



Offer Walkthrough

## **Agency & Info Product Founders:**

**This is how we help our clients scale by growing a YouTube channel that brings in high ticket clients on repeat, makes you niche-famous & sells 24/7 for you**

By implementing our simple 4-step process completely Done-For-You so you don't have to spend more than 2 hours a week recording content.

## **our results.**

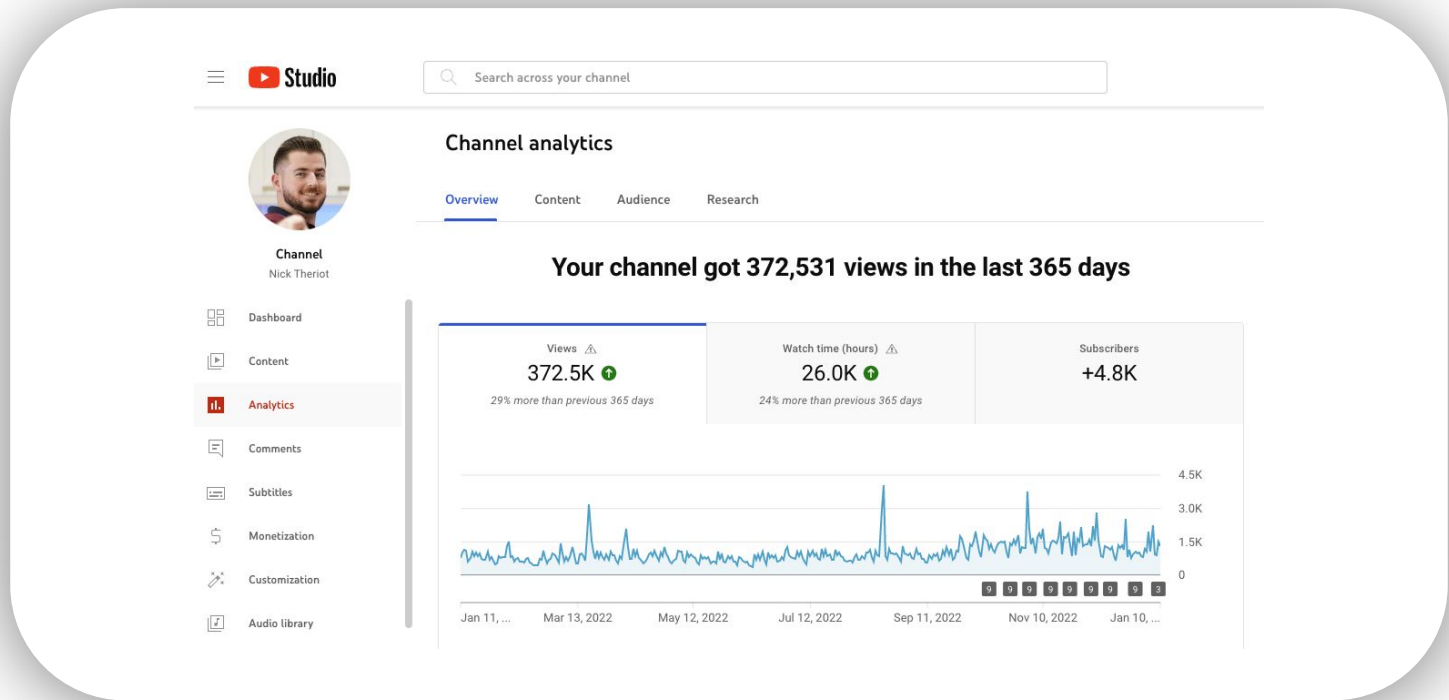


### **Nick Theriot - 1.3k to 10k subscribers, 30+ clients in 12 months**

Nick runs an advertising agency for ecommerce brands. We helped him scale his channel and get to over 10,000 subscribers in the first year of working together. As a result over 300 ecommerce applied to work with him resulting in over 30 new agency clients, some with LTV of over \$60,000!

Link: <https://www.youtube.com/@NickTheriot/videos>

# our results.



## our results.



**Nick Theriot** 4:23 PM

Some months I get 3-4 a week and some 1 a week, it varies.

I also sort all prospects with a jot form before, so I would actually get even more if I didn't.

But I have 346 people that have gone through my jot form and about 25% of those made it through.

That's over the last 14 months!

