$100M LEADS

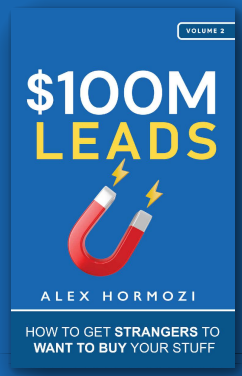
How to get **strangers** to **want to buy** your stuff

ALEX HORMOZI

THE CORE FOUR

	ONE TO ONE (private)	ONE TO MANY (public)
WARM	**Warm outreach** people who know you	**Post free content** your audience
COLD	**Cold outreach** strangers, one by one	**Run paid ads** rented eyeballs

"These are the only four things you can do to let other people know about the stuff you sell." Not enough leads = not doing them with enough skill or volume.



1 GET ENGAGED LEADS SECTION II

A lead is anyone you can contact. What counts is the **engaged lead** — someone who shows interest. *"Engaged leads are the true output of advertising."* The goal: more, better, cheaper leads, from many places.

Advertise the core offer first. If that doesn't pull, use a **lead magnet**: *"A lead magnet is a complete solution to a narrow problem"* — and solving it reveals the next problem, which your core offer solves. *"Every problem has a solution. Every solution reveals more problems."*

3 TYPES × 4 WAYS TO DELIVER = UP TO 12 MAGNETS

Reveal a problem (diagnosis, inspection) · **Sample or trial**

One step of a multi-step process

software / tool · information · a free service · a physical thing

SEVEN STEPS

1. Pick a narrow problem + who
2. Decide how to solve it
3. Decide how to deliver it
4. Test the name: headline › image › subheadline
5. Make it easy to consume
6. Make it darn good
7. Clear call to action + a reason to act now

"Give Away The Secrets, Sell The Implementation". Reasons to act now: real capacity limits, real deadlines, or any honest *because...*

THE ECONOMICS

	COST / CALL	CLOSE	COST / CUSTOMER
Ads straight to a $10,000 offer	**$1,000**	**1 in 3**	**$3,000**
Free magnet ($25 to deliver) first	**$100**	**1 in 10**	**$1,000**

Ten times the engaged leads for the same money; three times cheaper customers.

2 POST FREE CONTENT

"the content you create isn't the compounding asset - the audience is". Every piece must **hook, retain and reward**:

Hook
Topics from far past, recent past, present, trending, or made-up experiments. Headlines with 2+ of: recency, relevance, celebrity, proximity, conflict, unusual, ongoing.

Retain
Curiosity: lists, steps or stories, with the number up front.

Reward
Value per second — *"there is no such thing as too long, only too boring"*.

Give until they ask; when you do ask, *"give in public, ask in private"*. Lessons: switch from *how to* to *how I*; people need reminding more than teaching; send your best pieces to prospects before and after sales calls; free content keeps paying customers too.

> ***His proof: 78% of all clients had watched at least two long pieces before booking a call. When ad results fell, the cause was that he had stopped posting.***

Measure monthly: audience size and growth rate. Set a posting rhythm and an asking rhythm, then don't stop.

3 OUTREACH, WARM AND COLD

Warm, at our stage: your list of past enquiries and clients. Re-engage with his nine-word email — *"Are you still looking to [4 word desire]?"* No images, no links, just the question. Ask happy clients who they know.

Cold means strangers who don't trust you yet. Three problems, in order:

1. **Get a way to contact them** — build the list: software scrapers, then brokers (test samples), then hand-built lists.
2. **Know what to say** — 1–3 things a friend would know about them, then big, fast value: *"we're trying to blow their minds in under thirty seconds"*. Give away things people normally pay for.
3. **Volume and follow-up** — more times, more ways (email, then call about the email); try again after 3–6 months. Put 10–20% of effort into new tools.

CHANNEL (PER 100 TRIES)	HIS BENCHMARK
Phone: 100 dials	**20% pick up · 25% take the offer**
Personal email	**30% open · aim 3% reply**
Personal video/voice DM	**20% reply**

Team math: a rep at $15/hour + $50 per shown appointment, 200 dials a day comes to about $120 per show; closing a third, about $360 per customer against $3,600 profit. *"It is boring and tedious, but brutally effective."*

4 RUN PAID ADS

Every ad = **call-out** (the first seconds; local area + type of person) + **value** (what you get, who notices, when life changes) + **call to action** (spell it out). *"The purpose of each second of the ad is to sell the next second of the ad."*

1 · Track money
Tracking set up before the first dollar.

