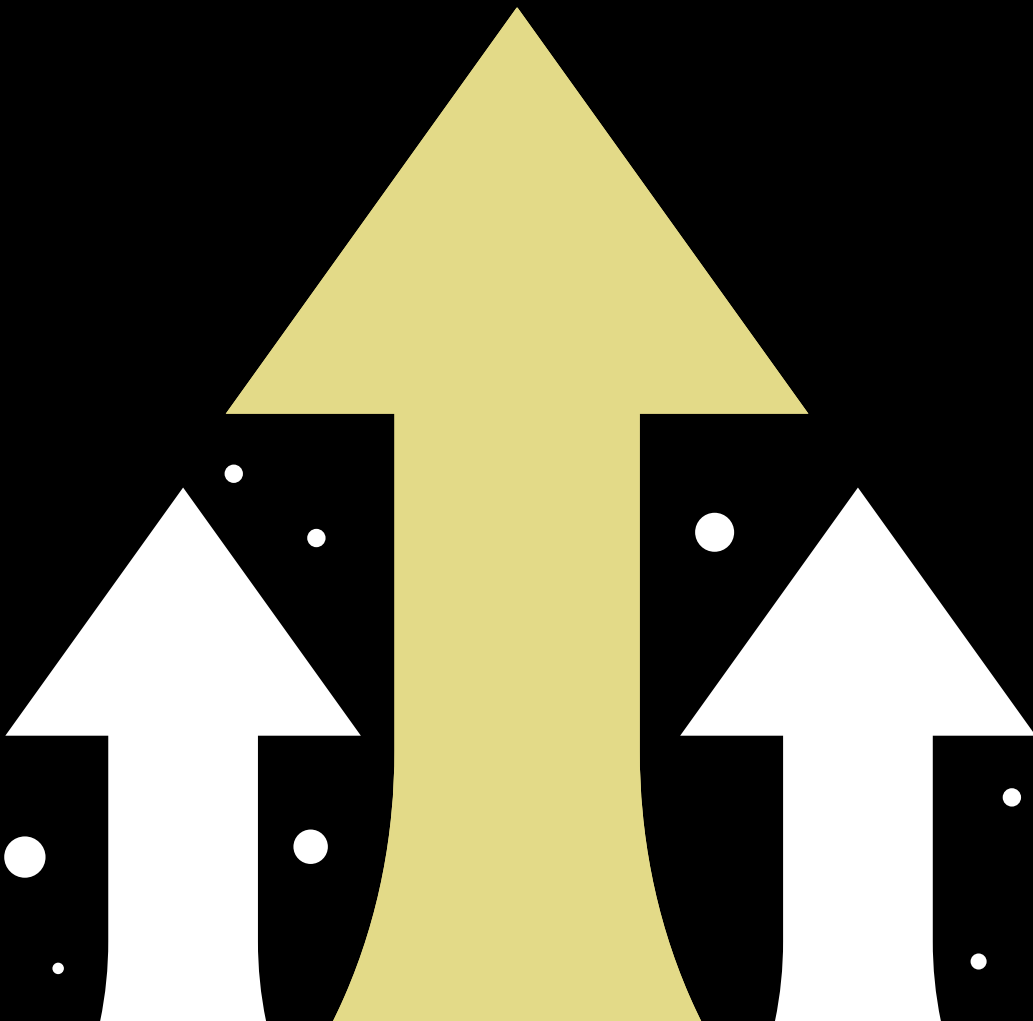




# **Wealthery Live and the Pursuit Profits**

Workbook



# **Welcome to Wealthery Live and the Pursuit Profits outline!**

This workbook is intended to guide you on your journey and be something you can refer back to when you are looking for motivation or trying to build a new funnel. The idea is to go through every step of the process and NOT over complicate things.

Over the past 14 years I've been building my list in multiple different niches and this is the first time I've truly outlined the process in a step by step fashion. It's important that you don't look for "what's missing" or assume something isn't here. It's all here. You just have to execute on it. If you get this operational (notice I didn't say get it right), you will start to see the momentum.

We have broken this workbook down in a way that helps anyone, even those starting from scratch, figure out what to do and where to start. But also intended to help build a foundation for even the most experienced marketers.

Enjoy!

# Pick Your Niche

**First thing is first, you need to decide what niche you'd like to serve.**

It's important to base this off a few factors: demand, desire, passion, and payment - We'll describe these in a second. Based on those 4 factors, use the lines below to note at least 3 niches you feel you'd be best suited to work with.



