

DAY THREE

THE MILLION DOLLAR REVENUE MACHINE

Your Lead Generation Machine.

How to bring leads into your business every single day — whether you show up or not.

DAY 3 WORKBOOK

Welcome to Day 3.

Over the last two days you mapped out your strategy and built your core offer. Today we go deep on the piece that makes the whole machine work.

If you are not actively showing up in your business right now, do your leads still come in? For most of you the answer is no. That is the gap we are fixing today.

The goal of today is to show you how to generate leads consistently, automatically, without having to manually show up every single day.

Where we are this week

- Day 1: The overview. The 4 components and how much you're leaving on the table.
- Day 2: Your core offer. What to sell, how to stack the value, and your first time conversion offers.
- Day 3: Your Lead Generation Machine. How to generate leads every single day. (Today.)
- Day 4: Your Sales Pathway. How to convert those leads into your core offer.
- Day 5: LIVE with Laurie. Everything pulled together into your complete strategy.

You have to be on Day 5. That is where everything you have built this week gets pulled together into your complete Million Dollar Revenue Machine.

Your Notes

Write everything that lands while you watch the training.

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The Missing Piece

One of the biggest gaps in your business right now is not generating enough leads.

If you have no leads you have no one to sell to. Right now most of you are relying on manual ways to generate them. You are showing up, posting, speaking, reaching out. And when you stop, the leads stop.

If you had to step away from your business for a month right now because life demanded it, would your leads still come in? Would your sales still come in? That is the question this strategy answers.

YOUR HONEST ANSWER

How many leads are you generating per month right now?

Write the real number. If you don't know, that tells you everything. You can't grow what you aren't measuring.

WHAT YOU ARE CURRENTLY DOING

What are you currently doing to generate leads?

List everything. Posting, speaking, outreach, groups, podcasts, events. Be honest about what is actually working.

The Vehicle: Your Webinar

Your Lead Generation Machine runs through a high converting webinar.

This is what we attach to an opt-in page. When people opt in, they become a lead. You know who they are, you can take them on a customer journey, and you can convert them into your core offer.

Anyone who opts in for your webinar is a lead. They enter your machine. They get nurtured. They convert. And if they don't buy one way, we have another way to sell to them. Which we cover on Day 4 and Day 5.

The webinar is pre-recorded and evergreen. It runs all the time, not just when you go live. Your live sessions become optional. You could scrap every live session in your business and still generate sales.

What Makes A Webinar High Converting

Three things. Write these down.

1 It leads with the end result.

Not the problem. The end result. Because you have two types of audience. Audience A knows the end result they want AND knows their problem. Audience B knows the end result they want but has no idea what their problem is. If you lead with the problem, Audience B won't recognise themselves. Lead with the end result and everyone understands it.

Example: How to add 10k in passive revenue to your business per month in the next 90 days. Clear end result. Everyone who wants that will opt in.

2 It gives an aha moment or an action step.

If someone leaves your webinar having had a shift in how they see the problem, or having taken a small action and got a micro result, they trust you. Trust is everything. The reason Laurie gives you an action step every day this week is because when you take it and get a result, your trust in her increases. Your webinar has to do the same.

Give them one thing they can implement inside the webinar itself and get a result from. That is what converts.

3 It builds authority throughout.

The pitch doesn't start at the end. It starts in the first three seconds. You have three seconds to capture attention and start building trust. Share your story early. Why should someone give you 30 to 60 minutes of their time? Your story answers that. Then keep building authority throughout with client results and testimonials.

Share your story. Share your results. Share your clients' results. By the time the offer comes, they already believe you are the person to help them.

Plan Your Webinar

YOUR WEBINAR TOPIC

What is the clear end result your webinar promises?

Use this format: How to [end result] in [timeframe]. Make it specific. Think about what your ideal client desperately wants to achieve.

THE AHA MOMENT

What is the one aha moment or action step you will give inside your webinar?

What could someone implement during the webinar itself and get a micro result from? The more specific the better.

YOUR AUTHORITY

What makes you the expert? Why should someone give you 30 to 60 minutes of their time?

Your story, your results, your client results. Write it raw. This is what goes at the beginning of your webinar.



You Need Visibility

Creating a webinar is not enough on its own. You need to drive traffic to it.

And to drive traffic to it, you need to get visible. Without visibility you cannot generate leads.

Two ways to get visible

ORGANIC

Posting content
Guest speaking
Collaborations
Facebook groups
Other people's audiences

Slow. Manual. Stops when you stop.

PAID ADS

\$5/day on Meta
5 short talking head videos
Engagement ads only
Builds a warm audience
automatically
Runs while you sleep

*Fast. Automatic. Runs whether you
show up or not.*

Would you spend \$5 a day to get visible, or spend hours every week finding guest speaking opportunities and doing them? That is the choice.

The \$5/Day Engagement Ads

Here is how it works.

You record around 5 talking head videos. 90 to 180 seconds each. Highly valuable. No pitch. A simple call to action at the end asking people to comment a keyword to receive your free webinar link.

You run these as engagement ads on Meta at \$5 a day. The reason they are so cheap is because they are not lead ads and not conversion ads. There is no link in the ad itself, which means you are not sending people away from Meta. All you are doing is getting them to watch a video.

When someone comments the keyword, a tool like ManyChat or GoHighLevel automatically messages them the link to your webinar opt-in page. You have just automated your visibility and your lead generation.

The 5 Videos

1 The Problem Video

Name the exact problem your ideal client is experiencing and make them feel completely seen. This filters your ideal audience in immediately and everyone else out.

2 The Myth-Busting Video

Challenge the conventional wisdom in your industry. Why what they have been told or what they have been trying is not working. Creates a pattern interrupt.

