



# THE BUSINESS GROWTH PLAYBOOK

Molly Pittman



## HI, I'M MOLLY...

- I started in digital marketing 12 years ago as an intern @ \$12/hour. I worked my way up to VP of Marketing and then became an entrepreneur
- I'm now a Managing Partner & CEO of Smart Marketer
- I run a dog rescue... Kentucky Saving Them Together! We saved over 2,500 dogs from euthanasia last year
- I own a farm to table restaurant in Kentucky with my fiancé :)



## AT SMART MARKETER...

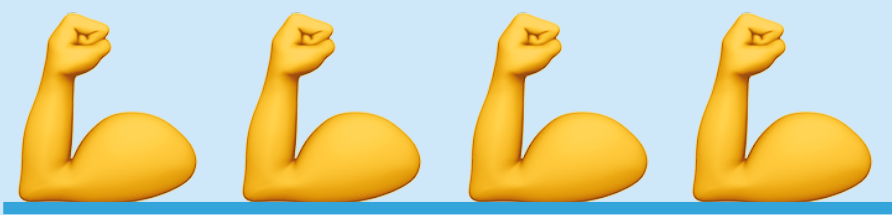
- We have helped 30,000+ students up level their digital marketing & business skill set
- We have 40+ years of experience in digital marketing between our leadership team
- We spend \$200k+/day on Meta ads and send millions of emails
- In the last 12 months our client's revenue grew on average 235% (25+ businesses of various sizes in different markets)
- Our own business grew by 169% in the last year using the playbook I'm about to share with you



**serve  
the world  
unselfishly  
& profit**



# AND OUR INDUSTRY IS LOOKING



- Shopify merchants reached a record of \$9.3 billion in sales over 2023 Black Friday-Cyber Monday (BFCM) weekend — **a 24% increase** from 2022
- The global ecommerce growth rate for **2024 is forecast at 9.4%** bringing global ecommerce sales worldwide to \$6.3 trillion





# WHO ARE YOU?!

- Business Owner (Entrepreneur)
- Marketer
- Employee (Intrapreneur)
- Freelancer
- Agency operator / owner
- Curious George :)
- Etc....



**THIS IS THE BEST  
TIME TO BE A  
PERFORMANCE  
MARKETER...**

- The ability to grow a business online is one of the most sought after & important skill sets in the current economy
- This skill set can allow you to live the life you want
- You can apply this skill set in any way you want to fulfill your dreams...



**OK, IT'S TIME TO DIVE  
INTO THE  
PLAYBOOK :)**



**WE HAVE 18 “PLAYS”  
TO GIVE YOU...**



**A “PLAY” IS A COMBO  
OF STRATEGY +  
TACTICS**



**MOST FOLKS ARE MISSING  
ONE OR THE OTHER —  
WE NEED BOTH FOR  
SUCCESS!**



# HOW “PLAYS” ARE LABELLED...

- **Ecommerce** = selling physical products online
- **Non-ecomm** = selling everything else ... information, coaching, services, SAAS, brick & mortar, etc.



# HOW “PLAYS” ARE LABELLED...

- **Level 1** = “The beginning” (beginner)
- **Level 2** = “The middle” (intermediate)
- **Level 3** = “The scale” (advanced)



**PLEASE STUDY ALL OF  
THE PLAYS!!!**





# GOALS FOR OUR TIME TOGETHER...

- Move from level 0 to level 1 — level 1 to level 2 — level 2 to level 3 & beyond!
- Personal & business growth in 2024!
- Grow business in 2024 by acquiring more new customers than you ever have, further engaging and monetizing them, while living the life you want!



**HOW WILL WE  
DO THAT?  
(JUST LIKE WE  
DO WITH  
CLIENTS/ OUR  
OWN  
BUSINESSES!)**

- **Pull these 4 levers:**
  - Lever One: Your Offer System
  - Lever Two: Your Traffic System
  - Lever Three: Your Monetization Plan
  - Lever Four: Your Mindset



**NOT EVERYTHING WILL MAKE  
SENSE OR INTEREST YOU BASED  
ON YOUR SKILL LEVEL/  
EXPERIENCE — TAKE WHAT YOU  
NEED!**



**YOU HAVE TO SEE THE  
FRONT OF THE PUZZLE  
BOX TO BUILD THE  
PUZZLE!**



**MARKETING IS ART... EVERY  
BUSINESS & ACCOUNT IS  
UNIQUE — USE THESE  
PLAYS AS INSPIRATION!**



# LEVEL 1 - THE BEGINNING

- The business is just getting started and doesn't have much of a marketing strategy and/or has a beginner skill set
- This business has never run paid ads or if so — hasn't had much success
- \$0 - 10,000k spent monthly on paid ads (but want to find success for scale!)
- Business has 1 to a handful of products



## LEVEL 2 - THE MIDDLE

- The business has a marketing strategy but there are gaps and/or an intermediate skill set
- This business is running paid ads with some success but wants more scale — possibly dealing with inconsistent results or not seeing enough revenue from marketing strategies
- \$10k - 50k spent monthly on paid ads (wants to scale!)
- Business has more than 1 product to sell



## LEVEL 3 - THE SCALE

- The business has a fully fleshed out marketing strategy and/ or has an advanced skill set
- This business is running paid ads with a lot of success but offers/ ads are fatiguing and wants more scale
- \$50k+ spent monthly on paid ads (wants to scale!)
- Business has 5+ product to sell



**AT WHICH LEVEL IS  
YOUR CURRENT  
BUSINESS/ PROJECT?**



## LEVER 1: BUILD/ OPTIMIZE YOUR EVERGREEN OFFER SYSTEM

- Most people want to start with ads when they're looking for growth
- But... that's putting the 🐔 before the 🥚
- 90% of the time you aren't getting the results you want because you don't have a fleshed out offer system that's built to achieve YOUR goals
- You have to know WHERE you're going to send them before we start thinking about ads
- Having trouble achieving initial success with ads? Probably because of your offer(s)
- Having trouble with scaling ads? Probably due to lack of offer diversification
- Don't stress the tech (that's why there are tools like Zipify)! Let's focus on marketing strategy.



# EVERGREEN OFFER SYSTEM

## LEVEL 1 — NON-ECOMM



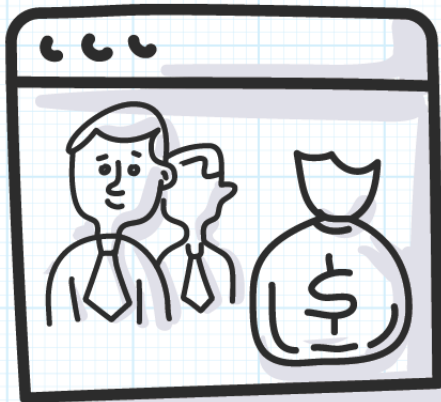
# EVERGREEN OFFER SYSTEM

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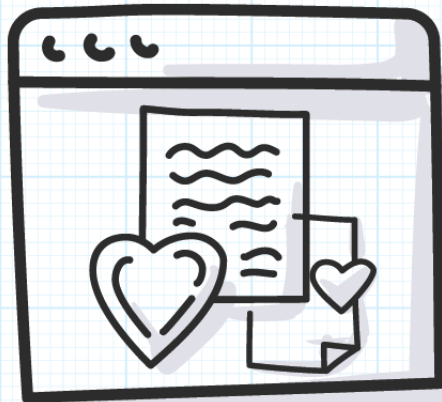
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BASIC LEAD MAGNET

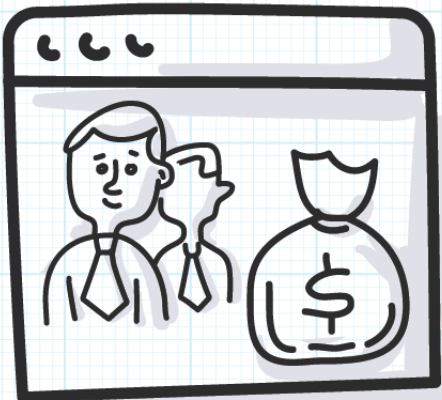


CORE OFFER SALES PAGE

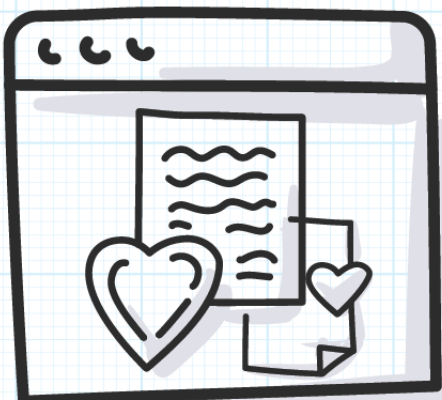
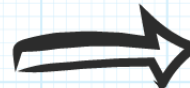


THANK YOU!

WARM  
TRAFFIC



CORE OFFER SALES PAGE



THANK YOU!



CONTENT AMPLIFICATION



## TRAFFIC TEMPERATURE

- **Cold Traffic** = people who have never heard of or engaged with your brand
- **Warm Traffic** = people who have engaged with your brand (visited site, followed on social media, joined email list, etc.)
- **Hot Traffic** = buyers



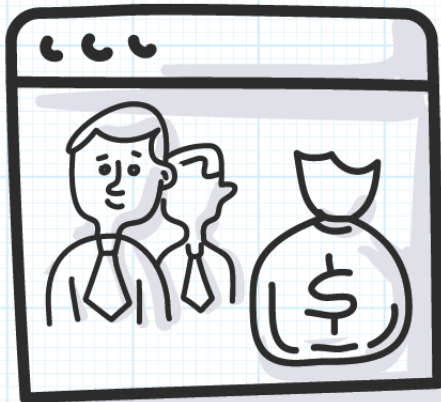
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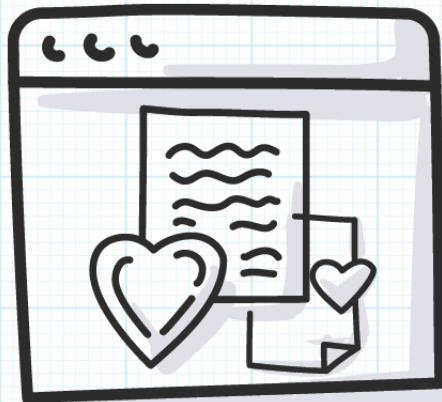
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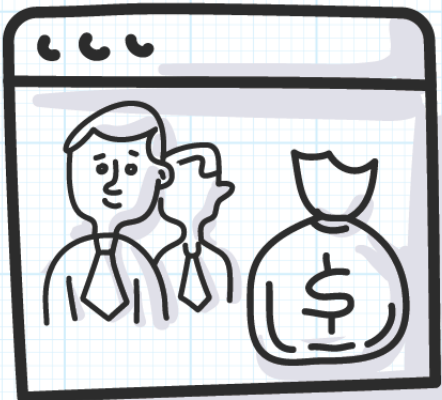


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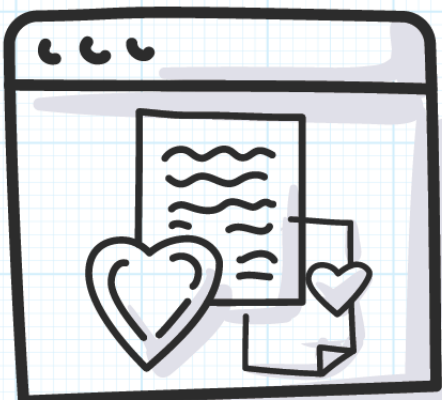
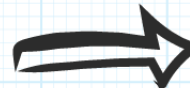


THANK YOU!

WARM  
TRAFFIC



CORE OFFER SALES PAGE



THANK YOU!



CONTENT AMPLIFICATION



## 1. BASIC LEAD MAGNET

- Template
- Guide
- Simple video training
- Checklists
- Case Study
- Cheatsheets
- Resource / Toolkit
- etc...



## PERFORMANCE REVIEW &amp; SWIPE FILE

# 2023 Facebook Ads Performance Report

## Ad Costs Dropped Significantly from 2022 – Use this to Your Advantage!

Right now is the cheapest time to buy traffic – costs will rise throughout the year! Unlock these exclusive resources to learn what's working now for us and our agency clients, so you can capitalize on the cheapest traffic of 2023.

- **Swipe File & Analysis:** Discover the major traffic trends of 2022 heading into 2023.
- **Key Facebook Ad Insights:** Learn the 5 most critical insights we gained after \$34,437,870 of ad spend.
- **Agency SOP:** Audit your ads and get crystal-clear



Download Your Report Now 🖱️

**DOWNLOAD NOW**

*Over 30,000 business owners, digital marketers & students worldwide trust Smart Marketer. Download your Ads*



Enter your email below to see this free guide now.

Email Address\*

YES! SHOW ME THE GUIDE





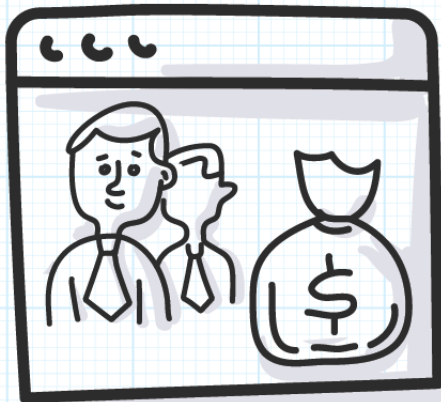
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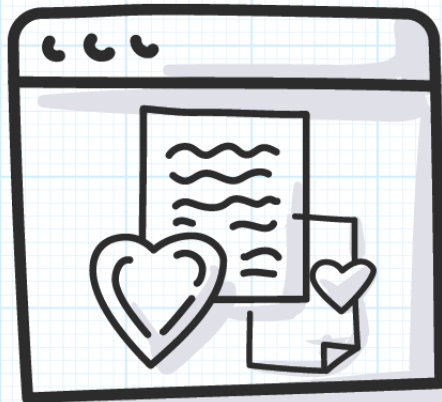
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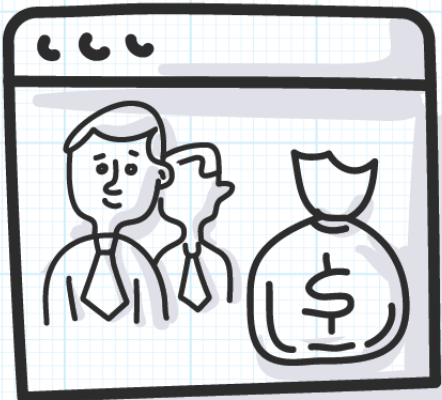


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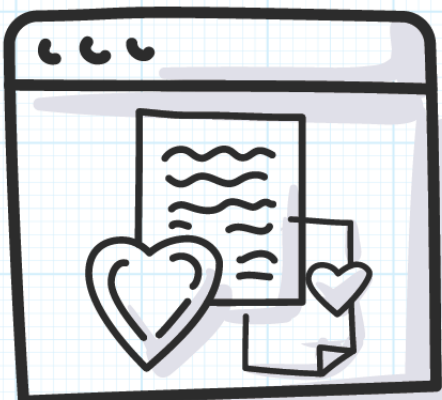


THANK YOU!

WARM  
TRAFFIC



CORE OFFER SALES PAGE



THANK YOU!



CONTENT AMPLIFICATION



SUCCESS! YOU UNLOCKED THE 2023 FACEBOOK ADS PERFORMANCE REPORT.

Your 2023 Facebook Ads Performance Report

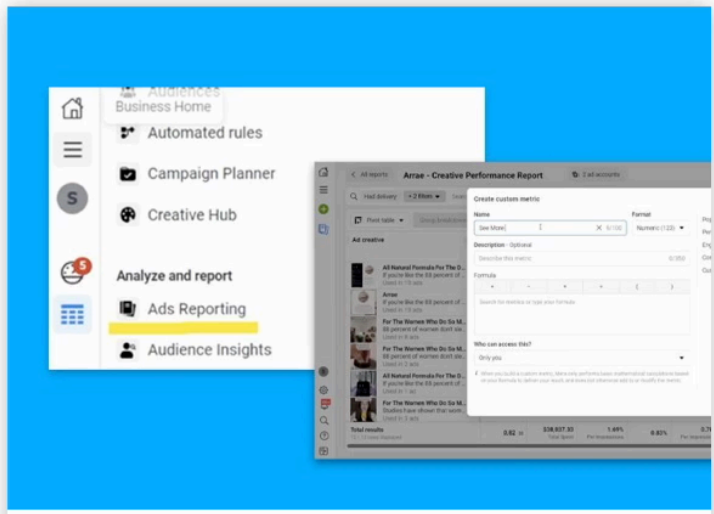


✓

**Ads Report + 5 Facebook Insights**

This swipe file contains the 5 key insights on exactly what you need to be doing with your Facebook ads based on the 100+ top ads from our clients and our own brands. See what's working in 2023 and get inspiration for your own campaigns!

OPEN



✓

**Agency SOP: Audit Your Ads**

Use this SOP to create your own Ads Performance Report and get clear insight into your campaigns. (This is the same report we give our agency clients every week!)

OPEN

Let's Talk...

2. CORE OFFER SALES PAGE



JOIN MOLLY PITTMAN'S 13-WEEK MENTORSHIP

## Grow *any business* with Facebook ads post-iOS 14.5

**Can't afford an expensive ad agency? Get coached by one instead!** Learn Facebook, Google and even TikTok ads directly from the professional media buyers who run the Smart Marketer Agency.

- ✓ Work with Molly and our Agency team to master Facebook ads
- ✓ Receive a Professional Certification in Media Buying!
- ✓ Learn the proven traffic system we use for all of our clients (updated for iOS 14.5)
- ✓ Get the same benefits of hiring a \$25K/month agency — for a fraction of the cost

ENROLL NOW

Over **30,000** business owners, digital marketers & students worldwide trust Smart Marketer.





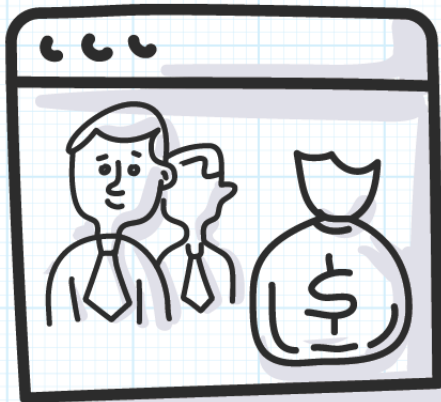
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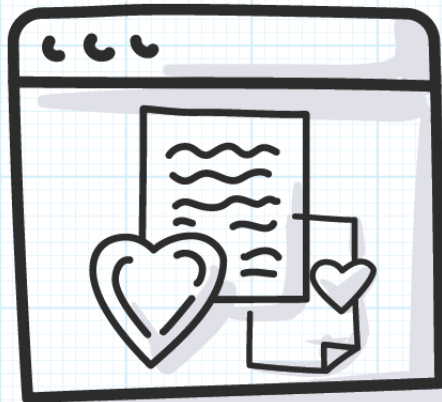
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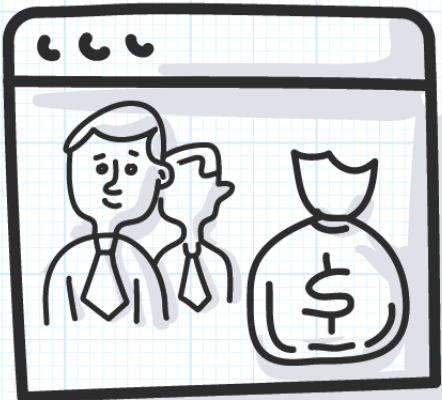


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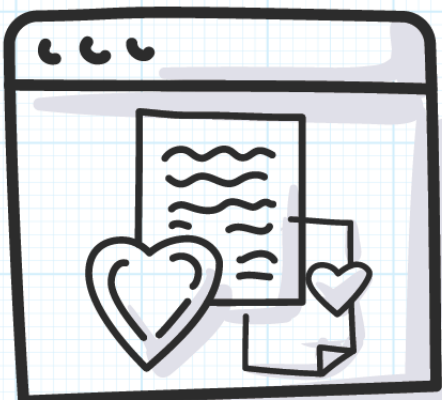


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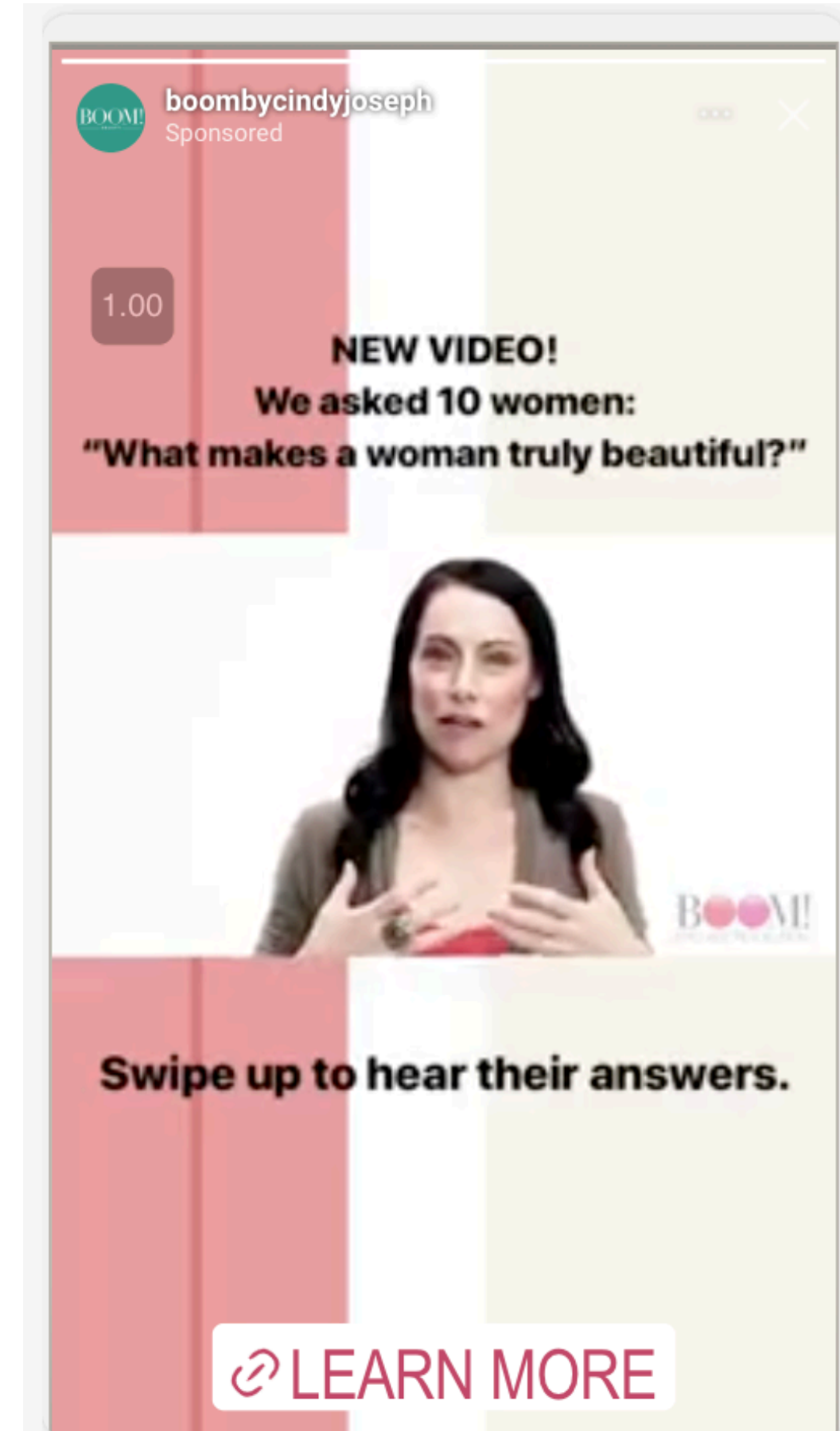
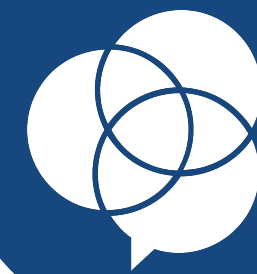
CORE OFFER SALES PAGE



THANK YOU!



CONTENT AMPLIFICATION



### 3. CONTENT AMPLIFICATION

- Podcast episode
- Video on social platform (FB, IG, Youtube)
- Educational post on social platform
- Blog post on your site
- Etc.



