

MODULE #10 - Traffic & Lead Generation System – STAGE #2 – Growing To \$1M-\$3M+/Year With Paid Ads & AI!



Hey, its Sam Malsom and welcome to module 10 of the **Client Acquisition Accelerator**, titled the...

(Traffic & Lead Generation System – STAGE #2 – Growing To \$1M - \$3M+/Year With Paid Ads & AI!)

This is where the rubber hits the road and I just want to say well done for reaching the last module of C.A.A!

By now you should already be hitting \$10,000+ per month consistently if you have followed the action steps in the previous modules and promoted for atleast

90 days – 6 months, using the organic traffic system I shared with you in module 5! This should have given you a nice cash reserve so you can test things with paid ads.

The key here is to invest a % of your profits that you've made via organic direct outreach + strategical content into paid traffic.

If you're going through this module... you should have also built the main foundations of your online business which includes...

- ✓ **Irresistible Offer** (*M.D.I.O = \$3,000 Price Point Minimum*)
- ✓ **DM Fast Track Funnel or VSL Funnel** (*Automated Client Acquisition System*)
- ✓ **Email Follow Up** (*If you're running a VSL funnel – 7 - 14+ Automated Emails*)
- ✓ **Appointment Booking System** (*Calendly, Qualification + Response Stimuli*)
- ✓ **Sales System** (*Sales Script + Objection Handlers*)
- ✓ **Organic DM Traffic + Social Conversion System** (*Outreach + Follow Up*)
- ✓ **Strategical Content System** (*Targeting The Big Problems Using The Wow Not How Method*)
- ✓ **Client Testimonials & Social Proof** (*The More Client Proof + Results You Have The Better, When Running Paid Ads*)

...and now it's time to take things to the next level by **turning on the fire hose of TRAFFIC** by sending targeted buyer leads through your funnel.

If you do not have those systems built yet, **DO NOT** run paid ads, because you will lose money!

The reason you see some people say paid traffic doesn't work is because they simply do not understand SYSTEMS THINKING and have not built the business infrastructure to accommodate for running paid traffic.

If your offer is not converting with organic traffic it won't convert with paid ads. This is why its crucial to test with organic direct outreach first by booking qualified appointments & conducting strategy calls. My advice is you need to get

5-7 high ticket sales + client results + video testimonials, which provides you leverage to run ads. Make sense?

When I first started running ads many years ago I began with a \$5 - \$10 per day budget using the DM FAST TRACK FUNNEL with the conversion objective set to messages in the FB / Instagram inbox. I then progressed onto a VSL funnel.

However if you're running a VSL FUNNEL and you want to scale faster you need \$5k+ so you can test effectively! This \$5k is your TRAFFIC BUDGET FIRE MONEY! Because I want you to imagine getting a lighter and setting fire to it. Hear me out..

With this testing budget you are going to be INVESTING a % of the profits you've made from your organic direct outreach to **buy DATA**. And this data is going to allow you to figure out what ads are converting within KPI (*Key Performance Indicators*) using statistical relevance which we talked about in a previous module.

You'll then use the **FEED THE STALLIONS & STARVE THE PONIES** method, by turning all ads off that are not converting within KPI after 7 days of testing, while scaling the winners to 6 & 7-Figures!

This Is How The TOP 1% Media Buyers Are Operating.

The goal here is to generate you high-ticket sales within the 7-days testing phase so you can recoup the testing budget. However if you don't make sales... don't worry.

The mindset needed at this point is that you need to invest to gather the correct data, ready for the **OPTIMIZATION & SCALING** phase.

Before you start applying the traffic strategies in this module, you'll need to refer back to module 1 of C.A.A, because that's where you should have researched your **niche** and **dialled in your client avatar** in terms of their pains, problems, dreams, goals and desires.

It's crucial you know this information before running ads so you can hook the right people into your funnel, explain the benefits / value within the ad and influence and persuade them to take action with a CTA (Call To Action)!

Inside this module is where you'll learn the secrets of paid traffic using...

✓ Facebook / Meta Ads / Instagram Ads

✓ YouTube Ads &

✓ Google Ads.

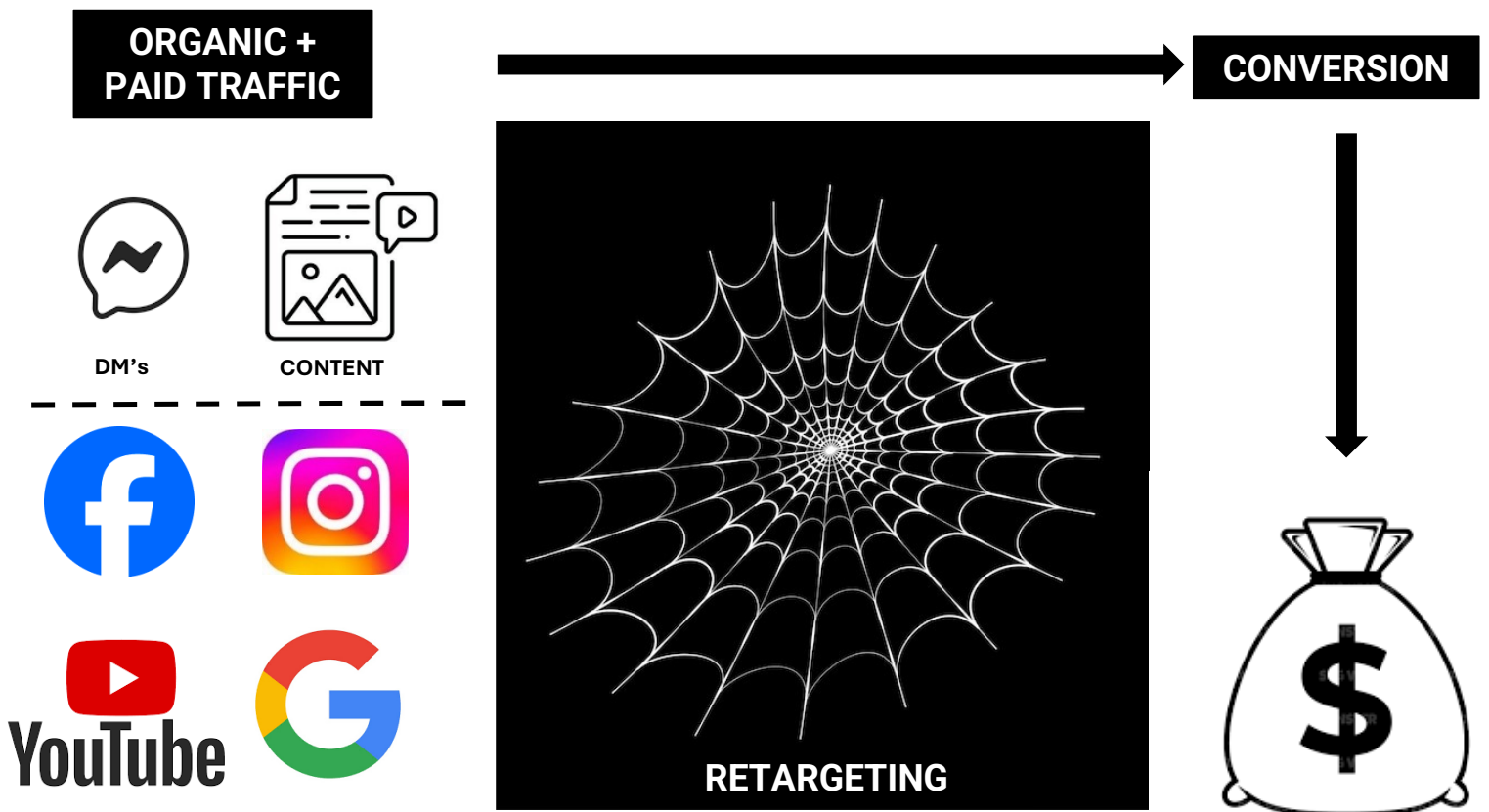


With Each Of The Traffic Methods Listed Above You Can Build a Million Dollar Online Business.

As you advance by scaling one specific platform to over 7-figures in sales you can stack paid traffic methods on top of each other to create an...

OMNIPRESENT MARKETING CAMPAIGN

... where your perfect client avatar will see you on multiple social media platforms. It's kinda like having a spiderweb on the internet that your perfect customers are entangled with, which massively increases sales conversions.



But you must pick ONE TRAFFIC METHOD, MASTER IT & SCALE IT before moving on to the next one to avoid overwhelm.

So make the commitment to go through this entire module, learn the key concepts of paid ads in detail and then **pick one platform and begin the testing phase!**

This is how to grow from \$10k - \$30k per month to \$100k - \$500k+ per month!

Super exciting!

Here's what we're going to cover together during this module:

- 🔑 ✓ **Mastery Traffic Fundamentals!**
- 🔑 ✓ **Understanding Traffic Temperature!**
- 🔑 ✓ **How To Treat The Different Traffic Temperatures!**
- 🔑 ✓ **Targetting Your Traffic vs Non Targetting!**
- 🔑 ✓ **Deep Mind Client Avatar Research! (How To Find Your DREAM CUSTOMERS!)**
- 🔑 ✓ **The Most Important Question When It Comes To Running Paid Ads?**
- 🔑 ✓ **Calculating Your KPI's (Key Performance Indicators) Before Running Your Traffic Campaign So You Can Print CASH!**

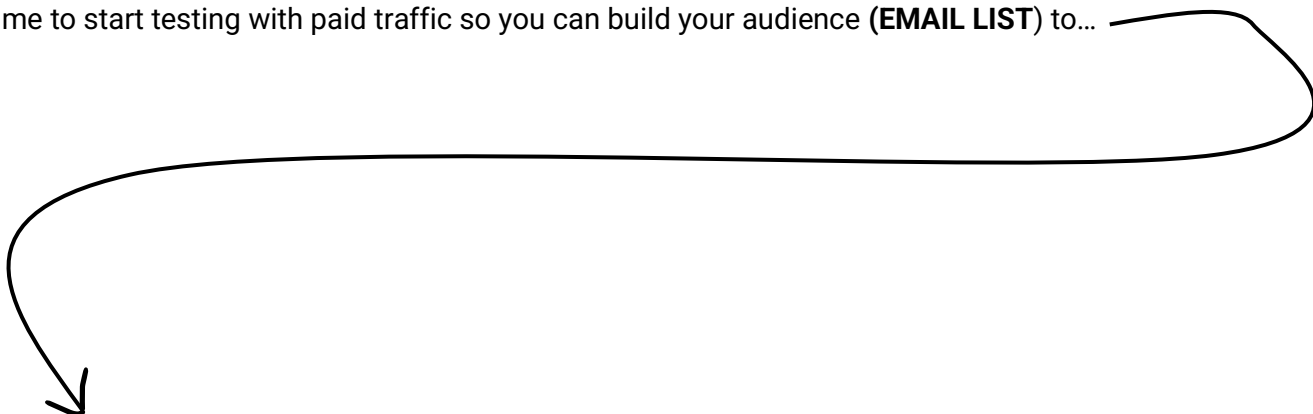
- 🔑 ✓ **The 3M Triangle Traffic Diagram!**
- 🔑 ✓ **Writing Killer Ads That Convert Into Clicks & Cash!**
- 🔑 ✓ **Testing Your Funnel & Choosing Your Conversion Objective!**
- 🔑 ✓ **The Power of Paid Ads, 7-Figure Traffic Mindset & The OPTIMIZATION & SCALING Blueprint!**
- 🔑 ✓ **Client Acquisition Traffic Map For Internet Business Owners! (ADVANCED)**
- 🔑 ✓ **Traffic Campaign Set Up Tutorials (Facebook / Meta Ads / Instagram Ads, YouTube Ads & Google Ads) **PICK ONE TRAFFIC SOURCE & MASTER IT!****

Let's begin 😊 ...

🔑 **Mastery Traffic Fundamentals!**

When you have a proven high-ticket **M.D.I.O (Million Dollar Irresistible Offer)** in place that has been tested with organic traffic and is converting into sales and you've built the business infrastructure correctly.

Then it's time to start testing with paid traffic so you can build your audience (**EMAIL LIST**) to...



10,000 – 100,000+ Subscribers!



If you can build a list of 10,000 targeted people within a niche and you apply what I have taught you inside the Client Acquisition Accelerator by selling high-ticket offers, you'll have created **MONEY FREEDOM** for yourself and your family!

When you hit 100,000+ targeted subscribers each person on your list will be potentially worth \$1- \$4+ to you per month... because of what I taught you in the previous module in relation to how to COMMUNICATE with your audience.

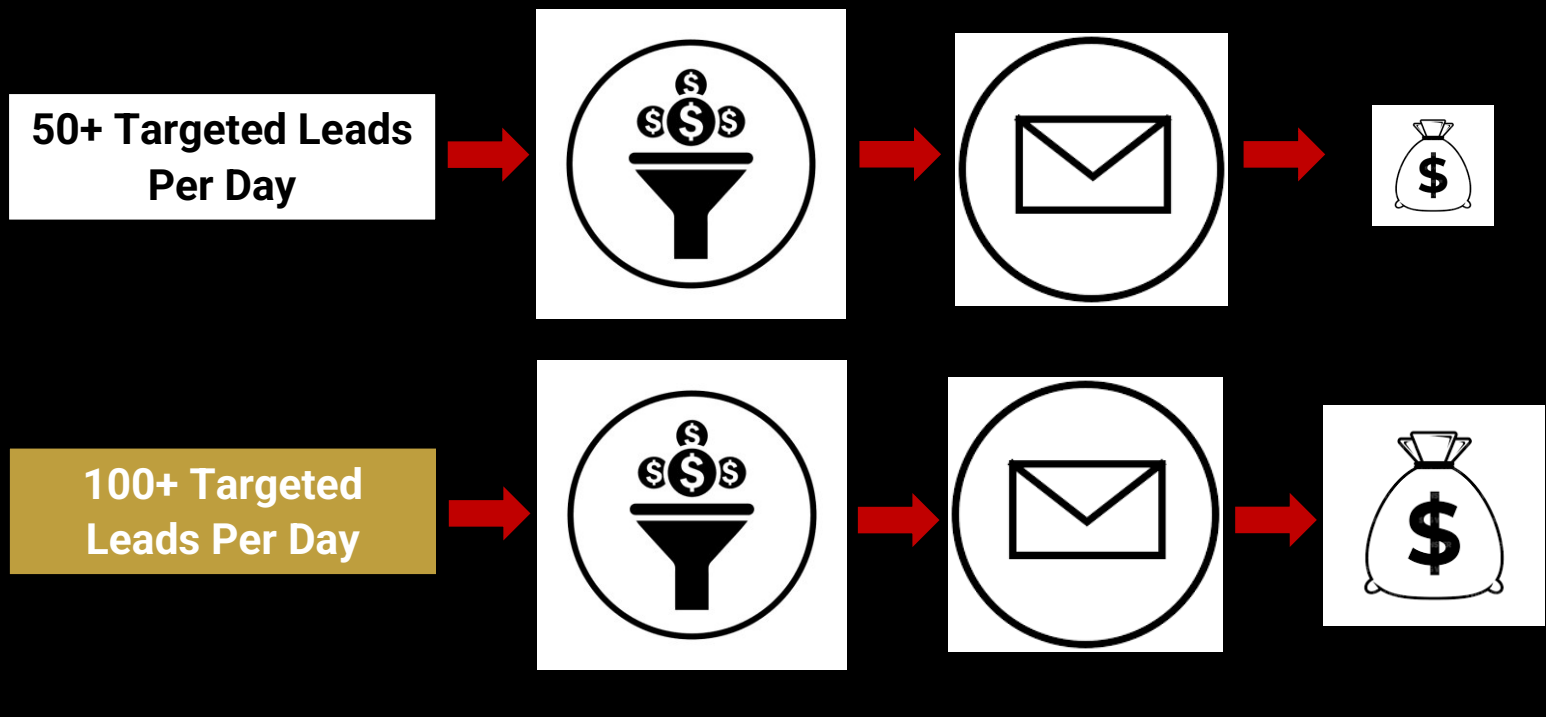
The image contains two screenshots. The top screenshot is from the AWeber dashboard. It shows a navigation bar with "Home", "Messages", "Subscribers", "Sign Up Forms", "Reports", and "List Options". Below this is an "Account Overview" section with a "Create a Message" button. A "Subscriber Stats" table shows: "Subscribers Today: 271", "Subscribers Yesterday: 153", "Unsubscribed Today: 21", and "Total Subscribers: 12,593". The "12,593" is highlighted with a red box and a red arrow points to it. To the right is a "Scheduled Broadcasts" section with a message: "You have no broadcasts scheduled at this time. Keep your subscribers engaged by regularly sending them emails. Broadcasts include weekly newsletters, event announcements, or updates about new promotions. Get started!" with a "Create A Message" button. Below the AWeber screenshot is a PayPal dashboard for "Online Wealth Society". It shows a "PayPal balance" of "\$10,724.55 USD*" and a "Sales" summary for "All PayPal sales" showing "\$41,255 USD", "136 Transactions", and an "Average selling price" of "\$303 USD". A line graph shows sales trends over time. Red arrows point from the AWeber subscriber count to the PayPal sales figures.

During This Campaign Each Email Subscriber Was Worth On Average \$1 - \$4+ PER MONTH To My Business!

Now, traffic is one of the most important components of your business and you need to learn how to drive traffic every single day so you can get eyes on your offer, generate qualified appointments + DM conversations and convert high-ticket sales.

If you can get between 50+ targeted leads into your funnel every day and you've followed what I've taught you throughout the Client Acquisition Accelerator, then you'll potentially have a multi-6-figure business on your hands.

If you can get over 100+ targeted leads per day consistently you'll potentially have a 7-Figure business on your hands, providing you have completed ALL action steps from the previous modules of C.A.A.



With the power of the internet + AI allows you to get millions of clicks & views on your offer.

So why is it the majority of the people in this industry struggle with TRAFFIC?

A lot of people I have done strategy calls with and work 1:1 with say they have a traffic problem, but I can assure you that's not true.

There is **tonnes of TRAFFIC available!**

- Facebook for example has 3.7 BILLION monthly active users.
- Instagram has 2 BILLION monthly active users
- YouTube gets over 1 BILLION+ hours of watch time per day...
- YouTube shorts gets over 200 BILLION views per day.
- Google processes an estimated 13.7 BILLION searches per day.



The key is to narrow down by carving out your own niche. Create an irresistible offer and TARGET your traffic effectively which can easily be done nowadays with the power of the ad platforms AI (*Artificial Intelligence*)

You just have to learn the correct strategy to drive that traffic and then convert that traffic into sales, clients and customers.

Here's the **TRAFFIC FUNDAMENTALS FORMULA** you'll want to learn.

ECONOMICS + TIME + TRAFFIC + CONVERSIONS = SALES

Now you may have a KPI measurement problem or an OFFER problem or a FUNNEL problem but definitely not a traffic problem.

Traffic is everywhere and BOB, aka your core customer avatar is already online right now as you read the words on this very page. He's waiting for you to bring him to your funnel at this very moment. Isn't that great?

You've just got to be proactive, find targeted buyers, get them into your sales funnel by providing a valuable lead magnet so you can build a relationship and sell.

Now, traffic is put under two categories, **PAID TRAFFIC** and **FREE TRAFFIC** but that's not necessarily true.

When time is gone it's gone forever and you can't get it back so in essence...

Time = Money!

Paid Traffic Allows You To Buy Back Your Time!



So, the free methods aren't really free because they take time to gain traction, and your time is worth money. To get leads and sales as I've advised previously, it's always best to start with organic / free traffic to test your offer and understand your market on a deeper level.

However, if you want to **SCALE FASTER**, you're going to have to invest into paid traffic and have a combination of both organic + paid ads running simultaneously!

