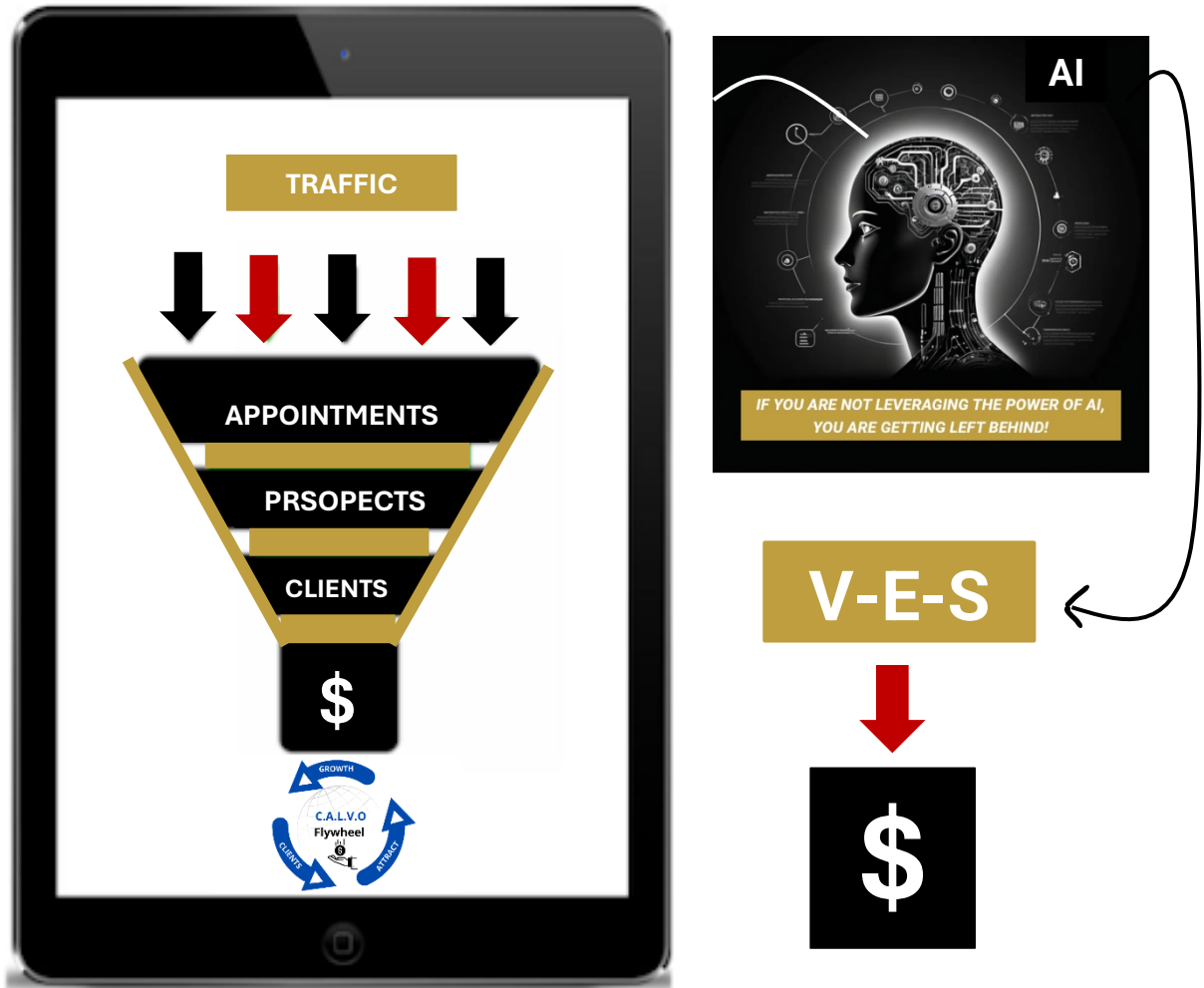


MODULE #8 – Multi 7-Figure Sales Funnels - Automatic Client Acquisition + C.A.L.V.O Flywheel Protocol!



Master The Art & Science of The Underground Funnelology Secrets & Automate 90% of Your Sales Process Using Systems & AI!

Hey and welcome to module 8 (*Multi 7-Figure Sales Funnels - Automatic Client Acquisition + C.A.L.V.O Flywheel Protocol!*)

Sam Malsom here & during this lesson I'm going to be teaching you how to create a fully optimized Sales Funnel / Client Acquisition Process WITHOUT the guesswork.

This is where things start to get super exciting because by now you should have the following dialled in:

- ✓ **Targeted Niche + Core Client Avatar Nailed**
- ✓ **90 Days Promotional Domination Plan = KPI's (Key Performance Indicators) & KPA's (Key Performance Activities)**
- ✓ **Million Dollar Irresistible Offer = M.D.I.O (High-Ticket)**
- ✓ **High-Ticket Sales Knowledge, Process, Script + Objection Handlers**
- ✓ **Organic Traffic Flowing In Booking Appointments + DM Conversations**
- ✓ **Started Strategic Content & Copywriting Targeting 3 or More Big Problems Your Core Client Is Suffering With By Applying The 'WOW Not How' Method!**

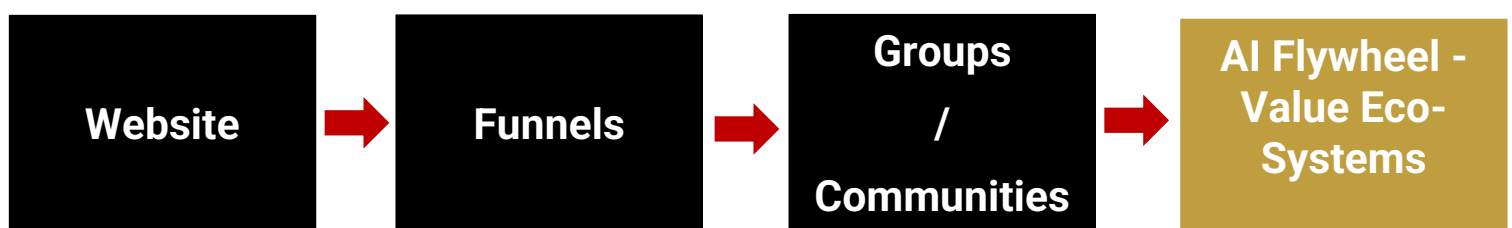
If you have done this correctly and followed the action steps in sequential order you should be well over \$10k per month providing you're selling a high-ticket offer that can help your clients get **RESULTS!**

In this section, I'm going to teach you how to build out your funnel so you can drive traffic, capture leads, book tons of qualified appointments and make money on 90% autopilot.

But we first have to address the elephant in the room.

Way before I got started online... websites were the in thing, then funnels came along, now communities / groups are trending. But as we move deeper into the AI technological exponential curve, I believe we will start to see something new emerge...

AI Flywheel - Value Eco-Systems



We will talk more about **AI Flywheel Value Eco-Systems** later on during this module!

If you're below \$10,000 - \$100,000 per month, just focus on ONE irresistible offer & ONE funnel!

Then you can build out your custom multi-offer value funnel (*if you want to*) that fully brands you and positions you higher in your niche market supply & demand chain, compared to your competitors. AFTER you've grown your first offer!

Or you can have my team build EVERYTHING for you with our **AI Mastery Funnels + Business Infrastructure Build** service which will massively FAST TRACK your success & results.



However, it's important you understand how sales funnels work so you can:

- **Build your own custom branded funnel** (*if you want to & are ready to scale*)
- **Understand the different funnels you can use for different stages of your business journey & the different priced product offers you can sell.**
- **The sales psychology to turn a cold lead into a paying customer / client.**

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

🔑 ✓ **Sales Funnel Basics!**

🔑 ✓ **The Power of A Million Dollar Sales Funnel + 3X Real Life 7,8 & 9-Figure CASE STUDIES!**

🔑 ✓ **How To Build A Financial Asset (Your Email List) + Tools!**

🔑 ✓ **\$30M Mentors SECRETS! Understanding The Order Value Multiplier & The Value Ladder Multiplier For Massive Back-end Profits!**

🔑 ✓ How The IPS Value Staircase Integrates Into a Sales Funnel – Diagram!

🔑 ✓ 6, 7, 8 & 9-Figure Funnel Cloning – The EASIEST Way To Create a Funnel That Converts At Lightning Speed! ⚡ How To Ethically Model The Top 1% Funnels In Your Niche!

🔑 STAGE #1 – THE FAST-TRACK DM FUNNEL – (BEGINNER)

🔑 STAGE #2 – THE V.S.L PHONE APPLICATION FUNNEL – EXPLAINER VIDEO (INTERMEDIATE)

🔑 STAGE #3 – THE 'WOW NOT HOW' WEBINAR FUNNEL (ADVANCE)

🔑 STAGE #4 – THE I.C+C ACQUISITION FUNNEL (ADVANCE)

*(We won't be covering stage #3 & #4 during this module. We'll cover those more advanced funnels inside **BUSINESS SCALING MASTERY** after you've hit \$100,000 per month, as each funnel builds upon its self like Lego blocks to form a fully **DYNAMIC CLIENT ACQUISITION SYSTEM!**)*

🔑 C.A.L.V.O Appointment Booking System – Extract Maximum Profit From Your Funnel!

🔑 Quantum C.A.L.V.O Funnels™ + AI Flywheel - Value Eco-Systems: How To Convert Ice Cold Leads Into Red Hot High-Ticket Buyers Using Sales Funnel Astro-Physics & Quantum Mechanics!

Let's dive into the training content together...

🔑 Sales Funnel Basics

I'm sure many of you going through this training program already know what a sales funnel is.

However, the majority of the world's population have not got a clue what a sales funnel is. And when I first started online, for months I was trying to figure out how these experts were making millions of dollars leveraging them.

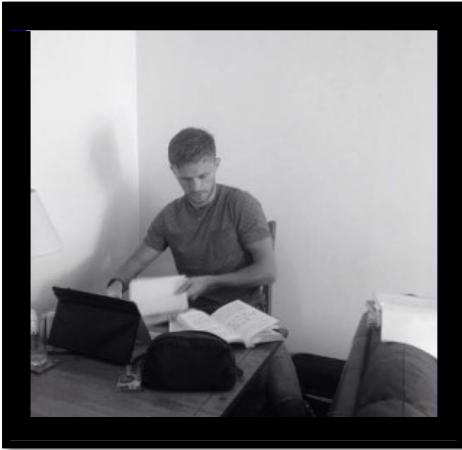
I would be up until 5am in the morning researching, learning and taking notes.

Some nights I didn't even go to sleep, HAHA. You could probably say I was a little bit obsessed. ☺ And still am today. I love this stuff, and it excites me to share it with you because when you master this it's **absolutely life changing for YOU and your FAMILY!**

ONE high converting funnel leading into ONE high converting irresistible offer can make you a millionaire very FAST, providing you apply the INFINITE VALUE FORMULA I shared in module 2!

Below is also a pic of me mastering sales funnels. I didn't even have a laptop at the time. Just a Galaxy Samsung Pad. LOL!

Here are some of the questions that were running through my head at the time, when I first started learning about sales funnels over 7 years ago.



- *What is a sales funnel & how do they work?*
- *What were the components of a high converting funnel?*
- *What different building blocks were available to build out sales funnels?*

Once I knew what a sales funnel was, I then started to ask the following questions.

- *How did a high converting sales funnel make so much money?*
- *What kind of psychology was used to turn a cold lead into a paying customer?*
- *What's the best & fastest sales funnel to hit \$1M+?*

As soon as I started making BIG MONEY from affiliate funnels and my own sales funnels my questions differed slightly...

I then started asking...

- *How can I provide my students, customers and clients with better results via my sales funnels and product / service offers by getting them to take action?*
- *How can I leverage a FLYWHEEL + VALUE ECO-SYSTEM which is a SALES FUNNEL on turbo charge!*
- *How can I implement AI into the funnel to make things more streamlined and improve sales conversions?*

In this module and in future modules... I am going to be answering all of those questions in detail for you.

So, understand what you're getting here is years' worth of painful trial and error and tens of thousands of dollars spent to figure this stuff out.

Sales Funnel Definition

A sales funnel is a series of web pages and other digital modalities specially crafted together using psychology to influence and persuade prospects to take a specific action or buy a product or service by demonstrating your **VALUE!**

Imagine having your best sales rep automated on the internet... selling for you 24/7... 365 days of the year WITHOUT you having to physically be there!

This is the POWER of a high converting funnel when set up correctly!

Million Dollar Sales Funnel Blueprint

- Automate Your Sales Process & Create Income On Demand!

MY ONLINE BUSINESS SCHOOL LESSON 5

You already know how critical it is to have a **properly engineered High Converting Sales and Marketing Funnel** so you can be successful online, right? All 6, 7 and 8 figure marketers know that this is the lifeblood of your business.

Watch on YouTube

Now there are many different kinds of sales funnels and many different building blocks to build them.

But to keep things simple... imagine back to when you were a child playing with Lego. 😊 Building out sales funnels is similar.

Each different block helps you to build the next component of the funnel using synergy so the psychology of the funnel that I taught you in the copywriting module #7... flows correctly by...

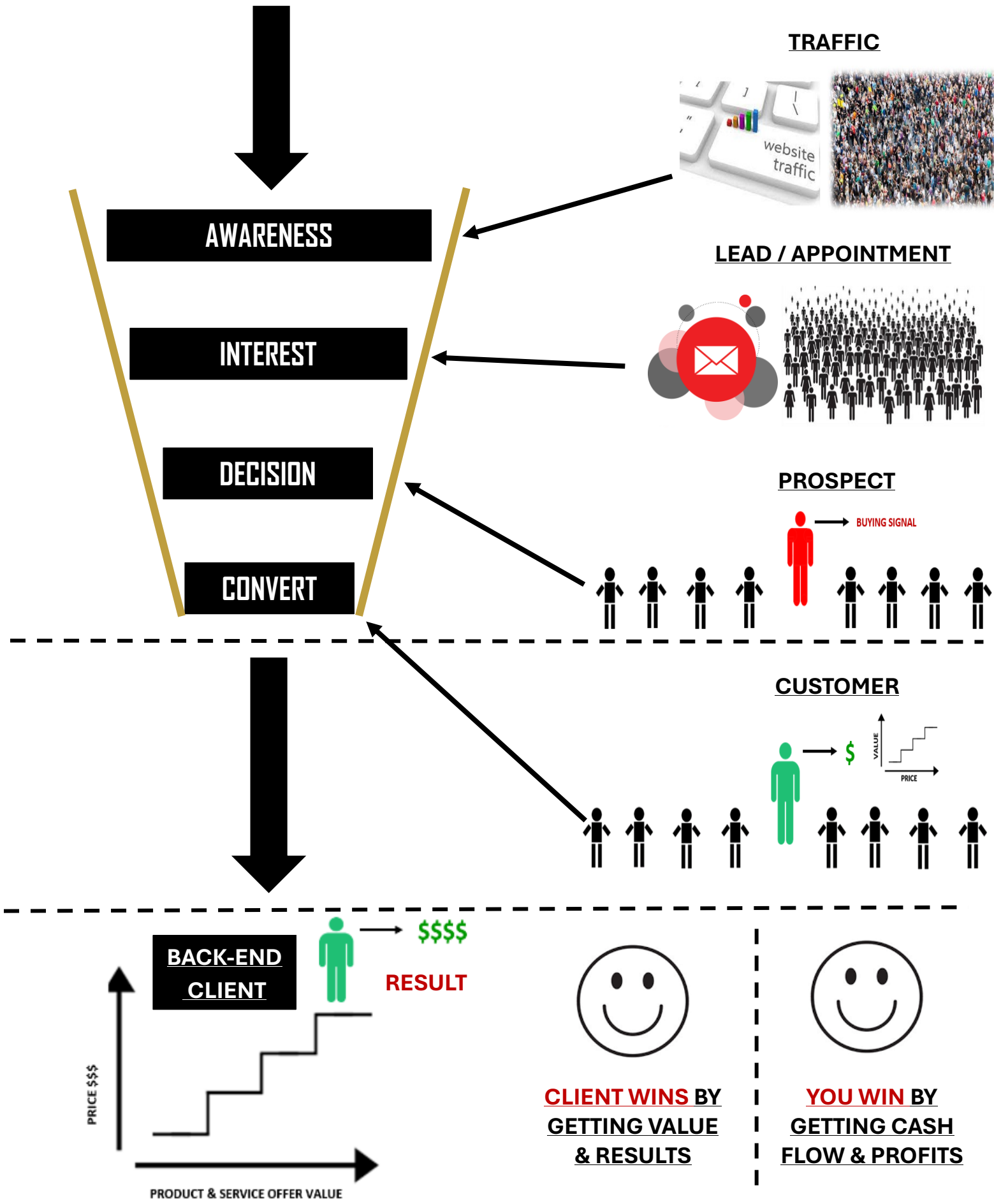
- **Turning cold traffic into leads,**
- **Leads into prospects,**
- **Prospects into front-end customers or high-ticket clients** (*Depending on which funnel / offer / pricing you are running*) &
- **Front-end customers into back-end customers, clients and repeat buyers...**

Using 4 Key Components:

- 1) **Funnel Filtering Process!**
- 2) **Value Ladder Ascension = Order Value Multipliers + Value Ladder Multipliers!**
- 3) **AI + Value Eco-System!**
- 4) **The C.A.L.V.O Flywheel!**

Let's first talk about the process of turning cold traffic (*people*) into high-ticket buyer clients!

When you understand how to turn cold traffic (*strangers that do not know, like or trust you... yet*) into high-ticket buyers you can scale to the moon, providing your **TAM** (*Total Addressable Market*) is large enough.



Now instead of using your hands and actual Lego blocks :-)) you'll be using software to build your funnel out. And inside this module I'm going to be sharing the 2 **BEST, SIMPLE & FASTEST** funnels you'll ever need to scale past \$10k - \$100k/Month & beyond!



Before software like ClickFunnels, LeadPages, GoHighLevel & Systeme.io it used to take 6 months and tens of thousands of dollars to build a sales funnel because you had to hire a programmer, a coder, a web designer and a copywriter. Now you can build a funnel with any of the software's above in about 1-2 hours!

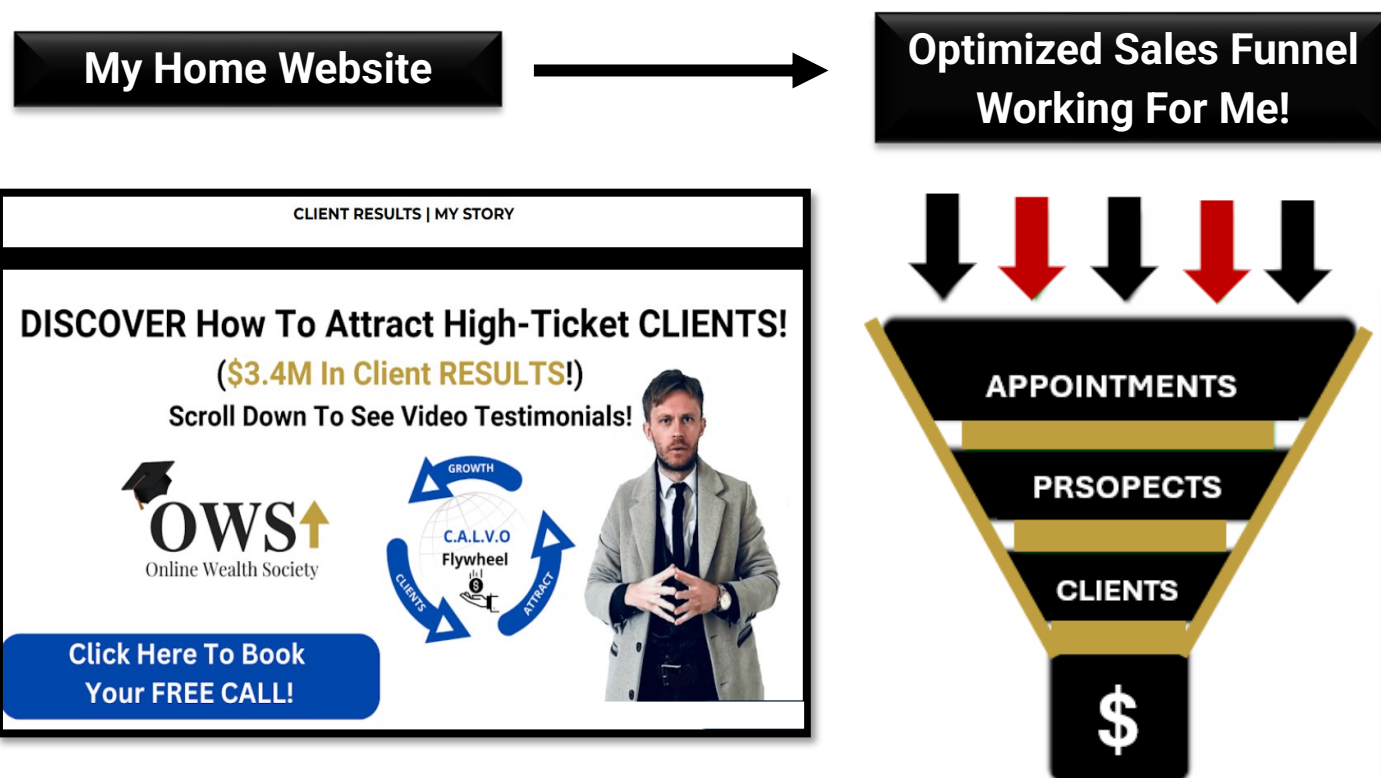
Systeme.io is FREE to start building funnels. [Systeme.io – All In One Marketing Automation Software](#)

ClickFunnels, Lead Pages & Go High Level starts at around \$97/Month

All of the software's mentioned above work great to build optimized funnels so you can automate your lead generation, appointment booking and sales process online!

What the majority of people don't realize is that when you see a website there is usually 1 or more optimized sales funnels working on autopilot with email follow up, DMs & phone campaigns doing all the hard work, booking appointments and making sales behind the scenes.

The difference between an online business making nothing... and an online business making millions of dollars is what happens after the lead enters their email address or books an appointment and goes through the front door of your website / funnel...aka through your lead capture page.





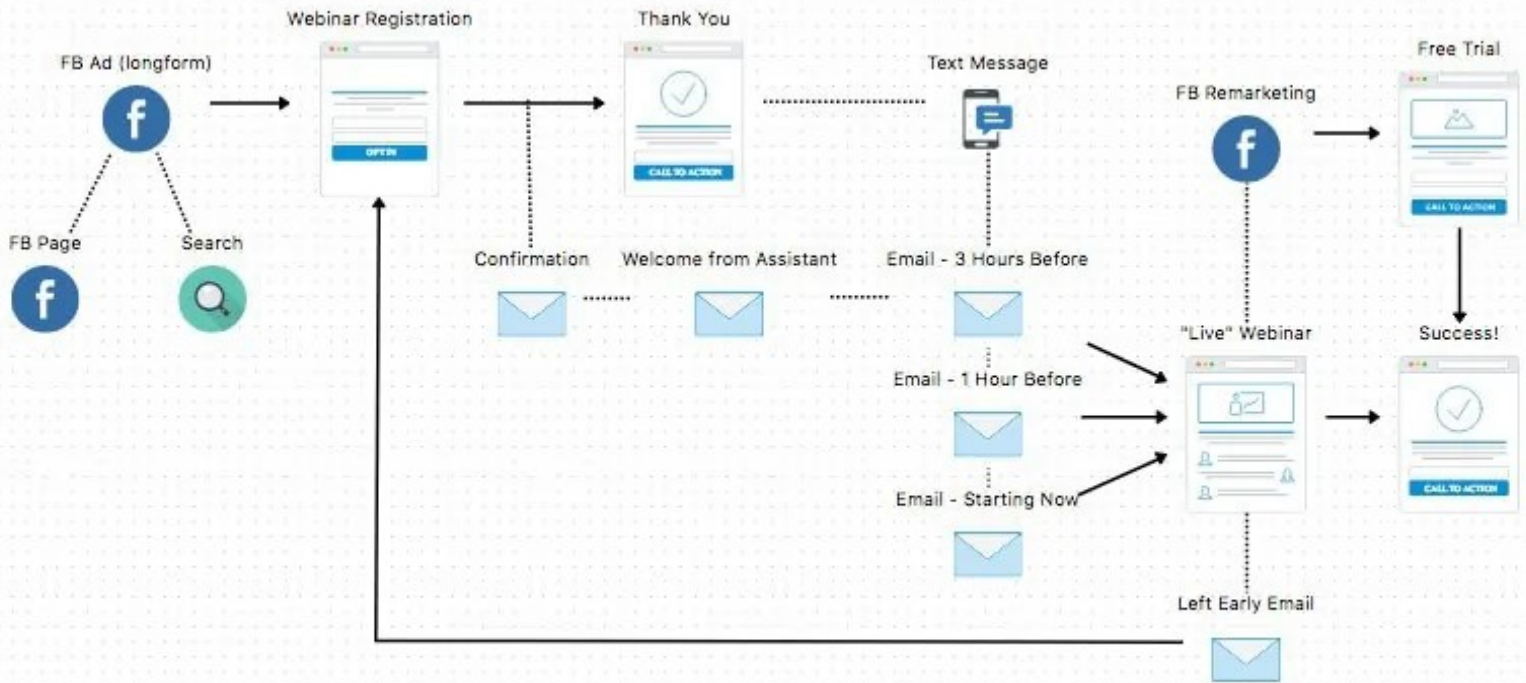
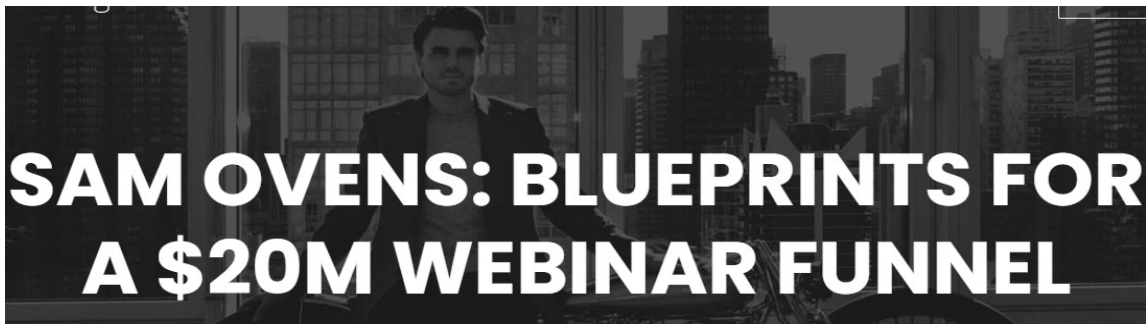
The Power of A Million Dollar Sales Funnel + 3X Real Life **\$100M CASE STUDIES**

Now before we dive deeper into the sales funnel training, I want to show you the power of a sales funnel plus 3 real life multi-million-dollar sales funnel examples...



FUNNEL CASE STUDY #1

Sam Ovens – \$20,000,000 In 4 Years WEBINAR FUNNEL! Now Runs Skool.Com Valued At \$400M! (Estimated Future Valuation = \$1B)



[Click Here If You Want To Access The Full Case Study Breakdown of a \\$20M Webinar Funnel >>](#)

FUNNEL CASE STUDY 2

Alex Hormozi - **\$100M** Phone Application Funnel –
Made \$36 For Every \$1 Spent On Paid Traffic

Step 2 of 3 - Submit Questionnaire

You're One Step Away...From Learning How You Can Get 100+ New Clients in 30 Days.

Don't believe me...totally normal. I wouldn't expect you to, so just scroll below to make up your own mind.

Quickly fill out this tiny survey to reserve your 10X Gym Launch Call

Gym Launch Application

First Name

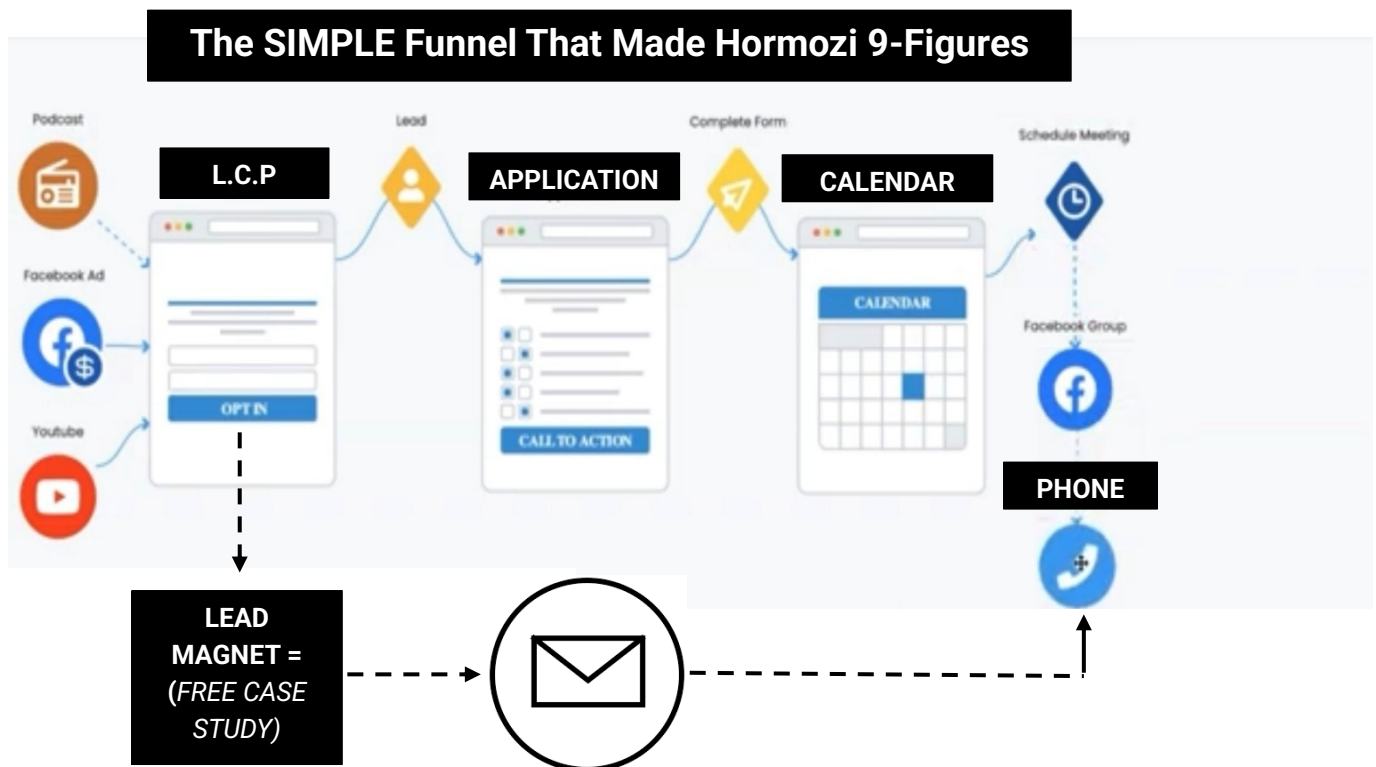

Last Name

Phone Number

Email*

Describe Your Business: *

Russell Brunson (CEO of Clickfunnels...which did \$90M last year in revenue)



[Click Here If You Want To Access The Full Case Study Breakdown of a \\$100M Funnel >>](#)

\$100M C.A.L.V.O FUNNEL ATTRACTION CASE STUDY

How I Attracted & Consulted Award-Winning UK Entrepreneur & Business Coach Neil F. From UK Into My Funnel! **Worth £102M + Built His Previous Business To \$65,000,000 In Six Years!**



Neil started his first business at the age of 19, selling home improvements door-to-door and working his way up to selling into the Boardrooms of some of the worlds leading technology companies.

In 1994, Neil founded a UK based staffing organization, Dataworkforce. The company grew rapidly to a turnover of \$65 million in six years with offices in London, Dallas, Switzerland, Malaysia, Singapore, and Mexico City.

Neil has co-founded and invested in a wide range of companies in such sectors as technology software, restaurants/hospitality, and the Internet/Internet Marketing.

Neil has also been a keynote speaker at various Industry and Entrepreneurial events and has been called upon by the media for industry and business expertise including:

BBC, Bloomberg Sky TV, ITV, The Money Channel, BBC Radio 4, Independent Radio, KRLD (Dallas), The Financial Times, The Sunday Times, Time Magazine, Forbes, The Independent, The Daily Mail, The Daily Express, The Daily Mirror, The Sun, The Dallas Morning News.



Here's How I Attracted a \$100M+ Expert Entrepreneur Into My Appointment Booking Funnel

STEP #1 – Targeted High-Income Experts That Had **Specific Characteristics** of My Core Client Avatar... Via My **Traffic Campaign!**

STEP #2 – Neil Clicked On One Of My Ads Which Took Him To My Optimized Funnel L.C.P (*Lead Capture Page*) This is a one-page website that acts as the front door to your sales funnel by getting the leads contact details!

STEP #3 – On The L.C.P I Gave AWAY a **Super Valuable FREE Gift** In Exchange For His Email Address! (*Video, PDF, E.B.M Webinar or FREE Results Driven Phone Consult*)

STEP #4 – I Absolutely Hammered Him + My List Leads With **DAILY VALUE BASED EMAILS & STORIES** To Grab His Attention In The Inbox & Built a Genuine Relationship!

STEP #5 - Because of The **CONSISTENT FREE VALUE** He Received, This **Positioned** Me As More of An **Expert Authority**, Compared To Other Marketers Only Focusing On Selling Which Burns Out Your List.

STEP #6 - Neil Replies To One of My Emails, Asking To **Book Up A Call On My Calendar!**

STEP #7 – We Jumped On Multiple Consulting Calls Together & Had A **Friendly Conversation**, Where I Figured Out What He Wanted To Achieve With His New Online Coaching Business, While Sharing My Knowledge On The Internet Marketing Space With Him To Genuinely Help Him! I Also Learnt A LOT From His Experience, Knowledge & Expertise Of Growing His Previous Telecom Recruitment Company to \$65,000,000 In 6 Years!

This Is The POWER Of Having An Optimized Funnel + An Automated Follow Up Machine In Place Working For You!

Here's Screenshots + Proof From Our Email Communication + Consulting Calls After He Came Through My C.A.L.V.O Appointment + Call Booking Funnel From One of My Traffic Campaigns!

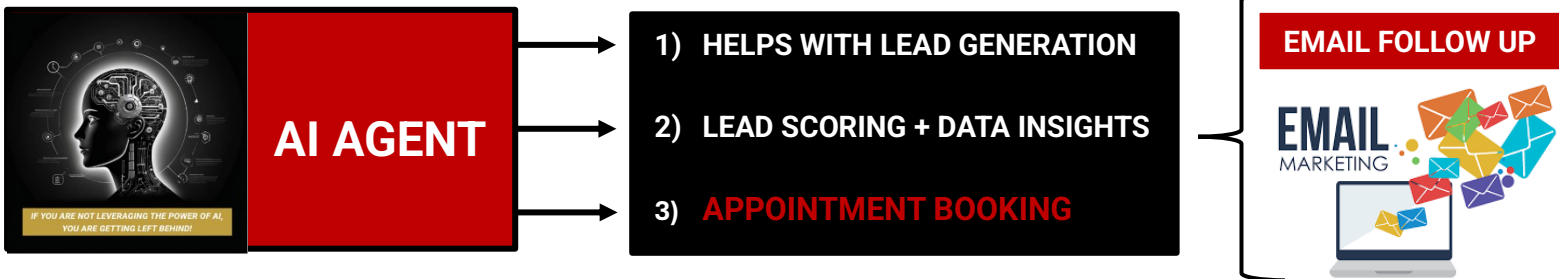
- 1) The **AI AGENT** helps track **LEADS!**
- 2) The AI AGENT provides data and insights on **LEAD SCORING**, which shows us who to follow up with via real time tracking time data!
- 3) The AI AGENT helps with **E.B.M CONTENT & COPYWRITING!**
- 4) The AI AGENT is deployed as your **APPOINTMENT SETTER** to book **QUALIFIED APPOINTMENTS & DM CONVERSATIONS** with serious prospects that are **READY TO BUY NOW!**

This allows me to work in my **Z.O.G (Zone of Genius)** while living a life of more **FREEDOM!**

(Inside **MASTERY BONUS MODULE #1** of C.A.A we share **exactly how to get your AI AGENT set up correctly + optimized**, so you can automate your funnel + follow up & **book qualified appointments** on your calendar WITHOUT replying to DMs yourself when running paid ads!)

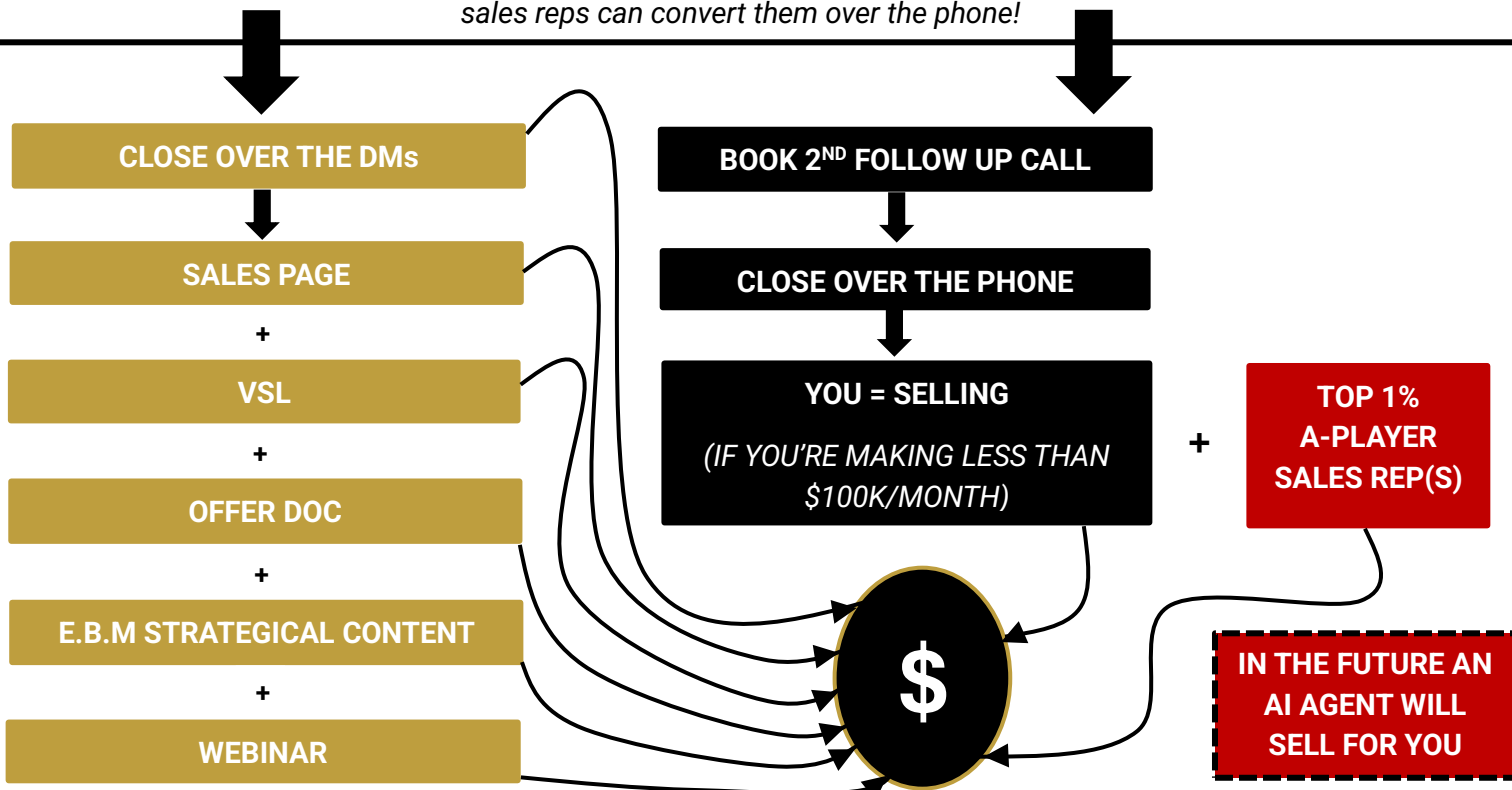
SUPER POWERFUL!

Let's dive deeper together into the **INNER WORKINGS** of this **\$102M 'EXPERT ATTRACTION FUNNELS' CASE STUDY**, where I'm going to reveal my secret **AI AGENT FOLLOW UP PLAN!**



A-PLAYER HUMAN FOLLOW UP APPOINTMENT SETTER

(Instead of having an appointment setter booking appointments on the front-end, you'll have an AI Agent doing that. You can then hire an A-PLAYER appointment setter to follow up with **QUALIFIED PROSPECTS**, that have already done a call with you or your team who are on the fence to buying! The human follow up appointment setter can then fully focus on closing high-ticket deals over the DM's by overcoming objections + book the 2nd follow up strategy call so you or your sales reps can convert them over the phone!



As you can see from the diagram above, your job is to sell on the phone before hitting \$100k per month. You can also hire a sales rep as well if you have enough lead flow and appointments + have product market fit & message to market fit.

It's also your job to create **DIGITAL CONVERSION ASSETS** listed to the left in the colour gold, for your appointment follow up setter to convert PROSPECTS that are on the fence to buying. Again, you do not create all of this in one go.

You build one asset, optimize it and build the next one as you advance (*if you wish to do so.*) Also keep in mind... just one digital asset like a **VSL** (*Video Sales Letter*) is all you need to hit 7-Figures.

However, by leveraging more than 1 you can target **DIFFERENT ANGLES** for the same offer.

For example, let's say you have 2 prospects both interested in your offer, but they haven't pulled the trigger in terms of buying yet. Prospect #1 is suffering with the specific problem of closing sales over the phone. Prospect #2 is fantastic at closing over the phone but is struggling to book qualified appointments.

Both prospects can benefit from your offer, however with this follow up strategy you can get super targeted in terms of the specific problem / pain each individual prospect is suffering with which massively increases sales conversions.

You can tailor your content to target the problems accordingly... making it easier for your appointment setter, you or your sales rep to close a high-ticket deal. Make sense?

This is known as having **MULTIPLE CONVERSION POINTS** within your funnel + follow up process. We're going to talk in more detail about this during module #10 (***Email Marketing Machine + Social Media Follow Up Conversion!***)

Next up I'm going to walk you through...

How To Build A Financial Asset (***Your Email List***) + Tools!



**EMAIL LIST
= ASSET**

Like I've mentioned before in this training program, everything is built around your email list and your email follow up is a key component of your sales funnel process.

IF YOU DO NOT BUILD YOUR LIST...

YOU DO NOT HAVE A BUSINESS THAT YOU OWN & CONTROL!

Because if you're building your business on a social media platform, they can shut you down with the click of a finger and you'll lose all your followers instantly. If your email autoresponder shuts you down, you can upload all your subscribers into a new email software.

One of the reasons my funnels convert so highly is because of my follow up process!

We're going to dive deep into follow up during module #10. However, if you're not booking calls & closing sales on the front-end of your business model, the **money's most probably sitting in your follow-up.**

In most high-ticket or service-based funnels, email isn't just a "nice to have mechanism" ... it drives...

...30 To 70% of Your Total Funnel Sales Conversions!

That's not me guessing. That's been proven by our testing data after building, testing and optimizing 100's of offers, funnels and follow up machines for myself and my clients!

Here's how the email follow up conversion process relates to your offer and pricing structures:

- **Low-Ticket Offers (< \$100 Per Sale)** → Email grabs 20–40% of conversions through cart recovery, urgency, scarcity and one time offer promotions.
- **Mid To High-Ticket (\$500–\$5K+ Per Sale)** → Email becomes your closer. 40–70% of conversions will come from nurture, trust, relationship building and follow-up.
- **B2B or Longer Sales Cycles (\$5K - \$10K - \$100K Per Sale)** → Email is king. It handles your testimonials, case studies, FAQs, strategical content, direct response sales assets and follow-up objections... again resulting in 50–70%+ of conversions!

When I was a 'consultant partner' for a \$150M direct sales company making **\$4,000,000 EVERY SINGLE MONTH** for years, the founder used to **invest \$1.5M per month on paid traffic.**

He was more than happy to wait 6+ months to see an ROI (*Return On Investment*) because he understood the power of email follow up operating on the back-end of his funnel. The majority of marketers out there freak out when their funnel is not producing positive cash flow after waiting one week.

Obviously, my goal is to help you get your funnel converting and profitable in the FASTEST time possible, by sharing the best funnels that have worked amazingly well for me... so you can get positive cash flow pouring into your bank account.

But you must also have the long-term mindset when it comes to **funnel architecture** and understand your follow up process is **absolutely CRUCIAL!**

Did you know it takes on average...

7+ EXPOSURES of Your
D.R.M Sales Material +
E.B.M Strategical Content
Assets Before a Consumer
Makes a Purchase Online!

D.R.M = Direct Response Marketing

E.B.M = Education Based Marketing

If your funnel isn't booking qualified sales calls & printing CASH upfront, **email is where the back-end PROFIT resides.**

Never forget that, because it could be the difference to turning a funnel that's losing money or at breakeven, into a million-dollar client acquisition system that prints **LARGE AMOUNTS OF LIQUID CASH FLOW** for you!

By now you should have already set up your automation tools!

Systeme.io, ClickFunnels & Go High Level all have email marketing automation tools built into the software, so you can build your list and follow up using email autoresponder automation.

Again, **Systeme.io is FREE for your first 2000 subscribers.**

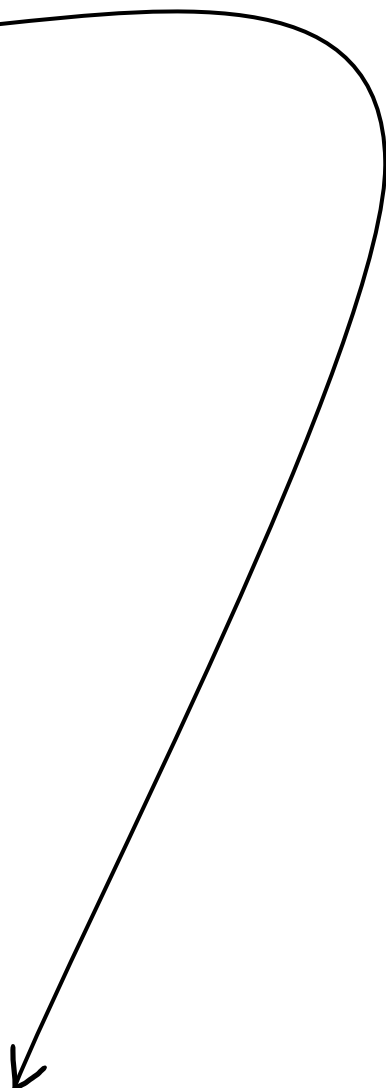
[Click Here To Get Started With Systeme.io For FREE >>](#)

[Click Here To Get Started With ClickFunnels >>](#)

[Click Here To Get Started With GoHighLevel >>](#)

Without a funnel building software and an email autoresponder you cannot build your financial asset aka **(YOUR LIST)** so pick one of the software's listed above, so you're ready to build your funnel during the action steps at the end of this module.

Okay... moving onto my...



🔑 \$30M Mentors Underground Value Ladder Ascension **SECRETS!**

Understanding The Order Value Multiplier & Value Ladder Multiplier For Massive Back-end Profits From Your Funnel.

WARNING!! – Some of the knowledge I'm about to share with you during this section of the training module is ADVANCE & is not needed to hit 5 or 6-Figures per month! This is a strategy I go deeper into during my **Business Scaling Mastery** training program!

But it's important for you to understand now... for when you are ready to scale your funnel & offer(s), because traffic prices are rising! What I'm about to teach you will allow you to **destroy your competition** and **buy customers at a profit**, even if it's getting a bit more expensive to run paid advertising!

Recently I was in London, UK attending my \$30M personal mentors live mastermind event. And seeing as I wanted to look smart, I decided I needed a new shirt. 😊 So, I walk into a suit fitting shop and started looking around.



Then a customer service rep comes over and asks... "Would you like some help?" I replied...

"Sure, I am looking for a new shirt as I'm attending a mastermind online business event here in London."

Thirty minutes later I walked out the shop with a full 3-piece suit, a brand-new pair of brown shoes, a belt and a nice credit card bill to go with it. So, what on earth happened in those 30 minutes?

Let me tell you... 😊

I was offered more valuable products that complimented what I was originally going into the shop to purchase.

This is known as **Upselling Existing Front-End Customers!**

IMPORTANT! For this to work effectively it must be done correctly by applying **PRE-EMINENCE**, which we briefly went over during the last module (**COPYWRITING MECHANICS**)

When you don't do this correctly like many companies / gurus who only give a crap about making a profit instead of putting their customers & clients first... your business turns into a f&*king sh*t show, and the authorities come knocking and eventually you'll get shut down.

Now, since being online for over 7+ years I went back and crunched some numbers and **70% of our profits came from our EXSISTING CUSTOMERS (The Perfect Fit Customers Who Had To Qualify To Work With Us & That We 100% Believed We Could Help With Our Offer, IF They Took The Action Steps We Laid Out For Them!)**

So, as you scale your online business past 6/7 -Figures you need to continually ask the following question.

“How Can I Provide Solutions To My Existing Customers So I Can Genuinely Help Them FAST-TRACK Their Results By Solving The Next Logical Problem They Suffer With, While Increasing My Profits?”

REMEMBER – The Customer Always Comes First, NOT Profit

(Profit Always Comes Secondary When Applying The Long-Term Multi-Dimensional Thinking Model I Shared With You Inside Phase #3 of Module #3!)

Now, this methodology can be broken down into two constituent parts when it comes to **funnels** and **offers**...

Order Value Multiplier – This is the process of giving the customer the option of buying more products IMMEDIATELY after they have bought a front-end product from you. Maybe they buy a Tripwire offer for \$7 - \$27 and then immediately sold a video training for \$97 - \$197 before completing the order.

