

*You Suddenly* **LOSE**  
**EVERYTHING...**



**30 DAYS**  
**.COM**



*Garrett J. White*  
*What Would You Do From*  
**Day 1 To Day 30**  
*To Save Yourself...*

## Chapter 3

# APPLICATION VIDEO FUNNEL

*by Garrett White*

# GARRETT WHITE



## *Founder, Wake Up Warrior*

Consulting  
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*Garrett J White is the founder of the Wake Up Warrior Movement and author of bestselling books “Warrior Book” and “Be The Man”. He is creator of Warrior Week and host of the number one podcasts Warrior On Fire, Warrior Wealth and Date Your Wife.*

*What started as a desire to set himself free from the bondage of his own failing life after the banking crisis of 2008, soon transformed into the launch of a movement in late 2012 that is quickly changing the business world we have known for decades using an*

*unconventional method known as the Warriors Way.*

*Garrett also co-owns DKW Styling Salon and BMS Training systems in the hair industry. He lives in Laguna Beach, California with his three children Parker, Bailee and Ruby.*

## Day 1: The Reality Check

Regardless of my reality with my money, I will still invest in my children daily and drive them to school every day.

I must know where I am before I can determine where I can go.

I will...

- Investigate all of the chaos in my finances.
- Assess the reality of what I owe, who I owe, and why, and create a simple “Here is the reality of my money” checklist.
- Inform anyone I owe money to that I will need 90 days, and that from there I will catch everything up and everyone will be made whole.
- Create a “PIT” DOLLAR FIGURE. This is the amount of money I am in the hole.
- Create my “PEAK” MONEY target. This is the amount of money I am committed to producing to dig myself out and put myself back on top of the game in less than 90 days.
- Assess all areas of my CORE 4 (body, being, balance, business) and create my DAILY (every single day for the next 30 days) WAR MAPS (see details below) with the Clear Daily Actions.

I will also establish my DAILY WAR.

These are the things I will be doing every single day by noon to keep

me in power and keep the game moving forward for my offer in the next couple of weeks and beyond.

I will start with CORE 4 today, but will start with the DAILY 8 on Day 6 of this 30-day sprint.

## ***The Daily War***

CORE 4 (A Daily Game Of Power As Taught By Wake Up Warrior)

- Body (Fitness and Fuel)
  - I will work out every morning.
  - I will drink a green smoothie every morning.
- Being (Meditation and Memoirs)
  - I will meditate for 20 minutes twice a day.
  - I will write in my journal about my feelings and thoughts 20 minutes daily.
- Balance (Partner and Posterity)
  - I will send a text of love to my wife every morning, appreciating and honoring her.
  - I will send a video text of love to each of my children.
- Business (Discover and Declare)
  - I will study Expert Secrets by Russell Brunson for 20 minutes every morning.
  - I will share what I am learning in my own language every day online.

## ***Daily 8***

- VIDEO: Live Stream (10 mins.)
  - I will teach and train on this video every day (marketing).
- PHOTO: IG Picture (x3)
- AUDIO: Daily Fuel Podcast (10 mins.)
- TEXT: FB blog (300 words)
- Join one new network per day on Facebook until I am at a MAX of 10 groups.
- Spend 60 minutes per day per group adding value.
- Build prospect list daily by 10 and engage each of them via chat.
- Add 25 new personal friends on FB from groups.

## Day 2: What Do I Want?

- *OUTCOME: Establish the reality of where I am committed to go.*
- *Start With Daily War Core 4 only.*

I will lock in the target of what I truly want.

If I have gotten myself into this situation, I will ensure that I will never go back to this place again and things will be different when I produce this time.

I must learn from the mistakes that got me here, for they are the access points to my new level of production.

Today is not a waste of time. I am going to allow everything I create today in my head to hit my heart, because it is the fuel that will allow me to keep going weeks from now.

The first 30-day target will be to set up the systems to set me free again and to make money.

As part of my daily routine, I will do a MIDDAY MEDITATION for 20 minutes and WALK for 20 minutes.

It is not okay to spend the month just planning and building—I must start getting paid also.

This is a MUST, not negotiable.

In this case my target is \$100K (received).

I will also put myself on track to do another \$100K a month for the rest of the year with the systems that I will build and the game I am going to play.

This is a target then of both money and strategy.

