

ULTIMATE
PAID
AAD
SECRETS
PLAYBOOK



**3 Step Bulletproof System to Create a Stampede of
Ready-To-Buy Leads That Convert Into High-Paying Clients**

MARQUEL RUSSELL



This Has Worked For Professional Service Providers (Coaches, Consultants, Attorneys, Accountants, Therapist, Agencies etc.) In All Different Niches! Just to name a few...

Sherry, an Ecom Coach, with minimal FB Ads' experience, was able to have her first \$15k month using this process...

Then was able to scale to \$50k per month, retire her husband, her mom and finally take her kids on the trip to Disney she'd been promising.

Copywriter, Courtney was struggling to sell her offer at \$1,497, she was able to fill use Facebook Ads to quickly fill her calendar 3 weeks out, increase her price to \$3k because of the demand and she consistently started enrolling 20% of the people she spoke to and now she's able to get 5k for her program without resistance.

Real Estate Professional, Glen, was able to use this method to invest \$6k in ads and make \$60k within a 60 day time frame.

Fashion Stylist, Jasmene launched her ads, invested \$83.06, generated 128 leads, 4 calls and generated \$5,497 (this all happened in about 3 days of launching her ads).

Dating Coach, Samone, was able to use this ad strategy to go from practically working all day, Monday - Monday (7 days a week), to keeping her calendar filled with women eager to join her program, having to increase her price because of the demand and getting hr business to a \$1M Run Rate.

Investing Advisor, Will, was able to invest \$4k in Facebook Ads and make over \$40k in 30 days.

Writing Consultant, Jasmine, was able to go from making \$5k per month to over \$38k per month using this Facebook Ad Strategies.

She actually made \$27k from only \$1,000 in ad spend. That's what we call legally printing money.

Lifestyle Mastery Speaker, Felicia, was able to have her biggest months ever and



grow her company by 803% by using this Facebook Ad Strategy.

Parenting Coach, Donia, was also able to enroll clients into her \$5k parenting program using these strategies.

Credit Repair Expert, Mike, was able to use this strategy to immediately enroll 4 \$2k clients into his Credit Repair Service from only \$400 in ad spend.

I promise you I could go on and on and on with more stories like this, however I think you get the point. Also you don't have to take my word for it, you can see these stories and more on [this page](#).

Here's what I'm NOT gonna do in this action guide...

I am NOT going to bore you with:

- Facebook Stats trying to sell you on why you should be advertising on Facebook
- Talking about how many people are on currently on Facebook
- How much money is being made on Facebook daily by coaches like you.

Etc Etc Etc.

You already know Facebook is a goldmine (if you use it right), that's why you're here.

I know a lot of the online gooroos are saying BS like:

"Facebook cost is going up!" "Facebook doesn't work like it used to!"

And whatever other nonsense they can muster up, because the old tactics they used to use don't work anymore or they're just trying to sell you their latest course.

But I'm going to show you literally what's working now to get amazing returns on effort and ad spend, not only for our company, but also for our clients.

We regularly spend more on ads in a month than most business owners make in a year, so what I'm about to show you is NOT theory, it's solely based on real world, in the trenches results based on millions of dollars in ad spend.



YES, we spend our own money on ads and I'm going to show you exactly how we do it.

Hey, I'm Dr. Marquel Russell, The King Of Client Attraction and the CEO and Co-Founder of Client Attraction University™, a results based, Client Attraction Consultancy that helps professional service providers create premium value offers, attract clients on auto-pilot and scale their business while working 50% less.

Our superpower (*at least one of them*) is helping our clients get an average of 50-100 laser targeted leads per day, a minimum of 10% of those leads immediately turn into enrollment calls (so that's 5 calls per day) and an average of 20% of those calls convert into a High-Ticket (\$3k - \$10k+) clients.

We've helped our clients:

- Generate billions of ad impressions
- Millions of leads
- Thousands of clients
- And over \$1 Billion in revenue (**number grows by the minute*).

Top marketers and business owners who are already doing 7, 8 and 9-Figures have worked with us and currently reach out for our assistance with their ads and overall client attraction and enrollment process.

