

THE 6 FIGURE LAUNCH MACHINE

DAY 4

Visibility and Lead Mapping

Get visible, then map exactly where your leads come from.

Workbook

Name: _____

TODAY'S FOCUS

Visibility is how you generate leads.

Your five days are your lead generation machine. But a machine with no leads makes no sales. Today you build your visibility strategy using Build, Borrow and Buy, then you map out exactly where your leads are coming from, so you leave with a full plan of action.

Why visibility is everything

The more visible you get, the more leads you generate. The more leads, the more sales. And it compounds: the more people know who you are, the bigger your reputation, the more credibility you build, and credibility equals trust. Trust equals sales. Visibility is how you get seen as the leader in your space.

Where am I currently getting visible? Be honest.

The 3 ways to get visible

There are three core ways to build your visibility. You might do one. You might do all three, like I do.

- 1. Build an audience: grow your own from scratch.**
- 2. Borrow an audience: get in front of other people's audiences.**
- 3. Buy an audience: use paid ads and sponsorship when you're ready.**

Build: grow your own audience

Show up consistently on social media and post content. But do not rely on this alone, because you are relying on an algorithm you have no control over. Think outside the box:

Post consistent content on social media. Engage with your ideal clients (pick 10 to 20 and engage daily, 10 minutes a day). Be active in communities, free and paid, where your ideal clients hang out. Attend events, in person or virtual. Get in the room.

My three ways to build my own audience this month:

Borrow: get in front of other people's audiences

My favourite way to get visible, because of trust by association. Someone else has already built the audience. When they bring you in front of it, their audience trusts you quickly, because they trust the person who invited you.

Ways to borrow: guest speaking in memberships, masterminds, podcasts, events and summits. Collaborations. Launch partners and affiliates who promote your free experience to their audience. And it compounds: the more stages you speak on, the more opportunities land in your lap.

Three people or communities whose audience I could borrow this month:

Tip: a lot of early opportunities come from being active in communities and simply asking if you can get in front of their audience.

Buy: amplify when you're ready

Buy an audience when you are generating consistent revenue from this strategy and want to amplify it. Paid ads on Meta (Facebook and Instagram), or sponsorship. Ads get you visible even faster, in front of your ideal clients every single day.

Ads do not have to be expensive. You can run them from just \$5 per day. Inside Ascendia OS you'll learn my \$5 per day ad strategy, step by step.

Will I use ads now, or once the strategy is proven? What's my starting budget?

Your visibility strategy

Decide how you're going to get visible. Tick the ones you'll use, then note your specific plan for each. Remember: every piece of visibility drives to ONE place, your opt-in page.

Method	My specific plan

For example: Build = 3 posts a week plus daily engagement. Borrow = pitch 5 podcasts. Buy = \$5 a day on Meta.

Know your number

The typical launch converts at 3%. For every 100 people who opt in, only 3 convert. With this strategy the average is 10 to 12%. For every 100 leads, you convert 10 to 12 into a four figure offer. But first you have to generate enough leads.

Work out how many leads you need. Use the lead calculator below the video, or the Launch Lab in Ascendia OS.

My monthly revenue goal:

My offer price:

My conversion rate (use 10%):

Offers I need to sell (goal divided by price):

LEADS I need to generate:

Example: a \$50,000 goal, a \$997 offer at 10% means around 500 leads. That's your first target.

Lead mapping

This is the step almost nobody does. They post some content, send some emails, and hope. Then they don't generate enough leads and miss their goal. Instead, we work out exactly where every lead comes from.

Take your leads needed number and map it out. With your audience size and your budget, where does each chunk come from? Here's how the 500 example maps out:

Email list (promote 7 to 14 days): 100. Social media: 100. Guest speaking (5 spots, 20 each): 100. Launch partners: 100. Collaborations or paid ads: 100. That's 500.

Now map YOURS. Every source, with a number, until it adds up to your leads needed.

Lead source	How I'll get them	Number of leads

Total leads mapped:

How long to promote

How long you promote your five day experience depends on how many leads you need, how big your audience is, and whether you have an ad budget. Want 500 leads with a decent list? Around 7 days. Want 2,000 to 3,000? Give yourself 2 to 3 weeks.

My promo window will be:

Your action step

1. Create your visibility plan: decide Build, Borrow, Buy, or all three.
2. Map out where your leads are coming from until the numbers add up to your goal.
3. Use the Visibility Strategy lab, or Ascendia AI with the prompts below.
4. Post your Day 4 action step in the Facebook group.

ASCENDIA AI PROMPT

Build your visibility strategy

Help me build my visibility strategy. My ideal client is [describe them] and they hang out [where: platforms, communities, events]. My current audience is [email list size, social following]. Give me a specific Build, Borrow and Buy plan: how I grow my own audience, five borrow opportunities I could pursue (guest spots, podcasts, partners), and whether I'm ready to buy with ads yet.

Tip: Ask it for the exact podcasts, communities and partners in your niche, not just generic ideas.

ASCENDIA AI PROMPT

Map your leads

I need to generate [number] leads for my five day experience. My audience is [email list size, social following] and my ad budget is [amount or none]. Build my lead map: show me realistic lead numbers per source until it adds up to my target, and tell me how long I should promote for based on my audience size.

Tip: This turns a scary number into a clear plan. Save it, it becomes your promo checklist.

ASCENDIA AI PROMPT

Create your promo content

Create the content I need to promote my five day experience, called [name], running [dates]. I need social posts and captions that drive people to my opt-in page, plus outreach messages for the guest spots and launch partners in my lead map. Write it all in my voice.

Tip: Then let the Launch Content lab generate the full set. This gives you the plan and the hooks first.

Every piece of visibility drives to your opt-in page. Tomorrow: turn the machine on. Dates, assembly, and go.