Low-Ticket Funnel Copy & Funnel Brief Max & Matt

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Copy & Funnel Brief — *Easy Yes Agency Offer*

1. Core Objective

Primary Goal:

Acquire *qualified agency owners and freelancers* through a low-ticket, high-value front-end product that introduces the "Easy Yes Offer" concept — positioning it as the missing key to finally landing clients consistently.

We do this to get the right people on sales calls to sell the high-ticket offer.

Success Metrics:

- 8%+ conversion rate from sales page to order page.
- 30%+ order completion rate.
- 10%+ upsell take rate.

2. Offer Breakdown

Offer Name:
The Easy Yes Offer

Offer Type:
Low-ticket training + implementation system

Deliverables:

- Core Training
  - *How to design your own "Easy Yes Offer"* based on your niche, skillset, and audience.

  - Show-Up Script / Sequence Framework

  - Perfect Pitch Template (slide deck can be included)

- ○ Sales Script to Close the Easy Yes

- Bonuses:
    - ○ *"Get the Meeting" IG DM Scripts* (generate inbound leads fast)

    - ○ *High-Converting Agency Website Template* (instant credibility)

    - ○ *5-Day Fast Start* (book calls + close deals within a week)

    - ○ *Objection Handling Scripts*

Transformation Promise:

Go from chasing and begging for clients to consistently getting yeses — even from cold prospects — by creating an offer so easy to say yes to, it builds trust automatically and opens the door to high-paying retainers.

Price:
$27 - $47

Guarantee:
30-day refund if you don't feel crystal clear on how to craft and sell your own Easy Yes Offer.

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3. Audience Targeting

Ideal Avatar:
Freelancers and agency owners who already have marketable skills (copywriting, media buying, SEO, consulting, design, etc.) but can't get traction in acquiring or closing clients consistently.

Current State:

- Constantly sending proposals that get ghosted.

- Hoping for referrals or random inbound leads.

- Feeling unsure about what exactly to sell or how to present it.

- Stuck in "I need more leads" when the real issue is trust and offer structure.

Desired State:

- Confidently pitching an offer that converts strangers into paying clients.

- Building immediate credibility and trust on first contact.

- Turning small initial wins into long-term retainers with ease.

Blocking Beliefs:

- "People just can't afford it."
- "I need to get better at sales."
- "I don't have enough leads."
- "I need a better niche."

Necessary Beliefs:

- "People *want* to say yes — you just have to make it easy."
- "The problem isn't your skill, it's how you package and present it."
- "Trust isn't built through persuasion — it's built through experience."

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4. Funnel Structure

Traffic Sources:

- Meta ads for cold traffic and warm retargeting
- Later - Google / GDN / YouTube retargeting, then cold traffic

Entry Point:
 Ad → Sales Page

Sequence Flow:

1. **Sales Page:** Converts visitors with core argument ("You're asking for a Hard Yes").

2. **Checkout Page:** Includes order bumps:

- ○ *48-Hour Client Closer Script* (go back to old leads and close a client in 5 days)
- ○ *High-Converting Proposal Template* (include AI generator, but don't mention pre-purchase)

3. **Post-Purchase Upsell:** *$5K Client Upgrade System* (turn Easy Yes buyers into recurring $5K+/mo clients).

4. **Book A Call:** High-Ticket Offer application to call booking. Add $10-20k/mo consistently.

Ascension Path:
Easy Yes Offer → $5K Client Upgrade System → High-Ticket Coaching Offer.

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5. Messaging Hierarchy

Big Idea:

You don't have a lead or sales problem — you have a *trust problem.*

Core Promise:

Stop forcing Hard Yeses and start engineering Easy Yeses that convert fast, build trust, and unlock consistent clients.

Hidden Lock:

The reason clients hesitate isn't your offer or price — it's that you're asking for a huge commitment from someone who doesn't yet trust you.

Master Key:

Design an *Easy Yes Offer* — a low-risk, high-value entry point that lets clients experience your value firsthand.

