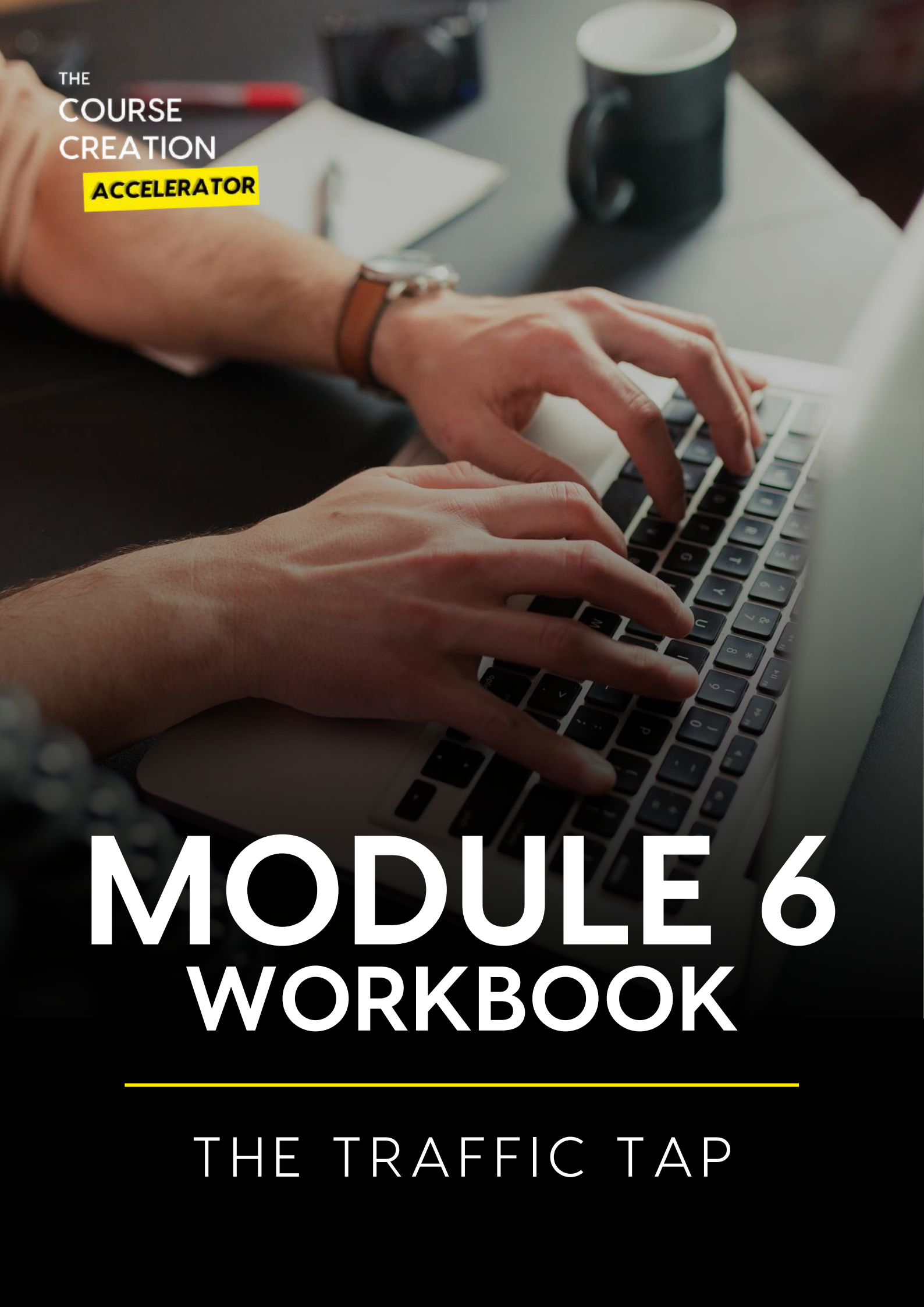


THE COURSE CREATION ACCELERATOR

MODULE 6 WORKBOOK

THE TRAFFIC TAP

Welcome to

MODULE 6

Congrats Founder

You've made it to Module 5, and now it's time to turn on The Traffic Tap!

Your course is built, your funnel is ready—now let's get people flowing into it. Because no matter how amazing your course is, it needs traffic to thrive!
In this module, we'll cover free and paid traffic strategies to help you attract the right audience.

Whether you're leveraging organic methods like email marketing and social media or using paid advertising to scale fast, you'll gain the tools to drive people straight to your course.

This workbook is designed to help you take action every step of the way. Complete each task and by the end of this module, you'll have a clear traffic plan in place. Let's get started!

In this module we'll cover...

- ☐ Type of Traffic
- ☐ Free Traffic
- ☐ Paid Traffic Lessons
- ☐ Your Done Checklist

TYPES OF TRAFFIC

Here are the types of Traffic you need to know:

WARM TRAFFIC

There is an elevated trust associated with warm traffic. This type of traffic is typically free/organic.

Example: sources who come from your email list, podcast, referral.

PLUSES

- Free
- Easier to convert

MINUSES

- More time
- Slow burn
- Limited leads
- Inconsistent
- Harder to figure what's working and what isn't working
- Not as automated

Typically comes from paid advertising, people who haven't heard of you.

