

LOW-TICKET AFFILIATE FUNNEL

By the time your customer books this call, they've **already paid you** — and you're now a software company.

The funnel does the selling. Your customer clicked an ad, watched the VSL, checked out at \$27, took the \$197 upgrade on the very next page, and then booked this call off their own back. You're not closing a stranger — you're onboarding a paying customer who already knows, likes, and trusts you. And because what they bought sits inside *your* white-label software, this call isn't just about delivery. It's where recurring revenue starts.

Already a customer	Ad spend liquidated	Recurring, not one-time	Two upgrade engines
They opted in, bought, and booked. Not a lead — a client.	The \$27 sale and the \$197 upgrade recoup what you paid Meta to find them.	\$197 buyers enter your branded platform — \$185/mo when they stay on.	We upsell them on the webinar for you. You can upgrade them yourself too.

01

QUICK REFERENCE

What's Already Been Paid For

Every call opens the same way: you already know what's on the order. Check the pipeline in GoHighLevel before you dial in — confirm the \$197 upgrade is on the order. The \$197 is the gate to your white-label platform — \$27-only buyers don't have access to it — so it determines whether this call includes a software activation at all.

Front-End Offer	The AI Business Clone Blueprint — a genuine business-in-a-box: course, AI website builder, templates, ads, automations, and operating materials to launch an AI business — \$27.
One-Time Upsell	Presented immediately after the \$27 checkout on a timed VSL — the natural next step for someone who's just bought a business. Plug-and-play white-label SaaS funnel: installed funnel, CRM, automations, ads, follow-up infrastructure, and the first month of hosted access — \$197.
Recurring Continuation	Your white-label software platform — \$197 buyers only; the \$27 offer alone does not include platform access. \$185/mo after the included first month. Keeps the hosted funnel, CRM, automations, and follow-up live. Paid to you.
Backend — We Close It	Every buyer is directed into the AI Acquisition webinar (Wednesdays & Sundays). We handle the pre-call sequencing, nurture flows, sales assets, the close, and all fulfilment — completely passive on your side. You earn a flat 20% — roughly \$200–\$400 per close at the current \$1,000–\$2,000 price point.
Bonus — Theirs, Not Yours	The buyer also gets a plug-and-play funnel to sell a \$20 website offer to local businesses. Supporting context that makes the product tangible — not a driver of your economics.



THE ONE THING TO GET RIGHT

\$197 is the one-time setup. \$185/mo is the continuation. They're two different things. The \$197 buys the build and the first month; the \$185/mo keeps everything hosted and active from month two. Your customer sees your branded platform, not Acquisity — so every upgrade inside it lands with you. And only \$197 buyers get through the door: the \$27 offer delivers through the hub, the \$197 upgrade is what puts them inside your software.



ACQUISITION ADVANTAGE

Your ads run from our ad account and our pixel, so you inherit the buyer data we've already built up on offers exactly like this one. Every purchase is also passed back into Meta through the Conversion API — Meta optimises toward people who look like **buyers**, not people who look like leads.

02

UNIT ECONOMICS

Four Revenue Centres, One Funnel

Front-end liquidates the ads. Everything behind it is margin.

The old model: pay Meta up front, wait weeks for a B2B sales cycle, hope you close. This model collects cash automatically at the front end, gets as close to break-even on ad spend as possible, and then stacks recurring subscriptions and backend commissions on top. That's the difference between an agency and a software company.

\$2,220 One retained customer at \$185/mo over 12 months	\$22,200 Just ten customers who stay a year — subscriptions alone	\$44,400 Twenty retained customers, subscriptions alone	20% Flat commission on every webinar close we make for you — ~\$200–\$400 each
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Example only — illustrative figures before the \$27 front-end sales, the \$197 upgrades, webinar commissions, or anything you upgrade on the call yourself.

\$27 — front-end purchase

\$197 — one-time upgrade

\$185/mo — recurring subscription to you

20% — on every webinar close

100% — anything you upgrade on the call

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WHY TEN IS A LOW BAR

Ten paying subscribers is not many. And because the platform is all-encompassing, lifetime value trends high — especially when you nurture them, drive adoption, and get them excited about using it. Fulfilment is the software: **they log in, they click the buttons.** You're collecting the subscription, not delivering the service.

