

**\$1,000,000 TODAY OR THE SKILLS
OF A BILLIONAIRE**

\$1,000,000 TODAY OR THE SKILLS OF A BILLIONAIRE IN 5 YEARS?

1. Easiest way to become a millionaire

- fix your mindset - double down on the SSR

1. skills - how to do it?

2. strategy - what to do?

3. resources - ability to do it

2. In every business will have 3 legs that operates from

1. Marketing - How do you get customers

2. Operations - How you fulfill customer expectations

3. Finance - How you manage the flow of money in/out of the business

3. Foundational skills / Soft skills

1. Energy - Attention is the most valuable asset - ask yourself:

Where does your energy flows?

- How to measure your energy?

- How to manage your energy?

- Maximise everything

2. Creativity - CPS - creative problem solving

- Curiosity is what actually feels creativity - BE CURIOUS, ask question, take notes

- Three bees of creativity - bend it bland it or brake it

1. Bend - take idea or product (swagger jacking)

2. Blend - Take two ideas from 2 separated areas bring them together and form them together

3. Brake it - Stop it look at it, deconstruct it

3. Judgment - very IMPORTANT

- one way of saying " Being able to make good decision "

1. Decision audit - Where am I losing the client?

2. Journaling - Write shit down.

- What is it that i see that happens?

- What will happened if I change this?

- Ask yourself questions

The 3 Stage Path to Consistent \$10K+
months, fore

The 3 Stage Path to Consistent \$10K+ months, forever

1. Stage 1: THE WORKER

- offer services - CC+AI
- Coaching and consulting
- Customization offer

Stage 1 GAINS:

- gaining experience
- credibility and confidence
- CASH

2. Stage 2: EXPERT

- Very similar to the worker (showing something amazing, BUT how to do this amazing)
- offer higher level of service
- you need to pivot into businesses that have something to sell
- starting to charge higher amount for the services
- very top level of EXPERT going into negotiations for percentage

Stage 2 GAINS:

- confidently share success stories
- easily get featured into big media
- after high level expert you start considering for a website

3. Stage 3: THE BRAND

- I will show you how to do something MY WAY

- Now you start considering what my website, logo, marketing and sales tactics looks like
- building personal brand
- example of Pope brand - CC+AI and AAA campuses

6 FIGURE HIGH IMPACT AI AUTOMATION SERVICES YOU C

6 FIGURE HIGH IMPACT AI AUTOMATION SERVICES YOU CAN OFFER

EMAILS

1. 2000 emails that are warmed up and personalized not going in spam

2. Analyze all the data email optimization

- optimize the SL

- AB testing

- Sent Instagram DM's without getting blocked since META approved it

- GIVE TO CLIENT AND CHARGE THEM FOR IT

TRAINING BOTS / CHAT BOT

- You can get to make the sale

- NO CODE AI (will know that NAH is NO)

- FAQ automation

- INBOUND LEAD - Mass outreach system onto my website chat agent whose job is to get to book a meeting with me link with Calendly base on the other appointments

SOCIAL MEDIA AI OPTIMIZATION

- Lead scraping based on closed clients

100 MILLION MARKETING

100 MILLION MARKETING

1. Gap took a 100 million L and reversed it in 6 days

Lessons:

1. Innovation / Be creative - if you have a brand or with a client that has brand then innovation isn't always the route to go down.

2. What the actual problem is to be solved then apply innovation.

3. Company must care about customer comfort

A \$2,000 TIME MANAGEMENT COURSE

A \$2,000 TIME MANAGEMENT COURSE

1. Client delivery on time the most important thing.

25 different tips to take into consideration:

1. Phone usage

- looking at the phone in random BS

2. Social Media

- discipline and self-control (set time limit)

3. Internet Usage

- Random tabs open, watching garbage (block out website (use extensions or widgets) or gain discipline

4. Text messaging - most of the time is BS (If it don't make money it don't make sense)

5. Streaming - waste of time you watch somebody doing something, while you do nothing

6. Watching TV - distraction, HUGE time waster

7. Reality TV - Big Brother type. same as point 5 (streaming)

8. Porn - stop wanking, block the website (use extensions) do something else instead

9. Going out (party, drinking) - work, train

10. Social Life - have friends if you sacrifice your 20s, kill the 30s by 40s you are a G

11. Low priority tasks - do not focus on low priority tasks

12. Eat the Frog - start with the most difficult task, then get to the easier one. " The Magic is in the work you are avoiding"

13. Planning - planning by far is one of the most waste of time management thing to do.

14. Daydreaming - thinking only what you want to achieve

15. Editing (not CC) - editing messages, just send the outreach get it done, don't overdo it

16. Negative thinking - How much time have you spend in negative nonsense (I can't do this, What I should do) avoid negative thoughts

17. Thinking about the past - everyone makes failures, move past the past, move on, everything starts back to 0 every morning

18. Procrastination - biggest dream killer, force yourself to do it

19. Observing others - don't spend time on observing someone else wins, this is insanity, focus on yourself. The winners don't care about your winnings

20. Addiction - unproductive habits - get rid of them

21. Right place - learn how to be on the right place at the right time (example you have 1 month to live, be at the right places at the right time)

22. Materialism - clothes, cars, shopping - stop looking at those stuff

23. Not saying GM in the gm-chat - super important start of the day. Activation method.

24. Unproductive relationships - Is this productive? Arguments? - get it gone

25. Devaluing your time - let people still your time

PIVOTING FROM A EDITOR TO VIDEO MARKETER MADE ME

PIVOTING FROM A EDITOR TO VIDEO MARKETER MADE ME MY FIRST \$1,000,000

1. Video Marketing - no video editor is getting payed like video marketer

- Most powerful tool in the digital market
- The aim is to sell the product or service you are offering

2. Video marketing aims to connect with your audience on a deeper level

- enhance engagement and audience retention
- If somebody is more invested in you, it is more probable they to buy
- Visual elements, sound, motion - creates you the audience retention
- HubSpot (for statistic) video content in FB sees 59% more engagement than any other post.
- Tweets with video receive 10x more engagement than tweets without video

3. Increase audience retention

- Retention formula: HubSpot - From 100% cohere, 95% of people who watched the video actually absorb the video vs. 10% absorb it through reading