Value Ladder Multiplier - This is the option of selling more products & services on the back-end.

For example, a customer buys a \$7 or \$27 **front-end tripwire product** and is then immediately sold a \$97 - \$197 product on the next page of your funnel to compliment the first offer.

This is known as the Order Value Multiplier that we just covered.

This helps you recoup some of your paid traffic costs on the front-end of your funnel.

After the paying customer has had some time to go through the products, they are then invited to an **automated training webinar** teaching some cool valuable knowledge for free.

This call to action is placed inside the tripwire digital product + in the email automation follow up system.

At the end of the webinar, they are offered to book a **free 'RESULTS DRIVEN' strategy session**.

On the call you help them and figure out what they want to achieve by following the 7-Figure sales script I gave you access to during module #4.

If they are a good fit and you believe you can help them... the front-end low-ticket customer is offered a \$5k – 30k+ coaching or consulting program. Or a \$15,000 - \$100,000 done for you service.

Some time goes by, and you help them get amazing results. Your clients love you and they want to meet and learn from you in person. They are then offered a \$4,000 - \$20,000+ workshop or live mastermind!

What I just shared with you there... is **advanced I.C + C Acquisition Funnel** knowledge. At the start of your business journey. **You must FOCUS on ONE OFFER!** That's all you need to get to 6/7-Figures! However, as you advance and want to SCALE, you can add other offers that helps your clients by using the...

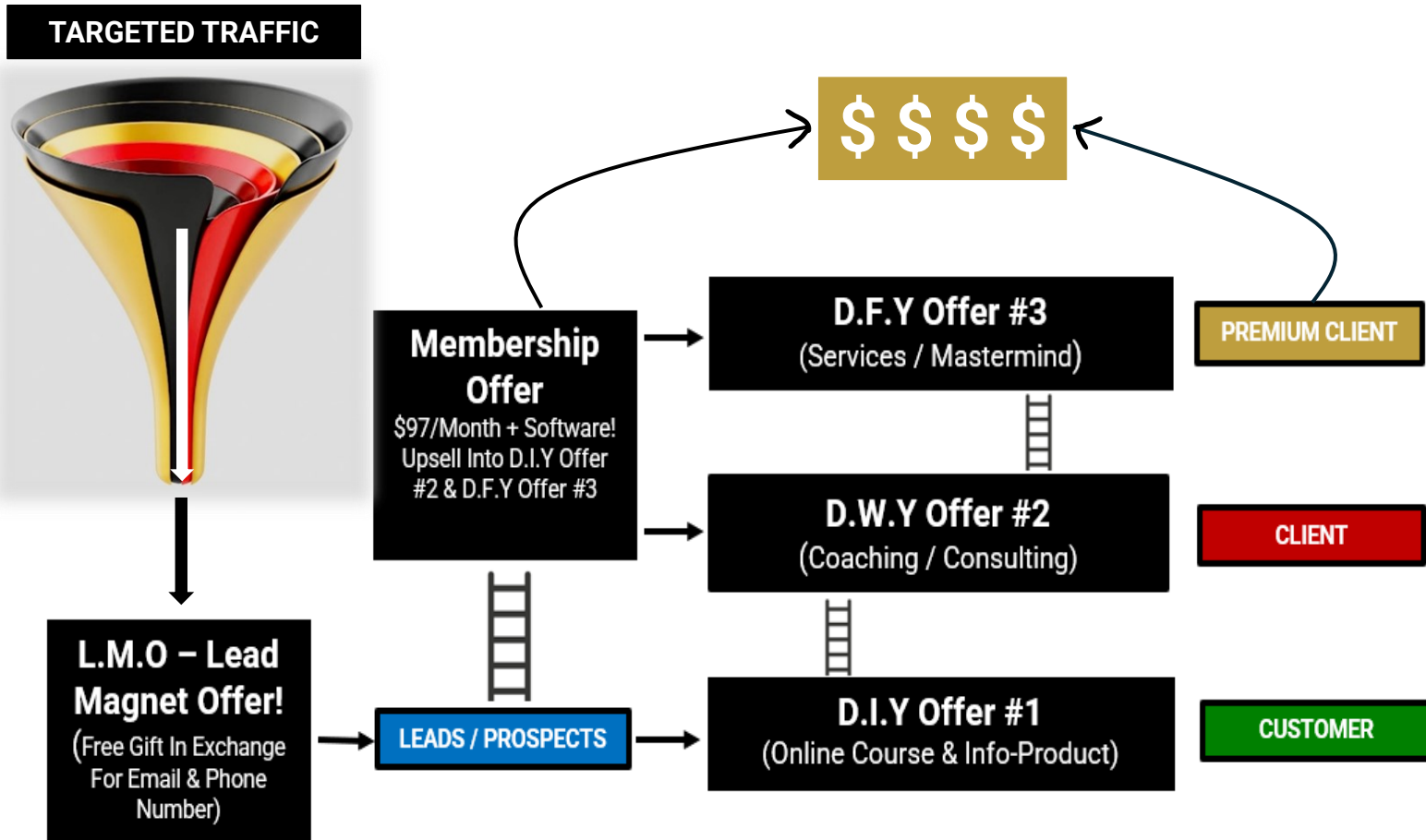


✓ Order Value Multiplier

&

✓ Value Ladder Multiplier

This is one way to turn a funnel at a loss or breakeven and create a **PROFIT PULLING MACHINE** that makes high-ticket sales on the back-end, by having a **DEEP SALES FUNNEL** with 3+ high-ticket offers in your **IPS (Integrated Product Suite)**



The key here is to get the right balance of offers and only upsell existing customers that genuinely need what you provide by solving the next logical problem they will suffer with...

or ... upsell customers that have already gotten amazing results from your previous offer, who are happy and excited to invest some of the profits you've helped them make back into you and your business.

In fact, when you do this correctly, you'll have customers & clients reaching out to you asking to learn more about your other high-ticket offers.

For example, Take my client Toni from Austria:

He got started with my \$2,000 info course.

He went through the training, optimized his mind-set, reprogrammed his subconscious mind, applied the marketing and sales tactics I teach inside and **significantly increased his profits!**

Now because I helped him get some amazing results (**MASSIVE AMOUNTS OF CASH & PROFITS**) + had my automated email follow up in place, following up with both leads, prospects, customers and clients.

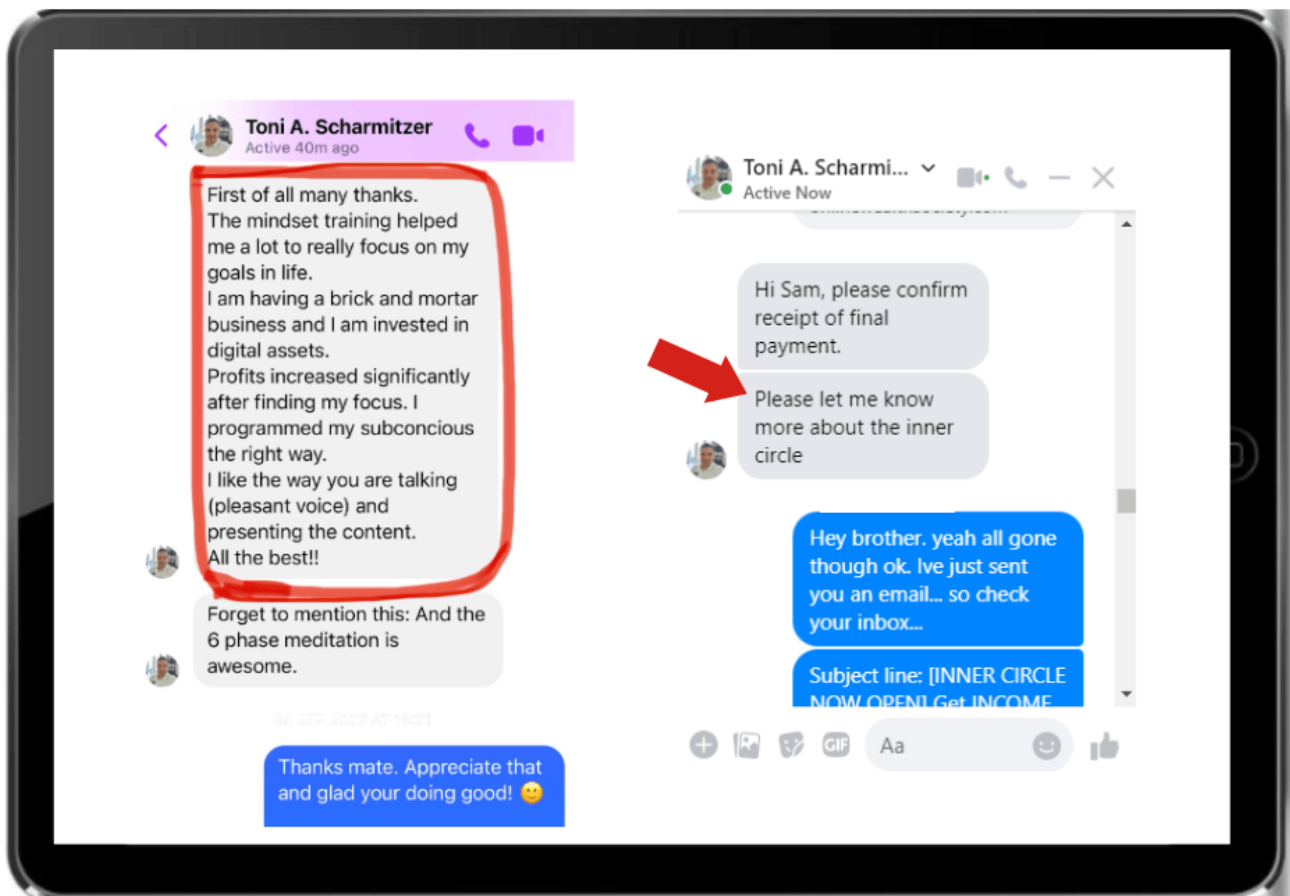
He reached out to me on social media... asking to learn more about my highest level 1:1 inner circle coaching program as seen in the FB conversation screenshot below.

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!"



This is the power of what I'm teaching you here.

As you run a consistent daily flow of targeted traffic into your funnel, targeting high income earners. There is always a percentage of people that will buy your high-ticket offers and **ascend your value ladder** because they want to FAST-TRACK their results, and they have more money available to invest in themselves rather than spending their time! Make sense?

If you think these are crazy numbers in terms of PRICING for the offers, I've just mentioned & investing into a business my advice to you as your coach /mentor is to **START THINKING BIGGER!**

People invest \$1.300,000 - \$2.500,000 to franchise McDonalds.



Taco Bell costs \$575,000 – \$3.4 million



KFC costs \$1.4 million – \$2.7 million

Wendy's costs \$2 million – \$3.7 million

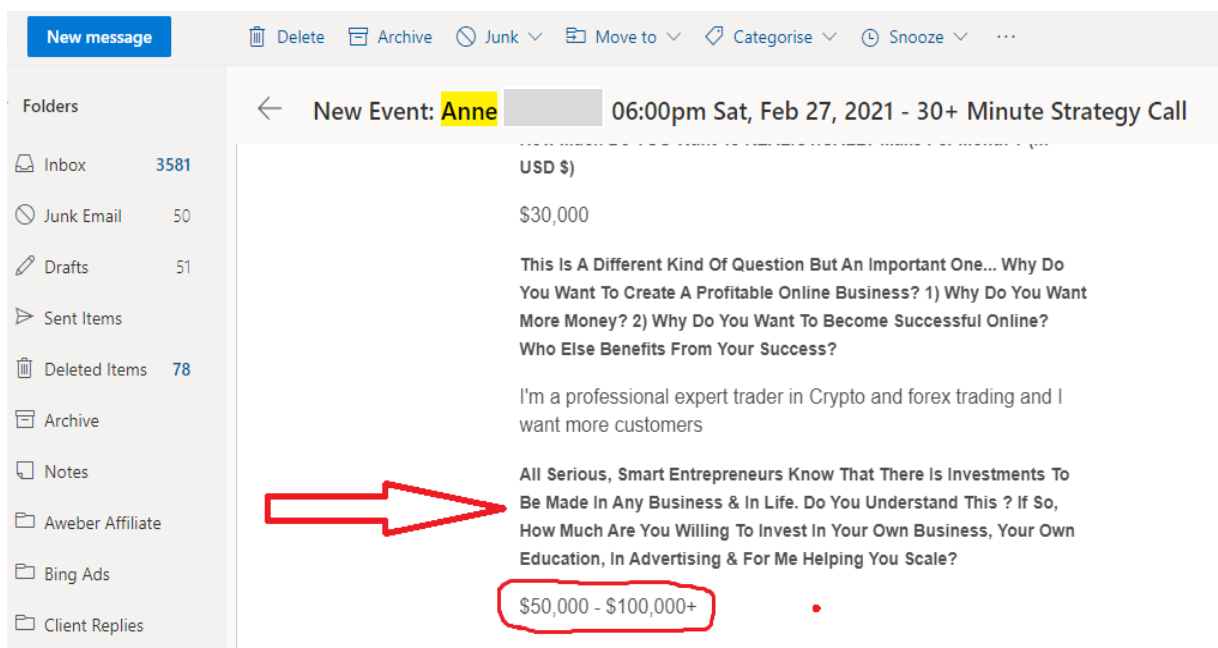
On average, **over 13,000–15,000 new franchise units** are opened each year in the U.S. alone, based on data from the International Franchise Association (IFA) and FRANdata.

And **over 30,000–35,000 new business franchise units** launched worldwide annually

There are around **10–15 MILLION new online businesses** launched worldwide each year.

To open up a physical brick & mortar business like a restaurant costs a **minimum investment of \$100,000+** before you even open up for business!

Qualified leads & prospects regularly come through my phone application funnel and say they have **\$25,000 - \$50,000 - \$100,000 to invest into an automated online business** as you can see in the screenshot below.



There is so much money out there in the world and with the right funnel + the right offer + targeting the right people (TRAFFIC) who are serious and have money to invest can make you very wealthy!

McDonalds, Starbucks & Apple use the same methodologies that I'm teaching you here.



➤ Order Value Multiplier Example

Did you know **McDonalds** actually lose money selling the burger but make their millions by upselling you on the fries and coke or by asking you if you want a large or super-size meal?

➤ Value Ladder Multiplier Example

Apple uses the **Value Ladder Multiplier** brilliantly with the iPhone as the front-end product.

The iPhone acts as the entry point offer, which is highly desirable, widely accessible, and often financed... making it easy for users to join the Apple value eco-system.

Once inside, users are upsold mid-ticket products like AirPods, Apple Watch, and accessories, which enhance the experience.

From there, Apple ascends customers to high-ticket back-end offers like MacBooks, iPads, and the Vision Pro, which are premium, high-margin products that feel like natural upgrades.

To multiply value even further, Apple locks in recurring revenue through subscriptions like iCloud, Apple Music, and AppleCare+.

So, in essence, Apple doesn't just sell products... they build customer lifetime value by stacking offers and locking users into their **VALUE ECO-SYSTEM!**

This is the sole reason they have become a BILLION DOLLAR company along with creating amazing product offers that people feel the need to buy due to their 'use cases' and global branding!

We will be talking in more detail about these concepts + the value eco system inside Business Scaling Mastery.

As you scale your funnel + business it's crucial to understand the importance of offering real **TRANSFORMATIVE VALUE** to your clients... and then **giving them the opportunity** to purchase more products that offer even more value for an increased price, at the correct time during the customer value journey.

AFTER you've crossed 7-Figures... for this to be really effective 2 things need to happen.

- 1) You need to **build out your own value ladder** and offer products & services that provide 10X – 100X more value than the price.

Most products in our industry suck! You however want to make sure you have completed all action steps from module #2 (*Million Dollar Irresistible Offers*) and each time you build & deploy a new offer follow that proven offer creation blueprint to the T!

- 2) Notice in the previous paragraph I said **you have to give THEM the opportunity to purchase?** For upselling to be really effective you need to educate and hand over the power to your client.

(You Must Let The Customer Make The Decision To Buy!)

Your job is to present the offer and let them make a decision after the sales material has done it's work.

Nobody really likes to be sold to, but they love to make a purchase providing they have come to the conclusion THEMSELVES that the product / service is something they need or want.

There's a saying in this industry that a buyer is a buyer is a buyer and it's true as long as it's built on a relationship and trust. When you have this in place your **Average Customer Value** increases 10X and you'll be able to invest more into paid traffic to build your list faster and completely wipe out your competition.

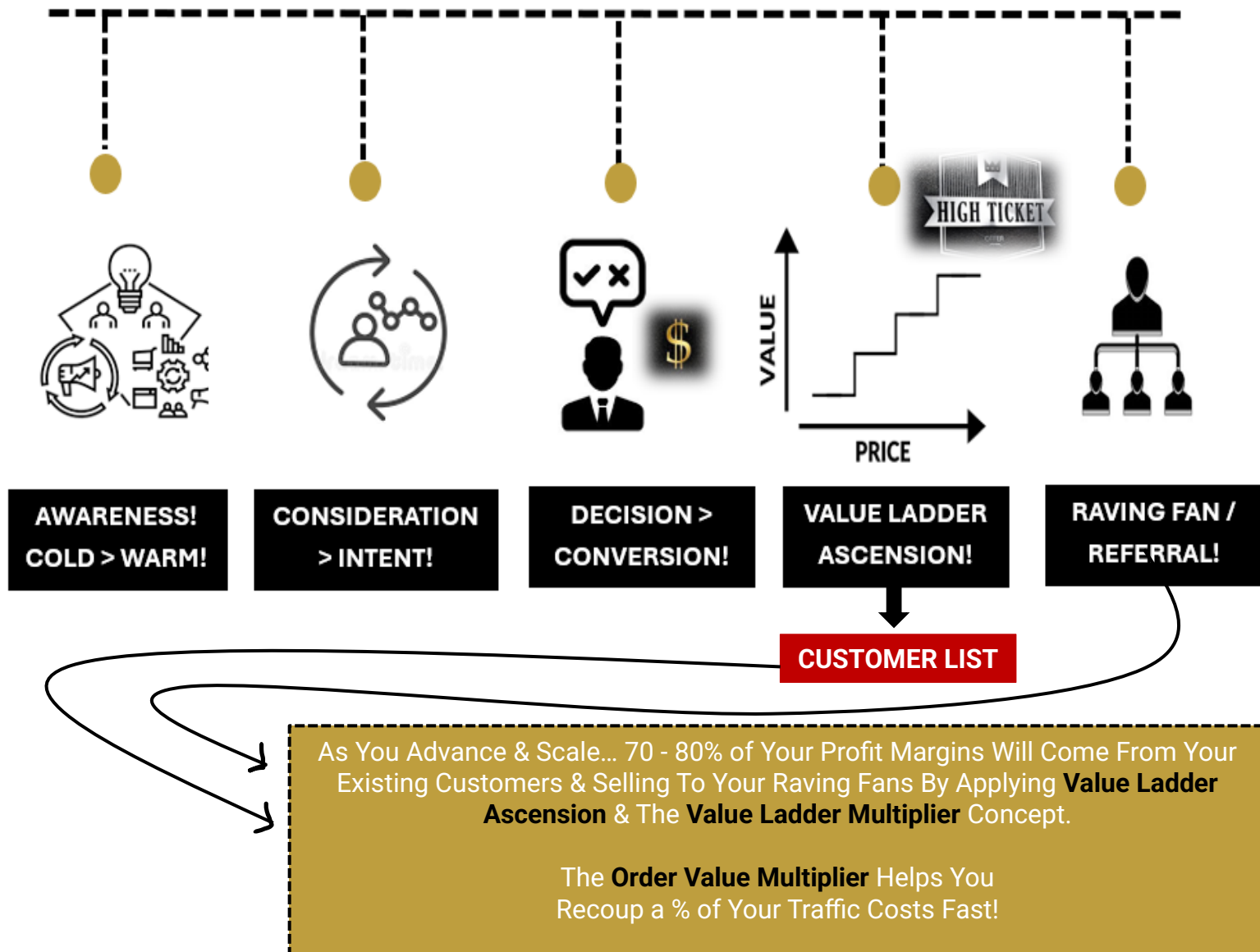
Because your competitors funnels will only allow them to invest let's say \$500 - \$1,000 to acquire a customer from the major ad networks, while you can invest 3X - 5X or more than that amount because you are leveraging the **deep sales funnel concept**.

Which means you get all the best leads because the paid ad networks like Facebook, Instagram, LinkedIn, Google & YouTube are based off different ad criteria, with one of those criteria's being a **bidding auction**.

We will talk about this in detail during module #10 (**PAID TRAFFIC SYSTEM**). This is also why having a HIGH-TICKET offer at a price point of at least \$3,000 is so important when running paid ads into a funnel because it allows you to invest into ads and make a profit!

Apply everything I share inside the future modules of C.A.A and business Scaling Mastery and you'll absolutely smash your profit goal! 😊 Here's a diagram of the **Customer / Client Buyers Journey** that we went over during the copywriting module

Customer / Client Buyers Journey



As you advance past 6/7-Figures.

Always keep in mind that 70 - 80% of your profit margins will come from your existing customers by applying the value ladder multiplier framework I've taught you

+

when you have an offer that customers and clients love, it's so much EASIER to sell to people that have already whipped out their credit card and purchased from you in the past because massive amounts of trust has been built!

The key to upselling is to do it **ETHICALLY!**

Never sell someone that doesn't genuinely need your offer & never sell high-ticket to someone that's not a good fit. It has to be a WIN – WIN scenario for both the client and you.

Fun With Funnel Math

3 Marketers running paid ads into a funnel...

- **Marketer A has a \$100 product offer**
- **Marketer B has a \$3,000 product offer**
- **Marketer C has a \$10,000 product offer**

Who do you think will be able to scale faster to 7-Figures and make more profit?

If you picked marketer C.

You are correct.

When running ads, an average **CPA (Cost Per Acquisition)** is around \$1,000+ depending on your niche.

If marketer A runs \$1,000 in paid ads and makes 1 sale of a \$100 product. He's **\$900 in the red!** His sales funnel and product portfolio is simply not deep enough.

If marketer B runs \$1,000 in paid ads and makes 1 sale of a \$3,000 offer, he's **\$2,000 in profit!**

But let's say marketer C runs \$2,000 on ads because he's selling a high-ticket product of \$10,000 so it takes an extra \$1,000 to acquire 1 high-ticket customer! He's invested more money to acquire a customer, but he's made **\$8,000 in profit!**

Marketer A selling a \$100 product with no high-ticket offer on the back-end simply can NOT scale his funnel. He's out of business, before his business got out the starting gate on the race to \$1M!

Marketer B has a 3.1 funnel ROI profit conversion rate.

Meaning every \$1,000 he invests in ads; he makes \$2,000 in profit.

He can scale to 7-Figures!

However, every time marketer C invest \$2,000 which is \$1,000 more than marketer A & B he makes \$8,000 profit. He can SCALE his funnel + offer to 7-Figures WAY faster than marketer A & B!

Make sense?

The key to remember as you advance is you must always be optimizing for increasing your ...

ACV =

Average Customer Value

(How Much Do You Make On Average Per Customer Over a 12-Month Period!)

To work this out add up all your PROFIT for a 12-month period and divide it by the number of customers

To keep the math simple... let's say you invested \$200,000 into paid traffic (*you do NOT invest all of this at once, you start small with \$5-\$10 per day with DM Funnel Ads or \$50 - \$100 per day with VSL Funnel Ads & scale up from their by reinvesting a % of your profits*)

This traffic flowed into your sales funnel and hypothetically made \$1,000,000 over 12 months.

From that \$1,000,000 in sales let say you got 500 customers

\$1,000,000 / 500 Customers = **\$2000** = ACV Metric (*Average Customer Value*)

\$200,000 Invested Into Paid Traffic / 500 Customers = **\$400** = CPA (*Cost Per Acquisition*)

Every time you invested \$400 into traffic in this example and sent it into your funnel you made \$2,000 back giving you a **healthy profit of \$1,600 per customer on average.**

(\$2,000 ACV) – (\$400 CPA) = **\$1,600 PROFIT** in this example!

If your **ACV (Average Customer Value)** is higher than you **CPA (Cost Per Acquisition)** when running traffic into your funnel...

$$\mathbf{ACV} > \mathbf{CPA} =$$

You Can BUY Customers At a PROFIT With a FUNNEL... You're 100% Profitable & Can SCALE Rapidly!

Creating yourself an...

AUTOMATIC CASH PRINTING VENDING MACHINE.

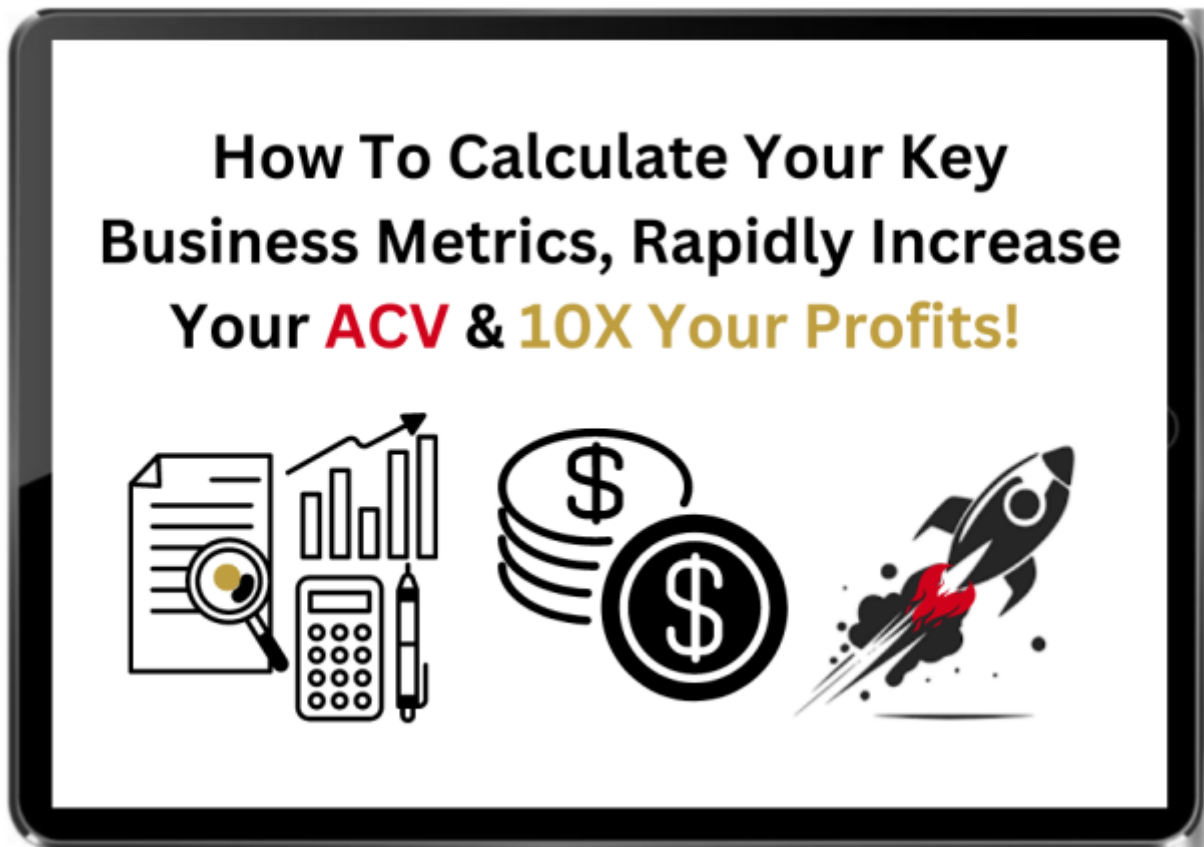
When you have an optimized online business / sales funnel and you invest in traffic It's like have a vending machine that spits out \$2 -\$5 for every \$1 dollar you put in. Pretty awesome, right?



This doesn't happen overnight but if you have a killer offer + test and gather your traffic + funnel data correctly, it will happen over time.

You can then work out **LCV (Lifetime Customer Value)** to predict future funnel cash flow and customer retention, if you have a high-ticket recurring pricing model attached to your product / service offer portfolio that I taught you in module #2.

I teach exactly how to calculate your overall business health, traffic and funnel metrics inside this PDF link below:



https://d1yei2z3i6k35z.cloudfront.net/9180631/67091c5d0a53e_ACVBUSINESSMETRICCALCULATIONS.pdf

And in a moment, I'm going to show you exactly how to **ENGINEER a FUNNEL** that scales to 7-Figures and beyond!

This is exactly how my previous biz partner and I were able to scale to 1.2M in sales together FAST when we were promoting high-ticket affiliate offers.

We ran traffic with Facebook ads and solo ads. And for every \$5,000 we invested into paid ads we made around \$30,000 back in affiliate commissions giving us a healthy **6:1 funnel ROI profit conversion rate**.

For you to hit a million dollars all you need is a **2:1 ratio**, meaning for every \$1 you invest, you make \$2 back out the other side. Make sense? You can even make things work with a **1.5:1 ratio**.

Your aim is to get the number on the left of the equation as high as possible (ACV) and the number on the right as low as possible (CPA) which gives you a nice **BUSINESS + FUNNEL HEALTH SCORE!**

Here's how to optimize this equation so you can grow your business...

IPS + 4 Profit Pillars Deep Funnel Overview!

During this section were quickly going to go over my 3 irresistible offers that are bolted onto the...

FRONT-END + BACK-END OF MY SALES FUNNEL!

We're also going to go into much more detail around the IPS methodology inside Business Scaling Mastery!

Now, your **integrated product suite** isn't just a bunch of random offers... it's the backbone of a high-converting sales funnel and they are strategically created in sequential order as you grow your business!

You **start with creating ONE KILLER offer**, sell it, make a bunch of money, get market feedback, make it better as time elapses and then develop the next offer (*if you want to*) as you advance on your business journey.

Each product or service acts like a stepping stone, strategically designed to **ascend customer value** and **eliminate sales resistance** at every stage by building **VALUE** + the relationship and trust with BUYERS!

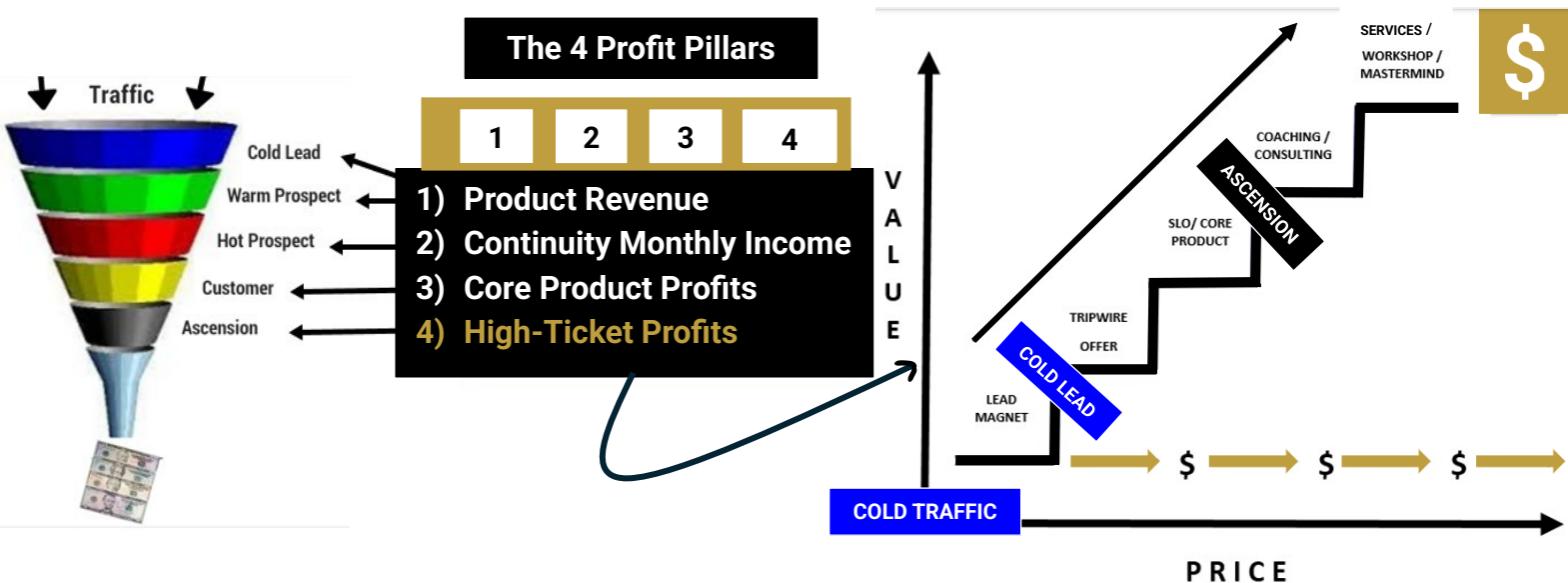
From front-end low-ticket entry points to back-end high-ticket transformations, the suite keeps leads, prospects, customers and clients moving up the value ladder—effortlessly. With a % of your best clients working with you 1:1 (**PROXIMITY**) inside your most intimate highest ticket offer.

When the IPS is built correctly, your funnel doesn't just sell once... it **compounds trust, automatically builds unconscious relationships, upsells naturally, and maximizes ACV & LTV** without the guesswork.

You'll also **ACTIVATE 3** intangible components:

1. Maximizes **REVENUE** From Your Traffic Campaign Investments!
2. Increases Your **BRAND** Recognition In Your Niche!
3. Enables You To **SERVE** a Wider Selection of Your Audience (*Email List + Social Media List*) Who Suffers With Different Problems At Different Price Points Ranging From FREE - \$7 - \$100,000+

Now your IPS interlinks into something called your 4 Profit Pillars! Which is explained in the diagram...



After you've got to the advanced level (*7-Figures and beyond*), you start this process by asking the following QUESTIONS!

“What products and services are you going to sell / promote on the front-end and how are you going to build out more valuable products and services on the back-end, to help your customers to get the result they are looking to achieve FASTER & EASIER?”

These can be a mixture of your own products, services, coaching and consulting programs + the highest-quality affiliate products (*monthly continuity income producing software's work best*) like I do which will enable you to have multiple streams of income!

VERY IMPORTANT!!! Before you hit \$30k - \$100k/Month you do **NOT** try to build **MSI's (Multiple Streams of Income)**

This is a sure-fire way to fail and send yourself back to your 9-5 crappy job that I know you hate.... because MSI's at the beginner stage take your focus away from the ONE OFFER you need to hit that level of income.

At the time of creating this training program for you, I have done over 1,179 high-ticket sales calls.

It absolutely amazes me when I ask leads & prospects how much on average they are making per month and what offers they are selling.

With some of them replying along the lines of...

"Well Sam, I'm making less than \$3k per month and I'm promoting my own course, I've got an affiliate offer I'm promoting... a software and I'm also promoting this crypto offer... oh I've also got this social media offer that helps you comment back on people FB posts, blah, blah, blah!"

One guy I spoke to during my offer testing and feedback stage said he was making less than \$100 per month promoting 12+ different offers! FFS! 🙄

Another guy was trying to launch 3 DIFFERENT businesses all at the same time, while working a part time job making \$1,000 per month!

Whoever is teaching people this absolute garbage is setting you up for massive failure!

To get to \$10K-\$100k per month takes **extreme ENERGY & FOCUS** using the **POWER OF ONE!**

When you're promoting multiple offers at the same time... before you've made your first 6/7-figures, you have absolutely no idea about...

- **Product Market Fit**
- **Message To Market Viability.**
- **Sales Script + Objections On Lock Down**
- **Funnel > Core Client Avatar Fit**
- **Traffic > Ads > Response Stimuli**

When you have this dialled in... you'll have developed something called your **O.S.S**

= Optimal Selling Strategy

Meaning if you are promoting 2 or more offers when making less than \$10k per month, you have around 0.01% chance of growing your business to the 6/7 figure level.

And if those offers are priced less than \$100 - \$500 you have even less of a chance of succeeding because you need more customers and you can't make your funnel math add up into profits! Make sense?

While your competition focusing and leveraging the '**Power of ONE**' methodology + HIGH-TICKET quantitative & qualitative pricing structures that I taught you in module #2... are absolutely f&*king annihilating you in every single way possible when it comes to the game of business!

One of the BIG MISTAKES I made on my online journey was creating multiple different offers, multiple different sales funnels, using multiple traffic sources & doing launches + affiliate marketing at the same time! **MASSIVE MISTAKE!**

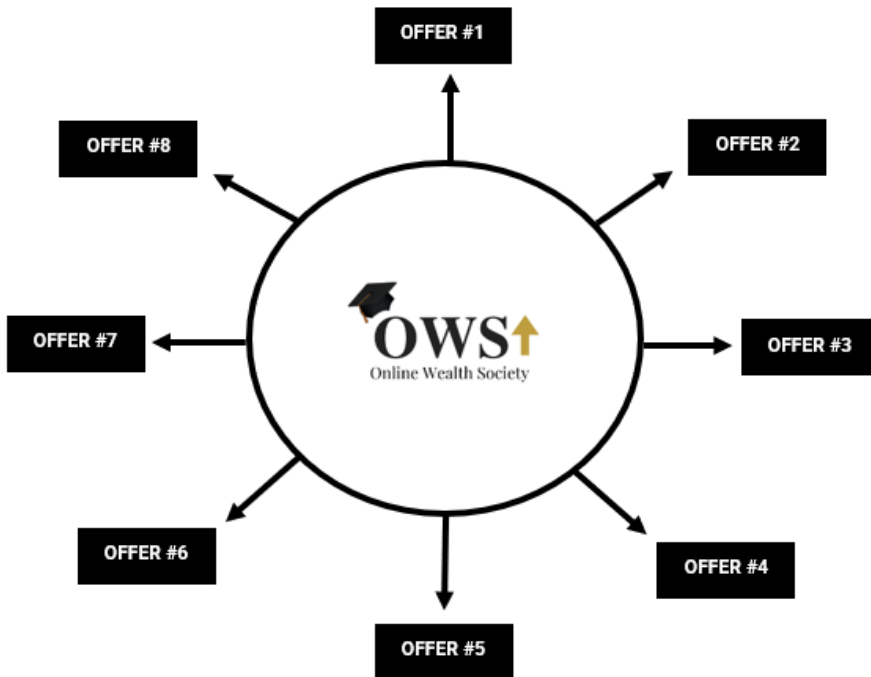
It was stressful, hectic and way too complicated. It got to the point where I had to shut the whole company down and rebuild everything from scratch with the new SIMPLE model!

Please learn from my mistakes!

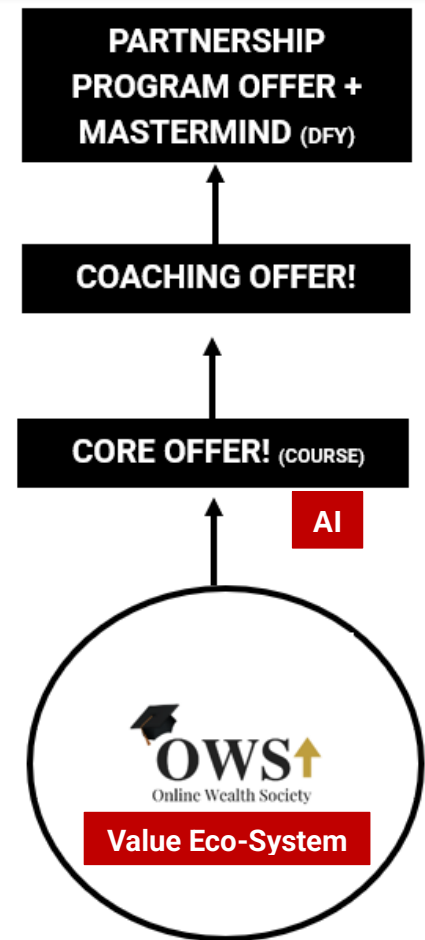
Here's a diagram of the Old Complicated Model Vs New Simplified Model.

❌ Old Complicated Model

- Multiple Sales Funnels
- Multiple Traffic Sources
- Multiple Random Offers Without Alignment
- Multiple Product Launches



✅ New Simplified Model - 3 Step High-Ticket Offer Value Eco-System



The clients that hit 6 & 7-Figures in my previous coaching program had 1 main affiliate or coaching offer they were promoting!

The small select few students that failed took on too much... we're promoting too many offers while not listening to me and their results replicated their lack of focus, even when I had told them to FOCUS ON ONE!

If your business model is not optimised & simplified that **initial condition** is going to affect results due to complexity, as you progress so always be aware of that and think long-term!

It's better to restructure now rather than restructure when you're in the middle of the PROMOTIONAL PHASE or worse the SCALING PHASE!

However, saying that... as you scale past 7-figures as a strategical online entrepreneur, you'll want to be...

...Working On Your Business Not In Your Business!

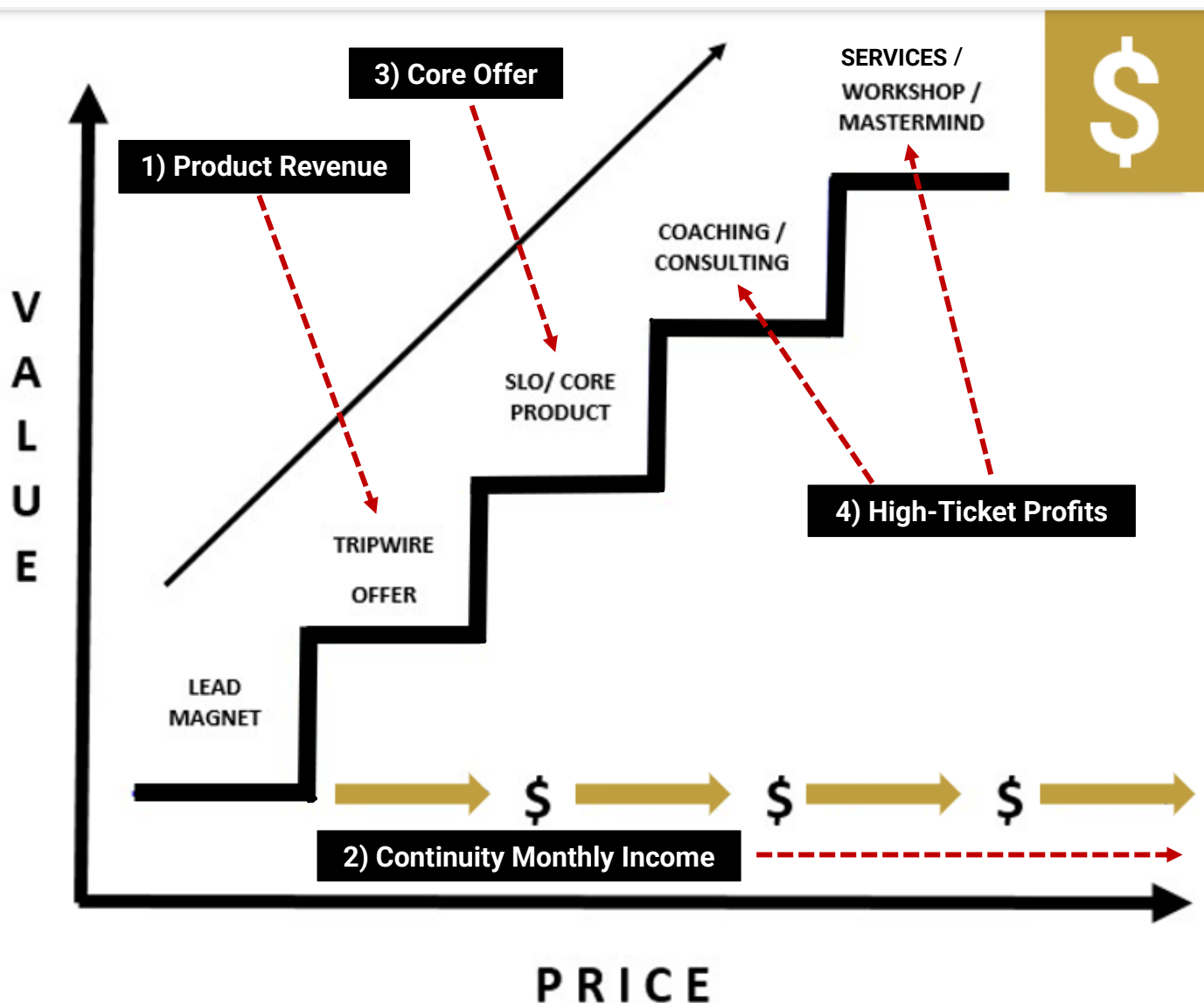
So, ask yourself (when you get to this level) ...

"How can I INNOVATE and create more valuable products and programs to help my clients get RESULTS?"

I'm sharing this information about value ladders before we go deeper into the funnels training because I know there will be a percentage of you reading this who will want to brand yourself, create more than 1 offer + digital marketing assets in the future so you can scale to multi-7-Figures and beyond.

So, throughout the rest of this module, you're literally going to see the inner workings of my entire online business that has been **valued at \$3,000,000**, by a professional business valuation company!

But first let's recap the value ladder diagram below and see how the 4 profit pillars converge with each other to create a very **DEEP SALES FUNNEL** that serves more people within your market.



When you apply this **AFTER you are a net worth multi-millionaire**, you'll have developed the I.C+C Acquisition Funnel™ by default, which I'm planning to use to hit 8-Figures.

I.C+C Acquisition Funnel™ stands for...

Infinite Customers + Clients Acquisition Funnel™

I will talk in detail about that during BSM (**Business Scaling Mastery**)

Now let's dive deeper together into my optimized IPS so you can see what an irresistible offer truly looks like and how its bolted onto my high converting application funnel.

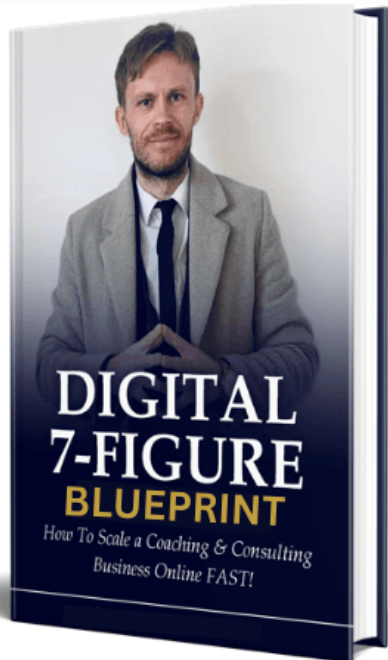
3-STEP IPS SYSTEM (INTEGRATED PRODUCT SUITE)

AI FLYWHEEL – VALUE ECO-SYSTEM



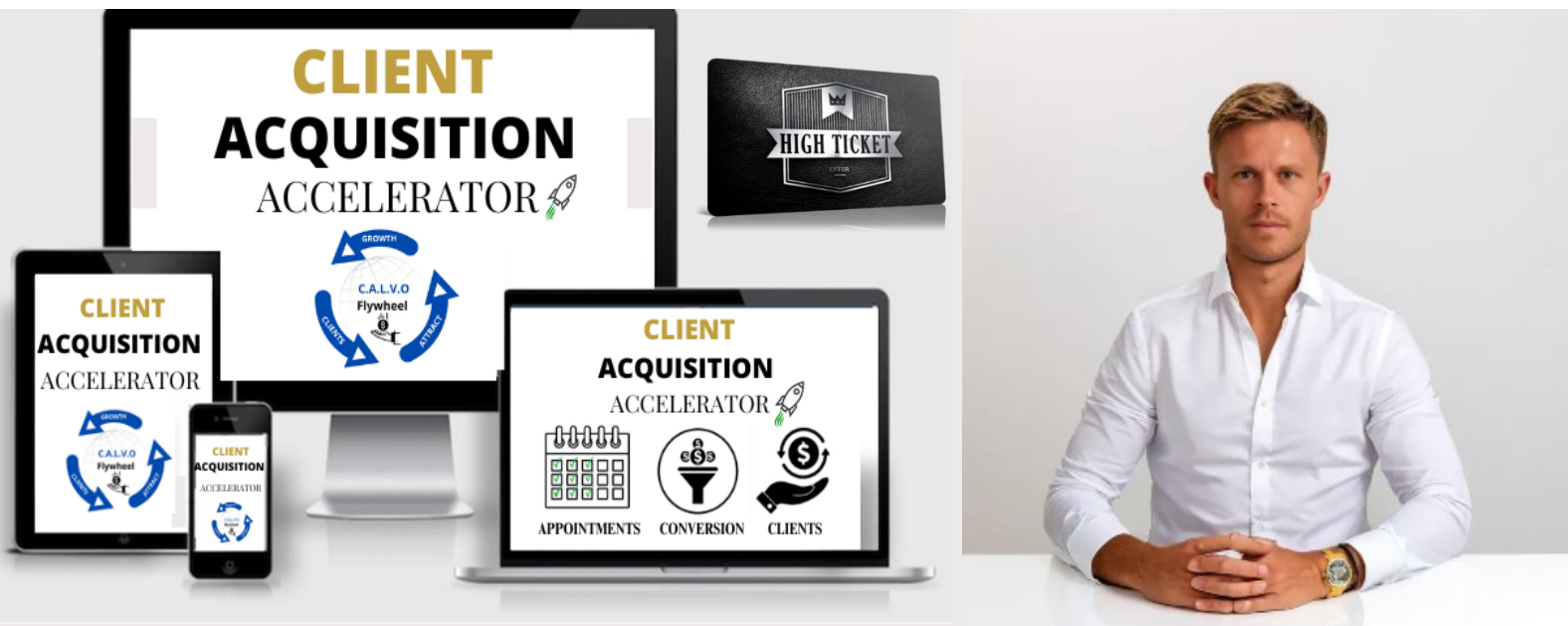
There's a good chance by the time you're going through this time-tested business training knowledge inside this module; you'll have already got my lead magnets for free + purchased my books & funnel + email autoresponder software account from me if you're taking your business seriously.

SOFTWARE AFFILIATE STACK



Maybe you got started with our monthly continuity program or purchased the **Client Acquisition Accelerator** directly... where you're learning exactly how to grow your business effectively...