**LEVEL 1 - NON  
ECOMM - OFFER  
ASSETS NEEDED:**

- Basic lead magnet
- Core offer sales page
- Thank you page
- Content amplification (optional)



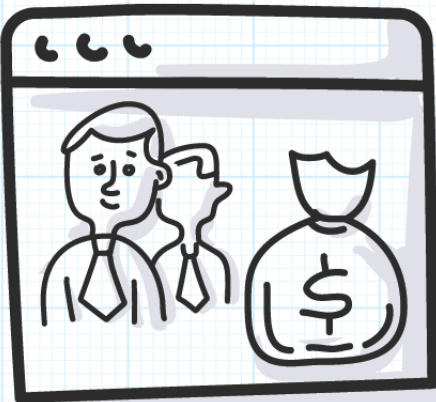
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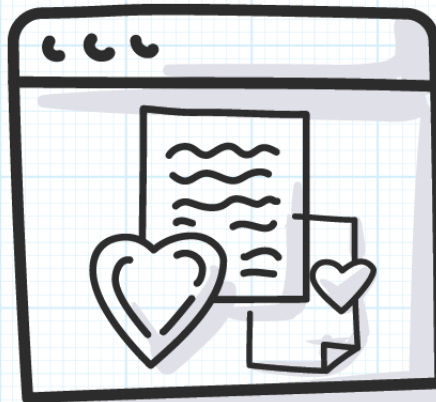
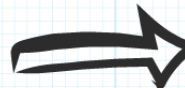
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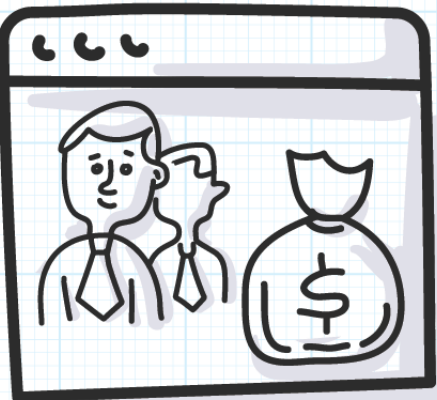


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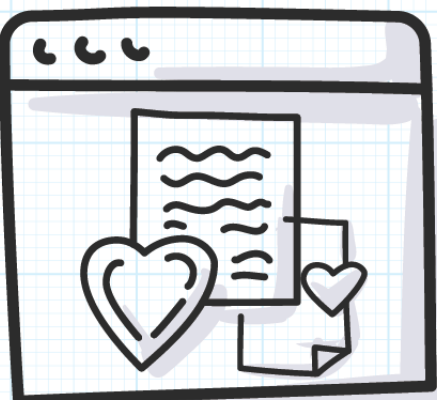


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CORE OFFER SALES PAGE



THANK YOU!



CONTENT AMPLIFICATION



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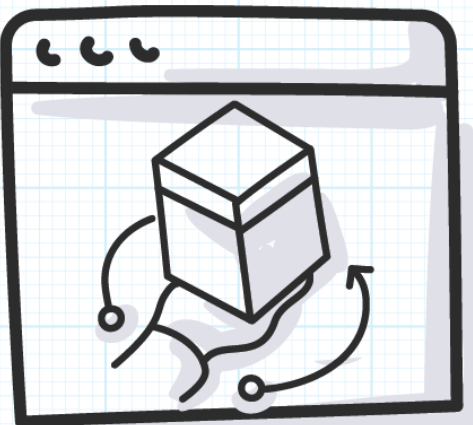
## LEVEL 1 — ECOMM



# EVERGREEN OFFER SYSTEM

## LEVEL 1: E-COMMERCE

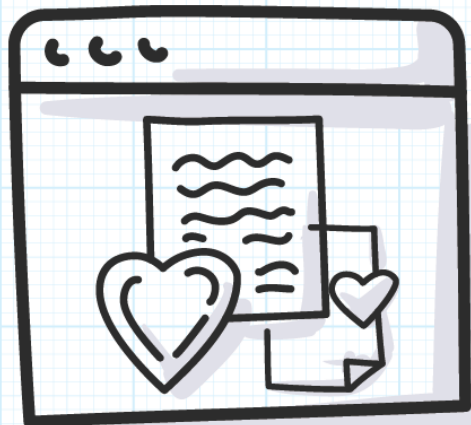
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HERO PRODUCT PAGE

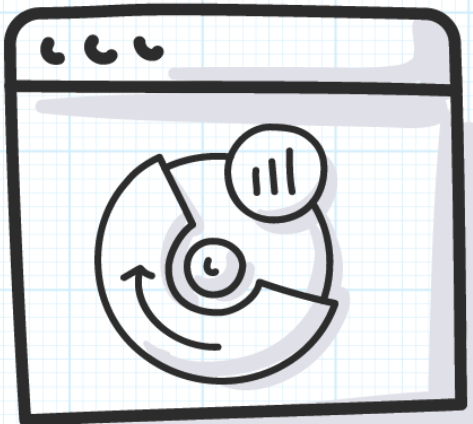


POST PURCHASE UPSELL



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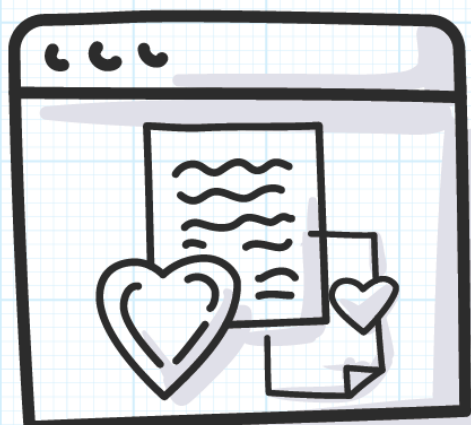
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HERO PRODUCT PAGE DISCOUNT



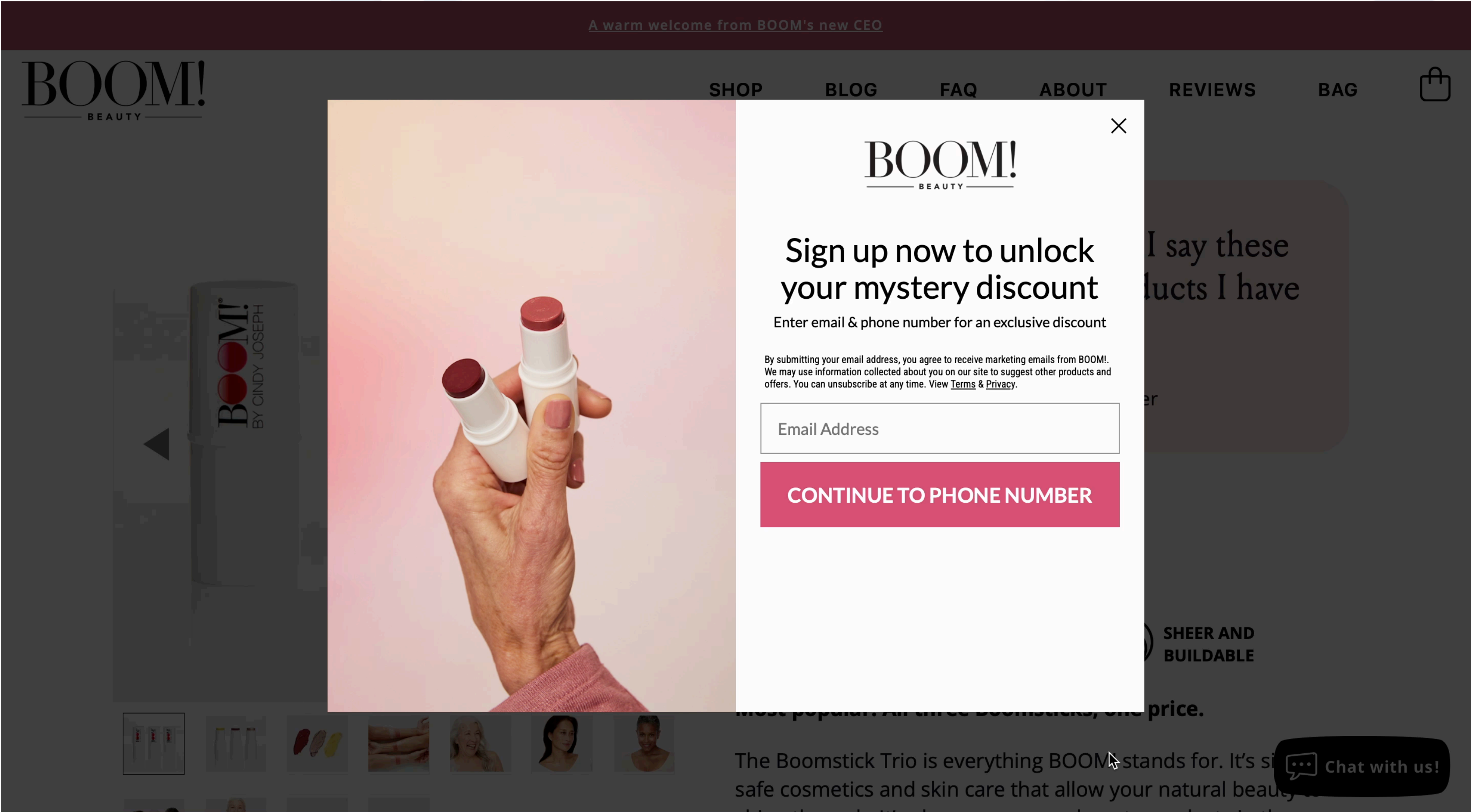
POST PURCHASE UPSELL



THANK YOU!



CONTENT AMPLIFICATION



## 4. HERO PRODUCT PAGE



SHOP BLOG REVIEWS ABOUT ▾ FAQ ▾

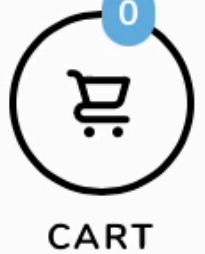
ENJOY BETTER RELATIONSHIPS



CURRENCY



SEARCH



CART

QUESTION? CONTACT US



★★★★★ Rated 4.8/5 by 36,000+ Customers

# Create Memories Through Conversation

DO YOU WANT YOUR FAMILY TO BE CLOSER, BUT DON'T KNOW HOW TO MAKE BETTER 'FAMILY TIME'?

200 prompts to build connection and intimacy with your family as you rediscover the joy of conversation:

- 📱 Put the phones down & **connect**
- 😊 Be **truly present**
- 💖 Build **trust and openness**
- 👍 Suitable for **all ages and families**
- 💬 **Appropriate questions** in clear, simple language encourages even the most shy children (or adults) to open up.

\$29.95 FREE & FAST Shipping Available Now!

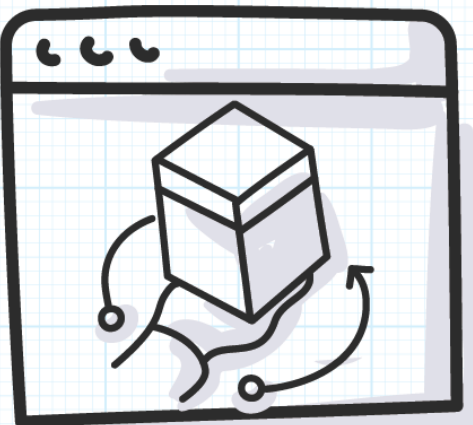
Get Mine Now



# EVERGREEN OFFER SYSTEM

## LEVEL 1: E-COMMERCE

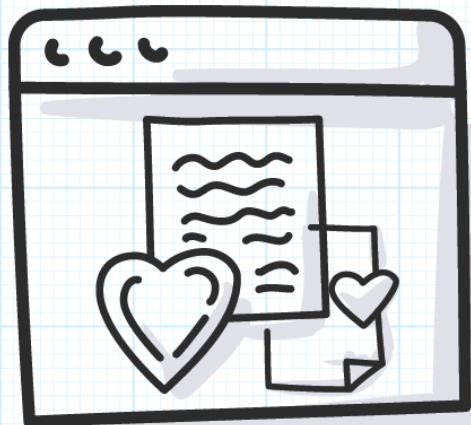
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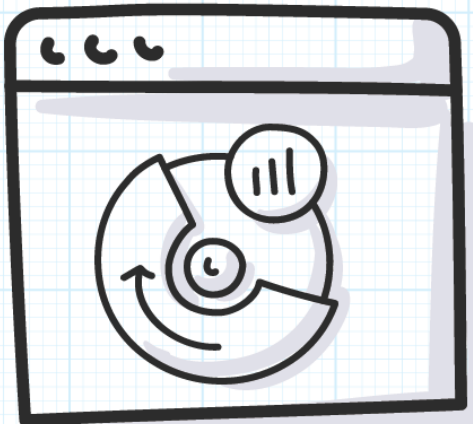


POST PURCHASE UPSELL



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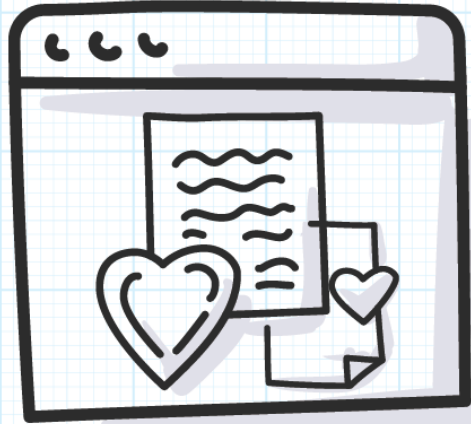
WARM  
TRAFFIC



HERO PRODUCT PAGE DISCOUNT



POST PURCHASE UPSELL



THANK YOU!




CONTENT AMPLIFICATION



Why Not Add Our New Most Popular Product?✕

Add BOOMSTICK ROSE NUDE™ to your order!



**BOOMSTICK ROSE NUDE™**






“The perfect hint of color without looking like makeup. I love it.”

\$28.00 **\$0.00 Savings**

Add to order

Decline this offer

<



>

5. PRE & POST PURCHASE UPSELL



Add Boomstick Color to your cart and order now and get \$6 OFF!

This limited time offer ends in 09:35



Boomstick Color®

~~\$28.00~~ \$22.00 **\$6.00 Savings**



**“BEST EVER! I have used Boomstick Color for over five years. I feel good. I feel like me. At 67, that is a win every day!” —Paula F., Boomstick Color customer**

Subtotal	\$22.00
Taxes	\$1.32
Total	USD <b>\$23.32</b>

**Pay now • \$23.32**

You will be charged immediately

**Decline this offer**

**How to Use Both Boomstick Color and Boomstick Rose Nude**

Different colors for different looks

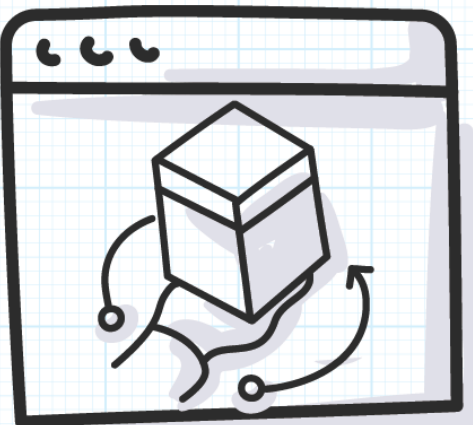




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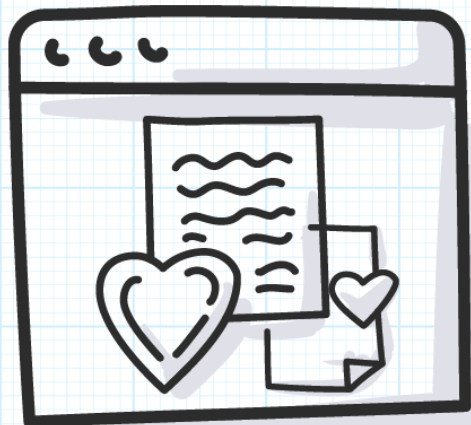
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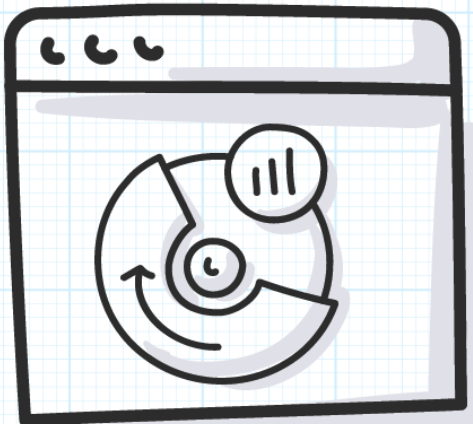


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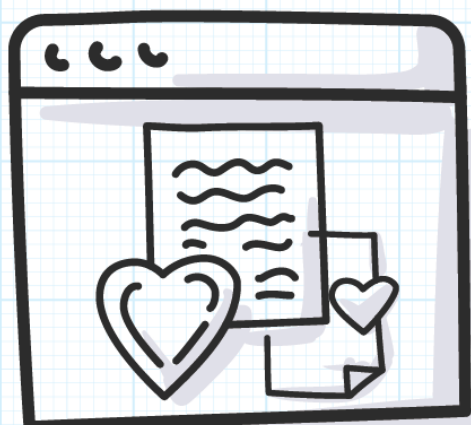
WARM  
TRAFFIC



HERO PRODUCT PAGE DISCOUNT



POST PURCHASE UPSELL



THANK YOU!



CONTENT AMPLIFICATION



**LEVEL 1 - ECOMM -  
OFFER ASSETS  
NEEDED:**

- Hero product page
- Pre & Post Purchase Upsell (optional)
- Thank you page
- Coupon code for hero product (10% - optional)
- Content amplification (optional)



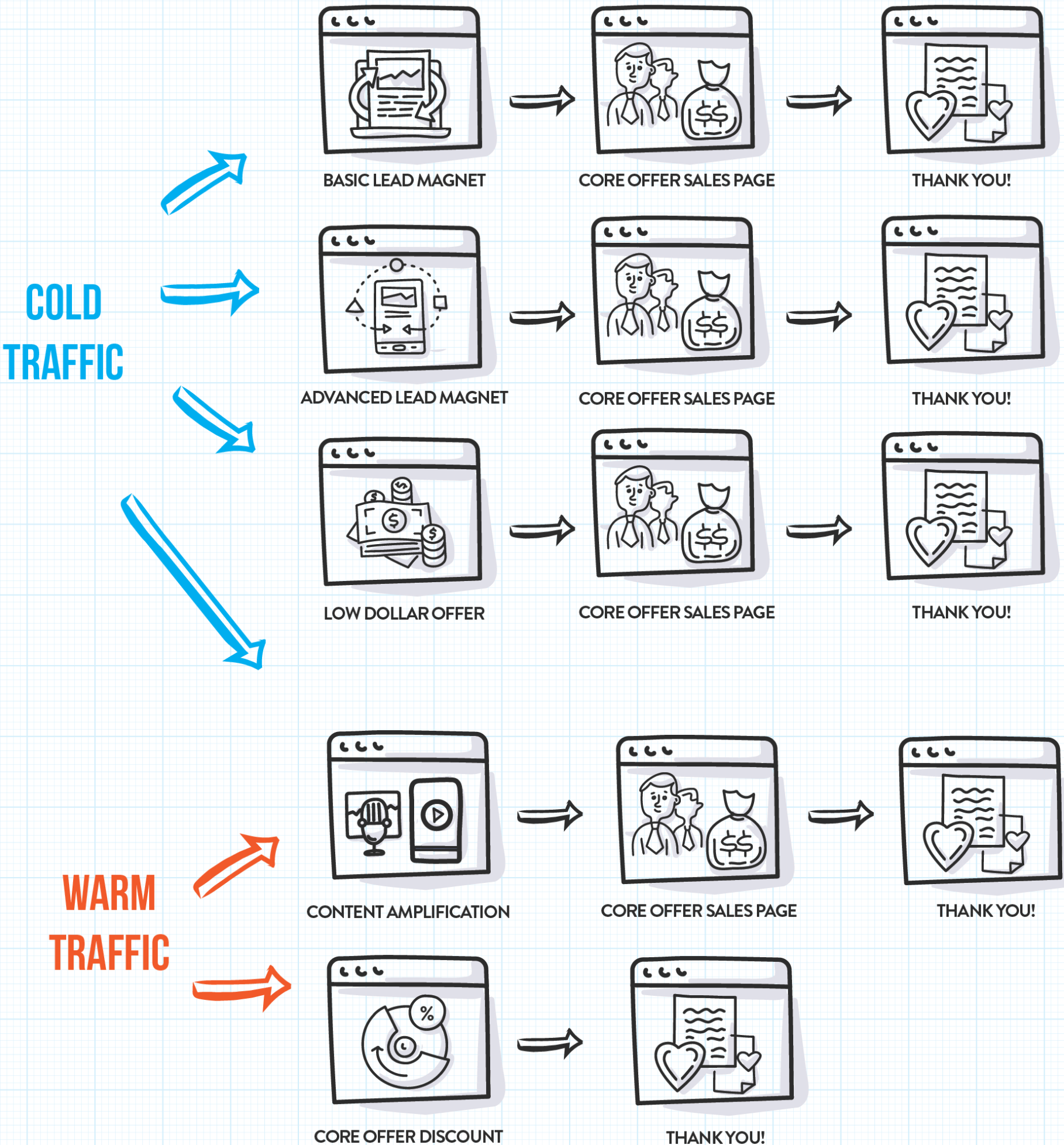
# EVERGREEN OFFER SYSTEM

## LEVEL 2 — NON-ECOMM



# EVERGREEN OFFER SYSTEM

## LEVEL 2: NON E-COMMERCE





## 6. ADVANCED LEAD MAGNET

- Quiz
- Multi- part video series
- Calculator
- Trial
- Webinar
- Etc...



LIVE WORKSHOP WITH MOLLY PITTMAN & THE SMART MARKETER TEAM

# The 2024 Business Growth Playbook

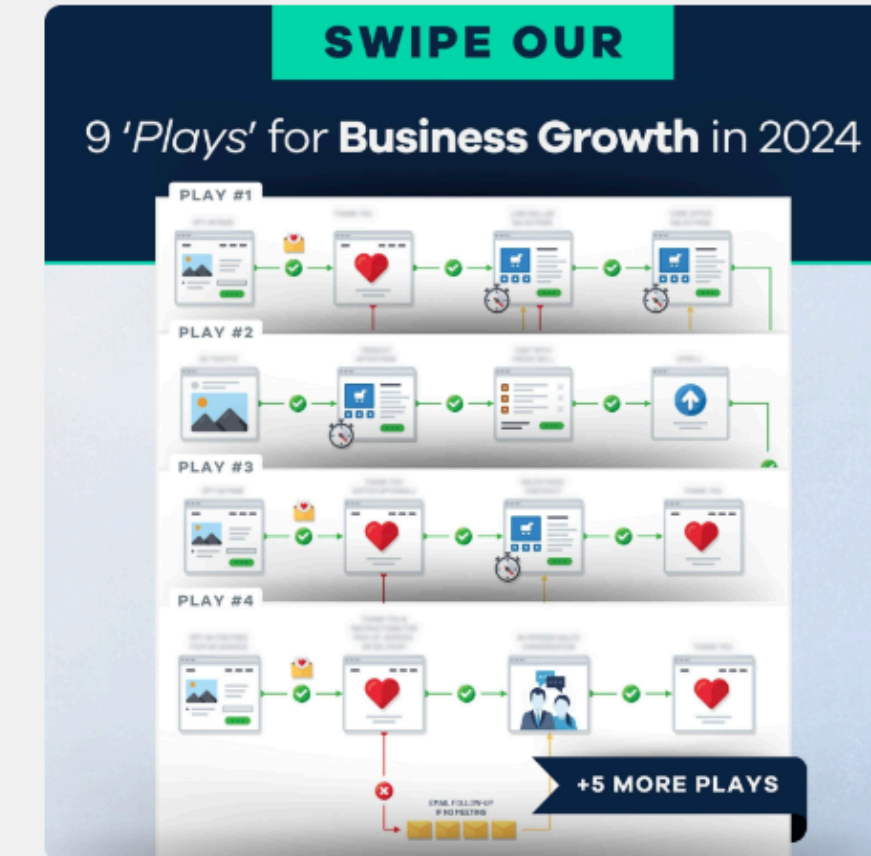
**235%** ← average growth rate for our clients in the past 12 months! You can achieve this too.

Swipe 9 Of Our Best Offensive & Defensive "Plays" For Growth In 2024, And Learn Exactly How (And When) To Deploy Each One To Thrive In An Ever-Changing Business Landscape.

Join us for **3 free days** of plug-n-play tactics for your:

**Creative**

LIVE 1/31 @ 3PM ET



First Name\*

Last Name\*

Email Address\*

**GET THE PLAYBOOK**

*Over 30,000 marketers worldwide trust Smart Marketer. Register now!*





### Download "Your Words Matter" Kit (PDF)


With these 10 popular parenting guides, you will know **exactly how to talk to your children** to help them develop confidence, internal motivation, and a can-do attitude.