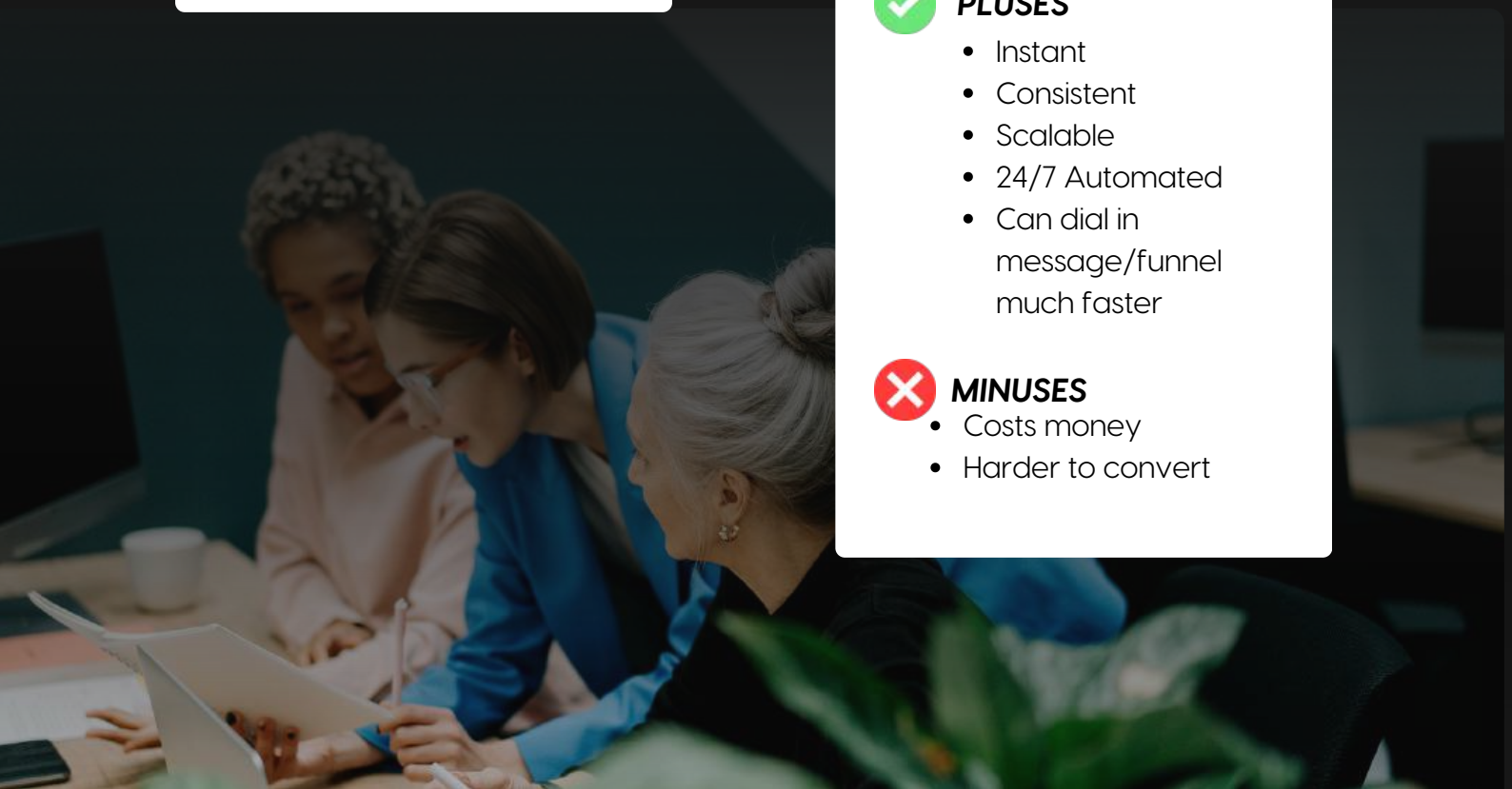
COLD TRAFFIC

PLUSES

- Instant
- Consistent
- Scalable
- 24/7 Automated
- Can dial in message/funnel much faster

MINUSES

- Costs money
- Harder to convert



FREE TRAFFIC



INTENT EMAIL BROADCAST

- Make a direct pitch for the offer (ie. the webinar, lead magnet, low ticket product, program etc)
- Talks about the offer using billets
- Good for launching a new product/program or recurring event

SLC EMAIL BROADCASTS

- Use the "Story/Lesson/Close" formula to write email
- Can be sent everyday
- Good for promoting an "always live" offer (ie. A course sales page, weekly live webinar, strategy session etc)

SLC EMAIL IDEAS:

- Testimonials
- Email replies
- Client stories
- Personal stories related to unrelated to the top
- Bad "guru" advice
- News

INTENT EMAIL DRAFT

Using Luke's example, jot down your own intent email broadcast below:



SLC EMAIL DRAFT

Using Luke's example, jot down your own SLC email broadcast below:



FACEBOOK GROUPS

AND SMS TEXTS

FACEBOOK GROUPS

- Name of group should be clear about topic
- Post regularly
- Use a combination of Intent & SLC Posts to promote your offer
- Leverage video
- Make sure you're consistently filling your group otherwise traffic will be minimal
- Use "GroupLeads.net" to add people to your email list that join your group

SMS TEXTS

- Extremely powerful because everyone checks their SMS messages
- Use SMS periodically to promote important events/campaigns
- Keep messages super short/direct when promoting the offer (ie. just have the main hook with a link to the page)
- TIP: Don't bombard prospects with constant messages (1-2 messages MAX per campaign)







REFLECTION

Answer the following questions to set your foundation:

1. **Why do you want to use advertising in your business?**

2. **What specific goals do you want to achieve with paid ads?**

3. **What challenges do you anticipate with advertising, and how do you plan to overcome them?**

4. **How much are you willing to invest initially in ads?**

Advertising can be a game-changer for your business, but it's important to have clarity on why you're using it and what you want to achieve.



LEAD MAGNET

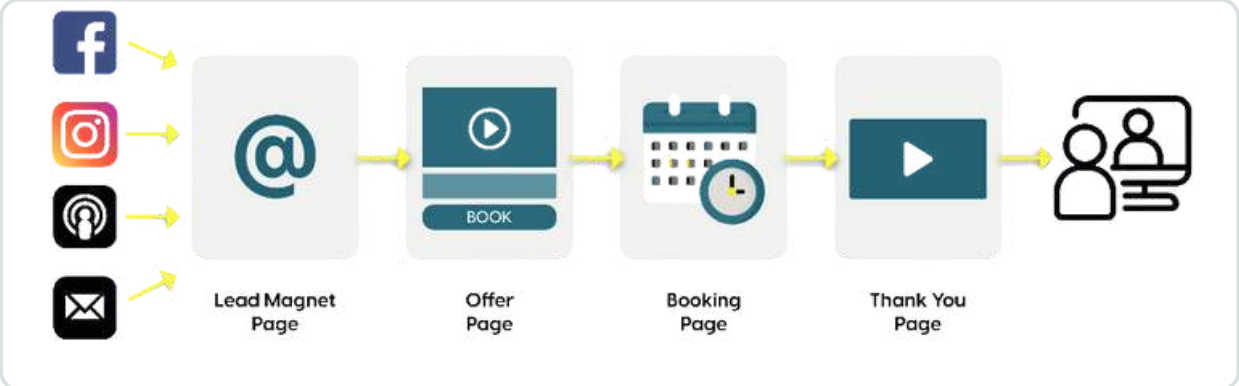
TO CONSULT FUNNEL

In this lesson we will focus on a simple, high-converting funnel called the Lead Magnet to Consult Funnel.