...by generating targeted traffic, booking qualified appointments with serious leads & prospects + selling your high-ticket offer(s) WITHOUT the guesswork!



Maybe you spoke with me or one of my success coaches over the phone and got started with my **1:1 GET CLIENTS Coaching Program**, where you get access to ALL of my 7+ years of knowledge & insights... after growing my business and working + helping clients make multiple millions!

As well as personal coaching with me where I diagnose your number #1 big bottleneck... that's stopping your business from growing to the next revenue level so we can fix it together FAST + you get your questions answered in real time & access to my personal WhatsApp number.

1:1

'GET CLIENTS'











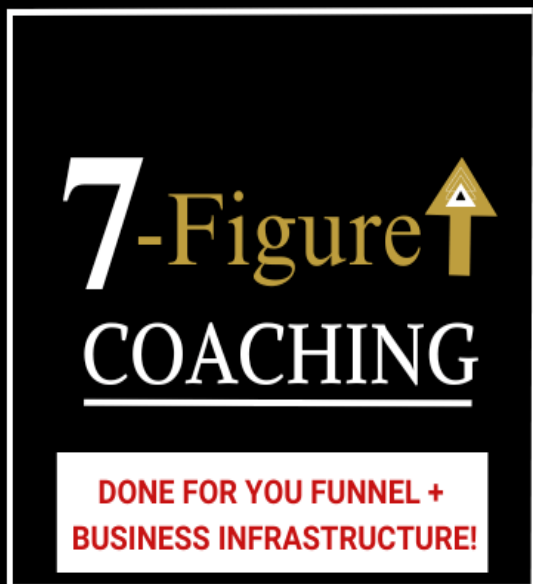




COACHING PROGRAM

Maybe you love the training I'm sharing with you but you're not tech savvy and haven't got time to waste building your business infrastructure so you can SCALE to 6/7-Figures, and you're interested in learning

more about our **Done For You Services** like **AI Mastery Funnels** + our **DONE FOR YOU Business Infrastructure**, where we build everything out for you so you can focus on selling your offer and delivering real results for your clients!

Or maybe you are interested in my **7-Figure Coaching Program** which includes EVERYTHING I've just mentioned above so you can massively **FAST-TRACK your PROFITS** with my personal coaching, advisory + you get to meet me in person!



7-Figure 
COACHING

**DONE FOR YOU FUNNEL +
BUSINESS INFRASTRUCTURE!**



**AI AGENT
APPOINTMENT SETTER
DONE FOR YOU!**



Or maybe you're not interested in any of those offers that can fast-track your **SUCCESS & RESULTS** and you're going to completely build everything from scratch.

That's absolutely fine too. 😊

This is upselling at its finest and it's kind of **disguised selling** because I'm not actually selling. All I'm doing is presenting offers that can help you FAST-TRACK your success and letting you make the decision.

Here's why it works so well....

Throughout this comprehensive training program, we've built a **solid relationship** built on **trust**.

I genuinely do have your best interests at heart, I'm helping you, I'm educating you, I'm sharing personal stories with you and recommending offers to automate your business + DONE FOR YOU services!

This ultimately helps you move towards your desired **END-RESULT** faster, more efficiently and more effectively while increasing profits so it's a WIN-WIN situation for both of us!

A % of customers will invest in themselves & get the ultimate fast-track by achieving some insane results with my highest-level program!

When I give you value + help you get FASTER RESULTS my company grows, you give me a video testimonial, and the **FLYWHEEL EFFECT** starts to take place which we will talk briefly about soon.

Read that over and over again because it's a **MILLION DOLLAR SECRET**, that if you understand and apply into your business has the potential to change your financial situation beyond recognition.

Do you see this sale to the right?

This was made in one day selling high-ticket products where **I made \$4,997 after a one-hour phone call with a client** who I connected with on Facebook that same morning!

That's the power of what I am sharing with you when you leverage an online business with a deep sales funnel that applies automation, buyers psychology...

+ now we've added **AI AGENTS** into our funnel which makes everything completely streamlined and free's up my time!

So, before you start crafting your own sales funnel... the first thing I advise you to do is make sure you have an...

AMAZING IRRESISTIBLE OFFER

...that your core client avatar would have to be absolutely bat shit crazy to say no to.

The Offer Is By Far The Most Important Component of Any Funnel.

The offer seriously MUST deliver 10X minimum... to 100X the value and results compared to what you are charging!

Because you can apply every single funnel tactic, secret & optimization strategy, I am going to share with you but if your offer sucks, it will not convert & your business will die a slow and painful death!

When we break things down using **FIRST BASED PRINCIPLES THINKING MODEL**. This is some **ADVANCED** stuff we've just covered together... so if you are not hitting 6-Figures with your business right now, just focus on the following until you are hitting **\$10,000 PER MONTH** consistently!

The image is a collage of three parts. The top part is a screenshot of a Facebook video post by Sam Malsom, dated December 8 at 12:37pm. The text of the post says: "Yesterday I shared with you a video of how I'm making money online! In today's video I talk more about the business system I'm using to make High Ticket Commissions". Below the text are icons for a fire, a document, and a download arrow. A caption below the video says "P.s If you can use Facebook, you can do this!". The middle part is a video player showing a man in a red shirt speaking. The bottom part is a screenshot of a PayPal payment confirmation email. The email text says: "You received a \$4,997.00 USD payment", "Dear Online Wealth Society, Thanks for using PayPal. To see all the transaction details, visit to log in to your PayPal account.", and "See your invoice". To the right of the PayPal screenshot, the text "\$4,997 In ONE Hour!" is written in large red font. The bottom right corner of the collage shows a photo of a man and a woman smiling together in front of a building.

Your First Based Principles 'Focus Map' To Hit \$10k - \$100k/Month

Follow The Knowledge & Action Steps Inside Module #2 of The Client Acquisition Accelerator By Building The **BEST POSSIBLE OFFER** You Can Build To Genuinely Help Your Clients Get Results!

FOCUS ON THE FOLLOWING H.I.P.A

(High Income Producing Activities) IN 90 DAY SEGMENTS THEN TAKE A WEEK OFF & ANALYSE RESULTS USING PATTERN RECOGNITION + INFLECTION POINT AWARENESS & OPTIMIZE VIA FEEDBACK FOR THE NEXT 90 DAYS WORK SPRINT!!

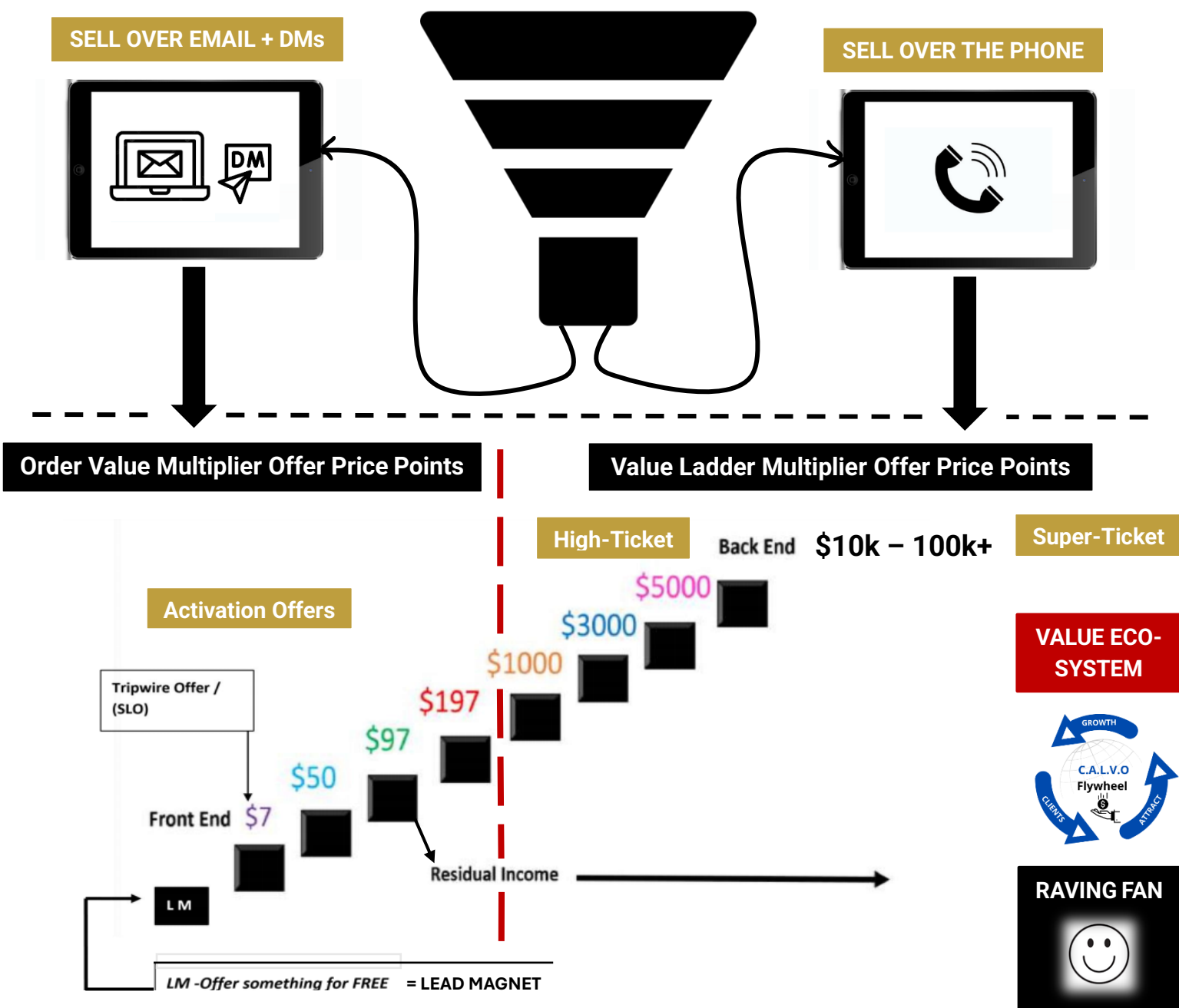
- ✓ **1 HIGH-TICKET Product or Service Offer** Priced At \$3,000 - \$5,000 - \$10,000 PER SALE Depending On Your Skill Level & Niche!
- ✓ **1 OPTIMIZED SALES FUNNEL!** (I Will Share The Funnel To Deploy Depending On Your Current Revenue Level In A Moment If You Are Going To Test With Paid Ads!
- ✓ **1 ORGANIC / FREE TRAFFIC Source** Leveraging My D.A.O Prospecting Method That I Taught You During Module #5, So You Can Book Qualified Appointments & Convert Sales Over The Phone + DMs! EVERYDAY Your Main Goal Is To Book Appointments, Have DM Conversations & SELL Using **ABS (Always Be Selling)**
- ✓ **1 PAID TRAFFIC Source** If You Have Funds Available To Scale Up Faster! (We Will Teach You How To Set Up Your Traffic Campaign In The Next Module #10, Where You Will Discover Exactly How I Run My Paid Traffic Campaigns + EVERYTHING I've Learnt From The Top 1% Media Buyers That Invested \$400,000,000+ In Paid Ads Profitably!
- ✓ **PRO TIP** – **Deploy Your AI AGENT Appointment Setter** So You Can Free Up Your Time By Going Through The **FREE** Mastery Bonus Module #1 After Completing The C.A.A Modules!

If you do this over the course of the next 90 days after completing the traffic and lead generation module of this training program, it will be very difficult not to hit \$10,000 in sales and you'll be on your way to SCALE to 7-Figures!

After you have scaled your income to 7-Figures and got some serious positive **CASH RESERVES**, then you can start thinking about building out your own CUSTOM I.C+C Acquisition Funnel with multiple offers using the **IPS value ladder ascension** + the **4 Profit Pillars** methodology (*If you desire to*)

If you don't desire to build that out... that's fine too. You can **SCALE** to 7-Figures with just ONE killer high-ticket offer. Always remember that! For those of you that are more advanced and looking to scale...let's go through the...

🔑 [ADVANCED FUNNEL + OFFERS SCALING BLUEPRINT] How Value Ladder Ascension Integrates Into a Dynamic Sales Funnel Using Activation, High-Ticket + Super-Ticket Offers – Diagram!



As we've already covered... **VALUE LADDER ASCENSION** is how you turn a single sale into a long-term client and a \$7 - \$1,000 customer into a \$5,000 - \$10,000+ one.

Your goal with this is to always go for the high-ticket offer sale first when on a sales call, providing the lead / prospect is the right fit and is able to invest.

When you bolt a well-structured value ladder onto the back of ONE optimized VSL + phone application funnel, you're no longer just selling a product—you're building a **customer / client buyers journey**.

Multiple **AMAZING OPTIMIZED OFFERS** at different price points lets you meet clients NEEDS exactly where they are:

Low-ticket activation offers for quick wins... to activate LEADS on your list into PAYING CUSTOMERS! Even a customer that has spent just \$1- \$7 with you is 100 times more valuable to your business compared to a cold lead on your list that hasn't whipped out their credit card and bought from you.

Do you know why?

Because they are now inside your **PAID VALUE ECO-SYSTEM**, instead of your **FREE VALUE ECO-SYSTEM!**

You now have the opportunity to WOW them with so much value for the price of a cup of coffee, and this builds **MASSIVE TRUST** & fast-tracks the **RELATIONSHIP**, with a % of front-end customers wanting to work with you in your high ticket + super ticket offer.

If you're going to apply this when you get to the ADVANCED level, just make sure whenever you create a front-end low-ticket activation offer it provides insane amounts of value. Books work fantastically well for activation offers. It positions you and creates lots of authority fast. But it has to be GREAT!

If it's not customers will disregard you altogether and find someone else to fulfil their needs of achieving the END-RESULT they desire, meaning you will miss out on future high-ticket sales.

High-ticket is when they're ready for real transformation where they get access to everything to get the END-RESULT. Each step of the value ladder solves a specific pain point while creating demand for the next offer.

You can also apply the **INVERSION** of this when on sales calls.

Let's say you have a high-ticket offer of \$5,000 but the potential buyer isn't fully sold yet, or they haven't got the full amount. You can either give them a payment plan or down-sell them into one of your low- mid ticket offers like a \$97/Month continuity offer.

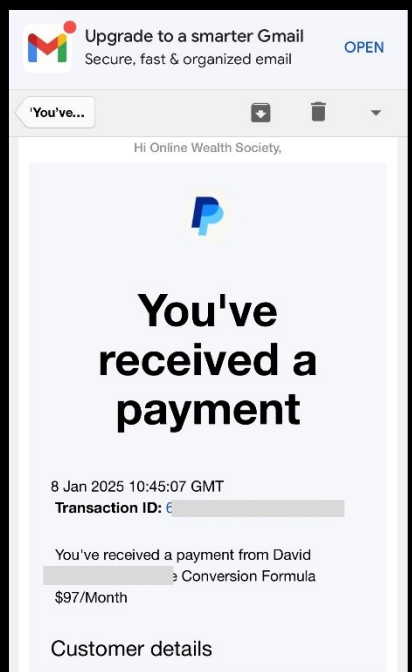
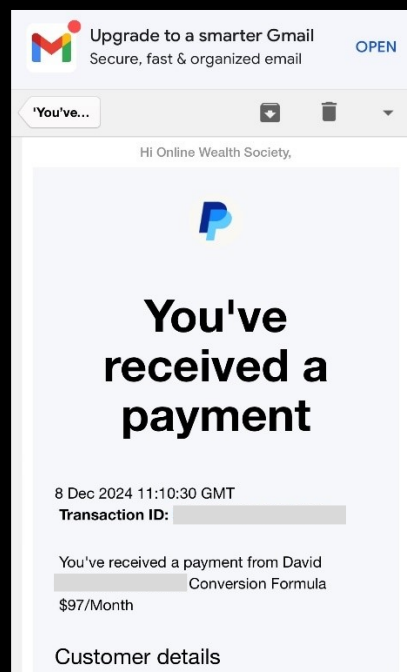
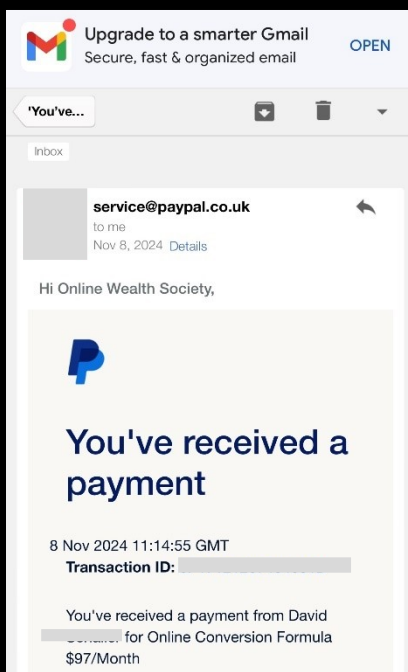
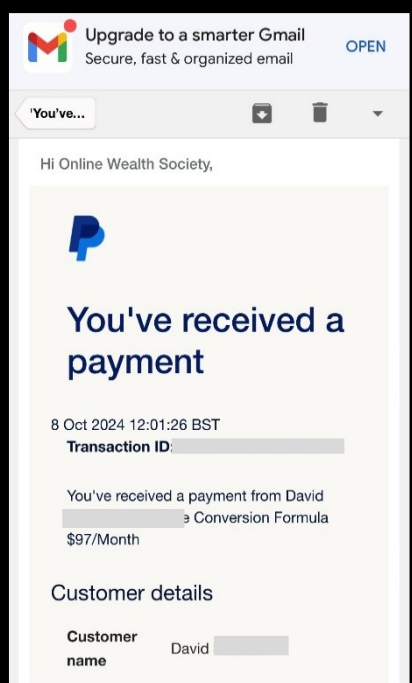
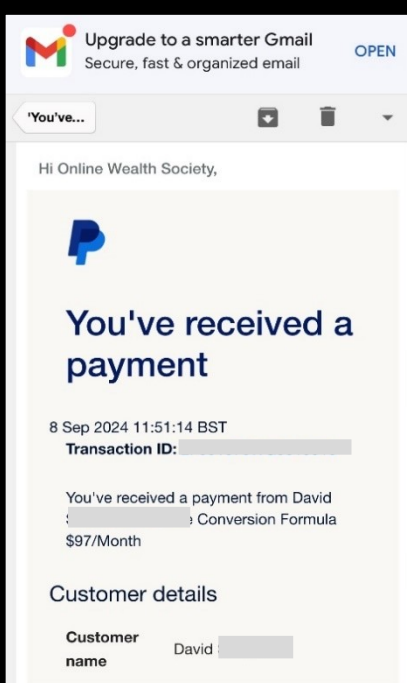
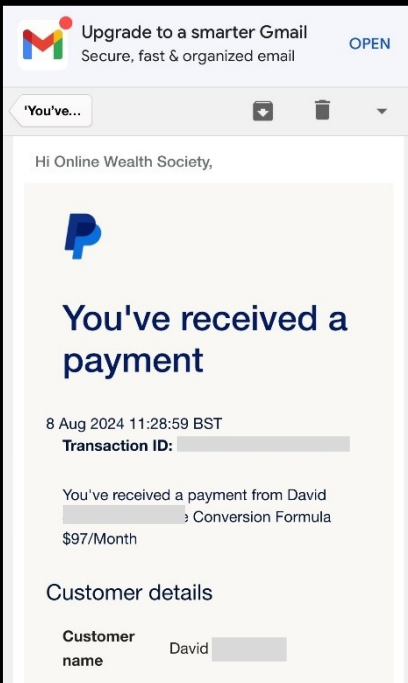
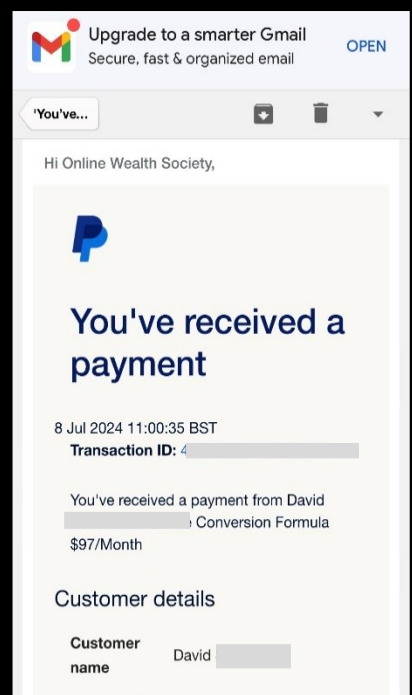
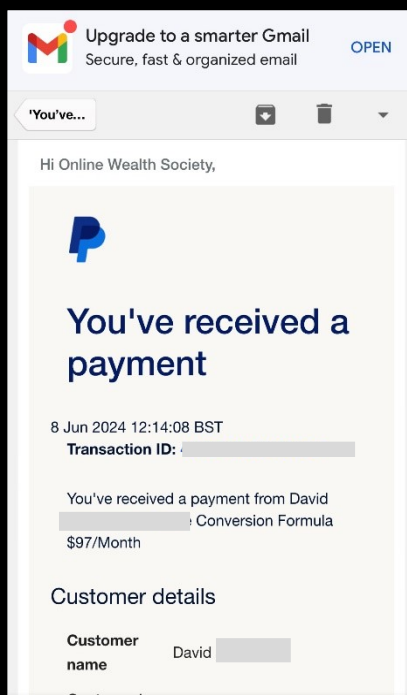
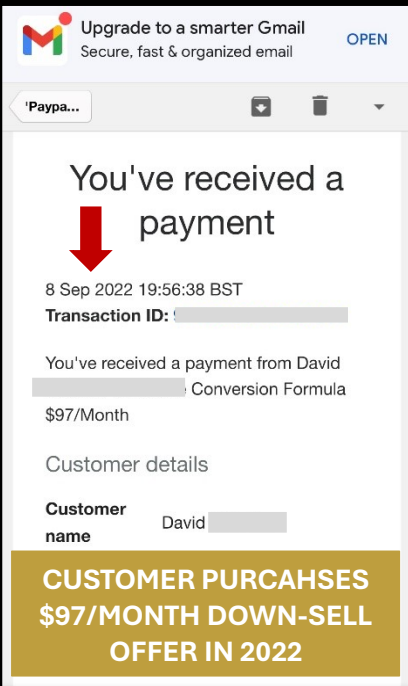
Again, you've got them inside your paid value eco system. So, when they are ready and have the funds available, they will think of you as the first person of value and authority that can genuinely help them, resulting in a high-ticket sale in the future.

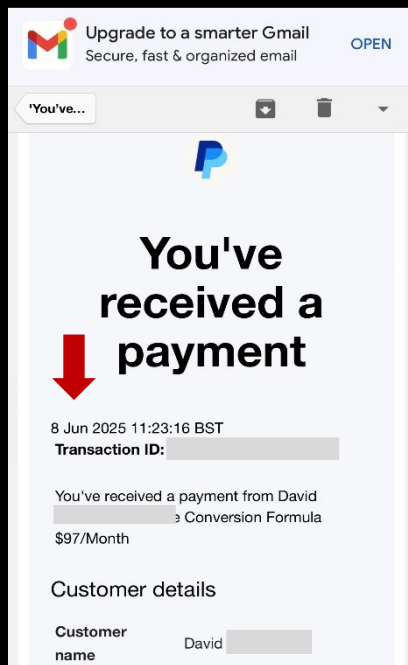
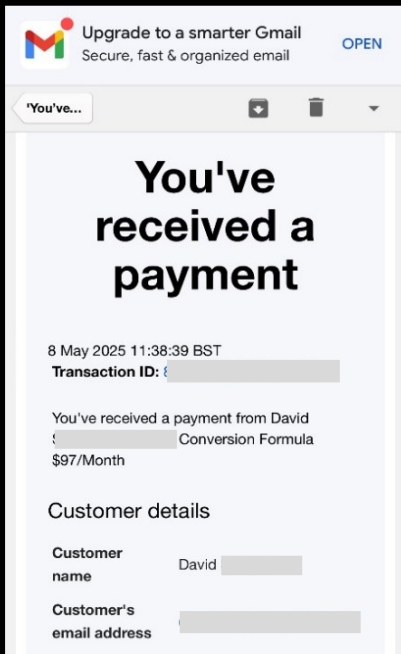
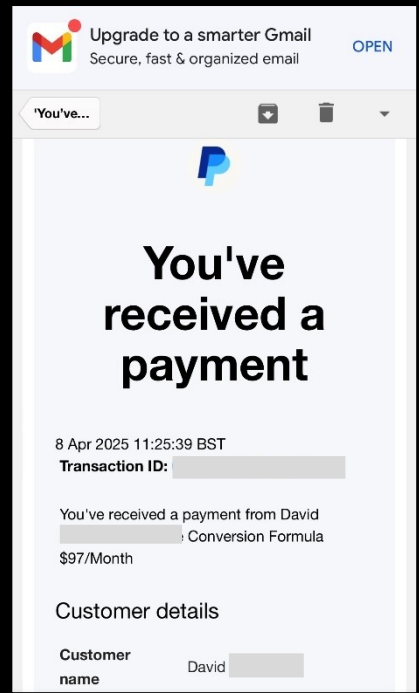
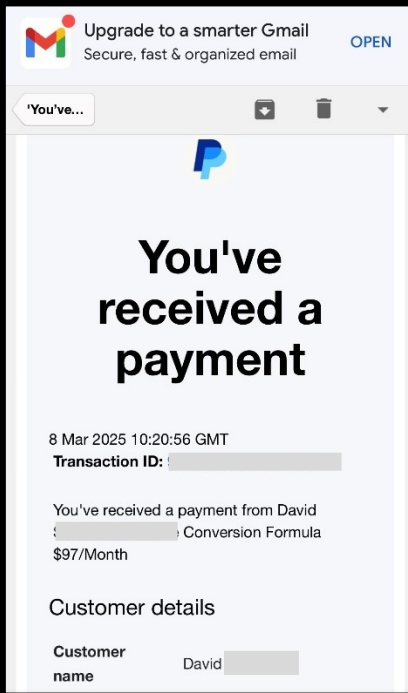
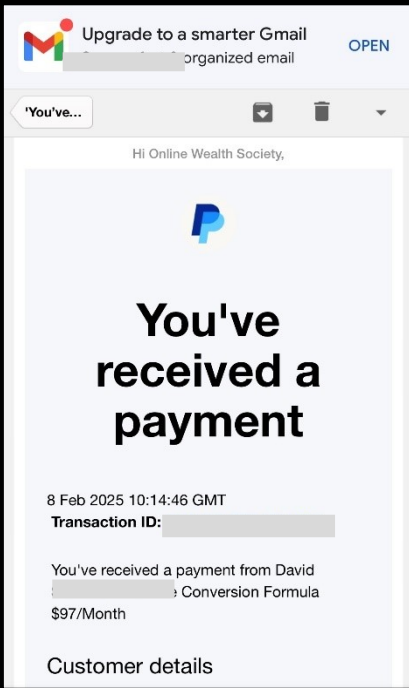
- **I've had customers paying me \$97 per month for 3 years straight because of the value they get access to inside my continuity offer.**
- **I've had customers who said they didn't have the full investment for the high-ticket coaching offer on sales calls... but got started with my \$97 per month offer and after 1-2 months got so much value, they join my 1:1 coaching program!**

Serious People That Deeply Desire The END-RESULT You Can Help Your Clients Achieve Will Always Find The Money Somehow As Time Elapses!

Here's proof from just one of my customers who purchased my \$97/Month down-sell offer back in September 2022. We hopped on a strategy call together; I walked him through my sales script...

...when I went in for the close for my coaching program, he didn't have the full amount. But he was keen to get access to my proprietary business growth knowledge to help him overcome the big problems he was facing so he could grow his business. He got started with the down-sell offer and is still paying me \$97 per month to this day! That's 33 months of \$97 payments from just one customer equalling \$3,201!





CUSTOMER CONTINUES TO PAY \$97/MONTH

Customers Continue To Pay WITHOUT Extra Work = AUTOMATED INCOME That Can Be Plugged Back Into Paid Ads Budget!



This is the power of a **DYNAMIC SALES FUNNEL WITH A STRONG VALUE LADDER + ECO-SYSTEM** that solves many of the problems that people within a niche suffer with.

That's how you absolutely skyrocket **ACV (Average Customer Value)**... by stacking solutions, tailoring the offer to your customer / client, and becoming the go-to authority that solves every layer of the BIG PROBLEMS inside your niche.

By offering a low-friction entry point (*freebie lead magnet offer, low-ticket, & / or mid-ticket*), you lower resistance and get the prospect to say "yes" fast...

...due to the **commitment & consistency bias** hardwired into the human psyche as part of the 6-Psychological Triggers of Influence that I taught you in the last module (*Copywriting Mechanics + Stealth Influence & Persuasion*)

That first win creates a **psychological trigger**... they've now spent time, money, energy and developed an emotional connection with you, (**E-MOTION = Energy In Motion**) and the brain wants to stay consistent with that initial decision (*usually without buyers... having zero awareness of this happening depending on consciousness levels...*)

... YOU, however, do have awareness around this because I taught & shared it with you in previous modules of C.A.A)

As they ascend your ladder, you're solving bigger and more expensive problems, which justifies higher price points. They are now immersed into your **V-E-S (Value Eco System)**

This means you're not chasing cold leads anymore.

You're **nurturing a warm buyers list who already trust and believe in you**, making each next sale faster, easier, and more profitable.

Now you may be thinking, do I need to create multiple funnels to implement the **VALUE LADDER ASCENSION + ECO SYSTEM**, and the answer is **NO!**

You create... **ONE... DYNAMIC VSL APPLICATION FUNNEL!**

You can then close sales over the phone or over the DMs.

IF you can sell effectively combining both of these mechanisms (*Phone + DM Follow Up*) this will increase sales conversions!

This funnel allows you to apply **DYNAMIC PROBLEM > SOLUTION SETS MASTERY WITH YOUR OPTIMIZED OFFER(S)!**

Because targeted traffic & leads flow through the funnel, you figure out what they want to achieve...

...you figure out what's stopping them achieving the end-result they desire in terms of the BIG PROBLEMS

You PRESENT the perfect SOLUTION for them in the form of a high-ticket offer (*If they're a good fit + can afford it*) This results in a \$5k - \$10k - \$30k+ cash lump sum being deposited straight into your account.

...or if they can't invest the full amount, you can use the high-ticket recurring payments where they can pay monthly at \$2k - \$3k - \$5k+ per month and they can cancel anytime... or you can set up a payment plan.

If they still can't afford that... your VALUE ECO SYSTEM product offers... supports them in some, way, shape or form by selling them a lower – mid ticket offer. This can be in the form of a \$97 per month continuity offer or a one off \$7 - \$500 offer.

Resulting in the lead / prospect becoming a customer and therefore entering your paid value eco-system. The key is to get them to buy something of value to help them. Even if it's a lower ticket offer that's going to help them with one of the steps in a multi-step process in achieving the end-result they desire.

The application form (*specifically the questions you ask*) acts as a **FILTERING PROCESS**, that we have talked about in previous modules of C.A.A. It filters the not so serious leads, so you only get on the phone or Zoom with high quality prospects interested in buying!

With increased experience you can promote low – mid ticket offers using online sales assets with email marketing + DM's. And you'll sell your high-ticket offer(s) via changing the selling environment and having friendly conversations with the best leads over the phone or by selling 1-many via a webinar.

As you scale you can have 2 funnels that you run paid traffic into but only when you've built your A-TEAM to help you AFTER hitting multi-7-Figures and you're looking to go to 8-Figures!

You can also bolt on a webinar sales funnel & / or a value-based course funnel and promote with your email list + social media traffic if you want to increase back-end conversions as you advance.



FUNNELS & FILTERS: PROTECT YOUR TIME & MAXIMIZE YOUR SALES CONVERSIONS!

You must understand... not every lead is serious. Some are broke, bored, or just "browsing." And your time is way too valuable to waste on people who aren't ready to invest.

That's where your funnel + filter process comes into play.

Think of it as your digital bouncer. No one gets to the VIP room (*aka getting on the phone with you or your sales reps*) unless they **QUALIFY**.

Leads must APPLY to work with you... not the other way around. This also **POSITIONS** you as more of an authority! Experts are busy people and we're not desperate or interested to work with anyone or everyone.

You also must understand **WHEN** you have followed what I taught you during module #2... you'll have created an offer so desirable...

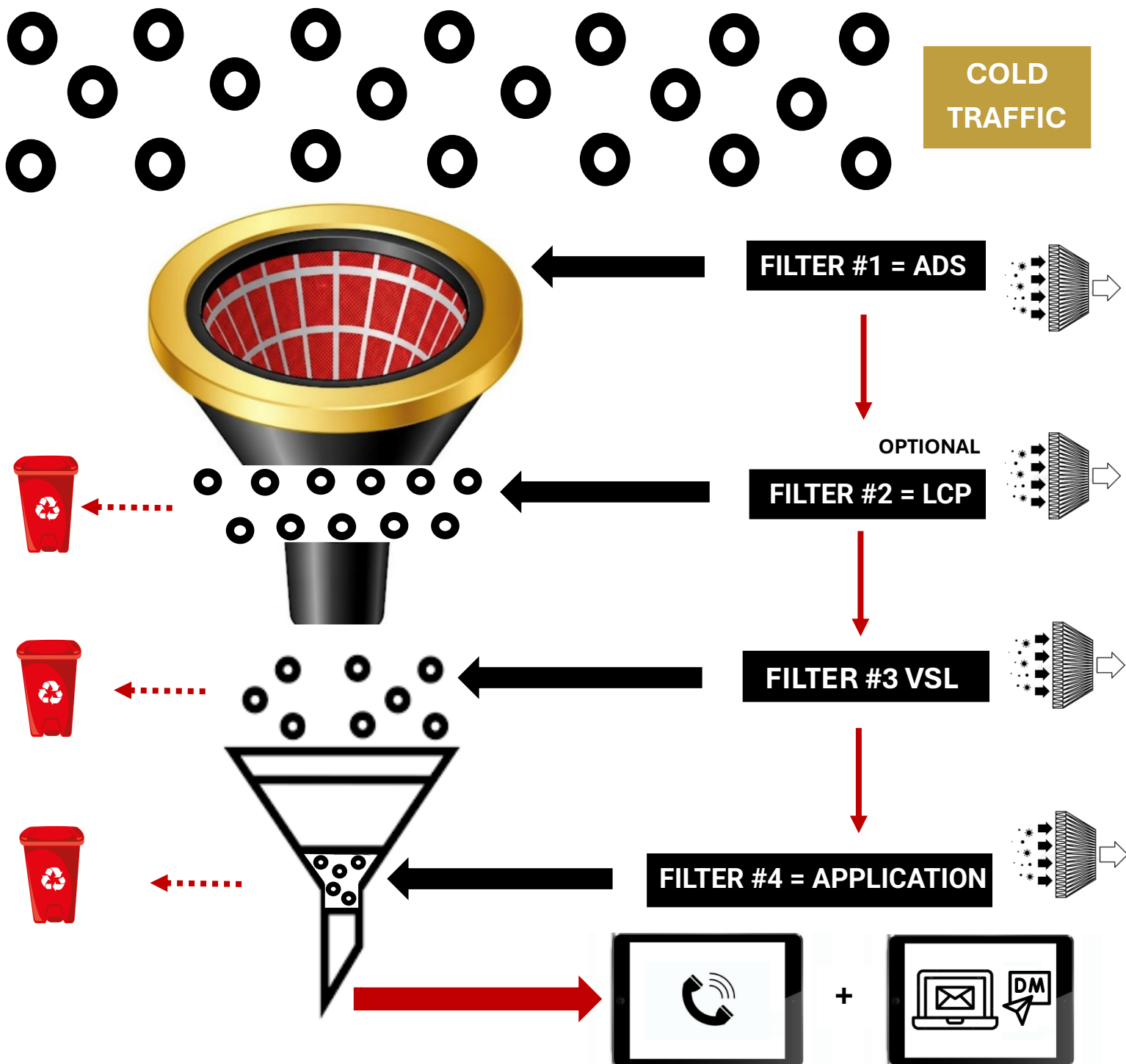
“It's Your Duty To Sell It To The Right People!”

The Key Is To Deeply Believe That The Greatest Service You Can Provide For Someone, Is To Get Them To Buy Your Offer!

The Act of Buying Creates An Internal Commitment In The Buyers Mind Which Causes Them To Take Way More Action, As Opposed To Wasting 5-10 Years of Their Life, Trying To Figure Out How To Get The END-RESULT On Their Own!

Make sense? Great! 😊

Here's how to leverage a **FUNNEL FILTERING PROCESS**



As you can see from the diagram, COLD TRAFFIC (*people that do not know, like or trust you yet*) flows into your funnel. What you SAY in your **ADS (FILTER #1)** stops a certain amount of non-targeted people entering your sales funnel. Because...

When You Market To Everyone, You Market To No One! Your Marketing Message Gets LOST In The Sea Of Noise & Sameness!

Your ads must talk directly to your core client avatar by calling them out, diving deep into their emotional pain points + problems and by using STORIES that shift belief and causes browser into ad clickers.

The next filter (**FILTER #2**) is your **LCP (Lead Capture Page.)** This is OPTIONAL, however here is my advice.

If you're below \$10k - \$30k per month include an LCP into your funnel. It will allow you to build an email list fast, so you can follow up and own the traffic.

If you're already above \$10k - \$30k per month, run a split test and send half of your traffic to the LCP and the other half without the LCP straight to your VSL to book an appointment with you. Apply the '**7-Step Testing Hypothesis**' I taught you during **module #3 (Phase 9 – Becoming a Trifecta Polymath Entrepreneur)** and analyse your results.

For some niches it's better to send traffic straight to the VSL page so more people watch it and book an appointment with you. The key is to TEST and base your decision off DATA and FEEDBACK!

You can then build a list of application leads / prospects, because you'll ask for their email address during the application process (FILTER #4)

Now the **VSL (Video Sales Letter)** acts as (**FILTER #3**) what you say in the VSL will determine who books an appointment with you.

The 4th and final filter is the **Application Form (FILTER #4.)** This is where you'll ask specific qualifying questions to filter out the not so serious leads.

If you do this correctly which I am going to show you HOW... when we go through my VSL funnel in a moment, you'll have serious buyers booking calls with you who are ready to invest in you and your offer!

They will tell you...

- **WHAT They Want To Achieve.**
- **WHY They Want To Achieve It**
- **The BIG PROBLEMS They Are Struggling With**
- **HOW Much \$\$\$ They Have Available To INVEST**
- **And The DEEP EMOTIONAL REASONS They Want The END-RESULT**

All of this happens... **BEFORE** you even get on a call with them, which is super powerful.

You'll then walk them through the sales script I gave you and position your offer as the solution to their specific problems to help them achieve the END-RESULT!

If they're hesitant to invest. You'll target the specific OBJECTION by mastering the OBJECTION HANDLERS PDF, I gave you access to inside module #4 and convert them into a high-ticket sale!

Here's the **5-Step Funnel Filter Process Simplified!**



Step 1: Attract – Only Call Out Your Core Customer Avatar

Your ads, content + VSL should speak *directly* to your ideal buyer's deep pain points, goals, and desires. Inside your VSL use strong call-to-actions like:

“Please only book your FREE [RESULTS DRIVEN e.g. Client Magnet] Strategy Session if you're serious + you want to scale to \$10K - \$100k+ per month and you are ready to take massive action FAST.”



Step 2: Pre-Sell With Your VSL (Video Sales Letter)

Before they ever touch your calendar, run them through a 10 – 30 min VSL that frames the FREE STRATEGY CALL, pre-qualifies mindset, and gets micro-commitments. Make them nod “YES” before they ever hit your application form by using the ‘NINJA YES’ strategy, I taught you in the sales module #4.



Step 3: Application Form = Filtering System

Add qualifying questions like:

- *“All smart online entrepreneurs know there is investment to be made to get your business off the ground and into profit.

Do you understand this? If yes, how much are you willing to invest in yourself, in your education and your business so super consultant YOUR NAME e.g. Sam Malsom can help you hit your profit goal in the fastest time possible?”*
- *“What’s your monthly revenue right now?”*
- *“What’s stopping you from hitting your goals?”*
- *“If we’re a good fit to work together, are you ready to take action today?”*

Let them disqualify themselves *before* you ever speak to them. I’m going to share the exact questions I use to pre-qualify leads when I walk you through my VSL funnel. 😊



Step 4: If They're Not a Qualified Lead - Politely Cancel The Call & Redirect Them To Your FREE E.B.M Strategic Content.

Reject weak leads and redirect them to:

- **Free E.B.M (Educational Base Marketing) Content Pieces (SECRET TIP – You can have 1 page with multiple content pieces linked to it like I do here >>>**

<https://www.onlinewealthsociety.com/free-training-to-help-you-get-profits>

Send free value to all leads that don't qualify to speak to you or your sales reps over the phone to help them and **EDUCATE** them via:

- **Value + Story Based Live Broadcast Emails**
- **An Automated Email Nurture Sequence**

This way, *no time is wasted* but they're still in your **free value eco-system** and as time elapses some of the non-serious leads will become more serious and they will find the money to invest with you.



Step 5: Only Take Calls With Serious Buyers, Unless You're Doing Niche Market Research... In That Case... Take Calls With Everyone To Learn More About Your Core Client Avatars Problems

When you do hop on a phone call or Zoom, it's with people who are **aware, hungry, pre-qualified...** and **pre-sold** on YOU as the expert that can help them. There should be no mention of your OFFER during the VSL.

All you need to do is **SELL the FREE CALL** and position it as super valuable.

That's where high-converting sales calls happen.

The only reason you would not cancel a call with a weak lead, is if you've done less than 50-100 calls and you are gathering data and feedback from your market in relation to their problems, so you can tailor your offer to suit your core client avatar by getting feedback.

In this case take all calls and actually speak to your market and learn from them.

Be straight and honest with them. Tell them there's nothing to buy on the free call today. I just want to share some real value with you for free and learn more about you and what you want to achieve.

After sharing some free value to genuinely help them ask the following question:

I'm currently building my brand-new offer, what would you pay money for in the future in relation to the problems I would need to help you solve?

The majority of people will tell you I would pay money to solve PROBLEM X,Y,Z.

Take notes & you can create your offer based off feedback from real people within your market.

It's **SIMPLE...**

Ask Your Market What They Want... Create It & Give It To Them In Exchange For Money! \$\$\$

Great work, we're now going to walk through...

6,7, 8 & 9-Figure Funnel Cloning – The EASIEST Way To Create a Funnel That Converts At Lightening Speed! ⚡ How To Ethically Model The Top 1% Funnels In Your Niche!

Million-Dollar Funnel Cloning isn't about copying... it's about **modelling, engineering & architecture**.

You take a proven, high-converting sales machine from your top competitors, strip it down to the frameworks, then rebuild it with your offer, your voice, your STORY and your buyer psychology baked into the DNA of the funnel, so its personalized to you.

You NEVER start from scratch when building a new funnel!

This is what amateurs do. You don't guess.

You model what works, tweak, optimize and move fast.

It's the shortcut to speed, scale, and cash flow with funnels... because there is no point in reinventing the wheel when you can clone what's already proven to print money?

MILLION DOLLAR FUNNEL CLONING is the smartest, fastest way to shortcut years of testing & struggle.

Instead of guessing, you **REVERSE ENGINEER** the top 1% of funnels already dominating

You dissect their landing pages / lead capture pages, lead magnets, VSL, thank you page, follow-up emails, SMS texts, offers, and call to actions.

Then, **you clone the structure!**

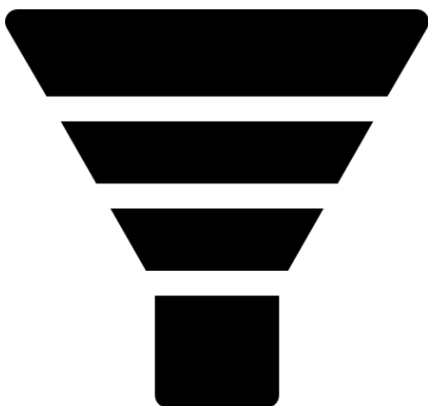
Do NOT Copy It Word For Word... Use **precision modelling** with ruthless intent to outperform & make it even better by making it UNIQUE to YOU, your COMPANY / BRANDING and your OFFER!

This is how you build high-converting assets from day one, without burning ad spend or hoping your funnel "just works."

I've already gave you access to the 3 funnel case studies... after building funnels for over 7 years + my own personal research of funnel cloning!

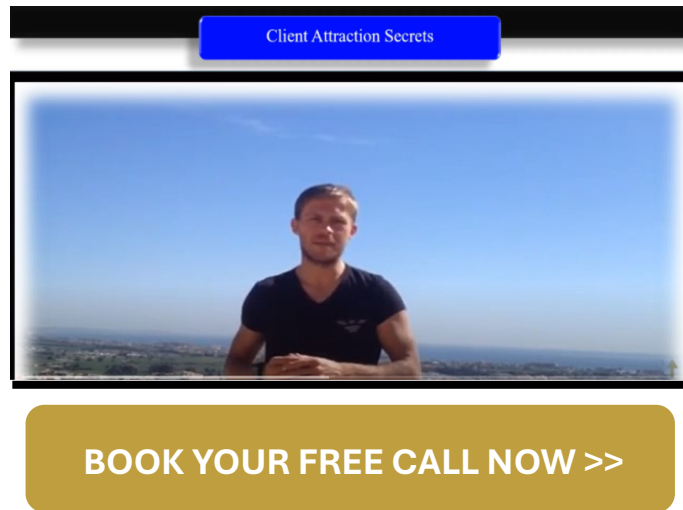
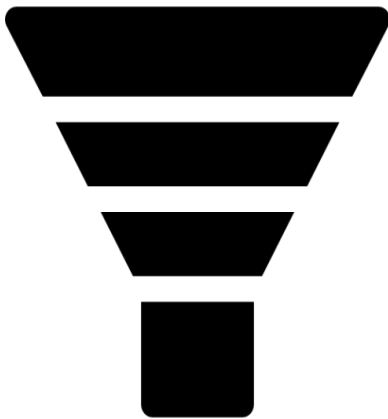
On top of that, you're also going to get to see the **inner workings** of my...

\$10,000 Per Month FAST-TRACK DM Funnel That I Leveraged To Make My First \$10,000 In A Single Month Many, Many Years Ago



+

...My VSL Phone Application + DM Funnel That Prints
CASH On Demand



+

[FREE BONUS]



...that my previous biz partner and I leveraged to make over 7-Figures with! 😊

Super Powerful. Are you excited? You should be!

This is the start of your...



Million Dollar Funnel Cloning Journey!

How To Ethically Steal Your Competitors 6 & 7 Figure Funnels! (Compress 10 Years Of Hard Work In Less Than 10 Minutes By Working Hard Smartly)

Step 1 – Start Making a Swipe File Of All The BIG Players in Your Industry or The Top Earners

Step 2 – Go And Like There Facebook Fan Pages



Step 3 – There Facebook Ads Will Now Start Popping Up On Your Facebook Newsfeed. Take Screenshot & Save The In A Folder.

Step 4 – Click On The Ad, Enter Your Email Address and Then Your Inside a Funnel, Save All The Links, Take Screenshots Of All Pages.

MODEL EVERY PAGE & STEP IN THE FUNNEL!

You've Now Just Funnel Hacked Your Competitors 6 & 7 Figure Funnels Which Took Them 10+ Years To Learn The Psychology & Hundreds Of Thousands Of Dollars Invested To Create, In Less Than 10 Minutes! This Is Working Smartly!

Isn't that awesome? **Quick Note:** Find 3 - 5 funnels making over 7-figures and set up a new Gmail account specifically for your funnel cloning research.

Next, I will show you the **SIMPLE DM Fast-Track Funnel** that you can run alongside your organic direct outreach, so you can hit \$10,000+/Month in the quickest time possible.

You can start with 5- \$10 per day in ad spend to TEST and then scale up from there.

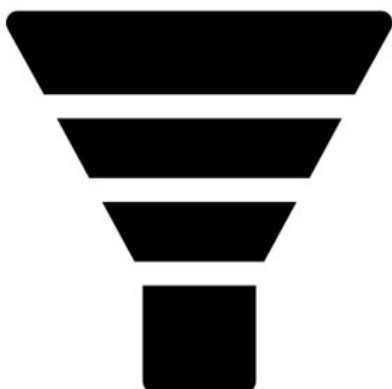
After that I will walk you through my VSL Phone + DM Application Funnel step-by-step

STAGE #1 – THE FAST-TRACK DM FUNNEL – (BEGINNER)

STAGE #2 – THE V.S.L FUNNEL – EXPLAINER VIDEO (INTERMEDIATE)

STAGE #1 – THE FAST-TRACK DM FUNNEL – (BEGINNER)

Why This Is The BEST, SIMPLEST & EASIEST Funnel If You're Below **\$10,000 - \$30K Per Month!**



The **DM funnel** paired with **short-form video ads** is hands-down the **fastest**, leanest, and...

Most **Proven** Path To Hitting **\$10K - \$30K/Month**

...especially for coaches, consultants, course creators, high-ticket marketers and service providers selling a high-ticket offer.

Why?

Because short-form content (*like Reels & Shorts*) stops the scroll, quickly hooks them in, builds quick trust, and drives warm, inbound traffic straight into your DMs inbox WITHOUT the complexity + tech of other more intermediate and advanced funnels.

Throughout this training module, I have taught you some of my best... most advance funnel + value ecosystem knowledge after being online for over 7+ years, growing my business + profits...

...strategizing + consulting with business owners that have done in excess of **\$112,000,000** and helped + worked with my personal coaching clients... making them **multiple millions** in the process!

The key when you are below \$10k - \$30k per month is to keep your *funnel operations* super **SIMPLE!**

When leveraging the DM FAST-TRACK FUNNEL using SHORT FORM ADS...

