



INTRODUCTION TO

—
**THE CSA
FRAMEWORK**

ESSAYS ON MODERN MARKETING

MACIEJ ZBROSZCZYK

INTRODUCTION TO THE CSA FRAMEWORK

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INTRODUCTION TO THE CSA FRAMEWORK
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INTRODUCTION

“We need more leads!” seems to be a universal message, regardless of industry or company size. What task in an organization can be more important than ensuring there is a steady stream of leads that are very likely to buy? How much more enjoyable is it to run a business that has this bit sorted out?

Even though everyone seems to love qualified leads that convert at high rates, rarely does anyone make a solid effort to build processes that generate them in predictable and consistent way. Most of the organizations I work with lack a solid strategy to accomplish this goal. C-Level managers are often preoccupied with daily tasks, focusing on tactics and short-term challenges, rarely having the time and space to reconsider the highest impact functions.

That’s why I’m teaching the CSA Framework—to empower the leaders of organizations by giving market-tested knowledge of what truly

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works. My clients take a step back to deepen their knowledge, using the framework to audit their existing efforts within the key revenue-generating areas.

At the core of this framework is a fundamental principle of business growth. Jay Abraham, a famous business strategist, discovered that there are only three ways to grow any organization:

- Increase the number of clients
- Increase the average transaction value
- Increase the frequency of repurchase

Just think about for a moment because he is right- it would be impossible to add anything to this formula, wouldn't it? There are not *at least* 3 ways, 3 *main* ways, but *the only* 3 ways to grow *any* organization!

Original Abraham's model is very elegant but it lacks practicality. Even when we gain new clarity from this model, we may still feel overwhelmed by a multitude of possible options to accomplish the outlined goals. It wouldn't

cross my mind to compare myself to Jay Abraham but in my professional life I have managed to identify *practical actions* that a business can take to optimize each of these scaling factors.

Within my Framework I offer practical guidance and insights around specific actions that could be taken to increase new clients acquisition and LTV. We don't teach what we believe should work, *but what the market actually responds to best*. Please see some modules of the program:

Lead Generation Mastery:

This module provides practical tutorials on setting up and managing marketing campaigns on platforms like Google, Facebook, and LinkedIn. It includes instruction on advanced lead-tracking techniques, such as server-to-server tracking and offline conversions.

Copy That Sells:

This module focuses on writing copy that drives audiences to take specific spontaneous actions. Each platform—LinkedIn, Google, Facebook, Twitter, and websites—requires a specific style, and we have tested everything extensively to discover what achieves the highest response rates on each platform.

The Offer Clinic:

This module covers a structured approach to refining and improving sales offers. It is based on methodologies developed by Alex Hormozi and Rosser Reeves. Participants will also learn techniques for creating lead magnets and self-liquidating offers.

Science of Persuasion:

This module explores the subconscious aspects of persuasion, focusing on how people naturally arrive at their own conclusions. It highlights how to frame messaging to guide

prospects toward desired outcomes, drawing on the techniques of individuals known for achieving extraordinary results, such as Ben Feldman, Joe Girard, Blair Warren, Neil Rackham, David Sandler, Jason Fladlien.

Regardless of whether my clients implement everything or just some parts, it's to my great satisfaction that they always seem to get inspired, learn something new and lead both internal and external teams much more effectively.

The program is delivered through a series of online meetings in a Mastermind group format, offering members the chance to network and build valuable connections. It's quite advanced, designed for ambitious individuals who are willing to study recommended readings and complementary resources.

The chapters to come are selected, popular posts that I published in the Facebook group I'm a member of. I hope you will also find them useful and get a good feel about our approach to scaling! I sincerely welcome all feedback and

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inquiries, they can be sent to
hello@csaframework.com

CHAPTER ONE

“FROM MY EXPERIENCE, RESEARCH AND TESTS I CAN SAY IN FULL CONFIDENCE THAT A FACTOR THAT BOOSTS SALES CONVERSIONS THE MOST IS AN OPTIMIZED OFFER”

A year ago, I wrote a post here where I shared some advanced marketing tips and my situation after leaving Groupon (linking in the comment).

I wanted to thank you; this community is the best, and honestly, it's the reason I still use Facebook. That post received 200+ likes, 90 supportive comments, many friend requests, and private messages. And even though I didn't receive any clear pieces of advice: "DO THIS," I knew in my heart that I was done with the corporate world and was going on my own now. So, I would like to thank everyone who responded.

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As a huge GHL fan, I had to decide how to use GHL on a bigger scale. The first option was to go with the SAAS model. It gave me a nice ego boost to imagine that I'm selling this cool thing under my own white label. But I quickly understood that explaining the technical nuances of all these features is not something I would like to do..

Then I considered a simple affiliate model. I thought, "I just need to generate sign-ups, I can do it! And let people work things out." But then it dawned on me that retention would be key here, so I would have to provide support on a similar scale as in the SAAS model but earn much less. I realized I could come up with something better.

So, I asked myself, out of the clients that I currently have, would they want to learn GHL to use in their businesses? And the answer was, unfortunately, no. They are pretty busy owners of small or medium local companies, and the learning curve would be too high for them. So, I realized that if I want to use this software, it would be just me running things in the

background and providing results for the clients. They wouldn't even know about GHL.

In the meantime, I was invited to have a conversation with someone who needed support in marketing and sales. He wanted to invest 40,000 PLN per month in ads and provide me a performance-based salary. I turned the table around and said, "Save 40,000 PLN for yourself. I will pay for ads, set up lead gen campaigns, and even close the leads for you. In exchange for me taking the risk, how far could you go in terms of the commission?" He bumped the commission from the original 2,500 PLN to 16,000 PLN per sale, which is really high, even for American standards, not to mention in Poland.

My friends thought I was crazy, offering to pay for ads for someone else, out of my pocket. But it's how I have worked with all my clients anyway, just on a smaller scale, and it worked every single time. I knew that if I wanted to approach client acquisition in a standard way, I would have to hire people with fancy PowerPoints and have a allocated budget anyway, so why not just try a "show, don't tell" approach, run pilot campaigns,

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and if they don't work, that's a calculated risk taken into account. And if it works, I'm home. I'm spending 1,000 PLN for a pilot to potentially get 100k+ per year, so the odds are good.

I wish I could say that everything worked from the very beginning, but it didn't. I had as many appointments as I wanted straight away, but the problem was with sales. Obviously, no one would offer me 16,000 PLN per sale if it was an easy thing to sell. The product was government grants; people could replace their old furnaces with modern heat pumps with solar installation. I had to burn through something like 150 leads... 150 conversations, and I was still at 0 sales! I was actually considering giving up, but then things started working. It's still in progress, but I must say that I'm very pleased with how it has turned out so far.