How It Works:

- **Ad –** Promotes a free guide, PDF, or resource
- **Opt-in/Lead Magnet Page –** Captures name and email
- **Offer –** Offers a free call/consultation
- **Booking Page –** Includes a booking calendar to set up call/consultation
- **Thank You Page -** Confirms the booking, goes over next steps
- **15-Minute Triage Call –** Qualifies prospects before inviting them to a sales call

FUNNEL EXAMPLE



WORKSHEET ACTIVITY

Answer the following questions to set your foundation:

1. **What Lead Magnet Will You Offer?**

2. **Who is it for?**

3. **How will you position it to make it valuable?**

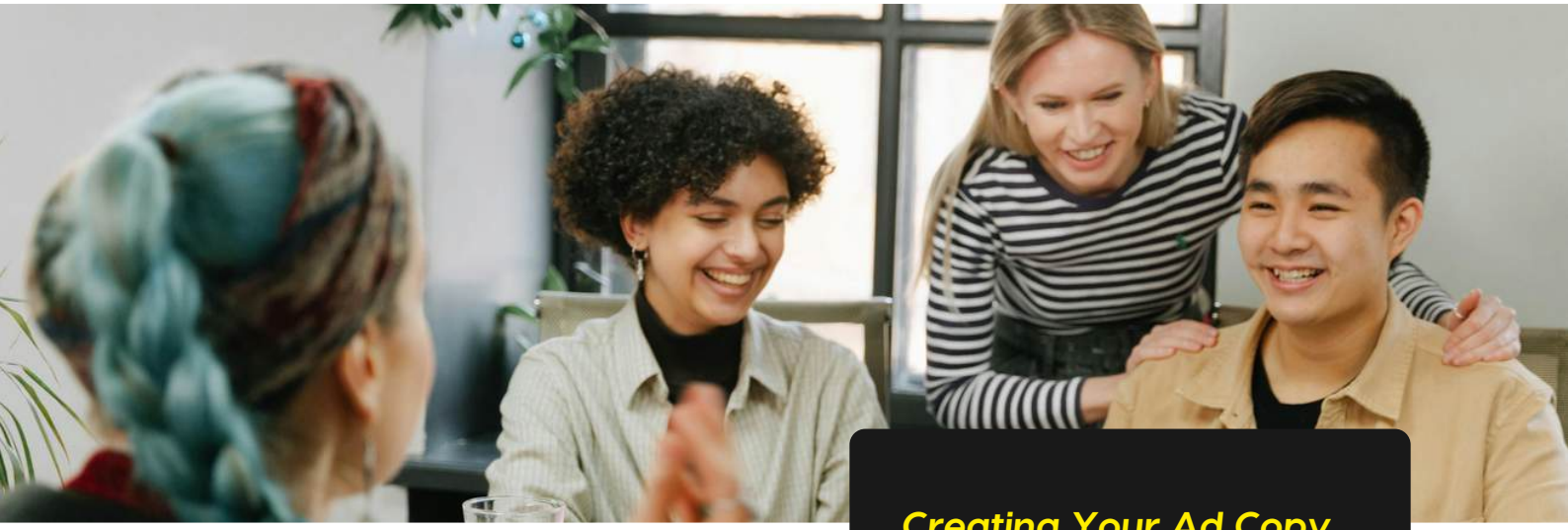
4. **What is the main problem it solves for your audience?**

This is a simple way to generate consistent appointments, especially for new coaches and consultants just starting with paid ads.



SETTING UP

YOUR FIRST AD



Your ad should be designed to attract attention, engage your audience, and drive action. A strong ad campaign begins with a clear and compelling message that resonates with your ideal customer.

It should highlight a lead magnet– something valuable and relevant that encourages prospects to take the next step. Finally, every ad must include a simple yet persuasive call to action that guides the audience toward signing up, booking a call, or making a purchase.

Example Headline:
"Want More Clients? Download This FREE Guide Now!"

