

\$100M JOURNAL

VALUE EQUATION



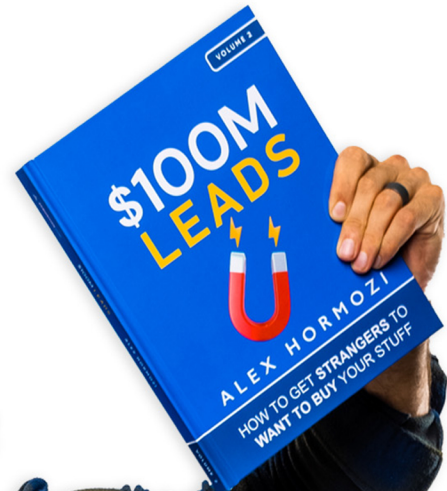
ALEX HORMOZI

THE VISUAL EVOLUTION OF THE FRAMEWORKS
BEHIND \$100M OFFERS AND \$100M LEADS

START HERE

\$100M OFFERS

\$100M LEADS



**BEFORE YOU GO THROUGH THIS JOURNAL
I RECOMMEND READING \$100M OFFERS
AND \$100M LEADS...**

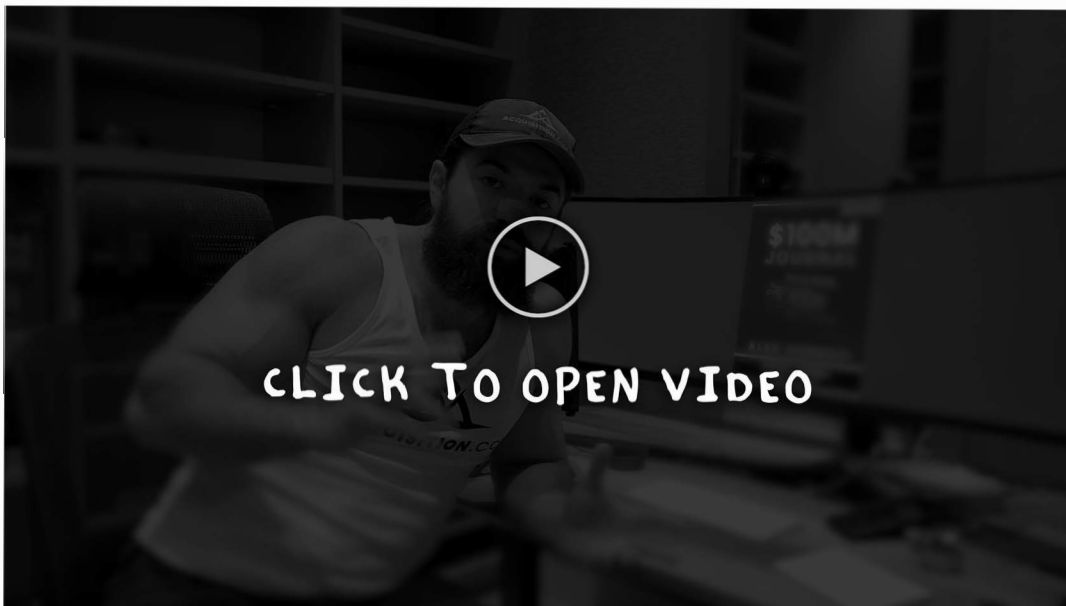
...OTHERWISE THIS WILL NOT MAKE SENSE.

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THIS JOURNAL HAS AN
ACCOMPANYING VIDEO SERIES
TO GUIDE YOU.



DEAR READER -

"DON'T JUDGE ME FOR MY 100 BAD IDEAS. JUDGE ME FOR MY 1 GOOD ONE. BECAUSE IT'S THE ONLY ONE THAT MATTERS."

PLEASE FIND ENCLOSED INSIDE MY PRIVATE JOURNAL FOR BOTH \$100M OFFERS AND \$100M LEADS. THESE BOOKS HAVE CONSUMED A LOT OF MY TIME & EFFORT OVER THE PAST FEW YEARS. I CURATED ONLY THE MOST LEGIBLE OF MY NOTES. AND - I GROUPED THEM IN A WAY THAT MADE "SOME SENSE" OF THE CONCEPT EVOLUTION. AS YOU LOOK THROUGH THESE NOTES, YOU WILL SEE ME WRESTLE WITH IDEAS IN FRONT OF YOUR EYES. YOU'LL SEE HOW THEY EVOLVED, AND MAYBE GET A DEEPER UNDERSTANDING AS A RESULT. YOU'LL ALSO SEE SOME IDEAS I CUT FROM THE BOOKS BUT STILL HOLD MERRIT IN THEIR OWN RIGHT. I HOPE YOU ENJOY BOTH THESE NOTES AND THE BOOKS AS MUCH AS I ENJOYED MAKING THEM FOR YOU.

YOUR BIGGEST FAN,
- ALEX HORMOZI



PS: YOU CANNOT LOSE IF YOU DO NOT QUIT.

TABLE OF CONTENTS

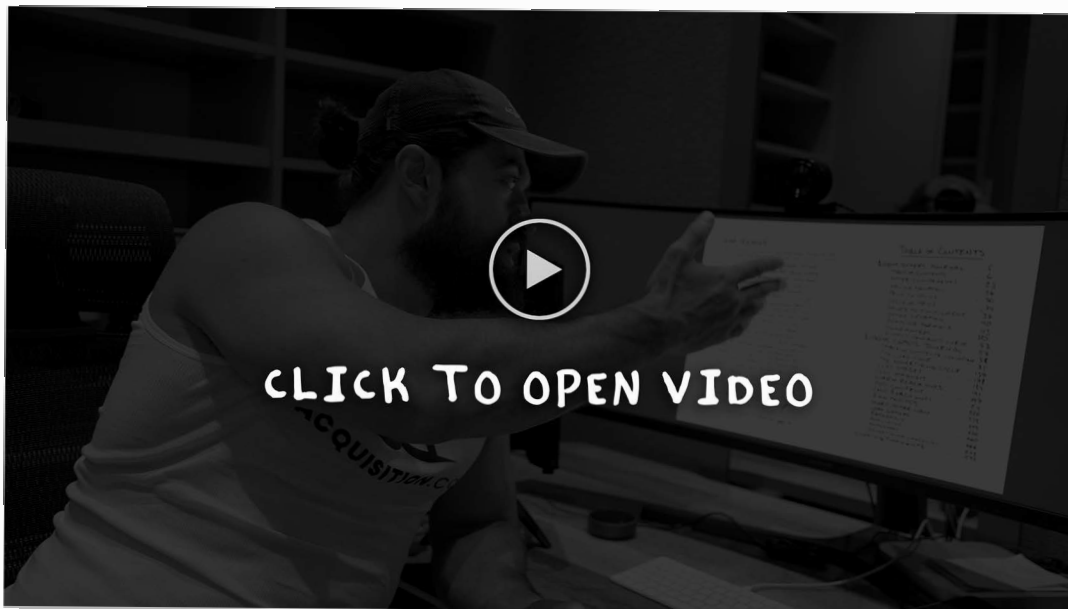


TABLE OF CONTENTS

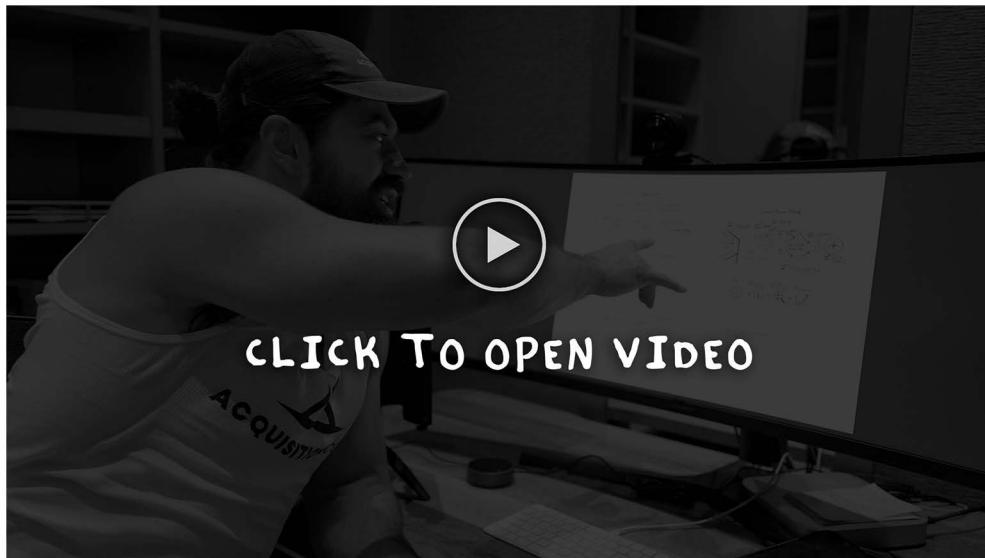
\$100M OFFERS JOURNAL	5
TABLE OF CONTENTS	6
OFFER COMPONENTS	23
VALUE EQUATION	26
PRICE TO VALUE	30
CYCLE OF PRICE	34
SALES TO FULFILMENT	37
OFFER CREATION	40
HEADLINE FORMULA	43
GUARANTEES	50
SUPPLY DEMAND CURVE	53
\$100M LEADS JOURNAL	57
TABLE OF CONTENTS EVOLUTION	58
THE CORE FOUR	85
THE ADVERTISING CYCLE	137
LEAD STAGES	178
LEAD MAGNETS	184
WARM REACH OUTS	191
POST CONTENT	197
COLD REACH OUTS	214
RUN PAID ADS	220
MORE, BETTER, NEW	234
LEAD GETTERS	243
REFERRALS	250
AFFILIATES	260
EMPLOYEES	266
ADVERTISING CHECKLIST	273
CLOSING THOUGHTS	275

**\$100M
OFFERS
JOURNAL**

By: ALEX HORMOZI

FIGURE #1:

EVOLUTION OF THE TABLE OF CONTENTS



CONTENT SECTIONS

① DECOMMODITIZATION ② PREMIUM PRICING ③ VALUE EQUATION

④ CREATE YOUR VALUE STACK (5 STEPS)

⑤ MAKE IT HIGH PROFIT

⑥ ADD A GUARANTEE

⑦ NAME THE OFFER

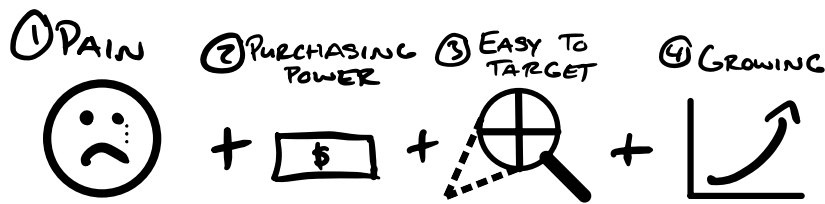
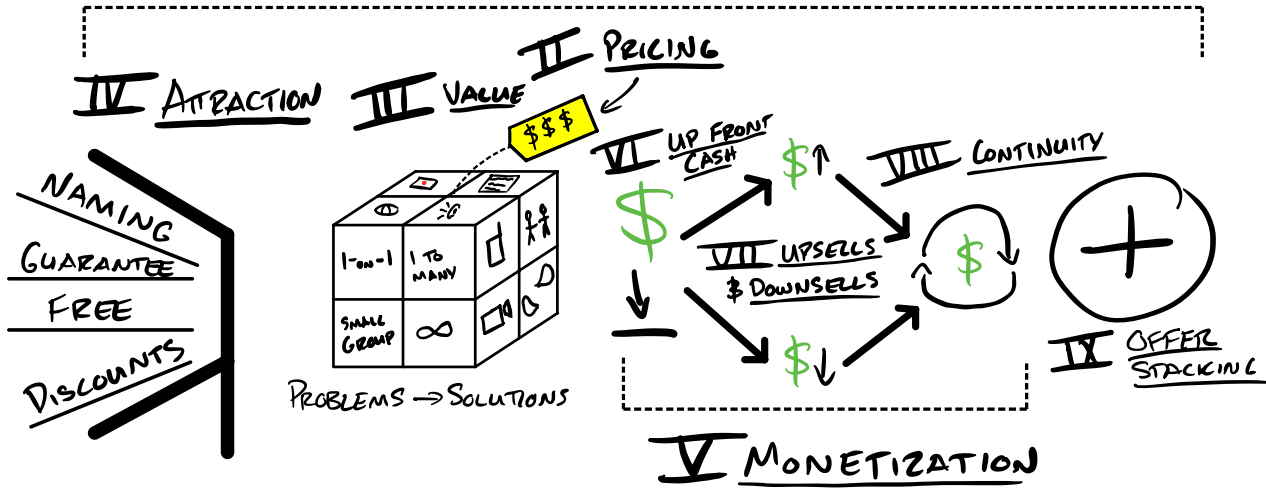
⑧ ATTRACT & MONETIZE

⑨ FREE & DISCOUNT

⑩ CONTINUITY
↓
UP FRONT CASH
UPSELLS
DOWNSELLS

⑪ STACK & LAYER OFFERS

GRAND SLAM OFFER



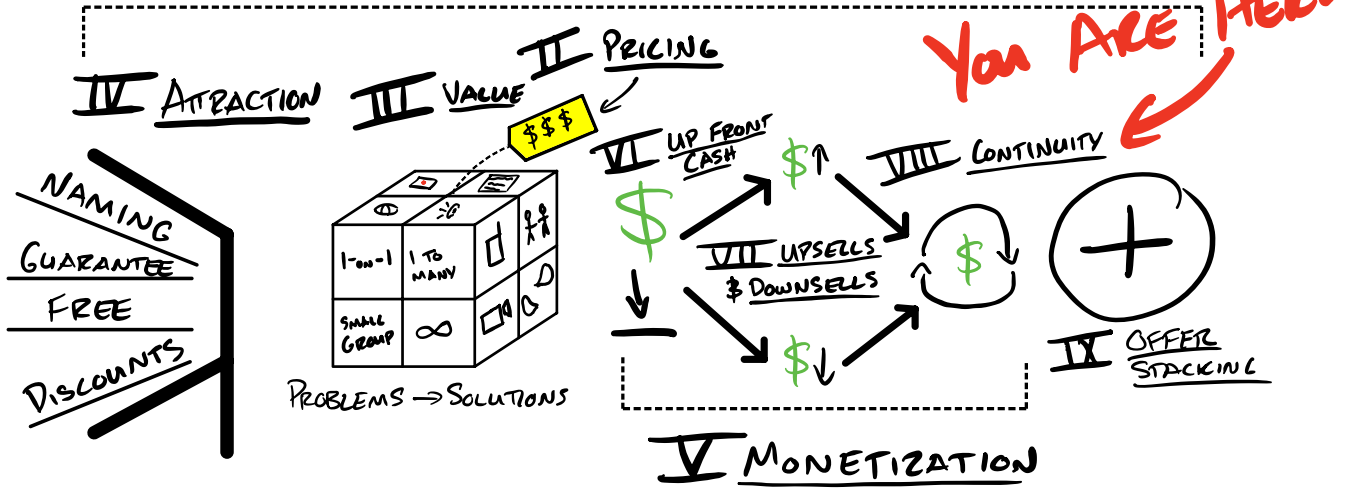
ACQUISITION VOLUME: I

- How To PRINT MONEY
- MAKING OFFERS SO GOOD...THEY SHOULD BE ILLEGAL
- How To MAKE PROFITABLE OFFERS
- How To ACQUIRE CUSTOMERS AT A PROFIT

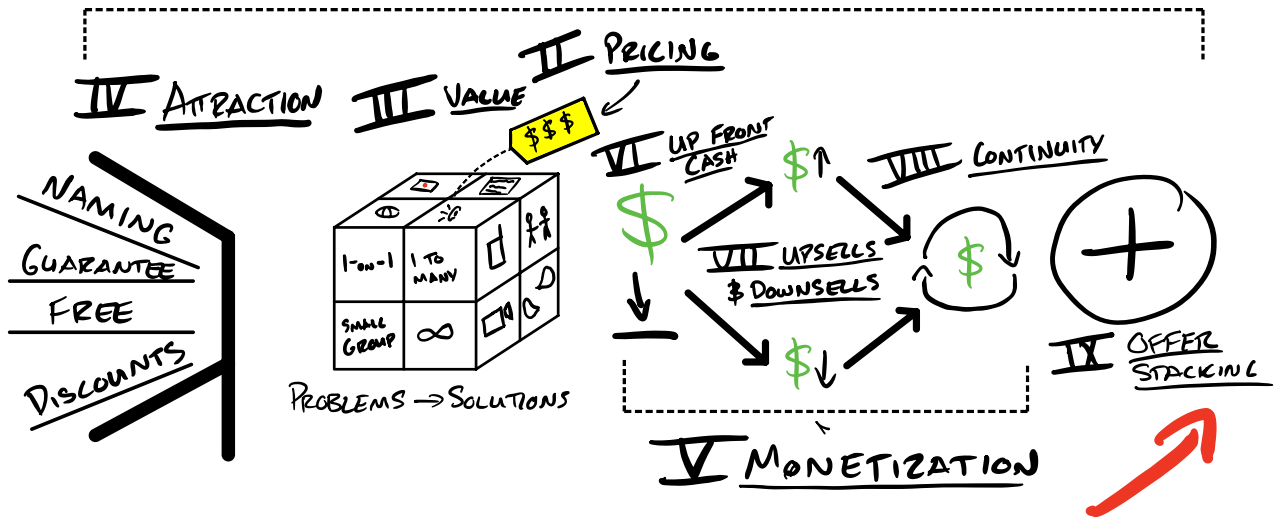
MAKE PEOPLE AN OFFER SO GOOD THEY WOULD FEEL STUPID SAYING NO.

- 5 (SURVEY → ALAN w/ NO COACHING
→ COACHING w/ NO ALAN
→ CONFIRMATION REMOVAL
- 4 SALES INT
- 3 COMPETITORS - GHL → TOOLS
- 2 SALES DATA
- 1 PRODUCT ROADMAP

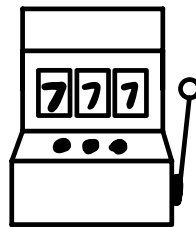
GRAND SLAM OFFER



GRAND SLAM OFFER



III VALUE **II PRICING**



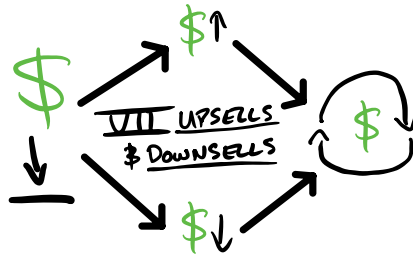
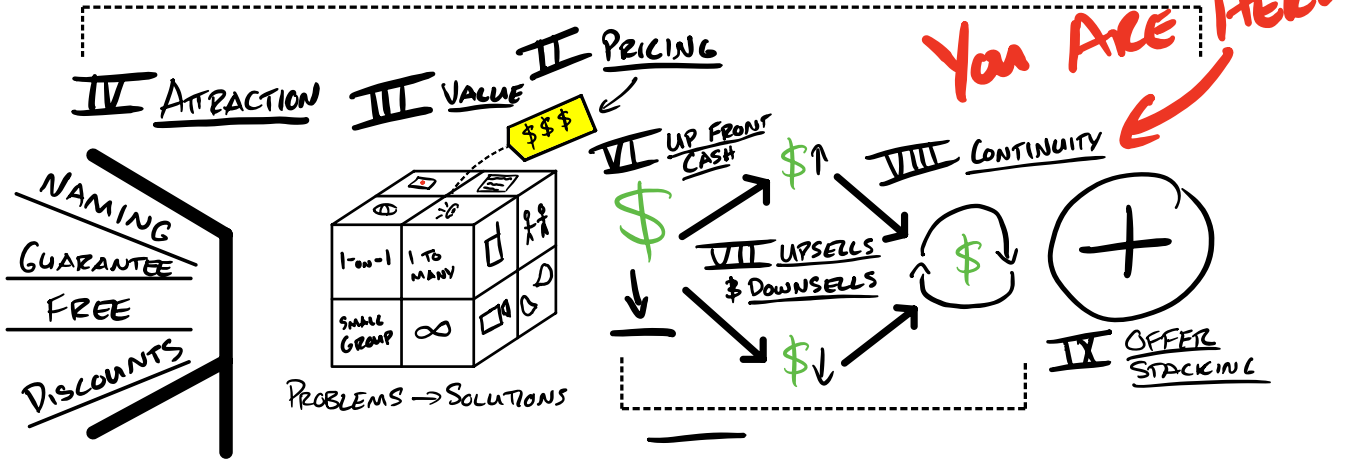
You ARE HERE!



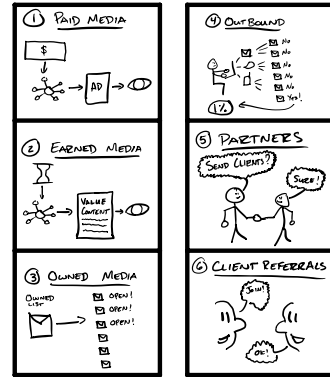
VS.



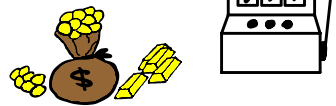
GRAND SLAM OFFER



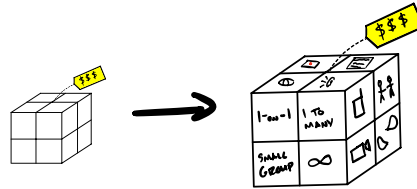
PLATFORMS $\frac{P}{P}$ PEOPLE $\frac{P}{P}$



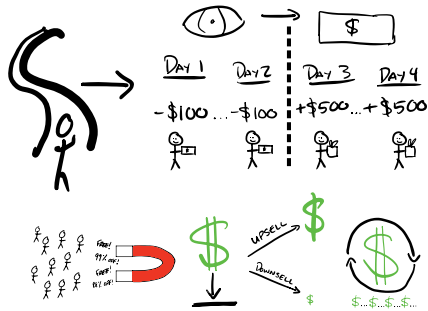
III VALUE **II PRICING**



6 WAYS TO ↑ LTV



DAY 1: CLIENT FINANCED ACQ



DAY 3:

SELL MORE, FOR MORE

C-L-O-S-E-R
 (+)
 CONVICTION ⇌

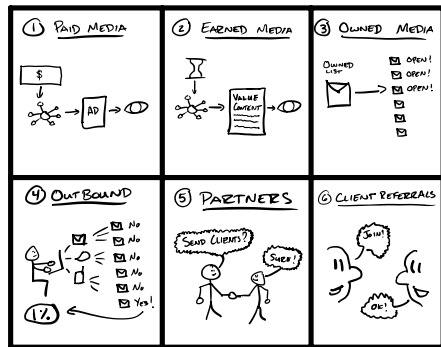
SECTION V

E
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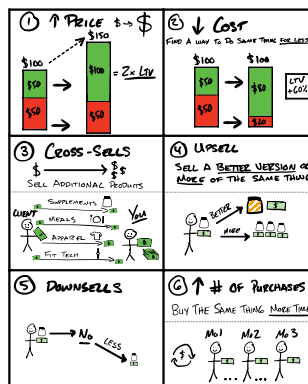
DAY 2:

6 NEW CLIENT SOURCES

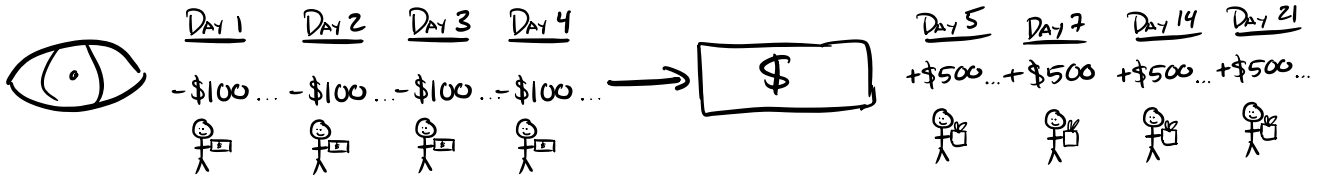


DAY 4:

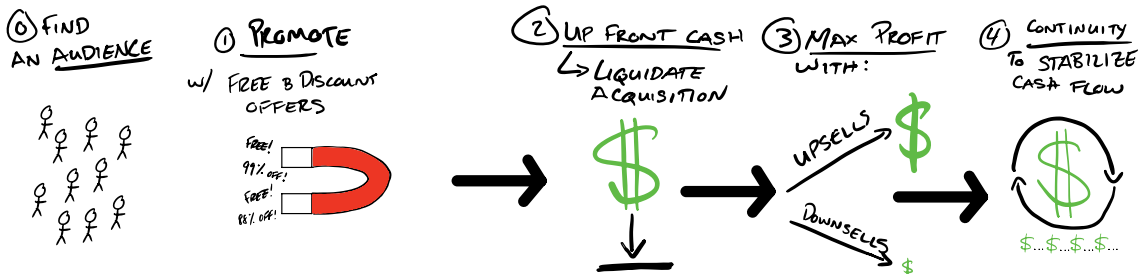
6 WAYS TO ↑ LTV



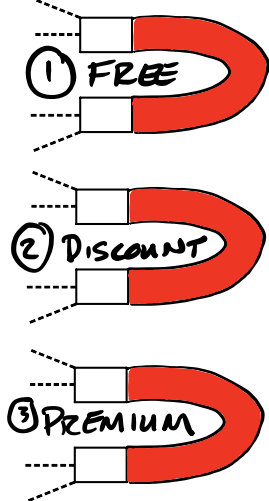
SECTION I: CLIENT FINANCED ACQUISITION



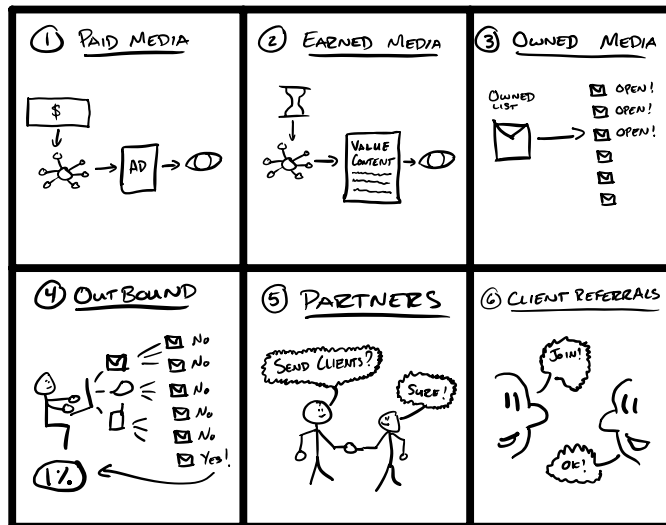
SECTION II: ULTIMATE MONETIZATION STRUCTURE



SECTION III: 3 PROMOTIONS



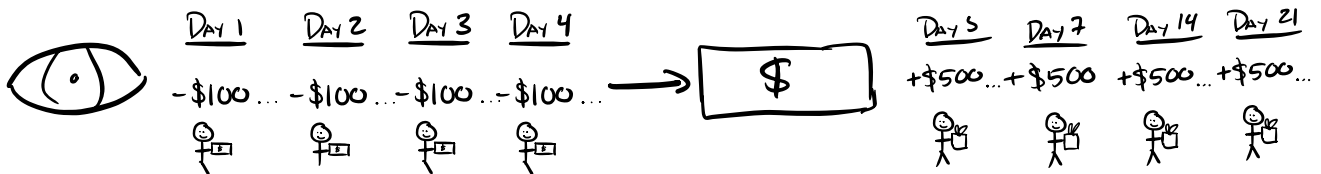
SECTION IV: 6 NEW CLIENT SOURCE



SECTION 0: START HERE



SECTION I: CLIENT FINANCED ACQUISITION



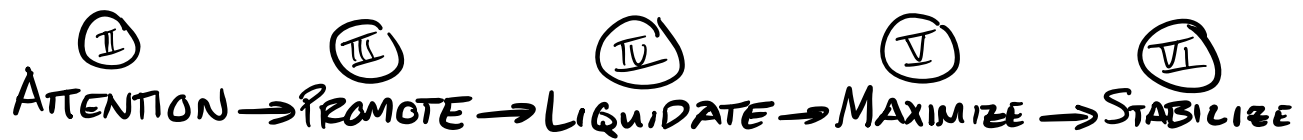
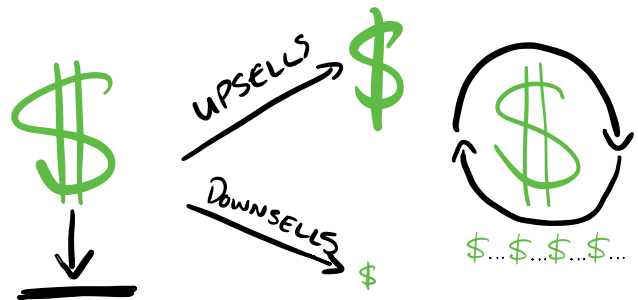
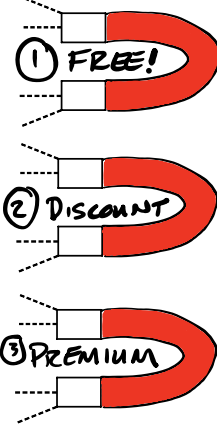
SECTION II:

6 NEW CLIENT SOURCES

1 PAID MEDIA 	4 OUTBOUND
2 EARNED MEDIA 	5 PARTNERS
3 OWNED MEDIA 	6 CLIENT REFERRALS



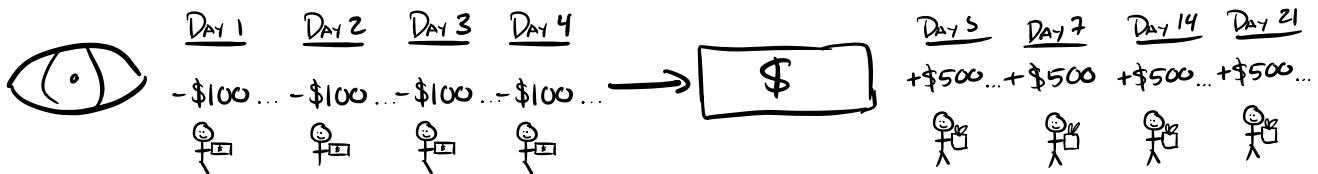
3 PROMOTIONS



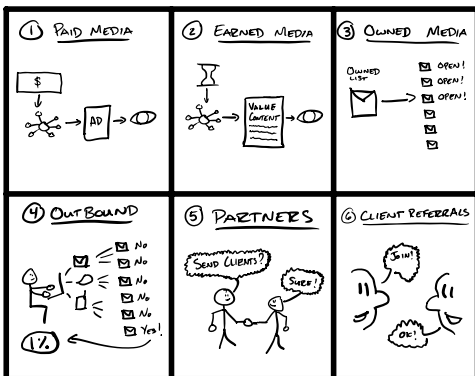
SECTION 0: START HERE



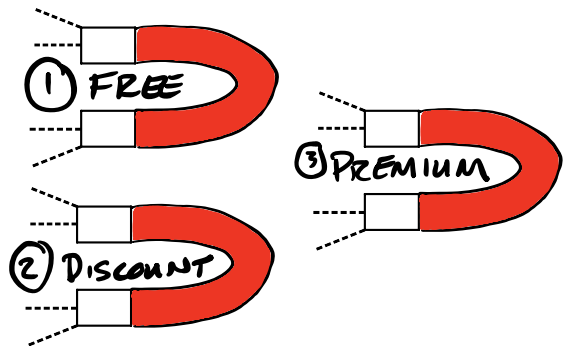
SECTION I: CLIENT FINANCED ACQUISITION



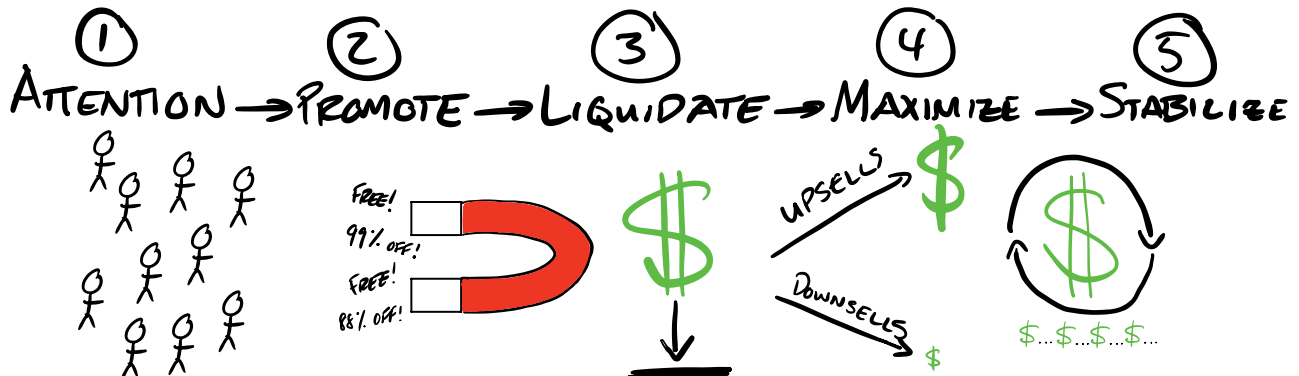
SECTION II: 6 NEW CLIENT SOURCES



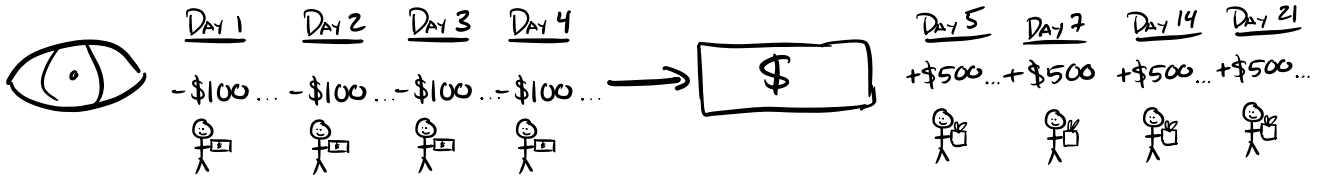
SECTION III: 3 PROMOTIONS



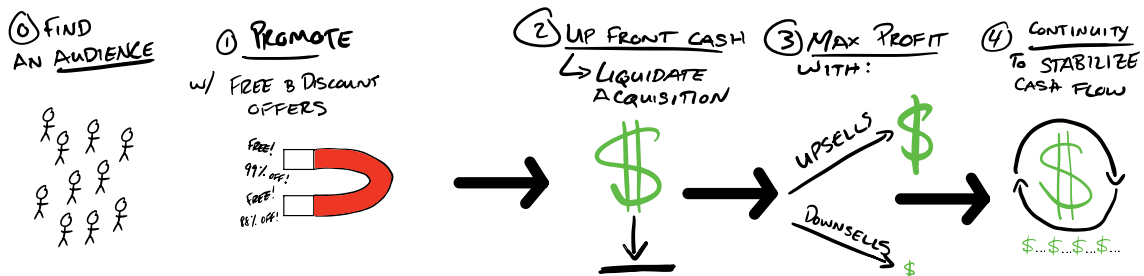
SECTION IV: ULTIMATE MONETIZATION STRUCTURE



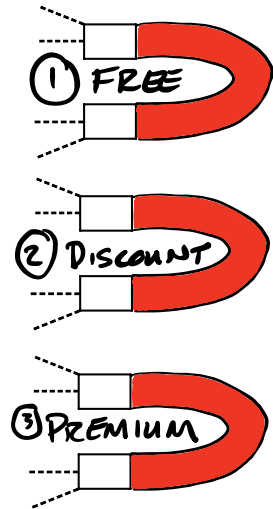
SECTION I: CLIENT FINANCED ACQUISITION



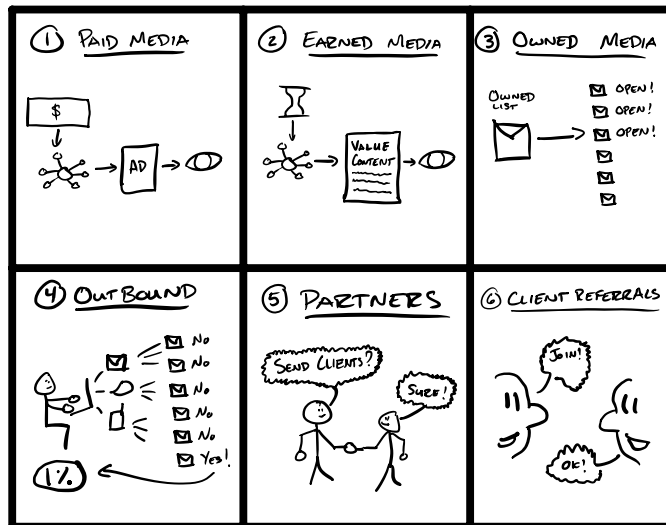
SECTION II: ULTIMATE MONETIZATION STRUCTURE



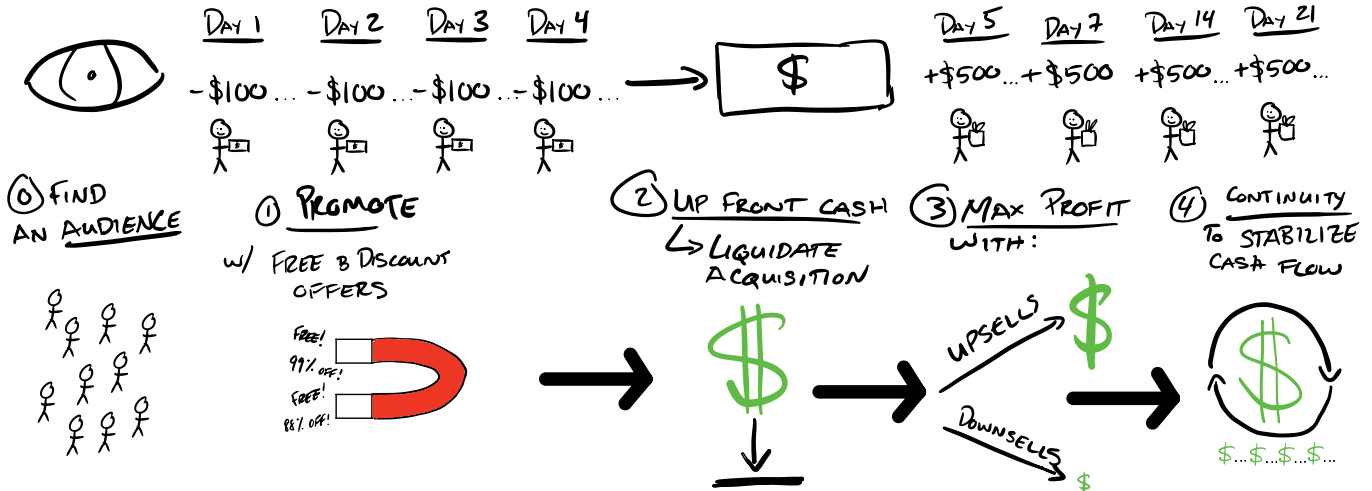
SECTION III: 3 PROMOTIONS



SECTION IV: 6 NEW CLIENT SOURCE

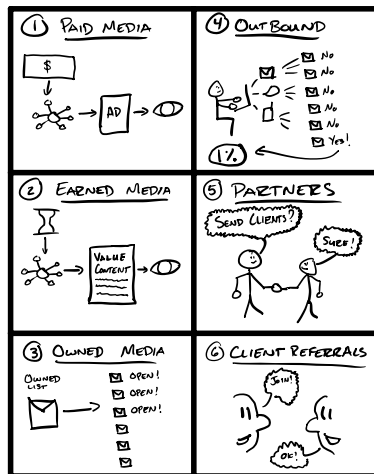


SECTION I: CLIENT FINANCED ACQUISITION



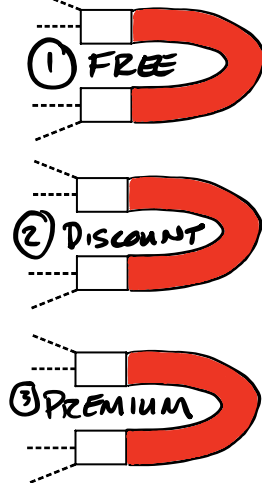
SECTION II:

⑥ NEW CLIENT SOURCES

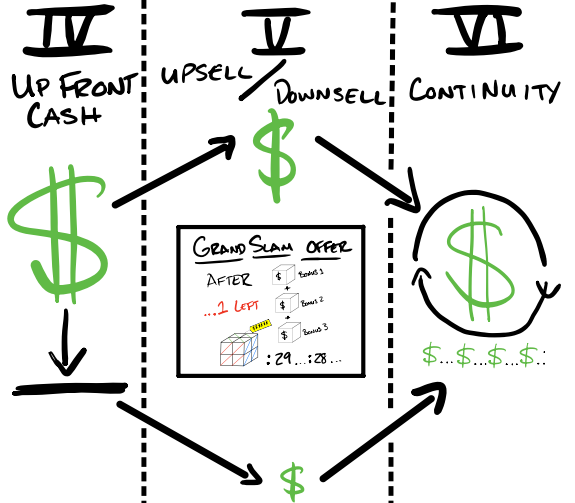


SECTION III

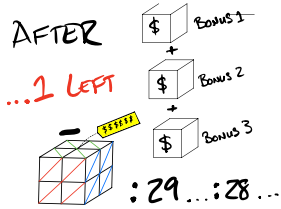
③ PROMOTIONS



SECTIONS:

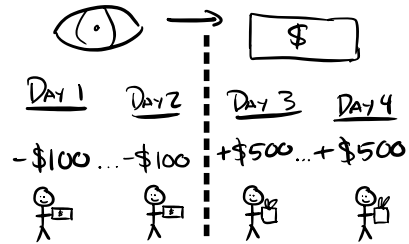


SECTION I:



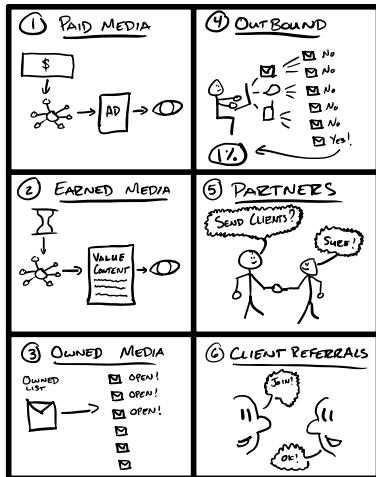
**GRAND
SLAM
OFFER**

SECTION I: CFA

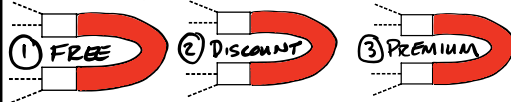


SECTION II

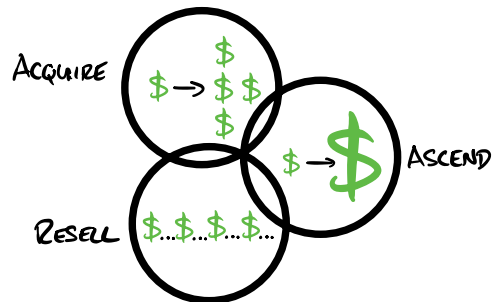
6 NEW CLIENT SOURCES



SECTION III: PROMOTION



SECTION IV: RAINMAKING



SECTION V UP FRONT CASH



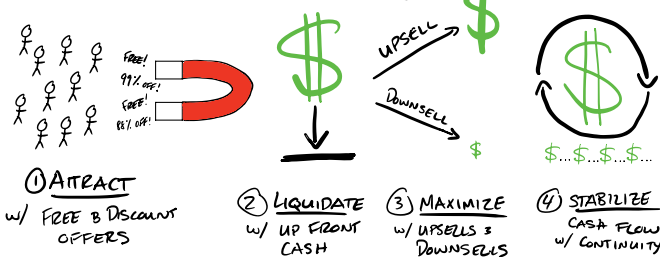
SECTION VI



SECTION VII

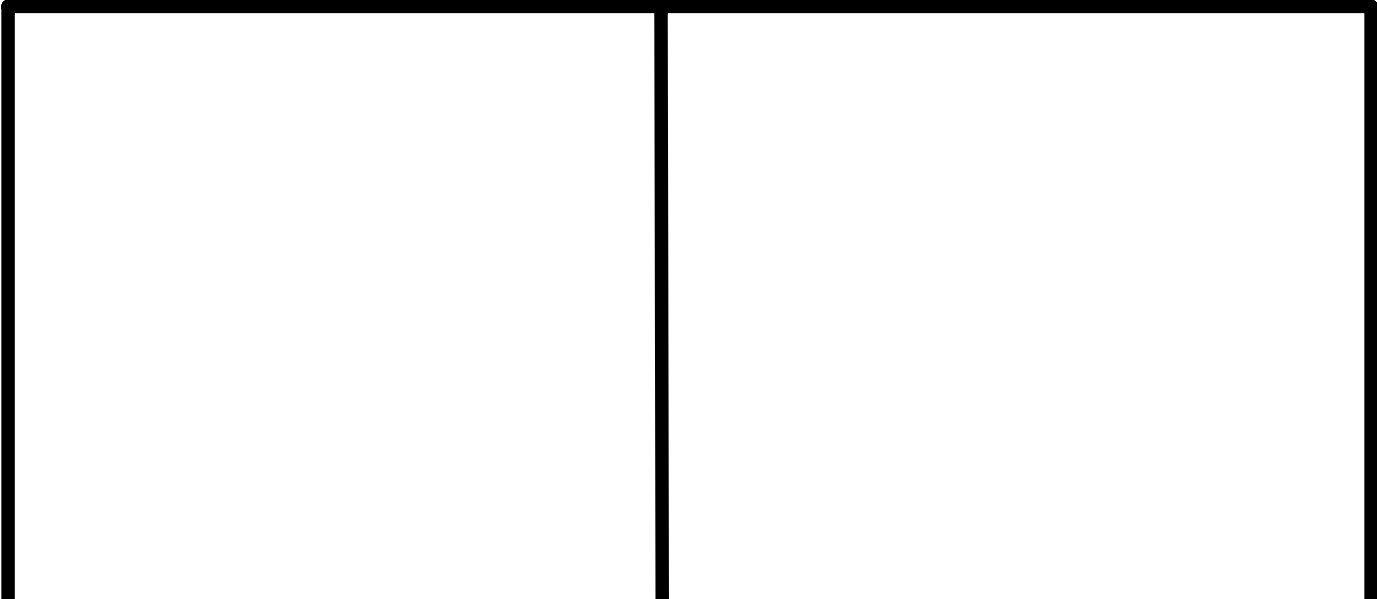


SECTION VIII: ADVANCED LEAD GEN

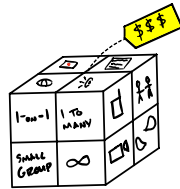
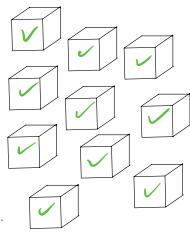
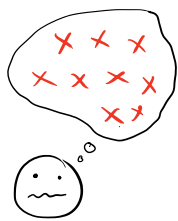


SECTION IX

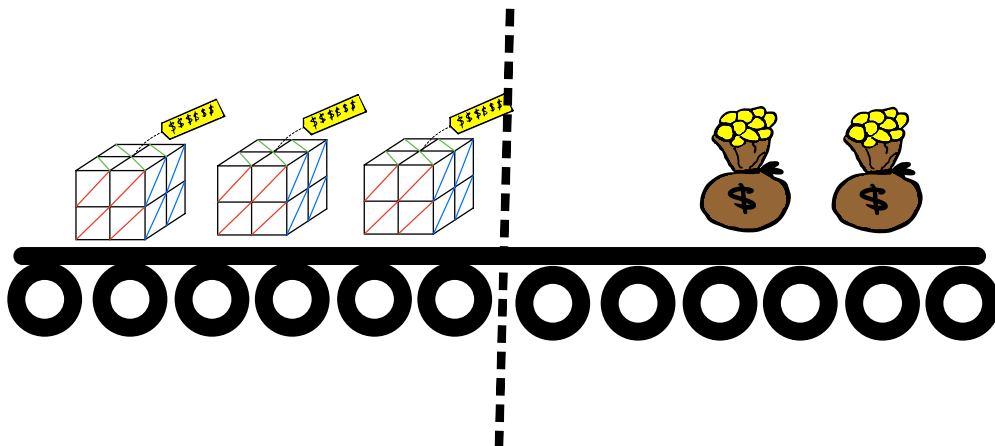




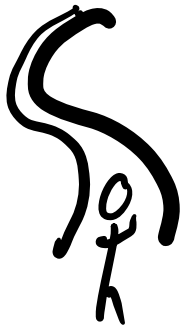
PROBLEMS → SOLUTIONS → BUNDLE



SECTION V : EXECUTION

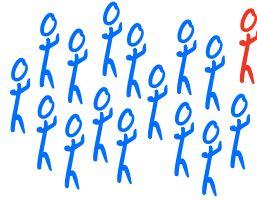


SECTION I : How WE GOT HERE



You ARE HERE!

SECTION II : PRICING

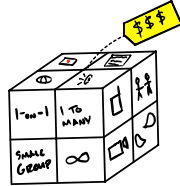
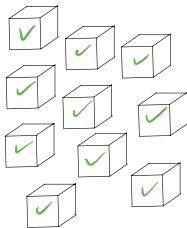
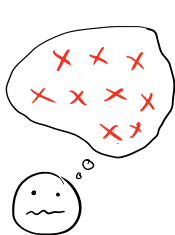


\$



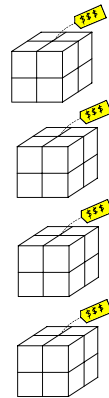
SECTION III : VALUE OFFER

PROBLEMS → SOLUTIONS → BUNDLE



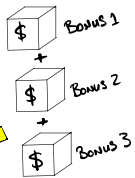
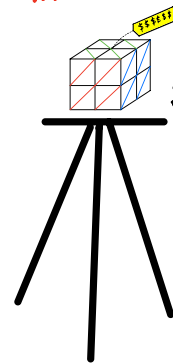
SECTION IV : ENHANCING

BEFORE



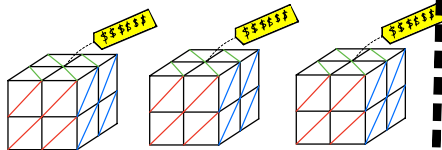
AFTER

... 1 LEFT



: 29 ... : 28 ...

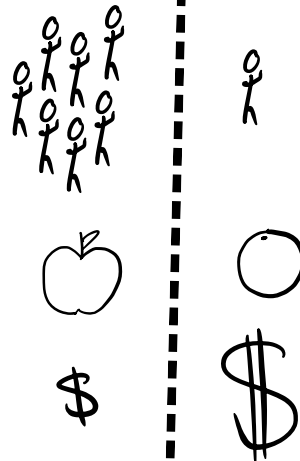
SECTION V : EXECUTION



SECTION I : How WE GOT HERE

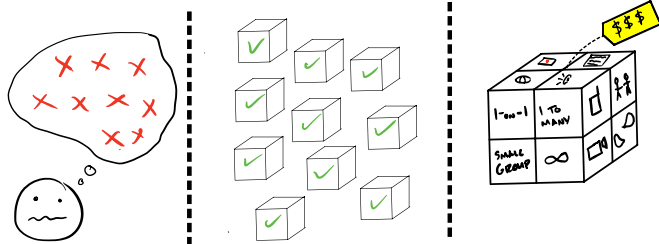


SECTION II : PRICING

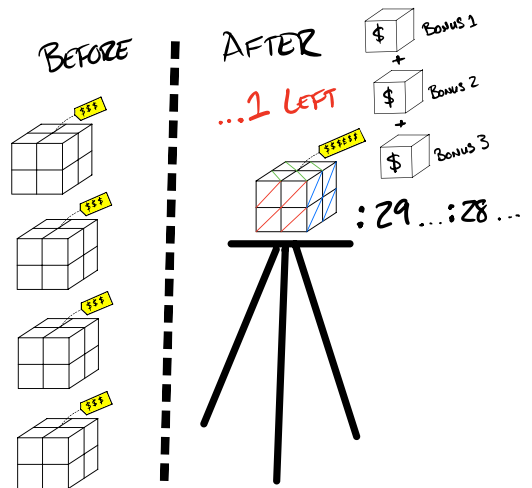


SECTION III : VALUE OFFER

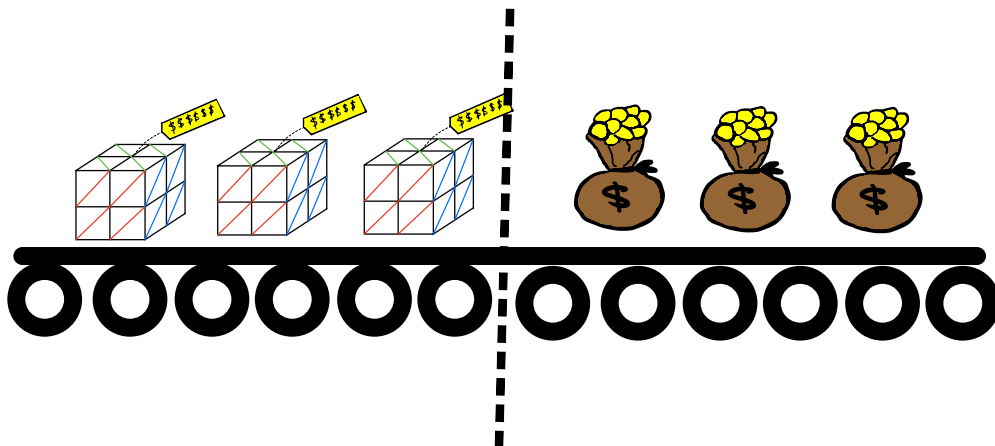
PROBLEMS → SOLUTIONS → BUNDLE



SECTION IV : ENHANCING



SECTION V : EXECUTION

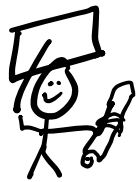


ORIGINAL SKETCH OF OFFER COMPONENTS



3L

OFFER CHECKLIST ✓

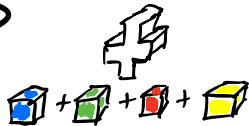


~~\$10,000~~ → \$99

CURRENT SERVICE



SUPERIOR OFFER



Sold Out!

5...4...3...2...1...DONE!

2x DOUBLE YOUR MONEY
BACK GUARANTEE!

GET OUR \$2000
PROGRAM FREE TODAY
WHEN YOU BECOME A
MEMBER!

\$ → \$...\$...\$...
SAME SERVICE FOR
LESS BUT LONGER

① PRE-FRAME

Ⓐ AUTHORITY

Ⓑ SOCIAL PROOF

② PRICE ANCHOR

③ SPLINTER STACK

Ⓐ PRODUCTS

Ⓑ SERVICES

Ⓒ NEXT LOGICAL NEED

BONUSES

④

SCARCITY (X LEFT/Y SPOTS)

↳ # of UNITS/AVAILABILITY

⑤

URGENCY (BY X DATE)

↳ RELATES TO TIME

⑥

CRAZY GUARANTEE

⑦

FOR CONTINUITY GIVE HIGH
VALUE PRODUCT/SERVICE AS
FREE BRIBE TO ENTER CONT.

⑧

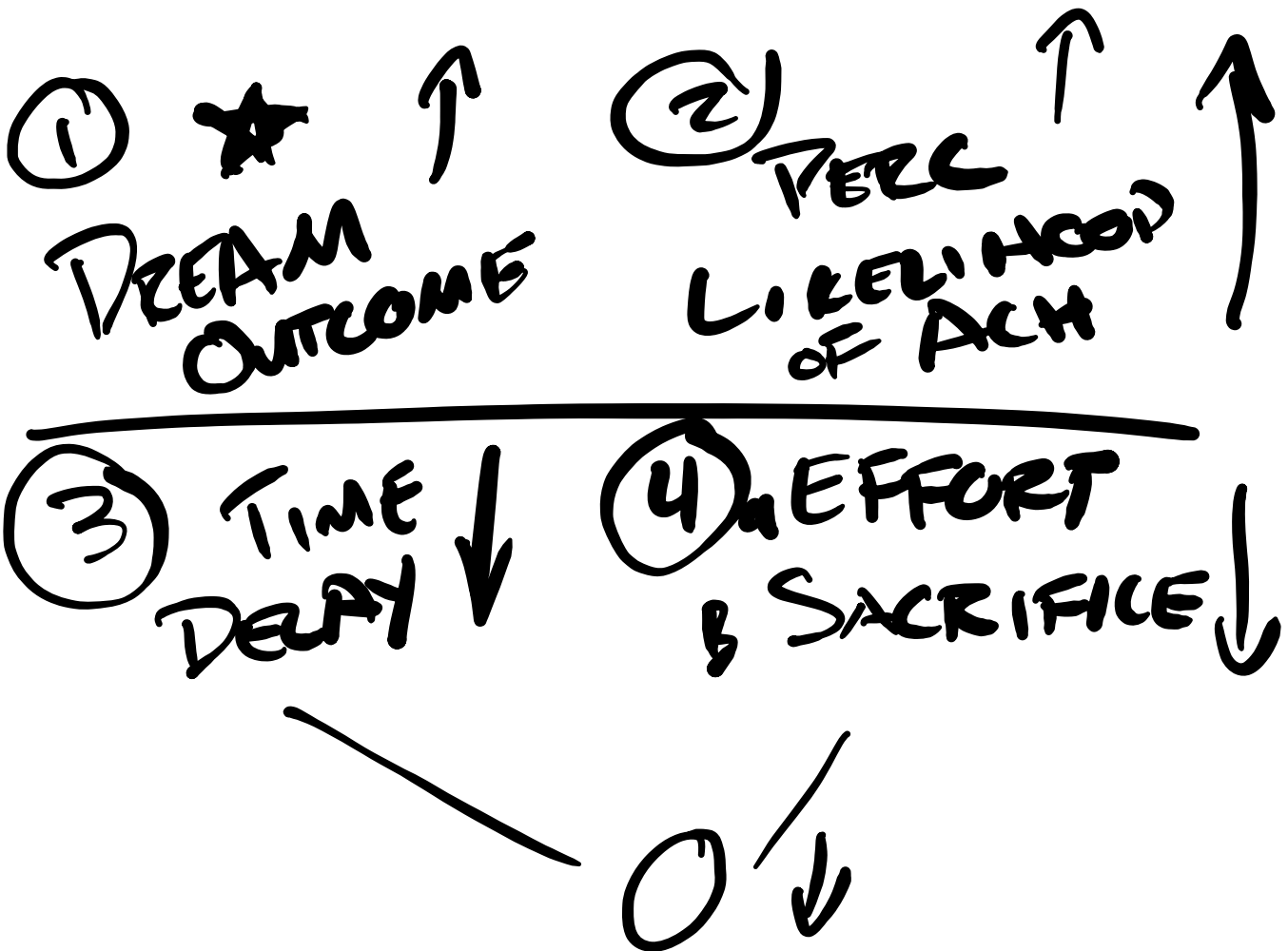
FOR CONTINUITY DOWNSELL YOUR
UPSELL...

FIRST DRAFT OF THE VALUE EQUATION



PRICE = WHAT YOU PAY
VALUE = WHAT YOU GET

VALUE EQ



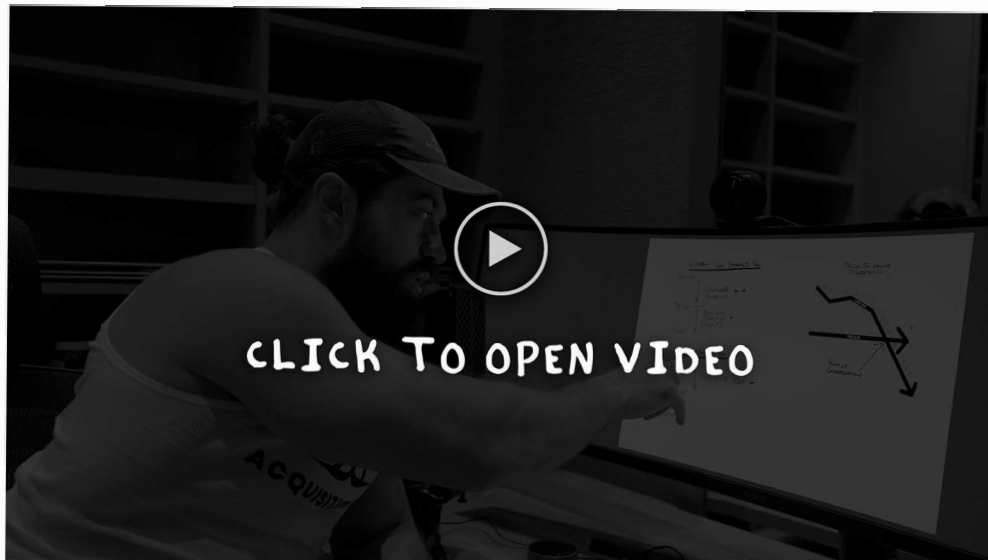
VALUE EQUATION



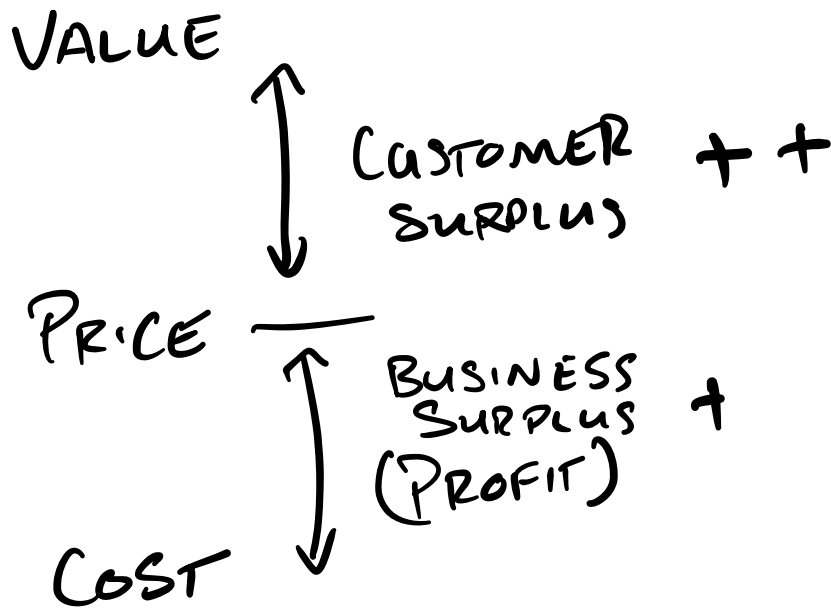
A hand-drawn diagram illustrating the Value Equation. It features two rows of terms separated by a thick horizontal line. The top row contains 'DREAM OUTCOME' (with a globe icon), 'PERCEIVED LIKELIHOOD OF ACHIEVEMENT' (with a person icon), and 'VALUE' (with a checkmark icon). The bottom row contains 'TIME DELAY' (with a hand icon) and 'EFFORT & SACRIFICE' (with a sad face icon). Multiplication symbols 'x' are placed between the terms in both rows, and a large equals sign '=' is positioned to the right of the horizontal line.

$$\begin{array}{l} \text{DREAM OUTCOME} \times \text{PERCEIVED LIKELIHOOD OF ACHIEVEMENT} \\ \hline \text{TIME DELAY} \times \text{EFFORT \& SACRIFICE} \end{array} = \text{VALUE}$$

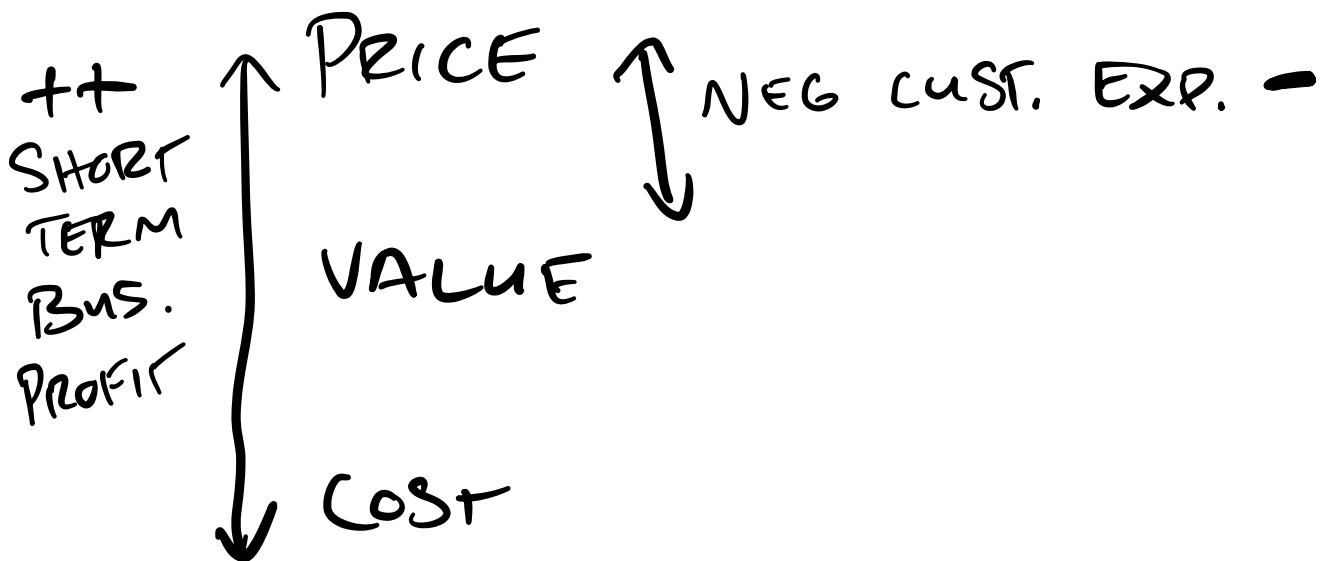
FIRST CONCEPT OF THE PRICE TO VALUE DISCREPANCY



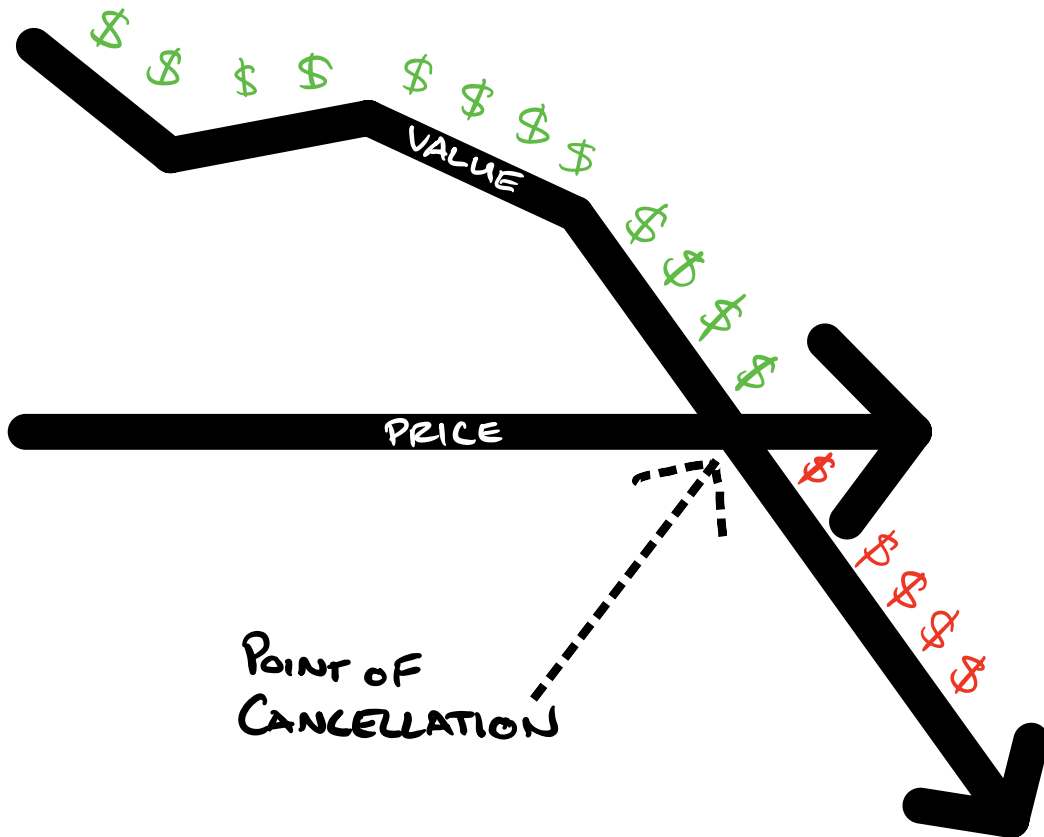
WHAT YOU SHOULD DO



WHAT MOST DO



PRICE TO VALUE DISCREPANCY



FIRST DRAFT
OF THE:

VICIOUS VS. VIRTUOUS
CYCLE OF PRICE



3K1

Virtuous v Vicious
Cycle of Price \$\$

Price ↓

DECREASE

DECREASE

DECREASE

INCREASE

DECREASE

REVENUE FOR FULFILMENT PER CUSTOMER

INCREASE

YOUR CLIENTS

EMOTIONAL INVESTMENT

PERCEIVED VALUE

RESULTS

DEMANDINGNESS

Price ↑

INCREASE

INCREASE

INCREASE

DECREASE

Price ↓

DECREASE

DECREASE

DECREASE

DECREASE

DECREASE

YOUR BUSINESS

PROFITS

PERCEIVED VALUE OF SELF

PERCEPTION OF IMPACT (RESULTS)

SERVICE LEVEL

SALES TEAM CONVICTION

Price ↑

INCREASE

INCREASE

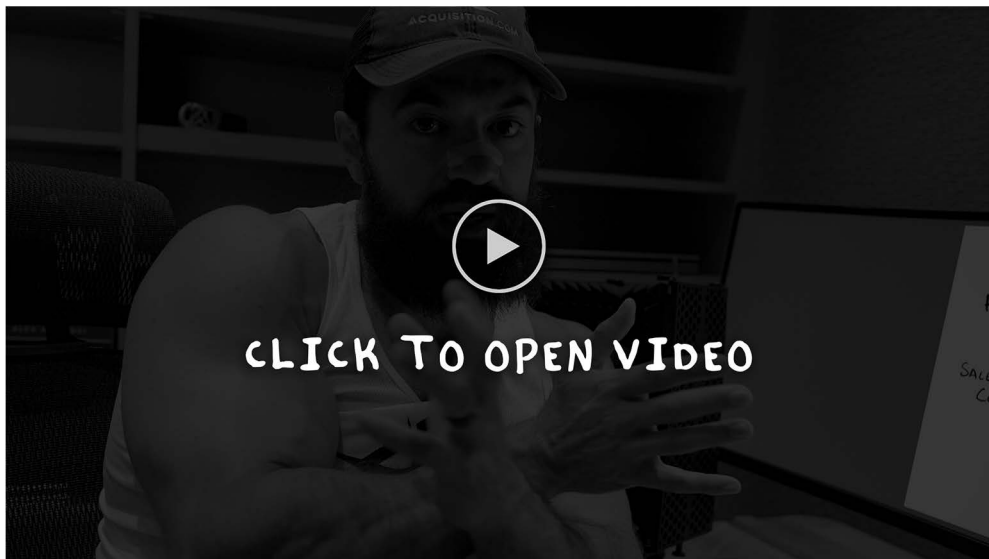
INCREASE

INCREASE

INCREASE

FIRST DRAFT
OF THE:

SALES TO FULFILMENT
CONTINUUM



TERMS: DURATION, WHEN THEY PAY, BONUSES,
DISCOUNTS, GUARANTEES, ACTIONS REQUIRED,

How Long

WHEN THEY PAY

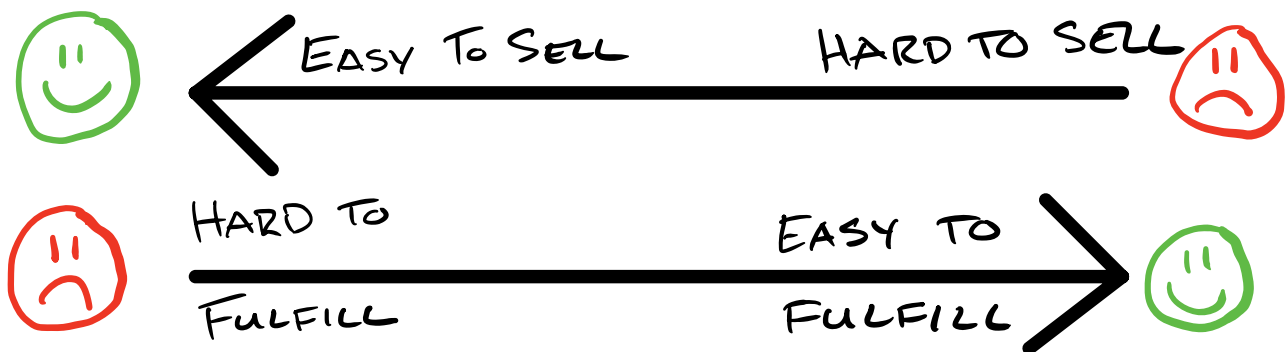
WHAT THEY GET

How THEY KNOW THEYLL GET IT

INCENTIVE TO ACT TODAY (BONUSES & DISCOUNTS)

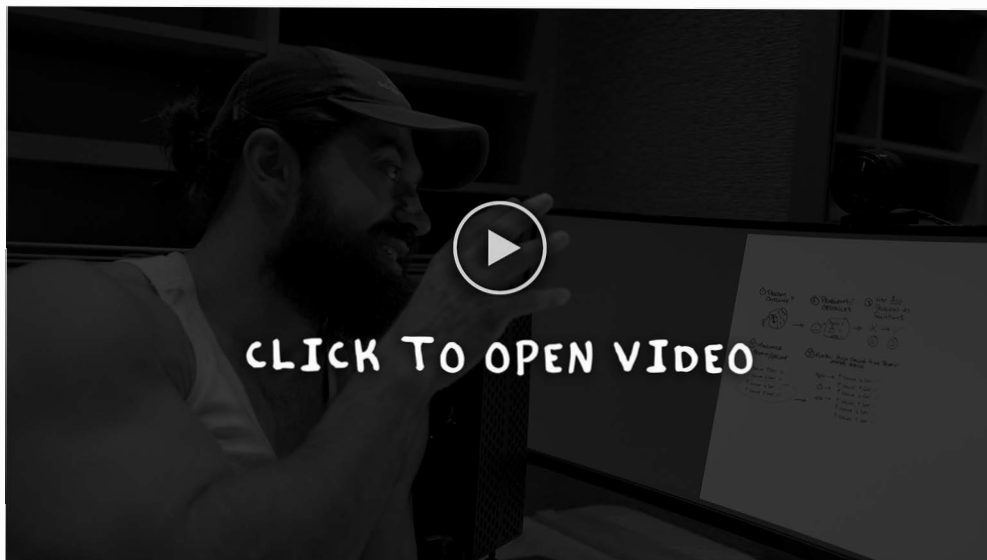
WHAT THEY HAVE TO DO

SALES TO FULFILMENT CONTINUUM



FIRST DRAFT
OF THE:

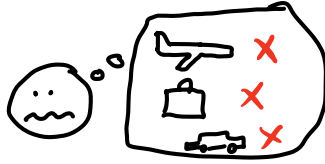
5 STEPS TO
CREATE YOUR
GRAND SLAM
OFFER



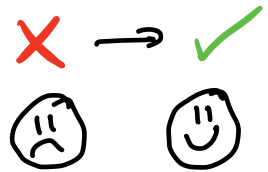
① DREAM OUTCOME?