Paid traffic is like learning how to be a boxer. You can read as many books as possible while sat on the side lines, but the real learning happens while you're in the ring getting punched in the face...

...aka driving paid traffic, testing different ads and figuring out what converts and what doesn't.

The good thing about paid traffic is that you can test small and the market will tell you what works very quickly and scale things up from there.

Breaking Paid Traffic Down Using First Based Principles Thinking

(You Put X Dollars In For Targeted People To See Your Ads!

For Every Person That See's Your Ads. You Aim To Get More Money Back Out The Other Side In Relation To Your Sales Cycle Timeline, Usually In The Time Frame of 30 Days!)

However, as you grow its okay to wait longer for an ROI. Let me share a quick story with you.

When I was a consultant partner for a \$4M per month direct sales company years ago. The founder used to invest \$1.500,000 in paid traffic each month.

And he was more than happy to wait 6+ months to make a profit on that ad spend. This is the mindset you need as you scale because some leads need time to go through your email nurture sequence + strategical content before making a purchase.

The profit made from paid traffic is called **ROAS** which stands for:

Return On Ad Spend

This is by far the most important metric you need to focus on!

If you can get a 2:1 return on ad spend which means for every \$1 you invest you get \$2 back out the other side over 7-30+ days you can scale FAST, but my goal for you going through this module is to create a 3:1 or 4:1 ROAS!

Meaning for every \$1 you put in you get \$4 back out. For example, if you invest \$10,000 you get \$40,000 back out with reliability & predictability! Which means paid ads is not a cost but an investment. Make sense?

To do this you need a **DEEP SALES FUNNEL** with irresistible high-ticket offers, which we have talked about in detail in previous modules.

With DM's and content which is (ORGANIC / FREE TRAFFIC) it's harder to track, but with PAID ADS, you can track down to the penny on which ads are converting and bringing in qualified appointments and sales for you.

One realisation I want you to understand is that you only need 1 KILLER AD to hit \$100,000+ per month! But you have to be aware of ad fatigue and audience saturation. This is why when setting up your ad campaign you'll be testing multiple different ads with different hooks.

The next traffic fundamental lesson is the understanding of...

The Three Types of Traffic:

1) Traffic You Control

This is traffic you send to your lead capture page using the methods below.

2) Traffic You Don't Control

This is traffic coming to your blog, social media posts, forums, etc. You have no control over this kind of traffic, so it's important to try and always direct it to your lead capture page by giving away an insanely valuable **LEAD MAGNET**.

3) Traffic You Own – The BEST Traffic

Traffic that you own is the traffic on your email list. You control this traffic, and you're able to send it to any web URL address you like!

The whole goal of your traffic campaigns is to lead the traffic back to your email list because you own your list. When the traffic is on your list there are 3 keys to focus on:

- A) Building a **RELATIONSHIP** with your new subscribers by sharing stories and providing free value to help people
- B) Giving strong CTA's (*Call To Actions*) to book an **APPOINTMENT** with you or your sales team or having DM conversations with your traffic on social media.
- C) Isolate the **HOT TRAFFIC** into a 1:1 selling environment and **CONVERT SALES**

Which leads us onto...

Understanding Traffic Temperature!

Now although there are 3 TYPES of traffic... there is also 3 different TRAFFIC TEMPERATURES you must understand.

Each different temperature must be treated and communicated differently, to get optimal results and opt-ins on your lead capture page + sales on your sales page.

One of the reasons I am able to get 40 – 60%+ opt in rates when the industry average is below 20% is because I understand how to treat the different temperatures of traffic... especially cold traffic.

Here are the 3 different traffic temperatures in more detail...

Hot Traffic

These are people that know, like and trust you. They're your raving fans, hot leads, clients and customers who are on your email list.

They open all your emails, read your blog posts, watch your videos, they may even be friends with you on Facebook, Instagram & LinkedIn etc.

And any new product offer you promote they will buy, because you are there **trusted advisor** and they trust you.

The clients that go through Client Acquisition Accelerator with me are hot traffic because of the relationship I build with them and the value and education I provide.

One of the main goals of your traffic campaign is to move people towards becoming **HOT TRAFFIC that buy**... because these people are ready to book an appointment with you or have a DM conversation with you... and buy your high-ticket offer.

Hot Traffic Conversion Mechanisms

VSL (Video Sales Letters) WSL (Written Sales Page) Free Strategy Call Consultations, 1:1 DM Conversations & Webinars are great for converting hot traffic into sales.

Warm Traffic

These people are on your email list or there on an JV (*Joint Venture*) partners list and know someone that you know.

These people are not as engaged as hot traffic but they have some kind of connection or relationship with you and your brand.

But its not fully developed yet... so your main goal is to move them from warm traffic to hot traffic by sending daily emails, sharing stories + providing free WOW NOT HOW valueable content to enhance the relationship with you.

Warm Traffic Conversion Mechanisms

Daily Emails, Videos, Social Media Posts, Articles, PDF's, Books & Webinars are great for turning warm traffic into hot traffic that are ready to buy.

Cold Traffic

These people don't have a clue who you are. Maybe they clicked on one of your Facebook, Instagram, Youtube or Google Ads. But generally they don't know you and have only interacted with you and your brand for the first time.

Being able to convert this kind of traffic into warm and then hot traffic is the holy grail of online marketing.

Most people don't know how to do it and really struggle.

But if you apply what I've taught you inside the C.A.A training system you'll be able to convert cold traffic **EASILY!**

Cold Traffic Conversion Mechanisms

LCP's (*Lead Capture Pages*), Videos, Blog Posts, PDF's, Books, Daily Emails, Social Media Posts & VSL's with call to actions to book a free call or DM you are great conversion mechanisms for turning cold traffic into warm traffic.

How To Treat The Different Traffic Temperatures!

- ✓ With **hot traffic** the headline for your lead capture page / sales page should start with the **PRODUCT** and the copy should give them reasons why they **NEED** it now.

Strategy call appointments & DM's are great for converting this kind of traffic because you can be dynamic with your offer approach and tailor it exactly to the potential clients specific big problem(s)

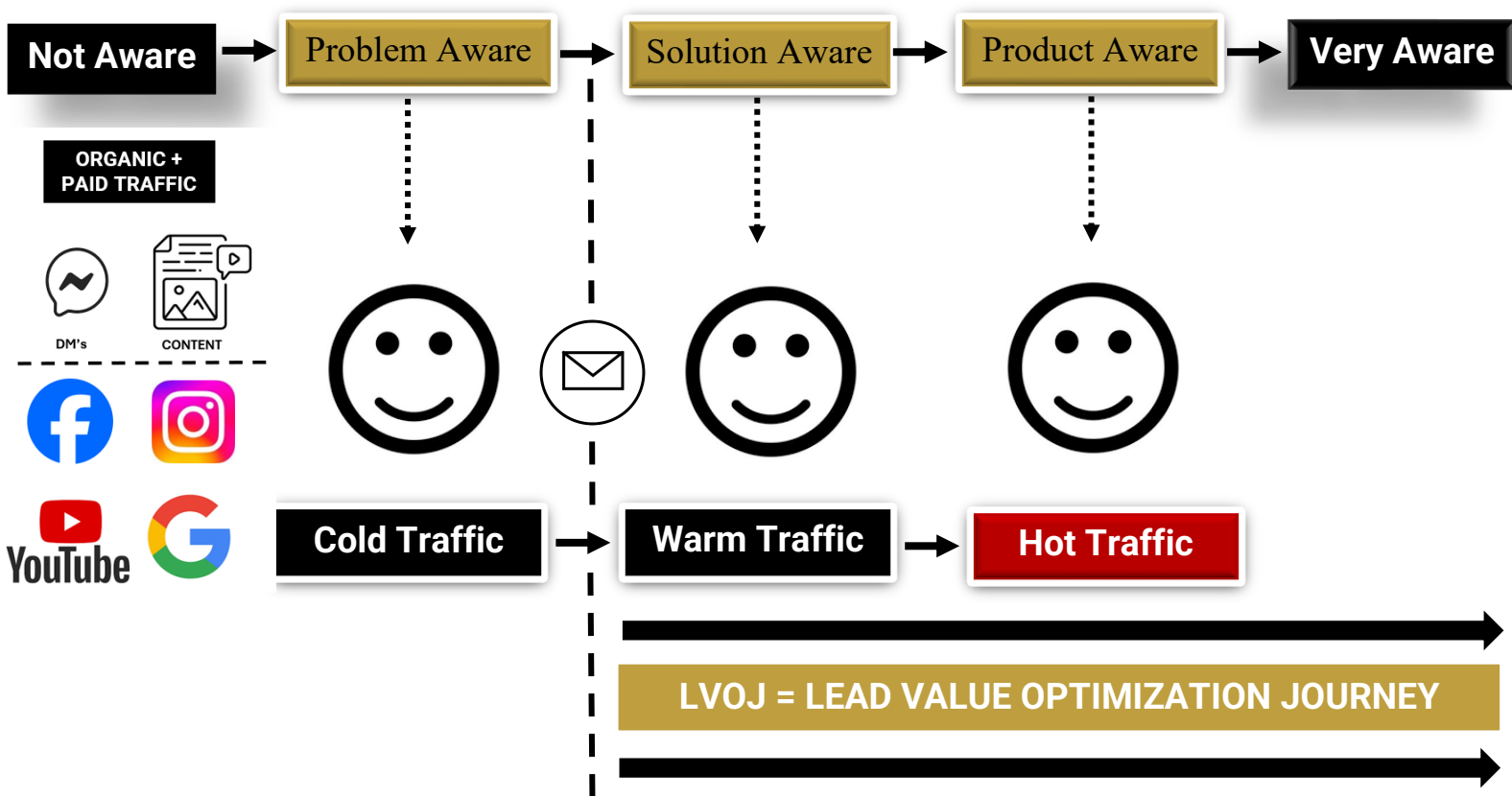
- ✓ With **warm traffic** your headline on your lead capture page / sales page should start with the **DESIRE** and crystallize it into a specific **SOLUTION.**

Strategical content is great for **EDUCATING** your warm traffic / leads around the specific solution you provide... within your offer... to help them with the big painful problems they are suffering with... in order to get them to move from being warm traffic into red hot traffic buyers as time elapses.

- ✓ With **cold traffic** your prospects are concerned with a general problem so your headline should start with the **PROBLEM** and crystallize it into a specific **NEED.**

With cold traffic, your ads & messaging must target the specific BIG PROBLEMS they are suffering with in order to grab their attention, click the ad and go over to your LCP (Lead Capture Page) to join your email list or VSL (Video Sales Letter) to book an appointment on your calendar with you or your team.

Here's a diagram explaining the **TRAFFIC TEMPERATURES**



Awesome, now you understand the **3 different TYPES of TRAFFIC** and that you need to direct that traffic onto your email list + book appointments, because that's traffic that you own...

(which is the best kind of traffic providing it's the right people within your niche) &...

...the 3 different **TRAFFIC TEMPRATURES** + how to communicate with your audience in relation to where they are in the **LVOJ (Lead Value Optimization Journey)**, next we will talk about...

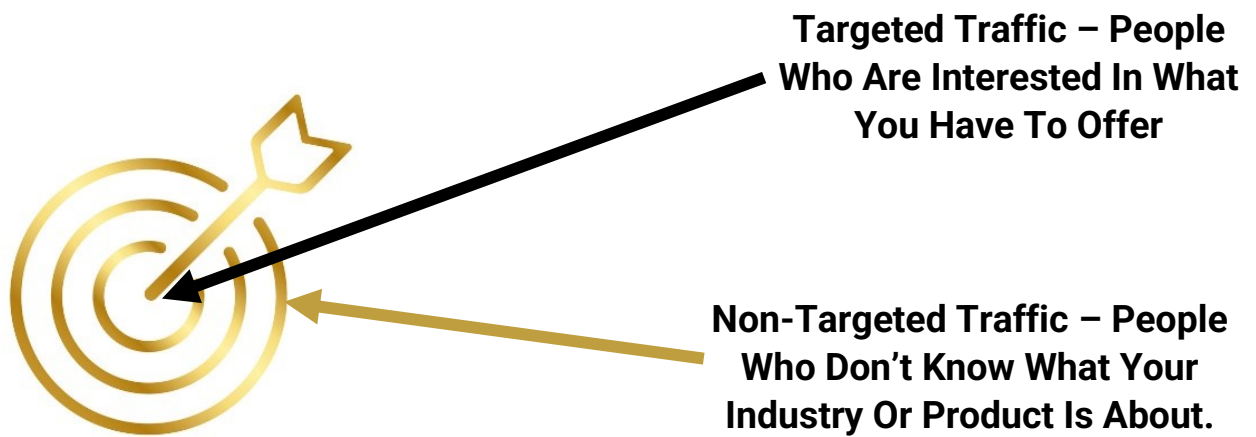
Targeting Your Traffic vs Non Targeting!

The next lesson I'm gonna share with you is that...

NOT ALL TRAFFIC IS CREATED EQUAL!

You can have 100,000+ subscribers on your email list, however if they are not targeted in relation to your niche and offer, they will not buy and its pointless to own the traffic.

The key is to target the right people that are already suffering with the problems your offer solves and are actively looking and interested in buying which I am going to share how to do with your traffic campaigns.



There's a saying in this industry that...

“If You Market To Everyone, You Market To No One!”

And that statement is very true.

Let me share a quick story with you.

I spent the first year of my online business career failing and I made zero dollars. One of the reasons was because I was marketing to everyone and wasting a lot of time and money doing so.

I used to go to the local library in Exeter, UK to use the wifi and wasted many days spamming social media with links because I didn't have a clue what I was doing back then.

I spent money on random solo ad list traffic that didn't convert. And when I first ran Facebook Ads I spent \$200 and got 4 leads. Simply because I didn't know about nor understand the concept around **targeting traffic**.

When you launch your ads you only want the most **QUALIFIED leads** clicking.

In essence you're looking for...

QUANTITY & QUALITY OF CLICKS!

Do you remember back to the end of module 4 (*High-Ticket Sales Secrets*) when I talked about the

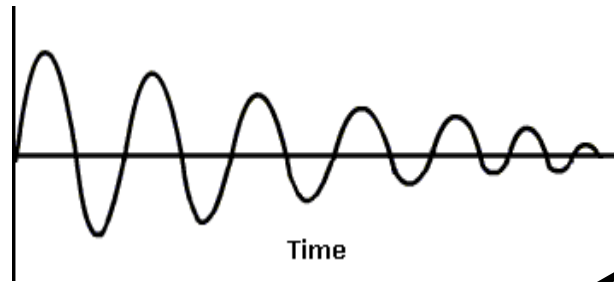
Buying Spectrum?

This is where this comes into play.

Although you want targeted clicks, ideally you want people clicking on your ads who are in desperate need and ready to buy your product now, which will enable you to turn cold traffic into hot traffic a lot faster.

Not all of your traffic is going to be at this stage but you can certainly set up your ad campaign to optimize for this.

Realize a Solution
Is Needed



Desperate For a
Solution & Ready
To Buy Now.

Target Your Traffic & Marketing
To These People To Improve
Your Sales Conversion Rates.

With Facebook, Instagram, YouTube & Google Ads you can get super targeted and find these people.

And the great thing about running paid traffic nowadays is...after you have been through the LEARNING PHASE via 7 days testing... the ad networks AI ALGORITHM is getting so good at finding your PERFECT CUSTOMERS once you have fed it enough data.

In fact here's an article from The Keyword where Mark Zuckerberg states that in the near future, due to the power of AI... Facebook and Instagram ads will allow you to just pay for **RESULTS & CUSTOMERS!**

Instead of having to target and set your ad campaigns up manually, because the AI machine learning will know exactly who you are going after based on the following 2 things...

- 1) Your Ad Copy + Creatives
- 2) Your Landing Page / Lead Capture Page

The Keyword

MENU

SEARCH | SOCIAL | VIDEO

NEWS

Zuckerberg: AI will make Meta's ad business work "a lot better"

The goal is to help businesses focus on strategy while AI takes over ads and targeting



Here's some text from the article...

Zuckerberg says the ad process from creatives to conversions will be automated

Zuckerberg believes that automating the ad process from strategy to delivery will redefine what advertising looks like. "I think it is a redefinition of the category of advertising," he said.

*The traditional model of planning a campaign, creating assets, choosing a target group, and measuring results might eventually be replaced by a **simple prompt and a payment method**.*

The idea is that businesses won't have to create ad copy, pick images, or even know their audience. Meta's AI will handle it all—starting with the creative (text, visuals, videos) generated automatically based on the advertiser's goal. That includes testing multiple variations of creatives at scale to find what works best.

In November last year, the company upgraded its ad recommendation system. The new system uses AI to recommend ads to users. Meta says it uses event-based features (EBFs) to track how users interact with ads in real-time. This allows the system to make recommendations, using techniques inspired by large language models.

Until then there's a few things you can become aware of and apply to find **HOT BUYERS!**



1) Target Your Dream 100

In Russel Brunsons Traffic Secrets Book he talks about building your DREAM 100! This is a list of the top 100 expert authorities / influencers in your niche because they already have the traffic that you need. You'll then use the names of your dream 100 as '**interest targeting**' when running ads.

For example, in the niche I operate in, people like Tony Robbins, Alex Hormozi, Gary Vee & Tai Lopez are expert authorities that have massive followings.

The people following these guys are already interested or are currently building a business online, which means they are the perfect people for me to target with ads.

Here's some tips on how to build your DREAM 100 list so you can use them as interest targeting for your specific industry / niche.

A) Look for the top rated **books & authors** on Google & Amazon

B) Find the people **making the most money** from selling courses, coaching programs and masterminds

- C) Find the people with the **largest followings** on the ad platform you are running ads on (Facebook, Instagram, Youtube etc)
- D) Find the people that have the **largest YouTube channels & podcasts**
- E) Find the people with the **biggest blogs**
- F) Find the top **public speakers** that share expert advice on stage

When you've built your dream 100 list, you'll never run out of traffic to target, because Facebook will also share **suggested interests** to target based off your 100 list.

You can also model and get ideas from the ads the top people in your dream 100 are running, giving you endless ad and content ideas.

If you're running ads on Facebook or Instagram, you can click the following link to see the top ads of your dream 100. Just search their name and all the ads they are currently running will pop up.

<https://www.facebook.com/ads/library>

If you're running ads on YouTube or Google, you can click the following link to see the top ads

<https://adstransparency.google.com/>

2) Leverage The Ad Platforms Algorithm - e.g. FB Ads have (Audience +) feature

Finding buyers with Facebook Ads is all about dialling in the right **audience + feature combo** so you're not wasting ad spend on window shoppers. You've got to start with targeting based on buyer intent, which means people who have already shown signals they're ready to invest.

That means layering interest targeting, lookalike audiences of your best customers, and behaviours like recent purchases or high-ticket buying habits.

Then, it's about matching those audiences with features inside Ads Manager that filter out the noise... like excluding freebie seekers, retargeting warm leads, and using ad placements that grab attention fast.

When you get this right, you're not just running ads...you're running a **buyer magnet** that fills your funnel with people who are serious, pre-qualified, ready to book calls and looking to buy now to solve a big problem.

3) Become a Master of Your Core Client Avatar / Niche Market So You Can Attract Your Dream Customer

The last strategy you can use to find buyers when running ads, is by deeply understanding your core client avatar.

We talked about this during module #1 of C.A.A, and we will quickly go over the key points in the next section for this module...

🔑 Deep Mind Client Avatar Research – Targeting Strategies To Find Your DREAM CUSTOMERS & CLIENTS!

Please take the time out to do this as it's the foundation your ads will be built upon.

It baffles me how a large amount of people trying to make money online or running a business never take the time out to fully understand their market in terms of:

- What the market actually wants?
- What they are interested in?
- What their big problems, challenges & struggles are?
- What their dreams, goals and desires are?
- The **strong emotional drivers** that get them to move forward and take action?

