

The
AUTO-PILOT

Profits Playbook

by Cole Humphus



THE RAPID SCALE SYSTEM

THE FOUNDATION FOR AUTO-PILOT PROFITS & SUSTAINABLE GROWTH

When you decided to start your online business you probably fell in love with the idea of earning passive income, right?

I remember those days haha.

I laugh because of course there isn't really such a thing as passive income - certainly not when you have aspirations of growing your online courses & program sales to 6 figures, and for some of you, 7 figures and beyond.

It takes work.

However, most online course creators & digital program providers find themselves STUCK around the \$100,000/year in sales mark.

...and they never get out of this "6 figure trap" because the thing that got them to this spot is NOT what will get you to the next level.

Here's what I mean...

Most of us got our start online by being a content provider and producing a lot of free content. We did this for a long time (you probably still are)...and as a result, you ended up building an audience.

Now that you've amassed an audience you've decided to create a course or other digital product, or maybe even a coaching program.

...and even if you aren't the best at sales funnels or copywriting you STILL made money - which felt absolutely amazing.

But the truth is, you were going to make SOME money no matter what, even if the copywriting wasn't that good, or the sales funnel wasn't optimized...

...because you already built an audience that has been following you and a small percentage of your audience would have bought just about anything you produce.

That's the good news!

The bad news is that you've probably already learned the hard way that selling the same products & programs to strangers who don't know you with paid advertising is very different.

This is why so many people get stuck at the level they've been at for years and will never experience the growth that they deserve and will forever be tied to the "organic content hamster wheel" that will burn you and your audience out.

So if you are tired of the feeling of having to "be everywhere" on social media and are frustrated by the lack of business growth and instability in your sales then you're in the right place because I am going to share with you the playbook for "auto-pilot profits".

These are the concepts & lessons I've learned from taking my online courses & digital products business from \$0 to \$4.5M in annual sales in just a handful of years after quitting corporate america.

Are you ready? Let's get started.

First off, who the heck am I and why should you listen to what I am going to share with you?



On one hand, my story seems completely crazy... on the other, it makes perfect sense:

- + Corporate finance grad decided to become a wedding photographer but didn't even own a camera.
- + Buys a camera and books to learn and becomes a photographer.
- + Starts online photography "blog"
- + Juggles full time "corporate" job and wedding photo business while growing photography blog.
- + Rapidly scales photography blog from low 6 figures to mid 7 figures a year (with tiny team & big profits)

+ Sells company to a photography software company

+ Now advises other online entrepreneurs on how to rapidly scale their business revenues without sacrificing profit or lifestyle through my signature program - [The Rapid Scale System](#)



“

“We count ourselves lucky to have Cole as a mentor. We watched in awe as Cole scaled his business, which had just crossed 7-figures when we met him, to a “8 figure sale” less than five years later. Cole’s “formula” is unique & his advice will build you a lean, mean, profitable machine.

— **GRACE SMITH**

ShootProof Announces Acquisition of Cole's Classroom

Global leader in online gallery software expands value proposition with addition of fast-growing online photography education platform

August 14, 2019 09:29 AM Eastern Daylight Time

So how did I do it?

I decided that I was meant to do more & there was more to life than just clocking in and out at a "safe" job.

"I am going to quit"

But, as soon as I declared my plan I was quickly met with the concern from my parents.

"But what about the benefits?" - Mom

"I'll buy medical insurance myself" - Me

"I just wonder how many newborn photographers are out there..." - Dad

"Enough, it's a big world out there" - Me

Thinking back to that moment now makes me realize how many people still believe that the "safe" route in life is the best route in life.

It's pretty crazy when I look back to see how it all happened. In some ways it feels like an eternity and on the other hand, it seems like just yesterday that I made the decision to put myself in charge of my future.

8 years later with over \$13M in sales, 100s of thousands of customers and selling my entire business, I am beyond thankful for not letting fear stop me from doing what I knew I was meant to do.

Help people.

A lot of people ask me what the key is to my success.

Which always makes me chuckle because, trust me, there wasn't much "overnight success" about it.

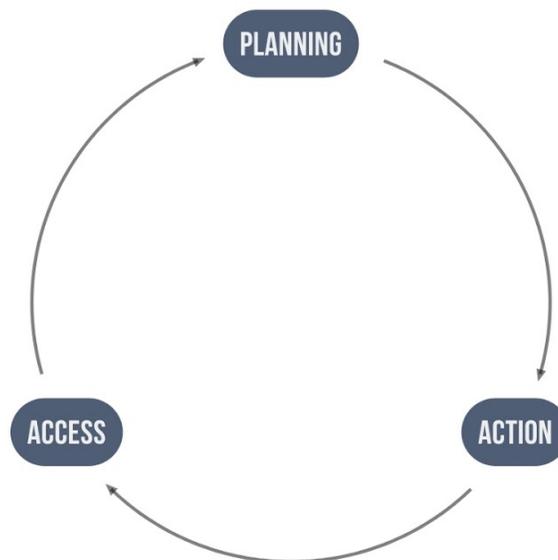
I always answer the same way.

