

# Predictable Sales

## Organic Marketing Playbook

If you're stuck trying to make this FB organic thing to sign clients work...

Just do this, the answer is in here...

### **1. get your freaking avatar right man (too many skip this step...)**

make sure that your ideal customer profile is correctly defined, this way you'll know where to find people & what they're actually hunting for, so you can base your offer off of it

Let us know if you'd like some help doing that.

### **2. build audience (cold outreach 4eva is gonna kill ya!)**

your avatar will tell you where they are, what groups they're in, where they hang out online.. it's your job to go hang out in there and build value yourself. anyone who engages--add, and continue to add value

Add 50 people per day in your target market--get a VA to do it if you can't.

### **3. build authority (content.. because show the world you're a boss)**

solve your customers problems and answer their questions with your content. don't overthink it. every time i get off of the phone with a client, or off a sales call.. i have about 98 things that i can talk about in content right now that literally the WHOLE target market need help with... most people just overthink this part and pussy out of doing it

Here's a bunch of content prompts for you: [Content Prompt Playbook](#)

### **4. message engagers daily (10-15 people at least)**

if people are engaging, there's a reason.. they like what you're putting out there. every person on your fb page is one piece of content and a message away from becoming a client... you NEED to stay consistent with this. 10-15 messages a day = 300-450/month

last month we did \$23K just off 141 dm's sent, that's \$137/dm sent (this will NOT work if you've skipped steps 1-3, and you will be seen as a problem not a solution... know the difference)

Let us know if you're not exactly sure how to turn DM convo's into calls -- we can help.

### **5. Make more offers, more often (& make your offers GREAT again!)**

this is self explanatory. make more offers, more often. make sure people know what you do, and tell them how they can work with you on what might even be a daily basis. the more frequently they see it, the more you'll get back out of it. trust the process on this one.

### **6. Follow up like your life depends on it (...until they buy or die :) .. ethically)**

i dont need to tell you the statistics you've already heard. "70% of people buy on the..." shut up... how about i just tell you straight that you need to follow up for at least 7 days straight. if you don't you're leaving so much money on the table its not funny.

### **7. Track your numbers to know what is/isn't working (tha magic is in tha numberrrrs)**

track dm's sent, calls booked, calls taken, strategy sessions booked, strategy sessions taken, follow up calls booked, follow up calls taken & sales made RELIGIOUSLY. if you're tracking these numbers and looking at where the dip is weekly, you'll know what part of your sales process sucks & you can work on optimising it to increase the conversion from one stage to the next.

Here's a video on a bunch of KPI's most people AREN'T tracking that'll help you:  
[Secret organic growth KPI tracking](#)

### **8. Make sure you have a monthly target, hunt like hell in the last week of the month (sniper rifle, hunt 'em down.. you got a family to feed yo)**

if your goal is \$20K for the month.. and you're at \$13K, with one week left to go.. if you've done step 7, you'll know EXACTLY how many meetings you'll need to book, messages you'll need to send and what it's going to take to hit it.

i wanted to hit another \$10k in the last week of the month. I knew it would take 4 calls. so i booked 6, and ended up hitting \$12K last week.

## **9. Repeat**

don't overthink it, just follow steps 1 through 9 and repeat, repeat, repeat. it's a daily process

if you're not booking meetings and signing clients, the answer is in that list of 9--guaranteed

which step have you been skipping? :)

***"But Chris, has this actually worked for other people?"***

Again, glad you asked: Here's a couple results for you.. (Scroll down lol)



Wesley Edgar

When Chase and I booked with Chris, we were on the fence, we felt we had a great offer, the process to put it in place, and the talent to scale. Then why wasn't it working?

Chris helped us identify the gaps in our process as well as provide us the tools and know-how to fill those gaps. He's a straight forward, no bullshit Aussie, who might rub you the wrong way if you aren't open to being taught. The biggest hurdle for myself was letting go and trusting the process Chris has created. Along side being inspired by others in the group that are/were in a similar position as well as seeing the success that Chris has brought to so many, I had to check my ego, shut the fuck up, and respect the process.

After 5 weeks (maybe 6? time is flying) we hit our first big monthly recurring revenue milestone and have made friendships and partnerships that are going to take us to the next level. The path is clearly laid out ahead. All we have to do is show up everyday and continue to push those results...the rest will (and has) come.