If you haven't already done this exercise during module #1 (*Client Avatar Immersion & Demographic Syphoning*) answer the following questions using the **CLIENT EMPATHY MAP** below...

...which will help you get a better understanding of exactly who you are targeting, the interests you can use when running ads & the underlying problems + the emotional drivers that get people to move forward and take action.

You need to know your target markets **interests, age, gender, location, income** etc to run targeted ads.

Also notice on the map below when I taught you in the previous modules about targeting 3 of the 5 senses (**See, Hear, Feel?**)

This map will allow you to do exactly that so when you target and run ads, you'll naturally increase conversions.

You have to think **WHERE ARE YOUR DREAM CUSTOMERS / CLIENTS HANGING OUT ONLINE** and target them.

(Most marketers don't think about these minor details but it all adds up to increase conversions, especially when running ads!)



WHAT DOES YOUR CORE CLIENT AVATAR THINK & FEEL?

What Really Counts?
What Keeps Them Up At Night?
What's Their Worries & Aspirations?

HEAR?

What Their Friends Say?
What Their Boss Says?
What Influences Them?
Who Influences Them?



SEE?

What's The Market Environment?

What's The Market Currently Offering?

SAY & DO?

Interests?
Attitude In Public?
Appearance?
Behaviour?

PAIN?

Fears?
Frustrations?
Obstacles & Big Problems?

GAIN?

Wants & Needs?
Deep Emotional Desires?
Measures of Success?

If you've already completed the exercise I advised you to do during module #1, make sure you have your research at hand as we move through this module when setting up your ad campaign.

Next we will go over...

The Most Important Question When It Comes To Running Paid Ads?

As you've seen from the previous modules that I am very strategic and hopefully by now... you're beginning to understand the power of being a real online entrepreneur as opposed to a business opportunity seeker.

One of the crucial things you have to do before you start your traffic campaigns... is you must map out your KPI's...

(Key Performance Indicators!)

If you don't do this like some beginner media buyers, its literally like throwing spaghetti at the wall and hoping it sticks.

When you run paid ads without mapping your KPI's and answering the most important question, then you have no baselines to measure against... to determine whether your ads are working effectively or not.

Your KPI's are your benchmarks and they will keep you on track. You will know exactly which ads are performing and profitable and which ads are not based off your KPI's, so you switch them off after the 7-day testing phase.

The **most important question** you need to answer before you map these KPI's out is...

How Much Can I Afford To Spend To Acquire A Customer?

This is something amateurs don't understand. They ask questions like...

“Why do I have to buy a customer?”

Online entrepreneurs understand that when you're able to buy customers for less money than your **ACV (Average Customer Value) & LTV (Lifetime Value)** then you're guaranteed to make money when running ads.

It's like printing money because you can keep going out there into the marketplace and buy customers to make more money back in return. For this to happen you need an optimized deep sales funnel in place with offer(s) that serve your clients.

Now the metric for *“The Most Important Question”* is going to be different for most of you. It significantly depends on how deep your sales funnel is and whether you have a high-ticket offer to promote that pays you a sale of at least \$3,000+ or more.

In my business right now I am in the process of creating an offer priced at \$50,000 - \$100,000 for **“The Fly Me To Your Home Mentorship Program”** ...

...which is a 3 day 1:1 live implementation program with me where I fly to your city, access to my DONE FOR YOU AI Funnels + 7-Figure Business Infrastructure service, access to all of my info products and a years worth of coaching to keep you on track so you can get massive results!

I only have 1 spot available each year... due to accessing my precious time, which will create massive urgency and scarcity, when I launch this offer.

This means my sales funnel along with my other high-ticket + continuity offers is much deeper compared to some of my competitors, who may not be leveraging all **4 of the profit pillars** and only promoting a product for \$1,000 - \$2,000.

With this LIVE implementation / coaching program it means I could potentially spend \$50k - \$100k on traffic to get 1 client and still break even. My competition in this example however can only spend \$1,000 - \$2,000 on traffic before he or she starts losing money.

Now obviously I don't spend \$50k- \$100k on traffic to get a customer.

I acquire customers for way, way less than that LOL, but because my sales funnel is deep and I leverage the **4 Profit Pillars** which includes my high-ticket offers + DFY service it allows me to invest a lot more on traffic compared to my competition and still profit in the long term.

Does that make sense?

Below is a diagram of...

A Deep Sales Funnel With High-Ticket Offers = More Leverage And The Ability To Scale FASTER

DEEP SALES FUNNEL



Multi 7-Figure Funnels Conversion System

- (VSL / Mini Webinar)
- (Daily Emails)
- (Social Media Posts)
- (Videos)
- (PDF's & Blog Posts)
- (Customer Testimonials)
- (Case Studies)
- (DMs)
- (Phone Follow Up)
- (SMS Text)
- (AI Agents)
- (E.B.M Webinar)
- (Authority Book)
- (Front-End OFFER(s))

HIGH-TICKET BACK-END OFFERS

(Authority Book)

"I AM LOOKING FOR 5 MORE OF MY PERFECT CLIENTS..."

If That's You I Will PERSONALLY Work With You One-On-One Over The Next 10 Weeks To Transform Your Online Business Into MASSIVE PROFIT Using Cutting Edge Traffic & Sales Conversion Secret Hacks That Only 1% Of Online Marketers Know About...

Let Me Make You My Next Success Story...

My business partner and I have done over 6 figures in revenue together with the internet using forbidden strategies that I've learnt from my \$10,000,000

1:1

'GET CLIENTS'

COACHING PROGRAM

7-Figure↑

COACHING

DONE FOR YOU FUNNEL + BUSINESS INFRASTRUCTURE!

AI

IF YOU ARE NOT LEVERAGING THE POWER OF AI, YOU ARE GETTING LEFT BEHIND!

Now let's answer the most important question together.

If you're selling a \$3,000 offer and you want a 2:1 **ROAS (Return On Ad Spend)** you can invest \$1,500 into paid traffic to get 1 customer!

$$\$3,000 \text{ offer} / 2 = \$1,500$$

You can technically invest more than that and still make profit but my minimum goal for you is a 2:1 ROAS

If you can get a 3:1, 4:1 or higher ROAS that's FANTASTIC.

When you have that metric nailed, you know you can spend X amount of money on traffic (*in the example above = \$3,000 to breakeven which means you are acquiring customers for FREE*) before you start losing money on ads!

Acquiring Customers For FREE @ Breakeven On The Front-End = The Holy Grail Of Online Marketing IF You Have a Back-end Offer To Make Profits From!

If you invest \$3,000 in this example, you'll breakeven. Depending on your business model... when you have a deep sales funnel with other back-end offers... this is good because you'll make profit from up-selling a % of your existing customers.

When you can buy customers for less than your ACV (average customer value) and LTV (lifetime customer value) then you are GUARANTEED to be profitable and you have the ability to scale to \$1,000,000 and beyond RAPIDLY.

Hopefully that make sense!

Now answer the following question for your offer price point

How Much Can I Afford To Spend To Acquire A Customer?

To work this out... take your offer price point and divide by 2 if you want a 2:1 ROAS. 😊

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

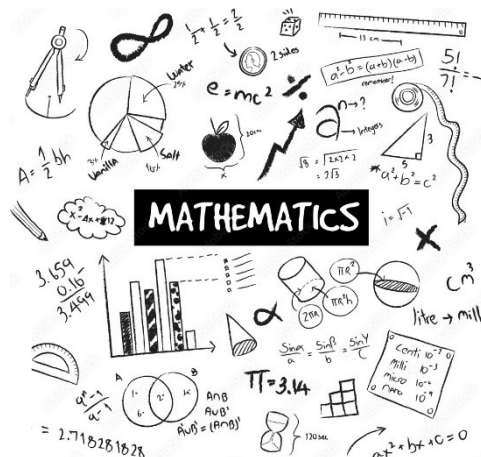
🔑 Calculating Your KPI's (Key Performance Indicators) Before Running Your Traffic Campaign So You Can Print CASH!

PAID TRAFFIC is based on simple **MATH & SCIENCE!**

When you have benchmarks to keep yourself on track you'll know if your ad is losing or making you money.

We talked about the KPI's in module #8 (**FUNNELS**) but we will walk through a live example so you can better understand.

Here's the **CRUCIAL KPI's** you'll want to keep an eye on and track DAILY.



- **THE MOST IMPORTANT KPI = ROAS (Return On Ad Spend)** (*How Much \$\$\$ Did You Make Minus How Much Did You Spend On Ads?*)
- **(CPA) Cost Per Acquisition.** (*What's The Cost To Make a Sale / Acquire a Customer*)
- **(ACV) Average Customer Value** (*Whats The Average \$ Amount You Make Over a 12 Month Period Per Customer*)
- **(LTV) Lifetime Customer Value** (*What's The Average Revenue Over a Customers Lifetime – This metric is good to track if you are applying high-ticket recurring pricing cycles for your offer! Let's say you are charging \$2,000 per month and the average client stays for 5 months. This gives you an LTV of \$10,000! \$2,000 X 5 Months = \$10,000*)
- **(CPBC) Cost Per Booked Call** (*Total Ad Spend / Number of Booked Call*)
- **(CPL) Cost Per Lead** (*It will tell you this metric in the ads manager*)
- **(CPC) Cost Per Click** (*It will tell you this metric in the ads manager*)
- **Conversion % of LCP = Lead Capture Page.** (*It will tell you this metric in your funnels software*)
- **Conversion % of VSL / Sales Page.** (*It will tell you this metric in your funnels software*)

Were first going to work out the cost of acquiring a customer / making a sale which is **CPA (Cost Per Acquisition)** and you start at the end, by working backwards.

KPI Reverse Engineering Equations

For example lets say you're promoting an offer which pays you \$3,000 per sale.

Like I mentioned before... you're aiming for at least a 2 : 1 return on your ad spend. **ROAS**

$$\$3,000 / 2 = \$1,500$$

This means you can not spend more than \$1,500 to get a customer if you want a 2 for 1 return when selling an offer for \$3k. **So your CPA is \$1,500** in this example

If you can get it lower than \$1,500... the more profit you'll make and the higher your ROAS.

Typically VSL's, webinars and sales pages convert between 1 – 10% but in this example we are going to be fairly conservative and say the VSL sales page is converting at 4% to keep the math simpler

This means every 100 LEADS / people you send to the VSL sales page you'll get 4 booked calls. So your VSL **sales page conversion rate is 4%**

To make 1 high-ticket sale in this example you need a **sales close rate of 25%...** which means for every 4 calls you take you make 1 sale of a \$3,000 offer.

To work out your CPBC (*Cost Per Booked Call*) you'll begin with the CPA which is \$1,500 and divide it by 4 booked calls which = **\$375 (CPBC)**

To work out your LEAD COST... we have to refer back and remember your CPA (Cost Per Acquisition) metric that you are aiming for is \$1,500 (*you can't spend more than that amount if you want a 2:1 ROAS!*)

So, you'll divide your CPA target by 100 leads

$\$1,500 / 100 \text{ leads} = \15.00

(BTW if you follow what I teach you, you'll get leads WAY cheaper than that, but technically in this example you can spend \$15 to get a lead)

This means your **(CPL) cost per lead is a maximum of \$15.00**. And you can not pay more than \$15.00 to get a lead onto your email list. However, you'll want to try and get it lower than that number.

Your lead capture page needs to convert at a minimum of 20 – 25%.

Let's say your **lead capture page is converting at 20%** to be conservative.

This means 1 out of every 5 people will enter their email address (opt-in) and become a lead. So if you need to get leads for \$15.00 or below, you need to get clicks for \$3.00 or less.

$\$15.00 \text{ per lead} / 5 \text{ people clicking your ad} = \3.00

Your CPC (Cost Per Click) is \$3.00

So in this example your KPI's are as follows...

- **CPA = \$1,500** - If you want a 2:1 ROAS (Return On Ad Spend) when selling a \$3k offer
- **VSL Sales Page converts at 4%**
- **Lead Capture Page converts at 20%**
- **CPBC = \$375**
- **CPL = \$15.00**
- **CPC = \$3.00**

If you go above these metrics you won't get a 2:1 ROAS and if you spend more than \$3,000 to acquire 1 customer you start losing money on ads. Make sense?

The **lower** you can get your...

- **CPA (Cost Per Acquisition)**
- **CPBC (Cost Per Booked Call)**
- **CPL (Cost Per Lead)**
- **CPC (Cost Per Click)**

...and the **higher** you can get your...

- **Lead Capture Page Conversion Rate %**
- **VSL / Sales Page Conversion Rate %**
- **Sales Close Rate %**

...the more money you'll make from your paid advertising campaign.

3 other traffic metrics I advise you to track which we talked about in module #8 are:

- **CPM (Cost Per 1,000 Impressions)**
- **CTR (Click-Through Rate)**

If you have an offer for \$5,000 - \$10,000 per sale or more... you can technically INVEST more money to acquire a client / customer! This is why as you advance on your business journey... building out your back-end offer(s) is important because of 2 crucial things

1) **Bid Auction –**

When you're running paid traffic, everything comes down to the **bid auction!** It's the battlefield where your ads fight for attention.

The reality is simple: the business owner who can spend the most to acquire a customer **wins every time.**

Why?

Because if your funnel, offer, and backend systems are dialled in, you can outspend everyone else and still stay profitable.

Most people tap out because they're focused on "*cheap leads*," but the real winners understand that when you can afford to pay more per click, per lead, and per sale... you dominate the market and push the competition out, because the major ad networks sends the best leads to the highest bidders.

2) **You Make More Profit & Your ACV & LCV Skyrockets –**

When you dial in your offers, funnel and nail your sales process, **your Average Customer Value (ACV) and Lifetime Customer Value (LTV)** increases and that's exactly how you make more profit per customer.

Instead of scraping by on small, one-off sales, you're stacking real value, upsells, and repeat continuity purchases leveraging the 4 profit pillars that multiply the money coming in from every single customer.

This means you can spend more to acquire a lead + front-end customer, crush your competition in the ad auction, and still come out with a fat profit margin.

The higher your ACV and LTV, the more cash flow and freedom you unlock... because every buyer is worth 3x, 5x or even 10x more to your business over time.

Not only that... they are now on your **email customer list** which means you can market to them for FREE instead of paying Zuckerberg your \$\$\$!

That's how you scale fast and own your market.

Does that make sense?

If it doesn't make sense, keep reading it over and over again until it's engrained into your brain ☺ and then plug in your metrics for your specific product pricing and work out your KPI's.

You'll be tracking all your data and metrics in the ads manager / hyros tracking software + your sales funnel software... against your benchmarks so you can make strategic decisions & scale your campaign after the 7-days testing phase.

IMPORTANT KEY POINT

As you can see its super important to track your METRICS. However when we break traffic metrics down using first based principles thinking... The most important metrics are...

ROAS

ROAS (Return On Ad Spend)

(How Much \$\$\$ Did You Make Minus How Much Did You Spend On Ads?)

*If You're Making More Money Than You Invest In Ads... You're WINNING & You Can
SCALE!*

&

CPA < ACV

(CPA) Cost Per Acquisition.

(What's The Cost To Make a Sale / Acquire a Customer)

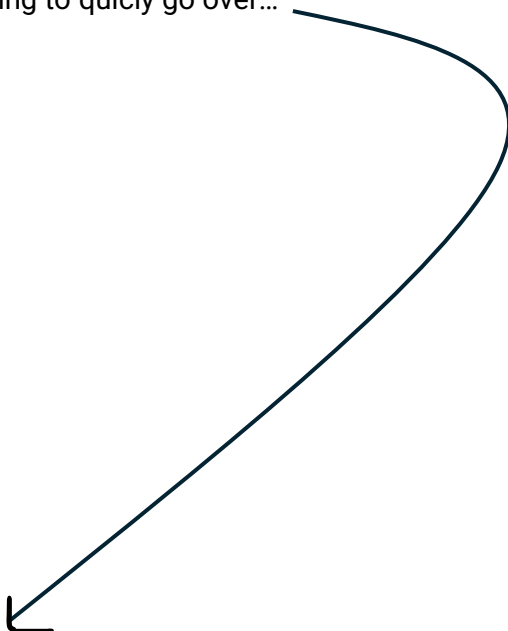
(ACV) Average Customer Value

(Whats The Average \$ Amount You Make Over a 12 Month Period Per Customer)

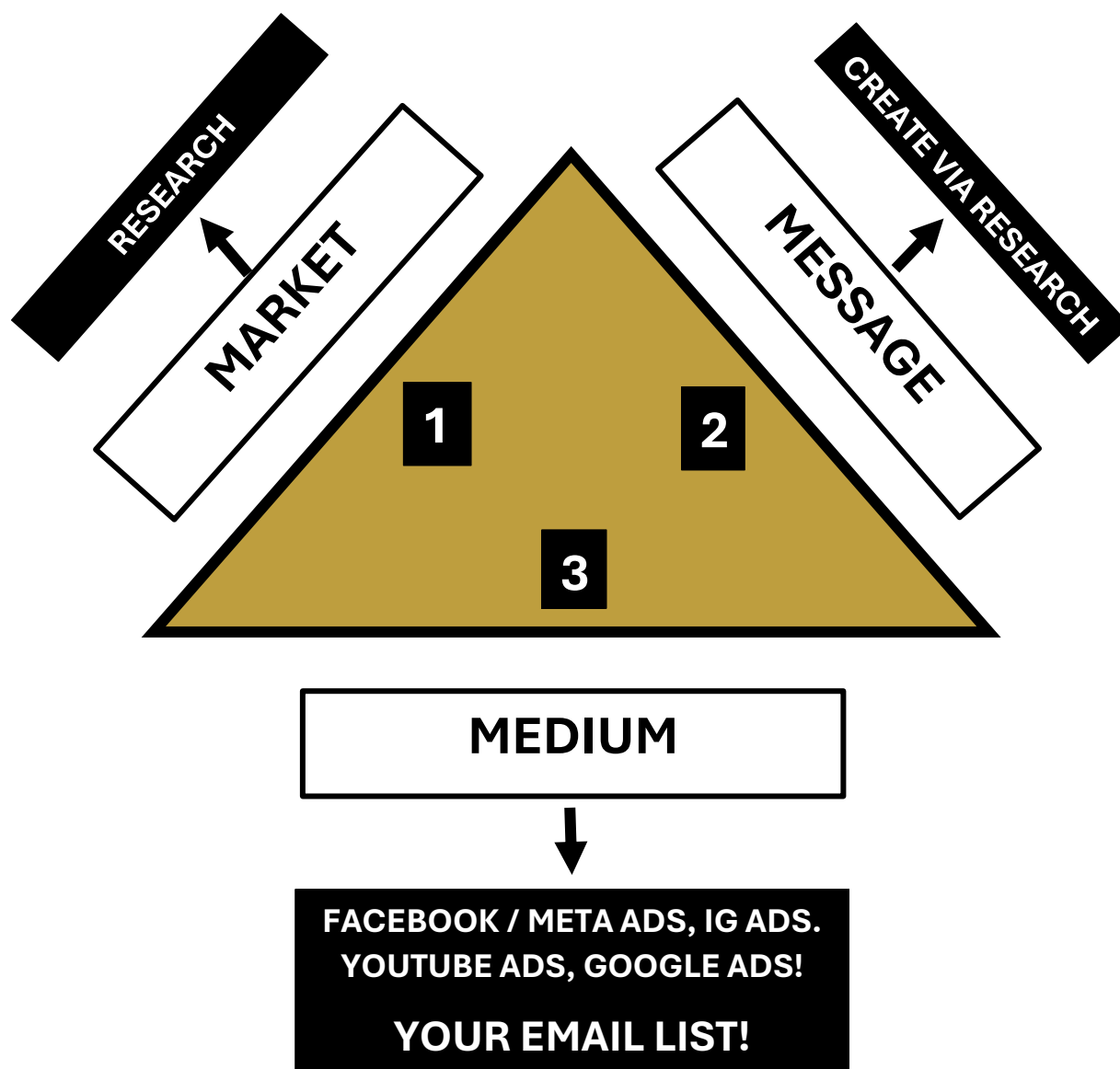
**If Your CPA Is Less Than Your ACV You're
100% GUARANTEED To Be Profitable!**

Awesome work, Well Done! 😊

Now were going to quicly go over...



