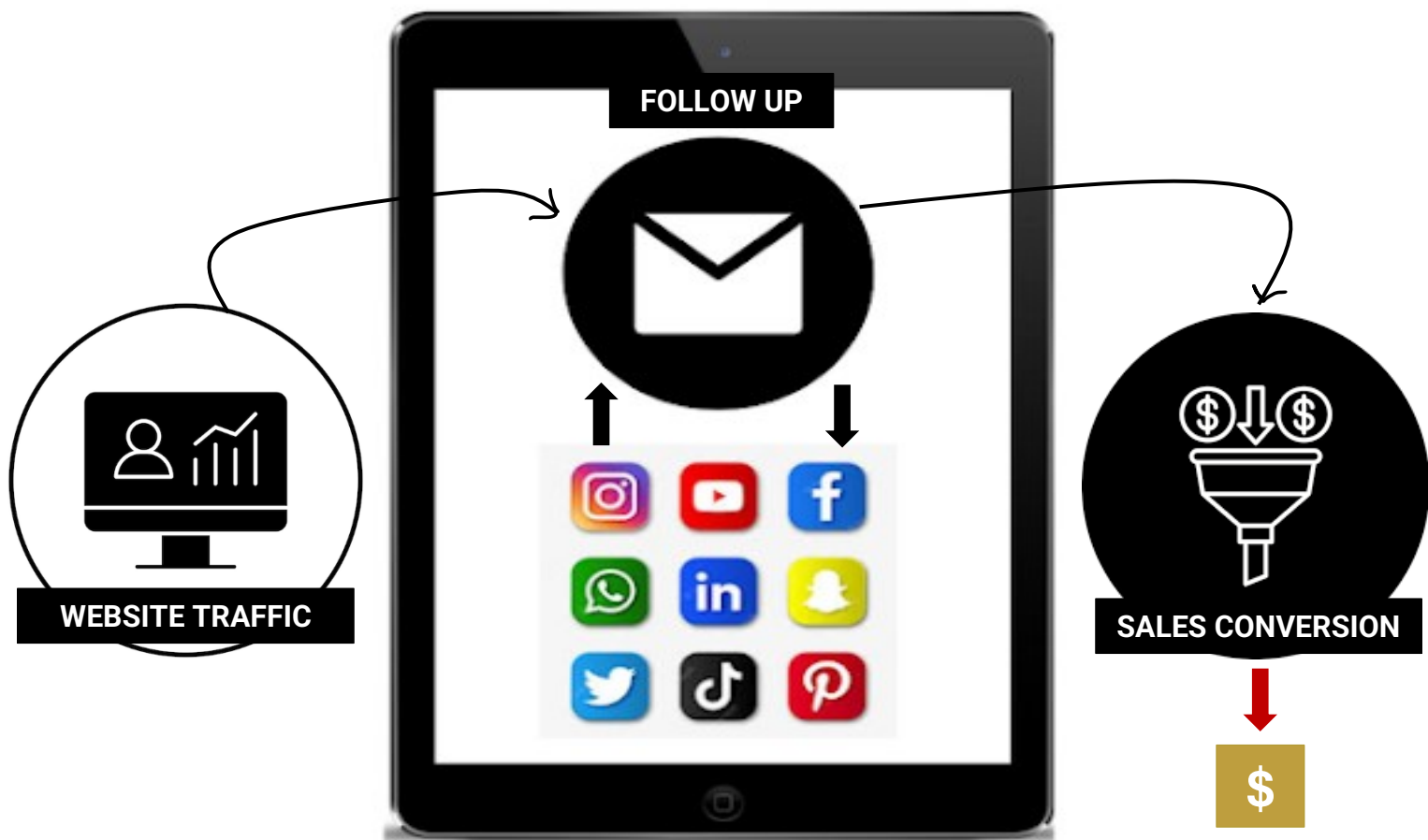


## MODULE #9 - Email Marketing Machine & Social Conversion Follow Up!



Discover How To Create Your  
'Follow Up-Automation-Conversion Machine' That Automatically Books  
Appointments, Prints **CASH** & Even Works For You While You Sleep!

Hey, its Sam & welcome to module 9 of the Client Acquisition Accelerator curriculum –

**(ADVANCED - Email Marketing Machine & Social Conversion Follow Up!)**

I am so excited to share this valuable info with you because it can 5 - 10X your PROFITS!

You are doing absolutely FANTASTIC. Keep up the good work! 😊

You are well on your way to building a real internet business with the correct 7-Figure infrastructure... that produces **High-Ticket Sales On Demand** for you... if you follow the action steps I lay out at the end of this module!

So far during the **Client Acquisition Accelerator** curriculum we've covered the following:

🔑 **Module 1 – Million Dollar Strategic Profit Planning – Mapping Your Killer Niche + Client Avatar So You Can Dominate!**

🔑 **Module 2** – Engineering Your M.D.I.O (*Million Dollar Irresistible Offer*) For Rapid Profits!

🔑 **Module 3** – Millionaire Mind-set, Quantum Consciousness & Identity Shifting + First Based Principles of Massive Success & Results!

🔑 **Module 4** – 7-Figure High-Ticket Sales Secrets!

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

🔑 **Module 6** – 7-Figure Strategic E.B.M Content + Conversion Strategy!

🔑 **Module 7** – Neuro-Science Copywriting Blueprint - Ethical Stealth Influence & Persuasion!

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

Many years ago I figured out how to get 100 – 300+ leads per day onto my list. I was making sales but some months it wasn't consistent.

Back then my DESIRE was to **MASTER FOLLOW UP** so I could convert even more high-ticket sales. At the time I didn't have an email marketing + social media conversion machine working for me, like I'm gonna share with you here!

So I went on a journey and invested in a bunch of courses + coaching from the best of the best (EXPERTS) ... so I could learn how to follow up without being an annoying pest to my leads. I learnt from guys like Andre Chaperon, Frank Kern & Ryan Deiss.



And in this module #9... I am going to teach you the time-tested methods I've acquired after dedicating many years of my life mastering email marketing + follow up and I am going to hold absolutely NOTHING back!

Inside the last module... #10... I'll be walking you through **PAID TRAFFIC STRATEGIES** I learnt from 3 media buyers that have invested over **\$400M** in paid ads profitably! Super powerful and will literally transform your business, if you apply the knowledge.

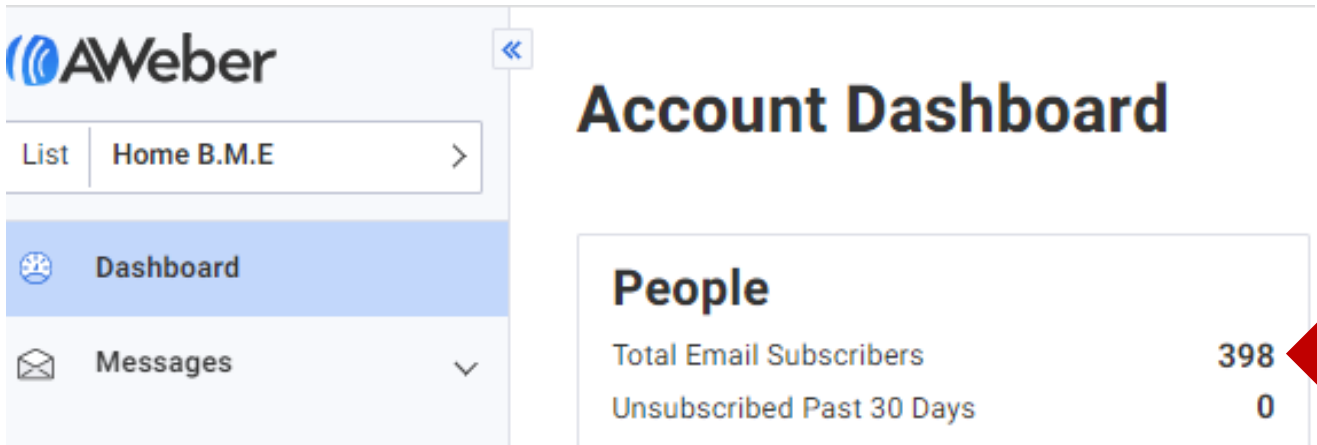
Without blowing my own trumpet too much LOL...

I am now a mastery level email marketer and follow up strategist. I would say it's one of my biggest strengths when it comes to running my online business.

To prove this to you... here are some of my credentials.

- I did an **underground marketing test** with a small segment of my list and made \$100,681+ from a list size of only 398 subscribers and a social media following of 4,900+ friends on my Facebook profile!

(Screenshot from one of my AWeber email autoresponder accounts)



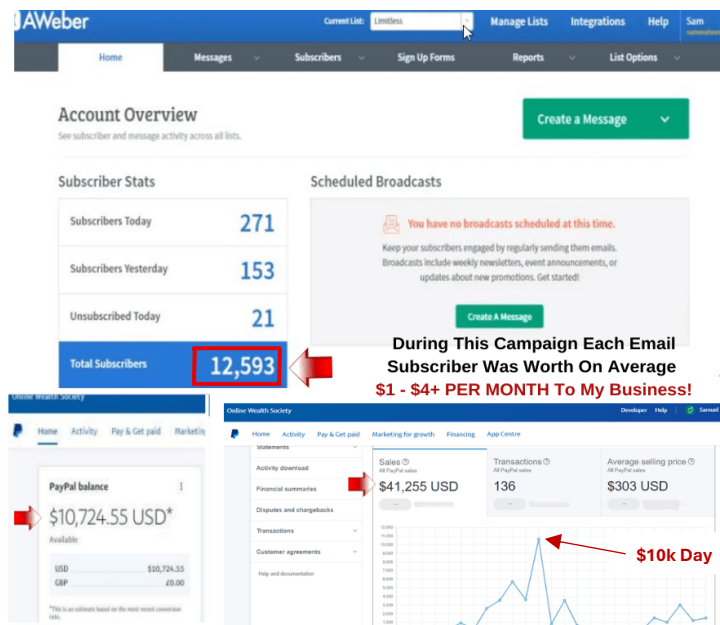
(Screenshot from one of my personal accounts)



Which means you do **NOT** need a big list to **make 6-Figures per year** with your online business if you follow what I share with you.

Many marketers can't even make \$3,000 - \$5,000 per month from a list size of 10,000 – 20,000 subscribers, because they simply do not know the knowledge and systems I'm gonna reveal to you.

- My previous biz partner and I made \$1,200,000 in rapid time by following up. If you added up both of our email subscriber bases together at the time... we had less than 20,000 subscribers + JV's and some affiliates!



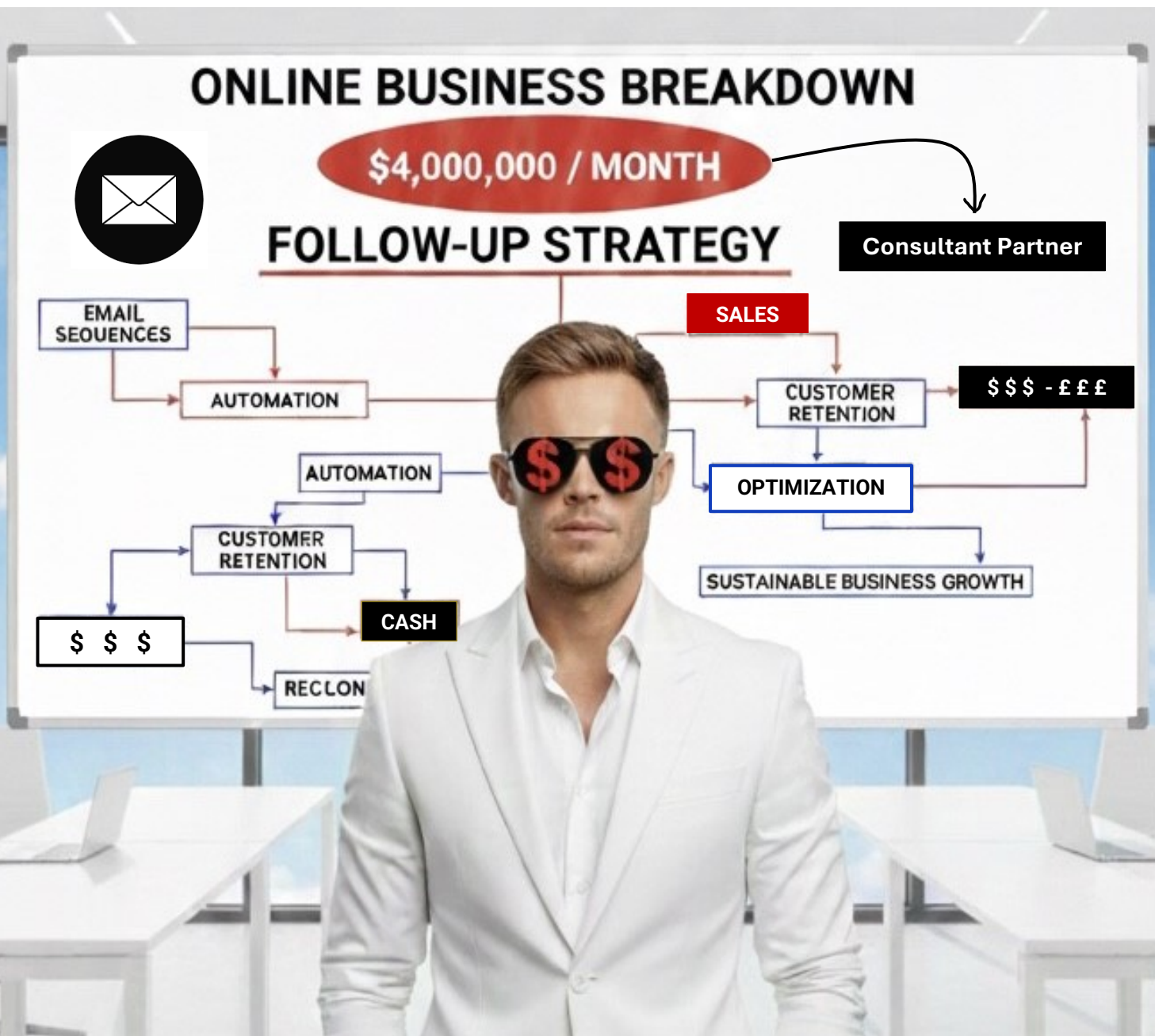
On top of that... as I've mentioned previously inside the Client Acquisition Accelerator curriculum, many years ago I was a consultant partner for a **\$150M direct sales company** doing **\$4,000,000 PER MONTH** every single month like clockwork. It was absolutely mind blowing.

The company is no longer around. However at the time, the Founder was **investing around \$1.5M in paid ads** each month and he was a top follow up strategist.

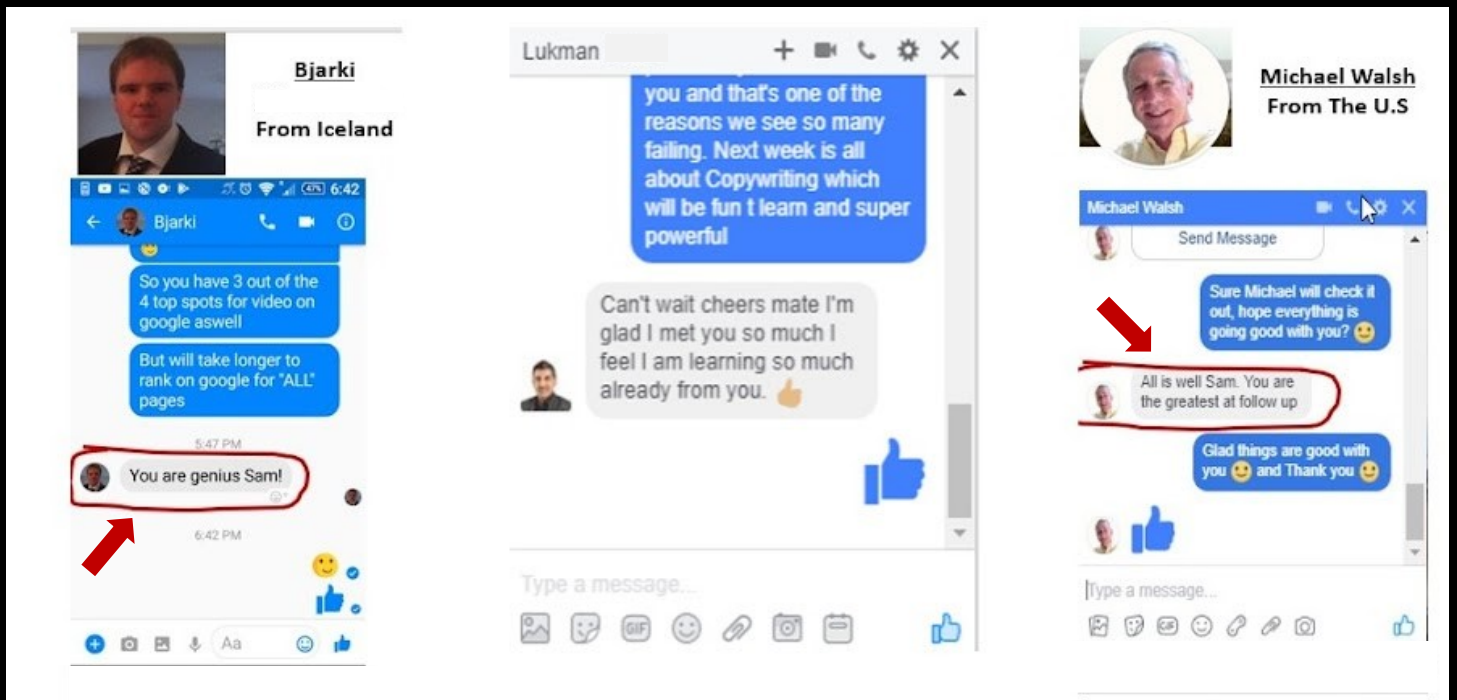
I learnt a huge amount directly from him. And I'm going to be sharing all the SECRETS with you here... that you simply can NOT find on YouTube or Chat GPT.

By the time you have finished this module and internalised what I am about to share with you. You too... will be one of the best on the planet at follow up, email marketing and social media conversion if you consistently **TAKE ACTION** on the critical knowledge!

*(Providing you have gone through and taken action on the previous 8 modules of C.A.A!)* By the end of completing the action steps of this module you'll have a machine that runs for you so you can book calls, get email replies with prospects that are interested in buying, create DM sales conversations and produce profits on demand everytime you send an email.



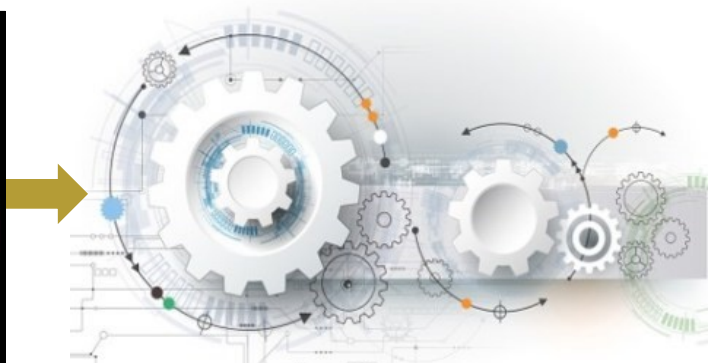
And here's a screenshot from some of my past students to demonstrate my expertise...



➤ Inside this module I will also be breaking down the psychology of a...

## **[6-Figure Email CASE STUDY in ONE DAY] One of My \$30M Mentors Leveraged To Make \$149,670 In ONE DAY From Sending One Email To His List!**

Obviously I'm not guaranteeing you're going to do the same... I only share this as an example of what is possible. However, what if you could do 10% of that? That's nearly 15K in a single day. Or what about 1% of that? That's \$1,496 per day. This is the tremendous **POWER** of building a targeted audience and implementing the...

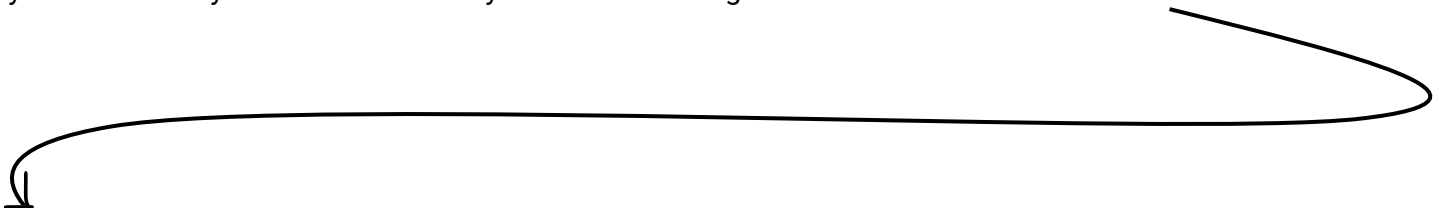


From this module onwards **things start to get really exciting** because we're going to be building out your...

- **Follow Up System Which Is Plugged Into The Back-end of Your D-VSL Funnel + Value Eco-System &**
- **Teach You How To Drive Targeted Traffic & Generate Serious Leads That Have Money To Invest...**

...which is the lifblood of your business!

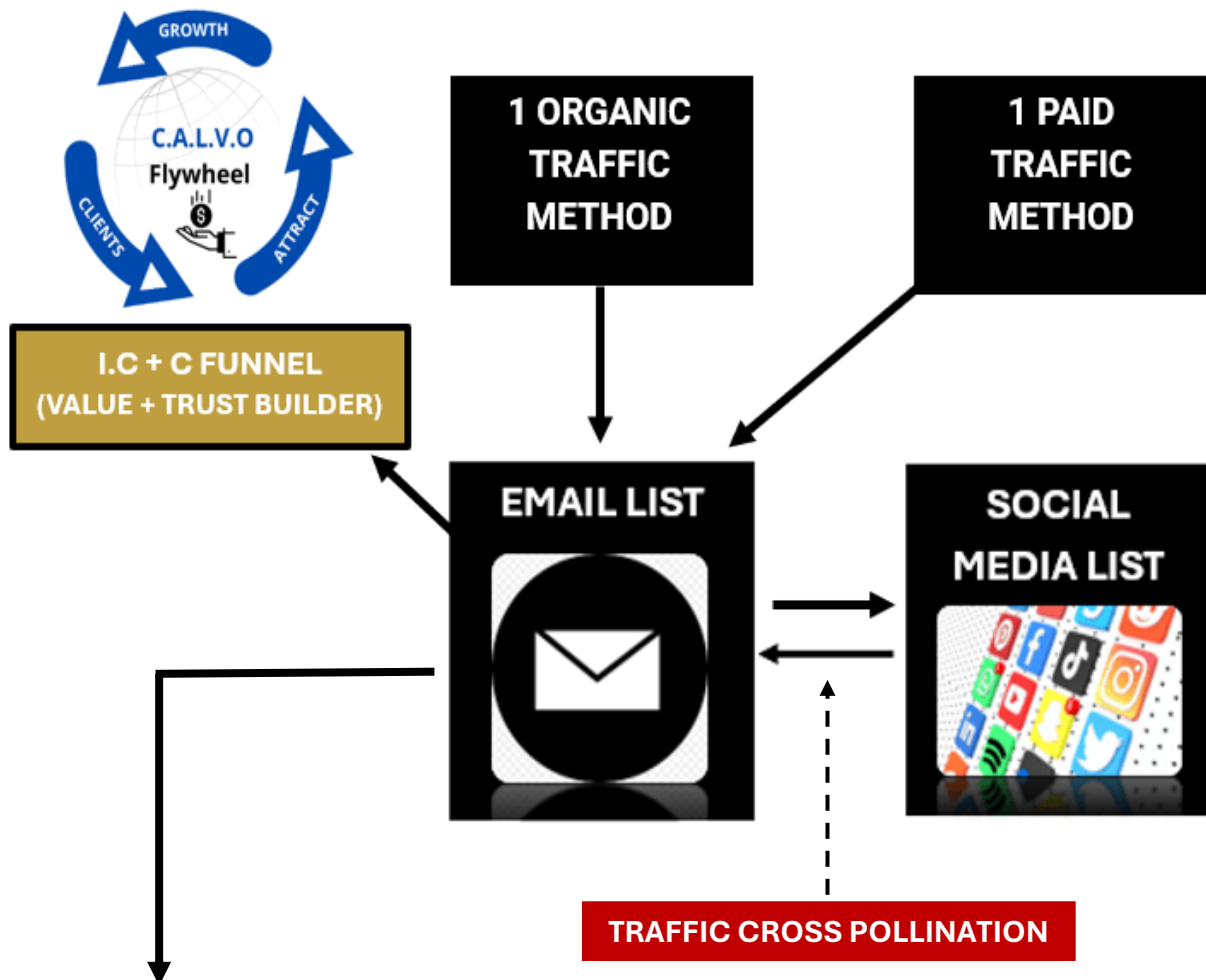
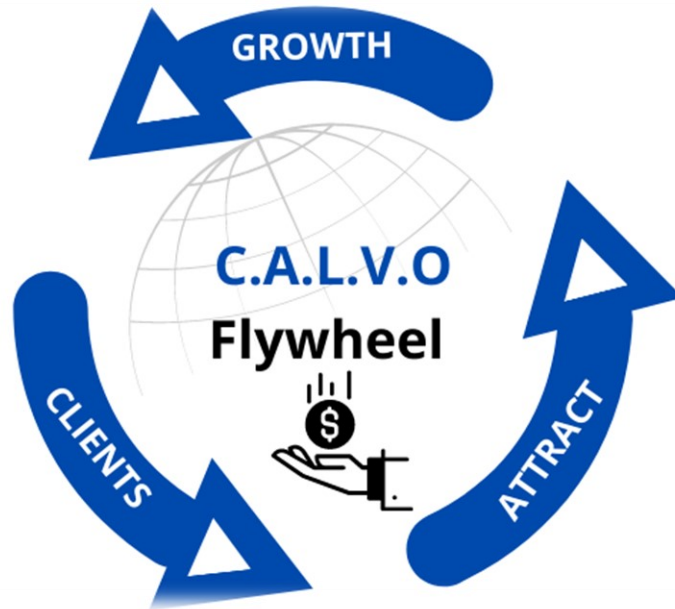
As you advance in your online business you'll have the 7-Figure **business infrastructure** + the...



# FLYWHEEL EFFECT

...built correctly leveraging the...

## C.A.L.V.O Protocol

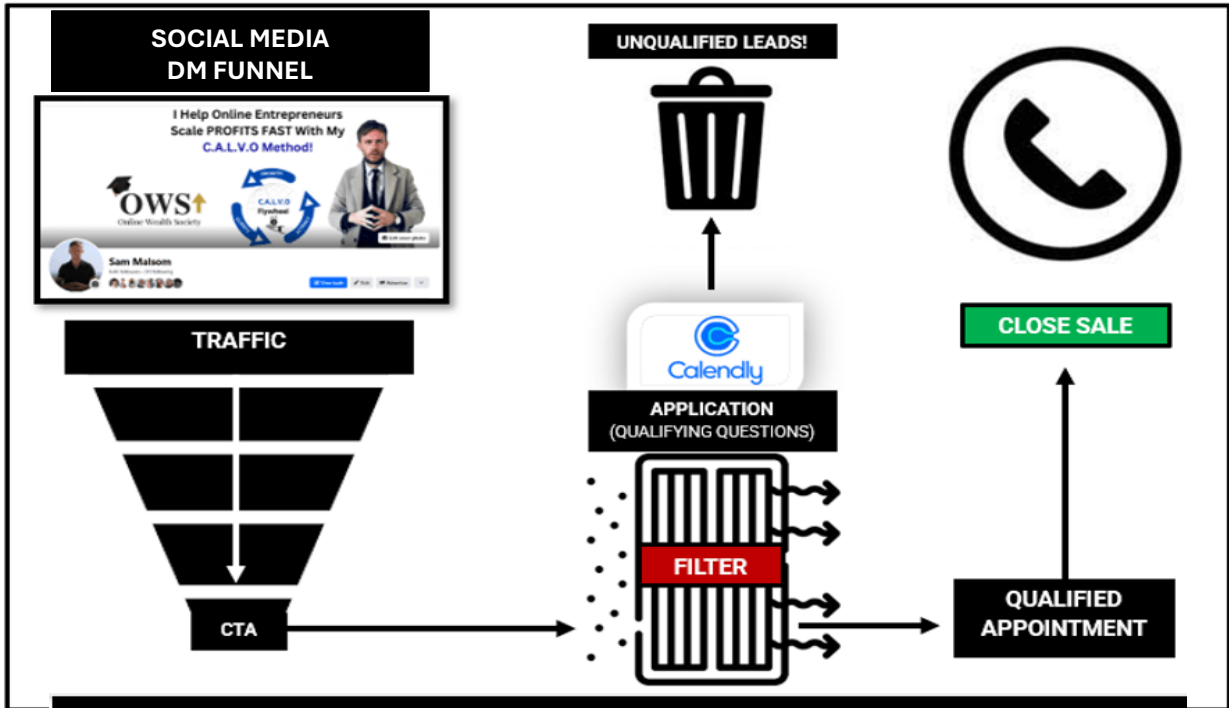
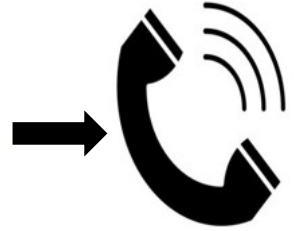


# DYNAMIC VSL FUNNEL

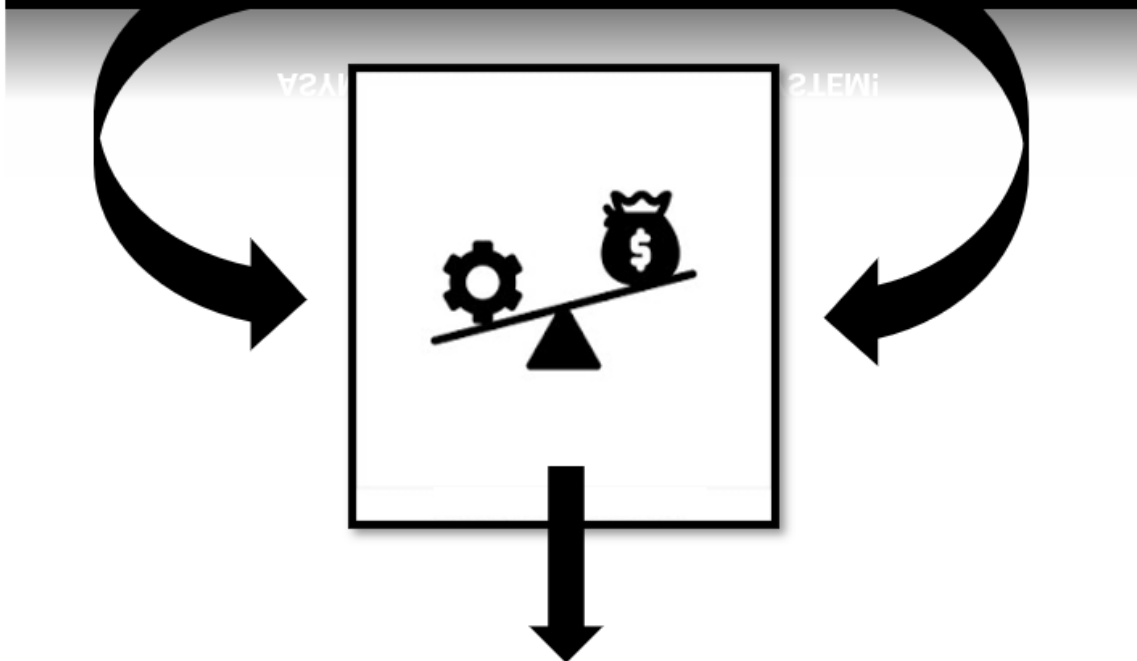


Client Attraction Secrets

BOOK YOUR FREE CALL NOW >>



## ASYMMETRIC E.B.M FOLLOW UP SYSTEM!



## 4 PILLARS OF CONVERSION FOLLOW UP



**EMAIL FOLLOW UP**



**SOCIAL MEDIA FOLLOW UP**



**PHONE FOLLOW UP**



**MASS WEBINAR FOLLOW UP**

**LEADS & PROSPECTS**



**AI AGENT**

- 1) HELPS WITH LEAD GENERATION
- 2) LEAD SCORING + DATA INSIGHTS
- 3) **APPOINTMENT BOOKING**



**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 2<sup>nd</sup> follow up strategy call so you or your sales reps can convert them over the phone!*

- CLOSE OVER THE DMs
- SALES PAGE
- + VSL
- + OFFER DOC
- + E.B.M STRATEGICAL CONTENT
- + WEBINAR

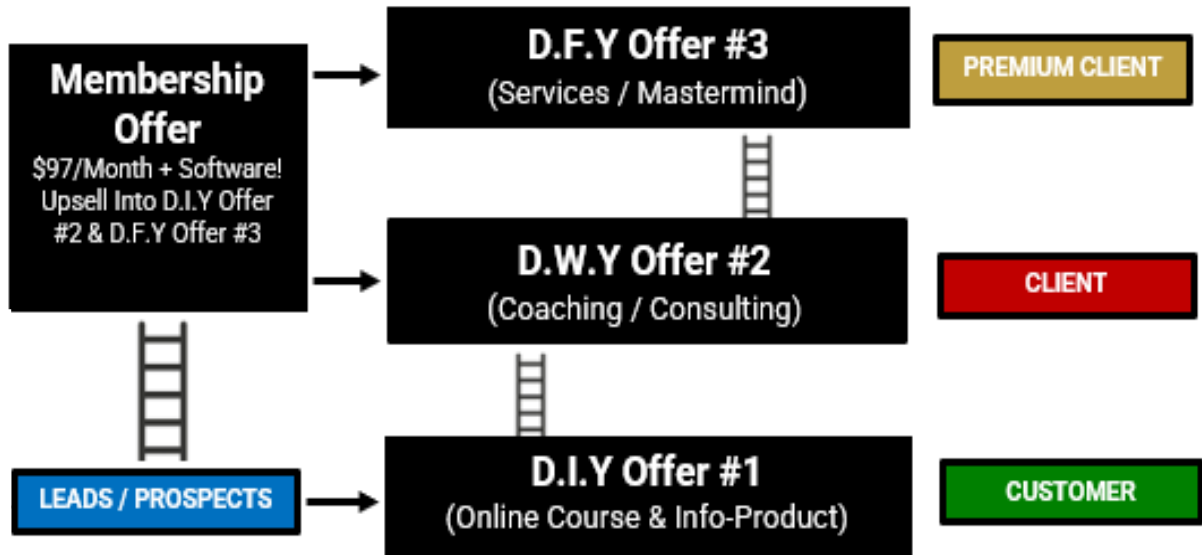
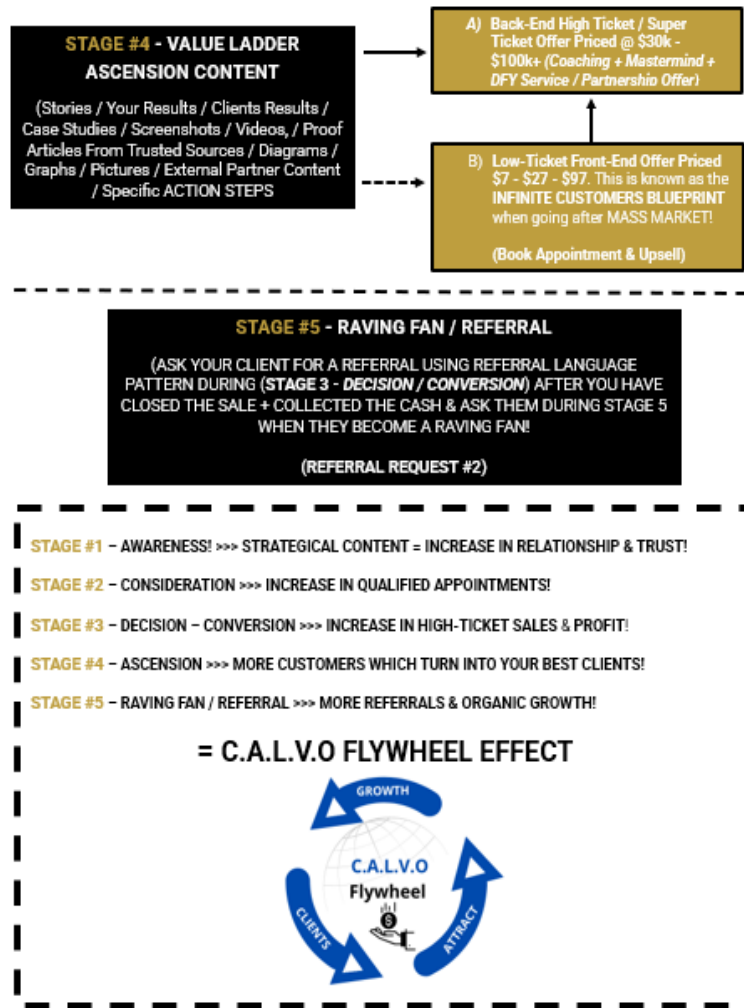
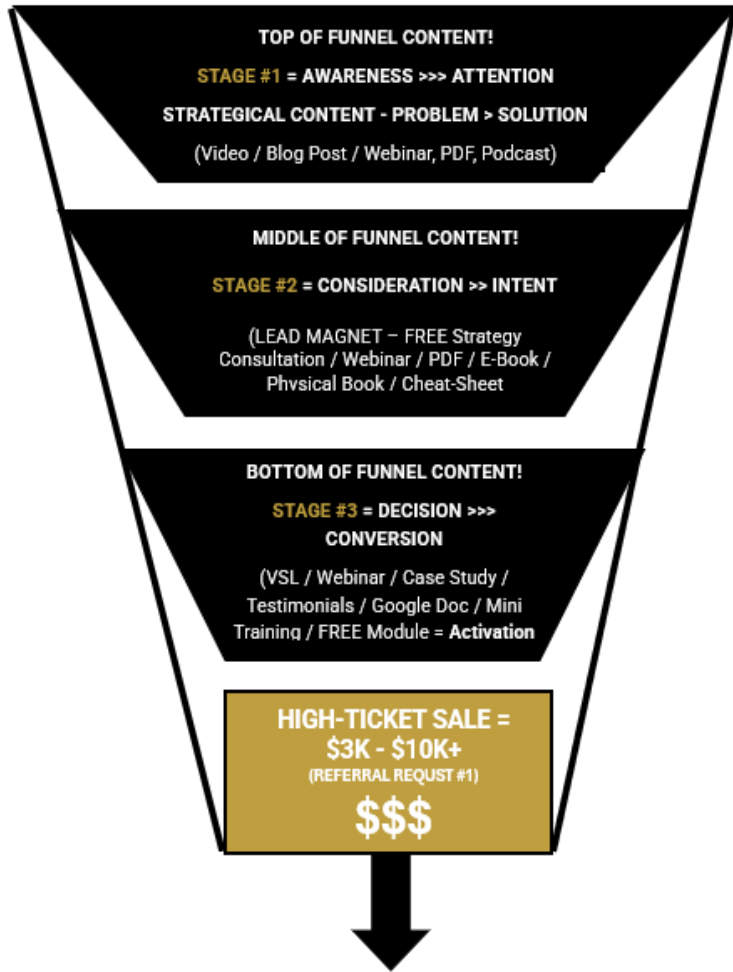
- BOOK 2<sup>ND</sup> FOLLOW UP CALL
- CLOSE OVER THE PHONE
- YOU = SELLING  
(IF YOU'RE MAKING LESS THAN \$100K/MONTH)

**TOP 1% A-PLAYER SALES REP(S)**

**IN THE FUTURE AN AI AGENT WILL SELL FOR YOU**



Diagram For L.V.O (Lead Value Optimization!)

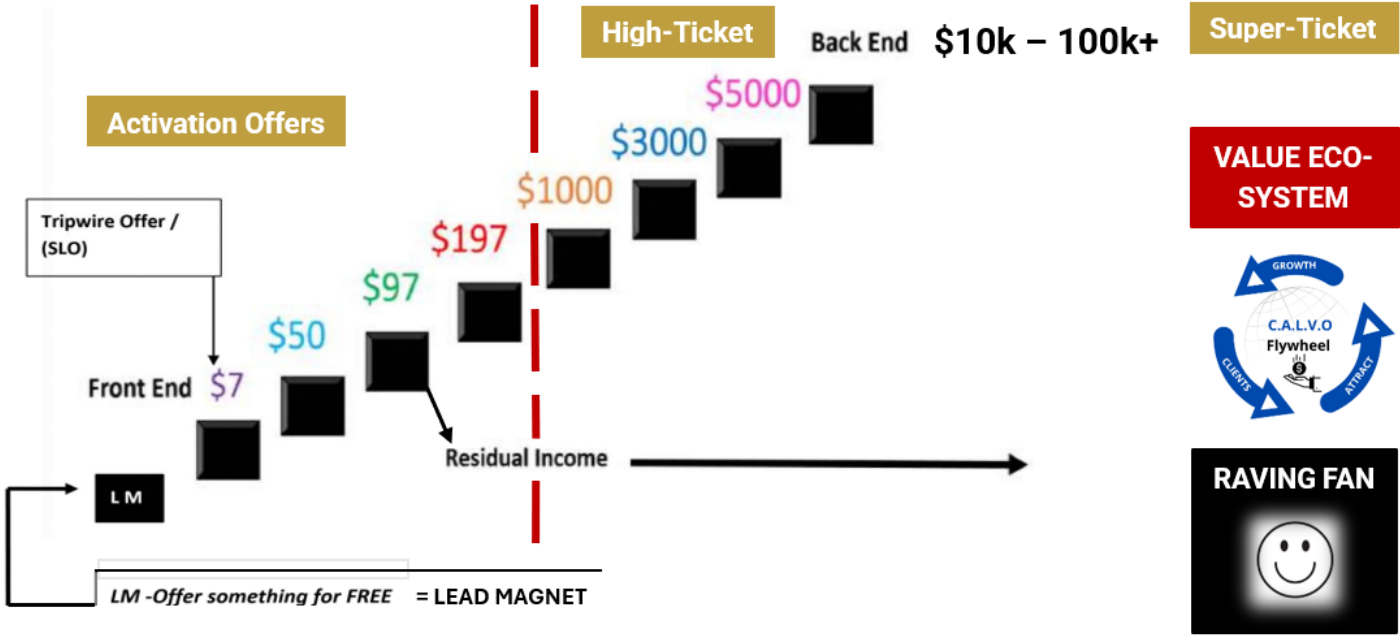


**THE FREE LEAD MAGNET + 3-STEP PAID OFFER STACK INCREASES YOUR ACV (AVERAGE CUSTOMER VALUE)**

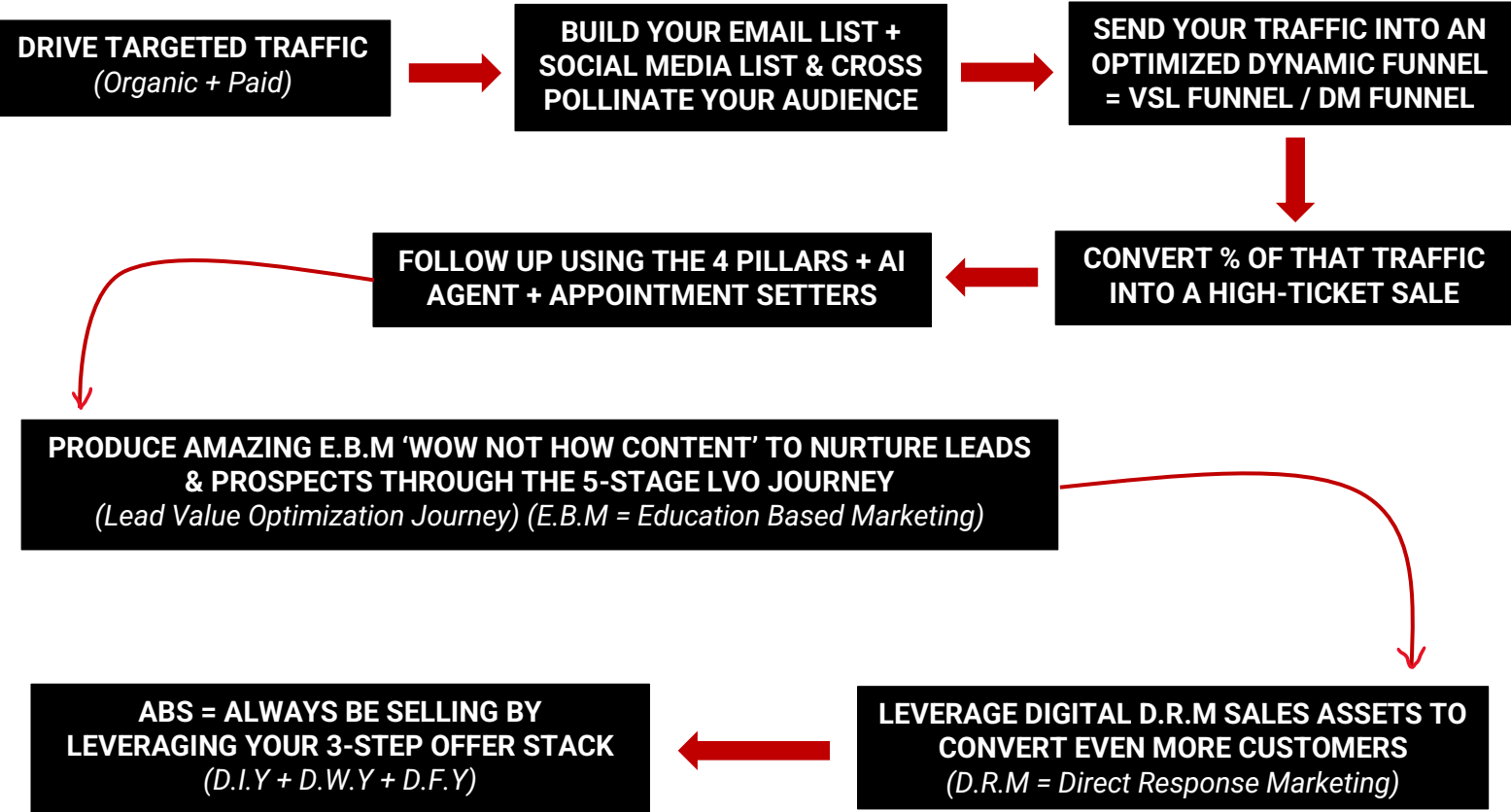
**ADVANCED IPS OFFER STACK TO GO AFTER MASS MARKET & INCREASE LTV (LIFETIME CUSTOMER VALUE) = VALUE LADDER ASCENSION!**

**Order Value Multiplier Offer Price Points**

**Value Ladder Multiplier Offer Price Points**

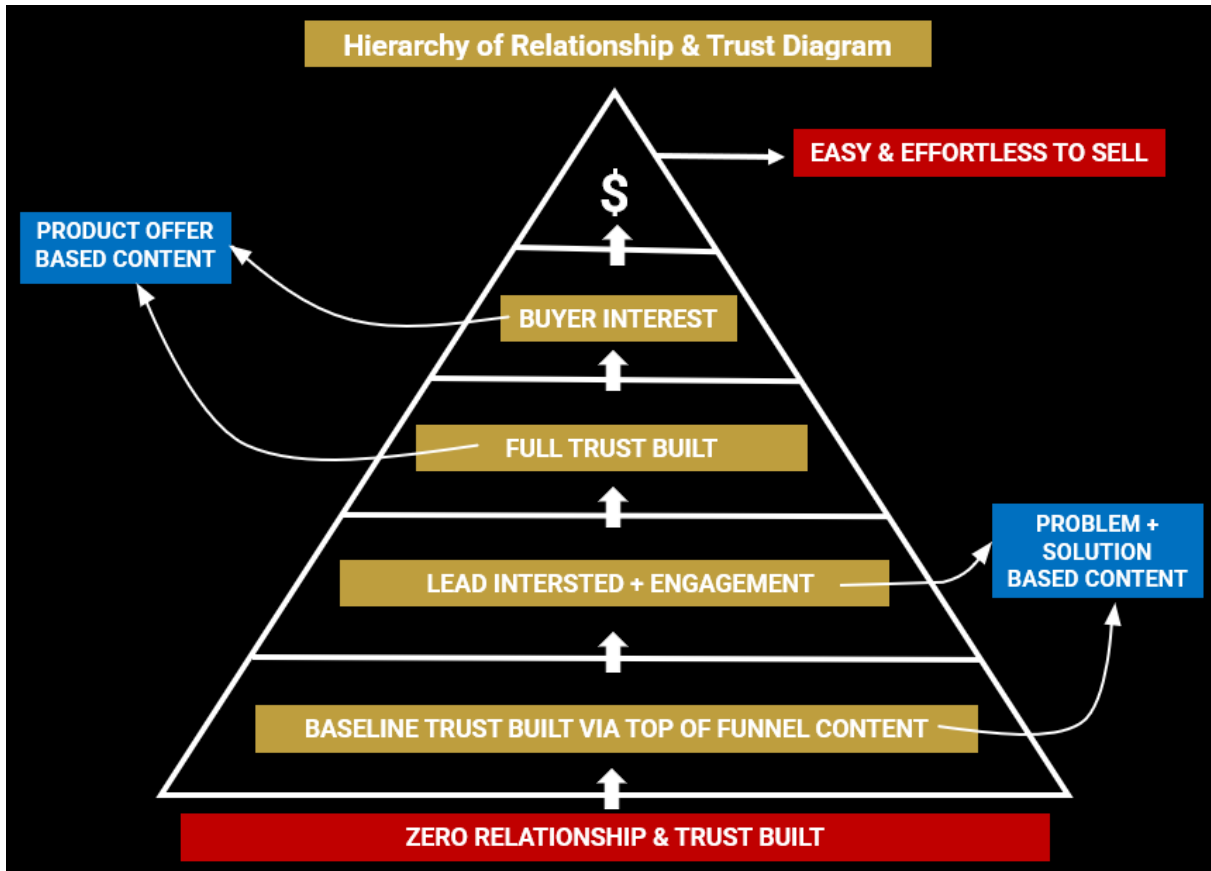


When we break the **C.A.L.V.O FLYWHEEL** down using first based principles thinking its **SIMPLE** and it comes down to this...

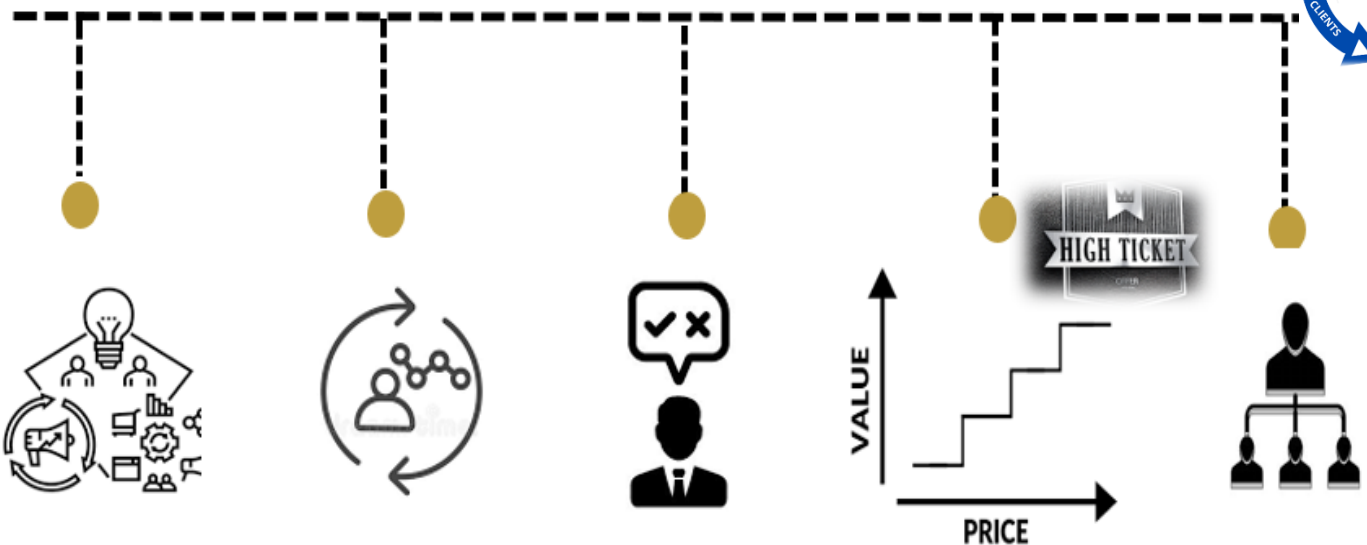


**ADVANCED: DEVELOP YOUR VALUE LADDER ASCENSION MODEL SO YOU CAN INCREASE BACK-END LTV & ACV**  
*(Lifetime Customer Value + Average Customer Value)*

When done correctly by helping your clients get **RESULTS** this acts as a **FLYWHEEL** that feeds back to improve the marketing and sales



## Customer / Client Buyers Journey



**AWARENESS!**  
COLD > WARM!

**CONSIDERATION**  
> INTENT!

**DECISION >**  
**CONVERSION!**

**VALUE LADDER**  
**ASCENSION!**

**RAVING FAN /**  
**REFERRAL!**

## The Power of 1000 Raving Fans When Leveraging The C.A.L.V.O Follow Up Method!

You don't need a massive audience to **become a millionaire** - you just need **1,000 RAVING FANS** who trust you, follow your process, and buy what you offer!

When you leverage the **C.A.L.V.O Method**, every one of those fans becomes more **valuable** because you're hitting them with consistent content, multiple conversion points, tailored DYNAMIC offers as they ascend your value ladder, and real results that compound over time!

Instead of chasing endless new followers, you turn a small, loyal audience into a **high-profit eco-system**.

And when each fan buys... let's say a \$3K - \$5k offer from you, refers others, and stays in your world longer... hitting seven figures stops being a fantasy and it becomes logical math and reality for you!

The higher your offer price point, the less raving fans you need!

For example, with a \$10k offer you only need **100 RAVING FANS!**

**\$10,000 X 100 = \$1,000,000!**

Make sense? Cool. Let's move onto...

## Why The C.A.L.V.O Method Works?

- 1) It Sky Rockets Your **APPOINTMENT** Booking Rate % Because You Are Sharing Valuable Content That's Built Around Your BMI (*Big Marketing Idea*) + Your U.M/M (*Unique Mechanism / Method*) By Leveraging The 4 Pillars of Conversion Follow Up!
- 2) It Allows You To Make Way More **PROFITS** From a Small Audience Because You Are Using Multiple Conversion Points!
- 3) If You Use The Dynamic VSL Funnel & / or The DM Fast Track Funnel, You Can Tailor Your Offer To The Specific Prospects Big Problems Which Enables You To Massively Increase Your **SALES!**
- 4) As You Advance on Your Journey You Can **SERVE** Your Entire Market On Different Stages of Their Journey (*Beginner / Intermediate / Advanced*) With Your Core 3 Step Offer Stack!
- 5) You Build Massive Amounts of Trust, Goodwill & The Relationship With Your Audience Because of The Amazing **VALUE** You Provide For FREE! As Time Elapses This Grabs The Attention Of The Right People Using Attraction Marketing & a Higher % of Leads Will Buy From You!
- 6) As Clients Come On Board, They Start Getting Better Results Which Feeds Your Marketing & Sales Process... Creating a **FLYWHEEL EFFECT** That Helps To Book Even More Appointments, DM Conversations & Close High Ticket Sales... = WIN – WIN! 😊

Let's dive deeper together into the...

# 🔑 Email Marketing Introduction!



Email marketing is one of the **highest leveraged activities** you can do in your business. A whopping 66% of email recipients made a purchase this year and there are over 4 billion daily email users.

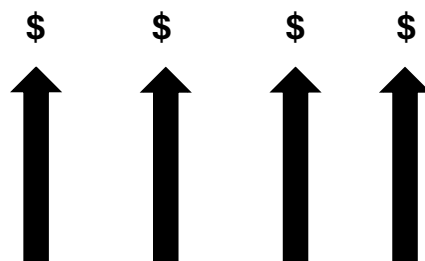
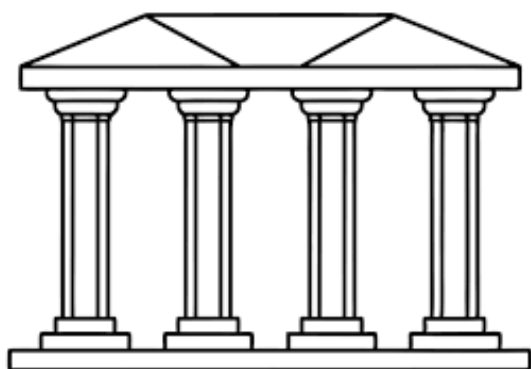
Here's some email marketing stats from the **MULTI-BILLION-DOLLAR** company **HUBSPOT**.



## Email Marketing Stats (Highlights)

1. There are 4 billion daily email users.
2. More than 40% of marketers saw budget cuts to email since the pandemic.
3. 64% of small businesses use email marketing to reach customers.
4. Nearly 1 in 5 email campaigns is not optimized for mobile devices.
5. Marketers who use segmented campaigns note as much as a 760% increase in revenue.
6. 35% of marketers send their customers 3-5 emails per week.
7. 78% of marketers have seen an increase in email engagement over the last 12 months.

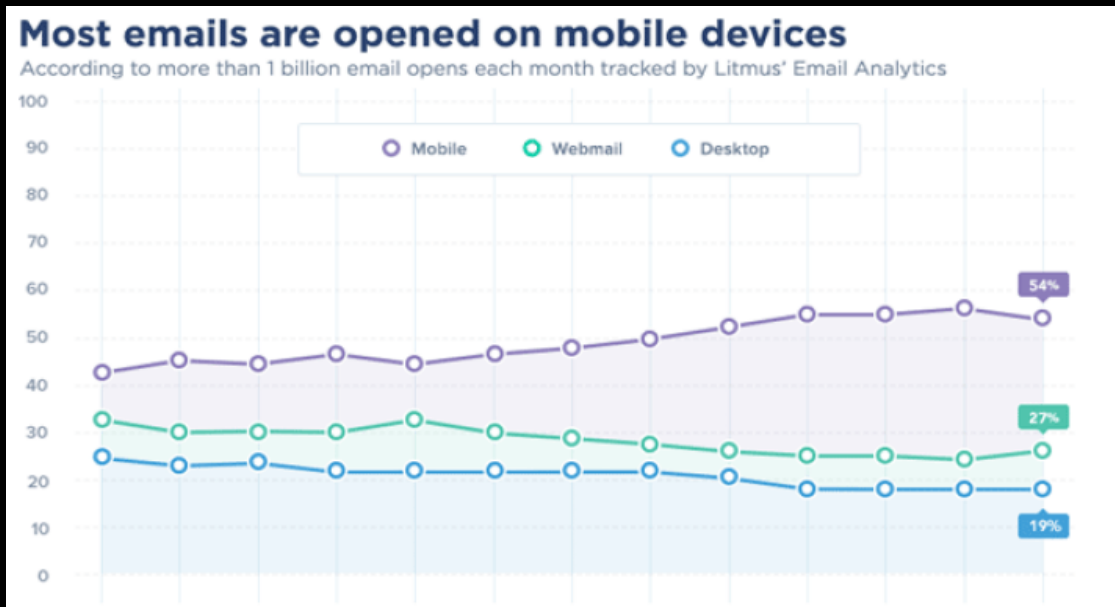
Email is still very effective but it's just one component of this **HOLISTIC FOLLOW UP** approach using the 4 pillars of conversion follow up. (**Email + Social Media + Phone + Mass Webinar**)



**APPOINTMENTS, DM's +  
SALES INCREASE!**

Again, it's **CRUCIAL** your emails are optimized for mobile. All email autoresponders have this built in to their software because many people use mobile to read emails.

Here's a diagram below... courtesy of [www.emailmonday.com](http://www.emailmonday.com) + **Litmus Email Analytics** after gathering data from 1 billion emails sent, proving that email marketing is still booming but has changed dramatically!



More and more people are opening emails via mobile which means marketers like you, and I... need to make sure our email marketing campaigns are mobile optimized for maximum results.

