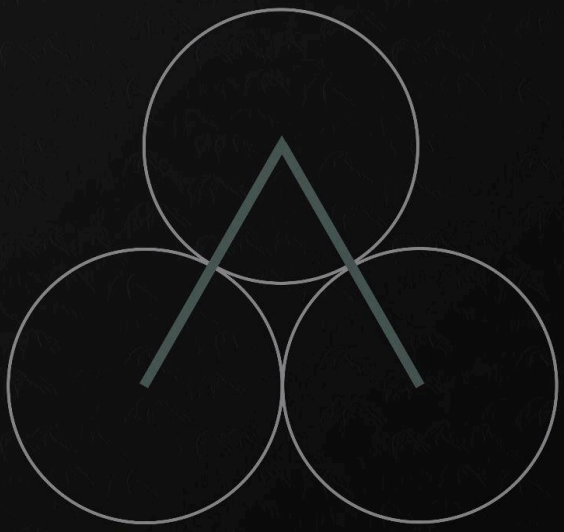
HOW I BUILT A $9M ONLINE EDUCATION BUSINESS

Working 3 Hours A Day



A Behind-The-Scenes Guide

ADAM FOLKER

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"This is the real secret of life -- to be completely engaged with what you are doing in the here and now. And instead of calling it work, realize it is play."

- Alan Watts

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Introduction:

Hey there,

My name is Adam Folker. And I'm really glad you're here.

In this Behind-The-Scenes Guide I'm going to walk you through exactly how I built and scaled my online business.

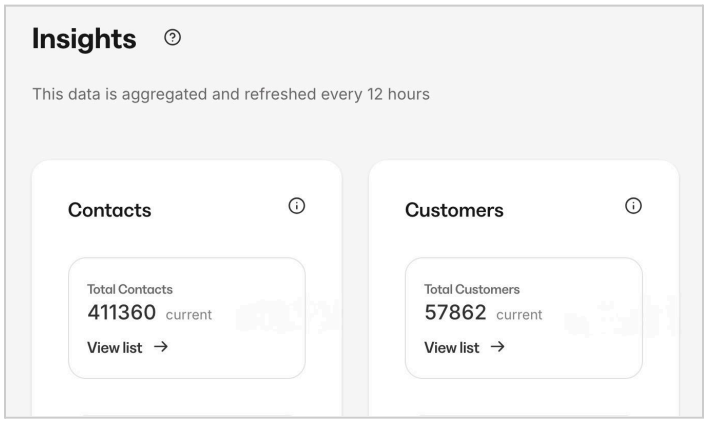
THINCPROBasketball.com has become a $9M Online Education Business with over 57,862+ paying customers.

We sell online training programs to help basketball players improve their game.

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We've done this without following the "traditional" online business path:

- No endless social media content creation…
- No high ticket sales calls…
- No cold DM's or complicated software stacks…
- No elaborate funnels…
- **No grinding yourself into a pile of dust…**

We sell online training programs to high school basketball players who, for the most part, don't even have credit cards.

Pro tip: It's a lot easier to sell stuff to people who have money, and credit cards… *duh*.

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So if we can make it work, there's a good chance you can too (with whatever type of online education you're selling.)

This strategy has also been used by **high ticket coaches**, **authors**, **online course creators**, **low ticket info products**, **content creators**, and **consultants, to name a few**.

To scale an Online Education Business to 7+ figures you need 3 things:

1. **Drive Traffic** - Create a steady flow of customers (without posting all day)
2. **Generate Sales** - Turn prospects into customers (without hard-selling)
3. **Deliver Results** - Help more people (without trading time for money)

That's it.

Anybody who tells you otherwise either hasn't done it themselves, or they're profiting off of trying to reinvent the wheel and sell you the solution.

This simple approach is why I'm able to work just 1-3 hours a day. On projects I care about. With people I love. In places I find inspiring.

Because I believe in having the freedom to live life on your own terms…

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(Like taking my nephew on mid-day walks through the forest…)

I believe that your business should serve your ideal life, not sabotage it.

I see too many business owners end up trapped by their own creations…

What's the point of building a business that becomes a prison for you?

What's the point of having money if it doesn't bring you freedom?

I don't want that.

The Goal:

Run a very simple, highly profitable Online Education Business that: helps a lot of people, makes a lot of money, and allows you to do the things you want to do in life.

- ✓ Time Freedom - work less than 3 hrs a day
- ✓ Location Freedom - work from anywhere in the world

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✓ Financial Freedom - earn what you want to get paid

✓ Creative Freedom - build what you want to see in the world

Without:

❌ Creating content you hate

❌ Complex funnels and hard-sell marketing tactics

❌ Saying yes to clients that aren't the right fit

❌ Compromising your values for profit

This Guide is for you if you're a Coach, Consultant, Expert, Teacher, Author, Course Creator, or Online Educator looking to:

✓ Scale your business to 7+ figures

✓ Work less than 3 hours a day

✓ Help more people

✓ Sell low-ticket or high-ticket offers

Quick disclaimer before we get started:

You should have direct experience doing something that actually helps people.

We're not selling placebo pills to grandmothers here.

Deal?

Cool.

Let's dive in…

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Have you been forwarded this Guide?

You might like to subscribe to my newsletter.

I send emails about scaling Online Education Businesses to 7+ figures with simplicity, freedom, and alignment.

You can check it out here:

Click Here to Join the Newsletter

(Oh, and thank your friend for sending you here… 😉)

- Adam



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1. How to Scale An Online Education Business to 7+ Figures

In the early days of THINCPROBasketball.com I tried everything...

Endless social media posting. Complex funnels. Elaborate product catalogues. Upsells. Downsells. Webinars. Affiliates.

At one point we were even building our own training app and manufacturing physical products to go with it… *yikes.*



(One of our physical products, a dribbling system with 3 training tools…)

We were using the old *throw spaghetti at the wall and see what sticks method.*

And to be fair, some of it worked

*(*Sort of…)

The problem was our revenue was extremely inconsistent and unpredictable.

Which made it very hard to scale.

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You can’t scale what you can’t control.

It created a mess of complexity, stress, overwhelm, and a lot of wasted time and effort.



(2015 - *Our first office in Orange County, California…)*

Here’s what I learned from that chaotic time:

Forget the elaborate funnels and complicated software stacks...

Forget posting on social media all day…

Forget chasing people in the DM’s or high pressure sales calls…

Forget the fancy branding and whiz-bang graphic design…

Going down these rabbit holes is like walking into a naked yoga class… by the time you realize what’s happening, it’s too late.

You don't need to follow every trendy marketing tactic to build a

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successful online business.

For example, I love that Gary V loves what he does. For me? I'd rather explain my teenage internet history to a priest than hustle and grind my way through life.

To scale an Online Education Business to 7+ figures you need 3 things:

You need to **Drive Traffic**.

You need to **Generate Sales**.

You need to **Deliver Results.**

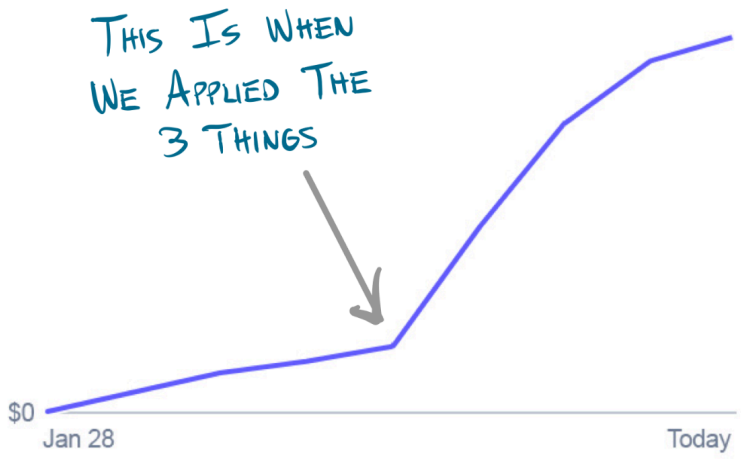
That's it.

We've been quietly applying this simple approach for over 10 years now… and it's been responsible for much of the success of THINCPROBasketball.com.

After applying these 3 things to the business:

- Revenue increased to $9M+ (and we became much more profitable)
- Our customer base grew to 57,862 paying customers
- I cut my workload to 1-3 hours per day

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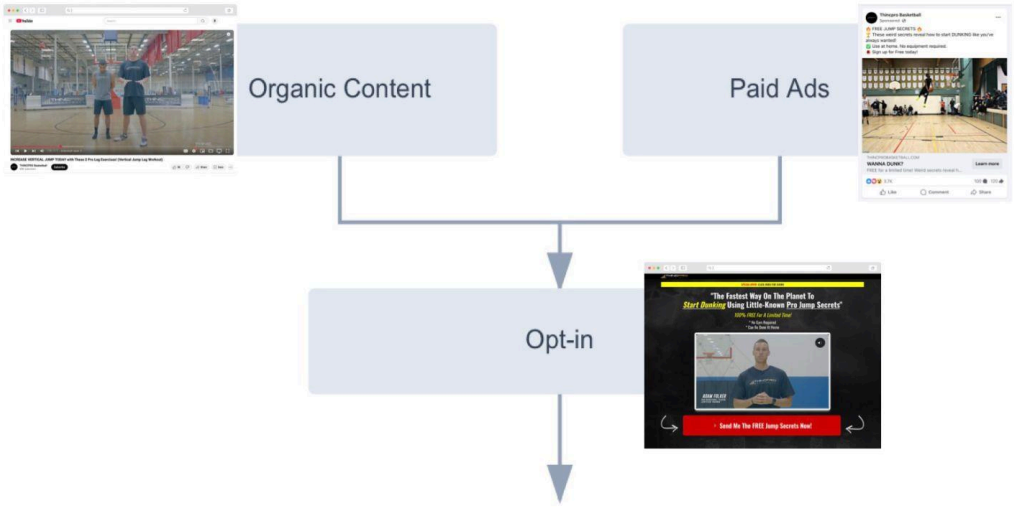
(Before vs. After - *Profit ↑, Working Hours ↓)*

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The 3 Things You Need to Scale to 7+ Figures:

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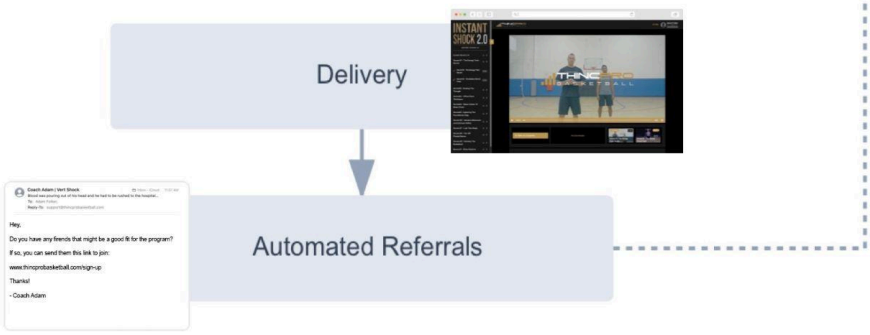
#1 Drive Traffic



#2 Generate Sales



#3 Deliver Transformation



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This gets people to **see your stuff, buy your stuff, and love your stuff** (so that they refer their friends to buy more of your stuff).

Pretty simple, ain't it?

> *"The simpler, the better. Complications lead to multiplicative chains of unanticipated effects."*
> – Nassim Nicholas Taleb

In the following chapters, I'll show you exactly how each of these 3 things operates inside of THINCPROBasketball.com.

Here's what we'll go over:

🚀 #1 **Drive Traffic** - A reliable system to get in front of your ideal customers

• How organic content and paid ads work together to build trust
• Our content creation system that takes less than 1 hour per week
• The simple way to get consistent leads without being on the content hamster wheel
• Plus more…

🚀 #2 **Generate Sales** - Turn prospects into customers without hard-selling

• How to create offers that sell themselves
• Why hard-selling tactics actually hurt your business long-term
• The Ecosystem Approach to email that actually works
• Why we don't do sales calls (and what we use instead)
• Plus more…

🚀 #3 **Deliver Results** - Help more people without trading time for money

• The exact 3-part delivery system we use to get clients results
• Why group programs can be more effective than 1:1 coaching
• The automated system that generates referrals
• Plus more…

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So grab a bevvy, take a seat, and let’s dive in...

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🚀 #1 Drive Traffic



I've been trying to come up with a story to illustrate the importance of being seen (aka driving traffic to your offer)...

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I considered the time I met one of the original founders of Athletic Greens (now known as AG1) at a business mastermind 10 years ago…

He gave me a bag of mysterious greens powder to try (hoping we'd promote it to our email list)...

It kicked around the office kitchen for a while, and then disappeared.

(Another unsolved mystery of the office kitchen…)

Or the time I had a short conversation with a well known guru at a marketing event…

He was wearing a bright red, shiny, 3 piece suit. I was wearing my Lululemon pants and athletic t-shirt.

He asked me if I had a business, or if I was part of the catering service serving the sausage rolls…?

(I told him the latter…)

Anyways, what I'm trying to say is:

It's important to be seen if you want to scale your business.

But before you call your tailor and order a bright red 3 piece suit… there's a better way.

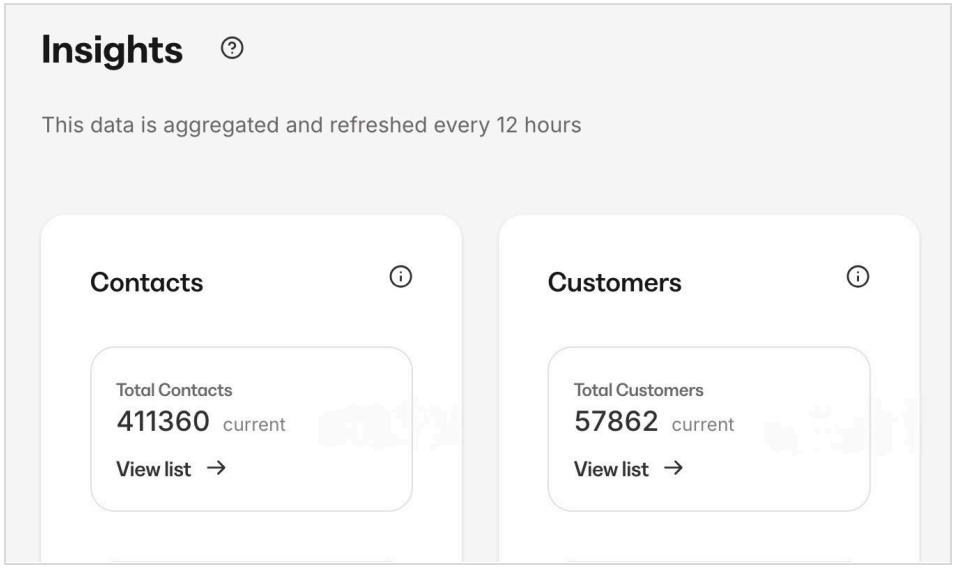
A way that focuses on helping people overcome problems in their life.

> "Marketing doesn't have to be about loudness.
> It can be about usefulness."
> - Jason Fried

This is how we drive traffic at THINCPROBasketball.com.

We currently have 411,360 people on our email list. And 57,862+ paying customers.

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(Metrics from our email service provider that I am desperately trying to move away from - story for another day…)

When it comes to generating leads most Coaches and Marketers are split between:

1. Creating organic content to generate leads.
2. Running paid ads to generate leads.

So what's the answer?

Well, we do both.

Because nothing exists in isolation. Everything is connected.

- 🔄 Organic content boosts the performance of our paid ads.
- 🔄 Paid ads boost the performance of our organic content.

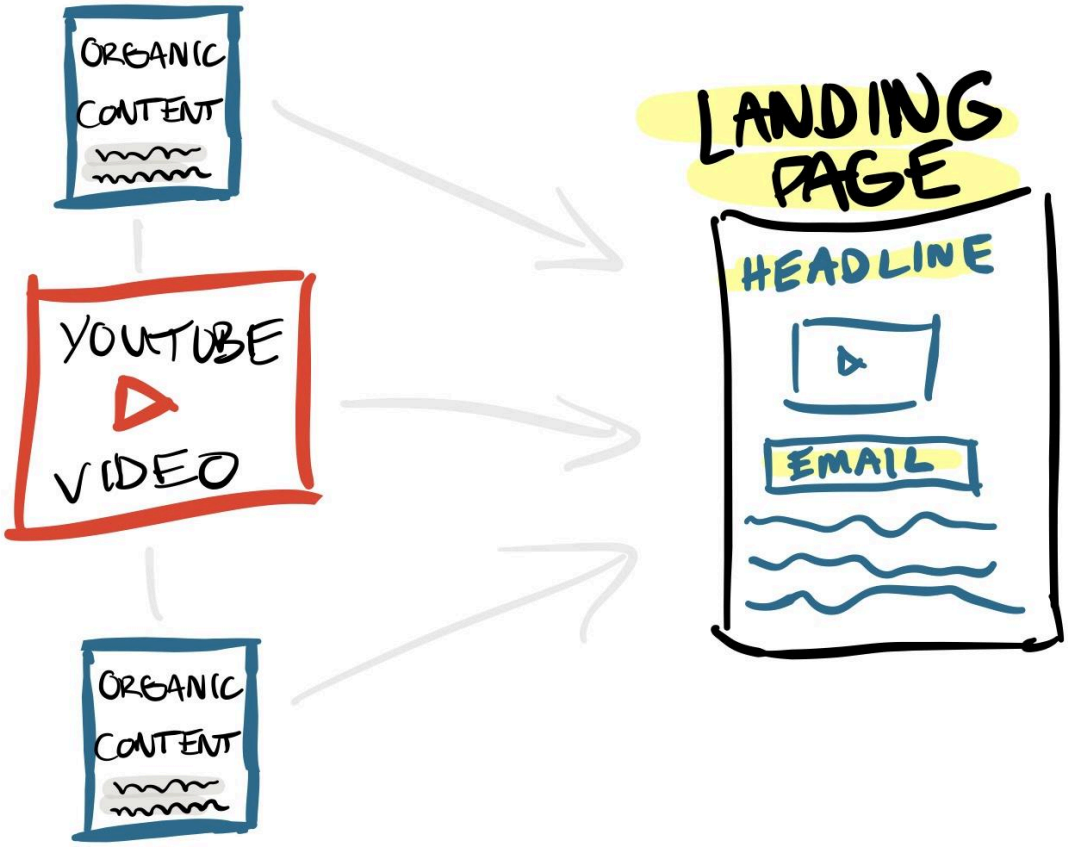
It's a non-linear Ecosystem Approach that is simple to set up, and I believe, a way better experience for our customers to be a part of.