As well as entrepreneurs looking to do their first 6 or 7-Figures in revenue.

What you hold in our hands (or on your device) right now, is the formula our clients have used to consistently and predictably invest \$1 into Facebook Ads and get upwards of a 10x return

Let's put that into perspective...

The top investors in the world (Warren Buffet and Ray Dalio), average a 12% ROI on their investments per year.

We have our clients, very conservatively, getting a 400%+ return on their investments every 30 days.

The cool thing is that you do NOT have to be an expert in Facebook Ads or a data geek.



If you can follow simple instructions (that I'm about to give you), you will have the keys to unlock the flood gates to consistently hitting your revenue goals each and every month (because you will never have to worry about where your next leads and coaching clients are going to come from).

This has worked for professional service providers in every niche you can think of:

- Coaches (in every niche)
- Consultants (in every niche)
- Speakers
- Personal Trainers
- Real Estate Professionals
- Wealth Advisors
- Accountants
- Fractional CMOs
- Attorneys
- Agencies (Ad Agencies, SEO etc.)
- Videographers
- Photographers
- Insurance Agents
- Franchise Owners
- Graphic Designers
- Website Development Companies
- Medical Professionals
- Home Service Professionals
- Health & Wellness Professionals
- Medical Professionals
- And the list goes on...

The bottom line is this...

If you want to get more leads and clients for your business so you can impact more people, enjoy more profit and have more freedom *this is the blueprint to make it happen.*

I'm not going to go on and on, because you're here for a reason and I'm not going to waste your time with my rags to riches story or anything else to make this longer than it has to be...

Let's just say this, a marketing legend and friend of mine, who has made over \$30 Million Dollars saw me teach this at an invite only mastermind here in Atlanta and he sent this out to his email list...



“Marquel has a gift for simplifying complex strategies to make people understand them. One strategy he broke down for us was his 5x5x25 Facebook ad strategy which I thought was pure gold.”

With no further ado, let's get into it...

Now before you launch ads, there's a few things you must have in place to make them profitable:

#1: A Premium Priced Offer That Provides Transformational Value (ideally this is priced at \$3k - \$10k or more)

#2: An Automated Client Conversion System To Turn Traffic Into Leads and Leads Into Clients

#3. A Leveraged Way To Serve These Clients Because If You Do This Right, You're Going To Have More Clients Than You Can Handle and doing 1-on-1, non-scalable services is not going to be possible (if you want to have greater impact).

We regularly have clients that have to turn off their ads because of the overflow of leads and demand (which is a great problem to have by the way).

#4. You want to make sure all of your tracking is in place so you can ensure your marketing is profitable.

NOTE: Be sure to [watch this bonus training video](#) if you haven't yet.

The 5x5x25 Method

Basically the way it works is this:

- 5 ads
- 5 audiences
- \$25 a day

First you would create 1 compelling ad.



A compelling Facebook Ad consists of three components, which I call “The 3 C’s!”

- Copy
- Creative
- Conversion Process

Let’s unpack each of these...

Component #1 - The Copy

Copy is the text you type in order to make your dream prospect take a desired action. Copy is also referred to as, “Salesmanship in Print.”

We like to use long form copy and have the link at the bottom of the post so that they only click after they’ve been warmed up a bit from reading the content.

This works extremely well and the costs per click are usually less, which also leads to lower cost per leads, lower cost per booked call and lower cost to acquire a client which leads to more profit so you can invest more into ads to scale.

NOTE: *We also have instances with short form copy works best. Test them both after you launch your first variation.*

Component #2 - The Creative

The creative is the image or video you use for your ad.

We use both images and videos and they all work extremely well.

We then use 5 different image (or video) variations for the same ad copy to create 5 ads.

We put them all in the same ad set so that Facebook rotates them to find the winning image.



Facebook's A.I. (artificial intelligence) is a lot smarter than us, so we use it to our advantage.

He will run those ads to 5 different audiences.

You want to have a separate ad set for each audience so you can easily analyze and compare them to see what's working and what's not working.

Then you spend \$5 a day on each of the ad sets for a total budget of \$25 a day. Let me say this before we move on...

When running ads, you're paying for data, and I personally like to get data faster, so I start with a higher budget.

