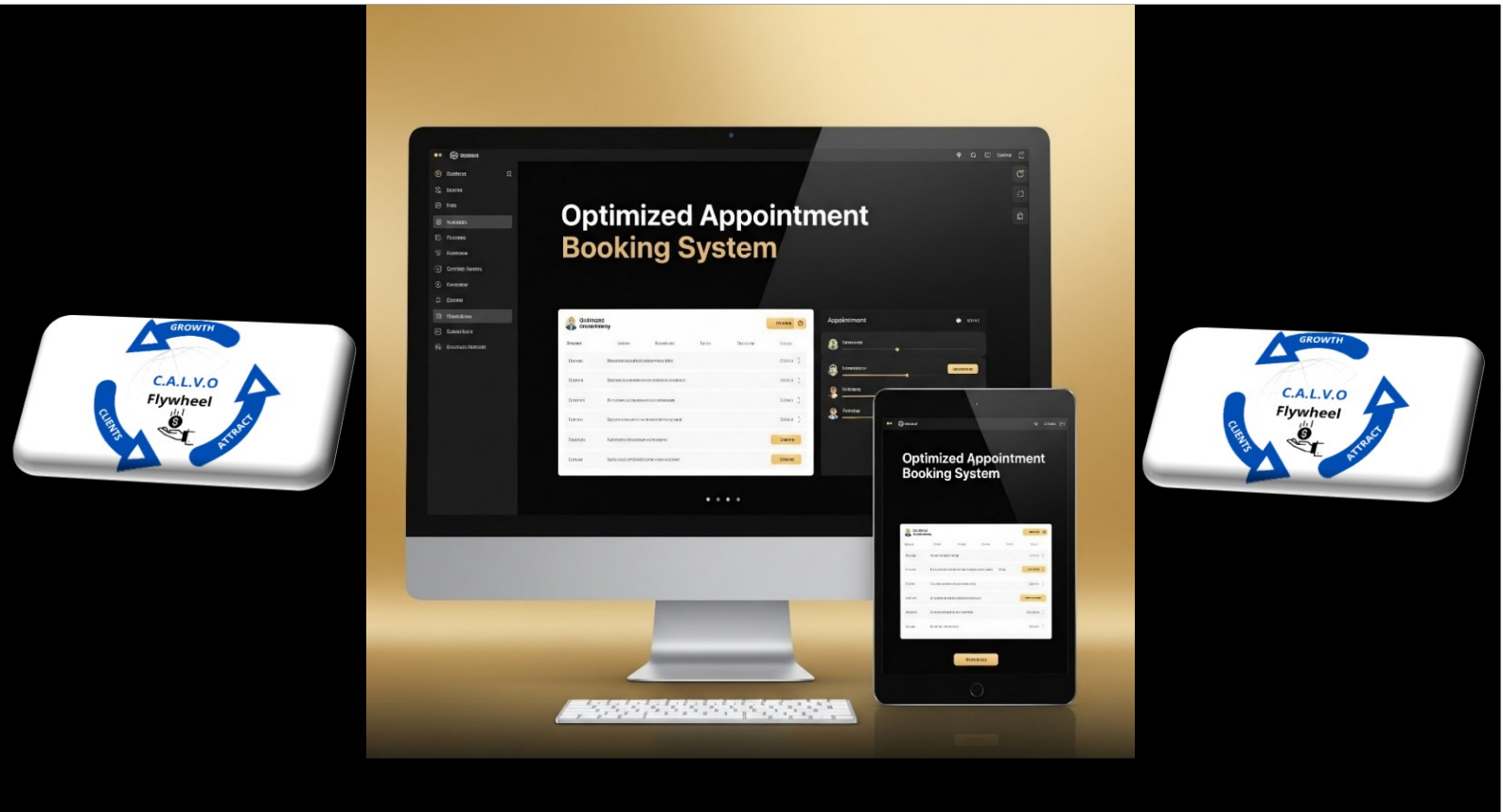


🔑 C.A.L.V.O Appointment Booking System – How To Extract Maximum Profit From Your Funnel!



Hey, its Sam Malsom... Founder & CEO of <https://www.onlinewealthsociety.com/>

Welcome to this **FREE MASTERY BONUS!**

If your funnel is generating leads but your calendar isn't stacked... you've got a profit leak. The *C.A.L.V.O Appointment Booking System* is how you plug that leak, **scale call volume**, and **extract max cash** from the same ad spend.

