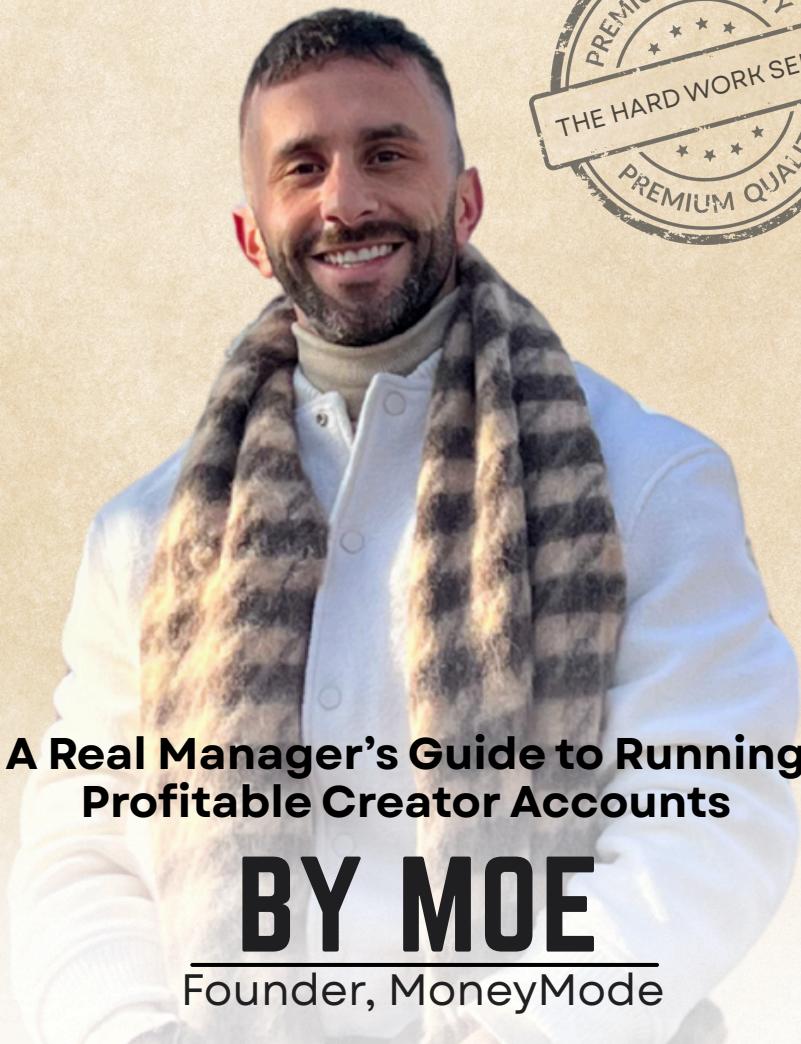


# CREATOR AGENCY BLUEPRINT

HOW TO BUILD A 6-FIGURE  
SUBSCRIPTION CREATOR AGENCY



A Real Manager's Guide to Running  
Profitable Creator Accounts

**BY MOE**

Founder, MoneyMode

# ABOUT ME

My name is Moe, and I run a creator management agency built around one idea: turning attention into predictable, recurring revenue.

Over the last few years, I've scaled an agency managing dozens of creators across multiple niches, backed by a 30+ person team handling chats, quality control, marketing, operations, and automation. In the past 12 months alone, our systems have processed well over seven figures in creator revenue.

I'm not a guru. Before this agency, I spent over a decade in sales, real estate, events, and influencer management, learning how money actually moves online. When I discovered the subscription-creator model, it clicked: creators generate attention, but most fail to monetize it consistently. That gap is where real agencies are built.

