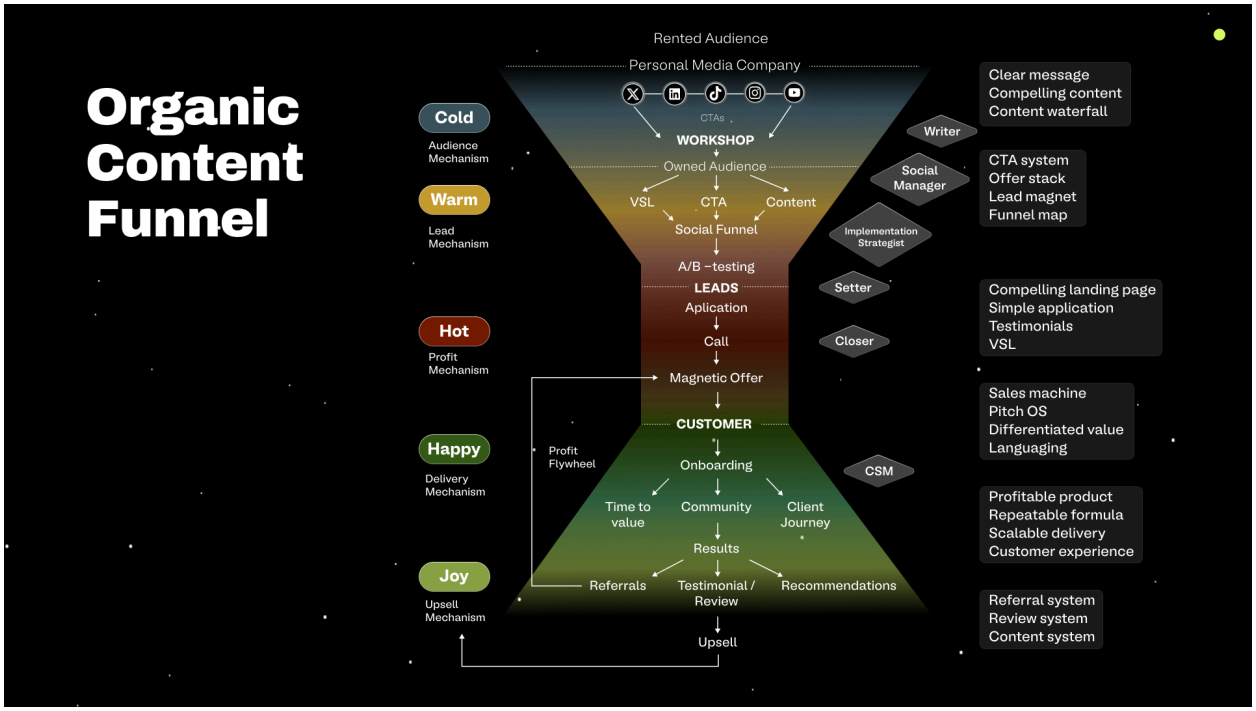
FOUNDER OS

Matt's Organic Content Funnel

A big following doesn't guarantee a big number in your bank account…

You also need the right system in place to monetize your audience.

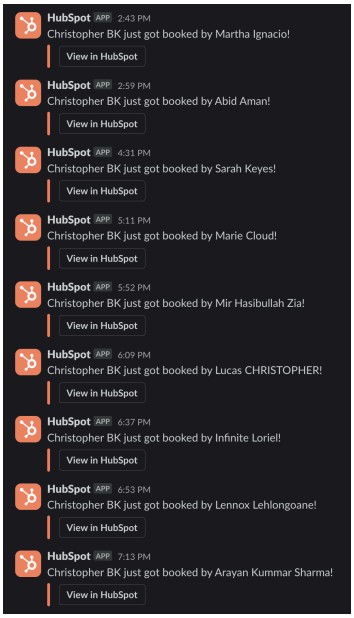
I've used this underground strategy to generate over $10 million in revenue a year and $6 million in profit (without spending a dime on ads)...



This proven system seamlessly drives people from social media to sales calls.

Allowing business owners to **pack their pipeline** with hot leads - creating more bookings, higher show rates, higher close rates, and more profit.

(This is a quick screenshot of a typical day at Founder OS for one salesperson thanks to our Organic Content Funnel - we have 3 salespeople and are hiring 2 more to keep up with the demand.)