- **You don't need complex web pages + advance funnels & tech!**
- **You don't need email follow up + automations** (*although you can add this to improve sales conversions once you have the DM funnel set up*)
- **You don't need to create massive amounts of strategical content** (*although having some content pieces mixed with authority positioning will help if you want to decrease the sales cycle*)
- **You don't need to book appointments manually from the traffic that comes into your DM funnel**, *because during the AI AGENT free bonus module #1... I'm going to show you how to get AI to do it for you.*

By deploying the DM FAST-TRACK FUNNEL... your AI AGENT will qualify leads in real-time, filter out time-wasters, and book calls with high-intent buyer prospects who already know, like, and trust you.

There's no complicated funnel tech, no fancy website pages, and no need to wait weeks for leads to convert.

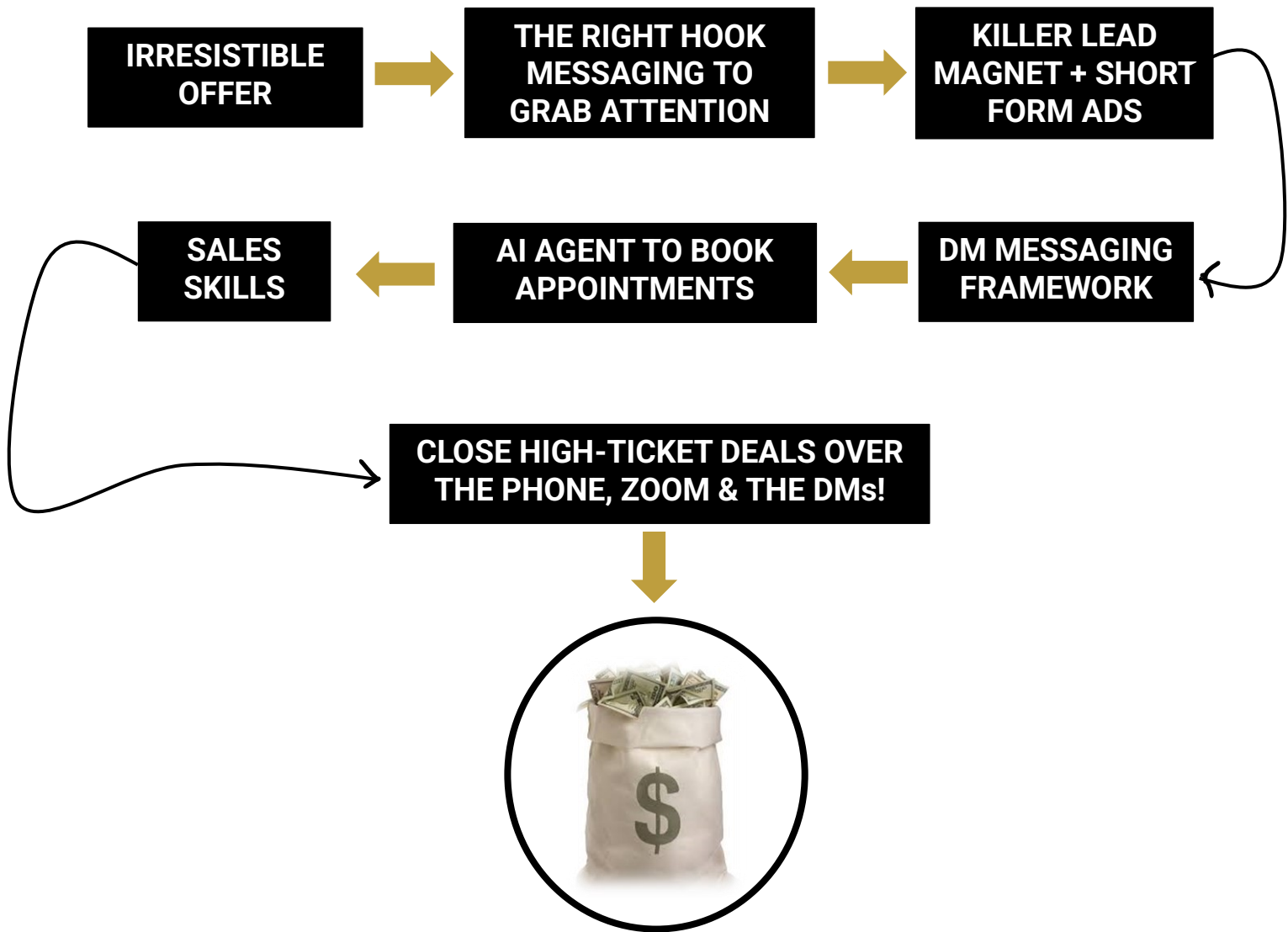
Just ads + some digital assets that creates curiosity, hooks attention, and a DM strategy that turns...

...Conversations Into **CASH!**

It's **Simple. Scalable.** And insanely Effective.



Here's what you DO need... to make this work:



If you mix what I am about to share with you by leveraging the **DM Funnel + you send 100 direct outreach + follow up messages per day** from your Facebook, Instagram or LinkedIn personal profile...

...using **ORGANIC TRAFFIC** by applying what I taught you in module #5 with the **D.A.O (Direct Authority Outreach)** method... I **GUARANTEE** you will book 3-5+ qualified appointments per day!

It starts off slow, but as you're consistent with your output, you will start getting results and build...

MOMENTUM!



- ✓ If you're selling a \$2,000 offer you only need 5 sales per month to hit \$10k per month
- ✓ If you're selling a \$3,000 offer you only need just over 3 sales per month to hit \$10k
- ✓ If you're selling a \$5,000 offer you only need 2 sales per month to hit \$10k per month

Let's keep things conservative and say you only book 3 appointments per day. You work 6 days a week Monday – Saturday.

That's on average **78 appointments / strategy calls per month!**

If you can't **close 3 sales of a \$3k offer per month** from 78 appointments, then you know something is seriously wrong.

- **Either your OFFER is not dialled in** (which means you need to go back to module #2 of C.A.A and fix it FAST by applying exactly what I taught you)
- **Your SALES SKILLS need improving** (which means you need to go back to module #4 and practice... by role playing your script + closing techniques with a friend / family member and master the objection handlers PDF I gave you access to.)

When you implement the DM Funnel (You can start by testing your ad campaign with 5 - \$10 per day and scale ad spend up from there.)

You'll continue to apply the organic 100 messages per day D.A.O method (Direct Authority Outreach) in congruency with running ads.

When you have an M.D.I.O (Million Dollar Irresistible Offer) in place that your core client avatar would be stupid saying no to & you've developed your ability to sell...

It's...



EASY



To Make a Consistent Flow of High-Ticket Sales!

Don't get me wrong, it still takes real work, discipline, consistency and dedication to hit 6-Figures per year but it's a lot more **simple and easier** than you think, when you apply what I am teaching you.

Here's How The DM FAST-TRACK Funnel Works So You Can Print Profits From Your Inbox.

STEP #1 - Develop Your Irresistible Offer

You should have already done this by now. If you haven't... go back to module #2 and complete ALL action steps.

STEP #2 - Brainstorm & Create Your Marketing Message (HOOKS)

You should have already done this as well. If you haven't... go back to module #7 (**COPYWRITING MECHANICS**) and complete all action steps. Once you have created your marketing message you can use this as one of the headlines / hooks in your DM short form video ads to test.

To start with, aim to create 3-5 different headline hooks to use in your ads to TEST!

STEP #3 - Build Your Killer Lead Magnet

During step #3 you have 2 options:

For some niches that have a low – mid market sophistication levels you don't have to build a lead magnet. You can just leverage the **FREE RESULTS DRIVEN CONSULTATION CALL as the lead magnet**. But it must be positioned correctly. Which I am going to show you how to do when we create your ad copy.

For niches with a higher level of market sophistication like coaches, consultants and service providers. I advise you to give away a **FREE LEAD MAGNET** in the form of an insanely valuable PDF or video training + the **FREE RESULTS DRIVEN CONSULTATION CALL**.

CASE STUDIES that document real **TRANSFORMATION** work fantastically well for lead magnets in the majority of niches! And remember your goal is to create a lead magnet that your core client avatar would be willing to pay money for... and then give it away for free in order to get their email address so you can build your list and follow up with them.

Here's an example of one of my previous leads magnets that converted insanely well.



Here's another example of one of my lead magnets when I was operating in the high-ticket affiliate marketing space so you can model and get some ideas flowing.

HEADLINE / HOOK

FREE 'Business Growth' Strategy Call With Internet Expert Sam Malsom Valued At \$497 + PDF Valued At \$197!
(All Yours For **FREE** To Help You Get Unstuck!)



CTA (Call To Action) =

Direct Message Me Now To Get **FREE ACCESS** To Your Complementary Income Booster Strategy Call + The List Building Action Plan PDF So You Can Build a **BUYERS LIST** **WITHOUT** Losing Money On Traffic That Doesn't Convert!

TOTAL VALUE = \$694

Only 20 Spots Available Due To Accessing My Time!

DM Me The Word '**FREE**' If You Want It For **FREE**!

Key Points To Be Aware of:

- 1) Notice how, even though I am giving this away for free, I am **SELLING** the lead magnet using the copywriting strategies I taught you in the last module. I'm making it sound super attractive and sharing the monetary value of each of the things they are going to get access to for FREE.
- 2) I'm **POSITIONING** myself as an expert to help people get unstuck. (*97% of people in the niche are stuck, frustrated and failing.*)
- 3) I'm targeting a very **SPECIFIC BIG PROBLEM** within the niche, which is LIST BUILDING. I'm positioning the lead magnet offer by sharing how I can help them build a BUYERS LIST.

There is an unconscious bias that people in the high-ticket affiliate marketing niche believe. That belief is... if they can build a list of 10,000 people, they will potentially be making \$10,000 per month, because on average each person on your list is worth at least 1 dollar per month.

However, they also know if they can build a buyers list, it's WAY more powerful and valuable than a normal list of email subscribers that have not yet purchased anything from you.

- 4) I've used **PROFESSIONAL GRAPHICS** that demonstrates the value they're gonna get for free + I have a picture of me on the phone with a client which positions me as more of an **AUTHORITY**. I've also used 'power colours' (*red, black & gold*) which stands out, while keeping things in congruency with my branding to grab attention.

You can use www.canva.com ... Google Gemini or Chat GPT to create your graphics.

Prompt the AI with the following prompt

*“Imagine you are the best graphic designer on planet earth! Build me a lead magnet graphic of a (**BOOK, PDF, VIDEO, MINI COURSE, WEBINAR etc**) for my [**ADD YOUR NICHE**] also add the title name [**ADD YOUR LEAD MAGNET NAME HERE**] use colours [**ADD 2-3 COLOURS**] and make it the best you can possibly create”*

If it doesn't create what you want the first time... use the following prompt until it builds a graphic, you're happy with.

*“Make it even better & [**ADD ANY ADJUSTMENTS YOU WANT HERE**]”*

- 5) I've used the **POWER WORD**... **“FREE”** 5 times in the copy. Everyone loves getting something valuable for free. I've also used the word FREE as the DM call to action word.

So, all people that are interested have to do is write the word FREE in a DM message or comment section. I then ask for their email address in the DM inbox so they can access their free PDF and I will have a 1:1 conversation with them to book a time slot on my calendar for their free strategy call.

I also knew from my market research that a list building PDF was valuable, and my core client avatar would be willing to pay for it because one of my mentors was selling something similar for \$10 and had over 3,000 sales from it.

- 6) I've finished with the TOTAL VALUE of the lead magnet offer + used **REAL URGENCY** in the final CTA by saying “only 20 spots available due to you accessing my time!”

You can host your free lead magnet PDF on your website if you already have a domain name using your sales funnel software.

Or you can just upload it to Google Docs and share it via a link so your leads can access it online.

If you're part of my **DONE FOR YOU Business Infrastructure + AI Funnel Building Program**, we do ALL of this for you, so you don't have to waste time on the complicated TECH side of building an online business.

Direct Message me on Facebook or LinkedIn if you want me and my team to set up your funnel + lead magnet for you... and we can have a chat to see if it's a good fit to get to work together on building your funnel for you.

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

LinkedIn Profile Link = <https://www.linkedin.com/in/sam-malsom-business-consultant-traffic-and-client-acquisition-expert-b85389b8/>

If you want to see how to structure your free lead magnet, here is a link to one of my lead magnets that you can MODEL & get some IDEAS. It dives into a CASE STUDY of exactly how I made my first \$10,000 in a single month using the STEP-BY-STEP ACTION FRAMEWORK which works great for lead magnets.

And remember with lead magnets you must use the WOW NOT HOW method, that I taught you in a previous module. WOW them with your free content, teach them HOW to do it inside your paid offer.

You must also have strong call to actions for the lead to either book a call on your calendar or DM you inside your lead magnet.

**\$10K/Month Automatic
Action System!**

The graphic features a man in a grey suit and dark tie standing with his hands clasped. To his left is a circular diagram with a globe in the center. The globe is labeled 'C.A.L.V.O Flywheel'. Three blue arrows form a circle around the globe, labeled 'GROWTH' (top), 'ATTRACT' (right), and 'CLIENTS' (left). A hand icon holding a dollar sign is positioned at the bottom of the circle.

<https://www.onlinewealthsociety.com/10k-month-automatic-action-system>

Awesome work, moving onto...

STEP #4 - Set Up DM Ads With Facebook or Instagram

Now we're going to quickly go over the structure of running your ads which you can start testing with \$5-\$10 per day. We are not going to set your ads up yet.

We will do that during the next module #9 (**PAID TRAFFIC & LEAD GENERATION**) because we have to set up your business Facebook page, ads account + pixel if you're using a lead magnet.

Here's the structure when running your DM Ads:



Objective:

Use 30 - 60 second video ads to:

- Grab ATTENTION fast using **HOOKS!**
- **FILTER** your ideal clients
- Push the right ones into your DMs using a strong **CTA = Call To Action** (*where you can book a time slot for an appointment or sell directly over the DMs*)

Let's dive deeper into this so you can fully understand...



Core Strategy: Hook → Filter → CTA = DM)



A. Hook (0-3 sec):

Here you'll want to STOP your target market scrolling on the social media platform you're running ads on (*Facebook or Instagram*) You do this both **visually & verbally** using a pattern interrupt or one of the methods I've taught you previously.

Here' Some Hook Copy Examples:

- *“ATTENTION [NICHE CORE AVATAR] e.g. coaches & consultants! This is why your [BIG PROBLEM] e.g. sales funnel isn't converting.”*
- *“Would you like to know the SECRET to getting [BIG BENEFIT]”*
- *“Here's why no one's booking qualified appointments with you...”*
- *“Are you sick & tired struggling with [NICHE BIG PROBLEM]”*
- *“If you're trying to scale a coaching biz this year, watch this quick video NOW.”*
- *“Would you like to know the FASTEST & EASIEST way to get [BIG BENEFIT]”*



VISUAL TIPS:

- ✓ Use powerful colours in your video branding with your talking head fairly close-up to the camera. Your goal is to *pattern interrupt* them, so make eye contact with your camera lens.

- ✓ Make sure you have a background with good lighting (*natural sunlight works best*) within the video that subconsciously demonstrates you have the **END-RESULT** that your core client avatar desires.
- ✓ Dress like your core client avatar and make sure there is no disconnect. For example. If you're a fitness coach, don't shoot a video in an office. Shoot the video at the gym or the beach etc with your big bulging biceps out on view. LOL 😊
- ✓ **ENERGY TRANSFERENCE** is the most important when doing any kind of video marketing – We talked about this in the last module... However, I will quickly reiterate it again.

Whenever I need to shoot a video ad, VSL or content videos... I'll pump myself up to increase my energy. This includes blasting out music on high volume and doing some breathwork beforehand.

My goal is to increase my energy so when I get on camera, I can transfer that energy through the video to the person on the other end watching. When you have high energy on camera, you'll naturally increase your conversions by default providing you are saying the right things to **elicit emotion and drive action**.

With short form DM video ads that action is getting your traffic (*real people*) to CLICK and DIRECT MESSAGE you on your Facebook business page or Instagram.



B. Filter (3–15 sec):

Call out *your* niche audience's **CORE PAIN or DESIRE** and instantly make them self-select. When running paid ads, you do NOT want random people that are not in your target market clicking on your ads, because every click costs money.

Here's Some Filter Copy Examples:

“If you're a coach or consultant with a solid offer, but leads are ghosting you, and you're struggling to book qualified appointments your funnel isn't broken—it's misaligned. The fix is WAY simpler than you think...”

Or:

“Are you sick and tired creating content that doesn't convert into paying clients? That's usually not a content problem—it's a strategy + traffic-to-trust problem. Here's how to fix it FAST.”

Or:

*“If yes and you're struggling with **[BIG PROBLEM(s) e.g. booking qualified appointments & closing high-ticket clients]** inside my free **[LEAD MAGNET NAME + FREE RESULTS DRIVEN CONSULT]** I'll share exactly how I was able to book 1,179 qualified appointments in rapid time + how I've consulted with business owners that have done over \$112M in sales... without **[DOING THING(s) NICHE MARKET HATES e.g. posting random content on social media that doesn't convert into high-ticket clients]**”*

Or:

“If yes, I can help you [BENEFIT] e.g. build a buyers list... so you can [BIG DESIRE / BENEFIT] create income on demand and more FREEDOM for yourself and your family ...



C. CTA = Call To Action (15–30 sec):

After you have filtered your traffic within the DM video ad... the next step is to send your traffic (*people*) to your Facebook business page DM inbox or your Instagram DMs inbox in a *natural*, low-friction way while SELLING your FREE LEAD MAGNET and stacking authority positioning + social proof if you have client results.

You can also get them to comment on the ad using the call-to-action key word.

Here’s the example from the lead magnet section we previously covered:

***“Direct Message Me Now To Get FREE ACCESS To Your Complementary Income Booster Strategy Call + The List Building Action Plan PDF So You Can Build a **BUYERS LIST, WITHOUT** Losing Money On Traffic That Doesn’t Convert!*”**

TOTAL VALUE = \$694

Only 20 Spots Available Due To Accessing My Time!

DM Me The Word ‘**FREE**’ If You Want It For **FREE!**”

If you have results + clients results you can say the following to increase authority + social proof...

I’ve generated / helped / worked with [X NUMBER] of clients to get [END RESULT]

Example

“I’ve generated thousands of customers and worked with a bunch of my coaching clients that hit 6 & 7-Figures FAST!

On top of that I’ve consulted with business owners that have collectively done \$112M in sales + helped a 9-Figure entrepreneur!

If you want some help. DM me right now.

I look forward to receiving your message & having a chat with you.”

Here’s Some More CTA Examples That Work:

- *“DM me the word FUNNEL if you want me to break this down for your offer for FREE.”*

- “Want my 3-step appointment booking framework for FREE to help you get unstuck? DM me the word APPS and I’ll send it to you.”
- “If this resonates with you, DM me the word LEADS and I’ll show you how to fix it FAST WITHOUT wasting your time.”



Creative DM Video Ad Tips



- ✓ **Shoot your video ad on your iPhone using vertical (9:16)** for Reels & Stories
- ✓ Use auto-captions (Facebook’s native or CapCut) so people can read what you are saying in the ad if their phone volume is not high enough. www.capcut.com
- ✓ Always open the video with some form of body movement or facial expression to initiate attention / response.
- ✓ Create 1 main control ad that targets 3 of the main BIG PROBLEMS and then aim for **1 PAIN POINT / BIG PROBLEM PER AD.**

As you advance you can start testing different pain points / problems to see which ones are converting. You’ll then use the **STARVE THE PONIES & FEED THE STALLIONS** method that I’ll teach you in module #10 to scale up your winning ads, while cutting your losers.

You can also tie your call-to-action DM keywords in relation to the big problems people are suffering with. For example, you start off by creating 1 control ad and 1 CTA

Then create more ads and start testing 3 different CTA’s

CTA #1 = BIG PROBLEM #1 = FUNNEL NOT CONVERTING (DM KEYWORD = FUNNEL)

CTA #2 = BIG PROBLEM #2 = BOOKING QUALIFIED APPOINTMENTS (DM KEYWORD = APPS)

CTA #3 = BIG PROBLEM #3 = GENERATING LEADS (DM KEYWORD = LEADS)

This way you know the specific persons problem before you start a DM conversation with them because they have messaged you with the specific DM Keyword! Make sense?

Great now let’s move onto the...



Tools to Use So You Can Get Your DM Funnel Launched

- ✓ **Use CapCut / InShot** for editing fast on your phone
- ✓ **Use Facebook / Meta Ads Manager To Set Up Your Ads:** Campaign → Messages → Facebook / Instagram DMs
- ✓ **Use Your Sales Funnel Software Or Google Docs** to upload your PDF lead magnet, if you’re giving away a free lead magnet PDF. Or you can just give away a free phone consult as the lead magnet

- ✓ **Use Calendly To Set Up Your Application Form = (Your Filtering Process)** I'm going to give you the questions you can ask on the application form to filter out the not so serious leads during the VSL funnel training inside this module in a moment.
- ✓ **Use Zoom / Facebook Video Call** to conduct strategy calls & convert sales
- ✓ **Leverage AI AGENT Automation** - As you advance you can create an AI AGENT for comment-triggers & DM automation.

(e.g., a lead clicks your ad and comments / DMs the word "FUNNEL" → AI AGENT slides into the DMs and handles the conversation for you which saves you massive amounts of time.)

At the start, I advise you to reply manually and have a 1:1 conversation over the DMs so you can continue to learn more about your target market + book qualified appointments and convert sales.

When you are booking 3-5 appointments per day consistently and your making high-ticket sales, then go to the **C.A.A FREE MASTERY BONUS MODULE #1 (AI AGENT AUTOMATION)** and set up your AI AGENT to handle all your DMs for you, when running ads.



Basic DM Video Ad Short Form Testing Framework

To keep things SIMPLE, I advise you to start off by...

- **Create 1 control ad using the plug and play short form video ad template below**
- **Test 3-5 different ads with different hooks with the same CTA**
- **Use Reels + Stories placement for low CPM & high attention / ad conversions**

You can then **start testing different CTA's and more HOOKS as you advance**. The key is to test, test, test with more ads and gather as much data as possible so you can make informed decisions and scale up.

We're going to teach you how to test and track your TRAFFIC data / metrics in the next module. Before we do that together, here is access to my...

DONE FOR YOU...



PLUG & PLAY DM SHORT FORM VIDEO AD TEMPLATE!

“ATTENTION [NICHE CORE AVATAR] e.g. coaches & consultants! Are you struggling with [BIG PROBLEM(s)]?

Would you like to know the SECRET to getting [BIG BENEFIT]

If yes and you're struggling with [BIG PROBLEM] inside my free [LEAD MAGNET NAME + FREE RESULTS DRIVEN CONSULT] I'll share exactly how I was able to get [SPECIFIC RESULT + END-RESULT] without [DOING THING(s) NICHE MARKET HATES]

If You're Interested... Direct Message Me Right Now To Get FREE ACCESS To Your Complementary [RESULT DRIVEN STRATEGY CALL + LEAD MAGNET NAME] So You Can [BENEFIT] WITHOUT [BIG PROBLEM]!

TOTAL VALUE = [\$\$\$]

[ADD SCARCITY & URGENCY] Only 20 Spots Available Due To Accessing My Time!

Click The “Send Message” Button Below & DM Me The Word ‘FREE’ If You Want It For FREE!

[ADD AUTHORITY POSITIONING] I've generated / helped / worked with [X NUMBER] of clients to get [END RESULT]

Example:

“I've generated thousands of customers and worked with a bunch of my coaching clients that hit 6 & 7-Figures FAST!

On top of that I've consulted with business owners that have collectively done \$112M in sales + worked with a 9-Figure entrepreneur!

If you want some help. Click The “Send Message” Button Below DM me the word “FREE” right now.

I look forward to receiving your message & having a chat with you.”

Use this TEMPLATE as your baseline and fill in the blanks for your niche + offer. And like I said, start testing different hooks and CTA's as you progress.

Great work... Let's move onto...

STEP #5 – Get The Email Address & Qualify Fast

Once they respond, either by direct messaging you or commenting a keyword on the ad... DO NOT SELL your offer straight away.

The objectives at this stage are:

- 1) **Get their email address in return for the free PDF** (if you are giving away a FREE PDF as a lead magnet)
- 2) **Have a 1:1 conversation and book them on the free appointment / strategy consult or qualify them in the DMs**

Figure out:

- How long they have been operating inside your specific niche?
- Do they need what you sell?
- What's the BIG PROBLEM(s) / challenges they are suffering with?
- Are they serious?
- What's their VISION for the future?
- What are they looking to achieve within the next 90 days?

STEP #6 – Book The Appointment

If they're a good fit, you:

- Explain the **BENEFITS** of booking a free call on your calendar with you (You DO NOT mention anything about your paid offer yet, unless they ask you!)
- Or if you're not doing sales calls you can close the sale right there in the DMs by applying the sales training inside module #4 of C.A.A

Speed = Power!

The longer you wait, the colder the lead gets. So, make sure you reply back to messages **FAST!**

PRO SECRET TIP – At the start, you'll send and reply back to the DMs manually. Make sure you allocate a good chunk of your working day to replying to messages so you can book calls.



This is one of the most important **H.I.P.A** (**HIGH INCOME PRODUCING ACTIVITIES**) to hit \$10,000 - \$30,000 per month consistently

= BOOKING QUALIFIED APPOINTMENTS

If you're able to reply back within 1 minute of the lead DM'ing you or commenting a keyword on your video ad, when they are online...

...within 5-10 minutes you can walk them through the time-tested messaging script I'm going to give you access to in a moment, that's been responsible for booking thousands of qualified appointments with high-

ticket clients...and schedule them in for the free results driven strategy call.

STEP #7 – Close The Sale & Follow Up If They Do Not Buy On The First Call

At this stage you have booked a QUALIFIED CALL. Follow the **7-Figure sales script + objection handlers** I gave you inside module #4 of the Client Acquisition Accelerator curriculum & close the high-ticket deal 💰

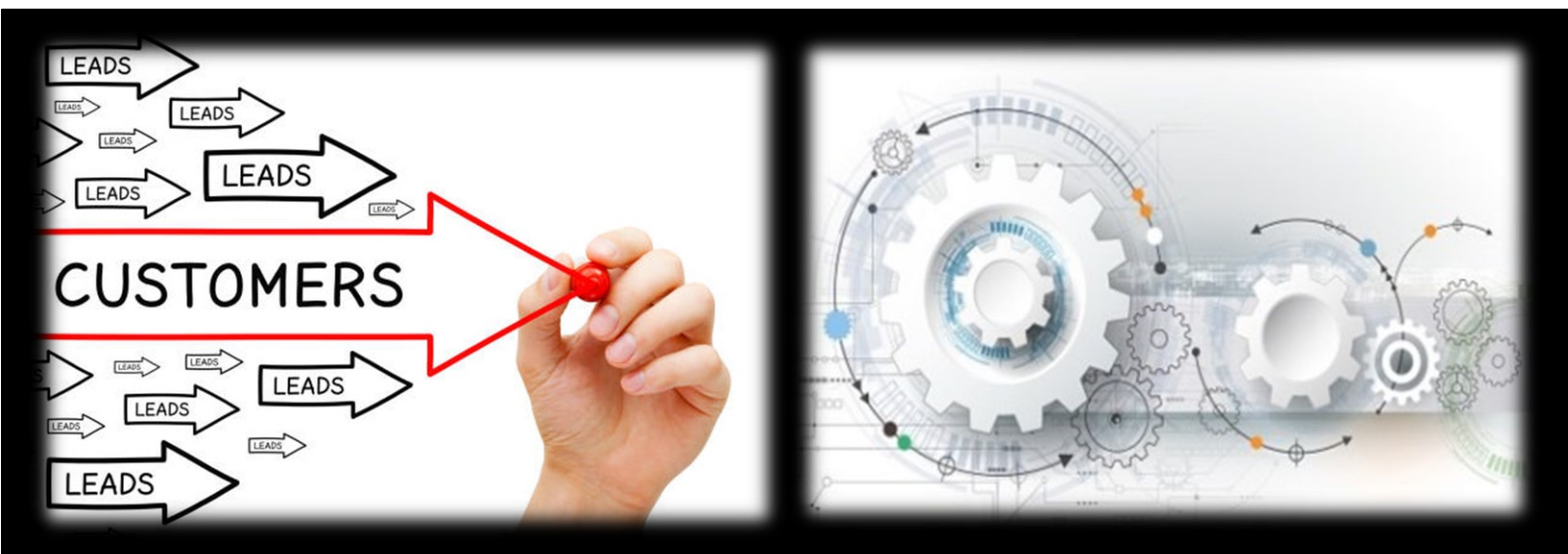
- **An average sales close rate for most niches, is around 25%**
- **A top performing close rate is 30% or higher**

If you're not making 2-3 high-ticket sales for every 10 calls you take, your offer is not irresistible enough or your sales skills need improving.

One way to improve your appointment booking conversion rate and your sales conversion rate is FOLLOWING UP strategically.

Here's access to my...

DM FUNNEL FOLLOW UP CONVERSION SYSTEM



1) Email Follow Up

- Use An L.C.P (Lead Capture Page) For Email Address In Return For FREE GIFT (PDF LEAD MAGNET) or Ask For Email When Booking Them Into Your Calendly Software For A Call. If The Lead Books The Call Themselves, The Leads Email Address Will Get Sent To Your Email Inbox Via Calendly Which You Should Have Set Up During Module #5.
- Add Their Email Into Your Email Autoresponder Manually Via A Lead Capture Page
- Access **DONE FOR YOU 7 DAY STORY SEQUENCE** Inside Module #9 & Edit / Personalise The Emails For Your Niche / Offer! Every email has CTA's to book an appointment with you on your calendar to increase your call booking rate.

5-6 day per week write a live BROADCAST EMAIL & add it to your email autoresponder sequence.

After 100 days of writing your daily email, you'll have 107 emails in your follow up sequence, which builds your automation system.

QUALITY & QUANTITY OF EMAILS = MORE APPOINTMENTS + **CASH FOR YOU!**

2) MCM - Multi Channel Marketing, Cross Pollination of Traffic + Automated Video Message Follow Up

Every time a new lead DM's you from your Short Form Video Ads on your FB / Instagram business page - Add them onto your personal FB profile / Instagram profile. When they accept your friend request send an automated video message using the following example.

MESSAGE #1 – Record a 1 min talking head video with positive energy on your phone and send it to every new friend / lead that you add... or friend / lead that adds you. Save the video on your phone and send it to every new lead / friend by following the script below.

Hey its "YOUR NAME"

I just checked out your [SOCIAL MEDIA PROFILE] (e.g. Facebook profile) and I see you're in the [SPECIFIC NICHE / SPACE] or maybe you're just getting started.

Let me know and I'll maybe send you over some FREE TRAINING to help you and give you some value!

[ADD AUTHORITY] e.g. I've helped my clients make \$3.4M+ in sales and I've consulted / helped a 9-Figure entrepreneur worth \$102Million who was featured on Forbes!

I've now been in the online space for over 7 years now so you could say I know what I'm doing.

Feel free to click on the link in my bio and you can see some of my client results & video testimonials if you like. 😊

Anyway, it's great to connect with you and let me know if I can help you and I'll do my best.

Appreciate ya... have a GREAT day &...

Look forward to your reply.

IMPORTANT – Inside your free training... there must be a CTA (*Call To Action*) to book a call on your calendar or send you a DM so you can figure out where they are at... and what they want to achieve over the next 90 days. You can then convert them into a high-ticket sale.

When you do this, you are applying the first phase of **MCM** (*Multi-Channel Marketing*) and **cross pollinating** your traffic using the following:

- 1) **Your Business Facebook / Instagram Page**
- 2) **Your Personal Facebook / Instagram Profile**
- 3) **DM's**
- 4) **Email Follow Up**
- 5) **Video**
- 6) **Strategical Content**
- 7) **Phone Follow Up**

By leveraging these channels, you'll build the **RELATIONSHIP & TRUST way faster**, which massively helps you book more qualified appointments.

3) Strategical Content - OPTIONAL

This is optional, however as you start getting more traffic, creating super valuable content will help with conversions providing you apply what I've taught you during C.A.A.

Some people in the industry, moan and say content doesn't work. And it's because they are doing it completely wrong. You can't just post content on social media and hope to build a 7-Figure business.

Content is just **ONE of the business components** needed to grow your results and it must be done correctly:

- **You need your niche & client avatar dialled in**
- **You need your irresistible offer dialled in**
- **You need to have your marketing message dialled in**
- **You need to have a traffic and lead generation system (*List Building*)**
- **You need an appointment booking system**
- **You need a client acquisition & follow up system**
- **You need a sales system = OSS (*Optimal Selling Strategy*)**

Inside the Client Acquisition Accelerator, it shows you exactly HOW to do this.

When you have these SYSTEMS in place. Adding strategical content is like the icing on the cake.

When you create content WITHOUT these systems. IT'S HARDER TO MAKE THINGS WORK when running paid ads!

Here's The Social Media Content Format For Optimized Results With Your DM Ads + Funnel.

- 1 - 3 FB / Insta Posts Per Day - News Feed
- Story Sequence Short Form Content – DAILY (*Apply Frameworks I Taught You In Module #6 of C.A.A*)
- **ADVANCED** - 1 Long Form Content Piece / Week (15 - 30 Mins – 1-Hour) = "Wow Not How Method"

Focus Your Content On The **BIG PROBLEMS + SUB PROBLEMS** your core client avatar is suffering with.

4) Post Call - Personalized Video Follow Up Message (*Objection Handling*)

The last **DM conversion mechanism** is creating a personalised video message for **POST CALL PROSPECTS** that are on the fence to buying.

At the end of every week... go to your tracking spreadsheet and follow up with ALL **prospects** that you've done a call with but for one reason or another has not pulled the trigger to buy yet.

Each call you've done with a prospect should have specific notes which includes, what their big problems are, what they want to achieve, how much money they desire to make, how much they are able to invest and the objection(s) stopping them from moving forward.

At this point, get your iPhone out and shoot a 'quick talking head video', addressing the objections and give them a call to action to jump on another follow up call so you can convert them into a sale by providing the solution.

Quick Note: Ask them... *"What Information do you need to make a decision?"* (Also don't be desperate for the sale. Just follow up in a friendly conversational tone via a personal video message and send it directly to their DMs inbox.)

Now let's dive into the...



DM Script: Funnel To Qualified Appointment

(High-Converting Flow To Turn Cold Traffic Into Warm Prospects Using E.B.M Value, Authority Positioning & Credibility)

When someone DMs a trigger word like "FREE," "FUNNEL," "APPS," or "LEADS" etc: use the following DM messaging script to book appointments. Edit and personalise it for your niche / offer.

DIRECT MESSAGE #1: Acknowledge + Frame (*You Can Automate This Message In The Facebook Ads Manager When Setting Up Your 'Click To Message' Traffic Campaign*)

"Hey [NAME], great to connect! 🍷"

Before I send over the FREE [LEAD MAGNET NAME + FREE RESULTS DRIVEN STRATEGY CALL NAME] booking link, can I ask you a quick question to make sure it's tailored to what you're working on right now?"

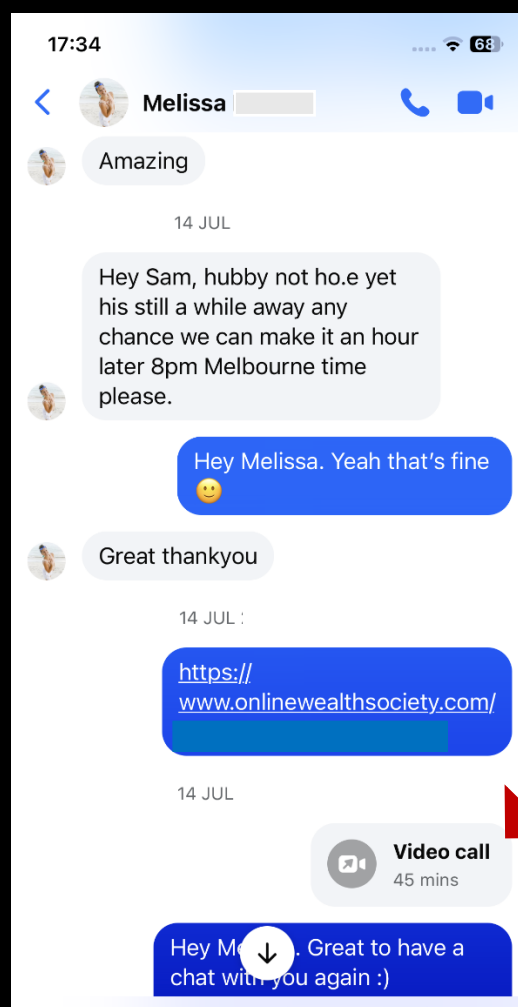
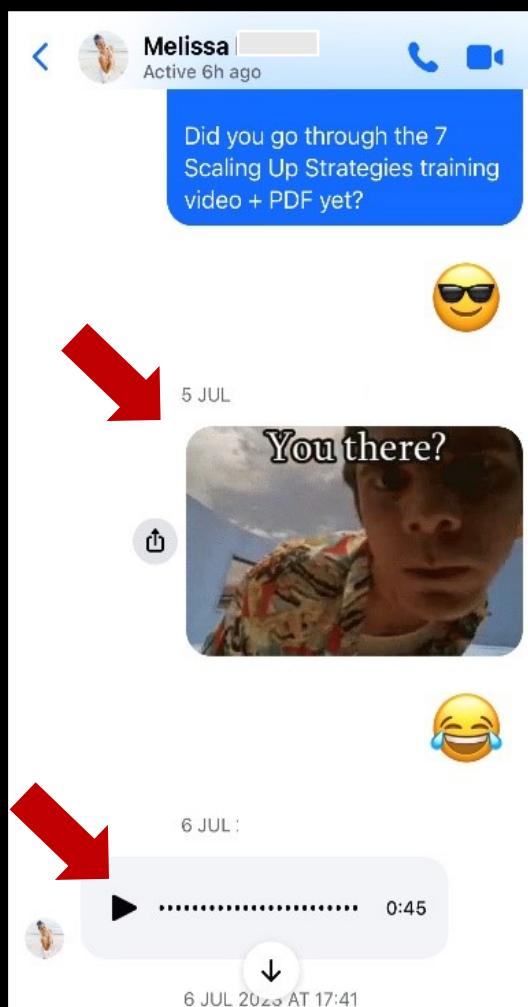
DIRECT MESSAGE #2: Qualify Fast (Pick 1-3 Questions)

"Great! 😊 Real quick..."

- 1) Are you a [NICHE AVATAR] e.g. coach, consultant, course creator or service provider? (Only ask this kind of question if it's NOT available on their social profile)
- 2) How long have you been [IN THE NICHE / INDUSTRY] e.g. working online?
- 3) What's your biggest challenge that's stopping you from getting to the next level in your business right now? Traffic, Leads? Booking Appointments? Closing Sales or something else?
- 4) Do you have an offer that's already selling... or are you still testing things atm?"
- 5) What's your VISION for the future?
- 6) What are you looking to achieve within the next 90 days?
- 7) How much are you looking to make per month from your business?

(Wait for a response and engage quickly if they reply. If they don't reply, continue to follow up with entertaining memes / GIFS to grab attention in the inbox and break the ice)

Here's an example: This lady ghosted me for 2 weeks. I sent her a meme / GIF and she replied with a voice message, and I re-engaged her and booked her on a full 45 min strategy call.



DIRECT MESSAGE #3: Positioning Bridge + Get Email Address + 1st Appointment Booking CTA!

You have 2 options here. If you already have an email list and you know how to build a LCP (Lead Capture Page) send the LCP link, so they have to enter their email address to get the free PDF. This way you are building your email list so you can follow up.

If you're not building your list yet (*make sure you master the specific funnels software, you are using. Each software has all the tutorial videos explaining how to build a simple page and connect an auto-responder so you can build your list. I'm also going to link to the tutorials for the software I mentioned previously, during the action steps at the end of this module*)

You can also send them a direct access link to the free lead magnet PDF. Inside the lead magnet you'll want to make sure you also have a CTA to book a call with you.

Here's the DM messaging copy...

"Got it [NAME] — appreciate the context buddy. 😊

Sounds like this is exactly what you need.

Here's what I'll send you for FREE to help you:

✅ *Link to access the [LEAD MAGNET NAME]*

👉 **[ADD LCP LINK or PDF LINK HERE]**

Inside is a full 7-Figure CASE STUDY on how I [INSERT AUTHORITY & CREDIBILITY: e.g., booked 1,179+ qualified appointments, helped my clients make \$3.4M+ & consulted with business owners that have done \$112M in sales]

✅ *Does mornings or afternoons/evenings work best for your FREE [RESULT DRIVEN STRATEGY CALL NAME] e.g. Client Magnet Strategy call or Profit Booster Strategy Call or Business Growth Session etc?*

Only doing [ADD URGENCY & SCARCITY - INSERT NUMBER # OF SPOTS] e.g., 20 spots max this week due to accessing my time... so let me know what time of the day suits you best? 😊

Looking forward to having a chat with you and helping you [END RESULT] e.g. grow your business to [ADD INCOME / PROFIT GOAL HERE IF THEY TOLD YOU IN A PREVIOUS MESSAGE]

When they reply with interest... they have turned from cold traffic to a lead into a warm prospect because they have shown **2 BUYING SIGNALS**

The **first signal** is they clicked your DM Funnel Ad and messaged you. The **second signal** is they are interested in booking a call with you, because they have replied back telling you what time of the day they are available to chat with you.

At this point you must **TRACK** all lead/prospect names that you have shown interest in booking a call with you in a Google or Excel Spreadsheet so you can follow up.

You can use the same spreadsheets (*BUT DUPLICATE THEM*) to track your paid ads traffic... that I built for you during module #5 where I taught you the ORGANIC D.A.O method to get free leads using direct outreach.

Here are the links again for your reference:

✓ **Track LEADS That Have Shown An Interest In Booking a Call - Spreadsheet #1 ...**

https://docs.google.com/spreadsheets/d/1qdFlInbrTY_TZP8KgnwQzr2pTxwSUCuMU_AnW4vTDcE/edit?usp=sharing

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

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

✓ **Tracking CLIENTS Spreadsheet #3 =**

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

<https://docs.google.com/spreadsheets/d/1ybFK85yxLg7wOGYDAOhIRbL02c3JNdVYUWI6ADW-0Hs/edit?usp=sharing>

VERY IMPORTANT: When running both organic + paid ads with DM short form ads, you should have 6 spreadsheets to track your LEADS...APPOINTMENTS & CUSTOMER / CLIENT data.

- **3 spreadsheets for Organic (*Direct Authority Outreach*)**
- **3 spreadsheets for DM funnel paid ads**

On top of that you'll have your **PAID ADS METRICS TRACKING SHEET**, which I am going to give you access to during module #10

If you don't track like a HAWK when running ads, you may as well just set fire to your money, because you will lose money if you don't track.

DIRECT MESSAGE #4: Book The Appointment / Strategy Call

Option #1 = YOU BOOK THEM IN FOR A 15-MIN DISCOVERY CALL YOURSELF = LESS RESISTANCE

You can arrange a time over Facebook or Instagram DMs and book them into your Calendly software yourself. Let's say the lead replied back to your previous message saying they are available in the morning any time after 9: AM tomorrow.

Here's your reply:

Great [NAME] 😊 I will book you in and call you on Zoom / Facebook call at 9:AM [ADD DAY / DATE] e.g. Wednesday / tomorrow, try to have a pen and pad available so you can take some notes.

Send over your best email address and I will schedule you in myself. You'll get a confirmation email sent over to your email inbox to lock in your spot.

Looking forward to having a chat with you and helping you [DESIRED END-RESULT].



The upside to option #1 is you will book more calls. The downside is they won't be as qualified, and you will not get the application form data before the call, which means you'll need to ask the qualifying application questions that I'm going to give you during the VSL funnel training on a 15 min discovery call.

When conducting the call... if they are not serious, end the call quickly and send some free training to help them in the meantime. If they are serious either continue the call by following the sales script inside module #4 and convert them.

or ...if they don't have a full 30 minutes – 1 hour available, reschedule another time for a full strategy call and close them into a high-ticket client.

Option #2 = APPLICATION FILTER – THEY BOOK THEMSELVES IN FOR A 30-MINUTE – 1 HOUR STRATEGY CALL = MORE RESISTANCE

You can send them your Calendly link directly in the DMs, where they have to fill out an application form and book a time slot on your calendar.

Here's your reply:

Great [NAME] 😊 Here's the link to book your [FREE RESULTS DRIVEN STRATEGY CALL NAME] with me so you can get some personal help [END-RESULT] e.g. hitting your income goal of \$50,000 per month."

Pick a time slot that best suits you and fill out the application form in full, that way I can better customize the free call to help you get better results + [STRONG EMOTIONAL NICHE BENEFIT] e.g. while living a life of more time + financial FREEDOM and security with your family.

👉 Click here now to book your free call >>> [INSERT CALENDLY BOOKING LINK HERE]

Looking forward to having a chat with you and helping you [RESULT] e.g., grow your online business. 😊"

Now some leads will show interest... but won't book a call with you for one reason or another. People are sometimes busy when you are direct messaging them and life gets in the way.

This is where you'll need to **follow up with them to book the appointment.**



DM Follow Up Script To Book Appointments

DM FOLLOW UP MESSAGE #1: 2nd Appointment Booking CTA! (Send If They Didn't Book The Call)

Hey [NAME], how's it going?

I noticed you didn't book in your free call yet... to help you [END-RESULT].

I have some spots open this week for you.

Below is the link again to book your [FREE RESULTS DRIVEN STRATEGY CALL NAME] with me if you want some personal help customizing it to your offer / business so you can [END-RESULT]."

Click the link now and pick any time that works best for you >>> [INSERT CALENDLY LINK HERE]

DM FOLLOW UP MESSAGE #2: Stack Authority + Benefits & Pre-Frame The Call

Hey [NAME], are you there? 😊

[EXPLAIN THE BENEFITS OF BOOKING A FREE CALL WITH YOU + TIE IN YOUR RESULTS + CLIENT RESULTS]

QUICK NOTE – When sharing the benefits of the free call, CUSTOMIZE it to the leads specific big problem / challenge, if they told you that information in a previous message.

If you're interested in getting some help solving [BIG PROBLEM] so you can [END-RESULT]

Here's what we'll go over on the free call together:

🔍💰 [BENEFIT #1 + YOUR SPECIFIC RESULT / CLIENT RESULT] e.g. 1) I'll show you how me and my previous biz partner made \$1.2M in sales together in rapid time + dive into a framework I used to make \$10,741 cash collected in under 2 weeks using nothing but ORGANIC TRAFFIC!

🔍💰 [BENEFIT #2 + CLIENT RESULT] e.g. 2) I'll dive deep into how to optimize your OFFER, which is exactly how my client Steve from US built 2X million-dollar businesses!

🔍💰 **[BENEFIT #3 + CLIENT RESULT]** e.g. 3) *I'll share how I helped my client Dwain make \$50,000 in a single month + how my client Tony significantly increased his PROFITS after struggling in business for 10 years by shifting limiting beliefs!*

[PROVIDE PROOF] *You can click the link in my Facebook / Instagram BIO and check out some of my 6/7-figure client video testimonials and results on my website if you want. 😊*

Hopefully speak to you soon buddy.

👉 *Click Here Now To Book Your FREE CALL >> [INSERT CALENDLY BOOKING LINK HERE].*

DM FOLLOW UP MESSAGE #3 - Send This Message If They Go Cold

“Hey [NAME]—just circling back.

Are you still interested in solving [BIG PROBLEM] and getting [END-RESULT]

“No pressure either way, just wanted to check in before I close your spot for the [FREE RESULTS DRIVEN STRATEGY CALL NAME] e.g., FREE ‘Client Magnet’ Strategy Session?”

Reply back if you’re interested in getting some help?

Talk soon!

[YOUR NAME]

P.S. If you’re not ready for a call yet, that’s totally fine. 😊 Let me know if you want access to some of my free training in relation to [BIG PROBLEM THEY TOLD YOU IN A PREVIOUS MESSAGE]

If they’re still not responding. Continue to send funny memes / GIFS to grab their attention and brighten up their day 😊 until they do respond. Here’s some examples you can use...



Or use the following messaging copy to get a response:

- 1) *Hey [NAME], are you there?*
- 2) *Hey [NAME], did you get my message?*
- 3) *Hey [NAME], is this the best place to ask you a question?*
- 4) *Hey [NAME], do you want access to a [FREE TRAINING AROUND SPECIFIC BIG PROBLEM THE SPECIFIC LEAD IS SUFFERING WITH] to help you?*

CONCLUSION –

Here's WHY The DM FAST TRACK FUNNEL Works:

The DM ads FUNNEL combined with direct messaging on Facebook or Instagram are hands down one of the fastest, most powerful ways to convert cold traffic into booked calls and **cash in the bank**.

Because the attention is already there... everyone's glued to their phones & the DMs. When you run short-form video ads that hit the right pain point & emotional desire, and the CTA is just "DM me X," the barrier to entry is low... but the intent is high.

You're not just waiting on emails with 10% open rates. *(Although when you apply what I'm gonna teach you inside module #10, your email open rates will be way higher than the standard average of 10%)*

DMs get opened and they get read.

When you show up with a clear message, E.B.M value, and the right funnel flow... the right people respond. It's fast, it's personal, and it converts way quicker than clunky landing pages and long email sequences by themselves.

- **Cold leads warm up in minutes.**
- **Appointments get booked daily.**
- **Sales happen in real time.**

Here's some stats based on proven data:

- **Facebook / Instagram Messenger (DMs):** 70–90% open rates
- **Email:** 10–30% open rates

If you mix DMs, Email and Phone Follow Up like I've taught you throughout the C.A.A. curriculum you will absolutely smash your income / profit goals if you are...

CONSISTENT & YOU TAKE MASSIVE ACTION DAILY!

- ✓ When you POSITION yourself as an EXPERT AUTHORITY like I've taught you how to do throughout the previous modules of C.A.A you become the **HUNTED** instead of the **HUNTER!**

With paid DM Short Form Video Ads, the traffic and leads are coming to you for help. With organic direct outreach you are going out hunting for the traffic.