↓ DOWNLOAD FREE KIT

### Know What to Say, and When to Say It

This **Your Words Matter** kit for parents and educators includes 10 helpful guides:

- ★ What to Say to an Angry Child
- ★ 5 Proven Ways to Build High Self-Esteem in Kids
- ★ How to Teach Your Child to Rain on Their Negative Thoughts
- ...and more!



Over **a million** parents and educators trust Big Life Journal resources.

Download the Your Words Matter kit and **start today!**

↓ DOWNLOAD FREE KIT

Big Life Journal activities are **LOVED** by children and parents!



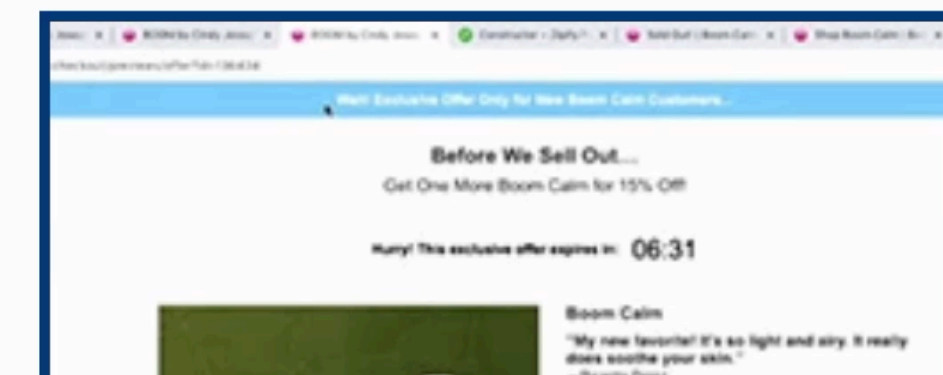
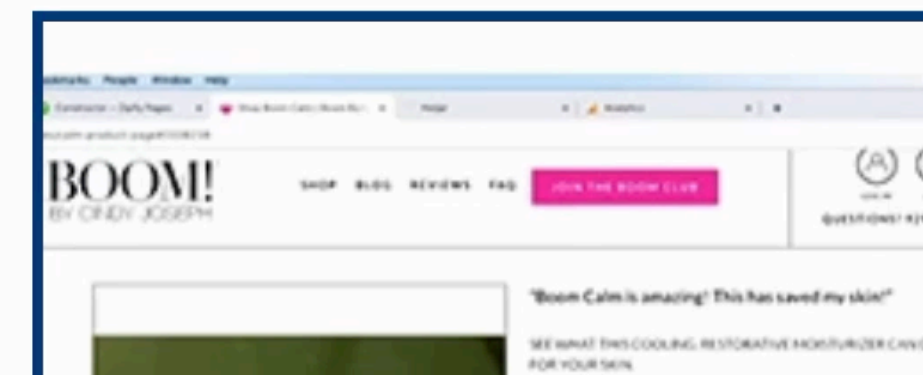
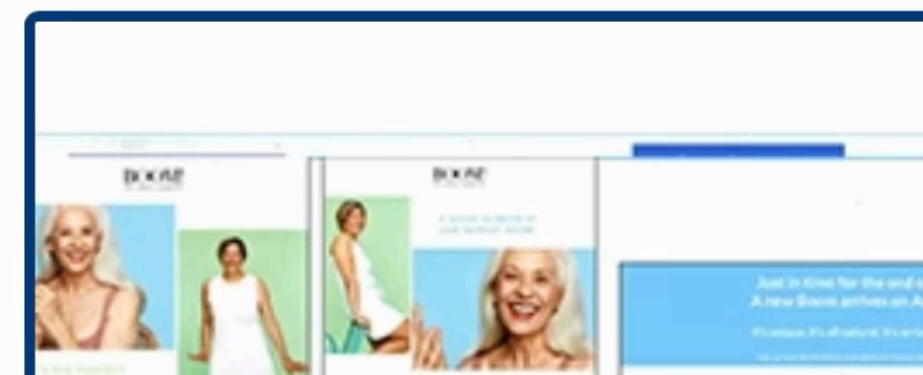
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<div>528<sup>[2]</sup></div> <div>Website leads</div>	<div>\$0.69<sup>[2]</sup></div> <div>Per Lead</div>
<div>853<sup>[2]</sup></div> <div>Website leads</div>	<div>\$0.70<sup>[2]</sup></div> <div>Per Lead</div>
<div>795<sup>[2]</sup></div> <div>Website leads</div>	<div>\$0.75<sup>[2]</sup></div> <div>Per Lead</div>
<div>2,001<sup>[2]</sup></div> <div>Website leads</div>	<div>\$0.79<sup>[2]</sup></div> <div>Per Lead</div>
<div>1,549<sup>[2]</sup></div> <div>Website leads</div>	<div>\$1.03<sup>[2]</sup></div> <div>Per Lead</div>
<div>1,837<sup>[2]</sup></div> <div>Website leads</div>	<div>\$0.87<sup>[2]</sup></div> <div>Per Lead</div>
<div>258<sup>[2]</sup></div> <div>Website leads</div>	<div>\$1.04<sup>[2]</sup></div> <div>Per Lead</div>
<div>—</div> <div>Website lead</div>	<div>—</div> <div>Per Lead</div>
<div>7,821<sup>[2]</sup></div> <div>Website leads</div>	<div>\$0.84<sup>[2]</sup></div> <div>Per Lead</div>



4-part Ecommerce Training  
*With Ezra Firestone*

## How to Sell Out Your Next Product Launch: Copy the Blueprint from My 8 Figure Shopify Store

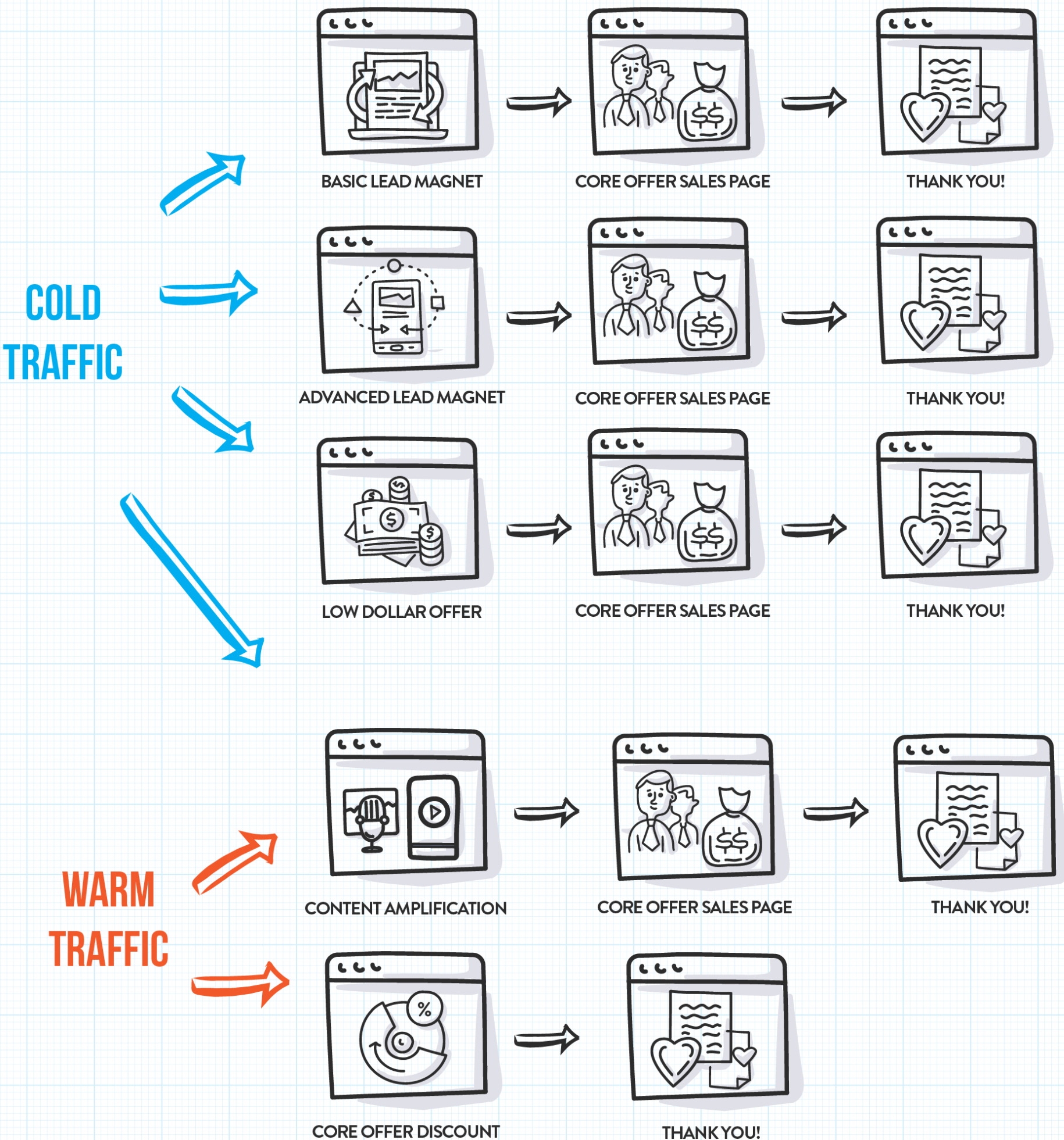
GET STARTED





# EVERGREEN OFFER SYSTEM

## LEVEL 2: NON E-COMMERCE





Click LOVE Grow

BUY NOW

25 x Digital Camera Cheatsheet Cards...

Like having a pro' in your pocket for every shot!

ONLY \$16

Usually \$49

Holidays Sale On Now!

Indoor Portrait

Soft Window Light

Lens: 85mm (f/1.8)

ISO: 400 Aperture: f/2.0 Shutter Speed: 1/320

When taking portraits inside you need to consider the available light and set your ISO accordingly. In this image I was inside with two large windows so had lots of soft light to work with, so I set my ISO at 400. I selected f/2.0 as the aperture to let in as much light as I could, and to use the lovely shallow depth of field to blur the background. My shutter speed was set at 1/320, as even though she's not in action, when kids are stationary they still move their heads and hands quite a bit when sitting for a portrait (the younger they are the more they'll move!). So I could probably have gotten away with around 1/160, but I had enough light so 1/320 let me balance out the exposure nicely.

READ Tutorial: Finding Portrait Locations at Home (& all my settings)

www.clicklovegrow.com

Choose the card that matches your photo... pets, portraits, your kids + more!

Get the exact camera settings you need

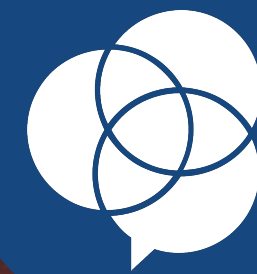
Learn lighting, equipment and set-up advice for beautiful photos!

Camera Settings Cards for All Your Photography Scenarios!

People - Portraits - Pets - Family Memories - Travel - And More!



# 7. LOW DOLLAR OFFER



# Try 24 Different Products For Only \$10

Our Sample Pack includes our beard oil, butter, wash, and conditioner in six fragrances. It's the best way to discover the perfect products for you.

★★★★★ 50,000+ REVIEWS

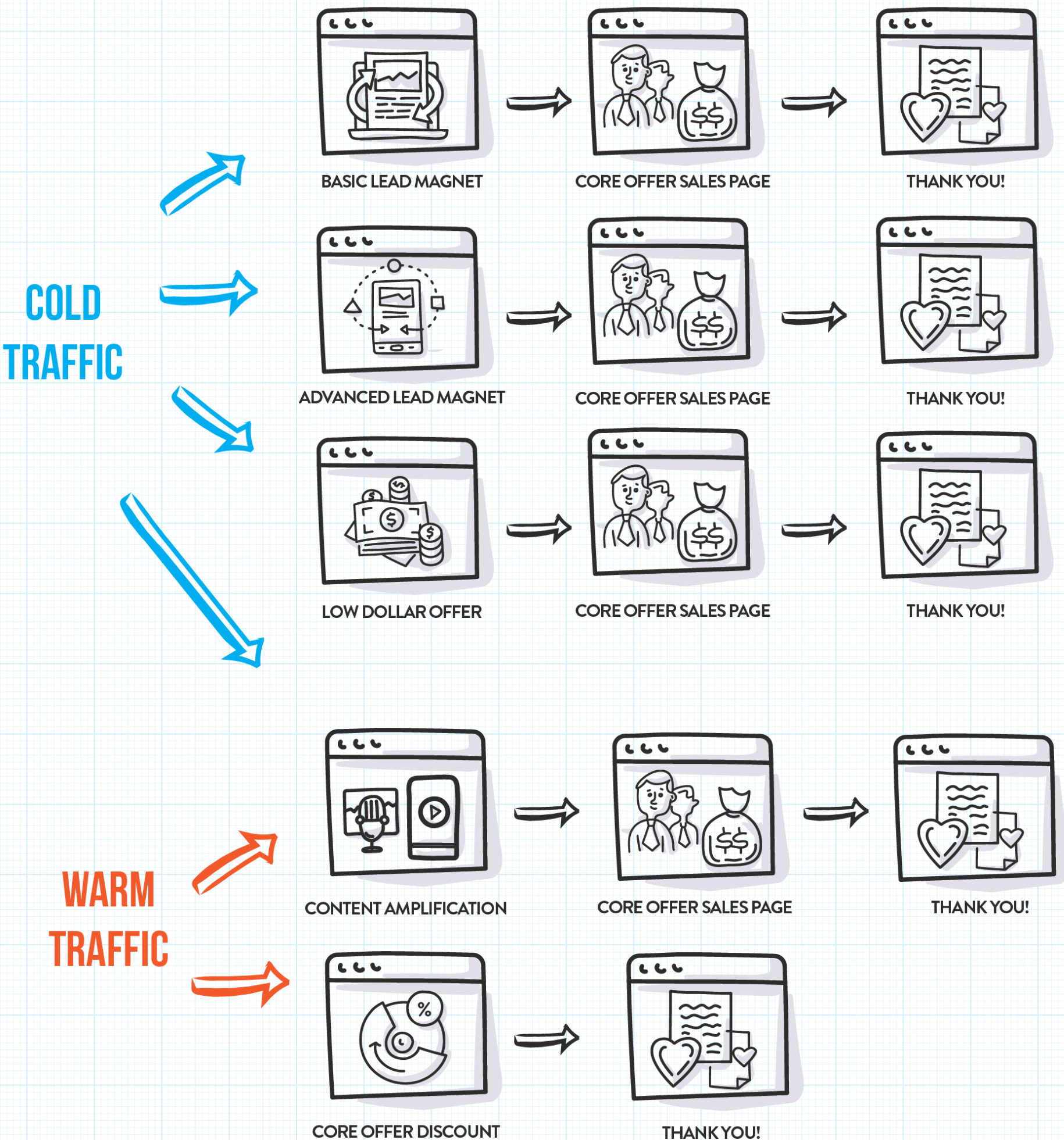
GET A SAMPLE PACK





# EVERGREEN OFFER SYSTEM

## LEVEL 2: NON E-COMMERCE





**LEVEL 2 - NON  
- ECOMM -  
OFFER ASSETS  
NEEDED:**

- Basic lead magnet
- Advanced lead magnet
- Low dollar offer
- Core offer sales page
- Thank you pages
- Content Amplification (optional)
- Core offer sales page discount (optional — 10-40%)



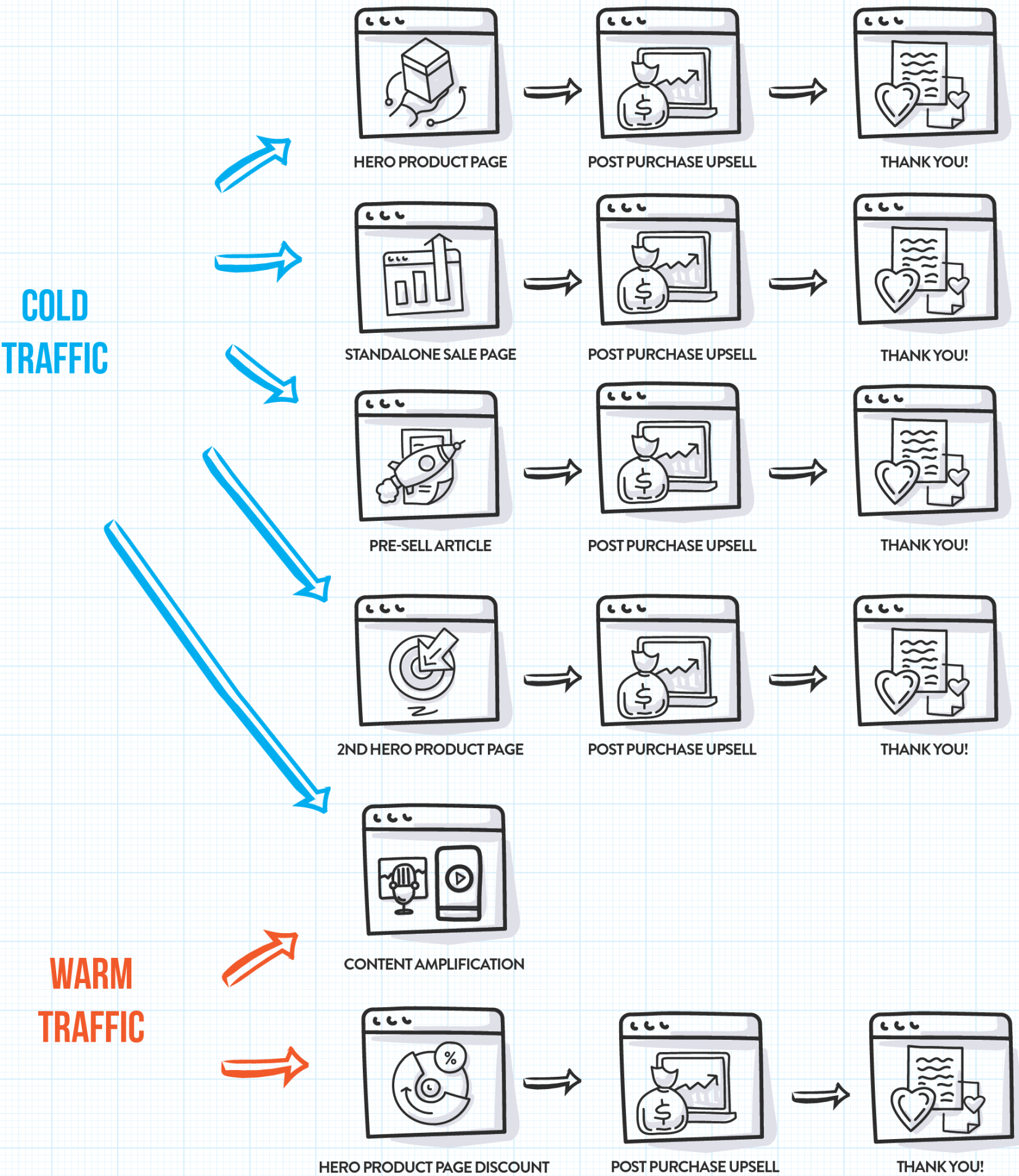
# EVERGREEN OFFER SYSTEM

## LEVEL 2 — ECOMM



# EVERGREEN OFFER SYSTEM

## LEVEL 2: E-COMMERCE





averraglow.com

Help Scout

Agorapulse

Keap

Klaviyo

TT Tracking

Google Analytics

Partydreams Bookings

PD Knot/Wedding Wire

Ana Design Brief

Content Calendar

Promo Calendar

Unassigned - Help Scout

(12) Talking Point Cards - Posts...

Nail Polish - ella+mila

(12) Ella+Mila - Think you can't...

Join 1,000,000 People & Unloc...

Clear Skin Kit | Acne Skin Care...

←

Subscribe & Save: 20% off your first subscription order with SAVE20

→

AVERR  
Aglow

All Products

Acne Skincare

Anti-aging Skincare

Skin Regimen Quiz

Our Story

Blog

Home / Acne Skincare / Clear Skin Kit

1

AVERR  
Aglow

CLARIFYING  
HYDRATION DEW

Rose Petal & Camellia Infused Anti-bacterial  
Face Mist for Soothing Hydration  
4 FL OZ 120 ml

2

AVERR  
Aglow

RADIANT  
CLEANSING NECTAR

Botanically Rich & Nutrient Dense  
Gently Exfoliates, Refines, & Detoxifies  
4 FL OZ 120 ml

3

AVERR  
Aglow

CLEAR SKIN  
ELIXIR

Hydrating, Soothing and  
Brightening Elixir  
With Frankincense & Retinol Complex  
1 FL OZ 30 ml

4

AVERR  
Aglow

FLAWLESS  
NOURISHMENT CREAM

Fortified With Rosehip, Pumpkin, & Vitamin E  
For Lush Skin  
1.7 FL OZ 50 ml

ACNE SKINCARE

CLEAR SKIN KIT

★★★★★ 2517 reviews

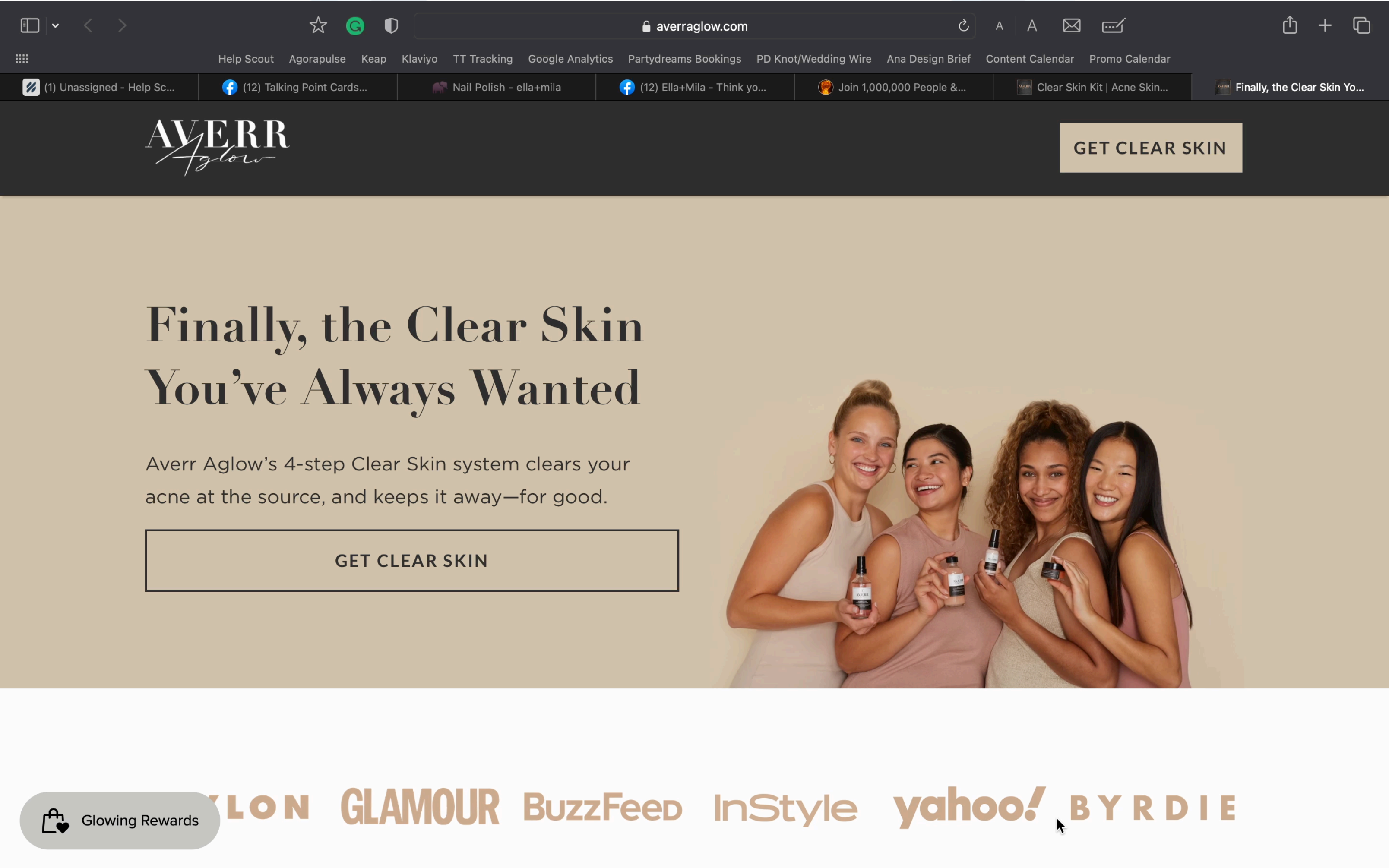
This acne skin care kit is formulated with over 40+ all-natural ingredients to help clear up breakouts, blackheads, and blemishes EVEN if nothing else has worked before.