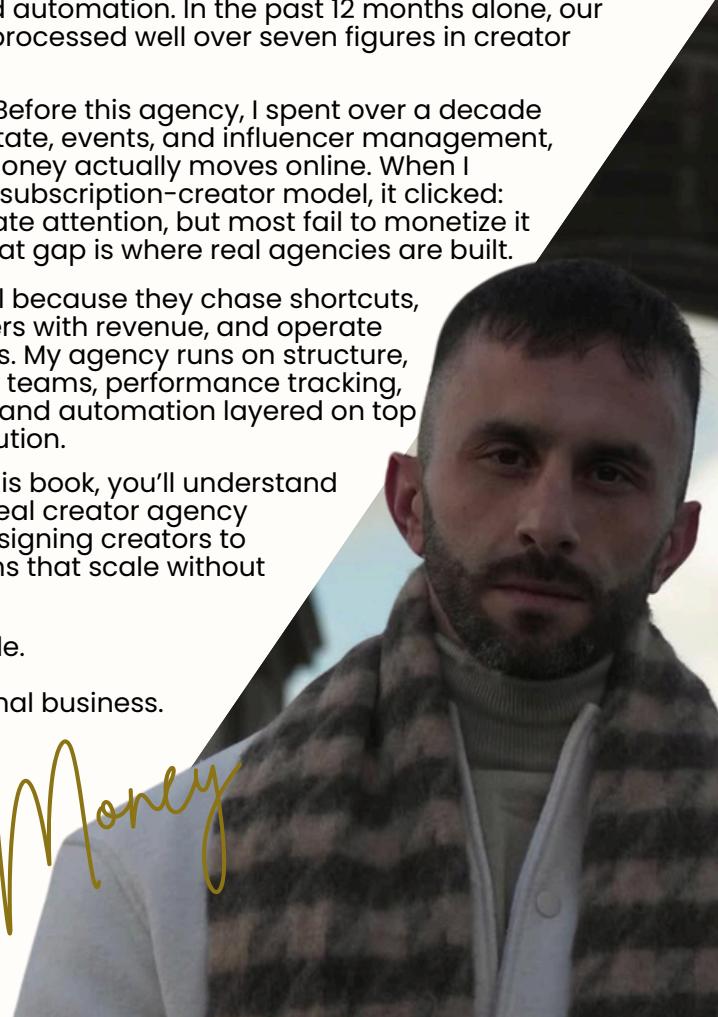
Most people fail because they chase shortcuts, confuse followers with revenue, and operate without systems. My agency runs on structure, dedicated chat teams, performance tracking, quality control, and automation layered on top of human execution.

By the end of this book, you'll understand exactly how a real creator agency operates, from signing creators to building systems that scale without chaos.

This isn't a hustle.

It's an operational business.

Moe Money



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# START HERE

This guide is not for everyone.

It's for people who want to build a real creator management business, not chase shortcuts.

This Is For You If:

- You want to operate, not post content
- You're willing to do outreach and talk to creators
- You want systems that turn attention into predictable revenue
- You're comfortable with structure, tracking, and repetition
- You're building a business, not a side hustle

This Is NOT For You If:

- You want passive income
- You don't want to send messages or get on calls
- You're looking for "no-work" automation
- You avoid structure and accountability
- You quit when things don't work immediately

This guide shows you how agencies actually operate, step by step.

Read it in order.

Use the templates.  
Execute the system.



This isn't motivation.  
*It's an operating system.*

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# CHAPTER 1

## BUSINESS MODEL OPTIONS

*This chapter decides how you get paid.*

Most beginner agencies fail not because they can't find creators, but because they choose the wrong deal structure, overpromise, or misalign incentives from day one.

There are four viable business models in creator management.

You only need one to start.

Choosing the correct model depends on:

- Creator size
- Trust level
- Your leverage
- Your operational capacity

Get this wrong and you'll either:

- Get fired
- Burn out
- Or work for free



## THE FOUR CREATOR AGENCY BUSINESS MODELS

### 1. Revenue Share

(Most Common, Best for Beginners)

How it works

- You earn a percentage of the creator's revenue
- Typical ranges: 20%–50%
- You only get paid if revenue increases

Why it works

- Low risk for creators
- Easy to sell with no track record
- Incentives are aligned

When to use it

- New or mid-level creators
- First 1–5 creators
- When trust is still being built

Where beginners mess this up

- Taking too small a percentage
- Doing retainer-level work for rev-share pay
- Not defining what "revenue" actually includes

*Rule:*

*If you're early, rev share is your default.*

### 2. Retainer

(Rare, High Trust)

How it works

- Fixed monthly fee
- Paid regardless of performance

Why it exists

- Predictable income
- Less volatility

When to use it

- Large creators
- Strong personal leverage
- Proven case studies

Why beginners should avoid it

- Creators won't trust you yet
- Pressure to "justify" the fee
- Easy to get fired