*When you apply the **D.A.O Method with ORGANIC TRAFFIC** I taught you in module #5 by sending 100 direct outreach messages + follow up messages per day via your personal Facebook, LinkedIn or Instagram profile*

*& you mix that with the **DM FAST TRACK FUNNEL with paid ads** that you can start testing with 5 - \$10 per day to gather data. You can **GROW to \$10,000 - \$30,000+ per month very rapidly when selling a high-ticket offer.***

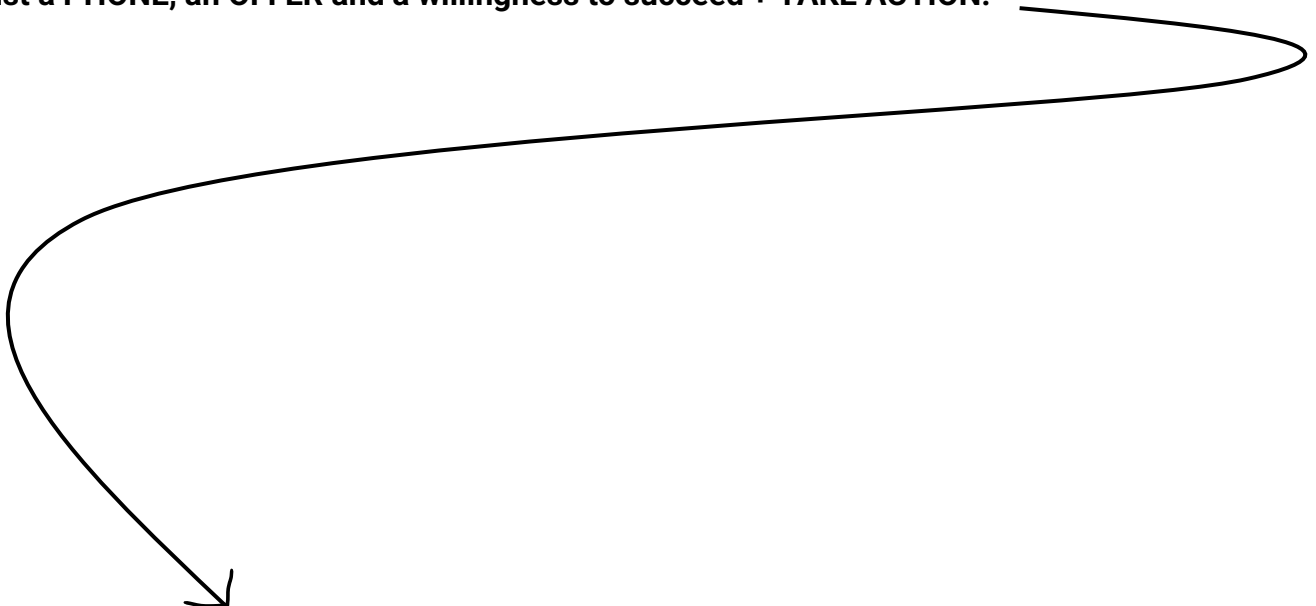
- ✓ **1:1 internet conversations + connections on social media builds the relationship and trust FAST.** Add some form of amazing content into the mix and it's like putting petrol on the fire
- ✓ **Strategy calls / appointments with qualified prospects builds trust even more**
- ✓ **Real conversations convert into CASH** providing you have a phone or laptop and an irresistible offer.

To prove this to you, here's one of my coaching clients Xavier Pierre from the U.S. His Testimonial STORY is one of **INSPIRATION** and **MOTIVATION**. And hopefully by sharing this with you, it will give you no EXCUSES not to succeed with what I am teaching you.

When he first connected with me on social media, he was locked up in one of Florida's toughest prisons for selling contraband to make money to provide for his family. During his time in jail he completely re-evaluated his life and set out to make a **POSITIVE CHANGE**.

When he got out, **he joined my coaching program & completely transformed his life.** At the time **he didn't even have a laptop.**

Just a PHONE, an OFFER and a willingness to succeed + TAKE ACTION.



Behind the Wall



ESCAPINGTHEODDSPodcast

ESCAPING THE ODDS

PIERREBAKER

ESCAPINGTHEODDS



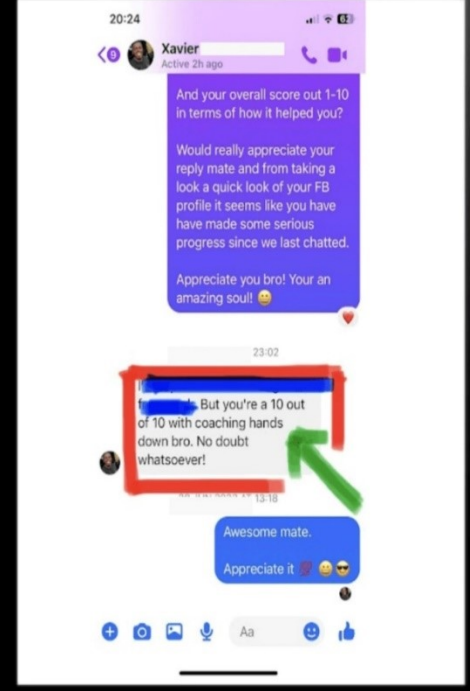
He implemented what I taught you inside module #5 (**ORGANIC TRAFFIC**) + the **DM FAST TRACK FUNNEL** I have just taught you inside this module and started making consistent high-ticket sales + got his own client video testimonials to use as social proof within his marketing campaign!

Beginner Student Success Story - High-Ticket Marketer Xavier Pierre From United States **Makes Up To \$2,000 PER DAY** From My Coaching & Has Had **Several 4-Figure Days** While Transforming His Mind-set & His Body / Health!

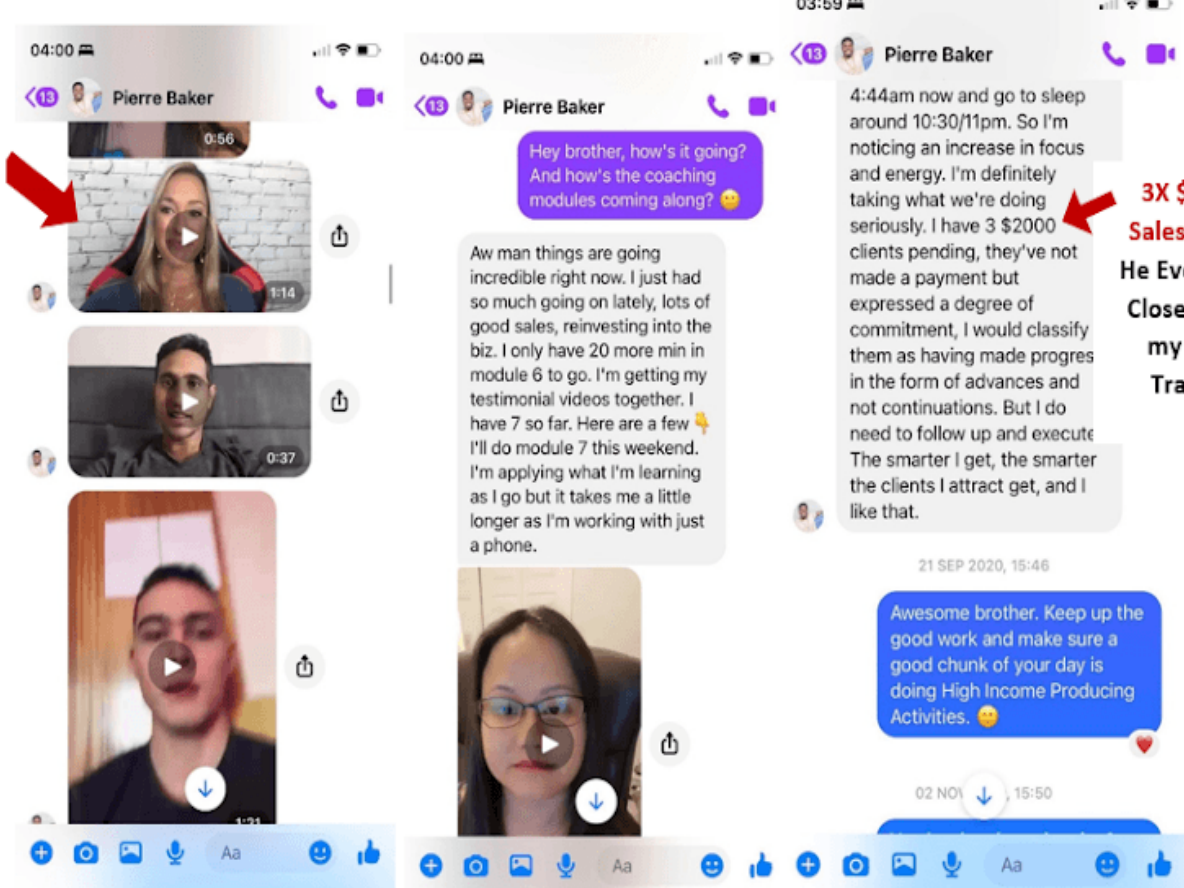
Here's What He Says About My Coaching...

"You're a 10 Out Of 10 With Coaching Bro, Hands Down! No Doubt Whatsoever!"

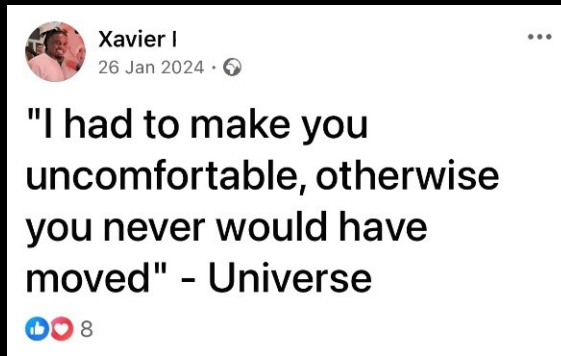




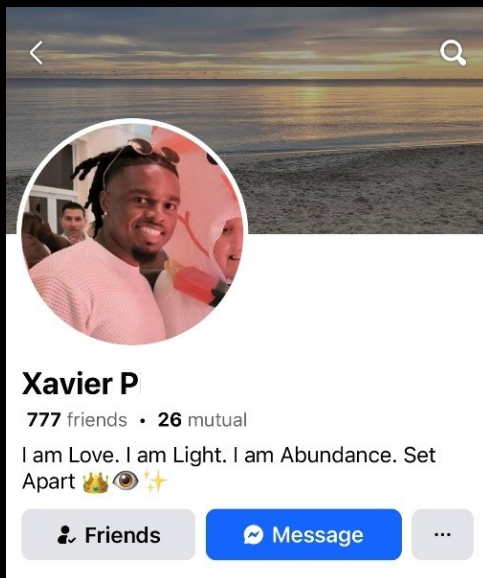
He Then Started Growing So FAST, He Started Getting His Own Student Video Testimonials



3X \$2,000 Sales Which He Eventually Closed From my Sales Training



He also went through the older 1.0 version of module #3 of the (*Client Acquisition Accelerator*) which teaches the **MINDSET & SUCCESS PRINCIPLES** to become an **UNSTOPPABLE** ENTREPRENEUR, and he completely **TRANSFORMED** his MIND, his **BODY** and connected deeply with his **SOUL** which massively improved his **RESULTS!** 😊



You can watch a video we shot together during one of our coaching calls on my OWS home website at this link here:

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

I share this **CLIENT SUCCESS CASE STUDY** with you. Because there is absolutely...

...NO EXCUSE...

...why you can't hit your income / profit goal.

Xavier got locked up in jail at 19 years old because he was involved with the wrong crowd... made a big mistake trying to support himself and his family. He learnt from his mistake and I'm super proud of him for turning his life around.

Because if he can transform his life, sell a high-ticket offer & grow his mindset + his business with the knowledge I have shared with you during C.A.A so far...

...SO CAN YOU! 😊

Go out there into your niche marketplace and **F\$%KING MAKE IT HAPPEN!**

Next up were going to dive deep into the VSL CALL Application Funnel which can be bolted onto your DM funnel AFTER you've hit \$10,000 - \$30,000 per month consistently.

Before we do that lets first go over the...



DM FUNNEL FAST-TRACK

ACTION STEPS!



ACTION STEP #1 - Internalize The Sales Funnel Knowledge & Set Up Your Funnel + Email Autoresponder Software!

- Fully Understand The "Sales Funnel Basics" Training & Set Up Your Funnel Software If You're Planning On Creating a Lead Magnet + Building Your List + Creating Strategic Content (Refer To Page 4)

Systeme.io is FREE for your first 2000 subscribers.

[Click Here To Get Started With Systeme.io For FREE >>](#)

[Click Here To Get Started With ClickFunnels >>](#)

[Click Here To Get Started With GoHighLevel >>](#)

- Pick One of The Software's Above... Go To The Funnel + Email Autoresponder Tutorials Inside This Module of C.A.A & Learn How To Use The Software So You Can Start Building Your List + Digital Content Assets. (If You Plan To Create Video Content You Can Also Upload To YouTube)

ACTION STEP #2 - Build Your DM FAST TRACK Funnel + Short Form Ads (Refer To Pages 53 - 80)

Action Item #1 - Build Your Irresistible Offer (Refer To Module #2 of C.A.A)

Action Item #2 - Brainstorm & Create Your Marketing Message + Create 3-5 Hooks To Grab Attention That You Can Use In Your Ads.

Action Item #3 - Build A Killer Lead Magnet.

Option 1 – Give Away a Free Phone Consult

Option 2 – Give Away a Free PDF That Targets a Specific Big Niche Problem + Free Phone Consult

Action Item #4 - Set Up Your DM Ads Campaign Using Facebook / Instagram - (Refer To C.A.A Module #10 Paid Traffic If You've Never Set Up A Traffic Campaign Before)

- See Done For You Short Form Ad Template On Page 63 When Setting Up Your Ads.
- When Setting Up Your DM Ads... Follow This Campaign Structure In Facebook Ads Manager

(Campaign >>> Messages >>> Facebook / Instagram DM's)

We are currently rebuilding our DM ads set up tutorial. In the meantime, watch this video by clicking the link below and follow along up to 16 minutes.

[**141 Facebook Messenger Leads With \\$172 In Ad Spend: Facebook Ads Tutorial >>**](#)

*After 16 mins of the video playing the guy talks about setting up automation with a ManyChat automation bot, which **you do not need** because at the start you'll be replying to messages manually to book appointments, so you can improve your appointment booking skills & learn more about your client avatar by asking the questions I've given you.*

After you are booking 3+ appointments per day consistently from your DM ads funnel... go to the Client Acquisition Accelerator Bonus Module #1 and set up your AI AGENT to book appointments for you using automation.

Action Item #5 - When Your Ads Are Live & DM's Are Flowing In... Ask For The Email Address In Return For The Lead Getting The Free PDF If You're Building A List & Qualify Them In The DM's Inbox. (Refer To Pages 68 - 74)

Action Item #6 - Start Booking Qualified Appointments Manually By Following Up To Messages In The DM's Inbox

Action Item #7 - Conduct Strategy Calls & Close Sales Over Zoom / Phone! If They Don't Buy On The 1st Call, Follow Up Using The Follow Up Conversion System (Refer To Page 65)

Action Item #8 - After you are booking 3+ appointments per day consistently... go to the Client Acquisition Accelerator Bonus Module #1 and set up your AI AGENT to book appointments for you using automation.

FANTASTIC WORK! 😊

IMPORTANT: Next, I will walk you through the VSL Funnel training.

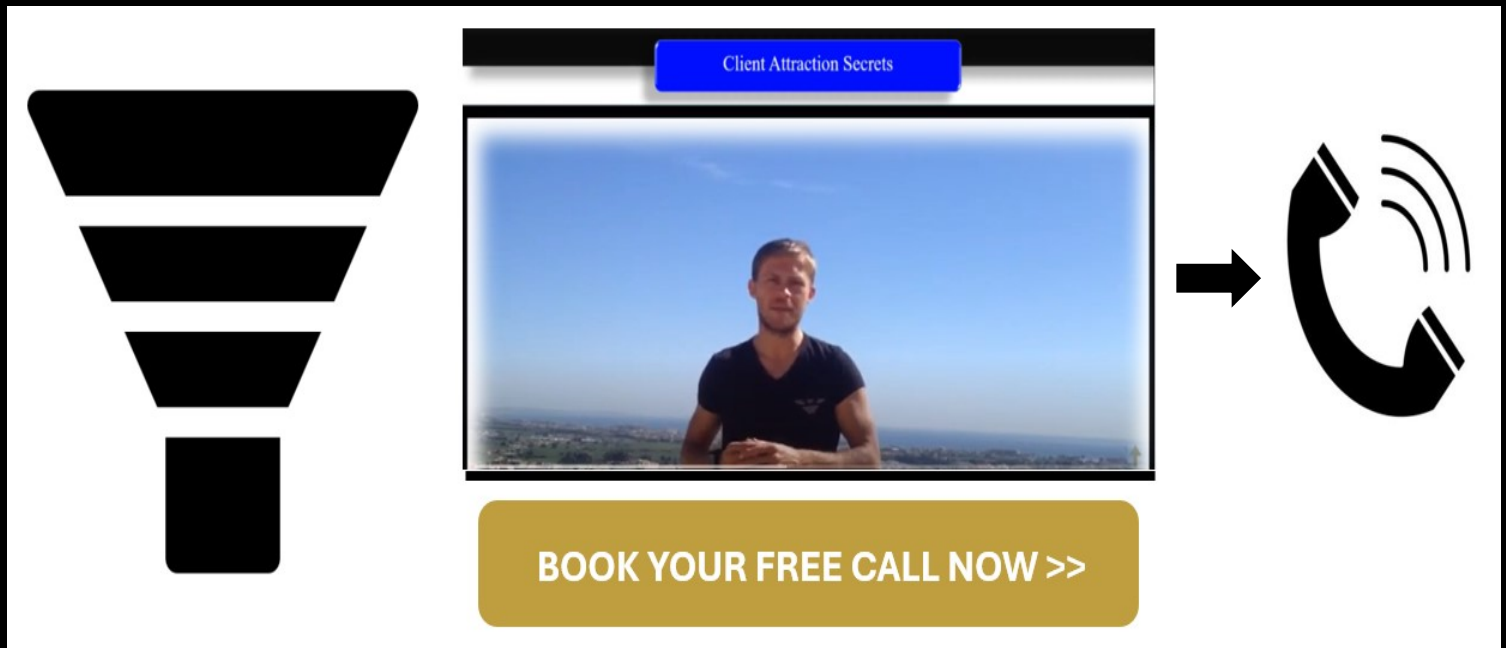
This is only needed when you get past \$30,000+ per month consistently. In fact, if you are selling high-ticket offer for \$5,000 - \$10,000 per sale you can get to \$100,000 per month with just the DM FAST-TRACK funnel using short form video + text / image ads.

However, after you hit \$30k per month... bolting on the VSL funnel will help you get to \$100k per month faster!



🔑 STAGE #2 – THE V.S.L PHONE APPLICATION FUNNEL – EXPLAINER VIDEO (INTERMEDIATE)

How To Go From \$10k - **\$100,000+ Per Month** Without Complexity!



Here's what we're going to cover together during this section of module #8...

- 🔑 ✓ **Intro – Why Bolting The 'VSL Phone Application Funnel' Onto Your 'DM Fast-Track Funnel' Will Allow You To Scale To \$100k/Month Way FASTER!**
- 🔑 ✓ **High-Ticket VLS Phone Application Funnel Diagram + Step-By-Step Walkthrough!**
- 🔑 ✓ **Optimizing Your Sales Pitch For Max Profit!**
- 🔑 ✓ **Understanding Performance Analysis Using Statistical Relevance!**
- 🔑 ✓ **Money Metrics – Core Traffic + Funnel Conversion Mathematical Tracking!**
- 🔑 ✓ **Funnel Diagnostics – How To Fix a Broken VSL Funnel WITHOUT Fail!**
- 🔑 ✓ **Funnel Split Testing – Optimization Contingencies To Obliterate Funnel Friction!**
- 🔑 ✓ **Optimized Appointment Booking System – How To Extract Maximum Profit From Your Funnel!**

Let's dive deep into the training content together...

🔑 Intro – Why Bolting The ‘VSL Phone Application Funnel’ Onto Your ‘DM Fast-Track Funnel’ Will Allow You To Scale To \$100k/Month FASTER!



If you want to leap from \$10K/\$30K months to \$100K months and beyond WITHOUT burning out or building a big team that drains your time, the **VSL > Call Application Funnel**, from my 7+ years of experience online is the **WEAPON** of choice!

It **pre-frames, filters, and qualifies quickly**. You're not chasing leads... you're attracting decision-makers who are serious + already understand what you do in terms of expertise, and why it matters to them.

The VSL acts like your sales rep on steroids...handling objections, initiating authority, and building trust on autopilot... before you even speak to the lead.

The application acts as your gatekeeper (**FUNNEL FILTER**). It repels time-wasters and magnetizes serious buyers who are ready to move forward and invest high-ticket cash with you and your business.

No more "hop on a call and hope." This funnel gives you leverage, clarity, and control... and once dialled in, it prints qualified appointments and high-ticket cash on DEMAND!

Bolting a **VSL Call Funnel** onto your **DM Funnel** will also help with conversions. At this point you'll have 2 TRAFFIC CAMPAIGNS running.

TRAFFIC CAMPAIGN #1 =

Running Traffic With Short Form Video Ads Into Your DM Funnel (*If The Traffic Doesn't Book a Call Via The DM's You Can Send Them A Link To The VSL Page Which Builds Trust, Value & Authority!*)

TRAFFIC CAMPAIGN #2 =

Running Traffic Directly To Your Lead Capture Page or Your VSL Page

(Don't worry if this doesn't make sense at the moment.)

I will explain it in more detail in module #10 (**PAID TRAFFIC MASTERY**)

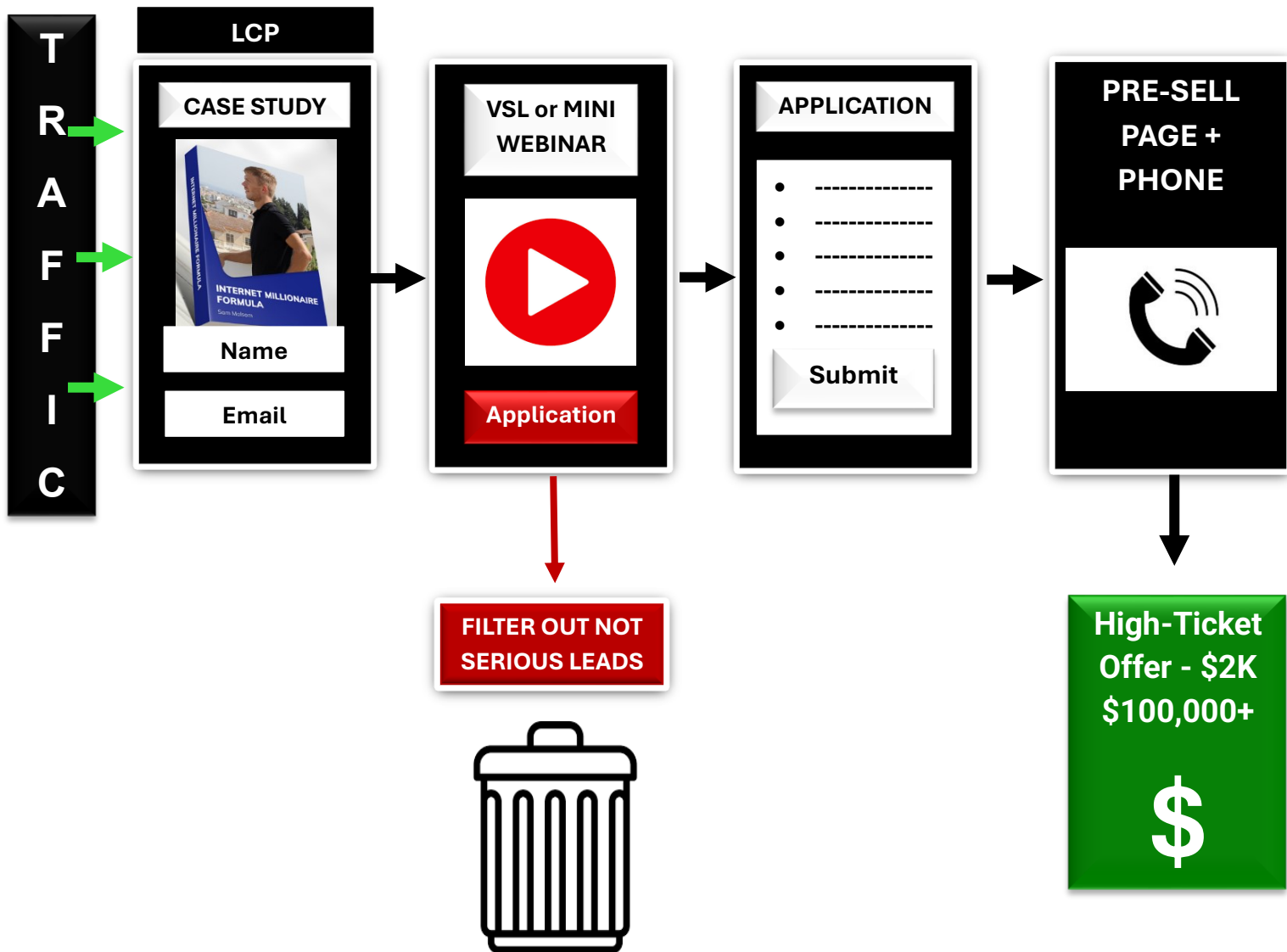
The DM funnel warms up cold leads... starts the convo, builds micro trust, and gets attention fast.

The VSL does the heavy lifting: it pre-sells, filters, and qualifies. Now you're not just having more conversations... you're having the *right* ones with prospects instead of cold leads.

Leads watch your VSL, resonate with the message, and hit your calendar already half-sold. It's a **trust transfer system** that turns attention into applications and chats into cash. This combination takes you from hustling in the DMs to scaling with precision and predictability... on autopilot.

And this is the point where you can fully automate your whole **FUNNEL SYSTEM** with an **AI AGENT** which massively **free's up your time**.

High-Ticket VSL Phone Application Funnel Diagram



Step-By-Step Walkthrough of My VSL Phone Application Funnel, So You Can Model To Get RESULTS FAST!

➔ **THE LCP = LEAD CAPTURE PAGE** (*Opt-In = Funnel Page #1*)

Here we start by driving traffic (*people*) to an **LCP (lead capture page)** giving away a free gift in the form of a **VIDEO CASE STUDY & / or a PDF / BOOK**.

Other terms for a lead capture page, that you may have heard of are:

- Opt-In Page
- Landing Page

- Squeeze Page

This is a one-page website that uses copywriting strategies to influence & persuade your TRAFFIC to get a FREE GIFT, in the form of a **LEAD MAGNET** in return for them entering their contact details:

- **Name**
- **Email**
- **Phone Number (OPTIONAL)**

The more information you ask for, the less conversions you will get, but the higher quality of lead.

The less information you ask for, the higher the LCP conversions rates but the less quality the lead.

To start with... just ask for name and email address and as you advance you can ask for their phone number if you want to call back your leads after they been added to your list.

Case studies are awesome lead magnets from my personal testing as they leverage social proof, results, education, builds a lot of curiosity... plus they are super valuable which increases traffic > lead conversion rates.

I mentioned previously in this module that with some niches you don't even need the LCP page anymore because it acts as an extra filtering process. The most important thing when it comes to VSL funnels is to get as many targeted people as possible to watch the VSL (VIDEO)

Because that's where you're going to:

- **Position Yourself As An Expert Authority To Increase Credibility.**
- **Share Your Results**
- **Share Your Clients Results & Testimonials**
- **Explain Who You Can & Can't Help**
- **Dive Into The Big Problem(s)**
- **Share Some E.B.M Value Using The 'WOW Not HOW' Framework**
- **Position The FREE Strategy Call As The 1st Solution By Giving Strong Call To Actions**

The Calendly software will ask for the email address of the person when they book an appointment with you. So, you can still technically build your list without the LCP. The key as you advance is run a split test to see which option converts best for your niche & offer.

Option #1 – running traffic to a lead capture page giving away a free lead magnet

or

Option #2 – running traffic directly to your VSL page so people can watch the video presentation and book a call appointment with you. With this option #2, you do not need the **LCP (Lead Capture Page)**

However, if you are below \$30K per month, I advise you to build your list using an LCP. Because your email list will become a financial asset you can tap into and create appointments and income on demand

Here are...

7 Top Tier Tips To Build A Killer Lead Capture Page

TIP 1 - Lead With a Power Headline (aka, Your Marketing Message)

Your headline is the hook. It must instantly punch through the noise, call out your dream client, and promise a **SPECIFIC TRANSFORMATION** or **BENEFIT**.

Examples:

➤ **Business Niche –**

“ATTENTION Coaches, Consultants, Course Creators & Service Providers - How To Get 50-100 Qualified Appointments Per Month WITHOUT Ads or Cold Calls.”

➤ **Health / Weight Loss Niche –**

“How I Lost 40 lbs In 6 Months WITHOUT Dieting

➤ **Dating & Relationships Niche –**

“How I Got 50 Tinder Dates With Beautiful Girls In 90 Days WITHOUT Getting Rejected!

Also note if you can incorporate a **U.M/M (Unique Mechanism / Method)** into your headline or sub-headline you'll increase **CURIOSITY** which will improve **LCP** conversion rates.

TIP 2 - Use a Sub-Headline That Amplifies Curiosity

Follow the hook with a supporting line that builds intrigue, stacks urgency, or challenges beliefs. This keeps attention locked and gets the traffic (people) to scroll down the page to learn more.

Example: Business Niche...

“Even if you're starting from scratch, hate sales, or your funnel's broken.”

TIP 3 - Use Magic Bullet Points That Sell Without Selling

People scan before they read so make sure you use tight, to-the-point **benefit-rich bullets** that speak directly to the **BIG PROBLEMS, PAIN POINTS & DESIRES** using the copywriting strategies I taught you in the last module + use specific numbers.

Format:

- ✅ What they'll learn
- ✅ What they'll avoid in terms of the biggest mistakes your core client avatar makes
- ✅ What they'll walk away with / get
- ✅ What you will do for them (**DONE FOR YOU**)



Using the 3 strongest senses e.g., **SEE, HEAR, FEEL**

Underline, **bold** or *italic* key points and use power colours like red, green, yellow & black.

You can also share **SPECIFIC RESULTS** from you & your clients, but be sure to back it up on the LCP (Lead Capture Page) or during your VSL (Video Sales Letter)

TIP 4 - Make Your Call-to-Action Frictionless & Position It Above The Fold

Your CTA button is crucial. Make it feel easy, valuable, and actionable. Your button must be above the fold, meaning they should see the button as soon as they click over to the page. You do not want them to have to scroll down the page in order to opt-in.

Here some high-converting CTA's that are proven to convert:

- *“YES! I WANT FREE ACCESS NOW >>”*
- *“Get Instant Access >>”*
- *“YES! I Want The FREE GIFT >>”*
- *“Watch The FREE Training >>”*
- *“Claim Your FREE [LEAD MAGNET NAME] >>”*

Never use: “Submit” or something un-beneficial.

TIP 5 – Share Social Proof

Add in real testimonials, quick screenshots, logos, or even “as seen in” or “trusted by” external authority source. For a VSL funnel to work really effectively you need to have as much social proof as possible.

This is why I've taught you to do organic marketing up until this module, because the only cost is your TIME, instead of spending your money to get your **5-7 CLIENT TESTIMONIALS** so you can add them to your funnel + marketing.

People trust people... so you can give an overview of your success / results but also show how others (*that are just like them*) have succeeded by taking the step you want them to take > e.g., getting them to take action... *by clicking the button on the LCP to enter their name and email address to go over to your VSL page*)

TIP 6- Design For Focus, Not Fanciness & Incorporate Your U.M/M Graphic If You've Developed One To Increase Curiosity!

The next key for a high converting LCP is a clean clear layout. Attention grabbing images & ZERO distractions.

This page isn't a normal website. Its only purpose is to demonstrate the **VALUE** of your free lead magnet and get them to take the specific action of opting in to your list. In this case that's the VSL video. You can also give away the video case study + a PDF / BOOK for increased conversions.

When you incorporate your unique mechanism / method graphic if you are operating in a competitive market, this again will increase conversions because it creates more **CURIOSITY**.

People think to themselves...

“What an earth is that?”

“This is different compared to everything else I've seen!”

And the only way they can find out...is by entering their information into your L.C.P funnel page (*Lead Capture Page*) to learn more by going over to your VSL page (*Video Sales Letter*)

Remember when creating lead magnets, it must be something your core client avatar would be willing to pay money for.

Your goal is to guide their eyes down the page like a funnel towards getting the traffic to click the **CTA (Call To Action)** button and every element should earn its spot on the page.

TIP 7 - Inject Personality + Polarisation

Make sure people can see your face on your graphic or lead magnet graphic.

If your page could be written by anyone, it's not good enough. Use your own voice / writing style that's direct and to the point. Talk how your dream client thinks and meet them at the exact conversation that's going on in their head with your headline + sub-headline.

This is why the Client Acquisition Accelerator module #1 was crucial, because it taught you how to figure out your niche and how to get inside the mind of your core client avatar in terms of the problems & pains, they are suffering with + the dreams, goals and desires they are looking to achieve.

When you know this information via your research and the time you've invested into your market, you can use it on the LCP + the VSL to influence and persuade them to take action and move forward.

Draw a line in the sand by using **POLARISATION** so the right people say "hell yes"... and the wrong ones bounce and never come back. This is one of the keys to a high converting LCP.

Also be sure to add the 'legal text copy' at the bottom of your page especially when running ads. You need a Legal Information Page, Earning Disclaimer Page & Privacy Policy Page. I taught you this inside module #2 when we built your offer. You can also go to Google and get templates for these docs and edit them for your business / offer.

Here's an example of my legal copy which you can model. You can create these pages inside your sales funnel software (*System.io / ClickFunnels / GoHighLevel*)

Your Information is 100% Secure And Will Never Be Shared With Anyone.

© [ADD YOUR COMPANY NAME HERE] e.g. Online Wealth Society

[CREATE THE FOLLOWING 3 PAGES & LINK THEM] >> [Legal Information](#) | [Earning Disclaimer](#) | [Privacy Policy](#) |

For Support Email : [ADD YOUR BUSINESS EMAIL HERE]

This site is not part of the Facebook website or Facebook Inc. Additionally; this site is not endorsed by Facebook in anyway.
Facebook is a trademark of Facebook, Inc

DISCLAIMER: The figures stated above are mine and my business partners personal sales figures from selling my own info products, services and affiliate offers. Please understand my results are not typical, I'm not implying you'll duplicate them (or do anything for that matter). I have the benefit of practicing direct response marketing and advertising for over 7 years, I have my own email list of subscribers and I'm using these references for example purposes only. Your results will vary and depend on many factors ...including but not limited to your work ethic, background and experience. All business online and offline entails some risk as well as consistent work, effort, time, investment and action. If you're not willing to accept that, please do not get started with our offers, products, services and trainings. Thanks 😊

Below is a link to my LCP (*Lead Capture Page*) for my high-ticket phone application funnel so you can model and get ideas for when you build your own.

FREE Exclusive '\$3.4M CLIENT ATTRACTION CASE STUDY' For Business Owners, Coaches, Consultants, High-Ticket Marketers, Course Creators & Agencies From Online EXPERT... Sam Malsom:

"How We Booked **1,179+ Qualified Appointments** & Generate a Consistent Flow of **HIGH TICKET CLIENTS** Every Single Month Using My Proven **[C.A.L.V.O] Method** WITHOUT Wasting Time, Energy & Money On Hope Marketing!"



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 client sales every day & how we **booked 1,179+ Targeted Qualified Appointments!**
- See the 3 crucial components all 6, 7 and even 8-Figure experts leverage so you can make automatic sales and **Attract Serious Clients On Demand!** (*This Is How I Helped My Clients Make \$3.4M+ In Rapid Time!*)
- Feel the power of the predictable **4-Step 'Client Attraction & Conversion System'** that generates leads, qualified appointments & clients FAST and how you can start using this for your business completely... **DONE FOR YOU!**

YES! I WANT FREE ACCESS NOW! >>>

<https://www.onlinewealthsociety.com/f1-lcp-pt-34m-case-study>

The next page in the funnel is the...

➔ **THE VSL = VIDEO SALES LETTER** (*Funnel Page #2*)

You can then present the case study using a **VSL (Video Sales Letter)** or a **MINI WEBINAR** that lasts for 20 – 30+ minutes.

Some VSL's can be as short as 10 – 15 minutes. The key is to **EXPLAIN** everything you need your leads to know before booking a call with you or your team, **WITHOUT** blabbering on. Stick to the point and only include the information + value the leads need in order to get them to book a call on your calendar.

A VSL page inside an appointment - call funnel is your **SILENT SALES ASSASIN**.

It's not just a video—it's a **precision-crafted conversion machine** that pre-sells you, your company / brand & the free call.

In the majority of niches when selling a high-ticket offer, you do **NOT** mention your offer within the VSL. The only thing you need to sell is the free call by positioning it as super valuable, so leads can stop struggling with the big problems & helps them achieve the **END-RESULT** they desire.

If your free call can give them more **CLARITY & CONFIDENCE** in relation to achieving the **END-RESULT**, a decent % of leads will book a call!

It filters out the time-wasters and frames you as the **EXPERT AUTHORITY** before the call even happens.

Here's how it works: traffic lands on your page and hits your VSL.

This VIDEO CASE STUDY grabs attention fast, agitates the pain by talking about the big problem, explains the solution, and plants your unique mechanism or framework that's different compared to everything else your competitors are doing.

This formulates into your **unique value proposition!** Then boom... you pivot into a clear CTA: e.g., *"Book your free results driven strategy call below."*

By the time someone applies, they already **believe** you can solve their problem.

There is no pushy sales pitch needed. The VSL sets the tone, builds desire, and stacks instant authority & credibility on your behalf... so your calendar fills with serious, pre-qualified prospects who are ready to move forward and buy now on the call.

Here's a link to my VSL CASE STUDY / MINI WEBINAR page.

Model it & personalise it to you & your niche for your very own VSL digital asset:



Book Your FREE 'Client Magnet' Strategy Session Now...

YES! I WANT FREE ACCESS NOW >>

<https://www.onlinewealthsociety.com/f1-vsl-pt-34m-case-study>

Here is access to my proven & time tested...

Fill In The Blank VSL Script Template

PART 1 - Attention-Grabbing Hook (0:00 - 0:30 secs)

"Would you like [ADD YOUR MARKETING MESSAGE / BMI HEADLINE HERE]

"During this short video presentation, you'll walk away with a crystal-clear ROAD-MAP for solving [BIG PROBLEM] once and for all... without [DOING THE THINGS NICHE HATES]

STOP what you are doing and watch this video from start to finish because what I'm about to share with you... could change everything for you.

I know how you feel... you're sick & tired of feeling stuck with [BIG PROBLEMS] and have tried everything with little to no results...so pay close attention right now."

PART 2 – Authority Intro + Identify The Problem (0:30 - 1:30 mins)

"Hey, my name is [ADD YOUR NAME] Founder & CEO of [ADD YOUR COMPANY NAME.] \$3.4M+ in client results + consulted with a 9-Figure Entrepreneur featured on Forbes! Here's why you should listen to me [ADD YOUR RESULTS & CREDENTIALS]

Let's be honest — you're struggling & frustrated. You've spent countless hours trying to achieve [DESIRED END-RESULT], but no matter what you do, you feel like you're spinning your wheels and going round in circles, right?

It can be so overwhelming when you [EXPERIENCE PAIN POINT] and all those quick-fix solutions just leave you more confused, more discouraged, and further from your goal... can you relate?"

(Speak directly to the pain and frustrations of your audience)

PART 3 - Introduce The Solution = 1ST Call To Action: The Free Advisory Call (1:30 - 2:30 mins)

"I get it. However, what if I could give you a customized, step-by-step plan to finally overcome [BIG PROBLEM] and achieve [DESIRED END-RESULT] for FREE?"

"I'm offering you something that could completely change the trajectory of your [NICHE JOURNEY]:

A FREE, no-obligation [RESULTS DRIVEN NAME] Advisory Session, where I'll personally help you craft a clear plan to [DESIRED OUTCOME] ...and you'll walk away with time-tested steps you can start using immediately so you can get RESULTS."

(Make the offer feel like a special opportunity and tap into the viewer's desire for results)

PART 4 - Build Instant Trust and Credibility By Sharing Your Client Testimonials + Results Strategically (2:30 – 6:00 mins)

"Hundreds of people have felt exactly what you're feeling. I've worked with people who were once in your shoes: feeling overwhelmed, stuck, failing, doubting their next step, and unsure of what path to take."

I've now helped my clients achieve [OVERALL CLIENTS RESULT]

"Take [NAME OF CLIENT / CASE STUDY]: when he/she first booked their free call, they were struggling with [PROBLEM #1], just like you. After our strategy call, they gained the clarity they needed and got [SPECIFIC DESIRED RESULT!]"

(Use 3 social proof, testimonials, or case studies to show real transformations with each one explaining a different big problem that your niche target core client avatar suffers with)

If you have a mixture of client results, use the following formula

- **CLIENT RESULT / TESTIMONIAL #1 – BEGINNER RESULT**
- **CLIENT RESULT / TESTIMONIAL #2 – INTERMEDIATE / ADVANCED RESULT**
- **CLIENT RESULT / TESTIMONIAL #3 – ADVANCED RESULT**

PART 5 – Quick Emotional Empathy Story (6:00 - 9:00 mins)

"I know going on this journey by yourself is not easy. The constant feeling of not being enough, of being stuck, doubting yourself & not seeing results despite all the time + effort you are putting in.

I've seen it, I've experienced it, & I've felt how you are feeling right now. Maybe your family is even doubting you. I've been there & I can completely relate to you.

In fact, when I first started in [SPECIFIC NICHE] I struggled with [BIG PROBLEMS] now I'm living [DREAM LIFE / EMOTIONAL RESULT]

Since then, I've coached people just like you go from feeling hopeless to finally breaking thru & achieving what they once thought was impossible."

"I've been where you are — I know how disheartening it can feel to keep chasing after a dream, only to hit roadblocks. But I promise, you can break free, just like many of my students & you don't have to do this alone."

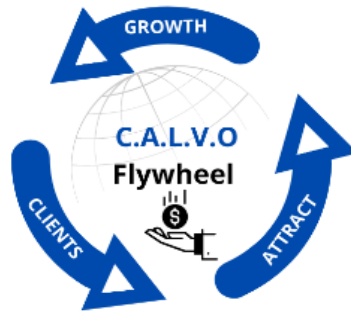
(Create a deep emotional connection and show empathy, making them feel understood and supported)

PART 6 – Provide An E.B.M Value CASE STUDY To Demonstrate Your Expertise Using 'WOW Not HOW' Framework (9:00 – 13:00 mins)

This Content Must Be Based Around The Big Problems + END RESULT & Must Be Some Of Your Best Stuff That's Different Compared To What Everyone Else In Your Niche Is Sharing – Think, what's something that can help your leads via your U.M/M (Unique Mechanism / Method) or your proprietary FRAMEWORKS



U.M /M



PROPRIETARY FRAMEWORKS

PART 7 – 2nd Call To Action – Book Advisory Call (13 – 13:30 mins)

"If you want some help... Here's what I want you to do next:

I'm giving away a free, no-strings-attached Advisory Call with me. On this call, we'll dive deep into what's been holding you back by figuring out your biggest bottleneck and create a PERSONLAIZED RESULTS DRIVEN PLAN to move you from where you are now to where you want to be."

"This isn't some generic 'cookie-cutter' call — I'm going to give you real insights, real strategies, based off my [ADD YOUR EXPERIENCE, RESULTS + TIME YOU'VE BEEN WORKING IN THE NICHE] and you'll walk away feeling empowered to take immediate action."

(Make it clear that it's free, valuable, and tailored specifically to their needs)

PART 8 - Address the Objections & Build Trust (13:30 - 14:00 mins)

"Now, I know what you might be thinking: 'What's the catch? Why would someone offer a free Strategy Call?'

Here's the truth: There is no catch. I'm doing this because I know how much [BIG PROBLEM] is affecting your life / business, and I genuinely want to help you.

My goal is to show you the way forward, provide as much value to you for FREE... and at the end of our call together, if you feel like you want some extra 1:1 help implementing what I'm gonna share with you on the call, we can have a chat about that.

If you feel like that isn't the right fit for you, that's completely okay too 😊.

There's absolutely zero pressure & ZERO RISK for you.

In fact, it's better than zero risk. You'll walk away a [PROVEN RESULT DRIVEN PLAN] for FREE and you'll gain massive CLARITY & CONFIDENCE so you can live a life of [EMOTIONAL BENEFIT]

The only thing you stand to lose is the chance to finally understand HOW to get the results you desire, deserve and dream about."

(Calm their fears, reassure them, and remove any skepticism)

PART 9 – The 3rd Call to Action: Urgency & Scarcity (14:00 - 14:30 mins)

"I only have a limited number of slots available each week, and they fill up fast. This is your chance to get a personalized action plan that could transform your life / business, but it won't last long.

*I want to make sure I can give you my full attention, so I can only take on a few people at a time. If you're serious about finally overcoming **[BIG PROBLEM]** and taking control of **[DESIRED END-RESULT]**, then you need to act fast before all the spots are gone."*

(Create a sense of urgency and scarcity to prompt quick action)

PART 10 – Risk Reversal & Reassurance (14:30 – 15:00 mins)

"And remember, there's absolutely no risk.

This call is 100% free, with no obligations.

*I want to help you, plain and simple because I know how **DIFFICULT** it is doing this alone without the right step-by-step game plan*

I've seen firsthand how a single conversation can completely change someone's life, and that's exactly what I want to do for you."

(Reaffirm that the call is risk-free, which reduces any hesitations about taking action)

PART 11 – Final Call to Action (15:00 - 17:00 mins)

*"So, if you are ready to stop feeling stuck and start seeing **BIG** results & you want the ultimate **FAST TACK**...*

*Click the button below to schedule your **[FREE RESULTS DRIVEN NAME]** Advisory Call now."*

"This could be the moment you look back on as the turning point in your journey.

*Don't wait. Click the button below right now to secure your spot and let's make **[STRONG EMOTIONAL DESIRED OUTCOME + BENEFITS]** your reality."*

(Create a final, compelling action point to make the viewer feel that this is the right choice for them)

PART 12 – Share More Client Testimonials, Social Proof, Results & Embed The Call To Action As Text On The Screen (17:00 – 20:00+ mins)

Remember: this is a VSL script / guidelines for you to follow, edit and personalise it for your offer & niche!

Why This VSL Script Works

- ✓ **It's Direct, Straight To The Point & Leverages Emotionally-Powered Language:** The VSL script speaks to the viewer's pain, problem desires, and emotional state. It taps into the frustration of their current situation and offers hope and a solution.
- ✓ **Provide Free Value + Uses Ethical Influence & Persuasion Using The Power of STORY:** By offering free value upfront (*within the video case study + the free consult*), the VSL builds trust, reduces skepticism, and eliminates risk. By sharing a compelling **STORY** that's relatable...

...you'll allow the right people to resonate with you which increases action by getting them to book an appointment with you. The goal is to **genuinely help people**, not manipulate them.
- ✓ **Strong Social Proof:** Your client testimonials and case studies sells for you & prove that real people have benefited from your expertise, making the offer more credible which unconsciously increases conversions.
- ✓ **Real Scarcity and Urgency:** Creating urgency with a limited number of spots pushes people to take action without feeling like they have time to overthink.

The copy taps into the strong emotions that drive decision-making > pain, frustration, hope, empowerment + a better future... while maintaining an ethical and supportive tone.

You can build your slides for your VSL in Keynote on Apple Mac or PowerPoint on a Windows laptop

Or if you want AI to build them for you... you can use '**SLIDES GPT**' at the link in your PDF manual below and it will build your entire pitch deck in minutes.

<https://slidesgpt.com/>

Great Work 😊... moving onto the...

➔ THE APPLICATION FORM (Funnel Page #3)

The 3rd page in this 4-step VSL funnel is the application form. Throughout the video presentation and at the end, you'll give your leads a strong call to action to book a call on your calendar by sending them to a CALENDY application form. This is where the lead will set a time and date to speak with you or your team.

Here's a link to set up your Calendly application form page. We taught you how to do this during module #5.

You can set up accounts at the links below to start with. To take calls you'll need a Zoom account.

