

# Ivan du Plessis

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## Examples of My Work

**Goal: To showcase work & skills I can bring to the table.**

*(compiled May 2024)*

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*Click on title to be taken to section*

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  10. [Contact Details](#)... Let's hop on a quick call?
-

# Calendar as Account Executive

*Delivered 5 Plus Demo Calls a Day + Follow-Up... (very busy!)*

Calendar interface showing a weekly view for June 12-17, 2022. The calendar is filled with various events, including "Out of office", "Send Email Reminders", "Whatagraph+Pinstripes", "Colony Group Follow-Up", "Digital Media Follow-Up", "Ebiz Infotech Follow-Up", "Ivan / Valdas check-in", "Lunch (30 min)", "AUUU meeting", "Jacks House Party Follow-Up", "Meeting with Whatagraph", "Check With Me Before Scheduling", "Hakuhodo Digital Follow-Up", "Aayushi Ya Wolfpack", "Search Marketing Group", "Admin + Follow Up", "Milk-Bottle Projects", "SocialLink Consultancy", "Concise Digital Follow-Up", "Buffer between calls", "Cantarella Bros Follow-Up", "Weekly Wolfpack", and "Ivan du Plessis".

Calendar interface showing a weekly view for June 5-10, 2022. The calendar is filled with various events, including "Out of office", "Send Email Reminders", "Whatagraph+Pinstripes", "Mark Cox and Ivan du Plessis", "Timothy and Ivan du Plessis", "Whatagraph personalization", "Disrupta-Indy & Allira", "Whatagraph+Robins", "Whatagraph+YF A", "Client Follow Up + Admin", "Content Mogul Follow-Up", "Wolves Wolfpack", "Milk-Bottle Projects", "The Alchemy Social Media", "Ivan / Valdas catch up", "Dilmah-Cyelon Tea-198", "Whatagraph+Skull", "Weekly Wolfpack", "Follow-Up with Clients + Admin", and "Check With Me Before Scheduling".

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## **2 Page Pitch Deck**

- Received training from sales manager + shadowed senior member calls.
- Created this “2 Page Pitch Deck” for myself and new team members to follow.
- Stuck it on the wall and followed while performing zoom calls.

**DEMO TIME - 30 Minutes!**

### **ICE BREAKER**

1. **Hello (name)... How are you?** *(smile)*
  2. My name is Ivan, I am a Client Partner here at Whatagraph... I'll be the one showing you around today.
  3. Where are you based by the way?
- 

### **STATE AGENDA**

#### **In Terms Of The Next 25 Minutes Here's What We'll Cover**

- I am going to ask you a few questions, to better understand your needs.
  - Then we can dive into the Platform & I'll show you around.
  - And next we can discuss pricing options.
- 

### **DISCOVERY QUESTIONS - FIND PAIN POINTS! - ASK SECONDARY QUESTIONS**

- 1.) **Reporting Process** - What does your current reporting process look like?
- 2.) **Any Tools** - Are you currently using any other tools
- 3.) **Platforms Used** - What platforms are you currently using?
- 4.) **How Many Reports** - How many reports do you currently generate?
- 5.) **How Long** - How long does it take to generate a report?
- 6.) **Main Challenges** - What are the main challenges with your reporting process?
- 7.) **Urgency** - Is this something you want to have implemented fairly soon?
- 8.) **Decision Maker** - Are you the decision maker or do other people need to sign off

- **OK EXCELLENT - Thank You Very Much For The Answers**
  - **This Lets Me Tailor The Demo To Your Needs**
  - **I Will Share My Screen With You Now & Show You The Platform**
  - **And Hopefully Try To Answer Any Questions You May Have**
- 

### **DEMO**

- |                                                   |                                                       |
|---------------------------------------------------|-------------------------------------------------------|
| 1.) Show Layout - 3 Sections + Overview           | 5.) Build Your Own <i>(Expanded Media + Goal KPI)</i> |
| 2.) How To Connect Data Sources                   | 6.) Custom Formula                                    |
| 3.) 3 Ways To Create Reports                      | 7.) Automate Delivery                                 |
| 4.) Single/Dynamic Widgets <i>(Graph + Table)</i> | 8.) White-Label                                       |

Involve Client More | Don't Talk So Much | Use Client Voice | Don't Feature Dump | Mouse | Slow Down

**PRICING** - (Annual Packages | Quarterly on Custom | 1+12 Offer Available)

Now That You've Seen How We Can Address Your Challenges Around "**PAIN POINTS**"... Let's discuss pricing packages.

Go to pricing page - <https://whatagraph.com/pricing>

1. **Professional** – \$199/ **\$2,388 annual** (25 sources, 5 users) / \$6 extra per source
2. **Premium** – \$299/ **\$3,588 annual** (50 sources, 10 users) \$5 extra per source
3. **Custom** – \$549/ **\$6,588 annual** (100 sources, unlimited users) \$4 extra per source

#### Explain How Sources Work

Our packages work around sources. And what that simply means is how many times does WG connect to your platforms... It's very easy to work out.

#### For Example:

- All you need to work out is how many platforms you will be reporting on for each client.
- Let's say as an average for each client - you are working with 4 platforms.
- And you have 20 reports.
- ALL YOU THEN DO - Is multiply 4 platforms X 20 reports = 80 Sources.
- And based on that we can see which package you fall under.

#### Add Ons

|                                                     |                                        |
|-----------------------------------------------------|----------------------------------------|
| <b>Custom branding (logos/colours)</b>              | <b>\$119 / €109 month</b>              |
| Custom domain (url/email domain)                    | \$119 / €109 month                     |
| Custom Branding + Custom Domain Bundle              | \$199 / €179 month                     |
| Additional User Cost                                | \$ 10 / €10 month                      |
| Overview (more than 3 lines)... <u>what's this?</u> | \$149 / €139 month (discount possible) |
| Personal Onboarding Session (standard) 1 session    | \$ 49 / € 49 once off fee (FREE NOW)   |

**TIP** - Many of our clients charge nominal fee (\$100). This will more than cover the cost of WG

#### **NEXT STEPS**

1. **On a scale of 1 to 10 how likely would you be to use WG?** (*gauge temp*)
2. **Ready To Move Forward?... Can I Send You A Quotation?...** (*Ask for Sale*)
3. **Would you like to test drive software with a 7 Day Free Trial?** (*optional*)
4. **When will you be ready to make a buying decision & move forward?**
5. **SET UP NEXT APPOINTMENT (GET DATE & TIME) ...** Ask to click YES

**YOUR JOB: SECURE NEXT APPOINTMENT!**

ADMIN TASKS: 7 Day Free Trial | Email Client | Create Calendar Appt | Salesforce Admin

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## **LIVE Sales Calls**

- Delivered 5+ Demo Calls a day across South East Asia (APAC) region.
- Sold SaaS reporting software to Marketing Digital Agency owners.
- Delivered demo calls to agency owners in Australia, New Zealand. Singapore, Malaysia, India, Philippines.