② PROBLEMS / OBSTACLES



③ LIST ALL PROBLEMS AS SOLUTIONS



④ MAXIMIZE PROFIT/VALUE

↓ VALUE ↑ COST ✗
- VALUE ↓ COST ✗

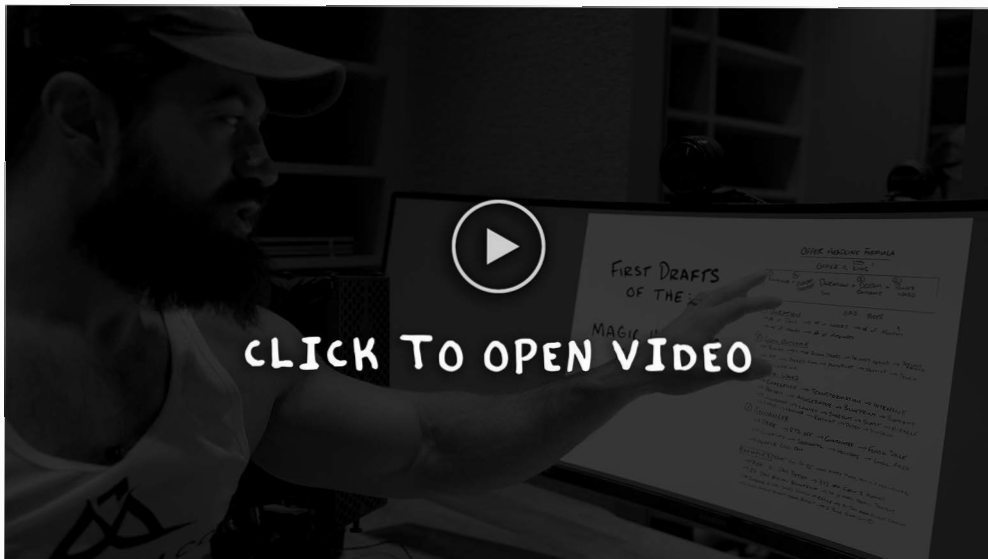
↑ VALUE ↓ COST ✓
↑ VALUE ↑ COST ✓



⑤ FINAL HIGH VALUE HIGH PROFIT OFFER STACK

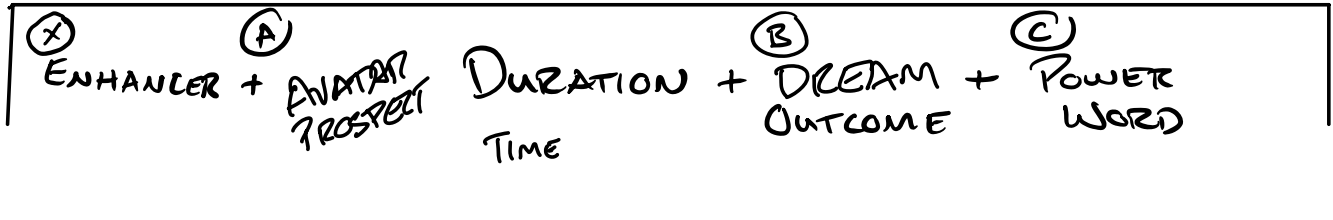
✈ → ↑ VALUE ↓ COST ✓
👜 → ↑ VALUE ↑ COST ✓
🚗 → ↑ VALUE ↓ COST ✓
🚗 → ↑ VALUE ↑ COST ✓
🚗 → ↑ VALUE ↓ COST ✓
🚗 → ↑ VALUE ↑ COST ✓

FIRST DRAFTS OF THE: MAGIC HEADLINE FORMULA



OFFER HEADLINE FORMULA

"OFFER IS ^{MMMM} KING"



(A) DURATION

EAD POWER

- # OF DAYS → # OF WEEKS → # OF MONTHS
- # OF HOURS → # OF ATTEMPTS

(B) GOAL OUTCOME

- BIKINI → LITTLE BLACK DRESS → SKINNY JEANS → JEALOUS FRIEND
- 7F → PACKED GYM → AUTOPILOT → PASSIVE → PROFIT
- RECURRING

(C) POWER WORD

- CHALLENGE → TRANSFORMATION → INTENSIVE
- PROJECT → ACCELERATOR → BLUEPRINT → BOOTCAMP
- INCUBATOR → LAUNCH → SHORTCUT → BLAST → MIRACLE
- SHRED → CRUSHER → ROADMAP → DETOX → SLIMDOWN

(X) ENHANCER

- FREE → 87% OFF → GUARANTEE → FLASH SALE
- GIVEAWAY → SEASONAL → HOLIDAY → LOCAL AREA
- AVATAR CALL OUT

EXAMPLES *NOTE* You Do NOT NEED EVERY PIECE, THIS IS A FRAMEWORK

- FREE 21 DAY DETOX → 87% OFF FIRST 2 MONTHS
- 28 DAY BIKINI BLUEPRINT → 7F 6 WEEK PROFIT PROJECT
- SUMMER 6 WK TONED STOMACH MIRACLE → 21 DAY NEW CLIENT SHORTCUT
- SOUTH AUSTIN SKINNY JEANS PROJECT → 6 PACK SHORTCUT (R)

NAMING

WHO

WHAT

WHERE

WHEN

WHY

How

How LONG

How MUCH

NUMBER

AVATAR

MISSION

EXPIRATION

PERSON

① How I Did ^{YAY} ~~WIB~~ ^{BOO} ~~WIB~~ USING
SOMETHING DIFFERENT

②

M-A-G-I-C HEADLINE FORMULA

MAGNET

MAKE A MAGNETIC REASON

AVATAR

ANNOUNCE THE AVATAR

GOAL →

GIVE THEM A GOAL

INTERVAL

INDICATE A TIME INTERVAL

CONTAINER

COMPLETE WITH A CONTAINER WORD

NAMING WORD

AVATAR

MISSION

EXPIRATION

REASON

MAGNETIC

✓ AVATAR

✓ GOAL

INTERVAL

CONTAINERIZE

TIME
REASON
OUTCOME
AVATAR
PACKAGE

WHO
WHAT
WHEN
WHY
HOW
WHERE

M-A-G-I-C HEADLINE FORMULA

MAGNET

MAKE A MAGNETIC REASON

AVTAR

ANNOUNCE THE AVATAR

GOAL →

GIVE THEM A GOAL

INTERVAL

INDICATE A TIME INTERVAL

CONTAINER

COMplete WITH A CONTAINER WORD

MAGNETIC

AVTAR

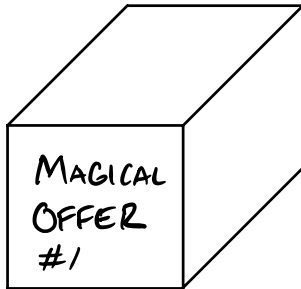
GOAL

INTERVAL

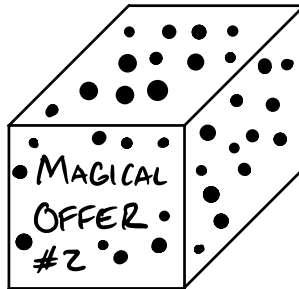
CONTAINERIZE

GIFT WRAPPING AN OFFER

ORIGINAL OFFER
\$ VALUE BUNDLE



"FALL 6 WK"
CHALLENGE



"SPRING 28 DAY"
BLUEPRINT



SAME BUNDLE, DIFFERENT WRAPPER

FIRST DRAFT
OF THE:

GUARANTEES
CHECKLIST



GUARANTEES WORTH THEIR WEIGHT IN GOLD



"IF YOU DON'T ACHIEVE X IN Y TIME WE WILL..."

RESULTS: (A) REFUND (B) HALF BACK (C) RETURN AD SPEND (D) PAY FOR COMPETITOR'S PROGRAM

SERVICE: KEEP WORKING W/ YOU FOR FREE UNTIL YOU DO. (OPTIONAL: ADD CONTINGENCIES)

DOUBLE YOUR SERVICE: GIVE YOU ANOTHER Y PERIOD FREE. (2x WHAT PAID FOR)

CREDIT GUARANTEE: GIVE YOU WHAT YOU PAID IN CREDIT TOWARDS ANY SERVICE.

WORK W/ YOU PERSONALLY: WORK W/ YOU 1-1 UNTIL YOU DO, FREE OF CHARGE.

PAY + AD SPEND: GIVE YOU OUR PAYMENT PLUS WHATEVER WE SPENT ON ADVERTISING

HOTEL + AIRFARE: (FOR EVENT) IF YOU DON'T RECEIVE VALUE, WE WILL REIMBURSE YOUR HOTEL + AIRFARE

PAY YOU FOR YOUR TIME: (FOR PHONE CALL) IF CALL NOT VALUABLE, WE WILL PAY YOUR HOURLY RATE

EARLY EXIT: WE WILL LET YOU OUT OF YOUR CONTRACT FREE OF CHARGE

FIRST OUTCOME: IF YOU DON'T GET A NEW CLIENT YOUR FIRST 14 DAYS WE WILL PAY FOR YOUR AD SPEND UNTIL YOU DO.

DELAYED 2ND PAYMENT: I WON'T BILL YOU AGAIN UNTIL AFTER YOU MAKE YOUR FIRST SALE/GET FIRST SHOW

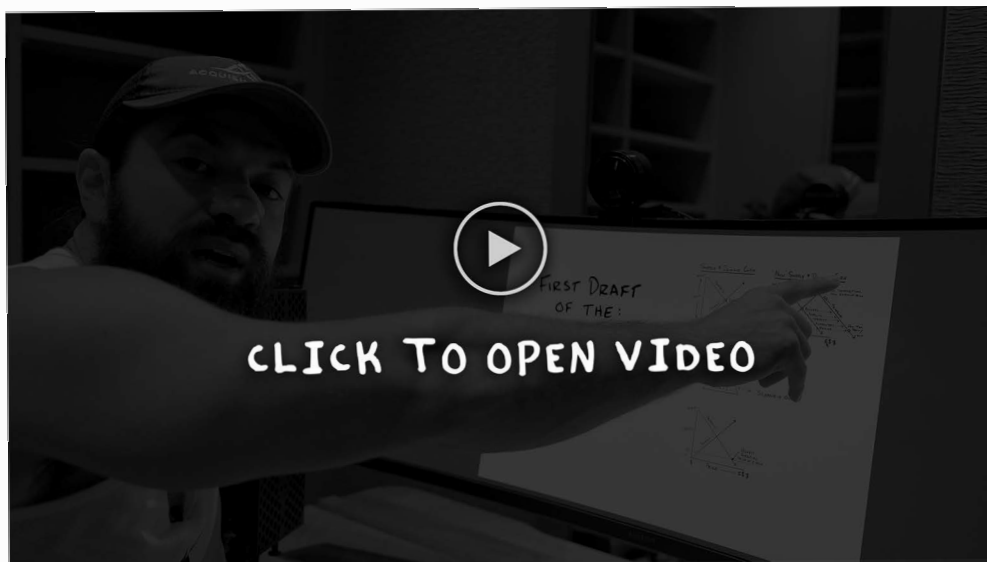
PERFORMANCE: ONLY PAY ME \$XX PER PERSON WHO WALKS IN YOUR DOOR. IF NO ONE SHOWS, YOU DON'T PAY.

HOW TO CREATE AN ATTRACTIVE GUARANTEE...

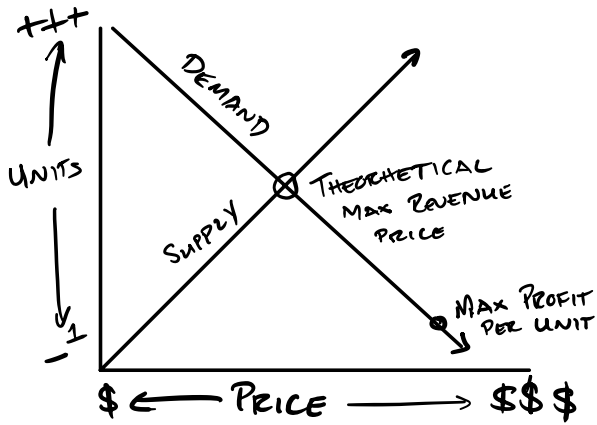
① WRITE DOWN ALL PAIN & OBSTACLES MOST PEOPLE PRESENT IN THE SALE, AND REVERSE THEM. THINK OF THEIR TIME, EMOTION, & OUTSIDE COSTS.

② THE MORE SPECIFIC IT IS, THE MORE IT WILL STAND OUT.

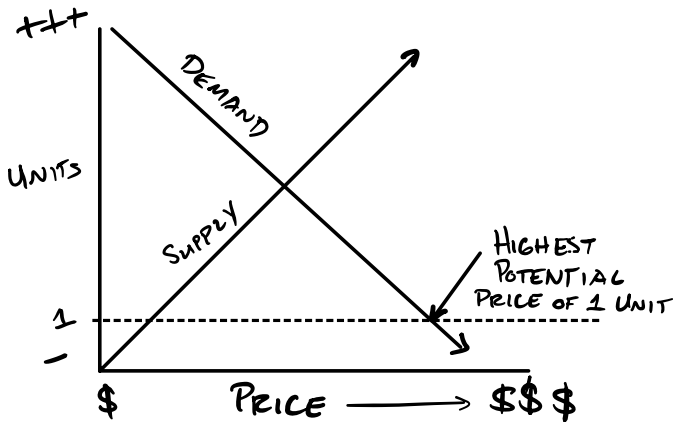
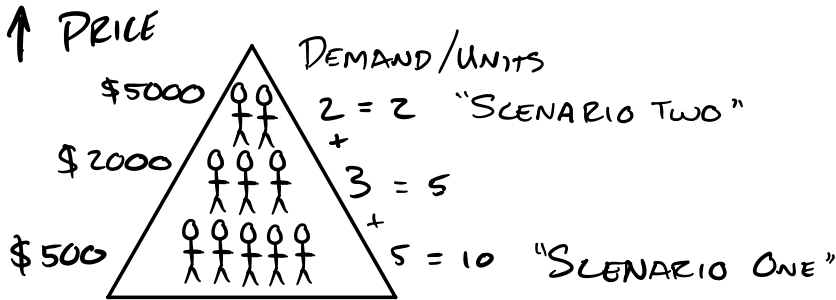
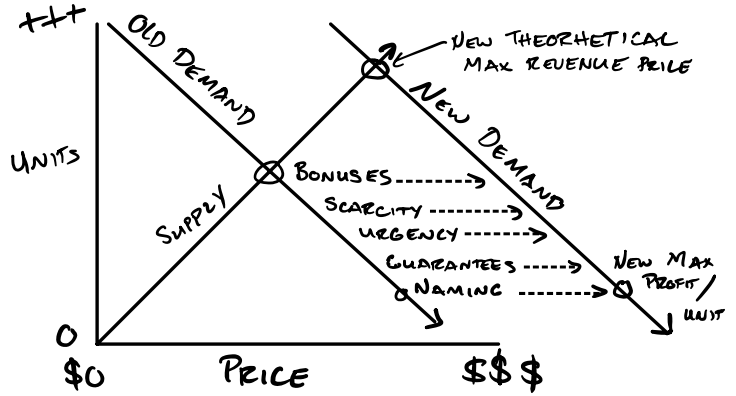
FIRST DRAFT OF THE: SHIFTING SUPPLY: DEMAND CURVE

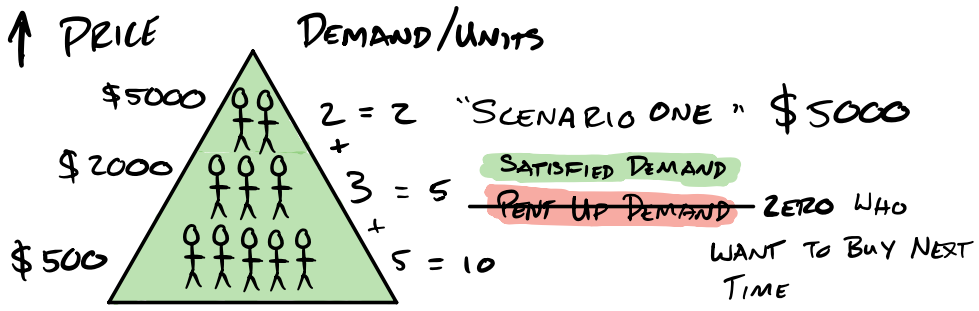
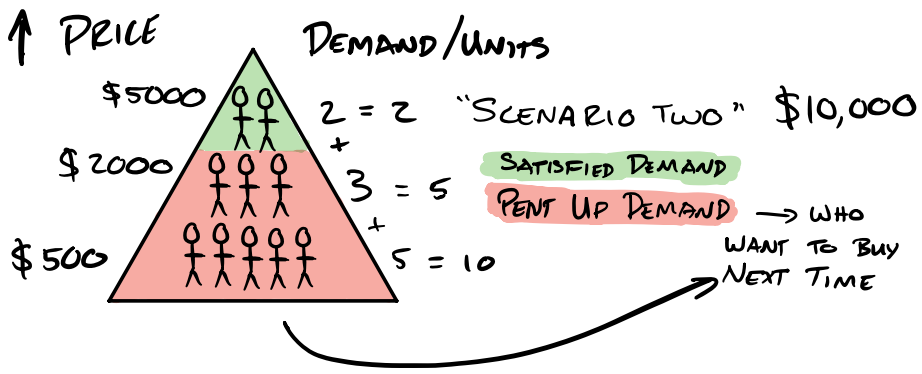


SUPPLY & DEMAND CURVE



"NEW" SUPPLY & DEMAND CURVE





**\$100M
LEADS
JOURNAL**

By ALEX HORMOZI

FIGURING OUT THE TABLE OF CONTENTS



(DRAWINGS BELOW)

START HERE:

DEFINE: MEDIA, LEAD GEN, LEADS, CONTENT, PROMOTION, 3 CONTACT TYPES, PROBLEM BOOK SOLVES
RECAP OFFER + TRAFFIC
LEAD STAGES / ACTIVITY STAGES

"EVERYTHING WE USE TO DISCUSS THE SUBJECT IS WRONG"

SECTION I: DEFINE THE TARGET

MARKET: DEEPER, UP, DOWN, ADJ, BROAD
TARGET: CUSTOMERS, EMPLOYEES, VENDORS, AFFILIATES
MULTIPLE OFFERS MULTIPLE PIPELINES

SECTION II: WHERE / WHEN ARE THEY + FILTERS

ONE PLATFORM FIRST - WHICH TO START WITH

MEDIA / CONTENT DEFINITION, TYPES OF MEDIA, ATTN VS INTERRUPTION,

SECTION III: WHAT - THE ACTIVITY BOX

DEFINE: MY VS. OTHERS AUDIENCES, VALUE VS. INTERRUPTION
HOW, HOW MUCH, HOW LONG, $U \times S \times T$, WHAT TO SET
DICE STORY, GC IDA STORY, FLYER STORY
CONTENT VS PROMO VS OFFER

- MINE	- OTHERS
- ∞ MINE	- ∞ OTHERS

SECTION IV: SCALE

WHO: SELF, EMPLOYEES, VENDORS, CUSTOMERS (?)
COST, OPERATIONAL DRAG, RELIABILITY
PERSON, METHOD, PLATFORM, OFFER: ORDER OF VARIABLES
MORE, NEW, BETTER, CHEAPER MEDIA

SECTION V: LEVERAGE

B2B, B2C, B2B2C, B2B2B, C2C

SECTION VI: EXECUTION

"NO MATTER HOW ELEGANT YOUR THEORY,
IF THE EVIDENCE DISPROVES IT, IT IS WRONG"
- RICHARD FEYNMAN

START HERE:

LEAD STEPS

FISHBOWL

LEAD FLOW EQ
PRESSURE VISUAL

DEF: MED BLEAD

"IF YOU CANNOT EXPLAIN IT IN SIMPLE
TERMS, YOU DO NOT UNDERSTAND IT."
- RICHARD FEYNMAN

→ REDEFINE 'TRANSACTION'

SECTION I: DEFINE THE TARGET (WHO/WHY)

- CUSTOMERS, PARTNERS, EMPLOYEES, AFFILIATES/INFLUENCE VALUE-ADD RESELLERS
 - STORY: PE
 - IMAGES: STAKEHOLDERS
 - L.E.A.D.S ACRONYM
 - MULTIPLE OFFERS, MULTIPLE PIPELINES
- ③ SELL, HIRE, SELL OFF

SECTION II: WHERE/WHEN ARE THEY: FILTER: ^{SUB-}

- MEDIUM/MEDIA, CHANNELS, VALUE = ATTN
- STORY "WHERE VALUE GOES AND HOW" (CREATE OR INTERRUPT IT)
- IMAGES: HUMAN SENSES SIZE OF MEDIA FALLACY

SECTION III: GIVE/ASK → 4 ACTIVITIES → VALUE INTERR.

4 ACTIVITIES: WHAT IS

- How, How Much How Long: VOLUME x SKILL x TIME
- 1 AVATAR, 1 CH, 1 OFFER. RULE OF 100. JOHN WATTE.
- PERSON, METHOD, PLATFORM, OFFER

SECTION IV: EVALUATE

- COST & OPER. DRAG, RELIABILITY
- OUTCOME Y/N? → SCALE
→ RE-EV/IMPROVE

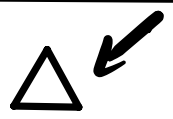
SECTION V: SCALE

- ① EXPAND MARKET: DEEPER, UP, DOWN, ADJ, BROAD
- ② MORE NEW BETTER CHEAPER MEDIA

CUSTOMERS

MARKETING: WHERE DO THEY COME FROM?

- ①
AVATAR?
- ②
MEDIA?
- ③
PLATFORM?
- ④
AUDIENCE?
- ⑤
ADV.?
1-1
1-∞



EXPAND?
REPURPOSE?

TARGETING
WHO?
WHERE?

EMPLOYEES
AFFILIATES
CUSTOMERS
VENDORS
PLATFORMS

SALES: HOW DO THEY BUY?
ARE THERE MULTIPLE WAYS 2 BUY?

PROCESS

OUTCOME | OPTIN → APP → SCHED → SHOW → QUAL → CLOSE

%s

ACTIVITY/
NURTURE

WHAT ARE YOU DOING TO MOVE THEM THRU

PRODUCT 3 PRICING MATRIX

(FILL OUT FORM)



* (3) LEVERAGED ACQ: B2C, B2B, B2C2C, B2B2B, B2B2C

SECTION VI: EXECUTION : TIME, MONEY, OPM, OPT

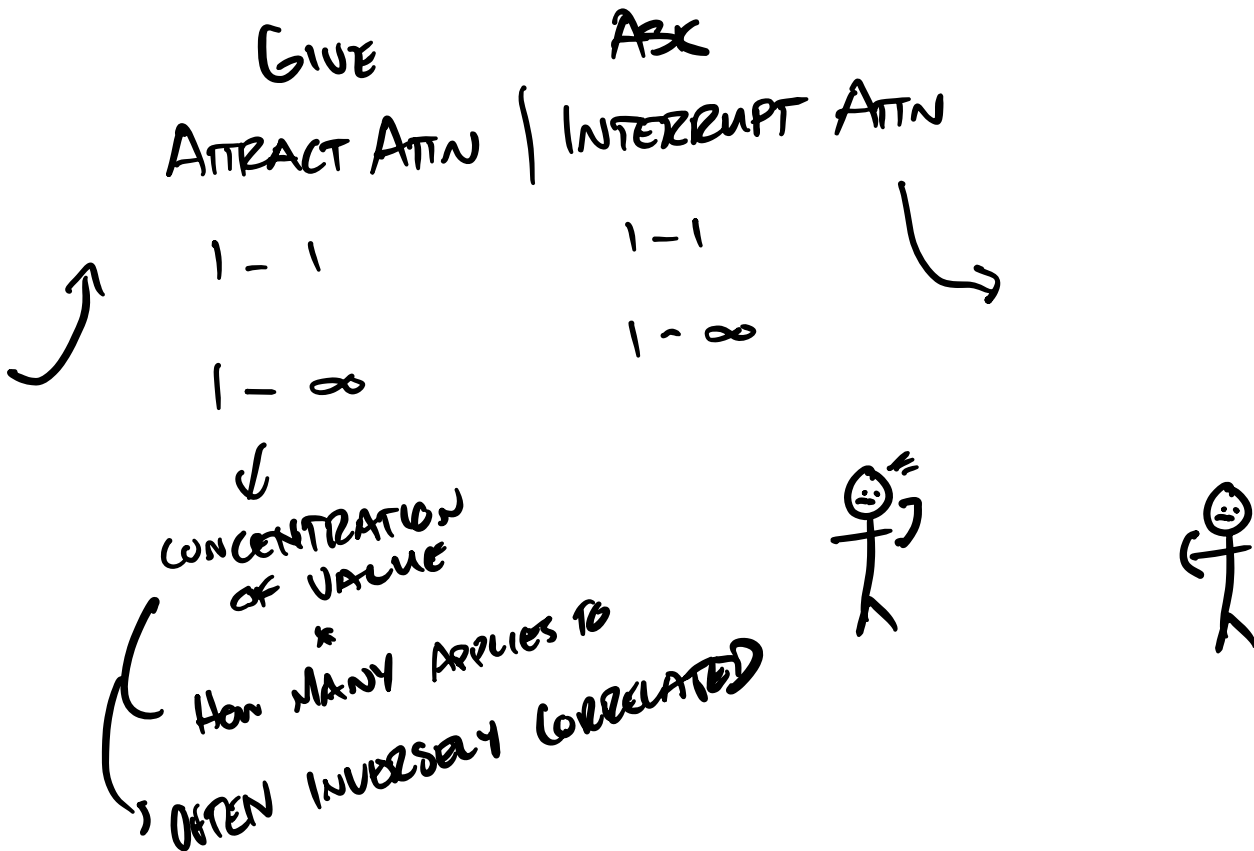
NEXT CHANNEL: LEVELS OF COMPLEXITY (SEQ OF ATTN)

→ WHO IS DOING IT

→ WHAT IS COMP

→ WHEN ARE THEY DOING IT

DICE STORY



1 USE PLATFORM TO CHANNEL CONTENT ON MEDIA.

1 USE STAGE TO PRESENT PITCH USING VOICE & WHITEBOARD

I USE FACEBOOK TO DM MESSAGES USING TEXT.

I CHANNEL CONTENT USING MEDIUM ON PLATFORM

I SAY MY PITCH USING MY VOICE ON THE PHONE.

I PRESENT MY PITCH USING SLIDES, VISUALS, TEXT, VOICE ON ZOOM.

I DELIVER CONTENT USING MEDIA ON PLATFORM

I SPEAK MY SPEECH " VOICE + BODY ON STAGE.

CONTENT VS PROMOTION VS MESSAGES

ARE OUTBOUND MESSAGES PROMOTIONAL ACTIVITY?

TO PROMOTE ^(V) VS. PROMOTIONS ^(N)
↳ CONTENT THAT...

I PROMOTE BY MAKING PROMOTIONS

① You × ② PROMOTION × ③ OFFER × ④ MEDIUM × ⑤ PLATFORM

→ LEILA SAYS WE'RE FUCKED

Now

→ TERRIFIED - MOVIE THEATER

How's WHY - PROCESSING

EXPL → FEELING OF FAILURE

30 DAYS LIGHT

RELAP OF LOSING IT ALL

Now I'M TERRIFIED FEELING

BEF HERE'S WHY CIRC.

Now TELLING LEILA TELLING / SHAME "WE'LL FIGURE OUT"

RELAP - POSITIVE

LOST MONEY

LEAVE ME

WORKED OUT

→ 150K FEELING

40K CIRC

150K FIGURE

LICENSING

<u>DISTRIBUTION</u>	<u>SENSES</u>	<u>CURRENCY</u>	<u>PEOPLE</u>
1 TO 1	VISUAL	MONEY	YOU/OWNER
1 TO GROUP	AUDIO	TIME/EFFORT	BUSINESS
1 TO MANY	(TACTILE)	CPM/OPT	EMPLOYEES
		-----	CUSTOMERS
		PAY BEFORE	VENDORS
		PAY UPON SALE	AFFILIATES

<u>ACTIVITIES</u>	<u>TYPES OF MAT</u>	<u>FILTERS</u>	<u>WAYS TO GET LEADS</u>
① EMAIL / CALL / SMS / DM	VIDEO	MEDIA TYPE	OFFER + ATTN
② POST CONTENT	TEXT	MEDIA LOCATION	
③ PAY + CONTENT	IMAGES	PRE-FILTER	INPUTS → MACHIN
	GRAPHICS	# STEPS	<u>LUBE</u>
	AUDIO	COST/STEP	

<u>EFFICACY</u>	<u>AUDIENCE WARMTH</u>	<u>GROWING ATTENTION</u>	<u>NEW CLIENTS</u>
VOLUME	INTERRUPTION	DO MORE	OLD LEADS
SKILL	PERMISSIONED	PAY MORE	OLD CUST
TIME	INTENTIONAL	NEW PLATFORMS	RENT ACCESS
	-----	MORE FREQUENTLY	EARN ACCESS
	<u>MEDIA</u>	MORE UNIQUES	OWN ACCESS
		x	
		MORE IMPRESSION	

PLATFORMS

1-1 x 1
1-1 x MASS
1-GR x

METHODS/STRAT

ADVERTISE
POST
COLD REACH

~~CONTENT~~

↓
POST / REACH / AD

① MESSAGES

② ADVERTISEMENTS

③ INTENT/SEARCH

④ CONTENT

How PEOPLE
FIND THINGS

SEARCH 1-∞

ASK

TOLD

LOOK / ASK / SEARCH

DISCOVER / TOLD /

OB: ADS
OUTREACH

1-1
1-MANY
MANY-1

1-1
CONTENT
ADVERTISE

NEW CUSTOMERS

REACH OUT
ATTRACT / INTENT
BROADCAST / AD

1-1
∞-1
1-∞

3 WAYS TO GET NEW LEADS

THE 5 KEY STAKEHOLDERS: Low TRUST ↔ High TRUST

- ① BUSINESS
- ② EMPLOYEES
- ③ CUSTOMERS
- ④ AFFILIATES
- ⑤ VENDORS

① 1 TO 1: OUTREACH: MEDIUM SPEED

- (A) MORE: ↑ # (B) BETTER: PRE-FILTER (C) NEW: CHANNEL OR STAKEHOLDER

② MANY TO 1: ^{SEARCH} _{CONTENT}: SLOW SPEED

- (A) MORE: ↑ # (B) BETTER: TOPIC PRE-FILTER (C) NEW: CHANNEL OR STAKEHOLDER

③ 1 TO MANY: BROADCAST: FAST SPEED

- (A) MORE: ↑ \$ (B) BETTER: PRE-FILTER (TARGETING) (C) NEW: CHANNEL OR STAKEHOLDER

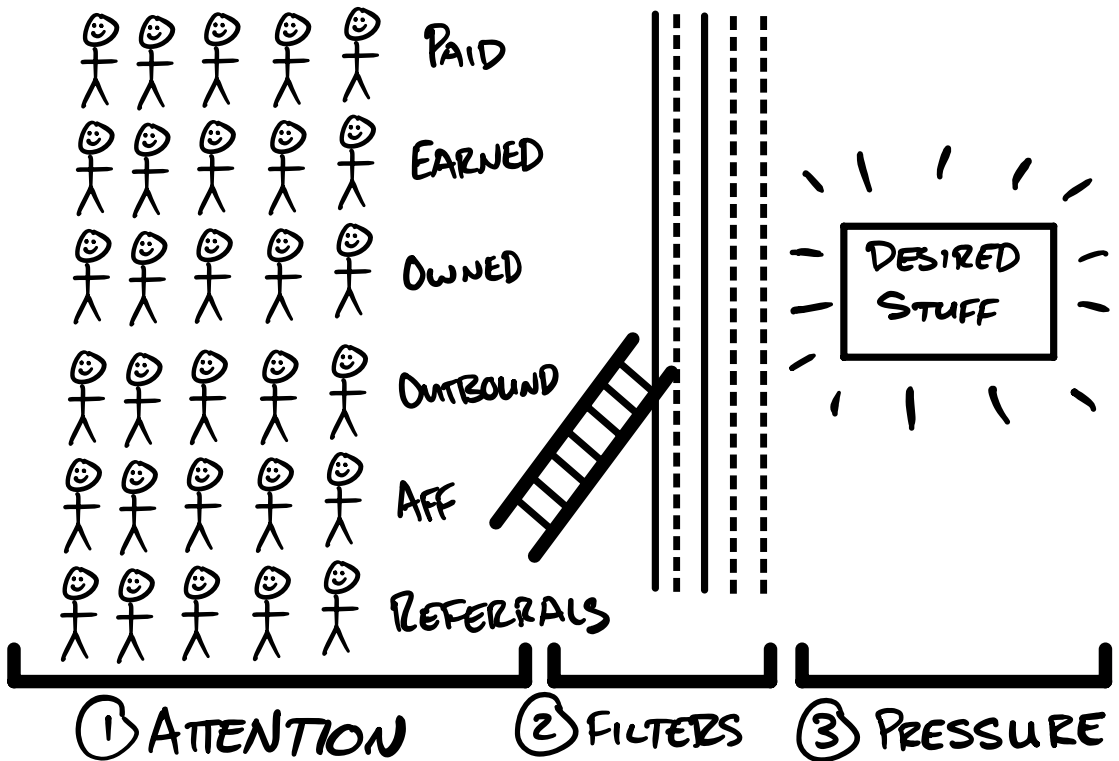
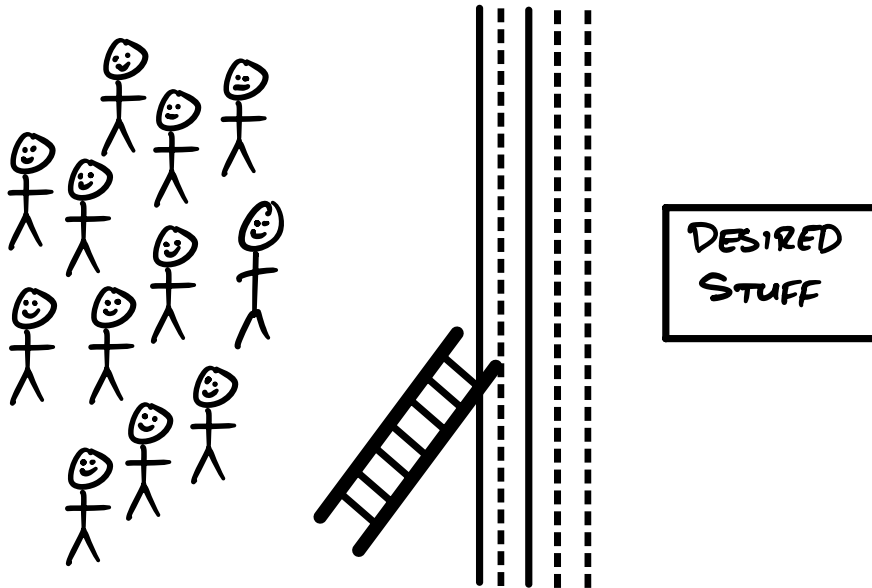
6 STEPS TO LEADS

- ① STAKEHOLDER
- ② METHOD & STRATEGY
- ③ CHANNEL
- ④ PROCESS & METRICS
- ⑤ TIMING
SEASON, DAY OF WEEK,
TIME OF DAY
- ⑥ INCENTIVE

WHO WHAT WHERE HOW WHEN WHY How Much

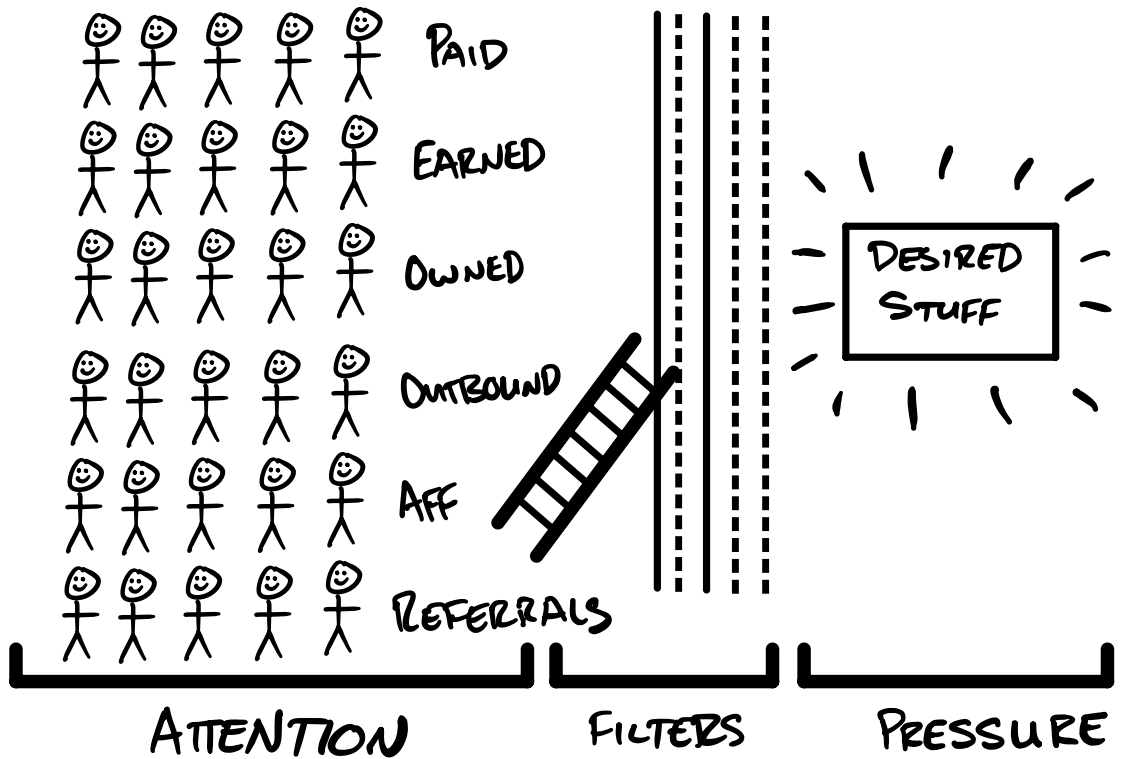
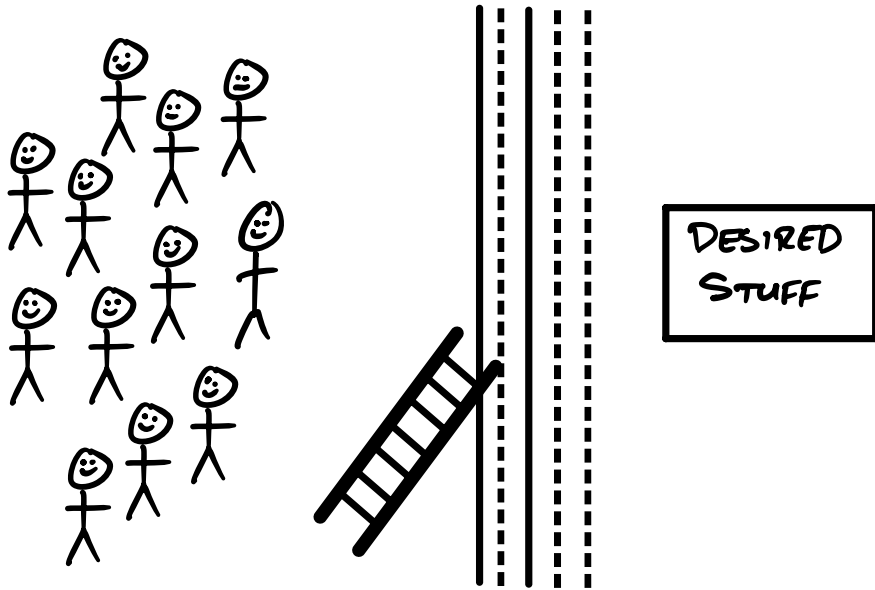
LEAD FLOW

$$\left(\frac{\text{LEAD FLOW}}{\text{FILTERS}} \right) \times \text{PRESSURE}$$



LEAD FLOW

$$\left(\frac{\text{LEAD FLOW}}{\text{FILTERS}} \right) \times \text{PRESSURE}$$



LEAD DISTILLATION PROCESS

6 SOURCES OF TRAFFIC x PRESSURE
4 TYPES OF FILTERS

- ① SOURCE SELECTION
- ② PLATFORM/MEDIUM
- ③ SEGMENTATION
- ④ POST ACTION PROCESS

I WHO: AVATAR
II WHAT: 6 METHODS

WHERE: MEDIUM ^{DAY} _{WEEK}
WHEN: TIME OF DAY/YR
WHY: PRESSURE
HOW: POST ACTION PROCESS
BREAKDOWN

LIMITING BELIEFS: STORIES THEY TELL

ELIGIBILITY: WHAT MUST THEY HAVE

ASPIRATIONS: GOALS & DREAMS

DEMOGRAPHICS: AGE, GENDER, LOCATION, INCOME, SINGLE

STATUS/SEASON: TITLE, PROFESSION

- (MORE) +
EYES x PRESSURE
- (CHEAPER) +
FILTERS
- (BETTER) +

TRAFFIC x PERSUASION

WHO

INTRO

METHOD

OUTLINE

MEDIUM

EQUATION/SYSTEM

WHERE

INTRO

WHEN

WHO? LEADS

BOOK

HOW

SYST

WHY

6 METHODS

WHO

PLAT

PEOPLE

FREE, Disc.,

← PRESSURE
LEVERAGE
EXECUTION

STORY

METHOD

MEDIUM Ex:

↑ FRICTION
PRICE Pt.

FILTERING: WHERE, WHEN

How: PROCESS BREAKDOWN

MORE: 1) SPEND MORE 2) NEW CH

CH: 1) NEW CH 2) BETTER PERSUASION

BETTER: 1) ADD/REMOVE STEPS/QUALIFICATIONS
3) PERSUASION

PRIMARY ACTION: SPEND

Comm

POST

Comm

Comm.

DELIVER ASK

LPS

RAW ATTENTION → FILTERED → REFINED PROSPECT

FINAL PRODUCT ← PROCESSING & (NURTURE) QUAL LEAD

EXCLUSION NOT CREATION/ INCLUSION

- WHERE'S WALDO
- ① AVATAR — PRICE PRODUCT PARAMETERS
 - ② ATTENTION

$$\left(\frac{\text{ATTENTION}}{\text{FILTERS}} \right) \times \text{PRESSURE} = \text{LEAD FLOW}$$

- ① MORE
- ② DIFFERENT
- ③ BETTER
- ④ CHEAPER



FISH? GOLD PANNING? DIAMOND MINING?

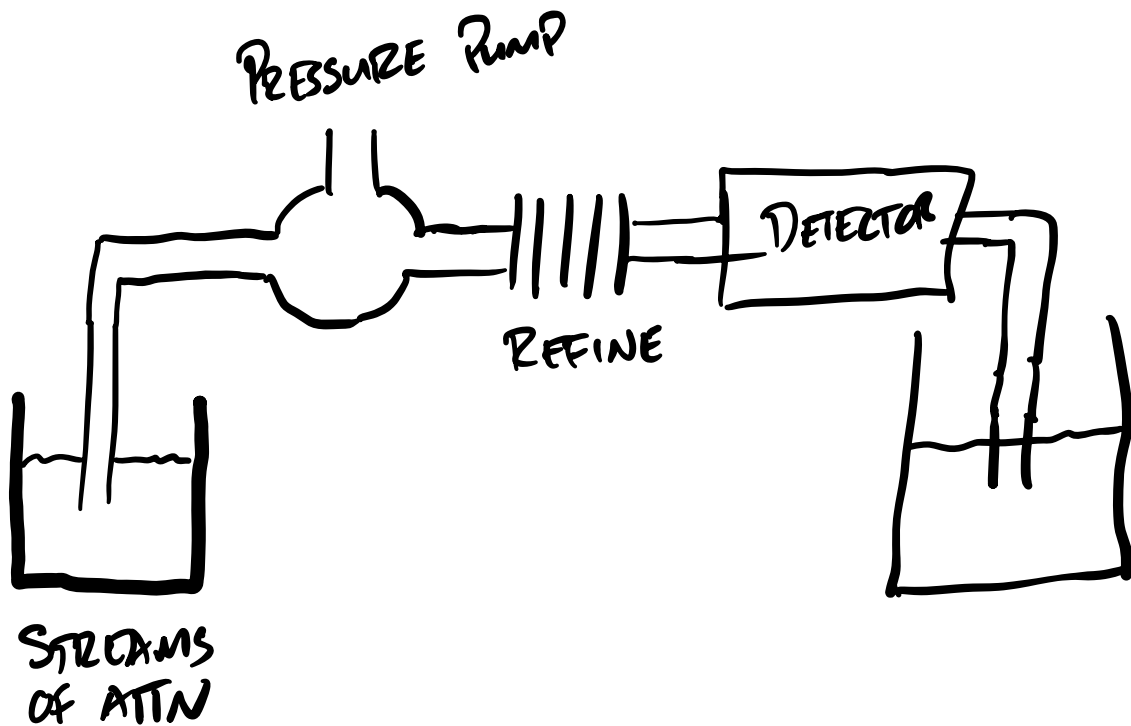
WHAT FISH?

WHERE ARE THEY MOST CONCENTRATED?

FILTER

BAIT

REEL IN PROCESS



- #1 PAID

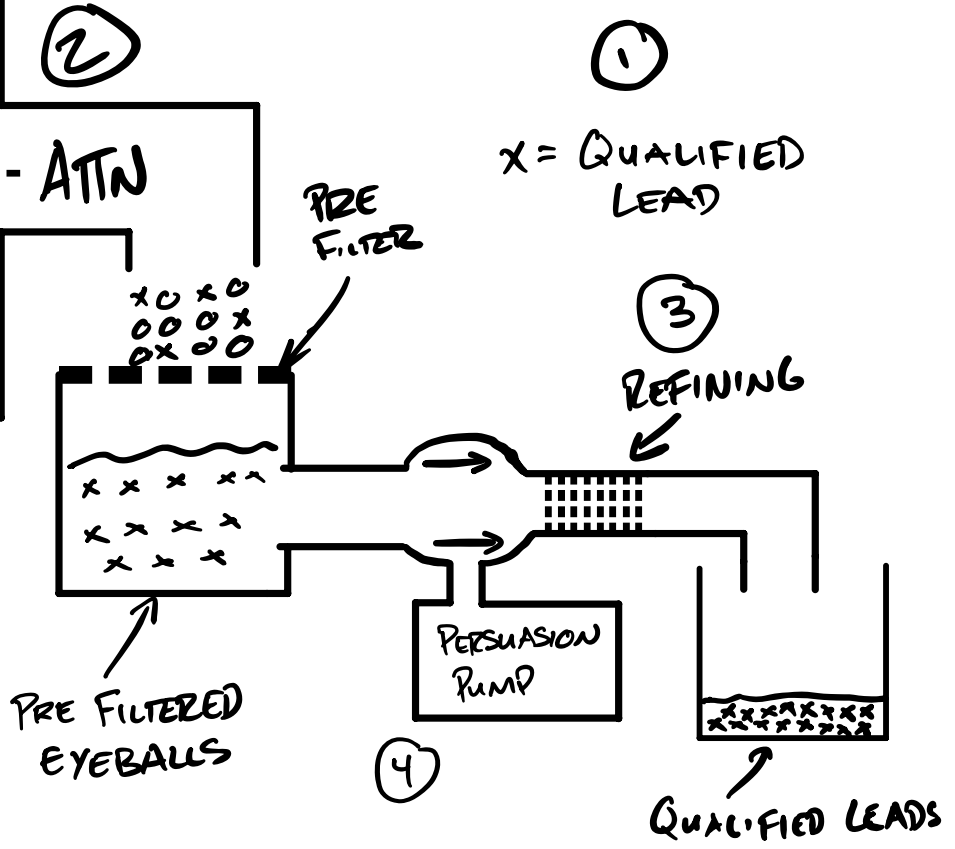
- #2 EARNED

- #3 OWNED

- #4 OUTBOUND

- #5 AFFILIATES

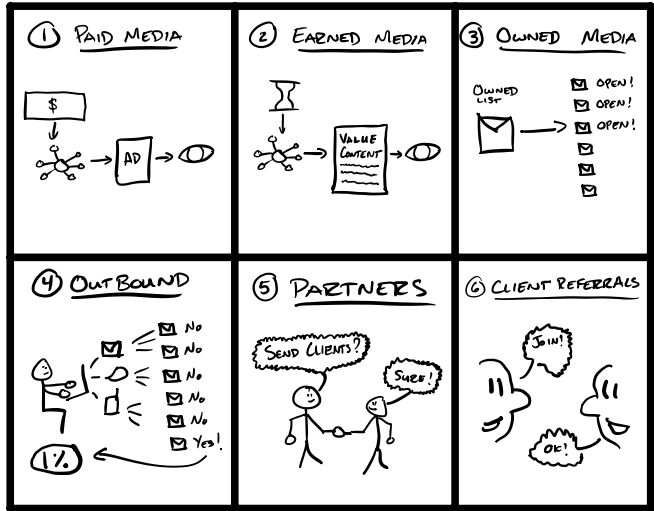
- #6 REFERRALS



① IDENTIFY TARGET 

PRE-FILTRATION PROCESS

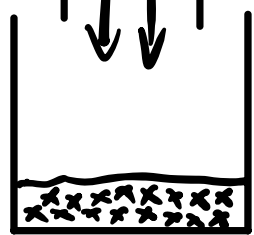
② PLATFORMS



③ PEOPLE



REFINEMENT →

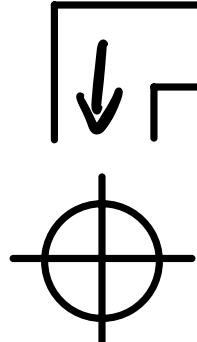


⑤ GETTING THE DESIRED OUTCOME

QUALIFIED LEADS



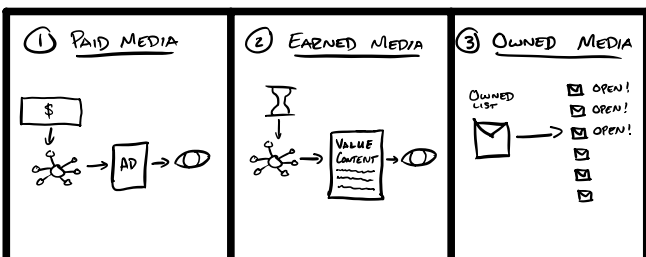
SECTION I



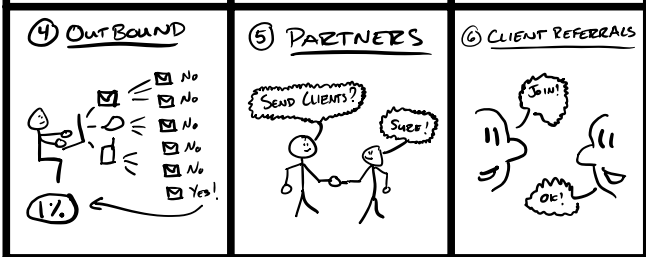
SECTION II
SELECT TARGET

PRE-FILTRATION PROCESS

SECTION III
PLATFORMS



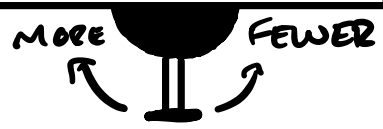
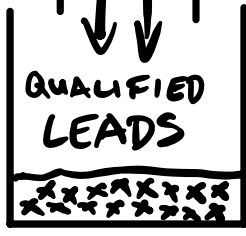
SECTION IV
PEOPLE



P
R
E
S
S
U
R
E

REFINEMENT →

SECTION II
TURNING IT ON



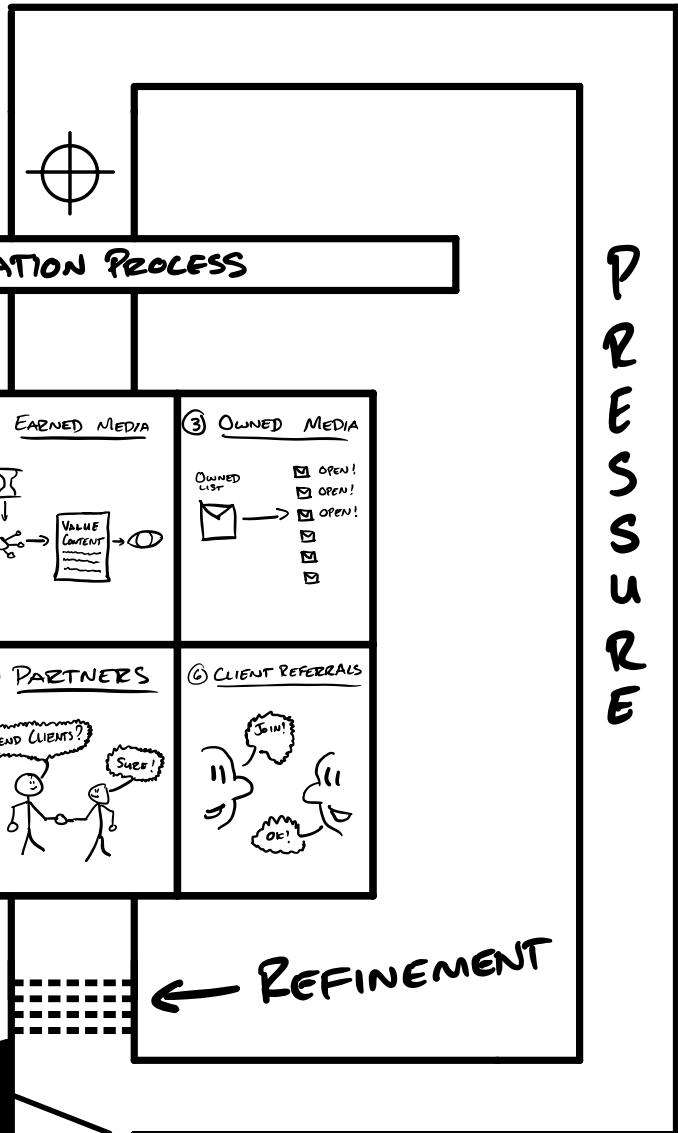
SECTION I
PRESSURE VALUE



SECTION I:

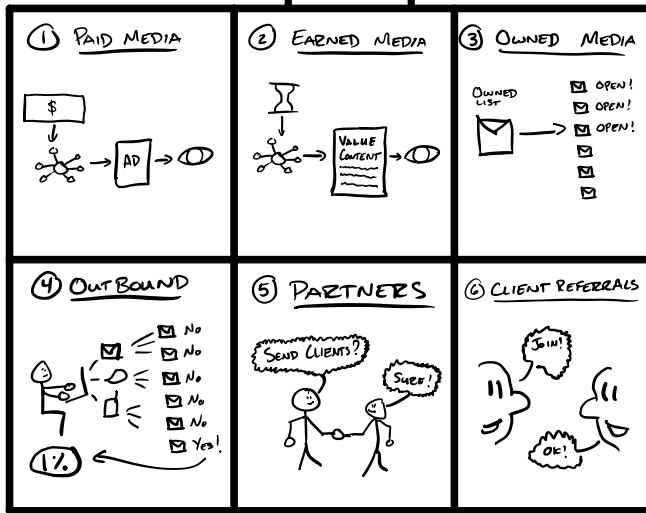
How WE GOT HERE

SECTION II: SELECT TARGET



PRE-FILTRATION PROCESS

SECTION III: PLATFORMS



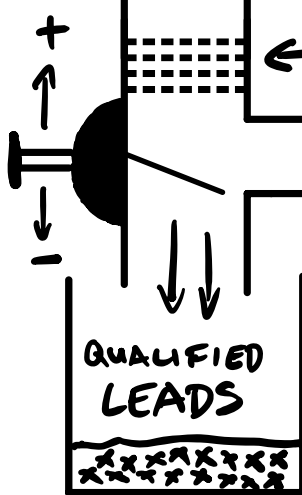
SECTION IV: PEOPLE


SECTION V: VOLUME MULTIPLIERS

TURNING IT ON

TURNING IT ON

TURNING IT ON



SECTION I


SECTION II

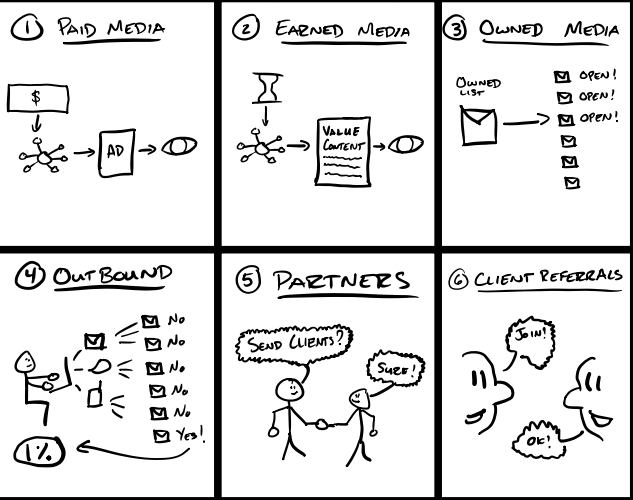


SELECT TARGET

PRE-FILTRATION PROCESS

P
R
E
S
S
U
R
E

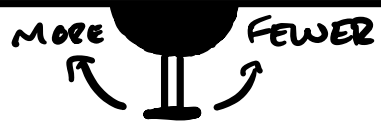
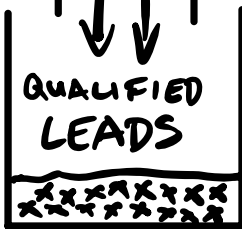
SECTION III
PLATFORMS



SECTION IV
PEOPLE

REFINEMENT →

SECTION V
TURNING IT ON

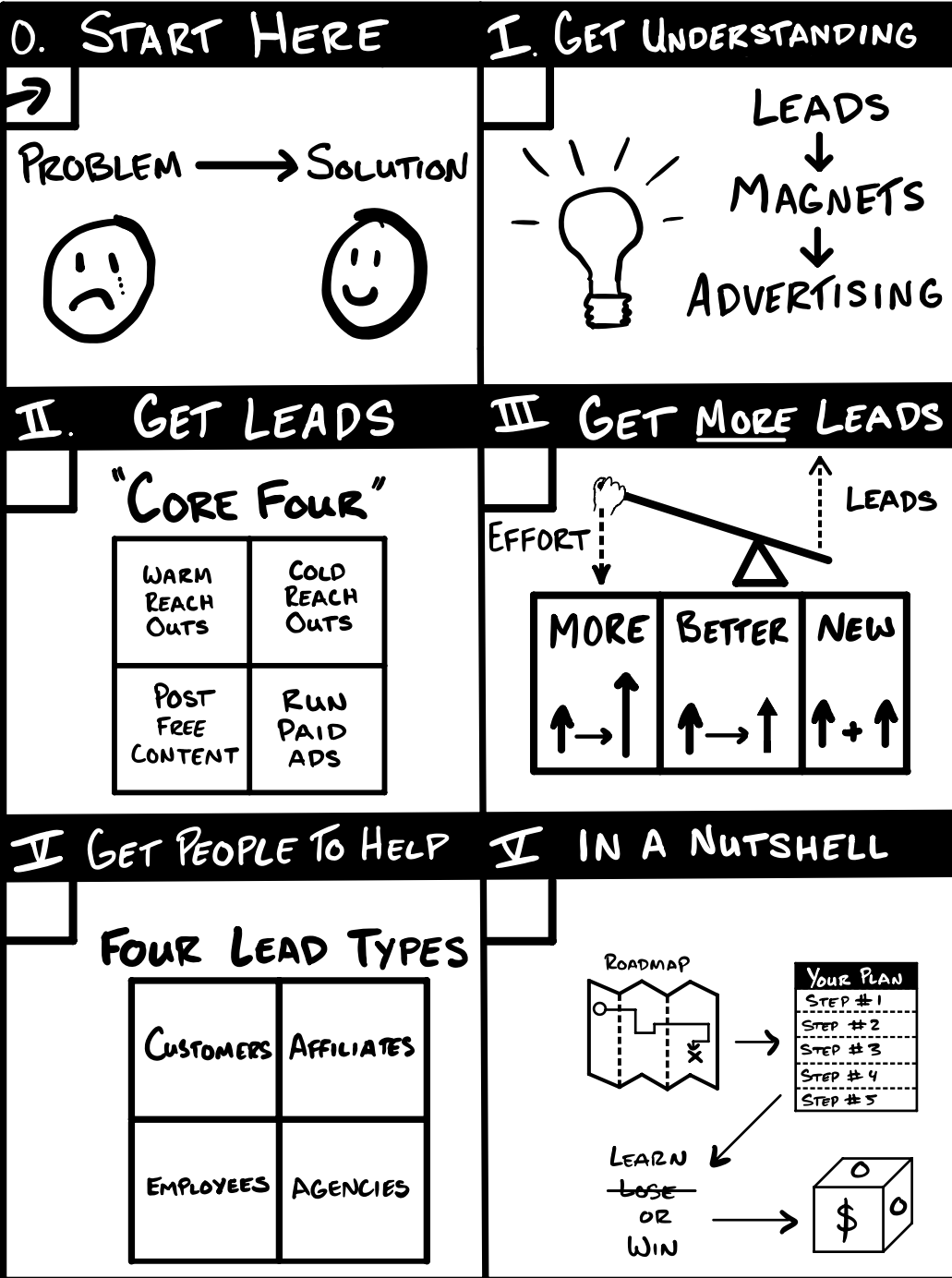


SECTION VI
PRESSURE
VALUE



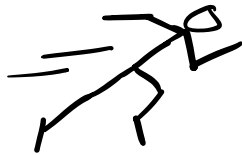
\$100M LEADS

You ARE HERE →

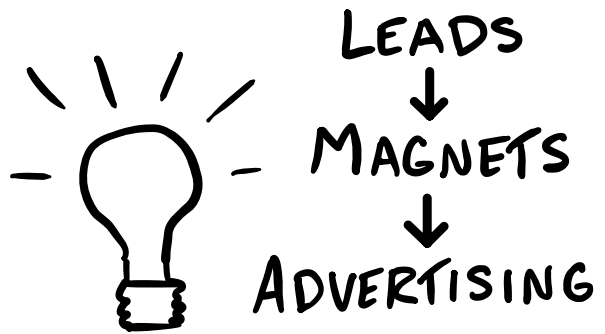


0. START HERE

PROBLEM → SOLUTION



I. GET UNDERSTANDING

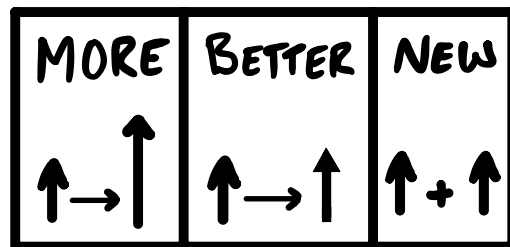


II. GET LEADS

"CORE FOUR"

