

SELLING PREMIUM CERTIFICATIONS

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WHAT IS A “PREMIUM” CERTIFICATION?

A “Premium” Certification is positioned as high-value, extremely proprietary material with high standards of requirements to become certified. It is typically positioned as the signature program or certification offering. It may also be used as an initial launch for material that will later be automated, with a decrease in price due to the decrease in access and touch-points. Premium certifications are characterized by highly proprietary material with extensive proof and typically include a high level of access to the Certifying Body (you!). They are usually priced above \$2000 and sold at least partially on the phone.

MARKETING THE OFFER



THE STANDARD FOR WHAT’S INCLUDED:

- 1 The Core Content Surrounding Your Signature Methodology:** This is the material they will use with their clients (“end-users”). This will be conducted LIVE if (A) it is not created yet or (B) it needs to be updated.
- 2 The Core Content Surrounding Your Certification Framework:** This is the “Teach” and “Sell” Components guiding the certification buyers to meet the outlined standards. This will be conducted LIVE if this is your first time offering the program. You need not pre-record the material.
- 3 High Touch Coaching Access Throughout The Process:** A community group is standard. If the trainings are LIVE, it is easy to also add in a Q&A component. You might consider at least one method of 1-on-1 (such as Voxer or Email access).
- 4 The Opportunity To Become Certified, Unlocking Various Bonuses:** After meeting the standards, they become certified and receive digital badges. You might also consider mailing physical certificates.
- 5 The Opportunity To Become Licensed, Unlocking Various Bonuses:** After signing a licensing agreement, they receive material they can use-as-their-own.



THE STANDARD PRICING:

- The Range:** \$2000 - \$200,000
- First Timer:** \$5000-\$10,000
- Experienced:** \$25,000-\$50,000
- Payment Plans:** Limited To 3-9 Months



THE 5 CONVERSION STRATEGIES

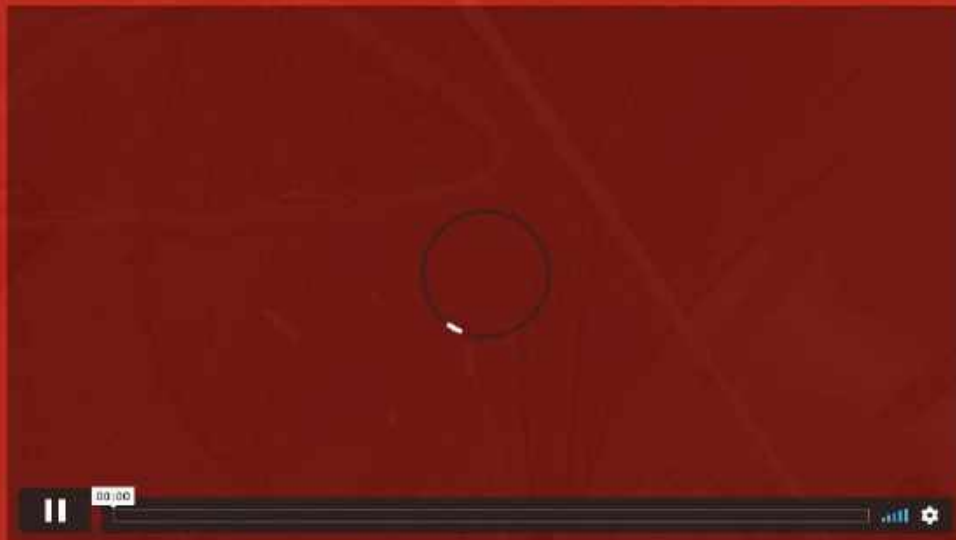
- 1 Applications:** You filter out unqualified leads by requiring all interested in the program complete an application form. If their application qualifies them for the program, you reach out and offer to schedule a call.
- 2 Free Calls:** All interested leads schedule a sales call at no cost.
- 3 Paid Calls:** To filter out unqualified leads or lookie-loos, all interested leads must pay a small fee to book a sales call.
- 4 Deposit First:** No sales call is offered. The sales page goes directly to an order form, which only requires a deposit upfront, creating the appearance of a lower price.
- 5 Direct To Payment:** No sales call is offered. The sales page goes directly to an order form, which has both payment options.

THE SALES PAGE

VIDEO SALES LETTER (ABOVE THE FOLD)

This Industry Is Plagued With Business, Marketing, Sales, And Money Coaches Who Charge Up The Butt Hole And Give Little To Their Clients In Return...

SO WHEN YOU SWOOP IN LIKE WONDER WOMAN AND SAVE THE DAY WITH THESE QUICK CASH INJECTION STRATEGIES THAT CAN MAKE YOUR CLIENTS BIG MONEY FAST NEEDLESS TO SAY, YOU STAND OUT.



***"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
SIGN ME UP FOR AN INTRO CALL!"***

Quick! Schedule your call while you can! There were only 25 spots available and within the first 48hrs of doors opening, 5 spots were snatched up!

THE PROBLEM (POINT “A”)

The Certified Cash Injection Coach™ Program is the only certification program that not only teaches coaches how take control of the cash flow in their own business (with quick cash strategies that don't require a webinar, sales page, big launch, or crazy technology), **but it also teaches coaches how to apply these same strategies into their client's business too.**

Because when you are able to get your clients Big Results Super Fast...

- ★ You generate more testimonials and case studies to show off in your marketing
- ★ You feel a gazillion times more confident in your services
- ★ You increase your prices with ease too!

NOBODY TOLD YOU ABOUT ALL THE VILLAINS AROUND HERE, DID THEY?

You know, the ones hiding in grimy back alleys, waiting to mess up your game and keep you from even coming near your goals.

They're in cahoots, these nefarious evil-doers... and they're after your income... your time... and your sanity.

But most of all, they want to destroy your coaching powers for good! (Well, for evil, really...)

I've been patrolling the streets around here for a LONG time, and I've pretty much seen it all.

- ★ Women and men hunkered down in fear, wondering why they ever decided to become coaches in the first place...
- ★ Business and marketing coaches robbed of the ability to charge the fees they really deserve...
- ★ Clients who have paid huge sums for coaching, wandering around lost and empty-handed...
- ★ Bright, innovative coaches confined to the shadows of obscurity because of a lack of testimonials....
- ★ Half-crazed sales and money coaches muttering incoherently to themselves, trying to figure out what to offer to their clients...

All because the Coaching Universe is rife with villains who will do anything in their power to ruin you!

THE PROOF (STICK STRATEGY)



"98 SALES CALLS IN 48 HOURS!"