*What do I want economically?*

Answer: \$100K in 30 days.

*What do I want my lifestyle to look like?*

I will be a solo backpack entrepreneur for the next six months without a team.

Since I f\*\*ked up badly enough to lose everything, I obviously need some time alone to just manage myself and the game I am creating, so I will leverage only my own skills the next six months.

## Day 3: Why Do I Want it?

- *OUTCOME: Establish the reality of my why and what is driving me to create.*
- *Start With Daily War Core 4 only.*

**The why?** This is going to be crucial.

I will surf today for an extra hour and also go for a very long walk (10+ miles) and contemplate my why while taking notes on my cell phone as I go, documenting ideas as they come.

Once I return from the walk?

I will write out the why on my boards.

I will also find a picture of my family.

I will get a picture made of the financial target I am hunting down.

I will take the photo of my family and the money target and hang them in my home office alongside of my why statements.

These I will look at 50+ times a day as I am working in my office.

They will be the first things I see in the morning and the last things I see in the evening before bed.

I will ensure that one room of the house is mine 14–16 hours a day.

I will have the sit-down conversation with my wife about where I am—the financial PIT I have put our family in—and then I will paint the vision for where we are going in the next 60 days.

I will ask for her support and will let her know that I will likely be on edge for the next 30 days but that I am still 100% committed to living the Warrior's Way and will be taking her on a date every week over the next four weeks.

## Day 4: What Happens If I Don't Get What I Want?

- *OUTCOME: Establish the reality of the clear consequences for failure.*
- *Start With Daily War Core 4 only.*

Today, I will identify all the obstacles inside myself and the game I am about to play again solo.

How can I f\*\*k this up?

What could I do or have I done in the past to mess up the game for myself?

Understanding my weakness and the reality of failure allows me to build the paths necessary for the success of what I am creating.

This is not saying I am going to fail, but being willing to live by the TRUTH the way I see it such that I am able to clearly see where I may stumble and why.

I will take the entire day to outline the challenges I am going to face and the solutions in my mind where I stand in that moment to be able to handle them.

I will go on another 10-mile hike and document my answers on my phone. When I return from my hike, I will do the following:

- I will narrow them down to the top 10 risks or obstacles and my current solutions and write them on the whiteboards inside my home office.
- I will also write down the strategies I am going to leverage to overcome these obstacles.
- I will spend a good hour before bed reviewing everything I have done so far the first four days.

## Day 5: What Happens If I Do Get What I Want?

- *OUTCOME: Establish the reality of the clear consequences for success.*
- *Start With Daily War Core 4 only.*

I will put myself into massive pain today.

I will spend several hours in the ocean surfing and sitting on the beach.

As I do, I will envision two things.

First, I will look at the painful consequence of me failing on my mission.

Yes, you read that right—of me failing.

I need to get some leverage for myself, and that means I need to see



the clear reality in me, my family, and my future if I fail.

This will create massive pressure that, armed with the rest of the work, will give me the ability to launch into an intensity necessary to sell.

I will write out the impact on...

- Me
- My marriage
- My children
- My life

I will tattoo the s\*\*t out of this pain all over my soul and then hang that failure reality in plain view next to the WHY photo of my wife and children along with the dollar amount.

I will then write a statement on my forearm in marker:

*"Failure Is Not An Option, Go Motherf\*\*ker"*

This will be written on my arm every single day until the target is hit.

This is no BULLS\*\*T. I want a visual reminder for me and everyone who sees me about what I am committed to!

And I will spend an hour writing this on my arm and reviewing everything I have done in the first five days.

***Weekly Date Night With My Queen*** Tonight and every week, I will coordinate a babysitter and take my wife out.

We will not have any money, so it will be something for FREE.

That night, I am going to make love to my wife and confirm to her the status of the rebirths of myself and the business.

Yes, SEX and connection with my wife will matter.

## **Day 6: What Problem Will I Solve?**

- *Saturday Date Morning With Kids*
- *Today, I start the full Daily War (CORE 4 + DAILY 8).*

Today, I will determine the domain and the problem that I am going to solve.

I am very clear that my path is in consulting.

This is my X FACTOR—working directly with producers on the issues of power, production, and profit. And although I got my ass kicked and lost everything again, my skills are still there.

The domain will be BUSINESS.

