

MODULE #7 - Neuro-Science Copywriting Mechanics! (Ethical Stealth Influence & Persuasion Strategies!)

COPYWRITING MECHANICS



Hey and welcome to module 7 of the **Client Acquisition Accelerator** *Sam Malsom here...* In this module we are going to dive deep into...



(Neuro-Science Copywriting Mechanics! The Science & Power of Words + Ethical Influence & Persuasion So You Can Print CASH)

We're going to nail your (**Marketing Message**) and develop your U.M (**Unique Mechanism**) so you can grab attention... stand out from the noisy crowd & talk directly to your perfect dream client!

Copywriting is basically the words you use in your emails, ads, social media posts, sales pages, sales funnel, VSL, webinar & your lead capture page to get people to take a specific action which =

SALESMANSHIP IN PRINT!



In short, as I'm sure you're already aware... It's the words that **influence and persuade** your future potential clients to take action via tapping into your prospect's...

EMOTIONS

=

ENERGY IN MOTION!

“The Goal of Great Writing Is For The Reader To Understand!”

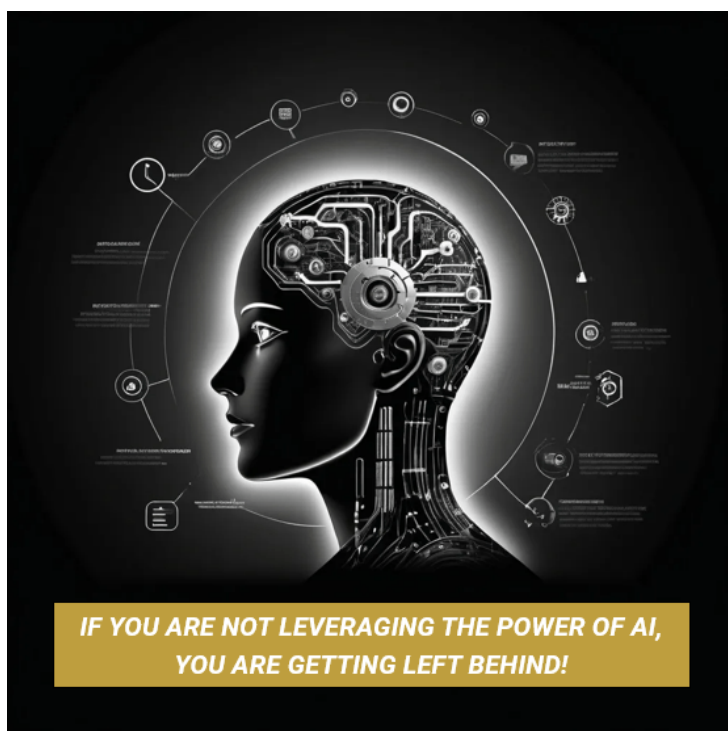


“The Goal of Great COPY Is For The Reader To **FEEL UNDERSTOOD!**”

Copywriting is one of the most highly paid skills in the world with some copywriters getting paid between \$2,000 all the way up to \$100,000+ for a single written sales page!

So, it's an extremely profitable skill to learn, especially when you **INTEGRATE** what I am about to teach you with the power of...

AI (Artificial Intelligence!)



**YOUR
COPYWRITING
ASSISTANT!**

I am going to be teaching you the key foundations and the secret 7-figure strategies I've mastered over the last 7+ years to help you implement this into your coaching, consulting, course creation / info product or service-based business which will become a...



HIGH-INCOME SKILL

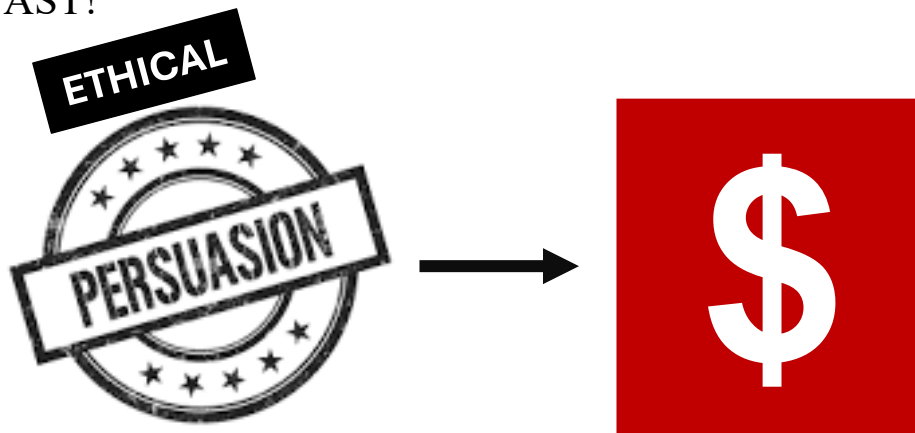


...you can use for the rest of your life.

It's **extremely powerful** and when you know the principles that have stood the test of time for the last 100+ years...

...by deeply understanding how it works then your **marketing message** talks directly to your perfect clients and your sales conversion rates throughout your sales funnel increase massively.

It's as if you have some kind of **magical power** because you'll be able to sell to the masses with words and make INSANE amounts of money FAST!



You're going to use this skill in your sales messages, marketing message, funnel and in your daily email's when you write to your list...

...to persuade and influence your leads to take action to book a call with you, DM you or buy from you with the click of a button, otherwise known as **D.R.M** (*Direct Response Marketing*) which we talked about in the last module.

I'm **SUPER EXCITED** to share this with you.

So, let's get started...

The room was filled with lights! People were chatting loudly in the background... my heart was pounding at the rate of a boxer punching a punching bag at high speed!

The palms of my hands were sweating profusely, as I nervously started shaking with sickening anxiety.

I felt sick to my stomach with a thousand thoughts running through my head at lightning speed! 😞

I took my phone out of my pocket... It was around 4pm!

I took a deep breath in through my nose and out through my mouth... to try to calm myself, with no effect.

I was in a pub called Wetherspoons in the UK at the time!

Wondering what the F I was going to do with my life!

As I knocked back pint after pint my consciousness started to fade while the external room around me became blurry!

Internally...I felt **DESTROYED!**

I felt like the EDUCATIONAL SYSTEM & SOCIETY had FAILED ME! Something had to change! And it had to change NOW!

Can you relate?

I had just come back from a soccer trial just outside London, UK at the time for Aldershot Town FC



I scored 3 goals and made 2 assists in 2 trial games!

The manager... named Gary Waddock (*pic to the left*) ...called me into his office!

I was shaking... thinking...

“If I don’t get this contract... What am I going to do?”

And then he opened his mouth...

“Sam... I love you as a player, you’ve done really well on this trial, and you deserve a contract BUT I am looking for a different kind of striker to fit my system and with the budget I have available I can NOT sign you”

My heart sank into the pit of my stomach!

I did not know what to do!

I felt like I had let my family down!

My Mum had been helping me financially up until this point and my dad had driven me on a 443-mile round trip with an old caravan... towing on the back of his black manual gear Skoda car!

We stayed at a campsite just outside of London.

I was heartbroken, unemployed, technically homeless & depressed!

I had £650 left in my bank account and credit card DEBTS totalling nearly \$20,000!

The whole experience felt like I was suffocating!

I told no one about this awful situation in terms of how I was feeling, but deep down I was broken.

You are the first to know and I actually feel embarrassed writing this to you!

However, these kinds of experiences have made me the mentally **STRONG** person I am today.

Up until this terrible period in my life I had previously tried to learn how to make money online with no **SUCCESS**.

I typed into Google... "*How To Make Money Online?*"

A full year had gone by with me spending A LOT of money on my credit card on crap half-finished guru courses!

I had made **ZERO DOLLARS** in return in my first 12 months!

It was a gut-wrenching feeling and experience! 😞

Nothing seemed to work!

Maybe you have been in a similar situation before...

...where you invested into high ticket systems, courses and programs and not had the support you need to succeed or get the results that you desire...

...Which resulted in you...

- *Working harder than you really need to on the wrong activities!*
- *Struggling to get **TRAFFIC, LEADS, DM CONVERSATIONS & QUALIFIED BOOKED APPOINTMENTS** on your calendar!*

- *Frustrated with the small amount of **LEADS** you are getting onto your email list!*
- *Infuriated with the lack of **HIGH-TICKET SALES** from those dead-beat leads...*
- *Stuck doing the low dollar per hour grind... working **IN** your business instead of **ON** your business and not being able to work in your **Zone Of Genius**...*
- *And deep down... disgusted with yourself from the lack of **CASH FLOW**... flowing into your bank account every single month!*

You regularly check your Stripe, PayPal or business bank account and it says \$0.00 or LESS money than you truly **DESIRE?**

\$0.00



Do not worry... You've been lied to by the gurus who only care about making a quick buck!

But now you have access to the Client Acquisition Accelerator, and this is where you finally take back control of your current situation...

...and get **BIG RESULTS** with your online business by taking massive action and pushing through the terror barrier!

= BIG MARKETING
IDEA + (U.M.M)



Now, I want you to understand... You can do it! It's your time to finally breakthrough!

Maybe you are stressing out with...

- *No time freedom to spend with your family and friends!*
- *Stuck in a dead-end job in the matrix of the 9-5 rat race!*
- *Not enough disposable income!*
- *Mortgage payments!*
- *Car payments!*
- *Credit card debts!*
- *Worried about how you're going to pay for your kid's college education!*

- *Sick of being a slave to the alarm clock and the long commute in traffic to get to work!*
- *Dislike of your boss!*
- *Don't have time or money to travel!*
- *Annoyed that you're working so much but getting little to no RESULTS for your TIME, EFFORT & ENERGY you are putting into your business!*

Inside this coaching program you now have access to the cream of the crop **SECRET KNOWLEDGE** that can **CHANGE YOUR LIFE** if you apply yourself and take massive **ACTION!**

Soon after this horrific period in my life...

I made my first sale online of \$49 doing affiliate marketing!

It felt like I had won the lottery! 😊

Not because of the dollar amount, but because at this point, I knew this online business world worked and it was real for me... after years of struggle!

If you've not made your first sale yet... **KEEP GOING!**

I promise it's worth it! 😊

Learning the art and science of Copywriting to influence and persuade people through the power of words has completely changed my life!

Since then, as you're already aware... we've **SCALED** to \$1.2M+ in sales with low-ticket + high-ticket affiliate marketing, selling courses, coaching and consulting!

& I have personally built an online education & wealth building company (*Online Wealth Society.com*) that has recently been valued at \$3,000,000+ in less than 18 months!

My **VISION** Is To Help 1000+ Aspiring Online Entrepreneurs Acquire The **HIGH-INCOME SKILLS** You Need So You Can Sky Rocket Your Profits **FAST!** My **MISSION** Is To Help My Clients Make...

\$100M

...Within The Next **10 Years!**

ANYTHING IS POSSIBLE IF YOU ABIDE BY THE LAWS OF THIS UNIVERSE, NO MATTER WHAT YOU HAVE BEEN THROUGH OR YOUR CURRENT SITUATION & IT ALL STARTS WITH YOUR MIND!

The Journey Continues & I Would **LOVE** For You To Be My Next **SUCCESS STORY** So You Can Create Impact & Live a life of More...



FREEDOM!

Now that you're on the inside of the Client Acquisition Accelerator...

... you'll quickly notice that this is not just information that you've got access to but optimized **TRANSFORMATION** to buy back your **TIME**...

...based off my 7+ years mastering this stuff, growing my profits selling other experts products, as well as my own offers + helping my **clients make \$3.4M+ in rapid time**...

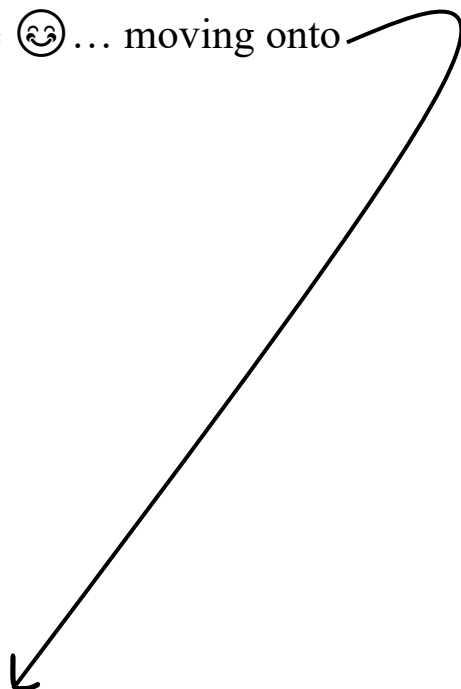
All the while acquiring the ELITE 1% scaling systems of 7,8, & 9-Figure coaches / mentors that have crossed over **\$500,000,000** in sales!

You have seen the tremendous power of the Client Acquisition Accelerator, which if you **follow the action steps** CONSISTENTLY will **change your life!**

You have heard about my advanced 6/7-Figure client testimonials and results as well as the beginners I've helped to go from zero to \$10k - \$20k+ per month in rapid time!

And you can now feel that this is the **opportunity of a lifetime** to grow your business & live a life of more **FREEDOM**, WITHOUT wasting your precious time on the things that simply do not move the needle & get you the results that you deeply desire!

Awesome 😊... moving onto



🔑 Influencing Your Leads, Prospects, Customers & Clients Through The Power of STORY!



Did you see what I just did there?

I told you a **powerful STORY** and got you to **feel certain EMOTIONS** based off the **PROBLEMS** I was facing when starting and growing my business!

I then gave you inspiration to show that it's possible for you to succeed, while tying in a **VISION & MISSION** that's bigger than myself!

(e.g. My plan to help my clients make \$100M and live a life of more FREEDOM within the next 10 years!)

I then shared some **BENEFITS** at the end of the story using the **seen, heard, feel** copywriting framework, leveraging the main 3 of the 5 human senses, which we will talk about later on in this module.

This is one of the most **POWERFUL** mechanisms to influence your prospects through **STORY**.

Stories influence and sell because they infiltrate the subconscious mind of your leads, prospects and customers and get them to **FEEL** the emotions that you need them to feel to get them to move forward, book a call with you or DM you and buy your offer.

When you tell a story you'll also want to get your prospect to feel the **emotions** of the **END-RESULT** that your product or service offer can provide.

The basis of a good story has 3 main constituent parts:

- 1) **Character**
- 2) **Character Desire**
- 3) **Conflict**

When you add conflict to your story it makes it exciting, and people get hooked in.

The key to influencing through story is to link the product you're selling as the solution to the characters story / desire.

Example:

The story of little red riding hood (*the character*) carrying her basket to her grandmothers (*characters desire*) is boring, but when you introduce the wolf (*the conflict*) it becomes interesting and draws the reader in.

My Story Example From Above:

Character = *Me (Sam Malsom) The Leader / Adventurer.*

Character Desire = *To SCALE my business & income and create more FREEDOM for myself and my FAMILY + to help inspire YOU to grow your business!*

Conflict = *Not getting a football contract + the guru's! Failing to grow my business due to the big problems and for the first 12 months not making a single dollar online.*

Couldn't get traffic, leads, qualified appointments and sales! Struggling with money, unemployed, in debt and depressed!

Now you don't have to use the 3 main components every time you tell a story...

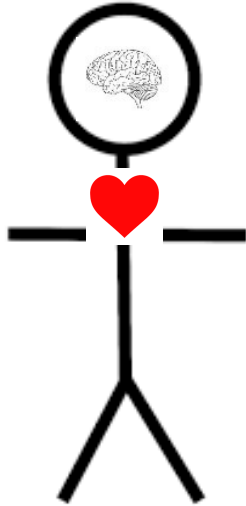
...but I'm just using that as an example to demonstrate how to draw your readers in and influence them through a story, so you can connect with your audience, book appointments & sell your products and services.



The Power of Questions!

The next thing I'd like to teach you is the power of **QUESTIONS!**

Questions are one of the best copywriting techniques to influence someone because it changes their thought pattern immediately.



Ask specific questions to influence your prospects and get them to think on a bigger level.

If you're a member of the Client Acquisition Accelerator you've probably been getting my emails and you may have noticed a lot of the time, the first line in the email...

I Am Asking You a **Direct Question**.

So that's one form of being able to influence you and change your leads mind-set quickly.

Because your subconscious has to answer the question, even if your conscious mind doesn't.

An **example of questions** that I ask in my emails are...

- *“Are you looking to make \$10,000 - \$100,000+ per month?”*
- *“Would you like to book 50-100+ qualified appointments per month so you can grow your business?”*
- *“Are you interested in working in your Zone of Genius, so you can live a life of more time, location and financial FREEDOM?”*

The subconscious mind must respond immediately!

Which gets the reader to continue to read the email + tying in a **BIG BENEFIT** to the **QUESTION**, otherwise known as...

BENEFIT EMBEDDED QUESTIONS!

I know the majority of my target market wants to make \$10k - \$100k+ per month based on research that I have done, so when I ask that question the subconscious mind of the lead / prospect says yes instantly because it can only accept!

The subconscious mind does not understand the word no so it can not reject. Its only the conscious mind that has the ability to say no.

So, in this process a question that's tied to an emotion or desire has to be answered, which influences the subconscious mind of your reader to say yes.

This causes the lead / prospect to continue through the messaging copy and take action later on in the sales process.

Question Example Formula

*"Are you interested / looking to... + (**BIG BENEFIT**)"*

*"Do you want to learn about how... + (**BIG BENEFIT**)"*

*"Are you struggling with... + (**BIG PROBLEM**)"*

The last question framework is known as a...

PROBLEM EMBEDDED QUESTION!

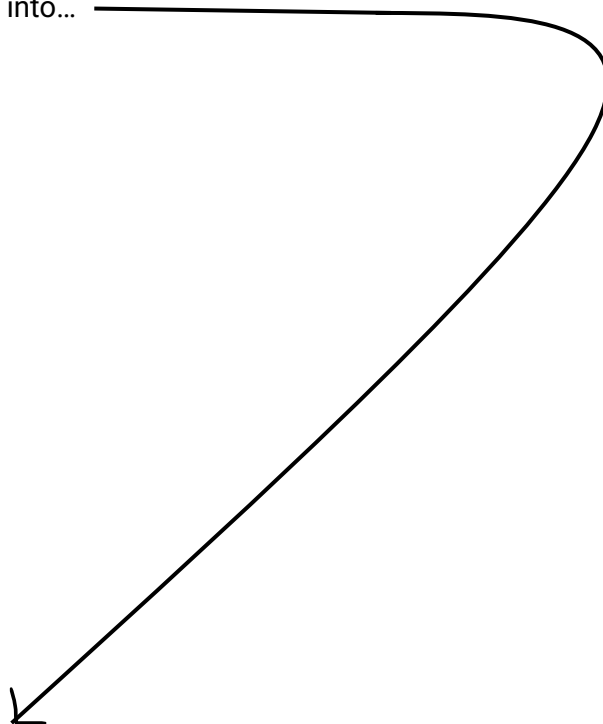
When you apply the 2 copywriting mechanisms which are...



STORY + QUESTIONS



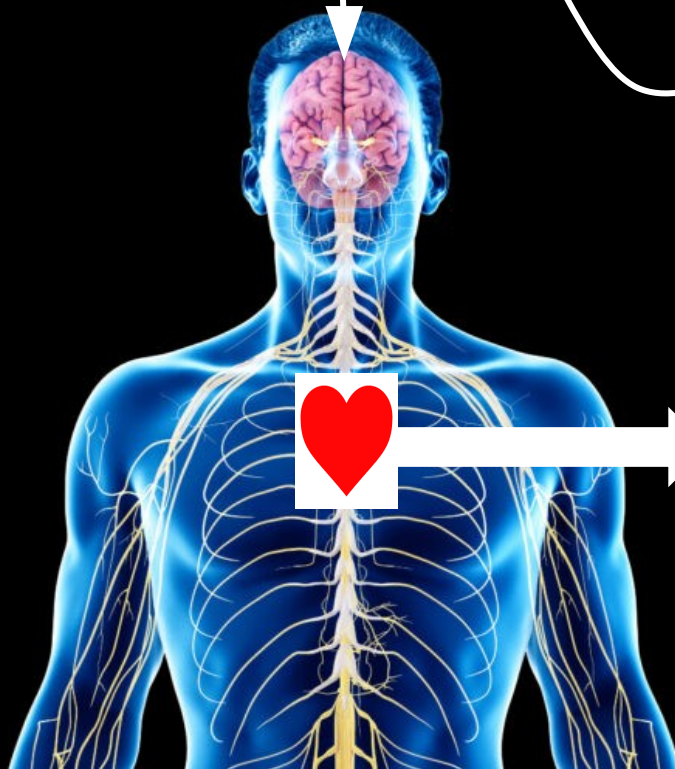
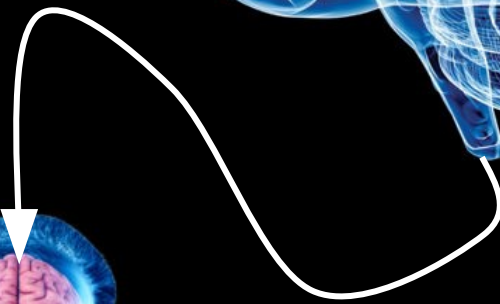
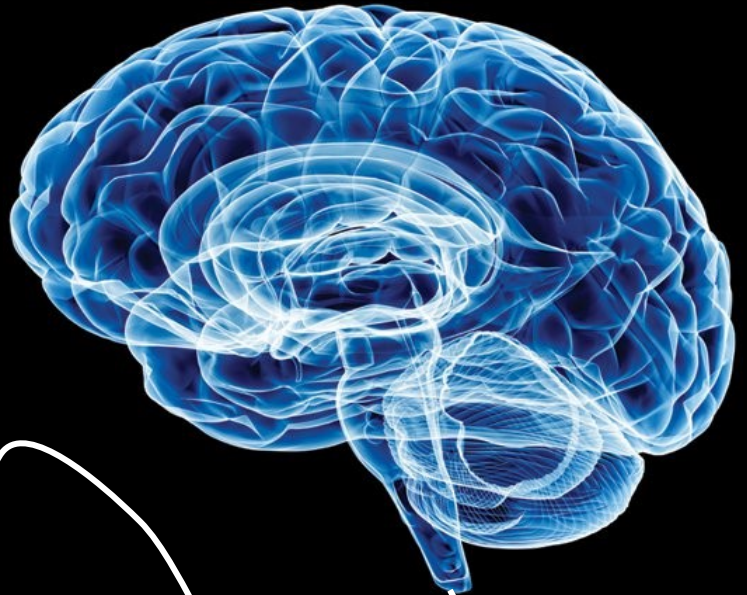
...you have tapped into...



🔑 **Neuro-Science & Persuasive Copywriting:**

How To **Influence Action** With The Power of Words By Tapping Into Your Prospects Brain + Bio Chemistry!

Persuasive Words
Effect Peoples
Brains & Their Bio
Chemistry
(Nervous System)



ACTION!

Neuroscience is the study of the **BRAIN** and **NERVOUS SYSTEM**, in relation to **BIO-CHEMISTRY** within the body which we talked about during phase 2 of module 3...

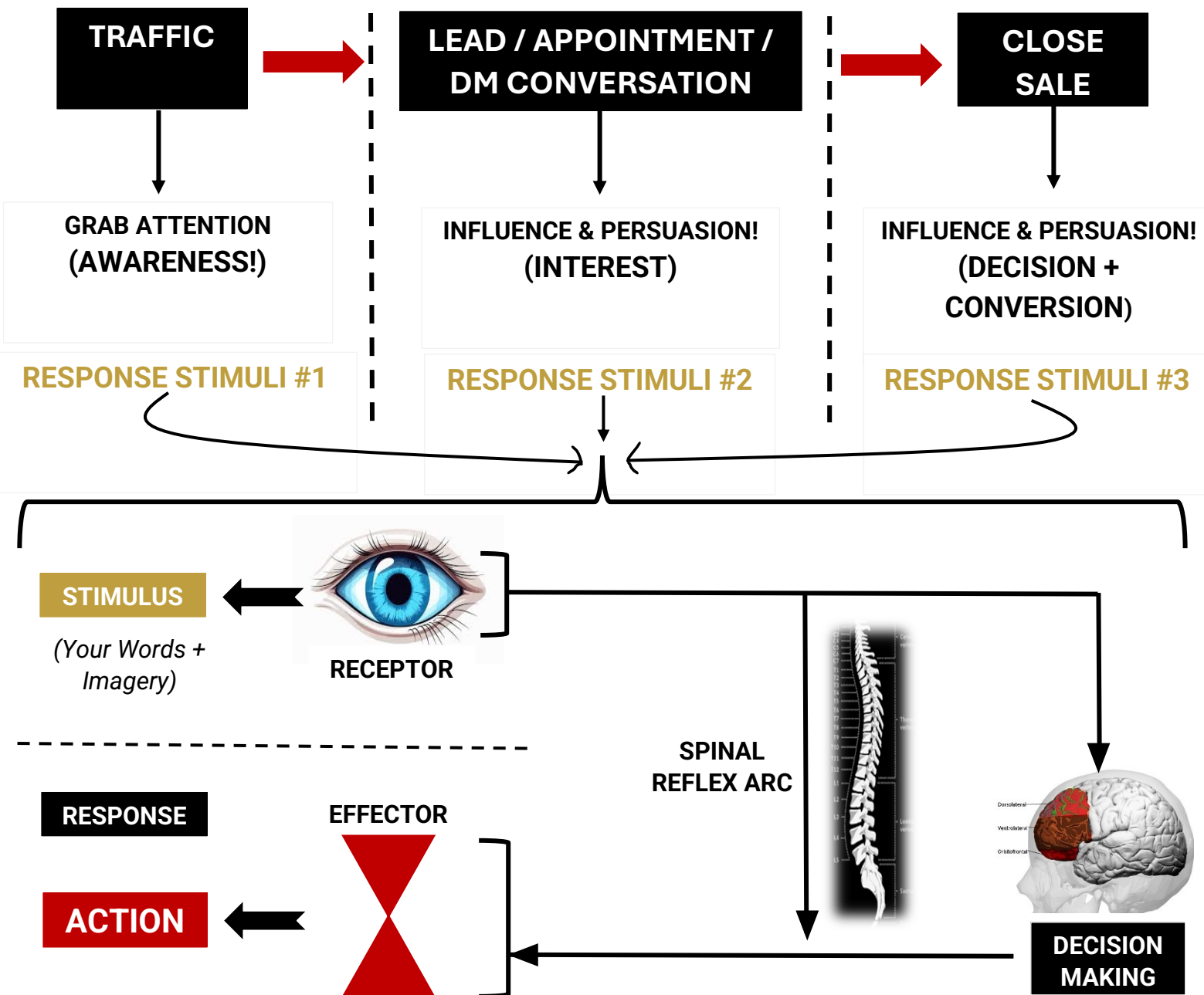
(Bio Chemical Force Multipliers of Energy & Focus!)

Neuroscience explores how processes control **thoughts, behaviours, emotions**, and **physical functions**. It focuses on understanding how the brain processes information, makes decisions, and...

Responds To Stimuli!

The first key to becoming a **MASTER COPYWRITER** is understanding that writing copy is getting people to respond to the words that you write & the images + assets within your marketing.

When you have the correct **STIMULI** & the copy **FLOWS**, you will naturally get people to take the action (**THE RESPONSE**) ... that you need them to take... to move them onto the next stage of your funnel. Here's a detailed overview diagram to explain this:



When you perceive your online business like this, each step becomes **SIMPLE!**

Because we are taking a complex topic and breaking it down into 3 different stages and then optimizing for the action, we want the lead or prospect to take at each stage, that naturally leads into closing a **HIGH-TICKET SALE!**

The messaging COPY (**RESPONSE STIMULI**) requires **TESTING & TRACKING** at each of the 3 stages...

(TRAFFIC) > (LEAD / APPOINTMENT / DM CONVERSATION) > (CLOSE SALES)

This will enable you to see what messaging resonates with your niche market + core client avatar. When you find the **WINNING FORMULA** for each of the 3 stages... **YOU CAN SCALE FAST!**

STAGE #1

TRAFFIC STIMULUS & RESONSE OPTIMIZATION!

STIMULUS =

- ✓ **ORGANIC TRAFFIC** = OUTREACH MESSAGING (*What You Say In The Message!*)
- PAID ADS** = AD COPY + IMAGERY or VIDEO

STIMULUS

(Your Words + Imagery)



RECEPTOR

RESPONSE =

- ✓ **ORGANIC TRAFFIC** = GET THE ORGANIC TRAFFIC TO RESPOND IN A POSITIVE WAY TO YOUR OUTREACH MESSAGE!
- ✓ **PAID ADS** = GET THE TRAFFIC (*PEOPLE*) TO CLICK THE AD! (*Nothing Else – The Job of The Ad Is To Get The CLICK!*)

RESPONSE

ACTION

EFFECTOR



STAGE #2

LEAD / APPOINTMENT / DM CONVERSATION STIMULUS & RESPONSE OPTIMIZATION!

STIMULUS =

- ✓ **LEAD** = THE COPY (WORDS) TO USE ON THE LEAD CAPTURE PAGE (L.C.P) TO GET AN EMAIL ADDRESS & / OR PHONE NUMBER! (*Contact Details To Follow Up*)
- ✓ **APPOINTMENT** = THE MESSAGING COPY VIA A V.S.L (*Explainer Video*) THAT USES ETHICAL INFLUENCE & PERSUASION TO BOOK A QUALIFIED APPOINTMENT ON YOUR CALENDAR (*Think in terms of AUTHORITY, CREDIBILITY, POSITIONING, RESULTS & FREE VALUE*)
- ✓ **DM CONVERSATION** = THE ABILITY TO BUILD A RELATIONSHIP USING EMPATHY + ETHICAL INFLUENCE & PERSUASION! (*Figure Out Big Problem... Provide Solution*) CTA = BOOK CALL OR SELL OVER DM's)

STIMULUS

(Your Words + Imagery)



RECEPTOR

RESPONSE =

- ✓ **LEAD** = TO GET THE TRAFFIC TO ENTER THEIR CONTACT INFORMATION INTO THE L.C.P IN RETURN FOR A FREE GIFT! (*Follow Up*)
- ✓ **APPOINTMENT** = TO GET THE TRAFFIC OR LEAD TO BOOK AN APPOINTMENT ON YOUR CALENDAR!
- ✓ **DM CONVERSATION** = TO GET YOUR CORE CLIENT AVATAR TO TRUST YOU & PERCEIVE YOU AS AN EXPERT THAT CAN GENUINELY HELP THEM GET THE END-RESULT THEY DESIRE!

RESPONSE

ACTION

EFFECTOR



STAGE #3

CLOSE SALE STIMULUS & RESPONSE OPTIMIZATION!

STIMULUS =

- ✓ **FUNNEL / V.S.L (Video Sales Letter)** = THE COPY (WORDS) THAT FLOW TO ELICIT EMOTION & BACK IT UP WITH LOGIC+PROOF CAUSING A BUYING DECISION!
- ✓ **SELLING VIA PHONE Or DM** = WHAT YOU SAY IN SEQUENTIAL ORDER ON THE PHONE Or DM CONVO TO GET THEM TO BUY! (*Follow The 7-Figure Sales Script Inside Module #4*)

STIMULUS

(Your Words + Imagery)



RECEPTOR

RESPONSE =

- ✓ **FUNNEL / V.S.L (Video Sales Letter)** = TO GET THE LEAD / PROSPECT TO BECOME EMOTIONALLY INVESTED IN BOOKING A CALL ON YOUR CALENDAR... AFTER THEY HAVE GONE THROUGH THE FUNNEL / V.S.L SO THEY ARE READY TO BUY!
- ✓ **SELLING VIA PHONE Or DM** = TO GET THE LEAD / PROSPECT TO OPEN UP ABOUT THEIR SITUATION + PROBLEMS & GET THEM TO BUY YOUR OFFER!

RESPONSE

ACTION

EFFECTOR



By examining neurons, neurotransmitters, and brain structures, neuroscience helps us unlock the mysteries of cognition, learning, memory, action, **buying decisions** and even how we form habits.

Which provides valuable insights into **how our brain influences everything we do**, from our daily actions & buying decision-making.

When you understand this, you will **become a 1% ELITE COPYWRITER**, providing you practice and write copy DAILY...

Here's How Persuasive Copywriting Effects The Brains of Your Traffic, Leads, Prospects, Customers & Clients

To truly understand how copywriting and sales can influence people's decisions, we must dive deeper into the brain, which we went through together in detail during module #3

(Millionaire Mind-set, Self Identity Shifting + Awareness Ascension)

...so if you've gone through that module, you should have an intelligent understanding of some of these components that I am going to share with you now.

Neuroscience reveals that our brains are not as logical and rational as we might think when it comes to making buying decisions.

Instead, emotions, motivations, and subconscious processes largely guide our choices.

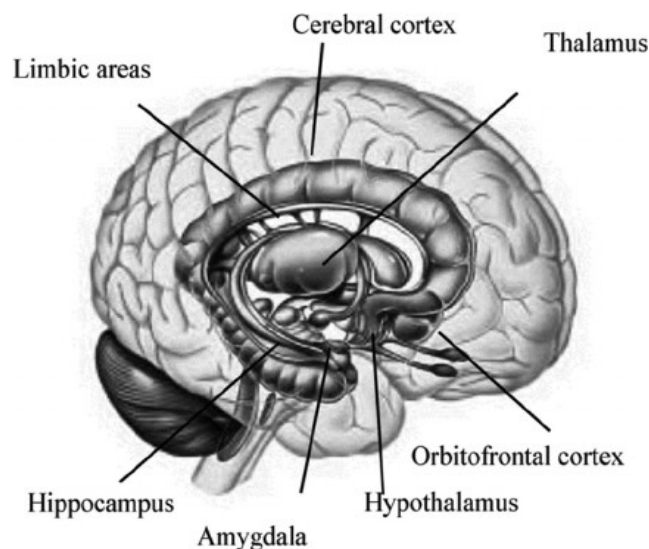
By understanding these mechanisms, copywriters and salespeople can craft messages that speak directly to **SPECIFIC PARTS OF THE HUMAN BRAIN**, that causes your leads, prospects, customers & clients to shift their **behaviour... TAKE ACTION & BUY!**

Otherwise known as....

↳ **NLP** = **NEURO-LINGUISTIC PROGRAMMING!**

Here's how **neuroscience + NLP** works behind the scenes and how you can leverage it in copywriting to **influence behaviour ethically!**

1. The Limbic System: Where Emotion Drives Action



At the heart of **decision-making** is the **limbic system**, the part of the brain responsible for **emotions** and **memory**.

This system plays a crucial role in how we respond to persuasive messages. When people feel emotionally engaged, they're more likely to take action.

This is why STORY is so POWERFUL!

In copywriting, this means tapping into emotions like **desire, fear, struggle, frustration, excitement, hope, happiness, joy, abundance, trust, confidence, curiosity, empathy, urgency & freedom** by **back pacing** & **future pacing** your readers.

For example, a phrase like...

(FUTURE PACING STATEMENT)

*"Imagine waking up every day to your dream business, with high-ticket clients flowing in on autopilot, while living a life of more **FREEDOM?**"*

(BACK PACING STATEMENT)

"Back when I first started online over 7+ years ago, I failed for the first 12 months and made ZERO DOLLARS!

*I was **frustrated** & **struggling** with traffic, lead generation, booking qualified appointments and getting clients! It sucked! Maybe you can relate?"*

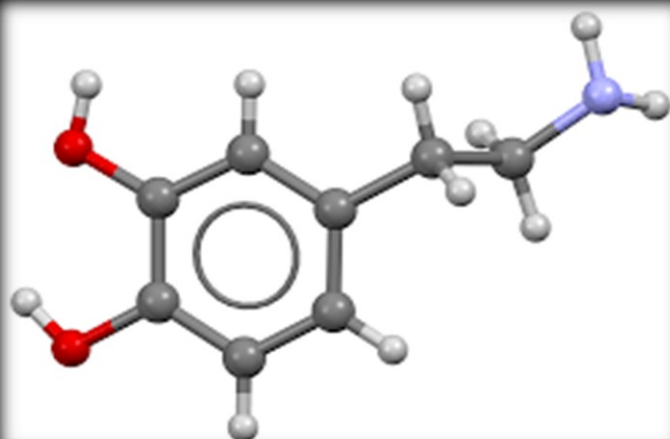
This statement is based on the problems I was suffering with, which are the same problems my audience is also suffering with!

This kind of copy speaks directly to the limbic system, triggering feelings of hope & aspiration in the first example + struggle and frustration in the second example.

By connecting **emotionally**, your message feels more personal and compelling, making it easier for the prospects brain to act on the desire.

2. Dopamine: The **Motivation Trigger**

**DOPAMINE
MOLECULE**



The brain is hardwired to seek rewards. **Dopamine**, the "**feel-good**" neurotransmitter, is released when we anticipate a **reward** or experience **pleasure**.

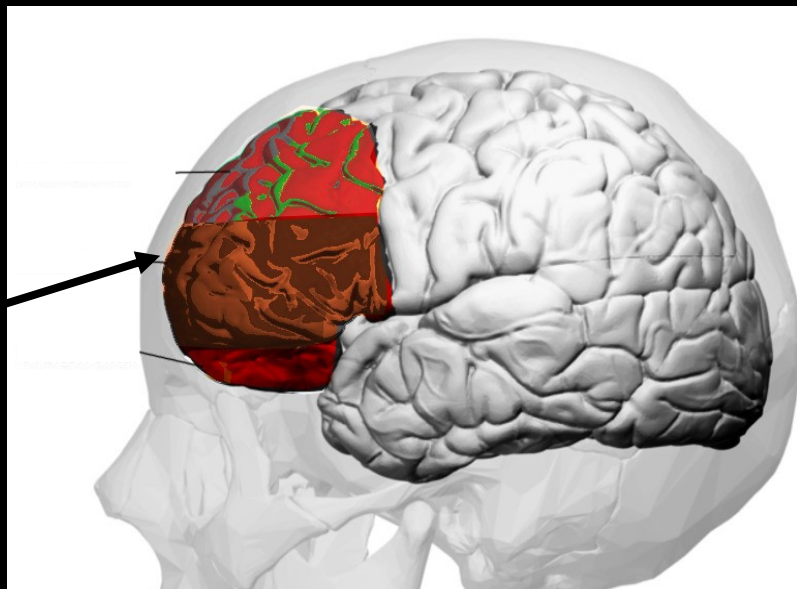
This **biological response** can be harnessed in **copywriting** by presenting offers that promise a tangible **benefit** around **ONE BIG MARKETING IDEA**, which we will talk more about in a moment.

Copywriting phrases like "*limited-time offer*" or "*only 10 spots left*" or "*free fast action mastery bonuses*" activate the brain's dopamine system.

The promise of a reward (*the product offer, bonuses, discount or the raising of price*) and the fear of missing out (*FOMO*) both combine to **trigger a sense of urgency**, making it harder for the brain to resist taking action.

3. The Prefrontal Cortex: **Simplifying Decisions:**

**PREFRONTAL
CORTEX**



The **prefrontal cortex** is responsible for **higher-order thinking** and decision-making.

When faced with a **buying decision**, the prospect's brain can become **overwhelmed**, leading to **decision fatigue** or paralysis.

If you bombard potential customers with too many choices or too much information within your sales process, you risk losing their interest and therefore lose out on the sale.

Effective copywriting **reduces complexity** and guides the brain toward a clear, easy buying decision based on **STRONG EMOTION** and backs it up with **LOGIC!**

For instance, instead of overwhelming readers with 20 features of a product, you can highlight the key benefits using simple, digestible language.

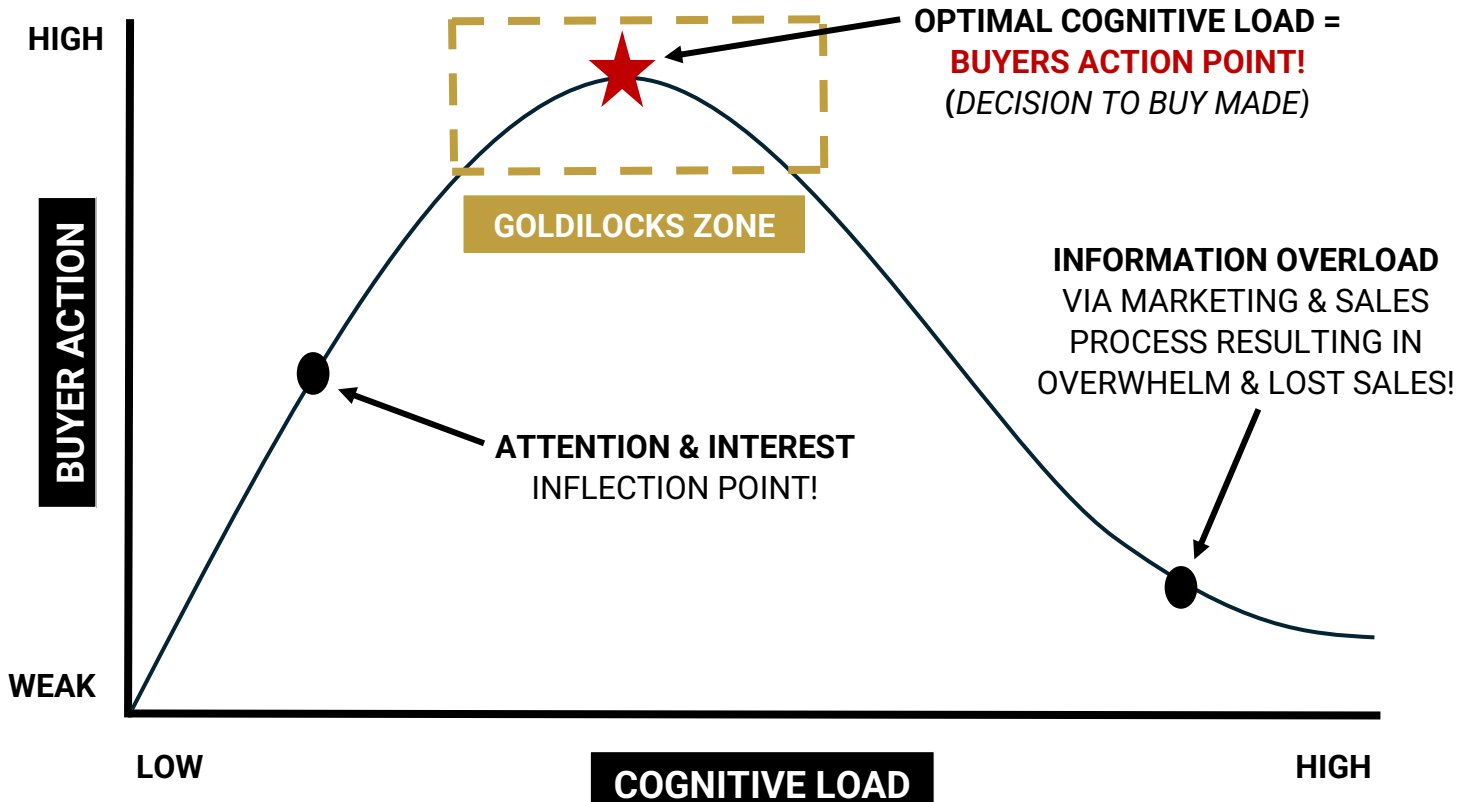
When the brain encounters a simple choice, that promises a **CLEAR solution** to a **BIG problem**... it's much more likely to act quickly.

If you're selling an info product, AFTER the customer has purchased, you can then start going into detail with more information teaching them **HOW** to do the thing they desire, because at that point you are **EDUCATING** and have the buyers full **ATTENTION & TRUST!**

In your **marketing and sales process**, there must be the right balance of COPY (*Information*) to enable potential customers & clients to make a buying decision, otherwise you will override the...

4. The Cognitive Load:

Applying The **Correct Balance of Information** In Your Sales & Marketing Process = **More Buyer Action & Sales!**



When the potential buyers brain is overwhelmed with information from your marketing and sales efforts, people struggle to make decisions.

This phenomenon is known as **COGNITIVE LOAD!**

Neuroscience shows that when too much information is presented at once, the brain's capacity to process it efficiently decreases.

This leads to frustration or indecision, causing potential customers to abandon the idea of taking action altogether.

To avoid cognitive overload, effective copywriting focuses on **clarity** and **conciseness**. Stick to one key message at a time.

Break up complex information into bite-sized chunks, **use bullet points**, and eliminate unnecessary copy.

The simpler and more direct your sales message, the easier it is for the brain to process, leading to quicker decision-making.

This is also why on your sales calls or DM sales conversations, you'll want to figure out their big problem and sell the solution to the specific problem, instead of 'blabber mouthing' about the rest of the components of your offer, because it confuses potential buyers! Make sense? Great! 😊

5. The Brain's Need for **Validation** = Building Trust and Anchoring Social Proof:



Humans are naturally social beings. Our brains rely on **social proof** and **authority** to navigate the world and make decisions.

When we see that others have made a decision, our brains take that as a shortcut to determine what is **safe, credible, and valuable**.

In copywriting, **social proof** comes in many forms which we've spoke about in previous modules of C.A.A!

These forms are:

- **Client Testimonials**
- **Case Studies,**
- **Screenshots**
- **Client Results**
- **User Reviews, or even**
- **Expert / Celebrity Endorsements (as you advance)**

When your audience sees that **others trust or love** your product / service offer + you as an expert, their brain registers it as a safe, reliable choice, which **reduces their perceived risk!**

This **validation** helps lower their resistance and boosts confidence in their decision to act fast!

Authority signals are also super powerful.

The human brain is hardwired to trust experts and credible sources, so **positioning** your brand or product as an industry leader or as backed by expert opinions can increase trust and drive action.

The key is to **ANCHOR** as many client testimonials and **WINS** as possible within your marketing, which increases your authority positioning by default!

Awesome work. Let's wrap this section of the copywriting training up with the...

Conclusion: Neuroscience & NLP In Action - Influence Your Prospects Brain + Bio Chemistry To Drive Consistent Results!