03

PHASE

Welcome, Demo, Book, Activate — Then Upgrade

Three jobs that are non-negotiable. One that pays the most.

This isn't a sales call. They've already bought. Your job is to make sure they get value fast, make sure they attend the webinar, and make sure they're actually using your software. Do those three well and the money model runs on its own. The fourth move — upgrading them onto the high-ticket offer yourself — is how you get the most from every call, and we cover it below.

Welcome — meet and greet, confirm the order

Demo — walk the delivery hub live

Book — drive attendance to the webinar

Activate — get them inside your software

Upgrade — once they're on the subscription

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UNIVERSAL OPENER

"Hey [Name], welcome — and congrats on getting started. I've pulled up your order so I know exactly what you've got access to. On this call I want to do three things: show you where everything lives so you're not hunting for it, get you booked onto the live workshop, and get you set up inside the platform so you can actually start running this. Sound good?"

"

DRIVING WEBINAR ATTENDANCE — THE CRUCIAL ONE

"The single most valuable thing included in what you bought is the live AI business workshop — it runs twice a week, Wednesdays and Sundays. It's where the people who actually make this work get their biggest jumps. Let's get your seat booked right now while we're on — which day works for you?" Book it live. Don't leave it as homework.

"

DRIVING SOFTWARE ADOPTION (\$197 BUYERS)

"Everything you've bought plugs into [Your Platform Name] — that's your operating system for this. Let me show you how to log in, where your funnel and website builder sit, and what the tools do once they're unlocked." Screen-share, log in with them, and get them to click something themselves before the call ends. Adoption on the call is what turns a \$197 buyer into a \$185/mo subscriber.

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Don't know the answer? Never guess. "Great question — my partners handle the technical side. My job is making sure you get results from this. I'll have an answer for you by [date]."

04

PHASE

Three Layers, One Call

Every call runs the first two. The third is where the biggest cheques come from.

This isn't a menu. The layers stack in order on every call, and each one earns the next: the essentials make the webinar and subscriptions compound on their own, adoption is what turns a buyer into a retained subscriber, and the upgrade sits on top of both. Read the customer to judge how far up the stack you go on the day — but the sequence is always the same.

Layer 1 — The essentials. Every call, every customer, no exceptions.

Demo the hub, book the webinar live, and — for \$197 buyers — get them logged into the software. This alone keeps the machine running: we close the backend for you (20% to you) and subscriptions accrue at \$185/mo.

Layer 2 — Adoption. The essentials, done properly.

A real platform walkthrough, not a tour: get them clicking, unlock the upgrade inside the platform, and book a week-three check-in before you hang up. This is what makes month two happen — and where LTV compounds.

Layer 3 — The upgrade. Once they're live on the subscription and the fit is there.

Present the Growth Engine deck on the call and move them onto the high-ticket offer. You keep 100% of it. Same call, same effort, an entirely separate revenue centre — this is the layer that makes the biggest difference to your numbers.



WHATEVER LAYER YOU REACH

Webinar attendance is not optional. Every buyer gets booked onto the workshop, on the call. From there it's completely passive for you — we handle the pre-call sequencing, the nurture flows, the sales assets, the close itself, and all of the fulfilment. Your only input is the seat you booked.

Interactive Sales Deck For The High-Ticket Upgrade

When a customer wants more than the box — more done for them, faster results, a bigger outcome — this is what you read from. It's one of our best-performing sales decks right now and it sells the value of everything inside the platform as a fully managed relationship. Present it live, screen-shared, and whatever you close here is **100% yours**.



PREREQUISITE — READ THIS TWICE

The \$185/mo subscription to your platform is a prerequisite for this upgrade. Not optional. Not interchangeable. The Growth Engine offer sells what happens *inside* the software — so a customer cannot be upgraded onto it without first being live on your white-label platform at \$185/mo. The sequence is always: activate the subscription first, then present the upgrade on top of it. Never instead of it.

Pain points, future-paced

AI agents inside your platform

What "fully managed" actually includes

Built to present live, screen-shared

1. Confirm the subscription

They're active on your platform at \$185/mo — no exceptions

2. Share screen

Walk them through the deck live on the call

3. Anchor on impact

Price to the outcome — bigger accounts, bigger number

4. Close and keep 100%

Collect payment, set the scope, book the kickoff



HOW TO FRAME IT

"What you've bought is the business and the platform to run it — that's the foundation, and it's live now. What we're talking about here is us running it *with* you: campaigns managed, the AI agents doing the heavy lifting, someone on your side driving it week to week. That's the difference between having the system and having the outcome."



