

Currently working with a client in the make money online niche.

She is one of those digital marketing women who are selling people “make thousands of dollars a day and start working 3 hours a day and quit your 9-5...”

She has different kinds of products, like some IG basics for beginners, some resold marketing courses...

The deal we have is to get her to 50 clicks on the link in her bio. The payout is 50€.

She's getting below 5/day right now.

She averages 100 views on her reels.

She bought 5k followers.

She is bad at getting attention and slightly better at monetizing it (has a lead magnet, low, mid, and high ticket product)

Did lots of analysis on top players and started creating some reel scripts for her based on what's working in the niche.

Some examples of what type of content is working:

<https://docs.google.com/document/d/1lrsL9LCbZFDbYJ1Ifg1kwuFkdYGRqVH0ACLvlyuyjE/edit?usp=sharing>

I followed the SM Campus's Instagram Mastery checklist - made her some better bios, usernames, aesthetic recommendations...

But I notice that every top player is showcasing their dream state - traveling, luxury restaurants, expensive shopping, and stuff like that and promising that they'll start earning massive amounts of money fast.

But obviously, my client isn't there yet and she didn't even make her first sale.

So now I'm questioning myself, should I go the “fake it till' you make it” route?

In short

Goal: Get her to 50 clicks on her link

Roadblock: She isn't getting enough attention and is creating mid, chatgpt copy for her posts

Solution: Recreate the content that works in the niche + quality copy that makes them click the link

Question: Should I “fake it till' I make it” or try finding ways around that by creating some non-fake content?