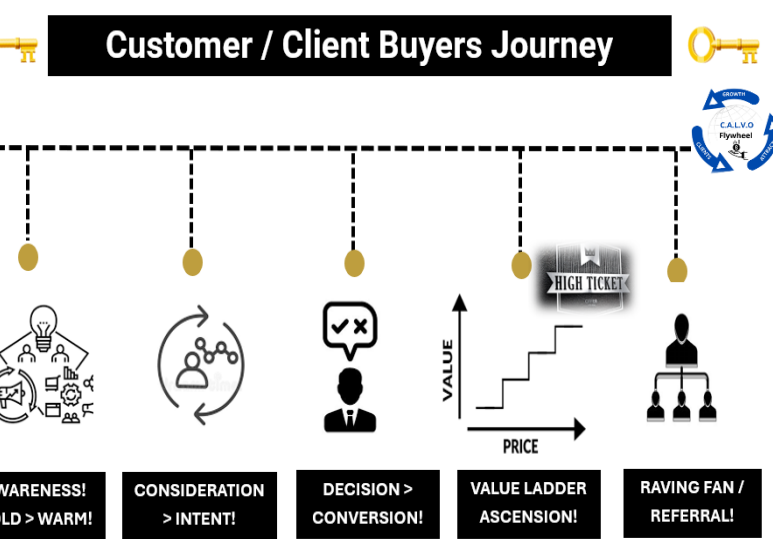
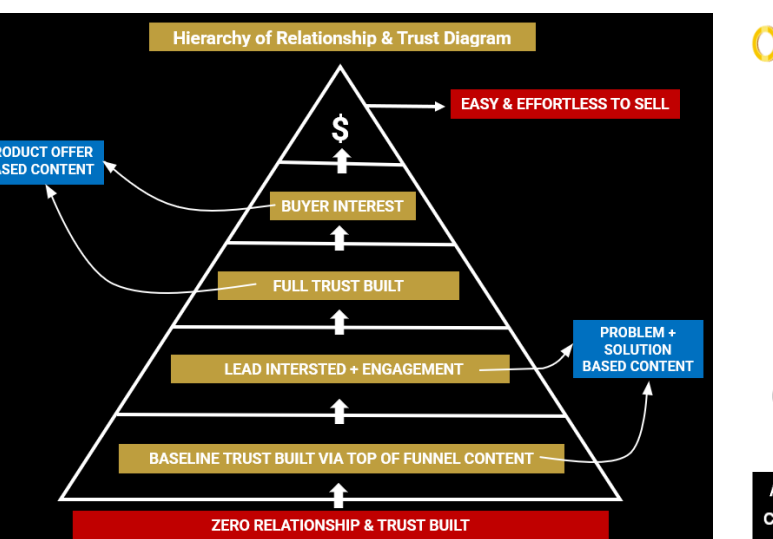
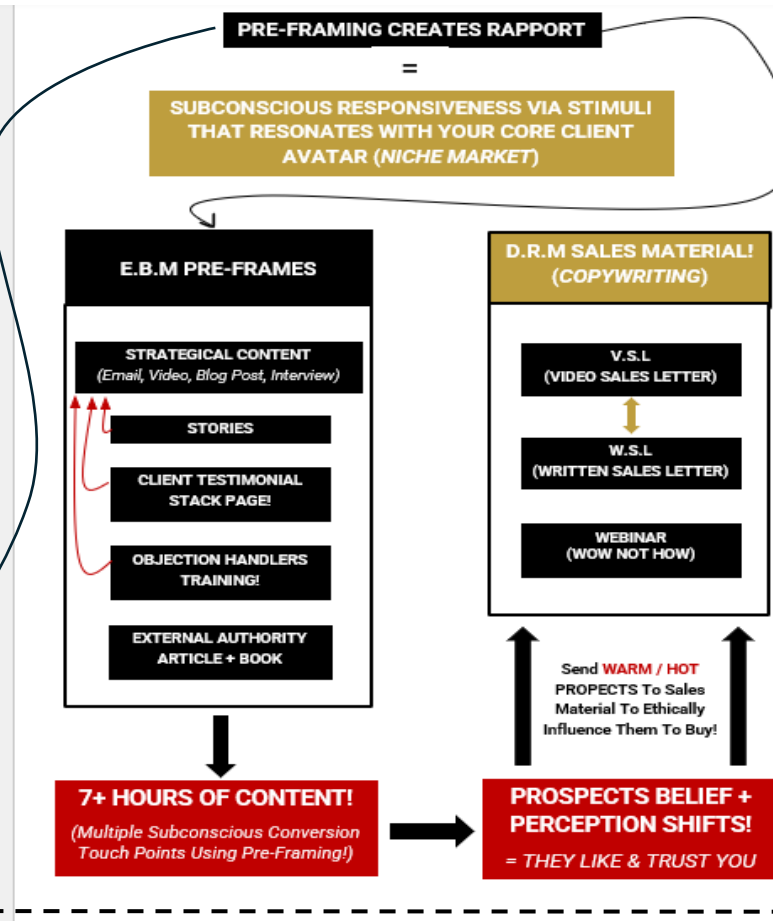
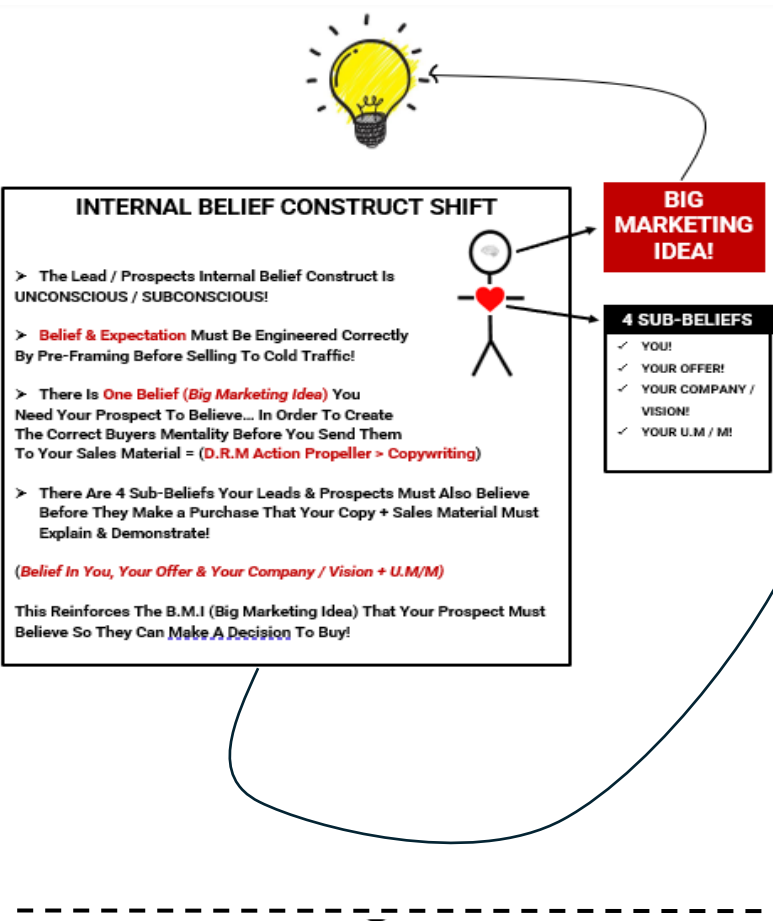
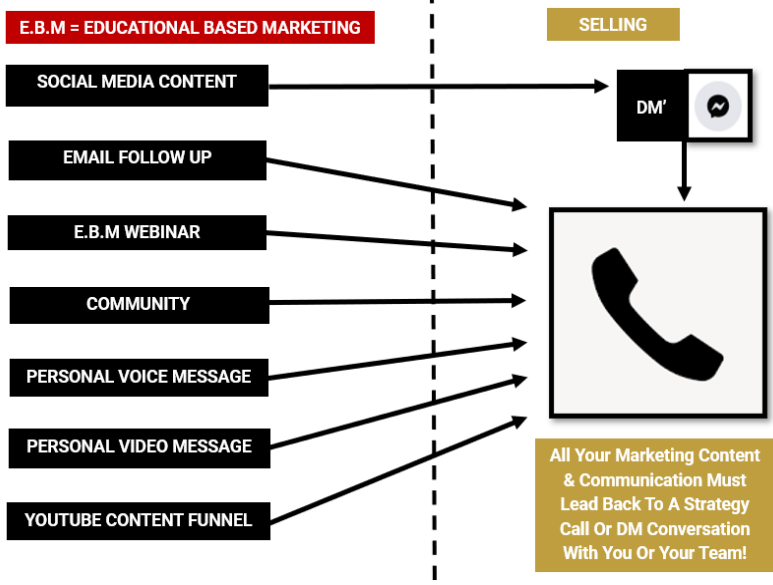
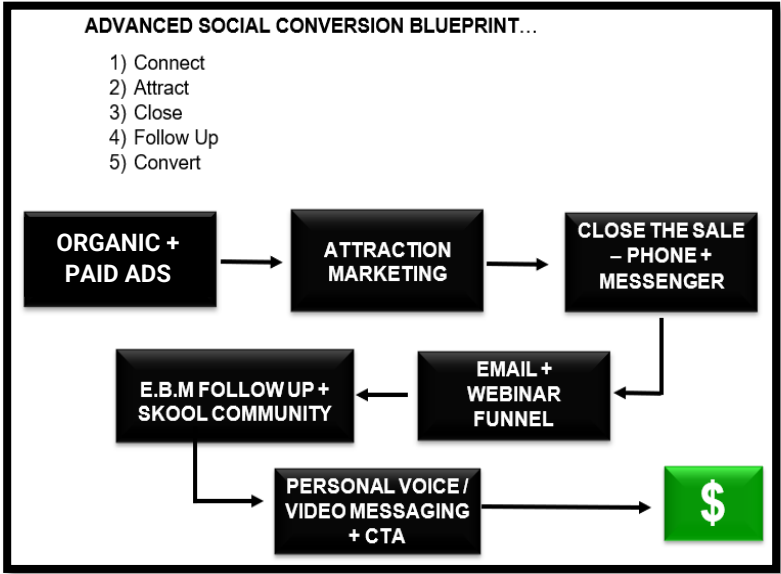
Your email list is one of the most important components of your online business. It enables you to send out information about your offer or a promotion with a link to book a call or to purchase directly to a limitless number of people as you build your audience. It also provides a communication channel... so you can share real **VALUE & EDUCATION** to build relationships with potential future customers and clients.

Some marketers out there have over 1 million people on their lists! Imagine being able to reach and promote your business to over a million people with the click of a button? Now that's **complete leverage**. Wouldn't you agree? Remember this diagram from the **Business Planning System** in module 1 of C.A.A?



It's vitally important you understand... everything is built around your **EMAIL LIST** before we move on to the more advanced cutting-edge knowledge, I'm going to teach you to book appointments & extract money from your list using automation systems. Before we do that, let's go over...

# The C.A.L.V.O Conversion Map



# 🔑 Buying Signals - Understanding The Difference Between Traffic, Leads, Prospects + Front-end Customers & Back-end Repeat Buyers

## TRAFFIC

Traffic is a large pool of people that do not know who you are, YET! Otherwise known as **COLD TRAFFIC!**

When you can convert cold traffic like I am about to teach you, **you will never ever have to worry about money ever again** and you will quite literally be mind-blown in terms of how much money you can make! It's the **holy grail** of online marketing!

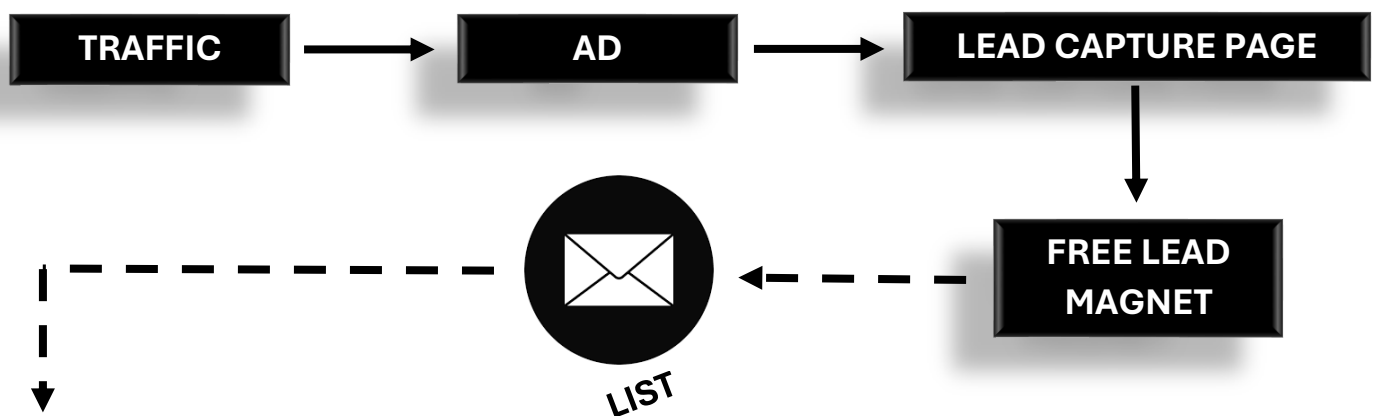
We can target these people on the internet using digital advertisements to grab their **ATTENTION** so they can become a lead and go onto your email list. By doing this you increase their **AWARENESS** around you!

When traffic becomes leads on your email list, this is otherwise known as **TRAFFIC THAT YOU OWN!** Traffic can be further broken down into 3 temperatures which we will cover in the traffic module!



*SPECIFIC GOAL FOR TRAFFIC:*

To get real people clicking on your ads that are targeted in relation to what you're selling! Your ad gets them to click over to your lead capture page / landing page and enter their email address to get the free lead magnet, and their contact info goes onto your email list... so you can follow up.



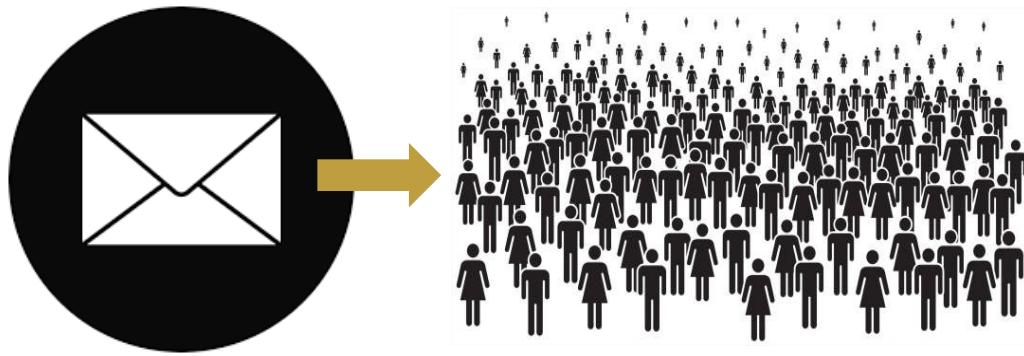
## LEADS

Leads are people that have shown an **INTEREST** in your industry / niche / offer by entering their email address into your lead capture page to get the free lead magnet.

This tells you that they are fairly targeted people because otherwise they would have left the page. Leads are people on your email list, and they can also be on your social media channels via your organic methods.

*SPECIFIC GOAL FOR LEADS:*

To build a relationship via emails, content, direct messages so they start to know, like and trust you & to turn them into a prospect.



## PROSPECTS

When a lead show's **BUYING SIGNALS**, they instantly become a prospect and must be treated differently with your follow up & marketing promotions.

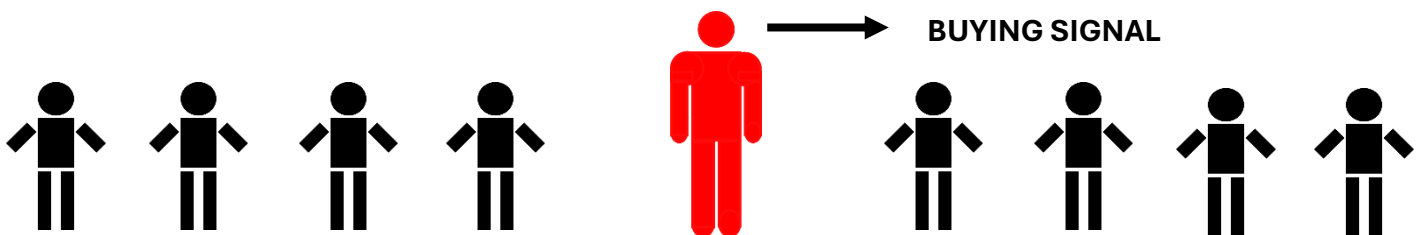
A buying signal is any form of action that shows that a lead maybe interested in buying your offer.

Buying signals can be in the form of:

- ✓ **Replying back to one of your emails**
- ✓ **Replying back to a Facebook, Instagram or LinkedIn message asking a question about your offer.**
- ✓ **Booking a strategy call / application call on your calendar**
- ✓ **Commenting on a Social Media post, blog post or video in relation to one of your CTA's**
- ✓ **A lead that has done a strategy call with you or your team but did not buy on the call (FOLLOW UP WITH PROSPECT TO CONVERT INTO CUSTOMER)**
- ✓ **A lead that has watch all of your VSL / webinar presentation but did not buy yet (FOLLOW UP WITH PROSPECT TO OVERCOME OBJECTIONS & CONVERT INTO CUSTOMER / CLIENT)**

*SPECIFIC GOAL FOR PROSPECTS:*

To take them through the million-dollar sales script, provide value to help them and turn them into a customer / client by presenting them with an irresistible offer... that can provide the solution to their problem and help them achieve their desired end-result.



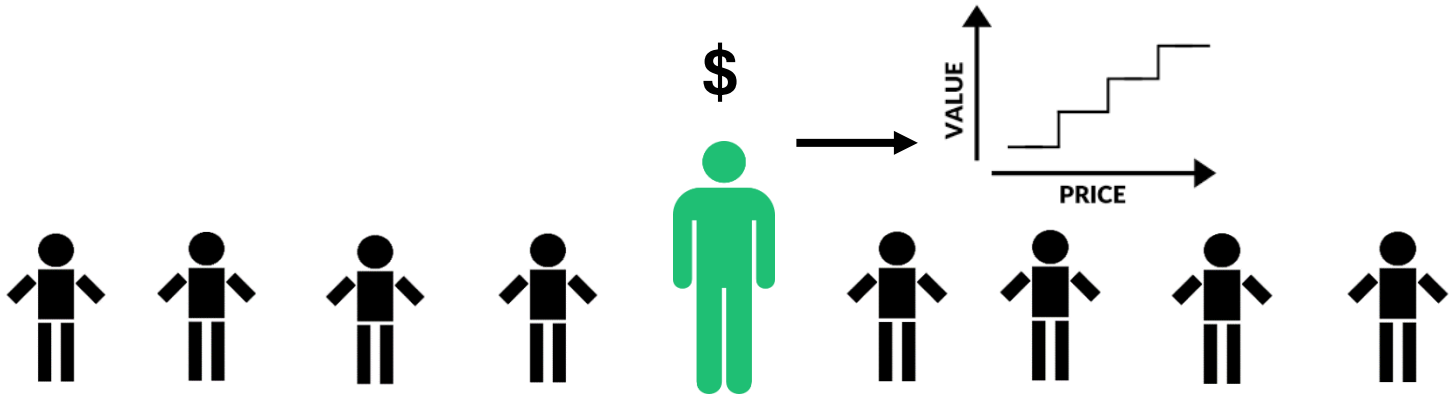
## FRONT-END CUSTOMERS

A front-end customer is someone who has purchased a front-end product from you usually via your email and follow up promotions in the price range of \$1 - \$500!

### SPECIFIC GOAL FOR FRONT-END CUSTOMERS:

Make sure they receive value from the front-end product. Let time elapse then call them up on the phone + send emails and present an upsell into a back-end product or service offer... to help **FAST TRACK** their **RESULTS** and success!

## 80% - 90% of Your Profit Margins Will Come From Your Existing Customers!



### BACK-END CLIENTS & REPEAT BUYERS

A back-end client is someone that has either purchased a front-end product from you and ascended your value ladder! Or a customer / client that has spent over \$2,000 - \$10,000+ directly with your business by purchasing a high-ticket offer.

The whole goal of your online business is to turn cold traffic into leads... leads into prospects and prospects into front-end customers (*if you're more advanced*) while providing insane amounts of value!

Then your goal is to ascend front-end buyers (*customers*) into back-end high-ticket buyers because this is where you can provide the most value and where the real profit is made!

All leads, prospects, customers & clients must be tracked in a CRM or excel spreadsheet!

### SPECIFIC GOAL FOR BACK-END CUSTOMERS & REPEAT BUYERS:

Help clients and customers get RESULTS and offer them other products and done for you services to help FAST TRACK their success.

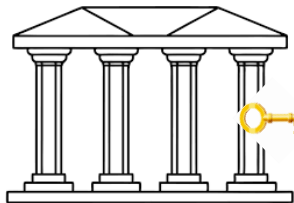
There will always be repeat buyers if you are targeting the right traffic!

For example: In my previous program... students that got access to the Online CONVERSION Formula info product + coaching program... needed QUALITY HIGH CONVERTING TRAFFIC when they began the promotional phase IF they were starting with paid ads...

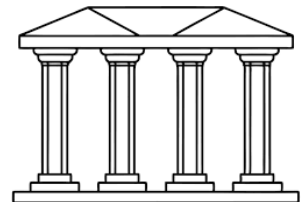
...so we offered **DONE FOR YOU** traffic via my **Top Earner Traffic Agency** exclusively available to clients of the program, where they got insiders only access to the best solo ads & CPA traffic that I personally used to build my email lists.

This helps fast track the students results while making us extra profit on the back-end. WIN-WIN!

Here's a real-life example of this happening



## 4 Pillars of Dynamic Conversion **FOLLOW UP** & Cross Channel Marketing!



Email is a very powerful mechanism to drive traffic and communicate with your audience. Years ago, you could make big money online by sending a few emails to your subscribers to buy an offer.

However, to do this nowadays you have to be a really good copywriter + media buyer!

In today's day and age, if you want to make more sales and profits, we need to indoctrinate the 4 Pillars of Dynamic Conversion Follow Up to convert leads & prospects into customers & clients!

This is a methodology I learnt while making \$100,681 in sales in less than 100 days... with ZERO PAID ADS because I wanted to...

- 1) **CULTIVATE & MONETIZE** my audience!
- 2) **MAXIMIZE** profits!
- 3) Give away **AMAZING VALUE** to my leads, prospects and customers to help them!

As you can see from the diagram... email marketing plays a crucial role in this proven 6 & 7-Figure follow up machine! To 5-10X your follow up process its key to implement 2 - 3 of the other pillars alongside email.



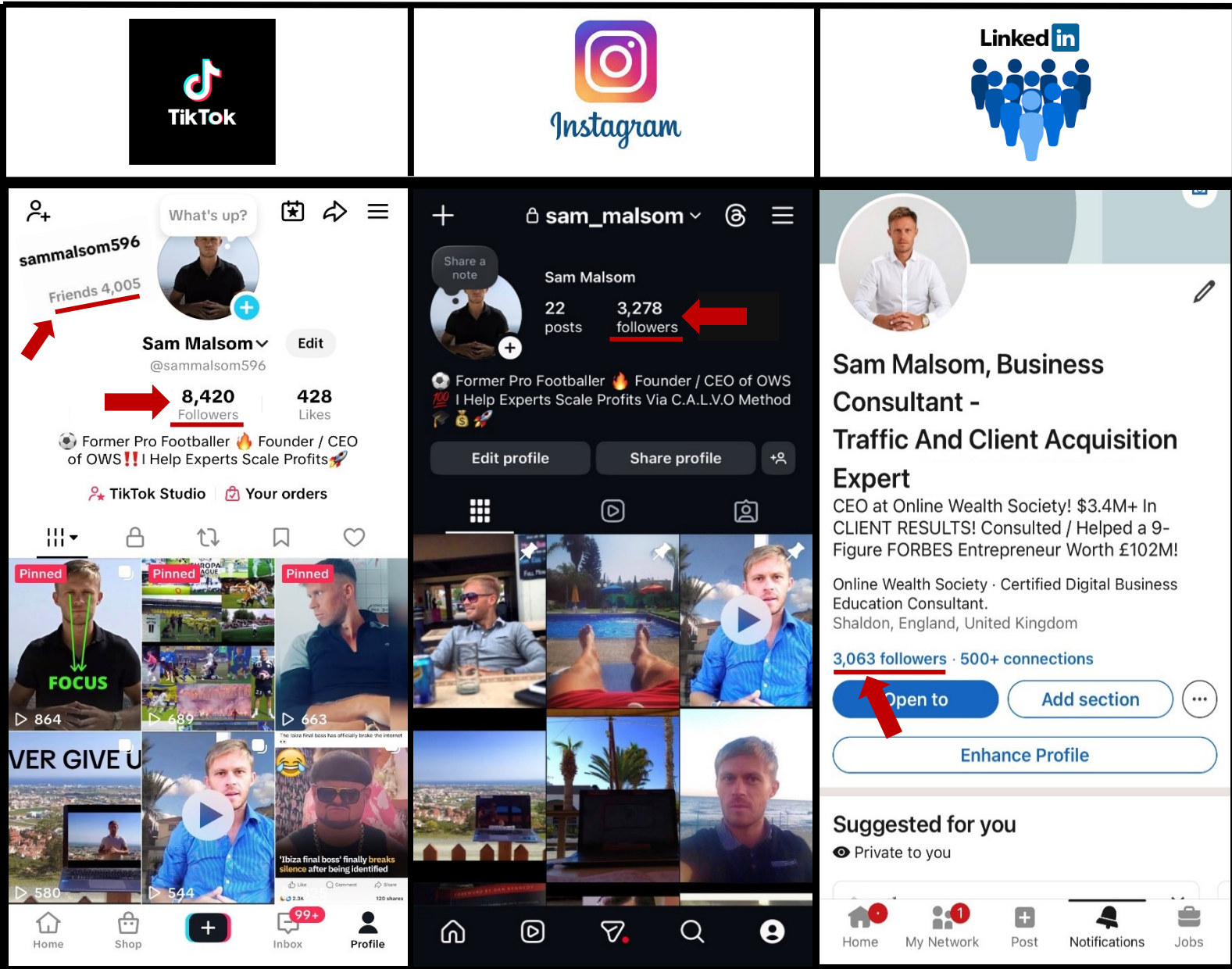
The goal here is to build your email list up to 10,000 - 20,000+ subscribers while also building your social media contacts (*Followers & Friends*) on Meta / Facebook, Instagram, LinkedIn, TikTok etc. (*pick one social media channel to start with to avoid overwhelm – my advice would be Facebook, Instagram, or LinkedIn*)

You can see from the screenshot below that I have nearly maxed out the 5000 friends limit on my Facebook profile. 99.9% of those 4900 friends are online business entrepreneurs that I added from targeted groups, or they've added me as a friend via my email list. SUPER POWERFUL!

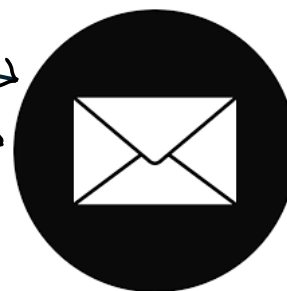
I have a further 6,327+ followers / friend request on my profile that have yet to be accepted. And a further 7,000+ followers on my Facebook page.

Totalling...

- **15,939** Followers / Friends Across My Meta / Facebook Profile + FB Page!
- **3,278** Followers On My Instagram!
- **3,063** Connections On My LinkedIn &
- **8,420** Followers On My TikTok + **4,005** Friends!



- **15,763** Email Subscribers On My List
- **1,003** Buyers On My Customers List



**Totalling...**  
**51,468 Followers, Friends + Subscribers**  
**Across My Social Media + Email Lists!**

This is known as **top of funnel traffic**.

Traffic on my social media channels (*some of which is non targeted because anyone can follow me and a large portion that is targeted*) filters down on to my email list, where I can follow up, convert a % which are then automatically added to my customer list.

My next goal is to continue to grow the TRAFFIC on these social media channels as well as begin to grow my YouTube channel which is a long-term play by producing content.



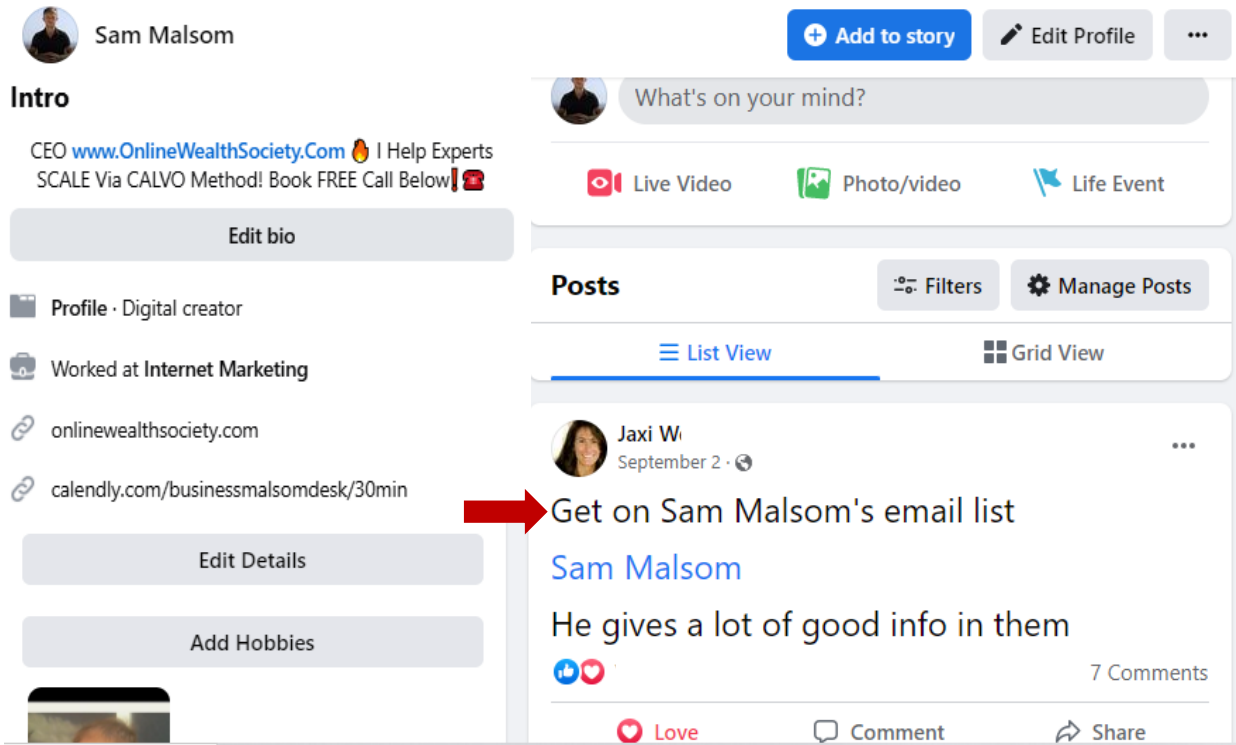
Click the link below this video training to subscribe to my YouTube channel... where I'll be sharing even more knowledge, insights & secrets on how to grow your business! There's also a clickable link inside this modules PDF manual.

>> <https://www.youtube.com/@milliondollarjourney-sammalsom>

When you apply this conversion follow up process correctly, you'll get people replying back to your emails and posting on your social media profile telling others to get onto your email list... like you can see in the screenshot below because of all the amazing info and value you share for free.

You'll then want to use **CROSS CHANNEL MARKETING** by getting a % of your email subscribers onto your social media channel (e.g. Facebook) and a % of your Facebook friends / followers from your free traffic methods onto your email list!

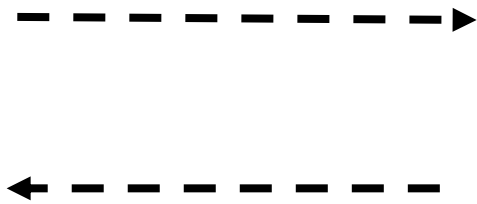
This is also known as **CROSS POLLINATING** your traffic!



**GET EMAIL SUBSCRIBERS ONTO SOCIAL MEDIA**



**GET SOCIAL MEDIA FOLLOWERS ONTO EMAIL LIST**



This builds trust faster giving you an unfair advantage! Here's some of those advantages.

- ✓ You can provide more value to your leads in the form of emails, social media posts, blog posts and videos.
- ✓ You'll build deeper relationships with your audience, which increases email open rates & conversions.
- ✓ You can isolate your email subscribers & social media contacts and sell to them 1:1 over Messenger App / DM's... which is much easier than just selling via email because you can diagnose their problem in real time, provide the solution (*YOUR OFFER*) and overcome objections... again... in real time.

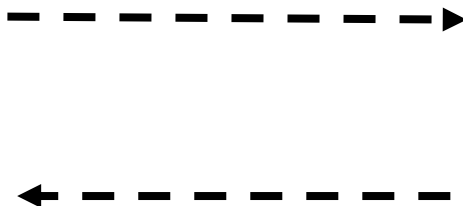
You can get to \$10k - \$30k+ per month just by applying what I taught you... by following the high-ticket sales secrets I taught you in the last module plus adding in email marketing and social media!

However, if you want to **SCALE your PROFITS to \$100k/Month & beyond... FASTER** and you are confident to jump on the phone + do a webinar (*online class that transitions into a CTA to book a CALL*) then this is where you can literally **TURBO charge your business!**

**SEND LEADS / PROSPECTS THAT DO NOT BUY ON THE CALL TO A FREE E.B.M WEBINAR WHICH PROVIDES VALUE, SHIFTS FALSE BELIEFS & OVERCOMES OBJECTIONS!**

**PROVIDE 'WOW NOT HOW' VALUE + CALL TO ACTIONS IN YOUR WEBINAR TO BOOK A FOLLOW UP CALL WITH YOU OR YOUR SALES REPS!**

*(This is where you can close them on the 2<sup>nd</sup> or 3<sup>rd</sup> call)*



- ✓ Adding in **PHONE FOLLOW UP** will allow you to build a **PERSONAL** relationship with your leads & customers and ultimately convert way more sales!
- ✓ **ADVANCED:** Adding in a **WEBINAR** that's **SPECIFICALLY** designed for your warm leads that are on your list and hot prospects that you've done a call with who are on the fence to buying...

...will position you as an **AUTHORITY** and you'll be able to convert **10x -100x** more of your leads / prospects into red hot buyers... while providing massive value using **E.B.M!** (*Educational Based Marketing*)

**IMPORTANT:** (*My advice is to create a webinar after you have got results and want to scale from \$50,000/Month to \$100,000+/Month and beyond!*)

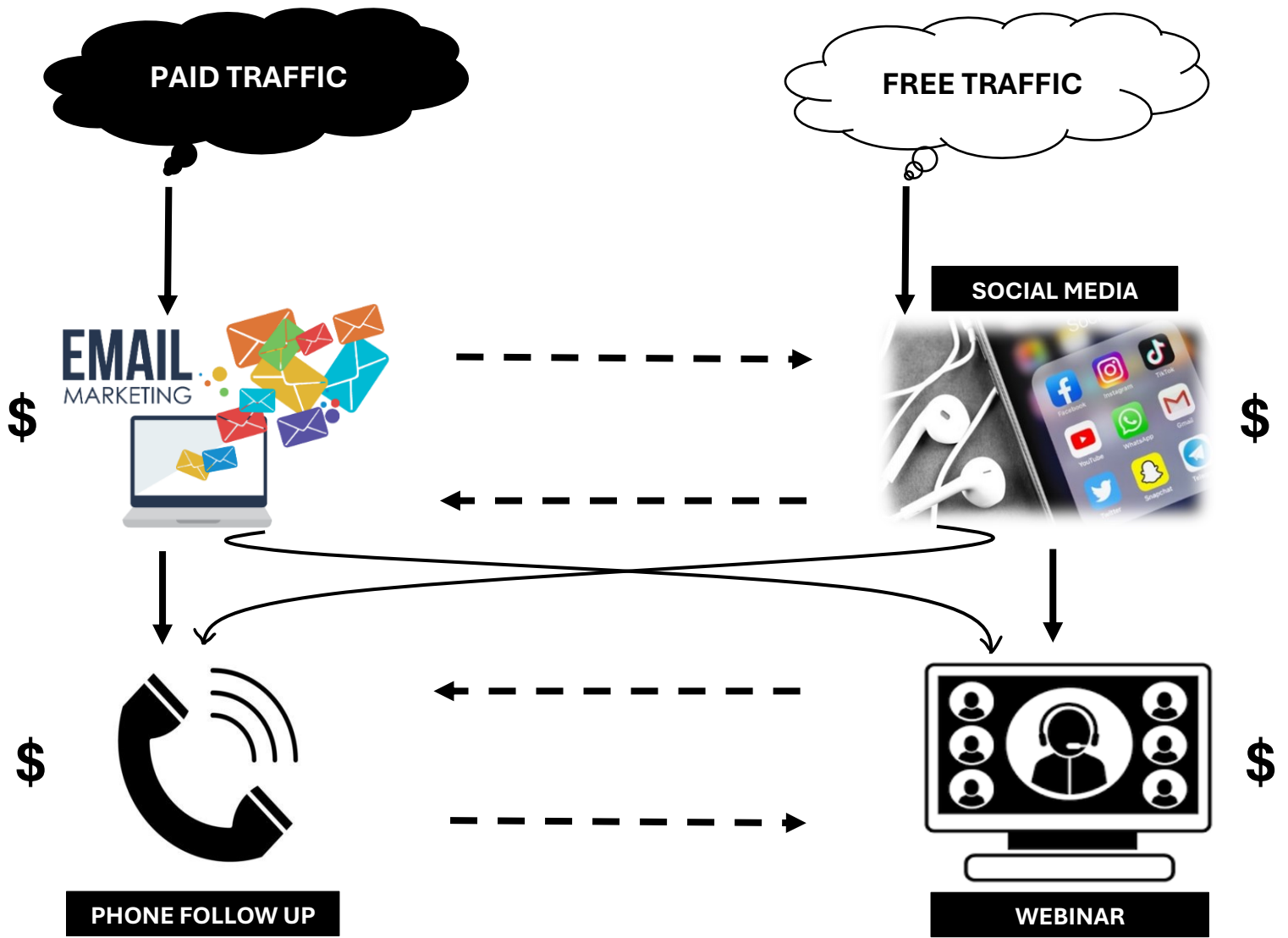
*You can do this webinar live or automate it by adding it to a page using your funnel software and then send the link directly after finishing a call... by first getting the prospects **COMMITMENT** on the phone to watch it in full...*

*This saves you massive amounts of time and increases the amount of people that watch your webinar in full.*

*(To start with... focus on **email marketing, social media and phone follow up**)*

Here's a diagram of how the 4 pillars of conversion follow up interlink with each other using **cross channel marketing** to get the sale!





*“But Sam, What If They Still Don’t Buy?”*

This is where you can leverage the  
**‘HAMMER THEM’**  
 strategy by CONSISTENTLY sharing  
**E.B.M STRATEGICAL CONTENT** in the form of...



- ✓ **1-2 Emails Per Day** (Autoresponder + Broadcast Emails!)
- ✓ **Videos “Wow Not How” Method** (Short Form + Long Form)
- ✓ **Social Media Posts** (Stories + Lifestyle + Educational Value)
- ✓ **PDFs / Articles** (Tips, Insights, FAQ’s, Objection Handling)
- ✓ **Case Studies** (Demonstrating Your U.M/M)
- ✓ **Proof + Results + Client Testimonials** (Increases Authority)

...& They're Either Going To Buy Over Time, Unsubscribe From Your List or Stay On Your List Until They Pass Away & Go To Heaven! LOL!

Because I Advise You Never Ever Stop **FOLLOWING UP!**

I've had people on my list for 1-3+ years opening my emails that have bought nothing... but because of my consistent follow up and the relationship I build via my free E.B.M content that shifts false beliefs and overcomes objections... they eventually reach a critical tipping point I call...

## RECIPROCITY INDUCTION!

This is where your leads and prospects have received so much FREE value from you via your follow up machine as time elapses, they subconsciously feel in debt to you.

They also now deeply believe in your offer, your company and YOU as the attractive character EXPERT that can take them from **point A** 😞 (suffering with big problem that's causing them to experience PAIN, STRUGGLE, FAILURE & FRUSTRATION) ...

...to **point B** 😊 being... (Big problem SOLVED by helping them achieve a state of COMFORT, ABUNDANCE, IMPROVED STATUS, BIGGER + BETTER RESULTS & MORE FREEDOM)

When they get to this point, they'll have reached a stage where they are **LOGICALLY** and **EMOTIONALLY** ready to buy from you... and all you have to do is hop on a quick call... or have a conversation over the DM's by sending them a link to buy and they will happily send you their money.

We're going to go deeper on E.B.M (Educational Based Marketing) content follow up as we go through the rest of this module together... so **PAY ATTENTION!**

Now you may be thinking...

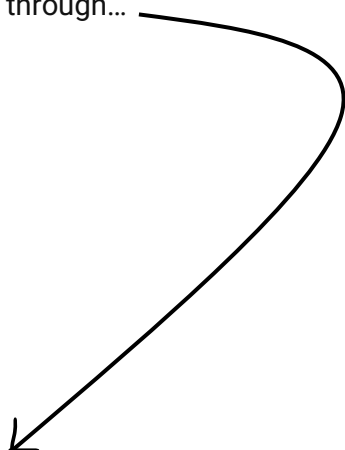
*... "that sounds AMAZING Sam, and I now understand how you made 6-Figures from a small segment of your email list of only 398 subscribers... but how do I get more QUALITY TRAFFIC so I can build my email list + social media list?"*

The way to build your list is through the paid traffic methods I'm going to be teaching you in the **7-Figure Traffic & Lead Generation Strategies** inside the next module #10... + organic / free traffic method I taught you inside module #5!

You'll also naturally begin to get FREE traffic organically by consistently posting your content on social media. But before I show you how to build your traffic up with paid ads...

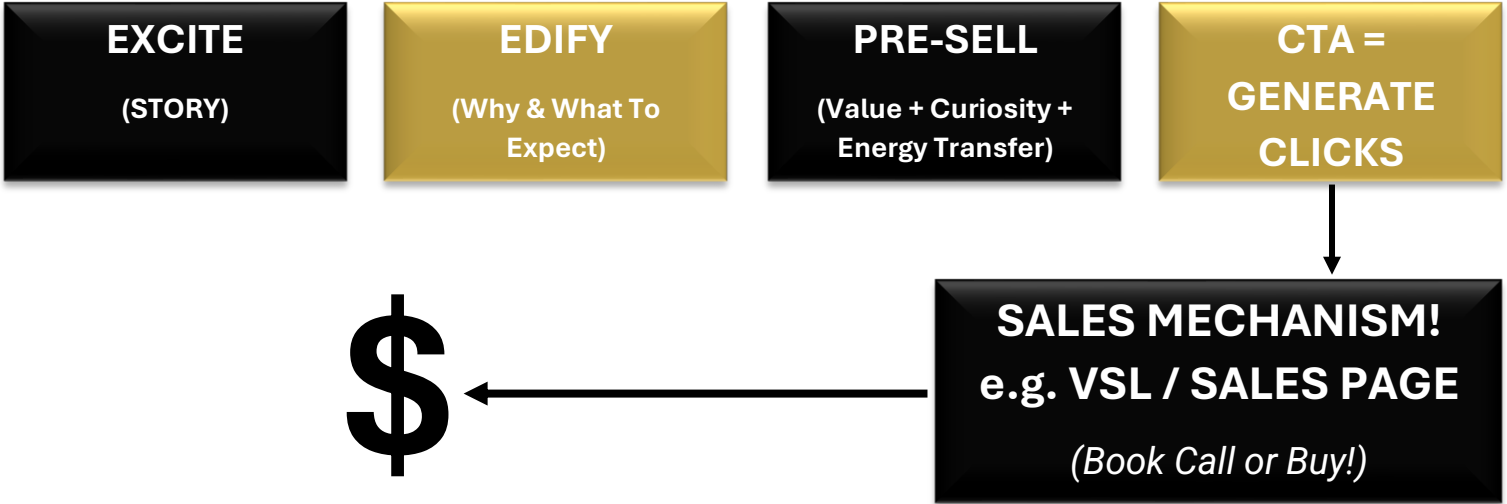
...you need to know how to cultivate and monetize the people who come onto your list and social media channels, so you can make a profit and put money into your bank account. That's what you're after, right?

Let's go through...



# 🔑 Your Role As An Email Marketer & Follow Up Strategist!

Your role as an email marketer is to **Cultivate & Monetize** your audience! To do that I advise you to create **Excitement, Edify** (tell them *why* and *what* to expect) and generate **Credibility** to get **CLICKS**. Prepare the subscriber by **Pre-Framing & Pre-Selling** before they head over to book a call or to the sales page to buy.



You can sell in the email now and then... but the majority of the time you'll want to send them to the VSL or a sales page. This is **DRM - Direct Response Marketing** which acts as digital sales assets that we talked about in the copywriting module.) This will do the majority of the selling for you by getting them to click a link in your email...

...or you can send them directly to book a call on your calendar. You can also provide a CTA to DM you a keyword to start a sales conversation on social media or tell your subscribers to reply back to your email.

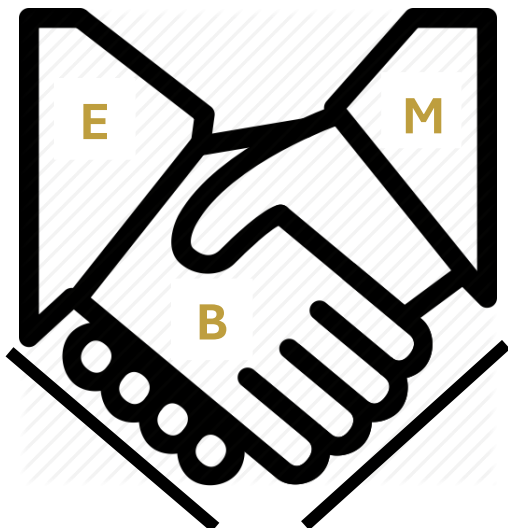
**WARNING:** When you get past 10,000 – 20,000 email subscribers, if you apply what I'm teaching you, you'll have a ton of email replies everyday...providing you have an irresistible offer in place.

At this point you can set up an AI AGENT to handle your email replies for you, or you can hire a V.A (Virtual Assistant) to do this for you.

If you're going to be emailing 5-6 days per week... 1-2 times per day. It's super important you follow the **VX3+S framework**, so you don't burnout your list and get too many unsubscribes. We will talk more about this framework in a future section of this module.

However, this is where you can give your subscribers a CTA to click a link in your emails to access your E.B.M value content... where you'll share your knowledge and insights + apply **invisible selling**. You can also share the free value within the email itself via written text.

## 🔑 Going Deeper Into E.B.M - Education Based Marketing! Relationship & Rapport Building!



One of the main goals of your email marketing campaign is to build a relationship with your new subscribers / leads + social media followers and friends... because people only buy from people they know, like and trust...

...unless they are in desperate need for a solution to the pain they are suffering with. These are known as hyper-active buyers and they will buy FAST!

Take one of my previous clients Timmy from Hong Kong, we connected on Facebook in the morning at around 9am. He had never heard of me before and I didn't know him.

I ran him through the **DONE FOR YOU** D.A.O messaging script that you have access to inside module #5 of C.A.A.

He booked a call on my calendar for 3pm that same day. On the call I walked him through the **DONE FOR YOU** million-dollar sales script I gave you access to during module #4.

The call lasted around 1 hour where I figured out his big problem, twisted the knife so he felt the pain of not taking action, provided some value to him on the call (*Educational Based Marketing*) and then closed the sale at the end of the call by selling the end-result & **POSITIONING** my offer as the solution to his problem.

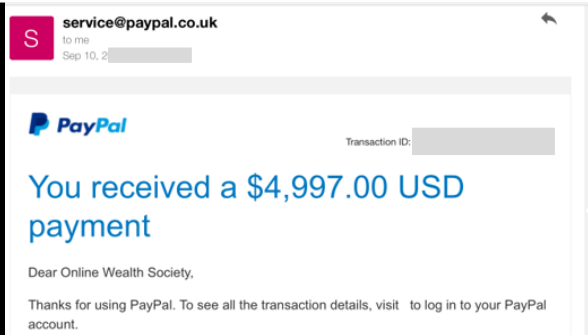
He wired me \$4,997 at around 4pm. This is known as a **HYPER-ACTIVE BUYER!**

D.A.O Method Script + Joined My Email List

Million Dollar Sales Script

(During Stage #4 I Shared **FREE VALUE** Using **E.B.M**)

Client Wires Me **\$4,997** After a 1 Hour Call...  
Joins My 1:1 Coaching Program & Makes  
**\$26,250** In One Month!



Timmy  
September 20 at 6:52 AM

Have you ever thought of generating \$26k+ in 1 month to get you out of 9-5 rat race and having someone done all the hard work for u in the business? 🔥

If a non-English speaker like me can do this, so can you.  
PM me for more info and my personal bonuses (only 3 spots left)

BRAND NEW Business

PM for more info  
Feel free to book a call  
with me

\$26,250

Program	Roll on	Roll with	Exp Date
Education One Concept	N/A	N/A	Never
Series One Concept	N/A	N/A	Never
Series Two Concept	N/A	N/A	Never
Education Concept	N/A	N/A	Never
Series Plus Concept	N/A	N/A	Never
Series Live Action	2020-09-08	SWAG CARD	Never

\$26K IN 1 MONTH

However, 97% of people will need more time to think things over and this is where you'll want to continue building the relationship & rapport with your subscribers for as long as they stay on your list, by providing amazing value.

In the next section I'm going to talk about your email communication funnel / email autoresponder follow up machine using the **SOS = Soap Opera Sequence**.

But first I want to share with you the time-tested methodologies to improve the relationship with your leads by building rapport and goodwill in advance.

When you integrate stories, value and "Free Training's" using E.B.M (Educational Based Marketing) + the 'WOW NOT HOW' method your conversion rates will sky rocket.

This is **INVISIBLE SELLING** in action by educating & giving soft call to actions to book a call with you... throughout your content. It also opens up the gateway to make a flurry of sales without selling directly!

## 🔑 E.B.M Value Stacking To Improve Relationships & Trust Using The Invisible Selling Framework!



"WOW NOT HOW"



**Unique Specialized Knowledge + Stories & Insights = Differentiation!**

*Chat GPT / AI Can't Replicate Your Unique Insights From Your Experience In Your Niche!*

Here are some different **rapport building & conversion mechanisms** to improve the relationship with your leads, prospects & customers. I've created these in order of importance as a guideline for you based on your results and authority level in your niche. I'll explain **WHY** in a moment. The first mechanism is...

- 1) **Social Media – Facebook, Instagram, LinkedIn, TikTok, X, YouTube.** *(Pick One To Begin With)*
  - 2) **Emails**
  - 3) **Videos**
  - 4) **My Story Page**
  - 5) **Strategical E.B.M Content** *(Short Form + Long Form)*
  - 6) **PDF's**
  - 7) **Social Proof & Student Testimonials**
  - 8) **Mind-Maps**
  - 9) **Cheat-sheets**
- 
- 10) **Funnel**
  - 11) **Offer Doc**
  - 12) **Website / Blog – Your Online Home** *(Showcase Your Client Testimonials + Results)*
  - 13) **E-Books**
  - 14) **Webinars** *(Web Classes)*
  - 15) **Daily Show / Online TV Channel > YouTube Content Machine**
  - 16) **Scorecard Quiz > Application**
  - 17) **Podcast**
  - 18) **Physical Book**

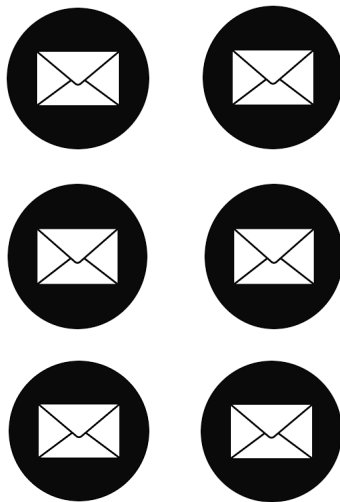
### SOCIAL MEDIA POSTS



### E.B.M CONTENT



### EMAILS



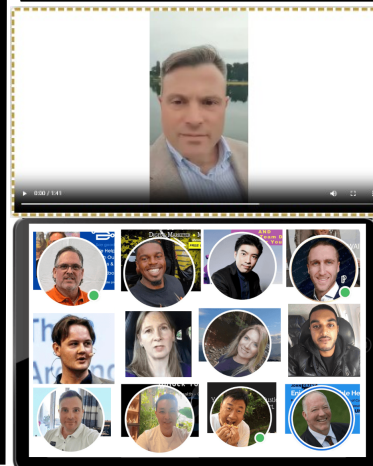
### PDF's



### VIDEOS



### CLIENT TESTIMONIALS



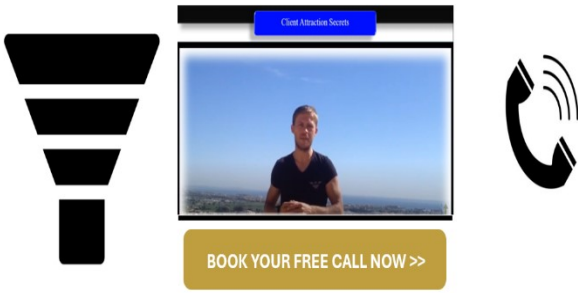
### MY STORY PAGE



### MINDMAPS & CHEAT-SHEETS



## FUNNEL



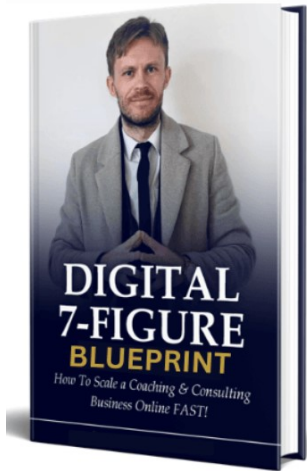
## OFFER DOC



## WEBSITE / BLOG



## E-BOOKS



## WEBINAR



This next component is a long-term free traffic strategy when you get more advanced but is a good way to add value and position yourself as an authority by teaching and sharing your insights with others.

## ONLINE TV SHOW

**SAM MALSOM'S BLOG**

**JOIN THE PODCAST - COMING SOON**

**SUBSCRIBE TO WEALTH HACKER T.V & NEVER MISS AN EPISODE!**

**FREE "INSIDERS" CUSTOMER ACQUISITION BLUEPRINT**

**RECENT EPISODE - Episode #11 - The 3 Ways I Make Big Money Online + The E.C Bonus Method So You Can Hit \$1M+ Fast!**

HBBS Ep #11 - The 3 Ways I Make Big Money Online + The E.C Bonus Method!

Copy link

# Business Builders Show Episodes!



**Episode 1:** "How To Build Your Email List So You Can Make BIG Money Online."



**Episode 2:** "Whats The BIG Difference Between Sales & Marketing?"



**Episode 3:** "When & How Should I Communicate With a New Lead?"



**Episode 4:** "How Can I Convert More Of My Leads Into Paying Clients and Customers?"



**Episode 5:** "What Is The Best Traffic Method To Build My Online Business?"



**Episode 6:** "What Products & Services Should I Promote To My Audience?"



**Episode 7:** "What Tools Do I Need To Build My Online Business?"

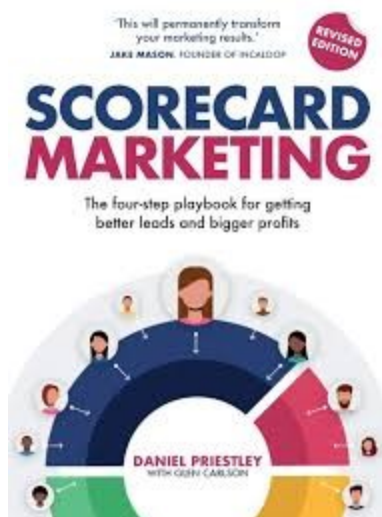


**Episode 8:** "How To Be More Productive, Creative And DOMINATE In Your Online Business?"



**Episode 9:** "MILLION DOLLAR TIP - The 4 Profit Pillars Revealed?"

## SCORECARD QUIZ / APPLICATION



## PODCAST





=

**AUTHORITY  
POSITIONING &  
CREDIBILITY**

These are examples of the **INVISIBLE SELLING STRATEGY** in action by leveraging E.B.M (*Educational Based Marketing*) & CTA's (*Call To Actions*)

In the examples above I am educating my leads and prospects by sharing specialized knowledge & insights on video + text-based content derived from my experience online.

This gives them more **AWARENESS** around the obstacles / **problems** / challenges & **PAIN** they are facing in their business. In some of the videos I give them a soft call to action to book a call on my calendar so I can convert them into a sale! Make sense?

Now let's move onto...

## Understanding The 'WOW NOT HOW' Method For Your Follow Up Conversion Content!

Most high-ticket coaches, consultants, agency owners and course creators complain they have to create content. Like I mentioned in previous modules... you can technically get to \$10k per month without content but to scale to bigger numbers... **CONTENT IS CRUCIAL!**

If you've picked a NICHE that is **profitable** + you are **interested** & **passionate** about... making content should not be a daunting mundane task.

In fact, it should **EXCITE** you.

If it doesn't... then you've probably picked the wrong niche.

**QUICK NOTE:** Over the years as I've worked with a range of different 1:1 coaching client's I've noticed some students did not have much interest in the profitable niche they chose to begin with, but when they start making consistent money from their laptop that interest and passion starts to increase.

So, keep this in mind. Things start to get FUN when you are consistently making \$10k - \$100k per month!

Now you can still make money if you're not super interested in your niche but for sustained long-term growth... if you are simply not interested in genuinely helping the group of people within your niche, creating content will start to feel like an annoying task you have to do to scale to 6-Figures per month.

Here's the inversion of this. Take me for example: Every day I wake up and I am EXCITED to create content for you...in the form of written text + video (*I am doing this right now in the form of creating the C.A.A curriculum for you*)

It doesn't feel like work, because I genuinely enjoy it + am passionate about the business niche and helping people within the fractalization of the blue ocean I operate in!

This is why it's important to find a niche that is...

- ✓ **PROFITABLE** + you're...
- ✓ **INTERESTED &**
- ✓ **PASSIONATE** about.

When you have these 3 ingredients dialled in... **CREATING CONTENT** becomes **EASY, FUN & EXCITING!**

However, the real leverage comes from **"WOW, NOT HOW."**

**Free Content = WOW NOT HOW!**

**Paid Content = WOW + HOW!**

In this section of the training program, we are going to be focusing on your **FREE CONTENT** as part of your **FOLLOW UP MACHINE!**

Your free content should be so value-packed that the prospect instantly feels and says,

*"WOW... I Need This Expert In My Corner."*

As time elapses, leads and prospects will look forward to opening your emails.

They will binge watch your videos

And they will read your text-based content like its religious text.

When they have consumed 7+ hours of your free content they are now fully **HOOKE**D into your...

## **FREE VALUE ECO-SYSTEM!**

This is the **PERFECT** opportunity to get them booked on a call so you can convert them into a sale as they are now over the **TRUST BARRIER**... which makes it much easier for you or your team to influence them to buy!

The **WOW** is what books calls, and it massively increases **SALES CONVERSIONS**.

When your content shifts from explaining "HOW TO" processes to demonstrating actual value by **POSITIONING** yourself... authority sky-rockets, trust accelerates, and prospects move themselves toward the sale naturally.

**STOP** teaching step-by-step **HOW-TO** tutorials in your free content because its **killing your sales**.

The key is to start creating content that punches through the noise, showcases your expertise, and makes the right people say: *"I need to work with this expert."*

That's how you increase booked calls and close more sales... you make them **FEEL** the result before they ever get on the phone.

Let me give you a real world example.

I created a value video & explain the 7-steps on how to scale profits with your online business by talking about the following...



1. TRAFFIC
2. LEADS / LIST BUILDING
3. SALES FUNNEL
4. APPOINTMENTS
5. IRRESISTIBLE OFFER
6. SALES CONVERSION / FOLLOW UP
7. VALUE - DELIVER CLIENT RESULTS



I share stories, results, clients results and shift false belief patterns my leads and prospects may have.

They get value from understanding the steps & they think WOW, but they still don't know HOW to do the following to get this set up and running smoothly to create profits in relation to:

- 1) **TRAFFIC** > *They don't know how to write ads and set up an optimized traffic campaign.*
- 2) **LEADS / LIST BUILDING** > *They don't know how to build a list & generate enough leads.*
- 3) **SALES FUNNEL** > *They don't know how to set up an optimized sales funnel + the buyers psychology.*
- 4) **APPOINTMENTS** > *They don't know the language patterns & response stimuli to book appointments.*
- 5) **IRRESISTIBLE OFFER** > *They don't know how to set up an irresistible offer that converts.*
- 6) **SALES CONVERSION** > *They don't know how to convert sales over the phone and the DMs, they don't know what to say & they don't know how to follow up effectively.*
- 7) **VALUE - DELIVER CLIENT RESULTS** > *They don't know how to deliver client results in a streamlined way.*

So, in this example... I've taught them the high-level overview in terms of **WHAT** to do which **WOWS** them and they still get value, but in order for them to learn **HOW** to do it so they can get actual results they have to book a call or DM me and buy my offer.

Make sense? This is HOW you should create all of your content for your follow up machine.

Now let's move onto...

## 🔑 Your Relationship + Communication Email Follow Up Machine

In a previous module we talked about the **ATTRACTIVE CHARACTER EXPERT** and we defined the following:

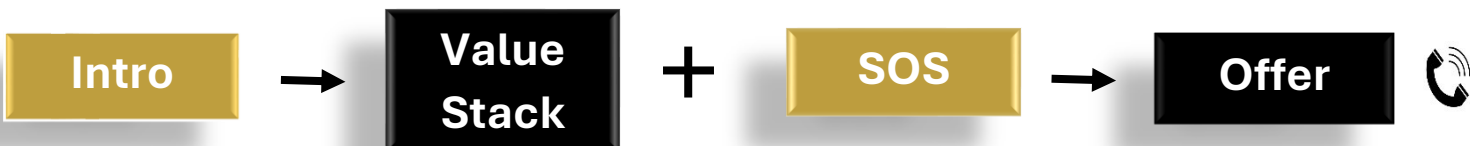
- 1) **Character Elements**
- 2) **Character Identity**
- 3) **Character Storylines.**

You're going to be using these as we build out your email marketing machine together... so you can build a relationship with your subscribers and convert them into qualified DMs, email replies, booked appointments & sales!

*(You will need to refer to module #1 and your research notes to build out your email marketing campaign)*

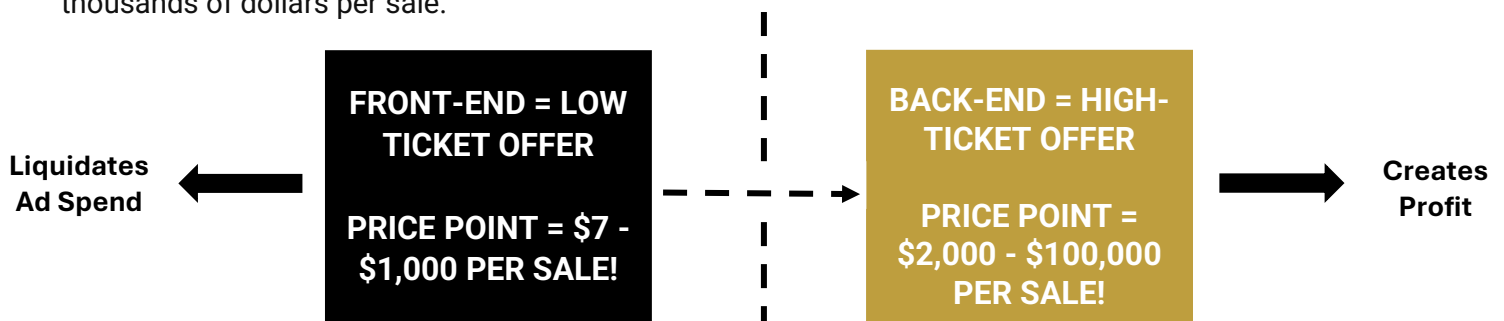
## 🔑 Email Autoresponder Machine Blueprint!

This is the process we'll be using to turn a cold lead that **BUYS** your products and service offer(s).



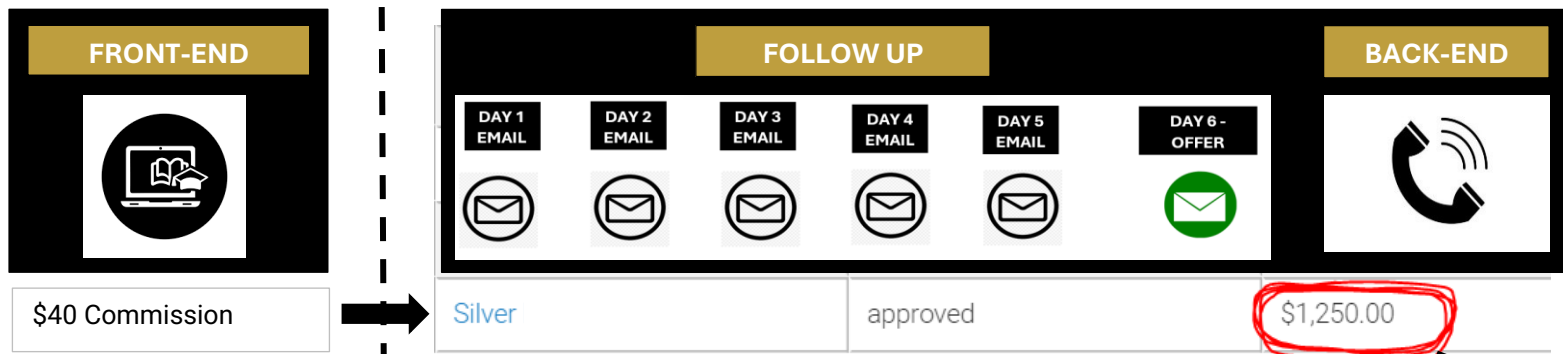
**ADVANCED!** If you're below multi-6-Figures **FOCUS** on ONE offer on ONE social media channel + email marketing.

