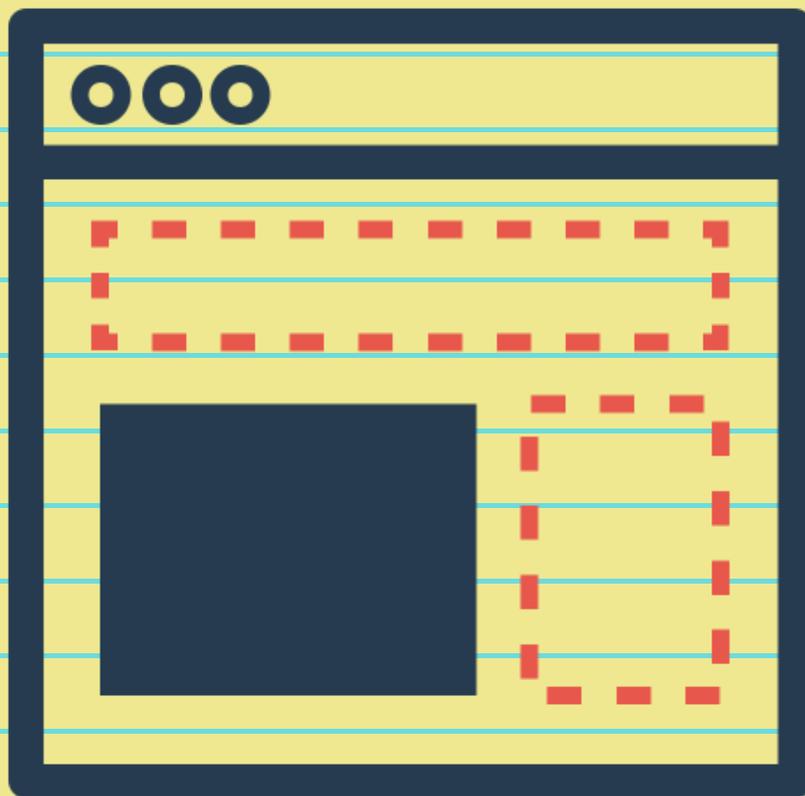


*By implementing Marquel's Facebook Ad Strategies to scale my business,
I was able to generate \$27,000 from only \$1,000 in ad spend!" ...*

THE PROFITABLE PAID AD PLAYBOOK

*How Coaches Are Using Our 5x5x25
Method To Generate 50-100 Leads Per
Day On Auto-Pilot & Scale Their Business
While Working 50% Less...*



 **MARQUEL RUSSELL**



This Has Worked For Coaches 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.

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

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

Strategic Writing Coach, 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.



Wealth Coach, 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 Coach, Mike, was able to use this strategy to immediately enroll 4 \$2k clients into his Credit Coaching program 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 coaches 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 Marquel Russell, the founder of Client Attraction University™, a results based, Client Attraction Consultancy.

Our superpower 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 \$20 Million 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 coaches in every niche you can think of:

- Business Coaches
- Marketing Coaches
- Parenting Coaches
- Mindset Coaches
- Speaking Coaches
- Author Coaches
- Finance Coaches
- Dating Coaches
- Career Coaches
- Credit Coaches
- Real Estate Coaches
- Wealth Coaches
- Fitness Coaches
- App Development Coaches



- Athletic Coaches
- Scholarship Coaches
- Confidence Coaches
- Women's Empowerment Coaches
- Copywriting Coaches
- Men's Empowerment Coaches
- Women's Empowerment Coaches
- Communication Coaches
- Sex Coaches
- Relationship Coaches
- E-com Coaches
- Branding Coaches
- And it's even improved seasoned Paid Ad coaches' results.

The bottom line is this...

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

Be sure to [go to this page](#) to see the videos that go along with this action guide so you can really see an over the shoulder, breakdown of exactly how this process works and some results inside of some actual ad accounts.

