THE A3 OMNIPRESENCE SCALING ENGINE

HOW TO TAKE YOUR HIGH-TICKET OFFER FROM ZERO TO $50K/MONTH IN 90 DAYS

The Complete Process

by David O'Neill

To my better half Emma and my children Eva & Max,
without whom this book
would have almost certainly been completed 6 months earlier

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INTRODUCTION

The promise of this book is simple.

I want to help you implement a wildly successful client acquisition system into your high-ticket coaching, consulting, agency or service business.

Not just any old client acquisition system.

Specifically, I'm talking about the client acquisition system contained within our very own A3 Omnipresence Scaling Engine, which has been developed and fine-tuned since 2015.

In this book, I am going to lay out the system that takes our clients from zero to the $50k per month mark in a matter of just 90 days.

One of the many beauties of this engine is that once it is built, it can run without any input from you. All you will need to do is take the calls and enrol.

I've read scores of books around the subject of client acquisition. Very often, I have ended up just as unclear about the author's system after reading about it. They dangle a few carrots... but there's never any real substance.

My intention is to give you the substance - as much substance as an ebook will allow. And I am more than happy to share that information.

The reason for that is also simple.

As a company, we do not make our money by selling 'information'. We don't pretend we have discovered a "secret formula" that you can only access by joining our paid program.

So, what I won't do in this book is dangle a few carrots… then hope your curiosity (or maybe frustration) prompts you to book a call. That seems to me to be an unhealthy way to begin a relationship.

It goes without saying that we put a great deal of time and care into our program content.

However, I've learned over the years that you can give someone all the information they need to create a 7-figure business, but where the *real* transformations occur is from the support, accountability, 'done-with-you' and 'done-for-you' elements that our program provides in *conjunction* with the information.

That's why I don't have any fear of 'giving too much away'.

But please remember as you read this book, we're here to help you succeed.

Best wishes,

David O'Neill

David O'Neill
Founder - Fusion Scaling
david@fusionscaling.com

Part 1

THE WHY & THE WHO

WHY WRITE THIS BOOK?

Hang on, David. Isn't this book just a blatant marketing tool?

Before I answer that, let me deliver my personal opinion on the current "state of play" in the high-ticket offer space.

As someone who has been investing in high-ticket offers since 2015, I have observed that the majority of programs out there today which claim to help you 'grow and scale' are missing crucial elements which would allow them to be called truly "transformational".

Scaling a high-ticket offer requires more than just the latest lead generation tactic or the sales script of the day. Far, far more. It requires an end-to-end framework.

While many of these programs today may help you get a little further along the road, they won't get you to your ultimate destination - which I am assuming is a thriving, profitable high-ticket business which delivers massive value to your end clients and doesn't consume your entire existence.

Ironically, the coaches delivering these programs are usually unaware of its limitations, most likely because they learned it off someone else who wasn't aware of its limitations.

Either way, the end result for clients is the same: frustration and disillusionment.

So, firstly I wanted to write this book because I want you to get inspired.

I wanted to show you that despite any previous disappointments with programs in the past, there is still a huge opportunity to grow and scale a wildly successful high-ticket business if you have all the pieces and the right guidance.

Secondly, I want you to see and appreciate the true power of this particular system. That way, you will value what I have to say and - let's not beat around the bush - you will hopefully want to learn more from us and ultimately work with us!

But we'll only get to that point if the quality of the material inside this book is exceptional.

It's a great privilege to share this with you and I don't take that privilege lightly. This client acquisition system has helped totally transform my business and ultimately my life - with benefits way beyond the financial (more time with the kids being just one amazing benefit).

It can absolutely do the same for you. Of that I have no doubt.

So yes, this book is fundamentally a marketing tool - but at its core it's a book about helping you transform your business and your life.

WHO AM I?

Almost shockingly for such a book, I don't have a rags to riches tale. I'm apparently the only online marketer alive who doesn't.

I'm David O'Neill. I live near Glasgow, Scotland (UK) with my wife and 2 young kids.

I play guitar to a reasonable standard, I'm semi-obsessed with The Beatles and I once had a screenplay picked up by an agent.

I actually followed a fairly conventional, almost textbook, route of existence. I performed well at school, graduated with a degree in Economics from The University of Sheffield and despite desires to form a rock 'n' roll band, I drifted into the financial world.

I spent 14 years in corporate, working for worldwide financial institutions such as HSBC and Lloyds. Toward the end of these 14 years, I did what some people may refer to as 'traditional' consulting for Deloitte.

However, I was becoming increasingly dissatisfied with work and my 3-hour daily commute, so finally, in 2015, I bit the bullet, bought an online course by Frank Kern and set off on the road of entrepreneurship.

My first venture was an agency serving mortgage brokers. Hundreds of hours and thousands of dollars were lost and many terrible (naive) decisions made.

I persevered. Through investment in further online programs and from real-life experience, I learned an enormous amount about lead generation, marketing, sales, onboarding, customer service, retention and software.

I genuinely gained more knowledge and insight in the first few months as an agency owner than in 14 years in the workplace plus 4 years at university.

After about 8 months, the agency turned a profit and went on to do very well. I hired staff, expanded into serving personal injury lawyers as well as mortgage brokers and ran the agency until late 2018.

It was during these years that early incarnations of the “A3 Omnipresence Scaling Engine” came into existence... and it has gone from strength to strength ever since.

From early 2019 right up to the present day, we’ve leaned on our own experience (and mistakes) and we help others to grow and scale their high-ticket offers, very often from zero.

Fusion Scaling is now a team of 6, with team members across the UK, US and Europe. Since 2015, I’ve had the pleasure to serve over 600 clients and have been published across NBC, Fox, abc, Google News and Digital Journal to name a few.

People usually preface those sort of statements with false modesty: “*I’m not saying this to brag...*”... then they go on to brag.

Frankly, I wanted to weave that information into this section because it shows I've been around a while and I know my stuff!

WHO WILL BENEFIT MOST FROM THIS BOOK?

This book is for coaches, consultants, agencies and service providers who have a niche and have a high-ticket offer.

Your ideal clients also need to be on at least one of Facebook, Instagram and/or LinkedIn. Preferably 2. Ideally all 3.

If you're currently in 'product-market fit' mode or 'research' mode, continue with that - absolutely - then return to this book once you're ready.

For this book to be of most value, the chances are you're currently enrolling 1-3 clients a month. Or maybe you're even pre-revenue, but you have an offer (or offer idea) ready to take to market.

Either way, you've likely been through a few programs, but you still aren't where you want to be. Perhaps you're still missing "something" but you can't put your finger on what.

If you get the feeling you're on the verge of something big with your business, then read on.

Part 2

THE A3 OMNIPRESENCE SCALING ENGINE

THE ENGINE OVERVIEW

On page 11, you will see a process flow chart of the entire 'A3 Omnipresence Scaling Engine' which we will cover in this book.

You can download a PDF of the flow chart by clicking here. *(I recommend you right click and 'Open link in new tab or window').*

As you will see, it's far from just a few tactics to generate booked calls. The Engine is designed to get qualified calls booked onto your calendar and to help you consistently enrol.

For the purposes of this book and as per the flow chart, I have divided the engine into 3 distinct Sections.

(1) The 2-Tier Call Booking System

There are 2 separate call booking strategies which form the “2-Tier Call Booking System”.

The Tier 1 strategy is Organic Outbound and the Tier 2 strategy is the Synthesis Strategy.

You will also use multiple platforms to run both the strategies, namely Facebook, Instagram and LinkedIn.

Straight away, you’re in a far stronger position than the majority of your competitors who rely on just one strategy and/or rely on one platform.

(2) Effortless Enrolment Engine

Getting booked calls probably only accounts for around 30% of the overall client acquisition process.

That's a truth that very few like to acknowledge. It's what happens *after that call is booked* that will make or break your scaling efforts.

The "Effortless Enrolment Engine" helps enable non-salesy folks and introverts (like us at Fusion Scaling) to enrol at industry-leading rates.

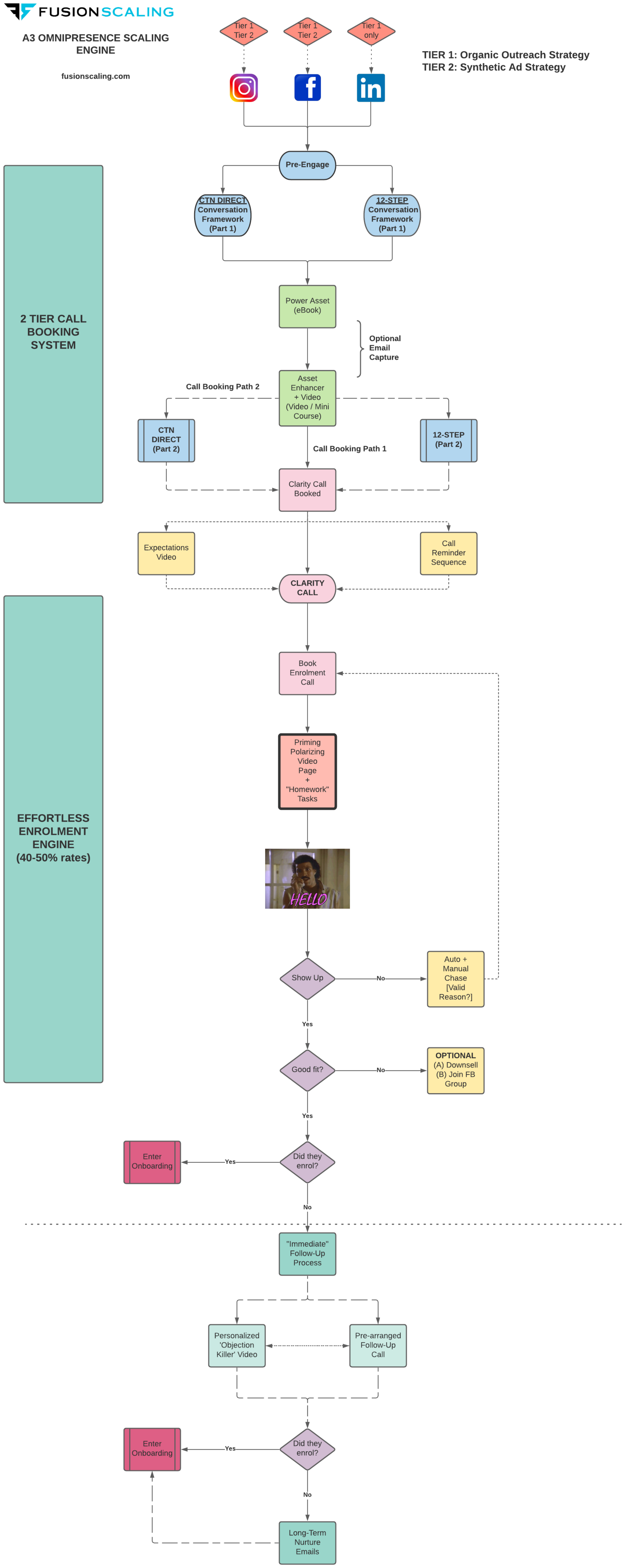
(3) Follow-Up System

The Follow-Up System helps pull people back into your sphere who may otherwise have slipped through the net and been incorrectly dismissed as a bad fit.

The Follow Up System doesn't warrant a dedicated "step" in the Scaling Engine, but it's still a powerful addition so it's certainly worth implementing.

I will cover all 3 sections in detail.

I'll also break down the numbers for each of the 2 "Tiers" so you can actually see the path to those $50k months and how exactly you get there.



FUSION SCALING
A3 OMNIPRESENCE SCALING ENGINE
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Tier 1 Tier 2
Tier 1 Tier 2
Tier 1 only
TIER 1: Organic Outreach Strategy
TIER 2: Synthetic Ad Strategy
2 TIER CALL BOOKING SYSTEM
Pre-Engage
CTN DIRECT Conversation Framework (Part 1)
12-STEP Conversation Framework (Part 1)
Power Asset (eBook)
Optional Email Capture
Asset Enhancer + Video (Video / Mini Course)
Call Booking Path 2
Call Booking Path 1
CTN DIRECT (Part 2)
12-STEP (Part 2)
Clarity Call Booked
Expectations Video
Call Reminder Sequence
CLARITY CALL
EFFORTLESS ENROLMENT ENGINE (40-50% rates)
Book Enrolment Call
Priming Polarizing Video Page + "Homework" Tasks
HELLO
Show Up
No
Auto + Manual Chase [Valid Reason?]
Yes
Good fit?
No
OPTIONAL (A) Downsell (B) Join FB Group
Yes
Did they enrol?
Yes
Enter Onboarding
No
"Immediate" Follow-Up Process
Personalized 'Objection Killer' Video
Pre-arranged Follow-Up Call
Did they enrol?
Yes
Enter Onboarding
No
Long-Term Nurture Emails

ESSENTIAL ENGINE PREPARATION

Implementing an end-to-end client acquisition system is tremendously exciting. There's no doubting that.