By understanding how the brain works, you can craft copy that speaks directly to the **subconscious mechanisms** driving behaviour with the POWER of your WORDS...

in relation to the **RESPONSE ACTION**, you want your leads and prospects to take, by following the 3 stages, which are:



This can be done via emotional engagement, creating a sense of urgency, offering social proof and simplifying decision-making, persuasive copywriting taps into the brain's natural responses to... **INFLUENCE ACTION!**

When you align your messaging with how the brain processes information and makes decisions, you don't just craft words...you **create powerful triggers** that **motivate** people to **ACT with CONFIDENCE, CERTAINTY & CONVICTION.**

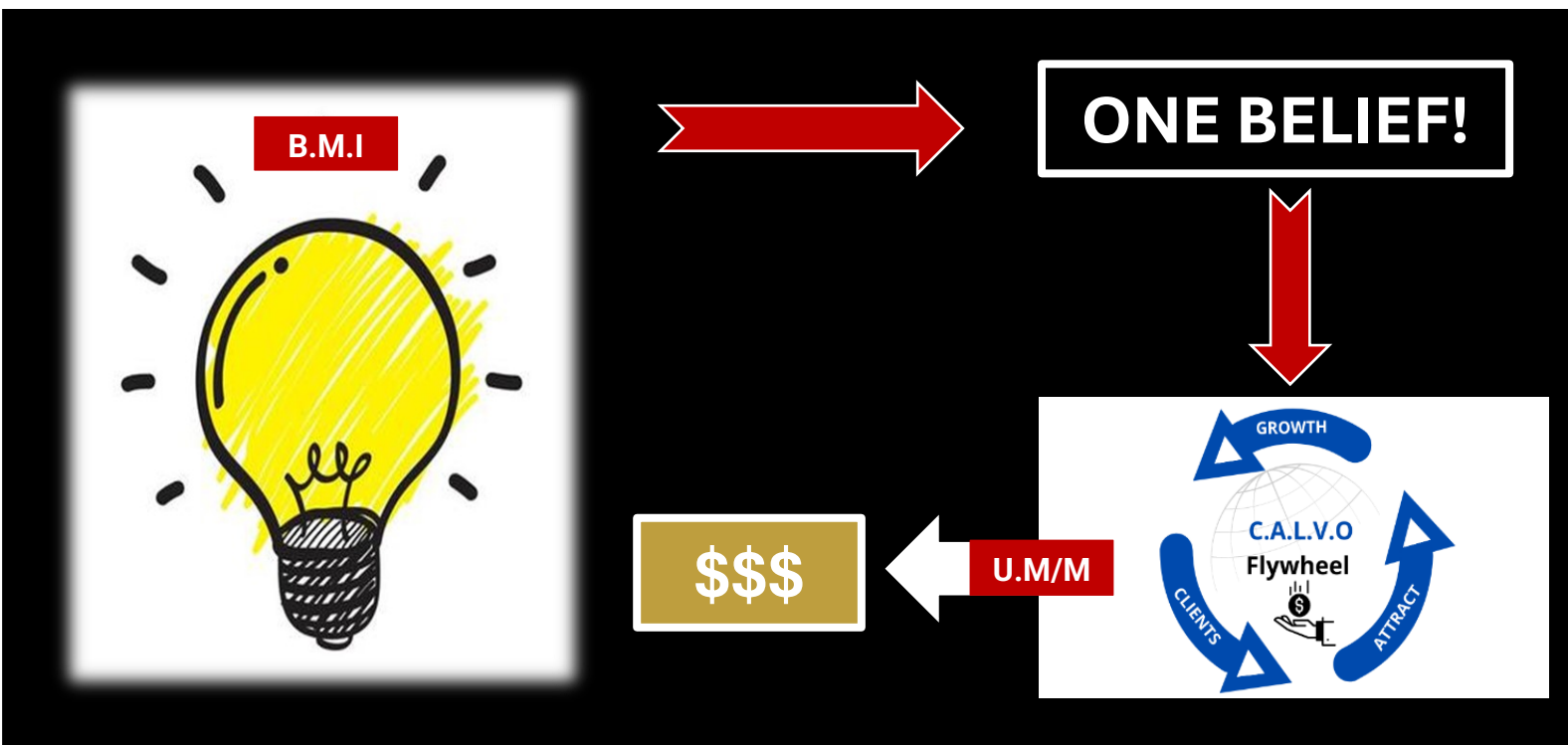
This results in **massively increased conversions**, stronger connections, and more successful high-ticket sales transactions + big money flowing into your bank account!

By understanding the neuroscience behind copywriting, you unlock the padlock in this journey so you can drive **CONSISTENT RESULTS!**

Ok, hope you enjoyed and got value from that... 😊 next up is...

🔑 Nailing Your Marketing Thesis & The...

BIG MARKETING IDEA!



We talked about the BMI during module #2

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

The **BIG MARKETING IDEA** is the single most important component of any copywriting strategy!

When you figure this out...every...

- **Ad**
- **Email**
- **Social Media Post**
- **Video**
- **Sales Page**
- **Funnel (V.S.L / WEBINAR / SALES PRESENTATION)**

...you create around **the ONE BELIEF**, by supporting it through the POWER of your WORDS, enables EVERYTHING within your marketing & sales process to become **EASIER & MORE EFFORTLESS!**

The **BMI** = Big Marketing Idea must be built around a **MARKETING THESIS**, that is **BELIEVABLE** to your core customer avatar within your specific niche market!

It must be...

Intellectually Interesting

+

Emotionally Compelling

What that means is that it resonates on an **emotional subconscious level**, to create strong feeling states within your prospects **biochemistry** to get them to take the next action within your funnel!

It must be intellectually interesting by targeting and showing how your offer solves a **BIG PROBLEM** that they are suffering with, which we have previously talked about.

It must also **create curiosity**, and this is where the U.M (*Unique Mechanism / Method*) plays its role!

When you get this correct, you'll target both the right and the left hemisphere's of the brain, which gets them to take action by influencing both the heart and the mind of the prospect!



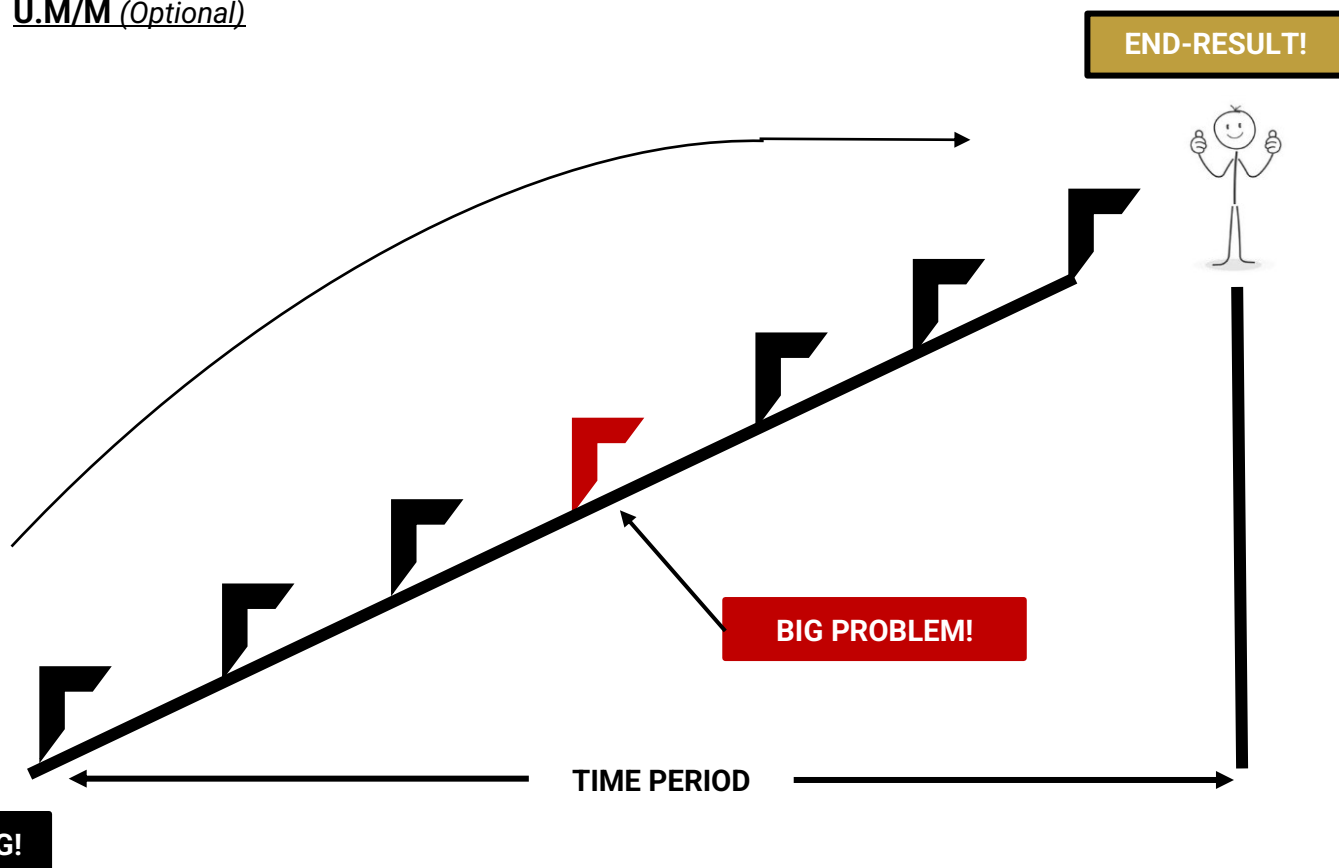
When you nail this, you'll grab your core clients **ATTENTION**, even in a crowded competitive market, where **market sophistication** levels are high.

This in turn increases engagement, generating more leads, more qualified booked calls using automation & more high-ticket clients flowing into your business on autopilot...

...after everything is set up correctly, in relation to what I am going to teach you in the future modules! Super exciting stuff!

The **BIG MARKETING IDEA** framework consists of 5 key components!

- 🔑 • **Specific Niche Market Core Customer Avatar(s)**
- 🔑 • **Specific END-RESULT**
- 🔑 • **Time Period**
- 🔑 • **BIG PROBLEM**
- 🔑 • **U.M/M (Optional)**



Here's the marketing **messaging statement** template, we will use to begin the process of mapping out your BMI which will then be transformed into your **marketing message**.

This is a proven template to nail down the end-result & big problem that we will create your big marketing idea & thesis around! We did this together during module 2 but we'll go over it again so you can nail your BMI.

"I Help (**Specific Niche Core Customer Avatar**)... Achieve (**Specific END-RESULT**) In (**Time Period**) WITHOUT (**BIG PROBLEM!**)"

Example From The Make Money Online Industry - My Top Earner Traffic Agency Offer:

“I Help High-Ticket Affiliate Marketers Get A Consistent Flow Of Sales Each Month Within 90 Days WITHOUT Creating Complicated Traffic Campaigns & Wasting Money On Fake Bot Clicks!”

Example From Coaching / Consulting / Business Industry - The Client Acquisition Accelerator Offer Which Includes The U.M/M = Unique Mechanism / Method:

“I Help Experts, Book 50 - 100+ Qualified Appointments Per Month & Generate a Consistent Flow Of High-Ticket Clients In 90 Days, Using The C.A.L.V.O Method, WITHOUT Wasting Time, Energy & Money On Hope Marketing!”

Example For Health & Fitness Industry:

“I Help Busy CEO’s That Don’t Have Time To Work Out & Get Fit... Build Muscle Fast & Increase Energy In Only 20 Minutes Per Day WITHOUT Having To Run For Hours On The Treadmill!”

Example For Weight Loss Industry:

I Help Stay At Home Mom’s Lose Belly Fat In 90 Days WITHOUT Going To The Gym Everyday & Eating Plates Of Vegetables!”

Example For Dating & Relationship Industry:

I Help Skinny Guys That Struggle With Women... Get Dates With Beautiful Girls & Eventually Find Their Soul Mate In 90 Days WITHOUT Being Rejected All The Time On Tinder!”

These are examples you can get ideas from and model by brainstorming for your specific niche and offer.

VERY IMPORTANT! Some of the statements I gave you above are over exaggerated so you can fully grasp the big marketing idea concept that I am teaching you in this module!

Your offer must be able to deliver on the offer / marketing messages end-result + time period, otherwise do not write it down in your marketing message statement!

For example, if you're in the weight loss space and you know your offer can not deliver the end-result of losing a specific amount of weight in the specific time period.

DO NOT WRITE IT DOWN!

Your marketing message must be **truthful & believable**, and as you grow your business you must be able to show REAL PROOF to back your offer up!

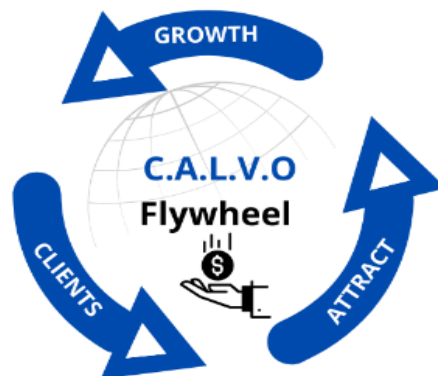
This is why I advise you to price your offer lower or work for free if you have zero clients with no results to start with! Offer to help clients for free or charge a lower price ... help them get a result and use that as proof in your marketing. As you advance increase your price!

Also, the U.M/M = Unique Mechanism / Method is OPTIONAL and a more advanced concept. If you're not in a crowded market, you most likely do not need it.

However, it's a game changer if you have competition and want to FAST TRACK your PROFITS!

For example, most likely the main reason you invested in the Client Acquisition Accelerator was because I got you to believe, that the best way to book **qualified appointments** and convert clients into HIGH-TICKET **sales** was via the...

C.A.L.V.O Flywheel Method!



Which is the unique method

If we dive deeper into this method ... **C.A.L.V.O** develops as you go through this training program into this:

- ✓ **Become The Best Version of Yourself! (Growth)**
- ✓ **Provide The Most Value In Your Niche! (Attract)**
- ✓ **Become The Best Traffic Generator, Marketer & Sales Professional Possible! (Clients)**

- ✓ Leverage AI (*Artificial Intelligence*) & Your A-Team To AUTOMATE Yourself Out of The Daily Operations of The Business As You Advance On Your journey, So You Can Work In Your **ZONE OF GENIUS** & Truly Live a Life of More **FREEDOM!**
- ✓ Help Your Clients Get Amazing **RESULTS!**

I've spent hours of my valuable time (*which is currently valued at thousands per hour BTW*) to create my U.M/M

When you embody & implement this, you naturally increase...

Client Acquisition & Lead Value Optimization!

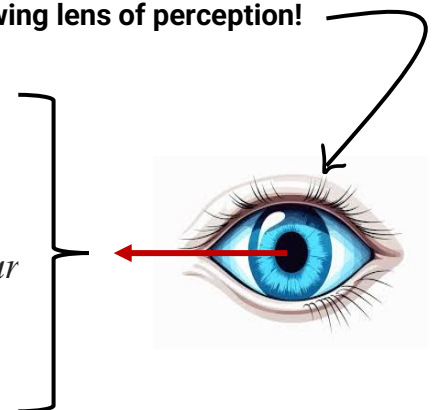
Which creates a **FLYWHEEL**, as time elapses:

Because you are **OPERATING AT YOUR HIGHEST POTENTIAL**, while genuinely being **SERVICE TO OTHERS...**

This creates a positive feedback loop to increase client acquisition + increases the VALUE of each lead that joins your email list, via your marketing, content and sales process! Does that make sense?

Every piece of material I put out, has travelled through the following lens of perception!

- *“How Can I Help My Leads & Clients Increase Client Acquisition?”*
- *“How Can I Help My Leads & Clients Increase The Dollar Amount of Each Lead That Comes Onto Their List... Via Providing Amazing Value To Help Them Make a Buying Decision?”*



And I 100% BELIEVE with CONFIDENCE & CONVICTION in what I am selling!

Both questions are built around the **BIG MARKETING IDEA = BMI**

Both questions link back to my **U.M/M (Unique Mechanism / Method)** in relation to helping clients get **RESULTS!**

Let's dive deeper into...

The Power of The BMI: Creating **One Belief** That Leads To The Sale!

Every single thing you do in your marketing... every word, image, or message... should serve one clear purpose:

(To Establish a **Single Belief** In Your Prospect's Mind To Get Them To **BUY** Your Offer!)

This belief is the **Big Marketing Idea**, and it's critical to turning your... **D.R.M + E.B.M =** (*Direct Response Marketing + Educational Based Marketing*) which we talked about in the previous module into sales & profits!

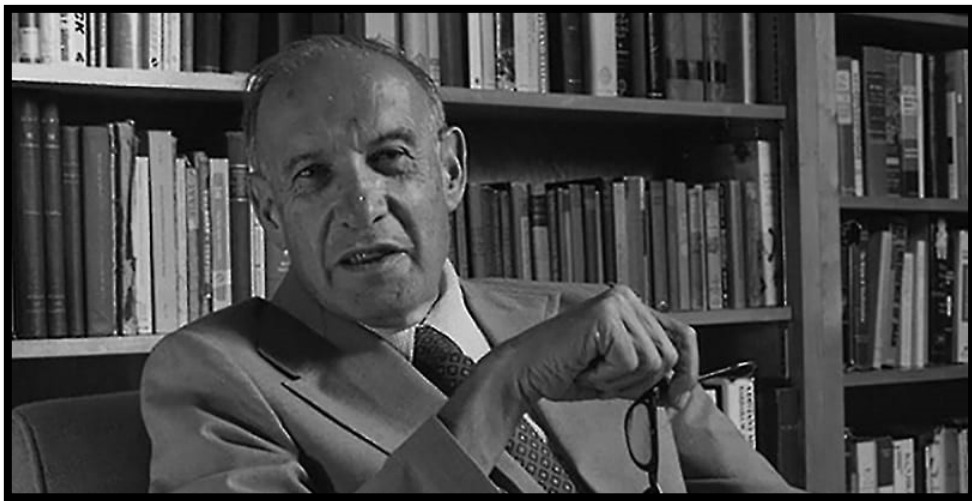
Everything in your **marketing campaign** is about leading your prospects through a **journey**, step-by-step, changing small false belief patterns along the way, until you've built that...

ONE CRITICAL BELIEF!

Once you've established this key belief, **before you even present your offer**, you've already significantly increased your chances of making a sale.

Peter Drucker, one of the greatest management thinkers to have ever lived, said,

“The Job of Marketing Is To Make Selling Superfluous.”



In other words, **effective marketing makes selling almost unnecessary.**

When you've structured your marketing campaign the right way, **and your prospects believe in that one essential idea**, all you need to do is introduce your offer.

Which is **POSITIONED** as the **SOLUTION**, leveraging the **U.M/M** (*Unique Mechanism / Method*) to solving the buyers **specific PROBLEM!**

You've already done the hard work of convincing them. At this point, the sale is almost a natural logical conclusion.

The belief we need to establish is **that your unique mechanism / method (U.M/M)** which is the specific way your product or service delivers the promised end-result... is the perfect solution to their problem.

Why Focus On The Unique Mechanism In Competitive Markets?

This is advanced stuff, however as you progress on your online journey, your goal is to get prospects to believe that the **mechanism or method** behind your product or service (*NOT the product itself!*)

...is the ultimate solution for their needs by helping them to get the desired **END RESULT!**

Once they recognize that **your unique mechanism** is the key to solving their big problem, you've set up the sale perfectly. Because now, **your product or service is the only place they can find that solution.**

No other offer even in a crowded marketplace can compete with you, putting you into a category of one because no one has your **U.M/M!**

When you've successfully shown your prospect that your unique mechanism or method is the perfect answer to their problem, **the sale is practically made.**

Your marketing has laid the foundation, and now all that's left is for your prospect to take the next step: **purchasing your offer so you can help them!** 😊

Now let's dive into...

How To Develop Your Big Marketing Idea (BMI) So You Can Become a Master Copywriter, Grab Attention & Convert Sales On Easy Mode!

STEP 1 - Define Your Core Marketing Objectives!

- **What Is Your Marketing Goal?**

(Do you want to build brand awareness, drive low-ticket sales, grow your email list, book more qualified appointments or drive high-ticket sales etc?)

You must get **CRYSTAL CLEAR** in terms of the marketing goal(s) you are trying to achieve before creating your **B.M.I + U.M/M!**

For the majority of you going through this training program, your objectives will be to:

- **Build Your Email List**
- **Book Qualified Appointments / DM Conversations &**
- **Drive High-Ticket Sales**

As soon as you have prospects that have gone through your marketing... warmed up in a 1:1 selling environment, either on the phone or over a DM conversation, then your optimization process shifts to selling your high-ticket offer!

If you take a look at my marketing EVERY piece is optimized for 1 of these 3 main objectives!

For example, if I am creating a sales page or a strategical content piece...

... I am in-directly selling a specific offer but the call to action is ALWAYS for the lead / prospect to book a call with me on my calendar, by getting them to fill out an application form to work with me! Or to reach out to me 1:1 via the DM's (*Direct Message*)

This positions me because they are applying to work with me, not the other way around like most marketers, desperate to get sales! Make sense?

Here's How To Do It:

Answer the following question:

"What Are My Core Marketing Objectives The BMI + U.M / M Is Going To Be Built Around?"

BMI = Big Marketing Idea

U.M/M = Unique Mechanism / Method

List 1-3 Marketing Objectives On Paper!

STEP 2 – Deeply Understand Your Audience (*Research, Integrate & Gain Insight On Your Core Client Avatar*)

Want to know how to become an TOP EXPERT copywriter?

BECOME A MASTER OF YOUR MARKET & THEN DEFINE YOUR BMI!

You can have all the proven **7-Figure Copywriting Frameworks, Formulas & Linguistic Language Patterns** that I am going to give you access to inside this module for writing copy...

...however, if you don't have a clue what your **CORE CLIENT AVATAR** wants, needs, desires and dreams about + what struggles, frustrations and problems he / she is suffering with then your copy won't convert!

By simply becoming a master of your market... allows you to become a way better copywriter by default!

We covered this during the 2nd part of module #1 - (***Customer Avatar Immersion & Client Demographic Syphoning***)

Figure out your customer / clients:

➤ **Demographics:** Age, location, income, job role, etc.

- **Psychographics:** Values, interests, lifestyle, problems, pain points, desires, dreams and goals.
- **Behavioural Insights:** Purchasing habits, online activities, social media - where do they hang out online?

To create an idea that grabs attention, you first need to **know what's important to your audience.**

The more detailed and specific your **audience understanding** is, the more you can shape an idea + copy that speaks directly to their core problems, needs & desires!

Here's How To Do It:

- **Conduct** surveys, interviews, and call + direct message people within your target market to learn more about them.
- **Analyse** existing customer data and reviews! Ask them what they need help with! If you have an email list survey them and ask them what they want, then create it and give it to them in exchange for money!
- **Dive deep** into targeted social media groups & your niches top experts YouTube channel comment section... with discussions to understand how people talk about the big problems & solutions in your market.

STEP 3 - Define The Core Offer Benefit (Emotional + Functional)

By defining your offer benefit... both emotionally and functionally, it allows you to add this to your BMI, so you can get the leads and prospects you are targeting **INTERESTED** in reading your sales copy!

Functional Benefit: *What does your product or service offer **DO** for the customer / client? What big problem(s) does it **SOLVE**?*

Emotional Benefit: *How does it make them **FEEL**? How does it align with their values, desires, or fears? What's the **END-RESULT** your offer can help them achieve?*

Great marketing is based on making an **emotional connection** with your audience, while clearly showing how you solve a real problem via your offer features!

Here's How To Do It:

Answer the following question:

"What Does My Audience Truly Want?"

The key is to focus on the **END-RESULT** and the **FEELINGS** associated with achieving it.

When you've written down the desired end-result + the feelings your offer can give your clients, we now have the ground work completed for the BMI (*Big Marketing Idea*) to come to life ...

Which brings us onto...

STEP 4 – (Optional) Identify The U.M/M (Unique Mechanism / Method!) – The Secret Component That Drives Results!

The **unique mechanism / method** allows you to fulfil the **core offer benefit** (*emotionally and functionally*) in a way that is **different, new, easier, faster, better** or a combination of all 5...compared to your competition...

...especially in crowded markets like make money, business, wealth, health and fitness, weight loss and dating / relationships.

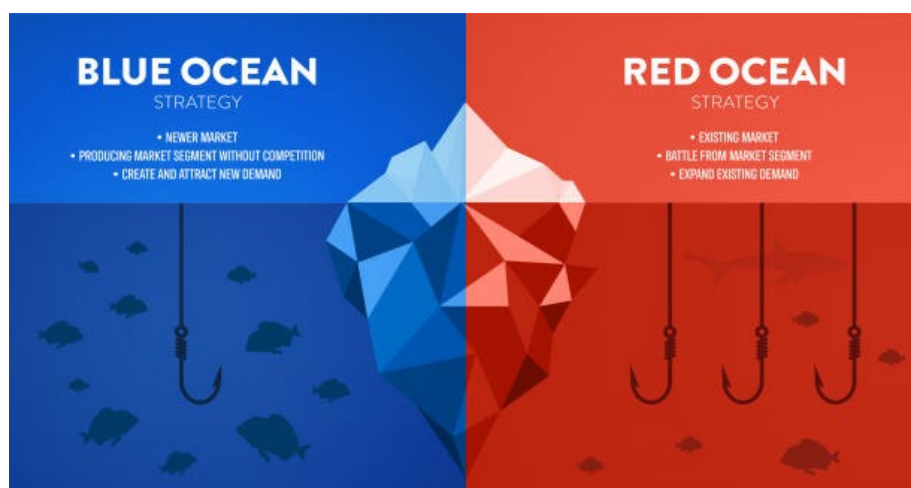
- **Core Idea:** Define the unique, differentiating factor of your product or service.
- **Curiosity:** Once defined, create a form of curiosity to make it more attractive to your core client avatar. This causes the reader, to read the rest of the sales copy in order to learn more about the U.M/M because it's intriguing!
- **Proof:** Provide evidence that supports your claim about your unique mechanism / method, in relation to how you can help your clients achieve the end-result, while tying in strong EMOTION!

(Focus On The **Feeling States** Clients Will Experience After They Achieve The End-Result Via Your U.M/M!)

A unique mechanism is the element that makes your offer **STAND OUT**

It's what you **highlight** in your marketing to explain *why your product works better or differently* than anything else out there, which puts you into a **category of ONE**, technically creating your own...

BLUE OCEAN NICHE MARKET!



Here's How To Do It:

- **Identify** the BIG Need + BIG Problem(s) - Figure out the thing that makes your product or service different.

Whether it's a new technology, method, ingredient or even a unique angle on an existing concept. Then figure out ways it can help solve the big marketplace problems.

- **Create** the U.M which could be a proven process, an ingredient, a method or an approach you're taking that others aren't.
- **Demonstrate** your unique mechanism through client testimonials, case studies & results that show **PROOF** + its **EFFECTIVENESS!**

We covered how to do this during module #2 in detail, when we created your offer, so if you need to refer back to that, go to that module.

STEP 5 – Write Down Your BMI (Big Marketing Idea!) (*The One Belief + Hook Statement*)

Great work so far, together we have...

- ✓ **Defined Your Core Marketing Objectives!** (*Build Email List, Book Qualified Appointments / DM Conversations, Convert High Ticket Sales*)
- ✓ **Began The Process of Deeply Understanding Your Audience So You Can Become a Master Copywriter** (*Research, Integrate & Gain Insight On Your Core Client Avatar*)
- ✓ **Defined The Core Offer Benefit** (*Both Emotionally + Functionally*)
- ✓ **Identified The U.M/M (Unique Mechanism / Method!) – The Secret Component That Drives Results!**

Now we're going to bring all of this together, into **ONE BELIEF STATEMENT!** If we get leads and prospects to believe this **ONE THING** via our marketing campaign...

...then the only logical thing they can do is to buy your offer, because they cannot get access to your U.M/M (*SOLUTION*) anywhere else!

When writing your BMI statement, we start with a...

- **Hook:** A single sentence, or concept that summarizes your product's promise / BIG BENEFIT.
- **Core Message:** The main value proposition that encapsulates the combination of the product's benefits and its unique mechanism / method.

- **Emotion:** An emotional trigger based on the experience of the buyer achieving the end result, that makes people want to take action.

Your Big Idea needs to serve as the **foundation for all your marketing materials** and campaigns.

It should be a bold, memorable, and a **simple statement** that talks directly to your core client avatar...

...encapsulating the essence of your product / service offer, the value it provides, and why it's different, and then your marketing campaign must back it up with real PROOF!

Here's How To Do It:

Take your **Big Marketing Idea Statement** that we created using the following framework:

"I Help (Specific Niche Core Customer Avatar)... Achieve (Specific END-RESULT) In (Time Period) WITHOUT (BIG PROBLEM!)"

Example of my Big Marketing Idea Statement + (U.M/M)

"I Help Experts Book 50- 100+ Qualified Appointments Per Month & Generate a Consistent Flow Of High-Ticket Clients In 90 Days Using The C.A.L.V.O Method, WITHOUT Wasting Time, Energy & Money On Hope Marketing!"

Apply the following:

- **Leverage** a catchy, memorable headline that sums up the core of your product or service offering.
- **Focus on clarity:** don't confuse leads and prospect with the message and make sure it talks directly to the conversation that's going on in your core clients head, by focusing on the end-result & / or a big problem!
- **If Possible Connect** with a powerful emotional trigger, whether it's the emotion of the end-result achieved, curiosity, excitement, or relief from a big problem / pain.

We're now going to take your BMI statement and make it shorter!

Examples:

I Help Experts Get a Consistent Flow of High-Ticket Clients With My C.A.L.V.O Method!

Or

“I Help Online Entrepreneurs SCALE PROFITS FAST & Live a Life of FREEDOM With My C.A.L.V.O Flywheel Method!”

Or

“I Help Coaches & Consultants Book 100 Qualified Appointments Per Month & FAST TRACK Their PROFITS With My C.A.L.V.O Method!”

I can also break it down even further into a one sentence statement:

“Getting Clients Is EASY & FUN With The C.A.L.V.O Method!”

“Discover The C.A.L.V.O Method – Client Acquisition Done Properly!”

“Learn The FREEDOM Formula SECRETS of The C.A.L.V.O Method!”

C.A.L.V.O Method Gets High-Ticket Clients On Autopilot!

C.A.L.V.O Method Gets High-Ticket Clients On Demand!

C.A.L.V.O Method GUARANTEES You 20 New Clients Or Your Money Back!

*C.A.L.V.O Method Helps You Live a Life of More Time, Location & Financial
FREEDOM!*

Brainstorm 5-10 catchy BMI headlines for your niche + offer and get creative!

Here's another example that you might be familiar with:

Do You Remember The ALS Ice Bucket Challenge?



This was a viral **BMI + U.M case study** we can learn from which went like this:

"Donate To ALS or Take The Ice Bucket Challenge!"

It was usually followed by a viral element like:

"I Accept The Challenge And Nominate [Name]!"

The Unique Mechanism = *Viral Social Media Challenge for Charity*

Concept: ALS Ice Bucket Challenge was a viral social media phenomenon where participants filmed themselves dumping a bucket of ice-cold water on their heads and nominated others to do the same or donate to ALS research.

The challenge spread quickly across Facebook, Twitter, and Instagram, with celebrities, influencers, and everyday people getting involved.

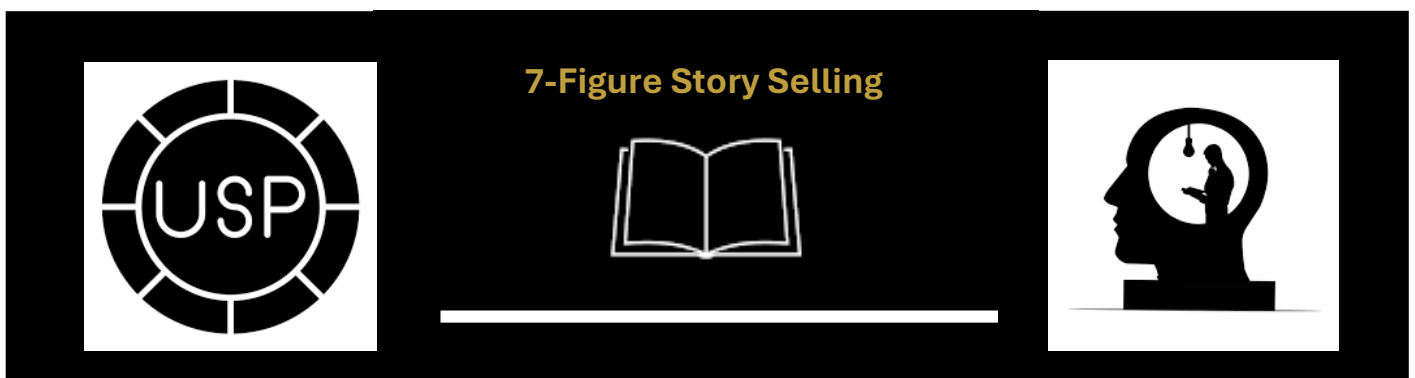
Impact: The challenge raised over **\$220 million for ALS research** and brought significant awareness to the disease.

Its unique mechanism... **turning charity into a fun, viral challenge**... turned a cause into an international sensation, demonstrating how social media can be used for powerful, positive change.

After this EVERY marketer and his dog started doing **CHALLENGE FUNNELS!**

This is the sheer **power**, when you nail the **BMI + U.M/M!**

STEP 6 – (Optional) Craft A Story Around Your Big Marketing Idea + U.M/M = U.S.S.P (Unique Story Selling Proposition)



We covered this during module #2, however here is access to it again for your reference.

The 7-Figure story selling framework that you can implement into your marketing strategy... sells your audience subconsciously through **YOUR STORY** or a 3rd parties story, causing

leads and prospects to have a 'light bulb moment' that results in **THEM** making the decision to buy.

You do this by building **CONNECTION**, creating **DESIRE** for achieving the **END-RESULT**, so they become emotionally invested & elicit the **BIG PROBLEMS** they are suffering with, which gets them to understand the **PAIN** they have that's stopping them from moving forward on their journey!

You'll then **POSITION** your **OFFER + U.M/M** as the perfect solution, while creating a new **PERCEPTION** in their minds via identity shifting **TRANSFORMATION!**

Here's How To Create Your U.S.S.P – (Unique Story Selling Proposition) so you can get your leads and prospects the BELIEVE in the BMI (Big Marketing Idea)

U.S.S.P PART 1 - The Authority Based Character Backstory = High Emotional Drama!

What was your backstory that started you on the journey to achieving the end-result so people can relate to you?

What's UNIQUE about YOU & your STORY?

What life struggles have you been through?

What COOL things have you achieved?

Share your personal side with **HIGH EMOTIONAL DRAMA** and position yourself as an **AUTHORITY EXPERT** by sharing your credentials, skills sets, results, client results and proof!

U.S.S.P PART 2 - Your Deep Desires + End-Result!

What is / was the end-result?

This should be the same end-result your clients want to achieve based off your market research if you're entering a new market, or what you have already achieved in your existing market.

What did you want to accomplish? – Explain the BENEFITS!

Example in the online business space

EXTERNAL – "All I wanted to do was make \$10,000 - \$100k per month, work in my zone of genius & live a life of more FREEDOM!"

INTERNAL – "I was unemployed, struggled with depression and nothing seemed to work. Deep down all I really wanted was to help my family financially!"

U.S.S.P PART 3 - The Problems / Struggles You Faced On Your Journey!

What were the internal and external problems you were struggling with?

(Again, these should be the same problems your target core client avatar is going through that is stopping them from achieving the end-result on their journey!)

Example in the online business space?

EXTERNAL – *Traffic, lead generation, booking qualified appointments, conversion, offer creation, high-ticket sales, automation, follow up, cash flow, business infrastructure, hiring, scaling etc.*

INTERNAL – *“I felt like a failure because of society’s programming system – Work 40 hours per week for 40+ years in a dead end 9-5 job, struggling with mortgage payments, credit card bills, car payments, limited travel, no time freedom to spend with family and enjoy the luxury things life has to offer etc.”*

U.S.S.P PART 4 - The Big Light Bulb Moment > The New Way To Get The End Result!

After going through the problems and struggles what was the LIGHT BULB MOMENT you had and what was the new process that you implemented into your NEW OFFER!?

This was the starting point for your BMI!

U.S.S.P PART 5 - The Action Plan – Introduce Your Million Dollar New Irresistible Offer!

Reveal your million-dollar irresistible offer (**M.D.I.O**) to provide the solutions to the problems clients will face towards achieving the end-result IF they don’t buy now!

What was the step-by-step plan / proof of concept you created & implemented to achieve the end-result that you desired?

This is the action plan / proof of concept that your clients will take to achieve the same end-result that you desired! Make sense?

U.S.S.P PART 6 – Dive Into The PAIN + The Number #1 BIG PROBLEM That Stopped You From Achieving The End Result! Introduce The U.M/M! (*Unique Mechanism / Method*) (Think Faster, Easier, Different & Better etc!)

We touched on the problems in part 3, however whenever creating a new offer the marketing message must be built around **1 BIG MARKETING IDEA** that overcomes the BIG PROBLEM clients will face.

Reveal your U.M (*Unique Mechanism / Method*) and show people how it helps them achieve the end-result FASTER, EASIER, BETTER, more EFFICIENTLY & more EFFECTIVELY!

U.S.S.P PART 7 – Show How The Story Character Achieved The End Result – Stack The Offer BENEFITS!

Show proof of you / the story character achieving the end-result + all the BENEFITS that comes with believing in the BIG MARKETING IDEA!

Also think of the benefits of the benefits.

Share how DIFFERENT life is and how it FEELS after you / the story character has achieved the end-result.

Here's some ideas that most offers in the big 3 industries help clients with...

More FREEDOM, SECURITY, HAPPINESS, ABUNDANCE, WEALTH, IMPROVED STATUS, IMPROVE HEALTH, IMPROVED RELATIONSHIPS etc!

Stack the offer and give away 10X – 100X the value compared to the price!

U.S.S.P PART 8 - The New Self Identity Transformation! (What did it allow you to do?

Example: More FREEDOM + Become a Better Person That Helps Others!

After you go through the journey to achieving the end-result... How did it transform you or the story character as a person and help you create a NEW SELF IDENTITY, so you could become the best version of yourself while helping others!?

Example: Online Business Space

"After hitting my income goal and living a life of freedom with my family, I realised that helping others create financial freedom was massively rewarding, I now get to create income on demand, travel the world and help people just like you achieve your goals and dreams!"

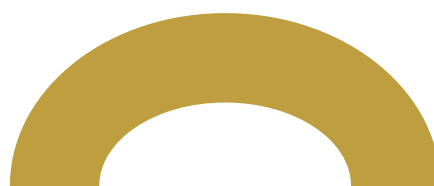
Example: Health & fitness / weight loss space

"After losing 21lbs in 3 months I not only feel & look great, but I also have a lot more energy to spend time and play with my kids! After going through this transformation, I realised I have a passion to help others just like you hit your weight loss and fitness goals in the fastest time possible!"

Example: Relationship & Dating Space

"After finding the love of my life and getting married to my soul mate after years of dating nightmares, I now have a passion to help others just like you find your dream partner and fall in love!"

THE STORY ARC - Your Story Acts As An ARC That Shifts Your Leads & Prospects Negative Limiting Beliefs & Problems Into A Quantifiable Positive Results Driven SOLUTION!



**BEGINNING – HIGH
EMOTIONAL DRAMA**

**MIDDLE – PROBLEMS +
LIGHT BULB MOMENT**

**END – CTA = RESULTS
DRIVEN SOLUTION**

STEP 7 - Design a Compelling Call to Action (CTA) Based On The Marketing Objective!

Now that you've got your **B.M.I + U.M/M + U.S.S.P in place**, we need to finish with a compelling to CTA.

Remember, we are not trying to get them to buy at this stage. The call to action is to get them to either book a strategy call or DM you on social media.

- **Actionable:** The CTA should clearly tell the audience what to do next.
- **Urgency / Scarcity / FREE Value:** You can create a sense of urgency or exclusivity if applicable and provide free value embedded into the CTA.
- **Make It Simple:** Reinforce the **benefit of taking action** & tell the lead exactly what to do!

A compelling CTA is crucial for turning attention into action (sales). Without a clear CTA, your audience may not know how to take the next step.

Here's How To Do It:

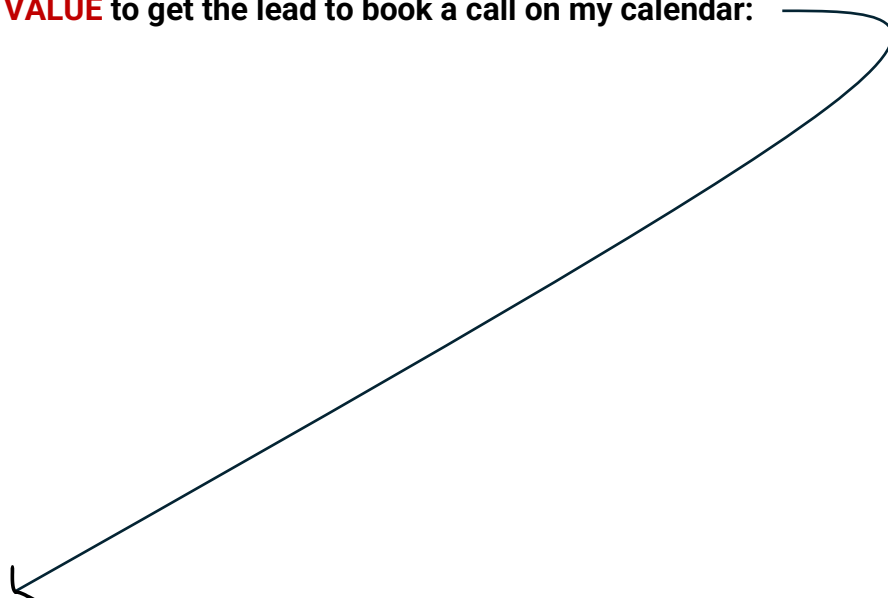
- **Use action verbs:** e.g. "Book your *FREE [RESULT DRIVEN NAME]* strategy session now"
- **Add a reason for urgency or position the CTA as very valuable:**

For Urgency - Use copy like "Limited time," "Only X spots left," or "Exclusive offer."

For Value – Use copy like "As a *FREE BONUS* for booking a call, you'll get access to my [CONTENT PIECE - e.g. Book, PDF, Video Training, Webinar etc] for *FREE* to help you *FAST TRACK* your results!"

- **Make it easy for your leads to follow through:** Provide a simple, direct path to book a call, DM you or buy your offer, depending on your marketing objective that we covered during step #1 of this BMI process!

Below is a **compelling CTA example** from my story page that focuses on giving away **FREE VALUE** to get the lead to book a call on my calendar:



If you'd like to continue your journey click the link below right now and book your free strategy call.

As a free bonus you'll get access to my 7-Figure Growth Blueprint PDF + Video Training For FREE.

Inside you'll learn my Proven C.A.L.V.O Method and 5 unorthodox steps to SCALING your business / offer!

I hope by now... you enjoyed my story and it inspires you to go after your dreams of a life of more...

TIME, LOCATION & FINANCIAL FREEDOM!

If a normal guy who grew up living in government housing, got average grades at school, suffering from serious depression and anxiety can do it... so can you.

To Your Success

I Appreciate Ya!

Talk soon!

Sam Malsom

P.S Stay Magical 😊

[P.P.S Want Some Hands On Help Building Your Online Business From An Internet EXPERT?](#)

[Click Here Right Now To Claim Your FREE PROFIT BOOSTER STRATEGY CALL With Me Or My Personal Success Consultant >>](#)

We're going to talk a bit more about CTA's as we progress through this module, when I walk you through the...

- ✓ **ADS...**
- ✓ **LEAD CAPTURE PAGE**
- ✓ **EMAIL MARKETING &**
- ✓ **SALES PAGE...**

... 7-FIGURE COPYWRITING FRAMEWORKS & FORMULAS

Let's move onto the final step of the **BMI** framework...

STEP 8 – Develop Your Copywriting Swipe File - Test, Optimize & Scale!

Very rarely is a big marketing idea perfect from the start.

You need to continuously **test** and **optimize** to maximize its effectiveness and drive more call to actions & high-ticket sales.

One way you can do this, is **split testing**, which you'll learn about in the future modules of C.A.A.

You can also ask your prospects when you have them on a call, WHY they booked a call with you.

Ask them what stood out within your marketing to make them book a call. When the client tells you, note it down and keep a record by saving it in your...

COPYWRITING SWIPE FILE!



As a pro copywriter, you'll want to start saving, headlines, ads, imagery, social media posts, CTA's, sales pages, emails & videos that GRAB YOUR ATTENTION from top marketers.

You also want to save ALL marketing that worked really well for you!

You can then run tests on things that have already worked for you in the past by...

- **Testing Variables:** Try different headlines, visuals, CTAs, and messaging.
- **Analyse Results:** Look at metrics like conversion rates, and ROI.
- **Iterate and Scale:** Double down on what works and cut out the stuff that doesn't.

If you do this over a period of time, you end up developing **POSITIVE RESPONSE STIMULI** that **resonates** with your core client avatar... allowing you to scale your business!

Here's How To Do It:

Use A/B testing for key elements like headlines, imagery, and CTAs.

Gather feedback from customers to see what resonates most.

Awesome work! 😊

That's the end of this section of the training for creating your BIG MARKETING IDEA & developing your U.M/M (Unique Mechanism / Method!

🔑 Key BMI Tips

TIP #1 – If You're More Advanced... Be Bold, Different & Unconventional

If you're just starting out, model a successful marketing idea and build on that!

However, as you scale to bigger numbers... understand the **Big Marketing Idea** isn't about following the crowd... it's about setting your own path.

Don't be afraid to take risks and **think differently**, while modelling successful campaigns.

The most successful marketing ideas in history we're once seen as radical.

Embrace boldness, and your message will cut through the noise and talk directly to your core client avatars brain!

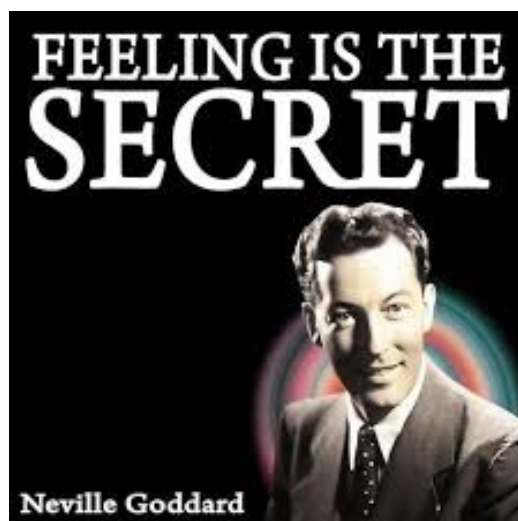
TIP #2 - Create a Memorable **Feeling** Experience

Once you have your Big Marketing Idea, think about how it will unfold across all touchpoints.

Remember: All of your marketing and copywriting should reinforce this **ONE BELIEF** you need your clients to believe in order for them to make a buying decision!

Your idea should be so compelling that it's not just something people hear, but something they **feel & experience**.

Whether it's through interactive ads, immersive **storytelling**, or creative visuals, make it unforgettable.



Here's Some Examples of Big Marketing Ideas That Changed the Game

1. Nike's "Just Do It"

Nike's Big Marketing Idea wasn't just about selling shoes; it was about inspiring people to push beyond their limits.

"Just Do It" became a rallying cry for anyone looking to take on a challenge.

It's simple, memorable, and emotionally charged – a perfect example of a Big Marketing Idea that transcends products.



2. Apple's "Think Different"

Apple's Big Marketing Idea focused on challenging the status quo. It wasn't about making tech gadgets; it was about empowering people to think outside the box and innovate.

This resonated with creative individuals and sparked a movement, positioning Apple as more than just a brand – it became a symbol of change and innovation.



The Big Marketing Idea + Unique Mechanism / Method Conclusion

In a world where consumers are constantly bombarded with ads, marketing messages, crazy guarantees that offer creators can't deliver on and claims that seem to be getting wilder & wilder.

The **Big Marketing Idea** is your **ticket to standing out** and building real, lasting relationships with your audience by demonstrating your **VALUE** & your **EXPERTISE**, in a believable way!

