



ACQUISITION.COM

Affiliate Black Book

A handbook of "insider" knowledge
on Alex Hormozi's new book launch
on the 16th of August, 2025.

Compiled by Acquisition.com

Big Picture

\$100M Money Models Free Virtual Book Launch Event Date:

Saturday, August 16th, 9AM PT/12 PM ET

Location: **Virtual.**

People [register here](#) to get a free magic link.
This magic link will be emailed to users upon sign-up.

It grants them access to the virtual event on:

Saturday, August 16th, 2025.



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\$100M Money Models Affiliate Marketing Materials

Meta Ad Copy (6 Versions)

Ad 1: Secret Project Hook

Headline: What's better than an NFT but less than a Bitcoin?

Body: Alex Hormozi spent 4 years building a secret project. He's giving it away FREE to everyone who shows up live to his \$100M Money Models book launch.

August 16th, 9am PT / 12pm ET. Free to attend.

Plus: Get the book that shows you how to get more customers to spend more money, faster, over and over again.

CTA: Register free now

Ad 2: Money Models Explained

Headline: Most businesses lose money on ads. Here's why.

Body: They spend more getting customers than they make. The fix? Money Models.

A Money Model gets more customers to spend more money, faster, again and again. It's how Alex Hormozi built his companies.

Join his live book launch August 16th 9am PT / 12pm ET to learn the 4 types of Money Models that work in any business.

CTA: Save your spot (free)

Ad 3: Social Proof

Headline: Over 1 million people registered for this event

Body: The biggest entrepreneur event of the year is happening August 16th 9am PT / 12pm ET.

Alex Hormozi is releasing \$100M Money Models LIVE. Plus giving away his secret project (worth more than an NFT, less than a Bitcoin) to everyone who attends.

Don't miss out. Free to join.

CTA: Register now

Ad 4: Problem/Solution

Headline: Your business needs a Money Model

Body: Without one, you're leaving money on the table every day.

A Money Model is a series of offers that get customers to buy more, faster, repeatedly. It's the difference between struggling and scaling.

Learn all 4 types live from Alex Hormozi. August 16th 9am PT / 12pm ET, free event.

CTA: Get your spot

Ad 5: Urgency

Headline: This only happens once

Body: Alex Hormozi's \$100M Money Models book launch is August 16th 9am PT/12pm ET. Live event. Free to attend.

He's giving away his secret 4-year project to everyone who shows up. But only to people who show up live.

Miss it, and you miss it forever.

CTA: Register free

Ad 6: Direct Benefit

Headline: How to get customers to spend more money

Body: The answer is Money Models. 4 types of offers that work together to maximize what each customer is worth to your business.

Alex Hormozi is teaching all of them live on August 16th 9am PT/12PM ET Free event.

CTA: Save your spot

Email Countdown Sequence (6 Emails)

Email 1: 21 Days Out

Subject: The biggest entrepreneur event of the year

Preview: August 16th at 9am PT / 12pm ET - don't miss this

Body:

Hey [Name],

Something big is happening August 16th at 9am PT / 12pm ET.

Alex Hormozi is launching his new book \$100M Money Models. But this isn't just any book launch.

He's spent 4 years working on a secret project. He's giving it away FREE to everyone who shows up live. (It's better than an NFT but less than a Bitcoin.)

Plus, he's teaching the Money Models that built his companies. These are the tactics that get customers to spend more money, faster, over and over again.

Over 1 million people have already registered. This will be the biggest entrepreneur event of the year.

Here's the cool part: When you register through my link, we're both working toward some amazing prizes:

- 70 Profit Tactics Audiobook (when we get 10 people to register)

- Chance to win a day at Alex's Vegas HQ (when we hit 10+ referrals)
- If we make top 50, I get to go to their HQ for the day and **ask whatever questions you want me to.**
- If we make top 10, we'll get to do a 30min fireside chat with Alex **(which I'll stream live to everyone)** where we can ask whatever questions I want on all our behalf **(and everyone gets the recording)**

Event Details:

- Date: August 16th, 2025
- Time: 9am PT / 12pm ET / 1pm MT / 2pm CT / 3pm ET
- Where: Live on YouTube
- Cost: FREE

[Register through my link here]

We both win when you use my link. Plus you get Alex's secret project and the Money Models training.

[Your name]

Email 2: 14 Days Out

Subject: 2 weeks until the secret is revealed

Preview: Alex's 4-year project + we're climbing the leaderboard

Body:

[Name],

Two weeks from today, Alex Hormozi reveals his secret project.

He's been working on it for 4 years. And he's giving it away FREE to everyone who shows up live to his \$100M Money Models book launch.

Quick update: We're making progress toward the affiliate prizes! Every person who registers through my link gets us closer to some incredible bonuses.