WARM REACH OUTS	COLD REACH OUTS
POST FREE CONTENT	RUN PAID ADS

III. GET MORE LEADS

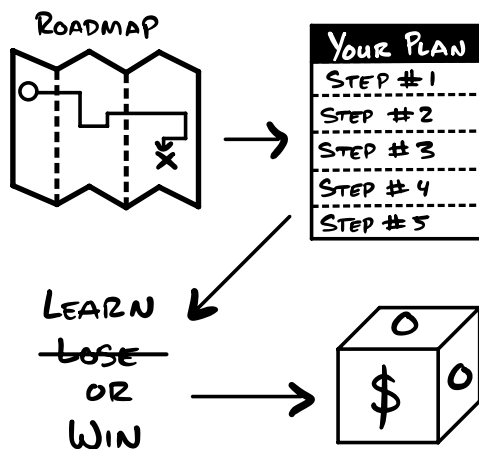


IV. GET PEOPLE TO HELP

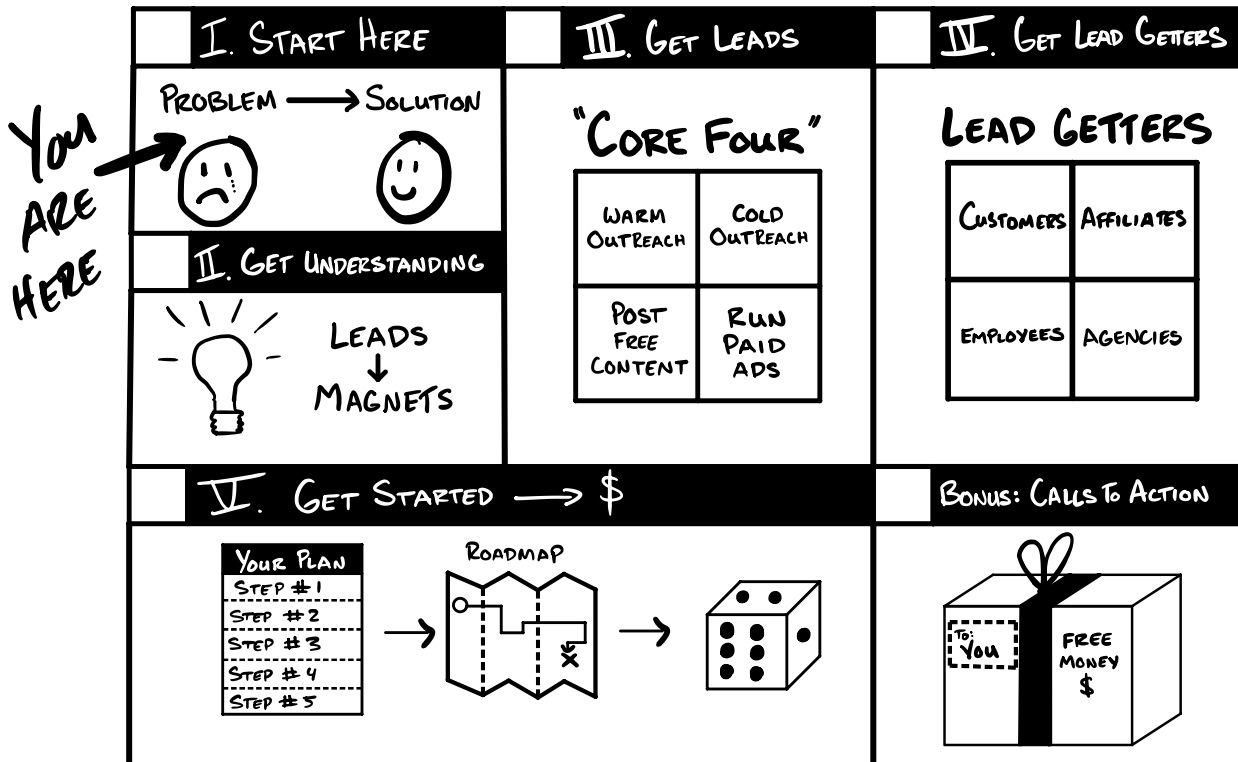
FOUR LEAD TYPES

CUSTOMERS	AFFILIATES
EMPLOYEES	AGENCIES

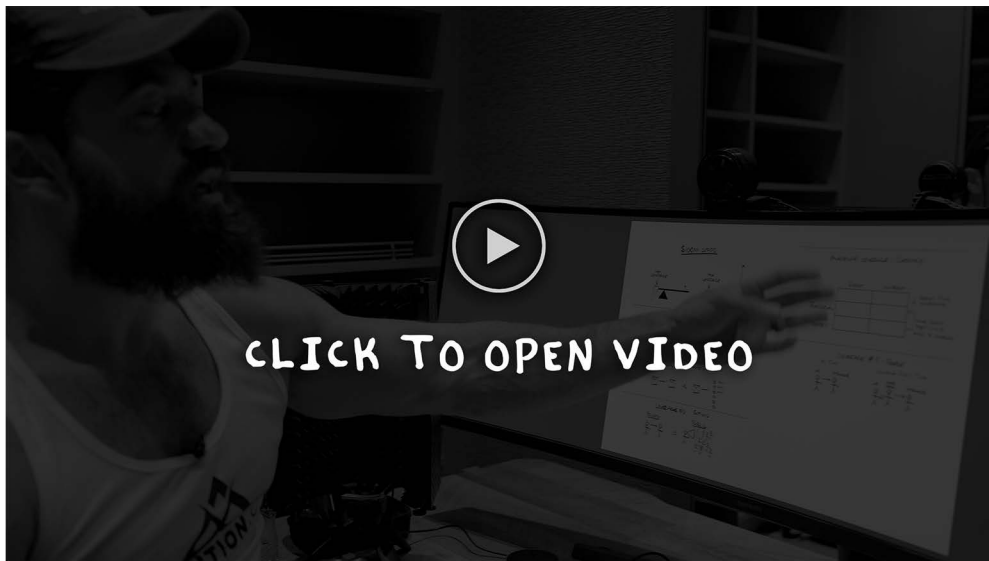
V. IN A NUTSHELL



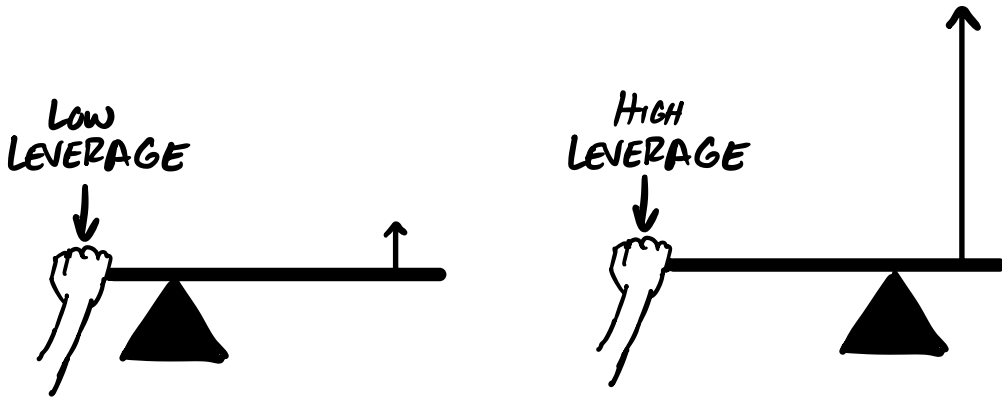
FINAL:



FIGURING OUT THE "CORE FOUR"



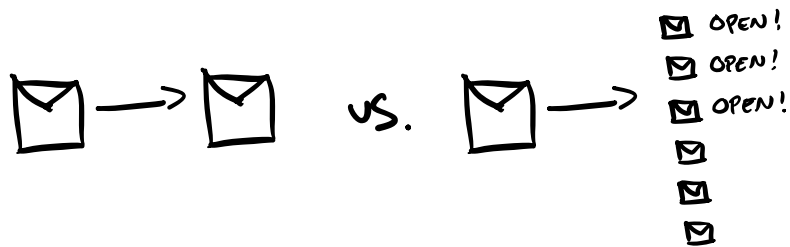
\$100M LEADS



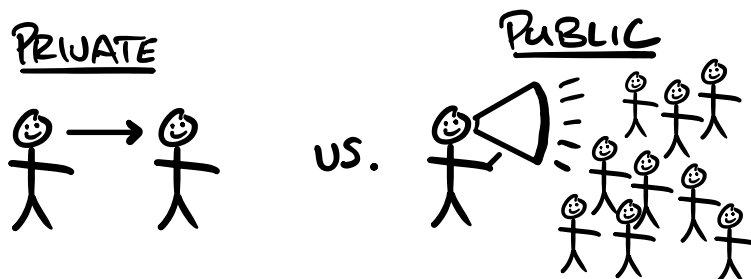
LEVERAGE #1: DUPLICATION

• LIVE vs. RECORDED ▶

LEVERAGE #2: AUTOMATION



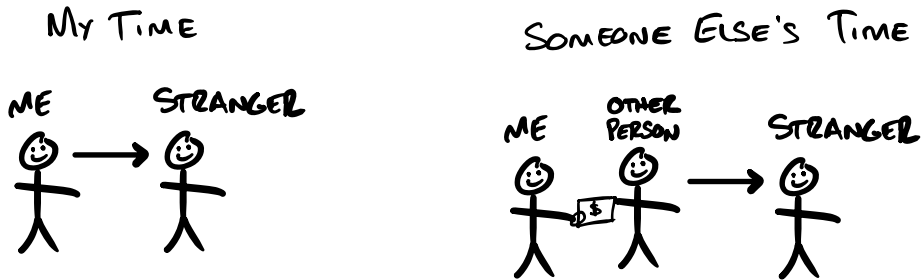
LEVERAGE #3: SETTING





AUDIENCE LEVERAGE: CURRENCY

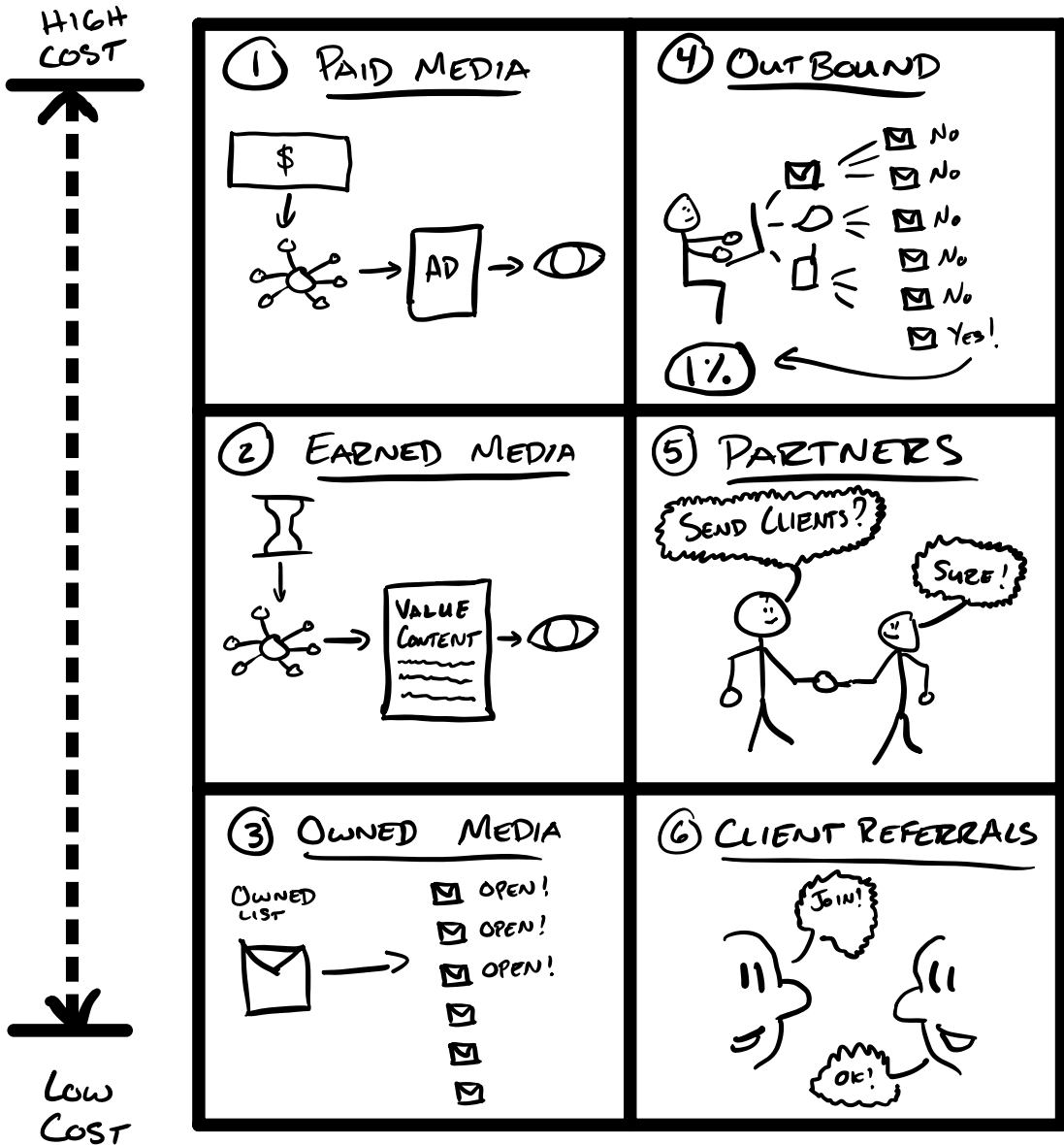


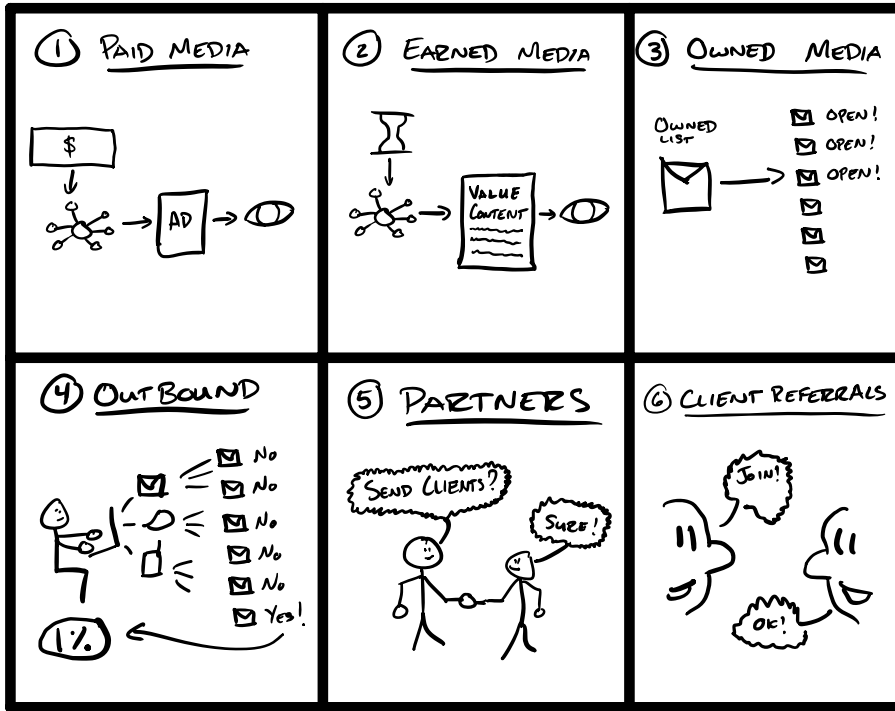
LEVERAGE # 5 : PEOPLE

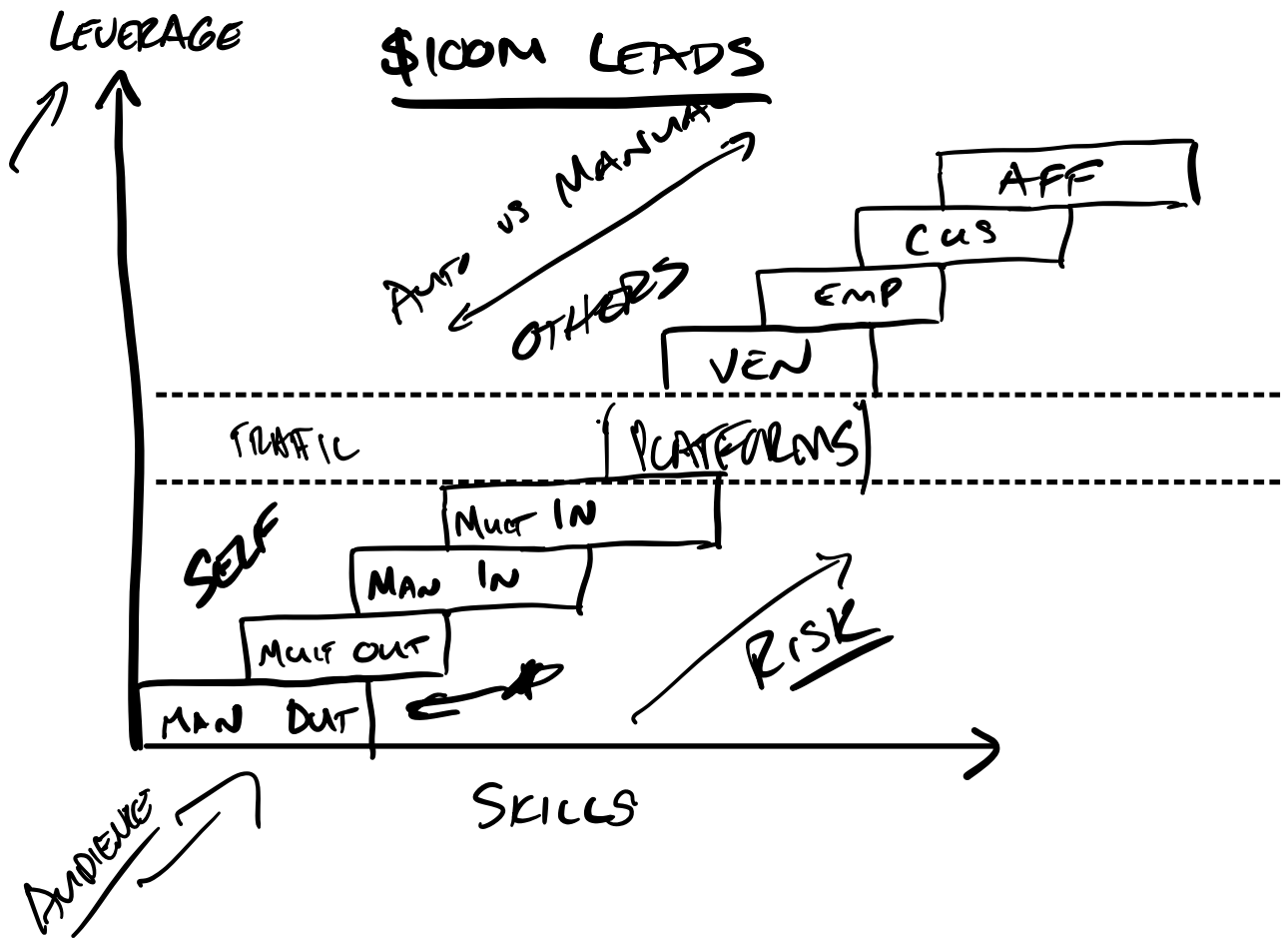


6 NEW CLIENT SOURCES

 PLATFORMS
  PEOPLE







MAKE vs BUY MEDIA IMPR. EXP vs BUY

- ① PROVIDE VALUE
 - ← PRIV CONTENT ✓
 - ← PUB CONTENT ✓
- ② INTERRUPT VALUE
 - ← PRIV PROMOS x OTHERS \$
 - ← PUB PROMOS SELF

[MAKE, CAPTURE, PICK, DISTR.]

- COMMS / NETWORKING
- PUBLIC CONTENT
- INTERRUPT
- INTERRUPT

YOU
OTHERS
MACHINES

TOPICS:

INBOUND VS. OUTBOUND

OWNED

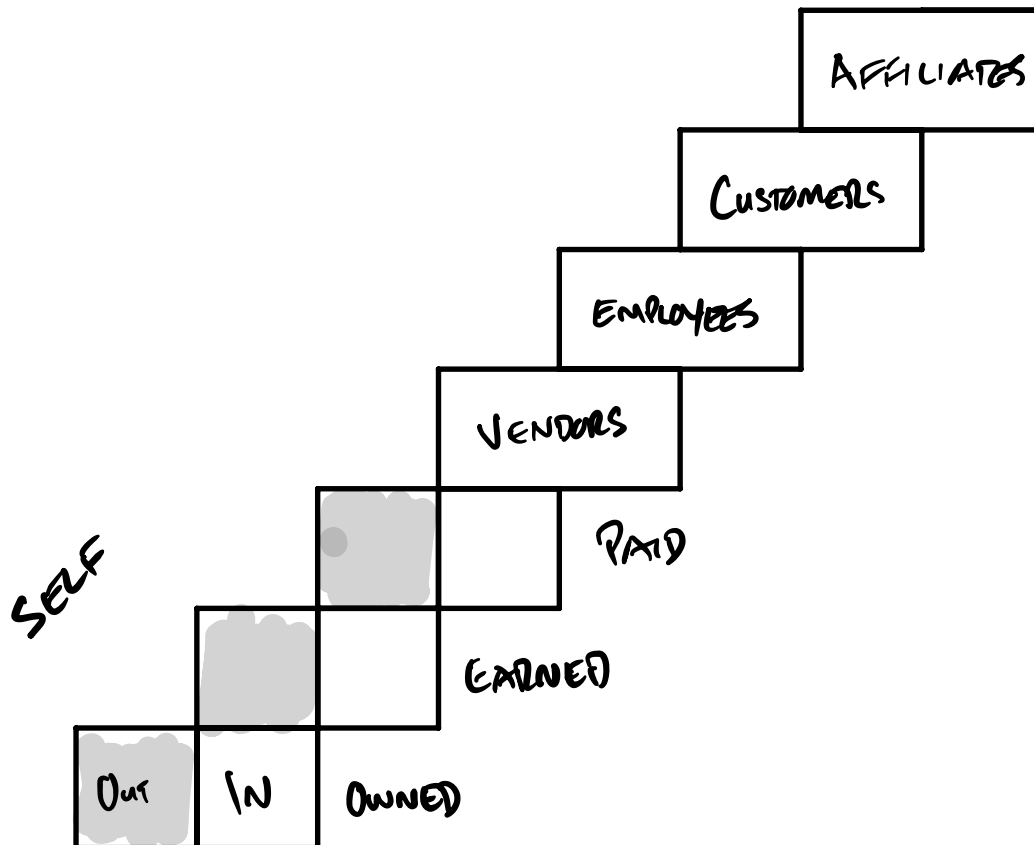
OWNED

EARNED

EARNED

PAID

PAID

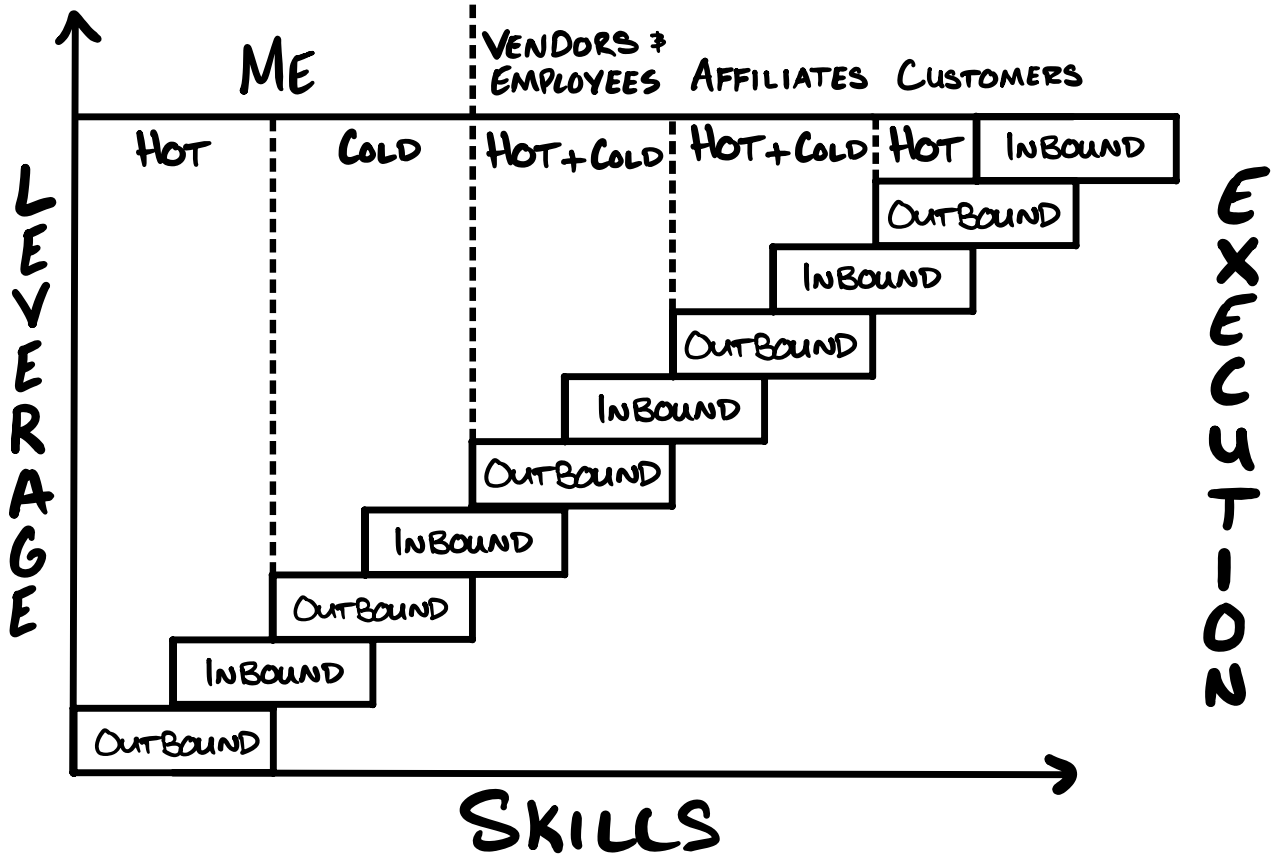


\$100M LEADS

X  START HERE

ACQUISITION CHANNEL

ADVERTISING



EXCUSE-02



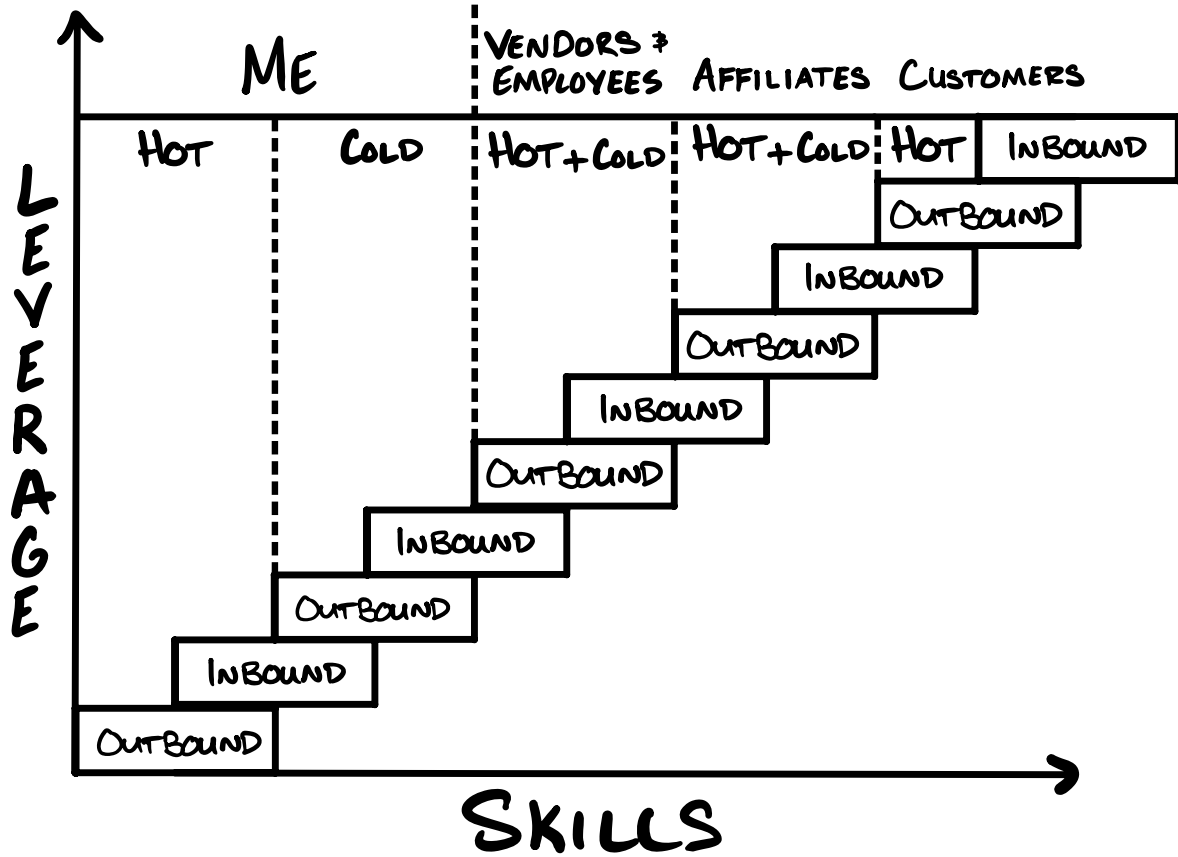
\$100M LEADS

X  **START HERE**

DEFINING A LEAD

ACQUISITION CHANNEL

ADVERTISING



\$100M LEADS

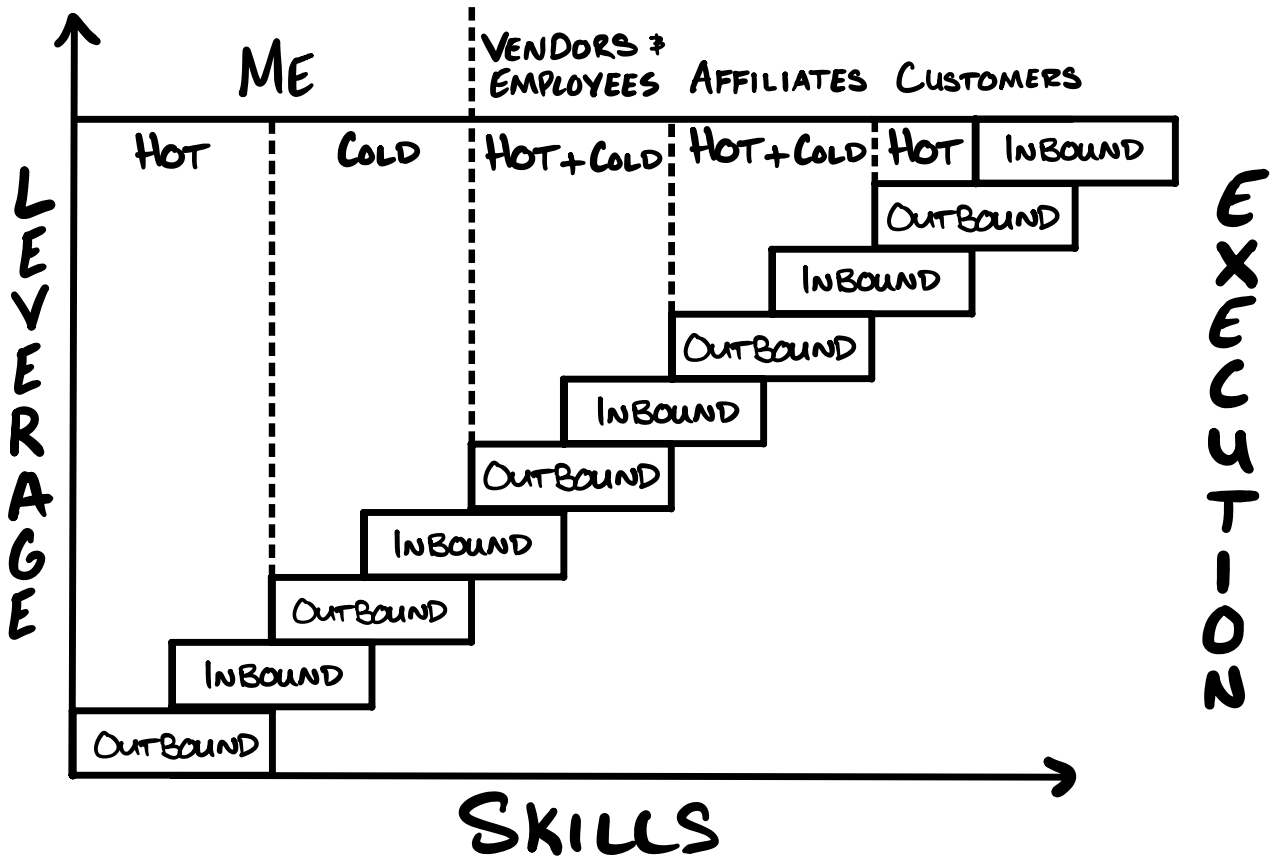
X  **START HERE**

ACQUISITION CHANNEL: LEAD STAGES

STRANGER → CUSTOMER

	UNCONTACTED	CONTACTED	ENGAGED	QUALIFIED	SOLD
ACTION	No Activity	ADVERTISE ↓	INCENTIVIZE OFFER! ↓	NURTURE ? → X ↓	SELL ? → \$ ↓
REACTION	IGNORANT ∅	SEE/HEAR ↓	ENGAGE ↓	QUALIFY ↓	BUY \$ →

ADVERTISING: P-A-M-S-L-A-M

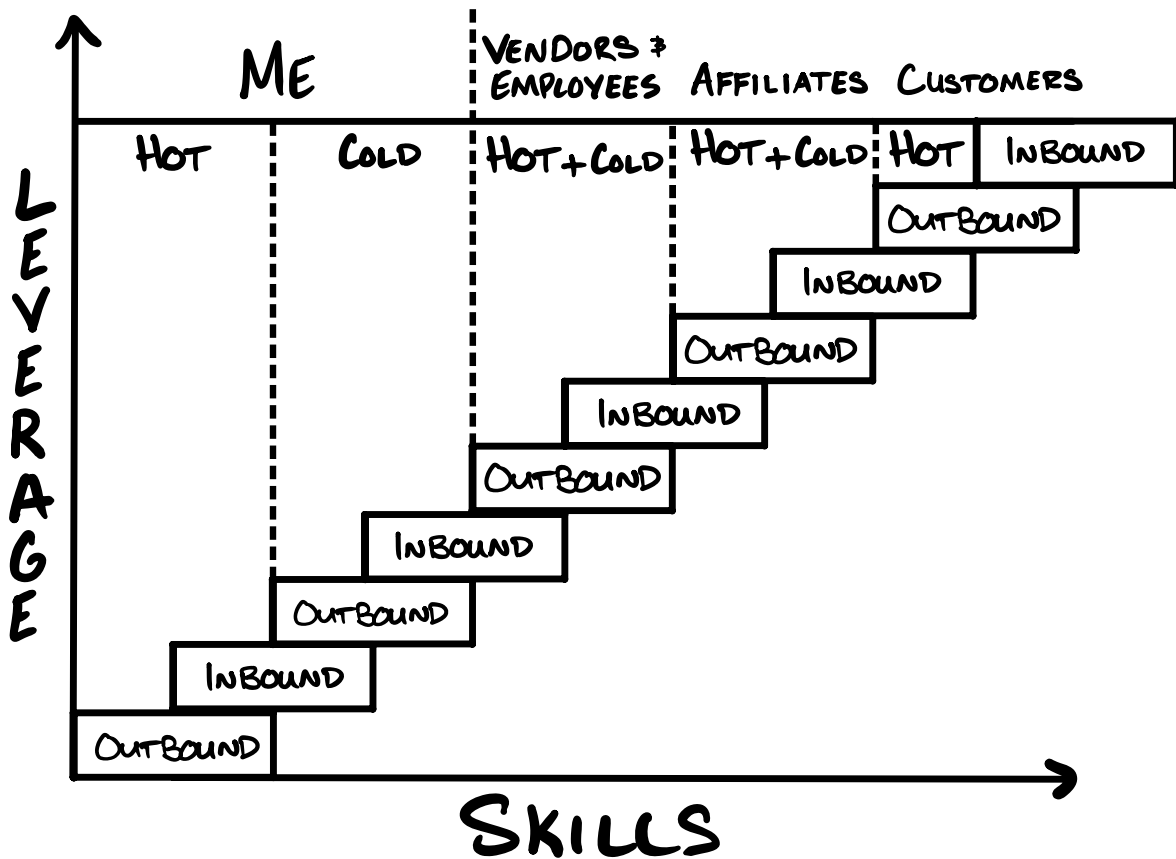


\$100M LEADS

X  **START
HERE**

ACQUISITION CHANNEL: LEAD STAGES

ADVERTISING: P-A-M-S-L-A-M



EXCUSE-02

ADVERTISING

PROMOTION & CONTENT: OFFER, COPY, LEAD MAG

ATTENTION

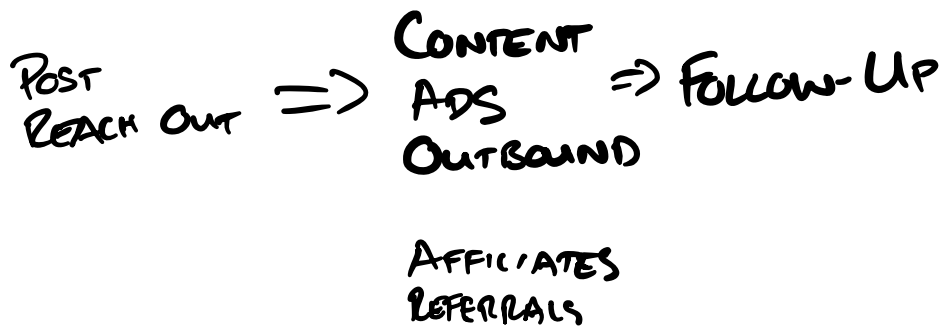
MEDIA: TYPE & LENGTH

SETTING: PUBLIC VS. PRIVATE

LEVERAGE/DISTRIBUTION/PLATFORM

AUDIENCE

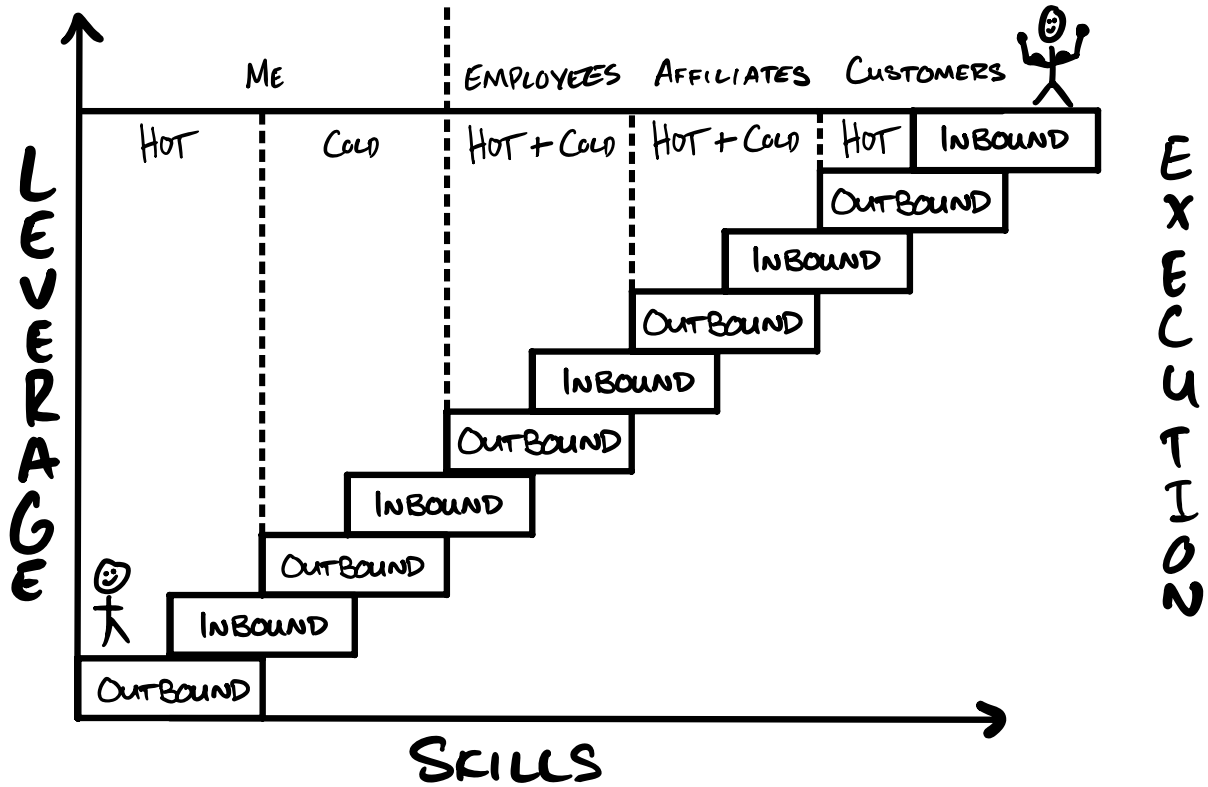
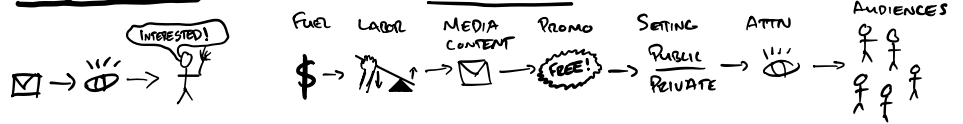
MOTIVATION: TIME & MONEY



	DIRECT HOT	INDIRECT	COLD
OUTBOUND	HOT OUTBOUND		COLD OUTBOUND
INBOUND	HOT INBOUND		COLD INBOUND

\$100M LEADS

LEAD STAGES:



PROMO/CONT

MED

PLAT

AUD

SETTING

ACQ. CHANNEL
• ATTN
• CONTENT
• PROMO
• MEDIA
• AUDIENCES
• DISTRIBUTE
• SETTING
• LABOR
• FUEL

A A P S M L F^M

FLAP SAM

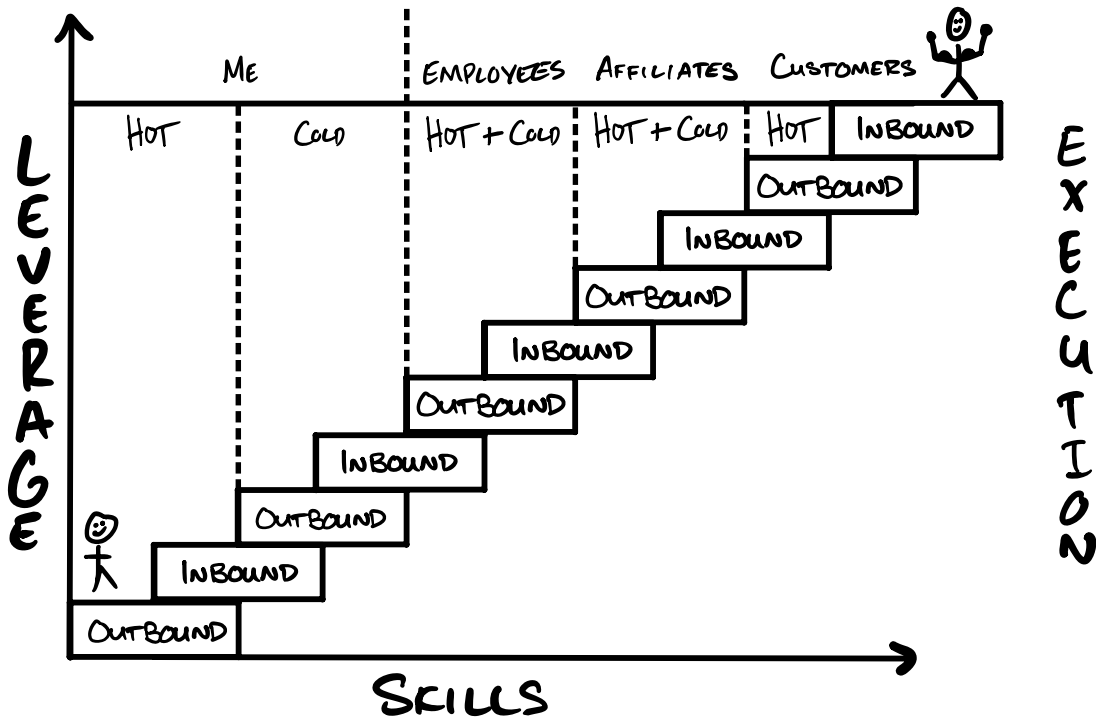
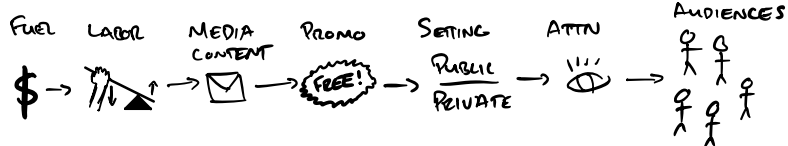
LAM SPAM
MAP SLAM
E D O T E T T
M

PAM SLAM

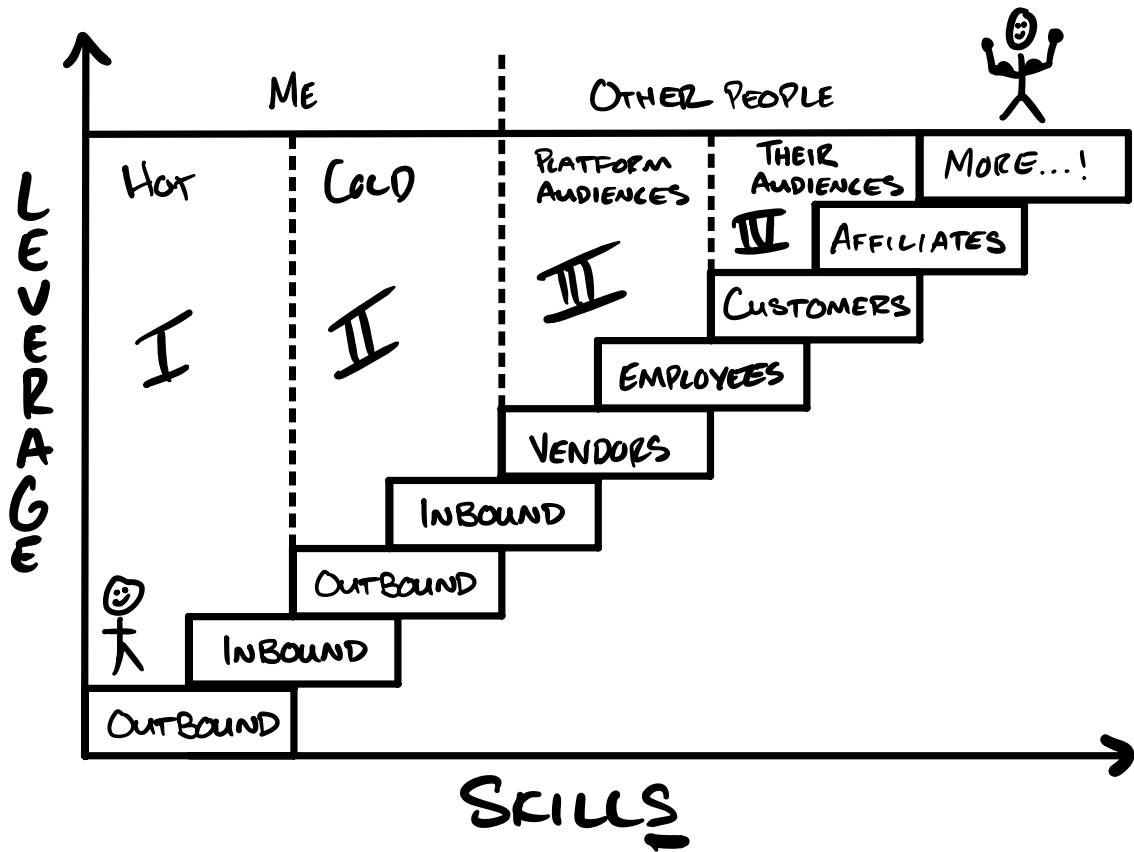
START
HERE

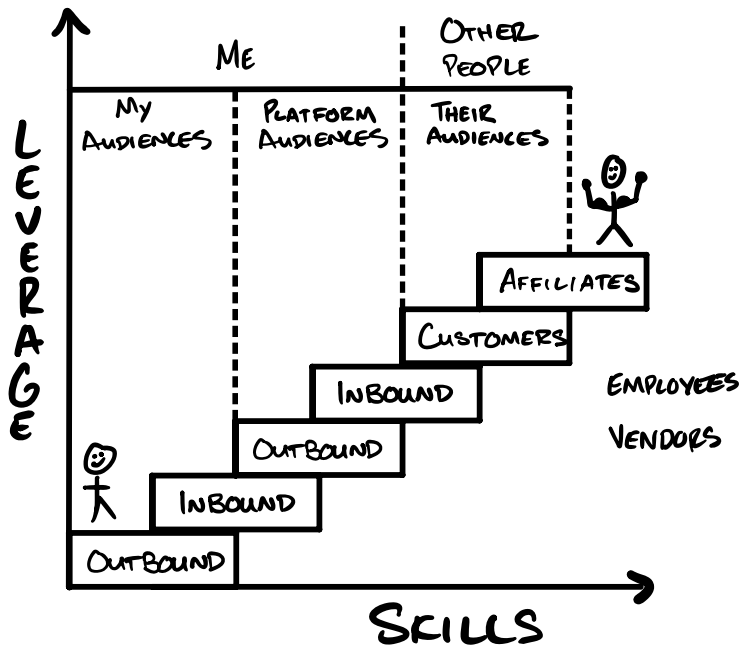
LEAD STAGES

ACQUISITION CHANNEL



\$100M LEADS





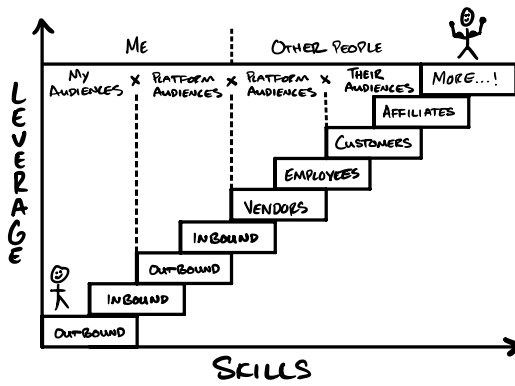
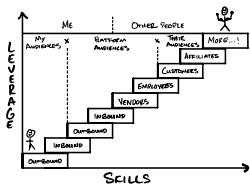
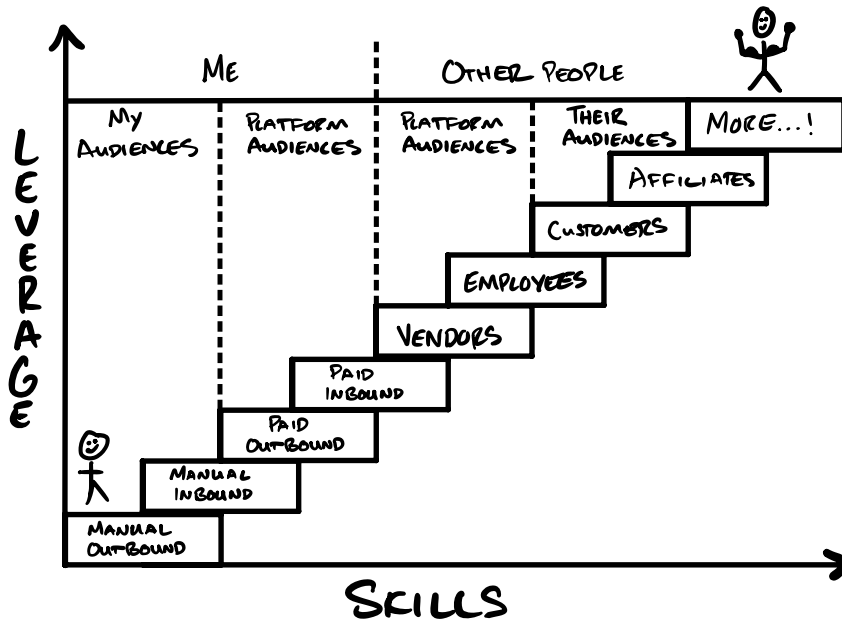
BOOK OUTLINE

- ① COMPONENTS OF AN ACQUISITION CHANNEL LEAD STAGES
- ② SCALING COMPONENTS
- ③ 4 TYPES OF ACQ CHANNELS
- ④ STACKED/LEVERAGED ACQ CHANNELS
- ⑤ EXECUTION ORDER
- ⑥ DIFFERENT TYPES OF LEADS

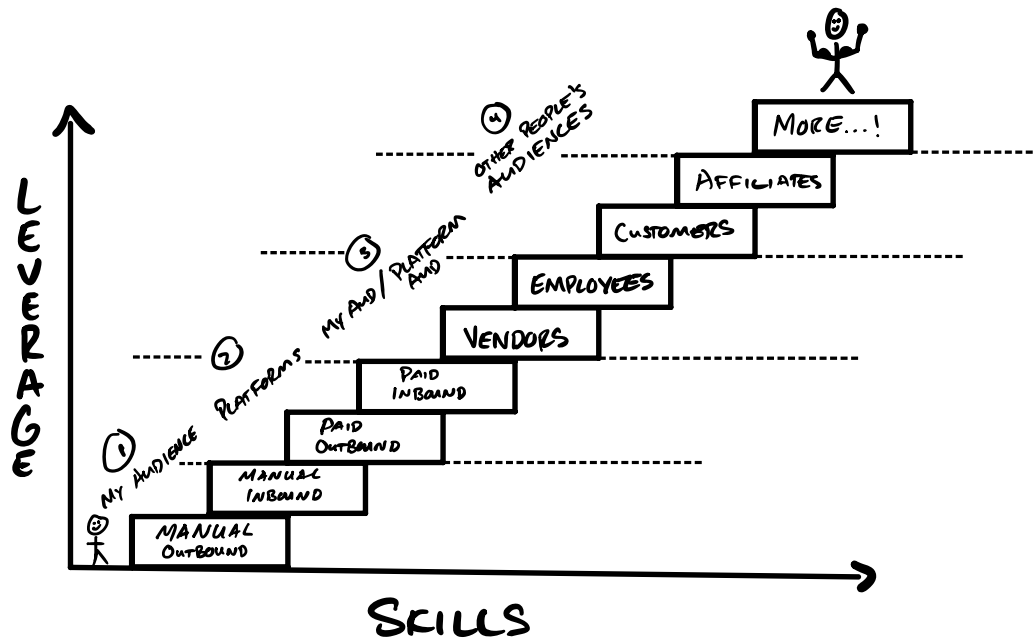
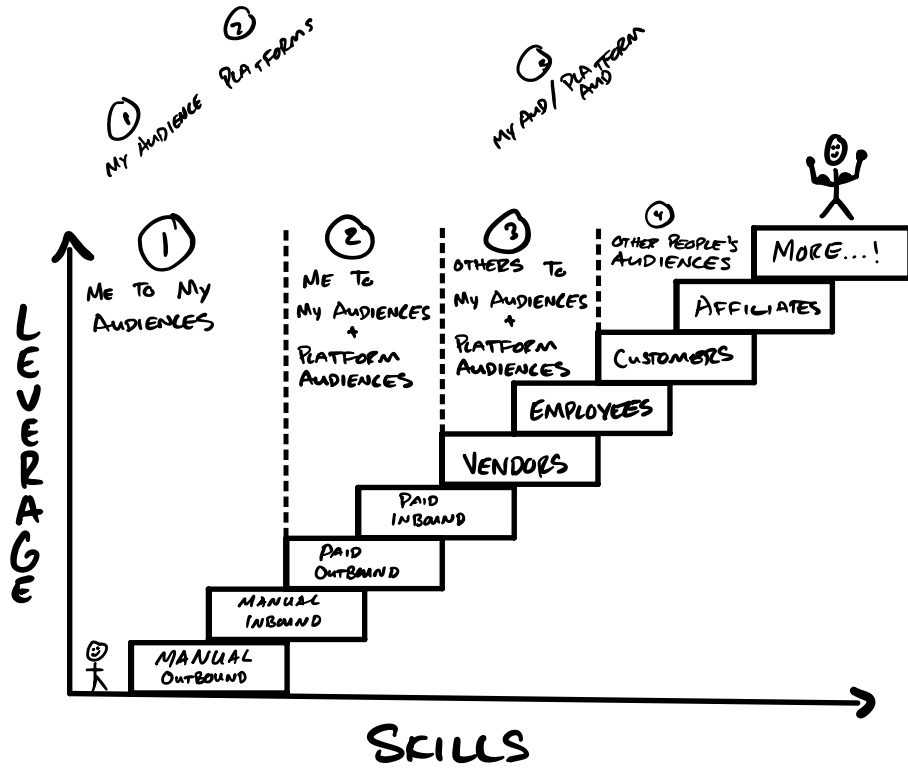
③

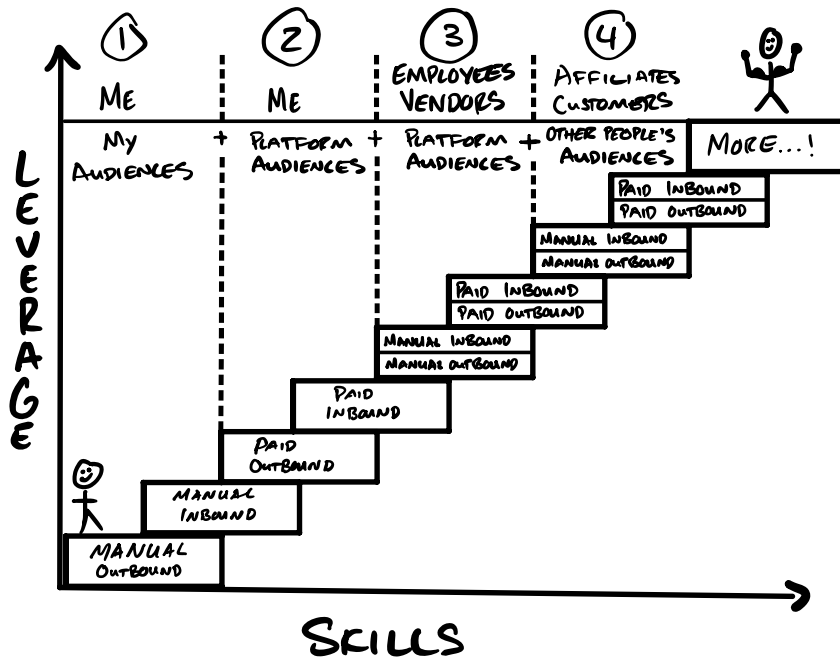
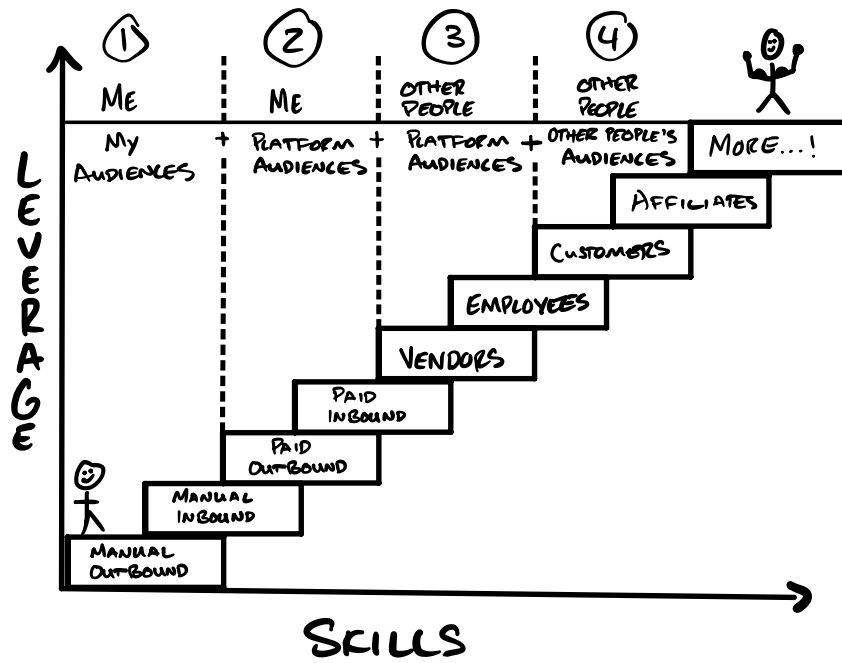
	PRIVATE	PUBLIC
MINE	WARM OUTBOUND	WARM INBOUND
OTHERS	COLD OUTBOUND	COLD INBOUND

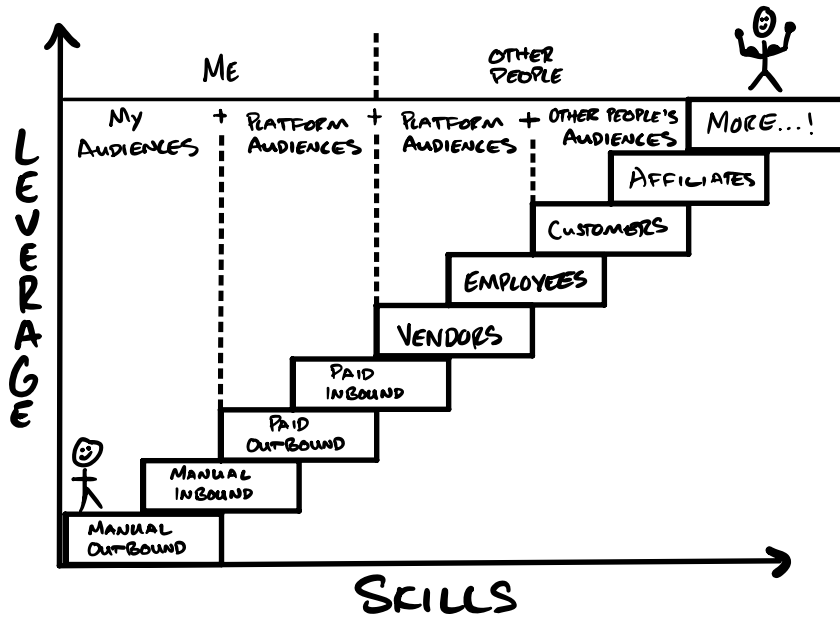
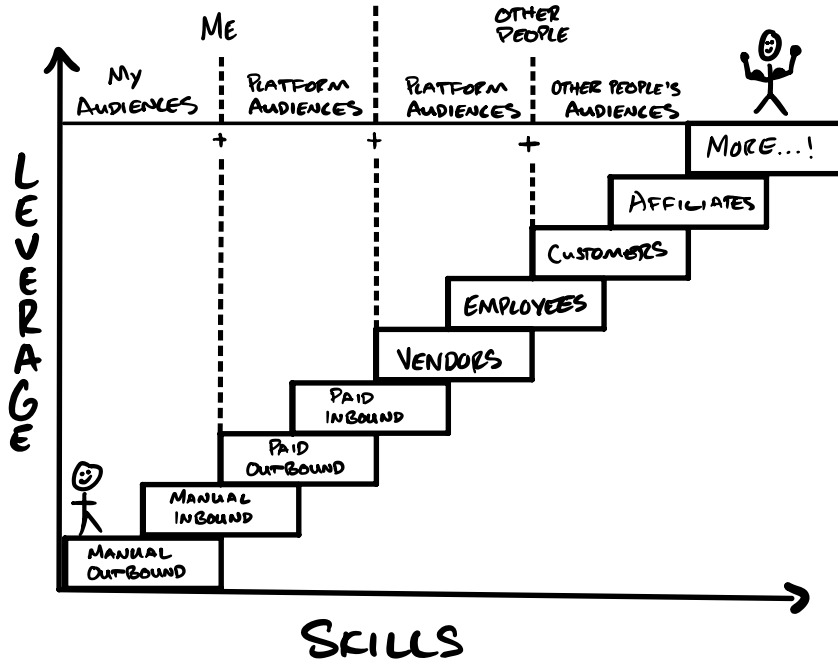
- ① FREE THING + GS OFFER
CONTENT / PROMO
MEDIA AUDIENCE
DISTR. SETTING
LABOR \$
- ② SCALING / LEV.

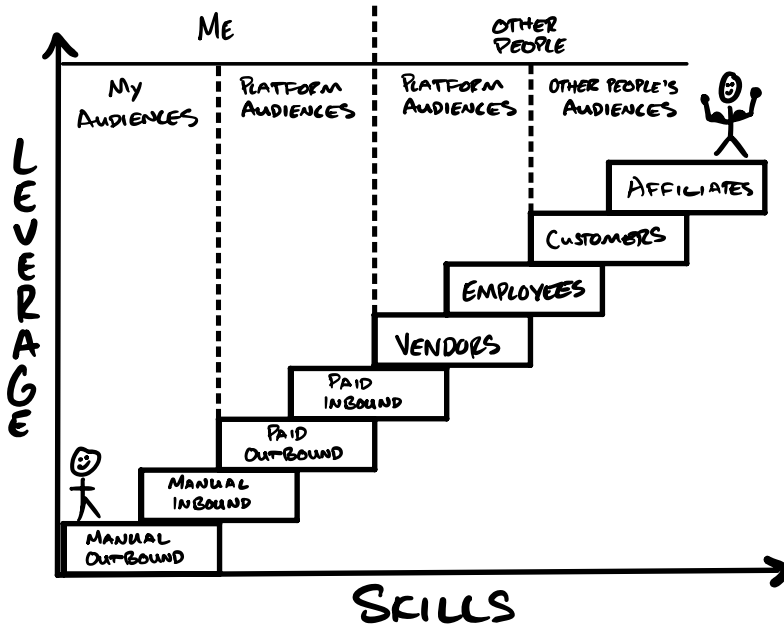
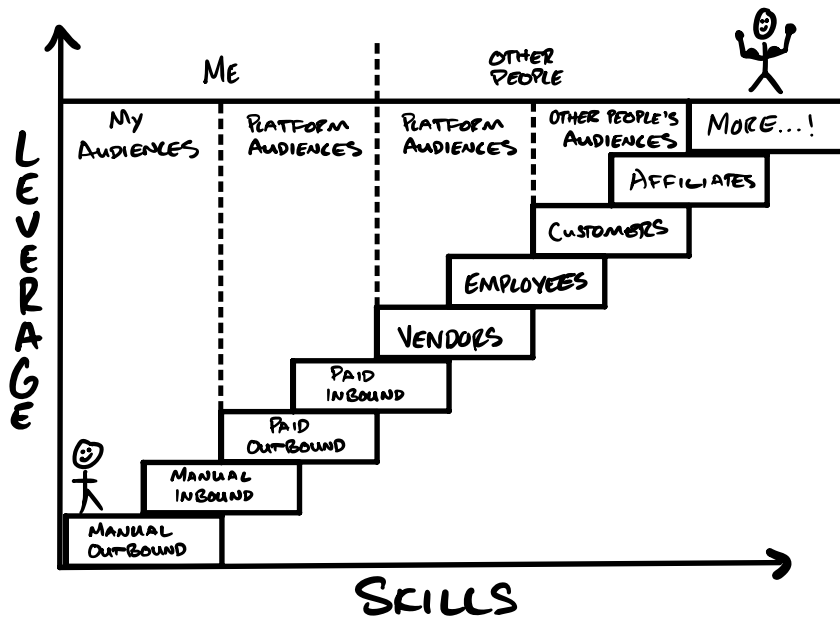


~
 Pepp Com Vol. ~
 ↓ ↓ ↓ ↓
 LABOR Being Offer Add
 (PUB/PEU)









- ① ACQUAINTANCES 1-1
- ② ACQUAINTANCES 1-∞
- ③ STRANGERS 1-1
- ④ STRANGERS 1-∞

AUTOMATION VS. RESPONSE %

MEDIA ← SPEED
 MONEY ←
 TECH ← TIME

\$↑ × # IN AUDIENCE
GP

OTHER PEOPLE

SELF 2 OWN OB : MAKE , CAPTURE, PICK, DISTR

SELF 2 OWN IB : MAKE , CAPTURE, PICK, DISTR

SELF 2 PLATFORM OB : MAKE , CAPTURE, PICK, DISTR

SELF 2 PLATFORM IB : MAKE , CAPTURE, PICK, DISTR

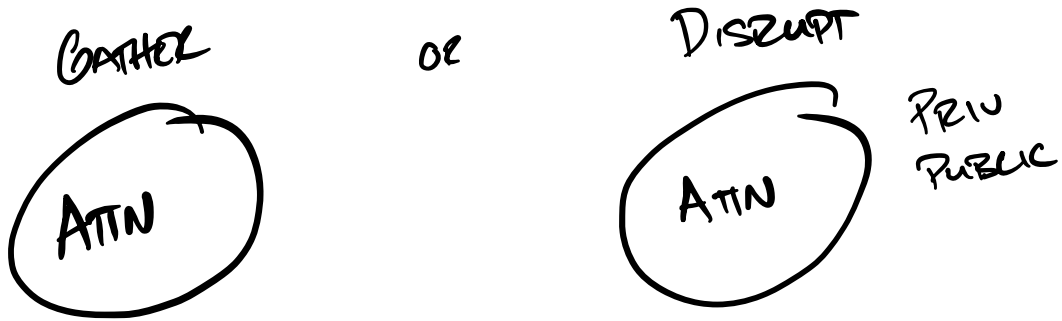
OTHERS 2 ^{THEIR}
OWN OB : MAKE , CAPTURE, PICK, DISTR

OTHERS 2 ^{THEIR}
OWN IB : MAKE , CAPTURE, PICK, DISTR

OTHERS 2 PLAT OB : MAKE , CAPTURE, PICK, DISTR

OTHERS 2 PLAT IB : MAKE , CAPTURE, PICK, DISTR

MAKE CAPTURE DISTR PICK

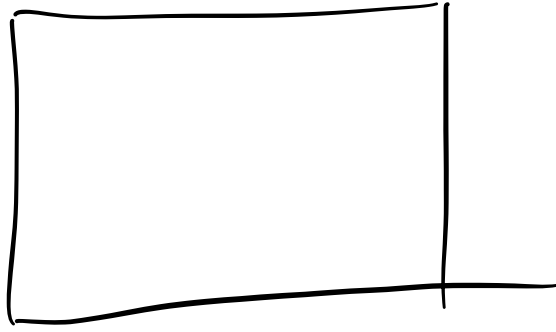


VALUE:
ENTERTAINMENT
EDUCATION
COMM9 (?)

