# Invitation To Join Fast Forward Mastermind & Nothing Held Back Pro

It's an 8-minute read and a 2-minute decision.

I'm going to describe what each one is, what it's about and then you can decide which one you want to join.

Fast Forward (FF) Mastermind and Nothing Held Back (NHB) Pro are designed to give you skills that most other business owners profit off you NOT having so that you always have a choice on how you can run and grow your business without being dependent upon other people's advice and skills to make money... you won't need their advice, you'll have a choice to take their advice only if you want to take it not because you have to take it.

I spent 20 years in this game, and accumulated a lot of wins, scars, and battles through building 300Pro offers and having done just about everything in the game.

About a year and a half ago I started Nothing Held Back because I felt at the time there was no true purest digital marketing community in the game that was good.

I'm proud to say that we've accomplished that goal and we have 9,700 of the best of the best in there.

Then, I started sharing what I know about advertising, marketing and sales and I started to get people asking me to offer something more.

So I launched the Fast Forward Mastermind.

I didn't post about it, promote it, push it or ask anyone to join.

Yet we had 207 of the world's top digital marketers, copywriters, offer owners, agency owners, supplement brand owners, consultants and freelancers join.

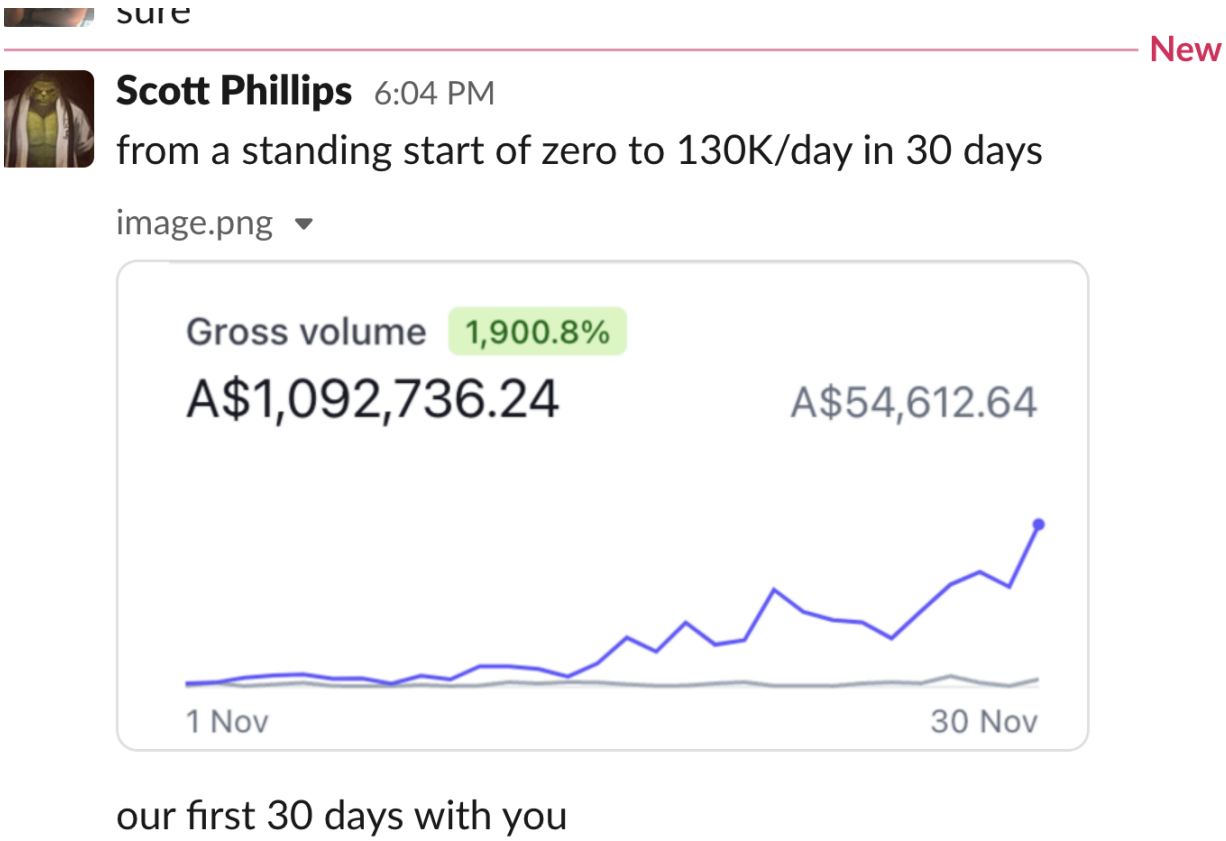
They represent every market and niche you can imagine from supplements, to finance, to dog training, to survival, to health offers, to sports offers, to real estate, etc...

In those two months, we've accelerated their level of skill and success 5-10 years...

- We had copywriters become offer owners and CMO's (super proud of that)
- We had CRO/CMOs take their client's projects and hit 9x ROAS on them (yes even after the notorious iOS update).
- We had offer owners go from $100k to $1 million / month.
- We had people have their first $10,000 day

- We had guys double their business
- We had guys get 50% equity in companies and offer as CMOs
- We had guys go from copywriters / consultants to publish where they publish other experts and own several offers at once

Here are some wins from the #wins channel in our Discord:



Mini Update With one of my consulting clients - Stone cold offer and audience - Zero optimization and already at $500 a day 1:1 roas on FB with super basic targeting. (edited)

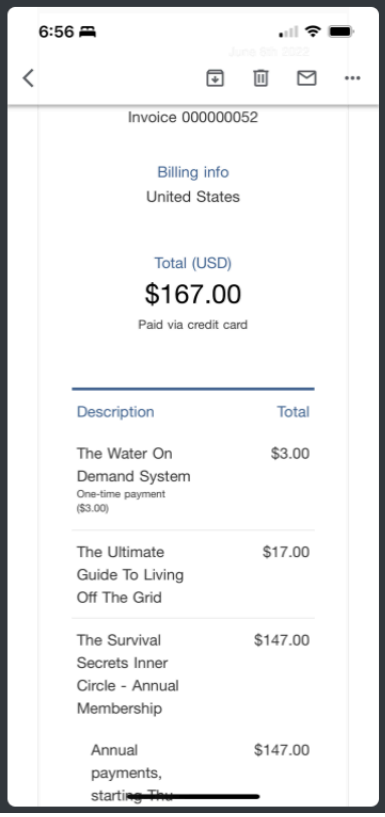
Missed the first part of yesterday's call... because I was busy closing my first CRO client. Actually it's a pre-launch website review but close enough.

Best of all it's with a client whose clients are my TA (funded SaaS startups) and we're going to talk about a 5-10k/mo project with one of those clients next week.🥳

Meaning it's time to watch that call recording!

Just closed my first publishing deal. 100% in front end, 50/50 on the backend monthly membership

Launched my survival membership today - and got my first annual sale. So super pumped about that!



6:56

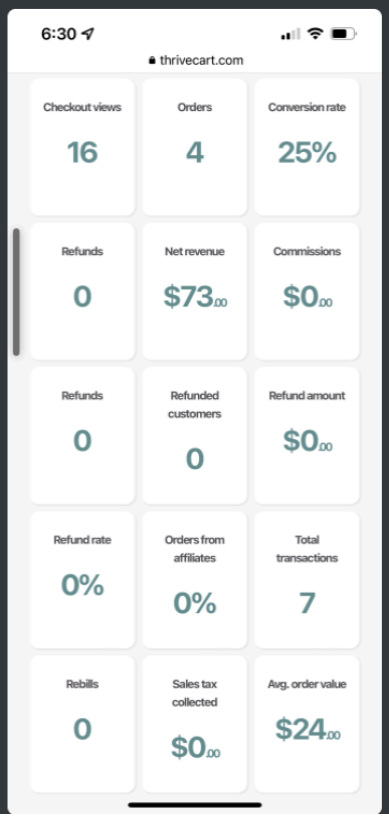
Invoice 000000052

Billing info
United States

Total (USD)
$167.00
Paid via credit card

| Description | Total |
|---|---|
| The Water On Demand System<br>One-time payment ($3.00) | $3.00 |
| The Ultimate Guide To Living Off The Grid | $17.00 |
| The Survival Secrets Inner Circle - Annual Membership | $147.00 |
| Annual payments, starting Thu [redacted] | $147.00 |

Really hoping this win isn't pre-mature, but I think I might have FINALLY cracked the code on the upsells and bumps on this funnel. And the conversion rate is great too! From cold traffic hitting the sales page it's converting about 10% right now (this is order form stats).



@everyone just wanted to give you an update on the massive win I already scored last week.

The 20k/month CMO deal.

So I just had a 60-min discovery call with this amazing, brilliant, emotionally matured client.

And after talking to me, the client told me he wants to work with me for months and years to come. He instantly felt that I am the kind of guy he was looking for a long time.

We now both want to build a $100 million business for him where I will take care of all their marketing aspects from the beginning.

Of course, it's a big ambitious goal and may take 5 years to accomplish that but that's the point.

Think big, act small, the way Alen teaches us.

And I know I can help this client become a 9-figure business.

Because @Alen Sultanic is with me. @Kevin Sheerin is with me.