*Rule*

*No proof = no retainer.*



### 3. Hybrid

(Rev Share + Base)

How it works

- Small guaranteed base
- Lower rev share on top

Why it works

- Covers operational costs
- Still performance-aligned

When to use it

- Growing creators
- When workload is heavy
- When you're confident in upside

*Common mistake:*

*Asking for this too early.*

### 4. Performance-Based

(Advanced)

How it works

- Bonuses tied to specific KPIs
- Milestone-based payouts

When it works

- Highly structured agencies
- Very clear tracking
- Sophisticated creators

Why beginners should ignore it

- Too complex
- Too many disputes
- Easy to get exploited

## WHAT KILLS TRUST EARLY (AVOID THESE)

- Changing terms mid-conversation
- Promising revenue numbers
- Being vague about responsibilities
- Not defining who does what
- No agreement in writing

*Creators don't want hype.*

*They want clarity and structure.*

## YOUR OPERATING RULE FOR CHAPTER 1

Start with rev share

Prove value

Adjust later

The deal structure is not where you get clever.

It's where you stay clean and boring.

**Time required:** 20 minutes

**Done looks like:** You've chosen ONE model and can explain why

**Next move:** Build your acquisition system



# CHAPTER 2

## THE ACQUISITION MACHINE

*A Repeatable System for Finding and Booking Creators.*

If you don't have creators entering your pipeline consistently, nothing else matters.

Most beginners fail here because they:

- DM randomly
- Chase unqualified creators
- Stop after a few ignores
- Sound like fans instead of operators

This chapter gives you a machine, not a hope-based strategy.

The goal of the acquisition machine is simple:

Consistently book calls with creators who already have attention but weak monetization.



## WHERE CREATORS ACTUALLY COME FROM

You are not “discovering” creators.  
You are filtering existing ones.

### Primary Platforms

These are where early-stage and mid-stage creators already promote themselves:

- Instagram
- TikTok
- Twitter (x)
- TikTok Lives
- Twitch (especially for male creators / gamer niches)

You do not need:

- Talent agencies
- Databases
- Paid tools

*You need eyes and filters.*

## WHAT TO LOOK FOR (QUALIFICATION SIGNALS)

A creator is qualified if they meet most of the following:

### Green Flags

- Posting consistently (3–5x/week minimum)
- Decent engagement (comments)
- Clear niche or aesthetic
- Link in bio OR obvious monetization potential
- Running chats themselves

### Neutral

- Small following but strong engagement
- Inconsistent income
- No current manager

### Red Flags

- Already with a full agency
- Fake engagement
- Inactive for weeks
- Clearly anti-management
- Brand chaos (no identity, no direction)

*You are not trying to “convince” anyone.*

*You are sorting.*



## THE 50-CREATOR RULE

(NON-NEGOTIABLE)

Your first pipeline is exactly 50 creators.

Not 10.

Not "as many as possible".

Not "I'll add more later".

Why 50?

- It removes emotional decision-making
- It forces repetition
- It gives you data fast

*If you DM fewer than 50, you're guessing.*

*If you DM thousands, you're hiding.*

## YOUR PROSPECTING SYSTEM

(STEP-BY-STEP)

Step 1: Build the List

Create a simple sheet with these columns:

- Handle
- Platform
- Follower count
- Link in bio (yes/no)
- Notes (niche, vibe, country)

Fill it with 50 creators in one lane.

*This is your pipeline.*

*No pipeline = no business.*

## OUTREACH RULES

(READ THIS TWICE)

Before we get to scripts, understand the rules:

1. No compliments
2. No emojis
3. No hype
4. No begging
5. No overexplaining

*You are not pitching.*

*You are opening a conversation.*

Link to the scripts: <https://rebrand.ly/MoeMoneyDM>



## DAILY EXECUTION RULES

- Send 20 DMs per day
- Follow up daily
- Track responses

You should track:

- Sent
- Opened
- Replied
- Booked call

*If you don't track, you don't improve.*

## WHAT BREAKS THE ACQUISITION MACHINE

- Over-customizing messages
- Changing scripts daily
- Taking rejection personally
- Not following up
- Talking too much in DMs

*DMs are not where deals are closed.*

*They are where calls are booked.*

**Time required:** 60–90 minutes per day

**Done looks like:** 100 DMs sent in a week

**Next move:** Learn how to run the call and close cleanly



# CHAPTER 3

## CLOSING & NEGOTIATION

*Turning Interest Into Signed Agreements*

Your job on calls is not to pitch or persuade.