I knew within a couple of posts that I just had to work with Amanda, her energy and positivity is contagious and so is her success! I implemented a few strategies from her Cash Injection Campaign and booked 98 strategy calls in 48 hours! I have since implemented a few more and was able to generate 7k in the first week of 2017! I have no doubt that Amanda's strategies work and I have seen a return on my investment and then some within a few weeks of working with her. She's AHHH-MAZING!

~ Wendy Porter, Instagram Expert, Arizona,
Had A Sizable Following To Tap Into



"\$20K IN 2 WEEKS WITH NO HUSTLE!"

I was able to create \$20K in barely 2 weeks and never had to create a sales page, setup technology or hustle to make it happen! This is RINSE. REPEAT process that EVERY entrepreneur needs to inject into their business!"

~ Ann Strout, Business Coach, Maine
Had Previous Clients To Tap Into



"\$21K IN 60 DAYS!"

"I'm somewhat of a veteran in the online world, and have done many launches, campaigns, funnels, you name it. I did a VIP Day with Amanda over the summer and she gave me a cash injection campaign which resulted in 21k in new money in 60 days. It was some of the easiest money I've made in my business. AGP knows her stuff! Thanks Amanda!"

~ Christine Gallagher, Business Coach, New Jersey
Had A Mailing List To Tap Into



"4 CLIENTS IN ONE WEEK!"

"I made my money back by sending one email, so it was well worth the investment. By using the strategies in the program, I secured 4 new deals within the 1 week. 3 of the packages were from clients whose work would have otherwise come to an end and 1 package was for a new client. The best part of the program, was that it taught me how to think of ways to serve my existing clients in ways that I would have not explored without the training in Amanda's program."

~ Treva Marshall, Web Expert, Texas
Had A Couple Previous Clients To Tap Into

THESE CASH INJECTION CAMPAIGNS ARE BEYOND BALLER!

In fact, I have simplified and templated this so well that of the 37 clients who have gone through my cash injection campaigns, they made approximately HALF A MILLION DOLLARS, with some people getting results in as quick as 30 minutes and others taking 60 days.

The more you have in place (mailing list, previous clients, social media following, referral partners, etc), the bigger the results you have the potential to create in a faster period of time. If you're not sure what you have in place, we'll teach you how to identify your opportunities, just as we did with the case studies above!

How would you like experience this for yourself?

Well, now you finally have a chance to make that difference, because I've decided to give you the opportunity to swipe my cash injection process, campaigns, and templates to use in your business (AND you can educate your clients about them too)!

THE PERSONA (IDENTITY SHIFT)

IT'S TIME FOR A NEW BREED OF BUSINESS AND MARKETING COACHES!

Coaches Who Give A Crap About Their Clients Results.
Coaches Who Have An INTENTIONAL STRATEGY AND PLAN
For How To Get Their Clients Big RESULTS
Coaches Who Get Those Results QUICKLY And Easily.

***IT'S MY NOT-SO-SECRET SUPERPRENEUR MISSION TO CHANGE THE COACHING
INDUSTRY AND CREATE THE BEST OF THE BEST COACHES THROUGH:***



***"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
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and within the first 48hrs of doors opening, 5 spots were snatched up!

ARE YOU "CERTIFIED CASH INJECTION COACH" MATERIAL?

- ✓ You want to have complete control over your cash flow and get it without needing a sales page, technology, or fancy launch...
- ✓ You're a business, marketing, sales, or money coach and you want to help your client get bigger results in faster time frames...
- ✓ You'd love a hand with speeding up and improving those results through a system that is intentionally designed to do just that...
- ✓ You'd love to feel confident in your coaching so that you can navigate your sales conversations without anxiety, shame, or guilt, knowing your clients are in good hands...
- ✓ You'd love to increase testimonials, case studies, and client results in your marketing so that you can raise your prices with ease...
- ✓ You'd love to take part in a respected and powerful certification program that will help distinguish your value and expertise in this competitive marketplace...
- ✓ You'd love to save tons of man hours and trial and error with done-for-you and original content and distributable copy to use with your clients...
- ✓ You're giddy and filled with joy when you imagine boosting your client base, and providing real and true value to customers who eager to pay what your level of coaching and expertise DESERVES!
- ✓ You're so ready to break the mold and become exceptional in your coaching business, to fulfill your true nerd potential and boost the caliber and value of your services...

**IF THAT SOUNDS LIKE YOU ...
HERE'S YOUR OPPORTUNITY TO INCREASE
YOUR CLIENT RESULTS, CONFIDENCE, PRICES, AND INCOME WITH**



THE PATH (CERTIFICATION FRAMEWORK)

THE CERTIFICATION PROGRAM FOLLOWS A 3-PRONGED APPROACH:



1 DO

You will experience Cash Injections first-hand, so that you know how to do them in your own business before you go and try to teach it to someone else.

Rather than simply regurgitating my campaign information to your clients, you will actually do your own cash injections, so that through your own understanding of the process of controlling cash flow, you can provide valuable advice to your clients.

The understanding and ability to simplify and speed up cash creation is beyond crucial to growing your business especially when times are tight or you're in a pinch. Understanding and experiencing by doing will help you to deliver this knowledge to your clients.

Plus, Win-Win, by implementing these campaigns, you'll can try your hand at injecting some quick cash into your own business too (that's always fun!)

2 TEACH

Because doing and teaching are two very different things, you will learn how to actually teach and coach someone on cash injections.

My goal is to make you one of the best of the best coaches out there, so you will receive extensive training on how to be a great coach.

This includes how to coach your clients through picking offers, picking traffic, picking cash injection campaigns, implementing them, and what to do if something does wrong or a client doesn't have a lot

training on how to be a great coach.

This includes how to coach your clients through picking offers, picking traffic, picking cash injection campaigns, implementing them, and what to do if something goes wrong or a client doesn't have a lot in place. These are all scenarios you, as a coach, must be prepared for if you want to get great results and give a great client experience.

Remember: When your clients see results, so will you.

Expect to see more testimonials, referrals, and returning business. Not to mention, increased recognition and status within this field.

3 SELL

You will learn how to plug cash injections into your current business, offers, and services. You'll learn when it's best to do these campaigns, what type of entrepreneurs they work best for, and all that jazz!

In fact, you'll even get my pre-developed and thoughtfully crafted written sales pages, emails, and marketing collateral so that you can run your own Cash Injection Intensives, VIP Days, and more.

I'm a bit of a template whore, soooooo...yay!

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THE PROOF



**TIME TO BRING OUT A REALLY LONG MEASURING TAPE...
MY CLIENTS' SUCCESSES STRETCH FAR AND WIDE!**

LET'S MAGNIFY THE CASE STUDIES



"I MADE \$295K IN 30 DAYS!"