Acne Kit Includes:

- No. 1 Clarifying Hydration Dew
- No. 2 Radiant Cleansing Nectar
- No. 3 Clear Skin Elixir
- CHOOSE No. 4 Flawless Nourishment Cream OR No. 4 Flawless Water Crème
- 80 Organic Cotton Rounds

Select Option:

8. STANDALONE SALES PAGE — (BEFORE)



8. STANDALONE SALES PAGE (AFTER — 25% LIFT)



**FREE US & UK Shipping** | **FREE** Affirmations and Daily Reminders With Purchase



Trusted by  
over 1 million  
parents  
worldwide

# A 5-minute Daily Practice to Develop Your Child's Emotional Health

Give your child the gift of confidence and mental strength with this science-based journal.

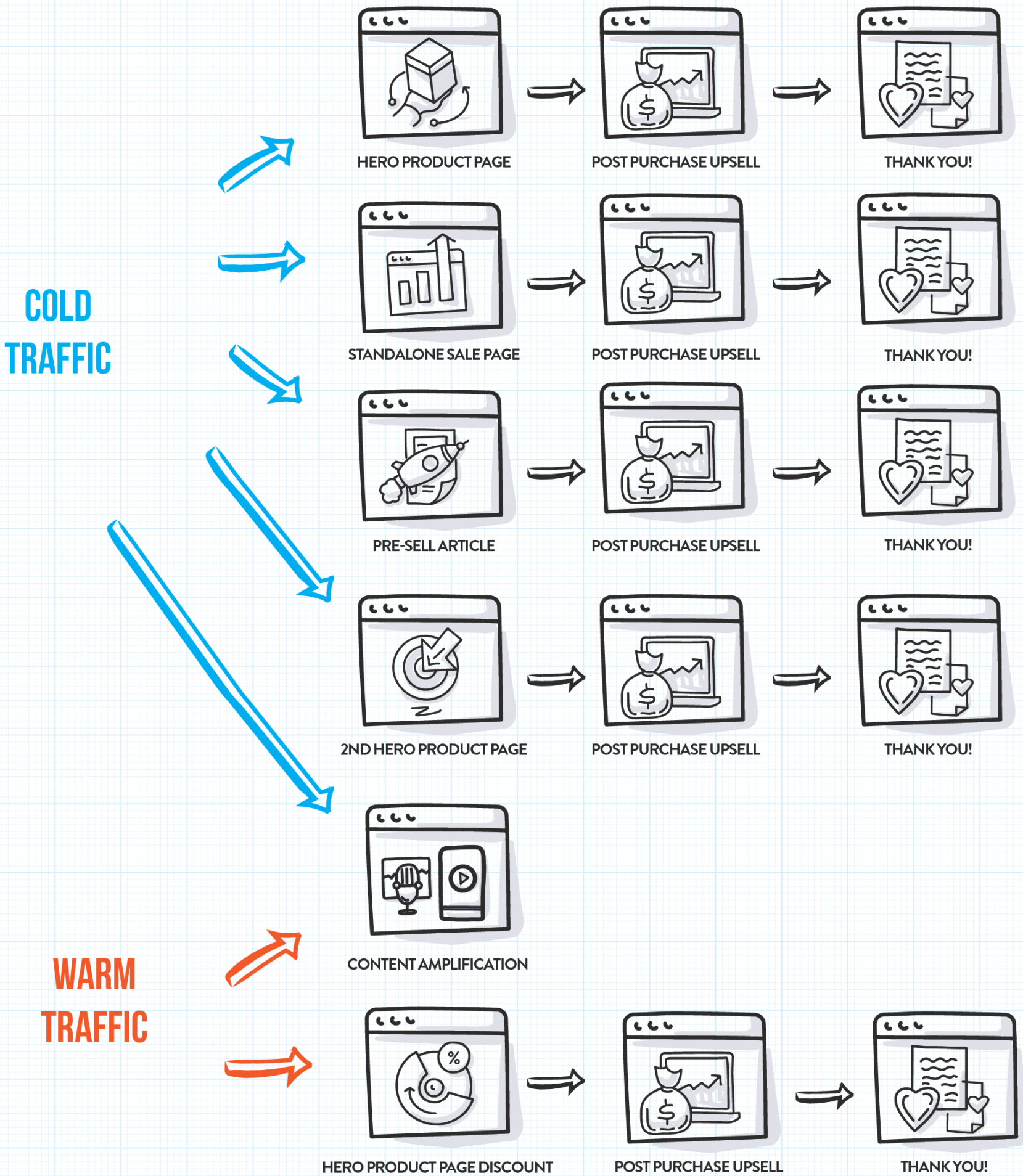
Get Big Life Journal





# EVERGREEN OFFER SYSTEM

## LEVEL 2: E-COMMERCE





**BOOM!**  
BEAUTY

Embrace Your Age, Embrace Your Beauty.

CHECK OUT OUR NEW PRODUCTS

JOIN THE BOOM CLUB

Account Cart (0)

Please Call Us: 929.266.2100



# 5 Makeup Tips For Older Women.

By Boom's original founder (and makeup artist turned silver-haired supermodel), Cindy Joseph

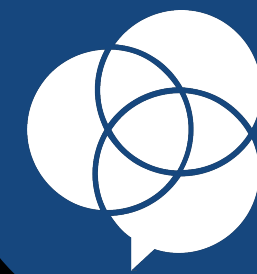
## HOW TO BRING OUT YOUR NATURAL BEAUTY AT 50, 60, 70 AND BEYOND

GET MY MYSTERY OFFER ✕

1. Use Cream-based Cosmetics on your face (not powder-



# 9. PRE-SELL ARTICLE



VIDEO

PHASE 1

PHASE 2

RESULTS

COPY MY STRATEGY

## MAKE MORE MONEY FROM MOBILE TRAFFIC WITH ZIPIFY PAGES' NEW MOBILE HEADER

Make More Money from Mobile Traffic with Zipify Pages' New Mobile Header

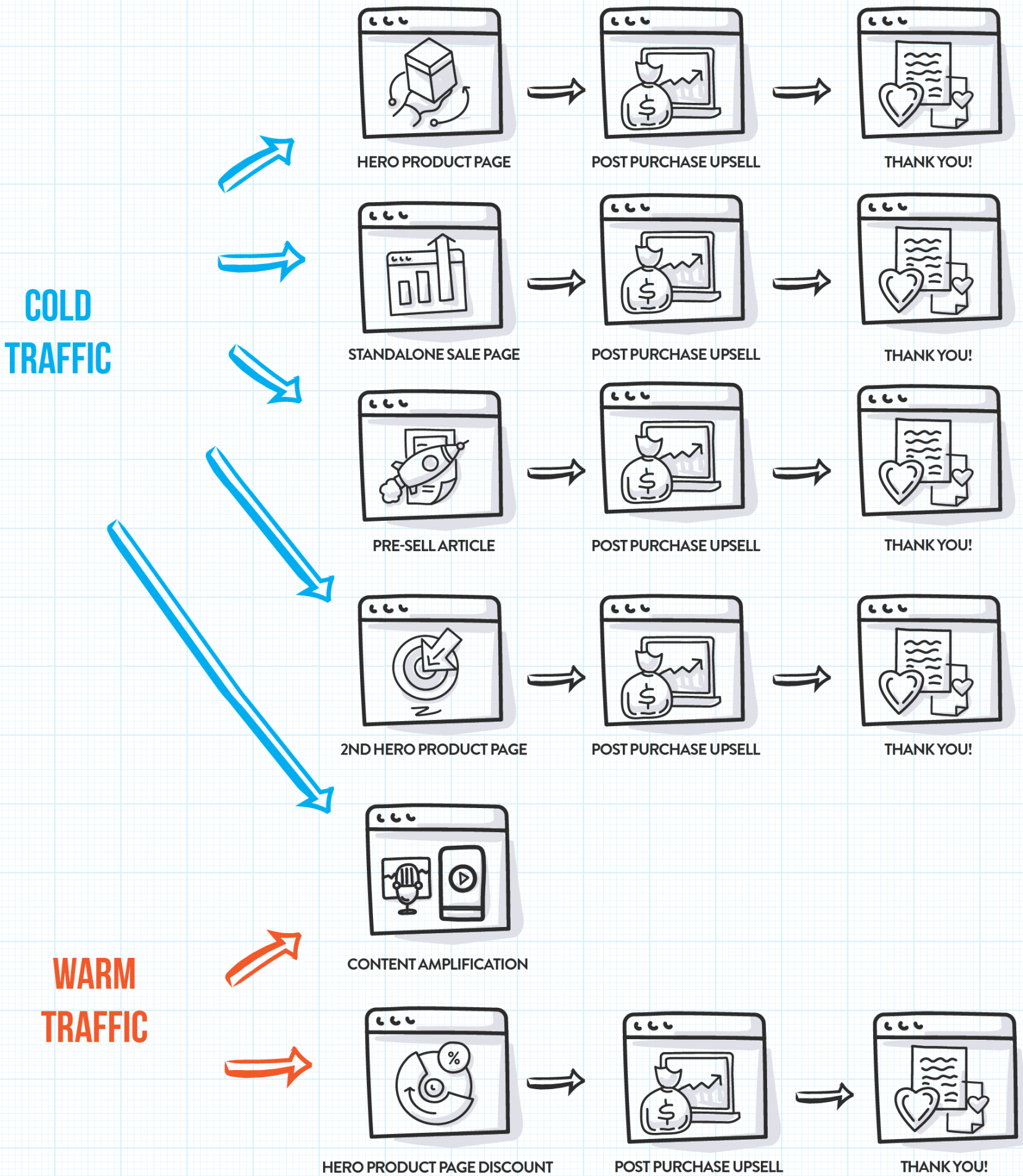
### Top Navigation

- More functional header
- Labeled buttons
- Search option
- Important pages bookmarked



# EVERGREEN OFFER SYSTEM

## LEVEL 2: E-COMMERCE





**LEVEL 2 -  
ECOMM -  
OFFER ASSETS  
NEEDED:**

- Hero product page
- Pre & post purchase upsells
- Standalone sales page
- Pre-sell article
- Second hero product page (optional)
- Hero product page discount (optional - 10% ish)
- Content Amplification (optional)
- Thank you pages



# EVERGREEN OFFER SYSTEM

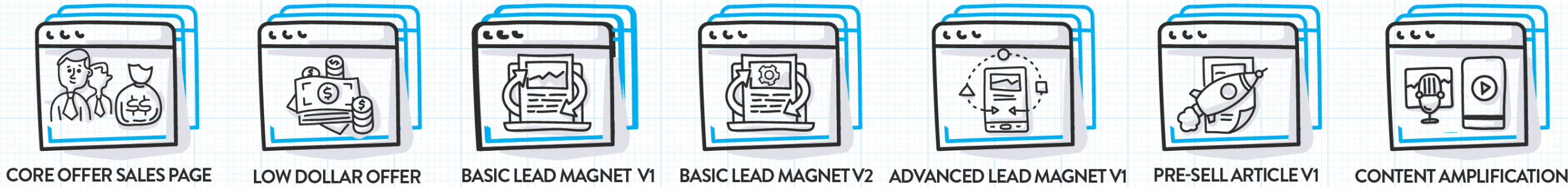
## LEVEL 3 — NON- ECOMM



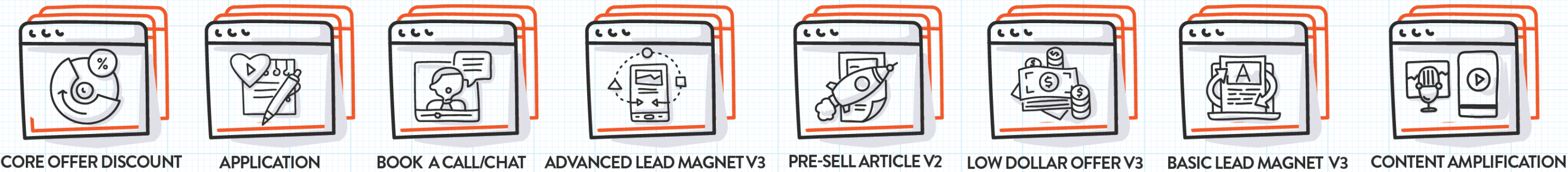
# EVERGREEN OFFER SYSTEM

## LEVEL 3: NON E-COMMERCE

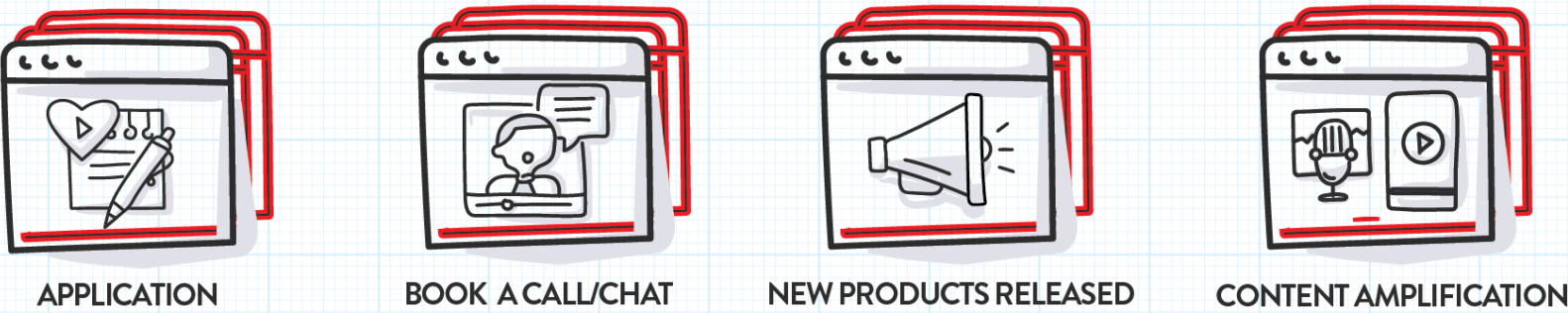
### COLD TRAFFIC PICK 5-7 COLD TRAFFIC OFFERS




### WARM TRAFFIC PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC PICK 2-3 HOT TRAFFIC OFFERS







[Case Study](#)[Services](#)[About](#)[Testimonials](#)[Careers](#)


WORK WITH US ↗


# The same smart marketing that's scaled 10,000 brands — now done for you.

For 15 years, Smart Marketer has unlocked growth for businesses of all sizes (while generating \$200 million for our own brands).


Now, work with our Agency to get this proven system tailored to your needs and executed by our results-driven team.

WORK WITH US ↗

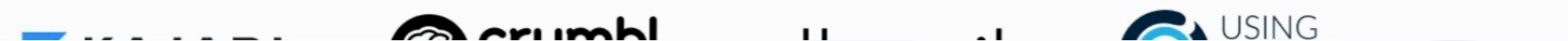




**\$200 Million**  
IN REVENUE



**10,000 Brands**  
SCALED



10. APPLICATION TO HIGH TICKET OFFER



WATCH VIDEO

WHY JOIN?

WHAT YOU GET

BONUSES

DO I QUALIFY?

MEET US

APPLY NOW

# Join Ezra's Ecommerce Mastermind



Ready to take your business to the next level? Make it happen with the help of Ezra Firestone and his unmatched community of seven-, eight- and nine-figure brand owners.

APPLY NOW

Let's Talk...



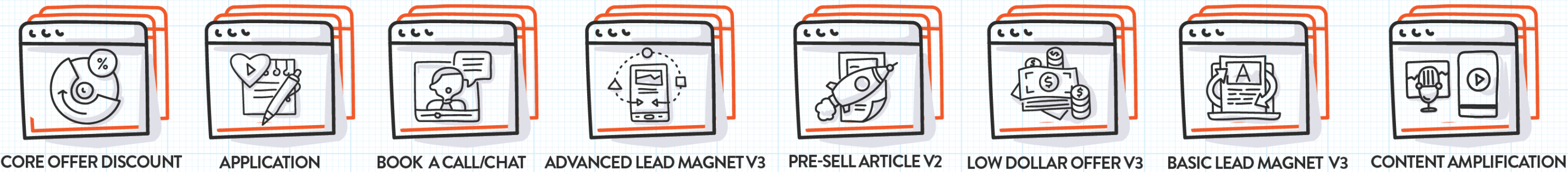
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## LEVEL 3: NON E-COMMERCE

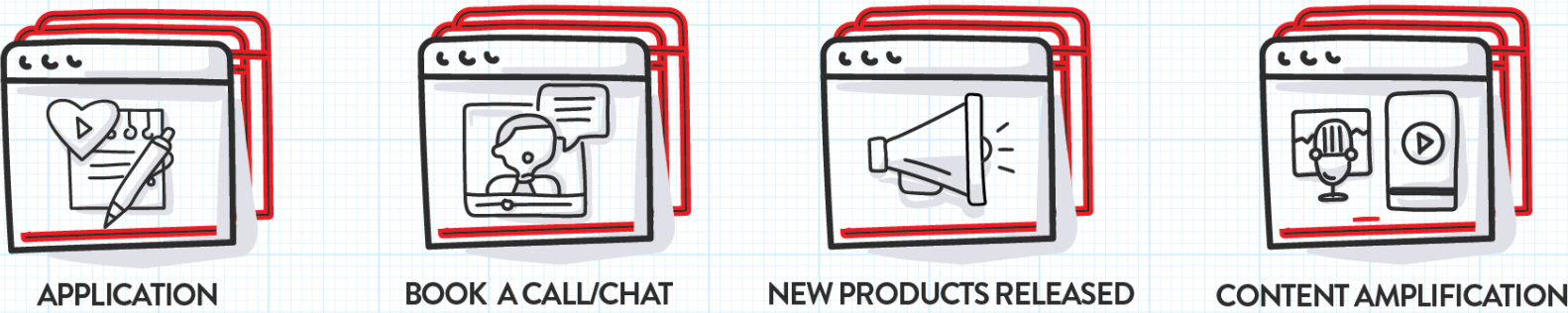
### COLD TRAFFIC PICK 5-7 COLD TRAFFIC OFFERS



### WARM TRAFFIC PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC PICK 2-3 HOT TRAFFIC OFFERS





smartmarketer



JOIN MOLLY PITTMAN'S 13-WEEK MENTORSHIP

Grow **any business** with Facebook ads post-iOS 14.5

Can't afford an expensive ad agency? Get coached by one instead! Learn Facebook, Google and even TikTok ads directly from the professional media buyers who run the Smart Marketer Agency.

Join Mentorship

Not sure if this mentorship is right for your business?

Let's Talk...

If you're on the fence about Train My Traffic Person, we want to help you make an informed decision about whether to enroll.

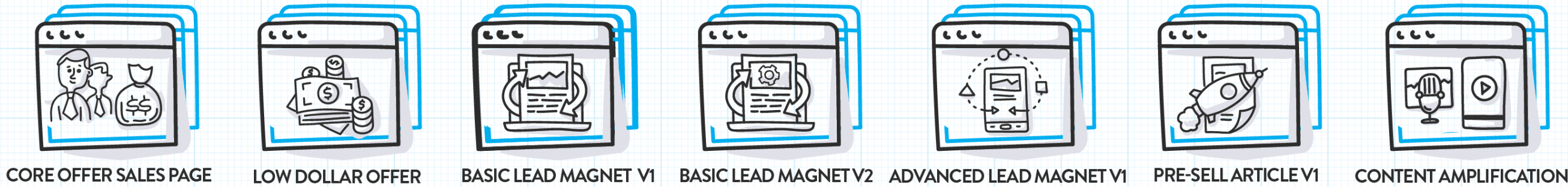
11. BOOK A CALL / CHAT



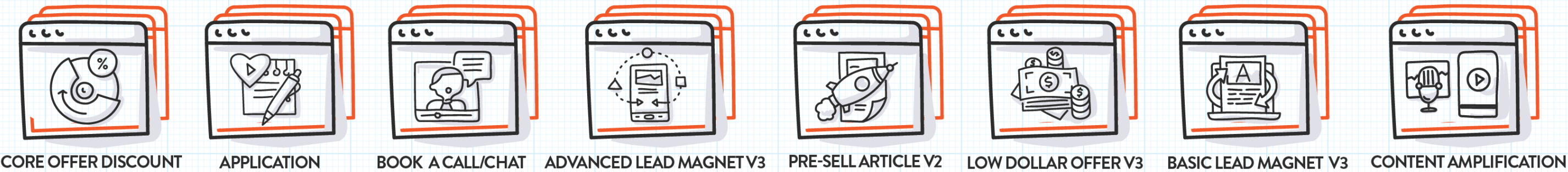
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## LEVEL 3: NON E-COMMERCE

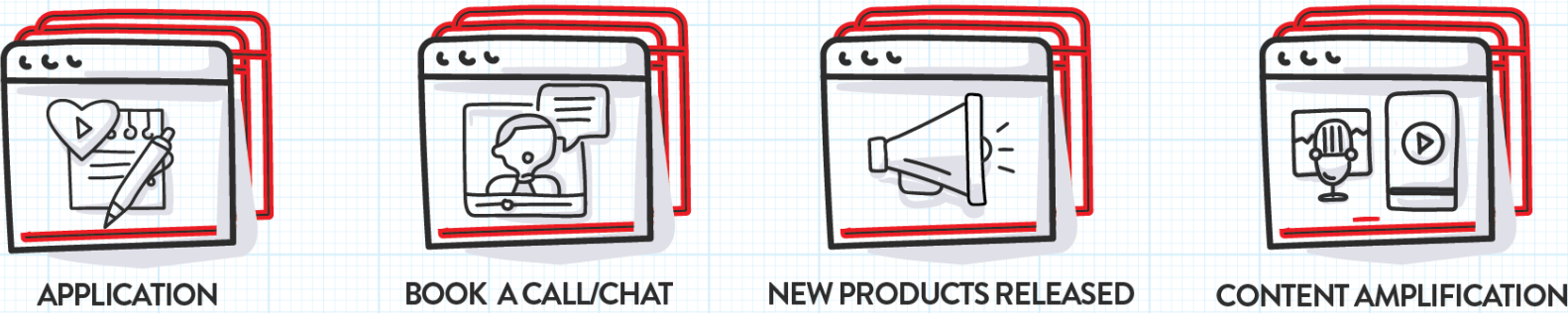
### COLD TRAFFIC PICK 5-7 COLD TRAFFIC OFFERS



### WARM TRAFFIC PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC PICK 2-3 HOT TRAFFIC OFFERS





## Meet the Two Newest Boomsticks: Peony Pink and Golden Peach



BOOMSTICK  
PEONY PINK™



BOOMSTICK  
GOLDEN PEACH™



## 12. NEW PRODUCT RELEASE/ LAUNCH



EZRA'S ECOMMERCE GROWTH MAP:

# How to Build, Scale & Sell the Perfect Brand in 2024

Struggling to make consistent sales or  
scale to the next level?

Watch Ezra Firestone's new training where he **reveals the hidden formula** behind every one of his successful businesses.

