

EXCLUSIVE REPORT



**11 PART
AUTOMATED
FUNNEL**

THAT GENERATED

8 FIGURES

FOR OUR CLIENTS

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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



1.

**Attention catching ad or
Organic Content**

The majority of our clients run ads as they want an automated system that can produce predictable results for them but this works for organic content too if you don't currently have a budget for ads and are organically building your distribution.

The Attention catching ad or organic content piece should ideally be in video format.

It needs a great hook, i.e. the first 3 seconds must be eye-catching

- **For ad creatives, we recommend testing 10 different hooks with 2 different main bodies.**
- **For organic content, it requires more variations of tests and in a month, roughly 40% of content you post should be this style of content.**

The following three formats work really well for both ads and organic content:

1

Tell your personal story - your hero's journey

2

Tell a client's story - show them a success story they can model

3

Highlight the problems your client is facing, then future scape their dream life and follow with an easier, better solution.

2.

Lead Magnets

End this with a strong value asset you can give them. Make sure it is value-packed. Don't hold back on this. People will judge your paid content based on what you give away for free!

Pdf downloads or workbooks are still out-performing masterclasses and webinars for us!

IF YOU'RE USING:

Ads:	Send them a landing page with an email opt-in.
Organic content:	Make sure you have <u>ManyChats</u> installed and ask them to dm you a special word. After they dm you the word, set the automation such that it sends them a link to your landing page with the email opt-ins.



3.

**Self Liquidating Offer
(SLO)**

An SLO is something that pays for your ad spend to get people there.

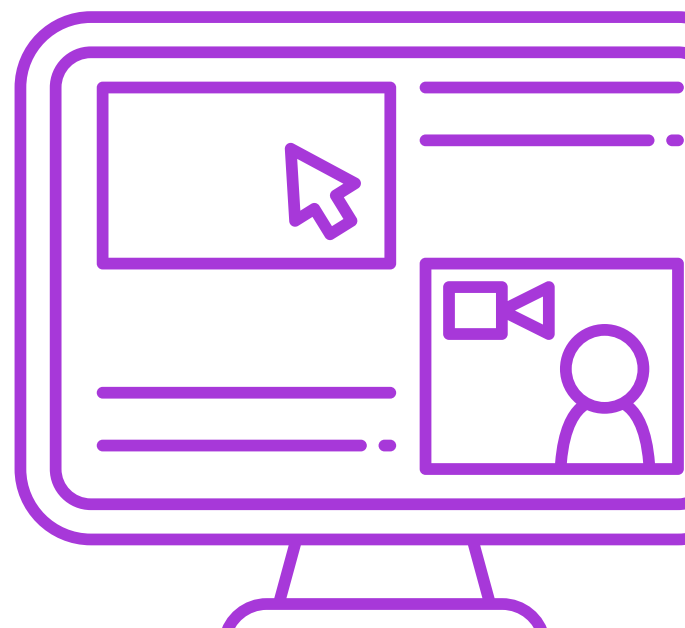
A \$19 to \$49 product that gives them a quick result can help you have a very profitable funnel.



Pro Tip

Mini courses or bundles that include a couple of masterclasses and some templates work really well for this step.

If you're new to advertising and don't have proof and proven offers, skip this step. Go straight to the next step



4.

**Book a Call Video Sales
Letter (VSL)**

A Video Sales Letter (VSL) delivered effectively is still one of the best ways to connect with your prospect

Make sure it is value-led and rewards people for watching it with action points.

Including your personal story is a great way to build trust.



Remember, attention is the most valuable currency. The call to action for this page is for the prospect to Book a Call. At the end of the call, pre-frame your call. Explain what's in it for them to attend this strategy call.

Anything between 5 to 25 minutes works well. It's **not so much about the quantity but the quality**. If you feel like you're boring the prospect, it's better to keep it short.

5.

**Calendar Book in and
Questionnaire**

Have your prospect answer a questionnaire when they book a call so you have some insight into your client before going into the call.



This also allows you to personalise the follow up messages before the call to ensure they show up!

Make sure to **add a question asking them how motivated they are to change their situation or solve this problem.**

THIS HELPS YOU UNDERSTAND THEIR READINESS TO BUY BEFORE GETTING INTO A CALL.

6.

Retargeting Authority Campaign

This is where you **BUILD** yourself as an expert. If you've done your 'dream buyer' research well, you'll know exactly what questions keep them up at night. You can build this system to ensure you become the 'best' option in their eyes; the only person who can solve their unique pr



If you're running ads for this, create 4-5 videos. Each video will be based on a specific problem your 'dream buyer' faces.

They need to be roughly 30-40 seconds long.