However, before setting off on into the often treacherous waters of the marketplace, you need to prepare for battle.

Amongst other things, but perhaps most importantly, this battle preparation consists of achieving absolute clarity on your niche and avatar, as well as the creation of an irresistible offer.

They are crushingly boring topics for many. Everyone bangs on about it, often with little true understanding of why it's so important. And that's why most people just want to dive straight into the strategy. I get that! It's far more interesting.

Naturally, we go through this preparation in detail inside our program (hopefully in a non-'crushingly boring' manner) but I won’t be going into them in any detail in this book.

Just be aware that without a solid offer to take to a section of the market who wants it, no amount of call booking or client enrolment strategies will help your business to scale because nobody will be interested in what you've got!

I know you already know that, but I felt it would be remiss of me not to state it.

A3 Omnipresence Scaling Engine:

Section 1

2-TIER CALL BOOKING SYSTEM

(1) 2-TIER CALL BOOKING SYSTEM

OVERVIEW

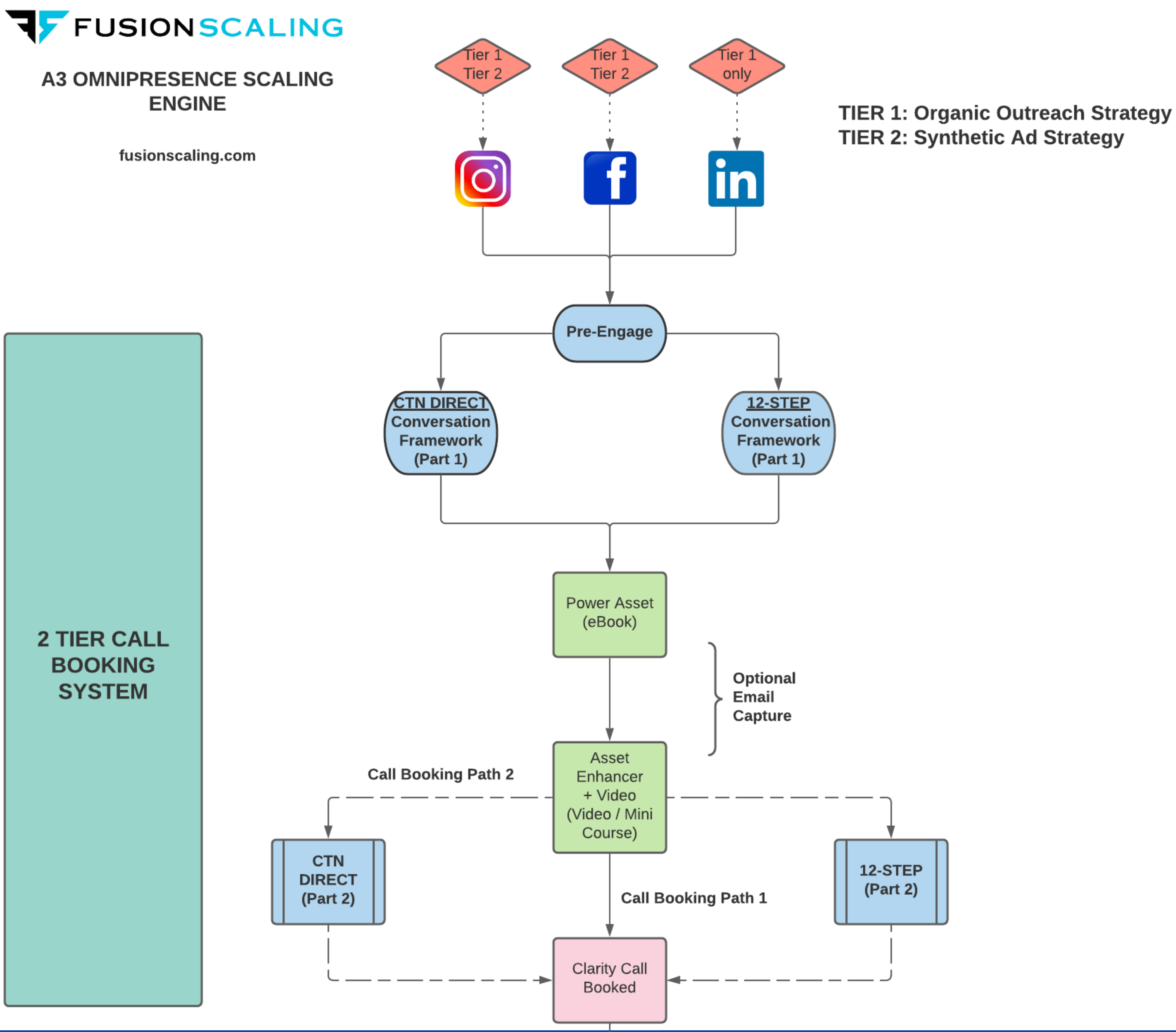
Welcome to the 2-Tier Call Booking System!

As can be deduced from the name, the call booking system is split into 2-Tiers, where each tier represents a separate, but linked, call booking strategy.

In fact, the only thing that changes within the tiers is the way you initially get the interested parties into your ecosystem.

From that point on, everything else is the same. Don't worry, it will become clear as I run you through the engine.

If you haven't already, I recommend downloading the PDF of the flow to refer to as you read through the book. *(Right click and Open link in new tab or window).*



2 CALL PROCESS Vs 1 CALL PROCESS

It may be useful to say a few words at this juncture about the overall client acquisition process.

You will notice from the diagram that we have a 2-call process. The first is a 10-15 min Clarity Call and the second (main) call is the Enrolment Call.

I'd like to clarify that a 2-call process is not set in stone.

Clearly, a shorter Clarity Call is clearly an easier 'ask' than a longer Enrolment Call. Particularly from organic outreach.

Clarity Calls also help build trust and begin a 'real' relationship. Additionally, they allow you to disqualifying prospects quickly without needing to commit diary time to a full Enrolment Call.

However, there are certain instances when 2 calls would be excessive and would unnecessarily elongate the process of enrolment.

For example, if someone is ready to go because they have seen and heard all they need to proceed, there's no point in arranging a separate call. That would be a frustration for the client.

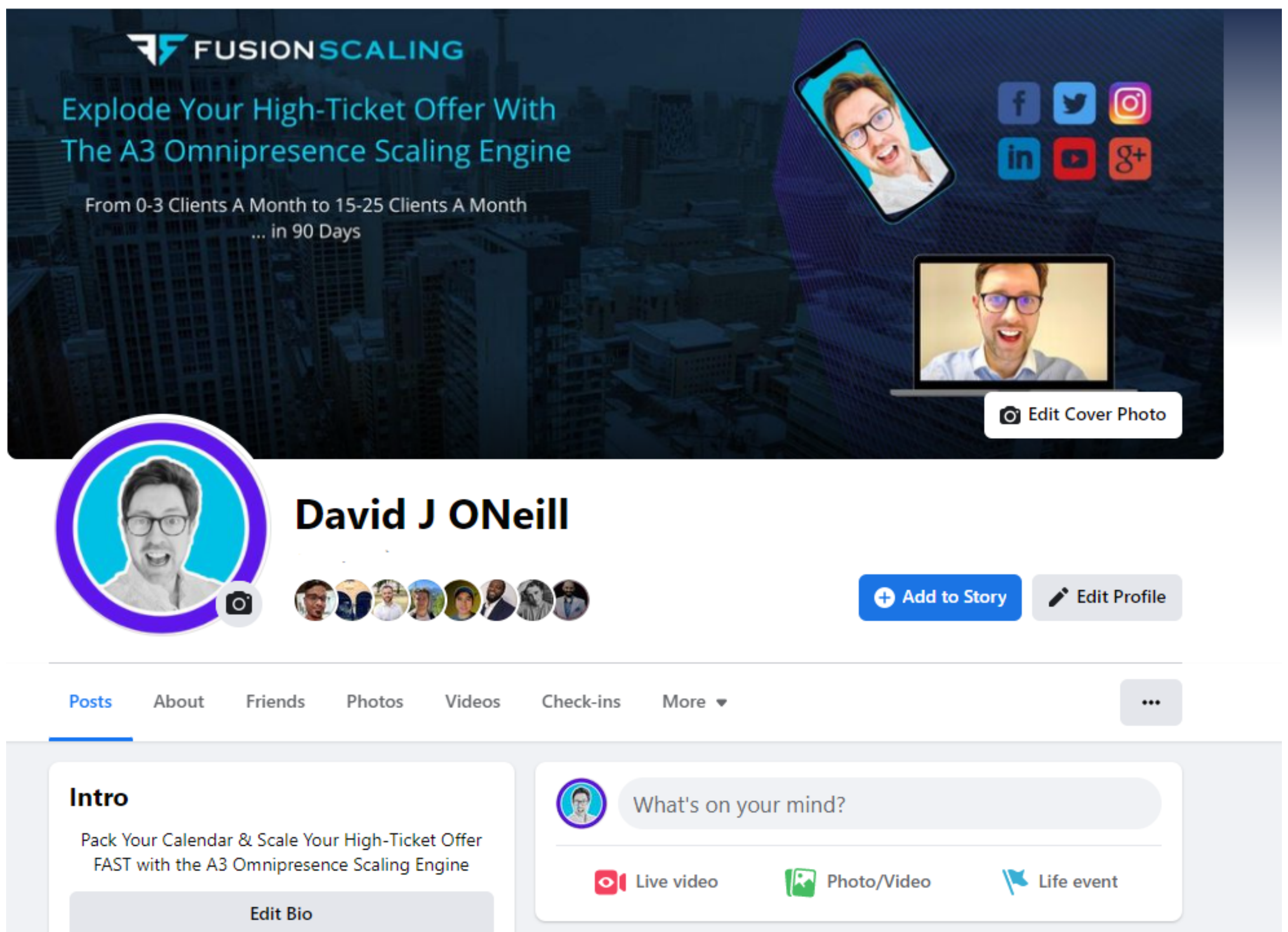
Overall, unless you already have a following or you're a 'mini celeb' in your niche and clients are falling over themselves to work with you, I would strongly recommend a 2-call process.

As the majority of our time is spent on a 2-call process, for the purposes of this section, I will assume a 2-call process. **For the avoidance of doubt, when I talk about booking calls, I am referring to Clarity Calls.** If you are determined to operate a 1-call process, these will simply be your Enrolment Calls.

