



**HOW WE HELPED
OTO GOMES
MAKE
\$14,000 IN 10 DAYS**

**3.5M+ VIEWS
10K+ FOLLOWERS
6K IN JUST 1 DAY**

OTO'S STORY & GLIMPSES

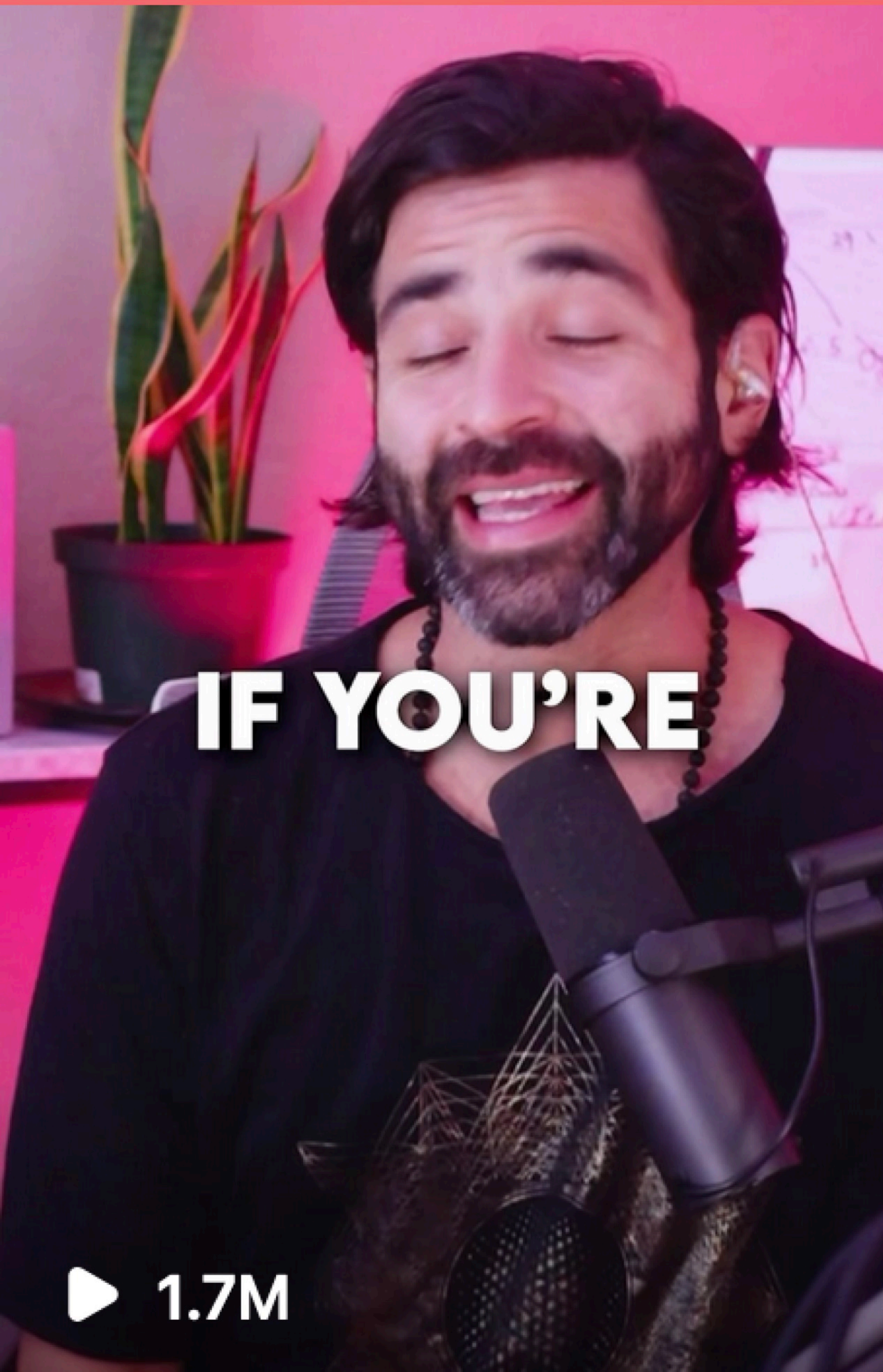
OTO'S STORY

WITH OTO OUR MAIN FOCUS WAS ON TAKING ADVANTAGE OF HIS ALREADY GOOD FOLLOWING IN MARKETING, WE GOT STARTED RIGHT AWAY AFTER EXPLAINING OUR STRATEGIES TO HIM.