Here's how we do it…

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⚙️ Organic Content



PRIMARY PURPOSE

GENERATE KNOW + LIKE + TRUST

SECONDARY PURPOSE

GENERATE LEADS

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The truth is:

❌ **Posting all day on social media without a strategy is NOT a predictable or reliable way to scale your business.**

The social media algorithm is like the mechanical bull at your favorite dive bar… unpredictable, unreliable, and impossible to ride (and sometimes just downright broken)

Maybe you've already tried this approach? It's exhausting.

You MUST have a way to predictably and reliably get your message in front of your ideal customers.

At THINCPROBasketball.com the primary purpose of our organic content is to:

- Connect with our audience and build trust
- Provide value and build authority
- Show that we know what we're talking about

It is **NOT** to generate leads, or to sell anything.

Now, before I piss off every content marketer on the planet…

Does our organic content generate leads?

Yes.

Does our organic content indirectly sell stuff?

Yes.

But we treat these as secondary benefits that come from building a content Ecosystem.

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Here's why…

We can't control how well the algorithm is going to distribute our content, and we don't want to rely on this to scale our business.

You can't control organic social media content distribution.

And you can't scale what you can't control.

So we use our organic social media content to build a mini-world that our community gets value from and likes to be a part of.

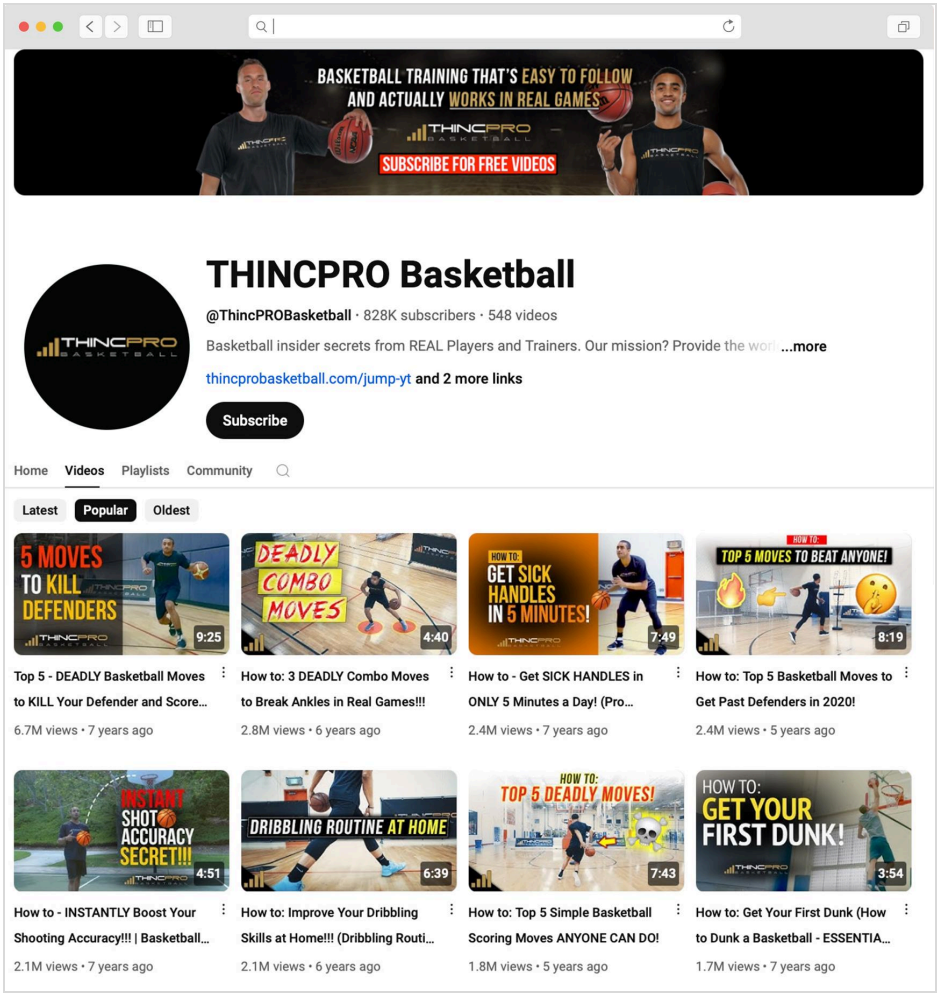
With this Ecosystem Approach, it becomes somewhat inevitable that our viewers turn into leads…

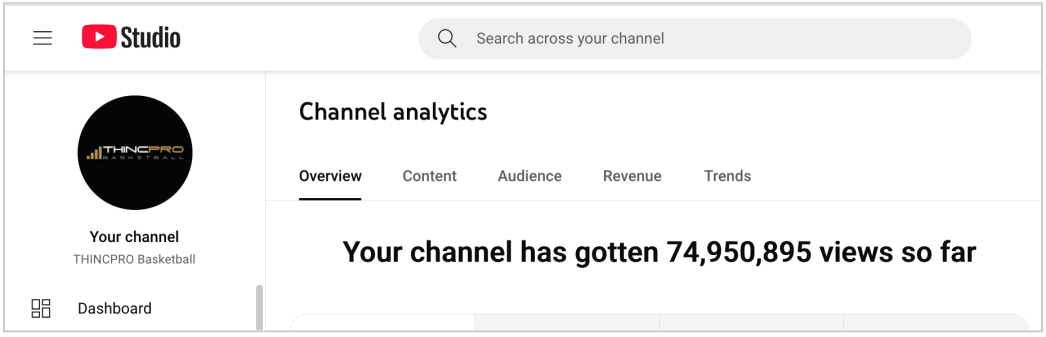
Because we're creating content for our audience, not for the algorithm.

Ironically, this Ecosystem Approach seems to please the algorithm… because our audience consumes more content and spends more time on the platform.

This is how we built a Youtube channel with over 827,789 subscribers and 74,807,981 views.

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How The Content Ecosystem Works

When we create content… we **speak to our 1 ideal customer avatar** at **1 point in their journey**… and we help them.

This means our content is highly relevant to our audience… it cuts through the noise and speaks directly to what is going through their mind.

We don't try to speak to everyone, and we don't chase algorithm trends.

Your content should feel like a natural expression of you, not a forced performance for the algorithm.

When you do this, two things happen:

1. **It's sustainable…** because you're not fighting against yourself every day trying to create something you hate

2. **It resonates more deeply with your audience…** because they can feel your genuine passion

The success of your online business depends on your relationship with your audience. Which is built on trust.

The Content Ecosystem uses 3 types of content to build trust fast:

1. **Frequency Content -** Short Form Content designed to be seen more frequently… because people trust people that they see more often.

   Examples: social media posts, story posts, text posts, status updates, ads, etc.

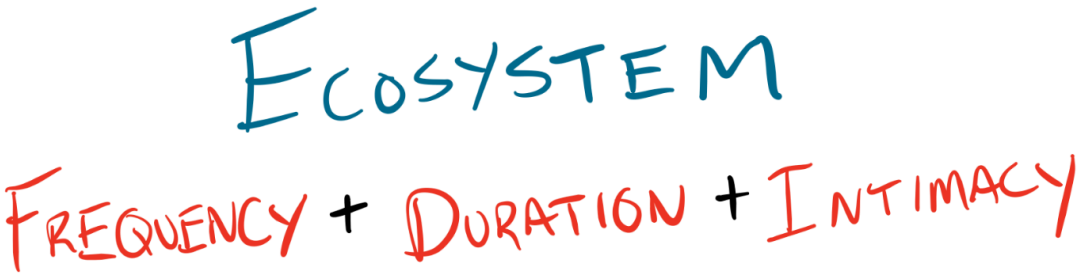
2. **Duration Content -** Long Form Content designed to be seen for longer periods of time… because people trust people who they see for longer periods of time.

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Examples: Youtube content, podcasts, interviews, books, guides, case studies, blog posts, live streams, vlogs, or anything else that allows your audience to deep-dive with you on your topic.

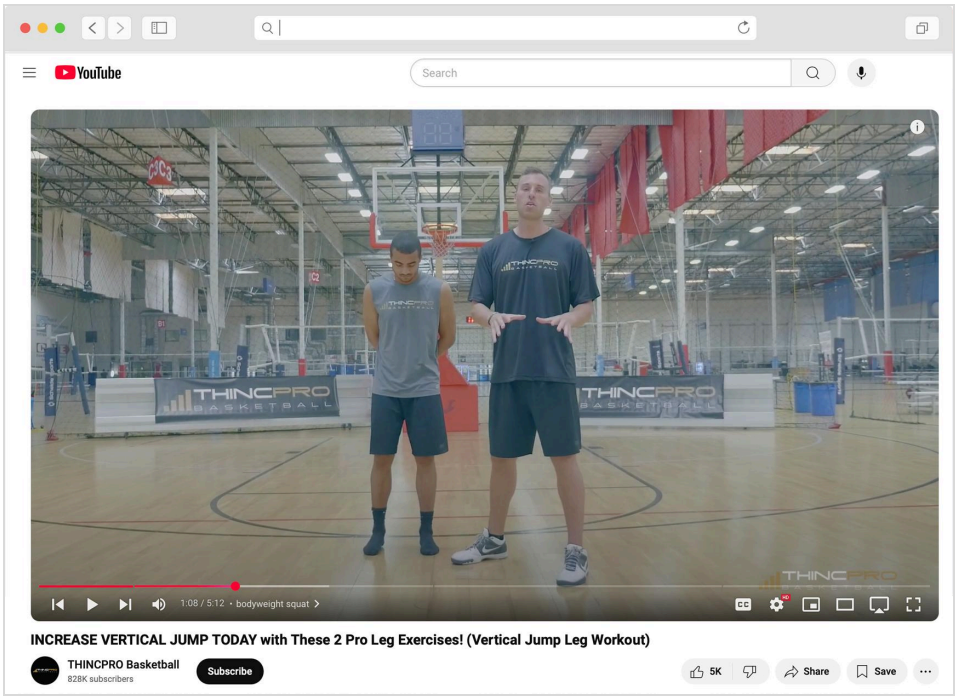
3. **Intimacy Content -** Direct 1-to-1 communication… because people trust people they have an intimate connection with.

   Examples: emails, DM's, whatsapp messages, text messages, voice notes, or anything that allows you to speak directly to someone (not to a group of people)



Pro tip: The most sustainable traffic comes from showing up consistently in ways that feel natural to you… for example, if you don't like being on video, don't do it.

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(The Ecosystem builds Trust fast…)

Many of our customers will click on 1 of our paid ads, opt-in to our email list, find their way to our Youtube channel, binge watch a bunch of our videos… **then decide to buy from us - no hard selling required**.

How to Build a Content Ecosystem

At THINCPROBasketball.com we designed our content ecosystem around the 4 main categories that our customers are searching for help with:

Content Category 1: Shooting a basketball

Content Category 2: Dribbling a basketball

Content Category 3: Scoring a basketball

Content Category 4: How to jump higher in basketball

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Pro tip: I would strongly suggest that you start with just 1 content category until you pass $1M in revenue. We started with vertical jump training for basketball players, then expanded from there.

At the end of all our Youtube videos we extend an invitation for a free training that is specific to the content in that video.

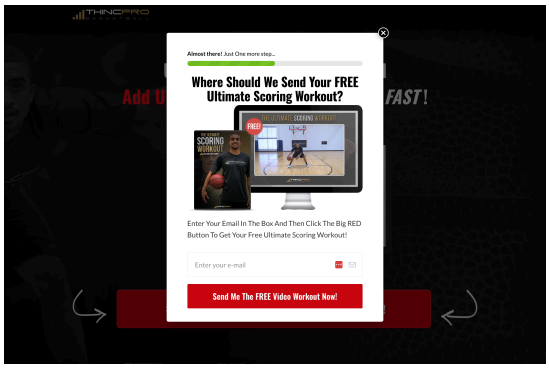
(Call it a Lead Magnet if you must…)

This Lead Magnet is the logical next step for the viewer… something valuable that we give away for free in exchange for an email address on our landing page.

This turns viewers into Leads.

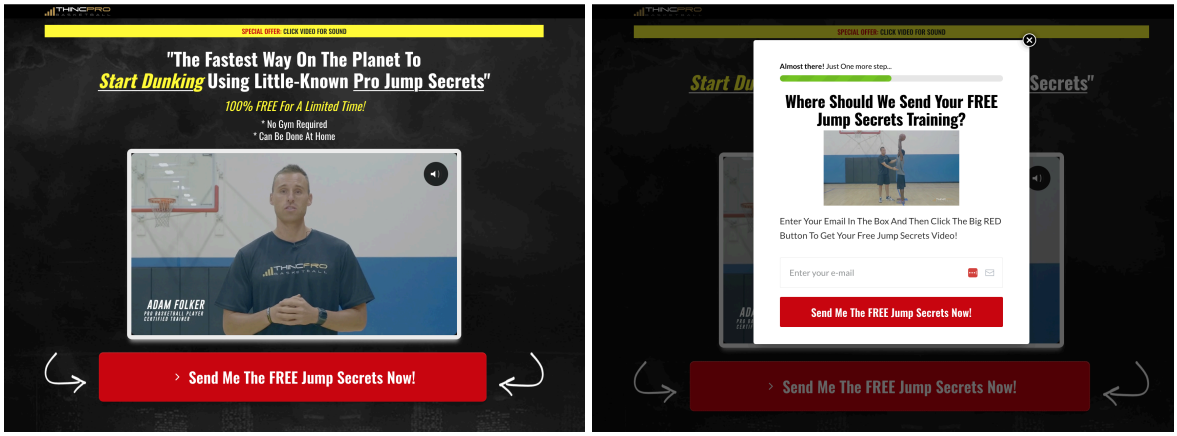
Here is the Landing Page for our Ultimate Scoring Workout Lead Magnet:





Here is the landing page for our Free Jump Secrets Lead Magnet:

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Pro tip: A specific, on-topic Lead Magnet can boost email sign-ups by up to 15x. So give people more of what they're already searching for in your Lead Magnet.

Since we designed our content Ecosystem around our 4 main topic categories, this allows us to create 4 Lead Magnets once, and then reuse them in all of our content.

Summary: Organic Content

The primary purpose of the Organic Content Ecosystem is to generate know, like, and trust. The secondary purpose is to generate leads.

You cannot control the social media algorithm, and using it to try and scale your business is not reliable, predictable, or consistent.

The organic content Ecosystem acts as a web of content across social media platforms. It allows your audience to pick and choose what content they want to watch/see and when.

There are 3 forms of content in the Ecosystem Approach:

1. **Frequency Content** - short-form content used to increase **frequency on brand** (social media posts, stories, text posts, etc.)

2. **Duration Content** - long-form content used to increase **duration of time on brand**

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(Youtube, podcasts, blog posts, written guides, books, live streams, vlogs, etc)

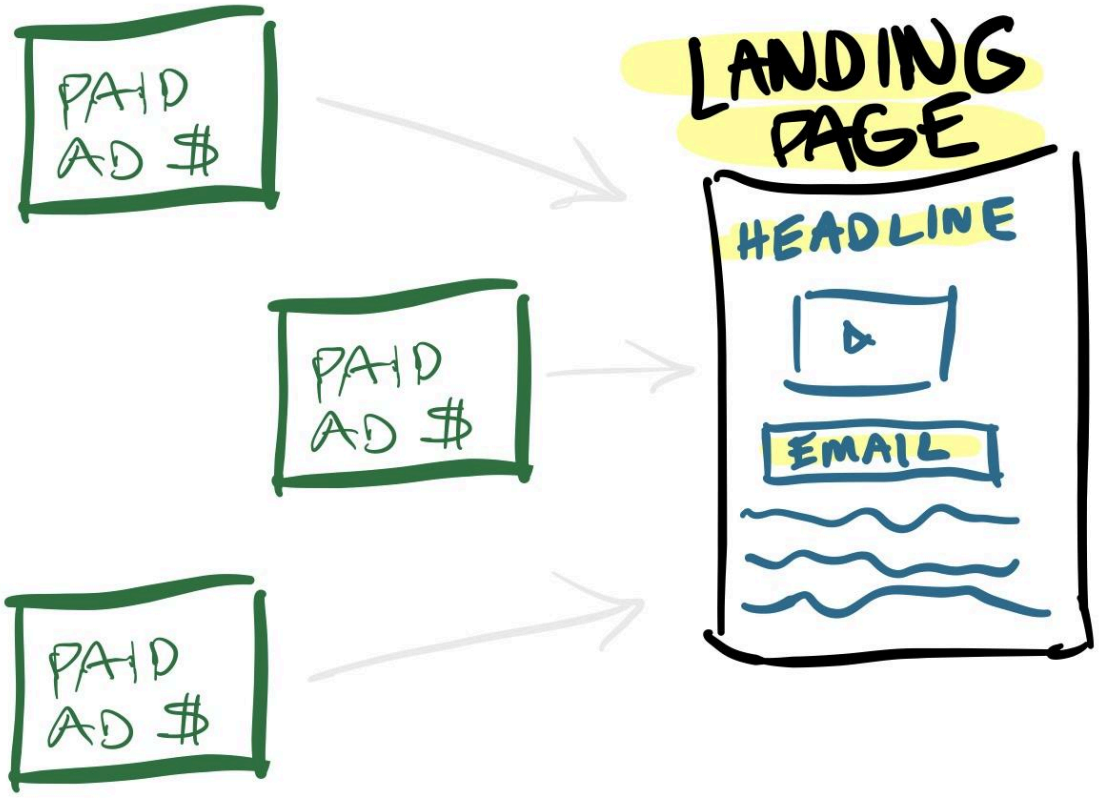
3. **Intimacy Content** - Direct 1-to-1 communication used to build an intimate connection with your audience (emails, DM's, whatsapp messages, text messages, voice notes, etc)

Our organic content is created for 1 ideal customer avatar - not for the algorithm. This makes our content highly relevant and useful to our audience.