Your job is to:

- Diagnose the situation
- Frame the problem clearly
- Present a logical solution
- Remove uncertainty

*If you do this properly, creators close themselves.*

### THE CORE PRINCIPLE OF CLOSING

Creators don't sign managers because of:

- Experience
- Followers
- Fancy presentations

They sign because:

- You sound structured
- You ask the right questions
- You explain their situation better than they can
- You make the next step feel safe and logical

*Closing is about clarity, not pressure.*



## **THE CALL FRAMEWORK (NON-NEGOTIABLE)**

Every call follows the same five stages:

1. Discovery
2. Vision
3. Diagnosis
4. Offer
5. Decision

*Do not skip steps.*

*Do not reorder them.*

*This structure removes confusion and builds trust.*

### **STAGE 1 — DISCOVERY**

Goal: Understand their current reality

You are collecting facts, not correcting them.

Focus on:

- How long they've been creating
- Where traffic comes from
- How monetization is currently handled
- What feels frustrating or draining

*You are gathering context for later diagnosis.*

### **STAGE 2 — VISION**

Goal: Let them define success in  
their own words

Have them describe:

- What “working properly” would look like
- Where they want the page to be financially
- How involved they want to be day-to-day

*The clearer the gap between now  
and desired, the easier the close.*



## **STAGE 3 — DIAGNOSIS**

Goal: Build authority by explaining the problem clearly

You are not critiquing content.

You are diagnosing systems.

You are almost always identifying:

- No structured messaging
- No clear offer ladder
- No tracking or reporting
- No separation between content and monetization
- Creator doing everything themselves

*When creators feel understood, trust is built.*

## **STAGE 4 — THE OFFER**

Goal: Present a clean division of responsibility

Keep this high-level.

You are explaining:

- What you handle
- What they keep control of
- How the system creates consistency

*Do not list features.*

*Do not go tactical.*

*Paint the structure.*

## **STAGE 5 — THE DECISION**

Goal: Remove uncertainty and lead

You do not ask for opinions.

You guide toward a clear next step:

- Test period
- Defined scope
- Low pressure, high clarity

Then you stop talking.

*Silence is part of the process.*



## OBJECTION HANDLING (SYSTEM, NOT SCRIPTS)

Objections usually signal one of three things:

- Lack of clarity
- Lack of trust
- Fear of past experiences

Your response framework:

1. Acknowledge
2. Clarify
3. Re-diagnose
4. Reframe the decision

*You are not debating.  
You are uncovering gaps.*

## CONTRACT BASICS (HIGH-LEVEL)

Your agreement only needs to cover:

- Revenue split
- Scope of work
- Access permissions
- Exit terms
- Confidentiality

*Clean beats complex.*

*Link to the scripts: <https://rebrand.ly/MoeMoneyCALL>*

**Time required:** 30–45 minutes per call

**Done looks like:** Calm, structured conversations with no chasing

**Next move:** Onboard creators cleanly without chaos



## APPLY FOR 1:1 COACHING

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- Diagnose what's missing
- Exact 30-day plan
- If you're a fit, we start immediately

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# CHAPTER 4

## ONBOARDING SYSTEM

*How to Onboard Creators Cleanly Without Chaos*

Closing a creator is easy.

Keeping them organized, confident, and profitable is where agencies win or lose.

Bad onboarding creates confusion, missed expectations, and early churn.

Good onboarding creates clarity, momentum, and predictable income.

This chapter gives you a repeatable onboarding system you use every single time.

### **THE CORE PRINCIPLE**

Onboarding is not admin work.

It is expectation management.