THOUGH HE HAD ALREADY TRIED ADS WE WERE KEEN ON GIVING OTO CUSTOMERS WITH ORGANIC GROWTH.

ALL RESULTS WE GOT FOR OTO WERE MADE WITH NOT A DOLLAR SPENT ON ADVERTISEMENTS.

HIGHEST PERFORMING VIDEOS



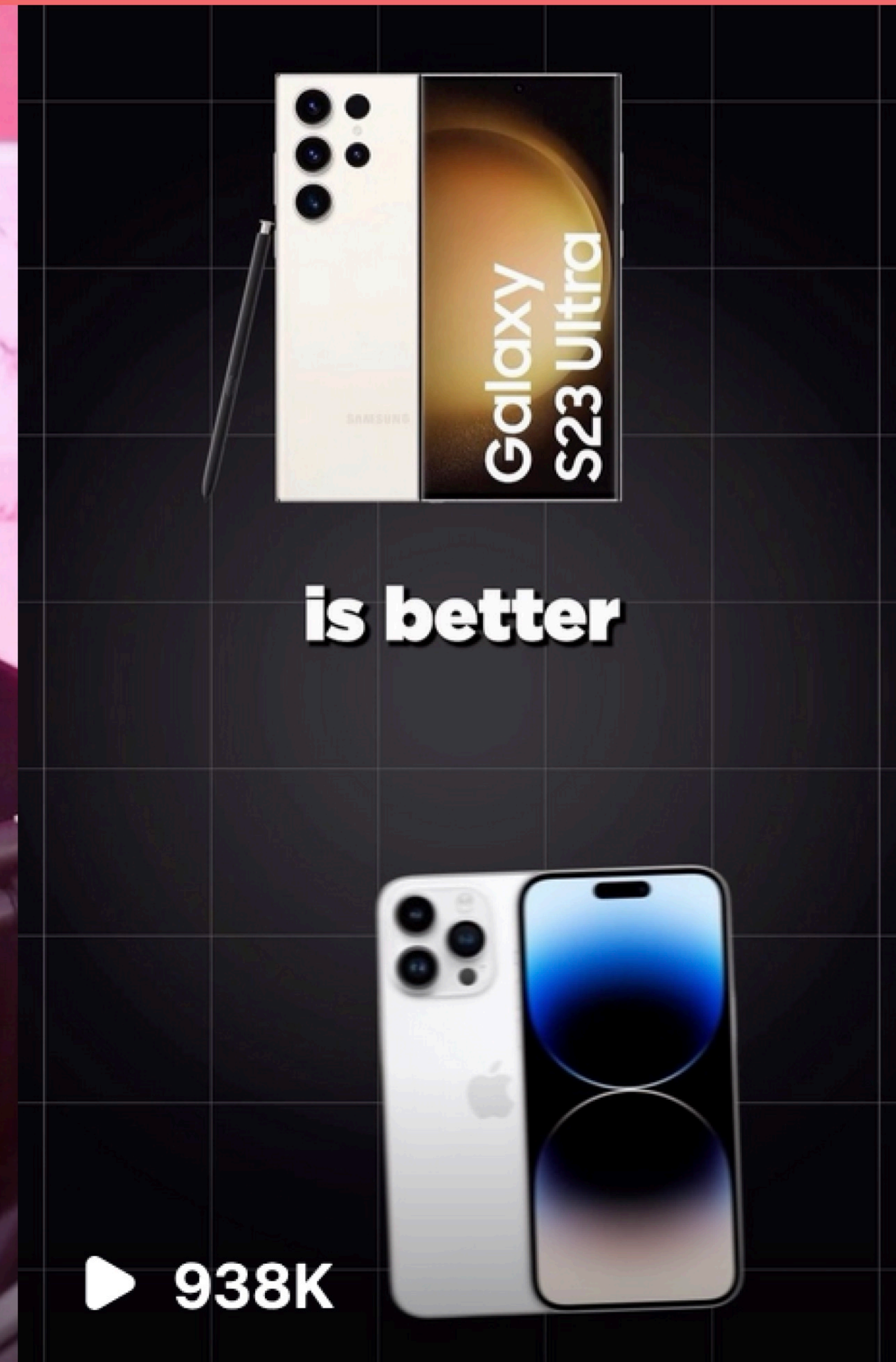
IF YOU'RE

▶ 1.7M



I HAD A

▶ 1.7M



is better



▶ 938K

HIGHEST PERFORMING VIDEOS



6K IN JUST 1 DAY

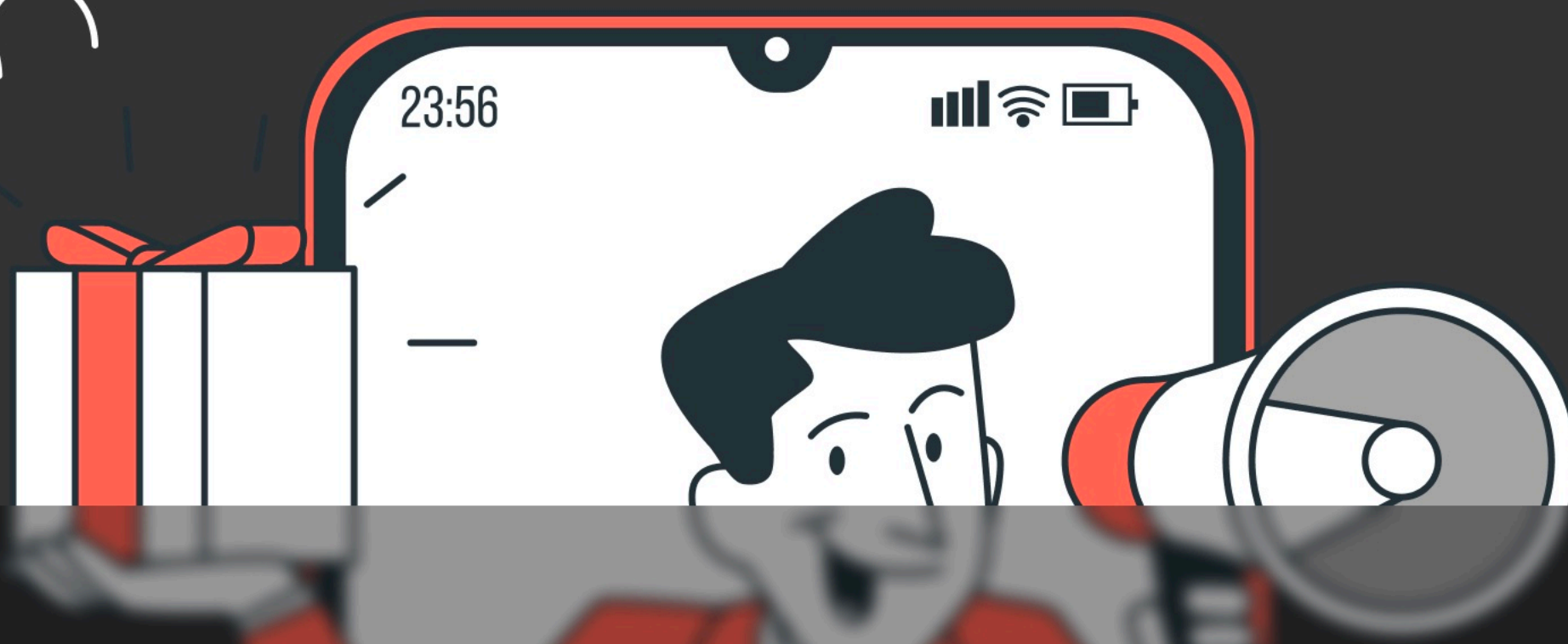


**HOW DID WE
DO IT?**

An illustration of a woman with dark hair, wearing a black dress and red tights, standing on a white oval floor. She is pointing her right hand towards a large whiteboard on a stand. The whiteboard displays a diagram with red lines and shapes, including a central circle and several surrounding circles connected by lines. A large, light pink semi-circle is visible in the background behind the whiteboard. The entire scene is set against a dark gray background.

4 STEP FORMULA

1



OFFER PERFECTION



OFFER PERFECTION

OTO WAS SELLING A HIGH TICKET OFFER UNLIKE MOST COACHES. THIS GAVE HIM A HIGHER PERCEIVED VALUE AND WE USED THAT TO BETTER OUR CLOSING RATE.

