Make Your Own Money Models

Money Models: Putting it All Together — Gym Launch
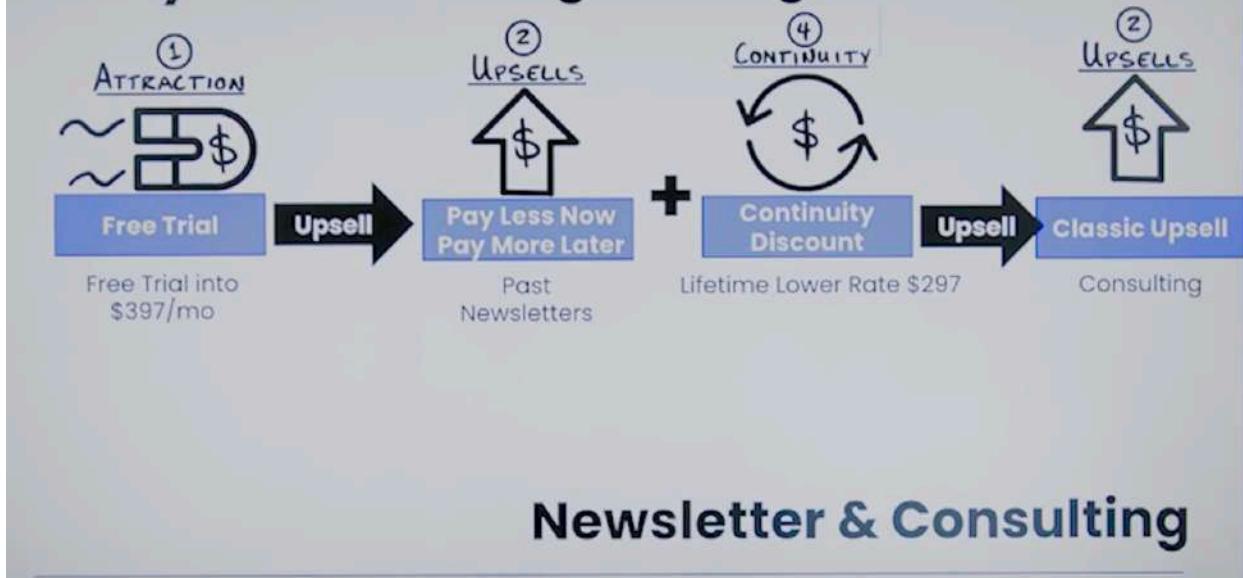
Money Models: Putting it All Together — Newsletter & Consulting
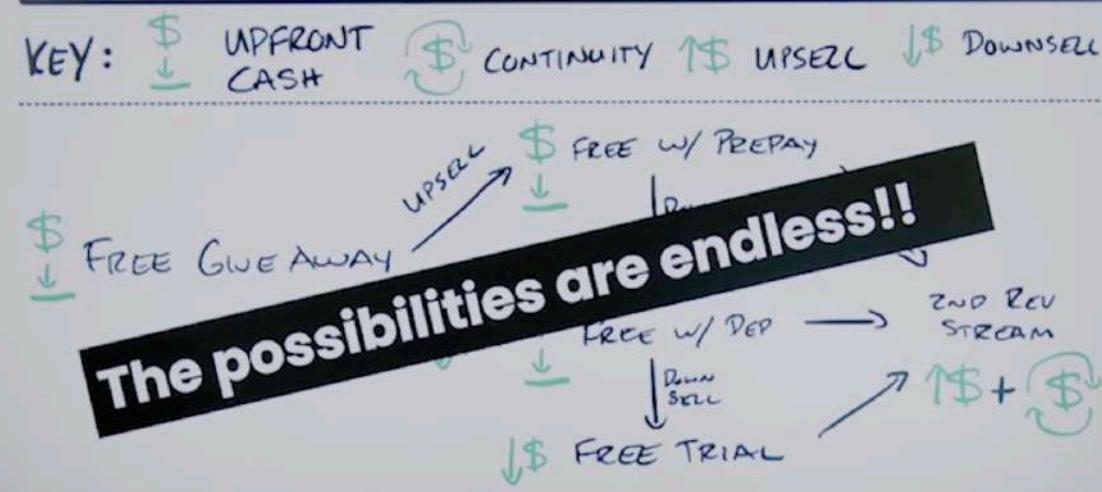
- classic upsell hormozi would "buy x get y free" to front load even more cash

Money Models: Putting it All Together

Step 1: Start with an attraction offer
Step 2: Pick an upsell offer
Step 3: Pick a downsell offer
Step 4: Pick a continuity offer

Result: get your cash back in 30 days, get more customers, make more money, win.

