

EXCLUSIVE REPORT



5
MIND
HACKS
THAT WILL

DOUBLE

YOUR AD LEADS

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INTRODUCTION

Dear Coach,

Are you looking for ways to attract a tsunami of dream clients, through an automated system and that pay you a lot more, to do the work you actually enjoy doing?

Or how would you like to finally break the \$10K per month mark and start hitting consistent \$25K+ months, even \$100K months... while spending less time on creating content, the same money (or even less) on marketing and not feeling burnt out?

If you're interested in either of those outcomes then this report will change your business.

Here's why: we are sharing what we believe to be the single best way to grow your business in 2024.

When you use these strategies, getting new customers will never be a problem

These are proven strategies. They've generated just under \$31 Million for our clients in 2023 alone. We've split tested hundreds of variations and we're giving you the strategy that ACTUALLY gets results.

These strategies have exploded our revenue. They've helped exponentially grow our clients' businesses.

And now, for the first time ever, we're teaching you how to make them work for you.

\$7M

Managed in Ad Spend in
2023

\$31M

In Revenue Generated for
Our Clients in 2303

**CREATIVE
SWIRL**

1.

**Research your audience,
know them better than
they know themselves**

Ad costs are increasing!! Cost per click (CPCs) has increased 82% on Meta and 110% on TikTok in the last couple of years.

What's even more shocking is that CPCs have gotten cheaper for us in the last year.

The main reason for this is simple. We have created a better, AI-supported system to understand the audience deeply.

Our Ad copy and ad creatives resonate with the audience so deeply that they are compelled to click on the ad. Of course we add to this effect by ensuring we make it worth their while when they click. We offer them value and deliver on it.

SO MAKE SURE

to spend time in

| | |
|-------------------------------|---------------------------|
| Facebook groups | Instagram Comments |
| Youtube Video Comments | Quora Answers |

To find out the exact concerns, hopes and fears your dream clients have. Make sure to make note of the exact phrasing they use.



Pro Tip: Make sure to ask Chat GPT to elaborate on this!

2.

**Use ads to catch
attention and attract,
NOT sell**

Imagine if a stranger kept coming up to you on the street and interrupting your conversation with your friend. You've had a long day at work, you just want to relax and have a good time with you friend and this absolute stranger has walked up to you and is trying to shout some benefits of their product and asking you for money. How would you feel?
I'm guessing not great, annoyed, pissed off...

A recent study of 2000 people showed that the thing people find most boring in 2024 is sitting through an ad they can't skip.



If you're annoying or boring people, you're not starting off on good will and won't do you any favors.

| | |
|--------------|---|
| STOP | Seeing ads as a magical thing: people won't buy just because you're running an ad. Don't treat it any differently to meeting people in person. |
| RUN | Conversion ads that "attract" people into your ecosystem and start a dating dance rather than forcing them to marry you in the first meeting. |
| STUDY | What goes viral and catches people's attention and apply those principles to ads that are going to a cold audience. Lead with a value offering, lead magnets are great for that! |

3.

Know your metrics

Ads work by trial and error and you need to make sure you're learning something from each iteration, otherwise it is just like throwing money down the drain.

To understand what's working or not, you need to know your metrics inside out.

Here's a list of metrics you must know and what they are indicators of:



01

COST PER 1000 IMPRESSIONS (CPM):

CPM shows us how much it costs for your ad to have an impression (or view) on 1,000 people.

The better your ad is at capturing attention, the lower your CPMs will be.

Having a great visual and verbal hook in the first 5 seconds can help with this. Using images and videos that look native to the platform, e.g. UGC content, can also help with this.

From our extensive split tests, ads that have more positive emotions and promote a more optimistic outlook, tend to get a lower CPM.

Reel-like videos give lower CPMs than photos.

Over-edited Canva graphics tend to have the worst CPMs, they look like ads and our brains have become attuned to ignoring them.

Now this can be higher in saturated niches where the limited ad space is being bid on by a lot of advertisers, e.g. real estate, fitness, fashion, so be mindful of that when evaluating it.



