- Step By Step
  - Steps#1 — Create A Digital Product — Digital Product Formula
    - Step #1 — Identify the Specific Problem
      - **What is ONE urgent problem your ideal customer wants solved?**
      - **Example**: "Getting more appointments for a dental clinic" or "Increasing webinar attendees" or "More sales for info products"
    - Step #2 — Define the Desired Outcome
      - **What is the dream result?**
      - **Example:** "30% more clients in 30 days" or "Double sign-ups for your next webinar"
    - Step #3 — Select a Tangible Format
      - **Will you deliver this via:**
        - Short video course
        - Implementation templates
        - Step-by-step guide
        - Swipe files
        - Process update PDF
        - Templates of Docs
    - Step #4 — Craft the Product Promise Statement
      - This [digital product] helps [very specific audience] achieve [exact result] without [pain/frustration they want to avoid].
      - **Example:** "This Dental Clinic Booking Blueprint helps single-location dental clinics get 10+ new appointments/month without spending more on ads."
    - Step #5 — Set an Irresistible Price Point
      - What price is a no-brainer for your audience? (Recommended: ₹99–₹299)
    - Step #6 — Club it with Bonuses
  - Step #2 — Step #2: Create A VSL
    - **Why VSL After Purchase:**
      After someone buys your digital product, they're in the perfect mindset to invest in your high-ticket service. They trust you, they've consumed your content, and they want bigger results.
    - Part #1 — The Revelation (0-3 minutes)
      - Thank them for their purchase and commitment to change
      - Acknowledge they're serious about getting results
      - Tease a "bigger opportunity" you want to share
    - Part #2 — The Problem Evolution (3-8 minutes)
      - Reference the problem they just learned about
      - Explain why most people still struggle even with good information
      - Introduce the concept of "implementation gap"
    - Part #3 — The Solution Bridge (8-15 minutes)
      - Present your high-ticket service as the natural next step
      - Share 2-3 specific case studies with exact results
      - Explain your unique methodology/process
    - Part #4 — The Opportunity (15-20 minutes)
      - Make your ₹40k -₹1L monthly retainer offer clear
      - Include bonuses and guarantees
      - Create genuine urgency (limited spots, price increase)
    - Part #5 — The Close (20-25 minutes)
      - Direct them to book a free consultation
      - Explain what happens on the call
      - Give clear next steps
    - **Perfect VSL Formula**
      - Type #1 — Case Study
        - Uses a real customer story, before/after results, and social proof. Shows transformation using your method.
        - **Example:** How [Client] went from [Struggle] to [Result] in [Time].
      - Type #2 — Product Launch
        - Builds anticipation before opening sales. Unveils a new solution, positions as unique, and uses urgency/scarcity.
        - **Example:** Introducing the system that changes [outcome] forever…
      - Type #3 — Strategy/Blueprint
        - Walks viewers through a framework or system, positioning you as an expert and offering a step-by-step solution.
        - **Example:** My 3-step blueprint for [desired result]…
      - Type #4 — Direct Value
        - Dives straight into showing actionable tips or a live demo, then bridges into your offer. Builds value and trust up front.
        - **Example:** Watch me increase [result] live in under 10 minutes…
      - Type #5 — Story-Driven
        - Shares a personal or client story connecting on emotion, then presents the offer as the "turning point" in the journey.
        - **Example:** I was stuck with [problem]—until I discovered…
  - Step #3 — Setup Followups
    - Email Sequence Breakdown
      - **Email 1 (Immediate):** VSL replay + booking link
      - **Email 2 (Day 1):** Case study + objection handling
      - **Email 3 (Day 3):** Behind-the-scenes story + social proof
      - **Email 4 (Day 5):** FAQ + scarcity
      - **Email 5 (Day 7):** Final chance + countdown timer
      - **Email 6 (Day 10):** Different angle + new case study
      - **Email 7 (Day 14):** Last opportunity + consequences of inaction
    - WhatsApp Integration
      - **Text 1:** 2 hours after purchase - "Quick question about your order..."
      - **Text 2:** Day 2 - "Did you see my email about [specific benefit]?"
      - **Text 3:** Day 4 - "Only [X] spots left for free consultation"
  - Step #4 — Meta Ads — Campaign Structure
    - **Budget**: ₹2,000-3,000/day to start
    - **Objective:** Sale to digital product
    - **Ad Format:** Single images or 30-60 second videos
    - **Creative Hooks That Work:**
      "The #1 mistake [target audience] make when trying to [achieve outcome]"
      "Why 95% of [businesses] fail at [desired result] (and the simple fix)"
      "The [specific strategy] that generated ₹[amount] for [client type]"
  - Step #5 — Grading — Pre-Call Qualification
    - You don't need to conduct meeting with everyone who have booked your calendar
    - Create a Basic grading questionnaire
    - **Chat GPT Prompt To Create Questionnaire**
      - Create a grading-based lead qualification questionnaire for a [type of business] (e.g., Dental Clinic) that offers a free [consultation/strategy call/first service] to attract more customers through digital marketing.
        The goal of the questionnaire is to:
        - Qualify leads before booking a calendar call
        - Understand their current situation, goals, and budget
        - Filter out low-quality leads
        - Encourage booking a free session at the end
        Structure the questionnaire into 4 sections:
        1. Business Details – Name, location, services offered
        2. Current Marketing & Goals – How they get customers now, results, goals
        3. Budget & Readiness – If they're spending, what their budget is, when they want to start
        4. Booking – Ask for name, email, phone, and preferred call time
        Each question should be simple, objective (MCQs, checkboxes), and flow logically.
        Also include a CTA at the end to **book a free strategy call**.
        Tone: Friendly, helpful, local-business focused.
        Target: [Your Offer and Target Audience]
  - Step #6 — 1-on-1 Meeting — Use C.L.O.S.E Framework