Here's what we both get as we hit milestones:

- At 10 referrals: 70 Profit Tactics Audiobook + chance to win Vegas HQ day
- Top 50 affiliates: Guaranteed Vegas HQ day with Alex + recording
- Top 10 affiliates: 1-on-1 podcast recording asking whatever questions you want (that I'll live stream + we get the recording of it).

What you get just for showing up August 16th at 9am PT / 12pm ET:

- Alex's secret project (better than an NFT, less than a Bitcoin)
- The Money Models that get customers to spend more money faster
- 5 mystery headliners
- All the tactics that built his companies

[Register through my link here]

Thanks for helping us both win!

[Your name]

Email 3: 7 Days Out

Subject: One week left + prize update

Preview: The countdown is on

Body:

[Name],

One week until Alex Hormozi's \$100M Money Models book launch.

August 16th at 9am PT / 12pm ET - mark your calendar now.

Here's what happens when you show up:

- Alex teaches the 4 Money Models that built his companies
- You get his secret 4-year project (free, but only if you're live)
- 5 mystery headliners join
- You learn how to get customers to spend more money, faster

Affiliate prize update: We're so close to hitting our first milestone! When we get 10 people registered through my link, we both get:

- 70 Profit Tactics Audiobook (exclusive content)
- Entry into the Vegas HQ day drawing

Plus if we make the top 50, I get a guaranteed day with Alex in Vegas **to ask your questions (and you get the full recording)**.

And if we make top 10, we'll get to do a 30min fireside chat with Alex **(which I'll stream live to everyone)** where we can ask whatever questions I want on all our behalf **(and everyone gets the recording)**

This is the biggest entrepreneur event of the year. Over 1 million people registered.

[Register through my link here]

Let's win this together!

[Your name]

Email 4: 4 Days Out

Subject: 4 days until the big reveal

Preview: Saturday 9am PT / 12pm ET - you ready?

Body:

[Name],

4 days until Alex Hormozi's \$100M Money Models launch.

Saturday, August 16th at 9am PT / 12pm ET - set your alarm now.

Quick reminder of what happens:

- The secret project reveal (4 years in the making)
- Money Models that get customers to spend more
- 5 mystery headliners share their secrets
- All free, but only if you show up live

We're almost there! Just need a few more registrations through my link to unlock the bonus prizes for all of us. When we hit 10, everyone who registered gets:

- 70 Profit Tactics Audiobook
- Chance to win a Vegas HQ day

Plus if we make the top 50, I get a guaranteed day with Alex in Vegas **to ask your questions (and you get the full recording)**.

And if we make top 10, we'll get to do a 30min fireside chat with Alex **(which I'll stream live to everyone)** where we can ask whatever questions I want on all our behalf **(and everyone gets the recording)**

[Register through my link here]

4 days to go!

[Your name]

Email 5: 24 Hours Out

Subject: Tomorrow at 9am PT / 12pm ET

Preview: Set your alarm - the big day is here

Body:

[Name],

Tomorrow is the day.

Alex Hormozi's \$100M Money Models book launch. Saturday, August 16th at 9am PT / 12pm ET.

Set your alarm now. Here's what happens:

- Alex reveals his secret 4-year project (free to everyone live)
- You learn the Money Models that get customers to spend more money
- 5 mystery headliners share their secrets
- You get the tactics that built multi-million dollar companies

Final call: If you haven't registered yet, use my link below. We're working toward some amazing affiliate prizes and every registration helps us both win.

When we hit our milestones, everyone who used my link gets the bonus content too.

[Register through my link here]

24 hours to go. Don't miss it.

[Your name]

Email 6: Live/Reminder

Subject: LIVE NOW - 9am PT / 12pm ET

Preview: Alex is going live right now

Body:

[Name],

We're live RIGHT NOW.

Alex Hormozi's \$100M Money Models book launch is happening at 9am PT / 12pm ET.

[Join the live event here]

Don't miss the secret project reveal. It only goes to people watching live.

[Your name]

SMS Reminder

Text: Hey [Name]! Alex Hormozi's \$100M Money Models launch is LIVE now. Get his secret project (free but only for people watching live): [put your unique live link]

Friend Text Scripts (2 Versions)

Version 1: Direct

Hey real quick, Alex Hormozi is doing a huge book launch August 16th. He's giving away something he's worked on for 4 years (free but only to people who show up live).

Plus if we get 10+ people to register, he's giving away some free prizes we can all use. I'm going.

If you wanna come with (it's virtual) Here's my link (so we can get the bonuses): [your link]

Version 2: Benefit-Focused

Quick question - do you want to come with me to Alex Hormozi's next book launch August 16th 9am PT / 12pm ET.

He's giving away a secret project + apparently some crazy bonuses.