If expectations are unclear:

- Every issue becomes emotional
- Every dip feels like failure
- Trust erodes quickly

*Your job is to remove ambiguity before  
work starts.*



## THE ONBOARDING FLOW (NON-NEGOTIABLE)

Every creator goes through the same five steps:

1. Agreement & alignment
2. Onboarding form
3. Content rules & boundaries
4. Communication rules
5. Account access setup

*No shortcuts.*

*No “we’ll figure it out later.”*

### AGREEMENT & ALIGNMENT

Before access, chats, or content, alignment comes first.

At minimum, both sides must be clear on:

- Revenue split
- Scope of work
- Roles and responsibilities
- Exit terms
- Confidentiality

*This sets a professional tone from day one.*

### THE ONBOARDING FORM (FOUNDATION)

The onboarding form replaces dozens of messy DMs.

If it's not written, it doesn't exist.

You collect:

- Basic info and time zone
- Brand tone and identity
- Hard limits and boundaries
- Content preferences
- Access details

*This document becomes the single source  
of truth.*



## CONTENT RULES & BOUNDARIES

Clear boundaries protect both sides.

You define upfront:

- What can and can't be promised
- What counts as custom content
- Time limits on premium interactions
- Refund rules

*Once agreed, these rules are enforced consistently by the team.*

---

## COMMUNICATION RULES

Most agencies fail here.

Creators expect instant responses.

Agencies expect patience.

Fix this upfront by defining:

- Daily update cadence
- Where communication happens
- What counts as urgent
- When performance is reviewed

*This prevents burnout and chaos.*

---

## ACCOUNT ACCESS

### (SAFE & PROFESSIONAL)

Access is never casual.

Best practices:

- Delegated access where possible
- Two-factor authentication
- Access logged and verified

*No access → no work.*



## FIRST-WEEK PRIORITIES

The first week is about momentum, not perfection.

Focus on:

- Chat structure
- Offers and pricing clarity
- Tracking and reporting live

*Early visible action builds trust fast.*

## COMMON ONBOARDING MISTAKES

Avoid:

- Skipping forms
- Vague boundaries
- No reporting rhythm
- Giving access without structure

*Structure protects relationships.*

Link to the template: <https://rebrand.ly/MoeMoneyONB>

**Time required:** 60–90 minutes per creator

**Done looks like:** Clear expectations, clean access, zero confusion

**Next move:** Build a team and backend that runs without you



# CHAPTER 5

## TEAM & OPERATIONS

*Building a Backend That Runs Without You*

If you're doing everything yourself, you don't have an agency.  
You have a job.

This chapter shows you how real agencies remove themselves as the bottleneck without losing quality or control.

Agencies don't scale on effort.  
They scale on roles, rules, and reporting.

### THE CORE PRINCIPLE

You don't hire to grow faster.  
You hire so things don't break as you grow.

Every role exists to:

- Protect revenue
- Protect the creator relationship
- Protect your time



## THE FIRST ROLE YOU HIRE

Chatter, always first.

If chats depend on you, income depends on you.

Chatters:

- Execute approved messages
- Push offers
- Log activity

They do not:

- Make decisions
- Change tone
- Promise anything

*Execution only. Decisions stay with you.*

### QUALITY CONTROL

(QC)

QC is the guardrail.

They:

- Review chats
- Enforce boundaries
- Maintain tone
- Catch mistakes early

*QCs don't sell.*

*They protect consistency.*

### OPERATIONS SUPPORT

You add ops support when:

- Reporting slips
- Access gets messy
- You're chasing numbers

Ops handles:

- Tracking
- Access logs
- Reports
- Documentation

*Ops makes the business*

*readable.*



## REPORTING & KPIs

(NON-NEGOTIABLE)

If it's not tracked, it can't be improved.

At minimum:

- Daily snapshot (revenue, issues)
- Weekly review (trends, adjustments)

Core KPIs:

- Revenue per subscriber
- PPV conversion
- Sales per chatter
- Retention / rebills

*Ignore vanity metrics.*

## MANAGER VS OPERATOR

Operators execute.

Managers structure, review, and decide.

*If you stay both forever, you plateau.*

**Time required:** 3–5 hours to set up

**Done looks like:** Chats run without you

**Next move:** Turn attention into predictable revenue



## APPLY FOR 1:1 COACHING

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- Diagnose what's missing
- Exact 30-day plan
- If you're a fit, we start immediately

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# CHAPTER 6

## MONETIZATION SYSTEM

*Turning Attention Into Predictable Revenue*

Creators don't fail because they lack fans.

