

Create an ACCER Model that drives \$100s of daily sales and makes selling high ticket items (\$2000+) easy

I'll help you set up a growth model that attracts buyers and helps you upsell them in ~12 weeks

If you'd prefer to watch a video breakdown of this, please click here.

<https://www.youtube.com/watch?v=EbzPWTDokm8>

Hey, if you're reading this you're probably...

- An info product creator who wants to get better lead gen and cashflow in your business
- A coach/consultant/freelancer who wants an easier way to sell the higher ticket items that lead to actual profit
- An online biz owner fed up of growing leads but seeing them convert into few sales

If any of that sounds even slightly familiar, this is for you.

A few years back I noticed a lot of the best growth models are built in the same way. I templatised my own version of this called The ACCER Model.

We then used this model to help grow some of the businesses I was consulting and got results like...

- Growing a SaaS brand by over \$200k / MRR within 18 months
- Helping a client attract 6000+ leads for a beta test within 2 months
- Launching my own products to add thousands to my income every month

I refined the model and have been helping a few GM+ members and coaching students implement it in their business.

And we've got results like the below.



Final sales

To: Peter Boyle

Hi Pete

Hope you're enjoying the peace 😊

Quick update. 29 sales by midnight. Had one guy message to say he'd missed it, I sent him a discount code this morning so maybe 30.

Cheers

30 sales within a pre-sale to validate a new idea



Re: Checking in

To: Peter Boyle

Hi Pete

2 sales out of 5 subscribers going through this offer now. If this rate keeps up I'll be buying the Isle of Wight as my personal holiday resort in no time 😊

I've used the same explanation re market size when challenged on the currency. I think a geo pricing option would increase sales.

A 20% conversion rate for the first test of an upsell sequence moving people from a \$7 purchase to a \$500 purchase.



Fwd: Contract

To: Peter Boyle

Pete!!!! I shouldn't count the chicks before the hatch but hey! This is a 7.5k deal.

I have been reflecting on my game plan.

1/ continue to record, write, and share practical value! It builds trusts and credibility.

2/ do client work. I can handle 2 a month

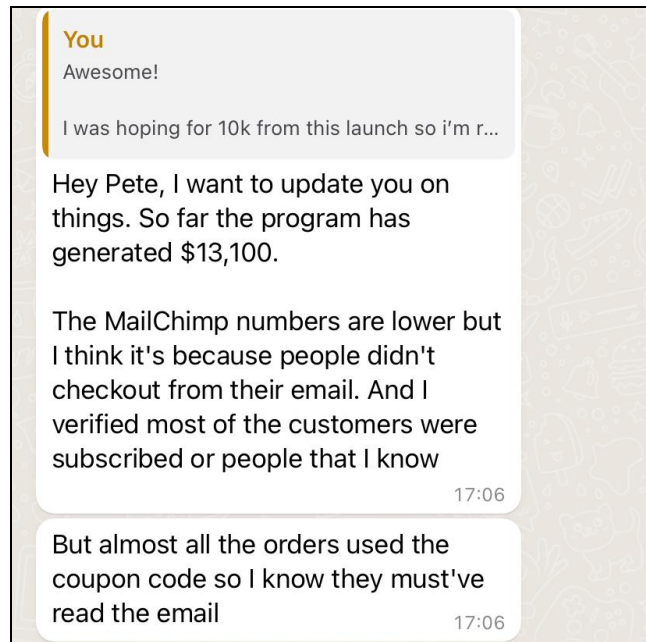
Without getting too stressed about work and gives me freedom

To work on my other project. Will tell you more next week!

3/ financial goal: \$20-\$40k a mth

----- Forwarded message -----

A \$7500 / month deal that sprouted from a \$100 workshop we created and sold together



\$13,100 cash collected in 2 weeks from a sales sequence we built

PH [Redacted]
Update
To: Peter Boyle

16:20

Hi Pete

Hope you're well.

Quick update. [Redacted] workshop is tomorrow night and I've just been sending out broadcasts every couple of days.

Currently up to \$1764 for the workshop registration and \$658 for the [Redacted] bump. **It's done nearly \$1000 today.** I'm sure there will be a few more sign ups today and after tomorrow's email broadcasts. So all going well for something I was just going to record privately and resell.

I keep losing the link to book calls in my emails! Could you resend it to me please? I leave for Paris next week so I want to try and get some things automated and optimised further before I leave.

Cheers

[Redacted]

Hitting their first \$1000 day after implementing the full system

All of the above were the result not of a single sales sequence, ad campaign, or anything other individual asset.