I will brainstorm the problems that I know with 100% certainty I can solve for businessmen or women inside this domain.

Specifically, I will focus my energy on...

- Advertising
- High-Level Fulfillment
- Leadership of Teams
- Marketing Strategy
- Sales Systems

Today, I will choose the top five problems.

1. Lack of qualified leads
2. Underperforming sales teams and systems
3. Underwhelming fulfillment of products and services
4. Overwhelm and failure to lead teams
5. Dysfunction of homelife while experiencing the first four problems

I will post these problems on the WALL.

Today, I will also start my Daily General's Tent, which is 30 minutes for me to review right before bed what I did each day and what I am committed to doing the next day.

This will be the formal debrief from the day that I have been doing informally for Days 1–6.

The focus on this is clearly laid out below.

This will involve four phases.

1. Return and report on what I did for the day.
2. Lessons Learned: I will assess what I learned today from what worked and what didn't work out for me.

3. Course Correct: I will adjust strategy for the next day based on what did not work today.
4. New Targets: I will set my numbers and targets for tomorrow's game.

Everything in the daily debrief will be money- and marketing-driven.

## Day 7: What Pain Will I Resolve?

- *OUTCOME: Clarify the painful consequence of the problem in my prospects' lives.*
- *Sunday Family Date Morning*

Regardless of my reality with my money, I will still invest in my family outing weekly.

Each day, I will START WITH THE DAILY WAR then REVIEW GENERAL'S TENT from the previous night.

I will spend today outlining the matrix of painful consequences that a prospect would be facing because of failure to solve each of the problems above.

Each one of these painful consequences will be one of the angles I will take with my marketing messages that I am sharing with my Daily War.

At this point, my Daily War has been going for seven days, and I will already have located my first two to five clients and started the seduction process with each of them.

I will study them. Study their social media presence and start testing the waters with the painful consequence that they are seeing and facing inside their worlds to see if what I am finding is accurate.

This is the magic sauce that will set up my marketing efforts in a few days.

I will walk through each of the problems and link the painful consequence of the problem on each of the four domains of life.

When I experience <PROBLEM>, the unintended consequence on my...

- BODY is...

- BEING is...
- BALANCE (marriage and kids) is...
- BUSINESS (money and lifestyle) is...

By the end of today, I will have the PAIN WEB built, and I will be starting to express this during my DAILY WAR to the marketplace and inside the groups I am sharing in.

This PAIN WEB is what I will reference every time I write sales copy.

I will post these as sticky notes and stick them on the wall next to the problems so that I can see, then stand back and review them.

- *Complete Daily General's Tent*

## Day 8: Who Are The People I Will Serve?

- *OUTCOME: Clarify the specific target I am going to serve with this promotion.*

Today, I will narrow in on a specific target of the man and woman I am after.

I will identify how the problem and the painful consequences will impact them individually.

I will research specifics about their lives overall and choose the location of those prospects inside of the United States and other English-speaking countries. I will consider these demographics:

- Age
- Belief Systems
- Economics
- Family
- Religion
- And everything else I can find

At the end of the day, I will print off a picture of the MAN and WOMAN who will operate as my avatars, and I will post those pictures

right next to the rest of the problem and pain statements on the wall.

I will arrange them so the pictures are right there in the center of all the research.

I will name the man Bob.

I will name the woman Mary.

If I have a clear idea of who I want to be my first four or five clients, I will print their pictures off from social media and have them on my board also.

When I write copy, create videos, and produce any other marketing assets, I will leverage all of this in the space of these prospects so that I am speaking directly to a person and not a vague concept of a person.

- *Complete Daily General's Tent*

During tonight's General's Tent, I will begin building the PROSPECT LIST from my Daily War and start specifically with the Daily Seduction to the offer coming in two weeks.

## Day 9: What Product Will I Provide?

- *OUTCOME: Create the product or service I am going to offer.*

I will spend the day today researching offers to my target.

I will find the top 10 offers on the web of coaches, consultant programs, and events that are speaking to my prospect.

I will identify where they are dominating.

I will study their marketing copy, sales systems, and FRAME they are selling from.

And I'll find the weakness and solidify in my mind why I am the f\*\*king choice above them all.

I will identify where they are weak and determine where I can dominate inside the weakness I see or how I can position myself against the competition.

