FREE TOOLKIT

GROW YOUR BUSINESS TOOLKIT

30 templates, scripts and worksheets from **$10K in 60 Days: What I Learned in the Skool Games**. Copy them, fill them in, use them this week.

TRAVIS BROWN

146K
Instagram followers

30M+
views on my own accounts

$10,179
a month in 60 days

#38
in the Skool Games

WHAT'S INSIDE

HOW TO USE THIS TOOLKIT

Everything here is in the same order as the book. Each one tells you which chapter it goes with, so you can flip back for the why. Print the roadmap, keep it where you work, and tick things off as you go.

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BEFORE YOU START

FIVE QUESTIONS

Answer these before Chapter 1. Be honest. Nobody sees this but you, and your answers are what you'll come back to on the hard days.

1 **Why are you reading this, and what made *now* the time?**

2 **What do people already ask you for help with?**

3 **What would an extra $10,000 a month actually change for you? Be specific.**

4 **What's stopped you before? Name it.**

5 **How many hours a week will you honestly give this for the next 60 days?**

START HERE · PRINT THIS PAGE

YOUR 60-DAY ROADMAP

DAY 30
$1,000 / month

DAY 60
$5,000 / month

Build the audience and the group at the same time. Your pace may be different. Just keep moving.

WEEK 1 (DAYS 1–7) Chapters 1–3, 10–11

Find what people want, and shape the offer

- [ ] Write down the symptoms your customers complain about, in their words.
- [ ] Make your three lists: what you know, what you love, what you've been through.
- [ ] Run a heat check on your top five topics.
- [ ] Float one TAP: "I'm thinking about making..."
- [ ] Pick your outcome, your name and your tiers. Decide what access to you costs.

WEEK 2 (DAYS 8–14) Chapters 4–6, 12–13

Open the doors

- [ ] Launch the minimum: a quick win, a way to get help, a place to talk.
- [ ] Message everyone who raised a hand on your TAP, and offer your founding spots.
- [ ] Send your ugly email. One link everywhere.
- [ ] Make your first videos: one problem, one solution. Post two or three times a week, or every other day if you can.

WEEKS 3–4 (DAYS 15–30) Chapters 7–9, 15

Start conversations, and fill the first seats

- [ ] Make one freebie and set up your comment-word automation.
- [ ] Answer every comment by hand. Send voice notes.
- [ ] Welcome every new member personally and get them a quick win.
- [ ] Keep testing videos. Do more of what works.
- [ ] **Day 30 marker: your first paying members. (We had 28.)**

WEEKS 5–8 (DAYS 31–60) Chapters 14–18

Grow it and keep it

- [ ] Spend most of your work time on traffic, not tweaking.
- [ ] Host: check in, run your calls, post daily.
- [ ] Find the words that make people say yes.
- [ ] Once you're making money, test a few ads at $5 a day.
- [ ] Check your five numbers every week and fix the weakest one.
- [ ] **Day 60 marker: growing recurring revenue, and a system you can repeat.**

MY NUMBERS

	Members	Monthly revenue	One thing to fix next
Day 30			
Day 60			

1 THE HOOK LIST

CHAPTER 1

People don't search for diagnoses. They search for symptoms. Turn what you know into what they feel.

Find the symptom. Ask yourself three questions:

1. **What does my customer complain about before they know what's wrong?** Example: a dermatologist's patient doesn't say "I have rosacea." They say "Why is my face always red after I work out?"
2. **What do they type into the search bar to find it?** Example: not "cash flow management." They type "why am I always broke at the end of the month?"
3. **What would they say to a friend, not to an expert?** Example: not "I'm experiencing career stagnation." They say "I keep getting passed over and I don't know why."