OWN

OTHERS

OWN AUDIENCE
MANUAL OUTREACH
MANUAL POSTS



MANUAL OUTREACH
MANUAL POSTS

BLASTS
RUN ADS

AFFILIATES
REFERRALS

LEVERAGE: PERSONALIZATION VS. AUTOMATION
LABOR, RECORDING, DISTR., AUDIENCE

PEOPLE COMMUNICATE STUFF TO OTHER PEOPLE.

SELF 2 OWN OB : MAKE, CAPTURE, PICK, DISTR

SELF 2 PLATFORM OB : MAKE, CAPTURE, PICK, DISTR

OTHERS 2 PLAT OB : MAKE, CAPTURE, PICK, DISTR

OTHERS 2 ^{THEIR} OWN OB : MAKE, CAPTURE, PICK, DISTR

SELF 2 OWN IB : MAKE, CAPTURE, PICK, DISTR

SELF 2 PLATFORM IB : MAKE, CAPTURE, PICK, DISTR

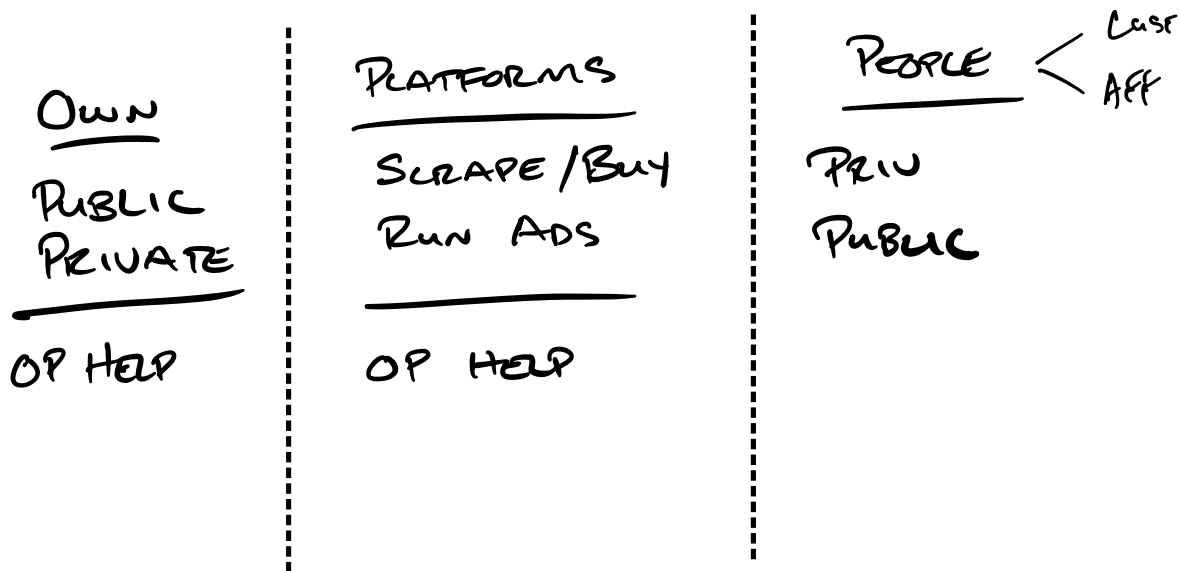
OTHERS 2 PLAT IB : MAKE, CAPTURE, PICK, DISTR

OTHERS 2 ^{THEIR} OWN IB : MAKE, CAPTURE, PICK, DISTR

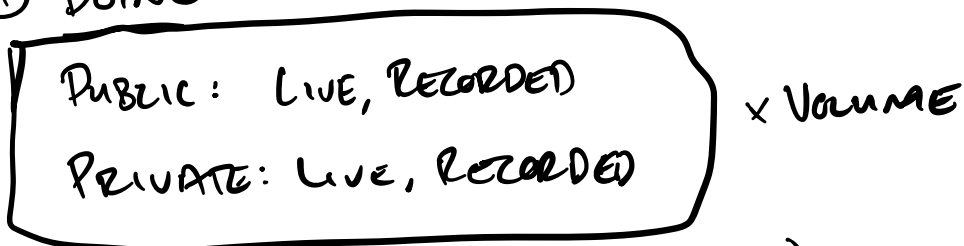
CONTENT, SUBJECT, IDEA, LABOR

ENCLOSE / ENCLOSE / ENCAPSULATED / ENVELOPE

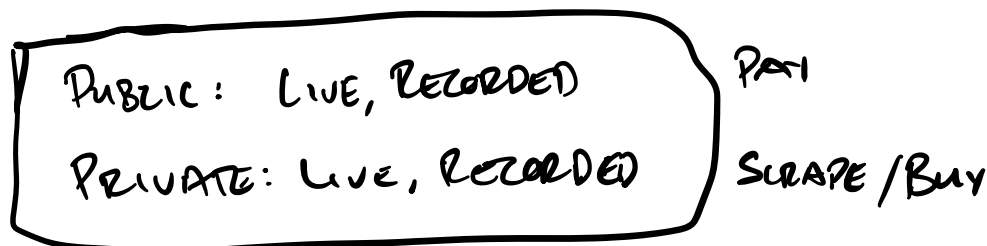
AUDIENCE



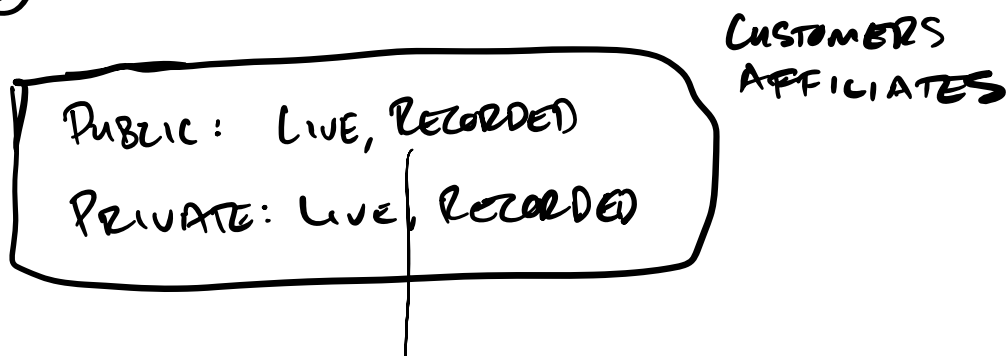
① DOING: FREE (OWN)



② PLATFORMS: PAID (TIME / MONEY)



③ OTHER PEOPLE: PAID (TIME / MONEY)



CONTENT: PROVIDE US. INTERRUPT

MEDIA: LIVE VS RECORDED

1x 1x → ∞

AUDIENCE:

EARNS
OWNED
PAID

	IN	OUT
ME		
OTHERS		

TOOLS
AUDIENCE

DISTRIBUTION:

	MAN DIR	AUTO DIR	MAN IND	AUTO IND	
ME	1-1	1-1xN	1-N	1-N ²	→ Lev.
OTHERS					

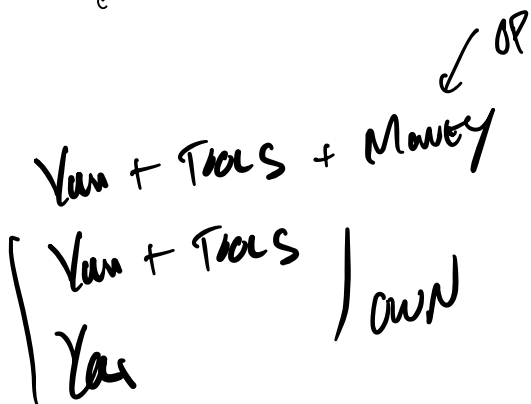
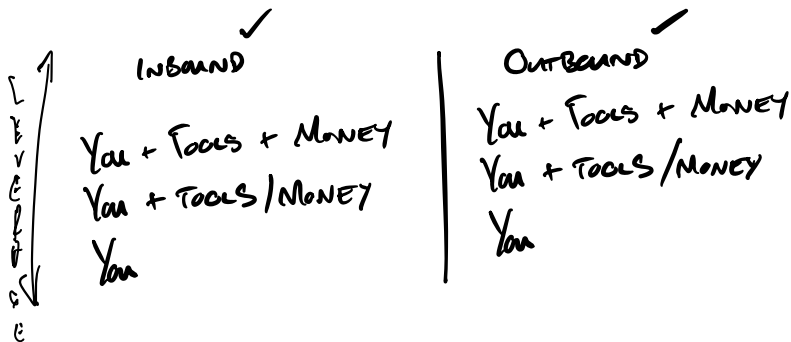
LIVE/REL

MCPD

Lev: MONEY, TECH, OP, PUB/PRIV.

ACTIVITIES: You, You + Tools, Pub, OP

AUDIENCES: You, You + Tools, Pub, OP



AUDIENCES You Pay To Access
AUDIENCES You HAVE ACCESS TO
AUDIENCES You Own

LEADS FRAMEWORKS

STAGES: UNCONT., CONT, ENG, QUAL, SOLD

MEDIA: LENGTH (73), TYPE (AUD, U.S, TEXT), LIVE/REC

CONTENT: CAPT / CREATE, ATTN DISRUPTOR / AGGREGATOR

AUDIENCES: MINE, PLATFORMS, OTHER PEOPLE'S

AVATAZS: ↻ MARKET, CUST SEGMENT

WARM OUTBOUND

WARM INBOUND

COLD OUTBOUND

COLD INBOUND

TYPES OF LEADS: EMP, AFF, UEND, CUST

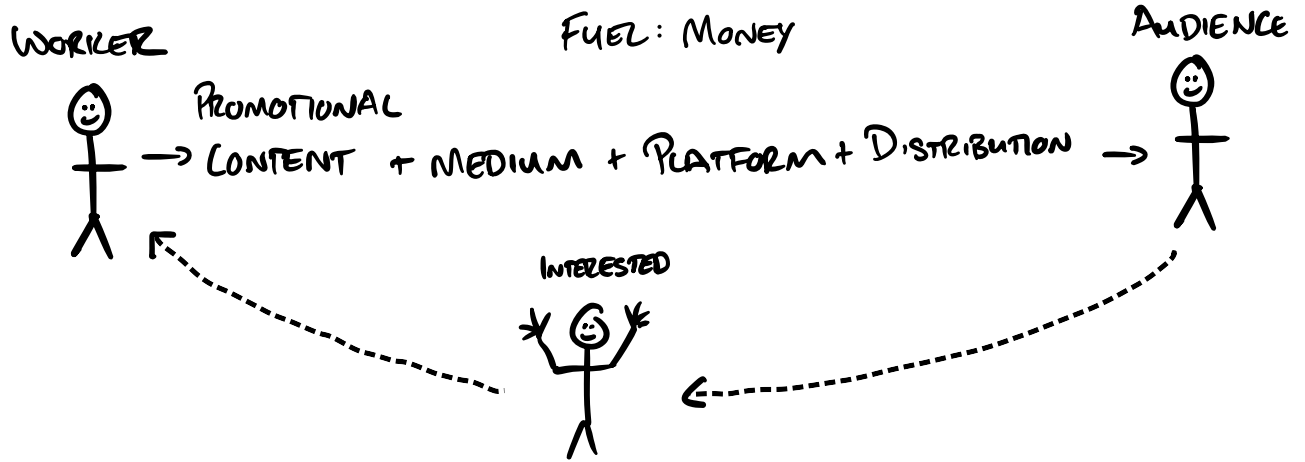
WORD OF MOUTH:

LEAD\$

LEVERAGE

MONEY

ACQUISITION CHANNEL



① OUTBOUND

② CONTENT

③ ADS

④ AFFILIATES

⑤ EMPLOYEES / VENDORS

⑥ CUSTOMERS

ME MY AND	ME MY AND	ME PLATFORM	OP MY AND	OP PLATFORM
1-1	1-∞	1-∞	1-1	1-∞

ME MY	OP MY AND	OP MY AND
CONTENT	CONTENT	OP CONTENT

FIRST ME TO MY CONTENT OF ME

IDEAS
CAPTURE
EDIT
DISTR.
PLATFORMS

L
A
N
G
why

E
X
P
R
what

A
Y
D
To How

D
I
S
T
How
PEAK.

S
E
T
T
WHERE

L
A
R
G
E
R
who

\$
money

OFFER
 AVATAR
 MEDIA
 PLATFORM
 AUDIENCE

MORE
 NEW
 BETTER

	MAN	MACHINE
TRU	1-1	1-1 x ∞
PUB.	1-∞	1-∞ x ∞

x AMP → LEADS

✓ OUTREACH: MORE, BETTER, NEW: AUDIENCE, MEDIA, PLAT.

✓ BLAST: MORE, BETTER, NEW: AUDIENCE, MEDIA, PLAT.

POSTS: MORE, BETTER, NEW: AUDIENCE, MEDIA, PLAT.

MASS MEDIA: MORE, BETTER, NEW: AUDIENCE, MEDIA, PLAT.

MORE ON SAME

PERSON, VOLUME, BETTER QUAL
 QUANT MAP
 MEDIA, AUDIENCE, PLAT

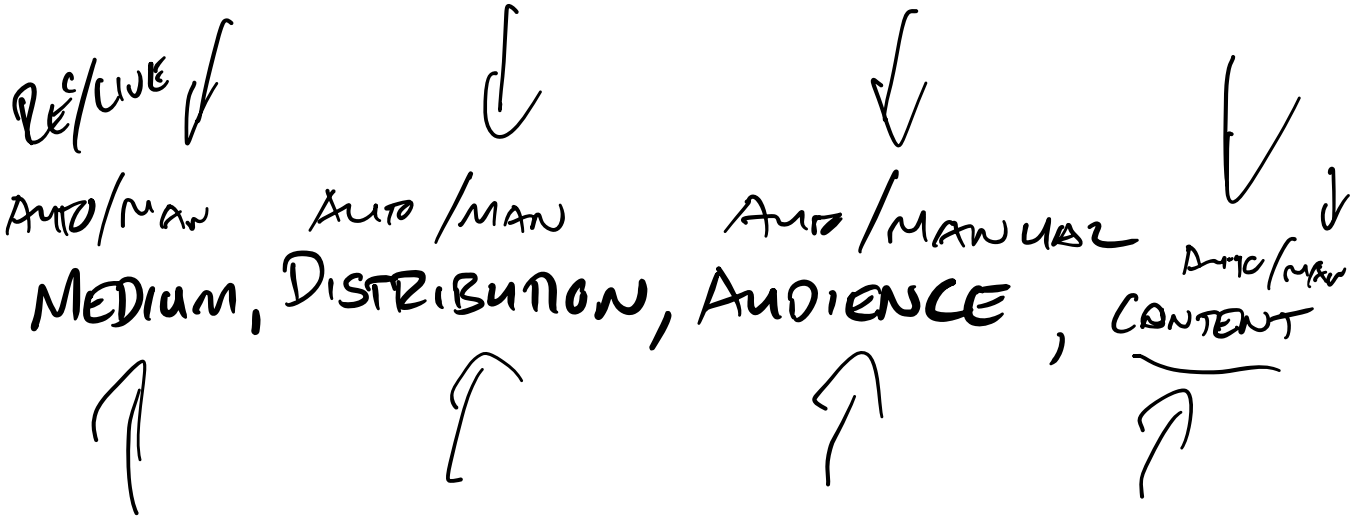
DO MORE — MAP

DO BETTER — MEDIA, AUD, PLAT

WORK OR TIME

✓
MAN

PUB vs.



MEDIA + CONTENT

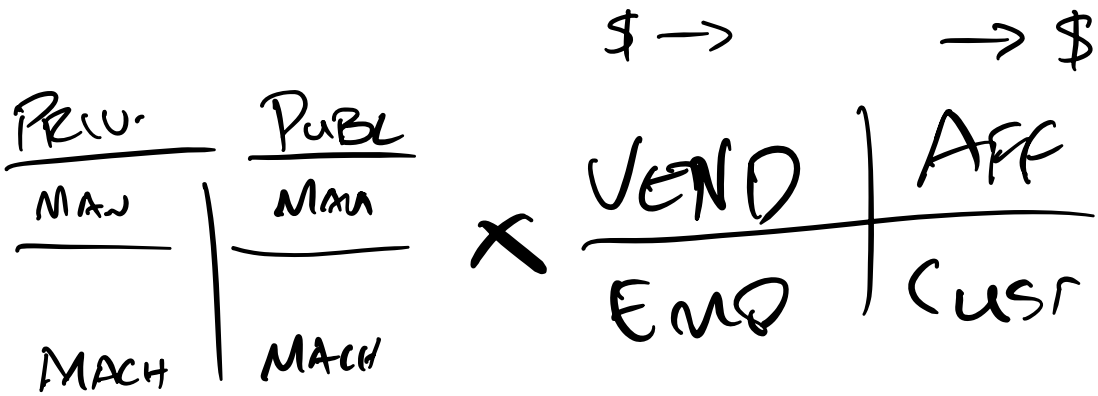
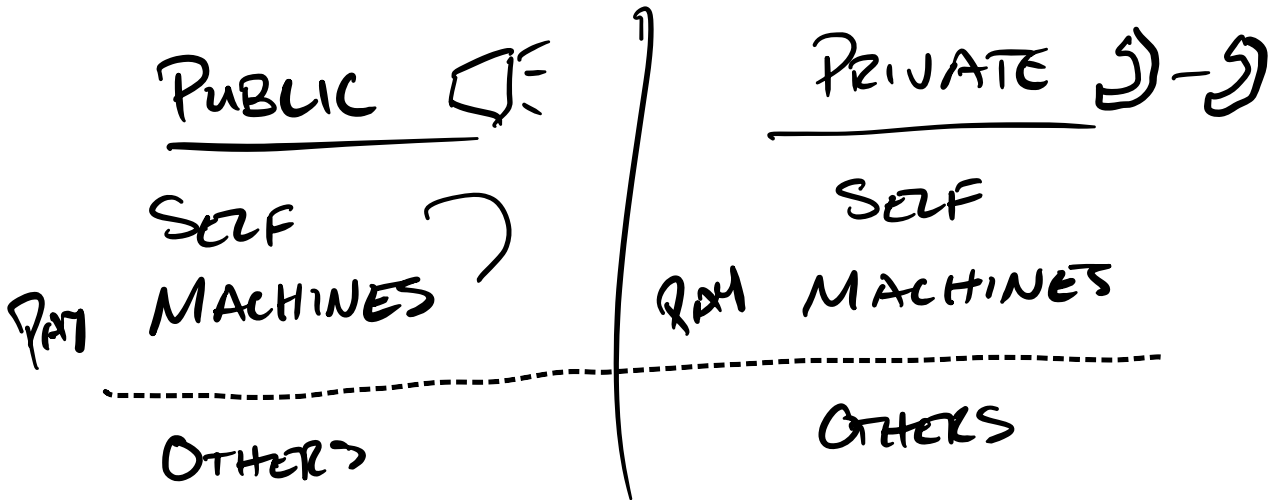
① MANUAL DISTRIB. ② PAID DISTR.

PUBLIC DISTR. PAID DISTRIB

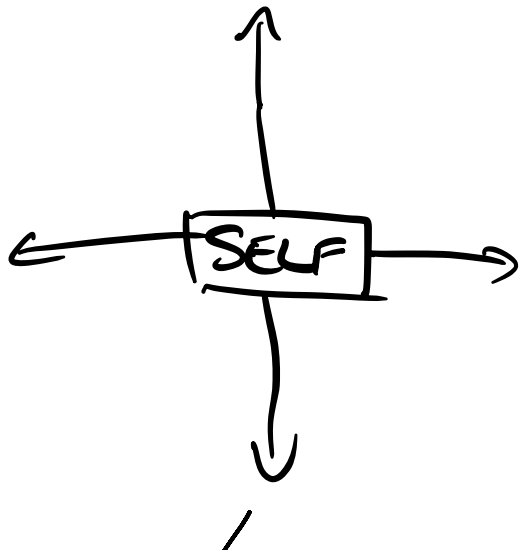
① MANUAL PRIV. DISTR. PAID/AUTOMATED PRIV. DISTR.

MANUAL PUBLIC DISTR. PAID/AUTOMATED PUBL. DISTR.

MEDIA + CONTENT



SELF?



SELF, Post MACH.

VI: SELF

SECTION I	II	III	IV
Pub	Priv	Pub	Priv

SELF
 SELF + TOOLS
 OTHERS
 OP + TOOLS

SCALING FRAMEWORK



ME TO MY

ME TO PLAT + MY

OTHERS TO PLAT + MY

OTHERS TO OTHERS

REFERRALS

MANUAL OUTREACH BIASIS	PAID ADS	
CONTENT MGTG	AFFILIATES	

Amplified by internet
LEADS C \$

MANUAL

L
E - LIVE vs. REC
A - MY, PLATF
D - 1-1, 1-∞
\$
LABOR

CONTENT

L CAP/CRE
E LIVE/REC
A
D
\$
L

OUTREACH: # REACH OUTS/DAY

BLAST: # REACH OUTS/DAY

CONTENT: PIECES/DAY

MASS MEDIA: \$/DAY

GROSS PROFIT = \$1000
PER CUSTOMER OR

\$1000/\$25 HR = 40

\$5000/30 = \$175/DAY

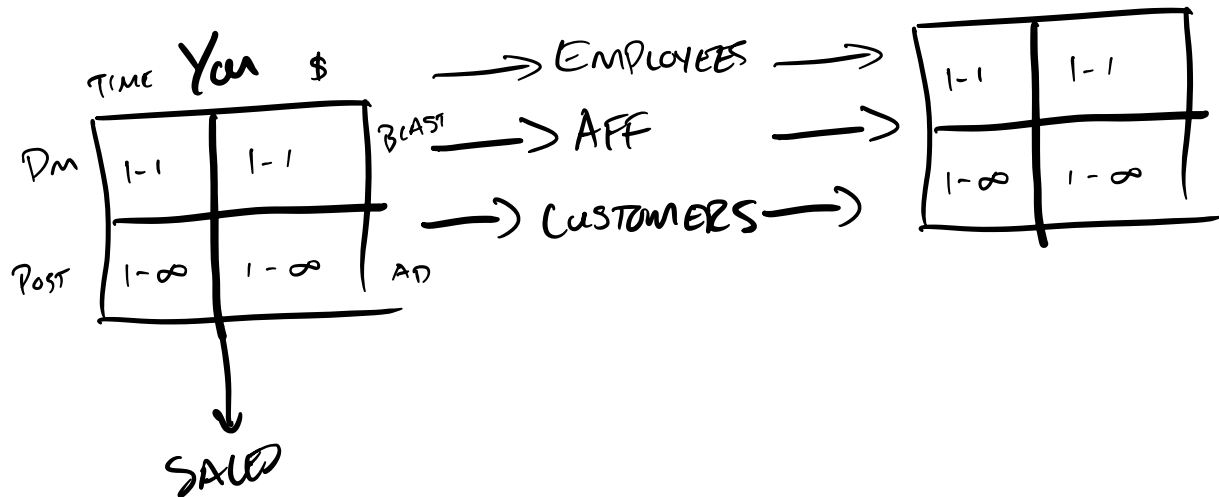
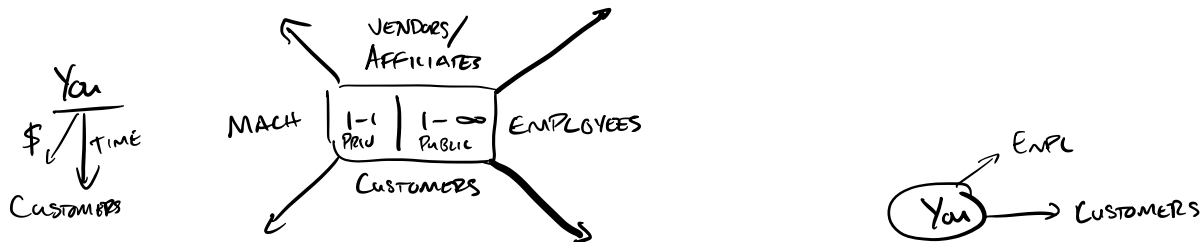
\$1000 / \$15/HR = 66 HRS

\$1000 OR 66 HRS

MORE VOLUME
MANY MAP
BETTER MAP

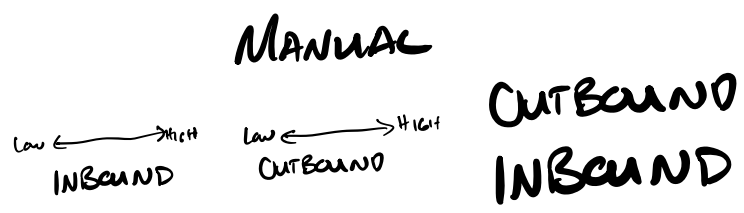
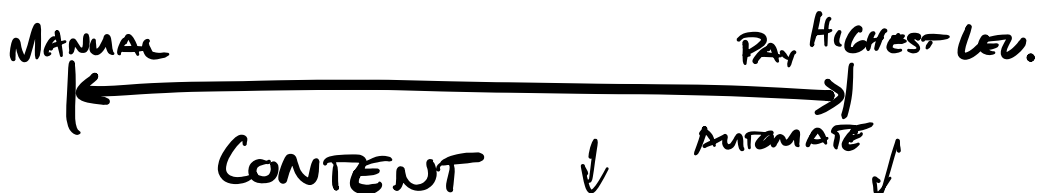
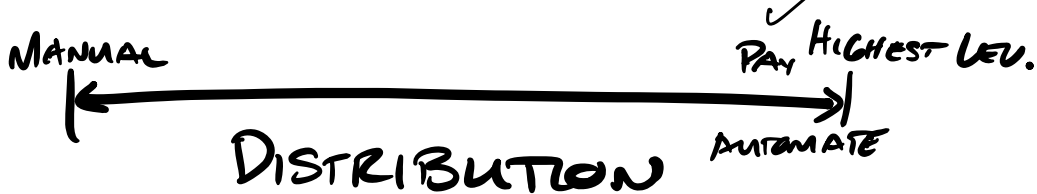
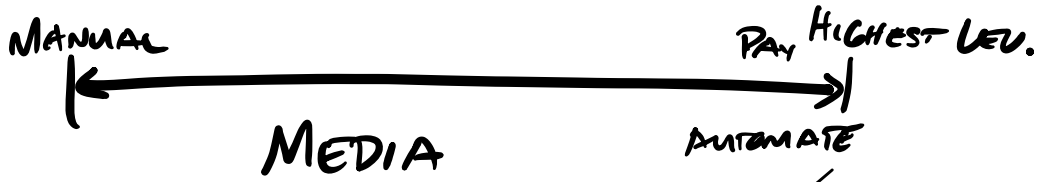
DEPTH, BREADTH,
QUALITY

MANUAL OUTREACH	AUTOMATED OUTREACH
ORGANIC MEDIA	PAID MEDIA





RECRUITED



5 DECISIONS

- ① OFFER WHAT
- ② AVATAR WHO
- ③ MEDIUM HOW
- ④ PLATFORM WHERE
- ⑤ AUDIENCE

4 ACTIVITIES

ADDING LEVERAGE

MEDIA MATRIX

|← LENGTH →|
SHORT MEDIUM LONG

CONSUMPTION

READ

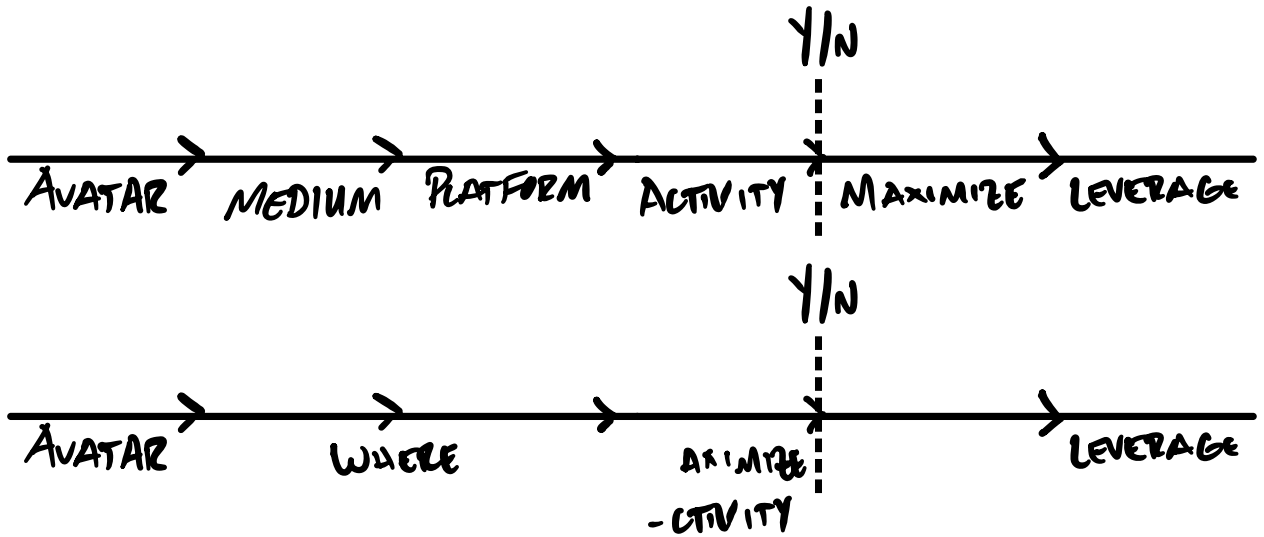
MESSAGE ↔ ARTICLE ↔ BOOK

WATCH

REEL ↔ CLIP ↔ MOVIE

LISTEN

SOUNDBITE ↔ SHOW ↔ CONCERT



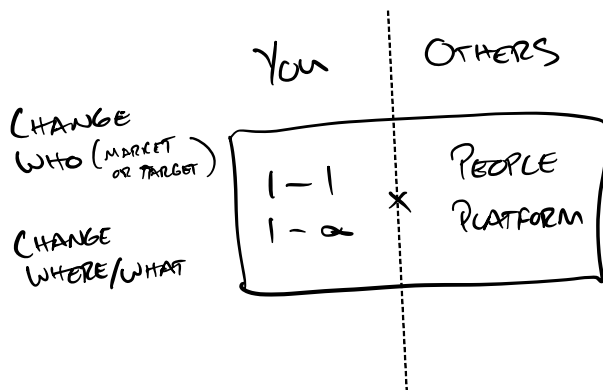
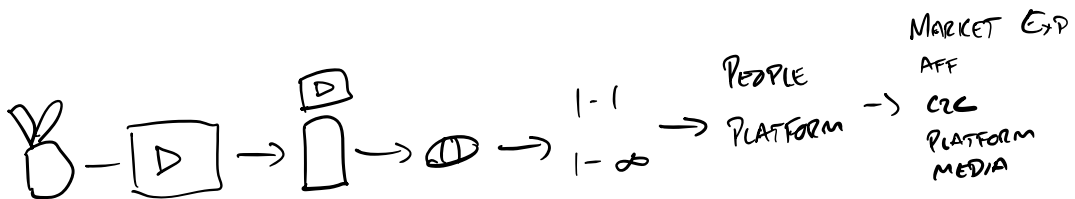
I WHO (TARGET, REFINEMENT)

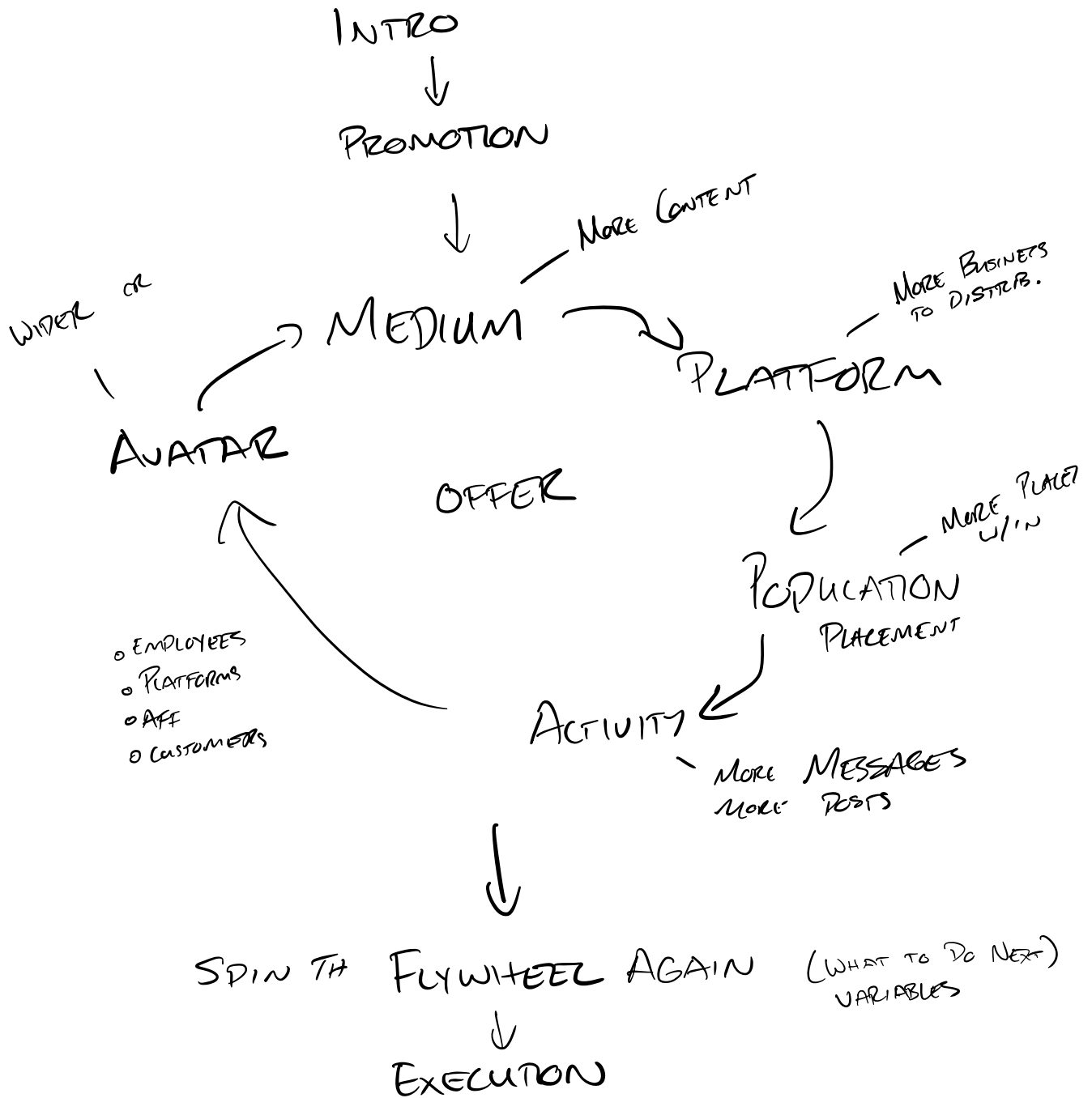
II WHERE & WHAT (MEDIA, PLATFORM, POPULATION)

III How, How MUCH, How WELL, How LONG

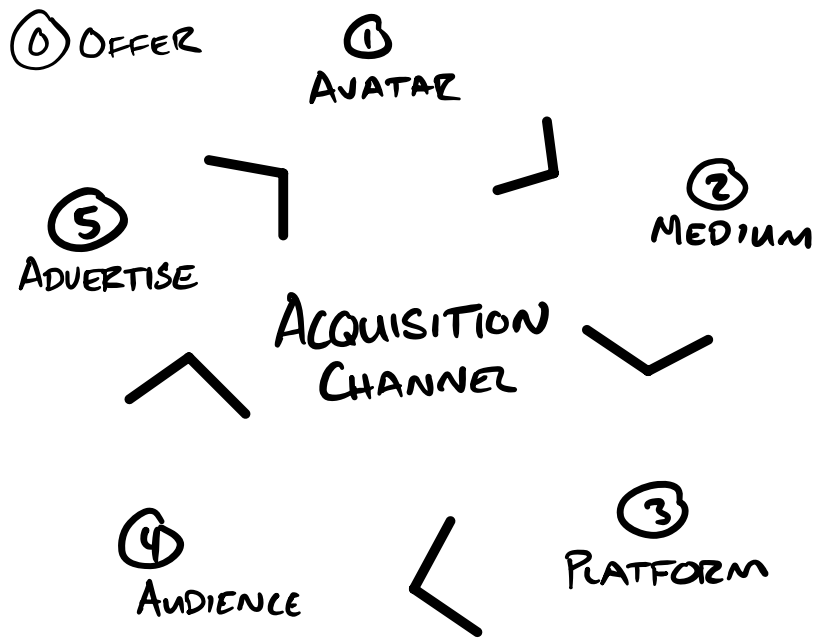
IV AMPLIFICATION

MORE NEW BETTER LONGER





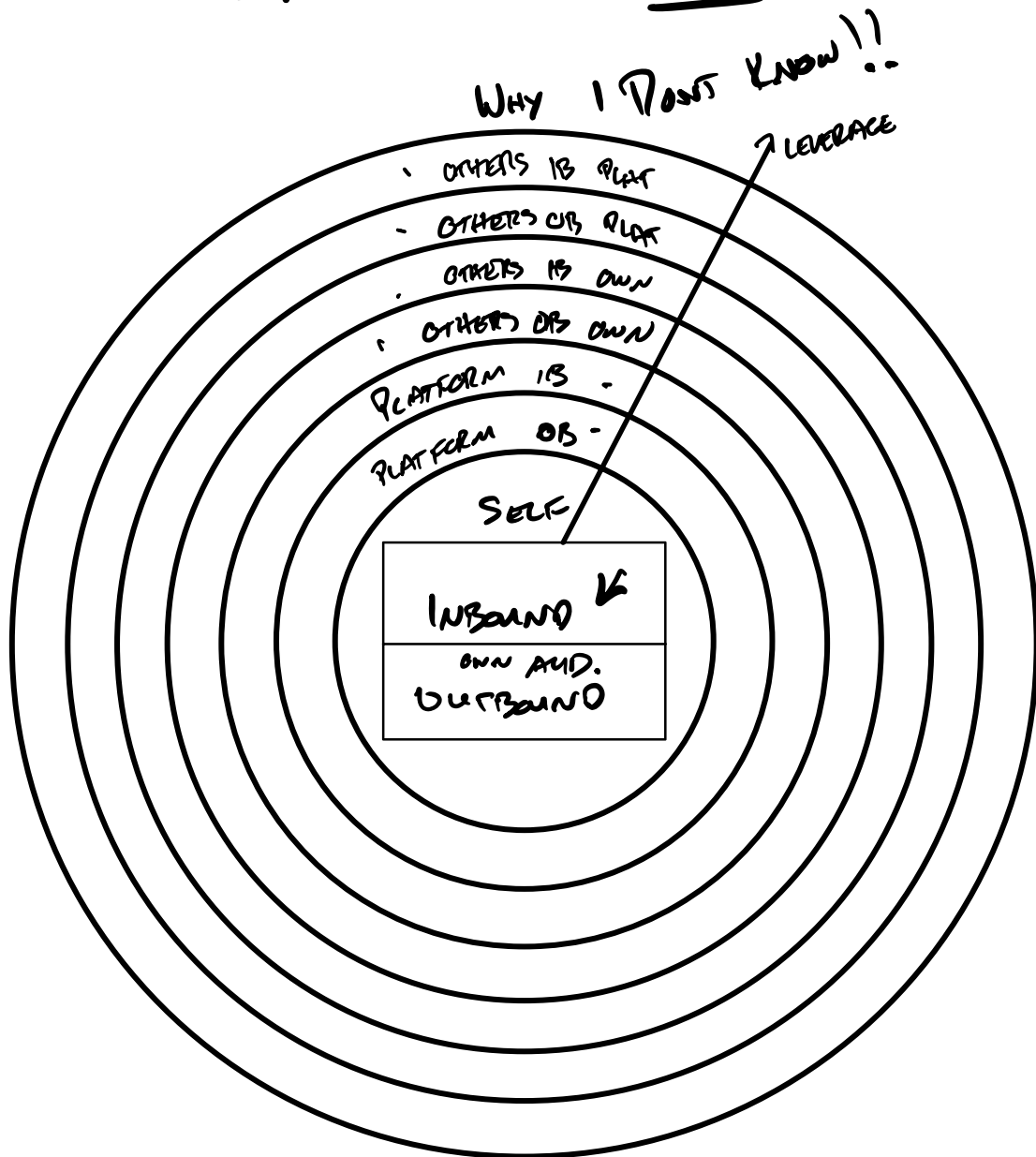
ADVERTISING CYCLE



ENGAGED
LEADS



THE NEW CLIENT FLOW

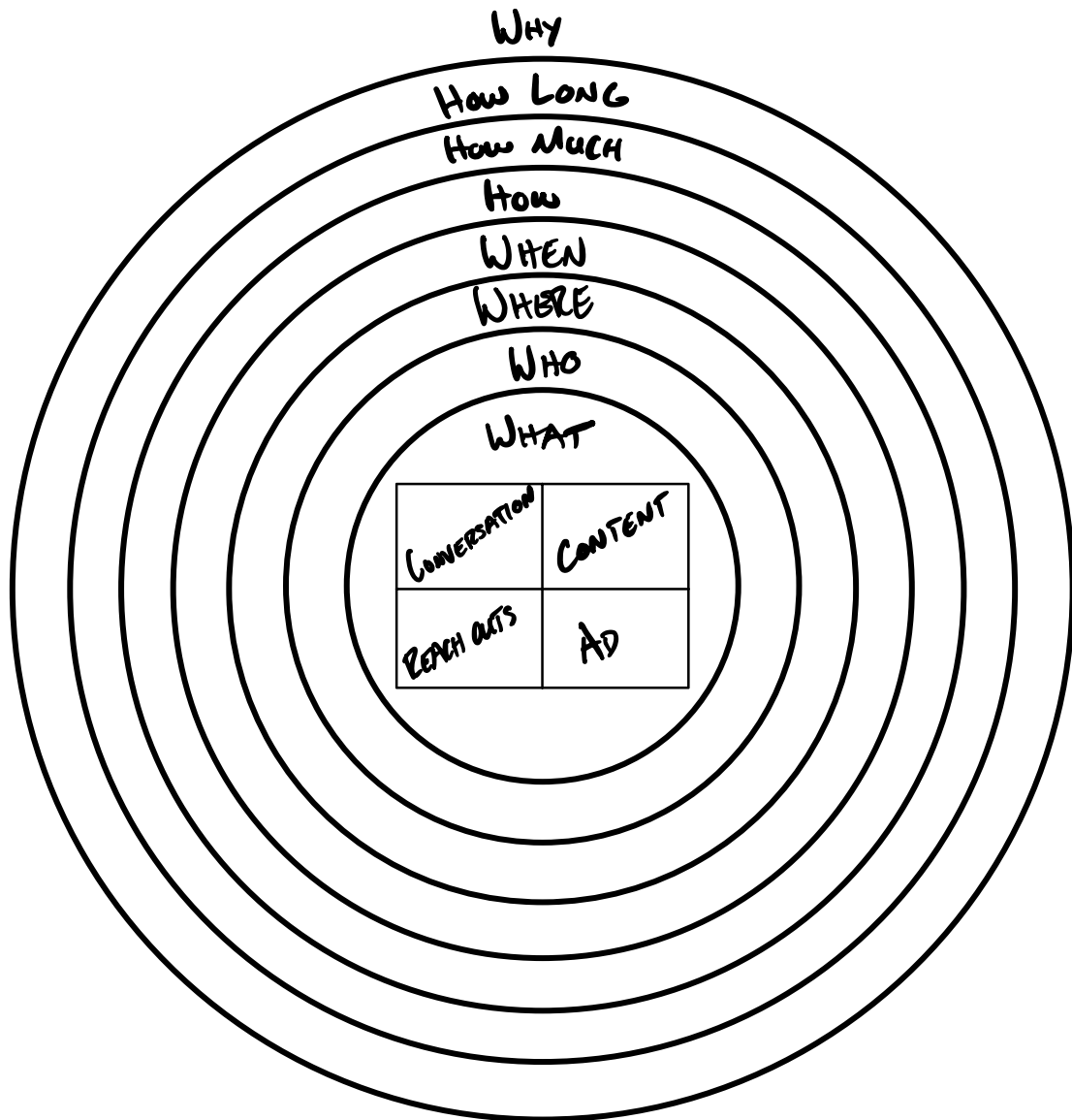


ACKNOWLEDGEMENTS:

GUIDING PRINCIPLES: NAPOLEAN, FEYNMAN, FRANKLIN

ACQUISITION.COM MISSION/VISION: BEN FRANKLIN QUOTE

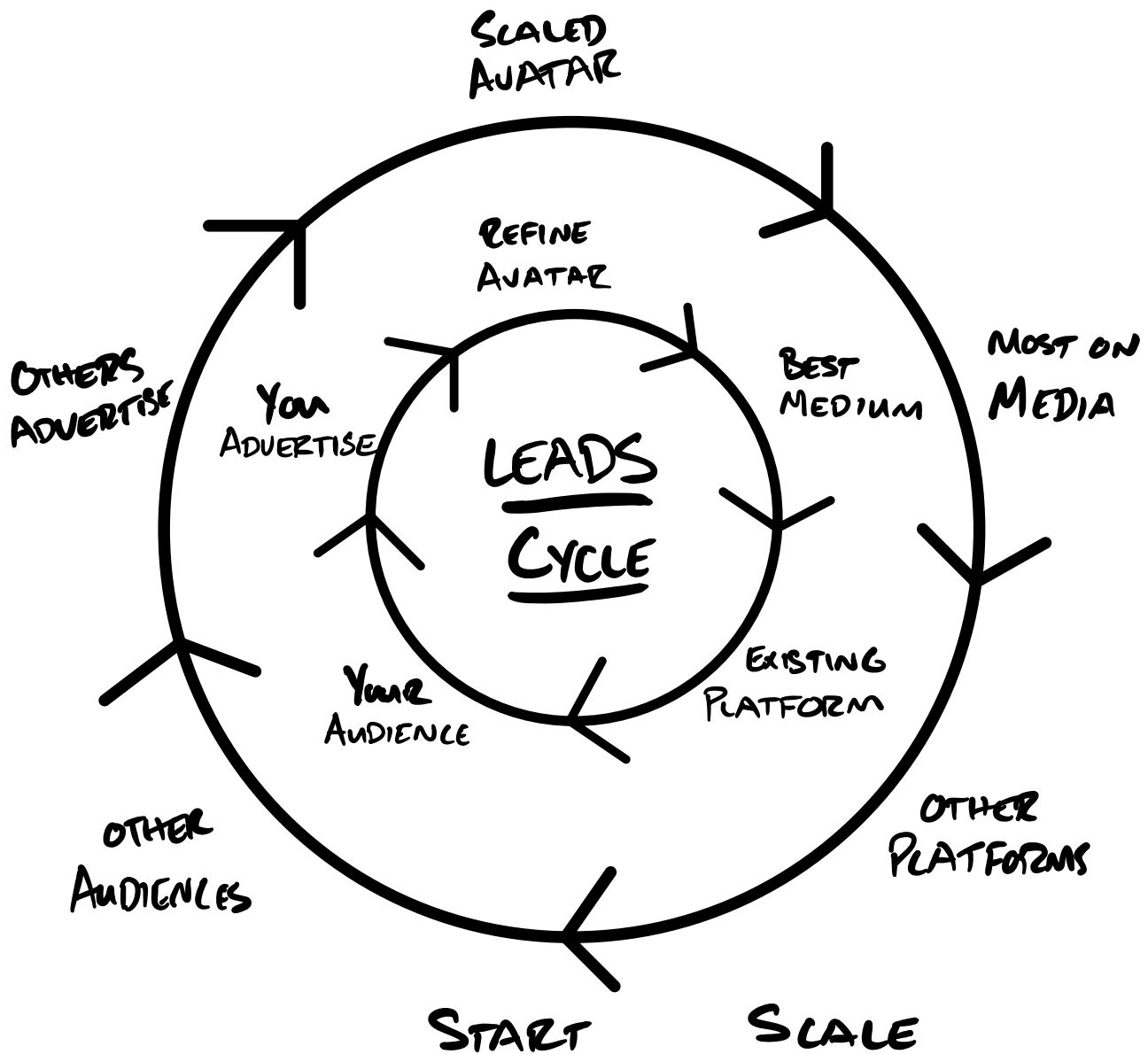
THE NEW CLIENT FLOW



ACKNOWLEDGEMENTS:

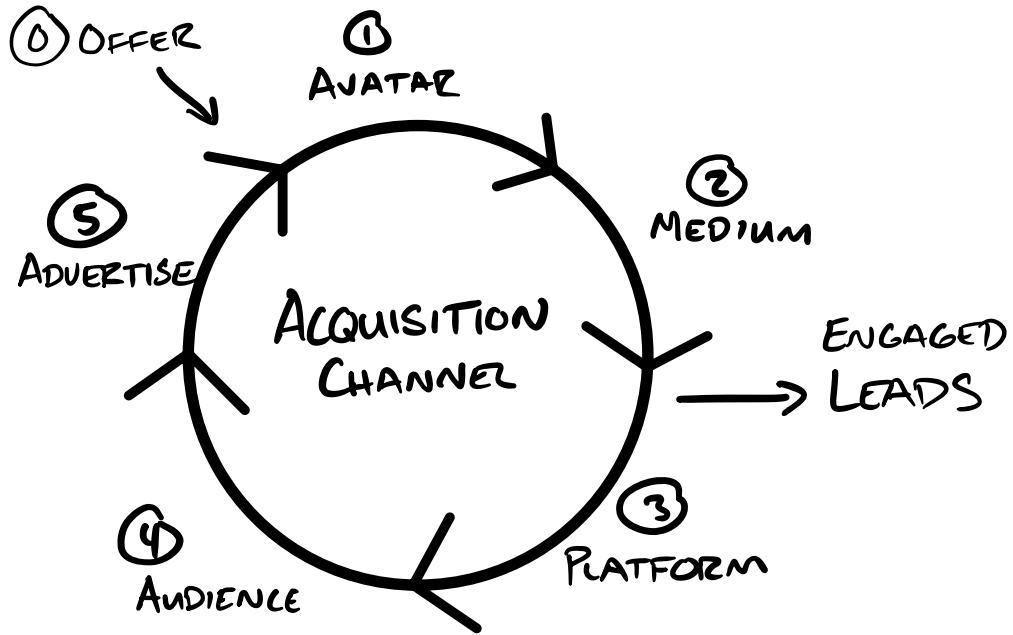
GUIDING PRINCIPLES: NAPOLEAN, FEYNMAN, FRANKLIN

ACQUISITION.COM MISSION/VISION: BEN FRANKLIN QUOTE



AVATAR	REFINE	Δ
MEDIUM	BEST	MOST ON
PLATFORM	ONE	SIMILAR
AUDIENCE	Yours	MORE
ADVERTISE	1-1 You 1-∞ You	OTHERS

ADVERTISING CYCLE



5 ADVERTISE

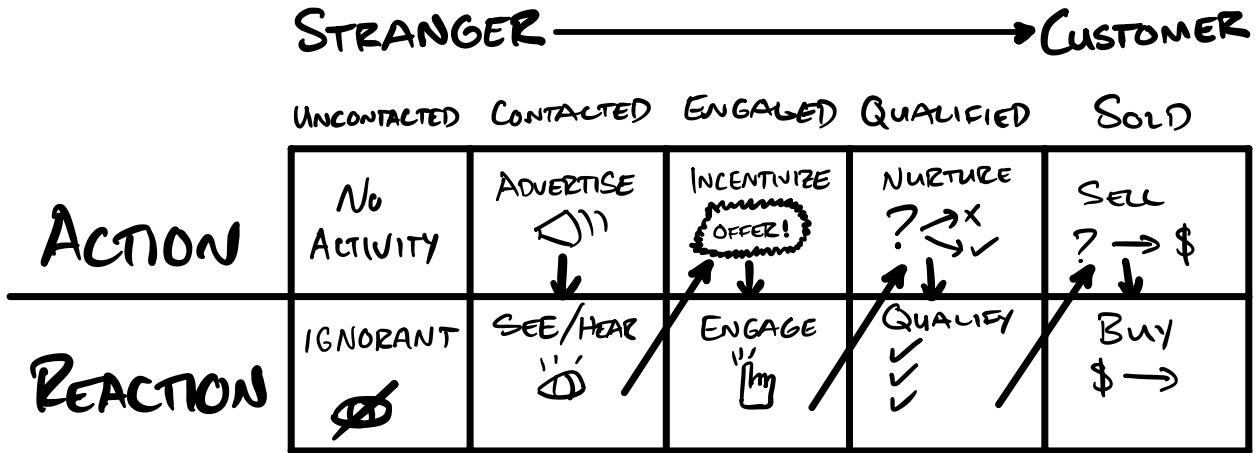
* VISUAL IS OFF, NOT IN RIGHT ORDER. EVERYTHING STAGES ON DOING PRIMARY FUNCTION

	YOU	EMPLOYEES	AFFILIATES	REFERRALS CUSTOMERS	MACHINES
1-1 PRIVATE	MORE	MESSAGE FOR YOU	MESSAGE FOR YOU	MESSAGE FOR YOU	DECREASE TIME/MSG
1-∞ PUBLIC	MORE	POST FOR YOU	POST FOR YOU	POST FOR YOU	EXPAND REACH
PRIMARY ACTIONS		HIRE	MESSAGE	POST, INC, PROMOTE	VOLUME
COST	TIME = D ₀				\$ FOR T

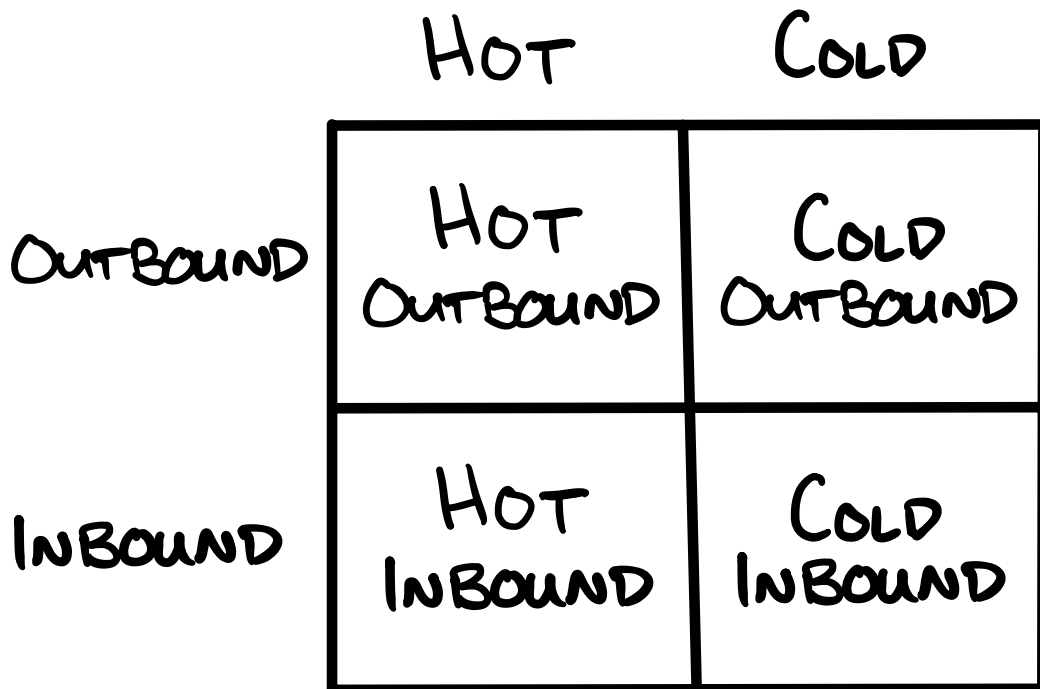
—————→
LEVERAGE

DEFINE PRIMARY ACTIONS FOR EACH

ACQUISITION CHANNEL: LEAD STAGES



ADVERTISING CORE FOUR



FINAL:

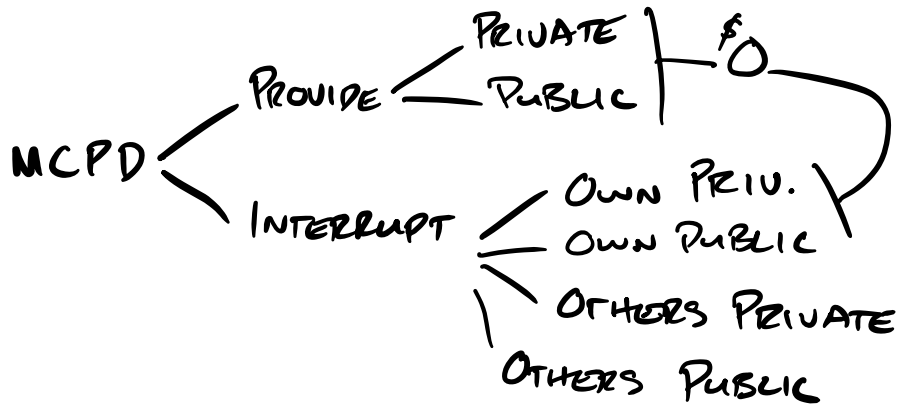
CORE FOUR

	PEOPLE WHO KNOW YOU	PEOPLE WHO DON'T
1 TO 1 PRIVATE	WARM OUTREACH	COLD OUTREACH
1 TO ∞ PUBLIC	POST FREE CONTENT	RUN PAID ADS

FIGURING OUT THE "ADVERTISING CYCLE"



OWN ← → OTHERS



PRIVATE SELF INTERRUPTION
PUBLIC SELF

PRIVATE OTHERS -


PUBLIC OTHERS - PLATFORMS

- EMPLOYEES
- AFFILIATES
- CUSTOMERS
- VENDORS

OTHERS
IB OTHERS PLATFORM
OB OTHERS ←

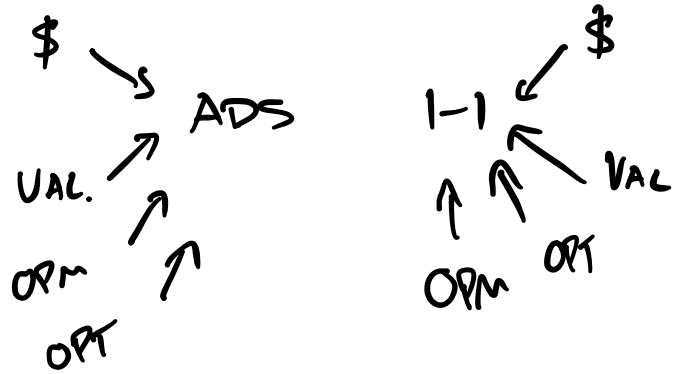
OTHERS
IB SELF OWN
OB SELF ← EMPLOYEES, CUST., AFF, VEND

self IB OTHERS ← PLATFORM
OB OTHERS ← AUDIENCES
self IB SELF ← AUDIENCES
OB SELF ← GROW

	1 - MANY	1 - 1
\$ 20 TR.	AD	1 REACH OUT
Trust 	OWN AUDIENCE	1 TALK TO MY NETWORK
No Trust OP\$	AFF Raw ADS	PAY OTHERS TO COLD CALL
Trust OPT	AFF PROMOTE	REFERRALS

x OP vs. You

WARM: TRUST

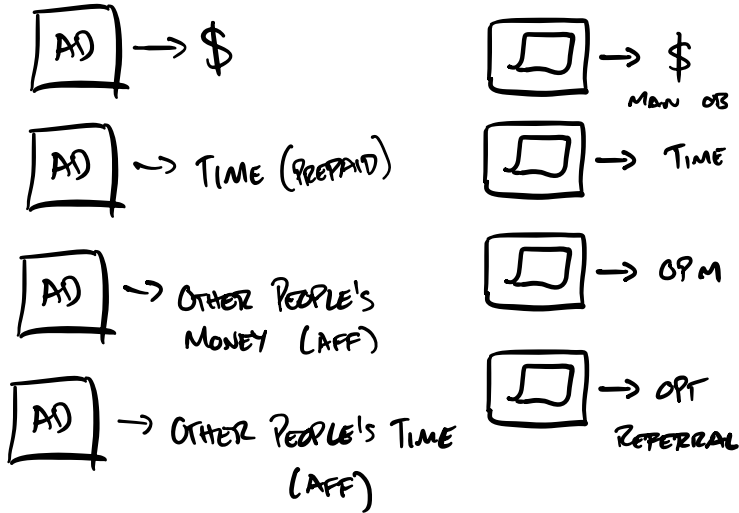


1-MANY

1-1

\$
TIME/VALUE

You ALWAYS PREPAY

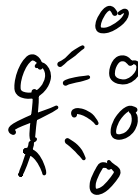


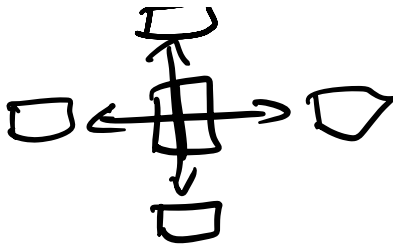
PLATFORMS

PEOPLE

VALUE - AD - VALUE

EDU.
ENT.
REL.
TRANS.





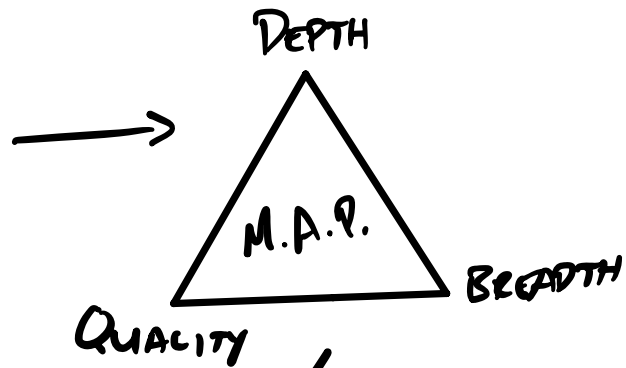
PRIVATE PUBLIC
 \ /
 MAKE SOMETHING
 KNOWN

- LABOR
- CAPITAL
- CONTENT
- CODE

4 Box

	HUMAN MACHINE	
PRIVATE	OUTREACH 1-1	BLASTS 1-1 x ∞
PUBLIC	BROADCAST 1-∞	1-∞ x ∞

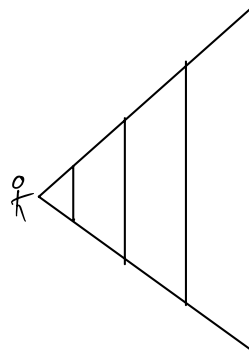
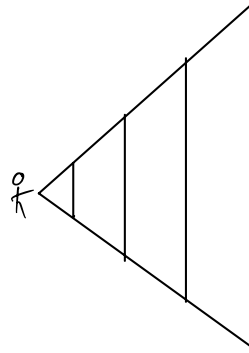
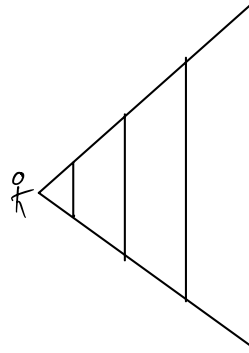
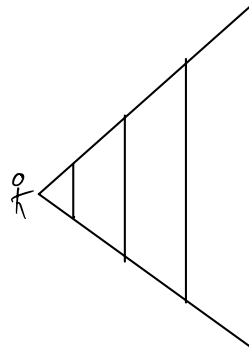
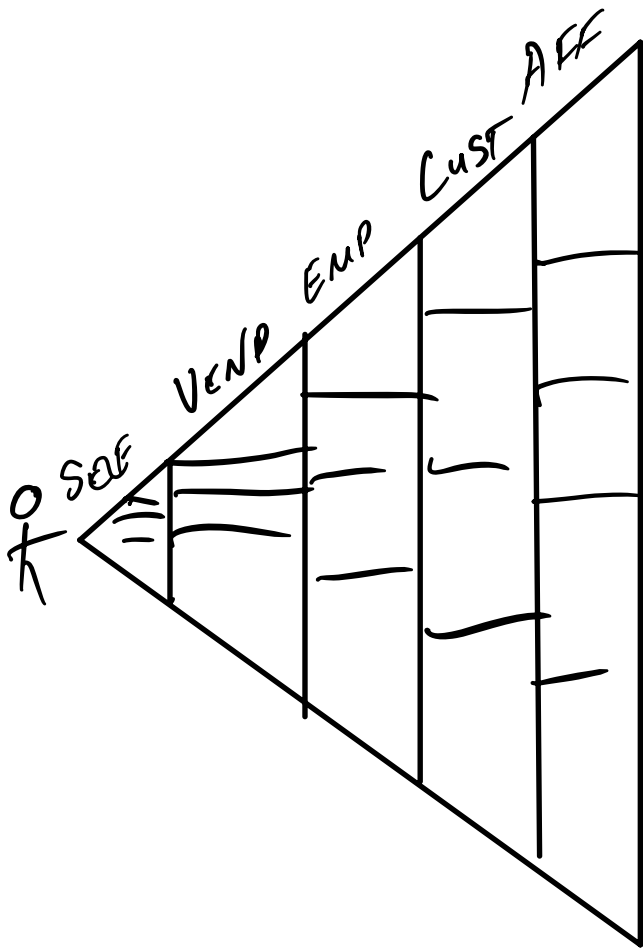
MAP/AMP

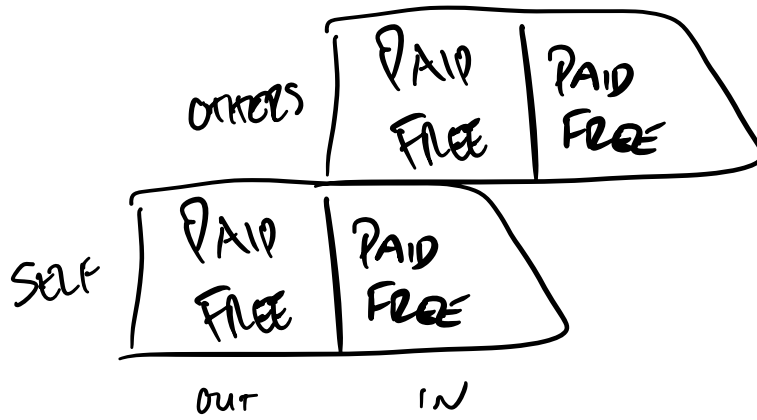
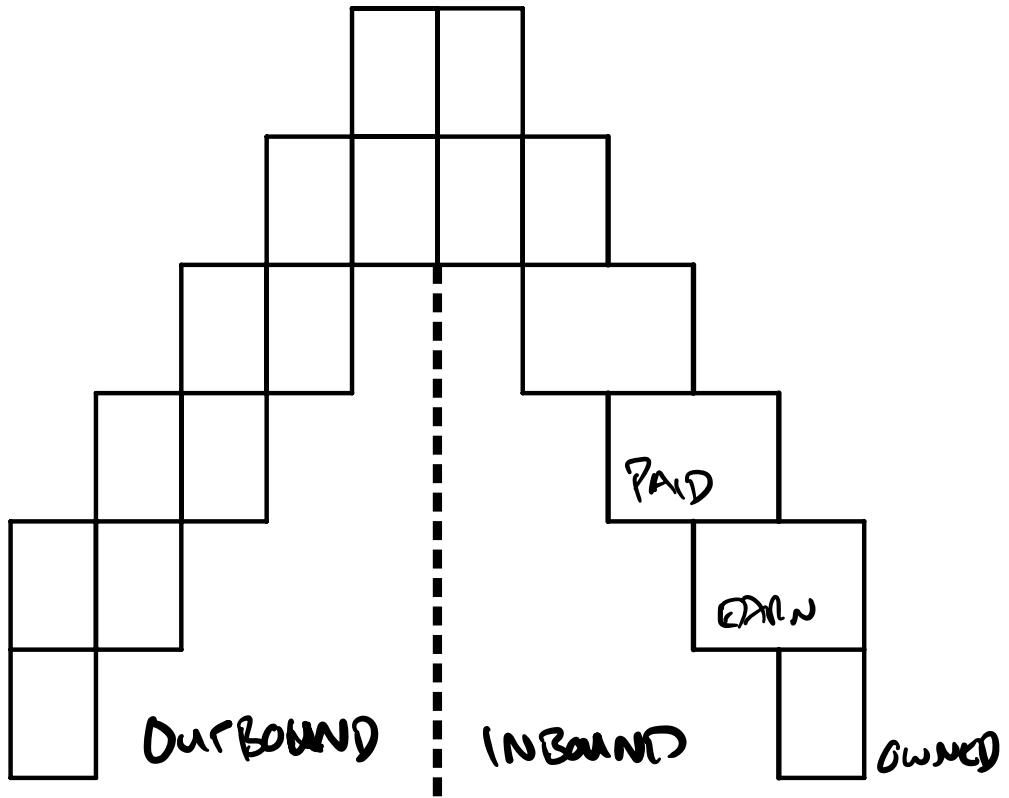


OUTPUT

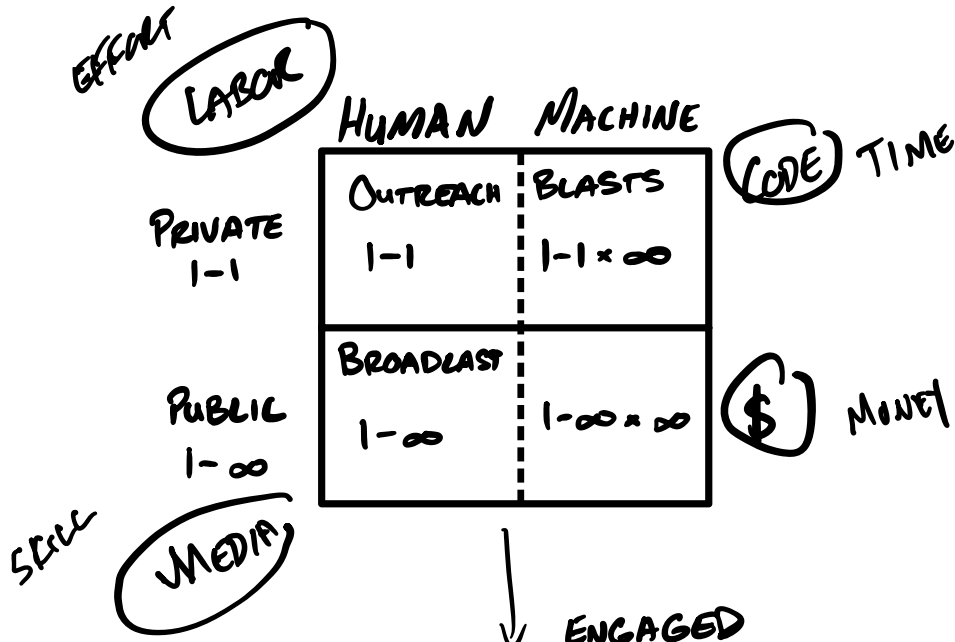
- ENGAGED LEADS
- ① CUSTOMERS
 - ② EMPLOYEES
 - ③ AFFILIATES
 - ④ VENDORS
 - ⑤ INVESTORS

CUST	EMPE
AFF	VEND

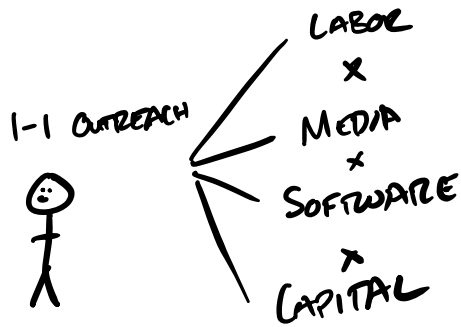




4 ACTIVITIES



- ① CUSTOMERS **LEADS**
- ② EMPLOYEES **LEADS**
- ③ AFFILIATES **LEADS**
- ④ VENDORS **LEADS**
- ⑤ INVESTORS **LEADS**



LEVERAGE: INPUTS < OUTPUTS

LEVERAGE: AUTOMATION, MONEY, PUBLIC, OTHER PEOPLE

CONTENT: PROVIDE VALUE, INTERRUPT } VALUE OFFER
 MEDIUM: SEE, LISTEN, READ, WATCH | LIVE REC
 LEV.