I am really looking to see what is already selling and why.

I am also cross-checking the types of clients they are getting results for, what that might mean for me as a producer and consultant, and

how my offer will be different.

At the end, I will be offering a coaching and consulting package angled at the target of MONEY and lifestyle as a businessman or woman.

Just because I have lost my empire two times now (the first time for real and the second for the purpose of this book) does not mean I don't know how to build sh\*t and get paid.

My ability to guide my students to get the money is not damaged by my inability to keep my own money.

My program will focus on the skill of getting money, not on the skill of keeping money.

That way, my integrity is SOLID as F\*\*K, and I can own the frame in selling.

- *Complete Daily General's Tent*

Every day, I will continue list cultivation and start building files for each prospect, tracking their moves on social media and looking for leverage points when it comes time to offer.

## Day 10: What Package Will I Provide It In?

- *OUTCOME: Finalize the packaging of the product.*

I will spend today creating my consulting package. This means I will outline the specific structure of the game.

The program will be six months.

I will determine...

- How many training calls we will have
- Focus of the calls
- Form and technology used to deploy our training together
- Blueprints I am going to deploy with them to leverage in their own businesses to get paid
- Outcomes they can expect

I'll come forward with "WHAT I EXPECT from your results as a cli-

ent of mine,” knowing that until I truly know the whole picture of a client’s story, it will be difficult to actually know what results are truly possible, so I will go off of past results.

I will create the assessments that I will use to measure the results they are going to get.

I will also create the FRAME inside of which they will be able to operate.

But the time I am done today, I will have the entire program framed up and ready to go.

- *Complete Daily General’s Tent*

## Day 11: What Positioning Will I Frame?

- *OUTCOME: Specify the positioning of WHY ME against the other options in the market.*

**Why Am I The Solution?** Today, I will...

- Outline all of my past case studies, including the specific results they got and the process I took them through.
- Narrow it down by the end of the day to the TOP 10.
- Tell all their stories and share the results they have gotten.
- Create specific before-and-after charts that show the clear hero’s journey of each client, starting with the painful problems they were facing when I met them and what their results look like today.
- Ensure that I have six men’s and four women’s stories and that I have a variety of backgrounds—economic, social, and racial—so that I have the stories I need to connect with the prospect when I need to.

And I will be clarifying the game with them on my boards.

- Who they were

- Why they mattered
- What results they got
- How we worked together in the past

By the end of the day, I will have the master list of case studies.

Also, I will have the frames I need to create the 10 five-minute case-study videos, where I will draw out the story of each student and the journey they took to get results on my whiteboards.

- *Complete Daily General's Tent*

## Day 12: What Pitch Will I Make?

- *OUTCOME: Simplify my pitch, pricing, and promotion.*

Today, I will finalize my financial target.

The target is simple: 10 clients for 6 months of consulting each.

*Tuition is \$10K.*

*Again, the target is \$100K.*

*This will allow me to hit my target.*

I will be doing this through sales calls and interviews with prospects over the phone and will be collecting credit card information for the initial commitment of \$10K. (It will be \$10K regardless.)

I will start testing this pricing in pre-sales content inside of my Daily War and with my growing prospect list through private messages.

I must start the pre-frame game in a way that allows the price to start being known but without it being a shock.

Easier to warm up to the number over two weeks than be hit right in the face with it.

I will also spend tons of time embedding the results and case studies of my students.

For anyone with a payment plan need, I will push to the second 60 days and simply take a \$2K deposit to add them to the next group,



which I will launch 60 days from then.

The first round will be \$10K, period.

I will also shoot the first five case-study videos today and shoot the next five tomorrow, so that I have assets to start sharing with my prospect list privately via chat with links to individual pages with the videos on them.

No attempt to sell yet. Just starting the seduction game.

- *Complete Daily General's Tent*

Continue list cultivation and start building prospect files for each prospect tracking their moves on social media, looking for leverage points when it comes time to offer.

- *Weekly Date Night With My Queen*

## Day 13: Create The Funnel Content Framework

- *OUTCOME: Frame out the entire FUNNEL I will be building.*
- *Saturday Date Morning With Kids*

Today, I draw out the funnel on my whiteboards.

This is my sales funnel in ClickFunnels.

It will have...