[Click On Link To Watch Zoom Demo Call](#)

1. [CALL 1: Singapore Agency](#)
2. [CALL 2: Malaysia Agency](#)
3. [CALL 3: Australia Agency](#)
4. [CALL 4: New Zealand Agency](#)
5. [CALL 5: India Agency](#)
6. [CALL 6: Philippines Agency](#)

On A Zoom Call With Malaysia Agency



On A Zoom Call With Australia Agency



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## **Cold Email Campaigns** (LIVE Example)

- I created this Lead Generation Cold Email Campaign from scratch.
  - My client was a consultant agency with 2 offices in California & New York.
  - They offered marketing services to Course Creators & Coaches
  - We used “Instantly software” (*I set up the entire backend system*)
  - Plus pulled and cleaned lists
  - Monitored daily response
  - Created Response Playbook Swipe File
  - Followed-up and responded to warm leads.
  - Helped generate \$72,000 in annual sales in 6 weeks.
1. Below is an example of the email sequence we ran.
  2. Consisted of a - “3 Step Campaign”
  3. We “split tested” multiple versions of each step... (*gif images did very well*)

### **(V3 & V4) Course Creators & Coaches**

*Click on version to be taken to email*

#### **Step 1** - (10 versions)

[Version A](#) - Formula to 25% Reply Rate

[Version B](#) - Different Subject Line, Testimonial, GIF, CTA

[Version C](#) - One Sentence Email

[Version D](#) - Sexy, Crazy Promise, Authority

[Version E](#) - Are you guys focusing on growth atm?

[Version F](#) - Considered next phase of growth in Q3?

[Version G](#) - Your marketing is horrendous (Pattern Interrupt)

[Version H](#) - Humour

[Version I](#) - Figuring out how to increase sales in Q3

[Version J](#) - I help Coaches get 20 to 30 students

#### **Step 2** - (2 versions)

[Version A](#) - Mr Bean Gif

[Version B](#) - Wanted to share a testimonial (written)

#### **Step 3** - (2 versions)

[Version A](#) - Wanted to share a testimonial (image)

[Version B](#) - Text based follow-up

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# Step 1 - Version A

## Formula to 25% Reply Rate

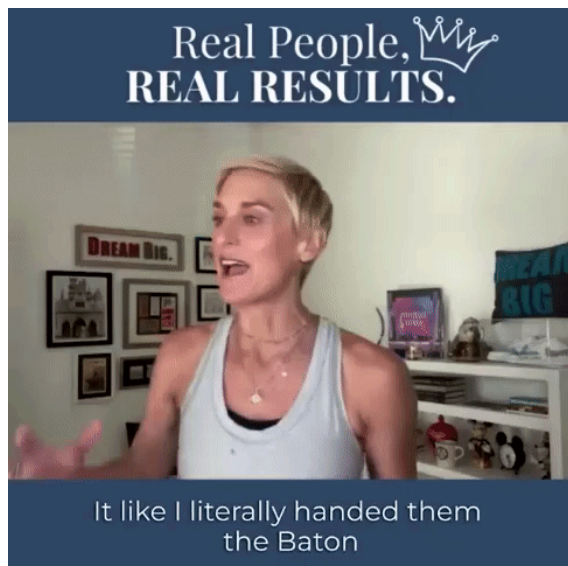
**Subject Line:** Quick question {{prospect.first\_name}}

Hey {{firstName}},

Just came across {{company name}} while searching for coaches in {{city}}

Wanted to reach out, we're an agency based out of New York & California that specialize in helping course creators & coaches reach six figures per month.

Recently helped, Julie Voris a successful speaker & mindset coach helping women create impact + income using the power of habits to level up their lives with multiple 5-figure launches of her digital courses and training programs.



Would love to show you our testimonials and my plan of getting you 50 additional sales in Q3 with our proven "Reign Method" marketing strategies.

Do you have any time this week for a quick chat?

Kind Regards,

Name

**Name + Surname | Co-Founder**

**Tel Number**

**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

## Step 1 - Version B

Different subject line, opening line, testimonial, gif, cta

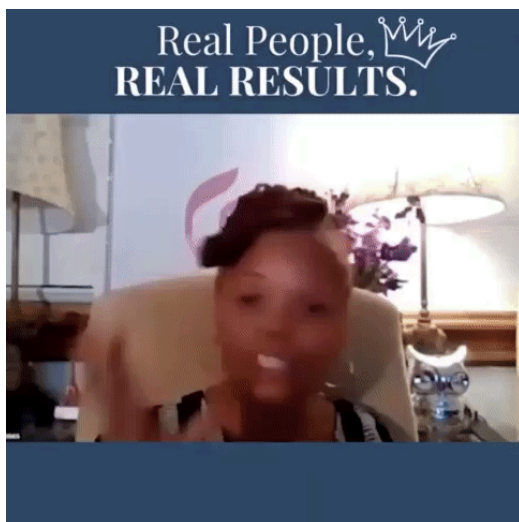
**Subject Line:** Question about (company name)

Hey {{firstName}},

I came across you while searching for coaches in {Location}.

We specialize in helping coaches like yourself add an additional six figures through our proven system called the Reign Method. Recently we helped Alicia Holmes implement multiple 5-figure launches of her digital course and training program offering women of color the tools needed to free themselves from the vicious cycle of financial uncertainty.

Would love to hop on a call with you to discuss your coaching business and share some strategies to 10x your business in Q3.



Mind if I send over my booking calendar to schedule a quick chat?

Kind Regards,

Name

**Name + Surname | Co-Founder**

**Tel Number**

**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

# Step 1 - Version C

## One Sentence Email

**Subject Line:** Quick question

{{firstName}}, we have helped 16 coaches & course creators scale to \$100K p/month.

Mind if I send more info?

Best  
Name

**Name + Surname | Co-Founder**  
**Tel Number**  
**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

---

# Step 1 - Version D

## Sexy, Crazy Promise, Authority

**Subject Line:** Quick question on your course

Hey {{firstName}},

I came across {{company name}} while searching for coaches.

We're a consultant agency based out of California & New York, working with course creators & coaches like you to scale to 6 & 7 figures and guarantee to 5X your sales in the next 90 days.

In the past 12 months we have helped 16 coaches reach the 6 figure p/month mark and helped Sarah Michelle from NP Reviews reach 7 figures, she was able to sell her business for over \$30m!

I am currently offering a free growth strategy call where we will discuss how to grow your coaching business in Q3. You will receive a no nonsense easy to implement step by step game plan with a clear vision and path moving forward.



You are then welcome to take this advice and go it alone. Or if you would like help implementing these strategies and want to discuss options moving forward working with our agency we can discuss what that would look like for you.

Interested?

Do I have your permission to send over my booking calendar to schedule a call?

Kind Regards,

Name

**Name + Surname | Co-Founder**

**Tel Number**  
**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

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## Step 1 - Version E

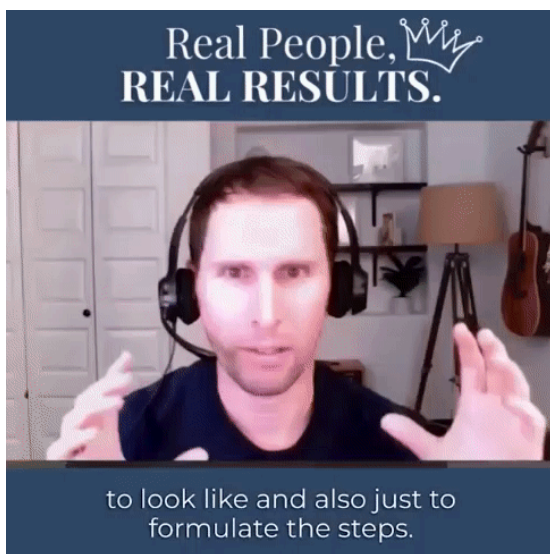
Are you guys focusing on growth atm?