Seven fill-in hooks:

1. **The callout.** "If you [symptom], this is for you." *If your face turns red every time you work out, watch this.*
2. **The confession.** "I [did the wrong thing] for [time]. Here's what I wish I knew." *I posted every day for a year and got nowhere. Here's what I wish I knew.*
3. **The ranking.** "Ranking [things they already use] from worst to best." *Ranking drugstore sunscreens from worst to best.*
4. **The "you're doing it wrong."** "You're [doing their everyday thing] wrong." *You're washing your face wrong.*
5. **The secret cost.** "[Common habit] is quietly costing you [what they care about]." *Your morning coffee order is quietly costing you $1,500 a year.*
6. **The before and after.** "I went from [their pain] to [their goal]. Here's the one thing that changed." *I went from 200 views to 10,000. Here's the one thing that changed.*
7. **The idea.** "Here's a [thing] idea. Do something with it." *Here's a business idea. Do something with it.*

Every one of these starts from the symptom, in their words. Swap the examples for your own topic, then run the text test.

The text test. Before you film, text a friend: "I'm making a video called: [hook]. Do you know what it's about?" If they have to ask, rewrite it.

2 THE THREE LISTS WORKSHEET

CHAPTER 2

You don't need a niche yet. You need three lists.

- **List 1: What I know.** Skills, jobs, things people ask you for help with.
- **List 2: What I love.** Hobbies, obsessions, what you'd talk about for free.
- **List 3: What I've been through.** Your scars. The hard things you've come out the other side of.

Circle anything that shows up on more than one list. That's where you start testing.

3 SCAR PROMPTS

CHAPTER 2

Your story is your edge. Answer these quickly, without editing:

- What's something I struggled with for years that I finally figured out?
- What's something about me I used to hide?
- What's a mistake I made that cost me time or money?
- What do people always notice about me first?
- What did I have to unlearn?

4 EDGE FORMULAS

CHAPTER 2

Pick a fight with an idea, not a person.

- "Everyone says [common advice]. I think [your take]."
- "Stop [popular thing]. Do [your thing] instead."
- "[Popular thing] is why you're stuck."
- "I [did it differently] and here's what happened."

5 HEAT-CHECK SHEET

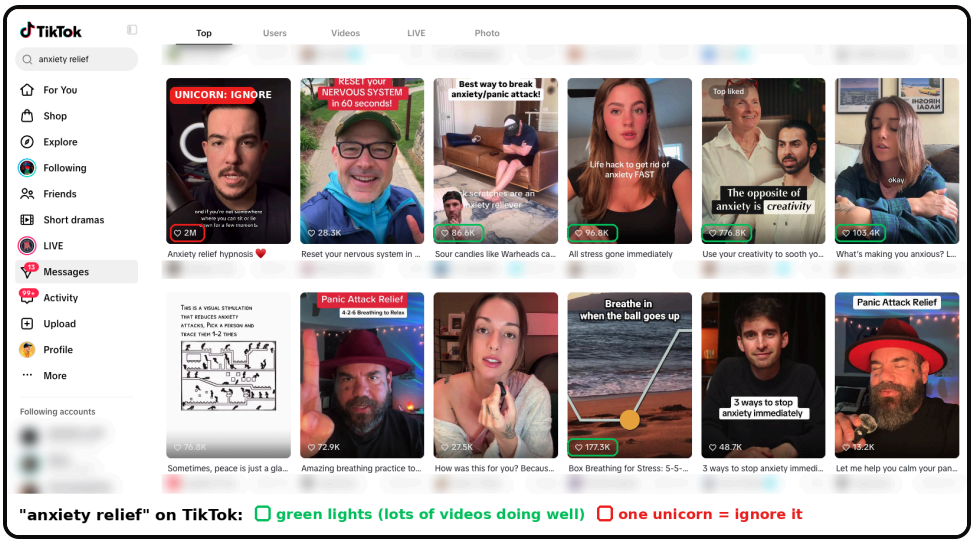
CHAPTER 3

1. Type "How do I..." plus your topic into YouTube, TikTok and Instagram.
2. Write down 20 phrases that sound like a real person.
3. Search your top five. Ignore the one-off unicorn.
4. Mark the topics with lots of videos past 100,000 views. Those are your green lights.
5. Study the top three videos: the format and the words on screen. Steal the format, never the script.

Heat-check tracker. Fill in one row per phrase. Green light = at least three videos past 100K views (TikTok search shows likes instead, so use likes there).

