

STRIVE FOR THE IDEAL

1. Define Objective

- a. What is the goal?
 - i. Make my client 3333 USD, earning me 1000 USD with my 30% rev share deal.
- b. How will I know I've achieved it?
 - i. Metric of money.
- c. When is my deadline?
 - i. September 25, 2024 (45 days from TODAY)

For me to make my client 3333 USD by the end of next month, I will have to sell 230 of her products, assuming that they are each about 14.50 USD.

Assuming the AOV of each order will be 36.32 USD (200 BRL), this means I will need to get 92 orders in.

92 orders of R\$200.

For that to happen, what MUST happen?

Well we must have enough products in our ecom shop for this. We don't have enough products currently because we are ordering small amounts of products to test product/market fit.

This time I believe we will find the match as we are ordering products similar to what our clients wore in the past from our brand.

Now, we must go through this phase where the people actually like the products. Then, when we find the products that have the right product/market fit with our audience, then we run the ads.

Then we invest in much more inventory.

Then we scale.

Let's work backwards.

92 orders of R\$200 ← enough products in stock that people want ← find the product/market fit by ordering new products to see if audience buys ← order new products

Another part:

We need max attention to show the world the wonderful products we have ← scale paid ads ← find the winning ad to scale ← ensure ad/website fit (this was a huge failure of ours in the past) ← reiterate copy and creatives to find best ad ← measure results ← run ads to test ← find the copy and creatives that resonates best w/ target market ← go through Run Ads, Make Money course

Drive sales by monetizing the attention we're getting through IG ← HARD SELL the audience we just nurtured and show all of our products, combined with a new collection launch (in time for a special holiday?) ← nurture the audience we just gained from this compressed viral content sequence ← grow social media organically ← devise content plan that will maximize IG attention as soon as possible ← find and replicate content that is going viral in our niche ← research top players content strategy

TASKS TO GET THERE

2. STEP 1: Product/Market Fit so that the products we put up on our site are going to sell and be in demand by our target market
 - i. Complete research phase where you identify the issue in client's business with meeting the demand of your customers
 - ii. After this phase, have identified where the product/market fit occurred (it was in the products we were offering)
 - iii. Brainstorm different ways to "correct" this product market fit in a MVP
 - iv. Release a new mini-campaign to confirm hypothesis of what you think is causing the product/market fit
 1. Order new products w/ new design that you think will work (based on research phase)
 - v. Prepare promotion
 1. IG Promotion Sequence Posts
 2. Whatsapp Promotion Sequence Messages (they will get early access b/c they are the core people we want to satisfy)

3. Email List Promotion Sequence Emails

- vi. Film raw content to plug into all of the sequences
- vii. Edit raw content to plug into all of the sequences
- viii. Send over the sequences over to client to review before launching them
- ix. Launch mini-sequence and measure results - see if sales come in better than normal because of the one variable: design change
- x. Complete mini-campaign, take the data, and assuming that you found the right product/market fit, that the audience loved the new designs, use this to plan a bigger and better campaign with similar designs and more products

b. STEP 2 - Find the winning ad that we can run while it automatically drives purchases in the background

- i. MAJOR REQUIREMENT: make an ad in which there is no disconnect between what it offers and the website itself
- ii. Study Andrew Bass' ad strategy in "Run ads, make money" course
- iii. Get in a call with Karina
 - 1. Explain the ad strategy and why it's different from what we used before
 - 2. Determine a way to get the most effective data from the testing strategy without surpassing her budget
- iv. Using GPT, come up with "x" variations of each different element of the ad we need to test, such as:
 - 1. Body copy
 - 2. Headline
 - 3. CTA
 - 4. Creative
- v. Have the ad strategy reviewed in AIKIDO CHANNEL before running them live
- vi. Apply feedback from Aikido Channel
- vii. Get familiar with how you are going to run the ads - kill all the unknowns, such as how to set a rule to make the ads stop at 400 impressions
- viii. Run ads live
- ix. After enough data has been received, find the winning element of each ad, and put it all together into one single, winning ad.