"Amanda has an innate ability to help you realize what resources are already available to you in your business and then expand on those opportunities. I will admit that I had NO IDEA that my cash injection campaign would be so successful (I made 6 \$7500 sales and 1 \$250,000 sale in 30 days!). I was intimidated as I was very new to this world and had never offered something so expensive before. However, with Amanda's guidance and encouragement, I was able to think more creatively about what services I could offer, and what my time and energy were TRULY worth. I'm not sure where you are going in your business, but I can promise you that Amanda is full of amazing ideas to help you get to where you want to be. Just take the leap of faith and commit to yourself and your worth, and you are halfway there....she will help with the rest! ~"

~ Jasmine Judson, Yoga Instructor, Hawaii
Had 3 Brick & Mortar Stores To Tap Into



**"\$25K + AN ADDITIONAL \$5K IN RECURRING REVENUE IN
2 WEEKS!"**

"Using the strategies Amanda's cash injection campaign, I was able to book 5 clients at \$5K in less than two weeks. In addition, she urged me to do a Black Friday campaign which I wasn't planning on doing and I got 113 new members into my membership site in 48 hours. That will equal up to an additional \$5K in recurring revenue. The strategies are easy to implement, can be done without any



"THE QUICKEST \$7K I'VE EVER MADE!"

"I play the harp - I'm great at playing and teaching music, not great at numbers. It never even occurred to me to try a "cash injection" but with Amanda's plan, I made 20 phone calls and had 4 coaching clients at DOUBLE my usual teaching rate. That was the quickest \$7000 I ever earned! And the best part is, Amanda taught me her system that will allow me to repeat and multiply that success as much as I want!"

~ Anne Sullivan, Coach For Harpists, Pennsylvania
Had A Niche Mailing List To Tap Into



"I MADE AN ROI IN ONE WEEK FROM ONE CAMPAIGN"

"What I love about Amanda is that she really respects your investment and genuinely wants you to make your money back. After just implementing one campaign with her templates, I made \$5k right away (which was more than what I had paid her). That was ONE campaign, ONE week, and a complete ROI. Imagine what you could do if you had more time with her and even more of her campaigns in your pocket. One word: Gold"

~ Amy Pearson, Approval Coach, Oregon
Had A Mailing List To Tap Into



"I IMPLEMENTED LAST MINUTE AND STILL MADE MY MONEY BACK"

"I joined the Cash Injection program just before I was about to go on a two week vacation abroad. But, I was at a point where many events in my personal life had started to seep into my business productivity and I was starting to feel blah about where I was going. I hadn't launched anything in a while and I was just sort of coasting by and doing contract work. That's why I said yes because I have always had great experiences with Amanda's programs. So, when I joined, I also knew I would get started really late in the game, literally only a handful of days before the end. So, I jumped in, followed the lessons, figured out really quickly which campaign was ideal for what I wanted to do, and just followed the steps. The best part was I didn't have to do a whole lot to set anything up. I didn't have to create any big funnels or do a ton of webinars. I knew exactly who to reach out to. I only really invited members from my list and Facebook group to the program, made back the money I had invested in the program and more in those few days, and more women joined after the Cash Injection program was technically over. One of the unexpected results was that through my brief efforts of inviting women to the program, I

THE POSSIBILITIES (“POINT B”)

Imagine if you knew exactly how to identify the wells of opportunity for new income in your business?

Imagine if you knew exactly how to tap into those wells of opportunity and put offers in front of potential new clients so that it led to true results?

Imagine if you could educate your clients on this too?
(they'll be shouting your name from the rooftops, let me tell ya!)

Wouldn't that be worth signing up for the Certified Cash Injection Coach™ program?

***"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
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THE PERSON (CREDIBILITY MARKERS)

ALLOW ME TO SHED A BIT OF LIGHT ON MY STORY AS A COACH!



My name is Amanda Goldman-Petri and I am the proud founder of MarketLikeANerd.com! I am an internationally renowned "Work Smarter, Not Harder" Online Marketing Coach. If you're ready to maximize profits while minimizing the amount of time and effort, that's my specialty!

I like to think of myself as a "B2 Yoda" wise beyond my years, because although I have experienced and overcome many challenges in my life (poverty, child abuse, rape, teen pregnancy, and near death), I have continued to get back up to create results like this:

- ★ Created my first \$10K month at the young age of 22
- ★ Booked ~\$150K in 4 months at the age of 23
- ★ Booked ~\$120K in 90 Days at the age of 25
- ★ Booked ~\$500K in 90 Days at the age of 26
- ★ Expanded my business to 19 countries

heck, as proof this isn't BS, if you email me, I'm happy to share the names of everyone who bought from me in those time frame and the amount they signed up for!



The success rate of these campaigns is super crazy town.

When I check a month or so ago, ~80% of my mastermind clients were generating money within 30 days and ~58% of my VIP Day clients made the entire cost of the program super fast (for some, they made it back BEFORE the VIP Day even happened LOL, and for most it was within 2 weeks of implementing the campaign! (It's important to note, that statistics provided only include money DIRECTLY earned as a result of my campaign and templates.

This showcases the amazing ability my programs have to ACHIEVE RESULTS.

Wouldn't comparable results sound like this program in a A+ choice?

If you're ready discover how to balloon your profits with less work, forget the sacrifice and free, and finally create a financially-free life full of impact and freedom, I'm the coach for you...

**"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
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THE PRODUCT (WHAT'S INCLUDED)



**BRING OUT YOUR HORN RIMMED GLASSES....
LET'S TALK MORE ABOUT WHAT YOU'LL RECEIVE!**



1) ACCESS TO ALL 8 CASH INJECTION CAMPAIGNS, TRAININGS, AND TEMPLATES

First and foremost, you'll learn how cash injection campaigns really work via a 1-hour video training, as well as 20-minute video trainings on each of the 8 campaigns. These are the SAME videos and campaigns my clients are using.

Prior VIP and Mastermind clients have paid \$10-20K to access these resources alone.

Here you'll learn about control over your cash flow. Knowing how to boost revenue in tight times is an asset you'll want to have. When profit margins narrow, when paying yourself, when adding an expense or adding an employee, mastering cash injections fast can do wonders for your business and coaching.



2) 3 WEEK CASH INJECTION INTENSIVE CONTEST

You will have 1 week to plan out your cash injection campaigns, and then 2 weeks to implement. This will be a race to make as much money as possible as quickly as possible.

Contests and prizes will be awarded for implementing and seeing results from the campaign! My prior clients have loved this fun feature to my programs. It's a great way to boost motivation and incentivize action.

Not only will this first-hand experience make you a better coach, but you will also be working on actively generating money in your own business (and, by the way, you are **REQUIRED** to make money from the campaigns in order to be eligible for certification...THAT is how confident we are in the material and how **SERIOUS** we are about creating the best of the best!!



