

# WORKING OFFER CHEAT SHEET

# Boat for Hire Company

Submitted by Magida Ezzat

Results: 50 leads in 30 days for \$17 per lead

Offer: 50% off this month only

Fee: \$2,000



# Bookkeeper

Submitted by Justin Ozuna

Results: 138 leads

Ad spend: \$349.96

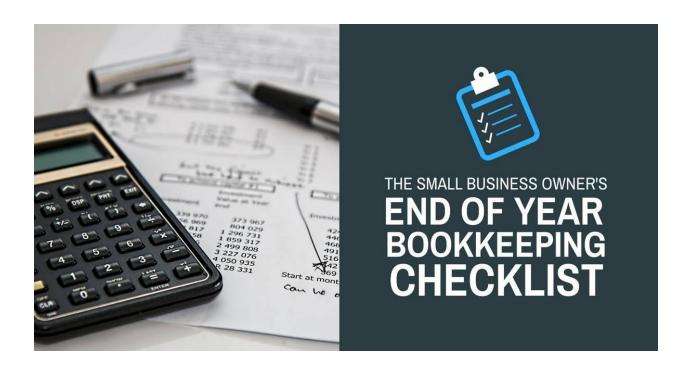
Duration: 30 days

CPL: \$2.54

Offer: End-of-year bookkeeping checklist for SMB Owners

Monthly Fee: \$400 (with a deal to keep my books)

Target: US, 25-40, People who like Quickbooks



# Classic war for Meddings

### "Nono The Chevy"

Submitted by Manuel Salinas

Bait was a free PDF: "20 Things You Need to Know to Plan Your Perfect Wedding ... Wait till You See No. 17!"

Targeting: Engaged women to be married within 1 year, wedding planners, wedding photographers

Results: The wedding season is about 6 mo long in my country. He got completely booked for the entire season. About 180 leads, 25 events booked, 3 partnerships with wedding planners and an agreement with an advertising agency.





### Submitted by Manuel Salinas

Bait: free month, just pay \$20 as enrollment fee.

3mo, 6mo and 12 mo packages + extra discount if charged automatically to

your credit card.

Ad spend: \$500

Upfront sales: \$6k.

Back end sales: \$15k.

My fee: \$1k





# Cryonnerapy

Submitted by: Eddie Maalouf

Offer: FREE Intro Session

Results: \$300 spent and got 90 leads

Monthly Fee: Pays \$1700 a month (has other services)

What is All This "Cryotherapy" Buzz about?

Did you know that a single 3-minute Cryotherapy session:

- speed up your muscle recovery
- burn up to 800 calories
- !! leave your whole body feeling relaxed and rejuvenated?

We're giving all first-time visitors a FREE Whole Body Cryotherapy session (\$40 Value) from now until February 28th!

Click the "Book Now" button to claim your FREE session and get your body in peak performance.



Claim Your FREE Whole Body Session!



### Submitted by Jeffery Ross

Results: 198 leads over 45 days - 22 converted into GYM memberships - the Conservative value of each lifetime value of each membership is around \$1000 [this comes directly from my client]

Spent \$980 in FB ads

 $22 \times $1000 = $22,000$  over the year from \$980 in ads Nearly 2300% ROI!!

Offer: 14 days FREE trial

Monthly Fee: Client pays me a Monthly retainer fee of \$1200 per month.

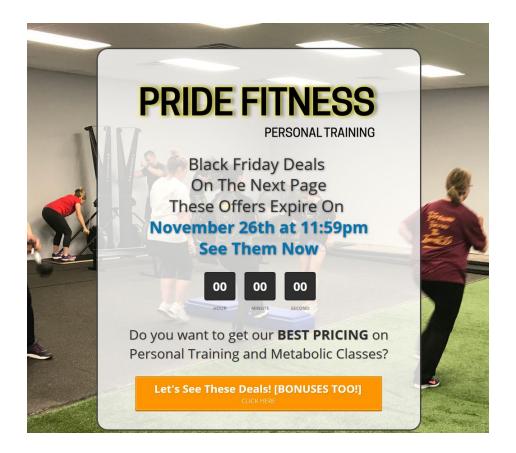


### Submitted by Andrew Helmick

Results: Made \$15k on 12 sales. Couple high ticket (\$3k), a some lower (\$1-\$2k) prices. Spent \$900 in ads in 6 days.