🔑 The 3M Triangle Traffic Diagram!



When it comes to paid traffic, everything comes down to the **3M's = Market, Message, and Medium.**

If you don't have these dialed in, you're gonna burn cash.

Your market is the foundation! You need to know exactly who you're speaking to, what keeps them up at night, and what they truly want.

From there, your **message** is crafted from deep **market** research. It's not about what you think sounds good, it's about what grabs their attention, hits their pain points, and hooks them in instantly, by getting the to read or watch the ad and clicking to go over to you LCP / landing page.

Then, you place that message inside the right **medium**... whether it's Facebook, Instagram, YouTube or Google and that's where your prospecting ads go to work.

The goal isn't just to "show up" in their feed, it's to **INTERRUPT** their scrolling pattern, spark curiosity, and pull them into your funnel with messaging so aligned they feel like you've been inside their head.

That's how you turn cold traffic into leads, leads into appointments, and appointments into cash.

Which leads us nicely onto...

Writing Killer Ads That Convert Into Clicks, Leads, Appointments & Cash!

Awesome, you're doing great so far. Now its time to create your ad copy + ad creative (*image / video*). This is where you'll need to refer back to module 1 where you researched your niche market + core client avatar because your copy needs to...

- **Pre Qualify**
- **Pre Frame**
- **Pre Sell...**

...your perfect customer avatar on **clicking on the ad** and heading over to your LCP (*Lead Capture Page*) or VSL (*Video Sales Letter*) page.

The first thing you need to understand when writing & creating ads is...

You Can Not Create Desire In Your Client Avatars Minds, You Can Only Take Existing Desire & Channel It Correctly!

However the majority of the people on the planet have desires in the big 3 markets wired into their subconscious which you can tap into! The top desires in the big 3 markets (*Make Money / Business, Health / Fitness / Weight Loss & Dating / Relationships*) are as follows...

- *The desire for more FREEDOM!*
- *The desire to MAKE MORE MONEY & have more disposable income!*
- *The desire for more TIME freedom!*
- *The desire to be able to create INCOME ON DEMAND from your laptop!*
- *The desire to TRAVEL & have LOCATION FREEDOM!*
- *The desire to spend more time with KIDS and watch them grow up!*
- *The desire to increase STATUS & RECOGNITION!*
- *The desire to increase SECURITY!*
- *The desire to have better HEALTH!*
- *The desire to have a better BODY!*
- *The desire to have better RELATIONSHIPS!*
- *The desire to find LOVE!*
- *The desire to have more INDEPENDENCE!*
- *The desire not to be controlled by a JOB or a BOSS!*
- *Personal GROWTH & EXPANSION!*

Once you have decided the key desires your core customer avatar wants, then it's time to figure out how your product or service offer is going to fulfill those desires.

Here are some ways products / services in the make money / business niche fulfill some of those desires

- **Step-by-step training to attract clients, make income on demand and create freedom**
- **Automated AI client acquisition system that fast tracks lead generation, appointment booking and high-ticket sales so you can grow your profits!**
- **Done For You sales funnels that convert into sales and cash flow like clockwork**
- **Professional phone sales team that does all the selling for you.**
- **Step-by-step training on how to drive targeted traffic using organic + paid ads**
- **Done For You high-ticket offers so you don't have to spend time and money creating your own integrated product suite.**

Spend some time going deep on how your specific offer is going to tap into the core **DESIRES** of your market and how you're going to crystalise it into a **SPECIFIC NEED**, so your offer can **SOLVE THE PROBLEM(s)** your dream client is suffering with.

Now that you've determined how your product / service can fulfil the main desire in the marketplace and how it can provide the solution to the specific problems, next it's time to determine your traffic temperature to see how aware they are in relation to your product and the actual problem they are facing.

If you're first starting out with paid traffic, you're most likely going to be targeting **cold traffic** with your ads so they're going to be **PROBLEM AWARE**.

This means your ad must target the **BIG PROBLEMS** your target market is facing and crystalize it into a **SPECIFIC NEED** to get them to click the ad.

When you get more advanced you can start retargeting your potential leads & prospects. These people are classed as **WARM TRAFFIC**, which means they are **SOLUTION AWARE**.

You can also retarget your **HOT TRAFFIC / PROSPECTS** with ads that talk directly about your offer or give them a direct CTA to book a call on your calendar because they are **PRODUCT AWARE!**

Now when running ads on the major media networks like Facebook, Instagram, YouTube & Google, you must be careful about writing your ad copy with exaggerated claims. Especially when it comes to making money and weight loss because you will get your ad account banned.


To get around this you can create a **FIRST-PERSON STORY AD** and talk about your own results!

For example, you **CAN NOT** say...

 **“Guaranteed Way To Make \$10,000 Per Month!”**

This will result in an instant ad account BAN!

However, if you have made \$10,000 in a single month. You can say the following...

 **“Here's How I Made \$10,000 In a Single Month...”**

And then tell a **STORY** about **HOW** you did it!

Paid Ad Layout Example

Here's an example of one of my previous **FIRST-PERSON STORY ADS** on Facebook

Sam Malsom
Sponsored · 🌐

👍 Like Page

Ad Copy!
(Text)

Just 3 short years ago while living in the UK, I was DEAD BROKE, unemployed, in mountains of debt and struggling to MAKE A SOLID INCOME ONLINE.

Ad Focusing On 1 Problem

I was tired and frustrated, suffering from INFORMATION OVERLOAD. My mind-set and ENERGY was in a constant negative vibration.

I was always worrying about my financial situation and my FUTURE. I was feeling overwhelmed and completely STUCK. For the first year of my online marketing journey I made zero dollars. ... See More

Ad Creative!
(Attention Grabbing Imagery or Video)



Ad Giving Away A FREE Lead Magnet

Headline!

How To Create Income On Demand And Live A Life Of Complete FREEDOM Using The Internet!

Description!

Get The 'FREE GUIDE' To Learn How Our Affiliate Team Made \$3M In 90 Days WITHOUT Losing Money On Traffic!

Learn More

CTA
(Call To Action)

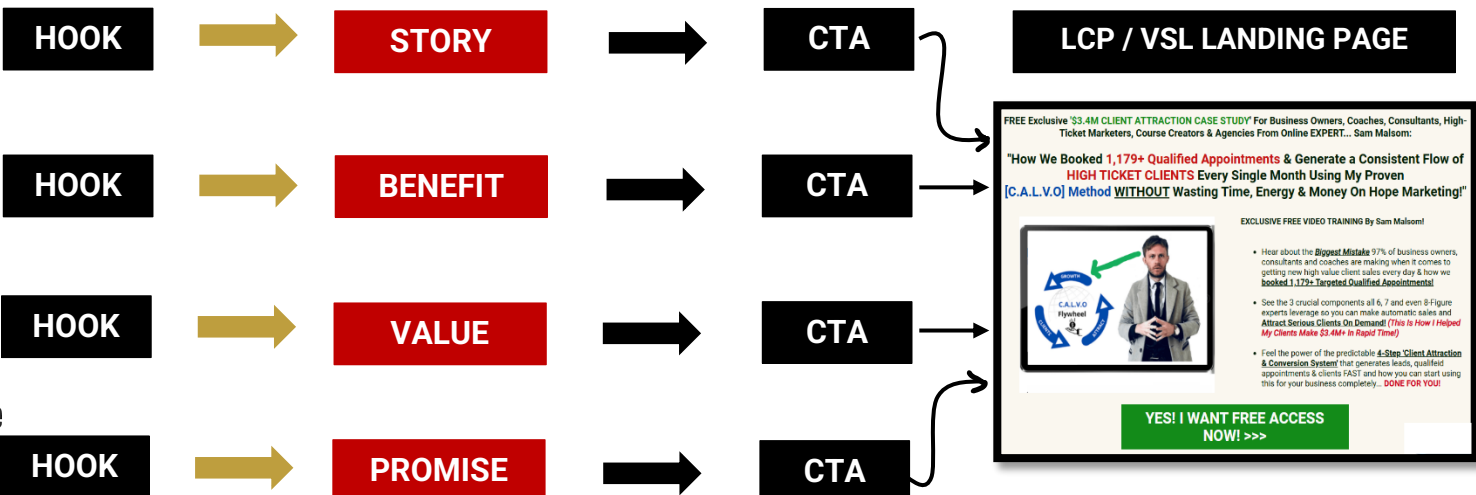
Ad Breakdown

The **HEADLINE + AD CREATIVE** equates to **70 – 80% of your ad!** Your image / video must portray the main **BENEFIT / DESIRE** that your target market is looking to achieve. In the ad example above, the desire I am targeting is freedom as that's the core desire the market I was targeting wanted based off my research!

I'm on my penthouse apartment roof in Cyprus in the sun, with a nice skyline which portrays **FREEDOM!**

The headline + ad creative **HOOKS** the right people in and grabs their **ATTENTION**.

Simplified Ad Creation Model



As you can see from the diagram above there are 4 main ad formats you can use to get qualified targeted people (TRAFFIC) clicking on your ads and heading over to your LCP / VSL landing page...

... to grab the email address + phone number (TRAFFIC THAT YOU OWN) or directly booking them onto an appointment / strategy call with you.

(1) HOOK > **STORY** > CTA –

This works fantastically well, because people buy into emotion and relatability, so your story does the heavy lifting. Here you'll want to tell a story that dives deep into the big problem(s) + the strong emotions and the CTA must talk about a specific need.

(2) HOOK > **BENEFIT** > CTA –

This ad format gets straight to the point, showing your prospect the BIG WIN they'll get if they take action now and click your ad.

(3) HOOK > **VALUE** > CTA –

This ad format is perfect for educating and positioning yourself as the authority while stacking goodwill before the pitch.

Here you can share some free tips around a SPECIFIC NICHE TOPIC to help people... then finish with a strong CTA by giving away a free lead magnet & / or booking them on a free strategy call.

(4) HOOK > **PROMISE** > CTA –

This is where bold commitments and guarantees stop the scroll and force attention.

However, like I mentioned before... you must be careful when running this kind of ad on the ad platforms, because you cannot make claims / promises in relation to income & weight loss etc.

One way I used this when selling a course / coaching program on traffic is...

“Guaranteed Way To Get 30 - 100 Targeted Leads Per Day For Your Online Business!”

Each format has its place, but the real power comes from testing and matching the right structure with your audience's awareness level, so your ads hit like a sniper shot every single time.

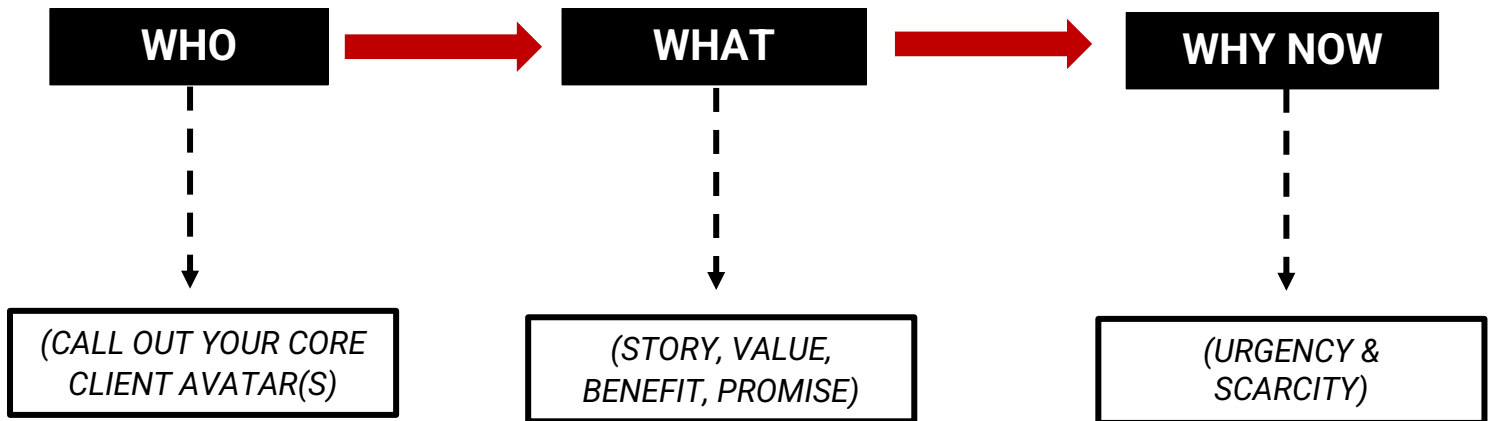
When you use these 4 ad formats, you will never run out of **ANGLES** to use in ads, giving you unlimited variations to test, providing you've completed the action steps in module #1... by mastering your niche + deeply understanding the core client avatar you're trying to target.

You can also use Claude AI, Google Gemini, Jasper or Chat GPT to come up with ad angles for your specific niche by using the following prompt:

Imagine you are the best ad copywriter. Write [4 – 10] different ad angles for [SPECIFIC NICHE] using the following ad format [ADD SPECIFIC FORMAT HERE e.g. HOOK > BENEFIT > CTA] focus on one specific big problem + emotional desire for each ad.

You can then edit the ad by personalising it you, your offer and your brand, using the copywriting strategies I taught you inside module #7! Next up is the simple ...

WHO, WHAT, WHY NOW Ad Framework



The **WHO, WHAT, WHY NOW** framework is a game-changer when it comes to writing effective ads that actually drive clicks and attracts cold targeted traffic into your funnel. Here's why: it cuts through the noise and positions your message like a laser. Let's break it down together.

➤ **WHO** (*CALL OUT YOUR CORE CLIENT AVATAR(S)*)

You start with the **WHO** – directly call out your core client avatar so they know, without a doubt, “this ad is for me.” That instant identification stops the scroll. And gets them to pay attention which leads them into reading the rest of the ad copy or watching your video ad.

➤ **WHAT** (*STORY, VALUE, BENEFIT, PROMISE*)

This is where you build interest by highlighting a clear benefit, telling a short story, showing proof, or making a promise that hits the exact pain points and desires of your market.

This allows you to create value-driven copy designed to get them emotionally hooked and logically curious. At the start of your paid ads journey, I advise you to pick ONE format in the form of either (*Story, Value, Benefit or Promise*) and as you advance you can add a combination of all 4 formats into one ad!

➤ **WHY NOW** (*URGENCY & SCARCITY*)

If people don't feel a reason to act today, they won't act at all. Adding limited availability, time-sensitive offers, or results they're missing out on creates that forward pull.

Put it together and you've got an ad that grabs attention, builds desire, and forces action, which is what we want to achieve when running ads:

➤ **Get the CLICK,**

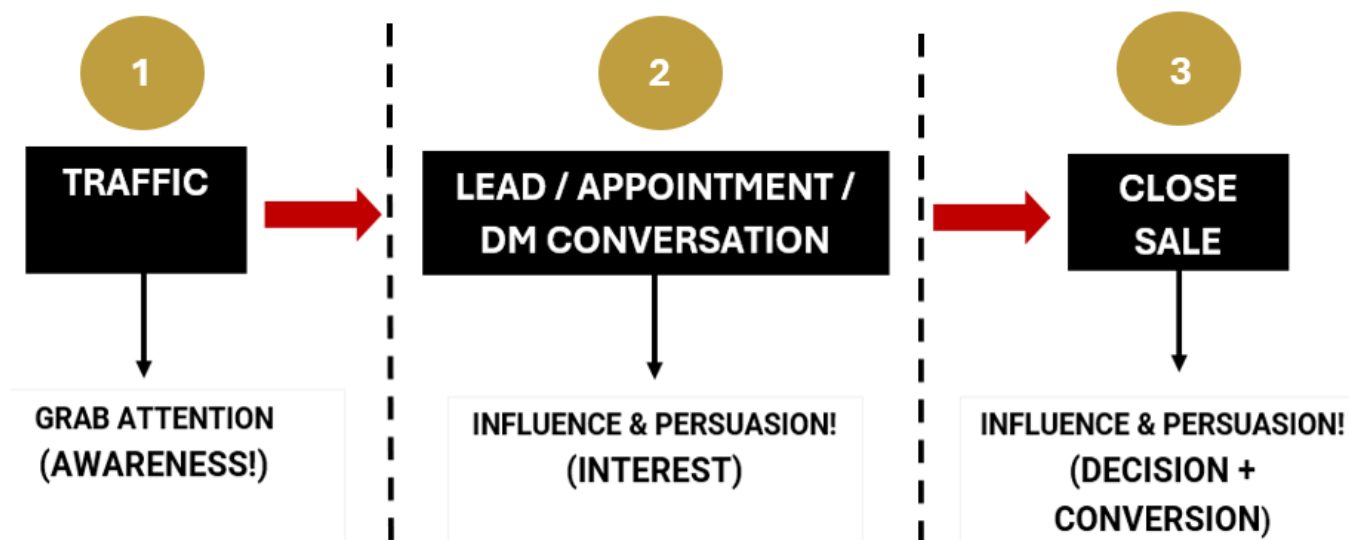
➤ **Get them inside your FUNNEL** (*Traffic You Own*) &...

➤ **Let the C.A.L.V.O Client Acquisition System** do the heavy lifting for you! 😊

If you remember back to the copywriting module #7, I taught you the **3 SIMPLE STAGES** of taking your traffic and converting them into a sale.

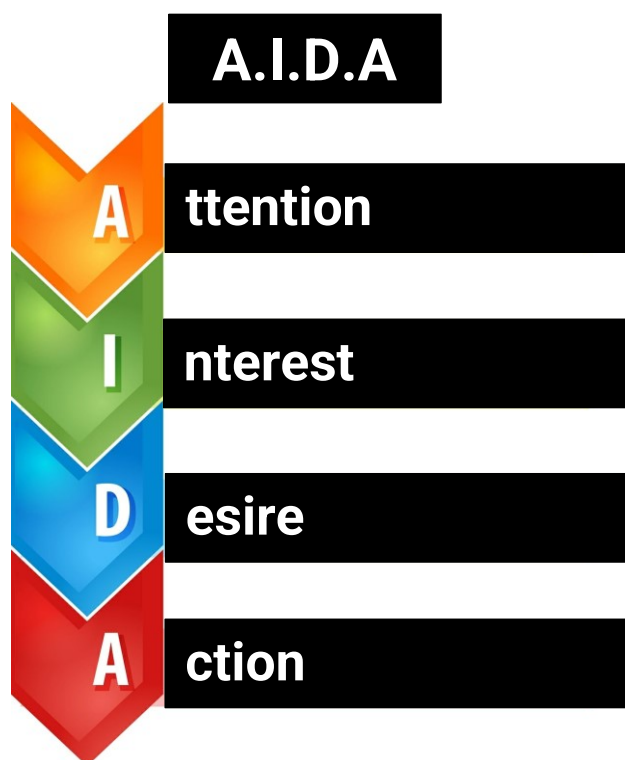
See diagram below...

STAGE #1 - TRAFFIC (GRAB ATTENTION > AWARENESS!)



QUICK REMINDER: You only need 1% of your traffic to flow through these 3 stages and buy to become a millionaire when selling high-ticket offer(s)!

With ads all we are focusing on is **STAGE #1 TRAFFIC – GRAB ATTENTION (AWARENESS) & GET THE CLICK!** The next framework is known as...