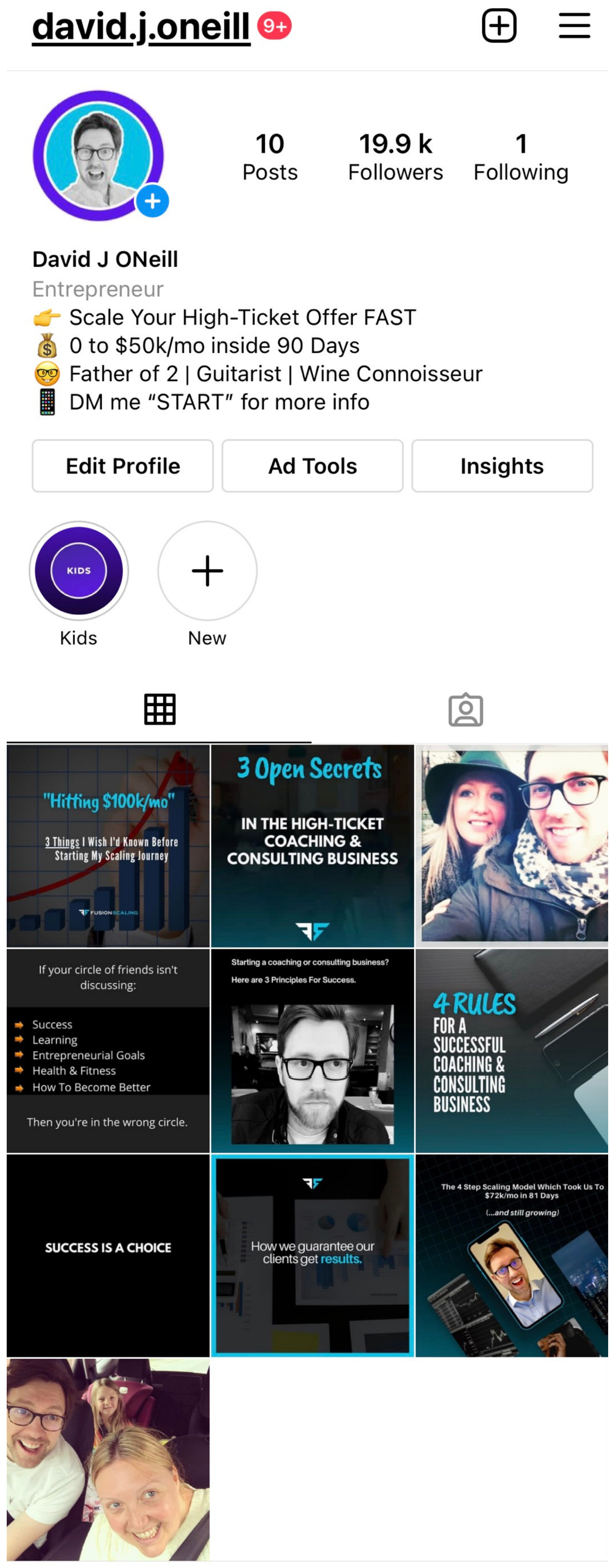
BRANDING

Before putting Tier 1 into action, you need to optimize (or create) your profiles. Getting your branding on-point is vital.

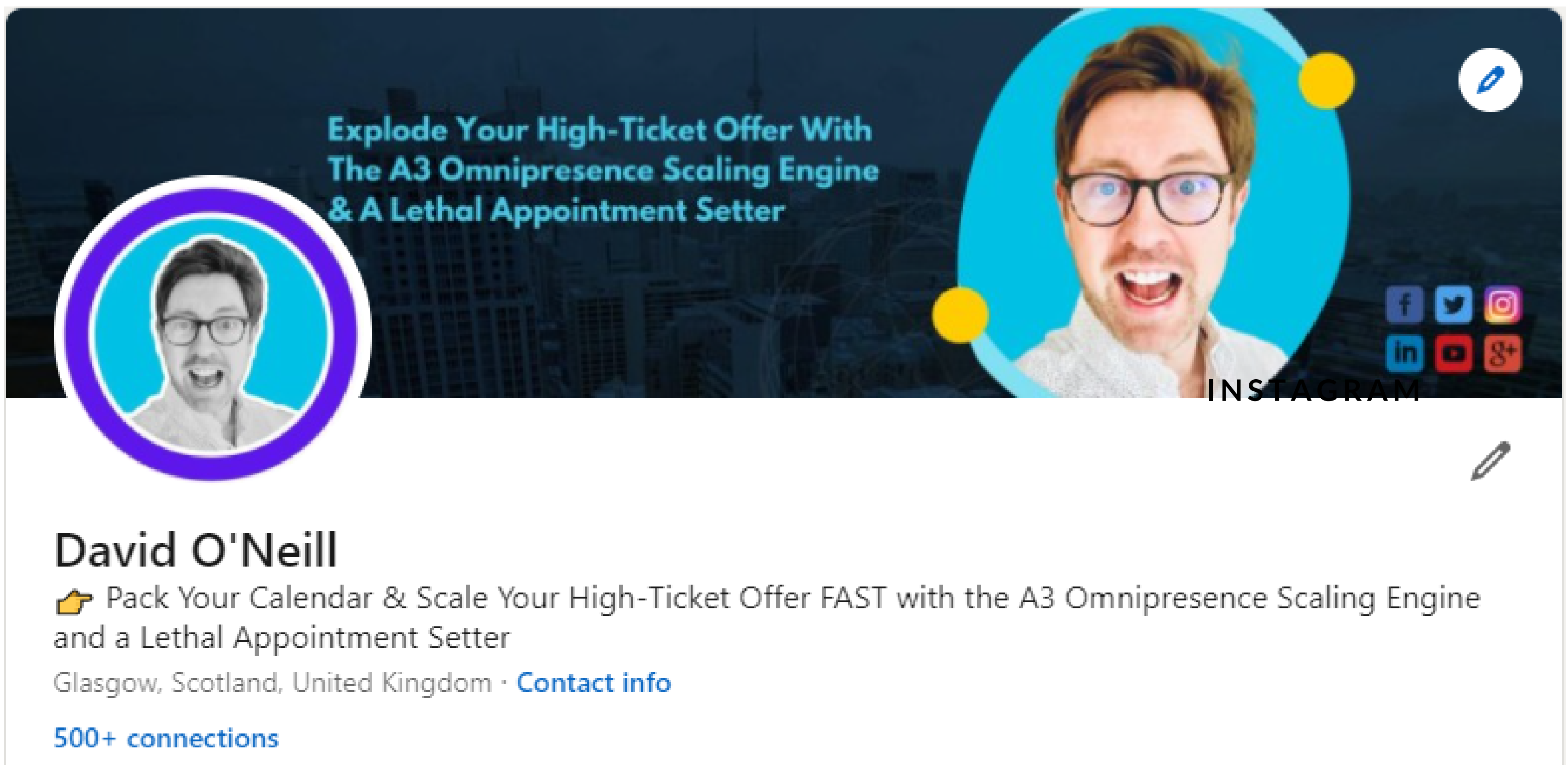
You can see my profiles below.



FACEBOOK



INSTAGRAM



LINKEDIN

I like to keep some consistency across platforms in terms of my photo and banner design. I feel it creates a sub-conscious brand.

Though the branding process is pretty similar, there are a couple of nuances across the platforms.

On Facebook and LinkedIn, your profile photo, banner and headline are important. I sometimes add a call-to-action on the banner (and/or headline) such as book a call or download a guide.

In terms of content on both platforms. the idea here isn't to produce daily posts. One post a week is fine. Less, even. Personally, I don't post that often at all. I post mainly to show I'm still alive!

The goal is to make your profile active, to convey what you do and to look professional.

On Instagram, you don't get a banner but you get extra bio space. I use it to mix business and personal snippets.

Base content *is* required for your Instagram profile though. I recommend 6 posts minimum before starting the call booking process.

This is because Instagram is visual and a naked profile makes it look inactive.

On Instagram, even more so than Facebook and LinkedIn, your profile has to leap out immediately as professional (and active) or people won't take you seriously and they won't follow you back. This means you won't get the opportunity to begin a call-booking conversation.

Again, you don't need to post so regularly. Once a month on Instagram is fine.

As a side note, if you already post regularly on your platforms and you enjoy it, carry on! I'm just suggesting regular posting is by no means a pre-requisite to enjoy organic success.

TIER 1- ORGANIC OUTREACH

In Tier 1, you will use 3 platforms to fill your calendar: Facebook, LinkedIn and Instagram.

If you don't currently have a profile on all 3 platforms but your ideal clients are on there, don't be put off creating one.

It only takes around 2 weeks to get them sufficiently branded and optimized to begin outreach, as per the 'preparation' stage discussed on the previous pages.

Our strategy in Tier 1 is Organic Outreach.

"Outreach?!" I hear you yell.

You'll hear people say outbound is spammy. You've likely been on the receiving end of spammy messages yourself. I know I certainly have.

But outbound is only 'spammy' if you are clumsy in your approach and you don't lead with value.

Ours is an outbound outreach strategy with a difference.

There's certainly no "how's the weather". Neither are you going to connect and instantly pitch.

Instead, you separate yourself from everyone else using your Power Assets and your Conversation Frameworks. More about each of those later.

Having these assets and frameworks makes booking calls *much* easier as people are far more likely to engage with you when they know you are coming from a place of value. It's human nature.

In my experience, people only have negative feelings toward doing outreach for 2 main reasons:

(1) They don't sufficiently believe in their offer's outcome, or
(2) They don't have a suitable outbound outreach process.

Or, of course, both.

Being a recipient of poor outreach can cloud your judgement.

Fortunately, our value-led approach even allows introverts like myself to enjoy the process and to lose that knot in your stomach which often accompanies a poor outreach strategy.

WHAT IS THE OVERARCHING STRATEGY?

Our overarching outbound strategy fundamentally sets us apart.

For starters, most people don’t have an actual strategy. Hundred of clients and thousands of calls' worth of data tells me this.

But for those who do, most will simply jump into your inbox and whether they attempt to build a relationship or pitch immediately, they will try to book a call at the earliest opportunity.

We don't.

As you will see when I discuss the Conversation Frameworks, our strategy is indeed value-led.

You want people to consume your 'Power Assets' before you look to book a call. (More on your Power Assets later). Essentially, your conversations and call booking process is split into 2 parts:

- (Part 1) Deliver the Power Assets &
- (Part 2) Get the call booked

When you adopt this approach, I can guarantee that many more doors of opportunity will swing open for you.

Handily, the strategy in Tier 1 is pretty similar across all 3 platforms.
I will break it all down, but let's first examine where to find people to message.

WHERE TO FIND YOUR TARGET AUDIENCE

Here's a high level overview of where we currently find our best quality clients for Tier 1.

Facebook:

Your best bet is niche Facebook groups. You don't necessarily need to look for large or even active groups as you won't be posting. Simply join groups, find members, check out their profiles and see if they meet your ideal client criteria. Then begin the conversation and call booking process.

Instagram:

List out a few of the top players in your niche. Visit their profiles and check out their posts. Identify who is leaving relevant comments on their posts, then check out *their* profiles to see if they meet your ideal client criteria. If they do, follow them. Wait until they follow back, then begin the conversation and call booking process.

LinkedIn:
Sales Navigator remains the optimal solution for finding your target market on LinkedIn. Conduct a search and connect to relevant people in your target niche. Then, of course, begin the conversation and call booking process.

It's important to note that LinkedIn now only permit 100 connection requests a week rather than 100 -120 a day. Clearly this hinders your lead generation efforts.

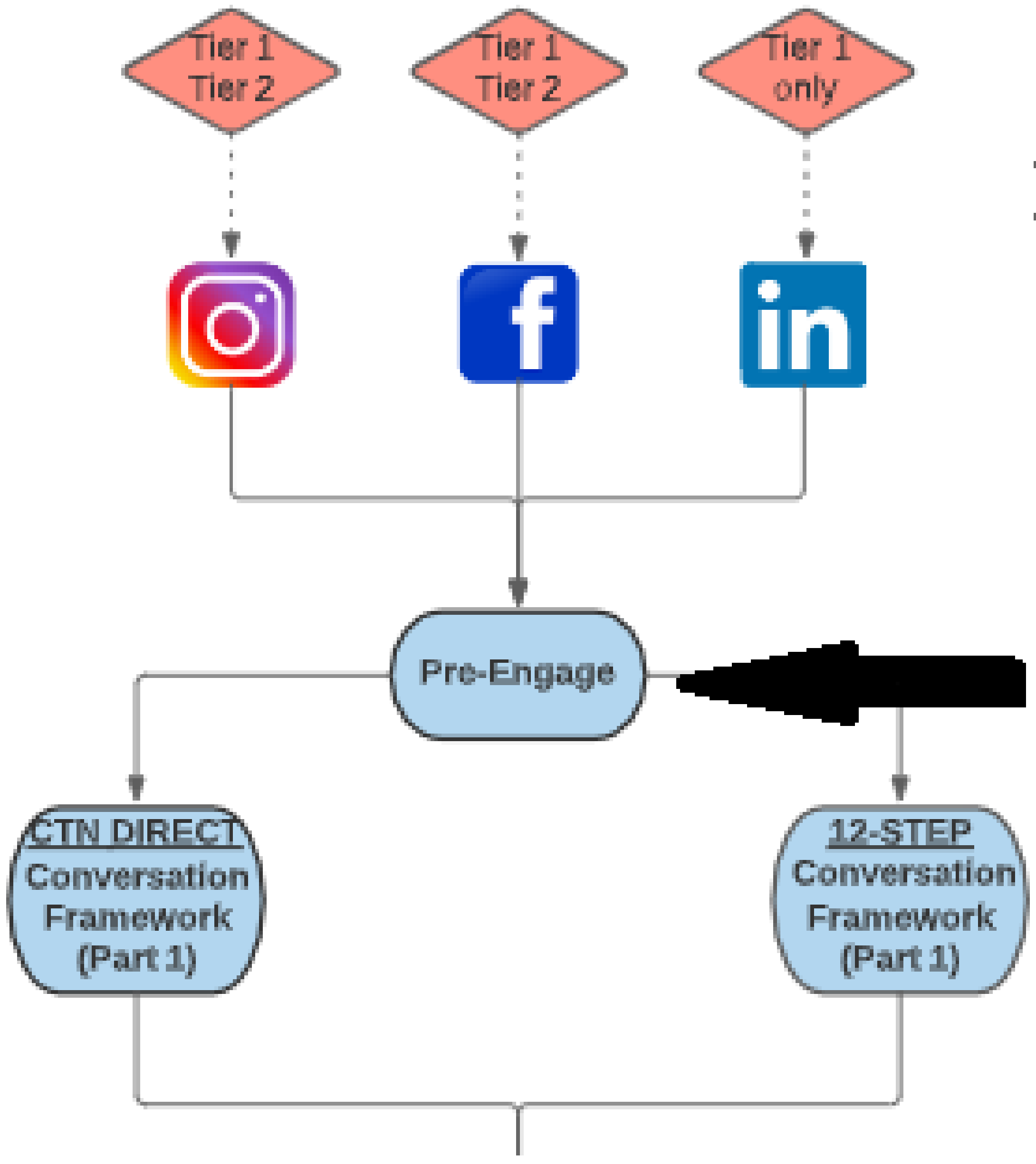
Tip: To get around this, a hack we use is to upload to LinkedIn a CSV file of email addresses of our target market. If LinkedIn locates profiles based on these email addresses, which it often does, you can send a them connection request.