I'm saying this just to tell you the power of a Good Offer. "I will pay for ads for your business, I will generate leads and sales, and you pay me a percentage that you're happy with." Who would say no to that?

In the meantime, in these past 8 months, I was contacted by several people who knew that I left Groupon and was open for work. I had to say “no” since I already had a dozen clients and was busy with this new big one. But to help them and not leave them empty-handed, I created step-by-step instructions on how they could promote their business themselves, without my hands-on involvement. It’s when I had this “light bulb moment”, I realized that I don't have just random bits of knowledge in my head, but something that could be systematized and universally applicable. So I created the framework, gave it a name, and was happy that many of them decided to buy this training program with me. The news has spread quickly and I quit “done for you” services with my older smaller clients to focus fully on the Framework.

One of its components is something that I call “The Offer Clinic.” I had researched and experimented a lot when I was Head of Affiliate Marketing for International markets at Groupon. I had a \$20M annual budget and tested multiple approaches to copywriting, sales, and communication of the offer. I wanted to test and

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document what people respond best to instead of assuming that I knew. You wouldn't believe me if I told you how many A/B tests I ran within Groupon and later in my agency!

I studied Rosser Reeves, the originator of the USP, and also an Alex Hormozi formula. And even though his approach is a great starting point, I feel that his system is incomplete. For example, Alex says that if you want to optimize your offer, you need to communicate that the benefits you claim could be delivered *faster*, making the offer more appealing. Apart from speed, he has identified few more factors that universally make the offer more attractive.

I realized that what it really is, is the answer to unspoken objections of clients. Clients may think, "Oh, this product is great, but it takes ages for me to see the results," or "This product is great, but I will have to put so much effort into enjoying the benefits." I call them UOs: Universal Unspoken Objections in my framework. There are 6 major ones and 14 minor ones.

Even the USP concept, which is believed to be a holy grail, especially in marketing academics, is just an answer to the question of “Why would I choose you over someone else?” or in the words of UOO: “I like your service, but I prefer to buy it somewhere else.” Again, it’s an unspoken objection and a small one in comparison to the big ones we have managed to find.

When we know them, we can address them one by one. The offer can be improved in two ways for each objection: by either actually redesigning the product so that it truly delivers results that take care of these concerns or in how the offer is communicated. We can go deeper into them, one by one. It’s time-consuming but definitely worth it! From my experience, research and tests I can say in full confidence that a factor that boosts sales conversions the most is an optimized offer. And we all know that with improved sales conversions, everything runs much smoother in business.

In its very essential form, the offer is the exchange of X dollars for Y benefit, even though

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these estimates usually happen subconsciously. If someone feels that she pays \$100 to get \$1000, it's very easy for you to sell this thing, whatever it is!

But here comes really important and often overlooked bit: once the offer is quantified, you have to have ways for the client to believe that he is 100% going to get this. It's like EV in mathematics, expected value. If, as a customer, I think, "OK, cool, you claim that your service brings \$50,000 for your clients on average, but I am not sure it's going to work specifically for me, I feel there is a 20% chance", you have to address that before it's said aloud because in client's mind the value is not full \$50,000 but only \$10,000 (EV = value x probability, $\$50,000 * 20\%$). So our job is to max out both sides of equation –not only the value but also its believability (probability of happening). I have a list of ways to do it that people find very useful. This is an important and overlooked topic that can also be expanded and refined in depth.

I'm going to post more in upcoming weeks.. We'll cover lead generation, lead quality,

copywriting, AI in marketing, persuasion, lead magnets, and more. My focus is on inbound marketing, on paid channels. I don't do SEO. I don't do branding. I don't do organic posts that much. Inbound demand generation + sales, the Big Duo.

If someone wants to audit what they already do against market-tested standards or venture out for the first time into paid channels according to best practices, I recommend following these posts. You can get reassurance and confirmation of your knowledge or get inspired by something new.

I have created hashtag #maciek and linked the original post I refer to in the comments.

CHAPTER TWO

"IN THIS MODEL, ATTENTION CAN BE REPLACED WITH RELEVANCE BECAUSE THE FEELING OF "THIS IS SOMETHING FOR ME!" AUTOMATICALLY DRAWS THE READER'S ATTENTION AND COMPELS THEM TO READ MORE."

Recently, I conducted a fun experiment where I wrote a piece of copy for Facebook Ads and asked ChatGPT to rewrite it in the style of different copywriters like Gary Halbert, Tony Robbins, Dan Kennedy, Claude Hopkins, and others. I provided 10 names, and it created 10 different versions. I then ran a real-world test, giving each version a fair chance by ensuring they all received the same number of impressions in people's newsfeeds. After five days, I reviewed the results to see which version brought the best response.

Believe it or not, my original version won—by far. We all know that if you don't feed good data into ChatGPT, it will just use the most generic

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information it has been trained on. You'll end up with words like "elevate" and "unlock" in your copy, and several emojis —who has time these days to find 10 different emojis as bullet points, that fit contextually? Anyone with even very little experience using AI can easily spot lazy AI generated content. It's far from optimal, especially in marketing, where authenticity and standing out are supposed to be key to winning. Instead of relying on generic AI, In my opinion it's better to create a persona in ChatGPT and upload documents with specific formulas or rules for it to follow so the content is written within your style and guidelines.

But let's come back to the main topic of this post: how to write a copy that sells? A novice might say, "Just write something good." A more sophisticated person will say, "Test, run a lot of A/B tests, and you'll find out what works." But to even design an A/B test, you need an "A" and a "B" to start with, right? And obviously, these need to come from our minds first. So, it's partly an art and partly a science.

To even start out and have something to test, we can study the great masters of copywriting as our foundation, so we don't have to reinvent the wheel. Direct-response experts like Claude Hopkins were really clever because, in the 1960s, when 98% of people ran just brand awareness ads, these folks sent letters to mailboxes, tracking the most tangible actions that had immediate positive effects—responses. Each version had a different coupon number, so when customers responded and sent back the coupon, the copywriter counted which one generated the most responses. This way, even before the internet, they had a data-based approach to marketing, reliably refining and testing different styles. Fun fact: David Ogilvy started as a direct response marketer and believed it was more effective, but brand campaigns were easier to sell, so he switched to them in his agency.

In my opinion, it's really good to study these people. I've learned a lot from them because human psychology doesn't change much over the years. Within my framework, I have a list of books and specific chapters to read. At the same time, I find their style of writing slightly outdated

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sometimes. It comes across as too sensational and overhyped, especially if we're aiming for the B2B clients.