**Subject Line:** {{firstName}} & more revenue?

Hey {{firstName}}

Wanted to ask about {{companyName}}:)

Are you guys focusing on growth atm? I recently helped a Coaching Business triple their rev and would love to share a couple of strategies you're free to steal.



Are you free any time this week for a quick chat?

Best,

Name

**Name + Surname | Co-Founder**

**Tel Number**

**Hillsborough, NJ**

Reply "No thanks" if you would like to no longer receive messages from me.

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# Step 1 - Version F

## Considering the next phase of growth in Q3?

**Subject Line:** {{companyName}}'s growth

Hi {{firstName}},

Have you considered what {{companyName}}'s next phase of growth looks like in Q3?

I reached out because we help coaches like you fill their programs. We've helped over 16 course creators & coaches so far and now I'm looking for 2 more to do the same in July.

I'd love to share a couple of great stories and strategies that you are free to steal.  
Are you free any time this week for a quick chat?

Cheers,

Name

**Name + Surname | Co-Founder**

**Tel Number**

**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

---

# Step 1 - Version G

## Pattern Interrupt

**Subject Line:** {{firstName}}, Your marketing is horrendous

Hey {{firstName}},

I'll be brief and frank. Your marketing is horrendous.

Sorry but my mother told me to always tell the truth.

Need some help fixing it?



We recently worked with Julie Voris, a successful speaker & mindset coach helping women create impact + income using the power of habits to level up their lives, we helped implement multiple 5-figure launches of her digital course and training programs.

Mind if I send more info?

Kind Regards,

Name

**Name + Surname | Co-Founder**

**Tel Number**

**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

---

# Step 1 - Version H

## Humour

**Subject Line:** Can I bribe you with tacos, {[First name]}?

Hey [Prospect],

I hope this email finds you well and hungry for some delicious tacos. I mean, who doesn't love tacos, am I right?

Anyways, I couldn't help but notice your coaching program while searching in {{City}} and have to say, your experience and skills are truly impressive. I think you could be a perfect fit for our company, and we could be a perfect fit for your appetite.

We work with course creators and coaches and have helped scale 16 to six figures p/month.

So, if you're interested in discussing this further over some tasty tacos, let me know! I'll even throw in some guacamole to sweeten the deal.

Looking forward to hearing back from you,

Name

**Name + Surname | Co-Founder**

**Tel Number**

**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

---

# Step 1 - Version I

## Figuring out how to increase sales in Q3

**Subject Line:** {{firstname}} - would like to talk with you

{{firstName}}, If you're like a lot of coaches, you probably have a hard time figuring out how to increase sales in Q3

With She Reigns Creative, we've developed an innovative way to create and execute new marketing tactics that will improve your ROI while at the same time decreasing cost per lead.

We have worked with 16 coaches & course creators in the past 6 months.

Open to learning more?

Regards,

Name

**Name + Surname | Co-Founder**

**Tel Number**

**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

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# Step 1 - Version J

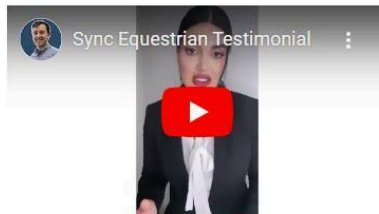
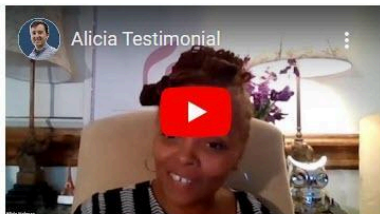
I help Coaches get 20 to 30 students

**Subject Line:** I help Coaches get 20 to 30 students

Hi {{firstname}}, I help Coaches get 20 to 30 students using a combination of digital advertising and content creation. We have developed a system called The Reign Method guaranteed to deliver results. Below is a screenshot with some of the testimonials we have received..

When do you have time for a quick call this week?

## Feedback We've Received



Regards,

Name

**Name + Surname | Co-Founder**

**Tel Number**

**Hillsborough, NJ**

Feel free to reply with "No thx" if not a fit at the moment.

---

## Step 2 - Version A

Hey, I know you're busy, just making sure this email didn't get buried.



Regards  
Name

## Step 2 - Version B

Hi {{firstName}}, I sent you an email a few days ago on how we can positively impact your coaching programs ability to increase revenue but haven't heard back.

Based on feedback from course creators & coaches we have helped like Julie Voris, a successful speaker & mindset coach helping women create impact + income using the power of habits to level up. Or Alicia Holmes who offers women of color the tools needed to free themselves from the vicious cycle of financial uncertainty.

I truly believe we would be a great fit so I had to follow up one more time.

Is this of interest?

Name

---



## Step 3 - Version A

Hi {{first name}},

Wanted to share a testimonial from one of our clients “Michele Park”



**SRC**  
SHE REIGNS CREATIVE

***PRAISE FOR  
SHE REIGNS CREATIVE***

*The She Reigns Creative Team is a life saver! I have been working with them for a few years now and with these latest projects they have outdone themselves! They built out & marketed 2 courses on Kajabi for us, "Park Studios" (A fitness membership site) and "Let's Get Virtual" (a virtual teaching course) which are HUGE successes! We have brought in over 300 people and are headed for a high 5 figure launch! I could not have done it without them. Thank you Steve and Nicole!*

**- Michele Park**

Whether you're looking to increase your ROI, drive more traffic to your website, or create killer content, we've got the skills and track record to make it happen.

Interested in learning more? Respond to this email and lets connect by hopping on a call.

Regards,

Name

---

## Step 3 - Version B

Hi {{firstName}},

We know that leading sales is hard as there's little time for doing all the small tasks that go into setting up effective marketing (never mind actually running the business).

With minimal input from you, we deliver customised outbound & inbound solutions to get you more meetings with the folks that matter most.

Would you like to have a call to talk through how it could work?

Regards

Name

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## Website & Landing Page: Build Outs

- Have been building out Wordpress websites for years (also did SEO builds)
- Know my way around WP & Elementor Theme.
- Here is an example of a Landing Page recently built out for client.

### Opt In Page Example

THE ULTIMATE FREE DOWNLOAD!

## PROFITABLE FACEBOOK ADS FOR DENTISTS SWIPE-FILE TOOLKIT

Everything you need to plan and execute your next profitable Facebook-Ads campaign for your dental practice.

SEND ME THE SWIPE- FILE!



### Your FREE Toolkit Includes:



#### Ivan's Facebook Ads Playbook

Not sure what kind of ads will work best for your dental practice? I'll show you your best options so you can move forward with confidence.



#### The Ultimate Facebook Ads SWIPE-FILE: Dental Practice Edition

I include a Swipe-File of 20 offers ready to deploy + include a collection of 36 competitor ads for instant inspiration!



#### Impactful (& Free!) Marketing Advice

I go over the money math on a campaign + how to work out the lifetime value of a patient + how to build out a marketing calendar & more.

