| **ACTION TAKEN: OPTED IN**  **ACTION NOT TAKEN: DIDN’T VIEW SALES PAGE**  **DESIRED ACTION: GO BACK TO SALES PAGE** |
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| **ANGLE #1 - STANDARD OFFER ANNOUNCEMENT** |
| **Creative Options:**   1. Standard Images 2. Disruptive Images |
| You did it! You grabbed our Group Coaching Program Launch Templates pack and now you have everything you need to sell your group coaching program.  After you grabbed your gift, I offered you an additional resources, The Little Black Launch Book.  If you missed it, check out the offer details here ⇒ [SALES PAGE LINK]  With the Little Black Launch Book, You’ll get 24/7 Lifetime Access To Sales Page And Sales Email Templates To Sell Every Offer Under The Sun, Including (But Not Limited To):  VIP Days  Masterminds  DIY Courses  Group Coaching Programs  Certification Programs  Membership Programs  Physical Products  Downloadable Templates  Done-For-You Services (ie. Website Design, Facebook Ads, etc)  PLUS Lifetime Access to ALL Future Templates, Too (We’re Constantly Adding)!  Check out the program details here ⇒ [SALES PAGE LINK]  We’re even giving you access to our Flash Launch Method trainings, where we walk you through how to execute your launches in a flash and get incredible results.  You see... all those “experts” out there telling you how to launch your offers… are just making it WAY too complicated!  They send people on these crazy 69-step journeys that lead them nowhere… and while most of these experts are well meaning… they just don’t know how to do things efficiently. So they’re teaching people to put in a TON of extra work, simply because they don’t know any better!  It’s NO WONDER you haven’t gotten the results you wanted...  It doesn’t have to be that way anymore!  Get The Little Black Launch Book and get your launches off the ground with ease right now ⇒ [SALES PAGE LINK] |
| **ANGLE #2 - WRITING YOUR OWN COPY VS. HIRING SOMEONE FOR COPY (THIRD OPTION: TEMPLATES)** |
| **Creative Options:**   1. Standard Images 2. Disruptive Images |
|  |
| **ACTION TAKEN: VISITED SALES PAGE OR ORDER FORM**  **ACTION NOT TAKEN: DIDN’T BUY**  **DESIRED ACTION: GO BACK TO SALES PAGE** |
| **ANGLE #1 - STANDARD OFFER REMINDER (NO EXCUSES)** |
| **Creative Options:**   1. Standard Images 2. Disruptive Images 3. Amanda Video (done) 4. Jodi Video (done) |
| Finish What You Started! Recently, you viewed our program, the Little Black Launch Book, with plug-and-play launch materials that you can swipe to use in your own coaching program launches.  That was a smart decision, when you consider that the launch templates you’re getting are responsible for generating $50K…$120K…$400K...and even $562K in launch revenue.  If you want to get results like this in your business, you have to finish the checkout process here ⇒ [LINK]  Now I know things come up and we get busy, but here’s the thing...  We can either have money or we can have excuses, but we can’t have both.  So no more excuses!….Whatever you’re doing, stop doing it right now, and click this link to join the Little Black Launch Book ⇒ [LINK]  With the Little Black Launch Book, You’ll get 24/7 Lifetime Access To Sales Page And Sales Email Templates To Sell Every Offer Under The Sun, Including (But Not Limited To):  VIP Days  Masterminds  DIY Courses  Group Coaching Programs  Certification Programs  Membership Programs  Physical Products  Downloadable Templates  Done-For-You Services (ie. Website Design, Facebook Ads, etc)  PLUS Lifetime Access to ALL Future Templates, Too (We’re Constantly Adding)!  Check out the program details here ⇒ [SALES PAGE LINK]  We’re even giving you access to our Flash Launch Method trainings, where we walk you through how to execute your launches in a flash and get incredible results.  You see... all those “experts” out there telling you how to launch your offers… are just making it WAY too complicated!  They send people on these crazy 69-step journeys that lead them nowhere… and while most of these experts are well meaning… they just don’t know how to do things efficiently. So they’re teaching people to put in a TON of extra work, simply because they don’t know any better!  It’s NO WONDER you haven’t gotten the results you wanted...  It doesn’t have to be that way anymore!  Get The Little Black Launch Book and get your launches off the ground with ease right now ⇒ [SALES PAGE LINK]  PS. For a LIMITED TIME ONLY we’re ALSO giving $200 OFF the enrollment. So you don’t want to miss this.  Click here to finish joining the Little Black Launch Book now ⇒ [LINK] |
