

REMEMBER: The BEST CONVERSION TOOL IN THE WORLD is...



Who are you writing to?

A man over 30 who has an Ad Agency. He has a family and owns a home. He's GOOD at running ads for his clients and brings in at least \$10K in revenue a month, but doesn't like (or want to do) marketing and sales...

He'd LOVE someone to be getting clients and handling the sales calls and for him, so he can focus on running ad campaigns and delivering incredible results to his clients.

What's their PRESENT PAIN(s)? (FINGER POINT to Hell Island symptom?)

- Doesn't like/want to do marketing or sales calls to get clients, just want to run ad campaigns and get clients new customers and sales as an "ad technician."
- Calling clients and telling them their ad budget got burnt up, with little or no profit to show.
- Facebook makes a change (can Google specific pains each month), and it causes one or all of their clients to lose profits.
- Doing all the work in the agency themselves...avoiding hiring a team to help them out because it just seems like more of a hassle.
- Have some great clients here and there but not building as many long-term relationships they're really profiting (and growing) from as much as they'd like to.

- HEADACHE clients who waste his time and money. People who call and text constantly, peak over his shoulder at every move, and demand more than they agreed to. SCOPE CREEP.
- He sees Facebook ad costs going up, and is feeling more and more anxious and having trouble sleeping, because it's getting harder to bring in income when rising ad costs are eating away at profits.
- Even when an ad is working well, he's constantly logging into his account and checking it to see if it's still running because he's worried about what's going to happen with both his profits and his clients...and business account.
- The never-ending changes on Facebook scare the crap out of him because he can't keep up with them or predict what's going to happen.
- Feel like he can't stop working on the weekends...Always checking reports and monitoring campaigns to make sure everything is OK.
- Client ad campaigns are profitable one day, week, or month... not profitable the next.
- Clients ads stop showing on FB (or other platform) and they have to run around like a chicken with their head cut off, trying to figure out how to get the ad campaign up and running again to hit their sales targets.
- Facebook (or other platform) is DOWN on a critical day for their clients campaigns, and they have explain why lead-flow stopped because they're only running ads on one channel. (We'll get you on multiple channels, FB, Insta, YT, Google, and more...)
- Seeing paused ad campaigns and doesn't understand why OR how to fix it in real time, so they end up having to explain to their clients why no leads and sales are coming in...and work themselves into exhaustion until they fix it. Making their sales target harder to hit.

~~- Ads aren't loading/showing up the way they thought they would. Not sure how to fix it without spending weeks researching or tons of money hiring a FB rep.~~

- Don't know which targeting is best for a clients new campaign.

~~- "I've heard X is a great media buyer/copywriter/etc...Has anyone worked with him? Is he the real deal?"~~

~~- "What software are you using as a dashboard for sales metrics across products and ideally multiple sales channels (Amazon, Shopify & possibly wholesale orders)?"~~

~~- "We are running traffic to a Free + SH offer, which we posted in here before. The initial tweaks from Jason worked well to start, but the CPA just seems to creep up every day. Creative is being changed often and now our COA is over \$100. It was at \$50. Erin will be able to answer questions on the campaigns structure and ads, but the big issue seems to be rapid burnout of ads and no consistency with conversions. We were able to improve the funnel to over ~\$35 to \$50 CPA with a 12% Take rate on a \$149/mo continuity."~~

~~- "Another \$4,500 client (90 day project) Proposed a custom sales funnel build for \$10k back in December plus his website needed to be redone and social media marketing plan. But he wasn't ready then. It was early on, and I wasn't clear on my pricing and packaging as I am now. Been staying in contact with him, and just closed the deal on the phone! 95% of this will be delegated to my admin team and it will cost \$7 900 for their hours to do what needs to be done."~~

- Judgement from family: Working on the weekends...late into the night. Missing date night with the wife and the kids birthdays.

- Judgement from friends and colleagues: Worried about what people in his industry think about him when he's not doing as well as he KNOWS he could. *"I should be doing so much better than I am right now. So many*

other people are making \$100,000+ a month, part-time. Why am I working so much and STILL not doing as well?

