

Tao Of Marketing: Digital Marketing Consultant:

→ [Here is a glimpse of what my website design looks like](#) ←

Business objective - book qualified calls

Winner's Writing Process

1. Who am I talking to?

- a. Middle aged women and men (ages 25-45)

2. Where are they at now?

- a. Scrolling on instagram mainly - some fb or linkedin
- b. **Between Level 2 or 3** - They know have a problem and may know of my services, they just want a better mechanism or way of systemizing their business/brand content
- c. **Stage 4/5** - Tired of big claims, they seem like they want to find someone genuine willing and able to help - community - accountability - real money results (they are aware of those young 'business gurus')
- d. **Current State** - make less stupid decisions. I had a lot of blind spots. Running those decision-making paths - complex systems - i dont have enough time to enjoy my fruits of business - i need more profits - i want a new strategy (my biz and brand isn't growing - there has to be a better way
- e. "**Target Markets Readers Language/inner thoughts:**
- f. *"Seriously there are days when I wake up in the morning and I get anxious cause I don't have anything to do..."*
Diana was blown away. Here's what she had to say:
- g. "I didn't feel the need to be in desperation mode trying to look for leads anymore, which was so liberating especially since I wanted to prioritize my family. This was one of the best investments I have ever made, and I've made a lot of big investments in my life. The entire process of working with Scaling With Systems was just so beautifully orchestrated. Every day there is so much intentionality and the team members they have are so

service-driven, high-quality, and motivated to help you achieve your goals.”

- h. *but the cashflow is coming in! → THIS IS MORE WHAT THEY FEEL (First client or actually profitable clients signed type of feeling...*
 - i. **Dream State** - consistent clients, content that sells their audience, high close rate, want good fulfillment for their clients while growing profit, enjoy weekends more, not having to do 'business work' while eating lunch or with family, networking around smarter/richer ambitious entrepreneurs, better way to track/measure their kpi, data, ad roas, writing their resignation letter after making close to 6 figures... etc etc
- *“Thanks again for the consistent value xyz name! On my 4th client now from the last time I messaged you, and meeting another prospect tomorrow!”*
 - j. **Perceived cost** is fairly high - they understand big claims are bs, they know it will require work on their part, they just want it to be worth the investment. Of course they are skeptical, little confidence, and know they need action. *They need courage to buy the service/product.*
 - k. They believe in systemizing business, hiring, delegating, and just making their business more enjoyable, just are sort of indecisive on making it happen (since trust 'scale' is at an all time low) - they really just want more profits, less complications in content/geek stuff, and more time for themselves to enjoy or family time of course.
 - l. (Words they think) "You were the most authentic and genuine person on the topic and I literally watched every single one of your videos and that gave me the courage to buy your resources along with the advertising course."
- 3.
- a. **Trust/awareness** if clients company is low to medium high. They know and trust him as the brand / personality he has (mainly instagram&linkedin) - website they do not know about because I am creating his website and will create all forms, and etc etc - so they do not know much about his website but they aka target audience do seem to like my client a lot in regards to as a person.

4. What do I want them to do?

- a. (After consuming content 'mainly organic' I want them to do the following:
- b. Click link to go to website home page
- c. Read through it / skim in a way that raises their hand
- d. Book a qualified call == I will also make split test where call to action is apply now.

5. What do they need to experience/think/feel to do that?

- a. Take time to go to website and look through his socials and all of course...

- i. Client wins, results that show more money being made, more leads, etc etc
- ii. Different mechanism, but not too 'overpromising' or bearing since many in this saturated industry make just "bigger claims".... Make it sound new, believable
- iii. I want website to be personalize to my client, well color contrasted and font matching (*I USED FONT AND COLOR GENERATOR FOR WEBSITE!! 🧠*)
- iv. Adding flow, easy to read style copy. Straight to the point. Drive curiosity but not overly do it, connect with pain points and desires (**specific to my industry which is a digital consultant helping other business owners drive traffic, better ad performance, more leads....**)
- b. Test organic value content first then use good performing ones as an AD:
 - i. Promising the desired outcome + new mechanism unique to my client (so he stands out)
 - ii. Leveraging my clients trust he has from Instagram mainly, his competence that he clearly shows, his lifestyle of 'tulum' beach life, and leverage his experience.... (*my client claims he has been marketing/freelancing since he was like 17 and younger...*)
 - iii. Being super straight, clear and simple but 'sensory' with the words i use... especially for the pain driven points
 - iv. "Book A Free Call" Or "Apply to work with me"... still thinking of more.
 - v. Connecting benefits or outcome of they will get in the near future for their brand and business in regards to more and better leads, a website built personalize to their service or product, and much more my client can do like scale profitable ads
 - vi. Keep it simple CTA's
 - vii. I want them to experience deep connection with my website copy and my clients experience to solidify that even further.

Image - Connecting to their business pain points, brand strategies, everything to do with helping a business owner or seriously wanting to be one (*2 type of target audiences → the ambitious "i will start my own side hustle/business entrepreneur or the "i am already a business owner*)

Mechanism - (Done with you service not just for them 'so my client educates them as they go along the journey of working with my client, accountability/check up calls 'an example of check up tasks would be about the website, tweaks to Ads, setting up systems to automate the business in a better way, using Ai and teaching his clients how to use it, and just consultant stuff that someone like we as strategic partners would do)



Thank you for reading - PS → SALVADOR OLAGUE

Actual website copy below:

**LEADS DONE
RIGHT.**

*Turn **Clicks***

Into Happy

Paying **Clients**

**And Scale a *Sustainably*
Enjoyable, 6 to 7 Figure Digital Business.**

Book Your Free Call

**(This section is just brand logos that
my client has worked for - to show
cred and experience)**

**(extra context - he saw the website
and copy and got good feedback,
matched his brand voice and
modeled a top player's website 'with
my own creative spin' that does the
same type of work....)**

Served Clients:





Do Any Of These

Resonate With You?

- **Lead Gen Chaos:** Tired of jumping from one tactic to another without a reliable lead system? It's like chasing shadows, leading to unpredictable income and constant worry. No *sustainability* in any method you try.
- **Social Media Overwhelm:** Keeping up with the ever-changing world of social media feels like a never-ending ride. Algorithms, trends, and "perfect timing" make it hard to keep your brand consistent and engaging.
- **Monetization Struggles:** Struggling to turn your *clicks* into paying *clients*? Missing out on revenue, feeling the pinch with low profits, and facing financial uncertainty.
- **Content Creation Exhaustion:** Burnt out from constantly creating new content for ads and social media? It's draining your energy and stifling your creativity.
- **Fear of the Unknown:** Worried about scaling your business? Afraid of rejection and unsure if you're on the right path for growth? It's like walking in the pitch-dark without a flashlight.



- **Ad Idea Block:** Staring at a blank screen, stuck for ad ideas? Struggling to scale ads without the thought of losing big money, and feeling like you're running in circles.

- **Low Ad Return:** Seeing poor returns on your ad spend? It's like purposely pouring money down the drain, leaving you frustrated and stuck in a financial nosedive.
- **Tech Confusion:** Overwhelmed by all the tech tools out there for your biz? Picking the right ones feels like finding a needle in a haystack, leading to inefficiency and missed chances.
- **Data Headaches:** Finding it hard to understand your business data? It's like trying to read a foreign language, making it tough to track progress and make smart decisions.

(^ this section is relatable pain point section of the website^)

**If So, Raise Your
Hand...**

...Because You May Need

Your 'Lead Gen' Simplified

By Using Our 5 Step Action Plan

**That Scaled My Agency "Marxeting Mex" To \$25k A
Month:**

Finetune Your Brand

1. Your brand is who YOU are. Let's craft a message that speaks to your audience. We'll uncover what makes you unique and create a narrative that grabs attention, building a brand of raving fans.

Maximizing AI Systems

2. We'll create profit pulling funnels & systems that make your brand shine. From AI nurture chats to streamlined processes, we'll free up your time, cut expenses, & maximize profits.

Content & Growing

3. Build your online presence without worrying about pricey ads. Learn to create content that speaks directly to your ideal buyers, leading to profitable acquisitions.

Streamline Clients

4. A system that not only attracts eager clients but also nurtures them from total strangers to happy customers ready to invest in your brand.
Experience a new, reliable flow of long-term clients.

Referral & Repeat

5. Deliver results that get people talking about your business. You didn't start to hustle all day. We'll help you build the right team and implement easy-to-follow systems.

(^ this section is what my client will do for them section of the website^)

**"A New Generation of Visionaries
Looking To Scale Right..."**

Book A Free Call

We Aren't Just An Agency, We Are A Community:

We offer more than services or courses; we provide hands-on support for long-term success. We'll identify and eliminate inefficiencies in your business to keep you on track.