However, as you grow your profits... you can break even or become profitable on the front-end with your ad spend (*paid traffic.*) At this point you'll potentially have the start of a **MULTI-MILLION DOLLAR BUSINESS** on your hands... because the High-Ticket OFFER on the back-end becomes complete PROFIT resulting in thousands of dollars per sale.

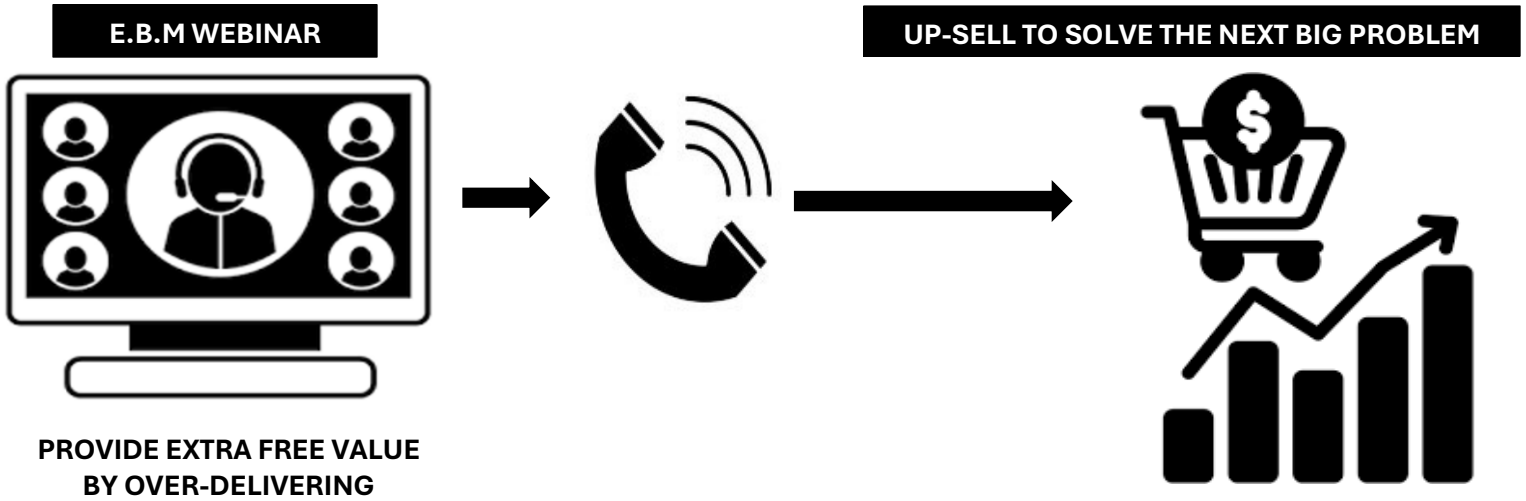


Below is a screenshot + diagram of an affiliate sale I made many years ago. This specific sale resulted in a \$40 commission on the front-end and then a \$3,000 sale that gave me a \$1,250 high-ticket commission on the back-end... after a week of my leads going through my automated email follow up machine!

I also had a phone sales team doing all the selling for me. This is the power of follow up and the great thing about this... is once you have the system built it **MULTIPLIES** because if you can make 1 high-ticket sale with the follow up system, you can make hundreds or even thousands, because it's a repeatable process.



**DELIVER CUSTOMER A RESULT!**



When you master this, you'll have an automated front-end & back-end profit sales machine that pays for your traffic that comes in DAILY like you see below!

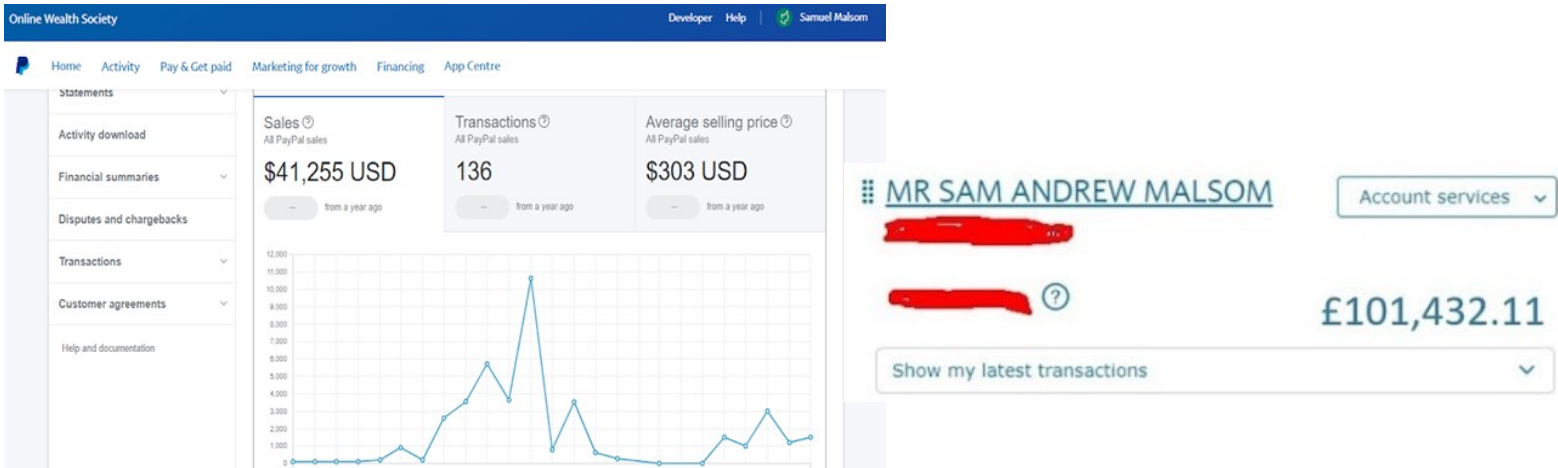
Time	Cardholder	Amount	Original	Card Type	Currency	Merchant	Status
10:47	ADP3MNR	3 (\$229.36)	1	Original			
10:52	SGRN4EH-8002	1 (\$22.57)	1	Original			
08:48	832FYEP	1 (\$22.16)	1	Original			
12:29	ADP3MNR	3 (\$229.36)	1	Original			
07:06	SGRN4EH-8002	1 (\$22.57)	1	Original			
13:53	SCH34MEM-8002	1 (\$22.04)	1	Original	VISA	USD	4PADMIN MAL SOM11
11:23	GXX743EF-8002	1 (\$22.35)	1	Original	MSTR	INR	4PADMIN MAL SOM11
11:23	GXX743EF-8002	1 (\$21.92)	1	Original	MSTR	INR	4PADMIN MAL SOM11
04:02	SCH34MEM-8002	1 (\$22.04)	1	Original	VISA	USD	4PADMIN MAL SOM11
03:59	GXX743EF-8002	1 (\$22.35)	1	Original	MSTR	INR	4PADMIN MAL SOM11
09:08	AKTNYQJJ	1 (\$21.90)	1	Original	PYPL	GBP	4PADMIN MAL SOM11
14:42	SGRN4EH	1 (\$22.16)	1	Original	PYPL	AUD	4PADMIN MAL SOM11
10:12	SCH34MEM	1 (\$22.04)	1	Original	VISA	USD	4PADMIN MAL SOM11
06:48	PWRHAFNT	3 (\$26.70)	1	Original	VISA	GBP	4PADMIN MAL SOM11
14:44	JDCVAFQ8	1 (\$22.16)	1	Original	PYPL	USD	4PADMIN MAL SOM11
03:59	GXX743EF-8002	1 (\$21.92)	1	Original	MSTR	INR	4PADMIN MAL SOM11
03:52	33HNAPCX-8005	1 (\$20.50)	1	Original	VISA	GBP	4PADMIN MAL SOM11
03:56	JDCVAFQ8	1 (\$22.16)	1	Original	PYPL	USD	4PADMIN MAL SOM11
01:39	GXX743EF	1 (\$22.16)	1	Original	MSTR	INR	4PADMIN MAL SOM11
03:50	JKNLYEC-8002	1 (\$22.16)	1	Original	MSTR	USD	4PADMIN MAL SOM11
22:25	33B34GEP	1 (\$21.90)	1	Original	VISA	GBP	4PADMIN MAL SOM11
03:53	33HNAPCX-8005	1 (\$20.60)	1	Original	VISA	GBP	4PADMIN MAL SOM11
00:07	BA83AFQG-8002	1 (\$22.16)	1	Original	MSTR	USD	4PADMIN MAL SOM11
15:33	ZASHLKVE	1 (\$22.16)	1	Original	VISA	USD	4PADMIN MAL SOM11
03:58	ATGTXQSV-8002	1 (\$22.05)	1	Original	VISA	AUD	4PADMIN MAL SOM11
03:51	BA83AFQG-8002	1 (\$22.16)	1	Original	MSTR	USD	4PADMIN MAL SOM11
22:03	JKNLYEC	1 (\$22.16)	1	Original	MSTR	USD	4PADMIN MAL SOM11
17:41	ZASHLKVE	1 (\$22.16)	1	Original	VISA	USD	4PADMIN MAL SOM11
03:52	33HNAPCX-8004	1 (\$20.34)	1	Original	VISA	GBP	4PADMIN MAL SOM11
11:14	ANLQGGQV	3 (\$226.69)	1	Original	PYPL	GBP	4PADMIN MAL SOM11
08:53	WLN24BE3	1 (\$22.16)	1	Original	VISA	USD	4PADMIN MAL SOM11
02:09	WLN24BE3	1 (\$22.16)	1	Original	VISA	USD	4PADMIN MAL SOM11
06:40	SHPEXQXV-8004	1 (\$20.80)	1	Original	PYPL	GBP	4PADMIN MAL SOM11
02:25	QKX3L3CE	1 (\$21.92)	1	Original	PYPL	EUR	4PADMIN MAL SOM11
05:43	858SLRJE	3 (\$229.36)	1	Original	PYPL	CAD	4PADMIN MAL SOM11
05:42	NGQ3AFDE	1 (\$22.16)	1	Original	PYPL	CAD	4PADMIN MAL SOM11
21:06	BA83AFQG	1 (\$22.16)	1	Original	VISA	USD	4PADMIN MAL SOM11

**Front-end Low-Ticket Sales Help Self Liquidate Ad Spend**

**Back-end Profit Month #1**

**Back-end Profit Month #2**

## 6-Figures In Rapid Time



## 7-Figures In Rapid Time



This is the power of building a targeted list, **FOLLOWING UP** and emailing 6+ times per week. Now as long as you are mixing plenty of free value with your promotions your list leads will start to look forward to opening your emails! Just make sure you don't sell hard in every email.

*Do you see how this is different compared to what the 97% of people... who are failing are doing by not leveraging email marketing and the 4 pillars of conversion follow up?*

A percentage of these front-end sales turn into high-ticket sales... providing you build your automated email marketing campaign correctly with your email autoresponder software!

This is how you **SUPERCHARGE** your internet business while freeing up your **TIME!**

**SOS = Soap Opera Sequence.** This is where you start building a relationship with your subscribers by writing emails that tell your STORY... while using hooks so they can bond with you as an attractive character.

The great thing about having an email autoresponder sequence is you can automate your emails, so they get **sent out automatically** via software.

Not everybody will book a call or buy right away after watching the video sales letter, and not everybody will finish watching the entire video sales letter.

So, you need to follow up with people by email to build a relationship and continue to demonstrate the benefits + value of your free call / offer.

You'll also want to **hook them into each email**, so they keep opening and reading. You'll see how I do this inside the **DONE FOR YOU EMAILS FREE BONUS** at the end of this module during the actions steps.

My advice is to add value and teach them some interesting education around the 3 big obstacles they are suffering with inside their business, that is stopping them achieving the end-result they desire to help them.

The easiest way to create your follow up email series is to use the **Stick Man Approach:**

Print out or draw this diagram below on a piece of paper. Write down the main obstacles your core customer avatar faces on their journey towards their desired **END-RESULT!**



After 6-8 emails that introduce you, provide a value stack using the SOS formula emails + tell stories, you'll then present them with an opportunity to BOOK A FREE RESULTS DRIVEN STRATEGY CALL... and convert them into a sale using the million-dollar sales script inside module #4 of C.A.A...

...or if you're more advanced you can sell an INSANE HIGH CONVERTING IRRESISTIBLE FRONT-END LOW-TICKET OFFER within the emails on day #6!

(\$7 - \$27 price point works best to **ACTIVATE CUSTOMERS!**)

I advise you to do this by positioning your free call or product offer as the solution to your story characters big problems within your emails... and sharing value around the main problems / obstacles that your core customer avatar is facing on their journey towards the desired end-result.

This will allow you to quickly build a relationship with your new leads and you'll stand out in their email inbox. It will also **POSITION** yourself as the authority expert which will increase your appointment booking rate % and sales conversion rate %.

Here's an overview of... **Your Soap Opera Sequence (6-8 Emails)**

**Email 1** – Authority Introduction – To You + Personal Brand + FREE LEAD MAGNET Access + Reply Back!

**Email 2** – High Drama – Backstory - Wall + Value Stack – CTA = Free Training That Pre-Sells Free Call!

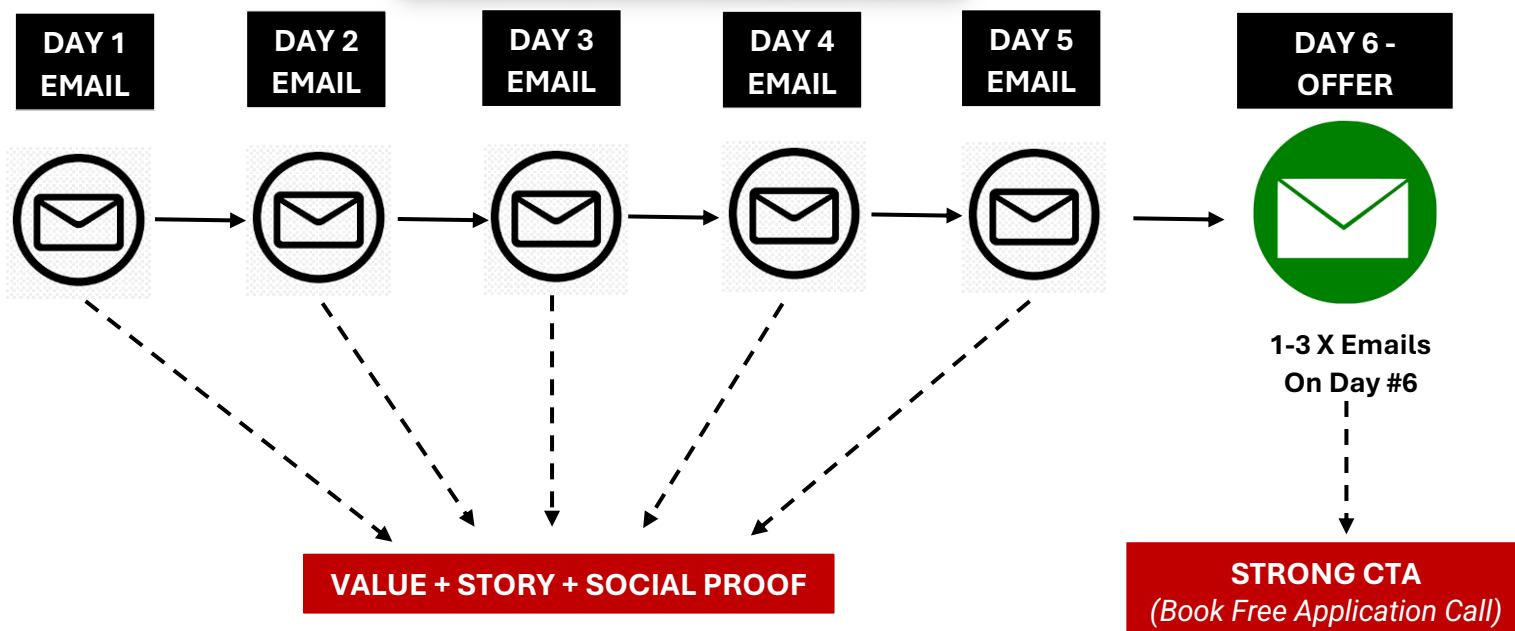
**Email 3** – Your Ah-Ha Lightbulb Moment – Introduce The ONE THING + Twist The Pain Knife!

**Email 4** – The Hidden Benefits That Your Business Provides You! (Share Lifestyle & Results)

**Email 5 – The Value Recap!** (Define The 3 Big Problems / Obstacles e.g. The Wall Stopping Them)

**Email 6 – The ONE THING + TRANSFORMATION - Position Your Free Call / Offer As The Solution & Use Real Urgency & Scarcity – CTA = Book Application Call Now!**

## SOAP OPERA SEQUENCE



To deliver this SOS email campaign you are going to be using the power of **STORY** while providing massive **VALUE** in relation to the 3 biggest obstacles / problems your target market is facing, using the WOW NOT HOW framework! I also advise you to share as much **SOCIAL PROOF** as you possibly can within your emails and VSL (Video Sales Letter.)

Here's a screenshot of one of my previous **SOS email autoresponder follow up sequences...** so you can get an idea for when you write your own using my **DONE FOR YOU EMAIL 'fill in the blank'** templates.

The screenshot shows an AWeber email campaign sequence with 6 messages. A red arrow points to the 6th message, which is the final video in the series.

Message ID	Subject	Send Frequency	Open Rate
1	Welcome [Ch. 1 of 6] Bootcamp Fast Track Video Training	Send immediately	54.4% opened
2	Ch.2 of 7 (VIDEO 1) The 5 Keys To Online Success	Send 1 day after the previous message.	32.8% opened
3	Ch. 3 of 6 (VIDEO 2) The 5 Keys To Online Success.....	Send 1 day after the previous message.	30.7% opened
4	Ch 4 of 6 (VIDEO 3) The 5 Keys To Online Success - Hidden Benefits.....	Send 1 day after the previous message.	20.6% opened
5	Ch.5 of 6 (VIDEO 4) - The 5 Keys To Online Success..	Send 1 day after the previous message.	26.5% opened
6	[Ch 6 of 6] (FINAL VIDEO) The One Thing!	Send 1 day after the previous message.	21.4% opened

The industry average email open rate is 10% or less!

As you can see from the screenshot my email open rates are as high as 54.4% which is extremely high, this is because I truly understand my core customer avatar on a deep level and know how to target my traffic!

I also give away an extremely valuable lead magnet and overdeliver from the start of the **relationship** with new leads. I advise you to do the same.

When a new subscriber joins your list it's imperative that you quickly build a relationship... and get them to resonate with the attractive character which is most likely going to be YOU.

You'll also want to make sure they have got access to their free lead magnet!

Your SOS (*Soap Opera Sequence*) is the fastest way to build a relationship, and it will be the difference between people opening your emails or disregarding you all together by unsubscribing.

The best way to deliver this value is by telling **STORIES**. Stories infiltrate the subconscious mind, and people will remember YOU + the value you provide... because you're going to be using strong psychological emotion to capture their attention.

You have to understand you're competing for **attention** in the inbox because a lot of your subscribers will be getting emails from other marketer's.

**Always Remember You're  
Competing For ATTENTION!**

So, by using the soap opera sequence it will instantly get your subscribers to **know, like and trust you** through STORY + sharing VALUE and you'll be hooking them into opening the next email in the sequence.

## **Top Secret Tips of a Killer SOS Email Campaign So You Can Build Relationships FAST & Book Qualified Appointments Automatically!**

The **Soap Opera Sequence** isn't just "email marketing."

It's **PSYCHOLOGICAL BONDING** at Mass Scale!

When done right, it turns passive readers into obsessed subscribers who *expect* your emails... and feel uncomfortable when they don't see your name in their inbox.

Think Netflix cliffhangers that **HOOK** you into watching the next episode of your favourite TV series.

Not just boring email newsletters.

**SOS**  
(Soap Opera Sequence)



**NETFLIX** **SERIES**

Many years ago, during one of my 1-week holidays I take every 90 days, I decided to watch Breaking Bad. After the first episode I was instantly hooked.

I binge watched the entire series in one week... one after the other and I could not wait to watch the next episode. If you've watched this series, you know what I'm talking about.

This is how you want to make your subscribers FEEL when they enter your email marketing SOS world.

Below we will dive deeper into the framework TOP TIPS... plus the **pro-level nuances** most people never use.

If you send boring emails nothing converts and your leads will stop opening.

### 💡 **TIP #1 - Master The Open Loop!**

Every email must end with a *reason to come back tomorrow*.

Use a Teaser & a Cliffhanger HOOK!

If they don't feel tension at the end of the email... You've lost the sequence.

You must share the BIG BENEFIT of opening the next day's emails so they can continue to STORY LOOP.

### 💡 **TIP #2 - The BIG IDEA EPIPHANY Moment!**

Do NOT sell or even mention your product / service offer within the first 5 emails.

Sell the '**moment everything clicked for you**' via your **UNIQUE MECHANISM / METHOD** and if they want to learn more... they must book a free application call to speak & work with you.

Sell...

- The Realization.
- The TRANSFORMATIONAL Shift &...
- The Specific Unique Insights That Helped You Overcome The WALL (*aka the top 3 big problems / obstacles your subscribers are now suffering with*)

People don't buy product / service offer solutions.

They buy the *moment they finally understood the truth, the **END-RESULT** they desire and the **TRANSFORMATION!***

Always remember this when emailing your list and selling on strategy calls + over the DMs.

### 💡 **TIP #3 - Share Relatable Vulnerability Within Your Backstory!**

With the majority of students going through this module of the Client Acquisition Accelerator, you should already have a decent understanding of how to get the end-result for your clients within your niche.

You should also have some decent experience of going through the JOURNEY your clients are now embarking on. Here's where you can share your backstory by sharing the lowest points of...

- **Struggle**
- **Confusion.**
- **Frustration.**

- **Failure.**
- **Sleepless Nights Trying To Figure Things Out.**

Although I have advised you to position yourself as an **authority expert**, its CRUCIAL you also become relatable to your audience. If you don't share your flaws they will perceive you as some kind of alien that they can't connect to.

Your flaws = **TRUST ACCELERATORS.**

So, share them and be vulnerable so people can connect with a human being, just like them. 😊 If you've completed the previous modules of C.A.A, you may have noticed I have started nearly every module with a STORY.

I have shared my venerable side and the struggles + failures I've been through to get where I am today.

I have been on the journey you are going on, and I know exactly how you FEEL!

I have told you some of my deepest secrets that I've not really spoke to anyone about.

I do the exact same thing in my emails & social media posts, and you should do the same so people can relate and connect with you.

If I've done this correctly, you may have never met me in person, but you feel like you know me. Maybe even better than some of the people that are in your life right now on a daily basis.

This is the power of tip #3 and the BEST marketers all leverage this secret! 😊

#### 💡 **TIP #4 - High Frequency = Momentum, Consistency & Trust!**

An SOS runs for **6-7-8 days**.

That means **DAILY emails**.

If you miss a day... you break the sequence because momentum is everything.

I see some marketers emailing 2-3 times per week after their initial follow up sequence has finished. If this is you, you are leaving a ton of booked calls and high-ticket sales on the table. Now I know what you are thinking...

*“But Sam If I Email Daily Won't I Get Loads of Unsubscribes?”*

Here's my take on this:

Unsubscribes are a good thing.

Leads that unsubscribe due to getting daily free value around the specific big problems that you help people solve, were probably never going to buy anything anyway, so don't worry about it. As long as you follow the **VX3+S** framework, you'll be fine.

During the broadcast email training in the next section of this module, I advise you to email 5-6 days per week. Sometimes twice per day (*1 in the morning and 1 in the afternoon*)

The more emails you send, the more value you can share with people and the faster you can get them to consume at least 7+ hours of your content to get them over the **TRUST BARRIER**. (*In relation to what I taught you in a previous module about the Google study*)



**EMAILS WHEN DONE CORRECTLY =  
MORE BOOKED CALLS AND CASH!**



Most marketers sell too aggressively in all of their emails without providing enough free value, and they burn out their list. **DO NOT DO THIS!**

Start viewing your email marketing campaign as a *'mini course continuation'* where you are providing value daily using the WOW NOT HOW framework... and sharing interesting stories that build CONNECTION with your subscribers.

When you do this, you'll connect with the serious people that need your help and limit your unsubscribe rate. The key is to drive more traffic and get more subscribers each day onto your list compared to your unsubscribe count. That way your list is always growing!

### 💡 **TIP #5 - Focus On One BIG Problem & One Goal Per SOS Email**

During days 2, 3 & 4 of your SOS campaign you should focus on 1 SPECIFIC BIG PROBLEM / OBSTACLE that is stopping your leads from achieving the END-RESULT they desire.

Each email in your SOS has **ONE** job! Here's the components of the job:

- Build rapport & the relationship via STORY & VALUE
- Agitate the problem
- Reveal the solution using WOW NOT HOW
- Reveal the next big problem that arises & share the BENEFIT of the next day's email to HOOK them.

Anything else kills conversions during the SOS campaign.

### **Now Let's Dive Into The Secret Layer of The SOAP OPERA SEQUENCE FOLLOW UP CAMPAIGN**

**(This is where the call conversions + money is made)**

It's what separates amateurs from killer pros.

### 💡 **TIP #6 – Master The Ah Ha Lightbulb Moment**

Use **"my 3am realization"** as a subject line on Day 3.

That's when you reveal:

- The deeper dive into the UNIQUE MECHANISM that's encoded with the HIDDEN TRUTH!
- The core UNIQUE INSIGHT
- The UNIQUE METHOD that nobody else is talking about because it unique to you and your business

The only way they can access this is to book a call on your calendar and buy your OFFER

This is what **DIFFERENTIATES** you in a crowded red ocean market!

This is usually the email that flips the **FALSE BELIEF PATTERN** that's been programmed into your subscribers brain from their past experience of trying things and failing miserably.

## 💡 TIP #7 - Become a Likeable Character (Not Just “Another Marketer / Consultant”)

We talked about this in module #1 of C.A.A.

When emailing be the **Reluctant Hero**.

An **Adventurer**.

A **Guide who figured out how to achieve the END-RESULT the hard way**.

Pick your **character archetype** and stick to it.

Consistency creates identity & a strong identity creates trust. Think about your favourite movie, I can pretty much guarantee the reason you love the movie so much is because you felt a deep connection with the main character that you can relate to.

## 💡 TIP #8 - Always Weaponize the P.S. Section of Your Email

If you have good subject lines that get your emails open... some people will read the first few sentences and then scroll down to the bottom and read the P.S. section of the email first.

Use this to:

- Reinforce the cliffhanger **HOOK**
- Add tension using strong emotion
- Provide a **BIG BENEFIT**
- Create a ‘teaser piece of copy’ for tomorrow’s email and tell them to look out for the subject line in their inbox at the specific time you are sending the email.

A strong P.S. can force them to scroll back up and reread the entire email which improves engagement.

## 💡 TIP #9 - Use Strong Sensory Emotional Detail When Telling Your Stories

Don’t say: *“I was stressed.”*

Deeply explain the story with detail and strong emotion and say something like this:

*“It was 3am. The rain was pouring down... as splashes of water hit the glass window outside*

*The blue light from my laptop screen started to burn my eyes.*

*My bank balance hadn’t moved in weeks.*

*I was putting in the work to grow my business... but nothing seemed to work.*

*Maybe you can relate?*

*I just sat there staring at the balance on the screen, wondering what I was missing.*

*I felt terrible, tired and miserable. 😞*

*My heart started beating profusely due to the stress.*

## Describing The Situation In Detail Using Specificity & Emotion = **Believability & Subconscious Link Clicks.**

It also propels your reader to tap into their **IMAGINATION** subconsciously and create their own version of the story in their MIND. While getting them to FEEL the **EMOTION** within their heart centre.

And emotion is what drives email clicks, booked calls and action which is then backed up by **LOGIC** via the free value that you provide + the features of your offer!

### 💡 **TIP #10 - On The 6<sup>th</sup> / 7<sup>th</sup> Day Use The Invisible Close To Book Calls or Sell Your Front-end Product Offer!**

When you finally introduce the offer to book a free call or buy your front-end offer. Talk about:

- *The opportunity cost of staying stuck and failing for the next 6-12 months*
- *The emotional toll of continuing to do things the wrong way*
- *How it's going to affect themselves and their family in the future if they continue to struggle & fail*
- *The surface level **BENEFITS** of booking a call with you*
- *The **deep emotional benefits** of booking a call with you.*

Booking a free call with you or purchasing your front-end low-ticket offer should feel like a relief... not a risk.

If you do this correctly, leads and prospects will FEEL like you are the expert that can genuinely help them move from their current reality of pain and problems to their desired reality (END-RESULT) ...

...and they will show up to a call looking forward to speaking with you and buy your offer... sending you thousands of dollars in return for the value that you provide.

### **SOS Recap**

The Soap Opera Sequence doesn't sell by force.

It sells the free call or your front-end offer priced \$7 - \$27 to **ACTIVATE CUSTOMERS** because by the end... **the reader already feels aligned with you.**

They are deeply connected via **emotional stories** that they can relate to.

They have received a bunch of **free value** from you, while all the other marketers are selling, selling, selling in the majority of their emails. You stand out like a saw thumb in a good way!

And when belief is aligned... qualified booked appointments & sales conversion becomes automatic!

GREAT WORK!

Like I mentioned at the end of this module during the action steps... I am going to give you access to my **DONE FOR YOU** fill in the blank email templates as a **FREE MASTERY BONUS** to help you, so you can have your SOS email campaign created FAST... without the complexity of thinking about the email structure.

All you have to do is personalise them to you and your business... load them up into your email autoresponder and you're good to go. 😊 Now let's move together onto the...

## 🔑 **7-Figure Daily Broadcast Email System - Follow Up Framework!**

After your subscribers have gone through your SOS email sequence which should last for 6-7 days... you can then continue to add emails to your email autoresponder sequence.

I know one marketer who has **2 years of automated emails** going out each day via his email autoresponder

= **MASSIVE LEVERAGE!**

This is where you have 2 options.

**OPTION #1** - You can write more automated emails (*if you want to*) which are not part of your SOS sequence. These are added 2-3 days after your SOS sequence has finished.

You'll load them up into your email autoresponder software and it will send them out each day to your leads automatically... without you having to manually hit the send button each day!

It's completely up to you how long you want to make your email follow up sequence. If you're just starting out aim for 6 – 7 automated emails and then practice writing daily emails to your list via live broadcast emails.

The key is to make your automated emails **EVERGREEN**, which means when someone opens and reads the email they feel like you've sent it out on that specific day.

But in essence you haven't, you've pre-written them, which means you don't want to be adding in specific dates if using urgency and scarcity inside you automated follow up etc.

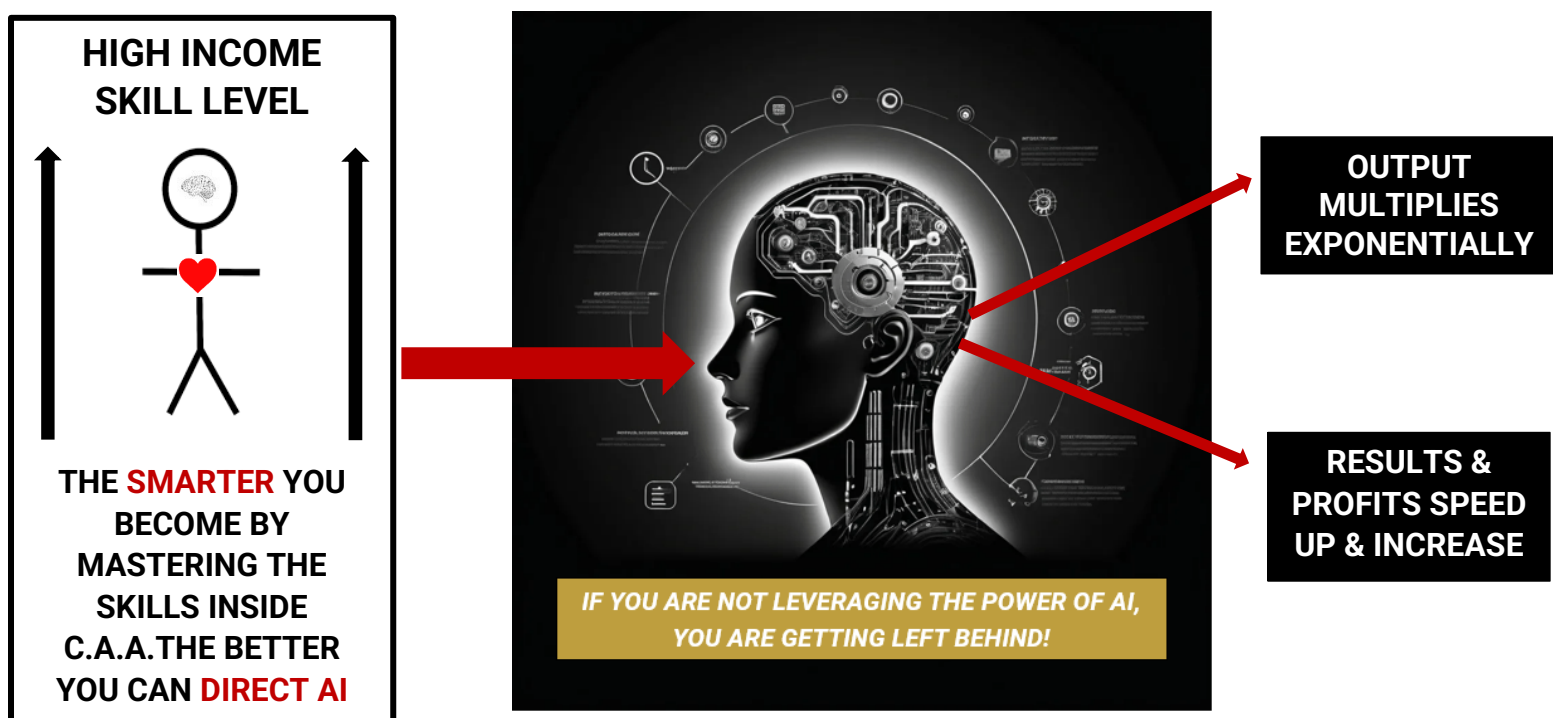
The more emails you write the better you'll become at **copywriting**.

Copywriting and understanding your core customer avatar plays a big factor in this. **I advise you to use AI - Chat GPT, Claude AI or Jasper to help you when writing your emails and growing your business.**

The high-income skills I've taught you inside C.A.A are crucial if you want to scale to 7-Figures so develop them daily and use...

## **AI DIRECTION...**

...to **multiply** your **OUTPUT** & **speed** up your **RESULTS**... both with your email follow up and the other departments of your business!



I want you to go back and **IMAGINE** the version of you that was just starting the 'introductory training video' of the Client Acquisition Accelerator curriculum...

...and then beginning module #1 (*Niche + Client Avatar Immersion*) & module #2 (*Millionaire Mindset + Success & Results First Based Principles!*)

If you have followed each module step-by-step in sequential order correctly, by INTERNALISING the knowledge, taking notes and taking MASSIVE DAILY ACTION, which creates **EXPERIENTIAL WISDOM** + massively improves your **high-income skill level!**

## YOU ARE NOW MORE SKILLED & WAY SMARTER...

...than the version of you that existed when you first got started with this business training coaching program. This allows you to...

- ✓ **Perceive The External Reality With a New Lens of Perception Based On Truth!**
- ✓ **Stops You From Failing, Feeling Frustrated & Going Round In Circles!**
- ✓ **Gain Clarity & Confidence On What To Do & When To Do It To Hit 6 & 7-Figures!**
- ✓ **Solve Bigger Problems For Profit By Helping Your Clients!**
- ✓ **Overcome Challenges & Set-backs More Efficiently & Effectively!**

But most importantly...

**Allows you to DIRECT AI (*Artificial Intelligence*)** and tap into its absolutely amazing intelligent power + action output, because you can think correctly + ask it the correct questions & prompts based on the critical information you've downloaded into your brain from C.A.A!

There are people out there right now, that didn't invest in themselves when they were on a call to buy C.A.A + my 1:1 coaching. These people are most likely still failing, frustrated, struggling and stuck in the vortex of confusion.

You... however, took that leap of FAITH, invested in yourself and in essence... this fundamentally means you have an **ASYMMETRICAL ADVANTAGE** over them when it comes to business growth, models of thinking and life optimization.

### AI Is Only As Smart As The Person Using It!

Give it to a person with serious learning difficulties on a lower IQ level and it becomes pretty much useless.

AI DIRECTION, in my personal opinion will be the **highest leveraged skill you can master** as we continue to move into the **AI DIGITAL REVOLUTION**, so take it very seriously.

A Smart Person With The Correct Critical Information + AI =  
Weaponized Intelligence & Problem-Solving Abilities X Action Output By 100 - 1000!

This is why Sam Altman, CEO of Open AI / Chat GPT, believes there will one day... be the first 1 person BILLION DOLLAR company! AI can do the operational work of 100 - 1000 people on your team when you know how to direct it.

If you have the knowledge inside this program + you understand how to direct AI, compared to someone else in your niche that doesn't have this knowledge and doesn't know how to direct AI... they simply won't

be able to compete with you, and they will NEVER be able to catch up with you as latency (TIME DELAY) elapses which =

## AN AI ASYMMETRICAL ADVANTAGE FOR YOU!

Now you'll also want to refer to your notes from **module 6 (CONTENT)** and **module #7 (COPYWRITING)** when writing your daily email.

Practice writing an email to your list EVERY SINGLE DAY apart from Saturday or Sundays. Take 1 or 2 days off each week to give your subscribers a break from the amazing value that you share and the call to actions to book an appointment or buy from you.

As long as you apply the **VX3+S** method I am about to teach you... you will not burn out your list because you'll be providing so much insane free value that your subscribers will actually look forward to getting your emails!

**OPTION #2** - After your subscribers have gone through your SOS (*autoresponder sequence*) if they have not booked a call or bought from you yet... you can continue to email them every day as part of your...

### Daily Broadcast List System!



Without adding these emails to your email autoresponder.

These are emails you send out daily and they are **LIVE!**

You write them in the morning and then send the email out to the people on your list later that day.

3PM GMT is the best time to send... based off our testing to increase open rates and clickthrough rates. However, this may be different depending on what niche you're operating in.

These emails can be about **ANYTHING**, as long as it's connected to the attractive characters experts life (YOU) and linked back to booking a call with you or promoting one of your product offers if you are more advanced and selling a low-ticket offer.

Or you can link to a value content piece in the form of a video or written post. You can also use written value content directly inside the email, so they don't have to click to a blog post, video or landing page to access the content.

The aim here is to get your subscriber to become your friend.

You need to make them feel like they know you personally by letting them into your **personal life**.

Here are my email ideas I use... which you can now use for your daily broadcast emails, so you never run out of things to write about. *As we go down this list think of ways these email ideas could relate to your niche, content strategy and offer.*

### ENTERTAINMENT EMAILS

#### 1) **What Happened Today In 'Attractive Characters Experts Life' Email?**

*(Always Link Back With a CTA To Your Conversion Goals! E.g. Book Appointment or Convert Sale)*



#### 2) **Controversial Email**

#### 3) **Story Based Email (VERY POWERFUL FOR BUILDING RELATIONSHIPS & PROPELLING ACTION)**

- 4) **Travelling Update Email**
- 5) **Pattern Interrupt Email** (*Ask a Question! When Using This Mix Other Email Formats Into The Single Email*)
- 6) **Confession Email**
- 7) **Lifestyle Email**
- 8) **Family Orientated Email** (*Be Personal & Vulnerable*)

## **EDUCATIONAL EMAILS**

- 1) **Secrets Email** (*Everyone Loves To Know a Secret Which Draws The Reader In*)
- 2) **Checklist Email**
- 3) **Top Tips Email**
- 4) **Wow Not How Email**
- 5) **E.B.M Email** (*Educational Based Marketing*)
- 6) **How To Email** (*Only Use Now & Then To Stop a Decrease In Sales Conversions For Your Offer*)
- 7) **Lessons Learnt Email**
- 8) **(FAQ's) Frequently Asked Questions Email**
- 9) **(Q&A) Questions & Answers Email**
- 10) **Objection Handlers Email**
- 11) **Case Study Email** (*What Worked & What Didn't?*)
- 12) **Video / Blog Post Email**
- 13) **Analytical & Data Driven Email** (*Demonstrate Logic*)
- 14) **Micro Commitment Email**
- 15) **Trend Based Email** (*Tap Into Rising Trends Like AI If In The Biz Industry etc*)
- 16) **ROI Justification Email** (*Explain ROI & Back It Up With Logic*)
- 17) **Opportunity Cost Email**
- 18) **Results Based Email**
- 19) **Client Results & Testimonials Email** (*Social Proof*)
- 20) **Credibility Email** (*Share You Accolades, Certification's & Skill Sets*)
- 21) **Authority Positioning Email**
- 22) **Transparency Email**
- 23) **Transdisciplinetry Email** (*Explaining a topic using a different subject to make it intellectually interesting*)
- 24) **Why You Should Work With Us Email**
- 25) **Why You Should NOT Work With Us Email**



*(Tap Into What You Stand Against e.g. Get Rich Quick Scams, Complainers & Whinners, Laziness, Freebie Seekers That Never Take Action - This Builds Massive Trust & Polarizes Your Market... Attracting Your Perfect Clients Towards You!*)

- 26) **Marketing Angle Email** (*Example: Talk About a Specific Male or Female That You Helped*)
- 27) **Pre-Framing Email**
- 28) **Use Case Email** (*Explain How Your Client Used Your Offer*)
- 29) **Inflection Point Awareness Email**
- 30) **Pattern Recognition Email**
- 31) **Big Mistake You Made So Others Can Avoid Email**
- 32) **Problem > Solution Set Email**
- 33) **Big Benefits Email**
- 34) **Hidden Emotional Benefits Email**
- 35) **Future Pacing Email** (*What Will Life Be Like In 90 Days, 6 & 12 Months After Buying Your Offer*)
- 36) **Expectation Email**
- 37) **Actions Systems Email**
- 38) **Strong Emotional + Psychological Based Email** (*e.g. Urgency & Scarcity*)

39) Comparison Email (Us Vs Them)

40) Direct Irresistible Offer Email (Apply S Component Which Stands For 'SELL' In Relation To **VX3+S**)

41) Direct To Book a Call Email

42) Direct To Reply Back To You Email

43) S.C.T.A Email (Strong Call To Action)

44) 3<sup>rd</sup> Party Supporting Content Email

(e.g. Share tips & training from other experts in your industry like a Forbes article in the business space... or adjacent industries to build rapport & relationships! For example, if you come across a cool blog post or video from an external source, that you got value from, share it with your email list subscribers to help them too)

### LIGHT BULB MOMENT EMAILS

- 1) New Ideas Email
- 2) Unique Mechanism / Method Email
- 3) Inspirational & Motivational Email
- 4) Transformational Email
- 5) Challenging Existing Belief Email
- 6) Special Unique Insights Email



Awesome!

Each day when you write your live daily broadcast email to your list... you can come to this list and pick an email format. To begin with focus on ONE format when writing. As you advance you can start mixing the formats into one email.

For example: You could start your email with a...

**...PATTERN INTERRUPT**... by asking a question...

...transition into an entertaining & interesting **STORY**...

...provide value and education using the **TOP TIPS + WOW NOT HOW** formats.

Then talk about a specific **UNIQUE INSIGHT** that helped you on your journey towards the desired end-result.

And always remember to finish the email off with a **CALL TO ACTION** to book a call with you or reply back.

Make sense? Great!

I'm also going to give you my proven **7-Figure Email Broadcast Frameworks + Templates** inside the free mastery bonus at the end of this module which will massively help you. 😊



**WARNING!**



## 🔑 Why Your Emails + Content Needs To Be Authentically Unique Due To The Rise of AI! Understanding Noise vs Signal... & What To Do About It So You Don't Get Destroyed & Left Behind!

As AI gets smarter and smarter...

**NOISE** in most marketplaces is getting louder, which in this context means there is so much content on the internet right now, you simply won't be able to compete with the robots because of its operational output capabilities & speed.

In my opinion, this is going to be the death of many content creators, course creators and email marketers if they do not understand & follow what I am about to teach you.

You can go to AI and ask it any question you can think of (*the smarter you become... the better questions you can ask and the better direction you can give it*) and it will give you an intelligent answer.

You can get it to write an article, emails, blog posts, script a video, build a webinar presentation and even create course content for you in seconds.

However, at the time of writing this module for you... what AI cannot give you is **unique SIGNAL**.

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

Unique signal boils down to the following constituent parts:

➤ **Singularity of Thought!**

*(AI Cannot Think Your Own Thoughts, So When Planning & Writing Your Emails + Content Start a Conversation With Artificial Intelligence To Increase Context Around An Idea & Inject Your Own Thoughts & Personality Into The Creative Process)*

➤ **Programming, Ideation & Editing!**

*(AI Can Create Emails & Content For You FAST, But You Must Program It With The Correct Critical Knowledge & Data... So It Writes Like You... In Your Tone, Voice & Style, Otherwise When You Use It, You're Going To Sound Like Everyone Else Copying & Pasting AI Text As Content)*

➤ **Storytelling!**

*(AI Has Not Lived An Experiential Life. You However Have, Which Means Your Unique Stories Mixed With Emotion, Education & Value Allow You To Differentiate Yourself When You Transfer That Value In The Form of Written Text, Video & Spoken Word – Audio.*

*Also.... None Of Your Competitors Can Copy Your Stories Because They Are Uniquely Yours... So Be Sure To Leverage Them In Your Emails, Content & Marketing)*

➤ **Your Own Unique Perspectives, Opinions & Feelings of SELF!**

*(AI Is Great At Logic, And Perspective On Data That It's Been Fed. However, It Doesn't Have Unique Perspective, Opinions or Feelings Rooted Within a Conscious & Subconscious Mind, Like You.*

*Which Means When You Create Your Daily Broadcast Email + Content With The Help of AI... It's Crucial You Inject These 3 Components Into Your Creative Process To Help You Grab Attention, Hook People Into Reading or Watching And Make Them FEEL How You Felt During Your Journey Towards The End-Result!*

➤ **Your Unique Insights, Lessons & Ideas From Your Experience, Meaningful Work & Results!**

*(Experiment Like An Internet Scientist, Test, Put The Work In... Get Results & Share Your Unique Value Lessons With Your Audience –*

*This is One Of The Main Reasons Hormozi Blew Up And Went On To Make over **\$100,000,000 In 1-2 Days**. It's Also Why He Exponentially Grew Quickly On Social Media Via Sharing Content & Emailing His List Based On What He Has Achieved.*

He Took The Insights, Lessons & Ideas He Learnt After Scaling His Gym Launch Company To 9- Figures & Then Selling It For An 8-Figure Fee... Then Fed The Lessons Back To His Audience To Help Them!

## Do Cool Stuff & Tell People About It, While Also Keeping In Mind The **L-V-R Formula** I Taught You In A Previous Module Which Stands For **Lifestyle, Value, Results!**

*It's Impossible For AI To Copy Your Unique Insights & Ideas Because It Hasn't Directly Lived or Experienced Through Your Own Lens of Perception)*

From this point onwards... I advise you to start viewing...

### **...AI AS AN EXSTENTION OF YOU...**

...in your creative and editing process so you can produce amazing emails and strategical content pieces to increase booked calls, DM's, email replies and high-ticket sales!



But it's very important you don't get sucked into the vortex of what the masses are doing, by asking AI to create content for you and directly copying and pasting it to social media or your email auto-responder and sending it out to your audience, without first leveraging the constituent parts I've just given you.

This is a sure-fire way to become a commodity in a world where knowledge is becoming more easily accessible for anyone.

**AUTHENTIC CRITICAL INFORMATION & SPECIALIZED KNOWLEDGE, IDEAS AND INSIGHTS MIXED WITH SPECIFIC CONTEXT... IS WHAT IS GOING TO HELP YOU STAND OUT FROM NOISE...**

...AND CREATE A STRONG ENOUGH **SIGNAL** TO PENETRATE THE CONSCIOUSNESS OF YOUR AUDIENCE WHO ARE GETTING BOMBARDED WITH AI GENERATED CONTENT DAILY!

Now let's talk about the...

## **🔑 VX3+S Email Framework To Build Good Will & 10X Your Profits WITHOUT Burning Out Your List!**

Awesome work. 😊 You now understand the...

✓ 'SOS Email Autoresponder Sequence' and the

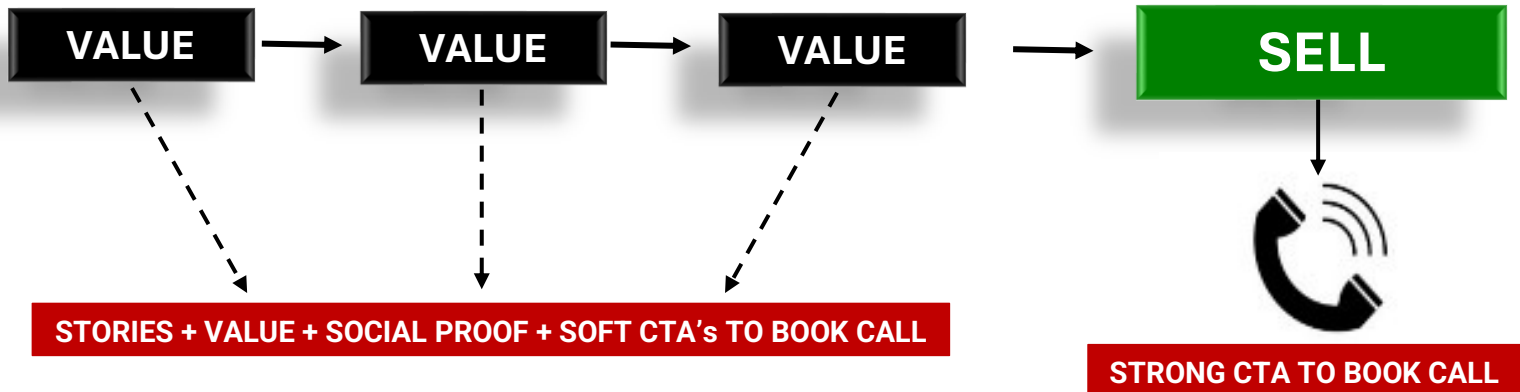
✓ 'Daily Broadcast Email System' ...

...for your Email Marketing FOLLOW UP Machine!

During this section we're going to dive deeper into the **strategical overview** on what you need to do when sending your daily broadcast emails... after your leads have gone through your SOS email autoresponder sequence!

We will also talk about **List Segmentation** & the **7-Day OTO Promo Campaign** I advise you to deploy every 90 days. So, you can increase qualified appointments and get a flurry of sales flowing in.

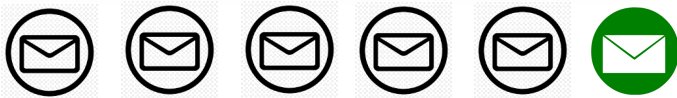
The **VX3+S** framework for your **DAILY LIVE BROADCAST EMAILS** stands for...



EMAIL AUTO-RESPONDER

SOAP OPERA SEQUENCE

DAILY BROADCAST EMAILS



SEGMENTATION #1 - INVESTED \$2K OR LESS WITH YOUR BUSINESS

SEGMENTATION #2 - INVESTED \$2,000 - \$10,000

SEGMENTATION #3 - INVESTED \$10,000 - \$50,000+

CUSTOMERS LIST

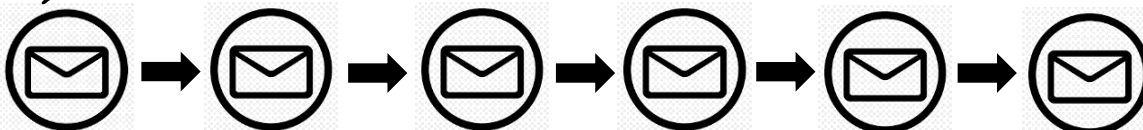


LEADS & PROSPECTS LIST

SEGMENTATION #1 - COLD / WARM LEADS

SEGMENTATION #2 - HOT PROSPECTS

7-DAY OTO PROMO CAMPAIGN



DEPLOY CAMPAIGN EVERY 90 DAYS TO INCREASE BOOKED CALLS AND SALES



SELL

One of the main reasons why there is a 97% failure rate in our industry is because people do not have access to the secret million-dollar education you are currently going through in sequential order.

The next big reason is when they build their list, they struggle to book calls and make sales. Maybe you can relate? Mainly because they do not apply the **4 DYNAMIC CONVERSION FOLLOW UP PILLARS** that we covered which are:

- 1) **Email Marketing** (*Value + Stories*)
- 2) **Social Media** (*The Lifestyle, Value & Results Party – CTA = Direct Message or Book Call*)
- 3) **Phone Follow Up** (*Relationship & Trust Maximizer + Conversion = \$\$\$*)
- 4) **Webinar** (*Advanced Back-end Invisible Selling*)

If you don't apply this, you'll end up like the guys that build a targeted list... that have to smash the list with endless promotions & offers every day, which eventually burns out the people on the list, and they become less engaged or unsubscribe.

This leaves you on the hamster wheel of roller coaster up and down monthly income and it's not the most optimized way to grow an internet business. I'm talking from experience. Many years ago... one month I would make decent money, the next month cash flow & profit went down.

However, you want to think long term and be **DIFFERENT** by applying the **VX3+S** framework when emailing your list by sending your daily broadcast emails...



This is where you'll send out 3 value emails sharing content on day 1,2 and 3 of your email broadcast strategy... with soft call to actions to book a call or reply back to your email. (*Invisible Selling!*)

Then on the 4<sup>th</sup> day you'll send out 1 or 2 sales / promotional emails each week with an S.E.C.T.A (*Strong Emotional Call To Action*) to click on a link in your email to book a free call with you or buy your front-end offer via a sales page.

#### Here's an Example of a Weak CTA (Call To Action)

*"Click Here >>"*

#### Examples of a Soft CTA For Your Value Emails

*"If You Got Some Value From This Email & You Want Some Help [ADD BIG BENEFIT e.g. Scaling To \$10k - \$100K Per Month] Click Here & Book Your FR-EE Strategy Call >>"*

*"Click Here To Book Your FR-EE Client Acquisition Accelerator Application Call & Get The Help You Need >>"*

#### Examples of S-E-C-T-A (Strong Emotional Call To Action) For Your Selling Emails Every 4<sup>th</sup> Day

*"Click Here NOW So You & Your Family Can Live a Life of More FREEDOM & Financial Security Without Frustration & Failure >>"*

“Click Here NOW To Book Your FR-EE Client Magnet Call So You Can Fast-Track Your Results, [ADD BIG EMOTIONAL BENEFIT e.g. Travel The World & Help Your Family!] >>”

Do you see the difference?

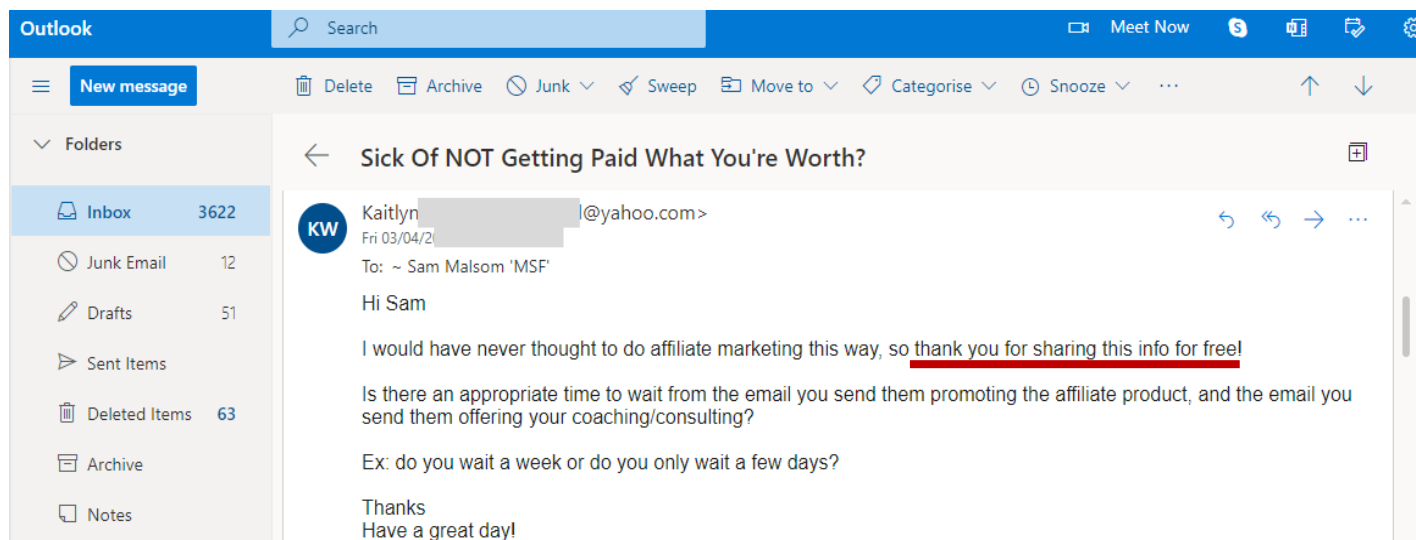
The 4<sup>TH</sup> & 5<sup>TH</sup> call to actions are STRONG.

They are linked to the customer avatars desire of financial security, family and freedom + getting clients and fast-tracking results in relation to a big benefit of travel and again... helping family!

This gets people to click the link in your email and book a call or buy.

In my business I email my list 5-6 days a week and usually take Saturday or Sunday off.

When you do this by leveraging education, unique insights & value to actually help people, you'll differentiate yourself from your competition, build an insanely engaged list... make **10X more profits in the long-term** and you'll have leads and clients reach out to you like this...



When this happens, you have the opportunity to leverage...

... **Contextual Follow Up** – By Isolating Leads & Prospects Into a 1:1 Conversion Environment!

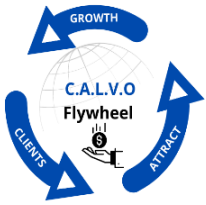
We will talk about this in the next section of this module.