Organic Content boosts Paid Traffic, and vice versa. They work together to grow your business.

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⚙️ Paid Ads



PRIMARY PURPOSE

GENERATE LEADS

SECONDARY PURPOSE

GENERATE KNOW + LIKE + TRUST

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I’m going to be honest with you…

Before I started running paid ads with THINCPROBasketball.com, I was scared.

Because all I’d heard was horror stories from entrepreneurs who lost a bunch of money on ads and swore they didn’t work.

So I put it off…

And put it off…

And kept posting organic social media content, hoping one post would go viral and provide leads and sales to survive (lol).

Then I hired my first mentor. And he talked some sense into me.

That changed my life.

I started running Facebook and Instagram ads… my budget was small, really small.

Like $10/day.

Within 4 weeks I was profitably spending over $1,000/day on ads.

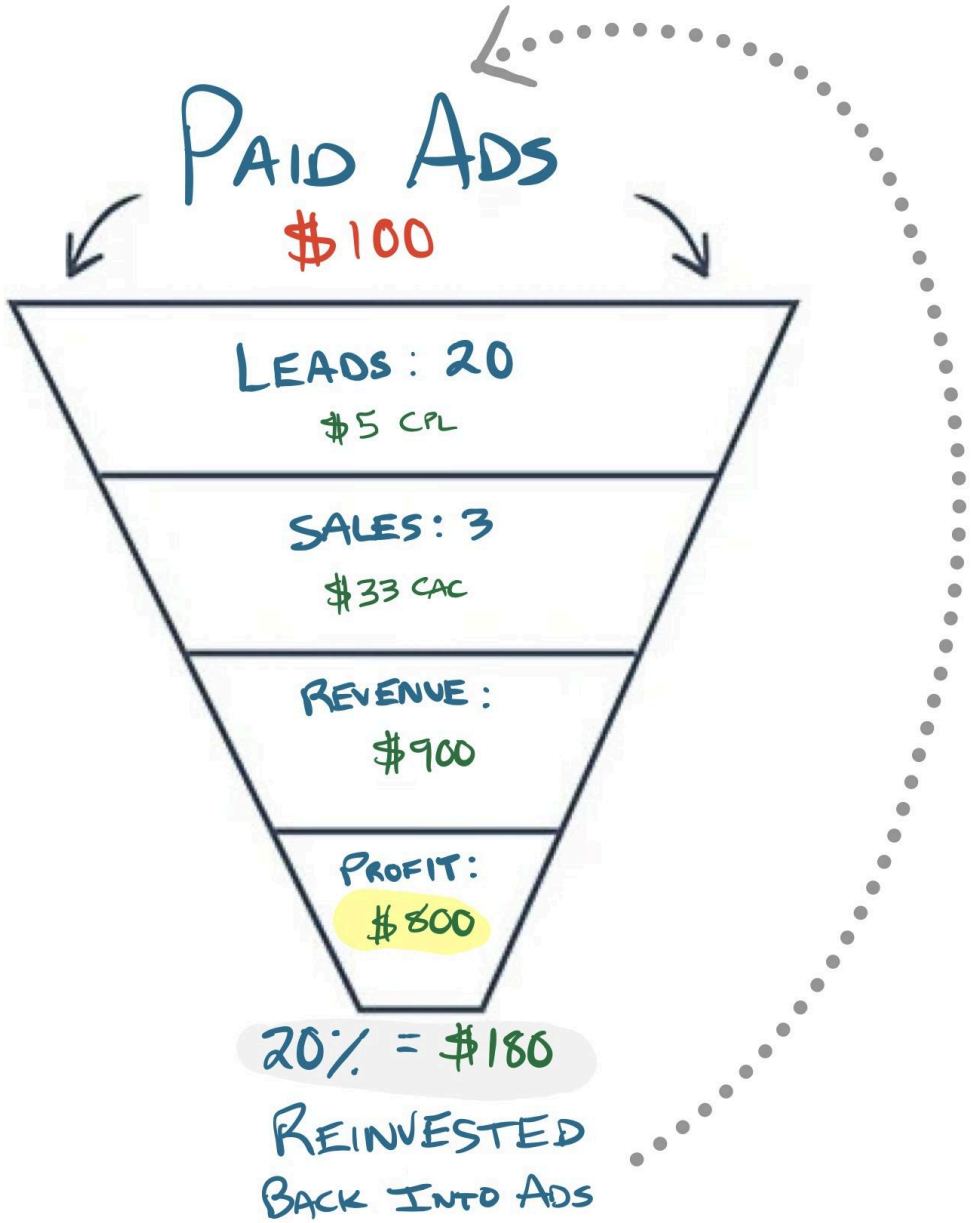
I was taking the profits from the ads and re-investing a portion of them back into more ads.

The business had effectively doubled its revenue within 8 weeks, and become a 7 figure business in less than a year.

The secret to our success wasn't a massive initial budget (I was broke when I started) – it was implementing a system called **Client Financed Acquisition**.

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Client Financed Acquisition: The Key to Sustainable Growth



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The concept is beautifully simple: when your ads generate a profit, instead of spending it on another new lime green Lamborghini, you reinvest a portion of that profit back into more advertising.

We reinvest 10%-20% of top line revenue back into ads. For example, if you did $200,000 revenue next month, you'd reinvest $20-40k back into buying more ads the following month.

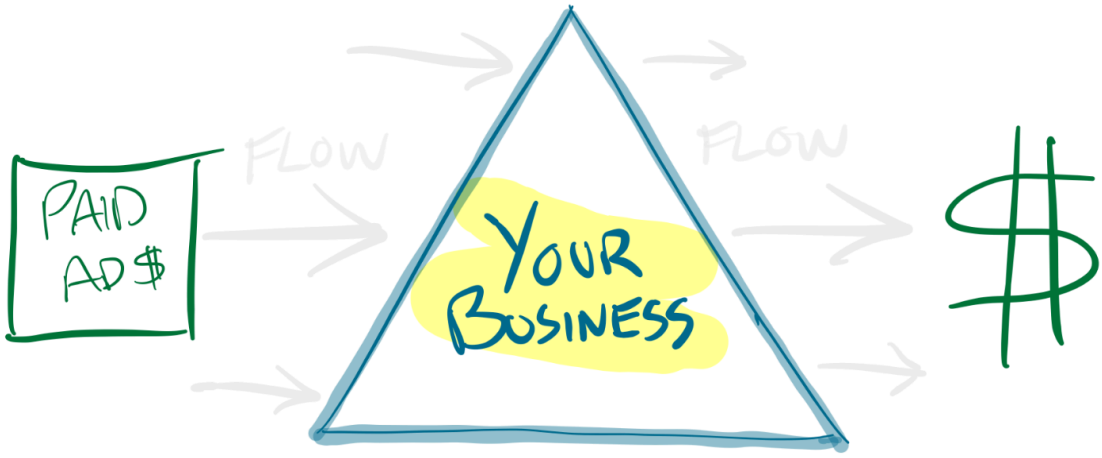
This creates a self-sustaining flywheel that continues to build momentum. Your customers fund your acquisition of more customers, which fund your acquisition of more customers.

You don't need a big ad budget… you just need a system that works.

If you could spend $1 and make $2, $5, $10 or more in return, would you do it?

Yeah, exactly - so would I.

Our Simple Approach to Paid Advertising



Here is our simple approach to Paid Advertising:

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1. **Deploy Meta Ads** (Facebook and Instagram) to move prospects into the business system

2. **Watch the data** to identify where prospects fall-off or get stuck

3. **Fix the fall-off/sticking points** to restore smooth flow through the system

Pretty simple, right?

To make this work - you need to know your numbers.

Without the data, running paid ads becomes a guessing game that's about as accurate as a frat boy's memory the morning after St. Patrick's Day. Not good.

This is why starting to run ads with as little as $10/day puts you on the fast track to success - **because you are literally buying the data you need to scale your business.**

The data shows you the sticking point ⇢ You fix the sticking point ⇢ You continue to scale your ad spend ⇢ You hit the next sticking point ⇢ You fix that sticking point ⇢ You continue to scale your ad spend ⇢ then, and only then, you buy your lime green Lamborghini.

The key is data. Knowing your numbers and allowing them to guide you to the sticking points in the business system.

How We Scale Paid Ads

We focus on a simple and straightforward approach to getting our ads up and making them go to work for us.

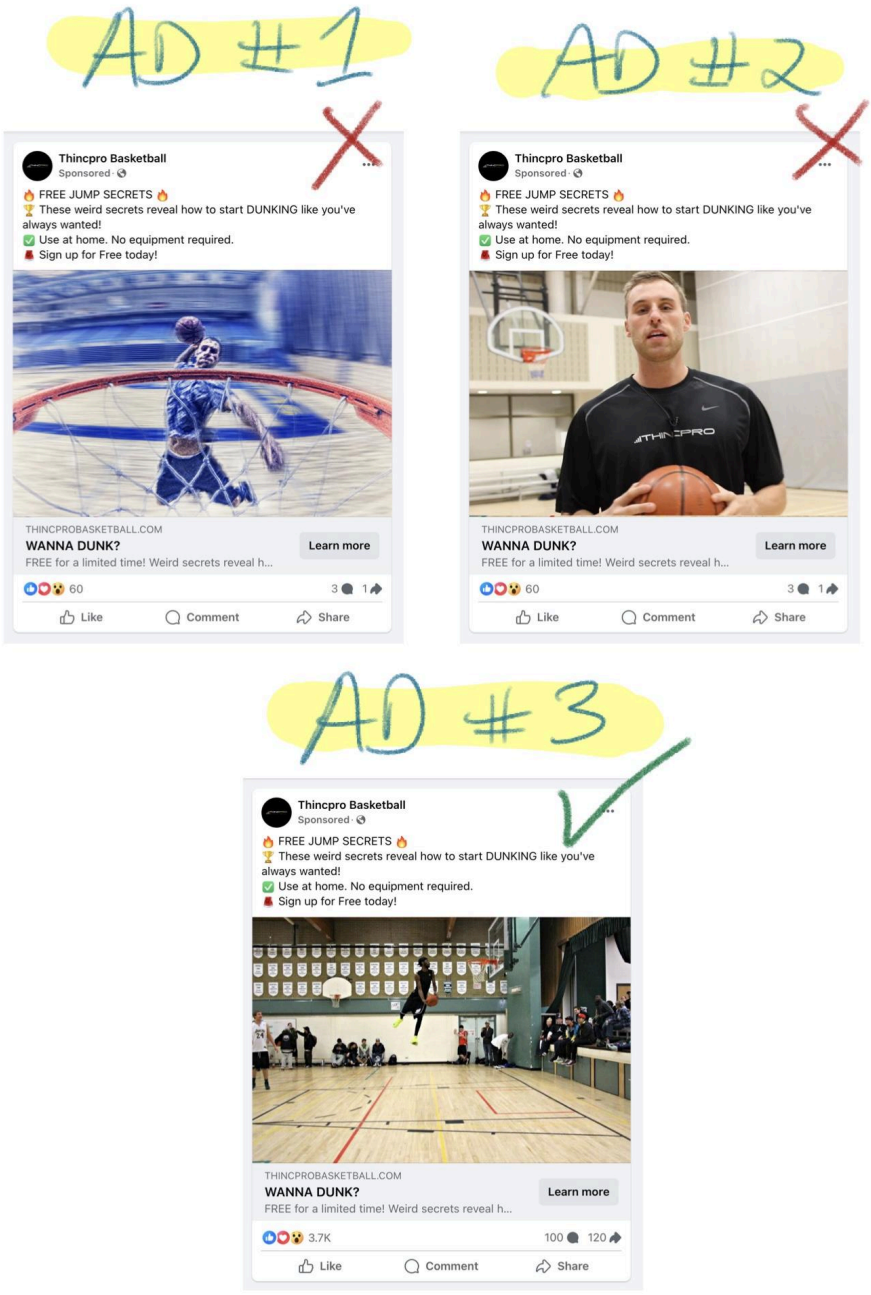
To start, the image of your ad is the easiest variable to change. So, we start by testing:

- 1 ad copy text (clear, calls out 1 ideal customer and deters everybody else)
- 3 images (native looking images off of iphone camera)

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- 1 audience

Here are 3 ads with the same ad copy and different image:



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And…

Ad #3 is the winner based on the data after 5 days.

So we stop running Ad #1 and Ad #2, and we scale Ad #3 up by increasing its ad budget by 10-20% every 3 days.

The Ecosystem Approach To Paid Ads

I recently bought a new van…

And started down the rabbit hole doing tons of research.

I wanted to be able to comfortably sleep, cook, and work from anywhere.

And I'm happy to report - '*Moksha' the van* is now fully capable of doing exactly that.



('Moksha' the van at Grand Teton National Park…)

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Throughout this van-build process I started to get served different ads for van accessories and upgrades. I clicked on them and bought a whole bunch of stuff.

I loved the ads because they helped me find what I was looking for.

The difference between annoying ads, and ads your audience actually wants to see, is **Relevancy**.

When you create ads that people actually want to see, they aren't seen as ads. They're seen as helpful and valuable content.

Here's what most people miss about paid advertising - **it needs to align with your overall business Ecosystem.**

It's not just about the technical setup or budget…

Your ads should feel like a natural extension of your voice and values, not a separate 'marketing voice' that creates disconnect with your audience.

When your paid traffic aligns with your organic content, both become more powerful.

Paid ads become another way to increase the **frequency** that you appear in front of your audience to predictably build know, like, and trust.

We combine *Organic Content* with *Paid Ads* to create an interconnected web that delivers value upfront.

No 'quick hacks', no 'secrets', no bright-shiny-object-chasing.

Just a rock solid strategy to **predictably, consistently, and reliably** turn cold prospects into warm leads by **gasp** actually helping people.

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When you deploy content strategically and actually have a plan, you don’t need to chase an ever-changing algorithm or post everywhere all the time.

Schedule content posts once a week. Run paid ads. And Bob's your uncle.

Summary: Paid Ads

Paid Facebook and Instagram ads are used to predictably, reliably, and consistently generate new leads.

1. **Deploy Meta Ads** to introduce prospects into the business system

2. **Watch the data** to identify where prospects get stuck

3. **Fix the sticking points** to restore smooth flow through the system

The key to running paid ads is knowing your numbers to make data driven decisions.

Starting to run ads with as little as $10/day puts you on the fast track to success - **because you are literally buying the data you need to scale your business.**

Running paid ads gives you a way to predictably get your message in front of your ideal customers. When the ads are relevant they are not seen as annoying, they are seen as helpful and valuable.

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🚀 #2 Generate Sales

Have you ever bought something from a really good salesperson?

One time I was walking through a very old market in Luxor, Egypt, when a man waved at me and spoke perfect English…

“Hello, what is your name?” - he said with a smile.

“Adam” - I replied.



(He insisted we trade headwear - Valley of the Kings, Luxor, Egypt…)

30 mins later… we were still talking.

Tea had somehow magically appeared on a small table before us, along with some small snacks. I sipped my tea while we continued to talk… I learned all about his family, his business, and the recent history in Egypt.

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I walked out of his shop gladly spending close to $100 on the 3 items that I had gone to the market to buy.

Did I overpay? *Absolutely*.

Did I care that I overpaid? *Absolutely not.*

The best sales don't feel like sales at all - they feel like a natural alignment between what your prospect needs and what you have to offer.

This is why authenticity outperforms manipulation every time to increase customer lifetime value in your business.

You might be able to trick someone into buying something once, but they won't refer their friends, and they won't buy from you again…

> *"The consumer isn't a moron; she is your wife."*
> - David Ogilvy

You don't need a bag of tricks to sell stuff online. You just need to get people to trust you, by being trustworthy (shocker, I know…)

Your conversion system should feel like a natural extension of how you already help people, not a separate 'sales persona' you put on… this way - your content, your ads, and your product are aligned and congruent.

For example…

Before someone even gets to our offer page to buy something they are already 99% sold… because they have received a ton of value and built trust and connection through our Ecosystem of Content, Ads, and Emails.

When you sell inside of an Ecosystem, conversion becomes a natural byproduct of Trust and Connection - not a result of

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blunt-force direct response marketing tactics.

This is how you build an asset that gains value for years to come, rather than short-term cash grab that leaves you having to rebuild your business every year.

My golden rule when it comes to sales and marketing:

Market and sell how you want to be marketed and sold to.