| **ANGLE #2 - BROKEN LEG** |
| **Creative Options:**   1. Broken Leg Image 2. Leg Tattoo Image 3. Broken Leg Video (in front of Dan’s house) |
| When I was hit, as a pedestrian, by a mini-van going 50+mph, I didn’t expect to find some magic pill to help me be able to walk again without putting in the work. I had to put the effort in if I ever wanted to walk, run, and play sports again.  As a coach, you can’t expect to your launches to get results without doing what it takes to make it happen.  So here’s where I’m confused... You recently viewed the Little Black Launch Book and yet you haven’t finished checking out to access the program materials.  Do you ACTUALLY want the results? Or do you want a magic pill?  If you are SERIOUS about growing your coaching business that allows you to get out from behind the computer, enjoy life, and travel the world, then finish checking out right now ⇒ [LINK]  As a reminder, with the Little Black Launch Book, You’ll get 24/7 Lifetime Access To Sales Page And Sales Email Templates To Sell Every Offer Under The Sun, Including (But Not Limited To):  VIP Days  Masterminds  DIY Courses  Group Coaching Programs  Certification Programs  Membership Programs  Physical Products  Downloadable Templates  Done-For-You Services (ie. Website Design, Facebook Ads, etc)  PLUS Lifetime Access to ALL Future Templates, Too (We’re Constantly Adding)!  Check out the program details here ⇒ [SALES PAGE LINK]  We’re even giving you access to our Flash Launch Method trainings, where we walk you through how to execute your launches in a flash and get incredible results.  You see... all those “experts” out there telling you how to launch your offers… are just making it WAY too complicated!  They send people on these crazy 69-step journeys that lead them nowhere… and while most of these experts are well meaning… they just don’t know how to do things efficiently. So they’re teaching people to put in a TON of extra work, simply because they don’t know any better!  It’s NO WONDER you haven’t gotten the results you wanted...  It doesn’t have to be that way anymore!  Get The Little Black Launch Book and get your launches off the ground with ease right now ⇒ [SALES PAGE LINK] |
| **ANGLE #3 - SQUIRREL DISTRACTION** |
| **Creative Options:**   1. Disruptive Image of a Squirrel 2. Amanda gasping/pointing at a squirrel |
| Did you see a Squirrel and forget to finish checking out for the Little Black Launch Book Program?  Entrepreneurs with shiny object syndrome can get easily distracted and that’s a fast track to burnout (and a surefire way to go broke). To be successful in growing your coaching business, you need to be a FINISHER!  So, today, finish what you started ⇒ [LINK]  As a reminder, with the Little Black Launch Book, You’ll get 24/7 Lifetime Access To Sales Page And Sales Email Templates To Sell Every Offer Under The Sun, Including (But Not Limited To):  VIP Days  Masterminds  DIY Courses  Group Coaching Programs  Certification Programs  Membership Programs  Physical Products  Downloadable Templates  Done-For-You Services (ie. Website Design, Facebook Ads, etc)  PLUS Lifetime Access to ALL Future Templates, Too (We’re Constantly Adding)!  Check out the program details here ⇒ [SALES PAGE LINK]  We’re even giving you access to our Flash Launch Method trainings, where we walk you through how to execute your launches in a flash and get incredible results.  You see... all those “experts” out there telling you how to launch your offers… are just making it WAY too complicated!  They send people on these crazy 69-step journeys that lead them nowhere… and while most of these experts are well meaning… they just don’t know how to do things efficiently. So they’re teaching people to put in a TON of extra work, simply because they don’t know any better!  It’s NO WONDER you haven’t gotten the results you wanted...  It doesn’t have to be that way anymore!  So ignore the squirrels and get your launch off the ground with ease right now ⇒ [LINK] |
| **ANGLE #4 - KIDS DISTRACTION** |
| **Creative Options:**   1. Image of Kids 2. Image Of Us With Our Kids 3. Image of Our Kids |