What a green light looks like. Here's a real search for "anxiety relief" on TikTok. Almost every video is doing well, several are around 100K likes or more, and the hooks are all patient language: "Panic attack

relief," "Reset your nervous system in 60 seconds," "3 ways to stop anxiety immediately." The one at 2M is the unicorn. Ignore it.



A real TikTok search for “anxiety relief”: green lights circled, the one-off unicorn marked.

#	Phrase (their words)	Where I found it	Videos past 100K	Top format	Top hook I saw	Green light?
1		YouTube / TikTok / IG				Y / N
2						
3						
4						
5						
6						
7						
8						
9						
10						

Example row: "How do I stop my face going red" · TikTok · 6 · product ranking · "Ranking redness creams" · **Y**

6 SHOOT-FOR-THE-EDIT SCRIPT

CHAPTER 4

One problem. One solution. One video.

- **Hook (first 2 seconds):** the promise. [Hook from your list]
- **Hero:** who this is for. "If you're [person with symptom]..."

- **Obstacle:** what's in the way. "The problem is [obstacle]."
- **Guide:** your one solution. "Here's what to do instead: [solution]."
- **Call to action:** "Comment [WORD] and I'll send you [the thing]."

Film it messy. Put your phone in airplane mode. Cut it later.

7 PRE-POST CHECKLIST

CHAPTERS 5–6

- [ ] Does the hook make a clear promise?
- [ ] Am I trying to share too much?
- [ ] Are there any parts where I get bored?
- [ ] Did I cut the repetition, and does the video still make sense?
- [ ] Is the call to action in the first line of the caption?
- [ ] Is it 80% good? Then post it.
- [ ] Are the on-screen captions under the face, across the chest, inside the safe zone?

8 CAPTION RULES

CHAPTER 6

There are two kinds of captions: the words on screen, and the written caption under your post. Different jobs, different rules.

ON-SCREEN CAPTIONS

- **Under the face, across the chest.** Keep them inside the safe zone, where the app's buttons and text won't cover them.
- **Caveman captions.** No more than four or five words on screen at a time.
- **One line only.** Never stack two lines.
- **Big, bold, high contrast.**

WRITTEN CAPTIONS

- **The first line is your call to action.** Put it in their face: "Comment [WORD] to get [the thing]."
- **The rest is for search.** Keywords the algorithm can scan.
- **No hashtags needed.**

Caption prompt for ChatGPT or Claude. Drag your video into the chat first, so the caption is based on what you actually said. Then type this:

> COPY & PASTE
> Write me a value-based caption for this video. Make the first line: Comment [WORD] to get [the thing].

9 LEAD-MAGNET CHECKLIST

CHAPTER 7

Your freebie should expose a gap, not fill it. A quiz is great for this, because it shows people exactly what they're missing.

- [ ] It's one page or one short video.
- [ ] It solves one small problem fast.
- [ ] It shows them what they're missing (the gap).
- [ ] It's hosted on your own site, so you can track it.
- [ ] It's delivered from one comment word, either automated through something like ManyChat or by you sending the link directly. Either way, always send the link.

Formats that work: quiz, checklist, cheat sheet, scorecard, survival guide.

Setting up the comment-word automation (Chapter 7). You only need one automation: comment a word, get the thing. My five rules:

1. Pick one word and set it to fire on any post, so it works in Reels, Stories and lives.
2. Add the misspellings: GUDE, GIUDE, GUID.
3. Turn on the automatic reply under their comment, like "Yo, the guide is swimming through your DMs."
4. Skip the "are you sure?" opening message. People miss the button.
5. Make the button say what they want: "I want it." Then link straight to the thing.

For the click-by-click setup, follow ManyChat's official guide: Auto-DM links from comments.

10 FOLLOW-UP MESSAGES

CHAPTER 7

The voice note (day 1):

> COPY & PASTE
> "Hey [name], it's [you]. I saw you asked for the [thing]. Just wanted to make sure the link went through. Let me know what you think."