Offer: Black Friday Flash Sale. Included an extra month (December) plus tons of extra perks depending if they took the high ticket vs the lower tickets.

Monthly Fee: I am the owner so I didn't charge myself, but spent \$900 in ads.





### Submitted by Felipe Freire

Bait: Highlights (Normally \$350) for only \$140

Upsell: Strands for \$440

Downsell: nails, pedicure, eyebrows and stylist haircut

Always offer a hair treatment afterwards, closed around \$2.6k on this but the clients pay when they come to do it.

42 leads in the first 7 hours for \$0.19 cents each.

Profit: \$4.3k from 11 clients that came in so far.

Got 137 leads total for \$56 total

We are offering a free haircut for those that didn't come or didn't scheduled anything.

Got the next 2 weeks nearly fully booked and we are booking clients for the next month already.

I charge 2k per month plus 35% of our hair course.



# Ninja-Warrior Gym

Submitted by Anthony Selm

Results: 412 Leads for \$295 in ad spend (\$0.72 per lead)

Offer: 1 Free Kids Class

Monthly Fee: \$1k/month

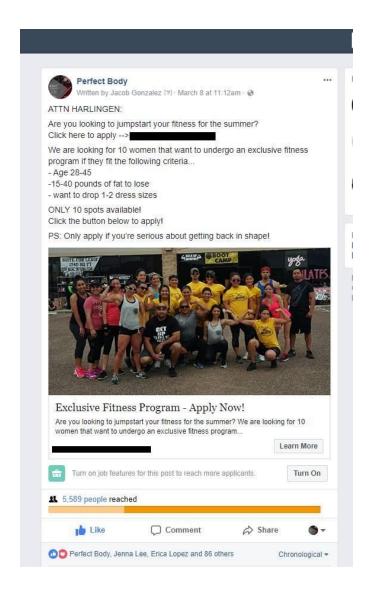


# Personal Trainer Studio

Submitted by Jacob Gonzalez \$43 ad spend 45 Leads

.98 cpl

4 1/2 days running, tons of messages and comments as well





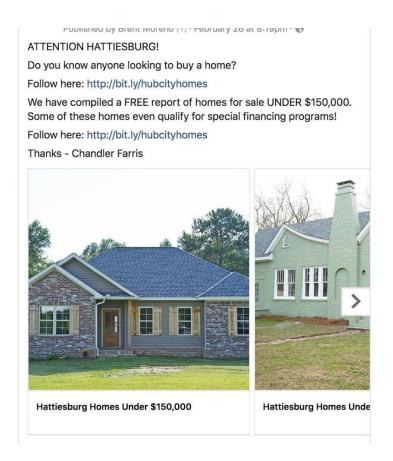
### Submitted by **Brent Moreno**

169 Buyer leads in under 2 weeks.

0.02 cents per post engagement was my cheapest.

Total cost was under \$160.

2 houses under contract now with an expected profit of over \$10,000. \$1500 a month and he has referred 2 clients in other locations at \$1500 a month also that I will be setting up this week.



## Restaurant

### Submitted by McKensie Liberman

Restaurant client which was one of my first clients using a Messenger Bot.

Currently paying me \$300/mo plus food and ad spend (SUPER low and I would never charge that low now, but I love the food and I'm able to test some stuff with bots and ads with this client):

- 5% conversion rate
- 100% open rate
- 99% click through rate

Even more importantly, this campaign generated qualified leads for just 85¢ a piece!



# Tratter Snop

Submitted by Josh Mayer

Offer was 25% off gift certificates. Sold online only.

\$4,850 sales Black Friday weekend

\$4,475 Christmas

\$6,300 Valentine's Day

I charge \$500 per month plus 10% of sales.

I only take 10% off the gift certificate sales. Easily trackable online. And I invoice this client after the promo for my 10% He pays by check.



### Submitted by Magida Ezzat

Results: 31 leads in 2 weeks, \$5 per lead, spent \$150.

Using a lead form - no landing page.

Offer: deal of the month 40% off.

Fee: \$3000 Setup Fee + \$1000 per month





Submitted by Brad Langan 84 PAID leads, \$2.30 a lead Ad Spend \$193

Upfront Sales: \$1176

### Backend Sales will be AT LEAST 4k/month in membership