Our mission is simple:

We save you time by building a self-sustaining lead-gen machine that lets you focus on what truly matters.

Profitable and enjoyable lifestyle.

We're committed to mastering the mindset needed to build your ideal business and life.

We face your challenges head-on, with a sincere commitment to results.

You'll get connections and opportunities that solo entrepreneurs dream of...

With our tested strategies, we're just a few *clicks* away from helping you succeed.

We're here to help you grow your business without any guesswork.

Think of us as your go-to 'business buddy'—just a tap away.

If you want to grow your business the (inevitably) digital way, you're in the right place.





(^ this website section is showing them what they want which is community like, accountability and more done with you type of service, telling them what they would like to hear, showing we care and being more personal since my client is all about building and nurturing relationships....

Has photos of my client with groups of entrepreneurs - further authority display, shows my client has been in it for a long time since a young age of digital marketing work...)

Wins From Clients



More Cared For Clients...

(^ this section is client win images and 3 video testimonials for carlos AND 1 of the video testimonials is *JASON CAPITAL* himself)

Book A Free Call

Success Note From Originator



Carlos With Co-Founder Of Kajabi.



"Age does not matter if we evolve."



Fearless 3.0 Mastermind In Cancun Mexico.



"Your Net-Worth Is Your Network." In DTLA.



"Focus Your Attention... And Take Action On Your Plan!" In Baja.

From the Beach Desk of Carlos Martinez

Tulum, Quintana Roo, Mexico Under the Warm ☀️ Re: Why Choose Us...

If you're feeling skeptical, I get it. The "Scale Your Biz" industry is full of flashy promises and poor results.

It's not just about growing your business...

By scaling it right, your business will grow in profit, not just expenses.

Anyone can make an average ad, website, or funnel and claim expertise.

What sets us apart is our care for clients and the results we deliver.

Culture and empathy are why many choose us.

We've helped hundreds of entrepreneurs, spoken at masterminds, and spent hundreds of thousands on ads ourselves.

I've seen our clients not just get low-paying clients, but truly enjoy their business and life.

A culture-driven community. A partner you can rely on.

Our handpicked and trained team shares a mission to: Not just talk the talk, but walk the walk - every step of the way.

We dedicate a big part of our efforts to you.

At Marxeting Mex, we refine our services and train our team to give you: A caring client experience.

We take pride in our offerings, our team, and our clients.

Partnering with us means:

1. Time-efficient meetings
2. Enough of a challenge to push you for growth
3. Results you will love to brag about

So, as you consider your next move... (As your imperfect action, because without action, there won't be change.)

Here's to Your Triumphs. Let's Upscale. 🙌

Carlos Martinez CEO,

Marxeting Mex CMO,

Light Speed Real Estate Solutions



Your Number One Marketing Mexicano.

(^ this section is personalize section for client... a 'personal letter from my client to the website traffic/readers... potential

prospects... get them to raise their hand, handle any other little skepticism they may have... etc etc)

Frequently Asked Questions

Answers to Common Entrepreneurial Questions

How Fast Will I Get Results?

Will This Work For Me?

Is This Just Another “Mentorship” Program?

Can’t I Just Keep Doing What I’m Doing?

Isn't The Upscale Program Messy And Complex?

What If I Don't Have A Big Budget for Marketing?

How Much Time Do I Have To Commit?

**What Makes You Guys Different From Other
Scalers?**

How Much Is The Cost?

What If I Can't Advertise?

What If I'm Not Happy?

How Do We Communicate?



Guiding businesses to reach their full potential with
straightforward systems and brand awareness, that builds their
revenue long-term style.

Quick Links

About Carlos

Free Community

Contact Carlos Here

[Privacy](#) | [Terms & Condition](#)

Follow The Movement

Instagram

[Linkedin](#)

[Facebook / Youtube](#)

Research Template Section:

Sophistication level = 'market saturation and a framework to improve diminishing returns on messaging.

If a prospect continues to believe in saturated messaging it's a sign they lack intelligence.'

- **My target market sophistication level:** They've heard many ways to make money this way, get this program, and get that program. They know they can make money online deep down and even understand after many months and years of not reaching their desired outcome, making at least 4k a month (on the side) has frustrated them. They had "tried" (which we all know those who say they try and fail never tried in the first place) different programs, courses, coaches (for a bit), almost every business route that involved a new opportunity they have tried, lasted maybe 6-9 months and SLOWLY stopped committing to that since they got discouraged and just did not see any results. **MANY KNOW THEY NEED GUIDANCE, MENTOR** but want the "right for them one" - constantly talk about needing to be around successful, ambitious, people who are also on the journey or simply have tons of experiences. (Whether it is in person or digitally, they want to soak up and get everything "my client's brain" has to offer to them.
- **So the sophistication level ranges → Level 3: Solution aware.** (For these target audiences they just want the "right solution for them, guidance, motivation, discipline, and being around people like "my client" to show them the most optimal way, while not sacrificing much of their livelihood, the time needed to sacrifice, while working 9-5 and some with kids, etc. **Some of these target markets have mentioned** "Putting other people, gigs and mental health before my dreams, having little discipline, once I learned an industry, and it became second nature, I became too lazy to learn a new skill set or even just sharpen the existing skills, but knowing Carlos, his wisdom always manages to reignite my drive and enthusiasm. Can't wait to get my motivation shot through the roof, AGAIN! 🚀, Definitely starting capital or direction. There's also some discipline involved like not following up on my ideas, having too many ideas to the point where I'm unsure which idea to pursue or learn first."
-) **But some in the group are more in between 4 and 5 → those audiences at a higher sophistication joined the community to scale MUCH BIGGER** than they already are, be more organized in their lives while operating their business and **MAINLY** like:

- "Marketing. philosophy what can work. Blitz Metrics \$1/day strategy to \$200/per day strategy, Audience Segmentation, Quality of lead WHILE raising volume on the ad(s), and as well as For me lead generation to consistently have qualified projects/clients in the pipeline. 2nd is outsourcing and partnering with other shooters/editors to expand and offer services to other niches I usually don't take care of, i.e. weddings, photography specific shoots, etc, scale/consulting/brand agency to \$100k or close to that mark.

Awareness level = 'a framework to identify where a customer is in the buyer's journey.

This doesn't have any bearing on someone's intelligence.

If a rocket scientist is in the unaware stage of an alternative metal alloy that reduces heat.

They aren't stupid—they're just unaware.'

General Market Sophistication Levels:

- Level 1: Unaware of the problem.
- Level 2: Problem aware.
- Level 3: Solution aware.
- Level 4: Product aware.
- Level 5: Most aware.

Questions that need to be answered before sending any piece of copy:

- Question 1: Who am I writing to?
 - Business owners in the space of B2b or b2c or entrepreneurs such as consultants, coaches, agency owners.
- Question 2: Where are they now?
 - They are scrolling through instagram/linkedin. Looking for a better system so they adapt to the modern world of high competition and everyone claiming similar offers. They seek clarity and are finally open to a mentor whose done it well even a *bit* better than them.
- Question 3: What actions do I want them to take at the end of my copy?
 - Book a call to be qualified to work with to scale their business with proper systems, branding and delegations.

- Question 4: What must they experience inside of my copy to go from where they are now to taking the action I want them to take?
- Question 5: What are they thinking?
 - I want an easy to understand and implement systems especially with all these competitors, ads are so pricey, isn't there a better way?
- Question 6: Where are they in a funnel?
 - they have seen some contents probably already in the free Skool community or in the paid community. This is the website they will go to after they have been processed through some free content / free lead magnets and this is more a long term website to add to the clients personal branding.
- Question 7: Where are they emotionally and physically?

Target Market

- What kind of person is going to get the most out of this product? → Entrepreneurs/aspiring - with a small to medium-sized business in the industry of real estate, car dealership owners/executives, solar companies owners, or those with their own consulting or coaching biz.
- Outspoken and driven people who tend to buy many educational courses, and books, and always find ways to go to seminars because they truly care about making an extra \$5k a month on top of their 9-5, building out their business, until profits go above their regular job.
- People who want a successful career in Business Aspiring entrepreneurs
- Start-up founders Business executives

- Ambitious managers Individuals who want to start their own company, but have not had the necessary business training
 - People who want to understand why some businesses are successful
 - Business intelligence analysts
 - Financial analysts Anyone who wants to learn the subtleties of Business Strategy,
 - Management, Marketing, Accounting, Decision-Making and Negotiation/Sales Coaches **(THESE FINDINGS IS MAINLY those looking to place a system in place for sales, and to grow their brand...business)**
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- Who are the best current customers, with the highest LTV
 - Wanting to go Online (mainly). Wanting to improve ROI in online conversions through Facebook - insta ads, etc.
 - (Very general audience because he got these members from his close network - selling them either through text/sales calls. **(EXTRA CONTEXT: MY client is good and building relationships and having groups of fans - very uplifting smiley type of guy - age 22-25 so YOUNG FELLA).**
 - Find better ways to get more qualified leads, without paying a shit ton on ads or wasting hours manually reaching out to people (unsure if they are qualified prospects or not). Current customers are like 41 in his PAID "SKOOL" community.
 - Took a look and many of them are just driven, aspiring entrepreneurs or those with a small business they cherish.