- Feel stuck and don't know who to hire next or how to get out of delivery of services
- Not making enough to make new hires and get out of the rat race
- Train up employees only to see them leave
- Can't depend on getting new clients, reliant on word of mouth
- Unsure of what levers to pull to double and triple revenue over the next year.
- Your offer isn't structured to ensure you are profitable and growing.
- Tired of being an underpaid outsourced brain for your clients
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What's their GAIN(s)? (FINGER POINT to Heaven Island Vision?)

- Runs his own Lifestyle Friendly Agency - and able to work as much or as little as he wants to...No more working on the weekend or missing out on the kiddos games or date night.
- Makes a high-ticket recurring income without having to sell over and over, and be on the phone all the time...\$100K a month (where you can add an extra \$2,500 to \$10k+ a month whenever you like) would be amazing.
- Looks like an All-star to his clients and brings in lots of profits for them.
- Family, friends, and colleagues RESPECT him for what he does.
- Never have to call clients and tell them their budget got burnt up with no profit to show for it.
- Has an A-LIST TEAM who does most of the heavy-lifting for him. Sit back and manage the agency as other people do the work FOR him. No more doing all the work alone.
- No more headache clients...Only works with clients he LIKES working with.
- KNOW WHAT TO DO when new situations and problems show up...He has people in his corner, there to answer his questions and concerns and help him out when he needs a hand.

- IMPACT. Helps other people grow their businesses and change the world. Ripple effects.
- STOP BURNING money on ads.
- Ads bring in CONSISTENT and RELIABLE new customers and sales.
- No more staring at paused ad campaigns.
- No more banned accounts or disapproved ads.
- Doesn't have to fight against rising ad costs because there's PLENTY of leads and sales to get from working with MULTIPLE PLATFORMS (for example: Facebook, YouTube, and Instagram)
- He's up to date on the never-ending FB changes and is protected from banned ads and account disapprovals because he has access to someone with a personal Facebook Rep - giving him updates as they come in, in real time.
- Here is one way to organize all of your ad campaigns & strategies in one centralized place.
- "With the help of team JH Media, we've hired a new social media coordinator who starts today and I'll be working to get him up-to-speed as quickly as possible. That will save me 20+ hrs per week. Another new client signed the dotted line today and we have our first kick-off call tomorrow. My main goal is to ensure all systems are in place this week to make the onboarding / scaling aspect of our agency possible. Let's do this!"
- "Win from this week. After working with Jason Hornung on our very top of funnel cold traffic to lead magnet optin we saw a drop in Unique Outbound Cost per Click from \$9.77 to \$4.17 which is a 57% drop. The relevance score which has been an issue went from 2-3 to 4-6. Plenty more to optimize and resolve but success is measured in milestones not miles. Thanks!"

What STOPS them from escaping hell island and getting to heaven island? (FINGER POINT?)

- He's working his butt off, trying to solve his problems with more WORK, when really he needs a SOLID STRATEGY in place which we can follow...his current strategy just isn't clear and/or effective enough.

- Doesn't have a system for getting clients repeatedly. He's getting too many one-off clients (having too many one-night stands) instead of getting clients who pay him a recurring income month after month after month (going steady with a few good clients).
- Trying to do everything in the agency himself... Running ads to get clients, doing sales calls, dealing with contracts, invoices, and other financial headaches, finding AND hiring employees, creating agency systems and processes, handling client questions and concerns as they come up...putting out "fires" in the agency, the list goes on and on....how much can ONE person do?
- Flying by the seat of their pants...Don't have systems and processes in place for adding new clients, so when they add a new client their whole agency falls apart like a sloppy burrito.
- Don't lay out funnels and ads right and end up spending a fortune and wasting a bunch of time.
- Hiring the WRONG people. Don't have systems and processes for hiring A-List Team Members, so when they hire new people, they don't get the results they want...end up spend tons of time AND money firing and hiring over and over...but STILL can't seem to find the right people who they can TRUST to help scale their agency.
- He doesn't feel like it's possible to add 10 to 20 clients in a year and hit \$100k months without watching his agency fall apart like a wobbly jenga tower and without working around the clock, 50+ hours a week...scared of the workload taking over his life (and rightfully, so).
- Don't have enough time or cash-flow to test tons of different ad strategies and see what works best for bringing in new customers and sales. (Jason is spending his money testing ads on multiple channels FOR peeps, so they don't have to...including FB, Insta, YT, Google, Shopify, FB msgr, and more)