When I ran my ads, both at Groupon and in my agency, I always aimed to design something that worked based on market feedback, not my subjective preferences. For example, when writing a Facebook ad, we have a few parts to optimize: the headline, the image, and the main text. The main text can be divided into two parts: the lead (the first sentence) and the remaining body. Michael Masterson teaches good stuff about leads in copy, by the way, but nothing beats real-world tests. The first sentence is important in Facebook Ads because it draws attention, motivates people to click the little blue "read more" text, giving your ad a chance to be read in full and signaling to Facebook that people are responding well to your ad.

My process for coming up with good intro sentences involved creating at least five versions of an ad. All five ads have the same graphics, the same headline, and the same body, but five different leads into the copy. This way,

they only differ by the first sentence, allowing me to control that variable and discover what works best, which I can then use universally in more ads. I've tested versions that start with an emoji, end without it, with and without exclamation points, the ones that start with "Attention!", the ones that get straight to the point, the ones that call out the audience—and much more, you get the point.

Instead of just assuming I know how to write the first sentence of a copy and running with it, I tested different versions, reviewed the reports to see what people *responded best to*, and let myself be surprised. I try to be open-minded and learn something new when my favorite version fails, and the one I didn't expect—wins. And when that happens, it opens the question that personally I love: "Why the hell did this one win?"

I've taken the same approach with headlines, images, and everything else. I've applied it to Google Ads, LinkedIn Ads, and landing page copy—it's been a fun journey! I know it's a bit of overkill to be that granular, but it was my job and I had \$20M annual budgets, so why not play this

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way in the meantime to optimize? By carrying out these experiments I've produced exceptional results and learnt a thing or two along the way.

I can't say I have a formula that hits the goldmine every time, but I do have a very reliable foundation for writing ads for each major platform: Facebook, LinkedIn, Google and Tiktok. It will likely be improved depending on the niche and nuances of the service, but it offers a significant competitive advantage right from the start.

For Facebook for example the formula is Relevance + Offer + Anxiety Reduction + Push to Action. I deliberately avoid using "call to action" because I don't just want my readers to feel they could take specific action—I want them to feel that if they don't act now, they'll miss out, so it's slightly stronger than just a *call* to action. The sequence in my formula isn't set in stone; it's more like a checklist to make sure that each important element is present. It works well, especially when combined with a similar list I have for creatives. It's very close to what Flint McGlaughlin teaches and he definitely is one of

the best if not the best marketer in the World, so I'm sure I have been on a right track.

In my opinion, relevance is the new attention. When I studied marketing at university, there was this academic concept of AIDA: Attention, Interest, Desire, Action. I think the model is still valid but tactics themselves to grab attention should be modernized for current times because they have been overused. We don't need flashy creatives, exclamation marks, or emojis. We don't need or want loud self-promotion. In this model, attention can be replaced with relevance because the feeling of "This is something for me!" automatically draws the reader's attention and compels them to read more. I spent some to figure out specific ways to instill relevancy and I always like to refer to this list when writing ads.

In Google Ads, it's important to align yourself well with the stage that your customers are in. Eugene Schwartz is a good person to study—even though he was born in 1927, I'm sure he would be an excellent Google Ads and landing page copywriter. For example, if I'm promoting a free consultation via Google Ads and using that

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consultation to promote my main product, I don't advertise my product too much at the Google Ads or landing page level yet. We can focus more on selling the consultation itself! Highlight the value and benefits of this call and explain why it will be worth their time, whether they buy or not. The consultation or demo *is the product to sell at this point!* Even if it's free. Once you're on the call itself, you have the opportunity to sell your product. We need to be very attuned to the stage, and this applies to website copy and all paid channels, of course.

LinkedIn Ads copy is also a very different animal. This post is getting too lengthy, so I'll be brief but I do cover all platforms one by one in depth in my Framework if you ever had a chance. We have Newsfeed Ads and InMails (now called "Message Ads") available. I couldn't figure out LinkedIn Ads for a long time because they're so expensive and people on LinkedIn aren't exactly heavy ad clickers. But for a few months, whenever I saw viral post on LinkedIn, I took a screenshot. Once I had 30+, I uploaded them to ChatGPT and asked for a transcription, from image to text. Then I worked with GPT to find

commonalities and create a checklist to follow when writing LinkedIn Ads copy. And it helped so much! The key is *tangibility*, to productize services.

It wasn't that difficult to crack this code, and you could come to the same conclusions if you stored and analyzed what already works on the platform. The main point that I want to make is to underline the value of this *data-driven approach*. Instead of assuming we know best, we either study and clone something that we see already working in the market or base our decisions on feedback and refine from there. It might sound obvious, but I see very smart senior marketing executives in large companies overlooking this more objective approach all the time. They tend to rely on gut feelings and personal subjective experience and preferences.

The feedback we get from Facebook Ads reports, Google Ads reports, and LinkedIn Ads reports is invaluable because it reflects what people actually do, not what they claim they would do. They vote with their clicks. They don't even realize they're in this crazy lab of ours,

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where we compare different options in a controlled experiment. Digital marketing can be a beautiful research system and a fascinating journey—not just a way to advertise products and services for a quick gain.

Thank you for reading, I hope I shared something you can implement in your business straight away, or at least inspired you to study more and open up this box.

CHAPTER THREE

Even though I mostly work with well-established businesses that already have robust marketing and sales processes in place, I'd like to describe a system for starting something from scratch today. My hope is that it will be useful both for those considering building something new and for startups with solid foundations looking to grow quickly.

Let me start by saying that I don't want to underestimate the complexity and difficulty of scaling—if it were easy, entrepreneurship wouldn't be so lucrative for those who "make it." It may seem clear and straightforward when we have a conceptual vision, but once we start executing, it can feel like wading through swamps: simple tasks we imagine would take two days may end up taking 7-14. A classic example is copywriting— you wouldn't guess how long it takes me to write seemingly simple and short texts for my emails, ads, or website.

I've also learned over the years that uncertainty, or indecision, can be as time-consuming as actual execution, if not more! We

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often find ourselves unsure of which way to go on even minor tasks like a headline, colors, or fonts in a logo. This decision-making process can be as draining as implementing something technical like setting up a funnel, at least for me.

Many feel that they need the perfect logo and branding, a website with several inner pages like “About Us” and a blog, the best business tools, social media pages with graphics and content, an ideal office space etc. just to even start! Instead I propose to take a step back and view the situation more broadly. If we want to simplify and be results-oriented, we need only this:

A product or service packaged as an attractive offer—something appealing and high-value that we’re proud of.

What I call a “conversion device” or “sales opportunity.”

A way to shout out #1 and #2 to the world.

Let me expand on #2 and #3.