### WHERE SHOULD I SEND YOUR FREE TOOLKIT?

SEND ME THE TOOLKIT!

### Landing Page Example



## We Help Online Course Creators & Coaches Develop **Transformational** Programs, Build Marketing **Systems**, and Get In Front of the ***Right Audience***.

At She Reigns Creative, we firmly believe that online education holds the key to the future, but we recognize the importance of doing it right in an increasingly competitive landscape. Whether help is needed launching, scaling profit, or building a lasting legacy, we are here for you.

### Step 1 of 2: Learn How The Reign Method Works



### Step 2 of 2: Schedule Your Free Growth Call

[Book Your Free Growth Call >>](#)

### Here's What We'll Talk About During Your Session:



#### Assess Your Current Position

We'll analyze your existing online program, assess your strengths and weaknesses, and identify areas for improvement. By gaining a clear understanding of your starting point, we can develop a tailored strategy for your growth journey.



#### Uncover the Potential

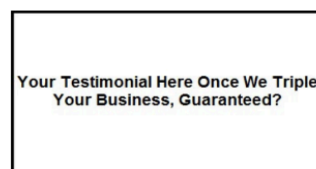
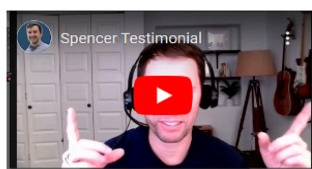
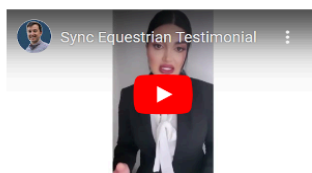
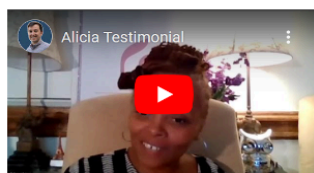
We'll identify the opportunities and possibilities that lie ahead. This step will help us uncover hidden revenue streams, target new audiences, and discover innovative approaches to enhance your program's impact and reach.



#### Next Steps

We'll provide you with an honest evaluation of how we can contribute to your success. We'll discuss potential strategies, resources, and support we can offer to help you reach your goals. Together, we'll determine if our collaboration is the right fit.

### Feedback We've Received



## Our Offer Is Simple...

We have helped scale dozens of course creators & coaches to six figures per month and even helped a few scale to 7 figures, and have been in the business of helping course creators and coaches since 2017.

- We are offering a free 30-minute one-on-one growth strategy call with a member of our team, where you get to discuss your business.
- During your growth strategy call, you will have the opportunity to talk to veterans in the space, and you will receive a no nonsense easy to implement step by step game plan with a clear vision and path moving forward.
- If you wish to then take this advice and go it alone, no problem... Or if you need help implementing and want to discuss options moving forward working with our agency, we can discuss what that would look like for you.



**PRAISE FOR SHE REIGNS CREATIVE**

*"I have been so impressed by their initiative and vigilance, regarding my business. They are interested in my success and are exactly what I was looking for when I knew I wanted to take my business to the next level. I am so grateful, I feel like a burden has been lifted."*

- Dara LaPorta



**PRAISE FOR SHE REIGNS CREATIVE**

*"You guys were amazing!" The level of genuine support I got was so next level. Thank you for caring about my success as if it was your own and for being part of my team. Because of you all I was able to tap into my audience and set up marketing systems successfully that I truly didn't have the time to do on my own. Your ability to identify my own blind spots and how to fix them on my audiences on social media gave me just what I needed!"*

- Mariel Alvarado



**PRAISE FOR SHE REIGNS CREATIVE**

*"It might sound a little dramatic but I know I couldn't be where I am today with my business or my branding without She Reigns Creative. From day 1, they have always taken such a vested interest in learning exactly who I am and what I hope to achieve. They are always kind enough to give their advice to me but I'm always so blown away at how they just 'nail' exactly what I am wanting. I have an entrepreneur myself that I get stuck in the rat of the same day to day nonsense. They keep me from burning out by motivating me to do my creative stuff and share with I have. Even if they were more or less demanding to go after, I can immediately think of at least half a dozen things that I have always wanted to achieve that I wouldn't have been able to do had it not been for this team. Because of them, I have absolutely set myself apart from any competition and know that I'm leaving a legacy. Thank you Steve and the gang! You're appreciated!"*

- Melissa McAllister



**PRAISE FOR SHE REIGNS CREATIVE**

*"The She Reigns Creative Team is a life saver! I have been working with them for a few years now and with their latest products they have outdone themselves! They built out & marketed a course on Kushi for us, 'Turk Studios' (A fitness membership site) and 'Let's Get Virtual' (a virtual teaching course) which are HUGE successes! We have brought in over 100 people and are headed for a high 5 figure launch! I could not have done it without them. Thank you Steve and Nicole!"*

- Michele Park

## Ready to scale your business like never before?

Get connected with one of our co-founders today... Book your **one-on-one growth strategy call** below.



Strategist Team Consultation

### She Reigns Creative - 30 Minute Consultation

Pick a time to meet with one of our strategists.

Select a staff member

Any Available

**DURATION**

30 Mins

**DATE & TIME**

Fri, Jan 5, 2024

**TIMEZONE**

GMT+08:00 Asia/Manila (GMT+8)

Select a Date & Time

January 2024

|     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|     |     |     |     |     | 5   | 6   |
| 7   | 8   | 9   | 10  | 11  | 12  | 13  |
| 14  | 15  | 16  | 17  | 18  | 19  | 20  |
| 21  | 22  | 23  | 24  | 25  | 26  | 27  |
| 28  | 29  | 30  | 31  |     |     |     |

GMT+08:00 Asia/Manila (GMT+8)

02:00 AM

06:00 AM

Continue



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## Free Info-Kit Page Example

**FREE INFO-KIT + VIDEO TRAINING**

# THE WILDLY PROFITABLE FACEBOOK-ADVERTISING BLUEPRINT *for Dental Practices*

The ultimate plan to flawlessly create and launch **an automated patient-delivery system** proven to explode your patient list — and grow your practice — FAST. 😊

WHERE SHOULD I SEND YOUR FREE INFO-KIT?

GET THE FREE INFO-KIT!

THIS ISN'T JUST A SHORTCUT.  
IT'S THE FASTEST WAY TO FILLING YOUR PRACTICE DONE **RIGHT**.

### IN THIS COMPLETE DENTIST INFO-KIT YOU'LL DISCOVER:



- ✓ **Video Training** – Explaining my EXACT Facebook Ads System that will fill your practice with new qualified leads and patients every single day on autopilot.
- ✓ **Swipe-File with 20 Dentist Offers** – Examples of Facebook-Ads and offers to run that are proven to convert, plus i show you what a live dentist funnel looks like.
- ✓ **Guide To Running Facebook Ads** – In this guide I am going to lay out exactly how I run Facebook Campaigns for Dentists from start to finish. It consists of 3 separate campaigns.
- ✓ **Value Ladder & Money Math Examples** – Walkthrough showing you how the numbers work, and how you profit – consistent ROI on your campaigns.

You'll see the exact blueprint of how other wildly successful dental practices are using this to land new patients, and how **you can implement this, for yourself!**

[Back To Index](#)

## **Facebook Ads (Meta) Courses**

Am interested in all things marketing and have purchased and been studying Facebook Advertising courses... A skill I would like to master.