[UNLOCK TRAINING](#)

*Over 30,000 marketers & business owners worldwide trust Smart Marketer.*



**EZRA'S GROWTH MAP**

Swipe Ezra's Growth Map, his proven template for building winning brands

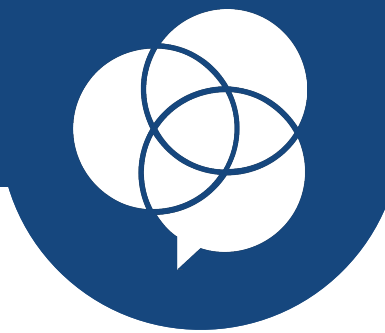
**5 SCALE LEVERS**

Learn how to use the "5 Scale Levers" to grow any ecommerce business

**IN-DEPTH CASE STUDIES**

Get in-depth case studies on how Ezra built (and saved) 2 8-figure companies

[Let's Talk...](#)



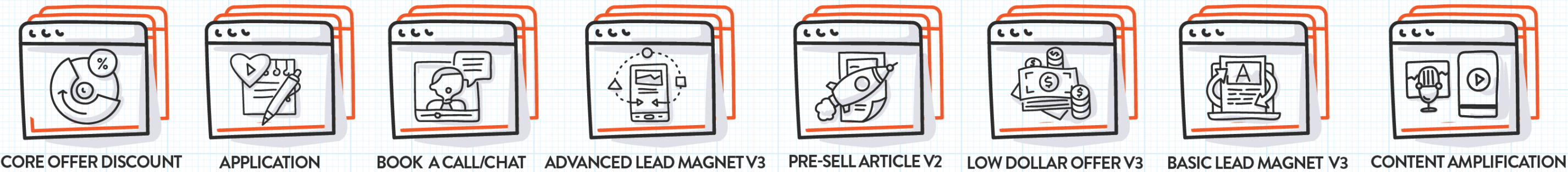
# EVERGREEN OFFER SYSTEM

## LEVEL 3: NON E-COMMERCE

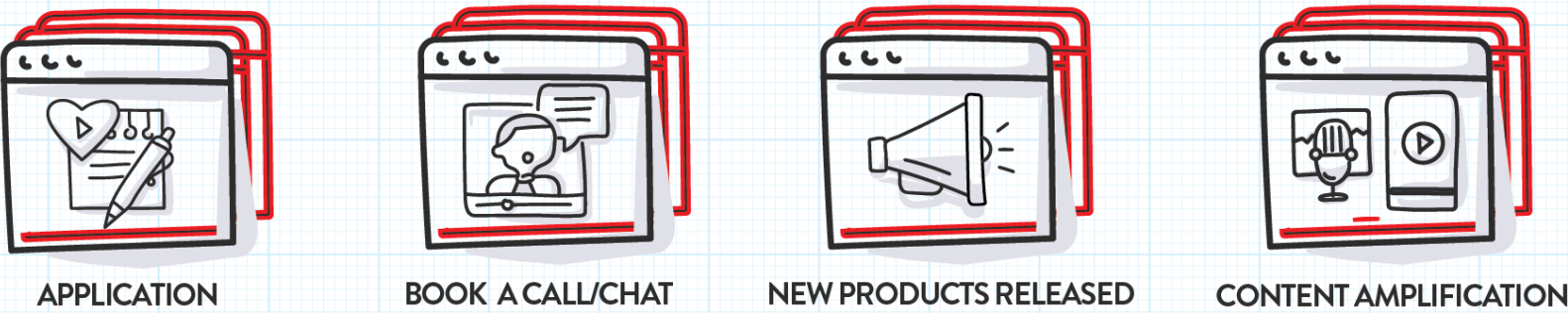
### COLD TRAFFIC PICK 5-7 COLD TRAFFIC OFFERS



### WARM TRAFFIC PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC PICK 2-3 HOT TRAFFIC OFFERS





## **LEVEL 3 - NON - ECOMM - OFFER ASSETS NEEDED:**

- Low dollar offer V1 & (V2, V3 - optional)
- Basic lead magnet V1 & (V2, V3 - optional)
- Advanced Lead Magnet V1 & (V2, V3 - optional)
- Pre-Sell Article V1 & (V2 - optional)
- Core Offer Sales Page
- Core Offer Sales Page Discount (Optional — 10 - 40% off)
- New products released / launch
- Application (optional)
- Book a call/ chat (optional)
- Content Amplification (optional)
- Thank you pages



# EVERGREEN OFFER SYSTEM

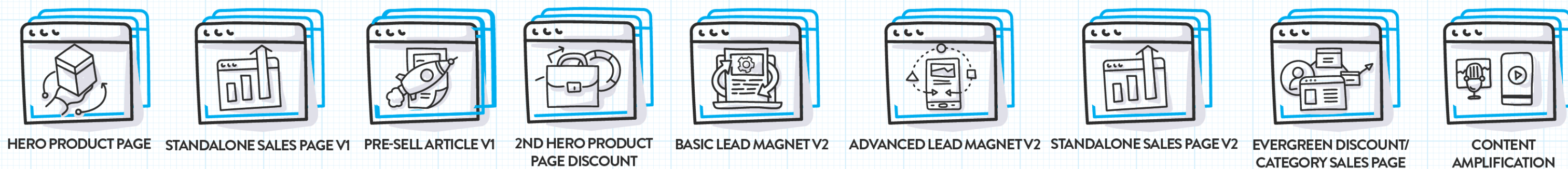
## LEVEL 3 — ECOMM



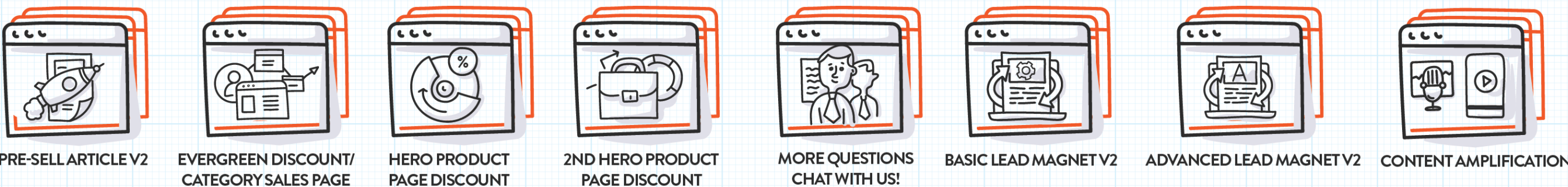
# EVERGREEN OFFER SYSTEM

## LEVEL 3: E-COMMERCE

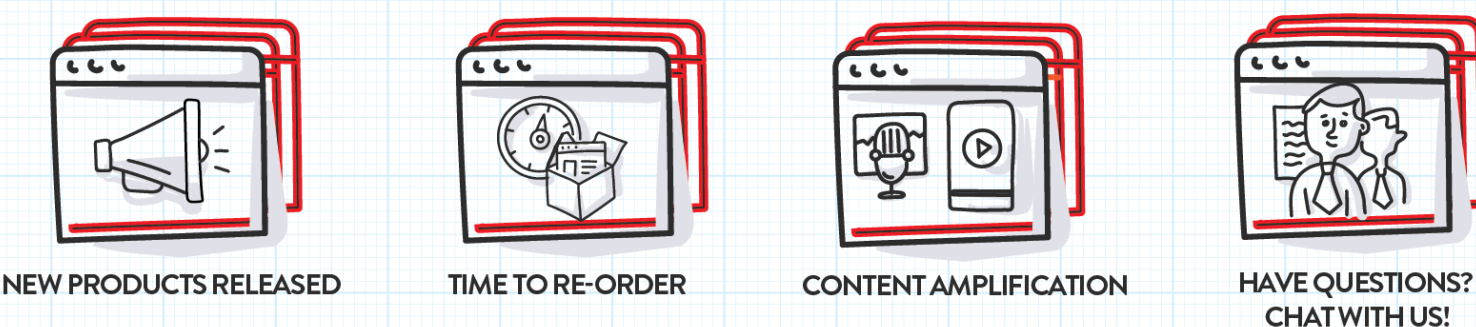
### COLD TRAFFIC PICK 5-7 COLD TRAFFIC OFFERS



### WARM TRAFFIC PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC PICK 2-3 HOT TRAFFIC OFFERS





**Bright. Bold. Beautiful.**

Everything you love is 10% off.

SHOP NOW

*Most Loved Product:*

**BOOMSTICK TRIO®**

Three little sticks, one natural look.  
(Perfect for daytime or evening.)

4.7 ★★★★★

~~\$79~~ **\$71.10**  
(You save: \$7.90)

SHOP NOW

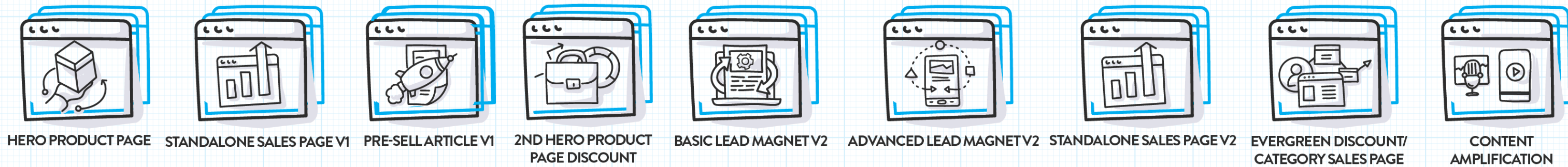
13. EVERGREEN DISCOUNT / CATEGORY SALES PAGE



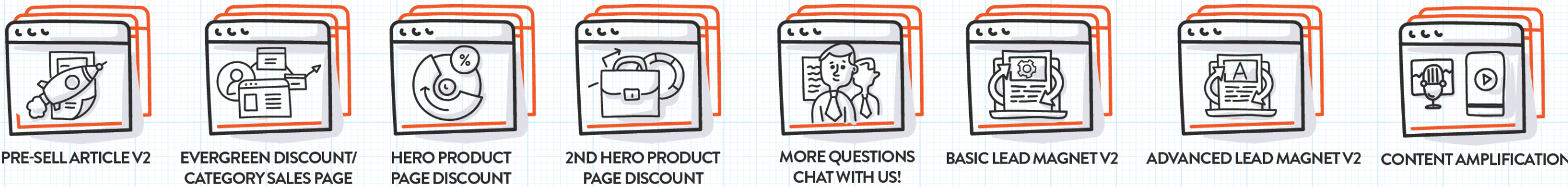
# EVERGREEN OFFER SYSTEM

## LEVEL 3: E-COMMERCE

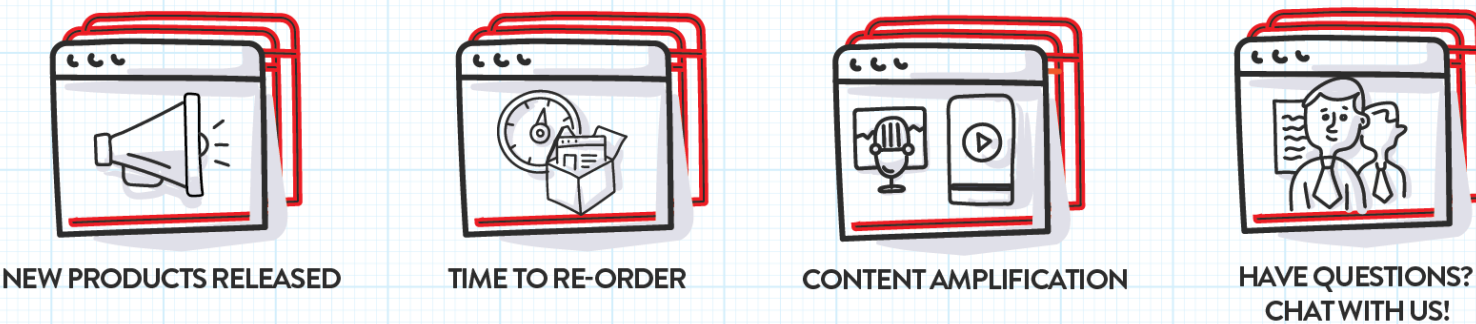
### COLD TRAFFIC PICK 5-7 COLD TRAFFIC OFFERS



### WARM TRAFFIC PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC PICK 2-3 HOT TRAFFIC OFFERS





## **LEVEL 3 - ECOMM - OFFER ASSETS NEEDED:**

- Hero product page V1 & V2
- Standalone sales page V1 (V2 optional)
- Basic lead magnet V1 & (V2 optional)
- Advanced Lead Magnet V1 & (V2 optional)
- Pre-Sell Article V1 & (V2 - optional)
- Evergreen discount/ category sales page (optional)
- New products released / launch
- Time to re-order (optional)
- Book a call/ chat (optional)
- Content Amplification (optional)
- Low dollar offer (optional)
- Thank you pages



## OFFER OPTIONS FOR YOUR EVERGREEN SYSTEM:

- Basic Lead Magnet
- Core Offer Sales Page
- Content Amplification
- Pre & Post Purchase Upsell
- Hero Product Page
- Advanced Lead Magnet
- Low Dollar Offer
- Standalone sales page
- Pre-Sell Article
- Application
- Book A Call / Chat
- New Product Release
- ... and many more options!!!



# OK, THAT WAS PART 1 / LEVER ONE — OPTIMIZE/BUILD YOUR OFFER SYSTEM!





## **LEVER 2: BUILD/ OPTIMIZE YOUR EVERGREEN TRAFFIC SYSTEM**

- Now that we know where we're going to send them...time to focus on the flow of traffic through your offer system!
- Offers are what people consume (say yes or no to) traffic is how they get there!
- Our average breakdown between paid traffic platforms is 80-90% Meta ads and 10-20% "other" (Youtube, Google, TikTok, etc)
- A traffic system is like an assembly line moving folks from one offer to the next through your evergreen offer system!



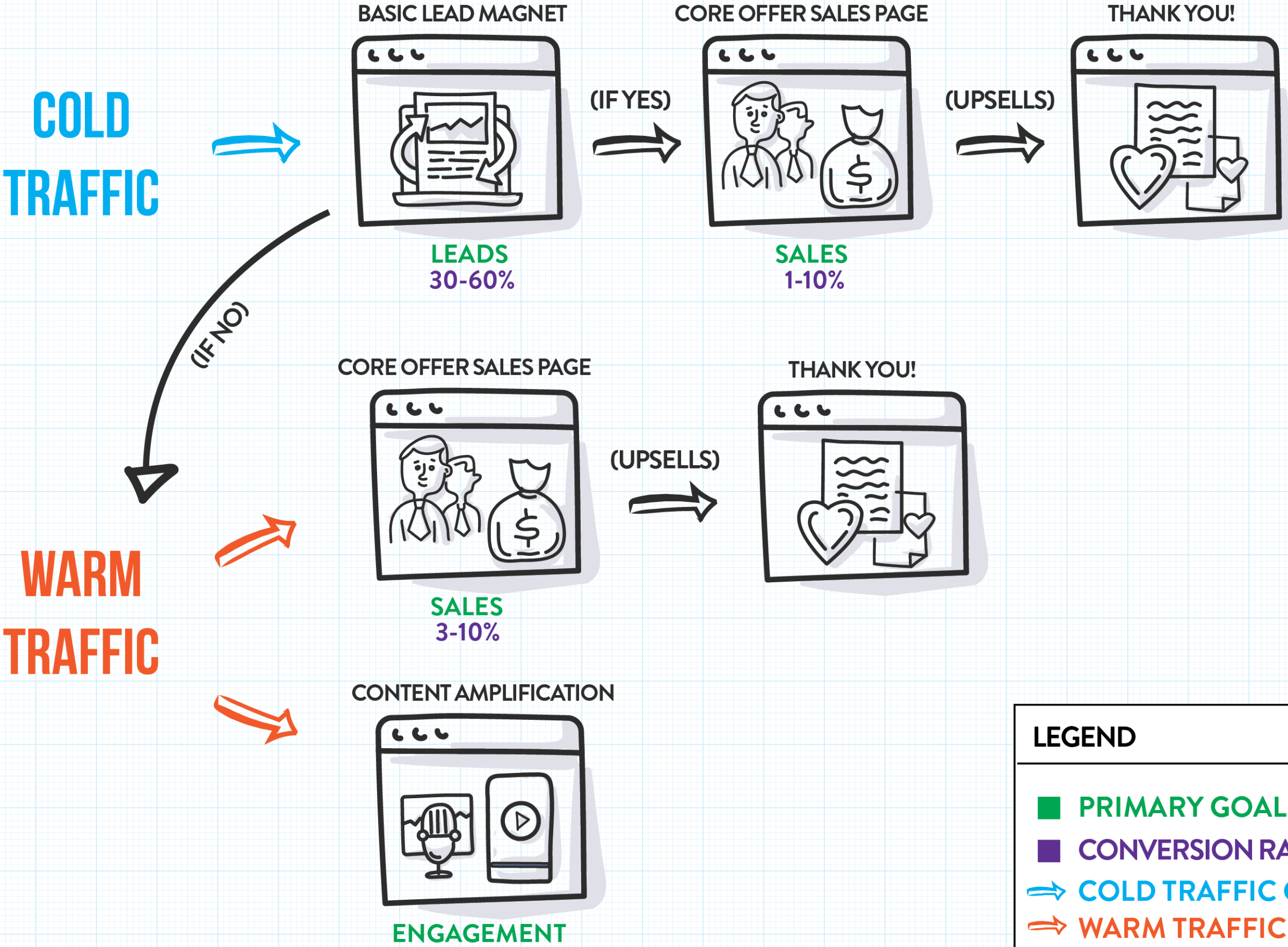
# EVERGREEN TRAFFIC SYSTEM

## LEVEL 1 — NON - ECOMM



# EVERGREEN TRAFFIC SYSTEM

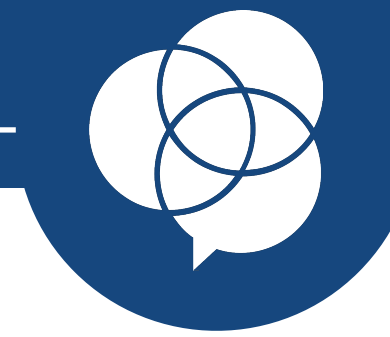
## LEVEL 1: NON E-COMMERCE





## HOW TO MEASURE SUCCESS

- Analyze your traffic system as a whole..... Money in vs. Money out! Use this ROAS calculator to set a ROAS goal for your system
- Conversion rate benchmarks are used for optimization
- Revenue per visitor is more of a full funnel reflection of success



# TARGET ROAS CALULATOR

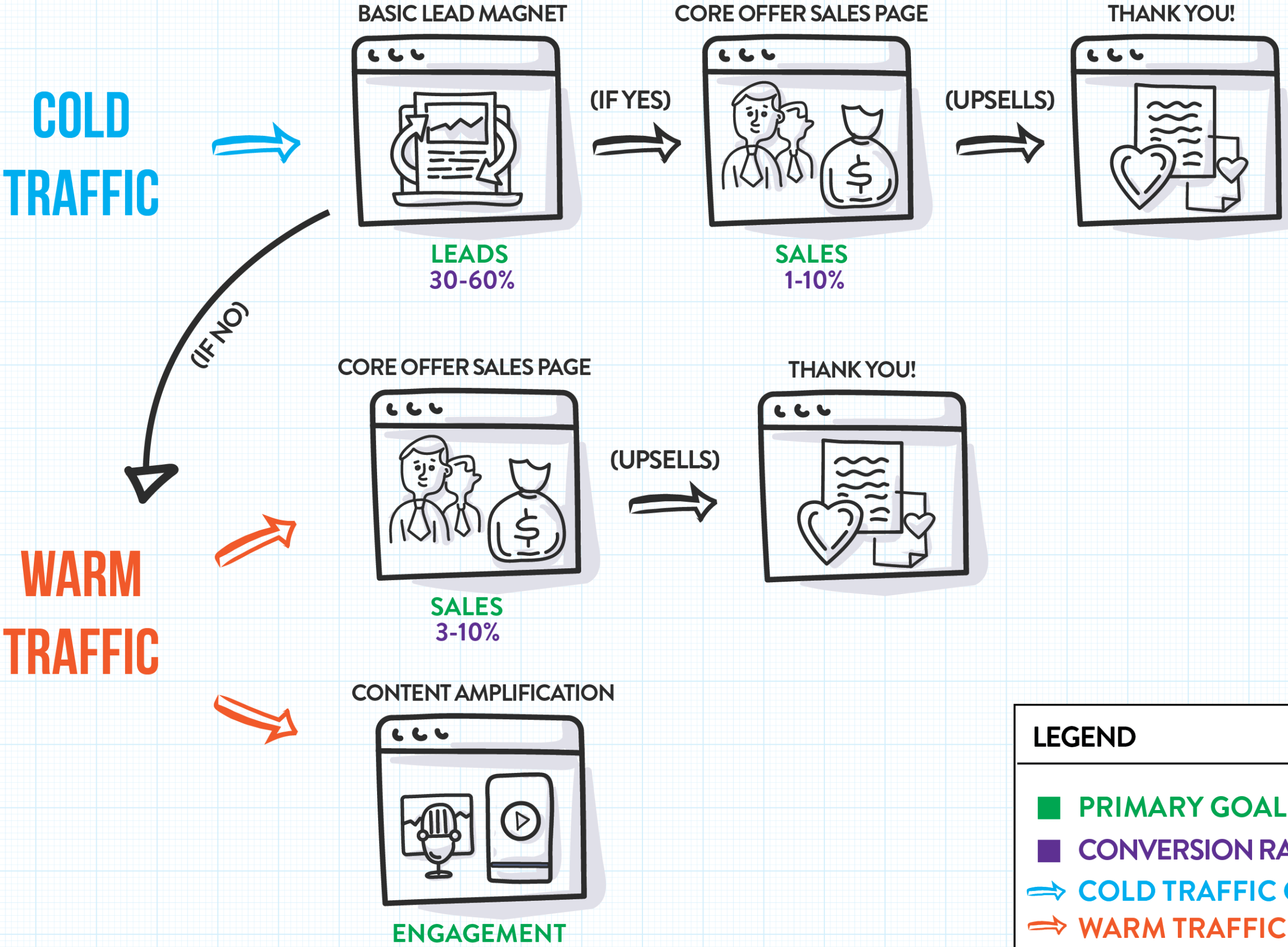
[https://go.smart-marketer.com/bgp\\_troascal](https://go.smart-marketer.com/bgp_troascal)





# EVERGREEN TRAFFIC SYSTEM

## LEVEL 1: NON E-COMMERCE





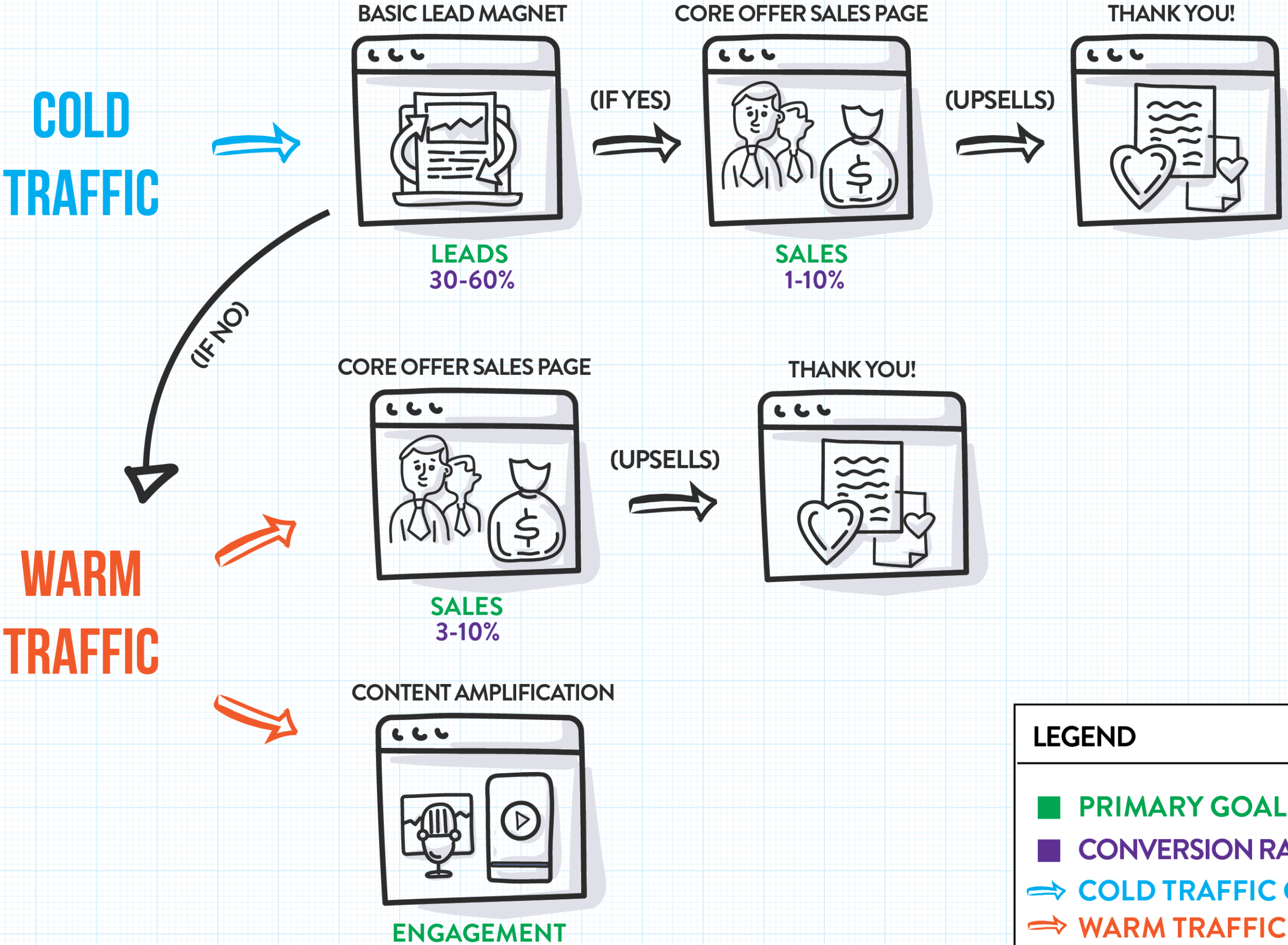
## PRIMARY GOAL OF STEP

- The primary goal gives you ONE GOAL per step to judge success when optimizing
- Generate leads (CPL)
- Generate sales (ROAS, CPA, revenue per visitor)
- Engagement (cost per view, click, etc)