What attributes do they have in common?

- Income level?

- From \$35k a year and others, \$90/95k a year or so.
 - Men or Women?
 - Men and women.
 - Age range?
 - From ages 25-48 Or even some youngsters like 18-35 range.
 - Occupation?
 - Examples I have seen in skool community **(the members already paying)**: Tech sales, hypnotherapist, Admin Analyst (computer science), email marketer (agency), appt setter, content marketer, coach for tech sales, sales, videographer, computer engineer, affiliate marketing/Crypto, accountant and **rest are “aspiring entrepreneurs or people looking to slowly make an extra 4-figure income a month, and eventually be able to quit their 9-5.”**
- Geographical location?
- Mainly US, and a few in the UK and also in Mexico. **(Said in one of our calls, Also since he lives in Tulum Mexico, he has had many great networking connections/opportunities with influencers, coaches, and regular (ambitious) people at live seminars/masterclasses....**
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Avatar

- Name, age and face.
 - I'll name him “**Juan**” since it seems like most are Latino or Chicano Americans. Some mixed race. His age is 35 years of age and here is a photo of Juan more or less:



- Background and mini life history. You need to understand the general context of their life and previous experience.

→ Hey. My name is Juan, and I have discipline. Once I learned an industry and it became second nature, I became too lazy to learn a new skill set or even just sharpen the existing skills, but knowing Carlos, his wisdom always manages to *reignite* my drive and *enthusiasm*. Can't wait to get my motivation shot through the roof, AGAIN! 🚀 (So, this is carlos, very motivated for short periods. This man is and will always aspire to become an entrepreneur but seems like he can't stick to it. He needs a purpose. He needs better habits. He is in a perpetual state of cognitive dissonance because he is the type of guy that says HAS discipline (might in fitness or whatnot) but still needs someone to "reignite his drive". My man Juan has started multiple business, has tried many "hacks", routines, hard stuff that he thought would make him actual MONEY... well he was wrong. He knew (subconsciously) that it will be hard to make a couple thousand -10k in a business model. Juan knows that he has so many things in health in order, even doing early wake up times (at times.) Still struggling to make money recurring to live his deep desires of giving his parents more time to rest, less time on work. Juan truly cares to pay off his parents debt... is sad (deep down and angry with himself and sometimes his own environment) He cares more about others than he does himself. Seeming stoic but behind closed curtains he talks like a baby to his dog. Many watched youtube videos. Many notes taken. Just can't seem to find the right business to make his good bucks. Currently doing some remote setting.

- Day-in-the-life. If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

→ Soon he wakes up around 7:54 am. He slowly gets out of bed... while also taking a peek at his phone. For a split of a sec, does not want to get up...but he remembers he has to learn the most he

can. So, while he enters his motivational video or some educational podcast... he brushes his teeth.. (sometimes with his lefty since he is a righty). He truly does the little things differently (believing) it will some how help him 'become smarter'. Works out around 9:39 AM... takes 1-2 hours to finish. Takes a while before he leaves the parking lot gym, (scrolling on social media, checking emails and stuff, almost thinking he is being productive). Then drives home, pets dog, eats his pretty healthy meal - higher protein and hops in cold/warm shower. After, takes his dog to a nice walk or jog since Juan loves outdoors, loves to be active and just stand instead of sit too long. He, arrives home after like 40 minutes...goes into his computer or phone to watch youtube videos, taking notes... and sometimes even message people about entrepreneur opportunities. After 'self educating' hardly any action that can make him real money or build a relationship is 'AHH'. Brushes his teeth after, maybe reads a couple pages, sleeps around 11:44 PM. I love going to the gym, look freakin awesome, got some rizz and understanding but still broke.. (at least to my standard)

- Values. What do they believe is most important? What do they despise?
 - He values hard work... He values his family time occasionally and believes living a more rich life would be better for the people he loves. He despises losers (even though sometimes he catches himself being one) He hates to be around complainers, people who talk too much about themselves, or people who aren't looking to grow physically, mentally, or in any shape/way/form. Confident and charismatic because Juan takes care of his health (for the most part) and has made couple of bucks with side hustles here and there.
- What outside forces or people does the Avatar feel influences their life?→ Pretty big family, from Mexico to desert states in Arizona/Texas and in the States. His family tends to drink a lot..

Especially the father's side. He doesn't really drink but has one occasionally. Deep down, loves their family and wants to break the "financial generational curse" to be able to take his family to nice restaurants, surprise them with paid house, rent, and really just want to help their hardworking parents. Tired of disappointing them financially and just not being able to give much. Wants to make his parents proud. Wants to even bless some less fortunate families outside the country, like families from Mexico, Texas, or other parts of the world, seeing his families struggling financially.

- Family? Friends? → Not too many friends, just a couple of guys he is motivated by watching online like Andy Elliot, my client, and other influencers who seem to be traveling a lot and living well like a vacation-driven influencer. In their own industry. Want to bless those friends who have stuck to his side through thick and thin, and wants to bless them, not only financially but sometimes have a strong urge to possibly hire them once their business is successful. (This is a future pacing my target audience tends to have in their unconscious mind.)
- Work? → Regular 9-5 (construction/landscape and a side hustle like gigs.)
- Economy? → Decent, a bit below middle class. Earning like \$32,500-\$36K or so a year.

Current State/Mood

- What is painful or frustrating in the current life of my avatar?
 - Has too many ideas. Doesn't know what "good idea" to pick from. Self-development junkie... Deep down (knows) he/she needs action. Doesn't know where to begin or how. Things are getting expensive. More picky with their money, or investing in more courses. They are skeptical af. (duh at this point every avatar is) But why are they painfully skeptical. They bought many online

courses, either they knew they didn't make it work or the online course was just shit. So much competition so they feel like it is necessary to work under mentorship.. Just a bit scared because its monthly and they just don't think they have enough money to pay for it monthly. Very unclear, no direction, too many business ideas and even then... Do not know how to scale BIG without drowning 60 hours plus into a system – business. (PROCRASTINATING AND VERY DISTRACTED WITH CHAOS on tiktok videos, current events getting them feeling worried about their future, pressured to the max, wanting to be financially ready when things turn fierce in the real world, rocketing prices for groceries, basic essentials !

What annoys them?

→ Their bad habits, low focus, and sometimes even energy. Feeling unclear on how to go about an organized step-by-step process. Deep down they want to make that money online at least \$5k a month consistently, have tried multiple businesses and are almost tired of starting something new. (once again...) Systems that are very unorganized and take too much of their time. Annoyed they can't find better ways to generate good leads without spending hours on a call trying to “convince” the prospect. One thing that always frustrates me is many programs tell me how to reach my goals but they don't SHOW me how. Sometimes/many times struggle to be “candid” with themselves. Having to do hours of content with little to no results in leads coming in that will pay them.

Paying \$500-\$1000 for a xyz marketing course in “2015”... never finishing it, let alone got through the first quarter of the material. I held off on a long time for buying courses because I was aware of this course addiction that doesn't lead to anything, but I still caved in by 2021 when I still lacked progress and bought a 1k Music marketing course. Arguably a lot of what we need is already available on the internet and the extra nuances we desire can be hashed out later on when you have a foundation based on what

you can find for free.

Getting confused if they should buy more courses or not determining if its already a “free” piece of content somewhere on youtube....

There is potentially motivating approach about buying a course, but also delusional as if you're downloading it instantly into your brain when you dont account for the work its going to take to implement because a course is just theory it's not the action we need. And funny enough, yes, you might feel lost in the thick of the information without the course, but I found my learning approach didn't change. I still am bouncing all over the place in my research and am not just sticking with the courses I bought, so I can stay interested in the work Im doing to learn to market and so forth, which is why many keep bingeing on YouTube video after video, and book after book...

- What do they fear?
 - Financial Failure, Inability to Attract Clients, Rejection and Criticism, Failure to Meet Client Expectations, Industry Saturation, Technology Disruption, Legal Issues, Fear of Failure, Inability to Adapt to Market Changes, Fear of Technology, fear lack of more balance rather than downing HOURS on the business... especially since many have 9-5, 2 jobs, bunch of debt/bills to pay in times of 'declining trust' and less financial maneuver.
- What do they lie awake at night worrying about?
 - Lack of decision of the best business model, so they can generate consistent money in, at least 4-5 figures a month (as a believable start) Not having any recurring revenue coming in that could be used as (emergency savings) or Investing in what they truly would love to pursue (now that he has the capital).
- What are they angry about?

