** for my insanely high conversion rates!

Hope you got value from this training module!

Talk Soon!

Appreciate You!

Sam Malsom 😊