For myself and our clients that want to get data faster, so they know what's working sooner than later, we invest \$25 per day per ad set, which makes it \$125/day total.

That's how the "5x5x25 Method" was born, however we also wanted to make it work for business owners that may want to start off with a smaller ad budget.

Motivational Speaker, Mike Nelson, was able to start with a smaller budget and was quickly able to turn his monthly income into his weekly income.

NOTE: *With the Campaign Budget Optimization setting Facebook now has set up on the campaign level, you will just put your total daily budget there and then Facebook will optimize it for you and rotate it between the best converting ad sets.*

Now, once you get those ads live, you let them run for 3 to 5 days so that Facebook's algorithm has a chance to set in (3 days minimum).

From there, you can see which ad performed the best in terms of conversions, ROI and your KPIs (Key Performance Indicators).

You turn off the losing ads and gradually add additional budget to the winner (20%-30% ad spend increase every 2-3 days is a great way to start scaling working ads).

In terms of what type of ad to use - we let Facebook optimize for conversions from the very start as their system has gotten really good at sending you the right types of people for your offer.



Ron said this in the email he sent out...

“Personally I like to use “click” ads until I get some data into my pixel, but what Marquel does is working for him and his clients like crazy.”

For the 5 different audiences to target, we like to use a look-a-like audience as one of the audiences because we find they typically convert better than interest based targeted audiences.

However, what we’ve found is that you have to get at least 1,000 pixel fires (visits to your site), in order to get a solid lookalike audience, but 100 pixel fires is bare minimum.

And finally, we run retargeting ads to all those who visit the site, watch 25% of his video, or engage on our pages.

This helps us create the “omnipresence effect” and we dominate the newsfeed and stay top of mind, so once the person is ready to do business and get their problem solved, they see us as the only logical option.

We also let Facebook do automatic placements on the retargeting ads and the cold traffic ads (again Facebook is way smarter than us, so we leverage that).

Component #3 - The Conversion Process

The conversion process is where people go after clicking your ad.

This is where most professional service businesses totally drop the ball.

They send people to their main website that’s not optimized for lead generation or monetization and no tracking in place...

Or they send them directly to book a call or they send them to some weak funnel that doesn’t convert or has a low ticket offer with no back end process to maximize their potential earnings from the effort and money they’ve invested in the ads.

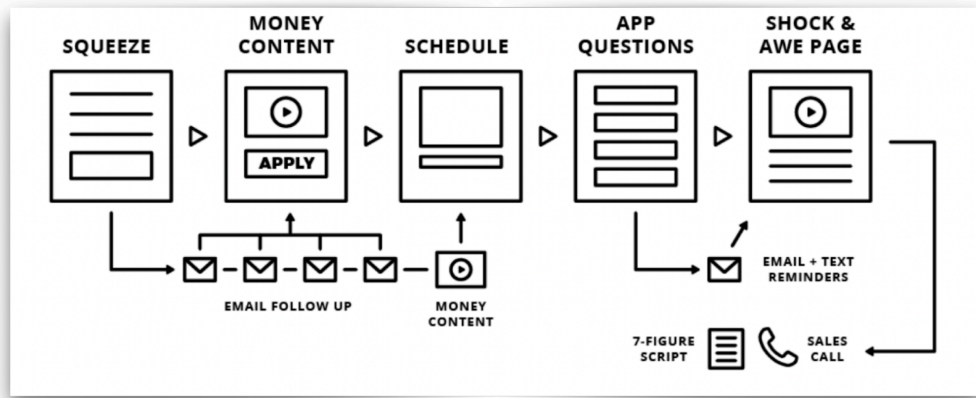
I don’t want you to make that mistake, so here’s the conversion process we use.

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Our Recommended Conversion Process That Helps Coaches Work less and Multiply Their Business' Growth is the Elevator Funnel:

The Elevator Funnel™



If that's tough to understand from the image, you can check out [this bonus training](#).