- Landing Page
- Content 1 Page: I AM A MARKETER
  - The man who can make it rain controls the game.
- Content 2 Page: I AM A CLOSER
  - The land of maybe is a lie—it is either yes or no.
- Content 3 Page: I AM A LEADER, NOT A SAVIOR
  - I can show you the way, but I won't carry you there.
- Content 4 Page: POWER, PRODUCTION, AND PROFIT
  - The art and science to having it all
- Content 5 Page: ARE YOU READY TO HAVE IT ALL?

- Application Page: WHY SHOULD I ACCEPT YOU?
- Schedule Page: THE PRODUCER CHECKUP

The pages will be simple. They will have a black background with simply my signature logo, Garrett J. White. No sexy graphics. Just functional and automated.

I will be loading my autoresponders later.

Once I have the whiteboard drawn out and done, I will grab some coffee, and I will not go to sleep until the funnel is built and only waiting on the Actionetics email copy and the videos I will be shooting tomorrow.

Daily Seduction to my growing lists from my DAILY WAR.

- *Complete Daily General's Tent*

## Day 14: Deploy The Early-Bird List

- *OUTCOME: Start building the EMAIL list for pre-launch.*
- *Sunday Family Date Morning*

Today, I will create a temporary landing page for the new funnel.

I will shoot a three- to five-minute video that I will put on the page with an opt-in and one autoresponder that will tell them "Thank you for getting on the early-bird list."

I will do a live Q&A webinar for only the early birds the last 7 days of my 30-day run.

This will give them incentive to opt in.

On the other side of the page, I will be speaking to the four-part video training series I am going to be taking them on.

I will have specific release dates for each of the videos, so that they can see that there is some really cool s\*\*t coming.

I will also create the frameworks for all five of my content videos that I will be recording tomorrow.

TODAY, I will begin to start promoting individually to my list of prospects from my DAILY WAR to get them registered for the training series.

- *Complete Daily General's Tent*
- *Weekly Date Night With My Queen*

## Day 15: Shoot The Five Content Videos

- *OUTCOME: Complete five RAW core videos for the funnel.*

Today is my video day.

I no longer have my teams to run my studios. So I will be on my own with this.

But this is how I started, so it's no problem.

I will be shooting from my iPhone, using my hand as the microphone and my arm as the tripod.

I will shoot in my home office and also on the beach down below my home.

I will draw in the sand on the beach videos and will be drawing on and using whiteboards to teach the content of each video.

- *Complete Daily General's Tent*

## Day 16: Shoot "The Application" And "The Opt-In" And Create Application

- *OUTCOME: Complete the application and opt-in videos and finalize the application.*

Today, I will watch all of my videos I shot yesterday two or three times.

I will take notes on key ideas and statements I said.

Then I will shoot the application video.

Once I have shot the application video, I will shoot the thank-you video for the post-application.

The final VIDEO I will shoot at the beach.

This is the opt-in video, the most important video of all.

It is the HOOK.

I will make sure I am rested, have meditated, and am ready to go when I shoot that last video.

I will also clarify and create my application that I will be using for the call to action in the series I am about to publish.

- *Complete Daily General's Tent*

## Day 17: Edit All Videos In iMovie

- *OUTCOME: Edit all videos and export then load to Vimeo.*

Today, I will load all my videos in the series into iMovie, and then it is time to “step into the matrix.”

I will create simple intros and transitions inside of each video.

Since I don't have my team to help make this magical, I am going to choose to keep things simple and focus on the content.

I will add text in certain spots and will also load some B-roll photos over the edits every couple of minutes just to keep the viewers engaged.

Because I was shooting and writing on my whiteboards in my office for most of my videos, I won't need a ton of B-roll, but I will use some photos from the past of me as a trainer teaching others.

I will not go to bed until all of the videos are exporting and being saved as MP4s on my desktop.

This is going to be a long day, but I am going to lock myself in a room and ensure that this gets done.

- *Complete Daily General's Tent*

## Day 18: Build Sales Funnel

- *OUTCOME: Funnel built, tested, and ready to deploy*

Okay—today, I have to start gluing everything together.

This means that I am going to have to build the actual pages for the

entire funnel.

I am going to have to add the videos, images, and application.

Then I am going to test all of the links, pages, and buttons.

I will review the COPY on all the pages once the funnel is built and up.