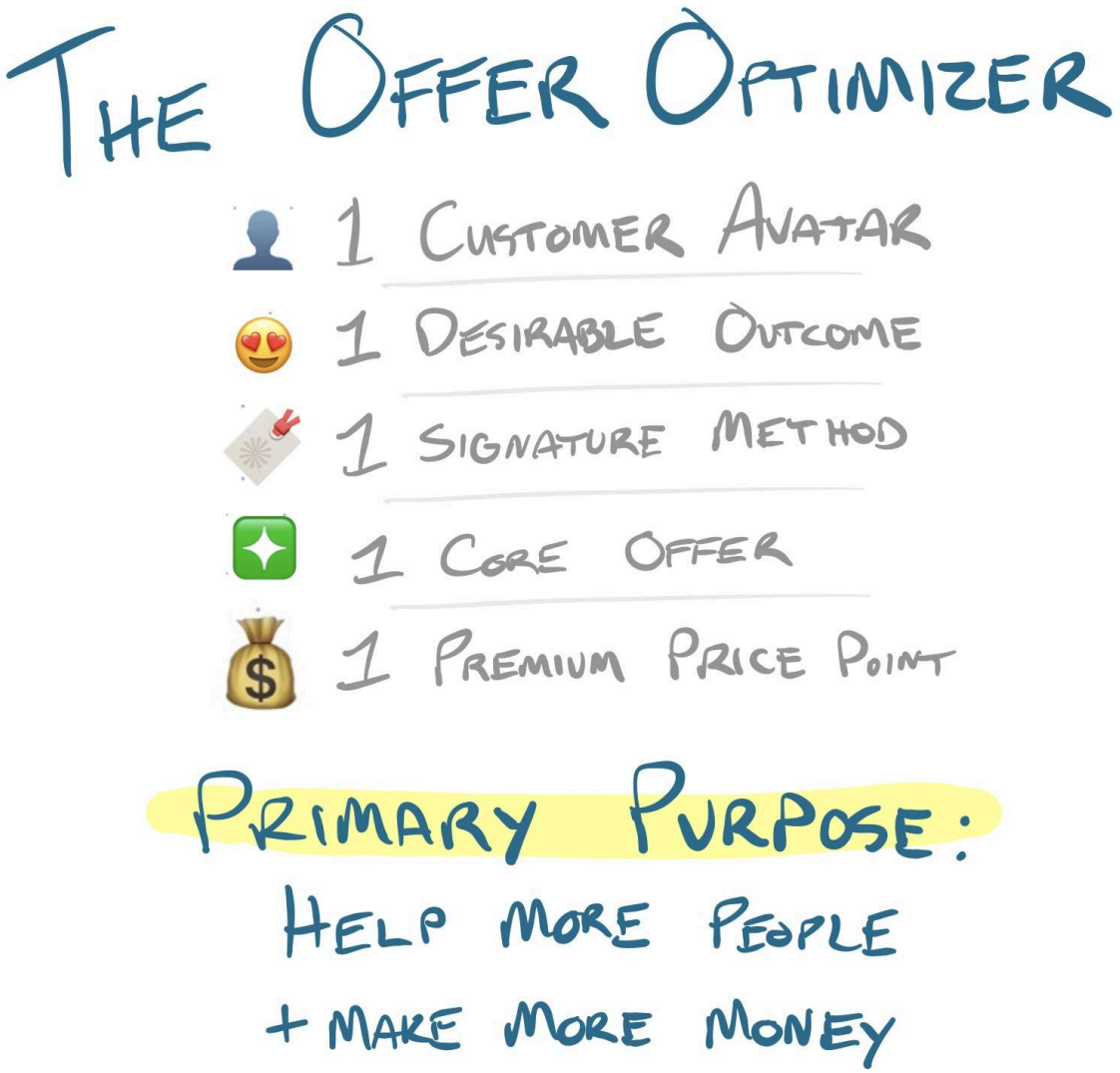
This removes the hard-sell urgency tactics and allows you to show up naturally, as yourself.

Here is how we do sales at THINCPROBasketball.com to systematize the cash flow into the business.

Let’s start with the Offer…

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⚙️ The Offer



Your offer isn't just a product or service - it's an expression of your unique value and perspective on the world.

True alignment happens when your offer naturally flows from **who you are** and **how you best serve others**.

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Many entrepreneurs try to force themselves into business models that look good on paper but feel misaligned in practice.

The Offer Optimizer helps you create offers that align with your natural strengths and authentic voice.

Here's what it looks like…

↳ 1 Customer Avatar

Who is your offer for?

The easiest person to sell to is someone just like you. Because you naturally understand that person at a deep level. Because you once were them.

From this perspective, your ideal customer avatar isn't *created*…. it's simply *remembered*.

Most online businesses fail because they try to sell a solution to a problem they have not personally faced. So, they struggle to understand their customers' pain.

When I started THINCPROBasketball.com I was simply creating what I wished existed when I was a high school basketball player.

I grew up as a scrawny and insecure kid in a small town in Canada. I had a dream of playing professional basketball - but I was about as athletic as a slice of bread (my teammates even gave me the nickname "slow-mo")

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(My older brother Mike and I playing on the same team as kids…)

I worked hard to figure out how to overcome my lack of athleticism. And I did.

I went on to lead the country in scoring my senior year of high school and earned a full ride scholarship to play NCAA division 1 at University of California, Irvine. And then went on to play pro in Europe after that.

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(I played NCAA Division 1 at University of California, Irvine…)

So when it came time to launch my business - my ideal customer avatar was my former self. I had felt the immense pain and frustration of being overlooked and underestimated on the court.

When you've faced the same challenges as your customers, you understand them at a deeper level. You're not guessing at their frustrations - you've lived them.

This creates genuine empathy because you were once exactly where they are now. People can sense this authenticity, and they trust you because you truly get it.

People can feel this and they feel seen and understood by you.

^ this is important.

This makes selling natural and easy, because you're a living demonstration of your prospects' desired outcome.

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No matter how good Artificial Intelligence gets, it will never be able to replace this. Humans don't aspire to be like technology, they aspire to be like other living humans.

Be a genuine living example of what your prospect desires.

So, you want to have:

- 1 specific ideal customer avatar
- 1 specific painful point on their journey where they must make a change
- 1 specific desired outcome they want

When you're crystal clear on WHO your 1 ideal customer is, you're able to:

1. Speak directly to them in all of your content and marketing
2. Create solutions that are specifically designed for them (based on their Beginning State and End Desired Outcome)

When you are UNCLEAR on who your 1 ideal customer is:

- Your marketing and messaging is vague and diluted
- Your product promise is unclear (because you are trying to solve many problems for many different customer avatars)
- And you end up speaking to no one

It's like hosting a dinner where you serve sushi-topped pizza with a side of curry and chocolate sauce… you're trying to please everyone's tastes but end up making something no one actually wants to eat.

For example…

With the success of THINCPROBasketball.com I've had many people suggest that we branch out into other sports and serve multiple customer avatars… like football players, volleyball players, etc.

But I refuse to do that.

Because we don't want to apply to all sports or all athletes, we want to work specifically with basketball players.

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Plus, basketball is a massive market… why would we grow sideways when we don't need to?

General rule of thumb: **when you try to speak to everyone, you end up speaking to no one.**

↳ 1 Desirable Outcome

Sell something that people actually want.

What is the end result your customer desires?

How painful is it for them to not have/be that desired outcome?

The more painful the problem you are solving, the more valuable the solution you are offering.

Your product should solve:

1 specific problem that your customer is facing… at **1 specific point** in their journey… to get them **1 specific outcome**.

This level of specificity allows you to craft a targeted and valuable offer… **because your customers all start at the same place, and end at the same place, and transform through the same set of challenges.**

This means you can create a very clear path to take them from where they are to where they want to be.

For example…

At THINCPROBasketball.com one of our core offers is the vertical jump training

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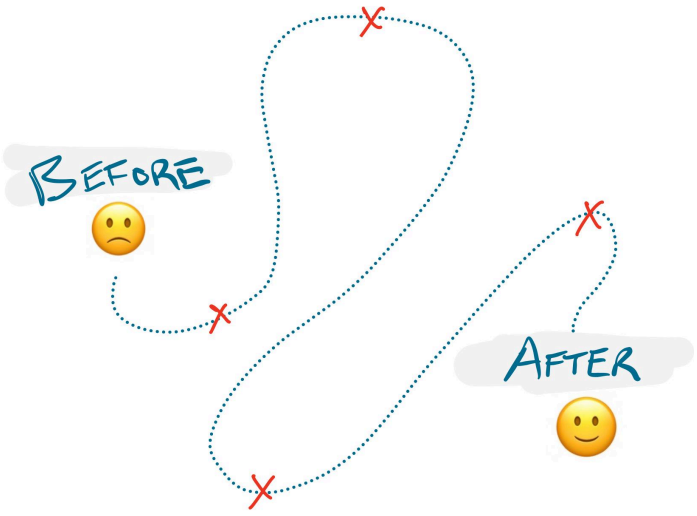
program to help basketball players dunk.

That program is the #1 dunk program in the world. And has helped thousands of basketball players get their 1st dunk.

The reason for its success is that the transformation is as obvious as a peacock strutting through a penguin colony wearing neon spandex and a tiny sombrero.

Before (Beginning State): Not dunking.

After (Desired Outcome): Dunking like a total badass.



You want to make this journey clear and very understandable. Your customer should understand what your course or product promises within seconds of looking at it.

Don’t be clever. Be clear.

Offers that are easy to understand are easy to buy.

A quick way to identify if your offer is easy to understand:

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Show your offer to two people… **does it mean the same thing to both of them?**

"Transform your body" is vague, open to interpretation, and means 2 different things to 2 different people.

"Lose 12 pounds in 8 weeks with bodyweight exercises at home" is clear, specific, and means the same thing to anybody reading it.

"Maximize your business revenue" is again, vague and not clear.

"Make $10,00 in 60 days teaching students how to pass the LSAT " is specific and clear and easy to understand… and therefore easy to buy.

Make it make sense. Make it clear. Make it easy to understand.

Examples:

> **Bad:** How to transform your body in 8 weeks.
> **Good:** How to lose 12 pounds in 8 weeks with bodyweight workouts at home.
>
> **Bad:** How to make money being a math tutor.
> **Good:** How to make an extra $11,000 per month in your spare time as a Math Tutor.
>
> **Bad:** How to be a better cook.
> **Good:** How to become a word-class vegan chef in 8 weeks or less.
>
> **Bad:** How to break up with your boyfriend.
> **Good:** How to finally leave a codependent relationship for good - the #1 breakup recovery course for codependents and people pleasers.
>
> **Bad:** How to get better skin.
> **Good:** How to look 10 years younger in 8 weeks or less.

Make your program transformation measurable.

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For example… amount of weight lost (lbs/kgs), amount of money earned ($'s), etc.

If the desired outcome is subjective, and open to interpretation (ex: happiness, health, inner contentment, etc.,) create a simple survey that asks your customers to rate their before versus after results on a sliding scale 1-10.

This quantifies their results. Which objectively shows progress and transformation:

"I started the program at a happiness score of 1/10… and after 6 weeks I was at an 8/10. That is a 700% improvement!"

When you measure the results of your customers you create fuel for your sales and marketing engine… because you can simply promote the facts and state the truth.

This means you go from unsubstantiated claims to substantiated claims.

You don't need to make any wild and crazy marketing claims or promises - because your results speak for themself.

You stand out in the marketplace by stating the facts. Not yelling the loudest.

The more clear the transformation, the easier it is to sell.

Make it obvious. Like the peacock in spandex.

↳ 1 Unique Method

What signature method do you use to get your customer results?

What are the steps that you guide your customer through to lead them to their desired outcome?

This becomes your signature method. And a clear and logical path that your customer can take to get what they want.

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Important: Your customers decide to buy your program based on emotion. They want to end the pain of not having the outcome your program offers OR feel the pleasure from having the outcome. They then justify their decision to buy based on **logic**.

Your signature method for delivering results provides the **logic** for your customer to justify the **emotional decision** they already made in their head.

At THINCPROBaksetball.com we have a core offer that helps basketball players increase their scoring.

The signature method we use to produce transformation in our athletes' scoring is called ***Responsive Adaptation Basketball Training™***.

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(Our signature method for helping basketball players increase their scoring: *Responsive Adaptation Basketball Training* ™...)

We separate our program from everything else online, by naming and claiming our signature method.

This provides logical reasoning as to why our method is the most effective at producing

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results for our customers.

When you name and claim your signature method **it gives you the freedom to charge based on your value, not on what others charge in your niche.**

^ This is very (very) important.

When you name and claim your signature method, you exist in a category of 1… Because no one else is using your signature method for delivering client results.

This allows you to charge based on the value that your results provide NOT based on the status quo or market competition. Which means, you are no longer competing on price.

There is no one else that provides *Responsive Adaptation Basketball Training™,* which creates a moat around our offer… which allows us to charge more… which allows us to make more… which allows us to help more people.

Cool, right?

So, what's your unique method for getting clients results?

↳ 1 Core Offer

One of the mistakes I made when first starting THINCPROBasketball.com was diversifying our offers too quickly.

It diluted our revenue and made it confusing for our prospects.

Up until $1M+ in revenue I've found it is much more effective to use The Offer Optimizer framework of:

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- 1 core offer
- 1 customer avatar
- 1 desired outcome
- 1 unique method
- 1 premium price point

This level of single pointed focus and simplicity makes growing the business MUCH easier and enjoyable. Because all of your energy and momentum is being pointed in 1 direction… versus being scattered across multiple offers, avatars, methods, etc.

Simplicity scales, complexity kills.

Trust me, it sucks to have a mess of products, offers, checkout pages, and sales funnels.

Simplify your business by creating 1 core offer and making it as valuable as you possibly can.

↳ 1 Premium Price

Here's how most business owners price their 1 core offer:

1. They look at the marketplace
2. They see what everyone else is offering
3. They take the average price
4. They charge slightly below that to remain "competitive"

Contrary to popular belief: the price of your program has nothing to do with your competition, or the marketplace.

The price of your program is based on the value of the desired outcome that you are providing for your customers.

When you stop comparing yourself to other solutions in your

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marketplace, so will your customers.

If your program solves a big problem that is creating a lot of pain for your customer, then your offer increases in value. If your program solves a small problem that is creating very little pain for your customers, then your offer decreases in value.

You do not want to be using a low price as a selling tactic for your course - this is a race to the bottom. There will always be someone willing to undercut you on price.

One of the mistakes I made at THINCPROBasketball.com was creating very low priced courses in an attempt to “gather customers” by reducing the friction to buy (sometimes called a “tripwire offer”)

I thought that lower priced = more customers, which would equal more revenue in the long run as we could continue to sell our other products to them.

The problem was, the lower priced courses attracted a certain type of customer - one with low buying power and high maintenance. Our refund rates went up, and our stress went up.

It may have created more customers in the short term, but it did not create more revenue in the long run.

What I would do differently:

When you price your offer at a premium ($500-$1,000+) you attract a different type of customer. One that is usually a lot easier to help. **Because when people pay, they pay attention.**

Let’s run the numbers…

1000 customers at a $100 Price = $100K in revenue

1000 customers at a $1,500 Course Price = $1.5M in revenue

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It is much easier to make more money and help more people when you sell higher priced stuff.

Summary: The Offer

Maximize the value of your offers by following The Offer Optimizer framework:

→ **1 Customer Avatar** - In all your messaging speak to 1 specific customer avatar at 1 specific point in their journey where they most need help.

→ **1 Desirable Outcome** - Create and position your offer to solve 1 painful problem that delivers on 1 desirable outcome… take your customer from where they are to where they want to be.

→ **1 Unique Method** - Craft your 1 unique method for delivering transformational results… this is the signature vehicle or system that you use to take your customers from where they are to where they want to be. This system becomes your proprietary method and allows you to sell in a category of 1.

→ **1 Core Offer** - Your 1 core offer that you direct your energy and focus towards. Do not dilute your efforts by diversifying too early - 1 core offer until you pass $1M in revenue.

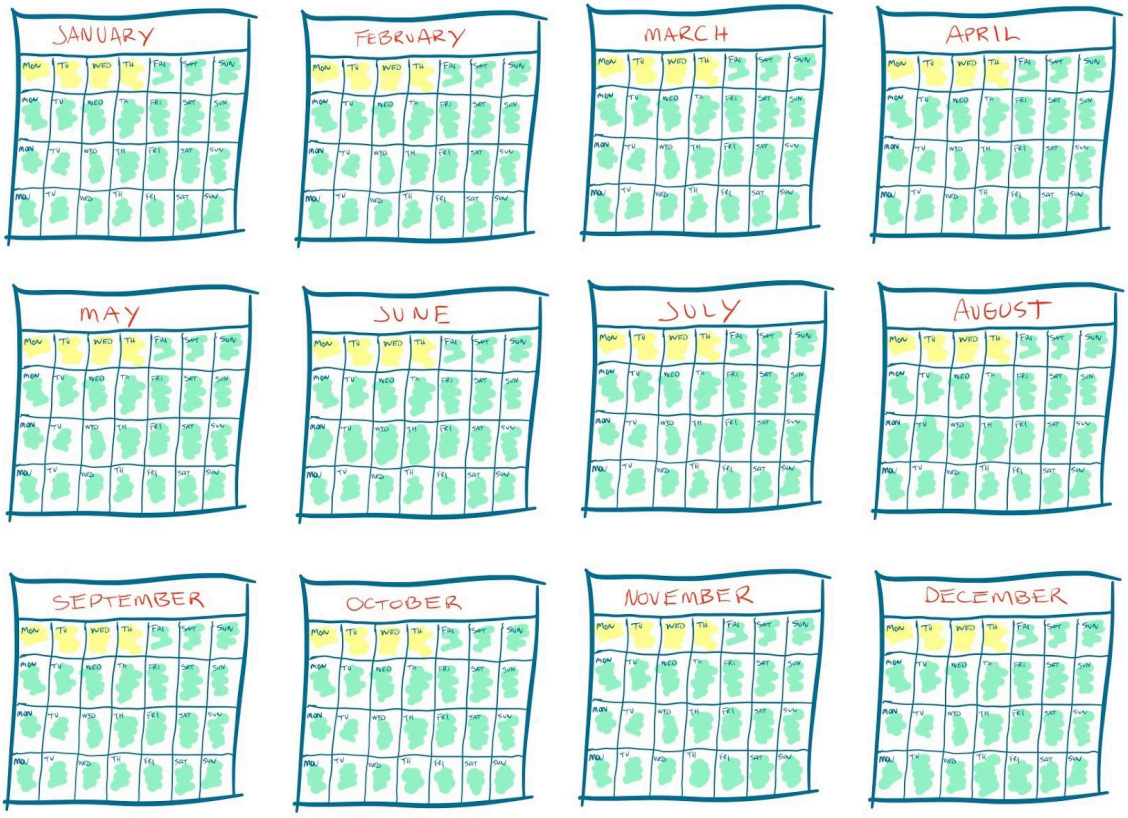
→ **1 Premium Price Point** - Sell in a category of 1 and set a premium price point for your program. A higher price allows you to serve your customers better and deliver better results. Do not compete on price.