Closed roughly 30 clients from YouTube. With 5 being higher ticket that have an ltv of \$60k+

\$500k+ in revenue in 12 months of working together ^

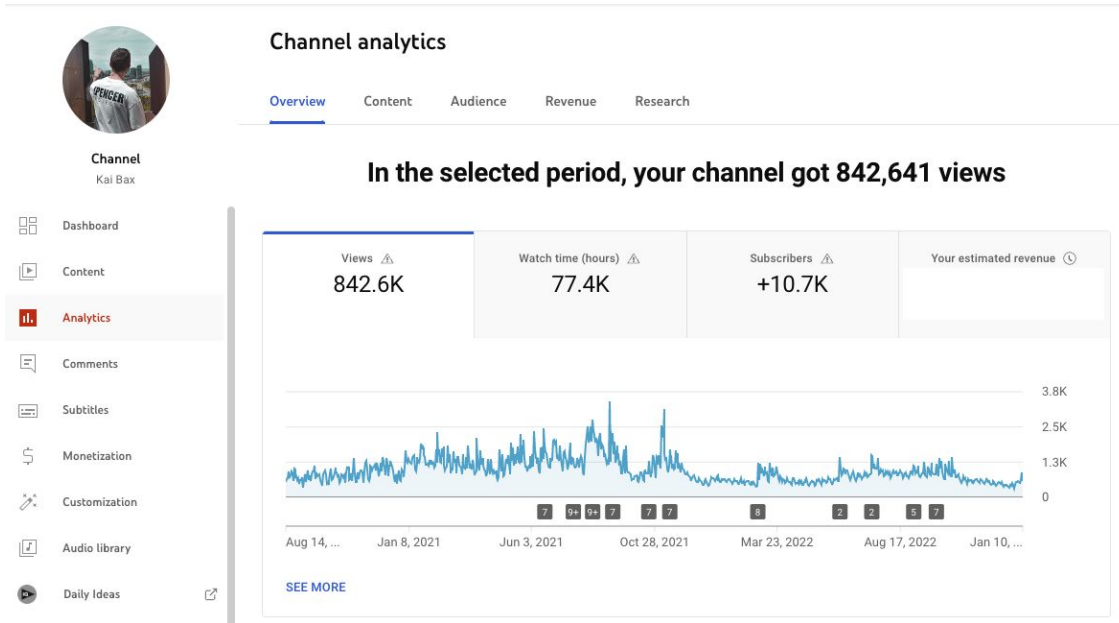
## **our results.**

### **Kai Bax - 1.5k to over 12k subscribers, 800k+ organic views**

When we started working with Kai he was selling an online course for aspiring agency owners and a high ticket coaching program. We helped him grow his channel and generate multiple 6 figures in sales for his businesses as a result. Now we help him dominate the market with his new DFY offer.

Link: <https://www.youtube.com/@KaiBax/videos>

# our results.



## **our results.**



### **Alex & Brian Zabierek - 700 to over 3,000 subscribers, \$100k+ in sales from YouTube**

We worked with Brian and Arek helping them set up a foundations for their YouTube channel and managed to go from 700 to over 3,000 subscribers in only 3 months generating over 6 figures in revenue.

Link: <https://www.youtube.com/@TheZabTwins/videos>



# our results.



**Your channel**  
The Zab Twins



Dashboard



Content



**Analytics**



Comments



Subtitles



Copyright



Monetization



Customization



Audio library

## Channel analytics

Overview

Content

Audience

Revenue

Research

**Your channel got 560,502 views in the last 90 days**

Views ↗

**560.5K** ↑

113% more than previous 90 days

Watch time (hours) ↗

**10.1K** ↑

13% more than previous 90 days

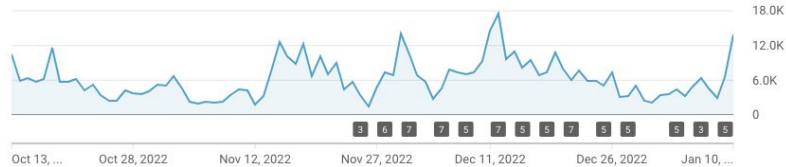
Subscribers

**+1.4K** ↓

31% less than previous 90 days

Your estimated revenue ⓘ

—



[SEE MORE](#)

## **our results.**



### **Jacob Caris - 6,000 subscribers, \$30k from just 1 YouTube video in 7 days**

We worked with Jacob for over a year helping him grow his channel past 6,000 subscribers and leveraging it to close multiple 5 figure deals for his consulting offer. One of his videos made even \$30k in only 7 days after posting

## our results.



6:50 AM

[@Hubert Świerczewski](#) YT VSL is going well 2 x \$9,600 clients & 1 x \$12k client.