## Demand



Do people  
**NEED** what  
this niche  
has to offer?

## Desire



Do people  
**WANT** what  
this niche  
has to offer?

## Passion



Do you have  
a passion for  
this niche?

## Payment



Will people  
in this niche  
pay?

**Considering these questions of demand, desire, passion, and payment use the lines below to write down what niches YOU would be interested in.**

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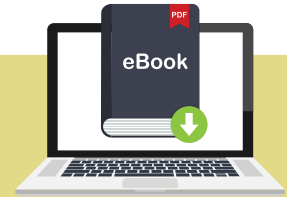
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# Brainstorm Lead Magnets

**A lead magnet** is something that you can GIVE people to attract them to your list.



It's all about adding value to someone's life, but it's not something that you need to overcomplicate. We use 14 different lead magnets that we use at different times and there's really no preference or think that one works better than the others.

It boils down to how you present your information and how to "sell" the Lead Magnet itself.

What we suggest is 10-30 hours of curation of data, meaning taking all the information you've learned on a topic and creating a way to present that information that beneficial to your prospect.

**Below are our 14 different Lead Magnets:**

- ☐ eBook
- ☐ Free Consult
- ☐ First Chapter of a Book
- ☐ Guide
- ☐ Group
- ☐ Giveaway
- ☐ Discount Code
- ☐ Quiz
- ☐ Templates
- ☐ Resource Library
- ☐ Checklist
- ☐ Workbook
- ☐ Case Studies
- ☐ Webinar
- ☐ Free Trial
- ☐ Recipe

Decide which you want to use based on the Problem Solving Matrix.



# The Problem Solving Matrix



**It's important to remember that you are just solving problems.**

If we break down our entire business to the simple idea that we are solving problems we need to understand what problems we are solving and what "solving problems" means in marketing terms.

So we created a problem solving matrix which is intended to outline the 4 different phases of "problem awareness" that your prospects may be in.

<b>Absent</b>  You can create marketing material that is geared towards people who do not know they have a problem. They may know they have a problem, but they likely don't know about YOUR specific take on the problem.	<b>Avoidance</b>  These people know they have a problem but are avoiding fixing it likely due to the fact that they think it's complicated, won't actually work, or will take a lot of time. You can put out marketing material that shows them your solution will help them overcome these issues.
  These people know they have a problem, they want to solve it but they aren't actively seeking a solution. So if the right solution comes around, they can be convinced without a massive effort.  <b>Acceptance</b>	  These people are actively searching for a solution. You will get these people to buy if your product is right.  <b>Active</b>

**Jasper.ai** is a platform that you can use to actually write your lead magnet for you.



If writing isn't your strong suit and you want to get your lead magnet out quickly, you can utilize Jasper to actually write it for you. Then what you'll want to do is use Fiverr or your own designer (if you already have one) to create a cover for your Lead Magnet (and/or just make it look nice throughout).

**Using the lines below, write down some Lead Magnet ideas.**

Use the Problem Solving Matrix and the 14 different Lead Magnets to come up with what you think would work well for your niche.

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# Avatar Outline

**An Avatar** is your ideal customer.



The more detailed you understand your ideal customer, the easier it's going to be to create and generate sales to your offer.

If you just say your avatar is a “women” you’re not being specific enough. But, if you know that your ideal customer is a “a mother between the ages of 30-45 living in the U.S. looking to start a digital business” you can really cater your marketing to those individuals.

**Use the lines below to iron out who your avatar is...**

Again, be as DETAILED as possible

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# Find Offers



## What to look for:



### Payment terms

How often are they paying out? Is there a threshold before you get paid out (1 sale or more?)



### Conversion Rate

How well does the page/offer you're promoting convert?



### Would you buy it?

It's important not to shop with your own wallet, but you also want to ensure the legitimacy of the offer before promoting it.



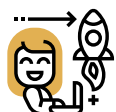
### Does it speak to your avatar?

It's important to find offers that your ideal customer is going to purchase



### Affiliate Tools

Take note of what they're giving you to help promote their product/offer



### Launch, new, old, reviews?

What do they have coming up or what have they done in the past that you can utilize to push your leads to?

**Use the lines below to right down potential offers you could promote.**

If you can't find 5-10 offers, this is likely not a great niche to build an affiliate business in.