It's also how you can book appointments organically for FREE using the scripts I'm going to give you.

This isn't about adding complexity. It's about building an **APPOINTMENT BOOKING MACHINE** that works across *multiple channels*... and stacks compounding conversions daily.

It can then be offloaded to an AI AGENT or an appointment setter.

Inside this system, we're going to dial in 4 high-leverage SYSTEMS that *flood your calendar* with serious, sales-ready leads... without burning out your team or wasting time on tyre-kickers.

As you may already know, I failed to make a single dollar in my first 12 months working online. As soon as I figured how to get TRAFFIC, the next problem I had was figuring out how to CONVERT that traffic into sales.

If you're able to communicate and have a conversation with people, there is no better way than booking a potential buyer onto an appointment with you and converting them into a sale. Appointments are the key to CONVERSIONS when done correctly.

Think about this scenario, your competition are trying to hide behind their computer screens, selling only online and in the DMs. This can work but nothing works better than having a real conversation with your prospects over the phone or via Zoom.

If you have a killer offer and you're able to position yourself and actually have a friendly conversation with people, the **TRUST FACTOR** instantly multiplies because you've spoken to them. Now you are a real person they've connected with... making it way easier to convert high-ticket sales.

Not everyone is going to want to book a call with you and that's fine.

Some people will just buy over the DMs, but a lot of people will want to have a conversation with you before pulling the trigger to buy.

Which means booking **QUALIFIED APPOINTMENTS** is super important for the success of your VSL Funnel + business.

Here's what we will cover together...

🔑 ✓ **D.A.O Method Messaging Scripts – How To Book Qualified Appointments For FREE!**

During the first section we will dive into the **D.A.O** Method which stands for **Direct Authority Outreach** and **WHY** it works so well.

I will give you access to the **DONE FOR YOU** messaging scripts that will instantly position you as the **EXPERT AUTHORITY** in your niche and enables you to book appointments effortlessly. You can plug the scripts into AI.

The AI will gain **CONTEXT** + the **KNOWLEDGE BASE** and personalise them for your niche + offer.

🔑 ✓ **SMS Text – Follow Up System - How To Book Sales Calls For Less Than \$10**

I will show you how to leverage low-cost, high-response SMS marketing to re-engage leads and drop your cost per booked call through the floor.

🔑 ✓ **Direct Messaging Mastery System – How To Book Even More Appointments & Hit \$100k - \$1M+/Year FAST!**

In this section I will rewire your brain to show you how **EASY** it is to hit \$100k+/Year and then grow to \$1M/Year, by breaking down the **MATH** when booking appointments with DM's.