02 CLICK THROUGH RATE (CTR)

Is what you're offering enticing enough?

IF NOT, you need to pack a lot more value into what you're offering or at the very least test how you've named it.

03 COST PER LEAD (CPL)

If the other metrics are great but your CPL is too high, it's probably because your sales page isn't great.

It might be too confusing or the copy might be boring.

Ensure the sales page follows a simple structure that the eye can follow.

Split test different headlines and make sure they are consistent with your ads. If your headline and copy are too different from what you say in ads, you will create distrust and skepticism in your audience.



BONUS CUSTOM METRICS:

(3 second video playback/impressions) x 100

This will tell you if your video has a scroll stopping effect. If this metric underperforms, make sure to test new hooks

(thruplays/impressions) x 100

This is the percentage of people watching your whole video, you need to test new variations for the main body. Work on your storytelling skills.

4.

Retargeting is your best friend

One touch points sales are a thing of the past

Attention spans are decreasing and with the rise of TikTok and Reels, there is so much “entertainment” on the internet vying for your prospect’s interest.

You know that feeling when you think of something and you keep seeing them EVERYWHERE. You just can’t escape that thing.

This is what your campaign needs to do. After a prospect clicks on your ad and essentially wears a bright red sign saying “I’m potentially interested”, you need to cling in their brain and follow them around the internet.



We don’t mean that you should retarget them with the same creatives as your ad. You should instead, create 5-6 creatives answering their burning questions or solving their biggest problems.

As well as this, create 2 testimonial videos. It could be a video with screenshots of testimonials or video testimonials. Run these to everyone who has visited your website.

This will position you as an authority in their head and everytime they think of their issues and desire change, they'll think of you.

This sounds creepy but it works. We've split tested it to the moon



5.

**Nothing can compensate
for a crappy offer**

Nothing will ever lead to sales if you don't have an irresistible, juicy offer.

The ultimate basis of a thriving coaching business is a compelling offer, one that resonates deeply with your target market. A lackluster offer can leave potential clients unengaged, and you'll remain stuck in the \$3-5K per month death zone.

This becomes especially true when you start running ads. An offer that doesn't convert well on warm audiences will certainly not convert well with cold audiences from your ads.



An irresistible offer includes 3 components:

- 01 IT TACKLES PAIN POINTS DIRECTLY AND MAKES YOUR CLIENTS TRANSFORMATION EASY AND EFFORTLESS FOR THEM**
- 02 IT HAS A UNIQUE MECHANISM IT FOLLOWS TO GET YOU THERE, SOMETHING THAT MAKES LOGICAL SENSE TO THE PROSPECT. THIS COULD BE YOUR METHOD, EXPERIENCE, OR UNIQUE OUTCOMES.**
- 03 IT COMES WITH A DEFINED TRANSFORMATION AND BACKS IT WITH A GUARANTEE. IF YOU CAN'T BACK YOUR OFFER, THE CHANCES OF STRANGER BUYING IT IS VERY LOW.**

Give Us 30 Minutes & We'll Show You How To Have Your Dream Buyers **OBSESSED** With You Without Getting Trapped In The \$3-5K Per Month Death-Zone

If you're serious about growing your business to the next level and ready to have a tsunami of buyers begging to buy from you, you need to hear this!

We've given you what you need to get started by if you have any questions or would like a personalised strategy session where we break down the exact steps you need to take to make consistent \$25K+ months your reality, even \$100k months.

This 30-minute Strategy Call (valued at \$189) will cover:

- How to **shoot past \$10K months in the next 90 days** without sliding into DMs, begging clients to work with you and feeling burnt out from constantly creating content hoping someone will pay finally you.
- The exact process we've used to take **hundreds of coaches** from feeling exhausted, burnt out and barely making \$5K a month to **consistent \$25K+ months**, even \$100K months, all with an automated system.
- The **biggest problem** people come to us with which keeps them stuck in the **\$3-5K month death zone** – no matter what else they do or how hard they work.

CLAIM YOUR FREE 30-MINUTE STRATEGY SESSION

EXCLUSIVE OFFER

CREATIVE SWIRL