I obsessed over data rather than perfection.

In addition, I took rapid action and then got access to the right people who could guide me and give me answers anytime I got stuck.

...and that is the only real "shortcut" to success.

3 KEYS TO SHORTCUT SUCCESS



I created the Rapid Scale System because

1. Even after selling my company I still wake up and live and breathe online business!
2. The ultimate impact I can have is helping change others lives by helping them grow their businesses.
3. I know how much potential people have that simply need guided help.

If you are currently selling digital products online & want to have me as your mentor make sure to [click here to learn more about the Rapid Scale System.](#)



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“Cole is one of the smartest marketers I know. He is innovative and strategic, tactical and data driven, all of the components it takes to set him above the rest.”

— **ROLAND FRASIER**

Co-founder or principal of 5 different Inc.
Magazine fastest growing companies

A few notes about what you are about to read...

There is a LOT OF CONTENT in here that can, if you pay attention to, will make you a ton of money. But since there is so much content, I want to give you just a couple quick notes so you can get the most out of what you are about to read.

First and foremost, this article is perfect for anyone who already has an audience and has started making some income online. Maybe you have a course you've created or maybe you have been making money online as a coach or consultant.

Either way, if you are ready to scale up and take full control over your business and implement systems and strategies in place to grow your business on autopilot then this is for you.

I'd envision those of you who are in the low to mid 6 figures a year and ready to get to 7 figures are the perfect fit for these insights and strategies.

If you are brand new to online business, then some of this might be a bit over your head but, I'd also urge you to read it entirely because this will help you get started on the right track.

Lastly, the rest of this article is organized in sections that I feel are the most crucial elements to get to 7+ figures.

The order of these sections are somewhat grouped together in what I feel makes the most sense.

Here are the groupings and sections

- **The Monetization Path** - The best strategy to get customers at the lowest cost and worth the highest value to you.
- **Traffic** - Step 1 in making money around the clock
- **Acquisition Methods** - How to match the right funnel for your business or offer
- **Conversion Rate Optimization** - How to incrementally improve your business metrics & profits
- **Know Your Numbers** - The key metrics every business needs to know!

Ok, let's dig in!

The Monetization Path - The Key to Getting Customers, on Auto-Pilot at a Profit

This is where I see so many people eff everything up... I am going to show you how to NOT fall into the trap that so many others do.

What most people do is spend SO much time creating their audience and then create a product to sell.

...and that's the problem.

Many create a SINGLE product.

It might be a software, or a course, or even a high ticket offer like a mastermind or group coaching program.

The problem is, there is no "path" for a customer to follow.

There is nowhere to get started and then buy more, and more as their needs change or their trust with you gets stronger.

In my opinion, if you want to scale your business, you really need to have a solid monetization path which I'd define as...

"A low friction way to get strangers to become customers for the first time and then over time sell them more products & services as their needs, problems change & trust in you improves over time"

That's a longer way of saying:

Get them in the front door with a lower priced product so you can then try to get them to buy your core product and then have something higher priced in which some of those customers become your highest value customers.

Let's refer to this as your Front End, Core, & Back End.

Most companies only have 1 of these...but I'd argue that you need at least 2 and ideally, all 3.

Let me explain

The Front End

Your front end offer will be your lowest barrier to someone to do business with you and become a customer.

If you are an eCommerce company, it could be a "free + shipping" offer or a small starter kit.

If you are an info product business, it might be a Quick Start Guide (eBook) for a big discount

If you are an SEO agency it might be a \$49 site audit

The pricing will vary depending on your overall monetization path and the different pieces but the goal should be to make it as easy as possible to be able to convert strangers into customers - with 100% paid ads.

Why paid ads? Because you can't scale or control word of mouth or SEO ;)

The Core Product

The core product as the name implies should be your "main thing" that you want someone to buy. For my online education company, it was our \$49/mo membership program. Our front end was heavily discounted 1-time digital products like guides and eBooks and when they would buy those they would have an opportunity to try our core product.

So you can see why I say you need at least 2 of the 3 elements to make this work.

On their own, it becomes extremely difficult to crank out profits from paid ads.

So what's your "main thing"?