I will not be relying heavily on the copy for this funnel but will be leaning heavily on the video assets.

With that said, I will ensure that my headlines, sub-headlines, and body copy above and below the videos are on point and ready to go.

- *Complete Daily General's Tent*

## Day 19: Write #1–6 Autoresponders And Add To ClickFunnels

- *OUTCOME: First six emails written and loaded into ClickFunnels*

Today, I am going to write all the email copy.

My focus will be Emails 1–6.

They will be written and then activated inside of the funnel, leveraging Actionetics.

Once someone opts in, these emails will go out every single day for 10 days.

Each of the emails will spoon-feed content to the reader that they would have seen inside the videos.

- Emails 1 and 2 go to Video #1 “Power, Production, Profit”
- Emails 3 and 4 go to Video #2 “I’m a Marketer”
- Emails 5 and 6 go to Video #3 “I’m a Closer”

Each of the emails will be compelling by itself as stand-alone content and will be written as a mini sales letter more so than like a regular email.

Within each email, I will teach content that they will see in the corresponding video.

I will also start testing this COPY inside of the GROUPS I am part

of—not just inside of my autoresponder—so I can see how they are received.

I will write them like BLOG POSTS.

Start building engagement inside the groups and keep adding to my list of prospects as they engage with the content.

- *Weekly Date Night With My Queen*
- *Complete Daily General's Tent*

## Day 20: Write #7–12 Autoresponders And Add To ClickFunnels.

- *OUTCOME: Second six emails written and loaded into ClickFunnels*

Today, I am going to continue cranking out my email copy.

Once it is complete, I will load into Actionetics, and we are good to go.

- Emails 7 and 8 go to Video #4 “I’m a Leader, Not a Savior”
- Emails 9 and 10 go to Video #5 “Are You Ready to Have it All?”
- Emails 11 and 12 go to the application page

All of these emails are now complete, and I will load them all up in sexy formatting into ClickFunnels so they are ready to go.

These emails are not for a one-time use, as I will be using these same autoresponders as part of my ongoing campaign with this funnel.

I am not creating this funnel and business just to be profitable for a month—it is going to be my new game for a year or more.

I will keep testing this COPY inside of the GROUPS I am part of—not just inside of my autoresponder—so I can see how they are received.

I will write them like BLOG POSTS.

Keep building engagement inside the groups and keep adding to my list of prospects as they engage with the content.

- *Complete Daily General's Tent*

## Day 21: Test And Deploy The FUNNEL To My Lists

- *OUTCOME: Start driving traffic to my funnel.*
- Sunday Family Date Morning

I will...

- Spend the first five or six hours of my day testing my funnel.
- Do everything I can to break it.
- Test for mobile, desktop, and a variety of browsers.

Once I feel it is as solid as I can get it, I will begin to deploy it to the lists.

This is my chat list I have built, as well as my personal pages on social media.

I will write a SOLID frame for WHY, which I will send to each person I have engaged with from my Daily War efforts.

Each of the messages will be customized and well thought out.

At this point, I should have 100+ individuals who sit on my chat prospect list who I have been chatting with and adding value to the past two or more weeks.

I will also go LIVE on Instagram and Facebook, start sharing the new series that I have available online, and begin the actual hard promotion of it.

I will not start promoting in the groups yet and will retain my promotion to just the one-on-one game with each of the individuals, only growing my chat list of prospects.

I will keep posting some content from the emails inside the groups and start the beginning phase of prepping them for the launch of the funnel the next day.

I will keep testing this COPY inside of the GROUPS I am part of as before, writing them like BLOG POSTS to continue building engagement.

- *Complete Daily General's Tent*

## Day 22: Promote My A\$\$ Off

- *OUTCOME: Gather first applications.*

Today, I will be tracking everything and promoting everywhere.

I will start to promote in the 10 groups I am part of.

I will have added enough value at this point to not get slammed.

This means I will start sharing the FREE training in the funnel that I have already been sharing via chat and in FREE LIVE streams in the groups I am part of.

I will also go to my personal page with an offer for people to message me directly to learn more about the limited 10-student acceleration program I am creating.

My personal page will be for direct promotion to chat.

It is time to cash in on the goodwill and value I have produced in the previous weeks.

I started with my DAILY WAR almost two weeks ago, to connect with and build relationships with whoever is running the group, so we are totally on the same page.