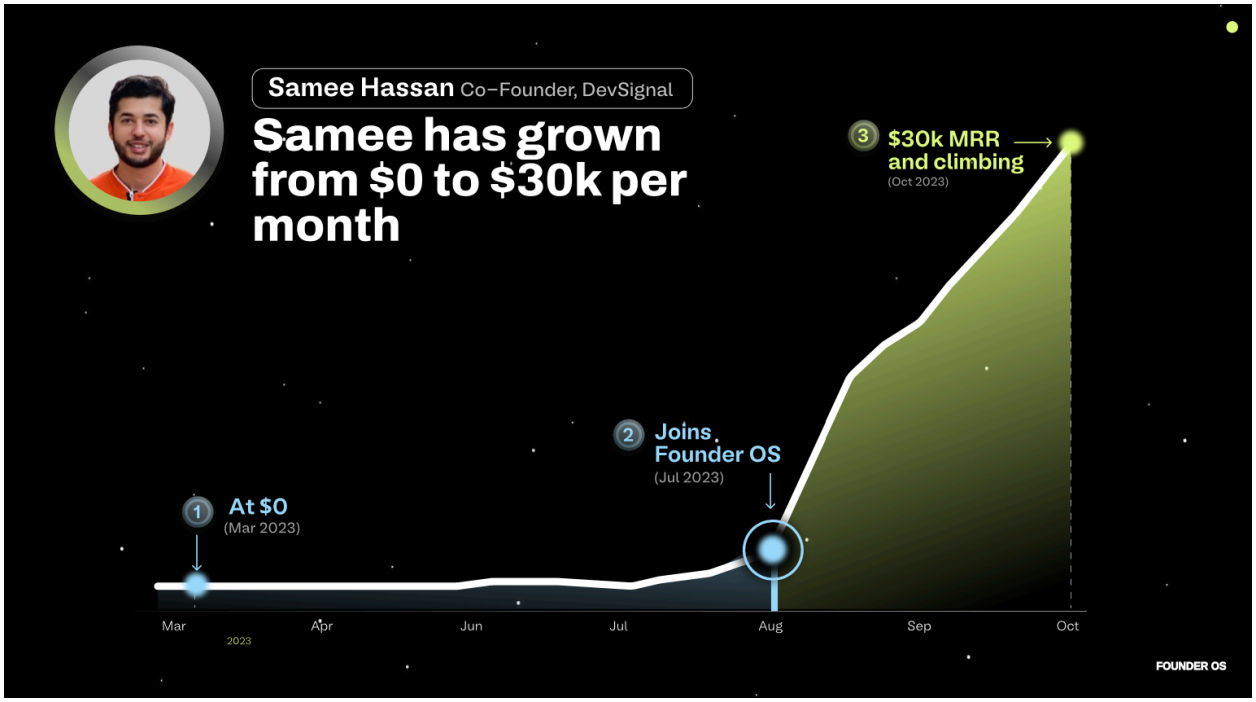


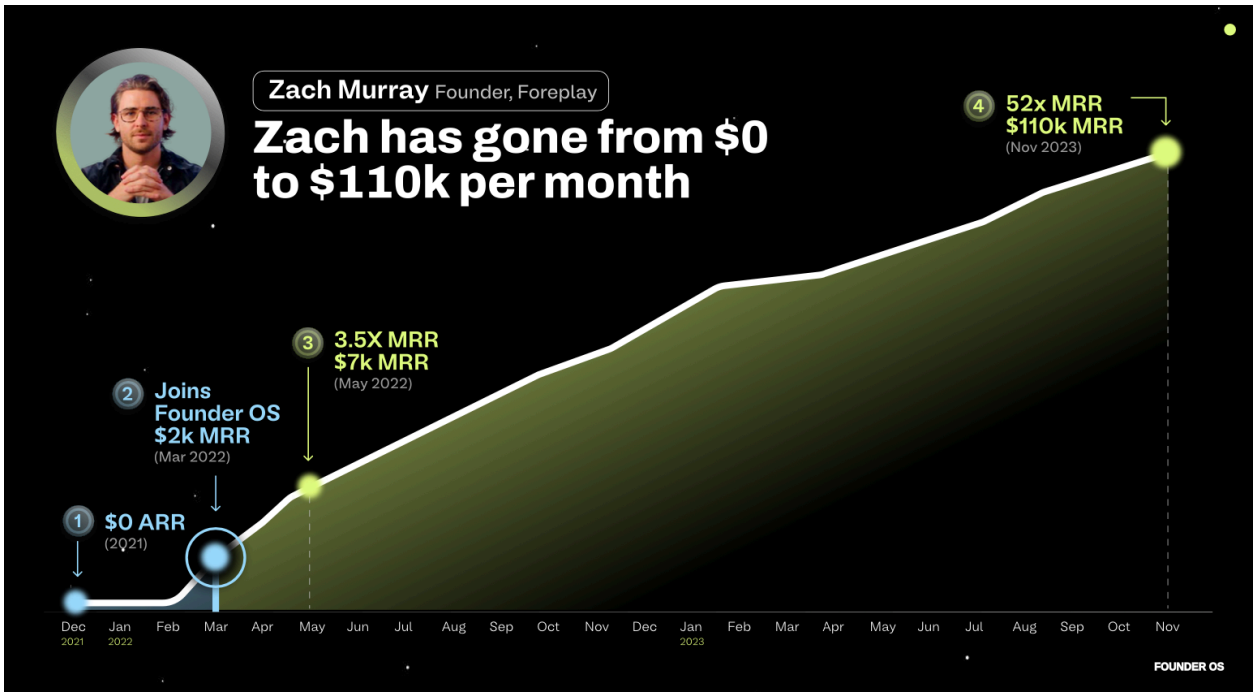
And the best part…

It can be managed in-house, by just one person, in as little as 30 minutes a day.

The Organic Content Funnel has changed my life.

And I've shared this exact system with a select group of founders who have achieved some incredible results…





This is the power of the Organic Content Funnel.

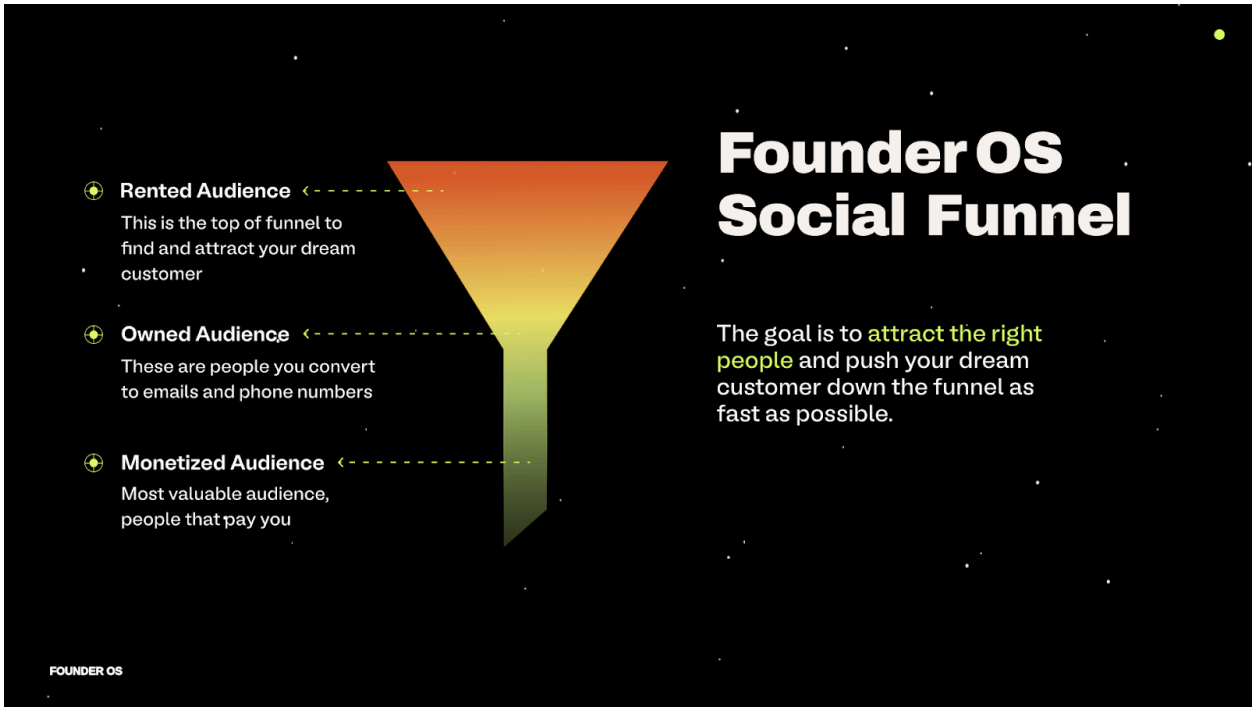
They allow you to drive people from your social media platforms to your owned audience, and then monetize them on autopilot.