Creating Your Ad Copy

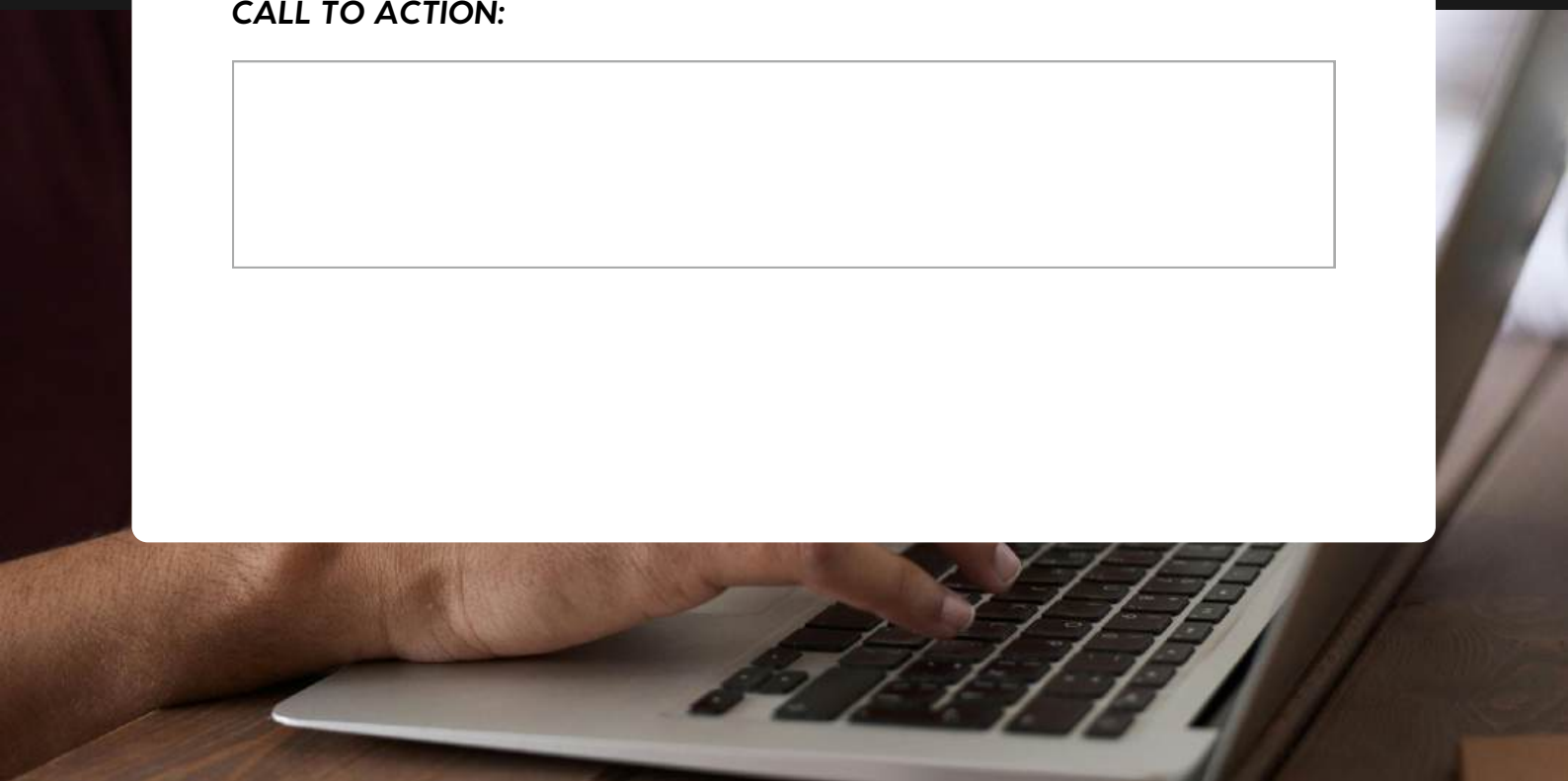
- Clear and compelling message – Ensure your ad speaks directly to your target audience and their pain points.
- Strong lead magnet – Offer something valuable, such as a free guide, checklist, or training, to incentivize engagement.
- Actionable call to action – Use direct and specific instructions like "Download Now," "Book a Free Call," or "Get Instant Access."

YOUR AD COPY

HEADLINE:

PRIMARY TEXT:

CALL TO ACTION:



FUNNEL QUALITY

ASSURANCE CHECK



Before running ads, the first step in your Funnel Quality Assurance Check is to ensure that every page loads correctly.

A broken or slow-loading page can frustrate potential leads, causing them to drop off before they even engage with your offer.

Instructions: *Open each page of your funnel and check if it loads properly. Record any issues below.*

- **Opt-in Page:** Does it load? _____
  Issues: _____
- **Thank You Page:** Does it load? _____
  Issues: _____
- **Calendar Page:** Does it load? _____
  Issues: _____
- **Booking Confirmation Page:** Does it load? _____
  Issues: _____

Does It Have the Correct Elements?

Once you've confirmed that all pages load properly, the next step is ensuring they have the right elements—especially the footer. The footer may seem minor, but it plays a crucial role in credibility, compliance, and user experience.

Section 2: Footer Elements Check

Instructions: Review the footer on each funnel page to ensure all required elements are present.

Funnel Page	Loads Successfully? (Yes/No)	Notes (Errors, Slow Load, Broken Links)
Opt-in Page		
Thank You Page		
Calendar Page		
Booking Confirmation Page		

Action Steps:

- If any links are broken, update them in your funnel builder.
- If a footer is missing, ensure it's enabled on all pages.

Is Your Welcome Email & Lead Magnet Delivering?

Your welcome email is the first real touchpoint after someone opts in. It should arrive immediately, contain the lead magnet, and include a friendly welcome message to build engagement.

Quick Check:

- Did the welcome email arrive?
- Is the lead magnet accessible and working?
- Does the email include a warm welcome message?

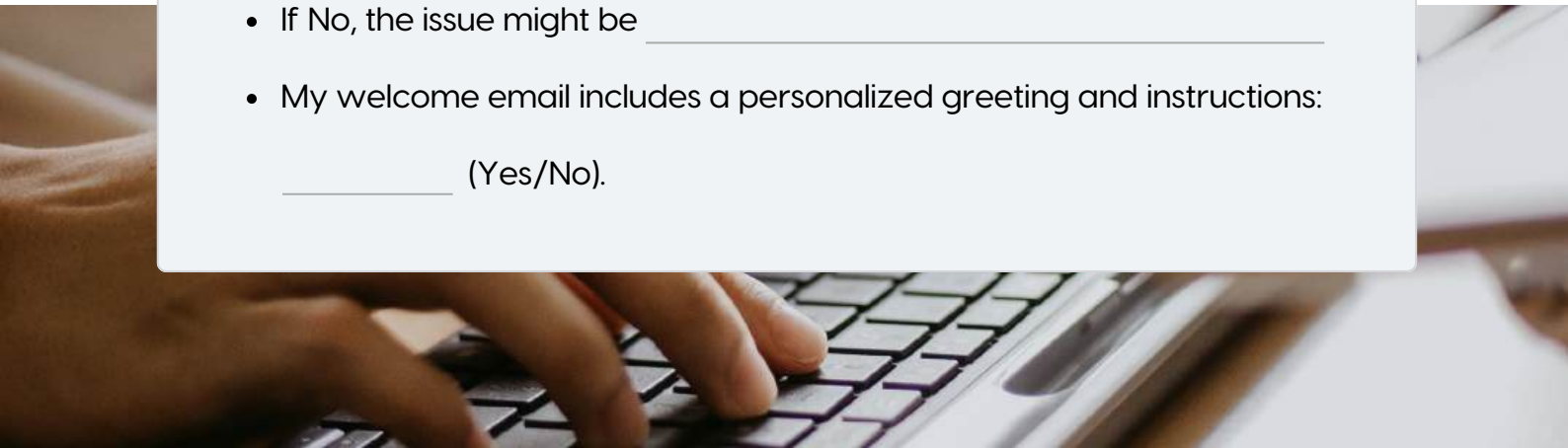
Common Issues & Fixes:

- No Email? → Check your automation settings and spam folder.
- Missing Lead Magnet? → Verify the download link works.
- No Welcome Message? → Personalize the email to build rapport.