→ Gurus being fake about the money they make. Expensive times. Politics. Government lies, and now in a state of unsureness in themselves and others. They are mad themselves and the fact that youngsters who are making 7 figures, and they still are 'behind in life' feeling almost worthless, at times.

- Who are they angry at?
 - Themselves. Expensive, wasted money they spent on courses. Youngsters who make a million and 6 figures a month. They feel the need to prove themselves even more. **(Deep down, angry at even their toxic environment and parents for teaching them that money is bad...) They don't like the "instructor" or "coach, consultant, guru to seem "clearly disinterested in the subject"... and with very low energy.**
- What character traits do they despise in themselves and others?
 - Low focus. Lack of motivation/purpose. Bad habits they have. Unorganized most of the time. Not having enough discipline. Low enthusiasm.
- How does dealing with their problems make them feel about themselves?
 - Low drive, directionless and unaware on what to do next. What idea to pursue. Some just need to stop being fearful of what can happen - big mindset shift needed.
- How do other people perceive them?
 - Always reading, learning a new skill. Something productive to do. Learning from others who have made the money by going to their seminars, attending lives. Ambitious people ready to learn or in some cases UNLEARN (the bad habits) all that they lack like confidence to pursue an idea to start the biz.
- What lack of status do they feel?
 - Financially not at par with others (especially people younger

than them) who have made at least 6 figures in a single month. They feel a DEEP DESIRE NEED to make money not just for themselves, but to prove to those family members/friends who don't really believe in their venture. They are trying to close a gap of - "hey im gonna make 6 figures one day, I'll see in my bank, and 'suddenly' pay off my debt and my families' debt. After all, they feel they lack *substance* in being able to help loved ones.

- What words do THEY use to describe their pains and frustrations?
 - "Lack of drive/motivation, unsure, no direction, having too many ideas, starting a capital, lack of clarity, not following up on ideas, low discipline, putting others first. **(technical stuff for ads...this is for some members who already have a business)**

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
 - Their life would be super vacation friendly, building a business team of winners and great culture and team leaders. Definitely be a top influencer/coach/consultant in their space of expertise and passion - Be able to communicate effectively from friends - Executive managers - all the way to Top Voices like Tai Lopez, Brad Lea, and top Dawg in the space of coaching/sales, lead gen and etc.... More money a month, at the very least an extra \$5k in profit a month (since their mind has been hammered with a lot of misinformation from fake gurus and high trust that was broken in people, now they are almost 'hogging' their well-earned money for the RIGHT TIME or RIGHT MENTOR, blah blah blah). **They are Looking for Your business, taking sales calls to acquire clients. They're hungry for predictable revenue growth. They are tired of seeing ROAS decline every time you scale ads. They're frustrated with creating content with zero returns to**

show for it. They have been “burned” by agencies and coaches who can't get results.

(keep in mind these are desires of those who HAVE running businesses in agency, coaching, consulting companies, sales teams, etc...) -

For those WHO DO NOT HAVE A BUSINESS - they just seek clarity, guidance, coaching, and trust in a ‘real’ coach/guru (and by real, I mean them feeling certainly about the product/service/offer (my client) is selling. - **Look at the pains - those audiences without businesses and still have a job just need discipline, mental shift, and a constant attitude to stick through learning a new skill with the guidance of (my client) through skool community, his program called “upscale: master business and life with lead gen, sales, social media marketing and more.”**

- What enjoyable new experiences would they have?
 - Having an outline for how to scale the business in each department successfully. Booking many calls within single weeks (if they own a business). Having more time, to do what they want with their family and travels - due to a better sales system in place, better long term value client acquisition (if they have a biz) and Content marketing strategies that build their own brand long term - becoming an authority in their passions/skills. A feeling of soothing and organized life. Not worrying much about the direction they go, as long as they have direction by someone to help grow their business (so this will be a feeling rather than experience but just wanted to add that)
- How would others perceive them in a positive light?

- Being an expert in the craft of optimizing and scaling businesses. Want other biz owners/entrepreneurs to look at him and think: “Wow this guy understands the processes, and can build great workflows on his own. Making their parents proud. Eyes of respect from people they love almost saying “wow you made it, look at you making more money than me, proud of you, son/daughter”
- How would they feel about themselves if they made that change?
 - More motivated, proud, respected by peers, family, and even business owners (as they hope). Get noticed and possibly called on the podcast. Super confident, knowing that it requires action and ACTUALLY IMPLEMENTING ON THEIR VISION and goals. No more bingeing on videos, books, and actually learning the ins and out of a new modern skill that will generate money for them and their families.
- How does dealing with their problems make them feel about themselves?
 - Little trust in people selling programs. Because, like many, they too have been screwed by influencers selling courses online to “make more money”. Or it could be the fact they did not like being taught by that guru and didn’t stick it through
- What do they secretly desire most?
 - Being the go-to business expert. Attracting clients that are paying him/her at least 6-7 figures a month, doing what they love OR what they are simply good at.
- What character traits do they value in themselves and others?
 - Being smart and understanding that they can achieve an extra \$5k, \$19K a month while working their 9-5. They value that even though, they have switched “courses” on learning some new skill, they are still ambitious as ever to keep learning, watching

educational youtube videos/podcast from people like Tai Lopez, Ravi Abuvala, Alex hormozi, billy gene, etc.]

- What words do THEY use to describe their dream outcome?

→ “One goal is to generate at the very least 5k per month on the side of my 9-5. I believe I can get there by June/July. My goal is to get more constant. Scale up after I can be constantly making the 5k.” “Having discipline, once I learned an industry and it became second nature, I became too lazy to learn a new skill set or even just sharpen the existing skills, but knowing Carlos, his wisdom always manages to reignite my drive and enthusiasm. Can't wait to get my motivation shot through the roof, AGAIN!” “ No only did they deliver a lead generation machine that filled my calendar with booked calls, their coaching and support is outstanding.” “The best support I have experienced from a HT Program for business owners, coaches or agencies. The entire team is TOP tier and there for you, the program is super organized with documentation that tracks the roadmaps provided, the trainings don't leave any steps out.” “Their systematic approach is clear and focused. Their step-by-step guidance is phenomenal. Their team is knowledgeable and supportive. You can always get your questions answered. The only way to fail with their process is to not do the work.” “provide unbelievable value and truly focus on what is actionable for you to make your business successful. Your success truly matters to him. Period. One of the best parts is their ability to distill to the exact crucial action and not allow other things to distract the process/system that is needed to be put in place.” “For Business Owners Hungry For Predictable Revenue Growth And Healthy Profit Margins”

Roadblocks

- What is keeping them from living their dream state today?
 - They put other people first. They do more for them, whether it is a gig or their mental health (making them feel better) rather than putting their dreams first. Also, lack of the drive and enthusiasm you need to start a business or grow the one they have. Lack of capital, trust in businesses/influencers selling programs is going way down, especially when money is more tight.. Truly want to be rich and make money enough to live off enjoyably while also being with their loved ones enough. What is mainly holding them back from their dream state is: **Low reassurance in themselves or who they will buy from, and little confidence in themselves since he (failed many times over) has tried many programs.** **Wanting to** drastically reduce their implementation speed. Instead of sourcing information or going at it alone, craving a system that helps them tackle each roadblock that their business has faced when scaling. (Examples: less family/me time, feeling like a full time job, doing tedious task → not knowing how to delegate work or who to trust (if they own a business, and if they don't not knowing what idea to take action on first, analyzing too much)
- What mistakes are they making that are keeping them from getting what they want in life?
 - Being "all over the place" meaning not focusing on one task, crucial piece at a time. Stop committing to building the business, "almost expect" to have every system for their businesses, time management be done for them... feeling they don't need to put much energy into their business, or lack of time managing just because they pay for a program or someone to come in and 'help' (NOT DO FOR THEM) them. Procrastination due to info overload, fear of losing money or people they care say something like "i told

you it wont work out”.... Justifying life is better with out a fulltime business thinking business will be like that forever which is stopping them from even taking action and getting what THEY WANT IN LIFE.