The Organic Content Funnel is a literal ATM for the audience you have created.

ATM Stands For:

- A = Audience
- T = Targeted content engine
- M = Money

You control it - and thereby *you* control your destiny.



My goal is a “Luxury Funnel Experience” for all leads.

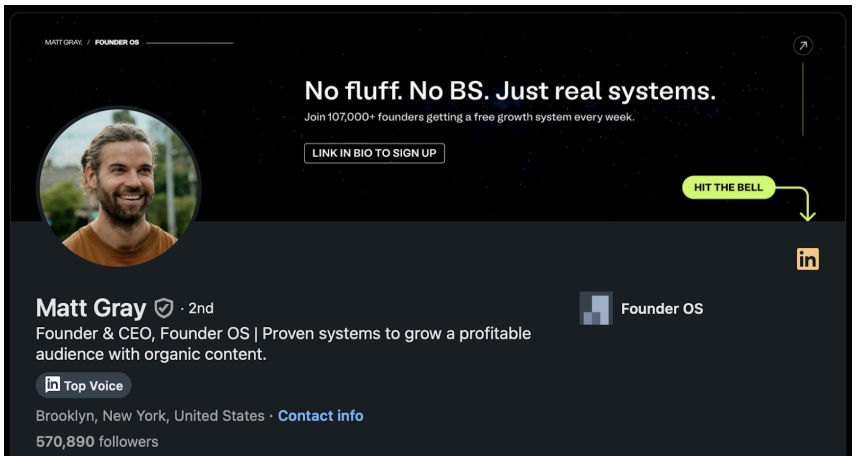
This means prioritizing design elegance, consistent branding, clean aesthetics, and a simple and seamless user experience.

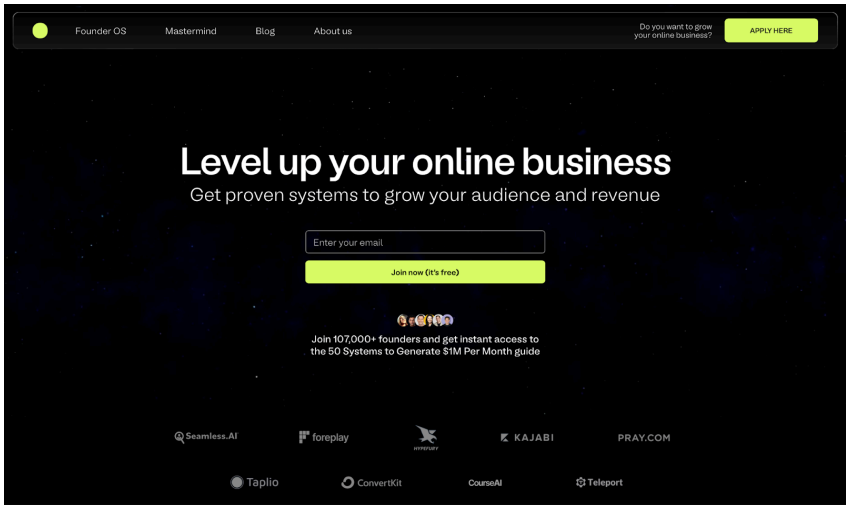
So what’s the secret behind this powerful system?

#1 - First Impression

Your social profile and landing pages are likely the first proper exposure people will ever have to you.

They include all your social media channels and my website. The key is to ensure you set them up correctly with the right copy, CTAs, and sequencing so you can convert followers to dollars.





I've highly optimized these initial touch points to:

- Share how I can help
- Show a level of professionalism and attention to detail

My entire goal here is to get people curious enough to pay more attention to me.

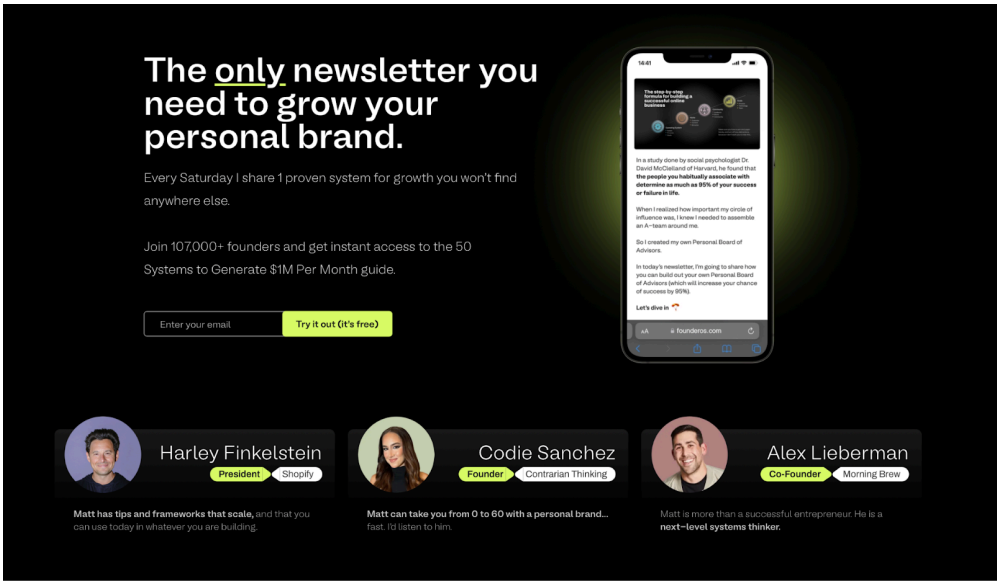
I want them to get some immediate value from what I'm doing.

I also want to build trust through impeccable design.

This subconsciously communicates expertise, authority, and trustworthiness.

I've put a lot of effort into what I'm doing, they'll subconsciously believe that I'll give them a similar level of care.