This is my referral link so we can get even more bonuses (if you wanna come with): [your link]

Social Media Group Posts (2 Versions)

Version 1: Value-First

Post: The biggest entrepreneur event of the year is happening August 16th.

Alex Hormozi is teaching the Money Models that get customers to spend more money, faster, repeatedly. These are the tactics that built his companies.

Plus he's giving away a secret project (4 years in the making) to everyone who shows up live.

Tickets are free. Link in comments.

Version 2: Social Proof

Post: Over a city of people have registered for Alex Hormozi's \$100M Money Models book launch.

It's August 16th, 9am PT / 12pm ET. It's 100% free.

He's teaching how to get customers to spend more money + giving away his secret project to everyone who shows up live.

Tickets are free. Link in bio.

Slack Channel Messages (2 Versions)

Version 1: Team Benefit

Message:

Hey team! 🙌

Found something that could help our revenue goals. Alex Hormozi is doing a live event August 16th teaching "Money Models" – basically how to get customers to spend more money with us.

It's free and he's giving away some secret project to everyone who shows up live. Figured our sales/marketing folks might want to check it out.

Anyone interested? [your link]

Version 2: Casual Invite

Message:

Quick heads up – Alex Hormozi (the \$100M Offers guy) is doing a huge book launch August 16th at 9am PT / 12pm ET.

He's teaching how to get customers to spend more money + giving away something he's worked on for 4 years (but only to people who watch live).

Free event, thought some of you might be interested: [your link]

(If we pool our sign ups we unlock more free stuff)

Comment below if you're in.

Organic Social Media Posts (2 Versions)

Version 1: Personal Story Hook

Post: Been following Alex Hormozi for a while and his stuff actually works.

His new book launch is August 16th at 9am PT / 12pm ET and I'm definitely tuning in.

He's teaching "Money Models" - basically how to get customers to spend more money with your business. Plus giving away some secret project he's worked on for 4 years (but only to people who show up live).

It's free. Figure some of you might want to check it out too.

Link in my bio or DM me 

Version 2: Value-Forward

Post: FREE training this Saturday that could change how you think about making money 💰

Alex Hormozi (the guy behind \$100M Offers) is doing a live book launch August 16th at 9am PT / 12pm ET.

He's breaking down the "Money Models" that built his companies - aka how to get customers to spend more money, faster, repeatedly.

Plus he's giving away a secret project (4 years in the making) to everyone who shows up live.

I'm registered. Anyone else joining? Link in comments 

YouTube Video Script Outlines (2 Versions)

Visual Elements for Both Videos:

- Screen share of Alex's social media posts (greenscreen style)
- Your own business results/screenshots if applicable
- Calendar reminder setup
- Link to register prominently displayed throughout the video and in the video description

Video 1:

"Why Most Businesses Fail at Making Money (And How to Fix It)"

Length: 8-12 minutes

Hook: "95% of businesses are leaving money on the table every single day. Here's why."

Talking Points:

- **Opening Problem (0-30 seconds):** Most business owners focus on getting customers but ignore how much those customers spend
- **Personal Story (:30 seconds-2:00 minutes):** Share your own experience of struggling with customer value or a business that improved when they focused on this
- **The Money Model Concept (2:00-4:00 minutes):**
 - Explain what a Money Model is in simple terms
 - Give 1-2 basic examples (restaurant upselling dessert, gym membership tiers)
 - Why most businesses only use 1 of the 4 types
- **The Big Reveal (4:00-6:00 minutes):**
 - Alex Hormozi has spent years perfecting these 4 Money Models
 - His companies use all 4 together (that's the secret)
 - He's teaching all of them live August 16th
- **The Secret Project Tease (6:00-8:00 minutes):**
 - Mention he's giving away something worth more than an NFT, less than a Bitcoin
 - Only available to people who show up live
 - This took him 4 years to create
- **Call to Action (8:00-10:00 minutes):**

- Event details: August 16th, 9am PT / 12pm ET
- Why they should register through your link (affiliate benefits)
- What they'll learn that can change their business
- **Closing (10:00–12:00 minutes):** Reinforce the urgency – this only happens once

Video 2:

"I'm Going to Alex Hormozi's Biggest Event Ever (You Should Come)"

Length: 6–10 minutes

Hook: "Over 1 million people registered for this event. Here's why I'm going and why you should too."