And you all are with me in this exciting journey. I have never ever felt this excited in my life working with a client like this...

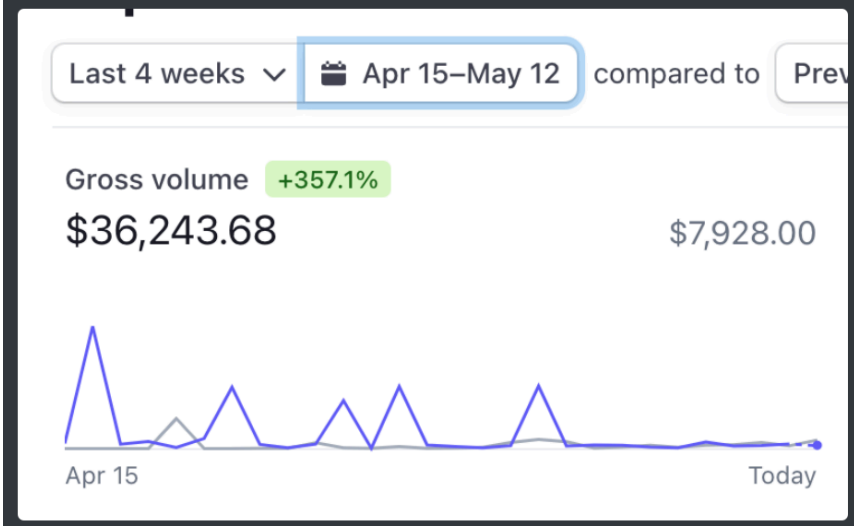
Let's fucking crush it!!! (edited)

Do you see that 357% increase in sales in the last 30 days? That's only because of the @Alen Sultanic. This is mostly from our low ticket offer.

It's been little more than a month that I've been here in FF and I've achieved 300% increase in our low ticket offer revenue and bringing people into the backend.

Also this is just in Stripe.... We get more than half of our sales in Paypal. You can do the math.

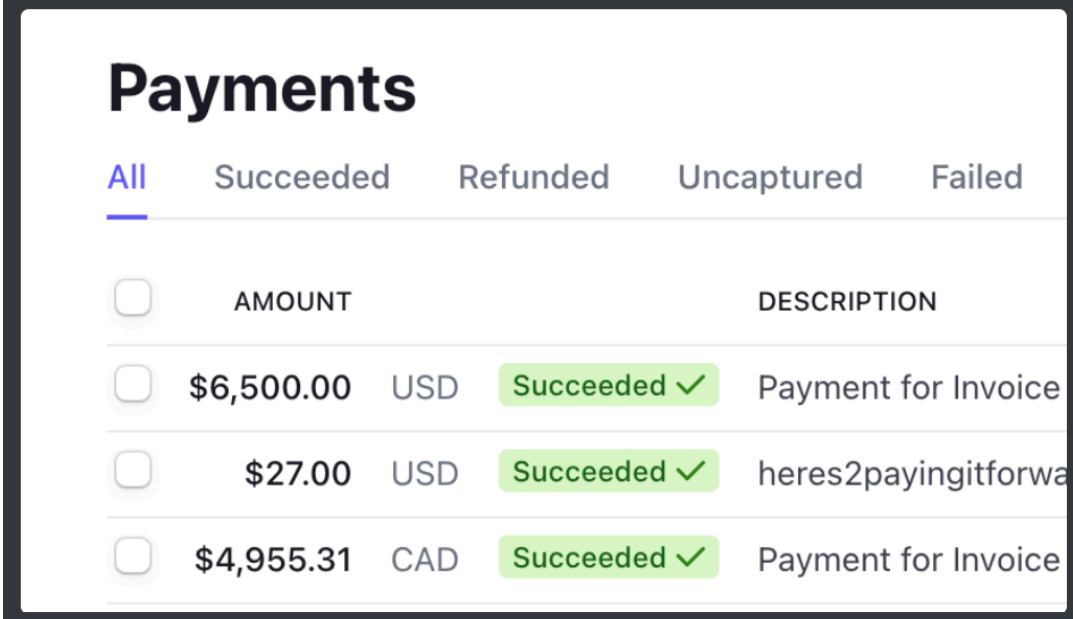
I feel really good just for the clarity and confidence I've gotten by being in this group. Thanks everyone for helping me. : ). (edited)



$10K day today hehe... Again 💪

Thanks to @Alen Sultanic for $6500 to $8200 price point. I was charging $5K but when Alen said you can charge $6500 and it won't affect the conversion rate. So I did. And this guy closed. $4900 is another client that I charged $5K for.

This is from our low ticket offer that we sell for $27. Everyone should have one haha...



Payments

All | Succeeded | Refunded | Uncaptured | Failed

| AMOUNT | | | DESCRIPTION |
|---|---|---|---|
| $6,500.00 | USD | Succeeded ✓ | Payment for Invoice |
| $27.00 | USD | Succeeded ✓ | heres2payingitforwa |
| $4,955.31 | CAD | Succeeded ✓ | Payment for Invoice |

[redacted] 05/17/2022

I know haha... I never had 10k days before haha... I think it's the osmosis being on this group. Crazy.

**ROAS 2.68**

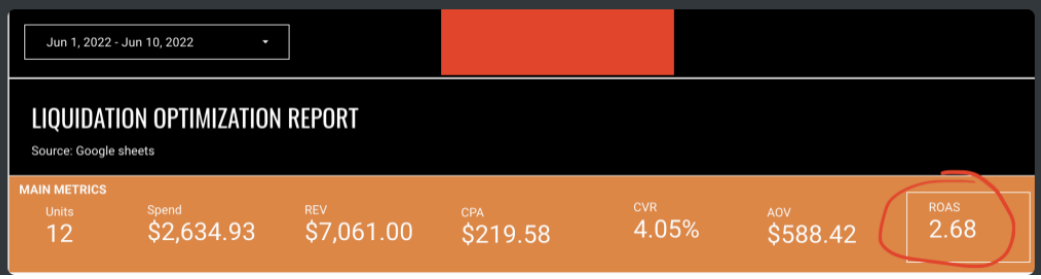
I am not there yet for the title but I know i am a runner up haha...

This is our "**Brand New publishing deal"**... The stats above is for so far this month's.

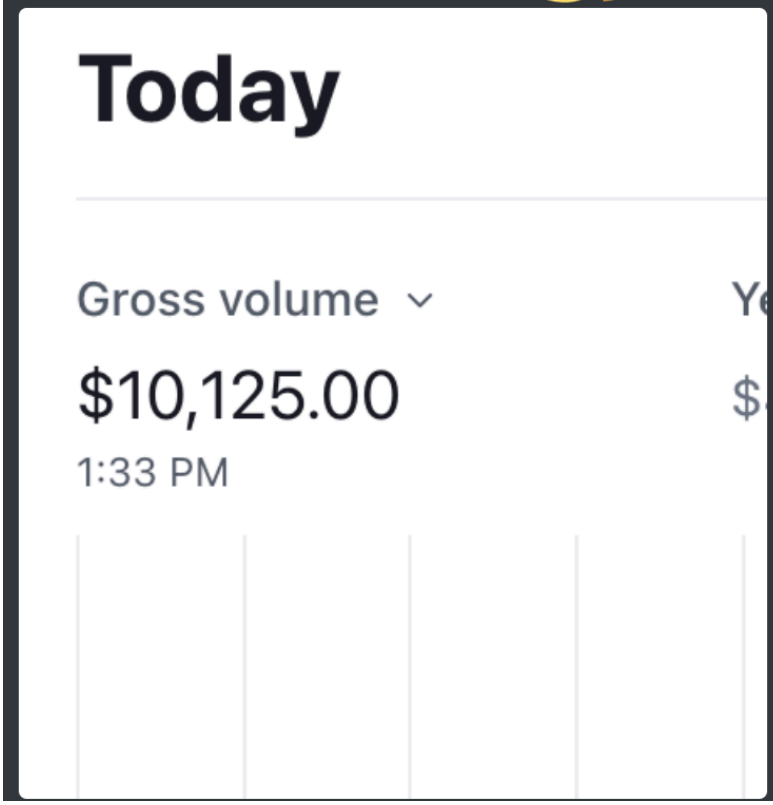
*This is 100% cold traffic... No upsell and no high ticket...*

We just wanted to test out the offer and I have to say the offer works!

Now it's time to scale with Upsells and high ticket which will be live in 2 weeks. (edited)



Just closed my 20K deal... Building low ticket offer... 10K now and 10K second month... This is my first 20K deal 🤩 .... I would have never done this deal if this group was not here... I would say you guys leveled me up... We always did 5K deal and this time we 4X'd the investment.... Let's GOOOO 💪🚀 (edited)

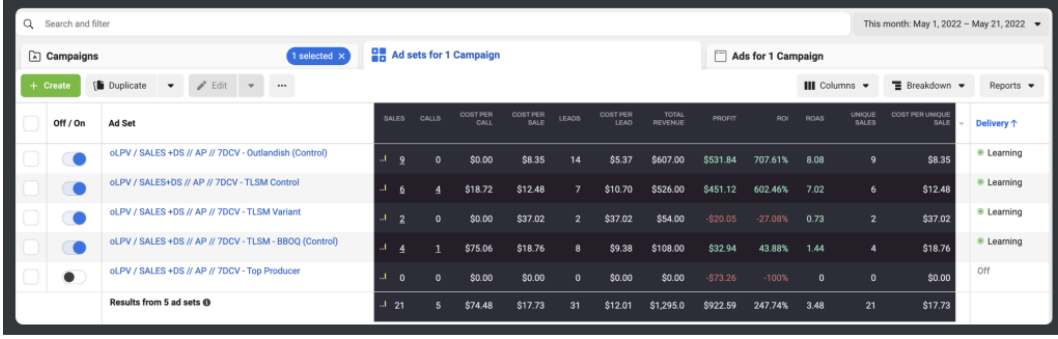


Update on that new FE offer that I just launched...