# EVERGREEN TRAFFIC SYSTEM

## LEVEL 1: NON E-COMMERCE





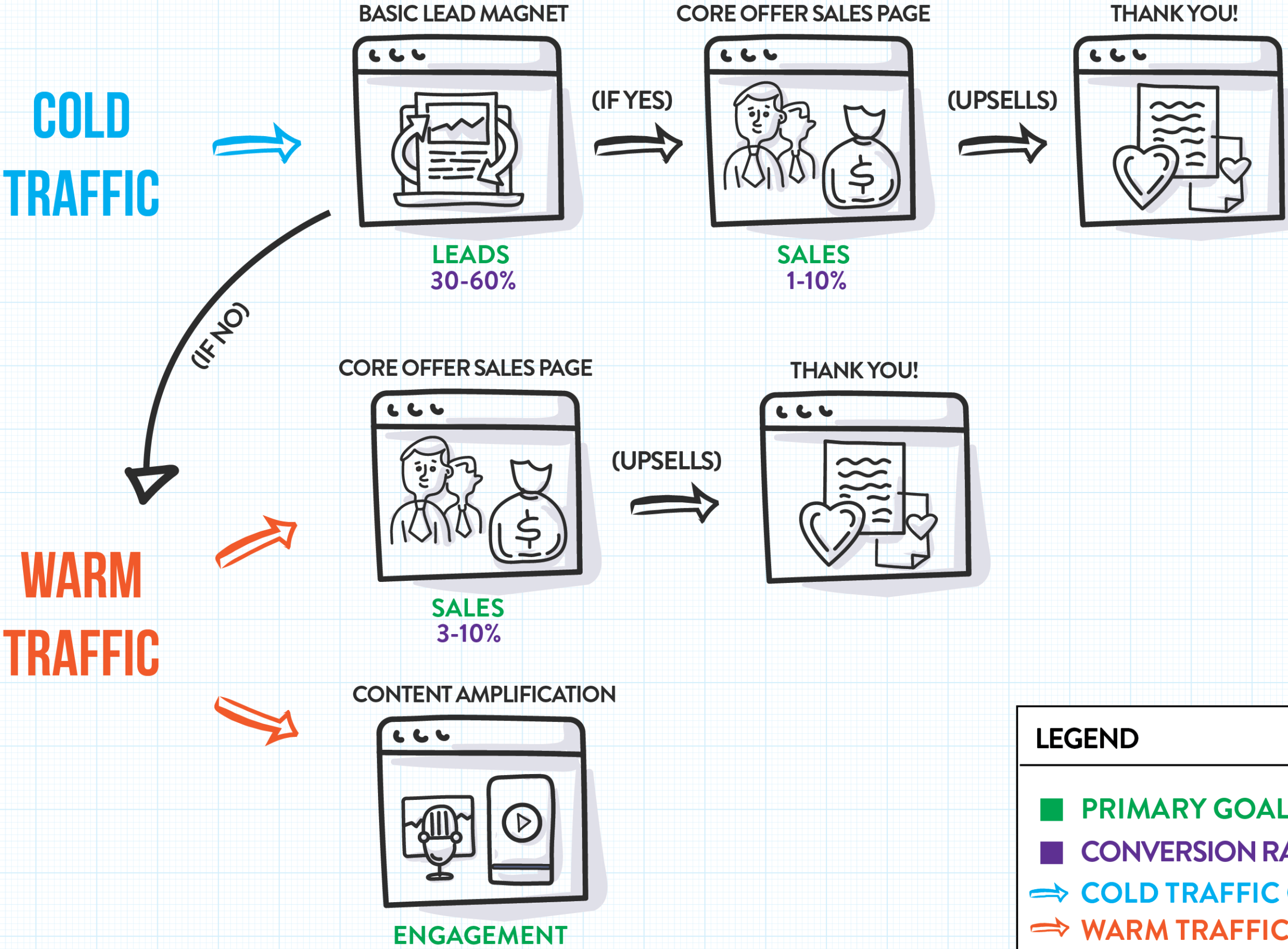
**BLUE LINE =  
POSSIBLE  
COLD TRAFFIC  
CAMPAIGN(S)  
ON TRAFFIC  
PLATFORM**

- Each campaign consists of...
  - Offer
  - Targeting
  - Copy
  - Creative
  - Campaign structure



# EVERGREEN TRAFFIC SYSTEM

## LEVEL 1: NON E-COMMERCE



LEGEND	
■	PRIMARY GOAL OF THAT STEP
■	CONVERSION RATE BENCHMARK
➡	COLD TRAFFIC CAMPAIGN
➡	WARM TRAFFIC CAMPAIGN



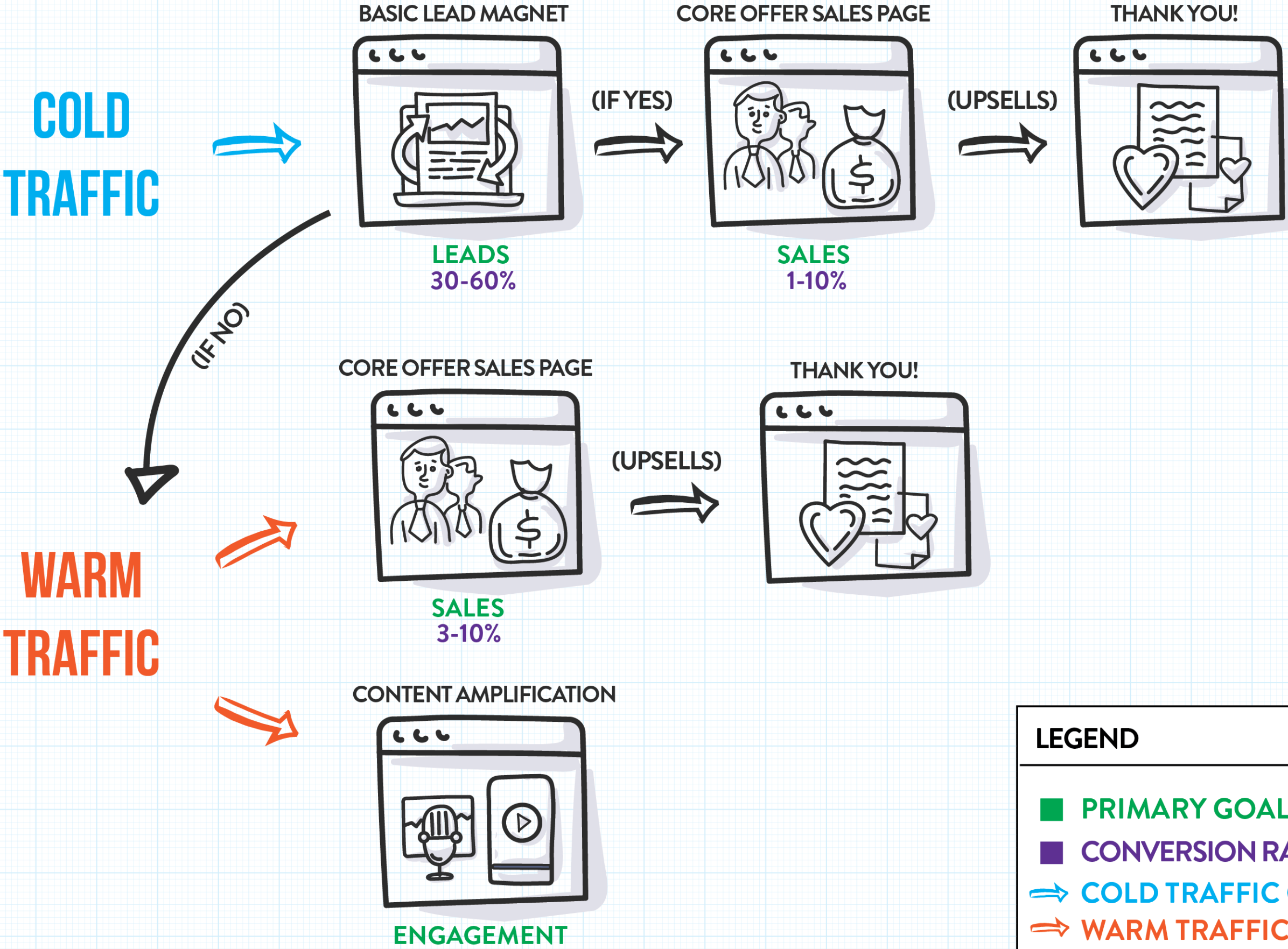
**ORANGE LINE =  
POSSIBLE  
WARM TRAFFIC  
CAMPAIGN(S)  
ON TRAFFIC  
PLATFORM**

- Each campaign consists of...
  - Offer
  - Targeting
  - Copy
  - Creative
  - Campaign structure



# EVERGREEN TRAFFIC SYSTEM

## LEVEL 1: NON E-COMMERCE



LEGEND	
■	PRIMARY GOAL OF THAT STEP
■	CONVERSION RATE BENCHMARK
➡	COLD TRAFFIC CAMPAIGN
➡	WARM TRAFFIC CAMPAIGN

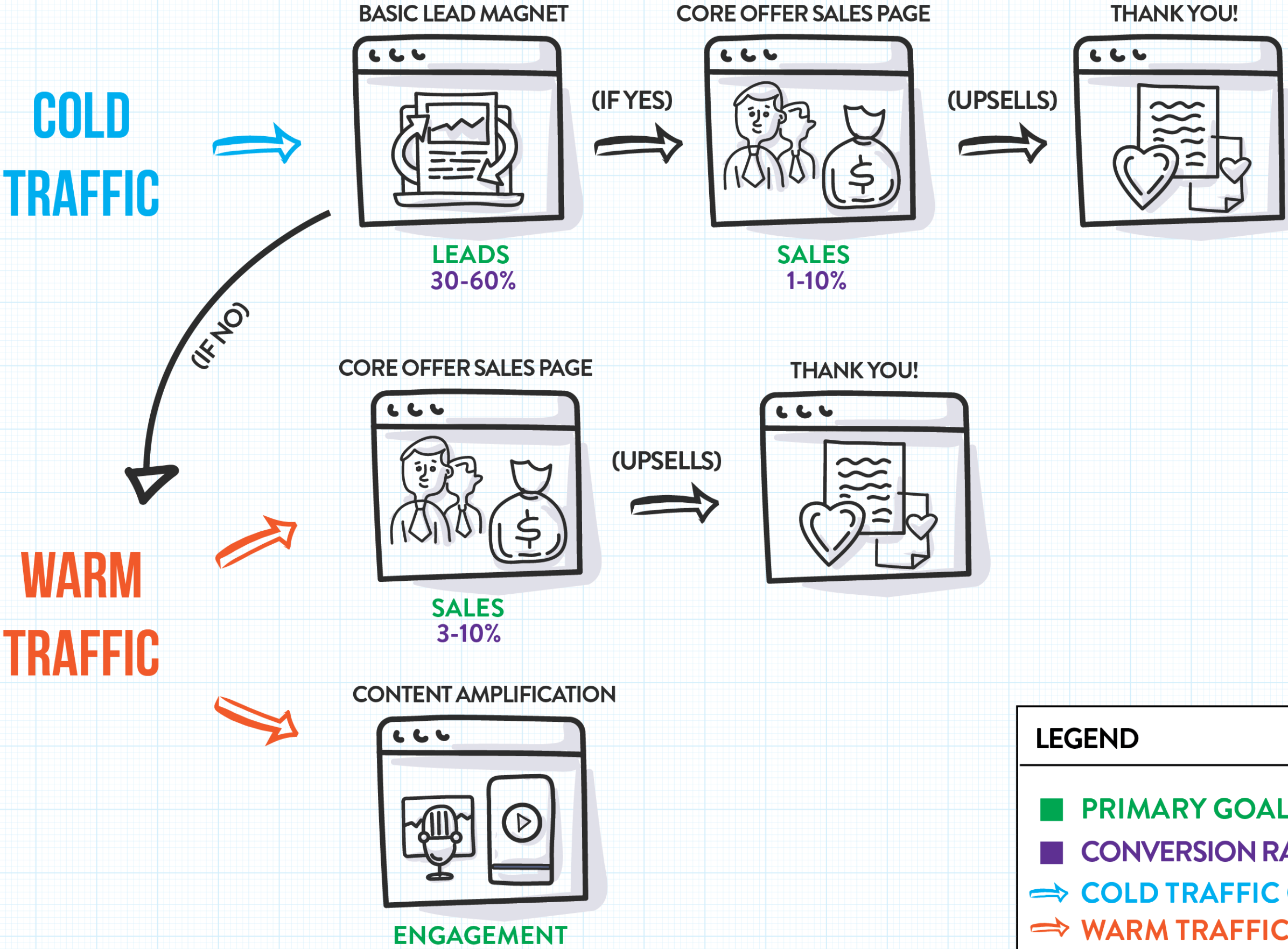


**BLACK LINES SHOW HOW  
AUDIENCE FLOWS FROM  
COLD TRAFFIC TO  
BECOMING  
WARM TRAFFIC**



# EVERGREEN TRAFFIC SYSTEM

## LEVEL 1: NON E-COMMERCE



LEGEND	
■	PRIMARY GOAL OF THAT STEP
■	CONVERSION RATE BENCHMARK
➡	COLD TRAFFIC CAMPAIGN
➡	WARM TRAFFIC CAMPAIGN



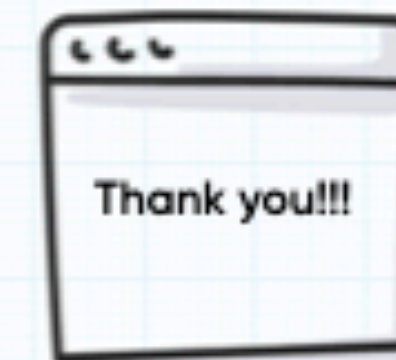
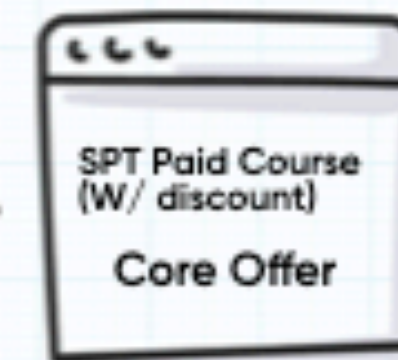
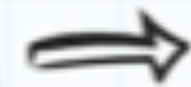
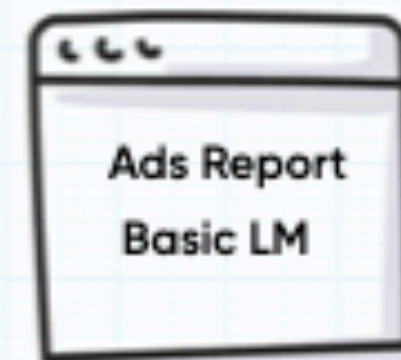
# EXAMPLE OF A FULLY FLESHED OUT LEVEL 1 - NON ECOMM EVERGREEN TRAFFIC SYSTEM...



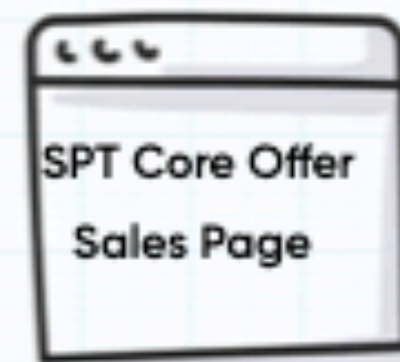
# EVERGREEN OFFER SYSTEM

## LEVEL 1: NON E-COMMERCE

**COLD  
TRAFFIC**



**WARM  
TRAFFIC**





**LOOKING TO BUILD OUT  
LEVEL 1 - NON - ECOMM?**

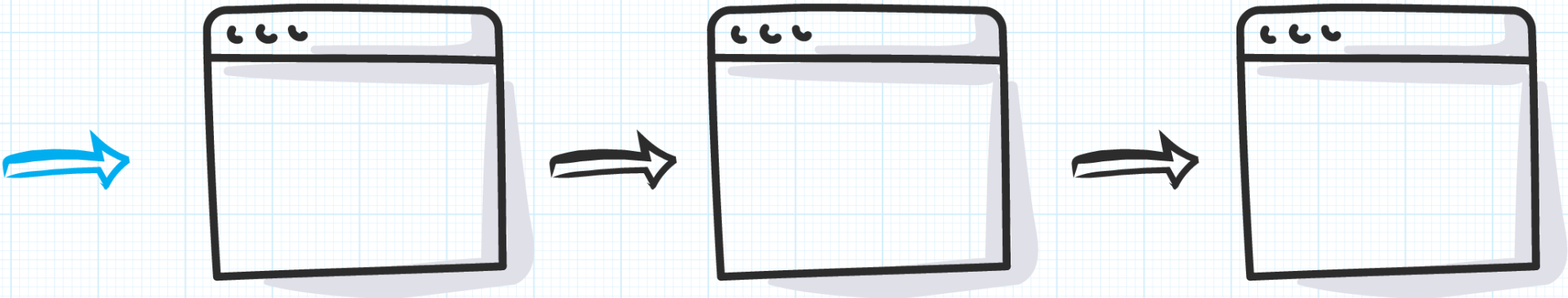
**HERE'S A BLANK SHEET  
FOR YOU....!**



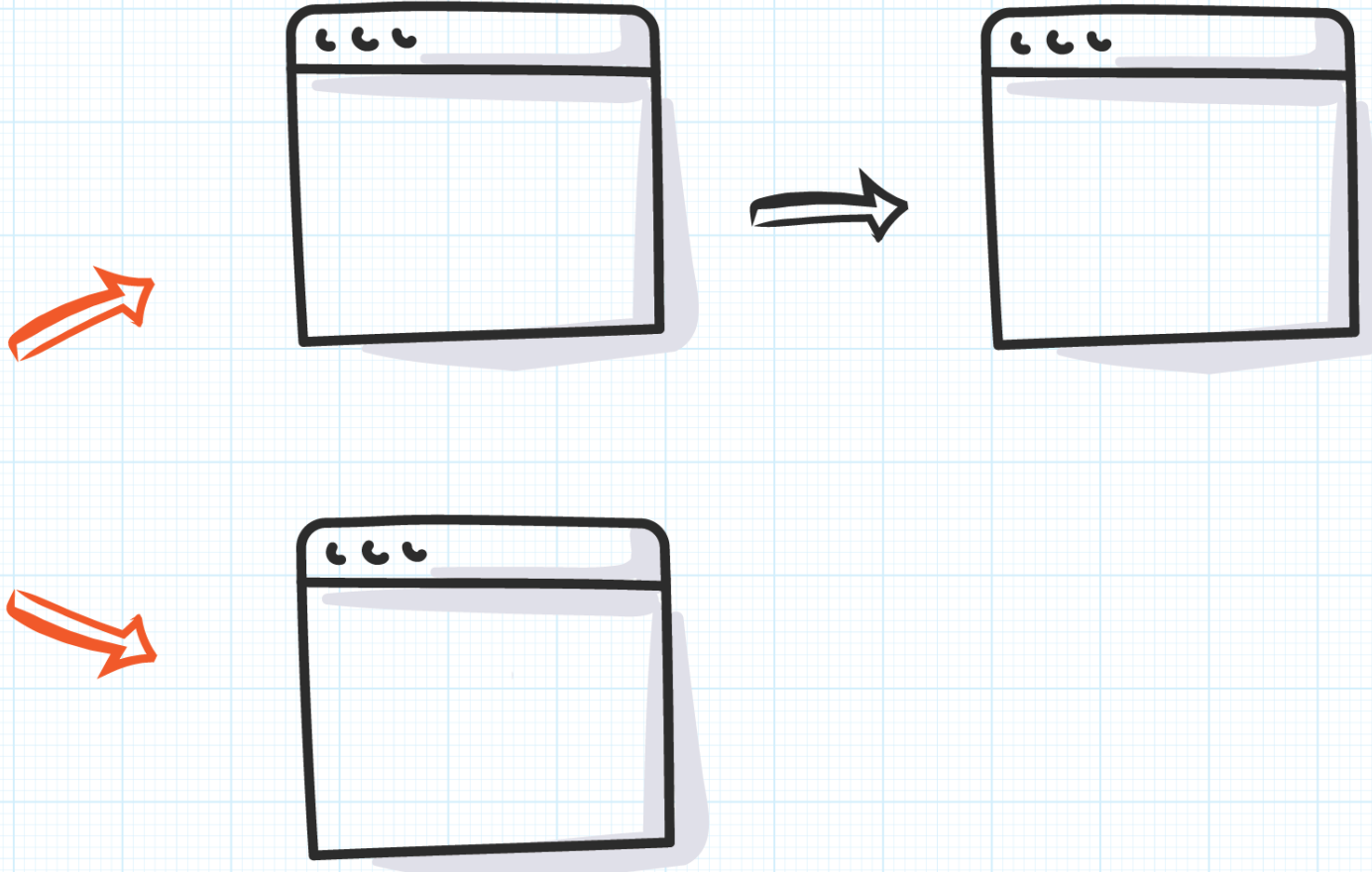
# EVERGREEN OFFER SYSTEM

## LEVEL 1: NON E-COMMERCE

COLD  
TRAFFIC



WARM  
TRAFFIC





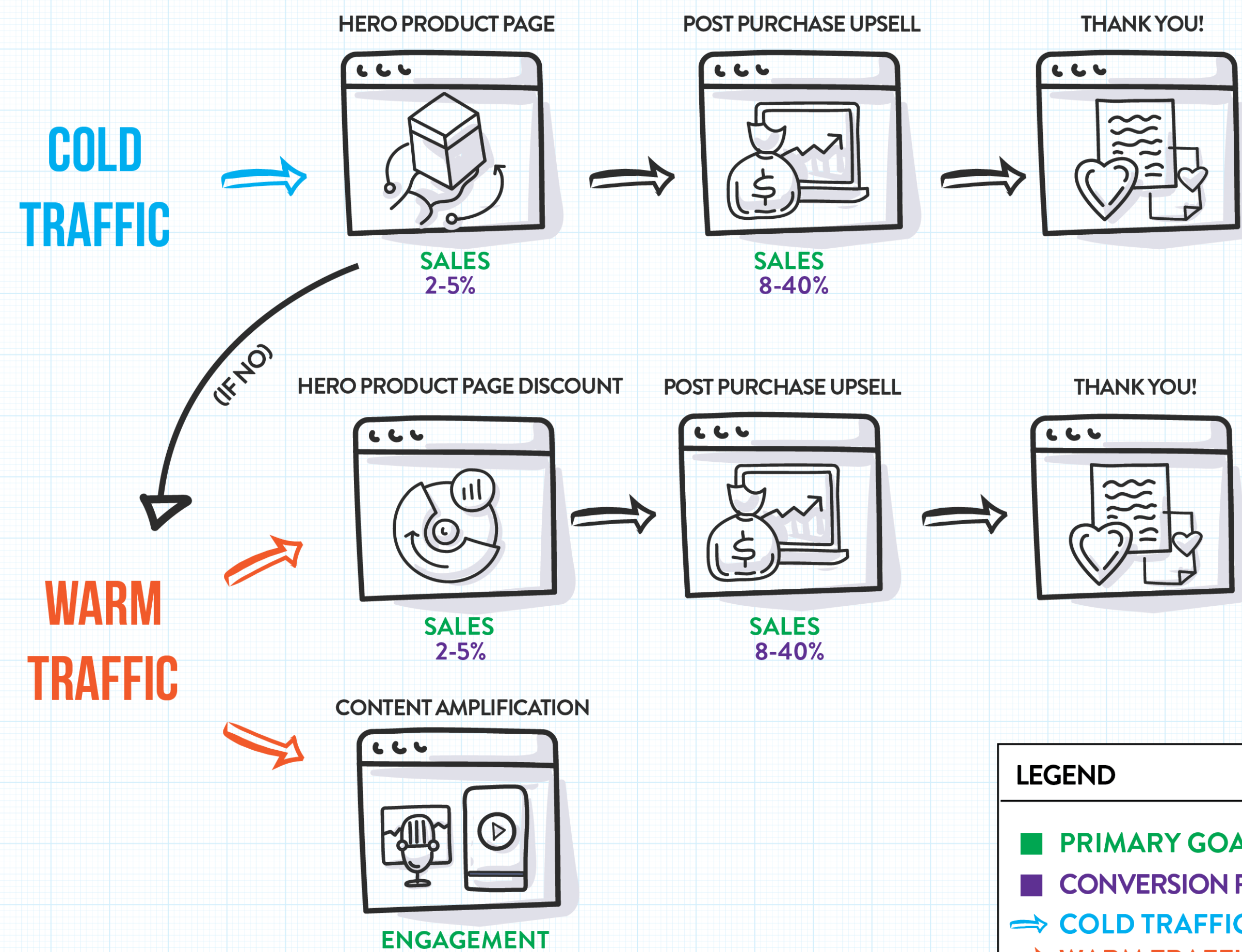
# EVERGREEN TRAFFIC SYSTEM

## LEVEL 1 — ECOMM



# EVERGREEN TRAFFIC SYSTEM

## LEVEL 1: E-COMMERCE



**LEGEND**

- PRIMARY GOAL OF THAT STEP
- CONVERSION RATE BENCHMARK
- ➡ COLD TRAFFIC CAMPAIGN
- ➡ WARM TRAFFIC CAMPAIGN



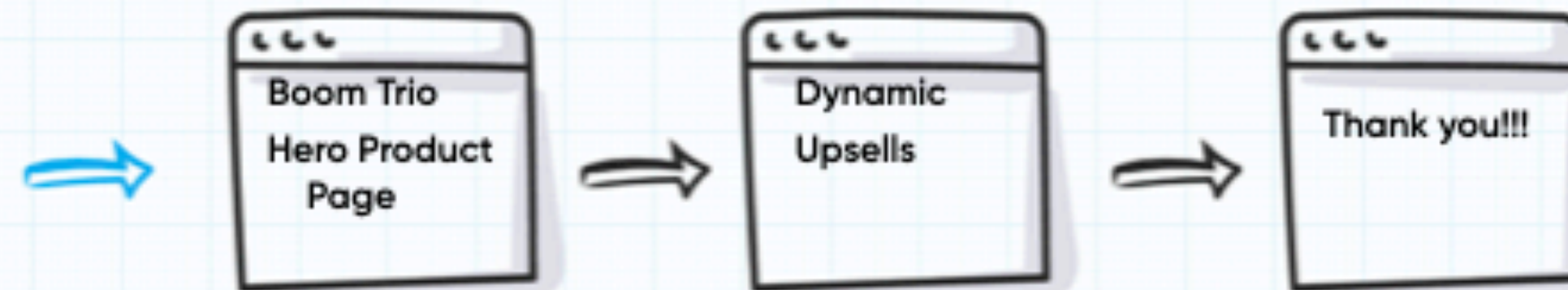
# EXAMPLE OF A FULLY FLESHED OUT LEVEL 1 - ECOMM EVERGREEN TRAFFIC SYSTEM...



