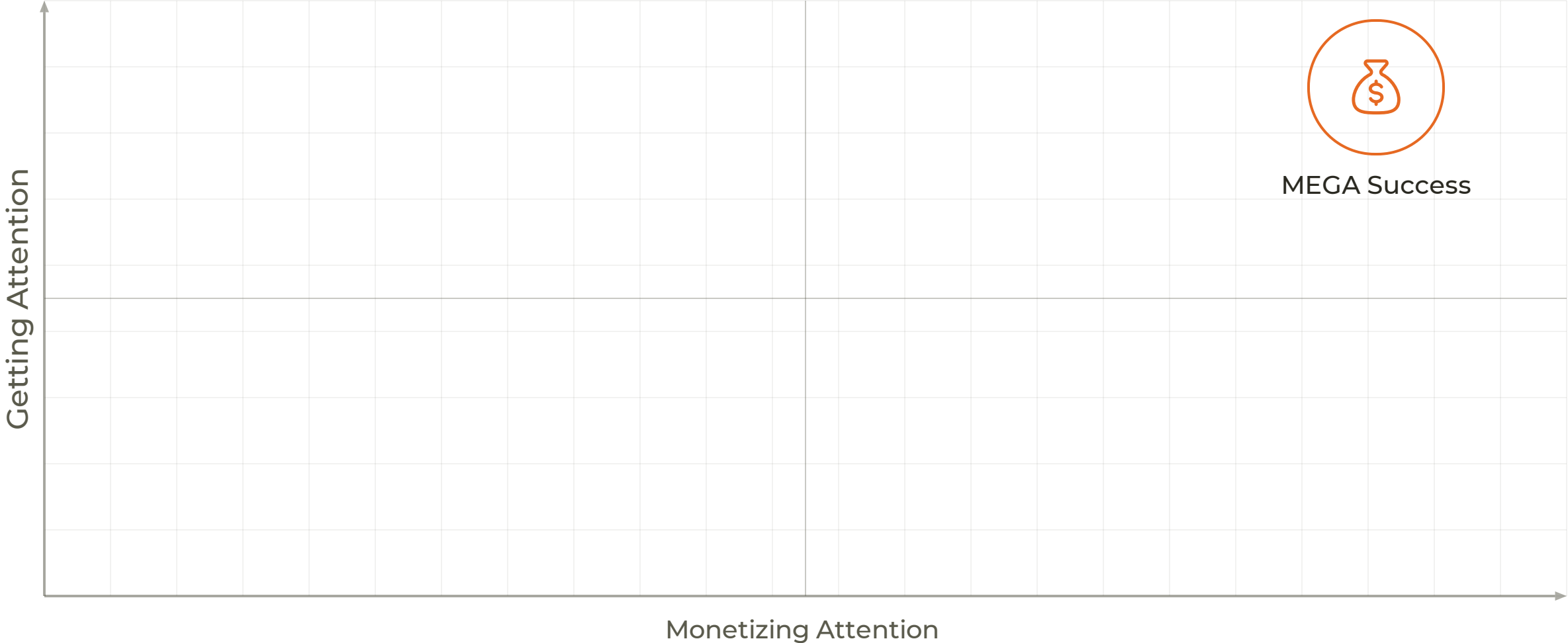




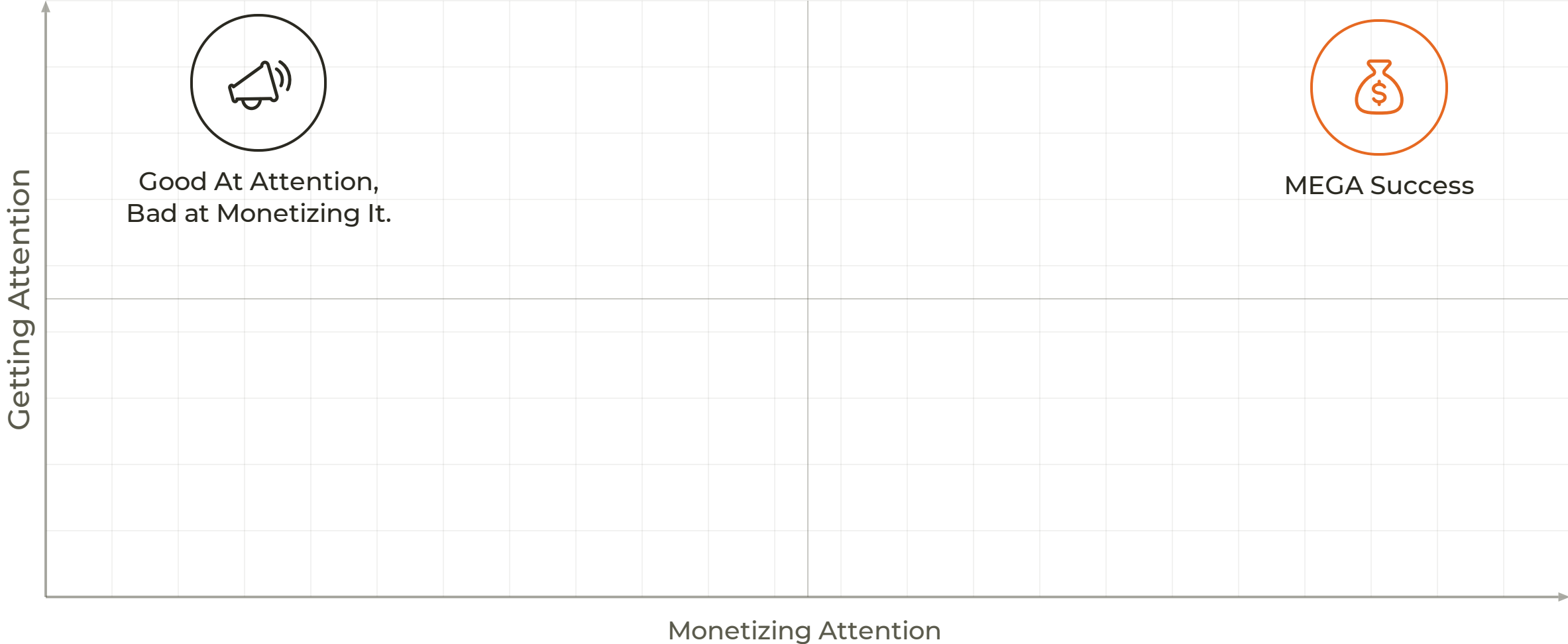
How To Find Growth Opportunities For Any Business