	GIVE	TAKE
REC		
LIVE		

AUDIENCE: MY AUD, INDIRECT, PAID FOR PIR IND
 CURRENT NEW

TOOLS

	DIRECT	INDIRECT
MINE	MY DIR	MY IND
OTHERS	THEIR DIR	THEIR IND

	OUTBOUND	INBOUND
MINE	✓	
THEIRS		

DISTRIBUTE: You, You + Tools, OP, OP + TOOLS

IN	OUT
You + Tools	You + Tools
You	You

IN	OUT
OP + Tools	OP + Tools
OP	OP

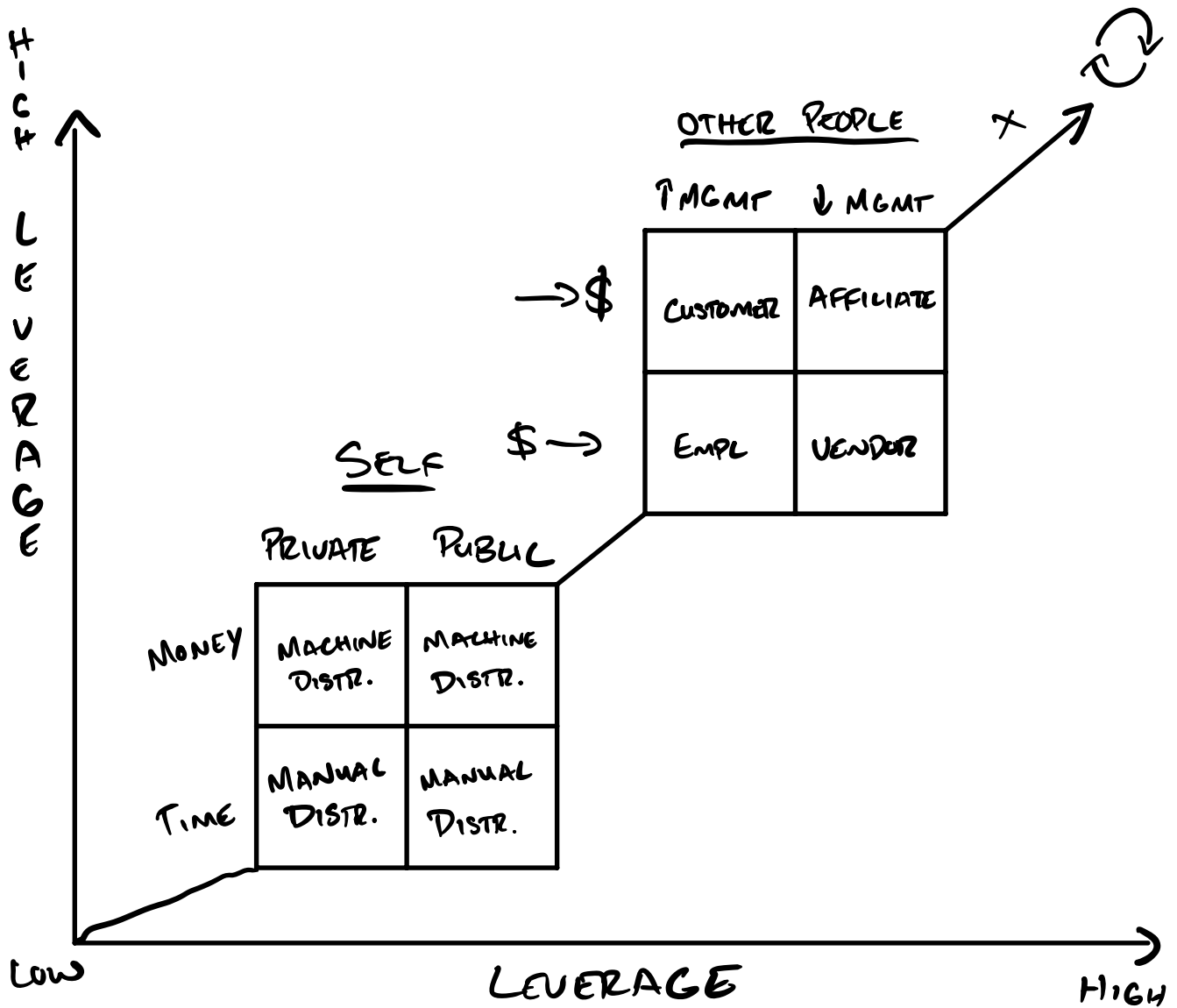
	IN	OUT
OTHERS	OTHERS IN	OTHERS OUT
SELF	ME IN	ME OUT

	MAN	TECH
YOU		
OTHER		

A PERSON COMMUNICATES STUFF TO PEOPLE.

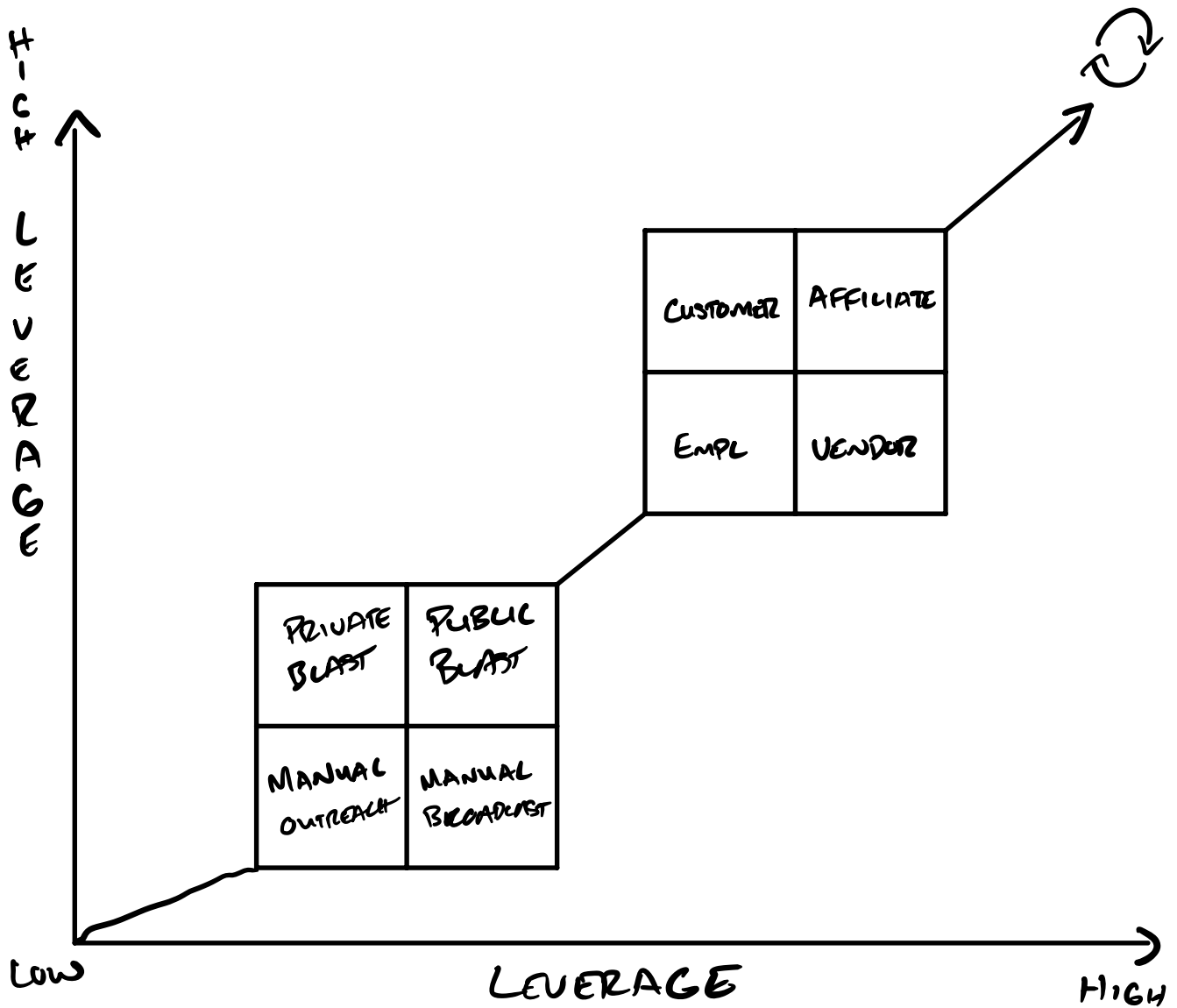
	OTHERS
CUS	APP
EMRC	VEND.

LEAD TYPES



MONEY
OTHERS
MACHINES
PUBLIC } TIME

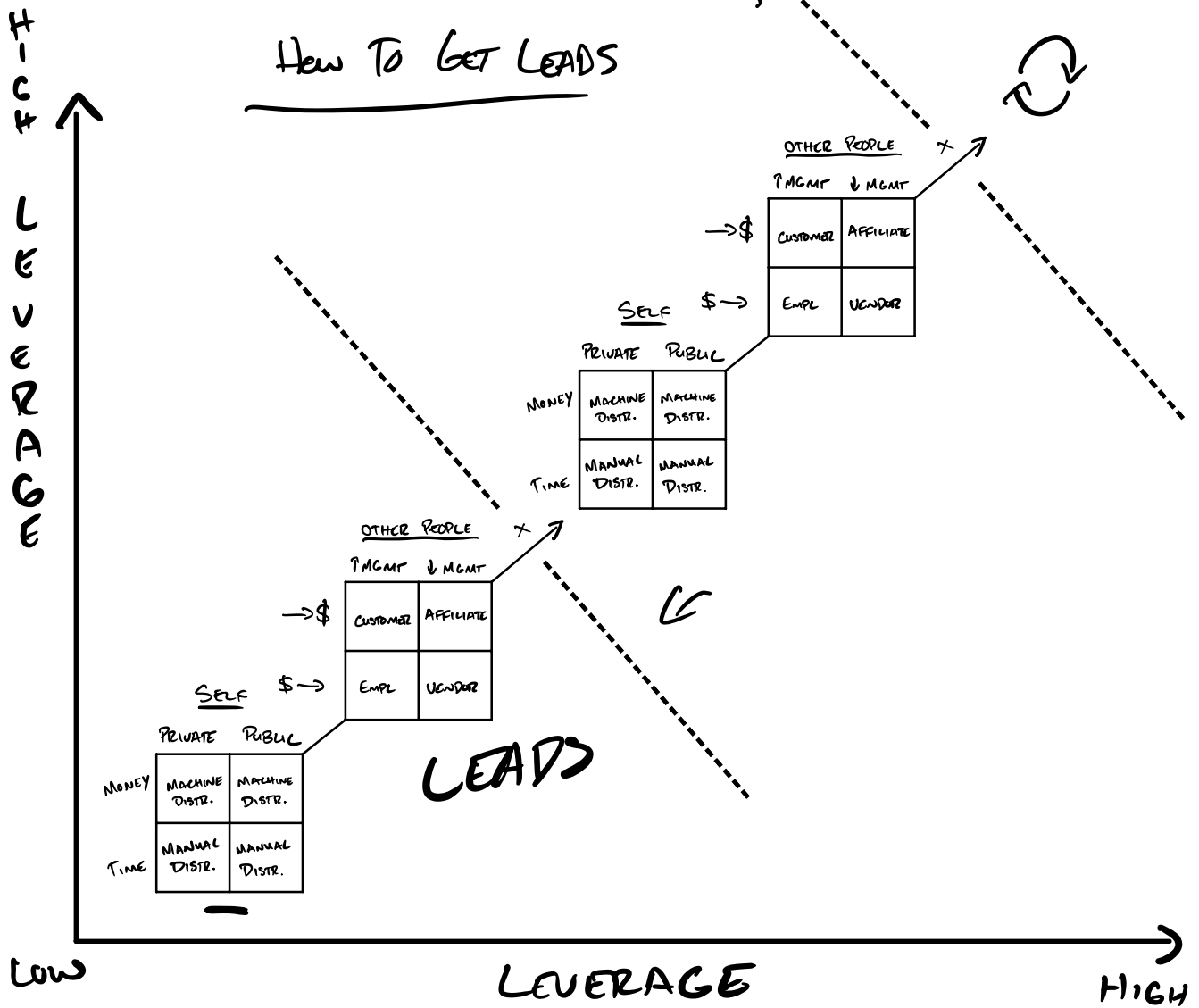
MONEY, OR \$
OR TIME
AUTOMATION
IX ← PUB/PRIV.



MONEY
 OTHERS
 MACHINES
 PUBLIC } TIME

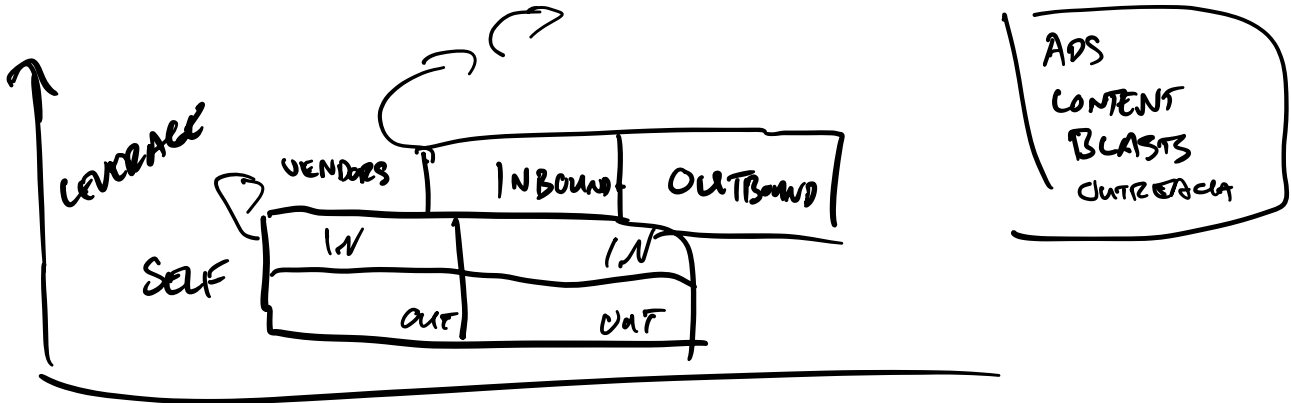
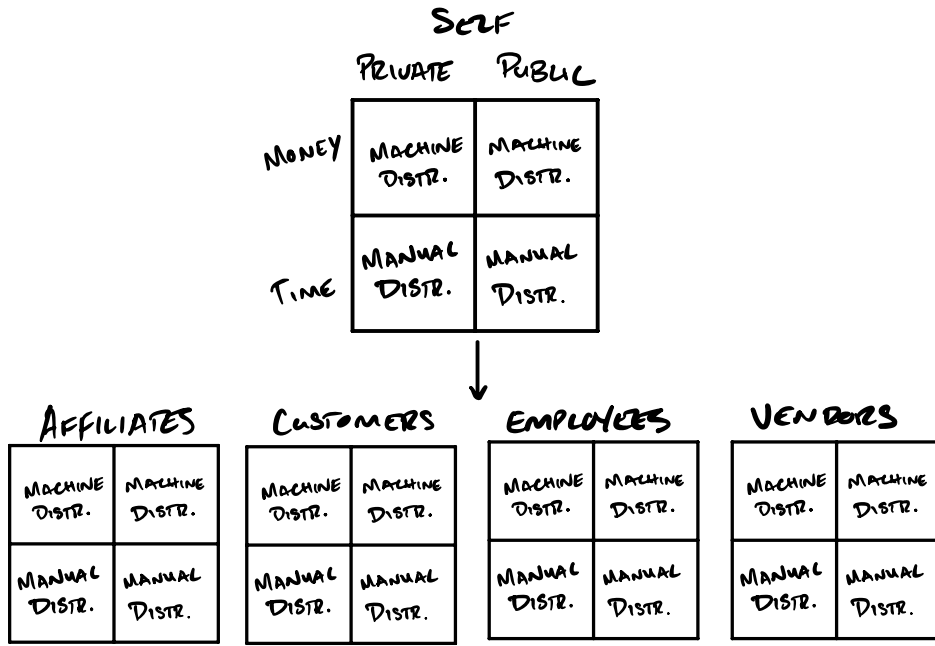
MONEY, OR \$
 OR TIME
 AUTOMATION
 1x \leftrightarrow PUB/PRIV.

How To GET LEADS



TIME : LEADS

U



SELF

ADS	x	AFFILIATES
CONTENT		CUSTOMERS
BLASTS		EMPLOYEES
OUTREACH		VENDORS

INBOUND

You + LEVERAGE → OPA

OUTBOUND You + LEVERAGE → OWN

You + LEVERAGE → OPA

You + LEVERAGE → OWN

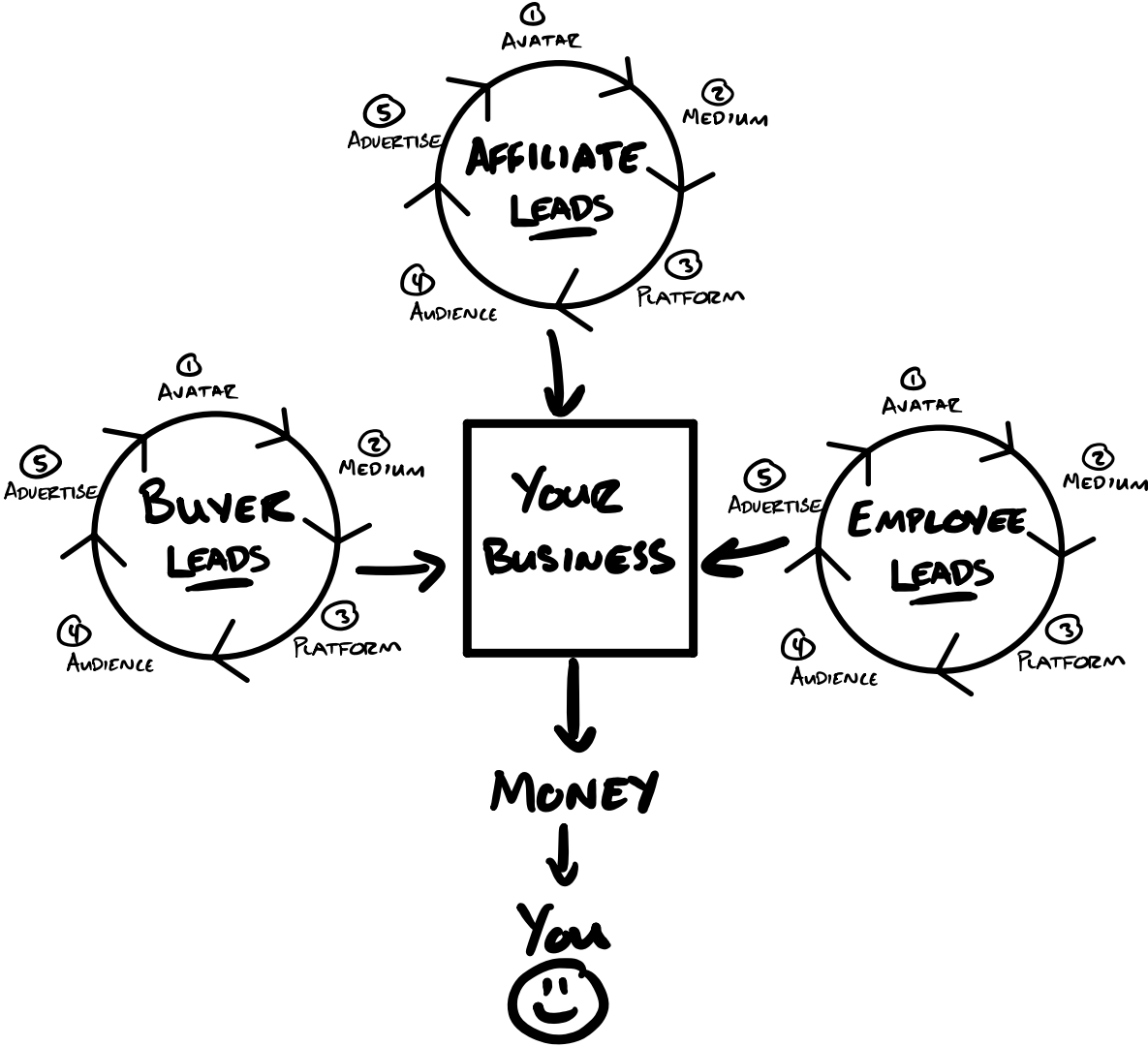
INBOUND	OUTBOUND	
		Aff
		CUS
		EMPL
EMPL	VEND	VEND

OTHERS

INBOUND	OUTBOUND
PAID	PAID
EARNED	EARNED
OWNED	OWNED

SELF

THE THREE TYPES OF LEADS



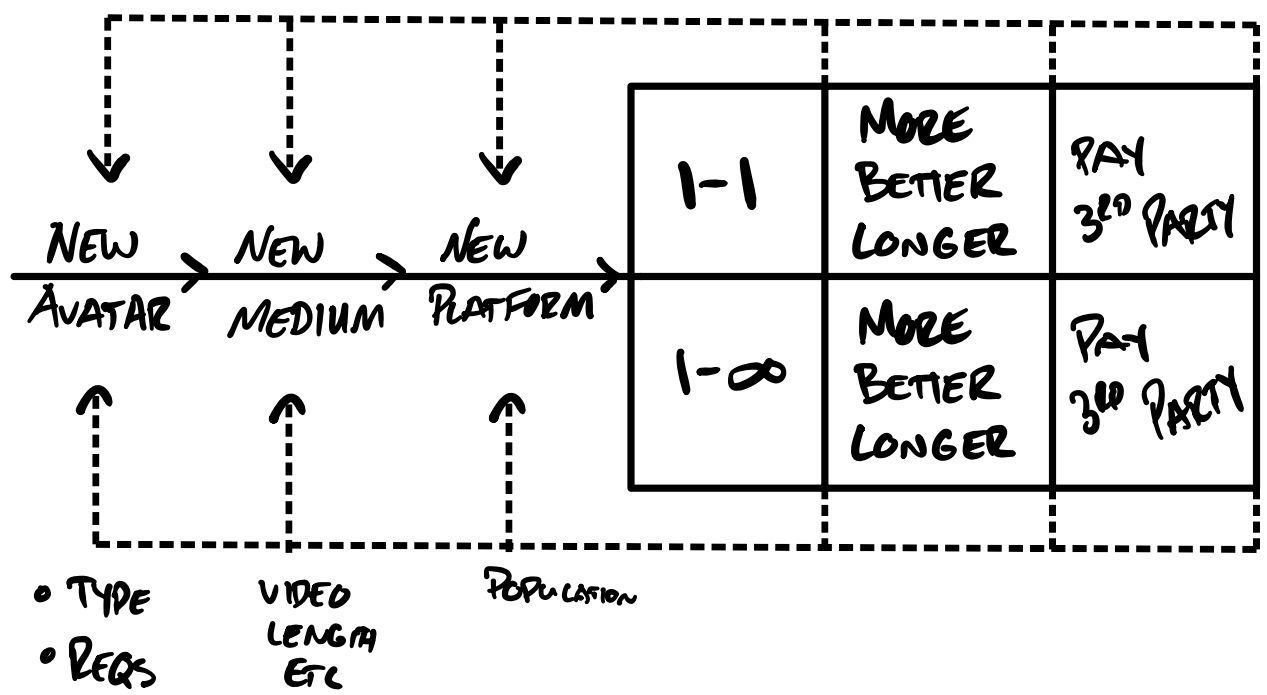
BASELINE :
 RULE OF 100
 "ENOUGH"

→ Y/N

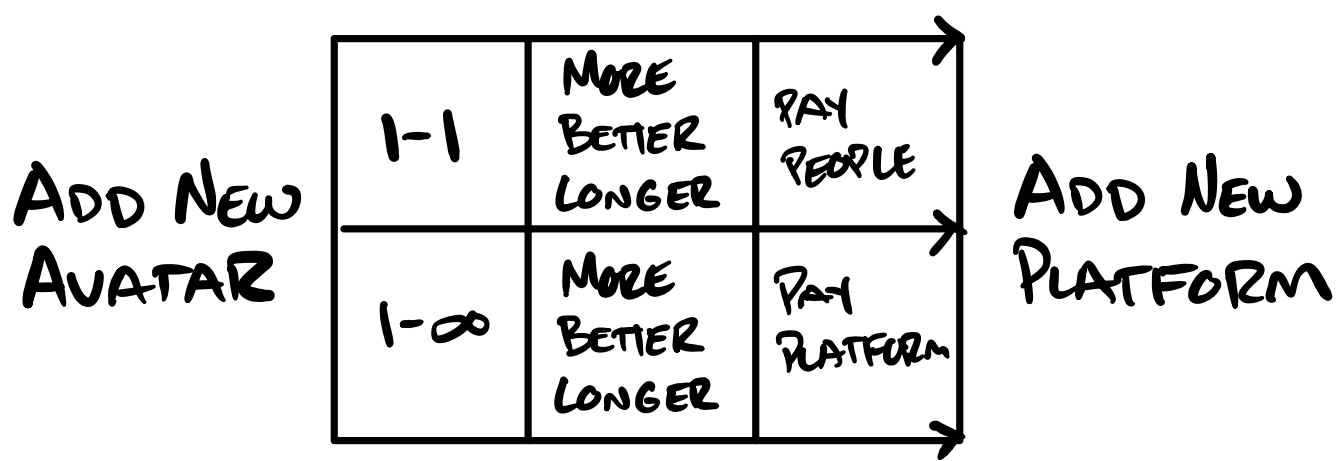
MAXIMIZE:
 ALL FREE
 TIME, REMOVE
 NON-PROMO

→ EXCLUSIVE
 FOCUS

↓
 LTV: CAL
 CFA



LOGICAL VISUALIZATION



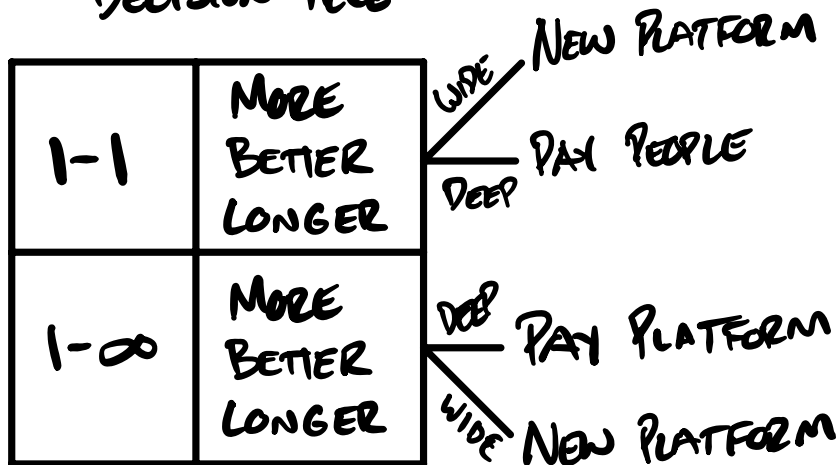
COST/OPS SCALING VISUALIZATION

ADD NEW AVATAR

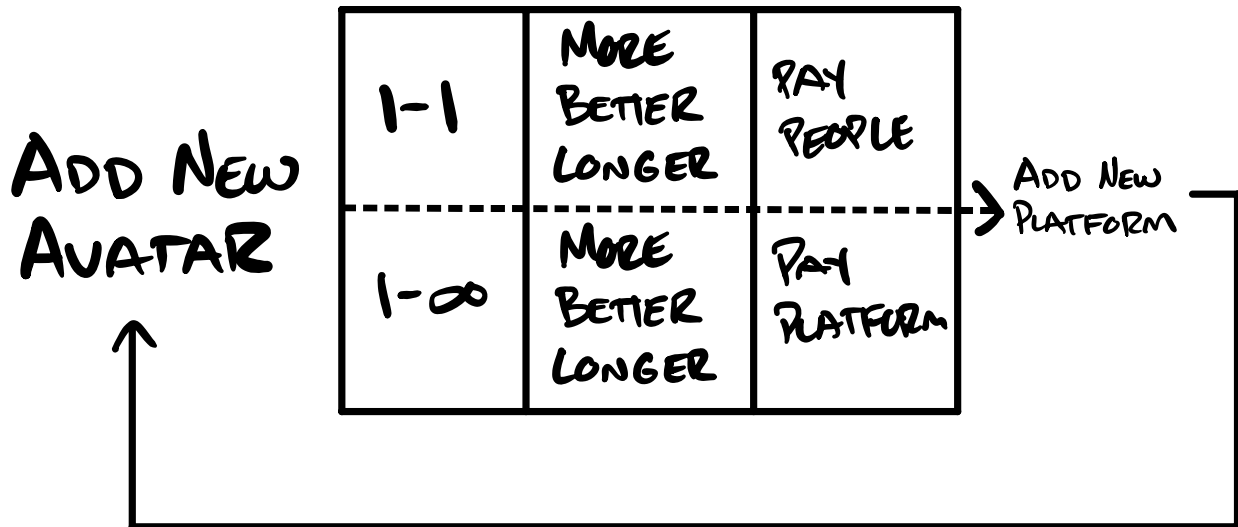
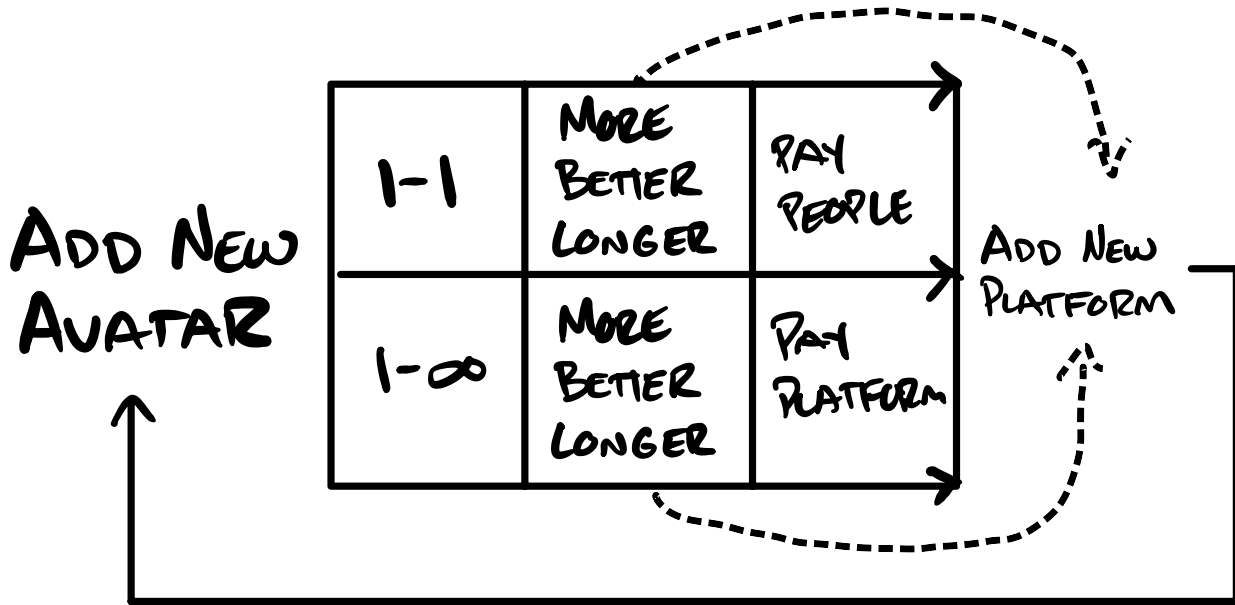
1-1	MORE BETTER LONGER	ADD PLATFORM	PAY PEOPLE
1-∞	MORE BETTER LONGER	ADD PLATFORM	PAY PLATFORM

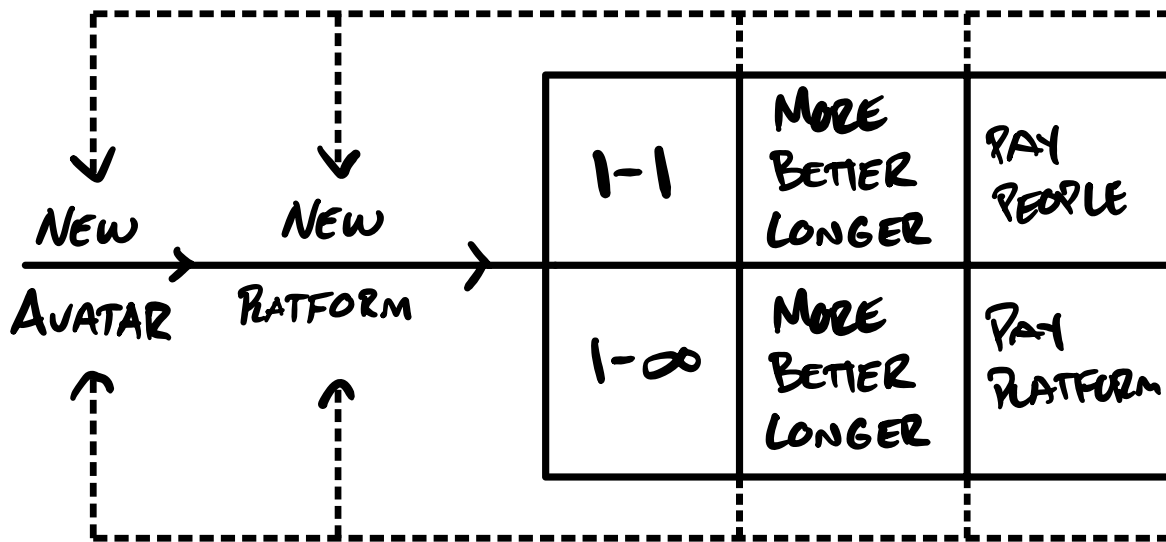
DECISION TREE

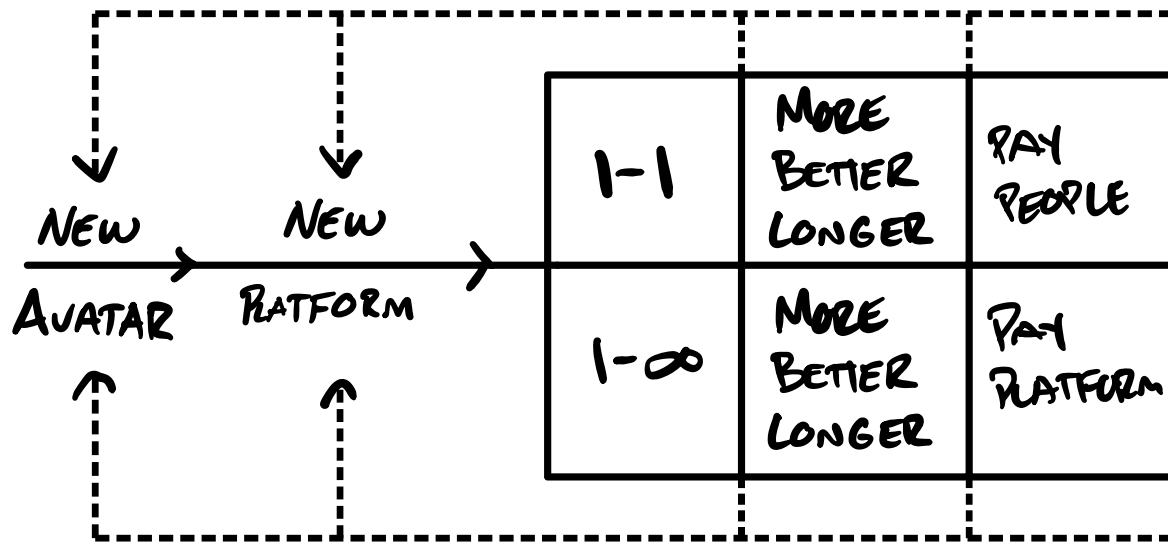
ADD NEW AVATAR

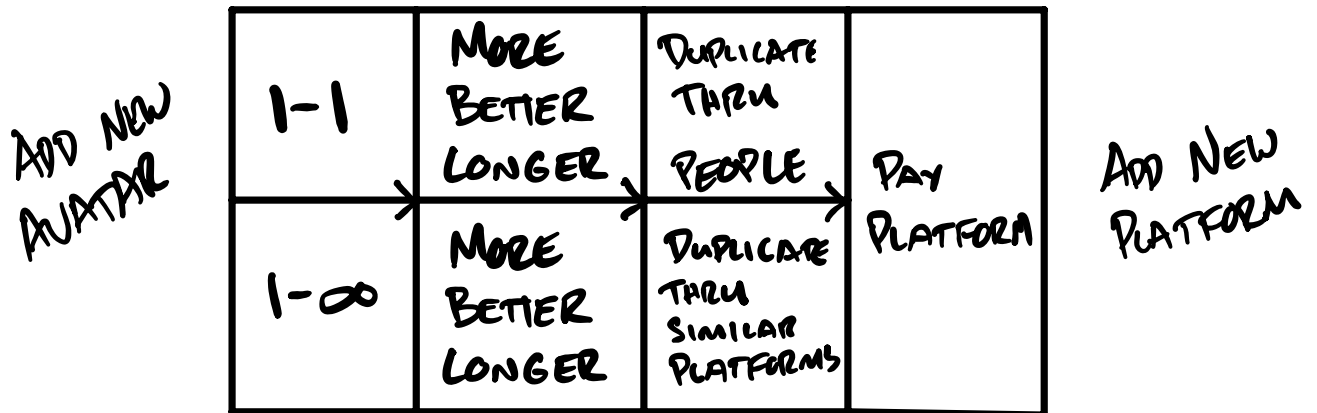
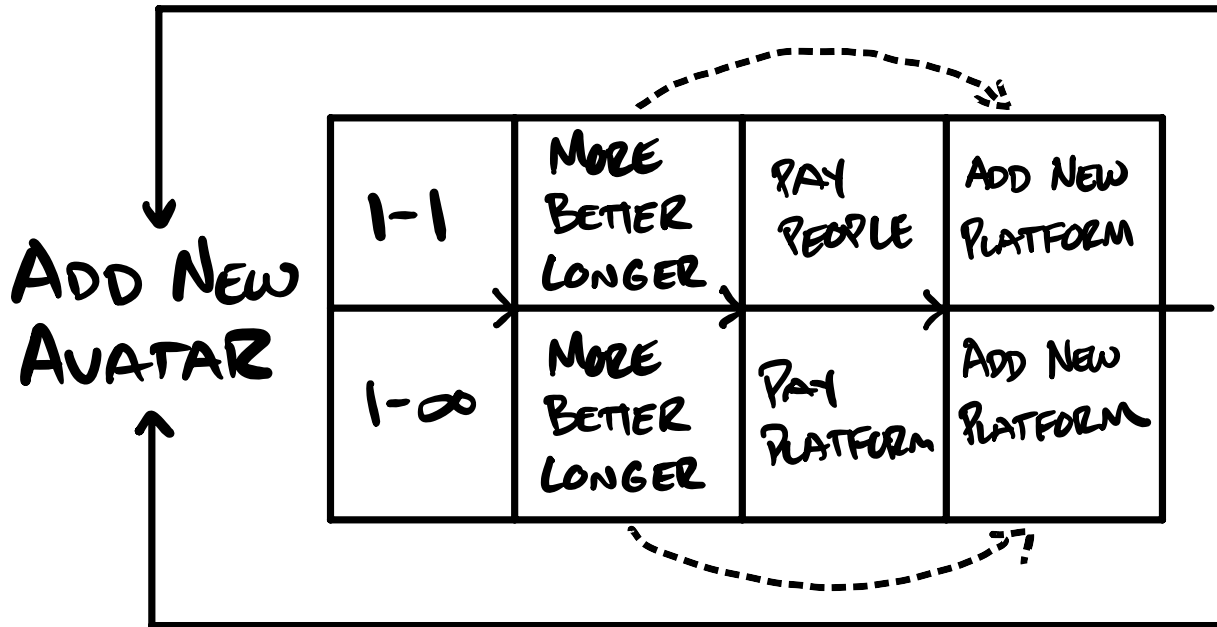


LOGICAL VISUALIZATION

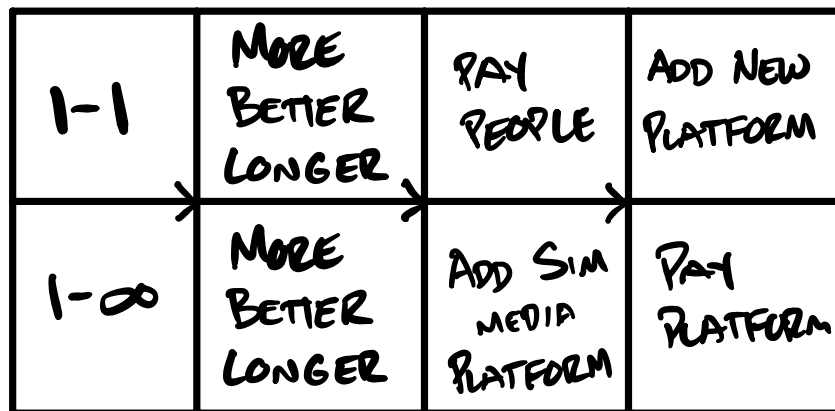








MOST UTILITY



POST → TRUST → LEAD

TRUST → LEAD

\$ → CLIENT ADS,

CLIENT → \$ REF, AFF

	\$	TIME
1-1	REFERRALS	CONVERSATIONS
1-M	ADS	POSTS

	OP\$	OPT
1-1		MANUAL OP
1-M	AFF	

POST

TRUST/VALUE

CTA

1-1

ADS : CTA TV 1-1

CTA : TV 1-1

1-1 : 1-1 TV CTA

1-1 : TV CTA

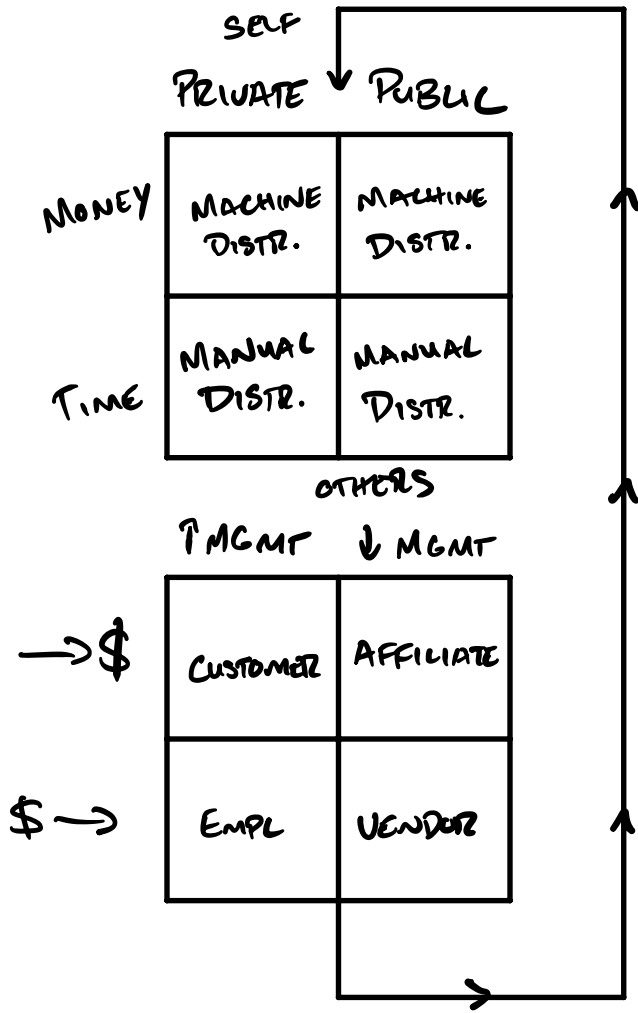
TV : CTA 1-1

1-1 You 1-∞

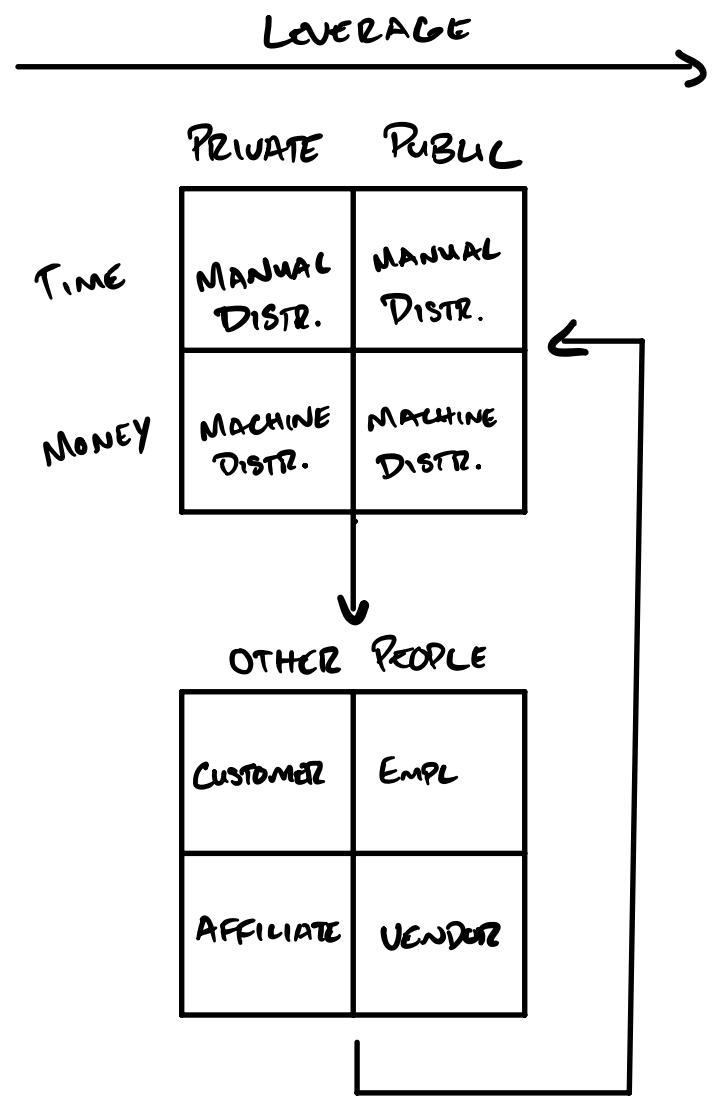
COLD	CONVERSE	BROADCAST
WARM	CONVERSE	BROADCAST

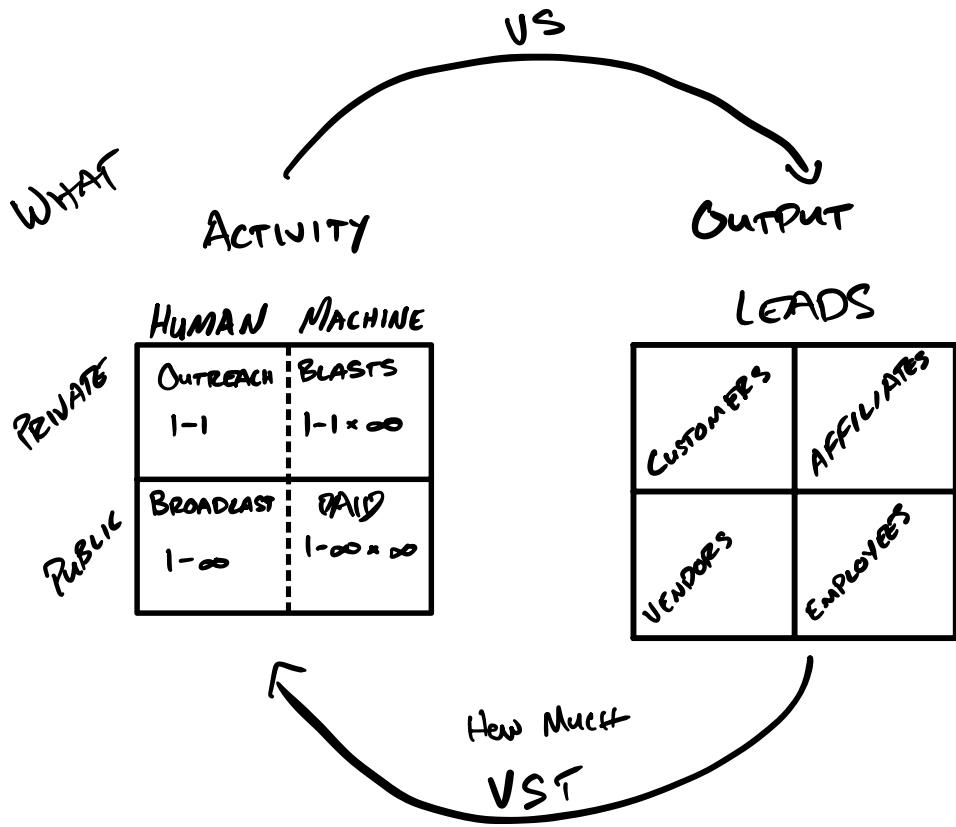
1-1 OTHERS 1-∞

COLD	MESSAGE	BROADCAST
WARM	MESSAGE	BROADCAST



ERSION 3





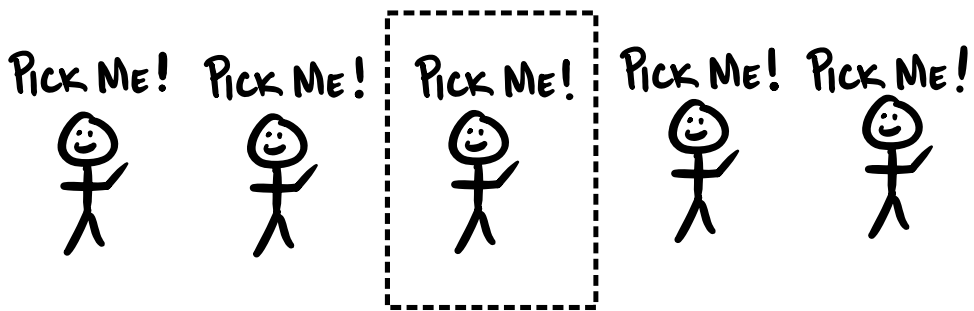
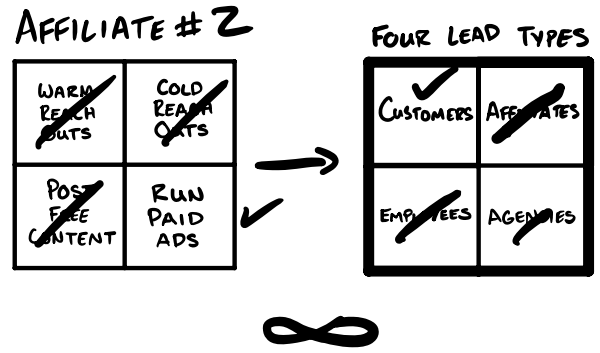
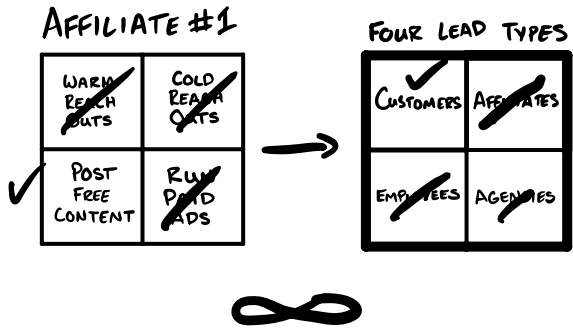
MAP?

MORE
BETTER
LONGER

MORE: FREQ, INTENSITY, VOLUME, VARIETY

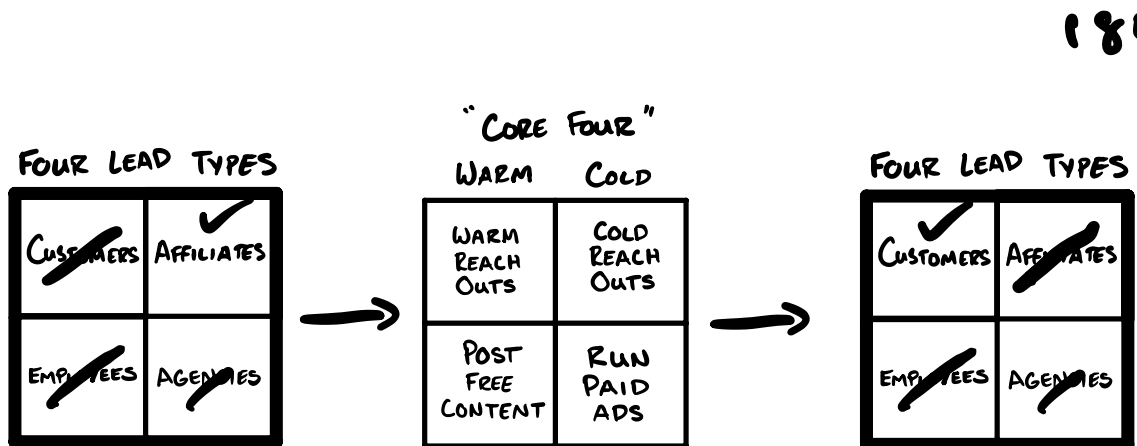
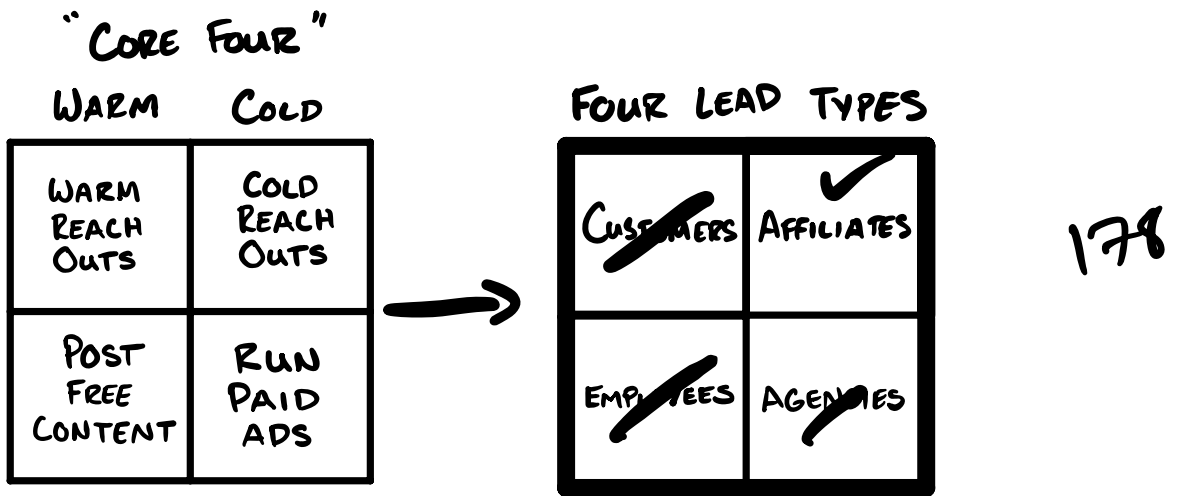
TYPES, PLACES, FREQ
MED Plat/ #
 Aud

- ① MORE REACH (UNIQUES)
- ② MORE OF SAME (FREQ)
- ③ DIFFERENT MEDIA TO SAME
- ④ SAME TO NEW AUDIENCE
- ⑤ SAME ON NEW PLATFORM



197

201



#1 YOU TELL PEOPLE ABOUT YOUR STUFF

#2 OTHERS TELL PEOPLE ABOUT YOUR STUFF

LEAD GETTERS

CUSTOMERS	AFFILIATES
EMPLOYEES	AGENCIES



CORE FOUR

WARM REACH OUTS	COLD REACH OUTS
POST FREE CONTENT	RUN PAID ADS



LEAD GETTERS

CUSTOMERS	AFFILIATES
EMPLOYEES	AGENCIES

"CORE FOUR"

	PEOPLE WHO KNOW YOU	PEOPLE WHO DON'T
1 TO 1 (PRIVATE)	WARM REACH OUTS	COLD REACH OUTS
1 TO ∞ (PUBLIC)	POST FREE CONTENT	RUN PAID ADS

SMALL BUSINESS WAY

$$\begin{aligned} \text{ALLOWABLE COST TO ACQUIRE A CUSTOMER} &= \$400 \\ &\times \\ \text{DESIRED \# OF CUSTOMERS} &= 5 \\ \text{BUDGET} &= \$2000 \end{aligned}$$



BIG BUSINESS WAY

$$\begin{aligned} \text{ALLOWABLE COST TO ACQUIRE A CUSTOMER} &= \$1200 \\ &\times \\ \text{DESIRED \# OF CUSTOMERS} &= 5 \\ \text{BUDGET} &= \$6000 \end{aligned}$$

DIVIDE BUDGET OVER 30 DAYS...

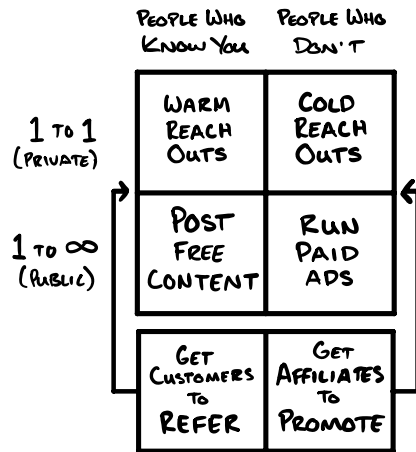
$$\begin{array}{l} \text{BUDGET} \quad \text{DAYS} \\ \$2000 / 30 = \$67 / \text{DAY} \end{array}$$

\$67... \$67... \$67...

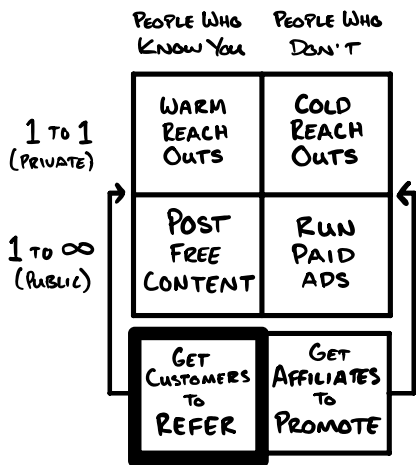
$$\begin{array}{l} \text{BUDGET} \quad \text{DAYS} \\ \$6000 / 30 = \$200 / \text{DAY} \end{array}$$

\$200... \$200... \$200...