**If you follow what I teach you by providing value + insights, while leveraging E.B.M & the VX3+S Framework... all the while creating or promoting the BEST products / service offers in your niche... and actually help your clients get RESULTS you'll get awesome STUDENT TESTIMONIALS & SOCIAL PROOF!**

*(I will teach you about this POWERFUL component in a future section of this training when we dive into a CASE STUDY on the psychological triggers one of my mentors used to make **\$149,670 in ONE DAY**... sending ONE EMAIL to his list!)*

**When you understand and apply what I am teaching you... you will massively increase your own RESULTS & PROFITS & your business will turn into a FLYWHEEL!**

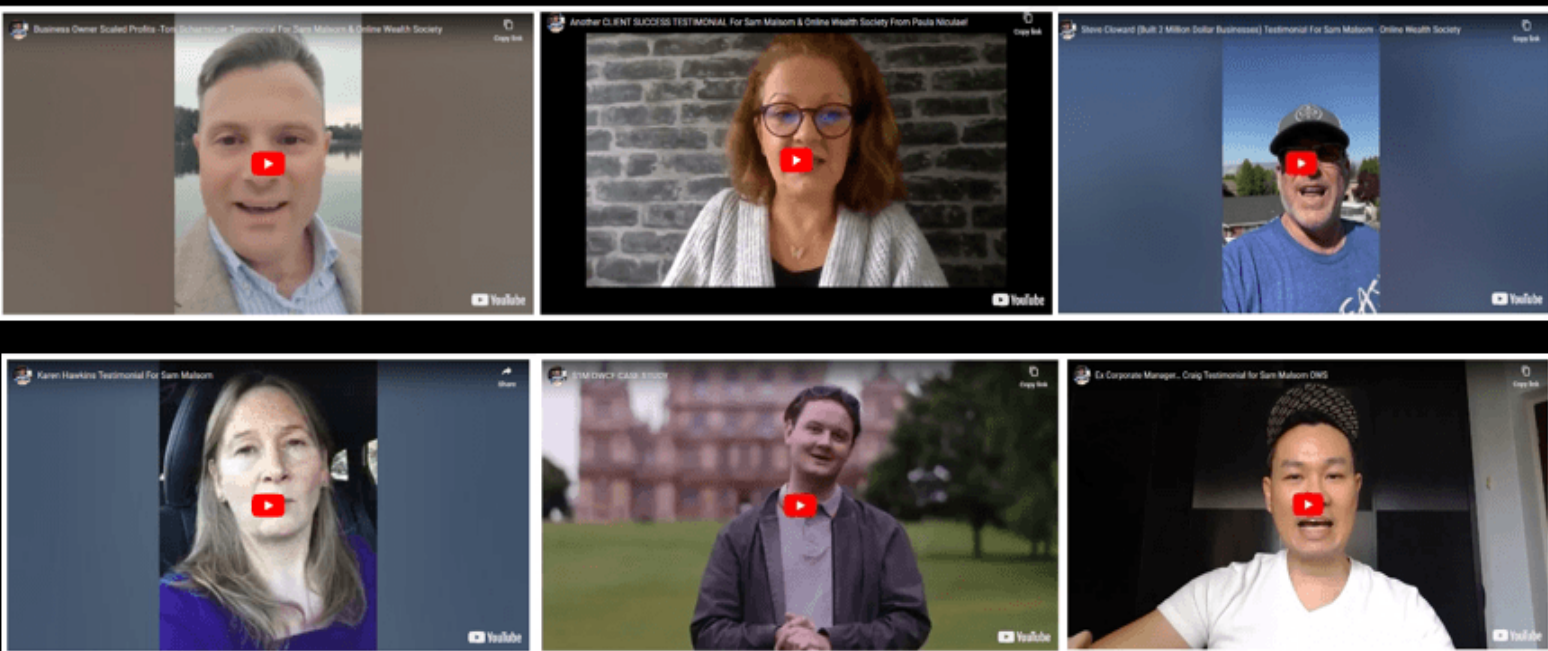
**This Is The POWER of The Unique C.A.L.V.O Protocol That Only The Top 1% Is Applying Correctly In Our Industry Right Now!**

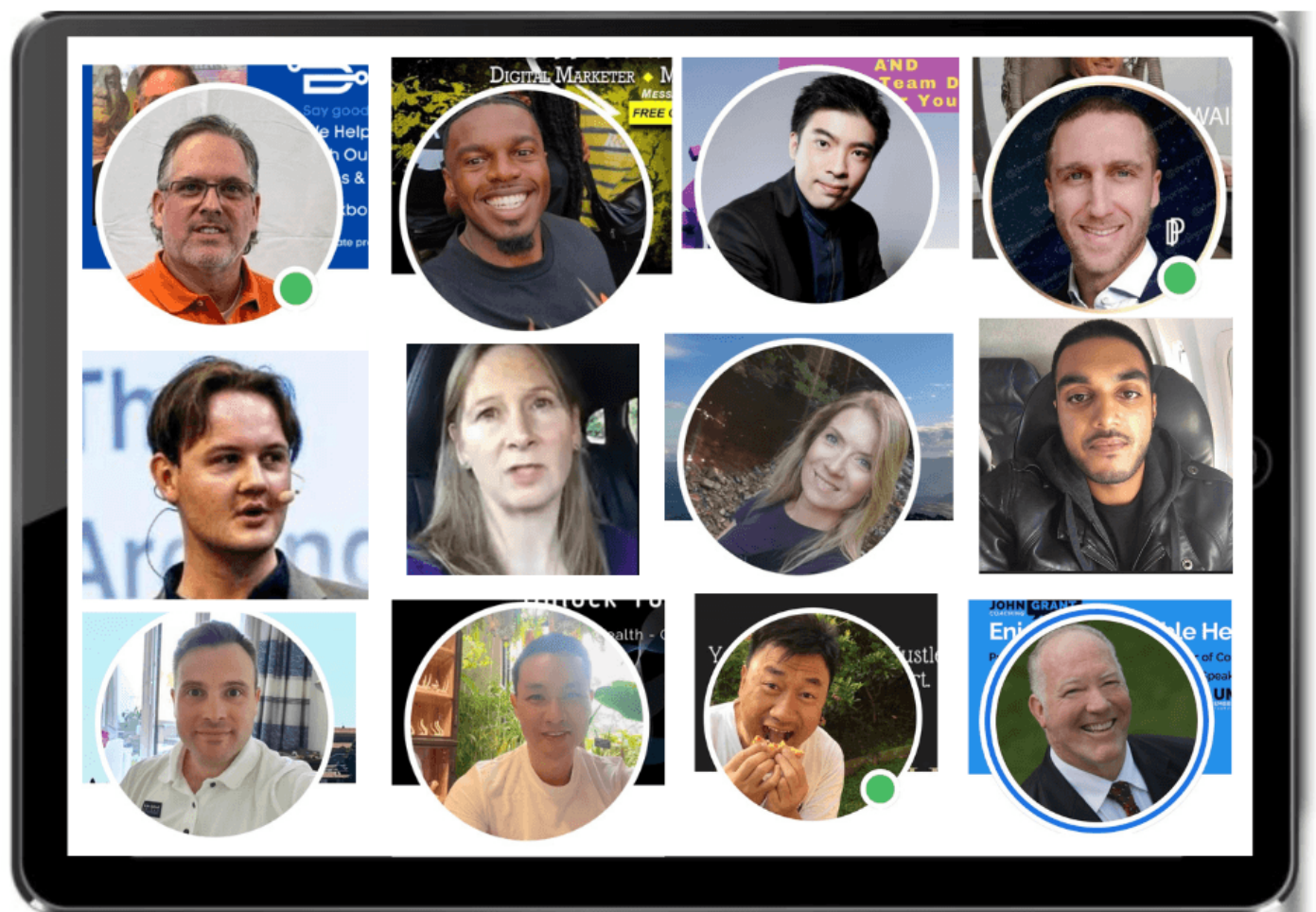
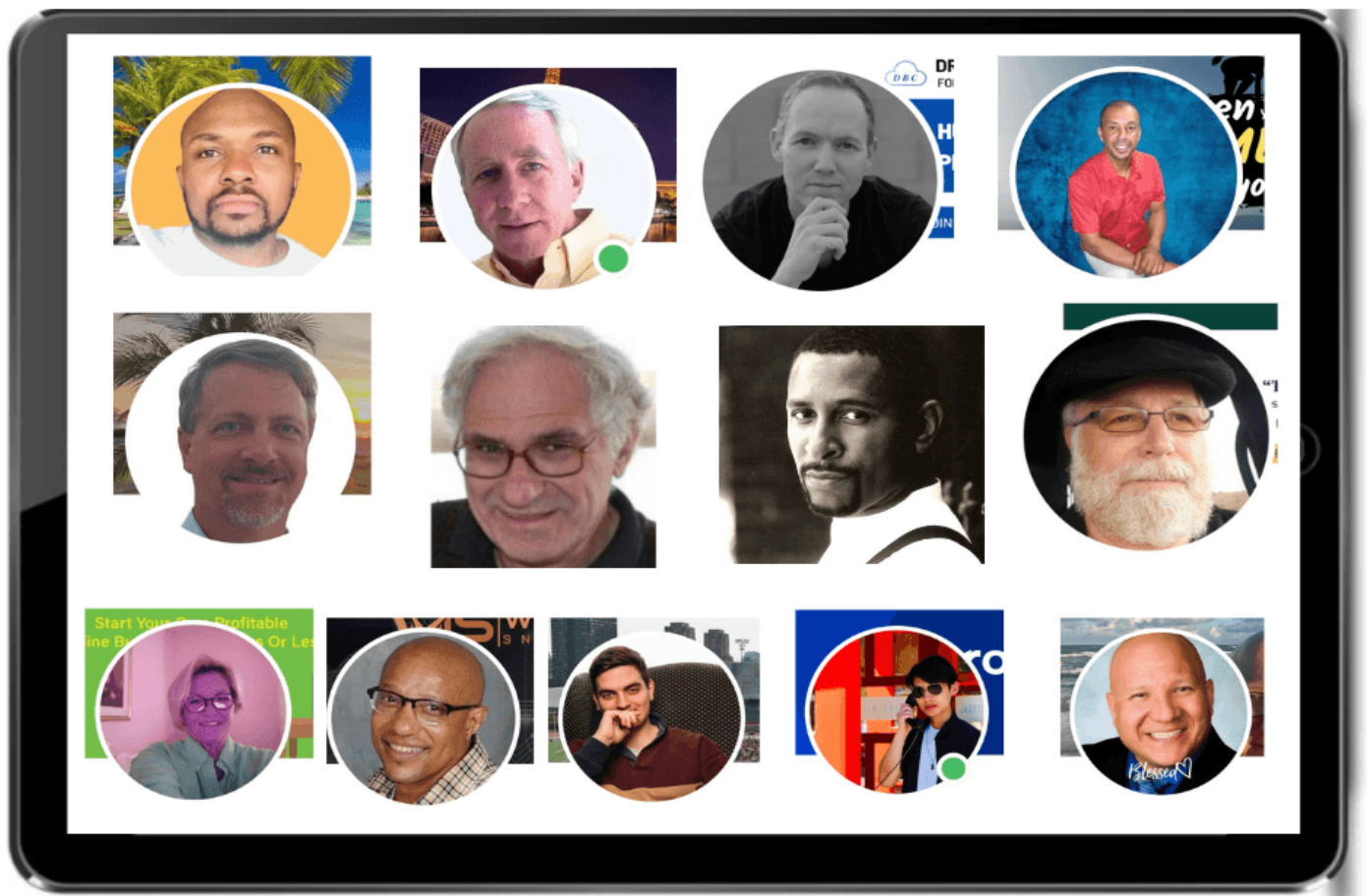


**Success Student Video Testimonial From Steve Cloward Who Has Built 2 Million Dollar Businesses & Invested Over \$100,000 Into His Education Learning From People Like Sam Ovens (Net Worth \$60M) And Marshall Sylver (Net Worth \$150M). He Say's... "My Courses, Coaching & Training Are The Most DETAILED & IMPACTFUL He's Ever Been Through!"**

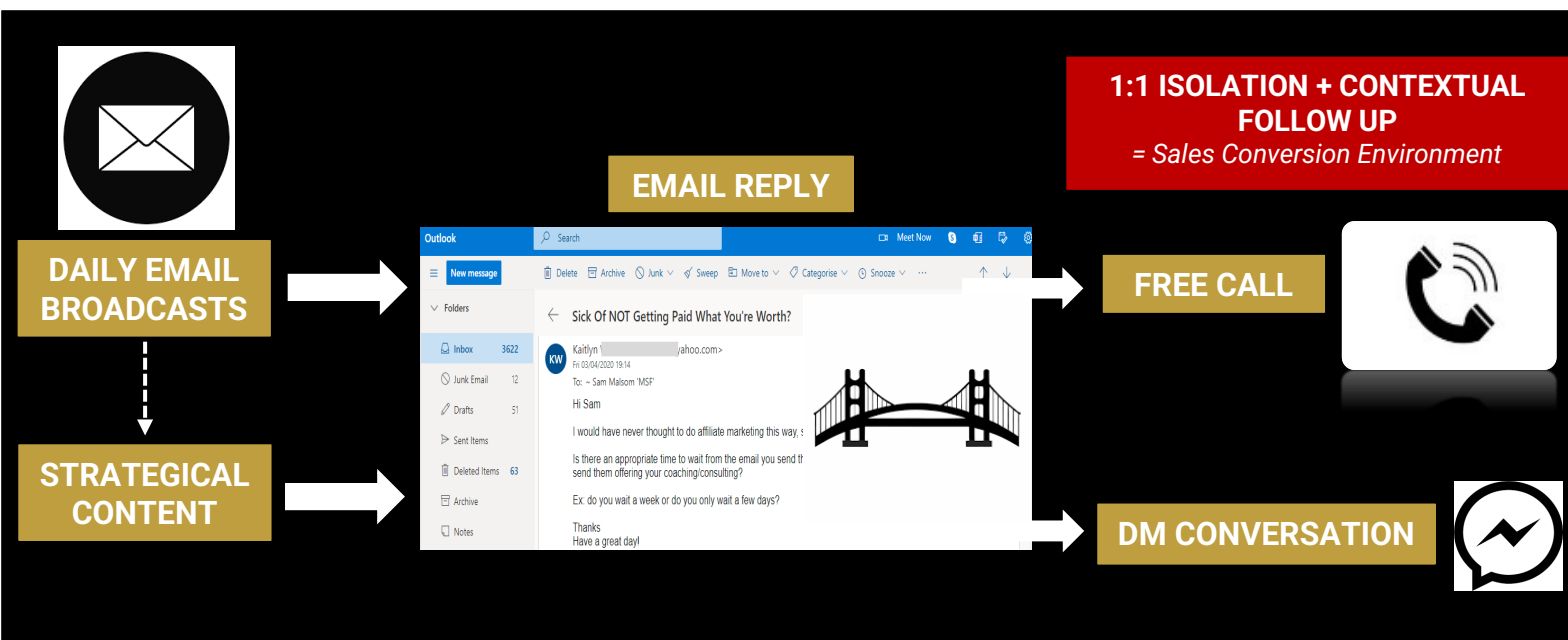


## CLIENT VIDEO TESTIMONIALS





# 🔑 Contextual Follow Up – Isolating Leads & Prospects Into a 1:1 Sales Conversion Environment! Quality Conversations = **CASH!**



When I first started online over 7+ years ago, I had no idea what follow up was.

Let alone **Contextual Follow Up**.

I started out spamming links on social media, hoping to GOD to make a sale. I failed miserably. The majority of people would message back telling me to F off. LOL!

I would go to the library in Exeter, UK each morning to use the computers + internet because at the time I didn't have a laptop. Just a Samsung galaxy pad. LOL

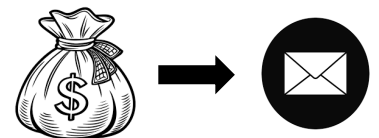
I didn't know about 'list building'.

I thought the word 'traffic' was cars driving on the road HAHA...

...& my 'sales' skills were non-existent.

However, as I invested into my own self-education learning from experts that were further ahead on the journey. I started building my email list. Because every successful person I was following was telling me...

“The Money Is In The List!”



While this is **true**. Its only half the story.

“The Real Money Is In The **Relationship** You Have With The Real People On Your List!”

**Contextual follow up** is how you develop that relationship to the next level, because every lead you have on your list is different. They are all at different stages on the journey to towards the end-result THEY desire!

It's about **engineering replies**... then using those replies to move the conversation into a **controlled 1:1 sales environment** where conversion actually happens.

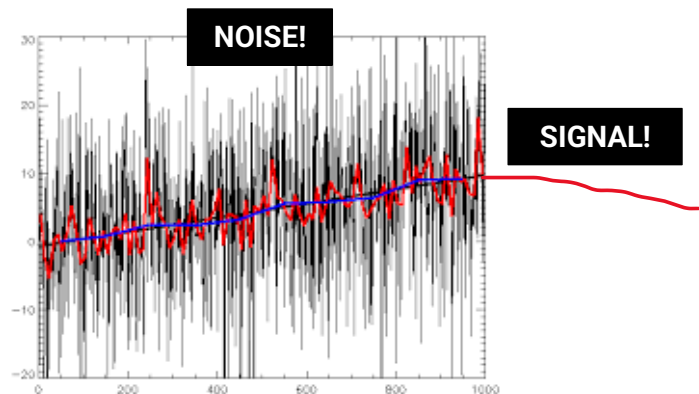
- This can be in the form of converting leads into sales over DM's (Direct Messages) on the main social media platform you are using to convert sales. Or...
- Booking them onto a 1:1 strategy session call, following the million-dollar sales script inside module #4 and converting them into a high-ticket sale.

Contextual Follow-Up is the **bridge**. This is how you isolate serious prospects from passive subscribers... without pressure, chasing, or sounding like a needy salesperson.

## The Real Goal of Email Contextual Follow-Up

Your email list is **not** a sales floor. It's a **Value Distribution + Sorting Mechanism** and your main objective is to identify:

- Who is aware?
- Who is curious?
- Who is problem conscious & looking for a solution?
- Who is ready to talk and buy now?



## Replies Are The **SIGNAL**

No reply = Continue email broadcast mode

Reply = Permission to go 1:1 and book them on a call or social media DM conversation.

## EMAIL REPLIES & QUALITY CONVERSATIONS...

...are **intent based action SIGNALS** from the lead. When someone replies, 4 things happen instantly:

1. You collapse psychological distance
2. You gain conversational authority
3. A lead turns into a prospect
4. You move from...

## "Content" To "Context"

**Content** draws the reader / viewer in... email replies, DM conversations & booked calls allows you to apply **context** in a 1:1 selling environment to their specific **BIG PROBLEM + DESIRED END-RESULT!**

This is the moment **the relationship goes to the next level.**

Contextual Follow-Up means you **respond based on their REALITY and their SPECIFIC PROBLEM**. Which means you can tailor your offer to SOLVE it. However, there are some important rules to follow to increase conversions.



**Never Solve Their Problem Directly Over Email & Do Not Pitch Your Offer, Yet!**

During this step you should:

- Reflect the words they say in the email reply
- Clarify their situation

- Expand on the consequence of staying stuck
- **Open up the natural next step by directing them to a social media DM conversation + FREE strategy call with you or your team.**

During the DM conversation or the strategy call, you can apply CONTEXT by asking the correct discovery + problem questions I gave you access to inside the sales script (module #4.) You should have created your own sales script by modelling the structure of my script and tailoring it to your niche + offer.

Your offer then becomes the logical conclusion to help them solve their specific painful problem.

### **Let's Dive Deeper Into How To Engineer Replies** *(Without Begging For Them)*

Here you should create **Micro-Friction Curiosity Loops.**

Here's some examples:

- *“Reply back to this email if you want some help solving [BIG PROBLEM]”*
- *“Out of curiosity, tell me... what are you doing right now to solve this problem?”*
- *“Reply back to this email right now and let me know what your biggest challenge is?”*
- *“Reply back to this email if you want some help [BIG BENEFIT]”*
- *“I'm taking on 7 new clients, reply back to this email if you want to [BIG BENEFIT]”*

One question... One angle... One reason to respond.

#### **The Isolation Mechanism**

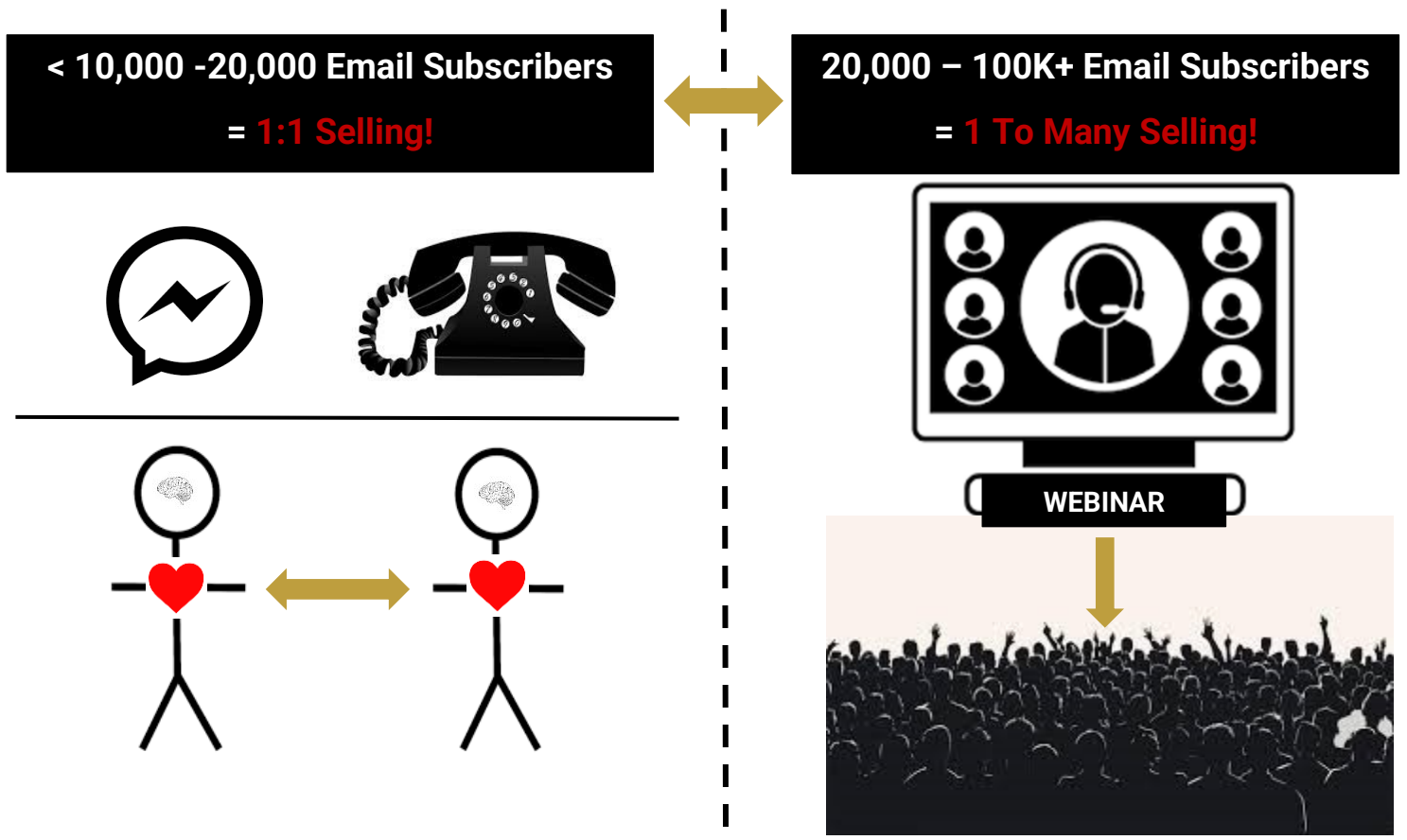
Now you'll want to:

- Match their tone
- Mirror their language
- Slow the conversation down &...
- Ask clarifying questions



This creates **PSYCHOLOGICAL OWNERSHIP!**





We will talk more about **1 To Many Selling** with webinars inside **BUSINESS SCALING MASTERY**. However, when you apply contextual follow up with a list size below 10k – 20k subscribers. They're no longer just "on your list".

They're in a **QUALITY CONVERSATION** with you.

## 6+ Quality Conversations Per Day = CASH \$\$\$

Conversations with serious prospects who have a painful problem that needs solving... opens up...

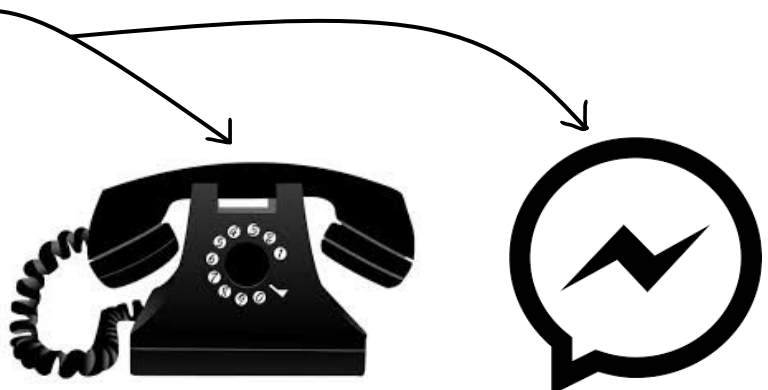
### The 1:1 Sales Conversion Environment

This environment has HEURISTICS (*rules*):

- *No pitching your offer too early*
- *No random info-dumping*

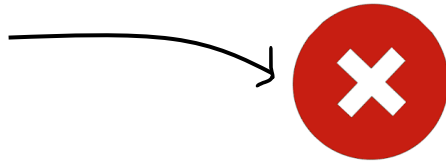
Instead:

- *You diagnose like a doctor*
- *You label the problem*
- *You dive deeper into the problem and cause some initial pain which gets them to take action.*
- *You quantify the cost of inaction (Opportunity Cost)*
- *You overcome their objections before they have a chance to project them onto you.*
- *You position your expertise to help them overcome the big constraint holding them back from achieving the end-result they deeply desire.*



Only **after** clarity is created... you introduce your offer as the SOLUTION & you **SELL** the **END-RESULT!**

## Here's The Biggest Mistakes People Make



They reply with:

- *Links to buy... without first understanding the context of the lead / prospects situation*
- *Long explanations*

...which kills momentum.

Your job is to get them off the email platform and onto your social media DMs or a free call so you can **expand on the context of their specific situation**. If they don't book a call or message you on social media, continue to follow up. You can also send them some of your 'WOW NOT HOW' content to re-engage them.

Every reply should do one thing:

👉 Move the prospect closer to...

**...SELF-DIAGNOSIS, ADVANCE THE SALE & POSITION YOUR FREE CALL AS THE 1<sup>ST</sup> SOLUTION!**

When they see the gap clearly...

Booking the call becomes *their idea* because they see the **BENEFITS + VALUE**.

Now... Contextual Follow-Up allows you to:

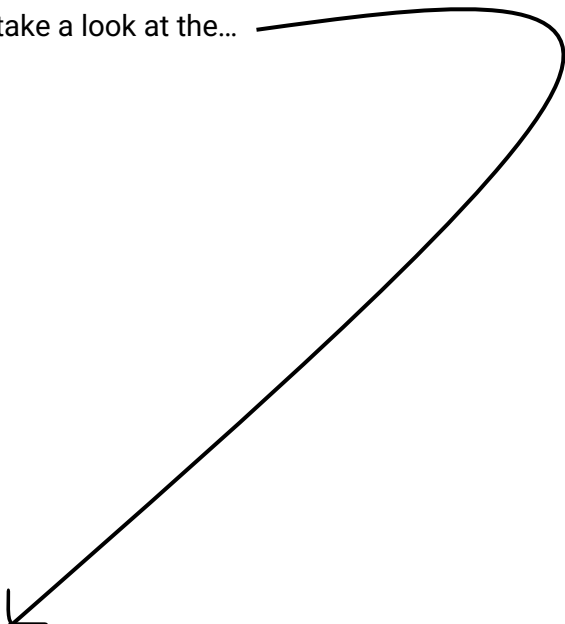
- **Sell High-Ticket Without Volume**
- **Convert From Small Lists Sizes** (*If you apply **LIST SEGMENTATION**, you'll kill it*)
- **Avoid Chasing Leads**
- **Create Trust & Build Relationships Fast**
- **Control The Sales Environment** - *By Asking The Correct Questions, Listening & Taking Notes So You Can Use This Information Data In Your Sales Closing Process!*



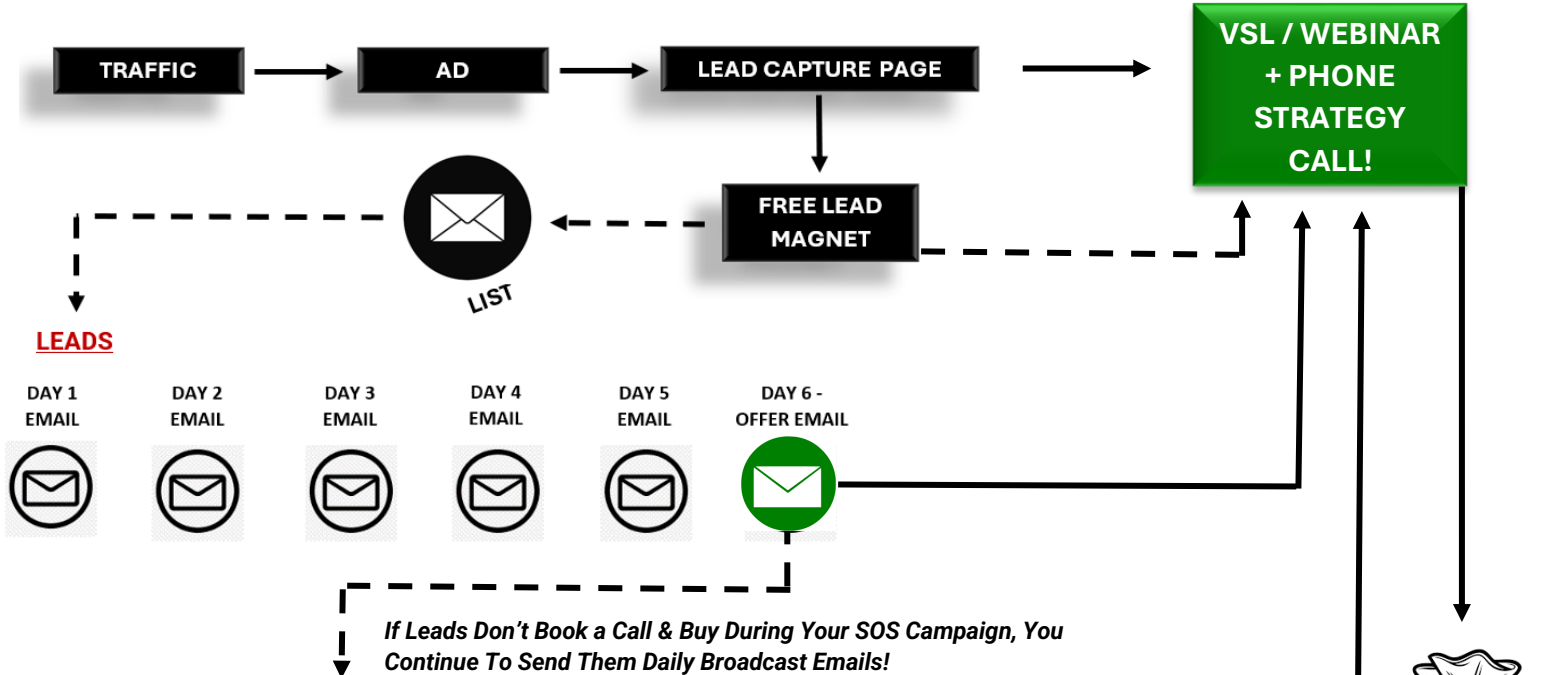
At the end of the day... sometimes you don't always need more traffic.

You need better **Quality Conversations** and **Contextual Follow-Up** is how you create them... on demand.

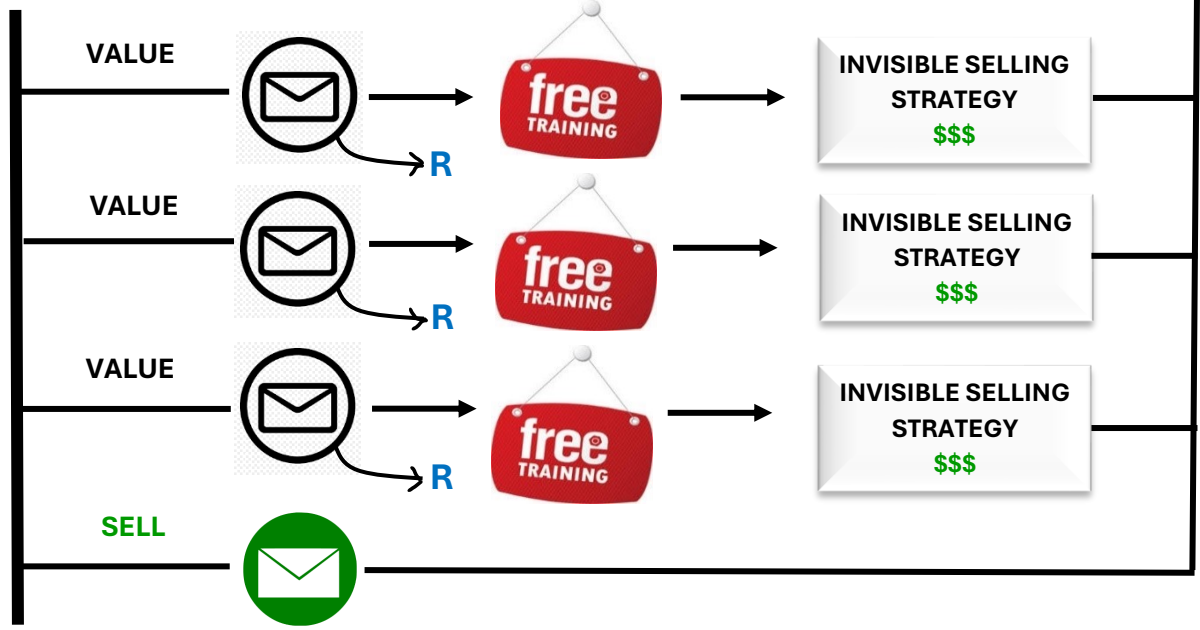
Now let's take a look at the...



# 🔑 Daily Broadcast Follow Up Diagram Leveraging The VX3+S Formula! (Value, Value, Value, Sell The Strategy Call)



## DAILY BROADCAST EMAILS



**R = REPLY** (Ask Your Email Subscribers To Reply Back To Your Emails)

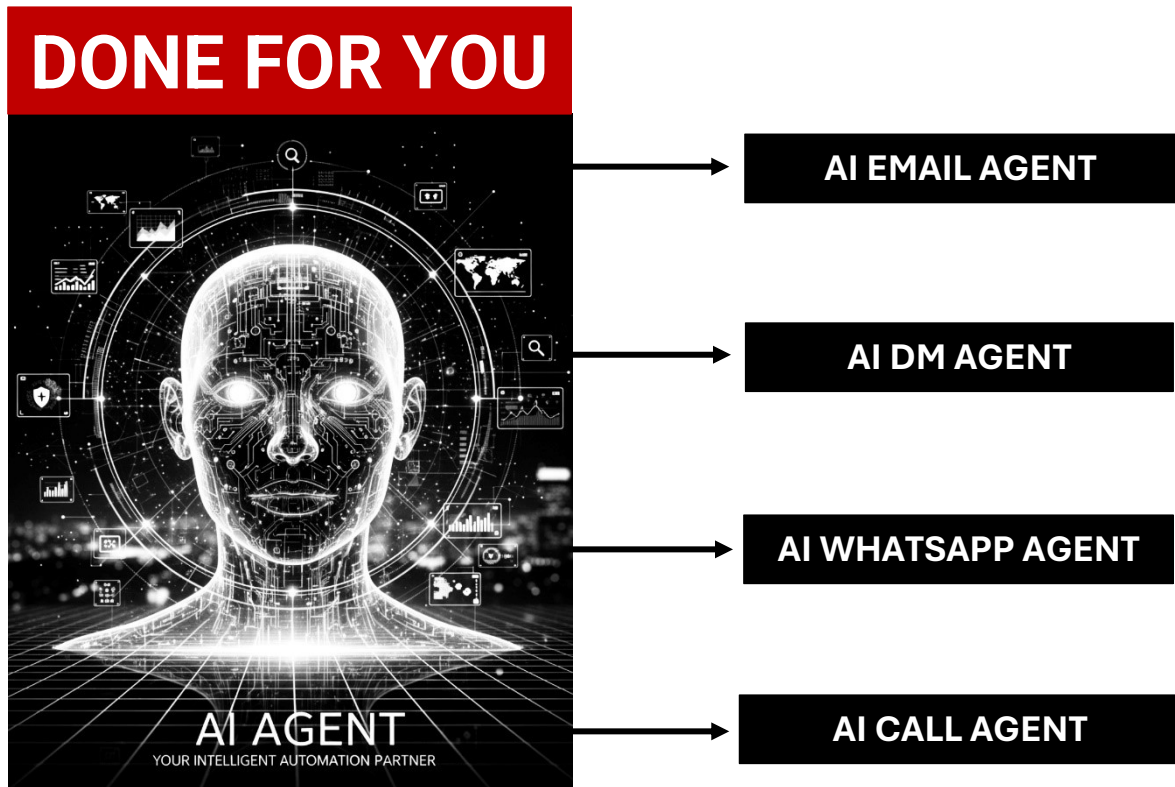
As you grow your list... you can use an **AI AGENT** to reply back to your list leads email replies which **automates** your CONTEXTUAL FOLLOW UP and allows you to book qualified appointments on your calendar.

You can also provide your **phone number** inside your emails and get your list leads to send you a **WhatsApp** message. At the start I advise you to reply manually. As you advance past 10k -20k subscribers you can outsource this to a V.A. or leverage an AI AGENT to reply to your WhatsApp messages for you.

We're going to talk more about this in the bonus modules of C.A.A.

If you want my team to set up a **DONE FOR YOU AI AGENT** to automate your email replies, DM chats, WhatsApp replies or call your leads back so you can book more appointments + saves you and your team 40+ hours per month in labour.

Direct message me on Facebook or LinkedIn and we can have a chat to see how we can help you. 😊



Great work. Now let's dive deeper into...

## 🔑 Understanding The Invisible Selling Strategy!

Invisible selling isn't about high-pressure closing tactics ... it's about **helping first**, so the sale becomes the natural outcome. It removes the friction from the selling process because the lead / prospect is already sold via **experiencing your marketing + content**.

**I Never Get On The Phone With People, Unless They Have Gone Through & Experienced My Marketing!**

My marketing ultimately does the majority of the selling for me.

And the sales conversation becomes a friendly non-pressure chat to see how I can help them.

The only exception for this... is if I am doing market research. In that case I'll jump on the phone with anyone in my target market, so I can learn more about the problems and desires of my core client avatar.

When I hop on a call...

- I want the prospect to have previously **received so much free value** from me... that has already helped them gain clarity in some way, shape or form! (*Video & Written Text Content*)
- I want them to have watched some of my client video testimonials including the **CASE STUDY** of the 9-Figure **FORBES** entrepreneur worth £102M that I helped / consulted! (*This positions me as an AUTHORITY EXPERT*)
- And ideally, they've completed watching my **VSL** (*Video Sales Letter*) or **E.B.M Webinar!**

When you lead with strategical content, clarity, context, social proof and genuine problem-solving consciousness by helping... people don't feel like it's selling...

## THEY FEEL UNDERSTOOD!

When this happens... they're already half way sold!

The key is to call out your target market (**WHO.**) You then show them **WHAT** they're missing, **WHY** it matters + why they need to solve the problem now, and **HOW** to fix it with your offer... without constantly pitching or pressuring people to buy in every email like a desperate kid at a candy store. LOL

- **WHO** (*Call Your Core Client Avatar Out In Your Emails + Content To Grab Their Attention*)
- **WHAT** (*Leads Are Missing The Steps To Achieve The Result! Explain Without Sharing The How*)
- **WHY** (*Why Solve The Problem NOW? Why Not Wait? Usually Because The Prospect Is In Pain*)
- **HOW** (*They Buy Your Offer So They Can Fix Their Painful Problem & Achieve The End-Result*)

The **trust** is built in the **help!**

The **authority** is built in the **insight** & your **authority + credibility positioning** in the marketplace.

And by the time your offer appears, they've already received so much free value from you, the decision is already 80 – 90% made because you've already done the real work:

You've helped them see for themselves, you've explained their problems better than they understand the problems themselves, and you've presented the opportunity path forward by booking a FREE call with you.

## **Invisible Selling** =

Leading With **VALUE** First & Getting The Lead / Prospect To Come To Their Own Conclusion To Book a Call + Buy!

The **VX3+S** Framework Allows You To Execute This Perfectly!

Here's The Time-Tested Invisible Selling Strategy Components (*Help First, Sell Second*)

- 💡 **Deliver Clarity Within Your Content & Massively Overdeliver To Build Good Will & Reciprocity!**

Most people drown their audience in random information that doesn't help them. Invisible sellers create...

**CLARITY & CONFIDENCE!**

Your job is to connect the dots, destroy false belief patterns, reframe the problems, and simplify the path forward. The moment someone thinks, *"That finally makes sense"*, trust is locked in... and selling becomes frictionless. **People will book calls and already be sold.**

A bunch of my previous clients booked a call. I didn't even have to walk them through the sales script.

One guy literally jumped on a Facebook call and said...

*"Sam, I've Been Getting Your Emails + Content For a While Now And I'm Ready To Buy. Send Me The Payment Link."*

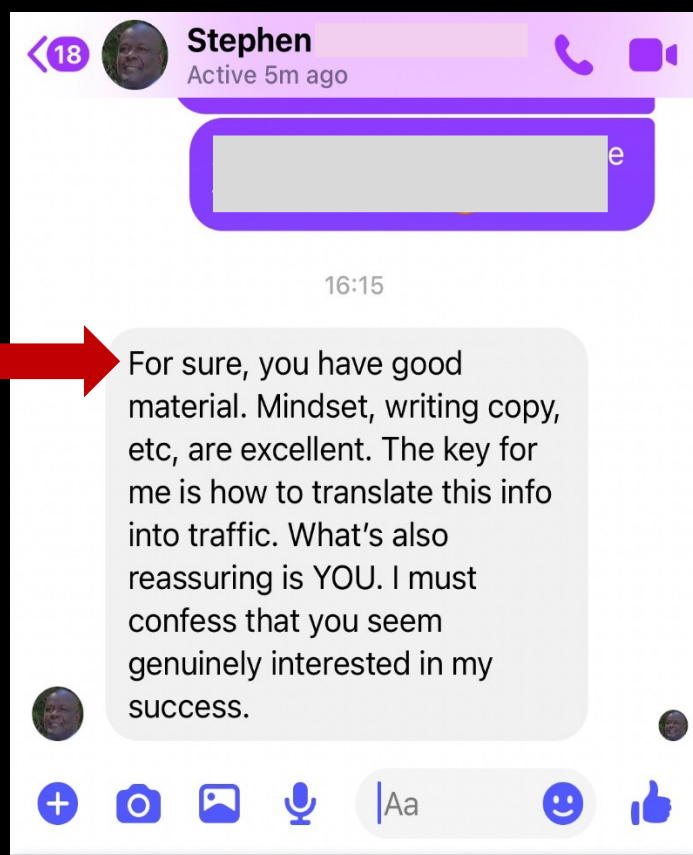
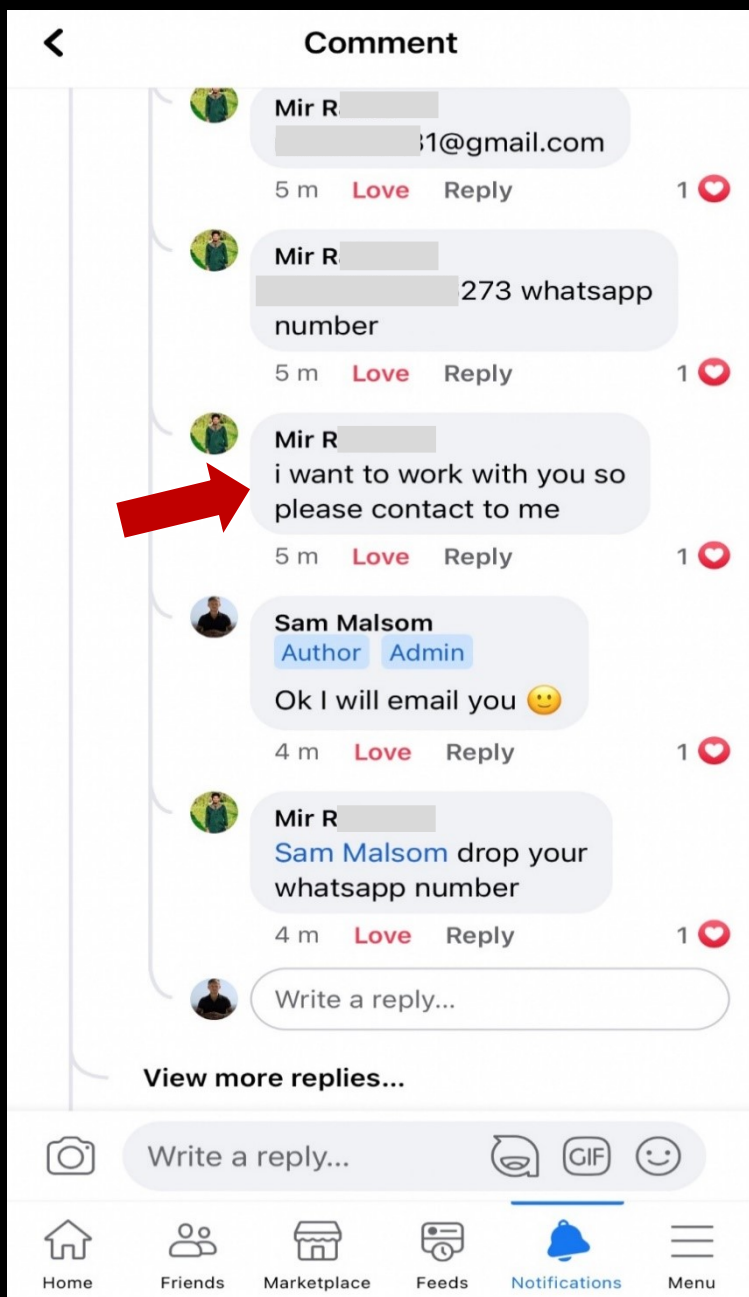
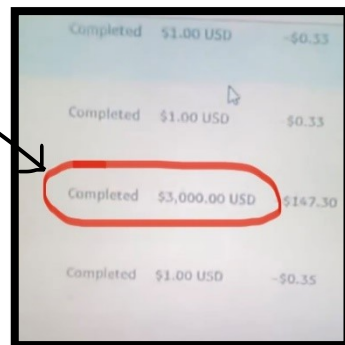
The call lasted less than 5 minutes and he wired me \$3,000 instantly.

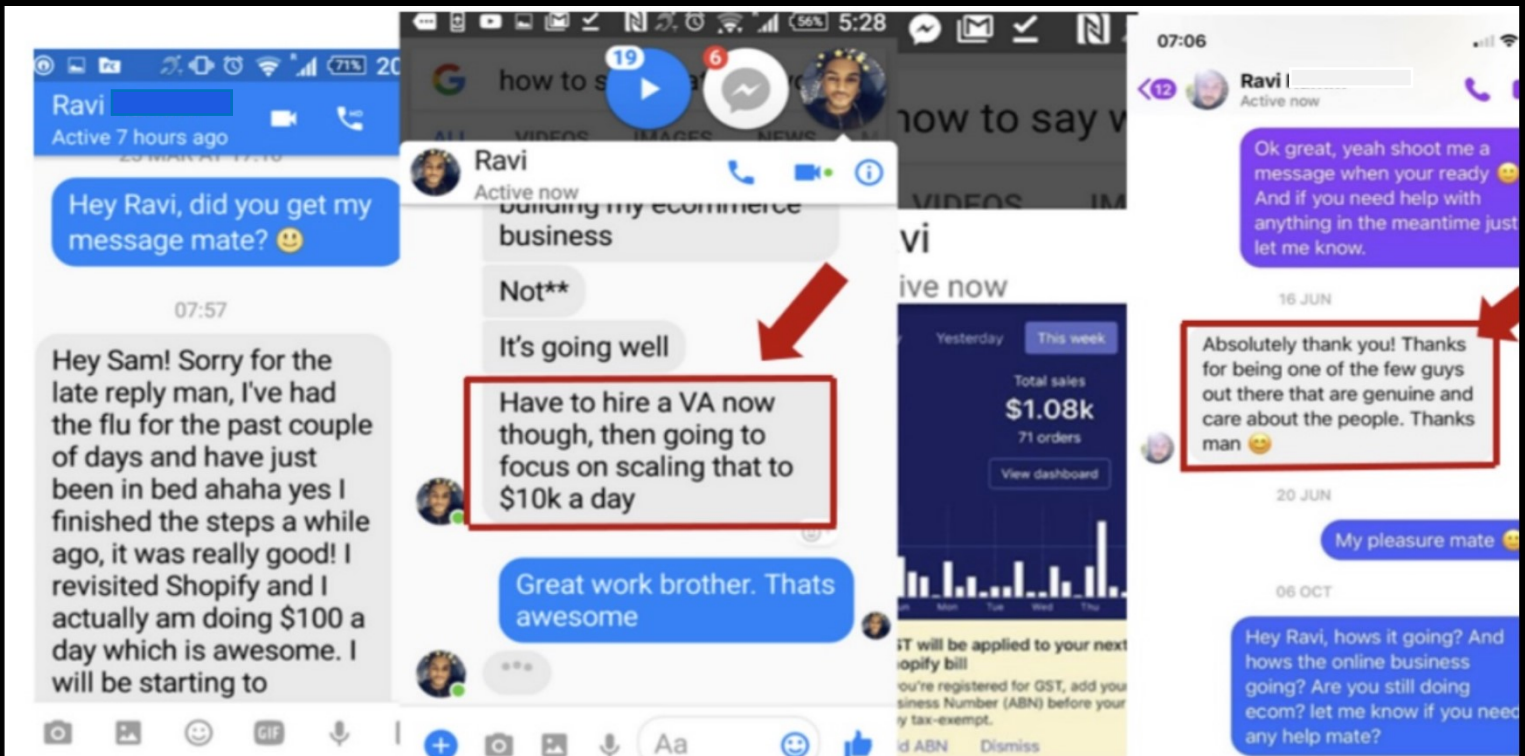
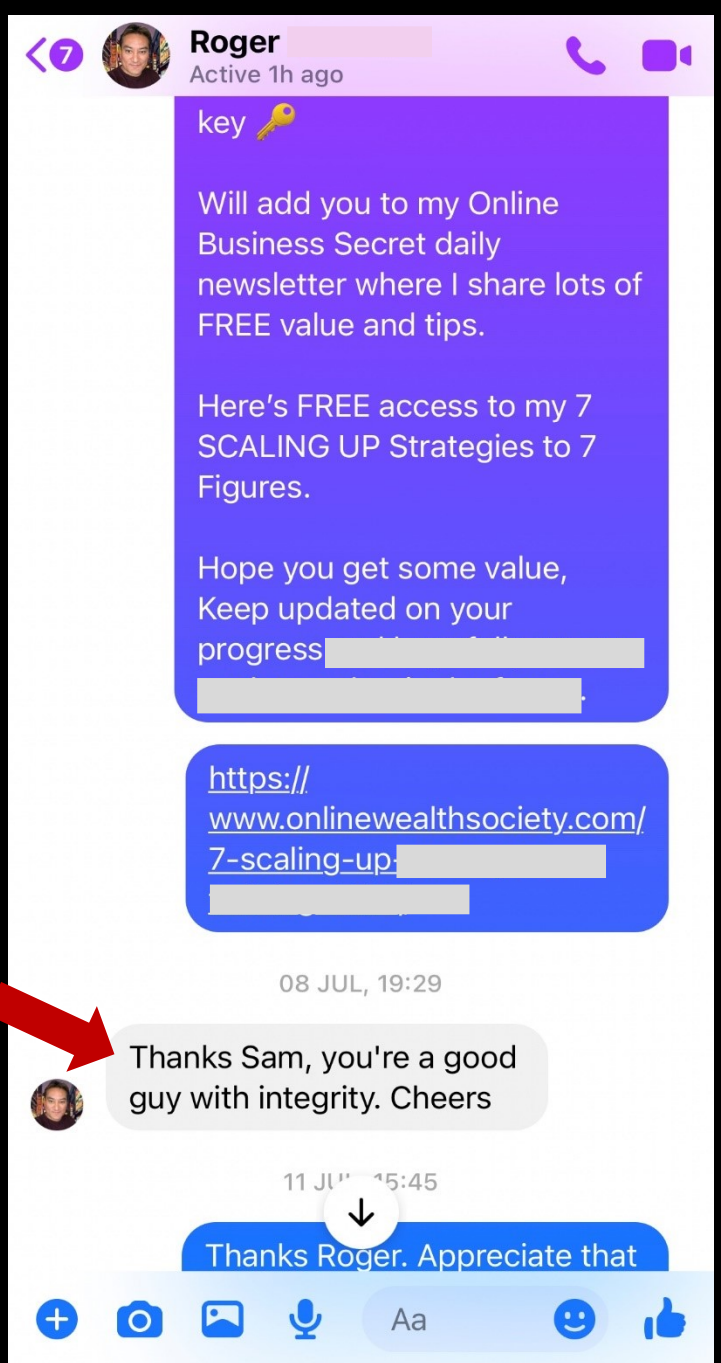
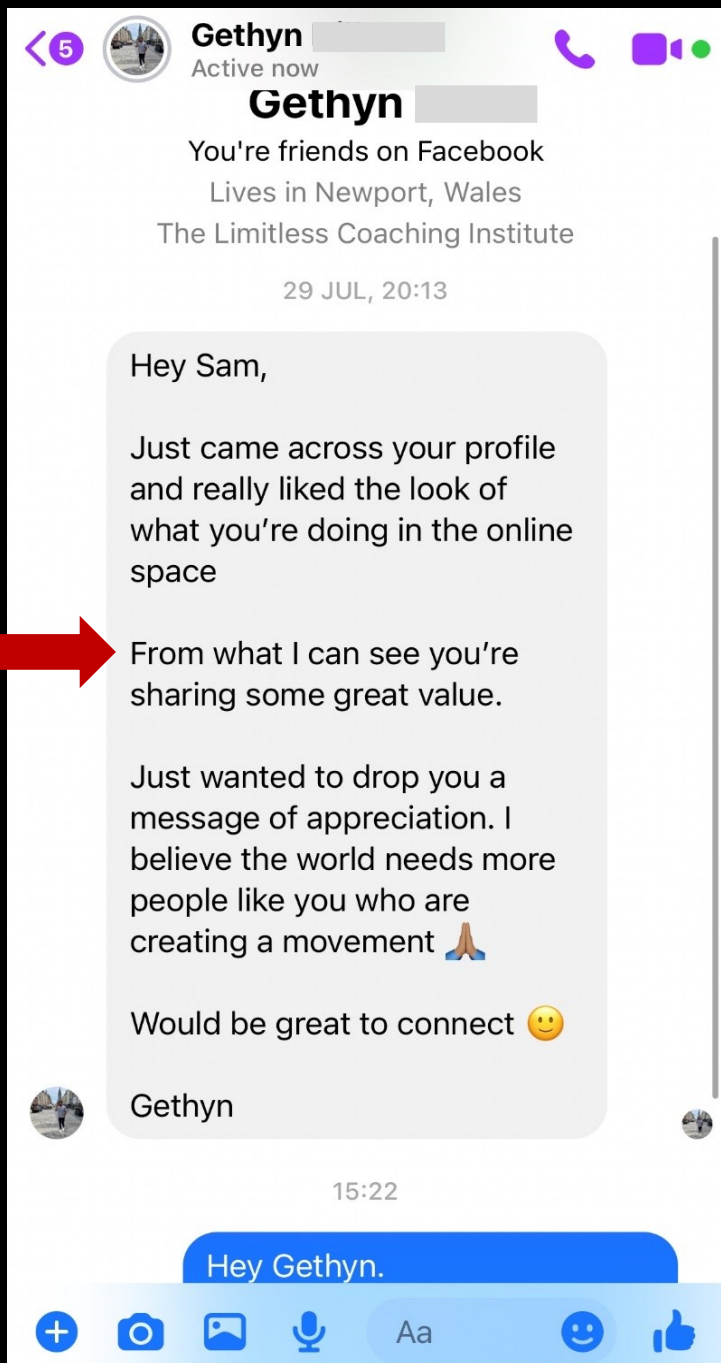
How would you like to **make \$3,000 for 5 minutes of work?**

It used to take me a whole month of working a dead-end job to earn \$2k.

This is the **power** of the **INVISIBLE SELLING STRATEGY** that I am teaching you.

It's also the reason when I was previously promoting, I'd get DM's on Facebook from leads asking to join my coaching program + people leaving me positive messages. See proof below...



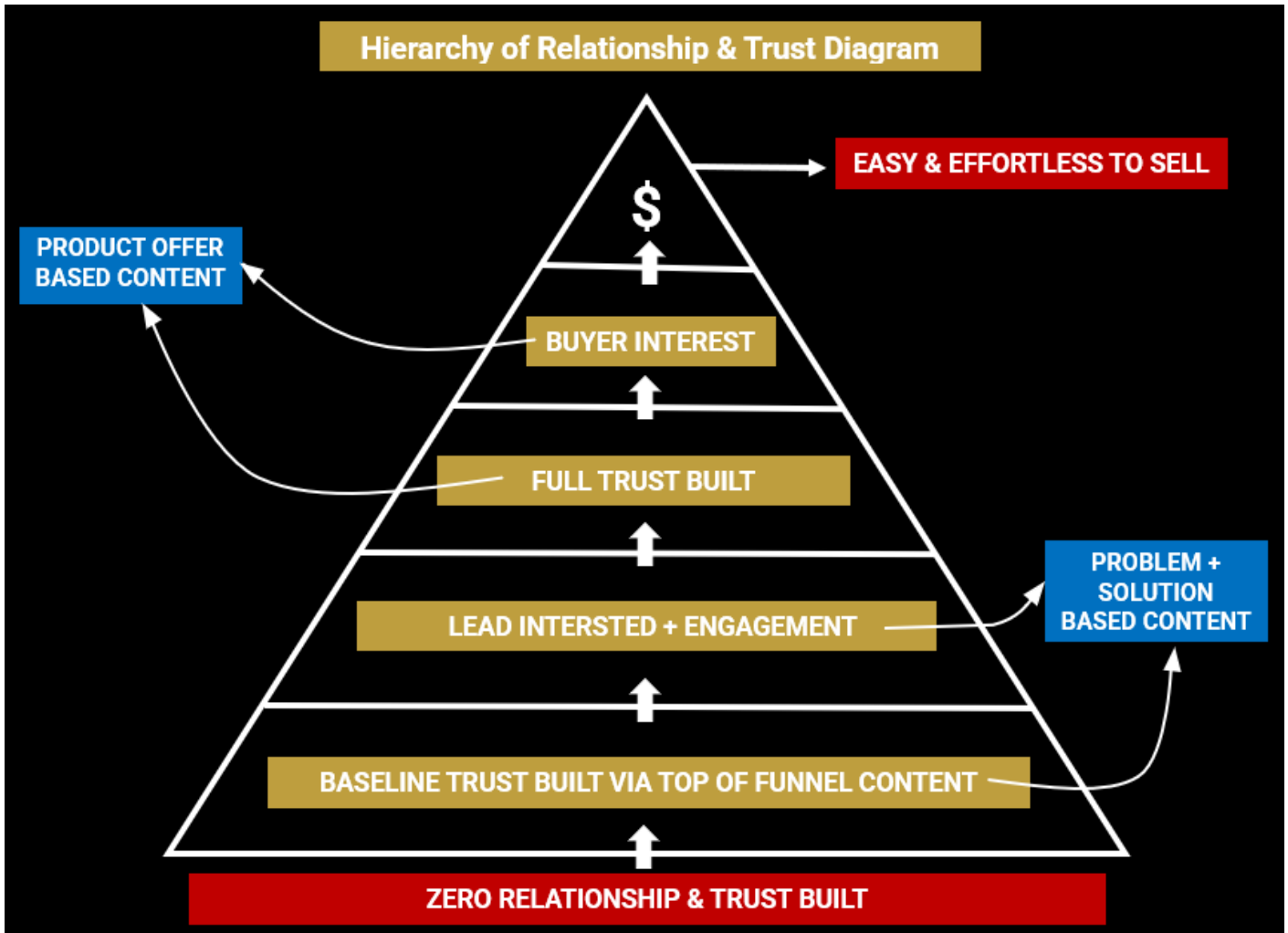


Now some calls will be tough to close and not everyone will buy, which is a good thing because you don't want everyone to buy.

You only want the right people buying from you that are serious and ready to take massive action.

However, leads and prospects that are engaged by getting your emails + content consistently will buy **easily & effortlessly**.

These are the people at the top of the...



➤ **💡 Diagnose Before You Prescribe!**

The KEY here is to STOP blabbering by explaining what you do and start showing people you understand what they're stuck with. Ask better questions. Break their situation down clearer than they can themselves.

When someone feels accurately diagnosed, they mentally assign YOU and your offer as the solution.

Every 4<sup>th</sup> email you sell the strategy call hard. Now and then you can mention your offer. But your main objective is to sell the free strategy call as the first solution and then your offer is sold on the call or over the DMs as the **ULTIMATE SOLUTION**... to help the prospect get their **SPECIFIC DESIRED END-RESULT!**

➤ **💡 Make The Next Step Feel Like Help, Not a Sale!**

Your CTA's shouldn't always feel like a transaction.

It should feel like the obvious continuation of **SUPPORT & HELP!**

## Copywriting Example:

*“If you want help applying this to your specific situation, click here now and book a free “Client Magnet + Profit Booster” call so you can get the unfair advantage >>”*

This beats hard closing in all your emails like a lot of marketers do, which again burns out your list. When your offer is positioned as **help & assistance**, people move forward willingly... and faster.

Here’s an email template you can COPY for your contextual follow up process. Notice how I am not selling. I am POSITIONING my service as **HELPING**. Because that’s the business you are in. Helping people solve problems for profit! 😊

The image shows a screenshot of an email on a mobile device. The email is from 'You' (SM) to a recipient, dated 25 Jan. The subject line is 'URGENT - please reply..'. The body of the email starts with 'Hey, how's it going?' and 'My name is Sam Malsom I am an online business coach'. It then says 'You entered your name, email and phone number into one of our websites in relation to starting and growing your online business and I was just following up to see if you need any help getting things set up?'. It provides contact details: 'Facebook: Sam Malsom', 'Mobile: +44 748', and 'Email: sam@business'. It ends with 'Look forward to having a chat with you!' and 'Please reply back to this email to confirm you have received!'. The email is signed 'Talk soon,'. The screenshot also shows the mobile interface with a status bar at the top (10:48, 66% battery) and a bottom dock with 'Email', 'Calendar', and 'Apps' icons. Red arrows point from text boxes on the left to specific parts of the email: 'Powerful Subject Line' points to the subject line, 'Offering Help' points to the paragraph about the website, 'Contact Information' points to the contact details, and 'CTA' points to the request to reply.

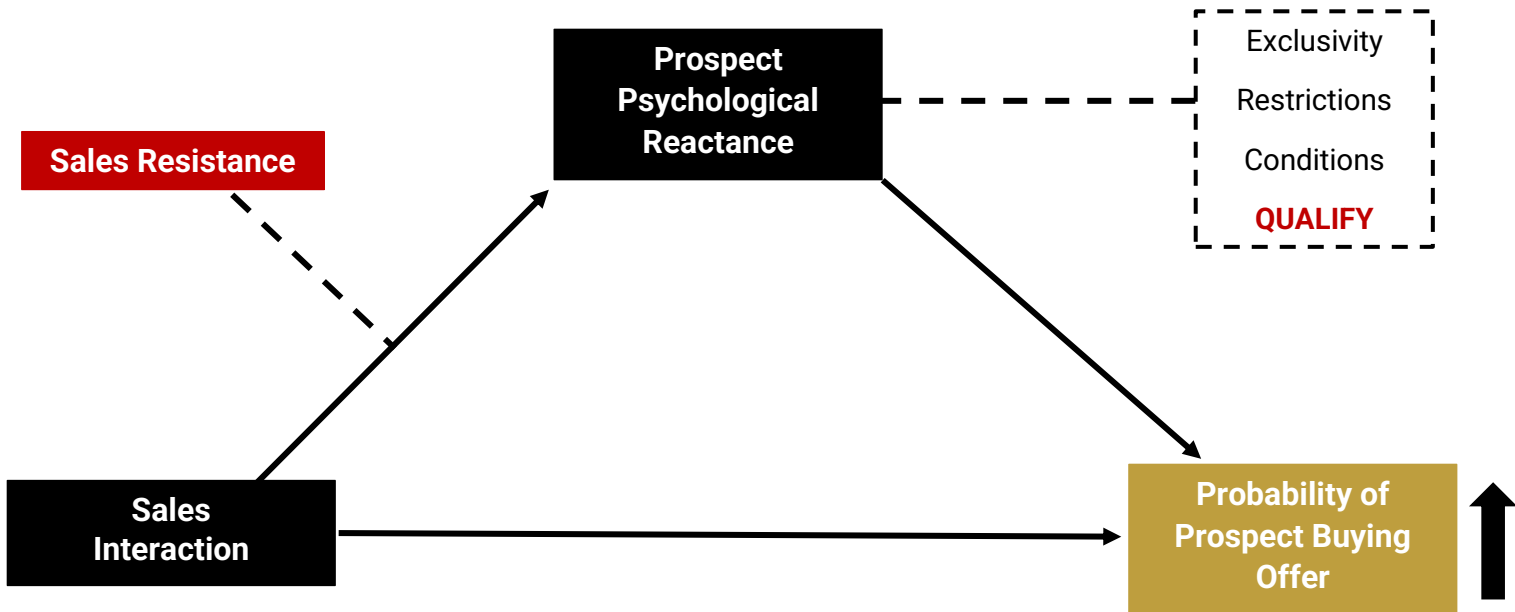
**Powerful Subject Line** → URGENT - please reply..

**Offering Help** → You entered your name, email and phone number into one of our websites in relation to starting and growing your online business and I was just following up to see if you need any help getting things set up?

**Contact Information** → **Facebook:** Sam Malsom  
**Mobile:** +44 748  
**Email:** sam@business

**CTA** → Please reply back to this email to confirm you have received!

➤ **💡 Apply Psychological Reactance Theory To The Positive Side So You Can Eliminate Sales Resistance!**



We talked about sales resistance during module #4. (*High-Ticket Sales Secrets*)

**Psychological Reactance** = The instinctive resistance people feel when they sense their freedom of choice is being threatened, causing them to push back... even against things that could benefit them.