THE ULTIMATE GUIDE

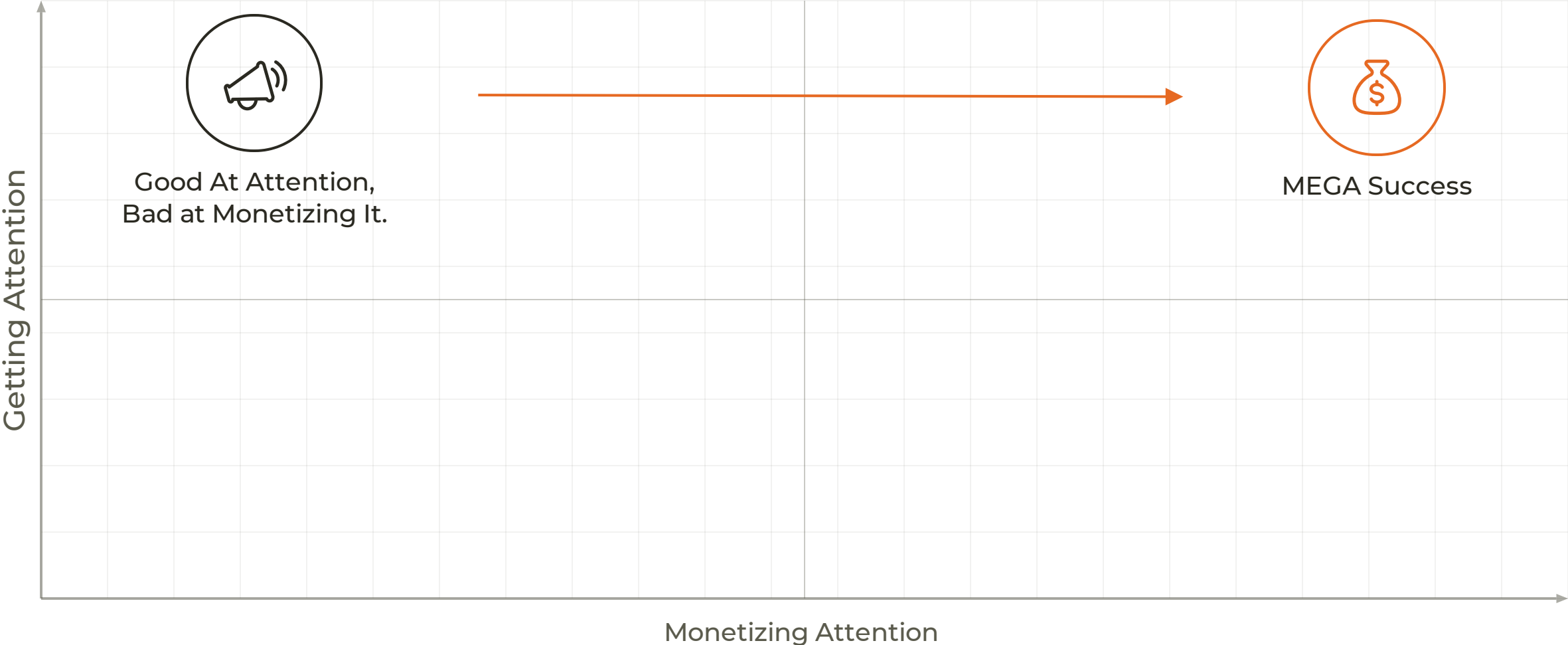
We have the EXACT same goal with every Business