Would love to work full time running FB Campaigns for a company or Agency taking care of your client campaigns acting as your forward facing consultant.

If you are in need of an in-house "Media Buyer Assistant" and willing to train me up to your exact methods. With the goal of having me permanently take over this role for you.

Where I implement and launch your client campaigns on GoHighLevel and Facebook Business Manager. Split test ad-sets and demographics, track results and deliver you daily/weekly reports.

This would be a great fit for me.

Believe I will pick this up very quickly with your guidance and get good at it fast.

I have not yet run FB campaigns myself but am very keen to do so. I put together a PDF after my training in an attempt to explain the process to a client using dental practices as an example niche.

Never deployed this and realise numbers used are off, numbers would be different but principles stay the same.

I also put together a "Swipe File of Dentist Ads" you can take a look at below.

# **How To Run A Successful Facebook Advertising Campaign For Dentists**

Introducing a 3 Part Game Plan Called the “Waterfall Campaign”



In this document I am going to lay out exactly how we run Facebook campaigns for Dentists from start to finish.

It consists of 3 separate campaigns.

With information obtained from the first campaign, we then use that information to launch the second campaign and then the third campaign.

This is a proven campaign that will produce patients into your practice on autopilot.

As we collect data from Facebook, we will sift and sort your audiences and adverts until we identify your ideal audience and highest converting adverts.

GOAL: To bring in patients at the lowest possible cost... (Target \$5 a patient).



## COLLECTION OF 20 OFFERS YOU CAN RUN TODAY!

[illegible]

Created these FB Ads after taking a look at the basic copy formula and offers being run on Groupon and also looked at offers on the Facebook Ads Library.

Am a fan of building Swipe Files, from live ads already being run and learning.

## SALES COPY FORMULA

**Call out your customer**  
(pain/location/desire)

**Be attractive**  
(honest/entertaining/human)

**Where can you get it?**

**Scarcity**

*Who am I?* (points to Spring Hill Dental profile)

*What awesome thing do I have?* (points to the offer text)

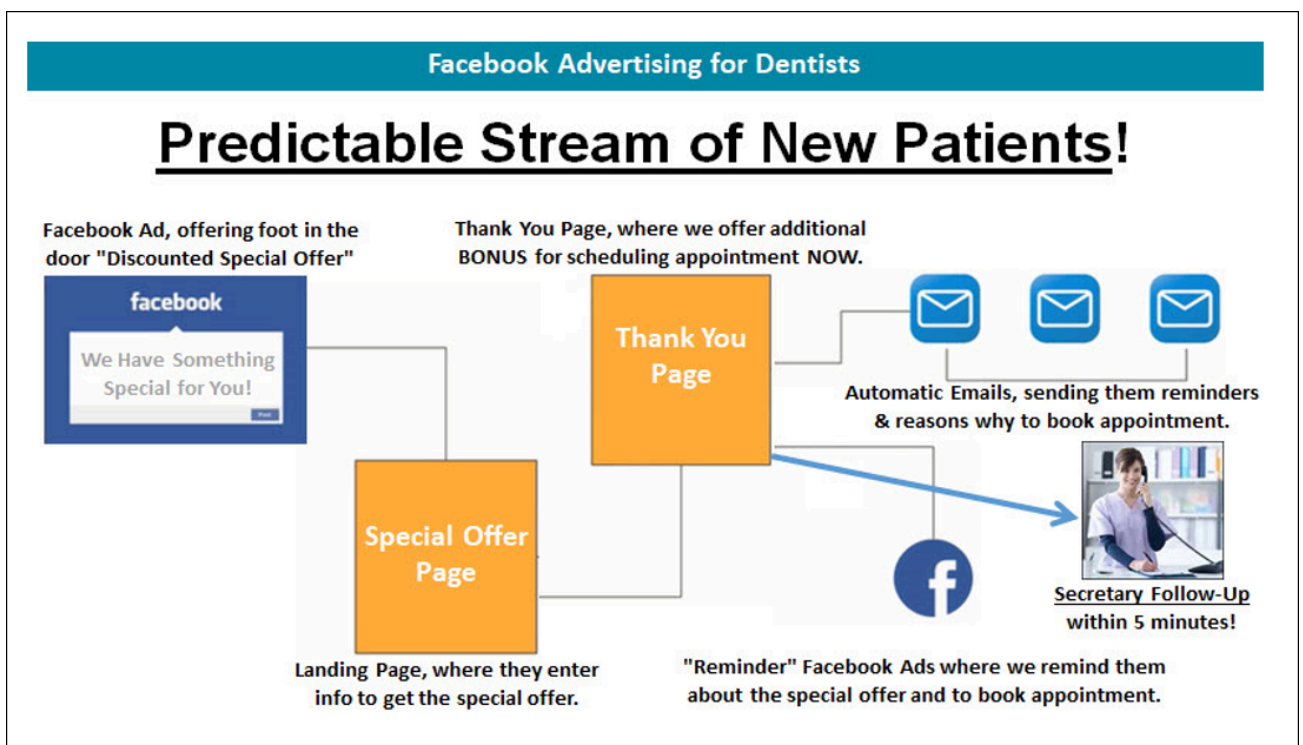
**Spring Hill Dental** Sponsored

Hey Spring Hill!! I'm Dr. Smith and I am doing something CRAZY to promote our Dental Office! We are giving away 50 vouchers for a Teeth Cleaning for only \$10! Only 50 vouchers available! Get one NOW by clicking this link: <http://bit.ly/IFHzvO>

Hey Spring Hill! Get Your Teeth Cleaned for Only \$10!  
We are giving away 50 vouchers for a Teeth Cleaning for only \$10! Only 50 vouchers available! Get one NOW by clicking this link

[SPRINGHILLDENTAL.COM](http://bit.ly/IFHzvO) Sign Up

## How The Sales Funnel Works



# Examples of Dentist Facebook Offers

## Teeth Whitening Offer

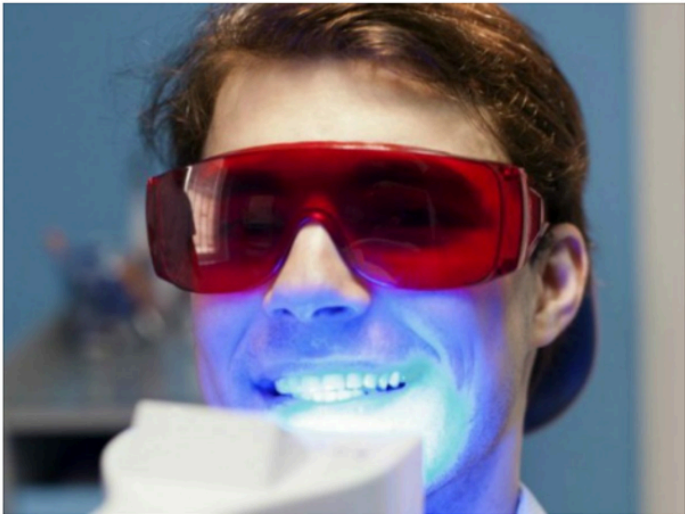
**Hollywood Smile Pros**  
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... (SAVE 87%)... \$556 Value 😊  
We only have 18 out of the 50 spots left 🚫  
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening For Only \$69 (SAVE 87%)... \$556 Value**

