



The Simple Process I used To Collect Over \$20k In 72 Hours

This will be the least aesthetically pleasing thing you read all week, but for those who are ready for it, could be the most impactful thing...

Alright, straight to the goods...

No flashy screenshots, no income breakdowns. It makes no difference to me whether you choose to believe it or not.

It happened and here's what you can take from it....

1. Build your audience as quickly as you can, create visibility, then refine who you target later. I see so many people throwing too much energy into trying to find the perfect leads. In the beginning, it's a numbers game. You don't have the luxury of clout to start with. You create it through earning it.
2. This came from a few sources - **keep focused on one high ticket offer (coaching or program)** when getting started, Sell a few of these and they make a massive difference in your bottom line each month.

Offset this with mid and lower ticket offers that genuinely serve your audience. They won't move the needle as much as the higher ticket stuff, but it allows you to cast a wider net to your audience.



3. Use launches, price increases and other deadlines to your advantage.

I did a launch which generated around 20 sales. Not huge, but a few of those folks have (or are in the process of) ascending to my coaching.

Scarcity and FOMO (Fear of missing out) are two of the most powerful 'buyer aphrodisiacs' that work incredibly well.

4. If you're leveraging the above, don't be afraid to pitch

It will feel uncomfortable the first time you do this. That's natural for anything you haven't done before.

In this instance, I had around 8 or so days worth of content to put up. Almost all of it was a straight pitch.

The sequence looked like this;

-one piece of content per day (per audience i.e 1 for my facebook profile another for my group) for days 1-3 prior to the end of the launch

-One at 72 hours, 48 then 24 hours prior to the increase

-One at 12 hours prior

-One at 6 hours prior

-One at 1 hour prior

If your opportunity is something you believe in, don't be shy about inviting people to it.



This is of course, assuming you have a good relationship with your audience. I.e you've added value and have helped them.

Those who resonate will stick around and those who won't, won't.

Any discomfort this may bring up is internal.

Your message and your goals should be more powerful than your insecurities!

5. Spend a disproportionate amount of time working on your offer

Your offer isn't the program you're promoting, it's the gift wrapping that goes around it.

A well-crafted offer will do the bulk of the heavy lifting for you when it comes to what you're selling.

Example

Say you have a 10 day email marketing course you're promoting called 'Email Marketing and List Building'

(Not exactly the sassiest names I admit, but bear with me here)

So email marketing has been around since the 1990's meaning there's probably been thousands of courses and programs on the subject over the years.



What that also means is anyone who's been around internet marketing for any length of time has probably seen these things done to death.

Now let's assume we want to differentiate ourselves from the competitors and stand out.

What can we do?

How about we try to see what benefits someone would get from going through the course.....

Perhaps we might even want to create a few bullet points to illustrate what benefits someone might get.

For example, the modules might look like the following

1. Why building an email list is a great way to start an internet business

2. How to get setup and make sure your emails are being read

3. How to grow your list

Etc....

You might agree that these sound fairly dry and dull. You wouldn't exactly be chomping at the bit to 'read the next chapter' so to speak.



Now let's 'unpack' what's inside....

1. Why building an email list is a great way to start an internet business

- 10 Simple Steps To Build An Email Database & Fill It Full Of Hungry Buyers Even If you Have 0 Tech Skills Or Experience OR A Product To Sell!

2. How to get setup and make sure your emails are being read

-The 'open sesame' tweak will allow you to sell more through email without ANY extra work on your part....

Gets you setup in less time than it takes to check your paypal for fresh sales!

3. How to grow your list

-Day 3 shows the stupidly simple process (even a toddler could do) that adds dozens of ravenous leads to your list daily. This is crazy, but it works!

Hopefully you can see why this is such a powerful exercise?

Heck, even I want to find this mystical course now!

If you spend time doing this with the products you're promoting you'll be well and truly ahead of the pack.



What level of support are you offering?

A solid offer involves removing as much of the perceived risk out of the transaction as you can within the realms of your capabilities.

This can be in the form of guarantees, refunds and general support.

People like to feel they haven't just been sold something and are left to their own devices. This is how you can adjust the perceived risk and elevate the ease in which someone feels they can obtain something,

Some common support channels I use are;

- Voxer access - message day or night to get your questions answered on any subject!
- Group coaching
- 1-1 coaching
- Local meetings where applicable

Let's dive a little further into the de-risking side of things.....

A few ways you can help to reduce the perception of risk is by offering your own guarantees (Of course you can't control the cart page for an affiliate program, but you can add your own special



sauce!)