2 · Lose money
Test each ad to 2× the cash a customer pays in 30 days. No leads by 1×? Kill it.

3 · Print money
Work backwards: customers wanted × cost per customer + 20%, ÷ 30 = daily budget.

3 : 1 **Lifetime gross profit ÷ cost to get a customer.** Above 3:1 is good ("a pattern I personally observed, not a rule"). If your cost per customer is within 3× the industry's, fix the business model; above that, fix the ads.

Client-financed acquisition: *"Figure out a way to get your customers to pay you back in the first thirty days so you can recycle your cash to get more customers."* Usually by an immediate upsell.

HIS WORKED EXAMPLE	
$15/month membership, $5 to deliver, ~10 months	**$100 lifetime profit**
Cost to get the customer	**$30 → 3.3 : 1**
But month one brings in only $10 — add a $100 upsell, 1 in 5 buy	**+$20 = $30**
Paid back in 30 days	**"free" customers**

Budget from the goal: 100 customers × $100 each = $10,000, +20% = $12,000 ÷ 30 = $400 a day. *"If the number terrifies you, then you're doing it right. Trust the data."*

Not every ad problem is an ad problem: *"If your engaged leads have the problem you solve and the money to spend, and they're not buying, then your ads work fine–you have a sales problem."*

CALL-OUTS THAT STOP THE RIGHT PERSON

Labels — the more local the better: *"LOCAL AREA + TYPE OF PERSON"* (Americans < Texans < Dallas residents < Irving residents). **Yes-questions** people answer "that's me". **If-then** statements that qualify. **Ridiculous results**. Without words: contrast, people who look like the customer, and the scene of their problem.

VALUE: WHAT, WHO, WHEN

What — the four value drivers and their opposites: dream outcome / nightmare, likelihood / risk, speed / delay, ease / effort. **Who** notices the change — spouse, kids, colleagues, rivals. **When** — past, present, future. Long and short ads differ only in how many angles they use; keep the call-out and call to action the same.

HIS FIRST AD (2013, A $1,000 TEST)

> ***"I'M LOOKING FOR 5 CHINO HILLS RESIDENTS TO TAKE PLACE IN A FREE 6 WEEK CHALLENGE."***

"No images. No videos. No frills." Leads were called, booked and texted a reminder; 19 sold at $299. He says the format became his biggest gym promotion for seven years.

5 MORE, BETTER, NEW

More first — the **Rule of 100**: 100 primary actions a day for 100 days (100 outreaches, or 100 minutes making content or ads). *"It was 100 per day, not 100 over time."*

Better = test the **constraint**, the step where most people drop off. Same +5 points at each step:

30%	5%	50%
opt in 35% = 1.16× leads	apply 10% = **2× leads**	schedule 55% = 1.1×

One test per week per platform. Every Monday: pick the winner, log it, design the next test. Can't beat it in four tries? Move to the next constraint.

New only when more and better stop paying: new placements › new platforms › a new core-four method. His question: *"What's stopping them from doing ten times what they're currently doing?"*

6 GET LEAD GETTERS SECTION IV

Leverage is what you get for your time. Use the core four to recruit people who then bring leads for you:

	YOUR WORK	LEADS	LEVERAGE
You get the leads	high	low	low
You hire a lead getter	low	low	high
Lots of lead getters	high	high	higher
A getter of lead getters	low	high	highest

Natural order: **customers › employees › agencies › affiliates**. A new source takes three to six months — pick one and stick with it.

1 · CUSTOMER REFERRALS THE CHEAPEST LEADS

Referrals in vs customers lost: if referrals beat churn, you grow without ads. Two reasons they don't come: the product isn't as good as you think, and you don't ask. *"An amazing product turns every customer into a lead getter."*

GIVE MORE VALUE

- **Get more people better results:** survey for your best results › interview them › find what they did in common › make new clients do it › measure › match your guarantee to those actions.
- **Fast wins:** *"Customers form their lasting impression of a business within the first forty-eight hours after they buy."* Book the next meeting from this one (BAMFAM). Add 50% to timelines and deliver early.
- **Keep making it better** monthly: the most common problem › fix › test with a small group › roll out.