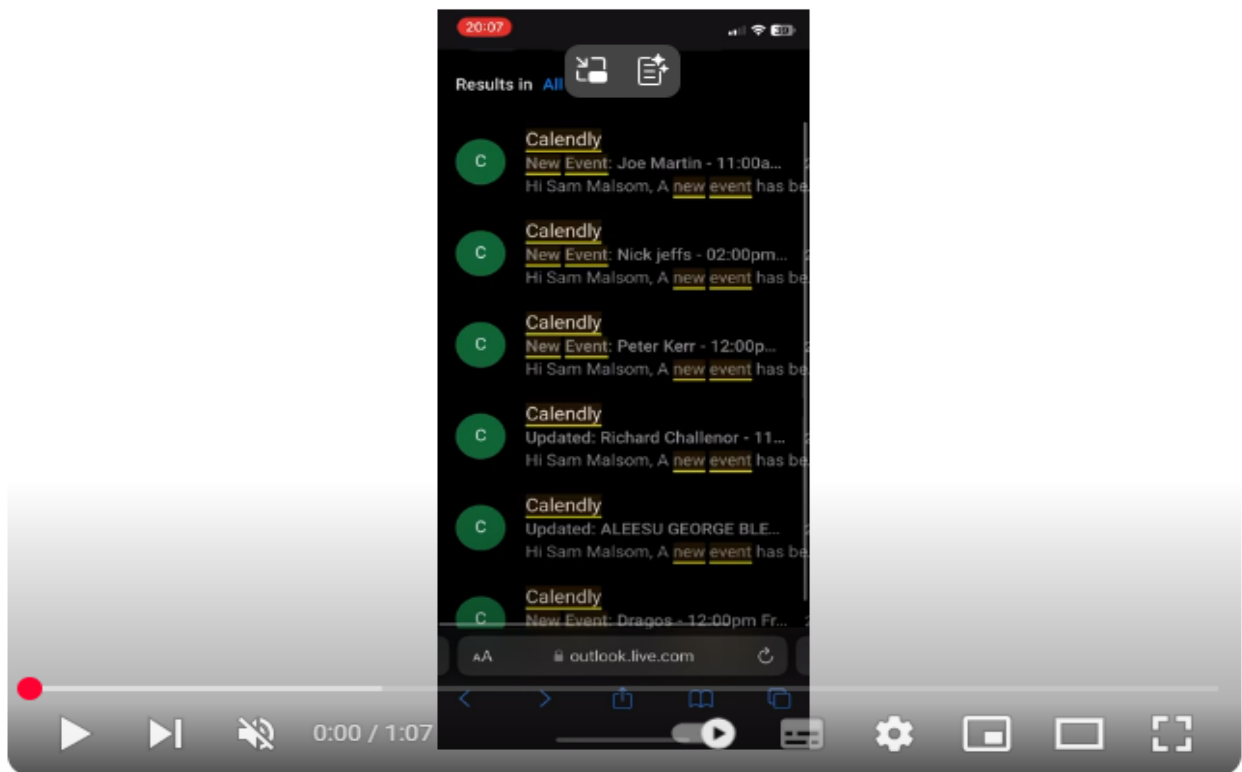
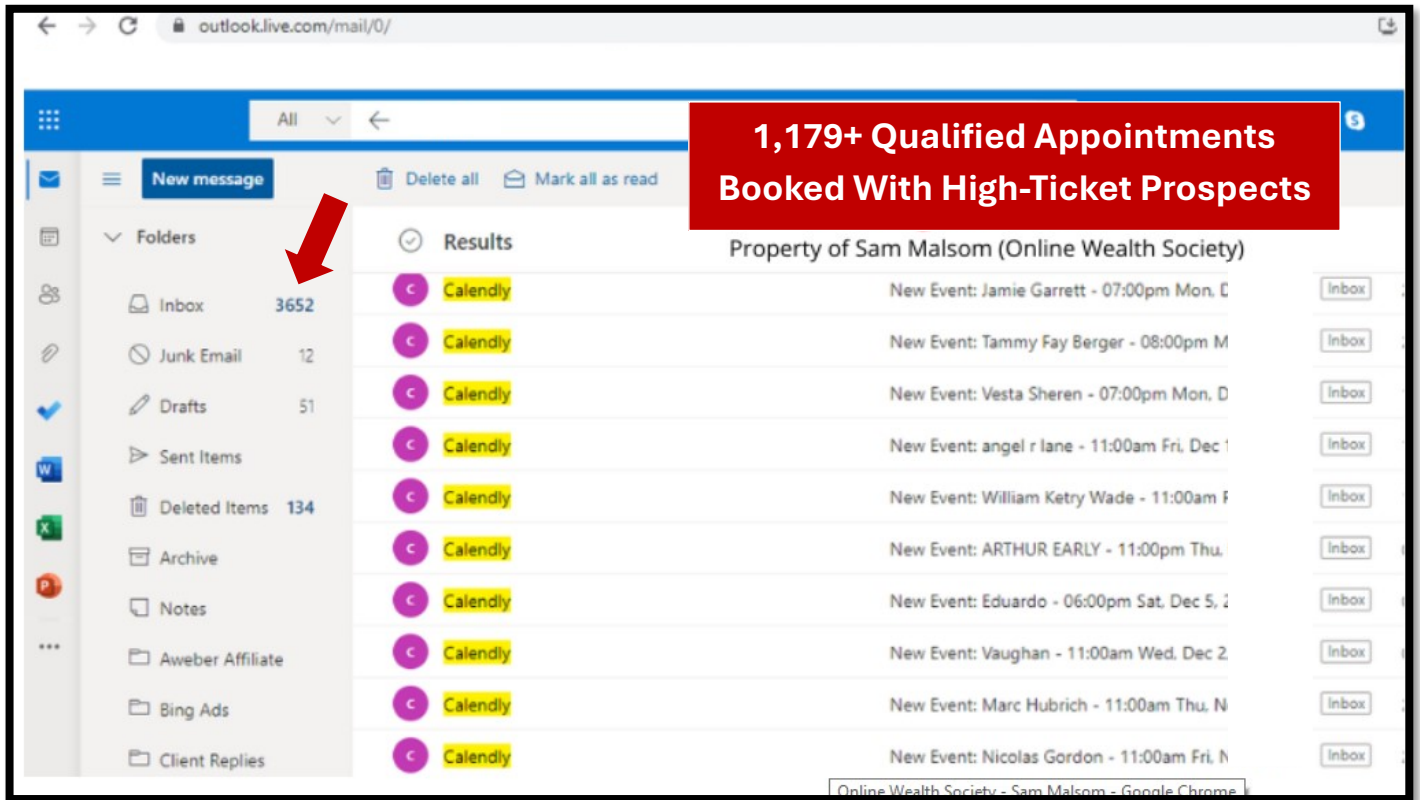
🔑 ✓ **Phone Follow Up System – How Cold & Warm Calling Your List Leads Can Triple Your Appointments & PROFITS!**

