



www.OnlineWealthSociety.Com/

7-FIGURE **GROWTH** BLUEPRINT!

5-Steps To Booking **100+ QUALIFIED APPOINTMENTS** Per Month & Attracting **HIGH-TICKET CLIENTS** On Demand Leveraging The **C.A.L.V.O Method & AI...** **WITHOUT** Wasting Time, Energy & Money On Hope Marketing!

A computer monitor is shown displaying a presentation slide. The slide features the OWS logo at the top center. Below the logo, the text reads: "The Brand New & Different Way Smart Entrepreneurs Are Scaling To 7-Figures!". The central graphic is a circular diagram labeled "C.A.L.V.O Flywheel". It consists of a globe in the center with a hand holding a dollar sign below it. Three blue curved arrows form a cycle around the globe: "GROWTH" at the top, "ATTRACT" at the bottom right, and "CLIENTS" at the bottom left. A man in a suit and glasses is positioned to the right of the globe, with two red arrows pointing from his eyes towards the "GROWTH" and "ATTRACT" sections of the flywheel. Below the monitor is a keyboard and a mouse.

Hey, my name is Sam Malsom, **FOUNDER & CEO** of...

www.OnlineWealthSociety.com

I help online business owners, coaches, consultants, course creators, high-ticket marketers & agency owners just like YOU... master the strategies & high-income skills needed to be the **BEST**... in terms of booking **qualified appointments** and converting **HIGH-TICKET CLIENTS** so you can create more **TIME, LOCATION & FINANCIAL FREEDOM!**

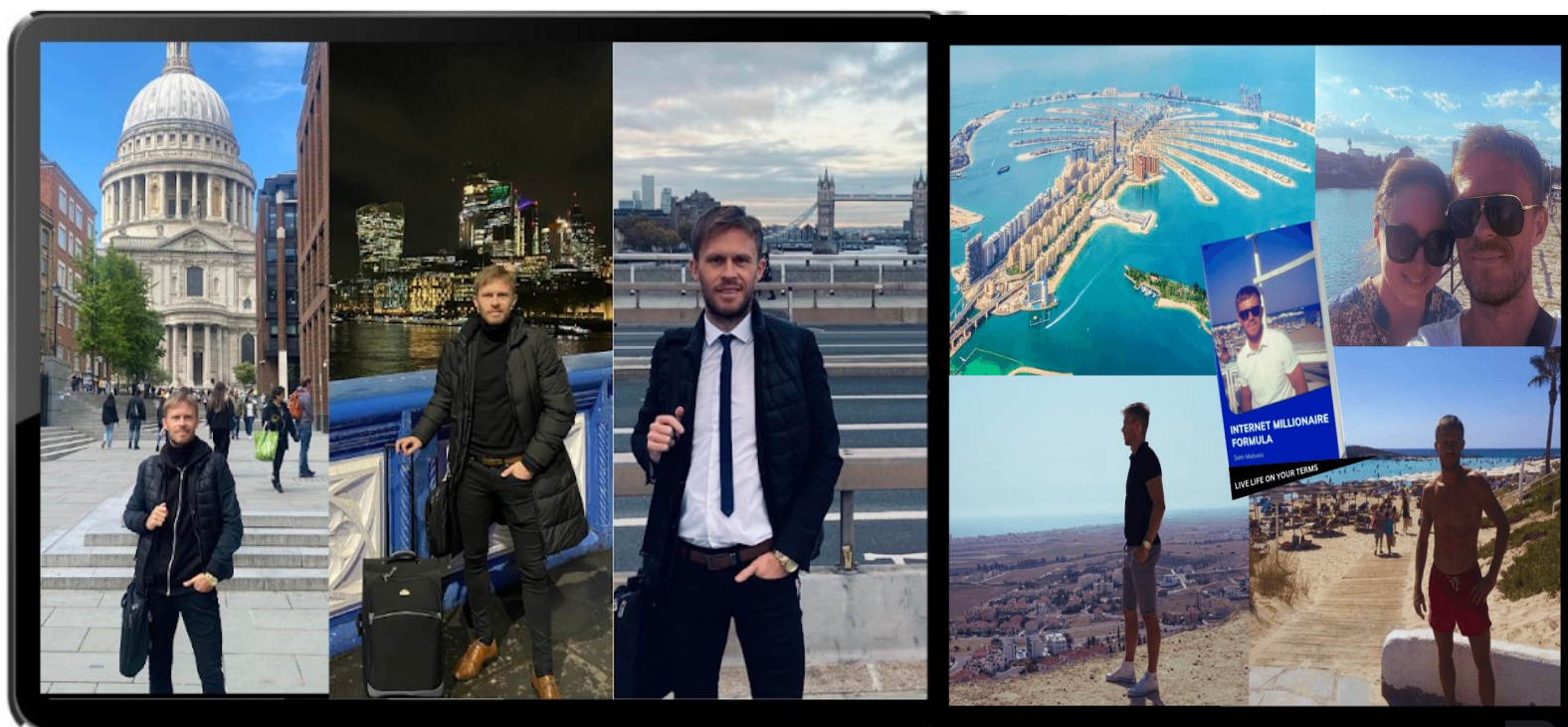
If you've got access to this PDF, you either spoke to me or one of my team members over the phone, via email or over the DM's! I honestly hope you got some value from your **FREE PROFIT BOOSTER + CLIENT MAGNET** advisory call together!

My average day revolves around waking up when I want (*usually at 4am – 6am*), I follow my millionaire morning mindset routine which takes around 30+ minutes, meditate, work on my online business from my apartment, then I relax and sunbath at the beach or by the pool!

I've been abroad 43+ times to some amazing countries around the world so you could say I've lived a little as well.

Would you like to start living life by design & the...

... **FREEDOM CEO LIFESTYLE!?** "Yes, Great!"



Read this “quick start” 5-STEP PDF from start to finish! 😊

I promise if you do it will help you get **UNSTUCK!**

It's going to be **very different** compared to anything else you have ever read, because not only am I going to explain the 5-steps process to PROFITS using Asymmetric Leverage & Inflection Point Awareness.

I'm also going to let you in on a **SECRET that only the TOP 1% of smart internet business owners are leveraging**, in relation to how the industry is changing due to the rapid exponential rise of AI, automation and the **TECHNOLOGY CURVE!**

But life hasn't always been like this.

I grew up on a rough council estate (*government housing*) in the south of England, about 4 hours from London!

Everything I've done in my life I've had to graft hard for!

Money was very scarce when growing up and nothing was handed to me on a plate!

Coming from a poor family made me even more determined to provide a better life of **FREEDOM & ABUNDANCE**, instead of **SCARCITY & LACK!**

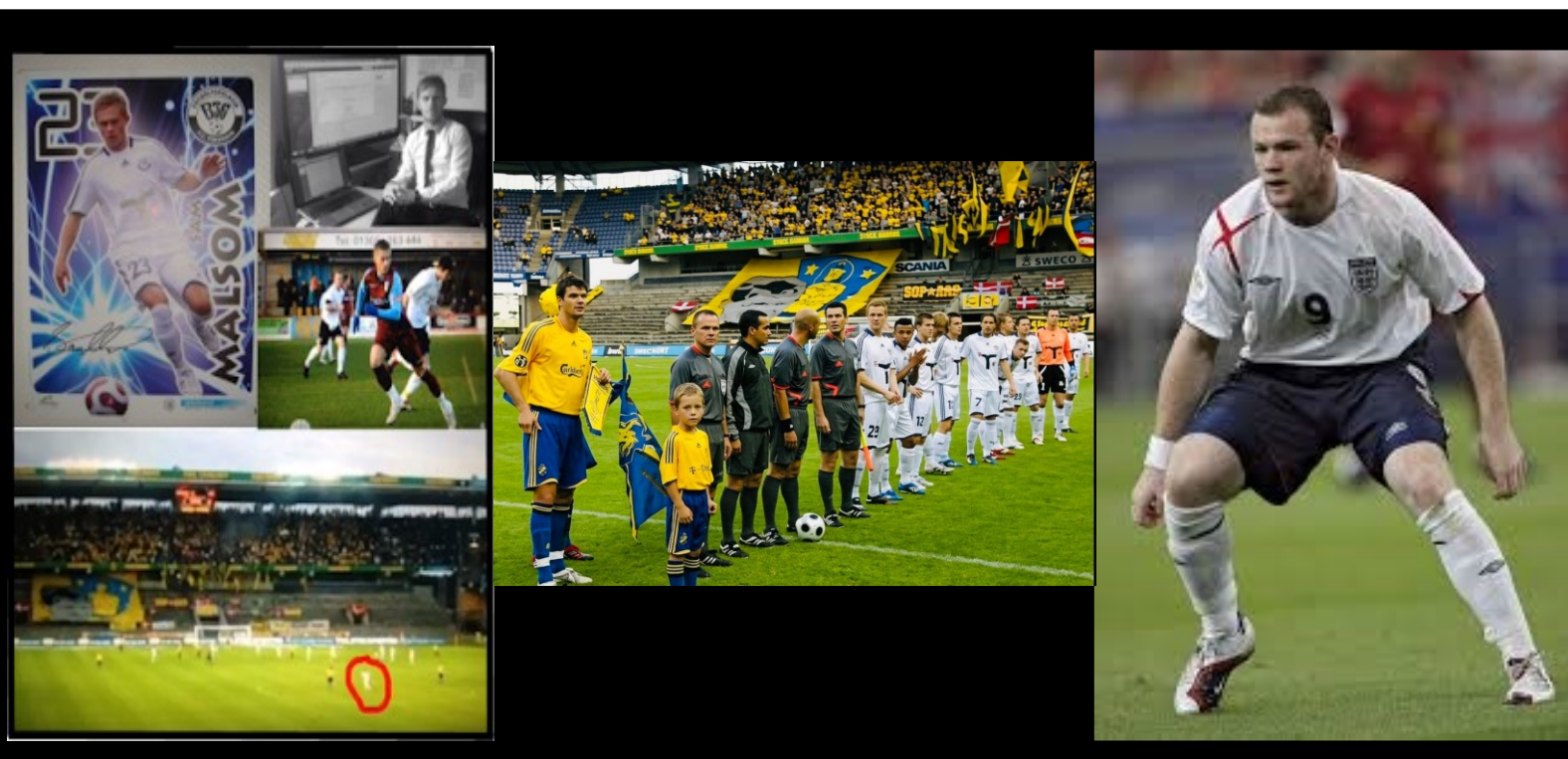
Throughout my late teens and 20's I achieved one of my big goals.

To become a **PROFESSIONAL FOOTBALLER!**

I started my career at Plymouth Argyle FC in the south of England, the same team world super star and former England international... **WAYNE ROONEY** was previously managing!

My football career took me all around World and I learnt a lot of lessons + character traits that I've taken into the world of business!

[If you've not read MY STORY, feel free to click here >>](#)



Now, becoming an online profitable business coach was achieved through hard work, trial and error! But this only took me so far and massively slowed down my progress!

So, I got a coach who could show me how to do it correctly and GROW!

In other words, I continually invest in myself... test stuff, fail fast but I learn from my mistakes and keep moving forward!

You must adopt the same millionaire mind-set for **SUCCESS!**

Failure is just stepping stones towards success, providing you do not give up!

I would be up until 5am on most nights, studying and spying on how 7, 8 & 9-Figure online business owners were making millions of dollars online.

When I first started trying to make money using the internet over 7+ years ago, I really struggled. It was tough!