Set up the conversion campaigns and we're already getting 3x+ to Cold traffic so far, and booked calls for $75 😎

Gonna hit about 15-20 sales a day right now with $300/day spend.

Will be easy to scale. Stay tuned!



Search and filter

This month: May 1, 2022 – May 21, 2022

Campaigns | 1 selected | Ad sets for 1 Campaign | Ads for 1 Campaign

Create | Duplicate | Edit | ... | Columns | Breakdown | Reports

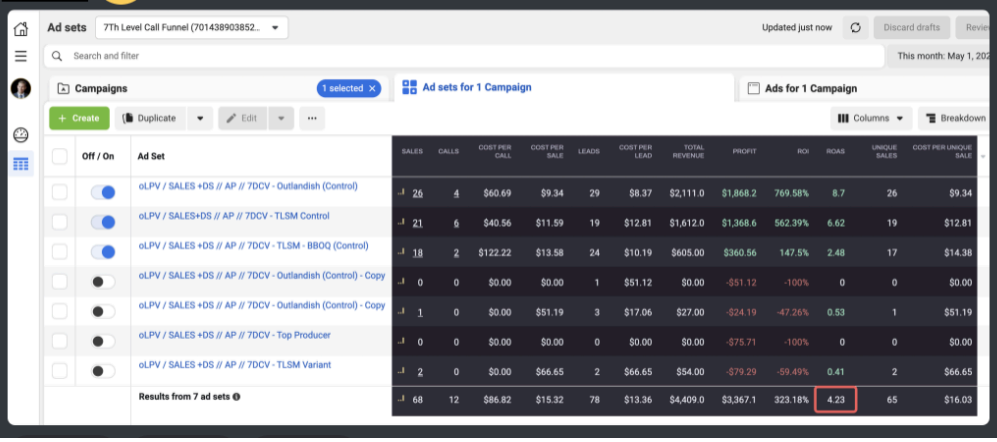
| Off / On | Ad Set | SALES | CALLS | COST PER CALL | COST PER SALE | LEADS | COST PER LEAD | TOTAL REVENUE | PROFIT | ROI | ROAS | UNIQUE SALES | COST PER UNIQUE SALE | Delivery |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| On | oLPV / SALES +DS // AP // 7DCV - Outlandish (Control) | 9 | 0 | $0.00 | $8.35 | 14 | $5.37 | $607.00 | $531.84 | 707.61% | 8.08 | 9 | $8.35 | Learning |
| On | oLPV / SALES+DS // AP // 7DCV - TLSM Control | 6 | 4 | $18.72 | $12.48 | 7 | $10.70 | $526.00 | $451.12 | 602.46% | 7.02 | 6 | $12.48 | Learning |
| On | oLPV / SALES +DS // AP // 7DCV - TLSM Variant | 2 | 0 | $0.00 | $37.02 | 2 | $37.02 | $54.00 | -$20.05 | -27.08% | 0.73 | 2 | $37.02 | Learning |
| On | oLPV / SALES +DS // AP // 7DCV - TLSM - BBOQ (Control) | 4 | 1 | $75.06 | $18.76 | 8 | $9.38 | $108.00 | $32.94 | 43.88% | 1.44 | 4 | $18.76 | Learning |
| Off | oLPV / SALES +DS // AP // 7DCV - Top Producer | 0 | 0 | $0.00 | $0.00 | 0 | $0.00 | $0.00 | -$73.26 | -100% | 0 | 0 | $0.00 | Off |
| | Results from 5 ad sets | 21 | 5 | $74.48 | $17.73 | 31 | $12.01 | $1,295.0 | $922.59 | 247.74% | 3.48 | 21 | $17.73 | |

Still got some work to do on the OTO1 conversions (hot seat 🔥🪑)...

But just crossed the 4x ROAS mark in preliminary testing / validation phase.

Unclogged the OTO 1 bottleneck to prioritize calls.

Time to optimize [redacted] and then gear up to scale [redacted] 😉

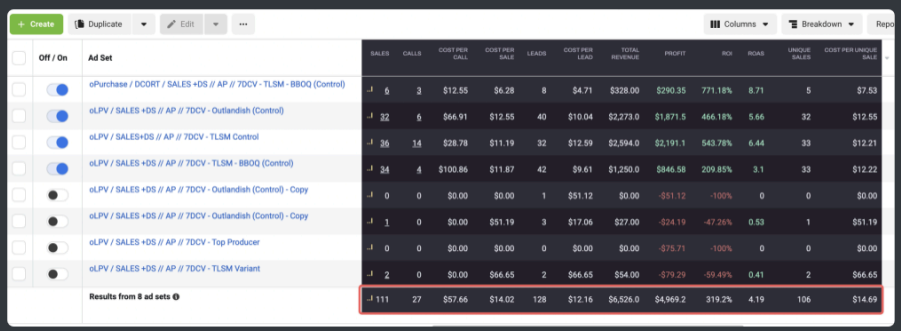



| Off / On | Ad Set | SALES | CALLS | COST PER CALL | COST PER SALE | LEADS | COST PER LEAD | TOTAL REVENUE | PROFIT | ROI | ROAS | UNIQUE SALES | COST PER UNIQUE SALE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| on | oLPV / SALES +DS // AP // 7DCV - Outlandish (Control) | 26 | 4 | $60.69 | $9.34 | 29 | $8.37 | $2,111.0 | $1,868.2 | 769.58% | 8.7 | 26 | $9.34 |
| on | oLPV / SALES+DS // AP // 7DCV - TLSM Control | 21 | 6 | $40.56 | $11.59 | 19 | $12.81 | $1,612.0 | $1,368.6 | 562.39% | 6.62 | 19 | $12.81 |
| on | oLPV / SALES +DS // AP // 7DCV - TLSM - BBOQ (Control) | 18 | 2 | $122.22 | $13.58 | 24 | $10.19 | $605.00 | $360.56 | 147.5% | 2.48 | 17 | $14.38 |
| off | oLPV / SALES +DS // AP // 7DCV - Outlandish (Control) - Copy | 0 | 0 | $0.00 | $0.00 | 1 | $51.12 | $0.00 | -$51.12 | -100% | 0 | 0 | $0.00 |
| off | oLPV / SALES +DS // AP // 7DCV - Outlandish (Control) - Copy | 1 | 0 | $0.00 | $51.19 | 3 | $17.06 | $27.00 | -$24.19 | -47.26% | 0.53 | 1 | $51.19 |
| off | oLPV / SALES +DS // AP // 7DCV - Top Producer | 0 | 0 | $0.00 | $0.00 | 0 | $0.00 | $0.00 | -$75.71 | -100% | 0 | 0 | $0.00 |
| off | oLPV / SALES +DS // AP // 7DCV - TLSM Variant | 2 | 0 | $0.00 | $66.65 | 2 | $66.65 | $54.00 | -$79.29 | -59.49% | 0.41 | 2 | $66.65 |
| | Results from 7 ad sets | 68 | 12 | $86.82 | $15.32 | 78 | $13.36 | $4,409.0 | $3,367.1 | 323.18% | 4.23 | 65 | $16.03 |

Following up on my recent offer that just passed the 100 first sales mark...

