

# Section 1

This section explains in precise detail how to choose a product, validate demand, design the lead magnet, and wire automations.

You start by interviewing five people in your target niche, extracting their language, and drafting a transformation statement.

Next, you map the customer journey on a whiteboard, identifying moments of friction and opportunities to deliver quick wins.

When building your opt-in page, use a proven structure: promise, proof, process, CTA.

Support it with testimonials and hard numbers.

Automations require a clean database field structure.

Each lead should have attributes such as source, interest, lifecycle stage, and last engagement.

For monetization, stack three offers: (a) a \$29 toolkit, (b) a mid-tier \$197 workshop, and (c) a premium \$997 sprint/residency.

Traffic pods should publish daily.

TikTok/Reels: 5 videos, Reddit/Twitter: 1 thread and 3 replies, email/SMS: at least one nurture message.

Measure EPC, CPA, ROAS, open rate, click-through rate, and opt-in rate.

Create dashboards in Google Sheets or Notion.

Schedule weekly retrospectives.

Ask: what worked, what broke, what next, what to stop doing.

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