Paid attraction methods (cheatsheet)

What is it?

Paid client attraction methods are highly scalable and automated systems that we use to stimulate our niche/market and identify the 3% of people who are ready to buy now. It's made up of two parts: Paid Facebook ads and our Fragmentation funnel. We get our message in front of our niche with ads and then we use our funnel to identify the people who are ready to buy now.

When should we use it?

You should aim to get your first 2-3 clients using organic methods so that you can test quickly and easily and establish your proof of concept. Once you have paying clients through organic methods you can transition to paid methods so that you can automate and scale.

What are it's pros and cons?

Pros: Highly scalable, automated, runs like a machine, low time involved in upkeep
Cons: Takes time to do initial setup of technology and platforms, costs money to advertise

What's the process/workflow?

1. Setup your fragmentation funnel and basic website (week four, module five).
2. Setup your Facebook ads (week five).
3. Perform initial tests, gather data and iterate/improve till all numbers are within KPI (week five)
4. Once you have all numbers within KPI and you're profitable it's time to scale up (week five).

What resources support this method?

- Paid attraction funnel/metrics diagram available [here](#).
- Paid attraction metrics spreadsheet: Excel file [here](#). Google Docs [here](#).
- Fragmentation funnel and website templates: Available [here](#).
- Instructions for setup of fragmentation funnel and website: Assembling the war machine [here](#)
- Training on setting up Facebook ads and starting your campaigns: Week five available [here](#).