The check-in (day 2):

> COPY & PASTE
> "Hey [name], did you get a chance to go through the [thing]? Curious which part hit home for you, or where you got stuck."

The goal:

> COPY & PASTE
> "Love that. So if this all went right for you, what would it look like 90 days from now?"

11 DM-TO-CALL SCRIPT

BONUS CHAPTER

1. **The guide:** "Comment [WORD] to get my [guide]."
2. **The voice note (day 1):** "Hey [name], it's [you]. I saw you asked for the [thing]. Just wanted to make sure the link went through."
3. **The check-in (day 2):** "Did you get a chance to go through the [thing]? Curious which part hit home for you, or where you got stuck."
4. **The goal:** "Love that. So if this all went right for you, what would it look like 90 days from now?"
5. **The blocker:** "What are you most worried about?"
6. **The invite:** "I work with a few people at a time. If you're serious about this, I can send you my calendar."
7. **The babysitting:** "Hey, I sent you the calendar. Didn't see you pick a time. Were you able to find one that works?"
8. **The call:** Listen. Don't fix anything on the call. Find the gaps, then show them how you'd close them.

12 PRODUCT-IDEA WORKSHEET

CHAPTER 8

Answer each one. Write fast. Don't judge yet.

1. What do people keep asking me about?

2. What do they say they're stuck on?

3. Is there a tool I could build to make that problem go away?

4. What software are they paying for that I could replace?

5. What would I make if I knew three people would buy it?

6. What's the smallest version I could deliver in 30 days?

Example (a fitness coach):

1. "What should I eat before a workout?"
2. Meal planning. They quit by Wednesday.
3. A simple AI meal-plan app that builds the week from what's in their fridge.
4. They pay for a meal-planning subscription.

5. A done-for-you weekly meal plan.
6. One plan a week, sent inside the community.

13 THE TAP TEMPLATE

CHAPTERS 3 AND 8

A Thinking About Post. Don't build anything yet.

> **COPY & PASTE**
> "I'm thinking about making [a thing] for [who it's for] that helps them [outcome]. If it got you to [their goal], would you want in?"

Count who raises a hand. Then message every one of them.

14 PRESELL SCRIPT AND REBUTTALS

CHAPTER 8

> COPY & PASTE
> "Hey [name], you said [the TAP] sounded useful. I'm opening it up to a small founding group first. It's [price], and it starts [date]. Want in?"

REBUTTALS

When you presell, you'll hear some version of these. Don't argue. Answer honestly, then let them decide.

"I don't need another subscription."

> COPY & PASTE
> "Totally fair. Which ones are you paying for right now? Because the goal is for this to replace a couple of them. And if it's not getting you closer to [their goal] in the first month, cancel. No hard feelings."

"I don't like courses."

> COPY & PASTE
> "Good, because this isn't one. You won't sit through hours of videos. Every week I give you a few small actions, you do them, and we look at what happened. No courses, just actions."

"I have to ask my wife / husband / partner."

> COPY & PASTE
> "Love that you make decisions together. What do you think they'll ask? Let's make sure you've got the answer. And if it's easier, bring them on a quick call and they can ask me directly."

"I don't have time."

> COPY & PASTE
> "That's exactly who this is built for. How much time could you give it, honestly? Twenty minutes a day? Because that's enough. Most people do it on their lunch break."

"It's too expensive."

> COPY & PASTE
> "I hear you. Can I ask: is it the price, or is it not knowing if it'll work for you? Because those are two different conversations."

"I need to think about it."

> COPY & PASTE
> "Totally fine. What's the one thing you're unsure about? Let's talk about that right now while I've got you."

THE ONE THAT WORKS ON ALL OF THEM

When you've answered everything and they're still on the fence, ask this, gently:

> COPY & PASTE
> **"So if you're not going to do this, what are you going to do to get to [their goal]?"**

Then stop talking. Either they have a real plan, and good for them, or they realize they don't.

