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THE FAST FUNNEL

Your \$8000 Ad Playbook



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The Fast Funnel:

From Strangers to Paying Clients in 24 Hours

OVERVIEW

This step-by-step guide will teach you how to turn complete strangers into paying clients in just 24 hours using a simple \$8000 ad. Built around three pillars—Clarity, Certainty, and Trust—this strategy is ideal for coaches, consultants, agency owners, and service providers who book calls to close clients. **This is NOT for e-commerce or product-based businesses.**

Why **Traditional VSL Funnels** Are So Expensive

Many service providers are told that the best way to generate leads is through a **VSL** (Video Sales Letter) **Funnel** or a **Webinar Funnel**. While these methods work, they are also **one of the most expensive funnels to run**. Here's why:

- **Low Conversion Rates:** *It takes 1300 clicks to book just one call. That's ₦78,000 in ad spend at ₦60 per click!*
- **Long Sales Cycle:** *Prospects move slowly through the funnel, delaying results and cash flow.*
- **High Drop-off Rates:** *Most people don't complete the entire funnel, meaning you spend money but only a small percentage see your offer.*
- **Requires a Large Ad Budget:** *If your offer isn't priced high enough, you'll struggle to break even before making sales.*

The Alternative? A Faster, More Profitable Funnel. The Fast Funnel eliminates unnecessary steps and gets prospects to book calls **quickly and affordably**.

Step 1: Clarity

(The Top of the Funnel)

OBJECTIVE

Grab your audience's attention by clearly articulating the problem you solve and providing immediate value with a "value bomb."

WHAT IS A VALUE BOMB?

A value bomb is a free resource that solves one small, immediate problem for your audience. It should:

- Be consumable in 10 minutes or less.
- Provide results within 24–48 hours.
- Require no strings attached (no email signups or opt-ins).

HOW TO CREATE A VALUE BOMB

1. Identify the Big Problem: What's frustrating your audience?

- *"Struggling to book sales calls from your ads?"*
- *"Unsure how to price your services competitively?"*
- *"Overwhelmed by creating a content calendar that actually works?"*
- *"Frustrated with retaining clients after the first session?"*

2. Break It Down:

Focus on a micro-problem you can solve quickly.

- *"A cheat sheet for writing high-converting ad copy."*
- *"A 5-minute guide to setting your service rates with confidence."*
- *"A downloadable weekly content calendar template."*
- *"A checklist for improving client retention after their first visit."*

3. Test with a Phantom Bomb:

Post about your freebie idea on social media to gauge interest before creating it.

VALUE BOMB EXAMPLE

- *"This email script helps you book 5 calls in 48 hours. Want it? Comment below!"*
- *"This pricing template helped me double my revenue in a month. Want it?"*
- *"This 10-minute content planning guide has saved my clients hours every week. Want it?"*
- *"This post-workout recovery checklist has helped my clients see faster results. Want it?"*

Step 2: Certainty

(The Middle of the Funnel)

OBJECTIVE

Build your audience's confidence that *your solution is the right one* by engaging them through a simple ₦8000 ad campaign.

RUNNING THE AD

1. Set Up Your Ad

- Budget: Start with ₦8000 per day.
- Format: Use either a static image or a 15-second reel **(recommended)**.
- Content:
 - *State the problem.*
 - *Offer a quick solution (your value bomb).*
 - *Include a clear call-to-action (e.g., "Comment below to get this free resource!").*

2. Targeting

Use Facebook Ads Manager to find your ideal audience based on interests, behaviors, or demographics.

- *For a weight loss recipe value bomb, target women aged 25–45 interested in fitness and healthy eating.*
- *For a pricing guide, target small business owners or freelancers interested in entrepreneurship or productivity.*
- *For a content calendar, target social media managers or content creators interested in marketing tools.*
- *For a spa treatment checklist, target women aged 30–50 interested in wellness and relaxation.*

3. Engage with Comments

Respond to every comment to initiate conversations and move leads to Messenger/DM.

AD COPY EXAMPLES

"Struggling to book sales calls? This \$8000 ad strategy helped me close 5 calls in 48 hours. Drop a comment below, and I'll send you the guide!"

"Feeling stuck on what to charge? This pricing guide will help you confidently set your rates in just 10 minutes. Comment below to grab it!"

"Overwhelmed by content planning? This free weekly template will save you hours. Comment below to get it!"

"Need glowing skin fast? This DIY facial guide will help you see results in 24 hours. Comment below to get it!"

SAMPLE REEL SCRIPTS FOR A 15-SECOND AD

[Opening Scene: Fitness Trainer holding a smoothie]

"Struggling to stick to your weight loss goals?"

[Quick Cut: Recipe card overlay]

"This smoothie recipe helped my clients drop 2kg in just a week."

[Call-to-Action: Smiling Trainer pointing at text on screen]

"Want the recipe? Comment below, and I'll send it over!"