Here's what we covered together:

STEP 1 - Define Your Core Marketing Objectives! (*Build Email List, Book Qualified Appointments, Drive High Ticket Sales!*)

STEP 2 – Deeply Understand Your Audience (*Research, Integrate & Gain Insight On Your Core Client Avatar*)

STEP 3 - Define The Core Offer Benefit (*Emotional + Functional*)

STEP 4 – (OPTIONAL) Identify The U.M/M (Unique Mechanism / Method!) – The Secret Component That Drives Results!

STEP 5 – Write Down Your BMI (Big Marketing Idea!) (The One Belief + Hook Statement)

STEP 6 - (OPTIONAL) Craft A Story Around Your Big Marketing Idea + U.M/M = U.S.S.P (Unique Story Selling Proposition)

STEP 7 - Design a Compelling Call to Action (CTA) Based On The Marketing Objective!

STEP 8 – Develop Your Copywriting Swipe File - Test, Optimize & Scale!

As you can see... it's not just about pushing products or services; it's about creating a movement, a connection, and a brand **STORY** identity that resonates deeply with the people you serve.

A lot of marketing material out there is boring and doesn't hit the emotional hot buttons of your leads and prospects, which means people forget about you and your offer.

In competitive markets the key to grabbing attention is through the **U.M /M** which puts you into a category of ONE!

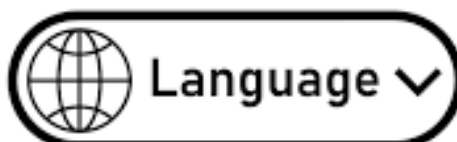
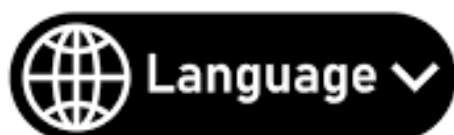
When you implement this with the **M.D.I.O (Million Dollar Irresistible Offer)** training that I taught you inside module #2 of C.A.A. You will absolutely smash your **PROFIT** target!

By embracing **The Big Marketing Idea**, you'll not only **make copywriting an easier experience**, but you'll watch your business transform into something unforgettable in your targets markets minds and hearts!

Great work, now let's move onto...



Mastering Your Core Client Avatar + Industry Mind Hacking Language



The next **KEY** to making your **COPYWRITING**...

...EASIER, BETTER & WAY MORE POTENT...

...is what we covered during the 2nd part of module #1 of C.A.A!

Mastering and gaining a **DEEP UNDERSTANDING** of your **CORE CLIENT AVATAR** on a deep level, is the **secret weapon** that transforms you into a master of persuasion & influence!

When you truly get to the heart of their pains, problems, frustrations, struggles, fears, dreams, goals and desires, you **unlock the power** to speak directly to their deepest emotions at the exact correct time by...

Meeting The Conversation That's Going On In The Prospects Brain!

Imagine crafting copy that *hits your target market bang in the face, by grabbing their attention*, & then offering the exact solution they've been desperately searching for.

You're no longer just selling a product, you're offering the **transformation** they deeply crave.


By aligning your message copy with their goals and dreams, while targeting the big problem(s) they are suffering with, you create an authentic connection that builds trust...

+ they perceive you as an **AUTHORITY EXPERT**, your copy crushes objections and motivates people to **take action NOW**.

With this kind of insight, your words have the power to create a shift in belief and action, by effortlessly turning browsers into hyperactive loyal buyers.

So, if there's **2 SECRETS** you get from the training module to become a better copywriter so far...

It's this:

 **KEY #1 - Create a BMI (Big Marketing Idea)** because all your copy from that point onwards is to influence and persuade your target market to believe in the **ONE BELIEF**

&

 **KEY #2 - Deeply Understand Your Customer Better Than They Understand Themselves!**

The next thing I'd like to share with you is your **industry mind hacking language**.

As you're going through this course + coaching program, you'll want to **immerse yourself** in your target market and get to know how they talk and the **specific secret language** they use.

Now in online business, coaching, consulting, course creation & service-based industry that we operate in we have our own secret terms.

We use words & phrases like...

1) Lead capture page / Squeeze page / Landing Page	1 page website you need to build your email list.
2) Email Autoresponder	Email management software that stores contacts
3) Lead Magnet	Free gift of value that you give away for free in return for an email address.
4) Traffic	The methods used to drive people to a website / funnel.
5) Sales Funnel	Automated sales process online to turn a cold lead into a paying customer.
6) Conversion	The term / process of changing a cold lead into a prospect and a prospect into a customer / client.
7) Optimization	The act of improving aspects of your business.
8) SEO (Search Engine Optimisation)	The strategies used to rank in the major search engines. e.g. Google.
9) Cost Per Click (CPC)	The cost you are paying to get a click on your ad.
10) Cost Per Lead (CPL) + Cost Per Acquisition (CPA)	The cost you are paying for a lead & the cost to acquire a customer.
11) Average Customer Value (ACV).	How much the average customer spends with you over a 12-month period.
12) Return On Ad Spend (ROAS)	How much profit you make minus your ad spend.
13. Lifetime Customer Value (LCV)	How much a customer is worth to your business on average... over their lifetime buying from you.
14) Average Order Value (AOV)	The total average revenue per customer from a specific funnel when selling up-sells and down-sells

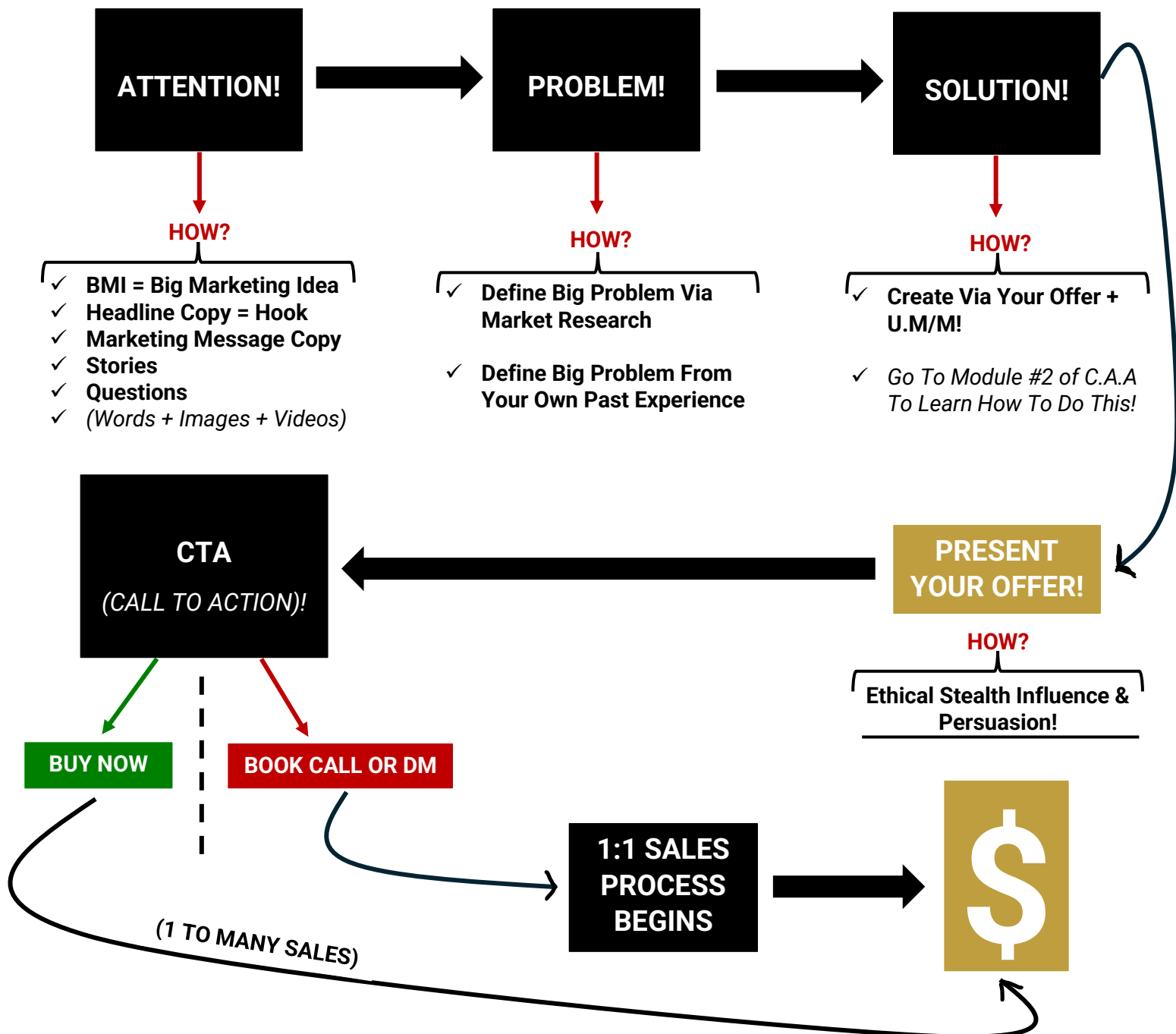
If you were to go up to an average everyday person off the street and you start talking like this, they would look at you and think you're from a different planet. 😊

But you have to understand and learn the actual language of your target market to influence them. This also **positions** you as more of an expert.

NOTE: This corresponds into **market sophistication & consciousness** levels. The more sophisticated & conscious your market is, the more important it is to know and understand the language they speak.

Now let's quickly walk through the...

🔑 High Level Copywriting Map + Formula!



Understanding Buyers Anticipation

As potential buyers begin to read or watch your sales message copy, in the form of a sales page, VSL (*Video Sales Letter*) ... Webinar or Sales Presentation... they will anticipate the sellers PUSH and subconsciously resist it.

People hate being sold to; however, they **LOVE to make a buying decision themselves!**

So, our job as copywriters is to get them to do **ONE THING.**

Get The Lead / Prospect To Read / Watch The Sales Copy!

Sellers must grab the **ATTENTION** of the buyer by **SELLING THE B.M.I (Big Marketing Idea)** within the headline!

If the BMI is beneficial and talks directly to a **BIG PROBLEM** being solved or a **DESIRED END-RESULT** the lead / prospect is looking to achieve, then that will entice them to continue to read the copy.

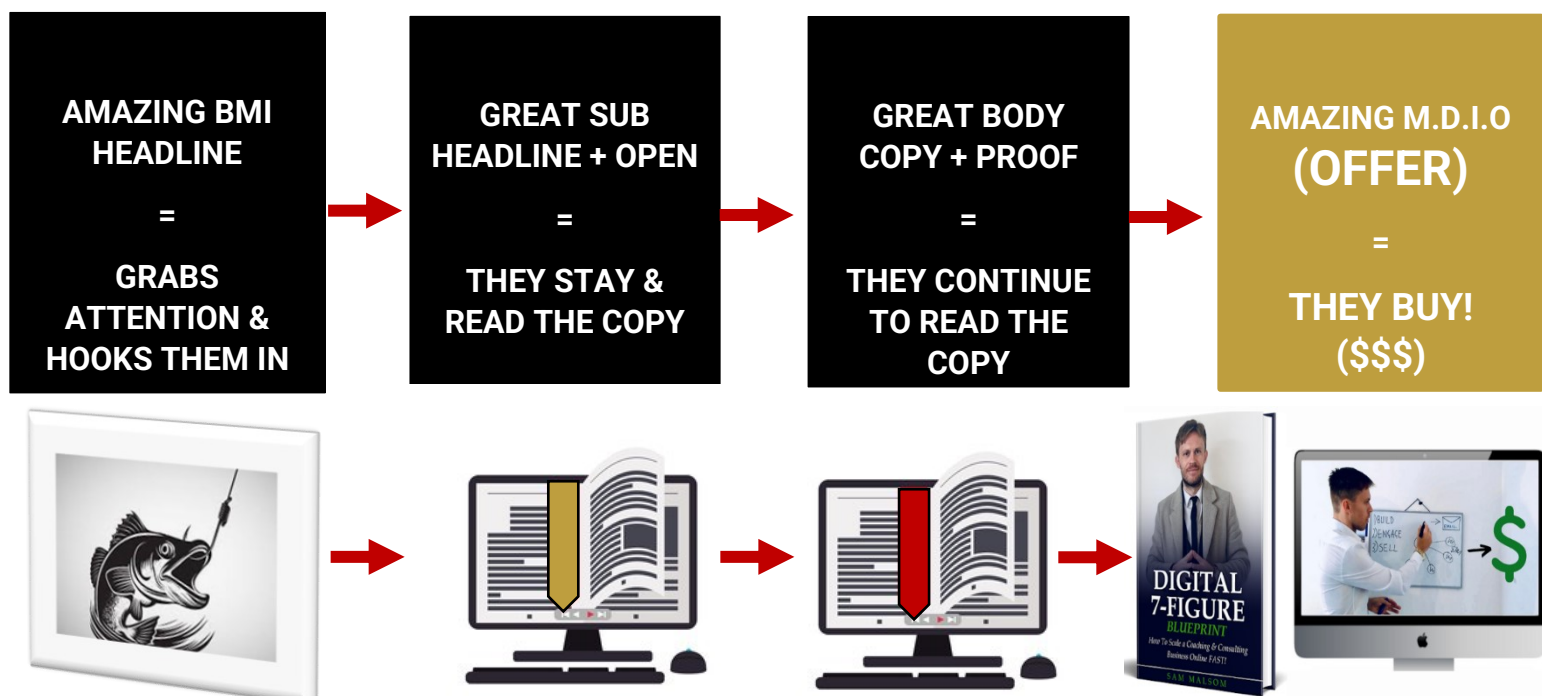
The **1st part** of any sales copy should be **SELLING** the buyer into reading / watching the rest of the ad, email, sales page, VSL or webinar!

The **2nd part** of the sales copy should be to **PRESENT YOUR OFFER** and let the buyer come to his or hers own emotional + logical conclusion to buy!

Throughout this process we can increase your **SALES CONVERSION RATES** by following the next 2 key components:

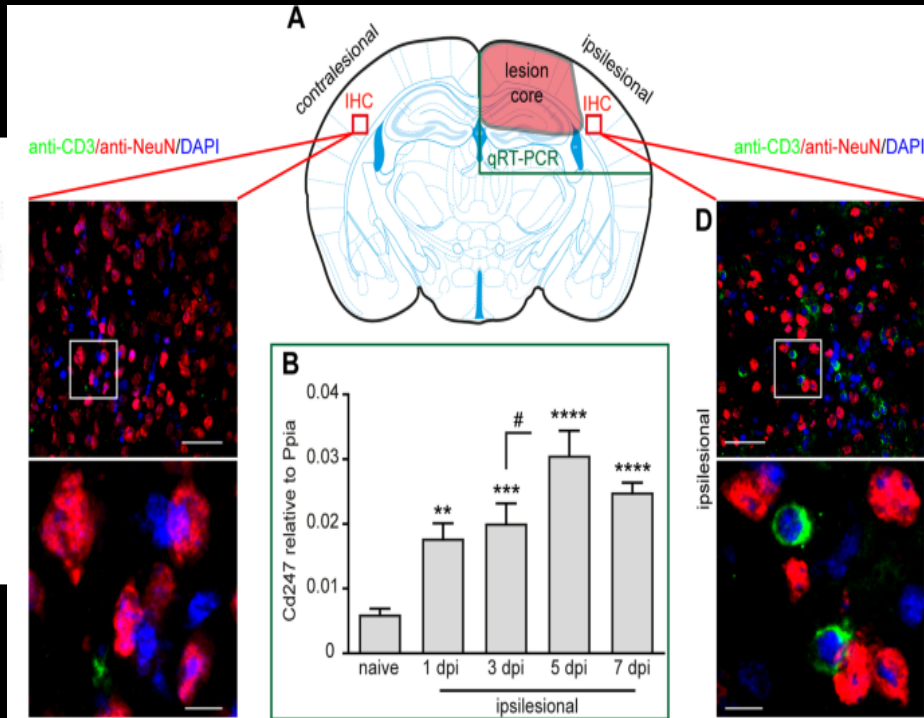
- 1) **7-Figure Copywriting Formula**
- 2) **Stealth Influence & Persuasion Strategies** (*which we will talk about in the next section of this module*)

Let's dive deeper into the **7-Figure Copywriting Formula**



🔑 Ethical Stealth Influence & Persuasion Mastery (ADVANCED)

THE POWER OF WORDS



Here's what we're going to cover during this section of module #7

- 🔑 Introduction: Stealth Influence + Audience Building = PROFITS
- 🔑 Mass Influence Framework & The 6 Psychological Triggers of Influence!
- 🔑 The Power of The E.B.M Pre-Frame & The D.R.M Sales Material (*Funnel Action Propeller!*)
- 🔑 Simple Techniques To Write Like You Talk, Gain More Influence & Print CASH From Your Laptop... Leveraging The A-L-L Concept!
- 🔑 Emotional Triggers That Cause a Buying Frenzy + Proven Copy Language Patterns You Can Model!
- 🔑 10 Stealth Copywriting Methodologies For Client Brain Infiltration!
- 🔑 Proven Linguistic Language Patterns To Increase 'Buyer Intent Funnel Actions' & Conversions!

WARNING! Some of this knowledge is **ADVANCED** stuff... but will massively help you become a better copywriter that can influence action.

It will also give you some **KEY INSIGHTS** into how to **pre-frame** so you can increase *sales conversions* as you scale your business past \$30k - 100k per month!

🔑 Introduction: Stealth Influence + Audience Building = PROFITS

Influence Definition = *The capacity to have an effect on the character, development, behaviour or actions of a human being!*

When you have the ability to influence & persuade someone in a good way that actually helps them get a result then that's a positive!

But the **underground strategies** I'm teaching you in this module can also be used in a very negative context because they are very powerful.

So please use what I'm teaching you for the greater good and promote products and services of high value that genuinely help people.

When you have this **magical power** in your skill set tool belt, you will never need to worry about money ever again.

Now every single person on this planet is influenced every day in some way, shape or form.

Anytime we change the thoughts and feelings of others is a form of influence / persuasion.

If you have **INTEGRITY** & good **INTENTION**, it's a positive thing, because you'll be getting your leads, prospects, customers & clients to take action towards achieving their goals and dreams!

If your intentions are bad what I am teaching you inside this module, is dangerous so again...

...Please Use It For The **Greater Good!**

When you have a targeted audience (**Email List + Social Media List**) and you apply this knowledge, you'll be able to influence thousands or even TENS OF THOUSANDS of people with the click...

...of a button by sending an email, writing a post, shooting a video, creating content and creating direct response marketing material! (**Copy That Converts**)

Here is a screenshot of one of my previous lists that I built in rapid time.

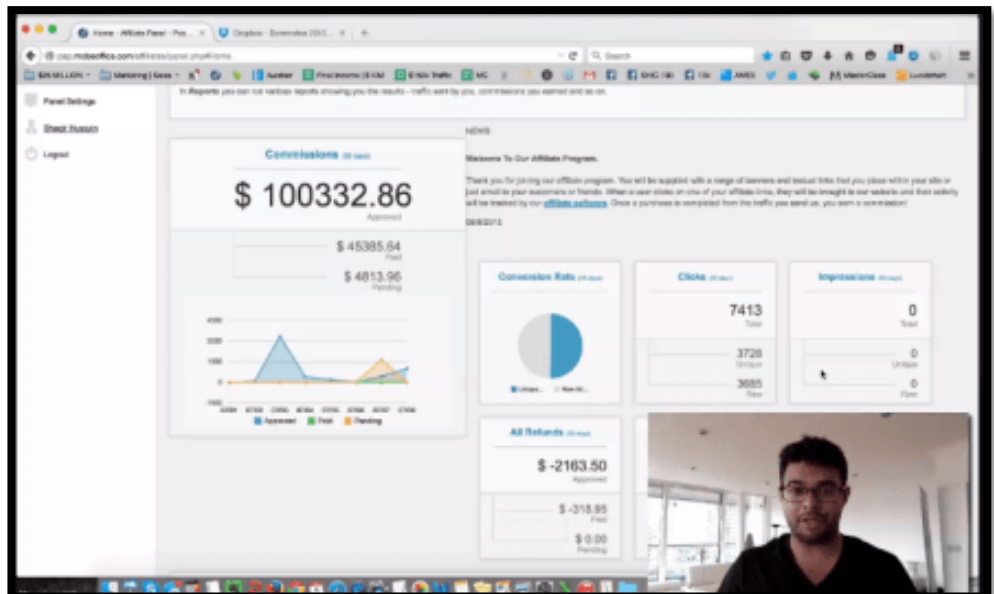
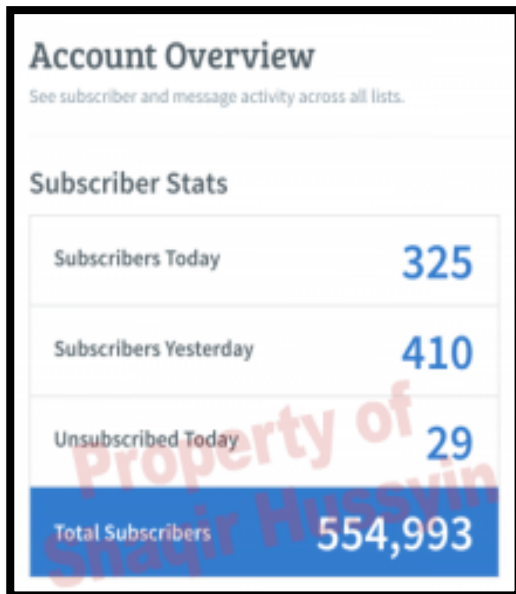


The screenshot shows the AWeber dashboard for the 'Limitless H-TAM Method' list. The 'Subscriber Stats' section displays the following data:

Category	Count
Subscribers Today	271
Subscribers Yesterday	153
Unsubscribed Today	21
Total Subscribers	12,593

The 'Scheduled Broadcasts' section shows a message: 'You have no broadcasts scheduled at this time. Keep your subscribers engaged by regularly sending them emails. Broadcasts include weekly newsletters, event announcements, or updates about new promotions. Get started!' with a 'Create A Message' button.

And here's one of my mentors Shaq who has over 554,993 people on his email list! He makes \$100,000 - \$1M per month from his list and the copywriting strategies I am sharing with you!



Here's the magic formula for **MASSIVE PROFITS**...

$$\text{EMAIL LIST + SOCIAL MEDIA + APPOINTMENT SETTING + E.B.M VALUE + COPYWRITING STRATEGIES + OFFER + SALES} = \text{CASH FLOW $$$}$$

People want to change their life in a positive way and they're going to find someone to satisfy their needs for them to do that.

The real question is... are you going to be the one to satisfy them?

Now you have to understand to be a...

Master Influencer / Persuader = Mind & Emotional Shifter!

To do this you need to learn HOW to shift your core customer avatars emotions in a POSITIVE way, by **EMPOWERING people**... so they change their behaviour, resulting in them...

...taking the action you need them to take in order for the reader to get the RESULT THEY desire!

But to do that you must first **tap into their thought pattern** and meet them in the exact conversation that's going on in their head, which I previously mentioned... or target the current struggle they find themselves in.

Your prospect only takes action and buys based off emotion and then justifies that buying decision with logic.

So, when you influence and persuade your prospects you have to **give them a sense of HOPE** and you have to demonstrate to them that there is light at the end of the tunnel.

Inspire their dreams and help them transform and grow into a better person!

This is my intention for this digital coaching program + course!

To Help YOU Become The BEST VERSION OF YOURSELF By Increasing Your AWARENESS & Grow Your Profits So You & Your Family Can Live a Life of More TIME, LOCATION & FINANCIAL FREEDOM!

To Help You Become a POWERHOUSE Online Entrepreneur So You Can Create Real IMPACT For Your Clients!

You must help your audience achieve their dreams and desires and make your prospects feel that their problems are outside their current situation.

Show them **it's not their fault** within your marketing.

So many people in this industry fail so you must explain to them that it's not their fault and that they've been led down the wrong path.

Help them and **give them HOPE** so they can achieve their dreams and desires.

Motivate, Inspire & Educate them DAILY with your content!

You also have to make everything about them.

So, when you are writing your emails, when you are promoting, marketing and advertising make it about your prospects not always about you.

IT'S ALL ABOUT YOUR CORE CLIENT AVATAR / READER!

Now we are going to be diving into the **6 psychological triggers of influence** in a moment... but **LIKING** is one of the triggers.

When people like you, you have more influence over them, and they are more likely to do business with you because they TRUST you!

Let's dive deeper into the...

🔑 Mass Influence Framework & The 6 Psychological Triggers of Influence!

When we break down influence even further...

Ethical Influence = Both People WIN Via Effective Communication / Copy!

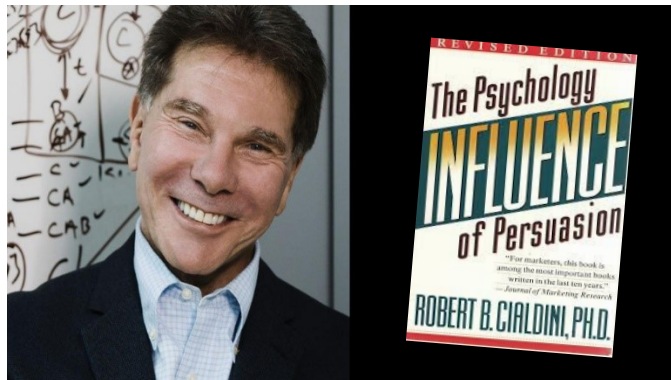
Effective communication & copywriting is directly linked to the...

6 Psychological Triggers of Influence By Robert Cialdini, PH.D

1) Reciprocation

2) Social Proof

3) Commitment & Consistency



4) Authority

5) Scarcity

6) Liking

In a future module (**Email Marketing Machine**) we will be going into more detail in relation to the 6 psychological triggers of influence!

These are powerful weapons of influence and persuasion that I advise you to apply into your copywriting & sales process.

The key is to bring the 6 psychological triggers of influence **top of mind** for your prospect / reader.

These triggers are naturally **built in automatic biases** that the human brain responds to without thinking.

Let me explain...

For example, your copywriting will be 10X more effective if you provide loads of free amazing value (**WOW NOT HOW CONTENT**) by pre-framing your leads, before they read your sales copy (**RECIPROCATION**)

If you have loads of positive client testimonials with people saying good things about you, your offer and your company its way easier to convert leads into sales (**SOCIAL PROOF**)

Within your funnel and your copy... if you get your leads to make small commitments with CTA's (**Call To Actions**) ...

...to DM you on social media or book a call on your calendar or reply back to your emails then you will increase conversion rates across the board (**COMMITMENT & CONSISTENCY**)

If you position yourself as an EXPERT and you share your results, knowledge, insights, U.M/M (*Unique Mechanism / Method*) and you back this up with real proof, your copy will automatically convert way better (**AUTHORITY**)

If your offer allows you to do so... you can create a cut-off point and cap the members and then increase the price which will create more demand for people to buy. If you're selling a lower ticket offer you can have a count-down timer on the page etc. (**SCARCITY**)

If you apply the **A-L-L concept** that I'm going to share with you in a moment + you leverage the power of **STORIES** & define your **character identity** within your niche marketplace... that I taught you how to do in the 2nd part of module #1...

...you'll naturally ATTRACT the right people towards you because of your energy & passion! (**LIKING**)

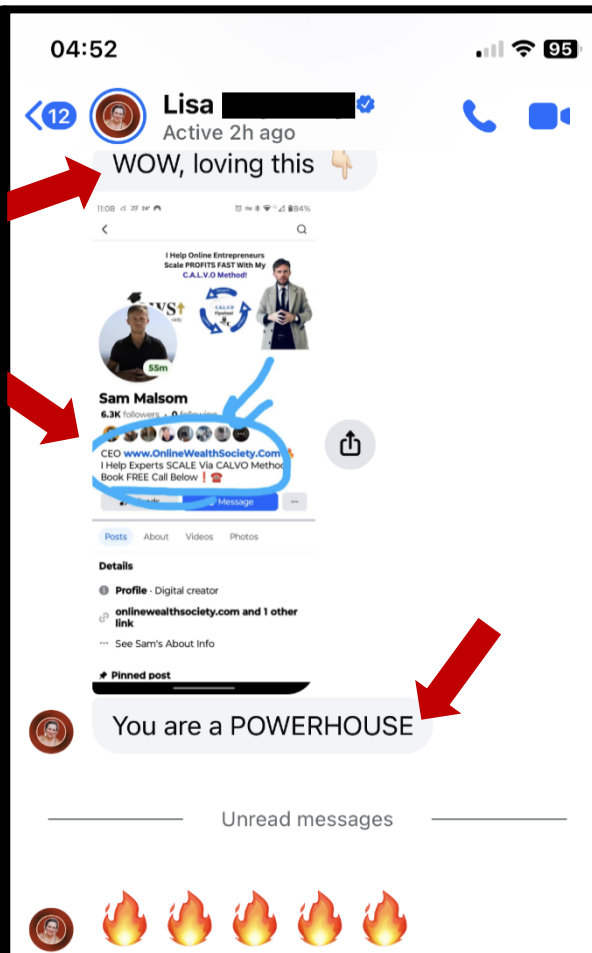
When you leverage the 6 psychological triggers, your copy will be more effective by default.

Your copy also flows and influences more effectively when you've built a **RELATIONSHIP** with your leads.

You do this with the following:

- **E.B.M VALUE = PRE-FRAME**
- **SIMILARITIES** - *be similar to the core client avatar you are targeting & be likeable*
- **Provide Personal PRAISE & COMPLIMENTS** - *(When on sales calls and over the DM's) Your job is to empower people!*

Similar to how this lady recently did to me. We connected on Facebook, and this is the first message she sent to me after checking out my home website link which is a **client testimonial stack + FREE E.B.M value**.



Instantly I like her more from the start of our connection and she got a reply from me.

To build TRUST share your flaws and weaknesses in your **STORIES** with your reader.

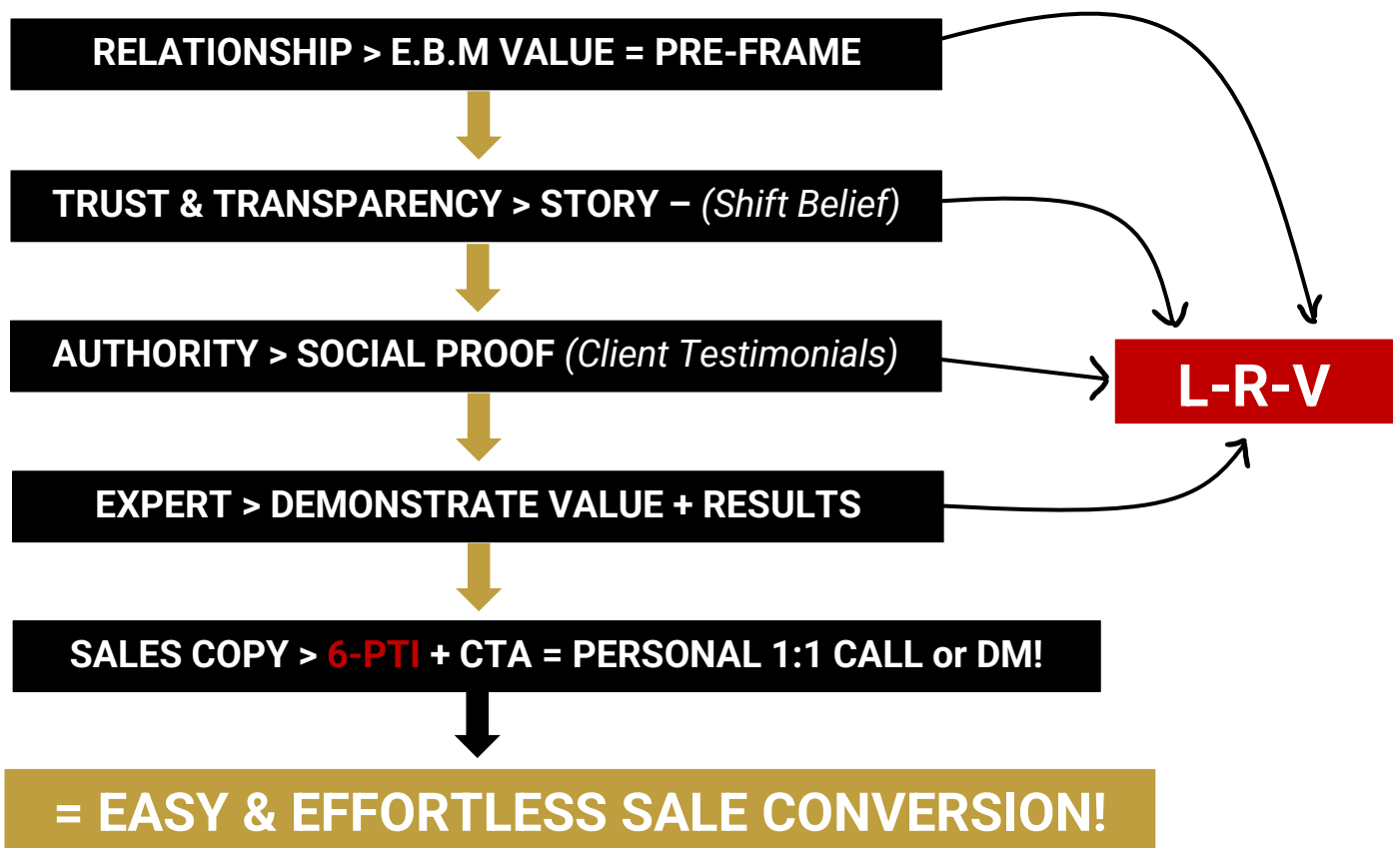
When you do this, you become more like your reader (*who's not perfect, just like me and you, because no one is perfect*)

This stops you from alienating the very people you are going after. (*Your Core Client Avatar*)

When you've built trust... leverage **AUTHORITY** by positioning yourself as the EXPERT so people can see real **PROOF** that you can help them get the **END-RESULT** they desire and dream about!

Which brings me onto the...

MASS INFLUENCE FRAMEWORK!



L-V-R = Lifestyle - Value - Results! (*We're going to talk about this in more detail during a future section of this module!*)

6-PTI = 6 Psychological Triggers of Influence!

Copywriting & Sales become easier & effortless when you leverage this framework because by doing so... you create...

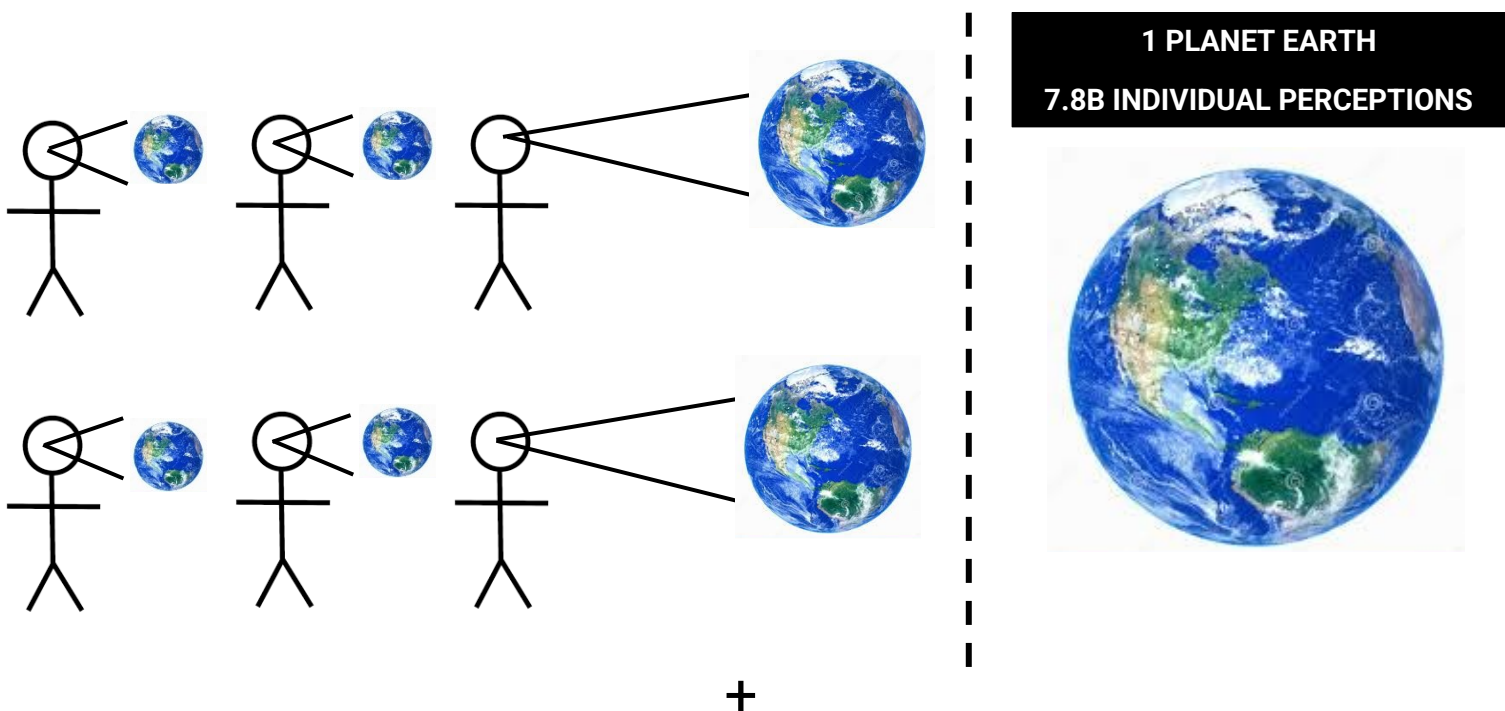
RAPPORT = SUBCONSCIOUS RESPONSIVENESS!

At the time of creating this program for you. You must realise there are around 7.8 BILLION people on planet earth. We are all living on the same planet, however... we are not perceiving the external reality the same!

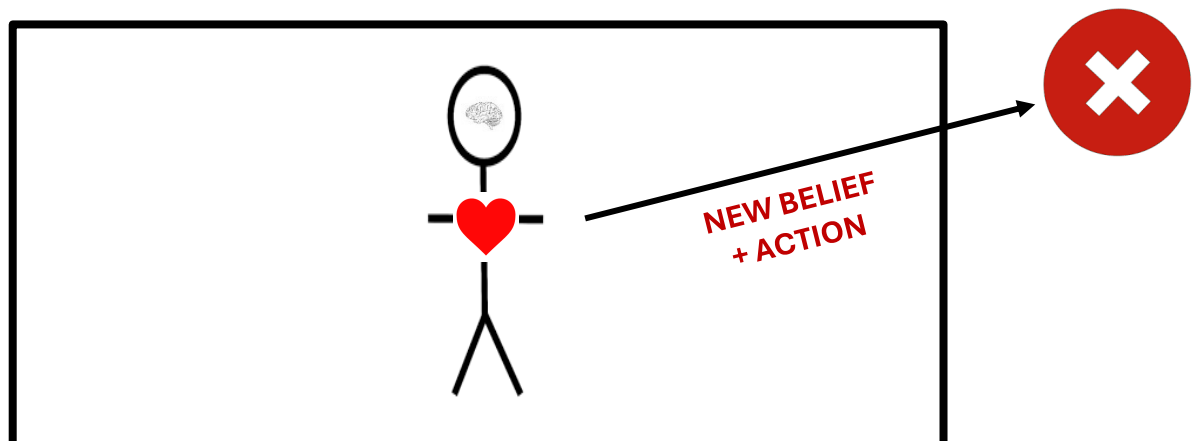
Each person is viewing the external reality based on 2 very important constituent components within their brain, that you need to understand to become a top 1% copywriter that influences and persuades your followers in an ethical way to take action.

These 2 components are:

LENS OF PERCEPTION



INTERNAL BELIEF CONSTRUCT!



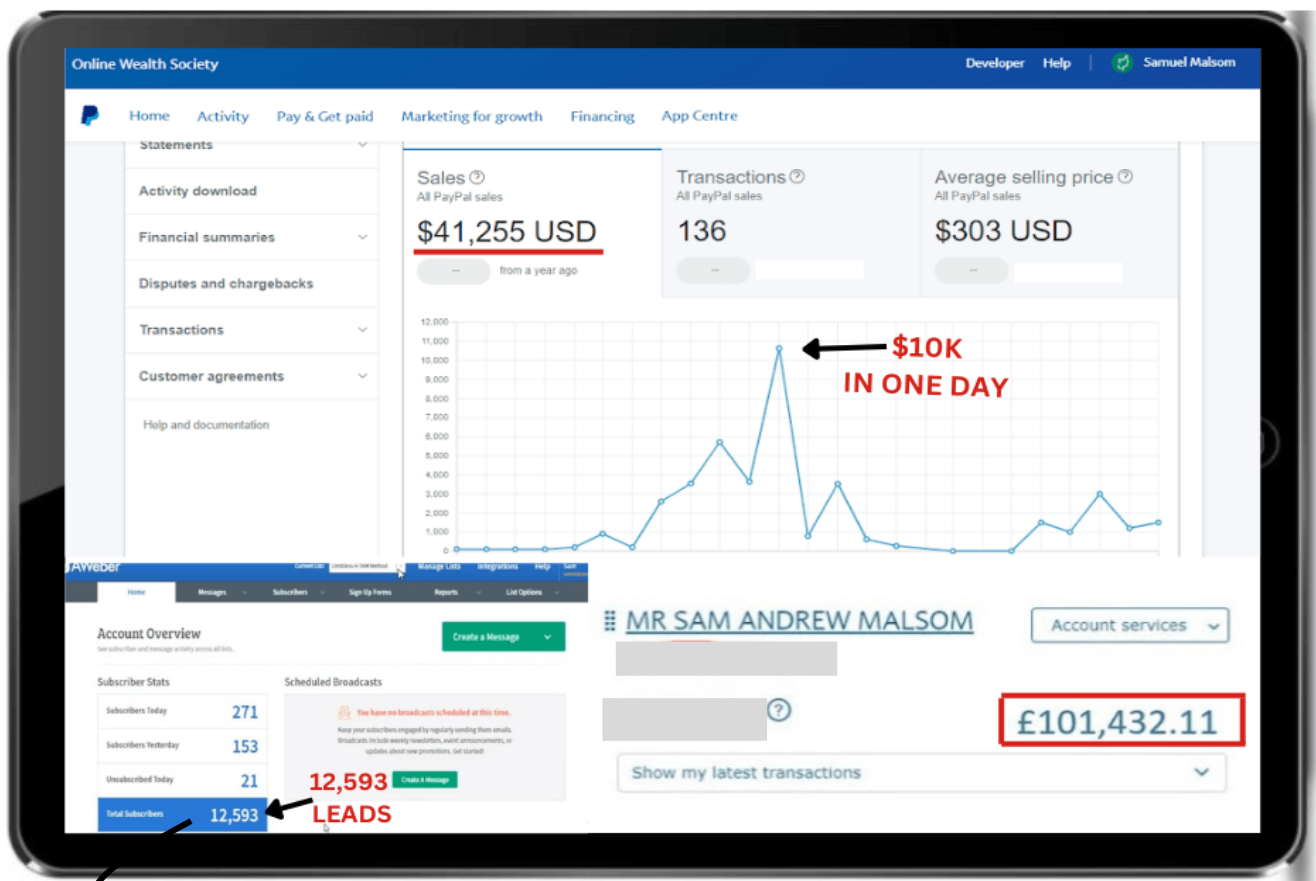
If you follow & apply what I taught you in the last module (**E.B.M CONTENT**) and inside this module (**D.R.M COPYWRITING**) ...

...you'll automatically **SHIFT** your core clients lens of perception & internal belief construct over time with the value, ethical influence, stories and sales copy that you create.

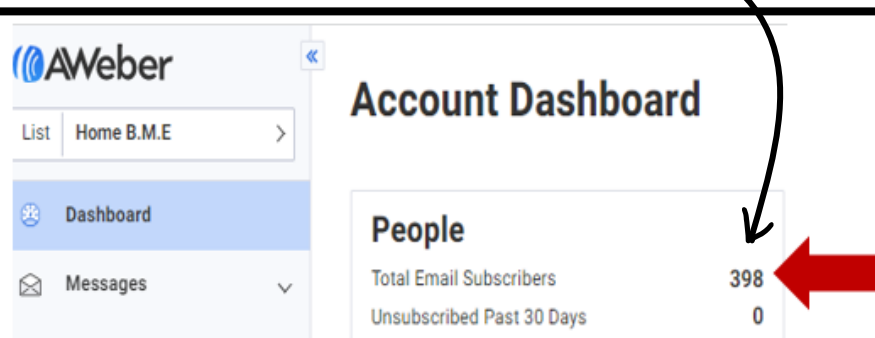
When You Apply This Correctly, You Do NOT Need a Big Audience.

I ran a underground marketing test and made **\$100,681 (including recurring payments)** in rapid time with a small **segment of my email list of only 398 subscribers!**

I did this by applying what I am sharing with you inside this module via killer copywriting, email marketing, E.B.M content... a V.S.L & by jumping on strategy calls + leveraging the DM's!



\$100,681 In 100 Days From FREE Facebook Traffic!
[398 Email Subscribers + 4966 FB Friends]



For most marketers, having a \$1 - \$3 per email subscriber value per month is the norm. During this underground marketing experiment, **each email subscriber on my list was worth \$252!** Which is CRAZY!

In no way am I saying you're going to do the same. I only share this with you to demonstrate what is potentially possible when you get this stuff dialled in.

(Also note; as you scale, the dollar value of each subscriber will drop... however, to become a millionaire... you only need a \$1 - \$3 per email subscriber value per month & you only need 1% of your audience to buy from you!)

Which is definitely possible if you have an M.D.I.O (*OFFER*) and effective COPYWRITING in place. Now, one of the main reasons for the success of this campaign was...

🔑 **The Power of The E.B.M Pre-Frame & The D.R.M Sales Material (Funnel Action Propeller!)**

We talked about this in the last module when I walked you through how to create AMAZING content that converts cold traffic into sales and profits!