Can you recommend your Top 3 videos I should make right now to try get more eyeballs to it?

---

## **our results.**



### **Jason Wojo - from 300 to almost 5,000 subscribers in 10 months**

We started working with Jason because even though he was posting content consistently his channel was stagnant. Once we started working together we managed to go from 300 to over 3,000 subscribers in 6 months and now we're close to 5k. During this period Jason got 750k+ organic views on YouTube.

Link: <https://www.youtube.com/@JasonWojoOfficial/videos>

# our results.



Your channel  
Jason Wojo

Dashboard

Content

**Analytics**

Comments

Subtitles

Copyright

Earn

Customization

Audio library

## Channel analytics

Overview

Content

Audience

Revenue

Research

**Your channel got 740,325 views in the last 365 days**



## **our results.**

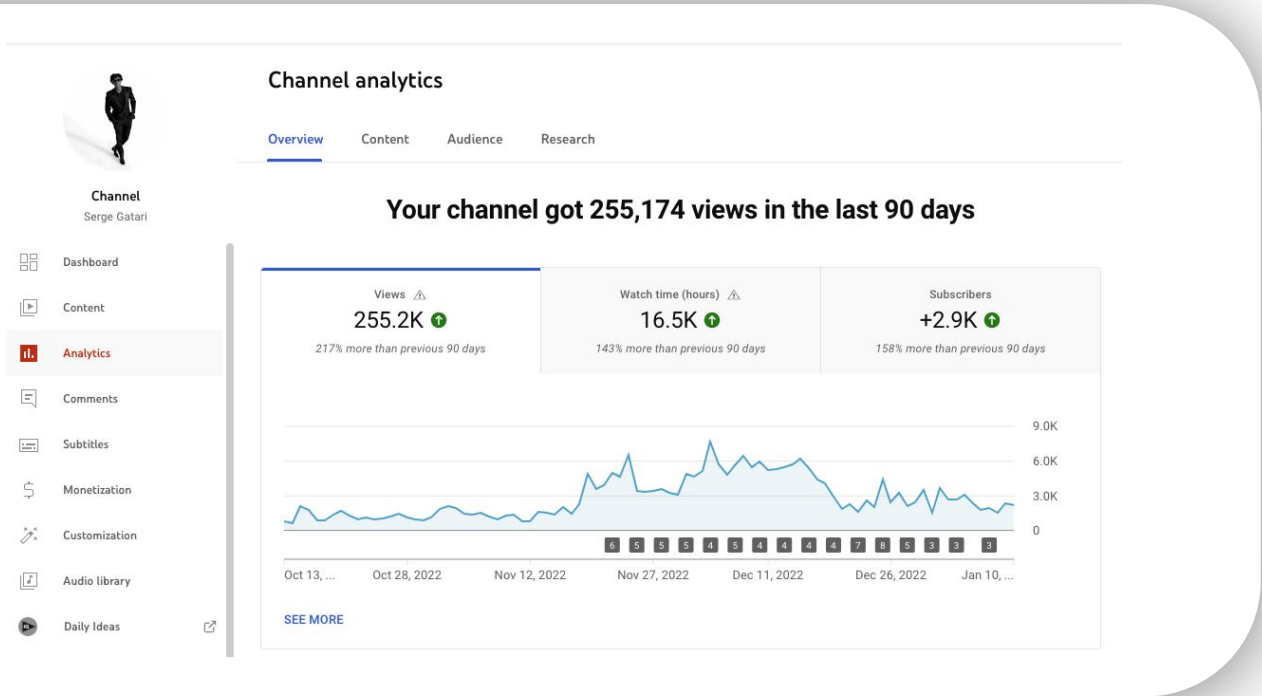
### **Serge Gatari - from 3,900 to 6,000 subscribers in 90 days**

We started working with Serge helping him run his Youtube channel and managed to help him scale from 3,9k to 6k subscribers while generating 250k organic views during this time period. In this time period Serge scale from around \$200k/mo to over \$500k/mo.