It's actually simpler than it sounds and the beauty is there are no connection restrictions. So you can send 1000+ connection requests a month (on top of your 100 per week from Sales Navigator) without issue. Like the good old days!

Though there are plenty of email list building tools out there, the one we currently use is apollo.io.

With that done, grab your flow diagram and let's dig into the process itself.

PRE-ENAGAGE (+ CONNECT)



Before you send any messages - and even before you seek to connect - you should 'Pre-Engage'.

To do this, go to their profile and get a feel for them. Like a post or two and if appropriate, make a useful/relevant comment. Nothing too creepy or weird though. I guess it's up to you to determine what qualifies as creepy or weird!

Anyway, the purpose of Pre-Engaging is to show up in their notifications.

It may prompt them to check out your profile and maybe even your website. It may not. It's not a big deal either way.

Wait a day then send a connection request.

The simple act of appearing in their notifications makes the chances of their accepting your request that much higher as it no longer feels completely cold.

Once you're connected, you can begin the Part 1 of the Conversation and Call Booking process.

CALL BOOKING PROCESS

Part 1 - Delivering the Power Assets

As indicated earlier, the conversation and call booking process is completely value-led, so you're not just diving in for a call at all costs. Everyone else does that.

Here in part 1, your objective is to drive people to consume your Power Assets.

These Power Assets demonstrate you're someone worth talking to before you even discuss the option of a call.

Once they have had the chance to consume the Power Assets (a day or two), your conversation and call booking process continues and you enter part 2 - getting the call booked.

There are 2 types of conversation frameworks you can use.

1. The 12-Step A3 Conversation Framework, or
2. The CTN Direct Conversation Framework.

We'll talk more about the 2 types Conversation frameworks in a moment... but for now let's look what we mean by Power Assets.

POWER ASSETS

So what are your Power Assets?

Your Power Assets consist of a Primary Asset and an Asset Enhancer. These are housed on your Power Asset Page.

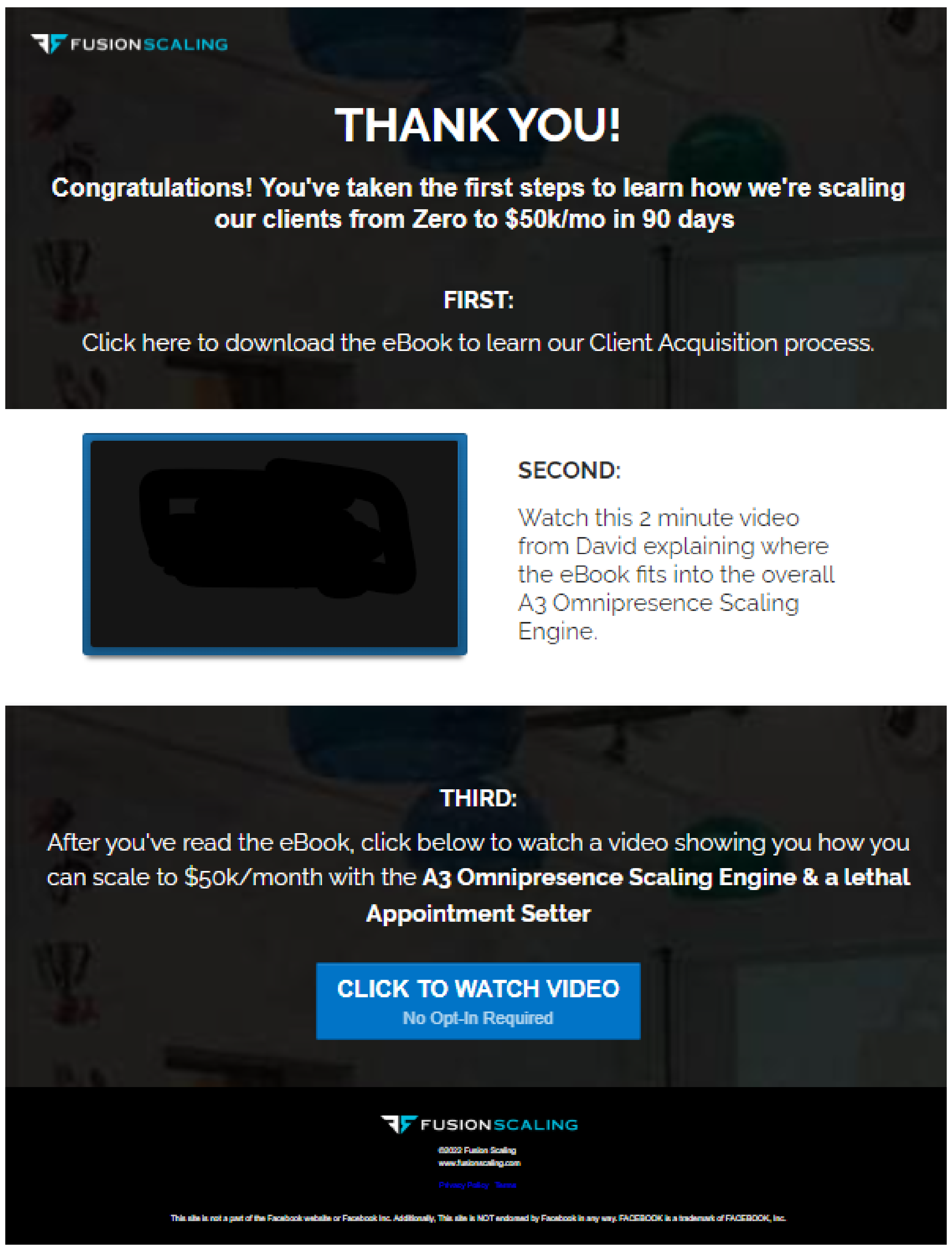
Primary Asset:

Your Primary Asset is the hook you'll use to attract people into your ecosystem. Therefore it needs to be good. Very good. If this doesn't capture attention and speak to your market's pains, you are dead in the water.

What we've found to work very well as a Primary Asset is an ebook of your 'overall' methodology and process.

Not a meaningless 3-5 page ebook that says nothing. It should be long enough to demonstrate your knowledge and to explain your method.

You then put that ebook on your Power Asset Page where they can download it directly, usually with no opt-in required. An example of one of Power Asset pages is below:



Also on this page is a 1-2 min video of you, talking about your process and what they can expect in the eBook. This simple video serves to strengthen your bond with the reader/viewer.

Asset Enhancer

Finally on the Power Asset Page, we give access to some additional content related to the Primary Asset.

We call this the Asset Enhancer.

Its job is to "enhance" your prospects' understanding of your methodology, as described in the ebook.

What works well as an Asset Enhancer is a video (talking over slides is fine) or even a mini course. You want to host this enhancer on a separate page - with the option to book in a Clarity Call.

The Primary Asset and Asset Enhancer serve to get the prospect sufficiently interested to the point where they would be open to jump on a quick call with you when you reach back out with your Conversation Frameworks.

Speaking of which...

CALL BOOKING PROCESS

Part 2 - Getting The Call Booked

Once they've had a day or two to consume the Primary Asset and Asset Enhancer, you now want to get the call booked.

Prospects do have the ability to go book a call themselves directly from the Asset Enhancer page.

You will get a small percentage who do this.

The vast majority of your calls, however, will come from execution of Part 2 of your Conversation Framework.

You will continue the conversation (using 1 of the 2 conversation frameworks you used in part 1) and with them now viewing you as someone worth speaking to, you go on to book the call.

Using this 2-pronged strategy takes a little more finesse than most conversation strategies I have come across, but I assure you it will fill your calendars with qualified and engaged calls very quickly, especially when you apply it across all 3 platforms.

Let's now break down in more detail the 2 types of conversation frameworks. As a reminder, they are:

1. The A3 12-Step Conversation Framework and
2. The CTN Direct Framework

CONVERSATION FRAMEWORKS

Without a framework you can meander directionless and not only waste your time and the prospects' time, but most likely won't book many calls.

I've also purposely called them 'frameworks' rather than scripts because you can't *script* a conversation if you want it to appear (and be) genuine and natural.

Frameworks keep you on track, but still require some human connection and personality!

(1) THE 12-STEP A3 CONVERSATION FRAMEWORK

The 12-step A3 Conversation Framework is the full, end-to-end framework. It takes people from cold, right through warm up and all the way to booked call.

You can download a PDF of the full "12-Step A3 Conversation Framework" here: fusionscaling.com/12-step-framework-ebook-no-optin

The framework's 12 steps are set out as follows:

Part 1 (Delivering The Power Assets)

Step 1: Conversation Stater - Opening the chat with something from their profile.

Step 2: Establish Rapport - A quick back and forth to show you're a relatable human.

Step 3: Bridge to Business - Steer the chat toward business with a simple-to-answer, non-invasive question about what they do.

Step 4: Goals - Establishing if they are serious about their business.

You can even encourage them to think bigger, if appropriate.

Step 5: Possible Challenges and Power Asset Delivery - You'll probe to see if they are experiencing challenges in their business. If yes, offer to send your Power Asset as way to help. If no (they may not want to admit it), you can still offer to send it anyway if you feel they'll still get value.

Wait day or two until they consume the Power Asset, then you can begin part 2.

Part 2 (Getting the Call Booked):

Step 6: Segue Into Booking A Call - Ask if they've checked out the asset, then it's back to the challenges they may face in hitting their goals. (Post-asset, they may be more open to discuss it now if they weren't before)

Step 7: Demonstrate Authority and Educate - Offer you opinion and experience on what they have told you in Step 6.

Step 8: Seduce To A Call - Give a compelling reason for them to jump on a short call with you, for example - to run through some frameworks.

Step 9: Confirm Priority - Check to see if they genuinely want to solve their problems and hit their goals sooner rather than later.

Step 10: Book The Call - Obtain their details and input them directly into your calendar software yourself. Don't just send a calendar link or you'll lose a good percentage of calls.

Step 11: Final Steps - Set expectations of what will happen immediately next and on the call itself.

Step 12: Commitment - Increase their commitment to attend by offering them a moment to consider if they may need to reschedule.

There you have it.

Clearly with the 12-Step approach you are building a more solid relationship, but of course the process takes longer - so volume will suffer. However, by the time you propose a call there is a tremendous chance of a 'Yes'.

You can get a copy of the full 12-Step A3 Conversation Framework by going here: fusionscaling.com/12-step-framework-ebook-no-optin

(2) THE CTN DIRECT FRAMEWORK

The second conversation framework is the CTN Direct Framework, where CTN stands for 'Cut Through the Noise'.

This still isn't direct in the sense of Connect + Pitch for a call. But neither are we going through all of the 12 steps.

In the same way as the 12-Step approach, the first goal is still to get your Power Assets into their hands and the second goal is to book in the call.

For part 1, you will still pre-engage and connect, but rather than go through steps 1-5, you're going to simply ask if they would be interested in checking out your Power Assets.