It might be a software as a service or a monthly retainer for a consulting or ad agency client.

The Back End

Now that we've discussed the front end and the core product you need to think about what happens after someone is a core customer of yours?

What's the next logical step for them on your monetization path?

It could be 1 on 1 consulting/coaching instead of group coaching.

It could be a live event or mastermind group

It could be done for you services instead of a course and them learning to do it themselves.

Why Do You Need All 3?

You might be overwhelmed already with just 1 or 2 products so you might be a little concerned that I am encouraging you to have 3 different categories of products to have a robust monetization path but you'll appreciate why in a moment...

Remember what I said at the beginning of this article. Only 6% of businesses ever get to \$1,000,000 in sales.

Many times it's because they never had any predictable selling systems in place.

A predictable selling system is simply where you are making sales around the clock and you know that for every \$1 you invest into the system, it returns something greater than that.

That's your profit :)

How much profit will become directly tied to your monetization path and your effectiveness of turning total strangers into first time customers into repeat customers.

...and optimizing your sales process to make each transaction the absolute maximum average order value by using upsells, order bumps & cross-sells.

Now you can see how hard it can be to ever afford to advertise in the first place if you only have a single product.

Everyone wants to be able to "scale" their business. This is the foundation that too many people lack which will inevitably hurt their chances of being able to scale.

The difference between 6, 7 and 8 figure companies is often their ability to manage cash flow while scaling paid advertising.

6 figure companies are trying (or needing) to make profits right away with their ads.

7 figure companies are happy to break even on the front end with their ads.

8 figure companies are able to take a loss on their front end paid acquisition costs because they have a strong enough back end to recoup the costs and then plenty of profit later.

The key difference - is "later".

The problem in 2021 with paid advertising is the ad costs have continued to go up every year for the last 5+ years pretty much.

So it's become exponentially more difficult to be able to go from ads directly to instant profits - at least it is at any level of scale in ad spend such as \$100,000+.

Many people get excited because they are ROI positive but if it's on just a \$1,000 to even \$10,000 in spend, that's not exactly enough data to get excited over because once you start ramping up your ad spend, the metrics will change for sure and time and time again, those instant profits end up vanishing.

So ultimately, you want to ensure that you have a monetization path in place that can support paid advertising.

The other must have item you'll need to be extremely accurate on is knowing your numbers. Without that, you shouldn't be advertising. You'll need to know how much it costs to get a customer from advertising, how much they are worth to you and how long it takes for you to recoup your ad spend.

Don't worry, I'll add a section on that later ;)

For now, let's talk about traffic.

Traffic - Step 1 in Making Money Around The Clock

Traffic is one of those things that as a business owner, you can never have too much of. If you have zero traffic coming to your website, you will have \$0 in sales (duh, I know). So we want to figure out how to get traffic and then convert that traffic into sales each minute and hour of the day.



You can take the slow route or the fast route.

The Slow Route

The slow route is what most people do because it's the cheapest route (depending on how much you value your time).

It's using social media and writing content for your blog or website.

If you want to build an audience, or already have, by posting 1-3 times a day on Instagram or posting 2 videos a week on YouTube for the last 5 years then go for it.

I ain't hatin' I love free organic traffic too...

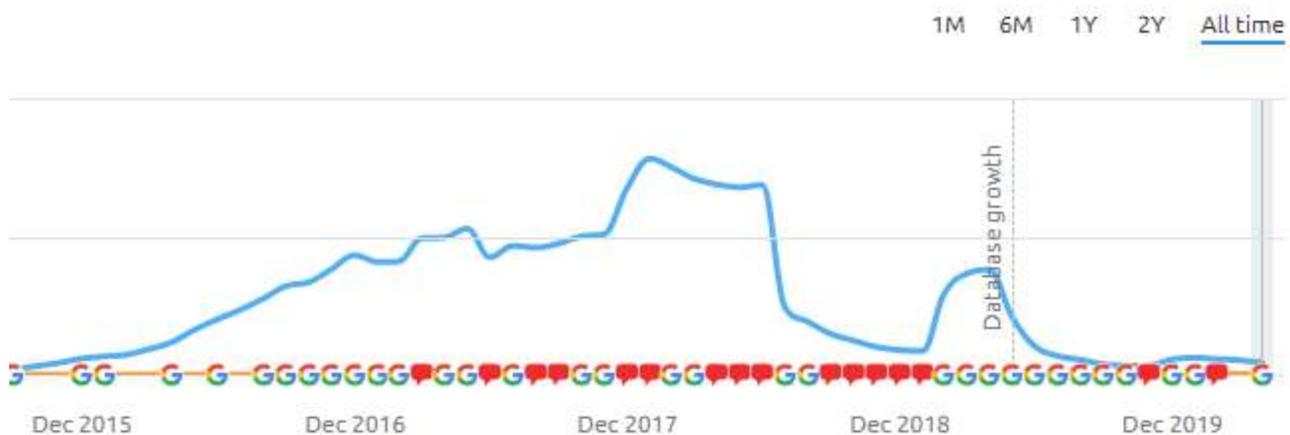
But just realize it wasn't really free. You just paid with your TIME instead of your MONEY.