5) 6 LIVE CERTIFICATION TELESEMINAR TRAININGS AND Q & A SESSIONS!

Here, I will personally teach you how to be a great cash injection coach and strategize these campaigns with your own clients.

This includes: teaching you how to brainstorm offers, take inventory of your client's traffic, help your clients pick what order to do the campaigns in, specific questions and FAQs for each campaign, and how to handle it when your clients don't see results, or aren't taking action from the campaigns.

We'll also talk about how to track your clients results, and overall how to incorporate these campaigns into your coaching programs, services, and offers.

You'll even have the opportunity to ask questions live and gain direct insight from your mentor (yours truly, Amanda!).

I want you to become the best possible coach you can be...

In depth knowledge (combined with real-life experience) will allow you the expertise to be a stand-out coach in your industry getting real results for your clients. These 6 Certification Trainings are designed to make you a powerful and confident coach.



4) DOZENS OF DOWNLOADABLE, STEP-BY-STEP HANDOUTS, TEMPLATES, AND SCRIPTS THAT YOU MAY DISTRIBUTE, MARKET, AND WHITE-LABEL-RESELL AS YOUR OWN.

Material is essential to completing, teaching, and selling cash injections. You'll save a wealth of time through "done for you" content designed to maximize results with your clients. These "out of the box" materials make it easy for you to deliver RESULTS!



5) HIGH QUALITY SUPPORT THROUGH VOXER ACCESS TO OUR HEAD CERTIFIED CASH INJECTION COACH™ AND A LIFETIME FACEBOOK MEMBERSHIP!

My number one goal is to give all of my client's exceptional service. Through the Certified Cash Injection Coach™ Program, you will see that I am highly responsive, accessible, and reliable. It is important that my company exceeds expectations and delivers on A+ customer service.

If we're trying to breed the best of the best coaches, we should walk our talk, right?



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If we're trying to breed the best of the best coaches, we should walk our talk, right?!

Expect quick responses (forget waiting 4-5 days for feedback!) and thoughtful replies. Accountability is extremely important, and so is your success. I strongly believe in putting clients (aka my fellow knowledge-hungry coaches) first. Always.

**"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
SIGN ME UP FOR AN INTRO CALL!"**

Come on, now. Just bite the bullet and schedule your call.
You know if you've read this far, you want to.

THE PRESSURE (OBJECTION HANDLING)

THE CERTIFIED CASH INJECTION COACH™ PROGRAM WAS INTENTIONALLY DESIGNED TO BOOST CLIENT RESULTS & CONFIDENCE, SO YOU CAN RAISE YOUR PRICES AND INCOME TOO!

It's time to put away any limiting beliefs that you may have, because when you arm yourself with the right toolset and the best knowledge out there, you'll be leagues above the rest.

- ✓ YOU could be the coach everyone is raving about and tagging in Facebook Groups.
- ✓ YOU could be the coach bragging about her clients results.
- ✓ YOU could be the coach who generates referral after referral and sale after sale with minimal effort, because your results sell your programs and services for you.

Let's break through any pre-defined boundaries and limitations you may have today.

Once you have these campaigns, your business (and your impact on the world) will completely change.

There is no limit or ceiling to what you can produce, and it takes an enthusiastic mind to begin to fulfill your great potential!

THE CERTIFIED CASH INJECTION COACH™ PROGRAM WILL HELP YOU UNLOCK THAT SUPER COACH POTENTIAL BECAUSE IT IS RESULTS FOCUSED ...

If you're looking for a coach who will actually measure your results every step of the way, you're in the right place. This program is designed to get you into action, not further confuse you with a gazillion unnecessary steps. We focus on delivering real, actionable and genuine VALUE you can implement within your coaching business.

This program is designed to change lives (yours and your clients). Are you ready to take your special place in revolutionizing this industry? If so, today may be the perfect day to join me in the Certified Cash Injection Coach™ Program.

Let's set up a call to see if this program may be the right fit for you.

**"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
SIGN ME UP FOR AN INTRO CALL!"**

FLASH RECAP! HERE'S WHAT YOU'LL RECEIVE IN THE CERTIFIED CASH INJECTION COACH™ PROGRAM:

- ★ Access to all 8 Cash Injection campaigns, trainings, and templates
- ★ A 3-Week Cash Injection Intensive where YOU have the opportunity to complete and witness the potential these highly-effective cash injections campaigns into your own business!
- ★ Fun contests (and prizes!) to motivate and incentivize you towards RESULTS (let's show off your talents!)
- ★ 5 LIVE certification teleseminar trainings and Question & Answer sessions for the keen insight and actionable advice
- ★ Dozens of "out of the box" handouts, templates and scripts that will save immense time. You can feel free to distribute and brand as your own... simply click and download for step-by-step, easy to follow direction
- ★ Access to the exclusive Lair (a fun member's only hub and "top secret portal") to access newly released secret trainings. Shh!
- ★ Voxer access for quality support our Head Certified Cash Injection Coach™
- ★ Lifetime access to our members only Facebook group, where you may receive support, interact with, and share knowledge with your peers, coach Amanda, and fellow coaches
- ★ 4 months of LIVE support (through both Voxer and our Facebook group)
- ★ A wide variety of incredible bonuses designed to add even MORE incredible value to your coaching business!

**THE CERTIFIED CASH INJECTION PROGRAM™ IS NOT ROLLING, SO YOU MUST
JOIN NOW TO GET ACCESS. THERE ARE 25 SPOTS AVAILABLE AND 5 SPOTS
WERE TAKEN IN THE FIRST 48 HOURS, SO IT WILL FILL FAST!**

**"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
SIGN ME UP FOR AN INTRO CALL!"**

What's to lose in having a discussion about this? As a coach committed to delivering extraordinary

I want to find coaches who are serious about finding an exceptionally high-quality certification program designed to provide results for their business and their clients businesses.

This a highly detailed, intensive program created to deliver outstanding results and empower you to become the absolute best coach that you can become. This program strives to break the norm and set a path for excellence, to revolutionize this industry by helping develop GREAT coaches.

Do you still have concerns that may not get results? Have no fear!



I'll give you FREE access to one of my other programs of my choice that is appropriate for where you are at in business. In the event that you implement and still don't get results from this program, I'll pick another one of my trainings from My Secret Lair to give to you. I make this offer as an act of good faith. Please don't allow it to be a crutch or excuse to not take action or fully utilize the program.

Still have questions? Or, maybe you're ready to get going and just need the sign up link?

Let's just schedule a call to chat first. It's as important to me that this coaching program is the right fit for my clients.

***"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
SIGN ME UP FOR AN INTRO CALL!"***

Quick! Schedule your call while you can. The trainings begin soon and a limited number of spots are available! Request an interview now!