By this time, I should have several of the group leaders ready to run a webinar with me, or at minimum to authorize me to GO LIVE with them inside the group and promote my new funnel.

At the end of the day, this is a FULL-ON BLITZ, all day long in the groups and also in chat.

I will be closing individuals via chat as well as via the funnel to application.

Everything will end at the application.

But I will not wait for my HOT PROSPECTS, who I have been chatting with one-on-one for weeks, to go through the entire funnel.

I will have already built relationships with and been on the phone with many of them, so it will be time to get the first couple on board and ready to roll.

- *Complete Daily General's Tent*



## Day 23: Promote and Pitch (1)

- *OUTCOME: Collect 10K in tuitions today!*

Now my days are going to get very simple.

I am going to be involved in two games, promoting hard all day inside the groups, chat, and my growing email list of opt-ins.

I am going to balance the game between launching a business and the push to get to \$100K, so I am going to stick with the HOT prospects and have patience with those who are not ready yet.

I am building a business again, not a Hail-Mary income solution for 30 days only.

I am not building a funnel.

I am building a business.

Scheduling one-on-one calls for interviews for the 10 spots.

I will do them always that day or the day after.

I will text them as the applications come in and will get them on the phone as soon as I can after I get the application, even if that means I call them right after it comes in.

Knowing how lethal I will have been in seducing the prospects the past two weeks, I am confident I will have my first three or four interviews today and take my first YES CLIENT into the game.

\$10K target today.

I will not get off the phones until I have collected \$10K.

I will have already hand-selected the three or four prospects who I feel are a perfect fit weeks ago and will have been working on it, so this is going to happen.

- *Complete Daily General's Tent*

## Day 24: Promote and Pitch (2)

- *OUTCOME: Collect another 10K in tuitions today!*

I have some cash now.

I will...

- Start cultivating new clients by giving them assignments.
- Launch my new Ads Manager and start getting ads approved today for the funnel.
- Start spending \$2K–\$4K a day as soon as I can, but it is going to be a new account, so I'll have to scale to this with \$100 a day and get some ads approved first.
- Get two or three ads up and running today to test the click, image, and copy.
- Start getting more intense with my list now.
- Send specific private messages to those I believe are a fit for this program with me.
- Send custom VIDEO and AUDIO messages to them once they have confirmed they are part of the funnel.
- Leverage the notes I have taken for weeks on each of them, which will allow me to align the offer with the needs and desires they have.
- Have my first one or two \$10K tuitions collected by now.

This is giving me momentum.

Tomorrow, I will start adding scarcity to the lists.

Today, once I have collected tuitions, I will begin building my ad sets on FB to deploy ads.

- *Complete Daily General's Tent*

## Day 25: Promote and Pitch (3)

- *OUTCOME: Collect another 10K in tuitions today!*

Today, I will have two or three interviews, and my target is to get to three or four closes by the end of the day.

But if things are going as planned, I should be in the mix on this: \$30K–\$40K collected.

I will also be deploying two or three more ads and spending \$200/day per ad.

I will start getting traffic and my first applications from them.

Having \$30K–\$40K is going to create the breathing room I need to keep pushing the game.

This means putting the squeeze on the prospects.

I will have six seats left.

I will update my copy to reflect this.

- *Complete Daily General's Tent*

## Day 26: Promote and Pitch (4)

- *OUTCOME: Collect another 10K in tuitions today!*

Today, I will have two or three more interviews.

These interviews are going to be one or two hours each.

They are just as important for me to figure out my prospects as they are for the sales process.

By the end of the day, I will be at 50% sold out at 5 for \$10K.

Total \$40K–\$50K collected.

I will add my five students to a private FB Group and begin giving them assignments to get each of them ready for our one-on-one journey that will begin in less than a week.

The assignments I will give them will be about having them get clear on where they are today.

Today, I will deploy \$300/day to each of my ads to the funnel.

I am averaging roughly \$10/email.

That is 300 new emails a day and averaging three or four applications.

It is working perfectly.

I will also ship a welcome gift to all the new students, so they feel validated for their efforts and investment.

- *Complete Daily General's Tent*

- *Weekly Date Night With My Queen*

## Day 27: Promote and Pitch (5)

- *OUTCOME: Collect another 10K in tuitions today!*
- *Saturday Date Morning With Kids*

Today, I will do another two or three interviews.