They fail because monetization has no structure.

Your job is not to "sell harder."

Your job is to run a system that produces consistent,  
repeatable revenue.

### **THE CORE PRINCIPLE**

Monetization is not messaging more.

It's offering the right thing, to the right fan, at the right time.

Random selling creates churn.

Systems create predictability.



## THE OFFER STACK (NON-NEGOTIABLE)

Every creator runs the same basic ladder:

1. Subscription (entry)
2. PPV (core revenue)
3. VIP / customs (high-ticket)
4. Retention / rebills (long-term value)

*If a level is missing, money leaks.*

## PRICING & OFFERS

Pricing should be boring and consistent.

Rules:

- Subs stay accessible
- PPVs are frequent but controlled
- VIP is limited, not always open
- Customs are capped, not endless

*Consistency beats creativity.*

## MASS MESSAGING

Mass messages are planned, not reactive.

Every message has:

- A short hook
- Clear value
- Clear price
- Clear CTA

*No essays.*

*No apologizing for selling.*



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## PPV & HIGH-SPENDER MANAGEMENT

PPV works when timing and framing are intentional.

High spenders are managed carefully, not milked.

Principles:

- One offer at a time
- Clear boundaries
- Higher prices, slower pacing

*Never let one fan control the system.*

## RETENTION

Retention is where profit lives.

Simple actions:

- Welcome flows
- Light check-ins
- Consistent tone

*Retention is boring, and effective.*

## TRACKING & DECISIONS

You test, scale, or cut based on data.

Scale what converts.

Cut what wastes time.

*Feelings don't decide, numbers do.*

*Link to the templates: <https://rebrand.ly/MoeMoneyMSG>*

**Time required:** 1–2 hours weekly planning

**Done looks like:** Predictable daily revenue

**Next move:** Scale without chaos



# CHAPTER 7

## SCALING WITHOUT CHAOS

*Going From 1 → 5 → 20 Creators Cleanly*

Most agencies don't fail at zero.

They fail after momentum starts.

Scaling breaks agencies when:

- Roles blur
- Decisions stack up
- Quality slips

This chapter shows you how to scale without losing control.

### THE CORE PRINCIPLE

Scaling is not doing more.

It's doing less, with better systems.

If adding a creator adds stress, confusion, or hours, you're not ready to scale.



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## THE THREE STAGES

### (DON'T SKIP)

Stage 1 – Solo (1–2 creators)

You touch everything. Focus on clean onboarding, monetization, and tracking.

Stage 2 – Small team (3–7 creators)

You stop executing. Chatters + QC handle day-to-day. You manage patterns, not messages.

Stage 3 – Structured agency (8–20+)

You make decisions. Systems run. Execution happens without you.

*If it doesn't work small, it won't work big.*

## ROLE SEPARATION

### (NON-NEGOTIABLE)

Scaling fails when one person holds multiple roles too long.

- Chatters execute
- QC enforces standards
- Managers optimize performance
- You decide direction

*Clear roles keep quality high.*



## VISIBILITY & CADENCE

You don't need complex software.

You need visibility.

At owner level, you review:

- Revenue
- Conversion
- Retention
- Staff performance

Weekly cadence:

- What worked
- What didn't
- What gets adjusted

*Same questions. Every week.*

## THE RULE MOST PEOPLE IGNORE

You don't have to scale.

If margins drop or stress spikes, pause.

A smaller, clean agency beats a large, chaotic one.

**Time required:** Ongoing

**Done looks like:** Agency runs without daily intervention

**Next move:** Apply the system consistently



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# CASE STUDIES

## CREATOR 1: FROM INCONSISTENT INCOME TO PREDICTABLE MONTHS

Creator Type: Lifestyle

Starting Point: Solo creator handling everything herself

Timeline: ~60 days

### **Before**

- Posting consistently with decent traffic
- Handling all messages herself
- Income fluctuated heavily month to month
- No structure to messages, pricing, or offers
- Burned out and reactive

### **Baseline metrics:**

- Monthly revenue fluctuated between \$3k–\$6k
- No consistent weekly baseline

Revenue felt random. Some weeks were good. Others were dead. She had no idea why.