We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

HOLLYWOODSMILEPROS.COM

Sign Up

 20

562 Comments 311 Shares

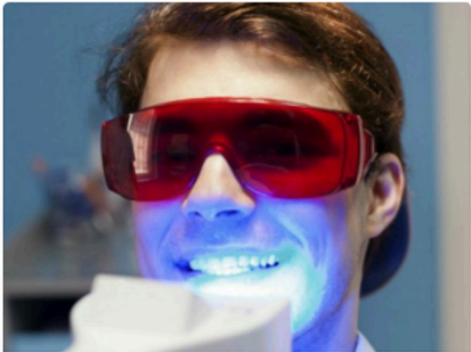
 Like  Comment  Share

**Hollywood Smile Pros**  
Sponsored

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening for ONLY \$69... (SAVE 87%)... \$556 Value 😊  
We only have 18 out of the 50 spots left 🚫  
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening For Only \$69 (SA...**

HOLLYWOODSMILEPROS.COM

Sign Up

 20

562 Comments 311 Shares

 Like  Comment  Share



## Teeth Cleaning Offer

**Hollywood Smile Pros**  
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Cleaning for ONLY \$35... (SAVE 88%)... \$295 Value 😊  
We only have 18 out of the 50 spots left 🚫  
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Cleaned For Only \$35 (SAVE 88%)... \$295 Value**

We are giving away 50 vouchers for a Teeth Cleaning for ONLY \$35... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡➡ <http://www.hollywoodsmilepros.com>

HOLLYWOODSMILEPROS.COM

Sign Up

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Like Comment Share

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Like Page

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We only have 18 out of the 50 spots left 🚫  
Claim your spot here ➡➡ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Cleaned For Only \$35 (SAVE...**

HOLLYWOODSMILEPROS.COM

Sign Up

 20

562 Comments 311 Shares

Like Comment Share

## Teeth Cleaning + X-Rays + Exam Offer

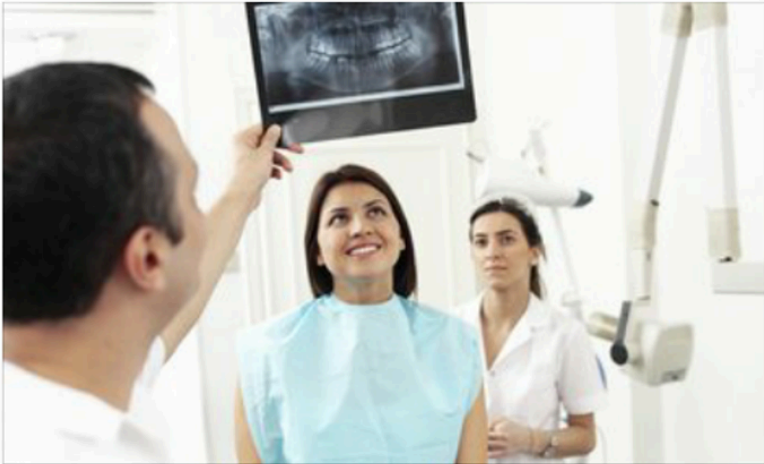
**Hollywood Smile Pros**  
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays + Exam for ONLY \$91... (SAVE 87%)... \$750 Value 😊  
We only have 18 out of the 50 spots left 🚫  
Claim your spot here ➡️ ➡️ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam For Only \$91 (SAVE 97%)... \$750 Value**

e are giving away 50 vouchers for a Teeth Whitening, plus X-Rays, plus Exam for ONLY \$91... Claim your spot and get your voucher by clicking the link (Only 18 spots left) ➡️ ➡️ <http://www.hollywoodsmilepros.com>

[HOLLYWOODSMILEPROS.COM](http://www.hollywoodsmilepros.com)

Sign Up

 20

562 Comments 311 Shares

Like Comment Share

**Hollywood Smile Pros**  
Sponsored

Like Page

Hey Phoenix 🚀🚀

I'm Dr xxxx and I am doing something CRAZY to promote our Dental Office!

We are giving away 50 vouchers for a Teeth Whitening + X-Rays + Exam for ONLY \$91... (SAVE 87%)... \$750 Value 😊  
We only have 18 out of the 50 spots left 🚫  
Claim your spot here ➡️ ➡️ <http://www.hollywoodsmilepros.com>



**Hey Phoenix! Get Your Teeth Whitening + X-Rays + Exam...**

[HOLLYWOODSMILEPROS.COM](http://www.hollywoodsmilepros.com)

Sign Up

 20

562 Comments 311 Shares

Like Comment Share

## Dental Implant Consultation Offer



**Hollywood Smile Pros**

Sponsored · 🌐



Want to know how our patients are getting rid of their dentures?

Our patients have discovered the secret to feeling great again with dental implants.

Now they can eat, laugh, and smile with confidence.

Dental implants are the most comfortable, permanent and natural looking way to fix missing teeth. Getting dental implants also:

- ➡ Restores your smile
- ➡ Increases self-esteem
- ➡ Functions just like a natural tooth

Click [HERE](#) to schedule a FREE Implant consultation to discuss what's possible. > > >

👉👉 <http://www.hollywoodsmilepros.com/>

Have questions or want to book a consultation this week? The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM

**Are Dental Implants A Good  
Option?... BOOK NOW!**

LEARN MORE

## Invisalign Free Exam Offer



**Hollywood Smile Pros**

Sponsored · 🌐



Hey [Name of City]!

Want to hear how our patients are straightening their teeth and transforming their smiles while avoiding traditional metal braces?

(Name of Practice) offers the latest technology of Invisalign Clear Braces, the ultimate alternative to conventional braces!

Invisalign:

- ➡ Clear, natural and attractive
- ➡ As if you're not wearing braces
- ➡ Removable so much easier to clean
- ➡ Minimal Maintenance
- ➡ More comfortable than metal braces

Is Invisalign a Good Option? The first step is to schedule a FREE consultation to discuss what's possible. 🙌🙌 [INSERT LINK]

Have questions or want to book a consultation this week? The next step is to give us a call at [PHONE].

We are located in [CITY OR AREA OF TOWN] at [ADDRESS].



HOLLYWOODSMILEPROS.COM

**Is Invisalign A Good Option?**

Schedule a FREE Consultation!

BOOK NOW



## Orthodontics Evaluation Offer

**Hollywood Smile Pros**  
Sponsored · 🌐

[NAME OF CITY] Want to hear how our patients are straightening their teeth and transforming their smiles?

This week we are offering FREE consultations to discuss what's possible.

We also offer 24 months interest-free financing and affordable long-term payment plans to cover the rest of the treatment costs.

Now you can get Braces for as low as \$[ENTER AMOUNT]/month with zero-interest!

Have questions or want to book a consultation this week? The next step is to schedule an appointment here. 🙌🙌 [INSERT LINK] or give us a call at [PHONE].