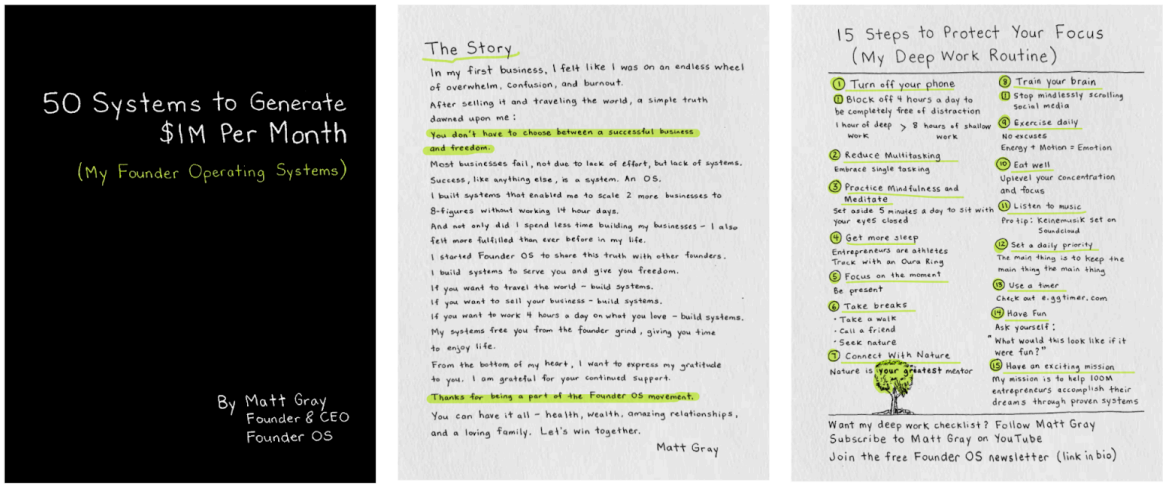
#2 - Opt-In Page



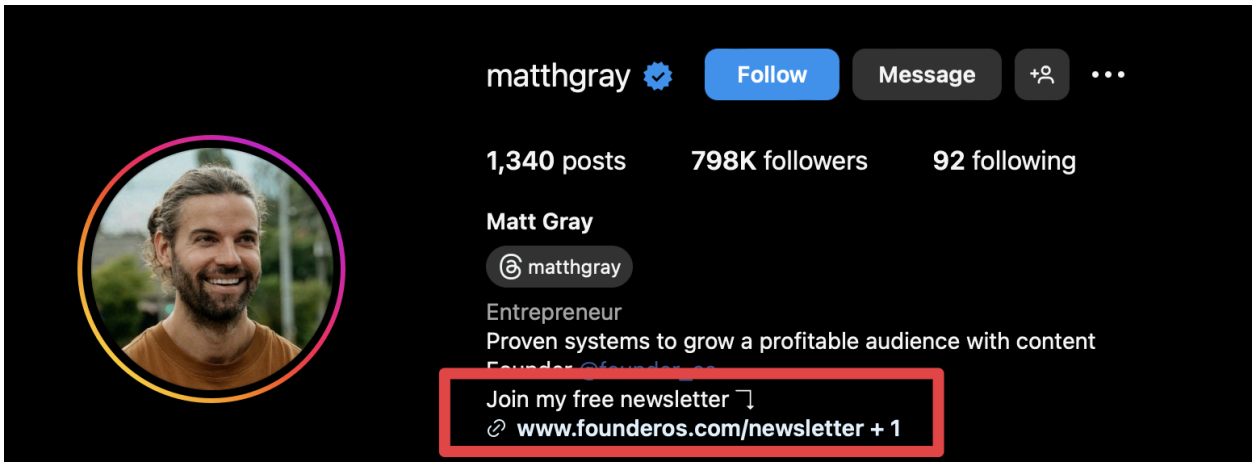
Your subscribers are 130% more likely to buy from you than your following on social media.

This means one of the most valuable things you can do is get people to join your email list.
So you MUST have:

- A newsletter that's worth subscribing to
- A highly desirable lead magnet to draw people in



I am constantly promoting my newsletter. It's my primary CTA across all my social media accounts.

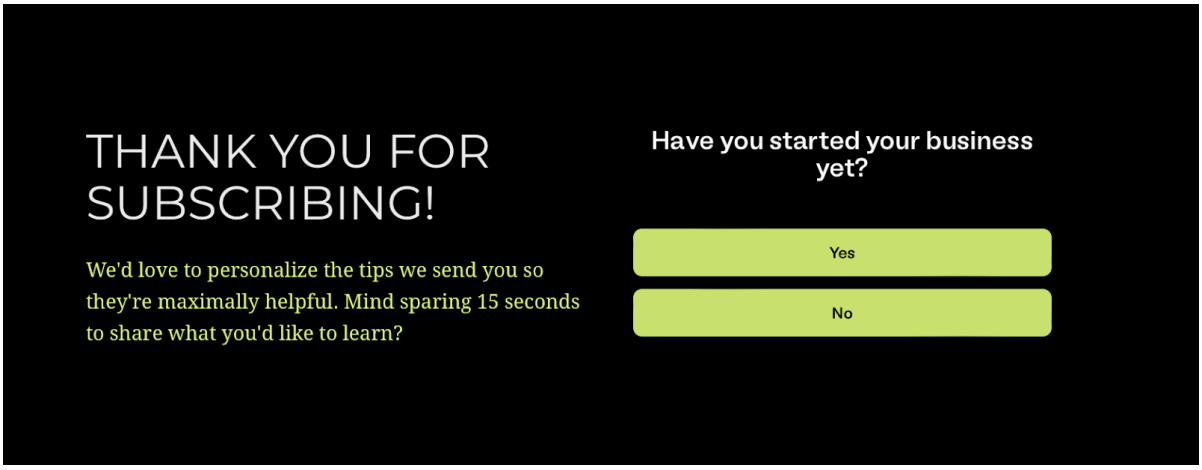


I give away new lead magnets twice a week to drive more traffic to my newsletter.

I also host a monthly workshop and have an evergreen training that drives even more leads to my email list. We'll cover those more in a bit.

