

Strive For The Ideal

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My Goal Is To Hit Rainmaker in The Next 20 Days.

Here's how I will make that happen:

Client #1 (Dad)

Get him 1000 sales (the average transaction size for a sale is \$100 on his e-Com wine shop)

How?

I'm in the middle of setting up an abandoned cart email sequence, that will allow us to capture leads who almost bought, but need to be pushed over the edge.

I already wrote a 5 page Google Doc on how we **have** to optimize the website.

I'll be sending out an email to 25-50 already satisfied customers to give us reviews because in the 10 years of the business, my Dad has not collected a single testimonial or review.

I will set up a very professional GMB profile, with maxed-out GMB SEO.

I'll also be posting two times on his socials.

I'll be sending two value emails and one sales email every month.

From the 27th to the 30th of August we will be at a gastro festival in the city center of Budapest. I'll be helping him sell as many wines as possible and upsell/cross-sell people who come.

Client #2

Casting Agency - There are no concrete numbers. They could be making 200 to 50.000EUR on one deal, but it is currently not looking good for them and I realized they are not an ideal

client (two 65+ women and an absolute failure of a man who is almost 40 and can't even decide which socks to put on in the morning, are running the company). I'll do my minimum for them, but they'll only be on maintenance.

Client #3

Building Engineer - his calendar is completely booked and based on our last conversation, his biggest jobs come not from my marketing efforts, but from him working on homes in symphony with other companies and those other companies' bosses call him to work with them on other houses. - Not something I can do too much about and he also hasn't responded to my rev share deal project. I've followed up with him, but it doesn't look like he needs my services. Will be having him on maintenance as well.

Client #4

THE BIG FISH - The dentistry we signed a 10% commission deal with on a Google Ads, Sales Page project.

So implant prices vary from \$1.000 to \$4.200. This means the worst-case scenario is we need to get just 10 patients to get one tooth done and we are Rainmakers. Of course, I'm aiming much higher than that and my goal is to get **50 patients by the 31st of October** for the dentistry.

How will I/We do that?

Create the best copy for dental implants this country has ever seen (already at draft #3)

Create a landing page specifically designed for this

Create the whole website (we were given an old website with a domain of the implants that almost 1.000.000 people in Hungary have, just to have the trust already there)

Figure out the sitemap

Figure out the design

Create each page with great copy one by one

Do research on the best dental pages

Start the Google Ads campaign for the implantation page

Test, optimize, and iterate until it can't be any better.

GET A FUCK TON OF MONEY IN = 50 patients in

Client #5

Educational Agency - Now this is a good client. Just agreed to a 10% rev share deal on each sale I bring in for him. So this is kind of funny because he is a middleman for other schools, high schools, and universities and he gets a commission after each student he sends to them. Usually making around 10-30% on each sale. This puts him at around 300-2.000EUR/sale. If we count on an average of 1.000EUR/sale, I'd need to get him 10 clients. But since we are pessimistic I will set a goal of getting him 25 clients so that I will hit Rainmaker.

How will I do that?

So the deal we just agreed on yesterday is a Google Ads deal. I will be running Google Ads for study abroad opportunities, mainly targeting high-school grads.

I will do an amazing keyword research (not many clues on how to do that yet, but will tackle this issue in a minute)

I will create banger ad copies

(I'll follow all the principles step-by-step broken down in this docs [Google Ads Mastery](#))

I will optimise the website copies that are in the funnel to convert

I will max out his GMB profile

I will send out a message to as many past customers as he had to give us a review

I will make him a fuck ton of money. No questions.

Client #6

This is an airport transfer business. Not too much to say here, they are not really a scalable company yet, only have 1 driver and 1 car so I'll be making them a small 1-page website and get a quick \$500 to cover this month's monthly expenses. Will make them a banger of a website, but won't waste too much time on it.

Sidenote

I'm also focused on my own brand building. I will create a website and take Micah's as a skeleton for mine. I will also be posting 3-6 times on X daily.