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# Pages Outline



**Landing Page:** We will need a Headline, a description, and a Call to action.

**Bridge:** You will need a headline, and content to help convince people to continue down your funnel.

These funnels are incredibly simple and they only get complicated as you start to add your own offers into the mix. Do not overcomplicate this, you start with two simple pages.

## Create Value!

Everything we do online is based on creating value, this value can solve their problem. In order to maximize our results we want to do our best to create value and in doing so I've never seen a better outline than what Alex Hormozi outlines in his boom 100M offers.

He breaks it into a fraction that looks like this.

$$\frac{(\text{Dream Outcome} \times \text{Perceived Likelihood of Success})}{(\text{Time Delay} \times [\text{Effort} + \text{Sacrifice}])}$$

As you can see... as in normal math... we want the top of this to be as BIG as possible, and the bottom to be small. The larger the bottom is, the less value something has. So ideally we want to reduce the time it takes to get a result if possible. This makes creating valuable products simple. We just follow the equation.

We make sure they know they have a high likelihood of getting their dream outcome and that it won't take a lot of time, energy, effort on their end.



## How to structure your bridge video/content

- 1 Big Idea
- 2 The How
- 3 The Proof
- 4 CTA

**Big Idea:** What are you trying to get across to people? This is where you paint the picture and lighten someone to the "big idea" you need your prospects to know before they are aware that they want your solution.

**The How:** This is when you tell people how you do it. Now they have the "Big Idea", you can then show people how's done or why it needs to be done.

**The Proof:** This is where you'll prove that you know what you're talking about by either showing customer results or showing your own results. People should think "I think I can do this!"

**Call to Action:** This is when you give the something else they can do to follow through and get more info. If this is your own offer you'll tell them how they can get more information, if this is an affiliate offer you'll explain how that affiliate offer will help them progress.

# Sequence

Your email sequence is where the majority of your money is going to be made. Just running traffic to your offer is NOT going to yield you nearly as much as your email sequence (the follow up after someone opts in to receive your Lead Magnet).

Your sequence needs to be **7-9 days** with a total of **10-14 emails**.

The FIRST email is primarily to deliver the lead magnet or information that the individual opted in for, while also giving them some sort of “story” so they feel like they know you and can relate to you.

## Tips to Stand Out



### Your from name

If you're wanting to gain that trust, an email coming from YOU is going to develop more trust than an email coming from a brand



### Subject Line

Use an Emoji in your subject Line; 56% of brands using emojis in their email subject lines had a higher unique open rate. Also, use the SAME emoji in every email. This makes it easy for your prospects to know the email is from you immediately as they open their inbox.



### Signature

This is where you make yourself memorable as well. I like to put “See you at the top” in my signature before my name, and then you can add a PS. Adding a PS that promotes something all the time is a great idea



Throughout your sequence your emails will be based on one or multiple of the following:  
**Logic, Emotion, and/or Scarcity**



## Logic

This is essentially you appealing to the logical side of their brain. Typically this would be by sharing *facts and stats*.

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## Emotion

These types of emails are more story telling. We've found that there are TWO types of emotions that you want to play on in these types of emails: **Avoidance of Pain or Gain of Pleasure**.

With that being said, we've found that way more people will give you their money when you help them solve a problem vs. increase their pleasure. So "Avoidance of Pain" is the primary type of emotion that we hit on in our emails.

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## Scarcity

This is our favorite type of email and one that works the BEST. The easiest way to add scarcity is to actually remove your offer. Whether that means you have a limit quantity of your offer, or your price is changing.

**So in your sequence you should look to use the problem solving matrix to get people**

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

# Day 2

## Traffic



## Pixels

Simply put, pixels are a way for you to track who's going to your pages and what they're doing (purchasing, abandon cart, etc.).

The two platforms that you'll be utilizing pixels the most are **Facebook** and **Youtube** (Google).

facebook  
YouTube

Pixels not only allow you to track the results of your Ads, but it also allows you to create audiences based on who's visiting your page(s). That could be an audience of buyers, visitors, abandon carts, and look-a-like. Having pixel data is extremely important, especially as you begin to scale - You'll NEED to know what's performing, what's not, and how to best invest in your business.

Simply put, do not start running traffic until you have Facebook and Youtube pixels installed on every page of your site.

Each platform has a different protocol for installation so make sure you do some Googling to find out the best way to install and ensure it's working. This process takes no more than 3 minutes once you get used to it but it's absolutely crucial to your success.