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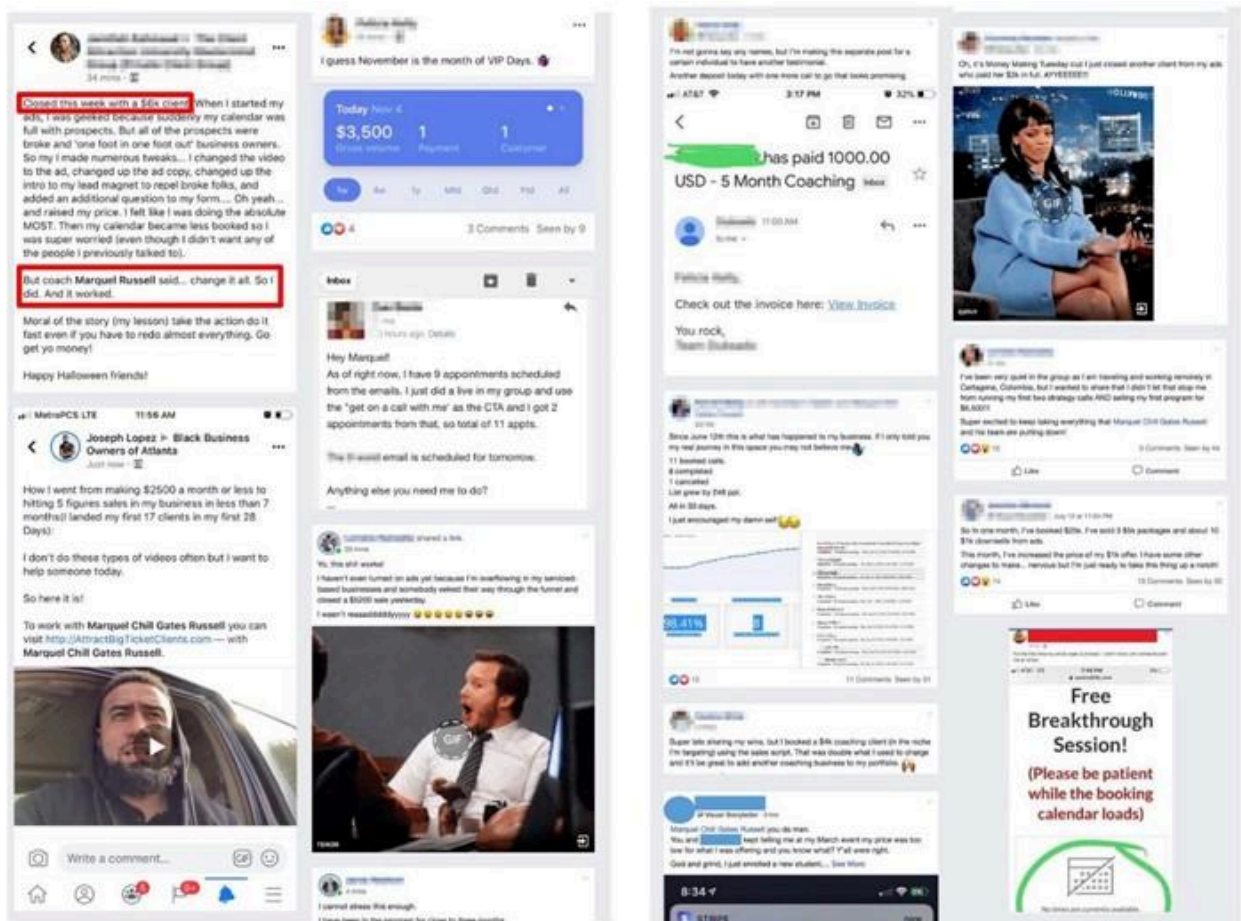


When you implement the Elevator Funnel™, the right way, it does all the positioning and pre-selling for you, so now prospects show up to your enrollment call virtually with credit card in hand **ready to sell you on why you should allow them in your coaching program.**

Please read that last part again because it's a really powerful position to be in

After implementing this entire process, Copywriter, Courtney sent me this...

"As a seasoned marketer, this is by far the most powerful system I've ever implemented inside my business. In just 90 days, I've generated over \$45k while cutting more work time in half and improving my marriage!"



[Click here](#) to see more results from implementing this strategy!



What's Next?

