

AAA Launch Roadmap

Preparatory Tasks (Homework)

1. Improve Skills, Become an Expert

- **Foundations: Neural networks, LLM, GPT**

- Andrej Karpathy and 3Blue1Brown

https://youtube.com/playlist?list=PLZHQObOWTQDNU6R1_67000Dx_ZCJB-3pi&si=YiViapUEJ3ln1Z_D

https://youtu.be/zjkBMFhNj_g

https://youtube.com/playlist?list=PLQspHqNVtKAC-FUNMq8qjYVw6_semZHw0&si=8Zs5nkUnT6VLP-e8

- **Chatbot building and Automation**

- [Liam Ottley](#) and similar channels, there are dozens of small channels like mine with a lot of value and great tutorials:

<https://www.youtube.com/@brendanautomation/videos>

<https://www.youtube.com/@taverasmedia/videos>

<https://www.youtube.com/@bo-sar/videos>

- Learn how to use the toolkit:

Tool	Description
Voiceflow	Go-to chatbot builder
Botpress	Go-to chatbot builder #2
Relevance	Tools for GPTs
Zapier	Tools for GPTs
Apify	Tools for GPTs
Zapier Central	Automated AI Agents
Make.com	Integration and automation of numerous tools
Synthflow	Voice AI bot
https://www.air.ai/	Voice AI bot
https://www.bland.ai/	Voice AI bot
CodyAI	
DanteAI	
Stack AI	
Chatbase	

- **Development skills**

- 1) You are a developer, you know how to code
- 2) You have a partner who knows how to code ([bosar.agency](https://www.bosar.agency/))

2. Niche Research (or general approach?)

- The best way to be an insider (most of you are not)
- Pick 5 niches you think are the best fit (pain is stronger than desire)
- Research those industries
 - Youtube/Google as an insider
 - ChatGPT
 - Get a clear map of the business processes and pain points
(we don't sell AI Chatbots, we sell "an increase in revenue by X due to solving pain point Y" and to understand these numbers, pain points and their correlation, a deep research is required)
 - Build a clear map in Figma or Miro with their process and problems on the way... and based on that come up with solutions, specific quotes and pitch for the calls

Outcome: I'll start with Hospitality niche

3. Solution Selection

- Understand which kind of solution would solve a particular problem for your ICP (ideal customer profile)
- Test it... with real businesses

Outcome:

- AI Chatbot (connected to GPT + knowledgebase of the hotel)
- connected to the hotel's system, so it understands which rooms are available and can accept bookings
- this chatbot is deployed to a website + integrated to WhatsApp/Messenger
- available via QR codes in rooms
- answers to reviews on Google Maps

Branding & Operations Toolkit

4. Name & Domain - Namecheap or GoDaddy

- Name & Domain - Namecheap or GoDaddy
- Website - <https://www.bosar.agency/>
 - 1) build it yourself
 - 2) hire a web-design agency
 - 3) use a template - <https://nebulatemplate.framer.website/>
- Social Media (Linkedin - <https://www.linkedin.com/in/bo-sar/>)
- Gmail (bohdan@bosar.agency, not bosar@gmail.com)
- CRM/Calendly - I use Airtable (developer hub, a lot of space for integrations)
- Slack/Jira

Lead Generation - Inbound

5. Inbound (it is the best)

- Youtube - <https://www.youtube.com/@bo-sar/videos>
- LinkedIn - to do...
- Fiverr
- TikTok, Instagram and other social media
- Blog, podcast, etc...

Lead Generation - Outbound

6. Cold Emails

Best Guide on Cold Emails:

- https://youtu.be/GXCWWstyPRs?list=PLEsozNDI6_0iA9Nw6G0qtAyBwBZZwVejh
 - **Key Quote:** "Volume Negates Luck. If you send more emails, you'll book more calls." – Fung
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My Stack

- **Domains & Email Accounts:**
 - 4 domains → 12 email accounts → 360 emails per day → 2,520 emails per week
 - **Domains:** <https://porkbun.com/>
 - **Email Accounts:** Outlook vs. Gmail (phone numbers required)
 - **Tools for Email Warm-up & Sending:**
 - <https://www.smartlead.ai/>
 - <https://snov.io/>
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Deliverability

1. Warm-up New Email Accounts:

- Warm up a new email account for **14 days** using software (do NOT send cold emails during this period).
- Use: <https://app.smartlead.ai/app/email-accounts>

2. Gradual Email Sending:

- **Week 1:** 5-10 cold emails/account
- **Week 2:** 15-20 cold emails/account
- **Week 3:** 25-30 cold emails/account (while maintaining no more than 20 warm-up emails/day/account)

3. Bounce Rate:

- Verify leads to keep the bounce rate below **3%**.
- Use: <https://www.millionverifier.com/>

4. Domain & Email Best Practices:

- **Never use the main website domain for cold email accounts.**
- For secondary emails: Use only “.com” domains, no numbers, and no dashes.