=== First 100 Sales / 4x+ ROAS (on front end only) / 27 Calls Booked for $57.66 each ===

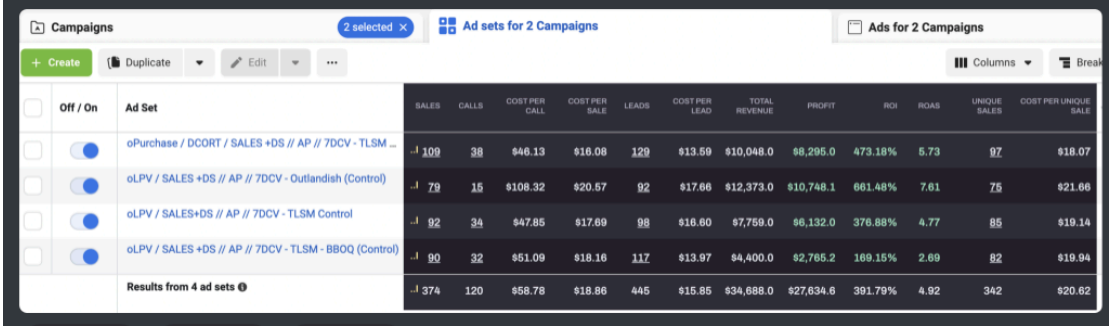
This baby is purring and just need the sales team to deliver a backend and this sucker will start popping up to 9x based on my economics forecasting. (edited)



| Off / On | Ad Set | SALES | CALLS | COST PER CALL | COST PER SALE | LEADS | COST PER LEAD | TOTAL REVENUE | PROFIT | ROI | ROAS | UNIQUE SALES | COST PER UNIQUE SALE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | oPurchase / DCORT / SALES +DS // AP // 7DCV - TLSM - BBOQ (Control) | 6 | 3 | $12.55 | $6.28 | 8 | $4.71 | $328.00 | $290.35 | 771.18% | 8.71 | 5 | $7.53 |
| | oLPV / SALES +DS // AP // 7DCV - Outlandish (Control) | 32 | 6 | $66.91 | $12.55 | 40 | $10.04 | $2,273.0 | $1,871.5 | 466.18% | 5.66 | 32 | $12.55 |
| | oLPV / SALES+DS // AP // 7DCV - TLSM Control | 36 | 14 | $28.78 | $11.19 | 32 | $12.59 | $2,594.0 | $2,191.1 | 543.78% | 6.44 | 33 | $12.21 |
| | oLPV / SALES +DS // AP // 7DCV - TLSM - BBOQ (Control) | 34 | 4 | $100.86 | $11.87 | 42 | $9.61 | $1,250.0 | $846.58 | 209.85% | 3.1 | 33 | $12.22 |
| | oLPV / SALES +DS // AP // 7DCV - Outlandish (Control) - Copy | 0 | 0 | $0.00 | $0.00 | 1 | $51.12 | $0.00 | -$51.12 | -100% | 0 | 0 | $0.00 |
| | oLPV / SALES +DS // AP // 7DCV - Outlandish (Control) - Copy | 1 | 0 | $0.00 | $51.19 | 3 | $17.06 | $27.00 | -$24.19 | -47.26% | 0.53 | 1 | $51.19 |
| | oLPV / SALES +DS // AP // 7DCV - Top Producer | 0 | 0 | $0.00 | $0.00 | 0 | $0.00 | $0.00 | -$75.71 | -100% | 0 | 0 | $0.00 |
| | oLPV / SALES +DS // AP // 7DCV - TLSM Variant | 2 | 0 | $0.00 | $66.65 | 2 | $66.65 | $54.00 | -$79.29 | -59.49% | 0.41 | 2 | $66.65 |
| | Results from 8 ad sets | 111 | 27 | $57.66 | $14.02 | 128 | $12.16 | $6,526.0 | $4,969.2 | 319.2% | 4.19 | 106 | $14.69 |

Hey crew... starting to get some backends coming in and ROAS climbing up to 5x 🔥

Just having an issue with the sales team actually calling and selling these leads.



| Off / On | Ad Set | SALES | CALLS | COST PER CALL | COST PER SALE | LEADS | COST PER LEAD | TOTAL REVENUE | PROFIT | ROI | ROAS | UNIQUE SALES | COST PER UNIQUE SALE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | oPurchase / DCORT / SALES +DS // AP // 7DCV - TLSM ... | 109 | 38 | $46.13 | $16.08 | 129 | $13.59 | $10,048.0 | $8,295.0 | 473.18% | 5.73 | 97 | $18.07 |
| | oLPV / SALES +DS // AP // 7DCV - Outlandish (Control) | 79 | 15 | $108.32 | $20.57 | 92 | $17.66 | $12,373.0 | $10,748.1 | 661.48% | 7.61 | 75 | $21.66 |
| | oLPV / SALES+DS // AP // 7DCV - TLSM Control | 92 | 34 | $47.85 | $17.69 | 98 | $16.60 | $7,759.0 | $6,132.0 | 376.88% | 4.77 | 85 | $19.14 |
| | oLPV / SALES +DS // AP // 7DCV - TLSM - BBOQ (Control) | 90 | 32 | $51.09 | $18.16 | 117 | $13.97 | $4,400.0 | $2,765.2 | 169.15% | 2.69 | 82 | $19.94 |
| | Results from 4 ad sets | 374 | 120 | $58.78 | $18.86 | 445 | $15.85 | $34,688.0 | $27,634.6 | 391.79% | 4.92 | 342 | $20.62 |

Hey @Alen Sultanic and crew... this just came in from the sales team so we're starting to get better traction than I thought on the backend lol...

***After cross-referencing the black book bundle list, it appears we have at LEAST 6 back end sales to date, including one inner circle. 1 inner circle, 2x 3.0, 1 2.0 + coaching, and 2x 2.0 portals. Total contract value on the back end $39,997. Most came through this week***

So far with this data here's the numbers: (edited)

| --- SLO STATS --- | |
|---|---|
| Leads → | 488 |
| CPL → | $14.79 |
| FE Units → | 356 |
| Upsell Units → | 46 |
| Call Booking % → | 33.71% |
| Calls Booked → | 120 |
| Cost Per Call → | $60.16 |
| FE CVR → | 12.20% |
| U1 CVR → | 12.92% |
| Total Ad Spend → | $7,219.54 |
| FE Revenue → | $23,279.00 |
| BE Revenue → | $39,997.00 |
| Total Revenue → | $63,276.00 |
| CPA → | $20.28 |
| FE AOV → | $65.39 |
| FE Profit/Unit → | $45.11 |
| FE ROAS → | 3.22 x |
| Total ROAS → | 8.76 x |
| Ad Liquidation % → | 876.45% |
| Refund Rate → | 0.28% |

🤤 7 ❤️ 1 🔥 2

That's the dirtiest refund rate I've seen so far and the ONE refunded sale is from someone who "accidentally" clicked the OTO1 add order button.

Working on fixing the OTO1 take rate now with some optimizations and VSL adjustments thanks to the Hot Seats

Just launched a new funnel using the AC template and got our first sale for $1.59 🔥 .

And this was on a validation campaign using link clicks... wasn't even expecting a purchase, but a great first sign.

Oh and they also took the order bump. (edited)

| Website purchases | Cost per purchase |
|---|---|
| 1 [2] | $1.59 [2] |

My guru was telling me we had low call volume and low quality.

Discovered today I'm actually getting a 6.8x ROAS on my ads

Since I joined this group and got Alen's help with my client's basketball coaching offer our funnel has gone from 0.9% conversion rate to 4.4% conversation rate. Thanks my man 👊

1- used the What/why angles for my insurance coaching clients. Got their FB lead cost from $35 down to $12.
Had their biggest month yet due to emails, fb group posts and ads ($190K)
And helped them have their biggest webinar (and week) by using stuff from the conflict / loosening beliefs nuggets you've been dropping.

2- Used the what and why angles for an email sequence for Mr lopez...

It's early on...but in just a couple days we've already got 77 low ticket purchases in like 3 days (and we're just waiting for the upsells and backend sales to come in) - usually we only get a quarter of that every week.

3- this is my near mental meltdown.

I used Alen's 10 minute VSL for my amazon coaching clients who are like family to me.

We not only saw cheaper lead cost ($15), cost per booked call ($144) or opt-in rate on the LP was 81% and engagement was like 65% plus. Mind you this is a competitive AF market..

ALOT of it had to do with what/why plus conflicting and the overall VSL structure.

yo guys im really happy about how things are progressing... 1st photo is last week CPA, compare it to yesterday

Last week: Apr 3, 2022 – Apr 9, 2022
Note: Does not include today's data

Ad sets for 1 Campaign | Ads for 1 Campaign

Rules | Columns | Breakdown | Reports

| Results | Reach | Frequency | Cost per result | Budget | Amount spent | Ends | Impressions | CPM (cost per 1,000 impressions) |
|---|---|---|---|---|---|---|---|---|
| 83 [2] Website Purcha... | 149,986 | 1.65 | $117.42 [2] Per Purchase | Using ad set bu... | $9,745.67 | Ongoing | 246,863 | $39.4 |
| 9 [2] Website Purcha... | 22,800 | 1.09 | $88.85 [2] Per Purchase | Using ad set bu... | $799.69 | Ongoing | 24,849 | $32.1 |

Yesterday: Apr 14, 2022

Ad sets for 1 Campaign | Ads for 1 Campaign

Rules | Columns | Breakdown | Reports

| Results | Reach | Frequency | Cost per result | Budget | Amount spent | Ends | Impressions | CPM (cost per 1,000 impressions) |
|---|---|---|---|---|---|---|---|---|
| 17 [2] Website Purcha... | 18,441 | 1.11 | $36.99 [2] Per Purchase | Using ad set bu... | $628.84 | Ongoing | 20,545 | $30.6 |

Excited to share that after a month of paused traffic I implemented 80% of what alen recommended while I waited for inventory