I started with low-ticket & high-ticket affiliate marketing all those years ago!

In fact, for the first year I made ZERO dollars!

Looking back, this was by far the worst period of my life!

I was made unemployed, and I was in thousands of dollars of debt from trying to make this online thing work.

I had 4 credit cards totalling \$20,000+ worth of debt spent on traffic that didn't convert and programs that did not deliver the value that they promised!

I didn't have any income flowing in from a job or my failing business, so it felt like I was being crushed financially!

Seriously Stressful & Worrying Times! :(

But I knew deep down I had a desire to be successful, to help my family and a burning desire to be RICH!

Unfortunately, at the time I didn't have the knowledge & the...

OPTIMIZED CLIENT ACQUISITION SYSTEM...

...I'm going to share with you to **GET RESULTS!**

No wonder I failed for so long.

But my years of failure are now one of my biggest assets... because if I can come out the other side and become successful so can you!

I truly believe that!

I'm not special.

Just a regular guy who did the only smart thing a failing online entrepreneur could do...

I took out my wallet...

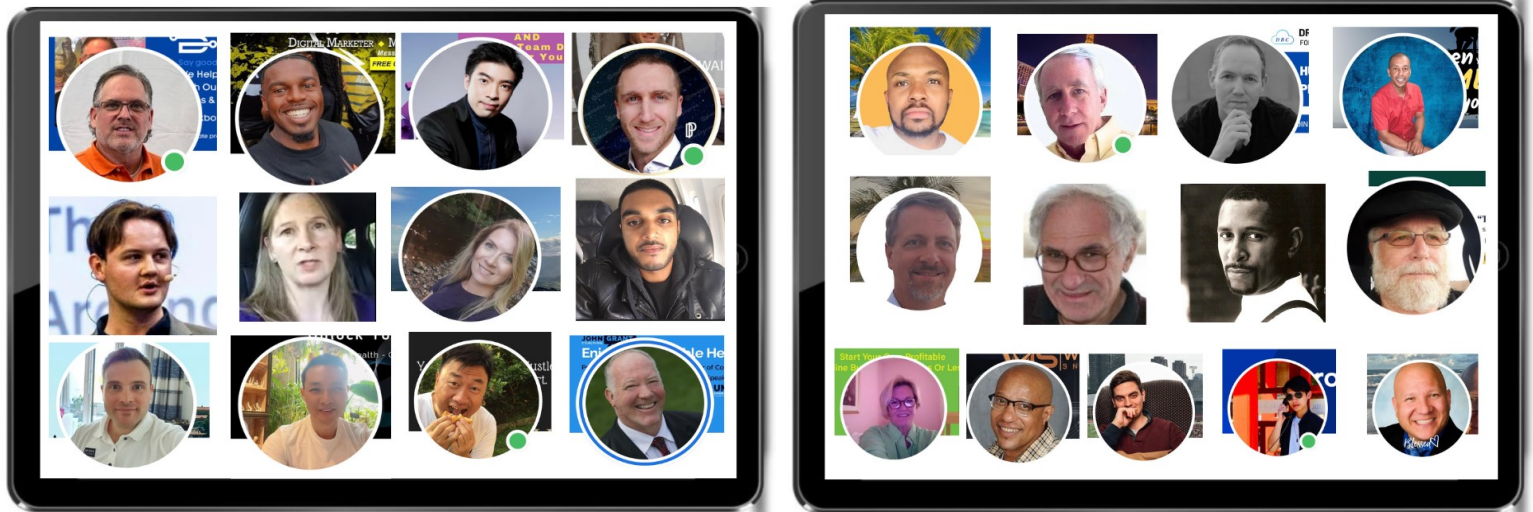
Paid my last chunk of money on my credit card and got coaching from an expert & eventually cracked the online code!

Ever since then I've been making more money than I know what to do with + my clients & students have done \$3.4M+ in rapid time and I want to share the exact million dollar 5-step framework with you for FREE!

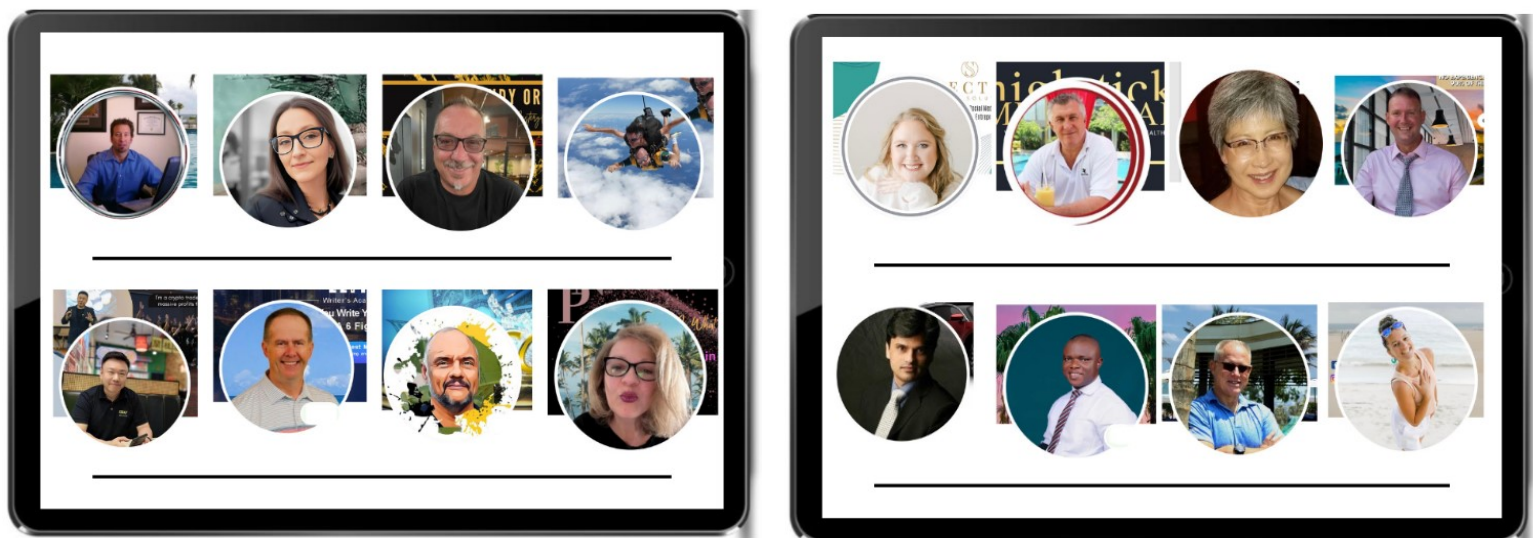
I've been through over \$100,000+ in online education and coaching... learning from some of the smartest minds in the industry and put well over 10,000 hours of my precious time into my self-education...

My Clients Have Generated **\$3,430,805+** In Rapid Time & We're Only Just Getting Started!

I Challenge You To Be Our Next 6 / 7-Figure Success Story!



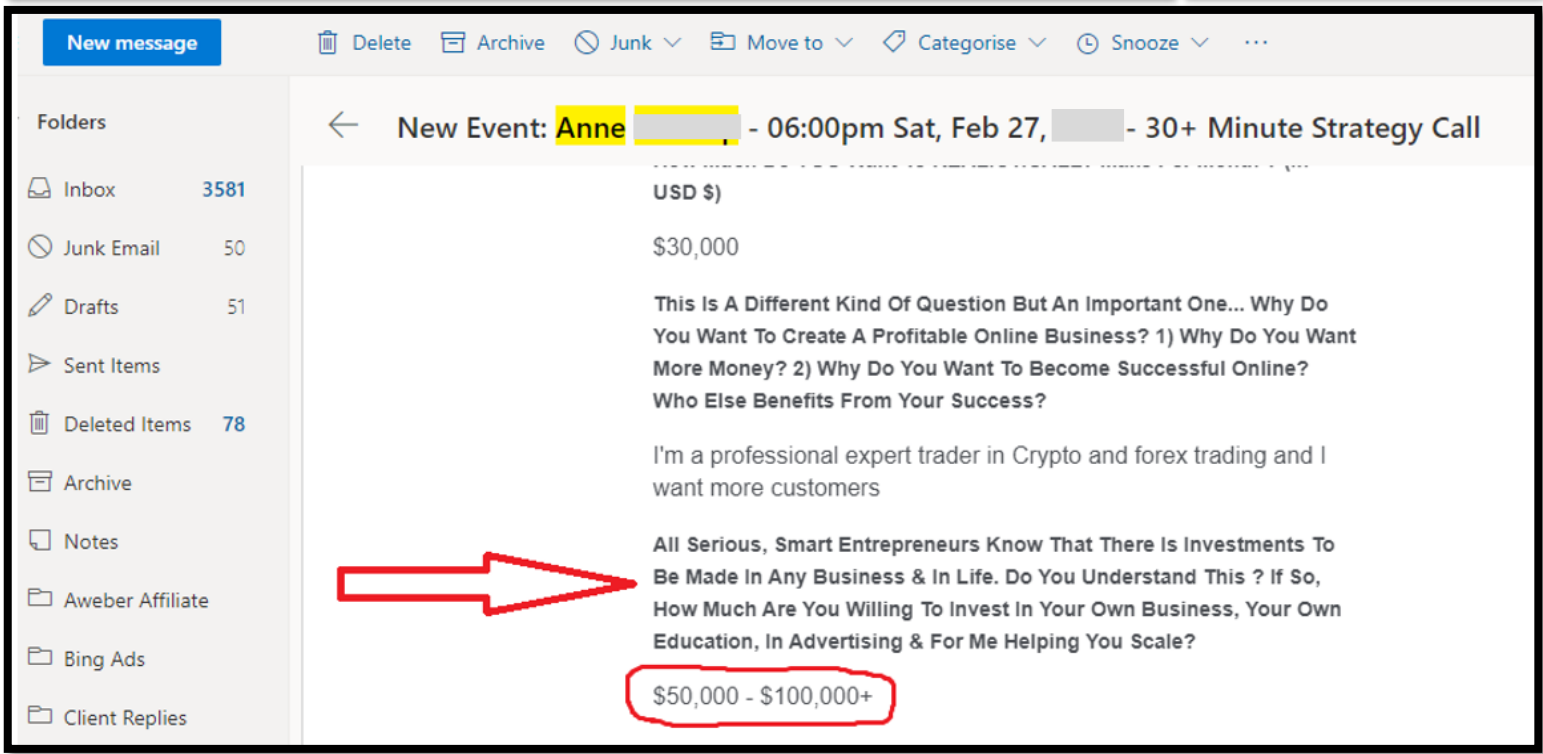
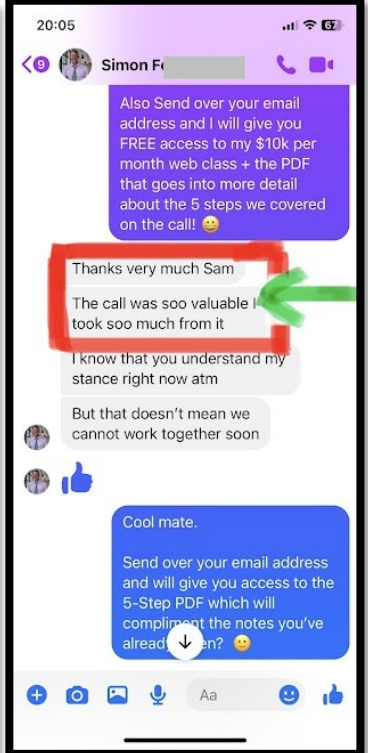
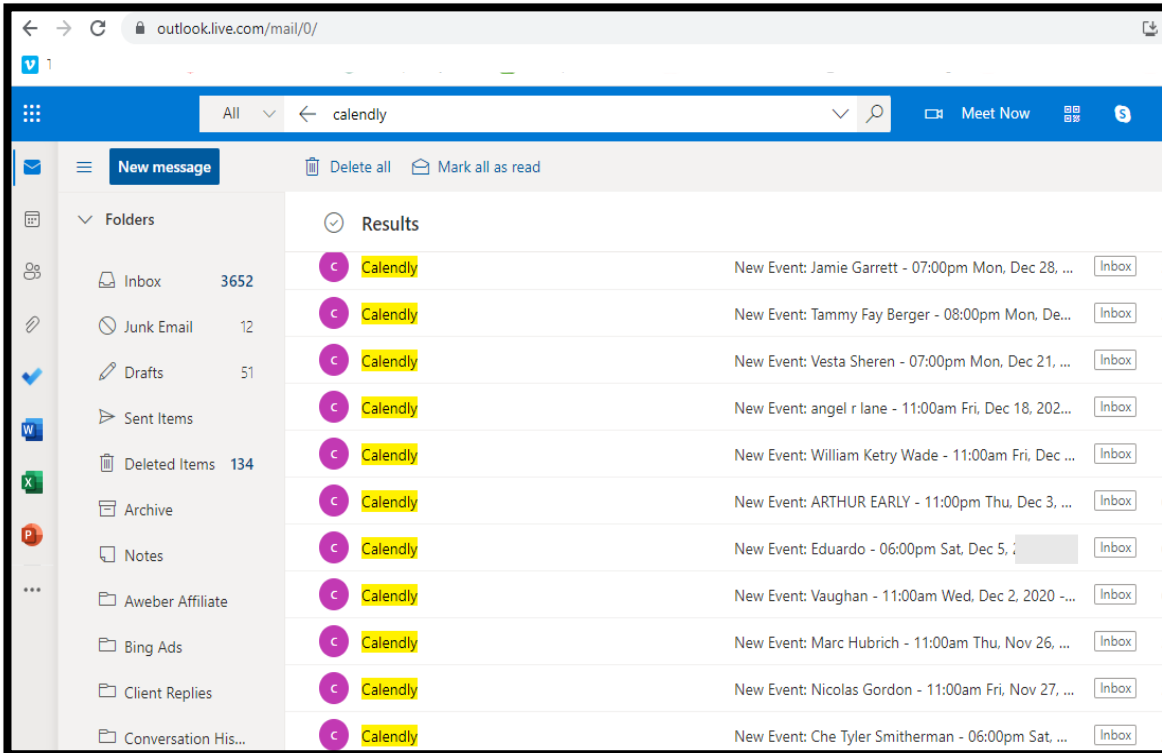
Client Magnet Advisory Call Students + Appointment Booking Proof With High-Ticket Clients!