4. Actual selling part:

- Impact of storytelling - the hook is the setup for the story telling.
- Airbnb videos (look at them)
- If you are not integrating video marketing in you business you will always be known as a video editor and this doesn't fix the pockets

5. Boosted conversation rate

- customer or the buyers journey is heavily pinned to video, because video should also be seen as conversation tool
- Video communicate complex information
- Product demos - this is how people buy
- Step back: How many times when you are about to purchase something what is the most common thing you do? - watch YT videos, review, product demo, testimonials

- Testimonials - add them in your video, very important
- People want to see
- Explain the videos - example (how to put the cover)

6. Video driven conversations allow statistics

- VSL increases CR by up 80%
- 64% of consumers are going to buy after watching a branded video

7. Why you should be doing video marketing

- Visibility + all the previous points
- Majority of searches that have video integrated - video will always be pushed by the algorithm to the top

8. High-ticket sales

- Strengthening brand awareness - either talking about conversations or building someone's brand identity
- They are entering the realm of brand identity
- The business understands that a brand has an increase of sales just through memory
- Visual and audio from a brand perspective - people remember 95% of a message via video and 10% via text
- 100% when it is associated to a brand
- people buy and trust emotion
- video is the most powerful tool

9. Viral

- cross platform reach - 9:16 , 16:9 you can post it everywhere

COACHING CALL

COACHING CALL

1. You have to switch from showing off to providing value.
2. From value part of the funnel you move to " How can I sell to them "
3. Long form has way more buying power than short form will ever will.
4. People has 2 currencies
 - time
 - subscribe or follow to you
- If you can make them watch and provide value in the long form, if you release something they will buy
5. Create long form and maintain short form
6. The drivers that brings audience
 - the amount of content
 - the value of the content
7. What is the value you are going to pivot to.
8. What are you creating the video on?

ELON MUSK'S \$6 BILLION AI POWER PLAY GROK

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1. Creativity is Freedom - don't held back by AI telling you it can't be done.
2. Predicting the next president - advance prediction algorithm.
3. Generates images where ChatGPT will say no.
4. Memes - Grok 2.0 does a great job generating Memes
5. Speed revolution - Grok 2.0 is 5x faster vs ChatGPT
6. Obsession with Donald Trump
7. Combine with other creative assets - Luma keyframe integration with Grok 2.0. Content policies are off of Grok 2.0
8. Flux
9. Grok 2.0 image generation is a lot better
10. Grok 2.0 - way better than chatGPT for solving problems

HAS THE \$200 BILLION AI
INDUSTRY BUBBLE BURST

HAS THE \$200 BILLION AI INDUSTRY BUBBLE BURST

Common Mistakes

1. Prioritizing AI for the sake of AI - the shining object syndrome.

- adding AI in your content when it doesn't have any value
- You need AI for customer support
- Value of team a business have
- Don't ramp AI for the sake of AI
- Find the actual problem

2. Assuming just because the tech is new the situation is new as well

- When approaching a business don't think the game has changed. The game is the same
- Selling on value, is what is going to make you money

3. Treating it as technological change

- don't downplay AI
- reaching a business perspective - what is it in for the business
- Be exploring the new technology and articulate why it is so important

4. AI is nothing without data

- They want to be able just to give AI a prompt (basic level) and expect the AI to understand their brain and come with the exact answer

BECOME A CC MACHINE

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Time is more valuable than money

1. Using and creating templates

- write your idea + template
- you are gonna 10X your speed
- Standardizing and creating system and processes in order to do this you need to create templates
- The level up game is using templates

2. Having a calendar

- Coordinated calendar (not checklist)
- Helps to position and target different things
- Helps understand person's workload
- Don't go down the route of circle jerking
- Don't spend too much time on creating calendar

3. Batch Content (Skeleton of the video)

- do as much as possible
- batch the entire skeleton together
- Then move to the next part (involving AI for example)

4. Repurpose

- learn to repurpose
- use old ideas that you have used before
- Time travel AIKIDO
- Ask yourself have I done this before in a FV
- for example take something from your first video and use it on the 10th video

How to make a deal the client can't
resists

How to make a deal the client can't resist.

The prospect cannot understand the value until they receive it.

Enter a real or perceived value.

How do we overcome this challenge?

1. 6 Common Value Drivers (attack angles) find the weak points critically assess.
Understand the needs of the opponent.

- Commercial value - solving this problem will lead to financial returns
- Business value - solving this problem will add more value back to the business (more efficient in xyz
- Customer value - solving this problem will deliver more customer value (more loyal customer) better experience for their client
- Emotional Value - solving this problem will relieve some type of stress or emotional state (pair to commercial value)
- Reputational Value - solving this problem will reposition the company (more of innovative company as an example) " This will reposition your brand
- Competitor Value - solving this problem means your business will be more competitive in the market you are in (don't use on Victory royal) instead use it for the ones that are trying to reach it

2. AEIOU

- Activity - what activities the client is doing in the problem area (what are they currently doing in order to help them save time to create content)
- Environment - what environment are they working in. (are they paying for staff? Is this a business that currently have overheads staff working in a building?
- Interaction - What interaction do have the physical and digital (Interactions aren't coming as fast as they could be I can save you time and completely eliminate that)
- Objects - What tools and system and resources they use to implement the task (you don't have to pay for those subscriptions I can take that burden on you, you can cut this from your expenses) No more stress for them

- user - WHO ARE THE USER WHAT ARE THEY ACTUALLY DOING FOR THEIR CLIENT (links to commercial driver)

3. Communicate the value to prospects

- Calculate the dollar impact - "If you invest this much this is how much you will get back"

- Communicating in terms of Non dollar impact - give them a vivid image of how you can create everything so they have huge amount of time for their business. Explain their stress and different scenario. Be their non-stop shop (SPEED)

- Communicating in terms of Impact compared to alternative - Voice the value you can bring you don't wanna try and find cheap and easy solution, but you got to got through the stress of training them and etc. Show value compared to alternative they have. If I was in their shoes what would I be looking at as a cheap alternative?