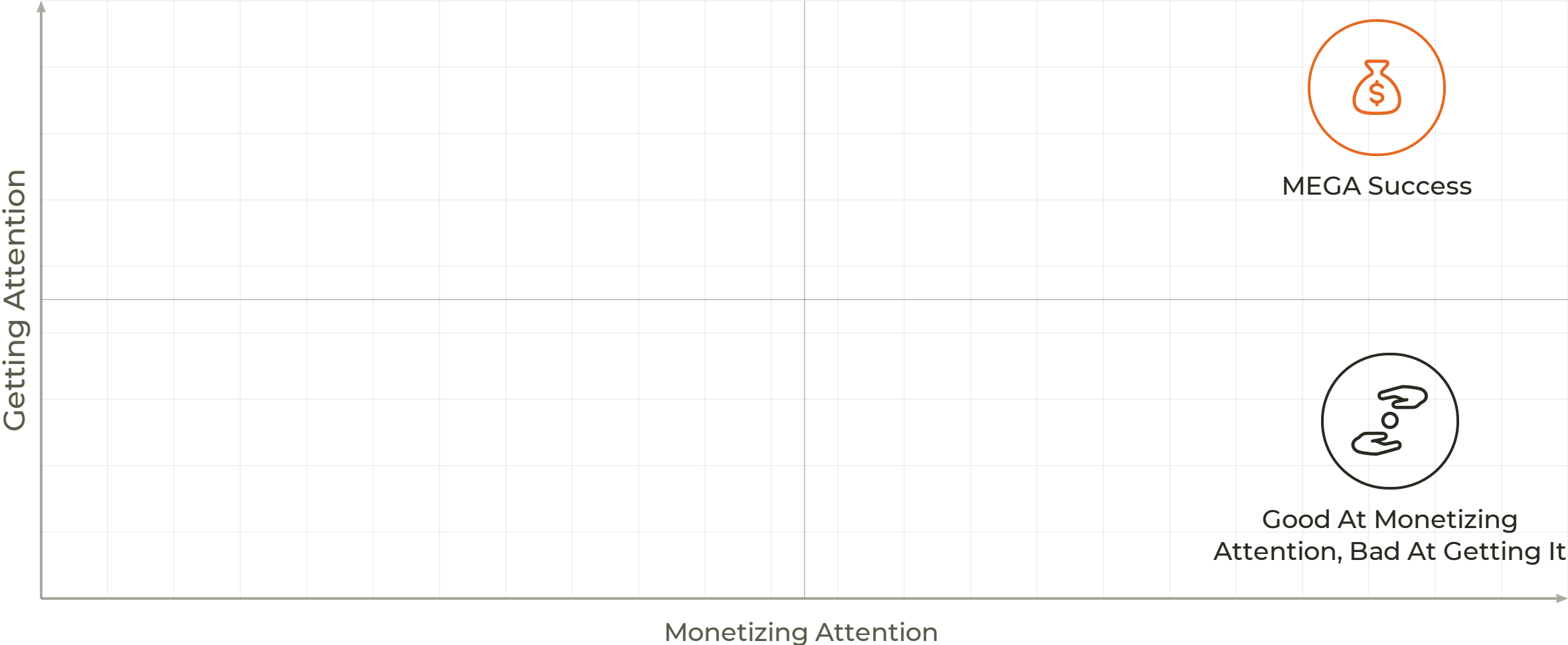
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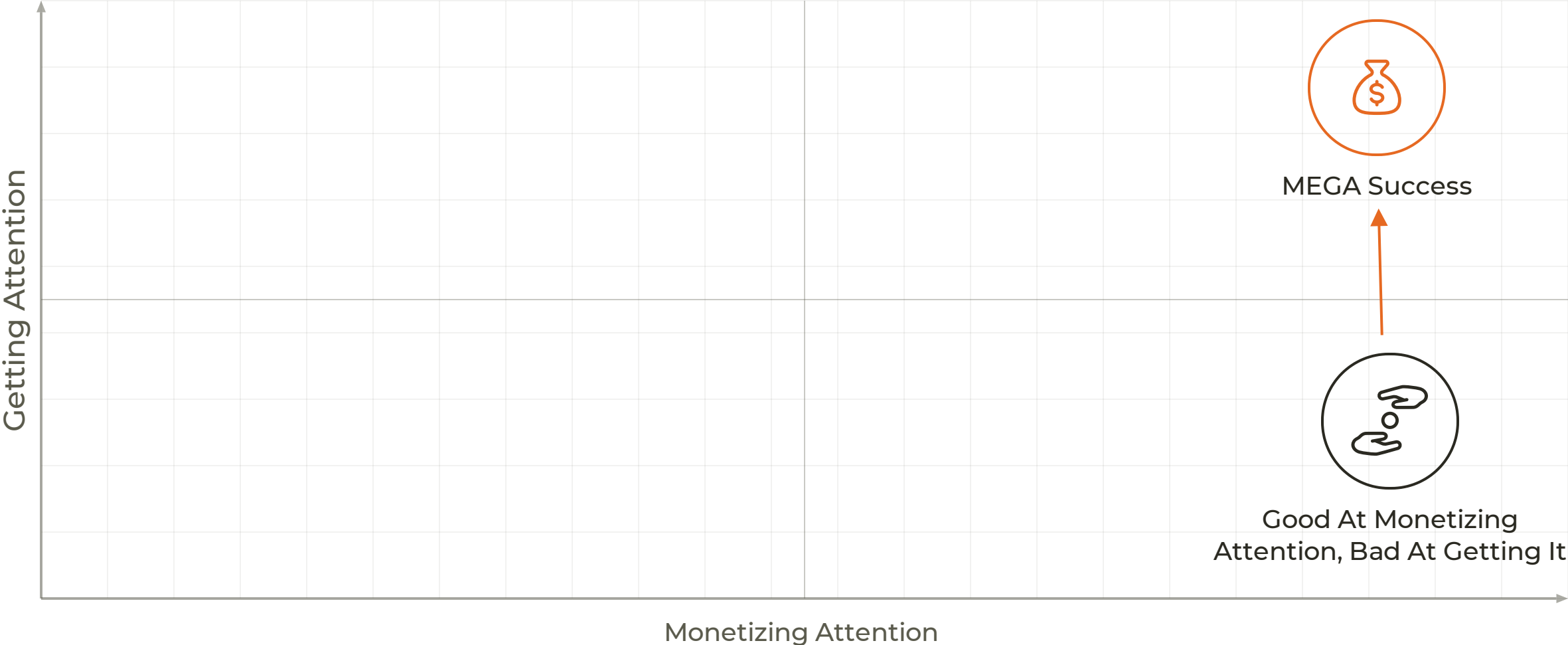