15 TREADMILL-TO-RECURRING WORKSHEET

CHAPTER 10

1. **What does one sale cost me?** List every step: lead, appointment, calls, close, delivery. Add up the hours.
2. **What do people need again and again?** Write three things someone could pay you for monthly.
3. **How many high-ticket spots will I keep?** Pick a number you can fulfill without wrecking your week.
4. **Draw your access line.**

Every member gets	Only the top tier gets
The Classroom	Your phone number
Group calls	One-on-one calls
The community	Personal reviews

16 OFFER TEMPLATE

CHAPTERS 1 AND 11

Name it after the outcome, not the thing.

> COPY & PASTE
> [The outcome they want] in [a timeframe] without [the thing they hate].

17 THREE-TIER PLANNER

CHAPTER 11

	Do it yourself	Done with you	Done for you
Price			
What they get			
How much of you			

18 CLASSROOM ORDER TEMPLATE

CHAPTER 12

The starter formula: **one quick win + one way to get help from you + one place members talk.**

1. Start Here
2. 7-Day Challenge (the quick win)
3. [Core lesson 1]
4. [Core lesson 2]
5. [Core lesson 3]

19 WELCOME MESSAGES

CHAPTER 15

Three messages for every new member.

Message 1: The welcome (day 1)

> COPY & PASTE
> "Hey [name], welcome in! I'm so glad you're here. Start with the Start Here lesson. It takes 10 minutes. Then grab a time for your onboarding call: [link]. What's the one thing you most want help with right now?"

Message 2: The nudge (a few days later, if they haven't replied)

> COPY & PASTE
> "Hey [name], just checking you got in okay. A lot of people feel a little lost the first few days, which is totally normal. If you only do one thing this week, do [the quick win]. And my calendar's still open if you want to talk: [link]."

Message 3: The end-of-month check-in (around day 25)

> COPY & PASTE
> "Hey [name], you've been in almost a month now! What's been the most useful part so far? And what's one thing you want to get done next month? I'll point you to exactly where to go."

20 COMMUNITY POST IDEAS

CHAPTER 15

A new community should post every day. Never stare at a blank box again. Pick one.

Get people talking

- A poll: "Which do you struggle with more: [A] or [B]?"
- "What are you working on today?"
- "What's one win from this week, big or small?"
- "Introduce yourself: who are you, what are you building, and what's one fun fact?"
- "This or that?" (two options, members pick one)
- "What's one thing you'd tell yourself on day one?"
- "Drop your link. Let's all go support each other."
- "What's on your goal list for this month?"
- "Rate your week from 1 to 10. Why?"
- "What's one question you've been afraid to ask?"

Celebrate members

- Member wins of the week
- Member spotlight: one member, their story, their result
- Best posts of the week
- Before and after: a member's first video vs. their latest
- Milestone shout-outs: first sale, first 1,000 views, first client

Teach

- Turn your best-performing video into a post with a question at the end
- A quick tip of the day
- A mistake you made, and what you learned
- A behind-the-scenes look at something you're building
- A teardown: something that's working right now, and why
- "Ask me anything" thread
- A short video of you talking to the group (even better than text)

Keep it moving

- Call reminder: what's coming up this week
- Call recap: the takeaways and the recording
- Weekly challenge: one small action for everyone to do
- Accountability thread: "Post what you'll get done this week. We'll check back Friday."
- Weekly giveaway: members enter by sharing a win, you pick on the live call
- Resource drop: a new template, tool or lesson in the Classroom

21 LAUNCH CHECKLIST

CHAPTER 13

- [ ] Five-email sequence: heads-up, doors open, what week one looks like, FAQs, last call
- [ ] One link everywhere: bio, Stories link sticker, DMs, emails
- [ ] Founding-member price with a real deadline
- [ ] Calendar filled with calls for the next 3–4 months

22 THE UGLY EMAIL TEMPLATE

CHAPTER 14

Subject: You've been selected.

> COPY & PASTE
>
> Hey [name],
>
> It's [you]. I'm starting something new and I'm inviting a small group of people first.
>
> [One sentence about what it is and who it's for.]
>
> If you want in, grab a time to talk here: [link]
>
> [You]
>
> P.S. If you don't want to do a Zoom call, here's my personal number: [number]. Feel free to send me a text.