QUALIFIED

APPOINTMENTS

PROOF STACK!



Qualified APPOINTMENTS With HIGH TICKET CLIENTS Proof!

1000+ Appointments With High Ticket Clients!

Mon Tue Wed Thu Fri Sat Sun

1 2

4 5 6 7 8 9

11 12 13 14 15 16

18 19 20 21 22 23

25 26 27 28 29 30

Calendly
New Event: Antony Inato - 04:30...
Hi Sam Malsom, A new event has be

Calendly
New Event: panagiotis kalofolia...
Hi Sam Malsom, A new event has be

Calendly
New Event: Vivian So - 02:30pm...
Hi Sam Malsom, A new event has be

Calendly
New Event: Antoni - 01:00pm Sa...
Hi Sam Malsom, A new event has be

Calendly
New Event: Antoni - 11:00... YouTube

Click the link to see appointment booking proof video with high-ticket clients...

<https://youtu.be/u8-ORQtQNs>

Before we dive into the training content, I just want to share this quick info graphic with you!

Changing Your Mind-set From Failing Business Owner To Strategical Online Entrepreneur!

Failing Business Owner	Strategical Online Entrepreneur
No strategy or plan	Strategic and detailed plan
Seeking quick fixes	Implement and take action on plan
Seek answers	Provide answers
Want instant results	Long term vision and focused
Fearful to spend money on their business	Understand investment
Wish it was easier	Work at becoming better
Try everything	Say NO – Focus on their plan
Start and stop	Stay their course towards their goals
Keep chasing the money and stay STUCK	Learn how to build a real online business that will give them complete FREEDOM

Awesome! Here's what we're going to cover together!

STEP #1 – NAILING YOUR NICHE + M.D.I.O! (OFFER)

STEP #2 – 7-FIGURE TRAFFIC + LEAD GENERATION SYSTEM!

STEP #3 – LEVERAGED QUALIFIED APPOINTMENT BOOKING + ASYMMETRIC AI FOLLOW UP SYSTEM!

STEP #4 – INSTALLING THE INFINITE CUSTOMERS + CLIENTS ACQUISITION FUNNEL – *Effortless E.B.M Quantum Cause & Effect Chain Sales!*

STEP #5 – D.E.A.L OPERATIONS FRAMEWORK

(Hiring A-Player Appointment Setters & Closers) How To FREE Up Your Time... Work In Your Z.O.G (Zone Of Genius) ... & Live a Life of More FREEDOM, While Providing Massive Value To Your Clients!

Let's begin...

STEP #1 – NAILING YOUR NICHE + M.D.I.O! (OFFER)

Picking your NICHE for your coaching / consulting / course / service offer is the first step in this plan, when starting & growing your online business.

A niche is a **SPECIFIC** group of people that have a **BIG PROBLEM** within an industry... that are willing to pay money for a **SOLUTION**... so they can get a specific **END-RESULT!**

SPECIFICITY + BIG PROBLEM + LOOKING FOR A SOLUTION + WILLING TO SPEND MONEY = PERFECT TARGETED NICHE MARKET!

So, the first part of this process is to **make the decision to choose an INDUSTRY** where people are paying big money for a product or service. The 3 biggest industries where **BILLIONS** of dollars are being spent every single year are:

- **Health / Fitness / Weight Loss**
- **Relationships / Dating**
- **Wealth Creation / Make Money / Home Business / Business Education**

My advice is to pick an industry that is profitable, where you have some interest / passion and compatible with your skill sets!

Or you can **learn new skills!**

Then niche down and sell something in a **TRENDING MARKET** or an **EMERGING MARKET** by creating an offer that is...

- **NEW!**
- **DIFFERENT!**
- **BETTER!**
- **EASIER FOR THE CLIENT!**
- **UNIQUE!**

When you've nailed your niche, next you'll want to start thinking about your...

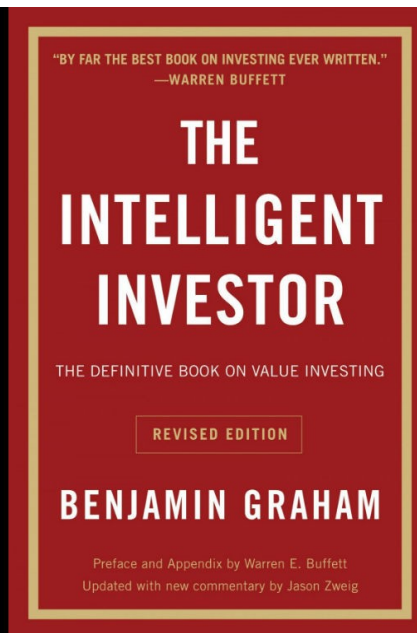
M.D.I.O = Million Dollar Irresistible Offer!



Creating an OFFER is by far the most IMPORTANT component of your business. If you get this wrong (*which most people do*) everything else fails.

If you've ever read the book titled *The Intelligent Investor*, by Benjamin Graham he quotes...

*“In The Short Term The Market Is A Voting Machine.
But In The Long Run The Market Is A Weighing Machine!”*



What this basically means in relation to offer creation in this industry... is that you used to be able to have a mediocre product with great marketing and still make 6 or even 7-Figures.

However, times have changed due to competition & AI!

Nowadays the product / service has to be AMAZING, because if it's not the market will weigh it in the long-term and you won't be able to survive in business!

THE **VALUE** YOU PROVIDE INSIDE YOUR PRODUCT / SERVICE OFFER IS THE **MOST IMPORTANT!**

The gurus that have spent all their effort making their marketing great and little time on making their product / service offer great... will ALWAYS LOSE AS TIME ELAPSES IN THE LONG TERM!

Because the market will first vote (*based off the marketing*) and then weigh (*based on VALUE & THE RESULTS you can get for your customers and clients!*) This then creates a positive or negative feedback loop!

The key is to have a **FANTASTIC PRODUCT / SERVICE OFFER** that helps your **CLIENTS GET RESULTS!**

And **FANTASTIC MARKETING & POSITIONING** to sell the product using social proof, positioning mechanisms, the value discrepancy model, the correct targeted messaging and the correct ethical influence & persuasion strategy that's in alignment with your...

MARKET SOPHISTICATION + MARKET CONSCIOUSNESS LEVELS!

I teach EXACTLY how to apply this inside my **Client Acquisition Accelerator** coaching program + curriculum!

- Amateurs have none of this and rely on crazy guarantees that they can't deliver on!
- Guru Cow Boys rely on good marketing, but their product / service SUCKS!
- **A-Players have... GREAT PRODUCT / SERVICE OFFER + GREAT MARKETING & POSITIONING + OPTIMIZED SALES PROCESS!**

And we use **STRATEGIC CONTENT**... targeting the BIG BENEFITS + BIG PROBLEMS within a targeted niche!

I spent 2 years working 10 - 12 hours per day 6 days a week on my product / service offers. And I'm still in the process of OPTMIZING based off market feedback... to make it better.

Which means offer creation is an on-going process + a high-income skill set that can make you millions if you master it. Nowadays we have the power of AI to help you with this, which massively fast-tracks your success.

Do you see how that's different compared to majority of marketers out there that spend a few weeks to 1 month on their offer and slap up some hype marketing then waste **TIME, ENERGY & MONEY trying to sell it!**

Now, while I teach my clients to build an **M.V.P.O inside my coaching program** to start with which stands for **Minimal Viable Product Offer** to gather **DATA + FEEDBACK!**

This allows you to optimize and create something your core client avatar wants, needs and deeply desires which must be improved upon over time. The M.V.P.O process takes around 7 days!

However, in the long term you want to have the mindset of building an OFFER so fantastically GREAT that your core client avatar feels crazy stupid saying no to buying.

To do that the VALUE inside the offer has to be AMAZING compared to the price clients are paying! This is otherwise known as the value discrepancy model...

VALUE > PRICE!

On the other side of the spectrum the product or service is just one component of the million dollar offer framework.

Here are the KEY components of an IRRESISTIBLE MILLION DOLLAR SOLID OFFER THAT CONVERTS:

1) Product / Coaching / Consulting / Service / Program = VALUE (THE MOST IMPORTANT!)

2) Price Point & Better Than Risk Free Guarantee! (Take all the risk away from your client & you will 10X your sales conversions from booked appointments to clients!) Do not promise clients something that you cannot deliver on!