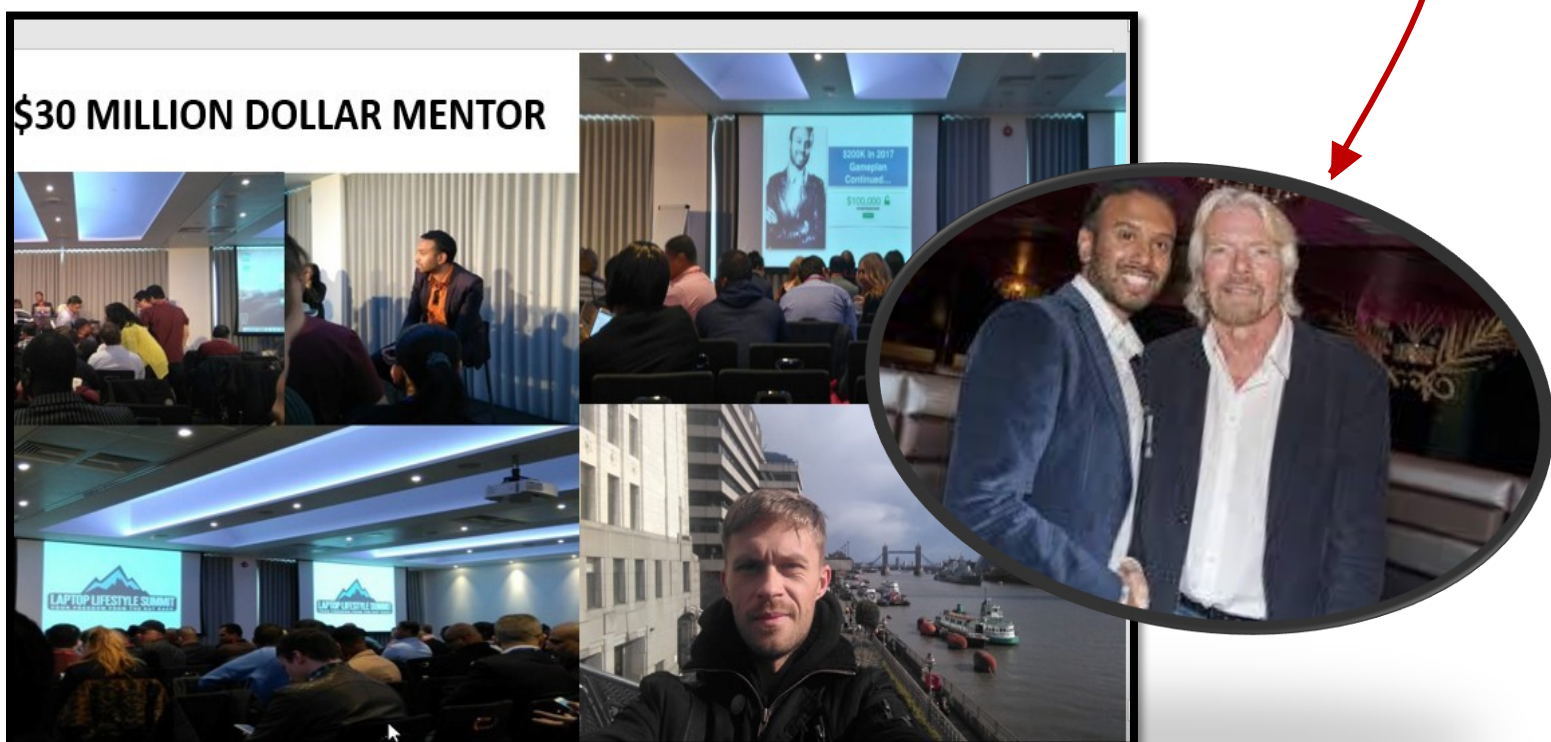
E.B.M = Educational Based Marketing (*Content > Creates Curiosity & Builds Trust*)

D.R.M = Direct Response Marketing (*Copywriting > Sales Material > Propels Action!*)

Imagine unlocking the secret to turning cold traffic that does not know you into hot raving customers & high-ticket clients with just one simple technique – **PRE-FRAMING!**

I learnt this powerful strategy many years ago from one of my mentors Saj, that I went to meet in person in London.

He's done over **\$30M** & has shared the stage with **Richard Branson**, former president Bill Clinton and worked with the likes of Tony Robbins & Gary Vaynerchuk.



And when I applied it into my business, 3 things happened:

- 1) **Copywriting Was More Effective Due To Leads & Prospects Being Warmed Up!**
- 2) **Funnel Actions + Qualified Appointments With High-Ticket Clients Increased!**
- 3) **Sales Conversions Shot Up Dramatically!**

Pre-framing is the art of **shaping your audience's perception** before you even make your offer, ensuring that by the time they see it, they're already mentally committed to saying "yes to buy."

Think of it as setting the stage for the sales material, where every word & every sentence in your copy, builds anticipation and excitement while positioning yourself.

When you pre-frame, you're not just delivering a product or service... you're delivering a real desirable solution that's already aligned with your customer's deepest **desires**, needs, and *pain points*.

It's about **priming** them to feel like they've found exactly what they've been looking for, at the exact right moment in time while positioning yourself as the EXPERT they can **TRUST!**

And even if they are not ready to **buy** yet, continuous pre-framing through E.B.M (*Educational Based Marketing*) using content, consistent daily follow up and some other modalities that I am going to share with you... will keep you TOP OF MIND with your audience!

In copywriting, this isn't just a technique... it's an absolute game-changer, that not a lot of marketers deeply understand or apply.

Pre-framing instantly **elevates your marketing message**, makes it **easier to ethically influence** + guides your audience effortlessly through the decision-making process to book a call, DM you & BUY FROM YOU!

It taps into your prospects emotions, making them feel understood and heard before they even get to your **SALES MATERIAL + M.D.I.O (OFFER)**

When done right, pre-framing transforms your marketing from "*just another pitch*" into a **compelling invitation to take action**.

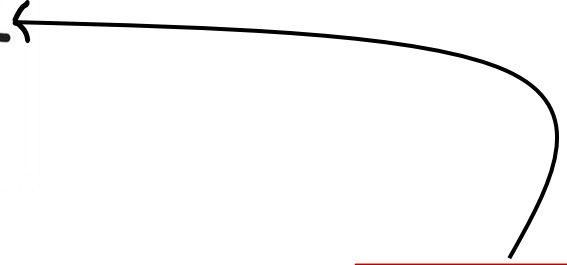
With pre-framing, you don't just persuade... you ignite an irresistible urge to convert, turning browsers into buyers with **EASE!**

Here's a diagram I created for you...

...that explains this in more detail by building on what we've already covered in this module.

**THE POWER OF THE E.B.M PRE-FRAME +
D.R.M SALES MATERIAL DIAGRAM!**





INTERNAL BELIEF CONSTRUCT SHIFT

➤ The Lead / Prospects Internal Belief Construct Is UNCONSCIOUS / SUBCONSCIOUS!

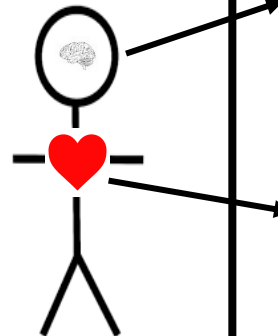
➤ **Belief & Expectation** Must Be Engineered Correctly By Pre-Framing Before Selling To Cold Traffic!

➤ There Is **One Belief (Big Marketing Idea)** You Need Your Prospect To Believe... In Order To Create The Correct Buyers Mentality Before You Send Them To Your Sales Material = (**D.R.M Action Propeller > Copywriting**)

➤ There Are 4 Sub-Beliefs Your Leads & Prospects Must Also Believe Before They Make a Purchase That Your Copy + Sales Material Must Explain & Demonstrate!

(**Belief In You, Your Offer & Your Company / Vision + U.M/M**)

This Reinforces The B.M.I (Big Marketing Idea) That Your Prospect Must Believe So They Can Make A Decision To Buy!



**BIG
MARKETING
IDEA!**

4 SUB-BELIEFS

- ✓ YOU!
- ✓ YOUR OFFER!
- ✓ YOUR COMPANY / VISION!
- ✓ YOUR U.M / M!



PRE-FRAMING CREATES RAPPORT

=

**SUBCONSCIOUS RESPONSIVENESS VIA STIMULI
THAT RESONATES WITH YOUR CORE CLIENT
AVATAR (NICHE MARKET)**

E.B.M PRE-FRAMES

STRATEGICAL CONTENT

(Email, Video, Blog Post, Interview)

STORIES

**CLIENT TESTIMONIAL
STACK PAGE!**

**OBJECTION HANDLERS
TRAINING!**

**EXTERNAL AUTHORITY
ARTICLE + BOOK**

**D.R.M SALES MATERIAL!
(COPYWRITING)**

**V.S.L
(VIDEO SALES LETTER)**

**W.S.L
(WRITTEN SALES LETTER)**

**WEBINAR
(WOW NOT HOW)**

Send **WARM / HOT**
PROPECTS To Sales
Material To Ethically
Influence Them To Buy!

7+ HOURS OF CONTENT!

*(Multiple Subconscious Conversion
Touch Points Using Pre-Framing!)*

**PROSPECTS BELIEF +
PERCEPTION SHIFTS!**

= THEY LIKE & TRUST YOU

Pre-Frame + Sales Material Diagram Explanation

The **E.B.M PRE-FRAMES** shown in the diagram above, **WARMS** your cold traffic & leads up in relation to **TRAFFIC TEMPERATURE** and transitions them into PROSPECTS & QUALIFIED APPOINTMENTS on your calendar that are:

- **Pre-Educated On The Problems & Desired End Result!**
- **Pre-Sold On The B.M.I (ONE BELIEF!)**
- **Pre-Sold On You, Your Offer, Your Company / Vision + U.M/M**
- **Price Conditioned & Serious!** (*Filters Out Broke Time Wasters*)
- **Interested & Ready To Buy!**

As you can see, we always start with **STRATEGICAL CONTENT** which can be in the form of **emails, videos, blog posts, interviews & podcasts etc.** (*Pick 1-2 content formats if you're below \$10,000 per month and become a master of them!*)

It's also important to get your **STORY PAGE** created, as that will instantly pre-frame you and create your **DIFFERENTIATION** within your niche market, because there's only ONE of you on planet earth! Unless you've been cloned LOL 😊

When you get a bit more advanced you can build out the following components, which is a **client testimonials stack page & objection handlers training.**

When you have bigger results & want to scale further... add **external authority articles** that links back to your funnel by positioning you.

When you've achieved something significant with your business + helped a bunch of clients get results... you have the option to publish your own physical **book or an e-Book**, which is another great **PRE-FRAME DEVICE!**

You can also see on the left side of the diagram that there are 3 red arrows... you can and should add 'problem > solution set stories' ... client testimonials & objection handlers within your long form strategical content pieces as you advance.

I'm sure many of you have heard of Sam Ovens, right?

The first time I came across him was from an **external authority article** on Forbes, which instantly pre framed me.

I was completely pre sold on him + what he had to offer from the beginning... even before I watched his consulting webinar that made him \$20M from one single online automated presentation (*sales material using copywriting strategies*)

4 Business Lessons From A 26-Year-Old Millionaire Entrepreneur

By [Larry Alton](#), Former Contributor. I cover changes to the American workplace.

Dec 02, 2016, 12:07pm EST

Save Article



LOADING VIDEO PLAYER...

Sam Owens isn't your typical entrepreneur. He doesn't have decades of experience in Corporate America and certainly didn't strike it rich right out of the gates. He's only 26 years old and has experienced enough failure to last a lifetime – but he's also experienced more success than most people ever dream about. He's spent time in both the peaks and the valleys, and he has a handful of lessons to offer the world.

Here's the pre-frame article so you can understand the power of what I am teaching you:

<https://www.forbes.com/sites/larryalton/2016/12/02/4-business-lessons-from-a-26-year-old-millionaire-entrepreneur/>

The key with pre frame content is to teach your audience something **NEW, INTELLECTUALLY INTERESTING & EXCITING!**

You can do this by the following:

- 1) Research / Survey Your Market For Content Ideas To Leverage As Pre-Frames!**
- 2) Find Top Experts Content & Create a New Angle With The Aim Of Making It Better By Providing Your Own INSIGHTS!**
- 3) Find Top Experts Content On YouTube & Read The Comments Section, See What People Are Saying They Need Help With In Your Niche & Create Content Pre-Frames Around The Problems People Are Talking About!**

Simple, right?

Once your cold traffic or lead has been exposed to your **E.B.M PRE-FRAMES...**

(Preferably 7+ hours of your content - I will share a Google Study to explain why in a moment)

...when done correctly you'll have **shifted your potential clients internal belief construct and lens of perception**, which will automatically increase **LIKING** subconsciously inside your prospects mind (*one of the 6 psychological triggers of influence*) & ...



When the trust is built and your prospects LIKE you by sharing AMAZING content pre frames that your core client would be willing to pay for... but you give it away for free...

It's So **EASY** To Convert Sales, Even When You Have A Smaller Targeted Audience!

+ Your **COPYWRITING**, Becomes Way More **Effective!**

In fact, you'll have people messaging & replying back to your online communications asking to join your offer like you can see in the screenshot proof below.



The collage shows four screenshots of text messages:

- Message 1:** "Hey Sam, thanks for reaching out. Would love to talk to real coach who can be my mentor. Can I connect with you around 12 noon today? please let me know. Thx."
- Message 2:** From "Toni A. Active Now" dated 11/6/20, 3:08 PM. "Hi Sam, please confirm receipt of final payment. Please let me know more about the inner circle"
- Message 3:** "now... And providing the investment is not to steep, I would like to work with you Sam... Thank you again Shane"
- Message 4:** "Hey Sam , are you talking about the 3M Coaching Invitation?"

Red callout boxes with arrows point to:

- Message 1:** "Customer Asking To Learn More About My Highest-Level Coaching Program!"
- Message 3:** "Qualified Prospects Asking To Work With Me & Join My Program!"
- Message 4:** "Yeah I watched it again and would like to join your program. I know that I didn't meet the two"

With the leads and prospects that are warmed up but haven't messaged you or replied back to your DM's and emails... you have 3 main options:

- 1) Give them a call to action to book a call directly on your calendar at the end of your content piece + pre fame devices.
- 2) Give them a call to action to DM you (*Direct Message*) and the end of your content piece + pre frame devices.

3) Give them a call to action to directly access your D.R.M SALES MATERIAL (COPYWRITING)

If they don't buy on the call, continue to HAMMER them with free E.B.M content + your sales material until they are ready to buy!

Your **D.R.M (Direct Response Marketing) SALES MATERIAL** consists of 3 main components

(You only need one of these to get to 6-Figures per month! I recommend a V.S.L as its more personal or webinar if you're more advanced –

I am going to be giving you my proven V.S.L copywriting template during the action steps of this module... and I will teach you how you can get A.I to assist you with helping you write the copy for ANY niche you are operating in) 🤖

- 1) **V.S.L (Video Sales Letter)** This is a **SIMPLE EXPLAINER VIDEO** that uses ethical influence and persuasion strategies with a CTA to book a call on your calendar.

(It shares WHO you are, your EXPERTISE, WHO you can help & outlines HOW you can help the specific client avatar you are targeting, without going into too much detail, while positioning yourself as the EXPERT in your niche!)

- 2) **W.S.L (Written Sales Letter)** Similar to a V.S.L but written text on a page explaining how you can help your core client avatar.

You can also use a combination of the 2 with a V.S.L + Written Sales Copy below the video on the same page with client testimonials to increase social proof!

- 3) **Wow Not How Webinar** - This is a bit more advanced for when you've crossed over \$50k-100k per month. Here you'll use **Educational Based Marketing** teaching amazing knowledge on a specific topic using the **WOW NOT HOW** methodology... *(We'll be going into more detail on this together during the **BUSINESS SCALING MASTERY** training!)*

... you'll then use **Direct Response Marketing** to get webinar watchers 🤖 to book a call with you or buy your offer directly by clicking a link.

Now you may be thinking... do I need all of this to hit \$10,000 per month and the answer is...

NO!

To grow past \$50k - \$100k per month and beyond... E.B.M Pre-Frames using content and the other modalities I've shared with you are super important.

WHY?

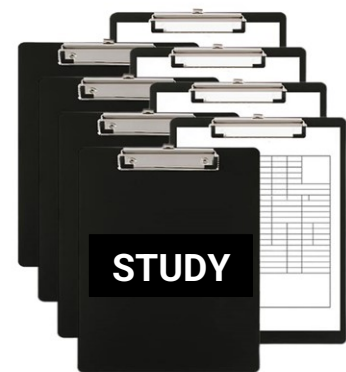
Because **scepticism** in the big 3 industries which are...

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

...are at an **all-time high**, with **trust** being at an **all-time low**.

The **only way to combat this** and build real relationships and trust is by applying what I have just shared with you in this module with pre-frames... and what I shared with you in the last module (**Strategical E.B.M Content Marketing**)

To back this up here's... **Googles 7-11-4 Study!**



Google put together a research team and the results were pretty shocking to say the least...

“Before People Buy Online, a Consumer Needs 7 Hours of Content Engagement, Across 11 Touchpoints, In 4 Separate Locations.”

Sure, you will get **hyperactive buyers** when you leverage the funnel + traffic training were going to share with you inside future modules of the Client Acquisition Accelerator program!

But many of your leads need **content** and **communication conversion contingencies** with you or a member of your team... before they buy.

Here's the Google Study Strategy Breakdown For You:

- ✓ **7 Hours of AMAZING FREE Content** = *This content must be Educational Based Marketing material that your core client would be willing to pay money for – Following the WOW NOT HOW method that I taught you in the last module! (Videos, Pdfs, Blog Posts etc –*

(Short form trainings = 4 - 15-minute video trainings.)

(Long Form = 30 mins – 1 hour+ video trainings)

(ADVANCED - Super Long Form – 4 hour – 7 hour+ video trainings)

- ✓ **11 Touchpoints** = *11 conversations with you or your team (DM's, Email, SMS Text, Zoom, Phone etc)*
- ✓ **4 Separate Locations** = *Email, Social Media, Video, Your Website / Funnel etc.*

Here's an article you can check out that goes deeper into this study, for your reference.

<https://medium.com/@kasimaslam/googles-7-11-4-rule-and-why-it-matters-f274205dba0f>

As you develop this, by creating E.B.M pre-frame content... if you desire to scale past 6-figures per month as time elapses, you'll start developing your very own...



E.B.M PRE-FRAME CONTENT ECO-SYSTEM!



SEO CONTENT!
(Search Engine Optimization)



Sam Malsoms FREE Training

Online Wealth Society. Com TV - Sam Malsom · Playlist

The Million Dollar Strategy By Sam Malsom And Multi Million Dollar Earner Vick...
Underground MASS TRAFFIC & LEAD GENERATION Tips! · 41:24

[View full playlist](#)



How I Made \$2082 Before 9am - Conversion Hacks By Sam Malsom

149 views · 8 years ago

 Online Wealth Society. Com TV - Sam Malsom

Sam Malsom Facebook <https://www.facebook.com/sam.malsom> Sam Malsom websites <https://www.businessmalsom.net/> ...



Daily Business Builders Show Episodes

Online Wealth Society. Com TV - Sam Malsom · Playlist

HBBS Ep #10 - Your Million-Dollar Business Model & The 3-Steps To Create Inc...
Episode 9: "MILLION DOLLAR TIP - The 4 Profit Pillars Revealed!" By Sam Mals...

[View full playlist](#)

⇒ 11 videos



Ep.#2 How To Improve Sales And Sign Ups By Using A Bridge Page in Your Sales Funnel



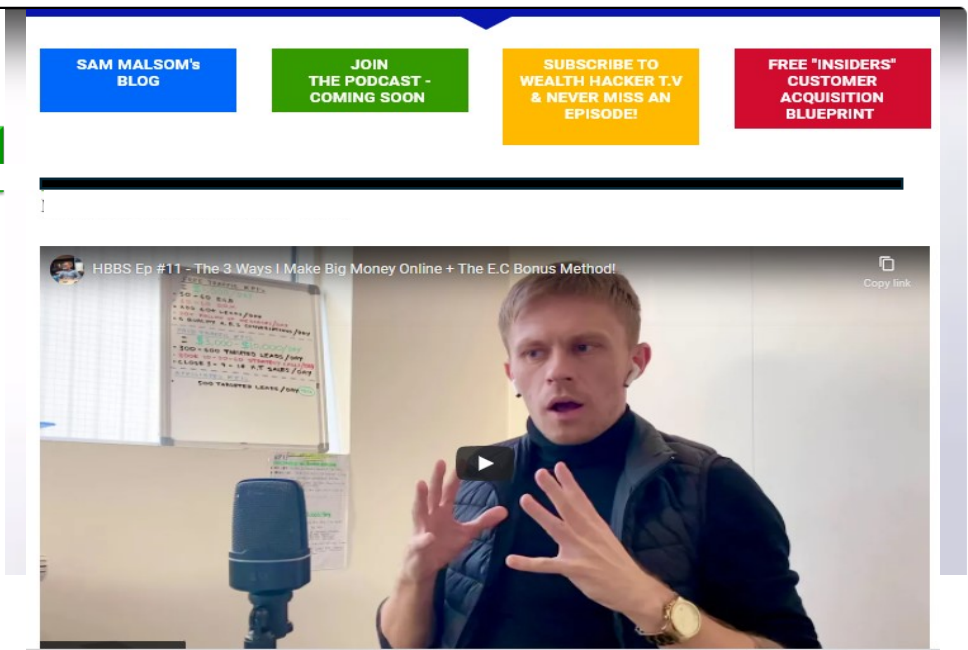
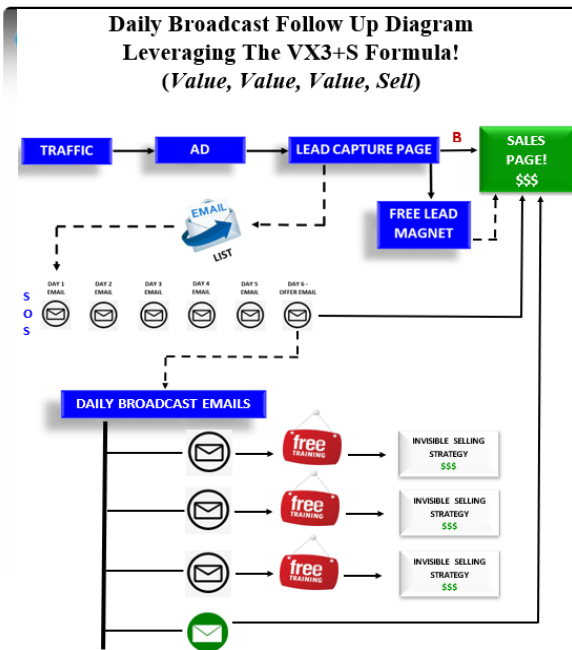
Hidden Strategical E.B.M Content Assets!

(Free content that can only be accessed if leads are on my email list or social media list)



(FREE Training Video) CONTENT #4 - 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!)



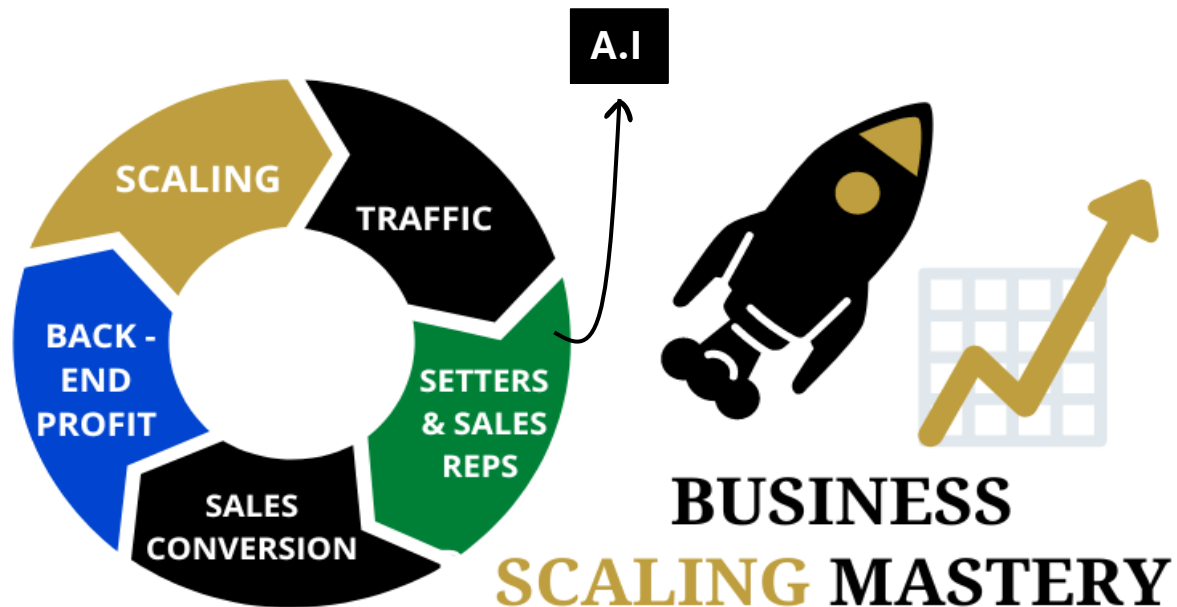
The **E.B.M PRE-FRAME CONTENT ECO-SYSTEM**... takes time to build and like I mentioned before you do not need to build all of this out to hit \$10k - \$30k+ per month.

After hitting \$10k per month consistently, aim to start creating 1 high value content piece per week for your niche and over time you'll build a database of value-based content, that can help you increase trust, while reducing scepticism with your audience.

The eco-system is where you'll have virtually every problem covered within your niche market in relation to content via following the **WOW NOT HOW** method...

...resulting in more desire from your core client avatar wanting to work with you!

We will be going over this in more detail inside the **BUSINESS SCALING MASTERY** training which you should only access AFTER you have hit \$100,000 per month!



Now your job is to not only get your leads and prospects to believe in the...

- **Big Marketing Idea + The 4 Sub-Beliefs** via your...
- **E.B.M Content + D.R.M Sales Material (Copywriting)**

...but to also...

**GET THE POTENTIAL BUYER TO
BELIEVE IN THEMSELVES!**

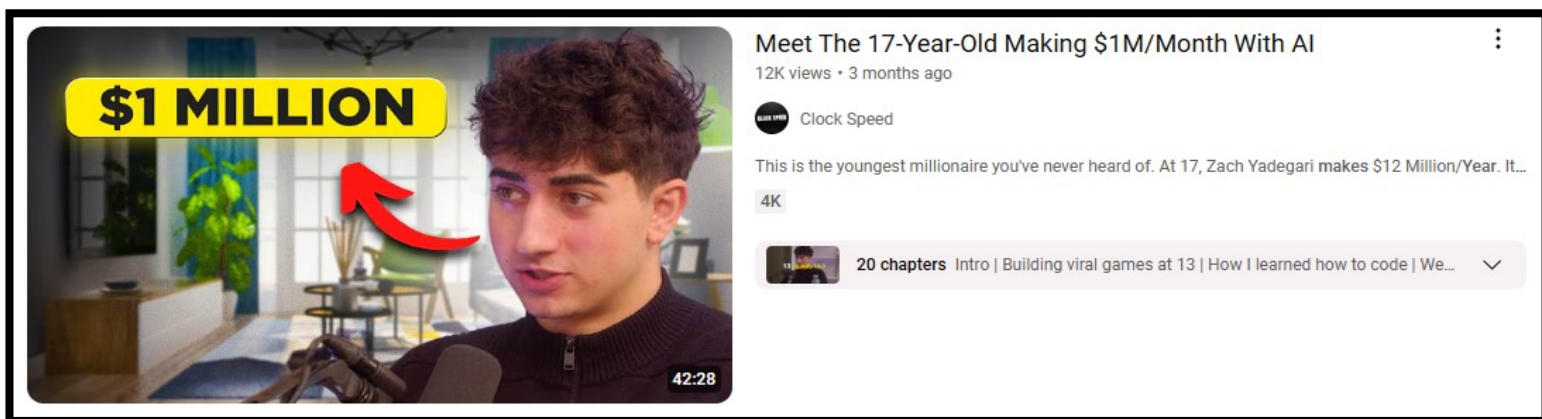
One way I do this is by leveraging something I call...

STORY REFERENCE PERCEPTION SHIFTS!

For example: In some of my strategical content pieces... I talk about the STORY of the

17-YEAR-OLD KID MAKING \$1,000,000 PER MONTH & I SAY THAT IF HE CAN DO THOSE KIND OF NUMBERS AT SUCH A YOUNG AGE...

YOU CAN HIT YOUR INCOME GOAL OF \$10K - \$100K+/MONTH!



$$\$1,000,000 / 10,000 = 100$$

**This kid is NOT 100 times smarter than you...
...so you can grow your business too!**

**START BELIEVING IN YOURSELF, BECAUSE IT'S POSSIBLE
FOR YOU!**

You've just got to put in some work & be consistent!

Here's the link if you want to watch his interview to give you some inspiration:

<https://www.youtube.com/watch?v=NSFu83G-rbA>

As you advance think of ways to empower people, get them to believe in themselves and shift the self-limiting beliefs in terms of what's possible for your specific niche and offer.

Pre-framing is like speaking directly to your audience's subconscious mind, planting seeds that grow into powerful desires without them even realizing it, by getting people to shift their belief.

It's the art of **influencing before the decision is made**—of guiding their thoughts and emotions so that when your offer finally lands, it feels like the only natural emotional and logical choice.

People make decisions with their subconscious minds long before their logical minds catch up. So always be aware of that.

By pre-framing, you're speaking (*NOT directly selling at this point*) to that hidden, instinctive part of the lead / prospects brain, **bypassing their filters** and shaping how they **perceive YOU** + your product or service **offer**.

In the world of **COPYWRITING... E.B.M PRE-FRAMING + CONTENT ASSETS** is...

Your Secret Persuasion Conversion Weapon!



When you pre-frame, you don't just *tell* your audience how great your offer is; you set the stage for them to **FEEL** that you are the person they must do business with, by leveraging interesting and exciting education & the 6 psychological triggers of influence!

Awesome work, hope you got value... 😊

Next were going to talk about...

🔑 Simple Techniques To Write Like You Talk, Gain More Influence & Print CASH From Your Laptop Leveraging The A-L-L Concept! 😊

One of the keys to writing effective copy is to write in a **CONVERSATIONAL TONE!**

You'll want to write using **EMPATHY** (*viewing a situation from your client avatars experience / consciousness*)

You can do this by thinking back to when you were struggling with the big problems on your journey towards achieving the end-result... that you are aiming to help your future clients achieve.

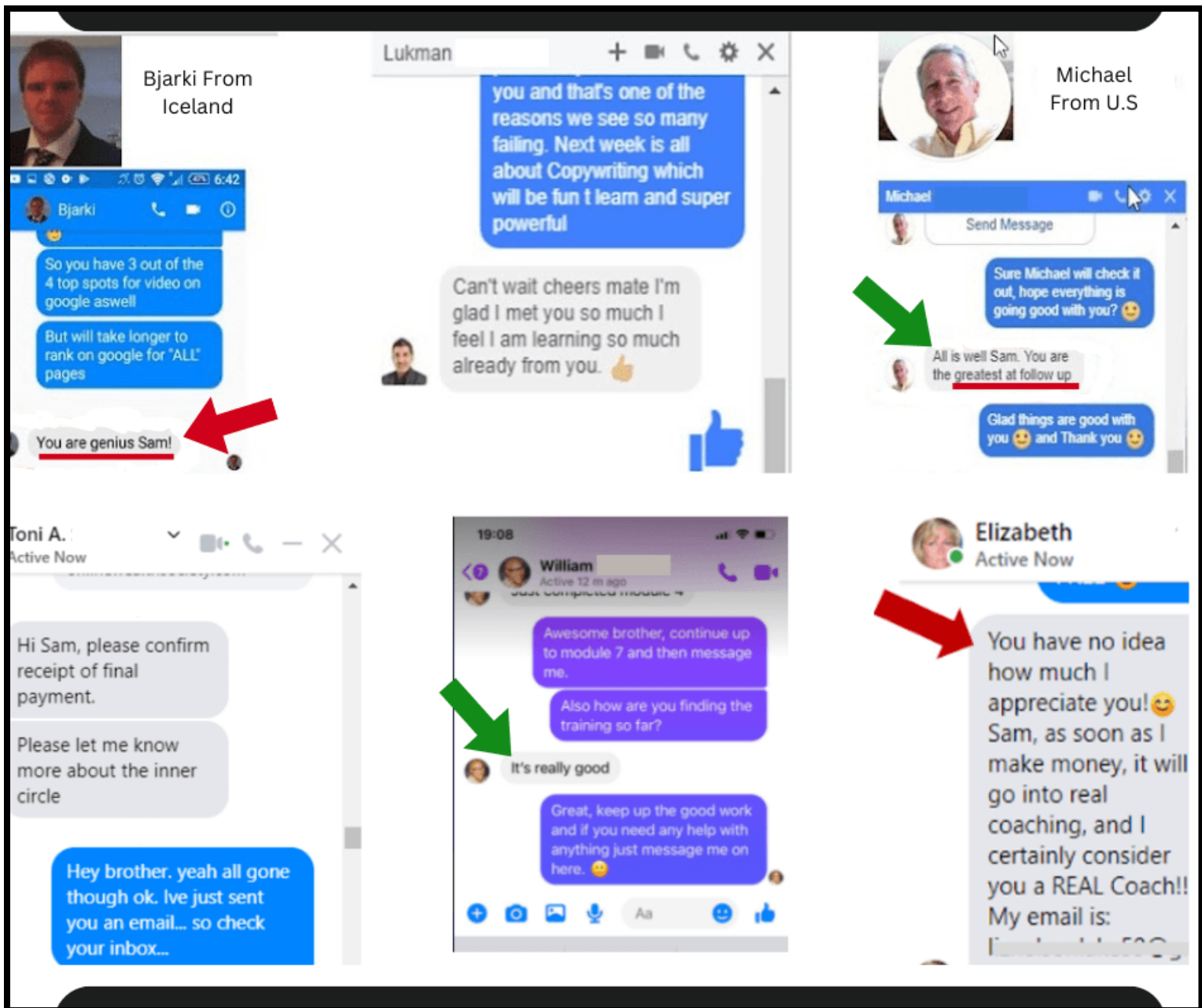
Ask the following questions...

“What were the problems?”

“How was it making you feel?”

The reason why leads and clients message me saying things like this below... is because I **deeply understand them** using EMPATHY!

I've been in the current situation you may find yourself in and have struggled with the same problems in the past!



You also don't need to be grammatically correct with your copy.

The key is to get your **MARKETING & SALES MESSAGE** across in a way, where the reader **FEELS UNDERSTOOD**, which I mentioned at the start of this module!

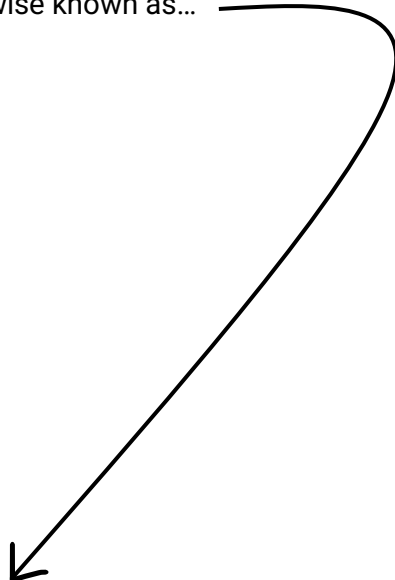
To do this you should aim to become an...

ATTRACTIVE LIKEABLE LEADER = A-L-L!

Here's how to embody the **A-L-L concept** so you can become a better copywriter + ethically influence and persuade people to take action.

- ✓ **Constantly Improve & Educate Yourself!**
- ✓ **Attain Specialized Knowledge, Experience & Wisdom Via ACTION!**
- ✓ **Transfer Value = 10X – 100X The Value In Everything You Put Out Into The Marketplace! (*Free + Paid Material*)**
- ✓ **Positive Power = Ethical Influence & Persuasion To Get People To Buy Your Super Valuable Offer! (M.D.I.O)**
- ✓ **Gain Results – Leverage, Build & Stack To Demonstrate That You Can Do What You Say You Can Do!**
- ✓ **Positive Energy & Passion – Your Energy Will Transfer Over To Your Perfect Client Avatar & They Will Be **EXCITED To Buy** From You, By Sending You Their Money In Exchange For The Value That You Offer!**

This is otherwise known as...



DIGITAL ENERGY IN MOTION TRANSFERENCE

EMOTIONS

=

ENERGY IN MOTION!



When you operate via **POSITIVE ENERGY, EXCITEMENT & PASSION...**

- Your ideas will bring **CLARITY** to your reader!
- Your voice & tone will be of **CONVICTION, CERTAINTY & CONFIDENCE!**
- Your words will carry more **MEANING & CONNECT EMOTIONALLY** with your ideal prospects, while excluding the people that are not right for your offer!

This is the foundation that your POSITIVE influence & persuasion ability will be built upon.

You should also write like you talk, by applying the following key points:

- ✓ **Proper Voice – Honor Your Words!**
- ✓ **Effective Punctuation!**
- ✓ **Short Sentences!**

Let's dive into these points a bit deeper...

Proper Voice – Honor Your Words!

- *Your style = your way of saying things (Conversational)*

- Use natural voice / writing – (Like you are talking to a friend)
- Different situations require different tones (when doing video / creating a VSL)
- Whenever you write or create copy - **GET EXCITED & INCREASE YOUR ENERGY** before writing (Emails, Ads + Posts) or creating video content in the form of (Ads, E.B.M Content, V.S.L, Webinar / Sales Presentation etc)

When you apply the formulas, I am going to share with you, the other half of your battle when creating **COPY THAT CONVERTS** is the **ENERGY TRANSFERENCE** that you put behind it.

You can also apply the concept of honouring your words & increasing your energy state before & during your sales calls!

Because People Buy From People They Know, Like & Trust!

And if we go even deeper using first based principles thinking model

**PEOPLE INVEST IN YOU FIRST + YOUR VISION...
THEN THEY ARE SOLD ON YOUR OFFER!**

People with **great energy & personal trustworthy communication** ALWAYS outperform people in terms of copywriting & sales that have low vibrational energy! Make sense?

The key is to EMBODY the **Attractive Likeable Leader** = **A-L-L** concept and understand...

The Positive Influence Equation!

(EXCITEMENT x ENTHUSIASM = PASSION!)

**(PASSION + POSITIVE ENERGY + PROSPECTS BIG PROBLEM
+ PROSPECTS NEEDS & DESIRES = INFLUENCE!)**

AWESOME! 😊 The next component is...

Effective Punctuation

- Create a leading pace so the marketing message **FLOWS** correctly!
- Emphasize important points!

- When talking on video use the correct tonality and **Raise Your Voice** slightly for important key points!

How To Do It...

- Use **bold**, *italics*, CAPITALS & underline for important copy and emotionally charged words!
- Use a long dash to set apart an important point ("—")
- Pause at the right moment with ("...")
- *Optional* – Highlight key points in a different colour that stands out.

Use Short Sentences When Writing Copy

- Easier to digest for the reader!
- Easier to Scan!
- Moves reader along nicely!
- Split the text up with short paragraphs with gaps or 1 – 2-line sentences when writing!

Great work... let's move together onto...

Emotional Triggers That Cause a Buying Frenzy + Proven Copy Language Patterns You Can Model!

Unlocking Your Audience's Desires Via Strong Energy In Motion!

#1: Tap Into Personal Deep Desires (e.g. *Paint a Picture of Freedom & Security*)

Freedom To Act & Live Their Best Life... Income Freedom... Location Freedom... Time Freedom & Security!

Copywriting Example:

*"Imagine waking up without an alarm clock, knowing you have the **financial security** to pursue your passions, and spending quality time with the people you love. (FAMILY & FRIENDS)*

This isn't a dream – it's the lifestyle our program can help you create by getting started now."

*Isn't it time you started to **LIVE LIFE ON YOUR OWN TERMS** by creating a **FREEDOM LIFESTYLE**, without the stress of societies crazy way of living?*

If not now... when?

Every year not knowing the knowledge and having the systems that can make you \$1,000,000 is costing you \$1,000,000 in lost revenue! Make sense?"

(This copy language pattern focuses on tapping into what your core client avatar thinks they want which is more money, but what they actually want deep down is to live life on their terms & more security & FREEDOM with FAMILY & FRIENDS that they LOVE!

I'm painting the picture of what the money can do for them, while also using **inversion** by sharing what they don't want (e.g. *the stress of societies crazy way of living*) ...

...readers with a higher level of awareness, know deep down they are **conscious creators** that have **awareness** & **intelligence**...

...and that working 40+ hours a week for 40+ years in a dead-end job they absolutely HATE... or... continuing to struggle for years with their existing business is F\$&KING CRAZY!

#2: Address Doubts, Worries & Uncertainty (*Provide Reassurance*)

People Worry About The Economy, Income, Job, Struggling Business, Time, Health & Relationships etc.

Copywriting Example:

"Do you ever feel uncertain about your financial future?"

You're not alone.

Years ago... I was in your shoes... and I can completely relate to how you are feeling!

I understand the challenges of today's economy, especially when trying to grow a business online!

It's way harder than you think WITHOUT the correct time-tested ROAD-MAP!

*I'm here to provide you with the ultimate solution (Client Acquisition Accelerator = **PROFITS**) and support you every step of the way in helping you achieve financial stability & peace of mind!*

*We do this by deploying our optimized **client automation systems**, so you can gain your precious **TIME** back & **GET CLIENTS ON DEMAND**... even when the economy is down!"*

In fact, back when covid 19 halted the planet and everyone was locked in their home on house arrest!

*My business was printing cash on demand on **EASY MODE**, because I have systems set up doing all the heavy lifting for me!"*

(This copy language pattern focuses on empathy, relatability and offers a real valuable solution to their worries & doubts.

I'm sharing how I can support them in achieving their end goal, while demonstrating how I can save them time regardless of what the economy is doing)

#3: Demonstrate Value Via Sharing How Your Offer + U.M/M... Focuses On Quantifiable Outcomes While Tying In Emotional Benefits)

Talk About The Outcome / Result Clients Can Experience, After They Have Completed The Steps Within Your Offer + Unique Mechanism / Method.

Get The Reader To **FEEL The Emotion** of What Life Will Be Like AFTER Getting The End Result! This is otherwise known as **FUTURE PACING!**

Copywriting Example:

*"The Client Acquisition Accelerator delivers real, measurable results with **RELIABILITY & PREDICTABILITY**.*

*It's not only helped me achieve **[SPECIFIC RESULT + PROOF]***

But it's also helped my clients who are just like you... get some amazing results as well...

[CLIENT #1 SPECIFIC RESULT / VIDEO TESTIMONIAL]

[CLIENT #2 SPECIFIC RESULT / VIDEO TESTIMONIAL]

[CLIENT #3 SPECIFIC RESULT / VIDEO TESTIMONIAL]

You'll not only gain [SPECIFIC KNOWLEDGE & SKILL-SETS] ... while becoming the best version of yourself, by taking advantage of the [U.M/M Unique Mechanism / Method e.g. C.A.L.V.O Method] ...

*...but you'll also experience the **confidence, gratitude and empowerment** that comes with achieving your goals & dreams WITHOUT wasting 5-10 years of your life trying to figure this stuff out on your own.*

*Imagine the **FEELING** of finally being able to take back control of your business & your life in relation to...*

*... [BIG PROBLEMS e.g. booking qualified appointments + getting a consistent flow of high-ticket clients so you can SCALE your business & live a life of more **FREEDOM!**]"*

(This copywriting language pattern **connects tangible outcomes to positive emotions**, while demonstrating real value.

It also creates **authority, credibility** and blue ocean marketplace **positioning** via the U.M/M & by sharing your client results / testimonials [if you have any]

#4: Build Trust & Get Buyers To Take Action Via a Guarantee (Demonstrate Credibility and Transparency**)**

Love Our Product or [BIG BENEFIT] + [CLIENT RESULTS] + [ACTION BASED GUARANTEE]

Copywriting Example:

"We believe in complete transparency.

Our pricing is straightforward, with no hidden fees or surprises.

With our proven D.A.O organic traffic method that we teach... It doesn't require any extra cost what's so ever.

*In fact, my student Craig from Singapore who started at \$0 as a beginner, made \$20K in just over 30 days of working with me with **ZERO PAID ADS!***

We then show you how to run paid traffic from the profits we help you make. (If that's something you desire)

*My other partner Nick from UK, hit **7-Figures in rapid time** via the same traffic knowledge we share inside.*

*My client Steve, who I worked with... **built 2X million-dollar businesses!***

*We're so confident you'll love C.A.A that we offer a **BETTER THAN RISK FREE 100% money-back guarantee.***

Because your satisfaction is our priority.

And I truly want to see you succeed!

*You either follow the proven C.A.L.V.O blueprint & get the **BIG results** you've been searching for...*

or

*...you simply get your money back + you get to keep many of my **MASTERY BONUSES** worth \$\$\$*

Now there has to be some ground rules to qualify:

You must be deadly serious about growing your business!

You must follow the Key Performance Indicators for 90 days & take the action steps laid out in the program to help you get those results + show proof!

Fair enough?"

(This copy promotes an irresistible offer... focused on transparency and ethical practices.

It shares success stories from successful students. And it demonstrates a better than risk-free 100% money-back guarantee while emphasizing my commitment to customer & client satisfaction. It also gets clients to take action to qualify for the refund guarantee, if they don't take the required action and follow the daily KPI's, they forfeit the guarantee)

Before we move onto #5 I just want to go off on a quick tangent and talk about...

Jay Abraham's Pre-Eminence Strategy!

As I think this is important for you to understand during this section of module #7... so you can create high levels of...

TRUST, CREDIBILITY & TRANSPARENCY!

Introducing...



Jay has worked & helped clients make **MULTI-BILLIONS!**

This is a strategy we are going to go deeper into inside my **BUSINESS SCALING MASTERY** training. But I am going to share the basics with you during this module:

We've already established that when you've built **trust** with your leads, prospects, customers and clients...

...its way easier to ethically influence and persuade them with your copywriting & communication ability so they **take positive action.**

Which in essence massively helps them achieve the end-result they desire **WITHOUT** wasting years of their life trying to figure everything out on their own. (*Providing you have a solid offer that helps people!!*)

Pre-Eminence takes trust building, credibility and transparency to a whole new level.

Here's the **5 KEYS:**

- 1) **Your aim is to establish yourself as the most TRUSTED ADVISOR in your niche for life!**
- 2) **It's your moral obligation to give your BEST ADVICE... not just information to your audience!**
- 3) **You cannot allow your audience to take actions that are not in their best interest... EVER!**

*(This includes... buying from you and in some cases telling people to **NOT BUY FROM YOU,** because it's not right for the prospect at that moment in time!*

There have been many instances where I have been on sales calls and I just plain out right tell the prospect that I can't currently help them with their current situation, because my offer is not the right fit for them!

However, when I 100% know I can help the client I will sell them, because its my moral obligation to help them!

- 4) **You have to deeply understand how your prospects feel.** (Which we have already covered in this module + module #1!)
- 5) **The goal is to fall in love with your clients by making sure their life becomes BETTER when they join your email list, social media list(s) and buy your offer(s)**

This creates...

AUTHORITATIVE RESPECT!

The **Butterfly Effect of Pre-Eminence** is a long-term play as time elapses; however, you MUST understand this now and start applying it into your business from this point onwards!

Make sense? Great! 😊 Back to the...

Emotional Triggers That Cause a Buying Frenzy:

#5: Create a Sense of Belonging Via Differentiation!

Create an "Us vs. Them" Dynamic with a Positive Twist of **CONFIDENCE & CONVICTION!**

Copywriting Example:

"Have you ever felt like you're grinding away but not seeing the results & profits that you desire? YES, Sam!

Maybe you've joined coaching programs in the past that didn't live up to expectation and left you on your own to figure everything out by yourself...

I know how you FEEL! It sucks, right?

This is where my '1 to 1 GET CLIENTS Accelerator + 7-Figure Coaching' is different.

Not only do you get full access to my Client Acquisition Accelerator course material + MASTERY BONUSES... that took me over 7+ years to master...

*...which has **EVERYTHING** inside you need to SCALE to 7-Figures and beyond.*

But you also get 1:1 weekly coaching calls with me to help you

- **Implement...**
- **Support You**
- **Help You**
- **Guide You &**
- **Keep You Accountable.**

Which will massively FAST TRACK your PROFITS & help you become the...