I started traffic again and This weekend I got a ~<$40 cpa
With a $200+ AOV

So I'm pretty profitable on the front end  and good room to scale

The remaining 20% I still have to fix which will be a pretty big driver

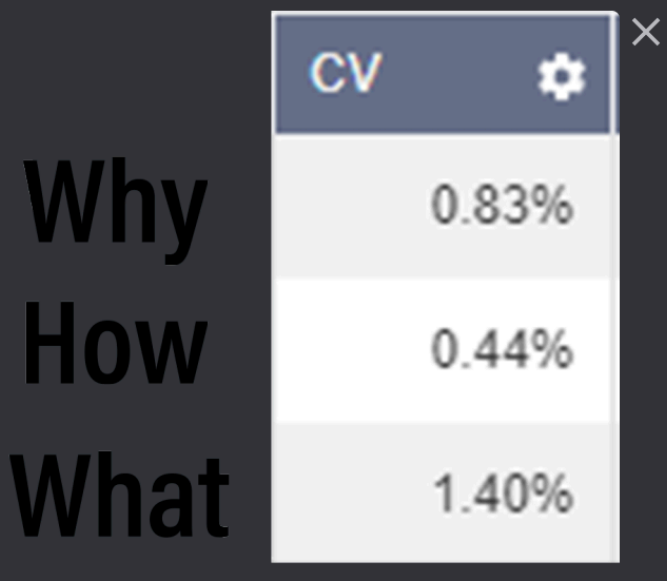
Before I was in the mastermind I was getting $80-120 cpa

after 3 days, im moving away from the "How angle" for my low emotional offer

Thanks @Alen Sultanic

I've been using the How as the base thesis for my marketing. for the past 4 months.. so just by this 1 reframe change

My conversions have doubled on this sample size (edited)



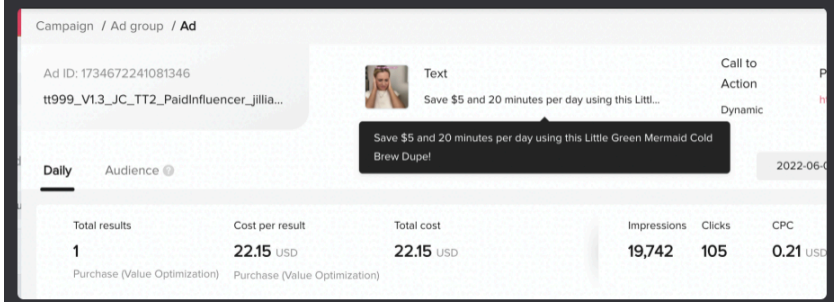
Another Quick Win off of this - @Carolyn Santo gave me some extremely solid advice on expanding angles of value mixed with time saved (since these are high emotional state women on-the-go that would love to save more time/hours to do other "fun" things like dinner with kids, running to meetings, etc).

I implemented her suggestion on the value savings plus time savings and CPAs are looking solid so far at $22 with CPCs at .21c... so we've got a LOT of room to grow here.

All these new angles will definitely help this client scale quick!

Thanks so much again @Carolyn Santo

Love the support and feedback from this group - truly feel like I can build anything. (edited)



Thanks to @Carolyn Santo, @Kai Ravariere, @Samantha Novak, and @Alen Sultanic on the advice for the coffee company.

I launched new [redacted] ads with some new copy focused on [redacted]

CPAs slashed down to $15 on that launch when they were originally around $50-60. CVR is at 14%, when the average across the company on TT is 2% at best - (so that's a 70% decrease in CAC with a 6x increase in CVR)

Tik Tok doesn't allow the use of other brands in comparison with costs so I had to change [redacted] and it's been converting like crazy.

Stats are in the screenshot (this is of today - pretty low spend but it's got a great runway)!

Thanks for the help so far, excited to scale and cash out! (edited)

| On/Off | Name | Cost per Add to ... | Conversions | CPA | CVR | Result | Cost per result | Result |
|---|---|---|---|---|---|---|---|---|
| | [redacted] | 7.74 USD | 2 | 15.48 USD | 14.29% | 2 Purchase (Value Optimization) | 15.48USD Purchase (Value Optimization) | Purchase (Value Optim |

I'm back in love with this thing since I joined up, and it's fun again. Seeing the future more clearly, having dreams again, believing in myself again.

And there are so many opportunities landing on my doorstep daily that it's hard to say no to most of them (but I am!) (edited)

We've collected $29k in the past 24 hours and are on track to close out the whole allocation of 15 places (and $90-100k revenue) in the next few days...

The leads keep pouring in and it looks like we'll even have a waitlist for round 2 in July.

The client is ecstatic, wants to have my babies (I'll politely decline that), and we've just agreed a funnel development deal to build a new front end to feed this high ticket offer and scale it up.

That's worth $30k in fees to me, plus a percentage of the backend gross for up to 6 months after launch...

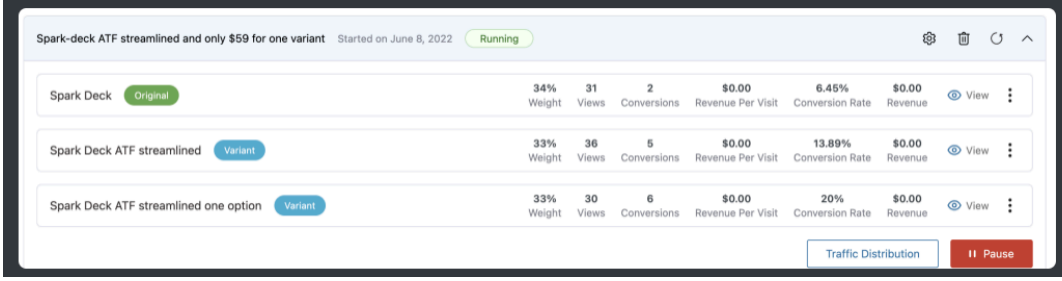
Plus it gives the client a platform to create a second brand for his company. Everyone wins.

It's easily the biggest win of my career so far, and feels like a portent of much bigger things.

And I want to give a huge thank you to @Alen Sultanic for making this possible.

After Tuesday's hotseat call, got a low ticket AC model frontend built and out for traffic in 4 days.

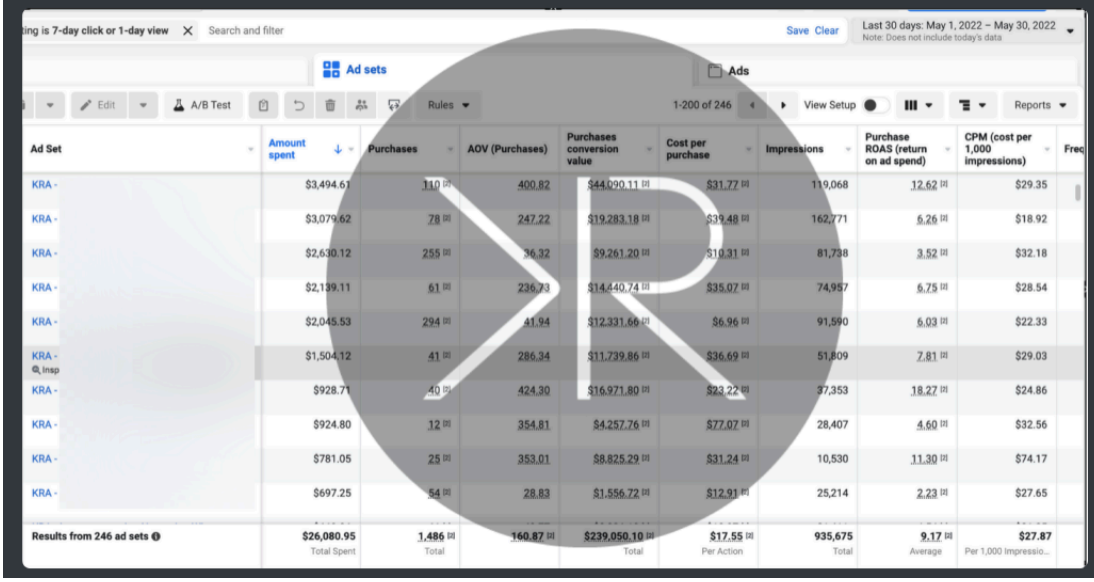
Looking promising!! Testing the front end page and streamlined so people only have to scroll 11% down the page to make a decision. This is for a physical ecommerce relationship product.




Big Shout out to @Alen Sultanic! He practically wrote this high ticket offer for us that is converting at 3.2% to our list.