FREQUENTLY ASKED QUESTIONS

QUESTION: Who is this for?

ANSWER: While the campaigns can work with any business owner - online or off - in any industry - the CERTIFICATION is meant for Business, Sales, Marketing, or Money Coaches.

QUESTION: What are these Cash Injection Campaigns that I'm learning to do?

ANSWER: What I do is called "Cash Injection Campaigns". I have designed a series of campaigns that work to up business cash flow without a big launch, Facebook ads, or even those pesky webinars. The offer on this page is to get access to my Cash Injection Campaign Strategies, Templates, and Trainings.

QUESTION: What is the investment for the program? Are payment options available?

ANSWER: To join is just one payment of \$5000 or 4 payments of \$1250. Whether you pay in full or choose a payment plan option, the fee to join is the same either way. Please just choose whichever feels best for you. Please note that even if you choose a payment plan option, this is NOT a month-to-month, cancel-anytime program and you will still be responsible for the full \$5k for the program.

QUESTION: When does the program start, and how long does it last?

ANSWER: The program will begin the first week of March. March is when we will focus on implementing and doing your own cash injection campaigns via the 3-week contest. April we will focus on the teleseminars and learning how to TEACH cash injections. And in May you will get all of your requirements in order to finish the certification.

QUESTION: How much time do I need to devote to this?

ANSWER: You should block out 2 hours per week for the program from the beginning of March until the end of

QUESTION: Are there any policies or disclaimers I should be aware of?

ANSWER: There are 3 major legal policies or disclaimers to be aware of before purchasing.

COURTESY REMINDER: You are purchasing this Program as a business owner, which means you may be giving up valuable legal rights to consumers in your state.

BILLING POLICIES: Our policy at Market Like A Nerd, LLC is that all sales are final. There are no refunds and you are responsible for the full amount of the order whether you pay in full or use a payment plan, as we encourage our clients to purchase with the integrity to own their buying decisions. We understand there are extenuating circumstances that may occur and as such, we have included a "Super Safe Guarantee". In the event that you implement and do not see results, we will choose one of our other programs to gift to you at no additional cost. By placing your order, you are indicating your agreement to the terms of this offer and to our billing policies on <http://marketlikeanerd.com/policies-billing-policies/>

EARNINGS DISCLAIMER: When addressing financial matters on our website and in any of our marketing, including but not limited to our newsletters, program pages, videos, and other content, every effort has been made to ensure that we accurately represent our programs and their ability to improve your life. However, Market Like A Nerd LLC does not guarantee that you will get any results or earn any money using our tools, programs, strategies, or recommendations. Nothing on our sites is a promise or guarantee of future earnings. By purchasing on this order form, you agree that you are fully responsible for your progress from your participation and implementation, and that we offer no representations or guarantees verbally or in writing regarding your earnings potential.

QUESTION: What is your refund or cancellation policy?

May.

QUESTION: How long will I have access to the program content for?

ANSWER: Your program content access will be life-time and you will also receive life-time access to any UPDATES I do to the content for free (meaning, no need to re-purchase if I change the modules or re-run the program).

QUESTION: How is this different from other certification programs out there?

ANSWER: Well, it's extremely rare that a business or marketing coach even does Cash Injection Campaigns (and if they do, they might've learned it from me). In fact, most coaches are not INTENTIONAL with their strategy for how to get you results.. Everything I have created here is intentionally designed and well thought out.

Plus, I like to fully own that I am a service-first, client-first company. My clients will attest to this: I over-deliver, like, BIG TIME!

ANSWER: I am 100% committed to supporting you in increasing your cash flow and finally making marketing and money-making simple and speedy.

That being said...

This is a refund-free zone. Partially because I know that I show up 200% fully and give a million times more value, availability, and support than any other coach out there (trust me, I've invested A LOT in coaching).

I have an entire webinar just on the topic of how I intentionally craft my content to get A+ client results.. I genuinely put A LOT of time, thought, effort, and planning into knocking the experience out of the park for you.

And so, YOU have to be willing to hold up your end of the deal. Deal? Let's pinky promise!

Put in the effort, follow through with the system I teach you, and we will create success together.

It's also partially because I believe in Money Karma and that we must own our buying decisions and actions, recognizing that they impact others beyond just ourselves. Just as you would not buy food to make dinner, then take the food back when you decide not to eat dinner, you should treat service businesses with the same respect. It's just good Karma, dude. I literally pay my team money for everyone who joins, so if you try to do a refund or chargeback or any unethical crap like that, I literally freaking LOSE money. Don't F me over like that, pretty please.

**"YES! LET'S SEE IF THIS PROGRAM IS A FIT!
SIGN ME UP FOR AN INTRO CALL!"**

Quick! Schedule your call while you can! There were only 25 spots available and within the first 48hrs of doors opening, 5 spots were snatched up!

LAUNCH EMAILS



STEP #1: PRIVATE PRE-SALES

Individual Reach Out & Pre-Sales To Existing Buyers Or Hot Leads Only



STEP #2: SEGMENTATION

Subject Line:

Take 30 Seconds to Help Me Keep Your Inbox Tidy

Email Body:

NAME, Amanda Goldman-Petri here (but you can call me AGP).

First, I'm over the moon happy to have you
As one of my amazing Market Like a Nerd subscribers!
It's being able to help you grow your marketing super-powers
That makes all of the hard work worth it!

Anyway...
I've just been getting things organized here around my super-lair
And I realized something pretty crazy.
Over the past couple of years,
I've attracted professionals in a variety of niches
And from a wide range of disciplines.

That got me thinking...
I'd like to make sure I'm only sending you info
That's actually exciting and relevant to you.
That way, I don't bug you with stuff you don't care about.

You get fewer emails in your inbox,
And I get to know that I'm serving my people better.
Sound good?

Awesome! So to help me with this little clean-up project,
Could you take a second and click the link that
Best describes you below?

Business, Branding, Sales, Marketing, or Other Money Coach

Health, Fitness, or Other Wellness Coach

VA Website Designer, Graphic Designer, or Done-For-You Provider

Attorney, Accountant, or Other Service Provider

Product-Based Business Owner

Network Marketer

Some Other Kind of Awesome-ness

If you fit into multiple categories, just come on back to the email and click each link that describes you. Once you click, you'll get a secret free gift to thank you for participating.

Thank ya!
xoxo - AGP

Amanda Goldman-Petri
Founder, Market Like A Nerd



STEP #3: THE WAIT LIST

EMAIL #1

Subject Line:

Is the Certified Cash Injection Coach Program for You, ~Contact.FirstName~?

Email Body:

NAME, AGP here.