Central Belief Shift:
Once prospects see you deliver, they stop ghosting and start chasing you — asking for retainers and sending you referrals.

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6. Voice, Tone, and Positioning

Voice:

Sounds like a confident friend who's done this before and is calling out the real issue.

Tone:

- Candid, grounded, slightly irreverent.
- Conversational rhythm — not "salesy," not polished.
- Clarity over cleverness.

Positioning:

This isn't another "get clients" gimmick. It's a simple system that makes *saying yes* the default response.

AND this also helps get clients.

Competitive Differentiation:

- Focuses on *trust-building through structure*, not persuasion tactics.
- Built by agency owners / freelancers who have done this themselves.
- Fast implementation — 5-day action plan, not months of content.

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7. Assets & Deliverables

Funnel Step	Deliverables	Notes
Facebook Ads	5 variations	Each anchored on a different symptom ("Can't get clients," "Getting ghosted," "Don't know what to sell")
Sales Page	Core VSL + Long-form copy	Mirrors the VSL skeleton flow: Outcome → Credibility → Problem → Hidden Lock → Master Key → Offer
Checkout Page	Order bump copy	48-Hour Client Closer Script, Proposal Template

Post-Purchase Upsell	Short-form VSL + Offer page	$5K Client Upgrade System
Email Sequence 1	4 Emails	For people who opt in (complete Step 1 of the checkout process) but then don't complete purchase
Email Sequence 2	1 Email	For people who bought the front-end offer. "Last Chance" to get the $197 upsell.
Email Sequence 3	6 Emails	Hybrid email sequence that reminds them to consume the content, tied in to the 5-Day Fast Start. Also gently nudges to book a call for the HT offer.

8. Strategic Notes / Constraints

- Avoid "biz opp" or "make money fast" framing. The tone should feel *real*, not hype.
- Emphasize that the Easy Yes Offer works *because it builds trust*, not because it's a trick.
- Keep language sharp, conversational, slightly blunt — no "coach-speak."
- Every deliverable should ladder into the deeper belief: *Trust is the currency of conversion.*
- The call to the high-ticket offer must seem valuable in and of itself.
- The high-ticket offer must feel like a natural next step — "Now that you've got clients saying yes, here's how to turn that into $10–20K months."

9. Core Marketing Argument

If you're a freelancer or agency owner… and you feel like you're doing everything right — but still can't get clients consistently — this is for you.

Most freelancers and agency owners are trying to get clients the hard way — chasing, pitching, sending proposals that never go anywhere.

They're stuck in a cycle of "let me think about it," or ghosting, or calls that go nowhere… and they start wondering if it's their price, their niche, or if they're just not cut out for this.

But the truth is — the problem isn't you. **It's your offer.**

You're asking strangers to take a leap of faith — to commit to thousands a month before they've ever seen what you can do.

That's a *Hard Yes.*

And it's the reason every sale feels like pushing a boulder uphill.

No one wants to risk that kind of money with someone they just met.

They don't trust you *yet.* So they hesitate. They stall. They vanish.

But there's another way.

Instead of forcing a Hard Yes… you create an **Easy Yes Offer** — something low-risk, high-value, and instantly clear.

It gives prospects a safe first step — a way to *experience* your value before committing long-term.

When you make it easy to say yes, the whole game changes.
They don't have to take your word for it — they see it.
They feel it.
They trust you.

And once that trust is built, they start asking for more.

Retainers. Long-term deals. Referrals.

You go from chasing clients to choosing them.

The reality is — you don't need more outreach scripts or persuasion tricks.

You just need to stop asking for a Hard Yes… and start engineering Easy Yeses that build trust automatically.

Inside **The Easy Yes Agency Offer**, you'll learn exactly how to design, price, and sell an offer that clients can't resist — one that gets them to say yes fast, proves your value, and opens the door to bigger, easier wins.

When you understand what really makes people say yes, client-getting stops feeling like a fight — and starts feeling effortless.

Ready to experience it for yourself?

Click below to join **The Easy Yes Agency Offer** and start making it easy for clients to say yes.