As you are being more direct, you need to be different.

So rather than sending a 'wall of text', what works best here is video.

You deliver a 30-60 second video talking about who you are, what you do and how you help. You then, quite literally, invite them to let you know if they'd like to check out a resource you've put together showing them your process (i.e. your Power Asset).

Assuming you get a positive reply, you deliver it and just like with the 12-Step framework, you give them a chance to consume it.

For part 2 of the CTN Direct Framework, you re-connect, make sure they consumed your asset - but you'd forgo steps 6 and 7 and lead straight with step 8 (Seduce To A Call) and get the call booked in.

So the obvious question is which framework should you use?

It's a matter of personal preference.

Just keep in mind, in both cases you are still looking to give assets (i.e. value) first.

You may feel you will get more rejection using the CTN Direct approach. That may be true, though you may be surprised at the amount of people who prefer to receive this approach. After all, people are busy and very often just want to know how you can help rather than going through a longer conversation, one which everyone knows where it's leading anyway.

Whatever framework you use, be prepared for some rejection along the way. It's part of the game. You can't please everyone all the time.

If you're newer, I would start off with the 12-Step approach, then make it your own as you get used it over time. You may find you omit steps or add in video, so in effect it becomes a hybrid of the 2 frameworks.

But you need to understand the 'rules' of conversation and call booking before you break them!

CONCLUSION

By adopting this value-led approach to booking calls, you are demonstrating that you're not needy or desperate. Quite the opposite.

Giving value first seems to be a lost art these days, but who do you think will stand a better chance of getting booked calls and ultimately enrolling clients?

Person A who invades someone's inbox with spammy, or deeply unoriginal messages, then asks for a call straight away?

Or Person B - you - who approaches prospects uniquely, delivers quality assets and suggests a 10-15 minute call only once the time is right?

Clearly, it's Person B.

That's just one of the reasons this approach works so well.

So that's Tier 1 of the Call Booking System. Before we examine Tier 2, let's look at the Effortless Enrolment Engine so you know exactly what to do and how to enrol once the calls have been booked in.

A3 Omnipresence Scaling Engine:

Section 2

EFFORTLESS ENROLMENT ENGINE

(2) EFFORTLESS ENROLMENT ENGINE

OVERVIEW

The Effortless Enrolment Engine is a beast. It's the successful implementation of the Effortless Enrolment Engine that will facilitate industry-leading enrolment rates, even for non-salesy folks and introverts (like us at Fusion Scaling).

At this stage, your Call Booking System is firing on all cylinders and calls are being booked. Congratulations!

You can afford yourself a little pat on the back - but only for a moment. You see, you need to appreciate that it's what happens *after the call is booked* that makes or breaks your scaling success.

Many programs have a tendency to end when the call is booked in.

But the job is far from done.

After booking and taking literally thousands of calls, it's my considered view that booking the call, especially a Clarity Call, only accounts for around 30% of the overall client acquisition process.

To consistently and predictably enrol clients, you also need the rest of your client acquisition process dialled in.

But what does that actually consist of? Well, that's what the Effortless Enrolment Engine is all about.

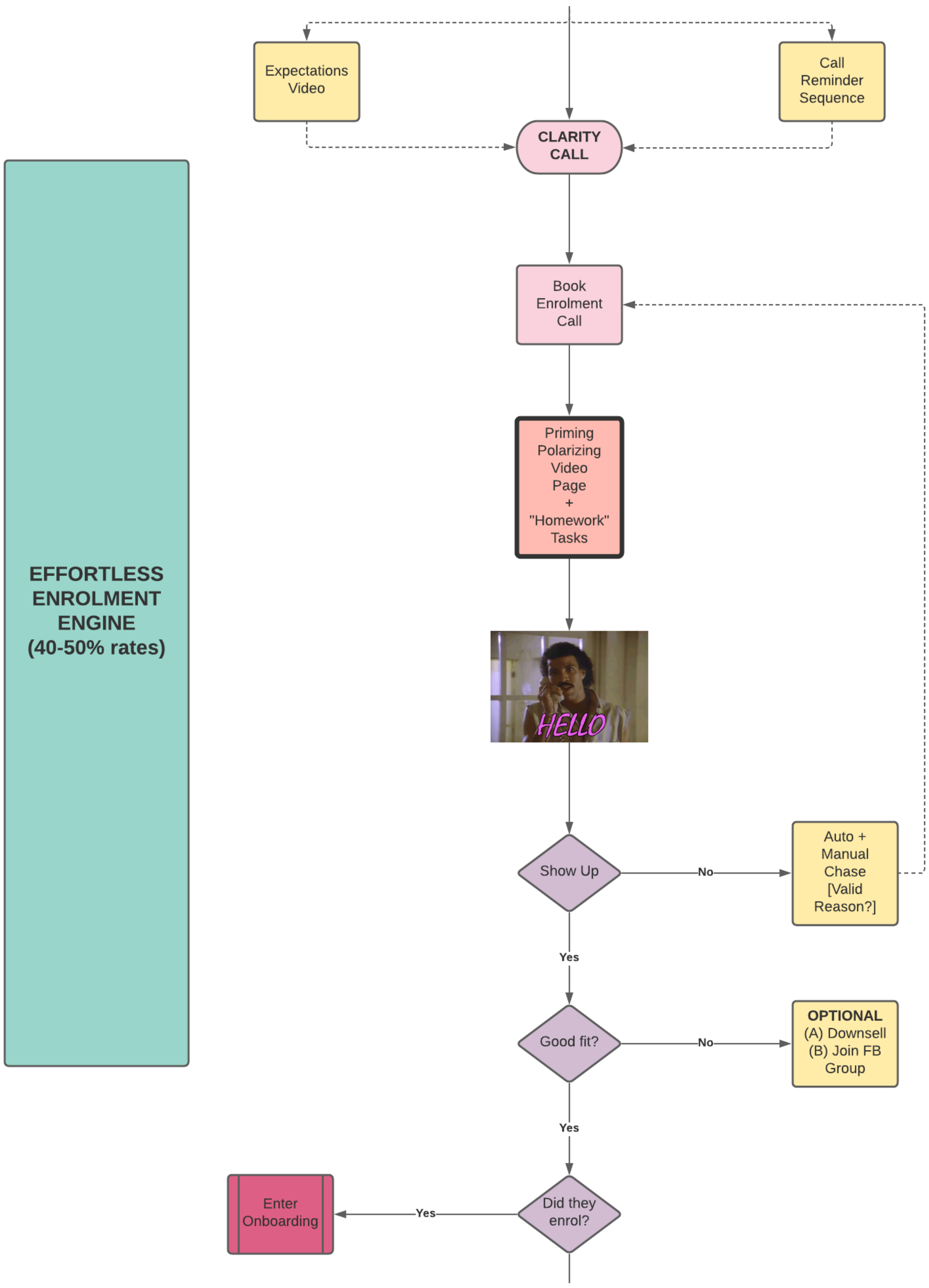
What's interesting here is that a whopping number of coaches, consultants and agencies that I speak to have nothing in place for once the call is booked. Literally no process at all. Often they have just a 1-call process and rely on an outdated sales script to enrol.

In today's sophisticated market, that simply doesn't work.

What's also interesting - for you - is that these represent your competition. Which means when you implement the Effortless Enrolment Engine - in conjunction with the Call Booking System - you effectively have no competition.

And it gets exciting very, very quickly.

The diagram below shows section 2, the Effortless Enrolment Engine. Again, you can download the full PDF here to refer to as you read.



CLARITY CALL BOOKED IN

Immediately after the Clarity Call is booked in, your prospects will enter a 'Call Reminder Sequence'.

This usually comes directly from your calendar software (we use Calendly) and consists of a couple of emails and texts (24 hours before and 2 hours before) literally reminding them to attend the call. Basic stuff.

By this point, they have already consumed your Primary Asset and Asset Enhancer, so there's no need to include any additional material inside this Call Reminder Sequence.

We usually just re-send the links to the Power Asset Page so they can reacquaint and I also like to send a quick 2 minute "Expectations Video".

On the video, you explain what they can expect to happen on the Clarity Call. The main purpose is to emphasise there is nothing to buy on this call and no decision from them will be required. You also explain that if appropriate, you will arrange a longer call (Enrolment Call) for another time.

As a side note, due to what's gone on so far, in my experience, the chance of a no-show is extremely low. If it does happen, just reach back out manually via messenger. We find that more effective than additional automations at this stage.

THE CLARITY CALL ITSELF

Clarity Calls should last around 10-15 minutes. Their purpose is to build rapport and to discover critical pieces about the prospects' business to determine whether you could actually help them.

This 'qualifying' is required as you haven't asked the prospect to complete a questionnaire - something that is probably too much of a barrier at this stage of Organic Outbound.

To ensure Clarity Calls stay on track and the right information is extracted, we have a call framework. I recommend you do, too.

At a high level, the questions you ask within the framework concern what their offer looks like, who it's for, their current client acquisition process, current revenue and where they're looking to take the business.

I also like to ask what they feel is their most pressing need as this can allow you to shape the presentation of your offer at the Enrolment stage.

Assuming they meet all your criteria (around 75% should) and assuming you get a good vibe (essential!) you book in the Enrolment Call - whilst you are on this call with them.

Ideally the Enrolment Call should be booked for no more than 48-ish hours in advance, just so their interest is maintained.

As you book in the Enrolment Call, you let them know you will be sending an email containing a video that they *must* watch before the Enrolment Call takes place. This video is a vital piece of pre-selling, as you will see in a moment.

They are now entering the Priming Polarizing Phase of the Effortless Enrolment Engine.

PRIMING POLARIZING PHASE

I'd probably go so far as to say that this is my favourite part of the A3 Omnipresence Scaling Engine. It's a true game changer.

The Priming Polarizing Phase helps further presell you, your offer and delivers valuable insights into what it's like working with you. It truly helps enrolment rates better than anything I have encountered.

As I have alluded to, the majority of coaches, consultants and agencies have no process in place from the time an Enrolment Call is booked in the diary, through to that call taking place.

This is a wasted opportunity.

Imagine for a moment that client enrolment is like you climbing a mountain. By not getting a head start and doing nothing at this stage, you are forcing yourself (or sales team) to start your ascension from further down the mountain. In other words, making it harder for yourself.

Fortunately, you are already part-way up the mountain (and far further than most competitors) due to your Power Assets. But wouldn't it be even better if you were already near the summit before the Enrolment Call even took place?

Yes, it would. That's what this phase accomplishes.

So what makes up this phase?

(i) Priming Polarizing Video (PPV)
(ii) Priming Polarizing Page
(iii) Tasks

(i) PRIMING POLARIZING VIDEO

The main focus of the Priming Polarizing Phase page is the PPV, that is the Priming Polarizing Video. This is our version of a Video Sales Letter (VSL), but much improved.

Tip: This PPV is the very video you advised the prospect on the Clarity Call that they needed to watch before the Enrolment Call.

Rather than a standard, value-less VSL, what you do is really dive deep into your process and continue the nurturing work laid out by the Primary Asset eBook and Asset Enhancer.

You prime them for the call by showing what you're all about, your ethos and you show how you've addressed the common issues that your niche faces when buying similar services.

Then, you introduce them to your new methodology - and of course you make an irresistible offer.

When you are able to demonstrate why they haven't got results by following standard methods and how your methodology fixes those problems (that's the 'polarizing' part) your offer becomes much more appealing automatically.

The PPV is a tremendous device and in days gone by, we would just send the video for people to watch prior to the Enrolment Call - and it worked fantastically well to aid our enrolment rates.

However, more recently, we have gone a step further - and our enrolment rates have increases in correlation.

We added the video to a **Priming Polarizing Page.**

(ii) PRIMING POLARIZING PAGE

In addition to the video, on this page you give further info about your offer, the structure of the offer (or program), answer FAQs and give testimonials. It's essentially a Sales page.

Giving this additional program and offer information is useful for several reasons.

The main reason is prospects get the chance to read the material about the program as many times as they want. They get to internalise it and comprehend the benefits - all before you speak.

So rather than just listening to you deliver the information once on the Enrolment Call (and there being potential for misunderstandings) they will be already be armed with the information and you can have more of a casual conversation about it than you can with a one-way 'pitch'.

This ensures full comprehension on their part and not only increases enrolment rates, but virtually eradicates buyer remorse.

(iii) TASKS

Additionally in this phase, you can also include a few small tasks that the prospect should complete to prepare for the call. The tasks usually involve completing some questions around their niche and offer.