BEST VERSION OF YOURSELF SO YOU CAN GROW YOUR BUSINESS, WHILE LIVING A LIFE OF MORE FREEDOM...after we've got your C.A.L.V.O Client Acquisition Funnel System set up correctly!

Not group coaching...where you're stuck on calls and not getting your questions answered...

- **1:1 with me every week working together in the trenches with you! Helping & guiding you as marketing buddies!**

*If you haven't made 3X your investment back within 90 days... I continue to work with you until you get **HIGH-TICKET PROFITS** rolling in using A.I & automation!*

&

I DO WHATEVER IT F%*KING TAKES TO GET YOU THE RESULTS

...that I know deep down you desire & dream about!

Not only that... you'll be part of the Online Wealth Society Family of like-minded individuals who are on the same journey as you!"

(This copy language pattern focuses on things people dislike within the industry & creates a sense of belonging by differentiating myself from the competition, while at the same time increasing confidence and conviction by reducing the clients risk!

Think of ways in terms of how to do this for your offer + niche by modelling my framework!)

#6: Leverage Unconscious Societal Programming & Influence + Educate To Shift Internal Belief Constructs!

(This copy language pattern only really applies to offers that help people make money and build wealth)

Many people are brainwashed (*depending on your niche & market consciousness + sophistication levels*) to keep up with the Joneses!

They want better lives, a new TV, cars, houses and the latest technology!

There's nothing wrong with having nice things...

However, they mistakenly think that competing with others, by amassing more material stuff will make them happy.

Sure, it may provide initial happiness, but that happiness does not last.

True Lasting Happiness Can Only Be Achieved By Going Within.

Here's where you can tap into this programmed societal conditioning and when you've hooked them into reading your copy, educate them on the statement above by sharing it which shifts your potential buyers perception.

Copywriting Example:

"As you read the following personal message from me to you...

Have you ever noticed when you observe reality...

People are brainwashed to keep up with the Joneses.

They want better lives, TVs, cars & houses.

There's nothing wrong with having nice things.

And sure... when you start working with me... the plan is to make as much money as ethically possible, so you can have all those material possessions.

*But true lasting **HAPPINESS** can only be achieved by going within!*

When you've gone through module #3 of my C.A.A curriculum.

*You'll have your internal belief system completely shifted to the positive side of the spectrum... so you can **LIVE LIFE ON YOUR TERMS!***

*Full of **ABUNDANCE, JOY & GRATITUDE!***

"Tell me... are you ready to stop trying to keep up with your neighbours and finally start getting ahead in both business & life?"

If no, then I genuinely wish you all the best on your journey! 😊

If YES...

*Click here now to book your free **[RESULTS DRIVEN]** strategy session & get the unfair advantage >> "*

(This copy language pattern taps into societal aspirations, while educating to shift belief –

KEY SECRET TIP - when you can ethically influence and educate within your copy – you'll see much higher conversions)

#7: Provide Instant Irresistible Offer Gratification (*Show Immediate Value*)

Buyers want faster results, and many are hard-wired by society for instant gratification thinking.

The quickest way to get those results for clients is with a done-for-you offer (*providing you know what you are doing*)

The second quickest way is with coaching where you and the client work together.

The 3rd quickest way is through a course because they buyer usually does all the work by themselves.

All 3 offer structures work effectively and each of them can scale to multi-7-figures in revenue individually!

Here's the copy frameworks for D.F.Y - D.W.Y – D.I.Y offers by showing immediate value and demonstrating faster results!

Copywriting Example:

Copy Language Pattern For a Course (**DO IT YOURSELF OFFER**)

"Get started & enrol into C.A.A today and get immediate access to our 'exclusive members' area, packed with valuable resources, training materials, DONE FOR YOU scripts... proven frameworks and time-tested formulas so you can..."

... [DESIRED END RESULT! e.g. Grow your online business to 6/7-Figures & live a life of FREEDOM & SECURITY in the fastest time possible / Get fit & lose weight rapidly / Get you ex back or find your dream partner & fall in love]"

Copy Language Pattern For a Coaching Program (**DONE WITH YOU OFFER**)

*"Partner with me today inside [COACHING PROGRAM NAME e.g. 90 Days **GET CLIENTS** Accelerator]"*

Here's what will happen as soon as you're on the inside working directly with me.

*You will jump on an onboarding call with me personally, where we will go over the **CUSTOMIZED 7-FIGURE GAME PLAN**, to help you start **GROWING & SCALING** your business **FASTER** than a Chinese bullet train!*

On this call we will figure out the number #1 BOTTLENECK, holding you back from growing your profits to the next level.

*After figuring this out together... I will direct you to the specific module inside my C.A.A course to **solve your biggest problem!***

Each week we will jump on a super value packed 1:1 coaching call!

(NOT group coaching, where you struggle to get your questions answered or handed off to a glorified sales rep / coach like most coaching companies out there)

Not only that... you will get my personal WhatsApp number where you can message me anytime you like to get your questions answered in real-time.

Even if its 4am in the morning and I will get back to you ASAP to help you!

*This 1:1 communication with me.... will **TRANSFORM** your business into a firestorm that takes over your niche as time elapses!*

I've noticed over the years after generating thousands of front-end customers and a ton of high-ticket coaching clients...

*...that just a few tweaks to their business by solving the number #1 thing that's holding them back can have **MASSIVE positive effects** to the growth of their INCOME, BUSINESS + LIFE!*

Take my client Dwain from Israel. I helped him shift his limiting mind-set and we worked together on his sales ability!

*Within a couple of weeks of working with me he **did \$18,000 in the following 9 days!***

*Then went onto hit **\$50,000 in a single month** from his coaching business & made 6-Figures in rapid time!*

He's now on track to scale to 7-Figures with his business + trading investments!

*Click here now and get the **UNFAIR ADVANTAGE** so you can FAST-TRACK your client acquisition + **WEALTH** while living a life of more **FREEDOM** >>*

Limited spots available due to giving out my 1:1 time to help you!"

Copy Language Pattern For a DFY service (DONE FOR YOU OFFER)

*"Imagine waking up tomorrow and seeing your business grow—**FASTER** than ever before...*

*...WITHOUT wasting your precious time on building the **AUTOMATION SYSTEM** you need in place to scale to 6 & 7-figures and beyond.*

*No more waiting months for results, no more guesswork, just **instant TRANSFORMATION!***

When you partner with me today, you won't just get coaching + advice from online expert Sam Malsom —

...you'll get a **DONE FOR YOU** client acquisition funnel + back-end A.I business infrastructure that's customized to your business, so you can sell your offer with **EASE & SPEED!**

On top of that you'll instantly receive your personalised **7-Figure Game Plan**, and we'll start executing together **immediately**, with the core funnel components set up within 4-7 days!

Together, we'll identify the bottleneck holding you back and I'll solve it for you—**right away**.

You'll have **1:1 weekly calls with me**, no group coaching or assistants—just **direct access to me**, ensuring you get results in the fastest time possible.

This isn't a typical coaching program.

It's a **DONE FOR YOU transformation** with fast results **WITHOUT** having to do all the hard... complicated tech work yourself!

Click here NOW to claim your spot >>

Spots are extremely limited due to the time, effort, energy & sacrifice myself and my team put into building your **OPTIMIZED BUSINESS SYSTEM + AI FUNNEL architecture** for you!

Let's turn you, & your business into the success you deserve!

DM Me right now on Facebook saying "Mastery Funnel" if you're interested!

(These copy frameworks provides an immediate benefit ...with all 3 of them saving time and fast-tracking results in some way shape or form!

The D.F.Y offer being the most time efficient for the client and D.I.Y course being the least time efficient for the customer.

It also reinforces fast intrinsic value with emphasis on exclusivity by getting access to my time, which is my most valuable asset which brings us onto...)

#8: Emphasize Exclusivity (Create a Sense of Urgency and Scarcity)

If you are launching a new offer or a re-offer you can use this emotional trigger because people are hardwired to get a new product first, once you've built up enough trust with your audience.

Copywriting Example:

Hey, its Sam Malsom... from Online Wealth Society.Com [ADD AUTHORITY STATEMENT e.g. Multi-Millions In Client Results]

I'm launching my BRAND-NEW special offer titled [OFFER NAME] specifically for [CLIENT AVATAR e.g. course creators]

"Be among the first to experience the revolutionary program that will allow you to do the following:

- 1) [ADD BIG BENEFIT #1 e.g. Get your M.V.O - Minimal Viable Offer set up within 7-days from now... so you can make a quick cash injection by following my C.A.L.V.O Method!]*
- 2) [ADD BIG BENEFIT #2]*
- 3) [ADD BIG BENEFIT #3]*
- 4) [ADD BIG BENEFIT #4]*
- 5) [ADD BIG BENEFIT #5]*

I'm only accepting 7 new beta-students for this exclusive program so I can get feedback from you & work with you on a 1:1 basis to make it AMAZING for you!

You'll also get FULL LIFETIME access to future versions of the program!

(If you don't have results + proof yet, say this)

Its FREE [or charge \$7 so people show up and pay attention] ...all I ask from you is that you give me a 1-2 min video testimonial if you get value from the program!

Fair enough!

WARNING: *This is on a first come first serve basis & you must be serious about getting [END-RESULT]*

Don't miss out on this AMAZING opportunity to transform your [AREA OF EXPERTISE].”

DM me ‘CALVO’ on Facebook or REPLY BACK to my email if you’re interested!

I look forward to receiving your private message!

Appreciate ya!

Sam 😊

(This copy framework creates scarcity and emphasizes the unique opportunity even if you don’t have results yet.

By using more persuasive language, focusing on benefits, and addressing emotional needs, you can make your marketing copy much more effective, which increases directed action by leads and prospects.

#9: Appeal To A Rising Trend

People love to jump on the next rising trend, and they want to get in early. Think Bitcoin / Crypto, NFT’s & A.I (Artificial Intelligence)

When you can create an M.D.I.O (Offer) around a rising trend it can go viral very quickly and sell with less buyers resistance!

Copywriting Example:

[HEADLINE – HOOK]

*“Would You Like My A-Player Team & I To Deploy **AI Business Infrastructures** into your business, that uses **AI AGENTS** to automate your entire... **lead generation** and 90% of your **sales process**...*

*... so you can focus on closing qualified appointments booked on your calendar with **HIGH-TICKET CLIENTS** on demand?*

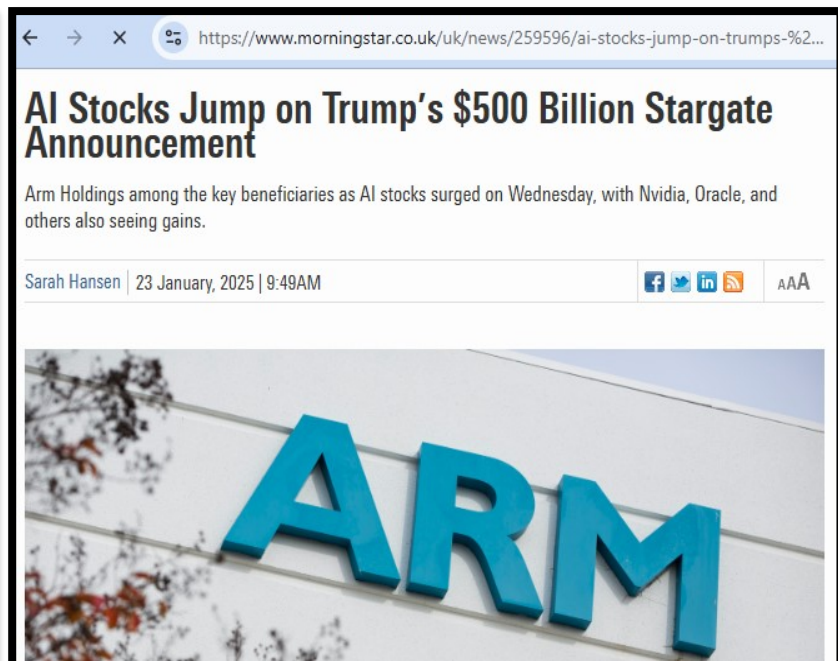
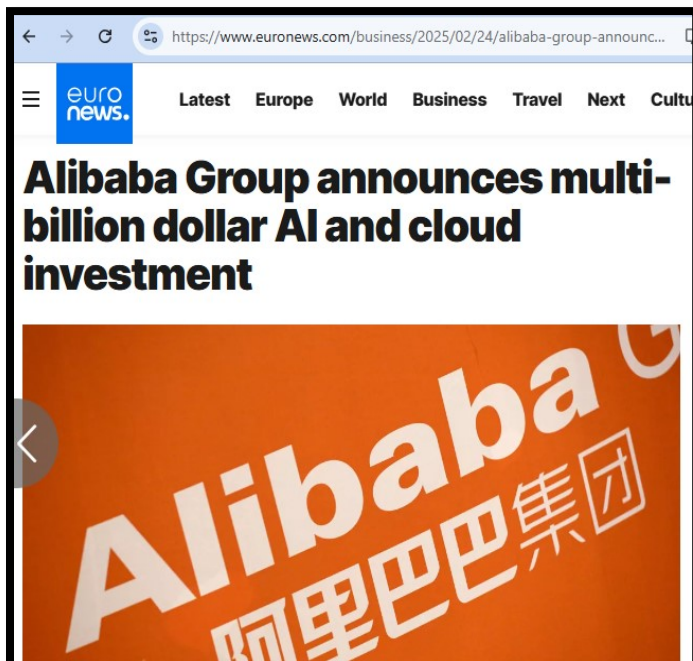
[BODY COPY]

Inside my 7-Figure Coaching Program + A.I Business Infrastructure & Funnel Build... This is exactly what we help you do so it's fully customized for your offer!

[PROOF]

AI isn't going away and its only going to get more intelligent in the future!

*Here's some **proof articles** on why you need to **jump on this trend right now** or get completely left behind and obliterated by your competition.*



[CTA = CALL TO ACTION]

*Imagine your business running **faster, smarter, and more efficiently**—powered by **cutting-edge AI infrastructure**.*

*No more delays, no more inefficiencies, just **rapid, unstoppable...***

EXPONENTIAL GROWTH!

*Allowing you to live a life of **TIME, LOCATION & FINANCIAL FREEDOM!***

*Imagine what that would **FEEL** like?*

*With our **custom AI solution**, we handle all the tech for you... so you don't have to...*

*We'll automate the **ENTIRE** process, streamline operations, and scale your business with **AI that's tailored to your needs**—giving you the **competitive edge** you deserve!*

Stop wasting your precious time on manual tasks.

*Let us build your **AI system** so you can focus on growing your business to **6 & 7-Figures FAST!***

WITHOUT wasting time, energy and money on outdated hope marketing!

*Click here now to book your **FREE [RESULT DRIVEN]** demo call **NOW >>***

(This copy framework emphasises a rising trend in AI business infrastructures + proof articles to encourage readers to take action, in fear of missing out or getting wiped out by the trend due to their competition taking advantage of it)

When you link a rising trend and use the inversion of their competition you create a buying frenzy due to FOMO (Fear Of Missing Out)

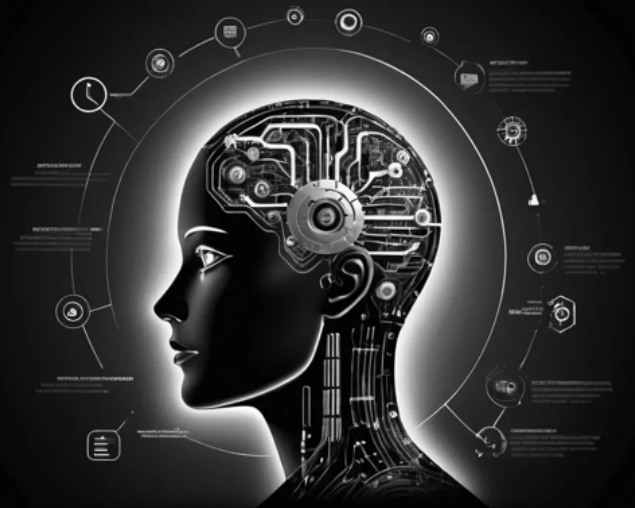
#10: Help Save Time – FAST TRACK Results!

This emotional trigger allows you to tap into your prospects brain chemistry because people are hard wired to want results in the fastest time possible!

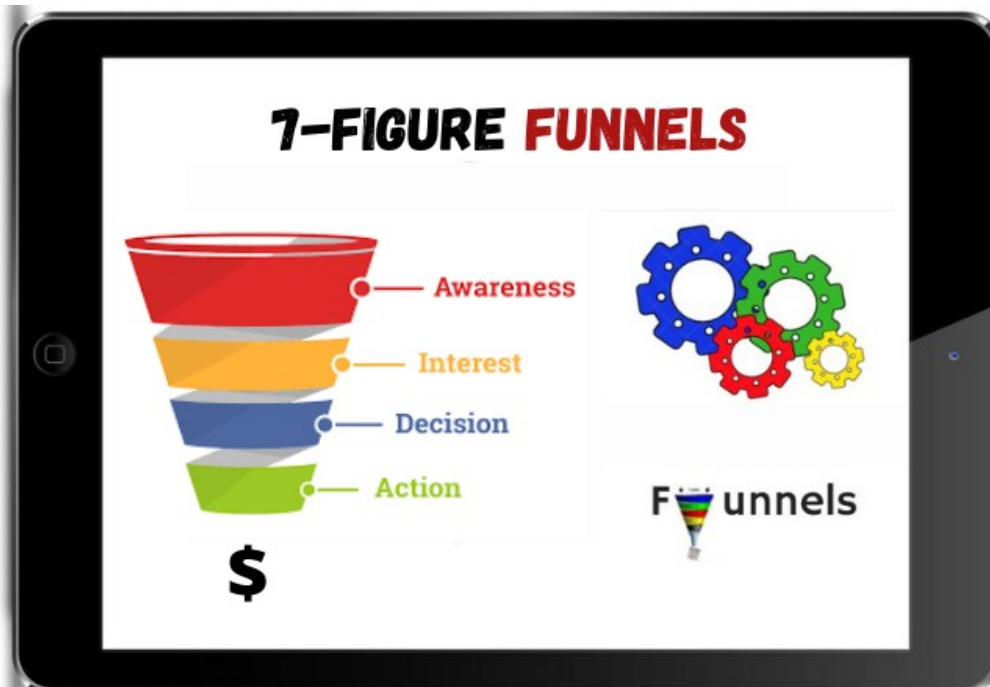
This works best for **DFY OFFERS** like my **7-Figure Coaching Program + AI Business Infrastructure + Funnel Build** offer & my **DONE FOR YOU MASTERY FUNNELS** offer.

7-Figure 
COACHING

**DONE FOR YOU FUNNEL +
BUSINESS INFRASTRUCTURE!**



**IF YOU ARE NOT LEVERAGING THE POWER OF AI,
YOU ARE GETTING LEFT BEHIND!**



Copywriting Example:

"Are you short on TIME & doing 101 things in your business to grow?"

Do NOT worry!

We have you covered.

I've notice after working online for over 7 years that many clients want all the complicated TECH work DONE FOR THEM!

Are you this kind of person?

- *You're short on time and you want things completed FAST?*
- *You're not that technical or hate building the infrastructure needed to scale your business with REALIABILITY & PREDICTABILITY?*
- *You're fully focused on helping your coaching clients get results and don't have the time or energy, to build the automation system that allows you to EFFORTLESSLY ATTRACT HIGH-TICKET CLIENTS on demand!?*

*This is where my team and I can help you, so you can work in your **ZONE OF GENIUS**... and actually start enjoying your business, instead of being a SLAVE to it!*

*Our streamlined **AI DONE FOR YOU MASTERY FUNNELS**, provides 7-Figure time-tested customized funnels that CONVERT cold traffic into CASH!*

+

We help you optimize your OFFER & you're PRICING so its dialled in for MAXIMUM effectiveness, even if you're starting from scratch."

*Imagine what life will be like when you have an **AUTOMATED CLIENT ATTRACTION SYSTEM** in place, working for you 24/7/365!*

Once we build it for you...

You'll be able to have more...

TIME FREEDOM to spend with FAMILY & FRIENDS!

LOCATION FREEDOM, while travelling to tropical paradises around the world whenever you want &

FINANCIAL FREEDOM so you never have to worry about money ever again.

This is the POWER of having your very own MASTERY FUNNEL in place that educates your prospects around YOU (The Expert In Your Niche) and your offer...

*...by using direct response copywriting that converts **browsers into buyers** that my team and I will create for you!*

And we work for you until you are more than satisfied with your funnelling system & the results, we help you get!

*In fact, **we work with you for 12 months** + I will personally coach you 1:1 to give you EVERYTHING you need to SCALE to 7-Figures & beyond WITHOUT the guess work!*

If you're interested and would like to learn more about this...

Click here now and book your complimentary 7-FIGURE AI FUNNELS + PROFIT BOOSTER strategy session >>

(This copy framework is SUPER POWERFUL!

It leverages the most lucrative offer that you can create by doing ALL THE HARD WORK for the client to save them TIME... which is their most valuable asset.

Potential buyers that have the investment understand how valuable their time is.

Some people have lots of money and will happily... **invest their money to save their time!**

While others have less money and need to invest more time... to get the results & more money, so they can then invest a % of that money to save their time as they advance on their journey!

Hopefully that makes sense?

Let me share a quick story:

When I first started online, I had an extremely low financial thermostat.

I thought there's no way that anyone would invest \$3,000 - \$5,000 into a coaching program.

Then I learnt from one of my mentors who charged \$100,000 for his 1:1 coaching program and he had 150 people that came through that offer over 3 years!

= \$15,000,000 In Revenue From One Offer!

All of these people on the inside understood the VALUE of TIME and were willing to invest money into SHORT CUTTING their success!

When you can target high income earners in your niche, and you present high converting copy to them you will find it way easier to convert booked calls & DM's into high ticket sales.

And don't think for one moment there aren't people out there that aren't willing to invest money.

Money is literally everywhere. And if you **position the right offer to the right audience who have money to invest... they will buy!**

The framework above uses strong wording [*copy*] to ethically influence and persuade people to take action and book an appointment on your calendar, so they can FAST-TRACK their results while saving massive amounts of time)

#11: Show Love & Nurture Relationships

Money gives you more freedom & choices, which makes it easier to find LOVE / a relationship!

Did you know 30 - 40% of people divorce due to money problems!

If your offer can help them make more money it creates a positive ripple effect in all the other areas of their life.

Copywriting Example:

"Imagine having the financial freedom to nurture meaningful relationships.

Money doesn't buy happiness, but it provides you with choices and reduces stress, allowing you to focus on what truly matters –

...including finding the love of your life and developing a deeper connection with your partner.

Don't let the financial strain of societies way of living... hold you back.

When you get your finances in order, you can solve a lot of problems, compared to if you were broke!

*Inside module #3 of my Client Acquisition Accelerator, I teach you about **the 4 PILLARS OF THE GAME OF LIFE!***

Pillar #3 is about RELATIONSHIPS!

*When you have your health, finances, relationships and a connection to spirit (GOD) ... your **life becomes a beautiful creation!***

When you don't master these pillars, your life becomes a living hell, stuck in the matrix of the 9-5 rat race trading your time & competing for peanuts!

The smart entrepreneurs inside C.A.A are playing the game of life on a completely different level.

If you want to make more money and improve your relationships, click here now to learn more >>"

(This copy framework example connects financial stability to an improved love life & relationships, addressing a deeper emotional need.

It also demonstrates how improving one component of life [finances] can have a massive positive ripple effect on the other areas of your life.

Think of ways your offer can tap into the most powerful emotion on the planet... **LOVE)**



#12: Appeal To Greed

Most people want more of the positive things like money, so you can tap into this greed and increase curiosity by using the CTA (Call To Action) of “**Click Here To learn More**” by sending them to a D.R.M (Direct Response Marketing) Sales Page, VSL or Webinar!

Copywriting Example:

"Would you like to [ADD BIG BENEFIT e.g. make a CEO level income, so you can live a life of more FREEDOM?]

Read this email now

Our [OFFER NAME or U.M/M] provides EVERYTHING you need in a new and optimized way to achieve [BIG BENEFIT] –

...even exceeding the earning potential of high-paid professionals like a doctor, lawyer or a surgeon."

But don't take my word for it... Here's everyday real people, with real results...

[CLIENT TESTIMONIAL / RESULT #1]

[CLIENT TESTIMONIAL / RESULT #2]

[CLIENT TESTIMONIAL / RESULT #3]

Click here now to learn more >>

(This message copy taps into greed by offering the enticing possibility of making a CEO level income—promising a life of **freedom** and wealth that's equal to or above the income of highly paid professionals.

The appeal is framed around the idea of attaining financial gain, with **client testimonials** reinforcing the copy to provide **social proof** that everyday people are achieving extraordinary results.

The emotional hook is about **wanting more**—more money, more freedom, and more success etc which increases action.)

#13: Build Hope & Abundance

With this copy framework we are tapping into 2 of the highest vibrational frequencies to get people to take action.

Copywriting Example:

"Imagine a brighter future, where you're in control of your finances and your time.

- *No more grinding away in the 9-5 rat race working for a boss you secretly hate!*
- *No more trying to figure things out on your own with your failing business!*
- *No more stress from societies crazy way of living, by operating like a slave to the system!*

*But instead... a life full of **hope, joy, bliss and abundance.***

Sure, you have to get things set up correctly for that to happen which requires a bit of time and effort, which we will help you achieve with our done-for-you plug and play frameworks.

*But once set up, you'll have a fully automated **Client Attraction System** working for you printing CASH!*

*The C.A.L.V.O Method provides the proven **7-Figure ROAD-MAP** and **support** you need to turn your dreams into reality.*

So, start building your path to a better tomorrow, today.

Time is running out"

If not now... when?

Every year that goes past, that you avoid not learning & understanding how to make \$1M... is costing you \$1M in lost revenue!

X that by 10 years and that's \$10,000,000 in potential earnings GONE!

Click Here Now To Learn More So You Can FAST-TRACK Your Results >> "

*A life full of hope and abundance is waiting for you if you **take action***

(This message copy paints a picture of a **positive future** where you have control over your finances and time, free from the **stress** of a 9-5 job or struggling business.

It promises a life of **freedom, joy, and abundance**, achieved through the Unique Mechanism / Method = **C.A.L.V.O Method**, which offers a proven system to automate client attraction and generate wealth.

The urgency is emphasized with a reminder that avoiding action costs you **lost potential earnings**—up to \$10 million over the next decade.

& the call to action urges you to act now and gain the "**unfair advantage**" for a more prosperous future of hope and abundance!)

#14: Fear (FOMO - Fear of Missing Out) Using G-L-F Copy Framework!

G-L-F = Gain, Logic, Fear which is a very powerful copywriting framework to increase action from leads and prospects to book a call with you, DM you or directly buy from you as it leverages proven psychology.

Copywriting Example:

GAIN... LOGIC... FEAR

[GAIN]

“Imagine waking up every day with your online business fully automated, generating revenue while you sleep.

The freedom to spend more time with loved ones, travel, or simply live life on your own terms.

*This isn't just a dream – it's a **real possibility** that's within your reach.*

*With the right tools and strategy, you could be well on your way to growing an online business that brings in **consistent revenue** WITHOUT wasting your precious time & energy on hope marketing.*

[LOGIC]

Here's the best part:

You don't have to do it alone.

We've designed a system to help you build your online business faster and more effectively than ever before.

But here's the reality:

The online business world is evolving fast.

[FEAR]

*Those who adapt and take action now are **positioned to thrive**, while others risk being **left behind**.*

Don't let hesitation hold you back from achieving the success you desire & deserve.

Don't get left behind!

*This **exclusive opportunity** is only available for a **limited time** because this message is going out to tens of thousands of people on my list and there are only 10 spots available.*

Get started now and gain access to [specific benefits/resources] before it's too late.

If you wait, you might find yourself watching others reach their goals, while you're still stuck in the same spot 6-12 months from now, living in a state of regret, FEAR... desperation & despair.

The window is closing—and time is of the essence.

Don't miss out on your chance to achieve (DESIRE END GOAL).

*It's time to **take action NOW!** Not tomorrow... **NOW!***

*Start building your online business today and **secure the future** you've always dreamed of.*

(This copy highlights the benefits of building an automated online business that generates passive income and provides more freedom using **GAIN, LOGIC & FEAR!**)

It offers a proven system to help the reader succeed faster in a rapidly evolving market.

The urgency is created by emphasizing limited availability (*only 10 spots*) and warns that delaying action could lead to missed opportunities and regret.

The copy taps into the reader's desire for success and freedom (**GAIN**), presents a solution (**LOGIC**), and creates urgency & scarcity to encourage quick action (**FEAR**.)

Think of ways you can leverage this copy framework for your niche and offer and you'll automatically increase buyers action!

#15: Tap Into The Feeling of Guilt - Then Turn Into a Positive!

This copy framework is only advisable if you have an offer that can genuinely help people.

Here we are creating the feeling of guilt by twisting the knife on their problems.

Then turning that negative energy into a positive feeling state to get leads and prospects to take the action you need them to take, in order for them to move forward towards achieving the end-goal they desire!

Copywriting Example:

*"Are you feeling **overwhelmed, frustrated** and **guilty** about not pursuing your dreams?*

Every day you wait, is another day you'll never get back.

*In essence its **TIME WASTED!***

Days turn into weeks, weeks turn into months and months turn into years!

Before you know it... you are 5 years down the line and you are no closer to the goal you set out to achieve to begin with.

Tell me... are you struggling with...

[BIG PROBLEM #1]

[BIG PROBLEM #2]

[BIG PROBLEM #3]

Without the help, support and guidance from an expert, you're always going to be struggling and failing.

It's time to break free from those feelings and take back control of your life.

Our method [U.M/M or OFFER NAME] empowers you to overcome obstacles and achieve your full potential WITHOUT [BIG PROBLEM]

*Start your journey to a more fulfilling life of **FREEDOM** today >>"*

(The copy framework is powerful!

It addresses the emotional pain of not making progress by getting the prospect to feel a sense of guilt, *[which is only ethical if you truly have a positive solution for them]*

It then offers a real solution and invites the reader to take action to regain control and achieve their dreams, which moves them into a positive vibrational frequency, when they take the action, you want them to take!

AWESOME WORK! 😊

Let's quickly RECAP the...

15 EMOTIONAL TRIGGERS THAT CAUSE A BUYING FRENZY!

#1: Tap Into Personal Deep Desires! (e.g. *Paint a Picture of Freedom & Security*)

#2: Address Doubts, Worries & Uncertainty! (*Provide Reassurance*)

#3: Demonstrate Value Via *Sharing How Your Offer + U.M/M... Focuses On Quantifiable Outcomes While Tying In Emotional Benefits!*

#4: Build Trust & Get Buyers To Take Action Via a Guarantee! (*Demonstrate Credibility and Transparency*) > Think Pre-Eminence!

#5: Create a Sense of Belonging Via Differentiation!

#6: Leverage Unconscious Societal Programming & **Influence + Educate** To Shift Internal Belief Constructs!

#7: Provide Instant Irresistible Offer Gratification! (*Show Immediate Value*)

#8: Emphasize Exclusivity! (*Create a Sense of Urgency and Scarcity*)

#9: Appeal To A Rising Trend!

#10: Lack of Time – **FAST TRACK Results!**

#11: Show **Love** & Nurture Relationships!

#12: Appeal To Greed!

#13: Build Hope & Abundance

#14: Fear (**FOMO - Fear of Missing Out**) Using G-L-F Copy Framework!

#15: Tap Into The Feeling of Guilt - Then Turn Into a Positive!

You can use these emotional triggers + copywriting frameworks when writing emails, ads, social media posts, sales pages, V.S.L's & webinars!

Now let's move onto the...

10 Stealth Copywriting Methodologies For Client Brain Infiltration

Before we dive into this section of the training... you should take into consideration of your **market consciousness & sophistication** levels.

Higher Market Awareness = Client Brain Infiltration Strategies Less Effective

Lower Market Awareness = Client Brain Infiltration Strategies More Effective

But I am going to share them with you anyways so you can become aware of them. 😊

1. Commands

In your marketing you can use something called commands to increase action.

This directs the lead, prospect or customer what to do subconsciously.

If you've been reading my emails, you'll notice that I make certain words **bold**, *italic* or underlined.

These words are usually **feelings**, **actions** or **important points** that you want your subscribers and prospects to take or fully understand.

For example:

“*When you are ready to buy that now.*”

The subconscious reads... you are ready to buy that now.

“*By now, you are ready to buy now”*

The subconscious reads **buy now**

*“As you fill out the form with your name, email and watch the video on the next page you will feel compelled to **book your FREE Client Magnet Strategy Call immediately**”*

The subconscious mind reads... **book your FREE Client Magnet Strategy Call immediately**”

When you underline, italic and bold words it commands the subconscious to **take action**.

2. Hypnotic Leading

These are **obvious statements that must be true** so you're getting people to say **yes** subconsciously.

Copywriting Example:

As you are watching the video... hearing my voice (YES), reading the words on this page, (YES) your subconscious mind is easily becoming aware of how badly you want access to the Client Acquisition Accelerator. (YES)

*So, it makes sense that you need this **client getting system**, so you can grow your profits right now? (YES) Wouldn't you agree? (YES)*

3. Future Pacing

We've mentioned future pacing in this module & previous modules briefly!

However, this method is getting the prospect to feel the **PAIN** of not taking action or the **PLEASURE** of taking action after they receive the result your offer can help give them.

So, in essence, you are getting your prospects to think into the future and getting them to **IMAGINE** what life will be like after they buy your product or service offer.

You'll want them to feel and get them to experience in their own minds what their future and their family's life will be like.

Here you'll want to tap into the prospects **emotions** and get them to understand that they will stay stuck if they don't take action now.

This is a really powerful copywriting technique that you can use in your marketing, ads, sales pages and emails.

From my experience people will take action to move away from pain rather than towards pleasure so...

Ask them...

“What changes in the next 12 months if you don’t take action now?”

Same PROBLEMS!

Same bills, same credit card debts, same struggling business, same mediocre life... surviving instead of thriving!

Imagine what life will be like when you get started with the Client Acquisition Accelerator and you’re getting qualified booked appointments, a consistent flow of serious high-ticket clients making...

...\$10,000, \$50,000 or \$100,000+ per month?

How would that change yours & your FAMILIES life?”

Here you’ll want to **tap into the prospects emotions** and get them to understand that they will stay stuck if they don’t take action now.

4. Priming - The Use of By Now & “BUY NOW!”

This only works for selling low ticket offers priced \$7 - \$197. When you say **By Now** and **Buy Now** the subconscious mind cannot tell the difference so you can sprinkle this throughout your marketing.

Then you can switch to **buy now** toward the end of your marketing & sales material when you want your prospect to take action and buy one of your products.

It usually takes around 14 to 17 times within a sales page to increase conversions providing you have an **IRRESISTIBLE OFFER** in place, that I taught you exactly how to create step-by-step inside module #2!

Copywriting Example:

*“By now you may be starting to get a little excited to **buy now**”*

By now you are salivating with the thought of getting 100+ targeted leads per day with Facebook & Instagram DM ads in your online business.

*By now you have already made the decision to **BUY NOW!**”*

5. The Mind Can’t Distinguish a Negative

With this technique you'll want to be really careful with your words here; by using **double negatives** so you can **insert commands**.

Copywriting Example:

But you better hurry!

This webinar is going to give you the most proven...

“How To Sell Formula WITHOUT Wasting Time & Energy On Non-Serious Leads That Can't Afford Your Offer”

You can't make the decision to not register.

As you can see, I am telling them they CAN'T do something and have underlined certain command words in that message to get them to take action.

The subconscious mind reads **make the decision** & **register** in the sentence!

6. The Ninja YES Strategy / Trial Closes

We talked about this inside module #4 when we went through the **7-Figure High-Ticket Sales Secrets** together.

But if you have access to this coaching program, you either bought it through a VSL webinar or over the phone.

As I was presenting the Client Acquisition Accelerator course + coaching program to you, I was constantly getting you to say “**yes**” either **verbally** or **subconsciously**.

So, when you're presenting your products and services in your marketing or sales processes, you'll want to get your prospects to say “yes” over and over again as well.

When you get your leads, prospects and customers to say yes over and over again it subconsciously gets them to take action and buy now, when you go into the close because their mind is already conditioned into being in “**yes mode**.”

You can do this by getting them to agree with you, by adding in the following short sentences at the end of a longer sentence or paragraph when explaining key concepts.

Example:

Does that make sense?

Is that correct?

Do you see how that works?

Would you agree?

That's awesome, right?

Isn't that cool?

Can you see yourself doing _____?

The subconscious mind answers yes if you have done a good job explaining the previous concept!

7. Mind Hooks – Brain Stimuli – Getting Clients To Realize The Big Problem(s)

The right side of the brain cannot distinguish certain concepts. So, we can tap into prospects subconscious mind, and we can **show them the pain of not taking action.**

This is where you can tap into the deep pain of your target market and twist the knife, but only do this if your product / service offer can provide the solution to their problem and help them get the result they are looking for.

If you promote a bad product and apply the copywriting strategies, I'm teaching you here it's very unethical.

So, I'm assuming if you're learning this time-tested information, you're a good person and you want to do good in the world by helping people.

You need to make your core client avatar understand and get them to realise how badly they need to make a change right now by tapping into their emotions.

Copywriting Example:

"As you watch this video, think about all the positive effects that the Client Acquisition Accelerator will have on the future of your coaching, consulting or course creation business and your life?"

The further you get into this training program when you've set your system up... you'll be astonished how your problems start magically going away like melting ice cream on a blazing hot summer's day!

How would it feel to make \$10,000 - \$100,000+ per month and not have the worry of mortgage payments, car payments, debts and bills ever again?

Imagine not having the stress of the daily grind, while being a slave to your alarm clock... where you're able to provide a better life of more Time, Location & Financial FREEDOM for yourself and your family?

If you keep doing what you've previously done by struggling with traffic, lead generation, qualified appointment booking, sales conversion and client acquisition, you'll get the same results and stay STUCK in the same place as you are right now... 12 months from now!

So, click here right now and get started today >>

8. Replace I With "YOU" / "YOUR"

When you are writing your daily emails replace the I's with **YOU** or **YOUR** so it's more personal to your reader.

Remember it's all about your prospect so when you talk about them it's easier to influence and persuade them. Here's an example from one of my emails I wrote years ago...

Hey,

hows it going?

Would you like some help building your online business?

I've just recently launched my brand new TV Channel

You can check out the past 3 episode I shot to help you make more money online.

I've been online for 5+ years now and made multiple tens of thousands of dollars via the internet and helped many of my students succeed as well. So I want to pay it forward and help you too.

If you've read [my story](#) you would know that for the first 12 months of my online marketing journey I made ZERO dollars. I don't want you to go through the same struggle.

I am genuinely here to help you. So watch the previous episodes and soak up the value I'm sharing with you. Because a lot of the information I will be sharing is secrets I've had to pay thousands of dollars for from my \$30 million mentor.

9. Use "WE" & "TOGETHER" vs "I"

In your marketing and promotions, you'll also want your leads & prospect to understand that you are both working and partnering together as a team.

Copywriting Example:

We are going to uncover the hidden strategies vs I am going to uncover the hidden strategies.

Let's dive deeper into [SPECIFIC TOPIC]... together

This shows your target market that you are working on their side and on a subconscious level you're becoming a team together, by helping them on a journey / adventure to get them their end-desired result.

Your prospects don't like to be talked at, they like to be talked with so using the word "we" is a primary example of how to do this.

However, sometimes you do have to be a bit more direct to get your point across so make sure you have the right balance in your copy!

10. Explain What To FEEL With Psychological Triggers.

Like I've mentioned before... the best way to infiltrate the subconscious mind of your leads, prospects, customers & clients so you can influence them is through **stories** and **questions**.

Stories and questions are the most powerful way to shift the mind of your prospects.

You'll want to explain to your readers what they are **feeling** with your words and **psychological triggers** that get them to actually start FEELING in a specific way, so they take action.

**ACTION DOES NOT HAPPEN IF YOU DO NOT
TRIGGER THE CORRECT EMOTIONAL
FEELINGS!**

Always remember that!

Now, I mentioned this before that people only buy based on emotions and back it up with logic, so you must demonstrate certain emotions you want them to feel through a story.

If you don't have a compelling enough story about yourself, you can tell a story about someone else that your product offer has benefited.

Examples of **PSYCHOLOGICAL TRIGGER** sentences you can add into your stories:

PAIN TRIGGER EXAMPLE

*“I know what it feels like to be **LOST IN LIFE**, in **DEBT** and **STRUGGLING** in the matrix of a 9-5 job **SLAVING** away for my boss!*

*Back then I was **struggling** with building my business...*

Nothing seemed to work!

Maybe you have been in a similar situation before... where you invested into high ticket systems, courses and programs and not had the support you need to succeed or get the results that you desire...

...Which resulted in you...

- **Working harder than you really need to... while wasting time, energy and money!**
- **Struggling to get TRAFFIC & LEADS that convert!**
- **Frustrated with the small amount of LEADS you are getting onto your email list!**
- **Finding it difficult to book strategy calls with serious clients that have money to invest**
- **Infuriated with the lack of HIGH-TICKET SALES from those dead-beat leads!**
- **Going mad because your current clients are lazy and are not willing to do the work!**
- **And deep down... disgusted with yourself from the lack of CASH FLOW flowing into your business bank account every single month, even though you're putting so much effort in, trying to grow your business!"**

Can you relate?"

PLEASURE TRIGGER EXAMPLES

*“As you hear the sound of my voice you are beginning to feel a sense of **SECURITY.**”*

*“As you read this letter you are starting to feel **EXCITED** at the possibility of getting **CLIENTS ON DEMAND** with my proven acquisition system!*

*“When you learn this underground strategy, you'll know what it feels like to **become FREE!**”*

The better you master these copywriting strategies for client brain infiltration, the better you'll subconsciously use them in your daily email writing and marketing materials as you advance so we will quickly recap them...

1. Commands

2. Hypnotic Leading

3. Future Pacing

4. Priming - The Use of By Now & "BUY NOW!"

5. The Mind Can't Distinguish a Negative

6. The Ninja YES Strategy / Trial Closes

7. Mind Hooks – Brain Stimuli – Getting Clients To Realize The Big Problem(s)

8. Replace I With "YOU" / "YOUR"

9. Use "WE" vs I

10. Explain What To FEEL With Psychological Triggers.

FANTASTIC 😊... moving onto...

 **Proven Linguistic Language Patterns To Increase 'Buyer Intent Funnel Actions' & Conversions!**

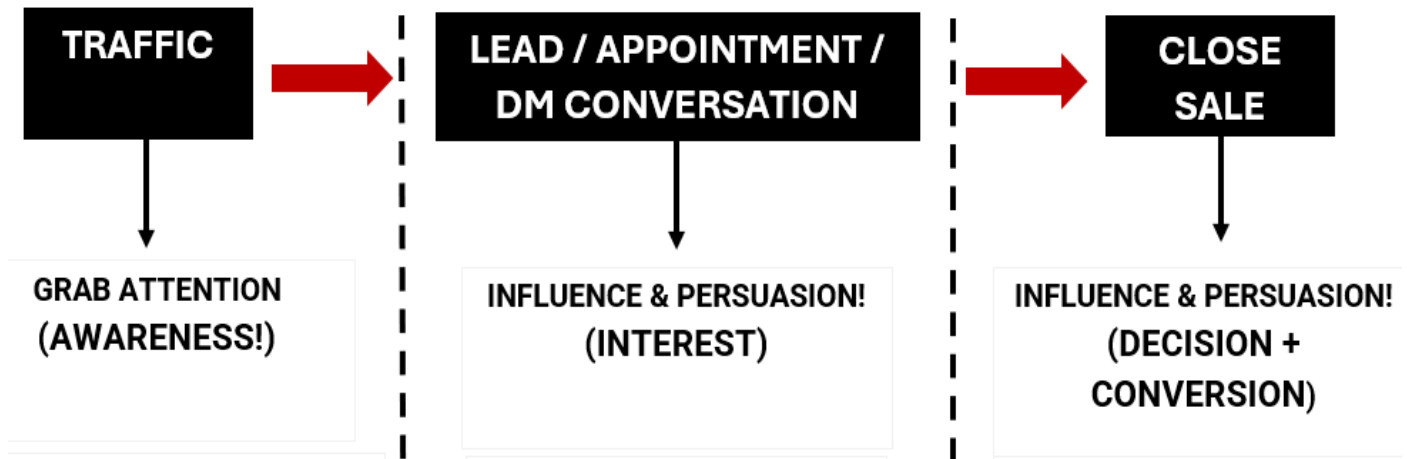
If you follow what I have previously taught you inside this module in relation to the...

✓ **Mass Influence Framework & The 6 Psychological Triggers of Influence!**

✓ Emotional Triggers That Cause a Buying Frenzy + Proven Copy Language Patterns You Can Model!

✓ The 10 Stealth Copywriting Methodologies For Client Brain Infiltration!

You will naturally **INCREASE ACTION** throughout your funnel in relation to the 3 stages that we went over which are:



We will be diving deeper into this framework during this last section of the Ethical Influence & Persuasion Mastery training, so you can understand the language patterns needed to **convert cold traffic into cash!** (Which is the **holy grail** of online marketing)

Now... **Buyer Intent Funnel Actions** is understanding **HOW** to communicate to your audience at each stage in relation to the “copy” and the “call to actions”, so you can move traffic along the 3 stages into clients, by getting people to take action resulting in closing sales (**CONVERSION!**)

If you add in the power of the **E.B.M PRE-FRAME** with **strategical content** to build **RAPPORT**, that we went through together... you will f&*king dominate your niche and potentially make more money than you know what to do with!

This last section of the **Ethical Stealth Influence & Persuasion Mastery** training is going to take your persuasion ability to the **NEXT LEVEL!**

It’s split into 3 components:

A) Deeply Understanding Conscious, Subconscious & Unconscious Action Phenomenon!

B) Cognitive Bias Inflection Points I Learnt From a \$200M Entrepreneur!