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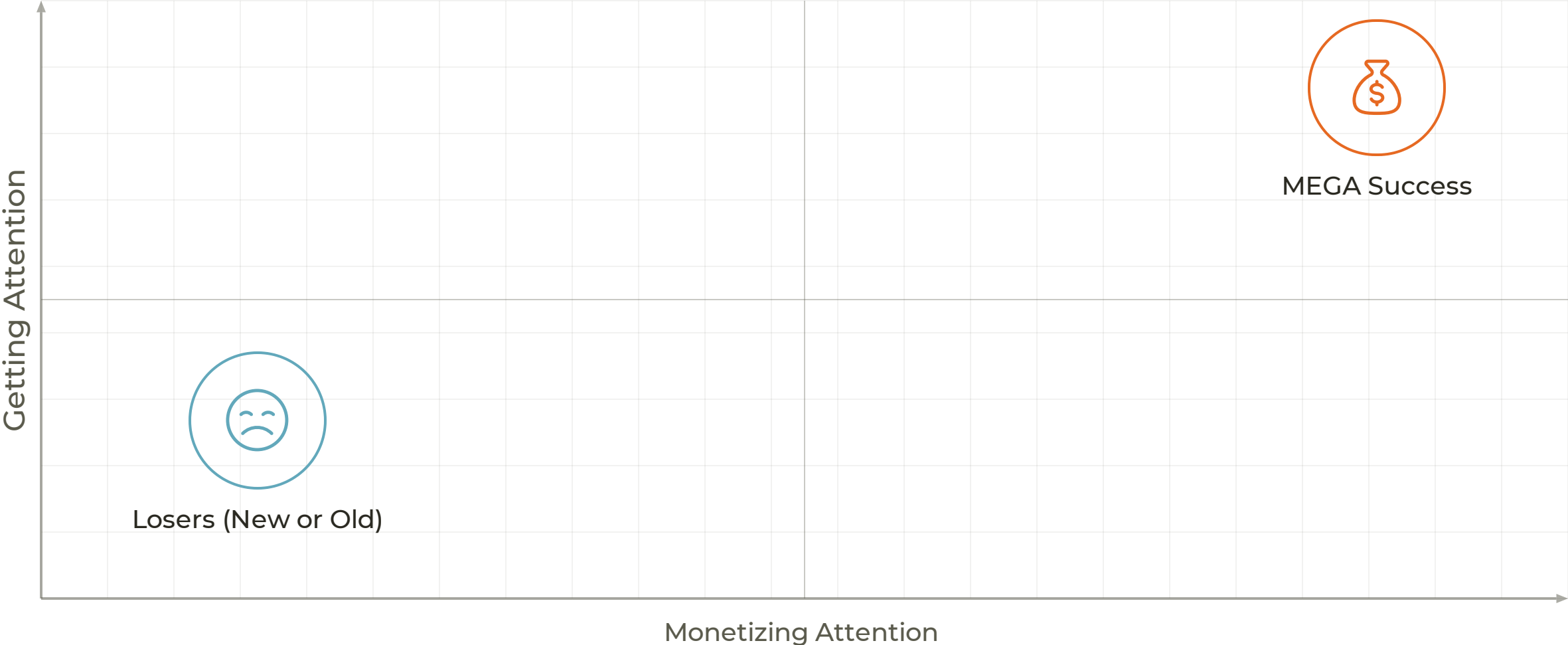