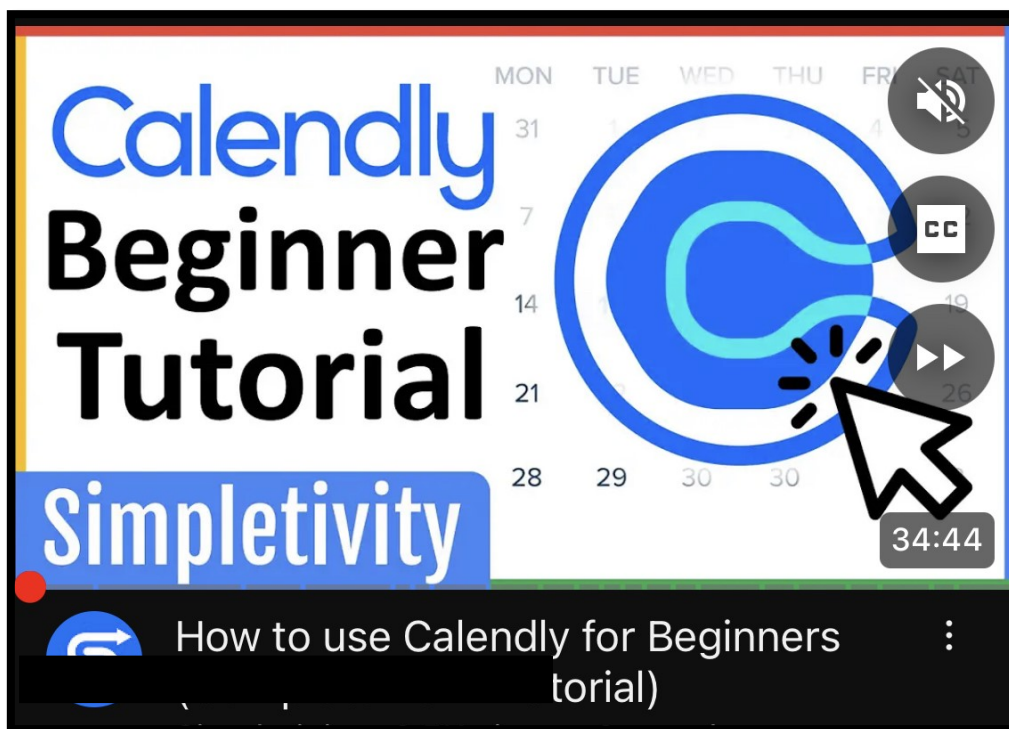


<https://calendly.com/>



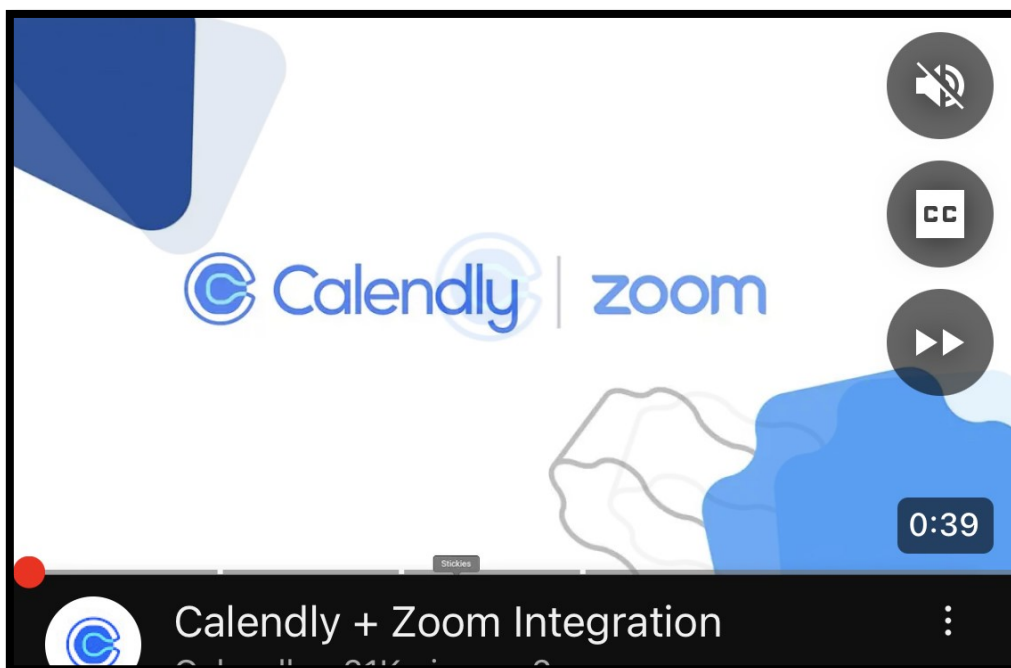
<https://zoom.com/>

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



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

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



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

You can also do calls for free on Facebook video call to start with as well.



The video training is also listed under the **'TUTORIALS SECTION'** inside the Client Acquisition Accelerator members area, so follow that training in order to set your VLS Phone Application Funnel up correctly.

Here are the exact questions I ask on my application form to **FILTER** the not so serious leads out, so I don't waste time on the phone with them.

When they answer these questions, the answers get forwarded to the email address you set Calendly up with. Which means I know exactly what prospects are struggling with... what they want to achieve, why they want to achieve what they want and how much capital they have to invest before I jump on a call with them.

All of this is written down on the **'strategy call sheet'** I gave you access to during module #4, before the call starts.

As I walk them through the sales script, I am taking notes on the call based on how they answer the questions I'm asking them on the call, so I can leverage this information when I go in for the close at the end of the call.

Throughout the call my main **FOCUS** is...

*“How Can I Position & Prescribe My Offer As The **PERFECT SOLUTION** To Their Specific **BIG PROBLEM**?”*

Model and personalise the following application questions for your niche & offer.

Enter Details

Name *

Email *

[Add Guests](#)

Contact Number (Include Country Code)

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

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

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

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

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

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

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

When the lead has filled the application form out, like I mentioned before... it will get sent to your email inbox, which you need to set up with the Calendly website link I just shared with you and a time slot will get booked on your calendar for the call.

You will then follow the 7-Figure phone sales script training I taught you in module 4 to convert them into a high-ticket sale! If they have objections / questions, follow the objections and sales closes PDF inside module 4 as well... to make even more sales.

Now if you are just getting started online you do not need to set this funnel up right now. Stick with organic direct outreach marketing + the DM funnel. When you've hit \$10k - \$30k per month consistently start building out the VSL Funnel and bolt it onto the DM funnel.

THE CALL PRE-SELL PAGE (BEFORE THE CALL = Funnel Page #4)

The last page of the funnel is the *Call Pre-Sell Page* that leads get sent to after they have filled out the application form and booked a time slot on your calendar. This is also known as a thank you page.

Once someone books a call through your VSL funnel, the real game starts. This is where you prime the lead, so they actually *show up*... warmed, excited, and ready to buy.

With this page you're setting the tone, building anticipation, and using **positioning authority devices** to increase the call show up rate %.

This page should deliver **E.B.M. content** that's *educational, belief-shifting, and momentum-driving* in the form of videos + written content assets. Within your content you'll also want to share results, client proof, testimonials & a "*what to expect on the call*" explainer + trust assets.

Reaffirm their decision, tackle common objections, and anchor the value of your offer before they ever hear your voice. You must also embed a short personal video thanking them for booking a call at the top of the page and tell them exactly what to do next.

To increase conversion, you can use email reminders +... as you advance SMS text with micro-commitments like "*watch this before the call*" to spike show-up rates. The sharper your pre-call pre-sell page, the hotter the lead walks into that call and the better your sales conversion rates.

Here's an example of one of my pre-call page that has a bunch of **Educational Based Marketing** that leads get for free before they show up for the call to **PRE-SELL** them.

<https://www.onlinewealthsociety.com/free-training-to-help-you-get-profits>

Optimizing Your Sales Pitch For Max Profit

Optimizing your sales pitch is about engineering every word to speak directly to profit-driving pressure points in your buyer's brain, so you can naturally lead the prospect to make a buying decision.

As I taught you during module #4 (**High-Ticket Sales Secrets**) you're not just pitching... you're prescribing a solution to a problem like a doctor would with his patients.

The offer you prescribe should feel like the exact solution to the problem the prospect has been silently struggling with for months or in some cases years. Cut the fluff and lead with impact.

Front-load ROI, collapse the time delay, and clearly frame the cost of *not* taking action otherwise known as **OPPORTUNITY COST**.

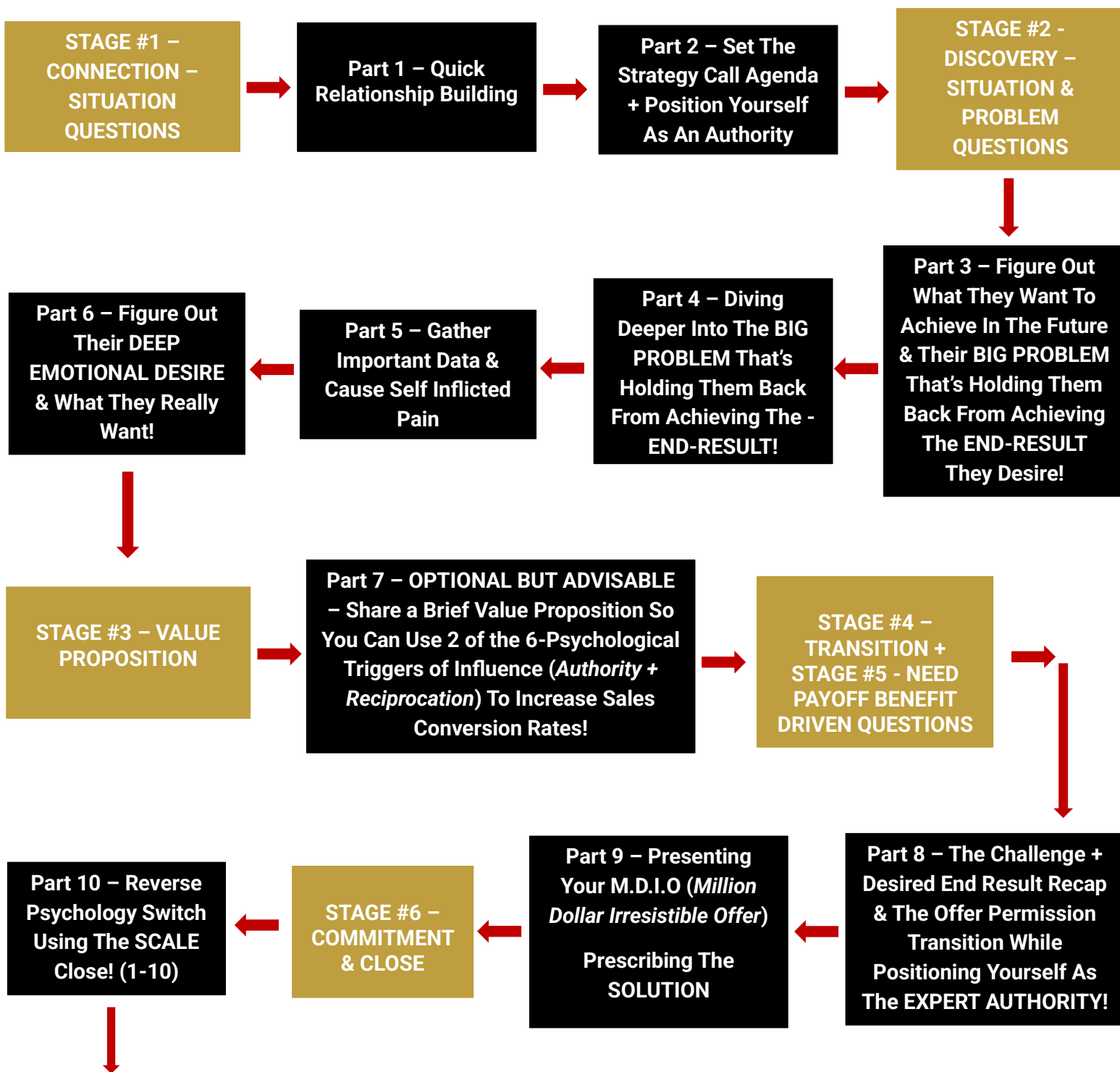
The VSL Funnel requires you to **learn the high-income skill of SALES**. Because without the ability of knowing how to sell over the phone or over the internet, no funnel can help you. **Without sales nothing happens.**

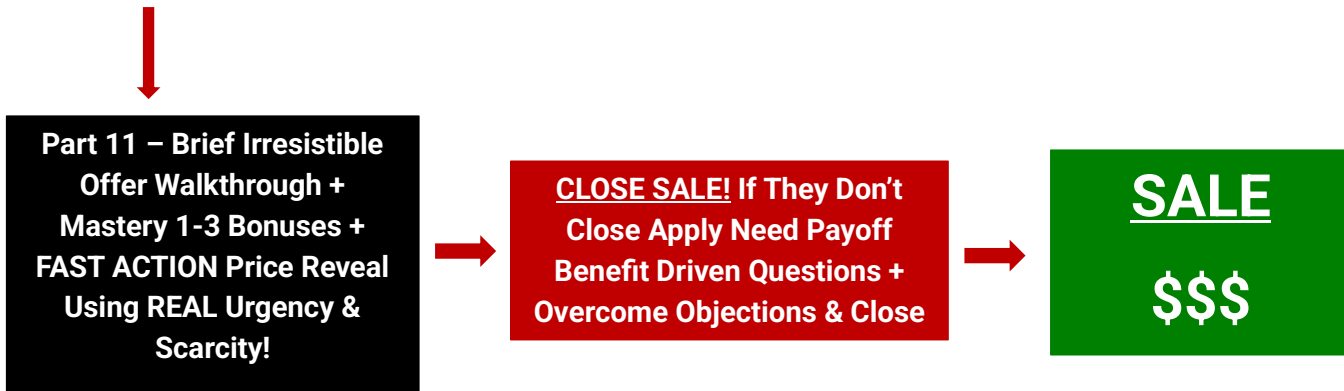
The key is to create a high converting VSL funnel that books qualified calls + DM conversations and SELL ethically! The great thing about a call funnel is you can make your offer **DYNAMIC** and tailored to the client.

Stack **emotional leverage** along with **logical certainty** to back your promises up with **proof**, so saying “yes” feels less like a decision they have to make and more like their natural destiny to allow them to get the **END-RESULT** they desire. That’s how you squeeze max profit from every pitch without ever feeling salesy.

Here’s the **HIGH-TICKET SALES DIAGRAM WORKFLOW** broken down for you STEP-BY-STEP.

I advise you to print this out where you can see it in your office, while on sales calls along with having your sales script + objection handlers PDF in view... that I gave you inside module #4. It will massively help you on sales calls when trying to convert a lead/prospect into a high-ticket sale.





🔑 Understanding Funnel Performance Analysis Using Statistical Relevance!



Understanding performance analysis using statistical relevance is the difference between guessing and scaling with precision. When you drive 1,000 visitors through your sales funnel, you have gained STATISTICAL RELEVANCE!

STATISTICAL RELEVANCE = the data set is significant enough to prove a real pattern - not just random noise. If your sample size is too small, the results can't be trusted. But with enough data (1,000 visitors flowing through your funnel), you can make confident, data-backed decisions.

If your funnel is converting after sending 1,000 real people through the funnel via your targeted traffic campaign, you can **SCALE FAST** and conversion % rates should stay relatively the same.

For example: You run 1,000 visitors through the funnel and your funnel is converting at 1%, meaning for every 100 clicks you get 1 sale.

Now you can run 10,000 – 100,000 people through the funnel and the conversion rates should be consistent regardless of how much traffic you send into your funnel. At this point you have a converting money printing machine, and the next question becomes...

How Can I Send More Targeted Traffic?

With a proper traffic flow sample size, you can split-test variables (like hooks, VSLs, CTAs) and know with confidence what actually moves the needle.

This is where amateur marketers burn cash... and pros print it. When you use **statistical significance** as your compass, your decisions become data-backed, your ROI tightens, and every dollar you spend works harder than the last.

So, when we set up your VSL funnel together during the action steps of this module + run traffic via the testing phase in module 10... always keep this in mind.

Before you've sent 1,000 people through the funnel, you cannot make data driven decisions.

Money Metrics – Core Traffic + Funnel Conversion Mathematical Tracking

Now funnel metrics are your money map... if you don't track them, you may as well throw money at a wall and hope it sticks.

Using **Core Traffic + Conversion Mathematical Tracking** gives you clarity on what's *actually* driving growth, and where the leaks are bleeding profit within the following 2 key components:

1) Your Traffic Campaign(s)

2) Your VSL Sales Funnel

When you apply this, you're not just tracking numbers, you're decoding behaviour, and each metric will tell you what part of the traffic campaign or which part of the funnel you need to fix & improve.

You want to know:

Are your ads grabbing attention, getting clicks and sending the traffic over to your funnel?

Is your funnel converting cold traffic into qualified booked calls + sales or just warming up leads with no purchase power?

Every number tells a story.

Here are the core metrics you must track: I have given you the benchmarks for each metric listed in the colour red... to give you an understanding of what you need to aim for to get your traffic campaign + funnel converting so you can scale to \$1M FAST!

Traffic Metrics:

- **CPC (Cost Per Click) >>> \$0.59 - \$3**
- **CPM (Cost Per 1,000 Impressions) >>> \$15**
- **CTR (Click-Through Rate) >>> 1%**
- **CPL (Cost Per Lead) >>> \$5 - \$10+**
- **CPBC (Cost Per Booked Call) >>> \$100 - \$250+**
- **CPTC (Cost Per Taken Call) >>> \$250 - \$400+**

Your goal is to get these metrics as low as possible, apart from CTR (*Click Through Rate*) which you'll want to increase! The more targeted people clicking on your ads the higher your CTR % will be. Also NOTE: Don't get too hooked on these metrics.

For example, let's say your traffic metrics are good, but your **CPTC** (*Cost Per Taken Call*) is \$450 and you're making 1 sale of a \$10,000 offer for every 6 calls you conduct.

You're still getting a nice healthy profit in this example of \$7,300. This is why having a high-ticket offer + **effective pricing** is crucial when running paid ads, because you can afford to invest more into traffic and still make profits.

Funnel Metrics:

- **(LCP %) Lead Capture Page Conversion Rate %** ($\text{Opt-Ins} \div \text{Page Visitors}$) >>> **20% Minimum** (Your sales funnel software will tell you this metric)
- **VSL > Call Application Conversion Rate** ($\text{Call Booking Rate \%} = \text{Total Number Of Applications} \div \text{Total Number VSL Page Visitors} \times 100 = \%$) >>> **10%**
- **Call Show-Up Rate** ($\text{Total Number of Calls Taken} \div \text{Total Number of Applications} \times 100 = \%$) >>> **55%**
- **Close Rate** ($\text{Total Number of Calls Closed} \div \text{Calls Taken} \times 100 = \%$) >>> **25%**
- **Total Number of Sales** (Daily)
- **Cash Collected** (Daily)
- **Accounts Receivable** (Next Month's Projection) This metric is only needed if you are running high-ticket recurring pricing model, a continuity offer or payment plans.
- **CPA (Cost Per Acquisition)** ($\text{Total Ad Cost} \div \text{Total Number of Customers}$) >>> **\$1,000+**

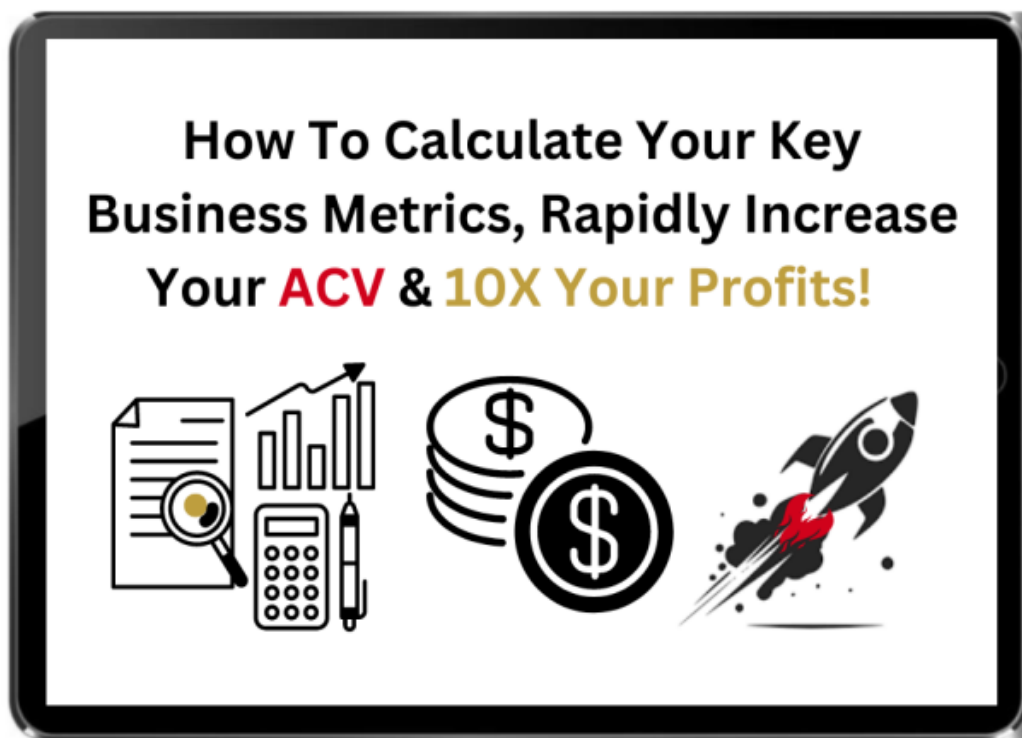
All The Metrics Above Must Be Tracked **DAILY!**

If you can get your traffic campaign + funnel metrics within these benchmarks you have the start of a **MILLION DOLLAR FUNNEL!**

You must also track the following: (I do these metrics weekly / monthly)

- **ACV (Average Customer Value) (Weekly)**
- **CPA (Cost Per Acquisition) Weekly)**
- **LTV (Customer Lifetime Value) (Monthly)**

You can click this link below to learn more about tracking the health of your business + how to work these metrics out here:



The key is to track relentlessly.

The sharper your tracking, the faster your feedback loop, the bigger your wins & PROFITS. This is how you scale from \$10K to \$100K+/Month without burning your budget on guesswork.

During the module 10 of C.A.A (PAID TRAFFIC) I will share the tracking software you can use to track effectively. Now let's move onto...

🔑 Funnel Diagnostics – How To Fix a Broken VSL Funnel WITHOUT Fail

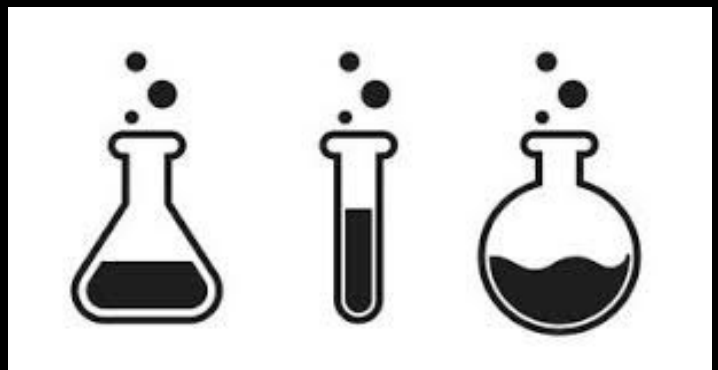
Funnel diagnostics is like surgery for your sales machine. If your VSL funnel isn't converting, don't panic. The key is to **DIAGNOSE** the constituent part of your funnel that's not working and **FIX IT FAST!**

Every broken funnel is just a misalignment between traffic, messaging, lead capture, appointment booking, follow-up, sales conversion and offer positioning. You don't need to rebuild the whole system...you need to isolate the fracture, make adjustments and get the funnel converting within KPI.

If you don't track your metrics (**KPI = Key Performance Indicators**) then it's impossible to diagnose which part of the funnel is broken. This is why tracking your numbers like a hawk is crucial.

At the end of the day when running any kind of funnel, you essentially have to become an...

INTERNET SCIENTIST!



Diagnosing a funnel is very **simple** when you understand the core components that make up your traffic + conversion machine. The best way to see which part of your funnel is broken... is by spotting low or high metrics in your paid traffic KPI tracking sheet.

It's CRUCIAL you memorise these metrics and understand which metrics need to be high and which metrics need to be low. If you have a broken traffic campaign mainly due to the ads not working... or your messaging, offer or lead magnet is not resonating with your target market, you'll have a...

- **High CPC (Cost Per Click)**
- **High CPM (Cost Per 1000 Impressions)**
- **Low CTR (Click Through Rate)**
- **High CPL (Cost Per Lead)**
- **High CPBC (Cost Per Booked Call)**
- **High CPTC (Cost Per Taken Call)**

These are the key **TRAFFIC METRICS** that are crucial to making an ad campaign + funnel convert, because if the right traffic isn't flowing into your funnel, then the other metrics on the funnel side won't matter.

If this is the case you won't be getting leads, booked appointments or sales. So, fixing the traffic campaign comes first, whenever diagnosing a funnel.

When you do have targeted traffic running into your funnel then it's time to look at the funnel metrics. With a broken funnel, you may have some of or all of the following metrics outside of KPI. This results in a...

- **Low (LCP %) Lead Capture Page Conversion Rate %**
- **Low VSL > Call Application Conversion Rate %**
- **Low Call Show-Up Rate**
- **Low Close Rate**
- **Low Total Number of Sales**
- **Low Cash Collected**
- **Low Accounts Receivable**
- **High CPA Cost (Cost Per Acquisition)**

Here's how to run a **FUNNEL DIAGNOSTIC TEST**:

➔ 1. **Traffic Check** (*Is it the right audience seeing and clicking my ads?*):

- Are you getting *qualified* clicks or random traffic? If its random then you need to better understand your market and improve your targeting.

*In the niche I used to operate in (affiliate marketing space) there was a big misconception. Guru's & traffic providers used to brag how they could get clicks & leads for pennies on the dollar, however it means jack sh*t if the traffic is random browsers that never buy anything.*

The key is to have an offer + the right pricing strategy so even when paying \$10+ for a lead it's still profitable.

- Low CTR? This means your hooks at the start of your ads are not grabbing the attention of your core client avatar and the benefit of clicking the ad is not powerful enough.

Master the high-income skill of **copywriting** by going through module #7 again... and write better ads using the ad templates I gave you access to + apply ethical influence and persuasion to get your traffic to take action and click.

Also try to make the ad creatives better with an attention-grabbing image or video that stops your core client avatar from scrolling on the ad platform you are running ads on. If your CTA (*Click Through Rate*) is less than 0.5% something is seriously wrong. With a 0.8% CTR, you can make things work. Anything above 1% is great!

In the next module we're going to show you exactly how to apply the **paid traffic testing phase** and we will be diving deeper into the traffic metrics in more detail so you can fully master them.

As soon as you have your winning ads after completing the testing phase with a decent click through rate...

- The next problem you may have is a high CTR but no opt-ins? This means there's a misalignment between the AD and LCP (*Lead Capture Page*.) or the AD and the VSL page if you are sending traffic directly to book an appointment with you.

It's CRUCIAL that there is **CONGRUENCY** between the AD and the LCP (*Lead Capture Page*) or VSL page (*Video Sales Letter*) if you are running traffic direct to book an appointment with you without an opt-in.

- **A Poor Opt-In Rate = 10 – 15%**
- **An Average Opt-In Rate = 20%**
- **A Killer Opt-In Rate is 30 – 40%+**

Some of my previous opt in rates for lead capture pages I've created in the past have converted at 60%+.

Meaning for every 100 people that came to the page 60 of them entered their email address to get the free lead magnet. The more leads you get, the more people watch your VSL and the more appointments and sales you'll drive. Here's a quick case study you can learn from...



100% FREE BOOK:

Learn My Secret 7-Step Formula We Used To Make Millions Of Dollars WITHOUT Spending Hours Stuck Behind Our Computer Screens...

> Yes Sam, Send Me The Book!

[Click Here To Get This Book For FREE](#)

Conversion Rate
60.47%

These RESULTS & CONVERSION RATES ARE ABSOLUTELY INSANE for our industry or any other industry for that matter!

Sam Malsom

Landing Pages

CREATE NEW SPLIT TEST

CREATE NEW

Dashboard

Landing Pages

Sites

Conversion Tools

×

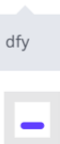
Last Updated

All Labels

Unique Visitors

Conversions

Conversion Rate



DFY Business System Sal...
Published | View

LEADS

CUSTOMERS

1169

135

12%

FRONT-END SALES PROOF

LPF5MNR	3	(\$229.36)	1	Original	PYPL	AUD	4PADMIN	MALSOM11
IGRN48EH-B002	1	(\$22.57)	1	Original	PYPL	AUD	4PADMIN	MALSOM11
B2FYEF	1	\$22.18	1	Original	VISA	USD	4PADMIN	MALSOM11
LPF5MNR	3	\$229.36	1	Original	PYPL	AUD	4PADMIN	MALSOM11
IGRN48EH-B002	1	\$22.57	1	Original	PYPL	AUD	4PADMIN	MALSOM11
UCH34MEM-B002	1	(\$22.04)	1	Original	VISA	USD	4PADMIN	MALSOM11
EYX743EF-B003	1	(\$22.35)	1	Original	MSTR	INR	4PADMIN	MALSOM11
EYX743EF-B002	1	(\$21.92)	1	Original	MSTR	INR	4PADMIN	MALSOM11
UCH34MEM-B002	1	\$22.04	1	Original	VISA	USD	4PADMIN	MALSOM11
EYX743EF-B003	1	\$22.35	1	Original	MSTR	INR	4PADMIN	MALSOM11
AKTNYQJJ	1	\$21.90	1	Original	PYPL	GBP	4PADMIN	MALSOM11
IGRN48EH	1	\$22.18	1	Original	PYPL	AUD	4PADMIN	MALSOM11
UCH34MEM	1	\$22.04	1	Original	VISA	USD	4PADMIN	MALSOM11
PWRHA7NT	3	\$226.70	1	Original	VISA	GBP	4PADMIN	MALSOM11
DCVAFQS	1	(\$22.16)	1	Original	PYPL	USD	4PADMIN	MALSOM11
EYX743EF-B002	1	\$21.92	1	Original	MSTR	INR	4PADMIN	MALSOM11
BHWAFXC-B005	1	\$20.50	1	Original	VISA	GBP	4PADMIN	MALSOM11
DCVAFQS	1	\$22.18	1	Original	PYPL	USD	4PADMIN	MALSOM11
EYX743EF	1	\$22.18	1	Original	MSTR	INR	4PADMIN	MALSOM11
KNLEYEC-B002	1	\$22.18	1	Original	MSTR	USD	4PADMIN	MALSOM11
MB84GEP	1	\$21.90	1	Original	VISA	GBP	4PADMIN	MALSOM11
BHWAFXC-B005	1	\$20.60	1	Original	VISA	GBP	4PADMIN	MALSOM11
BAE3AFQG-B002	1	(\$22.16)	1	Original	MSTR	USD	4PADMIN	MALSOM11
ASHLKE	1	(\$22.16)	1	Original	VISA	USD	4PADMIN	MALSOM11
ATGTRQSV-B003	1	\$22.05	1	Original	VISA	AUD	4PADMIN	MALSOM11
BAE3AFQG-B002	1	\$22.18	1	Original	MSTR	USD	4PADMIN	MALSOM11
KNLEYEC	1	\$22.18	1	Original	MSTR	USD	4PADMIN	MALSOM11
ASHLKE	1	\$22.18	1	Original	VISA	USD	4PADMIN	MALSOM11
BHWAFXC-B004	1	\$20.34	1	Original	VISA	GBP	4PADMIN	MALSOM11
MLQSQW	3	\$226.69	1	Original	PYPL	GBP	4PADMIN	MALSOM11
WLNZ4BE3	1	(\$22.16)	1	Original	VISA	USD	4PADMIN	MALSOM11
WLNZ4BE3	1	\$22.18	1	Original	VISA	USD	4PADMIN	MALSOM11
LHPZKQXV-B004	1	\$20.80	1	Original	PYPL	GBP	4PADMIN	MALSOM11
QRXLRJE	1	\$21.92	1	Original	PYPL	EUR	4PADMIN	MALSOM11
BB3LRJE	3	\$229.36	1	Original	PYPL	CAD	4PADMIN	MALSOM11
WQSAFDF	1	\$22.18	1	Original	PYPL	CAD	4PADMIN	MALSOM11
BAE3AFQG	1	\$22.16	1	Original	VISA	USD	4PADMIN	MALSOM11

As you can see in the graphic above... I was giving away my FREE Internet Millionaire Formula book (*LEAD MAGNET*) which converted at **60.47%**.

The book was sent directly to their email inbox. After the traffic entered their email address to get the free gift they were sent to my VSL page, where I was selling a front-end offer titled the DFY Business System.

During this **1000 VISITOR TEST** to gather **statistical relevance** we generated **1,169 LEADS** and **135 PAYING CUSTOMERS!**

Giving me a VSL sales page conversion rate of **12%**. The industry standard is 1% and that's all you need to architect a million-dollar business / funnel

Anything above a **20% lead capture page conversion rate...**

&

...a **1%-sales page conversion rate** and you'll get to 6/7-Figures way faster. This is the POWER of what I am teaching you here.

Also to give you some context, this was for a front-end digital product offer, and I was selling directly on the VSL page and booking calls after they had purchased the first product. We then upsold a % of customers into our high-ticket offer.

If you're below \$30k - \$100k per month I advise you not to do this.

My advice is to book them directly on a call from your VSL page so you can sell your high-ticket offer over the phone + the DMs, instead of selling a front-end product first because it will decrease your sales cycle timeline, resulting in faster cash flow & profits for you.

Now... to increase your opt-in rate... make sure each page in your funnel is congruent in relation to the headline, the branding, & the value the traffic (*people*) receive when clicking your ad.

For example, let's say you're operating in the health and fitness industry, your ad says "*click here now to learn how to lose weight*" but on the lead capture page its talking about how to get a six pack. Theres a slight disconnect in relation to congruency which lowers conversions.

For high conversions the lead capture page has to say exactly the same thing as the ad. And the free gift you're giving away has to be so valuable that your core customer avatar would be willing to pay money for it.

➔ 2. Lead Capture Check (*Is your page converting?*):

- If your opt-in rate is below 20%, your lead capture page needs work.

Are you giving away a FREE LEAD MAGNET that your core client avatar would be willing to pay money for?

Test headline + sub-headline clarity & congruency, button placement, page length, and urgency.

Are you leveraging magic bullets + sharing social proof on your LCP?

Do you have an image of your U.M/M (*Unique Mechanism / Method*) displayed on the page to provoke CURIOSITY if you're operating in a competitive market with high market sophistication levels.

KEY TIPS + BENCHMARKS For Your LCP = Lead Capture Page

- Your **HEADLINE + SUB HEADLINE** accounts to 70% conversions of the page!
- The **LEAD MAGNET IMAGE** makes up 20%!
- Everything else on the LCP make up the other 10%!

Which means if your page isn't converting above 20% then focus on adjusting the headline first because that's going to make the biggest impact, then the image and then the other stuff like, CTA, button placement, magic bullets (*features & benefits*) + social proof etc.

Here's some QUESTIONS you can ask yourself if you want to write a good headline that converts cold traffic into leads for your lead capture page:

Audience Pain Points:

- * *What do they desperately want to avoid?*
- * *What keeps them awake at night?*
- * *What are their deepest fears and dislikes?*

Audience Desires:

- * *What's their greatest aspiration?*
- * *What are they truly hungry for?*

Your Promise (Free Training):

* *What irresistible, believable offer makes signing up a certainty?*

If your headline can incorporate 2 or more of the following components, you'll have a winner that converts.

- A) **Self Interest** (*Give people what they want*)
- B) **Curiosity**
- C) **News**
- D) **Quick, Easy Way / Method**

Also keep in mind these % numbers I've shared with you above can differ from industry to industry so even with a LCP lower than 20% you can still make your funnel profitable. However, your goal is to get this number as high as possible with the right targeted traffic flowing through your funnel. 😊

3. VSL (Video Sales Letter) Check (*Is the message resonating?*):

- When you upload your VSL using www.Wistia.com you can check watch time. You can also upload videos using systeme.io ... ClickFunnels & Go High Level sales funnel software! Ask yourself... *are people dropping off in the first 30 seconds?* If yes, rewrite the hook and make it benefit driven.
- No CTA (*Call To Action*) clicks? Your VSL pitch most likely lacks the emotional influence by explaining the BENEFITS of booking a free call or fails to solve a real BIG PROBLEM.

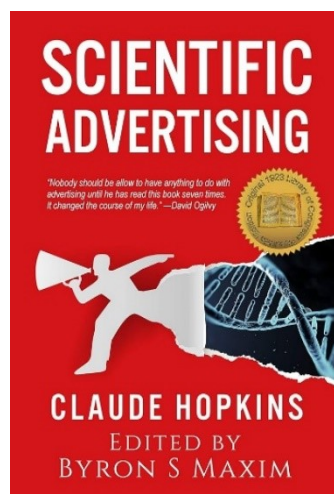
Add proof, specificity, authority, credibility, urgency, and destroy objections *before* the CTA. Dive deep into the big problems and twist the knife. Make them feel the pain of staying stuck where they are. Explain who the free call is for and who it is not for using polarisation.

You have to make your free call super valuable and position it to help leads get unstuck from the current situation they are struggling with and *'future pace'* them towards their desired end-result using strong emotion.

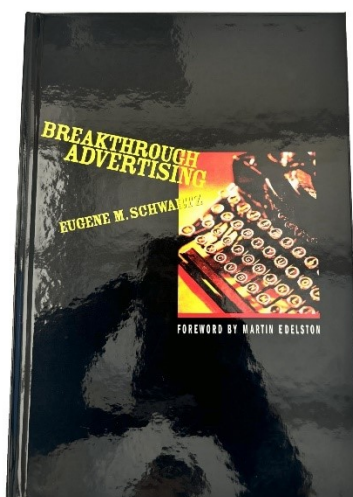
If you follow my VSL script template I gave you access to, you should be able to get a 10% conversion rate from people watching your Video Sales Letter to booking an appointment with you.

If its below that number, you can still make things work but there's room for improvement. If it's below 5% then you need to do the following 2 things:

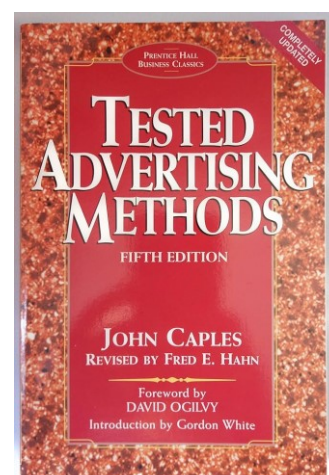
- A) **Become a better copywriter** (*Go through module #7 of C.A.A and master what I teach you inside that module!*) Also, if you want to continue to improve your knowledge & skills... go read the top 3 books I recommend on copywriting which are:



SCIENTIFIC ADVERTISING



BREAKTHROUGH ADVERTISING



TESTED ADVERTISING METHODS

If you've been through module #7 + this module + you leverage AI to help you with writing your copy + you read these 3 books, you should easily be able to create a VSL that converts cold & warm traffic into qualified booked calls at a 10% conversion rate for your niche + offer.

- B) **Improve your free strategy call offer + CTA (Call To Action)** - If your VSL is not converting leads into qualified appointments then you must position the free call better and give them a call to action to book a call with you within the first 2-3 minutes of your VSL.

One way you can do this that works well is by giving away a super valuable free bonus they get for booking a call... and also remember to use real urgency and scarcity.

➔ 4. **Application & Call Booking Check** (*Are leads taking the next step after watching your VSL?*):

- If people watch but don't book an appointment, the free strategy call offer is unclear or there's too much friction.

Simplify the booking flow and remove overwhelm.

Give clear strong CTA's throughout the VSL and a strong CTA at the end of the video.

Clearly explain the **BENEFITS** of booking a call and share clients testimonials + results + value to increase qualified appointments.

Reduce the complexity of the questions on the application form and keep things super simple.

The more questions you have the lower your call application booking % will be. After asking for their name, email and phone number, the sweet spot from our testing is 5 questions that QUALIFIES them.

Also plug in micro-commitments and pre-frame expectations before the call.

➔ 5. **Follow-Up System Check** (*Are you nurturing your leads + prospects properly? + Are they showing up for the free call?*):

- Low show-up rate = weak pre-call nurture. If your show up rate to your calls is lower than 55% you need to fix it fast.

Use **EBM content** to build the relationship & massive amounts of trust before the call. The key is to overdeliver with content WITHOUT solving their big problem before the call and after the call (*if they don't buy on the first call as some high-ticket sales cycles may take 2-3+ calls to convert*)

I've already shared a link with you inside this PDF manual explaining how I do this with strategical content.

Use **email follow up, DM's** and as you advance **SMS text + a retargeting** campaign = **Omnipresence!**

Here's some copy you can use for your DM, SMS text or WhatsApp messaging to **increase call show up rates**.

DM / SMS TEXT Message #1 (*The First Message Should Be Sent As A Talking Head VIDEO Message*)

"Hey, it's [ADD YOUR NAME HERE], Great to connect. How's it going?"

I'm really excited to talk to you on the **FREE [RESULTS DRIVEN STRATEGY CALL NAME e.g. Client Magnet Strategy Call]** at the time you booked on my calendar.

Between now and then any and all questions you've got, write them down and I will answer them on the call to help you.

Also, I'm gonna send you a link to access some of my FREE training content to help you before our call together.

It dives into how I was able to [ADD YOUR RESULTS & YOUR CLIENT RESULTS] so you can get [BIG BENEFIT]

Hope you get some value! 😊

Looking forward to talking with you & helping you on the call

Have a great day.

[YOUR NAME]"

Then send the free content link in a separate DM or SMS TEXT after sending the video message.

*Here's the free training link to help you before we have our call together [ADD FREE CONTENT LINK >>] – **VERY IMPORTANT – THIS MUST BE 'WOW NOT HOW' CONTENT THAT POSITIONS YOU AS AN AUTHORITY EXPERT!***

AUTOMATION TIP – The messaging copy is set up, so you don't have to record the talking head video every time a new prospect books an appointment. You shoot the video once, save it on your phone and then send it to new prospects as soon as they book an appointment on your calendar.

In the bonus module #1 we also teach you how to get an AI AGENT to send the messages for you, which saves your time.

DM / SMS TEXT Message #2 (Send This 1 Hour Before The Call)

"Hey [NAME] I will call you on [Zoom / Phone / Facebook Call] in 1 hour from now.

On the call were going to dive deep into helping you with [BIG PROBLEM / CHALLENGE THEY LISTED ON THE APPLLICATION FORM]

...so you can [DESIRED END-RESULT THEY LISTED ON THE APPLICATION FORM]

Looking forward to having a chat with you and helping you [BIG BENEFIT e.g. grow your business]

[YOUR NAME]"

DM / SMS TEXT Message #3 (Send This 15 Minutes Before The Call)

"Hey [NAME] I will call you on [Zoom / Phone / Facebook Call] in 15 minutes from now.

Excited to have a chat with you and helping you [BIG BENEFIT e.g. grow your business]

Talk Soon,

[YOUR NAME]"

You can also send the messaging copy I've just shared with you as 1:1 emails that you have on file for the prospect... using your own personal Gmail account to increase email deliverability.

On top of this you'll also have email reminders going out from Calendly and they will be getting your email follow up sequence that must provide lots of free value + dynamic conversion multipliers & position you, which I will explain more about in module #9.

The key is to hit them on multiple marketing channels & hammer them with **reminders + strategical 'WOW NOT HOW' content**, so they show up for the call. This will allow you to make sure no one forgets the call and will **massively increase your show up rate**.

➔ 6. Sales Pitch & Conversion Check (Are you booking appointments but struggling to convert high-ticket sales over the phone + the DMs?)

- High level of qualified appointments but low sales

Record all of your sales calls.

To start with just use Zoom to record your calls and study them, as you advance you can use <http://www.Gong.io> which integrates directly with Zoom + has AI built in that gives you real time feedback on where you can improve your sales pitch.

Go back through your call recordings... find where people drop off or disengage. Then dial in your pitch like a laser: stronger hooks, ask the right questions, improve your tonality, sharper value propositions using **OFFER BENEFITS**, share client results and better stories, clearer guarantees, and objection-smashing logic.

This isn't about more hype... it's about speaking to their CORE pain / problem and showing them why your offer is the *only* vehicle that gets them to their desired end-result.

The real scale comes when you upgrade three things:

- ✓ **Your Offer + U.M/M (Unique Mechanism / Method)**
- ✓ **Your Sales Pitch**, and your
- ✓ **DM/Phone Pre-Framing Via Messaging + Content.**

First, your offer needs to hit like a freight train... it needs to feel like a **TRANSFORMATION**. Stack urgency, scarcity, outcomes, bonuses, and clear ROI justifications without being a needy sales amateur.

The key is to tighten your sales pitch. On the phone or in the DMs, it's not about sounding slick... it's about *leading* like a confident EXPERT authority figure that your prospects respect and believe that you are the person that can genuinely help them.

Build tension, clarify the problem, clearly define the cost of them not taking action and buying, then position your offer as the *only* bridge to their dream outcome.

Stop selling the process + always remember to **sell the END-RESULT** and back any promises up with real **PROOF!**

7 - 10 DAY SALES CYCLE SYSTEM

ONCE A PROSPECT SHOWS UP FOR A CALL DURING PART #2 OF THE SALES FRAMEWORK = (**Set The Strategy Call Agenda + Position Yourself As An Authority**) YOU CAN FRAME IT LIKE THIS BY SAYING...

"Listen, at the end of the call there is the opportunity to get some extra help so you can get the RESULTS you desire FASTER by working directly with me on a 1:1 basis.

I really appreciate your time; I respect your time and one thing I'd like to do with everyone that's here for a call is have a commitment to go through this whole process within 7-10 days.

Now, we don't want it to be dragged out longer than that to get your commitment to either be IN or OUT at the end of a 7-10-day timeframe, so we don't waste your time.

I want to get you all the information that's necessary before that... in order to help you MAKE A DECISION.

At the end of that 7-10-day time frame, you can tell me ... hey this day is best for me to get started and if its outside of the 7-10-day time frame, that's totally fine.

I just want to get to a point where we can make a DECISION together at the end of the 10 days on whether it makes sense to continue or whether it makes sense to stop the process, so we don't waste your time."

Either way we want to commit to a few key values

We want to be DIRECT with one another

We want to be as HONEST & TRANSPARENT with one another

And that includes all the good and all the bad, if something comes up that's preventing you from moving forward, or if you feel something is holding you back that needs to be addressed, please communicate that too me.

Be direct, honest & transparent which I assure you are anyways, so we can help you get this process to the point of completion

If the decision is made before the 7-10 days... All the better for you. We're optimizing ourselves to help save you TIME & to help you get the END-RESULT that you desire FASTER & EASIER for you. Does that sound fair?

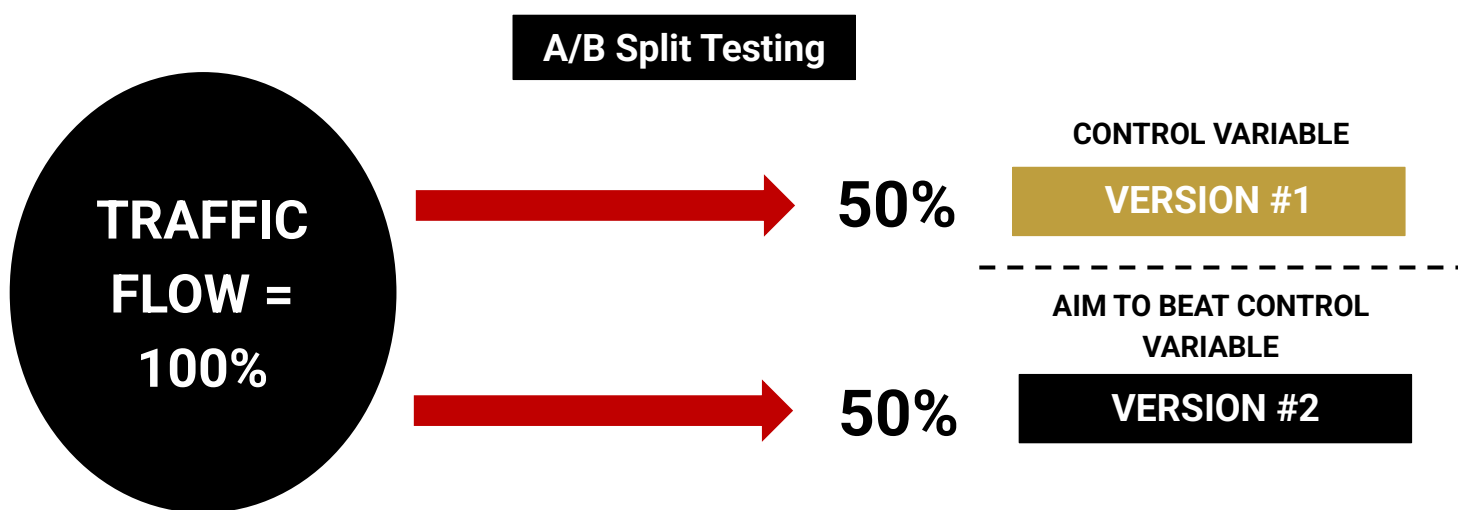
(If they don't buy directly on the first strategy call you can also use this messaging copy at the end of the call or after the call in the DM's & email inbox to **decrease the sales cycle**, however you'll need to tweak the start of the message copy.)

If you're selling and following up in the DMs & Email? Move with authority. Use micro-commitments, drop proof, pre-handle objections and emotionally pre-qualify. That's how you boost conversions without spending a penny more on traffic.

Fixing a funnel isn't magic... it's **MATH** and **MESSAGING** while operating like a **SCIENTIST**. Diagnose each stage like a conversion surgeon, adjusting the right variable, and the whole sales machine comes back to life... profitably, scalable, and predictable.

Awesome work... now let's go through...

🔑 Funnel Split Testing – Optimization Contingencies To Obliterate Funnel Friction



Funnel split testing isn't just about changing button colours... it's your contingency protocol for obliterating funnel friction and unlocking scalable profits in relation to your funnel throughput.

When traffic's flowing but conversions are stuck, split testing becomes your most powerful optimization weapon.

You're not guessing...you're running controlled experiments to identify *exactly* where resistance lives in the funnel... and removing it with surgical precision.

Here's how to run friction-smashing, revenue-boosting split tests like a pro:

1. Start With ONE Split Test Hypothesis at a Time

- Don't test 5 things at once. Pick **ONE FRICTION POINT** via looking at your tracking data. This tells you which constituent part of your funnel needs improving. Test (Headline, CTA, VSL Intro Hook, Opt-In Form or Application Questions) and test 1 variation against the control.
- Focus on the **big levers** first: offer, headline / hooks + CTA. Think in terms of clarity, emotional resonance & perceived value.

2. Prioritize Top-of-Funnel Friction First

- If 1,000 visitors hit your lead capture page and less than 20% convert... your *message-to-market* match is broken.

- Test hook headlines, lead magnets, social proof positioning, and opt-in flow via CTA button.