🤡 <--- this is what I felt like after trying to get it to work for 18 months and he wrote it in 3 hours. lol

eCommerce client's painfully mediocre marketing manager moved the goalpost on us in the second week of the month and let us know that they wanted to aim for 8x ROAS this month - managed expectations by telling them it may be unrealistic (I like to underpromise) and then overdelivered this, by 1) shifting spend to higher AOV products on the front end that we ALSO knew, from the data, were historically positive drivers of LTV and 2) by testing sociological tweaks in messaging; they're selling to audiences who predominately belong to the "worthless" archetype. That's 9.17x ROAS for the month to predominately cold traffic, even as we scaled up spend:




| Ad Set | Amount spent | Purchases | AOV (Purchases) | Purchases conversion value | Cost per purchase | Impressions | Purchase ROAS (return on ad spend) | CPM (cost per 1,000 impressions) | Freq |
|---|---|---|---|---|---|---|---|---|---|
| KRA - | $3,494.61 | 110 [2] | 400.82 | $44,090.11 [2] | $31.77 [2] | 119,068 | 12.62 [2] | $29.35 | |
| KRA - | $3,079.62 | 78 [2] | 247.22 | $19,283.18 [2] | $39.48 [2] | 162,771 | 6.26 [2] | $18.92 | |
| KRA - | $2,630.12 | 255 [2] | 36.32 | $9,261.20 [2] | $10.31 [2] | 81,738 | 3.52 [2] | $32.18 | |
| KRA - | $2,139.11 | 61 [2] | 236.73 | $14,440.74 [2] | $35.07 [2] | 74,957 | 6.75 [2] | $28.54 | |
| KRA - | $2,045.53 | 294 [2] | 41.94 | $12,331.66 [2] | $6.96 [2] | 91,590 | 6.03 [2] | $22.33 | |
| KRA - Insp | $1,504.12 | 41 [2] | 286.34 | $11,739.86 [2] | $36.69 [2] | 51,809 | 7.81 [2] | $29.03 | |
| KRA - | $928.71 | 40 [2] | 424.30 | $16,971.80 [2] | $23.22 [2] | 37,353 | 18.27 [2] | $24.86 | |
| KRA - | $924.80 | 12 [2] | 354.81 | $4,257.76 [2] | $77.07 [2] | 28,407 | 4.60 [2] | $32.56 | |
| KRA - | $781.05 | 25 [2] | 353.01 | $8,825.29 [2] | $31.24 [2] | 10,530 | 11.30 [2] | $74.17 | |
| KRA - | $697.25 | 54 [2] | 28.83 | $1,556.72 [2] | $12.91 [2] | 25,214 | 2.23 [2] | $27.65 | |
| Results from 246 ad sets | $26,080.95 Total Spent | 1,486 [2] Total | 160.87 [2] | $239,050.10 [2] Total | $17.55 [2] Per Action | 935,675 Total | 9.17 [2] Average | $27.87 Per 1,000 Impressio... | |

Yooooo big win! I just officially took on a fractional CMO role for a cold email agency/software developer!

Scale to the moon, or na? 🤪

| Cost per result | Website purchases | Purchase ROAS (return on ad spend) | Website purchase ROAS (return on... |
|---|---|---|---|
| $4.28 [2] Per Purchase | 7 [2] | 8.78 [2] | 8.78 [2] |

Hey y'all! Super excited to share my first NHB FF win with a $14k-$18k+ payout thanks to Alen for the referral, helping iron out the details and courage to  go for it. 🙂

He had referred me to a supplement company for a potential Director of Marketing role last month, which I wasn't the perfect fit for since they're looking for someone full time. I checked back in last week and offered some recruiting services since they still had found the perfect fit but we had already discussed a good strategy for them to implement and I love connecting people through a pretty wide network and.... I just landed the gig at a $14-18k+ recruiting deal! + because if the applicant gets MORE than 100k/year, my payout goes even higher. WOOHOO!

Here's what I offered and our skype chat for reference. I'm over the moon bouncing around like a baboon over here getting paid for something I do naturally, flush out strategy and connect the right people to implement. Pretty excited about this one! Thank you, Alen!! 🙂🙂

[redacted] 5:30 PM

$78,842 - rev generated
$62,910 - cash collected

💯 1

nice job boys! @channel

**Thread** 1 Message ›

There are no recent messages in this thread.

thank you again for planting seeds on equity

we did $78k this week

@Alen Sultanic

[redacted] 3 PM

We hit 200k$ already

Congrats gents

Plus 10k crypto.. 210k$
Plus today's closes

$225k by close of business I'd say

[redacted] 1:16 PM

Good, next

🔥 6

Came in this company's highest month was $120k

$210k as of rn

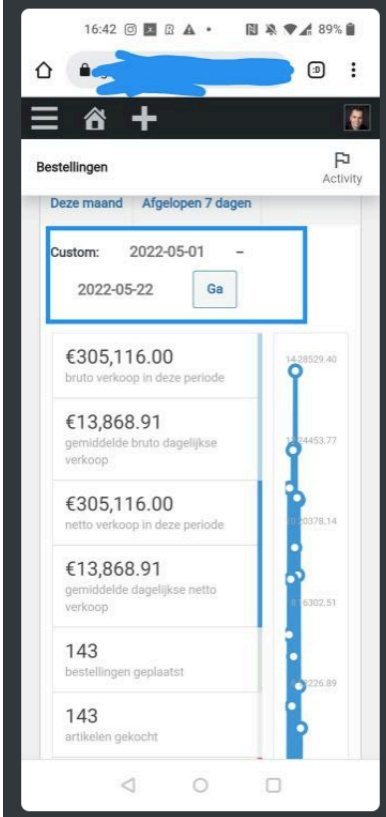
So I just got off a call with a client and had a breakthrough realization...

After making four changes to her offer language and positioning that blew her away and made it so much stronger (& after her commenting on that), I realized that not only have I learned so much from @Alen Sultanic over the past 10 months, but just being a part of such a great community has sharpened my skills, speed and insight better than they've ever been before.

I'm pretty confident in a wide range of skills, but the title of "CMO/CRO"'almost had this "out there" feeling, like it was somehow out of reach. After today, I realize I'm already doing the things those titles require for my current clients, I just didn't know it.

Thank you Alen and everyone in this community. You folks ROCK!! Let's keep up the momentum together 👍👍😄

Dream team in action. @Alen Sultanic inspiring [redacted] and me. This is a day trading offer and I focused on sperate ads for worthless and hopeless.




💪 3 🔥 3

I get paid in performance so this will be a good month:)

[redacted] 05/21/2022

Not from 0. From 200 to 300k

MY FIRST FF WIN - I closed a 15% profit share this week.

After joining @Alen Sultanic live calls, I realized that I am already a CMO.

I just didn't get paid like one.

#win, just busted out a whole salesletter using the AC structure in under 4 hours. IN DA FLOW YO

5:08

5

go far

The kennel is keepig you coope dup

= covid

5:01 PM

Hey mate, I promised you a testimonial for the AC book funnel, do you want to screenshot this message or want me to post it somewhere?

| Website purchase ROAS (return on ad... | Cost per purchase |
|---|---|
| – | – |
| 4.14 [2] | $9.47 [2] |

We went from $300+ apps from a webinar to over 400% ROAS using your book funnel, thanks Alex!

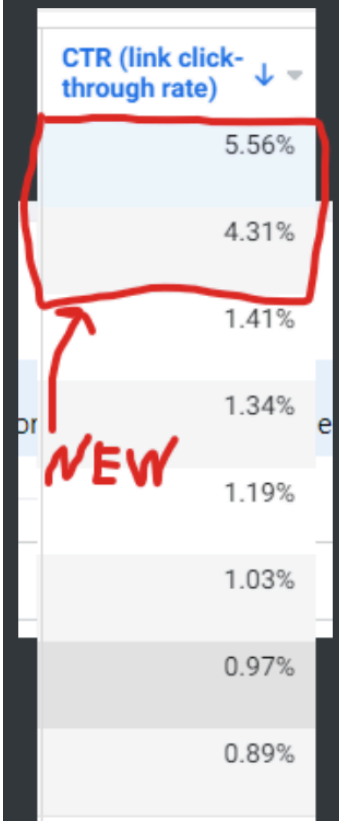
I've been in NHB FF for 31 days, and in the last 24 hours I've:

1) Closed a 5-figure deal.
2) Had a YouTube channel I own cross the 100K subscriber mark (it went from 100 subscribers to 100K in the last 14 days); it's organically cash-flowing now.

Things finally 'unlocked' in the last 24 hours, and I give credit to this group. It's an emotional win for me, especially after such a tough year.

Thanks all. 🙂 (edited)

Just launched the ads for the new angle you gave me on my last hotseat (the 6 foods to avoid that cause allergies) and my CTRs are about 4X higher than they were with the book ad! Thanks Alen!



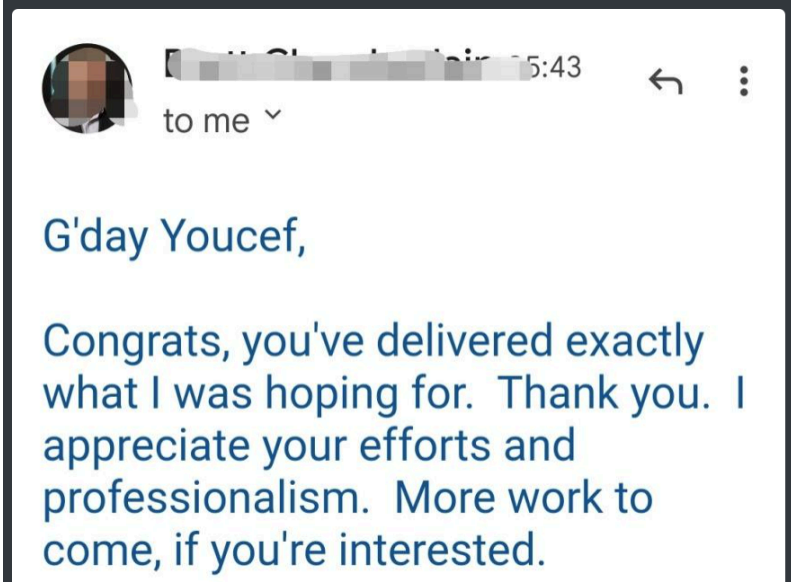
Little win: shipped the project I was working on and that @Alen Sultanic gave me feeback on in the hot seats (sleep apnea offer).

