

NEW 1K, 5 DAYS SPRINT CHALLENGE

STEP 1 - DEFINE SUCCESS

- I want to close 2 x \$500 USD in deals by Sep 23 2024. To do that, I will need to close 1 deal for 2k total - 1k upfront, 2k after.

STEP 2 - DEFINE PROCESS

- Create offer
- Find leads
- Call leads
- Book calls
- Close discovery projects

STEP 3 - CREATE OFFER

1. Here are the results I've provided them so far:

a. - Booked 10 new adults for their intro class

- b. - Got them a Meta ad that's performing at 1.31% CTR, \$0.73 CPC
- c. - Got them a landing page that's converting at 6%
- d. - Cost per lead to run winning ad and landing page is \$20
- e. - Targeting men who are their ideal customers who would benefit the most out of their training
- f. - Targeting aa 20 mile radius of the academy
- g. - 4 out of the 10 adults who booked came into the gym
- h. - 1 didnt show/missed their appointment
- i. - I have also set up their automated follow ups and since then, not one adult who booked didnt show up.

j. \$480 generated in sales

2. *Define Success*

- a. **We're aiming to book 10 new adults for your class. We usually get 1 member booked and generate \$480 within the first 30 days (workshop this part)**

3. *Define Process*

- a. Winning Meta ad
 - i. Get client to add me on as advertiser to their Facebook/Meta Business Suite (find out how)
 - ii. Perform market research (adapt market research for Christianne to match the client's avatar)
 - iii. Draft hooks (5)
 - iv. Draft body texts (5)
 - v. Draft creatives (5)
 - 1. Use the media client adds to Google Drive folder
 - vi. Create a new traffic-based campaign
 - vii. Set up targeting and placement
 - 1. **Targeting:** Target men only, within a 20 mile radius of the martial arts gym
 - 2. **Placement:** Stories + Feed
 - viii. Test hooks
 - ix. Test creatives (with winning hook)
 - x. Test body texts
 - xi. Create a new lead-based campaign
 - xii. Set up targeting and placement (same as from traffic-based)
 - xiii. Run winning ad until the homepage gets 100 views (get login to website builder to check this)
 - xiv. Measure results, upsell on new landing page if needed or run as is until the objective is reached (make sure Mouseflow is installed)

4. *Risks/Costs*

- a. \$60 in ad cost
- b. A couple scheduled one-on-one calls to go over market research, the ads and to go over the end results.
- c. Back and forth over text

5. *Benefits*

- a. More adults coming in = more members = more money
- b. Done for you
- c. Could charge more eventually
- d. Targeting their ideal customer (will get the most out of their service)
- e.

STEP 4 - FIND LEADS

- Will be targeting the martial arts gym niche all over the US

- Find 600 leads

STEP 5 - CALL LEADS

STEP 6 - BOOK CALLS

STEP 7 - CLOSE DISCOVERY PROJECTS