

## **Product:** Power Day Consulting

**Target Customer:** U.S. Male 25 - 45 spending \$500/day+ on ads and selling a product that has mass appeal like health supplements, courses, software, or popular ecom products.

## **T1:** Generating Leads

People think I'm good at paid ads, at best I'm decent. I believe it's something else...

I can't create WOW ads like Billy Gene. I don't have 1/10th the amount of followers as Tai Lopez.

But what I believe I am best at in the world is being decent in spots where I have no competition.

I learned a loooooong time ago, that if you could find a pond where no other fishermen were fishing, I didn't have to be amazing at creating wow ads or own a Lambo.

Like when I earned \$70k in commissions (from just \$3600 in ad spend) promoting a Bitcoin webinar to people who liked Bigfoot and Illuminati.

Or like when I started my agency in 2011 by taking on clients with banned ad accounts. Clients that no one else wanted, but I knew had a major immediate pain point to solve.

Everyone thinks the trick to ads is in the campaign and the spending.

My belief is anyone can learn how to use power editor or AdWords.

The real magic is in the planning.

Knowing who to target and in which ad network so you have your own little honey hole to fish from.

I've helped one company go from 239 sales per month to over 5,000/mo in just 90 days by showing them this.

Another guy, I partnered with on the Bitcoin webinar, he was getting \$13 registrations before I showed him my tricks. After he was getting \$5 -\$8 regs.

I've worked with Northwest college, they spent \$150/application year after year. When I showed them MY WAY they were getting apps as low as \$15, and majority under \$50.

I'm thinking about doing a few 1 on 1 in-person (no recording) meetings this summer with the right clients.

If you want to open new channels, and find honey pots, then comment below "honey pot"

YOU MUST be open an willing to use other ad networks than FB, and even some you've never heard of.

YOU MUST be willing to create new landing pages and follow my instructions exactly.

If you are willing to do that, comment "honey pot" below and I'll send you more info tomorrow.



## T2: Filtering The Leads

Hey, this is Justin's assistant replying about the "honey pot"

He got over 100 responses and needed my help making sure everyone got a reply.

Hope you don't mind that it's just me. 😊

Justin was hoping to find 4 consulting clients for his 1 on 1 all day meetings. He can't possibly meet with all 100 people who replied.

Before I send over more details, he has 4 questions he wanted to ask to know if he could apply his method to your product.

1. What do you sell?
2. On a scale of 1 - 10, how competitive is your market.
3. Why now? What's going on in your business right now that needs a "honey pot" as Justin explained.
4. Are you spending \$500 per day or more on ads in FB, Google, or another ad network? If not, why not?

Please answer these as bluntly and honestly as you can. Justin can only fly in 4 clients so your candid response really helps him know if he can create a win for you or not.

After I get your response, I'll give them to Justin to review and he'll let me know which ones are a good fit.

## **T2.5: Turning Away Wrong Clients**

Hey dude, I'd love to work with you 1 on 1. I just don't think my full day price would be a fit for you at this stage if you're not spending a minimum of \$500/day on ads.

Usually my clients make their money back in the first campaign, but that's if they are spending \$500/day or more. I wish you the best though, def look into custom intent audiences on GDN.

## **T3: Closing The Sale**

Hey sorry about the assistant thing, really needed some help with the amount of people interested.

Honey potting, is just my term for media planning.

Most of what you see and hear from ad experts is media buying. What type of ad to run, auto vs manual bidding, lower your CTR.

Both are important, but with good media planning you can make your media buying way more profitable from the start.

Orrr with average media planning you fight with everyone else who is using the same interests, keywords, and placements as you.

I prefer not to fight head to head.

I like a flanking strategy. Go right around the enemy to the honey pot.

What I'm looking for is 4 clients to spend a day with in person doing all of your media planning.

You arrive and a guy is holding a sign with your name on it. He has a limo waiting to take you to the hotel we paid for you to spend the next two nights in.

Tomorrow morning you meet us downstairs at the board room. For 8hrs we reverse engineer your competitors, research new angle, develop process documents your team will follow, and map out an entire years worth of marketing campaigns.

It is a synergistic system designed to cover (swarm) all 8 channels that your customer frequents. Including the email follow up, landing pages, and content marketing.

We bring in a nice breakfast spread for you, take you out for a killer lunch, and drop a massive amount of resources for you to use like templates, contacts, and process charts.

It's an intense day, but that's the best part, it's just one day. Instead of spending weeks talking over the phone, we nail it all in one 8hr session.

The cost is \$15k, and that includes your hotel, limo, breakfast, lunch, and a multi-million dollar marketing plan.

Most of my clients make back the cost of their day in the first campaign they run.

I'm scheduling meetings for July and August right now, so let me know which you prefer.