[HTTP://WWW.HOLLYWOODSMILEP...](http://www.hollywoodsmilepros.com)  
**Are Braces a Good Option★★★★★** [BOOK NOW](#)



[Back To Index](#)

## **SEO Lead Generation Website Builds**

- Have an understanding of SEO... With On-Page and Off-Page SEO.
  - On-Page SEO: is the Articles & Content, H1,H2,H3 tags, citations, internal links, images, videos, meta descriptions. It's everything we do on the website.
  - Off-Page SEO: is all the link building activities we do off the website.
  - We reverse engineer the top 3 spots for a given keyword.
  - Then create a game plan on link-building strategy to take over spot 1 ranking
- 

### **Directory Style Lead Generation Websites**

- In 2019 I sold a service to local agency owners as a whitelabel vendor.
- Where I would build out "Directory Style Lead Generation Websites".
- Focused on local business services for example landscaping, tree surgeons, pest control, kitchen remodel, medical builds etc.
- We would focus on 2 main keywords + variations.
- And I would break down their "City" into their smaller neighbourhoods.
- For example the city of Phoenix consisted of 100 smaller neighbourhoods.
- I would create one page for each keyword plus every neighbourhood,
- Essentially creating a "Directory Style Lead Generation Website".
- Ranking many of these pages purely on the strength of our On-Page SEO
- We would rank for hundreds of keyword terms getting almost instant results.
- They worked quite well at the time, agency owners loved them.

Here are a few examples of Directory Style Lead Generation Websites I built out in 2019 that are still live and running today... 5 Years Later!... *(after the pandemic)*

<https://www.kitchenremodelingquotes.net>

<https://www.tree-surgeons-surrey.co.uk>

<https://ukmobilitystairlifts.co.uk>

If you scroll down to the bottom of the websites, you will see ALL the pages we have created, focusing on the main keyword plus every suburb... hundreds of pages.

Many of these keywords are still ranking on page one of Google.

We did zero on-page backlinking but focused 100% with the on-page SEO.

Still have results 5 years later which is insane!

I did over 100 of these builds in all kinds of different niches while offering this service.



### Kitchen Remodeling Phoenix

Bring us your big ideas, your big aspirations for your kitchen - no job is too big or small for us. Whatever the renovation, our Kitchen Remodeling Quotes remodeling and renovation consultants will work with you through the four stages of design.

**Measurement.** We accurately and repeatedly measure everything in your kitchen.

**Layout.** We conceptualize and design everything, including the placement of each appliance and cabinet. With unlimited revisions, we'll rework every aspect until you are fully satisfied.

**Selecting the Kitchen Finishes.** We help you match everything, so all your counter-tops, cabinets, appliances, flooring, back-splash and accessories work cohesively.

**Budgeting.** We work with you to establish a budget and then create a unique design to that budget. We know the exact price of each component. This maximizes your options and eliminates unnecessary costs. Whatever the size of your budget, your kitchen should look like you spent more.



Kitchen Remodeling Phoenix



#### Testimonial

I am extremely happy with the service I received from Kitchen Remodeling Quotes. From the design process to quotation, sale, manufacturing, delivery and installation. Everything ran smoothly and on time. When installation took place, there was a problem with one of the units. I contacted the company and they fixed it within a day at their cost and delivered me a dream kitchen I am ecstatic over. I can highly recommend them for their professionalism and after sales service. Thank you so much for supplying me my dream kitchen... Candice, Phoenix resident

#### Rating



Rating: 5 out of 5 based on 73 ratings



#### WHAT WE CARRY

**Cabinets:** A vast array of numerous colors and finishes with doors and cupboard options to cater for the cost-effective and to people looking for the very top of the range finishes.

**Counter-tops:** Natural stones, including granite. Also a huge range of Post Form Formica countertops.

**Appliances:** We stock a select range of brands or can cater to and design around any appliance you may choose to purchase elsewhere.

**Sinks:** Variety of brands and models.

**Accessories:** A varied selection of handles, locks and glass inserts to help compliment your kitchen and give it the aesthetic appeal.

All available to you for any full renovation project. If we don't have it, we'll find it for you.



Phoenix Kitchen Remodeling

### Affordable Kitchen Remodeling in Phoenix

Choosing a kitchen cabinet is not an easy process. This is why our professionals will provide you with advice on which one will look best in your home. Your kitchen cabinet choosing-experience will be the best choice you will ever make as you find out more about our high-quality options! When you purchase a kitchen cabinet you tend to look for one that you will fit your kitchen just right and provide all the storage needs you have. A lot of decisions are actually required during this process, such as picking the materials, performance, aesthetics, installment process, etc.

At Kitchen Remodeling Quotes, we have different materials of kitchen countertops such as granite and formica. These two differ in the fact that one is natural stone and the other one is engineered. Which countertop is frequently up for debate. Some individuals like the appearance of a shiny granite countertop, while others prefer the color variation available in formica not to mention the cost. Choosing one over the other ultimately comes down to your own personal preferences as a homeowner and budget.

When it comes to cabinet options, ours are of an all wood construction, offering a solid wood face with plywood boxed body or melamine. They are edged to match the exterior and offer solid wood drawers with heavy duty working drawer runners and adjustable hinge design. Our cabinet doors all use half overlay or full overlay quality hinges all adding up to a long-lasting, durable and unique looking cabinet.

When you partner with Kitchen Remodeling Quotes, the possibilities for your home renovation are endless! We pride ourselves in working hand in hand with each project that comes our way and determining what exactly each client's expectations are. View our kitchen counter-tops and cabinets to get your home ready for a complete transformation with our Affordable Kitchen Renovations.



Kitchen Remodeling in Phoenix

**For Affordable Kitchen Remodeling in Phoenix, Give Us a Call Today and let's Make Your Ideas A Reality.. CALL Us On 888-221-3280**





## Tree Surgeons Surrey

Certified & Approved Services at a Low Cost - Our comprehensive tree care service is on call for all types of removals and maintenance procedures throughout the Surrey and surrounding region. No matter how big or small the job may be, our residential and commercial tree specialists are always happy to help. Whether you have a tree in your garden that is suffering blight or whether you need trees removed for extra visibility, we have the experience and the knowledge to take on the job safely and affordably.

As one of the leading emergency tree felling companies Surrey has to offer, our tree care and maintenance services follow all safety regulations. Our licensed timbajacks are qualified to diagnose a tree's health and provide hazard assessment for your property. Fungal and disease can spread and that is why it is important to get in touch with a reputed tree removal consultation service. We spot the structural weakness in a tree before they break and damage your home or office. Whatever you're tree felling query might be, get in touch with our urban tree specialists today.



### Surrey Tree Surgeons, Available For All Types of Tree Removal & Maintenance Services.. Free Quotations, CALL US On 01372-300349

#### Surrey Tree Removal Services Include:

- Cutting down trees of all types: palm, gum-tree, jacaranda, elm, plants
- Urban site clearing/ stump removals
- Storm damage/ insurance claims
- Tree cabling and bracing and rigging
- Tree planting parks, gardens, streets
- Urban tree removals, private or public spaces
- Cutting and pruning services
- Lightning protection systems
- Wood chipping/ mulching/ firewood supplies
- Garden clean ups
- Crane truck and chipper hire
- Consultancy/ tree audits/ consultations & appraisals
- Disease diagnosis/ treatment
- Palm tree removal/ replacement - alien or invasive species removal

#### Our Company's Pledge to Our Customers:

- Friendly & Professional Service.
- Immediate response to our customers
- All modern tools and necessary vehicles for all jobs
- Available seven days a week 365 days a year.
- Upfront, honest quotes
- Clear pricing and cheap prices for the industry
- Available for public and private institutions
- Available throughout Surrey and nearby areas
- Full range of tree-removal services



#### Tree Stump Removal

We are able to tackle any Tree Stump Removal no matter how big or small. Part of the process of tree felling is the removal of the stump and roots of the tree. At times this can be the most difficult part of the job.