This is the least important part of the Priming Polarizing Phase, but these tasks help to keep them invested in the process. It also allows you to ensure nothing was missed on the Clarity Call and that they will be able to make the right, pressure-free decision when you speak.

THE ENROLMENT CALL ITSELF (THE NEW WAY OF SELLING)

Show-up rates for our Enrolment Calls are very high. Yours will be too.

Why?

Think about what's gone on up to now. They've had 1:1 messenger chats with you; they've consumed your Primary Asset and your Asset Enhancer; they've spoken with you or your team on a Clarity Call; they've watched the Priming Polarizing Video, they've read your Priming Polarizing Page and they've completed some tasks.

Anybody not committed simply wouldn't have come this far along in your process. It's also fair to assume that when they show up, they are extremely interested in what you have.

This all allows for a free-flowing, pressure-free call with no high-pressure sales vibe.

ENROLMENT CALL FRAMEWORK

For our Enrolment Calls, you won't be surprised to hear we have a framework. Note again, it's a framework, not a script.

In essence, you pick up from where you left off on the Clarity Call. You'll spend more time digging deeper into their business, uncovering their real problems and their real goals before presenting your offer and discussing the required investment.

Sounds pretty standard, but there are crucial nuances. The framework is such an important part of our scaling engine that we spend a good chunk of time helping our clients customize their own frameworks to suit their own style and personality.

There are 3 particular sections of the framework I'd like to draw your attention to.

(i) Checkpoints
(ii) Offer Presentation
(iii) Pricing

(i) Checkpoints

In every Enrolment Call framework, you ensure there are regular 'checkpoints'.

At each checkpoint during the call, you verbally check that everything has been understood by the prospect. If anything is left potentially misunderstood and not addressed, it can fester in the mind of the prospect, distracting them during the rest of the call and this can kill an enrolment opportunity. By taking the temperature at regular intervals, you avoid this.

It's crucial to ensure everything is understood before you present the offer and certainly before discussing pricing.

(ii) Offer Presentation

When presenting the offer, rather than simply "talking the offer" at the prospect, my personal preference is to do a "visual" presentation.

Here, you share some slides and share a few screens with them to help bring the offer to life.

For example, I'll show the prospect around the course platform, how we'll do our work together and I'll also show them our support ticket system to give them confidence they won't be left to manage on their own.

This is of course your choice, but I feel "visual offer presentations" make the offer more "real".

(iii) Pricing

When it comes to the pricing and sharing the required investment, the common approach in most generic sales scripts (that nearly *everyone* uses) is to gradually build up to delivering the price... delivering the price... then sitting in silence in an alpha game of “first one to speak loses”.

Frankly, it’s a horrible experience - for both parties.

We do not engage in this tactic and we encourage our clients not to either.

The beauty is, with the A3 Omnipresence Scaling Engine, you don’t need to employ these high-pressure tactics due to the great work that has gone on up to this point.

The relationship you will have with your prospect by now will be very strong, so you will be able to deliver the pricing *conversationally*. That's very powerful. Maybe more powerful than you've even considered.

The reason is, you will have alleviated any and all pressure of delivering your price. Fluffing and stumbling over your price subconsciously tells the prospect you're not worth it. Now, you'll be able to deliver it with 100% confidence and conviction.

As you maintain your low-pressure and non-salesy approach, if any objections do arise, you’re far more likely to uncover *true* objections, rather than ‘standard’ objections (too expensive, I want to think about it, etc). This, of course, means you'll be able to accurately address them.

CONCLUSION

In my first 9-12 months as an entrepreneur in 2015, I was actually afraid of doing sales calls... and unsurprisingly, my enrolment rates were pretty terrible.

In order to succeed, I knew I *had* to create a process to make those Enrolment Calls far, far easier. That's why the Effortless Enrolment Engine was first born. It evolved over time into what you read today.

If you've ever been afraid of doing sales, it's likely to be because (like me at the time) all you've ever encountered, learned or been exposed to are generic 'used car salesman'-type sales scripts, 1-call closes and less-than-stellar pre-selling.

This Priming Polarizing approach, in conjunction with the New Way of Selling framework, is how you'll enrol 40-50%+... even if you don't currently consider sales a strong point, or you're introverted, shy or whatever. Your disposition has no real bearing on your results because the bulk of the heavy lifting has been done *prior* to the Enrolment Call.

Now, 40-50% enrolment rates are superb. But what about the rest?

Good question.

If someone wasn't right or ready for your full program, you could periodically keep in touch until they are. You could even offer a downsell if you have one.

For those people that were suitable but who didn't enrol there and then?

Rather than simply marking these as bad fits, you add to them your simple but powerful 2-Part Follow-Up Sequence.

A3 Omnipresence Scaling Engine:

Section 3

2-PART FOLLOW-UP SYSTEM

(3) 2-PART FOLLOW-UP SYSTEM

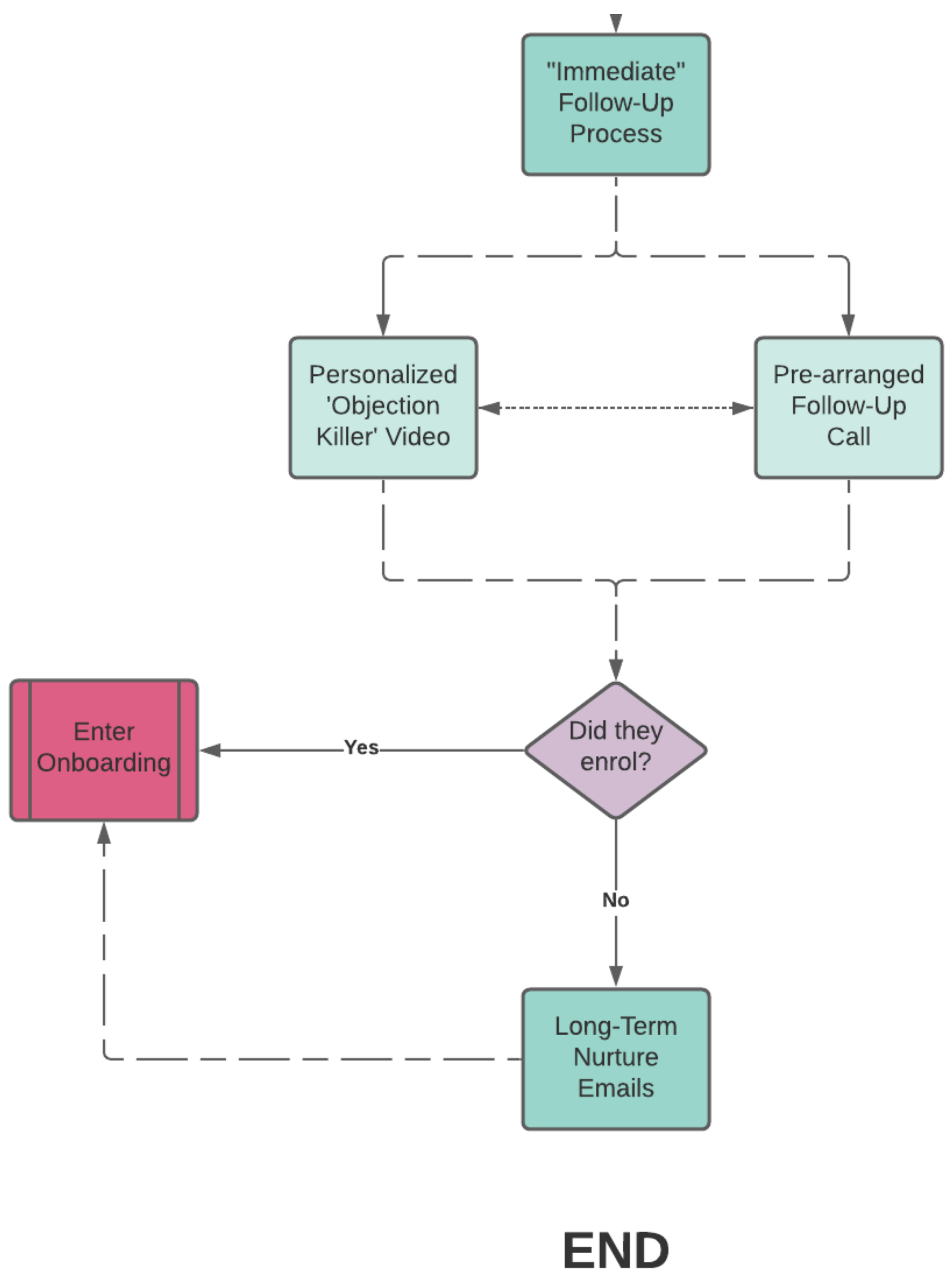
OVERVIEW

Despite what many coaches, consultants and agencies are taught (and do), if someone does not enrol on the Enrolment Call, you shouldn't immediately dismiss them as bad fits or tire kickers.

There could be any one of a thousand reasons someone couldn't sign up right there and who can still go on to be amazing clients. It's happened to us on multiple occasions.

Instead of putting yourself (and the prospect) under any unnecessary high-pressure, you are going to place everyone who didn't enrol - but who didn't rule themselves out - into a simple 2-part Follow Up System.

This will bring some people back into the game who otherwise would have been forfeited. And it's so simple, it would be crazy not to do it.



PART 1 - IMMEDIATE FOLLOW UP

Book in a Follow Up Call

Once it's apparent they won't be enrolling, book them in for a 'Follow-Up call' for a few days later. Again, you lock that call down whilst you're with them.

You make it known that on that Follow-Up call, you will require a decision and that anything other than a 'Yes' will be taken as a 'No'. This sets the frame nicely.

Objection Killer Video

Soon after the Enrollment Call, you also send a short, personalized 'Objection Killer' video.

After a call, prospects often misremember certain points and even end up convincing themselves that they shouldn't proceed - no matter how much they want it or need it - based on these incorrect 'facts' they've remembered.

So in this video, you reiterate why your program would be so transformational, specifically for *them*, by pulling out nuggets from your Enrolment Call and referring to things they said and challenges they face.

Draw their attention to sections of the program where they'll benefit most and take the opportunity to address the main objections that people often have about joining your program, which may or may not have been uncovered thus far. You know, pricing, timing/urgency, shopping around, etc.

This video takes two minutes to put together (we use Loom) but it's going the extra mile and it shows you were genuinely listening to them on the Enrolment Call and not just going through the motions.

PART 2 - LONG-TERM FOLLOW UP

If they attended the Follow-Up call but still didn't enrol, or if they decided not to attend the Follow-Up call so didn't enrol, you don't want to spend any more of your own time trying to convince them.

For whatever reason, it's just not right for them at the moment.

However, rather than letting them slide into oblivion (after all, you've invested a lot of time with them so far) you add them to a Long-Term email nurture sequence in Active Campaign, set over 90 days/12 weeks.

Here you'll hit them with 2-3 emails a week, talking about case studies, FAQs, value emails, client wins and including periodic calls-to-action.

Once you set up this Long-Term sequence, it runs automatically and you can easily add to it as time goes on in order to extend the time duration of the sequence.

You will find that a small percentage of people will come back to you at some point in the next 30-90 days, so although it shouldn't be a priority, it's certainly worth taking a few hours or so to set it up.

Additionally, you can also periodically re-open conversations inside Facebook, Instagram or LinkedIn with people who "nearly" came onboard. Maybe things have changed for them and maybe now would be the right time.

Part 3

THE PATH TO $50K PER MONTH

EXPECTED REVENUE (TIER 1)

Now that you understand what's involved in acquiring clients in Tier 1, let's examine the numbers behind it and how it leads you on the road to $50k per month.

We will look at Facebook and Instagram together and will look at LinkedIn separately.

Facebook and Instagram

Until you get some 'real world' stats with your own campaigns, it helps to make certain assumptions (based off our data).

Let's first assume a Facebook friend request rate and Instagram follow request rate of 40 per day. Both allow more, but let's play it safe.

We'll also assume the following *conservative* figures:

40% Connection acceptance/Follow back
10% Positive Response to wanting your Power Assets
30% of Positive Responses lead to a (Clarity) Call Booked
75% of Clarity Calls Booked lead to an Enrolment Call
40% Enrolment rate

What does that leave you with in terms of monthly numbers?

FACEBOOK MONTHLY STATS

Facebook Friend Requests
40 per day = 200 per week (5 days)
200 x 4 weeks = **800** friend requests per month.