- Communicating in terms of Impact of them doing nothing - go with the service you are offering or do nothing - explain the impact to them of doing nothing (link to commercial value) " They are not spending enough time on their tunnel product and etc. SHOW THE IMPACT OF DOING IMPACT VS the value you bring

- Communicating in terms of Social proof - FV to hook them in came with a presentation with an example of their problem and how YOU will solve the problem

HOW TO TURN MINECRAFT MINECOINS INTO \$\$\$\$\$

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Minecraft is a real-life scenario

1. Start with wood
2. Build your structure
3. Build your environment
4. Scavage diamonds and valuable materials to build up

INTUITIVE PRICING

INTUITIVE PRICING

The Van Westendorp Questions:

1. At what price would it be so low that you start to question this product's or service's quality?

?

2. At what price do you think this product or service is starting to be a bargain?

?

3. At what price does this product or service begin to seem expensive?

?

4. At what price is this product or service too expensive?

Learn from the Japanese

Learn from the Japanese

1. The Double Diamond Design Thinking Theory

- Discover/Define
- Develop / Deliver

1. Discover

- Practise divergent thinking, open up your mind, consider everything about the customer.

> Practical exercise: Empathy Maps - they are design to capture what the customer is saying, doing, feeling, seeing, hear

> Practical exercise: Customer Journey Map

- mouth to mouth(social proof will work) UGC level

2. Define

- Understand what the customer feel and do, start focusing on key area.

> Practical exercise: Roses and Thorns

- Thorns are pain points you find the problem

3. Develop

- need a solution for the thorns

--> Practise divergent thinking think out of the box

Develop as many ideas as possible with zero constrains (out of the box)

4. Deliver

- All the ideas I have you choose the angle you go to.
- Difficulty - high ROI / low ROI
- If finding new client - High ROI

5. Ground work

- taking the G idea for the problem making the solution, testing it somehow, learning through people test it with family and friends

Here's my notes for you G's

Japanese Marketing Style: Double Diamond Thinking Theory
Discover

Identify the problem.
Brainstorm broadly.
Define

Narrow down and define ideas to solve the problem.
Develop

Expand on some of the defined ideas.
Deliver

Take action based on developed ideas.

Thinking Strategies

Divergent Thinking: Think broadly and generate many ideas.

Convergent Thinking: Focus on singular, viable ideas.

Business Outreach

Focus on understanding the business customers' problems.

Offer solutions through content creation and AI.

Creative Problem Solving

Maintain an open mind.

Utilize empathy maps to capture customer insights:

What customers are saying, doing, feeling, and thinking.

Design the customer journey map:

Activities customers engage in with the product (e.g., watching a product video, hearing others' experiences, seeing an ad, visiting the website, feelings during purchase, repeat purchases, and brand loyalty).

Double Diamond Framework

First Diamond: Discover + Define

Discover: Identify problems using empathy maps.

Define: Narrow down ideas. Reframe questions to see different perspectives and uncover more ideas.

Second Diamond: Develop + Deliver

Develop: Use exercises like "Wild Card" to push creativity and develop out-of-the-box ideas.

Deliver: Refocus on what can realistically be delivered:

Graph ideas with difficulties on the y-axis and wins on the x-axis.

Aim for high-difficulty, high-win solutions unless building trust with a client (then easy wins are acceptable).

Use feedback from family and friends to refine ideas.

Practical Exercises and Tips

Empathy Maps

Capture customer insights: what they say, do, feel, and think.

Customer Journey Map

List activities the customer has with the product.

Roses and Thorns Exercise

Identify problems (thorns) and solutions/successes (roses).

Wild Card Exercise

Develop unconventional ideas to push creativity.

Delivery Graph

Plot ideas based on difficulty and potential wins to prioritize actions.

Pope's Method

Show ads to family and friends.

Note when they lose interest and ask if they feel like buying the product/service.

FORTNITE'S NEW MYTHIC MARVEL
UPDATE CAN HELP YOU E

FORTNITE'S NEW MYTHIC MARVEL UPDATE CAN HELP YOU EARN \$10KMONTH

1. The smaller the circle the better the people
2. No ones spectates in the beginning until you get you to the win
3. Some people start at the high ground and other have to make it up there.
4. Don't just focus on winning the match you need to focus the match the people and everything around you.
5. People with scars are the strongest
6. How do you expect to get the background if you don't get the time to build
7. If they weren't in the storm with you why take them to the final circle
8. Even when you get the kill watch out the third parties stars to take that loot

MONETIZING YOUR PERSONAL BRAND

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ALWAYS MONEY IN THE END OF THE GAME

The people that are actually winning

1. From entertainment model to value based model

- personal brand should be used as a scaling tool once you have
- Instead of trying to build followers, build a community small, engaged
- From there create education based content

2. What you should be doing

- education based content

3. What does that means?

- person or the audience you want to appeal to
- problem you try to resolve
- purpose

4. Combination of education and entertainment

example: In school where the teacher thought the lesson and made them exciting

5. Followers do not equal sales

- engagement over vanity
- sales = trust
- building trust - shares like communications (comments), average view duration the most important one
- Media kids - to land specific sponsors
- if you have high AVD. - those follower are more loyal to the personal brand

6. Affiliate market, UGC content

- It relies on YOU building a personal brand that actually give VALUE

EXAMPLE: SEO of OpenAI

VALUE + ENTERTAINMENT = SUCCESS

MONEY LOVES SPEED

MONEY LOVES SPEED

Starting with WHY money needs speed?

1. Basic principle

- get good throwing a punch and then start applying speed to this punch
- Time kills everything - Everything around us is falling apart (decay)

2. Newton's first law of motion

- Object in motion stands in motion - In the first law, an object will not change its motion unless a force acts on it.
- Velocity AKA speed - if you want to make money you need to apply velocity (speed)

3. Volume x leverage = MONEY

Volume is a combination of 2 factors:

- duration - how long you do the thing
- repetition - how many times you do the thing

4. Success = (Skill x Hard Work x Duration)x Iteration

5. Apply speed to everything to get to the success faster

6. Final analogy

example baseball:

- You can swing as much as you want

The more you spend on time and repetition you will hit faster home run.