Love you fam, love you [Chris Morrison](#), thanks for putting up with us!

Book the call. 'Nough said.



Jordan Harrison

If you are completely awkward at conversations with business owners through DMs and that's holding you back from booking calls

OR

You're told to post content but no clue what to even put out there?

OR

You feel like you're on this journey alone and no one to lean on when you are having this shitty days and want to quit.

OR

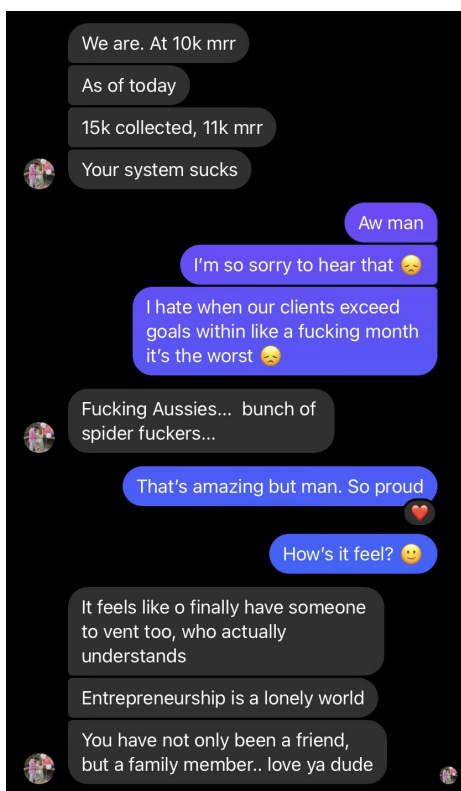
You can't seem to close deals and can't pinpoint the problem

OR

You can't get organized in your own biz

BOOK A DAMN CALL

That is my TED talk. Have a nice day.



New member · 21 m · 📷

Hey guys! If you seen my post yesterday, I pitched an up sell to a client of mine to expand from 3k per month to 10k per month.

And holy shit, it's done 🤪

They agreed to 60 day retainer at 20k total!!

Also, booked a 2nd call from my first CTM2 booking and looking to move forward on Friday at 3-5k per month deal also!!

Let's fuckin go! 🤪🤪



[\[Redacted\]](#)

1 Comment Seen by 2

Like

Comment



Well done [\[Redacted\]](#)!!!

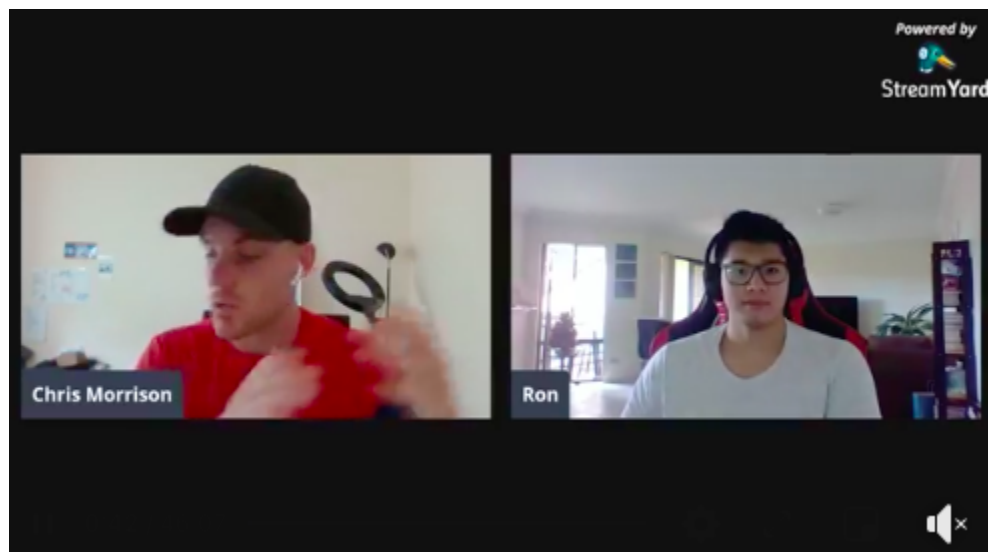
Like Reply

Like video proof a little more? Click on the links below to take you to some live client case studies.