40% Acceptance Rate
800 x 40% = 320 new friend acceptances per month
= **320** conversations started per month

10% Positive Responses wanting your Power Assets
320 x 10% = **32** positive responses per month

30% of Positive Responses lead to a Call Booked
32 x 30% = 9.6
= **9** calls booked per month (rounded down)

75% of Calls Booked lead to an Enrolment Call
9 x 75% = 6.75
= **6** Enrolment Calls booked per month (rounded down)

40% Enrolment rate
6 x 40% = 2.4
= **2** new clients per month

Assuming a program price of $3000, that is **$6000 per month on Facebook.**

Again, these are conservative statistical assumptions.

INSTAGRAM MONTHLY STATS

Instagram Follows Requests
40 per day = 200 per week (5 days)
200 x 4 weeks = **800** follow requests per month.

40% Follow Back
800 x 40% = 320 follow backs per month
= **320** conversations started per month

10% Positive Responses wanting your Power Assets
320 x 10% = **32** positive responses per month

30% of Positive Responses lead to a Call Booked
32 x 30% = 9.6
= **9** Calls booked per month (rounded down)

75% of Calls Booked lead to an Enrolment Call
9 x 75% = 6.75
= **6** Enrolment Calls booked per month (rounded down)

40% Enrolment rate
6 x 40% = 2.4
= **2** new clients per month

Assuming a program price of $3000, that is **$6000 per month on Instagram** too.

Again, these are very conservative numbers. In fact, even more so than Facebook as you can follow more people and end up in more conversations through sheer volume too.

LINKEDIN MONTHLY STATS

LinkedIn follows a similar statistical pattern to Facebook and Instagram. We just need to be mindful of the steeper limitations in terms of requests sent. Of course, we'll use the CSV email address hack we described earlier to circumnavigate these limitations.

Worth noting is connection rates tend to be slightly lower overall on LinkedIn, but we are negating this particular issue by increasing daily outreach volume.

Based on a standard connection request rate of 20 per day (the new maximum allowed) plus 30 per day CSV email connection requests, we have a total of 50 requests sent per day.

We'll also assume the following conservative figures:

30% Connection acceptance
10% Positive Response to wanting your Power Assets
30% of Positive Responses lead to a (Clarity) Call Booked
75% of Clarity Calls Booked lead to an Enrolment Call
40% Enrolment rate

Connection Requests
50 per day = 250 per week (5 days)
250 x 4 weeks = **1000** connection requests per month.

30% Acceptance Rate
1000 x 30% = 300 new connections per month
= **300** conversations started per month

10% Positive Responses wanting your Power Assets
300 x 10% = **30** positive responses per month

30% of Positive Responses lead to a Call Booked
30 x 30% = **9** calls booked per month

75% of Calls Booked lead to an Enrolment Call
9 x 75% = 6.75
= **6** Enrolment Calls booked per month (rounded down)

40% Enrolment rate
6 x 40% = 2.4
= **2** new clients per month

Assuming a program price of $3000, that is **$6000 per month on LinkedIn** as well.

CONCLUSION

You have seen the break down of how you can use all 3 platforms to hit a total $18,000 per month.

The reality is you can generate far more calls and far more revenue per platform as you progress. But to begin, these are *very* realistic targets.

Excited? I hope so!

But $18,000 per month is not $50,000 per month. So what's next?

Before we look at Tier 2, let's look at how you can double your revenue from $18,000 to $36,000, using exactly the same Tier 1 strategy and without you exerting too much extra effort.

HORIZONTAL SCALING

HOW TO DOUBLE YOUR MONTHLY REVENUE IN TIER 1

Horizontal Scaling is a hack. Of sorts. It's something we love here at Fusion Scaling and our clients love it when they implement it.

Recapping - through the Tier 1 strategy, you're now regularly booking calls across 3 platforms, successfully enrolling around 40-50% and hitting around $18,000 per month.

When doing organic outreach, volume is key. Specifically, your *outflow*. The more people you reach out to, the more calls you will book and the more clients you will enrol.

Therefore, in order to double your monthly revenue, it follows that you need to **double your outflow.**

However, in terms of permitted outreach volume, you are already pretty much maxed out on each profile, as per their imposed limits.

So what do you do?

You need to replicate your success on each platform by using your colleagues', friends' or families' unused profiles. That's it! Deceptively simple. Hugely effective.

Just by adding 1 more Facebook profile, 1 more Instagram profile and 1 more LinkedIn profile to your outflow, you can double your outreach outflow - and assuming all numbers and statistics remain the same - you will double your revenue.

The result is $18,000 per month becomes **$36,000 per month in Tier 1.**

This is what we mean by Horizontal Scaling.

You don't need me to explain that if you add a further 3 profiles, all other things being equal, you would hit $54,000 per month.

You'll appreciate that as organic outflow and volume increases, so does complexity.

But it's not the logistical nightmare it may first appear.

Especially not when you've already built out your A3 Omnipresence Scaling Engine and it's running like clockwork.

Oh - and having someone to actually run the engine and book in the calls *for you* helps too. Helps enormously, actually. We'll get to Appointment Setters later.

For now, you've seen the route to $36,000 per month and although you can continue indefinitely to scale horizontally (and you're very welcome to do so!), we have yet another ace up our sleeve to help you go from Tier 1 and hit to $50,000 per month even faster: the Tier 2 Synthesis Strategy.

TIER 2 - THE SYNTHESIS ADS STRATEGY

Welcome to Tier 2.

Tier 2 is the Synthesis Ads Strategy. It's a very powerful yet underused strategy across the industry as a whole. Which is great for you!

We call it the Synthesis Ads Strategy because all the elements you have previously created for use in Tier 1 (Power Assets, Asset Enhancer, PPV, Conversation frameworks etc) will all be combined and utilized here in Tier 2.

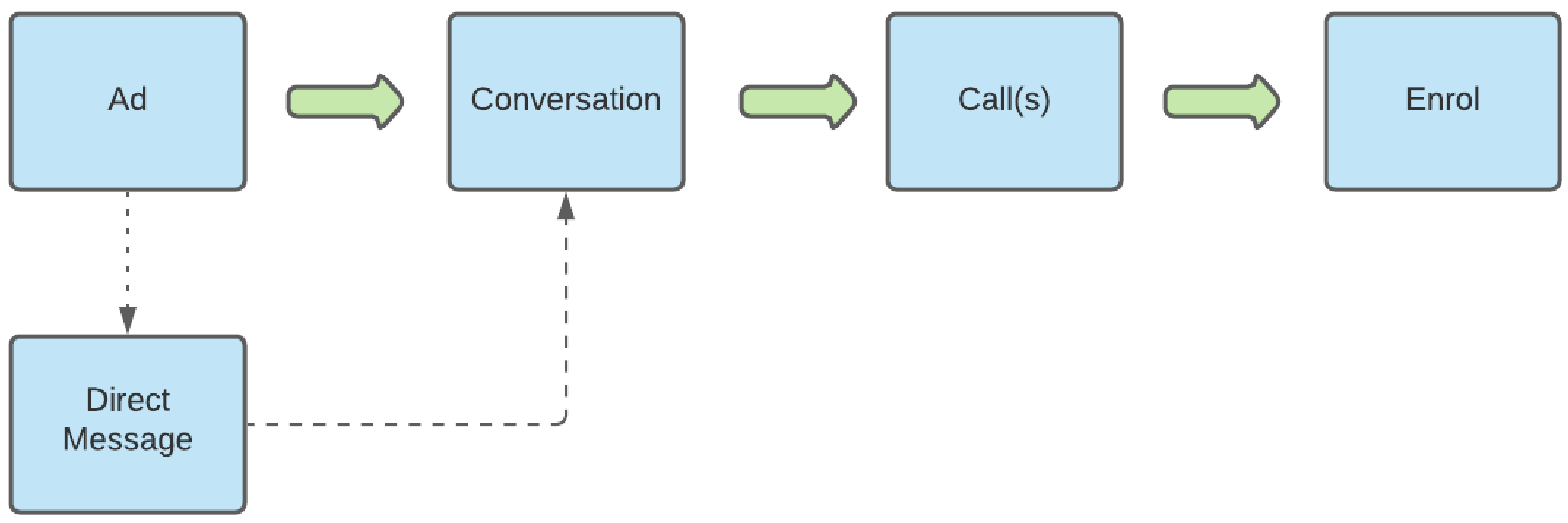
You just saw how Tier 1 can get to you $36,000 per month, particularly when you incorporate Horizontal Scaling.

It's Tier 2 that will take you from $36,000 per month to $50,000 per month - and can actually take you way beyond. You'll see in a moment how it is, in fact, almost limitless.

WHAT IS THE STRATEGY?

The Synthesis Ads Strategy is a simple, low budget ad campaign delivered across Facebook and Instagram (but not LinkedIn) which is designed to generate conversations.

Specifically, the ads are designed to generate interest in your Primary Asset, which will then lead to a warm conversation. At that point, using your Conversation Framework, you will book in calls and enrol with your Effortless Enrolment Engine - just like in Tier 1.



For $2-20 a day, you can generate conversations with ideal prospects.

Let's breakdown the strategy.

Side note: For the purposes of keeping the book brief, I'm going to assume you have basic understanding of Facebook ads. I'll also assume you have a Facebook Business Manager account set up, with a business page and an ad account linked.

THE CAMPAIGN

Objective

You create the campaign with the Engagement objective. As you'll see in a moment, you're asking people to comment on your ads - not to opt in, or message you, or watch a video or anything like that.

So Engagement is the optimal objective.

Audiences

At the beginning, I recommend testing 10 individual audiences in individual ad sets. You'll use ABO rather than CBO. In other words, you're optimizing at the individual ad set level rather than at the campaign level.

Who to target will, of course, depend on your niche, avatar and offer.

Every man and his dog and his dog's wife uses Facebook itself to find which audiences to target. The clear problem with that is every man and his dog and his dog's wife end up targeting the same audiences and thereby pushing costs up.

To help find niche audiences that Facebook won't show to everyone, we use a tool called Interest Explorer.

Using this tool, you can type in a keyword and it will retrieve a list of "hidden" interests, directly from Facebook's API, that your competitors will not see.

You can check out the tool here: interestexplorer.io

Budget

You can begin with as little as $2 per day per ad set, although I'd recommend $5 per day per ad set if budget allows. This way you'll get your data faster and still won't be overwhelmed. You want at least 10 ad sets running.

You should allow a minimum spend per ad set of $20 to determine whether it's a winner.

KPIs and Expected Costs

We have seen booked calls for as little as $5. This is extreme. From experience, a sensible approach is anticipating a conversation will cost around $2 -$20 and a booked Enrolment Call (not Clarity Call) will cost around $60 - $200.

Optimizing and Scaling

As stated, I recommend allowing at least $20 to be spent per audience/ad set. So, that could be 10 days or 4 days, depending on your initial daily budget.

Assess the timeframe as a whole and for any ad sets that are outside of KPI, simply turn them off.

For ad sets that are performing well, increase their budgets. We still find duplicating a successful ad set and amending the budget slightly still works well for these simple campaigns.

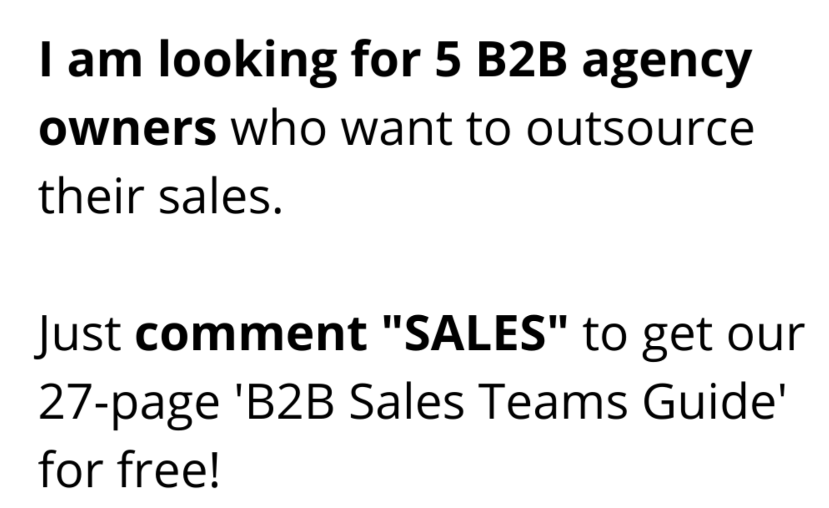
You should simultaneously continue to test new audiences too.

