

LIVE DOMINATION CALL INDEX

Project Walkthroughs

- Website design design
 - Web design for wedding photographer (getting vibe right, and stealing design from top player) - [LDC#4](#) - 2:59:30
 - Design elements for high end brands - LDC#16 - 03:01
 - Converting an ugly page into a tolerable one - LDC#16 - 03:01
 - Homepage Design (organization, vibe check, finding top players) - [LDC #11](#) - 07:43
 - Picking the right web page builder (especially for SEO) - [LDC #15](#) - 3:28:00
 - Matching the vibe for a high end appliance ecom page, using immersive elements - [LDC #15](#) - 3:46:00
 - Landing Page Web Design - [LDC #13](#) - 33:00
 - Web page planning and design - [LDC#7](#) - 11:40
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 - Local business social media + events to grow business - [LDC#7](#) - 1:15:00
 - Using Social Media to boost trust and attention for big b2b deals - [LDC #3](#) - 03:35:31
- Organic Social Media for global Business
 - How to make any social media post go viral - TikTok posts for Ecom Products - [LDC #12](#) - 33:39
 - Creating IG reels that go viral [LDC #15](#) - 1:14:00
- Paid Social Media ads
 - Lead gen via FB ads for fitness training program - [LDC#7](#) - 3:32:00

- Paid FB ads (top player breakdown, adjusting to target market awareness, etc) - [LDC#9](#) - 18:16
- Paid ads selling info product to global audience - [LDC #14](#) - 09:47
- Applying the “Run Ads. Make Money.” testing pattern to TikTok - [LDC#9](#) - 3:06:00
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- FB ads for real estate leads Simple Social media funnel - [LDC #3](#) - 03:07:28
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- Sales Page
 - Sales page - matching to your readers current awareness and state - [LDC#9](#) - 1:08:48
 - Modeling the right sales page for your sales page project - [LDC #14](#) - 2:36:46
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- Landing Page
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- Email Marketing
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- Direct Sales (B2B)
 - Direct email marketing for b2b sales walkthrough - [LDC#7](#) - 2:04:33
 - Cold outreach b2b lead generation - [LDC#8](#) - 2:48:34
 - Intro Offer + Cold Email for B2B - [LDC #3](#) - 02:16:01

- Planning New Product Launch
 - Ecom Bundle Product Launch - [LDC#6](#) - 09:00
 - Creating an intro offer for a local service business (auto garage)- [LDC #3](#) - 06:30

Winners Writing Process Tactics

- Truly understanding your reader and matching where they are now (THIS IS EVERYONE'S BIGGEST ISSUE NOW)
 - Full WWP walkthrough - [LDC#2](#) - 27:52
 - Matching Every part of your copy to the customer's internal self-dialogue - [LDC#6](#) - 3:54:50
 - Mapping out EVERYTHING the reader has experienced from your brand up until now - [LDC#5](#) - 09:10
 - How to match the tone to your avatar's perspective - [LDC#5](#) - 1:09:50
 - Understanding how they are trying to solve their problem now via your competitors so you can stand out - [LDC #14](#) - 29:22
 - How to answer "What's in it for me" in your first sentences - [LDC#2](#) - 19:35
 - Understanding differences of awareness and sophistication based on funnel type - [LDC#4](#) - 33:00
 - Understanding your b2b buyers and what they care about so you can catch their attention - 2:10:30
 - Sales email outline, based of awareness levels and roadblock/mechanism/product continuum- [LDC #15](#) - 2:28:39
 - Understanding the different sub segments in your audience - [LDC#7](#) - 2:33:00
 - Understanding "tactical desires" and finding your USP -[LDC#8](#) - 14:57
 - Verifying Product Market Fit (Diagram) -[LDC#6](#) - 14:16
 - Understanding total addressable market and how to target them (diagram) - [LDC#6](#) - 1:22:55
 - Picking the right market to target -[LDC#6](#) - 1:50:00
 - Identify and demolish their biggest objections - [LDC#5](#) - 52:56
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- Writing with AI
 - Use AI to write effective copy walkthrough - [LDC#2](#) - 1:06:05