With this traffic framework, again I want to reiterate... your **ONLY GOAL** is to get the **CLICK** and nothing else. The big problem I see some amateur marketers apply... is trying to sell cold traffic within the ad itself. This can work for Ecom physical product businesses but never works for selling high-ticket offers.

The lead capture page will then convert a % of that traffic into a **LEAD** that goes onto your email autoresponder, so you can follow up.

Or if you are sending your traffic directly to book an **APPOINTMENT** with you via a V.S.L, then that page is designed to get qualified appointments booked on your calendar directly from the ad.

Here's the **Million Dollar A.I.D.A 'Fill In The Blank' Traffic / Ad Framework:**

ATTENTION = HEADLINE

ATTENTION [NICHE CLIENT AVATAR(S)]

Are You Sick & Tired of Struggling With... [3 X BIG PROBLEMS]

[BIG PROBLEM #1]

[BIG PROBLEM #2]

[BIG PROBLEM #3]

INTEREST

Imagine what life / business will be like when... [3X BIG BENEFITS + BIG EMOTIONAL BENEFIT]

[BIG BENEFIT #1]

[BIG BENEFIT #2]

[BIG BENEFIT #3]

[BIG EMOTIONAL BENEFIT]

DESIRE

After achieving [END-RESULT] *I felt* [STRONG POSITIVE EMOTIONS]

I've since gone on to help a bunch of students...

Here's...

[CLIENT TESTIMONIAL / RESULT #1]

[CLIENT TESTIMONIAL / RESULT #2]

[CLIENT TESTIMONIAL / RESULT #3]

You'll be able to see real proof of real people just like you, who have achieved some AMAZING RESULTS when you click the link below and go to the next page!

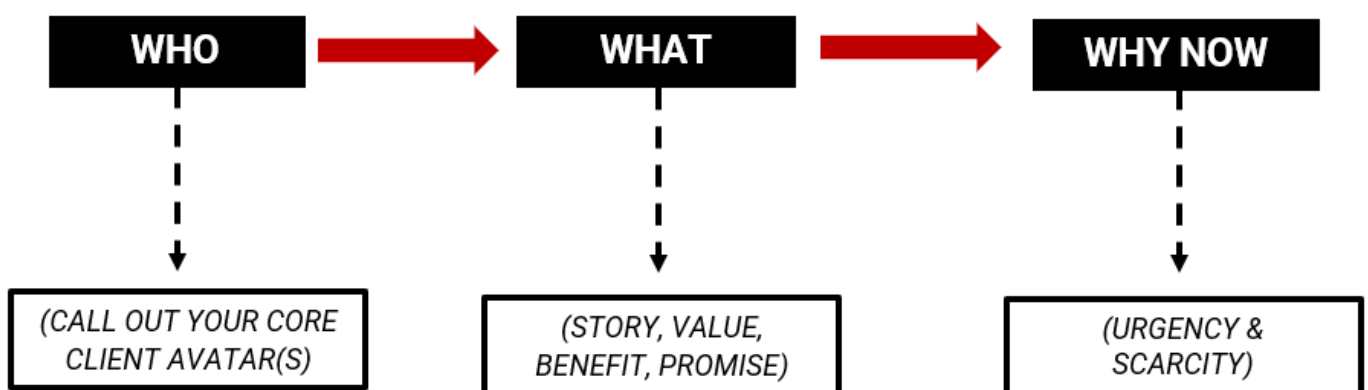
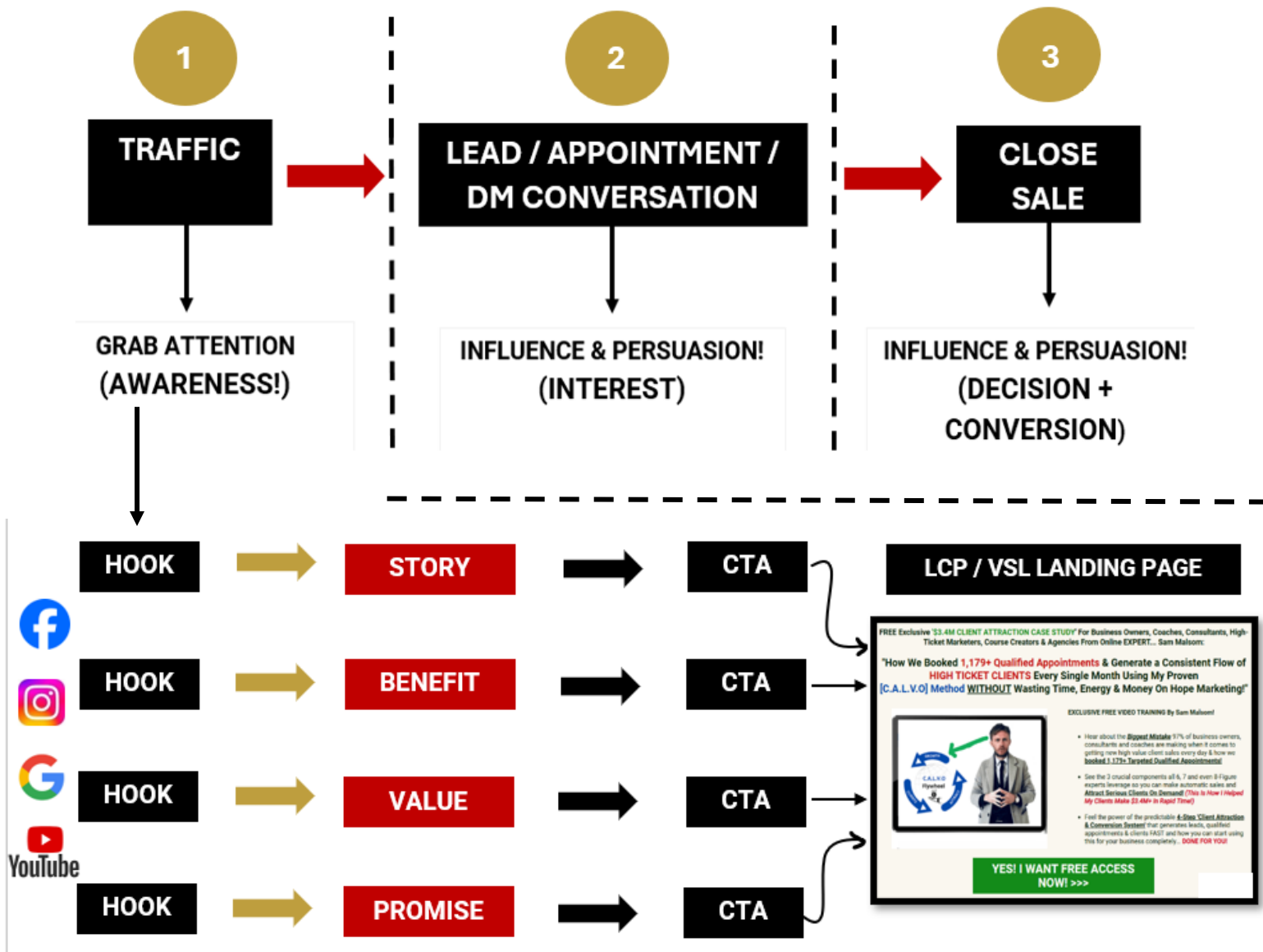
ACTION = CTA

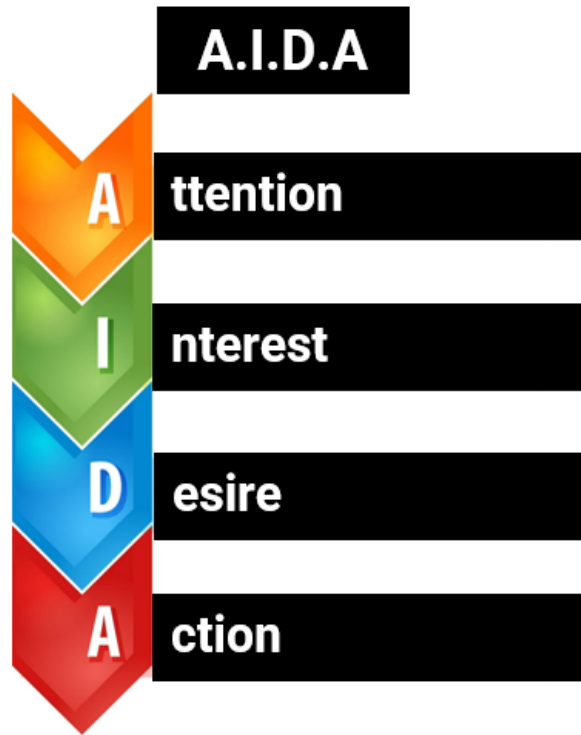
If you want to FAST TRACK your results WITHOUT struggle, failure and frustration!

I've created a **FREE [LEAD MAGNET NAME e.g. Phone Consult, PDF, Book, Video, Case Study, Webinar etc]** that walks you through the 5-steps **ROAD-MAP** so you can **[BIG BENEFITS]**

Click The Learn More Button Below Right Now & Get Instant Access

As you start advancing in your ad creation process, like I previously mentioned you can mix components of the different frameworks into one ad.





Here's some examples from proven ads + media buyers on how to do this...

Million Dollar Big Benefit + Story Ad Framework:

- 1) **Grab ATTENTION.** (*You can do this by asking a QUESTION / PATTERN INTERRUPT*)
- 2) **Provide a BIG BENEFIT!**
- 3) **Tell an interesting STORY** (*Make them feel the emotional pains & desires*)
- 4) **Provide a strong CTA (CALL TO ACTION!)**



As you can see in the ad screenshot below by Robert Kyiosaki.

He starts by using the word FREE which is one of the most powerful copywriting words that grabs attention.

Everybody loves getting something valuable for free. Remember, when giving away a free lead magnet it should be something your core client avatar would be willing to pay money for!

He then states the benefit of getting his book by saying "5 Steps To Starting An Online Business". Notice he is using a number? Specific numbers are really powerful to use in your copywriting.

After that he goes into a short story to relate to his audience and then he finishes with a call to action and a link.

7-Figure Short Form Ad Break Down Example #1

The image shows a Facebook advertisement for a free book. The ad is from Robert Kiyosaki, a sponsored post. The text of the ad reads: "FREE Book - 5 Steps To Starting an Online Business. When I started my FIRST business decades ago, I had to invest \$100,000 minimum. Becoming an Entrepreneur was hard and risky back then. Well, not anymore! Today, we have the Internet! FREE Book: <http://meadia.co/uwqtkYv...> See More". Below the text is a video thumbnail with the title "5 Steps To Becoming A Successful Entrepreneur..." and a call to action "FREE BOOK (DOWNLOAD NOW!)". Below the video is another text block: "FREE Book - Generating Wealth Using The Internet... Becoming an Entrepreneur is the TRUE path to Wealth. When I started, we had to invest \$100,000 or more, today, thanks to the Internet - The entire game has changed!". At the bottom of this text block is a "Download" button. The ad has 114 comments and 650 shares. Annotations with arrows point to various parts of the ad: "PROVIDE A BIG BENEFIT" points to the "FREE Book" text; "QUICK STORY" points to the paragraph about starting a business; "CTA (CALL TO ACTION)" points to the "See More" link; another "CTA (CALL TO ACTION)" points to the "Download" button.

PROVIDE A BIG BENEFIT

QUICK STORY

CTA (CALL TO ACTION)

CTA (CALL TO ACTION)

7-Figure Long Form Ad Break Down Example #2

- 1) **Grab ATTENTION.** (You can do this by asking a QUESTION / PATTERN INTERRUPT)
- 2) **Provide a BIG BENEFIT!**
- 3) **Tell an interesting STORY** (Make them feel the emotional pains & desires)
- 4) **Provide VALUE & Share Features + Benefits**
- 5) **Provide a strong CTA (CALL TO ACTION!)**

ATTENTION

>

BIG BENEFIT

>

STORY

>

VALUE

>

CTA

Frank Kern
Sponsored - €

Having a prospect tell you "I can't afford it" is the worst, isn't it? 🙄😞
Wouldn't it be great if you ONLY talked to prospects that could actually pay you? 💰💰💰
It's totally doable.
The "trick" is in two 🙌 things:

1. Create a system for attracting prospects with money. (This is usually a quick fix with what you're saying in your marketing).
2. Create a "filter" that keeps broke prospects from actually getting to you.

If you'd like know how to do this (and automate most of it), you need my book - "How To Get Consulting Clients Fast ...Even If Nobody's Ever Heard Of You"


I wrote it because I went from going door to door for business ...to creating a seven-figure consulting practice ...WITHOUT ever "chasing" prospects, cold calling, or any of that stuff we all hate.

Here are some things you'll learn when you read it:

- ➡ Five ways to get prospects eager to buy...Page 53
- ➡ Can you really get clients in the next 14 days?...Page 48
- ➡ How to get in front of prospects who can afford you... Page 45
- ➡ The NEW approach to generating leads and subscribers...Page 50
- ➡ This 7-Step approach to get your prospects to come to you...Page 52
- ➡ How traditional internet marketing can actually send you to the poorhouse...Page 27
- ➡ The 1 service you should offer before anything else...Page 13

This book is only 68 pages 📖 but it is PACKED with valuable content on every single page.

This is a limited time offer, so get your copy now, here:
<https://www.frankkernmarketing.com/consulting-clients/>



QUESTION TO GRAB ATTENTION

PROVIDE A BIG BENEFIT

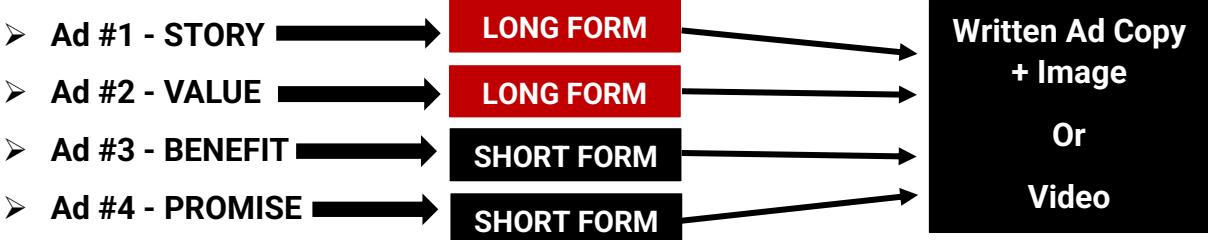
STORY

VALUE & FEATURES + BENEFITS

**CTA (CALL TO ACTION)
(SCARCITY / URGENCY)**



Here's 4 examples from my personal ads + copy using the 4 AD FORMATS



FIRST PERSON STORY AD EXAMPLE = LONG FORM (These ads are great for cold, warm & hot traffic)

For the first 12 months of my online marketing journey, I made ZERO dollars.

Stuck in the vortex of information overload, overwhelm and FRUSTRATION while literally pulling my hair out going around in circles!

Absolutely NOTHING seemed to work! 😞

Can you relate?

Back then I was promoting just about anything to make a quick buck.

But I ended up making nothing and I lost a lot of money on traffic that didn't convert!

It SUCKED!

I was struggling with, traffic, lead gen, booking qualified appointments and converting high ticket clients into PROFITS & CASH!

This resulted in me working harder than I needed to, which caused a huge amount of stress

Working longer than I needed to, which affected my relationships

Living in a constant state of worry, anxiety and fear!

My goal when I first started my internet business was to create FREEDOM for myself and my family, but I had created the complete opposite, which was an absolute nightmare.

Looking back...

...I know EXACTLY why I failed for the first 12+ months...

The reason we see a 97% failure rate in the online business industry is because virtually everyone is focused on making quick money as opposed to...

Mastering HIGH-INCOME SKILLS!

Yet, it's the skills that make you the money!

When you develop the correct skills in the right order, the FAST CASH FLOW is attracted to you!

Here's 2 keys to help you:

- *Provide massive VALUE into a hungry marketplace that are able and willing to invest into you and your offer!*

- *Genuinely help people solve a BIG PROBLEM so you can alleviate their PAIN!*

Your income is directly aligned with how well you do the 2 things listed above consistently!

When you can find or create a real product / service... that provides the SOLUTION to a specific person with a specific PROBLEM then you have the start of a RAPID-FIRE CASH FLOW INTERNET BUSINESS!

The Key To Making FAST CASH Is To CONNECT The Right MARKET (People)

...With The Right MESSAGE) (Copy) &...

...Present Them With The Right OFFER (Solution) That Solves a BIG PROBLEM!

When you master the skill of “CONGRUENT MARKETING” you will NEVER EVER have to worry about money ever again!

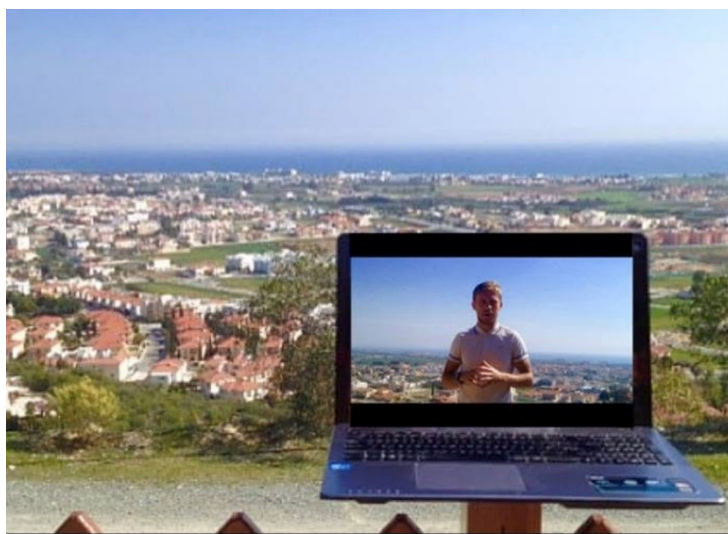
Inside my FREE training titled the “\$3.4M Client Attraction CASE STUDY” I share exactly how to do this as well as show you the 5-STEP road-map for growing your business with reliability and predictability.

Click the link here right now and get your FREE access >>

[ADD LCP / VSL LANDING PAGE LINK HERE]

I know exactly how to help you because I've done it + helped my clients make \$3.4M+ WITHOUT wasting time on hope marketing!

Click the learn more button below right now and I'll see you on the inside...



**How To Create Rapid Fire CASH FLOW
For Your Internet Business FAST!**

[Learn More](#)

VALUE AD EXAMPLE = LONG FORM (These ads are great for nurturing warm and hot traffic)

⊖ *ATTENTION Affiliate Marketers! Wanna Know The ONE BIG REASON WHY You're Struggling To Hit Your Monthly Profit Goal Consistently With Your Online Business?*

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

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

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

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

FOCUS! !

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

Especially as an online business owner!

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

These are all short-term fixes that look good in the moment but lead you absolutely nowhere!

If you really want to succeed online you must FOCUS on the PRINCIPLES and hit your KPI's DAILY!

- 1 High-Ticket Offer That Helps Your Clients Get Results!

- 1 High Converting Sales Funnel

- 1 Organic Traffic Source - Become A MASTER & Then Outsource To a V.A / Setter!

- 1 Paid Traffic Source - Become A MASTER!

This is all you need to get your business off the ground and into profit!

Everything else is just noise & a complete waste of time if you are below 6-Figures! ! 🔑

Warren Buffett once said:

“Really Successful People Say No To Almost Everything” Your Focus Controls The Attention of Your ENERGY!” ! 🔑

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

Now during the first 3-6+ months of your online business / promotion phase, sometimes it may look and feel like nothing is happening in terms of results.

However, please understand something called the COMPOUND EFFECT is taking place.

Understanding the compound effect will change how you do everything in business and in your life!

Hope you got some value from this post.

See you on the inside.

Sam Malsom

Founder & CEO: Online Wealth Society.Com

P.S If you want some personal 1:1 help scaling your online business and income....