NOT SELLING A HIGH-TICKET PROGRAM AS YOUR MAIN EXPERTISE MAY BE ONE OF THE REASONS WHY YOU MAY NOT BE MAKING ENOUGH SALES. IF SOMETHING COSTS MORE IT MEANS THAT IT HAS MORE VALUE

BELIEVE IN YOUR SERVICE, IF YOU DON'T VALUE IT NEITHER WILL YOUR LEADS.

"I HELP [X] NICHE TO GET [Y] RESULTS" DOESN'T WORK ANYMORE, LETS SWITCH IT UP TO SOMETHING MORE OPTIMIZED AND PERSONALIZED TARGETED TO YOUR CUSTOMERS.

2



TRAFFIC CONTROL

THE TRAFFIC IS ONE OF THE MORE IMPORTANT AND OVERLOOKED ASPECTS IN ANY BUSINESS (ONLINE OR OFFLINE)

WE SPECIALIZE IN GETTING YOU TRAFFIC ORGANICALLY.

WE TAILORED A SPECIAL CONTENT STRATEGY FOR OTO, AND CALLED IT “ANTI-NICHE STRATEGY”.

THE STRATEGY HAS SHOWED RESULTS OF 100M+ TOTAL VIEWS FOR OUR CLIENTS. THE SECRET SAUCE IS TO EFFECTIVELY CREATE CONTENT THAT NEVER RUNS OUT.

ANTI-NICHE STRATEGY

EXPERTISE NICHE INTO BROADER NICHE.

WE HAD OTO TALK ABOUT CARS, CONSPIRACY THEORIES, ETC. WE MADE SURE TO BROADEN HIS NICHE TO AN AUDIENCE THAT COULD AFFORD OTO'S COURSES.

ANIMATED HOOKS

ANIMATIONS AND CATCHING SOUND EFFECTS AT THE START OF THE VIDEO GRABS ATTENTION AND HAS SHOWED RESULTS OF HIGHER WATCH TIME.

“EXPLAIN IT TO A HIGH SCHOOL KID”

USING SIMPLER TERMS AND DUMBING DOWN CONTENT SO THAT ANYONE COULD UNDERSTAND IT

ANTI-NICHE STRATEGY

OUT OF THE BOX IDEAS

WE HELPED OTO GENERATE IDEAS FOR HIS CONTENT BY ASKING HIM OUT OF THE BOX QUESTIONS ON CALLS.

(YOU CAN FIND A SAMPLE OF THIS IN OUR “FREE IDEAS” PDF.)

USING HOOKS THAT GASLIGHT

ITS EASIEST TO INFLUENCE AN AUDIENCE WITH EMOTIONS.

IN THIS [REEL](#) (WE TOOK THE MOST NEGATIVE PART OF THE VIDEO AND USED IT AT THE START OF THE VIDEO)

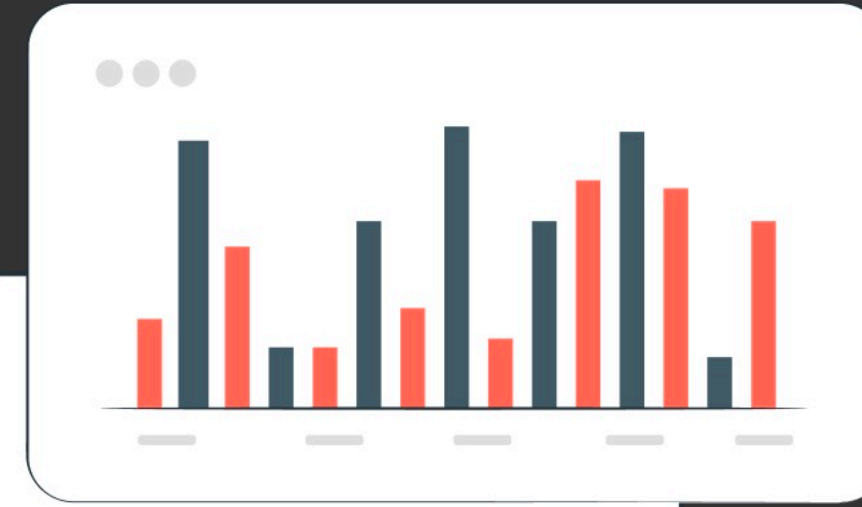
MORE

WE WORKED CLOSLY WITH OTO IN BUILDING A MORE PERSONALIZED STRATEGY FOR HIM, OBVIOUSLY THERE IS A LOT MORE TO THIS STRATEGY THAT WE CAN'T MENTION HERE.