SALES DECK LINK

ai-growth-engine-sales-deck.lovable.app

SERVICE BUSINESS → SOFTWARE BUSINESS

Same value. Delivered through a system, not your time.

Every agency owner eventually makes this transition, and this funnel is what makes it for you. You're still giving customers the same value you would through a service — you're just giving it through your own branded software instead. That one shift changes the economics of everything: how you fulfil, how you scale, how you get paid, and what the business is worth.

You handle onboarding. The software handles delivery. Our team owns the Meta funnel, copy, campaign launch, product infrastructure, white-label build, automations, webinar infrastructure, backend selling, and fulfilment of anything we close. Your job is the call — and the call is where the subscription starts.

Low friction Customers self-serve inside the platform. No scoping, no proposals, no back-and-forth.	Hands-free fulfilment They log in, they click the buttons. You're not delivering the work — the software is.	Recurring revenue \$185/mo per retained customer, compounding as the base grows — not one-off engagements.	Scalability Customer 50 costs you the same to serve as customer 5. Capacity isn't tied to your hours.
Less operational drag No project management, no delivery bottlenecks, no chasing deliverables.	No hiring required Growth doesn't mean a bigger team. The platform absorbs the load, not payroll.	Rising customer LTV Retention economics beat resale economics. Every month a customer stays adds to the number.	Enterprise value A recurring software revenue base is an asset. A service book is a job. Down the line, that difference is what gets bought.

Should I be presenting the upgrade on every call?

Run the layers in order. Webinar attendance, the hub demo, and software adoption come first on every call, without exception. Once they're live on the subscription and you've read the fit, present the upgrade — it's the most money you'll make from the same number of calls, and the deck does most of the work for you.

Can I present the Growth Engine deck to someone who isn't on the \$185/mo subscription yet?

You can — just get them onto the subscription first. The high-ticket offer runs on top of your platform, so the subscription is the prerequisite: activate it, then present the upgrade. That order is what lets them experience the full Growth Engine offer properly, with the platform already live underneath it.

Do my customers ever see "Acquisity"?

They only ever see your white-label version — your name, your colours, your brand. When they click upgrade inside it, the \$185/mo comes to you. That's why demoing it on the call matters so much.

What about the minority who take the \$27 but pass on the \$197?

Rarer than you'd think — the upgrade is pitched straight after checkout to someone who's just committed to starting a business. When it does happen, they still get the delivery hub, the course, the 14-day quick start, the business finder, and the swipe files — and they still get booked onto the webinar. What they don't get is access to your white-label platform: that comes with the \$197 upgrade only. So the call is hub demo and webinar booking, and if they're asking about the software, that's your opening to offer the \$197 there and then — which brings the \$185/mo subscription, and everything above it, back into play.

Who runs the webinar and what do I earn?

We do — Wednesdays and Sundays. Everything behind it is ours too: the pre-call sequencing, the nurture flows, the sales assets, the close, and all of the fulfilment. You get a flat 20% of cash collected, currently ~\$200–\$400 per close. Your only job is making sure your buyers show up.

What's the \$20 website funnel my customer gets?

That's the business they're starting — cloning the AI website builder as their own software and selling sites to local businesses. It's their economics, not yours. Know it exists so you can point to it in the hub, but don't get lost in it on the call.

What if they go quiet after month one?

The automations handle reminders and re-engagement, but a scheduled check-in in week three does more for retention than anything automated. One retained customer is \$2,220 a year. It's worth a 15-minute call.

WHY THIS WORKS

They didn't arrive cold. The funnel already did the selling — they opted in, paid, and booked this call themselves. Your only job is to not get in the way of that trust: welcome them, show them where the value lives, get them into the room where we close for you, and get them using the software that pays you every month.

BOTTOM LINE

This call is an activation point, not a closing point. Your success metrics are a booked webinar seat and a customer logged into your platform — everything else compounds from there. Ten customers who stay a year is \$22,200 you didn't have to deliver by hand. Upgrade them if it fits. Book the webinar every time.