3 The Quick Win Video

Give them one thing they can do right now to get a small result. Builds trust fast. When they get a micro result from your free content, they believe you can get them bigger results.

4

The Proof Video

Share a client result or your own result. Real numbers, real transformation. This makes the end result believable. They stop wondering if it works and start wondering if it will work for them.

5

The Invitation Video

Introduce the webinar. They have now seen four videos from you. They already know you and trust you. This is the one that drives the opt-ins. They are warm before they ever land on your page.

The Maths

Here is why the \$5 a day ads are not actually costing you anything.

Your low-priced offers pay for your ad spend at every level. As your machine grows and you increase your ad spend, your front end revenue grows with it. The machine is self-liquidating.

100 buyers × \$27 offer	\$2,700/mo
80 buyers × \$14 order bump	\$1,120/mo
15 buyers × \$47 upsell	\$705/mo
FRONT END TOTAL	\$4,525/mo

AD SPEND AS YOU SCALE	Per day	Per month	Covered by \$4,525 front end?
Starting out	\$5/day	\$150/mo	Yes
Building	\$10/day	\$300/mo	Yes
Scaling	\$20/day	\$600/mo	Yes
Growing	\$50/day	\$1,500/mo	Yes

At every level the \$4,525 front-end covers the ad spend entirely. Every core offer sale on top of that is pure profit. The machine pays for its own fuel.

Your AI Prompts

Use these inside Laurie AI - Your 7-Figure Strategist to build out your webinar and lead generation strategy today.

Access Laurie AI here:

<https://chatgpt.com/g/g-67f92a563de08191bb6233baebab8ab0-laurie-ai-your-7-figure-mentor>

LAURIE AI PROMPT · Plan My High Converting Webinar

"I'm doing Laurie Burrows' Million Dollar Revenue Machine bootcamp. Today is Day 3 and I need to plan my high converting webinar. My business: [describe what you do] My ideal client: [describe them] My core offer: [what you built on Day 2] Using Laurie's 3-element framework, help me: 1. Write my webinar title leading with the clear end result 2. Identify the aha moment or action step I should give inside the webinar 3. Map the authority-building moments I should include (my story, my results, client results) 4. Write a one-line description of the webinar for my opt-in page"

LAURIE AI PROMPT · Write My 5 Engagement Video Scripts

"I need to write 5 short talking head video scripts (90 to 180 seconds each) to run as \$5/day engagement ads on Meta. These videos build a warm audience and drive traffic to my webinar opt-in page. My business: [describe what you do] My ideal client: [describe them] My webinar topic: [what you created above] My core offer: [what you built on Day 2] For each of the 5 videos, write:- A strong hook (the first 3 seconds)- The body (the value or insight)- The call to action (comment [KEYWORD] below and I'll send it to you) The 5 videos are: 1) Problem video 2) Myth-busting video 3) Quick win video 4) Proof video 5) Invitation video"

LAURIE AI PROMPT · Calculate My Lead Generation Maths

"Run the lead generation maths for my business using Laurie's Million Dollar Revenue Machine model. My core offer price: [\$X] My \$27 offer: [describe it] My \$14 order bump: [describe it] My \$47 upsell: [describe it] My current monthly leads: [X] Show me: 1. What my front-end revenue could be at 500 leads per month 2. What ad spend my front-end covers at different daily budgets (\$5, \$10, \$20, \$50) 3. What my total monthly revenue could be when I

add in my core offer4. How many core offer clients I need per month to hit my revenue goal of [X]"

Sit With This

If you could step away from your business for a month tomorrow knowing leads and sales were still coming in, what would that change for you and your family?

YOUR ANSWER

What would it mean for your life if you had a Lead Generation Machine running in your business right now?

Write the real answer. The personal one. Not just the business numbers.

Your Action Step Today

Plan your webinar and post it in the Facebook Group.

Plan Your Webinar And Post In The Facebook Group

1. Use AI Prompt 1 above to plan your high converting webinar.
2. Write your webinar title leading with the clear end result.
Format: How to [end result] in [timeframe].
3. Identify the aha moment or action step you will give inside it.
4. List the authority moments you will include: your story, your results, client results.
5. Post it in the Facebook Group with #Day3.

The people in this group who post their action steps every day are the ones who leave on Friday with a complete strategy. The people who watch and do nothing leave the same as they arrived.

- Post your webinar plan in the Facebook Group with #Day3.
 - Use the AI prompts to go deeper on your video scripts and maths.
 - Engage with at least 3 other people's posts to stay in the running for the Gucci sunglasses.
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What's Coming Tomorrow

Day 4: Your Sales Pathway

Tomorrow we go through how to convert the leads your machine generates into your core offer. The nurture sequence, the sales system, and how to make sure no lead ever falls through the gaps.

- How your email sequence nurtures every lead automatically
- How to convert warm leads without sales calls
- The monthly conversion event that generates cash on demand

Training at **2pm UK / 9am EST.**

Do not miss Day 5. That is where everything you have built this week gets pulled together into your complete Million Dollar Revenue Machine strategy.

Your Links

Daily Zoom (2pm UK / 9am EST): <https://us06web.zoom.us/j/7235537571>

Private Facebook Group: <https://www.facebook.com/groups/1482072616740349>

WhatsApp Group: https://chat.whatsapp.com/ERAwioJ1iz0AsNgMpNmH0m?mode=gi_t

Laurie AI - Your 7-Figure Strategist:

<https://chatgpt.com/g/g-67f92a563de08191bb6233baebab8ab0-laurie-ai-your-7-figure-mentor>

All Replays + Resources: <http://www.laurieburrows.com/million-dollar-revenue-machine>

Show up. Do the work. Trust the process.

See you on Day 4.

♥ **Laurie**