Welcome Email & Lead Magnet Check

Instructions: Opt-in with a test email and confirm whether the email and lead magnet arrive.

- The Welcome Email was received in my inbox: _____ (Yes/No).
- If No, I need to check _____
- The Lead Magnet is accessible and working: _____ (Yes/No).
- If No, the issue might be _____
- My welcome email includes a personalized greeting and instructions: _____ (Yes/No).



Testing Booking & Calendar Integration

Your booking system is vital to your funnel—any issues can result in missed opportunities and lost sales.

To verify everything works correctly:

- Click the booking button and confirm it directs to the correct calendar page.
- Select a time slot and complete a test booking as a user would.
- Check if the appointment appears in your calendar system with the correct details.

Worksheet: Testing Booking & Calendar Integration

Instructions: Complete the steps below to verify your booking system is working correctly. Fill in the blanks with any issues you find.

Step 1: Click the Booking Button

- Does the button direct to the correct calendar page?____ (Yes/No)
- If No, what issue did you find?_____

Step 2: Select a Time & Complete a Test Booking

- Were you able to select a time slot without issues?_____ (Yes/No)
- If No, describe the issue: _____

Step 3: Verify Booking in Your Calendar System

- Did the appointment appear in your calendar? _____ (Yes/No)
- If No, check:
  - Is the correct calendar linked?
  - Are booking confirmations enabled?

Final Checklist:
Ensuring a Seamless Funnel Launch



Final Steps Before Launch

Technical Check: Ensure all pages, emails, and automations work.

Content Review: Confirm headlines, CTA buttons, and copy are optimized.

Pixel & Tracking: Verify all analytics tools are set up.

Ad Prep: Have your ad creatives and budget ready to launch.

Backup Plan: Prepare contingency actions in case of issues post-launch.

Notes & Takeaways:

A well-optimized funnel prevents wasted ad spend and ensures a seamless prospect experience.

Before launching, double-check each step, set up tracking, and have a backup plan. A tested funnel leads to higher conversions, better engagement, and easier scaling.

KPIS

KEY PERFORMANCE INDICATORS

To know if your ads are working, you must track:

- **Cost per lead –** How much does each opt-in cost?
- **Cost per appointment –** How much does each booked call cost?
- **Conversion rates –** How many leads are converting into sales?

If your cost per lead or appointment is too high, we will make adjustments to improve results before increasing your ad spend.

DEFINING YOUR KPIS

Target cost per lead:

$

Target cost per appointment:

$

Conversion goal:

$







Understanding KPI Metrics

FOR PROFITABILITY

Target Return on Investment (ROI):

Aim for at least a 2:1 return when starting (e.g., spend $1,OOO, make $2,OOO).

Long-Term Goal:

Improve to 4:1 or 5:1 return as the business scales.

- High-ticket offers (e.g., $5K+) allow for more flexibility in KPIs and are often easier to profit from.
- Industry and niche impact results: Some markets (e.g., B2C weight loss) may have lower show-up rates but cheaper leads.
- Final Goal: If you're spending $1,OOO and making $3,OOO, you are profitable. Optimize further but celebrate success.



IMPORTANCE OF KPIS

Key Performance Indicators (KPIs) are essential for tracking the success of both paid advertising and organic marketing strategies. By understanding and monitoring KPIs, businesses can:

- Measure key benchmarks
- Identify bottlenecks in the funnel (e.g., high lead costs, low conversion rates).
- Make informed decisions about whether to stop, maintain, or scale ad campaigns.

- *Not every KPI must be perfect. If one metric is weak, others can compensate.*
- *Track data and refine the funnel: Spend at least a few hundred dollars on ads to gather data before making drastic changes.*



KPI OPTIMIZATION PLAN

Use this sheet to identify weak areas in your KPI tracking and create a plan for improvement.

1. Which KPI needs the most improvement?

2. What specific adjustments can you make to optimize this KPI?

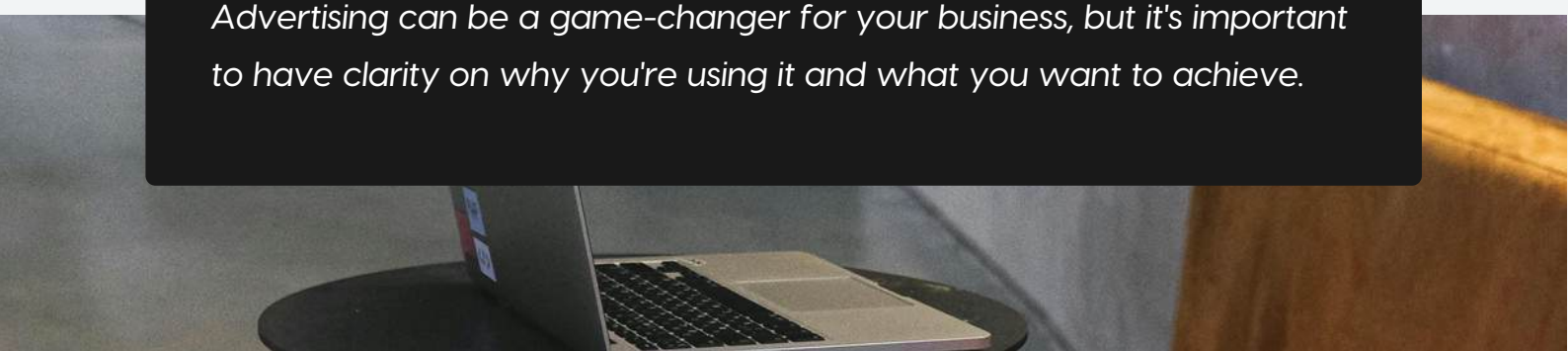
Adjustment 1:

Adjustment 2:

3. If one KPI is underperforming (e.g., high cost per lead), what are two other areas you could optimize to compensate?

4. Set a timeline to track progress and reassess key benchmarks:

Advertising can be a game-changer for your business, but it's important to have clarity on why you're using it and what you want to achieve.