THESE SIMPLE CONTENT
CREATION TRICKS DOUBLED MY E

THESE SIMPLE CONTENT CREATION TRICKS DOUBLED MY EARNINGS TO \$10K+ PER MONTH

1. Identify your why

- Understand what is your why (example Pope the best in his bloodline)
- When you understand you will know what exactly to do
- Write down what your why is and identify it.

2. Don't wait for inspiration

- spending too much time on pre-work session
- get it done

3. Overcomplication creations

three elements:

- hook
 - main point (story)
 - End with a call to action (CTA)
-
- don't overcomplicate

4. Creating content is getting easier the more you do it

5. Challenging yourself and testing new things out

Recap:

1. Understand why
2. Don't wait around for inspiration
3. Have 3 fundamentals behind it
4. Make it a habit (schedule)
5. Challenge yourself

POPE Unfair advantage

POPE Unfair advantage

1. Do the work
2. The hardest the work the better
3. Don't give up
4. Do what needs to be done
5. Don't wait someone to motivate you.

Example: breathing YOU HAVE TO

6. It is nobody job to convince you to try
7. Nobody cares about you
8. Broke people doesn't have a plan they have wishes

Pope EM

1. The concept of Steve
- 1992
 - back in time 9-17ers where G

Signs You are becoming POWERFUL

Signs You are becoming POWERFUL

Gear up your mind

The mindset once is set (fully focused) you can achieve anything

1. Listen to intuition (gut feeling)

- you become powerful

- Listen closely

2. Begin to put your blinders on (tunnel vision)

- focus

- Hone into one niche, one service

- Once having a high ticket client you can start offering more to the client to retain him

3. Visualize your future in any aspect

- when doing a certain thing

- zone off for example when walking, before sleep, under the shower

- dream bigger

4. Positivity

- chaos is positive - your mind is obsessing

- look from gratitude perspective

- talk about chaos like it is the thing you need to succeed

- surround yourself with positive people

- Everything should be seen as an opportunity not as a problem

5. Stop complaining

- Complaining drains energy (adopt gratitude mindset for example)

- Do the actual work rather than spending energy in complaining

6. Take care of yourself

- physically
- mentally
- respect your body and mind

7. Less consuming

- 5 lessons and apply them (listen and focus on those 5 lessons)
- Raw action

8. Project Less

- don't play the blame game
- take accountability for your actions
- everything that is wrong with you is because of you
- listen and follow guidance

9. Stop using time as an excuse

- Powerful person knows how to control their time
- Powerful person knows when to say NO to things that doesn't matter

10. High Power Level makes you POWERFUL

THE FORGOTTEN MARKETING STRATEGY THAT SKYROCKETED

THE FORGOTTEN MARKETING STRATEGY THAT SKYROCKETED MY EARNINGS BY 10X IN 30 DAYS

1. Hidden strategy that we miss out:

- Retention - missing out current customers while managing the new ones

2. Complainers are loyal customers

3. Reputation is more valuable than anything else you are going to do in this world.

4. Over this weekend which existing client do I have that I can build up and retain.

THE FORMULA WILL GET YOU
AHEAD OF 97% OF ONE-BIZ

THE FORMULA WILL GET YOU AHEAD OF 97% OF ONE-BIZ OWNERS

1. JUST GET STARTED

- just go ahead and get started there is no need in countless hour watching YT for ideas

1. CHALLENGE

- First come out with business idea - take what the campus does.
- if you struggle with idea 10-50 ideas don't think about them just right them
- Prototype an offer - newsletter system that is automated
- set a price based on what is talked in the campus
- Reach out to 4-5 people
- re-fine

2. Start getting better

THE HIDDEN PSYCHOLOGY BEHIND CLICKBAIT TO EARN YOU

THE HIDDEN PSYCHOLOGY BEHIND CLICKBAIT TO EARN YOU \$10K PM THAT TOP MARKETERS DON'T WANT YOU TO KNOW.

1. Element of surprise

- Images titles that makes you think WTF?!
- Shocking secrets revealed
- Intriguing
- Emphasize on the emotion
- believes, problems and the desires

2. FOMO

- the fear of missing out
- manipulating an anxiety inside of a person

3. Anytime you want to lure someone in use emotional appear empathize the person you are trying to get to view

- if your video has a CTA or the thumbnail
- What is the type of person that I am trying to take that action
- What are their belief system

4. Create your avatar

- Is this a part of their believe system
- Does this helps their business

5. Short attention spans

- super important
- make them think WTF
- you have 2 seconds to hook them

THESE MENTAL MODELS GOT ME
TO \$100K FASTER THE SE

THESE MENTAL MODELS GOT ME TO \$100K FASTER THE SECOND TIME ROUND.

1. Wealth Milestone

- getting to 10K is difficult
- getting to 20K is easier after reaching 10k

PRINCIPLES:

1. Problem Solving

- understand that problem solving is actually searching

example: You are in a Maze and you have to find out how to get to the end - you will start walking, dead end, double back and etc.

- approach every business with problem solving mentality

2. Memory strengthens by retrieval

- the brain remember only those type of things that seems useful
- start recognising along your journey what worked and what doesn't work
- If you cannot remember it wasn't even worth remembering in the first place

3. Knowledge grows exponentially

- if you are not taking action

4. Swagger jacking

- rip off the competition

5. Volume, repetition

- whatever you do you gain knowledge from it

6. Mental bandwidth is way more limited than you think it is

- sales and managements
- focusing on the sales

7. When you succeed you become a specialist

- more confidence

- success is the best teacher

8. Start explaining things in way that you are giving example

- learning is faster through examples

9. Knowledge becomes invisible with experience

10. Relearning is fast

WANT TO CREATE BETTER
CONTENT ANSWER THESE 2 QUES

WANT TO CREATE BETTER CONTENT ANSWER THESE 2 QUESTIONS FOR \$5,000+ IMPACT

FUNDAMENTALS

1. Storytelling

- What did the ancestors do to get the communication through everyone - THROUGH STORIES

2. Most people overthinking

-KaCazu Ishiguro - Stories are about one person saying to another this is the way feels to me does it feels the same way to you too

Talking to your audience or client:

1. Can you understand what I am saying?

- I care about articulating your thoughts

2. Does it also feel the way I feel or the emotion I am trying to get across

Action plans

1. When you are sharing knowledge education with your audience (narrative) - think of a personal experience and story to try to explain it

2. Before you send to a prospect - Will the person who is gonna watch this easily understand the message I am trying to give them?