The target is to add one person per day for the next five days, to have it sold out by the thirtieth day.

I will also start something new today.

I am going to schedule a Referral Strategy Call with all of my current clients, meaning the first five who have signed up.

I will do those calls tomorrow.

The focus of those calls will be to get them on point, but also to ask for one referral from each of them of a person like them who they feel would be a perfect fit for the program.

I will close another \$10K today.

That will take me to \$60K and 6 clients.

Today, I will deploy \$500 in ads to my funnel.

- *Complete Daily General's Tent*

## Day 28: Promote and Pitch (6)

- *OUTCOME: Collect another 10K in tuitions today!*
- *Sunday Family Date Morning*

Today is going to be a hustle.

I will have 50+ in the mix and only 4 spots left.

I will likely have to lean on some people today.

I will have my six client calls and ask for referrals.

I am not expecting them to close as part of this group.

I want the referrals for the next round I am going to be selling.

Today, I will close one more client at \$10K.

And I will deploy \$650 in ads to my funnel.

- *Complete Daily General's Tent*

## Day 29: Promote and Pitch (7)

- *OUTCOME: Collect another 10K in tuitions today!*

Today is another day of hustle.

But I am close to my target.

I will have another two to four interviews today.

My target is to close at minimum one person at \$10K to take me to 8 clients and only 2 seats left to hit my target.

During today's game, I will schedule a "surprise" webinar for all of the opt-ins to the funnel and the applicants who I have not gotten hold of yet.

I will announce it in the morning and then invite them to attend a Live tomorrow at noon.

This will be in addition to the video series.

The focus will be HOT SEATING prospects during a webinar.

Today, I will end with 8 total clients and deploy \$750/a day per ad in ads to my funnel.

At \$10 a lead, that is 75 emails today and several more applications.

- *Complete Daily General's Tent*

## Day 30: Promote and Pitch (8)

- *OUTCOME: Collect another 20K in tuitions today!*

Today, I will close it out.

I will push everyone to the webinar at noon.

The focus of the webinar will be to customize the content of the videos and close hard LIVE on the final seats.

Interviews will all be scheduled this afternoon and evening.

I will not go to sleep until the final two seats are sold.

Once they are sold, I will lock down the group of 10 clients and then roll out the program individually and add some small-group BONUS events with them virtually.

I will lay my head down tonight and sleep well, knowing I did not just make money.

Tonight, I will also lock my ad spend at \$1K a day, assuming that I have been able to naturally get the increase by FB, with no issues the past week.

I will not take the ad spend less than \$1K a day for the rest of the year.

This use of ad spend from profits will allow me to repeat this and the DAILY WAR every single day, as well as repeat what I just did every 30 days until I decide not to anymore.

Pay for my annual membership of ClickFunnels.

Celebration date night with my wife and children!

## RESOURCES

- Actionetics  
([clickfunnels.com/actionetics](https://clickfunnels.com/actionetics))
- Expert Secrets by  
Russell Brunson
- Facebook Live
- iMovie  
([imoviewindows.com](https://imoviewindows.com))
- Vimeo ([vimeo.com](https://vimeo.com))
- Wake Up Warrior

You've heard from 30 of the TOP successful entrepreneurs in your community, and what they would do from Day 1-30 to get their business back on track... Now It's YOUR Turn!

## How Would You Like Us To Help You CUSTOMIZE And EXECUTE Your 30 Day Plan...

...With LIVE Coaching And  
Accountability From A Two  
Comma Club Coach Every  
Single Day, From Day 1 To Day 30?

What results could you achieve in your business if you had a coach to take you by the hand, hold you accountable, and help walk you through a custom plan that gives you daily tasks to implement each day of the 'One Funnel Away' Challenge?

< Join Now >

The 'One Funnel Away' Challenge is a 30-day intensive step-by-step plan designed to help you:

- Discover and build your first (or next) funnel for your business
- Start thinking like a marketer (so you're only focusing on the profitable ideas)
- Get more accomplished in your business in ONE MONTH than you have all year!

By the end of the 30 Day Challenge, you will have your tailor-made funnel created, finished, and LIVE...so it can start generating you consistent leads and sales!

**Join The 'One Funnel Away'  
Challenge Today!**