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⚙️ Using Email

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Annual Email Calendar



The Monthly Promotion Emails
1st - 4th Every Month

The Daily Emails
5th - Last Every Month

Primary Purpose:
Nurture Leads

Secondary Purpose:
Turn Leads Into Sales

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www.AdamFolker.com

Email is still the #1 lead nurture system and conversion mechanism that we use to develop an ongoing relationship with our audience and sell them into our paid programs.

There is nothing else that comes close to its effectiveness for building and scaling an online business.

Anybody that says email is dead, doesn't know how to use email.

People read emails. They just don't read boring emails.

We currently have 411,360 contacts on our email list and over 57,862 paying customers.

The key to using email is to understand buyer intent…

Some people are ready to buy right away, others may need to sit on your email list for a while. The key is to appeal to both of these people simultaneously - give people an option to buy right away while also nurturing leads that aren't ready to buy yet.

Buyer intent is usually at its peak right after a prospect opts into your email list. So, give them a chance to take action and start your paid program right away.

If you had a headache, and drove to the pharmacy to get medicine, and the person behind the counter hid it from you and made you search all over the store and jump through a bunch of hoops to find and buy it, you'd be pretty angry wouldn't you?

Yeah, me too.

Make it super easy for your prospect to buy when they first enter your world.

It hurts my brain when I see business owners hide their offer out of *"fear of being salesy"*

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Grow some teeth. Sell your solution. Your prospect needs help. Help them.

Also, there's an interesting thing that happens when you send more emails to your list:

You make more money.

Because even if people don't open and read every single email, they still see your name.

And the simple act of seeing your name over and over again (frequency) in their inbox builds know, like, and trust.

It associates you with consistency.

People like to buy stuff from people that are consistent.

Many businesses fail at email marketing because they try to sound like a big professional corporation instead of finding their authentic way of connecting with their audience.

Your email voice should feel like a natural extension of who you are, not a boring cardboard marketing persona you put on (unless of course, that's actually who you are… in which case, maybe you should write drunk…)

Your email list is an owned distribution asset that you can use to send your message to your audience without a pesky algorithm getting in the way.

This allows us to:

- Nurture our audience (build know, like, and trust)
- Sell to our audience (without getting penalized by Zuck and the algorithms)

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We don’t sell on social media, only through email.

The 2 primary emails we send are:

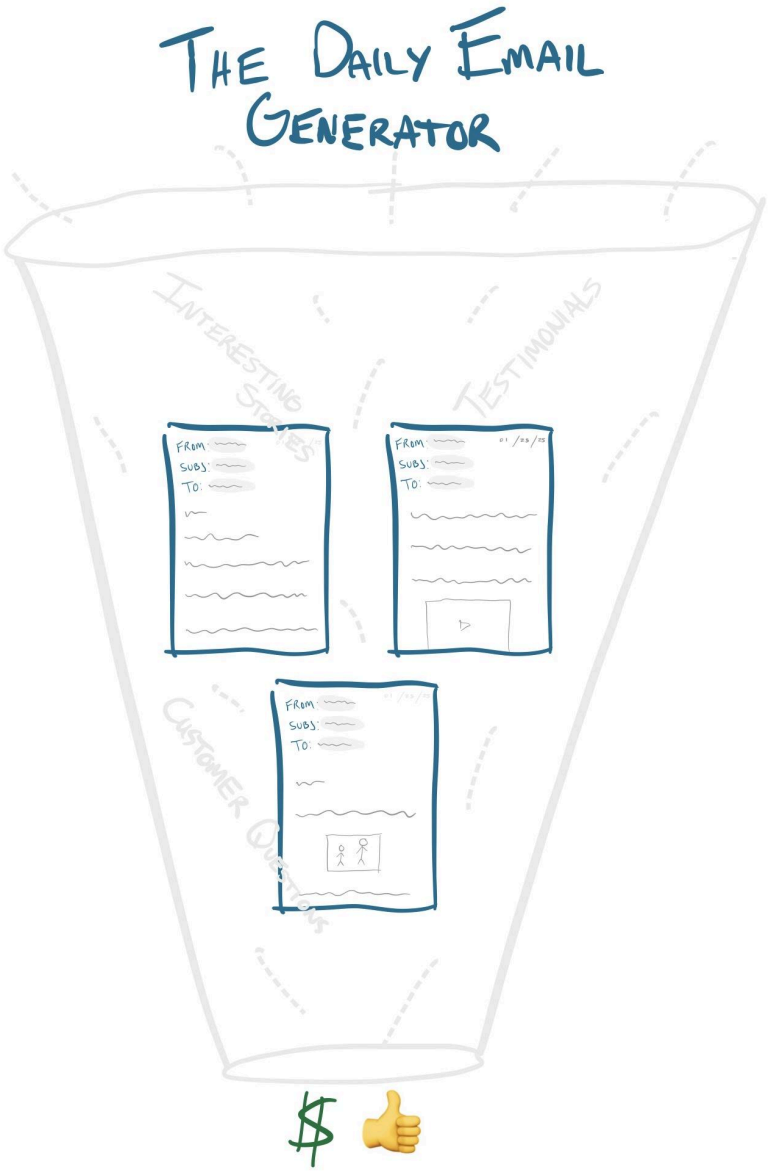
1. The Daily Emails
2. The Monthly Promotion Emails

Send more emails. Make more money. Help more people.

Here’s how to do it in an authentic and aligned way…

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1. The Daily Email



The daily email is the most underrated online business building mechanism.

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It generates know, like, and trust, and it makes sales… by maintaining an ongoing relationship with your audience.

When most online business owners hear ‘daily email’ their first response is usually *“That won’t work in my niche…”* followed by a long list of unfounded excuses.

Usually, it’s because they don’t know how, or they’re scared, or they’re lazy.

In this section I’ll show you how we do daily email in under 30 mins a day.

Do you need to do daily emails?

No.

But I would strongly recommend emailing your list at least 3-5 days a week. When it’s relevant content, they’ll thank you for it.

It’s annoying when people send 1 email a month, because no body knows who you are.

The daily emails we send at THINCPROBasketball.com are not aggressively selling every day. They are offering value by telling a story, teaching a lesson, or sharing a resource. This has created a loyal following of daily readers (and buyers).

Here’s an example:

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Blood was pouring out of his head and he had to be rushed to the hospital...

Moments earlier...

Kickflips, tricks over benches, down sets of stairs... it was INSANE!

One day I walked past a group of guys skateboarding in Los Angeles...

Mixed in among the overly ambitious skaters was none other than world champion Nyjah Huston...

Despite humble beginnings, Nyjah is now one of the top skateboarders in the world!



(There's Nyjah collecting medals...)

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When I got home that night I watched a rare *behind the scenes* video of Nyjah and something unexpected happened...

He crashed... **BAD**.

He tried to grind down a massive rail and he face planted...

Blood was pouring out of his head and he had to go to the hospital...

But when the doctor told him he was *okay*... guess what Nyjah did...?

He got right back on his board and kept skating...

Which was a cool lesson man...

Because sometimes things are gonna be tough in life...

You might struggle...

You might want to quit...

But if you keep pushing?

The rewards are epic...

Members in our Vert Shock program realize this pretty quickly...

The first couple days of the program can be tough... some people get sore and tired...

But when they stick with it? The results are incredible...

Take Piotr for example...

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"Hey Adam, I'm just 6 days into your Vert Shock programand honestly thought it wasn't legit... I felt heavy and sore after a couple of days and when I tried to jump I could barely grab rim...

But, after the recovery day I was in a pick-up game and I almost dunked on somebody in transition!

I missed it, but I was so hyped!

Still need a couple more inches so I'm going to go through the whole 8 week program... I'll keep you updated on my results!"

- Piotr G. *(14 years old)*
Chicago, Illinois

There you have it my dude...

Proof that failure isn't bad... it can actually mean you're making progress towards your goals.

Nyjah Huston knows this...

Piotr and the guys in the Vert Shock program know this...

And now YOU know it too...

If you've got Vert Shock workouts today, kill 'em.

If you're not a member yet:

Click Here to get 50% OFF Vert Shock and Finally Start Dunking Like You've Always Wanted >>

That's it for today man.

Have a good day and remember - you got this!

Yours in Badass Dunking,

- Coach Adam
Professional Basketball Player
Head Trainer - THINCPRO Basketball

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What you'll notice in this email:

- We embed a testimonial into the email… so it's in line with the story of the email.
- The story is interesting and relevant to our audience (not boring)
- The story relates to a lesson which ties into our offer
- There's an image in the email (which we include only when it makes sense, not in every email)
- The email is easy to read (short sentences, short paragraphs)
- The email is written to 1 person, our ideal customer avatar

How to Write Good Emails

1. **Treat your email list like you would a good friend.**

   Don't just **ask** them to buy your stuff, **provide value** in the form of entertainment or education.

   You're building a relationship… not selling essential oils at a family reunion (I'm looking at you, aunt Susan…)

2. **For the love of all things holy - don't be boring.**

   Tell a story, share a hot take, add a photo.

   Just. Don't. Be. Boring.

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3. **Write to 1 person and 1 person only:**

   Your 1 ideal customer avatar.

   One of my pet peeves is when I get an email and it says *“Hey everyone!”*

   Who’s everyone? People read their email alone, on the toilet...

   Treat your daily email like an intimate 1-to-1 communication. Not a group chat.

4. **You’re not writing a thesis.** You’re writing an email.

   Make it conversational, easy to read, 5th grade reading level or below.

5. Use short sentences with lots of white space.

6. **Tell interesting stories. In present tense. That use a lot of power words and action verbs.**

   It allows the reader to feel the story, not just read it.

   Make ‘em feel something, dammit!

7. **Get to the point already.**

   Drop the preamble, the reader doesn’t have time for it.

8. **When telling a story, start at the climax.**

   Then, backfill the details to make it make sense.

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The reader doesn't have time to wade through a boring intro.

9. **Don’t be afraid to rock the boat, and share your personal beliefs and perspectives.**

   People like to buy from people, not from lame faceless brands/companies.

10. Last but not least - email more.

    People trust people who are consistent.

The Daily Email Generator

The kryptonite to the daily email is the dreaded *blank page*.

Staring at a blank page trying to come up with something to write about is about as fun as a kick in the ass with a frozen boot.

Here’s how to write a damn good daily email in under 30 mins…

The key to writing emails that are interesting is, you guessed it, **Relevancy**.

Enter the conversation that is already happening inside the mind of the reader.

When they open your emails they should say to themself:

“Wow, that’s exactly what I was thinking!”

Or…

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“How did he know I needed to hear this?!”

The key to making this happen is to simply listen…

> *“When you talk, you are only repeating what you already know.*
>
> *But if you listen, you may learn something new.”*
>
> - The Dalai Lama

Listen to the questions your audience is asking you on a daily basis...

Listen to the comments your audience is leaving on your content...

Listen to the conversation your audience is having with themself in their head - then say those things out loud so they feel seen and heard…

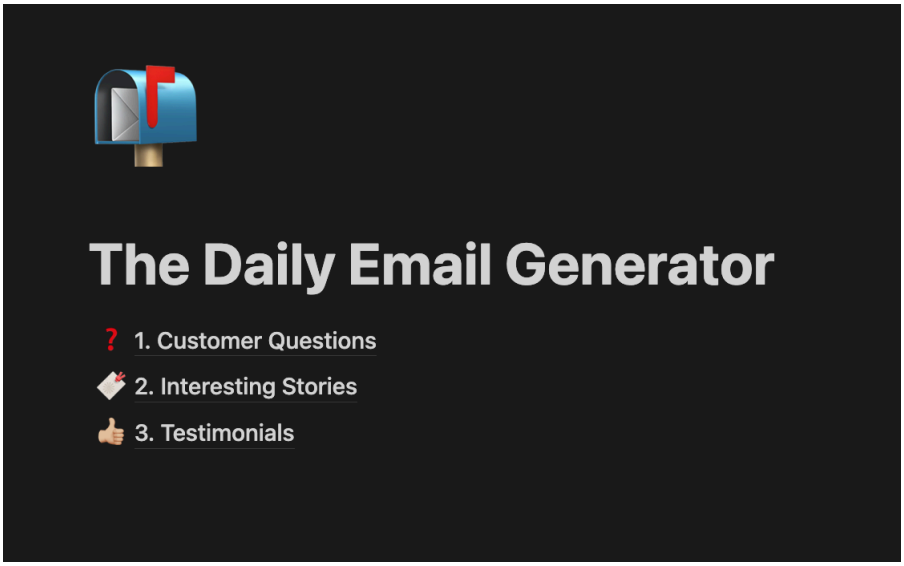
Wealth in the new economy will not flow to those who are the loudest, it will flow to those who know how to listen.

Inside my note-taking app I have 3 folders:

1. Customer Questions
2. Interesting Stories
3. Testimonials

I use these 3 folders like a chef uses their spice rack, combining ingredients to create a tasty email… here’s what it looks like:

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1. Customer Questions

Every time we get a good question from someone (either through email or in our community forum or social media comments) I take a screenshot of it (or copy & paste it) and store it inside this folder.

These are all highly relevant questions and conversations happening inside the minds of our ideal customers. Stuff they need help with.

2. Interesting Stories

Next, I have a folder where I store Interesting Stories that pop into my head throughout the day…

Might be something I hear on a podcast, or a good movie I watched, or something I overheard at the gym.

If it's interesting or inspiring or entertaining, I will make note of it.

For example… last night I watched a good movie called *Air (The story of Nike and Jordan)*… and it was filed away to be written about when the time is right.

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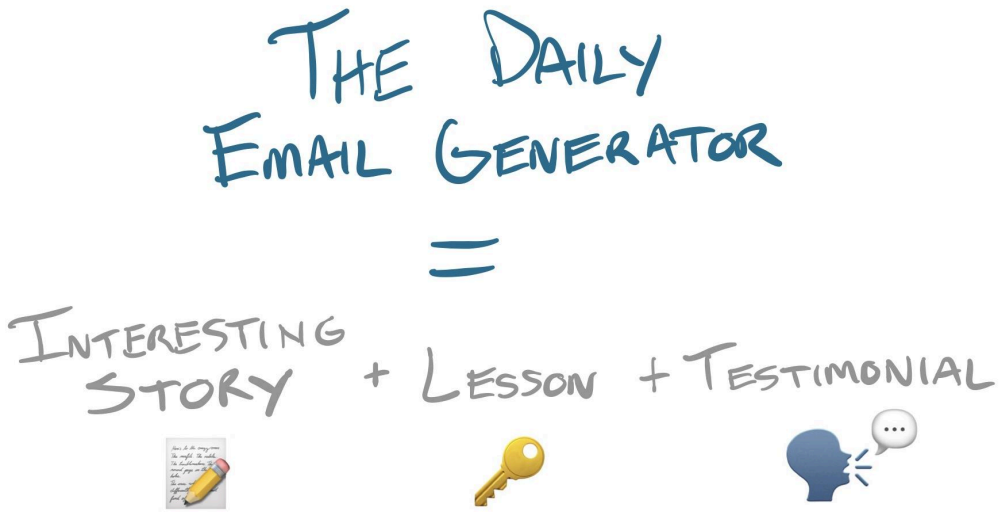
3. Testimonials

This is all the testimonials that we collect from our customers.

When I sit down to write the daily email I will combine:

A **Lesson** (from ‘1. Customer Questions’) with an **Interesting Story** (from ‘2. Interesting Stories’) and embed a **Testimonial** (from ‘3. Testimonials’).

It’s basically a mix and match process that avoids the blank page altogether.



Pro tip: When sharing a personal story/photo from your life, make sure it’s done with the intention of reinforcing the lesson or teaching point… no one wants to hear/see your vacation in Bali unless there’s something in it for them.

Pro tip: If you do coaching, don’t use your clients for content, unless they are 100% on board with it. Having someone open up to you about a struggle they are having only to read about it the next day in your email newsletter or social media post is not a good feeling.

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2. The Monthly Promotion Email



The Monthly Promotion Emails are sent on the 1st-5th of every month. They are designed to promote a special offer on one of our paid programs.

This is mailed out to our email list of people that already know, like, and trust us, so there isn't much hard selling that needs to happen.

This offer is not made public on our social media, only to our email list of warm contacts. **We don't sell on social media, only through email.**

When you give people a real reason to buy (special offer) and a real deadline (expires on the 5th) they are more likely to take real action.

Since we built out a product catalogue of 30+ training programs, we can rotate through

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a different product every month. We will often bundle several training programs together to create a bigger offer and increase the order value.

This promotion acts like a continuity product, or subscription revenue, because it happens at the start of every month.

This gives us predictable cash flow without the added complexity of having to produce content to continuously fulfill on a monthly subscription product.

Plus, it's a lot easier to sell our audience single payment offers versus continuity. This is a challenge that is somewhat specific to the low buying power of our niche demographic, and this is our way around it.

The monthly promotion produces predictable revenue every month.

Systematize the cash flow in the business to stabilize growth and revenue.