Usually, the goal of the business is to get on the phone with prospects. It might involve a well-structured one-hour presentation for something complex, or a simple five-minute phone call (for example, in a beauty salon) to answer questions and arrange an appointment

with someone from a Facebook Ad. It could be a demo call, a webinar, follow-up automation, etc. SaaS, E-commerce, and some service businesses don't need to create dedicated "sales opportunities"—conversions happen directly on their website. I don't need to book an appointment with a sales rep to create a Canva account, right? But even when there isn't a live sales conversation, selling still happens in written form on the website and through funnels, so #2 should never be omitted or underestimated—it's always crucial. Imagine this "conversion device" as a box. You want to keep the box full and in demand because it's the magic box that converts strangers (prospects) into clients. It's the crucial link that connects #1 (the product) with #3 (awareness of your brand to strangers).

In terms of #3, I'd rather have an average product that hundreds of people discover each day than a perfect product that only I, my wife, and a few Facebook friends know about because I invited them to like my page! We need a process—a clever, structured way to get the word out about what we have. I believe it's crucial as well and can't be random or haphazard.

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I'm sure you agree that long gone are the days of believing "the good product sells itself."

I could write a whole book on this topic (actually, I did!), but let me briefly address the marketing part. SEO is amazing, but it's a long-term strategy, so I'd treat it as a nice bonus if it works, but not a primary source of demand, especially in the beginning. Organic social media is often disappointing because of its limited reach. We could grow a YouTube channel, a personal brand on LinkedIn, or pursue PR activities, but these are all also long-term and we need to get the ball rolling now—we need something instant, steady, and reliable—which leaves us with only two major ways to generate sales opportunities: prospecting and ads.

For someone starting out or looking to accelerate growth, I'd say this: be clear about what you're selling and how you present your offer. Are there ways to make it more attractive? With a more appealing offer, your sales conversions will be higher, and this is the single most important factor in whether companies fail or succeed. And trust me, I don't say that lightly. If you know me, you know I've examined every detail with a rigorous, almost scientific mindset.

I've conducted thousands of tests on a \$90M+ budget during my career at Groupon and in my own business, so I have a pretty good sense of what contributes to better results and what doesn't. With a good offer, everything goes more smoothly.

Next, design your "conversion device." Will you sell through a webinar? A sales call? A landing page? Do you know what to say, regardless if it's spoken or written? Is your offer presented clearly? Lastly, write a prospecting message that can be sent to strangers, and set up some ads. Both outreach messages and ads should promote your "magic box"—whether that's a webinar, a sales call, or a landing page describing your SaaS or e-commerce product.

Isn't it most important for bootstrapped new startups to have these three simple components ready as soon as possible? For established businesses, isn't it vital to audit and improve these three things, forgetting about everything else for a moment—SEO, LinkedIn growth, logos, content in Facebook groups, and social media profiles?

Imagine entering a project at the point when these three things are ready: the offer is proven

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to be attractive, the “conversion device” works well for both you and your prospects (for example, a cool webinar), your prospecting message is well thought out, and your ads are getting responses. Outreach has healthy response rates that generate opportunities, and ads produce them at a reasonable price as well (e.g., \$100 per lead for a \$500 recurring product). Because the offer and sales opportunity are well thought out, conversions are solid- let’s say the business is now generating eight sales opportunities and one client per day, on average. Wouldn’t it be easier and more enjoyable to run a business in this situation? Wouldn’t it be more comfortable to then focus on refining those hundreds of other things that are important but not that crucial and urgent?

Once your process generates 1+ high-ticket client a day or something like this, there are plenty of areas we could focus on but we can do that over time. Let’s consider what options we have in lead generation alone:

- SEO (Search Engine Optimization)

- Posting Gigs on Freelancer Platforms (Upwork, Fiverr, Freelancer)

Groupon Offers or Daily Deals
Social Media Organic Content (LinkedIn, Twitter, Instagram, Reddit, TikTok, YouTube)
Referral Programs
Partnerships/Joint Ventures
Affiliate Marketing
Event Marketing (Webinars, Virtual Summits, Conferences, Trade Shows)
Influencer Marketing
Podcast Guest Appearances
Hosting a Podcast and Featuring Industry Guests
Quora and Reddit Engagement (Answering Industry Questions, Posting Helpful Responses)
Facebook Groups or LinkedIn Groups Participation
Offering Free Workshops or Consultations
Networking at Industry Events or Meetups
Guerilla Marketing (Street Teams, Flyers, Public Stunts)
PR and Media Outreach (Articles, Features, Press Releases)
Leveraging Online Review Platforms (Yelp, G2, Trustpilot)
YouTube Videos and Tutorials

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B2B Referral Partnerships with Agencies or Consultants

Creating a Course on Platforms Like Udemy or Teachable

Answering Questions on Platforms Like HARO (Help A Reporter Out)

Guest Posting on Industry Blogs

Direct Mail Campaigns (Physical Postcards, Brochures)

SMS Marketing Campaigns

Running a Kickstarter or Crowdfunding Campaign (Not Just for Funding but Exposure)

Leveraging SaaS Marketplaces (e.g., AppExchange for Salesforce or Shopify App Store)

Paid Influencer Shoutouts on Instagram, Twitter, or TikTok

Using Industry-Specific SaaS Tools or Directories (Clutch.co, GoodFirms)

Partnering with Micro-Influencers or Niche Community Leaders

Offering to Speak at Local Chambers of Commerce or Rotary Clubs

I believe that we subconsciously aim to have it all, which leads to paralysis and overwhelm. For simplicity and clarity, we could focus on the

three key elements we covered. First, validate that it's easy to create demand for your product or service and that it's relatively easy to sell (or, from the buyer's perspective, a "no-brainer" to buy—they're essentially the same thing).

Once you have this in place and it doesn't work, no big deal! You spent one month finding out that you have crap that no one wants and can move on to the next thing, instead of investing in office space, staff, or inventory first. If these foundations of 3 things do work decently from the start, well, fasten your seat belts, because you're in for an exciting and fun journey!

Notice I used the phrase "create demand"—it's a verb, implying proactive processes behind it. Both marketing and sales are crucial, and I hope my three-step system makes it clear that they should be seen as one integrated revenue-generating unit. In my projects, I don't have separate marketing and sales processes—I have one department that I call "Revenue Generation." It's not rocket science, but for some reason, I'm really proud and happy with how I named it. If the main goal of a business is revenue growth (not fancy logos or spacious office space), it makes sense to have a unit or set of processes

dedicated to achieving that precise goal, in my opinion.

If the strategy isn't integrated and a business focuses too much on one over the other, it's never optimal. A good example of a company whose marketing strategy is disconnected from its sales objectives is a modern B2B business with complex services.. Their marketing efforts focus on building authority through patient, ongoing efforts. "Our customer journey is long and complex; we're just very steady in being present on LinkedIn, prospects come and go in cycles, and eventually, some of them buy, sometimes after three years." In my opinion, it's a decent approach but it could be more effective with a little more "spice"—directional efforts aimed at producing "selling opportunities" instead of just creating content about the company for the sake of it.

