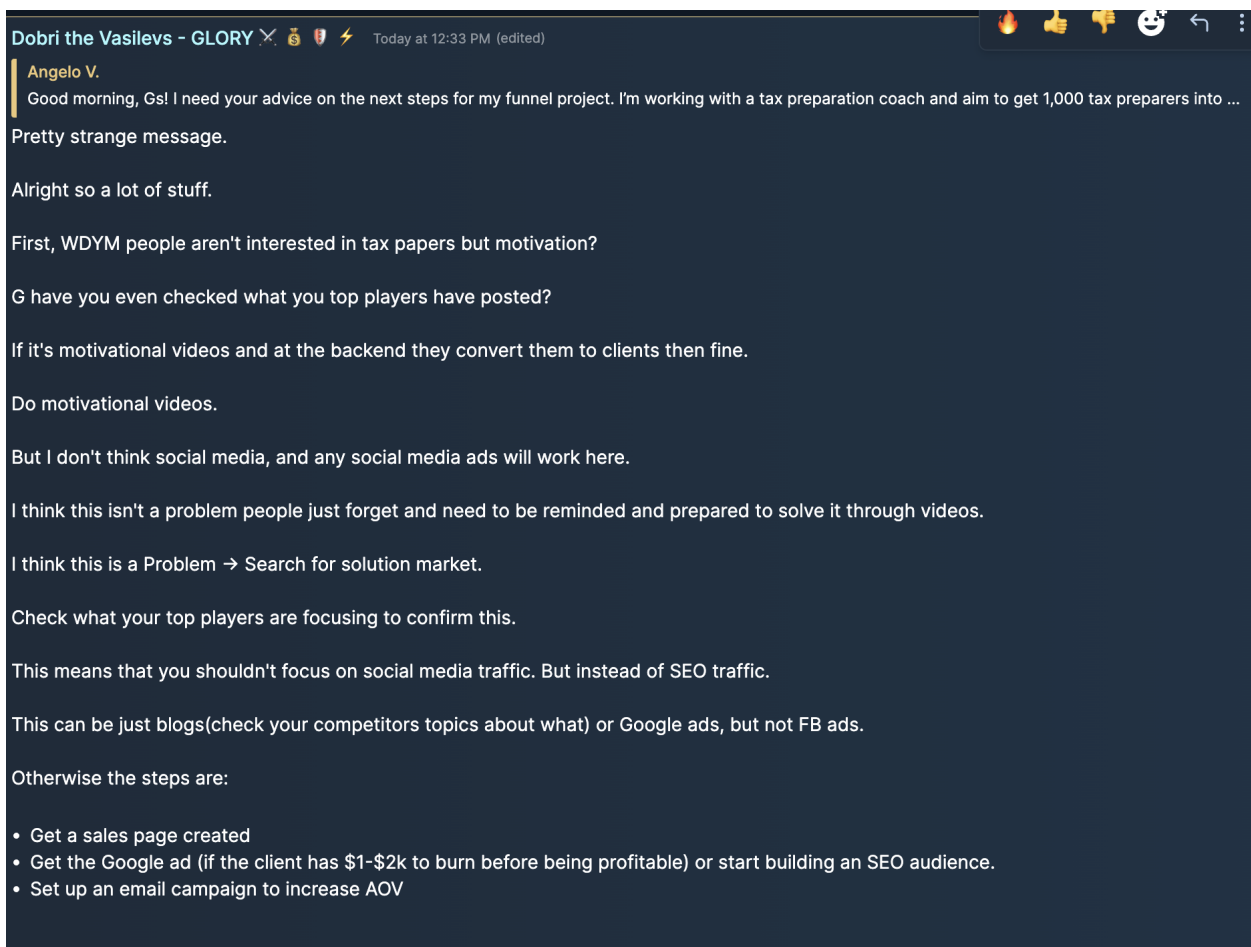


DTS PLAN: SEND 1,000 TAX PREPARERS INSIDE THE MEMBERSHIP BY DECEMBER 31ST, 2024

Google ads → landing page → webinar → sales page → email follow up



Phase 1: Launch Google Ads (Immediate Results)

1. **Set Up Google Ads for Clicks:**
 - Create 3-4 ad variations and use keyword research tools.