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 High Ticket Coaching Offer That Provides Transformation 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 coaching 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 pixels are in place so you can ensure your marketing is profitable.

While we'll talk more about all those things in this action guide, I break all 4 of them down in more detail in [this video](#).

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.

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 adset 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 adset 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 set, which makes it \$125/day total.

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

Speaking Coach, Mike, 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 setup 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 per 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 people (especially coaches) totally drop the ball.

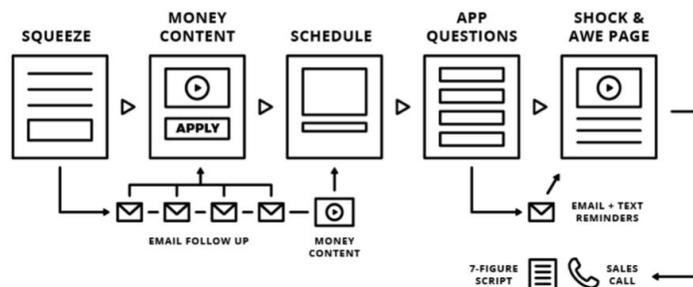
They send people to their main website that's not optimized for lead generation or monetization and no tracking in place...

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.

Our Recommended Conversion Process That Helps Coaches Work less and Multiply Their Business' Growth is the Ultimate Online Marketing Machine:

Ultimate Online Marketing Machine



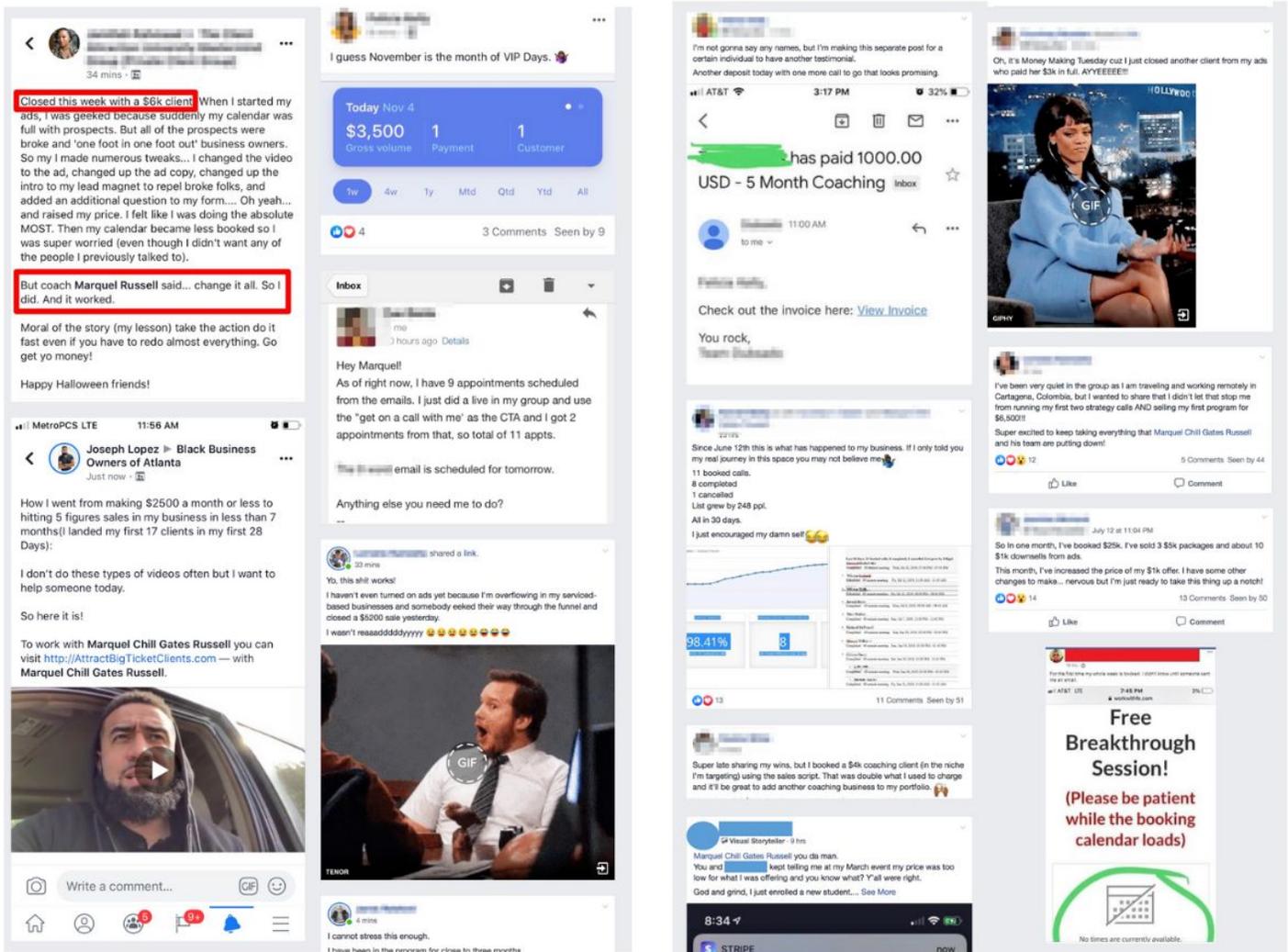
If that's tough to understand from the image, you can check out [this video](#) for a full breakdown.