| Did you get called in for “Mommy Duty” and forget to finish checking out for the Sold Out Masterminds Program?  Entrepreneurs with kiddos can get easily distracted and while we absolutely want to be there for our children, that’s a fast track to burnout and a surefire way to go broke. To be successful in growing your coaching business, you need to be a FINISHER!  So, today, finish what you started ⇒ [LINK]  As a reminder, with the Little Black Launch Book, You’ll get 24/7 Lifetime Access To Sales Page And Sales Email Templates To Sell Every Offer Under The Sun, Including (But Not Limited To):  VIP Days  Masterminds  DIY Courses  Group Coaching Programs  Certification Programs  Membership Programs  Physical Products  Downloadable Templates  Done-For-You Services (ie. Website Design, Facebook Ads, etc)  PLUS Lifetime Access to ALL Future Templates, Too (We’re Constantly Adding)!  Check out the program details here ⇒ [SALES PAGE LINK]  We’re even giving you access to our Flash Launch Method trainings, where we walk you through how to execute your launches in a flash and get incredible results.  You see... all those “experts” out there telling you how to launch your offers… are just making it WAY too complicated!  They send people on these crazy 69-step journeys that lead them nowhere… and while most of these experts are well meaning… they just don’t know how to do things efficiently. So they’re teaching people to put in a TON of extra work, simply because they don’t know any better!  It’s NO WONDER you haven’t gotten the results you wanted...  It doesn’t have to be that way anymore!  So tell the kids you need some “Mommy Time” and get your launches off the ground with ease now ⇒ [LINK] |
| **ANGLE #6 - HEARTFELT PITCH (LAUNCHING HAS CHANGED MY LIFE)** |
| **Creative Options:**   1. Standard Images 2. Disruptive Images 3. Before/After image of me depressed vs. me now |
| If I allowed my circumstances to control where I was going in life, I wouldn't be happily married with 2 beautiful boys in a home I love running a business I can't get enough of. I grew up poor in a crappy part of Baltimore with a drug addict for a father, and a child abuser for a step-father.  For years, I buried myself in books, hoping that education would be my release from that life. And FINALLY when I was about to enter college, things started falling apart. I was hit by an 80 yr old man driving a mini-van at 50mph while I was walking across the street. I spent a week in shock trauma. Months learning to walk again. Years coping with PTSD. And it didn't stop there. I was raped while in recovery. And in that time when I felt so angry at my body, I found out I was pregnant. The pregnant freshman on campus... so scandalous... People laughed and teased, and all the while I was dying inside. Wishing life would get easier.  All I wanted was happiness. It took YEARS searching. I studied medicine, writing, russian, chinese...EVERYTHING. The search was grueling, exhausting, and it was difficult to keep the faith that I would have a financially free and happy life.  That all changed when I found online marketing.  I mean this when I say that launching and selling my programs and services online completely changed my life.  I’ll get back to that in a moment, but first: You can read more about how we can help you launch your offers online with ease right here ⇒ [LINK]  Back to the story…Before mastering online launches, I was renting an apartment, barely making ends meet, and attached to my computer all day long.  But I got better and better at it. Generating $10K from my launch...then $25K...then $50K...then $120K...then $400K...and finally at $562K from a launch, I was able to:  \* buy my own house  \* pay myself enough to get my husband his dream boat, paid for in CASH, and  \* start taking 10+ vacations per year  So when I see other coaches struggling to launch their offers online…  When I see them still charging so little for their services...working so hard to get clients in the door…  Trapping themselves behind the computer…  I want to scream at the top of my lungs, “JUST USE MY FLASH LAUNCH FORMULA, DARN IT!”  That’s why I created the Little Black Launch Book.  To help coaches just like you to stop working so hard to launch your offers online and actually get results with ease.  Listen...The Little Black Launch book is not just another course to me.  It is my legacy, because I know you NEED this if you want to uplevel your business.  Make the smart business decision and give your life the real shot it deserves. We have EVERYTHING you need right here ⇒ [LINK]  With the Little Black Launch Book, you’ll get 24/7 Lifetime Access To Sales Page And Sales Email Templates To Sell Every Offer Under The Sun, Including (But Not Limited To):  VIP Days  Masterminds  DIY Courses  Group Coaching Programs  Certification Programs  Membership Programs  Physical Products  Downloadable Templates  Done-For-You Services (ie. Website Design, Facebook Ads, etc)  PLUS Lifetime Access to ALL Future Templates, Too (We’re Constantly Adding)!  