Here's a study from the **National Library of Medicine**, that dives into this in detail.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC4675534/>

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▶ Z Psychol. 2015;223(4):205–214. doi: [10.1027/2151-2604/a000222](https://doi.org/10.1027/2151-2604/a000222)

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**Understanding Psychological Reactance**

>>> <https://pmc.ncbi.nlm.nih.gov/articles/PMC4675534/>

We can however... use this to our advantage by creating...

- **OFFER EXCLUSIVITY +**
- **RESTRICTIONS with SPECIFIC CONDITIONS.**

In layman's terms. **Clients must QUALIFY to work with you!** Not the other way around.

This is otherwise known as the **Gatekeeper Method** which completely flips the entire sales dynamic.

It's more of an advanced technique after you have a decent amount of client results + testimonials.

Instead of chasing, pitching, or convincing, you become a **SELECTIVE SALES PROFESSIONAL!**

Access to your offer isn't guaranteed... which creates exclusivity & **DEMAND!**

This works because of **Psychological Reactance**. When people feel access is restricted, **they subconsciously want it more**. Not from hype or fake scarcity... but because their freedom and status feels challenged.

The moment a prospect feels *evaluated*, the power dynamic shifts.

Leads & prospects stop asking:

*"Do I want this offer?"*

And they start asking:

*"Am I good enough for this?"*

Which completely shifts the sales psychology!

**The Red Button Effect:**



When you tell someone, they cannot do, or have something or that access is restricted, they instinctively want it more to restore their sense of freedom.

Let's do a quick exercise. In this scenario... imagine there is a red button on the desk you are currently sitting at, while going through this Client Acquisition Accelerator module. And I say...

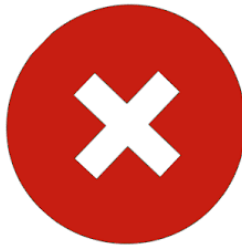
*“You Are Not Allowed To Press The Red Button!”*

Chances are... all you want to do right now is press the red button. Correct? 😏 This is because the human psychology wants things more when you can't do / have them.

Think back to when you were a kid, and your parents or your teachers said you can't do something and you just went and did it anyway. I remember back when I was a little boy.

At Christmas time, my mum used to wrap up and hide all my Christmas presents in her bedroom wardrobe. She knew... that I knew where they were and she would say...

*“Sam, Do **NOT** Go Into My Bedroom.”*



Guess what I did each year. I went straight into her bedroom wardrobe to find the presents in my Christmas stocking that looked and felt like Play Station games. I would rip open the present slightly to see if I had got the new FIFA soccer game. 😂

Then I'd hide the present at the bottom of my stocking so she wouldn't notice that I had slightly opened it. Every year... weeks before Christmas day I already knew I had the new FIFA game and the excitement on Christmas eve was so intense I could not sleep.

The very act of being told I wasn't allowed to go into her bedroom wardrobe, made me want to do it even more. When you have clients + results you should apply the same psychology, when selling your offer.

When buying is NOT guaranteed using selectivity + clients have to qualify to buy, they subconsciously want it more... because if they don't qualify it slightly damages their self-identity and freedom of choice.

You can take this to the next level by leveraging...

### **Selectivity + Qualification + Real Urgency & Scarcity All At The Same Time:**

When you apply this... **POSITIVE PSYCHOLOGICAL REACTANCE** to purchase multiplies!

Real psychological power comes from being selective about who you work with, but it's even more powerful when you apply **REAL URGENCY & SCARCITY!**

(e.g., *"We're very selective on who we take on as a client because I want to make sure I can 100% help you get the results that you desire."*

*So, if you qualify, I'm just making you aware that we are only taking on 5 more 1:1 clients this month due to accessing my time to coach you + do the majority of the hard tech work for you.*

*After the 5 spots have gone during the next week or so, you're gonna miss out! Fair enough?"*)

## **The Gatekeeper Framework (Simplified)**

### **1. Set The Pre-Frame**

Here's how I do this...

*"At the end of our call together... I may or may not give you an offer to help you. This works extremely well for certain people... but it's not for everyone.*

*I'm gonna ask you some questions during this call to see if it's a good fit for both of us.*

*Does that sound good?"*

### **2. Reveal The Qualification Criteria Effect**

During this stage you will ask the discovery + situation + problem questions that we talked about inside module #4 of C.A.A to figure out if they qualify.

You'll want to show who this is for... and who it's not for.

Example:

**Decisive vs. Hesitant.**

**Serious Action-takers vs. Overthinkers & Procrastinators.**

Or

*"To qualify you must be making X amount of money per month from your business"*

The key here is to think of ways your offer requires some kind of qualification criteria in order for a lead / prospect to have the OPPORTUNITY to buy from you. This triggers reactance because the prospect realizes **working with you is not guaranteed.**

### **3. Hand Back The Decision To The Prospect**

Remember... people hate to be sold to, but they love making a buying decision themselves... that can help them achieve a specific result & solve a big problem.

Here's what you can say after you've walked them through the high-level overview of your offer. It's **CRUCIAL** you do not go into too much detail when presenting your offer.

When I first started selling many years ago, I would talk about all the features & processes of my offer, and it killed so many high-ticket sales. Prospects simply get overwhelmed when you do this. And...

## An Overwhelmed Prospect Never Buys!

The **'process details'** in relation to getting the end-result should be inside your offer and only accessed AFTER they've made the purchase.

Looking back, over the years... I think I have easily lost \$500,000 - \$1M in lost sales revenue from going into too much detail on sales calls around the features + what the buyer would get in terms of the constituent parts of my offer.

### Never Do This!

The only thing that matters is how you make the prospects **FEEL!**

Imagine I jumped on a sales call with you when you first got started with my coaching program and I said the following...

My offer is so great... you're gonna learn about...

- How **psychological reactance theory** relates to selling
- Why **multi-dimensional long-term thinking** like billionaires always wins
- How **care** is the **generative principle** of manifestation
- Why you need to become aware of **morphogenetic phenotypic plasticity** so you can adapt in business due to the rise of AI.
- How **acetylcholine** & **epinephrine** chemicals in your brain helps you improve **focus** levels
- Why **AI direction** can 100 – 1000 X your action output.
- How **quantum mechanics** and **astro-physics** relates to sales funnels
- Why the **VX3+S framework** will allow you to distribute value to your leads and book more qualified appointments + convert high ticket sales without burning out your list.

Sure, there's some benefits in there... but the majority of people would have perceived me as some kind of weird alien on the sales call. LOL And I would have lost the sale.

These are all topics / intelligent information you have learnt inside this coaching program curriculum (**aka CRITICAL KNOWLEDGE TO HELP YOU GET RESULTS**) but if I had blabber mouthed to you on the sales call... it would have completely overwhelmed you and you wouldn't have purchased from me.

Make sense? Great! 😊

Here's what I'd say to **Hand Back The Decision To The Prospect**

{ *"Based off what you've told me on our call together, I definitely think the [OFFER NAME] would work for you.*

The real question is... does this **feel** like the right fit for you in terms of achieving your [REPEAT BACK THE SPECIFIC END-RESULT THEY DESIRE?]

#### 4. Reinforce Freedom of Choice

“Theres no pressure to get started & you’re completely free to choose.”

If they hesitate, pull back & let them choose.

“No worries at all if you need more time... I'd rather you be absolutely sure.

Tell me what you need more time to think about, is there anything I can explain on the call today to help you get to a decision?”

This often causes the prospect to open up about their specific objection then double down and commit.

If they push back, which some prospects will, **you must stay calm** & find out the real objection that’s stopping them from moving forward. You then need to overcome it.

Many prospects will give you surface level objections.

Go to module #4 of C.A.A and access the **Objections Handlers + Sales Closing PDF** I shared with you to obliterate the most common objections prospects have when thinking about buying.

Awesome work... moving onto the last section of **I.S.S**

#### Important Rules & **Invisible Selling Strategy** Advice From Sam Malsom 😊

##### ➤ **Your Selectivity & Qualification Must Be Authentically Real.**

You must be willing to turn away clients who are not a good fit.

There must be...

**No desperation or neediness to get the sale.** (You must operate from a place of **ABUNDANCE** instead of **SCARCITY!**)

**No fake urgency.** (= Limited Time)

**No fake scarcity.** (= Limited Units) &

**No pressure...** the majority of the time.

However, saying that... if the prospect is a good fit and you 100% believe you can help them... sometimes you may need to add a bit of pressure to get the sale over the line.

This is where you’ll have to tap into your **INTUITION** by gauging if you think & feel like the prospect needs a push over the line to purchase!

##### ➤ **Communicate Your Selectivity + Qualification Requirements In Your Emails + Content** (Video + Text + Audio)

Every now and then... after you've shared some cool WOW NOT HOW value, drop the following copy in your content.

*"If you got value from this [EMAIL, VIDEO, BLOG POST etc] and you want some help [ADD BIG BENEFIT] book your free [RESULTS DRIVEN] strategy call at the link below!*

*We only take on [X NUMBER] 1:1 coaching clients per month [ADD REAL REASON WHY USING URGENCY / SCARCITY] e.g. because I only have 24 hours in the day and I want the people that come inside... to get amazing results)*

*When you partner with me, I am in the trenches with you, investing my own TIME to help you build & grow your business and making sure you succeed, just like my previous students by helping, supporting and keeping you accountable.*

*Just so you know... there's a strict qualification process to get access and we don't take on everyone that books a call.*

**[ADD QUALIFICATION REQUIREMENTS] e.g.**

*You must be a serious action taker that wants to attract high-ticket clients & grow your business FAST!*

*You must already be making over \$2,000 per month from your business!*

*If you're interested in learning more about how I can help you [ADD BIG EMOTIONAL BENEFIT] ... click here right now / click the link below this video right now and we can have a chat.*

**[ >>> ADD CALENDAR or VSL LINK <<< ]**

FANTASTIC WORK! 😊

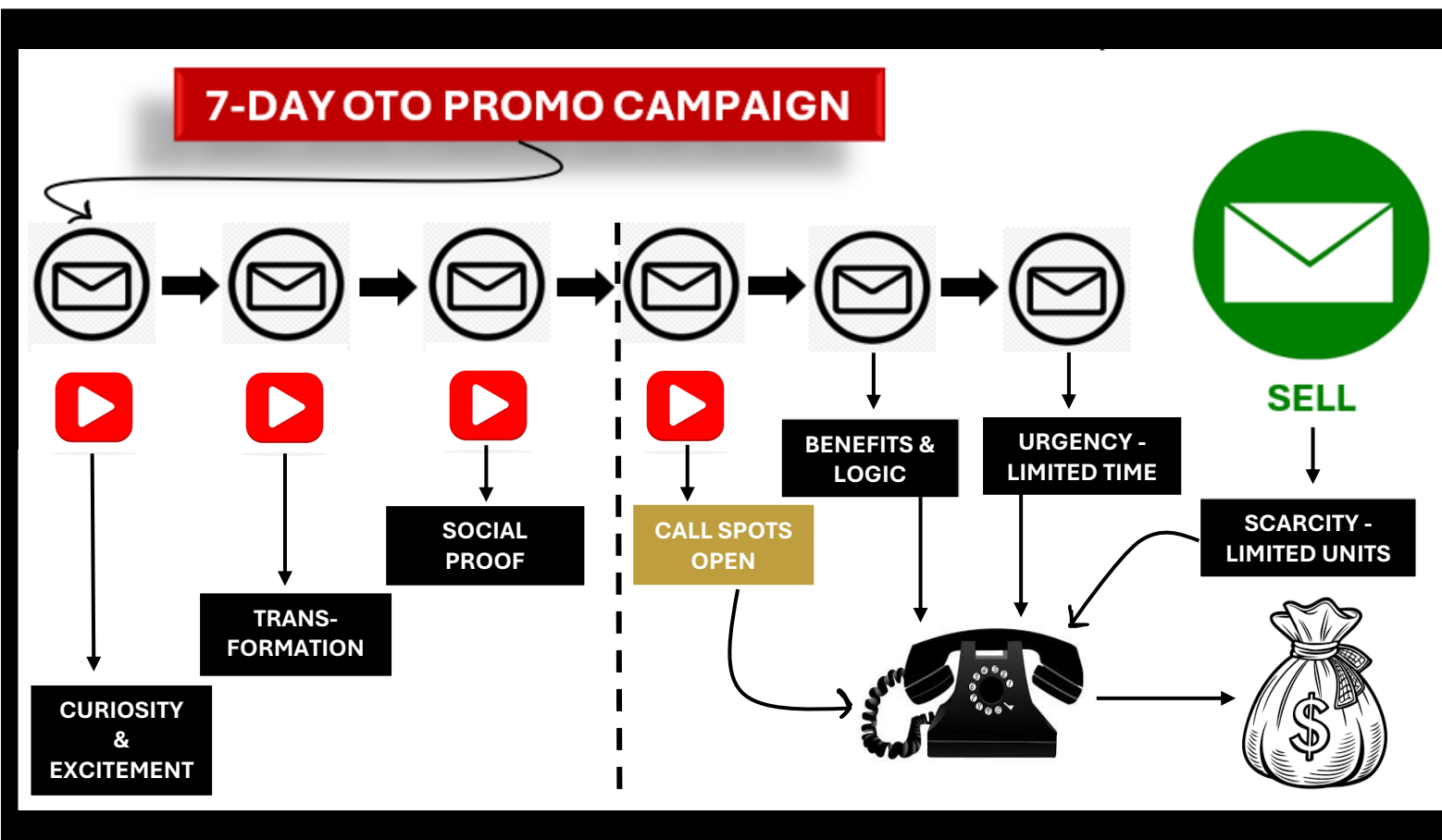
That's the end of the Invisible Selling Strategy training. If you're more advanced start implementing this into your business straight away and you'll massively improve your sales conversion rates.

We will now walk through the **last campaign** of this **Email Marketing + Social Conversion Follow Up Machine**. After that we'll go through the **6-Figures In One Day Email Case Study** + the **nuances** of email marketing so you can increase:

- ✓ **Email Open Rates**
- ✓ **Click Through Rates**
- ✓ **Qualified Appointments**
- ✓ **Quality Conversations &**
- ✓ **Sales!**

Moving onto the...

## 🔑 7-Day OTO Promo Campaign (**ADVANCED**)



This campaign is to be deployed for **WARM / HOT TRAFFIC, LEADS & PROSPECTS** on your email list + social media list. After you have 5,000 – 10,000 subscribers on your list, I advise you to leverage this campaign **EVERY 90 DAYS - 6 MONTHS!**

It will allow you to book a bunch of calls quickly and convert even more sales from your list.

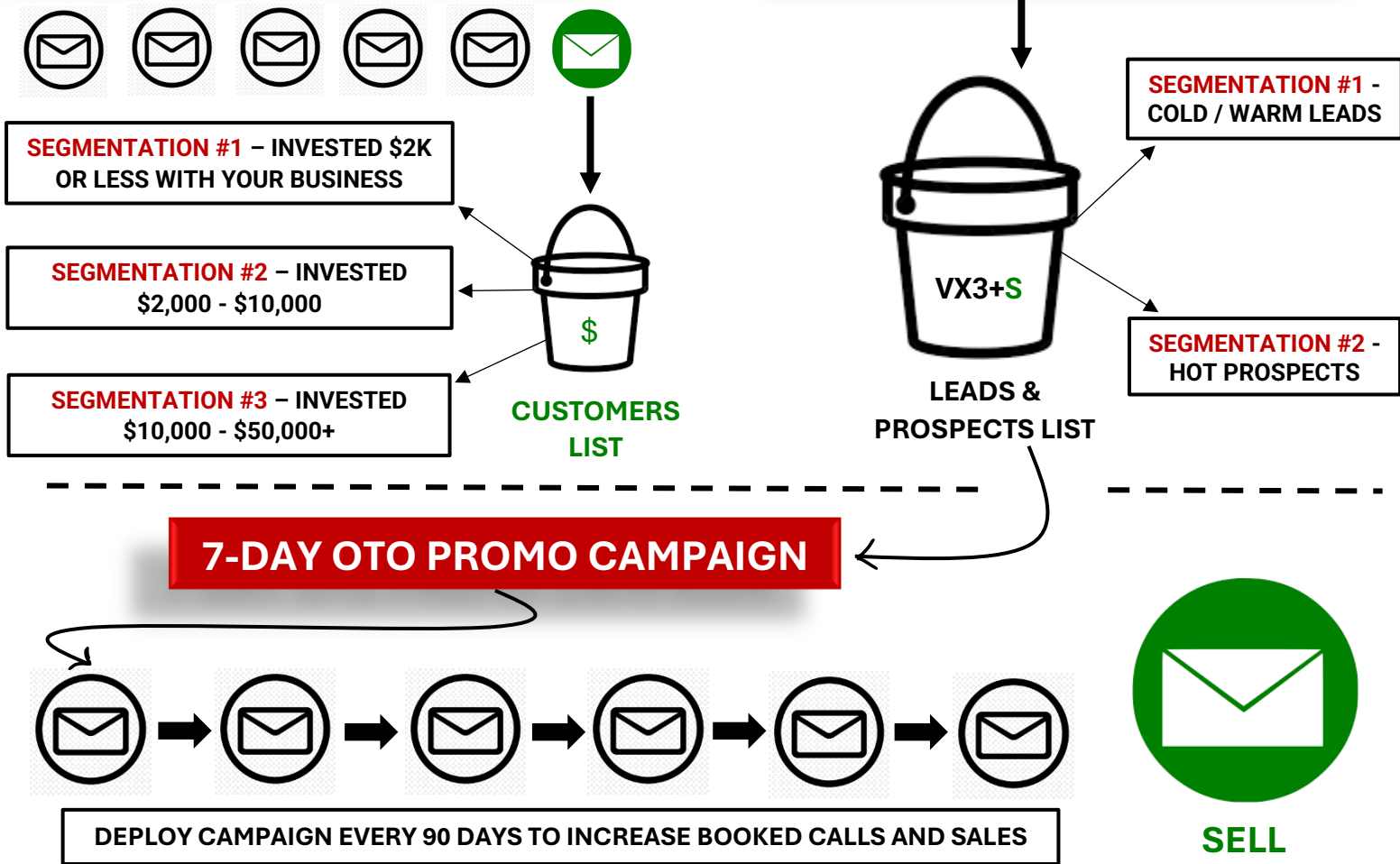
- ✓ **Campaign #1 = Email Autoresponder Soap Opera Sequence (SOS)** - This helps cold traffic and leads build a quick relationship with you... as well as helps you book qualified appointments + convert sales!
- ✓ **Campaign #2 = Daily Broadcast List System** - If leads do not convert into booked appointments and sales from the SOS campaign. You continue to email them DAILY by sharing value, stories and social proof as part of your daily broadcast list. Here you apply the Value, Value, Value Sell framework!
- ✓ **Campaign #3 = 7-Day OTO Promo Campaign** – The leads that still haven't booked an appointment or bought from you... after going through your SOS campaign + Daily Broadcast Emails will get sent 7 emails with 4 videos every 90 days – 6 months to encourage them to book a call and buy an OTO (**One Time Offer!**)

This can be a 10 - 20% discount offer or notifying your leads and prospects that the price is rising in 7 days and they will MISS OUT!

## EMAIL AUTO-RESPONDER

### SOAP OPERA SEQUENCE

### DAILY BROADCAST EMAILS



Here's **WHY** the 7-Day OTO Promo Campaign works effectively & efficiently...

The 7-Day OTO Campaign works because it **moves people through belief shifts before it ever asks for a decision**, which is why it consistently books appointments and drives sales without pressure.

Instead of just teaching tactics or chasing leads, it uses **WOW-Not-HOW messaging + E.B.M value** to introduce your OFFER + U.M/M, destroy false beliefs, and create curiosity, then follows with transformational education that collapses internal and external sales resistance.

Mass social proof from you and your clients turns **logic into felt certainty**, while the offer teaser builds anticipation, curiosity & intrigue to optimize for qualified booked appointments.

By the time the psychological triggers of urgency and scarcity are introduced, the prospect has already self-qualified, pre-decided, and **emotionally bought in**, so the VSL or calendar simply becomes the most logical next step.

The campaign consists of 7+ emails in total, 4 pre-launch content videos to build up anticipation similar to how a Hollywood movie launches a film... + 3 hard sell days using **PSYCHOLOGICAL TRIGGERS OF POSITIVE INFLUENCE**... with a cut-off point to move people to take action, book a call and buy high-ticket.

You can technically use this campaign to sell a low-ticket offer if you're more advanced and going after mass market... by creating a buy now straight to cart CTA, instead of booking a call.

Here's the overview of **HOW** this works...



## **Email + Video #1 – Wow Not How >>> Big Marketing Idea + U.M/M + Story & Value >>>**

*Explain Opportunity To 'Work With You' Discount Offer Or Raising Offer Price After Certain Date.*



## **Email + Video #2 – Transformational Education & Secret Insights >>>**

*Destroy Internal And External Beliefs!*



## **Email + Video #3 – Mass Social Proof! (You + Clients Results + Case Studies)**



## **Email + Video #4 – Offer Teaser – CTA = Book Your FREE 'Results Driven' Call Now!**



## **Email #5 – CTA Benefits + Logic – (Offer Stack Reinforcement!) CTA = VSL Or Link To Calendar!**



## **Email #6 – CTA Urgency + Fear – CTA = VSL Or Link To Calendar!**



## **Email #7 – CTA = Scarcity x Urgency + Bonus Stack + Hard Sell = **Hyper Responsive Buyer!****

You can also use the E.B.M webinar presentation system that I'm going to give you inside **BUSINESS SCALING MASTERY** for this campaign as well.

Let's dive deeper so you can understand the nuances.

The goal during this campaign is to move someone through a controlled belief shift, compress time, and create a clear moment of choice... by explaining to your readers / viewers that your offer is either discounted for a set duration usually 3-4 days, or the price is permanently rising at the end of the 7 days and they will **MISS OUT!**



## **Email + Video #1 – WOW Not HOW (Big Marketing Idea + U.M/M + Story & Value)**



During the first email + video this is where attention is captured and resistance is lowered.

You lead with your **BMI (Big Marketing Idea)** that we covered in detail during previous modules of C.A.A and a **STORY** that reframes what they believe is possible, introducing your free call + *M.D.I.O (OFFER)* with a deep dive into your **U.M/M (Unique Mechanism / Method)** instead of just another tactic.

The only way they can access your unique mechanism / method... which is the main thing that's responsible for yours and your clients results is by booking a call on day #4 onwards and buying your offer.

During this first email you'll notify your list leads about the **one-time discount** or **future price increase**. This immediately anchors value correlated with time and draws your readers in... that were on the fence to making a buying decision.

During this email + video you can also start to dismantle some of the false beliefs prospects may have before they can take hold. This results in an increase in **CURIOSITY** from your subscribers.

And they start to lean in a bit more because it feels different.

Many of your subscribers that have not booked a call from the SOS campaign or the daily broadcast emails, may want to buy your offer but haven't got round to it or don't have the full funds available.

By offering a discount + payment plan or telling them the price is going up, it propels action from them to make a decision in fear of missing out.

**It's also important to note...** there are no CTAs (*Call To Actions*) to book a call or buy from you during the first 3 emails + videos. The only call to actions within the emails is to click the link to watch the free videos.

The first 3 emails + videos are building up **ANTICIPATION & EXCITEMENT!**



The first CTA to book a call with you comes during email #4 + video #4!

This is where you'll open up your calendar for leads and prospects that have opened emails 1,2 & 3 and watched videos 1,2 & 3... to book a call with you, so they can have the opportunity to buy from you.

If you already have sales reps selling for you... also be sure to communicate in your videos that they will be speaking directly with you if they book a call and are qualified. (*Only if you have less than 20k subscribers*)

This will increase call booking rates. Instead of them getting handed off to a sales rep / coach!

This... however, does depend on how valuable your time currently is and how advanced you are in your business journey. You should never get on a call with an unqualified prospect after they have filled out the application form.

The answers they give you... will give you a good indication if they are qualified or not.

At the end of each email + video from 1-3 you must **HOOK** people in by letting them know about the next day's email + video, just like I taught you during the SOS campaign by making it similar to a Netflix series.



## **Email + Video #2 – Transformational Education & Secret Insights!** (*Destroy Internal And External Beliefs!*)



Here, education is used as a weapon + a transformational valuable lesson that positions you as the **AUTHORITY EXPERT** within your niche. You systematically destroy...

...**INTERNAL BELIEFS** like...

*("This won't work for me")*

*("I'm not good enough")*

*("I secretly feel behind in life")*

*("I'm too busy and don't have enough time")*

*("I'm not ready yet")*

*("I'll figure it out on my own")*

*("Spending this much on a program, is a lot of money for me ")*

*("I need to make more money, get fit & to help my family but I'm not sure I can do this")*

“(I need to do X [e.g. make money] before I can invest”)

“(If I go 100% all in on this and fail, there’s no excuses left”)

These kind of beliefs prospects have are **INTERNAL SCRIPTS** they tell themselves about their own capability. This formulates into...

- **Self-Doubt** (They Simply Don’t Trust Themselves!)
- **Skepticism & Trust Issues** (Remember Before People Buy They Must Trust YOU, your OFFER + your BRAND / COMPANY & Ideally Be Bought Into Your VISION For The Future!)
- **False Beliefs About Money!** – How Your Leads & Prospects View Their Relationship With Money & Investing In Their Future!

Ultimately in their head they unconsciously believe...

*“I Don’t Trust Myself To Get RESULTS & Achieve My End-Goal Even If I Know The Path To Get There... In Terms of What To Do!”*

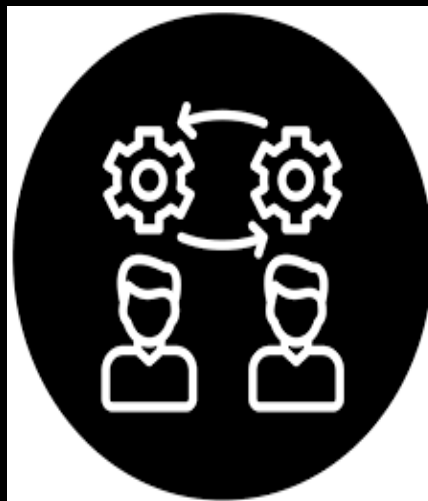
If you followed what I taught you in module #2 of C.A.A (**Engineering Your Million Dollar Irresistible Offer**) otherwise known as an **M.D.I.O** and applied the action steps...

## YOUR **OFFER** IS PERFECTLY **POSITIONED!**

MARKETING!

DESTROY INTERNAL & EXTERNAL BELIEFS!

OFFER PROVIDES THE SOLUTION



The simplified model neutralizes & solves these internal beliefs:

- ✓ **D.I.Y = Do It Yourself (Courses / Info)** → This restores customers control and they can now see and experience the step-by-step path ahead.
- ✓ **D.W.Y = Done With You (Coaching / Consulting)** → This restores confidence and provides strategic help, support, accountability, guidance and advisory!
- ✓ **D.F.Y = Done For You (Services / Agency)** → This removes self-doubt entirely + the majority of the internal false beliefs because you do the work for the client.

With this 3 tier HYBRID offer structure... you're completely **removing the constituent parts that keep sabotaging people** from making progress and getting the results they desire.

Now, as soon as you have overcome internal beliefs then you must obliterate...

**EXTERNAL BELIEFS** like...

*("The market is too saturated,")*

*("The economy is bad")*

*("I'm skeptical, is this a scam?")*

*("I'm not sure this would work for my niche").*

*("I've tried a program like this before, and it didn't work?")*

*("I need more traffic and leads before I can start selling")*

*("I need to be ready before I can scale")*

*("If I charge a high price for my offer, clients will want perfection")*

*("Selling high-ticket is difficult & you need authority")*

*("If I hire others to help me run my business, I'll lose control and they won't be able to perform like me")*

*("AI is going to take over my business")*

These kind of false beliefs prospects have are **EXTERNAL SCRIPTS** they tell themselves about the external environment. This formulates into leads & prospects...

- **Staying Stuck... Going Round In Circles For Years On End... Then They Quit & Blame The Niche**
- **Not Taking Full Responsibility For Their Lack of Results** (*They Blame Anyone But Themselves*)
- **Unable To Fully Commit To Their Business**
- **An Inability To Go 100% All In To Achieve Their Goal**
- **Pressure & Unneeded Stress**
- **They Feel Busy But Not In Control**

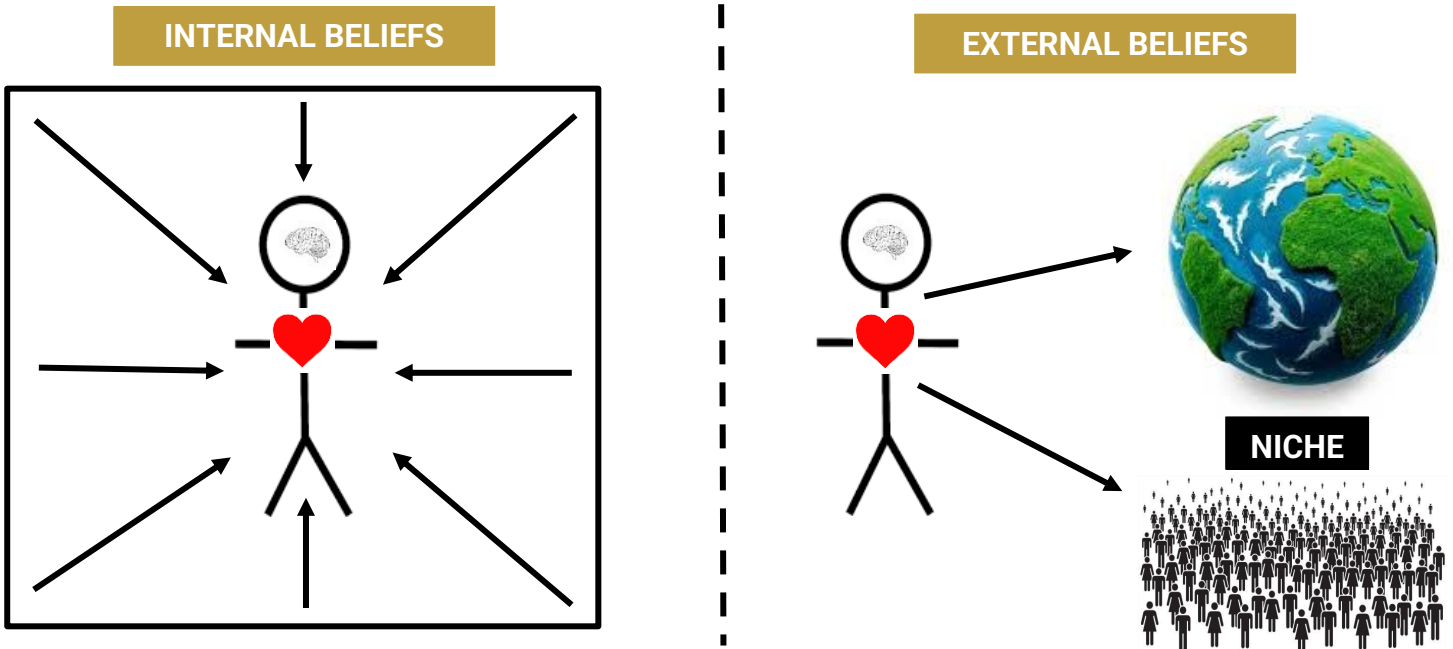
And ultimately in their head they unconsciously believe...

*"I Know I Could Achieve My End Goal If I Went 100% All In, But I Don't Fully Trust The Path Ahead, Yet!"*

This STOPS your leads and prospects from making a buying decision. And then they GHOST you! LOL

**Internal Beliefs** = Thoughts & repeated scripts they unconsciously repeat about **themselves**... embedded in the subconscious mind of your leads and prospects that is stopping them from taking action and buying.

**External Beliefs** = Thoughts & repeated scripts they unconsciously repeat about the **external world** + **specific niche**... that is stopping leads and prospects from taking action and buying.

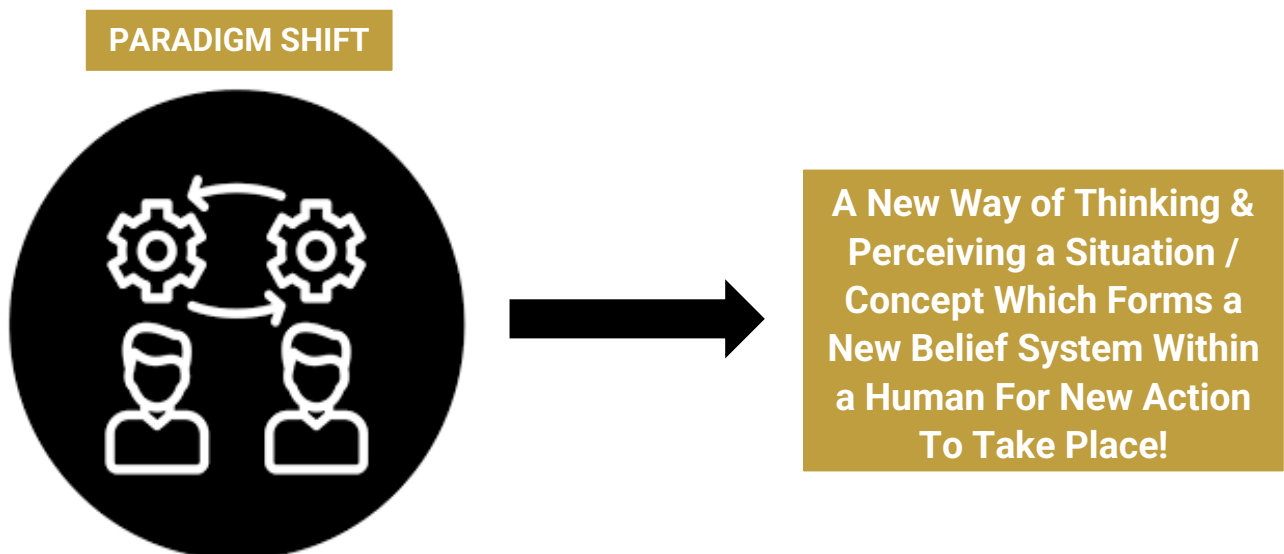


Pick the top 3+ internal beliefs and the top 3+ external beliefs... add them to your video presentation and overcome them by telling a quick **story** about how **YOU** overcame them and then relate it to your viewers.

During this email + video... this is where prospects stop arguing with you and start shifting their own beliefs within themselves. When false belief systems collapse, momentum replaces hesitation, which increases **EXCITEMENT & ACTION**.

And This Is The Stage Where **TRANSFORMATION** Occurs!

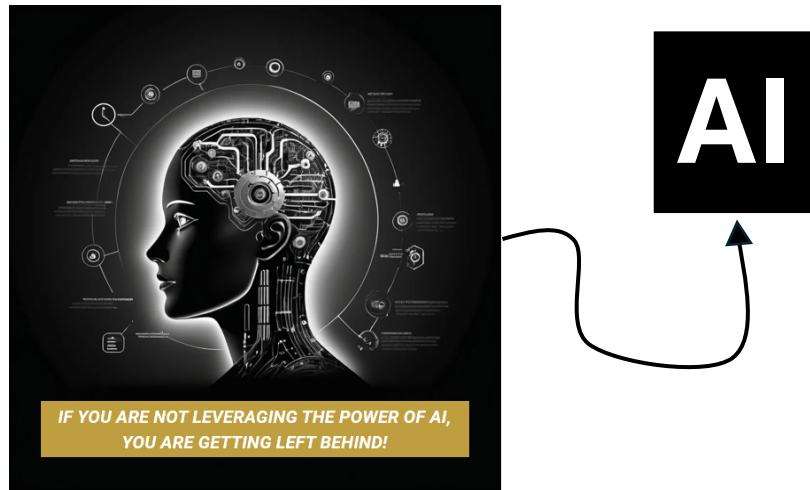
Because your leads and prospects will have a **PARADIGM SHIFT** within themselves!



When you've shattered the main internal and external belief patterns your leads and prospects have... then it's time to share some amazing value-based education with them that reveals 3 secrets or intellectually interesting insights.

At this stage it's important to back up what you're saying... with real data, **PROOF** and external authority articles / screenshots.

If you're struggling to figure the internal and external beliefs your prospects have, you can use this **Chat GPT prompt** and it will tell you the main ones for your specific niche + offer.



*"I'm selling a [DFY / DWY / DIY] offer priced at [ADD YOUR OFFER PRICE] that helps my clients get [SPECIFIC RESULT]*

*Imagine you are the best research and development strategist for [ADD YOUR NICHE]*

*Give me the main internal and external false belief patterns my core client avatar has, that needs to be overcome before they buy my offer?*

*Also give me the not so common ones so I can overcome them?"*



### **Email + Video #3 – Mass Social Proof! (You + Clients Results + Case Studies)**



During this email + video... **PROOF** is no longer just logical... it becomes **EMOTIONAL**

This is where you'll share your results and your clients results to create experiential **CERTAINTY!**

When you implement this, subscribers don't just see success...

...they **FEEL** what it would be like to be on the other side of the decision to book a free call and buy. This locks in identity alignment with your interested leads and prospects.

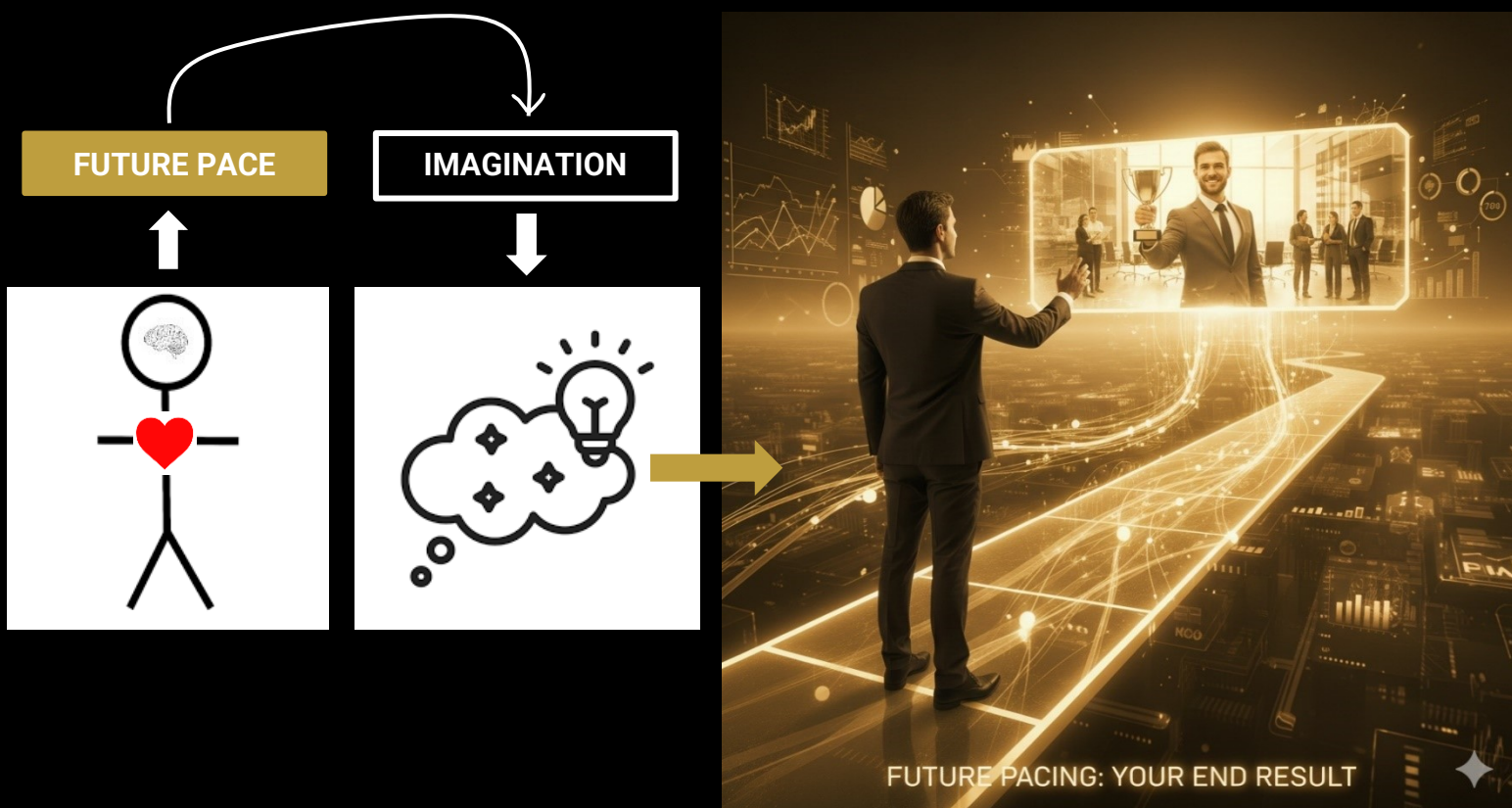
And in their head, they say:

*"WOW , People Just Like Me Get Results Like This."*

The more **SOCIAL PROOF + CLIENT CASE STUDIES, VIDEO TESTIMONIALS & RESULTS** you have that document how people like your audience went from their current negative situation, suffering with **BIG PROBLEMS** to their desired situation of achieving results backed up with emotion... the better!

The key here is to start off by recapping the value + insights that you shared in the previous 2 videos & quickly share you own results + proof + authority positioning.

Then you'll dive straight into **FUTURE PACING** your leads and prospects. By getting them to **imagine** what their business / life will be like after you've helped them solve their problem + get the **END-RESULT!**



After that you'll dive into your first segment of client results, video testimonials and case studies.

Then you must set clear **EXPECTATIONS** by explaining to your viewers that they must **QUALIFY to work with you**, and that you do not take on everyone (**PSYCHOLOGICAL REACTANCE THEORY**) ...

...because you want to make sure that the people you do work with get the right coaching, help and support directly from you... so they can get the results they desire.

Here you can dive into **what you stand for** and **what you stand against** to create some form of **POLARISATION!** This will stop time wasters booking calls on your calendar, when you open spots up during tomorrow's email + video.

**SECRET TRANSPARENCY & TRUST TIP** – This is **OPTIONAL** and I've only seen one coach do this online and it instantly made me want to buy his coaching program even more.

During your **EXPECTATIONS + POLARISATION** segment of the video, here's where you can build some unconscious trust with your best prospects by being completely transparent with your audience.

In most niches as you grow your business on the internet, there will always be some people that love you and some people that hate you especially when you start to build a bigger list and following.



**WHAT YOU STAND FOR &  
WHAT YOU STAND AGAINST!**



**POLARISATION CREATES AN  
US Vs THEM ENVIRONMENT = EASIER  
TO INFLUENCE YOUR INTERESTED  
LEADS & PROSPECTS IN A POSITIVE  
WAY TO BOOK A CALL & BUY!**

If you have some negative reviews on google or YouTube. Go and debunk this and explain your side of the experience.

If you've had a bad client experience... go find one of your clients that you worked with in the past.

And create a quick case study on why the offer didn't work for them due to the client doing the things that you stand against. You don't have to share their full name or photo, because you don't want to humiliate them online.

The key here is to set the correct **EXPECTATIONS** for new clients to join your offer. While being fully **TRANSPARENT!**

Maybe the specific difficult client was lazy and didn't take action. Maybe they complained all the time and didn't listen to your advice. Document this and share it.

Then say...

*"My program works fantastically well for people who are..."*

**(WHAT YOU STAND FOR** e.g. action takers, positive, optimistic, go getters, winners etc)

*But will not work for you if you're...*

**(WHAT YOU STAND AGAINST** e.g. lazy, complainers, time wasters, negative minded people that don't take consistent action, make excuses and blame others for their failure etc.

This polarises your audience even more via an actual unfortunate client experience you may have had, which builds even more unconscious trust...

Most coaches, consultants and course creators only share their best client wins (*this is important*) ... but they try to hide their bad client experiences. High-ticket buyers aren't dumb and they do their research before buying by going straight to google and typing in your name!

However, by being completely transparent and debunking any negative reviews and sharing your side of the story, it instantly builds TRUST with your viewers. Because deep down they know that a coaching / consulting program or course only works if they put some work into it as well.

If you target your traffic correctly... a large percentage of people will subconsciously choose to be on the side of **what you stand for** to stay true to their **self-identity**. Making it easier for you to convert them into a sale over the phone or the DMs IF they are the right fit!

After you've done that, you'll then dive into the 2<sup>nd</sup> segment of your positive client results, video testimonials and case studies by finishing with what they can expect when they book a free call.

You'll also notify them that tomorrow... call spots will open. And that there is a cap on how many spots are available.

Here is access to the...



## POSITIVE CLIENT CASE STUDY FRAMEWORK

**(BEFORE SITUATION = PAIN & BIG PROBLEM → THE SHIFT / DECISION → AFTER SITUATION = DESIRED END-RESULT & TRANSFORMATION)**

I advise you to create 3 client case studies for the first segment of your video and then 4 client case studies in the second segment of your video. Giving you a total of 7. You can do more if you want to.

You can also add in the **TRUST & TRANSPARANCY** segment by debunking any negative reviews on google / YouTube... and a quick case study with a difficult client using the polarisation strategy I shared with you.

Each client case study must focus on the **BIG PROBLEMS** your audience is currently suffering with + a **SPECIFIC INTERNAL** or **EXTERNAL FALSE BELIEF!** You must show how your clients overcame the false belief by making the decision to buy and work with you (*THE SHIFT!*)

You'll also want to document HOW you helped your clients overcome the big problems after they invested in you... and showcase the END-RESULT your current subscribers and viewers desire!

Here's the steps on how you do this, as well as the **DONE FOR YOU** copy you can use for your own client case studies. You just need to edit and personalise it to you and your clients!

### **1. THE RESULT THE CLIENT ACHIEVED!**

Quickly share the result they achieved and the time frame.

#### **Example:**

*“Meet my client [ADD CLIENT NAME + ADD CLIENT RESULT + TIMEFRAME]  
e.g. He made \$50,000 in a single month and hit 6-figures in rapid time after working with me.”*

### **2. THE 'BEFORE' SITUATION: THE PAIN + INTERNAL OR EXTERNAL FALSE BELIEF!**

Describe the **mess they were stuck in**.

- What wasn't working for them?
- What were they frustrated about?
- Explain 1-2 internal or external beliefs the client was suffering with before working with you.
- How did it make them **FEEL**? (What kind of **PAIN** did they feel?)

**Example:**

*“When [CLIENT NAME] connected with me... he had traffic, content, and an offer already...*

*But leads were inconsistent and his mind-set needed upgrading.*

*He felt stuck, overwhelmed, and doubted himself & his current process”*

**INTERNAL FALSE BELIEF EXAMPLE**

### 3. REVEAL THE REAL PROBLEM: THE MISDIAGNOSIS

Expose what was **actually broken**.

- Explain what they thought the problem was
- Explain what the real bottleneck turned out to be

**Example:**

*“After hopping on a Client Magnet + Profit Booster call with him... I quickly realised the issue wasn't traffic or effort. [CLIENT NAME] was serious, hardworking and a massive action taker. (I'm sure if you're going through this you are the same. Am I correct?)*

*The real problem was the lack of an **optimized sales system** to convert interested leads into quality conversations that produce high-ticket buyers.”*

### 4. THE SHIFT: THE DECISION

Show the moment everything changed.

- They stopped chasing outdated tactics
- They became open to a new approach (**aka Your U.M/M = Unique Mechanism / Method**)

**Example:**

*“He realized more tactics wouldn't fix his big problem... his client attraction system had to change. And he made the decision to work with me on a 1:1 basis, **even though the economy was bad**. Because he knew the power of investing in himself and his future”*

**EXTERNAL FALSE BELIEF EXAMPLE**

### 5. AFTER SITUATION: THE RESULTS + RELIEF & EMOTIONS

Combine **numbers + emotions**.

- What improved?

- What became easier?
- How did the specific client FEEL after working with you?

**Example:**

*“After working with me... leads turned into qualified appointments & quality conversations.*

*DM’s + booked calls turned into high-ticket sales with consistency and reliability.*

*His business started to become **EASY & FUN!***

*Instead of draining his soul like the majority of people who think they can figure this stuff out on their own.*

*Which by the way... is about as easy as learning quantum physics while blind folded lol!*

*More importantly, he felt calm, confident, and in control again!”*

*Here’s some proof of our conversation on [ADD SOCIAL MEDIA CHANNEL e.g. Facebook, LinkedIn, Instagram etc]*

**[ADD PROOF OF RESULTS + WRITTEN SOCIAL PROOF – use DM conversation screenshots and result based proof screenshots]**

## **6. THE IDENTITY SHIFT: WHO THEY ARE NOW & HOW THEIR BUSINESS / LIFE IS BETTER**

This is where you’ll want to anchor the **TRANSFORMATION!**

Remember, people buy high-ticket offers for 3 reasons...

- **To get their BIG PROBLEM solved!**
- **To get the END-RESULT they desire!**
- **For 1 & 2 to occur some kind of TRANSFORMATION must take place!**

So, in essence **you are SELLING the END-RESULT + a TRANSFORMATION**, and you must document this in your client case studies.

**Example:**

*“He followed my C.A.L.V.O Method, knows exactly where sales come from because he has an optimized client attraction system working for him 24/7, and isn’t playing the guessing game with up and down roller coaster income anymore.*

*On top of that he’s actively becoming the best version of himself every day... after I helped him with his mindset... & investing a % of his profits from his business into crypto, giving him daily passive income **WITHOUT** having to work like a 9-5 slave.”*

[CLIENT NAME] now lives a life of more *TIME, LOCATION & FINANCIAL FREEDOM* in Thailand in his penthouse apartment looking over the city skyline.

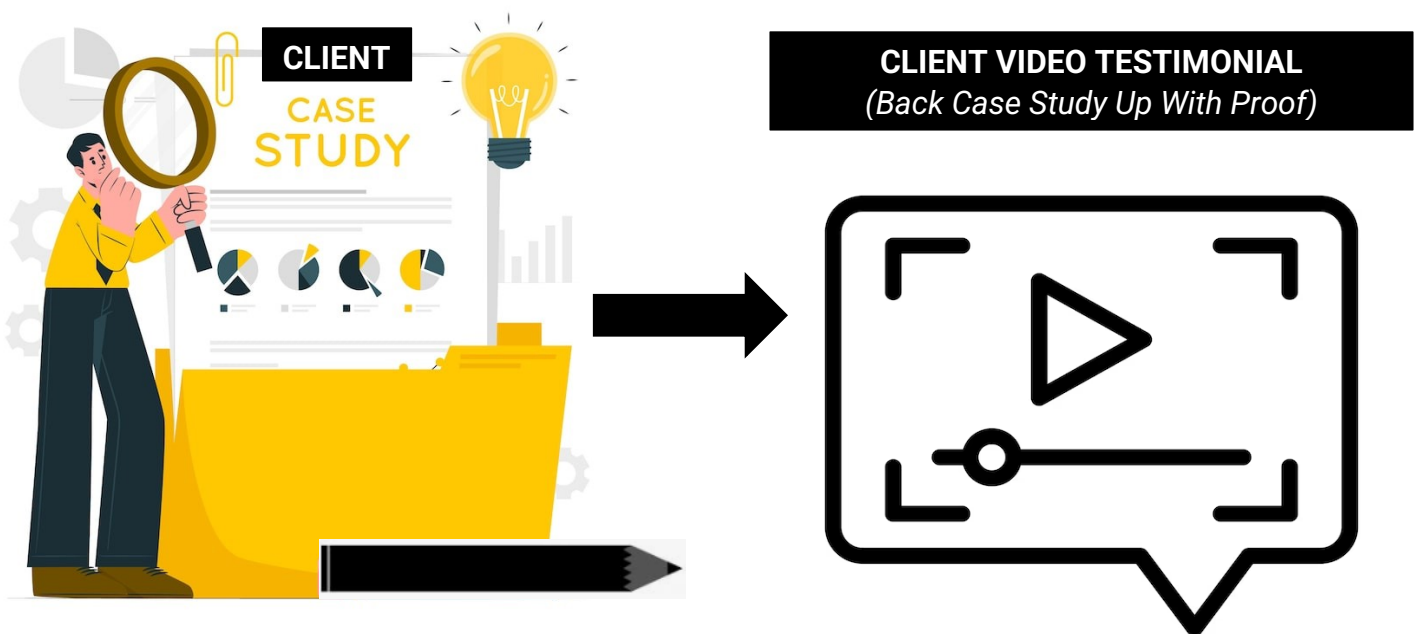
**[ADD PICTURES OF CLIENTS NEW LIFE AFTER THE TRANSFORMATION HAPPENED!]**

## 7. SHARE WHAT THE CLIENT SAY'S (ADD CLIENT VIDEO TESTIMONIAL)

This is where you can really cement the **PROOF** by sharing the clients video testimonial (*If you have one*) There is no better form of selling than others saying good things about you and your offer.

When your clients and raving fans provide a video testimonial, they technically become the **SELLERS** for your offer. Which provides **MASSIVE LEVERAGE!**

Every time your clients get results, ask for a video testimonial so you can use this in your marketing as **social proof!** The more people saying you've helped them and giving you praise... the stronger your offer becomes which results in more qualified booked calls and more sales as time elapses.



## 8. SOFT CTA – HINT TO CALL SPOTS OPENING TOMMORROW = PRE-DECISION!

You don't have to add a CTA for every client case study you share... however, I advise you to add 3 soft CTA's embedded into video #3. One after the first client case study... one in the middle of your video and one at the end.

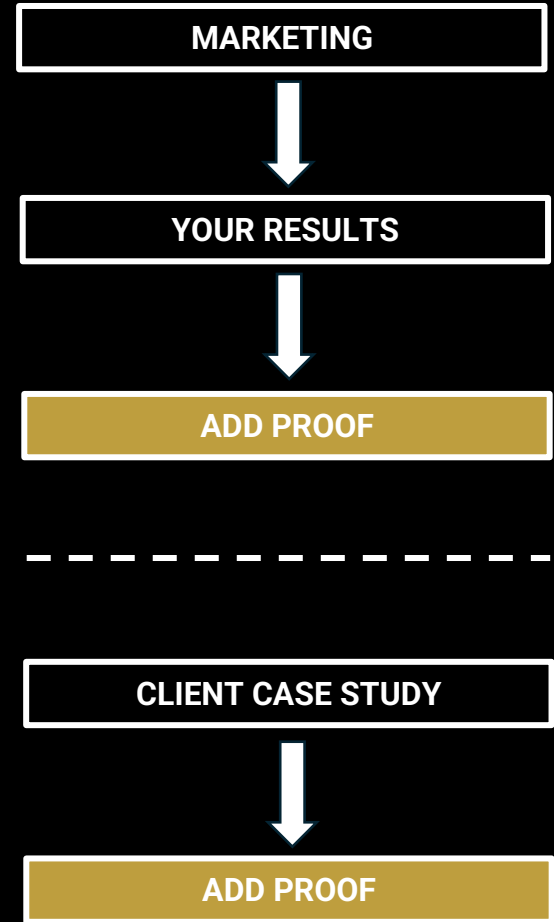
Here you'll let your subscribers / video viewers **SELF SELECT** creating a **PRE-DECISION** in their minds

**Example:**

*"If any of these problems sound familiar, it's because you're facing the same bottleneck. And you need to fix them fast if you want to [ADD BENEFIT]"*

*Tomorrow I am opening up [X AMOUNT] of call spots for serious people that want personal help achieving [DESIRED END-RESULT] + [EMOTIONAL BENEFITS] so stay tuned.*

## The Lawyer In Court Method (Why Your Marketing Must Be Backed Up With Proof!)



Whenever you create any form of marketing for your business... be it the...

- **SOS Follow Up Campaign**
- **Daily Live Broadcast Email System**
- **7-Day OTO Promo Campaign**
- **Strategical E.B.M Content**
- **VSL (Video Sales Letter)**
- **WSP (Written Sales Page)**
- **Client Case Study + Your Own Results** or an...
- **E.B.M Webinar**

I want you to imagine you are a **LAWYER** in a court of law trying to convince a jury of your...

**...SALES ARGUMENT!**

A Lawyer must convince the jury in relation to the **STORY** & the **TRUTH** by providing as much...

**...PROOF OF EVIDENCE...**

...as possible, that his use case for his client is correct.

If the lawyer fails to do this his client loses the case and potentially goes to jail. The same applies to your marketing. You need to convince your audience to buy, and you must back everything you say up with proof.

**The Lawyer = You**

**The Jury = Your Audience**

**The Use Case = Your Sales Argument Backed Up With Real Proof!**

Some buyers are a lot more sceptical nowadays, compared to when I first got started online. When you say anything in relation to results, they simply do not believe you!

The only way to combat this is by sharing amazing value-based content, marketing & credential assets + providing as much **PROOF** as you possibly can to back up what you are saying, until the **psychological weighing scales** in the prospects brain tips... causing them to buy.

Here are some... **Marketing Proof Mechanisms You Can Leverage:**

- ✓ **Client Video Testimonials = Social Proof!!!**
- ✓ **Social Media Conversation Screenshots**
- ✓ **Result Based Screenshots, Pictures & Images**
- ✓ **Result Based Videos Sharing Proof**
- ✓ **Problem Based Videos Sharing Proof.**
- ✓ **Lifestyle Photos**
- ✓ **Total Traffic, Email Subscribers + Followers Count Proof**
- ✓ **Graphs That Show Growth In Relation To End-Goal Over Time**
- ✓ **Coaching Call Recordings**
- ✓ **Interviews & Podcasts With Clients**
- ✓ **Authority Articles & Data Backed Studies** (e.g. *During C.A.A I've Shared Studies From Forbes, Harvard, HubSpot, The National Institute of Medicine & Heart-Math Institute etc*)
- ✓ **ROI Justifications & Calculations Backed Up With Data**
- ✓ **Technical Specs Backed Up With Proof**
- ✓ **Before & After Client Documentation**
- ✓ **Authority By Association** (e.g. *Photos, Videos, Interviews & Podcasts With Other Authority Experts!*)
- ✓ **Client Transformation Story Mixed With Proof**
- ✓ **Any Awards, Certificates, Accolades & Credentials**
- ✓ **Endorsements** (For example: *I share how JT Foxx endorsed me on LinkedIn. He's the guy who's done **9-Figures** and responsible for partnering with business owners & investors that have done **\$2.46 Billion** worth in business exits...*)



... + he's interviewed **celebrities & business moguls** at his live events like Al Pacino, Arnold Schwarzenegger, John Travolta, Sylvester Stallone, Calvin Klein, Bruce Willis, Mel Gibson, Mark Wahlberg, Michael Douglas, Tom Brady, 50 Cent, Tommy Hilfiger & Steve Wozniac - Co-Founder of Apple With Steve Jobs!

This by default... increases my positioning in the marketplace.



JT Foxx Interviews Al Pacino, John Travolta, Calvin Klei...  
2.2k views ·



**Sam Malsom, Business Consultant - Traffic And Client Acquisition Expert**

- Online Wealth Society
- Certified Digital Business Education Consultant.

[Add verification badge](#)  
CEO at Online Wealth Society! \$3.4M+ In CLIENT RESULTS! Consulted / Helped a 9-Figure FORBES Entrepreneur Worth £102M!  
Shaldon, England, United Kingdom · [Contact info](#)  
4,641 followers · 500+ connections

- Open to
- Add section
- Enhance profile
- ...



### Endorsements



**JT Foxx · 1st**  
Own 84 companies and Brands (6 are AI) | Global Investor | Robotics | Mergers & Acquisitions and M7A DealMaker | (Best Selling 3X Author)-Billionaire vs Millionaire Thinking

Anyone



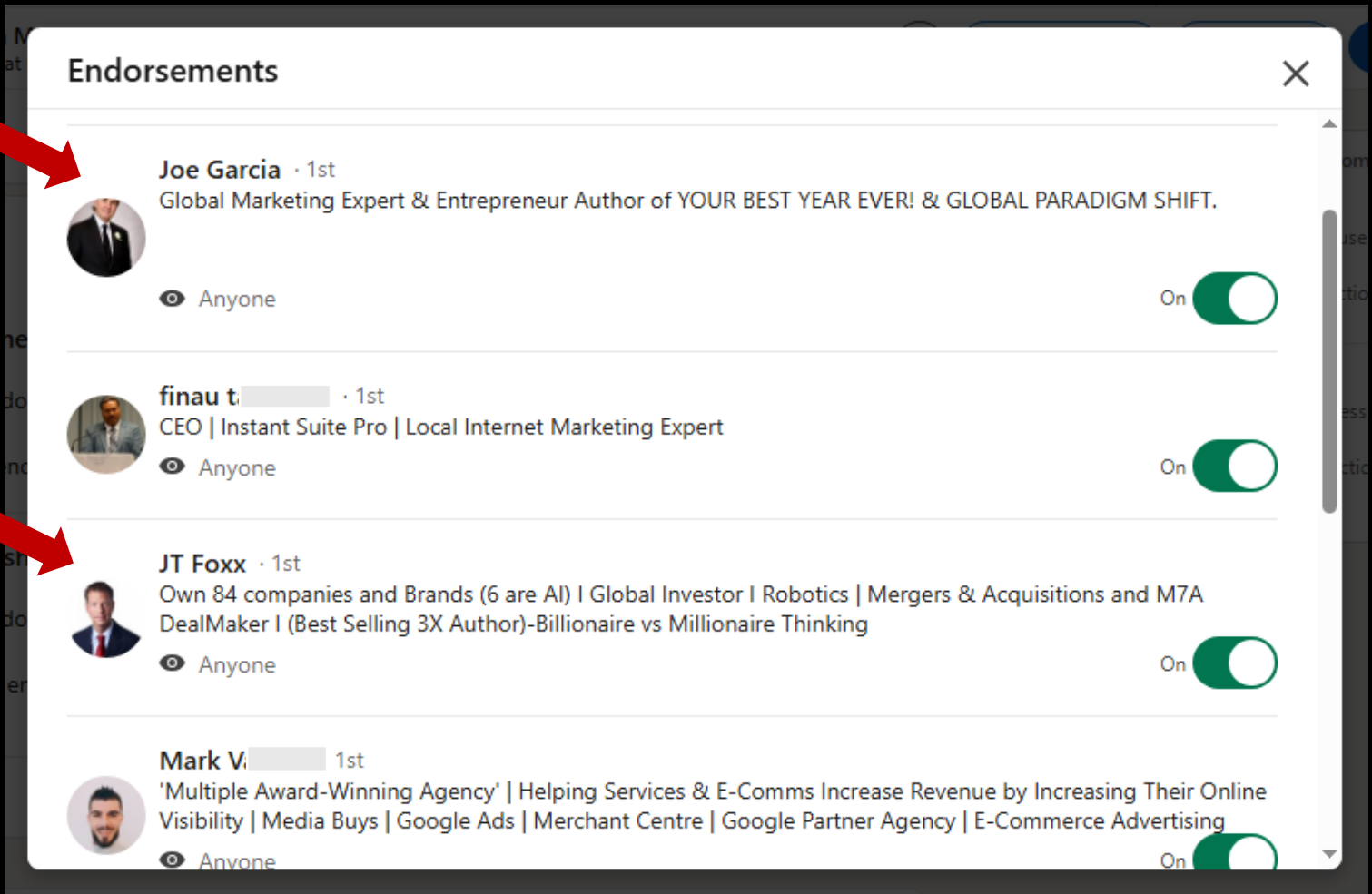
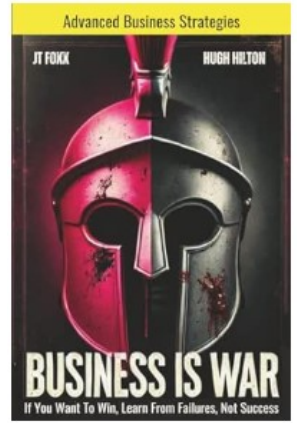
JT has wrote one of the best business books I have ever read... titled **Business Is War**, which you can see in the image above with me holding it. It's an Amazon Global Best Seller.