Link:

<https://www.youtube.com/channel/UCrJIKsfZLj6ZLYIPwo1uZCw>

# our results.



## **our results.**



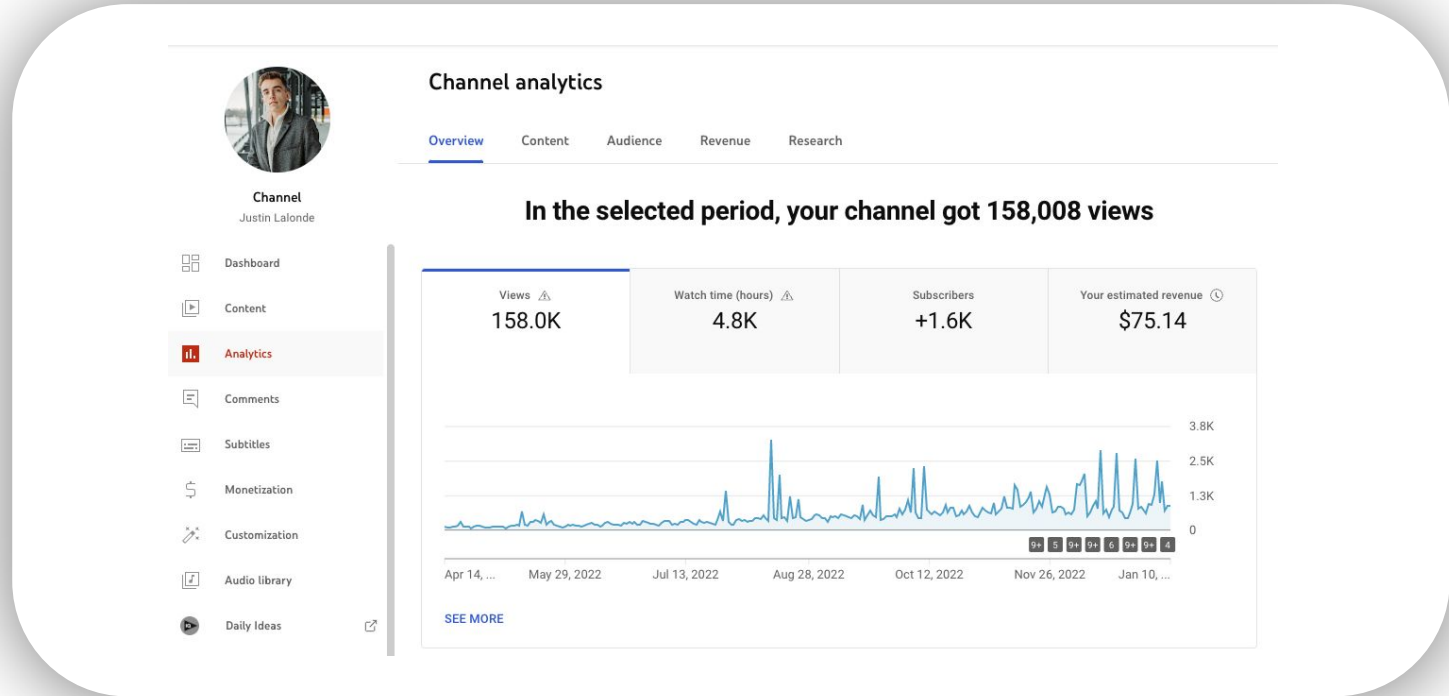
### **Justin Lalonde - from 400 to over 4,000 subscribers**

We helped Justin streamline his YouTube process and help him 10x his YouTube channel and get to a point he was getting around 12 - 15 sales calls booked for his agency through YouTube (even with brands doing \$500k/mo) every month.

Link: <https://www.youtube.com/@JustinLalonde/videos>



# our results.



# our results.



**Justin** 2:37 PM

Cool perfect, let's do it. I'll start shooting the content asap!

I went from having barely no calls last week to now booking like 25 calls, I'm packed right now. 😂

I think it was a mix of seasonality and lack of acquisition push on my part that created this drop initially.