The thing that I don't like about the slow traffic route, other than it being slow, is you have no control over it.

Let's say you are writing content like crazy to get all kinds of SEO traffic from Google - ultimately you're still at the mercy of Google and their SEO algorithms to hope that you start getting traffic and rankings in the search engine results.

You first have to hope that you get rewarded from Google and then you have to hope they don't one day change their algorithm and all that traffic you had and worked for vanishes overnight.

Like this company who went from 15,000,000 visits a month to less than 1,000,000 visits a month today!



Or if you've built a 500,000 person audience on Instagram over the last 3 years of dedicating your life to posting on social media but then Instagram decides to change their algorithm and now only 5% of your followers ever even see your posts.

The Fast Route

The faster approach to getting traffic is not waiting for it to come to you but to proactively go and get it.

Or as my friend Ryan Deiss says: "go to the traffic store and buy it".

The benefit of using paid traffic is you can control the flow of the traffic and when you have an offer or product that converts well - you can actually get more traffic.

I can't stress enough how important this simple concept is of being able to control the traffic flow and also how much TIME it can save you when trying to find product market fit and test different offers and products.

| <input type="checkbox"/> | Campaign Name | Delivery | Bid Strategy | Budget | Results | Reach | Impressions | Cost per Result | Amount Spent | Ends | Link Clicks |
|-----------------------------------------------------------------------|---------------|----------|--------------|------------------|---------|---------------------|--------------------|-----------------|----------------------------|---------|-----------------|
| <input type="checkbox"/> | | Active | Lowest cost | \$500.00 Daily | | 37,544 | 42,158 | | \$806.25 | Ongoing | 466 |
| <input type="checkbox"/> | | Active | Lowest cost | \$500.00 Daily | | 95,280 | 114,906 | | \$1,285.87 | Ongoing | 809 |
| <input type="checkbox"/> | | Active | Lowest cost | \$500.00 Daily | | 203,102 | 268,046 | | \$3,495.94 | Ongoing | 2,859 |
| <input type="checkbox"/> | | Active | Lowest cost | \$20.00 Daily | | 3,961 | 5,921 | | \$140.17 | Ongoing | 43 |
| <input type="checkbox"/> | | Active | Lowest cost | \$1,500.00 Daily | | 371,775 | 573,397 | | \$7,909.00 | Ongoing | 4,845 |
| <input type="checkbox"/> | | Active | Lowest cost | \$1,000.00 Daily | | 300,160 | 526,105 | | \$7,037.36 | Ongoing | 3,468 |
| <input type="checkbox"/> | | Active | Lowest cost | \$1,000.00 Daily | | 501,763 | 802,397 | | \$6,988.77 | Ongoing | 8,206 |
| <input type="checkbox"/> | | Active | Lowest cost | \$20.00 Daily | | 4,198 | 8,419 | | \$139.70 | Ongoing | 118 |
| <input type="checkbox"/> | | Active | Lowest cost | \$20.00 Daily | | 7,174 | 11,925 | | \$139.66 | Ongoing | 161 |
| <input type="checkbox"/> | | Ads Off | Lowest cost | \$300.00 Daily | | — | — | | \$0.00 | Ongoing | — |
| <input type="checkbox"/> | | Off | Lowest cost | \$300.00 Daily | | 50,816 | 67,274 | | \$614.04 | Ongoing | 621 |
| > Results from 470 campaigns <small>Excludes deleted items</small> | | | | | | 1,500,673 People | 2,852,212 Total | — | \$33,618.30 Total Spent | | 24,959 Total |

The chart above is from 7 days of ad spend. In just 1 week we have almost 3M impressions and 25,000 clicks to our pages.

Which brings me to my other reason why I love using paid advertising - I can figure out what people in my market want and don't want FAST.

Most businesses start with the product and then go try to build an audience and hope that they want the product or service.

That's super risky!

The smarter way to do it would be to use some cheap paid ads to get data to see which topics convert the best and then go build a product or monetization path around that.

The other thing I see too many businesses do is get stuck in social media forever and never even attempt to use paid ads.

Here are a couple potential problems with this approach.