- 3) **Big Marketing Idea** – so you can grab people’s attention and create excitement for your offer.
- 4) **The Marketing Message Hook** – so you can draw people in and get them to learn more.
- 5) **The Unique Mechanism / Method** – so you can differentiate yourself from competitors (*this is one of the biggest drivers of sales when you're in a crowded market*)
- 6) **The Value Discrepancy** - offer value presented as stacked components to show prospects how you can help them achieve the END-RESULT they desire! You always sell the END-RESULT!
- 6) **FREE Mastery Bonus Pack** – offer a free MASTERY bonus pack that’s super valuable and you will drive a lot more sales.
- 7) **The Big Emotional Drivers & Benefits** The Product / Program / Service Provides.
- 8) **CTA – (Call To Action)** so your leads know exactly what to do to buy now.

If you want to look what a **HIGH CONVERTING M.D.I.O (OFFER)** looks like click the link below and read this sales page...

<https://www.onlinewealthsociety.com/client-acquisition-accelerator-special-offer-97m>

STEP #2 – 7-FIGURE TRAFFIC + LEAD GENERATION SYSTEM!

Okay, so you’ve picked your targeted niche & mapped out your **M.D.I.O! (Offer)**

Next you need to start getting **TRAFFIC!**

Getting **TARGETED TRAFFIC & GENERATING LEADS** is the **LIFEBLOOD** of your business!

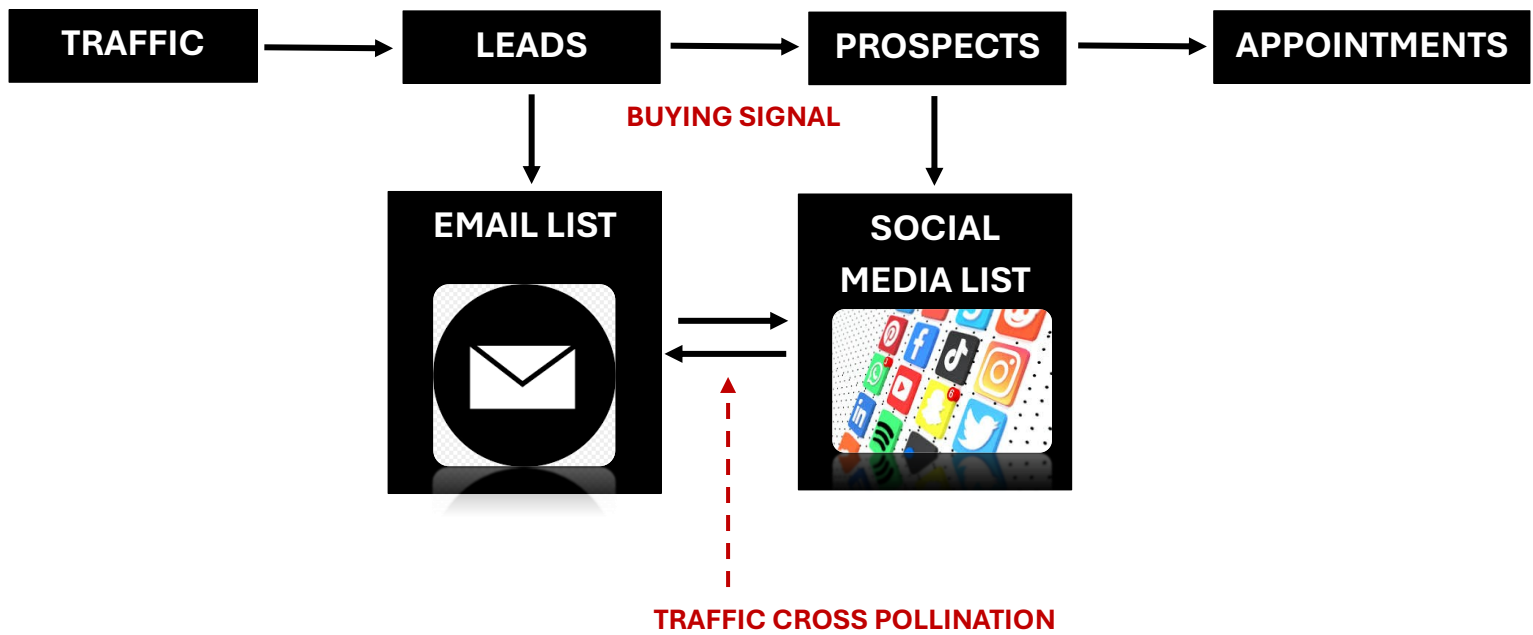
When you have consistent traffic and leads being generated, the next thing to focus on is booking **QUALIFIED APPOINTMENTS** on your calendar with **PROSPECTS** that are

- 1) **Serious about achieving the END-RESULT your OFFER can help them achieve!**
- 2) **Have the FINANCIAL POWER to pay you.**

We will talk about leveraged qualified appointment booking in step 3

Here’s the flow of how **TRAFFIC** turns into **APPOINTMENTS!** Before traffic can turn into an appointment or a high-ticket sale, they must first show **BUYING SIGNALS** and become a **LEAD** and then a **PROSPECT!**

The diagram below represents the first stage of MCM (*Multi Channel Marketing*)



Here is **FREE ACCESS** to my **7-Figure TRAFFIC & LEAD GENERATION PLAYBOOK** if you want to learn the methods of getting targeted traffic... and build a **BUYERS LIST of LEADS** so you never run out of people to talk to interested in what you are selling!

7-Figure TRAFFIC & LEAD Generation *PLAYBOOK!*

How To Get Targeted Traffic & Leads For Your Business While Building a BUYERS LIST Fast!

Click the link below to access the FREE training >>

<https://www.onlinewealthsociety.com/74ab1334>

STEP #3 – LEVERAGED QUALIFIED APPOINTMENTS BOOKING + ASYMMETRIC AI FOLLOW UP SYSTEM!

Awesome, if you read the Traffic & Lead Generation Playbook, I gave you FREE access to at the link above, you now know the basics of getting traffic and building an email list of leads and buyers!

I teach exactly how to do this in more detail inside my **Client Acquisition Accelerator** course + coaching program.

When you have picked

- **1 Organic Traffic Method +**
- **1 Paid Traffic Method** (*when you've made \$10k - \$20k per month consistently & ready for scaling phase #1*)

... you have the potential to GROW to 7-Figures & beyond providing you have a killer offer that converts! Here's the...

Asymmetrical Business Model To Implement As Your Online Marketing Strategy!

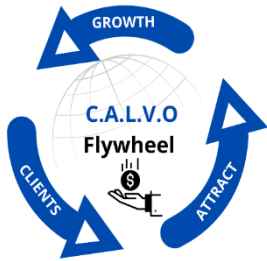


You'll then CROSS POLLINATE your traffic by building your **email list + social media list!**

The **FASTEST WAY TO SCALE** once you have your traffic system & offer dialled in is to...

- **Book Qualified Appointments Using a FUNNEL FILTERING Process &**
- **Follow Up Using Asymmetric Leverage Points!**

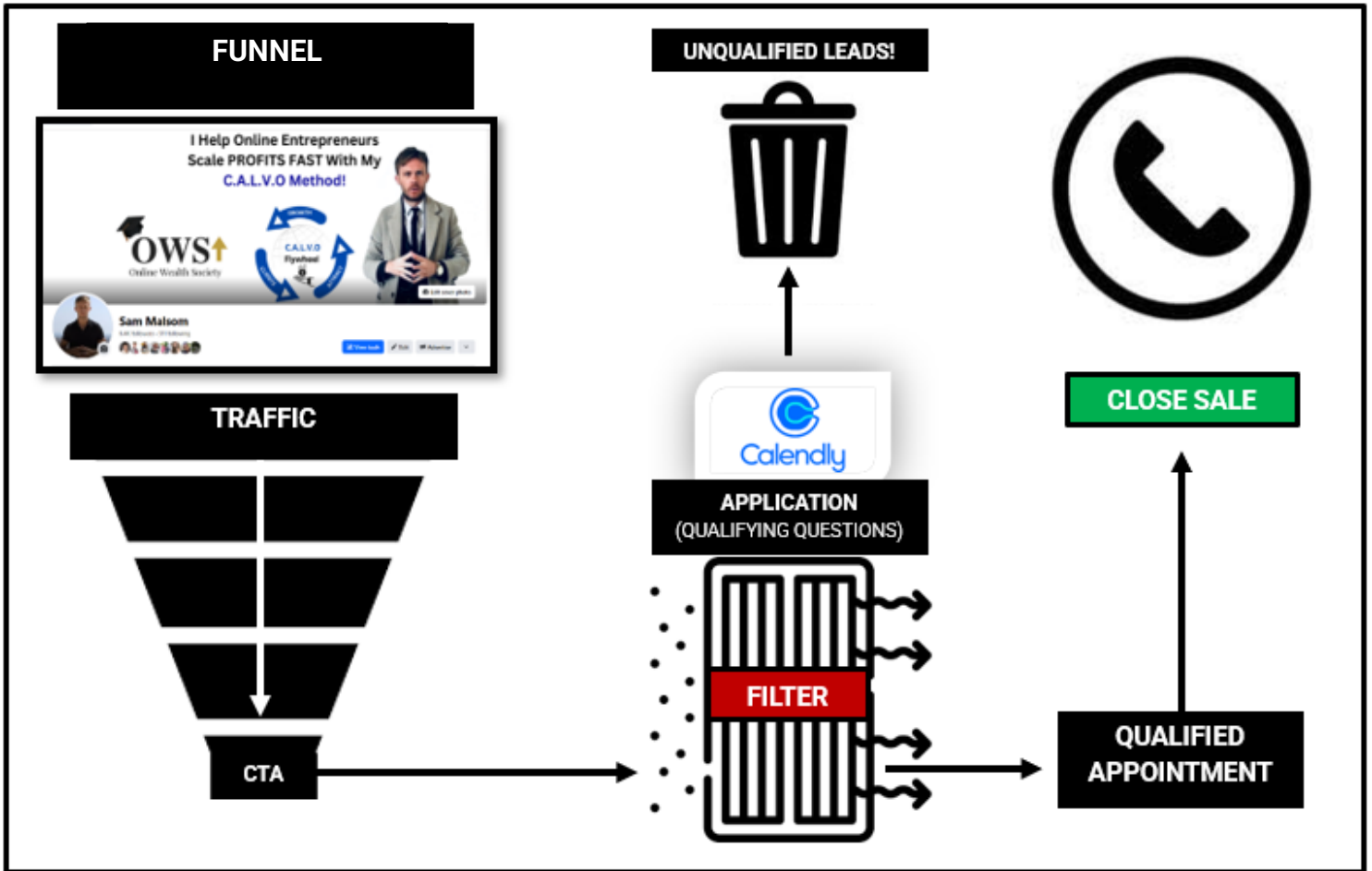
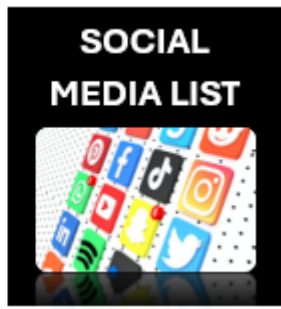
Here's a simple diagram below explaining this from a birds eye view level...