Click the link below right now...

...book in your ‘FREE Profit Booster Strategy Session’ and let’s see how I can help you grow your business!

I look forward to having a friendly conversation with you

[Limited To Only 20 Spots This Week And They Fill Up FAST]

[ADD VSL (Video Sales Letter) LANDING PAGE LINK HERE]



Book Your ‘FREE Profit Booster’ Strategy Session
So You Can Grow Your Business!

[Learn More](#)

BENEFIT AD EXAMPLE = SHORT FORM

“ATTENTION Coaches, Consultants & Course Creators!

If you're not hitting consistent 5–6 figure months, it's NOT your fault.

You've been sold the wrong blueprint.”

If you're serious about turning your business into a 6–7 figure machine...

...you need the INSIGHTS based off proven results!

That's exactly what you'll get inside The 'Digital 7-Figure Blueprint' that I'm giving away for FREE to help you get unstuck!

The playbook helps you book qualified appointments, attract high-ticket clients, scale fast, and stops the guess work, so you can finally create real FREEDOM & SECURITY for you and your FAMILY!

On top of that, you'll get a FREE complimentary PROFIT BOOSTER phone consult with me

Grab your free copy now here >> [ADD LCP / VSL LANDING PAGE LINK HERE]

Read it.

Book your FREE call.

Then watch how FAST & EASY things shift when you stop playing small and start following a proven path.

Click Here Now To Get Your FREE Copy >> [ADD LCP / LANDING PAGE LINK HERE]



**FREE
BOOK**

FREE BOOK! Grab Your Copy of The Digital 7-Figure Blueprint To Grow Your Business!

[Learn More](#)

PROMISE AD EXAMPLE = SHORT FORM

Are you running a coaching business but tired of chasing LEADS that don't convert?

Inside my '\$3.4M Client Attraction' CASE STUDY Video that I'm giving away for FREE...

...I'll show you my exact C.A.L.V.O Method... so you can book 30–100 qualified appointments for your offer every single month...

...WITHOUT burning cash on broken ads or wasting time with dead-end leads that browse but never buy!

Plus, you'll get a FREE CLIENT MAGNET phone consult where we'll tailor the method to YOUR business so you can scale FASTER & EASIER!

[Limited Spots Available]

Click here now to watch the '\$3.4M Client Attraction' Video For FREE >> [ADD LCP / VSL LANDING PAGE LINK HERE]

Inside you'll learn exactly how to start filling your calendar with qualified appointments & prospects who are ready to buy now.

Click here now & enter your contact info so YOU can get FREE instant access >> [ADD LCP / VSL LANDING PAGE LINK HERE]



Get Instant FREE Access To The \$3.4M+ 'Client Attraction' CASE STUDY!

[Learn More](#)

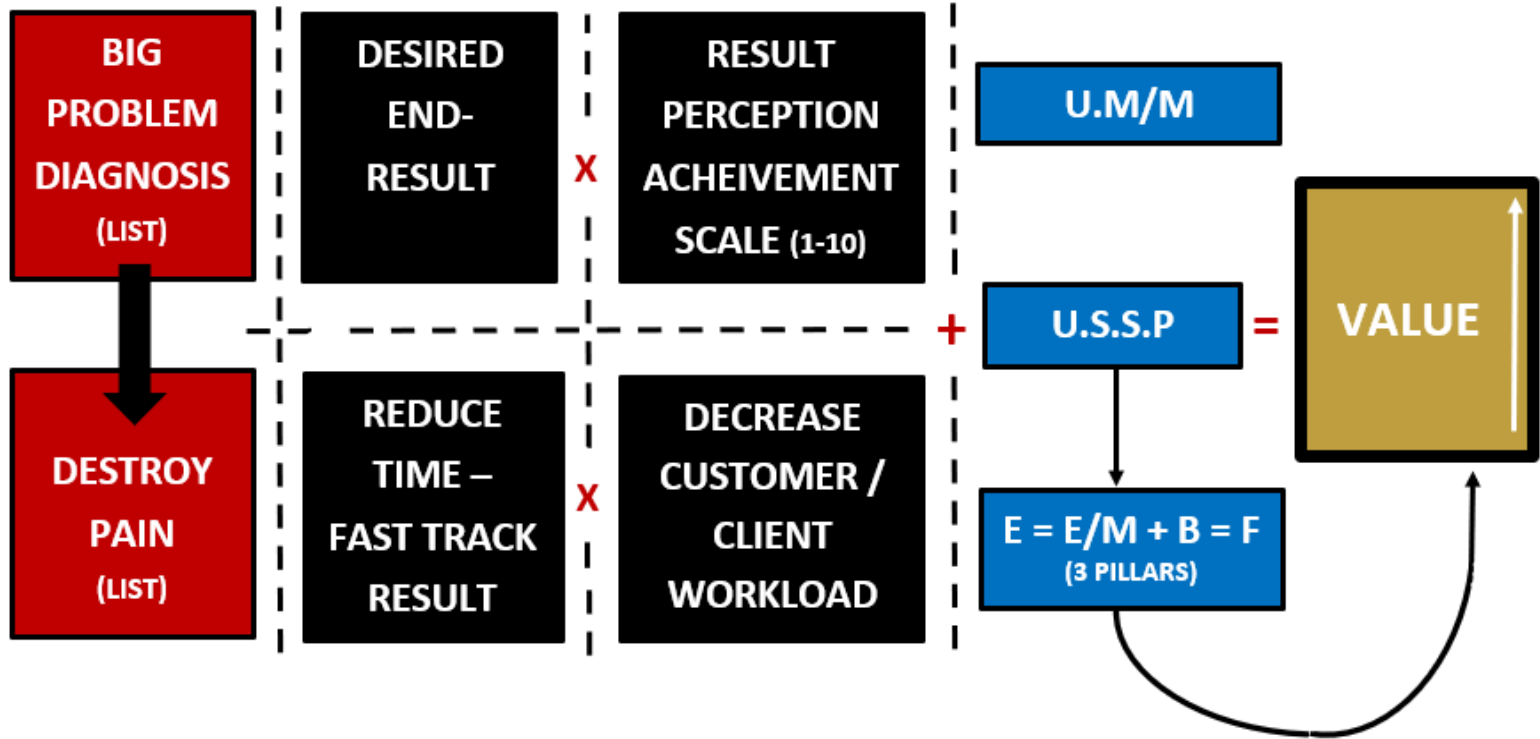
How To Never Run Out of Ad Ideas & Angles - Applying The Infinite Value Formula With Ads!

We talked about this during module #2 when we built your **M.D.I.O (Million Dollar Irresistible Offer)**

If you have not built an offer that follows this blueprint and helps your clients... get results... it doesn't matter if you have the best ads in the world, your business will fail in the long run.

Everything Starts With The **OFFER!** Great Ads + Marketing Can Not Fix A Bad Product / Service Offer!

If you do have a killer offer (*by following what I taught you in module #2 of C.A.A*), you can apply the same concepts using the Infinite Value Formula below when running ads!



- You can create ads targeting the **BIG PROBLEMS** your niche market is suffering with.
- You can create ads around how to **DESTROY** your core client avatars **PAIN**.
- You can create ads around the **DESIRED END-RESULT** they want to achieve.
- You can create ads around how you and your offer increases the **PERCEPTION & PROBABILITY OF ACHIEVEING THE END-RESULT**.
- You can create ads around how you can help **REDUCE THE TIME TO SUCCESS & FAST TRACKS CLIENTS RESULTS**.
- You can create ads around how you and your offer **DECREASES THE WORK LOAD FOR THE CUSTOMER / CLIENT**

And when you get more advanced, you can create ads around:

- Your **U.M/M** (*Unique Mechanism / Method*)
- Your **U.S.S.P** (*Unique Story Selling Proposition*)

And finally, each ad should enhance the ($E = E/M + B = F$) equation as time elapses by leveraging the 3 Pillars.

($E = E/M + B = F$) Equation

(Emotion = Energy In Motion + Belief = Faith)

3 Pillars =



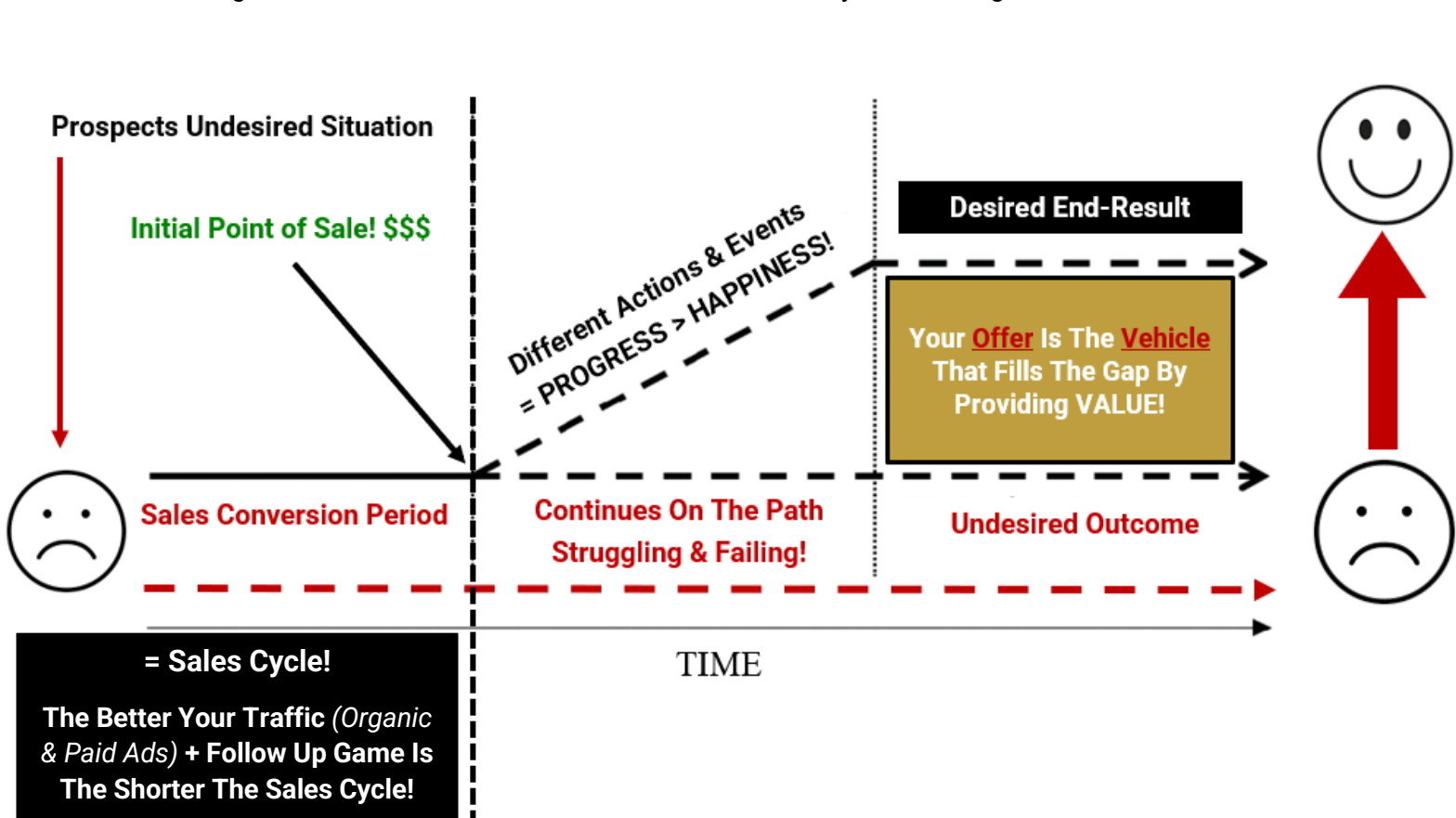
- ✓ Belief + Faith Around **YOU!** (*The Expert Attractive Character = AUTHORITY*)
- ✓ Belief + Faith Around Your **OFFER!** (*The Vehicle = SOLUTION*)
- ✓ Belief + Faith Around Your **COMPANY / BRAND!** (*Builds Trust Leveraging Strategical Content, Insights & Social Proof*)

By applying the IV Formula, you'll **NEVER** run out of ad IDEAS & ANGLES to test!

IMPORTANT KEY SECRET: When running ads there are 2 secrets for high converting ads I've discovered after being online for over 7+ years!

- 1) **Provide PROOF In Your Ads!** (*Client Saying Good Things + Results & Screenshots*)
- 2) **Try To Make Your Ads Look Like Content For Higher CTR's & Conversions!**

Here's a diagram we also covered in module #2 when we built your offer together!



🔑 Testing Your Funnel & Choosing Your Conversion Objective!

When you've mapped your funnel strategy and built the funnel in your sales funnel software which we taught you how to do during module #8.

(You can also have my team build your optimized funnel for you for your specific offer & niche and we can have a chat to see how we can help you! Just DM me the word 'FUNNELS' on Facebook, LinkedIn or Instagram)

When the funnel is complete and you've linked your email autoresponder so you can follow up, go to your lead capture page and opt in yourself. Check to see if everything works correctly and that you received your first automated email in your inbox and not in your spam folder.

You'll need to do this on all devices and browsers and check if your pages load on each platform.

The last thing you want is to start running traffic and then find out your pages aren't loading on certain devices.

My advice if you're just starting out with paid ads is to run ads on **MOBILE ONLY to begin with... because that's what the majority of people are using these days + it will improve your ad targeting.**

However, you'll want to make sure all your funnel pages are working on both mobile and desktop. Here's why: A potential lead will click on your ad using their mobile. But you are going to be sending daily emails that link back to your VSL page + your strategical content.

Some people will use desktop / laptop when opening emails which means you need to make sure your pages work on both!



Understanding The 3 Levels of Ads

In a future section of this module I'm going to share my advanced **TRAFFIC MAP** which is the strategical way to run traffic, so you can develop your **omnipresent spider web traffic system** which we talked about at the start of this module.

I always advise coaching clients to start with **organic traffic** to test their offer first and make some high-ticket sales... to get some form of proof of concept for your offer, which in turn creates cash flow, if they don't have an initial \$5k to invest into ads.

If they have an email list software I advise them to also build there list at the same time. However this is optional to begin with.

When you've hit \$10,000 - \$30,000 in CASH. Then its time to reinvest some of those profits into paid ads... starting with **Facebook / Meta ads**. Heres the breakdown of the 3 levels of Facebook Ads! (*YouTube & Google also follows the same concept but they are called different names!*)

➤ **The Campaign:**

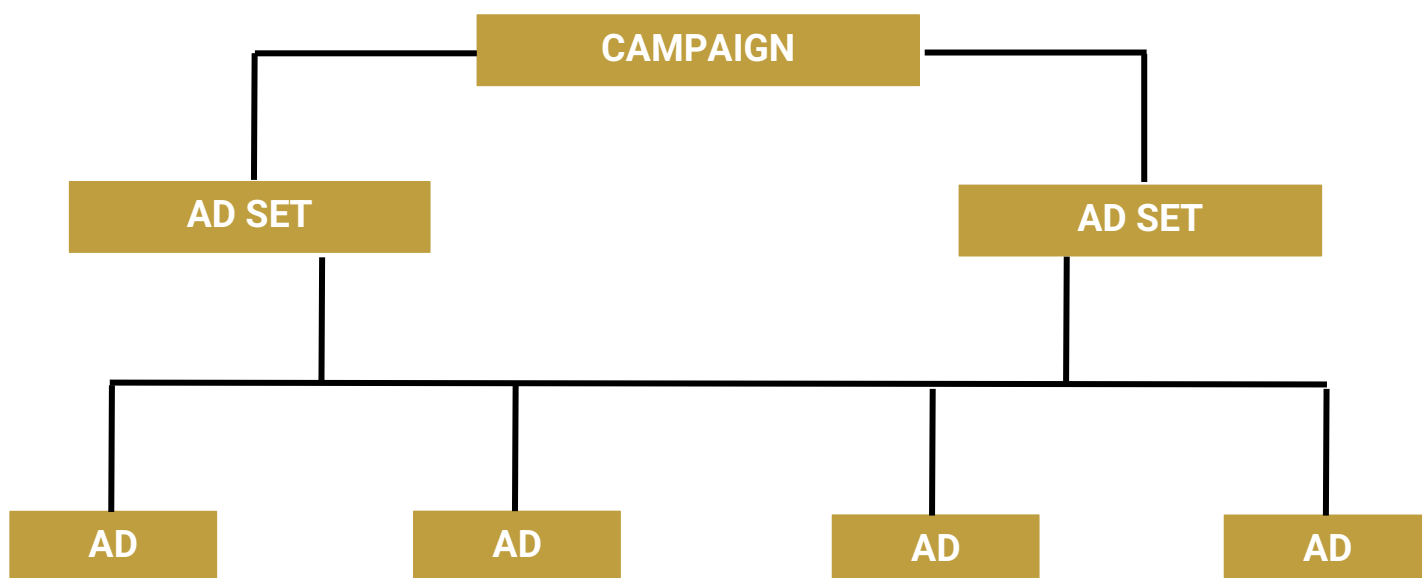
A campaign contains one or more ad sets and ads. You'll choose one advertising conversion objective for each of your campaigns. This is like the umbrella your ad sets and ads are under.

➤ **The Ad set:**

Ad sets contain one or more ads. You'll define your targeting, budget, schedule, bidding and placement at the ad set level.

➤ **The Ad:**

The 'ad creative' you use makes up an ad. e.g. Image / Video, the Copy (*Words*), the CTA (*Call To Action*)



Choosing Your Conversion Objective!

During module #8 when we went through the funnels training together, I talked about the 2 core funnels you can use depending on your current revenue level.

If you are below \$10k per month start with the **DM FAST TRACK FUNNEL**.

(Refer back to module #8 PDF manual when setting up the ad campaign as I go into detail around the funnel strategy + done for you ads template on Page #50)

The DM FAST TRACK funnel works great because it doesn't require you to build a funnel with all the tech + you can use short form video ads which convert really well... to hook your traffic in and give them a CTA to message you.

You'll then convert your traffic (*people*) into qualified appointments and sales over the DM's!

As you advance you can then bolt on the **VSL FUNNEL** and run traffic directly to a lead capture page to build your email list or send them directly to the VSL page to book an appointment with you or your sales team.

Each funnel has a different **TRAFFIC CAMPAIGN CONVERSION OBJECTIVE** which I will break down for you now.