Check out the program details here ⇒ [SALES PAGE LINK]  We’re even giving you access to our Flash Launch Method trainings, where we walk you through how to execute your launches in a flash and get incredible results.  You see... all those “experts” out there telling you how to launch your offers… are just making it WAY too complicated!  They send people on these crazy 69-step journeys that lead them nowhere… and while most of these experts are well meaning… they just don’t know how to do things efficiently. So they’re teaching people to put in a TON of extra work, simply because they don’t know any better!  It’s NO WONDER you haven’t gotten the results you wanted...  It doesn’t have to be that way anymore!  Get The Little Black Launch Book and get your launches off the ground with ease right now ⇒ [SALES PAGE LINK] |
| **ANGLE #7 - PRICE OBJECTION** |
| **Creative Options:**   1. Standard Images 2. Disruptive Images |
| There was a time when I thought the world was out to get me... Like, it wasn't enough for me to grow up in an abusive home, I had to get raped too? pregnant at 18? and bullied for it?... I was massively depressed. I wanted to die.  Until I realized the reason my life was so sad is because I was allowing it to be. I was interpreting everything that happened negatively.  Your perspective is so powerful. Your outlook MATTERS.  It can turn your life from terrible to fantastic in two seconds.  It can turn your business from stressful to a blessing instantly.  It can turn the coaching program you want to buy from “expensive” to “worth it” in a single moment.  Recently, you viewed our program, The Little Black Launch Book, with all of the plug-and-play launch material you need to sell ANY and EVERY coaching service possible online with ease.  And while the enrollment fee may feel “expensive” or “too much” to some entrepreneurs who choose to interpret it that way, the successful ones are going to choose to see it from another, more powerful perspective.  The successful entrepreneurs are going to look at these templates ands see that using the SAME ones you’re getting in this templates pack, I was able to generate up to $562K from a SINGLE launch….They’re going to do the math, and instantly see it as totally worth it.  The successful entrepreneurs know their perspective is powerful.  They will stop at nothing to be successful.  They won’t let fears or excuses or circumstances stand in their way.  Will you?  Go here to finish checkout and get your launch off the ground with the Little Black Launch Book ⇒ [LINK]  Look...If I can overcome rape, child abuse, teen pregnancy, and near death to bring in $562K in a single launch...YOU can overcome whatever is standing in your way too.  Do it now. ⇒ [LINK] |
| **ANGLE #8 - PRICE OBJECTION** |
| **Creative Options:**   1. Standard Images 2. Disruptive Images |
| One thing that DRIVES ME CRAZY is seeing entrepreneurs choose not to invest in the things they clearly want or need to grow their business. They say "no" to coaching programs, softwares, and tools. They complain about paypal and credit card fees, trying to find ways around it. They waste time searching for all the free options first.  YOU KNOW WHAT THIS TELLS ME?  It is a sure-fire sign that you have little or no faith in your ability to make money, and you desperately NEED a dose of optimism.  Because if you did have unwavering faith that you WILL be successful, would a $10K investment for a coaching program really matter? Nope. (I once invested $10K for a coach for an 8 WEEK program. I DIDN'T FLINCH. Because I had FAITH that I would make the money back.)  I BELIEVE in my ability to make money.  I BELIEVE that this optimism will send money my way.  I BELIEVE that you can do it too.  Recently, you viewed our program, The Little Black Launch Book, with all of the plug-and-play launch material you need to sell ANY and EVERY coaching service possible online with ease.  And while the enrollment fee may feel “expensive” or “too much” to some entrepreneurs who choose to interpret it that way, the successful ones are going to choose to see it from another, more powerful perspective.  