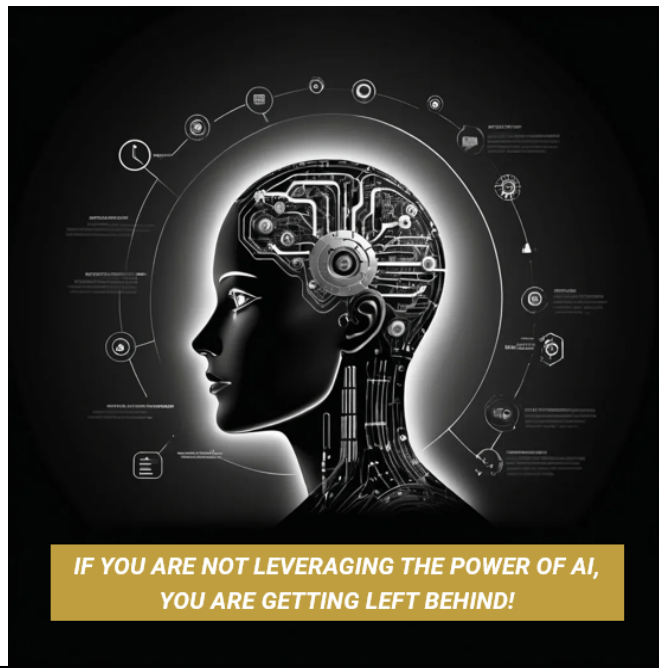
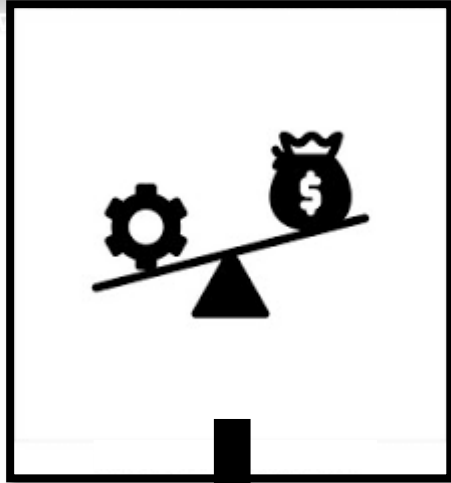
I.C + C FUNNEL
 (VALUE + TRUST BUILDER)

1 ORGANIC TRAFFIC METHOD

1 PAID TRAFFIC METHOD



ASYMMETRIC AI FOLLOW UP SYSTEM



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

**AI AGENTS
Working For You**

THE 4 PILLARS OF CONVERSION FOLLOW UP + THE 3 LEVERS!

**PHONE
CONVERSION**



CLOSE SALE



**DIRECT MESSAGING
CONVERSION!**

CLOSE SALE

Let's dive deeper together into these 2 important concepts...

Booking Qualified Appointments Using a FUNNEL FILTERING Process

If you've been in the online space for a while and you've already been selling via the phone or over the DM's I'm sure you've wasted countless hours talking to leads that we're either...

- 1) *Not serious about achieving the end-result your offer can provide!*
- 2) *Unable to invest in your high ticket offer because they are broke!*

At the beginning of my online journey, I spent a lot of wasted time talking to people that thought they could build a million-dollar business with \$100, working 2 hours per day! LOL!

And guess what, they didn't buy because they couldn't afford my offer!

Complete waste of time and this is a lesson I want you to learn without going through the pain and heartache I had to go through!

There are 3 key components to completely eradicate this.

- 1) Understanding **PSYCHOLOGY** when it comes to booking appointments in relation to response stimuli!
- 2) Having the correct **MESSAGING & AUTHORITY POSITIONING!**
- 3) Implementing the **FUNNEL FILTERING** process!

A funnel filtering process, in the context of marketing and sales, is a systematic approach to guiding leads, potential customers and clients through different stages of engagement with your business, with the goal of converting them into profits.

It involves filtering and nurturing leads as they progress through each stage of the funnel, ensuring that only the most qualified and interested prospects reach the final stage... and book a call with you...

...because you don't want to be spending time on calls with broke people that are not serious!

You Can NOT Help People That Are Not Willing Or Able To Help Themselves!

When you implement a funnel filtering process, everything in your business becomes more streamlined because you're able to speak with potential clients that are PERFECT for your offer.

I teach exactly how to set this up inside my C.A.A coaching program.

The next component were going to talk about is...

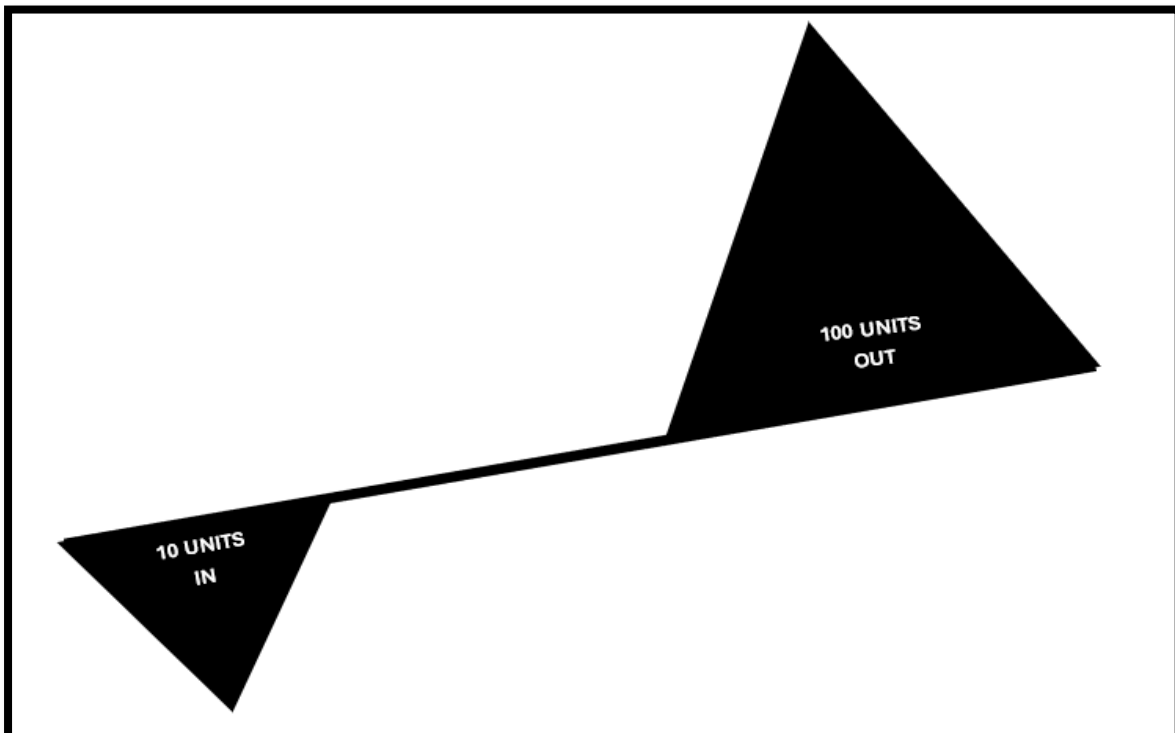
Follow Up Using Asymmetric Leverage Points!

Before you can properly internalise this, you first need to understand how **SYMMETRY & ASYMMETRY** works and more importantly how it works in relation to running an online business when following up to convert leads that are on the fence to buying.

Symmetry Definition = Defined as a proportionate and balanced similarity that is found in two halves of an object.



Asymmetry Definition = lack of proportion between the parts of a thing.



So how does this relate to an online business and following up so you can **CONVERT** high ticket clients?

Let me explain...

This comes down to a concept called **SYSTEMS THINKING** by focusing on **INPUTS & OUTPUTS!**

When following up we are looking to apply **ASYMMETRIC** follow up components... where we can put 10 inputs in and get 100 – 1000 outputs out... in terms of **SALES & PROFITS** to convert prospects that have already talked to you on the phone or over the DM's.

Which brings me on to the **4 PILLARS & THE 3 LEVERS!**

4 Pillars of Conversion Follow Up:

- 1) EMAIL MARKETING** - S.O.P Autoresponder Sequences + Live Daily Broadcast Emails.
- 2) SOCIAL MEDIA** – Facebook, Instagram, YouTube, LinkedIn, (*Focus on 1 To Start With*)
- 3) PHONE FOLLOW UP** - 1:1 Value Proposition + Selling & Objection Handling.
- 4) OPTIONAL - E.B.M WEBINAR**- Advanced Mass Value Proposition + Sales Conversion.



To get to \$10k - \$100k per month you do not need all of this, but these pillars do massively help with conversion and follow up when set up correctly using automation!

From my testing and after being online for over 7+ years there are **3 ASYMMETRIC FOLLOW UP LEVERS** that truly move the needle to convert prospects into high-ticket clients which are as follows:

- 1) CONVERSION MESSAGING** (*DM's + VOICE + SMS as you advance*)
- 2) STRATEGICAL E.B.M CONTENT** (*TARGETING NICHE BIG PROBLEMS TO ADVANCE THE SALE*)
- 3) DYNAMIC OFFER VIDEO** (*PERSONLISED COVERSION VIDEO MESSAGING!*)

All of these follow up pillars and levers must lead into a **CTA (Call To Action)** to book a follow up call with you or your team or initiate a conversation over the DM's (*Direct Messaging*) to convert prospects into sales using the **A.B.S method** which stands for...

Always Be Selling!

Think about this for a moment.

You have traffic flowing in daily. That traffic turns into leads, leads turn into prospects and qualified booked appointments on your calendar.

If you have an amazing offer, you will convert appointments into high-ticket sales on the first strategy call. Inside my course + coaching program we give you EVERYTHING you need to succeed including my time tested million-dollar sales script + OBJECTION HANDLERS!