Identifying & Calculating

YOUR KPIS

Use this sheet to define your key performance indicators and set realistic goals for profitability.

Product/service price:

Target ROI (e.g., 2:1, 4:1):

Max Client Acquisition Cost
(Offer Price ÷ ROI Goal):

Max Cost per Lead:

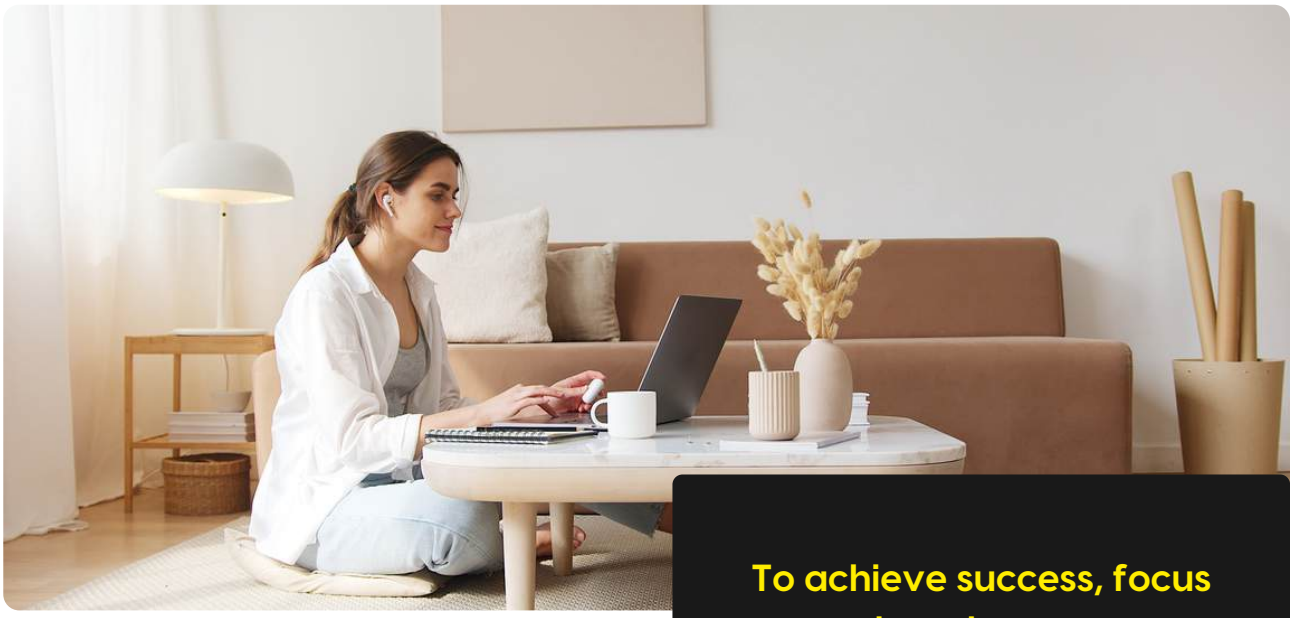
Sales Call Conversion Rate
(% of calls turning into sales):

Cost per Booked Sales Call:

KPI Gaps
(compare actual vs. target):

WHY LEAD MAGNET

CONVERSIONS MATTER



A strong lead magnet conversion strategy ensures that your marketing efforts generate high-quality leads while keeping costs manageable. By providing immediate value to your audience, you build trust and position your brand as an authority.

An optimized lead magnet funnel increases engagement, boosts conversions, and ultimately helps you grow your business more effectively.

To achieve success, focus on these key areas:

Clear offer: Solve a problem and provide instant value.

High-converting page: Use persuasive messaging and a smooth user experience.

Optimized TYP: Guide leads to take the next step.

Track & optimize: Monitor KPIs and refine based on data.

OPT-IN COSTS

Understanding your opt-in costs is crucial for optimizing your lead magnet strategy. By tracking how much you spend per opt-in, you can assess the efficiency of your marketing efforts and make informed budget adjustments.

Step 1: Confirm opt-ins in your autoresponder.

- Log into your email marketing platform.
- Check the total number of new opt-ins.

Step 2: Manually work out opt-in cost.

- Total Spend: $100
- Formula: Cost per Opt-in = Total Spend / Total Opt-ins

Reflection Activity:

- Total Opt-ins: _____
- Cost per Opt-in: _____

Note: Lower opt-in costs mean more leads for your budget. If costs are high, try new headlines, adjust targeting, or improve your landing page for better conversions.



WORKSHEET ACTIVITY

Use this worksheet to analyze and improve your lead magnet conversions. Identify key areas for optimization and make adjustments to increase opt-ins.