3



LEAD CONTROL



LEAD CONTROL

ONCE WE GET EYEBALLS ON OUR OFFER, WE NEED TO DEPLOY STRATEGIES THAT CONTACT THE LEADS AND THEN EDUCATE AND CONVERT THEM.

OUR COMMENT SECTION STRATEGY (PRETTY COMMON) CONNECTED THE REELS WE POSTED ON INSTAGRAM BY ASKING THE AUDIENCE TO COMMENT A CERTAIN “WORD” TO RECEIVE A FREEBIE OF WHAT OTO HAD TO OFFER TO THEM.

IN MORE TECHNICAL TERMS, WE ADDED A CALL TO ACTION IN HIS REELS AND AUTOMATED THE PROCESS OF FUNNELING LEADS AFTER THEY COMMENTED.

4



CONVERTING & RETENTION

CONVERTING OF THE LEADS IS USUALLY DONE WITHIN THE COMMUNITY, WHERE WE LAUNCH VALUE POSTS WITH CTAS AT THE END AND MAKE OUR APPOINTMENT SETTERS REACH OUT TO THE WARM AUDIENCE.

WE TRAINED APPOINTMENT SETTERS WHO WOULD REACH OUT TO PEOPLE THAT COMMENTED THE CTA WORD. WE HAVE SCRIPTS THAT WE PERFECTED OVER MULTIPLE TESTS TO CONVERT THESE LEADS INTO BOOKED CALLS.

YOU DON'T HAVE TO WORRY ABOUT TRAINING OR FINDING APPOINTMENT SETTERS, WE DO THAT FOR YOU.

RESULTS

RESULTS

\$14,000 IN 10 DAYS

A TESTAMENT TO THE EFFECTIVENESS OF OUR APPROACH WAS OTO GOMES MAKING \$14,000 IN 10 DAYS WHICH WAS A TURN AROUND FOR HIS BUSINESS'S FINANCIAL HEALTH

10,000+ FOLLOWERS

OTO'S INSTAGRAM FOLLOWING SAW EXPONENTIAL GROWTH, WITH OVER 10,000 NEW FOLLOWERS GAINED DURING THE CAMPAIGN.

3.5+ MILLION VIEWS

THE SHORT-FORM CONTENT STRATEGY GENERATED 3.5 MILLION VIEWS, DRAMATICALLY INCREASING OTO'S ONLINE VISIBILITY.

RESULTS

INCREASED CONVERSIONS

BY FOCUSING ON ENGAGEMENT AND PERSONALIZED OUTREACH, WE CONVERTED A SIGNIFICANT PORTION OF THE LEADS INTO BOOKED CALLS, PAVING THE WAY FOR FUTURE REVENUE GROWTH.

**STEPS YOU CAN TAKE
RIGHT NOW**

STEPS YOU CAN TAKE RIGHT NOW

CREATE MORE AND MORE CONTENT

TRY TO POST AT LEAST ONCE A DAY. MORE CONTENT = MORE REACH. USE OUR ANTI NICHE STRATEGY TO COME UP WITH CONTENT IDEAS IF YOU'RE STRUGGLING WITH THAT. IT'S IMPOSSIBLE TO SAY "I'M OUT OF CONTENT IDEAS" NOW.

WORK ON YOUR OFFER

IF YOU STILL HAVE THE SAME OLD GENERIC OFFER.

HAVE A FREE HVCO (HIGH-VALUE CONTENT OFFER)

THAT YOU CAN USE AS BAIT TO MAKE YOUR LEADS JOIN YOUR COMMUNITY OR DM YOU.

STEPS YOU CAN TAKE RIGHT NOW

HAVE APPOINTMENT SETTERS/CLOSERS (TEAM)

DELEGATE THE TASKS THAT SOMEONE ELSE CAN DO FOR AS LOW AS \$4 AN HOUR SO THAT YOU CAN FOCUS ON CLIENT FULFILLMENT MORE.

BOOKING A CALL WITH US (LINK IN DESCRIPTION)

FOR A FREE 1-1 SESSION IN WHICH WE'LL PERSONALLY CRAFT A CONTENT STRATEGY FOR YOU FOR FREE.