A while back, I decided to create a program that would help Coaches and other business owners
Not only generate quick cash in their own businesses,
But give them the skillz to teach their clients exactly how
To do the same in their own businesses.

It was called the "Certified Cash Injection Coach Program,"
And holy smokes, did it make a HUGE difference
For the smart cookies who completed the program.

Quick example:
Ann, a Business Coach from Maine,
Raked in \$20K in just 2 weeks using the strategies she learned!

And lots of other people saw the same kind of success
With my Cash Injection methods...
In fact, 72% of them had generated \$5k-\$40K
Within the FIRST 3 WEEKS!
(that's MORE than the program cost)

Why am I telling you this?
Well, there's a pretty good chance that I'll be reopening
The Certified Cash Injection Coach Program
For a handful of people in the near future.
And if I do, you'll want to be on the waitlist
So you get the best chance possible of
Being approved for this application-only training.

So if the ability to create a wave of cash whenever you want
(For yourself AND for your clients)
Sounds like your jam,
Click the link below and get on the waitlist pronto:

[Yes, Amanda! Put Me On the Waitlist Now!]

xoxo - AGP

Amanda Goldman-Petri
Founder, Market Like A Nerd

EMAIL #2

Subject Line:

Did You Get on the Cash Injection Coach Program Waitlist, ~Contact.FirstName~?

Email Body:

NAME, AGP here.

In my last email, I told you that I was kicking around the idea
Of re-opening my 12-week Certified Cash Injection Coach Program
For a few savvy coaches and biz owners
Who wanted to learn how to help their clients generate cash almost "at will."

And I gave you a link to get on the waitlist
So that you have the best shot possible of getting in.
In case you missed it, here's the link:
[Put Me On the Waitlist Now, Amanda!]

Why is learning my cash injection strategies
(and how to teach them to your clients) so important?
Well, chew on this for a second...
When a client of yours rakes in a truckload of money
Using a technique you taught them...
What do you think that's going to do for your credibility?

Yep... right through the roof!
And that means more glowing testimonials,
Referrals out the wazoo,
And a business that's stupidly simple to run.

And, of course, having the ninja skillz to
Create your own cash infusions is nice too...
Like Christine Gallagher, who brought in a heaping \$21K
Using a couple of simple ideas from my training!

There's still room on the waitlist,
So if you want that kind of income-boosting leverage in your biz,
You need to get your name on that list right now:

[Yes, Amanda! I Want On the Waitlist!]

xoxo - AGP

P.S. I know 12 weeks seems pretty short,
Especially for what you're going to learn.
Don't stress - I've structured this hands-on training
To make learning these strategies easy and fun.
Maybe that's why more than half of last season's coaches
Made \$5K+ before the 3rd week was over...
More than enough to cover tuition!



STEP #4: PRIVATE INVITATION TO WAIT LISTERS

EMAIL #1

Subject Line:

[Certified Cash Injection Coach Program] The Doors Are Open (If You Qualify)

Email Body:

NAME,

I'm totally geeking out over some news I want to share with you,
So let me get right to it...
Since you responded to my recent email,
You've got first crack at getting into my
Certified Cash Injection Coach Program
That will be starting very shortly.

In case you're like "Say no more, Amanda. I'm IN!"...
Here's the link with the details:

[Check Out the Program Deets Now]

I've decided to make this program available by application only
Because I only want to work with 10 passionate coaches
Who care about making a real financial difference
For themselves and their clients
(We want only the best of the best coaches
to carry the Certified Cash Injection Coach name).

That means most people won't get in.
And that's okay, because it means that serious pros like you
Will get the attention you deserve!

Ok, I have to be honest... there's another motive too.
I want super-focused, committed people in this season's program
Because I want to blow the doors off of last season's results.
I mean, it was pretty impressive when Jessica pulled in \$23,500
In just 14 days (while working on the program assignments, mind you)...
But I want you to do even better!

So here's what I want you to do:

Go to the Certified Cash Injection Coach Program page
To get all the details:

[Click Here to See the Program Now]

Then, click the button at the bottom of the page
To schedule a call with me.
We'll take a look at your business and your goals
And decide together if this is the right move for you.

I can't wait to chat with you!
xoxo - AGP

Amanda Goldman-Petri
Market Like A Nerd

P.S.: I get that taking a certification program while running your business
Can seem a bit overwhelming,
Once you see how the training meshes so nicely with your biz,
It'll seem pretty danged easy, promise!

[Click Here To Become A Better Coach And Learn How To Get Your Clients Big Results Really Fast By Reselling And Teaching My Cash Injection Campaigns]

EMAIL #2

Subject Line:

If You Want Bigger Results For Your Clients (And More Testimonials)...

Email Body:

NAME, AGP here.

In my last email, I let you in on my little secret...
That I had opened the doors to my
Certified Cash Injection Coach Program
ONLY for a handful of motivated biz owners like you.

In case you missed it, here's the link to the program page:

[See the Certified Cash Injection Coach Program Now]

Anyway, I was just thinking about how Jenn Scalia, one of my clients
Used a couple of the strategies I teach in this program
To lock down \$5K in recurring income in just 24 HOURS
and generated another \$25K in just 2 WEEKS after that...
And I'm wondering if someone will beat that accomplishment this time.

With the tested, proven superhero strategies I teach
To help you set up dead-simple campaigns
(I'll even give you 8 of my own campaigns),
I know that many of the people who are accepted into the program
Are going to see some phenomenal results!

Are you going to be one of those people?
Let's get on the phone and find out.
When you click the link below and scroll to the bottom of the page,
You'll see a big shiny button to schedule a call with me.

When we chat, we'll decide together if you and your clients
Can benefit from the strategic money-generating training
That a handful of people are going to get throughout the 12-week program.

But my schedule is filling up fast,
And 4 of the 10 spots are already filled.
So you need to schedule your call now:

[Click here to Book a Call]
xoxo - AGP

P.S.: I know that this program is quite an investment.
But since 71% of participants in last season's program
Made back their investment (and more)
By the 3rd week of the program...
This could be some of the best cash you ever spend!

When we chat, we'll decide together if you and your clients
Can benefit from the strategic money-generating training
That a handful of people are going to get throughout the 12-week program.

But my schedule is filling up fast,
And 4 of the 10 spots are already filled.
So you need to schedule your call now:

[Click here to Book a Call]
xoxo - AGP

P.S.: I know that this program is quite an investment.
But since 71% of participants in last season's program
Made back their investment (and more)
By the 3rd week of the program...
This could be some of the best cash you ever spend!

EMAIL #3

Subject Line:

The Doors Are Closing on My Certified Cash Injection Coach Program

Email Body:

NAME, AGP here.