- Don't know how to optimize campaigns in real-time...end up burning up client's ad budget and having to tell them. What's the best ad budget? Do I create a lookalike ad? (Jason and his team will answer these questions for you in the FB group.)
- Don't like getting clients, so don't put in the effort they really need to.
- Can't keep up with all the changes on Facebook, Amazon, Instagram, Youtube, LinkedIn, etc..(We do it for them.)
- Account shutdowns..."Working through an account shutdown. What is the best practice for running some revised ads from another account in the meantime? Do I need completely new assets or URLs?"

What DON'T they like about the options available now to get from hell to heaven? (FINGER POINT?)

- He doesn't want to spend money on another program or blueprint, he wants results NOW.
- Other programs aren't up to date on the latest changes on Facebook and other ad platforms like YT, IG, Google, Shopify, etc. Basically need to have another FT job learning about ad channels just to keep up.
- Not enough ONGOING personal help and support in other programs.
- Most of the programs out there don't teach how to get clients and run your agency WITHOUT watching everything topple over like a house of cards. And if they do, they teach them methods that take forever, like working for free to get a case study, writing books or newsletters that take MONTHS or YEARS to get going, etc.
- They don't want to manage a big team and deal with the headaches and massive expenses that come with it. They've hired people and it hasn't worked out...Wants to work with a small and EASY to MANAGE team.

- He doesn't want to be on the phone selling all the time. He's HAPPY to talk with people, but he just wants to focus on running the campaigns and delivering results to his clients.
- He doesn't like cold email, because it "doesn't work." He tried it before:-)
- Other programs don't show them how to set up their marketing and advertising on MULTIPLE CHANNELS and build a STABLE agency and financial asset that lasts for the LONG-TERM.
- Other programs are too focused on the tech-side of ads, don't show you how to create an overall marketing and ad strategy.

KEY TO EASY CONVERSIONS: What are they FED UP WITH SPECIFICALLY (finger point) which this offer gives them a “way out’?

- HEADACHE clients. Getting the wrong clients who they should have never worked with in the first place.
- Dissatisfied clients. Getting on the phone with clients who they haven't gotten good results for, or even burned up their ad spend and got their ad account disapproved, or their ads banned.
- Fed up with working all by themselves. If they have an employee or 2, they're fed up with all the management headaches. Stuck IN the business, working 50+ hours a week...don't feel like they can scale without working harder and longer.
- Facebook and other ad platforms are making never-ending changes they can barely keep up with and they're FED UP with watching their profits drop with each smackdown.
- Rising ad costs. Can't keep their campaigns profitable. Profitable one day. Costing them money the next.
- Getting ads and accounts banned, and having to explain to clients what happened.

- Not getting big enough margins/charging premium prices...Constantly checking on the competition to see what they're charging and lowering their prices to try and compete, only to watch their sales stall out or get even worse.

What's DIFFERENT NOW? What's the NEW PLAN? (FINGER POINT? Make sure the plan doesn't require INTERNAL CHANGE. Need a mechanism or tool.)

- Add/hit \$100,000+/mo over the next year without watching your agency implode.
- As a BONUS we'll hand-deliver clients to you WITHOUT you doing any of the sales calls or spending a dime on ads - you simply focus on delivering your clients incredible results with their ads and we'll handle all the marketing and sales for you.

Plus, we'll take care of all the merchant accounts and financial headaches for you...You simply focus on running ad campaigns as part of our SUPER AGENCY and we'll cut you a check from the profits every month.

- You'll ALSO get FB AD BOOTCAMP 2.0 AND COMPLETE OPERATIONS MANUAL, and updates on what's happening in online advertising RIGHT NOW, so you can launch one successful ad campaign after another and scale up his income fast. (This process shows you, A-to-Z, how to pick the right FB ad strategy for every new client you bring on, WITHOUT wasting countless hours agonizing over what to do, or burning up a bunch of money on ads.)

That way, you can bring in consistent RECURRING INCOME and hit \$100K months WITHOUT missing out on time with your family and friends...A biz which revolves around your life, not the other way around.

What's the ONE THING they need to believe to be certain the PLAN will work for them?