5. Spintax for Personalization:

- Use Spintax to avoid sending identical emails repeatedly.
- Example:

```
{Hey|Hi|Hello|Good day} {first_name},  
{noticed|saw} that {company_name} is a marketing agency - {thought|wanted} to  
reach out.  
We {recently|just} helped another agency add $30k MRR and fully automate their  
sales process in 90 days {with an AI outbound infrastructure|through our AI-  
leveraged outbound strategy}.  
{Created|Made} a PDF covering our entire strategy to do this, {are you the best  
person to send this to|may I send it to you}?  
{Cheers,|Thanks,|Best,}  
%signature%  
{"Don't stop when you're tired. Stop when you're done." - David Goggins|"Heaven  
cannot brook two suns, nor earth two masters." - Alexander the Great|"Today is  
victory over yourself of yesterday; tomorrow is your victory over lesser men." -  
Miyamoto Musashi}
```

List Building

1. Segmentation:

- Use segmentation to personalize emails.

2. Tools for Lead Generation:

- **Offline Businesses:** Google Maps or niche-specific directories like <https://outscraper.com/>
- **Agencies:** [Clutch.co](https://clutch.co)
- **E-commerce Brands:** [BrandNav](https://brandnav.com) or [Storeleads](https://storeleads.com)
- **Email Scraping & Verification:**
 - <https://www.apollo.io/>
 - <https://www.findymail.com/>
- **Lead Verification Tools:**
 - <https://www.millionverifier.com/>
 - <https://www.smartlead.ai/>

Script Writing

1. Understand Your ICP (Ideal Customer Profile):

- Niche
- Title
- Employee count
- Industry jargon
- **The more specific and relevant, the higher the conversion rate (CR).**

2. Create a Relevant Offer:

- Avoid generic offers like "AI automation." Instead, focus on specific solutions.
- Examples:
 - "We'll increase customer retention by X% through unique AI automations."
 - "We'll cut ad spend while doubling revenue in 90 days through email retention systems."
 - "We'll add X% to your AOV within 3 months or we'll pay you."
- Tailor the offer to the ICP:
 - Example: "We work with clothing brands to decrease abandoned carts by 20% in 60 days with our pure-commission AI system."

3. Cold Email Frameworks:

- Every line in your email must have a purpose – no fluff.
- **Top Frameworks:**
 1. **Intro > Offer > Case Study > CTA**
 2. **Intro > Case Study > Value CTA**
 3. **Intro > Pain Point > Solution CTA**
 4. **Intro > Value CTA > P.S. Case Study**
 5. **Email 1: One-liner Email > Email 2: Offer > CTA**
 6. **Intro > CTA Offer > Case Study**
 7. **Intro > Question > Value CTA**

4. The 5 Main Pieces of a Cold Email:

- **Intro:** Who you are (show personalization).
- **Offer:** What you do ("promise of the end result or we work for free").
- **Pain Point:** Highlight challenges (focus on what they're losing, not what they can gain).
 - Example: "Noticed a few mistakes in your welcome flow that could be costing X% conversions every month. Made you a video covering how to fix these mistakes, can I send it to you?"
- **Case Study:** Showcase who and how you've helped before.
 - Example: "Hey, we recently helped a TikTok ads agency struggling to find leads go from 0 to 20 sales calls per month in 45 days."
- **CTA (Call to Action):**
 - **Hard CTA:** "Let's hop on a 15-min call..." (rarely in the first email).
 - **Soft CTA:** "Mind if I send more info?"
 - **Value CTA:** "Can I send you a video?" (best-performing).

5 Main Reply Scenarios:

1. “I’m interested”
2. “Send more info”
3. “Let’s book a call”
4. “I’m the wrong person, reach out to X”
5. “Cost?”

Response Templates:

- “I’m interested”:

Hey {first_name}, thanks for your interest!

For some more context, here's {value}. If you'd like to implement X for {company_name}, available on X or Y at Z {timezone}?

You may also book a call here: {calendly}

Let me know what works for you!

- “Send more info”:

Hey {first_name}, no problem.

So essentially, we do {indepth breakdown of offer}.

For some more context, here's {value}.

If you'd be interested in learning more, available on X or Y at Z {timezone} to discuss further?

{calendly}

Let me know & we'll go from there.

- “Let’s book a call”:

Hey {first_name}, sounds great.

Available on X or Y at Z time?

Also, feel free to book a time here as well: {calendly}

Looking forward to speaking with you!

- If Meeting Request Ghosted:

Hey {first_name}, placed a few minutes on {3-4 days out} for us to discuss X.

If you can’t make it, no worries.

Just wanted to get some time on the calendar as you said you’re interested in speaking.