-I will work with you until you achieve x result!

-I'm so confident in xyz that if for whatever reason (or no reason at all) you feel it's been a waste of time, I will pay you \$x for doing so!

-I will work with you until you 10x your investment

-If this doesn't [desired result] in [time], you'll receive a full refund

Lastly, what other additives can you throw in to spruce up an offer?

People love a bargain!

If you're unable to adjust the price of something, think what else can be added to support the purchase.

Is there something you feel could bolster a certain part of it for example?

Circling back to our email course example above, how much more enticing would it be if you added....

-30 high converting email templates so you can set, forget and make bank over and over!

-Exclusive access to the 4-day cash vortex. This simple, yet powerful technique is responsible for thousands in additional



revenue!

-This unique, time-saver will allow you to craft cash-sucking emails in less than 10 minutes per day!

-Fast Action Lead Gen Supercharger - This exclusive opportunity is for the first 11 people to jump on this offer. This short and simple to implement training has previously been sold for \$48 trillion, but act now and claim one of only 11 spots of this special bonus.

The Fast Action Lead Gen Supercharger is like pouring rocketfuel on your campaigns to generate more leads in less time.

Pretty cool huh!

When you're able to craft an offer of this kind, you're already streaks ahead of your competition.

This is what creates you and your offers as a value-driven pricing model and allows you to sell stuff for higher prices.

6. Power In Positioning

This is through your content and how you communicate with your audience.

It's also in the confidence you have in the results someone can get from your program/offer.

To clarify, money isn't always 'the result.' In fact a lot of the time



the results are; clarity, mindset shifts, self-awareness, technical skills, marketing knowledge etc....

Don't have 'money gained' as the only measuring stick of success.

From a mindset perspective, this is vitally important.

You have no right to cast your own judgment on whether someone will 'make it.' Your results shouldn't be a determinant to the other persons success.

That's not for you to decide and one of the inherent risks we face in selling of any kind is subconscious projection of our own beliefs (oftentimes limiting).

Positioning is what you stand for and against. It helps you attract the people that resonate with you and push away the people you don't or can't serve.

By positioning yourself as a leader and someone who can serve your audience, people will want to follow your journey...

For example, leveraging polarity.....

This is an example of what I stand for.....

'I only work with people who see self-education and investing in their growth as vital as an entrepreneur'

This is something I stand against....



'If you stand me up for a scheduled call, there will be no second chance. We simply won't work together.'

It's important to note that any one piece of content is just one part and not the sum.

I.e, you have to repeat similar messaging throughout your content as it serves as a reminder and continually reinforces your place within your audience.

7. Lastly.....Do the work!

There's a bunch of stuff out there that suggests there could be a shortcut.

By all means, there are ways to become efficient at things and improve certain skills.

The problem is that a lot of it caters to people's inherent laziness.

If you're in the Facebook™ organic marketing space, you likely would have seen and heard a lot of.....

'You don't need to do cold to cold outreach'

'You don't need to do sales calls'

'Let your content do the selling'



'The reason you're not making sales is because you don't have the right sales framework'

'The reason you're not making sales is because you don't have the right content framework/blueprint/guide/scripture etc'

Now, to clarify a few things.....

Yes you can literally sell high ticket stuff with nothing more than a google doc.

Yes you can improve your copy to the point where it does a lot of the heavy lifting for you.

No, you don't 'need' to hop on calls to make sales.
I could get away with not doing any cold outreach and I'd still make bank.....

Why then do I do all of the above?

Because, I'd rather be proactive with my business rather than reactive and hoping things transpire in the way I want.

If you're in the \$0-\$10k per month range of income in your business, I have news for you.....

You don't yet have the luxury of 'using your content to do all the selling.' The audience most-likely just isn't big enough for you to be able to deliver that.



You don't have the sweat equity in your audience to sell them stuff through nothing more than a google doc because you don't yet have the authority.

So.....

Focus on one method of conversion. Master it, then move on and adapt.

A confused mind makes poor choices.

Simplify and make the choice of how you will sell.

Choose one and stick to it until you have a process dialed in.

Then consider adapting once you've got it nailed. That's about it. Nothing too crazy. Bit of grunt work, crafting a badass offer, learning the fundamentals of sales, marketing, branding and sticking with it.

If you found this helpful & you'd like to get my help in putting all this together, [here's how I help folks out.](#)

Thanks for checking out this guide. The principles in here will make you a ton of cash if you apply them!