There are several tree stump removal techniques to remove tree stumps. The first step in the process involves a careful assessment of the situation and any hazard factors that may damage property or cause injury. Our professional tree felling and stump removal teams use world-class equipment and safety techniques to ensure the effective and safe removal of any tree stumps and root systems, no matter how tough. This process often involves stump grinding.

#### Tree Stump Grinding

Tree stump grinding is by far the safest and most efficient technique to remove any undesired stumps and root systems. Tree stumps should never be left in the ground as they may develop off-shoots which will continue to grow into larger roots that may damage property.

A stump grinding machine has a motor and a toothed arm - it looks like a large chain saw and as a result should only be used by carefully trained tree felling professionals. Tree stump grinders are dangerous and effective tools and complete care is taken to avoid injury and damage to property. The tree stump grinder has a rotating disk which chips away at the wood. Each stump grinding job is different and as such the right process and equipment is used after careful evaluation.

#### Tree Trimming

At times a tree may grow too large, intrude on a neighbouring space or require pruning for healthy development. This requires careful tree trimming through the use of precise and carefully planned cutting techniques.

We employ a number of well-trained teams with years of experience in trimming and pruning trees for individual, corporate and government clients. Tree trimming can be extremely dangerous as it involves felling branches and tree trunks that may injure people and wildlife or damage property if the proper precautions are not taken.

We are specialist at what we do and have you covered when it comes to anything tree related, we have years of experience and very good at what we do. We offer low prices but do not skimp on quality or safety.. We cater to the entire Surrey and surrounding areas.. Give us a call for a quotation.



### Tree Surgeons in Surrey, Your One Stop Service For Tree Removal and Related Services.. Call Us For A Free Quotation on 01372-300349

Tree Surgeons Surrey  
Guildford Rd, Fetcham  
Leatherhead KT22 9AD,  
01372-300349



Proudly partnered with Grass2Long to provide a first class tree service

### GET A FREE QUOTATION

OR GIVE US A CALL DIRECT ON 01372-300349

Name \*

First Name Last Name

Phone Number \*

00000 000000

Please enter a valid phone number.

Email \*

example@example.com

Type your message below

Submit

#### Testimonial

I would like to extend my deepest gratitude for the expert tree service I received from Tree Surgeons Surrey. Throughout the project, the gentleman who worked on my property were courteous, professional, and very kind. Each went above and beyond to ensure that the task was completed safely and with the least amount of interruption to my house and neighborhood. The camaraderie and teamwork that I witnessed was impressive, and indicative of a company that fosters a positive work environment. Heaven forbid we have to do anything more with all these darn trees, but if we should Tree Surgeons Surrey will be our only choice for tree services... Surrey Resident

Rating



Rating: 5 out of 5 based on 73 ratings

## People I Follow & Books I Have Read

### **Marketing:**

GKIC Dan Kennedy  
Bill Glazer  
Joe Polish  
Russel Brunson  
Alex Hormozi  
Sam Ovens

### **Cold Email Marketing:**

Alex Berman  
Instantly  
Karston Fox

### **Digital Agency/ FB Ads**

Joel Kaplan  
Isaac Ruble  
Matt Shields  
Cam England  
JR Rivas  
Chris Winters  
Dan Henry

### **Mindset:**

Tony Robbins  
Bedros Keuilian

### **Books I Like:**

1. The E-Myth Revisited by Michael E Gerber
2. Magnetic Marketing by Dan Kennedy
3. The Ultimate Sales Letter by Dan Kennedy
4. The Ultimate Marketing Plan by Dan Kennedy
5. No B.S. Direct Marketing by Dan Kennedy
6. Dotcom Secrets by Russel Brunson
7. Expert Secrets by Russel Brunson
8. Traffic Secrets by Russel Brunson
9. Cold Email Manifesto by Alex Berman
10. The Richest Man in Babylon by George S. Clason

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## **My Work History**

As you can see I am a bit of an all rounder when it comes to Digital Marketing and sales.

**Am currently looking for full time employment where I can put my skills to good use.**

Started off my career working in a family business, manufacturing and retailing kitchen and bedroom cupboards to the public. We owned a manufacturing plant.

I was sales manager to 10 showroom locations responsible for all sales for the company. We started off with 1 showroom and slowly but surely built the business up to a total of 10 showrooms at its peak.

From there I moved into “property investment sales” serving a group of property investors. I brokered a deal, analysed properties and sold at scale to this group.

And from there moved into Digital Marketing where I have been providing gigs and services to agency owners and working full time jobs in this space.

Landed a “Sales Account Executive” position for a SaaS company selling reporting software to digital agency owners across the South East Asia (APAC) market.

Presented demo calls via zoom to Australia, New Zealand, Singapore, Malaysia, Philippines, India and others.

Also worked with agency owners in New York and California, helping them implement “Lead Generation” cold email outreach campaigns using Instantly software.

In my spare time I like to study Facebook Ads courses and follow a number of people in this space.

Am currently residing in the Philippines (5 years already), located one and half hours from Manila City and airport.

I have my own place with a dedicated quiet home office and fast wifi internet speed.

English is my first language.

I have no problems with blackouts in our area, our complex has a backup generator.

Weather related issues are also not a problem am living at elevation and protected by mountains.



## **Salary Expectation**

I am looking for a wage of \$10-\$15/hr which equals \$1,600-\$2,400/month.

I would like the opportunity to increase this amount once I have proven myself to be a valuable member of your team, and you are able to justify my salary with a positive ROI.

Living in SE-Asia allows me to live on a smaller budget which you can leverage to your advantage, I am able to make this salary work.

Am happy to work on a contract basis and supply you with an invoice for services rendered. I will take care of my own medical health insurance and taxes. If you prefer to hire within your organisation I can work full time as an employee.

That said, I am looking for a full time job where I can work long term.

**Let's Book An Interview & Hop On A Quick Call**

**Send Me a Message on FB Messenger**

<https://www.messenger.com/t/lvanduPlessis21>

Thank you for considering my application. I hope this document gives you an idea of who I am, where I come from and the skill-sets I can bring to the table.

I am a quick learner and ready to implement any new skills needed for the job. Have a positive "can do" attitude. Am easy going but serious when it comes to the job and not scared of hard work.

I look forward to the possibility of discussing a job opportunity in more detail.

Best regards,  
Ivan

---

## **Contact Details**

**Name:** Ivan du Plessis

**Facebook:** <https://www.facebook.com/lvanduPlessis21>

**FB Messenger:** <https://www.messenger.com/t/lvanduPlessis21>

**LinkedIn:** <https://www.linkedin.com/in/ivan-du-plessis-025400236/>

**Email:** [ivanhq007@gmail.com](mailto:ivanhq007@gmail.com)

**Calendly:** <https://calendly.com/ivan-du-plessis/30-min>



*Ivan*