The successful entrepreneurs are going to look at these templates ands see that using the SAME ones you’re getting in this templates pack, I was able to generate up to $562K from a SINGLE launch….They’re going to do the math, and instantly see it as totally worth it.  The successful entrepreneurs know their perspective is powerful.  They will stop at nothing to be successful.  They won’t let fears or excuses or circumstances stand in their way.  Will you?  Go here to finish checkout and get your launch off the ground with the Little Black Launch Book ⇒ [LINK]  Look...If I can overcome rape, child abuse, teen pregnancy, and near death to bring in $562K in a single launch...YOU can overcome whatever is standing in your way too.  Do it now. ⇒ [LINK] |
| **ANGLE #9 - PROOF (WE TAKE CARE OF OUR PEOPLE)** |
| **Creative Options:**   1. Carousel with client faces 2. Carousel with client testimonials 3. Video like Arne’s with client testimonials 4. Picture with clients |
| I've literally given my clients copies of all 80+ Operating Procedures I carefully crafted that outlines how my ENTIRE business runs...  I've literally given my clients copies of all of my packages and contracts that I took years to perfect...  I've literally given clients permission to copy my programs and sales copy...  I've literally written their copy for them, just to help 'em out...  I've literally mailed my list and posted in my community groups on their behalf, not out of obligation since it wasn't guaranteed in my programs, but to be of service...  WHEN YOU GO ABOVE AND BEYOND FOR YOUR CLIENTS, YOU FOSTER LOYALTY.  Why are we so scared to give away our best stuff?  To give more of ourselves?  If you are truly in this to serve, service should be the #1 priority... and you should stop at nothing to get your clients results and give them an experience they will never forget!  Recently, you viewed our program, Sold Out Masterminds, about how to create, sell out, scale, and deliver your own high ticket mastermind program.  And I want you to know that in this program, you will be well taken care of. We will be there for you and we will support you completely.  Check out our gazillions of client testimonials.  Listen...The Little Black Launch book is not just another course to me.  It is my legacy, because I know you NEED this if you want to uplevel your business.  Make the smart business decision and give your life the real shot it deserves. We have EVERYTHING you need right here ⇒ [LINK]  With the Little Black Launch Book, you’ll get 24/7 Lifetime Access To Sales Page And Sales Email Templates To Sell Every Offer Under The Sun, Including (But Not Limited To):  VIP Days  Masterminds  DIY Courses  Group Coaching Programs  Certification Programs  Membership Programs  Physical Products  Downloadable Templates  Done-For-You Services (ie. Website Design, Facebook Ads, etc)  PLUS Lifetime Access to ALL Future Templates, Too (We’re Constantly Adding)!  Check out the program details here ⇒ [SALES PAGE LINK]  We’re even giving you access to our Flash Launch Method trainings, where we walk you through how to execute your launches in a flash and get incredible results.  You see... all those “experts” out there telling you how to launch your offers… are just making it WAY too complicated!  They send people on these crazy 69-step journeys that lead them nowhere… and while most of these experts are well meaning… they just don’t know how to do things efficiently. So they’re teaching people to put in a TON of extra work, simply because they don’t know any better!  It’s NO WONDER you haven’t gotten the results you wanted...  It doesn’t have to be that way anymore!  Get The Little Black Launch Book and get your launches off the ground with ease right now ⇒ [SALES PAGE LINK] |

| **Facebook Ad Copy - Headline Option Ideas** | |
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| **ACTION TAKEN:** OPTED IN  **ACTION NOT TAKEN:** DIDN’T VISIT SALES PAGE  **DESIRED ACTION:** RETURN TO SALES PAGE | Introducing: Little Black Launch Book! |
| **ACTION TAKEN:** VISITED SALES PAGE OR ORDER FORM  **ACTION NOT TAKEN:** DIDN’T BUY  **DESIRED ACTION:** RETURN TO SALES PAGE | SELL Out Your Coaching Offers With Our Launch Templates!  It’s Time Your Launches Were Easy And Lucrative!  OFFER EXPIRES SOON. Join Little Black Launch Book Now.  No More Excuses. Get The Little Black Launch Book Now.  No More Distractions. Get The Little Black Launch Book Now.  Finish What You Started. Join Little Black Launch Book Now.  COMPLETE YOUR CHECKOUT. Join Little Black Launch Book. |