[Opening Scene: Beauty Spa owner with skincare products]

"Tired of dull, lifeless skin?"

[Quick Cut: A glowing before-and-after visual]

"Try this 10-minute DIY facial—your skin will thank you."

[Call-to-Action: Spa owner waving]

"Drop a comment below, and I'll send you the step-by-step guide!"

Step 3: Trust

(The Bottom of the Funnel)

OBJECTIVE

After engaging in the comments, move the conversation to Messenger/DM to diagnose deeper problems. While the value bomb addresses surface-level issues, most people have underlying challenges. Your goal is to uncover these and provide certainty that you have the solution they need.

MESSENGER CONVERSATION FLOW

1. Start the Conversation

"Hey [Name], thanks for commenting on my post! Are you currently running ads or just starting out?"

"Hi [Name], thanks for your interest in the pricing guide! Are you currently struggling with pricing or just looking to refine it?"

"Hi [Name], thanks for requesting the facial guide! Are you looking for quick fixes or a long-term skincare routine?"

"Hey [Name], I saw you wanted the content planning template! Do you already have a system in place or starting fresh?"

2. Diagnose Their Problem

Ask targeted questions to uncover deeper pain points.

"What's been your biggest challenge with ads so far?"

"What's holding you back from confidently setting your prices?"

"What's the hardest part of staying consistent with your content?"

"What's your biggest skincare challenge right now?"

3. Provide a Tailored Solution

Offer a mini-audit, personalized advice, or a second value bomb. Act as if they've just paid you \$800,000 to solve their problem.

"Would it help if I showed you how to set up an engagement ad in Ads Manager? I can send a quick guide."

"Want me to review your current pricing and suggest improvements?"

"I can share a quick 5-minute video on how to batch-create content more efficiently. Would that help?"

"I can share a quick routine to deal with dry skin issues. Want me to send it over?"

4. Transition to a Call

You've given them something of value, and now they're more likely to trust you with the next step.

"If you'd like, we can jump on a quick 15-minute call to map out your ad strategy. Would that help?"

"How about a short call to work through pricing strategies tailored to your business?"

"We could schedule a quick chat to plan out your next week's content strategy. Would you find that useful?"

"Let's jump on a quick call to create a personalized skincare plan for you. How does that sound?"

Once you've sent the initial message, it's important to give them time to respond. Rushing them can make the interaction feel pressured, which could push them away.

Optimization & Scaling

(Measure Performance)

KEY PERFORMANCE INDICATORS (KPIs)

1. Thumb Stop Rate

It's the percentage of people who stop scrolling and watch your video or interact with your post within the first few seconds.

- **Static Image:** Aim for a CTR (Click-Through Rate) of 3% or higher.
- **Reels Ad:** Aim for a Hook Rate of 40% or higher.

2. Engagement (Comments and DMs)

Track the number of comments and Messenger conversations initiated - 100/week.

TROUBLESHOOTING

- **Low Engagement:** Test new ad creatives or adjust your targeting.
- **High Comments, Low Messenger Conversions:** Personalize your responses to invite deeper conversations.
- **Stalled Conversations:** Re-engage with follow-up questions or additional value bombs.

SCALING THE CAMPAIGN

- Gradually increase your budget by 20% every 3 days if the campaign performs well.
- Expand your audience using Facebook's Lookalike Audience feature.

Why This Funnel Helps You **Validate Your Offer**

One of the biggest mistakes service providers make is **building a complicated funnel before validating their offer**. The Fast Funnel allows you to test your offer **without expensive software, months of setup, or huge ad budgets**.

- You get **instant feedback** on whether people are willing to book a call with you.
- You see if your messaging is resonating before investing in high-budget funnels.
- You can refine your offer before scaling to bigger strategies like VSL Funnels.

If your offer isn't getting traction with a simple \$8000 ad, it's a sign that your messaging or positioning needs improvement—before investing thousands into a full VSL Funnel.

Action Plan

(Summary)

WEEK 1: GETTING STARTED

- Identify your audience's big problem.
- Create your value bomb.
- Launch your first ₦8000 ad campaign.

WEEK 2: BUILDING MOMENTUM

- Respond to comments and start Messenger conversations.
- Provide tailored solutions and book calls.

WEEK 3: OPTIMIZING AND SCALING

- Analyze KPIs to identify what's working.
- Adjust your ad creatives and targeting as needed.
- Increase your ad spend if the campaign is performing well.

WEEK 4: REFLECTION AND FUTURE PLANNING

- Evaluate your results.
- Collect feedback from clients.
- Plan your next campaign.

Final Words

(Conclusion)

This strategy works because it's built on genuine connections and real value. By focusing on Clarity, Certainty, and Trust, you can consistently turn strangers into paying clients. Take action today: create your value bomb, launch your ad, and start building meaningful conversations!