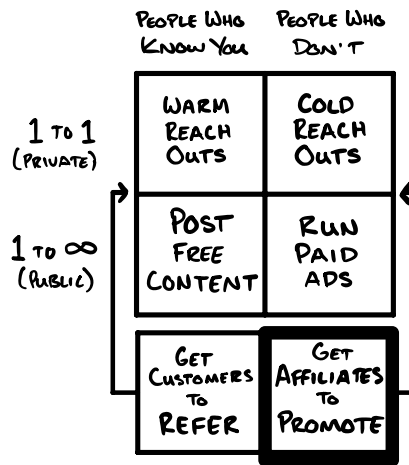
"CORE FOUR"



"CORE FOUR"



"CORE FOUR"



	WARM	COLD
OUTBOUND	OWNED AUDIENCE	COLD OUTBOUND
INBOUND	CONTENT	ADS
	REFERRALS	AFFILIATES

"CORE FOUR"

	WARM	COLD
OUTBOUND	LIST ACTIVATION	COLD OUTBOUND
INBOUND	CONTENT CREATION	PAID ADS
	REFERRALS	AFFILIATES

"CORE FOUR"

	WARM	COLD
OUTBOUND	WARM OUTBOUND	COLD OUTBOUND
INBOUND	WARM INBOUND	COLD INBOUND

"CORE FOUR"

	WARM	COLD
OUTBOUND	LIST ACTIVATION	COLD OUTBOUND
INBOUND	CONTENT CREATION	PAID ADS



"CORE FOUR"

WARM COLD

WARM REACH OUTS	COLD REACH OUTS
POST FREE CONTENT	RUN PAID ADS



FOUR LEAD TYPES

CUSTOMERS	AFFILIATES
EMPLOYEES	AGENCIES



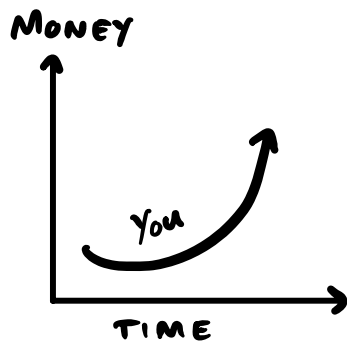
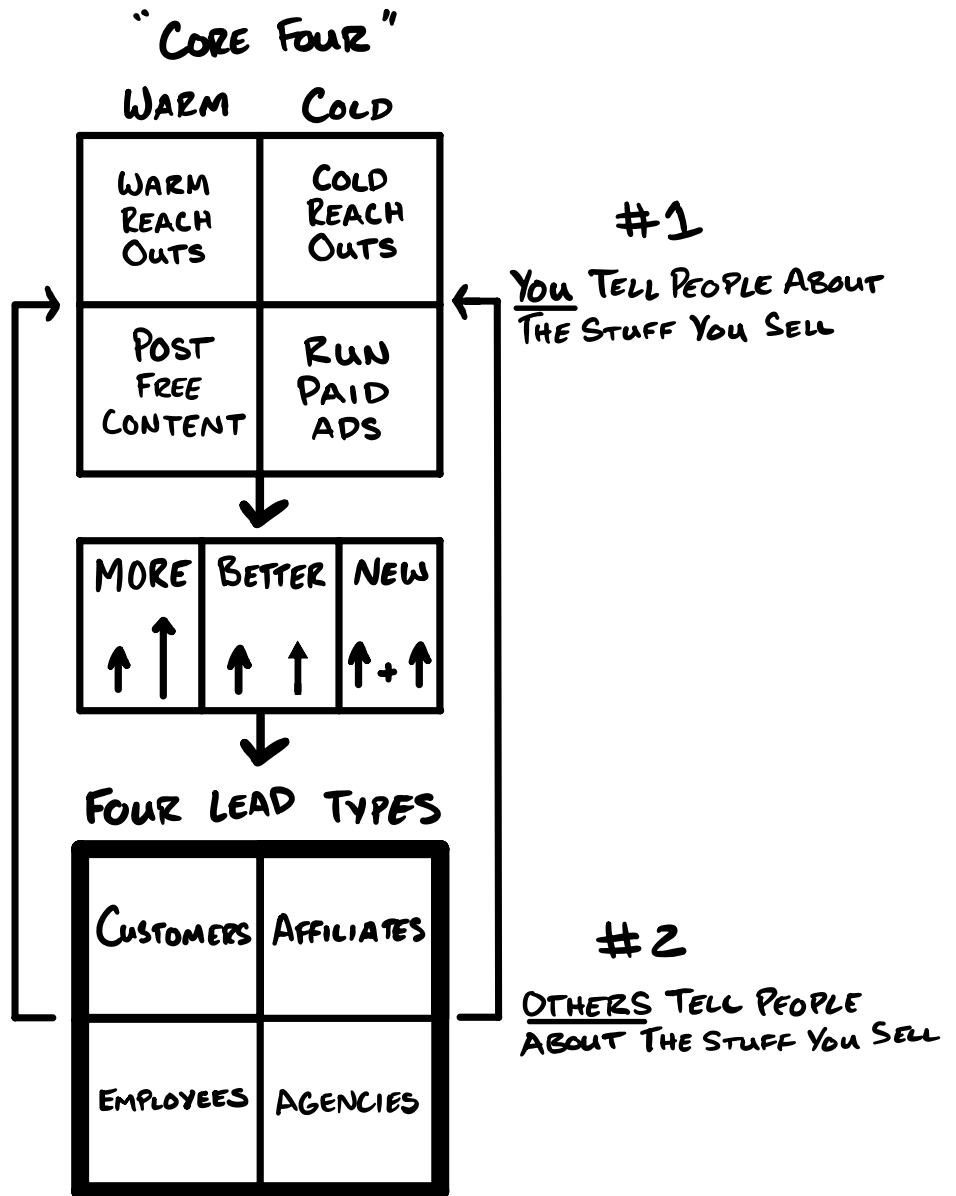
WARM REACH OUTS	COLD REACH OUTS
POST FREE CONTENT	RUN PAID ADS

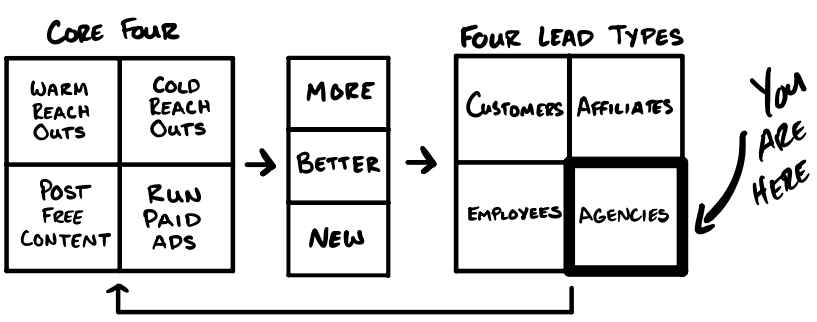
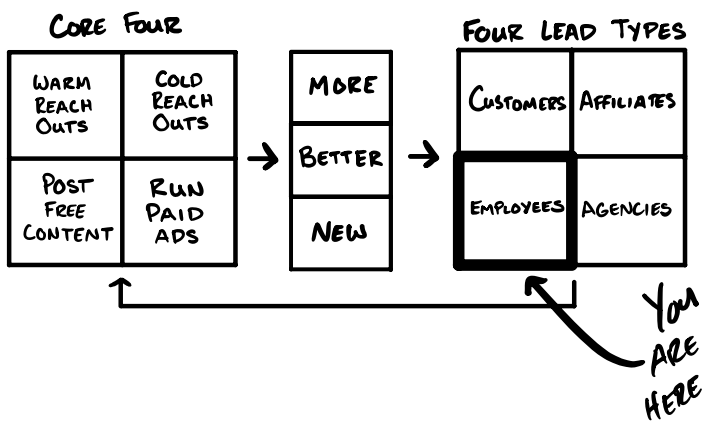
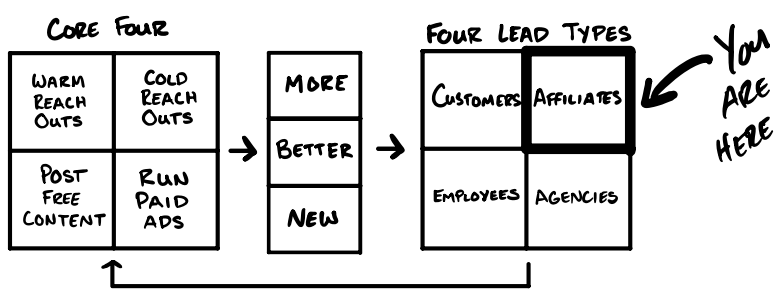
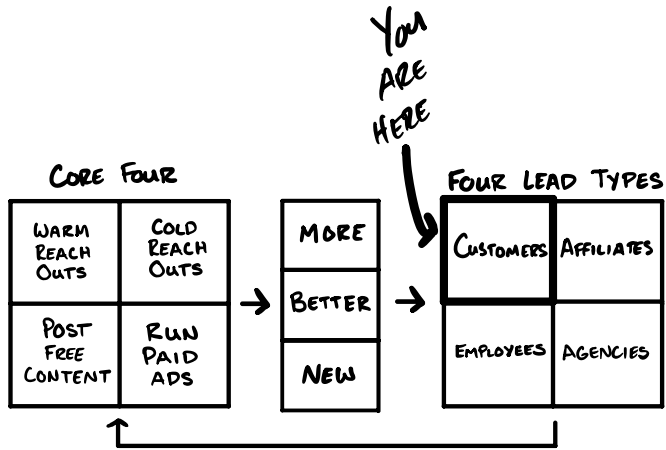


FOUR LEAD TYPES

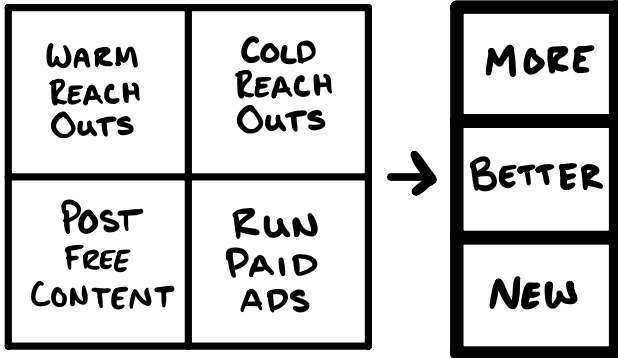
CUSTOMERS	AFFILIATES
EMPLOYEES	AGENCIES







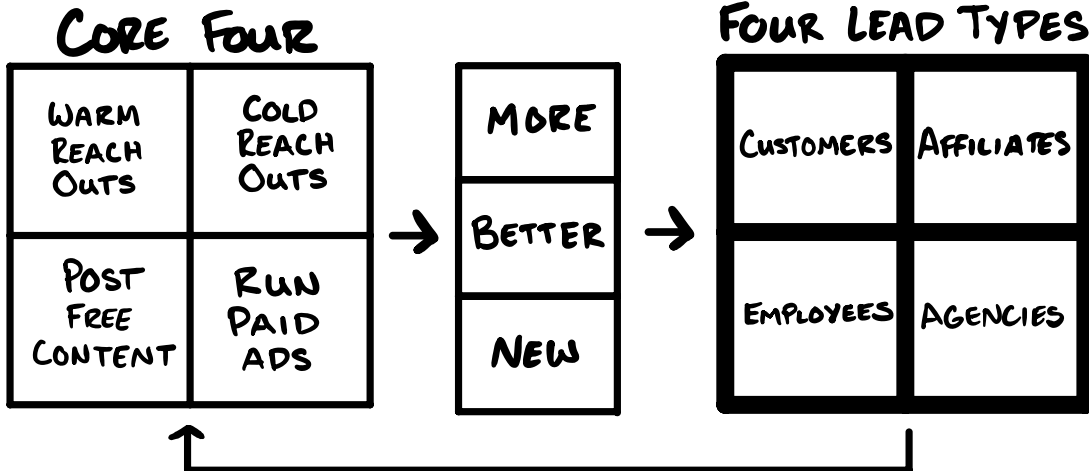
CORE FOUR



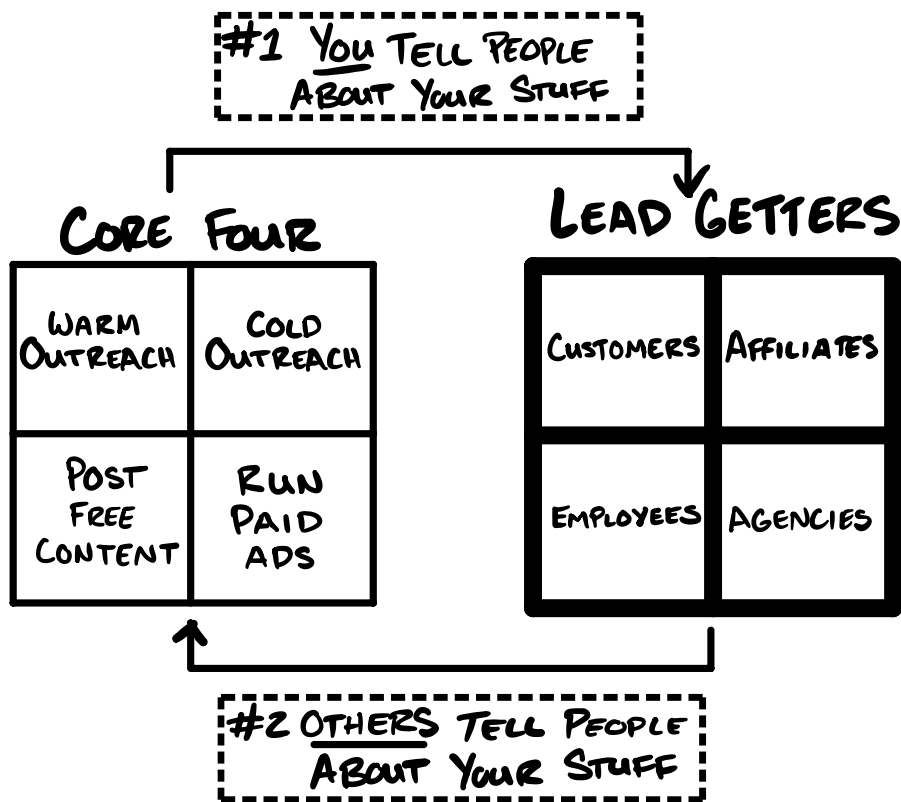
THE ADVERTISING CYCLE

#1 YOU TELL PEOPLE ABOUT YOUR STUFF

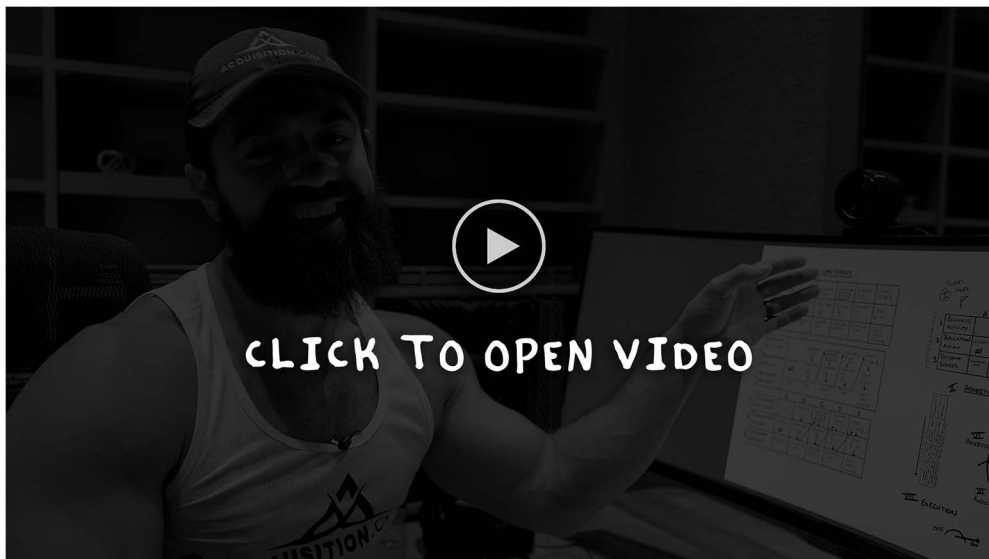
#2 OTHERS TELL PEOPLE ABOUT YOUR STUFF

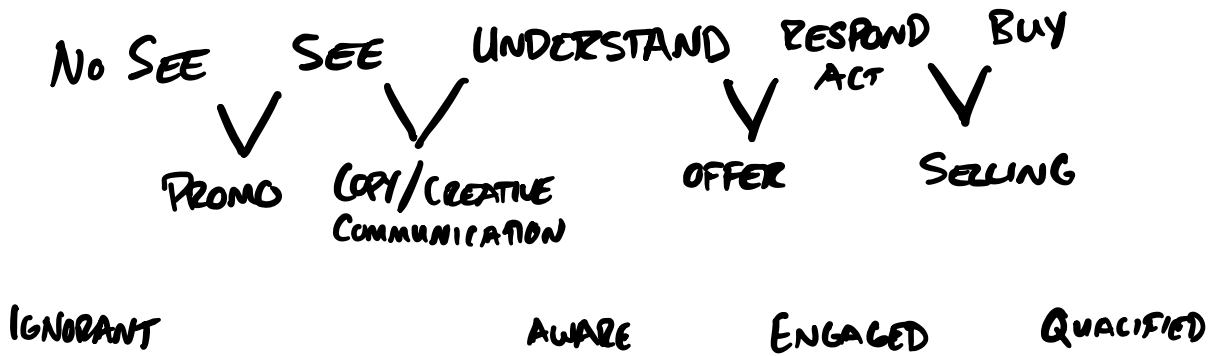


FINAL:



FIGURING OUT "LEAD STAGES"





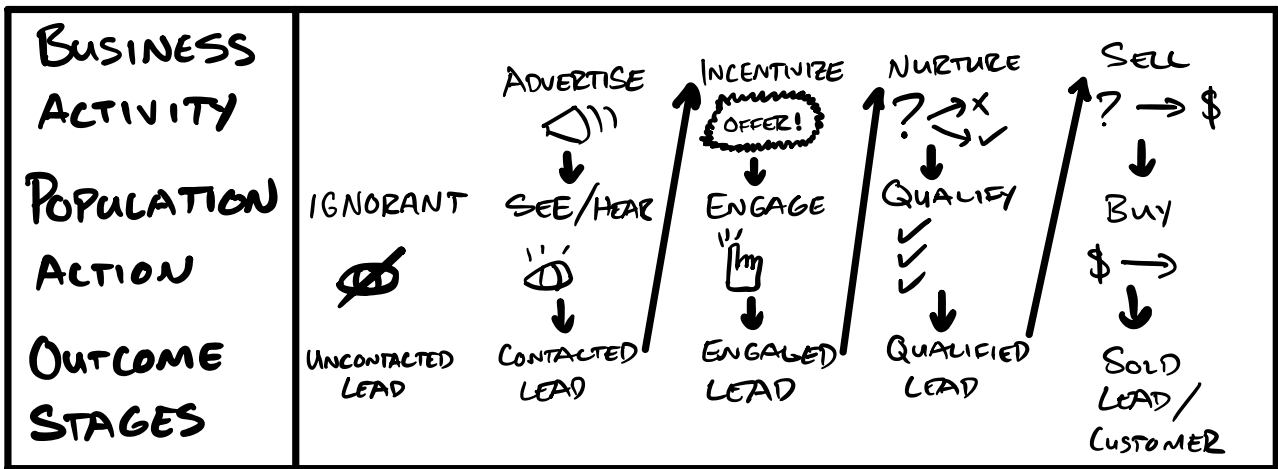
PROSPECT	No SEE	SEE	UNDERSTAND	RESPOND ACT	BUY
ACTIONS	PROMOTE	COPY/CREATIVE COMMUNICATE	OFFER	SELL	
STATUS	IGNORANT	AWARE	ENGAGED	QUALIFIED	CUSTOMER

- MY 1-1
MY 1-∞
OFFER
PLATFORM
-
- ① MORE OF CURRENT
 - ② NEW PLATFORM
 - ③ OTHER PEOPLE'S AUD
- EXPAND AUDIENCE ↔
CHANGE AVATAR B2B2B

DIFFERENCE BETWEEN ADV. 3 POST

HORMOZI LEAD STAGES

BUSINESS ACTIVITY		ADVERTISE 	INCENTIVIZE 	NURTURE 	SELL
POPULATION ACTION	IGNORANT 	SEE/HEAR 	ENGAGE 	QUALIFY 	BUY
OUTCOME STAGES	UNCONTACTED LEAD	CONTACTED LEAD	ENGAGED LEAD	QUALIFIED LEAD	SOLD LEAD/ CUSTOMER



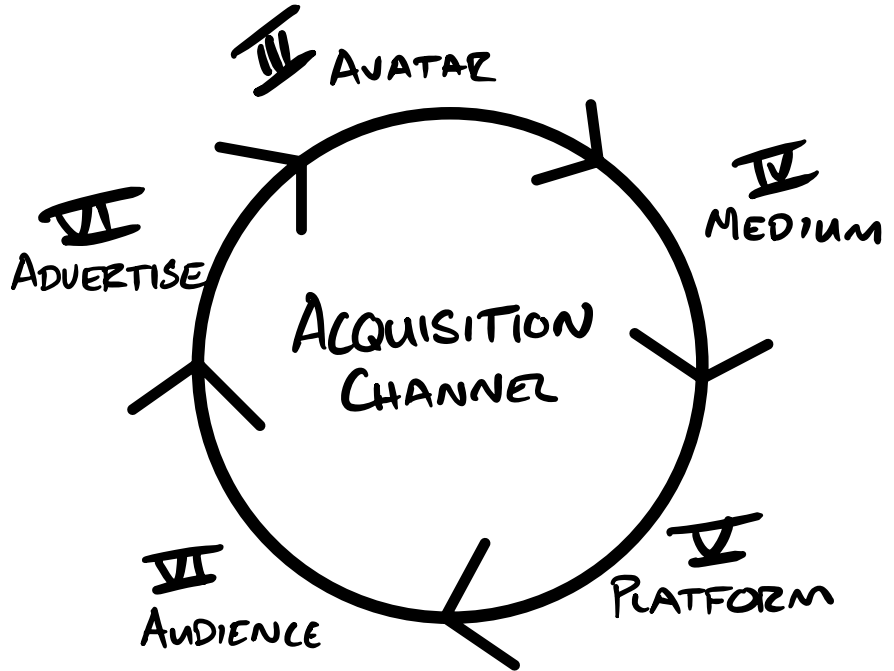
	A	B	C	D	E
1 BUSINESS ACTIVITY		ADVERTISE 	INCENTIVIZE 	NURTURE 	SELL
2 POPULATION ACTION	IGNORANT 	SEE/HEAR 	ENGAGE 	QUALIFY 	BUY
3 OUTCOME STAGES	UNCONTACTED LEAD	CONTACTED LEAD	ENGAGED LEAD	QUALIFIED LEAD	SOLD LEAD/ CUSTOMER

START HERE
 ① P

		A	B	C	D	E	
1	BUSINESS ACTIVITY		ADVERTISE 📢	INCENTIVIZE 🎁 OFFER!	NURTURE ? → X ✓	SELL ? → \$	CUSTOMERS
2	POPULATION ACTION	IGNORANT 🙄	SEE/HEAR 👁️	ENGAGE 👉	QUALIFY ✓✓✓	BUY \$ →	
3	OUTCOME STAGES	UNCONTACTED LEAD	CONTACTED LEAD	ENGAGED LEAD	QUALIFIED LEAD	SOLD LEAD / CUSTOMER	

II ADVERTISING CYCLE

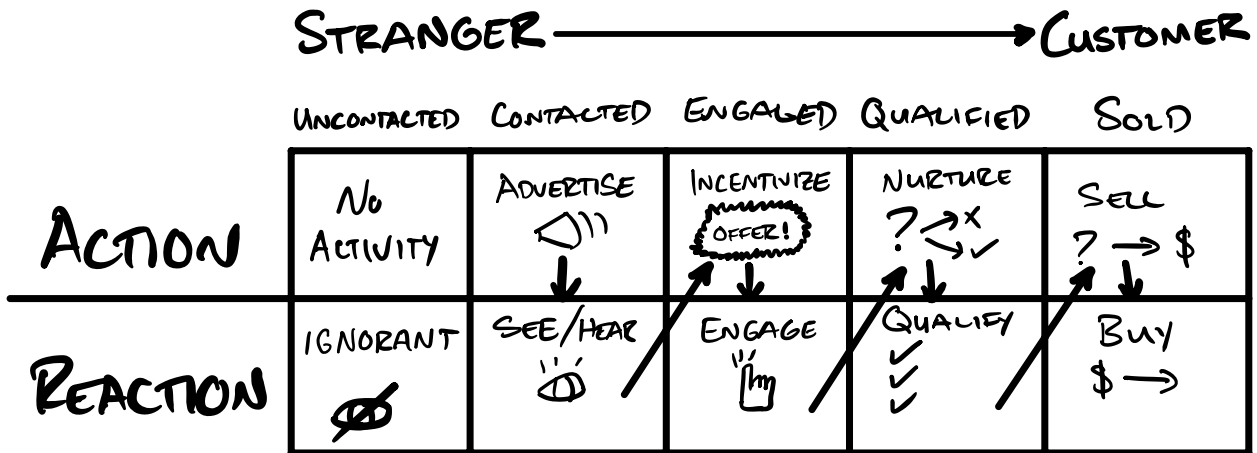
	1-00 REBATE	1-1 REWARD	YOU	EMPLOYEES	AFFILIATES	CUSTOMERS	MACHINES
LEVERAGE ↓	MORE	MORE	MESSAGE FOR YOU	MESSAGE FOR YOU	MESSAGE FOR YOU	MESSAGE FOR YOU	DEFENSE TIME/MISC
	POST FOR YOU	POST FOR YOU	POST FOR YOU	POST FOR YOU	POST FOR YOU	EXPAND REACH	



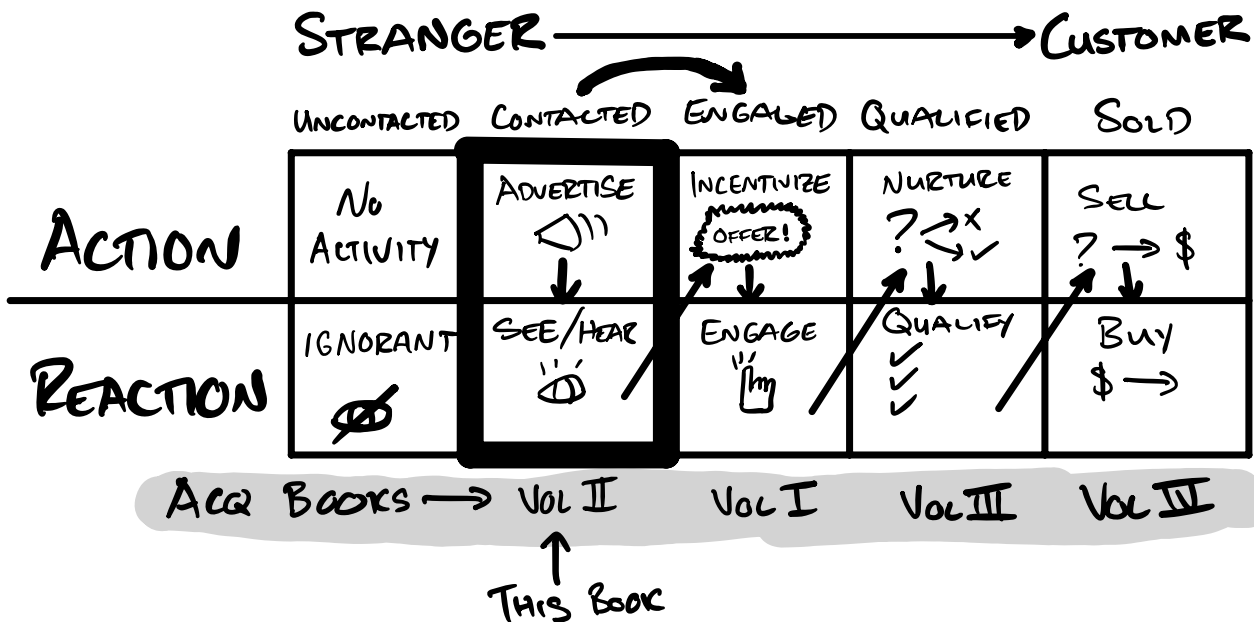
III EXECUTION



ACQUISITION CHANNEL: LEAD STAGES

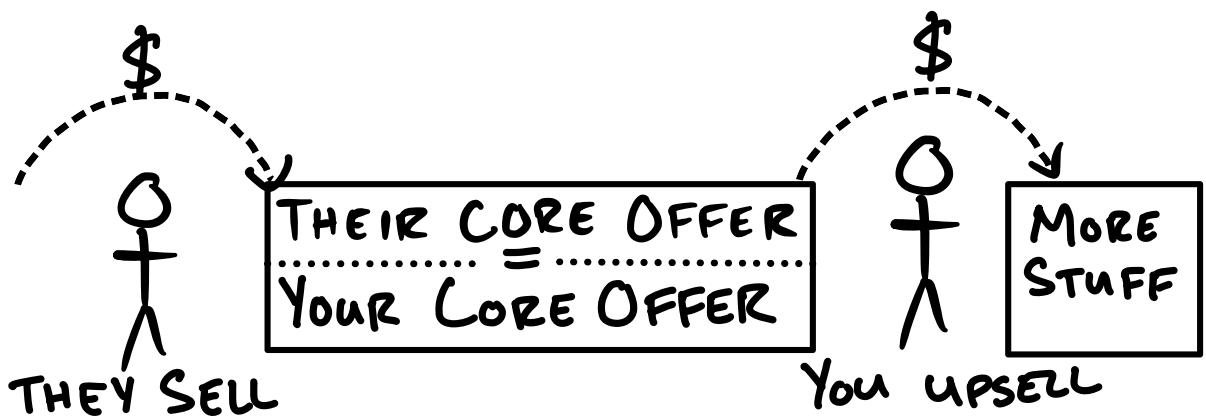
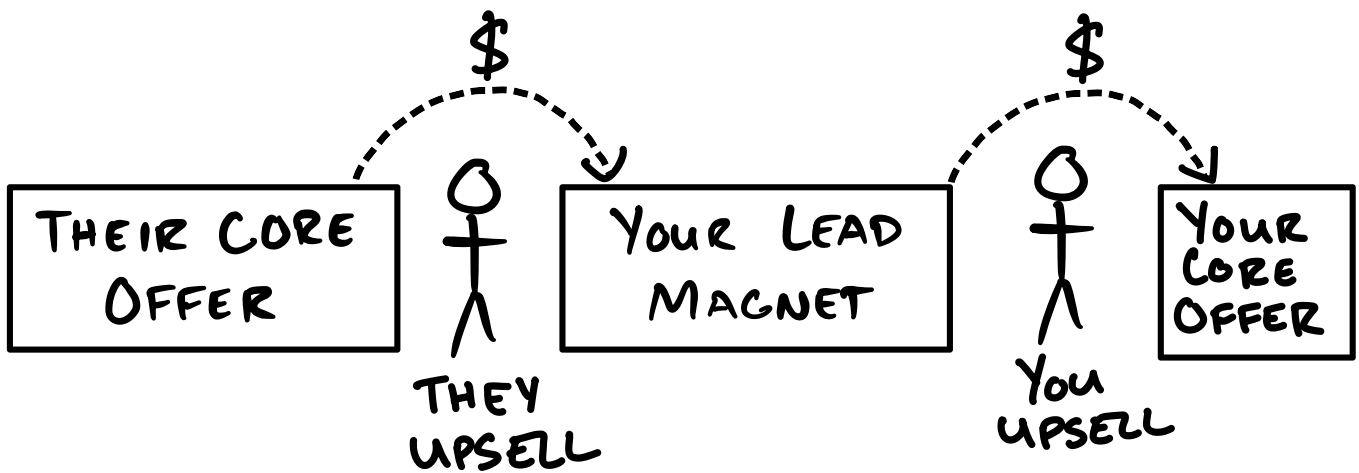
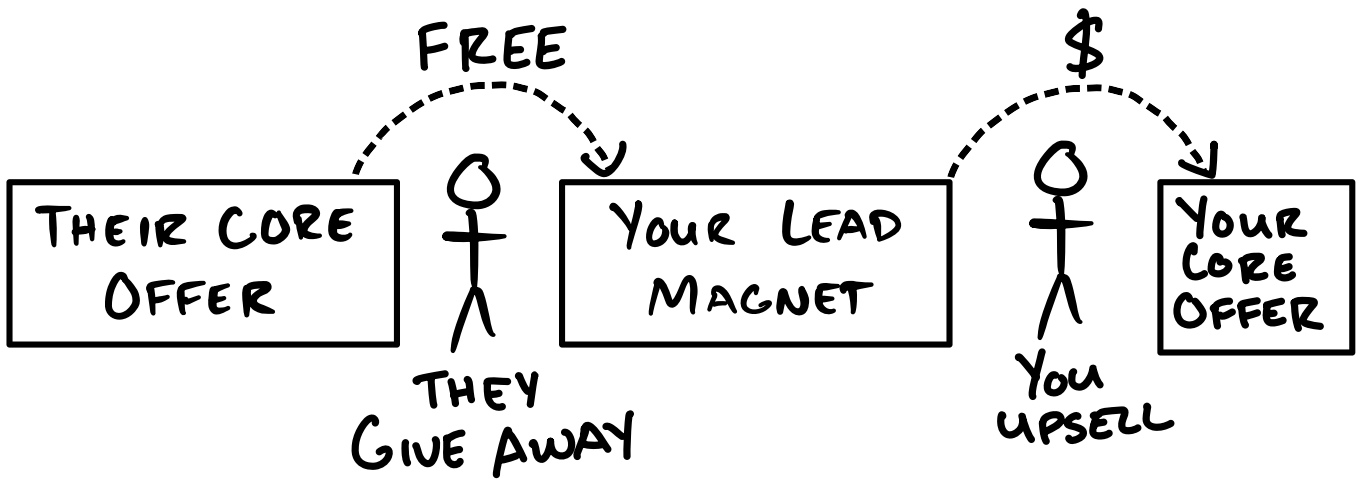


ACQUISITION CHANNEL: LEAD STAGES

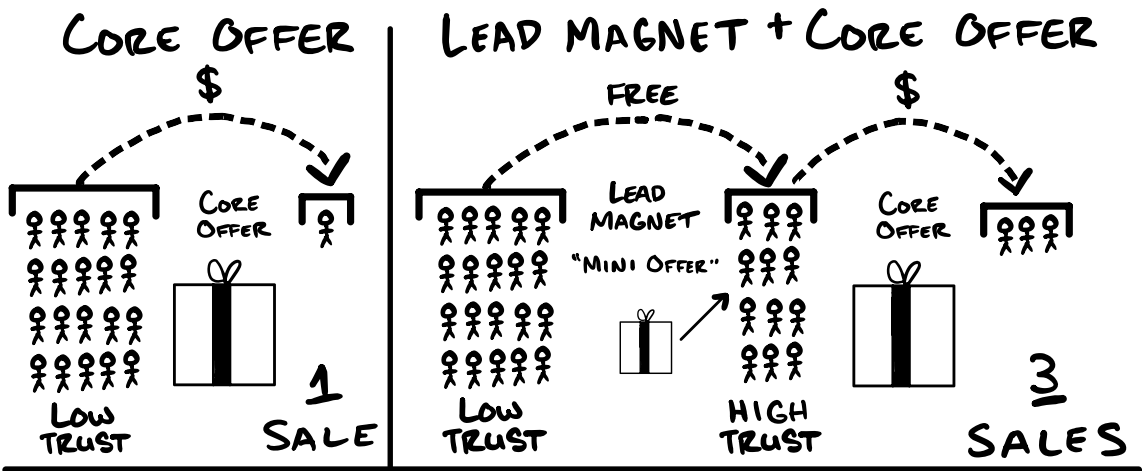


LEAD MAGNETS

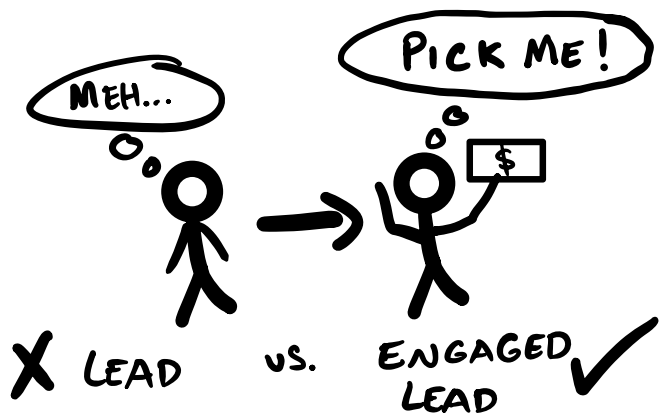




... AND YOU SPLIT THE MONEY. EITHER THE UPFRONT CASH, ALL-TIME CASH, OR ALL TIME FOR X PERIOD.

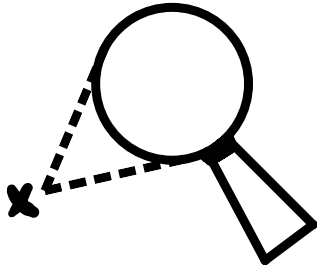


* THIS IS ONLY A VISUAL DEPICTION *
 PERCENTAGES VARY

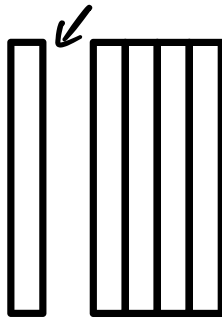


LEAD MAGNET TYPES

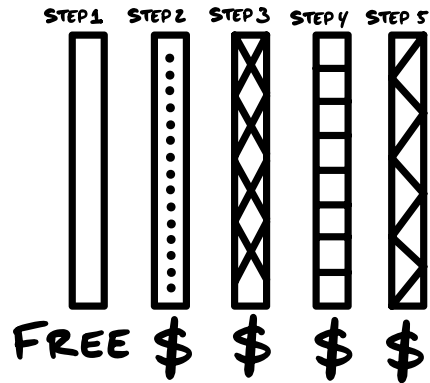
#1 REVEAL PROBLEM



#2 FREE TRIAL

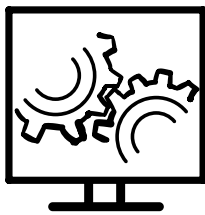


#3 FREE STEP 1 OF X

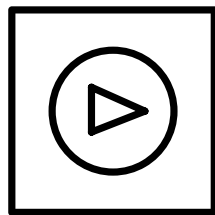


DELIVERY MECHANISMS

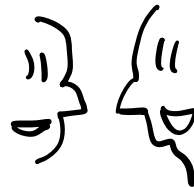
#1 SOFTWARE



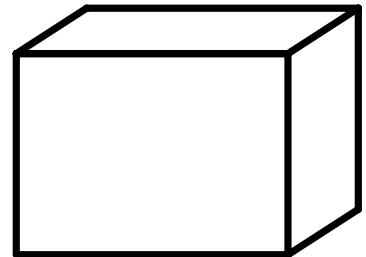
#2 INFORMATION

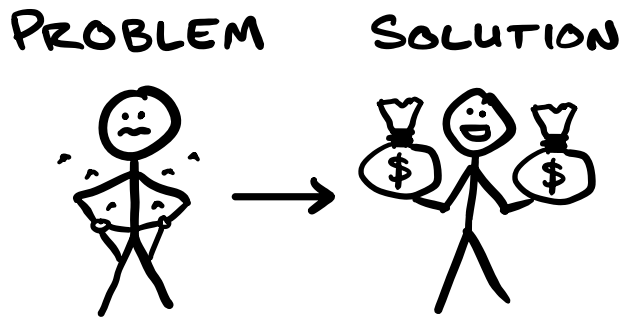
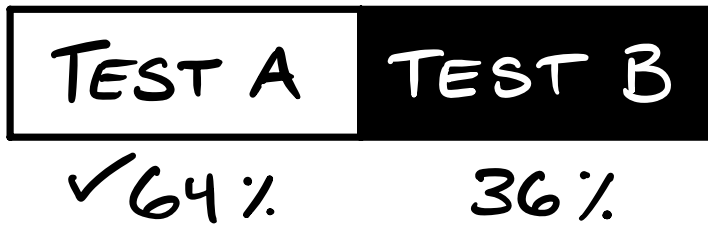
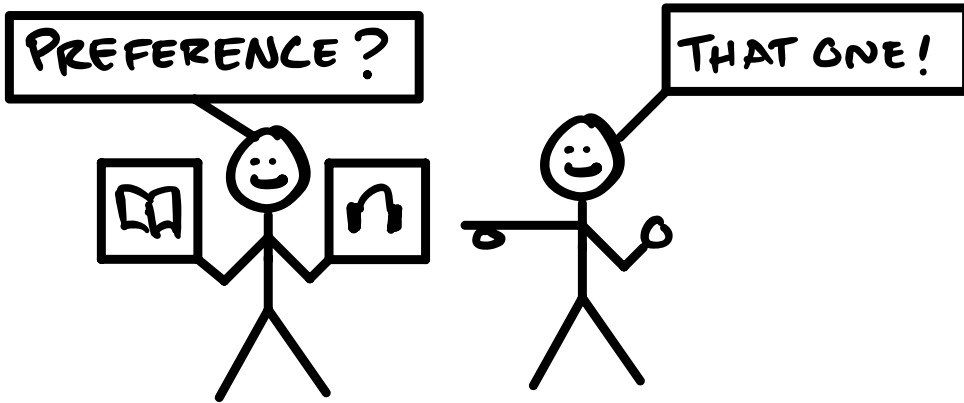


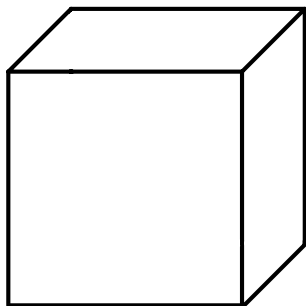
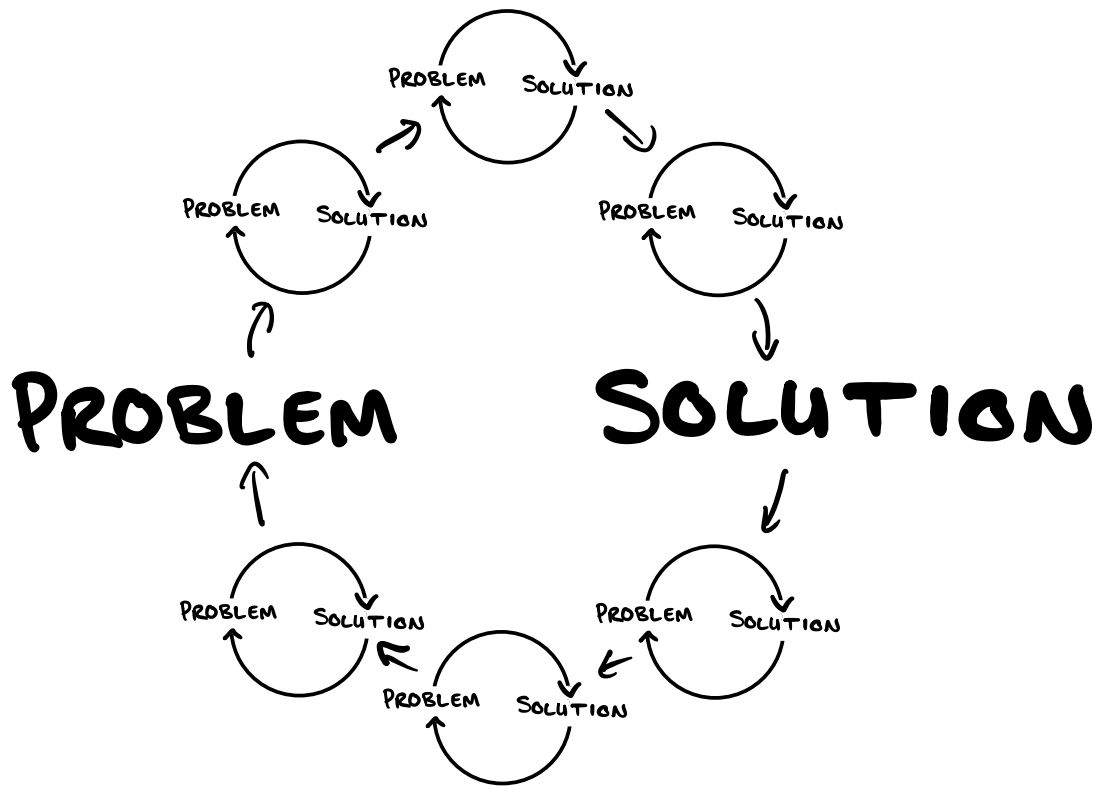
#3 SERVICES



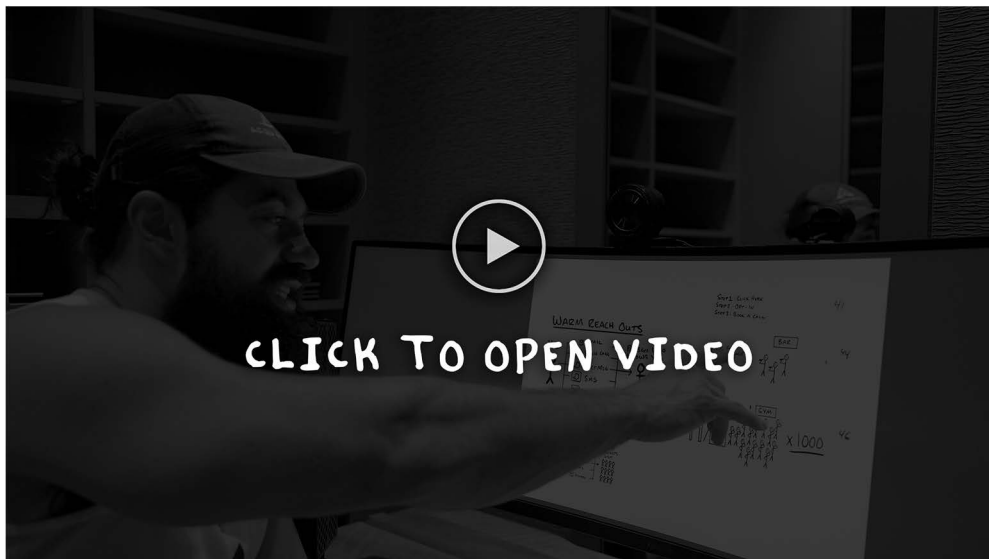
#4 PHYSICAL PRODUCTS



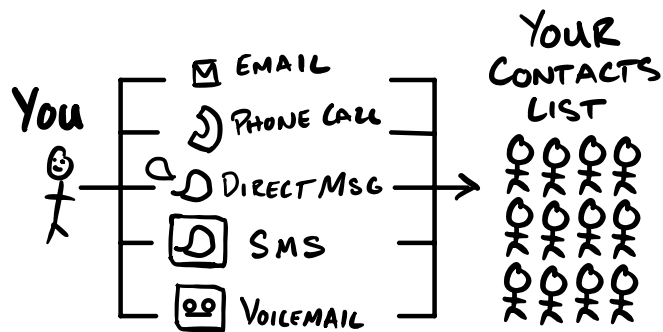
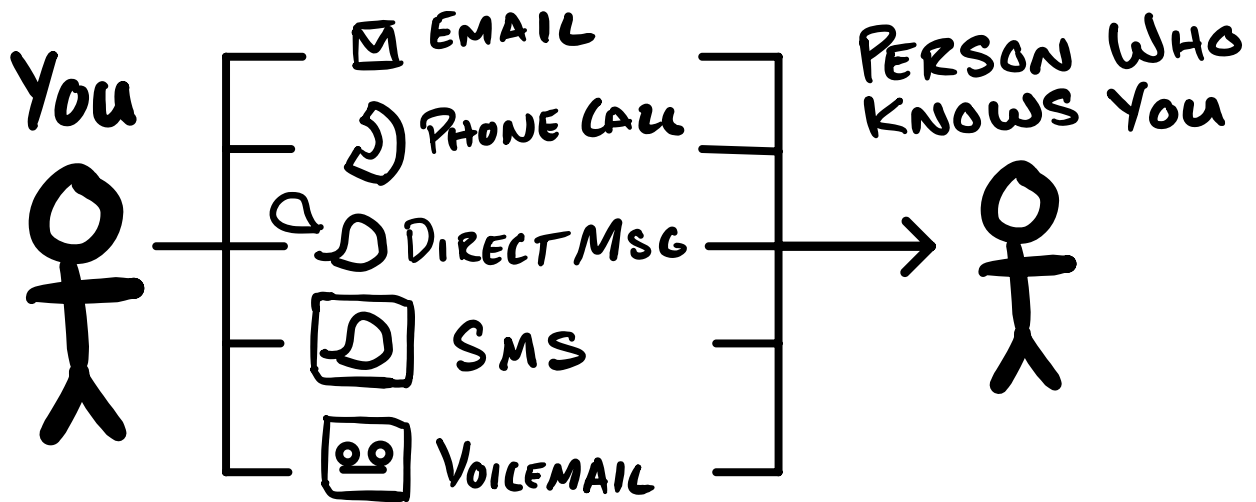




WARM REACH OUTS



WARM REACH OUTS



STEP 1: CLICK HERE
STEP 2: OPT-IN
STEP 3: BOOK A CALL

41

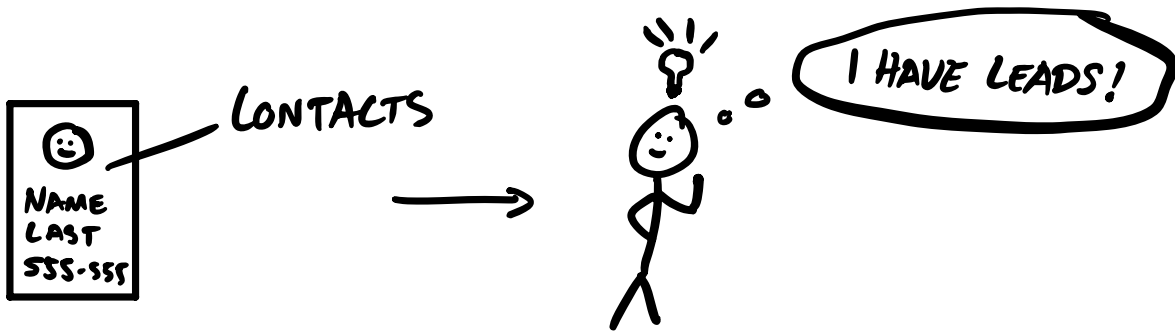


44



X 1000

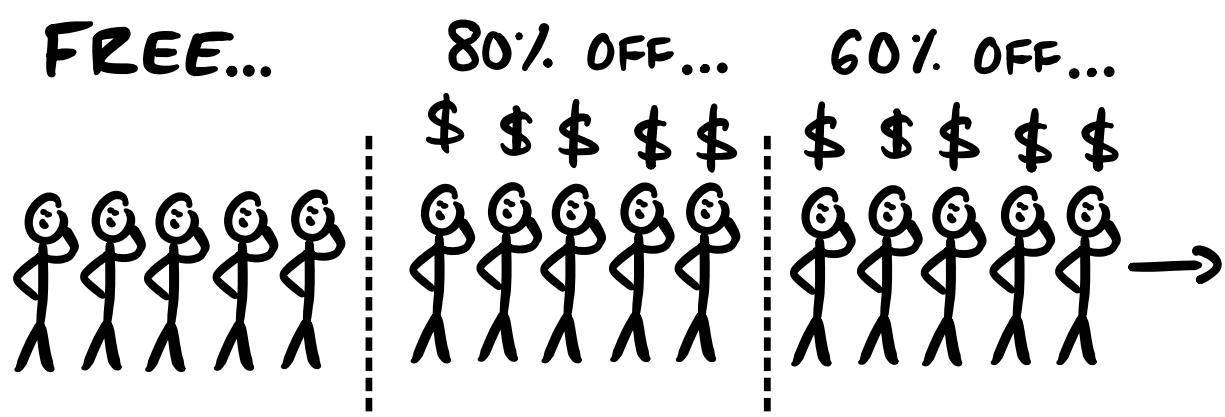
46

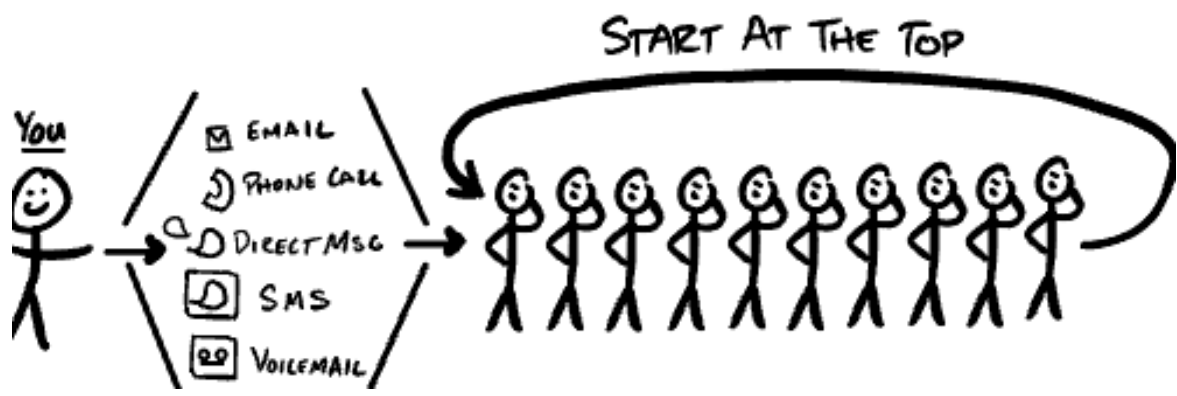


58



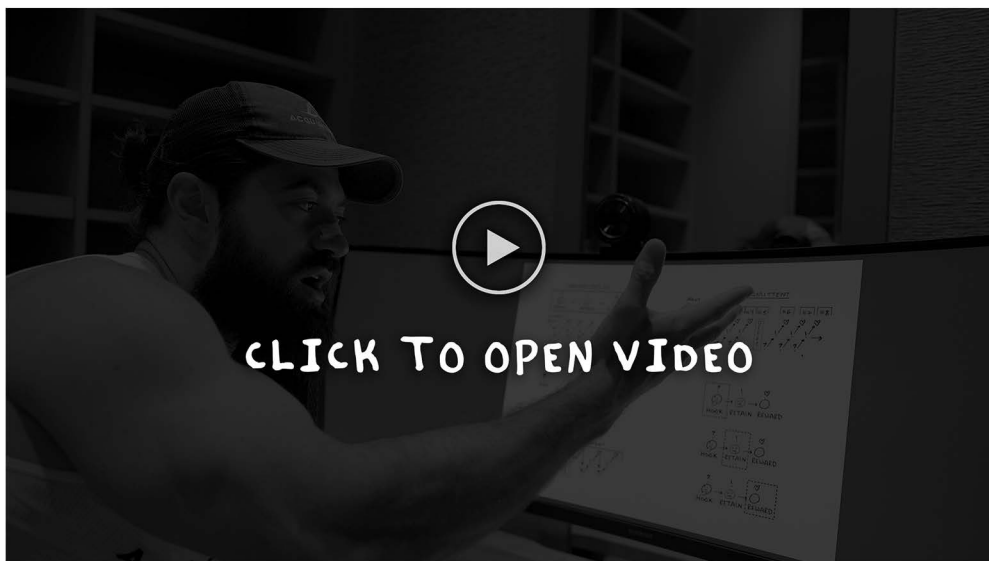
60



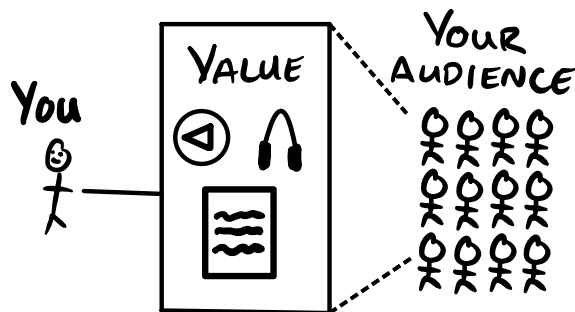
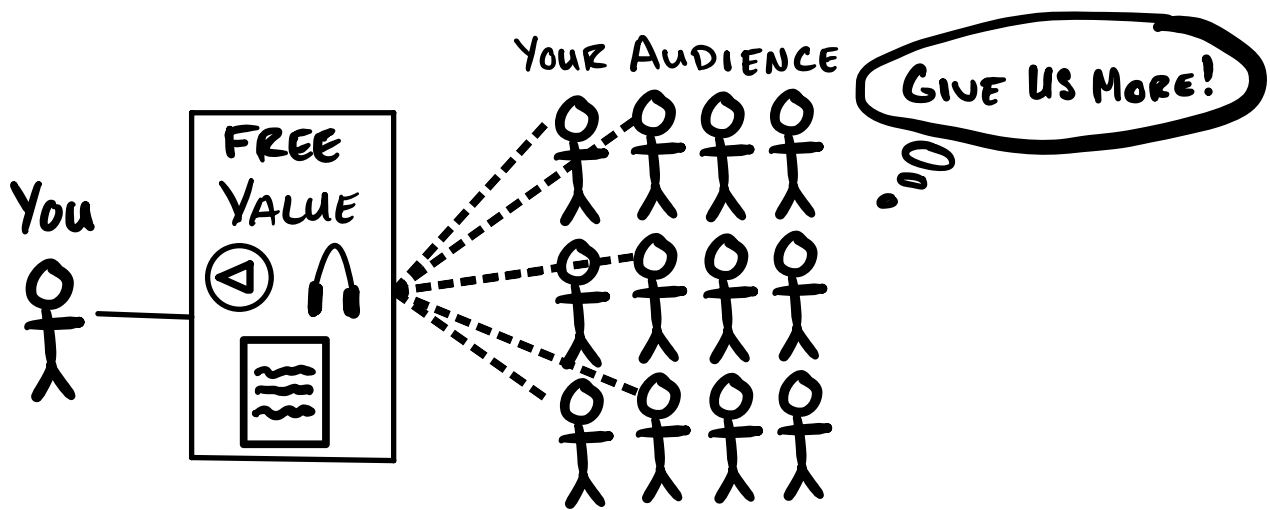


POST CONTENT

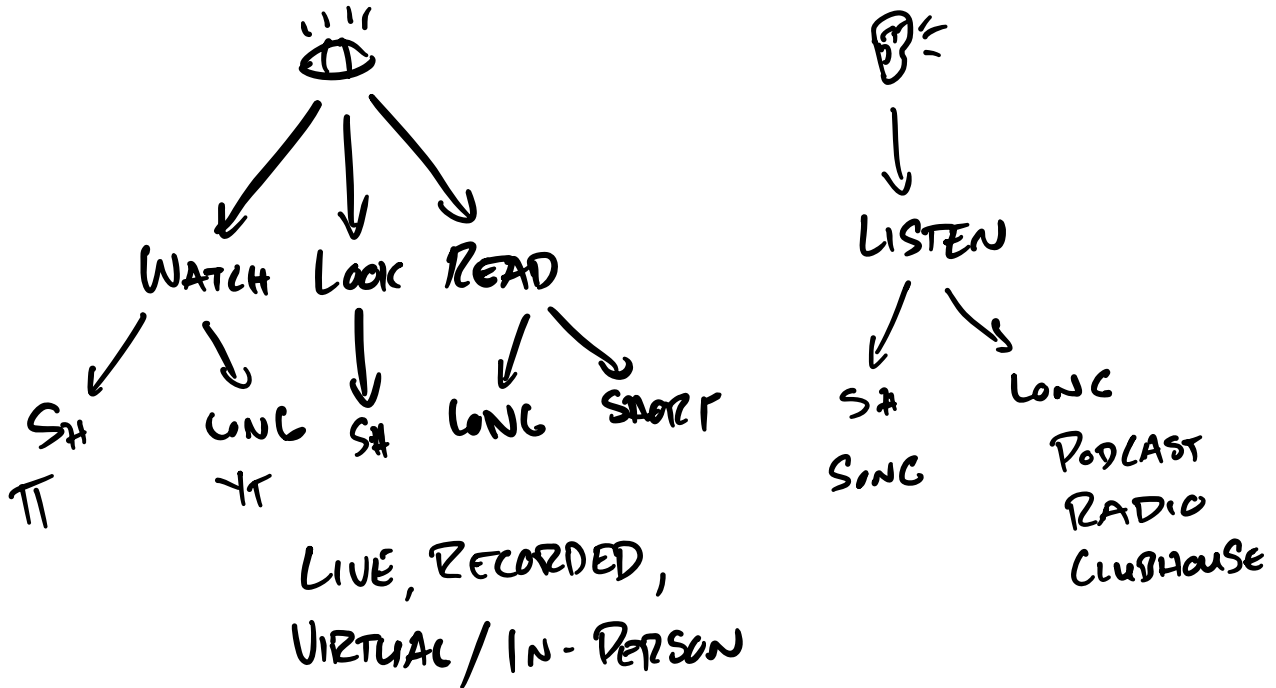
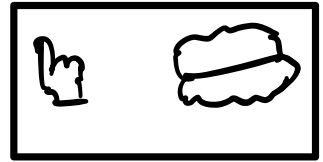
($\$$ FIGURING OUT
THE CONTENT
UNIT)



POST CONTENT

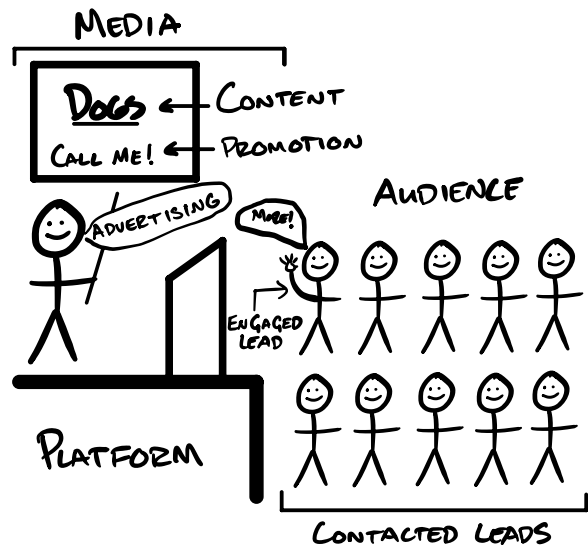
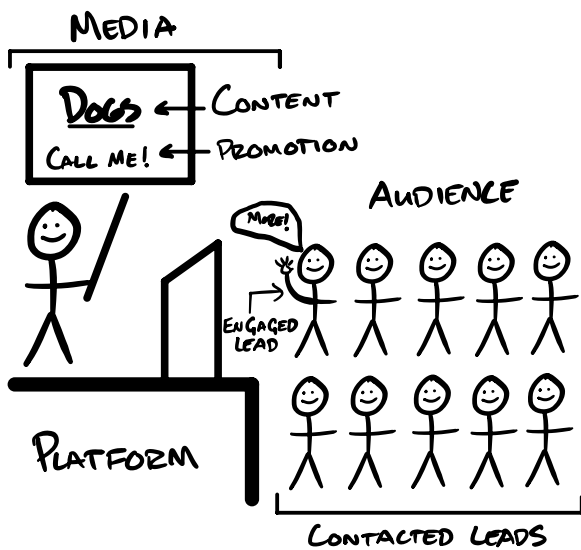
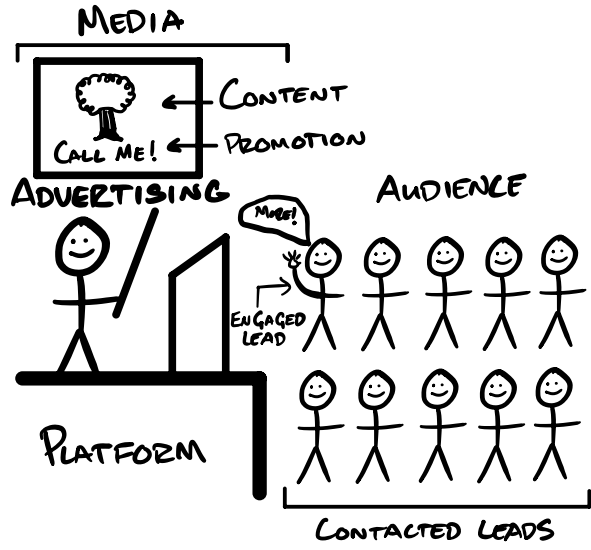
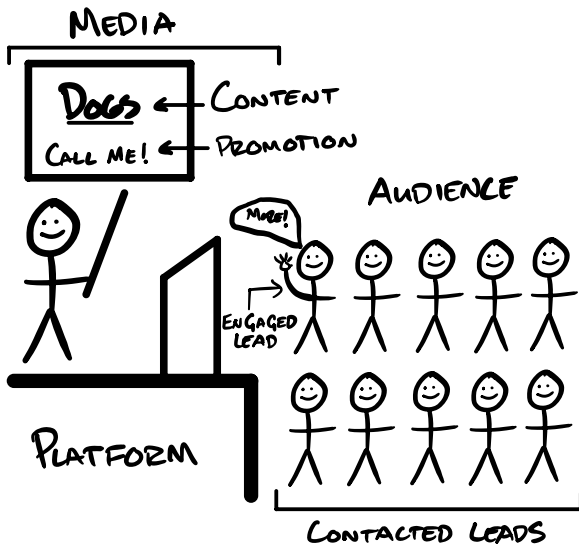
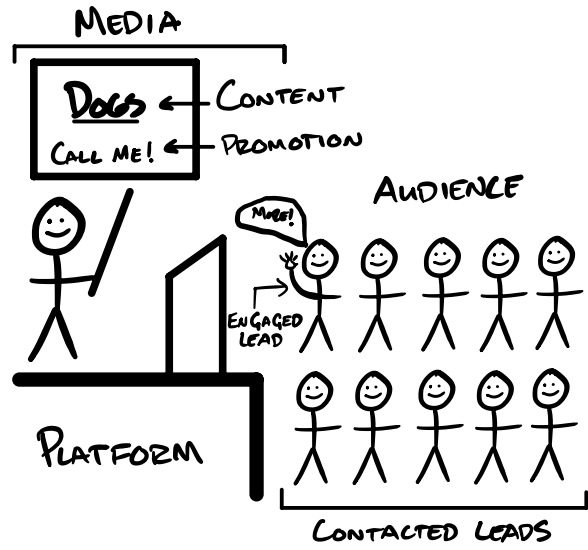
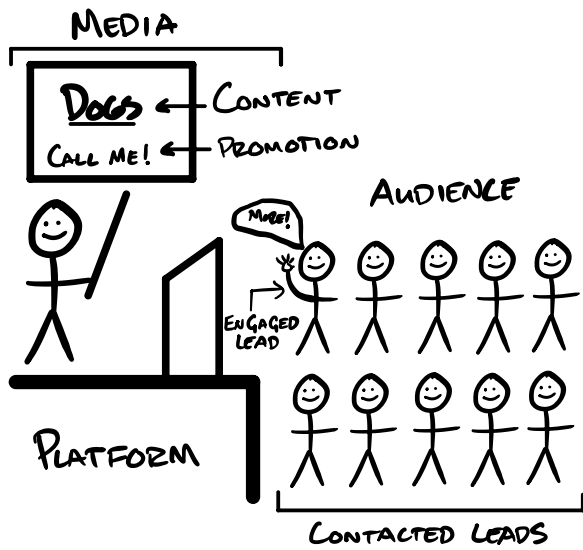


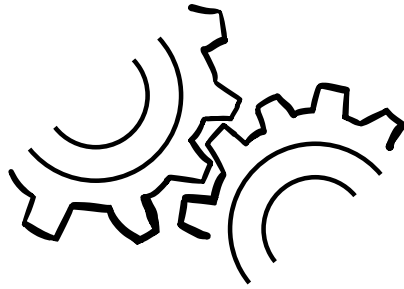
MEDIA



	SHORT	LONG
Eye WATCH		
LOOK		
READ		
Ear LISTEN		

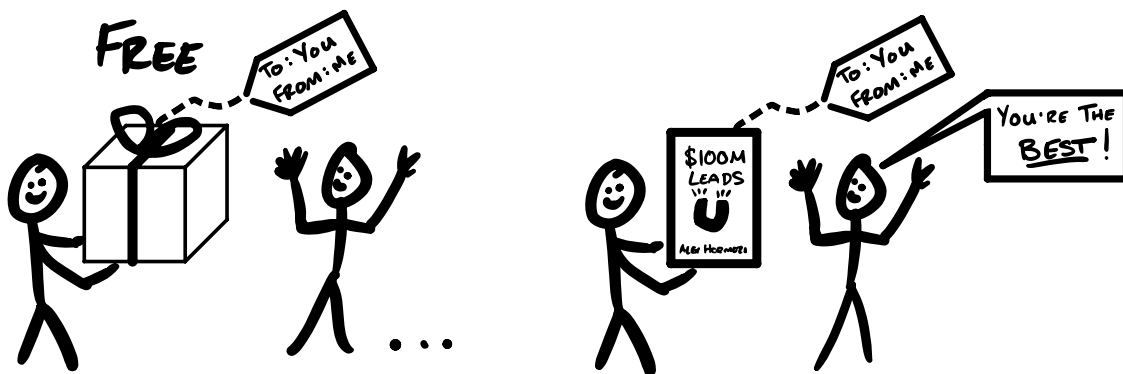
① ② ③
LENGTH, ENVIRONMENT, LIVE

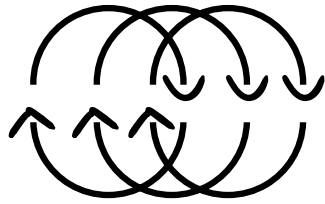




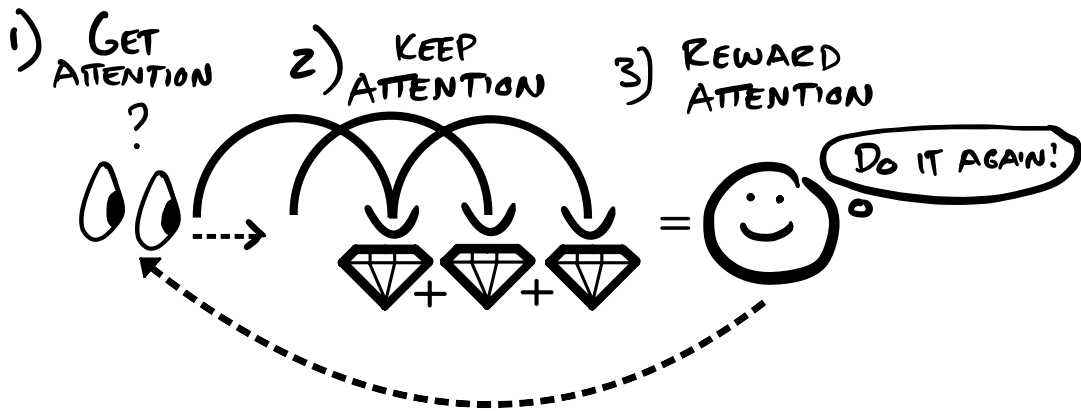
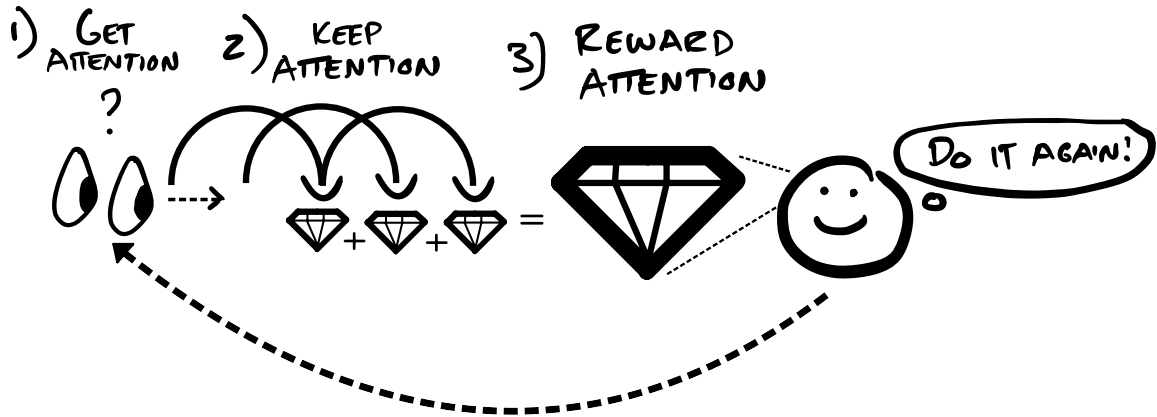
"How I..." vs "How You..."

GIVE...GIVE...GIVE... UNTIL THEY ASK





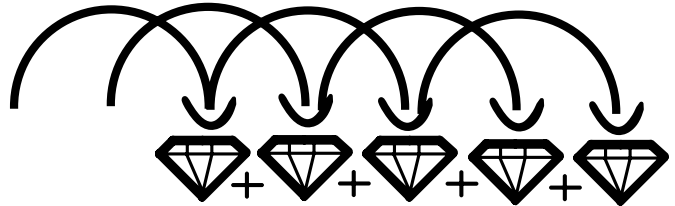
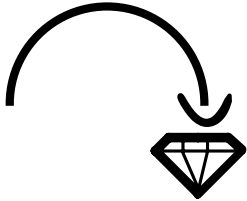
EVERY WORD MUST
CARRY ITS WEIGHT.



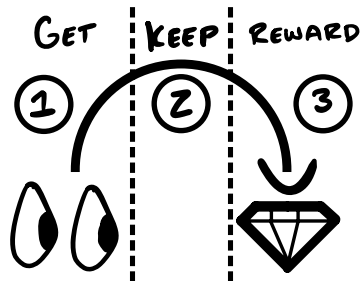
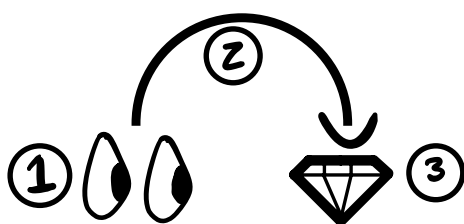
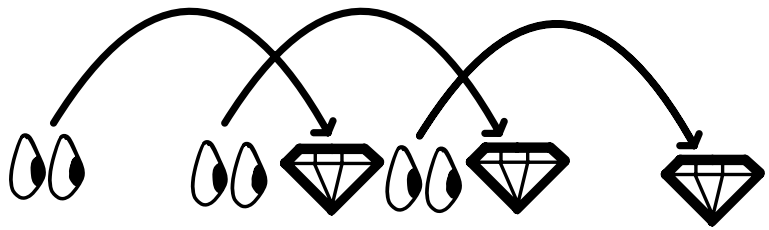
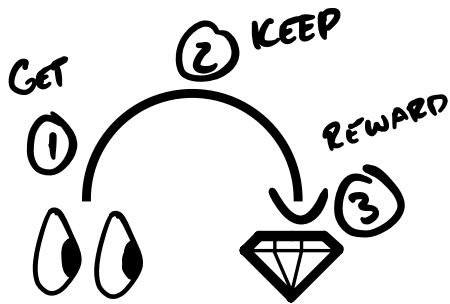
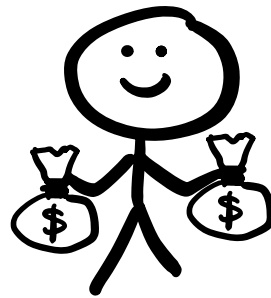
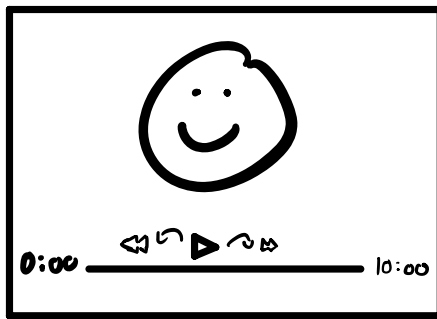
SHORT
CONTENT

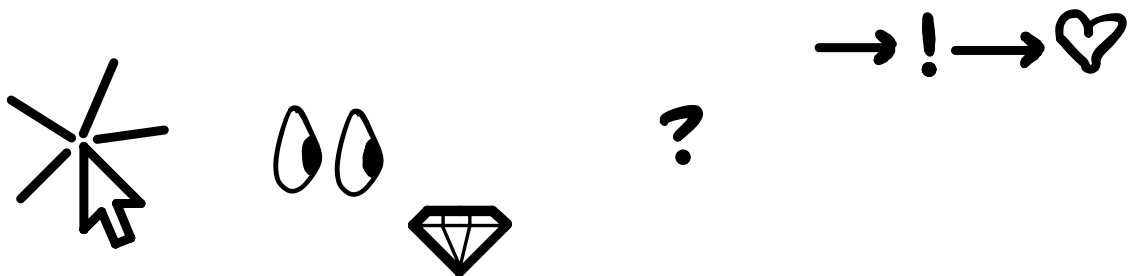
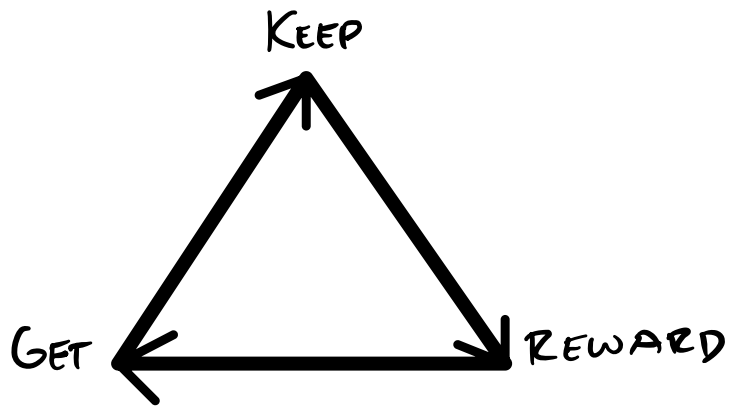
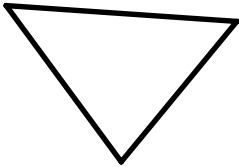
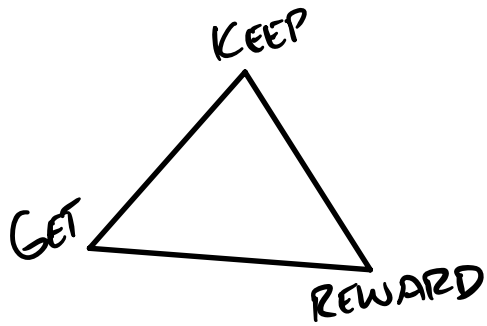
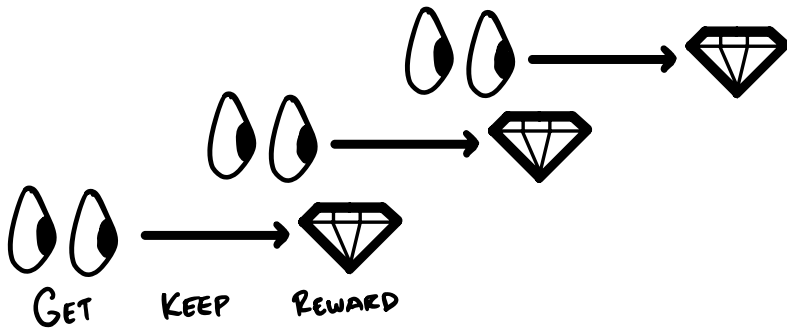
VS.