1. Building the audience before the product is good but only if you extract data from the audience to figure out what they want and don't want. Many just choose to create a product that they THINK their audience will devour and then are shocked when it doesn't sell..
2. If all of the selling systems are dependent upon a business owner's personal following & influence on social media that'll be tough to ever sell the business one day since the content and sales process is too dependent upon the owner or face of the business.

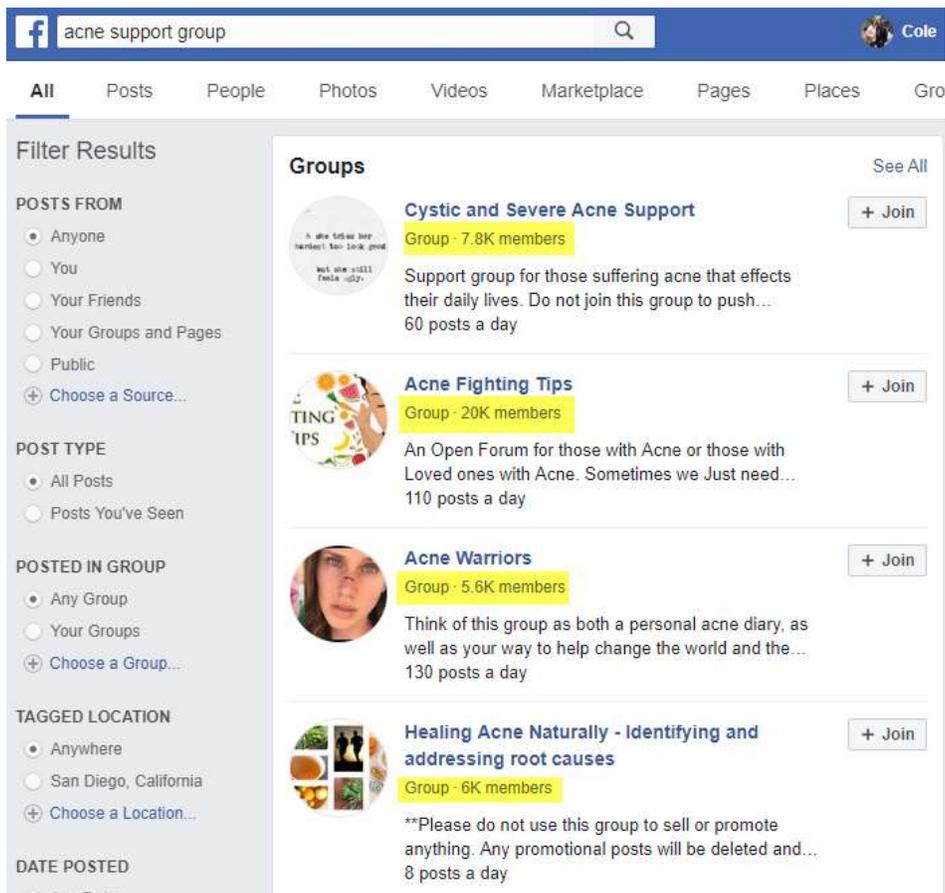
How to Get More Free Traffic (Fast)

Now I'll share with you a way that you can get more "Free" traffic fast without having to play the waiting game with Google or social media.

You can acquire traffic assets.

Here's what I mean. There are a ton of Facebook groups, YouTube channels, Facebook & Instagram pages and profiles and online blogs for literally every topic imaginable.

To continue using "how to get rid of acne" as our example - look at the Facebook groups that already have potential customers of yours (if you sell an acne product).



The majority of those assets are not even monetized by the owner. Many aren't even active anymore. But they still could be producing monthly traffic, for free and as they say...

"One man's trash, another one's treasure!"

So you could approach these owners and try to acquire the asset so then YOU can control the free traffic.

This is a great way to scale up traffic fast but also ensure you aren't only reliant on any single traffic source (only social, SEO, paid) which can become a risk to your company.

Acquisition Methods - How to Match the Right Funnel for Your Business or Offer

Now that we've discussed the importance of having a good offer, understanding the market, the necessity for having a monetization path and how we can get traffic, now we need to dive into the best ways to acquire leads and customers.

When people first start a business they don't give this enough thought, heck many times they just assume (or hope) that leads and customers will just show up on their doorstep ready to hand them money.

But we know that is (unfortunately) not true!

Matching the Acquisition Funnel to the Business Model & Offer

Not all businesses are created equal. In fact, that's what I love about business, it's always different, and what works for one business doesn't always work well for another.

Along the same lines, entrepreneurs usually struggle with "shiny object syndrome" and have a tough time balancing so many ideas on what we could try that would "crush it" for us.