➤ **DM FAST TRACK FUNNEL Conversion Objective =**

Click To Message

Select **Messenger / Instagram / Whatsapp** (depending on what platform you want to receive messages on)

(This will allow Facebooks Algorithm to optimize for DM conversations)

➤ **VSL FUNNEL Conversion Objective =**

Website Conversion >

(Conversion Event You Set Based Off Your Pixel Which You Need To Set Up = **Schedule**)

(This will allow Facebooks AI to optimise for booked calls)

VERY IMPORTANT:

If this doesn't make sense right now **do not worry.**

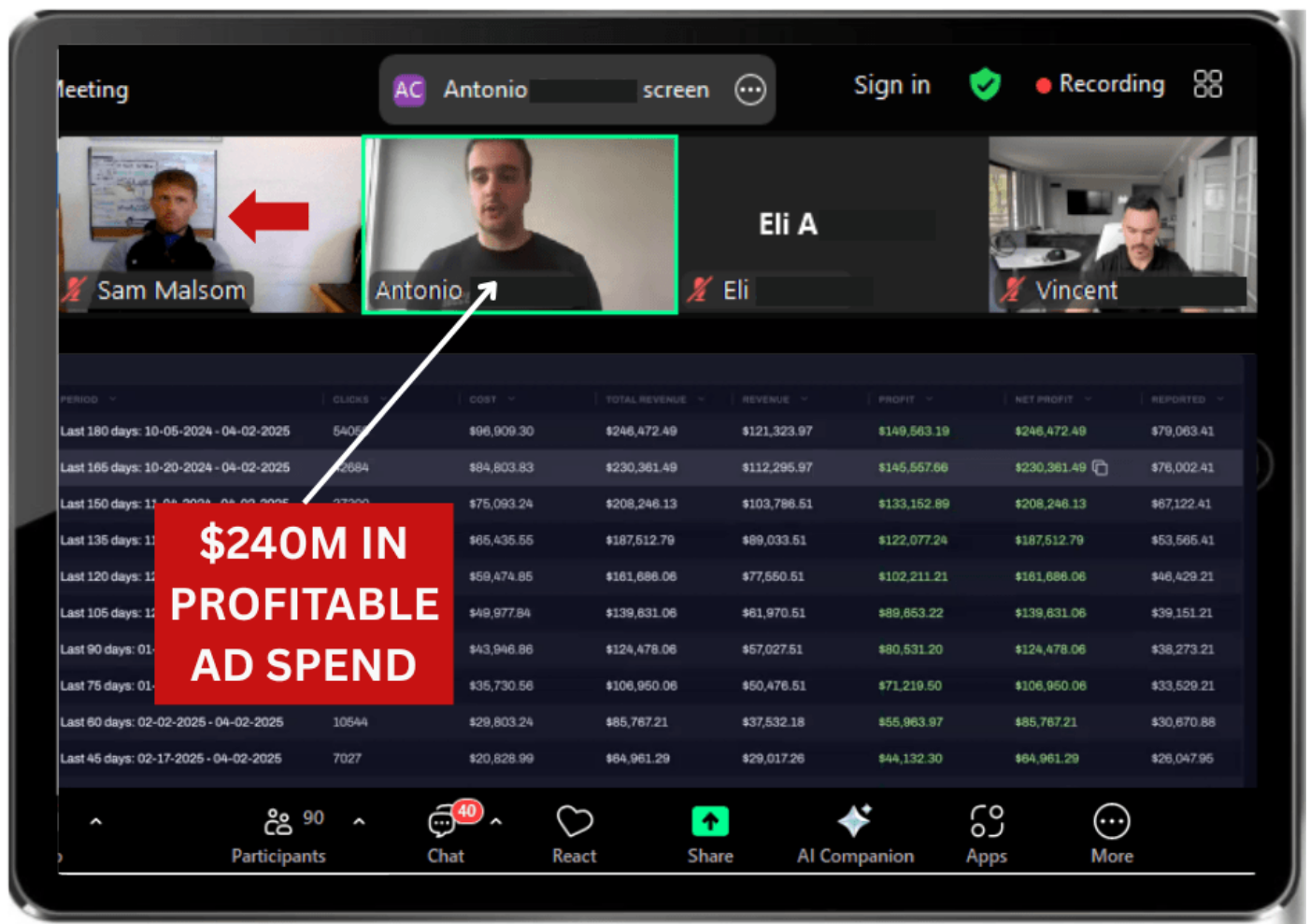
When setting up your ad campaign when you get to the Facebook ads set up tutorials at the CAMPAIGN LEVEL, make sure you refer back to this in your PDF manual and **set the correct conversion objective** depending on which funnel you are running traffic into.

Next we will talk about...

🔑 The Power of Paid Ads, 7-Figure Traffic Mindset & The OPTIMIZATION + SCALING Blueprint!

Paid ads are the fastest way to flood your pipeline with qualified leads, book appointments, and close high-ticket sales. And as you may already know, I have learnt from the...

TOP 1% PAID TRAFFIC EXPERTS!		
		
\$240M In Ad Spend!	\$100M In Ad Spend!	\$150M ROAS (Return On Ad Spend!)



Paid ads work when you know how to work them.

The only question is... are you ready to tap into the same power and dominate your market, or keep watching your competitors cash in while you hesitate?

The 7, 8 & 9-Figure earner mindset with paid traffic is simple:

Every Dollar You Spend Is An *Investment*, Not a Cost.

While amateurs panic over ad spend, top earners know the ad game is about...

**Buying *DATA* to start with during the 7-day testing phase and then
BUYING CUSTOMERS FOR PROFIT AT SCALE!**

Because if you can spend \$1 to make \$3+, you don't cap it, you pour fuel on it by investing more to make more back in return.

To succeed you must obsess over metrics, optimize relentlessly, and think long-term, because the real money isn't always made on the first sale, it's made by owning the customer relationship for life and profiting by having the correct business infrastructure on the back-end

A-player media buyers treat ads like an ATM machine!

Input = CORRECT AD STRATEGY

Output = PROFITS

Here's...

How To Optimize and Scale Paid Ads Like a 7-Figure Media Buyer – Key Inflection Point Blueprint!

Most businesses burn cash on ads because they treat it like gambling instead of strategy.

If you want to win with paid traffic, you need to think like a 7-figure media buyer that's data-driven, disciplined, and relentless about results.

Here's how to optimize and scale your campaigns the smart way.

Step 1: Nail Your Foundations & Business Infrastructure

Before scaling, your offer + funnel needs to convert. That means:

- **Proven Offer** – No ad hack can save a weak offer.
- **Dialled-In Targeting** – Speak directly to your core buyer avatar.
- **Creative That Sells The Click** – Your hook, message, and CTA must stop the scroll and drive action.

Without this, scaling just means losing money faster.

Step 2: Optimize For Efficiency

You don't earn the right to scale until your ads are profitable.

Focus on:

- **CTR (Click-Through Rate)** – If nobody clicks, your creative is dead.
- **CPC (Cost Per Click)** – Lower CPC = more traffic for less \$.
- **CPL/CPA (Cost Per Lead/Acquisition)** – This is where the game is won.

The key is to kill losing ads fast. Never let a losing ad run for longer than 7 days. Double down on the winners by increasing the budget every few days by 15%+ and don't get emotionally attached to ads. Let the data decide.

Also, if you have a strong deep funnel with back-end offers, your metrics like CPC & CPL can be off on the front-end but you can still make profits on the back-end when selling high-ticket.

Step 3: Scale The Right Way

There are only two ways to scale: **vertical** (*spending more on what works*) and **horizontal** (*launching new ad sets, audiences, and creatives*).

- **Vertical Scaling:** Gradually increase budgets by 15–30% every few days. Too aggressive, and Facebook punishes you with higher CPMs (*Cost Per 1000 Impressions*).
- **Horizontal Scaling:** Duplicate winning ad sets into new audiences, test fresh creative angles, and let the algorithm find new pockets of profit for you.

The key is controlled aggression by pushing the winners without breaking the **TRAFFIC ENGINE** to feed your funnel with consistent lead flow, booked qualified appointments, DM's and SALES!

Step 4: Play The Long Game

A-Player media buyers know the money isn't in "one-hit ad wonders." Although with 1 great ad you can scale to 6/7 figures... It's in **systematizing your traffic acquisition** and thinking long term.

The key is to build omnipresent retargeting sequences, test creatives weekly, and make sure to keep...

- **ROAS (Return On Ad Spend)**
- **CPA (Cost Per Acquisition)**
- **ACV (Average Customer Value) &**
- **LTV (Lifetime Customer Value)** front of mind.

Paid ads don't make you rich. **The SCALING strategy behind them does.**

Anyone can launch a campaign, but only those who master optimization and scaling (*which were going to show you exactly how to do in the tutorial videos*) can build a 7-figure pipeline.

21 TIPS I've Learnt After Running Ads Profitably & Learning From 3 of The Top Media Buyers On Planet Earth Who Invested **\$400,000,000** Into Paid Traffic!

- 🔑 1) The **OFFER** is the most important then the **AD CREATIVES**:
 - *Headline*
 - *Image / Video*
 - *Primary text*
 - *Description*
 - *CTA (Call To Action)*
- 🔑 2) **Accept that some leads will suck but focus on converting the good, high-quality leads.**
- 🔑 3) **Analyse results daily but judge results on a monthly basis.**
- 🔑 4) **Test multiple ads as you advance & increase your paid ads skill level (*Adopt the Mind-set of always trying to become better!*)**
- 🔑 5) **The key to be the best is an absolute drive to overcome challenges if things don't work – The more ads you create, analyse, and test, the better you'll become!**
- 🔑 6) **Targeting is less important nowadays due to advantage+ audience feature and AI (*Broad targeting*) but it's still crucial that you deeply understand your core client avatar**
- 🔑 7) **The most important component of your ad campaign = PERFORMANCE GOAL (e.g., leads / appointments / sales)**
- 🔑 8) **(CPA) Cost Per Acquisition increases in cost as you scale your ad spend so be aware of this.**

- 🔑 9) Always launch a new ad campaign at 12.01am. If you launch a campaign at let's say... 5pm, the ad platform will spend all your daily ad spend for the day too quickly and you will lose out on conversions!
- 🔑 10) Model your 'competitors' best ads, get ideas and aim to make them better using the Facebook Ad Library.
- 🔑 11) Don't be lazy – Customize your ads (*imagery + video*) for different placements (e.g., *newsfeed, stories/reels etc*).
- 🔑 12) Data is KING – After spending \$300 - \$500/day profitably, get HYROS so you can track effectively & SCALE. <https://hyros.com/>
- 🔑 13) When creating ads, think,

"How Can I Make This The Best Ad Ever?"

"How Can I Grab My Core Client Avatars Attention?"

"How Can I Use a [STORY, VALUE, BENEFIT or PROMISE] Within The Ad?"

"How Can I Provide a Strong Call To Action So They Would Be Stupid Not To Click?"
- 🔑 14) One exceptional ad can scale your business to 6-7 figures!
- 🔑 15) Do not overcomplicate your ad campaigns and ad sets. Keep things organized in the ads manager
- 🔑 16) Share massive amounts of PROOF in your ads. (*Clients Results, Testimonials & Screenshots*)
- 🔑 17) 3 crucial metrics are ROAS (*Return On Ad Spend*) CPA & ACV
- 🔑 18) Aim to become the best advertiser in your niche and adapt to the ad platforms because they are always changing.
- 🔑 19) Retarget your leads (*warm traffic*) that have not booked a call yet + your prospects (*hot traffic*) that have completed a call but not purchased your offer yet.
- 🔑 20) When you get more advanced & profitable run a 'content omnipresent campaign' to lower your CPA (*Cost Per Acquisition*) & increase your ACV (*Average Customer Value*)
- 🔑 21) After you've scaled 1 ad platform to 7-Figures in sales, duplicate the campaign, data, targeting & ads that are working onto another ad platform to begin your omnipresence spider web campaign!
- 🔑 22) As you advance on your ad journey and your profitable, look to...

...Hire An Expert Media Buyer Team...

...that can run your ads for you, which will buy back your time. Inside the paid ads tutorial training I'll share exactly who you can partner with to run your ads for you.

Great work, now let's walk through the...

🔑 Client Acquisition Traffic Map For Internet Business Owners (ADVANCED)

When you learn the hugely profitable skill of paid traffic it will serve you for the rest of your life... and you'll be able to turn on the traffic hose anytime you like and have targeted leads flowing into your business on autopilot.

As you advance on your paid traffic journey, the sky really is the limit, and you'll want to apply something called...

MTSS = Mass Traffic Source Stacking

This is where you focus on scaling by building different traffic sources and then stacking another traffic source on top of one another until you have MULTIPLE traffic sources working for you 24/7 around the clock.

For this you will need to build a small team of A-Players + leverage AI.

The Traffic Map is the blueprint for scaling like a millionaire... it's how you turn attention into appointments and appointments into sales at SCALE.

You don't start with a spray-and-pray approach; you build layers. First, dominate with organic content and your email list... this gives you proof, trust, and a base of buyers without spending a penny. Then you amplify with paid traffic:

Facebook and Instagram to generate predictable daily leads, YouTube ads to capture intent-driven buyers, and Google ads to scoop up the high-converting search traffic already looking for solutions.

But the secret weapon that makes this omnipresent campaign unstoppable is **RETARGETING!**

Most people don't buy on the first touch; retargeting keeps your brand in their face until they do.

You retarget warm leads & hot leads on every platform... email subscribers see your retargeting on Facebook & Instagram, video viewers see you again on YouTube, site visitors see you on Google Display.

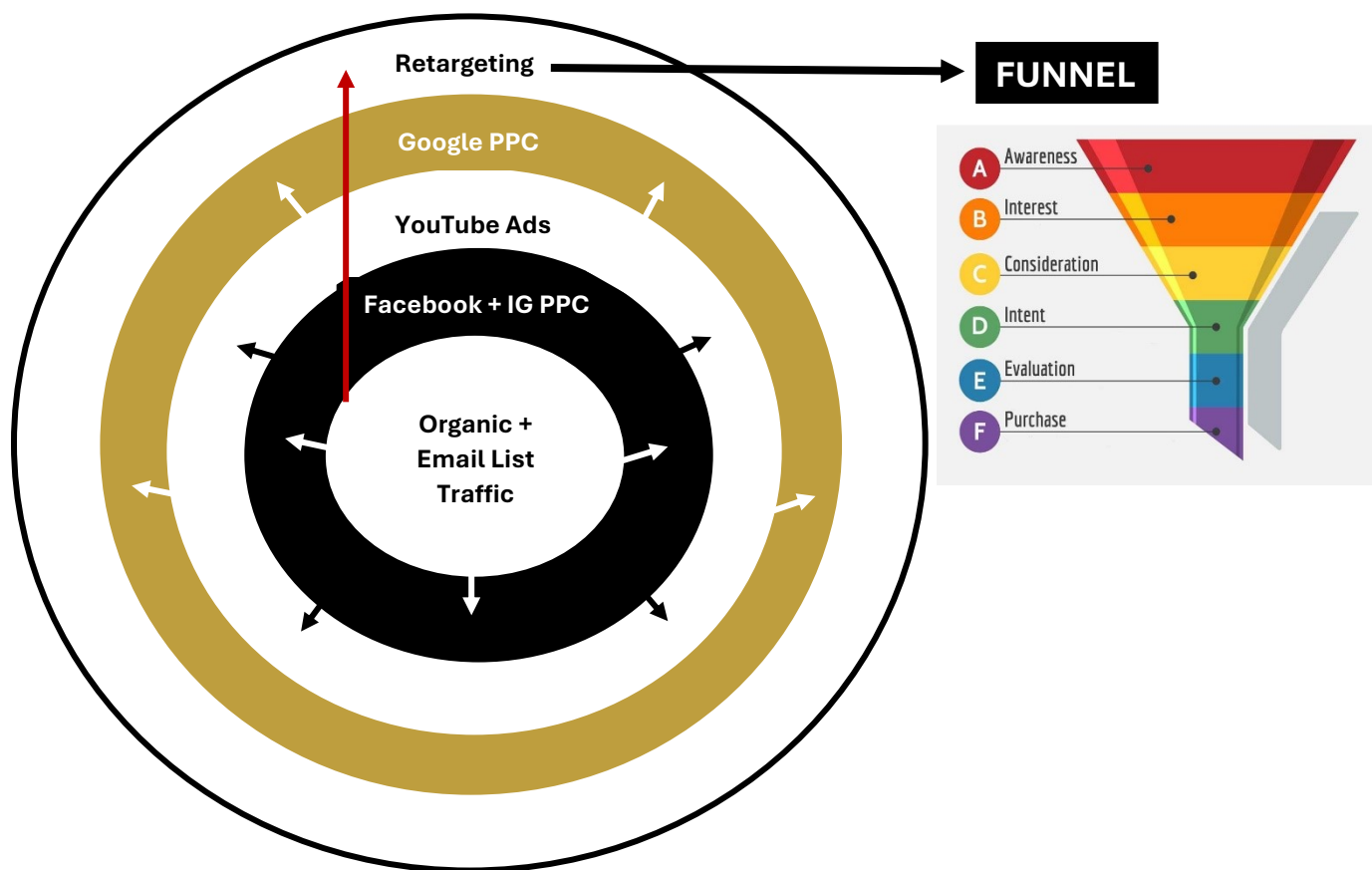
Strategy-wise, retargeting isn't just following them around...it's sequencing the right message at the right time: **problem-aware, solution-aware, then offer-driven.**

This is how you create omnipresence, engineer trust, and convert cold traffic into booked calls and high-ticket client sales.

Below is a diagram of the **TRAFFIC MAP** to give you an overview of how to scale paid traffic leveraging **MTSS** (*Multiple Traffic Source Stacking*) for your reference as you advance. 😊

At the start you **FOCUS ON ONE TRAFFIC SOURCE** and become a master of it.

However, when you get to the advance level, **you never want to rely on ONE TRAFFIC SOURCE**, because if you lose it, you're screwed.



🔑 Traffic Campaign Set Up Tutorials (Facebook / Meta Ads, YouTube Ads & Google Ads) PICK ONE TRAFFIC SOURCE & MASTER IT!



We are currently re-building our paid traffic video tutorials.

In the meantime, here is access to the traffic set-up videos from top media buyer Ben Heath who has **profitably invested over \$100M in paid traffic** for himself and his clients & made **\$600,000,000** in return + you'll learn from some of my other traffic mentors.

You have **EVERYTHING** you need to hit 7-Figures with what I have already taught you during the **CLIENT ACQUISITION ACCELERATOR** training program + implementing the following traffic training videos to scale your business!

Here's access to the...

Paid Ads Set Up Tutorials Link

<https://www.onlinewealthsociety.com/2d547e75>

WELL DONE! 😊

**GO & TAKE MASSIVE ACTION
NOW!**

Let's go through the...



**Paid Traffic &
Lead Generation System
ACTION STEPS!**

ACTION STEP #1 Make Sure You Have The Main Foundational Systems Built Before Running Paid Traffic. *These systems are:*

- ✓ **Irresistible Offer** (*M.D.I.O = \$3,000 Price Point Minimum*)
- ✓ **DM Fast Track Funnel or VSL Funnel** (*Automated Client Acquisition System*)
- ✓ **Email Follow Up** (*If You're Running a VSL Funnel – 7 - 14+ Automated Emails*)
- ✓ **Appointment Booking System** (*Calendly, Qualification + Response Stimuli*)
- ✓ **Sales System** (*Sales Script + Objection Handlers*)
- ✓ **Organic DM Traffic + Social Conversion System** (*Outreach + Follow Up = Personalised DMs, Voice & Video Messaging*)
- ✓ **Strategical Content System** (*Targeting The Big Problems Using The Wow Not How Method*)
- ✓ **Client Testimonials & Social Proof** (*The More Client Proof + Results You Have The Better, When Running Paid Ads – Continue To Stack This As You Grow So You Can Engineer BELIEF*)

ACTION STEP #2 – Fully Understand The Mastery Traffic Fundamentals, The 3 Types of Traffic, Traffic Temperature + Targeting vs Non Targeting!

(See Pages 5 -16)

ACTION STEP #3 – Build Your Dream 100 List So You Can Target Buyers & Reverse Engineer Winning Ads!

Here's some tips on how to build your DREAM 100 list so you can use them as interest targeting for your specific industry / niche.

- *Look for the top rated **books & authors** on Google & Amazon*
- *Find the people **making the most money** from selling courses, coaching programs and masterminds*
- *Find the people with the **largest followings** on the ad platform you are running ads on (Facebook, Instagram, Youtube etc)*
- *Find the people that have the **largest YouTube channels & podcasts***
- *Find the people with the **biggest blogs***
- *Find the top **public speakers** that share expert advice on stage*

When you've built your dream 100 list, you'll never run out of traffic to target, because Facebook will also share **suggested interests** to target based off your 100 list.

You can also model and get ideas from the ads the top people in your dream 100 are running, giving you endless ad and content ideas.

If you're running ads on Facebook or Instagram, you can click the following link to see the top ads of your dream 100. Just search their name and all the ads they are currently running will pop up.