I'm going to keep this short and sweet.
You see, I've been spending LOTS of time on the phone
Geeking out with people about my
Certified Cash Injection Coach™ Training Program.

And as of right now, there are only a couple of the 10 spots left
For coaches and biz owners who want to be able to
Easily launch cash-generating campaigns at will
And teach their clients how to do the same.

This fast-paced, eye-opening training is going to produce
Some amazing results for the people lucky enough to participate...
Like Wendy, who booked 98 sales strategy calls in just 2 days!
(Can you imagine being able to use my campaigns with your clients,
and how credible you will be when they get results like this?)

But it's up to you to take the first step.

And, to be honest, this is your last chance.

So if you don't want to miss out on your opportunity
To gain authority and respect from your clients
By becoming a coach who gets REAL financial results
(Like Business/Marketing/Sales/Money Coaches are SUPPOSED TO)...

You need to visit the site below
And click the button at the bottom of the page
To book your one-on-one call with me now:

[Yes, Amanda! Let's Talk About Generating Cash For My Clients!]

xoxo - AGP

P.S.: I'm not just giving you training...
I'm also giving you simple tools, templates, and other swag
To make creating cash injection campaigns a breeze...
Even if you have no tech skills.
I'll tell you more about it on our call!

[Click Here to Book Your Call Now!]



STEP #5: PUBLIC INVITATION

EMAIL #1

Subject Line:

want results like this for YOUR clients?

Email Body:

NAME,
Yesterday my client Christine sent me a voice message.
She was really excited, because the "cash injection campaign"
we came up with for her worked -

Without any list, sales page, webinar, or crazy launch mumbo jumbo she made ~\$7K in a week. To some that is a lot,
to others that's chump change. Either way, here's the cool part...

The reason we came up with this campaign was because
Christine really wanted to sign up for my
Certified Cash Injection Coach™ Training Program,
so that she could get certified in my cash injection campaign,
get control over her own cash flow,
and teach these campaigns to her own clients
so that her clients can get better and faster results too.

The program is only \$5k. It literally hasn't even started yet,
but I am allowing 20 coaches who sign up early to at least
access the campaigns and start implementing their own
cash injections right away.

Christine has ALREADY made a return on her investment.
Within 1 week.
When the program hasn't even started yet.
And her campaign isn't finished either (she's only completed step 1
of campaign #1 - there are 8 total).

So the potential for even bigger results is HUGE.

I'm sharing this with you because, point blank:

**This Industry Is Plagued With Coaches Who Charge Up The Butt Hole
And Give Little To Their Clients In Return.**

How many times have you invested in a coach only to get nada?
How many times have you felt like your coach cared more about their own business than they did about their clients?
How many times have you felt JADED by the coaching industry?

I felt that way too.
Last year, when I hired coach after coach (a pretty penny too!)
only to realize, the more I paid, the less I got...
The more I paid, the less responsive they were to their clients
(but I'll bet your ass they were "on it" with their sales leads)...

**And finally I said, I'm done complaining about the coaching industry.
Instead, I'm going to CHANGE IT.**

I'm ready for a new breed of coaches.
Coaches who give a crap about their clients.
Coaches who care about their client's results.
Coaches who get those results quickly and easily.

And that is why I created
The Certified Cash Injection Coach™ Training Program

Christine is just one of 25 lucky business, sales, marketing, and money coaches who will get to learn and snag my Cash Injection Campaigns
for use in their own businesses and their clients businesses too.

Christine is just one of 25 lucky coaches who will change this industry.
Who will take a stand for getting client results,
Who will put their clients first before their sales,
Who will therefore get more sales, testimonials, case studies, and referrals because by putting their clients first and getting them great results, their own businesses will grow (crazy how just by putting clients first, the rest falls into place).

Christine is just one of these 25 lucky coaches.
And you can be too.

There are 19 spots left (and this invitation is going out to over 10,000 people right now), so if you want to Increase Your Income, Your Confidence, Your Testimonials, Your Prices, and Get Your Clients Better and Faster Results By Snagging My Cash Injection Campaigns For Use In You & Your Clients Businesses, then...

[Click Here To Learn More About Becoming A Certified Cash Injection Coach™](#)

Here's to a new breed of coaches and not standing for being jaded anymore!
xoxo - AGP

Amanda Goldman-Petri
Founder, Market Like A Nerd

EMAIL #2

Subject Line:
Best month in biz!

Email Body:
NAME,
Sometimes we, as entrepreneurs, get stuck
in business models we don't love.

We have coaches who tell us
to just replicate what worked for them,
so we duplicate it, and pigeon-hole ourselves
into THEIR models, instead of discovering
our own.

We get stuck in marketing strategies that don't excite us, that are too much work, too expensive, and make us wish

there was an easier way.

Christine came to me 2 months ago trapped in a "Live Event Model" in her business.

Live Events were how she made her money, but they were expensive and exhausting, and she really hated having her income be dependent on this soul-sucking business model.

I told her that she could make money WITHOUT live events.

I told her that I've been trapped in a business model that I hated once before too - and I realized that there's more than one route to success, so it's just a matter of finding your own lucrative and aligned route.

The fear set in.

It was scary as hell for Christine to ditch her biggest income stream.

She trusted me though (and I thank her for that).

2 months later, and she just posted this in our private client Facebook Group:



And, of course, I teased her "SEE! You didn't even need live events to do it!" (couldn't pass up a good "I told ya so!" hahaha)

The truth is - Christine didn't need live events. She didn't have to pigeon-hole herself into a business model she didn't love.

And you don't have to either.
There's no right or wrong way to build a business
- there's only YOUR WAY.

So don't just replicate someone else's path.
Stop blindly following coaches
who put you into their box.

And, be stubborn.

Be stubborn as hell about creating the EXACT
business you want, instead of settling
for someone else's dream.

When you do that,
your best months in business
also become your EASIEST months too.

xoxo - AGP

Amanda Goldman-Petri
Founder, Market Like A Nerd

PS. Christine is actually a member of my Certified Cash Injection Coach™ Training program, and most of her sales last month came from the work we did together in this program.

There are only a few spots left, so click [here](#) to learn more about how this program will increase your Income, Confidence as a Coach, and support you in getting Better and Faster results for your clients.

SOCIAL MEDIA POSTS

TEASER

**Amanda Goldman-Petri**
January 2 at 10:46am

Happy New Year everyone! 🥳 I know different people handle the new year in different ways... some choose words that embody their focus in the new year...some make resolutions...

I just make decisions.