No images. No formatting. It should look like you sent it from your phone.

23 CHECK-IN SCRIPT

CHAPTER 15

About a week after someone joins, and anytime they go quiet:

> COPY & PASTE
> "Hey [name], it's [you]. You've been in for [a week / a few weeks] now, and I wanted to check in. What's one thing you're stuck on right now? I'll point you to exactly where to go next."

24 LANGUAGE LOG

CHAPTER 16

Phrase I said	Where	Their reaction	Use it in

25 AD COPY STARTERS

CHAPTERS 16 AND 17

Ugly ads: one line, outcome first.

- "[Outcome] in [timeframe] without [the thing they hate]."
- "I [result] with [small audience or no experience]. Here's how."
- "Stop [doing the thing]. Do this instead."

26 AD-TESTING TRACKER

CHAPTER 17

Start at $5 a day per ad. Kill the losers. Feed the winners.

Ad	Type	$/day	Clicks to page	Joins	Still members?	Keep / Kill
	Organic winner	$5				
	Ugly ad	$5				

27 WEEKLY NUMBERS SHEET

CHAPTER 18

Ten minutes, same day every week.

Week	About page visits	Sign-ups	Conversion %	Cancellations	Net new MRR

The math: Visits × conversion = new members. New members − cancellations = net growth.

Fix the weakest number first.

28 LAUNCH AD TEMPLATE

CHAPTER 17

Copy this, fill in the brackets, and run it at $5 a day.

COPY & PASTE

I am launching... like RIGHT NOW 🥳🚀 What? A $[price] plan for my [community name] community.

What's that? Oh, you really have to be in there to understand, but in a nutshell it's where [who it's for] learn how to:

✅ [skill #1, written as something they want] ✅ [skill #2] ✅ [skill #3] ✅ [skill #4]

There's a reason why people say yes to this every single month.

But I don't want you to take my word for it.

Use the [X]-day FREE trial and see for yourself what you get for just $[price]:

✨ [Resource #1] ✨ [Resource #2] ✨ [Resource #3]

🎁 [Launch gift]

We have new members joining daily. It was [number] yesterday.

Come join us now.

My real example (Grow on Instagram):

COPY & PASTE

I am launching... like RIGHT NOW 🥳🚀 What? A $29 plan for my Grow on Instagram community.

What's that? Oh, you really have to be in there to understand, but in a nutshell it's where coaches, consultants and experts learn how to:

✅ find the video ideas people are already searching for, before you ever hit record ✅ make short videos that get watched, even if you're camera-shy ✅ turn views into DMs, and DMs into paying clients ✅ build monthly recurring revenue instead of chasing one sale at a time

Use the 7-day FREE trial and see for yourself what you get for just $29:

✨ The 10X Engagement Course, with a live engagement demo ✨ Monthly content plans, so you always know what to post next ✨ Masterclasses on $5-a-day ads, confidence on camera and ManyChat leads

🎁 The Ultimate Viral Bundle

We have new members joining daily. It was 38 yesterday.

Come join us now.

29 UGLY AD EXAMPLES

CHAPTER 17

Three styles to test. One line, outcome first, no design skills needed.

- **Plain text:** "Views aren't income. Here's how to turn your Instagram views into actual clients. $29/month. 7-day free trial."
- **Notes app:** a screenshot of a phone note titled "stuff I wish I knew before posting on Instagram," with five quick lessons and a one-line plug.
- **DM screenshot:** "Hey, it's Travis. If you're posting on Instagram and getting views but no clients, we built a group for exactly that. Try it free for 7 days."

30 THE AD COPY PROMPT

CHAPTER 17

This prompt writes five ready-to-run ads for your offer, in five proven styles. My real examples are inside, so the AI can see what a finished ad looks like.

How to use it:

1. Copy everything between START and END.
2. Paste it into ChatGPT or Claude.
3. Attach a screenshot of your Skool About page or sales page.
4. If it asks about your story, answer in your own words. Versions 3, 4 and 5 only work with your real story.