It's extremely important that you use the best acquisition funnel for your business which depends on what your monetization path looks like.

For example, let's say your core product is a high end mastermind that costs \$25,000 a year.

If your acquisition process was to run Facebook ads directly to the sales page and order form, that's not going to convert well, and even if it did magically convert decently, I can guarantee that just changing one element of that funnel would easily 2-5x your conversions.

In that specific example, you could run the ads to the sales page and remove the order form with an "application" and use an application funnel to then qualify the leads and close the leads into customers.

Now let's say your core product is a SaaS (software as a service), once again, if you are running ads directly to the software homepage that has a full menu navigation and blog articles - that's not going to convert as well as...

1. Ads → case study landing page → trial offer
2. Ads → free digital guide → email nurture sequence → trial offer

OK - now we flip it around, let's say your core product is a \$99 course on learning how to make a quilt.

You hear that application funnels are killing it for people so you want to use an application funnel along with a phone sales team.

Well, this process wouldn't make sense for you because your price point wouldn't support or justify having a team making sales calls and the application wouldn't exactly fit within a course on how to make a quilt... unless for some reason you limited the course to only 25 people and they needed to qualify to make the cut.

The better acquisition funnels you could use would be:

1. A Challenge Funnel: Ads → Challenge → Offer
2. A Webinar Funnel: Ads → Free Webinar → Offer
3. A Lead Nurture Funnel: Ads → Free PDF / Guide → Offer
4. A Quiz Funnel: Ads → Quiz → Offer
5. A Tripwire Funnel: Ads → Low \$ Purchase → Upsell the Core Offer

You get the idea.

I could go on and on but I won't, I just want you to understand the importance of thinking through the different acquisition methods available and looking at your customer's journey to create and implement the best acquisition strategy.

Conversion Rate Optimization - How to Incrementally Improve Your Business Metrics & Profits

Conversion rate optimization or "CRO" is an area of everyone's business that probably doesn't get the attention it deserves because it's an area that gets increasingly more important once you start scaling up your business and spending a lot of money on paid advertising.

Sure, you could (and should) always be testing and trying to convert more of your traffic into leads and customers from your existing traffic but if you aren't spending much on advertising, then this won't exactly be the thing that makes or breaks your business.

However, as you grow, there will be a time when you need to be improving your conversions at all elements of your funnel because if you don't, you may not even be able to run paid traffic.

...and as you know by now from listening to me, without the ABILITY to run paid ads, your growth will be massively limited.

CRO might sound really complicated, but it's not. Let me get you some actionable tactics and things to look at that will improve your sales & profits.

Identifying Your Key Leverage Points in the Funnel

The first step is to figure out where in your lead or sales funnel do you want or need to improve. These elements are what I call your "leverage points".

Let's take a look at the different conversion points in a typical webinar funnel.

Ad metrics

Click thru Rate (CTR) - how many people who see your ad click thru to learn more.

- **Landing page conversion rate** - how many people who land on your webinar sign-up page actually sign up for the training.
- **Show up rate** - how many people who signed up for the webinar, show up to the training.
- **Stick rate** - how many people who are on the webinar stayed on the webinar to the point where you reveal the offer
- **Offer conversion rate** - how many people who attended the webinar took the offer
- **Replay watch rate** - how many people who missed the webinar, show up for the replay.

So these are all different key conversion points of a webinar funnel but which of these should you focus the most time and attention on?

Those would be the key leverage points.

In this webinar example, the easiest conversion point to improve would be the initial landing page conversion rate and that would have a massive impact on your sales & profits.

The show-up rate is another massive opportunity and can be improved by changing up the times you offer the webinar but also reviewing your email and SMS / text reminders (if you are even using those).

The offer conversion rate is usually a bit harder to improve but still plenty of opportunity, I'd focus on reviewing that sales page or order form to identify where people are leaving.

Are they getting to the order form and then leaving or is nobody even clicking from the webinar to the offer?

If they aren't clicking from the webinar, why not? Did they not even see it (and thus you have a "stick rate" problem) or did they see it and just didn't care for the offer (in which you have an offer problem).

If they are getting to the order form but you're only converting 10% or something lower than the norm, what can you do to improve that?

Add more testimonials or case studies?

Add a payment plan?

Add PayPal as a purchase option?

Adjust price?

You get the idea.

The point is, none of this is ever a set it and forget it and most people will NOT hit a home run and crank out a webinar and offer and have it start crushing it.

Yes, it happens. But it's also not the norm.