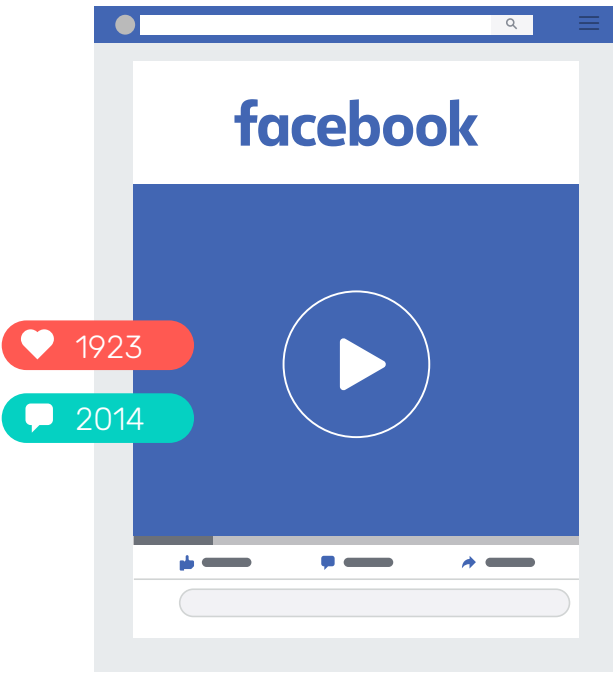


# Ad Outlines

After having spent more than \$4,000,000 on Facebook ads for my own personal businesses I can tell you that there are A LOT of different types of ads you can run... I'm not going to mention or cover all of them. I'm going to tell you what we use and what has worked the best for us.

That would be Image ads and Videos. Pretty basic I know, but I'll get into more depth below.

## Video Types: Facebook



**Ratio = 1:1** (I usually make my videos 2400x2400 when editing)

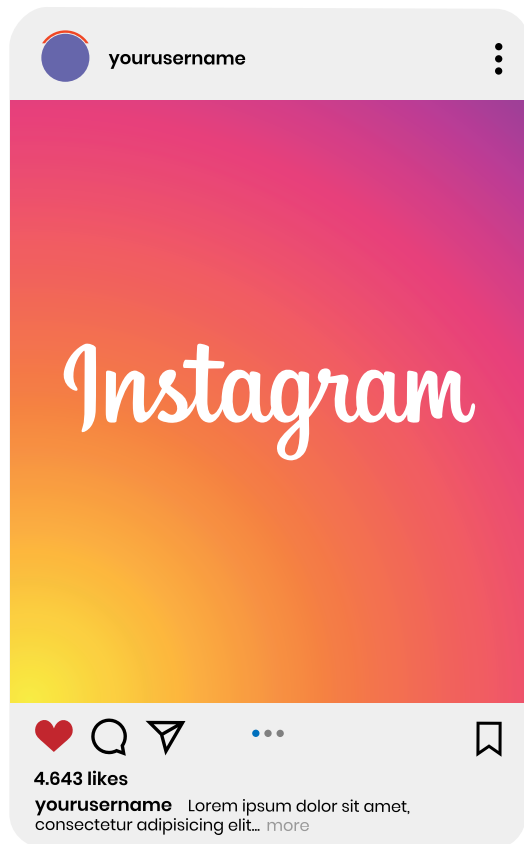
**Length = Anything under 5 Minutes preferably**

**Resolution = 720+**

### Content For Facebook:

- Spokesperson  
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- Demo  
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- Social Proof  
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- Follow Along  
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- Closer Ad  
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- Lifestyle  
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- Unboxing  
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## Instagram



Same as Facebook BUT you'll want to keep the video length under 2 minutes. **The main difference would be that you can use reels.**

Reels are **1 Min and 30 seconds max** and would have an aspect **ratio of 1080x1920** (Literally think landscape, but flipped).

Reels are new (mostly) but are very prioritized so there is a great opportunity when using reels.