- That adding/hitting \$100,000+ per month in their agency over the next 12 months and getting clients incredible results with their ad campaigns is

totally possible to do with help from Jason, his team, and all the other members in the Agency Initiative Facebook Group, the right "Boxtop" in hand for running their agency and ads, along with updates on what's going on with FB and other ad platforms right now.

What's the FUTURE PAIN they will experience if they do not solve the problem and get off hell island? (FINGER POINT?)

- Working all the time. Working on the weekends. Miss out on date night with the wife, and the kids birthdays. Developing health problems (ulcers, heart palpitations, insomnia, etc.) from burning the midnight oil and working around the clock.
- Burning up profits on ads and explaining to client's why their ad budget got eaten up.
- Don't feel RESPECTED by friends, family, and colleagues, because they're not making the income and impact they KNOW they could be.
- Doing work for clients they didn't agree to (SCOPE CREEP).
- Working their vacation around a client's launch schedule.
- Can't scale their income with their current business plan. Income is CAPPED.
- Have to drum up new biz EVERY month. Can't service clients and get clients at the same time.
- Embarrassed to tell loved ones their agency isn't going as well as they need it do. Maybe even hiding the fact they're losing money on ads from their spouse.
- Managing an EXPENSIVE team which causes them a bunch of HEADACHES and burns up all their valuable time.
- Staying up late at night worrying about their income getting knocked out because they're not sure what Facebook or Google are going to do next...Facebook, Google, Instagram or another platform could make a simple change which eats away their profits and ROI.
- Don't make the IMPACT they want to.

- **How would you draw the before/after/mechanism transformation picture?**

- BEFORE: He's getting texts and calls with clients and team members demanding things from him all day...and at the same time... He's watching ad costs rise and rise, and calling his clients to explain why monthly profits are down. Every day he's seeing more and more competition popping up all over his newsfeed.

- AFTER: Managing their agency PART-TIME, from the comfort of their laptop. With Jason's ad blueprints in his hands...and...JH Media feeding him retainer clients and new business every month, he's able to work part-time. Which means he can hang out with his family and friends, or do whatever he pleases, while texts and emails pop up letting him know, he's received another MONTHLY RECURRING CHECK anywhere from \$2,500 to \$10,000+.

What's the IVQ statement? (Investment. Value. Qualifier.)

- The investment in the Agency Initiative is 7 payments of \$10,000. Our target is to help you land 1 to 2 new retainer clients a month. If you're like most of our students, you'll add \$10,000 a month or more in recurring retainers within your first 60 days or so.

List as MANY objections to the PLAN as possible: (Remember objections fall into 5 categories: T.I.M.E.R: Time, Identity, Money, Energy, Reputation.)

- TIME: "*I don't want to spend all my time hiring and managing employees.*" (You don't have to...we'll help you set up your own team of all-stars who do all the heavy-lifting in the agency for you. That way, you can work as much or as little as you want.)

- TIME - "*How much time will this take me?*" - 5 hours a week or so, but we'll be saving them 10+ hours a week. (Don't have 10 hours of training a week, we're just gonna help you fix your margins and connect you with the right peeps to add another 7+ figures to your business.)

- IDENTITY: Not enough credibility. "*Nobody knows who I am right now... They won't take me seriously without more testimonials and case studies.*"

(Not only will you get all the systems and processes you need to get \$2500+ a month clients on recurring retainers and get them profitable ads ON and OFF Facebook...You'll get to tell others you're a part of JH Media and leverage our reputation and credibility to scale up your agency and income.)

- ENERGY - "Will this be hard work?" (Yes...They're gonna have to follow our systems and processes, ask questions in the weekly calls, network with the FB group... and if they don't have more than one channel they're selling on, then they're gonna have to add more channels. But it's gonna be A LOT easier with the right people to help them.)
- MONEY: "*\$10K a month for 7 months...Is it worth it?*" (Not only will we save you from \$7k in mistakes a month, if all we did was get you to \$100k a month ONE month faster than you could on your own...Wouldn't that be worth it?)
- REPUTATION: Don't want to invest in a training if it's not going to work, because their family will just see it as "another biz failure". (With just one or two clients, we'll help cover your investment in AI in full...everything from there is gravy.)