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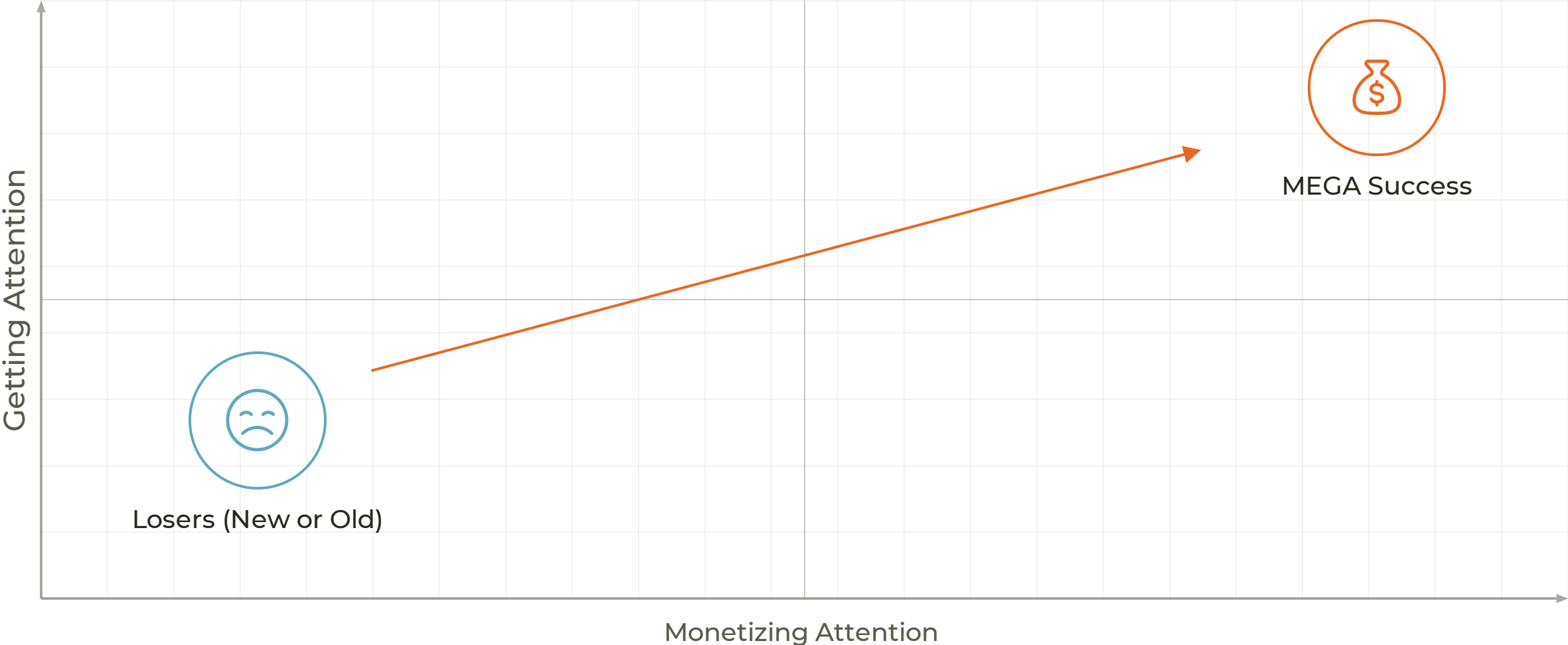
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