During this section I will show you how you can fully **ACTIVATE** your email list of subscribers. A simple phone follow-up strategy by cold calling / warm calling your email list leads can **3X** your appointments with zero extra ad spend.

🔑 ✓ **Email Marketing + Social Media Content System Using 'Cross Pollination' – How To Create Appointments, Conversions & Save Time Using AI**

I'm going to dive deep into this during module #9 of the Client Acquisition Accelerator. However, during this part I will show you how to leverage AI to blend content and email into one omnipresent conversion engine that builds trust, educates, and books calls on autopilot.

These 4 systems is **EXACTLY** how I am able to book qualified appointments daily like you can see in the screenshot + **PROOF** video below by clicking the link...



Qualified APPOINTMENTS With HIGH TICKET CLIENTS Proof!

Click Here To See Qualified Appointment Booking Proof >>>
<https://www.youtube.com/watch?v=u8-ORQtqQNs>

Let's dive deep into the optimized appointment booking system together...

✓ D.A.O Method Messaging Scripts - How To Book Qualified Appointments For FREE!

What Is The D.A.O Method & Why Does It Work?



As I mentioned before... **D.A.O = Direct Authority Outreach**

When I first started online over 7+ years ago, I used to send 20 - 30 messages back and forth with new leads before inviting them to check out my affiliate link, when I was primarily selling other people's products for a commission as an affiliate marketer.

This is the outdated way which is way too time consuming!

If you are operating your business this way with organic marketing, you are most probably spending way too much time on dead beat leads that have no money to invest into your offer or are not serious about your niche / growing a business!

This in essence, results in you losing out on a lot of **sales opportunities** with other leads and high-ticket prospects that already understand the foundational requirements of business... by leveraging the D.A.O method.

Here's why this method works so well...

- 1) The '**messaging**' and '**questions**' that you will ask on the application form / 15-minute discovery call allows you to filter out the % of people that are not serious about growing an internet business...

...and think they can make 6 or even 7-Figures by investing \$100 or people that are not serious about getting the end-result that your niche offer can solve!

2) It allows you to **position yourself** as an **AUTHORITY EXPERT** and a person of **CREDIBILITY** which in turn helps you increase your results exponentially!

If you have been in the industry for a while, then you already know that people want to work with people that have more of authority, high income skill sets and results

(If you don't have results yet, either charge a lower fee to reduce clients risk... work for FREE and get 3-5 testimonials or if you're in a company leverage the success of others that do have results!)

3) Now although you can leverage this method by just sending DM's (Direct Messages) on Facebook, Instagram, LinkedIn or any other social media platform, you will fast track your sales conversions & results if you jump on the phone by **changing the selling environment**, so you have your potential clients full attention.

The D.A.O method allows you to book targeted discovery calls and strategy calls with high-ticket clients FAST, so you never run out of high-quality leads for your business without having to invest into paid ads to get to your first 6-figures.

Adding phone follow up to our business literally took me from making a couple hundred bucks per month to my previous business partner and I scaling to **\$1.2M in rapid time!**

Now before we dive into the **DONE FOR YOU messaging script**... this method only works if you work the method and requires time and energy to hit the **KPI's & KPA's DAILY** over a period of 90 days and then **analyse results!**

- **KPI = Key Performance Indicators**
- **KPA = Key Performance Activities**

When you have hit \$10k/Month in sales then it's time to AUTOMATE the whole process using...