Clarity must be #1 driver

Confused minds never buy

3. When you create your content - Is what I am doing actually going to resonate from a feeling perspective?

DESIGN AND CREATIVITY

DESIGN AND CREATIVITY

1. Good clip selection and good music beats 70% better

2. Clip selection perspective - its not good to start with zoomed in clip.

Whenever there is a storytelling show the entire scene first and then move into micro clips

3. Raw clips, familiar clip, AI. The last protocol should be stock footage

4. Abbreviation of the name, the name of logo and visuals - never bake all 3 together

5. On advanced level don't cross fade two clips, rotoscope the guy and then apply the rest of the background

6. Rotoscoping is a power and is underused

7. Don't start with soft opening

8. For disclaimer at the start of the video any person will just dropped off. With disclaimer you are very targeted

9. If the cross fade seems okay your video seems slow and boring. The only place to use cross fade is a wedding

ASK-ME-ANYTHING + \$RNT
GIVEAWAY & SANTA'S GROTTO

ASK-ME-ANYTHING + \$RNT GIVEAWAY & SANTA'S GROTTTO

1. People who negotiate price - the biggest price

- Pope will give FV and then will try to build some type of relationship with the person, he will try to find where he can help the business, if he finds he sets a price.

- Usually the good client will say okay, while the rest will negotiate.

- We won't pay you with money we will pay you with X - red flag

2. AAA Pope agency with students - he still has the idea, the problem is that he has businesses in both AAA and CC+AI, he still might give it a go. If he has to build a business from scratch he will do exactly this type of business.

- get good at the craft and get money in

3. BlackOps - they created a logo two months ago - he doesn't even plan to create a website.

- Fundamental - get money in

- for people building e-commerce - they circle jerk off how good looking their site is, but they don't have a product that makes them money

- Don't focus on logo website ect. - find clients, get money in

4. There are different levels to the game

5. Would you agree you should forget time when aiming for a goal?

- Yes and NO - yes if you measure against yourself NO if you look at how somebody made x,y,z in 30 days

6. Flawless call on SPEED - SPEED CALL

7. Audio Note - 9 minute lessons when Pope is ill where he explains how you should work, while you are ill

2 types of ill

small caught - you can still work

bad ill - Pope still works, but on " low energy tasks "

8. How to deal with a client who do the same thing on the timeline (refers to old videos that you made)

- The vast majority of new CC they think this is a clients fault, it is your fault.

- You need to become self accountable and have backup of what you have done 2 months ago for example.

9. Whoever commands the control of what's trending will win

10. Many video editors refuse to upgrade their video editing and use AI in their videos

11. Always keep going through the learning curve in order to understand what you are doing

12. When somebody says I am gonna do this and that - they are basically saying I have a 100% energy and I am gonna split down the middle I will do 50-50.

- What you actually need to do is take " this " and put 100% on it this is how you become successful at it.

13. RNT Giveaway - will be opened in the courses section in AAA campus after the call

\$10KMONTH FACELESS YOUTUBE MONETIZATION STRATEGIES

\$10KMONTH FACELESS YOUTUBE MONETIZATION STRATEGIES

7 niches and monetization's

1. 7 Niches

1. Self-improvement - big one, David Goggins Andrew Tate shows what they are saying through visuals
2. Psychological facts - top 10 are performing really well. wealth relationship
3. Health and Wellness -
4. History stories - don't tag things History stories not Haram history stories for example
5. Book summaries - Huge
6. Business stories and documentaries - 14-15k a month on this niche, deep diving different business and what they did in order to make money from it. example Code Sanchez
7. He speaks about AI - makes 75k to 80K USD

not how you use it or how to make ai, just ai conversations Is AI killing creators? for examples

2. Monetization strategies

- drop servicing - middle man that is what it means

you being the middle man

how it is used: Because he is talking about AI he goes to fiverr and he looks for different people that does good things he talks to them negotiate a prize

He use tools and he offers his audience a logo service he offers his a creator logo service at 300\$ mark unlimited revision super fast sub 24h response he charges 100\$ his markup per person is 200\$ without doing anything

- Print on demand merch

- ad revenue - good source as long as you are not creating super controversial something against covid LGBTQ. Ad revenue is 1000 subscribers and 4000 followers the income can actually stack up.

The way ad revenue is paid is based on the niche anything in the finance space has higher return on spend. Every niche the company has set budget that gives to YT and usually the niches

- affiliate marketing
- sell your own digital products
- CPA offers

BUILD A \$10KMONTH FACELESS
YOUTUBE CHANNEL USING

BUILD A \$10KMONTH FACELESS YOUTUBE CHANNEL USING FREE AI TOOLS

1. What faceless channels do

- Script + art + good CC skills and they piece it together

2. Jade Tiger

- Over a 1000 images used in the video

3. The lack of images used is the biggest problem

- what they done in Jade Tiger - for every compound there needs to be an image (so,so,so comma image / then then then full stop another image)

4. The trend for this type of creations faceless YT has become some common that if you go for couple of images it gets boring.

5. Start producing more images (LeonardoAI, Midjourney)

- put the volume in
- I got to get the perfect image that represents what is said
- Create the right images

7. They take the entire script and plug it in Elevenlabs

- this is incorrect - if you produce long scripts it becomes very monotone.
- What to do - You are suppose to take line by line and plug it in a download - that is how you are suppose to generate the script. It becomes more exciting

8. Actual creations skills

- This is why the Jade Tiger the best faceless video.
- What people do - basic transitions and just put
- What to do - good creation skills
- rotoscope (example they rotoscope the bandits and changed the background
- There is a slideshow running the camera pans - they took the images into Runway and made motion to certain parts

- When PO was seeing left to right and they removed the eyes of Po and added electricity effect in the background

- If you want to get better than the rest implement content creation - Use the fundamental skills

- for example rotoscoping, good transitions

9. In the shopify world they generate things that look as their product, but they are not using CC skills.

10. The voice over should match the style of music and the style of visuals

11. Fundamentals

- don't get stingy with art
- There is a superpower in getting good narrative
- CC is still king you cannot purely rely on AI

Event Recording Are You The
Entrepreneur Who'll

Event Recording Are You The Entrepreneur Who'll Earn \$10,000 Next Month

1. Two types of entrepreneur

- a visionary - example Elon Musk as a visionary the actual building has already build a habit of bringing food in boxes - he looks at the future

- problem solvers - Jeff Bezos as a problem solving entrepreneur you will open a pizzeria next to a office building

If you are a visionary your are okay to put a big volume of work and wait for the results

If you are a problem solver you want to make money right away.