- What part of the obstacle does the avatar not understand or know about?
 - Inflated egos. Not being able to swallow their pride or “their lack of being able to learn from someone else.” Not being able to taking criticism when it is wrong or feedback. Doing the wrong thing that hurts their brand (if they have a biz) and if they are those entrepreneurs working to start a business just not knowing who to trust, and work with long term For real guidance.
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
 - If they become more “constant” aka persistent in tackling the task, they would have more lasting motivation AKA... discipline. Which will improve their focus. **(One guy in the skools community paying \$111, said this in one of the comments, he is obviously one ideal client since he is already in the paid community), now is that the case for all members paying there, no. Most seem to have focus problems, many distractions and shiny objects that detour them. Wanting to repeat the same process from scratch (almost not realizing) in a loop of starting some new business venture and not finishing and following through.**
- Have they tried to solve the problem before and failed?
 - Yes of course, everyone has. They get ‘too lazy’ to learn the new skill. They start to doubt and procrastinate and justify to make it soothing and comfortable for failing themselves. (humans are good at this, making everything seem more ok than it ACTUALLY is) - little/lost drive and ambition - needs a set of rules to remind themselves and “be motivated once again”... (My opinion: pain is a

great motivator, majority of people change when they know they have too - constant 'painful' events/reminders in their day to day life. Reminders of them not being able to travel (at least 3x a year), having to work at a boring desk job, or low paying well KNOWING DEEP DOWN, (in the Financial Times we live in) they won't make it out since it is very little money they make for good amounts of work they believe they are doing or value they are providing. Frustrated, (knowing their are people literally less educated or plain stupid) making more money then them, ON TOP OF THAT it is a whole bunch of young 'kids/teens!!'

Solution

- What does the avatar need to do to overcome the key roadblock?
 - Having too many (what they believe) 'GOOD IDEAS' and not knowing where to begin, let alone how-to begin. Low levels of discipline and motivation. (heard that one but to go even deeper, (in my opinion I think it's them thinking they need a lot of capital to make their first good sale, which you don't truly need tons of capital to make money online and build out your business slowly. I ALSO THINK it is a lack of self-belief and a lack of following through with actions.
- "If they <insert solution>, then they will be able to <insert dream outcome>"
 - If they increase confidence by keeping their promises, empowering their 'self-talk' with 'perspective', be able to tap into their energy of positivity (like healthy habits, writing goals down, surrounding themselves with winners, and actually taking action), and ultimately MASTER MINDSET, **then they will be ABLE TO**

learn the skill required long enough, have the 'resilience' strong enough to start a business with the right guidance or direction (or if already owning a business, have dream clients aka qualified clients down their pipeline coming to them for their expertise of service, skills, or product. Also, understanding the "how-to basics" of proper lead generation and ads work.

→ If they just follow up on one good idea (they already are knowledgeable about) and more importantly stick through that idea long enough, having the discipline and openness to learn from (my client who makes 6 almost 7 figures a month) then they will achieve a life worth traveling, working almost 9-5 hours (at first of course) but EARNING significant amounts more money for about the same hours at their shit wage job. (in my opinion they know this, and in my self I have felt the thoughts of "IF i am an actual hustler, working shit ton of part time jobs, why dont i do that in my side biz or side hustle as well?!" Knowing myself, this avatar is almost like anyone who just began or is about to began a new venture in making money online, always starting unsure of themselves and those who make promises. (I need to close the big gap of trust, and show them me and my client will help) We will even open up a free skool community for them to gain as much value so we can upsell them to recurring skool and eventually 1 on 1 private guidance.

Product

- How does the product help the avatar implement the Solution?

→ Mindset first. It starts with this because many in his target market like I've stated OVER AND OVER... are unsure, misguided, no discipline, not persistent individuals... they need someone to show them a clearer path to hit their first 5k a month (at the very least) while still at their "9-5 job"... obviously build the 5k a month until they for sure know within their instincts and hearts, they can quit their 9-5 job. **(by they and their – I mean my target audience - 'juans and olivias')**

- How does the product help the reader increase their chances of success?

→ This digital product called "Upscale Mastery Program" (also VIP to work one on ones with my client, that has not released yet will be over \$3k easily a month) will help the reader increase their chances in many ways - financially make income on the side \$5k and higher - be around a community of "winners, motivated, disciplined individuals" - be more persistent in themselves with action, but not only action, also to constantly make a (good start) income in the beginning while at their corp or regular 9-5 job. (Many struggle to learn the skill 'for long enough time and effort')

- How does the product help the reader get the result faster?

→ They will see “wins” from other community members in the skool. (which will inspire action and motivate them with “jet fuel gas”).

- They will be able to keep themselves accountable due to having other members watching their progress (at least that is what they will feel unconsciously) Many are matured 28 - 40 year old demographic ‘taking their lives more serious’.
- This product will demonstrate (after spending \$25k plus in learning this info and actually close to making \$100k a month, which is my client, will show them how to have the mindset first, then with that have the confidence to make their first “big sale” online in their area of expertise. HOW IS THE PRODUCT GONNA SPEED UP THE PROCESS? → well simply because my client will show them the mistakes he made that they do not have to SKIP all that and do ONLY WHAT has WORKED.
- Also, emphasizing and “Stressing the fact” of taking action before anything else.... My client seems to repeat action, action a lot. (clients will feel that, and actually take guided action feeling more sure of themselves and ultimately feeling they will reach it faster with this guy as their coach.
- How does the product help the reader get the result with less effort or sacrifice?

→ Well, they have a coach/mentor who has actually done it (let it alone at a young age like 27 or something) been around big time business owners and has even received testimonials from Jason capital. So, not only A GREAT SALESMAN and communicator, but he also understands building relationship and connections lead to real profitable businesses in the future.

- What makes the product fun?

→ Great speaker, has done on stage speaking so good with words, story and turn boring talks into inspirational talks.

- He is mainly the product (my client) selling his community, to build free value and good will which will increase his OWN brand which then will increase his sales (organic style) which WE KNOW THAT IT IS HIGHER LTV HIGHER RETENTION clients.
- In regard to the product being fun, it is NOT ONLY about making more money, but stories of how he started with ZERO which is

relatable to that demographic. Also, his wide verse expertise in explaining something as complicated as a “sales process or ads to generate high quality leads” at such a simplistic yet enthusiastic level. (like I said, this guy is good with his words and tonality, that sells!) and it is very addicting to listen to positive and outgoing energy.

- What does your target market like about related products?

→ Importance of a strong mindset. Being around people (in this case a community) of abundance, positivity, and “growth-minded” people. Also, how to upscale their life and business, not sacrificing either for the other. They tend to watch a bunch of content pieces and invest their time in learning first about the related products and free resources, to subconsciously build trust with them. It all starts with the unique selling proposition aka “Long Sales Copy” of the business on what the end result will be for the ‘ideal client’ in the “target market's circle”.

- What does your target market hate about related products?

→ No transformation aka beneficial outcome to the ideal target market within a few weeks to a few months. Trust recession is at an all-time low in this space (especially) so they always need some time seeing you ‘around’ to get to know you more to EVENTUALLY trust you enough to buy like being more omnipresent in the order of → **Give “\$30k worth of lifetime perceived value” through first YouTube content, after having seen a video they opted into the lead magnet, then read 3-4 emails, watch another YouTube video (or another form of content), check your verified reviews/testimonials/case studies like “trust pilot” for one example, clicked on of the retargeting ads, watched VSL, booked a call, spoke with a salesperson, and paid in full.**

What figures or brands in the space do they respect, and why?

→ **Ravi Abuvala, Tai Lopez.** They respect these two social media brand figures because they have a proven track record. Over thousands of verified experiences.

- Here are the reasons “they” also known as “target market” respect Tai Lopez:

1. Tai Lopez has 2.9 million followers on Instagram, 6.2 million fans on Facebook, 1m subscribers on YouTube, and 1.2m followers on Twitter.

- i.
- 2. He is an investor, partner, and advisor to over 20 multi-million dollar businesses. Through his popular book club and podcasts, The Tai Lopez Show shares advice on how to achieve health, wealth, love, and happiness with 1.4 million people in 40 countries. The Tai Lopez Show gets around 800,000 downloads per month.
 - i.
- 3. Tai also owns the largest book shipping club in the world, Mentor Box, and was voted the Number 1 Social Media Influencer by Entrepreneur Magazine.
 - i.
- 4. He has interviewed huge and well-known figures like Kobe Bryant, Hilary Clinton, Rihanna, Jordan Belfort, Steven Spielberg, Mark Cuban, Chris Paul, Caron Butler & more.
- 5.
 - a. He also found mentors since Tai believed that was one of the biggest proponents of success.
 - b.
 - c. "As Picasso said, "Good artists copy, great artists steal."
 - d. Tai Lopez is an investor and Mensa member, shares why he reads one new book a day:
 - e. "Books allow you to simulate the future (without having to actually do all the trial and error yourself)..."
 - f. At age 16, Tai realized that life was too complex to figure out on his own.
 - g. So Tai wrote a letter to the wisest person he knew, his grandfather - a scientist - and asked for the answers to life's hard questions.
 - h. Tai was disappointed with his grandfather's reply. There was no "secret formula." The letter simply said, "Tai, the modern world is too complicated. You'll never find all the

answers from just one person. If you're lucky, you'll find a handful of people throughout your life who will point the way."