SYSTEMS

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

**DM APPOINTMENT
SETTER / GROWTH
SPECIALIST / AI**



D.A.O Method Script Access



Direct Authority Outreach Script



ACCESS THE D.A.O MESSAGING FRAMEWORK + SCRIPTS BY CLICKING THE LINKS BELOW:

PDF - [D.A.O Method Blueprint / Framework! >>](#)

PDF - [D.A.O Messaging Script #1 - Book Appointments! >>](#)

PDF - [D.A.O Messaging Script #2 - Sales Conversion \(Urgency / Scarcity\) >>](#)

PDF - [DM 'No Results Yet' Messaging Script! >>](#)

FREE BONUS DONE FOR YOU – [Permission Based Pitch Script PDF >>](#)

https://d1yei2z3i6k35z.cloudfront.net/9180631/69f2303331ac14.18424363_DONEFORYOU-PERMISSIONTOPITCHSCRIPT.pdf

🔑 ✓ **SMS Text Follow Up System – How To Book Sales Calls For Less Than \$10**

If you're not using SMS to book calls, you're leaving money on the table!

Text messages get up to 90 - 98% open rates as opposed to email which gets between 10 – 30%. When you combine both (SMS TEXT + EMAIL) with a clear frictionless CTA booking link...

...it becomes one of the cheapest and most effective ways to mine appointments from your existing lead / phone list resulting in more qualified calls... and therefore more HIGH-TICKET SALES!

For under \$10 per call booked, you can follow up with opt-in leads that you have the phone number of, re-engage no-shows, and revive cold leads straight from your CRM.

It's fast, direct, and cuts through the noise, resulting in booked calls landing on your calendar daily.

Here's The **SYSTEM** On How To Do It:

- 1) **Make sure you ask for Name, Email & Phone Number on your lead capture page (LCP!)** (If you're sending your traffic direct to the VSL page to book an appointment with you or your team without using an LCP, you'll get the name, email and phone number via the application form using Calendly)
- 2) **When you have 2000 – 5000 phone numbers, extract them and use www.BulkSMS.com or www.TextMagic.com and send an SMS TEXT blast... to all your phone leads with the following 'fill in the blank' messaging copy below ...**

“Hey [FIRST NAME] It's [YOUR FULL NAME e.g. Sam Malsom] from [YOUR COMPANY NAME e.g. Online Wealth Society. Com]

You entered your name, email and phone number into my lead form.

How's your [NICHE JOURNEY e.g. online business journey / health & fitness journey / dating & relationships journey] going?

Do you still want some help?

If yes, here's a link to my personal calendar so you can book in your [RESULTS DRIVEN STRATEGY SESSION e.g. FREE Client Magnet + Profit Booster Strategy Session)

Book Your FREE CALL Here Now If You're Interested >>> [ADD CALENDLY LINK HERE]”

Hopefully talk to you on a call soon

Appreciate ya!

Sam 😊

P.S Open all my emails as I share a lot of FREE VALUE in them to help you [RESULT + EMOTIONAL DESIRE e.g. grow your business and live a life of more FREEDOM] Faster & Easier!

Here's The Link To Book Your FREE CALL >>> [ADD CALENDLY LINK HERE]”

Awesome. Its literally that simple. You can send this SMS blast every 1-3 months to leads that have not booked a call with you yet + prospects that have done the first call but for some reason have not purchased your high-ticket offer

🔑 **✓ Direct Messaging Mastery – How To Book Even More Appointments & Hit \$100k - \$1M/Year**

If you want to hit \$100K to \$1M+ per year, you *must* dominate the DM game.

When you combine ads with a direct outreach strategy that's built on value, curiosity, and clarity... your DMs become a frictionless appointment pipeline.

You're not selling in the inbox, you're diagnosing pain, positioning authority, and offering the *next best step*.

This is where your conversions multiply and your calendar gets flooded with qualified leads & prospects daily. At this point you should have already been sending 100 direct outreach + follow up messages per day via organic traffic + your DM Funnel Ads.

This is where you can start ramping up to 200+ messages per day using both your personal FB or Instagram profile and your FB business page account.

When doing organic you will get people telling you to F off, LOL, but you have to be resilient and detached from peoples responses. The key is to apply a scientific approach and figure out what messaging STIMULI your niche market RESPONDS to.

Once you have this nailed you can book appointments reliably and predictably providing you TRACK by using the spreadsheet I have given you access to inside module #5 of C.A.A.

At this point in your business, your main FOCUS is to book appointments **ALL DAY** and conduct sales calls.