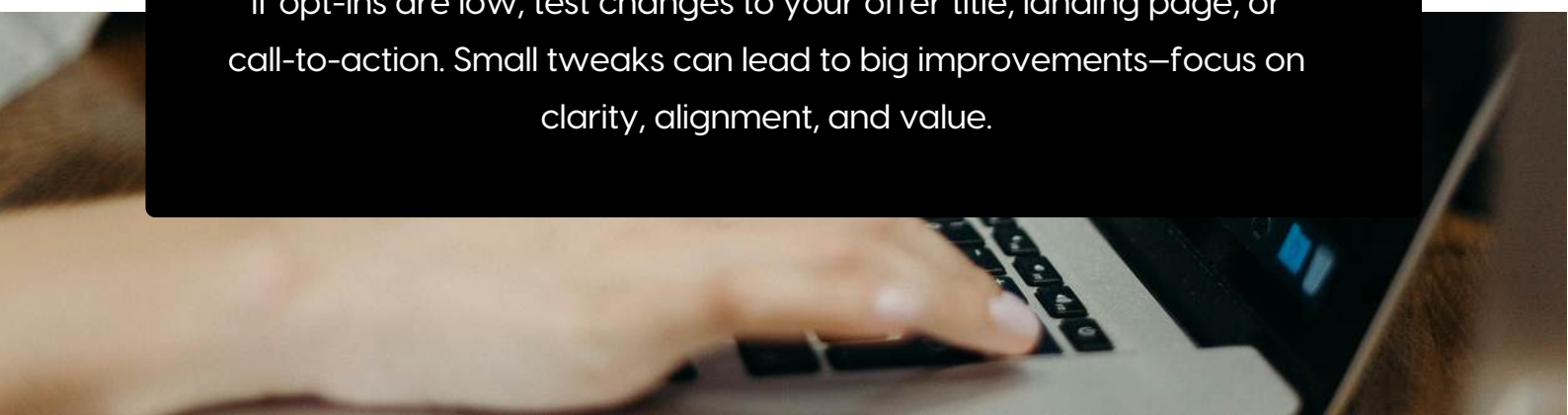
1. **What is your current opt-in rate?**

2. **Is your lead magnet title clear and compelling? Why or why not?**

3. **Does your landing page align with the offer? What can be improved?**

4. **What changes will you test to boost conversions?**

If opt-ins are low, test changes to your offer title, landing page, or call-to-action. Small tweaks can lead to big improvements—focus on clarity, alignment, and value.



WHY THANK YOU PAGE

CONVERSIONS MATTER

A well-crafted thank you page video can significantly increase conversion rates.

Keep the video between 3-5 minutes to maximize engagement.

If your video is longer than 5 minutes and conversions are low, shorten it while maintaining the offer.





The video should clearly communicate:

- ✓ What they'll get from booking an appointment.
- ✓ Why it's valuable.
- ✓ A clear call-to-action.

Your thank you page is more than just a confirmation page–it's a conversion tool. It plays a crucial role in pushing leads further into your sales process.

This deep dive will help you understand when to scale, adjust, or optimize your strategy to improve results.

WORKSHEET ACTIVITY

KPI Benchmark

STEP 1. Define Your KPI

Target cost per appointment: $ _____

3x KPI budget before adjustments: $ _____

Step 2: Analyze & Track

Current cost per appointment: $ _____

Tracking tool used: _____

Review frequency: _____

Step 3: Action Plan

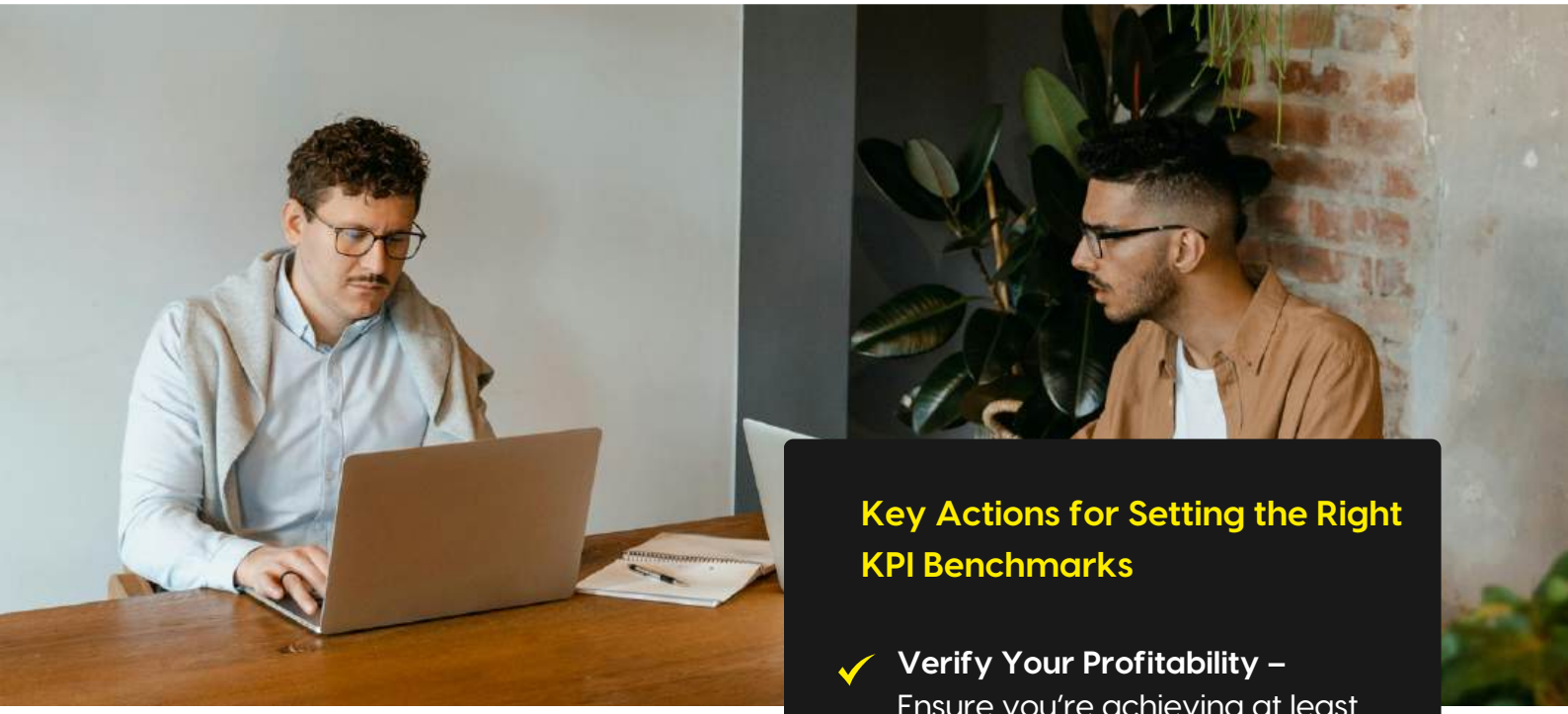
If above KPI, adjust: _____

If at/below KPI, scale by: _____

To ensure your campaign is optimized for profitability, it's crucial to set clear KPI benchmarks. Use this worksheet to define your target cost per appointment, track your performance, and determine the right adjustments to make data-driven decisions.