Summary: Using Email

1. The Daily Email

The daily email is designed to build know, like, and trust by showing up consistently in the inbox.

The daily email is not aggressively selling every day. It is providing value, entertainment, and connection.

Inside of every email we extend an invitation to get more help by purchasing one of our paid programs. Sometimes only in the P.S at the end.

The #1 rule of the daily email is don't be boring. Tell stories, include photos, share videos. Just don't be boring.

The Daily Email Generator uses these 3 ingredients to create a relevant, interesting, and valuable daily email in under 30 minutes: 1. Customer Questions, 2. Interesting

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Stories, 3. Testimonials.

The 1-to-1 intimate nature of email is a powerful tool. It delivers your message without an algorithm getting in the way.

2. The Monthly Promotion Email

The Monthly Promotion Email is a 4 day promotion that runs on the 1st-5th of every month. It acts as a cash injection into the business, similar to a monthly rebill subscription product.

The 4 day promotion is sent out to the email list of warm leads. It is not posted anywhere else.

The special offer rotates every month to create a fresh new opportunity that is valuable to the audience.

This systematizes the cash flow into the business.

Send more emails. Make more money. Help more people.

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🚀 #3 Deliver Results

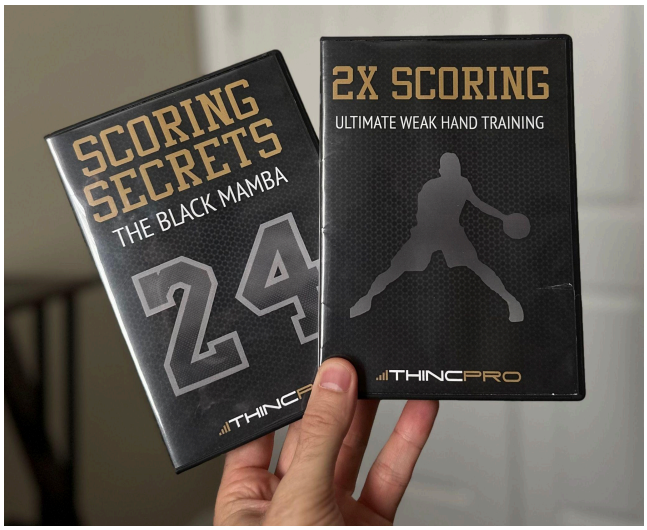
In the early days of THINCPROBasketball.com we delivered our products through:

1. Online courses hosted inside of our membership website
2. Physical DVD's that we'd ship to our customers (if they chose the option)

Yes, real DVD's…

Yes, people still wanted them…

But now that DVD's are as useful as that emergency granola bar that's been sitting in your gym bag since Uncle Jim did the limbo during the lunar landing… we no longer offer them as an option.



(Some of our early DVD's…)

The way that you deliver your product matters.

How do your customers do their best learning?

What can you do to make it more enjoyable for them?

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How do you do your best teaching?

The key to sustainable delivery is alignment between how you naturally teach and how your customers naturally learn.

The delivery system we use at THINCPROBasketball.com is about creating structures that allow you to deliver value in a way that energizes rather than depletes you.

It has 2 parts:

1. Delivery
2. Referrals

Let's take a look…

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⚙️ The Delivery



PRIMARY PURPOSE:

DELIVER TRANSFORMATION AT SCALE

The Delivery system is designed to do 1 thing… get your clients and customers results.

In the age of A.I. people are drowning in information and starving for transformation. People don't need more information, they

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want transformation.

How do you effectively deliver transformation without trading your time for money?

Instead of 1-to-1 coaching, we do group coaching. Because we've found **group coaching can actually be MORE effective at producing transformation.**

Here's why…

Using Group Coaching to Break Beliefs

We use group coaching to break the limiting beliefs of our customers.

When your customers see other people just like them getting results with your program, it overrides their self-doubt and limiting beliefs and reprograms their mind.

I cannot state how valuable this is ^

With 1-to-1 coaching, your clients only see YOU as a living representation of the results they want.

With group coaching and community, your clients see a FLOOD of other people (just like them) getting the results they want.

When your customers believe they can do it, you've shifted their beliefs. A critical first step to getting them results.

Pro Tip: If you sell coaching and are just starting out, a great way to prove your method and gather valuable insight directly from your target customers, is to coach 1-to-1 to start, then move to group coaching after 5-10 clients.

Within the group coaching model you can also reach out directly to certain people if you see they are struggling or falling behind and might need a little more attention.

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Here’s how the delivery system works…

Pillar 1: Course



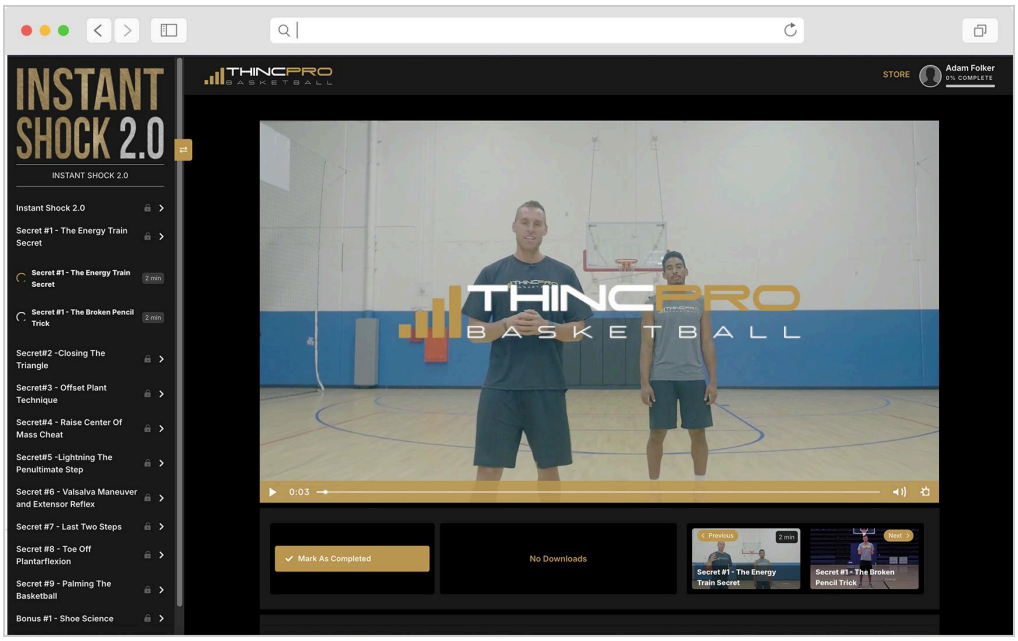
Your Course is the information that is required for your client's transformation to take place. It’s the steps that they need to take to reach their desired outcome.

You can deliver this content in any medium (pre-recorded voice, written text, pre-recorded video, carrier pigeon).

At THINCPROBasketball.com, we use PDFs and pre-recorded videos to create our course content. We host this content inside of a membership website that our customers are granted access to when they sign up.

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Here's what it looks like inside of one of our courses:



(Inside our members area course content…)

How to Create Your Course Curriculum

Start with the end in mind - what is the desired outcome that your customer is looking for?

1. Identify the **Beginning State** of where your customer is when they need your help.

2. Identify the **Desired Outcome** they want to achieve.

3. Create a list of all the **Actions and Steps** required to go from that Beginning State to the end Desired Outcome.

That list becomes the path that your customers follow to achieve their Desired Outcome. You pre-record this information and turn it into the course content of your

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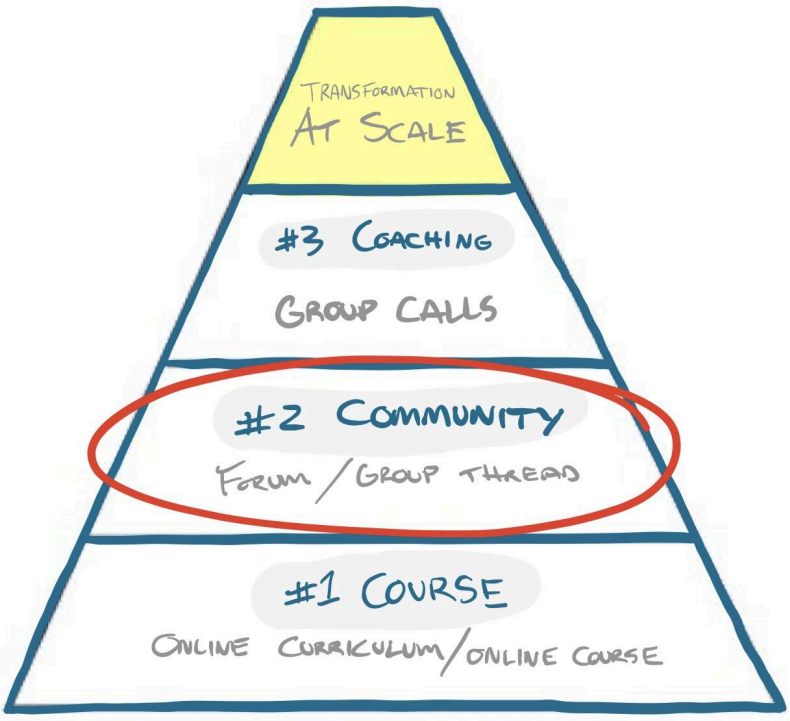
program.

Pro tip: You want your course content to be a **complete solution** that allows your customer to go from where they are to where they want to be. Don't leave anything out.

If your customers are unclear or asking questions on a certain section, update the course to be a clearer map to guide them on their journey.

Again, this needs to be a complete solution by itself.

Pillar 2: Community



Having a community inside of your program is valuable for many reasons:

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1. It provides accountability (no one wants to get left behind)

2. It provides a place for your like-minded customers to hang out and get answers to their questions (which reduces customer service inquiries)

3. It provides encouragement (a rising tide lifts all boats)

At THINCPROBasketball.com we developed a community forum inside of our membership website.

(You can also set up a private Facebook group, or Whatsapp thread, anything where your customers can gather and talk with each other…)

This community forum provides a dynamic stream of fresh relevant user-generated content. Advice, tips, struggles, big wins, stories, whatever it is - if it's relevant and applicable to the topic of your course, your customers probably want to hear about it.

This is where your customers can chat with other people who are just like them, and get help and encouragement.

In the quickly evolving world of A.I - community and connection is becoming increasingly more valuable.

Where else can your customers be themself and hang out with like minded people?

Create that valuable place for them.

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Pillar 3: Coaching



Adding Coaching into your program helps to create accountability.

It's often the kick in the shorts that your customers need to stay on track and actually apply the content from your program.

It's also another thing that A.I can't replace...

People will let down a non-human A.I, but they're less likely to let down another human holding them accountable. Which makes them more likely to stick to their training and get actual results.

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We have found that without this, program completion rates drop significantly.

And if your customers aren't completing the program, they're not getting results. And if they're not getting results, you're not getting a flood of positive reviews (which are the fuel for your sales and marketing).

You can add Coaching without adding complexity by doing group coaching calls. This disconnects trading your time for money, and applies leverage in the group format.

Inside of these group calls your customers can ask 1:1 questions to you (or the expert doing the coaching) while others in the program benefit from hearing the answers.

This allows you to coach your clients at scale while limiting yourself to only 1 or 2 calls a week.

Summary: The Delivery

Group coaching can be MORE effective at producing transformation for your customers by giving them a chance to see other people just like them getting results with the program. This overrides their self-limiting beliefs and reprograms their mind.

With 1-to-1 coaching, your clients only see YOU as a living representation of the results they want.

With group coaching and community, your clients see a FLOOD of other people (just like them) getting the results they want.

Group coaching frees you from trading your time for money… you can coach-at-scale by offering 1-2 live calls weekly.

The Delivery System follows 3 pillars:

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Pillar 1: Course

Record your course content to be a complete solution for your customers to go from where they are to where they want to be. Don’t leave anything out.

Pillar 2: Community

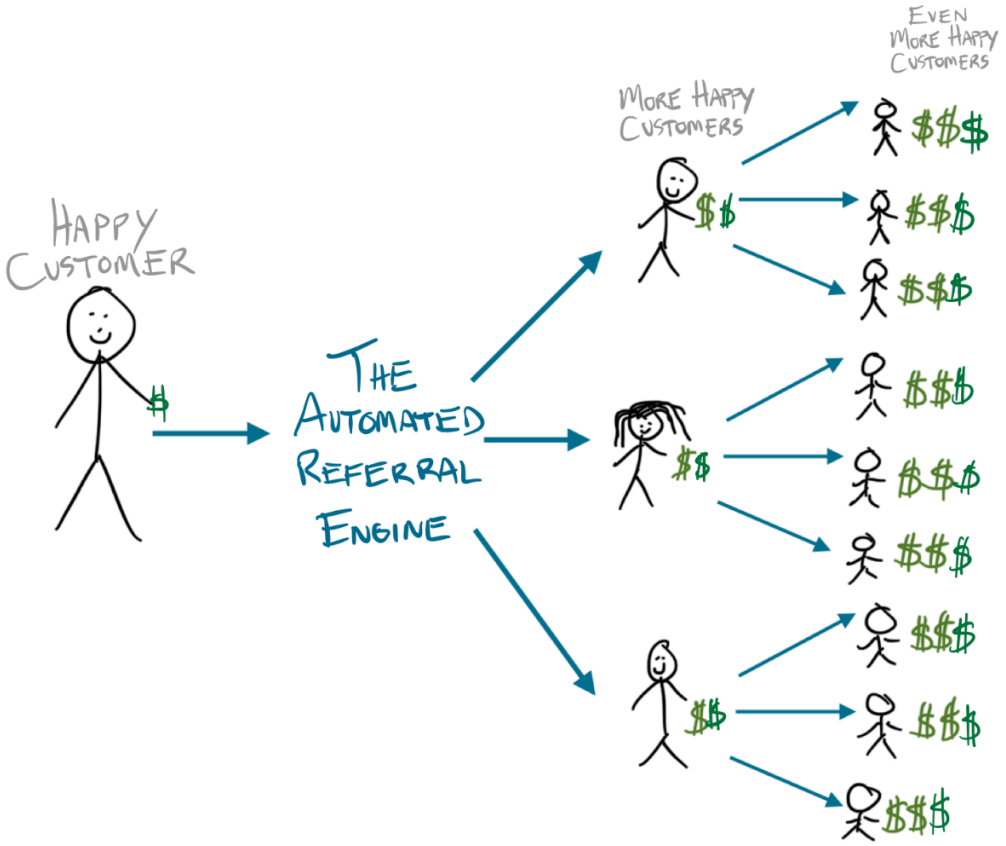
Create a community forum or group where your customers can interact with each other and get support. This boosts your program's value. It makes customers feel part of something, which encourages and holds them accountable.

Pillar 3: Coaching

Set up weekly or bi-weekly group coaching calls where your customers can show up and get their questions answered. This provides accountability and ensures your customers get the results they deserve from the program.

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⚙️ Automated Referrals



By setting up the automated Referral system we've seen an extra 30+% of additional sales into the business.

Kind of a big deal!

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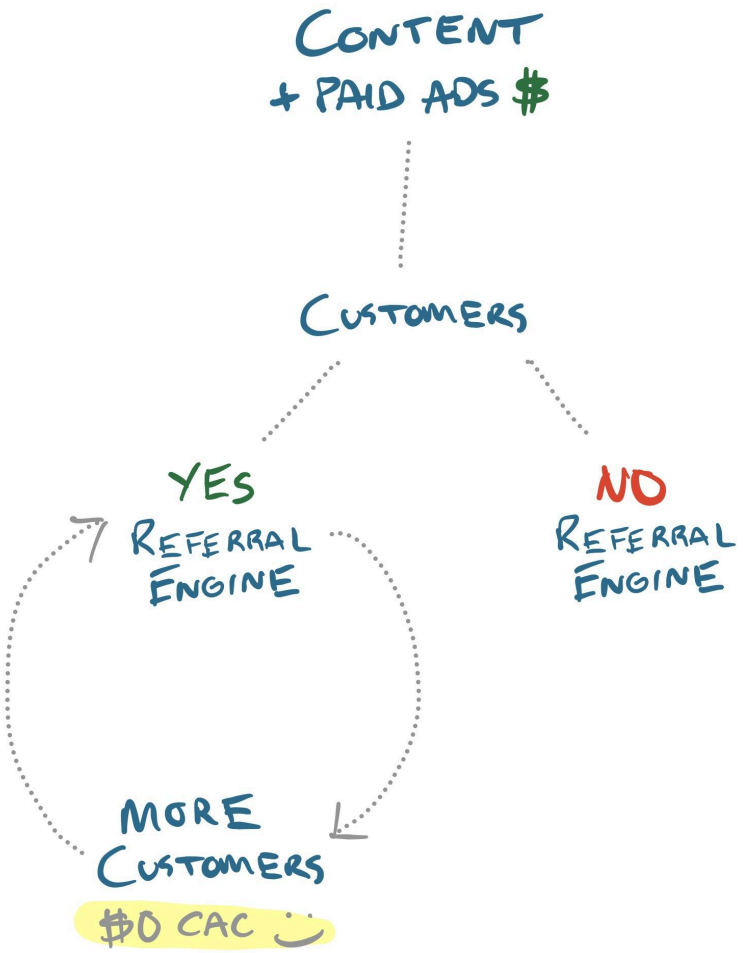
Plus… since these sales are coming from word-of-mouth marketing, you keep 100% of the revenue as profit.

The reason this is so damn important is because it reduces your overall Customer Acquisition Cost (CAC)... which means you can spend more on advertising and scale your business faster and more efficiently.

Without the automated Referral system in place - you have to pay (with money or time) to get new customers.

With the automated Referral system in place - you get new customers on autopilot, for free.

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Here's how it works:

Let's say you have a $100 Cost to Acquire a new Customer (CAC).