**Justin** 3:39 PM

And as I say this, just had this call booked from YouTube lol

image.png ▼

**MRR: \$250k-500k**

**Ad Spend Budget: \$20,000 - \$50,000**

**Time: 04:00pm - Tuesday, February 28, 2023**

**Heard About Us: YouTube**



1



## **our results.**



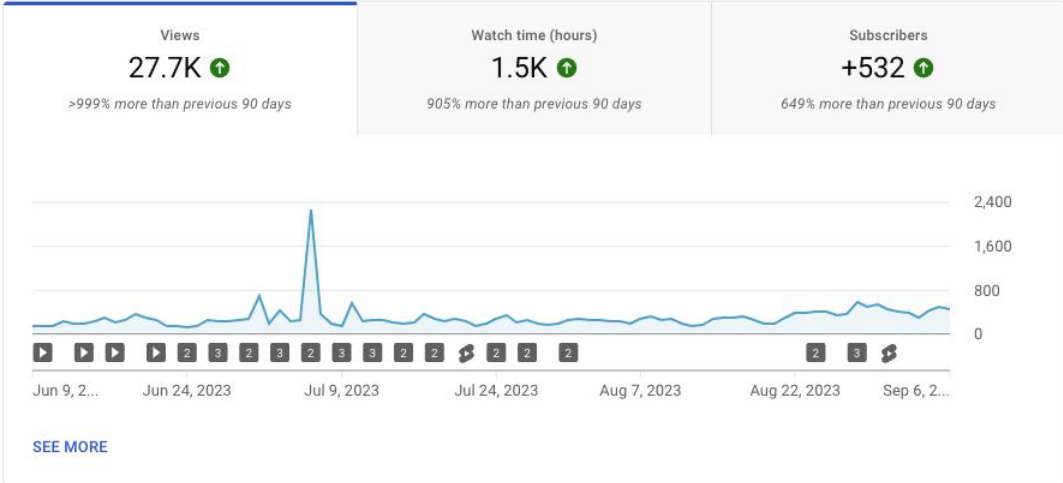
### **Blake Bauer - from 0 to 1,000+ subscribers and good flow of inbound leads for his agency in 5 months**

We helped Blake start his channel from complete zero, rank for multiple keywords with his videos and scale to over 1,000 subscribers and a good flow of leads and clients for his agency from YouTube.

Link: <https://www.youtube.com/@TheBlakeBauer/videos>

1. *Journal of Management Studies*, 1996, 33, 1, 1-14.

## Your channel got 27,734 views in the last 90 days



# our results.



**Blake** 11:43 PM

Thanks!

Also, first lead coke in from YouTube.

Small budget for a real estate company in Brussels but could be a good fit!



**Blake** 7:04 PM

2 more videos uploaded! We have 5 in the backlog now.

3 more till we're capped out at the 10 total limit.

Will be creating the final 3 videos in 2 weeks.

Stats are climbing and we're seeing more lead flow, Nice work guys & appreciate the help! Let's keep growing 🚀👏

## **our results.**



### **Skye Snayd - \$20,000+ in revenue in 4 months**

We helped Skye scale his channel from almost 0 subscribers to the point he's getting consistent flow of leads and 100% close rate on YouTube leads which is responsible for generating at least \$20,000 in revenue

Link: <https://www.youtube.com/@skyesnayd/videos>

# our results.



**Skye Snayd** 7:13 PM



**@here** We closed our first client from YouTube 🙌

Pretty surprising results from content within the first 30-60 days. I feel like everyone always says that you need 6-12 months before you see any deals come from Organic, but we already broke even with you guys!

I appreciate all of your hard work and guidance over the past few weeks. Lets keep going!



So far: 1 call booked, 1 deal closed, cash collected \$5k



**Skye Snayd** 5:56 PM



**@Kamila** Video looks great!

Also, **@Hubert Świerczewski** just thought I'd let you guys know I am still sitting at a 100% close rate on YouTube leads 💰



## **our results.**



### **Ed Axe - 0 to 2000+ subscribers in 11 months**

We helped Ed start a channel from zero and scale it to over 2000 subscribers while generating tens of thousands of views on his content and tens of clients for his automation business.

Link: <https://www.youtube.com/@itsedaxe/videos>



## **how we do things.**



A lot of agencies out there solve just one problem for their clients focusing either on growing the channel or getting leads from YouTube. We combined both and added more.

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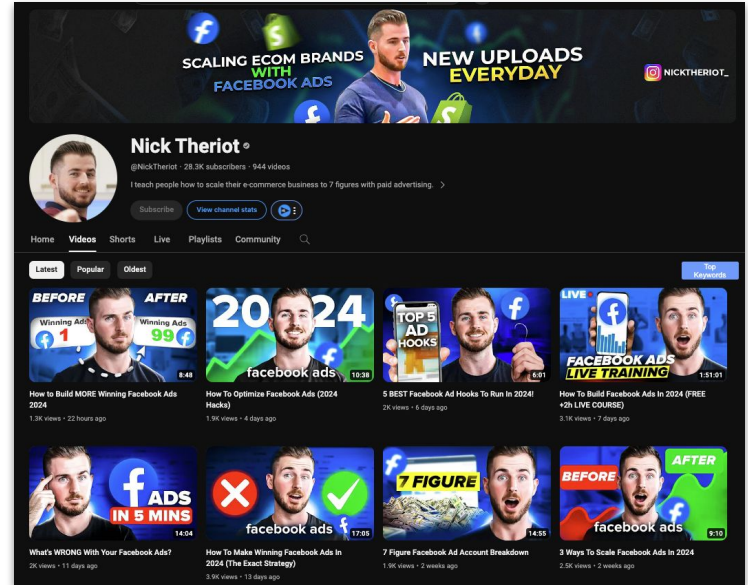
We don't want to just bring you “views” or “leads”. That's not enough. We want to leverage YouTube to help you solve many of your problems and ultimately scale your business.