There's nothing wrong with patient, long-term brand building, but there's also nothing wrong with adding a bit of direct-response "spice," intentionally steering the marketing ship so that it encourages strangers to enter "the magic box." An aversion to being too self-promotional or "hypey" can result in marketing that is too shy

and bland. When this happens, the distance between marketing and sales becomes too great, and there's not enough of a bridge between #3 and #2 in my model. Marketing strategy needs to be more sales and revenue-oriented to create real impact. There are dozens of excellent direct-response books available on this topic, with Dan Kennedy's "No B.S." series being my obvious recommendation if you haven't read it yet.

On the other end of the spectrum, we have heavily sales-oriented companies. "Forget ads, forget inbound. Our product is mundane and highly competitive, so it's our job to go out and generate business. Attracting clients like a magnet is a pink unicorn—a fairy tale no one's ever seen. We're going to scrape the hell out of the internet, and our sales reps will take care of the rest because we offer solid commissions. They'll grind day and night, reaching out to 10,000 strangers a day if necessary! With those numbers, some will buy, no doubt about it. Forget GDPR, forget brand reputation—this is the only thing that works for us and if you're not hustling for sales, you don't have a real business."

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I'm being cynical about this mindset, but I actually do respect it—at least they're not naive enough to believe that funny Instagram memes and cringy Tiktok videos will pay the bills. However, if they already have strong "conversion device" processes in place, why not balance it with a marketing system—a predictable machine that generates leads in the background, incrementally to what they already do? Good inbound is too powerful to dismiss because it's a scalable competitive advantage that isn't tied to the manual, time-consuming efforts of outbound specialists.

I'm aware that my three-step system in a "revenue generation" department isn't new information—you probably know it all already. It's the most basic lean startup approach, or whatever we want to call it. But even though it's not rocket science, my experience working with both new and established businesses shows that this area is often overlooked. That's why I decided to write this post today. If you're curious about deeper aspects of this approach (in addition to my mastermind programs, of course!), you might want to study Michael

Masterson—his books are excellent resources on this topic.

For now, thank you for reading... I hope you find this useful, even if it's just a reminder! I also hope you like my ChatGPT-generated bullet point list on lead-gen options—some of them I found quite unusual but very interesting myself! :)”

CHAPTER FOUR

“I REGARD ALL FREE CHANNEL EFFORTS AS A NICE BONUS—IF I GET SOMETHING FROM THEM, IT’S A COOL SURPRISE, SOMETHING I DIDN’T EXPECT BUT ENJOY. IT’S NEVER MY MAIN FOCUS. MY PRIORITY IS CREATING A SIMPLE MACHINE THAT WORKS FOR ME IN THE BACKGROUND 24/7, GIVES IMMEDIATE RESULTS AND IS FULLY IN MY CONTROL.”

I don’t like it that the word “marketing” carries so many different associations. One person hears it and thinks, “Oh, creating lots of short content and link building.” Another thinks, “Oh, fancy videos that I can post on my Facebook page.” Someone else might think, “Oh, paying famous influencers to promote my products,” and yet another, “Oh, that thing I paid agencies a lot of money for, trusting they’d help me—never again!” Rarely does anyone think, “Ah, this amazing engine that runs in the background and generates 50 high-quality appointments every day at a low cost—it’s the most important asset any business could have!”

I try to be open-minded and humble about organic efforts because I know of people like Jason Wardrop or some YouTubers who've built amazing businesses just with organic strategies. It looks effortless and I'm envious—so much reach, so many leads and sales just from shooting short video content and publishing it with no costs. These folks are much more knowledgeable about organic than I am, and I'll be honest, sometimes I wish I could duplicate their success and grow my channels in the same way.

On the other hand, I can tell you so many counterexamples of companies or individuals who tried to make it work and failed. They produce cool, beautiful, sometimes very expensive video content. They need to come up with new materials, sometimes every single day, and what happens? These posts get disappointing reach and engagement. A large, well-known company publishes a post that is seen by only 40 people, it gets 5-6 likes. It's somewhat embarrassing but happens all the time!

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But if we see it works for some companies, we become hopeful: “We just need to improve a bit, we will crack the code and eventually enjoy a daily flood of site visits, appointments, and sales”. It’s like being in a casino: “Maybe I should bet on black instead or red now, I need to change the tactic,” without realizing the game itself is flawed.

As I said, it’s not always a complete waste— it works very well for some people, sometimes it works decently, and most of the time, it doesn’t produce any tangible results. The problem is that we only see the people who made it work, who succeeded. We see Alex Hormozi, Jason Wardrop, Gary Vee, and MrBeast! This is called “survivor bias” in psychology. When algorithms only show us content from people who succeeded, we assume it’s easier than it is. Or worse, that everyone else seems to be doing fine with organic efforts—except me!

Nothing could be further from the truth! You see the very top of the pyramid, the 0.001% of people who tried. It’s like with Hollywood

actors—you see Brad Pitt and Denzel Washington, but you don't see the thousands of wannabe actors who never made it, so you feel like an acting career is better than it really is. For every Cristiano Ronaldo, there are a million young guys who tried and failed due to injuries or other factors. They wake up in their mid-twenties with no worldly skills because they placed all their bets on a career in sports. Similarly, we don't see the companies with large social media teams, content producers, technology, hours of brainstorming and analysis, who have tried and keep trying but are nowhere near the level of results of Cristiano Ronaldo—or in this case, Gary Vee.

I'm also aware that organic channels are very alluring, very seductive because they're free. There's no cost to trying it, no barrier to entry. It's like going to a store for a free lottery ticket—it doesn't cost money, just daily effort to get there, maybe some petrol, and with each ticket, you have a 0.001% chance of your business becoming famous. The odds aren't great, but it's free to try, so why not?

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What makes it even trickier is that social media used to work for everyone in the past! Remember the early years of Facebook, when everyone gathered likes on their fan page? Likes were powerful because if 100 people liked your fan page, each of those 100 people would see your post in their newsfeed whenever you posted something. Sometimes I feel that people still regard social media in the same way, as if their subconscious view hasn't updated since 2007.

So much has changed since then! Facebook essentially said, "Forget organic reach. We'll give free reach only to the best viral, usually short and shallow content. It's reserved for the 0.001% at the top of the pyramid. We will serve only content that's already popular in people's feeds; otherwise, it's too boring for users, they need dopamine if we want them to spend time on our platform. If you want decent reach for your content that is not viral, you're welcome—here's the door to paid ads."

Killing of organic reach happened on LinkedIn, Youtube, and other platforms as well, and it's

slowly happening on TikTok as it becomes as saturated as Facebook was when it grew rapidly in the beginning.