Client is thrilled and wanna hire me for other things. Plus he wanna connect me to 2 media buyers for other projects.

Will keep you posted when the funnel goes live and numbers come in.

Appreciate you brother @Alen Sultanic and everyone in FF.

Back to work.



Tested a new weight loss program and calls coming in steady! Fingers crossed for the client to close these. Now gotta work on OTO 1 & OTO 2 to boost this horrible AOV xD

| Earnings Per Click | Gross Sales | Average Cart Value |
|---|---|---|
| $0.31 | $69.80 | $11.63 |

Filters Starting Jun 1, 2022 Ending Jun 10, 2022

| | Page Views | | Opt-Ins | | Sales | | | Earnings / Pageview | |
|---|---|---|---|---|---|---|---|---|---|
| | All | Uniques | All | Rate | Count | Rate | Value | All | Uniques |
| Program | 180 | 151 | 0 | 0.00% | - | - | - | - | - |
| Checkout | 34 | 27 | 6 | 22.22% | 6 | 22.22% | $69.80 | $2.05 | $2.59 |
| The Natural Hourglass | - | - | - | - | 6 | 100.00% | $31.00 | - | - |
| 10-Minute Hourglass Exercises | - | - | - | - | 4 | 66.67% | $38.80 | - | - |
| Big Booty Builder (archived) | - | - | - | - | 0 | 0.00% | $0.00 | - | - |
| Thank You | 12 | 9 | - | - | - | - | - | - | - |

| | | | | | |
|---|---|---|---|---|---|
| 2 | Jane | [redacted] | | 9/6/2022 | 10:36pm |
| 3 | Lesley [redacted] | [redacted] | | 10/6/2022 | 10:25am |
| 4 | Fenella [redacted] | [redacted] | | 10/6/2022 | 12:33pm |

BIG WIN - Just got off a call and closed my first official CMO client and I couldn't be more excited! It's also the largest project sum I've closed in an upfront payment as well, a $22.5k upfront payment for a 3-month package, and we'll renegotiate ongoing rates from there.

That's entirely thanks to @Alen Sultanic's advice around pricing presentation, and I strongly suspect that if I hadn't caught them at a low cash flow moment, I would have actually closed a 6-month upfront payment of $42k... which is MIND-BOGGLING to me as I've never presented projects at a fee that high... ever!

I was also able to successfully set boundaries around how much copywriting this role would actually include and that it would require extra negotiations and be subject to my availability, which is a huge personal win for me because boundaries are not my strong suit...

So I'm fully expecting that this deal will be even more lucrative within the next 3 months as they really value my copywriting too...

AHH SO EXCITED!

sure

New

**Scott Phillips** 6:04 PM

from a standing start of zero to 130K/day in 30 days

image.png

our first 30 days with you

Now, I don't focus on teaching them to be copywriters, offer owners, or any type of process and system.

Plenty of people do that and the other reason I don't is that "systems" come and go.

Instead, what I focus on is teaching them how to think.

So they can see things others can't see, connect the dots, and build their own models.

Once they can do that, they can imagine, pull apart, build and rebuild products, offers and services in any market.

As a result, they each have a unique skill set that can't be copied and that also stands the test of time.

Here are a few things I taught them in Fast Forward Mastermind every week on the Friday learning call:

- **How to compete on economics** and the 3 levels of economic competition.
- **High and Low Emotional States** - how to modulate the offers and strategy based on emotional states (already shared this with you guys)

- **The Change Process** - how to create real lasting changes in your leads, prospects, customers, and market as a whole.
- **The Levels of Change** - how to engineer change in the ecosystem you operate in (I use this to build Nothing Held Back)
- **Thinking Big, Acting Small, and the Switch Over Effect** - the most dangerous move you can make in the game that takes you out of an offensive position and forces you to play defense

- **How The Podcast VSL Really Works** - How to start, build and scale a Podcast VSL on YouTube
- **Isomorphic Stories** - How to create stories where your audience becomes you and you become the audience causing a highly associative state of influence
- **Core Beliefs and Empowerment** - the core beliefs in every human being that every offer is built on, once you know this
- **Scaling in the Negative Space** - how to scale offers even if they're losing massive amounts of money on the front end
- **Assembly vs Creative Business** - are you in the assembly business or creative business, which
- **Core Market Emotions as a Whole** - how to identify the core emotions of markets and create powerful and effective messaging to your customers that really moves the needle
- **CMO/CRO** (Procompeting on economics and the nature of competition/comparison)
- **Physiological vs Psychological Markets** - how to identify each and how to use each to increase conversions.
- **First Acquisition Marketing vs 2nd Acquisition Marketing** - and why all the focus is on 2nd acquisition marketing for long-term success
- **Knowing What Business You're Really In** - how to determine what business you're really in. Oftentimes, the business you think you're in, you're not really in and what's what holds you from growing.
- **Convincer Models** - how to use convince models to convince your audience of almost anything
- **Geometric Marketing Models** - the ratios of pricing, promotions, placement and everything else that gives you long term ecology and stability in your business.
- **Prescriptive Marketing** - how to use prescriptive marketing in your market
- **Gender-Based Selling** — the difference between selling to Men and Women and how to target, talk to, and sell to each one.
- **Design for Conversion** - how to design ads, funnels and pages for the highest conversions possible.
- **Perceptive Positions** - How to use perceptive positions to identify with your customer's core emotions and talk to their deepest darkest inner thoughts and secrets.
- **Desire vs. Justification** - the two core elements of any sales process and knowing which one to modulate
- **Creating, building and running offers** - the difference between creating an offer, building it and running it and what you need to do in each stage of the process
- **The Basis of Marketing and Influence** - the foundational principles of influence and marketing

- **Push vs Pull marketing** - the difference between direct response and branding and why 80% of what I do is based on pull marketing, while everyone else is focused on push marketing.
- **Energy in Markets/Offers** - how to put love in the product (this one is big and I've tested that moves the needle more than anything else).
- **The NO → YES model of selling** - why you should get your customer to always ay NO 1st before they can say YES. This alone will destroy your competition.
- **Attention Isolation/Environmental Control** - how to control the environment and isolate attention for selling $100,000Pro programs

- **How To Know How to Price Offers** - using either collaborative or competitive pricing and knowing which to use where and when.
- **Transitioning from Copywriter to CRO / CMO** - how to go from being a copywriter to CRO/CMO and structure profit share and equity deals.
- **Superstructures and Substructures** - the key to building scalable offers that last
- **Selling Patterns** - how to match your own buying patterns and create effective and authentic selling patterns
- **Organizers and Aggregators** - the difference between the two and which you should be in your market
- Identity Building and How to Use It In Your Marketing - how to give your audience an identity that creates a tribe
- **Trend Setters vs Trend Spreaders** - how to influence your customers and audience to spread your message as the trend and how to start the right trend in the 1st place
- Process Driven Publishing Model - how to find, structure deals with and publish experts and influencers and turn their knowledge into offers
- **The 5-Step Sales Process** - and how to take your selling to the next level and know how to move each prospect through each stage
- **The Secret To Building High-Performance Teams** - and how to use hidden economics to have the entire team paid for so they grow your business for you while paying for themselves
- **Evaluative Call Booking Models** - how to use evaluative models to get highly qualified high ticket bookings that buy instead of waste your time with questions
- **Market and Funnel Structures** - how to use what funnel architecture depending on what gender and market you sell to

Each one of those topics was a 2-3 hour call that went deep into each concept to explain it.

They're basically the posts and knowledge that are coming to the Nothing Held Back group at some point in time, but instead of a written post, they're shared in-depth in detail on a 2-3 hour call.

I have over 4,000 notes and each talk is about 3-5 notes, so there are about 800 concepts to share, and that will take time.

They will be posted to the NHB Pro group down the road, hence the name "Fast Forward".

Because they get it first.

On top of the training I do, I also have my hands on their projects and offers, where I tweak the structure of their copy, their offers, help them with their ads, hooks, back-end call booking, and everything in between, plus give them feedback on a daily basis in discord.

**Here's The Format of Fast Forward:**

- 2 zoom training calls per week
- 2 hours each
- One call will be hot seats - where you can bring anything to the table, your offers, client offers, questions about anything. This is hosted Tuesday at 11:00 am EST.
- The other call will be deep learning and a round table discussion and breakout rooms. This is hosted at Friday at 11:00 am ESt
- Monday calls are guest speakers - low-key underground killers that are crushing it
- Thursdays are for our members to teach each other something
- Discord group where we'll have chats, communication etc...between calls
- All calls are recorded, notes taken, and discord daily summaries are provided in case you miss anything
- Facebook group where you can also post/ask anything
- Currently, I'm the only trainer/coach, might add others later, but I don't want to dilute the quality of what we're doing here
- We're going to use the Socratic method of teaching. There is no process, or step-by-step instructions, here's a course, follow it. Doesn't exist, and I can't teach you to be great by giving you a cookie-cutter formula (if I did, then you'd just be like the others).

