

AI INNER CIRCLE • FOUNDERS EDITION

# The Irresistible AI Offer Black Book

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*Prospect with Irresistible Foot-In-The-Door Tactics.  
Make Contact. Repeat.*



AI INNER CIRCLE

INTERNAL COMPANY SOP • MEMBERS ONLY

# The Mindset That Drives Revenue

**You are not here to invent offers. You are here to execute.**

Inside this ecosystem, you use proven offers that already work. You do not freelance your way into confusion. You do not reinvent positioning.

This SOP exists because most people overthink. They spend weeks designing logos, tweaking funnels, and watching tutorials — all while generating zero revenue. This document is your antidote to that trap.

## Your Job Is Simple

- ✓ Identify the right prospect.
- ✓ Use a Foot-In-The-Door (FITD) tactic.
- ✓ Make consistent contact.
- ✓ Stack proof.
- ✓ Compound.

*This SOP is about discipline, not creativity.*

## The Three Pillars

Every revenue result in this model comes from three things. Miss one of these and momentum dies.

#1

### The Right Prospect

Target businesses with money in motion

#2

### A Smart FITD

Lead with value, earn leverage

#3

### Relentless Contact

Consistency compounds over time

# The Right Prospect

**Stop targeting everyone.** Your time is your most valuable asset. Spending it on the wrong prospects is the fastest path to burnout and zero revenue.

You are looking for businesses that already have the engine running — they just need it optimized. Specifically, you want businesses that:

- ✓ Already generate leads
- ✓ Already spend money on marketing
- ✓ Already have revenue coming in
- ✓ Have visible inefficiencies

**The core principle:** If there is no money in motion, there is nothing to optimize. Your job is not to convince broke people to buy AI. Your job is to improve revenue flow for businesses that already have it.

## Qualified Prospect Signals

When scanning for prospects, look for these specific indicators that signal both budget and opportunity:

### Active Spend Signals

- ✓ Currently running paid ads
- ✓ Active website with services/products
- ✓ Visible marketing presence

### Inefficiency Signals

- ✓ 500–1,000+ followers but inactive
- ✓ Poor or missing review velocity
- ✓ Missed calls / slow follow-up

**The qualifier:** If they have LTV (lifetime value) and lead flow, they are viable. If they do not, move on. **Speed matters.**

The gap between where they are and where they could be with AI automation — that gap is your opportunity. Your pitch is not "buy AI." Your pitch is "here is money you are currently leaving on the table."

# Foot-In-The-Door (FITD)

If you are new, you do **not** swing at the jugular. You earn leverage. You lead with value. You create wins. The approved FITD tactics below are designed to remove risk for the prospect and demonstrate capability before asking for a commitment.

## 1 Already Done Method

Use HighLevel's AI website builder or one of their thousands of templates to quickly set up a site for a target prospect who needs one. **Build the site in advance.**

"This is built. It needs activation."

This approach removes risk and removes timeline fear. The prospect sees a finished product — not a pitch. The psychological shift is immediate.

## 2 AI Post & Profit

Build a lead list using a Gemini prompt: "Generate a list of businesses in [niche] and [location] that likely have outdated or inconsistent social media activity."

From that list, identify businesses with 500–1,000+ followers, dormant accounts (no posting in 6–12 months), but an active website or services. Then use **HighLevel's Social Planner** to generate unlimited AI content in seconds.

Create two weeks of content. Restart their engine. Show engagement lift, comments, DMs, and visibility — then transition into long-term automation and revenue infrastructure. **You lead with visible value.**

## More Approved FITD Tactics

### 3 AI Trust Audit

Use HighLevel's **Prospecting Tool** to run a trust audit. Analyze reviews, online presence, reputation gaps, website trust signals, and automation weaknesses. Present findings clearly.

**Diagnose first. Prescribe second. Authority increases when you measure before you sell.**

### 4 AI Agent Demo

Use HighLevel to crawl the target's website, build a knowledge base in minutes, and install an AI agent under their business brand. Buy a phone number inside HighLevel for \$1 in any area code.

Send them that number. Tell them to call it from their own phone. **Let them hear their AI agent answer the phone as their business.**

This is not theory. This is demonstration. When they hear their brand answering the phone 24/7, the conversation changes. You are no longer pitching AI — you are showing infrastructure.

### 5 Remote Prospecting

Target Upwork jobs related to AI, automation, or marketing. Instead of text proposals, respond with a **Loom video** that references their exact post, identifies one opportunity, and shows your approach — under 5 minutes.

20 per day × 30 days = 600 highly targeted touchpoints. This is precision prospecting, not cold spam.

### 6 Pomeli Value Play

Create branded content for a prospect. Send it free. You are no longer "pitching." You are demonstrating capability and generosity simultaneously.

**This builds trust faster than any explanation ever could.**

**The FITD principle in all six tactics:** You are not asking for trust — you are earning it by delivering value before a contract is signed. Every tactic above removes the prospect's risk and makes saying "yes" the obvious next step.

## Make Contact Relentlessly

This is where most people fail. Not because of strategy. Not because of intelligence. Because of **consistency**. The operators who win are not the smartest — they are the most relentless.

Contacting and building a database of leads inside HighLevel will compound your outputs over time. Every conversation, every reply, every prospect goes into your CRM. Do all of your emails, texts, and outreach through HighLevel.