ASK — *"Asking for referrals only works when you treat it like an offer."*

Seven ways: one-sided reward (pay your cost per customer to the referrer or the friend) · two-sided (split it) · ask right at purchase · referrals as a negotiation chip · 1–4-week referral events · an ongoing programme · bonuses unlocked by referring. Script: *"People who do our program with someone else tend to get 3x the results. Who else could you do this program with?"*

2 · EMPLOYEES LEVERAGE ON YOUR TIME

Same $5M revenue and $2M profit: the business that runs without you is worth far more. *"You get rich from what you make. You become wealthy from what you own"*. Old belief: do it yourself to get it right. New: *"If you want it done right, get someone to spend all their time doing it."*

TRAIN WITH THE 3DS

Document (a checklist a stranger could follow) › **demonstrate** (you do it in front of them) › **duplicate** (they do it in front of you). If they get it wrong, the checklist is wrong. Praise each correct step; one piece of feedback at a time. *"So who you pick is not as important as how you train the ones you do."*

FIND STAFF THE SAME WAY AS CLIENTS

Network = warm outreach · recruiting = cold outreach · job posts = content · promoted posts = ads · plus employee referrals. Measure: payroll ÷ engaged leads × leads per customer = cost per customer.

3 · AGENCIES TO LEARN, NOT TO OUTSOURCE FOREVER

Use them to learn a new method or platform. Agree up front: *"I'd like to work with you for 6 months so I can learn how you do it."* Pay extra for them to explain and train your team; run both until yours wins, then switch them to cheaper consulting. Pick one with proof from people you know, a waiting list, realistic expectations, clear reporting — and expect to pay. *"All good agencies are expensive… but not all expensive agencies are good."*

4 · AFFILIATES & PARTNERS OTHER PEOPLE'S AUDIENCES

Ask *who's got my leads?* — what else do my clients buy, where do they go, what do they do? Then six steps: find › make an offer › qualify (make them a customer or certify them) › decide pay › launch › keep them selling. Pay from your maximum cost per customer, in tiers that rise with performance. Launch with **whisper › tease › shout**. Easiest integration: they give your lead magnet to their buyers. *"Treat affiliates like customers."*

7 COMMIT: OPEN TO GOAL SECTION V

Work until a set outcome is hit, not for a set time (a gym chain's managers sign five new members a day, however long it takes). *"Give up the idea of 'doing your best.' Instead, do what is required."* His one-page plan: pick the lead type (customers, affiliates, employees or agencies) › Rule of 100 or open to goal › fill in the daily checklist › do it until you can pay someone else › then make employees the target and repeat.

HIS ROADMAP — THE LEVELS THAT FIT A $0.5M–$10M BUSINESS

LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6
Hire people to advertise Maxed your own inputs; hire to do more of what works.	**Referrals** Product good enough that 25%+ of customers come from referrals.	**More places, more ways** At least two methods, several platforms, a bigger team.	**Hire killers** Experienced heads run each channel without you.

Levels 1–2 (friends, then everyone you know) are the start-up stage; level 7 is left blank in the book.

USE IT MONDAY

- Find each program's biggest drop-off step; set one test per week.
- Work out lifetime gross profit ÷ cost per customer. Below 3:1?
- Send the nine-word email to old enquiries.
- Pick one lead getter for the next 3–6 months.

FOR OUR BUSINESS CFC · HALCYON · AVIOLOGY

- **Lead magnets that fit:** reveal a problem (a career cost-and-timeline plan), a sample (discovery flight), one step (a free ground-school module or Aviology checklist).
- **Referrals start in the first 48 hours:** first lesson booked before the student leaves; next lesson booked from each lesson; add 50% to licence timelines we quote.
- **Find what our fastest finishers did in common**, make it the standard plan, tie any guarantee to it.
- **Who's got our leads?** Flying clubs, aircraft sellers, aviation medical examiners, avionics shops, FBOs — partners for CFC and Halcyon.

READ WITH CARE

- His figures are self-reported; 3:1 is his pattern, not a law.
- Some math slips (affiliate return is 13.5:1, not 12.5:1).
- He suggests making up a reason why — use real ones.
- Cold email and texts: check Canada's anti-spam law (CASL) and consumer rules on referral rewards.

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