#3 - RightMessage Survey

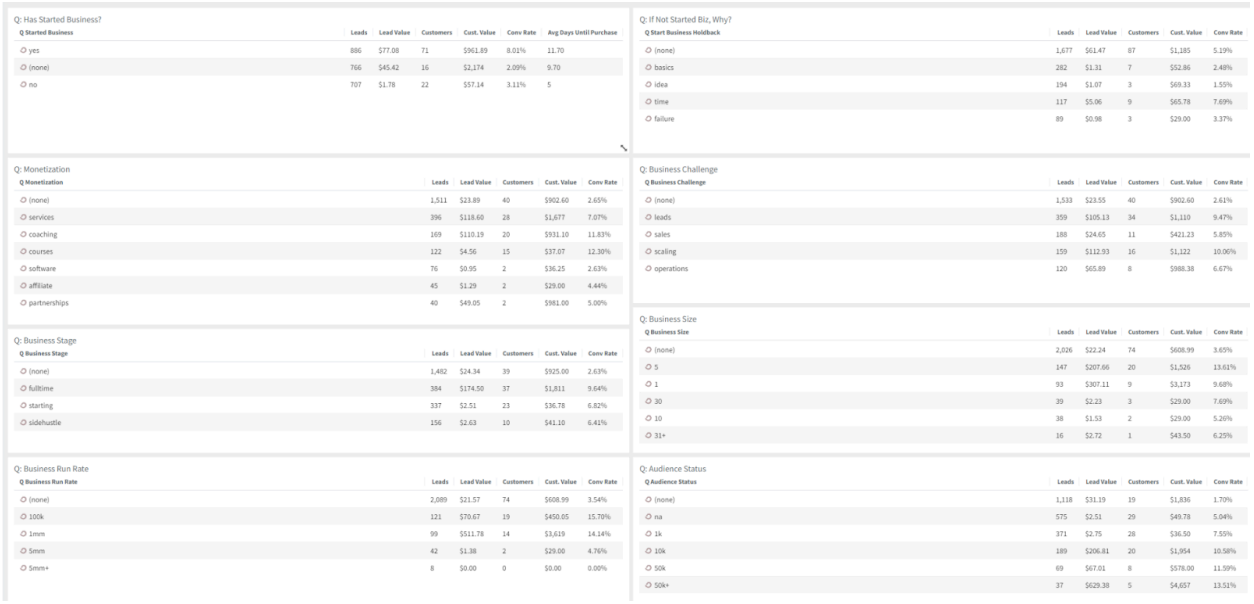
After someone opts in for the newsletter, they are redirected to a survey page.



This asks market segmentation questions such as:

- Do you own a business?
- What industry is your business in?
- What is your biggest challenge for growth?
- How many followers do you have?
- How many team members do you have?

The segmentation data allows us to see analytics on our most valuable leads.



Q: Has Started Business?

Q Started Business	Leads	Lead Value	Customers	Cust. Value	Conv Rate	Avg Days Until Purchase
yes	886	$77.08	71	$961.89	8.01%	11.70
(none)	766	$45.42	16	$2,174	2.09%	9.70
no	707	$1.78	22	$57.14	3.11%	5

Q: If Not Started Biz, Why?

Q Start Business Holdback	Leads	Lead Value	Customers	Cust. Value	Conv Rate
(none)	1,677	$61.47	87	$1,185	5.19%
basics	282	$1.31	7	$52.86	2.48%
idea	194	$1.07	3	$69.33	1.55%
time	117	$5.06	9	$65.78	7.69%
failure	89	$0.98	3	$29.00	3.37%

Q: Monetization

Q Monetization	Leads	Lead Value	Customers	Cust. Value	Conv Rate
(none)	1,511	$23.89	40	$902.60	2.65%
services	396	$118.60	28	$1,677	7.07%
coaching	169	$110.19	20	$931.10	11.83%
courses	122	$4.56	15	$37.07	12.30%
software	76	$0.95	2	$36.25	2.63%
affiliate	45	$1.29	2	$29.00	4.44%
partnerships	40	$49.05	2	$981.00	5.00%

Q: Business Challenge

Q Business Challenge	Leads	Lead Value	Customers	Cust. Value	Conv Rate
(none)	1,533	$23.55	40	$902.60	2.61%
leads	359	$105.13	34	$1,110	9.47%
sales	188	$24.65	11	$421.23	5.85%
scaling	159	$112.93	16	$1,122	10.06%
operations	120	$65.89	8	$988.38	6.67%

Q: Business Stage

Q Business Stage	Leads	Lead Value	Customers	Cust. Value	Conv Rate
(none)	1,482	$24.34	39	$925.00	2.63%
fulltime	384	$174.50	37	$1,811	9.64%
starting	337	$2.51	23	$36.78	6.82%
sidehustle	156	$2.63	10	$41.10	6.41%

Q: Business Size

Q Business Size	Leads	Lead Value	Customers	Cust. Value	Conv Rate
(none)	2,026	$22.24	74	$608.99	3.65%
5	147	$207.66	20	$1,526	13.61%
1	93	$307.11	9	$3,173	9.68%
30	39	$2.23	3	$29.00	7.69%
10	38	$1.53	2	$29.00	5.26%
31+	16	$2.72	1	$43.50	6.25%

Q: Business Run Rate

Q Business Run Rate	Leads	Lead Value	Customers	Cust. Value	Conv Rate
(none)	2,089	$21.57	74	$608.99	3.54%
100k	121	$70.67	19	$450.05	15.70%
1mm	99	$511.78	14	$3,619	14.14%
5mm	42	$1.38	2	$29.00	4.76%
5mm+	8	$0.00	0	$0.00	0.00%

Q: Audience Status

Q Audience Status	Leads	Lead Value	Customers	Cust. Value	Conv Rate
(none)	1,118	$31.19	19	$1,836	1.70%
na	575	$2.51	29	$49.78	5.04%
1k	371	$2.75	28	$36.50	7.55%
10k	189	$206.81	20	$1,954	10.58%
50k	69	$67.01	8	$578.00	11.59%
50k+	37	$629.38	5	$4,657	13.51%

Based on their responses to the survey, they are linked to a confirmation page with specialized offer recommendations.