You might ask, “If it’s as bad as you say, why do all companies seem to rely so much on organic social media?” To be honest, I don’t know. It’s partly a mentality of “It costs me nothing, so why not? I don’t expect miracles, and with regular daily activity, results will build up.” It’s partly, “I’ll hit the gold one day when I crack the code and one of my posts go viral,” and partly, “I don’t know any better. I have no idea what paid social media is—it’s overwhelming, and I hired an agency before and only wasted money.”

Organic social media, for me, is like coming to a party. You’re in the dressing room area, you’ve handed in your coat, and you’re having conversations with people. Everyone you talk to has the same experience, and you all think, “This is such a nice party!” Then, after two hours, the organizer comes to you and says, “Sir, the party is actually in the room through the brown door on the right,” and you’re like, “What?? The party

is there?? I thought *this* is the party!” I feel that’s how people who only run organic social media efforts feel—they’re in the dressing room, thinking it’s the party, while the real party is happening for those who pay for ads. Facebook isn’t stupid; they won’t give the same treatment to people who are willing to pay as to those who want to hang out outside.

Launching ads can be overwhelming. I remember when I first saw Ads Manager—so many features, and I didn’t know what they did or how to use them step by step. It felt too complex, and I wasn’t offered any tutorials or explanations. To this day, Facebook has almost nothing to help. But once someone explained it to me I launched my first campaigns, I found it so easy. Every campaign is set up in a very similar way—the hardest part is the copy. Alex Hormozi says that knowing how to run paid ads is like having a “Get Out of Jail Free” card in Monopoly—he claims he’ll never be broke because he knows how to run Facebook Ads, and I agree with him.

Once the campaign is launched, you have guaranteed impressions. For a measly \$10, your ads will be shown in people's newsfeeds 1,000 or 2,000 times. On TikTok, it will be 5x of that. You can review live reports to see how it's going. If CTRs and CPCs are okay but the landing page doesn't convert, you know where to focus. Maybe the site is simply too slow, or maybe what you're communicating isn't appealing enough. Work on it, and it will improve. Or the opposite scenario: visitors to your landing page convert well, but your ads have very low CTRs and high CPCs. Test different images, or rephrase your copy. At least all numbers are in the reports so you always know where the problem is, which part needs improvement.

Every bit of your paid efforts—whether they are Google Ads, Facebook Ads, LinkedIn Ads, or TikTok Ads—can be optimized one by one. In my opinion, this is a source of great competitive advantage. It's not about my business being the next Uber or McDonald's—it could be the most boring, mundane product and industry—but if I get tiny micro-edges over my competitors, it all

adds up, like compound interest. Decent copy and images will give you a \$1 CPC instead of \$2 that your competitors pay. An optimized landing page will give you a 5% conversion rate instead of 1% like your competitors. If we consider improvements in just these two things, we're talking about 10x better results, 10x lower cost per lead (\$20 versus \$200 in our example). And we haven't even considered optimizing sales conversions and the dozen other possible factors that can create mini competitive advantages that add up over time.

There's nothing wrong with SEO, prospecting, cold outreach—in fact, I much prefer doing this than publishing organic content every day. If you've done outbound all these years, there must be a reason—it must have worked pretty well for you. I just want people not to dismiss paid channels, especially with the data-driven approach I explain in these posts. Leads generated this way can be regarded as something *incremental* to what's already being done in business. It never has to be an either/or situation so why not do both?

It's the opposite of my own mindset, though. I do organic content, especially on LinkedIn, and I engage in outreach and SEO, but I regard all free channel efforts as a nice bonus—if I get something from them, it's a cool surprise, something I didn't expect but enjoy. It's never my main focus. My priority is creating a simple machine that works for me in the background 24/7, delivers immediate results, and is fully in my control. I can tweak it to improve and learn new things along the way. The reach and inquiries I get from non-paid channels are just a nice bonus, I wouldn't ever grow a business only on this foundation though.

Thanks for reading. Next time I will post on front-end offers (free lead magnets and self-liquidating offers).

CHAPTER FIVE

“WITH A GOOD SELF LIQUIDATING OFFER WE SPEND \$10,000 ON ADS AND MAKE \$10,000 STRAIGHT AWAY. THIS MEANS WE CAN SCALE OUR BUSINESS LIKE CRAZY BECAUSE WE’RE GENERATING LEADS FOR FREE.”

I can't stress enough the importance of having a good front-end offer. By having something very appealing to advertise, regardless of the platform—whether it's Google Ads, LinkedIn Ads, TikTok Ads, Facebook Ads, paid or free—everything works much more smoothly. When you have something you are proud of, you'll be happy to advertise it everywhere possible: in the ads, on your website, even in your email footer. It's something you'll be eager to spend money on to promote because you know it works, and it's a pleasure to scale up.

Just look at Dan Kennedy's "Magnetic Marketing" and what it did for his business. Or Alex Hormozi's "100M Offers.", Michael's Gerber "E-Myth", and Kiyosaki "Rich Dad". Even Tony

Robbins's "Awaken the Giant Within" was more of a lead magnet than a regular book. Another example is Ewa Chodakowska, a famous Polish fitness influencer with 1.9M followers on Instagram. Many years ago, her DVD with home workouts was attached to a magazine, and it blew up.

A good front-end offer cannot be underestimated—it's something that can grow the brand on its own and is a very important asset. It should be something you're truly proud of, something valuable in itself, regardless of whether someone proceeds through your funnel or not.

On the other hand, if the offer isn't good enough, scaling will be difficult. Everything you touch will be a struggle. Whether it's LinkedIn, Facebook, Google, or TikTok, even with good copywriting, hyper-relevant creatives, and an optimal campaign structure, it will feel like swimming against the tide.

It's important to recognize that while a front-end offer is crucial, from a client's perspective,

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it's viewed differently. For example, take a free webinar titled "How to Choose a Marketing Agency." While the company sees it as potentially very interesting topic for their prospects, they may interpret it as "Come for an hour and listen to why our marketing agency is the best." In 2024, it would be naive not to consider that it's how people perceive these offers!

Another issue with free lead magnets is that it doesn't feel natural to share a phone number or email address. Why should someone have to share their email to get a PDF? Why not just make the PDF available for download directly from the website? It's not the early 2000s anymore. If you want to collect their contact data to send nurturing sequence, be honest about it, don't send a 5 pages PDF white-paper as your Trojan horse. People know we want to bait them to share their contact info so that we could "nurture" them and I'm not sure about you, but I'm never looking forward to being "nurtured".

In my experience, the best way to design your front-end offer is actually to create a paid self-

liquidating offer (SLO). It's not very obvious or common but let's think what are its benefits.

