

Module 3-5 - Step by Step Action Plan

Congrats on completing modules 3-5! By now you should have gone through the client acquisition system, finding the best niches to target, and how to find hot leads.

You should now know how to prospect for Google or Facebook ads clients using a variety of outreach methods such as cold email, video audits etc.

Here is your step by step action plan for this module:

Step 1 - Decide on either a niche (*Dentist*) or broad market (*Healthcare*)

- Research the niche or broad market
- Find the common buzzwords/language that this market uses
- Find the average new customer value for this market
- Find the average lifetime value of a customer (LTV)

Step 2 - Start prospecting efforts

- Decide on on which prospecting you'll be using (*video audit, email, DM's etc*)
- Sign up for Snovio email finder tool
- Start finding leads on (*Homeadvisor, Associations, YP.com, Yelp etc*)
- If you want to use an auto lead finder tool, sign up for Leadcarrot
- Start reaching out to businesses using scripts + templates provided

Step 3 - Setup cold email automation system

- Register for Woodpecker
- Gather lead list from Leadcarrot or buy list (fiverr/upwork)
- If buying list (fiverr/upwork etc) make sure to clean list with [Clearout](#)
- When you sign up you get 500 free credits

Step 4 - Setup Facebook Ads Inbound Leads Strategy

- If you're a bit more advanced, you can start running FB ads
- Keep in mind that you should expect to invest \$300-\$500 on ad spend