#4 - Confirmation Pages

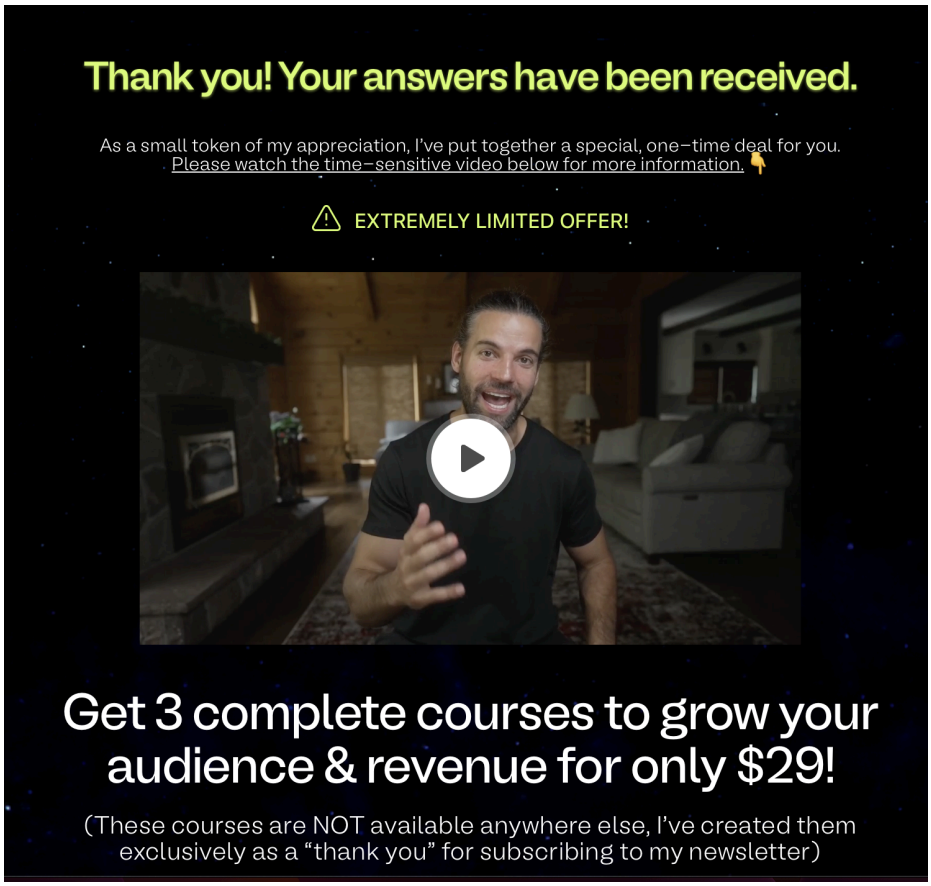
One of the most overlooked assets in your entire business is confirmation pages.

Whenever people sign up for something, use this opportunity strategically.

If positioned correctly, they'll feel great about having just taken an action and be more likely to take another action.

Don't just send subscribers to a generic thank you page.

Instead, send them to a customized page that either sells them something, asks them to complete a survey, or gives them more information priming them for future next steps.



I sell $50k+ in low-ticket products every month by including special thank-you offers on strategic confirmation pages…

And I glean valuable customer insight by including surveys on other confirmation pages.

#5 - Low-Ticket Products

Most people in your ecosystem will never purchase from you.

This is especially true if you offer higher-ticket or extremely niche services.

But here's the thing…

However, just because most people in your audience aren't an ideal fit for your primary product, doesn't mean you can't still offer value to them and make a bit of additional revenue in the process.

One of my favorite ways to do this is with low-ticket products.

In addition to monetizing more of your audience, there's a secondary and perhaps even more important function to this…

It gives your ideal customers a chance to "test-drive" working with you.

It's 70% easier to sell to existing customers, so if you overdeliver here, it can make the invitation to work with you an easy ask.

Here are some of my current low-ticket offers:

- Audience OS
- Content Empire OS
- $20k in 60 Days

Over 40% of Founder OS members have purchased one of my low-ticket offers before deciding to join Founder OS.

#6 - Workshop Flow

Getting people to move from a follower on social media to part of your owned audience isn't always easy.

That's what I love about workshops and live trainings.

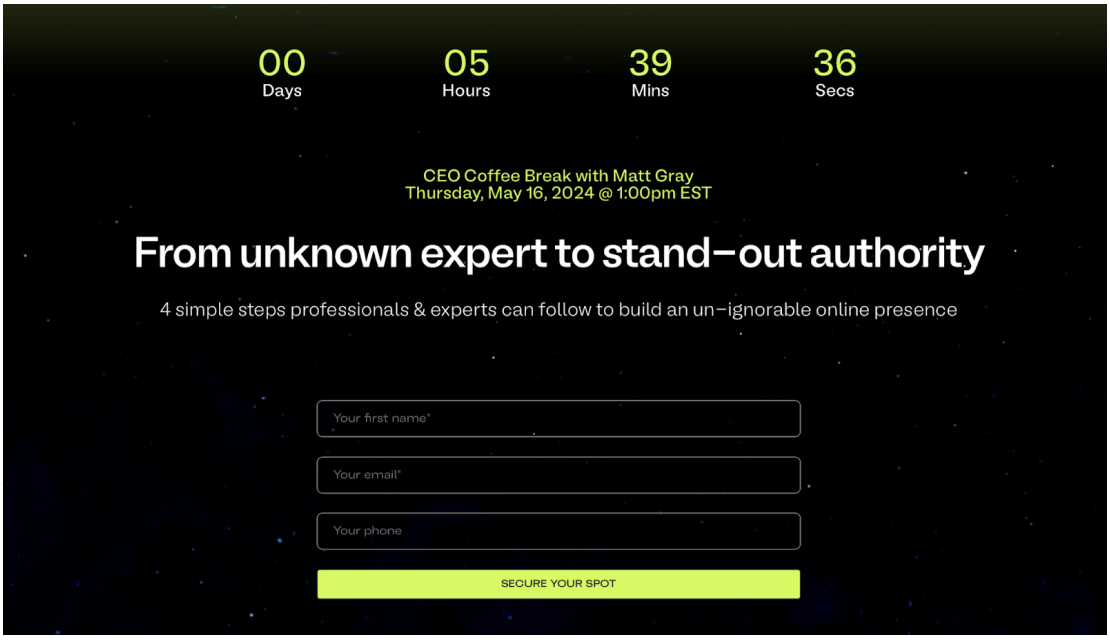
They give additional incentives for people to subscribe to your email list.

I've added as many as 5k new subscribers in a single month from hosting regular workshops.

The workshop flow also serves as one of the best forms of lead nurturing in my entire business.

For at least a year about 80% of all our new Founder OS members applied to join after attending a workshop.

And to this day workshops remain a crucial part of my Organic Content Funnel.



#7 - VSL Training

While posting regular content and having regular workshops are vital, you must have evergreen content on your website that explains your product, service, or offer.