C) Deep Mind Linguistic Language Patterns! (**ADVANCE 3 STAGE ACTION THESIS**)

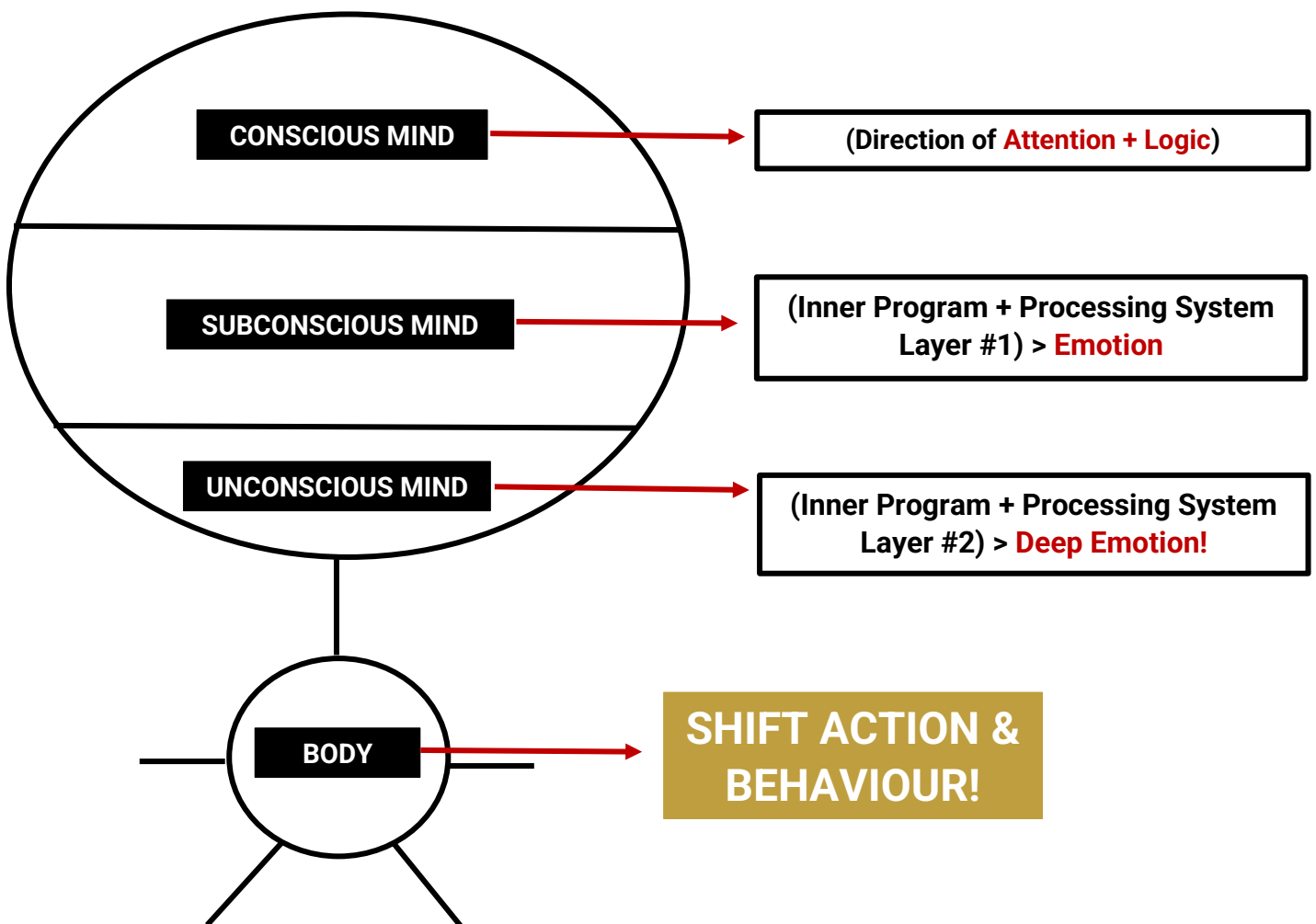
This is **ADVANCED** stuff... but let's dive deeper together:

A) Deeply Understanding Conscious, Subconscious & Unconscious Action Phenomenon!

(Tapping Into The Inner Process Map of Your Core Client Avatar To Genuinely Help Them Move Forward In Their Business & Their Lives!)

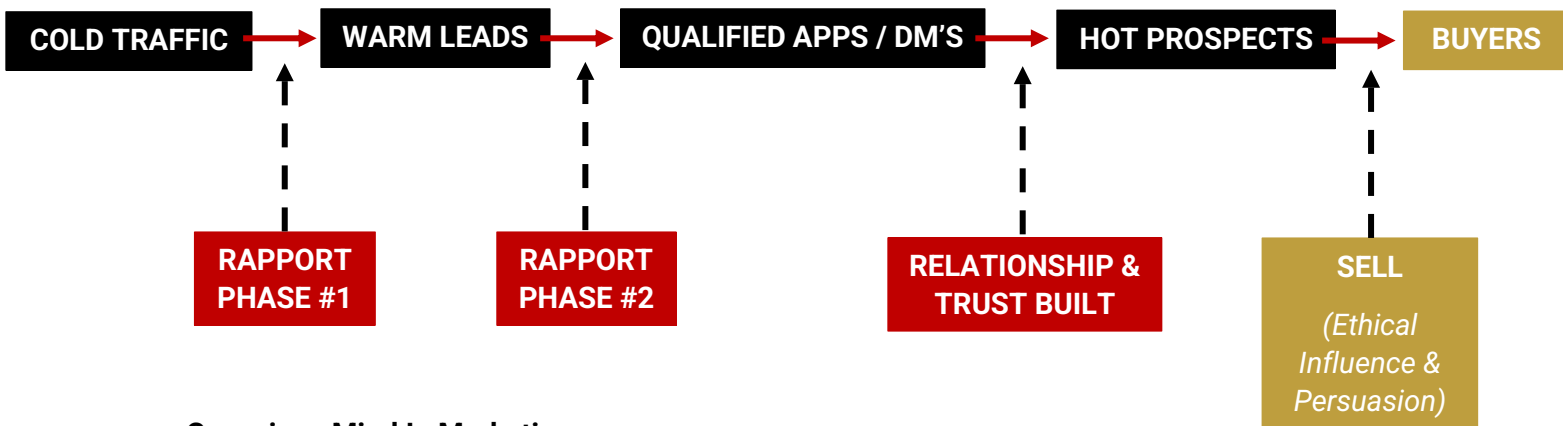
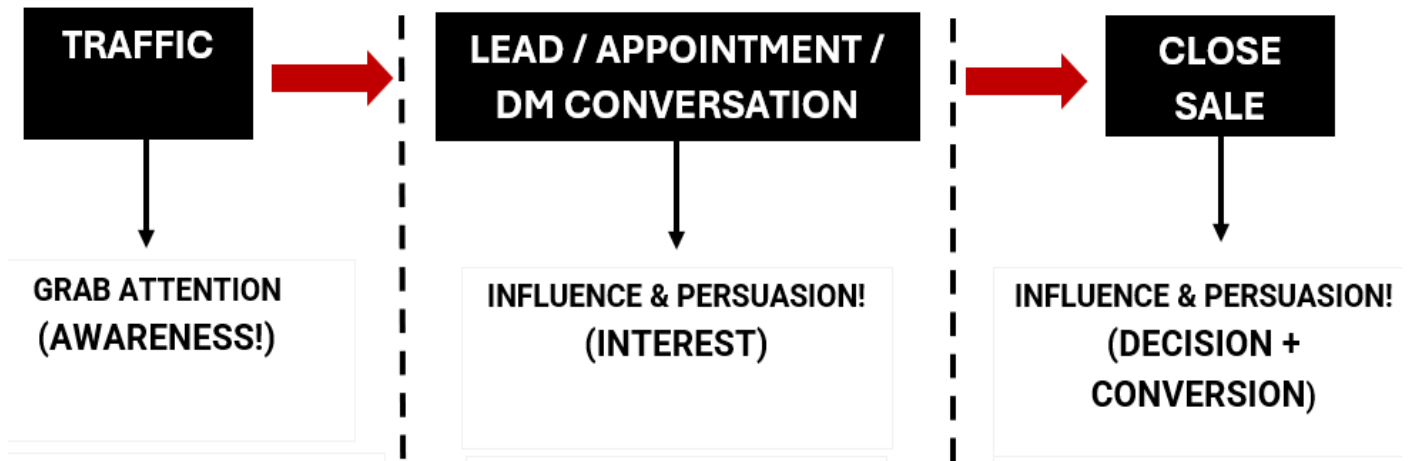
We've already established inside module #3 of C.A.A that there are 3 key areas of the mind:

- **Conscious Mind (Direction of **Attention + Logic**)**
- **Subconscious Mind (Inner Program + Processing System Layer #1) > **Emotion****
- **Unconscious Mind (Inner Program + Processing System Layer #2) > **Deep Emotion!****



In copywriting + ethical influence & persuasion we must target all 3 areas at the right time by using specific **LANGUAGE PATTERNS** to move...

- **COLD TRAFFIC**, into >>>
- **WARM LEADS**, into >>>
- **QUALIFIED APPOINTMENTS / DM CONVERSATIONS**, into >>>
- **HOT PROSPECTS**, and finally into >>>
- **BUYERS = CUSTOMERS & CLIENTS!**



Conscious Mind In Marketing:

The conscious mind is responsible for **logic** and **reasoning**, its key in decision-making but still influenced by biases like anchoring, framing, and confirmation bias.

Persuasion tactics target this by presenting

- ✓ **Logical Arguments** (*PROOF & DATA*)
- ✓ **Relatable Messaging** (*GRABS ATTENTION*)
- ✓ **Emotional Appeals** (*HOOKS THEM IN & CAUSES ACTION*)

The conscious mind is **ANALYTICAL** and can be swayed by **repetition, credibility**, and **alignment** with your core client avatars personal **desires!**

One of the first things we must accomplish as copywriters is to instantly increase...

CREDIBILITY

within your core clients minds...

You want your audience to think...

“Yes, This Person Is The Real Deal!”

You do this by having the following components:

- ✓ **Positive Photographs** (*Behind The Scenes Lifestyle Imagery*)
- ✓ **Videos** (*Proof + Lifestyle*)
- ✓ **Case Studies**
- ✓ **Screenshots**
- ✓ **Results & Proof** (*You + Clients*)
- ✓ **Graphs Sharing Specific Data**
- ✓ **Technical Knowledge**
- ✓ **Authority By Association** (*I'll share a case study in the next module (7-FIGURE FUNNELS) on how I was able to attract a £102M entrepreneur into my C.A.L.V.O application funnel (This is an example of authority by association)*)

When you apply this within your niche, the conscious mind of your core client avatar is instantly hooked in, making you a credible source which creates **CURIOSITY!**

CREDIBILITY > CURIOSITY!

Cold traffic / leads automatically think:

“How Can I Learn From This EXPERT?”

...or if they are **instant hyperactive buyers** they think...

“How Can I Buy or Work With This EXPERT?”

However, the conscious mind has limitations like cognitive load, strong emotional response, and decision fatigue, which can lead to reliance on subconscious & unconscious shortcuts.

Subconscious Mind In Marketing:

This part of the mind operates just below the level of **conscious awareness**.

It handles things like memory, past experiences, learned behaviours, and strong emotions.

A lot of your habitual actions, like driving, using your phone or typing on your laptop are managed by the subconscious.

Copywriting and marketing influence the subconscious mind by using strong emotional **triggers, repetition**, and **cognitive biases** like commands, priming, social proof, and scarcity + urgency.

Tactics such as:

- ✓ **Strong Emotions** (*Positive or Negative*)
- ✓ **Storytelling**
- ✓ **Questions &**
- ✓ **Imagery**

... bypass logical thinking, evoking feelings like joy, fear, pain, excitement or desire etc.

Unconscious Mind In Marketing:

This is the part of the mind that's deeper and more hidden. It includes repressed memories, instincts, and suppressed feelings.

Marketing influences the unconscious mind through techniques like:

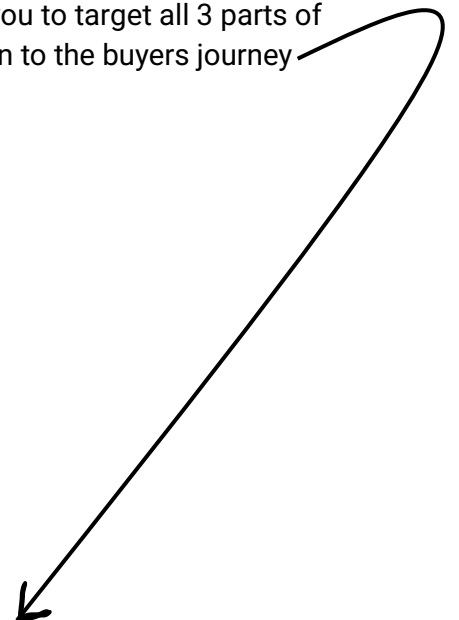
- ✓ **Subliminal Wording & Messaging,**
- ✓ **Positive Symbolism + Graphics**
- ✓ **Colour Psychology...**

...which trigger **automatic emotional responses**.

These tactics tap into deep-seated emotional instincts to influence decisions at a deeper level.

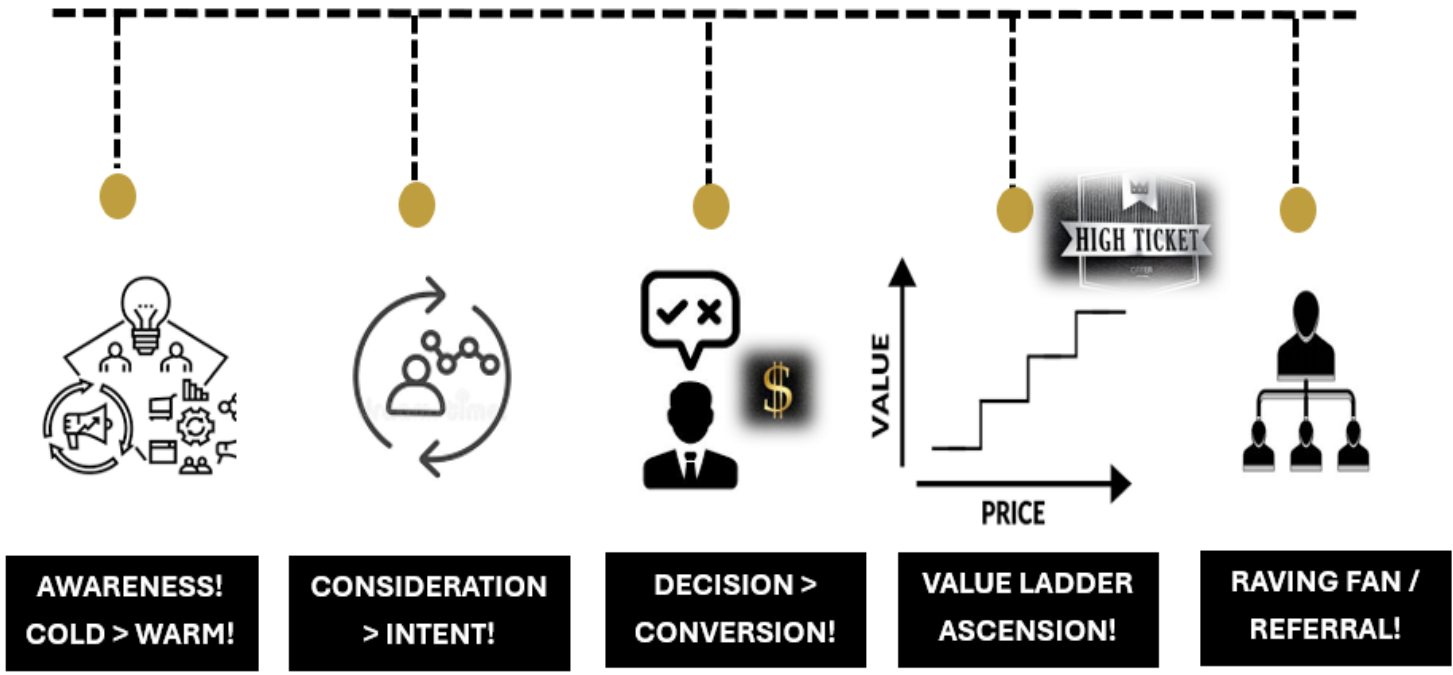
All 3 parts of the mind of your prospect influences behaviour... in ways some people are not aware of, unless there on a higher level of awareness.

So, as you advance in your business & marketing journey, I advise you to target all 3 parts of your core client avatars mind to propel and initiate action, in relation to the buyers journey that we went through during the E.B.M strategical content module!





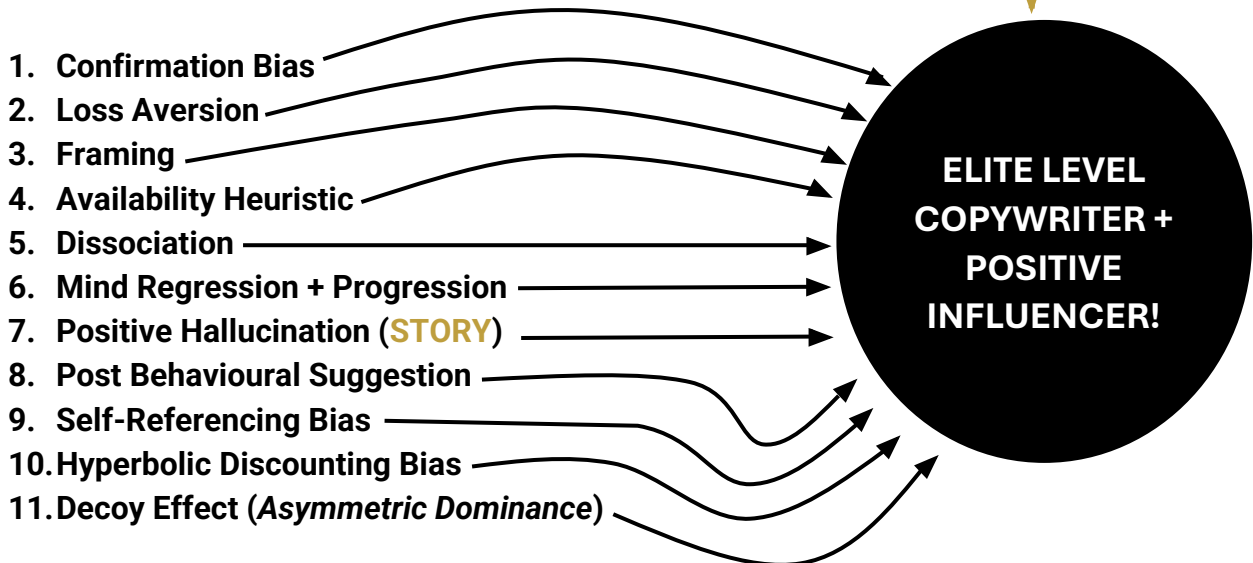
Customer / Client Buyers Journey



B) Cognitive Bias Inflection Points I Learnt From a \$200M Entrepreneur!

Here's 11 Unconscious Biases & Phenomena + How They Work In Persuasion To Get Your Audience To **Take Action!**

I'm also going to share **copywriting examples & frameworks** with you so you can understand & internalise them to help you become an...



WARNING – Remember, you must have an **AMAZING OFFER** that can genuinely help people for this to be ethical.

Let's dive deeper... so you can **BECOME AN ELITE LEVEL COPYWRITER & ethically influence** your leads to take action and buy now!

- **Confirmation Bias:**

As humans we are hardwired to seek out information that **confirms** what we already believe.

If someone subtly feeds you information that aligns with your existing views, it can be more persuasive without you even realizing why.

This is why it's crucial to shift you leads and prospects belief construct within your marketing, because as time elapses... their belief in terms of what's possible increases as you follow up with them!

When this happens peoples confirmation bias naturally kicks in which increases funnel actions, moving traffic through the '**buyers journey**', creating an effortless sale!

- **Loss Aversion:**

The brain is more sensitive to losses than gains.

People are more **motivated to avoid losing something** than to gain something, which is why persuasive messages focus on what might be lost if they don't act.

Loss Aversion Copywriting Example:

“DO NOT MISS OUT!

*I'm only taking on 5 more clients, then the price is going up to \$\$\$\$ because my other students have been getting some **INSANE RESULTS!**”*

As soon as we raise the price, doors are closed at the current pricing.

Take action now or lose out! >>”

Another copywriting loss aversion example is:

*“You have 2 **OPTIONS:***

***OPTION #1** is to go at it alone and continue to struggle with the same [**BIG PROBLEMS**], while losing out on all the extra [**BIG BENEFIT** e.g. profit] you could have made if you got started!*

OPTION #2 is to partner with me today and get the **[BIG BENEFIT(S)] + [POSITIVE EMOTION]**

Click Here Now To Book Your **FREE [RESULTS DRIVEN]** Follow Up Call
>>

- **Framing:**

The way information is **presented** can affect how it's **perceived**.

For example, "**90% fat-free**" sounds better than "**contains 10% fat**," even though they're the same thing.

The brain unconsciously accepts the first, more appealing frame.

Think of ways you can frame your offer & messaging so its perceived in a more positive way by your audience.

Framing Copywriting Example: (For Selling An Online Course)

Instead of saying,

"This course costs \$\$\$\$!"

You **frame** the investment as a great **value proposition** & the benefits over a specific time period.

*"Imagine gaining the **HIGH-INCOME SKILLS**, so you can massively boost your **PROFIT** over the next 90 days - 12 months!"*

The Client Acquisition Accelerator program + our AI AGENT FREE module...

*...you'll gain practical strategies that could help you generate **50-100+ qualified appointments per month** and a consistent flow of **high-ticket clients** for your specific offer...*

...saving you years of trial and error!

*Don't miss out on this amazing opportunity to **FAST TRACK** your growth!*

In 3-12 months from now, you'll be thanking yourself for taking action and moving forward now!

- **Availability Heuristic**

People tend to overestimate the likelihood of something based on how easily they can recall examples of the thing... e.g. (**YOU, YOUR OFFER, YOUR COMPANY / VISION**)

Highlighting recent customer & client success stories or frequently seen ads, emails and content can make a product seem more popular & reliable in the minds of your core client avatar that you are targeting.

Availability Heuristic is why it's CRUCIAL to **FOLLOW UP!**

If you're consistently on your target markets minds, by grabbing their **ATTENTION** with free E.B.M value content and positively influencing and persuading them with your D.R.M sales material assets...

...eventually they crumble and buy, due to **periodic pressure conditions** in relation to **RECIPROCITY!**

Some people will buy straight away, while others need more time!

When you consistently show up online with FREE VALUE & PROOF (*Availability Heuristic*) they start to know like and trust you which makes selling effortless. Make sense? 😊 Great!

- **Dissociation**

Dissociation in copywriting is like future pacing which we talked about.

It involves **creating a mental shift**, where you get your core client avatar to detach from their current situation and get them to imagine a **DIFFERENT SCENARIO**.

This technique taps into positive or negative emotions which motivates action, by shifting their **IMAGINATION** to anything you wish to direct their attention to.

Dissociation COPY TEMPLATE =

Imagine [NEW & DIFFERENT SCENARIO]

How would that make you [FEEL?]

Dissociation Negative Copy Example > Turn Into a Positive:

“Imagine 6-12 months into the future...

You're continuing to do what you have previously been doing to grow your business, that's not getting you the results that you deeply desire!

Your business is most likely going to be in disarray.

Struggling to get [BIG BENEFITS X 3]

Or worse, you'll end up quitting like the 97% that don't have and apply the secret knowledge to succeed!

How's that going to make you FEEL?

If you want some personal help from an EXPERT.

That's helped clients, make multi-millions...

Click here now... book your FREE strategy session and I will share the 5 steps we used to scale profits rapidly >>

Dissociation Positive Copy Example

Imagine what life will be like when you've finally achieved [BIG END-RESULT / BIG BENEFIT]

How's that going to make you FEEL?

In fact, I'll just share how I felt, when I first achieved [RESULT]

[QUICK STORY + EMOTIONAL FEELINGS]

[CTA] = I'm giving away FREE ACCESS to my brand new [LEAD MAGNET NAME e.g. PHONE CONSULT / VIDEO TRAINING / PDF]

Private Message Me or Reply Back To This Email If You Want It For FREE... To Help You Achieve [BIG END-RESULT]

- **Mind Regression + Mind Progression**

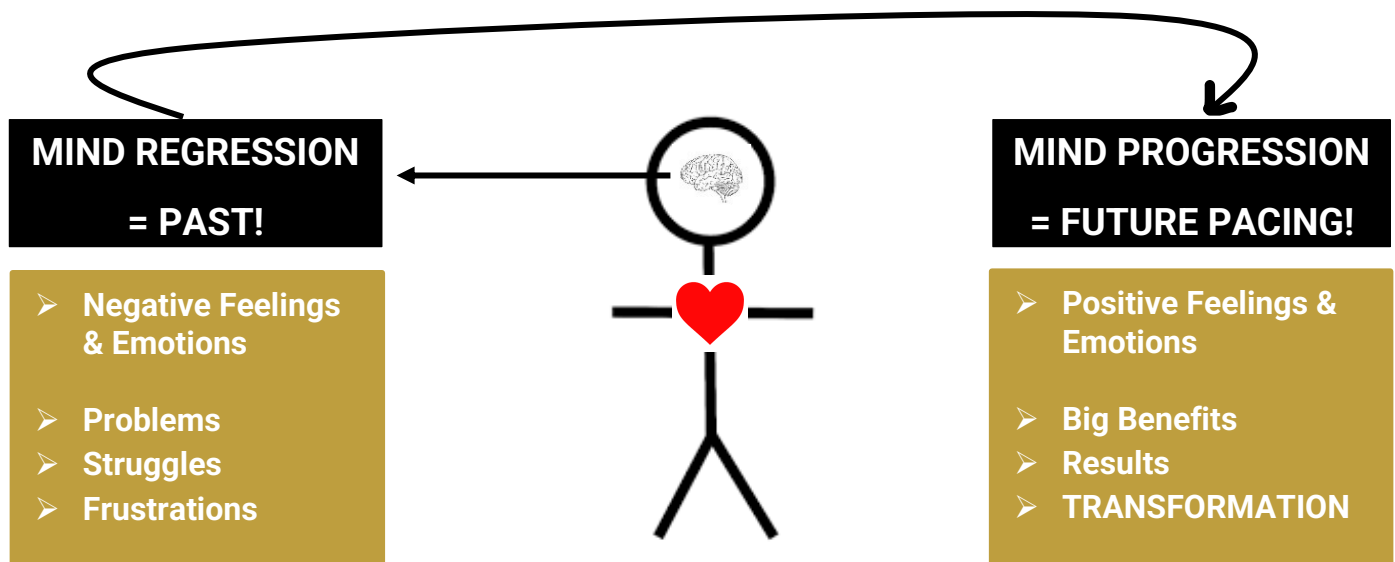
Mind Regression in copywriting is similar to **dissociation**, which we just went over **TOGETHER!** 😊

It taps into **past emotions**, problems & struggles, making readers **feel** that the product offer + the U.M/M (*Unique Mechanism / Method*) is the ultimate solution to unresolved issues, which motivates action.

You'll then transition into...

Mind Progression...

Which focuses on helping readers **envision a better future**, highlighting how the product offer / U.M/M can TRANSFORM their life, by appealing to their deepest desires & emotions.



You can also use **mind regression** by bringing your readers back to the past to a **positive experience**, instead of a negative experience and then leverage **mind progression**, by bringing their imagination to the future with a different positive experience.

Here's an example of how to do this

*“Can you remember back to the past when you bought your **[MATERIAL THING]** e.g. dream car, home etc?”*

It was a positive experience, which made you feel excited after your investment, right?

*You'll feel the same way when you invest in **(OFFER NAME)** because **[BIG BENEFITS]**”*

*Not only that... it will help **TRANSFORM** your business / life and you'll finally be making progress, instead of staying **STUCK & FRUSTRATED!***

Message me back if you're interested. 😊”

(This copy framework uses positive mind regression as opposed to negative mind regression and then uses positive mind progression, while sharing the big benefits of your offer.)

- **Positive Hallucination (STORY)**

Positive Hallucination in copywriting helps customers vividly imagine the ideal experience with the product or service offer, making it feel essential for achieving that vision.

Storytelling amplifies this by creating emotional narratives that position the product as the key to transformation, inspiring customers to take action.

Use the **STORY FRAMEWORK** I previously gave you inside this module to leverage positive hallucination in your copywriting.

You can use this framework for **ANY TOPIC** you choose to write a quick story about within your marketing.

To recap... here of the key parts:

PART 1 - The Authority Based Character Backstory = High Emotional Drama!

PART 2 - Your Deep Desires + End-Result!

PART 3 - The Problems / Struggles You Faced On Your Journey!

PART 4 - The Big Light Bulb Moment > The New Way To Get The End Result!

PART 5 - The Action Plan – Introduce Your Irresistible Offer!

(Quick Note: when marketing and writing daily stories, this doesn't have to be your paid offer. It all depends what temperature your traffic / leads are at on the buyers journey.)

If its cold traffic – give away a free lead magnet... if it's a warm lead give away a free strategy call. If it's a hot prospect SELL your paid offer within your story.)

PART 6 – Dive Into The PAIN + The Number #1 BIG PROBLEM That Stopped You From Achieving The End Result! Introduce The U.M/M! (Unique Mechanism / Method) (Think Faster, Easier & Better etc!)

PART 7 – Show How The Story Character Achieved The End Result – Stack The Offer BENEFITS!

PART 8 - The New Self Identity Transformation! (What did it allow you to do? Example: More FREEDOM + Become a Better Person That Helps Others!)

- **Post Behavioural Suggestion**

Post Behavioural Suggestion in copywriting subtly encourages future actions.

For this to be effective you need to have **RAPPORT** & the **RELATIONSHIP** built with your audience.

By framing the product offer as part of a natural next step, it taps into the customer's mindset, making them more likely to follow through.

This technique works by planting the **idea** of positive **future behaviour**, increasing the likelihood of **POSITIVE FUNNEL ACTION**.

Post Behavioural Suggestion Copywriting Example:

When you **get started** and **you're on the inside** of the [OFFER NAME]

Here's what's going to happen...

You'll get access to the best [SPECIFIC NICHE] education on planet earth, so you can 10X your results **WITHOUT** wasting years of your life trying to figure this stuff out on your own.

We'll then hop on a personal onboarding call, where you'll get to talk to me 1:1 and I'll craft you a **CUSTOMIZED PLAN** based off my [EXPERIENCE + RESULTS + YEARS IN NICHE]

You'll also get your login details to access the core curriculum members area.

As soon as you're inside...the first step is to **watch the welcome video**...

Where we will figure out your **BIGGEST BOTTLENECK**, holding you back from getting to the next level in your journey towards... [END-RESULT]

You'll then go through the specific module to solve [BIG PROBLEM] and we're going to fix it together as **FAST as possible!**

Before you know it... you'll be getting [BIG BENEFIT + POSITIVE EMOTIONS]

Imagine what life will be like when you've achieved [END-RESULT]

What would it allow you to do?

Maybe you'll [BIG EMOTIONAL BENEFIT OF THE BENFIT]

- **Self-Referencing Bias**

People are more likely to make decisions based on how they **perceive** the product or service offer will impact their **SELF IDENTITY**.

Marketing that appeals to **personal values, goals, or lifestyles** can have a dramatic sub-conscious + unconscious effect in terms of getting leads & prospects to take action.

Self-Referencing Bias Copywriting Examples:

"[OFFER NAME / UM/M] *helps you achieve your dream body*"

or

"[OFFER NAME / UM/M] *helps you get your ex back*"

or

"*The Client Acquisition Accelerator will help you become the BEST VERSION OF YOURSELF so you can grow your profits!*"

or

"*You're the kind of person who's always pushing for more—more success, more growth & more impact.*

+

better health, better relationships & stacks of cash so you can FEEL secure & FREE!

Am I right? YES, Sam! 😊 Great!

This program is made for someone just like you.

*Take the next step right now and join others who are already **transforming** their businesses & their lives.*

It's time to invest in the future you've always dreamed, desired and deep down ...you KNOW you deserve!"

(**Self-Referencing Bias** can make your offer feel more aligned with who they are or who they want to be in the future!

Leverage it in your marketing and you'll start to create some form of **POLARITY** with your audience, which alienates the non-buyers.)

We will talk about polarity inside this module soon, as it's a powerful marketing / copywriting strategy I advise you to leverage!

- **Hyperbolic Discounting Bias**

People tend to favour smaller, immediate rewards over larger, delayed ones.

Depending on if you are selling low ticket, mid ticket or high ticket offers.

With low – mid ticket buyers you can tap into instant gratification, (*Something I teach you NOT to operate like during module #3!*)

A limited-time discount or a free gift with purchase, appeals to this bias by pushing the consumer to act right away rather than wait for a better offer.

With high-ticket buyers its different, as they are usually more **longer-term thinkers**.

For example: a client that invest \$5,000 - \$100,000 understands they may not see an ROI for 90 days – 6 - 12+ months.

They have more conscious awareness...

...they're way better to work with and they **DO THE WORK REQUIRED** because when you PAY...

YOU PAY ATTENTION & YOU TAKE MASSIVE ACTION BECAUSE YOU WANT TO MAKE AN R.O.I (Return On Investment!)

(When You Invest In Yourself It Forces You To Take Action!)

Let me share a quick story with you.

1 year after I started online, after making ZERO DOLLARS!

*I saw an ad... it captured my **attention**.*

*I clicked the **ad**.*

*It took me to a **L.C.P = Lead Capture Page**, giving away a **FREE GIFT (LEAD MAGNET = Video + FREE Results Driven Phone Consult)**.*

*I entered my email address. On the next page was an **explainer video...** (aka – **V.S.L – Video Sales Letter**)*

*At the end of the video there was a CTA (**Call To Action**) to book a free call.*

I booked the call!

On the call I received so much value & I purchased an offer.

Time went by...

And because of their amazing free value (**E.B.M STRATEGICAL CONTENT + FOLLOW UP**) I booked another follow up call.

On the call a guy, who ironically was also called Sam, invited me to join a high-level coaching program.

It was a high figure sum.

For me at the time, it was a huge number!

In fact, it was more than I had in cash in my bank account.

But I had a bit of room on one of my credit cards.

I remember FEELING... super nervous & anxious.

Maybe, you've been in a similar situation?

But I **made the decision to buy!**

That decision was one of the BEST decisions I've ever made in my f%&king life!

Looking back if I had not made that decision over 7+ years ago... along with all the years of being in the trenches, figuring this stuff out, testing, experimenting, trying different things after that decision.

...IF I HAD INSTANT GRATIFICATION THINKING, I WOULD HAVE QUIT, MANY...MANY YEARS AGO!

But through all the trial and error, **I CONTINUED!**

Because I was emotionally and financially invested!

Would I have become the man to (**CREATE**) C.A.A for you, if I didn't make that initial buying decision all those years ago!!?

Who knows?

You can make your own mind up? 😊

(Now, with high-ticket buyers that have money to invest... you can entice them with MASTERY BONUSES = Add On's that are **SUPER VALUABLE THAT SAVES THEM TIME, ENERGY & MONEY** because that's what they deeply care about! This is another example of using the hyperbolic discounting bias)

- **Decoy Effect (Asymmetric Dominance)**

This last subconscious / unconscious phenomenon is more related to when selling over the phone.

When a consumer is presented with a third, less attractive option (**the "decoy"**), it makes one of the other two options seem more attractive.

For example, offering a "premium" high ticket offer priced at \$30k - \$100,000, next to a lower ticket course offer of \$2k makes the middle-priced product offer of \$5k appear to offer the best value.

This obviously depends on your niche and the true value that you can provide!

Awesome, that's the cognitive biases completed. Now I'm going to...

Distill Marketing, Copywriting & Stealth Influence Down, To Its Core Components Using First Based Principles Thinking!

In essence, **stealth influence** uses conscious mind to **DIRECT ATTENTION** & the unconscious and subconscious aspects of the brain to shape decisions by tapping into **EMOTION**, often without people even realizing it (*depending on awareness levels*).

Once this process has taken place... the conscious mind will leap back into the driving seat to **LOGICALLY** determine if the '**sales argument**' provides more **BENEFIT**... in relation to moving forward and taking action (aka BUY YOUR OFFER) as opposed to not taking action and staying stuck.

If the value of the **M.D.I.O (IRRESISTIBLE OFFER)** in relation to the **INFINITE VALUE FORMULA**, that I taught you inside module #2, outweighs the price

....and the sales argument backs it up with copy that ethically influences & persuades + you add in real proof with your results and clients results.

You Will Convert Sales!

The subtle triggers, emotional appeals, and cognitive biases are all working below the surface to **advance the sale** as time elapses. Which is done via your follow up process, that

we will talk about together during advanced module #9! This module... #7 (Copywriting)... being the first advanced module! 😊

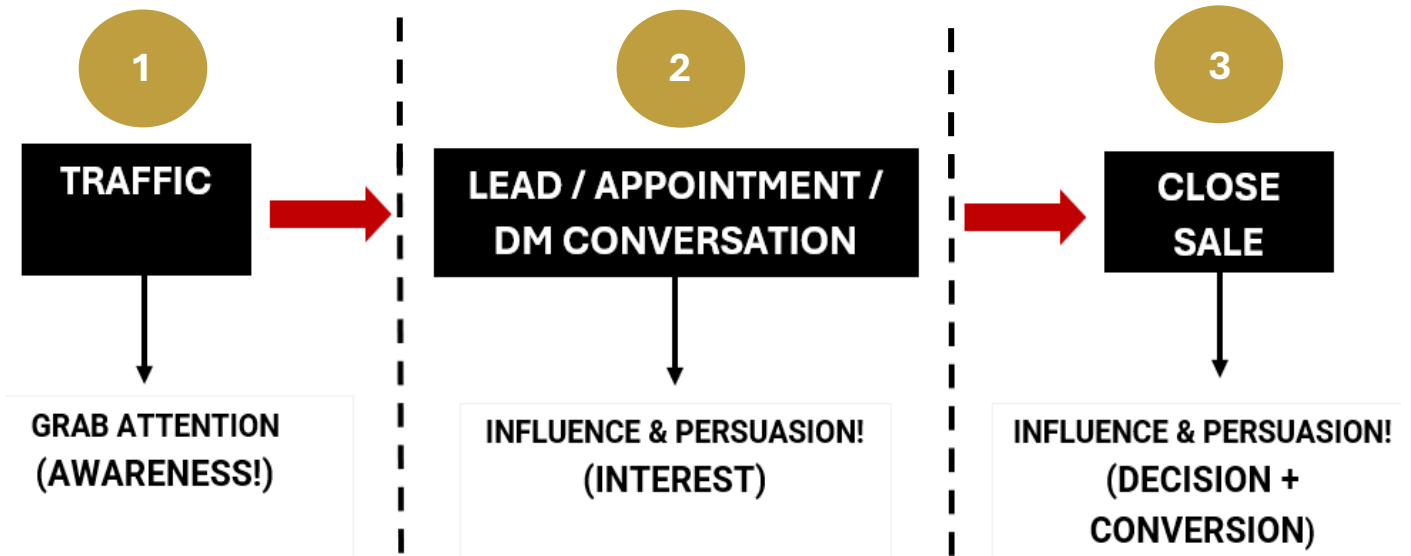
Let's move onto the last component of the **Proven Linguistic Language Patterns To Increase 'Buyer Intent Funnel Actions' & Conversions!**



C) Deep Mind Linguistic Language Patterns! (ADVANCE 3 STAGE ACTION THESIS)



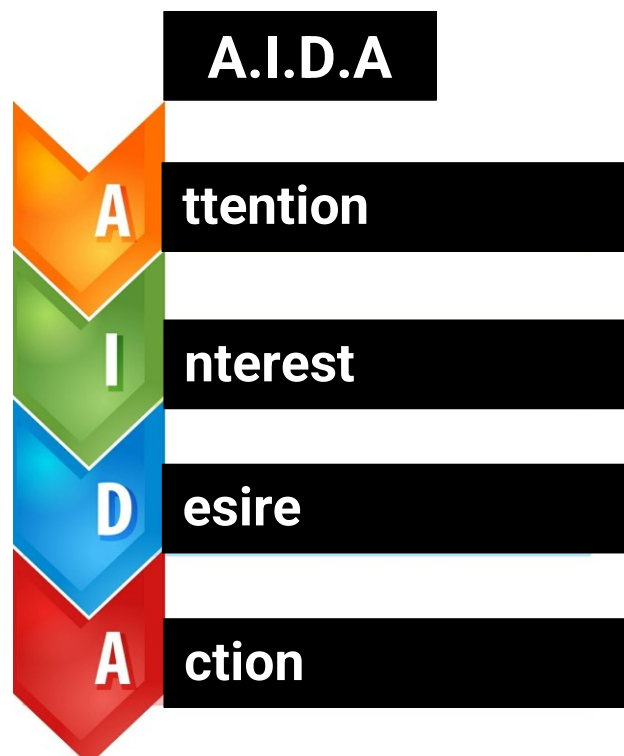
Now I'm going to share **PROVEN FRAMEWORKS** with you to convert traffic, leads and sales by moving potential buyers through each of the 3 stages.



STAGE #1 - TRAFFIC (GRAB ATTENTION > AWARENESS!)

QUICK REMINDER: You only need 1% of your traffic to flow through these 3 stages and BUY to become a millionaire! The first framework in relation to the 3 stages is an **AD** that grabs **attention** and gets the traffic (*people*) to click and go over to your lead capture page or your appointment booking page, which we will set up in the next module.

The first framework is known as...



With this traffic framework your **ONLY GOAL** is to get the **CLICK** and nothing else.

The lead capture page will then convert a % of that traffic into a **LEAD** that goes onto your email autoresponder, so you can follow up.

Or if you are sending your traffic directly to book an **APPOINTMENT** with you via a V.S.L, then that page is designed to get qualified appointments booked on your calendar directly from the ad. (We will talk more about this in the funnels module = Module #8)

Here's the **Million Dollar A.I.D.A Traffic / Ad Framework #1:**

ATTENTION = HEADLINE

ATTENTION [NICHE CLIENT AVATAR(S)]

Are You Sick & Tired of Struggling With... [3 X BIG PROBLEMS]

[BIG PROBLEM #1]

[BIG PROBLEM #2]

[BIG PROBLEM #3]

INTEREST

Imagine what life / business will be like when... [3X BIG BENEFITS + BIG EMOTIONAL BENEFIT]

[BIG BENEFIT #1]

[BIG BENEFIT #2]

[BIG BENEFIT #3]

[BIG EMOTIONAL BENEFIT]

DESIRE

After achieving [END-RESULT] I felt [STRONG POSITIVE EMOTIONS]

I've since gone on to help a bunch of students...

But don't take my word for it!

Here's...

[CLIENT TESTIMONIAL / RESULT #1]

[CLIENT TESTIMONIAL / RESULT #2]

[CLIENT TESTIMONIAL / RESULT #3]

You'll be able to see real proof of real people just like you, who have achieved some AMAZING RESULTS when you click the link below and go to the next page!

ACTION = CTA

If you want to FAST TRACK your results WITHOUT struggle, failure and frustration!

I've created a FREE [LEAD MAGNET NAME e.g. Phone Consult, PDF, Book, Video, Case Study, Webinar etc] that walks you through the 5-steps ROAD-MAP so you can [BIG BENEFITS]

Click The Learn More Button Below Right Now & Get Instant Access

Million Dollar Story Ad Framework #2:

- 1) **Grab ATTENTION.** (You can also do this by asking a QUESTION)
- 2) **Provide a BIG BENEFIT!**
- 3) **Tell an interesting STORY** (Make them feel the emotional pains & desires)
- 4) **Provide a strong CTA (CALL TO ACTION!)**

ATTENTION

>

BIG BENEFIT

>

STORY

>

CTA

As you can see in the ad screenshot below by Robert Kyiosaki. He starts by using the word FREE which is one of the most powerful copywriting words that grabs attention.

Everybody loves getting something valuable for free. Remember, when giving away a free lead magnet it should be something your core client avatar would be willing to pay money for!

He then states the benefit of getting his book by saying "5 Steps To Starting An Online Business". Notice he is using a number? Specific numbers are really powerful to use in your copywriting.

After that he goes into a short story to relate to his audience and then he finishes with a call to action and a link.

7-Figure Short Form Ad Break Down Example #1

The image shows a Facebook advertisement for a free book by Robert Kiyosaki. The ad is annotated with arrows pointing to various elements, which are labeled in black boxes on the right:

- PROVIDE A BIG BENEFIT**: Points to the headline "FREE Book - 5 Steps To Starting an Online Business".
- QUICK STORY**: Points to the main text "When I started my FIRST business decades ago, I had to invest \$100,000 minimum. Becoming an Entrepreneur was hard and risky back then. Well, not anymore! Today, we have the Internet!".
- CTA (CALL TO ACTION)**: Points to the text "FREE Book: <http://meadia.co/uwqtkYv...> See More".
- CTA (CALL TO ACTION)**: Points to the "Download" button at the bottom right of the ad.

The ad content includes a video thumbnail with the text "5 Steps To Becoming A Successful Entrepreneur..." and "FREE BOOK (DOWNLOAD NOW!)". Below the video, the text reads: "FREE Book - Generating Wealth Using The Internet... Becoming an Entrepreneur is the TRUE path to Wealth. When I started, we had to invest \$100,000 or more, today, thanks to the Internet - The entire game has changed!". At the bottom, it says "RICHADADREPORT.COM" and "114 Comments 650 Shares 3.5K".

7-Figure Long Form Ad Break Down Example #2

- 1) Grab **ATTENTION**. (You can also do this by asking a **QUESTION**)
- 2) Provide a **BIG BENEFIT!**
- 3) Tell an interesting **STORY** (Make them feel the emotional pains & desires)
- 4) Provide **Value & Share Features**
- 5) Provide a strong **CTA (CALL TO ACTION!)**

ATTENTION

>

BIG BENEFIT

>

STORY

>

VALUE

>

CTA



Frank Kern

Sponsored - €

...

Having a prospect tell you "I can't afford it" is the worst, isn't it? 🙄😞

Wouldn't it be great if you ONLY talked to prospects that could actually pay you? 💰💰💰

It's totally doable.

The "trick" is in two 🤞 things:

1. Create a system for attracting prospects with money. (This is usually a quick fix with what you're saying in your marketing).

2. Create a "filter" that keeps broke prospects from actually getting to you.

If you'd like know how to do this (and automate most of it), you need my book - "How To Get Consulting Clients Fast ...Even If Nobody's Ever Heard Of You"

I wrote it because I went from going door to door for business ...to creating a seven-figure consulting practice ...WITHOUT ever "chasing" prospects, cold calling, or any of that stuff we all hate.

Here are some things you'll learn when you read it:

- ➡ Five ways to get prospects eager to buy...Page 53
- ➡ Can you really get clients in the next 14 days?...Page 48
- ➡ How to get in front of prospects who can afford you...Page 45
- ➡ The NEW approach to generating leads and subscribers...Page 50
- ➡ This 7-Step approach to get your prospects to come to you...Page 52
- ➡ How traditional internet marketing can actually send you to the poorhouse...Page 27
- ➡ The 1 service you should offer before anything else...Page 13

This book is only 68 pages 📖 but it is PACKED with valuable content on every single page.

This is a limited time offer, so get your copy now, here:

<https://www.frankkernmarketing.com/consulting-clients/>



QUESTION TO GRAB ATTENTION

PROVIDE A BIG BENEFIT

STORY

VALUE & FEATURES

CTA (CALL TO ACTION)

STAGE #2 – LEAD / APPOINTMENT / DM CONVERSATION (INTEREST)

To convert leads on your list into qualified appointments or DM conversations there are 2 main ways I advise you to do this. The first way is via a **V.S.L (Video Sales Letter)** I'm going to share the **FILL IN THE BLANK V.S.L FRAMEWORK** with you in the next module.

The other way that works great to book appointments, is by sending an email to your list or sending the following messaging framework as a DM (*Direct Message*) to your social media audience.

(If you don't want to do sales call's I'm also going to share an **OFFER DOC FORMULA** in the next module that one of my partners used to make 6-Figures in 90 days *WITHOUT* sales calls.) However, the following messaging copy will help you book appointments so you can sell via the phone & the DM's!)

EMAIL COPY / DM (*DIRECT MESSAGE*) FRAMEWORK:

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

Reply back to this message and let me know?"

MESSAGING COPY EXAMPLE:

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

Reply back to this message and let me know?"