First, imagine the difference in engagement between someone who signs up for a free webinar and someone who pays for this event. Consider the difference in attendance rates, how many people will stay until the end, the quality of attention, and how much they'll listen to what you have to say. Also, think about how many people who miss the webinar will watch the recording. You feel the difference, right?

Since it's a paid offer, it can cover some of your lead generation expenses. You may even break even or make money already! With a good Self Liquidating Offer we could spend \$10,000 on ads and make \$10,000 straight away. This means we can scale our business like crazy because we're generating leads for free. You can set the budget at whatever you want because you know it all comes back immediately.

To design a good front-end offer, forget your main product for a moment and focus on polishing, improving, and testing your front-end

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offer only. Imagine it's the only thing you have. It needs to be that good. It should be something truly valuable on its own, whether or not someone proceeds to buy your main product.

"If this is the best way to do it, why doesn't everyone else do it?" I beg to differ! Let's look at Agora, they bring in well over \$1 billion a year. They've tested everything possible and have found that a lead should be defined as someone who has paid for the service, even if it's only \$10. A prospect who gets something for free doesn't even enter their CRM. They always advertise their front-end offer, make a sale, cover some of the expenses this way, and make money on the back end. This is what has paradoxically worked best for them out of the thousands of things they've tried. It's the biggest direct response online company in the world and they never use free offers for lead. Doesn't it make the SLOs at least worth considering?

Of course, there's a challenge in implementing paid front-end offers. Realistically, we can't expect cold traffic—people who've never heard of us before—to see our ad for the first time, pull

out their credit card, and go through the checkout process, even if it's something very inexpensive. It's not how things work; it's the law of nature we need to respect. It took me some time but I figured out the ways to make it work, by breaking down the process in steps.

Here are some important questions to ask if you are serious about scaling your business: What is the function of a front-end offer in the business? Why bother creating one? When it's not worth the effort and just complicates things? How can we modernize lead magnets, move away from outdated gated content models, and why?

I have some tips on all these important questions, I could write for hours about follow-up strategies, SLOs conversion optimization and the prepayment funnels but we should save it for another time. For now, thank you for reading, I would like to stress how much I appreciate your comments, messages and other forms of engagement! Till the next time!

CHAPTER SIX

“UNLIKE MARKETING, SALES IS MORE CHALLENGING TO APPROACH SCIENTIFICALLY AND OBJECTIVELY. HOWEVER, WITH A WELL-OPTIMIZED AND APPEALING OFFER AND TEAMS SKILLED IN CLEARLY AND PERSUASIVELY EXPLAINING IT, SALES CONVERSIONS REACH LEVELS THAT SURPASS ALL BENCHMARKS, ACHIEVING RATES ONCE THOUGHT IMPOSSIBLE.”

Ben Feldman, a Russian Jewish immigrant and one of nine children, spent most of his adult life in life insurance sales. He sold life insurance policies with a total face value of about \$1.5 billion for the New York Life company. He once held the world record for the most products sold (by value) by a salesman in a career, a year (\$100,000,000), and in a single day (\$20,000,000). The strategies he developed earned him a place in the Guinness Book of World Records as the most outstanding salesman in history.

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Joe Girard worked as a shoeshine boy, newsboy, dishwasher, delivery boy, stove assembler, and home building contractor. At 35, Girard walked into a Detroit car dealership and begged a skeptical sales manager for a job as a salesman. There, he set consecutive sales records over a 15-year period, with a record of 13,001 vehicles sold by him. He still holds the Guinness World Record for the largest number of cars sold.

Neil Rackham, a British researcher, produced a series of seminal articles focused on practices and behaviors associated with successful negotiations. Deciding to apply these same methods to the world of sales and explore effective behaviors in successful B2B selling, Rackham sought the support of major multinational companies including Xerox and IBM, raising an initial \$1 million for a landmark study. The project, the first to scientifically measure selling and buying behavior, involved a team of 30 researchers who studied 35,000 sales calls in over 20 countries. The research spanned 12 years. "Finally, this is the method that turned selling from an art into a science."

Frank Bettger became a top salesperson for Fidelity Mutual Life Insurance Company, transforming his sales performance from near failure to extraordinary success. He earned the highest commissions in the company, often generating sales that, when adjusted for inflation, would be equivalent to millions of dollars today. His exceptional sales techniques led to sales volumes comparable to those of entire sales teams, securing his reputation as one of the greatest salesman of his time.

In 1919, Clement Stone established the Combined Insurance Company of America with an initial investment of \$100. A decade later, the company had over 1,000 agents selling insurance across the United States and eventually grew into a multi-million-dollar enterprise. At the peak of his career, Stone sold an average of 72 policies *per day*. He wrote *The Success System that Never Fails*.

Ben Feldman authored *The Feldman Method* and *Creative Selling*. Joe Girard wrote *How to Sell Anything to Anybody* along with several

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other books. Neil Rackham published *SPIN Selling* and *Managing Major Sales*. Frank Bettger is known for his classic, *How I Raised Myself from Failure to Success in Selling*

Some of these books are old and difficult to get, but they are extremely valuable, ranking well over 4.3 out of 5.0 on Amazon and Goodreads because they have something invaluable in common—they offer strategies based on extensive research and tests. Approaching the area of sales scientifically is very difficult because it's such a complex process with infinite factors contributing to success (or failure) so I'm grateful I came across of the resources written by people who have done it before.

I hope you appreciate my little list; you can imagine how many books I had to read over the last 20 years to able to select these little gems. The list is not complete, as I also studied Blair Warren, who analyzed cult leaders; Claude Hopkins, Emanuel Haldeman-Julius; David Sandler with his "reverse selling" method and many others. It's my favorite module to teach: to distill the essence of this vast knowledge into a

methodology that can be effectively used in modern sales conversations and copywriting.

Unlike marketing, sales is more challenging to approach scientifically and objectively. However, I'm on a mission to be the top 1% and share my insights along the way. With a well-optimized and appealing Offer and teams skilled in clearly and persuasively explaining it, sales conversions achieve conversion rates that I once thought were not possible.

CHAPTER SEVEN

“THE MARKETING TEAM’S JOB IS TO MAKE THE SALES TEAM’S JOB AS EASY AS POSSIBLE”

I think it was Ryan Deiss who said that generating traffic is as easy as buying apples at a local grocery store; it’s conversions that are tricky. I fully agree. If I have a budget to spend, big platforms are always willing to take it and send traffic to my site overnight—they all work on a Cost Per Click model, after all. If I give them \$100, I will have ~500 clicks; if I give \$1,000, they will give ~5,000 clicks. I will get as many visits as my budget allows, just like buying apples.