SCALING CAMPAIGNS



Scaling your campaign is a critical step in maximizing your return on investment (ROI) and growing your business profitably.

However, scaling should only be done when your campaign is already performing at a 2:1 return on ad spend (ROAS) or higher.

Numbers don't lie. If the data isn't there, scaling won't magically fix your campaign.

Key Actions for Setting the Right KPI Benchmarks

- ✓ **Verify Your Profitability –** Ensure you're achieving at least a 2:1 Return on Ad Spend (ROAS) before scaling. If your campaign is below this threshold, optimize first.
- ✓ **Let Data Guide Your Decisions –** Base your scaling decisions on accurate tracking of KPIs such as cost per lead, cost per appointment, and conversion rates.
- ✓ **Start with Snowball Scaling –** Increase your ad budget incrementally (e.g., 50%–100% increases for smaller budgets, 10%-30% for larger budgets) to avoid performance **breakdowns.**

Fast Scaling with

CAMPAIGN DUPLICATION

- Instead of using Facebook's 10% per day rule, a faster method is to duplicate your campaign and launch it at a higher budget.
- Example: If your budget is $100/day and you want to scale to $200/day, duplicate the campaign, set the new budget, and launch.
- This resets the algorithm and prevents cost spikes from gradual increases.

Exercise:

Have you tried scaling using gradual increases? (Yes/No) _____

Have you tested duplicating and relaunching campaigns? (Yes/No) _____

If not, try duplicating one campaign and setting the budget at a higher level. Record your observations:

- Previous Cost per Appointment: $ _____
- New Cost per Appointment: $ _____
- Appointment Volume Change: (Increase/Decrease)



TROUBLESHOOT



Scenario: You are testing a new ad with a different image while keeping everything else the same. Complete the following steps...

HOW TO TEST A NEW AD IN 1 MINUTE

Step 1: Duplicate the Campaign

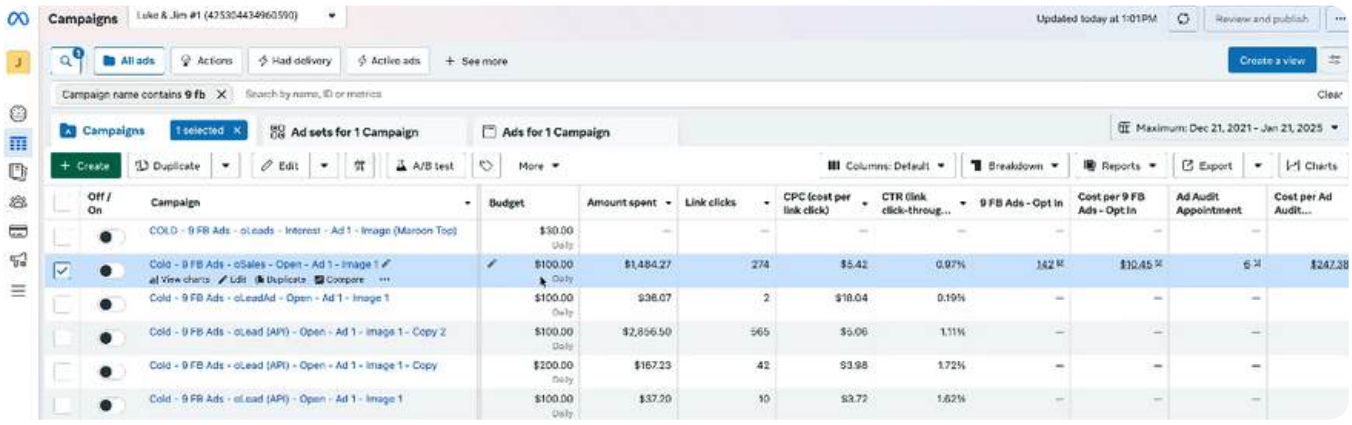
- Select your existing campaign in the Ads Manager.
- Click Duplicate while keeping the same objective.
- Ignore Facebook's suggested changes, as these can interfere with your optimized settings.

Step 2: Rename the Campaign for Clarity

- Use a clear naming convention...
- Image Test: "Image 2 – Blue Top"
- Headline Test: "H2 – New Headline"
- Copy Test: "Ad 2 – Short Copy"

Step 3: Adjust Budget & Scheduling

- Ensure the budget matches your intended daily spend.
- Set the start date for the next morning (e.g., 6 AM) for accurate tracking.



Step 4: Change One Element at a Time

- Modify only one aspect—image, copy, or headline—to understand its impact.
- Avoid testing multiple changes simultaneously, as this makes it difficult to determine which element affects performance.

Step 5: Review & Publish

- Double-check all settings at the campaign, ad set, and ad levels.
- Click Review & Publish to launch the test.

**Complete the necessary fields for your new ad*

STEP 1: DUPLICATE THE CAMPAIGN

Step 2: Rename the Campaign:

Step 3.1: Set the Daily Budget

$

Step 3.2: Set the schedule

TIME: DATE:

STEP 4: CHANGE ONE ELEMENT AT A TIME
STEP 5: REVIEW & PUBLISH

Module 6

DONE CHECKLIST

The below is a summary of everything we've covered already in Module 6

Check off every task below and if there's any you haven't completed, follow the page number to go back to that section and video and get it done.

Let's DO this!

Module 6 Done Checklist	
☐ Types of Traffic	**Intro**
☐ The Advertising Accelerator Overview	**Lesson 3**
☐ Funnel Quality Assurance Check	**Lesson 3**
☐ Key Performance Indicator (KPI's)	**Lesson 3**
☐ Lead Magnet Conversion Deep Dive	**Lesson 3**
☐ Thank You Page Conversion Deep Dive	**Lesson 4**
☐ Scale Campaign	**Lesson 4**
☐ Troubleshoot	**Lesson 5**