<https://www.facebook.com/ads/library>

If you're running ads on YouTube or Google, you can click the following link to see the top ads

<https://adstransparency.google.com/>

(See Page 15)

ACTION STEP #4 – Apply Deep Mind Client Avatar Research – Targeting Strategies To Find Your DREAM CUSTOMERS & CLIENTS!

You should have already done this during module #1 of C.A.A.

Gather all research from that module and fill out the Client Avatar Map below, by answering all questions in detail. You'll need this crucial information when writing your ads.

WHAT DOES YOUR CORE CLIENT AVATAR THINK & FEEL?

What Really Counts?
What Keeps Them Up At Night?
What's Their Worries & Aspirations?

HEAR?

What Their Friends Say?
What Their Boss Says?
What Influences Them?
Who Influences Them?



SEE?

What's The Market Environment?

What's The Market Currently Offering?

SAY & DO?

Interests?
Attitude In Public?
Appearance?
Behaviour?

PAIN?

Fears?
Frustrations?
Obstacles & Big Problems?

GAIN?

Wants & Needs?
Deep Emotional Desires?
Measures of Success?

(See Pages 17 - 18)

ACTION STEP #5 – Figure Out The Answer To The Most Important Question When It Comes To Running Paid Ads & Map Out Your KPI's (Key Performance Indicators)

The most important question you need to answer before you map these KPI's out is...

How Much Can I Afford To Spend To Acquire A Customer?

To work this out... take your offer price point and divide by 2.

E.g. Offer Price Point = \$3,000 / 2 = \$1,500.

In this example you can afford to spend \$1,500 in order to get a 2:1 **ROAS (Return On Ad Spend)**

The higher your offer price point the more you can invest into paid ads to acquire a customer.

➤ **Fully understand & track the crucial KPI's:**

ROAS

ROAS = Return On Ad Spend

(How Much \$\$\$ Did You Make Minus How Much Did You Spend On Ads?)

*If You're Making More Money Than You Invest In Ads... You're WINNING & You Can
SCALE!*

&

CPA < **ACV**

(CPA) Cost Per Acquisition.

(What's The Cost To Make a Sale / Acquire a Customer)

(ACV) Average Customer Value

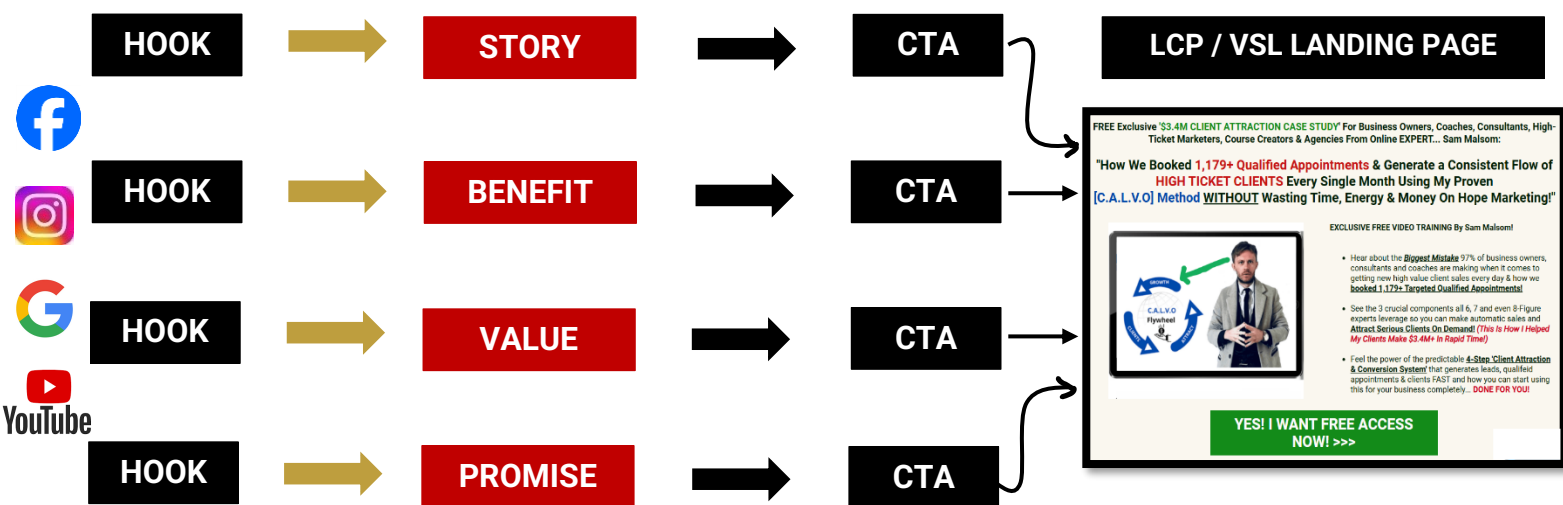
(Whats The Average \$ Amount You Make Over a 12 Month Period Per Customer)

**If Your CPA Is Less Than Your ACV You're
100% GUARANTEED To Be Profitable!**

(See Pages 18 - 25)

ACTION STEP #6 – Write 4 -10 Killer Ads That Convert Into Clicks, Leads, Appointments & Cash Using The Simplified Ad Creation Model!

Simplified Ad Creation Model



As you can see from the diagram above there are 4 main ad formats you can use to get qualified targeted people (TRAFFIC) clicking on your ads and heading over to your LCP / VSL landing page...

You can also use Claude AI, Google Gemini, Jasper or Chat GPT to come up with ad angles for your specific niche by using the following prompt:

Imagine you are the best ad copywriter. Write [4 – 10] different ad angles for [SPECIFIC NICHE] using the following ad format [ADD SPECIFIC FORMAT HERE e.g. HOOK > BENEFIT > CTA] focus on one specific big problem + emotional desire for each ad.

You can then edit the ad by personalising it to you, your offer and your brand, using the copywriting strategies I taught you inside this module + module #7!

(See Pages 27 - 45)

ACTION STEP #7 –Test Your Funnel & Choose Your Conversion Objective

When the funnel is complete and you've linked your email autoresponder so you can follow up, go to your lead capture page and opt in yourself.

Check to see if everything works correctly and that you received your first automated email in your inbox and not in your spam folder.

You'll need to do this on all devices and browsers and check if your pages load on each platform including mobile and desktop.

CONVERSION OBJECTIVE:

During module #8 I shared 2 funnels with you. Pick one funnel based on your revenue level. Each funnel has a different **TRAFFIC CAMPAIGN CONVERSION OBJECTIVE** which I will break down for you now.

➤ **DM FAST TRACK FUNNEL Conversion Objective =**

Click To Message

Select **Messenger / Instagram / Whatsapp** (depending on what platform you want to receive messages on)

(This will allow Facebooks Algorithm to optimize for DM conversations)

➤ **VSL FUNNEL Conversion Objective =**

Website Conversion >

(Conversion Event You Set Based Off Your Pixel Which You Need To Set Up = **Schedule)**

(This will allow Facebooks AI to optimise for booked calls)

IMPORTANT: Refer back to this section when setting up your ads in the ads manager at the campaign level.

(See Pages 46 - 48)

ACTION STEP #8 – Set Up Your Traffic Campaign By Following The Set Up Tutorials
(Facebook / Meta Ads, YouTube Ads & Google Ads) **PICK ONE TRAFFIC SOURCE & MASTER IT!**



Here's access to the...

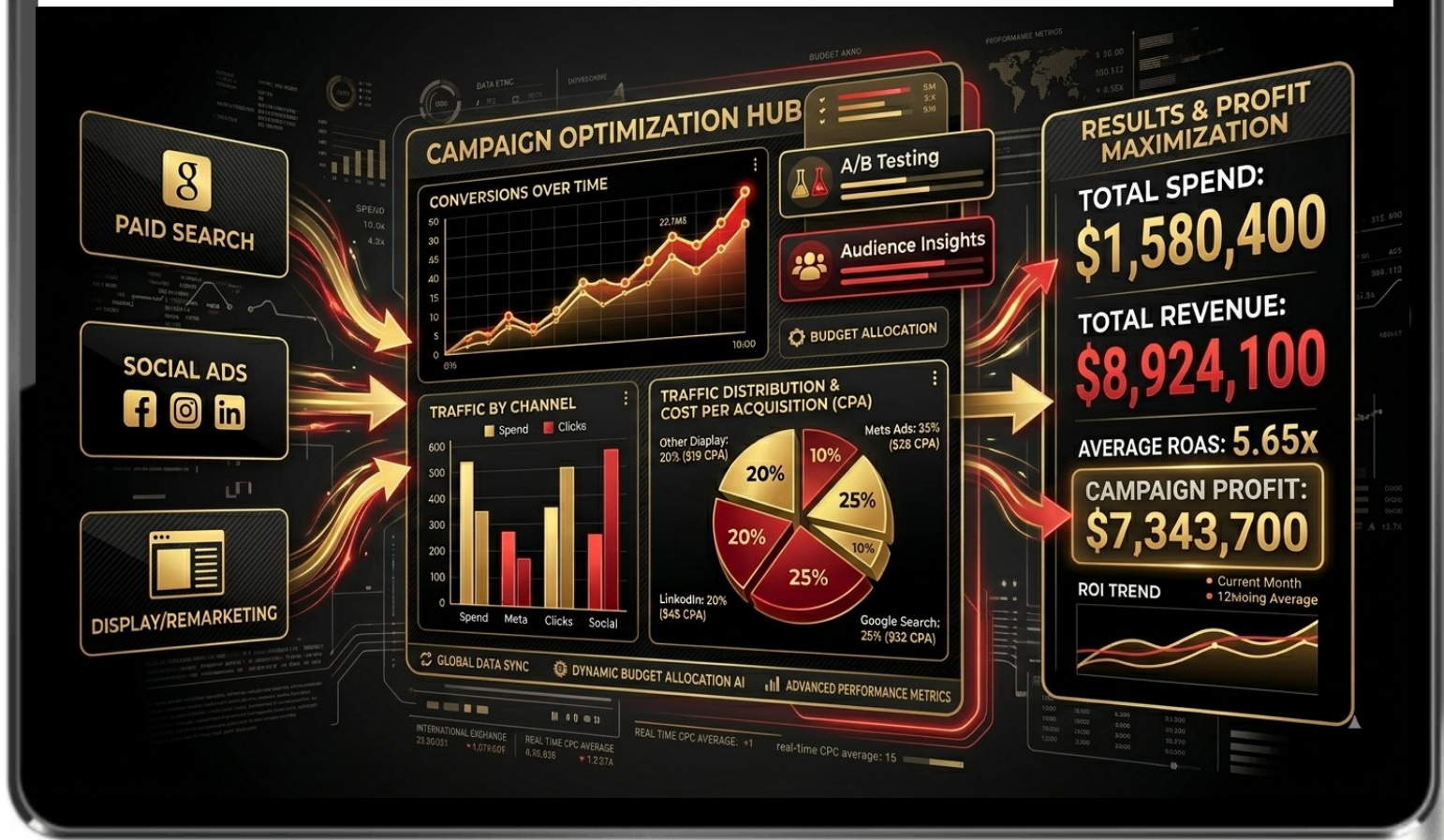
Paid Ads Set Up Tutorials Link

<https://www.onlinewealthsociety.com/2d547e75>

ACTION STEP #9 – Track Your Ads Using The **DONE FOR YOU** 'Paid Traffic + Funnel Tracker Spreadsheets!' Cut Out All Ads & Interests That Are Not Converting Within KPI After The 7 Day Testing Phase & Scale Up The Winners.

DONE FOR YOU

Paid Traffic + Funnels Tracking System!



IMPORTANT: Click the link below to access your **DONE FOR YOU** Paid Traffic + Funnel Tracking System:

https://d1yei2z3i6k35z.cloudfront.net/9180631/69ef6e9dd00337.80601475_PaidTrafficFunnelsTrackingDocPDF.pdf

Click the link below to access the **DAILY AD TRACKER!** The main sheet you are looking to use is the **DAILY AD TRACKER:**

<https://docs.google.com/spreadsheets/d/15lemfNb2VPyVrs2sT2x41VnwRio6YO9vfx0LmWTJyEM/edit?usp=sharing>

Here's How To Use The Tracking Sheet

- Spend (\$ / £)
- Impressions
- Reach
- Clicks
- Link Clicks

(The 4 metrics below are retrieved from your email autoresponder / funnels software, your appointment booking software and your payment processor)

- Leads >>>> (Email Autoresponder / Funnel Software)
- Booked Calls >>>> (Appointment Booking Software e.g. Calendly)
- Sales >>>> (Payment Processor = Stripe / PayPal)
- **Revenue (\$ / £)** >>>> (Payment Processor = Stripe / PayPal)

Auto-Calculated Fields:

These metrics are calculated for you inside the Daily Ad Tracker automatically as soon as you add the input field metrics listed above into your google sheet...

- **CPC** >>>> (Cost Per Click)
- **CPLC** >>>> (Cost Per Link Click)
- **CTR** >>>> (Click Through Rate)
- **CPL** >>>> (Cost Per Lead)
- **CPM** >>>> (Cost Per 1000 Impressions)
- **CPBC** >>>> (Cost Per Booked Call)
- **CPA** >>>> (Cost Per Acquisition)
- **ROAS** >>>> (Return On Ad Spend)

All KPI metrics listed under the '**Auto-Calculated Fields**' are **DONE FOR YOU!**

Meaning the spreadsheet has the embedded mathematical formulas to work out the calculations automatically for you. All you have to do is export the '**Input Fields**' listed above DAILY from the Facebook / Meta Ads Manager!

You can do this manually by exporting the input field KPI's from ads manager and upload them into your google DAILY AD TRACKER. *(Takes around 30 seconds)*

Or you can use <https://www.make.com/> ...and it will automatically pull the data from the Facebook / Meta Ads Manager and directly upload it into your Google Sheet.

 **Data is KING & Tracking Is CRUCIAL – After spending \$300 - \$500/day or \$3,000 - \$5,000 per month profitably, get HYROS so you can track even more effectively & SCALE.**

<https://hyros.com/>

Click the link below to access your **DONE FOR YOU** Paid Traffic + Funnel Tracking System and MASTER the TRAFFIC KPI's!

https://d1yei2z3i6k35z.cloudfront.net/9180631/69ef6e9dd00337.80601475_PaidTrafficFunnelsTrackingDocPDF.pdf

Click the link below to access the google spread sheets (The main sheet you are looking to use is the DAILY AD TRACKER

<https://docs.google.com/spreadsheets/d/15lemfNb2VPyVrs2sT2x41VnwRio6YO9vfx0LmWTJyEM/edit?usp=sharing>

Great Work & Well Done

That's The End of The...

Client Acquisition Accelerator Curriculum



I hope you got massive value from the training content.

It's taken me 18 months to build this for you.

What a journey it has been!

I've tried my very best to give you **EVERYTHING** you need to succeed and get **AMAZING RESULTS!**

If you got value / results from this program...

I would love for you to **send me a quick video testimonial** showcasing how its helped you, the value you received and the results you've achieved so we can showcase you on the OWS website.

Just DM me on Facebook / LinkedIn or send the video file to my email:

businessmalsomdesk@outlook.com

Talk Soon!

Appreciate You!

Sam Malsom

Founder & CEO: [Online Wealth Society. Com](http://OnlineWealthSociety.Com)

\$3.4M+ In Client Results!

Former UEFA Europa League Pro Footballer!

Consulted With a 9-Figure FORBES Entrepreneur Worth £102M!

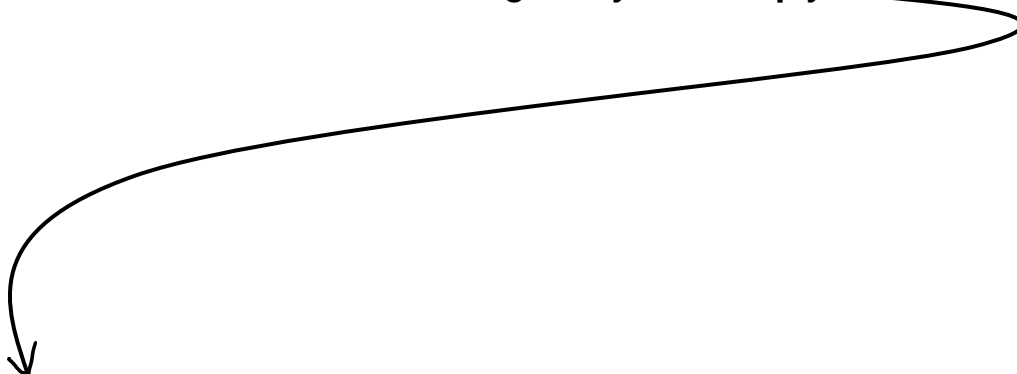
Author: Digital 7-Figure Blueprint!

Creator of the 1:1 'GET CLIENTS' Coaching Program (DONE FOR YOU)

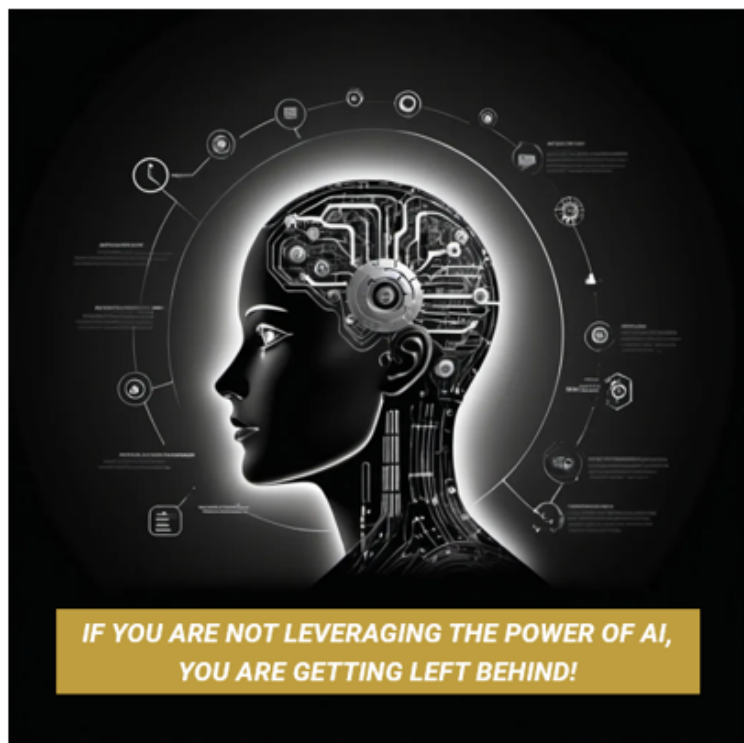
On A Mission To Help My Clients Hit \$100M In Sales!



P.S I have created 2 FREE BONUS trainings for you to help you...



BONUS MODULE #1 – AI AGENT Auto-Pilot Architecture! Master AI & Free Up Your Time So You Can Work In Your 'Zone Of Genius!'



➔ **Handle DM's & Book Qualified Appointments For You!**



➔ **Sell AI AGENTS As A DFY Service & PRINT CASH!**



BONUS MODULE #2 Hiring Proven V/A's, Appointment Setters & Sales Reps So You Can Free Up Your Time & SCALE!



You can access them in the **MASTERY BONUSES** tab inside the Client Acquisition Accelerator members area for **FREE!**

P.P.S

If You Are Not Part of My 1:1 'GET CLIENTS' Coaching Program... You Can Book Yourself In For a Free Call Here To See If You Qualify...

We Have Limited Spots Available Because You Get 1:1 Access To My Time To Keep You On Track, Supported & Accountable So You Can... 10X Your PROFITS!

Look forward to having a chat with you.

<https://calendly.com/businessmalsomdesk/30min>

1:1

'GET CLIENTS'

COACHING PROGRAM

Book Your Free Call Here...

<https://calendly.com/businessmalsomdesk/30min>