Money Models: Putting it All Together

Important Notes:
- Perfect one offer at a time
- Raise prices in stages
- Simple Scales fancy fails
- Affiliate products can fill money model gaps
- Turn attraction offers into continuity offers with automatic renewal
- You can mix and match however you like
  - Ex: Use an attraction offer as an upsell

31. 10 Years in 10 Minutes

Where Money Models Fit In The Grand Scheme Of Things

My first book, $100M Offers, answered the question: *What should I sell?* Answer: an offer so good people feel stupid saying no. My second book, $100M Leads, answered the next natural question: *How do I find these people?* Answer: You advertise. This book, $100M Money Models, answers the next natural question: *How do I get them to buy it?* Answer: A Money Model.

Money Models: What We Covered

1. A **Money Model** is a series of offers designed to increase how many customers you get, how much they pay, and how fast they pay it.

2. **A good Money Model** *makes more profit from a customer than it costs to get and service them in the first thirty days.* That's the bare minimum.

3. **A $100M Money Model** *makes more profit from one customer than it costs to get and service many customers in the first thirty days* which removes cash as a limiter to scaling your business.

4. Money Models have **four types of offers**: Attraction Offers, Upsell Offers, Downsell Offers, and Continuity Offers.

5) Attraction Offers get customers by offering something free or at a discount. Often, they also make money by offering a *better deal* at a higher price. We covered five.

   a. Win Your Money Back: *You* set a goal for the customer *and* tell them how to reach it. If they reach it, then they qualify to get their money back *or* get it back as store credit.

   b. Giveaways: You advertise a chance to win a big prize in exchange for contact information and anything else you want. After picking a winner, you offer everyone else the big prize at a discounted price.

   c. Decoy Offers: You advertise a free or discounted offer. When the lead asks to learn more, you *also* present a more valuable premium offer. The premium offer includes more features, benefits, bonuses, guarantees, and so on.

   d. Buy X Get Y Free: You offer customers free stuff in exchange for buying other stuff for money. The more free stuff and the higher its value, the more people buy.

   e. Pay Less Now or Pay More Later: You give people a choice to pay full-price later OR pay a discounted price now *and* get additional bonuses.

6. Upsell Offers are whatever you offer next. Typically, more, better, or newer versions of what they just bought. These get you more cash fast. We covered four.

    a.   The Classic Upsell: You offer the solution to the customer's next problem the moment they become aware of it. *You can't have X without Y!*

    b.   Menu Upsells: You tell customers which options they don't need. Then, tell them what they do need *and* how to get their value from it. *You don't need that...you need this.*

    c.   Anchor Upsells: You offer your most expensive thing first. If the customer balks, you offer a much-cheaper-and-still-acceptable-alternative. *No worries. If you don't care about X, this may be a better fit for you.*

    d.   Rollover Upsells: You credit some or all of a customer's previous purchases toward your next offer. *Since you already spent $500, I'll just credit that towards you staying a full year.*

    e.   Pick Your Price: You let the customer pick a price but suggest a range with more bonuses as prices increase. *You can give whatever you want, but most people opt for X.*

7. Downsell Offers are whatever you offer after someone says no. And by turning Nos into Yeses you make more money. We covered three.

    a.   Payment Plan Downsells: You offer the same product at the same price, but they pay some now and the rest over time. *When do you get paid? Let's do half now and half then?*

    b.   Trial With Penalty: You let customers try your product or service for free *so long as they meet your terms.* If they do, they have a better chance of becoming paying customers. If they don't, they pay. *If you do X, Y, Z, I'll let you start for free.*

    c.   Feature Downsells: You lower prices by changing what the customer gets. I offer lower quantity, lower quality, lower price alternatives, or cut optional components entirely. *If you're okay without a guarantee, I can knock off $400.*

8. Continuity Offers provide ongoing value that customers make ongoing payments for—until they cancel. These boost the profit of every customer and give you one last thing to sell. We covered three.

    a.   Continuity Bonus Offers: Continuity Bonus. You give the customer an awesome thing *if* they sign up today. Typically, the bonus itself has more value than the first continuity payment. *If you sign up today, you also get XYZ valuable thing.*

    b.   Continuity Discounts Offers: 1st Month. Backend. Commitment. You give the customer free time, now or later, *if* they sign up today.

    c.   Waived Fee Offers: First, you ask the customer to pay a startup fee as part of joining a month-to-month program. Then, you offer to discount the *entire* fee *if* they commit longer term. If they cancel inside the term, they pay the fee.

    d.   Freemium: You give something for free that is good enough to attract leads on its own so that you can upsell these people later.

9. You build Money Models **one stage at a time**.

a.   Once I get customers reliably *then* I make sure they pay for themselves reliably *then* I make sure they pay for other customers reliably *then* I start maximizing each customer's long term value. *Then*, I print as much money as I can.

Bottom Line: The knowledge in these bullets brought me more free *and* profitable customers than I've known what to do with. If executed, they will do the same for you. And with that, cash will no longer constrain your business. I hope this book helps you grow your dream *as big as you darn well please*.

Final Words