Nothing else matters to get to \$100K/Year.

To Get to **\$1M/Year You Just Ramp Up The AD SPEND, TRAFFIC, LEADS, DMs, APPOINTMENTS & SALES CALLS By Leveraging AI AGENTS & An APPOINTMENT SETTER!**

It Really Is As **SIMPLE** As That, While Also Focusing On Clients Results & Delivery.

You already have the **SYSTEM** including the **KPI's + SCRIPTS** that I gave you access to inside module #5 and inside module #8 of C.A.A for sending Daily Direct Messages.

Here's the DM APPOINTMENT BOOKING MATH:

(I've kept the following numbers very conservative to demonstrate that YOU can do this. If you follow everything I've taught you inside the Client Acquisition Accelerator training program... your ABR + Close Rate should be way higher than 1% & 15% respectively!)

ABR = Appointment Booking Rate % = 1%

100 Messages / Day = 1 Qualified Appointment

1 Qualified Appointment Per Day

= 300 Calls / Year

@ 15% Close Rate = Bad at Sales (A Great Close Rate = 35%)

15% Close Rate = 45 Clients @ \$3,000 Per Sale

= \$135,000 PROFIT

Or

An Offer For \$2,000 Per Month High-Ticket Recuring Pricing - Churn Rate = 3 Months

X 45 Clients

= **\$270,000 PROFIT**

Do You See How EASY It Is To Make \$100,000+ Per Year?

All you have to do is book ONE QUALIFIED APPOINTMENT PER DAY. To make more than \$100k ramp up the messages and improve your close rate.

Let's say you send 200 messages per day... giving you 2 qualified appointments per day.

Well now you've just **DOUBLED your business & DOUBLED your profits.**

The KEY is to book as many appointments as you can DAILY and close sales DAILY.

When you have an optimized OFFER + MESSAGING in place that resonates with your niche market... it's all about APPOINTMENT BOOKING & STRATEGY CALL...



Every Day You Have To Be Absolutely F%*king **RELENTLESS** In Booking **APPOINTMENTS**, **SELLING ON CALLS** + The DMs & Creating **EMAILS** + **STRATEGICAL CONTENT** Around The Problems Your Target Market Is Suffering With!

There Is **NOTHING** Else To Do To Get To Multi-6-Figures Than The Activities I Shared With You Above **AFTER** You Have The Foundations of Your Business Set Up Correctly!

Understood?

Great, let's move onto the...

✓ Phone Follow Up System – How Warm & Cold Calling Your List Leads Can Triple Your PROFITS!

Phone Follow-Up is the hidden profit lever most coaches, consultants, course creators and service providers ignore... but it's one of the *fastest* ways to triple your sales.

When collecting phone numbers on the lead capture page, you can call them immediately or get an AI AGENT to call them for you and book them onto a full strategy call with you.

You can also call up warm leads who've been opening your emails who didn't convert via the VSL. Many of these leads are not dead... they're just stuck in one of the cogs within the **CVJ (Customer Value Journey)**.

A well-timed phone call reactivates that interest, re-engages their pain, and repositions your offer as the only logical solution to help them get the END-RESULT they desire!

The phone lets you book in qualified strategy calls on your calendar, handle objections *on the spot*, collapse the sales cycle, and close deals faster. If you're running a funnel without a call follow-up system, you're leaving cash on the table... every single day.

Here's The SYSTEM On How To Do It:

- 1) As soon as the lead enters their name, email and phone number into your LCP, have you or someone on your team call them back within 5 minutes.** On the call you are not trying to sell them.

You're just calling them to introduce yourself... to make sure they got the free lead magnet and to book them on a full strategy call with you so they can get the help they need.

Here's the cold call phone script you can use...

Hi, is that [LEAD NAME]?

[WAIT FOR REPLY] e.g. YES

Hi [LEAD NAME] its [YOUR NAME] from [YOUR COMPANY NAME]

You recently entered your contact information into my lead form.

Just calling you up to see if you got access to the FREE [LEAD MAGNET NAME] okay?