Many people, after reading this action guide and going through this process, would rather Fast Track their results by working directly with us.

Most people don't want to go through the pain and suffering that's involved with testing, tweaking and refining things on your own because that's what usually keeps people from moving forward.

So what we've done is carve out some time to see how we can assist you with implementing this system into your business, where we can help you to shortcut all this because we've been there before as you've seen through our experience and the amount of clients that we have helped over the years.

I want to invite you to a complimentary [Client Attraction System Audit](#).

In this fast-paced call, we're going to do three things really quick:

#1: We'll have a look at your niche, your offer, your price points and work out what's really possible for you in terms of clients, in terms of revenue, and in terms of growth in the next 90 days, and then in the 12 months to come.

Secondly, we're going to have a look under the hood in your business.

We'll have a look at the way you market, the way you sell, the way you deliver right now and see if we can find the number one thing that's been stopping you from the growth that you're after.

Usually, in most businesses, there's one thing that when we unpack it, your business grows rapidly.

Third, we'll start to map out a three-step action plan to help you get the leads, the clients and the growth that you're after.

You're going to leave the session really clear, really confident, really excited about taking things to the next level, that's what the call is for.

Now, why would we do a plan like this for free?

Well, it's really simple, when we map out game plans like this with potential clients, there's a percentage of people who go, *"This plan's amazing. Can you*

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help me to implement it?"

If that's you, amazing. We'd love to help. We're really, really good at it and we're actually the best in the world at it so if that's you, and we believe we're the best fit for you, then amazing.

If not, no hard feelings, you'll have a great plan that you can run on your own.

But the only way to get your Client Attraction System Audit and Rapid Growth Plan is to [click here!](#)

» [Click Here To Apply For Your Free Demo](#)

If we think you're a good match, we'll map out a plan to help you add an extra \$30,000 to \$100,000 or more per month.

Either way, it's a TOTAL WIN-WIN for you

All you have to do is take the first step. [Click here now!](#)

» [Click Here To Apply For Your Free Demo](#)



Who Is Marquel Russell?

Arguably one of the best when it comes to revenue growth for coaches and consultants, Marquel Russell is a multimillion-dollar revenue generator, best-selling author, Rapid Business Growth Strategist, coach who has earned the title, “King of Client Attraction” and has been called one of the greatest marketing geniuses of our time.

As the founder of the infamous Client Attraction University and the creator of his leads-on-demand signature marketing system, The Automatic Selling System™, Marquel is known for his innate talent of drenching clients in a downpour of qualified leads that convert into more clients and increased profits.

His sharp-shooting approach to lead generation has helped coaches and consultants pull in billions of ad impressions and flood their businesses with millions of high-quality leads and 10’s of thousands of clients.

He is also the author of [*The Client Attraction Machine™*](#), a must-have resource that revolutionizes the way entrepreneurs approach client attraction and sales in their businesses, debunking the myth that executing an effective marketing strategy requires a hefty ad budget.

Whether seeking to open doors to increased profits or close gaps in their sales process, professional service providers count on Marquel’s teachings to achieve the financial freedom and success they want – all while working 50% less.

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And his growing list of thousands of client success stories and a client return on investment upwards of 1,111% continues to prove that he truly has the client attraction game on lock.

In just a few short years, he has built a marketing education empire on the belief that any service business can attract premium clients with the right lead generation system. And while he and his clients have achieved tremendous success, he's not done yet.

You see, Marquel is on a nonstop mission to help 1 million business owners add an extra \$1 Million to their annual income over the next 5 years.

And with clients already using his strategies and methods to generate more than \$1 Billion in client success stories, it's clear he's well on his way to hitting his goal, despite his atypical background.

A walking billboard for the lyrics "started from the bottom now I'm here," Marquel went from high school dropout and former drug dealer to multimillion-dollar Rapid Business Growth Strategist and coach.

When he's not teaching business owners how to pull in more profits with less hustle, you can find him jet setting around the world with his family and empowering at-risk, inner-city youth to take control of their futures.

Ready to break through the six or seven-figure ceiling and grow your service business – all while freeing up your busy schedule and crossing financial and time freedom off your goal list forever? [Click here now.](#)

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