If you are genially broke you have to stop being visionary you have to become a problem solver

**FIX THIS ONE THING TODAY TO
TRIPLE YOUR INCOME**

FIX THIS ONE THING TODAY TO TRIPLE YOUR INCOME IMMEDIATELY

1. One particular problem everybody needs to work on:

- you are working with humans
- with humans you get buyers' rejections
- If you can't sell you are not gonna make money no matter how good you are

2. Common buyers' objections

- pricing - "It is never the money" if you explain the value right the price is never the problem.
- Offer different styles of pricing
- Hey (ones they have seen the FV) What we can do is put a 50% down and if I do the work you can pay me the rest of the amount
- The more riskier (hey I will go ahead and work this entire month and give you real time value and you can go ahead and pay me)
- Performance package blueprint - Hey whatever it is I will increase your CTR anywhere between 5-15% without changing a thing. I will create adverts that will increase your CTR. (Risk reversal) You don't need to pay us a penny once I provide you with results you will pay us.
- What if I cannot do that?
- This is where volume comes in. Delivery of what you promised will come with time. Give your best shot.

2. Lack of need - I'll get back to you when a person is happy with the results they've got.

- Shorten the time to make this decision - FOMO, time restriction
- Nobody is going to say NO increasing their bottom line (more sales)
- The lack of need only comes when you are not showing that your service isn't affecting their bottom line
- Leading them on question who do you wanna be in 1 year / What your company do you want to look like in 5 years - 10 years

3. Lack of trust

- they already know they need to make changes.

- Why should they trust you?
 - When you first coming into your prospect mind they don't know anything for you and how competent you are
 - for people with 2-3 clients - Credibility is key here
 - for people without clients - that is where Pope implement risk reversal in the offer - If you provide this offer they ultimately trust you
 - First you get them as a prospect by showing them your skills
 - lack of urgency - even if you get everything right, people get postponed decision
 - Adding speed - how fast can you deliver?
 - In 48h I will get you a brand new ad that will increase your sales what do you say?
4. The sales principles and tactics are the most important in order to get the client

HOW TO 5X YOUR AGENCY'S EARNINGS IN 20 DAYS

HOW TO 5X YOUR AGENCY'S EARNINGS IN 20 DAYS + PUMPTOBER & \$DADDY

1. Confused people don't buy

- John Swellew Cognitive Load Theory - when people are overloaded with info they forget key knowledge which leads to poor decisions

2. Understand the answer to this question - What are you selling and what makes it different

3. Clarity - give clarity and everything else comes in to focus

How to apply this to your business

1. Whatever it is you are selling Does it make something easier what does it make easier

2. Does it make things better?

3. Does it make things faster?

4. Does it makes things cheaper or more faster?

Final part

1. Don't fry your prospects brain

2. Don't offer too much at ones

3. Sell them on one service

4. After that you can add more for example copy, images etc.

5. You need to learn to repeat your offer a thousand times only then you can say you are good at it.

6. If it don't make

HOW TO BUILD A \$1,000/MONTH CREATOR BUSINESS IN L

HOW TO BUILD A \$1,000/MONTH CREATOR BUSINESS IN LESS THAN 30 DAYS

1. Minimal viable checklist I can get done every single day

2. The monetization strategies aren't different

In the next 30 days involve these 3 Pieces

1. Focusing too much on followers and subscribers - you should focusing on email subscribers, by far the most critical lessons. Email subscribers you derisk your

The call to action in a video is stronger than just placing it somewhere.

2. Daily opportunities to sell

- you need to focus your efforts on activities that drives revenue.

- whether with clients audience - get into the mind frame from the get go you gotta talk to people start replying talk with people

- build connection with people text them

- people don't do it because of arrogance

3. Optimize every step for cash

- every content piece you should create an opportunity for an email list.

- you can get him subscribe to another people email list and get money for it

- purchase a recommended affiliate product

- sell straight of the bat

- bringing your own digital product - the best way to monetize and get more than a 1000\$ a month

- Link to the offer, ask for reply, take action on a poll (what do you think)

- if you are redirecting people to newsletter why you don't get the email list to yourself and then give it to them

- if Maxine has a newsletter and you have to pay and it is all about candles.

Follow this strategy

HOW TO EARN \$10K/MONTH CREATING MONETIZABLE SHORTS

HOW TO EARN \$10K/MONTH CREATING MONETIZABLE SHORTS WITH NEW AI METHOD

1. Get in traffic

AstraGallery channel - use AI motion and etc.

they are doing around about is 40k / month

2. Set up your YT

- what you create on YT for shorts you can also create for TikTok
- warm it up scroll go to other people writing comments look at videos
- both platforms has the same AR

3. How to do it

- go to chatgpt give me a list of 20 unique yt channels names in the science niche. I wanna make primarily short videos and make them interesting
- I like this particular name now can you create me a logo for it
- Hey can you write me a bio, also create me a channel banner
- GO back to chat gpt- I want you to create a truly great story that will go viral for yt short. Write a script of a short and engaging YT short for {niche} and make it like a 10 years old could understand it. (try and error)
- If what you are communicating and a 10 years old cannot understand your entire video it is pointless

4. Chat GPT again - Need a list of prompts that I am gonna plug in image generation. Midjourney or Leonardo.AI. Give me a list of prompts I can plug into { AI generation } in order to generate images for my shorts I need at least 6-10 prompts.