## Youtube

**Ratio = 16:9 | 1920:1080**

This is your typical landscape video

**Length = Less than 6 minutes TYPICALLY**



## Youtube Content

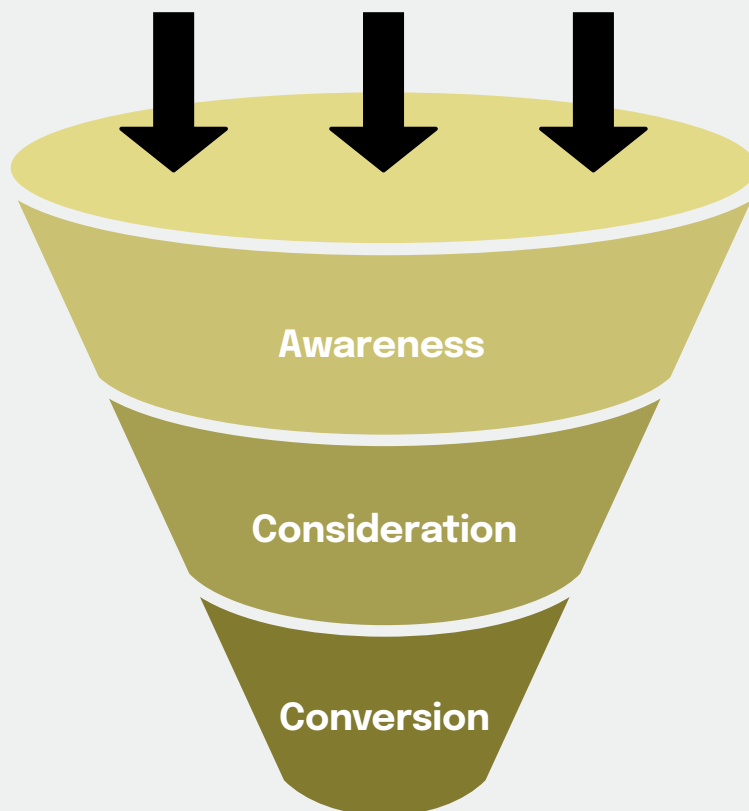
We've used a bunch of different types of Youtube ads and have success with a series of different "scripts" or outlines. I'll share them all below and you can test what works best for you.

### The "Alex Becker" model.

:30 Attention Grabber | CTA | 1:00 Product  
Explainer | CTA | 1:00 Product Explainer | Final CTA



**The next type of ad format is just a simple structure of creating ads around the three phases of marketing you'd use.**



This is the three phase marketing methodology you'll use when starting your promotions.

You want to first push Awareness when you are going after a cold audience, once you get them visiting your pages and you're getting leads... you then move to consideration.

Once someone has seen your sales page you may look to move them conversion.

## Here's a basic template you can use.

### Awareness

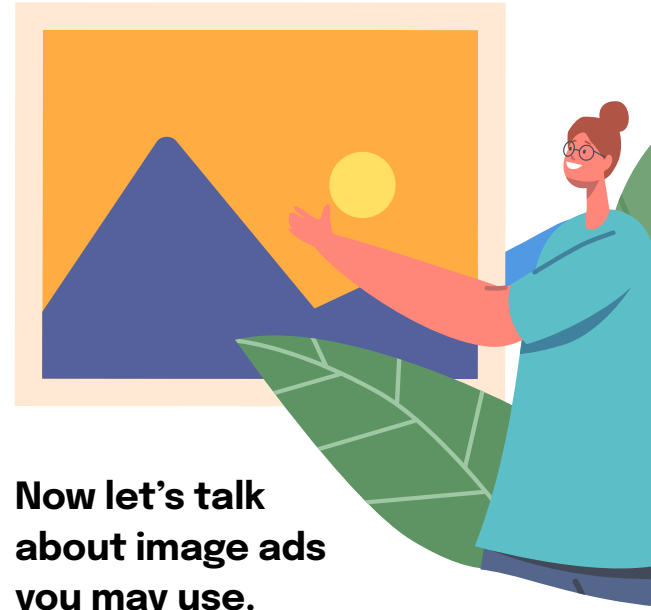
- 5-second hook
- High-level explanation of product /service
- Why product / service is relevant
- CTA about what to do next

### Consideration

- 5-second hook (you always need a hook)
- Transition to how the product will benefit the viewer
- More time spent explaining the details of those benefits
- Information on why the company is the best choice
- CTA for signing up

### Conversion

- 5-10 second hook
- Statement of outcomes about product or service
- Explanation of features / how it works
- Restate outcomes / cover new outcomes
- Call to action with a conversion focus



**Now let's talk  
about image ads  
you may use.**

**Image:**

Professional

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Cell Phone

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High Contrast

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Screenshot

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Carousel

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# Ad Copy

Let's talk about ad COPY. There are few "types" of copy formats that I use as "go-tos" that allow me to easily make ads without having to put much time into the creation of it. I just follow the outlines and the ads come together.

