

lead Magnet Structure

Big Promise

- I have a step-by-step system that helps anyone make \$4,500+ per month using Instagram.
- I have a plan that helps anyone lose **10–30 pounds in 35 days**.
- I have a method that helps anyone speak English **confidently in just 40 days**.

2. Even If... (Making the Result Easier)

- Even if you have no budget, no audience, or no special skills.
- You won't have to give up your favorite foods, spend hours in the gym, or go hungry.
- No boring memorization, complicated grammar rules, or endless lectures.

3. My Results

- In 9 months, I used this system to make over **\$150,000** and gained complete time and location freedom.
- In 6 months, I lost **37 pounds** and got shredded abs without a strict diet.

4. Client Results

Using this system, my clients have achieved results like:

- [Show 3–8 quick examples—e.g., follower growth, first sales, weight loss, skill mastery]

5. What You'll Learn by Watching

Watch this video to the end, and you'll discover:

- 7 steps to launch your first info product
- How to make your first **\$15,000+**
- Which business model works best for you
- Mistakes you must avoid

6. My Journey

- I faced problems like [extra weight, low income, struggling to meet clients, etc.]
- I tried solutions that didn't work: fasting, overtraining, marketing hacks that failed.
- Then one day, I discovered this system—and it worked way better than anything else I tried.

7. How It Works (The Big Picture)

Millions of people sell their services one-on-one. But with an online course, they can scale **1-to-1,000** instead of 1-to-1—earning 100x more.

8. Key Advantages

Here's why this info-business model works:

- Easy to start: no big investments needed
- One-time product creation → no ongoing costs
- High-ticket: courses range from **\$700 to \$15,000+**
- Fast scaling

9. Examples in Action

- **Callum:** A fitness coach with 3k followers. We helped him launch a course through Instagram Stories and he made **\$8,000**.
- **Arseniy:** a regular college student. He joined Info Atlas, became a growth operator, launched a course with content creators, and made \$35,000.

Tips for sharing:

- Spend 1–3 minutes per story
- Show the starting point (struggles, challenges)
- Give concrete examples (product, launch steps)
- Add emotion: “Then I flew to Bali” or “bought my first iPhone”

10. Steps to Results (High-Level)

To launch your course, you need to:

- Build an audience
- Create your product
- Warm up your audience
- Sell

Goal: Make it very clear **what to do**, but keep the “how” a little mysterious.

11. Student Case Studies

- Share statistics, research, and credible confirmations
- Address common fears and objections

Common beginner struggles:

- How to find clients → solved with examples
- How to get followers → solved with examples

15. My Personal Transformation

- Before this system: [describe struggles in detail]
- The journey: [short summary]

- Now: [describe results and freedom achieved]

16. Emotional Finale

The big idea: we do this because we **change lives**.

17. Transition to Product

For those who want to follow the same path **without mistakes** and with my guidance, I created an **Info Accelerator**.

18. Product

Info Accelerator = **4 months of personal guidance**:

- 16 live sessions analyzing your situation
- Weekly assignments
- Step-by-step personal support

19. Inside the Program

- Personal success manager available daily
- Advanced systems and processes
- Access to a network of verified contractors
- Ready-to-use product launch template
- 25 lessons on the platform
- Private group chat

20. Key Results

After 2 months, you'll launch your first product and make at least **\$10,000**. Learn a repeatable system to potentially make **\$150,000+ over the next year**.

21. Guarantee

If you don't get results, I'll refund your money. **You take zero risk.** But I only accept students I know I can help succeed 100%.

22. Call to Action

Apply now or DM me "I'm ready."

We'll schedule a **Zoom session** to analyze your situation and plan your launch strategy. If it's a fit, I'll welcome you into the Info Accelerator.