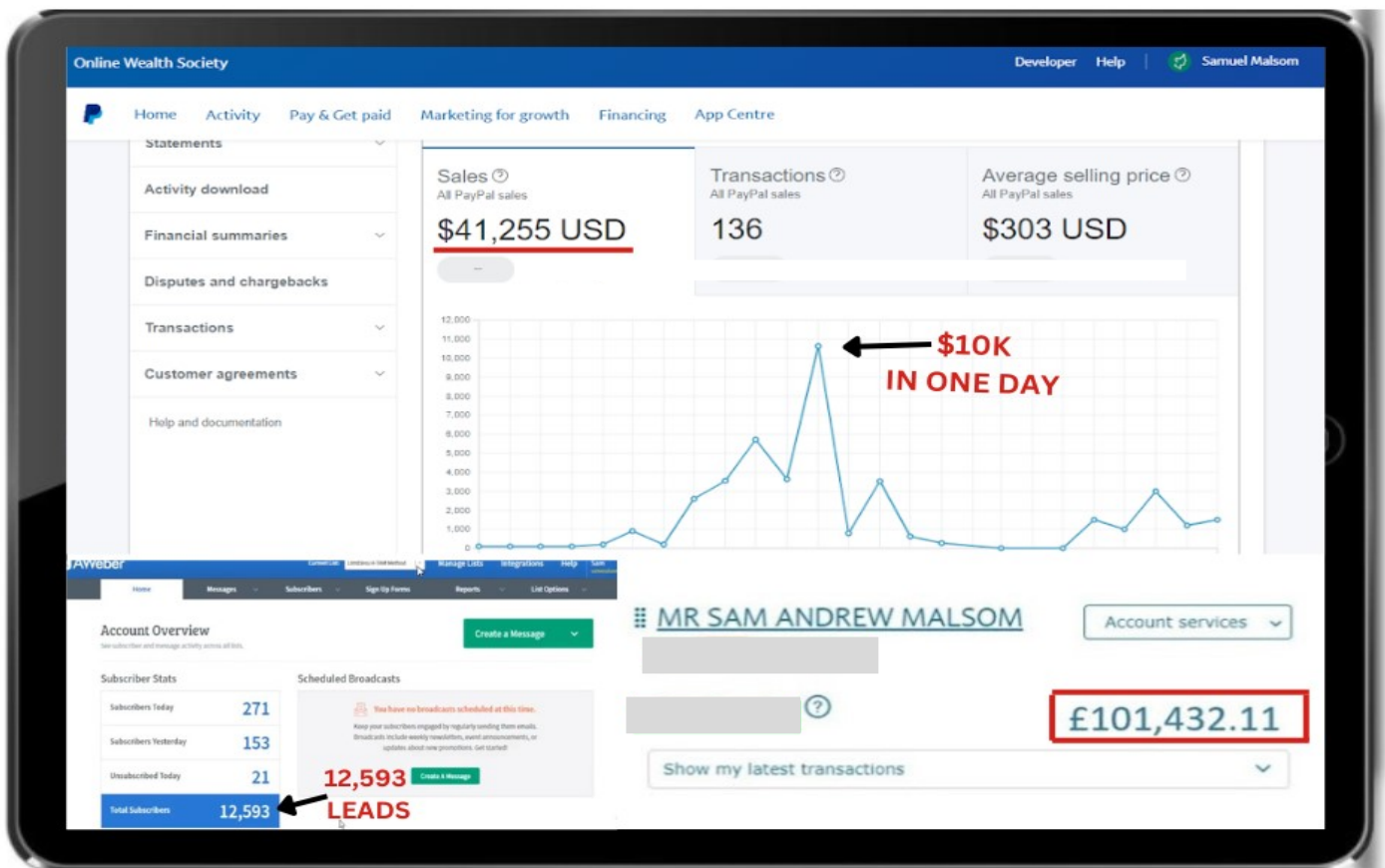
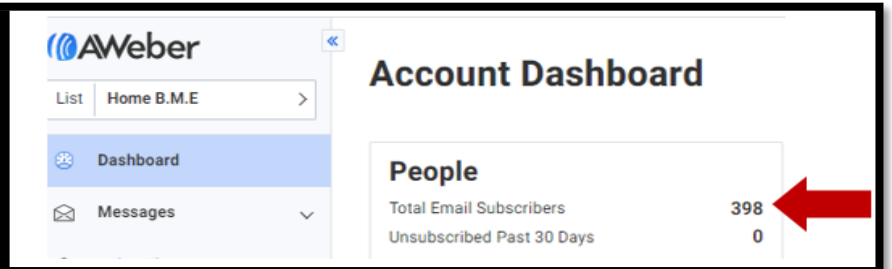
However, there will always be some people on the fence to buying. Which means you need to follow up using the ALWAYS BE SELLING method and by providing VALUE to these people.

If you 100% believe in your M.D.I.O (offer), it's your duty to sell it with CONVICTION & CONFIDENCE, because it can help people overcome the big problems they are suffering with in their business or their life!

When you implement this ASYMMETRIC FOLLOW UP SYSTEM correctly like I teach inside my coaching program you do not need a lot of traffic.

I made over \$100,000 in rapid time with a small segment of my email list from only 398 subscribers and my email open rates were as high as 57.1% when the industry standard is 10%. This is the true POWER of what I am sharing with you here...

**\$100k Blueprint
Results Proof!**



1	[DOWNLOAD] Internet Millionaire Formula Bo...	Send a test Delete Copy to Drafts Settings Spam Score	Send immediately	25.3% opened
2	Hey, Here is your 497 A Day System..	Send a test Delete Copy to Drafts Settings Spam Score	Send shortly after	57.1% opened
3	Fastest Way For You To Create Income On De...	Send a test Delete Copy to Drafts Settings Spam Score	Send 1 day after the previous message	10% opened
4	[Ch.1 of 6] Welcome To The Online Wealth Soc...	Send a test Delete Copy to Drafts Settings Spam Score	Send 1 day after the previous message	22.3% opened
5	[Ch. 2 of 6] FR-EE Access To SECRET Affiliate M...	Send a test Delete Copy to Drafts Settings Spam Score	Every Day startin... Send 1 day after the previous message	11.5% opened
6	[Ch.3 of 6] The Day My Education Failed Me..	Send a test Delete Copy to Drafts Settings Spam Score	Every Day startin... Send 1 day after the previous message	14.3% opened

Average Email Open Rate Is 10%!
My Open Rates Are As High As 57%!

When you have your follow up system dialled in and optimized you can then begin to automate it with AI AGENTS to help you do the following:

The **AI AGENT** tracks LEADS!

The AI AGENT provides a LEAD SCORE!

The AI AGENT provides LEAD & CLIENT OPTIMIZATION INSIGHTS.

The AI AGENT helps with E.B.M CONTENT & COPYWRITING!

The AI AGENT acts as an APPOINTMENT SETTER to book QUALIFIED APPOINTMENTS & DM CONVERSATIONS with serious prospects that are **READY TO BUY NOW!**

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

Good work, now were going to move onto...

STEP #4 – INSTALLING THE INFINITE CUSTOMERS + CLIENTS ACQUISITION FUNNEL – Effortless E.B.M Sales CONVERSION Leveraging The Quantum Cause & Effect Chain!

There are 3 stages when it comes to funnels which must be deployed in the correct order.

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

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

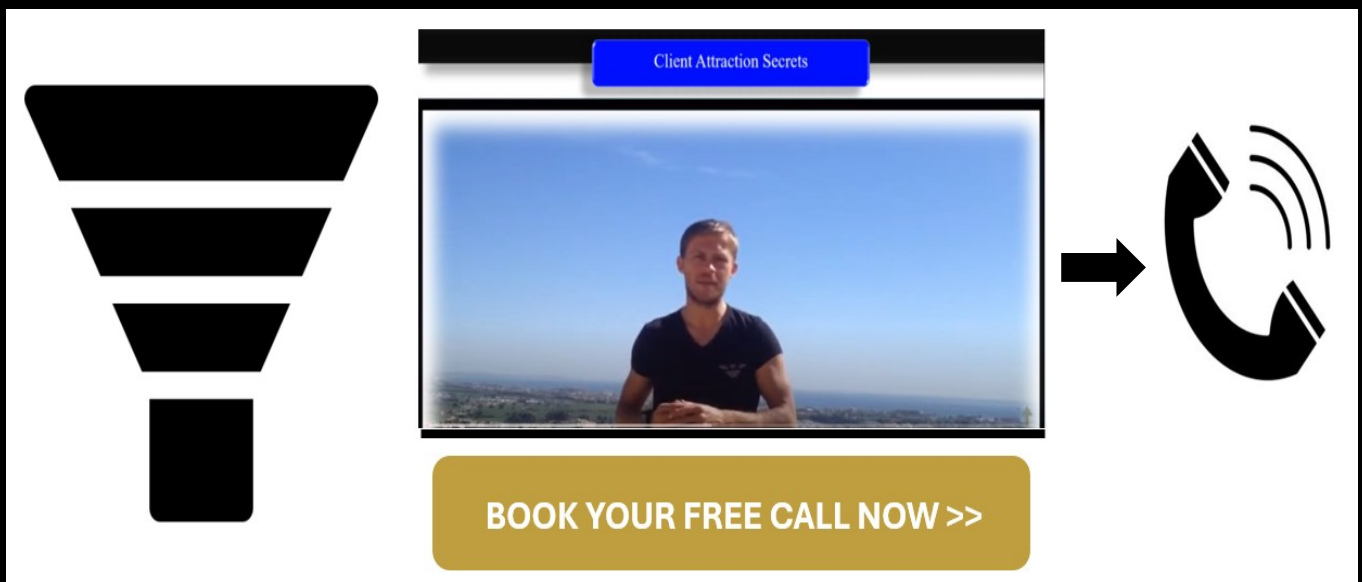


The Most **Proven** Path To Hitting **\$10K - \$30K/Month**

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

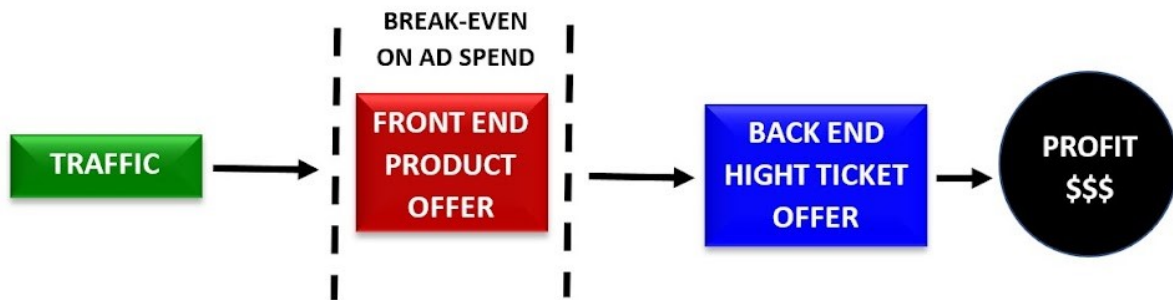
STAGE #2 – THE V.S.L PHONE APPLICATION FUNNEL – EXPLAINER VIDEO (INTERMEDIATE)

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



STAGE #3 – THE I.C+C Acquisition Funnel

How To Scale To Multi 7 & 8-Figures!



You **focus on ONE funnel** in relation to your revenue level.

Inside my coaching program we go into detail on how to set these funnels up, fully optimized for you to book calls and convert sales over the DMs.



DONE FOR YOU BUSINESS SYSTEM 1000 VISITOR... TRAFFIC & CONVERSION TEST!

Inside my [90 Day Accelerator] & [Inner Circle] Coaching Program I teach my students to apply the '1000 Visitor Traffic Conversion Test' whenever launching a new funnel / offer.

This is where you'll run 1000 unique visitors (people) through the funnel to measure if the funnel is converting or not!

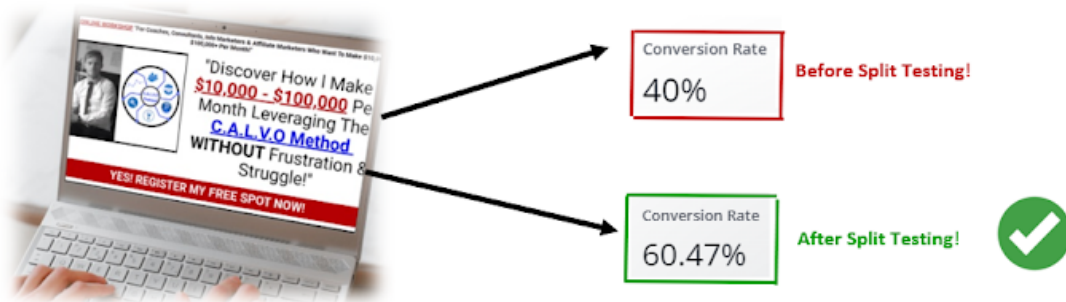
The industry average is a 1% conversion rate!

If you can get your funnel converting at just 1% you have MILLION DOLLAR BUSINESS on your hands!

When you have sent 1000 unique people (traffic clicks) through your sales funnel you'll have attained something called **STATISTICAL RELEVANCE**. If it converts after sending 1000 leads through the funnel this means you can then send 10,000, 100,000 or even 1,000,000 people through that funnel and the conversion rates will stay relatively the same give or take a few percentages!

As you can see in the screenshot below my lead capture page (*one page website that gives away a free gift in return for an email address so you can build your list*) is converting at 40% and 60.47% with COLD TRAFFIC!