- Easy Chat GPT prompt everyone should use to remove friction from all copy - [LDC #14](#) - 1:27:07
- Using Chat GPT to go through winners writing process and create first draft of copy - [LDC#4](#) - 1:42:36
- Using Chat GPT to write video ad scripts and meta ads (entire process of using AI)- [LDC#6](#) - 2:43:15
- Other WWP Tactics
 - Why and how you should get your major copy reviewed before sending it to your client - [LDC #15](#) - 39:00
 - Make your copy something they can “visualize” in their mind for max desire - [LDC#4](#) - 2:02:05
 - The importance of modeling multiple top players - [LDC #15](#) - 1:24:25
 - Combining multiple roadblocks into one “mega-roadblock” - [LDC #15](#) - 1:46:00
 - How to make an info product more valuable than just watching YT videos - [LDC #15](#) - 1:54:28
 - How to make products that take a long time to work more attractive - [LDC #15](#) - 1:58:36
 - How and why you should manufacture a scarcity play when launching a new product [LDC #15](#) - 2:08:00
 - When you might not use a full hero’s journey story to introduce the mechanism - [LDC #15](#) - 2:33:00
 - Reverse psychology email - [LDC #15](#) - 2:38:00
 - How to ethically create a fictional hero’s journey story - [LDC #15](#) - 2:53:30
 - How to position the OTO upsell for max conversions - [LDC #15](#) - 3:02:57
 - How to use the guarantee to increase perceived success rate of product - [LDC #14](#) - 2:14:07
 - Actual standard for your design plus how to finding the right top player to model for your landing page - [LDC #13](#) - 1:40:00
 - How to split your time and focus between two possible target markets - [LDC #12](#) - 7:39
 - Creating the perfect “intro offer” to attract new customers - [LDC#10](#) - 1:30:17
 - Making the first thing on the page match what they are looking for - [LDC#7](#) - 20:45
 - Selling the sales call in b2b lead gen - [LDC#7](#) - 2:17:57
 - How to increase open rates via better SLs - [LDC#7](#) - 2:58:20
 - How to not accidentally sell against yourself with your copy -[LDC#6](#) - 3:59:20
 - Matching SL to content- [LDC#5](#) -37:42

- Matching SL to content + increase their “intent” - [LDC#5](#) -37:42
- How to use specific immersive sensory content to sell the dream and experience - [LDC#5](#) - 45:12
- How to not break the trust with the reader - [LDC#5](#) - 1:07:26
- The importance of making a simple outline as part of the WWP before writing - [LDC#5](#) -1:16:00
- Finding multiple top players to analyze on IG - [LDC#5](#) -1:49:03
- Ways to boost trust via social media content (even b2b)- [LDC #3](#) - 03:01:30
- Simple Social media funnel - [LDC #3](#) - 02:53:55
- Planning ideal new offer for customers - [LDC#2](#) - 32:56

Client Aikido

- What to do when the client is dead set on a bad idea - [LDC #15](#) - 10:47
- Get Money In for your client. The great filter to pick your projects- [LDC#7](#) - 08:58
- Your design affects their reputation. Don’t be wrong. Show high attention to detail - [LDC#7](#) - 11:40
- How to pitch new ideas to your clients - [LDC#7](#) -51:55
- How to become the most important thing in their world - [LDC#7](#) - 1:50:00
- What to do when your client is slow - [LDC#8](#) - 05:44
- How to get back control of the project via coordination - [LDC#8](#) -1:43:30
- How to help general contractors in the construction nice - [LDC#8](#) - 44:38
- How to pick the winning project for your client (active vs passive attention) - [LDC#6](#) - 1:14:25
- How to use the SPIN calls to get a better price for your services - [LDC#5](#) -2:14:47
- Why you should always check your assumptions - [LDC #3](#) -20:47
- What to do with multiple decision makers in your client’s company - [LDC #3](#) -52: 42
- When to avoid a bad project - [LDC#2](#) - 3:19:48

Other Crucial Lessons

- Logic fail. Spending all of the time on the wrong part of the funnel - [LDC #15](#) - 21:46
- How much time you should be working each day to defeat the competition- [LDC #15](#) - 32:20
- Logic fail. Trying to scale before providing results - [LDC #15](#) - - 55:53
- When you should bring on your own employees - [LDC #15](#) - - 1:10:15
- How to pick the right intro offer for a local service business - [LDC #15](#) - 3:20:09

- - Warm and Local Outreach process walkthrough and improved outreach subject line - [LDC#8](#) - 2:10:00
- Speed up your computer and speed up your brain - [LDC#5](#) -30:00
- How to use the process map to manage time and progress as fast as possible - [LDC#5](#) -1:37:55
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