- Launch a CPC campaign to drive traffic to the webinar landing page.
 - Set a manageable daily budget and monitor CTR and CPC.
 - 2. **Optimize Ads:**
 - Pause underperforming ads and keywords.
 - Focus on high-performing keywords and A/B test copy for improvements.
 - 3. **Conversion Tracking:**
 - Set up tracking for webinar sign-ups.
 - Switch to a conversion campaign after identifying top keywords.
-

Phase 2: Develop SEO Strategy (Long-Term Growth)

1. **SEO Optimization:**
 - Optimize the webinar landing page for relevant keywords.
 - Improve on-page SEO (titles, descriptions) and create blog content targeting tax-related keywords.
 2. **Content and Backlinks:**
 - Write blog posts answering common tax questions with a CTA to the webinar.
 - Build backlinks through outreach to industry websites.
-

Phase 3: Webinar Funnel & Upsell

1. **Webinar Funnel:**
 - Deliver value during the webinar and end with a strong CTA to the sales page.
 - Announce the limited-time bonus to encourage sign-ups.
2. **Sales Page:**
 - Use social proof and urgency (limited spots/offers).

Set up retargeting ads to bring back non-converters.

since 6 minutes ago

Dobri the Vasilevs - GLORY

Yesterday at 4:48 PM

Angelo V.

G, can I get your feedback on this plan? If you could, that would be invaluable. https://docs.google.com/document/d/1_d3L10PJSavwcJ2hdxv6Mv3x5FTIfIsRFT...

Very good plan, just Phrase 0 should be for you to already have a sales page, otherwise where are you going to send the traffic from the Google ads and SEO organic?

Also recommend you go 1 step at a time, meaning.

First create the ads, and optimize your funnel, make it to where you're profitable with the ads.

Only after that scale up that offer through organic SEO traffic

You do this to first optimize your sales funnel as much as possible to where it converts as much people as possible, and you do that as fast as possible through the traffic you get from the Google ads.

Once it's optimized to the max, you get even more traffic that is also warmed up by doing organic SEO articles.

Now for articles.

I'd recommend you use AI. But just normal GPT will give you trash posts, I used to do heavy SEO organic a couple of months ago.

So I created a ChatGPT bot similar to the one in #🤖 | quick-help-via-ai but for my niche which is cybersecurity and specifically to write blog posts.

I used to write 1 article in 20min that is SEO optimized and all the stuff. And also speaks in my voice so it's humanized

I think you'll be able to use it even though you're in another niche you'll just have to clearly state it to not do X, Y, Z and not target A, B, C and instead do something else.

This is that GPT bot: <https://chatgpt.com/g/g-YH5wvu14c-linux-blog-post-writer>

This is how I've made it and some instructions on how to use it: https://docs.google.com/document/d/1Mu25C_nS8WY4LEyEbhaDJ7pWWJ-j3nn3AuV2gdjpAQk/edit

For the Google Ads go as the LDC bot in #🤖 | quick-help-via-ai if there are any resources to do that, and ask other Gs on how to do that, I'll go ask Trenton, and come back with what he said, as he is running Google Ads

Google Docs

AI article - blog generation Linux Blog Post Writer

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Google Docs

AI article - blog generation Linux Blog Post Writer

BTW G, here is more details, hope it helps you.

Below I have what is in the Instructions tab of the plugin, and also exactly how I create the articles.

The most important things is to have good articles.

I'll tell you from now, all the article AI generators are shit, you must manually cre...

I've done this, and even though it needs a bit more improvement, I've got it to the point where I can create 1 article in 20-25min, my PR is 17.

I do this by first getting one keywords, finding a good competitor article or 2, copying those article contents, going back to GPT and ask him to give me all the sub-topics and specific things they cover in those articles, then combine those topics if there were multiple.

Then I take those topic, and use this style to ask my GPT plugin to create an article:

(I don't include the text below in the prompt only the topics and keywords)
I specialize in guides for beginners in ethical hacking, my primary objective is to create clear, concise, and comprehensive guides focused on the impact of Linux commands on hacking and cybersecurity. My approach follows these key components:

ChatGPT

ChatGPT - Linux Blog Post Writer

Engaging and educational Linux hacking guides, with no fluff.