COPY EVERYTHING IN THIS BOX INTO CHATGPT OR CLAUDE

Write 5 Meta ad variations for my offer, using the screenshot I've attached.

Step 1: Read my material. List the offer name, who it's for, everything inside, the entry offer (price or free trial, only if shown) and every proof point.

Step 2: Versions 3, 4 and 5 are story ads. If my material doesn't include my story, ask me first and wait for my answers:

- Origin: Where were you before this, and what was the moment things changed?
- Setback: What's something that flopped, and what did you learn?
- Real moment: What's a recent message, number or conversation that taught you something?

Rules:

- Write in the first person, as me.
- Use only facts from my material and my answers. Never invent numbers, results, reviews or stories.
- No income promises to the reader.
- Plain, warm words. Short paragraphs. No hype.
- Never copy the facts from my examples below. They show structure and tone only.
- Every version gets a Primary Text, a Headline and a Description.

Version 1: Launch. Announce it, list the skills they'll learn, list what's inside, invite them to try it. *(See the Launch Ad Template, section 28, for my example.)*

Version 2: Offer + creator proof.

Example:

> The community for business owners who want to grow on Instagram and actually turn views into clients.
>
> Get content plans, masterclasses, the 10X Engagement Course and a room full of people building the same thing you are.
>
> Try it free for 7 days.
>
> Who made this? Hi, I'm Travis.
>
> 🔥 146,000 followers on Instagram 🔥 30 million+ views on my own accounts 🔥 Students with 100 million+ views 🔥 Took a brand-new Skool group to $10,179/month in 60 days

Headline: Grow Your Business on Instagram Description: Start with a 7-day free trial.

Version 3: Origin story. Open with a real moment. What you tried, what changed, what it grew into.

Example:

> I spent ten years in a cubicle.
>
> I got C's in school. I barely graduated college. I figured running my own business was for other people.
>
> Then I started posting talking-head videos with five words at the top: "Here's a business idea."
>
> That series did about 10 million views. My goal was 10,000 followers. I landed at 146,000.
>
> No investors. No backing. Just testing what worked and doing more of it.
>
> That's what I teach inside Grow on Instagram. Try it free for 7 days.

Headline: From a Cubicle to 146K Followers Description: Join Grow on Instagram free for 7 days.

Version 4: Honest setback. Share a real flop and the lesson behind it.

Example:

> I once built a whole podcast course.
>
> I launched it. Two people bought it. One was my uncle.
>
> But people kept asking about the conversation cards I'd made to go with it. So I sold those instead.
>
> Over $170,000 worth, out of my house.
>
> The lesson: stop guessing what people want. Listen to what they're already asking for.
>
> That's exactly how we build content inside Grow on Instagram. Try it free for 7 days.

Headline: Stop Guessing What People Want Description: Learn to find your ideas inside Grow on Instagram.

Version 5: Real moment + simple comparison. One real moment, one everyday comparison, then the offer.

Example:

> I put my personal phone number at the bottom of an email.
>
> Just a P.S.: if you don't want a Zoom call, text me.
>
> So many people texted.
>
> Nobody wants a sales call. But a text to a real person feels like talking to a friend.
>
> That's what we teach inside Grow on Instagram: real conversations, not funnels. Try it free for 7 days.

Headline: Real Conversations, Not Funnels Description: Join Grow on Instagram free for 7 days.

Now write all 5 versions for my offer, using my material and my answers.

BONUS CHAPTER

NEVER SEND THE LINK

How to sell a big-ticket offer with DMs and one phone call.

Everything in the book works great when your offer costs $29, or $99, or nothing at all.

But what if it costs eight grand?

That takes a different kind of conversation. Here's exactly how I coach people through it.

WHEN THE CONTENT IS SOLVED, NOW WE SELL

Coach Markell is a four-time Ironman. When we started, her videos were getting 200 or 300 views. We landed on a format (a quick tip or drill she could show right from her couch), and she made it again and again. Her baseline jumped to 5,000 views a video. Now it's close to 10,000.

On our last call, I told her, "We don't change anything. The content for now is solved."