I've spent millions of dollars in advertising driving traffic to my webinars (and have made much more than that) but it still takes plenty of testing and optimizations to get your numbers in a place where you can really scale up the offer and have it hold up thru tens of thousands (or hundreds of thousands) in ad spend.

Split Testing Basics

The key component of conversion rate optimization is "split testing". Split testing is basically when you run traffic to two different versions of the same thing and see which performs better.

There are some great tools out there that make this easy but my favorite by FAR is ClickFunnels. In fact, you can [click here and use my affiliate link which will get you a 14 day free trial.](#)

Let me be clear, the reason why I LOVE ClickFunnels is not just because it makes split testing easy, it's because of how easy it is to make a beautiful opt-in or sales page (or ANY website) even if you aren't a designer.

Also, you can have 1-click upsells and downsells which are pretty much a "must have" item for every business!

Disclaimer: Yes I want you to use my affiliate link and yes I am a strong believer in ClickFunnels but it's only because of how easy ClickFunnels has made building lead and sales funnels that convert like crazy, are super simple to design and gives you analytics and data dashboards that make it easy for you to see what's working and what isn't. Long story short, I don't need to make a few bucks from giving you my affiliate link but it's a tool that I STILL USE and think everyone should because it's that good.

The most important thing to keep in mind when performing split tests is to only change / test one variable at a time.

EARNINGS PER CLICK GROSS SALES

\$1.04 **\$17,040.50**

Clickfunnels makes conversion rate optimization & sales performance so easy!

Starting Mar 1, 2020 Ending May 30, 2020

| | Page Views | | Opt-ins | | Sales | | | Earnings / Pageview | |
|---------------------------------|------------|---------|---------|---------|-------|--------|------------|---------------------|---------|
| | All | Uniques | All | Rate | Count | Rate | Value | All | Uniques |
| > \$ Sales Page with 3 Packages | 16,311 | 11,442 | 0 | 0.00% | - | - | - | - | - |
| > 🛒 Order Form 1 | 477 | 389 | 174 | 44.73% | 54 | 13.88% | \$1,084.55 | \$2.27 | \$2.79 |
| > ⬆️ Upsell 1 | 55 | 51 | 7 | 13.73% | 7 | 13.73% | \$203.00 | \$3.69 | \$3.98 |
| > ⬆️ Upsell 2 | 54 | 50 | 0 | 0.00% | 0 | 0.00% | \$0.00 | \$0.00 | \$0.00 |
| 📄 | 223 | 87 | 0 | 0.00% | - | - | - | - | - |
| > 🛒 Order Form 2 | 676 | 535 | 464 | 86.73% | 185 | 34.58% | \$5,513.50 | \$8.16 | \$10.31 |
| > ⬆️ Upsell 1 | 194 | 182 | 14 | 7.69% | 14 | 7.69% | \$406.00 | \$2.09 | \$2.23 |
| > ⬆️ Upsell 2 | 183 | 168 | 5 | 2.98% | 5 | 2.98% | \$145.00 | \$0.79 | \$0.86 |
| 📄 | 537 | 300 | 0 | 0.00% | - | - | - | - | - |
| > 🛒 Order Form 2 | 508 | 410 | 463 | 112.93% | 190 | 46.34% | \$8,238.45 | \$16.22 | \$20.09 |
| > ⬆️ Upsell 1 | 178 | 170 | 33 | 19.41% | 33 | 19.41% | \$957.00 | \$5.38 | \$5.63 |
| > ⬆️ Upsell 2 | 190 | 179 | 17 | 9.50% | 17 | 9.50% | \$493.00 | \$2.59 | \$2.75 |
| 📄 | 577 | 317 | 0 | 0.00% | - | - | - | - | - |

For example, if you want to improve the conversion rate of your lead magnet opt-in page, and you want to test the results from changing:

- The headline
- The opt-in button color
- Collecting only email vs name and email
- The page color
- Adding testimonials
- Etc

You do NOT want to make a page variation and adjust ALL of those at once.

The reason why is simple, you won't know WHICH of those variables accounted for the increase in conversions.

So you'll want to make that list but then test things once at a time.

Another thing to keep in mind is that before you declare any page a winner or loser you must make sure you have had enough traffic to have confidence in the data.

If you have only had 50 clicks with your split test, that's not enough data.

At the very minimum you'll want 100 clicks but ideally, 250-500 clicks which will be enough to see which page versions are the winners.

This is another reason why I like "fast traffic" vs "slow traffic" - when running paid ads at any decent level of ad spend, you'll get thousands of clicks a day which means you could potentially do multiple split tests in a single day!

If you have to rely only on organic slow traffic, then you'll just have to be patient with your tests.

Which pages should you test?