- i. But one week later his grandfather sent a package containing an old, dusty set of eleven books with a note, "Start by reading these."
- j. That began Tai's habit of reading on his search for what he calls the "Good Life": the balance of the four major pillars of life - **health, wealth, love, and happiness.**
- k. Over the years, Tai sought out the secrets to that "Good Life" by setting up his life as a series of experiments. He then began by first reading thousands of books from the most impactful figures in history Freud, Aristotle, Gandhi, Charlie Munger, Sam Walton, Descartes, Darwin, Confucius, and countless others.
- l. He spent two-and-a-half years living with the Amish, spent time working at a leper colony in India, and helped Joel Salatin pioneer grass-fed, sustainable agriculture on Polyface Farms.
- m. He then joined the long list of entrepreneur college dropouts and ended up completely broke (sleeping on his mom's couch) until he talked five, multi-millionaire entrepreneurs into mentoring him.
- n. Tai went on to become a Certified Financial Planner and worked in the world of finance before becoming a founder, investor, advisor, or mentor to more than 20

multi-million dollar businesses while settling in the Hollywood Hills.

- o. He appeared on various TV and radio shows, spoke at top global universities like The London Business School and the University of Southern California, and created one of the top downloaded podcasts and YouTube channels,
- p. "The Grand Theory of Everything."
- q. 'In order to get feedback from an even larger audience', Tai started what is now one of the world's largest book clubs that reaches 1.4 million people in 40 countries with his "Book-Of-The-Day" free email newsletter.
- r. Tai summarized all he has learned from his mentors and compiled them into a series of 'mentor shortcuts' he calls, "The 67 Steps."
- s. He also created an alternative to the traditional business school. This "Business Mentorship" program combines the best of self-learning with the best of a University degree without all the downsides of burdensome costs and inefficient methods.

Now here are the reasons "they" also known as "target market" respect Ravi Abuvala:

1. Ravi Abuvala has generated tens of millions for my portfolio companies, and he is known as "the Systems Guy" meaning he knows how to build businesses profitably and simply.
2. He has helped business owners and entrepreneurs scale their businesses (1,200+ clients served currently) Get everything he has learned, scaling from \$0 to \$25 million

Has worked with 1,000 entrepreneurs

3. Host dozens of in-person masterminds with hundreds of people
4. Has spent millions of dollars of his own money on advertising
5. He has clients renew, refer, and ascend because they're seeing so much success, meaning he delivers a great beneficial outcome to his target market
6. Built a team of 45+ A-Players who are on the same mission
7. Host massive company retreats to build company culture
8. Devote a quarter of his life to one cause, which is to build the best, simplest, and highest ROI systems in place for other businesses, entrepreneurs, etc
9. His company, "Scaling With Systems", wants to solve the biggest problem every entrepreneur inventively faces: profitable client acquisition. The old adage "if you build it, they will come" no longer applies. The world is filled with businesses that have great products or services, but no customers
10. New deal flow is the lifeblood of any growing business, and we're here to give you a blood infusion. His company is not just a "just send cold emails" kind of company. No – they have cracked the code on building marketing and sales assets that find, engage, educate, and convert strangers into happy, paying customers in 6.5 days. They work one-on-one with your leadership team to craft a message that slices a hole in your industry.
11. They also build an automated and evergreen marketing system that builds trust with prospects before they book a call and can be managed in-house by just one person in less than an hour a day.
12. Ravi and his team are exceptional at finding the most optimal traffic source (both paid and organic) that will

bring “target markets” the highest-intent traffic at volumes that will make their head spin.

13. Finally, they leverage next-generation tracking and data systems to separate the signal from the noise, and even cut the “losers” also known as, in this case, the Ads they create, and scale the winners so you’re as profitable as possible ‘all the way’ to the bank. Ravi and his team “scale with systems” aim to create a machine in which you put \$1 in and get \$7-\$10 out every 6.5 days. Which is already solving a deep-rooted desire in the “ideal target market”.

Free “Lead Magnet” Ideas From One Of Top Competitor:

*“Scaling School Curriculum: 100+ Modules For All Areas Of Business
8-Figure Expert's Masterclass: New Training Each Month On What's Working Today
Free Gift #1: One Million In One Hour Presentation
Free Gift #2: Scaling With Systems Live Recordings
Free Gift #3: The \$50k Script
Free Gift #4: The A-Z Of A World Class Offer Training
Free Gift #5: 77-Page Email Swipe File
Free Gift #6: 8-Figure Content System
Free Gift #7: \$25M Sales Funnel Template
Free Gift #8: Theory Of Constraints Masterclass
Bonus Gift: The Life Mastery System
Bonus Gift: Mindset To Freedom Principles
Bonus Gift: Complimentary Scale Call
Scaling School Community: Network with other business owners. Get your questions answered.
100% Money-Back Guarantee: No questions asked 15-day refund guarantee. Love it or leave it.”*

ChatGPT (analysis):

- ****Buyer Persona:****

****Name:**** Olivia Entrepreneur

****Demographics:****

- - Age: 30-45
- - Gender: Female
- - Occupation: Entrepreneur, Small Business Owner
- - Income: \$50,000 - \$100,000 annually
- - Education: Bachelor's degree or higher
- - Location: Urban or suburban areas with a thriving business community

****Psychographics:****

- - Driven and ambitious
- - Outspoken and proactive in seeking opportunities for growth
- - Highly motivated to achieve financial independence and success
- - Constantly seeking knowledge and self-improvement through educational courses, books, and seminars
- - Values personal and professional development
- - Strives for work-life balance and flexibility

****Main Challenges:****

- 1. Starting from zero: Olivia is starting her entrepreneurial journey with little to no prior experience or formal business training.
- 2. Generating consistent income: She faces the challenge of building her business from scratch to reach a steady income of \$10,000 - \$15,000 per month within her first year.
- 3. Balancing multiple commitments: Olivia is juggling her entrepreneurial aspirations with her current 9-5 job, aiming to generate at least \$5,000 per month on the side while maintaining stability in her primary source of income.
- 4. Scaling her business: Once Olivia achieves her initial income goals, she seeks guidance on how to scale her business to surpass her regular job's earnings and achieve long-term success.

****Values and Motivations:****

- - Financial independence: Olivia is motivated by the desire to create wealth and achieve financial freedom through entrepreneurship.
- - Self-improvement: She values continuous learning and personal development, investing in educational resources to enhance her skills and knowledge.
- - Impact and contribution: Olivia is passionate about making a positive impact through her business, helping others and contributing to her community.

- Autonomy and flexibility:

She values the freedom and flexibility that comes with being her own boss, allowing her to pursue her passions and maintain a healthy work-life balance.

****Emotional Drivers and Powerful Language:****

- **Driven by ambition:**

- Olivia is fueled by a burning desire to succeed and carve out her path to financial prosperity.
- - ****Fear of missing out:**** She fears being left behind in her career and missing out on opportunities for growth and success.
- - ****Hope and optimism:**** Olivia is optimistic about her ability to achieve her goals and believes that with the right guidance and resources, she can overcome any challenges she faces.
- - ****Excitement for the future:**** She is excited about the possibilities that entrepreneurship offers and is eager to see her business thrive and flourish.

****Summary:****

- Olivia Entrepreneur is a driven and ambitious individual who is embarking on her entrepreneurial journey with the goal of achieving financial independence and success. Despite facing challenges such as starting from zero, balancing multiple commitments, and scaling her business, she is motivated by her values of self-improvement, impact, and autonomy. Olivia is proactive in seeking growth opportunities and is excited about the future possibilities that entrepreneurship holds. She is eager to invest in her education and leverage resources that will help her build a successful business and make her dreams a reality.