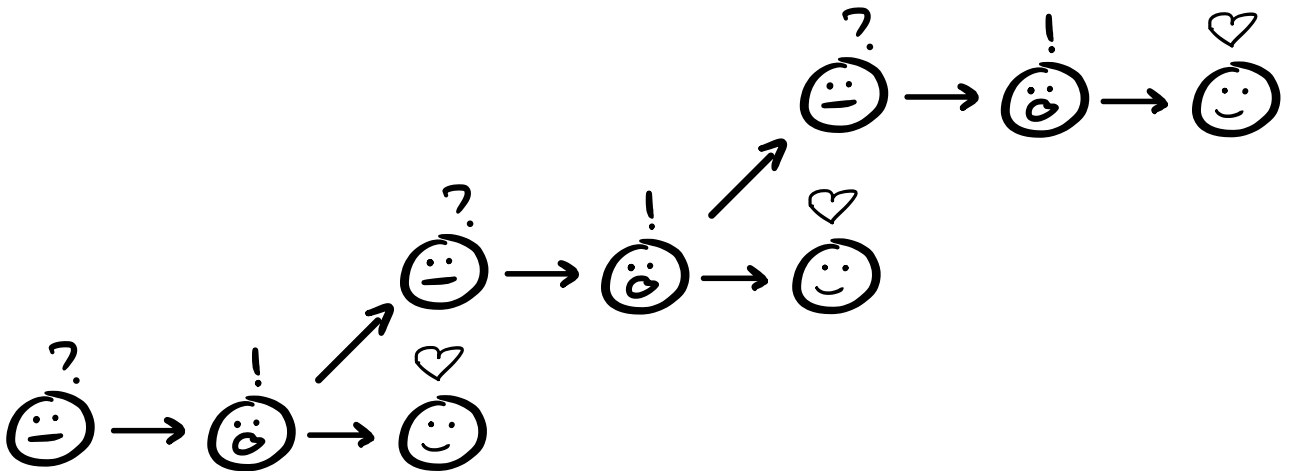
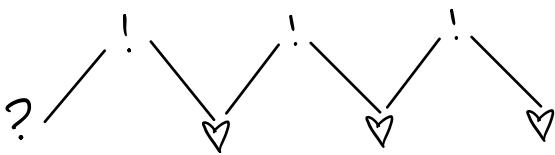
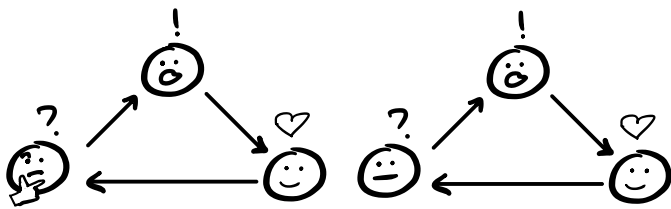
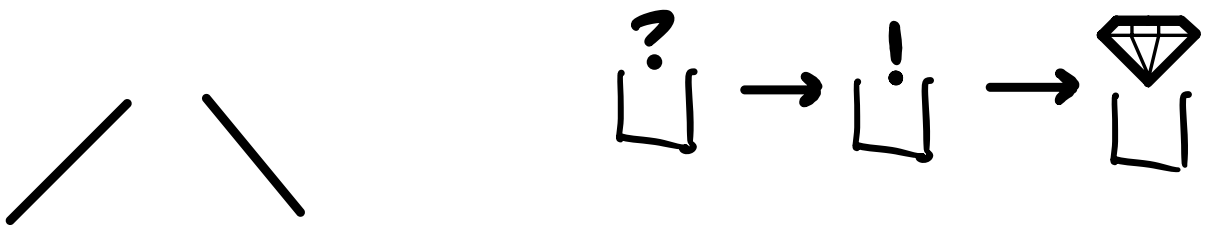
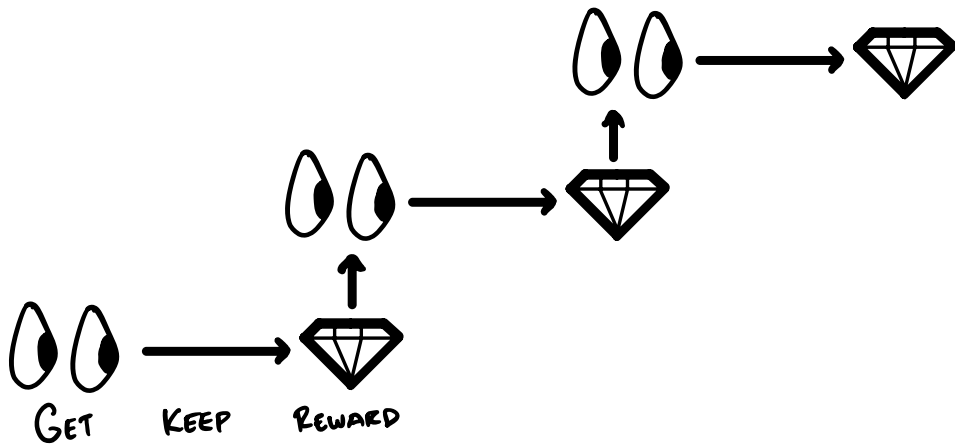
LONG
CONTENT



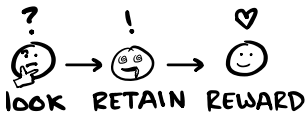
USE CONTENT TO MAKE MONEY



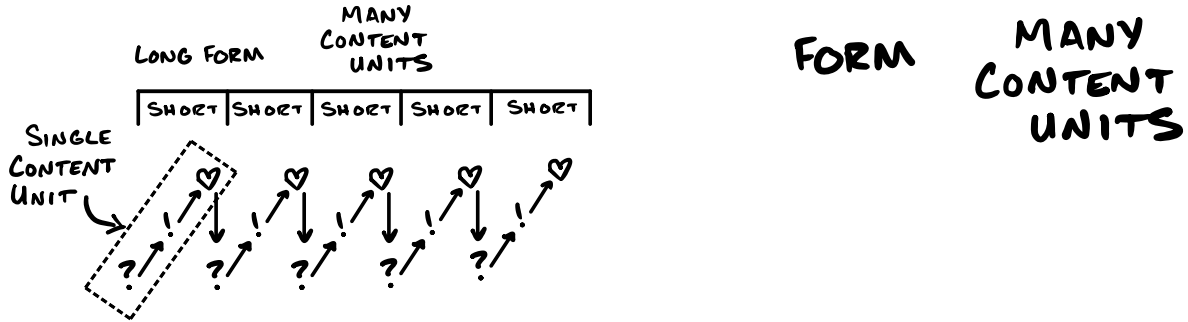
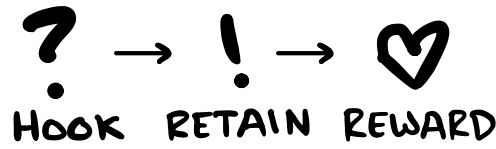




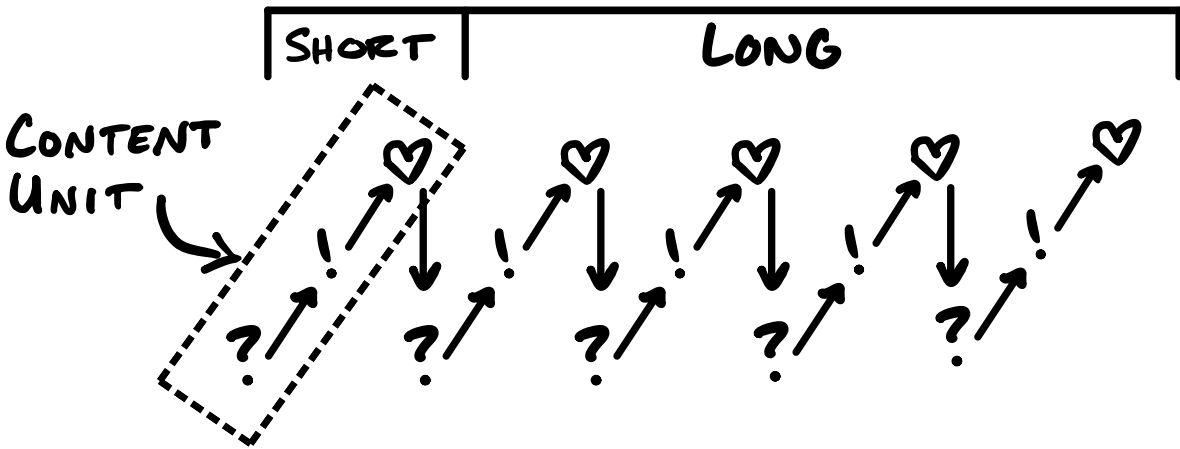
CONTENT UNIT (LU)



CONTENT UNIT

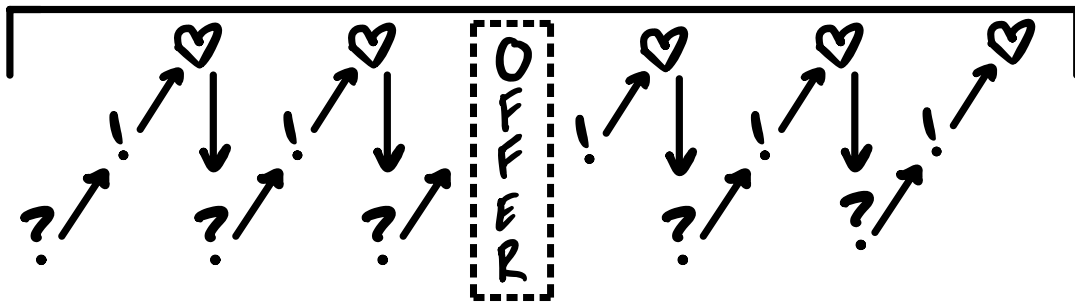


LONG = MORE CONTENT UNITS

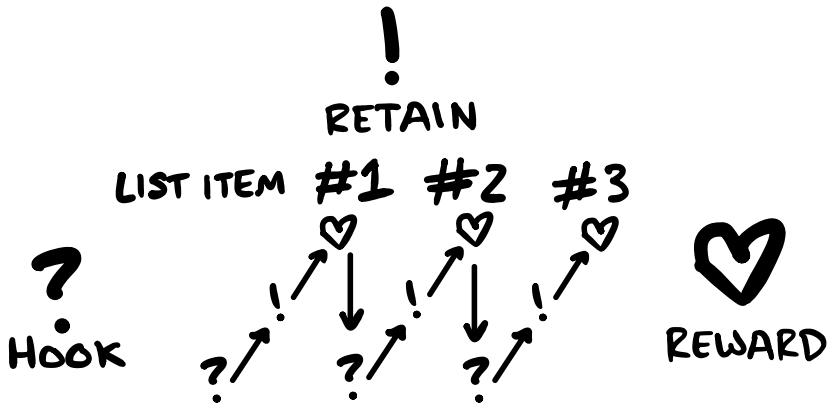
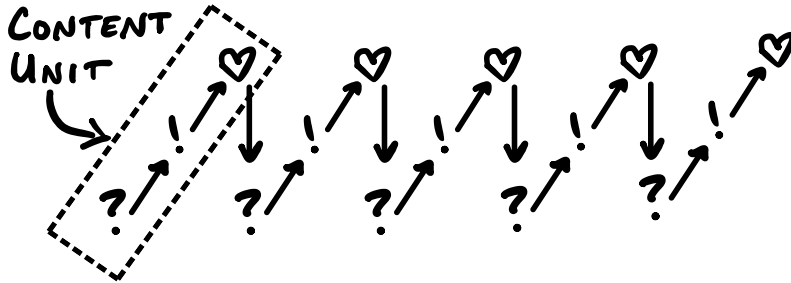
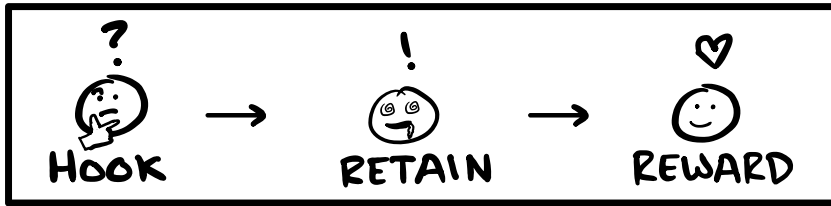


INTEGRATED

SINGLE PIECE OF CONTENT

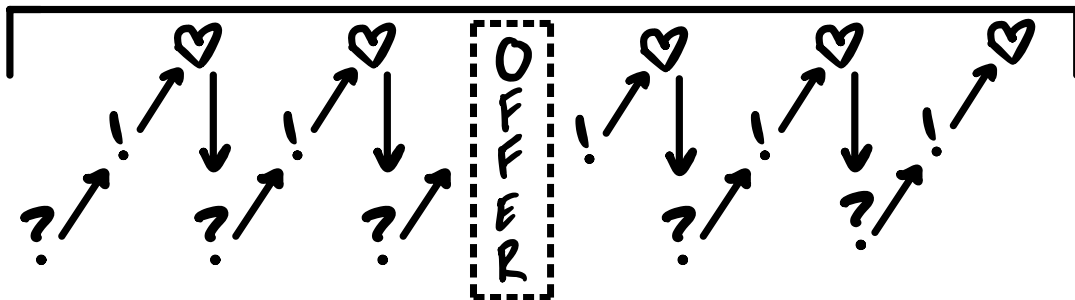


LONG FORM = MANY CUS

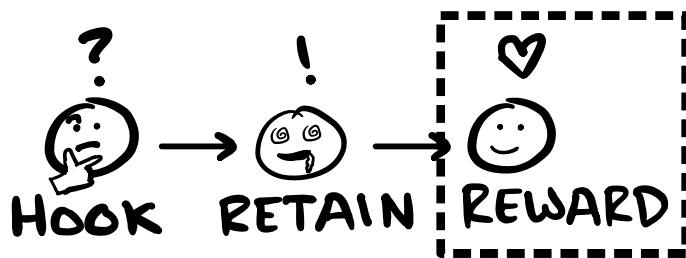
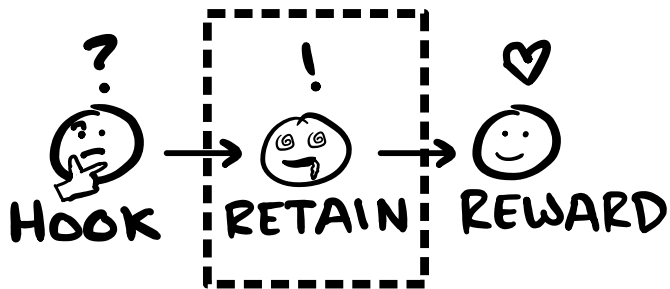
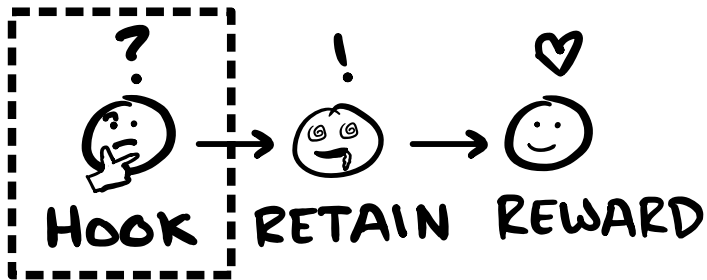
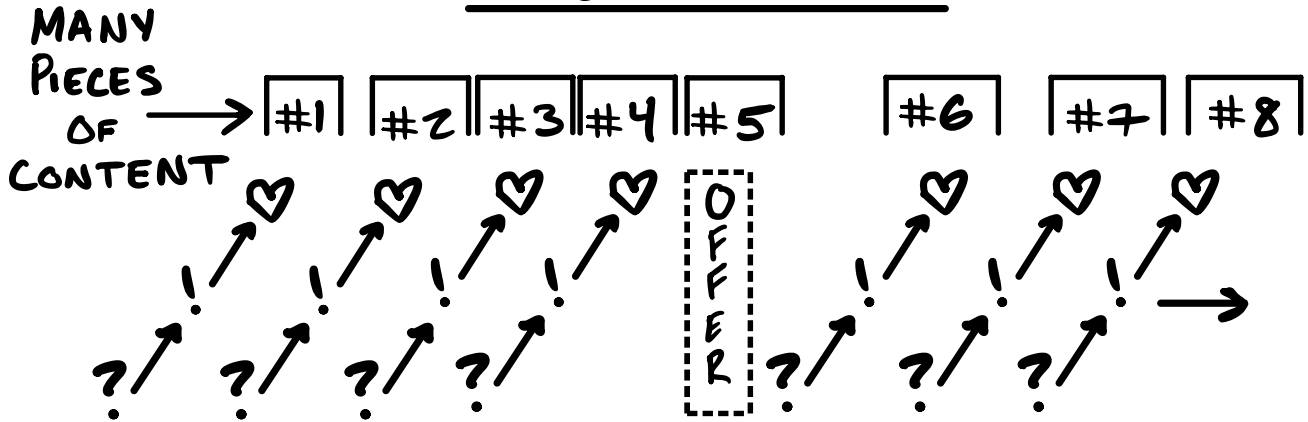


INTEGRATED

SINGLE PIECE OF CONTENT



INTERMITTENT



MULTIPLE
HOOKS

MULTIPLE
REWARDS

? → ! → ♥

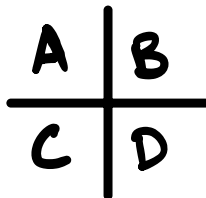
? → ! → ♥

? → ! → ♥

SINGLE PIECE OF CONTENT

THREE RETENTION STRUCTURES

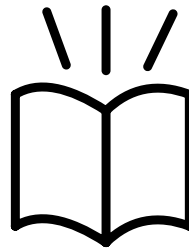
LISTS



STEPS

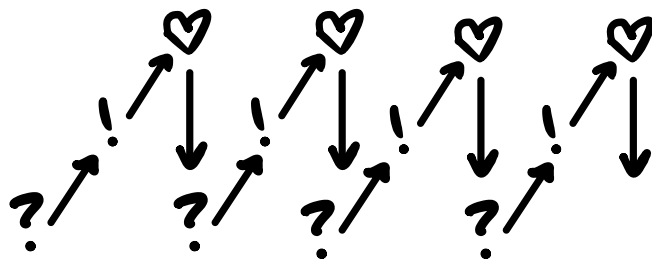
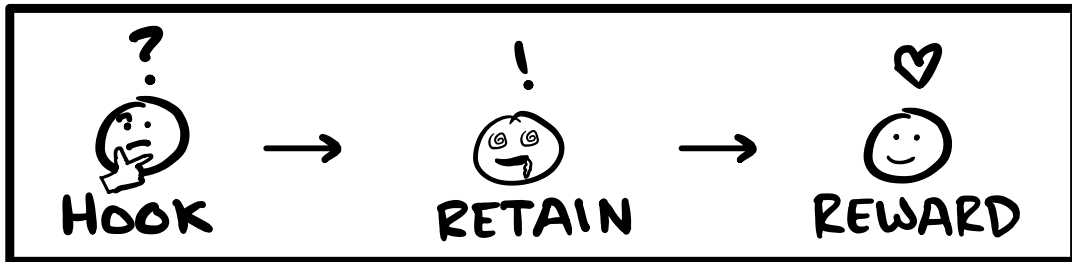
STEP 1
STEP 2
STEP 3
STEP 4

STORIES

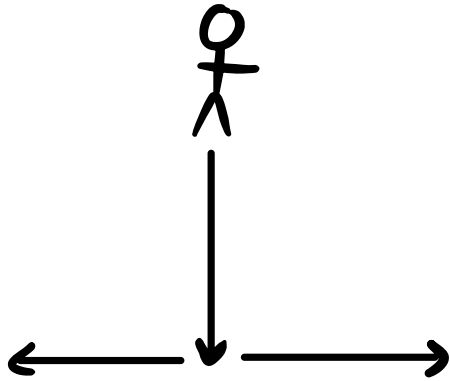


FINAL:

CONTENT UNIT

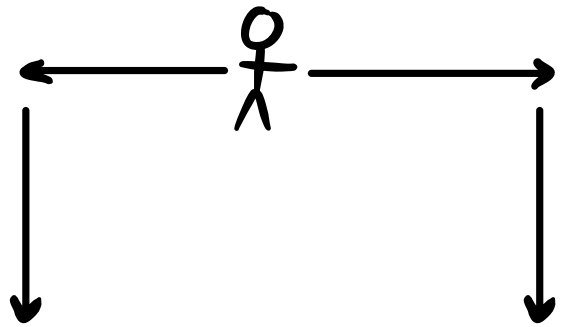


DEPTH THEN WIDTH

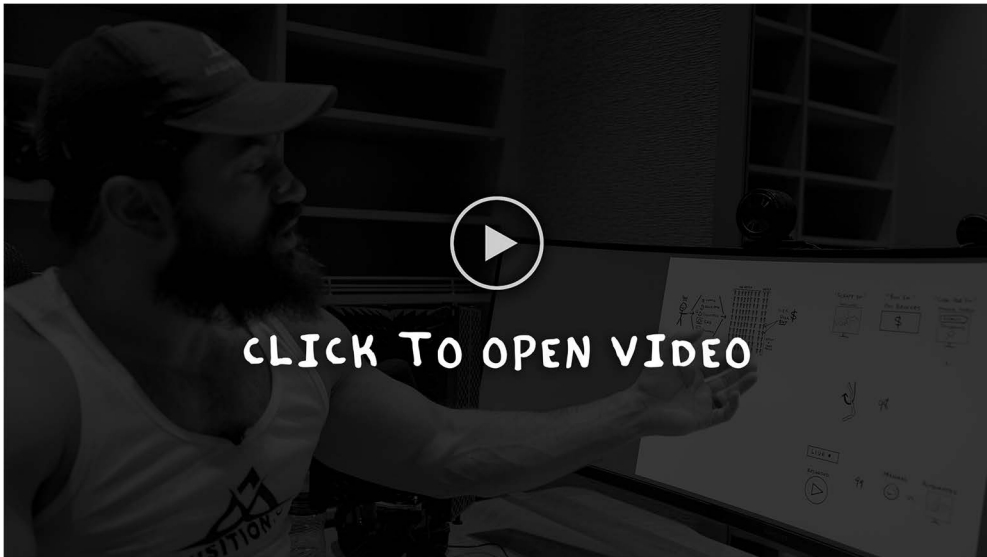


vs.

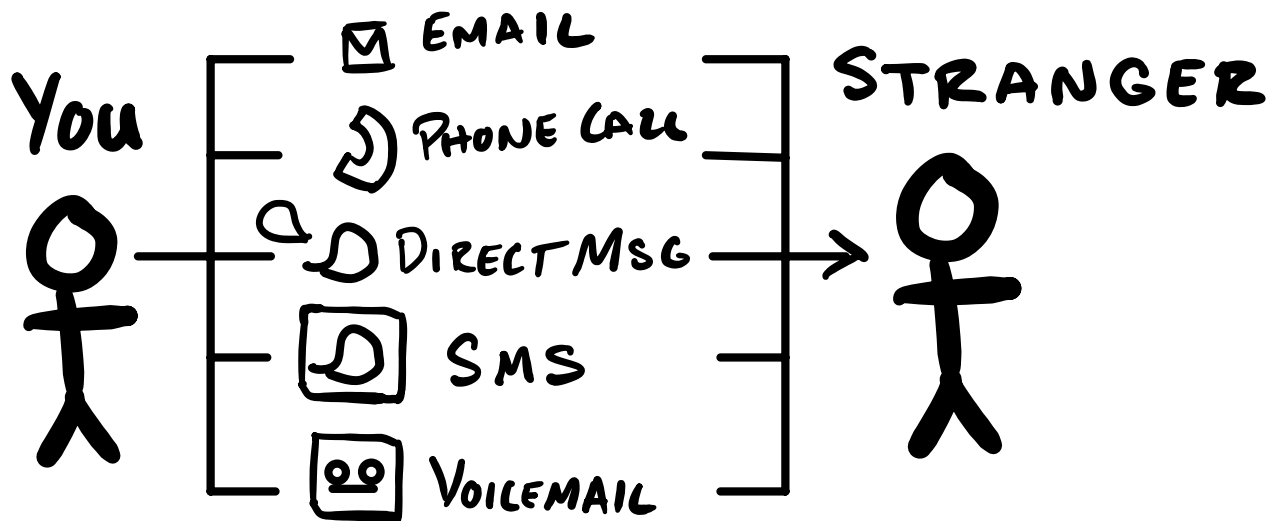
WIDTH THEN DEPTH



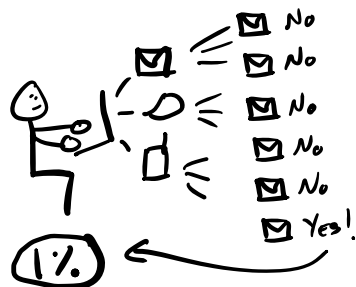
COLD REACH OUTS

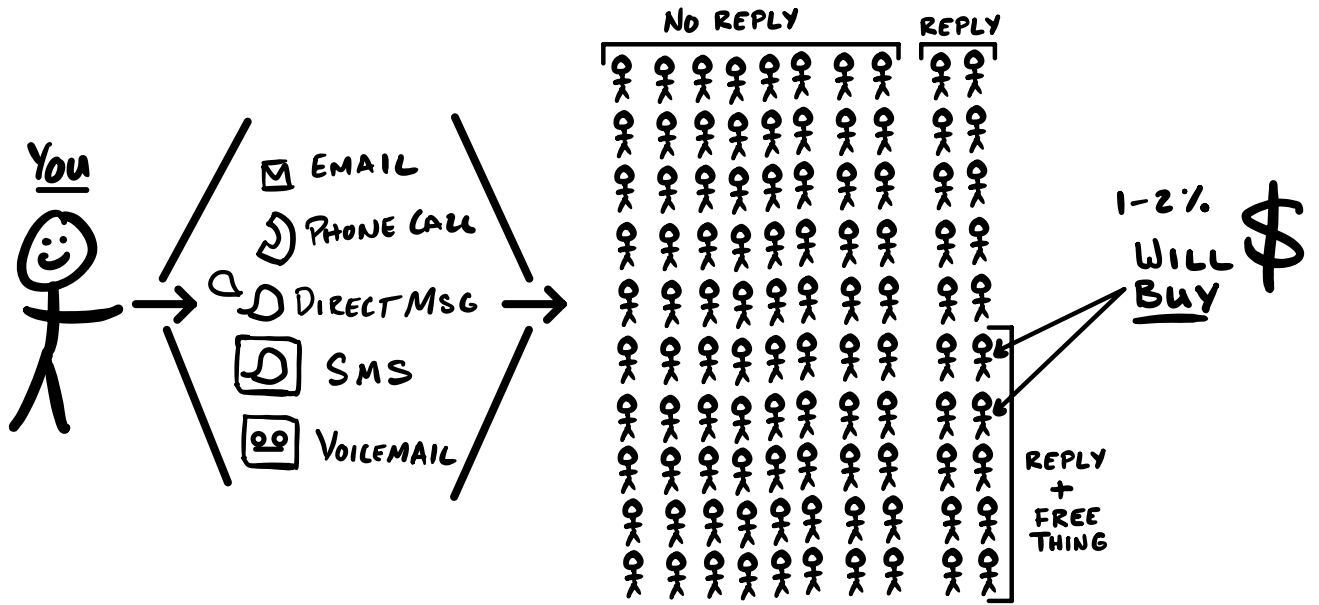


COLD REACH OUTS



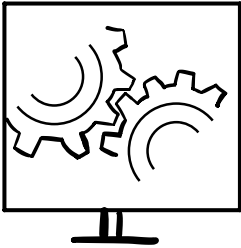
COLD REACH OUTS





"SCRAPE 'EM"

SOFTWARE



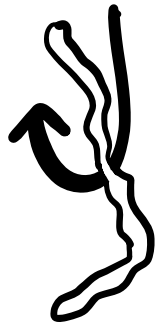
"BUY 'EM"

PAY BROKERS



"LOOK FOR 'EM"

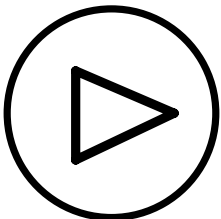
MANUAL SEARCH



98

LIVE •

RECORDED



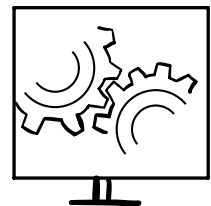
MANUAL

AUTOMATED

99



VS.



LEADS LIST	
NAME...	555-5555
NAME...	555-5555
NAME...	555-5555
NAME...	555-5555
NAME...	555-5555
NAME...	555-5555
NAME...	555-5555

TODAY x3 ...

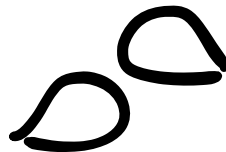
100

TOMORROW ...

NEXT DAY ...

LESSONS

101

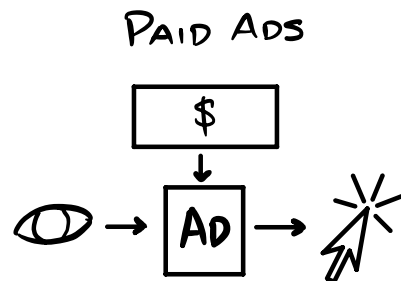
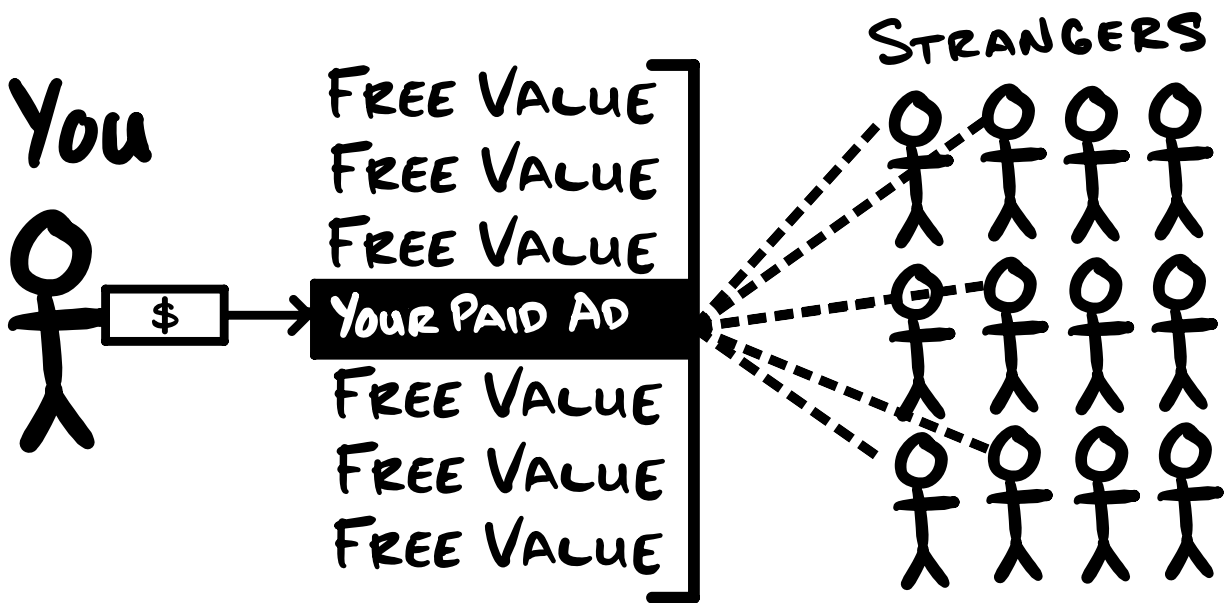


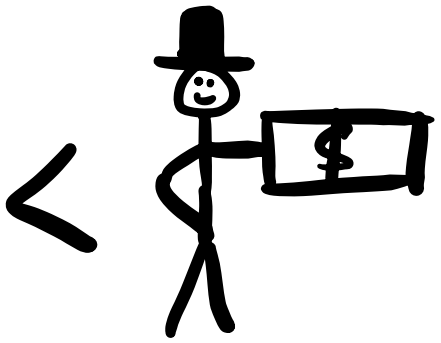
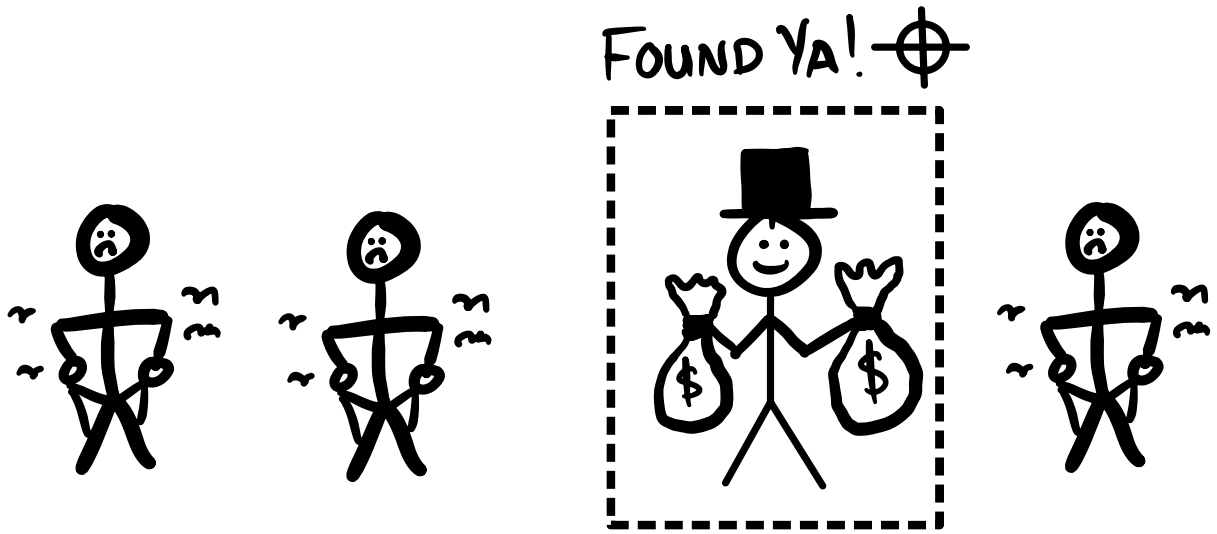
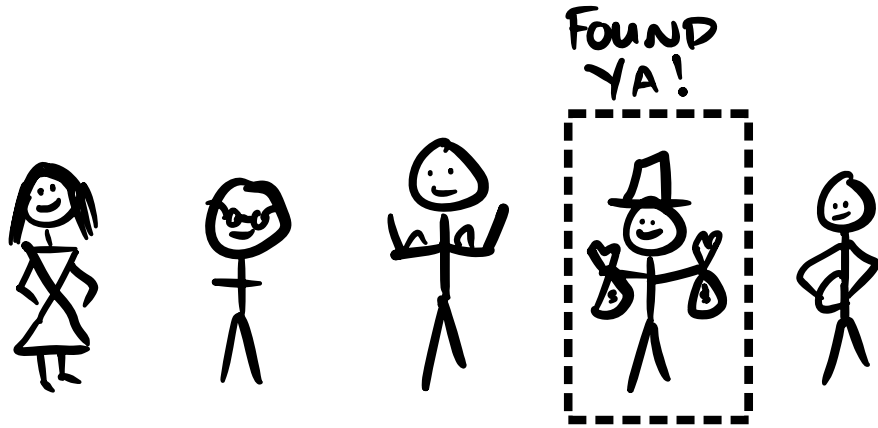
104

11

How IT WORKS

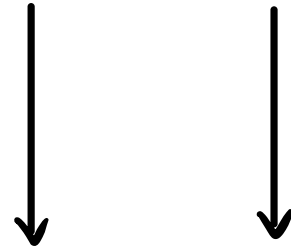
Run PAID ADS



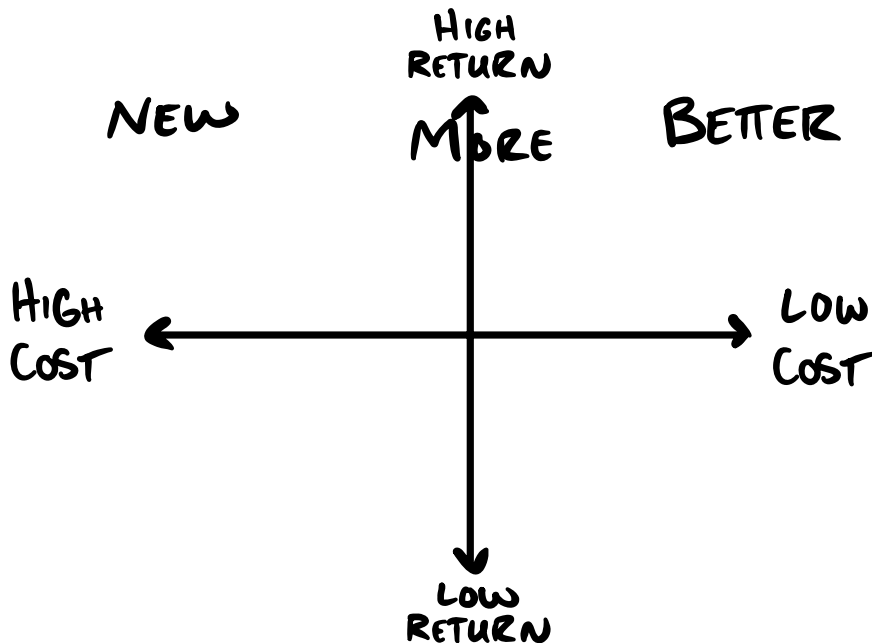


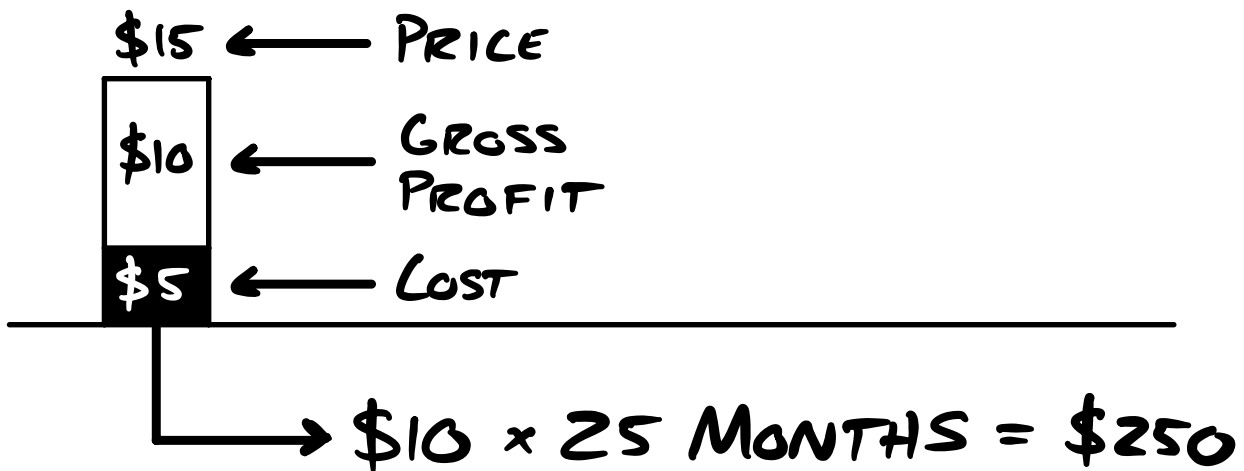
EASY → HARD

NEW PLACEMENTS × NEW PLATFORMS × NEW CORE FOUR



→
BETTER MORE NEW
→

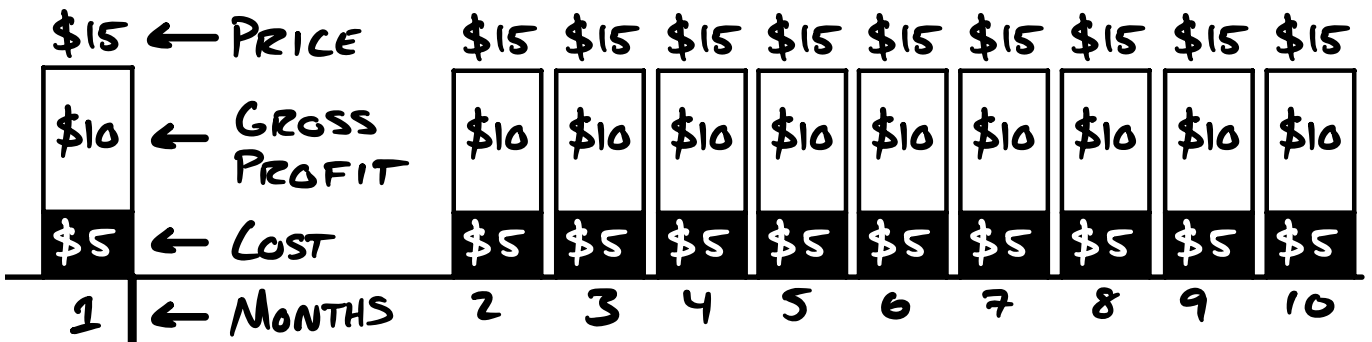




OLD WAY 😞

MONTHS:	0	1	2	3	4	5	6
GROSS PROFIT	+10	+10	+10	+10	+10	+10	+10
COST	-30	0	0	0	0	0	0
CASH	-20	-10	0	+10	+20	+30	+40

CASH FLOW NEGATIVE BREAK EVEN CASH FLOW POSITIVE



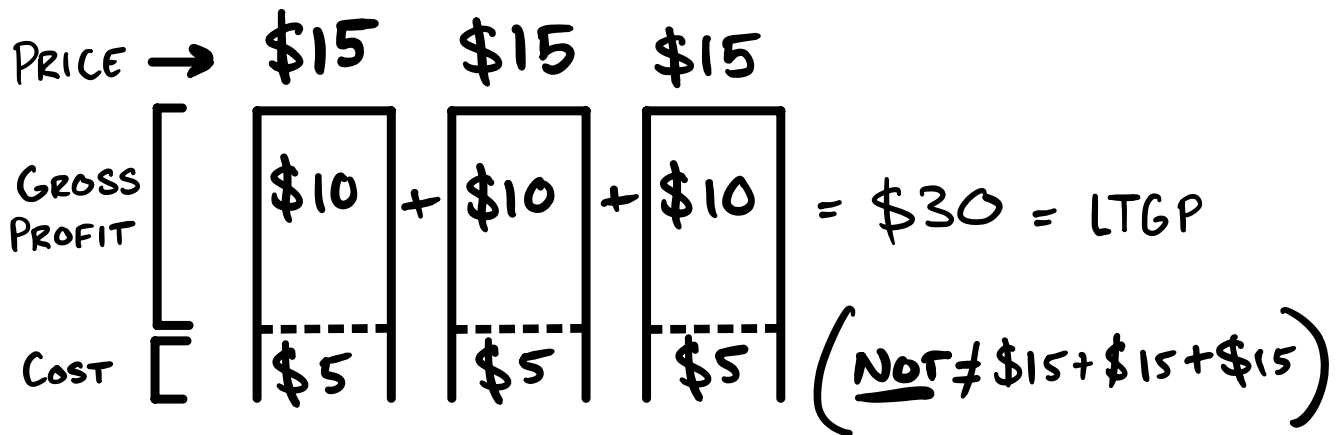
→ LIFETIME GROSS PROFIT (LTGP) = \$100 = \$10 × 10 MONTHS

NEW WAY 😊

MONTHS:	0	1	2	3	4	5	6
GROSS	+10	+10	+10	+10	+10	+10	+10
PROFIT	+20						
UPSELL →							
COST	-30	0	0	0	0	0	0
CASH	0	+10	+20	+30	+40	+50	+60

BREAK EVEN

CASH FLOW POSITIVE →



$$LTGP > CAC = \$+ \quad \text{😊}$$

$$LTGP < CAC = \$- \quad \text{😞}$$

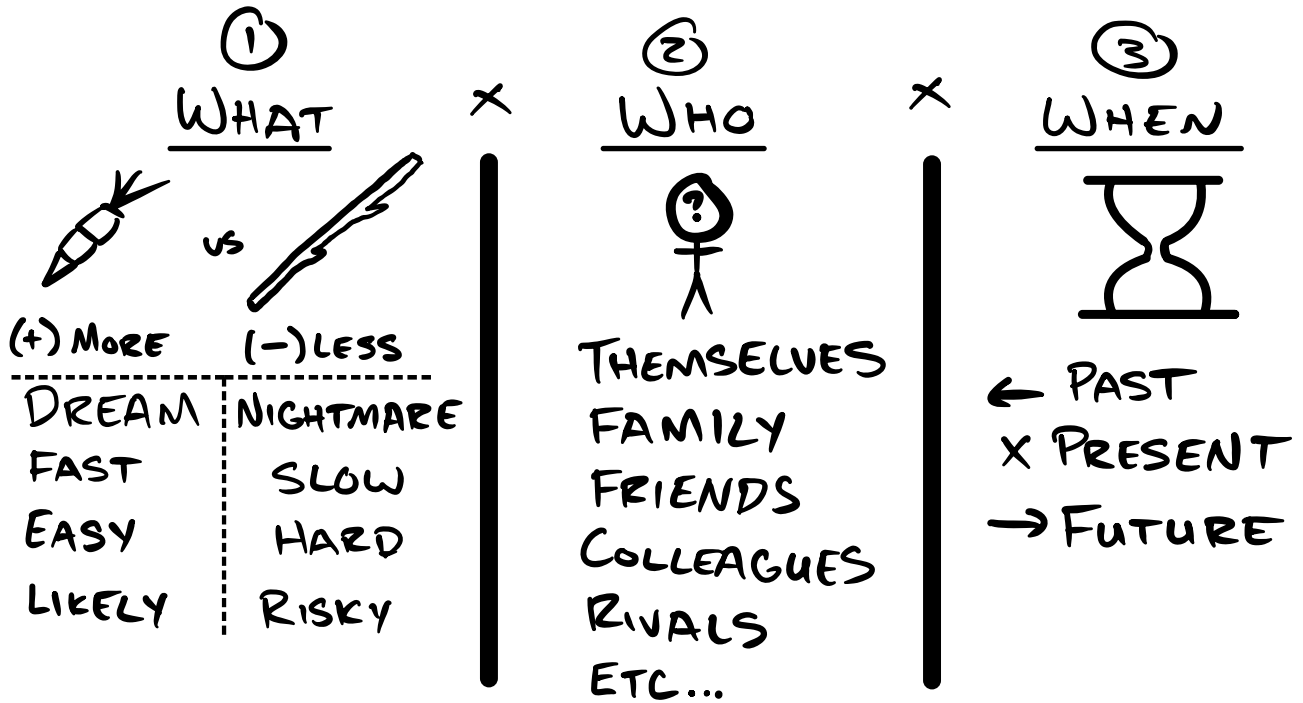
$$\frac{LTGP}{CAC} > 3 \quad \text{💰😊}$$

IF $LTGP = \$30$ THEN $CAC > \$30$
 → IS NOT PROFITABLE

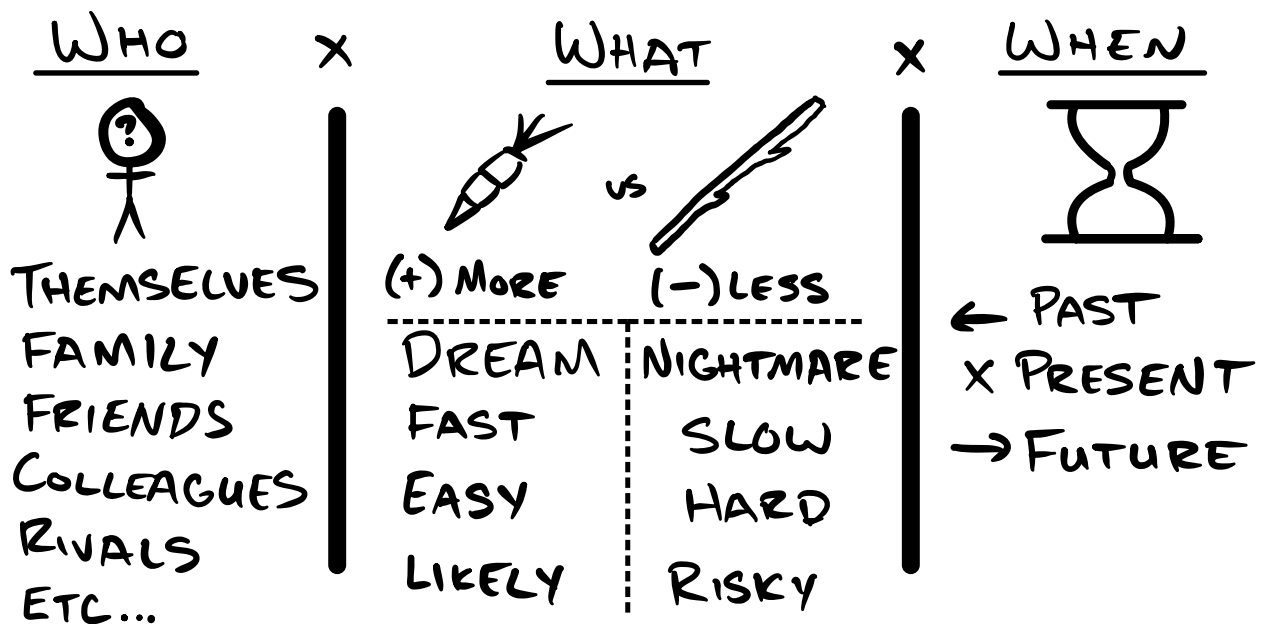
IF $LTGP = \$30$ THEN $CAC < \$30$
 → IS PROFITABLE ✓

IF $LTGP = \$30$ AND $CAC = \$10$
 → IT HAS A 3:1 LTGP: CAC RATIO

WHAT-WHO-WHEN FRAMEWORK

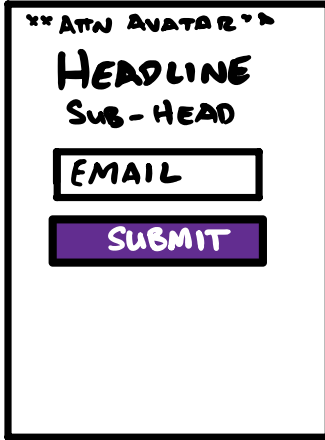


WHO-WHAT-WHEN FRAMEWORK

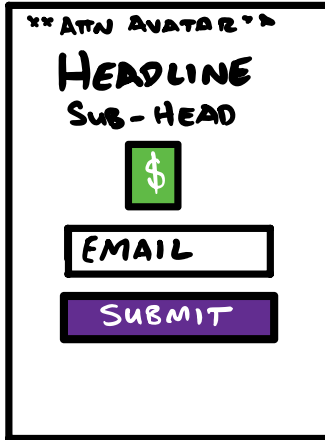


LANDING PAGES

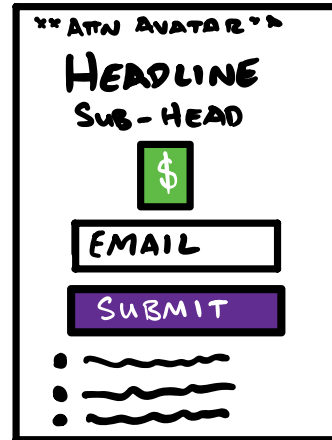
LAYOUT #1



LAYOUT #2

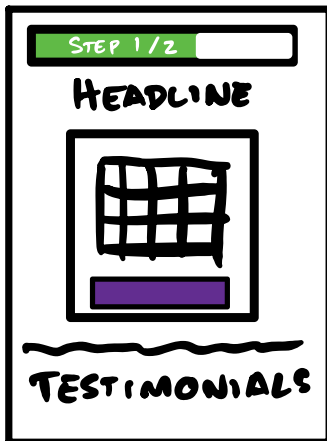


LAYOUT #3

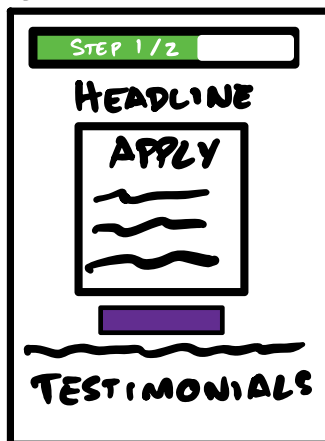


THANK YOU PAGES

LAYOUT #1



LAYOUT #2



LAYOUT #3



MORE
BETTER
NEW

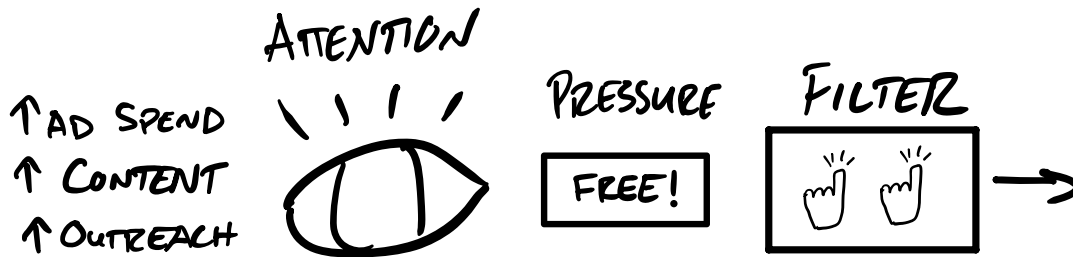
(B FIGURING IT
OUT)



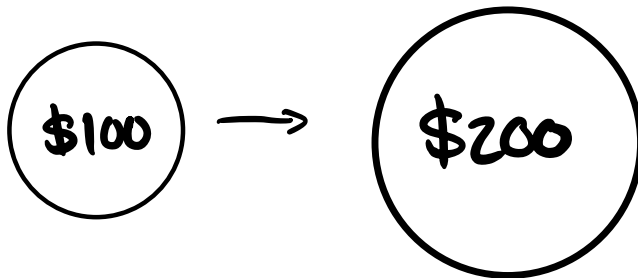
① MORE LEADS:



↑ VOLUME ON EXISTING LEAD CHANNEL
↳ TIME, EFFORT, MONEY SPENT

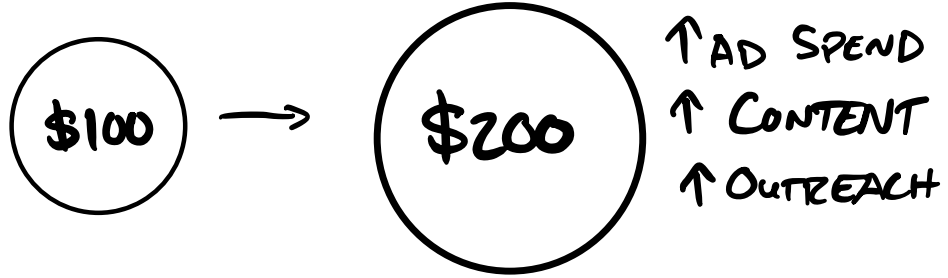


①

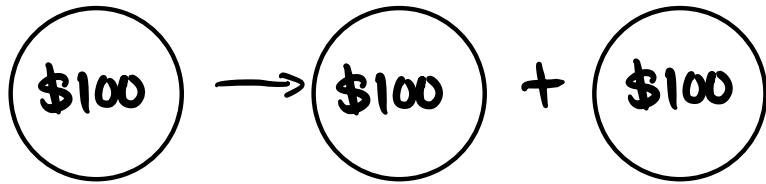


① MORE LEADS:

① (A) ↑ VOLUME ON EXISTING LEAD CHANNEL
↳ TIME, EFFORT, MONEY SPENT



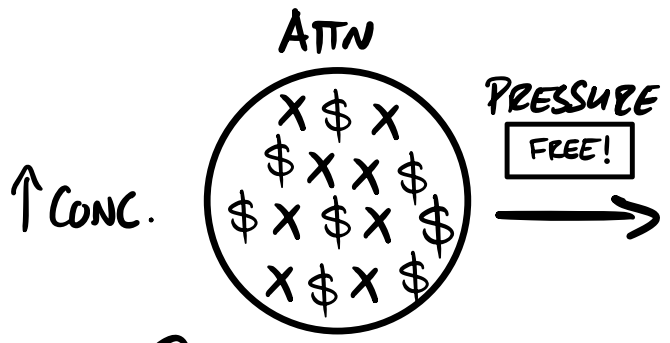
② (B) ↑ # of CHANNELS / PLATFORMS



③ BETTER LEADS: HIGHER % LEADS CLOSED

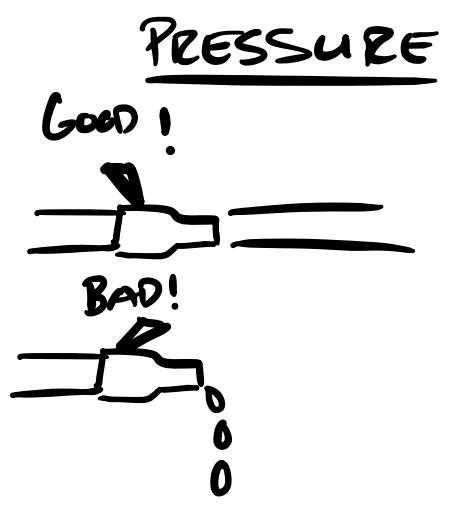
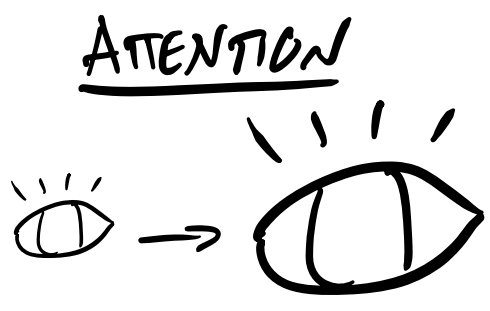
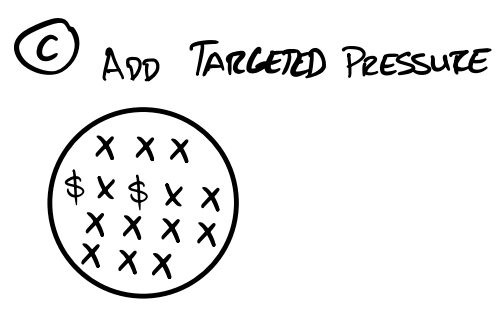
③ (A) MORE CONCENTRATED CHANNEL



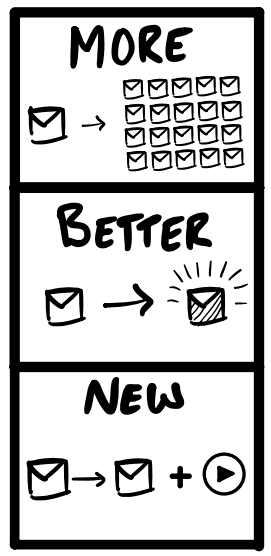
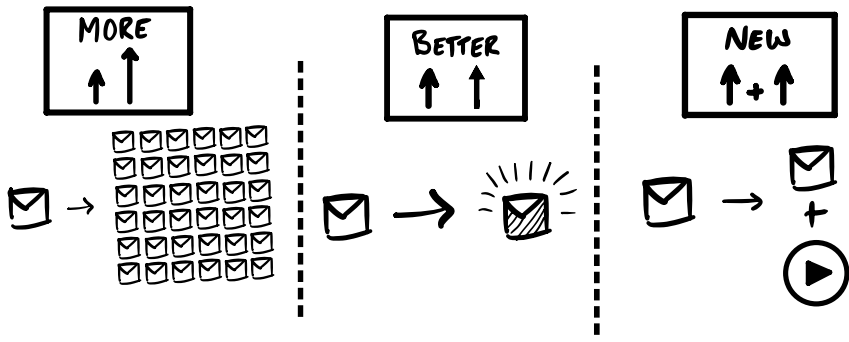
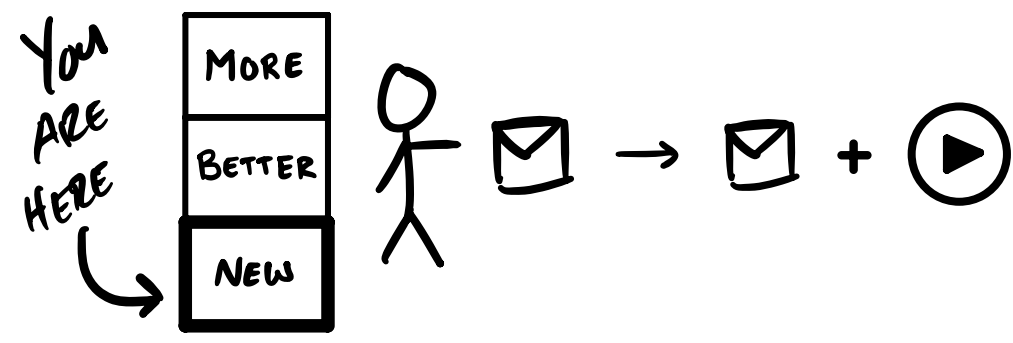
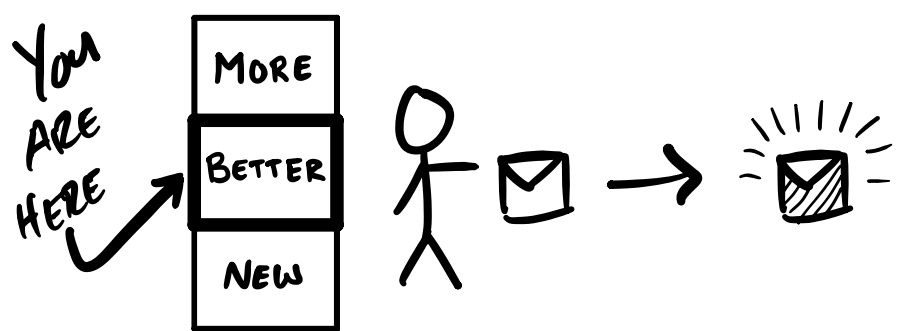
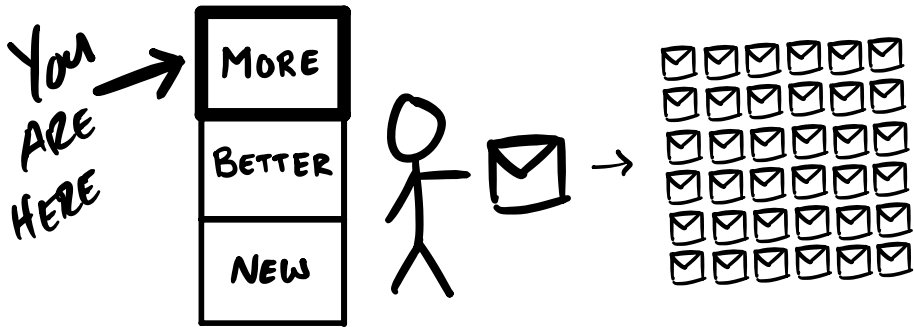


\$\$\$
\$\$\$

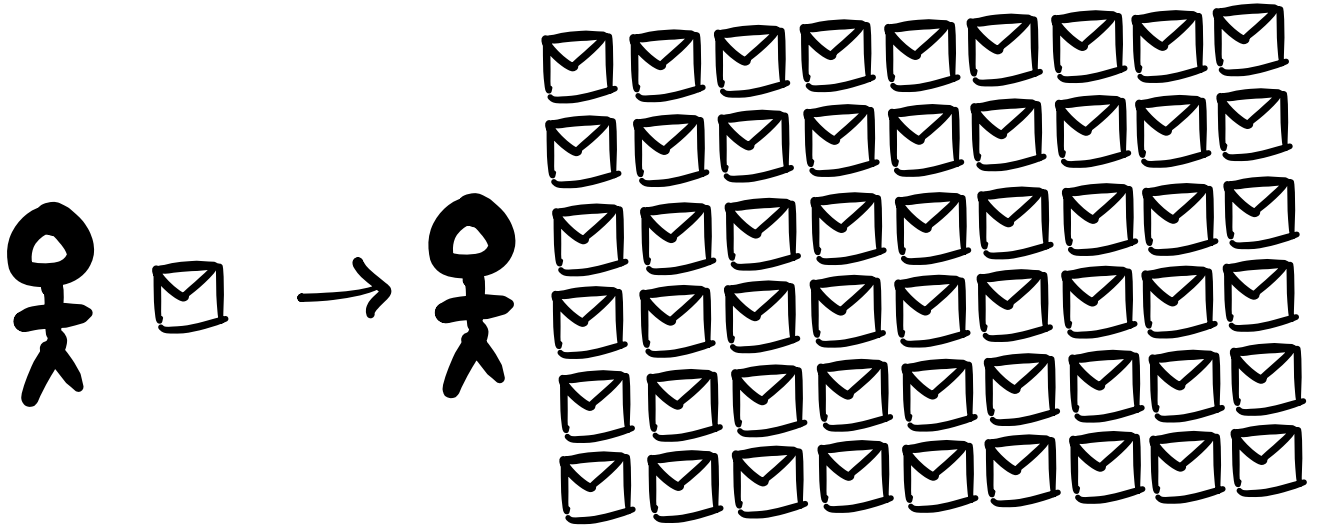
(B) BETTER FILTERS



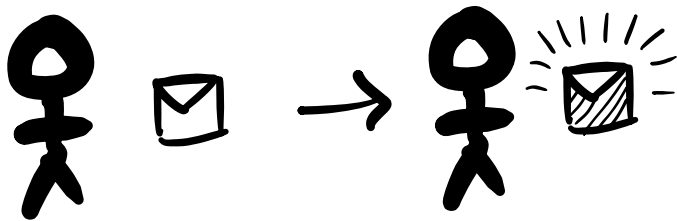
FILTERS



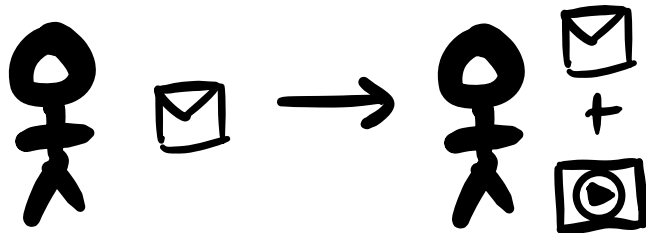
MORE

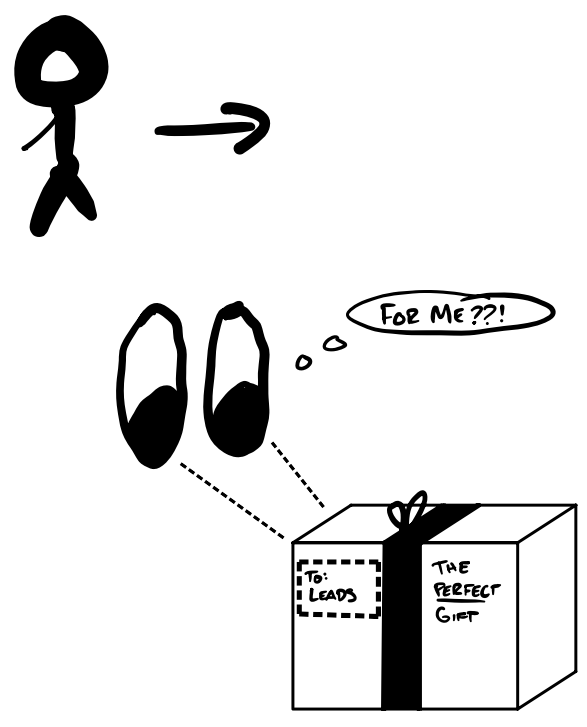
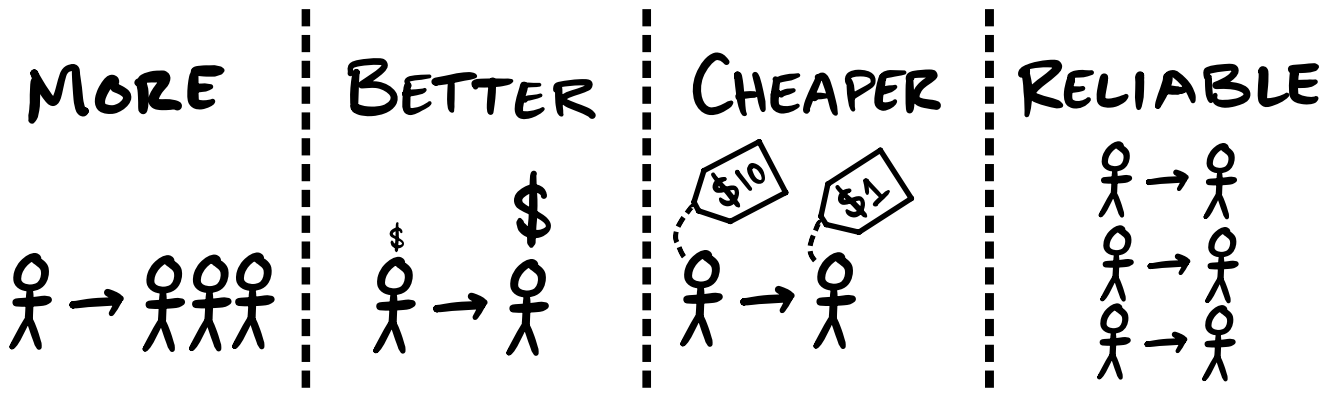


BETTER



NEW





SIZE OF PIE FALLACY

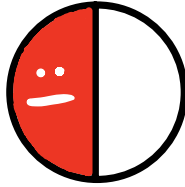
UNDERSTANDING MARKET SIZE

How PEOPLE THINK IT IS...

