

Assignment

1 My ideal self is going to achieve \$5,000 to \$10,000 a month in the next 3 to 6 months

2 cause & effect chains

- in order for me to generate 5-10k/mo
- I need results that lead up \$50,000 - \$100,000 in value.

- In order to get those results, I need to have my copy outcompete or be just as good as my client's competitors

- In order to provide **TOP** level copy, I need more volume with writing copy and more volume from analyzing top players.

3

current unknowns

- How is the whole affiliate structure is laid out for my client?
- What email software platform my client has?
- Has my client tried hiring a marketer in the past? How did it work out?
- What my client's vision is looking like for the year of 2024

current assumptions

- my client is focused on the affiliate program over upselling to his current customers with his SAAS agency
- That my client is ready to take on a lot of new customers
- That my client's funnel isn't performing as well as it could be.

CAUSE AND EFFECT

How I'll make \$10,000 a month with a VSL Funnel

my headlines need to connect to the reader
and they need to flow with copy beneath it

This means my structure of the funnel and VSL
must be aligned

That means certain structural words must be
implemented correctly to flow better.

- But I also need to be compelling
- I need strong **WIIFM** reasons as people watch/listen and scroll down the funnel

in order to do that
I need remove the
offers and
intrigue with
WIIFM first

I need to stop
repeating headlines
over and over
again. It distracts
from the copy

I need to remove
my vagueness and
develop scarcity.

I need my copy to stop being boring and unbelievable
I need to identify why that is by looking at
my sentence structure.
I am using some words like "FREE" too much

After, my
copy will be
more clean,
intriguing, and better

I will leverage all this
knowledge to create a
fantastic funnel that
generate **BIG RESULTS**
for my client

I will hyper accelerate my growth
by taking advantage of Copy Alkido
and experienced review.

BIG RESULTS lead to big payouts
and a happy client

I will upsell my happy client
with a strong compell email
campaign to get him more
business and land a retainer

generate ...
for my client

BIG RESULTS lead to big payouts
and a happy client

continued big results leads my
client to refer me to
other big clients

I will upsell my happy client
with a strong compell email
campaign to get him more
business and land a retainer
deal with him