Your Market Research Survey [Template]

Company: ____ **UPSCALE MASTERY PROGRAM**

1. **Demographic Questions**
2. **Business Questions**
3. **Competitor/Industry Questions**
4. **Brand Questions**

5. Product Questions

6. Pricing Questions

7. [Other Category] Questions

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors' customers and testimonials
3. Talking with anyone you know who matches the target market
4. People overshare their thoughts and feelings online
 - a. YouTube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Review

SWOT Analysis

Company Name: Upscale

Strengths: • Authentic and very enjoyable content • Great communicator and relationship builder • Aware of marketing, ads, good insights of market • Very ambitious, never ending energy-passion like no other and around millionaires daily at young age • Latino, unique character/story, good brand	Weaknesses: • Slow start. Producing content. • No upfront investment to help retain more clients LTV • Higher priced than other skool communities in the same niche, (might have to reduce monthly cost and charge upfront) • Same industry as Tony Robbins, Ravi, and anyone looking to scale company digitally and their brand •
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Opportunities: • Unique set of markets due to his well-known brand and is great with empathy/sales • Proper teaching methods to set simple systems in place • The business industry is huge, entrepreneurs are always looking to make their first thousand or scale to 6, or 7 figures monthly. • Many people ditching the education system, many aspiring entrepreneurs, people realizing they want to be business builders/starters, etc • Expert in Mexico market, demographic (more in Tulum, so that alone stands him out)	Threats: • Business owners helping to scale systems with bigger brands and followers • Rough economy (trust is declining, and money is in people's pockets too... so more stingy and careful "entrepreneurs" searching for the 'best option') • Huge mass competition in the same niche, which is helping others make money with systems and building a personal brand. • Businesses more established in a similar industry with tons of 'verified reviews' have huge results with huge clients like Jeremy miner •
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SWOT Analysis
Example: Netflix

Focus Group Template
 Company: ____UPSCALE____

Question 1: Will This Work For Me?

Response:

If you're a coach, consultant, agency owner, or online service provider in b2b or b2c earning at least \$5k-8k per month by selling something valued at least \$2,000 or more, our marketing system can help you generate 10 qualified sales calls per day. We make, working with us efficient communication and easy-to-understand guidance.

Question 2: Is This Just Another “Mentorship” Program?

Response:

No, this is not just “another coaching program.”

Mentor programs are great if you’re starting out... but this is more of an organized way to push you past a certain threshold and properly scale your company - personal brand awareness.

We will teach you a client-caring-system that has made me \$45k plus a month in medium and high-ticket sales and big projects with corporations.

We’ll also have an inside - private community with you and your team, answering questions, delivering assets, and optimizing ad campaigns and funnels.

Me and my team work with you but also teach you the why. Structuring, and connecting the system I used that built my agency to 6 figures a month with low loss and higher profit margins. Advertising copy, websites/funnels, personal branded offers and foundational assets, setting up the ad split campaigns, scaling with volume, and testing it before live...

You will have the chance to either work directly with me or in a community if you want to start off slow.

Question 3: Can't I Just Keep Doing What I'm Doing?

Response:

Yes, if whatever you're doing is working, by all means, keep doing it.

That is the beauty of the Upscale Master Program private community: it will be the *stepping stone* (as a start) to scale your biz.

Whether that's ads, Ai automations to nurture your DM prospects, Facebook Groups, cold emails, Short form content, lead magnets, etc... the Upscale Mastery Program or 'Done with me' will actually increase the effectiveness of these channels.

But, take it from someone who has made and spent millions trying all of the above methods: such as trading, affiliate marketing, sales masterminds, and being through gutters of experience at the age of 19....

My brand *awareness* is the only thing that will last, and it is the only thing in our industry that will give our clients real long term value.

Some day, your ad account will get shut down, you'll have your team feeling displeased, your Facebook Group will go dead, etc., and you'll be so grateful you spent the extra time and money building a **real brand** through our system that got my marketing agency to \$40,000 a month plus, still leaving you room for "hire money".

Whether you work with me or join the community - you have the option to fit your needs or your musts.

Question 4: How Much Time Do I Have To Commit?

Response:

We do the hard work of building marketing systems for entrepreneurs. However, we will need your input on a few key areas.

The work requires more time upfront, but once launched, you can manage the system in less than an hour a day.

You will have to invest some time, but it will be the minimum required to start seeing a packed calendar with qualified sales calls.

Question 5: What Makes You Guys Different Than Everyone Else?

Response:

I've been building marketing systems since 2018 and currently work as CMO for "Muller Properties." We transformed the traditional pen and paper agency into a fully digital, lead-generating machine. Our system has generated \$100k monthly and more for our portfolio companies.

We're the go-to for serious scaling and even some gurus and influencers copy our stuff. This has been in my blood since the age of 19 when I worked as a sales coach, attending mastermind after networking events, etc...

Just constantly learning and honing my craft of sales to then transitioning to a consultant for companies looking to scale in a world of 'chaos and competition'.

Question 6: How Much Does It Cost?

Response:

If you are searching for a product or service at a price point of \$900 or less, then working with me might not be the best fit.... But our personalized paid community will.

It is important to note that while we understand that price is a challenge for many, we do not position ourselves as the cheapest option available.

We believe in investing heavily in our clients, organizing in-person masterminds, and hiring A+ players team members to provide exceptional services that get us referrals.

However, it is worth noting that our services are can be cost effective - I imagine you are a tried and true kind of entrepreneur who has tried every

single offer on the market, this is me telling you that if you want to get to a 6 figures a month in pure profit and little 'loss' then working with someone to do it for you will always be the more efficient for your time and money 'route'.

Question 6: How Fast Will I get results

Response: I've helped sales coaches like Oliver go from \$3k in total sales all the way to \$18k in net sales in only 90 days. I don't give you an unrealistic number like within weeks, although I have helped network marketers like taylor grow his Melaleuca team by 4 reps.

Question 8: What If I Can't Advertise?

Response:

If you can't create Ads that dont eat your budget or because of a banned account, don't worry; we have a team advertising experience that can either get your account back or create a new account for you that is guaranteed not to get banned by following simple guidelines.

If you can't advertise because you think your prospects aren't on these platforms, we can have that discussion before we work together, but in 97% of the cases, it simply isn't true. In reality, you've likely not done a great job marketing to these people (which can be easily fixed).

If you can't advertise because of regulations in your industry then working (personally with me) might not be the best fit. I suggest you take a look at our community first, to see what we are all about.

Question 9: Isn't Upscale Program Messy And Complex?

Response:

Yes and no.

It's not messy. It just takes effort. (obviously) How much effort you give me, will determine how much you will gain out of this program or myself, and from our 'ambitious' entrepreneurs in our community.

It would likely be if you didn't leverage the Upscale Mastery Program and instead just randomly posted content or went down content rabbit hole again on youtube.

Every single thing is connected to another and has a place.

Every piece of content we create and asset we build follows a specific message derived from the foundational aspects of the offer (avatar, pain points, unique selling prop, etc.)

It's like a band in "perfect" synchronicity, each sound perfectly playing with the other to create something worth listening to.

It is not easy at first but once we set it up, you will thank yourself you took the shot.

But you don't want it to be easy, I know you are visionaries who always want more from your life, open to learning, plus if it *were* easy, everyone would do it, and bragging won't feel right :)

Any schmuck can make a guarantee and run a Facebook ad (which is why you see so many of them today).

Our Done With You requires a reasonable investment but pays dividends for years because the skill you will learn, which is the marketing that works now.

Question 10: What If I'm Not Happy?

Response:

Happiness is a choice; we can't make you happy.

If you're asking, what if you aren't seeing results?

That is easier to answer.

On average, our clients have their entire marketing system up and launched within 25 days of coming on board.

As I said earlier, we have streamlined and simplified the process so much that we can build an entire marketing system in less than a few weeks (we're like a marketing pit crew).

We do this because we know there is always a chance we won't knock it out of the park on our first launch, and we want plenty of time to be able to fix it.

Our expertise is built on the foundation of working with over 100's of businesses like yours, launching thousands of marketing campaigns, and investing millions in ads.

We leverage this (rather interesting) experience and your unique offering to maximize the likelihood of getting the best results in the least amount of time.

However, business can be unpredictable; sometimes, repetitive tasks are necessary to fine-tune our plan together.

We can't guarantee the first campaign will work as well as we'd hoped, but we promise to continue working at it until it is so.

If you want more assurances than that, then you shouldn't be an entrepreneur.

We recommend getting a nice, stable job and investing in low-risk, low-yield United States Treasury Bonds (not investment advice).

Like a barista at starbucks ;)

Question 11: How Do We Communicate?

Response:

Most of our communication will be through a private chat channel and on one-on-one calls if you decide to go vip. Other than that,

We have live calls and have chances to ask me anything.

We do offer additional modalities of support to supplement this.

Testimonials

1. Unlocking Business Growth: From Jorge Romero

Carlos unlocked immense growth opportunities for my business partners and me. His expertise helped us expand our reach to more real estate brokers, resulting in significant business expansion. Muchas gracias, Carlos!

Doubling Income with Strategy: From Eduardo Sanchez

2. Despite being half my age, Carlos helped me double my income with his strategic guidance. His tailored marketing approach and message crafting for my Facebook ads company led to increased sales and a higher number of monthly paying clients. I highly recommend Carlos for any B2B or B2C business.