### **What Changed**

We didn't touch her content volume or personality.

We focused entirely on systems:

- Structured chat flow instead of casual replies
- Clear offer ladder (subscription → PPV → VIP)
- Planned mass messaging instead of random selling
- Basic tracking to see what actually converted
- Clear boundaries so she wasn't "always on"

### **After**

- Messaging handled by a small chat team
- Consistent weekly revenue instead of spikes
- Clear visibility on what was working
- Less time in DMs, more time creating content

### **Post-system metrics:**

- Monthly revenue stabilized in the \$8k–\$12k range
- Weekly revenue variance dropped significantly (no dead weeks)

### **Key Shift:**

Nothing magical happened. The audience didn't change. The system did.



# CREATOR 2: SCALING WITHOUT BURNING THE CREATOR

Creator Type: Fitness creator

Starting Point: Growing fast, no backend

Timeline: ~90 days

## **Before**

- Strong traffic from social platforms
- High message volume, zero structure
- Missed upsells and inconsistent PPVs
- Creator overwhelmed and frustrated
- Revenue growth stalled despite more attention

## **Baseline metrics:**

- High traffic, but revenue stuck around \$7k–\$10k/month
- No tracking of PPV conversion or fan behavior

More fans didn't mean more money. It meant more chaos.

## **What Changed**

We rebuilt the backend step by step:

- Defined content rules and boundaries
- Introduced a dedicated chat team
- Added QC to protect tone and consistency
- Implemented simple daily and weekly reporting
- Mapped offers to fan behavior instead of guessing

No new platforms. No gimmicks. Just structure.

## **After**

- Stable monetization across weeks
- Creator fully removed from daily chats
- Clear reporting and weekly optimization
- Revenue scaled without increasing stress

## **Post-system metrics:**

- Monthly revenue increased into the \$18k–\$25k range
- PPV conversion became predictable and repeatable week to week

## **Key Shift:**

Growth stopped being emotional.

It became operational.



# 7-DAY EXECUTION PLAN

## DO THIS BEFORE YOU OVERTHINK ANYTHING

This guide only works if you execute.

Use the next 7 days to move from understanding to action.

### **Day 1 — Define Your Lane & Offer**

- Choose one creator type to serve
- Write a one-sentence positioning line
- Decide your starting deal model (rev share or hybrid)

Done looks like: Clear niche + offer written down

### **Day 2 — Clean Your Profile**

- Update your name and bio to reflect your positioning
- Remove old or confusing posts
- Add one clear link for contact or intake

Done looks like: Profile looks professional and intentional

### **Day 3 — Build Your Prospect List**

- Create a simple tracker
- Add 50 qualified creators in your lane
- Note platform, activity level, and contact method

Done looks like: A real pipeline, not a guess

### **Day 4 — Start Outreach**

- Send 20 direct messages using the templates
- Track replies and opens
- Do not improvise or over-explain

Done looks like: Conversations started



## **Day 5 — Follow Up & Book Calls**

- Send follow-ups to non-responders
- Continue outreach
- Book initial calls with interested creators

Done looks like: Calls scheduled

## **Day 6 — Run Calls & Diagnose**

- Use the call framework
- Focus on diagnosing, not pitching
- Take notes on common objections and patterns

Done looks like: Clear next steps from each call

## **Day 7 — Review & Adjust**

- Review outreach numbers
- Refine your message based on responses
- Prepare onboarding assets for any “yes”

Done looks like: System improved, not guessed

## **Weekly Targets**

- DMs sent: 100+
- Conversations started: 5–10
- Calls booked: 1–3

If you hit the numbers, the system works.

If you don’t, adjust the message, not the effort.

*This isn’t about speed.*

*It’s about building the foundation correctly.*

*Execute this once.*

*Then repeat it with better systems.*

*This isn’t a hustle.*

*It’s an operational business.*



# THE NEXT STEP

## **APPLY FOR 1:1 COACHING**

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Scan the QR

### **What happens next:**

You answer a few questions.

If you're a fit, you'll get the link to book + pay.

I don't take everyone. If you're serious, apply now.