Talking Points:

- **Opening Authority (0–30 seconds):** Share your credibility – why people should listen to your business advice
- **Event Announcement (30 seconds–1:00 minute):**
 - Alex Hormozi's biggest book launch ever
 - August 16th, 9am PT / 12pm ET
 - Completely free
- **Why I'm Excited (1:00–3:00 minutes):**
 - Share what you've learned from Alex's previous content
 - Specific results you've gotten from his teachings
 - Why this book launch is different (4 years in the making)
- **What We'll Learn Together (3:00–5:00 minutes):**
 - The 4 Money Models that get customers to spend more
 - Real tactics from someone who built multiple companies
 - 5 mystery speakers (some billionaires)
- **The Secret Bonus (5:00–7:00 minutes):**
 - Alex worked on something for 4 years
 - He's giving it away free but ONLY to people live
 - Worth more than an NFT, less than a Bitcoin
 - You literally can't get it any other way
- **Affiliate Benefits (7:00–9:00 minutes):**
 - Explain you're an affiliate and what that means for viewers
 - When they use your link, you both get bonus content
 - 70 Profit Tactics audiobook when you hit 10 referrals
 - Chance for Vegas HQ visit
- **Call to Action (9:00–10:00 minutes):**

- Register through your link in description / in the lower 3rd
- Set calendar reminder for August 16th
- Ask them to comment if they're going so you can build community

Alex Hormozi Writing Guideline

Keep Everything Below 3rd Grade Reading Level

- We utilize leverage to gain higher returns on our equity checks ❌
- We borrow money so we can buy bigger stuff (and make more) than we could with our cash alone. ✅

Present Voice

- When you're creating your sales page ❌
- When you create your sales page ✅

Active Not Passive

- The body was carried out of the room ❌
- We carried the body out of the room ✅

Avoid Adverbs Whenever Possible (adverbs usually mean lame verbs)

- We shut the door really hard ❌
- We slammed the door ✅
- Avoid words like "very, super, way, actually, etc"

Simple/Short Sentences

- Usually one comma
- If two commas - cut the middle or make 2 sentences
- We tried to escape but the man, with the red mask, chased us until we lost our breath. ❌
- The red-masked man chased us until we lost our breath. We were trapped. ✅

Positive Language

- Don't Stop ❌
- Keep Going ✅
- Don't leave the facility ❌
- Stay inside ✅

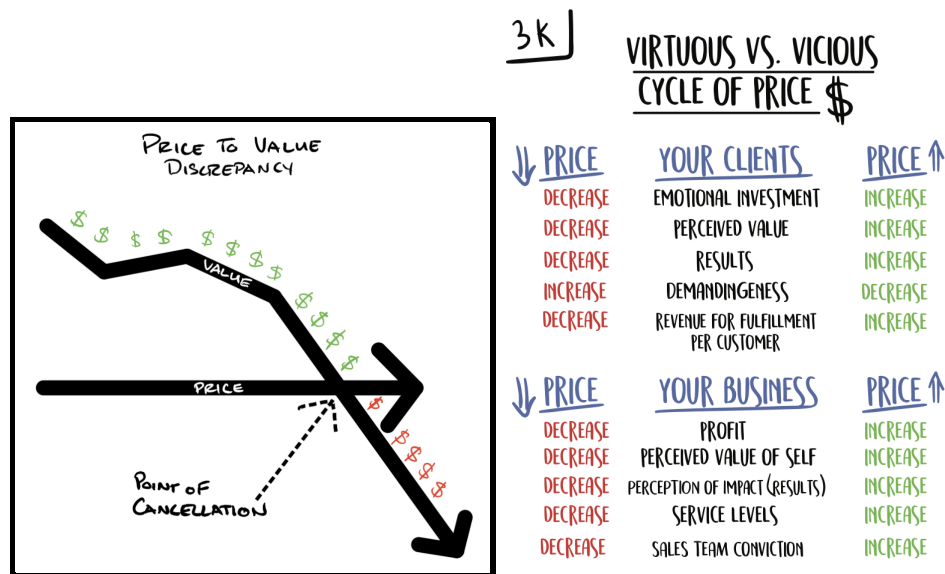
Remove Redundant Words

- We simultaneously left the building at the same time ✗
- We left the building at the same time ✓

Remove Unnecessary Words

- If they don't change the meaning or add to the meaning of the sentence.
8 Guidelines For Writing I Live By ✗
- 8 Writing Guidelines I Live By ✓
- He was able to get out of his car. ✗
- He exited his car. ✓

Pick Your Pricing & Maximize Value



III. Charge What It's Worth: New Price

- ❑ Be more expensive than everyone else (by enough that it causes consumer to pause)
- ❑ High Price = Higher Value (wine example)
- ❑ Higher prices get people better results (and are therefore ethical)



IV. Maximize Value Using Value Equation

- ❑ Maximize Dream Outcome (solve problem worth solving)
- ❑ Maximize Perceived Likelihood of Success (testimonials & proven case studies)
- ❑ Minimize Time to Success (How can we make this faster? How can we show progress?)
- ❑ Minimize Effort & Sacrifice (How can we make this easier? More Seamless? Convenient?)