The industry average is 20%.

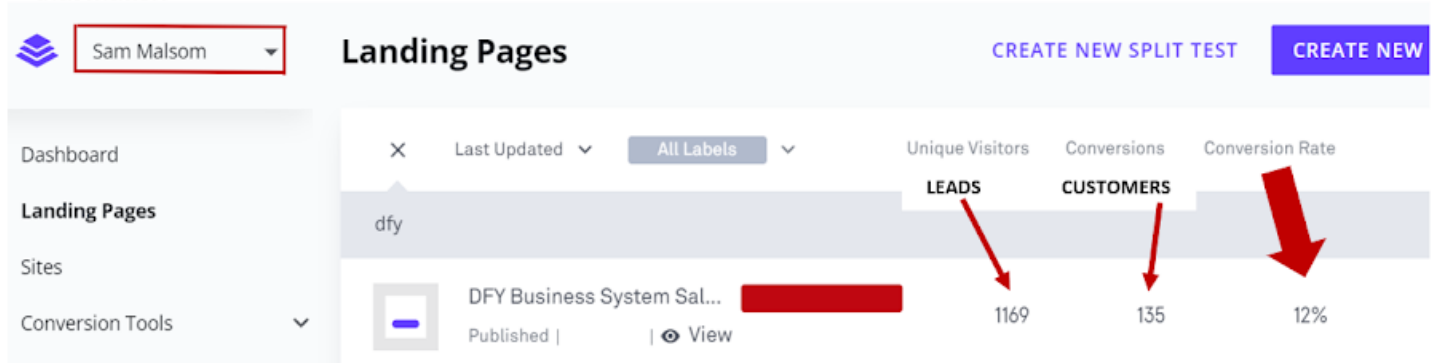


The higher you can get your conversion rates on your lead capture pages the more leads you will get onto your email list and the more money you will make... providing you are targeting QUALITY people (traffic) that are serious and have money to invest!

As I mentioned previously... if you can get your sales funnel & offer converting leads into front-end customers at just 1%... meaning for every 100 leads that see the sales page... 1 person buys then you have the start of a million-dollar funnel / offer / business!

As you can see in the screenshot below my front-end funnel for my DONE FOR YOU BUSINESS SYSTEM offer is converting at 12% with COLD TRAFFIC!

These RESULTS & CONVERSION RATES ARE ABSOLUTELY INSANE for our industry or any other industry for that matter!



Selling Using The E.B.M Method!

E.B.M = Educational Based Marketing

Your marketing should **POSITION** your offer, so the selling becomes **EASY!**

When you're trying to sell a product online or offline you have to know the psychology of your buyer & WHY they buy!

People don't like to be sold to, but they do however like to make a buying decision themselves based on their emotional needs and wants.

For this to be effective you need your potential client to be educated around...

- **WHAT** your offer is!
- **HOW** it can help them! (*BIG BENEFITS*)
- & **WHY** they need to buy now using real **URGENCY & SCARCITY!**

For example, with my **7-Figure Coaching + DONE FOR YOU MASTERY FUNNELS** service where we deploy my optimized INFRASTRUCTURE into your business + build you a custom AI sales funnel & marketing system to sell your offer...

...based off my 7+ years of experience, we can only take on 3-5 clients each month due to the time, effort, work and sacrifice it takes to build this for clients.

This is REAL URGENCY & SCARCITY!

When done correctly it will massively increase your sales conversion rates.

If you can point out the BIG PROBLEM(s) your core client avatar is facing and then show how your offer can solve the problem they will buy when you sell the benefits & the end-result!

If you do what I just shared with you and do all of the hard technical work for the client to help them achieve the end-result that they desire faster...

...more efficiently and more effectively they will hand over high-ticket money faster than a Chinese bullet train... because smart people value their TIME!

In my business I leverage educational based marketing which increases the **RELATIONSHIP & TRUST!**

You do this by leveraging **STRATEGICAL E.B.M CONTENT** at the

- **Top of Funnel = Problem Aware!**
- **Middle of The Funnel = Solution Aware!**
- **Bottom of The Funnel = Product Aware!**

My I.C+C Funnel sells a tripwire offer / SLO (*Self Liquidating Offer*) which is a D.I.Y (*Do It Yourself*) product offer priced between \$7 - \$197 on the front end of the funnel. You can also sell a membership offer for \$27 - \$97 per month. This is a low barrier to entry offer.

Then my main control Phone Application VSL Funnel sells high-ticket offers for more serious clients that want RESULTS FASTER compared to doing everything on their own.

This is where we sell...

D.W.Y (DONE WITH YOU OFFER) (*Coaching, Consulting, Implementation, Accountability etc*)

&

D.F.Y (DONE FOR YOU OFFER!) (*Services + AI Business Infrastructures*)

However, both of my funnels use the E.B.M method, which means even if a lead does not buy one of my products or services, they still get massive value and learn something new that will help them on their online journey which improves **brand awareness!**

For example, you are reading this right now, but you may not have purchased any of my offers. YET! 😊 But hopefully you are getting massive value? 😊

The key is to make your free content better than what your competitors are charging for and then market to your leads, prospects & front-end customers so they can become clients which increases **LTV (Lifetime Customer Value)**

From my testing the serious front-end CUSTOMERS will always want help with coaching, implementation and accountability + DFY work, and this is where the bulk of your profit is made on the back-end, by ascending them up your value ladder so you can work with them as CLIENTS!

The key is to build and focus on ONE OFFER at any given time.

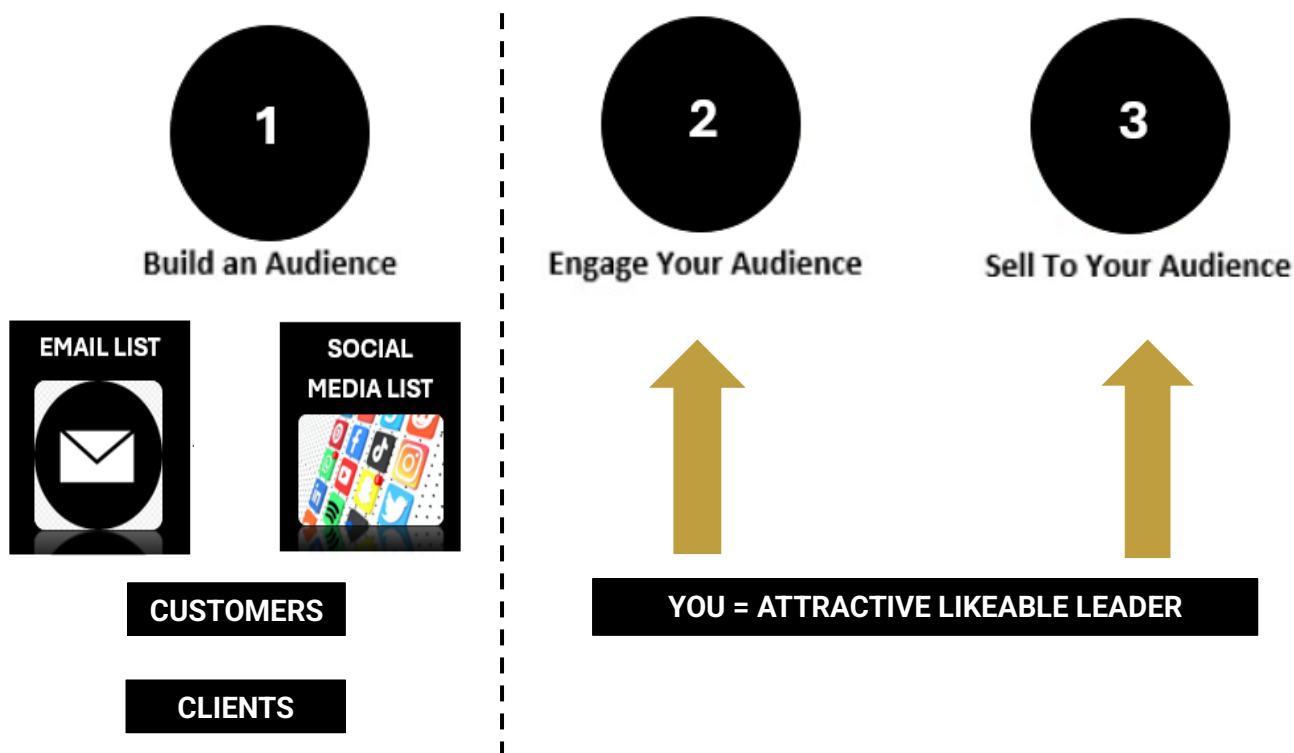
I also advise you to...

Become An Attractive Likeable Leader Towards Your Audience

Previously we talked about the **Asymmetrical 3 Stage Business Model** to use as your **Online Marketing Strategy**

(**Audience** = *Email List Subscribers + Social Media List Followers + Customers + Clients*)





By becoming an **attractive likeable leader** within your niche, it will help you **ENGAGE** your email list subscribers and your social media list followers + It will also help you **SELL** way more of your offer.

To do this you can tell **parable stories** about your life and relate it back to your products and services! I go into story telling inside my C.A.A business training program and give you... personal examples of how I use stories in my marketing!

The key is to BECOME an...

- **Intelligent Authority Leader**
- **Adventurer**
- **Reporter!**

Pick one specific character outline that best suits your personality.

Be authentic, genuine, and trustworthy and explain you're a real person who people can reach out to at any time, especially if you have an email list size of less than 10,000 subs.

Ask them to reply back to your emails, get people to add you to Facebook and chat to them over DM messenger app.

All this increases sales conversions and when you become attractive within your prospects mind, you demonstrate your authority & you have an M.D.I.O (*OFFER*) your perfect customers and clients will buy and join you!

Share stories of what you've been up to and the struggles you've been through in the past to build engagement!

Express your character flaws so people can relate to you, if you try to become the perfect marketer you will alienate the real people you're looking to work with, and it will be difficult to attract your core customer avatar.

You'll eventually want to get to the status of the **INTELLIGENT AUTHORITY LEADER**, lead your tribe, motivate them and help them to believe in themselves. I believe in you!

“People Will Do Anything For People Who Encourage Their Dreams, Justify Their Failures, Allay Their Fears, Confirm Their Suspicions & Help Them Throw Rocks At Their Enemies!” Blair Warren

Build relationships by providing value with stories and be a shameless promoter by selling your product / service offer with integrity, confidence and conviction.

You must really believe in your products and services and know for yourself that if your prospects take action, they will get the result there looking for.

If you don't 100% believe in your offer that you're promoting, then create something so flippin valuable you feel you are doing the lead / prospect a disservice by not selling them!

By becoming an attractive likable leader, you won't be able to please everyone, some people just won't resonate with you but that's ok and just the nature of this business.

Be yourself and stick to what you believe is your TRUTH and eventually you will build a following of raving subscribers and fans who will buy whatever you're promoting.

To do that you need to be a person who **deeply cares and wants to help people!**

There are so many guru cow boys in the big 3 industries who only give a crap about making money and they don't properly look after their leads, customers and clients.

Over a longer time horizon, you cannot build a business this way.