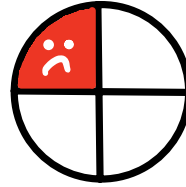
ME



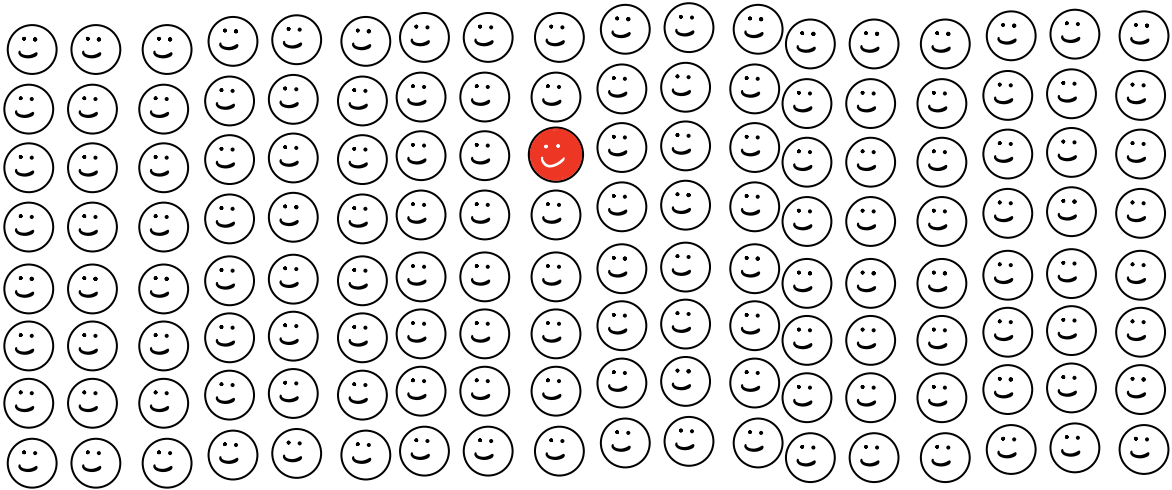
ME +
1 COMPETITOR



ME +
3 COMPETITORS



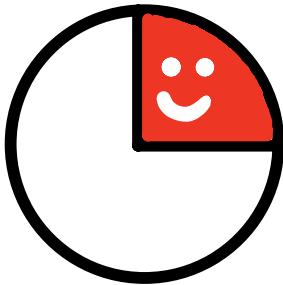
How IT REALLY IS...



○ = ONE ENTIRE PLATFORM

How MOST SEE
THEIR MARKET...

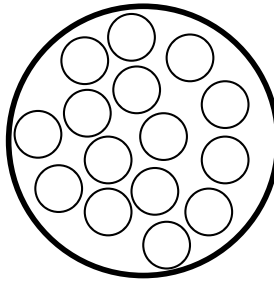
ONE METHOD
ONE PLATFORM
ONE MEDIUM



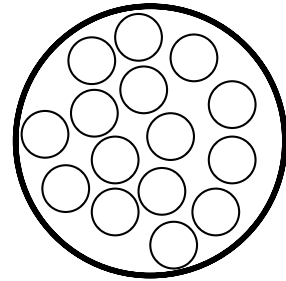
"I AM ONE OF FOUR
ADVERTISERS ON THE
ONE CHANNEL I KNOW &
SEE, THEREFORE I OWN 1/4
OF THE MARKET. I CANT
GET MUCH BIGGER."

How IT REALLY IS...

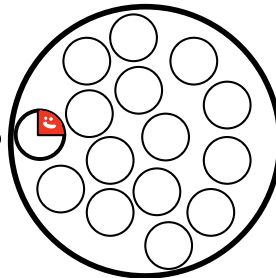
WARM OUTBOUND



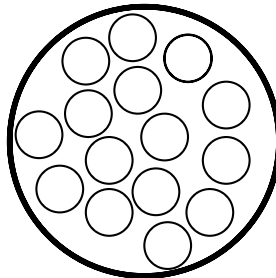
COLD OUTBOUND



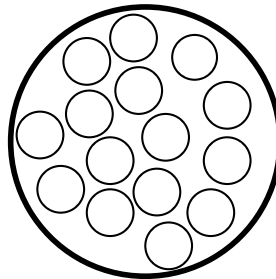
WARM INBOUND



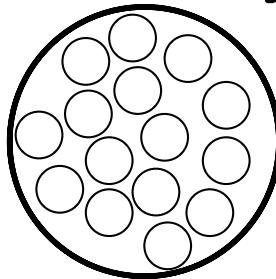
COLD INBOUND



REFERRALS



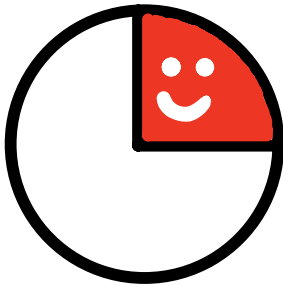
AFFILIATES



○ = ONE ENTIRE PLATFORM

How MOST SEE
THEIR MARKET...

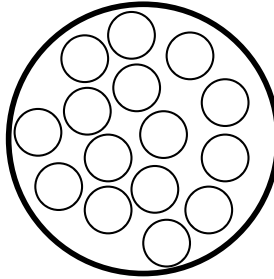
ONE METHOD
ONE PLATFORM
ONE MEDIUM



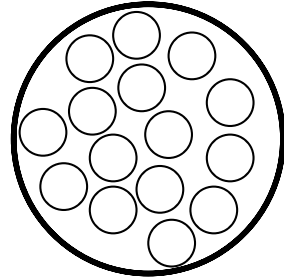
"I AM ONE OF FOUR
ADVERTISERS ON THE
ONE CHANNEL I KNOW &
SEE, THEREFORE I OWN 1/4
OF THE MARKET. I CANT
GET MUCH BIGGER."

How IT REALLY IS...

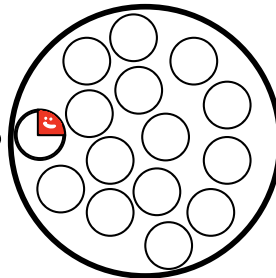
WARM
OUTREACH



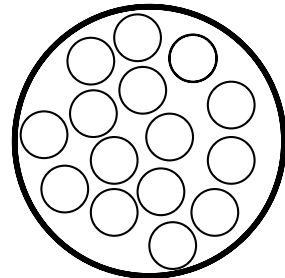
COLD
OUTREACH



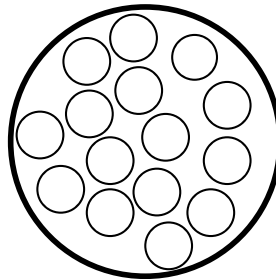
POST CONTENT



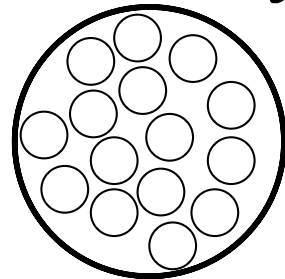
RUN ADS



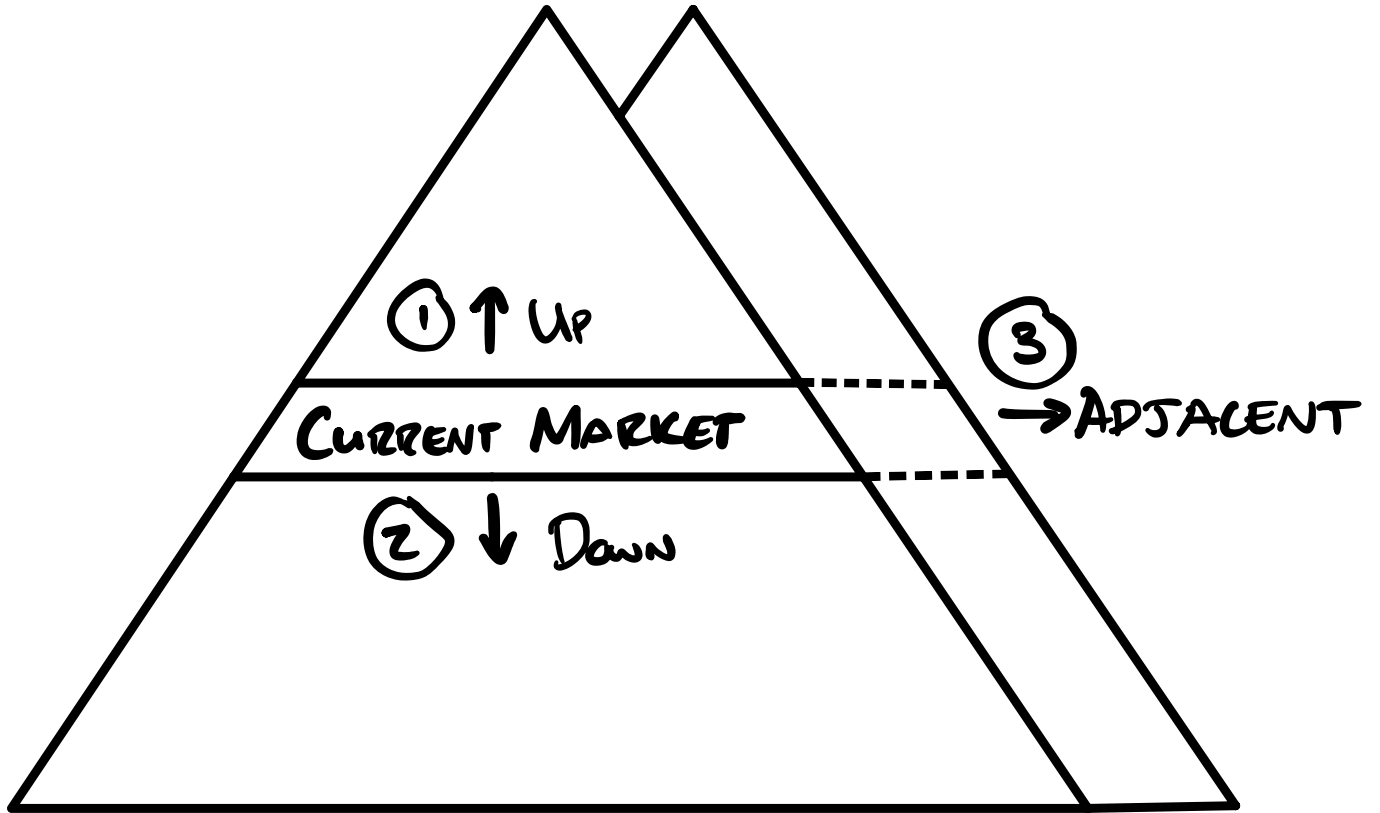
REFERRALS



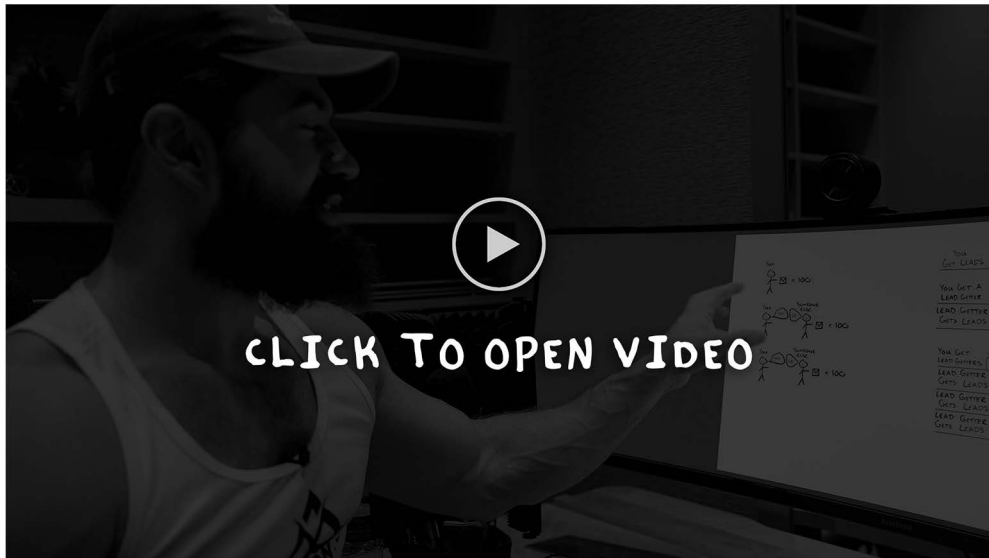
AFFILIATES



④ ← BROADER →



LEAD GETTERS

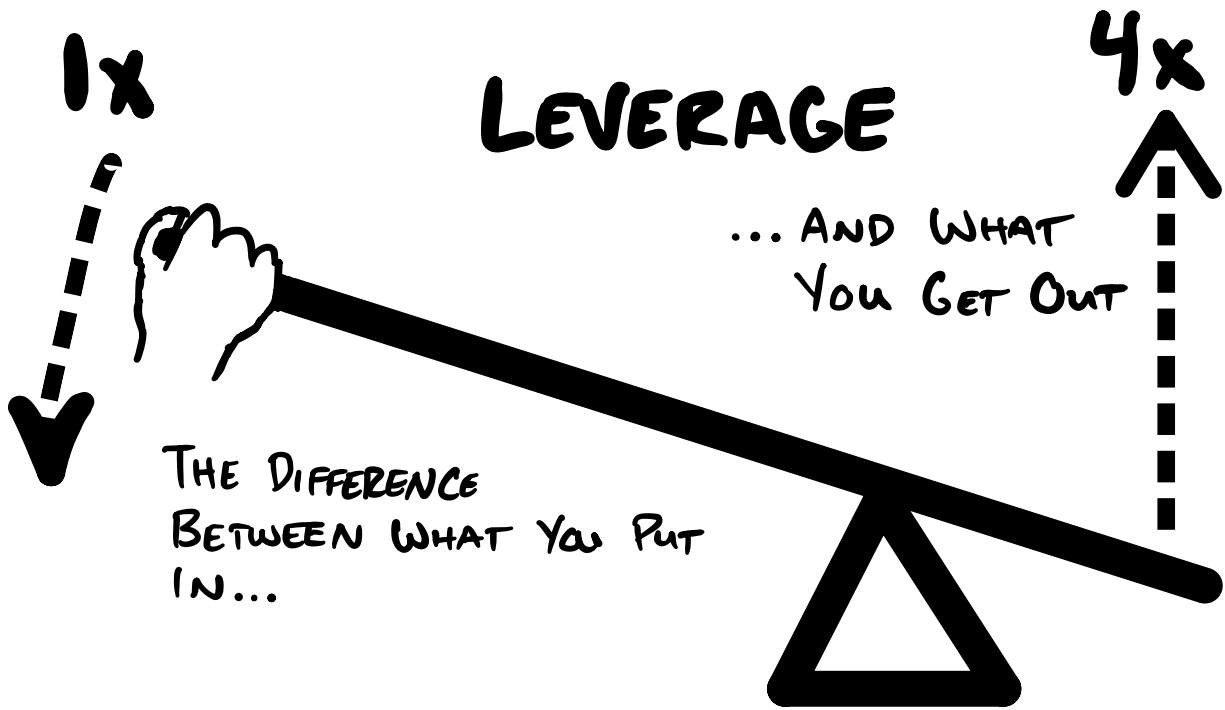


**#2 OTHERS TELL PEOPLE
ABOUT YOUR STUFF**

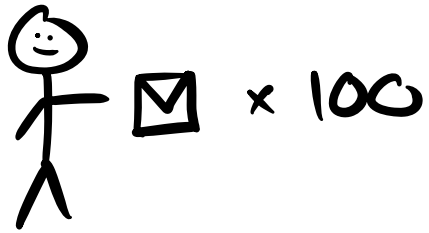
LEAD GETTERS

CUSTOMERS	AFFILIATES
EMPLOYEES	AGENCIES

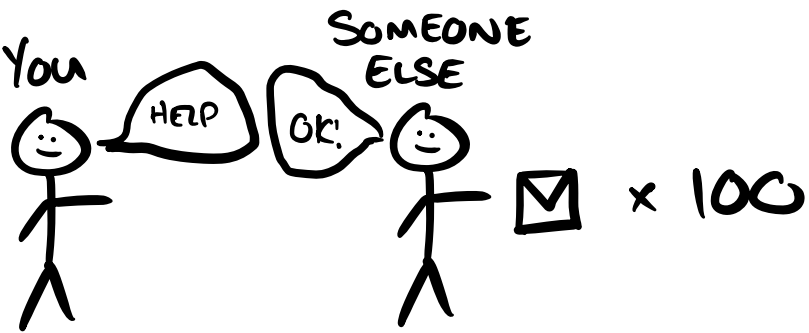
LEVERAGE



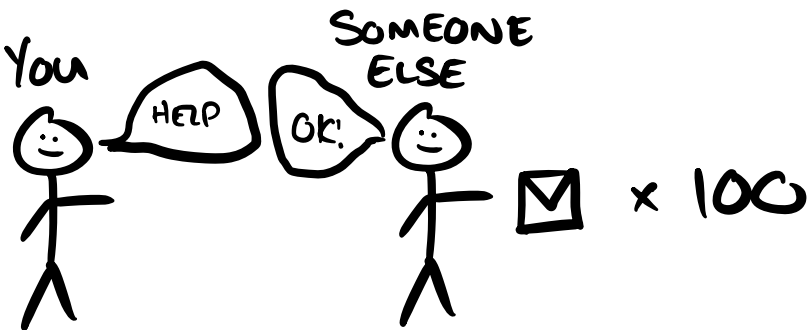
You



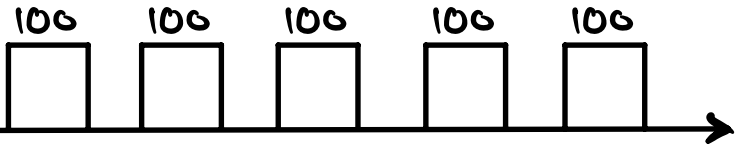
You



You



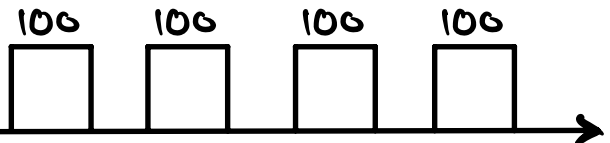
You
GET LEADS



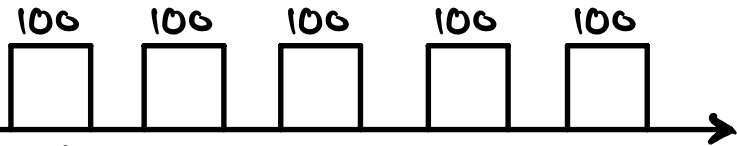
YOU GET A
LEAD GETTER



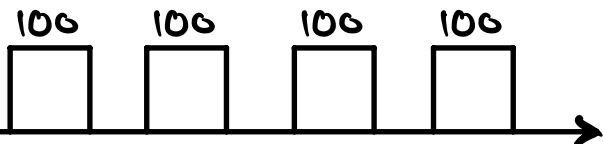
LEAD GETTER
GETS LEADS



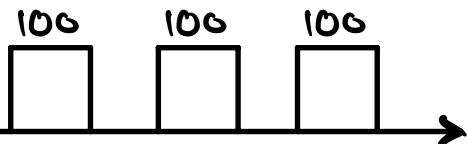
YOU GET
LEAD GETTERS



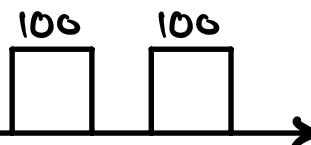
LEAD GETTER #1
GETS LEADS

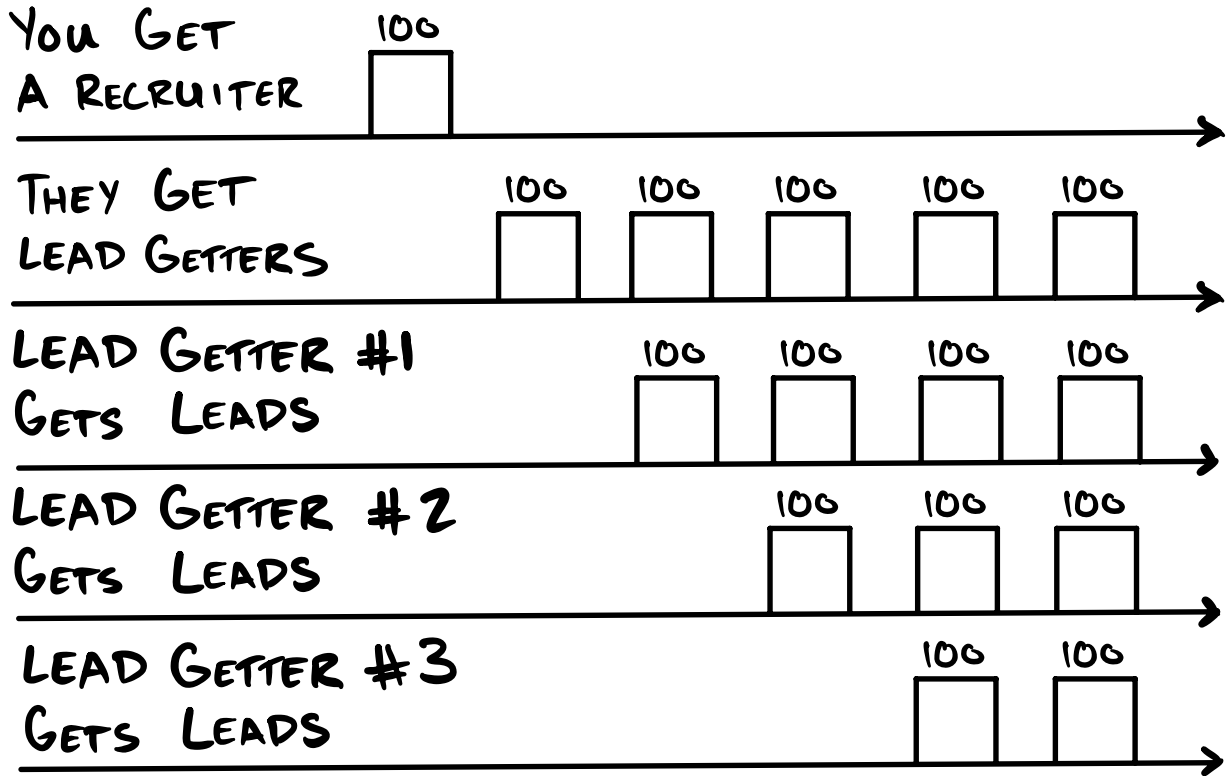


LEAD GETTER #2
GETS LEADS

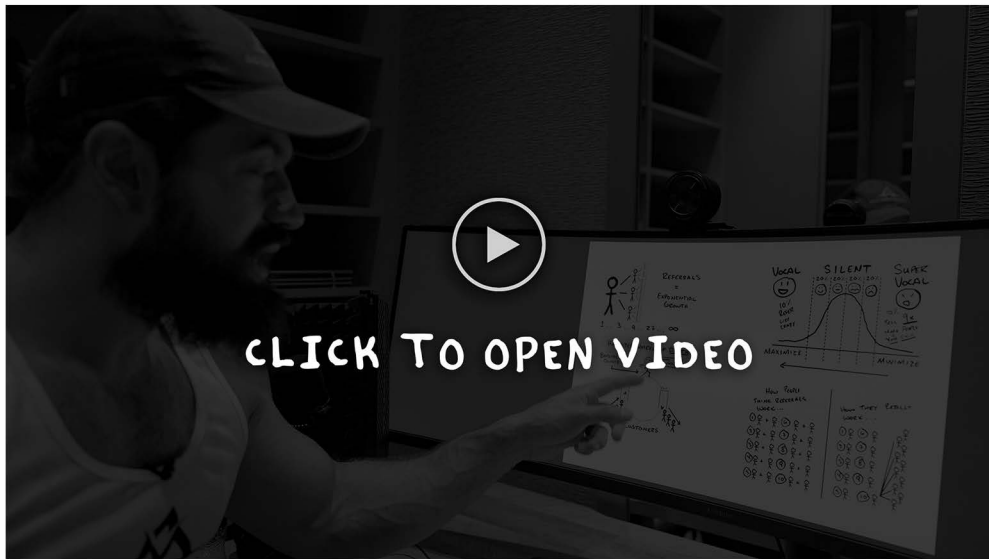


LEAD GETTER #3
GETS LEADS

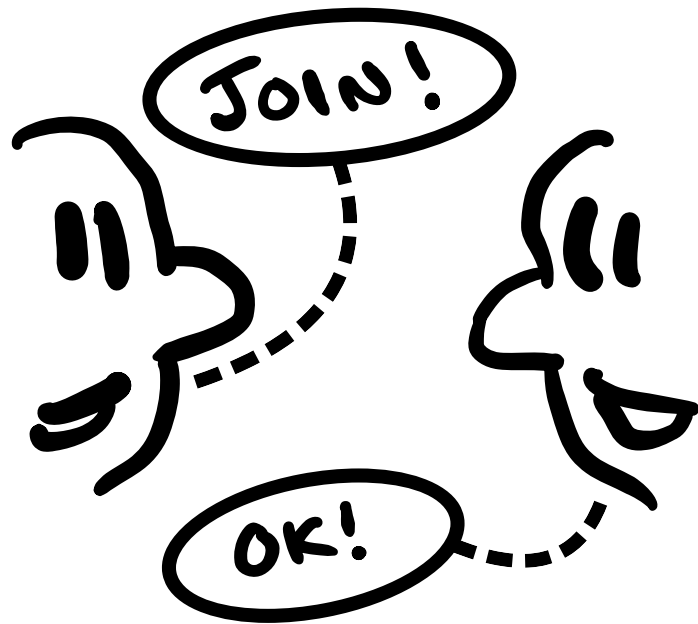


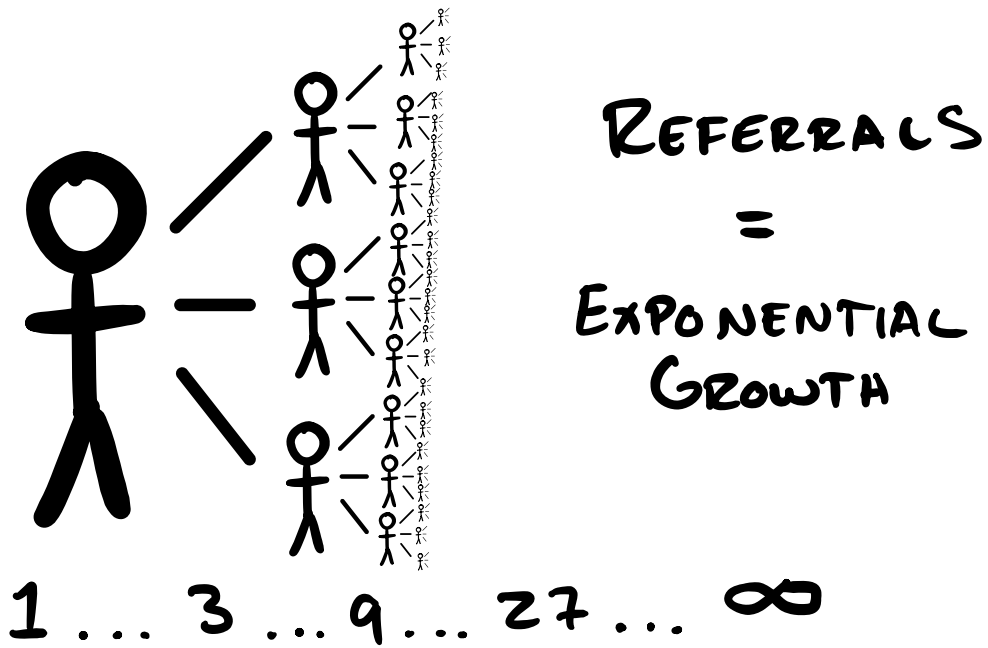


CUSTOMER REFERRALS

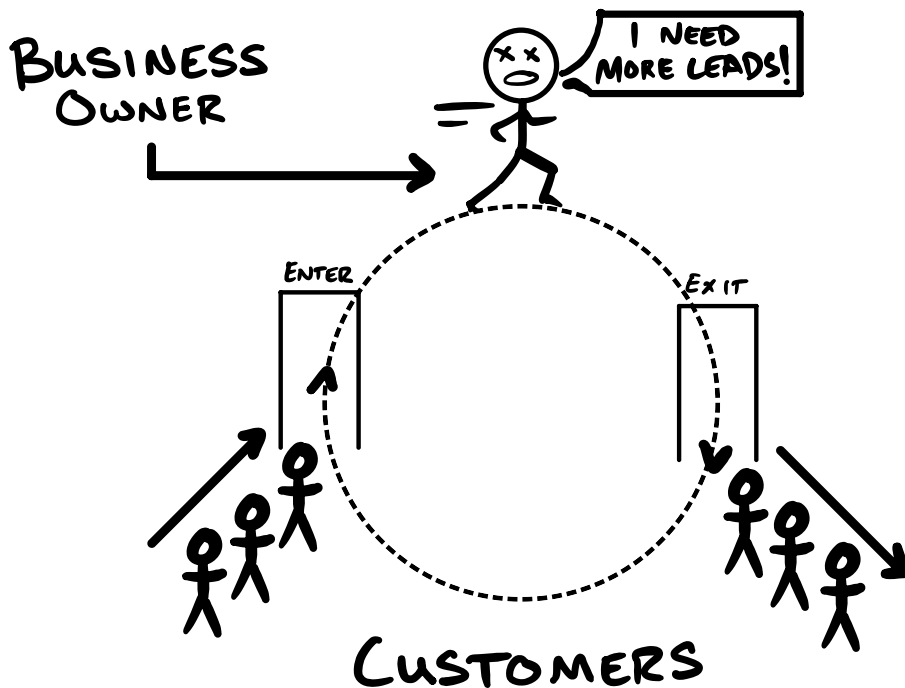


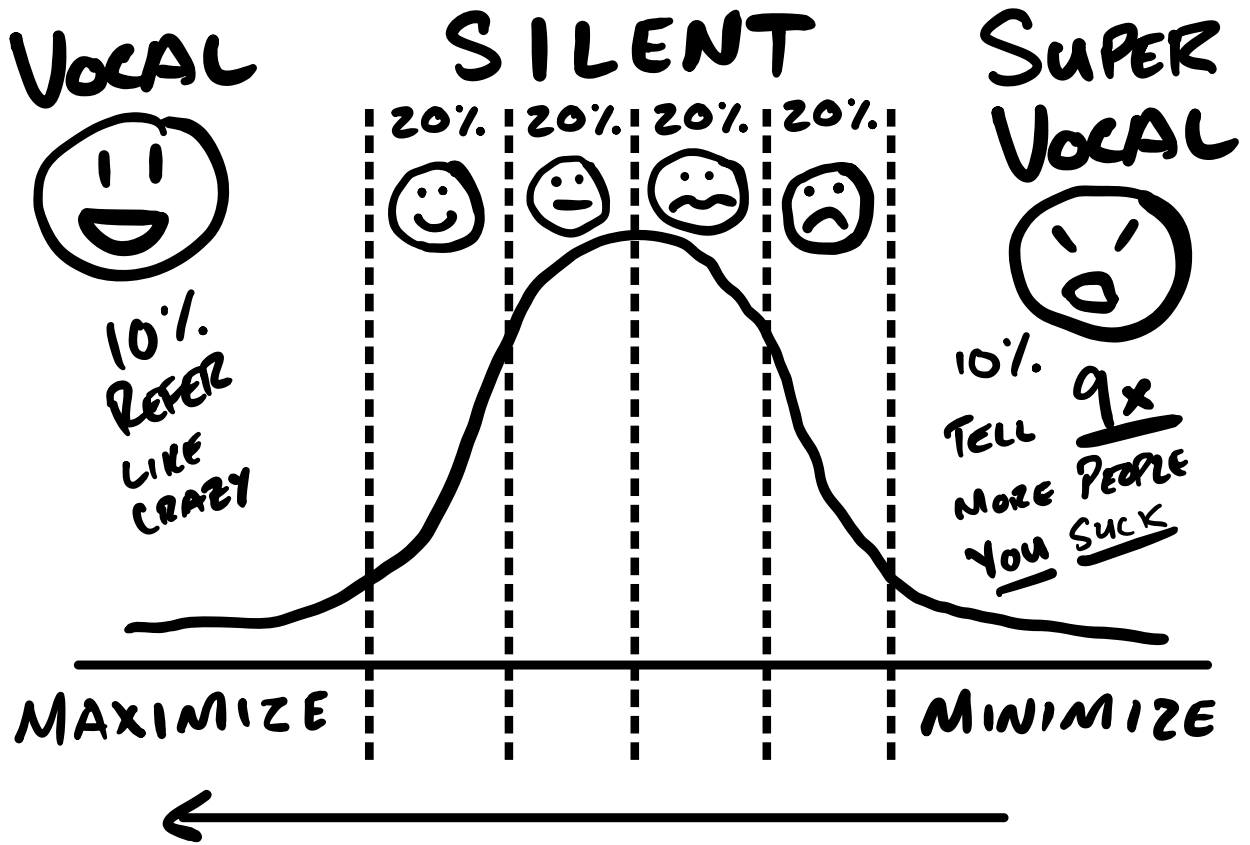
REFERRALS



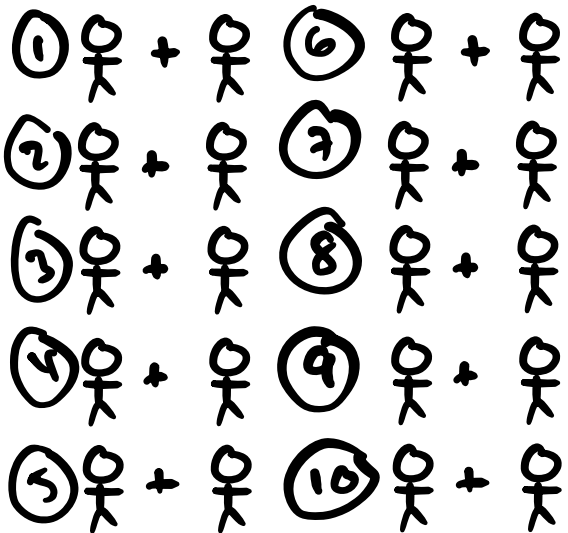


HAMSTER WHEEL OF DEATH

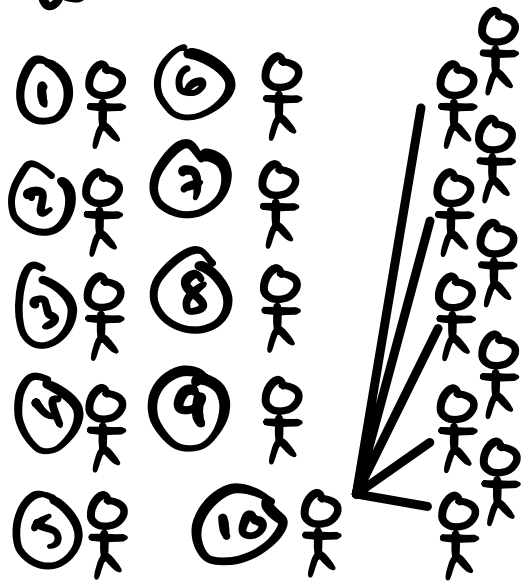




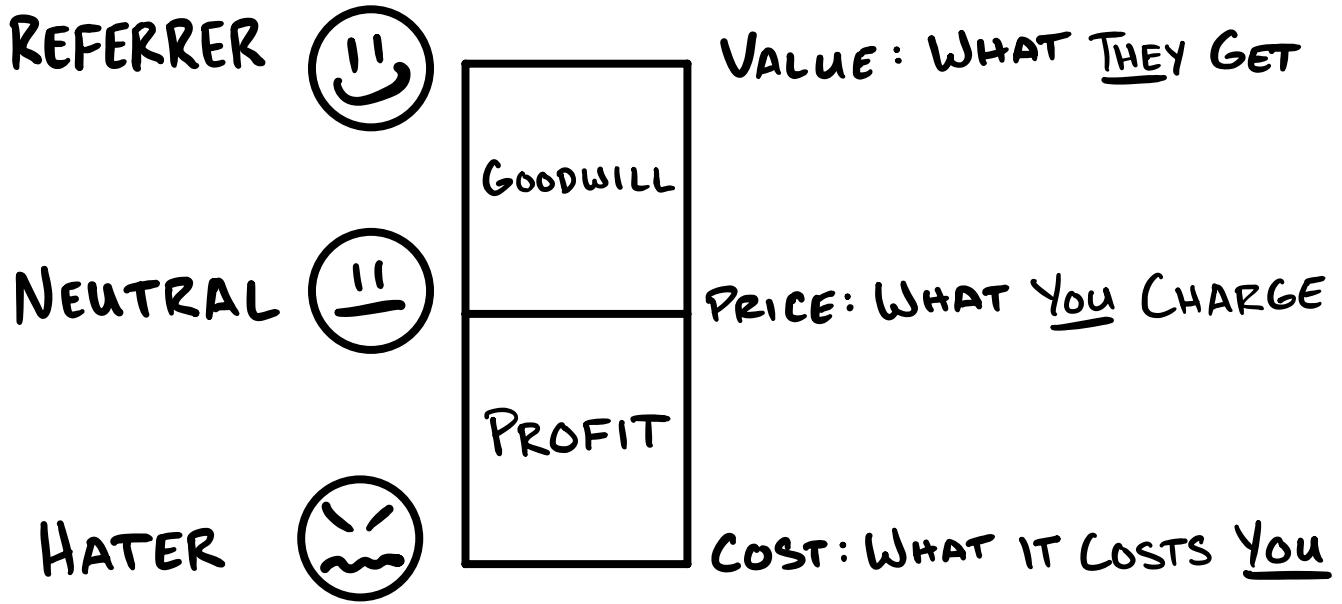
How PEOPLE
THINK REFERRALS
WORK...



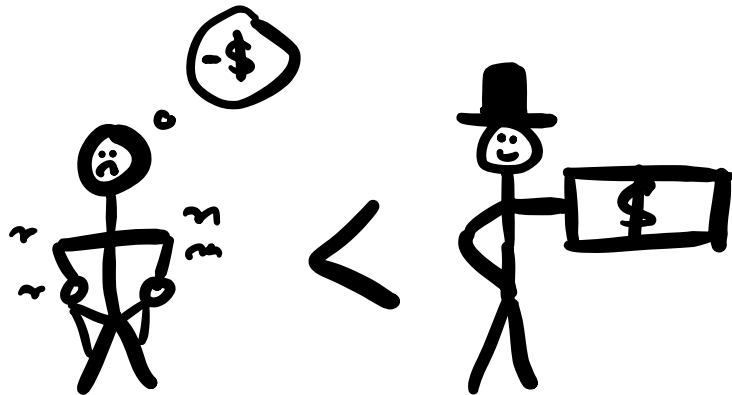
How THEY REALLY
WORK...



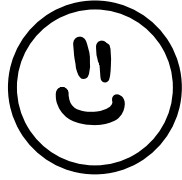
PRICE-PROFIT-VALUE RELATIONSHIP



SELL BETTER CUSTOMERS



SET BETTER EXPECTATIONS

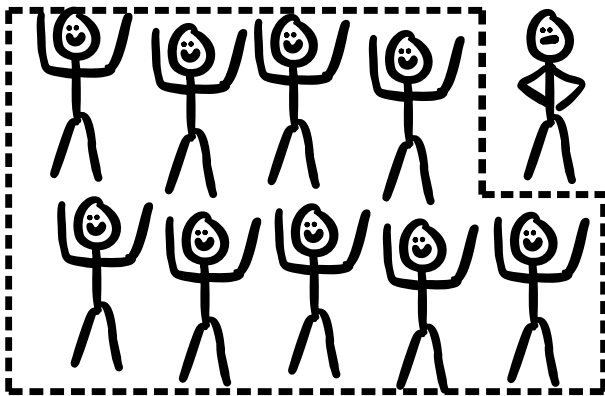


UNDERPROMISE
OVERDELIVER

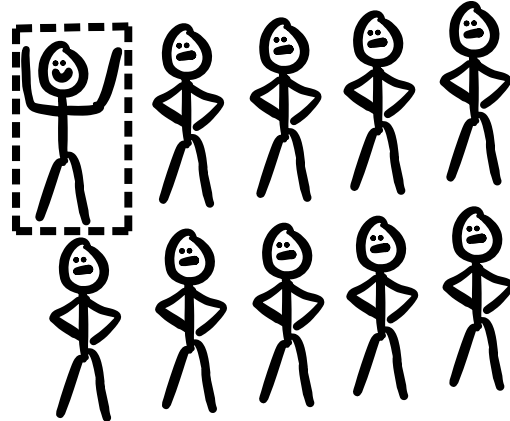


OVERPROMISE
UNDERDELIVER

GET MORE PEOPLE BETTER RESULTS



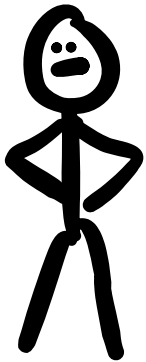
90% SUCCESS RATE



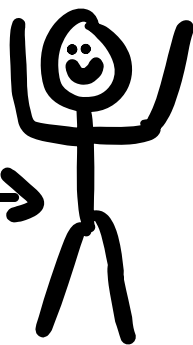
10% SUCCESS RATE

MAKE FASTER WINS

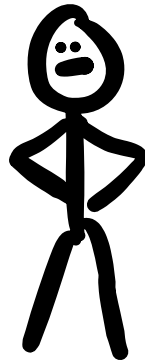
DAY 1



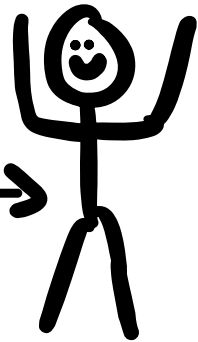
DAY 7



DAY 1



DAY 100




GOLDEN RATIO

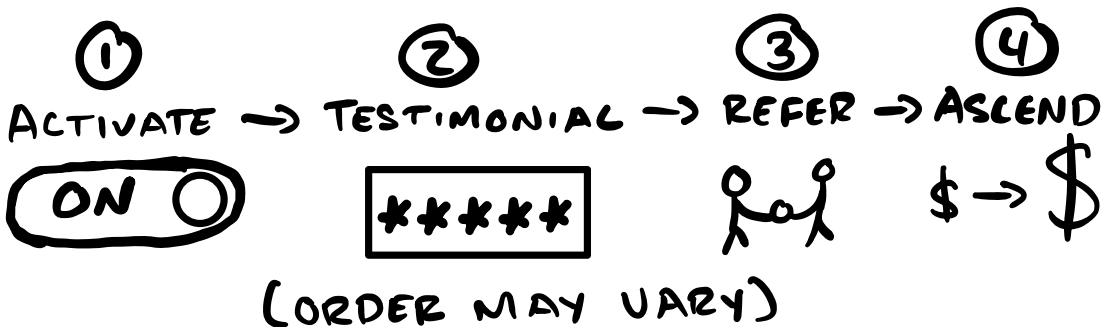
$$\frac{\% \text{ CLIENTS REFERRED}}{\% \text{ CLIENTS CHURNED}} > 1$$

REFERRAL GROWTH EQUATION

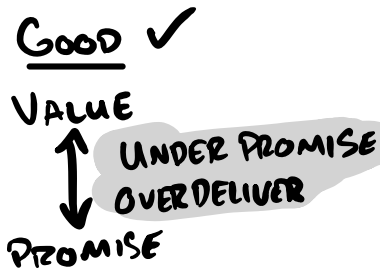
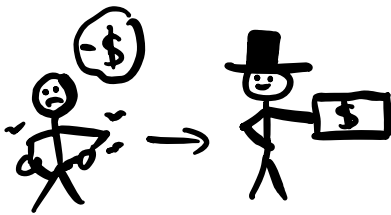
$\% \text{ CLIENTS REFERRED MONTHLY} - \% \text{ CLIENTS CHURNED MONTHLY} = \% \text{ MONTHLY COMPOUNDING GROWTH}$



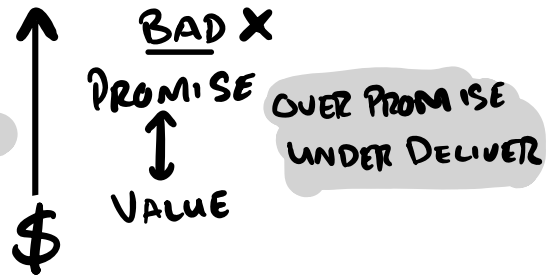
FOUR SIMPLE CUSTOMER MILESTONES



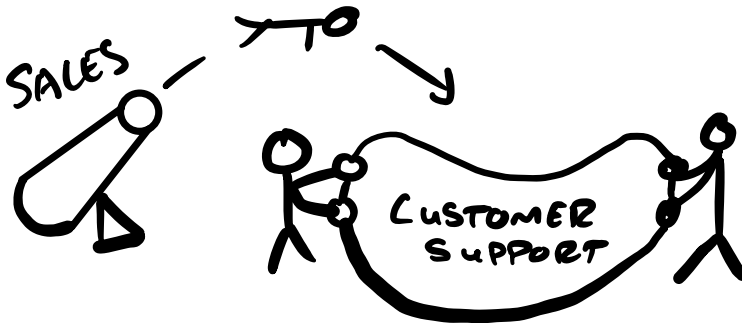
PROSPECT



EXPECTATIONS



HANDOFF ✗



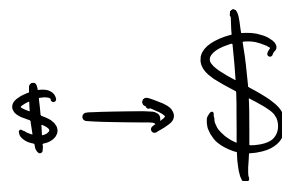
HANDSHAKE ✓



ACTIVATION



ASCENSION



ON-GOING VALUE



AFFILIATES



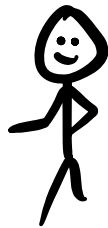
AFFILIATES



I WANT TO
SELL YOUR
STUFF!



YOU GOTTA
BUY IT TO
ETHICALLY SELL IT.



I WANT TO
SELL YOUR
STUFF!



YOU GOTTA KNOW
WHAT YOU'RE
TALKING ABOUT



WHAT WILL
YOU PAY ME?

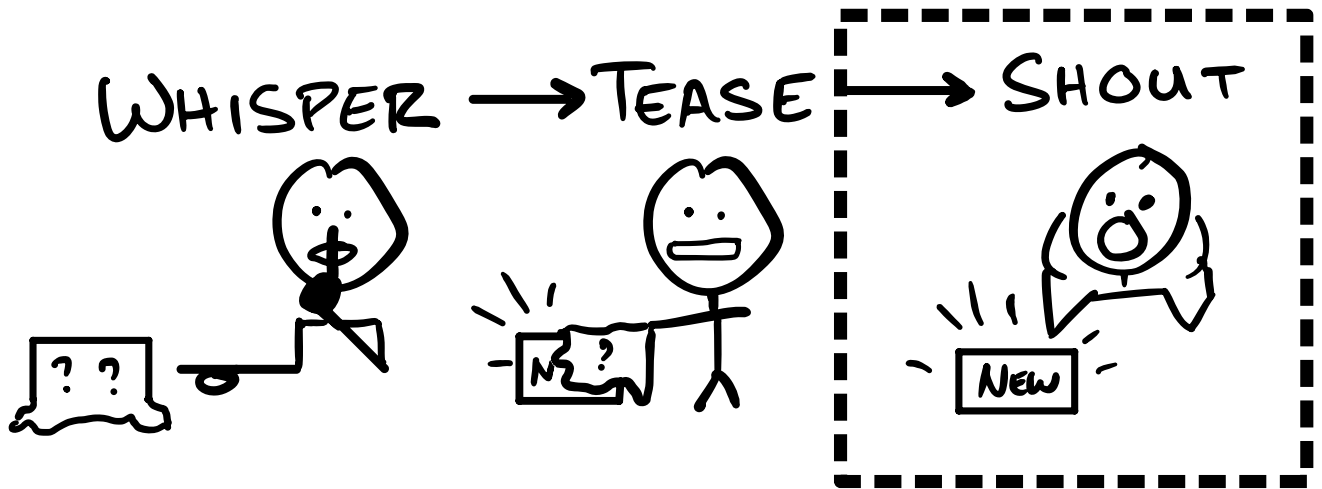
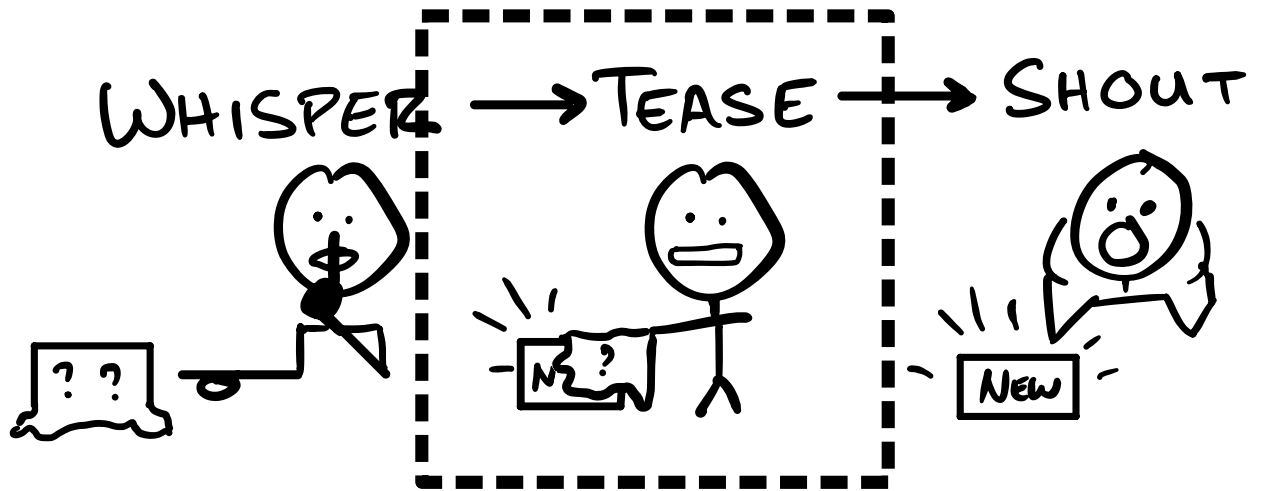
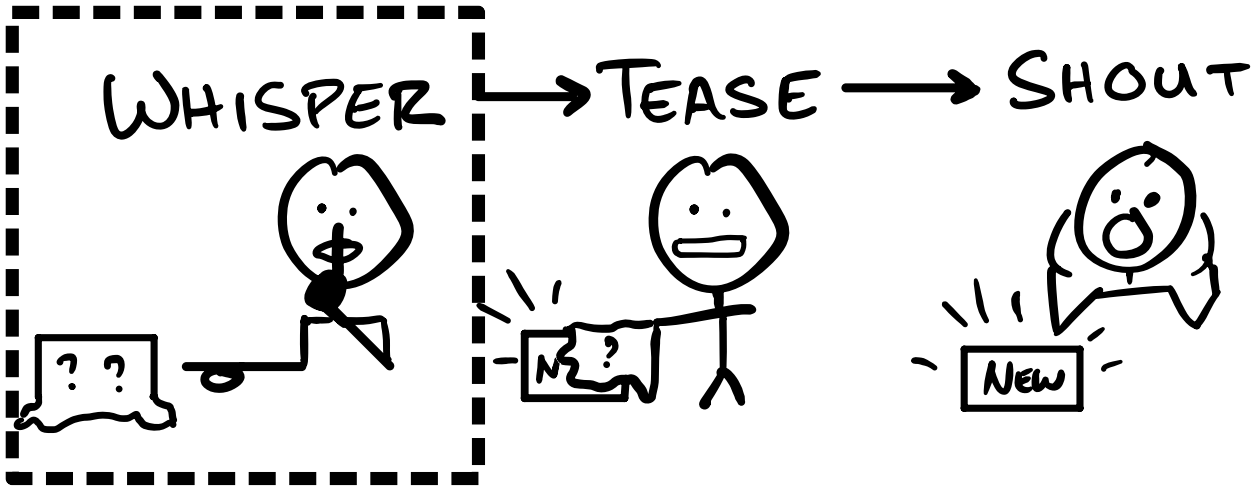


+



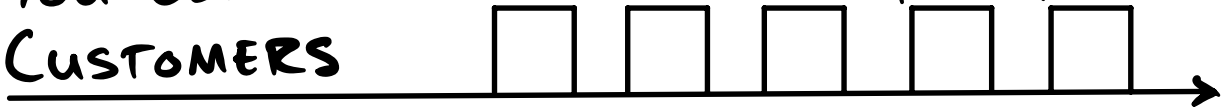
MONEY ≠ FREE
STUFF





YOU GET CUSTOMERS

\$100K \$100K \$100K \$100K \$100K



YOU GET AFFILIATES
THEY GET CUSTOMERS

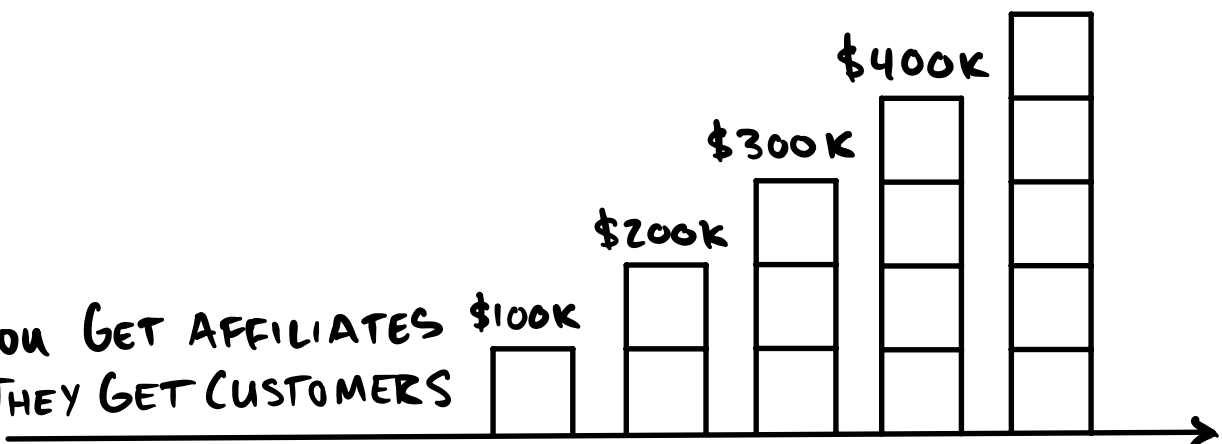
\$100K

\$200K

\$300K

\$400K

\$500K

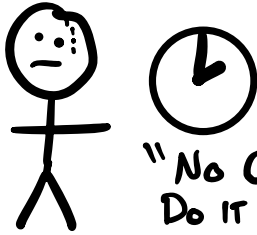


EMPLOYEES



OVERWORKED You

80 Hours/WK



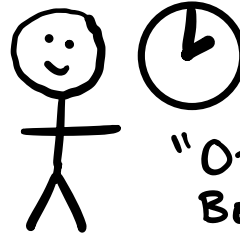
"NO ONE CAN DO IT LIKE ME"

INCOME = \$2,000,000

NET WORTH = CASH

WEALTHY You

10 Hours/WK



"OTHERS DO IT BETTER THAN ME"

INCOME = \$2,000,000

NET WORTH = CASH + \$10,000,000
IN EQUITY

80 HRS
DOING

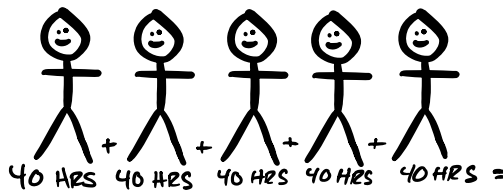


10 HRS = 200 HRS
LEADING DOING



10 Hours
LEADIN

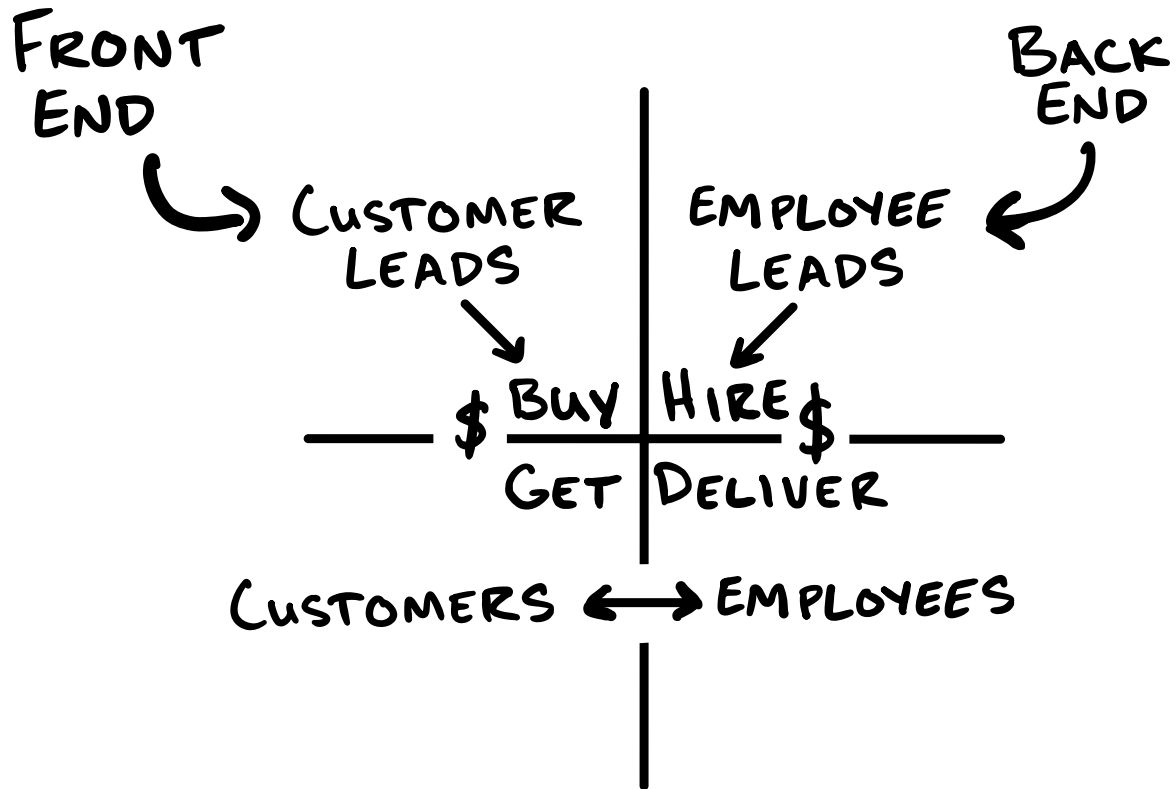
2 HRS + 2 HRS + 2 HRS + 2 HRS + 2 HRS



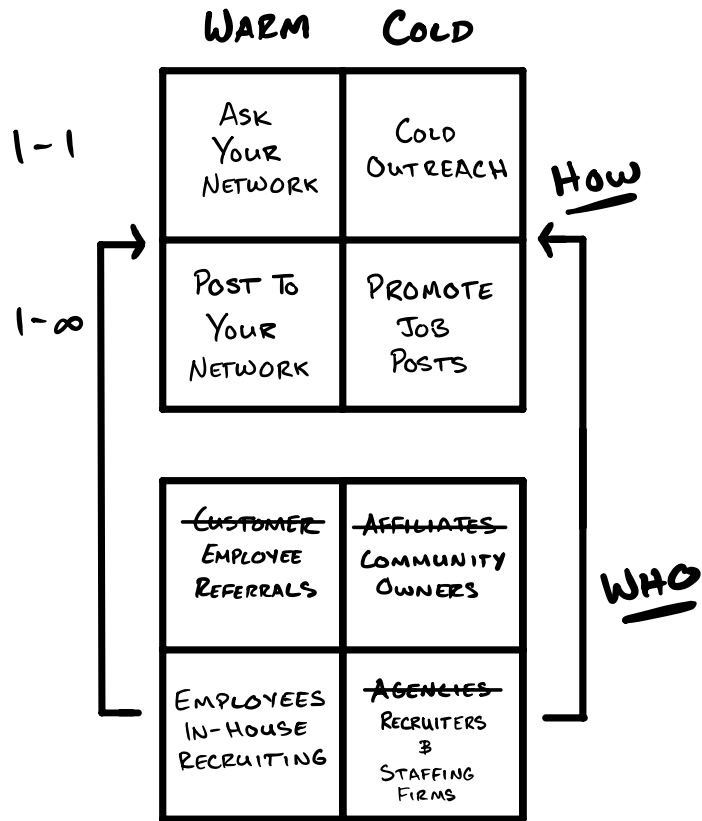
200 HRS
OF DOING

263

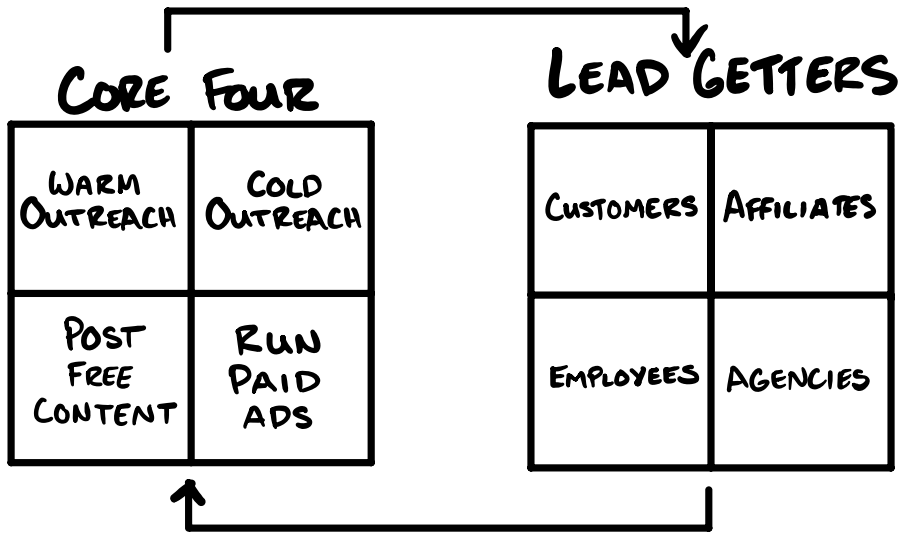
DUAL ADVERTISING FUNNEL



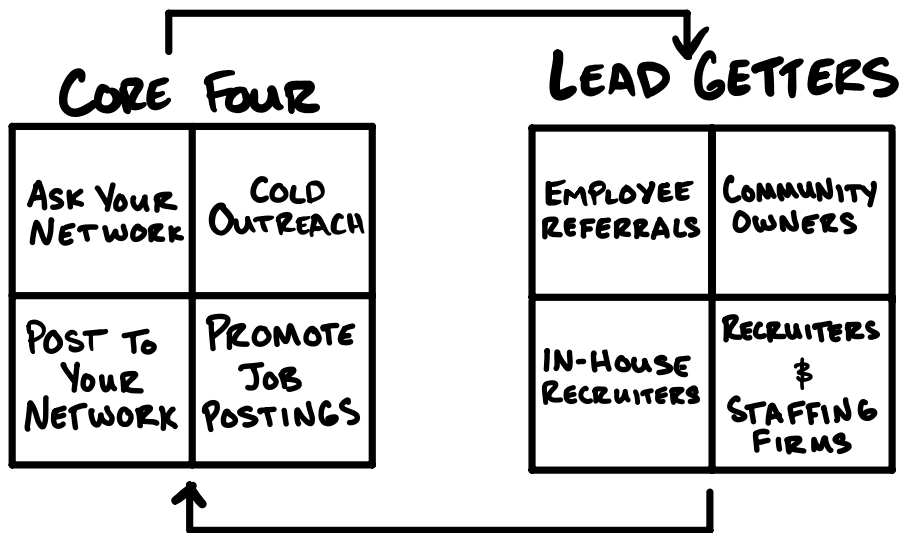
"INTERNAL CORE FOUR"



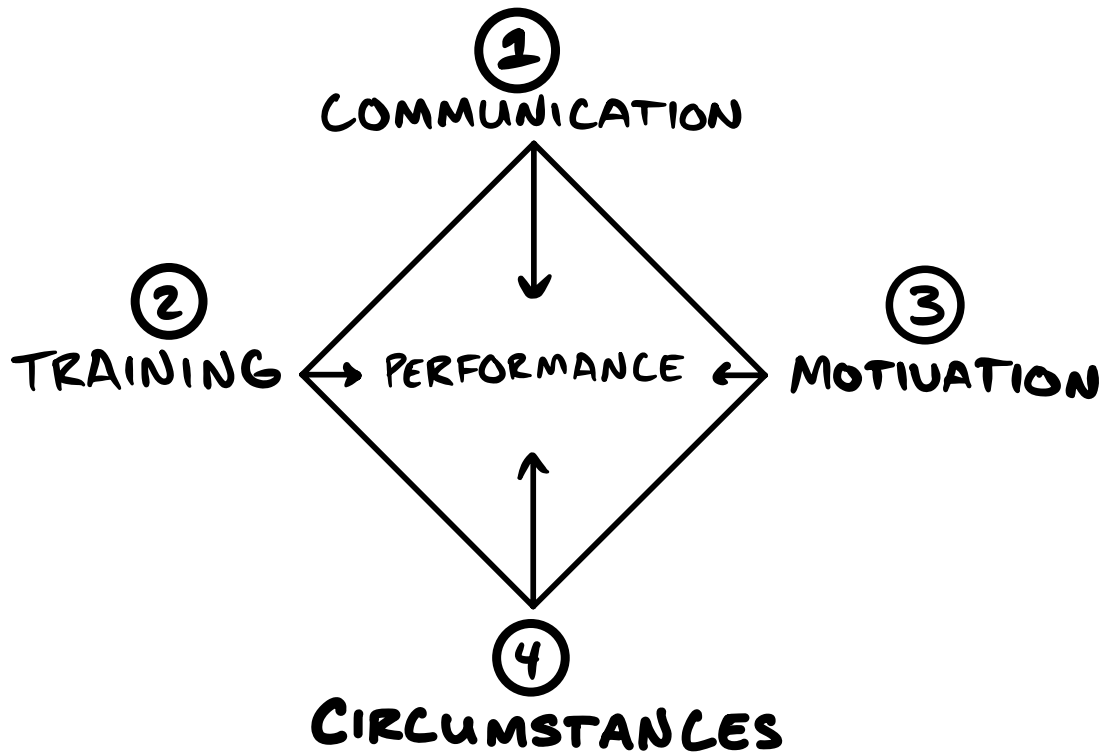
EXTERNAL



INTERNAL



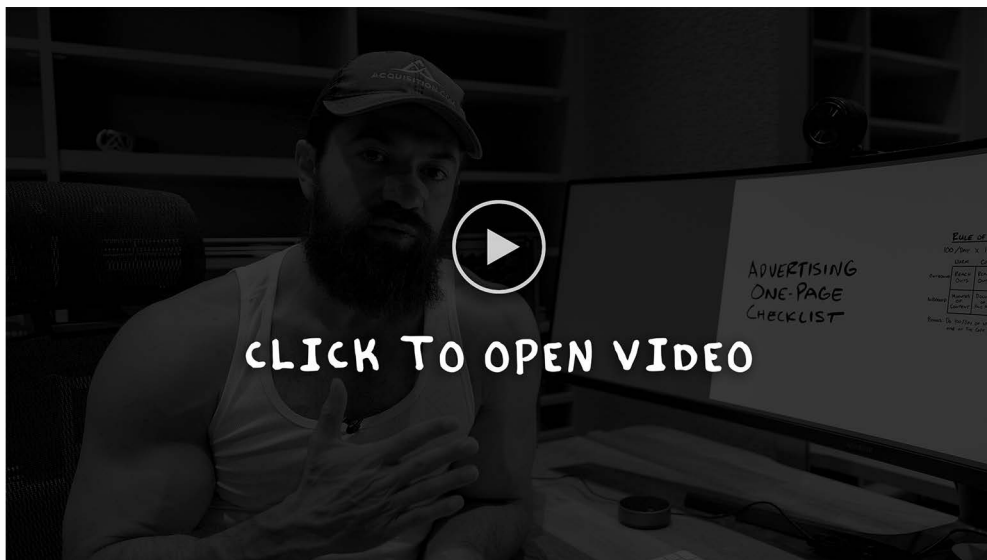
PERFORMANCE DIAMOND



ADVERTISING ONE-PAGE CHECKLIST

≠

CLOSING THOUGHTS



RULE OF 100

100/DAY X 100 DAYS

	WARM	COLD
OUTBOUND	REACH OUTS	REACH OUTS
INBOUND	MINUTES OF CONTENT	DOLLARS OF PAID ADS

BONUS: DO 100/DAY OF MORE THAN ONE OF THE CORE FOUR

STEP #1 PICK TARGET:
CUSTOMERS / AFFILIATES / EMPLOYEES

STEP #2 RULE OF 100:
PICK DAILY ACTIONS

STEP #3: FILL OUT YOUR
ADVERTISING CHECKLIST

STEP #4: DO MORE. DO BETTER.
DO NEW

STEP #5: USE

CLOSING THOUGHTS ‡ AN OPEN INVITATION

I HOPE YOU ENJOYED WATCHING THE EVOLUTION OF ALL THE IDEAS IN FRONT OF YOU. THESE DRAWINGS, ALTHOUGH SIMPLE, TOOK 4+ YEARS TO MAKE. I'M GLAD YOU GOT TO LEARN THIS STUFF IN LESS TIME THAN IT TOOK ME.

* FREE 12-MONTH ENTERPRISE VALUE MULTIPLICATION PLAN *

IF YOU OWN A COMPANY DOING \$1,000,000+ PER YEAR IN EBITDA, PLEASE GO TO ACQUISITION.COM. IF YOU MEET THE MINIMUM SIZE REQUIREMENTS, WE WILL GIVE A PLAN TO INCREASE YOUR COMPANY'S VALUE EVEN IF WE DON'T END UP INVESTING IN YOUR BUSINESS.