Then I told her the next part. Now we sell.

Once the views show up, there's not as much pressure on the content. The pressure becomes DMing the people who raise their hand, because they're the people who are going to buy from you.

Her offer is a 12-week program, around $8,000. Nobody spends eight grand off a link. They click it, see the price and think, *holy smokes, I need a lawyer.* So here's the flow I gave her, start to finish:

1. **The guide.** The first line of every caption: "Comment GUIDE to get my Ironman survival guide." The automation sends it.
2. **The voice note.** "Hey [name], it's Coach [you]. I saw you asked for the survival guide. Just wanted to make sure the link went through. Sometimes these get stuck."
3. **The goal.** If they write back, get curious. "Awesome. Out of curiosity, are you registered for an Ironman?" Is it just to finish? Is it to win?
4. **The blocker.** "What are you most worried about?" "Probably the swim." "That's what I hear every day."
5. **The invite.** "I work with a few people every season. If you're serious about this, I can send you my calendar." Use a scheduling link so you're not going back and forth over and over.
6. **The babysitting.** If they don't book, reach back out: "Hey, I sent you the calendar. Didn't see you pick a time. Were you able to find one?" And set up automatic reminders, because people book a call and forget it.
7. **The call.** Listen to where they're at. Don't fix anything on the call. Pay attention to the gaps they're experiencing, then show them where your program covers those gaps.

It might take ten people going through that whole flow before one of them spends eight grand. That's normal. That's why every video points at the guide, every single time, until the first sale.

NEVER SEND THE LINK

Here's the part that surprises people. On a high-ticket call, you will hear this: "Cool, send me the link and I'll sign up later."

Never send the link. "Send me the link" is the way people say no now. They will not sign up later. They never do.

(Free stuff is the opposite: always send the link. This rule is only for the big-ticket checkout. Take that link out of your bio, too.)

At the end of the call, ask, "So how are we feeling? Do you think this could finally get you to your goal?" If it's yes, say the price. Then stop.

Let the number sink in. They'll say it's too much, or that they thought it'd be more, or nothing at all. Wait for them to say the next thing. I've done the opposite plenty of times: silence on the other end, and I start spewing because I'm not comfortable with my own price. Be as comfortable with your price as possible. You've earned it.

And when they need time, here's what I say, almost word for word:

> COPY & PASTE
> "That's totally fine if you need time to think about it. Just so you know, I don't send the link to anyone. If you want in, we'll get on Zoom and you'll sign up on the call. Bigger purchases sometimes get declined by the card company, and I want to make sure it goes smoothly for you. Then I can give you your first onboarding steps right away. Let's book another time so you can talk to your spouse or move whatever you need to move."

Notice it's not "I want to watch you type in your credit card." It's "I want this to go smoothly for you."

I also tell people I'm picky about who I work with, because I am. There are people who do the work and get the result, and there are people I have to remind every single week what we're doing. I'm after students who get results, because that's where the proof and the testimonials come from. "Only three seats left" doesn't work anymore. Being particular does.

When they buy, give them a taste of getting started before you hang up: next steps, a drill, a little homework. Nobody who just spent eight grand wants to hear, "Okay, I'll get back to you next week."

YOUR CHALLENGE: SET UP YOUR BIG-TICKET CLOSE

1. **Build the hand-raiser.** One guide, checklist or survival kit made for exactly the person who'd buy your big offer. Point the first line of every caption at it.
2. **Write your DM flow.** Did you get it? What's the goal? What's in the way? Want my calendar? Four messages, in your own words. (Section 11 has the full script.)

3. **Write your no-link line.** What you'll say when someone asks you to send the link. Then take the checkout link out of your bio.
4. **Practice the pause.** Say your price out loud, to a mirror or a friend, and then stay quiet for five full seconds.

WANT HELP DOING THIS?

DO IT WITH US INSIDE THE GROUP.

Grow on Instagram is the Skool community where Dan and I help you put all of this to work: weekly calls, feedback on your content and a room full of people building the same thing you are.

Join at skool.com/socialboom

Now go make one video. — Travis