When you implement the Ultimate Online Marketing Machine 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, Courtney was able to transition from done for you client work, to strictly coaching like she always wanted to and 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!"





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 put together these programs where we can 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.

Now these programs aren't aren't a good fit for everybody and it may not be right for you or me.

So what I'd like to do is since you've invested your valuable time with me to learn this process, we're willing to invest our valuable time with you to help you out and see if we might be able to work with each other.

Now, how we do that is we offer these free strategy sessions that either I do, or one of our Certified Rapid Business Growth Strategists will do.

I can't guarantee that I'll be available for all of these but from time to time I do some of these and what we'll do is we're going to go through your business...

We're going to find out what you have going on right now, where you want to get to and then we're going to draw out a plan for how we could help you get there using our systems.

At the end of that call what's going to happen is one of three things:

One, you're either going to love the plan and you're going to want to enroll as a client right away and our team will help you implement every single part of this process to help ensure your results.

Two, you're going to love the plan and you're going to take it and you're going to leave and go do it on your own. If that's the case we're going to say no worries and ask that when you get amazing results you give us a testimony.

It's a total win-win scenario for you, so [click here to schedule your strategy session.](#)

Who Is Marquel Russell?



Marquel Russell is known as, “The King Of Client Attraction,” The Founder Of Client Attraction University and a success story junkie is the secret weapon for coaches who want to create automated systems that attract an endless flood of clients that come to you on a daily basis ready to pay you top dollar.

Him and his team has built and consulted on hundreds of different Automated Client Attraction Systems across dozens of different industries and have helped their clients generate billions of ad impressions, millions of leads, thousands of clients and over \$20 Million in revenue(*number grows by the minute).

Top marketers and business owners who are already doing 7, 8 and 9-Figures have worked with Marquel and his team and come to them regularly as well as entrepreneurs looking to do their first 6 or 7-Figures in revenue.

He’s known for delivering the highest returns on investment to his clients(upward of 1,110.76 percent) and has a list of Success Stories that's as long as the line at a Jay-Z and Beyonce' Concert.

When he isn’t traveling the world with his family, trying new vegan restaurants with his Queen, watching cartoons with his two youngest kids, playing video games with his older kids or empowering inner city at risk youth...

Marquel now spends his working time helping his clients apply his time tested and proven methods designed to help them rapidly grow their income and build businesses that gives them true time and financial freedom while making the world a better place.