5. Go to Leonardo use the prompts start refining the prompts and get the images that you actually want.

6. Take them to runwayML for free trials

- Create a brand new email and make emails
- Animate the backgrounds, images

7. You got motion

8. Create a voiceover for the videos

9. Add music - SunoAI

10. 3 times every single day

11. YT and Tiktok if the videos is generated this way they don't ban you.

THE AI METHOD

1. Shortx.ai - there is a waiting list

I SPENT \$10K AND REGRET
IT—HOLD ONTO YOUR BAGS

I SPENT \$10K AND REGRET IT—HOLD ONTO YOUR BAGS THIS PUMPTOBER

Things you should not do

1. Paid FB ads

WHY?

- Paid strategies he believed it is all about ad copy and he failed

Solution:

Look the content that was successful on organic traffic and go back and set those videos on a paid ad

2. Social Media Management

- he was using them as scheduling

-what was the fault

he wasn't put enough consistent content so the platform can even schedule

First dive in consistency creating content

3. CRM

- pointless

- use excel tables

- capture notes correctly

4. Most of the capital

- No need for a website and logo

5. Spending on legal things

6. Printing cost - business cards, little merchandise related to do the business

LIVE NOW CHOOSE YOUR CLIENTS
WISELY, IDIOTS ALWAYS

LIVE NOW CHOOSE YOUR CLIENTS WISELY, IDIOTS ALWAYS EXSIST

1. Idiots always exists

- You choose the client, he doesn't choose you
- If you see a red flag you shouldn't get oboard with the client

1. Always worried about the client thinking you have no credential - you need to identify client's credentials

2. If you create something " FV " that is your creation

- Is this client actually real or is it a scam?
- A lot of businesses are actually not businesses

3. You hop on onboarding call

- the client doesn't stop speaking about the previous content creator no matter the service.
- A person that always complains about the other person isn't good

4. A client that wants multiple free samples

- It is a principle if you and the prospect here is the FV, we are gonna start working together and the client says I want this for free - always hold your principle.

5. When a client won't agree to reasonable payment terms

- This is a red flag if you both have a greed on a number but all of a sudden you say hey lets do 50% right now and the other 50 you can pay once the project is done.
- If they say no it is a red flag
- If they start to talk about accounting (we pay on this day etc.) it is okay

6. If you say it is not acceptable you are a red flag.

7. The client won't put anything in writing

- this is not reffering to contracts
- Verbal agreements you should follow up by email or chat so this verbal agreement becomes written

- Breaking down and why this is a red flag - what will happen if a client agrees so many things verbally.

- Get it written down

- You either get more work or you don't bring the results you talked about

- SCOPE CREEP

8. Say just following up from yesterday - this, this, this

9. If they negotiate you enter the see you later part

10. BONUS

- Hey G this this this(this is what happened) you have now decided to renegotiate I don't agree with those terms and I wish you luck with your project, thank you

ONE-OFF MASTERCLASS

ONE-OFF MASTERCLASS—RETENTION EDITING IN 3 STEPS TO 5X EARNINGS FOR FACELESS VIDEOS

3 STEP BLUEPRINT for retention editing

1. Editing pace - the pace of the video

- your editing pace is what's gonna make or brake the performance of your video.
- The vast majority of people they consider remove dead space, depending on how you apply editing pace
- Sam Sulec - bodybuilder, the way he uses editing paces is very unique, almost no editing, its just him talking to the camera and explaining how he do stuff
- He has over 3.5 million subscribers, bringing around 100k views per video
- Sander Sage - 15 min long video with him just talking to the camera no editing at all, zero cuts through the entire video with nearly 300k views.
- They lean into authentic slow and natural pacing, they rely on authentic editing
- They don't wont crazy edits, the cuts they do is around 1.5 minutes in the entire video, that cut only comes in mistake of the speech compared to MR beast is every 1-2 seconds
- Different audiences like different paces, if you cut pauses there will be higher pace, but it kills the geniality
- Test it out for yourself high or low paced styles?
- Figure out what experience your audience is looking for authenticity or faced passed content
- there is entire gap in the market not using slow authentic " low paced " it is because they don't know how to edit with authenticity without showing their face. - Have an avatar and explain it in simple words
- Authentic means less effects
- From faceless perspective - Do you want this high end editing video or authentic Pope talking - most of them answered - Authentic talking.
- If you have a benchmark this is the person in my niche I wanna get to - download the video and drag it into your editing software and sit there and study it.

2. Visuals - once you understood editing pace

- two types of visuals

A roll - when you can see the person or subjects in personal brand the person speaking to the camera. For faceless channel it is your Avatar.

A roll wanna use only for short periods to highlight something important that what's add the authentic and genuine feel

- The vast majority of the time Pope ad had A roll is when they giveaway something or "join the real world" or when the winner said "I can't believe I won this"

B roll and how to use it

- if you are editing pace is all the way authentic most of it is going to be A roll

- B roll you use to visualize what you say - for you to show the viewer what this words mean, it helps the video more engaging, don't be afraid to use it. Use movie clips, memes, motion graphics. The good editors use those together.

- Key moment and why they used B roll here - When Justin says " I am gonna fly home..." this wasn't important, because the objective of the video is different.

Real Estate in the video editing world - when you have B roll you have real estate, when you look at the timeline means everything on the timeline must be purposeful.

Another form of B roll is captions

A lot of people like to use screenshots - blur things out, zoom things in in your B roll this makes it more engaging.

Your B roll needs to get as close as possible to what is said in the narrative. What you are listening you should also see.

Retention editing is actually to get things to make sense in a video.

3. Sound and sound design - when you go for authenticity type of editing sound design is king.

Pope ad example of messages appears on screen as notifications:

Most of the editors will take one string of ping and layer it a bit, in master class you find the exact sound of Samsung ping, same with Binance, then every time the ping appears on the screen every actual visual point you align it exactly on the pin

Pope's team new ad

If you close your eyes - " Don't you know is going through you while you can hear the narrative" When the key A role comes in the Sound design is down, when the B roll comes in it goes back up. It increases on the B roll to make it more engaging.