They're the result of building an ACCER system that builds onto itself to create compounding gains.

The great thing about these systems is once you have them running, small tweaks can lead to big gains.

If you don't have a system that works to not only find paying customers, but also increase their value, I can help.

Here's the process I use to help you implement an ACCER system in your biz.

How this works

Below is the basic outline of how the progression of this works.

The schedule is weekly and built in a way to be manageable even if you have a full plate of other tasks to be handling.

Week 1 - Find or refine your offers and plan your ACCER model

You've probably got good offers already in your biz, you're just not selling them.

We'll find or refine these offers and plan out a full ACCER model for you in week one so you have a blueprint of what to build.

Week 2 - Validate main offer with actual payments

We want to move fast and validate your offers by getting people to pay for them. We'll launch a minimum-viable product and sales system to test if this really will sell.

We're gonna start with the higher ticket offers because 1 sale of this is worth a hundred of the low ticket offers.

And when this back end offer is selling, it's easier to then throw more people at it to increase revenue and profit.

Week 3 - Delivery of initial sales

With sales coming in, we want to deliver on that value.

Here, it's all about making sure current customers are getting the value. If they don't see the value, you'll never be able to upsell them to other products down the line.

Week 4 - Building your front-end offers for high AoV

With a primary offer that's selling, we now want to increase the number of people coming through the system who will be interested in buying it.

We'll reverse engineer good front-end, low-ticket items and create simple add-on products that will drastically increase the value of each front-end sale and customer coming through.

For example, the \$1 Product Challenge is \$27, however, I get people coming through with single purchases to the value of up to \$400 multiple times per day thanks to the upsells.

This then leads to people coming to my main offers of 1-2-1 coaching and the community.

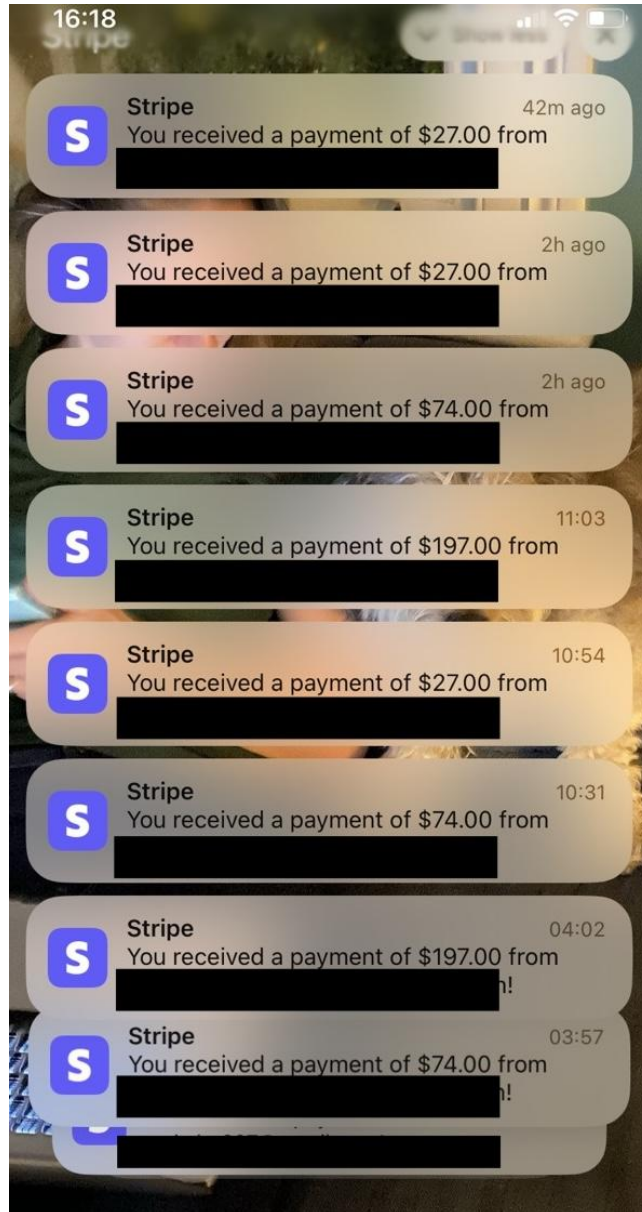
The 2 payments below are from the same customer thanks to the upsells.

