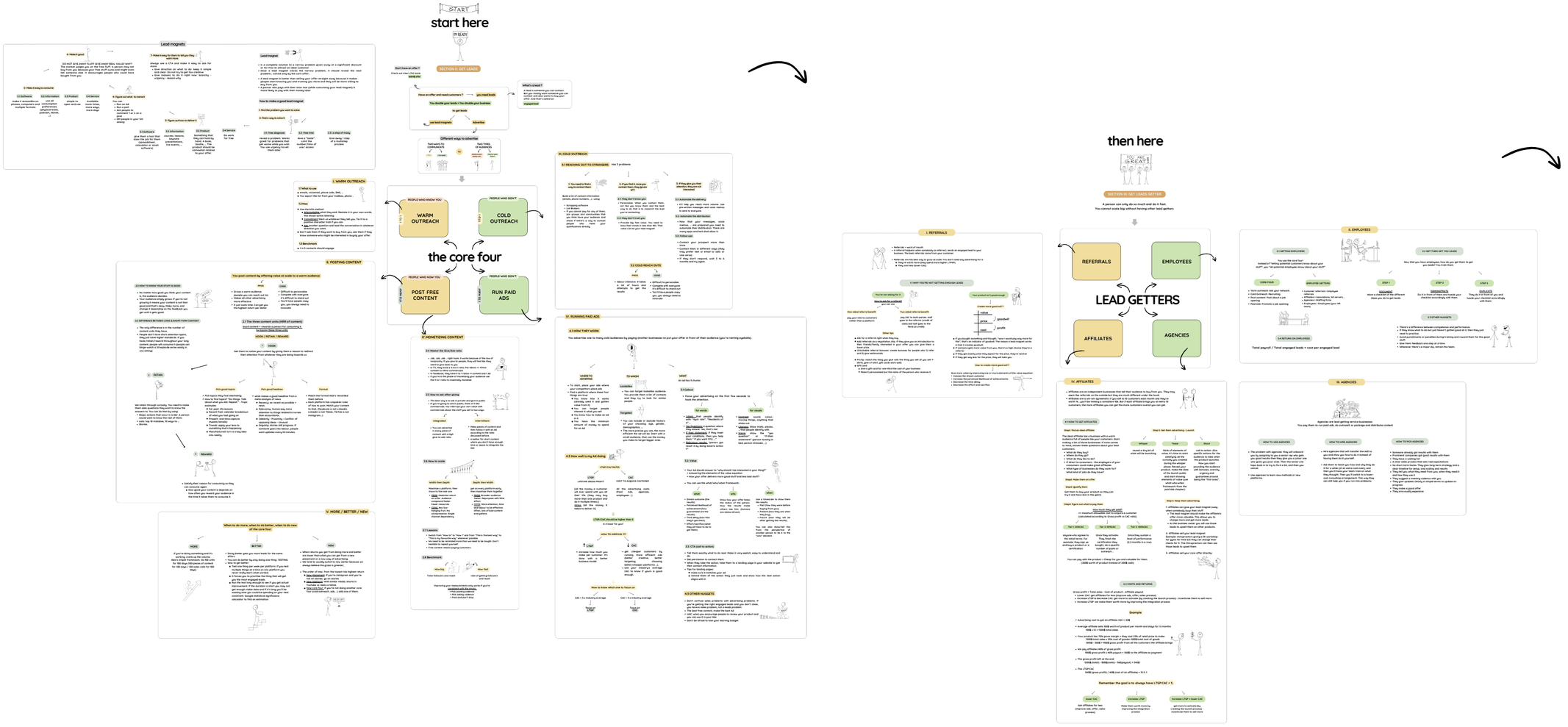
start here
SECTION I: GET LEADS
Lead magnets
1. Make it easy to consume
2. Make it good
3. Make it easy for them to tell you they want more
4. Figure out what to create
5. Figure out how to deliver it
6. Make it easy for them to tell you they want more
7. Make it easy for them to tell you they want more
Lead magnet
How to make a good lead magnet
1. Find the problem you want to solve
2. Find a way to solve it
2.1 Free diagnosis
2.2 Free trial
2.3 a step of mini-delivery
2.4 Service for free
2.5 Free
1. WARM OUTREACH
1.1 What to use
1.2 How
1.3 Benchmark
PEOPLE WHO KNOW YOU
PEOPLE WHO DON'T
WARM OUTREACH
COLD OUTREACH
the core four
POST FREE CONTENT
RUN PAID ADS
II. COLD OUTREACH
3.1 REACHING OUT TO STRANGERS
3.2 COLD REACH OUTS
III. RUNNING PAID ADS
4.1 HOW THEY WORK
4.2 How well is my Ad doing
4.3 How to scale
4.4 Benchmark
II. POSTING CONTENT
1.3 HOW TO KNOW YOUR STUFF IS GOOD
2.1 EXPERIENCE BETWEEN LOVE & MONEY FORM CONTENT
2.2 The three content units (MIRR of content)
HOOK / RETAIN / REWARD
2.3 How to ask offer giving
2.4 Master the Gira/Ken ratio
2.5 How to ask for engagement
2.6 Benchmark
V. MORE / BETTER / NEW
When to do more, when to do better, when to do new of the core four
MORE
BETTER
NEW
IV. MONETIZING CONTENT
I. REFERRALS
1.1 WHY YOU'RE NOT GETTING ENOUGH LEADS
II. EMPLOYEES
2.1 GETTING EMPLOYEES
2.2 GET THEM GET YOU LEADS
2.3 RETURN ON EMPLOYEES
2.3 OTHER NUGGETS
III. AGENCIES
IV. AFFILIATES
4.1 COSTS AND RETURNS
then here
SECTION II: GET LEAD GETTER
A person can only do so much and do it fast.
You cannot scale big without hiring other lead getters
REFERRALS
EMPLOYEES
LEAD GETTERS
AFFILIATES
AGENCIES
FINISH
end here
SECTION IV: GET STARTED
1-line yourself permission to fail
2 Rule of 100
3 Open to good rule
Lead mastery in a nutshell
done reading, now go get doing
made by insane