PB MASTERCLASS. 0 TO 1M
FOLLOWERS

PB MASTERCLASS. 0 TO 1M FOLLOWERS. RESTRICTED ACCESS TO 1.4K LISTENERS

THREE LEVEL STRATEGY from 0 to 1 million

1. STAGE 1 - 0-10k followers

- 10k followers is the " true friends" the problem in this particular area is consistency.
- 95% of people fall short because they are not dedicated at all
- the duration to get to 10k followers is 60 to 90 days

3 steps within 60-90 days

- copy another creators (swagger jacking)
- consistency posting
- consistency improving

What to do:

Figure out what you are gonna post through the 0-10k followers stage

- select a niche and go ahead and find other creators
- for fitness work out meal plans , meal preps
- find particular styles that resonates with you. Take 3 styles and save them. Break them down and start using them

Make it as easy as possible create as much as possible 0-10k followers is a game of discipline

In 60 days you are about to hit 90 videos you are gonna see the results consistently posted and create content

- Forget all of the fancy editing, exploring seo in the first 60-90 days is a discipline challenge. For the next 90 days I am gonna consistently show up.
- 95% of people fall flat right at this point
- Understand the basic things before getting to the fancy stuff
- Going through the discipline faze you need to say " I am not gonna demotivated by the algorithm, views and subscribers,

- follow from the bottom of a certain person you want to swagger jack from
- around the 120 days mark they start hitting the 10k mark
- If you do no improvements on your entire content you will get to 10k only thing you really need to look at is the first 5 seconds of your video. The Hook.
- The best way to improve your first 5 sec is to sit down and watch every single video you put on your channel for those 90 days and analyze

2. STAGE 2 - 10k - 100k followers

- You know should have a baseline consistency
- Proof of concept
- There is only one real difference in terms of mindset - I am gonna take seriously
- Rico is prime example Benjiboy as well
- Their content started to change, they put more power into the creations they are putting out there
- It takes around 6 months to 1 year - from 10k to 100k followers
- This where you think about the value you provide for your followers
- You need to do deep research on what happened to that 0-10k research
- Which of these pieces of content will work really well and WHY?
- What value you bring to the viewers
- You still keep swagger jack
- Double down on what bring viewers back
- If you started out at an entertainment meme comedy type of brand you are gonna struggle here. If you are moving to 50-60k and you don't try to monetize you come out as a amateur.
- Two strategies either brand deals or you do your own. Pricing point atm if you are at 10k followers 200-500\$ at one post if you are in the 50k mark recommended 500-750\$ per post towards the 100k 1000\$ at least on 1 post.
- If you don't do this people are not gonna take you serious a great way to do is to have a business email on the 3rd or 4th line on your bio (for IG and TikTok)

- People will buy from you on the bases of trust

3. 100k to 1 million followers

- now we are looking into systemizing (scheduling content)

- People want to systemize at 0-10k

- My post I am gonna be on this particular posts

- If you put 3 posts every single day those 3 posts should be purposeful - they should have a reason

- I am gonna do them and I am gonna systemize them I am gonna brand them (example Energy call, Podcast call etc.)

- then you start focusing on thumbnails

- why do you need to systemize - because you are gonna spend more time. You still swagger jack and research.

- You should have already monetized.

- The loop is broken that is why people don't pass the 100k mark, they don't have systematization in place.

- Value

Notice how in each faze they become more relevant than the other.

- 0-10k swagger jacking (review loops on first 5 seconds)

- 10k-100k (consistency, you still go through swagger jack. You gotta be more direct with the content you upload)

- 100k to 1mil - The final part the feedback loops (an entire feedback system and it works)

- watch the video it is good he is consistent

- I bought his product it is good

- word to mouth

SELLING AT EVERY STAGE IS
MAKING OTHERS RICH

SELLING AT EVERY STAGE IS MAKING OTHERS RICH—THE \$99,069.00 SALES PITCH

Sales Funnel

1. Awareness
2. Interaction - comment like
3. Preference - what you have to say
4. conversion - the customer is ready to convert
5. Loyalty - if they are happy they will continue spending

What we do wrong

1. Problem for point 1:

- Creating content for the sake of content we don't think of selling

Solution: you need to start selling your ideas. Make them interesting enough to watch it all the way through

2. Audience to like follow subscribe same thing

Start selling yourself, the people need to interact

If you want to reply to email and etc. Sell yourself

3. Here we start selling - here you don't convert as we do and you ask yourself why -

here sell your product and services

Questions for this funnel

1. Is what I am creating at any stage of the funnel will it help us achieve our result faster and how?
2. For content awareness - will it make us feel better and how do you know that?
3. Creating content again - Will it help your prospect or audience support a greater purpose?
4. Will it entertain your audience?

Seth Part

1. Research the prospect on social media, figure something out about their life and you can use it.

2. How do you handle the call if it doesn't go the way you want. - Curate your script and answer. First 5 mins I really want to understand how your business work so I can provide you with the perfect solutions.

3. Prospect who doesn't like technology - Figure out why is it because he is old school or he doesn't understands?

4. Is it enough - Pope is talking about the marketing prospect it isn't the individual sale

5. Following through not following up.

6. Handling price objections:

Midjourney examples 6 months ago V/S NOW.

We're moving into super AI where the technology price goes up 3X.

Today you're getting it at ground level.

It's not a spend, it's an investment.

TOP EARNERS' HIDDEN
\$10,000/MONTH

TOP EARNERS' HIDDEN \$10,000/MONTH FACELESS YOUTUBE STRATEGY

1. Building process of faceless youtube channel

2. Niches

- gaming niche - walk through, review montages
- educational - tutorial explainers break down different topics, screen recording voice overs lifestyle and how to
- cooking tutorials, DIY products
- listicles - interesting and entertaining content funny pet videos, historical facts
- music type of videos

3. Start crafting compelling content

- especially for faceless channel

1. exceptional audio
2. visually appealing content - utilize stock footage ai creations
3. Create good scrips - storytelling is extremely important in faceless YT channel
4. SEO optimization
5. Post consistently
6. Affiliate marketing - promote product or service
7. Selling your own product
8. Brand sponsorships - start looking into media kit

Why most faceless YT channel fails:

1. Biggest mistake - expectation of quick riches (at least 6 to 12 month before seeing any profits)
2. Outsource their work too early - don't hire freelancers too early
3. People don't diversify their income - no monetization strategy

You can create an appealing avatar