When you have enough data you can introduce lookalike audiences into the mix. Once you reach this stage, you're off to the races and can scale the amount of conversations and therefore calls really fast.

The Ad

There is no perfect ad. Most people know that. Testing is the name of the game. We continually test scores of ads, images and copy. But here's an example of a client's ad that performed particularly well.

The ad itself starts with a simple image like this:



The ad is purposely 'disguised' as a post. It's plain, but it works deliciously well. Interestingly, we've found that more aesthetically pleasing images don't tend to perform quite as well.

As you can see, the image text invites people to declare an interest in receiving your Primary Asset (ebook) by leaving a comment on the ad thread. An alternative is to ask them to DM you with the word "SALES" (in this example).

For the **ad headline**, you describe your transformation: "*I was at A and now I'm at Z*" (A is where your niche still is, Z is where they want to be)

For the **primary ad text**, you follow the template which corresponds with the structure of your Priming Polarizing Video:

(a) The mistakes you made (and that your niche is currently making)
(b) The impact it had (why it was bad)
(c) Transition of what happened next (what you did that was different)
(d) The outcome of this (benefits)
(e) Call to action (comment for the Primary Asset)

I would suggest split-testing between long and short form copy. With these Engagement objective ads, we've found short copy works best.

The Process

When people leave their comment, your first task is to reply to these comments on the thread, advising that you will send the PDF to them in a Direct Message.

This alerts them to check their DMs and retrieve any messages that may have gone to that weird second inbox.

Your extra comments won't do the ad algorithm any harm either.

If they have DM'd you the keyword, then great.

Either way, inside messenger, you start with something like "*Thanks for commenting. Do you still want the B2B Sales Team Guide?*"

When they reply, hopefully in the affirmative, send across the Power Asset Page link containing the guide.

Then, continue the conversation as per your 12-Step A3 Conversation Framework or CTN Direct Framework to get the calls booked in.

Once the Clarity Call is booked in, your Effortless Enrolment Engine and Follow Up System flow in exactly the same way as they did in Tier 1.

EXPECTED REVENUE (TIER 2)

As you'll likely have deduced, the main advantage of Tier 2 is that it’s more scalable than Tier 1.

You’re not restricted by connection limits or anything like that and you can therefore generate an infinite amount of conversations (depending on budget, of course).

Also, as it's not a call booking funnel in the traditional sense, it's much easier to get it going and much easier to optimize.

For now, with your monthly revenue at $36,000 from Tier 1, your goal in Tier 2, as per the title of this book, is to increase your revenue to $50,000 per month - which is an additional $14,000 in monthly revenue required from Tier 2.

MINOR STATISTICAL CHANGES IN TIER 2

As with Tier 1, I'll lay out the expected stats and this time with corresponding costs associated. Note that there are some minor differences from the Tier 1 assumptions.

For the purposes of these figures, we'll maintain a 30% Conversation to Call Booked ratio.

However, whereas in Tier 1 *you* are reaching out based on criteria from their profiles, in Tier 2, you have no real control who becomes a "positive response" so you may find more people *not* meeting your ideal client criteria.

What that means for the stats is you are likely to see a reduction in the number of people you progress from a Clarity Call to an Enrolment Call as you will disqualify more people.

As *quality* of calls becomes a priority over quantity and as you get more experienced with the Conversation Frameworks, you may decide to reduce the number of Clarity Calls you book in with the use of further qualification inside messenger.

This will result in a percentage of people progressing from a Clarity Call to Enrolment Call which is comparable, if not better, than Tier 1.

Let's assume the following figures:

100% of Positive Responses lead to a Conversation (initiated by you)
30% of Conversations lead to a (Clarity) Call Booked
50% of Clarity Calls Booked lead to an Enrolment Call
40% Enrolment rate

We will also assume an average cost per conversation of $10.

As your target is an additional $14,000 per month, what does this look like?

Assuming a program price of $3000, this means **you need 5 clients per month.**

FIGURES

Conversations
80 'warm' conversations a month
= $10 per conversation x 80 = $800

30% of Conversations lead to a (Clarity) Call Booked
80 x 30% = 24 calls booked per month
= $33.33 per Clarity Call

50% of Clarity Calls lead to an Enrolment Call
24 x 50% = 12
= 12 Enrolment Calls booked per month = $66.66 per Enrolment Call

40% Enrolment rate
12 x 40% = 4.8
= 5 new clients per month (rounded up for simplicity)

5 x $3000 = $15,000 per month.

Combining this Tier 2 strategy with Tier 1 is how you will hit the $50,000(+) per month mark with the A3 Omnipresence Scaling Engine.

Remember, these figures are based on our own *optimized* campaigns. When you start off, your conversation and call costs are likely to be slightly higher until you hit your stride with optimization.

As you will appreciate, when optimized, there is nothing stopping you increasing your Tier 2 ad budgets and scaling to 6 figures per month.

But, wait.

I know what you may be thinking.

How the devil are you going to find the time to have all these messenger and inbox conversations from your Tier 1 and Tier 2 strategies?

Don't worry - I've got you!

APPOINTMENT SETTERS

What you've read is the "client acquisition" system within the overall A3 Omnipresence Scaling Engine - namely, the **2-Tier Call Booking System** (Organic Outreach and Synthesis Ad Strategy), the **Effortless Enrolment Engine** and the **2-Part Follow-Up System.**

As you have seen, once the engine is built, it's a deadly machine and can fill your calendar, pipeline and bank account very quickly and very successfully.

However, as you may also appreciate, running the engine and getting those calls booked takes time each day.

Although everything is systemized, it still requires human input to actually run the systems, i.e. to pre-engage, send the messages, run the conversations, reply to leads and manually book in the calls.

As the business owner, you don't want to spend your time running the engine. You want to spend your time on revenue-generating activities, such as the Enrolment Calls, or strategic overviews.

What you need is an Appointment Setter to run the engine for you.

Here at Fusion Scaling, our Appointment Setters' role is to follow our specific Standard Operating Procedures (SOPs) for booking calls across each of the 3 platforms, based on the very 2 Tier Call Booking System you've just read about.

Super-detailed and accurate SOPs are essential to see success with Appointment Setters. They must know exactly what to do at every point in the process.

Additionally, regular feedback and an open forum for them to communicate issues and concerns helps a great deal with their (and ultimately your) success.

WARNING!

Hiring a Virtual Assistant or Appointment Setter is a *huge mistake.*

What?!

Ok, you've got me. That was (clearly) a marketing 'shock factor' statement to entice you to read on. But this is pivotal to your success.

Please don’t be tempted to think that if you want to scale your high-ticket offer, you can just hire a VA or an Appointment Setter and it’s job done.

Regrettably, it’s not. I’ve seen this situation play out many times.

A car only performs as well as the driver. Appointment Setters are *not* a magic bullet.

Appointment Setters and VAs generally have some basic level of lead generation training, but it’s far from enough to scale *your* business.

Unless *you* have a call booking system and enrolment engine dialled in - and *you* understand them well enough, hiring an Appointment Setter will become, through no fault of theirs, an expense and a source of frustration with minimal results to show for it.

In other words, hiring an Appointment Setter will be a huge mistake.

It’s a little bit like expecting a first year medical student to be able to perform a heart operation. Granted, with less serious consequences for failure.

In my experience, the *only* way to see sustained success with an Appointment Setter is by having a dialled in call booking system and an enrolment engine implemented in your business that **you understand and have had a hand in creating**.

Once built, you train your Appointment Setter on **those exact call booking systems** and give them detailed SOPs on how to run them and how to handle any problem or curveball that may come their way.

This way you are set up for success. You can be assured you have given them a winning system rather than relying on their limited lead gen knowledge to get you qualified calls. You can also diagnose any issues or bottlenecks should they arise because you will have a firm grasp on exactly what's happening inside these systems.

This is markedly different from simply hiring a VA or hire an Appointment Setter and expecting results.

In fact, we believe in this so strongly that we made the decision to enhance our main offer to incorporate this.

Whereas our main offer used to be helping clients build and implement the A3 Omnipresence Scaling Engine, now, as well as this, we also give all our clients our full call booking system SOPs for all 3 platforms - and we place fully trained Appointment Setters, fully trained on the 'A3 Omnipresence Scaling Engine' into our clients' businesses.

This extra touch now saves our clients the job of sourcing Appointment Setters and training them up on the A3 Omnipresence Scaling Engine.

Bottom line is, clients can now scale much faster with much less stress.

Part 4

CONCLUSION

FINAL WORDS

Alas, it's true, you've reached the end! I really enjoyed writing this book and I genuinely hope you took a great deal from it.

It's no exaggeration to say that successful implementation of the contents herein can be life-changing.

Look, I understand that sounds very dramatic and platitudinal, so if there's one theme I'd like to reiterate and for you to keep in mind, it's this:

The majority of high-ticket offers will never scale anywhere near $50,000 per month. The reason is, the majority of coaches, consultants and service providers - whether they are aware or not - only have ***part*** *of an overall, end-to-end scaling framework in their businesses. With fundamental parts missing, scaling a high-ticket offer is monumentally challenging.*

This description accounts for 95%+ of your competition.

So when you implement something as robust and complete as the A3 Omnipresence Scaling Engine, you effectively have no competition. That is a fantastic position to be in.

WHAT'S NEXT FOR YOU?

Now, it's over to you.

Hopefully you're fired up enough and excited enough to want to implement, although with that can also come a sense of overwhelm. However, as every entrepreneur will have heard a gazilion and seven times, the key is to *start.*

Decide if you want help or if you want to go it alone.

It's unlikely to have escaped your notice that our main offer is inextricably linked to the contents of this book.

Helping clients build and implement a 2-Tier Call Booking Engine, Effortless Enrolment Engine and Follow-Up System (aka A3 Omnipresence Scaling Engine) is our jam.

As part of our offer we also provide full Standard Operating Procedures (SOPs) on how to run the system -- plus we provide a full trained Appointment Setter to actually run the system and book those calls for you. You just turn up the call and enrol.

That's the crux our offer.

However, my intention was to provide enough information in this book for anyone who wants to go it alone to be able to do so.

Whatever you decide, just start.

If now isn't the right time, when is?

Remember, scaling a business to $50,000 per month is hard. Working in a business doing $2,000 a month is hard. Working a 9-5 is hard.

Choose your hard.

If you'd like our help, let's have a pressure-free chat:

fusionscaling.com/clarity-call

Either way, my very best wishes.

David O'Neill

Appendix

TOOLS, SOFTWARE & RESOURCES

Here is a list of the main tools and software we use in order to run the A3 Omnipresence Scaling Engine. Alternatives are, of course, available.

calendly.com
Calendar software where clients can book calls with us or we can book them in with us.

apollo.io
For compiling email and data lists for use on LinkedIn (and optionally cold email).

gohighlevel.com
CRM to help keep track of leads, booked calls and our pipeline. Also allows for emailing and 2-way texting.

interestexplorer.io
A tool to retrieve niche and unseen Facebook audiences.

activecampaign.com
Email automation platform to automatically deliver emails when calls are booked, opt-ins and for long-term nurturing email sequences.

clickfunnels.com
To build the Power Asset Page, Priming Polarizing Page and call booking funnel.

loom.com
To shoot 'objection killer' videos as well as used to answer client support queries.

TOOLS, SOFTWARE & RESOURCES

vimeo.com
To store testimonial videos and content videos.

wistia.com
To store our Priming Polarizing Video. We use Wistia over Vimeo due to improved video analytics.

canva.com
To create the Primary Asset (ebook), social banners and social post images.

lucidchart.com
To create process diagrams such as the A3 Omnipresence Scaling Engine flow PDF.

Process Flow Diagram [PDF]
Click here to download the A3 Omnipresence Scaling Engine process flow.

12-Step A3 Conversation Framework [PDF]
The 12-Step A3 Conversation Framework to help book 30-40 calls per month from Facebook, Instagram and LinkedIn:
fusionscaling.com/12-step-framework-ebook-no-optin

Video
Click here to watch a video of the A3 Omnipresence Scaling Engine and how it compares to other commonly seen approaches.
fusionscaling.com/a3-scaling-video-training

Book A Clarity Call
Click here to schedule a 10-15 minute chat with us to discuss whether the A3 Omnipresence Scaling Engine is right for your specific business.
fusionscaling.com/clarity-call

THE END