3. VSL Testing: It's All in the First 30 Seconds

- Most people bounce early. Test the first 30 seconds like your life depends on it.
- Try variations of open loops, pattern interrupts, and direct audience callouts.
- Test CTA placement (early vs. late pitch), mix your voice tone with (direct + educational), and VSL delivery (you on cam + animated keynote presentation).

4. Page Load Speed = Hidden Funnel Killer

- Split test high-performance funnel pages with compressed images and minimal distractions.
- A slow page adds invisible friction and silently kills conversions.
- Use Web Page Test >>> <https://www.webpagetest.org/> to test your funnel pages. It will give you lots of data in relation to your page loading times.

5. Micro Commitments vs. Long Form Apps

- Test short vs. long application forms. Sometimes less = more bookings while qualifying harder increases call quality.
- Split test button copy too. E.g. "Apply Now" vs. "Book My Free Client Magnet Strategy Session" can swing conversion rates by 20%+.

6. Emotional vs. Logical Framing

- Run variations that test emotional hooks. E.g. ("Escape Burnout") vs. logical outcomes ("Add 30 High-Quality Appointments Per Week").
- Different avatars respond to different frames. Let the data tell you what hits harder.

7. Don't Just Test—Track, Analyse & Make a Decision

- Track all key metrics: CTR, opt-in %, watch time, CTA clicks, form completions, call bookings.
- Use AI-enhanced funnel tools like Hyros >>> <https://hyros.com/> to track, segment behaviour and outcomes.
- Let statistical significance + data guide your decisions... *not feelings*.

You can run a simple split test inside any of the funnel software's I have previously shared with you. Let's say you want to run a split test on your lead capture page by testing 2 different headlines.

You'll have 2 different pages with 2 different links. Page #1 will have the control headline. Page #2 will have the other headline.

You'll send 50% of your traffic to page #1 and 50% of your traffic to page #2 which can easily be set up with Facebook Ads / Instagram Ads by **duplicating your campaign**.

Split testing is about compound momentum. One test / tweak might boost conversions by 15%, then you can run another test by testing something else like the image or the CTA and you could see another 10% bump in conversions.

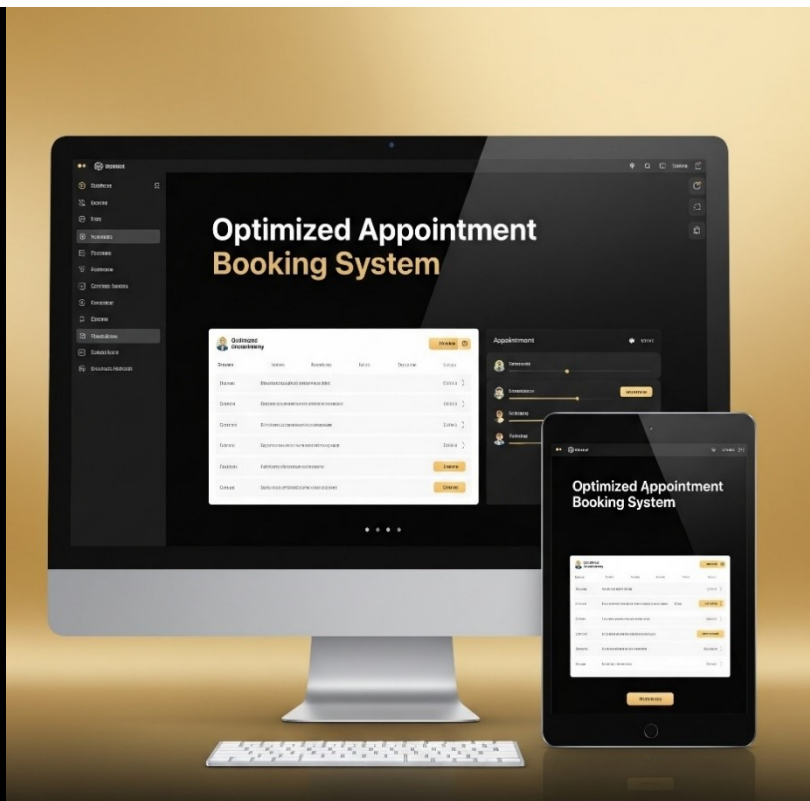
Stack enough of these split test wins by testing the different **funnel throughput components** as time elapses, and your funnel doesn't just perform, it...

PRINTS CASH ON DEMAND!

As you advance in your funnel architecture process... always keep in mind that RELENTLESS split testing by **TESTING ONE VARIABLE** at a time = An optimization gold mine turning a good funnel into a **MILLION-DOLLAR CLIENT ACQUISITION ENGINE!**

Fantastic work. 😊 Now let's move onto the...

🔑 C.A.L.V.O Appointment Booking System – How To Extract Maximum Profit From Your Funnel



If your funnel is generating leads but your calendar isn't stacked... you've got a profit leak. The *Optimized Appointment Booking System* is how you plug that leak, **scale call volume**, and **extract max cash** from the same ad spend.

This isn't about adding complexity. It's about building an **APPOINTMENT BOOKING MACHINE** that works across *multiple channels*... and stacks compounding conversions daily.

It can then be offloaded to an AI AGENT or an appointment setter.

Inside this system, we're going to dial in 4 high-leverage SYSTEMS that *flood your calendar* with serious, sales-ready leads... without burning out your team or wasting time on tyre-kickers.

As you already know, I failed to make a single dollar in my first 12 months working online. As soon as I figured how to get TRAFFIC the next problem I had was figuring out how to CONVERT that traffic into sales.

If you're able to communicate and have a conversation with people, there is no better way than booking a potential buyer onto an appointment with you and converting them into a sale. Appointments are the key to CONVERSIONS when done correctly.

Think about this scenario, your competition are trying to hide behind their computer screens, selling only online and in the DMs.

If you have a killer offer and you're able to position yourself and actually have a friendly conversation with people, the **TRUST FACTOR** instantly multiplies because you've spoken to them. Now you are a real person they've connected with... making it way easier to convert high-ticket sales.

Not everyone is going to want to book a call with you and that's fine. Some people will just buy over the DMs, but a lot of people will want to have a conversation with you before pulling the trigger to buy.

Which means booking **QUALIFIED APPOINTMENTS** is super important for the success of your VSL Funnel + business.

Here's what we will cover together in this section of module #8...

✓ **SMS Text – Follow Up System - How To Book Sales Calls For Less Than \$10**

I will show you how to leverage low-cost, high-response SMS marketing to re-engage leads and drop your cost per booked call through the floor.

✓ **Direct Messaging Mastery System – How To Book Even More Appointments & Hit \$100k - \$1M+/Year FAST!**

You already have the proven DM scripts I gave you inside (*C.A.A Module #5 + Module #8.*) In this section I will rewire your brain to show you how EASY it is to hit \$100k+/Year and then grow to \$1M/Year, by breaking down the MATH when booking appointments with DM's.

✓ **Phone Follow Up System – How Cold & Warm Calling Your List Leads Can Triple Your Appointments & PROFITS!**

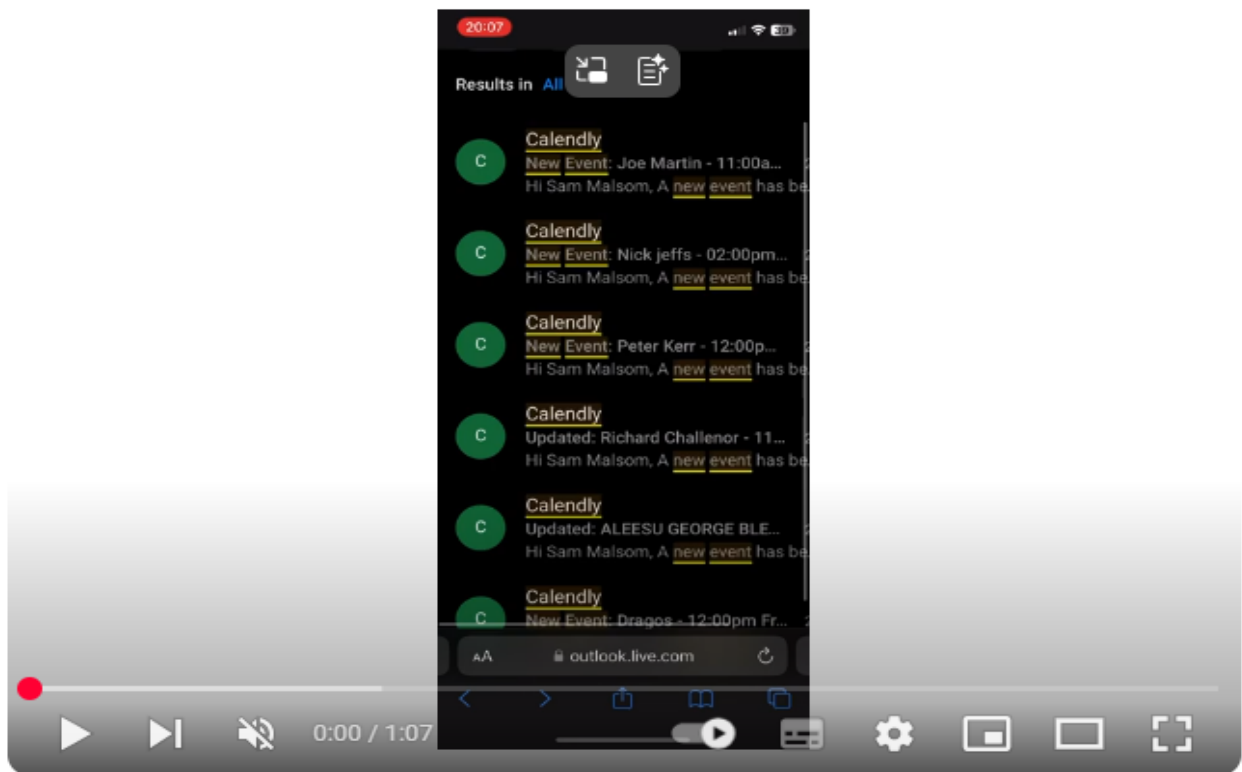
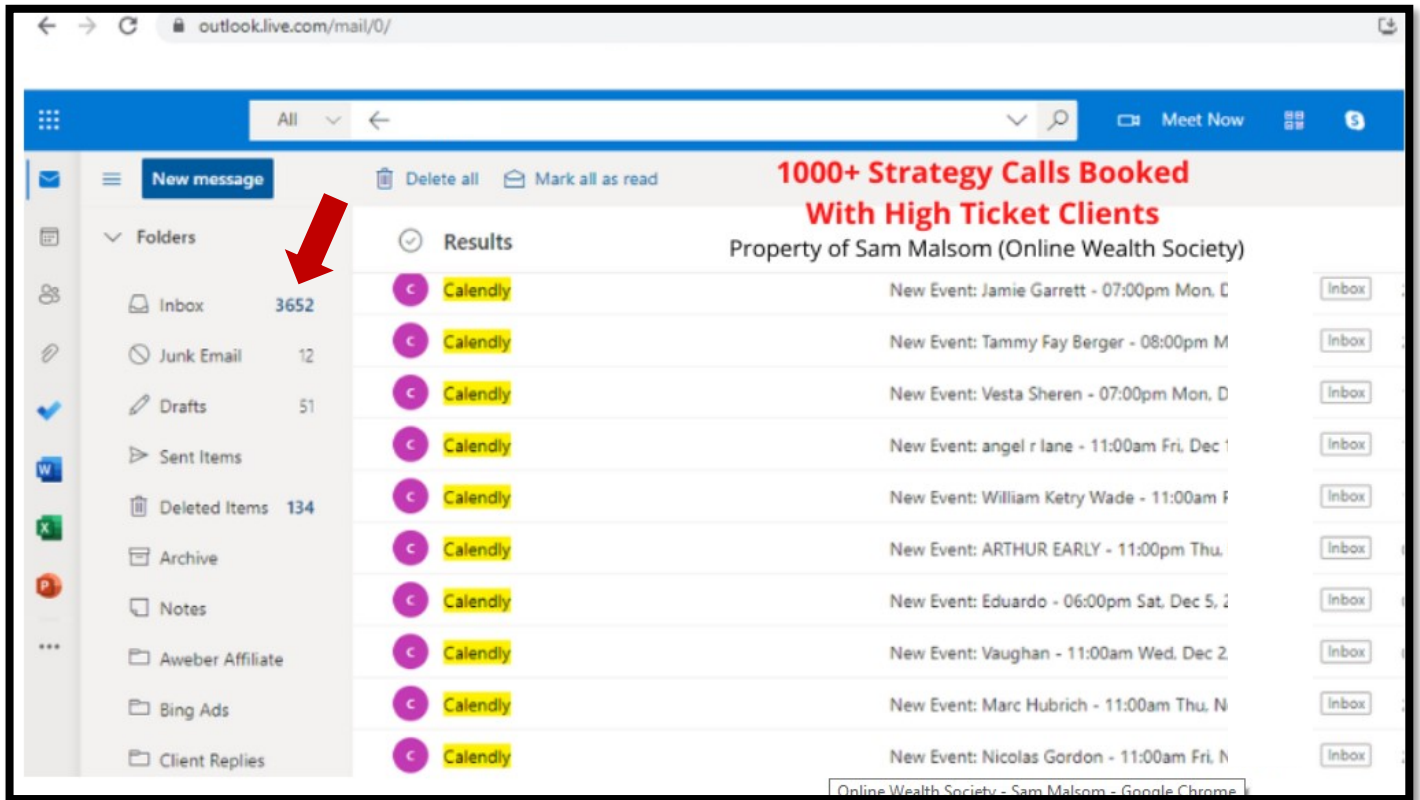
During this section I will show you how you can fully ACTIVATE your email list of subscribers. A simple phone follow-up strategy by cold calling / warm calling your email list leads can 3X your appointments with zero extra ad spend.

✓ **Email Marketing + Social Media Content System Using 'Cross Pollination' – How To Create Appointments, Conversions & Save Time Using AI**

We're going to dive deep into this during module 10. However, during this part I will show you how to leverage AI to blend content and email into one omnipresent conversion engine that builds trust, educates, and books calls on autopilot.

These 4 systems is EXACTLY how I am able to book qualified appointments daily like you can see in the screenshot + PROOF video below by clicking the link...





Qualified APPOINTMENTS With HIGH TICKET CLIENTS Proof!

Click Here To See Qualified Appointment Booking Proof >>>
<https://www.youtube.com/watch?v=u8-ORQtQNs>

Let's dive deep into the optimized appointment booking system together...

SMS Text Follow Up System – How To Book Sales Calls For Less Than \$10

If you're not using SMS to book calls, you're leaving money on the table!

Text messages get up to 90 - 98% open rates as opposed to email which gets between 10 – 30%. When you combine both (SMS TEXT + EMAIL) with a clear frictionless CTA booking link...

...it becomes one of the cheapest and most effective ways to mine appointments from your existing lead / phone list resulting in more qualified calls... and therefore more HIGH-TICKET SALES!

For under \$10 per call booked, you can follow up with opt-in leads that you have the phone number of, re-engage no-shows, and revive cold leads straight from your CRM.

It's fast, direct, and cuts through the noise, resulting in booked calls landing on your calendar daily.

Here's The **SYSTEM** On How To Do It:

- 1) **Make sure you ask for Name, Email & Phone Number on your lead capture page (LCP!)** (If you're sending your traffic direct to the VSL page to book an appointment with you or your team without using an LCP, you'll get the name, email and phone number via the application form using Calendly)
- 2) When you have **2000 – 5000 phone numbers**, extract them and use www.BulkSMS.com or www.TextMagic.com and send an SMS TEXT blast... to all your phone leads with the following 'fill in the blank' messaging copy below ...

"Hey [FIRST NAME] It's [YOUR FULL NAME e.g. Sam Malsom] from [YOUR COMPANY NAME e.g. Online Wealth Society. Com]

You entered your name, email and phone number into my lead form.

How's your [NICHE JOURNEY e.g. online business journey / health & fitness journey / dating & relationships journey] going?

Do you still want some help?

If yes, here's a link to my personal calendar so you can book in your [RESULTS DRIVEN STRATEGY SESSION e.g. FREE Client Magnet + Profit Booster Strategy Session)

Book Your FREE CALL Here Now If You're Interested >>> [ADD CALENDLY LINK HERE]"

Hopefully talk to you on a call soon

Appreciate ya!

Sam 😊

P.S Open all my emails as I share a lot of FREE VALUE in them to help you [RESULT + EMOTIONAL DESIRE e.g. grow your business and live a life of more FREEDOM] Faster & Easier!

Here's The Link To Book Your FREE CALL >>> [ADD CALENDLY LINK HERE]"

Awesome. Its literally that simple. You can send this SMS blast every 1-3 months to leads that have not booked a call with you yet + prospects that have done the first call but for some reason have not purchased your high-ticket offer

Direct Messaging Mastery – How To Book Even More Appointments & Hit \$100k - \$1M/Year

If you want to hit \$100K to \$1M+ per year, you *must* dominate the DM game.

When you combine ads with a direct outreach strategy that's built on value, curiosity, and clarity... your DMs become a frictionless appointment pipeline.

You're not selling in the inbox, you're diagnosing pain, positioning authority, and offering the *next best step*.

This is where your conversions multiply and your calendar gets flooded with qualified leads & prospects daily. At this point you should have already been sending 100+ direct outreach + follow up messages per day via organic traffic + your DM Funnel Ads.

This is where you can start ramping up to 200+ messages per day using both your personal FB or Instagram profile and your FB business page account.

When doing organic you will get people telling you to F off, LOL, but you have to be resilient and detached from peoples responses. The key is to apply a scientific approach and figure out what messaging STIMULI your niche market RESPONDS to.

Once you have this nailed you can book appointments reliably and predictably providing you TRACK by using the spreadsheet I have given you access to.

At this point in your business, your main FOCUS is to book appointments **ALL DAY** and conduct sales calls.

Nothing else matters to get to \$100K/Year.

To Get to **\$1M/Year You Just Ramp Up The AD SPEND, TRAFFIC, LEADS, DMs, APPOINTMENTS & SALES CALLS By Leveraging AI AGENTS & An APPOINTMENT SETTER!**

It Really Is As **SIMPLE As That, While Also Focusing On Clients Results & Delivery.**

You already have the **SYSTEM** including the **KPI's + SCRIPTS** that I gave you access to inside module #5 and inside this module #8 of C.A.A for sending Daily Direct Messages

Here's the DM APPOINTMENT BOOKING MATH:

(I've kept the following numbers very conservative to demonstrate that YOU can do this. If you follow everything I've taught you inside the Client Acquisition Accelerator training program... your ABR + Close Rate should be way higher than 1% & 15% respectively!

ABR = Appointment Booking Rate % = 1%

100 Messages / Day = 1 Qualified Appointment

1 Qualified Appointment Per Day

= 300 Calls/Year

@ 15% Close Rate = Bad at Sales (A Great Close Rate = 35%)

15% Close Rate = 45 Clients @ \$3,000 Per Sale

= \$135,000 PROFIT

Or

An Offer For \$2,000 Per Month High-Ticket Recurring Pricing - Churn Rate = 3 Months

X 45 Clients

= \$270,000 PROFIT

Do You See How EASY It Is To Make \$100,000+ Per Year?

All you have to do is book ONE QUALIFIED APPOINTMENT PER DAY. To make more than \$100k ramp up the messages and improve your close rate.

Let's say you send 200 messages per day... giving you 2 qualified appointments per day.

Well now you've just **DOUBLED your business & DOUBLED your profits.**

The KEY is to book as many appointments as you can DAILY and close sales DAILY.

When you have an optimized OFFER + MESSAGING in place that resonates with your niche market... it's all about APPOINTMENT BOOKING & STRATEGY CALL...



Every Day You Have To Be Absolutely F%*king RELENTLESS In Booking APPOINTMENTS, SELLING ON CALLS + The DMs & Creating EMAILS + STRATEGICAL CONTENT Around The Problems Your Target Market Is Suffering With!

There Is NOTHING Else To Do To Get To Multi-6-Figures Than The Activities I Shared With You Above AFTER You Have The Foundations of Your Business Set Up Correctly!

Understood?

Great, let's move onto the...

Phone Follow Up System – How Warm & Cold Calling Your List Leads Can Triple Your PROFITS!

Phone Follow-Up is the hidden profit lever most coaches, consultants, course creators and service providers ignore... but it's one of the *fastest* ways to triple your sales.

When collecting phone numbers on the lead capture page, you can call them immediately or get an AI AGENT to call them for you and book them onto a full strategy call with you.

You can also call up warm leads who've been opening your emails who didn't convert via the VSL. Many of these leads are not dead... they're just stuck in one of the cogs within the **CVJ (Customer Value Journey)**.

A well-timed phone call reactivates that interest, re-engages their pain, and repositions your offer as the only logical solution to help them get the END-RESULT they desire!

The phone lets you book in qualified strategy calls on your calendar, handle objections *on the spot*, collapse the sales cycle, and close deals faster. If you're running a funnel without a call follow-up system, you're leaving cash on the table... every single day.

Here's The **SYSTEM** On How To Do It:

- 1) **As soon as the lead enters their name, email and phone number into your LCP, have you or someone on your team call them back within 5 minutes.** On the call you are not trying to sell them.

You're just calling them to introduce yourself... to make sure they got the free lead magnet and to book them on a full strategy call with you so they can get the help they need.

Here's the cold call phone script you can use...

Hi, is that [LEAD NAME]

[WAIT FOR REPLY] e.g. YES

Hi [LEAD NAME] its [YOUR NAME] from [YOUR COMPANY NAME]

You recently entered your contact information into my lead form.

Just calling you up to see if you got access to the FREE [LEAD MAGNET NAME] okay?

[WAIT FOR REPLY]

Great, I've helped [X NUMBER OF PEOPLE GET X RESULTS] have you got a minute for a quick chat to see how I can help you?

[ASK QUESTIONS FROM THE APPLICATION FORM + SALES SCRIPT & BOOK THEM ON A FREE 30 MINS – 1 HOUR STRATEGY CALL]

As you advance, go to the Client Acquisition Accelerator Mastery Bonus Module #1 and set up an AI AGENT to call back your leads for you. The AI AGENT will book leads on an appointment for you.

2) If you need to book extra appointments, collect your phone leads data who have been getting and opening your emails. Warm call them on the phone using the following script...

Hi, is that [LEAD NAME]

[WAIT FOR REPLY] e.g. YES!

Hey [NAME] its [YOUR NAME] from [YOUR COMPANY NAME]

You entered your contact information into my lead form, joined my list and been getting my emails.

Hope you've been getting some value to help you.

Reason for the quick call is to see if you're still interested in getting some help with growing your [NICHE e.g. online business?]

[WAIT FOR REPLY]

Great, I've helped [X NUMBER OF PEOPLE GET X RESULTS] have you got a minute for a quick chat to see how I can help you?

[ASK QUESTIONS FROM THE APPLICATION FORM + SALES SCRIPT & BOOK THEM ON A FREE 30 MINS – 1 HOUR STRATEGY CALL]

Awesome work... moving onto the last appointment booking system...

Email Marketing + Social Media Content System Using 'Cross Pollination' – How To Create Appointments, Conversions & Save Time Using AI

Email Marketing + Social Media Content Cross-Pollination is how you dominate attention, appointments and conversions... without wasting your time.

Here's The **SYSTEM On How To Do It:**

You start with the social media channel your running ads on (*Facebook or Instagram*) each day **write 1 BROADCAST EMAIL** and add it to your email autoresponder sequence. Then copy & paste the email and post in on the social media platform you are doing your organic direct outreach on + running your ads on.

This strategy builds omnipresence, amplifies trust, keeps your audience engaged and increases your appointments via your direct messaging strategy, social media content and daily emails.

The key to making this work is...

CONSISTENCY!

EVERY DAY YOU MUST SHOW UP IN THE EMAIL INBOX + SHARE 1 - 3 CONTENT POSTS ON THE SOCIAL MEDIA PLATFORM YOU ARE RUNNING ADS ON + DOING YOUR ORGANIC DIRECT MESSAGES ON!

It starts of slow but after 90 days you'll build **MOMENTUM!**

At the end of the email + social media posts you can give them a CTA to book a call on your calendar or DM you if they want some free help.

Here's how you **SAVE MASSIVE AMOUNTS OF TIME.**

As you get more advance in your writing / copywriting journey upload 10+ content pieces, social media posts & emails into Chat GPT and use the following prompt to get AI to write in your tone / writing style.

(The more data you feed AI, the better it will perform)

Chat GPT will write the daily email and social media posts for you.

My advice is for you to edit them and make them even more personalised to you and your brand, while adding in any extra knowledgeable tips, value and unique stories you think can help your audience.

This saves massive units of time, boosts conversions, and ensures your content does the heavy lifting across your entire eco-system.

If you apply this alongside the...

- ✓ **SMS TEXT System,**
- ✓ **DM's System +**
- ✓ **PHONE FOLLOW UP System...**

...while applying the **D.A.O organic outreach method + running ads** you should easily be able to book 7-10+ appointments per day and scale up from there.

If your closing 3 out of every 10 calls on a \$3,000 offer = 30% Sales Close Rate...

That's \$9,000 PER DAY in potential income...

\$9,000 X 300 working days in the year...

= \$2,700,000/Year In Potential Revenue!

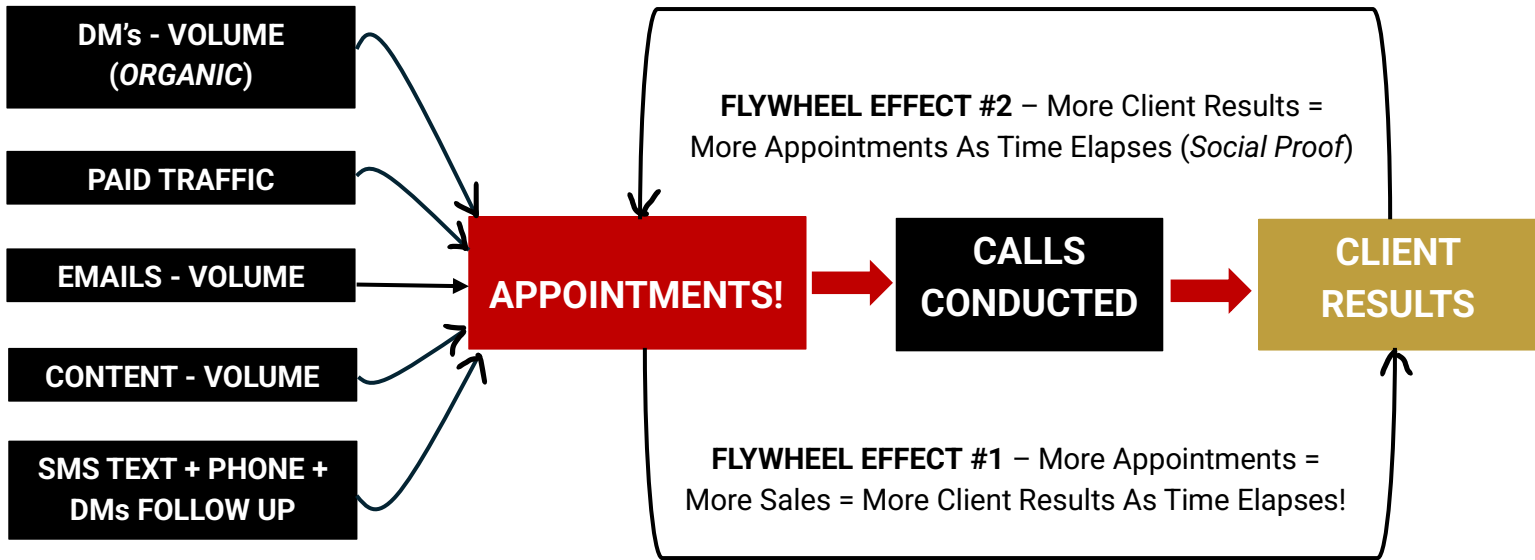
You've now absolutely SMASHED your \$1M/ Year Income Goal!

(Results Not Guaranteed – You Have To Consistently Take Action & Do The Work Daily For This To Work Effectively For You But You Already Know That, Right?!)

Super powerful! 😊

Hopefully that has shifted your mindset & belief system construct in terms of how to hit \$1M with a VSL funnel + appointment booking follow up systems I have just shared with you!

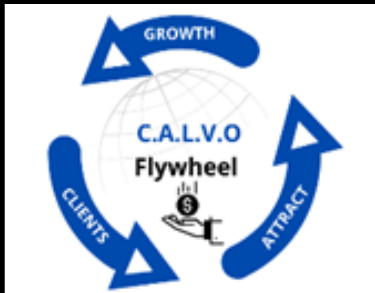
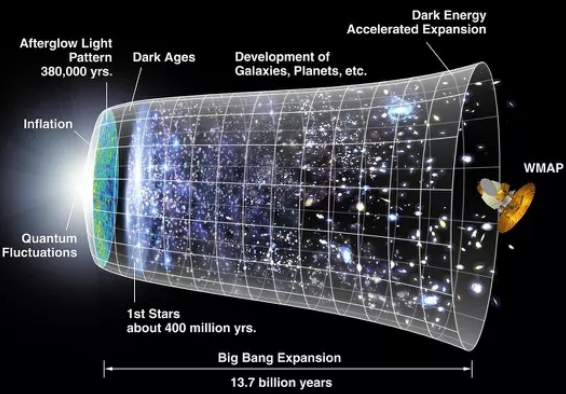
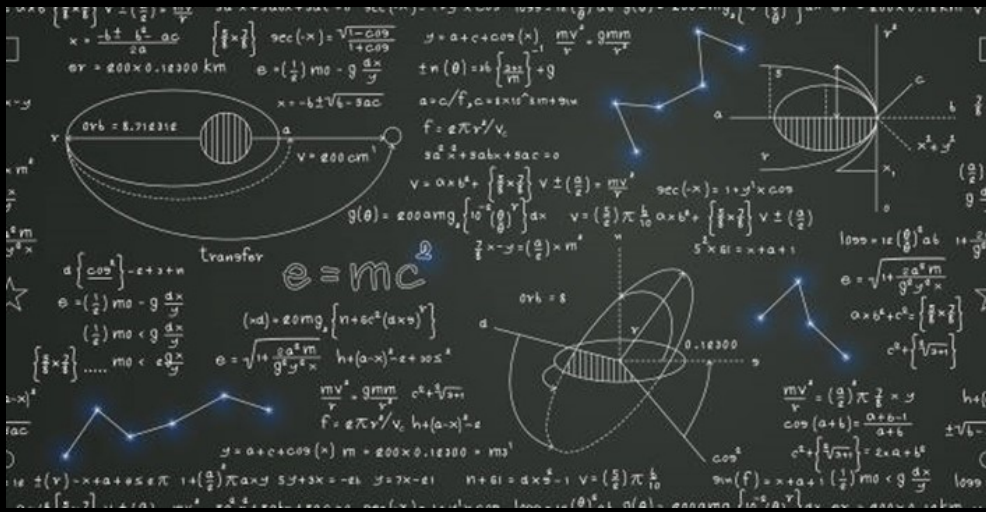
To conclude this section of the module here is a diagram explaining what I have just taught you.



Now let's move on to the last section module #8, which is **ADVANCED!**



Quantum C.A.L.V.O Funnels™ + AI Flywheel - Value Eco-Systems: How To Convert Ice Cold Leads Into Red Hot High-Ticket Buyers Using Sales Funnel Astro-Physics & Quantum Mechanics!





ADVANCED TRAINING - Most people think sales online is just marketing copy, funnel pages and follow-up emails and it is to a certain extent to get your funnel off the ground. However, your funnel will only convert if you have the following components.

1. **Irresistible Offer = M.D.I.O (*The Most IMPORTANT Component*)**
2. **Optimized Marketing Copy (*Copywriting = Salesmanship In Print*)** - *I taught you this in the last module*
3. **Funnel Pages Flow (e.g. VSL Funnel = *Landing Page / Lead Capture Page [OPTIONAL] >>> VSL Page >>> Application Form Using Calendly >>> Pre-Call Page / Thank You Page*)**
4. **Appointment Booking System + High-Ticket Sales Skills**
5. **Follow Up (Email, DMs, SMS Text, Phone >>> Strategical Content)**

By having those 5 components in place and optimized you can potentially hit \$100k per month FAST! If one of the 5 components is lacking and not optimized, it will affect conversions.

But if you really want to dominate the game and take your business to the next level... if you want to build funnels that bend reality and pull cold traffic into high-ticket offers like gravity... you need to go deeper by thinking and operating on a higher level.

And when I say deeper, I mean applying **NATURAL UNIVERSAL LAWS** into your funnel optimization process.

- ✓ I'm talking **QUANTUM MECHANICS** meets a killer **SALES STRATEGY!**
- ✓ I'm talking the laws of **ASTRO-PHYSICS** interconnected into your **FUNNEL FLOW!**
- ✓ I'm talking **FOLLOW UP** by applying **TIME DIALATION** to decrease the **SALES CYCLE!**

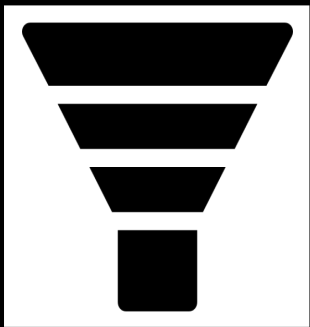
Let's dive into the 6 ADVANCE LESSONS to help you optimize your funnel and scale your profits than ever before:



Lesson 1: Understanding The Quantum Observer Effect To Grab Attention By Getting Your Perfect Customer To Take Action!



GRAB ATTENTION WITHIN THE FIRST 3 SECONDS!



We largely covered this in the last module (**COPYWRITING**) where I taught you how to develop '**RESPONSE STIMULI**' to **GRAB THE ATTENTION** of your perfect lead / customer!

The smartest marketers aren't just using ad hacks... we're tapping into universal laws & funnel cloning to engineer ads + a funnel that converts from the beginning **WITHOUT** the guesswork!

Enter the **observer effect** from quantum mechanics, which we talked about during module #3 of C.A.A: the idea that simply *observing* a particle changes its behaviour as proven by the double slit experiment.

Now apply that to ads to grab attention... when someone sees your ads + offer, their attention *alone* shifts the outcome. That moment of awareness must create **CURIOSITY & POSSIBILITY** in the minds of your target market.

They must instantly get hooked in within the first **3 seconds**, otherwise they are gone, forever. When people (**TRAFFIC**) are scrolling through social media on sites like Facebook, Instagram, YouTube etc, their attention span is 4 seconds LESS than a flippin gold fish who has the attention span of 7 seconds!

Which means if you don't use a **PATTENRN INTERRUPT** to grab that attention, you will lose out on a ton of leads, appointments & high-ticket sales!

Which means your ads + sales funnel, isn't just a sequence... it's a multi-modality field of potential that must result in a WIN-WIN scenario for both your client and YOU!

The job of your ad is to collapse that potential into *one irresistible outcome*: **ACTION = Getting The Traffic (People) To Click The Ad To Go Over To Your L.C.P or Your VSL Page (Explainer Video).**

The hook, the creative and the headline is engineered to trigger observation that grabs attention & alters behaviour quickly.

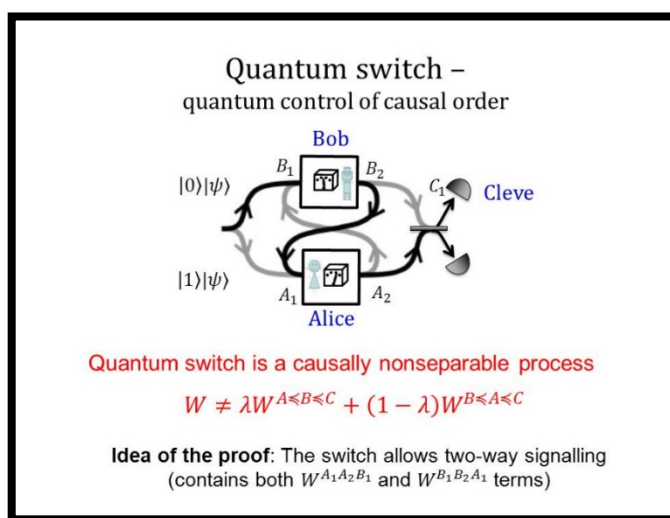
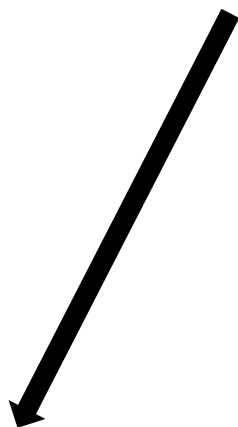
Here's 8 of the best ways to do this:

- 1) Pattern Interrupt – (*Entertaining, Funny, Different, Ask a Question*)
- 2) Call Out Your Core Client Avatar Directly! E.g. “*ATTENTION Personal Trainers!*”
- 3) Call Out a BIG PROBLEM Your Core Clients Are Suffering With
- 4) Use The “*Would You Like*” Statement & Provide a BIG BENEFIT
- 5) Storytelling (*Instantly Infiltrates The Subconscious Mind of Your Core Avatar When Done Correctly*)
- 6) Use Video With Your Face (*Eye Contact + High Energy*)
- 7) Use Captivating Images With Your Face (*Eye Contact + Inspiring Background In Relation To End-Result*)
- 8) Use Strong Hooks By Asking a Question

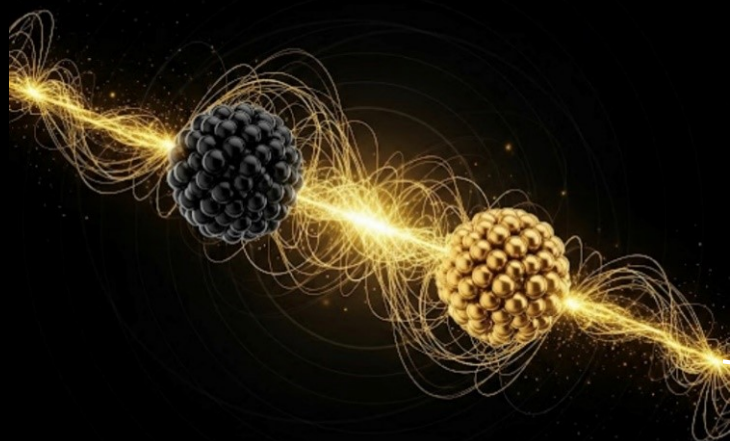
We’re going to dive deep into ads in module #10.

However, when you master this, you don’t just “run ads”... you command attention like a **quantum switch**, pulling buyers into your funnel orbit before they even realize what’s happening.

Which leads us nicely onto...



Lesson 2: Applying Quantum Entanglement To Gain Instant Trust, Authority & Connection With New Leads!



TRUST



In quantum physics, **entanglement** means two particles can be light-years apart and still influence each other instantly. In sales, this formulates into **TRUST!**

Trust in many industries / niches are at an all-time low! People have been burnt; they've lost money and their sceptical.

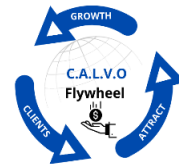
When I say this, I do not mean the idiots that think by buying a course / program and not taking the action laid out in the program then expecting a result without doing the work required. And then blame the course, coach or program for not getting the result.

If there is just 1 person that has got the end-result via IMPLEMENTING the specific program buyers have purchased in the past, then it's their fault for not doing the work required to get the end-result.

Now as offer creators that can genuinely help people, we have to DEMONSTRATE real value and increase TRUST levels from the get-go.

The moment your lead opts in and starts watching + reading your VSL (Video Sales Letter), they need to be entangled with you & your brand using a multi-modality funnel communication system – aka... leveraging a...

Quantum C.A.L.V.O Funnel!™



If you want to scale to multi-7 figures and beyond you must operate on a different level and **go above and beyond what your competition is doing.**

Here is exactly how you do this:

- ✓ **Create An Irresistible Dynamic Offer** - That Solves The Exact BIG PROBLEM Your Core Client Is Suffering With & Positions It As The Solution So They Can Achieve The Specific End-Result They Desire

(When you follow what I taught you in module #2 of the Client Acquisition Accelerator, you'll have ALL the major problems solved with your offer within your niche... you can then dynamically position the offer to the specific clients problem and tailor it to the specific clients end-result they want to achieve while on a call with them... which will massively improve sales conversions.)

- ✓ **Develop Quantum Entanglement Ads** (Share Deep Emotional Stories) So Cold Traffic Builds a Relationship With You BEFORE They Even Decide To Opt-In To Your List or Book An Appointment With You On Your Calendar!
- ✓ **Give Away a Quantum Lead Magnet** = FREE Strategy Call + FREE PDF + FREE Video Training / Webinar Training (Overdeliver on Free Value)
- ✓ **Craft a Killer VSL** That Leverages *Testimonials, Results Stacking & Authority Positioning*)
- ✓ **Show Macro Proof** = (You + Your Clients Results) & **Micro Demonstration** = Explain How You Can Genuinely Help New Customers Achieve The Desired End-Result)
- ✓ **Share Your BMI = Big Marketing Idea** & Get New Leads Instantly Bought Into The **ONE BELIEF** you need them to believe in order to buy!

- ✓ **Reveal Your U.M/M = Unique Mechanism / Method** – Show How You Are Different From The Competition In Terms of You Helping Your Clients Get Results!
- ✓ **Create a Pre Call + Post Call E.B.M Value Page** & Share Amazing FREE Training Using The Wow Not How Content Framework – Copy How I Do This Here >>>

<https://www.onlinewealthsociety.com/ca044e68>

- ✓ **Emanate Authority & Credibility Positioning With High Standards** – Never EVER Be Desperate To Work With A Client & Never Ever Call Yourself A Beginner, Even When You Are Just Starting Out. You MUST Position Yourself, So People WANT To Work With You... Not The Other Way Around.

*(You do this using your **filtering process** that I previously talked about + real **scarcity & urgency** - depending on market and offer price points & by **setting expectations** - tell leads & prospects exactly what to expect on a free call with you or one of your team members.)*

- ✓ **Consistent Email Follow Up Variation Using Different Angles + Daily Autoresponder Stack -**

*Just like the universe, your funnel follow up shouldn't be static. It needs to **expand with every new touchpoint**... from writing a daily email and adding it into your autoresponder sequence to producing strategic content to DMs to retargeting.*

*Each stage builds gravitational pull, pulling cold leads into your orbit, because as I've taught you previously in this module **THE FORTUNE IS IN THE FOLLOW UP!***

I go into more detail around these concepts during my **BSM (Business Scaling Mastery)** training program and we will talk more about them inside the next module (**Email Marketing + Social Media Conversion**)

However, your job is to reinforce a **DEEP CONNECTION** with new traffic, leads and prospects—FAST to increase **TRUST**.

People have to **FEEL** like they **KNOW YOU** as a friend & as an EXPERT even though they may have never met you in person... only digitally!

Think about some of the people you follow online, you feel like you know them, maybe you've been clicking on their ads, reading their emails, reading their social media posts, devouring their stories, watching their educational videos, watching their VSL's / Webinars.

You have a connection with them, even though you've only experienced them digitally on the internet.

The more energy (*value, relevance, storytelling, personality, emotion & offer congruency*) you inject into your funnel, the stronger that **entanglement** becomes between you and new leads / prospects... as time elapses

👉 The first touchpoint matters, and it happens before the traffic becomes a lead or books an appointment with you.

Nail the first message. Make it *personal and magnetic* using **STORY**.

Then MASSIVELY overdeliver in terms of providing **FREE VALUE**

Connect over the **DMs** with targeted leads

Book **qualified appointments** with serious clients!

Sell high ticket offer(s) using **PRE-EMINENCE!**

PRE-EMINENCE meaning... for those of you that have skipped the last module (**Copywriting Leveraging AI**)

>>> *Always have your customers best interests at heart... only sell people that want and need your offer that you 100% believe you can help!*

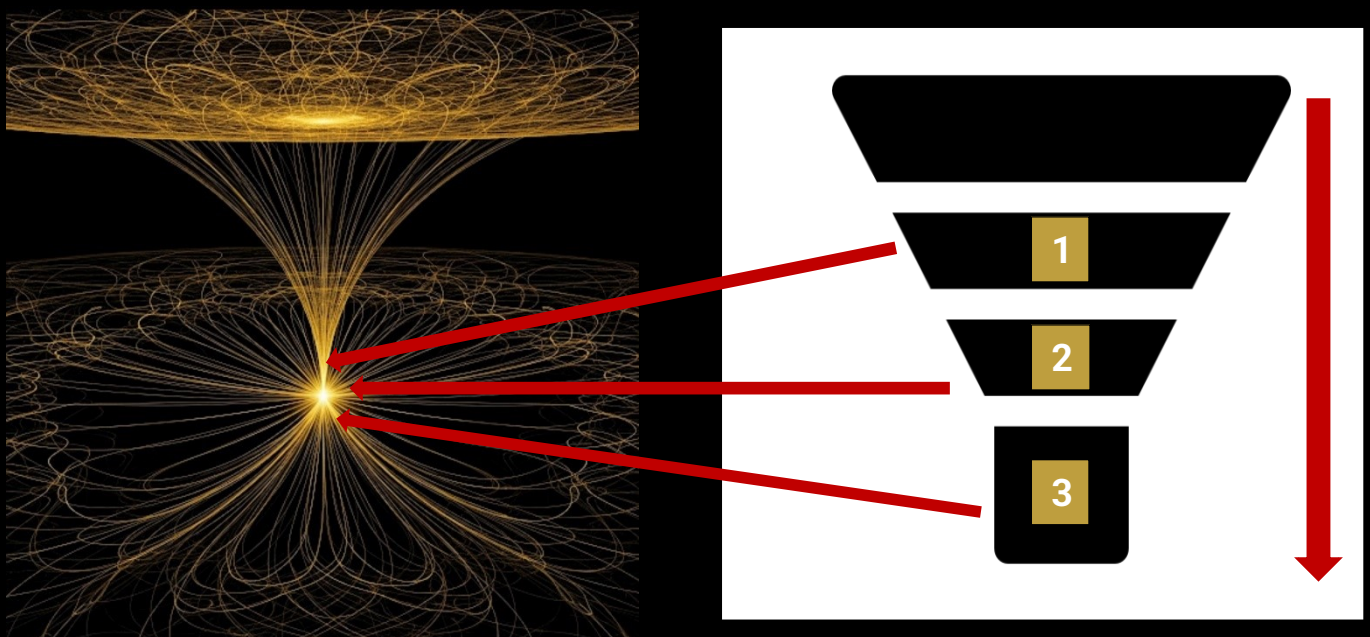
Never sell someone that doesn't need your offer, even though you know you could sell them due to the sales psychology strategies I've taught you throughout the Client Acquisition Accelerator training program.

The future success of your business is determined by this one thing! If you sell the wrong clients into your offer, your business becomes a living hell.

If you sell the right clients into your offer, your business becomes a **FUN, POSITIVE & PROFITABLE** living entity that produces clients results!

Great work... Let's move onto...

Lesson 3: Utilising Gravitational Force For Funnel Flow & Optimizing For 3X Inflection Points!



In Astrophysics 101: everything has mass, and mass creates gravity. Massive objects like planets and stars bend space and pull things towards them.

Your **funnel, offer(s), messaging, value** and **positioning** should do the same.

You want your funnel to act like a black hole that sucks traffic & leads in by grabbing their attention...once a prospect gets near it, they don't escape. They're drawn deeper into your value ecosystem via **DAILY CONSISTENT follow up.**

And they either buy your offer fast (*if they're in a strong enough state of pain*) or you continue to follow up with them for months & years and they buy over time, or they unsubscribe from your list.

I've had leads on my email list for 2+ years reading my emails daily but not bought a single thing from me.

However, because of my consistent follow up... ONE email, DM conversation, strategy call or strategical content piece... pushes them over the edge of the **objection barrier** which we will talk about in the next section, and they buy, sending me thousands of dollars in the process.

If I stopped following up with them after 7 days - 1 month like most internet business owners, then I would have lost out on a massive amount of internet profits.

The key is to have the right mix of value and promotion, which I will teach you exactly how to do inside module #9. Also remember you only need 1% of your traffic to buy your high-ticket offer to become a millionaire!

Your offer is the gravitational force that must suck leads and prospects in like a vacuum. And when they say no to buying, they have to literally be mad because they are **MISSING OUT** on such an amazing deal.

Imagine if I sold you a \$400,000 super car for \$5k.

You'd make things happen and go find the money to buy because you're getting access to such an amazing deal. Right? This is how leads must feel when you present your offer within your funnel.

If it's weak... leads float off into internet space. If it's strong...everything falls into your funnel + offer orbit.

✅ **Your headline / marketing message + offer is equivalent to gravity sucking people in... by creating curiosity & enhancing the possibility of them believing they can get the specific end-result they desire.**

✅ **Your copy + testimonials / social proof are the mass that causes prospects to make a buying decision in fear of them missing out.**

✅ **Your sales strategy is the quantum mechanics that increases the probability of converting larger amounts of your traffic & leads into sales and cash flow.**

✅ **Your value stack is the black hole-level pull producing profits for you and results for your clients**

Make your offer + funnel so bold, relevant and amazing that even cold leads can't escape it and never EVER stop following up with them.

It always amazes me how when some coaching clients come in to my 1:1 'GET CLIENTS' coaching program while struggling... I dissect their business on the **Business Audit Onboarding Call**, and there follow up game is pretty much non-existent.

If follow up accounts for around 70% of the conversion rates of a funnel, which has been proven via the data I've shared with you, it make sense to have a killer follow up process in place.

The next thing I'd like to share with you is...

Optimizing Your Funnel For 3X Inflection Points

Definition of an Inflection Point = A moment of **significant change**. A turning point where the direction, character, or trajectory of something shifts noticeably.

If you're going to be running a **DM Funnel** or a **VSL Application Funnel**. There are 3 inflection points that the funnel must be optimized for, and they are:

- 1) **Appointments** (if you are selling over the phone / Zoom) ...

2) **Direct Messages** (If you are selling over the DM's)

You can also have a mix of selling over the phone + the DM's which works best! All of your marketing should lead toward these 2 inflection points with CTA's.