# our process.

## 1. Strategy & Branding

Before posting any videos we will come up with a YouTube strategy and branding so that we can position you in a unique and competitive way so you can grow even in saturated markets while attracting your ideal clients.

We develop the branding that makes your channel looks premium and stands out from other people using cheap canva thumbnails or affordable graphic designers.



# our process.

## 2. High Converting Content

A lot of people are afraid of recording content or what to do exactly. That's why they are not consistent and not getting results in the first place...

For that reason we will lay out a full process of how to record videos, what to post, what video structure to have.

We'll also send you winning video ideas every single week so you don't have to worry about what to record next.

### What's inside?

#### YouTube Organic Explained

- ❑ Welcome to the Mini Course
- ❑ Mindset You Need To Succeed On YouTube
- ❑ The Best YouTube Video Structure
- ❑ How To Record YouTube Videos (Full Guide)
- ❑ The Most Important YouTube Metrics Explained

#### Getting Clients With YouTube

- ❑ YouTube VSL & Micro VSLs Explained
- ❑ Using YouTube To Nurture Your Prospects
- ❑ Get 3 - 10 Clients in The Next 30 Days
- ❑ Building Community Using YouTube
- ❑ How To Create Your YouTube VSL
- ❑ How To Use YouTube Videos In Your Sales Process
- ❑ How To Leverage Social Media To Get More Views & Leads



#### About this course

- 🆓 Free
- 📅 12 lessons
- 🕒 1.5 hours of video content

# our process.

## 3. YouTube Growth

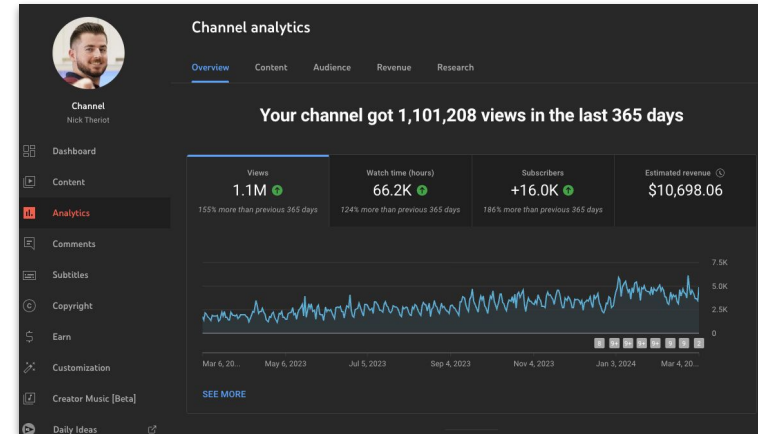
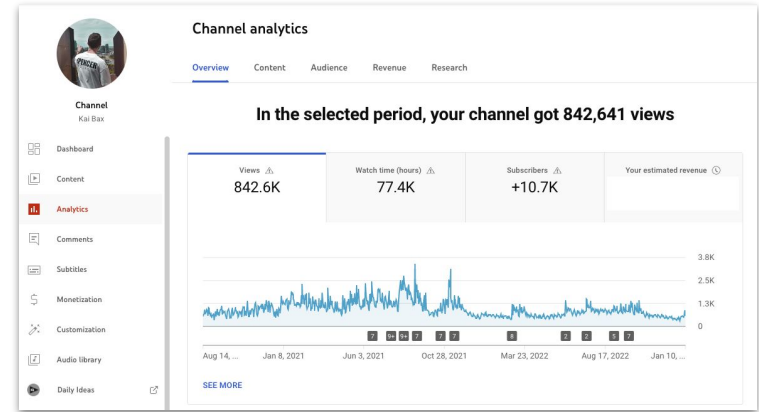
Most people waste months or even years seeing no growth because:

- a) try to do it themselves
- b) build their own “editing team”

The problem with both of these options is that you don't know what you don't know.