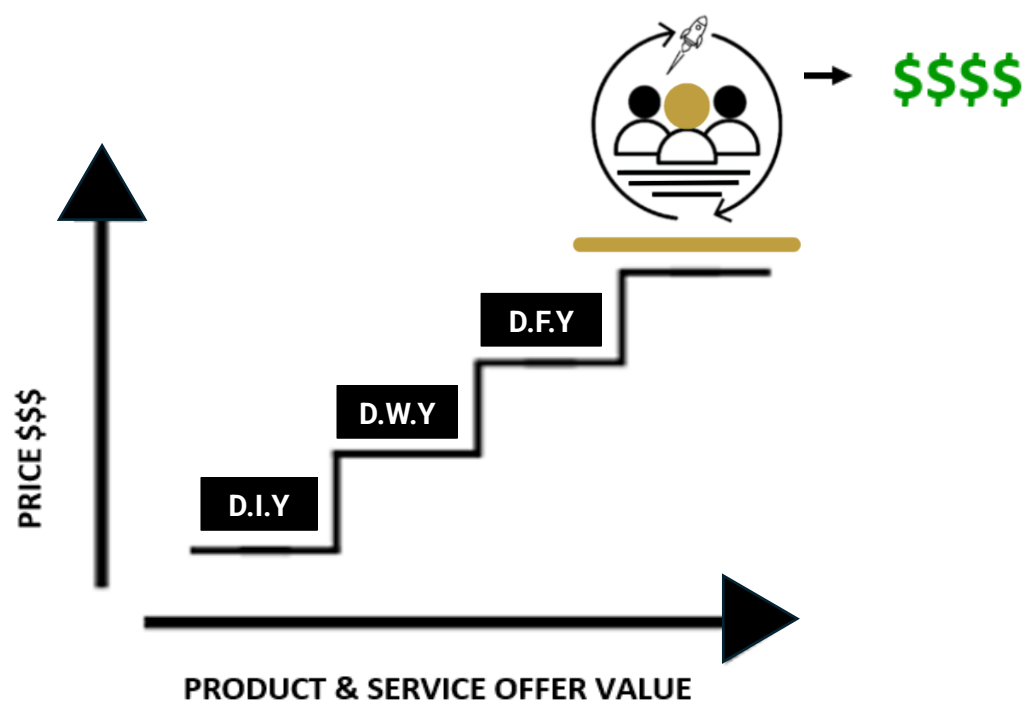
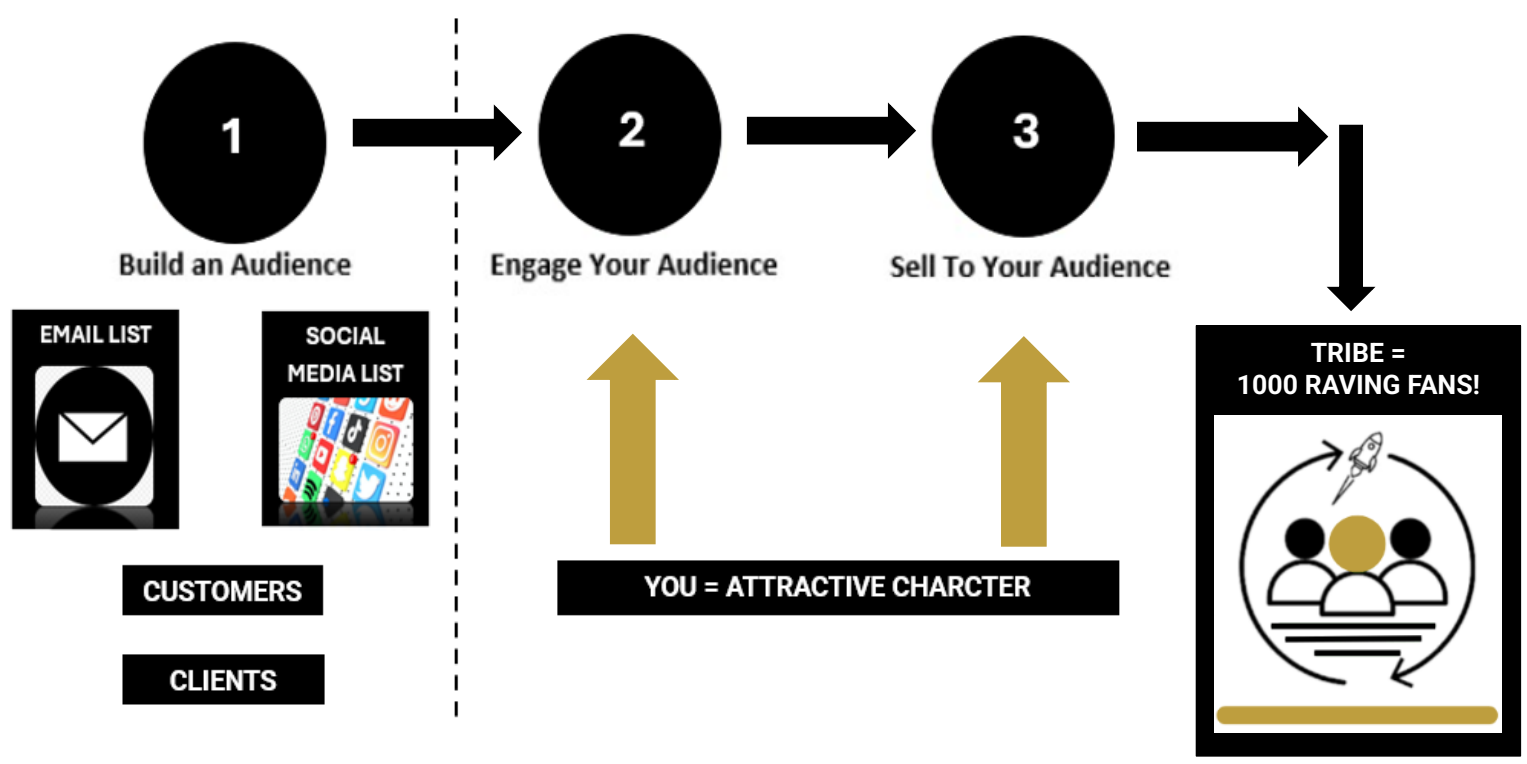
When you become an attractive likeable leader, and you **show up consistently**... sales will start to effortlessly flow.

Some of those raving fans will be your core customer + client avatars and they're the people you can work one to one with while ascending your value ladder as you advance!

This is where you can **serve your TRUE TRIBE on the highest level.**

You only need 1000 raving fans to become a MULTI-MILLIONAIRE when selling high ticket.

See diagram on the next page!



STEP #5 – D.E.A.L OPERATIONS FRAMEWORK

(Hiring A-Player Appointment Setters & Closers) How To FREE Up Your Time... Work In Your Z.O.G (Zone Of Genius) ... & Live a Life of More FREEDOM, While Providing Massive Value To Your Clients!

At this point in your business journey, it's time to start applying some form of **LEVERAGE!**

When you get to this stage...

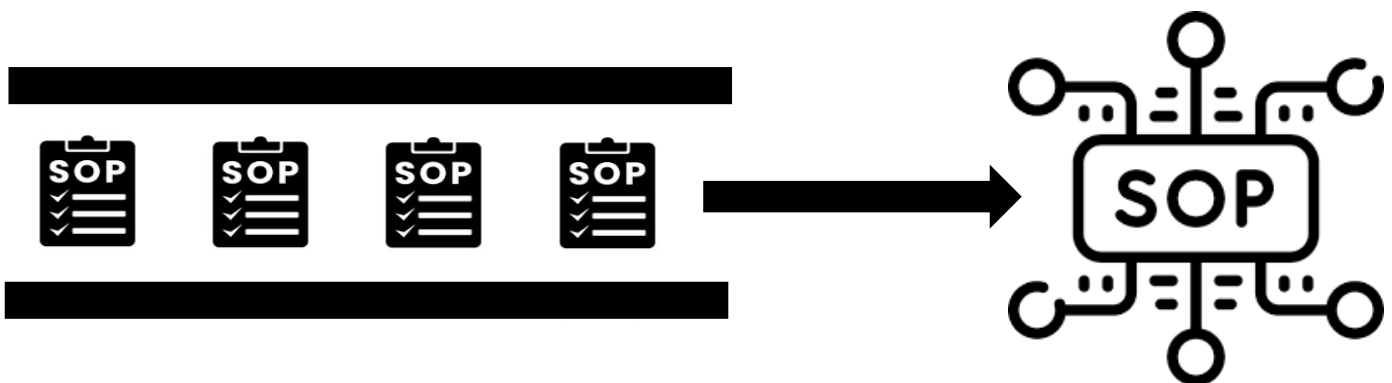
- > You are consistently doing organic marketing by sending at least 100+ direct outreach messages / cold emails each day / running paid traffic!
- > You have your DM fast track funnel or your phone application funnel working for you using automation, bringing you targeted leads that are educated using E.B.M, they're pre-sold and you are getting qualified applications with potential clients booking calls on your calendar!
- > You are conducting 1:1 strategy sales calls with high-ticket clients that are serious, pre-sold and ready to invest!
- > You are selling on a daily basis resulting in consistent high-ticket and monthly recurring revenue flowing in!

Life's great, you are making good profit margins but there is simply too much work to do to scale even further... resulting in you being the bottleneck in your business!

When I first went through this years ago it was a difficult experience because I had to let go of control of certain areas of my business which was not easy!

When you get to this point it's time to **SYSTEMATIZE key areas of your business** and hand it over to AI agent and other experts by creating **S.O.P's** which stands for...

Standard Operating Procedures!



You'll also **start building your A-Team** which we will talk about in the next action step so you can free up more of your time!

During this action step you'll want to apply the **D.E.A.L Method** which stands for:

- ✓ **Delegate!**
- ✓ **Eliminate!**
- ✓ **Automate!**
- ✓ **Leverage!**

Start delegating & automating repetitive tasks such as organic direct outreach messages, cold email marketing, social media marketing and customer service.

For each task an S.O.P needs to be created so even a 7-year-old could follow along and complete the task!

This is exactly how McDonalds has become so successful with teenagers with little to no qualifications running the operation!

S.O.P's, A-Player Team Members, Systems & AI Agents **SCALE!**

Eliminate all things that have not been getting you results!

When you delegate, eliminate and automate... you automatically create more leverage in your business by default!

Here is FREE access to my D.E.A.L Method Template which you should use every day or every week, especially after you get past \$100,000 per month!



D.E.A.L METHOD TEMPLATE!

	TASK
WHAT IS THE ONE THING?	
DELEGATE	
ELIMINATE	
AUTOMATE	
LEVERAGE	

Awesome, Hope you got some value from the FREE PDF training! 😊

Want The Time-Tested **ROAD-MAP** That My Clients Used To Make **\$3.4M+** In Rapid Time + How I Booked **1,179+** Qualified **Appointments** With High Ticket Clients!

If you want to FAST TRACK your RESULTS, get 50-100 Qualified Appointments Per Month & Scale to 6 & 7-Figures With My Help...

[Click Here Now To Book Your FREE "Client Magnet" Advisory Follow Up Call >>](#)

I look forward to having another chat with you & helping you!

Talk soon!

Appreciate you!

Sam Malsom

Founder & CEO: [Online Wealth Society.Com](#) - [Click Here To See a Page Scroll of My Client Results & Video Testimonials >>](#)

\$3.4 Million In Client Results & We're Only Just Getting Started

Author: Digital 7-Figure Blueprint – Book

Former UEFA Europa League Pro Footballer! (*Applying Elite Level Athlete Mind-set To Business*)

Consulted With a **9-Figure FORBES** Entrepreneur Worth **£102M** & Helped Set Up His New Coaching Biz!

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

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