3) **High-Ticket Sales!**

Significant change and action happens when you focus on optimizing your funnel for these 3 inflection points. I highly advise you to get your email marketing on point as well as that massively helps with conversions!

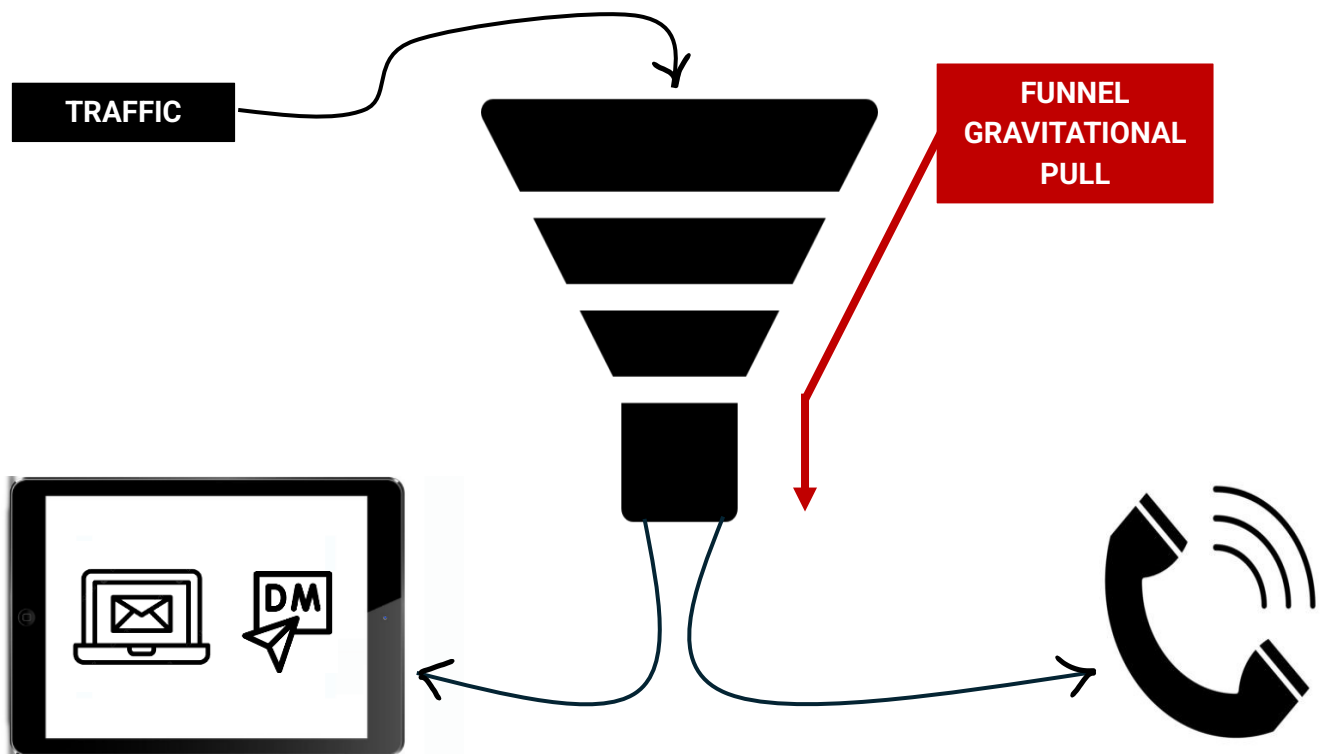
Everything else is just noise when you are below \$50k - \$100k per month, providing you know how to sell. If you don't know how to sell, go through module #4 of C.A.A again and practice, practice, practice until you get better!

THE HIGH-INCOME SKILL OF SALES IS ABSOLUTELY CRUCIAL TO THE SUCCESS OF YOUR BUSINESS!

Without Sales NOTHING Happens!

Every sales page, VSL, email, lead magnet, social media post & content piece (*video + written format*), should either point back to the lead booking a call with you or your team or sending you a DM on social media so you can convert them into a high-ticket sale.

DO NOT OVERCOMPLICATE YOUR FUNNEL



IMPORTANT!!! I've tried and tested virtually every funnel you can think of.

When you optimize for appointments and sell over the phone + follow up with DM's + implement email marketing into your funnel process, it's BY FAR the **FASTEST** way to scale to 7-Figures and beyond compared to any other funnel available.

Hormozi did **\$100M** with this simple funnel. So don't think for one minute you need massive amounts of fancy automation contingencies and triggers to grow your business because you don't!

All you need is ONE super optimized funnel that prints CASH!

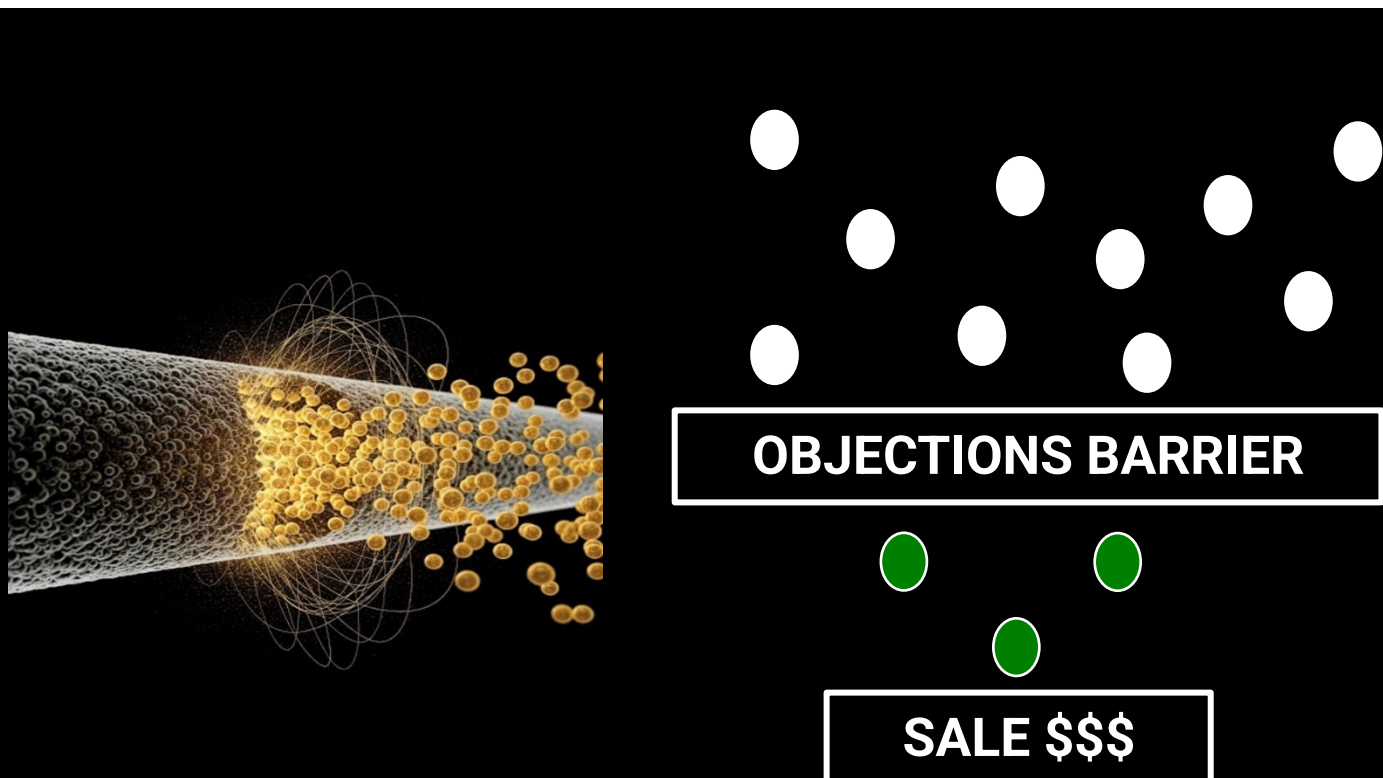
If you're below \$10,000 per month... You start off by implementing the DM FAST TRACK Funnel... which converges into the VSL Application Funnel after you hit \$10k - \$30k per month CONSISTENTLY!

✓ **VERY SIMPLE & EASY!**

- ✓ Every day you RUN TARGETED TRAFFIC into your funnel
- ✓ Every day you BOOK QUALIFIED APPOINTMENTS!
- ✓ Every day you SELL using the A.B.S Formula = **Always Be Selling!**
- ✓ Every day you FOLLOW UP like f%*king mad man and convert even more perfect prospects into paying clients!

If you have an irresistible offer and you focus on what I've just shared with you for the next 6 months, you have a very good chance of hitting your income goal. Now let's move on together to...

Lesson 4: Understanding Quantum Tunnelling To Obliterate Objections Within Your Funnel!



Quantum tunnelling is when particles pass through barriers that *should* be impenetrable. Sounds impossible... but it happens all the time in the quantum world.

It's the same in **SALES!**

Many marketers struggle to convert cold leads due to leads hitting the objection barrier.

They have walls... *skepticism, budget, time, spouse, "I've been burned before."* etc

But with the right **funnel mechanics**, you tunnel right through them by obliterating the objections within your marketing assets, sales calls, daily emails, content and DM conversations.

Here's Exactly HOW To Do This:

- **Micro-Commitments** (*Give Away An Amazing Quantum Lead Magnet + get leads to DM you a POWER WORD via a CTA inside a social media post or email + get leads to fill out an application form to book a call or work with you.*)

These are all examples of micro commitments that allow you to build subconscious trust. And when trust is built its easier to obliterate objections. Make sense?

- **Pre-Framing** (*DAILY emails + strategical content [Pre Call + Post Call] + retargeting content*)
- **Case Studies + Video + Written Testimonials** (*social proof = energetic permission to believe and helps obliterate objections, especially when clients say the exact objection new potential prospects are struggling to overcome before buying your offer*)

Here's an example of this in action by **overcoming the SKEPTICAL OBJECTION.**

Kaz H. From UK, **Struggled** For 4 Years Online, Was **Skeptical** Before Joining My Coaching Program... Then Partnered With Me & **Made Her First High-Ticket Sales** After Working With Me!



You can click this link here and scroll down on my Online Wealth Society. Com home website to watch her video testimonial >>> <https://www.onlinewealthsociety.com/>

Here's her exact words in written text:

"Hi, this is just a quick testimonial for Sam Malsom. Last year, I decided that I wanted a business online.

I'd been contacted by a couple of friends of mine doing some things online, and I decided, yeah, that's where everybody is. That's where I'd like a business to be, so it can be flexible, which is what I needed and a lot of it can be automated.

*But unfortunately, these people that had introduced me to opportunities, they turned out not to be great opportunities after all. So, **my first few attempts online failed.***

Now, it wasn't long after that, fortunately, Sam got in touch with me, and I think we became friends on Facebook first.

He started asking me about what I was interested in and the systems that I'd previously been using and what I wanted going forward. He introduced me to a system that he was involved in, asked me to have a look at it and let him know what I thought.

Now, obviously I was very skeptical at the time. I'd had my fingers burnt, if you like, so it took me a little while actually before I went and had a look.

I looked at the information that Sam gave me, I watched some webinars, and slowly but surely, I realized that actually, this was not only a fantastic opportunity, but the people behind it were amazing and understood online marketing really well and had built a system around it.

And I could see that it had longevity and that it would grow and I would grow with it.

So fortunately, I did stick with Sam, and I did get involved and have since made sales, which is fantastic.

I doubt that I'd have got as far as I have got today without help and Sam's been instrumental in that.

So, if you're thinking of getting involved and Sam has introduced you to something,

I'd seriously look at it.

You know, Sam isn't going to introduce you to anything that is not worth considering.

So, thanks Sam. Speak soon. Take care."

As you can see, this client testimonial helps new buyers overcome the **skeptical objection**. The key is to continue to stack client testimonials that overcome the main objections you may be facing on calls with new leads and prospects.

Another great way for you to do this is by having client testimonials that are similar to the specific person buying your offer and send it to them so they can overcome the objection barrier.

For example, if you're selling an offer to a stay-at-home mother and you have a stay-at-home mother that's had previous success with your offer... send the potential buyer that specific video testimonial, so they can resonate with it and overcome any doubts or concerns.

- **Objection Handling Assets** (*As you learn more about your market, you'll start to notice the same objections coming up on calls repeatedly! You can then overcome those objections within your sales material assets + your content assets before they even jump on a call with you.*)

You'll also follow the OBJECTIONS PDF I gave you access to + overcome the main objections on a call before the prospect has the opportunity to bring them up, by following what I taught you inside module #4 of C.A.A.

- **AI Agent To Nurture Your Leads 24/7, Overcome Objections & Book Qualified Appointments** (*Inside the FREE Bonus Module #1 we teach you how to set up an AI AGENT... that responds exactly like you or your best appointment setter to nurture leads & have a 1:1 conversation with them.*)

You can program the agent with all the objections you come up against. Which massively qualifies leads and prospects before you or your sales team gets to speak with them on a call.

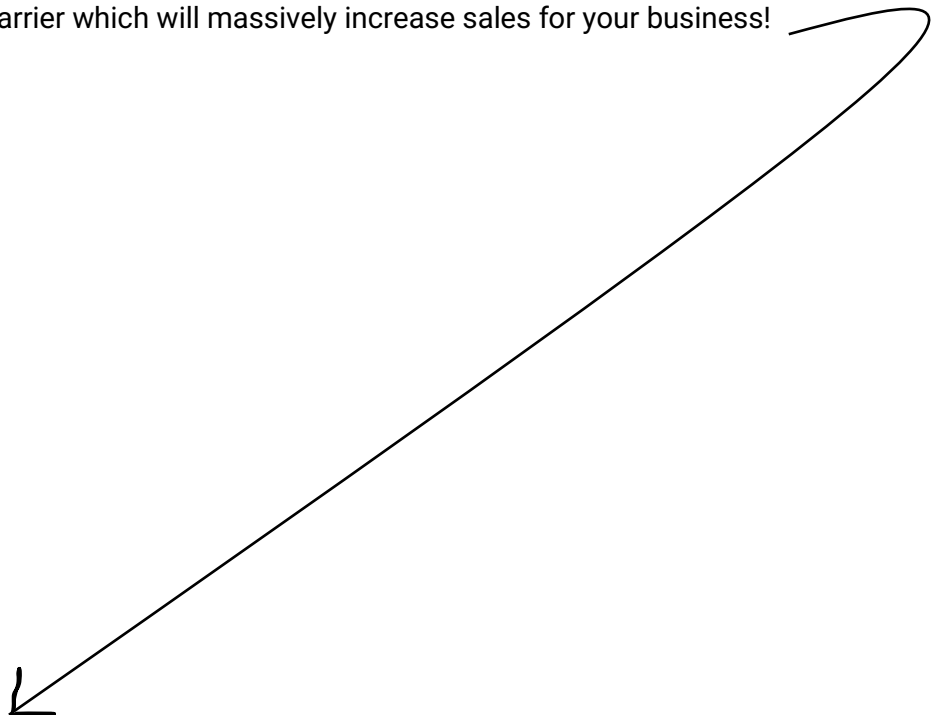
The key here is to punch through their objections *before* the sales call even happens.

Also, in astrophysics you have... **Multi-Layered Systems**

The universe has layers: *galaxies, solar systems, planets*. Your funnel must be viewed as the same:

- **Outer Layer = Top Of Funnel:** Ads, Problem Awareness Content + Outreach (*target & attract*)
- **Middle Layer = Middle of Funnel:** Email Nurture + Educate – Solution Content (*qualify & guide*)
- **Core Layer = Bottom of Funnel:** Offer Presentation + Conversion – Product Sales Assets, E.B.M Value Assets + Retargeting Ads (*close sales and collect cash*)

At the middle of the funnel and bottom of the funnel is where you begin to obliterate objections to help them overcome the objection barrier which will massively increase sales for your business!



Lesson 5: Applying Time Dilation With Your Funnel Follow-Up So You Can Decrease The Sales Cycle!



In astrophysics, time moves slower the closer you get to a gravitational force (*like a black hole*).

Einstein called this **TIME DIALATION**

In funnels + sales, the closer a lead gets to your offer, the slower and more emotional their decision becomes. We're going to talk about this stuff in more detail in the next module, however...

To speed their decision making up and decrease the sales cycle you **MUST** follow up... strategically by using the following **11 LEVERS**: (*You do not need to use all 11 to hit \$10k - \$100k per month*)

- ✓ **Email Follow-Up** (*Autoresponder SOS Sequence + Live Daily Broadcast Emails.*)
- ✓ **Phone Follow Up = Speed To Lead + Strategy Calls**
- ✓ **Contextual DMs.** (*Appointment Setters Follow Up With Booked Call Prospects Via Tracking Data + Info*)
- ✓ **Personal Video Conversion.**
- ✓ **E.B.M Strategic Content** (*Video + Written Text*) **That Specifically Explains & Helps With The Lead / Prospects Specific Problem** (*WOW Not HOW Method*) (*Video + Written Text + Audio*)
- ✓ **AI Agents That Re-Engage**
- ✓ **ADVANCED!** ROI Justifications, Trust & Transparency Assets, Sales Assets, Value Demonstration Multipliers, FAQ Objection Assets, Amplification Boosters & Offer Teaser Content.
- ✓ **ADVANCED!** Retargeting Ads
- ✓ **ADVANCED!** Back-end 'Wow Not How' Webinar
- ✓ **ADVANCED!** Dynamic Offer Variation = Paid Value Eco-System + Value Ladder Ascension
- ✓ **ADVANCED!** Backed-end Selling Systems

Most people's follow up game is weak &

Most cold leads don't say "no"... they say "not yet."

Always keep in mind...

The REAL SALE Begins When The Lead / Prospect First Say's NO To Buying Your Offer!

Most coaches, consultants, course creators and service providers give up at this point. But the top 1% are so consistent with their follow up... using the different levers with leads that initially said no to buying and convert them over time.

Your follow-up allows you to **shorten the sales cycle** by building massive amounts of goodwill + the relationship and trust FAST.

When you shorten the sales cycle, which means customers convert into sales & pay you at a faster rate compared to your competition, you can reinvest a % of your profits into ads and scale up much faster.

For example, let's say there are 2 businesses competing in the same niche.

Business #1 has a weak offer, funnel + follow up strategy resulting in a sales cycle of 6 months (*Meaning when a lead comes into their free value eco-system it takes on average 6 months for a lead to purchase a high ticket offer and become a paying customer*)

Business #2 has a killer offer, funnel + follow up strategy resulting in a sales cycle of 7 - 30 days or less. (*Meaning when a lead comes into their free value eco-system it takes on average 7 - 30 days for a lead to purchase a high-ticket offer and become a paying customer / client*)

Business 2 in this hypothetical example can scale 6 times faster than business 1 because they have more available cash flow to reinvest into ads to buy customers at a profit. As time elapses business #1 simply cannot catch up and goes out of business within 3-5 years!

Now in no way am I saying every customer is going to convert within 7 - 30 days, but we can use averages and shorten the sales cycle within your funnel, by implementing the **11 LEVERS** I shared with you previously in this section of the training.

This causes a speed increase time dialation as opposed to a speed decrease... in relation to leads converting into customers / clients.

*Now, in astrophysics there is something called **Dark Energy** which makes up 68% of the universe... 27% is made up of **Dark Matter = The Unseen Forces***

Only 5% of the universe is actually **visible** to us as humans. Pretty mind boggling, right? 😊

In essence the universe expands because of this mysterious force called **dark energy**.

In your funnel, that's the equivalent of **buyer psychology using ethical influence and persuasion strategies** & the **emotional triggers** that I went into detail with you in the last module.

This causes leads and prospects to take action and buy even if they can't consciously explain why.

The key is to get the right balance between **VALUE based follow up** & **EMOTIONAL TRIGGER based follow up** using buyers psychology... aka **COPYWRITING!**

When you apply this, as I've been teaching you throughout the Client Acquisition Accelerator curriculum, you don't just sell with *LOGIC*. You scale with *invisible EMOTIONAL influence and you...*

BECOME UNSTOPPABLE!

Fantastic work! 😊 Let's move onto the conclusion together...

Quantum C.A.L.V.O Funnels Recap:

When you fuse quantum mechanics and astrophysics into your sales funnel strategy, you don't just build funnels... you create force fields of positive influence that shift perception, behaviour, and buying power.

By mastering the **Quantum Observer Effect**, you lock in attention and trigger your perfect customer to take the first action and click on your ads. (*Remember the main job of the ad is to get the click*)

Through **Quantum Entanglement**, you engineer instant trust, connection, and authority... even if they've never heard of you before.

With **Gravitational Force**, you control funnel flow and scale with precision by aligning your process with the 3 optimized funnel inflection points. (*Appointments, DMs & High-Ticket Sales*)

Then, by understanding **Quantum Tunnelling**, you smash through objections and resistance that normally stops sales conversions.

And finally, by applying **Time Dilation**, you compress your sales cycle with precision follow-up systems that bend time in your favour to produce NET PROFITS so you can SCALE to 7-Figures and beyond!

This isn't theory... it's the future of high-converting internet sales.

Frictionless Quantum Funnels That Convert = CASH!

If you apply what I've just shared with you along with funnel cloning, modelling and reverse engineering... instead of trying to re-invent the wheel, like the people that are failing.

You're not just building a funnel.

You're intelligently engineering a **high-emotional frequency, high-conversion QUANTUM SYSTEM** that applies the natural universal laws of astrophysics, by demonstrating your VALUE and guiding people to BUY from you.

If your funnel isn't built like the universe... always expanding with content, structured in layers, and driven by unseen psychological forces that initiate curiosity & possibility...then you're stuck in the past.

The smartest marketers aren't building funnels... we're **engineering gravitational value eco-systems** that cold traffic gets sucked into like a black hole vacuum and allows us to massively increase our **ACV (Average Customer Value)** while reducing our **CPA (Cost Per Acquisition)**.

As time elapses this increases **LTV (Lifetime Customer Value)** by default!

Great work. Next, we're going to quickly walk through some advanced knowledge that I advise you to be aware of when growing your funnel + online business.

Understanding The Basics of AI Flywheel Value Eco-Systems Using Bio Mimicry!

You can ask any smart business owner how the game's changed... and they'll say one thing:

The Customer / Client Now Runs The Show!

People are sharper, quicker, more skeptical, and expect way more than just a transaction.

They want transparency & connection (*especially with the rapid rise of AI*) ... They want purpose and real value that will allow them to achieve the specific END-RESULT they desire!

If your brand chases quick wins at the cost of trust, they'll instantly disregard you altogether and go directly to your competitors to satisfy their needs!

The brands that will win long-term are the ones that put customers at the center of EVERYTHING... not just the sale, by genuinely having their best interests at heart. When your strategy aligns with customer success, you don't just grow... you **grow BETTER and FASTER!**

That means deeper loyalty, longer retention, more referrals and raving fans. When a new customer / client comes on board it strengthens your business, not just from a monetary perspective but also from a social proof lens, which feeds the growth of your business.

That's where the **FLYWHEEL** comes into play.

Unlike the old-school funnel that treats customers like a finish line, the flywheel utilises an optimized dynamic funnel and the I.P.S value ladder ascension model (*aka your free + paid value stack*) while leveraging happy clients to build unstoppable momentum... referrals, repeat sales, client result, testimonials + organic growth.

It's simple: more energy, less friction with higher velocity.

So how do you spin your flywheel faster?

- **ATTRACT:** Pull in the right people with value-driven content, ads, organic outreach and trust-first marketing.
- **ENGAGE:** Make it effortless to buy and interact with you and your setter team.
- **OVERDELIVER:** Sell an AMAZING offer + support and empower your email list subscribers & your buyers. Happy customers then become your new salesforce as time elapses.

This doesn't happen overnight, however by understanding this knowledge now you'll build the foundation of a successful business that genuinely creates real impact in the world over time!

This is a full-system upgrade. Marketing, sales, and service all play one game: **growth through the customer experience.**

Traditional funnels have an end point.

Flywheels that incorporate a funnel... spin like a wheel that gains positive momentum and **compounds**.

In a world where 97% of people trust their friend's social media post more than your ad, you can't afford to ignore this shift. If your growth strategy doesn't include the customer, it simply won't last.

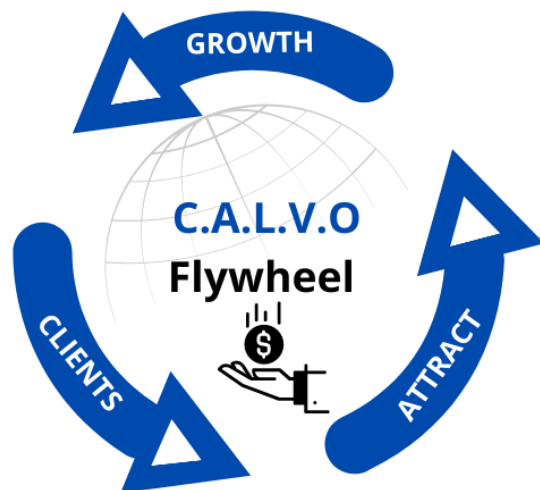
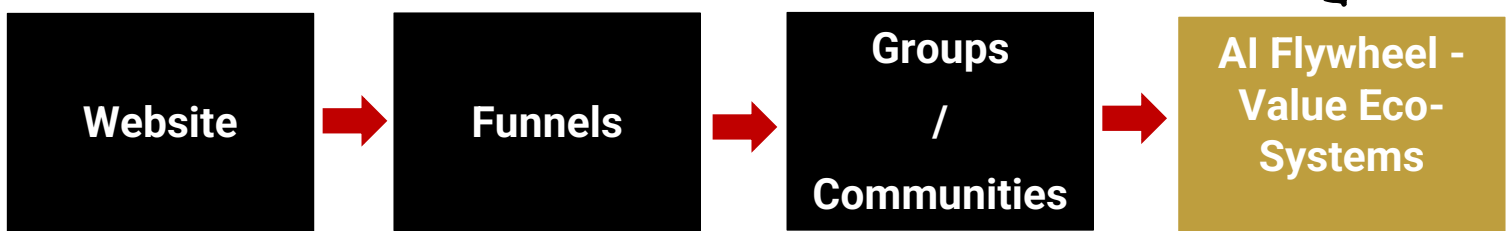
However, if you dial in your funnel + flywheel while leveraging AI, you'll eliminate friction and build real lasting relationships that drive business growth!

Resulting in you + your small A-Team creating momentum that scales with you WITHOUT things breaking when you hit the first and second **SCALE INFLECTION POINTS!**

Let's dive deeper together into the components of a **POWERFUL...**

AI Flywheel - Value Eco-System

As I mentioned at the start of this module... way before I got started online websites were the in thing, then funnels came along, now communities / groups are trending. But as we move deeper into the AI technological exponential curve, I believe we will start to see something new emerge...



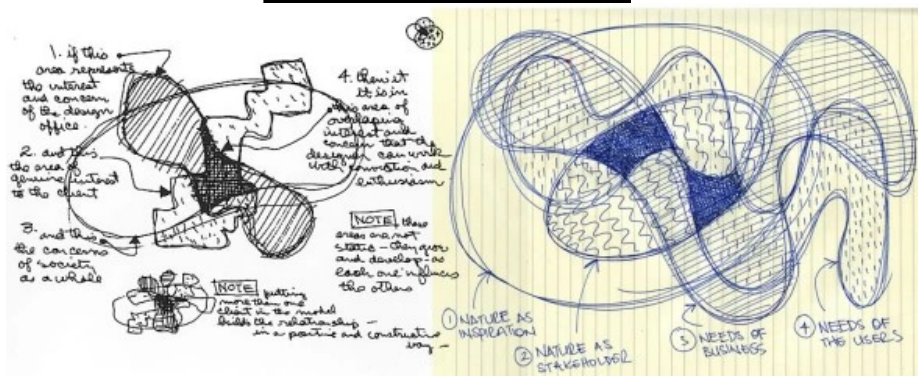
This consists of the following:

- **Website** = Client Results + Testimonials Stack + CTA To Book a Call
- **Funnels** (One CONTROL VSL Application Funnel + Back-end Email Funnels = I.C.C Acquisition)

- **Group / Community** (Depending on your niche. Sometimes having one of these on the front-end of your business model can actually harm sales conversions in some niches due to the blind leading the blind)
- **AI Agents** (Booking Appointments)
- **Free Value Hub** (Sharing Strategical E.B.M Content That Targets Specific Niche Problems, Pain Points & Advances The Sale)
- **Paid Value Ladder IPS Offer Stack** (Products & Services Integrated So You Can Serve Your Entire Niche Market & Ascend Buyers.)

This is advanced knowledge, and I go into more detail around this during my **Business Scaling Mastery** training program, however we will cover the basics of this quickly using **bio-mimicry** and the **bee hive example**.

BIO-MIMICRY



Bio Mimicry Definition = The practice of learning from and mimicking nature's designs and systems to solve human problems more efficiently.

Let's dive into this deeper...

1. Attraction Is The Nectar

- Front-end content = nectar that pulls in high-quality leads so they engage with you and your brand
- Like flowers, your assets must be engineered to attract the right "species" (**your ideal customer**).
- Use AI to constantly analyze what attracts (*headlines, ad angles, email angles, content ideas etc.*).
- Optimize in real-time... as you progress on your business journey by doing more of the stuff that works and eliminating the stuff that doesn't.

2. Target, Filter, Signal & Scale

- Having an optimized funnel allows you to qualify and signal which leads have real buying intent.
- Every click is data. AI turns behaviour into action... guiding serious buyers through your **AI FLYWHEEL VALUE ECO-SYSTEM!**

- Funnels filter the noise, so your backend FLYWHEEL focuses on what matters. (**Delivering Client RESULTS!**)

3 The Honeycomb = Your Paid Offer Stack

- Offers should be structured like a honeycomb: **EFFICIENT, SCALABLE & ZERO WASTE!**
- Low-Ticket = Fast entry **ACTIVATION** Offers Turning Leads Into Front-end Buyers
- Mid-Ticket = Increase In **VALUE**
- High-Ticket = Deep **TRANSFORMATION**
- Continuity = Compounding Monthly Cash Flow

4. Worker Bees = Your AI Automation Engine

- AI = tireless worker bees driving growth behind the scenes providing you with...
- **Predictive Analytics**
- **Data Driven Insights**
- **Ad Creatives & Ideas**
- **Content Creation & Ideas**
- **Smart Email Ideas & Angles**
- **High-Converting AI AGENTS Booking Appointments For You & Following Up**
- **Funnel Optimization**
- **AI Coaching Agent + AI Licensing** (*Helps Improve Client Results & Reduces Operational Drag Which FREE's Up Your Time!*)
- This is not just automation... it's **INTELLIGENT DELEGATION** that scales on autopilot.

5. Pollination = Customer-Led FLYWHEEL Growth

- Just like bees spread pollen, your best customers spread your brand which initiates the **FLYWHEEL EFFECT**.
- You can **CROSS POLLINATE** your traffic + follow up by using **MCM (Multi Channel Marketing)**
- This delivers real transformation → trigger referrals, reviews, client testimonials, social proof and viral growth as time elapses
- 1 sale becomes 5-10 sales and the **ORGANIC MULTIPLICATION EFFECT** kicks in.

6. Friction Kills Hives

- Disorganization & complexity = the death for both bees and internet businesses.

- Funnel drag = delays, poor UX (*User Experience*) & disconnected software tools kill momentum.
- AI + software automation centralizes data, and removes friction across the **CVJ (Customer Value Journey)**
- The smoother the flow, the faster your flywheel spins... and **the faster you grow**. This is why the VSL Application funnel is great, because it allows you to apply a DYNAMIC approach to selling.

It reduces the 'sales cycle' time line (*when you have an optimized offer + your niche dialled in*) and filters out the time wasters effectively and efficiently.

7. The Queen Bee = Your Core Mission

- The entire hive orbits around the queen bee. In business, that's your...

Core Mission, Vision & Principles.

- Without this, your ecosystem spins without purpose. And a flywheel without purpose is just a spinning wheel that will implode in on itself as you hit higher profit numbers with larger amounts of customers.

The key is to optimize for 2 things:

A) CLIENT RESULTS

B) NET PROFIT (Not REVENUE) – *Many of the \$1M/Month Business Owners I'm Connected To Have Massive Teams of 30+ People & Are Operating At 20% - 30% Profit Margins, While Under Huge Amounts of Stress So Don't Be Fooled Around Revenue.*

The Key Is To Keep Things Super Lean & Optimize For...



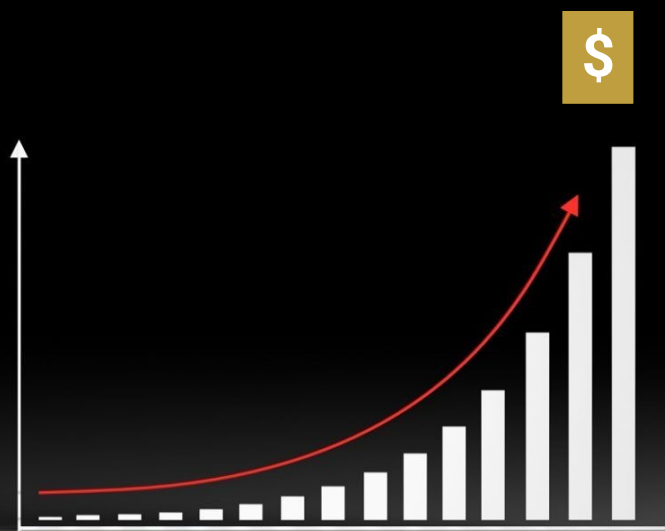
- Your core mission, vision and principles aligns your team, attracts the right audience + the right A-Player team members to help you grow, and gives your brand instant authority and recognition, because you have the customers best interests at the forefront of all of your business decisions.
- When you optimize around your Queen Bee...

(e.g. **Your Mission, Vision & Principles**)

... everything scales naturally WITHOUT breaking! Its your job when you get the more advanced levels of funnels and business to instil the correct BELIEF in your team to carry out what needs to be done.

Now let's quickly walk through the...

KEYS TO AI FLYWHEEL + VALUE ECO SYSTEM EXPONENTIAL GROWTH!



= An absolute **OBSESSION** to build the BEST IRRESISTIBLE OFFER(s) that deeply solves the BIG PROBLEM in your niche + the SUB-PROBLEMS so your clients can get RESULTS!

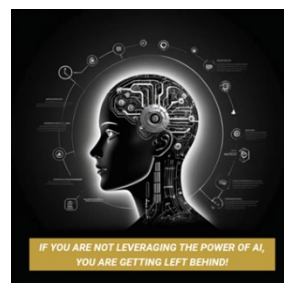
This is an ongoing optimization process via CLIENT FEEDBACK!

Once built, then you **FOCUS** on optimizing AI AGENTS + HIRING A-PLAYER expert team members TO FREE UP YOUR **TIME**...

- AI + YOU Can Get To \$50,000 - \$100,000 Per Month!
- AI + YOU + 2-3 Team Members Can Potentially Hit \$300,000 Per Month
- AI + YOU + 5-7 Team Members Can Potentially Hit \$400,000 - \$600,000+ Per Month

The AI AGENTS + TEAM MEMBERS Full **FOCUS** =

- DRIVING TRAFFIC
- BOOKING QUALIFIED APPOINTMENTS
- CLOSING SALES (*Over The Phone + DMs*)
- FOLLOW UP





Your **FOCUS** As The CEO / FOUNDER At This Point =

- SYSTEMS CREATION & OPTMIZATION (S.O.P's & ORG CHARTS)
- CREATING STRATEGICAL E.B.M CONTENT
- CLIENT DELIVERY & RESULTS!
- FOLLOW UP (*Writing Your Daily Email With Assistance From AI*)
- AI DIRECTION



Amazing work. 😊 I've shared some of my advanced knowledge with you there that you can use to grow in the AI Funnel + Value Eco-Systems era.

That's the end of the FUNNELS module #8! I really hope you got some real value!

Now let's walk through the...



VSL FUNNEL ACTION STEPS!



ACTION STEP #1- Internalize The Sales Funnel Knowledge & Set Up Your Funnel + Email Autoresponder Software!

- Fully Understand The Power of Sales Funnels & An Optimized Offer That Provides Value & Results By Accessing The 3X Million Dollar Sales Funnel Case Studies (*Refer To Page 9*)
- Fully Understand The Importance of Your Email List + Follow Up Process & Set Up Your Email Autoresponder Software! - *The Funnel Software's Below All Have Built In Email Autoresponders. (Refer To Page 15)*

Systeme.io is FREE for your first 2000 subscribers.

[Click Here To Get Started With Systeme.io For FREE >>](#)

[Click Here To Get Started With ClickFunnels >>](#)

[Click Here To Get Started With GoHighLevel >>](#)

- **Pick One Of The Software's Above... Go To The Funnel + Email Autoresponder Tutorials Inside This Module of C.A.A & Learn How To Use The Software So You Can Set Up Your VSL Funnel & Start Building Your List.**

Deeply Understand $ACV > CPA$ = Average Customer Value Greater Than Cost Per Acquisition

(Refer To Page 25)

Deeply Understand The Funnel Filtering Process *(Refer To Page 42 - 46)*

ACTION STEP #2 - Apply The Funnel Cloning Process & Model Your VSL Funnel That's Based On Something That's Already Printing Money For Your Competitors

(Refer To Page 45 - 50)

Find Top 3-5 Competitors Funnels In Your Niche That Are Making 7-Figures +.

Pick One Funnel That You Know Is Making 7-Figures From Your Research & Model Every Step In The Funnel. If You Can't Find a Funnel In Your Niche Model My VSL Funnel.

- 🔑 ✓ **Deeply Understand Why Bolting The 'VSL Phone Application Funnel' Onto Your 'DM Fast-Track Funnel' Will Allow You To Scale To \$100k/Month Way FASTER!** *(Refer To Page 83)*
- 🔑 ✓ **Build Your High-Ticket VLS Phone Application Funnel With Your Sales Funnel Software Using The Step-By Step Walkthrough Process!** *(Refer To Page 84 + The "Tutorials Section" Inside C.A.A Members Area)*

VSL Funnel Page #1 = LCP – Lead Capture Page (Optional) *(Refer To Page 84)*

VSL Funnel Page #2 = VSL – Video Sales Letter Page + VSL Script *(Refer To Page 89 + 91)*

VSL Funnel Page #3 = Appointment Booking Page – Calendly + Zoom *(Refer To Page 95)*

VSL Funnel Page #4 = Call Pre-Sell Page / Confirmation Page *(Refer To Page 99)*

As I've previously mentioned this is the **FASTEST & EASIEST** funnel to get **to 7-Figures!**

The 4 **FUNNEL** pages is all you need... providing you have a killer **OFFER** in place, which I taught you how to create inside module #2 + you know how to **SELL**, which I taught you inside module #4 and you have a powerful **FOLLOW UP** process in place which I will teach you how to create inside the next module!

OFFER



VSL FUNNEL



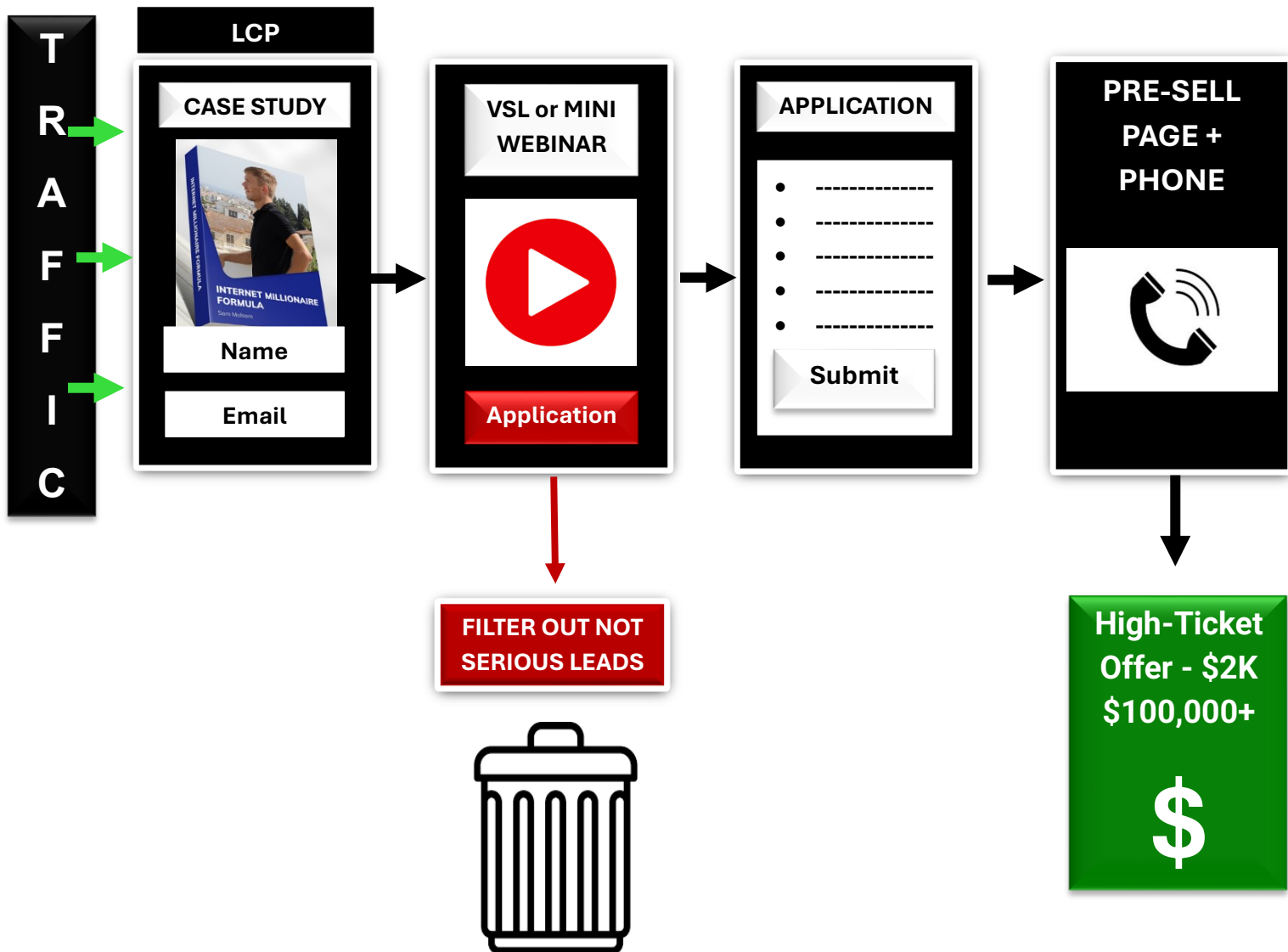
SELL



FOLLOW UP

See VSL Funnel Diagram Below:

High-Ticket VSL Phone Application Funnel Diagram



ACTION STEP #3 – When You’ve Started Running Traffic Into Your VSL Funnel **AFTER** Completing Module #9 (*Email Follow Up + Social Media Conversion*) + Module #10 (*Paid Traffic Secrets - Scaling To \$1M - \$3M+/Year!*) ...

- ✓ **Start Optimizing Your Sales Pitch For Max Profit!** (*Refer To Page 99*)
- ✓ **Understand Performance Analysis Using Statistical Relevance = 1000 Visitor Test!** (*Refer To Page 101*)
- ✓ **Internalize The Money Metrics – Core Traffic + Funnel Conversion Mathematical Tracking!** (*Refer To Page 102*)
- ✓ **Apply Funnel Diagnostics – Learn How To Fix a Broken VSL Funnel WITHOUT Fail!** (*Refer To Page 104*)
- ✓ **Apply Funnel Split Testing – Optimization Contingencies To Obliterate Funnel Friction!** (*Refer To Page 114*)

- ✓ **Scale Up Your Daily Appointments + DM's Using The Optimized Appointment Booking System – How To Extract Maximum Profit From Your Funnel!** (Refer To Page 116)
- ✓ **ADVANCED** - When You Hit Multi 6-Figures With Your Funnel... Begin Implementing The Quantum C.A.L.V.O Funnel Method + AI Value Eco-Systems Training So You Can Increase AVC (Average Customer Value) & Reduce Your CPA (Cost Per Acquisition) (Refer To Page 125)
- ✓ **Advanced - After Hitting 7-Figures+** - Fully Understand The Order Value Multiplier & The Value Ladder Multiplier So You Can Make Each Customer Worth More To Your Business By Increasing Your LTV = (Lifetime Customer Value) (Refer To Page 17)

Want Me & My Team To Build Your Very Own High Converting VSL Sales Funnel + AI Business Infrastructure That Prints CASH **DONE FOR YOU?**



Direct Message me on Facebook or LinkedIn and my team will help you get everything set up for you!

<https://www.facebook.com/sam.malsom>



MASTERY

Funnels

ULTIMATE FAST TRACK!

Direct Message Me On FB or LinkedIn
And Apply To Have My Team To Build
Your Sales Funnel For You WITHOUT
The Guesswork & Tech Headache Via
Our MASTERY FUNNELS...

DONE FOR YOU

SERVICE...

<https://www.facebook.com/sam.malsom>

Here's Everything You Get **DONE FOR YOU**...

- 1) Offer Optimization + Traffic Mastery Consulting!
- 2) **DFY** VSL That Converts From Day One!
- 3) **DFY** Ads Written For You By Me + Pro Copywriter On My Team!
- 4) **DFY** Emails Written By Me + Pro Copywriter On My Team!
- 5) **DFY** Content Package Targeting The 3 BIG Problems Your Niche Is Suffering With
- 6) **DFY** AI Agent Integration So You Can Book Appointments On Auto-pilot!
- 7) **DFY** Appointment Setter + Sales Rep Hiring Protocol + Consulting!

DONE FOR YOU Ads

Launch & Profit. Instantly



YOUR UNFAIR ADVANTAGE

DONE FOR YOU Emails

Automate. Connect. Conquer.



YOUR EMAIL EMPIRE. LAUNCHED.

DONE FOR YOU VSL

Launch. Engage. Cash In.

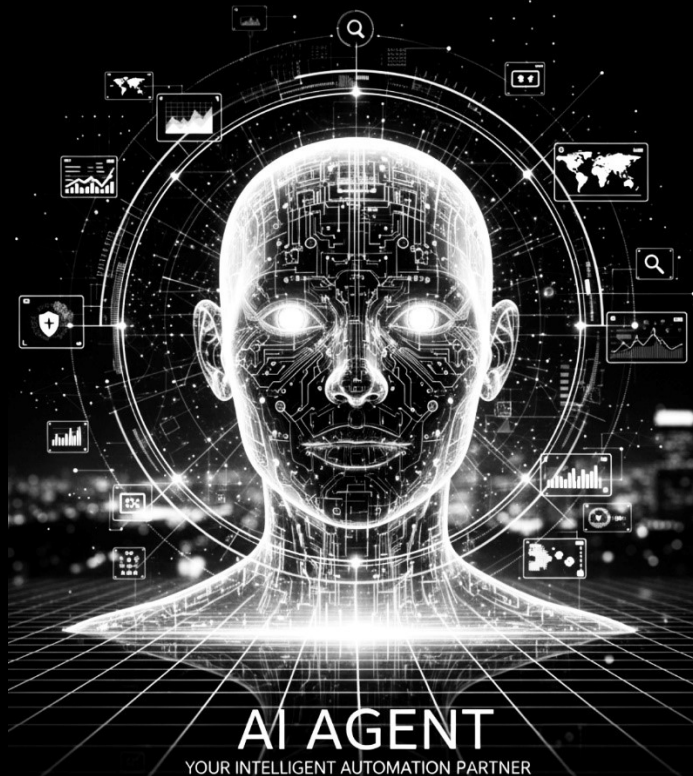
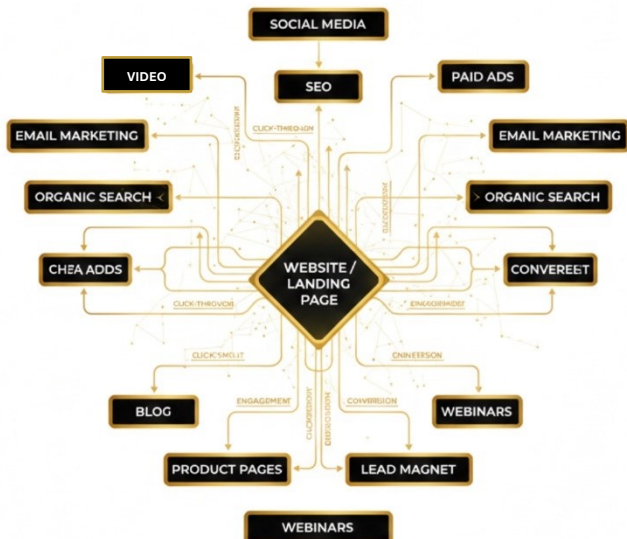


DONE FOR YOU CONTENT PACKAGE

Create. Publish. Prosper. Instantly



TRAFFIC MASTERY



Direct Message me on Facebook or LinkedIn and my team will help you get everything set up for you!

<https://www.facebook.com/sam.malsom>

**FREE BONUS VIDEO #1 – How One Of My Digital Mentors / Partners
Made \$20,000,000 From Funnels Before The Age Of 30**



<https://www.youtube.com/watch?v=gSYru3Cmckk&t=1492s>

**FREE BONUS VIDEO #2 – Hormozi Made \$105M In 48 Hours – VSL
Funnel That Prints Money!**



https://www.youtube.com/watch?si=MVV0idp9yMpwwX3k&v=2JfuWtr_f_k&feature=youtu.be

WELL DONE For Completing Module #8 of The Client Acquisition Accelerator Curriculum!

See you inside module #9... where we will dive deep into the 7-Figure strategies that will allow you to **become the BEST at FOLLOW UP!**

This is where we will build your **APPOINTMENT BOOKING + CASH CONVERSION MACHINE** using automation systems, because as I've already taught you... 70% of you sales will come from following up!

(Module #9 – Email Marketing Mastery + Social Conversion Follow Up)

Appreciate ya,

Talk soon,

Sam Malsom

Founder & CEO: <https://www.onlinewealthsociety.com/>