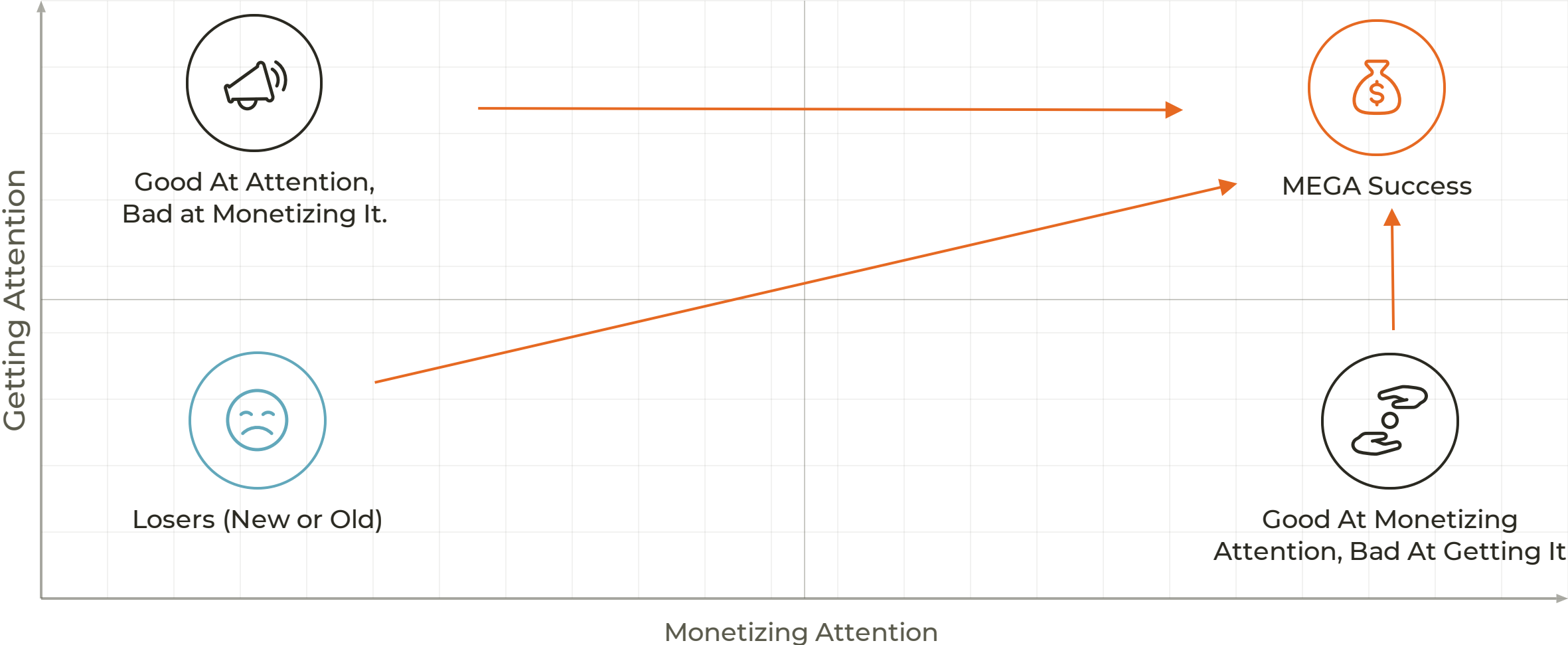
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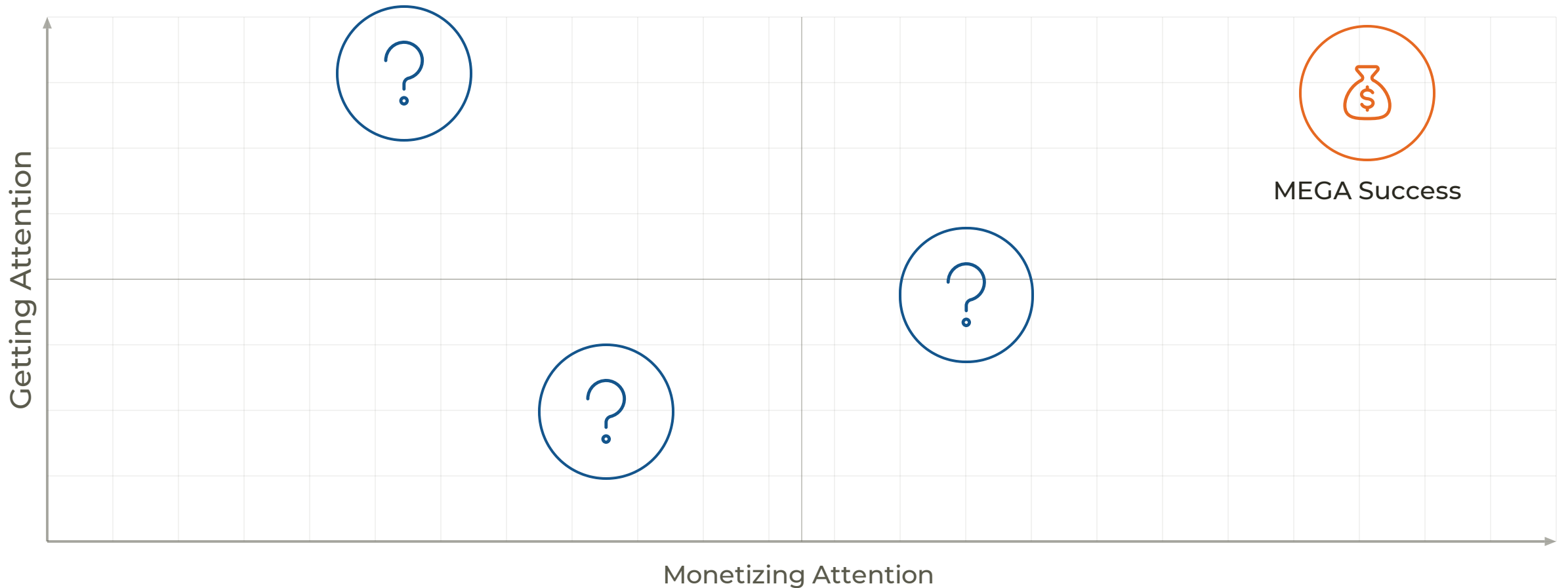
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How do we know where a business is in relation to Mega Success?