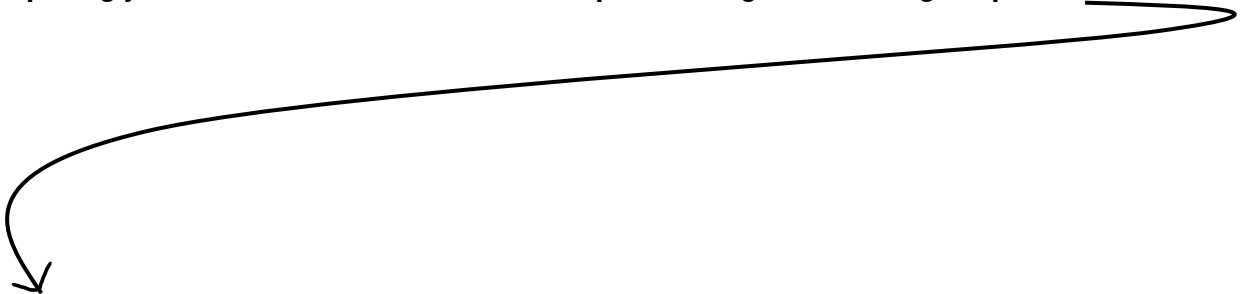
[WAIT FOR REPLY]

Great, I've helped [X NUMBER OF PEOPLE GET X RESULTS] have you got a minute for a quick chat to see how I can help you?

[ASK QUESTIONS FROM THE APPLICATION FORM + SALES SCRIPT & BOOK THEM ON A FREE 30 MINS – 1 HOUR STRATEGY CALL]

As you advance, go to the Client Acquisition Accelerator Mastery Bonus Module #1 and set up an AI AGENT to call back your leads for you. The AI AGENT will book leads on an appointment for you.

- 2) If you need to book extra appointments, collect your phone leads data who have been getting and opening your emails. Warm call them on the phone using the following script...**



Hi, is that [LEAD NAME]?

[WAIT FOR REPLY] e.g. YES!

Hey [NAME] its [YOUR NAME] from [YOUR COMPANY NAME]

You entered your contact information into my lead form, joined my list and been getting my emails.

Hope you've been getting some value to help you.

Reason for the quick call is to see if you're still interested in getting some help with growing your [NICHE e.g. online business?]

[WAIT FOR REPLY]

Great, I've helped [X NUMBER OF PEOPLE GET X RESULTS] have you got a minute for a quick chat to see how I can help you?

[ASK QUESTIONS FROM THE APPLICATION FORM + SALES SCRIPT & BOOK THEM ON A FREE 30 MINS – 1 HOUR STRATEGY CALL]

Awesome work... moving onto the last appointment booking system...

✓ **Email Marketing + Social Media Content System Using 'Cross Pollination' – How To Create Appointments, Conversions & Save Time Using AI**

Email Marketing + Social Media Content Cross-Pollination is how you dominate attention, appointments and conversions... without wasting your precious time.

Here's The SYSTEM On How To Do It:

You start with the social media channel your running ads on (*Facebook or Instagram etc*) each day **write 1 BROADCAST EMAIL** with the help of AI... and add it to your email autoresponder sequence if it's an evergreen value email or client result / testimonial case study email.

Then copy & paste the email and post it on the social media platform you are doing your organic direct outreach on + running your ads on.

This strategy builds omnipresence, amplifies trust, keeps your audience engaged and increases your appointments via your direct messaging strategy, social media content and daily emails.

The key to making this work is...

CONSISTENCY!

EVERY DAY YOU MUST SHOW UP IN THE EMAIL INBOX + SHARE 1 - 3 CONTENT POSTS ON THE SOCIAL MEDIA PLATFORM YOU ARE RUNNING ADS ON + DOING YOUR ORGANIC DIRECT MESSAGES ON!

It starts of slow but after 90 days you'll build **MOMENTUM!**

At the end of the email + social media posts you can give them a soft CTA to book a call on your calendar or DM you if they want some free help.

Here's how you **SAVE MASSIVE AMOUNTS OF TIME.**

As you get more advance in your writing / copywriting journey upload 10+ content pieces, social media posts & emails into AI (*Chat GPT, Google Gemini, Jasper, Open Claw etc*) and use the prompt in module #9 of C.A.A to get AI to write in your tone / writing style.

(The more data you feed AI, the better it will perform)

AI will write the daily email and social media posts for you.

My advice is for you to edit them and make them even more personalised to you and your brand, while adding in any extra knowledgeable tips, value and unique stories you think can help your audience.

This saves massive units of time, boosts conversions, and ensures your content does the heavy lifting across your entire eco-system.

If you apply this alongside the...