[I highly advise you to grab a copy off Amazon by clicking here >>](#)

Feel free to watch the celebrity interviews on his YouTube channel at this link here:

<https://youtu.be/BnicjSuswo?si=gWnxfXvccHIF2Anv>

I've also been endorsed by Joe Garcia responsible for building sales organisations that have done... **\$2 Billion in sales**... who endorsed me for my leadership skills on LinkedIn.



## About

My Network marketing Entrepreneurial career started in 1993. I have been blessed to lead sales organizations in doing over 2 billion in sales in 50+ countries. I have been featured in many Global business publications, including in 2012 Money Profit magazine in Europe along with Networking Times. I have written hundreds of articles for top Global publications along with consulting with many companies looking to go Global.

All of this adds extra social proof into my marketing. Endorsements from **super successful people** massively helps your **POSITIONING** in your niche. Just be sure... when you use endorsements try to promote the authority figure that endorsed you for FREE.

I had been following JT on social media for a while before he endorsed me. As you can see above, I am linking back to his YouTube channel so you can watch the celebrity interviews, I've read his book and am advising you to grab his book too, so it's a WIN-WIN for both of us.

Here a **3 more proof mechanism's** that you can use in your marketing and branding plan.

- ✓ **Your Own E-Book**
- ✓ **Your Own Published Book = Advanced Authority Booster**
- ✓ **Proof of You Speaking On Stage = Advanced Authority Booster!**

If you've been paying attention during the C.A.A curriculum + you've gone through my marketing. You may have noticed I have leveraged many of these proof mechanisms.

Start by applying some of them into your marketing campaigns from this point onwards to convince & prove to people you know what you are talking about when it comes to your chosen field... so you can improve your appointment booking rate and sales conversions.

Awesome work!

Let's quickly **RECAP** the format for video #3 - **Mass Social Proof! (You + Clients Results + Case Studies)**

- ✓ **Start off by quickly recapping the VALUE + INSIGHTS** that you shared in the previous 2 videos
- ✓ **Quickly share your own results + proof + AUTHORITY POSITIONING!**
- ✓ **FUTURE PACE** your leads and prospects. By getting them to imagine what their business / life will be like after you've helped them solve their problem + get the END-RESULT!
- ✓ **1<sup>st</sup> segment of CLIENT RESULTS**, video testimonials and case studies. (*3 Client Case Studies + Soft CTA #1*)
- ✓ **Set clear EXPECTATIONS** by explaining to your viewers that they must **QUALIFY** to work with you, and that you do not take on everyone (*PSYCHOLOGICAL REACTANCE THEORY*) ...

(Share *What You Stand For* and *What You Stand Against* to create some form of **POLARISATION + Soft CTA #2!**)

- ✓ **OPTIONAL – Add SECRET TRANSPARENCY & TRUST COMPONENT** – Debunk any negative reviews on Google & YouTube if you have any + add negative client experience quick case study to build unconscious trust.
- ✓ **2<sup>nd</sup> segment of your positive CLIENT RESULTS**, video testimonials and case studies (*4 Client Case Studies or 4 Client Video Testimonials*)
- ✓ **CTA #3** = Finish with what they can expect when they book a free call to create a **PRE-DECISION** in the prospects mind. Notify them that tomorrow... call spots will open. And that there is a cap on how many spots are available.
- ✓ **OPTIONAL – Add extra client video testimonials REEL** at the end of the video if you have more **CLIENT VIDEO TESTIMONIALS & RESULTS** to share.... with a CTA on screen!

Now let's move onto...



**Email + Video #4 – Offer Teaser - CTA = Book Your FREE 'Results Driven' Call Now!**



**FANTASTIC WORK!** 😊

If you have followed what I've taught you so far during the 7-Day OTO Promotional Campaign... you'll have accomplished 3 things.

- 1) **Built Massive TRUST & Created a High Level of CURIOSITY & EXCITEMENT** in your subscribers minds!
- 2) **Destroyed Your Prospects Internal & External BELIEFS** Causing Them To Make a **TRANSFORMATIONAL SHIFT**, Where They Are In The Perfect Vibrational Energy State To Book a Call & Buy!
- 3) **Demonstrated An Insane Level of SOCIAL PROOF & EVIDENCE** That Backs Up What You Are Saying...

**...While Positioning You As The Expert Authority... That Can Take Your Prospects From Their Current Situation of Pain & Problems To Their Desired Situation of Comfort, Transformation & Results!**

This Creates a High Level of...



**DESIRE!**

*(I'm going to give you the **DONE FOR YOU** fill in the blank video scripts in the next section of this module... so you can easily get this campaign set up and running for you... whenever you need it.*

*Inside the **DONE FOR YOU** emails PDF... I'm also going to be giving you ALL 7 emails written by me and a pro copywriter on my team who charges \$1,000+ per email. You get this absolutely FREE as a cool bonus to help you. 😊*

*This will create a massive surge in qualified booked calls and high-ticket sales for you FAST!)*

During email + video #4 this is where you **take this belief + desire** that's been built up from the previous 3 videos + emails... and turn it into **decisive action** by making the offer feel like the **LOGICAL** next step!

### **WHY THIS SALES PRESENTATION WORKS**

This OTO (*One Time Offer*) presentation doesn't rely on pressure, hype, or unethical persuasion tricks.

It works because it **moves the prospect through the exact psychological sequence required to make a buying decision...** in the correct order.

If you miss the order... resistance shows up.

When you follow the order... the decision feels completely natural.

During this video you'll start off with a quick **RECAP** about the video content you shared on day 1, 2 and 3!

**Day #1 - WOW Not HOW Value**

**Day #2 - Transformational Education & Secret Insights!** (*Internal And External Beliefs Destroyed*)

### Day #3 – Mass Social Proof – (Your Results + Clients Results + Client Case Studies)

When recapping day #3 I'll cut to a slide showcasing my successful clients and their photos, with the overall client result I've helped them achieve.

Then I'll jump straight into the BMI HEADLINE (*Big Marketing Idea*) + BIG PROMISE + the U.M/M (*Unique Mechanism / Method*) that shares the END-RESULT without BIG PROBLEM + TIME FRAME!

Here's an example in the health and fitness space:

*“How To Gain 2kg of Muscle Using My GLC Method WITHOUT Cutting Out Your Favourite Foods In 90 Days Or Less!”*

Then I advise you to go straight into sharing a ...

#### ➔ Quick Story – Share Your Before & After STORY

Adding your before & after story is critical in your offer teaser + sales presentation because it **proves change is possible**... not just in theory, but in reality.

It allows the prospect to view themselves... via YOUR own experience of struggling, failing... **TRANSFORMING** & getting success and results.

When done correctly they connect with you by experiencing what they are going through in the now moment.

During the **BEFORE** section of the story, you get them to emotionally experience the frustration, confusion, failure, problems and pain they're currently in... and then mentally transition into the *after section* where the problem is solved.

The key here is to paint the picture of your experience on the **JOURNEY** towards achieving the **END-RESULT!**

Here's some questions you should answer to elicit the pains and problems: (*These should be the same pains and problems your audience is experiencing while going through video #4!*)

- **What were the big problems you overcame on the journey?**
- **What were you trying that wasn't working?**
- **What was the REAL PROBLEM, but you weren't aware of it at the time?**
- **What kept you stuck for too long?**
- **If nothing changed, what did you fear happening?**
- **How did all of this make you FEEL?**

Then I advise you to **future pace** your prospects... by sharing what life was like **AFTER** you got the end-result & by explaining your light bulb moment that gave you the IDEA of applying your U.M/M (*Unique Mechanism / Method!*)

You can do this by answering the following questions:

- **What happened during your 'realisation light bulb moment' where your U.M/M was invented?**
- **How did implementing your U.M/M make your business / life easier & better?**

- **How did your life / business / health / relationships change after you got the result?**
- **By achieving the result, how did it effect you and your families lives?**
- **What was different after you got the result?** (e.g. where did you live, what car did you drive, were you able to have more free time, where did you travel to, did it allow you to spend more time with your kids and loved ones etc?)
- **How did you FEEL after you got the result?**

This is the point where prospects can **relate to you** via the *before* section.

The transition into the after section of the story create certainty which replaces doubt, and results feel inevitable and attainable for the prospect IF they have the correct VEHICLE to help them.

It also collapses skepticism, builds trust way faster, and shifts the conversation from...

*“Will This Work For Me?” to “How Soon Can I Get This Result?”*

Without a before & after story, you’re just making claims. With it, you’re demonstrating actual lived experience + transformation and backing it up with real **PROOF!**

You also have to remember... the 7 Day OTO Promo Campaign is specifically for **WARM & HOT TRAFFIC**

This is traffic that you OWN (*Your Email List + a % of Your Social Media Followers*)

These leads and prospects have already been opening your emails from your SOS Autoresponder Campaign + your Daily Live Broadcast Email System.

They may have already watched a bunch of your free content via video and written text. You or your team may also have already spoken to them over Zoom or the phone.

Which means the **RELATIONSHIP** is solid.

When they go through this 4-step video series they already know, like and trust you... which means the effectiveness of this campaign is leveraged to the power of 10X because you’ll have unconscious positive influence over them.



### **QUICK SIDE NOTE: Understanding The 10X Marketing Leverage Equation!**

- **Relationship** = Trust + Authority + Connection
- **OTO** = The high-value One-Time Offer delivered at the **peak of desire**

Every unit of relationship + OTO doesn’t just add results... it **multiplies them exponentially**.

- Build Trust → +1
- Increase Belief → +1
- Present Irresistible OTO (Offer) At The Right Time → +1
- Combine them → raise it to the **power of 10** → this creates exponential impact on leads, calls, and sales!

**$(\text{Trust} + \text{Desire})^{10} = \text{Massive Booked Calls} + \text{High-Ticket Sales}$**

This is why **timing and sequencing** are essential.

You don't get 10X by throwing random offers together and hoping it sells... you get it by **stacking relationship as time elapses (latency) + an OTO (One Time Offer) when you've shifted internal & external false beliefs.**

When you've done this effectively prospects belief in YOU... increases massively... because you've helped them see the world through a new lens of perception. And in essence unlocked the ball and chain that was keeping them stuck from moving forward and taking action.

This causes prospects that are on the fence to buying to tip over to the other side, by booking a call, direct messaging you, replying back to your emails, speaking to you on the phone and paying you money for your offer.

Here's an equation that explains this...

$$ML = (R + T + OTO C) ^{10}$$

Marketing Leverage = (Relationship + Trust + OTO Campaign) ^10

On top of that... the **STORY** you'll share will be way more powerful due to a **deeper connection** you've built with your leads and prospects previously; by using the other 2 campaigns I've shared with you inside this module... compared to a cold stranger going through it that has never heard of you before.

After sharing your story you'll move onto...

➔ **Here's What I've Got For You – REVEAL YOUR SPECIAL OFFER BUT DO NOT REVEAL THE PRICE!**

This is where you'll reveal your offer graphic + the name of your offer which should be in relation to the big problem you are solving + the big benefit you provide.

For example, the main **big problem** I solve is to help people **get more CLIENTS!**

This formulates into a **big benefit** because if I can help you solve that problem, many of the other problems in your business automatically disappear.

Notice how both of these offers are positioned to solve that problem.



The **Client Acquisition Accelerator** helps you get clients by following the curriculum and doing the work on your own. (D.I.Y = Do It Yourself)

The **1:1 'GET CLIENTS' Coaching Program**, helps you **get CLIENTS faster** and more effectively because you get direct access to me... working with you on a 1:1 basis, helping you, advising you in real time, supporting you and keeping you accountable. (D.W.Y = Done With You)

When I help you solve this big problem of getting clients consistently... as you advance new big problems arise like:

- *Optimizing Your Funnel + Appointment Booking Systems*
- *Building a Sales Team*
- *Building The Correct Business Infrastructure To Accompany For The SCALING PHASE*
- *Hiring Your A-Player Team So You Can Free Up Your Time*
- *Leveraging AI Autonomous Agents So You Can Offload 99% of The Operational Work In Your Business!*
- *Building Your I.P.S Value Ladder To Increase LTV (Lifetime Customer Value) Resulting In More **PROFIT!***

This is where my **DONE FOR YOU AI Funnel & Business Infrastructure Build + 7-Figure Coaching Program** ...is positioned to solve the next big problems... that will occur when you're getting a consistent flow of high-ticket clients each month. (D.F.Y = Done For You)

The offer should be **PERFECTLY POSITIONED** to make the prospect say in their head.

*“I'm Interested, Tell Me More!”*

You don't open this section of the sales presentation (*Video #4*) by explaining features.

You open by **anchoring attention** and **positioning value** in relation to **solving the big problem** and the **prospect achieving the end-result**.

This step works because it immediately answers the prospect's unconscious question:

*“Is This Worth My Time?”*

By **framing** the offer as:

- Structured & Simple
- Time Tested & Proven To Work Effectively For Others Just Like Them
- Done-With-You or Done-For-You

You create **certainty and safety** before logic kicks in.

*No certainty = no attention.*

*No attention = no booked calls*

*No booked calls = no sales*

**(You Sell The Prospect What They WANT & Give Them What They NEED... After They Have Purchased & Are Inside Your Program So They Can Get The Results They Desire!)**

Let me share a quick story with you... I used to have a cat called Bella, many years ago she got really sick.

She had to take a pill on a daily basis that was given to me by the vet nurse. For the life of me, I could not get her to swallow it.

I had to pick her up and literally shove it in her mouth and she'd be me meowing and scratching me for fun... HAHA!

Then when I thought I had finally made her swallow it... 5 minutes later I'd find the pill on the floor in the front room because she had spat it out.

After a few days of failing to do this... I thought, why don't I just hide it inside her food bowl with her favourite tuna cat food, (*this was me selling Bella what she WANTED but giving her what she NEEDED!*)

The same applies to your offer.

You must apply the...

### ...**OFFER WRAPPER METHOD**...

...when introducing your offer, which I taught you in module #2 when we engineered your M.D.I.O together.

To reiterate...



**OFFER WRAPPER**



## **(You Sell The Prospect What They WANT & Give Them What They NEED... After They Have Purchased & Are Inside Your Program So They Can Get The Results They Desire!)**

Many amateur marketers and sellers get this completely wrong. They go into too much detail around the features, in relation to what clients get when they buy. This kills your sales and creates sales resistance because of info overload & overwhelm.

A prospects mind that's overloaded with too much information around the offer never buys. You must only share the correct amount of critical information... when the prospect asks a question about a specific problem they are suffering with.

During this step you'll also want to let your viewers know that you are running a special DISCOUNT over the next 3 days or RAISING THE PRICE after the next 3 days!

After you've introduced your special offer WITHOUT going into the details or mentioning the price... because you'll want to increase curiosity for leads to book a call with you during the CTA section of the video, you'll move onto...

### ➔ **Here's What It Will Do For You – BIG BENEFITS!**

As I've already taught you during previous modules of C.A.A... **people don't buy what it is.**

The Product / Coaching or Consulting Program / DFY Service is the **VEHICLE** to get them from **A - B!**

**A** being **before** situation of pain, problems and discomfort

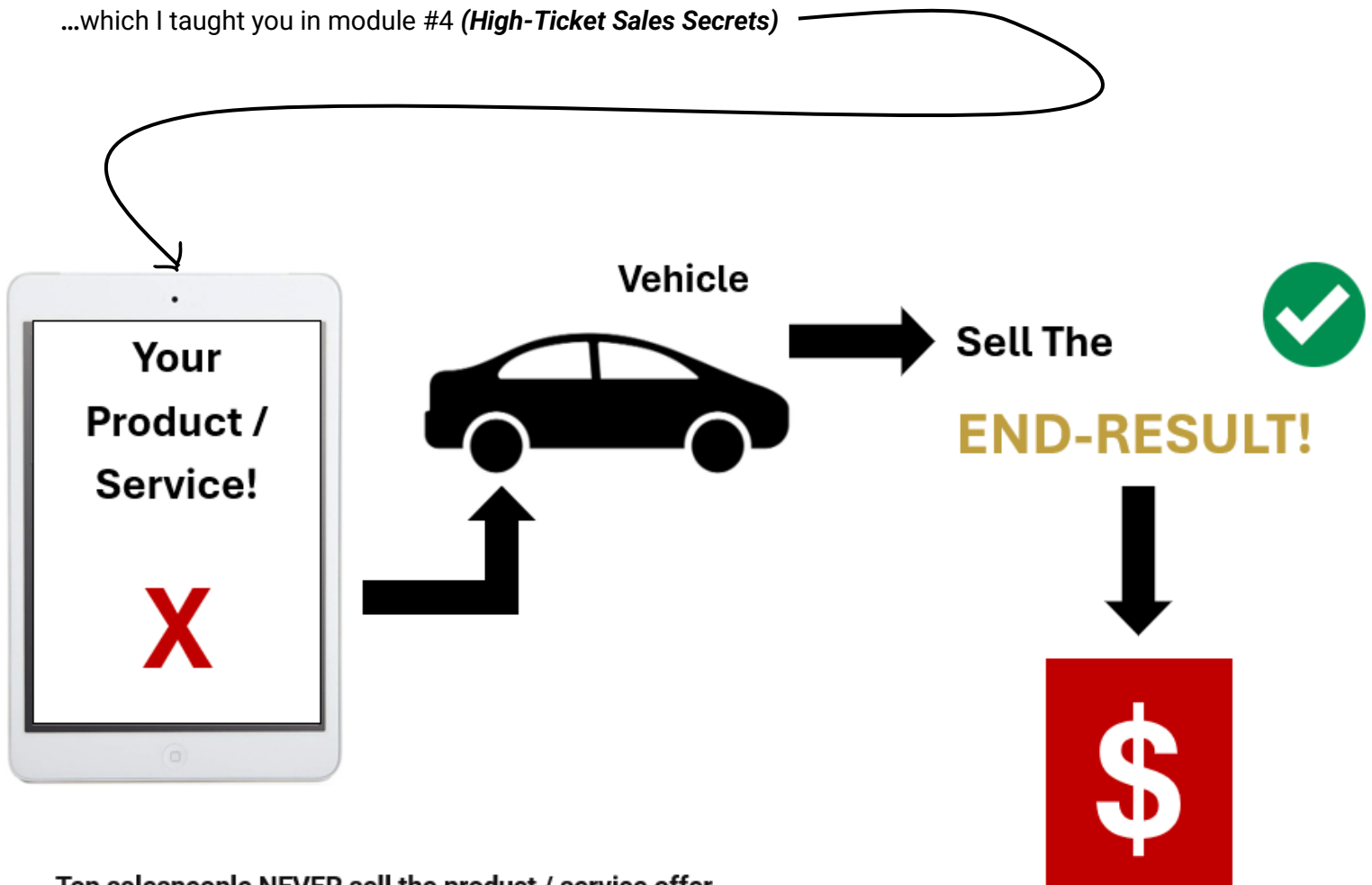
**B** being **after** situation of results, success, comfort & transformation.

People buy...

✓ What the offer **DOES FOR THEM** &

✓ The **END-RESULT**...

...which I taught you in module #4 (*High-Ticket Sales Secrets*)



Top salespeople **NEVER** sell the product / service offer.

This step works because it:

- Shifts focus from features & mechanics → outcomes
- Moves the prospect out of analysis mode and into **future identity, future results & future feeling states**
- Creates desire without triggering pressure & sales resistance.

During this part you'll want to list and share **3 - 7 BIG BENEFITS** your offer provides... that's related to the big BMI (*Big Marketing Idea = Big Problems + End-Result + Time Frame*)

Here's 3 example's from selling the program you are currently going through:

#### **BENEFIT #1**

❖ *Inside the Client Acquisition Accelerator, you'll get instant access to my **DONE FOR YOU VSL** script... so you can effortlessly convert ice cold leads into qualified appointments & **BUYER CLIENTS** FAST... with credit card in hand!*

#### **BENEFIT #2**

❖ *You'll see how my **7-Figure C.A.L.V.O appointment booking system** works that's been responsible for booking 1,179+ calls with high-ticket clients that spend big money... & how you can deploy this for your business in less than 7 days!*

### BENEFIT #3

❖ You'll feel the power of my 'insiders only' **D.A.O organic traffic strategy** that made me \$100,681 in rapid time... + the secrets I acquired from the **top 1% paid ad media buyers** that invested over **\$400M** into paid traffic profitably!

After sharing some benefits, you'll naturally move onto the next section of the sales presentation, which is...

### ➔ Here's The Simple Steps To Get The **END-RESULT** + Lock In The **U.M/M!**

Once **desire** is created, which you would've effectively done if you've followed what I have taught you in the previous steps of video #4 + the previous 3 videos... the prospects brain instantly looks for safety.

This step of the sales presentation is crucial, but you must **NOT** go into too much detail in relation to the features otherwise you will kill booked calls & sales conversion rates.

The key is to **give a high-level overview** of the path towards the end-result and link it to your U.M/M (*Unique Mechanism / Method!*)

Prospects have to feel like the reason they may have failed in the past was because of not implementing the mechanism or method, which no other offer has because its unique to you and your offer, especially in crowded and competitive marketplaces.

This is what makes you **STAND OUT & DIFFERENT!**

The only way they can get access to your U.M/M, which is the thing that will make them successful this time around... is by booking a call and buying from YOU!

This works because it:

- *Removes fear of the unknown*
- *Creates a sense of control while initiates a sense of curiosity*
- *Turns an emotional desire into a **logical pathway** towards achieving the **END-RESULT***

You're not teaching during this step.

You're **de-risking their decision** to book a call and buy from you.

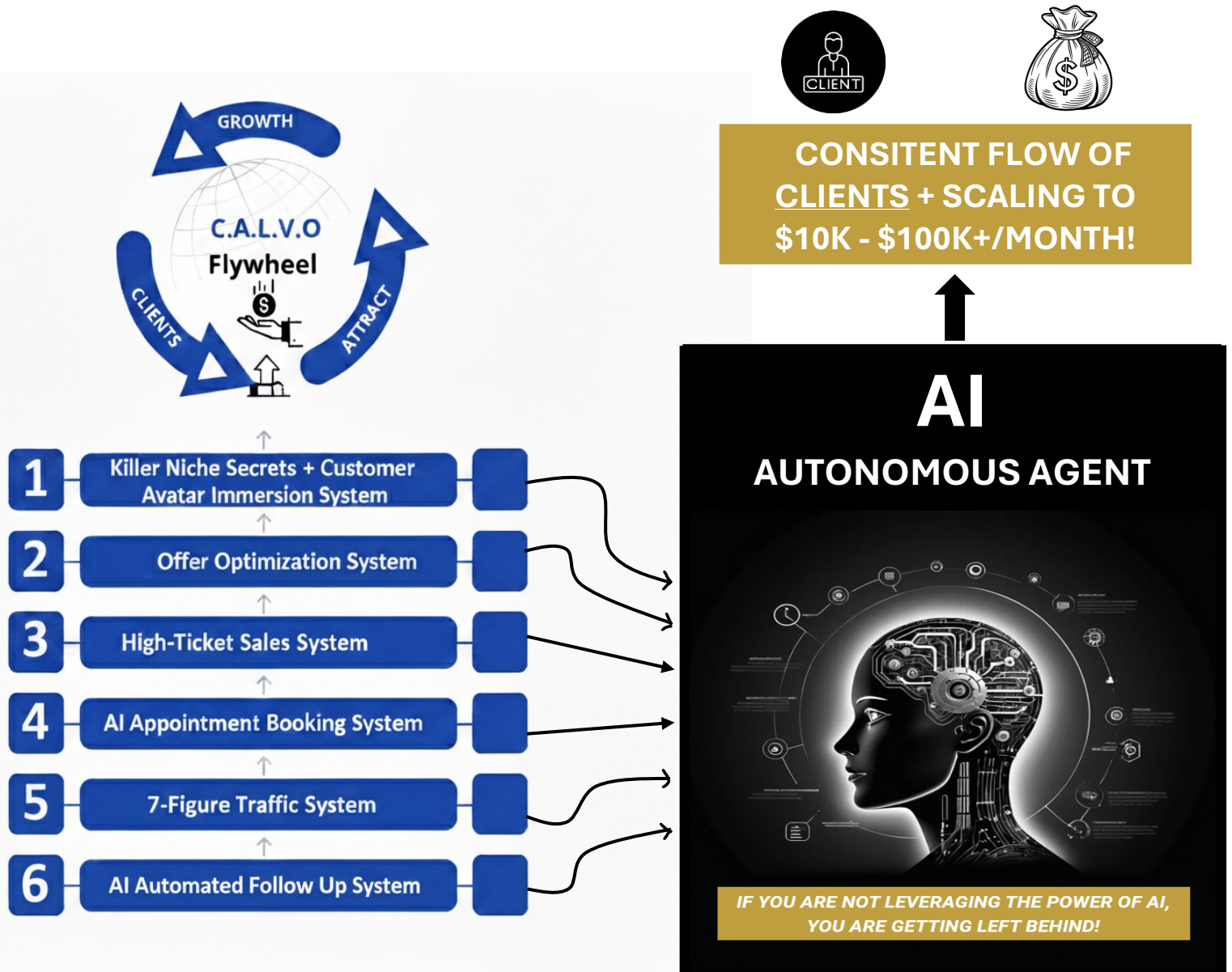
The prospect thinks:

*"I Can Now See The Path Ahead..."*

This is the first **inflection point** where sales resistance begins to drop. Before you've even spoken to the prospect on the phone or over zoom to convert them into a sale!

Here's an example of the graphic slide I use to explain the path towards the end-result in relation to the steps & U.M/M... in a simplified way to avoid overwhelming my audience during the offer teaser presentation.





Another way you can do this, if you're selling an info product or coaching program curriculum is to log into the members area and screen record inside the course, so prospects can see what they are getting access to + the path they must take to achieve the end-result.

But again, be brief and do not go into too much detail because you may overwhelm potential buyers.

After sharing your step-by-step process and locking in the unique mechanism / method that's new, different, easier or better in relation to your clients getting the end-result... you'll move onto the next section of the 'offer teaser' presentation which is...

➔ **Here's How It Will Positively Affect Your Business / Life – BIG EMOTIONAL BENEFITS!**

At this stage of the offer teaser sales presentation... you have...

- ✓ **Shared a compelling before & after **STORY** to draw your viewers in and get them to resonate with you.**

*During this step you should have dived into the pains and problems you faced on your journey, so they can relate to you. This builds a deeper CONNECTION! And then future paced them by sharing your experience of you and your past clients achieving the results.*

*When you do this your viewers instantly see you as their TRUSTED ADVISOR HERO & AUTHORITY EXPERT.*

- ✓ You should have also shared 3 - 7 **BIG BENEFITS** directly related to the big problems and the end-result, which should excite your viewers even more!
- ✓ Backed it up with a **LOGICAL** step-by-step pathway to help them achieve the **END-RESULT** & locked in your **UNIQUE MECHANISM / METHOD** without overwhelming them.

By drawing your viewers in with a **STORY**, it **hooks** your prospects in.

**LOGIC** opens the door with the big benefits.

Emotion closes it... via **EMOTIONAL BENEFITS!**

This step works because it connects the offer to:

- **Relief**
- **Confidence & Conviction**
- **Stability & Assurance**
- **VIBRATIONAL FEELING STATES** they desire to **FEEL** after they have achieved the **END-RESULT!**

Remember what I taught you in the mind-set & sales training. People do not buy coaching / consulting programs, courses or services, they buy them to get an END-RESULT.

And when we break this down using first based principle thinking. It boils down to this...

That end-result creates an **EMOTIONAL FEELING STATE** which is the ultimate desire your prospects & clients WANT. They want to feel the emotion attached to whatever they want to achieve.

Which means you must tap into that! When you do this, you will book WAY more appointments and convert WAY more high-ticket sales.

You're technically helping them emotionally *leave* their current situation and enabling them to *step into* the desired one.

If they can **feel the outcome**, booking a call and buying feels inevitable... both **logically** and **emotionally!**

However, there is a crucial step you must apply, before you provide the CTA. That step is...

## ➔ **Here's WHY You're Not Where You Want To Be – HANDLE THE MAIN OBJECTIONS**

Most people handle objections *after* the pitch on the free call which you should do. However, if you want higher conversions figure out the top 3 objections for your offer and add them into video #4 of the OTO campaign.

This works because:

- **You remove friction before asking for action**
- **You normalize their doubts without arguing**
- **You reframe things that are holding them back from taking action**
- **You take away all of their RISK!**

A this point the prospect isn't thinking:

*“What if this doesn’t work?”*

They’re thinking:

*“This explains why nothing else has in the past.”*

Which is a powerful shift that will propel more action from your viewers.

Here’s an example of how I do this so you can model and get some ideas flowing...

## Objection Handling Example



### 3 REASONS WHY YOU'RE NOT GETTING THE RESULTS YOU DESIRE...

#### INCREASING ACTION

**EXCUSE #1** - *“Sam, Now Is Not A Good Time!”*

“Okay I hear what you are saying but let me ask you a question...”

“When is it gonna be it be a good time for you to start putting the things you **DEEPLY DESIRE** that are most important to you... into action so you can **grow your PROFITS?**”

#### DIFFERENTIATION

The ‘perfect time’ doesn’t exist so you may as well get started now.

I guarantee you’ll be way further ahead on your business journey compared to not **get started now!**

**EXCUSE #2** - *“Sam, I’ve Bought Courses & Been In Coaching / Consulting Programs Before & Haven’t Got Results...”*

*How Is This One Going To Be Different?”*

“Yeah, I can definitely relate to that.

...buying courses and programs that didn’t live up to expectation or deliver on results. There is a lot rubbish out there in the market place.

So, with that in mind... with my coaching I have done my very best to systematize everything for you...

...so it’s **SIMPLE and step-by-step for you** to follow along, with specific action steps to take at the end of each module, which massively increases the results that you desire.

I’ve tried my best to make it so simple even a 7 year old can follow along and get results!

The C.A.A business development curriculum took me 1.5 years to build and it’s my life’s work.

Giving you everything you need to grow your business to 6/7-Figures efficiently and effectively!

When you’re on the inside you’ll also get access to my special unique method titled...

The **“C.A.L.V.O Protocol”** which stands for **“Client Acquisition & Lead Value Optimization...**

...which can not be accessed anywhere else on the internet!

So, this program is very different to other ones out there as we teach you exactly how to move through each of the revenue levels systematically...

...WITHOUT wasting time and energy working on the WRONG things that do not deliver consistent results!

Everything will make more sense as soon as you are on the inside of the program!

I am also going to be working directly with you where you'll get direct access to me to get your questions answered in real time + you'll get 1:1 personal coaching calls with me.

So, if you get stuck with anything just shoot me a quick SMS text on Whats-App, DM message on...

...Facebook/LinkedIn or book up a call on my calendar and we will solve any obstacle you may come up against FAST.

Now if you're not making the money that you desire AFTER the 90 days promotion period, once we have your client acquisition system set up and optimized...

...I will continue to work with you until you are hitting you monthly income goal, so it's not a matter of **IF** you will hit your income goal it's a matter of **WHEN** you will hit your income goal.

How does that sound?

**EXCUSE #3 - "Sam Is There A Guarantee?"**

**REDUCING RISK**

I want to be completely transparent and honest with you.

I can not and will not guarantee specific income! I am not a money machine!

And this isn't some push button - get rich quick - overnight system!

I can't even guarantee I'm going to wake up tomorrow!

However... here is what I can guarantee.

I guarantee you will get access to the best online business education & insights with ALL of the complicated work **DONE FOR YOU** via accessing my...

**FREE MASTERY BONUSSES!**

+ I will do everything in my power to help you get results as fast as humanly possible!

During this next part, quickly share your **BETTER THAN RISK FREE GUARANTEE** to take ALL the risk away from your client.



This makes it a no brainer for prospects to book a call with you, and many of them will be 70-90% sold before they even hop on the free call with you, providing you've followed the previous steps I've taught you.

If you need help creating a killer guarantee that drives way more sales, go to module #2 of C.A.A (*Irresistible Offer Creation*) and I walk you through exactly how to do it.

Which brings us onto the last step of video #4...

➔ **Here's What To Do Next – CTA (Call To Action) = Book FREE Application Call Now!**

During the final step of video #4... you're not asking for money.

You're asking for a small **commitment from the prospect so they can gain more CLARITY!**

This step works because it's:

- **Low risk**
- **High perceived value**
- **Feels like the responsible next move**

By this point, the call feels like:

*“I’m Already In... I Just Need A Bit More Clarity On How This Can Work For Me .”*

Which makes converting them over the phone **EASY & EFFORTLESS!**

By announcing that call spots are open, you trigger pre-decision and psychological commitment.

The mind starts justifying *why* they should move, take action and book a call...

You are also using **PSYCHOLOGICAL TRIGGERS** like:

- ✓ **Offer Discount or Raising The Price of Your Offer** (*This creates FOMO – Fear Of Missing Out Which Propels Action*)
- ✓ **Urgency** (*Limited Time – In 3 Days After Video #4 Drops The OTO – One Time Offer Goes Away!*)
- ✓ **Scarcity** (*Limited Call Spots Open & Limited Spots To Work With You Inside Your Offer*) ...

...and the pressure continues to build over the next 3 days or they **MISS OUT**.

The key here during the CTA is to share some big benefits of booking a call with you... and tell them how many spots are NOW open using urgency and scarcity.

You'll also let them know at the end of the call there is an opportunity to work with you... only IF they qualify for a discounted price or you're gonna be raising the price of your offer after the next 3 days.

I also like to add a client video testimonial reel after I've given the call to action.

Nothing is forced. The CTA should feel natural.

The prospect simply reaches the conclusion themselves that **this is the best next step** to help them get the **END-RESULT they desire**.

And when that happens...

Sales feel effortless. Because on the free call, all you are doing is having a friendly conversation to figure out how you can HELP the prospect and whether they are a good fit to work with you!

The 4 OTO campaign videos are part of your **MARKETING PROCESS**, which positions you and your offer as the best solution.

The free call is your **SALES PROCESS**, which should naturally lead to high-ticket conversions and cash profits flowing into your bank account!

To **RECAP** video #4's format... you...

- 1 START WITH A STORY** *(Develop a Relatable Connection By Sharing The Pains + Problems >>> Future Pace To The End-Result + Vibrational Emotional Feeling States)*
- 2 INTRODUCE YOUR SPECIAL OFFER** *(Discount or Raising Price)*
- 3 SHARE THE BIG BENEFITS** *(Link The Benefits To The Big Problems + End-Result + Timeframe)*
- 4 SHOW THE STEPS TO THE END RESULT + U.M/M** *(Display The Path Ahead & Show How Your Offer Is Different To The Competition)*
- 5 SELL THE EMOTIONAL BENEFITS** *(Tell Your Viewers What It **Feels** Like After You've Helped Them Get The End-Result + How It Will Change Their Business & Life!)*
- 6 HANDLE THE TOP 3 OBJECTIONS BEFORE THE CTA** *(Reduce All Risk & Present Your Better Than Risk Free Guarantee)*
- 7 FINISH WITH A STRONG CTA = FREE APPLICATION CALL** *(Command The Prospect To Take Action Using Real Urgency & Scarcity)*

#### **ADVANCED OPTIONAL STEP –**

If the prospect books a free call and is a good fit to work with you. But they are still on the fence to buying and don't close on the first call.

Create a sales page or video presentation using the 7-Figure sales presentation framework below.

Re-book them on a 2<sup>nd</sup> follow up call and get their commitment to go through a more in depth walk through, where they can get more info about your offer and how it can help them... by reading the sales page or watching a video / webinar presentation.

Here you'll give the prospect 24 - 48 hours to make a decision to buy or they MISS OUT on the OTO.



# Proven 7-Figure Sales Presentation Framework For **Max Profit!**

The 13 Constituent Parts Revealed!



1. **The Big Marketing Idea Headline! (B.M.I.H)**
2. **The Marketing Message - Targeting The Big Problem(s), Showing Proof + Your Authority STORY! (U.S.S.P) + Disclaimer!**
3. **Social Proof! (Video + Written Testimonials)**
4. **Optimized Offer Stack!**
5. **Sell The U.M + End-Result! (Unique Mechanism)**
6. **The FREE Fast Action Mastery Bonus Pack!**
7. **Share The Big Benefits, Leverage Authority By Association & Reveal The Price! (Total Value >>> Price)**
8. **The Better Than Risk-Free Guarantee!**
9. **Urgency!**
10. **Scarcity!**
11. **Call To Action #1!**
12. **The P.S + Call To Action #2!**
13. **Compliance Guidelines – The 5 Questions + F.A.Q (Frequently Asked Questions) To Overcome Objections!**

Here's a link to my sales page that follows the 13 constituent parts so you can model it for your offer.

<https://www.onlinewealthsociety.com/4f6bffd6>

Great work!

Like I mentioned before, you're gonna get the **DONE FOR YOU** fill in the blank video scripts for all 4 videos, after we've gone over emails 5, 6 & 7 that will drive even more booked calls and sales for you.



## **Email #5 – CTA = Benefits + Logic (Offer Stack Reinforcement!)**

Day 5 is where you stop inspiring and start converting more qualified appointments and high-ticket sales.

This email is about crystallising the decision-making process and getting your leads and prospects to take action.

You restate the **BMI (Big Marketing Idea)** which clearly communicates the big problem + end-result! E.g. in the online business space = predictable traffic & leads, qualified booked appointments, scalable revenue, consistent client flow etc.

You'll then link all 4 videos within the email from day 1, 2, 3 and 4 so the leads that may have missed the videos can watch and catch up. But be sure to edit the pages to let them know call spots are now open.

Add a call-to-action button on each video page... for prospects to book a call and a countdown timer on the page, counting down from 3 days. This increases real urgency!

Then you'll back the BMI up with **LOGIC** by quickly explaining your unique mechanism / method and why it works step-by-step.

After that you stack the real **BENEFITS** (*speed, certainty, leverage, more time to spend with loved ones, ability to travel, FREEDOM etc*), + emotional benefits by future pacing them to get the lead to **IMAGINE** life after they have achieved the end-result! Again, focusing on the **FEELING STATE** of achieving the dream outcome!

Then you'll handle the **SILENT OBJECTION**...

*(“Will This Work For Me?”)*

...and make the path feel structured and repeatable, while linking to video #3 with all your previous client results & video testimonials... to back what you are saying up with real proof of you helping others just like them.

And you finish by giving a clear, **STRONG** direct CTA (*Call To Action*).

- **Here's WHAT you get = LIST THE OFFER STACK + TOTAL \$ VALUE – DO NOT INCLUDE THE BONUSES YET!**

*You'll stack your MASTERY BONUS PACK strategically when you have the prospect on the phone / zoom and position them accordingly to solve their biggest problem! You'll also stack the full bonus pack in the last days email to increase the perceived VALUE of the offer & increase booked calls and sales!*

- **Here's WHY it makes sense. List 3 quick reasons why your offer works + leverage results + client results!**

- **Here's the link to book your free call NOW.**

This email isn't about hype... it's about organising belief so taking action feels like the obvious next move.

You stack benefits + features and connect the dots rationally so their brain **feels safe moving forward**.

The CTA can be direct to your VSL page that we built together during module #8 (*Funnels*) or direct to your calendar page!



## **Email #6 – Urgency + Fear – CTA = VSL Or Link To Calendar!**

Urgency compresses the decision window by leveraging the power of **TIME!**

*(We talked about urgency inside module #2 of the Client Acquisition Accelerator curriculum when we built your irresistible offer together!)*

The one-time offer, expiring discount, or rising price makes waiting more expensive than acting. If you have an irresistible offer that converts... interested potential buyers that are on the fence will **FEAR** not taking action.

**FOMO = Fear Of Missing Out** correlated with a cut-off point, in relation to limited time available to buy the offer which propels buyers = **URGENCY!**

Day 6 is where you turn intention into action through **real urgency**. By now they want it... but some leads and prospects may still be hesitating to book a call and buy. This email forces the decision ethically.

You remind them what's at stake, restate the BMI / transformation, and clearly explain what happens when the deadline hits. The special discount goes away, or your offer price goes up, never to return to the old pricing, mastery bonuses that you'll explain on the free call disappear, the doors close and they **MISS OUT!**

**DO NOT USE FAKE URGENCY!** Just real consequences if leads and prospects procrastinate.

You address procrastination head-on, show them the cost of waiting using the **OPPORTUNITY COST** sales closing technique I shared with you during module 4 PDF (**Objection Handlers & Story Telling Sales Closing Strategies**)

Here's a link to that PDF for your reference:

[https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5fd4722a9\\_ObjectionsSalesClosingScript.pdf](https://d1yei2z3i6k35z.cloudfront.net/9180631/670a5fd4722a9_ObjectionsSalesClosingScript.pdf)

The key here is to make it crystal clear that delaying is the only risk left. Because by missing out they are delaying the time it takes for them to solve their big problems and achieve the end-result they deeply desire.

Resulting in them going round in circles, failing, struggling and pulling their hair out for another 12+ months trying to figure things out on their own.

Then you give a direct, firm CTA linked with emotional benefits... to click the link in the email and head over to your VSL page or direct to your calendar application scheduling page.



## **Email #7 – CTA = Scarcity x Urgency + Bonus Stack + Hard Sell = Hyper Responsive Buyer!**

Day 7 is the hard close.

This is where nurturing stops and decision time for the prospect arrives. They either book a call and buy, or they **MISS OUT** on the perfect offer for them to help them solve their problems and get the desired end-result!

When they do this, by saying no to buying and miss out... they feel stupid because your **OFFER** is designed to target every inflection point to benefit them, solves their big problems, helps them get results fast and takes all the risk away from them... which we engineered together during module #2 of C.A.A!

During step #7 you're going to use real **SCARCITY** as leverage.

Scarcity relates to the limited **PRODUCT / OFFER UNITS** available which creates unconscious action from the prospect.

During this OTO campaign, you'll have naturally used scarcity in 3 main ways:

- 1) **Capping the number of free calls, you'll give away during the 4 days the calendar spots are open!**
- 2) **Capping the number of spots, you have available inside your paid offer!**
- 3) **Leveraging Fast-Action Mastery Bonuses as marketing & sales **CONVERSION WEAPONS!****

Bonuses reward decisiveness and remove final friction.

This simply gives them permission to act now instead of later.

The key here is to keep your bonuses hidden until day #7 and use them as sales weapons for when selling on the call. For example, if the prospect tells you they are struggling with a big problem, during the closing stage of the call give them a free bonus that specifically solves that problem.

If you've followed everything I've taught you during module #2 of C.A.A, you should have created a bonus pack that solves the main big problems your target market is facing. Which means you can position these bonuses on the call using scarcity.

This is why they are called **FAST ACTION BONUSES**, because they are only available to clients that take action on the call and buy from you.

During the last days email of this campaign... this is where you will **STACK** the offer and also reveal the full bonus pack that buyers will get for **FREE!**

That's why this sequence books calls and converts sales so cleanly. It doesn't force decisions. It **engineers them**, using belief, timing, and a true one-time offer to turn attention into CASH!

You stack the offer, amplify the value, and leverage scarcity as a marketing weapon. When this happens doors close, bonuses expire, special discount goes away or the price rises.

You restate the END-RESULT and contrast it against the cost of staying stuck. You show them exactly what they're getting, why it's a no-brainer offer, and why waiting makes zero sense.

Then you hit them with a clear, confident CTA by explaining this is the LAST DAY they can take advantage of the free call with you and invest in your ONE TIME OFFER!

You'll let them know that the special discount goes away or the price of the offer increases... never to return to its old pricing.

You're drawing the line and forcing a choice: step into the new opportunity NOW... so you can achieve specific end-result or stay STUCK while struggling with the same problems.

**30 – 50% of Booked Calls & Sales Will Come During The Last Day... If You've Engineered Belief Correctly & Followed What I've Taught You During The Previous 6 Days!**

A massive chunk of your sales will happen on the final day. Often 30–50% of total revenue comes in during the last 24 hours. Not because people suddenly believe... but because the deadline makes the decision real.

Most of your audience are what's known as "**on the fence potential buyers.**"

The final day converts these people into action takers using real FOMO (**Fear Of Missing Out!**) If you don't see a spike in booked calls and sales on the last day, your scarcity wasn't strong enough or belief wasn't properly engineered earlier in the campaign.

This surge in sales isn't luck.

It's **strategically engineered** using **psychological triggers** that get leads and prospects to make a decision by booking an appointment and buying!

During the last day of the OTO campaign, I like to send out 3 emails.

One in the morning. One in the afternoon and one 3 hours before the calendar page & OTO cart closes.

**Day #7 Email #1 – Morning Email = The “Hard Deadline” Close + Client Testimonial Stack**

**Day #7 Email #2 – Afternoon Email = Offer Stack + Reveal FAST ACTION Mastery Bonus Pack.**

**Day #7 Email #3 – Evening Email - 3 Hours Before OTO Cart Closes = Final CTA + Scarcity x Urgency!**

Inside the **FREE DONE FOR YOU EMAILS BONUS** I'm gonna give you access to at the end of this module. You have all the OTO campaign emails written for you by me and a pro copywriter on my team. All you have to do is fill in the blanks for your offer & niche.

Before you get access to that, lets quickly walk through the structure of each email... so you can fully understand WHY + HOW they work to get the unfair advantage & massively grow your internet business.

**Day #7 Email #1 – Morning Email = The ‘Hard Deadline’ Close + Client Testimonial Stack**

The Hard Close is a technique that means your company / organisation “closes the offer” after a set time... or drastically increases the price so if the prospect wants to get started in the future, they either miss out or have to pay a lot more.

Hard closes can help you make last-minute deals with prospects that are lingering near the buying end of the sales cycle.

In this email your gonna lead with the **BMI (Big Marketing Idea)** that communicates the END-RESULT you can help your audience to achieve. You'll also clearly state that in 12 hours from now the OTO is closing down.

After that you are gonna stack client results and testimonials within the email and share a link to your client video testimonials page... with a call to action on the page to book a free call with you.

You'll also notify them that you're going to email them again on the same day at specific time to reveal your FREE bonus pack worth \$\$\$\$! Which brings us nicely onto...

**Day #7 Email #2 – Afternoon Email = Offer Stack + Reveal FAST ACTION Mastery Bonus Pack.**

In this email you're gonna add your **OFFER STACK** + the FREE fast action mastery bonuses. Each component of the offer should have its own monetary value attached to it to increase the perceived value.

And you're going to finally reveal your **FREE FAST ACTION MASTERY BONUS PACK** to increase booked calls and sales.

You will share the **TOTAL VALUE** of your offer.

Here's an image on how I do this...

Recap of Everything You're Getting So You Can Get High Ticket Clients & Grow Your Business To 6 & 7-Figures FAST...

- ✓ Client Acquisition Accelerator [VALUE \$10,000]
- ✓ C.A.L.V.O Journey (Operation \$100K/Month Road Map) [VALUE \$10,000]
- ✓ FREE MASTERY BONUSES - SCALING Mastery + DFY Scripts, Plug & Play Templates, Systems & 7-Figure Infrastructure! [VALUE \$10,000]
- ✓ 1 Day V.I.P Implementation & Coaching Workshop [VALUE \$15,000]
- ✓ 1:1 Coaching, ~~Not Group Coaching~~ ... With Expert Super Consultant... Sam Malsom [VALUE \$25,000]

If You Have Not Made a 3X ROI On Your Investment After 90 Days of Promotion, After We've Helped You Set Your Client Acquisition System Up...

...We Continue To Work With You For FREE... Until You Are Hitting Your Income Goal

**DONE FOR YOU**  
7-Figure Ads, VSL, Webinar + Offer  
FAST TRACK!

**Operation \$100K**  
Per Month Road-Map

**AI**  
IF YOU ARE NOT LEVERAGING THE POWER OF AI  
YOU ARE GETTING LEFT BEHIND!

**CLIENT ACQUISITION ACCELERATOR**

**1:1**  
**'GET CLIENTS'**

**COACHING PROGRAM**

**BUSINESS SCALING MASTERY**

**OWS+**  
Online Wealth Society  
7-Figure Selling Formula

**IMPLEMENTATION + COACHING WORKSHOP!**

✓ **TOTAL VALUE =**  
**\$70,000**

You'll then...

- ✓ **Tell your readers that this offer will solve their **BIG PROBLEMS** and help them achieve the **END-RESULT** they desire.**
- ✓ **Show them how it's going to save them **TIME + MONEY** because the **COST** of not buying is exponentially more than they are paying in relation to the results they will get in 12 months, 3 years and 5 years in the future! And that they are backed by your better than risk free **GUARANTEE**.**

*(For example, one of my previous clients wired me \$5,000 and within 3 years working 1:1 with me and getting access to my knowledge + advisory... made \$700,000 in return! If he decided not to invest on the call I did with him 3 years ago, he would have missed out on \$695,000 in lost PROFITS! Make sense?)*

- ✓ **Explain how this offer saved you from the **PAIN** of struggle and failure.**

*(Here you quickly share why you needed to create the offer + the bonuses for yourself, which stopped you from experiencing the pain you were going through + how your buyers can get the unfair advantage by investing in themselves to stop their current painful situation.)*

- ✓ **Share how it's going to enable them to get the end-result **FASTER, EASIER & more EFFICIENTLY**.**

*(In this section of the email you'll quickly talk about HOW it will help your prospects make progress at a faster rate... because of your U.M/M + how it will be easier for them because they'll be doing the correct things on a daily basis, instead of guessing their way to success and results.)*

You'll then apply the **2 OPTIONS SALES CLOSING** technique and quickly restate the **GUARANTEE...** to get them to fully understand that you are taking all the risk away from them, so there's no excuse for them not to book a call and invest in themselves.

They either get the end-result they deeply desire, or they are saved by the better than risk free guarantee.

*The '2 option close' paints the picture of them... either not taking action, staying stuck and failing (OPTION 1) or taking a leap of faith, making a decision to make a change and buy so they can get the end-result they desire and dream about (OPTION 2)*



During the free **DONE FOR YOU EMAILS BONUS...** I will show you the exact copy / language patterns to use for these emails so you can have a fully optimised OTO campaign email follow up system.

At the end of the email, you'll finish with a strong CTA for them to book a call on your calendar.

Here you quickly **FUTURE PACE** them and also explain that you are either giving a special DISCOUNT or price is RISING in 6 hours from now. After that they **miss out!**

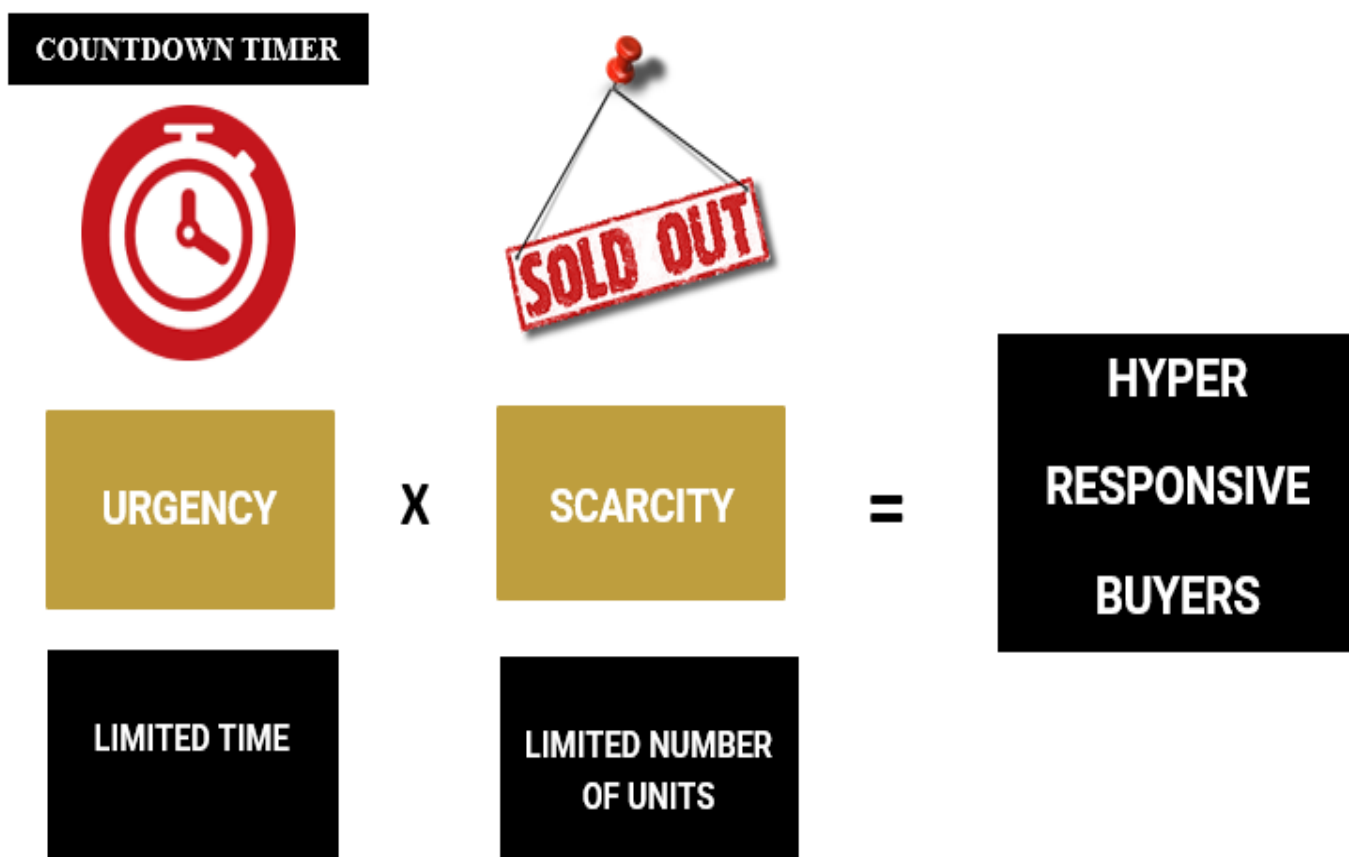
### Day #7 Email #3 – Evening Email - 3 Hours Before OTO Cart Closes = Final CTA + Scarcity x Urgency!

This is the LAST EMAIL as part of the 7 Day OTO Campaign. In this email you're going to clearly...

- Tell them how many spots are left to join your offer (**SCARCITY**)
- List all the names of the new people that have made the decision to invest in themselves and buy your offer (THIS CREATES EVEN MORE **SOCIAL PROOF**)
- Explain that the special offer is closing down in 3 hours from now, so this is their LAST CHANCE if they are serious about solving their big problems + getting the end-result... they must get started right now... or MISS OUT for good on the discount or current offer pricing structure. (**URGENCY**)
- Give them a clear strong call to action to book a call with you and back it up with an emotional benefit to propel link clicks and booked calls.

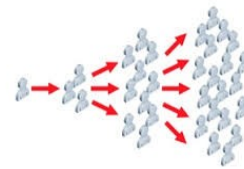
If you follow what I have taught you, you'll create **HYPER RESPONSIVE BUYERS!**

Here's a graphic that I shared with you during module #2 that explains this...



Fantastic work... now we will quickly go through the...

## 🔑 Secret OTO Campaign Conversion Multipliers!



If you have a list size of **5k... 10k to 100,000+ targeted email subscribers** and you follow the previous 7 steps of the 7-Day OTO Promo Campaign, you'll massively increase your...

...**QUALIFIED BOOKED CALL APPLICATIONS, SALES & PROFITS.**

The **secret OTO conversion multipliers** will allow you to make even more money from this campaign by going the extra mile to increase your conversions.

- 1) **Give CTA's Within Your Emails For Leads To DM You On Social Media or Text You On WhatsApp. This Helps Leads Make Contact With You If They Don't Want To Book a Call So They Can Get Their Questions Answered.**

*(This can potentially add tens of thousands of dollars on top of the profits you'll make from the OTO campaign.)*

- 2) **Use Voice Notes & Personalised Video Messaging In The DM's To Overcome Objections & Tailor The Offer Specifically To Clients Problems, Pains, Wants, Needs & Desires!**

- 3) **Command Your Leads To Reply Back To Your Emails So You Can Apply Contextual Follow Up & Convert Them Into a High-Ticket Sale!**

- 4) **OPTIONAL – After Creating Your 4 OTO Campaign Videos... Plug Them Into AI Using Chat GPT & Get It To Transcribe Everything Into a PDF. This Allows Leads & Prospects To Read Text Instead of Watching Videos... With a CTA Within The PDF To Book a FREE Call & DM You On Social Media.**

*(This Will Increase Conversions Because Some People Prefer To Read About The Offer Instead of Watching Videos, Which Means You'll Capture More Buyers.)*

- 5) **Wait 3 Days After The OTO Campaign Is Finished... Then Email Your List Letting Them Know That They Unfortunately Missed Out On The Discount / Price Increase Offer & Share Free E.B.M Content To Keep Them Engaged.**

*(Remember: You Should Never Stop Following Up. By Keeping Them Engaged With Free Value It Will Increase Your Chances of Converting Them At a Later Stage Either Via Your Daily Email Broadcast System or When You Deploy The OTO Campaign Again In 90 Days – 6 Months Later)*

- 6) **Make The OTO Campaign EVERGREEN... So Once Created You Can Deploy It Every 90 Days – 6 Months WITHOUT Re-creating Everything Which Saves You Time. (This means never sharing the dates within the videos or the price of the offer as these change the next time you launch the campaign)**

Awesome! 😊 Now we will move onto the...

## 🔑 7-Day OTO Promo Campaign **DONE FOR YOU** Video Scripts

Below are 4 DFY, fill-in-the-blank video scripts engineered specifically for the 7-Day OTO (One-Time Offer) Promo sequence.

They are written in **my voice & copywriting style** which is: direct, persuasive, clean, psychologically precise & action orientated.

The scripts are designed to **SHIFT BELIEF** + get your audience excited for the offer... so you can book more calls + DM conversations with serious leads and prospects.

Each script is **plug-and-play for any niche / offer**.

I've done ALL the hard work for you. All you need to do is edit them, personalize them to you and your niche / offer by filling in the blank spaces.

Let's take a look at how each of these videos is scripted to book appointments so you can make sales. The following scripts will show you exactly what to say in each video.

As we go through the scripts together, try to understand the copywriting strategies I taught you during module #7 of C.A.A (**Neuroscience Copywriting Mechanics + Ethical Influence & Persuasion Strategies**)

The videos can be as long as they need to be, a good length is around 15 - 20+ minutes.

You can make them longer if you need to. Use a PowerPoint / Keynote presentation by recording your laptop screen with a mic or create a talking head with you talking and a whiteboard when shooting your videos.