HERE'S WHAT I HAVE DECIDED IS HAPPENING IN 2017:

- I will finish updating, refining, and creating all of my paid program content
- I will finish all of my remaining business SOPs and hire a Business Manager to finally complete my business vision/model
- I will launch the Certified Cash Injection Coach™ training program, which will be the first coaching certification focused around helping business/marketing/sales coaches to get their clients better/faster results and R.O.I. (with Ann M Strout as our Head Certified Coach)
- I will co-launch the Authority Fame School™ with Minling Chuang to show entrepreneurs how to create an authority brand
- I will launch The Entrepreneur's Secret Lair™ to help you create an impact like superman with an income like bruce wayne
- I will secretly publish a 2018 Yearly Planner and only give it to my Mastermind clients in the last retreat
- I'm easily making \$1.2 Million in a completely unconventional way (in fact, I'm already guaranteed to make \$300K just with my recurring income even if I don't sell another thing!)
- I will grow my mailing list by 40,000

WHAT HAVE YOU "DECIDED" IS HAPPENING IN 2017?
Comment below with your decisions 🙌

 22

9 Comments

PROOF

Congrats to Suzy Ashworth, Kamila Gornia, Shadé Adu, Lori Schulthess Hardegree, Jen Levitz, Christine Gallagher, Julie Cornish, and Jodi Sodini who have already said YES to Becoming a Certified Cash Injection Coach™

These coaches know that your RESULTS are your REPUTATION. When you can get better and faster results for your clients, as a Business Marketing Sales or Money Coach, you will see that your programs and services just sell themselves, because your results sell FOR You.

When you get big results for your clients, you get more testimonials, more referrals, more case studies to use in your marketing. You can raise your prices.

POINT BLANK: you can make more money, all while making a bigger impact too.

This industry is TIRED of the BS coaches who are all talk. This industry is JADED by the "High End" coaches who make shit tons of money, while their clients are all just strapped for cash.

It's time to CHANGE this industry and create a new breed of coaches.

Coaches who get RESULTS.

And the best way to do that is in my...

Certified Cash Injection Coach™ training program, where you will get access to the same cash injection campaigns ...

- I used to make \$500K in 90 days without a webinar or sales page
- My client Jasmine used to make \$295K in 30 days
- My client Jessica used to make \$23K in 2 weeks
- My client Jenn used to add \$5k in RECURRING income to her business in 24 HOURS after signing up, and then added another \$25K in 2 weeks
- My client Suzy used to make \$10K for herself in 2 weeks, and \$3700K for one of her clients too
- My client Lori used to make \$7700 in 5 days, and made \$10K for one of her clients too
- My client Jen used to make \$10K in 3 days
- My client Dee used to make \$4k in week 1, \$10k in week 2, and \$5k in week 3, totaling \$19K in 3 weeks with only 20 people on her list.
- My client Wendy used to get 98 sales calls in 48 hours!

....The list truly does go on.

These campaigns create FAST results WITHOUT a sales

....The list truly does go on.

These campaigns create FAST results WITHOUT a sales page, a webinar, tech, or a big launch.... and some of these peeps had very little in place when they started.

WANT THEM FOR YOU AND YOUR CLIENTS?

Schedule a Call Right Here -->

<http://certifiedcashinjectioncoach.com>

Becoming a Certified Cash Injection Coach™ means getting these cash campaigns for yourself, and being able to teach these to your clients so they can get results too.

You will learn how to...

- DO Cash Injections in your own business, so you can control your own cash flow and inject some quick + easy money into your own business

- TEACH Cash Injections so that your clients can do the same (which means more testimonials and referrals for you)

- SELL Cash Injections so that you know how to weave this into your programs + services to make more money

SCHEDULE AN INTRO CALL TO TALK ABOUT BECOMING A CERTIFIED CASH INJECTION COACH™ RIGHT HERE --->

<http://certifiedcashinjectioncoach.com>



You, Chareen Goodman, Keisha Foster and 2 others



Amanda Goldman-Petri

January 25 at 7:28pm

****CORRECTION**** After I posted earlier sharing my client Christine's story (about how she made \$7K in 1 week just from implementing step 1 of 1 of my 8 cash injection campaigns), SHE CORRECTED ME.

She made sure to let me know it was actually \$8K, not \$7K like I wrote, haha.

I also had 2 of my other [certification](#) clients chime in.

Suzy shared she already made back the full \$5K as of today, and she also implemented a campaign for one of her clients and her client made \$3700.

Anne shared she already made \$20K and she implemented it with a client who made \$19K.

Remember, these are people who joined just a week or two ago, and the program hasn't even started yet.

Screen shots for proof are below 📸

There are now only 17 spots since I made that post earlier, and I've also had people reach out to schedule calls to talk about the program, so if this interests you, I'd recommend you schedule a call really quickly too before spots are gone: <http://certifiedcashinjectioncoach.com> 😊

xoxoAGP

in M Strout Yay!! I am so stoked to get this going! AND let's get the \$20K I made in only 2 weeks! And the \$19K that one client made from me helping her out together her own cash injection is WORKS! and we will support you the entire way, let's do this! 🙌
1 · 1 hr

lagher Ummmm it was actually 8k but

Amanda Goldman-Petri

15 mins



Suzy Ashworth C&K today. /Dazed ❤️

Like · Reply · 1 · 1 hr



Amanda Goldman-Petri Suzy Ashworth for you or for your client? I know you used the campaign on one of your clients and she made \$3700. Is this for her or you? Either way, GREAT WORK!

Like · Reply · 1 hr



Suzy Ashworth For me! 🙌

Like · Reply · 1 · 1 hr

SOCIAL PROOF (CLIENT WELCOMES)



WHAT SHOULD YOU EXPECT FROM LAUNCHING A PREMIUM CERTIFICATION?



STATS FROM THIS LAUNCH

Total Purchases: 21 Purchases
Purchases Requiring Sales Call: 11 (52%)
Purchases Made Without Sales Call: 10 (48%)
Sales Made By Me Personally: 12 (83% Not Requiring Calls)
Sales Made By Sales Manager: 9 (100% Requiring Sales Calls)
Cost Of Program: \$5000 (Or \$1250/Month For 4 Months)
Paid In Full: 1 (5%)
Payment Plans: 20 (95%)
Total Revenue Banked: \$30,000
Total Revenue Booked: \$105,000
Repeat Buyers Created: 18
Retention Rate: 86%



INSIGHTS

You Do Not Need Sales Calls, Especially If (1) You're Managing The Conversations Personally (2) You Have Existing Buyers (3) The Proprietary Nature Of Your Offer Is Strong And It Is Positioned To Have A High-Perceived Value

Payment Plans Are Recommended And Will Likely Be The Choice Utilized If (1) There Is No Benefit To Paying In Full (2) Interest Fees Are Waived. However, The Plan Need Not Be Extended For Too Long.

Offer Upsells And Add-Ons, As These Buyers Will Most Likely Continue Buying