Each video should have:

HOOK: THAT INTRODUCES THE PROBLEM

MAIN BODY: EXPLAINING YOUR THOUGHTS ON IT

QUICK TAKE AWAY: THEY CAN APPLY TO THEIR LIFE TODAY

You'll also need to create 1-2 videos with testimonials showing how you've transformed clients exactly like your dream buyer. You then run a traffic ad campaign to retarget anyone who has visited your landing page or your instagram profile.

This makes it seem like you're everywhere and understand their problems better than anyone. But even more so, that you're the person who'll solve them.

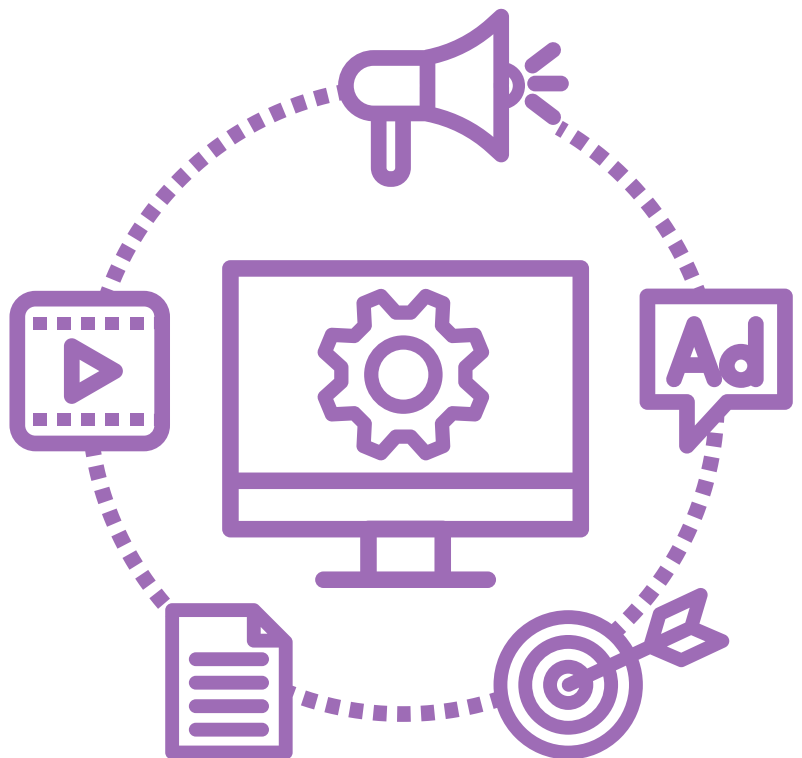
If you're focused on organic content, ensure :

40%

of your monthly
content does the same
job

20%

of your content
showcases
testimonials



7.

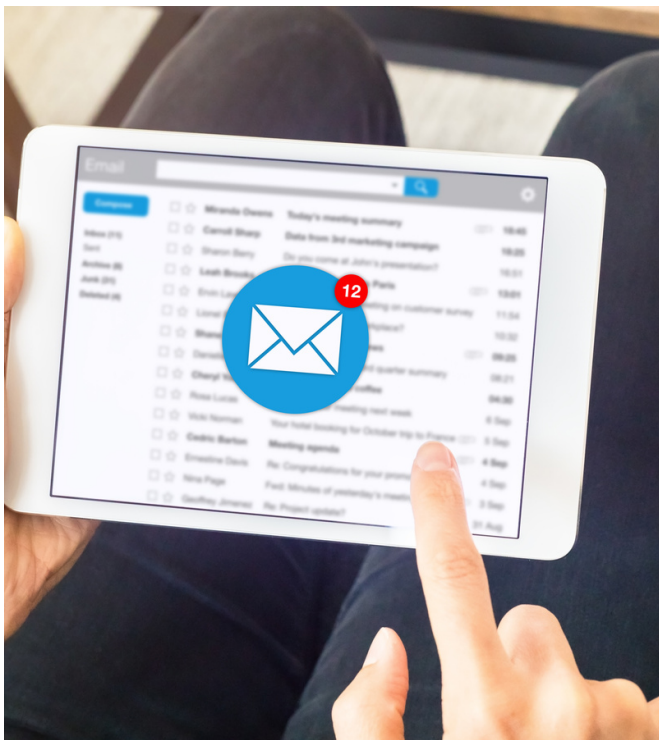
Email Breadcrumbs

Send a sequence of 7-8 emails to everyone who opts-in to your lead magnet.

Tell personal stories in the first 2 emails.

Show client results in the next 3 emails.

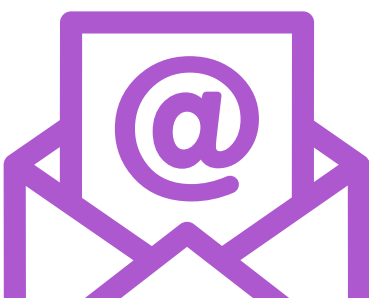
Encourage calls booked in the last 2 emails.