### Why HighLevel Is Non-Negotiable for This

- ✓ Automate ongoing follow-ups without manual effort
- ✓ Build long-term nurture sequences that work while you sleep
- ✓ Track engagement and re-engage cold leads at the right moment
- ✓ Hand the entire system to a hire when you scale

You are not just prospecting. **You are building infrastructure.** Later, you hire someone to take over the Revenue Producing Activities. You remove yourself from day-to-day outreach. But only if you build it correctly now.

## Revenue Producing Activities (RPA)

RPA are the actions that move the money needle. Not logo design. Not tweaking funnels. Not watching tutorials. Real RPA is direct, uncomfortable, and non-negotiable.

#### REAL RPA EXAMPLES

- ✓ Prospecting
- ✓ Sales calls
- ✓ Follow-ups
- ✓ Referral requests
- ✓ Direct outreach

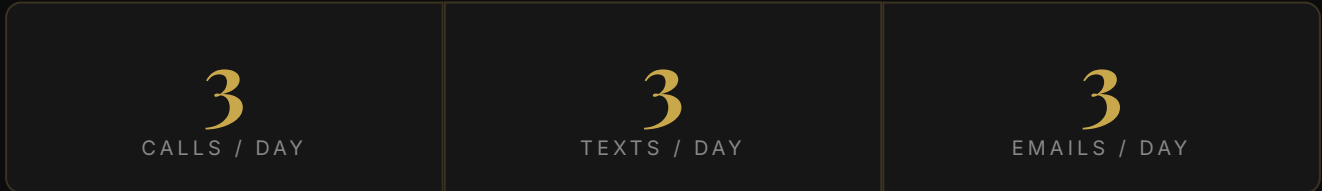
If you do zero RPA, revenue stays flat.

**If you do RPA daily, revenue compounds.**

Set the foundation properly. Use one system. Track everything. Automate what you can. That is how outputs compound.

# The 3/3/3 Formula

This is not a suggestion. It is the minimum daily standard that separates operators from spectators. The formula is simple by design — because simplicity gets executed.



Every day. Not when you feel like it.

## Example Scripts (Keep It Simple)

These follow the spirit of the 3/3/3 method — simple, direct, and activity-based. Do not overthink the language.

### 1 EXAMPLE CALL SCRIPT (1 SENTENCE OPENER)

"Hey [Name], I'm reaching out because I've been helping businesses improve how they capture and convert leads — quick question, are you responding to every inquiry within 60 seconds?"

Simple. Direct. Opens a revenue conversation.

### 1 EXAMPLE SMS

"Hey [Name], quick question — do you know if tools like ChatGPT are recommending your business?"

Short. Curious. Opens an AI relevance gap.

### 1 EXAMPLE EMAIL | SUBJECT: QUICK QUESTION ABOUT [BUSINESS NAME]

"Hey [Name], I've been talking to a few business owners about how AI tools and automation are impacting lead flow — are you currently doing anything to make sure your business shows up and responds instantly?"

Not pushy. Just opening dialogue.

# Why This Works

**~1,000**

Real conversations per year at 3 calls/day × 365 days

Most beginners never have 100 real conversations. What would your business look like after 1,000?

The 3/3/3 formula forces network expansion, referral opportunities, activity momentum, and confidence growth — all as natural byproducts of consistent execution. You do not need to be a great closer. You need to be a consistent operator.

## Distraction Is the Real Enemy

Working from home. Kids. Side hustle. Job. Social media. Reels. You will always have reasons. The question is whether your **WHY** is bigger than your excuses.

### YOUR WHY

- ✓ Freedom
- ✓ Control over your time
- ✓ Income on your terms
- ✓ Opportunity to build something real

### THE REALITY

Revenue comes from boring repetition. Not inspiration.

"Do the boring work consistently and the exciting results follow."

## The Compounding Proof Model

Every small win builds the next. This is not theory — it is the documented pattern of every successful operator in this ecosystem.

- Foot-in-the-door tactic **Small win**
- Small win **Testimonial**
- Testimonial **Easier next close**
- Easier close **Higher confidence**
- Higher confidence **Higher close rate**

**Eventually: 1 out of 4 closeable prospects convert. Not because you became flashy — because you became consistent.**

# The Minimum Daily Standard

Track it. No tracking equals no growth. This is not optional — it is the operating system of your business.

**3**  
Calls Per Day

**3**  
Texts Per Day

**3**  
Emails Per Day

**10–20**  
Looms (Prospecting Phase)

Do this for 30 days. Then 90. Then 1 year.  
Most quit in week two. That's why most stay broke.

## When You Scale

After 5–10 clients, a repeatable close pattern, and documented objections — **then you hire for RPA**. That is black belt level. But in the beginning, you are the engine. Do not skip this phase.

- ✓ 5–10 clients secured
- ✓ Repeatable close pattern documented
- ✓ Clear objections mapped out

FINAL STANDARD

**Prospect.**  
**Value.**  
**Contact.**  
**Repeat.**

THAT IS THE REVENUE  
ENGINE.

**Use the proven offers. Pick the right prospects. Lead with Foot-In-The-Door value. Execute 3/3/3 daily.** No overthinking. No offer creation detours. No distraction spirals.