- ✓ **Organic D.A.O Method**
- ✓ **SMS TEXT System,**
- ✓ **DM's System +**
- ✓ **PHONE FOLLOW UP System...**

...while applying the **100 messages / day outreach method + running ads** you should easily be able to book 7 - 10+ appointments per day and scale up from there.

If your closing 3 out of every 10 calls on a \$3,000 offer = 30% Sales Close Rate...

That's \$9,000 PER DAY in potential income...

\$9,000 X 300 working days in the year...

= \$2,700,000/Year In Potential Revenue!

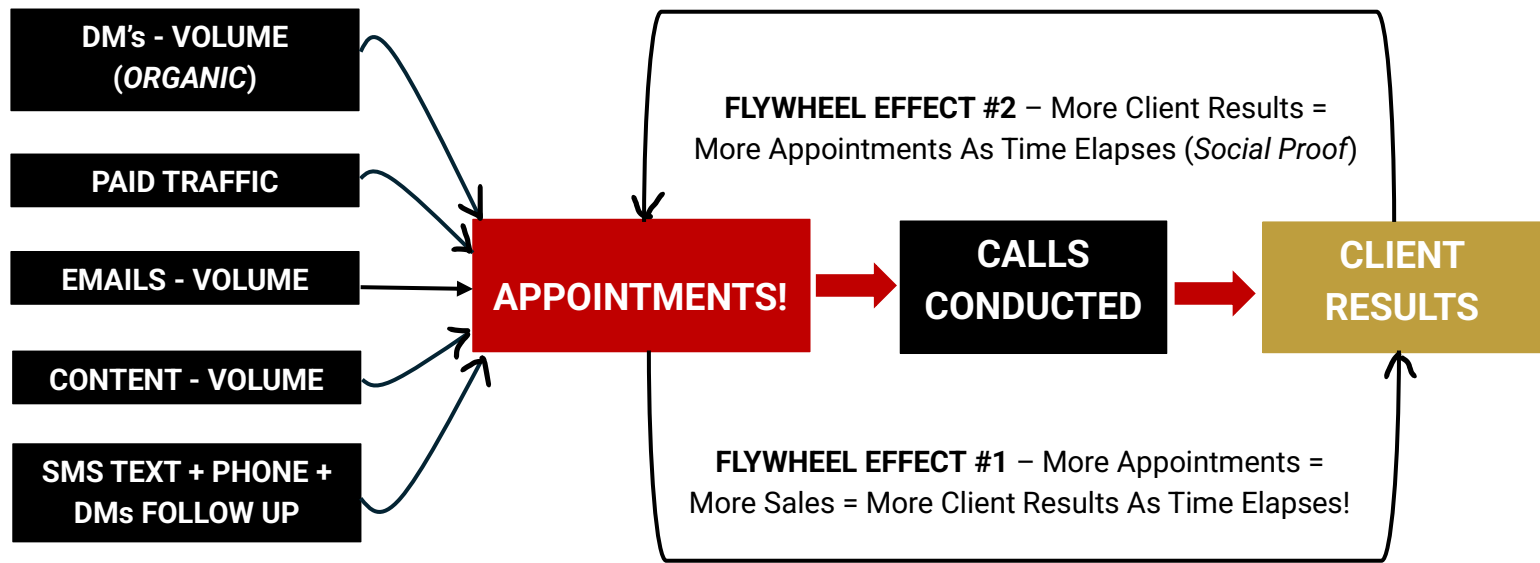
You've now absolutely SMASHED your \$1M/ Year Income Goal!

(Results Not Guaranteed – You Have To Consistently Take Action & Do The Work Daily For This To Work Effectively For You But You Already Know That, Right?!)

Super powerful! 😊

Hopefully that has shifted your mindset & belief system construct... in terms of how to hit \$1M with a VSL funnel + appointment booking follow up systems I have just shared with you!

To conclude this section of the module here is a diagram explaining what I have just taught you.



Hope you got value from this **FREE BONUS**.

Take action on the **DONE FOR YOU** Appointment Booking System and I guarantee you'll improve your booked calls for your coaching, consulting, service or high-ticket info business.

Talk soon,

Appreciate ya!

Sam Malsom

Founder & CEO: [Online Wealth Society. Com](https://www.onlinewealthsociety.com)

\$3.4M+ In Client Results!

Former UEFA Europa League Pro Footballer!

Consulted With a 9-Figure FORBES Entrepreneur 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!