Pro Tip

Send a video link with each email. The link should take them to a 8+ minute video solving their **5-6 biggest problems (similar to the short videos you created in Part 6). The video can be hosted on your Youtube Channel or on your website.**

Make sure the call to action in these is to **book a call.**



8.

Downsell

For those on your email list that :

**DON'T BOOK IN A
CALL**

**BOOK IN A CALL BUT
DON'T BUY**

**It might be worth sending out a 2-email sequence to
downsell them into one of your low ticket offers**

**For this, you're speaking to
buyers who are interested but
are on the fence with big
investments. They might want
to dip their toe into your
universe of offers for a low
price.**

**Membership offers work great
for this and add recurring
revenue.**



We're seeing higher conversions from prospects who are following our coaches across multiple-touch points.

What we mean is that clients really want to see you as holistic people and feel like they know you.

The best way to do this at scale is :

Encourage your email list to follow you on Instagram. This way they get to see the more 'fun' side to you as well as the business side. Moreover you'll sell the lifestyle you're living.

1

An effective way to get people on your email list to engage with you on your other social media channels is host live Q&As. Announce this to your email list beforehand.

2

Have an Instagram broadcast channel. Again let people on your email list know about it so they follow you on there too.

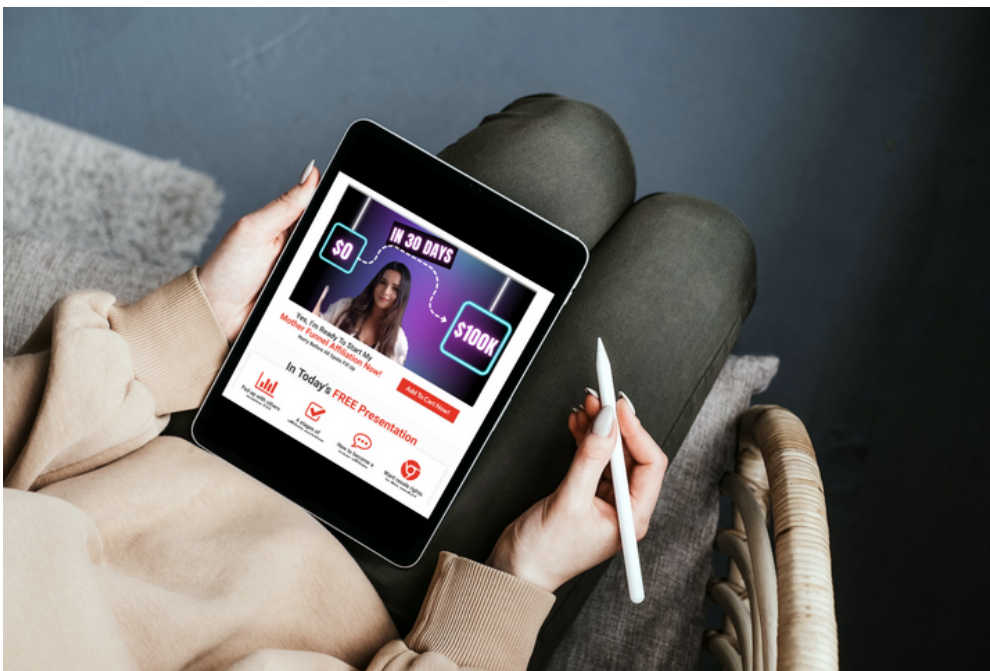
THE MORE INVOLVED THEY ARE IN YOUR LIFE, THE MORE LIKELY THEY ARE TO BUY FROM YOU LATER ON.

10.

**Keep them warm
(This is a game-changer)**

A great way to keep an email list highly engaged is via video. There's a reason Youtubers have such a highly engaged email list.

SEND OUT AN EMAIL WITH A CATCH-UP VIDEO ON A WEEKLY OR BI-WEEKLY BASIS. THIS COULD BE ANYTHING FROM INSIGHTS FROM THE WEEK TO A POWER SESSION WITH YOU TO HAVE TEA WITH ME SORT OF CATCH UP.



It really depends on your brand and personal image. The most important thing is to keep it VERY personal, as if you're talking to your family over video

11.

Clean Up Your Email List

Make sure to clean up your email list regularly. Maintaining a high open rate and having a higher quality email list will make you more money in the future than simply having a bigger list.

LOW OPEN RATES AND HIGH BOUNCE RATES CAN REDUCE DELIVERABILITY OF YOUR EMAILS.

Regularly remove those who haven't replied your last 5 or 7 emails. It's ok that some people don't



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