Without The Automated Referral System in place: this **$100 CAC** customer completes the program, and moves on with their life.

With The Automated Referral System in place: this **$100 CAC** customer completes the program, then refers their friend to join your program, giving you a new **$0 CAC** customer.

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^ Which effectively cuts your overall CAC in half!

$100 CAC + $0 CAC / 2 = $50 CAC

Which is kinda sorta a big deal.

Because in this example, it would mean that you cut your cost to acquire a customer in half… **which means you can spend twice as much on advertising to gather new customers.**

Which would more than double your business.

Because this creates a compounding effect… because all those new customers refer MORE new customers… who refer MORE new customers...

Who doesn't love a flywheel of happy customers?

How to Install The Automated Referral System

When I first launched the online vertical jump training program for THINCPROBasketball.com I included free access to a Community Forum.

This forum became an **Open Feedback Loop** where I could get real-time feedback from customers using the product.

This allowed me to constantly make the product better.

Pro tip: Your customers won't refer your product to their friends if it's not good.

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Step 1: Install an Open Feedback Loop

Have some form of Open Feedback Loop where you can talk to your customers and see where they are getting hung up or confused. Then go back and smoothen out those sections of your program course content.

This increases the success rate with your customers as your product gets better and better.

(It also deepens the relationships with your customers which increases the likelihood that they refer their friends…)

Some examples of Open Feedback Loops to install into your program:

- **A community forum or discussion board** - lets members chat. You can quickly answer questions and get feedback from them.

- **Set up automated emails to go out every week** - sometimes called a ‘Consumption Sequence', you can encourage customers to reply to emails to ask for feedback.

- **Set up automated emails with a survey form** - set up automated emails that go out to customers that ask them to fill out a simple survey form. Keep the survey very simple, to increase completion. Ask questions that gather information like:

    1. Where they originally found you (valuable info to double down on what customer acquisition channels are working)
    2. What they like most about your program
    3. What they dislike most about your program (this is the gold - take it and use it to make your program better)... plus when you do this, your customers see you care.

    The best time/place for the survey is:

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- On your post-purchase thank you page
- On your "Congrats!" page at the end of your course
- On your application forms to join the course
- In an early onboarding email
- 2-3 weeks after buying your product.

Step 2: How to Get Referrals

I know this is going to sound obvious, but the best way to get customers to refer their friends is to:

1. Make it easy for them to refer their friends
2. Simply ask them to refer their friends

I tried many techniques, including incentives and discounts.

I've found the best way to get referrals is to simply ask.

Your customers will be happy to refer their friends when you take good care of them and get them results.

Why?

Because it elevates their status when they recommend something good to their friends. If your program delivered on its promise, your customers get the reward of being the one that found the gold that is your program.

So set up a simple automated email to go out asking:

> *"Do you have any friends that might be a good fit for the program?"*

The two best times to ask for a referral are:

1. When they first sign up - they're excited, and you can ask them to invite a friend so that they can *"do the program together"*

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2. After a big win in the program - again they're excited, and people love to share their excitement with others, so ask them to invite a friend to join

So if after week 3 of your program you notice a lot of your members have a big win - set up the automated email to go out then.

People are much more likely to refer to their friends when they're feeling really good and just had a big breakthrough.

For example, in my online jump training program, I noticed (thanks to the Open Feedback Loop) that members' vertical jump would increase significantly around day 8. So that's when I set up the 1st automated email to go out, 8 days after joining the program.

I also set up a second automated email to go out after they complete the program.

Step 3: Streamline New Sign Ups

You want to make it very easy for your members to refer their friends to join… don't make them jump through hoops.

If you need to pre-qualify prospects before they join your program, speed up the process for these referrals. Because they are more likely to be a good fit.

The most qualified leads come from referrals, because they have already been pre-sold by their trusted friend. So don't spend time selling here. Just give them the chance to buy. Don't make them wait.

You can say:

"To refer this to a friend simply copy and paste this url:

www.YourWebsite.com/application"

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When you make it easy, you reduce the amount of effort required to get someone to do it. Which increases the likelihood that they'll actually do it.

Summary: Automated Referrals

Set up The Customer Referral System by following these 3 steps:

Step 1: Install an Open Feedback Loop

This gives you feedback from customers so you can improve your product.

Step 2: How to Get Referrals

Ask your existing customer base to refer their friends who might also benefit from the program. Don't forget the two best times to ask: when they first sign up and are excited, and when they've had a big win and feel good.

Step 3: Streamline New Sign Ups

Make it easy for referrals to enroll in your program. Chances are, they're a great fit. This gives referrals a place to enroll as soon as they're ready.

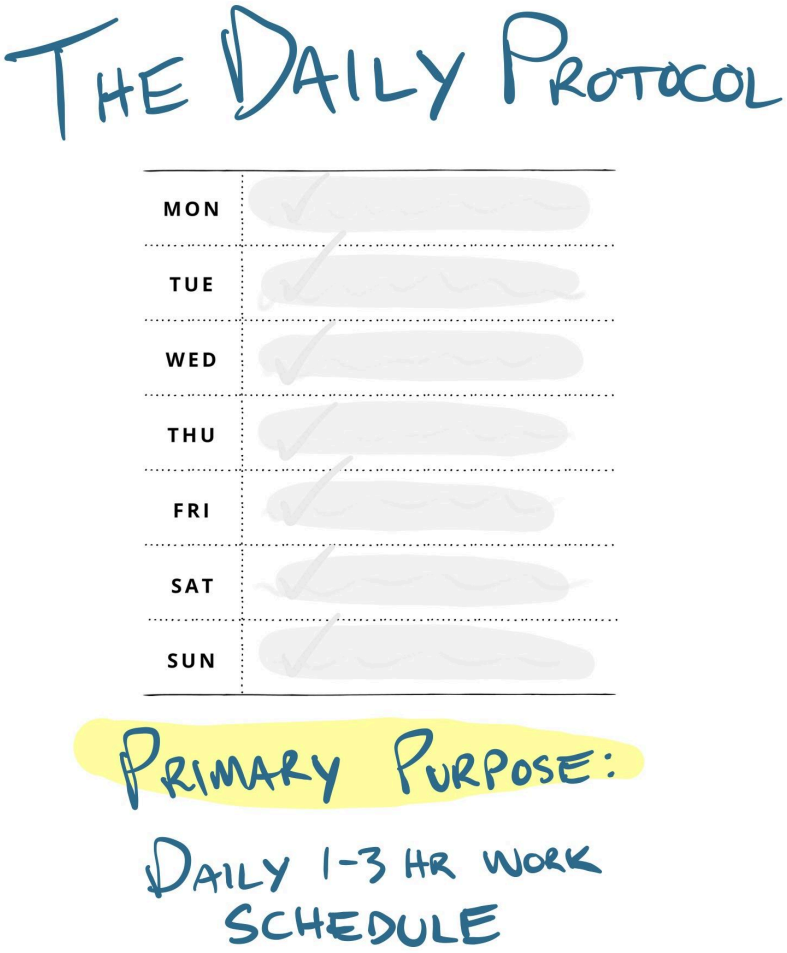
When you set up The Referral System you get new customers for free.

Which reduces your average CAC significantly and allows you to scale your business faster and more efficiently.

When your customers get good results with your program, give them a chance to refer their friends so you can help them too.

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2. The Daily Protocol



This morning I woke up at home next to the beach in San Diego, California.

I meditated, jumped in the ocean, went for a short beach walk, then hopped on my bike and rode to the local coffee shop to start working.

I first wrote the daily email to the THINCPROBasketball.com list. This usually takes around 30 minutes. Then I checked in on the ads and the community. That usually takes another 15-30 minutes.

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Now I’m working on writing this Guide, (which I consider to be more of a creative outlet.)

Typically I work from my home office, or at a local coffee shop with friends.



(Today's mobile office set up…)

This afternoon, I’ll have lunch in my backyard then head to the gym. And be home in time to catch sunset at the beach with friends (and maybe enjoy a dinner together afterwards.)

Tonight I’ll probably read or maybe do some more writing on this Guide, depending on how late we hang at dinner.

When I’m traveling I usually stick to the same schedule, except I’ll find a local coffee shop (or wherever I can scrounge up some sketchy wifi) to work from.

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(Mobile office set up in a traditional Ryokan in Japan…)

This is **The Daily Protocol** - or how I structure my typical work days.

Each of the 3 things (Drive Traffic, Generate Sales, Deliver Results) gets roughly an hour time block. For a daily total of 3 hours.

Usually I'll finish before this, but I know that if I use my 3 hours of deep work to check these 3 boxes, the business will continue to grow.

Here are the tasks in the daily deep work blocks:

Block #1 - Drive Traffic

- Daily - Optimize paid ads (review the numbers to pause underperforming ads and scale up winning ads)
- Weekly - Write and schedule social media posts for each platform
- Weekly - Script and create 1-3 new paid ads per week to test
- Weekly - Script and create 1 weekly Youtube video
  Daily time: ~60 mins

Block #2 - Generate Sales

- Daily - Write and send 1 daily email

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- Monthly - new offer creation (landing page, lead magnet, webinar, etc)
  Daily time: ~60 mins

Block #3 - Deliver Results

- Daily - Community engagement inside members community area (15 mins)
- Weekly - live Q&A coaching calls once a week
- Monthly - film more program content for members based on feedback and questions
  Daily time: ~60 mins

The Daily Protocol is not about forcing yourself into a rigid routine, but rather finding your flow state where consistency meets your natural productivity. I do my deep work in the mornings because that's when I feel most energized and focused.

For example, when I travel - I use the mornings to do my deep work and then have the rest of the day to explore and have fun adventures.

Adjust The Daily Protocol to be aligned with your natural energy patterns and work preferences by asking yourself:

What hours do I want to work?

What days do I want free?

When am I naturally most creative?

How often do I need breaks to maintain peak performance?

When your daily schedule aligns with your life, consistency becomes effortless rather than forced.

And surprise surprise… when you show up and consistently put energy and effort towards the right things, the business grows.

Amazing what a little consistent focussed effort will do, ain't it?

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Summary: The Daily Protocol

You can use **The Daily Protocol** to structure your work day into 3 deep work focus blocks of ~60 mins each.

Block 1: **Drive Traffic**

Block 2: **Generate Sales**

Block 3: **Deliver Results**

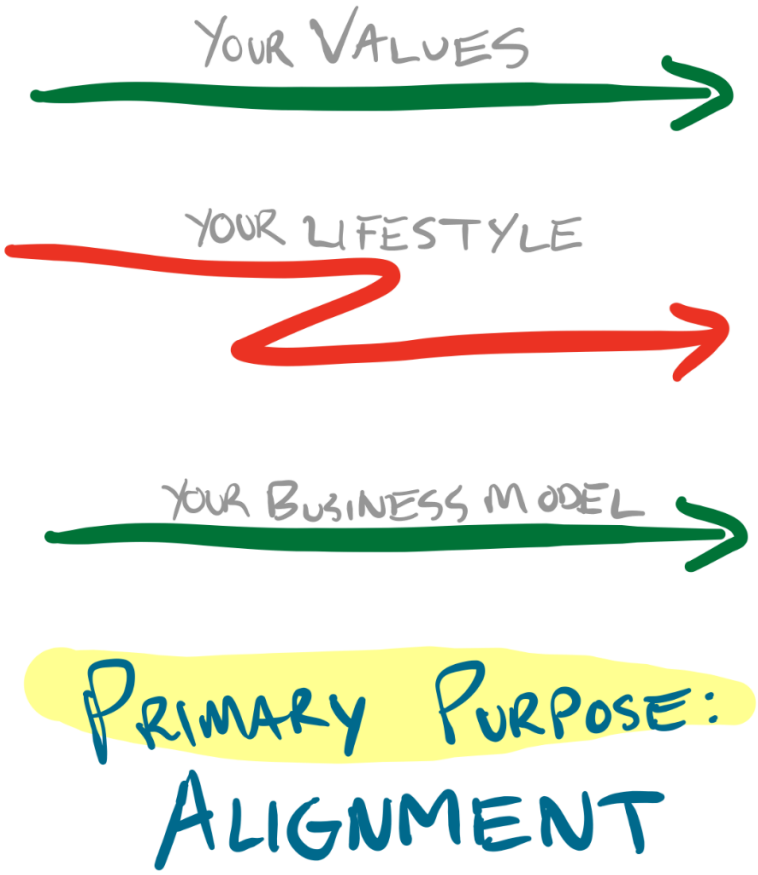
Consistent, calm, focussed effort on the right things is what creates business growth… not running around in a frantic chaos chasing whatever new marketing tactic is trending at the time.

Freedom does not come from being busy all the time. It comes from disciplined focused work.

Work on the prime mover tasks that drive the business forward.

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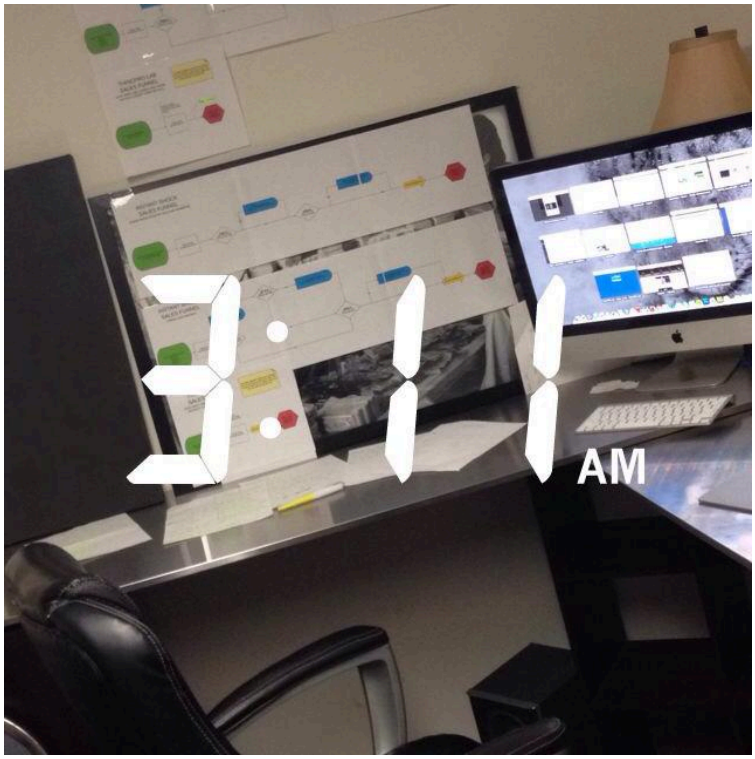
3. Freedom Through Alignment



In 2014, after the initial launch of THINCPROBasketball.com, I worked like a maniac to grow the business…

I'd wake up in the morning and walk directly over to my laptop… where I'd sit all day chugging coffee and testing whatever marketing trend or funnel hack was being promoted at the time.

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(2014 - working long hours applying whatever marketing trend I could find to try and grow the business…)

It was fun for a bit… but that initial excitement quickly wore off and my physical and mental health began to suffer.

I was isolating myself, working long hours, constantly stressed, juggling multiple roles, and battling burnout.

I value freedom… but the business was a prison.

I value simplicity… but the business was a complex mess of upsells, downsells, checkout pages, and wacky tripwire offers.

I value profitability… but the business was a cash burning machine, leaving very little left over at the end of every month.

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I was building a business that was fundamentally misaligned with how I wanted to live… secretly hoping that things would suddenly change once I hit a certain revenue milestone.

I justified it by convincing myself that this is just what business is about:

"It's the price you have to pay to become successful!"

After all, from the outside looking in I did have a '*successful*' business…

I could go to the masterminds and business seminars and brag about the $60K/month revenue we were doing at the time.

And when I spoke to other entrepreneurs the constant advice was:

"Just hire a team to do the things you don't want to do so you can 10x the business, bro!"

But none of it felt right.

My business model was broken. I was out of alignment. And no amount of *"hard work"* or *"hustle"* or *"outsourcing"* was going to fix it.

Here's what I learned from that time period of my life…

A business that's misaligned with how you want to live your life will always feel like an uphill battle - leaving you exhausted and burnt out. You'll constantly be fighting against yourself, adding more complexity in an endless chase for growth.

But on the flip side:

A business that's aligned with your life feels natural, effortless, and somewhat

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inevitable to scale. Because it gives you energy rather than depletes you. You spend less time fighting fires and more time enjoying freedom and profitability.

When your business model is aligned with your life - scaling feels like turning up the volume on something that's already playing beautiful music, rather than trying to force a broken instrument to hit better notes.

You cannot experience true freedom when your life and your business are not aligned.

No amount of “hustle” or “grind” or "outsourcing" will fix this… in fact, it'll make things worse.

It’s like driving a car with an unbalanced tire - the more you push it, the more violently it shakes, until one day the whole thing flies apart at the seams.