3. Consistent Results, No Fluff: From Allan Costa

Carlos is exceptionally talented and client-focused. Working with him has been a pleasure, as he consistently delivers results without any added hype or fluff. His track record speaks for itself, and he provides exactly what is needed to achieve specific goals. I wholeheartedly recommend Carlos for personal brand building, client acquisition, and creating online programs.

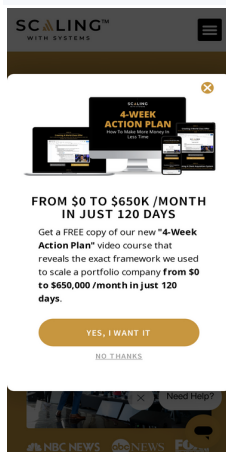
Website analytics from top competitor:



scalingwithsystems.com

Connect your website

here at scaling with systems we'll build for you a profitable client acquisition system that is guaranteed to bring in new clients predictably, or you don't pay.



SCALING™
WITH SYSTEMS

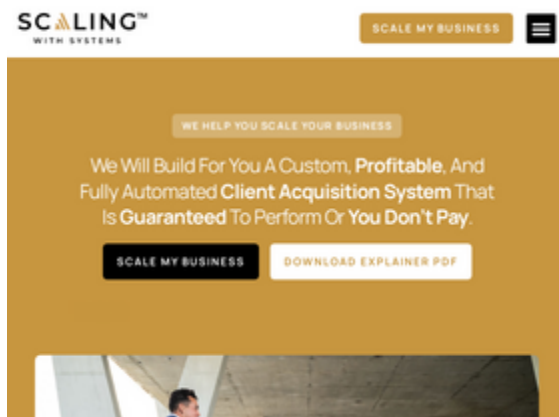
4-WEEK ACTION PLAN

FROM \$0 TO \$650K /MONTH
IN JUST 120 DAYS

Get a FREE copy of our new "4-Week Action Plan" video course that reveals the exact framework we used to scale a portfolio company from \$0 to \$650,000 /month in just 120 days.

YES, I WANT IT

NO, THANKS



SCALING™
WITH SYSTEMS

SCALE MY BUSINESS

WE HELP YOU SCALE YOUR BUSINESS

We Will Build For You A Custom, Profitable, And Fully Automated Client Acquisition System That Is Guaranteed To Perform Or You Don't Pay.

SCALE MY BUSINESS

DOWNLOAD EXPLAINER PDF

Traffic & Engagement

Total visits

Jan 2024 - Mar 2024

Worldwide

144,097

123.01%

from last month

Device distribution

Jan 2024 - Mar 2024

Worldwide

Desktop45.51%

Mobile Web54.49%

Global rank

#820,384

Country rank

[United States](#)

#1,005,974

Industry rank

[.../Graphics_Multimedia_and_Web_Design](#)

#5,573

Engagement overview

Jan 2024 - Mar 2024

Worldwide

All Traffic

Monthly visits

48,032

Monthly Unique Visitors

N/A

Deduplicated audience

BETA

UPGRADE

Visit Duration

00:01:36

Pages / Visit

1.88

Bounce Rate

78.76%

[See trends over time](#)

Visits over time

Jan 2024 - Mar 2024

Worldwide

All traffic

DWM

scalingwithsystems.com

144,097

vs.

adbraze.com

29,502

loom.com

54.43M

canva.com

1.613B

skillupwithshamim.com

27,982

Compare 5 sites

Jan 24Feb 24Mar 2420,00030,00040,00050,00060,00070,00080,000

See traffic over time

Geography

Top Countries

Jan 2024 - Mar 2024

All traffic

Country

Russia

Morocco

United States

United Kingdom

United Arab Emirates

Traffic Share

21.31%

11.62%

9.31%

7.11%

6.13%

Change

99.30%

80.87%

24.20%

36.98%

[See more countries](#)

Marketing Channels

Channels overview

Jan 2024 - Mar 2024

Worldwide

All traffic

Direct

Email

Referrals

Social

Organic search

Paid search

Display ads

0%

25%

50%

75%

55.33%

1.93%

4.15%

5.02%

33.43%

0.01%

0.14%

[See full overview](#)

Organic Search

Organic search makes up 30.53% of website traffic

Branded vs. non-branded

Jan 2024 - Mar 2024

Worldwide

Desktop



[See search overview](#)

Top organic search terms

Jan 2024 - Mar 2024

Worldwide

Desktop

scaling with systemsAds

scalingwithsystemsAds

ravi abuvalaAds

scaling with systems raviAds

scailing with systemsAds

37.48%

7.94%

5.08%

3.35%

2.00%

70.44%

14.40%

65.03%

-

99.40%

See more search terms

Paid Search

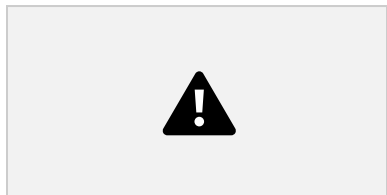
Paid search makes up <1% of website traffic

Top search ads

Mar 2024

Worldwide

Desktop



No data available

Top paid search terms

Jan 2024 - Mar 2024

Worldwide

Desktop

grid.upgradeAds

100%

-

[See more search terms](#)

Referrals

Referrals makes up 3.95% of website traffic

Top referring websites

Jan 2024 - Mar 2024

Worldwide

Desktop

Domain



scalingwsystems.com



gamma.app



trustpilot.com



getwsodo.com



bestblackhatforum.com

Share

71.59%

12.46%

9.86%

4.45%

1.34%

Change

30.79%

100.00%

100.00%

-

100.00%

[See more referrals](#)

Top referring industries

Jan 2024 - Mar 2024

Worldwide

Desktop

Website Categories

[Online Marketing](#)

[Computers Electronics and Technology - Other](#)

[Finance - Other](#)

[File Sharing and Hosting](#)

Traffic Share

71.59%

13.80%

9.86%

4.76%

[See more referring industries](#)

Outgoing Traffic

Top link destinations

Jan 2024 - Mar 2024

Worldwide

Desktop

Domain



youtube.com



docs.google.com



canva.com



scalingwsystems.com



form.jotform.com

Share

27.84%

24.94%

8.12%

5.02%

4.57%

Change

94.68%

929.18%

-

11.54%

-

[See more outgoing links](#)

Outgoing Ads

Top ad destinations

Jan 2024 - Mar 2024

Worldwide

Desktop

No results

Try a different website, date range or country

Social

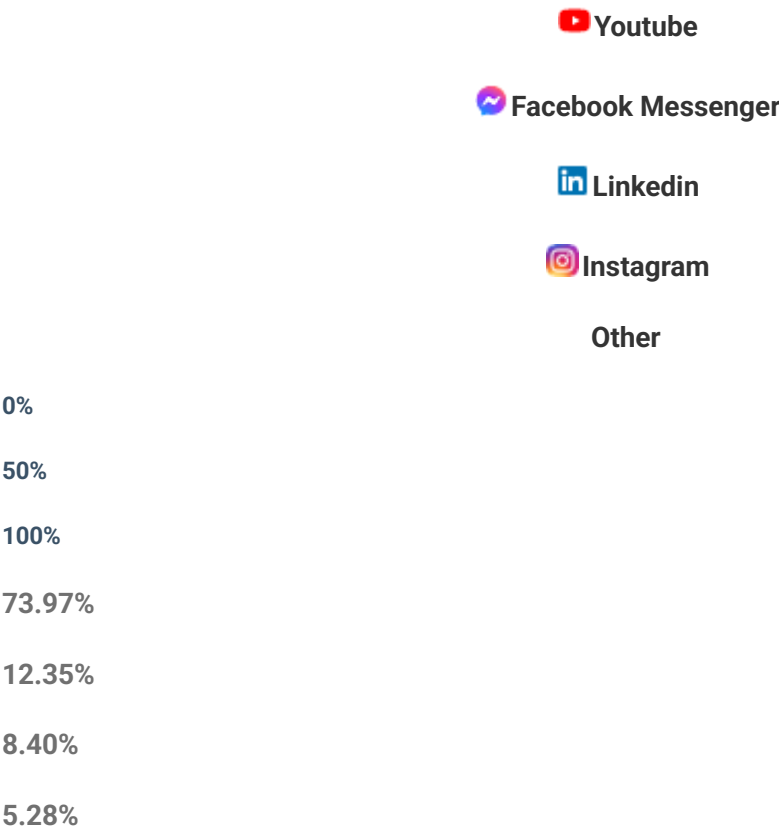
Social makes up 5.12% of website traffic

Social traffic

Jan 2024 - Mar 2024

Worldwide

Desktop



0.00%

[See full overview](#)

Display Advertising

Display ads makes up <1% of website traffic

Display ad network

Jan 2024 - Mar 2024

Worldwide

Desktop

Unidentified Networks

100%

[See more ad networks](#)