Similar to our discussion above with CRO and finding your key leverage points, here you'll want to always be mindful of which pages in your lead flow or sales funnel get the most visibility because that'll show you the areas where you can focus on to improve your conversions.

The obvious pages are the first landing or sales page but don't forget other elements of the monetization path including your email touch points.

Do you send an email to your customers after they purchase? If so, don't miss that opportunity to share with them any other actions they should take.

Do you have a call to action on the download or "thank you" page that EVERYONE lands on right after they opt-in for your freebie?

If not, you're missing out on a lot of potential extra sales by not utilizing that page where you have 100% of their attention!

Know Your Numbers - The Key Metrics Every Business Needs to Know!

I am just going to be blunt on this - if you don't know your numbers inside and out you need to get someone who can because without super accurate business metrics you'll never be in a position to scale up.

I am not talking about your P&L statement (Profit & Loss), that's a financial statement.

I am talking about the key performance indicators that every business must know.

- CAC - Cost to Acquire a Customer
- LTV - Lifetime Value of a Customer
- Payback Period

To be clear, these aren't the ONLY business metrics you should know, but these are perhaps the most important.

In order to scale fast, like I teach with my Rapid Scaling System, it all comes down to those first two metrics, how much does it cost to acquire a customer and how much are they worth. The third element is simply, how long does it take to get back to break even on your ad spend if you aren't ROI positive on day 1.

I'll spare you the details in this article on how to calculate these metrics but there are analytics and tracking tools and software that can help you and if you use Stripe for your payment processing, they already have a lot of great metrics you'll want and need.

Especially if you are a recurring revenue business in which you'd also need to get very good at knowing these metrics.

- Average Revenue Per User (ARPU)
- Churn \$
- Churn %
- Retention
- Trial to Full Pay Conversion Rate

And if you want to be prepared to scale fast with ads you'll want to also know..

- Average Order Value (AOV)
- ROI (Return on Investment)
- CPA (Cost Per Acquisition)

If you need help calculating these metrics for your business send me an email if you want my help. Getting accurate data is step 1 before you can scale!

In addition to all of these important metrics it's also important to monitor your cash in the bank, monthly cash flow and "burn rate".

These are metrics that will help indicate the overall health of the business and for some of you, the "runway" you have before you are out of cash.

This is important because even if your LTV is significantly greater than your CAC, if your payback period is 12 months then you could run out of cash in the business before you even get to realize any profits.

Let's Tie it All Up

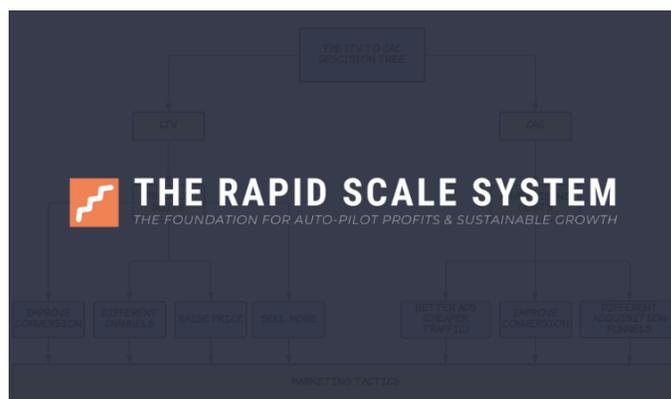
There are way too many businesses out there that have a very good product but are stuck in the low to mid 6 figure range. They are in the "6 figure trap" and the only way to get out is to have the right strategy to implement the missing pieces of the puzzle in your business.

You need to be able to focus on making money around the clock as a hands off business, not only when you post on social media.

You need to have a highly effective team so the business doesn't rely solely on you, but hire in a way that doesn't skyrocket your "OpEx" (operating expenses) so you can remain highly profitable and reinvest those profits into more growth.

You'll need to be extremely accurate with your business "numbers" to know exactly how much your customers are worth to you, and when to give yourself the opportunity to make ads work for you.

We cover ALL of this in detail in my Rapid Scale System.



I know this is a lot of info but the truth is, you're short changing yourself and working WAY HARDER than you need to be (and making far less than you should be).

If you'd like to personally get my help on your business then you'll definitely want to learn more about the Rapid Scale System. [Click here to learn more.](#)



Ryan Deiss says:

“Whenever Cole is on stage I listen! His relentless desire for business growth & continual improvement keeps him a few steps ahead of the competition.”

Ryan is CEO & Co-Founder of Digital Marketer & the Traffic & Conversion Summit

There's no better way to work with me to help you get dramatic results.

I look forward to working with you.
Cole