## **VIDEO #1 SCRIPT – WOW NOT HOW**

(Big Marketing Idea > Unique Mechanism / Method > False Belief Destruction > One-Time Offer Frame + STORY & VALUE)

*Would you like to DISCOVER how to [BIG BENEFIT] \_\_\_\_\_ using my [U.M/M] \_\_\_\_\_ without [BIG PROBLEM] \_\_\_\_\_ in less than [SPECIFIC TIME FRAME] \_\_\_\_\_.*

*Hey, my name is [ADD YOUR NAME HERE] \_\_\_\_\_. Founder & CEO of [ADD YOUR COMPANY NAME HERE] \_\_\_\_\_.*

*I've helped my clients [ADD CLIENTS RESULTS + YOUR RESULTS + CREDENTIALS TO INCREASE AUTHORITY POSITIONING] \_\_\_\_\_.*

*Welcome to part 1 of this 4-part video series. Let me be clear about ONE THING before we go any further.*

*You do **NOT** need to [THINGS YOUR NICHE + CORE CLIENT AVATAR HATES] \_\_\_\_\_ to get [THINGS YOUR NICHE + CORE CLIENT AVATAR WANTS & DESIRES] \_\_\_\_\_.*

*That's the lie most people in the [ADD YOUR NICHE] \_\_\_\_\_ are operating from.*

*The real lever... the one that actually gets real results... is [ADD YOUR UNIQUE MECHANISM / METHOD] \_\_\_\_\_.*

*And once you understand this, everything you've been struggling with starts to make sense.*

*Now... most people think they need to [ADD FALSE BELIEFS THAT PEOPLE IN YOUR NICHE THINK THEY ARE SUFFERING WITH] \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_ to get results.*

*That used to be true but it's not anymore.*

**[ADD A QUICK BEFORE AND AFTER STORY THAT SHARES YOUR JOURNEY FROM FAILING TO ACHIEVING THE DESIRED END-RESULT]**

*I've personally used this exact method to [ADD RESULTS & CREDENTIALS] \_\_\_\_\_ without [BIG PROBLEMS]\_\_\_\_\_.*

*And more importantly, I've seen it work across [DIFFERENT CLIENT AVATARS] \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.*

*For example... meet [CLIENT NAME #1] \_\_\_\_\_.*

*He / She was [EXPLAIN CLIENT CURRENT SITUATION BEFORE WORKING WITH YOU]\_\_\_\_\_, struggling with [BIG PROBLEMS] \_\_\_\_\_, and convinced that [FALSE BELIEF]\_\_\_\_\_ was the problem.*

*Once he / she applied my [UNIQUE MECHANISM / METHOD], he / she got [SPECIFIC RESULT] \_\_\_\_\_ without [BIG PROBLEM] \_\_\_\_\_.*

*Here's [ADD CLIENT NAME #2] \_\_\_\_\_.*

*He / she used my proprietary [BIG BENEFIT] \_\_\_\_\_ system and achieved [BIG EMOTIONAL BENEFIT] \_\_\_\_\_.*

*Once set up correctly... he / she didn't have to work harder.*

*Which made everything way more FUN & EASIER for him / her!*

*He / she simply changed [1-2 BIG THINGS CLIENTS STRUGGLE WITH] \_\_\_\_\_, \_\_\_\_\_ and he / she got [SPECIFIC RESULT IN SPECIFIC TIME FRAME] \_\_\_\_\_.*

*Now here's the key thing to understand.*

*If you're serious and you're ready to take action. I can take you from where you are now to the **[DESIRED END-RESULT CLIENTS WANT TO ACHIEVE]** \_\_\_\_\_ because I've helped many of my previous clients / students do the same.*

*Here's the steps to go from failing to **[BIG BENEFITS + EMOTIONAL BENEFITS]** \_\_\_\_\_, \_\_\_\_\_.*

**[ADD WOW NOT HOW VALUE CONTENT IN RELATION TO THE BMI / HEADLINE THAT YOU MENTIONED AT THE START OF THE VIDEO – 5+ MINUTES DURATION – THEN INTRODUCE YOUR SPECIAL OFFER =**

**e.g. FREE CLIENT RESULTS DRIVEN STRATEGY CALL + OPPORTUNITY TO WORK WITH YOU IF THEY QUALIFY... FOR A 20% DISCOUNT OR PRICE IS RISING IN 7 DAYS - DO NOT MENTION THE PRICE OF YOUR OFFER DURING THE VIDEO] \_\_\_\_\_**

*This isn't something I normally make available to the general public.*

*However, in **2 days** from now, you can book a free application call with me, where I will answer any questions you may have about achieving the **[END-RESULT]** \_\_\_\_\_.*

*On the call you'll be talking directly with me. Not some glorified coach, & you'll get a complete ROAD-MAP to go from your **[CURRENT SITUATION]** to your **[DESIRED SITUATION]** for FREE!*

*Call spots will open up in 48 hours from now and they are limited to 30 spots.*

*These spots will fill up fast because this is going out to tens of thousands of people on my list & social media followers + the special DISCOUNT / PRICE INCREASE to work 1:1 with me... will only be available for 4 days.*

*After that, you will MISS OUT and it will **never** be available at this level again, because my clients are getting amazing results and this special offer is an absolute no brainer if you want to get **[END RESULT]**.*

*Tomorrow, I'll show you why most people fail at **[DESIRED END-RESULT]** \_\_\_\_\_ even when they're "doing everything right" ...and how to avoid that mistake, so keep an eye out in your email inbox for an email from **[ADD YOUR FULL NAME]** \_\_\_\_\_ at 3pm GMT!*

*Hope you got some value from this video.*

*See you tomorrow.*

*Appreciate ya*

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## **VIDEO #2 SCRIPT – TRANSFORMATIONAL EDUCATION & SECRET INSIGHTS!**

(Internal + External Belief Destruction • Simple Framework + Authority Positioning)

*Welcome to video 2 of this 4-part video series.*

*During this free training I'm gonna show you 3 insights on how you can [BIG BENEFIT] \_\_\_\_\_ using my [U.M/M] \_\_\_\_\_ without [BIG PROBLEM] \_\_\_\_\_ in less than [SPECIFIC TIME FRAME] \_\_\_\_\_.*

*Hey, for those of you that don't know me... my name is [ADD YOUR NAME HERE] \_\_\_\_\_ . Founder & CEO of [ADD YOUR COMPANY NAME HERE] \_\_\_\_\_.*

*I've helped my clients [ADD CLIENTS RESULTS + YOUR RESULTS + CREDENTIALS TO INCREASE AUTHORITY POSITIONING] \_\_\_\_\_.*

**[ADD & SHARE FREE VALUE CONTENT – WOW NOT HOW - THAT TALKS ABOUT 3 SECRETS OR 3 INTELLECTUALLY INTERESTING INSIGHTS ABOUT YOUR NICHE SO YOU CAN MOVE THEM 1 STEP CLOSER TO ACHIEVING THE END-RESULT YOUR LEADS & PROSPECTS DESIRE!]**

*[This is known as **ADVANCING THE SALE**]*

**[AFTER SHARING FREE VALUE FOR 5-10 MINUTES – TRANSITION INTO OBLITERATING THE MAIN INTERNAL & EXTERNAL FALSE BELIEFS YOUR TARGET MARKET CURRENTLY SUFFERS WITH... VIA **STORY** BY FOLLOWING THIS SCRIPT]**

*“Now you may be thinking...*

*This sounds interesting, but it probably won't work for me... Good!*

*That's exactly what we need to address first.*

*There are two reasons people STAY STUCK & don't get RESULTS in this space.*

### ***REASON #1 - Internal False Beliefs:***

*These are repeated false beliefs & scripts you maybe thinking in your head unconsciously... that is holding you back from achieving everything that you deeply DESIRE!*

*How do I know this?*

*Because I was once in your shoes.*

*I have been through the challenges, struggles, problems and frustrations you are going through right now. And I have overcome them, so you don't have to continue going down the path of FAILURE!*

*You may be thinking things like...*

**[ADD INTERNAL FALSE BELIEF #1]** e.g. "I'm not good enough."

**[ADD INTERNAL FALSE BELIEF #2]** e.g. "This won't work for me."

**[ADD INTERNAL FALSE BELIEF #3]** e.g. "I'm too busy and don't have the time."

*Let's debunk these false beliefs together right now...*

**[SHARE A PERSONAL STORY THAT DESTROYS ALL OF THESE FALSE BELIEFS]** Here's an example of how I do this in relation to the first false belief of "I'm not good enough"...

*E.g. Many years ago, when I first started online, I would see these gurus making \$100k - \$500k+ per month and compare myself to them. One guy made \$1M in a single day. I just couldn't seem to wrap my head around it.*

*Maybe you can relate?*

*This created a negative unconscious script in my head of... "I'm not good enough."*

*But then I had a realization...*

*These guys were way further along on the journey than me. And some of them started 10 years earlier than I did.*

*From that day I said to myself...*

*"I'm never going to compare myself to others."*

*The only person I'm going to compete with is yesterday's version of me. And I am going to strive to become the best version of myself every single day moving forward."*

*I advise you to do the same!*

*Because... **YOU ARE GOOD ENOUGH!***

*When you have the correct ROAD-MAP and you are following a solid plan... Step-by-step you get ahead.*

*Thinking to yourself that you are not good enough is a CONFIDENCE issue.*

*And confidence comes from doing the things you say you're gonna do by taking daily action on the right things.*

*Over time this creates RESULTS!*

*And when results start to come, which they will if you partner with me... this false belief will shift from...*

*I'm not good enough... to **I AM GOOD ENOUGH** as time elapses.*

*Does that make sense?*

**[WHEN YOU'VE DESTROYED ALL 3 INTERNAL FALSE BELIEFS THEN ITS TIME TO DESTROY... ALL EXTERNAL BELIFS VIA STORY!]**

*Now the next reason people fail in the [ADD YOUR NICHE] is because of...*

### ***REASON #2 - External False Beliefs:***

*These are repeated false thoughts & scripts you may be thinking in your head unconsciously about the world around you... that is holding you back from achieving everything that you deeply DESERVE!*

*People that fail think thoughts like...*

**[ADD EXTERNAL FALSE BELIEF #1]** e.g. "The market is too saturated."

**[ADD EXTERNAL FALSE BELIEF #2]** e.g. "I've tried a program like this before, and it didn't work."

**[ADD EXTERNAL FALSE BELIEF #3]** e.g. "The economy is bad."

*Let's debunk these false beliefs together right now...*

[SHARE A **PERSONAL STORY** THAT DESTROYS ALL OF THESE FALSE BELIEFS] Here's an example of how I do this for external false belief #1... "The market is too saturated."...

E.g. "I remember when I first got into internet marketing.

Everyone said the same thing:

"The markets saturated."

"It's too competitive."

"You're too late."

I could see plenty of people were already making a lot of money... and this is what scared a lot of people I was connected to in the beginning.

Here's what they didn't understand.

They thought the internet marketing space was crowded because **money was already flowing**.

Ads were running.

Offers were converting.

People were buying high-ticket every single day.

That's **NOT** a red flag... that's proof there is serious **DEMAND!**

If a market is quiet, with little to no competition... it's usually quiet for a reason. And that reason is because there's little to no money being spent on a daily basis!

I didn't win by trying to be different for the sake of it.

I won by understanding the game better than most.

- ✓ Better positioning.
- ✓ Clearer messaging.
- ✓ Stronger follow-up.
- ✓ Real trust built.

Competition didn't stop me... it validated that there is **OPPORTUNITY**.

Because competition means:

- *Buyers already exist with people spending big money!*
- *Wallets are already open with hungry clients that need their big problem solved FAST!*

*At the end of the day... you don't need to "create" demand... you just need to **redirect it***

*The only people who complain about market saturation are the ones doing the same thing as everyone else... hoping for a different result.*

*Markets don't get saturated.*

***Offers, tactics and execution do.***

*Take Alex Hormozi when he was running gym launch. He made \$100,000,000 and in one of his videos he said he had only tapped into 10% of the market.*

*Markets within the big 3 industries...*

*(Wealth Building / Make Money / Business)*

*(Health, Fitness / Weight Loss) &*

*(Dating & Relationships)*

*...are so MASSIVE it's impossible for them to become saturated because there will always be people who are looking to get their problems solved. This is the essence of DEMAND!*

*So, if you're seeing competition everywhere?*

*That's a GOOD thing!*

*That's the market telling you there's money on the table... for the person willing to play the game properly.*

*When you book your free Client Magnet application call... I will show you how to DOMINATE your niche and print profits on demand from your laptop!*

**[WHEN YOU HAVE DESTROYED ALL 3 EXTERNAL FALSE BELIEFS THEN ITS TIME TO TRANSITION INTO HOW YOUR U.M/M [Unique Mechanism / Method] CAN HELP YOUR LEADS & PROSPECTS ACHIEVE THE END-RESULT THEY DESIRE IN A SIMPLIFIED WAY!]**

*All of the beliefs... both internal and external are false and maybe the reason WHY you are not where you want to be in terms of getting the RESULTS you deserve, desire and dream about...*

Let me walk you through my simple [ADD U.M/M / STEP-BY-STEP PROCESS] .

Every time I work with a new client and they feel stuck, it always comes down to three things:

**Step 1:** \_\_\_\_\_

**Step 2:** \_\_\_\_\_

**Step 3:** \_\_\_\_\_

That's it. Simple, right?

No guesswork.

No struggle.

No frustration or failure.

This is exactly how I've been able to [ADD YOUR RESULTS, ACHIEVEMENTS + CREDENTIALS] \_\_\_\_\_ consistently.

And it's how I've helped my clients [ADD CLIENTS OVERALL RESULTS]

\_\_\_\_\_.

In tomorrow's video. I am gonna show you a bunch of CLIENT SUCCESS CASE STUDIES, so you can see how this has worked for others just like you.

I'm also going to show you what this looks like **in real life**, so you can see how SIMPLE this actually is when it's done right.

Making your [BUSINESS / LIFE] way more FUN & EASIER!

So, be sure to keep an eye out in your email inbox for an email from [ADD YOUR FULL NAME] \_\_\_\_\_ at 3pm GMT!

Hope you got some value from this video

See you tomorrow

Appreciate ya!

---

## VIDEO #3 SCRIPT – MASS SOCIAL PROOF! (You + Clients Results + Case Studies)

(Future Pacing >>> Social Proof >>> Expectation >>> Polarisation >>> Pre-Decision)

- ✓ Start off by quickly recapping the **VALUE + INSIGHTS** that you shared in the previous 2 videos

*Hey, its [ADD YOUR NAME] \_\_\_\_\_ ...inside video #3 of this 4-part video series we're going to walk through some CLIENT CASE STUDIES of normal people just like you who [ADD BIG BENEFITS] \_\_\_\_\_ & achieved [END-RESULT] \_\_\_\_\_.*

*I've worked & helped my clients [ADD OVERALL CLIENT RESULT] \_\_\_\_\_.*

*Before we do that together, let's quickly RECAP the last 2 videos.*

### **Day #1 - WOW Not HOW Value**

*During video #1 I taught you how to [ADD WOW NOT HOW VALUE TOPICS YOU SHARED IN VIDEO #1] \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_.*

### **Day #2 - Transformational Education & Secret Insights! (Internal And External Beliefs Destroyed)**

*During video #2 I shared [ADD TRANSFORMATIONAL EDUCATION TOPICS / INSIGHTS YOU SHARED IN VIDEO #2] \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_.*

*We also talked about how to destroy your internal and external beliefs!*

*The same beliefs that are currently holding you back from achieving everything you desire!*

- ✓ Quickly share your own results + proof + **AUTHORITY POSITIONING!**

*As you already know... I've [ADD YOUR RESULTS & CREDENTIALS] **[BACK IT UP WITH PROOF]***

- ✓ **FUTURE PACE** your leads and prospects. By getting them to imagine what their business / life will be like after you've helped them solve their problem + get the END-RESULT!

*Now... I want you to pause for a second and watch this video until the end.*

*Imagine what life will be like when you [ADD END-RESULT]*

*What changes for you if [BIG BENEFIT] \_\_\_\_\_ becomes normal.*

*What would your life look like if [BIG PROBLEMS] \_\_\_\_\_ was no longer a challenge?*

How would you show up differently if you knew you could [ADD EMOTIONAL BENEFIT] \_\_\_\_\_ whenever you wanted?

Now picture this...

You wake up.

You [DESCRIBE THEIR PERFECT DAY AFTER ACHIEVING THE END-RESULT WITH BIG PROBLEMS SOLVED AND EMOTIONAL BENEFITS EXPERIENCED] \_\_\_\_\_ . You \_\_\_\_\_ .

And instead of [ADD THINGS THEY HATE DOING] \_\_\_\_\_ , you're [ADD THINGS THEY LOVE DOING] \_\_\_\_\_ .

That's alignment and its way easier, fun and fulfilling than spending the next 6-12 months failing and feeling frustrated.

This is the exact process you'd be following: [ADD 3 - 7 STEP PROCESS TO GET END RESULT WITHOUT GOING INTO TOO MUCH DETAIL. JUST SHARE AN OVERVIEW OF YOUR PROCESS IN A VERY SIMPLIFIED WAY]

First, you \_\_\_\_\_ .

Then, you \_\_\_\_\_ .

And finally, you \_\_\_\_\_ .

Notice how **SIMPLE** that feels when you can see the path ahead clearly?

You don't just need more information.

You need the **right environment, help, guidance, support** and the **right systems** so you can [ADD BIG BENEFITS + EMOTIONAL BENEFITS] \_\_\_\_\_ .

✓ 1<sup>st</sup> segment of **CLIENT RESULTS**, video testimonials and case studies. (3 Client Case Studies + Soft CTA #1)

But don't take my word for it...

Meet my client [ADD CLIENT NAME + ADD CLIENT RESULT + TIMEFRAME] \_\_\_\_\_ . e.g. He made \$50,000 in a single month and hit 6-figures in rapid time after working with me.

When [CLIENT NAME] \_\_\_\_\_ connected with me... he had traffic, content, and an offer already...

But leads were inconsistent and his mind-set needed upgrading.

*He felt stuck, overwhelmed, and doubted himself & his current process”*

*After hopping on a Client Magnet + Profit Booster call with him... I quickly realised the issue wasn't traffic or effort. [CLIENT NAME]\_\_\_\_\_ was serious, hardworking and a massive action taker.*

*The real problem was the lack of an **optimized sales system** to convert interested leads into quality conversations that produce high-ticket buyers.*

*He realized more tactics wouldn't fix his big problem... his client attraction system had to change.*

*And he made the decision to work with me on a 1:1 basis, **even though the economy was bad**. Because he understood the power of investing in himself and his future”*

*After working with me... leads turned into qualified appointments & quality conversations.*

*DM's + booked calls turned into high-ticket sales with consistency and reliability.*

*His business started to become **FUN & EASY!***

*Instead of draining his soul like the majority of people who think they can figure this stuff out on their own.*

*Which by the way... is about as easy as learning quantum physics while blind folded lol!*

*More importantly, he felt calm, confident, and in control again!”*

*That's what you want too, right?*

*Here's some proof of our conversation on [ADD SOCIAL MEDIA CHANNEL e.g. Facebook, LinkedIn, Instagram etc]*

**[ADD PROOF OF RESULTS + WRITTEN SOCIAL PROOF – use DM conversation screenshots and result based proof screenshots]**

*“He followed my C.A.L.V.O Method and now knows exactly where sales come from because he has an optimized client attraction system working for him 24/7 and isn't playing the guessing game with up and down roller coaster income anymore.*

*On top of that he's actively becoming the best version of himself every day... after I helped him with his mindset... & investing a % of his profits from his business into crypto, giving him daily passive income **WITHOUT** having to work like a 9-5 slave.”*

**[CLIENT NAME]\_\_\_\_\_** now lives a life of more **TIME, LOCATION & FINANCIAL FREEDOM** in Thailand in his penthouse apartment looking over the city skyline.

**[ADD PICTURES OF CLIENTS NEW LIFE AFTER THE TRANSFORMATION HAPPENED!]**

*“Here’s what [CLIENT NAME]\_\_\_\_\_ had to say about working with me...”*

**[ADD VIDEO TESTIMONIAL FROM CLIENT]**

*“If any of these problems sound familiar, it’s because you’re facing the same bottleneck.*

*And you need to fix them fast if you want to [ADD BENEFIT]*

*Tomorrow I am opening up [X AMOUNT]\_\_\_\_\_ of call spots for serious people that want personal help achieving [DESIRED END-RESULT] + [EMOTIONAL BENEFITS] \_\_\_\_\_ so stay tuned.*

**[ADD CLIENT CASE STUDY #2, IDEALLY FOCUSING ON DIFFERENT PROBLEMS THAT YOU KNOW YOUR AUDIENCE IS SUFFERING WITH]**

**[ADD CLIENT CASE STUDY #3, AGAIN FOCUSING ON DIFFERENT PROBLEMS THAT YOU KNOW YOUR AUDIENCE IS SUFFERING WITH]**

- ✓ Set clear **EXPECTATIONS** by explaining to your viewers that they must **QUALIFY** to work with you, and that you do not take on everyone (**PSYCHOLOGICAL REACTANCE THEORY**) ...

*(Share **What You Stand For** and **What You Stand Against** to create some form of **POLARISATION + Soft CTA #2!**)*

*When you book a [RESULTS DRIVEN]\_\_\_\_\_ application call... when spots open tomorrow. I want you to be aware that we **DO NOT** take on everyone!*

*To get the kind of **RESULTS** my clients get and work directly with me on a 1:1 basis so I can help you [ADD BIG BENEFITS]\_\_\_\_\_ you must qualify!*

*If you’re [ADD WHAT YOU STAND AGAINST]\_\_\_\_\_ please do not book a call.*

*However, if you’re a [ADD WHAT YOU STAND FOR]\_\_\_\_\_ this is the perfect solution for you!*

- ✓ OPTIONAL – Add **SECRET TRANSPARENCY & TRUST COMPONENT** –

If you’re more advance and have a decent roster of past clients. I’m sure you have 1 or 2 that were not a good fit to work with you. Debunk any negative reviews on Google & YouTube if you have any + add ‘negative client experience’ quick case study to **build unconscious trust**.

This is usually if you’re a bit more advanced and already have over 75 – 100+ clients! If you have a great program 1-2 out of every 100 still won’t be happy regardless of how good your offer is.

This is known as the **LAW OF AVERAGES!** Do not hide this from your subscribers.

The key here is to be fully **transparent** and let them be aware of it... by using **POLARISATION** to draw your best prospects even closer towards you while setting the correct **EXPECTATIONS**.

*“Now I want to be fully transparent with you.*

**[ADD NEGATIVE CLIENT EXPERIENCE IF YOU HAVE ONE]**

*As you’ve seen... we have a lot of positive client experiences from serious people that followed my advice, took action and got amazing results.*

*However here is an example of a client we took on... who was a nightmare to work with.*

**[ DO NOT SHARE THEIR NAME OR PHOTO - HOWEVER YOU CAN SHARE SCREENSHOTS OF SOCIAL MEDIA CONVERSATIONS YOU HAD WITH THEM IF YOU HAVE THAT INFORMATION BUT MAKE SURE YOU BLOCK THEIR NAME & PHOTO OUT]**

*I’m not gonna share their name or photo because I don’t think that would be fair.*

*He / She got started working with me but was extremely difficult to work with.*

*(Maybe you can relate if you have an offer already selling and have worked with a difficult client in the past?)*

*He / She was rude, didn’t take action, didn’t follow the training program and had an excuse for virtually every bit of advice I gave him / her.*

**[SHARE CONVERSATION SCREENSHOTS IF YOU HAVE ANY WITHOUT SHARING NAME OR PHOTO!]**

*In the end we gave them a full refund, I let him/her keep all my amazing mastery bonuses and we parted ways...*

*If this sounds like you please **DO NOT BOOK A CALL WITH ME TOMORROW!***

*Like I previously said... my program works fantastically well for people who are...*

**(WHAT YOU STAND FOR** e.g. action takers, positive, optimistic, go getters, winners etc)

*But will **NOT** work for you if you’re...*

**(WHAT YOU STAND AGAINST** e.g. lazy, complainers, time wasters, rude, negative minded and people that don’t consistently take action etc.

*This is **NOT** a ‘magic wand’ program because they do not exist.*

*Any guru telling you that you can get **[DESIRED END-RESULT]**\_\_\_\_\_ without putting in some effort is 100% lying to you.*

*You can continue to stay stuck in this vortex of delusion, or you can wake up and make the decision to change.*

*Does that make sense?*

✓ **2<sup>nd</sup> segment of your positive CLIENT RESULTS, video testimonials and case studies (4 Client Case Studies or 4 Client Video Testimonials.)**

*Here's even more of my super successful clients that took action, stopped making excuses and achieved amazing RESULTS...*

**[ADD CLIENT CASE STUDY #4 / VIDEO TESTIMONIAL]\_\_\_\_\_.**

**[ADD CLIENT CASE STUDY #5 / VIDEO TESTIMONIAL]\_\_\_\_\_.**

**[ADD CLIENT CASE STUDY #6 / VIDEO TESTIMONIAL]\_\_\_\_\_.**

**[ADD CLIENT CASE STUDY #7 / VIDEO TESTIMONIAL]\_\_\_\_\_.**

✓ **CTA #3 = Finish with what they can expect when they book a free call. Notify them that tomorrow... call spots will open. And that there is a cap on how many spots are available.**

*Tomorrow, I'll show you how to take this from idea to reality — **and how to secure your spot before this one-time window of opportunity closes.***

*If any of these problems that my clients were previously struggling with and have now solved with my help sounds familiar, it's because you're facing the same bottleneck.*

*And you need to **fix it FAST** if you want to **[ADD BIG BENEFIT]\_\_\_\_\_.***

**[X AMOUNT]\_\_\_\_\_ Client Magnet + Profit Booster call spots will open tomorrow on my personal calendar... for serious people that want my personal help achieving **[DESIRED END-RESULT]\_\_\_\_\_ + [EMOTIONAL BENEFITS]\_\_\_\_\_ so stay tuned.****

*On the **FREE CALL** you will be talking directly with me... not my business coaches that usually take my calls for me.*

*On the free call I will ask you some questions about your business and what you want to achieve within the next 90 days, so I can get a better understanding of your current situation.*

*That way I can better help you out.*

*We will figure out the number #1 constrain that is holding you back in terms of getting the results **YOU** desire.*

You'll get a complete ROAD-MAP to get [END-RESULT]\_\_\_\_\_for FREE, which will give you complete **clarity** and **confidence**.

At the end of the call depending on how you answer the questions + if I believe I can help you...

...I may or may not give you a special offer to work directly with me on a 1:1 basis... so I can help FAST TRACK your success for a SPECIAL ONE TIME ONLY DISCOUNT / PRICE IS RISING IN 3 DAYS!

If this sounds just a little bit interesting to you... call spots will open tomorrow at [ADD TIME + TIME ZONE] \_\_\_\_\_.

At the same time, I will also email you with subject line [ADD SUBJECT LINE] \_\_\_\_\_ and share the link to the last video in this FREE training series + my personal calendar link so you can book a free call with me.

Call spots will fill up fast because this email is going out to my entire email list + social media audience of [ADD AUDIENCE SIZE TOTAL NUMBER e.g. 55,301]\_\_\_\_\_ people.

And there are only [X AMMOUT e.g. 30]\_\_\_\_\_. calls spots available.

See you tomorrow

Talk soon

Appreciate ya

[YOUR NAME]

✓ OPTIONAL – Add extra client video testimonials REEL at end of the video if you have more **CLIENT VIDEO TESTIMONIALS & RESULTS** to share!

As you advance and get more client results and testimonials, I like to add a client testimonial reel at the end of the video that plays with the following CTA layered at the bottom of video reel:

**This Is Not Fake Scarcity! "X" FREE Client Magnet Call Spots Open Tomorrow At [ADD TIME + TIME ZONE e.g. 3PM GMT]**

This provides even more **social proof** and gets leads and prospects even more **excited** for when video #4 hits their inbox and call spots open tomorrow.

## VIDEO #4 SCRIPT – OFFER TEASER + CTA (BOOK A CALL)

(Story > One-Time Offer > Value Framing > Decision Compression)

### **1** START WITH A STORY (Pains + Problems → Desire → Future Pace)

Hey, its [ADD YOUR NAME], during yesterday's video I walked you though real client case studies of how I helped my clients [ADD OVERALL CLIENT RESULT]

A few years ago, I remember what it felt like to be stuck.

I was [CURRENT PAINFUL SITUATION] \_\_\_\_\_.

Frustrated because [BIG PROBLEM #1] \_\_\_\_\_.

Overwhelmed because [BIG PROBLEM #2] \_\_\_\_\_.

And honestly questioning whether [INTERNAL DOUBT / FALSE BELIEF] \_\_\_\_\_.

Maybe you can relate?

Working hard... but not moving forward.

Putting in the effort... but not seeing results.

Watching others win... wondering when it's gonna be your turn to get [END RESULT] \_\_\_\_\_.

And then something shifted.

I stopped trying to [OLD WAY THAT DOESN'T WORK] \_\_\_\_\_.

And I started focusing on [NEW UNIQUE MECHANISM / METHOD] \_\_\_\_\_.

Fast forward to today...

[DESCRIBE END-RESULT IN DETAIL] \_\_\_\_\_.

Consistent, Predictable, Controlled & Reliable.

Waking up knowing [EMOTIONAL OUTCOME] \_\_\_\_\_.

That feeling?

Certainty.

*Momentum.*

*Positive Power.*

*Security.*

*Abundance.*

*Gratitude.*

*And that's exactly what I want for you.*

*Imagine what life would be like when you have [ADD BIG BENEFIT YOUR CORE CLIENT AVATAR DEEPLY DESIRES] \_\_\_\_\_.*

*Would you [ADD THING #1 CORE CLIENT WANTS] \_\_\_\_\_.*

*Would you [ADD THING #2 CORE CLIENT WANTS] \_\_\_\_\_.*

*Maybe you'd [ADD THING #3 CORE CLIENT WANTS] \_\_\_\_\_.*

## **2** INTRODUCE YOUR SPECIAL OFFER (Scarcity / Discount or Price Increase)

*Now listen carefully.*

*For the last few days, I've been showing you exactly how to [BIG BENEFITS] \_\_\_\_\_.*

*And today, I'm officially opening the door to work with me on a 1:1 basis.*

*But here's the deal.*

*In [X DAYS] \_\_\_\_\_ the price is increasing / the special discount disappears.*

*This is not staying at this level.*

*Because the results we're getting for my clients are too strong to keep this accessible forever at the current pricing.*

*So, if you've been watching and thinking...*

*"This makes sense."*

*Now is your window of opportunity.*

*Click the button below and book yourself in for a FREE Client Magnet Application Call*

### 3 SHARE THE BIG BENEFITS (Tie It To Pain, Problems + Timeframe)

When you join [NAME OF OFFER] \_\_\_\_\_, here's what's gonna happen.

You'll be able to:

- ✓ [BIG BENEFIT #1 – Solves Big Painful Problem #1] \_\_\_\_\_
- ✓ [BIG BENEFIT #2 – Solves Big Painful Problem #2] \_\_\_\_\_
- ✓ [BIG BENEFIT #3 – Speeds Up Timeline To Results & Makes Things Easier] \_\_\_\_\_

Here's big benefit examples from my Client Acquisition Accelerator offer:

#### BENEFIT #1

- ❖ Inside the Client Acquisition Accelerator, you'll get instant access to my **DONE FOR YOU VSL** script so you can effortlessly convert ice cold leads into qualified appointments & **BUYER CLIENTS** FAST... with credit card in hand!

#### BENEFIT #2

- ❖ You'll see how my **7-Figure C.A.L.V.O appointment booking system** works that's been responsible for booking 1,179+ calls with high-ticket clients that spend big money & how you can deploy this for your business in less than 7 days!

#### BENEFIT #3

- ❖ You'll feel the power of my 'insiders only' **D.A.O organic traffic strategy** that made me \$100,681 in rapid time... + the secrets I acquired from the **top 1% paid ad media buyers** that invested over **\$400M** into paid traffic profitably!

Without:

- ✗ [BIG PROBLEM THEY HATE] \_\_\_\_\_
- ✗ [TIME-WASTING ACTIVITY] \_\_\_\_\_
- ✗ [OVERWHELM / CONFUSION] \_\_\_\_\_

And most importantly...

You'll move from [CURRENT SITUATION] \_\_\_\_\_

To [DESIRED END-RESULT] \_\_\_\_\_

In as little as [SPECIFIC TIMEFRAME] \_\_\_\_\_ when you execute properly with my guidance.

This is not just theory.

*This is structured execution & accountability with an expert super consultant that has a proven track record of helping people just like you.*

**4 SHOW THE STEPS + YOUR U.M/M** (Clear Path To End-Result & Differentiation)

*Let me simplify the path for you...*

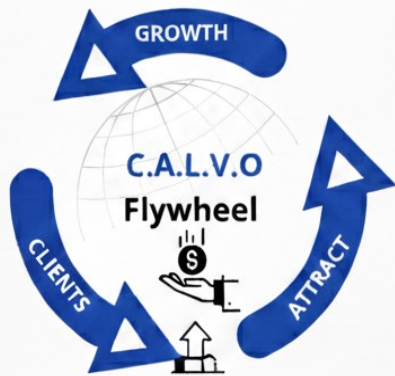
*Every client I work with goes through this exact framework:*

[ADD 3-7 STEPS IN RELATION TO YOUR U.M/M]

Step 1: [STEP 1] \_\_\_\_\_

Step 2: [STEP 2] \_\_\_\_\_

Step 3: [STEP 3] \_\_\_\_\_



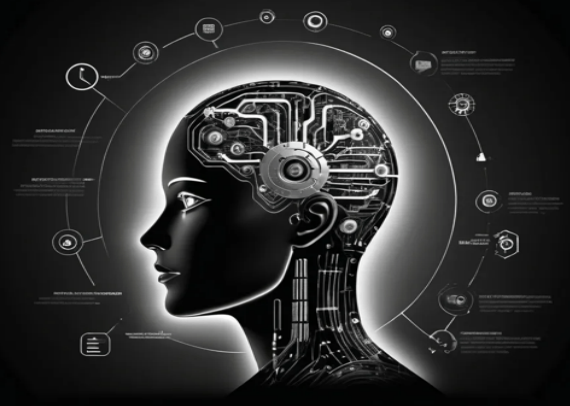
- 1 Killer Niche Secrets + Customer Avatar Immersion System
- 2 Offer Optimization System
- 3 High-Ticket Sales System
- 4 AI Appointment Booking System
- 5 7-Figure Traffic System
- 6 AI Automated Follow Up System



**CONSISTENT FLOW OF  
CLIENTS + SCALING TO  
\$10K - \$100K+/MONTH!**

**AI**

**AUTONOMOUS AGENT**



**IF YOU ARE NOT LEVERAGING THE POWER OF AI,  
YOU ARE GETTING LEFT BEHIND!**

*That's it. SIMPLE, right?*

*No random tactics.*

*No suffering from shiny object syndrome.*

*Just the [NAME OF UNIQUE MECHANISM / METHOD] \_\_\_\_\_working for you.*

*Even while you sleep.*

*This is different because...*

*Most people [SHARE WHAT COMPETITORS DO] \_\_\_\_\_.*

*I focus on [WHAT YOU DO DIFFERENTLY THAT WORKS] \_\_\_\_\_.*

*They give you information... and hand you off to a glorified coach who's not done what you're trying to achieve... or worse just leave you on your own to figure things out.*

*I give you 1:1 coaching, implementation & accountability.*

*And I do everything in my power to help you succeed.*

*They give you motivational garbage that makes you feel good in the moment... but leaves you stuck, frustrated and failing in the long-term.*

*I give you my [END-RESULT] \_\_\_\_\_roadmap that gets BIG results FAST without [BIG PROBLEMS] \_\_\_\_\_!*

*That's why this works.*

*And why things you may have tried in the past simply did not!*

## **5** SELL THE EMOTIONAL BENEFITS (*Future Pace & Identity Shift*)

*Now imagine this.*

*You wake up and [DESCRIBE DAILY REALITY AFTER SUCCESS] \_\_\_\_\_.*

*No stress about [OLD PAIN] \_\_\_\_\_.*

*No anxiety about [OLD FEAR] \_\_\_\_\_.*

*Instead...*

*You feel:*

- *In Control*
- *Clear*
- *Focused &...*
- *Confident*

*Your business becomes EASIER, FUN & EXCITING again.*

*Your life becomes fully aligned because you are genuinely helping others.*

*You stop doubting yourself.*

*You stop second-guessing every move.*

*And you finally become the person you know you're capable of becoming.*

*That's what this really gives you.*

*Not just more profit.*

*Identity Expansion.*

*Momentum.*

*FREEDOM &...*

*Security for you and your family.*

*That's what you want, right?*

*Here's some of my client results, video testimonials and what you can expect when you partner with me...*

**[ADD CLIENT #1 RESULT + VIDEO TESTIMONIAL – BEGINNER]**

**[ADD CLIENT #2 RESULT + VIDEO TESTIMONIAL – INTERMEDIATE]**

**[ADD CLIENT #3 RESULT + VIDEO TESTIMONIAL – ADVANCED]**

## 6 HANDLE TOP 3 OBJECTIONS + RISK REVERSAL

Before you book your FREE [RESULTS DRIVEN NAME] \_\_\_\_\_ application call.

Let's quickly address why you may not be where you want to be, in terms of results.

**Reason #1:** You may be thinking...

*"This sounds amazing but what if it doesn't work for me?"*

*I get it... I've been in your shoes many years ago and I can relate to how you feel.*

*When I invested into a coaching program back when I was first starting out on this journey. I thought the exact same thing.*

*But I took a leap of faith and made the decision that no matter what happens, I will make it work. It's amazing what results you get when you go 100% all in and COMMIT to yourself and your future!*

*Since then, I've... [ADD YOUR RESULTS, AUTHORITY, CREDENTIALS + CLIENT RESULTS THAT YOU'VE HELPED / WORKED WITH] \_\_\_\_\_.*

*The [ADD OFFER NAME] \_\_\_\_\_ works when you follow what I teach you and take action.*

*That's why we only accept serious applicants.*

*Plus, you're covered by my [BETTER THAN RISK FREE GUARANTEE NAME – e.g., 90-Day Action-Based Guarantee / Results Guarantee] \_\_\_\_\_.*

*If you follow the roadmap and don't see measurable progress & [SPECIFIC RESULT] \_\_\_\_\_, we [EXPLAIN RISK REVERSAL TERMS] \_\_\_\_\_.*

*The risk isn't on you.*

*It's on me, because I'm taking all the risk away from you.*

*You either get [SPECIFIC RESULT IN SPECIFIC TIME FRAME] \_\_\_\_\_ or I continue to work with you until you do get results, or you get your money back.*

---

**Reason #2:** "I don't have the time."

*You don't have time NOT to fix this.*

*Because staying stuck costs WAY more than moving forward when you look back in 12 - 24 months from now.*

Every year you put off learning how to [SPECIFIC RESULT e.g. make 6/7-figures] \_\_\_\_\_, is costing you [SPECIFIC RESULT] \_\_\_\_\_ in lost revenue.

This is designed to fit around [ADD THEIR CURRENT SITUATION] \_\_\_\_\_.

It's Structured.

It's Efficient.

And when set up correctly, allows you to buy back your time!

---

**Reason #3:** "I've tried something like this in the past, and it didn't work."

At the end of the day... you didn't fail.

The strategy failed you.

Most programs give you surface-level tactics.

The [U.M/M] \_\_\_\_\_ gives you:

Clarity.

Confidence.

Structure.

1:1 Accountability &

Execution with all of the hard work DONE FOR YOU...

...so you can create the business / life you deserve, desire and dream about.

## **7** STRONG CTA (Free Application Call Benefits + Scarcity + Urgency)

If solving [BIG PROBLEMS] \_\_\_\_\_ and getting [END-RESULT] \_\_\_\_\_, sounds just a little bit interesting to you.

Here's what to do next.

Click the link below right now.

Fill out the short application form.

And book your time slot for a complimentary free **[RESULT DRIVEN NAME]** call on my calendar... valued at **[ADD \$ VALUE OF THE CALL IN TERMS OF YOUR HOURLY RATE]** \_\_\_\_\_,

On this free call, we'll:

- Diagnose the number #1 bottleneck that is currently holding you back from getting to the next level in your business / life.
- Map out your fastest path to **[END-RESULT]** \_\_\_\_\_, tailored specifically for you and your business.
- And if you qualify, I'll show you how to implement this with us on a 1:1 basis so you can massively **FAST TRACK** your success.

We are only opening **[LIMITED NUMBER]** \_\_\_\_\_ spots.

Once they're gone... they're gone and you'll **MISS OUT** forever, because we will never be returning to the current pricing structure.

And remember...

The **[DISCOUNT / CURRENT PRICE]** \_\_\_\_\_ disappears in **[X DAYS / HOURS]** \_\_\_\_\_.

So, you have two choices.



**OPTION #1** – You can do nothing and stay **STUCK** where you are, frustrated and failing.

Or

**OPTION #2** – You can step into the version of you that finally breaks through so you can get **[END-RESULT!]** \_\_\_\_\_

*You can either continue to make excuses, or you can get big results and change your family's life.*

*But you can't have both!*

*You choose!*

*Click the button below this video right now.*

*Apply.*

*And let's build this properly together so you can [ADD EMOTIONAL BENEFITS]*

\_\_\_\_\_.

*I look forward to having a chat with you.*

*Appreciate ya.*

**[ADD YOUR NAME + AUTHORITY BASED CREDENTIALS] \_\_\_\_\_.**

*If you're still not convinced this can help you, here's what a bunch of my clients have to say.*

**[ADD CLIENTS VIDEO TESTIMONIAL REEL WITH A WRITTEN CTA ON THE SCREEN TO BOOK A FREE CALL USING SCARCITY & URGENCY] \_\_\_\_\_.**

That's the end of the **OTO 7-Day Promo Campaign** + the **DONE FOR YOU scripts**.

During the action steps of this module, you'll also get access to a link with the **DONE FOR YOU emails**.

**I've done all the hard work for you. :)**

It's taken me over 1 month to create the OTO campaign content + scripts and emails for you. Most people don't even spend 1 month on their entire course curriculum.

Like I previously mentioned... this campaign is for when you're more advanced with a targeted list size and you want to create a surge of qualified appointments and buyers FAST!

It works fantastically well.

The scripts are best used with warm or hot traffic.

These are people that already know, like and trust you.

I advise you to send people to the videos from a link in an email. You can also send them via the DM's to prospects you've previously done a call with and were on the fence to buying... but for some reason did not convert.

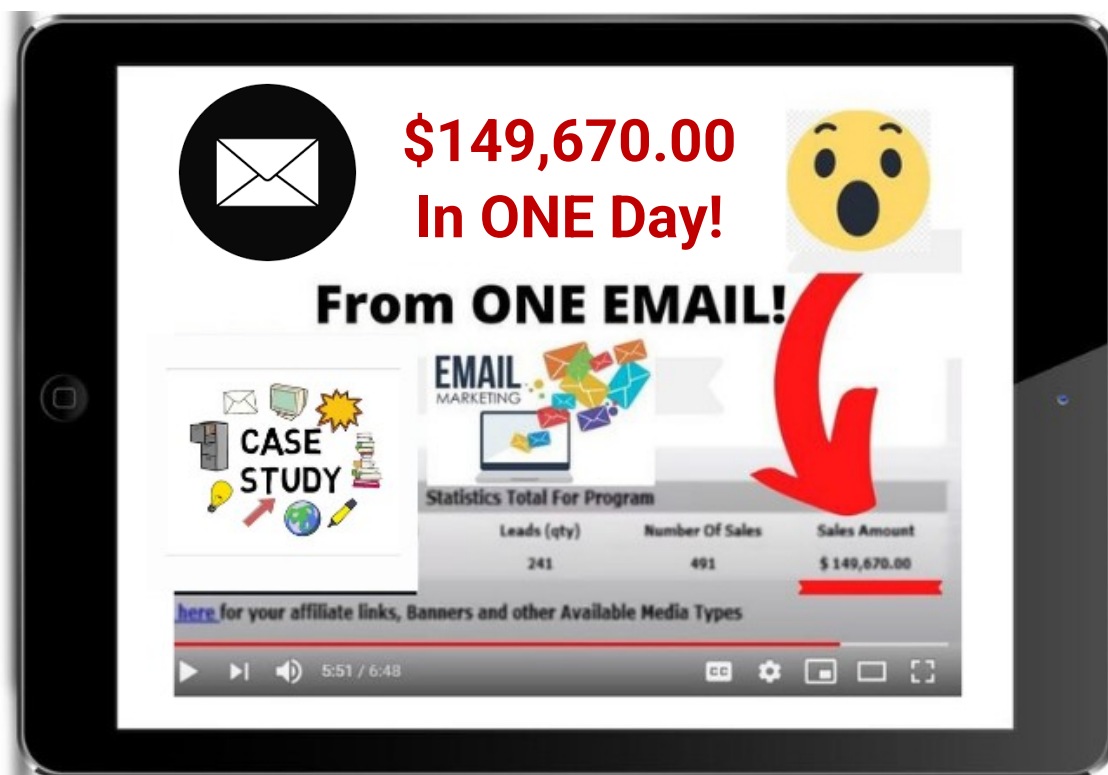
The campaign allows you to break down your sales presentation into more digestible chunks by splitting it into 4 components consumed over 4 days, with the final 3 days composed of hard selling (7 days in total) ... using the psychological strategies (**BENEFITS, REAL URGENCY & REAL SCARCITY**) I have shared with you.

Awesome work! Next, we will dive deeper into the underground email marketing strategies where I will walk you through the...

## 🔑 [6-Figures In One Day Email CASE STUDY]

### The 6 Psychological Triggers of Influence That My Mentor Used To Make **\$149,670** By Sending 1 Email To His List!

Here you can see a screenshot of how one of my multi-million-dollar mentors Saj, made \$149,670.00 in ONE DAY from sending ONE EMAIL to his list.

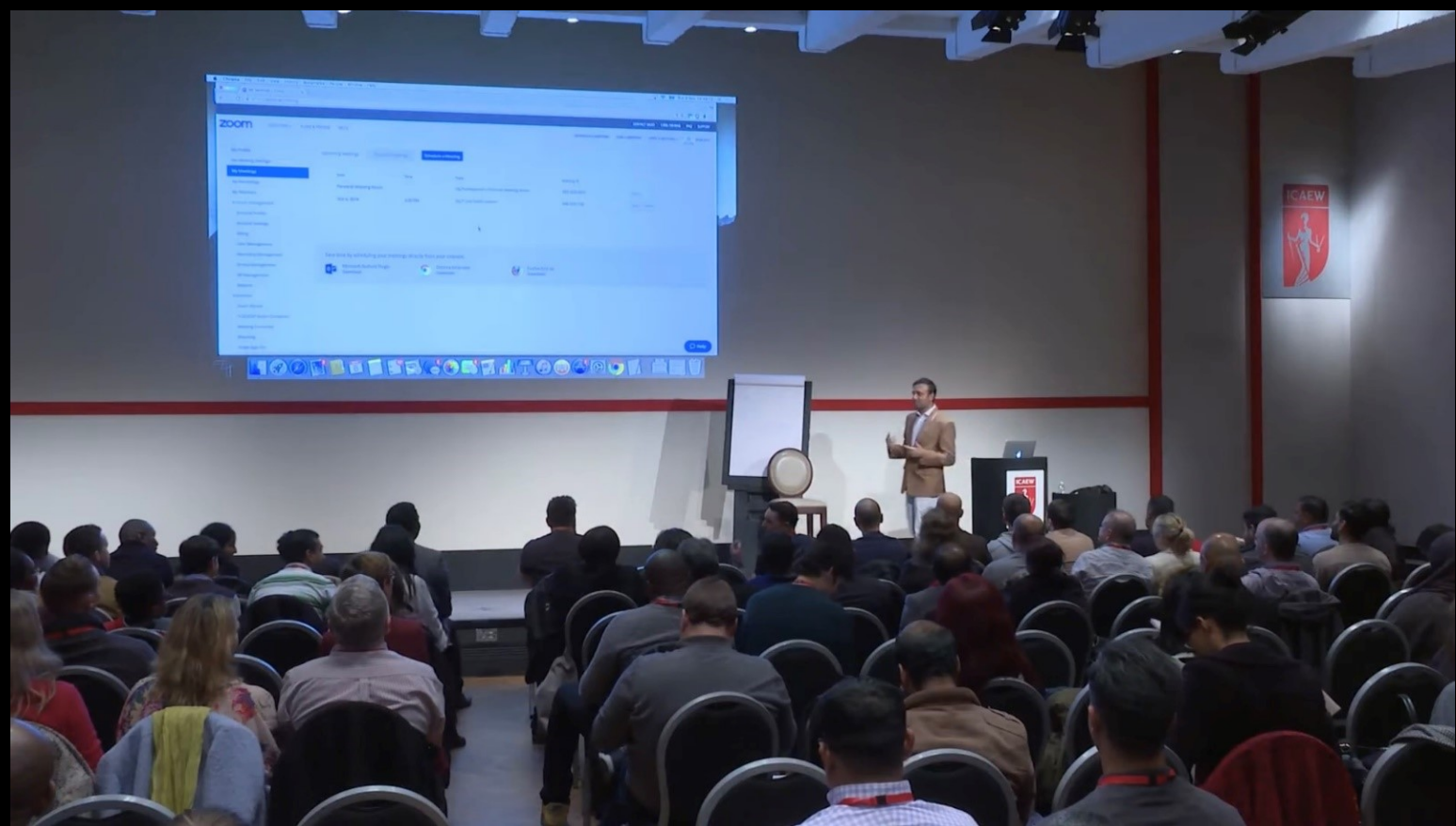


I went to one of his live masterminds in London and he shared exactly how he did it.

### \$30 MILLION DOLLAR MENTOR



He's also shared the stage with **Richard Branson** and ran the marketing campaigns for industry juggernauts like **Gary Vaynerchuk** & **Tony Robbins** with a 400% ROI.



This **CASE STUDY** is comprised into 3 constituent parts:

## Part 1 - 6-Figures In One Day Mind-Map!

## Part 2 - Hegelian Dialectics Profit Mechanics!

## Part 3 - Understanding The 6 Psychological Triggers of Influence!

Now... he has a list of hundreds of thousands of subscribers and in no way am I saying you're going to do the same.

However, this shows the sheer tremendous power of what I am teaching you here when you grow your list, build a relationship with the people on your list, leverage the value, value, value, sell framework and convert buyers over email, the phone and the DMs!

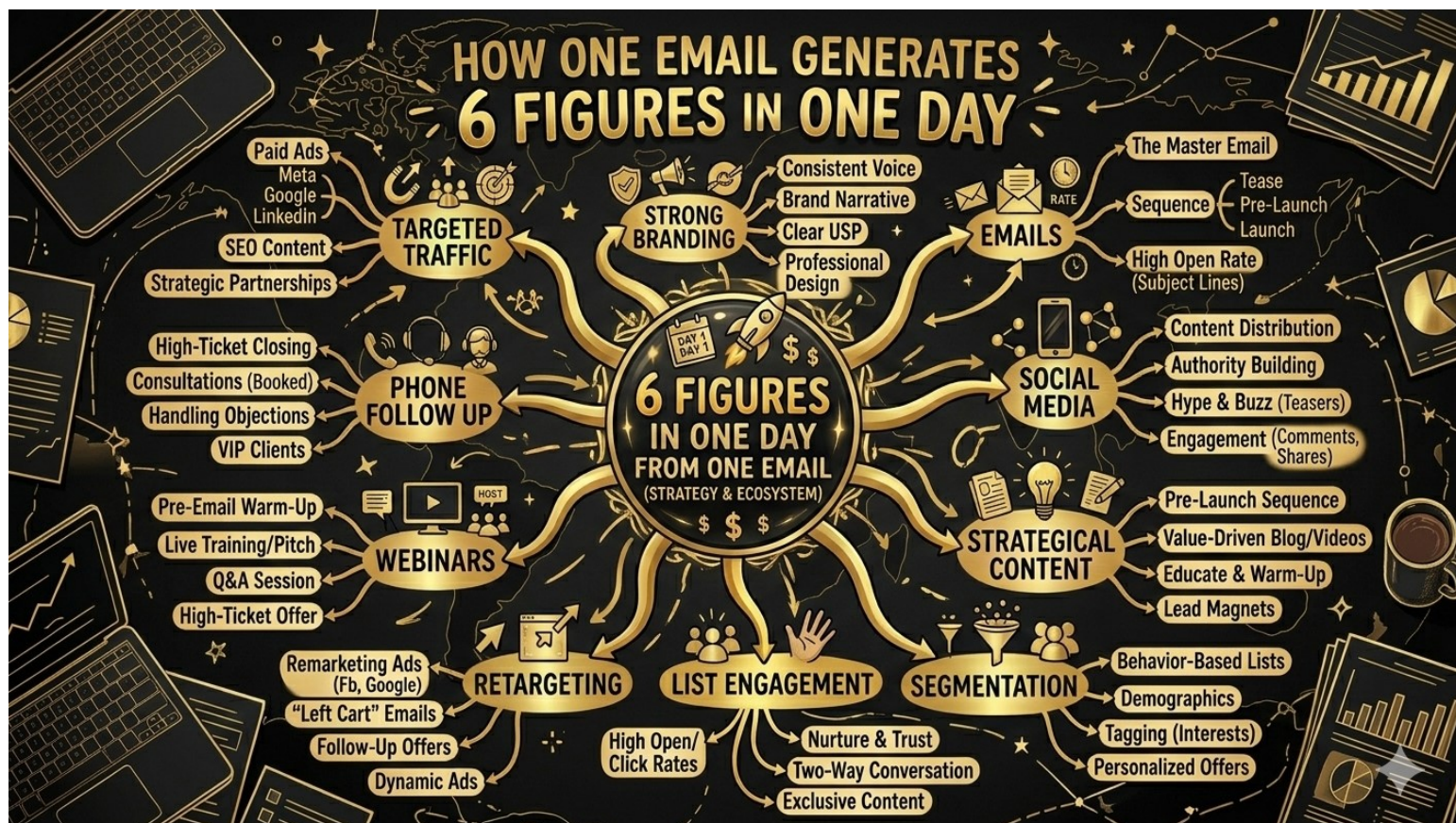
*Just imagine making more than a doctors or a lawyers salary in one day!?*

Email marketing is your **distribution channel**... which is crucial and provides massive **LEVERAGE** because you are not constrained by time like in a 9-5 job.

To create a 6-figure day in your business there are some crucial components that need to be in place before this can happen.

Let's dive deeper together...

## Part 1 - 6-Figures In One Day Mind-Map (**ADVANCED**)



The reason Saj was able to make 6-Figures from one email, was because he had **put in the work** to build the correct **business infrastructure** that leveraged targeted traffic, strong branding, daily automated emails, social media, strategical content, list segmentation, list engagement, retargeting ads, a high value-based webinar and phone follow up!

This built massive **OMNIPRESENCE & TRUST**, so when he went into convert his list audience, a % of people jumped at the chance to buy high-ticket from him all in one day.

On top of that a large % of those people that bought... had already met him at one of his live events which massively increased his sales conversions.

## Live Events Can Literally Change The Trajectory of Your Business!

Because now your subscribers not only receive value from you online but have the opportunity to meet you and see you as a real person. So, keep this in mind when you're more advanced and looking to scale.

The live event can be free or paid. The key is to get as many serious people interested in your niche in the room as possible... help them then convert them into a sale and continue to follow up with them via email and content after the event is finished.

### Part 2 - Hegelian Dialectics Profit Mechanics!

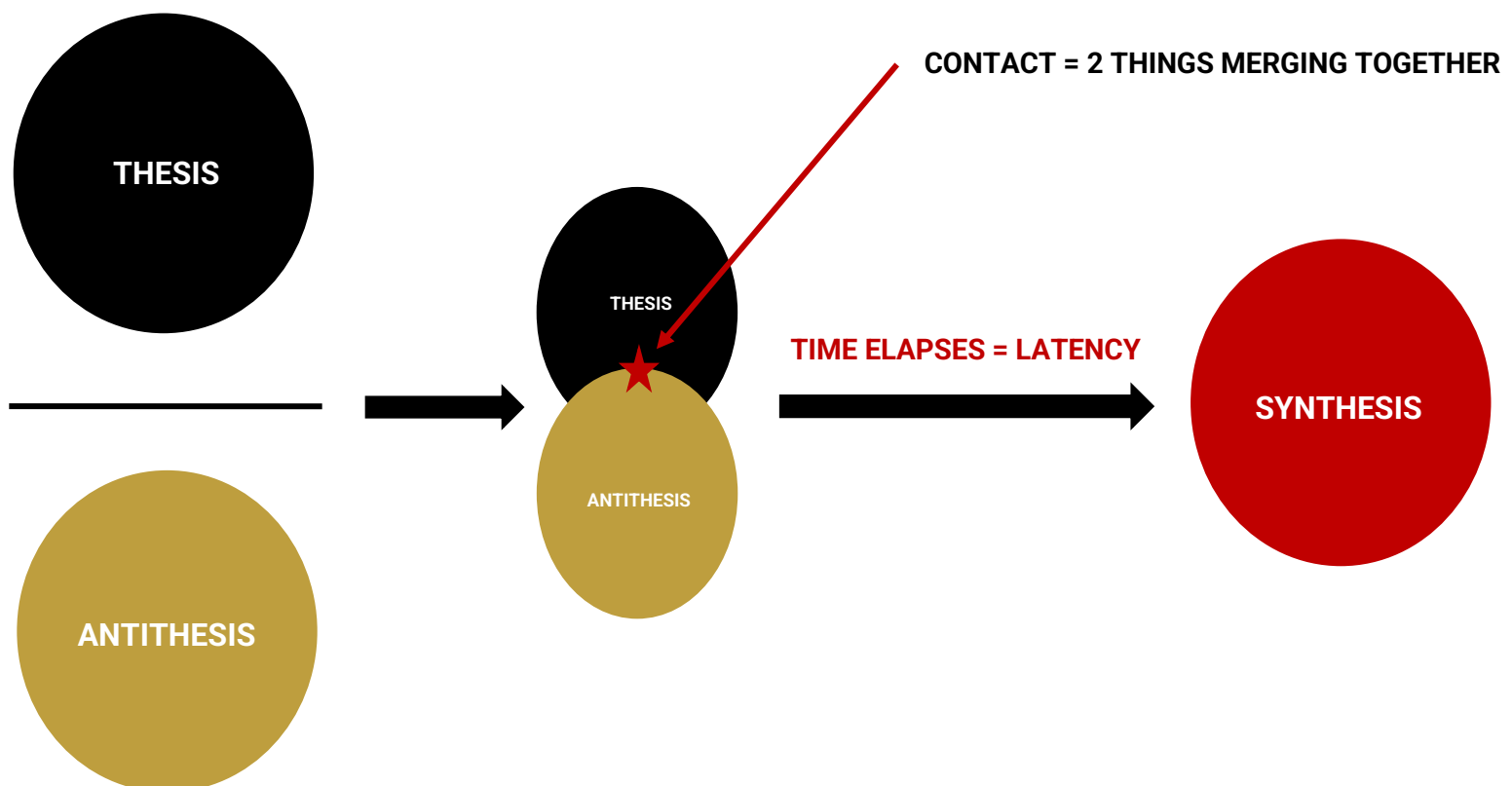
Hegelian dialectic is a process of **growth through contact with each other**.

It suggests that any idea, situation or components (*the Thesis*) naturally contains constraints when operating by itself that eventually sparks an opposing reaction (*the Antithesis*).

As time elapses (*Latency*) this eventually merges into a new, more sophisticated state (*the Synthesis*) that solves the original problem while keeping the best parts of both.

This new state creates new amazing RESULTS which then becomes a starting point for the next cycle, acting as a "*spiral*" that pushes history and human thought toward greater maturity and complexity.

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



In email marketing, the Hegelian dialectic can be used to resolve the tension between **brand-building / free value** and **aggressive sales** to achieve a massive "6-figure day."

- **Thesis (The FREE Value + 6-Figures In One Day Mind Map Components):** You invest time building the correct business infrastructure... documented in the '6-Figure In One Day Mind Map' shown above and you provide free, high-quality content by applying the value, value, value, sell framework.

The 'sell' part of this framework is positioned as HELPING your list leads get RESULTS... and they can only buy from you if they're interested by booking a call. This stops you from burning out your list.

This builds deep trust with your audience, but you aren't making direct big "launch" money yet.

- **Antithesis (The Hard Sell Using Real Scarcity & Urgency):** You suddenly pivot to an intense, limited-time 7-Day OTO campaign with "hard sell" tactics, countdown timers, and belief shifting marketing & direct response copywriting.

This creates buyers action + urgency but doesn't risk annoying or burning out your audience. Add the 'sales psychological reactance theory' I taught you into the strategy and you create massive amounts of DEMAND for your offer!

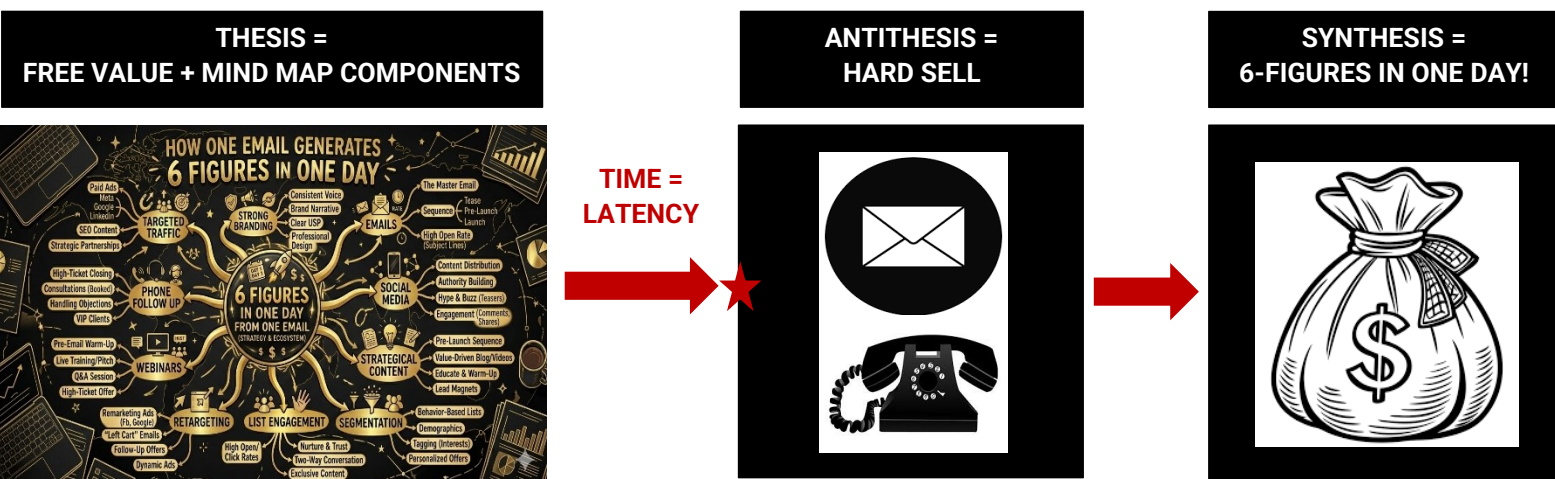
- **Latency (Time Elapses)** As you give more than you ask for in return... you build massive GOODWILL in the market. Which positions you for the synthesis to emerge!

(Think Alex Hormozi - for years he produced FREE content without pitching anything. Built up so much traffic and goodwill in the market, then went onto break the Guinness Book of World Records by selling over 2.4 million copies of his \$100M Money Models book in 3 days resulting in \$100M - \$150M in sales!)

- **Synthesis (The 6-Figure Launch):** You merge both the thesis and the antithesis into a "Strategic Event." You use the trust from the thesis to justify the hard selling scarcity & urgency of the antithesis.

By combining a long-term "relationship" with a perfectly timed "irresistible offer," you create a surge of high-ticket sales conversions that can generate 6-figures in revenue or more in 24 hours.

This is known as a "Choreographed Sequence" that moves from trust building & anticipation to urgency hard selling, culminating in a "Final Hours" push that often becomes the highest-converting email of the entire cycle.



When you mix this with...

### Part 3 - Understanding The 6 Psychological Triggers of Influence!

You'll become unstoppable in your marketing and sales efforts providing you have generated enough quality **TRAFFIC** that is **TARGETED** and have built a decent list size!

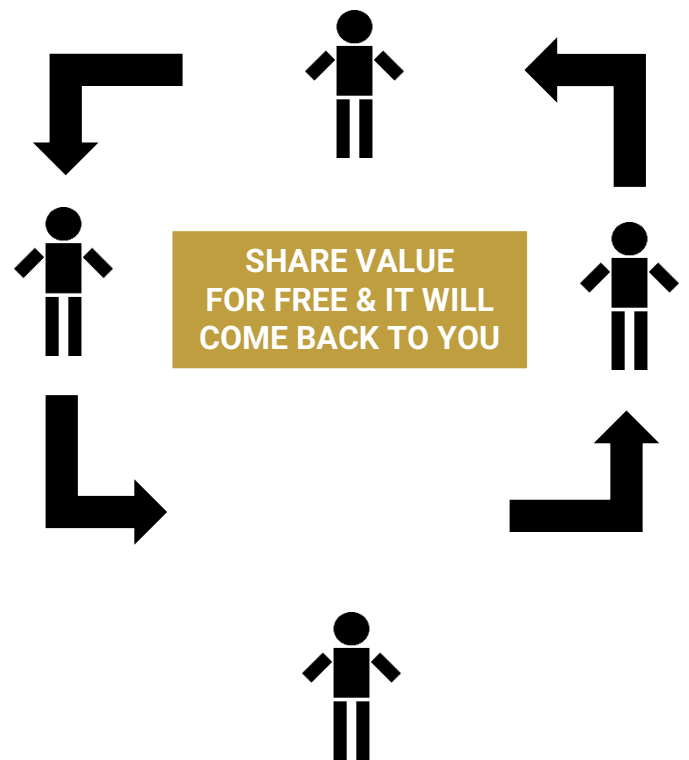
We touched on some of these powerful triggers in this module and in previous modules of C.A.A... but it's really important you internalise this... so you can understand how to influence your subscribers in a **POSITIVE** way when you email them on a daily basis.