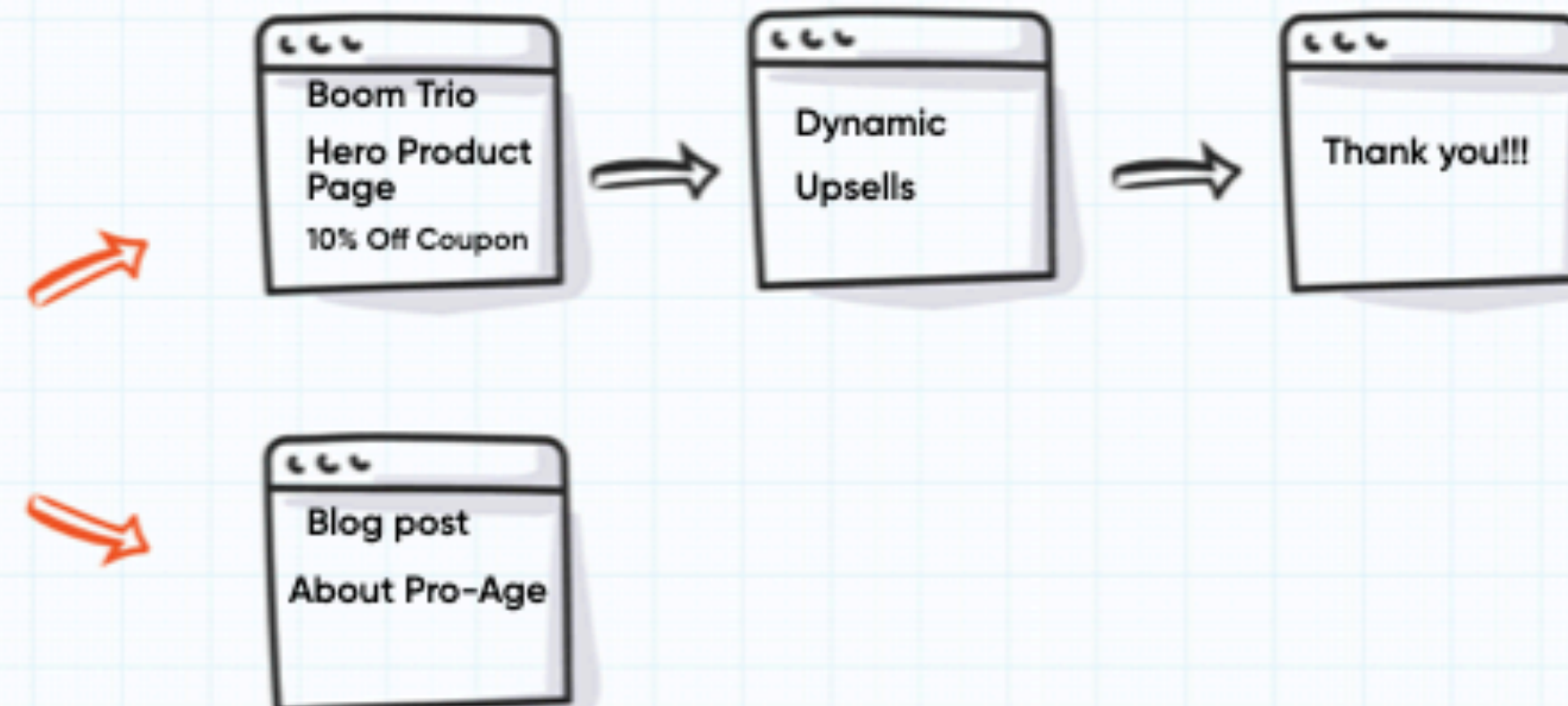
# EVERGREEN OFFER SYSTEM

## LEVEL 1: E-COMMERCE

**COLD  
TRAFFIC**



**WARM  
TRAFFIC**





**LOOKING TO BUILD OUT  
LEVEL 1- ECOMM?**

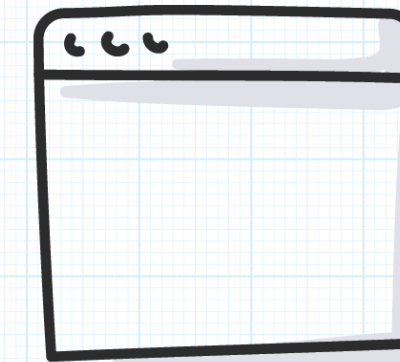
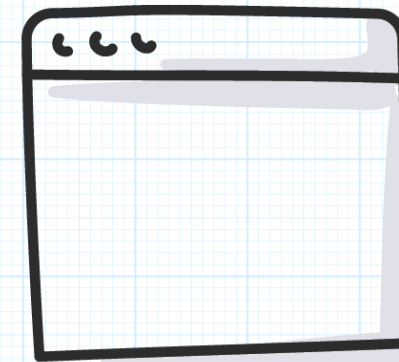
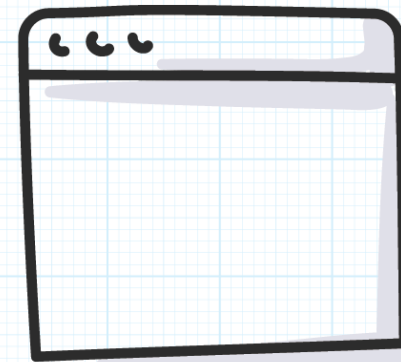
**HERE'S A BLANK SHEET  
FOR YOU....!**



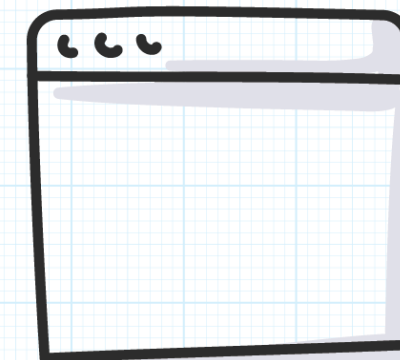
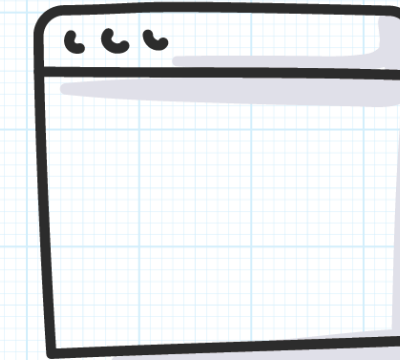
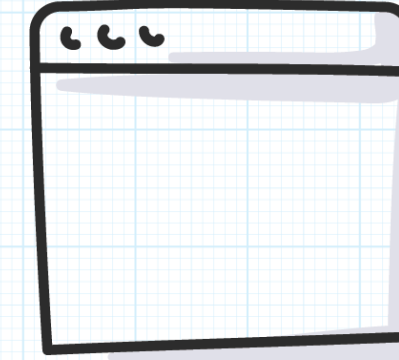
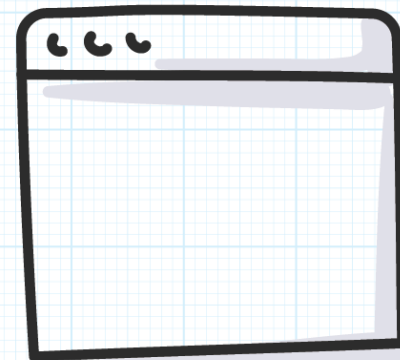
# EVERGREEN OFFER SYSTEM

## LEVEL 1: E-COMMERCE

**COLD  
TRAFFIC**



**WARM  
TRAFFIC**





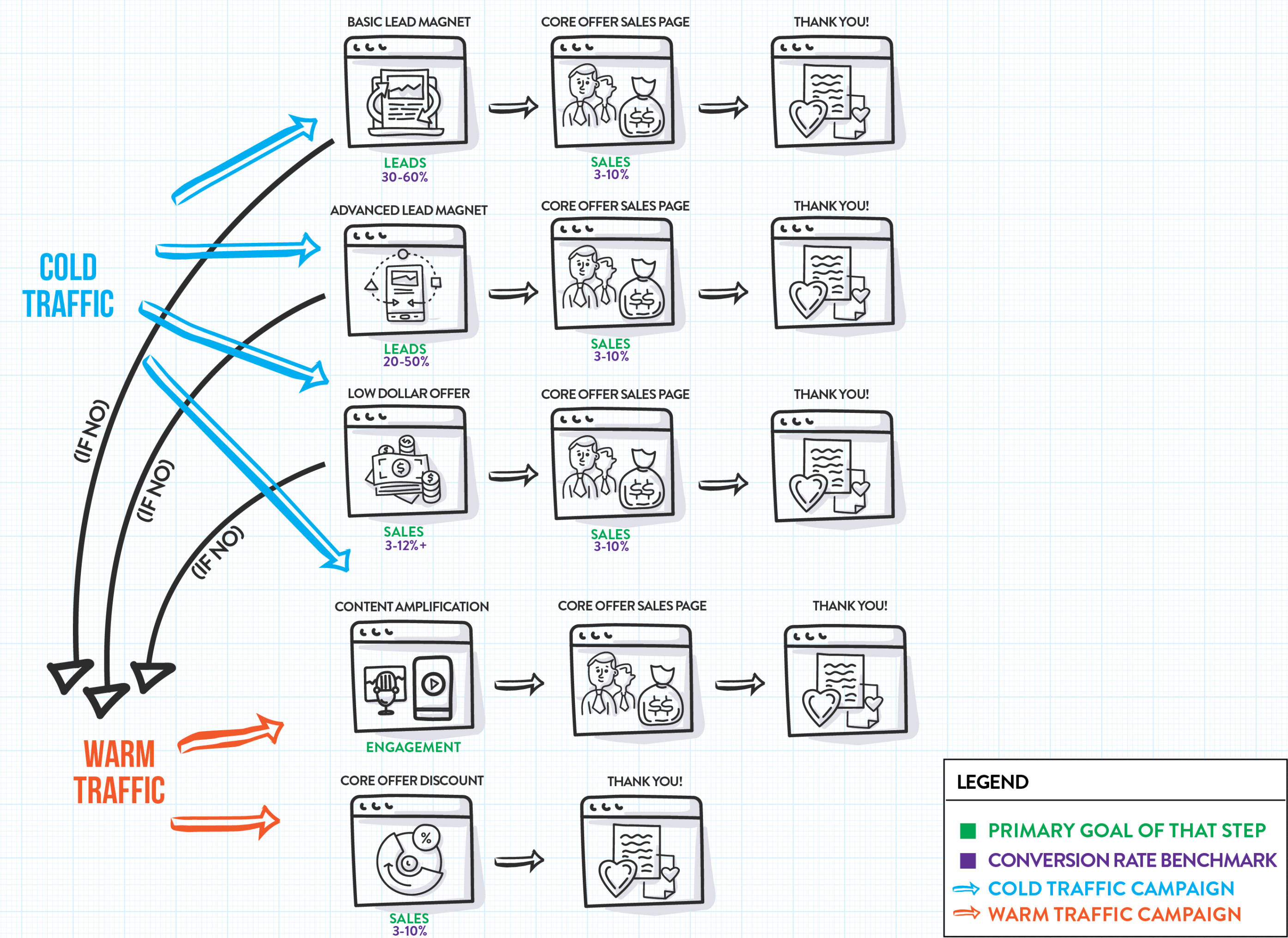
# EVERGREEN TRAFFIC SYSTEM

## LEVEL 2 — NON - ECOMM



# EVERGREEN TRAFFIC SYSTEM

## LEVEL 2: NON E-COMMERCE



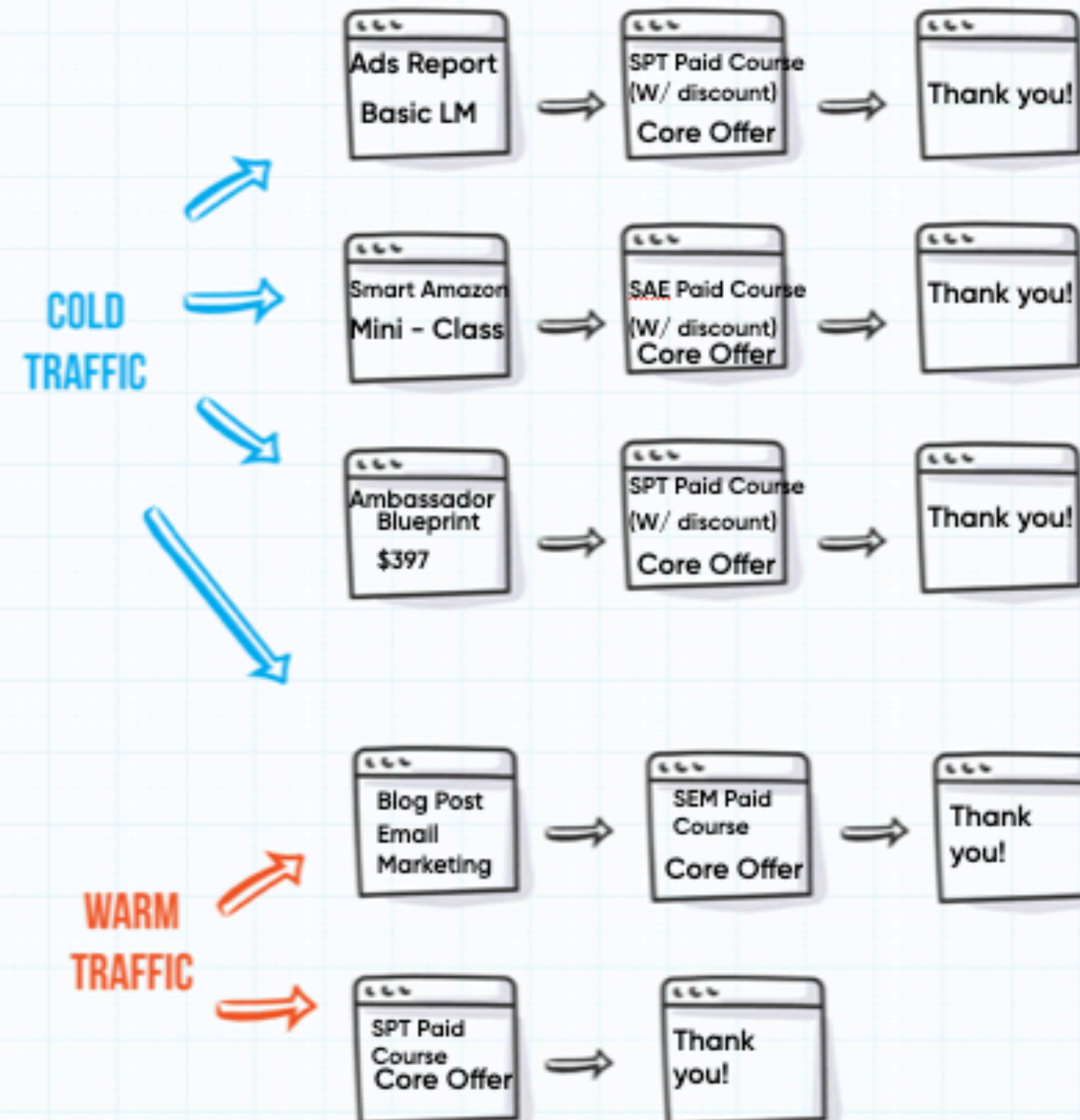


# EXAMPLE OF A FULLY FLESHED OUT LEVEL 2 - NON- ECOMM EVERGREEN TRAFFIC SYSTEM...



# EVERGREEN OFFER SYSTEM

## LEVEL 2: NON E-COMMERCE





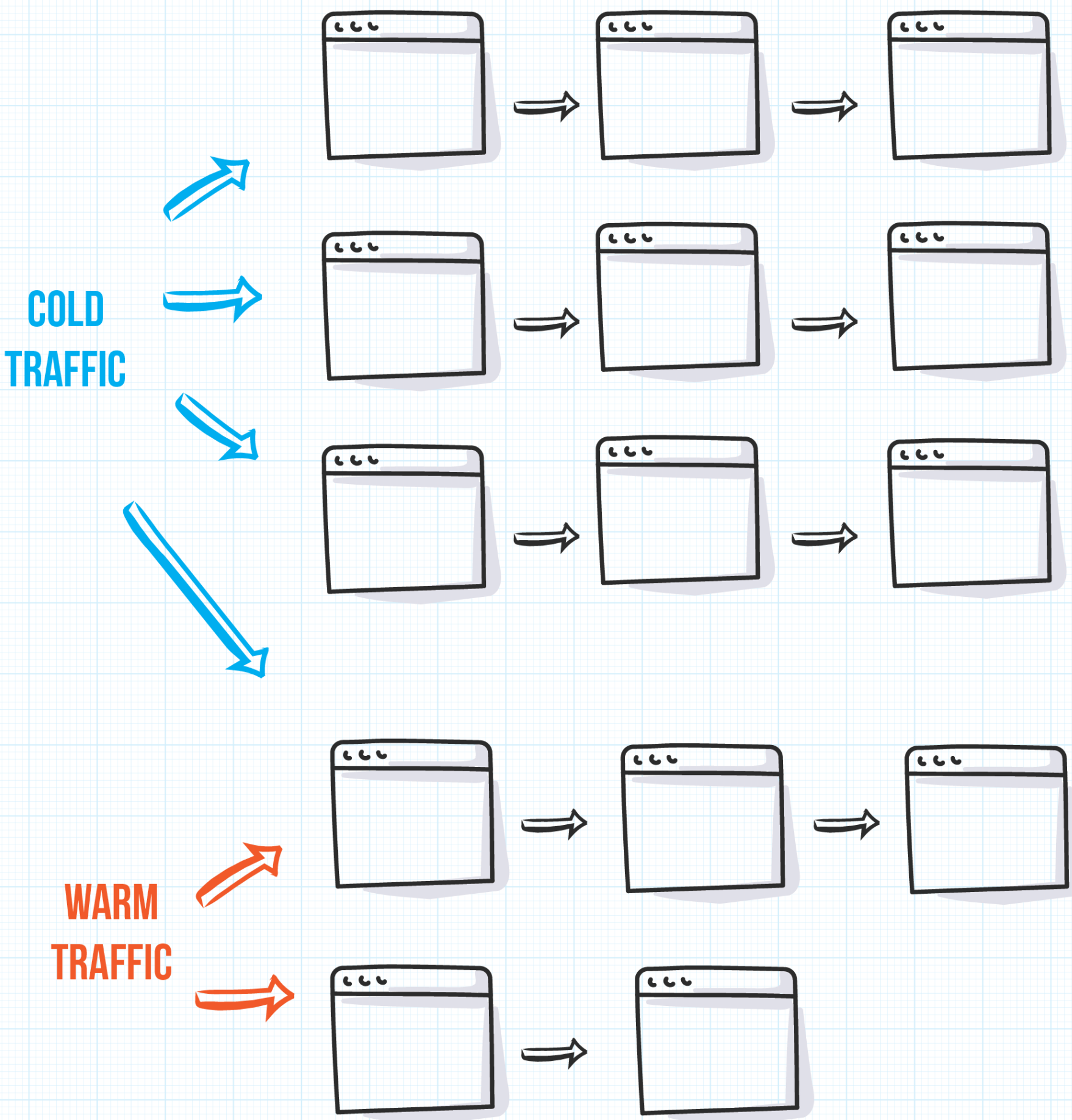
**LOOKING TO BUILD OUT  
LEVEL 2 - NON - ECOMM?**