- x. Make sure that the ads are a similar vibe to and are wearing the same products as all the ones in the website
 - 1. I.e., don't wear minimalistic products
 - 2. Don't use younger models
 - 3. Don't have the sun shining
- c. STEP 3 - Gain 300 new IG followers followed by sales by launching a 30 day post sequence → Virality → Nurture audience → hard sell
 - i. Present month's content idea to Karina and get her confirmation
 - ii. VIRALITY PHASE (consider collaborating with Bia Franklin)
 - 1. Research - model top players and find 5 successful, viral video types in your niche
 - 2. Using those 5 viral videos as inspiration, come up with 21 different video scripts and variations using GPT (to post, 3 times a week for 7 days)
 - 3. Share the 21 video scripts and variations to Karina and ask if she wants to change any
 - 4. Get Karina's confirmation that she can record them, with the help of other people like Glauco, Luana, or Isabella
 - 5. Receive the raw content from Karina, and edit all of the 21 videos
 - 6. Upload them all to IG, saving them as drafts
 - 7. Post at best time (take a look at IG insights to find this)
 - a. Usually after meals
 - iii. NURTURE PHASE
 - 1. Research - model top players and find 5 successful video ideas for how to:
 - a. Deliver tips to audience (educate)
 - b. How to portray authority to them
 - 2. Using those 5 videos as inspiration, come up with 21 different video scripts and variations using GPT (to post, 3 times a week for 7 days)
 - 3. Share the 21 video scripts and variations to Karina and ask if she wants to change any
 - 4. Get Karina's confirmation that she can record them, with the help of other people like Glauco, Luana, or Isabella

5. Receive the raw content from Karina, and edit all of the 21 videos
6. Upload them all to IG, saving them as drafts
7. Post at best time

iv. **HARD SELL PHASE**

1. Find 5 successful post ideas for how to hard sell to existing IG audience to have as many conversions as possible
2. Ask Karina to produce raw material for me to post these hard sales with
3. Edit the raw content she sends over
4. Create a mini-content planner for these hard sell posts - identify when you will post them and how often (UNKNOWN)
5. Write out the captions for each hard sale post using GPT, and then refine it by yourself
6. Upload them all to IG, saving them as drafts
7. Post at best time

ADDITIONAL INFORMATION

3. What Assumptions or Unknowns do I face?
 - a. What audience to choose for Prof. Andrew's Ad Testing Strategy based on our past ad results
 - b. What ad creative is going to be the most successful - if we're going to have to make several other variations (yes, probably should)
 - c. If the pixel isn't going to glitch this time and gather the correct measurements
 - d. How to make sure that we get higher profit margins so that we do get sales through ads, we are actually making real money
 - i. Subscription based plan?
 - ii. Bundle?
 - e. What alteration I'm going to make to Prof. Andrew's ad strategy to satisfy my client's lower budget.
 - f. Am not certain if the product/market fit will be totally satisfied with the new types of products we bought (bolder ones, similar design to what past customers were wearing)
 - g. If Karina will be willing to produce so much raw content for me
 - h. The length and frequency in which I should post the hard sale posts

- i. If I should ONLY post the viral/nurture posts 3 times a day, 7 times and not mix in any other content
- 4. What are the biggest challenges/problems I have to overcome?
 - a. Convincing Karina to produce all of the raw content we're going to need
 - with the 1 month of hardcore posting 3x / day, might have to compromise on the volume.
 - b. Finding the winning ad due to a limited budget
 - c. Finding the winning ad due to a lack of models/variations in ad creative
 - d. How often and much I should post in this 1 month of hardcore posting phase.
- 5. What resources do I have?
 - Mom (in target market)
 - Dad
 - Gilho
 - Friends for fresh eyes
 - TRW students/chats
 - TRW Gs (leo, ludvig, peter b)
 - TRW experts
 - TRW Aikido Channel
 - TRW LIVE CALLS
 - AGOGE
 - COPY DOMINATION
 - Some pocket money to invest back into the business to help Karina run ads