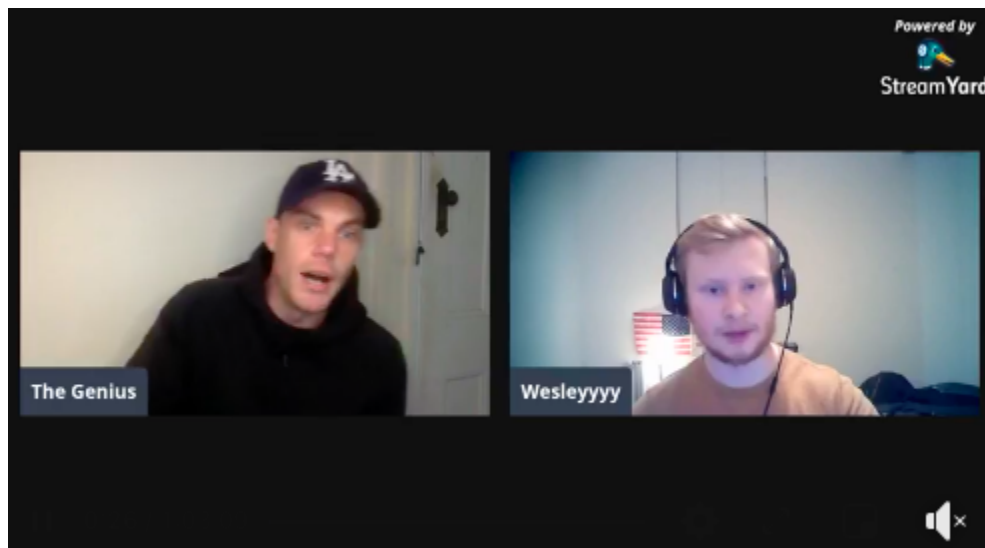
Remember beer drinking agency owner Jake from Oregon who grew his agency from **\$10K to \$25K per month within just 3 months of working with us?**

[Check out his case study here](#) or click the above image.



And chiropractic marketing agency owner, Ron, who started **increased his offer value from \$1K to \$5K** with us, went from **closing at 12% with crappy cold leads to 75% with warm nurtured people from FB**--and on February 27, 2021--had his first **\$10,000 day** with us?

[Check his case study out here](#) or click the above image.



Maybe truck lovin', guitar playin', Roofing & Solar agency owner Wes from the Netherlands was burned by a coach just prior to working with us when he was at \$3K per month, and within 11 weeks hit his first **\$45,000 month** (*in sales*) with an **MRR of just over \$20K?**

[Check his case study out here](#) or click the above image.



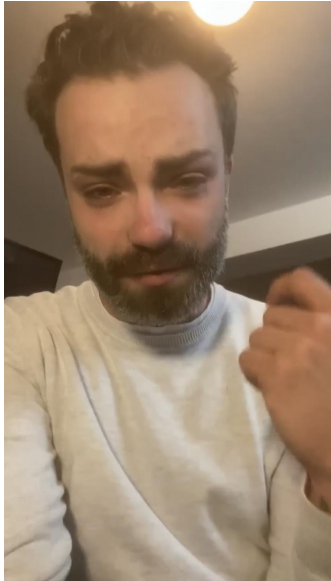
Maybe you'd like to hear from Matt? Contractor Agency owner based out of Canada who's sitting at **\$17K per month** right now, who's setting up to **scale to \$50K?**

[Check his case study out here](#) or click the above image.



You could possibly connect with Faris a little more? Mortgage Broker agency based out of Canada as well who's sitting a little over **\$10K per month**, who's **hiring a team to sssshscale like crazy?**

[Check his case study out here](#) or click the above image.



It's possible you might even want to hear from Chase, Insurance brokerage marketing agency owner who collected **\$16K cash** & grew the agency from **\$3K to \$11K per month in MRR with us in 4 weeks?**

[Check his case study out here](#) or click the above image.

Maybe you'd like to see about 100 more of these?

[Check out our full client success page here.](#)

Want some details on the program they all went through? Shoot me a msg telling me so :)