A lot of people think as long as they have decent content and good video editing/thumbnails they will grow and they will get clients from YouTube but it doesn't work that way.

You need to understand how YouTube works and how to actually turn it into scaling machine.



# our process.

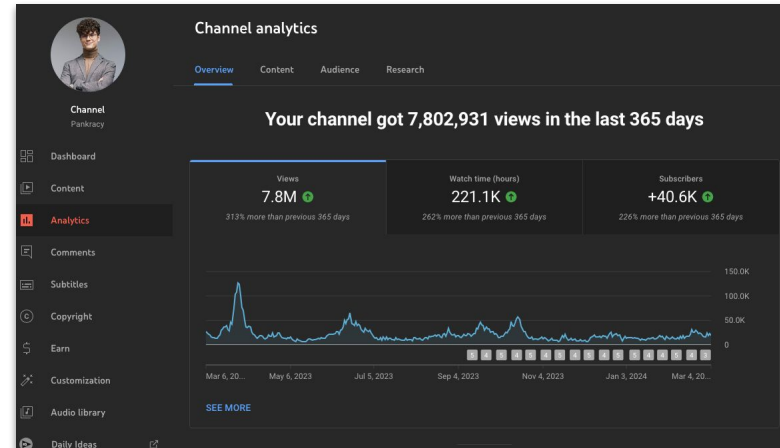
## 3. YouTube Growth

That's why to streamline the whole process but more importantly - guarantee the results...

We take care of everything for you. You record videos we edit and distribute the content for you.

This allows you to stay consistent and put maximum of 1-2 hours a week into it while getting better results.

You have a dedicated YouTube consultant who not only grew many of our clients channels but also his own channel past 58,000 subscribers & 10M views (finance niche in Poland)



# our process.

## 4. Views to Clients

Now we both know that views don't equal sales or clients.

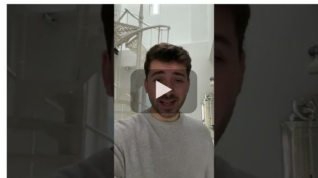
So once we do all of that and the channel is growing we will help you convert the viewers into paying clients with our YouTube sales funnel system.

Then help you leverage it in your sales process or distribution channels so that you can get warm inbound leads that are easy to close.

First we generate the attention and then we convert views into your ideal (high) paying clients.

The screenshot shows a WhatsApp chat interface. At the top, there's a header bar with a back arrow, a search icon, and a menu icon. The chat is with 'Justin' (2:37 PM). Justin's message says: 'Cool perfect, let's do it. I'll start shooting the content asap!'. Below it, a text box contains: 'I went from having barely no calls last week to now booking like 25 calls, I'm packed right now. 😊 I think it was a mix of seasonality and lack of acquisition push on my part that created this drop initially.' Then, there's a message from 'Justin' (3:39 PM) saying: 'And as I say this, just had this call booked from YouTube lol'. Below this is a screenshot of a dark-themed notification or card with white text: 'MRR: \$250k-500k', 'Ad Spend Budget: \$20,000 - \$50,000', 'Time: 04:00pm - Tuesday, February 28, 2023', and 'Heard About Us: YouTube'. There are 1 fire icon and 1 speech bubble icon below the card. The chat continues with a message from 'Nick Theriot' (4:23 PM) saying: 'Some months I get 3-4 a week and some 1 a week, it varies.' Below this, another text box contains: 'I also sort all prospects with a jot form before, so I would actually get even more if I didn't. But I have 346 people that have gone through my jot form and about 25% of those made it through. That's over the last 14 months!'. Below that, another text box says: 'Closed roughly 30 clients from YouTube. With 5 being higher ticket that have an ltv of \$60k+'. At the bottom, there's a message from '@Hubert Świerczewski' (6:50 AM) saying: 'YT VSL is going well 2 x \$9,600 clients & 1 x \$12k client.' Below this, a text box contains: 'Can you recommend your Top 3 videos I should make right now to try get more eyeballs to it?'

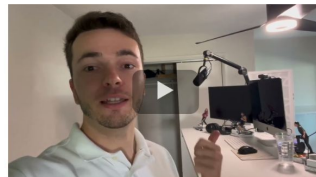
# our process.