\$197.00 succeeded	
	Purchase of ACCER Model Program via ThriveCart Ter [REDACTED] [REDACTED] 9 Jul at 12:24
\$100.00 succeeded	
	Purchase of \$1 Product Challenge, & ACCER Model Workshop via ThriveCart Ter [REDACTED] [REDACTED] 9 Jul at 12:17
\$49.50 succeeded	

Week 5 - Build a daily cashflow system

One thing I want everyone to experience is seeing their stripe notifications pop at least once per day with front-end sales.

With the front-end upsells outlined, we need to build something that gets people to WANT to buy so you can have a stripe notification that looks like this.



Week 6 - Set up your profitable ads

We now have the system built, it's time to drive people to it.

We'll run through how to set up profitable ads and really grow your audience.

Week 7 - Analyse and improve any elements that need it

We'll look through the success up to this point and look at where we can improve the system so far.

At this point, you should have a front-end system that is adding buyers to your list for a small profit.

Week 8 - Building your waterfall offers to increase LTV

After getting the front end working, we want to increase the LTV of those customers (this is where you make the real money).

We'll build a "*waterfall system*" which will help turn the customers from the initial purchase into clients of your high ticket offers.

Week 9 - Launch waterfall offer #1 (DWY)

Here, we'll put the waterfall offer promotion into action and see what results it gets.

Week 10 - Deliver on waterfall offer

And when we have sales, we need to deliver on them. This week is about delivering the value people have paid for.

Week 11 - Plan your content for a year

In addition to the system we've set up, we want you to build a name for yourself and start attracting new customers in more organic means.

This will not only lower your CAC, but will also compound the results you're getting from the system we've already put in place.

There's a simple system we use for this to launch one new low-effort asset each month which you can continue to sell.

Week 12 - Implement the content plan

This is all about implementing what we planned in the prior week. It's done in a way where weekly content shouldn't take you more than 30 minutes per day.

Ongoing - Keep it going

From here on out, it's all about the support you need to continually improve your approach and success.

You can either do that on your own or stay within the community for new ideas, workshops, and support.

What exactly is included?

Here's a list of exactly what's included...

1. **GM+ Community access** - this includes access to the private community so you can get direct help from me and also from others in the community who are building their ACCER models.
2. **DMs with Pete** - Within the community you have the ability to DM me directly with any questions
3. **Weekly video feedback** - stuck on something and want a detailed explanation on what to fix? Drop it as a comment in the community and I'll record a potential solution for you to implement (this was going to be calls, but with time zone issues video feedback has worked better - calls may be available if needed).
4. **Access to all GM courses** - Access to the \$1 Product Challenge, High-value offers, and the ACCER model template pack.
5. **Access to all past and future workshops** - There's a growing library of workshops within the community. Members get access to them for the length of their membership.
6. **Access to my custom GPTs** - If you have a Chat GPT+ account you can use the Custom GPTs I've created to create things like ads and email sequences in just a few clicks. This allows you to test more, faster, for better results.
7. **An onboarding call with Pete** - A free ~50-minute consult with Pete so we can identify the best next steps for you to take.
8. **A tried and tested plan to build** a funnel that generates cash flow daily and big bumps in profit every week for your business.

Who's this for?

I've run ACCER Models with various businesses at different stages in the past.

What I've discovered is the best results are with those who already have some traction.

So if you're right at the start of your business and don't yet have any kind of audience or traction, this is not the best fit for you.

I would recommend getting the [\\$1 Product Challenge](#) and implementing that to get some traction going.

At a minimum, the requirements for this are...

- **1000 engaged audience members (either email or social - but they need to be engaged)**

- ***Have a proven ability/service/offer***
- ***Have at least 2 happy clients in the past ~12 months***

→ OR ←

- ***Have at least \$2000 / month to spend on ads (if you don't have the audience, you need to be able to put money aside to reach that audience).***

You need to have either the existing audience OR the ability to pay to reach them.

What's the cost?

I'm running this now as a cohort-based program.

That means there'll be a group of us going through this together over 12 weeks.

The cost for the entire thing is \$1000.

If you pay \$1000 for the cohort alone, you'll get lifetime access to the training materials we go through and, for the period of the 12 weeks, access to the GM+ community.

If you want to continue having access to the community for ongoing support and extra help beyond the 12 weeks, there's an option now to add on a recurring fee of \$1000 per quarter.

You can also wait until the program is done and sign up on one of the GM+ Membership tiers which are a little more expensive.

As this is the initial version of this as a cohort-based model, I'm limiting this initial run to a handful of people so I can better help everyone.

First come, first serve, so don't miss out.

And we'll be getting this moving from the week beginning the 12th.

⇒ JOIN The ACCER Model Builder's program ⇐