No one outside of me and my team can guarantee conversions, though. I can’t buy them, and that’s both good and bad news. The bad news is that it’s quite difficult to achieve high conversions, and the good news is that if it’s difficult for me, it’s equally difficult for everyone else. So, the stronger my skills are, the bigger competitive advantage I have! Cheaper clicks, higher CTRs, and more traffic pale in comparison

to superior sales conversions. In other words, I'm much stronger and more dangerous optimizing for Cost Of Client Acquisition or ROI than for Cost Per Click or even Cost Per Lead.

ROI-oriented marketing is a nice slogan these days, something that seems to be growing in popularity, but I'm skeptical when agencies or individuals claim it's what they do. There are usually two things that happen. An agency launches one ad set to a chosen target group with one ad with a certain copy. They might have received the copy from the client and blindly copy-paste just as the company wished. The campaign starts and delivers certain results.

Another possibility is that the agency or marketing expert is somehow more skilled and sophisticated. They launch more versions, setting up a nice wide campaign that includes many different target groups and different versions of ads, in the form of A/B tests. They look at the results and say, "Oh, this target group with this ad responds best to my ads! I hadn't expected this; the leads are \$40 versus \$70 in other things I tried. That's great; I have a clear

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winner!" They turn off all other combinations and run with "the winner" at a bigger scale.

The problem with this seemingly more sophisticated approach is that their view is too narrow: they decide the winners based solely on marketing KPIs—Reach, CTRs, CPSs, Cost Per Lead, etc. "\$70 lead bad, \$40 good!" But what if we take into account sales conversions and what happens in the CRM after a lead is generated? If that \$70 lead source converts at 12% and the \$40 "winner" at 3%, we can calculate that this "winner" generates sales for $\$70/12\% = \583 , while the one that was more expensive and was turned off generates sales for $\$40/3\% = \$1,333$. By looking only at marketing KPIs like Cost Per Lead, they killed a much better lead source!

We can't blame them; they are doing the best they can, their perspective is just too narrow. Company management doesn't understand an integrated approach to marketing and sales, so they divide these areas and teams as completely separate units. If I were this marketing guy, I would look at my efforts and the sales team as one. It doesn't matter how it's structured

formally; it's more a mindset than an official structure in the organization. All my decisions would take into account both marketing KPIs and what's in the CRM (what happens in the funnel, offline or online) because I believe that the marketing team's job is to make the sales team's job as easy as possible.

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← Małgorzata +4869333...

Contact Company

Additional Info

Ad_id
704494210460

Ad_group_id
160398354182

Campaign_id
21342691413

Utm_matchtype
p

Utm_keyword
czyste powietrze

Utm_source
adwords

Utm_medium
Doradca Czyste Powietrze

Utm_campaign
[M] Doradca

Detailed description: The image shows a mobile contact card for 'Małgorzata +4869333...'. It has two tabs: 'Contact' (selected) and 'Company'. Under the 'Additional Info' section, there are several text input fields containing UTM tracking parameters: Ad_id (704494210460), Ad_group_id (160398354182), Campaign_id (21342691413), Utm_matchtype (p), Utm_keyword (czyste powietrze), Utm_source (adwords), Utm_medium (Doradca Czyste Powietrze), and Utm_campaign ([M] Doradca).

Please see the image that I attached to this post. As you can see, when marketing plumbing is done right (auto-tagging, offline conversions, s2s tracking, etc.), for every opportunity in the

CRM we are capturing many hidden values. The screenshot doesn't contain another important one: GCLID or their alternatives in Meta (FBCLID), TikTok, LinkedIn, etc. but it's there as well. And because we have these IDs, every piece of data we have on individual customers is linked to every click that happened. Moreover we rely on our own server to server tracking so we don't rely on default pixel data that tends to be very leaky due to recent limitations imposed by Chrome, Apple and other institutions.

If someone converts a few weeks after the ad click, we can tell Google, "Dear Google, you remember when you sent me this person 5 weeks ago? The one with click #372689... Look, he converted today! It's a very good client, congratulations! Can you take a look at this click, what you know about this person, and find me similar people? See what device he used, what time he converted, where he lives, what his past search history is, which of my ad groups he was in, which keyword he typed, what other sites he visited. You have the most amazing AI and machine learning technology under the hood;

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please use it to find similar ‘clicks.’” This is offline conversions in plain language.

With plumbing done right, for every opportunity in the CRM, we have data on their source: the channel (Facebook? Google?), ad set ID, ad ID, keyword they typed, etc. We also see the stage they are in the CRM. So we know if they are a qualified lead, if they converted or not, etc. We can export contacts to Excel to see the ROI per each of these things that we track!

The company can review and optimize ROIs (or CPSs) per:

- Channel (Google versus Meta versus LinkedIn versus TikTok)
- Within one channel, for example, Google: keywords, match type, ad groups, ad copy
- Within Facebook: ad sets (targeting groups), ad copy, etc.
- Landing pages
- Much more

By taking a comprehensive approach to tracking and analyzing data, we can make

informed decisions that maximize ROI and drive better business outcomes.

In other words, be careful what you wish for! If we optimize for the lowest cost per lead, we can't complain that leads are low quality. "Dear Google, I have a budget of \$10,000 per month, go and find as many leads as possible. I just want to show to the board of managers that we are able to generate many leads. We don't care that most of them will not show up for the appointment or will never buy. We are after quantity. To accomplish this, please find the cheapest leads, even if it means it's the worst type of client you can find. I will congratulate you and give you money every time you generate a lead, it doesn't matter if it happens to be our ideal client or a pain for our sales team."

If ROI is important to us, if scaling is important, and if revenue growth is important, optimize for exactly this, not the cheapest leads or clicks! It can't be just a fashionable phrase that we use—the engine of your machine needs to truly reflect your goals in how it's built, it

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needs to reflect the ROI-orientation. We are very lucky because it's very simple with GHL!

What I explain is very tricky to describe without showing you my screen but I hope you know what I mean. We don't have to be performance marketing nerds tracking and tweaking things 8 hours a day, optimizations happen automatically in the background when plumbing is set up right. What I mean in essence is that the platforms (Google, Facebook, etc.) reshuffle the given budget to optimize for ROI, not for CPC or CPL. This kind of optimization is possible for the first time in human history, thanks to recent advances in technology. I believe that there aren't many people yet who are proficient in this area, so I'm not afraid to use bold claims like "Get access to World's Best Expertise" on my website...I can back it up with proof and case studies; I have worked on this for many years and I feel that this process works very well every single time now.

It's NOT about the technicalities so much. A freelancer can set it up in 30 minutes; what's more important is understanding what these

things do and why they are worth the effort. I believe that it's important in 2024 and onwards that it's management that should first have full clarity of all the possible options to optimize leads quality in order to explain and delegate the task to specialists. In my experience, it's a very impactful but overlooked part of scaling revenue, a low hanging fruit that can be a cool source of solid competitive advantage because it's fully hidden.