Adam Karcz - founder of Mind+ community



Alex Grendi - 300+ leads from one YT video



Troy Ericson - 7 figure entrepreneur



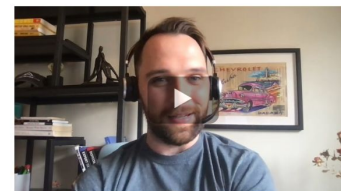
Jacob Caris - \$50k - \$100k/mo coaching business, \$30k from 1 YouTube video



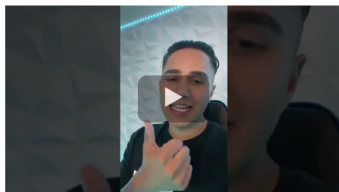
Nick Theriot - 30 new agency clients in 12 months



Kai Bax - multi 6 figure in sales from YT



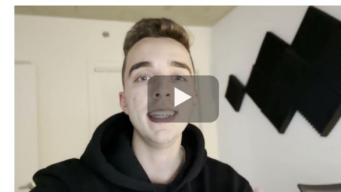
Skye Snayd - \$5k deal closed in 30 days from YT



Brian Zabierek - \$100k+ in sales from YouTube in 3 months



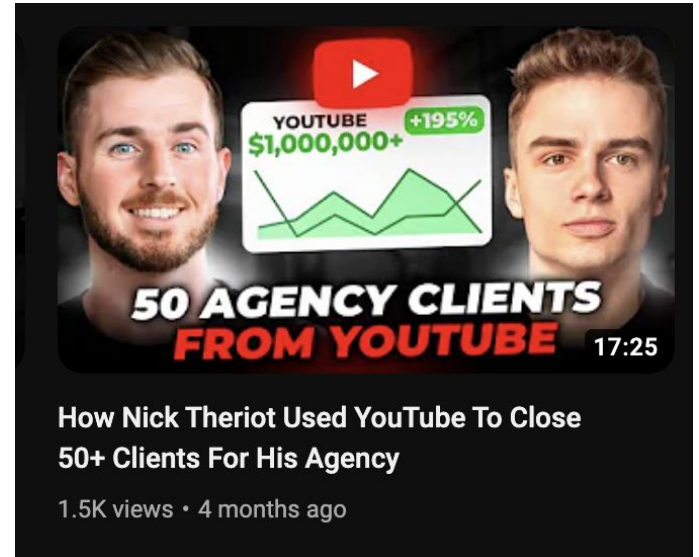
Nick Metzger - founder of VBA, \$300k/mo coaching program



Justin Lalonde - 12-15 sales calls from YouTube every month



## our process.



## our process.

### 5. The Outcome

We want to grow your channel so not only you're getting views and clients but so you can scale faster with ease:

- help you attract more **ideal clients**.
- leverage YT videos to make selling easy as taking orders
- make you **authority** and the go to person in your market.
- help you charge **higher prices**.
- make your ads or outbound campaigns **perform better**.
- build a **brand** and bring in **thousands of views**.
- help you attract **A-players**
- speaking/sponsorship/affiliate **opportunities**

**our offer.**



### **DWY YouTube Growth**

- YouTube Audit & Strategy
- Access to our SOPs and frameworks
- Access to our YouTube program
- Video Ideas Research
- Team Training & Management
- 1-1 Text Support
- Video Reviews + Optimization

## our offer.



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- 1-1 Text Support
- Video Reviews + Optimization

**Investment:** \$1,500/mo over 3 months or \$4k upfront

## **our offer.**

### **DFY YouTube Growth** *(up to 2 videos/week)*

- Channel Set Up / Optimization
- YouTube Strategy
- Video Ideas Research
- Video Editing
- Thumbnail Design
- YouTube SEO
- Uploading & Management
- Consulting

## **our offer.**

### **DFY YouTube Growth** *(up to 2 videos/week)*

- Channel Set Up / Optimization
- YouTube Strategy
- Video Ideas Research
- Video Editing
- Thumbnail Design
- YouTube SEO
- Uploading & Management
- Consulting

**Investment:** \$2,500/mo or \$8k for 4 months upfront

## **our offer.**



+ **DFY Short Form Content** *(20x Videos/mo)*

- 20x Short Form Videos
- Uploading & Management
- Consulting

**Investment:** \$1,500/mo

## **our offer.**

### **YouTube-to-Clients System (DWY):**

- everything from the previous package
- Building out a YouTube Sales Funnel
- 1-1 consultations every 2 weeks
- YouTube ads to speed up the growth and get more traffic to the channel
- Community building backend
- Guarantee

Investment: **\$5,000/mo** or **\$18k for 4 months upfront**