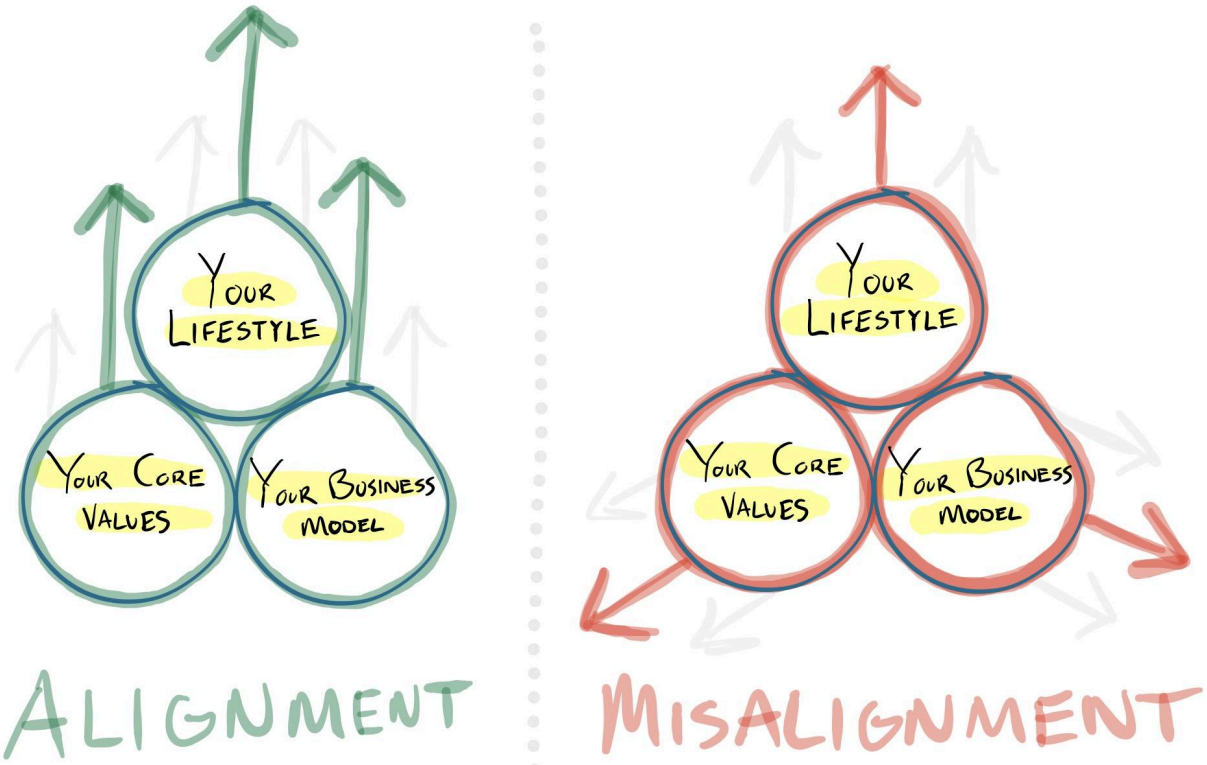
Alignment is when all 3 of these flow together in the same direction:

1. **Your core values** (what matters most to you)
2. **Your business model** (how you make money)
3. **Your lifestyle** (how you actually want to live your life)

When these are aligned, it feels like flow.

When they’re not, it feels like pushing a boulder up a hill that never ends.

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What is Freedom?

Now here's where most entrepreneurs get absolutely lost in the sauce (myself included)…

I used to think freedom meant having no structure. No rules. No constraints.

Just pure entrepreneurial chaos, baby!

Yeah... that didn't work out so well.

Here's what I learned the hard way:

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Most entrepreneurs chase freedom *from* structure, when what we actually need is freedom through the *right* structure.

Think about it:

Remove the banks from a river - you don't get more powerful flow, you get a stagnant puddle.

Remove the structure from a song - you don't get more creativity, you get random noise.

Remove the canvas from a painting - you don't get more artistic freedom, you get paint on the floor.

Fake freedom is having no structure - floating around like a balloon in a windstorm. It's chaos.

If you've ever felt untethered, or lost in life, you know exactly how this feels. It sucks.

True freedom comes from having the right structure - one that provides clear direction and allows you to fully express who you are.

When you have this, you can feel it in your bones. It's that deep sense of "hell yes" that comes from knowing exactly where you're going and having a clear path to get there.

Here's the wild part…

When I finally stopped fighting against structure, and instead created the right structure for ME, everything changed.

The business started making way more money. I had way more energy. And I could take month-long trips knowing everything would keep running smoothly.

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(2015 - traveling through the islands in Thailand knowing the business was running smoothly without me…)

But here's the thing about structure - what works for someone else might be totally wrong for you.

Just because Alex Hormozi can crush 19-hour workdays doesn't mean that's your path.

When your business structure aligns with who you actually are (not who you think you should be), you don't need to force yourself to "hustle harder…"

“Hustle” and “Grind” is a tax most entrepreneurs pay for poor Alignment.

The goal is to create a business structure that gives you energy rather than depletes it.

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When your business structure lines up with your values and how you want to live, scaling feels natural and like *“effortless hard work”.*

If there’s one thing I want you to take away from this Guide it’s this:

There is no right way to build an online business. Just like there is no right way to live your life. There is only the way that is most aligned with you.

The systems and processes that I’ve shared throughout this Guide are what’s allowed me to come into alignment in my life, based on what I believe and what I want.

If they work for you too, great. If not, take what you can and leave the rest.

When I mentor entrepreneurs I always start with getting clear on what they want…

A yacht that can hold a helicopter? Great, let’s do it.

More free time to spend with their kids? Let’s make it happen.

More profit? Less stress? Status? Fame? A private jet? Another lime green Lamborghini? Inner peace? Contentment?

Whatever it is. Get clear on what you’re optimizing for…

You need to know where you’re going in order to get there. You also need to know where you’re going to know when you’ve arrived.

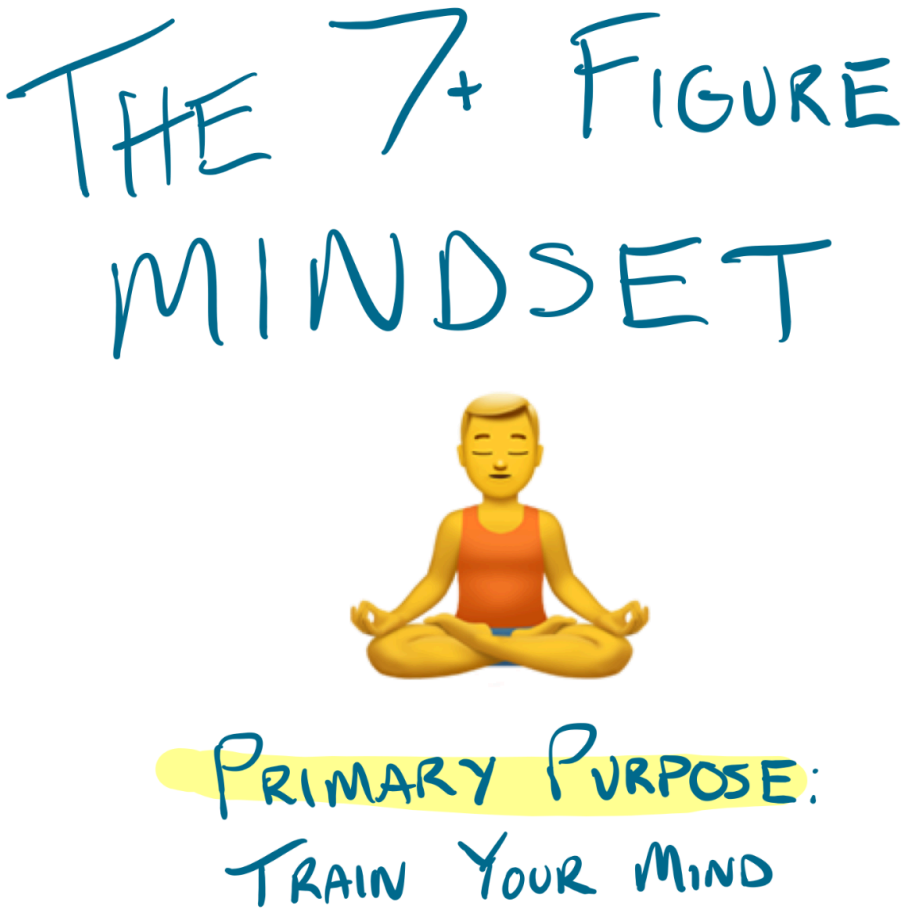
I see far too many entrepreneurs chasing imaginary targets all the way to their grave. Don’t be that person.

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Now, onto the much anticipated final chapter - the 7+ figure mindset…

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4. The 7+ Figure Mindset



I left this chapter to last, not because it's the least important… but because it's usually the least appealing.

Entrepreneurs love tactics.

Mindset? Usually about as fun as a nun at a bachelor party.

I could write a whole book on this as it's been a sole focus of mine for the last 6 years.

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I've traveled the world to learn from different teachers and study ancient wisdom traditions.

Once you make some money it allows you to do weird things, like study how the mind works.



(2020, The Amazon jungle in Peru - working to understand the mind at a deeper level…)

Here's what I've learned, along the way…

Business is a game that is played with the mind.

You don't have business problems. You have mindset problems expressing themself through your business.

"You cannot have exterior development without interior development to hold it in place." - Ken Wilber

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Many entrepreneurs focus on tactics while ignoring the deeper alignment between their values, their work, and their desired lifestyle.

This misalignment creates internal friction that no amount of positive thinking (or coffee) can overcome.

When I first shifted from the constant chaos of startup mode into running a peaceful, profitable, and aligned business, something unexpected happened:

I got really uncomfortable.

The business was running smoothly. We had the big 3 things (Traffic, Conversion, Delivery) in place. We were making more money than ever. Things were... calm.

And I hated it.

I found myself creating problems just so I could fix them. I'd tinker with things that weren't broken. I'd start new projects we didn't need. I'd overcomplicate simple processes.

Why?

Because I was addicted to the rush of putting out fires. Of being needed. Of proving my worth through constant action and achievement.

The Addiction to Chaos

Here's what nobody tells you about building a successful business:

Once you have the systems running smoothly, you're forced to face yourself. And that can be scarier than any business challenge.

Many entrepreneurs unconsciously sabotage their freedom and success because:

- The calm feels uncomfortable

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- They don't know who they are without problems to solve
- Their self-worth is tied to constantly achieving and fixing things
- They're addicted to the dopamine hit of crossing things off their to-do list
- They feel guilty when they're not "being productive"

Sound familiar?

I see this pattern over and over with business owners I work with…

They say they want freedom, but when they get it, they don't know what to do with it.

When I first experienced this I found myself with more time than I knew what to do with…

I'd fly somewhere on a whim, and walk around places that I probably shouldn't have (sorry, Mom...)



(Somewhere outside Cairo, Egypt walking around alone at night… 🤔)

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I was addicted to putting myself in situations that I needed to solve or think my way out of… because I had been doing it for so long in my business.

The Freedom Paradox

Here's what I've learned after working through this myself and helping many other entrepreneurs do the same:

True freedom isn't about escaping from something (chaos, problems, work).

It's about being free to fully express who you most naturally are.

Business is just another vehicle to help you do that.

And this is where alignment becomes crucial. Not just in your business systems, but in your relationship with yourself.

The true measure of success isn't just having a profitable business that runs without you. It's being at peace with yourself when it does.

^ This is the real work of a 7+ figure mindset.

Not just building systems that create external freedom, but developing the internal capacity to actually enjoy that freedom when you have it.

On the journey of arriving at this place inside of yourself, you'll undoubtedly bump up against a common cast of characters…

Let's address the mindset challenges that most entrepreneurs face but rarely talk about openly:

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↳ Imposter Syndrome

"Who am I to teach this?"

"What if they find out I'm not really an expert?"

"I don't have enough experience/credentials/success to do this…"

Every expert was once a beginner. Every teacher was once a student.

You feel like an imposter because you are. You're becoming an entirely new version of yourself in every moment. And running a business only amplifies this feeling.

The solution isn't to wait until you feel qualified enough (you likely never will). It's to show up authentically, share what you know, and stay committed to your mission.

Remember: Your journey - including your struggles and failures - is part of your expertise. It makes you more relatable, not less qualified.

↳ Not Feeling Good Enough

"I'm not good enough to succeed at this…"

"My content/product/service isn't good enough…"

"I'm not doing enough, fast enough…"

This is the entrepreneur's version of an autoimmune response - your mind attacking itself.

The irony? This feeling often gets stronger as you become more successful.

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Because success expands your vision of what's possible, and that gap between **where you are** and **where you could be** can begin to feel overwhelming, if you let it.

The solution isn't to close the gap.

The solution is to recognize the gap exists, that it will always exist, and to turn around to look at how far you've come (the gain).

↳ The Fear of Being Seen

"What will people think?"

"What if I get criticized?"

"What if I succeed and people judge me?"

This fear is natural – we're tribal creatures programmed to fear rejection. It's baked into our DNA at a cellular level.

There is nothing wrong with feeling this way.

But if there's one thing that hurts more in the long run - it's staying invisible.

People are going to judge you. That's what people do.

The solution isn't to overcome the fear. It's to accept it as part of the journey and show up anyway.

Your visibility is directly tied to your ability to help others. Hiding serves no one.

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↳ Fear of Failure

"What if this doesn't work?"

"What if I lose everything?"

"What if I embarrass myself?"

Here's what I learned after my professional basketball career ended abruptly:

Your fear of failure is usually worse than failure itself.

Real failure isn't losing money or making mistakes.

Real failure is letting fear stop you from trying.

The solution isn't to avoid failure. It's to fail better – to fail in ways that teach you and help you grow.

I don’t know anyone that hasn’t failed miserably at some point in their life. Do you?

↳ The Dark Side of Entrepreneurship

"I feel paralyzed…"

"I can't focus or make decisions…"

"I feel alone and disconnected…"

This is the dark side of entrepreneurship that Instagram doesn't show. The isolation. The pressure. The constant uncertainty.

When you're building something from nothing, you're also building yourself. That process ain’t always pretty.

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Having 1 or 2 people that get it, and can shine a flashlight to illuminate your next step when things get dark, can be extremely helpful.

We can't read the label from inside the bottle.

This is where having a mentor **that gets it** and **has been there themself** is worth its weight in gold.

↳ Perfectionism

The only problem with perfectionism is if you allow it to stop you from doing anything.

I can be a perfectionist at times.

I also acknowledge that this allows me to do great work.

Why would I go to war with that part of myself?

Instead, I integrate it and allow it to co-exist while I produce work that I'm proud of.

And you should be happy about that… otherwise this Guide would've probably been as good as gas station sushi.

A Personal Note

I still struggle with all of the above.

The feelings of overwhelm, fear of failure, imposter syndrome, putting myself out there, perfectionism… they're all alive and well over here!

It's just that I no longer see them as a problem.

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Even in writing this here Guide… I've felt all of them.

But I didn't stop writing.

Here's what most mindset coaching gets wrong:

The goal isn't to eliminate these feelings. It's to build your capacity to hold them while continuing to move forward.

On your journey as an entrepreneur you're going to continue to bump up against these parts of yourself… over, and over, and over again.

You're going to feel fear and experience a lot of limiting beliefs.

Most people won't tell you this, because they're usually trying to sell you a 'quick fix' solution. And by doing so, they perpetuate the idea that something is "wrong" with you for feeling this way.

What if we normalized feeling self-doubt? And uncertainty?

And instead of seeing it as something wrong, or to be fixed or 'therapized', saw it as a real good sign that you're doing exactly as you should… **creating your own path in life?**

Because the real truth is… the reason you're feeling fear and self-doubt in the first place is because you're doing something you've never done before. Which seems just about as normal as a taco on Tuesday if you ask me.

I'll repeat myself: **There's absolutely nothing wrong with feeling fear and self-doubt.**

As a former professional basketball player, I had the opportunity to play against and get to know the best basketball players in the world…

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(Kobe Bryant and myself…)

You know what all these players had in common?

Self-doubt. Limiting beliefs. Imposter syndrome.

Yep. Even them.

And these are THE BEST IN THE WORLD at what they do.

So maybe we just cut ourselves some slack here, and make it okay to feel some fear as we embark on the journey of a lifetime?

You with me?

Cool.

Now, what to do when things come up?

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The ninja move isn’t to spend 5 months journaling about the fear. The ninja move is to do the thing you were going to do, despite the fear being there.

When you find yourself stuck in the mud of your mind, rolling around in doubt and fear and anxiety… the solution is not to try to make the mud less muddy.

The solution is to get up out of the mud and get moving… to do the thing you're doubting and fearing, whether you doubt and fear it or not.

Ironically, the self-doubt and fear usually disappear once we start. No special 'mindset hack' required.

Fear is a mile wide and an inch deep. And you find this out when you step into it.

Forget having to have it all figured out.

Forget having to get it perfect.

Forget waiting for the perfect time.

Just. Get. Started.

The true game of inner development isn’t about thinking positively... it's about transcending your thinking mind so it no longer controls you.

The true game of inner development isn’t about feeling good all the time. It's about getting better at feeling. Your emotions should not control what you can do.

Eventually you realize…

The true game of inner development is about transcending (and including) your egoic structure altogether. But, that's a guide for another day.

Today, more than anything, I want you to know that:

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The freedom you've long desired deep down with every cell of your being, is possible… it exists.

The power to recognize who you really are beyond the limitations of your own mind, is possible… it exists.

The ability to create what you want to create in this lifetime, is possible… it exists.

All of this is possible… all of it exists.

And all of it is yours, if you want it.

Summary: The 7+ Figure Mindset

You can't build a 7+ figure business with a 5 figure mindset.

Business is a game that is played with the mind. It is a personal development trip in disguise.

When you feel overwhelmed, insecure, or not good enough - come back to this section and re-read it.

Don't get caught in looping self-defeating thoughts that distract you and pull you away from your mission.

If you grow your business without addressing your mindset problems, you grow your mindset problems instead.

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Conclusion

This Guide was written to help you scale your online education business so that you can make more money and help more people.

This was written to help simplify your business so you can have more freedom to do the things you want to do in life.

This was written to address the burn-out, depression, loneliness, anxiety, and overwhelm that business owners often face.

This was written for you. This was written for me.

Because despite having massive success in my business… I've battled with all the above.

You are not alone.

Thank you for letting me share pieces of my journey, and pieces of my inner-world with you.

Thank you for giving these words purpose and meaning beyond the ink that fills these pages.

Now go make something beautiful.

- Adam



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Mentorship

I occasionally work with entrepreneurs to help them scale their online education businesses sustainably and in alignment with their lifestyle and their values.

There's an application process involved, together with a substantial investment.

If you think this might be a good fit for you, please email me at hello@adamfolker.com

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