**HERE'S A BLANK SHEET  
FOR YOU....!**



# EVERGREEN OFFER SYSTEM

LEVEL 2: NON E-COMMERCE





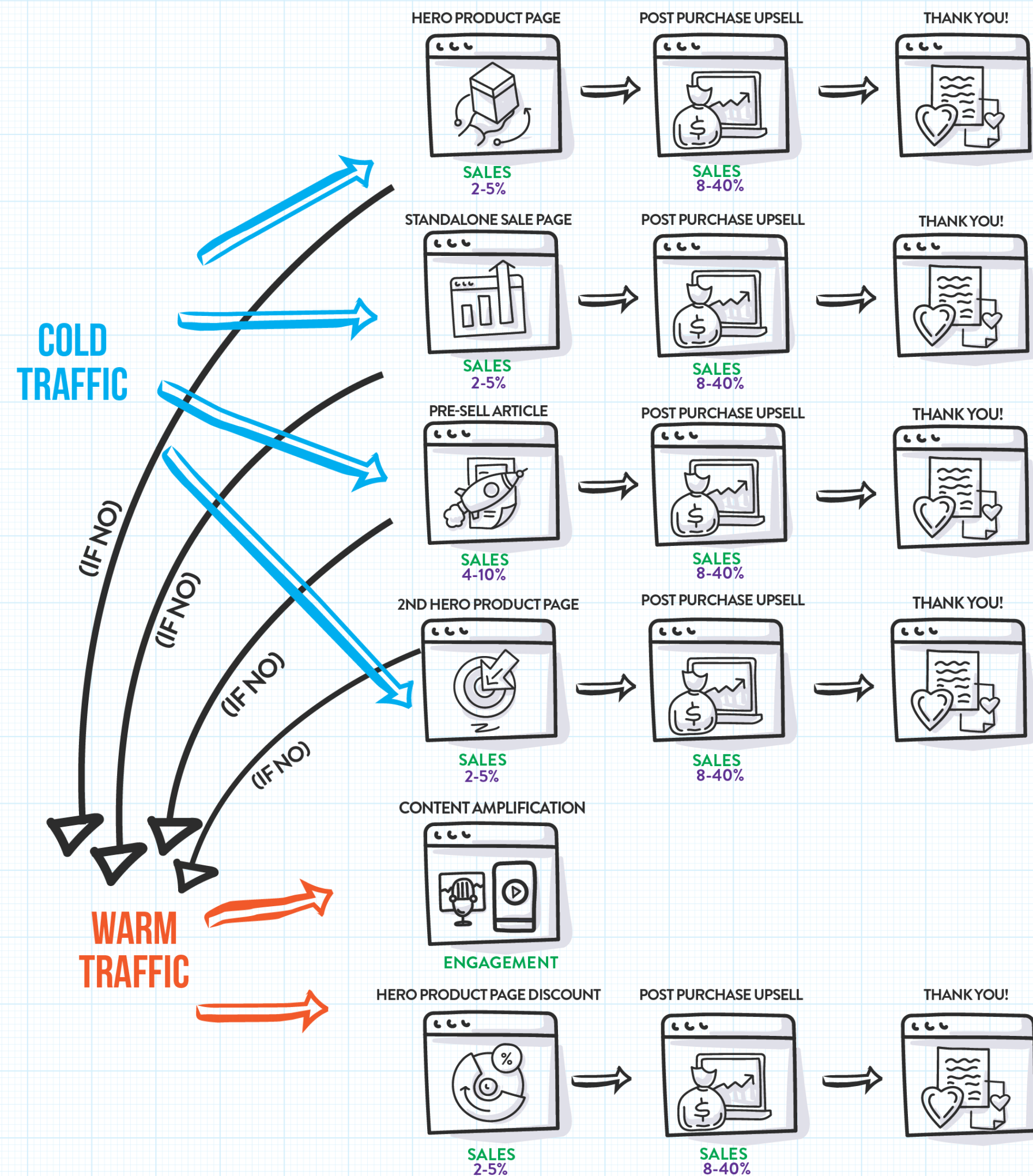
# EVERGREEN TRAFFIC SYSTEM

## LEVEL 2 — ECOMM



# EVERGREEN TRAFFIC SYSTEM

## LEVEL 2: E-COMMERCE

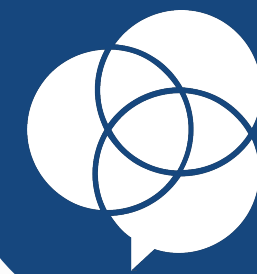


**LEGEND**

- PRIMARY GOAL OF THAT STEP
- CONVERSION RATE BENCHMARK
- ⇒ COLD TRAFFIC CAMPAIGN
- ⇒ WARM TRAFFIC CAMPAIGN

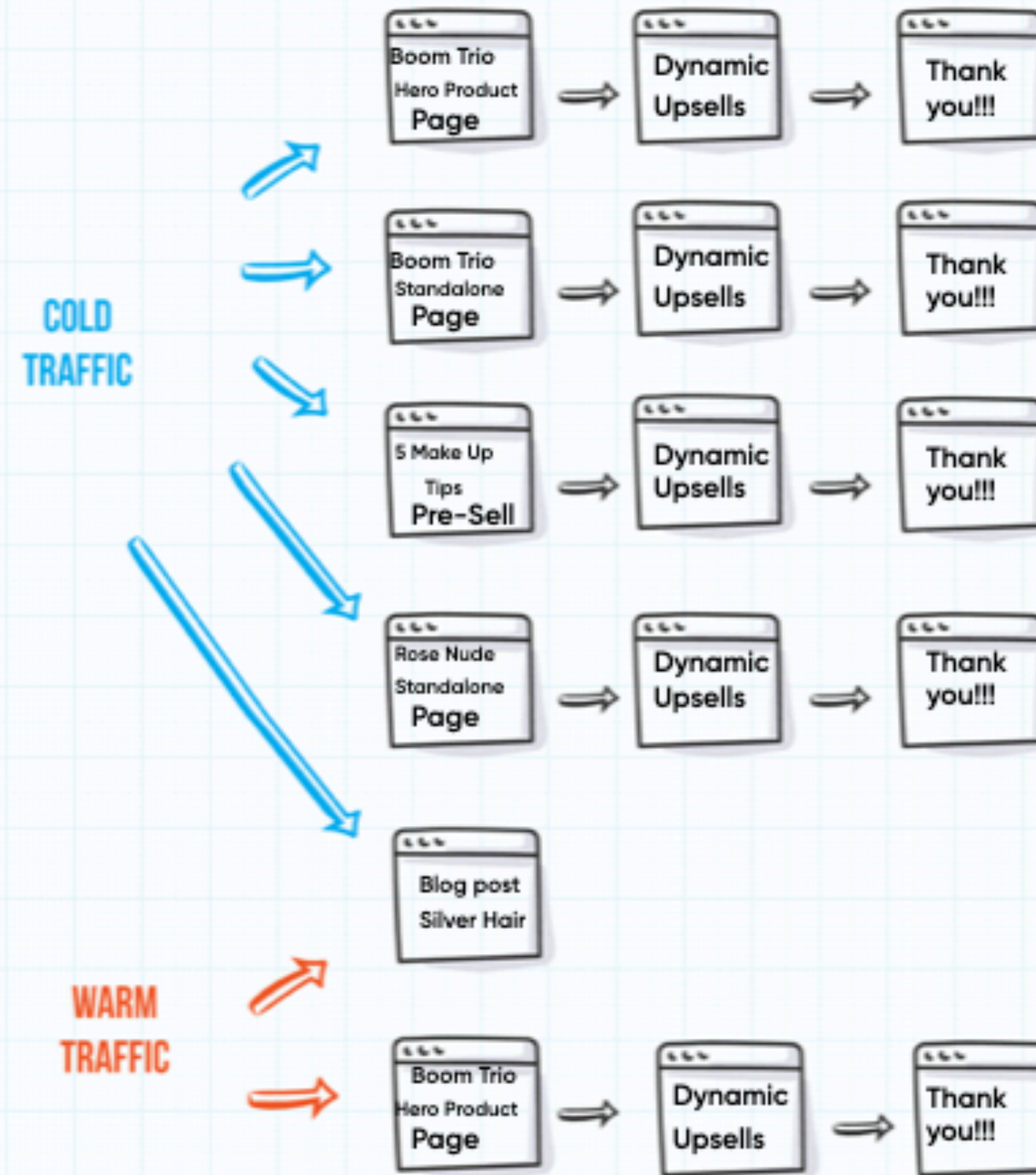


# EXAMPLE OF A FULLY FLESHED OUT LEVEL 2 - ECOMM EVERGREEN TRAFFIC SYSTEM...



# EVERGREEN OFFER SYSTEM

## LEVEL 2: E-COMMERCE





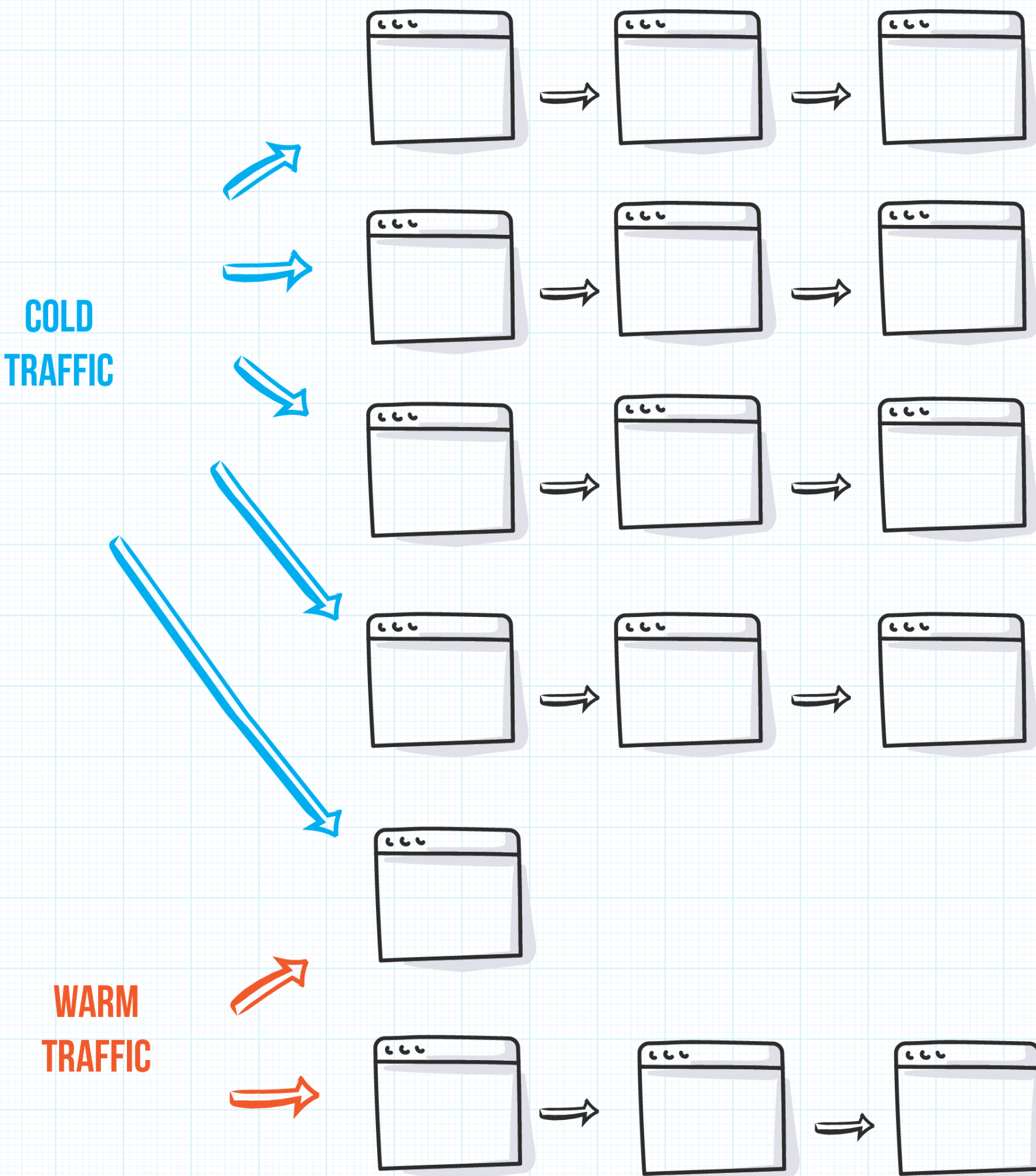
**LOOKING TO BUILD OUT  
LEVEL 2 - ECOMM?**

**HERE'S A BLANK SHEET  
FOR YOU....!**



# EVERGREEN OFFER SYSTEM

## LEVEL 2: E-COMMERCE





# EVERGREEN TRAFFIC SYSTEM

## LEVEL 3 — NON - ECOMM

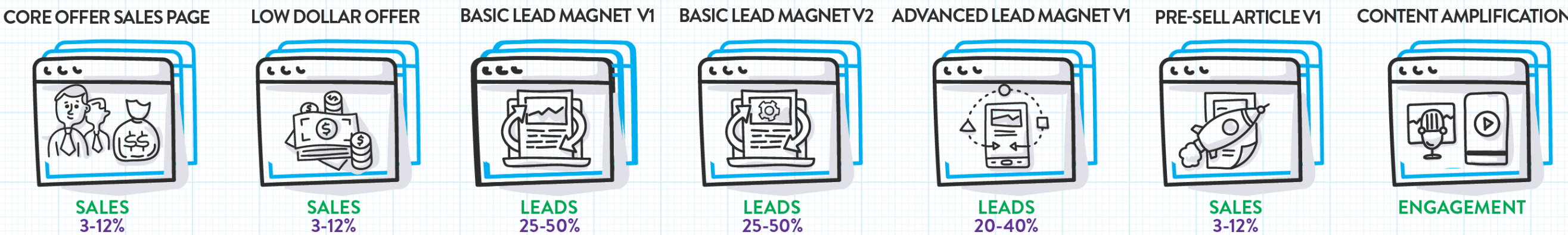


# EVERGREEN TRAFFIC SYSTEM

## LEVEL 3: NON E-COMMERCE

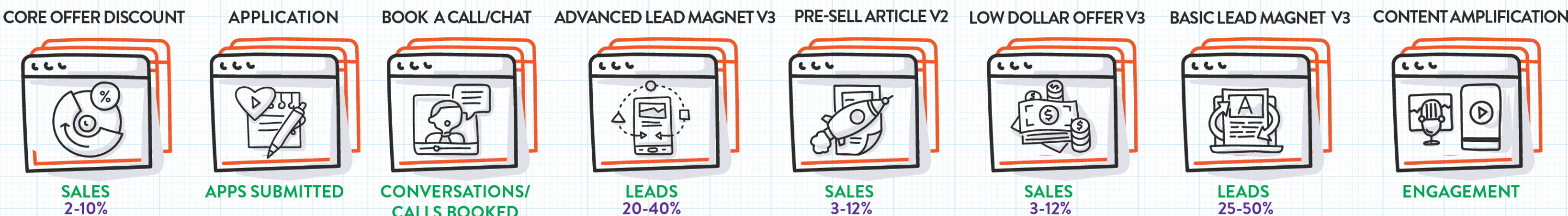
### COLD TRAFFIC

PICK 5-7 COLD TRAFFIC OFFERS



### WARM TRAFFIC

PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC

PICK 2-3 HOT TRAFFIC OFFERS



LEGEND

- PRIMARY GOAL OF THAT STEP
- CONVERSION RATE BENCHMARK
- ⇒ COLD TRAFFIC CAMPAIGN
- ⇒ WARM TRAFFIC CAMPAIGN



# **EXAMPLE OF A FULLY FLESHED OUT LEVEL 3 - NON- ECOMM EVERGREEN TRAFFIC SYSTEM...**



# EVERGREEN OFFER SYSTEM

## LEVEL 3: NON E-COMMERCE

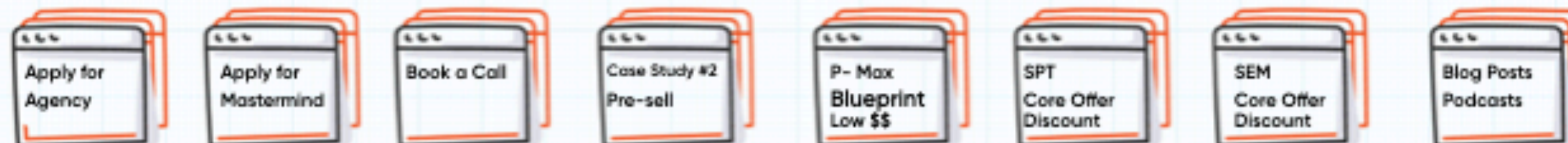
### COLD TRAFFIC

PICK 5-7 COLD TRAFFIC OFFERS



### WARM TRAFFIC

PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC

PICK 2-3 HOT TRAFFIC OFFERS





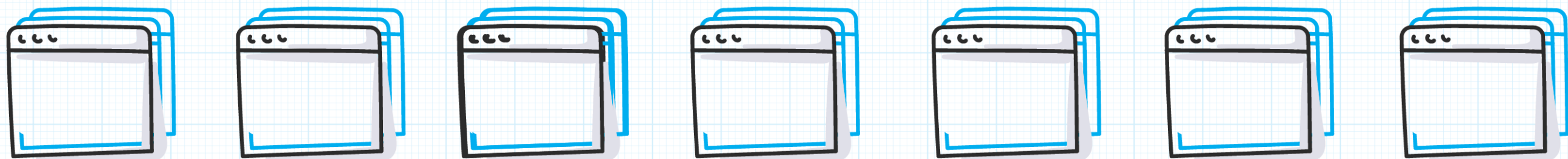
**LOOKING TO BUILD OUT  
LEVEL 3 - NON - ECOMM?  
HERE'S A BLANK SHEET  
FOR YOU....!**



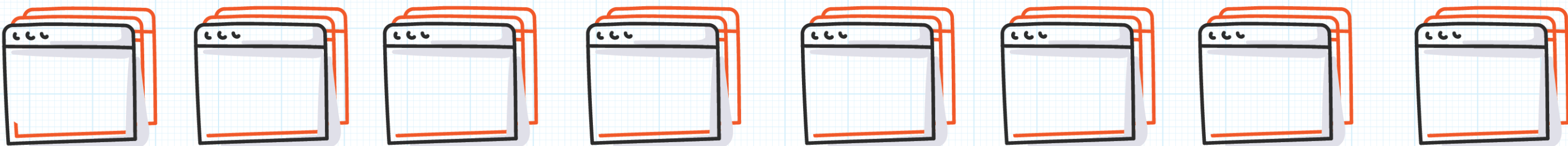
# EVERGREEN OFFER SYSTEM

LEVEL 3: NON E-COMMERCE

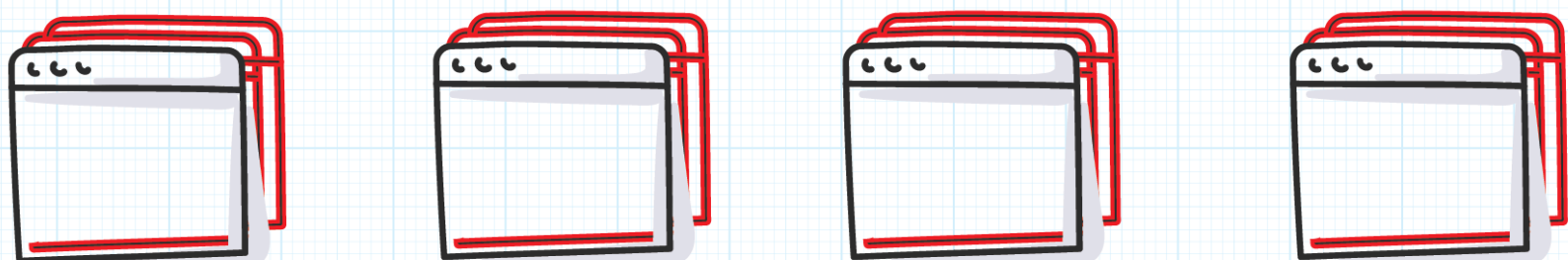
**COLD TRAFFIC**  
PICK 5-7 COLD TRAFFIC OFFERS



**WARM TRAFFIC**  
PICK 4-7 WARM TRAFFIC OFFERS



**HOT TRAFFIC**  
PICK 2-3 HOT TRAFFIC OFFERS





# EVERGREEN TRAFFIC SYSTEM

## LEVEL 3 — ECOMM



# EVERGREEN TRAFFIC SYSTEM

## LEVEL 3: E-COMMERCE

### COLD TRAFFIC

PICK 5-7 COLD TRAFFIC OFFERS

HERO PRODUCT PAGE	STANDALONE SALES PAGE V1	PRE-SELL ARTICLE V1	2ND HERO PRODUCT PAGE DISCOUNT	BASIC LEAD MAGNET V2	ADVANCED LEAD MAGNET V2	STANDALONE SALES PAGE V2	EVERGREEN DISCOUNT/ CATEGORY SALES PAGE	CONTENT AMPLIFICATION
SALES 1.5-5%	SALES 1.5-5%	SALES 3-10%	SALES 1.5-5%	LEADS 25-50%	LEADS 20-40%	SALES 1-5%	SALES 1-5%	ENGAGEMENT

### WARM TRAFFIC

PICK 4-7 WARM TRAFFIC OFFERS

PRE-SELL ARTICLE V2	EVERGREEN DISCOUNT/ CATEGORY SALES PAGE	HERO PRODUCT PAGE DISCOUNT	2ND HERO PRODUCT PAGE DISCOUNT	MORE QUESTIONS CHAT WITH US!	BASIC LEAD MAGNET V2	ADVANCED LEAD MAGNET V2	CONTENT AMPLIFICATION
SALES 3-10%	SALES 1.5-5%	SALES 1.5-5%	SALES 1.5-5%	CONVERSATIONS INITIATED	LEADS 25-50%	LEADS 20-40%	ENGAGEMENT

### HOT TRAFFIC

PICK 2-3 HOT TRAFFIC OFFERS

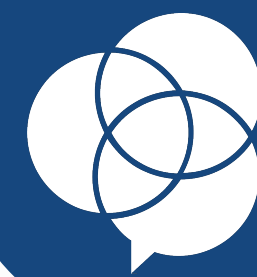
NEW PRODUCTS RELEASED	TIME TO RE-ORDER	CONTENT AMPLIFICATION	HAVE QUESTIONS? CHAT WITH US!
SALES	SALES	ENGAGEMENT	CONVERSATIONS INITIATED

LEGEND

- PRIMARY GOAL OF THAT STEP
- CONVERSION RATE BENCHMARK
- ⇒ COLD TRAFFIC CAMPAIGN
- ⇒ WARM TRAFFIC CAMPAIGN



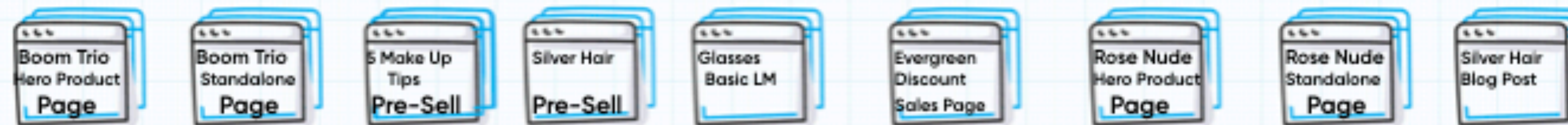
# EXAMPLE OF A FULLY FLESHED OUT LEVEL 3 - ECOMM EVERGREEN TRAFFIC SYSTEM...



# EVERGREEN OFFER SYSTEM

## LEVEL 3: E-COMMERCE

### COLD TRAFFIC PICK 5-7 COLD TRAFFIC OFFERS



### WARM TRAFFIC PICK 4-7 WARM TRAFFIC OFFERS



### HOT TRAFFIC PICK 2-3 HOT TRAFFIC OFFERS





**LOOKING TO BUILD OUT  
LEVEL 3 - ECOMM?**

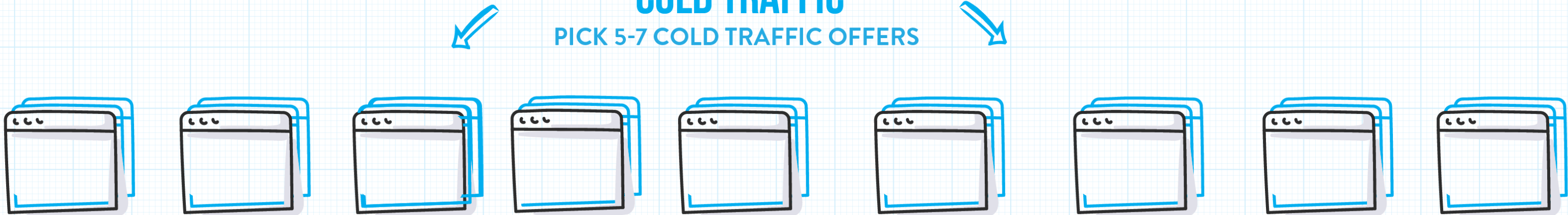
**HERE'S A BLANK SHEET  
FOR YOU....!**



# EVERGREEN OFFER SYSTEM

## LEVEL 3: E-COMMERCE

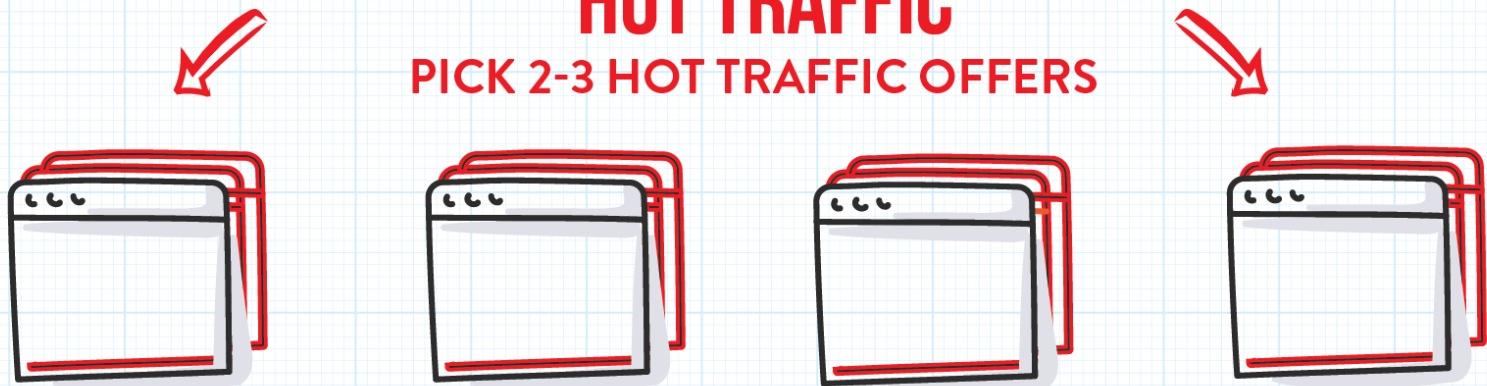
**COLD TRAFFIC**  
PICK 5-7 COLD TRAFFIC OFFERS



**WARM TRAFFIC**  
PICK 4-7 WARM TRAFFIC OFFERS



**HOT TRAFFIC**  
PICK 2-3 HOT TRAFFIC OFFERS





**WEEEEEW !!!! **

**WE JUST COVERED 12 PLAYS YOU  
CAN PULL OUT OF YOUR  
“PLAYBOOK” ANY TIME YOU NEED  
TO GROW A BUSINESS THIS YEAR!**



**THANK YOU!!!**