Let me know if you’d like to reschedule, otherwise speak then.

- “I am the wrong person, reach out to X”:

Hey {first_name}, {first_contact} told me to contact you regarding X.
Just a quick intro, {info}.
{previous email body}
{CTA}
You may book a call here if you'd like to discuss further: {calendly}.

- **“Cost?”:**

Hey {first_name}, pricing varies – but we typically do X.
Can't give you a specific number since it depends on Y.
We can speak for 7–9 minutes about this briefly if you wouldn't be opposed to it.
If you're open to it I'll send over an invite, if not no worries.

Automated Subsequences

1. Interested Sequence:

- **Follow-up 1 (2 days later):**

Let me know your thoughts on the previous email {first_name}.

- **Follow-up 2 (4 days later):**

Hey {first_name}, Circling back with a case study: {Link}.
Would love to give more insight on the X strategy we've used to generate Y for the Z companies we've worked with. Book a call here if you'd like to learn more: {calendly}.

- **Follow-up 3 (7 days later):**

Hey {first_name}, About a week ago you said you were interested in X strategy. Has that changed?
We can dive much further over a call if that interests you, no worries if not.
Let me know and I'll send over a calendar invite.

2. Meeting Request Sequence:

- Similar to the Interested Sequence but with a focus on scheduling.

3. Out of Office Sequence:

- Add a 14-21 day delay and personalize the first email:

Hey {first_name}, saw that you were back in office - tried reaching out a few weeks ago.

4. Pre-Call Sequence:

- Use Calendly workflows to send:
 - Confirmation email with VSL/sales letter/case studies.
 - Reminder 2 days prior.
 - Reminder 24 hours prior with more sales assets.
 - Reminder 2 hours prior with a rescheduling link.
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7. LinkedIn Outreach

- Tool: <https://www.linkedhelper.com/>
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8. AI Employee (BDR) - Artisan

- Tool: <https://app.artisan.co/chat>
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Facebook Marketplace lead generation/client aquisition strategy

Steps for Using Facebook Groups for Client Acquisition

1. Identify Relevant Facebook Groups

- Find groups where your target audience (e.g., carpet cleaners, junk removal services) is active.
- Focus on local business groups, industry-specific communities, or small business forums.

2. Engage and Build Relationships

- Join the group and spend time understanding the dynamics.
- Interact with posts, provide value through comments, and establish yourself as a helpful member.
- Avoid pitching your product initially; focus on building trust and rapport.

3. Connect with Group Admins

- Reach out to the group admins or moderators.
- Compliment their group and acknowledge the value it provides to its members.
- Build a relationship by offering free insights or resources without expecting anything in return.

4. Offer a Free Demo of Your Software

- Once rapport is established, suggest a brief demo of your software.
- Highlight how it can benefit the group members (e.g., helping local businesses generate leads and improve sales).

- Emphasize the simplicity and effectiveness of your software.

5. **Showcase Results**

- Share real-life examples or case studies, such as a client generating \$5,000 in jobs within a week using your software.
- Focus on tangible results that resonate with the group's audience.

6. **Leverage Group Admin's Testimonial**

- Allow the admin to test your software for free and see the results firsthand.
- If they find it valuable, ask them to share their positive experience with the group members.

7. **Generate Organic Referrals**

- Encourage the admin to recommend the software to group members.
- Use the admin's endorsement to build credibility and attract more clients.

8. **Follow Up and Provide Resources**

- After onboarding new clients, provide them with scripts, lead-nurturing resources, and ongoing support.
- Ensure they see the maximum benefit from the software to retain them as long-term customers.

9. **Scale the Process**

- Repeat this strategy across multiple Facebook groups.
- Continuously refine your approach based on feedback and results.

By following these steps, you can effectively leverage Facebook groups to acquire clients, build trust, and scale your SaaS business without relying on paid ads or cold outreach.

Sales Process

9. **Intro Call**

- <https://youtube.com/playlist?list=PLdO5xp5occOw1XQC6Tv6mVQ8NuYyE3XMv&si=y0aJBBrfeF1J1FCst> - the whole playlist on sales
- **Don't sell, talk, get to pain points...** The goal of this call is to gather as much info as possible
- Have a structure for the call prepared
- Have specific quotations of problems in your head
- Take notes with AI: <https://app.fireflies.ai/>

10. **Proposal**

- Email or have another call for that (if it is a bigger project)
- Your proposal should include:
 - Deliverables
 - Pricing Structure
 - Timeline

11. **Implementation**

Legal Matters and Formal Procedures

12. **Set up legal entity**
13. **Prepare a contract draft**
(https://docs.google.com/document/d/1wfzoHV7_A7ximVrVaV5JvOP1E_A_Y3tb/edit)
14. **Use Stripe for billing**