Dec 23, 2025

Model

Notes
- Levers
    - Avatar development
    - Offer / positioning
    - Copywriting / copy guide
    - Creatives
        - ^^ these dictate creative type / ad type
- Ad feedback - best performer (based of value
    - Cadence is very fast. Higher anxiety
    - Script
        - Hook: I placed over 1000+ executive assistants and founders don't know what to give them.
        - This is why I created the Executive Assistant Time Freedom Report where in 30 seconds, I will show you how to buy back over 520 hours of your time.
        - I helped **Jared, [a coach]** by back **1500 hours** this year
        - I helped **John, [a coach]** by back **1500 hours** this year
        - I helped **Sally, [a coach]** by back **1500 hours** this year
        - Click the link below to get your Executive Assistant Time Freedom Report, at no cost
    - Change CTA to "learn more"
- Script 2
    - Hook: I placed over 1000+ executive assistants and founders don't know what to give them.
    - This is why I created the Executive Assistant Time Freedom Report where in 30 seconds, I will show you how to buy back over 520 hours of your time.
    - My client **Jared** makes **$150/hr** and this year, we bought back **1500** hours of his time.
    - My client **John** makes $250/hr and this year, we bought back 1500 hours of his time.
    - My client Sally makes $500/hr and this year, we bought back 1500 hours of his time.
    - Click the link below to get your Executive Assistant Time Freedom Report, at no cost
    - Text description (start) or Text description (end) or the ad
        - 7 figure CEOs and executives

Where are you in your **business journey**?

Annual Business Revenue*

Select...

Under $100k

$100k to $250k

$250K to $500k

$500k to $1M

$1M to $3M

SEE MY REPORT

- Change form to
  - Under $500,000
  - $500,000 to $1,000,000
  - $1,000,000 to $4,999,999
  - $5,000,000 to $9,999,999
  - Over $10,000,000
- Text description (end): Minimum $500,000 in business revenue required
- Creative ideas
  - We have clients who make $500k/yr to $500mm/yr
- Additional notes
  - Creative types - images
    - Exaggerated versions
      - Paperwork flying in the air
      - Red alert alarm of fires / business problems
    - Peace
      - Beach
      - Relaxing in the office
      - Small break to chill / go to the gym / grab a coffee
    - Before and after EA
      - Version: Hourly rate per activity
- **Mindset**: Educate, create the gap (overwhelm) and book a call
  - EA template
- On thank you page
  - 4 Week EA Accelerator® Guarantee
  - Main offer
    - Right person
    - Right system / process
    - Right support (4 week integration)

- Email, calendar, time, energy, personal life, recurring processes
- Booked call question
    - We capture:
    - Email Address
    - Question: What specific thing(s) have happened in the last few weeks that made you say 'I can't keep doing this'? *
    - Question: What would you do with 20+ hours back per week that you can't do now? (Think business AND personal)
    - Question: If this is the right fit, what would keep you from getting started in the next 2 weeks?

RODRIGO SOUZA SOUZA	Qualified - Window shopping feel, might not be there yet
Victor Cruz	Qualified - Price Conscious
Brandon Jensen	TBD - Call Confirmed
Jill Sussman	No Show
Shawnie Whitaker	Not qualified - We met with him a few months back
Mahsa Jarrahi	No Show - She cancelled the call
Sean Towery	Qualified - 5/10 according to Ryan
samantha hoffer	No Show
Thuy Cao	No Show
Casey Elder	No show

- Website
    - https://www.assistantlaunch.com/ea-onboarding-success-checklist
    - Copy of What can an EA support me with?
    - Copy of Time and Energy Audit
    - Copy of Key Contacts and Team Members
    - Copy of Setting Up Your Executive Assistant with 1Password
    - https://report.assistantlaunch.com/
    - Nehal - report
    - Ads manager

Actions
1. Ryan - share best performing cold email swipe
2. Ryan - share copy guide
3. Ryan - share resources
4. Ryan - common objections
5. Ryan - 50 sales calls summary
    a. Ryan - separate to close deals LLM
6. Ryan - 50 page EA doc template
7. Nehal - PDF level adjustments
8. Nehal - thank you page restructure
9. Nehal - report restructure

Later

1. Workflow for images / video ads
2.