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

"Hey [NAME]... did you get my message? 😊"

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

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

[CLIENT #2 NAME] achieved [RESULT]

[CLIENT #3 NAME] got this [RESULT]

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

This works best if you have a targeted audience size of 5,000 people or more on your email list or social media list.

With email you can blast this out every 2-4 weeks and if you're targeting your traffic correctly you will get replies. You'll then book them on a strategy call, provide some free value & close them into a sale.

With DM's you can send it manually via Facebook, Instagram or LinkedIn or get A.I software or V.A / Appointment Setter to do it for you.

STAGE #3 – CLOSE SALE (DECISION + CONVERSION)

- You now have traffic coming in from FRAMEWORK #1 turning into leads on your email list. Or direct from the ad to booking an appointment with you!
- You have qualified appointments getting booked on your calendar via FRAMEWORK #2
- Now its time to CLOSE THE SALE!

Here you just have to edit & follow the sales script for your niche & offer that I gave you access to, during module #4 (**7-FIGURE HIGH TICKET SALES SECRETS**) to convert & close them into a sale of your M.D.I.O (*Irresistible Offer*)

During this section I'll share 2 proven sales closing frameworks with you:

The first framework is a sales close you can use when selling over the phone or the DM's known as...

THE SCALE CLOSE FRAMEWORK:

In the "scale" close technique we are going to use a very powerful method that switches the sales psychology onto the lead by getting them to rate your offer on a scale of 1 – 10...

...with 1 being this isn't for them and 10 being this might be what they are currently looking for to help them achieve their income goals / end goal.

The Scale Close Example – After You've Presented Your Offer While Focusing On The Prospects Big Problem:

{ So "NAME" ...On a scale of 1 – 10 with 1 being this isn't for you and 10 being this might be what you are looking for; to help you achieve your [DESIRED END-GOAL] so you can live a life of more FREEDOM, where would you rate yourself right now?

If they answer 7 or above, ask...

{ "Cool... why such a high rating?"

The potential client **is now selling themselves** and telling you all the BENEFITS of your own OFFER, so when you ask for the sale using the partnership / commitment close I taught in module 4 it becomes an easy sell!

The 2nd sales closing framework... you can use on the phone, DM's and inside your copywriting sales material (e.g. V.S.L = Video Sales Letter), (W.S.L = Written Sales Letter) or (Webinar)

This is known as the...

OPPORTUNITY COST CLOSE FRAMEWORK

This is a really powerful "sales close" using a special psychology hack called FUTURE PACING that we've talked about in this module!

By applying this you'll get the potential customer / client on the phone or in the DM's to truly understand the real cost of NOT joining your coaching program / buying your offer!

You'll want to make them think into the future by painting a picture of what life could be like if they buy your offer / get your coaching compared to a life of struggle, heartache, frustration and money worries if they stay stuck in their current situation and do not buy now!

The Opportunity Cost Close Example:

So "NAME" ... I really want you to think about something called OPPORTUNITY COST!

What's the real cost of NOT doing this right now?

Is this program expensive, sure... because you get what you pay for!

And when you pay... you pay ATTENTION, take massive action and get the RESULTS that you desire!

Yes... you're gonna get way more targeted leads,

Yes... you're gonna book way more qualified appointments.

Yes... you're gonna convert way more customers & clients in to high-ticket sales &

Yes... you're gonna make A LOT more money and SCALE your business compared to the cost to join, but do you know what's better than all of that?

The FREEDOM that this will give you so you can spend more time with your family and loved ones and the positive knock-on effect that it will have on...

Your Life!

Your Success!

Your Confidence!

Your Profits & Income!

Your Impact!

Your Health! &

Your Relationships!

But here's the thing...

...this doesn't even compare to the cost of you not joining & going through this coaching program.

If I can help you get just 1 or 2 high-ticket clients

(Which is easily possible...

When I first opened my coaching program I made \$100k with ZERO PAID ADS in rapid time and helped my Clients make \$3.4M because what we teach just simply works)...

...then those two high ticket sales that I will help you make... completely pays for the cost to join and then the rest is pure profits for decades to come!

And what about in 1 year, 3 years 5 years or even 10 years into the future?

Even if you follow my training and mess all this up and only make \$100,000 in your first 12 months, wouldn't that be worth the investment into yourself by of joining my coaching program today?

Of course it would!

X that by 3 years and that's \$300,000 in lost revenue!

X that by 5 years and that's \$500,000 in lost revenue!

The cost of you NOT joining today is exponentially more than the money you are paying! PERIOD!

The cost of you not joining right now to solve your problems and get the things you deeply desire, is absolutely MASSIVE compared to getting started inside my coaching program right now... when you look back at the end of your life.

Does that make sense?

You also have access to all the...

MASTERY STORY TELLING SALES **CLOSING STRATEGIES**

+ TRIAL CLOSES!



...at this link below... Click the link below to access the PDF and scroll down to access the **sales closing** language patterns:

https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5fd4722a9_ObjectionsSalesClosingScript.pdf

FANTASTIC WORK! 😊

Moving onto the...

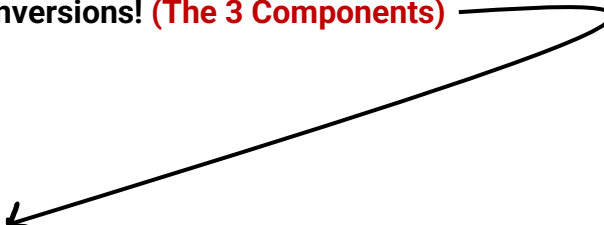
Ethical Stealth Influence & Persuasion CONCLUSION

We've covered a lot here.

It took me over 7 years to master this stuff and some of it is advanced knowledge. So don't worry if some of it went over your head. The key is to refer back to it when & if you need to.

Here's a quick **RECAP** on what we've covered...

- 🔑 Introduction: Stealth Influence + Audience Building = PROFITS
- 🔑 Mass Influence Framework & The 6 Psychological Triggers of Influence!
- 🔑 The Power of The E.B.M Pre-Frame & The D.R.M Sales Material (*Funnel Action Propeller!*)
- 🔑 Simple Techniques To Write Like You Talk, Gain More Influence & Print CASH From Your Laptop... Leveraging The A-L-L Concept!
- 🔑 Emotional Triggers That Cause a Buying Frenzy + Proven Copy Language Patterns You Can Model!
- 🔑 10 Stealth Copywriting Methodologies For Client Brain Infiltration!
- 🔑 Proven Linguistic Language Patterns To Increase 'Buyer Intent Funnel Actions' & Conversions! (**The 3 Components**)

- 
- A) Deeply Understanding Conscious, Subconscious & Unconscious **Action Phenomenon!**
 - B) Cognitive Bias Inflection Points I Learnt From a **\$200M Entrepreneur!**
 - C) Deep Mind Linguistic Language Patterns! (**ADVANCE 3 STAGE ACTION THESIS**)

Whenever you write copy, refer back to the frameworks & language patterns to help you. 😊

If you ever get stuck, keep things SIMPLE & follow this proven...

🔑 Fast Track Copywriting Framework

- 1) **HEADLINE** – This needs to grab attention and generate intrigue / curiosity while sharing a BIG BENEFIT & / or targeting a BIG PROBLEM! (*Think how it relates to the BMI = BIG MARKETING IDEA!*)
- 2) **BODY COPY** – Must engage, intrigue and create curiosity and desire (*Get them to read the rest of your copy via a story & / or intellectually interesting value & insights + bullet points that provide benefits to support the BMI*)

3) **CTA (Call To Action)** - Command an action and tell your prospects exactly what you want them to do!

(e.g. click here now to book your free call or enter your email address to get the free gift or buy product xyz now!)

You are going to be using this fast-track copywriting framework in your lead capture page, sales page, V.S.L page and ads so make sure you refer back to it.

You can also use it for email copy and social media post copy!

Next we're going to dive into this copywriting framework in more detail and properly develop your marketing message together.

7-Figure Headline Framework – Nailing Your...

MARKETING MESSAGE!

During this section I am going to give you **3 FRAMEWORKS** to create your marketing message. All 3 frameworks work effectively.

The **KEY** here is to think back to your **BMI (Big Marketing Idea!)**

Remember everything within your marketing, including your marketing message should be built around the **ONE BELIEF** you need your leads and prospects to believe in order to buy.

Framework 1 & 2 is super simple!

The 3rd framework is more advanced as it incorporates the **U.M/M (Unique Mechanism / Method)**

In the headline you want to target **ONE BIG SPECIFIC PAIN / PROBLEM** & build **DEEP DESIRE** in the minds of your prospects, to help them move them away from the pain they are in and towards pleasure.

Desire cannot be created but it can be built up and then channelled correctly.

Your headline must...

- 1) **Grab Attention**
- 2) **Build Curiosity**
- 3) **Share a BIG BENEFIT &**
- 4) **Target a BIG PROBLEM**

MARKETING MESSAGE FRAMEWORK #1:

**How To (Insert BIG DESIRE / BENEFIT _____) WITHOUT
(Insert BIG PAIN / PROBLEM _____)**

Example: Make Money Online Industry...

*How To Build a FREEDOM Lifestyle Online Business &
Travel The World WITHOUT Spending Hours Stuck Behind
Your Computer Screen!*

Example: Coaching, Consulting & Course Creation Industry...

*How To Book 50-100+ Qualified Appointments & Get a
Consistent Flow of High-Ticket Clients WITHOUT Posting
Content & Wasting Time On Social Media All Day!*

Example: Health, Fitness & Weight Loss Industry...

*How To Lose Fat & Build Muscle WITHOUT Training Like A
Pro Athlete & Dieting!*

Example: Dating & Relationships Industry...

*How To Get The Girl of Your Dreams WITHOUT Wasting
Time On Dating Apps & Getting Rejected!*

MARKETING MESSAGE FRAMEWORK #2:

“I Help (Specific Niche Client Avatar) ... Achieve (Specific END-RESULT) In (Time Period) WITHOUT (BIG PROBLEM!)”

Example: Make Money Online Industry...

I Help High-Ticket Affiliate Marketers Achieve FREEDOM From An Online Business In 6 Months WITHOUT Wasting Money On Traffic That Doesn't Convert!

Example: Health, Fitness & Weight Loss Industry...

I Help Busy CEO's Achieve Build Muscle In 90 Days WITHOUT Training Like A Pro Athlete!

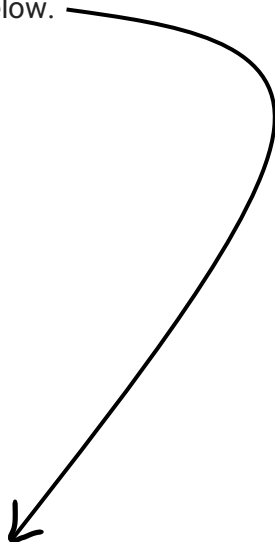


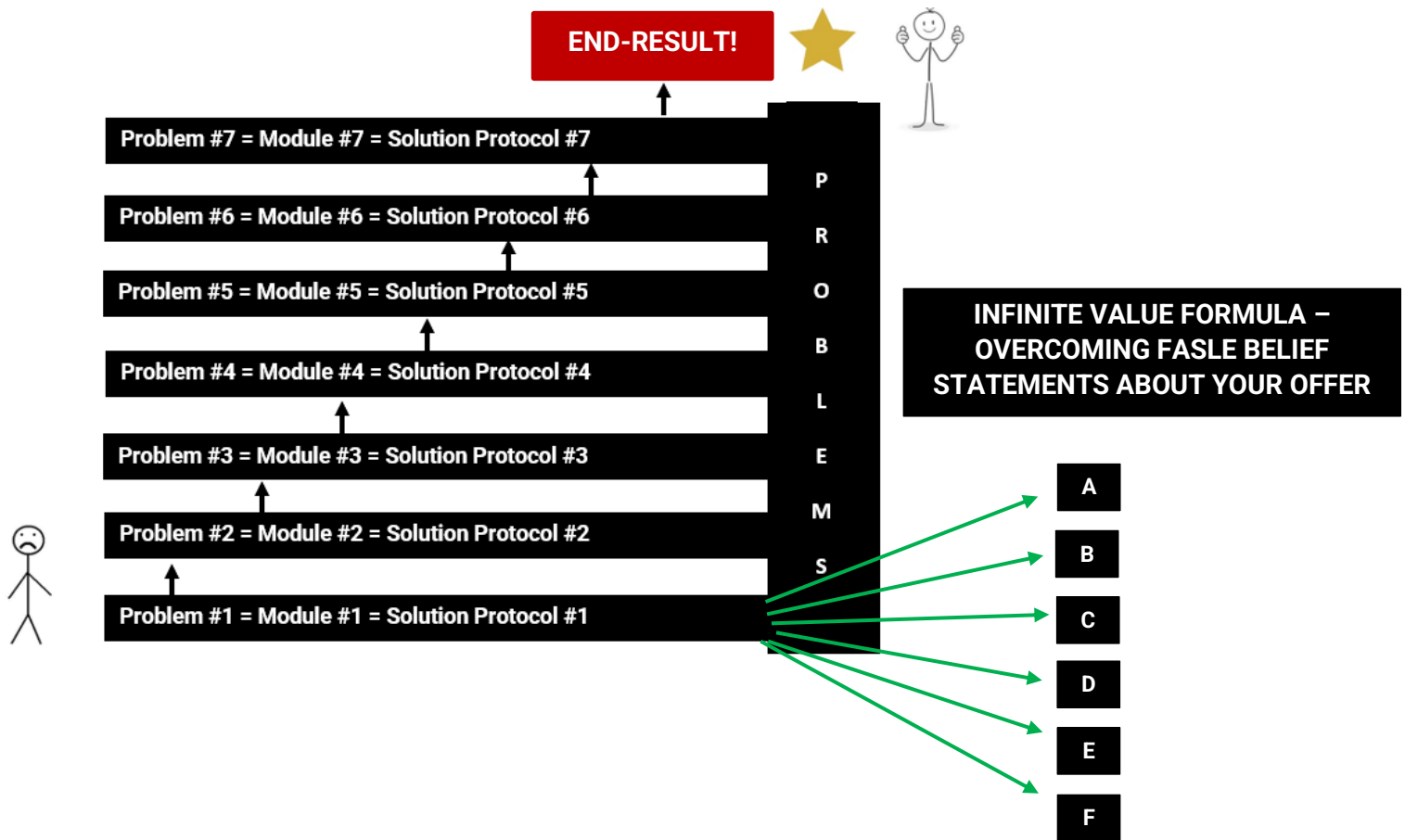
MARKETING MESSAGE FRAMEWORK #3 + SUB HEADLINE: (ADVANCED)

During module #2 (*Engineering Your Million Dollar Irresistible Offer*) you should have completed the following exercise to figure out the problems your target market is suffering with...

...so you can convert the problems into solution sets for your offer.

As shown in the diagram below.





During this action step, you should have figured out the **BIG PROBLEM** that we will use in your marketing message!

Then you should have listed all 7+ problems that's stopping clients get the end-result and turned them into solution protocols!

And you should have listed 1-3 problem / solution statements for each of the problems + the big problem giving you a total of 8-24 written problem / solution statements in this example.

1 BIG PROBLEM

(Use In Marketing Message)

7 PROBLEMS +

7 SOLUTIONS

**8-24 PROBLEM / SOLUTION
STATEMENTS USING THE
INFINITE VALUE FORMULA**

Next, we will take all of this detailed information and research from your offer marketing thesis, and we will calculate the **MARKETING MESSAGE** that we will use on...

...the lead capture page + V.S.L., to attract leads towards you and get qualified calls booked on your calendar or DM conversations that convert into sales!

Here's the **ADVANCED MARKETING THESIS EQUATION** to work this out...

$$(E.R + U.M - B.P + S.N.C.A + (2X B) + P = \text{ATTENTION ECONOMY})$$

- **E.R** = END-RESULT!
- **U.M** = UNIQUE MECHANISM! *(Optional)*
- **B.P** = BIG PROBLEM!
- **S.N.C.A** = SPECIFIC NICHE CLIENT AVATAR(S)!
- **2X B** = 2 X BENEFITS!
- **P** = PROOF!

Here's an example from one of my C.A.A program sales pages of the marketing thesis equation in action...

DISCOVER How To SCALE Your Online Business FAST Leveraging The C.A.L.V.O Method WITHOUT Wasting Time, Energy & Money On Hope Marketing!

Specifically For Coaches, Consultants, Info-Product Creators, Online Business Owners, Agency Owners & CEO's That Want To Book 100+ Qualified APPOINTMENTS Per Month & Get a Consistent Flow Of High-Ticket CLIENTS!

Will You Be My Next 6/7-Figure Success Story?

PERSONAL DAILY, WEEKLY & MONTHLY INCOME PROOF

7-Figure Body Framework

Now I'm going to show you an example of one of my previous lead capture pages that I used when I was in the high-ticket affiliate marketing niche, which **converted like crazy** so you can get some ideas flowing + we will be focusing in on the body copy.

Lead Capture Page = 1 page website that is specifically designed to give away a free gift [LEAD MAGNET] in return for contact information (name, email, phone number etc)

(The more information you ask for, the lower your lead capture page conversion rate, but the higher quality lead you will get onto your email list)

At the start you'll be giving away a free RESULTS DRIVEN strategy call and V.S.L video positioned as the LEAD MAGNET!

As you grow your business, you can then have the option to build out a lead magnet funnel or an I.C.C low-ticket buyers funnel which builds your buyers list rapidly.

Your **body framework** should **support** and give the **benefits** in relation to your **headline / marketing message...** that is at the top of the page which we just went through.

As you can see in the example below, you'll want to use curiosity-based **POWER WORDS!**

DISCOVER How I Made My First **\$10,000** In A Single Month **WITHOUT** Wasting Money On Low Quality Traffic That Doesn't Convert!

**BODY COPY #1
SUB HEADLINE**

The 7-Steps Method On How This Proven Affiliate System Cranked Out \$50 Million Dollars In The Last Year Alone & How You Can Copy My **FREEDOM LIFESTYLE Formula For FREE!**

**BODY COPY #2
BULLET POINTS**

- Discover.....
- How To Leverage The Hidden Sales Funnel Formula And Generate **\$10,000 To \$100,000+ Per Month In Fast Automated Income...**
 - How To Send Fast **Targeted Buyers Traffic** To Any Offer And Understand The Mechanics Of Traffic...
 - Learn The **Secret Conversion Hacking Methods** That No Other Marketers Know About That Bring In Humongous Sales Even While You Sleep...



YES! SEND ME THE FREE EBOOK! »

We are going to get into **power words** in a moment during this module, but power words are going to influence and persuade your traffic and get them excited about what's on the next page.

This influences them to give you their contact details to receive the free gift.

You can also use **social proof** and **testimonials** on the L.C.P, which is really powerful because one of the 6 psychological triggers of influence is social proof.

In your body copy you'll want to focus on the pain points of your target market and what they are suffering with. You can then provide the solution in bullet point format, positioned as **benefits that support the BMI + HEADLINE!**

Your body frame work can also use **scarcity and urgency** which again, is part of the 6 psychological triggers of influence. (*Only do this when there is actually a limited number*)

Diving Deeper Into Magic Bullets So You Can Increase Sales Conversion %!

As you can see from the picture of one of my previous lead capture pages below that we split tested to see if we could improve conversions, I have circled the magic bullets for you.

Magic bullets are special names or statements used for the product offer or when giving away a lead magnet (*free gift*) to make the offer sound more exciting.

DISCOVER How I Made My First \$10,000 In A Single Month WITHOUT Wasting Money On Low Quality Traffic That Doesn't Convert!

The 6-Steps Method On How This Proven Affiliate System Cranked Out \$50 Million Dollars In The Last Year Alone & How You Can Copy My **FREEDOM LIFESTYLE Formula For FREE!**

- ✓ See My Hidden Sales Funnel & Lead Generation Strategies...
- ✓ Hear About My Secret Prototype Traffic Formulas...
- ✓ Feel The Power Of My Weird CBX Underground Conversion Hacking Methods...

YES I WANT THE FREE EBOOK >>

Now when you use magic bullets in your pages it creates that excitement and curiosity and leaves your prospect wanting to take action to find out more.

For example, you can see I wrote ***“Feel The Power Of My CBX Underground Conversion Hacking Methods”***

When I operated in the affiliate marketing / make money online niche, I knew my target market very well and understood the language to use to get them **excited!**

I could have written *“Learn My Sales Process!”*

But that sounds boring compared to the example I used.

When people read the first example, they see it's the...

“CBX Underground Conversion Method” which creates **curiosity**.

Their conscious and subconscious mind asks,

“What On Earth Is That?”

And then they are more enticed to enter their email address to get the lead magnet which is my \$10,000 Per Month Cheat-Sheet in this example to find out more.

Magic bullets build curiosity. You can use these to increase conversion rates on your lead capture pages.

Powerful ‘3 Senses’ Copywriting Secret

The next thing I’m going to teach you is a **powerful strategy** you can use to improve your opt in conversion rate & your sales conversion rates. It’s called the...

3 Senses - See, Hear & Feel Copywriting Strategy.

People use different senses and are usually stronger in one of them, so on your lead capture page you’ll want to target the 3 strongest senses to get people to take action.

DISCOVER How I Made My First \$10,000 In A Single Month WITHOUT Wasting Money On Low Quality Traffic That Doesn’t Convert!

The 6-Steps Method On How This Proven Affiliate System Cranked Out \$50 Million Dollars In The Last Year Alone & How You Can Copy My **FREEDOM LIFESTYLE Formula For FREE!**

- ✓ **See** My Hidden Sales Funnel & Lead Generation Strategies...
- ✓ **Hear** About My Secret Prototype Traffic Formulas...
- ✓ **Feel** The Power Of My Weird CBX Underground Conversion Hacking Methods...



YES I WANT THE FREE EBOOK

>>

Now we’re going to move onto...

🔑 CTA Examples That Get People To Take Action & Buy Now!

As I’ve already explained during the copywriting module...

CTA = Call To Action.

When you're creating your sales material pages, V.S.L, webinar, ads, emails and social media posts you'll want to tell people exactly what to do so they can move onto the next stage of your funnel.

DIRECT CALL TO ACTIONS:

- *“Click This Button Right Now To Get... [XYZ PROGRAM]”*
- *“Click Here Now To Buy... [XYZ PRODUCT]”*
- *“Click Here Now To Book Your FREE ‘[RESULTS DRIVEN NAME] Strategy Call”*
- *“Book Your FREE Strategy Call Now”*
- *“Reply Back To This Message If You Want [BIG BENEFIT]”*
- *“Reply Back To This Email Now If You Want [BIG BENEFIT]”*
- *“Click Here Now To Learn More”*
- *“Enter Your Name And Email Right Now To Get The FREE eBook”*
- *“Click The Link And Watch The Video In Full”*
- *“Yes, Send Me The Free eBook”*

These are all examples of powerful call to actions that I've personally used and tested to use on your lead capture page & in your marketing!

How To Leverage The Hidden "7 Steps To Results" Funnel And Generate **\$10,000 To \$100,000+ Per Month In Fast Automated Income...**

Learn How To Send Fast **Targeted Buyers Traffic** To Any Offer And Understand The Mechanics Of Why Traffic Doesn't Matter At First...

Learn My **Secret Conversion Hacking Methods** That No Other Marketers Know About That Bring In Humongous Sales Even While You Sleep...

CTA
↓

YES! SEND ME THE FREE EBOOK! »

The design of your lead capture page and your CTA button can also have an effect on your conversion rates.

Through my testing I've discovered that a **red**, green, blue or yellow button has the highest conversion rates...

...so you'll want to take that into consideration when you are using the call to actions on your lead capture page and sales page.

INDIRECT CALL TO ACTIONS:

The next kind of call to action is known as an in-direct CTA.

The call to actions above are **DIRECT**, (their telling leads and prospects exactly what they need to do) which should be applied on your D.R.M (Direct Response Marketing) sales material assets. (Lead Capture Page, V.S.L, Sales Page, Webinar, Emails etc)

The following call to actions are **IN-DIRECT** and can be used for your E.B.M Strategical Content.

- “Private Message Me [**POWER WORD**] To Get Free Gift”
- “DM Me If You’re Interested in [**BIG BENEFIT or END-RESULT**]”
- “Comment [**POWER WORD**] & I’ll Send You [**FREE GIFT**]”
- “If You Got Some Value From This **FREE** Training & You Want To Take Your Business To The Next Level...

...Feel Free To Book a Call On My Calendar At The Link Below... I Look Forward To Having a Chat With You... To See If I Can Help You >>

- “You And I Are Both [**ADD NICHE AVATAR e.g. online business owners**]

*... If You Got Some Value From This **FREE** Training, Click The Link Below And You’ll Be Taken To My Sales Funnel, Where You Can Book A **FREE [RESULTS DRIVEN]** Strategy Session!*

*On The Call I Will Walk You Through The 5 Steps To [**END-RESULT**] For **FREE** To Help You >>*

*At The End of The Call, We’ll Have a ‘**No Pressure Friendly Chat**’ To See If You’re A Good Fit To Work With Me, So You Can **FAST-TRACK [BIG BENEFITS]** >>*



The 2 Key Components To Make Your Marketing Work Effectively!

The main components for your marketing to work effectively is a...

- 1) **Super Valuable LEAD MAGNET** so you can build your email list. You have to give away something that your perfect dream client would be willing to pay money for!

2) **M.D.I.O (Million Dollar Irresistible Offer)** that is niche targeted so you can make a ton of profits and help your customers & clients get results!

When you have these 2 things in place and you're able to drive targeted traffic & book qualified appointments, you can have average marketing + copywriting and still make a killing in terms of profits...

However, you must learn how to sell which I taught you inside module #4 of C.A.A! (**7-Figure High-Ticket Sales Secrets**)

What you just learnt during this section will allow you to create your **marketing message** using the 3 frameworks we just covered...

- ✓ **7-Figure **Headline** Framework – Nailing Your Marketing Message To Grab Attention.**
- ✓ **7-Figure **Body Copy** Framework So You Can Build Curiosity.**
- ✓ **CTA = **Call To Action** Framework That Gets People To Take Action or Buy Now!**



These are the proven FRAMEWORKS you are going to use on your LEAD CAPTURE PAGE when you get past \$10,000 per month consistently to give away your free LEAD MAGNET!

Your lead capture page is the **FRONT DOOR** to your future **MILLION DOLLAR** coaching, consulting, course creation or service-based **business** as you advance.

LEAD CAPTURE PAGE!

Exclusive 'FREE Leaked' CASE STUDY For Business Owners, Coaches, Consultants, Product Creators & High-Ticket Affiliate Marketers
From Online EXPERT
Sam Malsom:

How We Booked 1,179+ Qualified Appointments & Generate a Consistent Flow of High-Ticket Clients / Month Via My [C.A.L.V.O Method] WITHOUT Wasting Time, Energy & Money On Hope

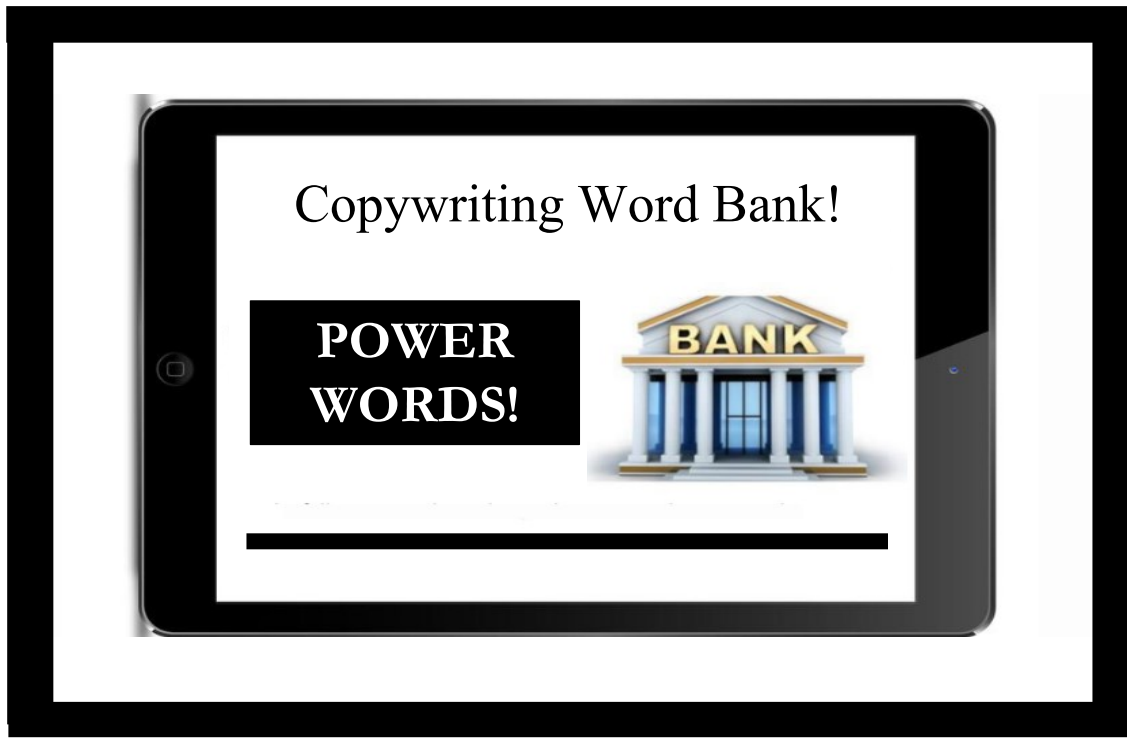
EXCLUSIVE FREE VIDEO TRAINING By Sam Malsom!

- ✓ Hear about the **Biggest Mistake** 97% of business owners, consultants and coaches are making when it comes to getting new high value customer sales every day & how **We booked 1000+ targeted strategy calls**
- ✓ See the 3 crucial components all 6, 7 and even 8-Figure coaches & consultants leverage so you can make automatic sales and **Attract Serious Clients On Demand!**
- ✓ Feel the power of the predictable **4-Step 'Client Attraction & Conversion System'** that generates leads, appointments & clients FAST and how you can start putting this to work for you and your business right now with my personal help!

Traffic & Sales Funnel Expert: Sam Malsom... CEO & Founder of Online Wealth Society. com

YES! I WANT FREE ACCESS NOW! >>>

FRONT DOOR TO YOUR MILLION DOLLAR BUSINESS!



Below are some of the most **powerful copywriting words** that you can use in your emails, ads and marketing to influence and persuade your core customer avatar / target market!

2 MOST POWERFUL WORDS IN MARKETING

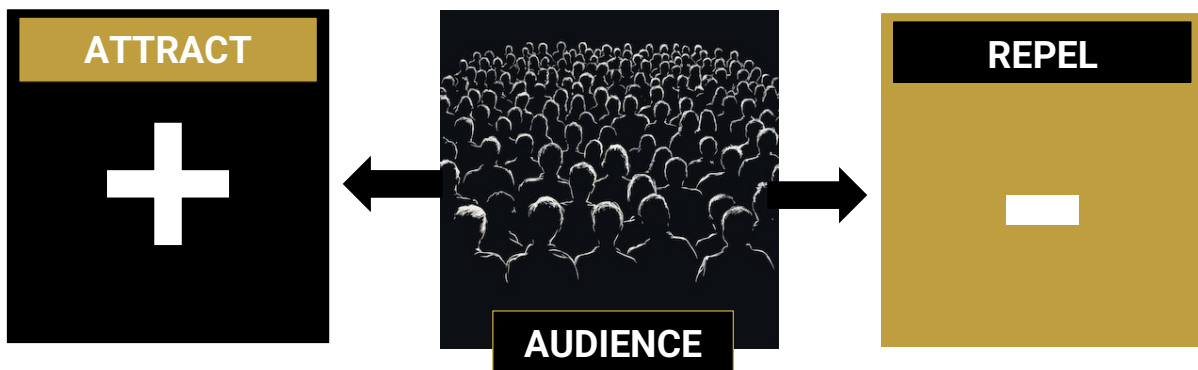
→ • **FREE**
→ • **YOU**

- Yourself
- Amazing
- Easy
- Better
- Fast
- Exciting
- Revealed
- Special
- Guaranteed
- Secret
- Urgent
- Brand New
- Time Tested
- Bullet Proof
- Confident
- Promise
- Powerful
- Extremely
- Heart Felt
- Discover
- Strong
- Underground
- Stealth
- Prosper
- Fast Track
- Rapid

- Truth Telling
- Burnt Out
- Overwhelmed
- Persevere
- Abundance
- Prosperity
- War Plan
- Extremely
- Method
- Desire
- Deserve
- Results
- Students
- Success
- Entrepreneur
- Undeniable
- 6/7 Figure Express
- Pass
- FREEDOM
- Proven
- Point & Click
- World of Riches
- Instantly
- Instant Access

- Clarity
- Certainty
- Conviction
- Confidence
- Extremely
- Art & Science
- Profits
- Auto-Pilot Profits
- Automatically
- Faster
- Lightning Speed
- Confidence
- Swoons of Leads
- Laptop Lifestyle
- Dream
- Mastery
- Action Plan
- Effortless
- Blueprint
- System
- Miss Out
- Golden Chance
- New
- Because (**BENEFIT**)
- So You Can (**BENEFIT**)

🔑 The Power of Polarity!



Polarity in marketing and copywriting isn't just a strategy; it's a power move. When you embrace polarity, you create a clear divide between those who *get it* (**ATTRACT**) and those who don't. (**REPEL**)

It's about unapologetically speaking to your audience's desires, fears, and values, even if it means alienating a few.

By leaning into strong, distinct positions, you grab **attention**, spark **emotion**, and build a tribe that believes in *what you believe*.

If you truly want to **stand out** from the noisy crowd and the competition...



STOP Trying To Please Everyone!

Embrace the divide and let your marketing message resonate with those who are ready to act. When you do this, it results in...

- ✓ **Increased Audience Loyalty**
- ✓ **Increased Conversions & a**
- ✓ **Brand That's Impossible To Ignore!**

To apply polarity in a simplified way, start by **defining a strong stance** or **opinion** in your marketing + copywriting.

Identify a specific audience that shares your values or desires, and **speak directly to them**, even if it means alienating others.

By being bold and unapologetic, you'll attract the right people and make your brand stand out. This is why I got you to complete the exercise from the 2nd part of module #1 in relation to...

THINGS YOU **STAND FOR**

&

THINGS YOU **STAND AGAINST!**

When you integrate this into your copy you **POLARIZE** your audience and attract your core client avatar towards you!

The key is to take a clear position, speak directly to the **ONE PERFECT CLIENT** you are targeting, and let go of trying to be everything to everyone. Make sense? 😊

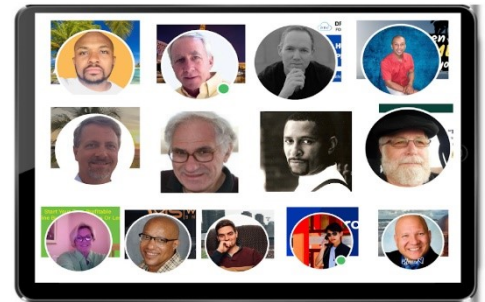
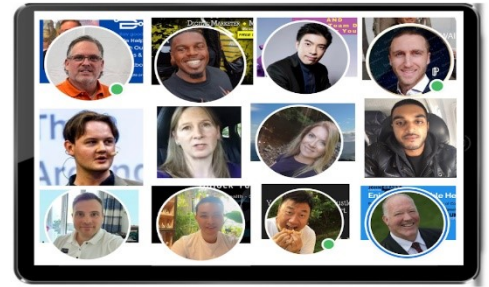
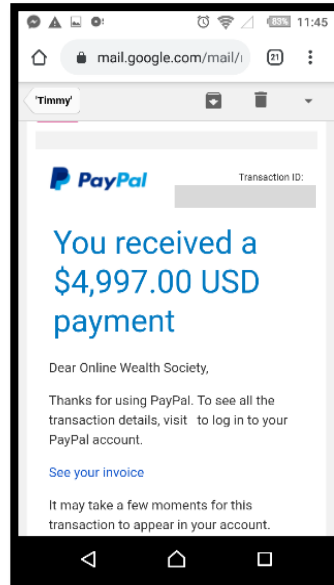
🔑 Applying The L-R-V Formula!

L-R-V Formula = **LIFESTYLE** + **RESULTS** + **VALUE**

✓ **LIFESTYLE**



✓ RESULTS



✓ VALUE



FREE TRAINING CONTENT TO HELP SOLVE A BIG PROBLEMS



WOW NOT HOW METHOD!

- **LIFESTYLE**– Show the **FREEDOM** your online business enables you to have + other successful people who have used your product / service.
- **RESULTS** – Show the results you and your customers /clients / students are getting as social proof. Share case studies of real results and share **PROOF** of your product / service offer working in your marketing.
- **VALUE** – Share value, educate, entertain and teach people through **E.B.M (Educational Based Marketing)** via emails, blog posts, social media posts and video's.

If you are making less than \$10,000 per month pick email + one other mechanism like video and get really good at it before moving onto other value sharing mechanisms!

🔑 Butterfly Leverage Results Stacking! (Social Proof Mastery)

One of the most powerful ways to influence someone to take action is by sharing your RESULTS & more importantly your **CLIENTS RESULTS!**

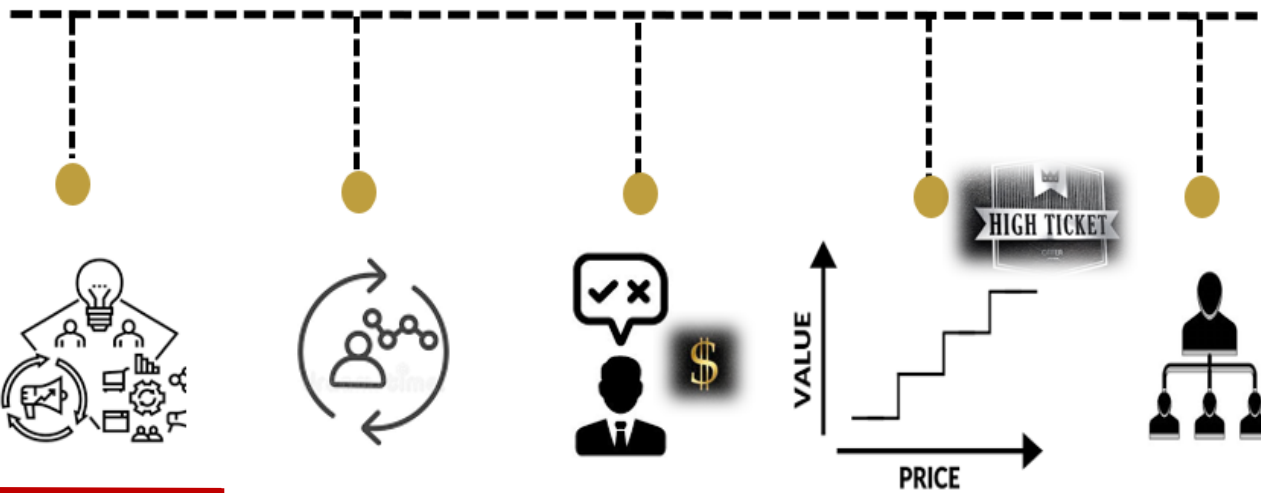
People want to FEEL like YOU are the person that can genuinely help them move away from the pain that they find themselves in... to a place of pleasure – aka

DEMONSTRATE & HELP THEM ACHIEVE THE END-RESULT THEY DESIRE!

Diagram explaining how to fast track cold traffic into warm leads via **RESULTS STACKING!**

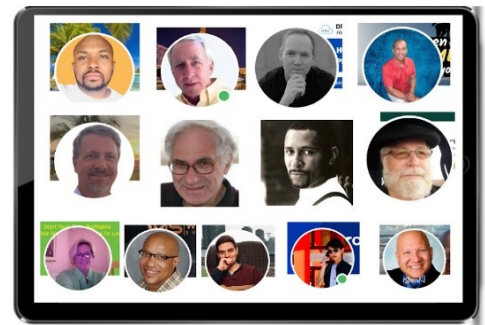
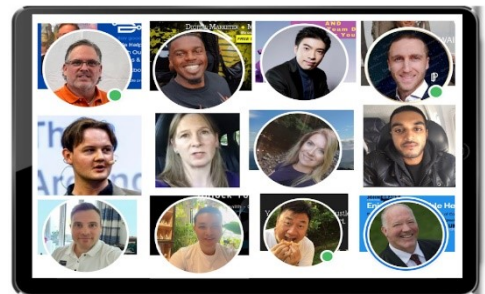


Customer / Client Buyers Journey



"Who Are You?"
"I Don't Trust You, Yet!"
"How Are You Qualified To Help Me?"

RESULTS STACKING!
(Social Proof)
=
INSTANT AUTHORITY + TRUST INCREASE



Sharing **REAL RESULTS** From Both Your Clients & Yourself Is One of The Most **POWERFUL** Copywriting Strategies!

It starts off slow... then as you refine your OFFER; you get more results for both your clients and yourself.

This is where you can start **STACKING!**

When writing copy, you are influencing and persuading to get the lead / prospect to take an action.

When traffic & leads first come into your funnel, in relation to the first stage of the **BUYERS JOURNEY > (AWARENESS STAGE – COLD TRAFFIC / LEAD!)**

They have their **buyers guard up,**

In other word's they do NOT...**know, like or trust you yet.** And they think you are like everyone else in the marketplace. This is where you have to operate on a completely **DIFFERENT LEVEL!**

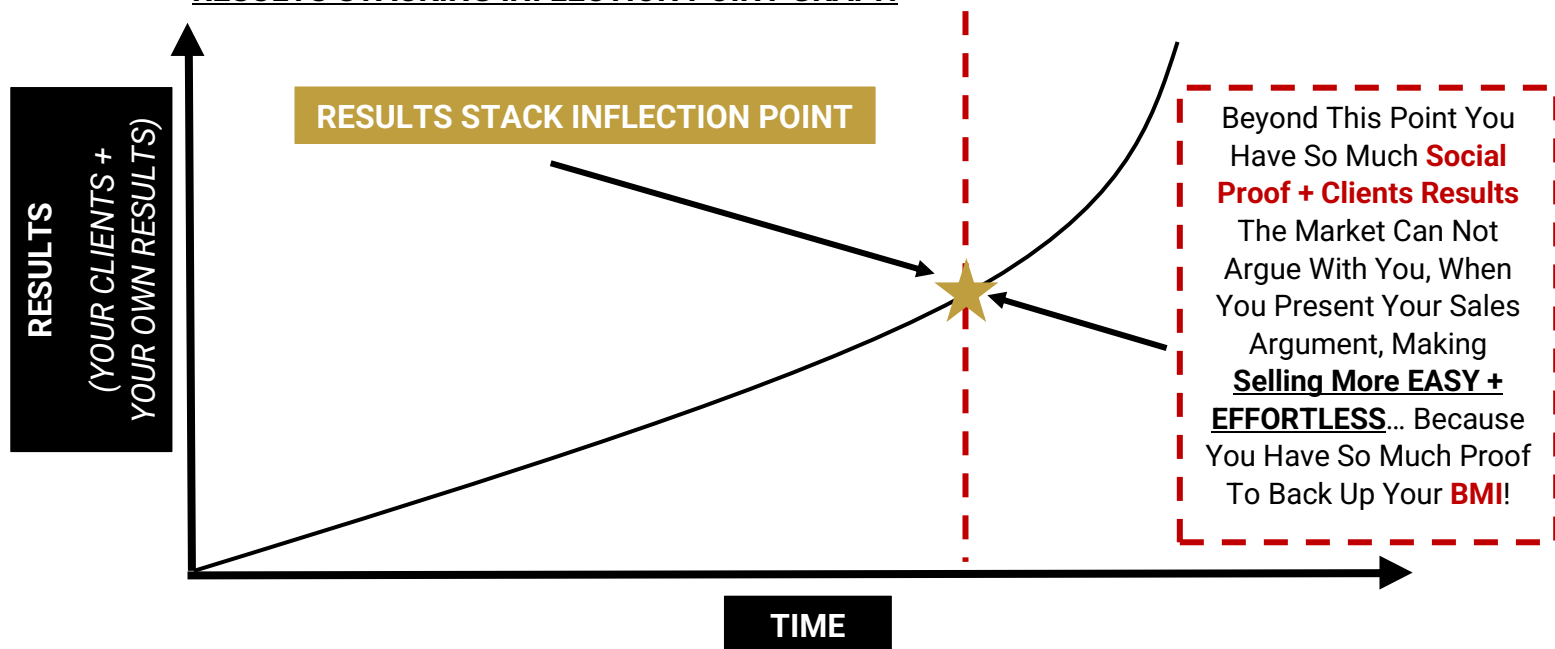
I have taught you EVERYTHING you need to understand to be a top 1% copywriter and while that's all great, some people still won't believe you.

To counteract this as we move deeper into the digital AI revolution. The offer creators that will WIN in the LONG-TERM will **FOCUS on helping clients** and then leveraging that **proof** in their marketing.

Because people can argue with you when you say you can help them for X amount of money.

But they can't argue with you if you have **MASSIVE AMOUNTS OF SOCIAL PROOF**, that's stacked on top of each other to **PROVE** to cold traffic and leads, that you can genuinely help them based off other people saying amazing things about you and your offer!

RESULTS STACKING INFLECTION POINT GRAPH



As you start building your business and results start flowing in on a daily basis you can leverage those results to make even more sales!

Here's an example of how I did this... **Note**; if your offer doesn't equate to making money, then share results of your transformation.