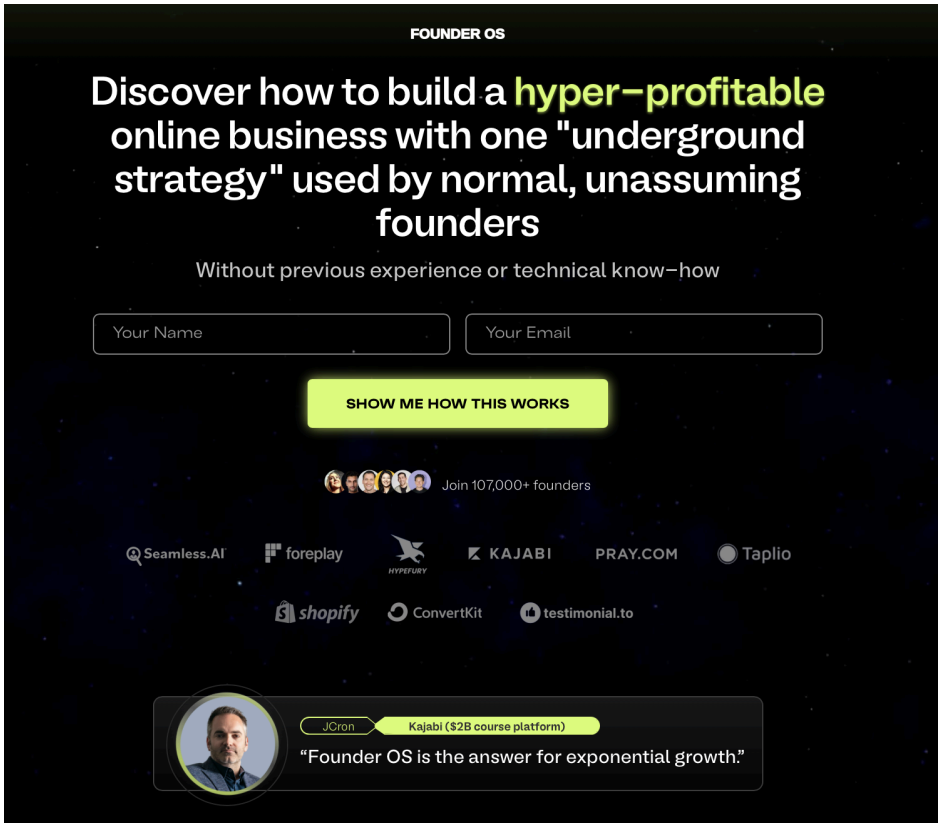
My VSL training, which shows how Founder OS can help founders achieve their various goals, is available instantly on my website.

I use this as a low-commitment CTA in my newsletters, in the description of every YouTube video, and on a case-by-case basis across my other content.

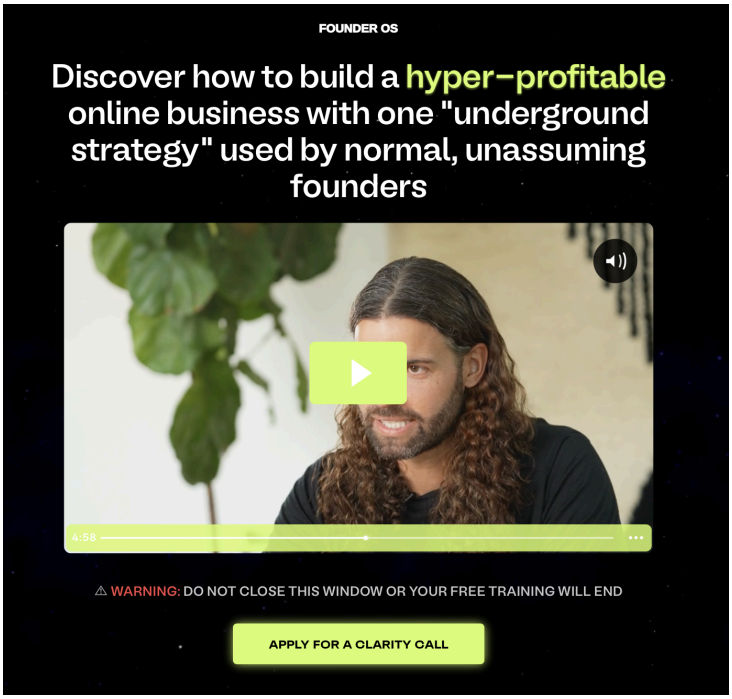
People can consume the training on their own time, but it's also built to encourage viewers to apply for a clarity call once they've watched the training.

This is a 4-part process.

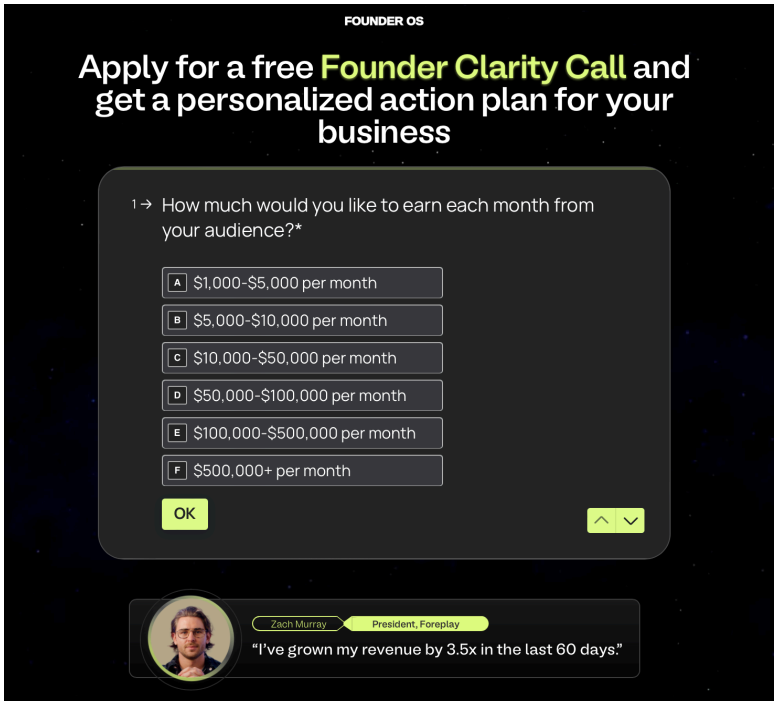
It starts with a registration page where people submit their emails to watch the training.



From there, users are immediately taken to the training page.



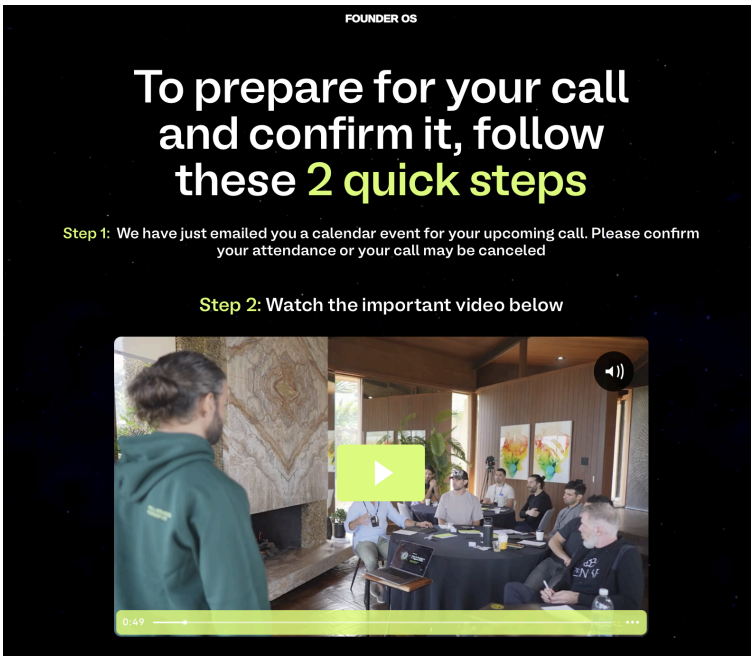
On the training page, there's also an option to apply for a Clarity Call to determine whether Founder OS is the right fit for them.