## 1) RECIPROICATION

When you give someone something for free the other person is inclined to return the favour on a subconscious / unconscious level:

e.g. You can give away a free PDF report, a consult, a video or a webinar as your lead magnet and subconsciously a % of leads feel in debt to you.

As you provide more and more free value (*reciprocation*) this increases the relationship and leads go onto book a call and buy your paid product & service offers.



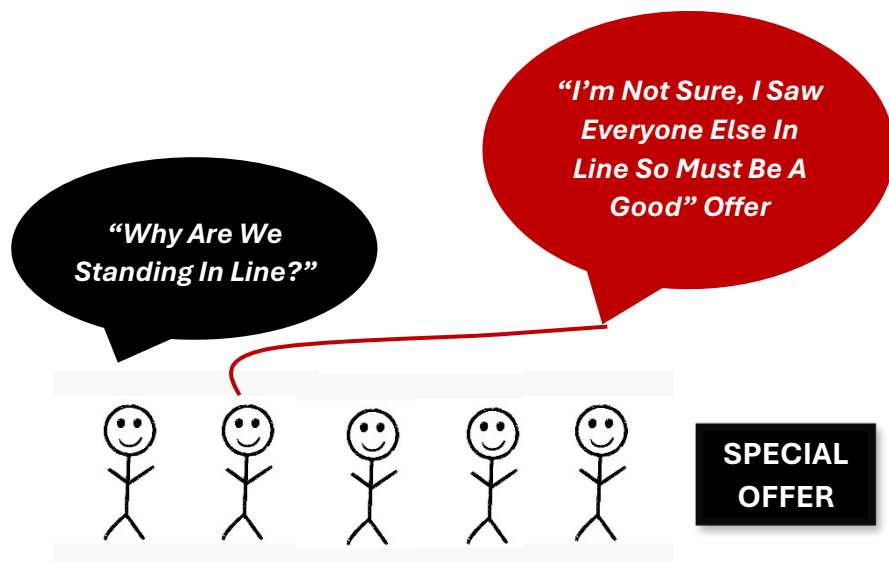
## 2) SOCIAL PROOF

Using social proof in your emails and marketing is really powerful.

When people see other people getting results with your product or coaching...

...they are enticed to take action and partner with you because they see others getting started and getting results.

Use social media DM screenshots and video testimonials of people you've helped in your marketing to increase sales.



## 3) LIKING

For people to buy from you, you have to be a likeable person. Nobody buys a product from someone if they don't like them.

Remember if you're below \$100k per month **you are the business**. People buy you first before they invest in products and services.

So be a likeable person, invest in your high-income skill sets, provide massive value in the marketplace, become the best version of yourself every day, honour your words with your communication and you'll have more influence over your leads to get them to buy.



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#### 4) AUTHORITY

Start becoming an authority figure in your niche.

People like to work with people who have authority and expertise over someone that's new and doesn't know what they are doing because it increases **confidence**.

Who would you rather get brain surgery from?

A brain surgeon who's been in the job for 25+ years successfully...

...Or...

...a college graduate who's just about to do his first brain surgery? Obviously the first guy.

Why? Because our brains are wired to look to authority when making key decisions. Its hardwired into us since we are young within society. (*Parents, teachers, bosses, government etc*)

As soon as you've got some results by actually helping people then you can start to label yourself as an **EXPERT**.

Use the **LEARN, DO, TEACH, REPEAT** formula.

Learn something new in your niche, apply it by doing the work and getting results, then teach & share it with your audience and repeat the formula. By applying this consistently you'll progressively build more authority within the minds of your leads & prospects.

Authority backed up with real proof creates a strong psychological trigger within your prospects brain that helps them to trust you. And when trust is built, sales become effortless.

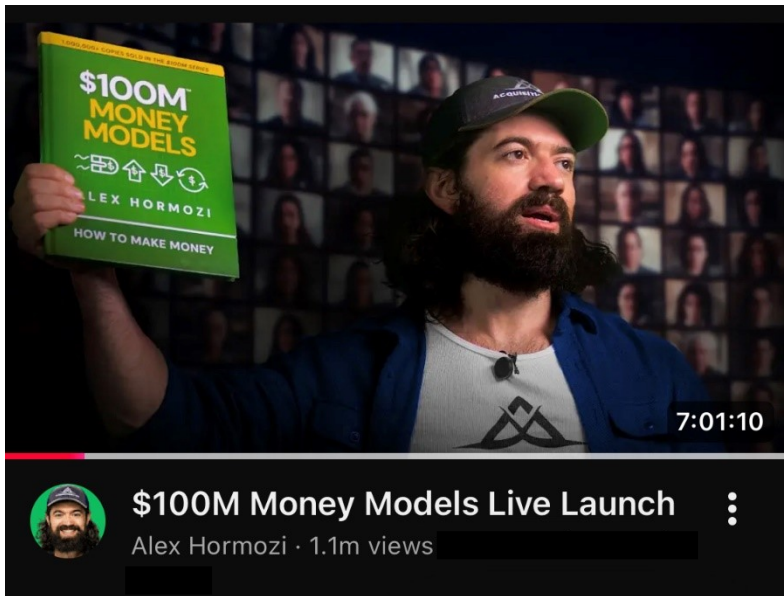
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## 5) SCARCITY & URGENCY

A lot of marketers use scarcity when emailing and doing big launches. The number #1 biggest launch in internet marketing history was done by Alex Hormozi, who broke the Guinness world record.

He did **\$100M - \$150M in 3 days!**



The 2<sup>nd</sup> biggest launch was made by a guy called Frank Kern.

He and the company he was working with did **\$23.8 Million in under 24 hours.**

Which proves the power of the internet when you have a big email list that you've built a relationship with.

With product launches the special offer is only usually on sale for a limited time (*URGENCY*) with limited units (*SCARCITY*) and then the shopping cart closes.

Because there is a deadline using scarcity, people go and rush to buy because they don't want to miss out.

Use urgency & scarcity in your emails by giving the first 5 people to take action a special coaching call with you or an extra fast action **MASTERY BONUS** of high value etc.

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## 6) COMMITMENT & CONSISTENCY

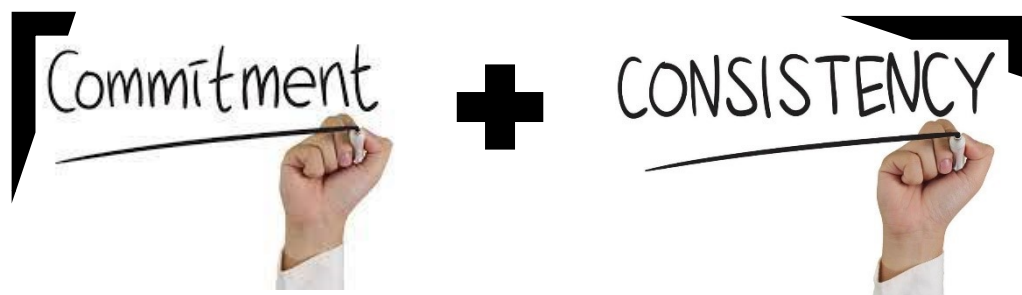
It's been scientifically tested and proven that when a person makes a small commitment, they are more likely to follow through and be consistent with that initial commitment.

I tested this many years ago by creating a digital product offer worth over \$1,500 and sold it for the low cost of only \$1 dollar. This was obviously not to make a profit.

It was to **ACTIVATE** a lead into a paying customer. Because a low-ticket customer is **100X more likely** to buy a high-ticket offer from you as time elapses.

When \$1 buyers saw and experienced the digital products value, they loved it and many of them went onto purchase my more expensive high-ticket offer later on in the sales funnel journey, because psychologically they wanted to stay consistent with that initial small commitment.

The only downside to this is that it attracts less serious people as well... because of the low commitment. So just be aware of this if you test this when you're at the more intermediate - advanced levels in your business.



You can also use this psychological trigger when emailing your list and creating social media posts.

Create an email or a **RAISE YOUR HAND** post about something your client avatar deeply wants. Then get them to DM you, comment or reply back with a single power word like "YES" if they want it for free (*the small commitment*).

They get free value in the form of the free gift.

Your follow up process then engages them to book the lead onto an appointment so you can provide even more value, figure out their big problem, what they want to achieve and convert them into a high-ticket sale.

One way that worked really well for me in the past was these posts.



Sam Malsom

30 Oct



🚫🔥 **PRIVATE MESSAGE Me "10K" If You Want FREE Access To my \$10K Per Month FORMULA !!** 🔑💰🚀

You get the PDF + WEB CLASS! (Value \$997)

**Shows You EXACTLY How I Made My First \$10 GRAND in A Single Month!** 😍

Here's What I Cover Inside...

- ✅ Step 1 – How To Find A High Converting Offer And Keep An Eye On Your Metrics !!
- ✅ Step 2 – Leverage A High Octane E.B.M Marketing Funnel That Does All The Heavy Lifting For You !!
- ✅ Step 3 – Master Traffic And Find A Way To Get 30 – 100 Targeted Leads Everyday Consistently (Organic D.A.O Method + Paid Ads Blueprint) !!
- ✅ Step 4 – SALES CONVERSION SECRETS Make 1-2+ Front-end Sales Per Day !!
- ✅ Step 5 – Promote Profit Maximizers And Upsell Your Existing Front-end Buyers !!
- ✅ Step 6 – Scale Everything Using Automation

And Live The Dot Com Lifestyle Of Time, Location & Financial FREEDOM !! 🌴

+ you get a SPECIAL FREE BONUS Web Class 🖥️ Teaching 3 SECRETS On How To FAST TRACK Your Income WITHOUT Frustration & Failure!

I Look forward to receiving your PM! 📧

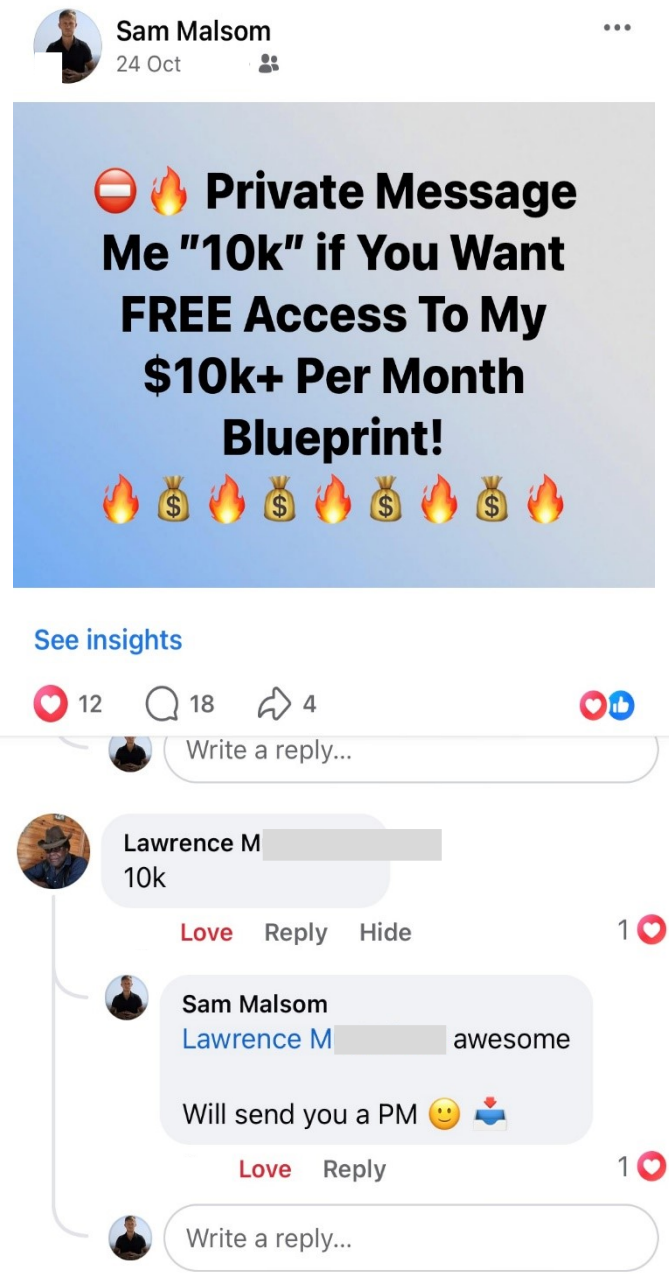
Have a great day!

Sam 😊



See insights





I knew from my market research that 1 of the BIG PROBLEMS my core customer was suffering with was TRAFFIC & LEAD GENERATION... and that they wanted to desperately make \$10,000+ per month.

So, I created free PDFs + web class trainings as **LEAD MAGNETS**, that targeted these problems and desires and used **commitment and consistency** posts + emails to get leads & followers to **raise their hand** by direct messaging me, commenting or replying back to me.

Those 3 posts you can see above resulted in tens of thousands in sales profits after they had gone through my follow up campaign. Not bad for a few hours of work to create the free trainings + the FB posts. .

Start applying this immediately into your marketing strategy and get people interested to reach out to you, by applying this psychological trigger of influence into your daily business operations.

Awesome. 😊 Hope you got value from this **6-Figures In One Day** case study.

Up until this point we've mainly focused on the **HIGH-LEVEL STRATEGY** of email follow up & conversion!

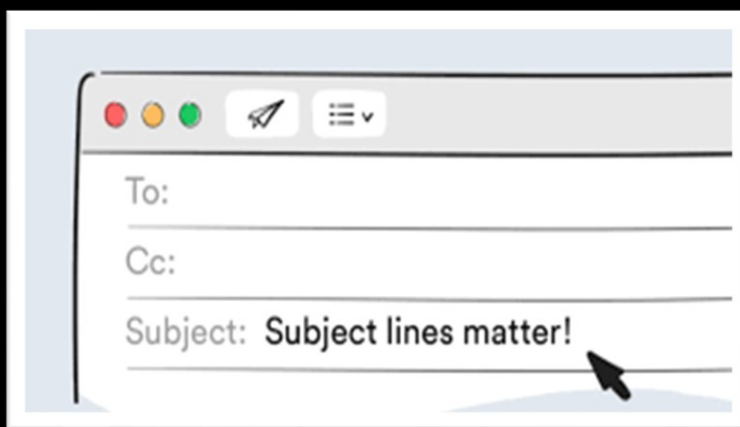
We have covered the different **campaigns** you can use that have been proven to produce massive profits.

We have walked through **frameworks** and **scripts** you can deploy to build the relationship with your leads, increase your qualified booked appointments and produce high-ticket sales on DEMAND!

During the next section of this module, we will focus on the **TACTICAL** side of email marketing + social media conversion FOLLOW UP! I will walk you through the nuances & psychology that causes action.

Let's move onto...

## 🔑 How To Write Killer Subject Lines To Increase Your Email Open Rates!



Grab Attention In The Email Inbox By Being Personal & Using Curiosity & Intrigue!

The subject line is the first line of text that's directly after the sender's name, which is bolded out in the email inbox to get people to click and open the email!

It's the most important part of any email because if it doesn't **capture attention**, build **curiosity** or offer a big **benefit** your email won't get opened.

You can spend 1-2 hours writing the best email in the world but if your subject line sucks your email will not be opened and you'll miss out on getting clicks, appointments and sales!

Here's some subject line examples from some of my previous emails:

<input type="checkbox"/>	☆ Sam Malsom	Want Bigger, Better & Faster Results? - Hey Fan right now I am in UK visiting my mum. I am currently...
<input type="checkbox"/>	☆ Sam Malsom	Obsession + Self Isolation.. - Hey Fan right now I am in UK visiting my mum. I am currently in self iso...
<input type="checkbox"/>	☆ Sam Malsom 2	\$100k invested into books, courses, coaching and consulting (and why) - Hey, so recently i flew to L...
<input type="checkbox"/>	☆ Sam Malsom	RE: this is how you create lots of CASH & CONFIDENCE fast.. - Hey... it's Sam... Founder & CEO of th...
<input type="checkbox"/>	☆ Sam Malsom	this is how you create lots of CASH.. - Hey... it's Sam... Founder & CEO of the Online Wealth Society...
<input type="checkbox"/>	☆ Sam Malsom	re: [New] OP 100K FAST TRACK.. - Hey. Wanna make monthly income like you see in the screenshot ...
<input type="checkbox"/>	☆ Sam Malsom	[New Lesson] OPERATION 100K.. - Hey. Wanna make monthly income like you see in the screenshot ...
<input type="checkbox"/>	☆ Sam Malsom	re: Struggling to hit 10k? - Hey... how are you? Reply back to this email and let me know? The majorit...
<input type="checkbox"/>	☆ Sam Malsom	this is whats holding you back from hitting \$10k per month.. - Hey... Happy Monday. My favourite da...
<input type="checkbox"/>	☆ Sam Malsom	re: 7-Figure 90 Day GAME PLAN Formula.. - Hey... HAPPY FRIDAY! :) I have been super busy creating...

Here are some tips to write better subject lines for emails that land in the inbox and get opened.

- 1) **Try To Limit All Capitals**
- 2) **Be Careful With Words Like FREE & MONEY To Avoid Landing In The Spam Box** *(If you're gonna use these words spell them like this... FR-EE / MON-EY with a dash in the middle of each word to stop them being triggered by bots and landing in the promotions tab or spam)*
- 3) **Try Not To Make The Subject Line Too Long**
- 4) **Create Curiosity or Provide a BIG Benefit.**
- 5) **Make It Look Visually Appealing, So It Stands Out And Grabs ATTENTION.**
- 6) **Be Personal And Conversational** *(Write like you're emailing / texting a friend)*
- 7) **The Words PDF & VIDEO Increases Open Rates Because The Lead Feels Like They Are Receiving Free Value.**
- 8) **"How To" Subject Lines Work Well.**
- 9) **Sometimes Use The Letters "re:" At The Start of Your Email Subject Line To Make It Look Like It's a Reply Email.** *(This increases open rates because it looks like a back-and-forth conversation.)*

Here are some examples of high converting subject lines from my testing .

- *Hey, are you there?* **(Personal)**
- *WOW, you got to see this...* **(Curiosity)**
- *How to build a 6 & 7 figure business online...* **(Big Benefit)**
- *Please Activate Your Account...* **(Curiosity)**
- *Hey, did you see this?...* **(Personal + Curiosity)**
- *[PDF Download] I wrote this letter for you...* **(BIG Benefit + Curiosity)**
- *This made me mad...* **(Personal + Curiosity)**
- *The FASTEST & EASIEST way to get [BIG BENEFIT]* **(Big Benefit)**
- *My 3am Realisation...* **(Curiosity + Personal)**
- *FR-EE [END-RESULT] training for you...* **(Big Benefit)**
- *How to solve [BIG PROBLEM] Fast...* **(Curiosity + Benefit)**
- *EASY way to get [END RESULT]* **(Big Benefit)**
- *Are you still interested in [BIG BENEFIT / END RESULT]* **(Big Benefit)**
- *re: I am here for you...* **(Personal)**

Those are some of my highest converting subject lines that got the most opens. Model and edit them for your niche / offer and use them when you are writing your daily broadcast email.

Next up we're going to walk through the...

## **Key Email Marketing Optimization Metrics!**

There are 4 main metrics you'll want to keep an eye on when running your email campaigns.

- 1) **Deliverability** – This is determined by your email service providers ISP's + your email opens and click through rates (**EMAIL ENGAGEMENT**). That's why it's so important to use a professional email management system / service who specialise in this field.

The funnel software's that I mentioned in the last module of C.A.A have an email management system built in so you can build your list.

**Systeme.io is FREE to start building your list up to 2000 subscribers.** [Systeme.io – All In One Marketing Automation Software >>](#)

**ClickFunnels & Go High Level starts at around \$97/Month**



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

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

As you advance and build a bigger list you can also use software's like AWeber or Active Campaign... and ask for your own dedicated server so you can increase your email deliverability

**[Click here to sign up for AWeber account and start your FREE trial >>](#)**



**Click here to sign up for Active Campaign >>** <https://www.activecampaign.com/>

ActiveCampaign >

- 2) **Open Rate** - How many people are opening your email? 10% is the average open rate in our industry. If you follow what I teach you inside this module, you will get a much higher open rate than that.

In your email account back office, you'll be able to see how many people are opening the emails that you send out.

The more people that open, the more people that engage with you and your brand, read your messaging and the more people will click on your links to book a call with you or your team.

3) **CTR = Click Through Rate** – How many people are clicking on the links in your email and going through to the VSL page, sales page or calendar booking application page? Industry average is around 2-3%.

4) **Conversions** – Before you write your email you need to **know your email objective**.

- Are you sending your leads to a VSL page or a Calendly link to book a call with you?
- Are you sending them to a sales page to buy now? (*When selling a front-end low-ticket offer.*)
- Or are you sending subscribers to a strategical content page or YouTube video so they can receive free value from you?

A percentage of your leads will take the action you desire them to take, and this is known as a **conversion**. You'll want to keep an eye on this metric so you can scale up your email marketing campaigns.

The more targeted people you can send to your VSL (*Video Sales Letter*) page, the more booked calls and sales you'll make, providing you've followed what I taught you in the sales funnel module #8.

Those are the only **4 metrics** you need to **focus** on...

- ✓ **Deliverability**
- ✓ **Open Rates**
- ✓ **CTR = Click Through Rates**
- ✓ **Conversions**

...to improve and optimize your email marketing campaigns.

Now I will share...

## **7 Tips To Blow Up Your Email Campaign Conversions, Book Lots of Qualified Appointments & Make Lots of Money!**

You should never view your email list or your social media followers as just numbers on a screen.

Understand they are real people that have problems, struggles, dreams, goals and desires.

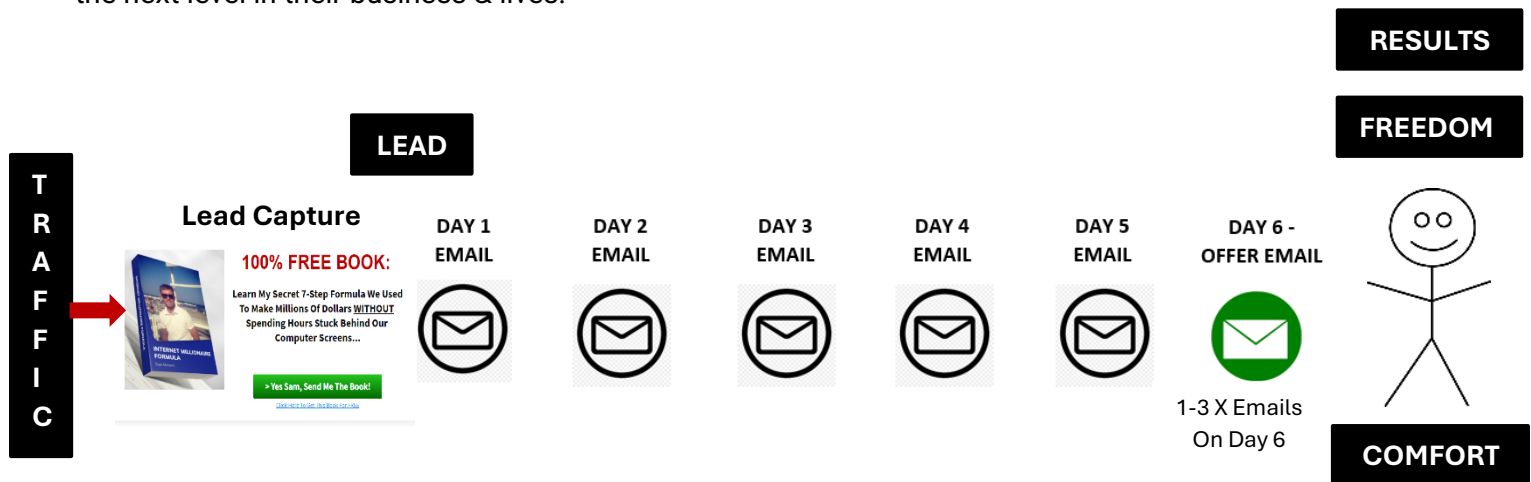
And your objective is to inspire them to achieve their dreams by helping them move away from the pain they are currently facing in their lives towards results, comfort, pleasure & transformation.

People want a deeper sense of **purpose, meaning, freedom and security**.

They want more time freedom, location freedom and more than enough disposable income to pay bills, mortgage payments and debts... while having the ability to have extra money to save, without being treated like a slave in an economical system designed to keep them trapped in debt.

Ultimately, they want **FREEDOM!**

You need to transmit this via your **messaging** that you are the gateway for them to move forward and get to the next level in their business & lives.



When real people enter their email address into your lead capture page, which is the front door of your sales funnel... subscribers are putting their trust in you to **help and lead them**.

Regardless of which niche you are in, all of us are also technically in the personal development industry... because when you contribute daily and inspire people to take action, shift their identity into the best version of themselves and help them transform... they will start to view you as their **HERO!**

This takes a bit of time, but when the trust is built... they will book an appointment with you, join you in your business and buy now from you.

Let's dive into the 7 TIPS...

### 1) Focus On Building Your Email List EVERYDAY.

If you can get **30 – 50+ targeted leads per day** consistently and you follow what I teach you, you'll potentially have a 6 figure+ per year business on your hands providing your selling a high-ticket irresistible offer.

If you can get **100 - 200+ targeted leads onto your list per day**, consistently you'll be on track to build a 7-figure business!

### 2) Aim To Provide More Free VALUE Compared To The Strong CTA's You Deploy.

When you teach, educate, inform, inspire, motivate and help people on your list **they will start to trust you**.

This will **build rapport & goodwill** and then you'll make more sales.

Do not burn out your list by constantly selling people because they will get pissed off and unsubscribe.

### 3) Be Personal & Write In A Conversational Tone.

The email inbox is a very personal space, so you'll want to **talk in a conversational tone**. Write to your leads as if you're writing an email to your best friend or a family member.

Also notice how I've created this training program. If I've done my job correctly it should feel as though I am talking and educating you like a friend would have a conversation with you.

This is how you should write in your emails and communicate in your videos.

Every time you write an email or shoot a video **imagine you are talking to ONE PERSON...** with that person being your **PERFECT CORE CLIENT AVATAR**

When you do this... you build a deeper connection with your audience and its easier for you to get them to take positive action and convert them.

You'll also stand out in the email inbox... because the majority of other marketers you may be competing with, are most likely using robotic language or corporate company language that doesn't connect emotionally with people.

#### **4) Write 3-5 Different Subject Lines Before You Send The Email & Pick The One You Think Is Best.**

The most important aspect of any email is the subject line. Because if it's not compelling or doesn't create curiosity your prospect will not open the email.

Like I previously mentioned... you could spend 1-2 hours writing the most amazing email ever, but if you have a bad subject line, your subscribers will not open and you'll have wasted your time.

So, **the subject line is by far the most important component of any email.** And again, be personal.

#### **5) The Next Day... Re-Send The Same Email To All The Subscribers That Didn't Open Yesterdays Email Using A Different Subject Line From The List of 3- 5 You Wrote Previously.**

This is a strategy that can literally double your email open rates with little to no effort.

Inside your email management software, you'll send broadcast email 1 on day 1 with subject line 1.

On day 2 you'll **SEGMENT** all the people on your list that did not open email 1... which is easily done in all email management software's... and you'll **re-send the same email** with a **different subject** line from your list of 3-5.

By doing this you'll grab more attention in the inbox and massively increase your email open rates.

The more people opening your emails the more booked calls and sales you'll make.

#### **6) Inspire, Empower & Transform People's Lives Through Your Emails, Videos, Social Media Posts & Blog Posts.**

When you're writing your emails and creating marketing assets, you'll want to help people **change their energy state...** by encouraging their dreams and inspiring them that they can achieve their goals.

So many people are brainwashed by society into believing false beliefs that they cannot do what they truly desire to do. Which leads them to living lives of mediocrity, only to lay on their death beds with mountains of regret!

It's your job to be their voice of **EMPOWERMENT!**

#### **7) Study & Master Copywriting, Strategic Content Creation & Integrate AI To Fast-Track Your Ability To Write Emails and Produce Content.**

We covered **Copywriting** in module # 7.

We covered **Strategic Content Creation** in module #6

Refer to these modules when writing your daily email and use the time-tested templates and frameworks I've created for you.

We've talked about AI throughout the modules of the Client Acquisition Accelerator and inside one of the FREE BONUS modules... we will go into detail around the specific AI tools you can use to FAST-TRACK everything I've taught you inside this comprehensive training program.

The reason I have left the AI module towards the end of this program... is because you needed the key foundational internet business knowledge to use it effectively.

If you don't understand sales, marketing, traffic, appointment booking & conversion... AI is pretty much useless when running a business online because you do not know how to deploy it correctly to work for you effectively.

Refer to those modules over and over again and **practice writing emails every day.**

The better you get at copywriting (*salesmanship in print*) & content creation... the better you'll be able to positively influence & persuade the people on your list to take action and the more money you'll make.

Now let's dive deeper...

Here's even more...

## **Secret Ninja Strategies To Increase Email Open Rates, Click Through Rates & Sales Conversions!**



### **1) Model Top Marketers Subject Lines & Email Copy –**

Find 2 or 3 marketers that you resonate with who are great copywriters.

Set up a new email address with Gmail and subscribe to their lists. You'll then start receiving all of their emails and you can **model and get ideas** from them for your subject lines and email copy.

### **2) Always Use Your Personal Name Not a Company Name When Sending Emails -**

Studies show that when your email sender name is from a person rather than a company, it **increases open rates by 15 – 20%**. No one likes dealing with companies. People like dealing with people.

### 3) Use 1 – 3 Line Sentences & Make Use of Gaps To Improve Readability -

Most people write emails like essays, with large chunks of text that's difficult to digest. That's why they don't get read.

In email marketing & social media post creation, 1–3-line sentences win because they create momentum, pattern interrupts, and micro-commitments with every scroll.

White space isn't empty space...it's **psychological breathing room**.

It pulls your reader down the email, line by line, building curiosity and emotional tension.

Big blocks of text feel heavy and are harder to read.

Short lines are easier to read because they require less bandwidth from the brain.

And 'easy to read emails' get digested by your subscribers.

If you want more clicks, more replies, more appointments and more sales...

...tighten your sentences, add gaps, use commas and 3 dots for pauses within sentences... 😊 and let the message hit harder, while making it **EASIER** for your subscribers to read and take in the information.

### 4) Ask a Direct Question To Hook Attention & Then Answer It With A Quick Story + Free Value -

If your emails start with noise. They will get ignored and your open rates and click through rates will start to diminish as time elapses.

A **direct question cuts through this noise** instantly and it forces the brain to engage. It creates an internal dialogue that the subconscious mind must answer "YES" or "NO".

And the second someone answers in their own mind... they're hooked.

Questions turn passive readers into active participants. The question should illicit some kind of pain your core client avatar is suffering with, target a specific problem or introduce a big benefit.

Create your email message about *them*, not you. And then answer the question via a quick story and by sharing value.

### 5) Command Your Subscribers To Read The Entire Email -

Most emails politely *hope* to be read. That's weak. And weak emails never get read.

If you believe your email messages or social posts delivers value, (*which it should*) ... say it with conviction.

**Command attention.**

Tell them to read every word and give your readers a **REASON WHY** they should continue reading.

When you confidently direct your subscriber, you position yourself as the **AUTHORITATIVE LEADER**... not another voice in their inbox.

## 6) Use Strategic Link Placement -

In your value emails use 1 link... maximum 2 links with soft call to actions for leads to book a call with you if they need help.

In your sales emails **add 3 links** with strong call to actions to book a call with you. If it's a longer form email you can add more but it can sometimes trigger the spam folder.

Place 1 at the top of the email copy, 1 in the middle of the email and 1 in the P.S section to increase click through rates.

## 7) Bold, Underline & Italic Key Points

A % of your subscribers won't initially read the email in full.

They **scan**.

That's why **bold**, underline, and *italics* are powerful. They force the eye to stop on the *most important parts* of your message.

When someone skims your email (*and they will*)... the highlighted words make sure the **core idea, key benefits, and call to action still land**.

Think of it like placing visual spotlights on the sentences that matter most.

When used correctly, emphasis doesn't just improve readability...

It **controls your subscribers attention**.

And the marketer who controls attention... controls the click.

Clicks then turn into conversions.

## 8) Leverage Video Play Button Images As CTA's-

I don't advise you to do this in all your emails, however, to **improve your click through rates** you can add images that link to videos with a video play button.

These images look like live videos that are embedded into the email, but when they click, they are taken to the URL where the video is hosted.

This can be in the form of a video hosted on your own website domain name or by sending them to YouTube.

Here's an example of an email I wrote many years ago using this example for my Business Builders Show.

This makes the lead think they're going to play a video, and it clicks through from the email to the page for them to watch the video.

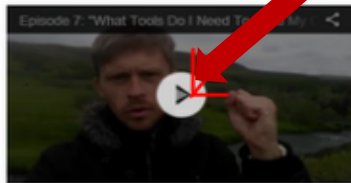
## FAKE CTA (CALL TO ACTION)

Happy Sunday. :-)

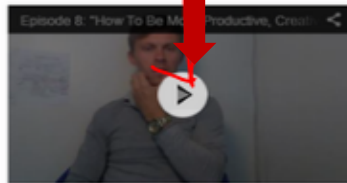
Hope you're having a fantastic day.

Today I've got some awesome fr-ee vid- training's to help you start, build and grow your online business!

I hope you get some value from what I teach you.



**Episode 7: "What Tools Do I Need To Build My Online Business?"**



**Episode 8: "How To Be More Productive, Creative And DOMINATE In Your Online Business?"**



**Episode 9: "MILLION DOLLAR TIP - The 4 Profit Pillars Revealed?"**

[Episode 7: "What Tools Do I Need To Build My Online Business?"](#)

[Episode 8: "How To Be More Productive, Creative And DOMINATE In Your Online Business?"](#)

[Episode 9: "MILLION DOLLAR TIP - The 4 Profit Pillars Revealed?"](#)

### 9) Add Images In Your Emails... And At The End of Your Emails To Increase Relationship –

This enables your subscribers to **see you as a real person** and build a bond with you.

Now and then add a photo of what you've been up to. For example, you could share a pic of you in a new beautiful location you recently travelled to.

And always try to use the same 1-3 photos of your face when signing your email off during the PS section.

This creates facial repetition and trust + readers are able to assign your face to the email they've just read.

### 10) Always Leverage The P.S Section At The End of All Your Emails -

The P.S section is one of the most important components of any email you write.

Many of your subscribers will just browse over the email or scroll to the bottom... so **the P.S part of the email is crucial** if you want to increase your click through rates, appointments and sales.

### 11) Leverage MCM (*Multi Channel Marketing*) By Integrating Social Media Contact Details And Ask Your Subscribers To Reply Back To Your Emails

When you can hit people on multiple channels like Email, Phone, Facebook, Instagram, Video & a Blog your email marketing will be a lot more effective.

For example... when they've added you as a friend on Facebook, start a conversation on the Facebook chat platform and interact and comment on their Facebook profiles and posts.

When your subscribers are getting your emails and you're interacting with them on multiple online channels your conversion rates improve dramatically.

If you have an email list of less than 10,000 you can also add your mobile number... and encourage your subscribers to text or call you if they have any questions they need answers to.

Have a real conversation with people and you'll make 10X more profits compared to the 97% of people failing... who are hiding behind their computer screens.

## 12) Sign Off Your Email With A Strategical Authority Booster Close To Increase Your Credibility!

At the end of my emails, I usually sign off by adding the following text to increase my **AUTHORITY POSITIONING & CREDIBILITY** in the marketplace... and now and then I will link to my VSL funnel page or my Online Wealth Society home website that showcases my clients results, proof and video testimonials.

Here's the **Strategical Authority Booster Close** copy...

*Talk soon,*

*Appreciate ya,*

*Sam Malsom*

*Founder & CEO: [Online Wealth Society. Com](https://www.onlinewealthsociety.com)*

*\$3.4M+ In Client Results!*

*Former UEFA Europa League Pro Footballer*

*Consulted With a 9-Figure FORBES Entrepreneur!*

*Author: Digital 7-Figure Blueprint*

*Creator of the 1:1 'GET CLIENTS' Coaching Program (DONE FOR YOU)*

*On A Mission To Help My Clients Hit **\$100M In Sales!***

This cements my positioning in the marketplace, because as I've already stated, people want to work with authority figures that know what they are doing.

Model this copy for your emails + edit / personalise it to you and you'll see a spike in conversions.

Awesome work! 😊

You are doing **FANTASTIC!**

If you apply those secret strategies and tips I have just shared with you... your daily broadcast emails will convert way higher, and you'll stand out in the inbox while your competition scrambles for the scraps LOL.

Now let's move onto...

# 🔑 The Psychological Breakdown of A High Converting Email!

The red text is me explaining the psychology of the email. The black text is the email copy.

Hey,

**QUESTION - Influence the subconscious mind by asking a question.**

Would you like to learn how to get targeted traffic for your online business consistently and predictably that spits out automated profits?..... Yes, ok great! :-)

**COMMAND - Tell people to do a specific thing and explain a benefit to get the reader to read the whole email.**

Read this entire email as it will benefit your bank account and your business massively!

**STORY is the he medium wave to influence the subconscious mind by getting inside the mind of the prospect. It draws the reader in and they can relate to you. Inject personality, entertain and bring up the pains that your subscribers are feeling in your copy.**

You know it wasn't long ago I was looking for the exact same solution as you . I was frustrated at the fact I couldn't get traffic & leads into my sales funnels with reliability. I would be up in the early hours of the morning trying to figure this traffic puzzle once and for all. Literally pulling my hair out thinking why it was so difficult. Some nights I wouldn't even sleep but I kept persisting even though I was probably on the border line of going mad at the time. HAHA :-)

It wasn't until I came across this program **Mass Traffic Mastery** when everything changed for me. This program shows you how and where multi millionaire affiliates are getting there traffic from. If your not getting targeted traffic into your business on a daily basis that consistently turns into sales and cash like clockwork then [I highly recommend you check this out here>>](#)

It was the real game changer for me and I think it could really help and benefit you as an online entrepreneur.

**VALUE - provide value and training for free which improves reciprocation - 1 of the 6 psychological triggers of influence.**

If you would like some free value and training on how to get traffic to build a 6 and 7 figure online business then [click here and read my blog post >>](#) ← **E.B.M / INVISIBLE SELLING – CTA = MASS TRAFFIC MASTERY**

Inside this post are secrets I only usually share with my high end consultancy clients but today I want you to get your hands on these tightly kept traffic secrets.



← **AUTHORITY POSITIONING & CREDIBILITY – (Authority is another one of the 6 psychological triggers of influence)**

**Picture of me on a beach which subconsciously represents FREEDOM**

**Internet Millionaire Formula Book = MASSIVE AUTHORITY because in the readers minds...only successful people have their own book**

**FEATURES & BENEFITS – Clearly state the benefits of the product that support implied and explicit needs of the reader.**

Here's what you'll learn inside **Mass Traffic Mastery**

- Several **FREE TRAFFIC** methods that will allow you to build a list and generate commissions BEFORE you put up any money for paid traffic.
- How to **immediately get traffic that converts** even if you've never generated an opt-in before (you'll see EVERY STEP from the basic to the advanced).
- Why traffic is the **lifblood of any online business**, and how to use it to create an ongoing, monthly income that can support you for life.
- How to **become a traffic expert in just 30 days** (getting traffic is not that hard... as long as someone shows you the RIGHT way to do it. At the end of **Mass Traffic Mastery** you'll know more about traffic than 99% of the online world...
- PLUS... *several industry secrets* that have **never** been shared in any traffic program before.

In just 30 days, you'll be able to setup traffic campaigns that can make you \$5,000 - \$10,000 (or more) per month for years to come. Imagine the FREEDOM that would give you.

The freedom to:

- live life by your own rules
- work when and where you want
- travel with friends and family
- quit your J-O-B
- And live a life without waking up to the alarm clock and reporting like a robot to your nasty boss that you secretly hate with a freaking passion. :-)

Because at the end of the day, it's not about clicks or stats. It's about how you FEEL when you are your own boss where you can create income on demand.

**CTA - Strong Call To Action to state clearly what people need to do to buy the product.**

This will be best investment you make in yourself and your business and as the great Jim Rohn once said: "The more you learn the more you earn"

[Click here to get Mass Traffic Mastery right now >>](#)

Talk soon,

Sam Malsom

Founder: [Business Malsom.net](#) & The Millionaires Profit Center

Creator: My Online Business School

Author: Internet Millionaire Formula

**Helping & Inspiring entrepreneurs to live a life of complete FREEDOM**

**PS - Use Scarcity which is another of the 6 psychological triggers of influence to drive sales home. When people feel like they are missing out it propels them to take action**

**P.S** For the first 5 people that take action and buy this course I will throw in a **free 1 to 1 strategy call with you worth \$497 to help you** get set up and get the most out of your training course.

Plus you'll get **free access to my private internet marketing mind wisdom hub called:**

**"The Millionaires Profit Center" which will include all your Mastery Bonuses worth over \$30k.** I'm crazy for giving this all away and you'll be blown away once your on the inside.

If you have any question please reply to this email and I will answer any questions you may have.

[Click here to grab the course >>](#)

I'm here for you and I appreciate you. :-)

Stay Awesome!

As you can see from that email breakdown above, I am being very **direct**. I am commanding that they go buy the offer using positive psychological triggers that the average person is simply not aware of. And you'll want to do the same when promoting a product or your free call.

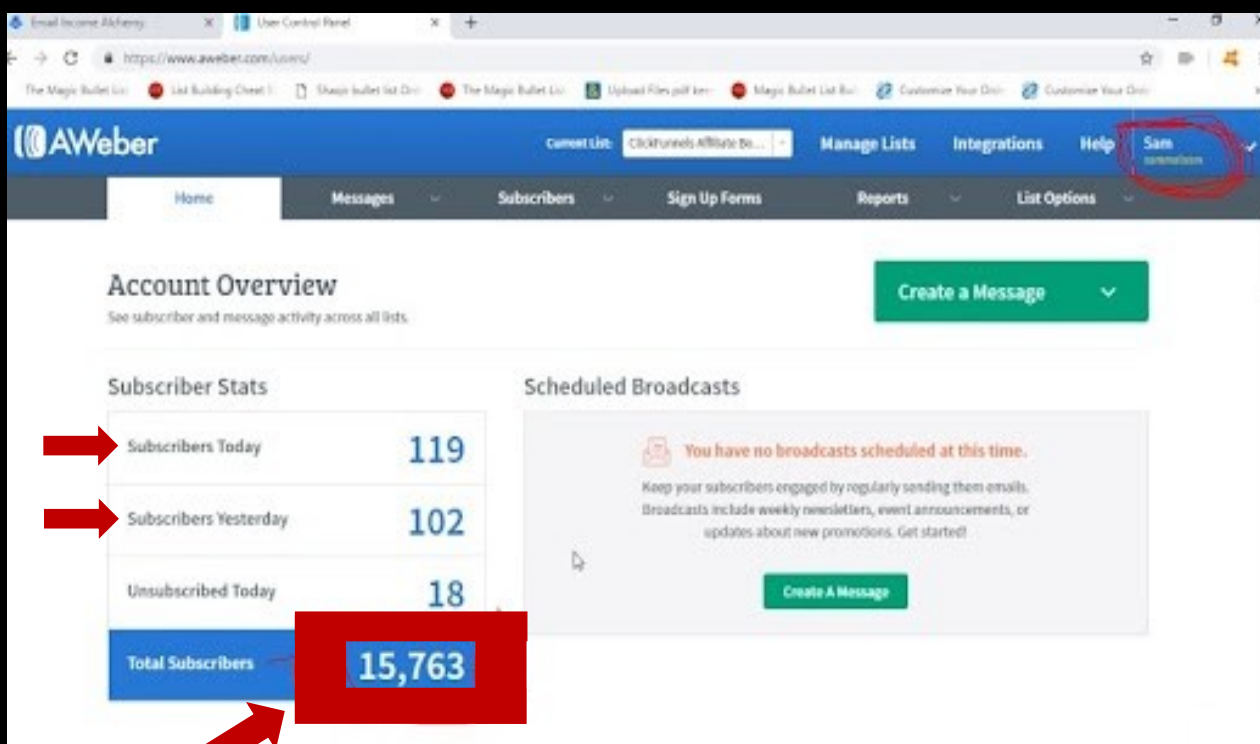
If your subscribers sense the slightest bit of doubt in your messaging, they will not book a call with you, and they definitely won't buy from you.

You have to really **believe in the product you're selling** because if you don't it will show in your emails and your marketing on a subconscious level.

In the email I'm telling my subscribers to get this product right now because I know how powerful Mass Traffic Mastery is!

I know for a 100% FACT that it will help them get more traffic, generate more leads, move them forward in their business and help them make more money online.

Here's proof that the knowledge when applied works... Inside the next module you'll get full access to my **Mass Traffic Mastery** training.



When you implement what I am teaching you inside this module + the rest of the Client Acquisition Accelerator training program, you don't need hundreds of thousands or millions of subscribers and followers.

All you need is the **right people on your list** that are in need of solving the problem you help solve.

Inside module #8 (*Copywriting*) using the correct RESPONSE STIMULI + the next module #10 (*Paid Traffic*) I will share the 'Client Attraction Strategy' on exactly how to find the right people to join your list.

✓ I've had clients in the past create 6 figures from a small list.

✓ I did \$100k in rapid time from a small segment of my list of only 398 subscribers

- ✓ *My previous business partner and I did over 7-figures in sales together from a combined list size of under 20k subscribers.*
- ✓ *One of my previous mentors made 7-Figures from a list size of only 15k subscribers.*

The key to getting results like this from a smaller list is...

## **Mastering The Art of Pre-Selling!**

Pre selling is the key to **High Sales Conversion**.

It's the secret ability of the TOP 1% of internet entrepreneurs!



As I previously taught you... **Pre-Framing** is ultimately a **TRANSFER OF ENERGY** through education and entertainment while interweaving curiosity-based stories... to get the lead interested to continue to learn more and eventually become a buying customer!

**Pre-Selling** is using your DRM sales assets (*DRM = Direct Response Marketing*) + email + social media + phone to **CONVERT** the prospect.

The first key to getting this working efficiently and effectively... is getting the right people on your list because not all traffic is created equally.

This is why you see some marketers, content creators and influencers with list sizes and YouTube channel subscriber counts of 500,000 – 1M and they struggle to make \$10K per month.

Having a list size or follower count of 1,000,000 people... with no buying power or interest in solving a big problem you help with is useless.

When you get the right **TRAFFIC** (*people*) on your list and you **PRE-SELL**, by getting your leads and prospects to understand that they need to make a change in their life right now... + you explain **WHY & WHAT** they can do about it.

### You'll Increase Your **PROFITS** From a Small List.

When you do this, leads and prospects are **nicely conditioned** and ready to make a buying decision, making sales **EASY!**

Here are **7 questions** you'll want to answer in your pre-sell marketing plan.

*Write or print this out on paper by answering the following questions, then stick it on the wall in your office so you can reference it whenever you write a sales email or any marketing material you need to create.*

- 1) **What Product or Service Are You Offering To Your Prospects?**
- 2) **What Are The Top 3-5 Big Benefits of Your Offer?**

### 3) What Are The Top 3-5 Emotional Benefits of Your Offer?

### 4) Why Should Your Customers Believe You? And Who Are You?

Show your leads and prospects you're a real person and **POSITION** yourself correctly! Show proof + testimonials of clients you've helped.

### 5) What Angles Can You Use In Your Marketing To Target & Activate Different Buyers On Your List!

Although we mapped out your **CORE CLIENT AVATAR** during module #1 of C.A.A, everyone on your list is different. This is why you want both a male and female client case study / video testimonial in your marketing armoury (if you are targeting both men and women with your traffic campaigns.)

#### Marketing Angle Example:

Back in my affiliate marketing days, with one of the offers I was promoting... we had an 84-year-old man who made \$10,000 in a single month. When I leveraged this marketing angle in my email follow up, guess what happened?

A bunch of older people began buying, because they resonated with the case study that leveraged this specific marketing angle. Marketing angles play a key role in your PRE-SELL process!

### 6) What Is The Cost?

If you're selling a low-ticket offer, tell your subscribers the price within the email... and on the sales page then offer them a fast action BONUS PACK & / or a DISCOUNT!

Many people will buy a great offer when there is a discount or an amazing bonus pack that's of great value.

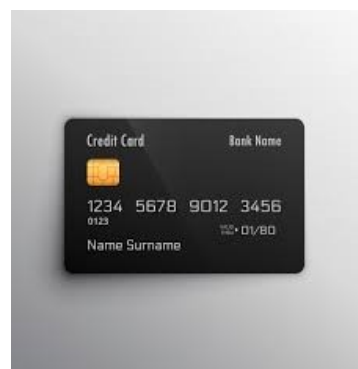
You'll also want to encourage and instil the belief in them that they can get RESULTS!

If you're selling a high-ticket offer (which you should be) wait to reveal the price on a strategy call, by changing the selling environment and then overcome any objections that may pop up.

### 7) How Do Your Subscribers Get / Buy The Offer? –

When selling low-ticket offers, tell your buyers exactly what they need to do to buy the product within the email / sales page ... and explain the onboarding procedure after they have purchased. This **reduces sales friction**.

**IMPORTANT!** When selling high-ticket over the phone or Zoom, send them the link to buy and **stay on the call to help guide them**. Or take the credit card information over the phone... and manually enter the information into your check out page for the client to buy.



When I first started selling high-ticket offers many years ago. Interested prospects would tell me that they are gonna buy, I'd send the payment link and then end the call. **BIG MISTAKE!**

Many prospects that said they were going to purchase... ended up ghosting me due to buyers fear. So always take the payment while staying on the live call with them.

This helps them get them over the line to invest in themselves and reduces the fear they may experience when doing so.

If you're ever short on time...

## Leverage The FAST-TRACK 3 Step Conversion Framework To Extract Money From Your List

1) Here's What I've Got For You – Product Name & Features

2) Here's What It Will Do For You - Benefits + End-Result

3) Here's What You Need To Do To Get It – CTA



**‘ASK FOR THE SALE!!’**



---

Now let's move onto the last section of this module...

# 🔑 The 5 Invisible Persuasion Weapons So You Can Magnetize Leads, Clients & Customers Towards You Effortlessly!

## The 1 Sentence Persuasion System...

“People Will Do Anything For Those Who Encourage Their Dreams, Justify Their Failures, Allay Their Fears, Confirm Their Suspicions & Help Them Throw Rocks At Their Enemies!” *By Blair Warren!*



### 1 - ENCOURAGE THEIR DREAMS

When writing your emails, you'll want to transfer positive energy through the words that you use to **encourage people** to achieve their dreams.

Tell them that they can do it. You can also integrate parable stories about your life and other success stories.

After you've got some results share that you're not special and that if you can do it... they can too.

When encouraging belief and greatness in others you subconsciously gain positive power over them to influence their behaviour.

you  
can  
do it!

### 2 - JUSTIFY THEIR FAILURES

Many of your subscribers may have already tried to get the end-result you can help them achieve but failed in the past, so you need to communicate with them and show them that **it's not their fault**.



When you do this, you **become their trusted advisor**, however it's important you get them to take some form of responsibility AFTER they purchase your product...

...and advise them to take massive action otherwise... they will not get the results that they desire!

## Knowledge Is Only Power When Put Into Action!

**TRUSTED  
ADVISOR**

### 3 - ALLAY THEIR FEARS

When some people start an online business, they are naturally afraid. Some people are fearful of getting scammed or losing money.

So, it's important to reassure them that you're a real person and their **TRUSTED ADVISOR...** who is there to help them move from the pain their experiencing in their life right now towards comfort, RESULTS and pleasure.

After you have allayed their fears, direct them down your desired sales path to go and buy your product or service OFFER... that will ultimately provide the solution to their problem.

Explain to them that you will be there to help them 100%... and that they can reach out to you or your team for assistance, guidance and support.

### TRUSTED ADVISOR FORMULA...

**TRUST**

+

**CREDIBILITY**

+

**REALIABILTY / CONSISTENCY**

+

**PROXIMITY**

=

**ULTIMATE TRUSTED ADVISOR**

## 4 – CONFIRM THEIR SUSPICIONS

Your subscribers are constantly looking for a better, easier and faster way to get the result they desire! They also naturally feel good about themselves when they are right.

So, you must demonstrate in your emails and you're marketing that your offer is the **easier, faster & better** way by positioning your offer as a fast-track to success.

Confirm in your emails what your subscribers already know + believe and this will allow you to have more invisible POSITIVE influence over them.



**CONFIRM**

## 5 - HELP THEM THROW ROCKS AT THEIR ENIMIES

Your subscribers will love you when you **join their side and team up with them** by using the 'Us vs Them' story line + providing solutions to things they hate doing.

The first thing you need to do is identify what your subscribers don't like doing in the marketplace.

Here are a few examples.

- *Struggle Getting Traffic*
- *Cold Calling Prospects*
- *Phone Sales*
- *Buying Leads That Don't Convert.*



- 
- *Guru's that have mis-sold them in the past*
  - *Marketers that bash their lists with different offers daily that don't provide value and only care about making a quick buck*
  - *Traffic providers that send crap bot traffic that doesn't convert.*

In my business I use the '**Us vs Them**' story line about the guru who sells the shiny object half-finished courses that don't provide a real solution to a problem. They spend a few weeks creating a course, create hype marketing and then sell it.

This provides the gurus with a quick cash injection... but f%cks the customer both in the short and the long term because they struggle to get results.

I know my target market have a pre-conceived perception of this... because the majority of them have purchased a program or course before... with missing information which leaves them stuck and overwhelmed. They are then left on their own to figure things out.

I provide solutions to the things they hate doing in their businesses to help **FAST-TRACK THEIR SUCCESS!**

**ULTIMATE**



**[IMPORTANT]**

To hit \$10,000 - \$100,000 PER MONTH all you need is...

**1 HIGH-TICKET OFFER**

**1 HIGH CONVERTING VSL SALES FUNNEL**

**1 FREE TRAFFIC SOURCE (D.A.O Method = 100+ DMs Per Day)**

**1 PAID TRAFFIC SOURCE**

**+ AN ABSOLUTE OBSESSION TO OVER DELIVER & HELP YOUR CLIENTS GET RESULTS!**

**“FOCUS & BLOCKING OUT SHINY OBJECT SYNDROME IS KEY TO YOUR SUCCESS!”**

**IF YOU ALSO APPLY WHAT I HAVE TAUGHT YOU IN THIS MODULE & YOU CONSISTENTLY FOLLOW UP...**

**...YOU WILL ABSOLUTELY SMASH YOUR PROFIT GOALS!**

Awesome work. 😊

You're doing amazingly well.

That's the end of module #9 (*Email Marketing Machine & Social Conversion Follow Up*)

Hope you got value. 😊

During the next module we will be covering **PAID TRAFFIC**.

But first make sure you **complete the action steps** below.



## Email Marketing Machine + Social Conversion Follow Up

**ACTION STEPS!**



**ACTION STEP #1** – Fully understand the C.A.L.V.O Flywheel Effect Big Picture & why you only need 100 - 1000 raving fans to hit 7-figures!

(Pages 6 - 12)

**ACTION STEP #2** – Master the C.A.L.V.O Conversion Map so you can understand the big picture of converting traffic by shifting belief using E.B.M & D.R.M sales assets!

E.B.M = Educational Based Marketing

D.R.M = Direct Response Marketing

(Refer To Page 16)

**ACTION STEP #3** – Fully understand Buying Signals & implement the 4 Pillars of Dynamic Conversion Follow Up + Cross Pollinate Your Traffic:

**PILLAR #1 - Email Marketing**

**PILLAR #2 - Social Media**

**PILLAR #3 - Phone Follow Up**

**PILLAR #4 - Mass Webinar (Leads & Prospects) – Advanced**

(Refer To Pages 16 - 18)

**ACTION STEP #4** – Start implementing E.B.M (*Educational Based Marketing*) using the 'Wow Not How' Method into your follow up process

(Refer To Pages 28 - 36)

**ACTION STEP #5** – Set up your Email Auto-responder Software & Become a Master of it.

You must learn how to use the software so you can write and send emails. Go to the tutorials section inside the C.A.A members hub and learn how to use your specific software.

Spend 1 full day understanding and building your email campaign + funnel using the software.

If you want me and my team of experts to do this for you.

DM me on Facebook or LinkedIn with the words...

... **"DONE FOR YOU"**

Systeme.io is FREE to start building your list up to 2000 subscribers.

[Systeme.io – All In One Marketing Automation Software >>](#)

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



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

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

Pick ONE software & MASTER it!

(Refer To Page 158)

**ACTION STEP #6** – Build out your SOS Autoresponder Follow Up Emails – use the **DONE FOR YOU** emails at the link below! (6-8 emails)

[https://d1yei2z3i6k35z.cloudfront.net/9180631/69c3f64113dbb7.32942237\\_7-FigureEmailTemplatesFrameworksPDF.pdf](https://d1yei2z3i6k35z.cloudfront.net/9180631/69c3f64113dbb7.32942237_7-FigureEmailTemplatesFrameworksPDF.pdf)

After editing and personalising the SOS emails to you, your niche & offer. Upload them into your email autoresponder software.

Opt-in to your VSL funnel using your own email address and check to see if the first email lands in your email inbox folder.

(Refer To Pages 36 – 45)

**ACTION STEP #7** – Start emailing your list daily using the Daily Broadcast Email System + ... VX3-S framework

**(Value, Value, Value, Sell)**

- Add evergreen broadcast emails that consist of free value education + client case studies & results to your SOS auto-responder campaign.

(Refer To Pages 46 – 58)

- Access **DFY Email Broadcast Frameworks / Templates** inside the free bonus at this link below:

[https://d1yei2z3i6k35z.cloudfront.net/9180631/69c3f64113dbb7.32942237\\_7-FigureEmailTemplatesFrameworksPDF.pdf](https://d1yei2z3i6k35z.cloudfront.net/9180631/69c3f64113dbb7.32942237_7-FigureEmailTemplatesFrameworksPDF.pdf)

- Use '**AI Direction**' to help you write your daily email so you can fast-track your action output.

**ACTION STEP #8** – Implement Contextual Follow Up by asking your list leads to reply back to your emails & use the Invisible Selling Strategy

- If you have 50+ clients already implement Psychological Reactance Theory by getting clients to qualify to work with you... which will increase even more demand for your offer!

(Refer To Pages 59 – 78)

**ACTION STEP #9** – If you have 5,000 – 10,000+ email subscribers... deploy the 7-day OTO Promo Campaign after 90 days of your warm leads & prospects going through your daily email broadcast system.

(Refer To Pages 78 – 145)

Access the OTO Promo Campaign DONE FOR YOU emails + video scripts at the link below

[https://d1yei2z3i6k35z.cloudfront.net/9180631/69c3f64113dbb7.32942237\\_7-FigureEmailTemplatesFrameworksPDF.pdf](https://d1yei2z3i6k35z.cloudfront.net/9180631/69c3f64113dbb7.32942237_7-FigureEmailTemplatesFrameworksPDF.pdf)

**ACTION STEP #10** – Master the 6 Psychological Triggers of Influence & create 'Raise Your Hand' emails + social media posts to get leads & prospects to DM you, comment or reply back to you!

Then follow up to book them on a call and sell your irresistible offer with confidence and conviction, by following the sales training + DONE FOR YOU script inside module #4.

(Refer To Pages 146 – 155)

## **ACTION STEP #11** – Start tracking your Email Optimization Metrics.

### ➤ **Deliverability**

*(If low you need to use list hygiene by removing leads that haven't opened an email within 90 days – 6 months and improve your email engagement. Also tone down your trigger words like money and free.*

*If your gonna use trigger words spell them with a dash in the middle: E.g. Fr-ee, Mon-ey)*

### ➤ **Open Rates**

*(If low you need to create better subject lines that grab attention using benefits, curiosity, value + be more personal)*

### ➤ **CTR = Click Through Rate**

*(If low you need to create better emails that leverages massive value + strong emotional benefits to get the click)*

### ➤ **Conversions**

*(If low you need to create a more compelling offer and provide more value compared to what you're asking your subscribers to do in return: e.g. book a free call or buy.*

*If the **VALUE** outweighs the **ASK** by 10X – 100X your conversions will massively increase by default)*

*(See pages 158 – 159)*

## **ACTION STEP #12** – Master The Art of Pre Framing + Pre-Selling By Answering The 7 Questions & Use The Information In Your Marketing Assets. *(Emails, VSL, Sales Pages, Videos, Blog Posts, Social Media Posts, Webinar etc)*

*Print or Write These Questions Out... Answer Them In Detail & Pin It On The Wall In Your Office... So You Can Reference It When Writing Your Sales Emails.*

- 1) What Product or Service Are You Offering To Your Prospects?**
- 2) What Are The Top 3-5 Big Benefits of Your Offer?**
- 3) What Are The Top 3-5 Emotional Benefits of Your Offer?**
- 4) Why Should Your Customers Believe You? And Who Are You?**
- 5) What Angles Can You Use In Your Marketing To Target & Activate Different Buyers On Your List!**
- 6) What Is The Cost?** *(If Selling Low-Ticket Tell Subscribers The Cost Within The Email. If Selling High-Ticket... Share The Cost On The Phone After Your Have Pitched Your Offer)*
- 7) How Do Your Subscribers Get / Buy The Offer?**

If you're ever short on time...

## Leverage The FAST-TRACK 3 Step Conversion Framework To Extract Money From Your List

2) Here's What I've Got For You – Product Name & Features

3) Here's What It Will Do For You - Benefits + End-Result

4) Here's What You Need To Do To Get It – CTA



# 'ASK FOR THE SALE!!'



*(Refer To Pages 170 – 172)*

**The KEY To Getting RESULTS In Your Business Is Taking**

**MASSIVE ACTION In The NOW Moment & By Being ...**

**CONSISTENT & DISCIPLINED...**

**Not Tomorrow... RIGHT NOW!**

**Go Start Taking Action RIGHT NOW!**

**REMEMBER:** If you have an offer in place already, invest **4+ hours** at the start of the day **PROMOTING!**

Sending DM's, emails, cold calls, build your LIST daily, **FOLLOW UP** & SELL, SELL, SELL!

**Always Be Providing Value &...**

**Always Be Selling!**

If you 100% believe in what you have to offer **its your DUTY TO SELL IT** because you are helping people!

If you don't 100% believe in what you are selling, go back to module 2 of the Client Acquisition Accelerator and engineer an offer you can be proud of & confident to **SELL!!**

You are doing **FANTASTICALLY WELL!**

Only the top 1% make it up to module #9.

Most people can't focus and do the work.

You however are a **WINNER!**

## **KEEP GOING & NEVER GIVE UP ON YOUR DREAM!**

God planted that dream within you for a reason!

Big impact, results & profits are coming your way. 😊

See you in the LAST module...

...where I will be sharing the **\$400M Paid Ads Strategy** on how to **get 100 – 300+ targeted leads per day onto your list!**

**Super powerful.**

Talk soon!

Appreciate ya!

Sam Malsom

**Founder & CEO:** <https://www.onlinewealthsociety.com/>