For example: if you're in the weight loss niche, take photos and document your transformation of losing weight and share the documentation via applying the email copywriting framework below:

EMAIL COPY RESULTS STACKING FRAMEWORK – DAY #1:

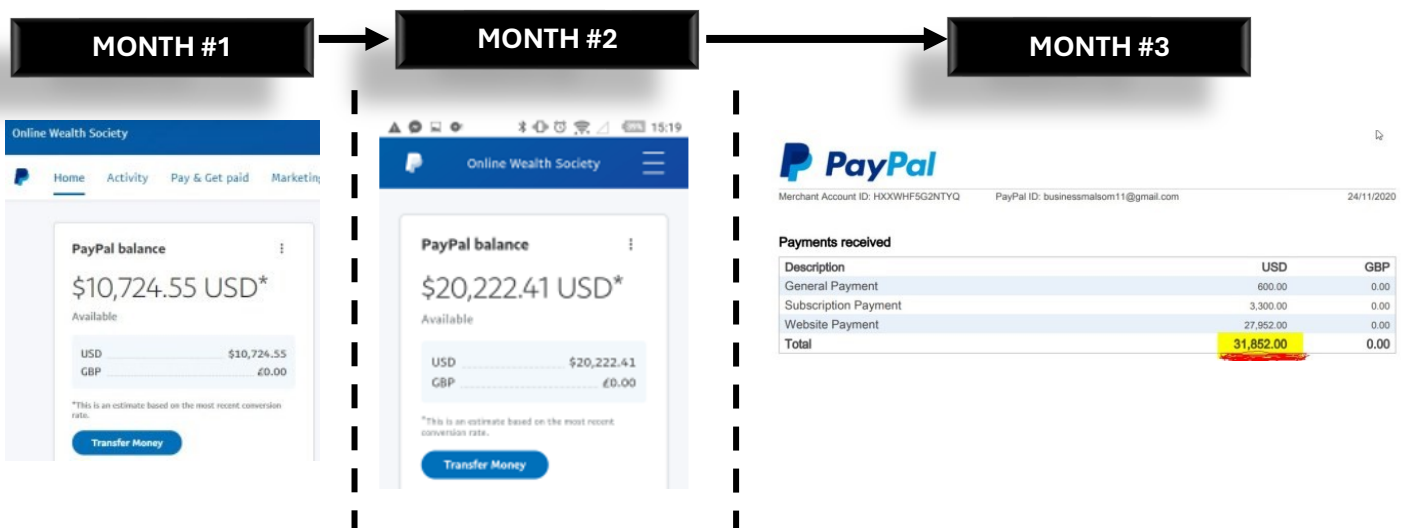
SUBJECT LINE = *This is The FASTEST Way To Get [END-RESULT] (Proof Inside)*

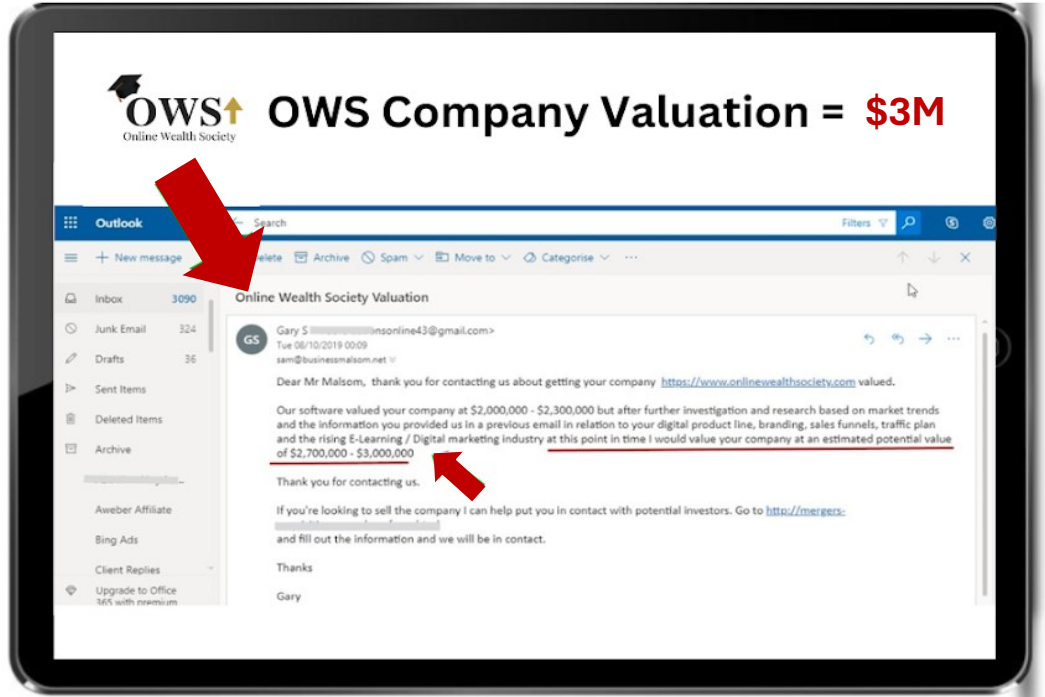
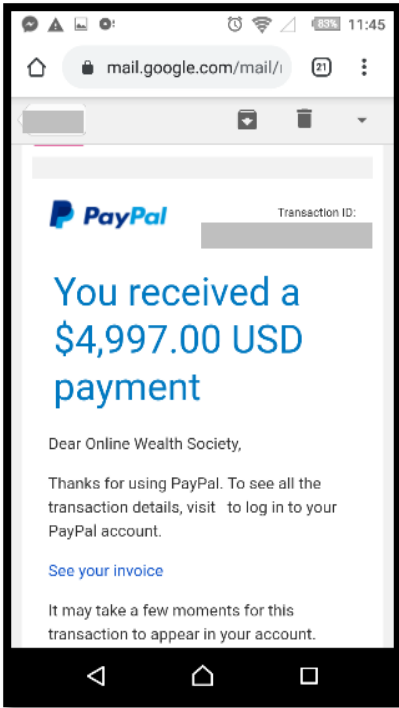
Hey [FIRST NAME], its [ADD YOUR FULL NAME e.g. Sam Malsom here...

Founder & CEO of the [Online Wealth Society.Com](https://www.onlinewealthsociety.com) >>> Link To Your Client Results Stacking Page <<<

What I'm about to share with you in this email is NOT to brag, but to demonstrate to you what is possible when you apply the [U.M/M = C.A.L.V.O FLYWHEEL METHOD!

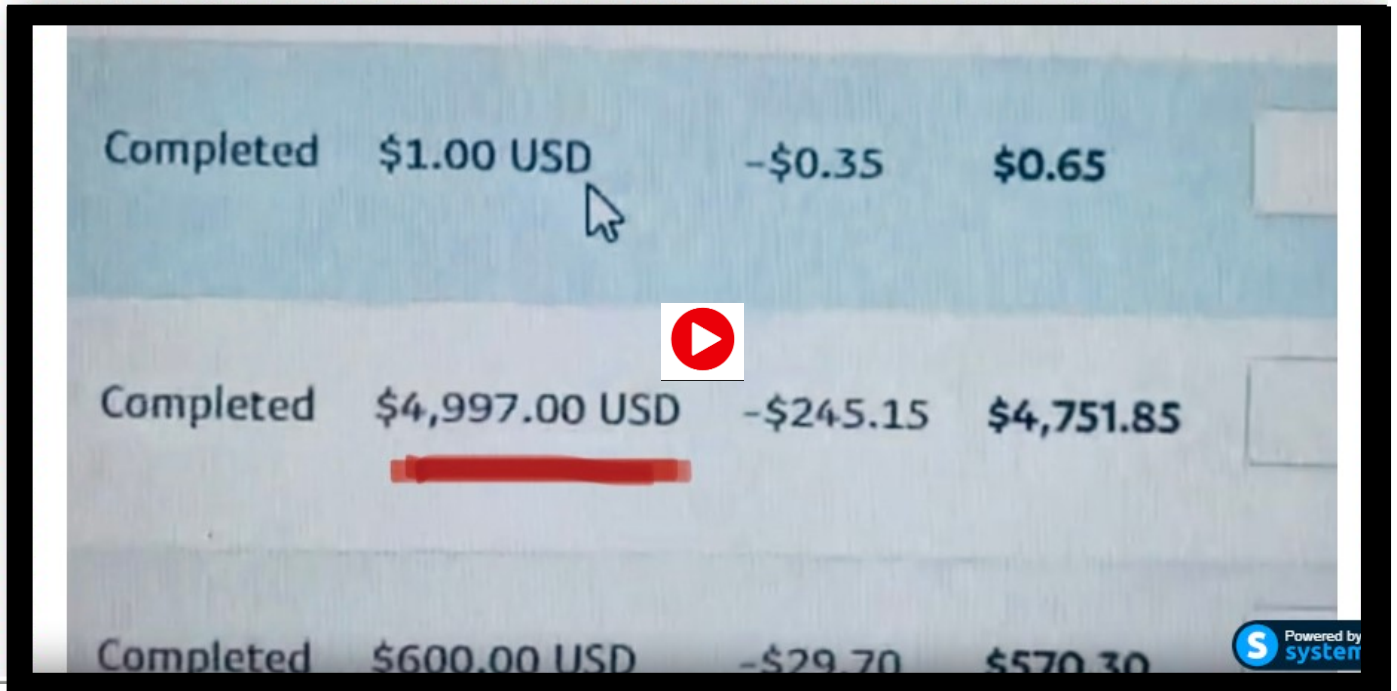
See Results Below





Click play on the DAILY INCOME PROOF video below to see the power of this in action!

This is not to brag but to demonstrate how powerful the **C.A.L.V.O FLYWHEEL PROTOCOL** actually is when you partner with me today by leveraging the **Infinite Customers + Clients Acquisition Funnel** in your business!)



*I'm not guaranteeing income here, this stuff takes some work but if you're serious & you'd like me and my team to help set the **AI CLIENT ATTRACTION SYSTEM** up for you...*

*I am taking on 5 more students sharing **EXACTLY** how we do this.*

*If you're interested **REPLY BACK** to this email now saying...*

"INTERESTED!"

Appreciate ya!

Talk soon,

Sam Malsom

Founder & CEO: [Online Wealth Society.Com](https://www.onlinewealthsociety.com) – [Multi-Millions In Client Results](#)

P.S.** This email is going out to **THOUSANDS** of people on my list, so these spots will be gone **FAST!

DO NOT MISS OUT!

Tomorrow, I will send you another email with [SUBJECT LINE: Multi-Millions In Clients Results – PROOF!]

So, make sure you keep an eye out in your inbox and open it!

Inside you'll, see, hear and FEEL the real power of the [U.M/M = C.A.L.V.O FLYWHEEL METHOD] in action + proof from my CLIENTS!

The first email copy example I just shared with you, increases your **AUTHORITY**.

But readers, don't really care about your results. What they **deeply care about** is if you can help others just like them get results!

This is where you introduce email copy example day #2, where you apply BUTTERFLY LEVERAGE RESULT STACKING, by sharing your clients results + social proof!

The more people you have saying good things about you and your business the more money you will make.

This Is Social Proof In Action.

Here's how I do this so you can model if you have client testimonials and results already!

EMAIL COPY RESULTS STACKING FRAMEWORK – DAY #2:

SUBJECT LINE = Multi-Millions In Clients Results – [PROOF!]

Hey, its Sam...

Yesterday I shared an email that documented my results.

I know you really don't care about that, but I wanted to share what's possible with you!

*What you really care about... is if I can help people just like you get **RESULTS!***

Zig Ziglar Once Said:



“You Can Get Everything You Want In Life If You Help Enough People Get What They Want!”

So, inside this email I want to share some of my CLIENT VIDEO TESTIMONIALS + RESULTS with you, to prove to you that I know what I'm doing when it comes to helping you get... [END-RESULT]

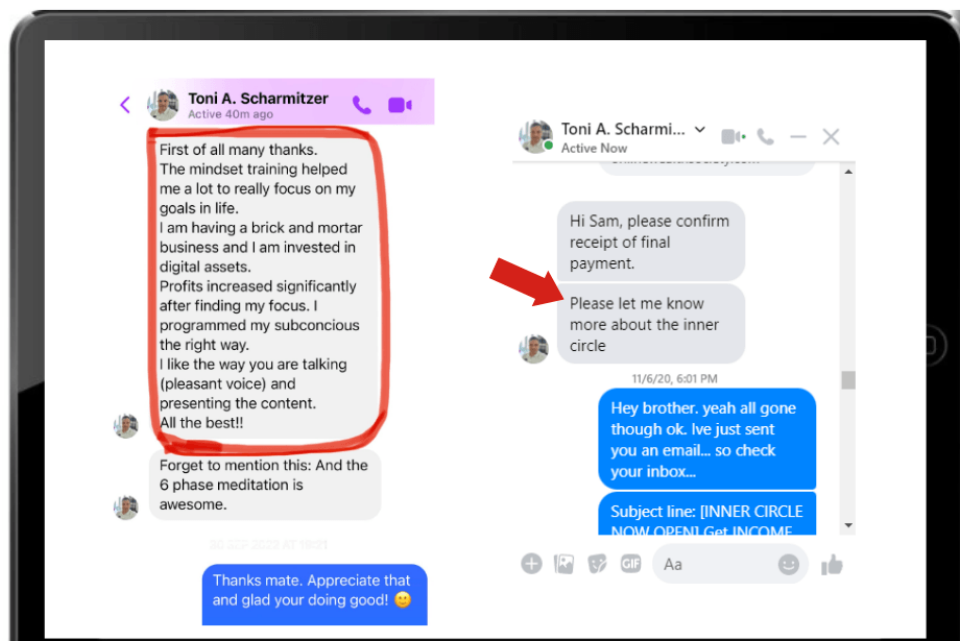
[ADD 3 CLIENT VIDEO TESTIMONIALS INTO EMAIL]

Success Student Toni... 10 Years In Business Then Joined My Coaching Program & **Significantly Increased PROFITS** After I Helped Him Find His Focus + Key Performance Activities!

What Toni Says... "I've Been In Business For 10 Years! Unfortunately, I Wasn't Happy With The Profits & Was Looking For The Solution! And I Was So Lucky That I Found Sam, Who Helped Me To Find The FOCUS! He Has The **PERFECT PROGRAM!**

The Only Thing I Can Say Is Thanks Sam, Because Thanks To You I Was Able To Reach The Revenue's & Finally The PROFITS I Was Looking For... For More Than A Decade! **For You Guys... Go With Sam!**

He Helps You To Improve Your Business & Find **GENERATIONAL WEALTH!** He Responds Super Fast, Hes a Very Kind Person & He's a Great Guy!"



Success Student Video Testimonial - Business Owner & Podcaster Steve Built 2X Million Dollar Businesses & Invested Over \$100,000 Into His Education Say's...

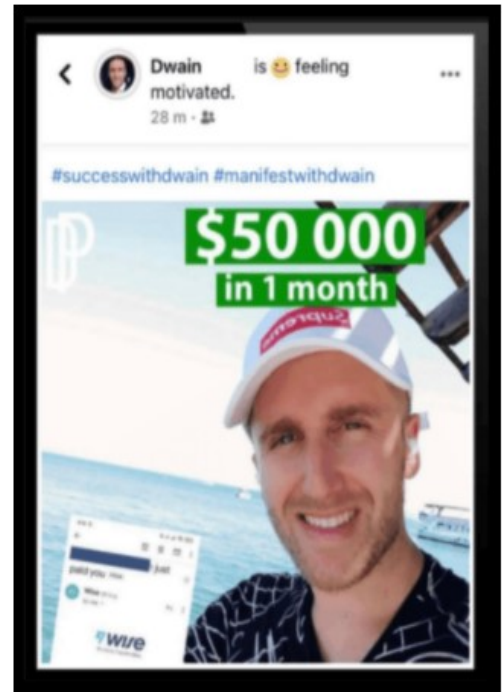
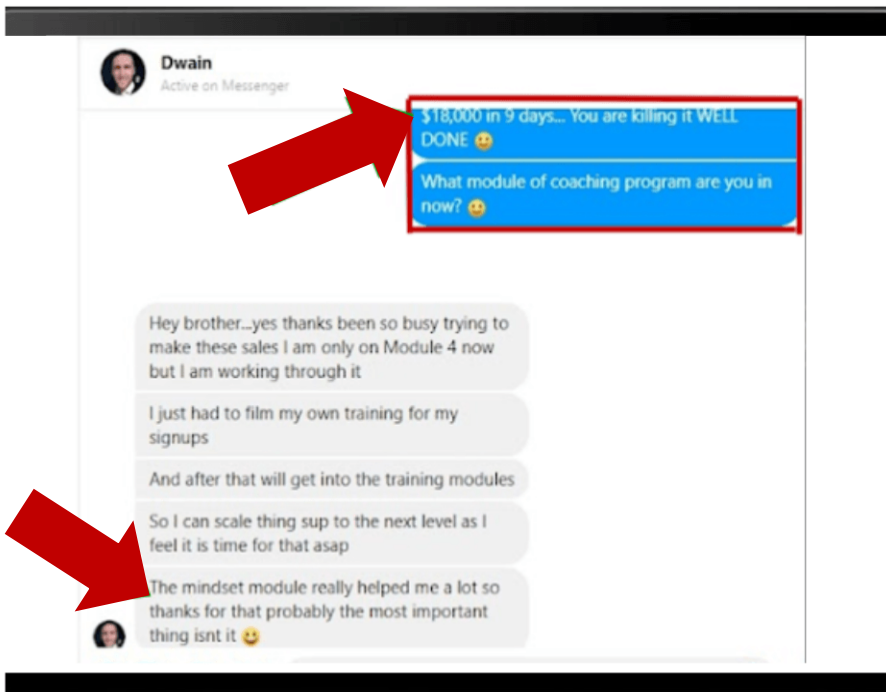
What Steve Says... "My Course, Coaching & Training Are The Most **DETAILED & IMPACTFUL** He's Ever Been Through!"

"If You're Looking To **Take Control Of Your Life & Your Financial Security**... I Recommend You Hook Up With Sam! He's Very Responsive & Great At Answering Any Questions If You Have Any!"



6-Figure Student Success Story - Online Business Coach Dwain From Israel Made **\$50,000 In One Month** & **Scaled To \$101,100 In Rapid Time** With His High Ticket Offer! He's Now Scaling to 7-Figure With My Coaching!

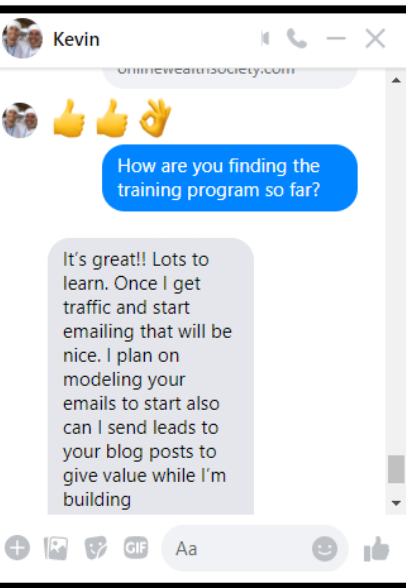
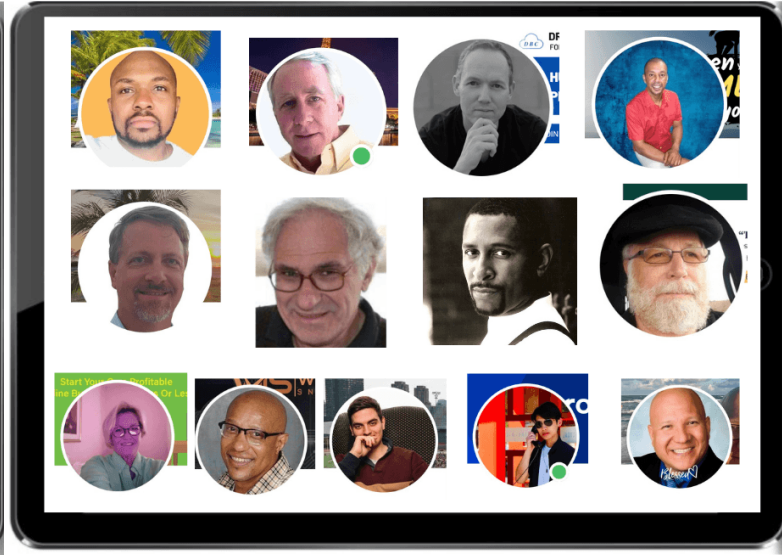
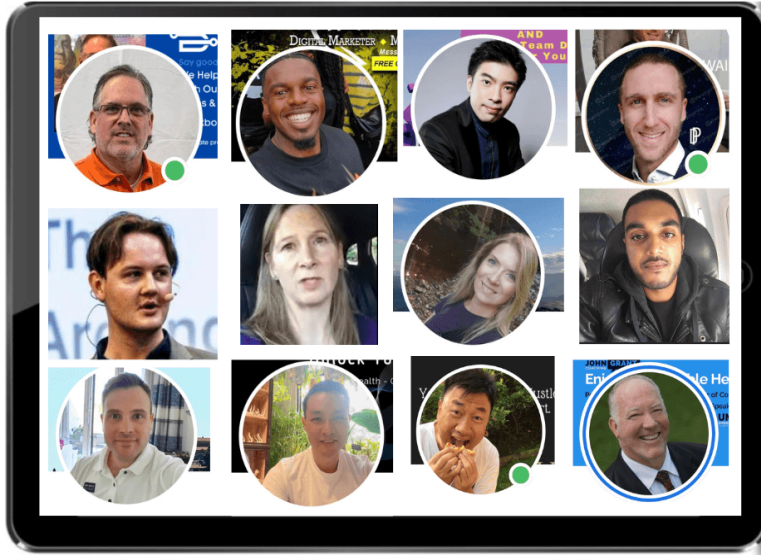
What Dwain Say's After **Making \$18,000 in 9 Days**... "The mindset module really helped me a lot so thanks for that, probably the most important isn't it :)"



If you want to see more...

[Click Here Now To See More Client Results](#) >>> *Link To Results Stack*

Page <<<



Hope this email *INSPIRED* you to **take massive action!**

Talk Soon

Sam Malsom

Founder & CEO: [Online Wealth Society.com](http://OnlineWealthSociety.com)

P.S I am taking on 5 ...3 more students teaching you EXACTLY how we get results like this.

If you're interested REPLY BACK to this email now saying...

“INTERESTED!”

🔑 **FREE FAST-TRACK BONUS TRAINING #1**

How To **FAST-TRACK** Your Copywriting Skill-Set!

- 1) Find 3-5 Top Expert Copywriters!
- 2) Opt-In To Their Email List & Read + Study Their Email Copy Daily!
- 3) Read 1-3 Sales Pages Per Week From Experts & Add Copy That Persuades You Into Your Copywriting Swipe File Folder!
- 4) Write An Email To Your List DAILY By Applying What I Have Taught You Inside This Module & Model Top Copywriters!

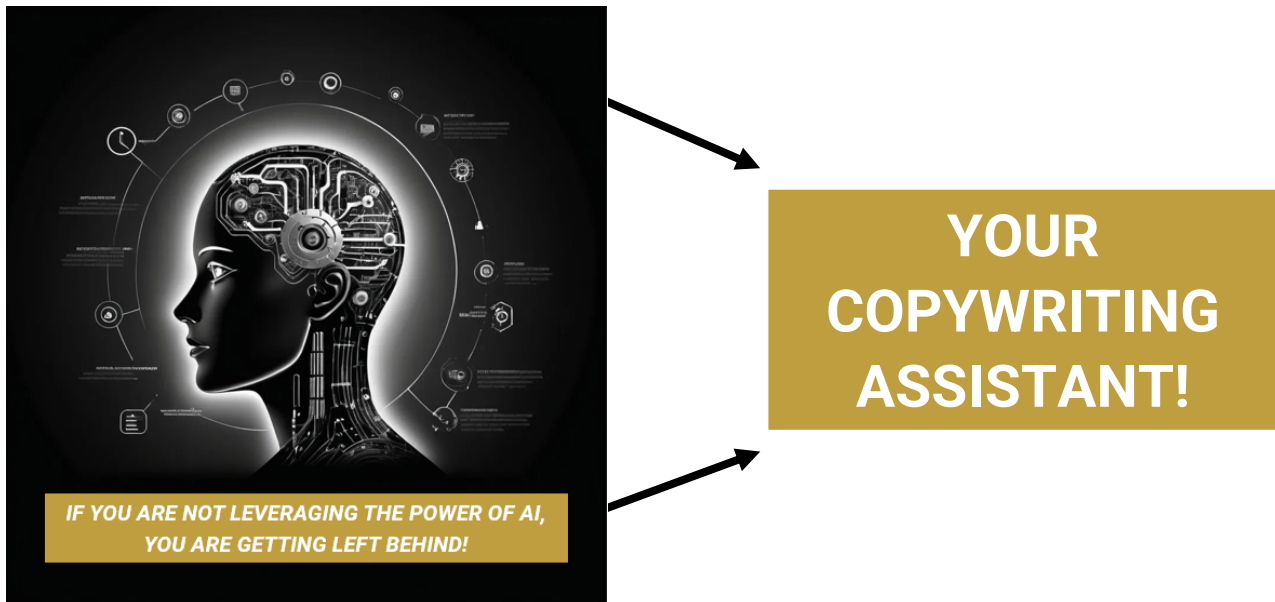
**FOCUS
ON THE...**

- ✓ Copy Structure
- ✓ Headline / Subject Line
- ✓ Sub Headline
- ✓ Hooks
- ✓ Pattern Interrupts
- ✓ Copy Angle
- ✓ Pre-Frames
- ✓ Power Words
- ✓ Emotional Benefits
- ✓ U/M/M (*Unique Mechanism / Method*)
- ✓ Authority / Credibility / Positioning
- ✓ CTA - Call To Action

“The More You Study Great Copy + Write Copy Using The Frameworks I’ve Given You, The Better You’ll Become!”

You can then...

Leverage AI (Artificial Intelligence) To Assist & Write Copy For You!



AI enhances your persuasive sales copy by analysing data, optimizing language patterns, and tailoring copy to specific audiences.

However, its **effectiveness** depends on the user's **knowledge** and **consciousness level**.

A well-educated copywriter (*which you are now... because you've gone through this module 😊*) can guide AI to create authentic, impactful persuasive messaging, combining efficiency with human intuition and emotional intelligence.

The key to leveraging AI when writing copy is to **ask it the correct questions**, otherwise known as (**AI DIRECTION PROMPTS**)

INITIATION COPYWRITING AI DIRECTION PROMPT:

"Hey, imagine you are the best copywriter on planet earth for [ADD SPECIFIC NICHE]"

Then copy and paste any of the following...

12 High-Converting **AI Sales Copy Prompts** To Help Assist You!

1. Sales Page Copy Prompt

"Write a persuasive sales page for [PRODUCT / SERVICE OFFER]. Focus on the BIG PROBLEM it solves, the transformation it provides, and strong emotional triggers to drive action. Use urgency, scarcity and social proof to boost sales conversions."

2. High-Converting Headline Prompt

"Generate 10 powerful headlines for [PRODUCT / SERVICE OFFER] that create curiosity, highlight BIG BENEFITS, and drive engagement. Use emotional power words to make them irresistible and grab attention."

3. Persuasive Product Description Prompt

"Write a compelling product description for [PRODUCT], emphasizing its unique benefits, social proof, and why it's better than competitors. End with a strong call to action."

4. Email Marketing (Sales Email) Prompt

"Write a high-converting sales email for [PRODUCT / SERVICE OFFER]. Start with an attention-grabbing hook, agitate the problem, provide the solution, and end with a clear call to action. Keep it engaging and persuasive."

5. Facebook/Instagram Ad Copy Prompt

"Write a short but high-converting Facebook ad for [LEAD MAGNET]. Focus on a bold hook, key benefits, a quick story, social proof, and a strong call to action. Make it so compelling that the reader continues to read the ad and causes them to want to click the call to action button."

6. Urgency & Scarcity-Driven Copy Prompt

"Write a persuasive promotional message for [PRODUCT / SERVICE OFFER] with urgency and scarcity. Make the reader feel they must act now to avoid missing out."

7. Storytelling-Based Copy Prompt

"Write a sales-driven story about a person who used [PRODUCT / SERVICE OFFER] and experienced a major transformation. Make it so engaging, relatable, and emotionally compelling by following the 7 Figure Story Selling Framework below."

[Add 7 Step Story Selling Framework]

[PART 1 - The Authority Based Character Backstory = High Emotional Drama!

PART 2 - Your Deep Desires + End-Result!

PART 3 - The Problems / Struggles You Faced On Your Journey!

PART 4 - The Big Light Bulb Moment > The New Way To Get The End Result!

PART 5 - The Action Plan – Introduce Your Million Dollar New Irresistible Offer!

PART 6 – Dive Into The PAIN + The Number #1 BIG PROBLEM That Stopped You From Achieving The End Result! Introduce The U.M/M! (*Unique Mechanism / Method*) (Think Faster, Easier & Better etc!)

PART 7 – Show How The Story Character Achieved The End Result – Stack The Offer BENEFITS!

PART 8 - The New Self Identity Transformation! (*What did it allow you to do? Example: More FREEDOM + Become a Better Person That Helps Others!*)

8. Call-to-Action Optimization Prompt

"Give me 5 strong call-to-action variations that drive immediate conversions for [PRODUCT / SERVICE OFFER]. Keep them concise, action-driven, and persuasive."

9. Objection Handling Copy Prompt

"List the top objections potential customers might have about [PRODUCT / SERVICE OFFER] and write persuasive responses that turn scepticism into confidence."

10. AIDA-Based Copy Prompt (*Attention, Interest, Desire, Action*)


"Write a persuasive piece of copy for [PRODUCT / SERVICE OFFER] using the AIDA framework. Grab attention, build interest, create desire, and drive action."

11. DM (Direct Message) CTA Prompt

"Create a persuasive call-to-action outbound direct message that encourages ideal clients to reply back to the message. Emphasize the value they'll receive, address a key pain point, and make the action feel easy and natural. Use conversational, engaging language to spark connection and trust."

12. Strategy Call / Appointment Booking CTA Prompt

"Craft a compelling call-to-action outbound message that drives urgency and trust, encouraging ideal clients to book a strategy call. Highlight the key benefits they'll gain, address a major pain point, and use persuasive language that makes scheduling the call feel like the next logical step. Keep it clear, action-oriented, and infused with confidence."

 **Pro Tip:** Use these prompts in AI tools like **ChatGPT, Grok, Google Gemini, Claude or Jasper** to instantly generate high-converting copy.

Then **tweak and refine for your brand's voice & writing style!** 

You can also upload a specific piece of copy in your writing style and ask AI to write like you, by using the following prompt...

"I'm going to send you piece of text in brackets. [ADD YOUR COPY TEXT HERE] Read and analyse the text and write in my writing style that's persuasive and direct to get people to take action."

The AI will begin to write in your style and then you can use any of the prompts I've given you above to **FAST TRACK your persuasive copy.**

I advise you to add / upload than 5-7+ 'text pieces' for the AI to fully understand your writing style. The better you become at copywriting & the more written text data in your writing style... the better AI will be able to write like you.

You'll then just need to edit / personalise what the AI produces and refine it!

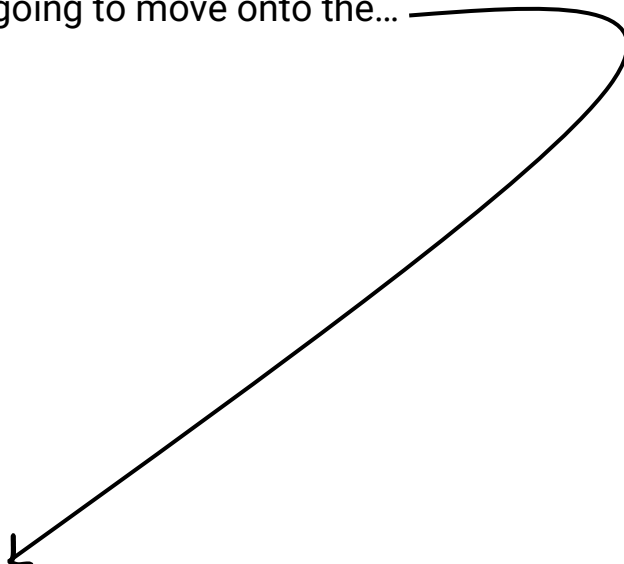
AWESOME WORK & WELL DONE!

You Are Making FANTASTIC PROGRESS!

That's the end of the 1st advance module (Module #7)

Hope you enjoyed & got value from it. 

Now we're going to move onto the...



🔑 Neuro-Science Copywriting Mechanics + Ethical Stealth Influence



ACTION STEPS!



ACTION STEP 1 – Brainstorm & Write Down **QUESTIONS** You Can Ask To Influence Your Target Markets Subconscious Mind When Writing Your Daily Emails.

- 3 **Benefit** Embedded Questions
- 3 **Problem** Embedded Questions

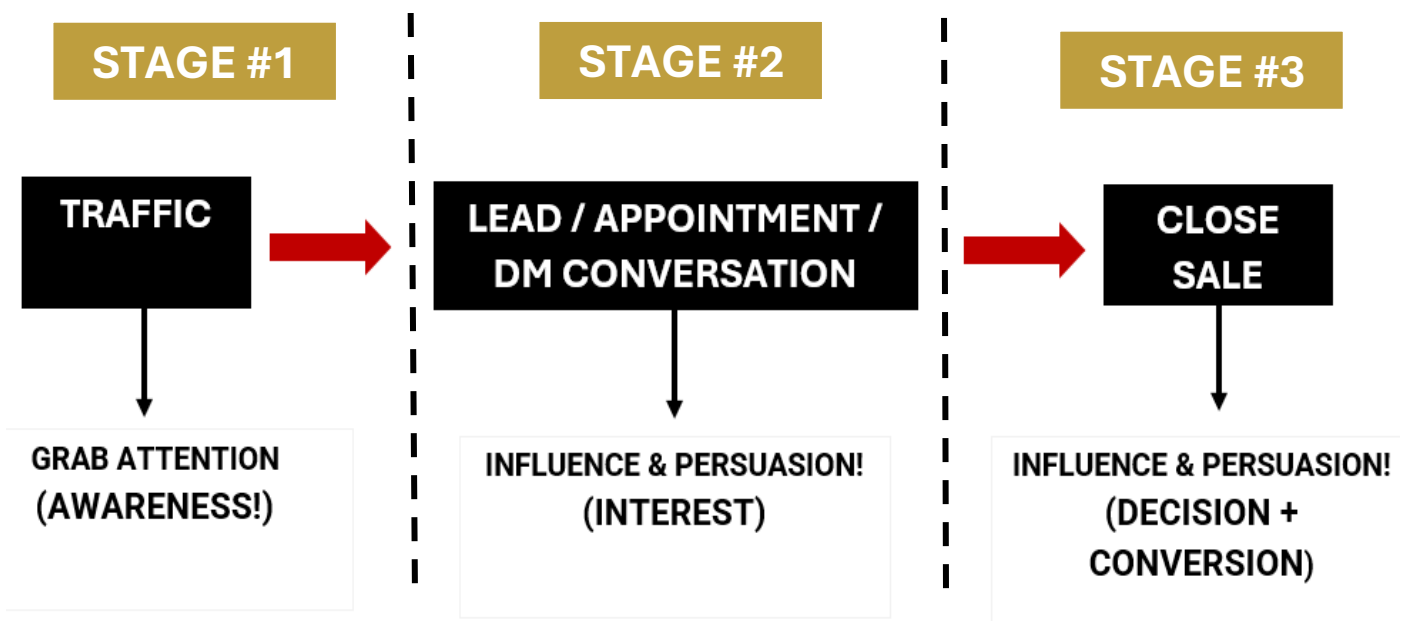
ACTION STEP 2 - Write a **STORY** That Will Emotionally Influence Your Core Client Avatar!

Think how you can relate the problems & deep desires of the **ONE AVATAR** you are targeting and link your offer or lead magnet as the solution using a strong CTA (*Call To Action*) to book a call with you or send you a DM.

You can model and get ideas from my story example at this link here:

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

ACTION STEP 3 – Understand The **3 STAGES** In Relation To **RESPONSE STIMULI** To Get Traffic To Click... Book An Appointment / DM Conversation & Close Sales!



If you're over \$10k/Month, start thinking about building your email list to build a database of **LEADS** so you can **FOLLOW UP & CLOSE SALES!**

ACTION STEP 4 - Craft Your **BMI (Big Marketing Idea)** Statement Using The Following Framework.

BMI FRAMEWORK:

"I Help (Specific Niche Core Customer Avatar)... Achieve (Specific END-RESULT) In (Time Period) WITHOUT (BIG PROBLEM!)"

Ask Yourself What's The **ONE BELIEF** Your Audience Has To Believe In Order To Buy?

And remember the BMI must be...

Intellectually Interesting

+

Emotionally Compelling

Example of my Big Marketing Idea Statement + (U.M/M)

"I Help Experts Book 50 - 100+ Qualified Appointments Per Month & Generate a Consistent Flow Of High-Ticket Clients In 90 Days Using The C.A.L.V.O Method, & AI AGENTS WITHOUT Wasting Time, Energy & Money On Hope Marketing!"

Break The B.M.I statement down into **ONE SENTENCE**

Example:

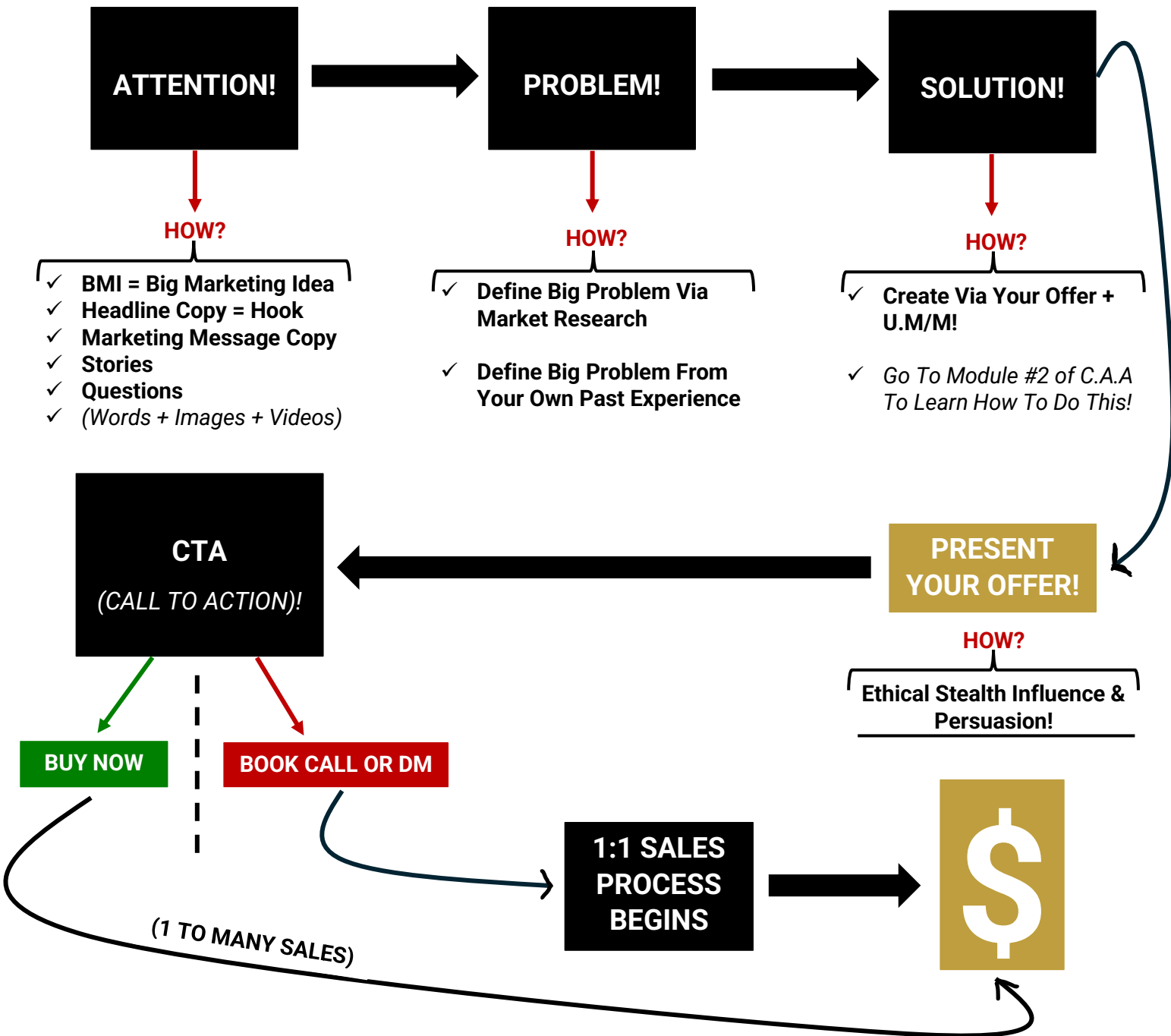
I Help Experts Get a Consistent Flow of High-Ticket Clients With My C.A.L.V.O Method!

"Getting Clients Is EASY & FUN With The C.A.L.V.O Method!"

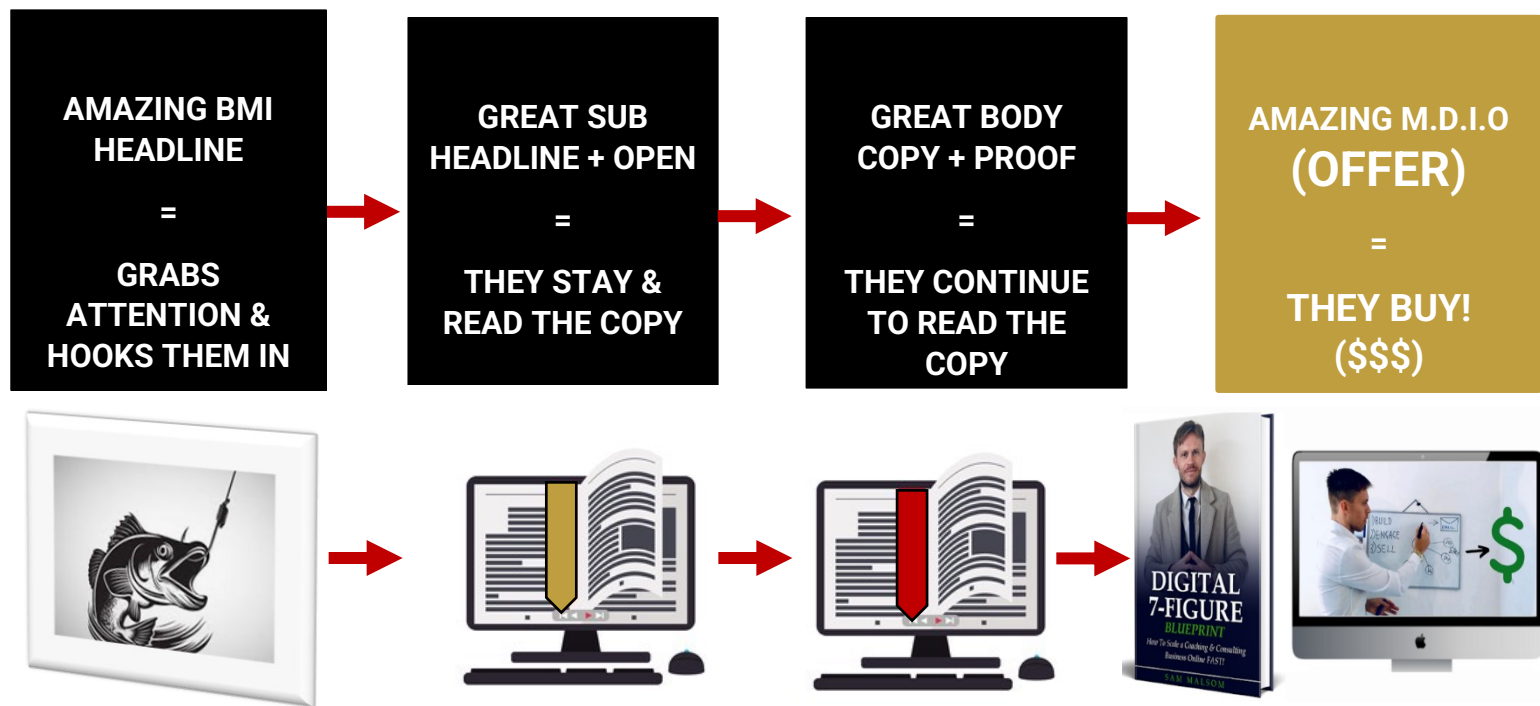
*C.A.L.V.O Method Helps You Live a Life of More Time, Location & Financial **FREEDOM!***

ACTION STEP 5 – Familiarize Yourself With The High-Level Copywriting Map + 7-Figure Copywriting Formula

High Level Copywriting Map!



7-Figure Copywriting Formula



ACTION STEP 6 – Master & Refer Back To The **Ethical Stealth Influence & Persuasion Copywriting Strategies** (Pages 54 – 146 in your PDF manual)

If you get stuck with writing copy, keep things super **SIMPLE** and refer back to the...

Fast Track Copywriting Framework:

- 1) HEADLINE** – This needs to grab attention and generate intrigue / curiosity while sharing a BIG BENEFIT & / or targeting a BIG PROBLEM! (*Think how it relates to the BMI = BIG MARKETING IDEA!*)
- 2) BODY COPY** – Must engage, intrigue and create curiosity and desire (*Get them to read the rest of your copy via a story & / or intellectually interesting value & insights + bullet points that provide benefits to support the BMI*)
- 3) CTA (Call To Action)** - Command an action and tell your prospects exactly what you want them to do!

ACTION STEP #7 – Develop Your **MARKETING MESSAGE (Headline)** So You Can Grab Attention! (*Use The Research From Your BMI / Marketing Thesis*)

Use Framework 1 or 2 below to start with:

Your headline must...

- 1) **Grab Attention**
- 2) **Build Curiosity**
- 3) **Share a BIG BENEFIT &**
- 4) **Target a BIG PROBLEM**

MARKETING MESSAGE FRAMEWORK #1:

**“How To (Insert BIG DESIRE / BENEFIT _____) WITHOUT
(Insert BIG PAIN / PROBLEM _____)”**

MARKETING MESSAGE FRAMEWORK #2:

“I Help (Specific Niche Client Avatar) ... Achieve (Specific END-RESULT) In (Time Period) WITHOUT (BIG PROBLEM!)”

If your more advanced and you've developed a U.M/M while competing in a competitive market, use framework #3

MARKETING MESSAGE FRAMEWORK #3 + SUB HEADLINE: (ADVANCED)

Here's the **ADVANCED MARKETING THESIS EQUATION** to work this out...

$$\mathbf{(E.R + U.M - B.P + S.N.C.A + (2X B) + P =}$$

ATTENTION ECONOMY)

- **E.R** = END-RESULT!
- **U.M** = UNIQUE MECHANISM! (*Optional*)
- **B.P** = BIG PROBLEM!

- **S.N.C.A** = SPECIFIC NICHE CLIENT AVATAR(S)!
- **2X B** = 2 X BENEFITS!
- **P** = PROOF!

Refer back to the copywriting frameworks in your PDF manual when you start creating your funnel + ads after we complete the funnels + paid traffic modules when you are ready to scale!

ACTION STEP 8 – Write a Daily Email To Your Email List *(If You Have One)* & Apply The **L-R-V Formula** Within Your Marketing

+

The **BUTTERFLY LEVERAGE RESULTS STACKING** When You Gain More CLIENT Results To Increase Social Proof.

L = Lifestyle Marketing *(Show Behind The Scenes of Your FREEDOM Lifestyle)*

R = Results Marketing *(Share Your Clients Results & Your Results)*

V = Value Marketing *(Educate Using The Wow Not How Method To Shift False Beliefs)*

Read The “**Copywriting Secrets TIPS To Get People To Buy**” PDF At The Link Below. At The Bottom of The PDF Are **4 Multi-Million Dollar CASE STUDIES + SALES PAGES** You Can Model & Get Some Ideas From 😊



Click The Link Below To Access The PDF + 4X Million Dollar Sales Page CASE STUDIES:

https://d1yei2z3i6k35z.cloudfront.net/9180631/67e43a518c966_CopywritingSECRETSTIPSPDF.pdf

Awesome work.

COMPLETE ALL ACTION STEPS & I will see you inside module #8!

Where I am going to teach you exactly how to **ENGINEER** your very own **7-FIGURE SALES FUNNEL**...

...so you can create a **CLIENT ACQUISITION SYSTEM** that automatically books qualified appointments + DM's and **converts high-ticket sales at SCALE!**

During the C.A.A bonus modules I will then show you how to add an **AI AGENT** on the back-end of your client acquisition system... giving you your very own optimized...

AI C.A.L.V.O FUNNEL...

...that positions you as the expert authority + prints qualified booked calls and cash!

Talk soon!

Appreciate you!

Sam Malsom 😊