This is the same application page that we drive traffic to from our workshops, as well as any other time we strategically promote free consulting-style Clarity Calls.

If the applicants are a good fit for Founder OS we then push them to a confirmation page (like I was telling you about earlier) that ‘pre-sells’ the founders with in-depth training.

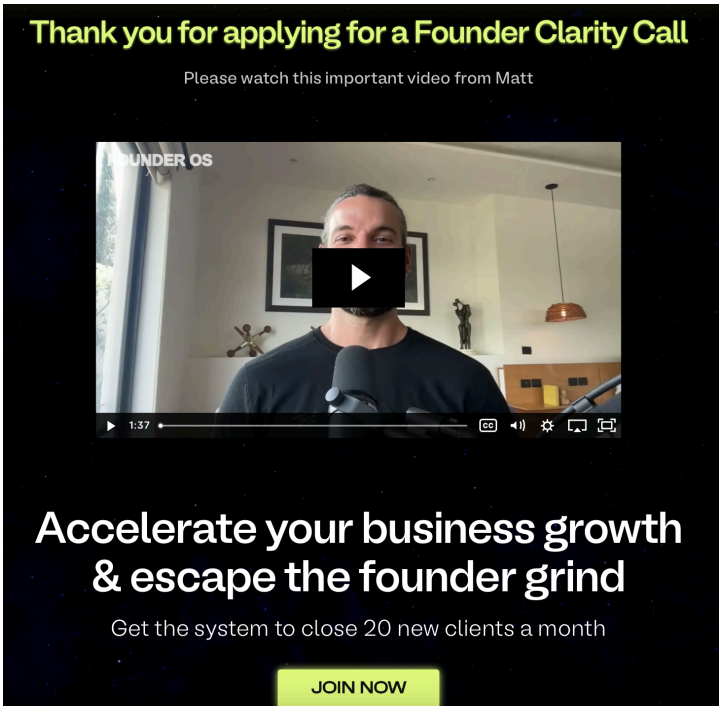
This serves to prep the applicants for their upcoming calls and gets them bought into our one-of-a-kind solution.



#8 - Downsell

Not everyone who applies for a Founder Consult is accepted.

So if they don’t qualify, they instantly get pitched a new different lower-cost option - Founder OS Light.



Founder OS Light is the curriculum from Founder OS but without any of the community, live mentorship sessions, or Founder Success Manager support.

The goal is to help equip as many founders as we can with the systems they need to grow their businesses.

Ideally, they'll take what they learn in Founder OS Light and grow their business to a level where they can work with us.

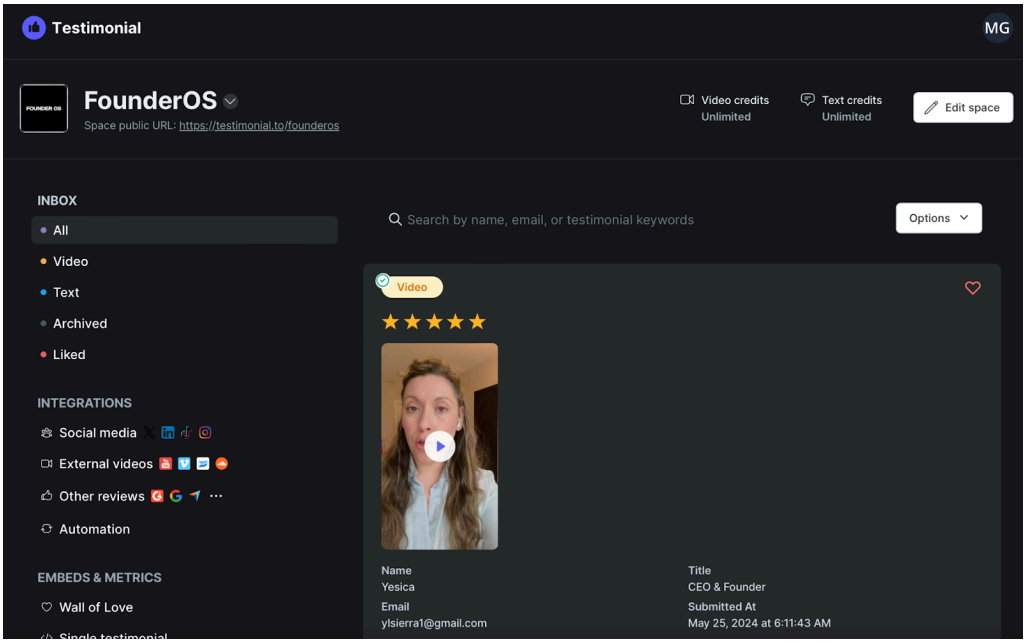
This also allows us to monetize some of our audience that might never be a good fit for Founder OS.

#9 - Testimonials & referral program

We're 80% more likely to buy based on the recommendation of a friend or someone we trust.

An underrated hack for growing your business lies in empowering your own customers to be your biggest advocates.

We source testimonials from all our members and host them using Testimonial.to.



We also have a referral program, and for every successful referral that Founder OS members make, we give them a generous commission.

Founder Checklist

- ☐ Map out your current Organic Content Funnel
- ☐ Determine which gaps exist in your Organic Content Funnel and make a plan to build them out, starting with the gaps at the top of the funnel first
    - ☐ Ensure your social media and website are designed to impress and build trust
    - ☐ Develop valuable lead magnets and promote them consistently
    - ☐ Customize confirmation pages to drive additional actions
    - ☐ Create low-cost products to monetize a wider audience
    - ☐ Regularly host and promote workshops to attract and nurture leads
    - ☐ Develop a VSL and other evergreen content to educate and convert leads
    - ☐ Offer a lower-cost alternative for non-qualifying applicants
    - ☐ Collect testimonials and set up a referral program to boost word-of-mouth marketing