The price of Fast Forward is $20,000 / year or payment plans. **I'm going to double the price shortly because I'm hitting my bandwidth capacity issues** where I can only help so many people on hot seats and in discord. The price will double to $40,000 a year (those who get in early will be grandfathered in)

As a member of Fast Forward, you get access to everything in that program and NHB Pro.

## Here's the link if you want to join Fast Forward And Want Me To Personally Work With You On Your Offers

**Now, let's talk about NHB Pro, what that's about, and the difference between the two.**

Fast Forward is a mastery-level program where I go into the depth of marketing and not only create the best marketers in the world but also help them hands-on with everything they're doing.

I'm not only a mentor, trainer, and teacher, I'm also a hands-on advisor & consultant in their businesses.

I'm actually tweaking copy, coming up with hooks, changing angles, figuring out what upsells they should be using, helping them set up and create their back-end programs, tweaking coaching delivery and everything in between.

It's almost as if I'm partners with them working on their offers. That's the level of involvement from me.

And that's why Fast Forward costs as much as it does, it's actually underpriced for what it is, hence why I will have to double the price to keep the quality there.

So the next best is NHB Pro.

Same, but different.

Same in the sense I'm teaching there, but not personally hands-on involved.

So if you're ok with learning from me without me having to be hands-on with your business, then NHB Pro is perfect for you.

Fast Forward is about depth, and NHB Pro is about width.

It's all about width and truly becoming a full-stack marketer in the truest sense of the word.

It's taking everything I shared in the NHB Pro group and adding a new dimension to it by teaching it to you via live calls and where we'll have fireside chats and round table discussions about the topics.

We are going to have a loose structure where I will focus on teaching you through builds, meaning, we will teach you how to build offers from idea to execution to scale.

And in the process of learning how to build offers in every kind of niche, you will develop skills beyond anything out there.

- You will become one of the best, template free, copywriters in the game
- You will be able to enter any market with confidence and know (not guess) that your offer will convert out the gate
- You will be able to fix any offer regardless of market or format and understand why they work or don't work
- You will be able to buy traffic on any ad network and be able to write instantly converting ads that work
- You will be able to do that and just about everything else you can imagine in the game

And then, you're going to have something that you've always wanted.

And that something is choice.

You can choose what you want to do...

Do you want to be a highly paid copywriter? or do you want to make $1,000-$5,000 / hour doling out advice as a consultant like me?

Or maybe you want to go into a niche and build an offer and live your best life?

...Maybe you want to build a massive $100m a year company?

...Maybe you want to be a fractional CMO and own 20% of a few companies?

...I can't tell you what you should do, but I can help you get there.

And with that in mind, here's what's included in NHB Pro

...Over the next 12 months, I'm going to teach you everything I know about building offers...

...advertising, marketing, sales, building offers, scaling offers, all of the strategies, tactics, copywriting, upsells, downsells, back end, joint venture promos, psychology, gender psychology, market ratios, formulas etc...(etc, meaning there is a whole lot I didn't mention, because there is so much).

In addition, I'm also going to give you all of my copy templates, upsells, and resources, connections.

**Here's what's included:**

✅ **One Training Call Per Week With Alen Hosted on Thursdays at 11:00 A.M. EST:** We run a training call every week that is approximately 1-2 hours each. We'll cover everything from offer building, upsell architecture, traffic, copywriting, pricing strategy, funnel economics, design, and more.

✅ **Weekly Coaching Calls From Industry Experts:** Learn from behind-the-scenes professionals who are implementing what is working now! Launch Low Ticket Offers with Kevin Sheerin, Google Ads & Strategic Scaling with the Media Buyer's Media Buyer - Charles Kirkland, Meta Ads Mastery with Loren Pinilis, CRO Adventures with Brandon Vasquez, Email Marketing Mastery with Isaac Lara, AI Superpower with Robert Neckelius and Copywriting Mastery with Chris Haddad. And we have more coaches coming soon for YouTube Ads and much more.

✅ **Monthly Hot Seat Calls:** Each month you'll have the opportunity to request a "Hot Seat" with each of our 7 coaches plus Alen, giving you 8 total opportunities for direct feedback each month.

During these calls you'll get your turn to be in the "Hot Seat" and be able to ask specific questions regarding your offer, campaign or goal (as long as it relates to each coach's speciality.)

✅ **Monthly Fast Feedback:** As part of NHB Pro, you have the opportunity to request Fast Feedback from each of our 7 current coaches. You can request Fast Feedback from each coach once per month as long as the request relates to that particular coach's specialty (ie...1. Offers, 2. Google Ads, 3. eta/Facebook Ads, 4. CRO, 5. Email Marketing, 6. AI, 7. Copywriting.)

✅ **Access To All Calls with Top Tier Coaches & Trainers Every Week:** Sharpen your skills and get trained by the best working copywriters, media buyers, conversion specialists, offer builders, and more every week - become a full-stack marketer or go deep with one to two skills... it's YOUR choice.

✅ **Recordings and Replays of All Calls:** Watch and rewatch as often as you need - you're getting video replays, audio replays from every NHB Pro level call.

✅ **Call, Training & Coaching Summaries:** Quick hit notes and timestamps to make every call easier to digest and rewatch later.

✅ **World Class Guest Speakers & Presenters:** Learn from the likes of Ron Lynch, Mike Gandia, Matt Bacak, and other hidden players too busy winning the game to run the event circuit or teach their best secrets anywhere else.

✅ **Community Support:** Our community is full of the best and brightest, and in true NHB spirit they hold NOTHING back - you're getting advice, mentorship, and insights directly from them every day.

✅ **NHB Discord:** This is the soul of NHB we have a community server where you can get help with anything in between the calls and also connect with everyone else.

✅ **Niche & Market Specific Chats & Channels:** You'll have access to a variety of topic, niche, and market channels (and their chat history) so you can find exactly what you need, when you need it.

✅ **Daily Discord Digest:** The quick hits of all the best community discussions each and every day so you never have to worry about missing any of the gold.

✅ **Action Calls:** Peer-led calls every week to help you implement everything you're learning inside NHB Pro.

✅ **NHB Job / Hiring Board**: Our community hires and shares opportunities WITHIN first - we're giving you the first bite at the juiciest apples in the game.

✅ **Accountability Groups:** Small groups pushing each other to get more shit done, make more bank, and dominate.

✅ **Swipes:** Access Alen's personal swipe stash, plus the additional swipes and resources our community contributes from their own archives as well as with every win they share

✅ **Templates, Funnels & Resources:** We're giving you access to all of my templates, funnels and resources (including upsells, downsells, emails, scripts, etc...) so you can use them in your own or client offers... PLUS resources from our 7-, 8-, and 9- figure members who choose to share their resources exclusively within NHB. Implement fast and furiously with templates built on the marketing theory and principles you're learning inside NHB Pro.

✅ **Books & Courses:** A constantly updated Hot List of the best books, courses, and other resources in every area of professional and personal development.

✅ **Access to the NHB Private Network:** You're going to get access to all of the 7-figure, 8-figure, and 9-figure members in the NHB network.

✅ **Members Only Events:** You're going to get access to all of my templates, funnels and resources (including upsells, downsells, emails, scripts, etc...) so you can use them in your own or client offers.

✅ **We're going to use the Socratic method of teaching:** There is no process, or step-by-step instructions, here's a course, follow it. Doesn't exist, and I can't teach you to be great by giving you a cookie-cutter formula (if I did, then you'd just be like the others).

So with that in mind, you're not just going to be learning from me.

You're also going to be learning from a carefully curated list of the world's best experts in various topics such as copywriting, media buying, offer building, process, and team building, hiring, buying and selling businesses.

It's the full stack of knowledge and skill that you've been looking for.

So If you want to learn from & become one of the best of the best marketers in the world, reach new heights for you and your client's businesses, become a full-stack marketer and learn how to look at the market and know exactly, what is happening, why it's happening and how you can build reformulate or redesign any offers for any market conditions then NHB Pro is the first step in your journey towards separating yourself from the pack

We're going to show you all of the insights you need to really understand how the game works at a fundamental level so you know what levers to pull and when and how to spot new opportunities for growth, partnerships, new market segments and building products with high degrees of product market fit from day zero.

That's what NHB Pro is and so if that's what you're looking to do then the last question you have is what is the price & where do i sign up...

**Here's the price for NHB Pro:**

$500 / month (you can cancel any time)

**How to sign up:**

Go here https://grow.thrivecart.com/join-nhb-pro/

Once you sign up, you'll be taken to the Discord sign-up link, join our Discord and you'll be taken to the welcome process and onboarded.

Ps.

Fast Forward and NHB Pro are more than just environments for you to make money... They're an environment for you to know how to make money ON YOUR OWN... Without depending on other people's templates, other gurus gating their resources to make money or hide how to really think about building hyper-profitable businesses..

We're not here to simply sign you up and make you feel good **we're here to give you a skill set that you can carry with you for the rest of your life into any market under any conditions** so that no matter the circumstances you know that you have everything you need to be successful no matter what the future holds.

It's designed to **give you skills that most other business owners profit off you NOT having** so that you always have a choice on how you can run and grow your business without being dependent upon other people's advice and skills to make money... you won't need their advice, you'll have a choice to take their advice only if you want to take it not because you have to take it...