It's **diagnosis** time

Analyze How They Are Currently Getting Attention Online

They only really need to be good at ONE of these

- **Organic Social Media Content**

Look at their biggest social media platform

- 0 - 1k followers: Getting attention is their biggest weakness
- 1k - 10k followers: Limited options for monetization, attention is still the main challenge
- 10k - 100k followers: Primary focus starts to shift to monetization
- 100k+ : Attention is sufficient, explore new monetization avenues

- **Paid Ads**

Longer the ad is running or the more ads you see, the more likely the ads are successful

- facebook.com/ads/library - For FB and IG ads.
- semrush.com and similarweb.com - Can show Google Search and Display ads
- Bigspy.com - Paid tool to help you find their specific ads on YouTube, TikTok, and more



Analyze How They Are Currently Getting Attention Online (cont.)

They only really need to be good at ONE of these

- **SEO ranking**

- Use tools like [semrush.com](https://www.semrush.com) and [similarweb.com](https://www.similarweb.com) to see what terms they rank highly for if any
- Search Google, Youtube, Amazon etc using the same keywords their target market would use. Are they in the top 1-3 results or on on the first page?
- Especially important for local service businesses

- **Affiliate Marketing Network / Joint Venture Partners**

- Check various social media platforms to see if influential accounts are tagging or promoting your prospect's products

- **Direct Sales**

- Common in B2B and hard to spot from the outside. If they have many testimonials but no obvious attention-grabbing methods, assume they excel at direct sales
- Methods include: Cold Calling, Cold email/DM, Networking, Trade Shows or Events

- **Press Coverage/Social Media Buzz/Trending**

- Have they been featured on high profile news sites
- Are they being discussed on social media or top podcasts?
- Have they done something remarkable and are now trending online?



Analyze How They Are Currently Monetizing Attention

Value Ladder and Funnels

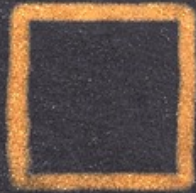
- Do they have:
 - Lead magnet?
 - Low-ticket product?
 - Medium-ticket product?
 - High-ticket product?
 - Subscription based product?
- Is one on their products "weaker" than the rest?
- Do their products rely on the owner's individual time, or can they be scaled?
- Do they have upsells, downsells, and cross sells built into their funnels?
- Are they nurturing their existing customers to move them higher up the value ladder?

Copywriting Quality

- How well does their copy utilize the main emotional drivers of the target market?
- Have they accurately matched their audience's level of sophistication and awareness?
- Is their copy confusing, boring, or ugly?
- Are there any noticeable opportunities to use other copywriting tactics to increase the percentage of people that engage and purchase?



Other **Indicators** Of Monetization Ability



- Do they have an abundance or lack of testimonials and reviews for their products?
- Does the visual design and mobile experience reflect a high or low quality product?
- Do their customers "gush" about how much they love the product or service online?

Now that we know their
weakness... it's time to
create **genius solutions**



The 2 elements of every marketing idea



The Marketing "Machine" or Part

Fb ads, Lead Funnel, Sales Page, Tik Tok shorts



Effective Copywriting

The actual words and persuasive elements used in that machine

You will either be:

- Fixing a broken, ineffective part of their marketing machine
- Adding a new part to their marketing machine



How do we find **specific solutions** to their identified weaknesses?



- Steal from Top Players in their market
- Steal from other markets
- Classic marketing answers
- Divergent thinking

"Good artists copy. Great artists steal" - Steve Jobs

How creative will you be?

How effective will you be?