Obviously we have some outlines above for Youtube, but these can be used for Youtube and for Facebook.

I ESPECIALLY like the contrarian Copy method (Shout out to Sean Vosler who originally created this)



## Contrarian Copy Method:

1

**Attention** - Hook to catch attention

- Position the problem and why it's important
- Allegory/Metaphor to get into reader's head, make them feel understood

2

**Acknowledgement** - What most people think (the misconception)

3

**Aggravate** - Here's the truth on the matter (the claim)

4

**Authority** - Here's why It's the truth (the proof)

- Scientific Research
- Logical examples
- Emotional examples

5

**Angst** - Here's the damage that the common belief has on those who believe it (the stakes)

- What the damage has done in the reader's life
- What continued belief in the wrong way will lead to problem of the problem (make a list)

6

**Ambiguity** - Here's what others or author has done to fix it and what you can do...(giving clarity)

- What they need to do now to fix things
- The specific steps (reduce ambiguity)
- Beliefs changed
- How to remind self when times are difficult to maintain change

7

**Appeal** - summary of benefits & call to action

## Who, What, Without

Who: Who are you talking to?

What: What are you talking about?

Without: What are they able to do this without?

### Some Examples:

"Business Owners! Discover how to get better results in 24 hours without having to change what you're currently doing."

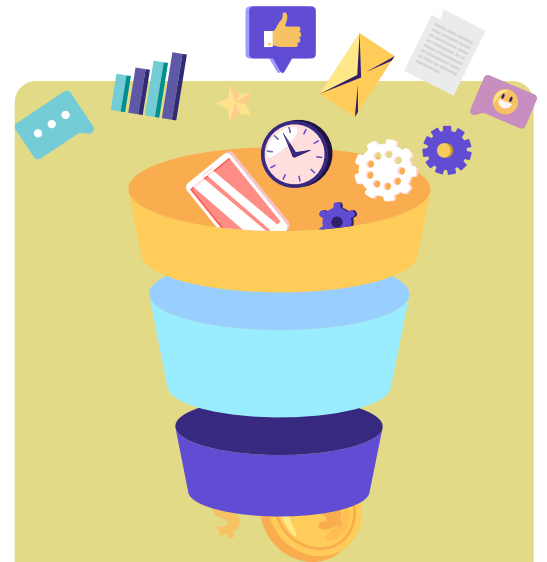
### Story:

I absolutely love stories. They are really the best way to get your point across and let people know who you are.

**Remember with a story there is a beginning, a middle, and an end.**

Don't get wordy. Just tell people where it all started, how it all came about, and how it's going now. Stories are REALLY powerful so if you have a story about your situation and coming into realizing something big, share it... it may be the best ad you have!

Stories don't have to be in video format. They could be images with a description (on Facebook and Instagram obviously). So anytime you think of something, write it down so you can use it later. Videos DO perform the best, but images can work great with stories as well.



### Every good system has the following...

analyze your system to see if you have these elements:

- 1 Lead Capture
- 2 Provide Value
- 3 Increase Desire
- 4 Micro-Commit
- 5 Qualify
- 6 Speed of opportunity
- 7 Speed of implementation
- 8 Lower Effort
- 9 Dream Outcome
- 10 Automated Follow-Ups

# Wrap Up



## **30 Hour Challenge**

Spend 30 hours acquiring knowledge in the space that you're looking to start your business in. Take all that knowledge, aggregate it, and use that to create your lead magnet/content/training.



## **Create systems that get you paid**

EMAIL Sequence(s)! Create 7-9 day email sequence with 10-14 emails. If you don't have an offer of your own to promote, it's okay to start by promoting someone else's offer. Find the right offer/product, create a KILLER lead magnet, start promoting, and be sure that you use logic, emotion, and scarcity in your email sequence.



## **Add new Traffic Sources**

Facebook, Instagram, Youtube, Google, and Solo Ads (or affiliates)



## **Invest**

Investment in your business comes with both time and money. If you're not willing to invest in your business the likelihood of success is slim to none. If you have more time than you do money, that's what your primary investment will be initially. If you have more money than you do time, then you'll start with actively promoting via Ads. You MUST be willing to invest in yourself and in your business - If you do this, you will get results. Take the time to get familiar with our 30 hour challenge because you could get several HUNDRED leads from this for free... all by curating content for other people.

