



# PREDICTABLE CASHFLOW FORMULA™

The Science of Marketing Anything You Want.



*Mike & Robyn*

IF YOU'RE FINALLY READY  
TO LEARN MARKETING...

# WHAT'S INSIDE

- Introduction: Predict & Hit Income Targets
- Building Your Own List
- Tracking & Increasing Lead Value
- Scaling Up Income with Cashflow Optimization
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- Sell Your Coaching, Consulting, or Courses
- Marketers Need Cashflow



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How Marketing's Done Right



# Introduction: Predict & Hit Income Targets

Have you ever tried to promote or sell something online?

Maybe it was a network marketing opportunity or product you got excited about.

Maybe you started up a coaching practice.

Or maybe you created your own online course...

## Here's the problem:

You can learn all you want about sales funnels or hacking the latest Instagram tactics. You can join an exciting opportunity, or the latest 'money-making' system. You can create all the programs or courses you want...

But you'll NEVER have reliable cashflow or control over your income until you apply the Predictable Cashflow Formula (i.e. *Online Success Strategy*).



## What is the Predictable Cashflow Formula?

This is how everyone you see who's successfully marketing online does it. It's what they're doing *behind-the-scenes* that makes the tactics and tools *work*.

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## INTRODUCTION: PREDICT & HIT INCOME TARGETS

You can use the Predictable Cashflow Formula to literally market and sell *anything* through automation (i.e., your opportunity, products, services, courses, events, retreats, etc.).

### What's the Formula?

In science, a formula is a concise way of expressing information symbolically. If we illustrate the Predictable Cashflow Formula this way, here's what it looks like:

$$V(a) + O(\infty) = i^{\infty}$$

On the left side of the equation, you've got "V." This represents **Value**. By sharing useful information, you attract an audience of potential buyers.

The cool thing is you don't have to be the one creating all the value yourself. You've just got to be able to take credit for it, and put your personal touch on it.

**Because here's the deal...** People need to associate YOU with the value they receive. This is how you build trust, which leads to them buying based on your recommendations.

A big part of increasing value is increasing the number of people who see AND benefit from it. But just because *you* think something is valuable does not make it valuable. The value must be received. And the more people who receive it, the more income you'll generate.

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## INTRODUCTION: PREDICT & HIT INCOME TARGETS

$$V(a) + O(\infty) = i^{\infty}$$

The 'a' in the Formula represents **automation**.

This means you don't have to be physically present in order to deliver the value. This is how you **free up your time**.

It's how you grow an audience, list, or network, even when you're sleeping or on vacation.

**V(a)** represents Value multiplied by automation. When you increase either the *value you provide*, or the efficiency of your online *system*— your cashflow multiplies! This is what the Cashflow Formula is all about... Incrementally increasing what you earn through simple, practical steps called **Cashflow Optimization**.

You're receiving value from us *right now* through automation.

**The 'O' in the Formula stands for Offers.** It's multiplied by the infinity symbol. Because as you add more offers into your automated system, you systematically increase what you earn.

The right side of the equation represents what you get.

$$V(a) + O(\infty) = i^{\infty}$$

The 'i' symbolizes your **income**, while the **exponential infinity** symbol means you can scale your income as high as you want.

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## INTRODUCTION: PREDICT &amp; HIT INCOME TARGETS

This means that if you do what's on the left side of the equation, you'll end up with an income that grows with predictability and control.

This is why there are so many people making so much money online, selling just about anything... from network marketing opportunities to affiliate offers to coaching, consulting, courses— and in every niche imaginable.

**We're going to show you how it's done.**

The Formula is a great way of looking at this abstractly. But now let's make it concrete.

**Step 1:** You build a list by providing free value. You don't have to be the one who creates the value, but you need to be able to take credit for it, and make it your own.

**Step 2:** Track what you earn per lead [Lead Value] and apply simple Cashflow Optimization steps to incrementally increase what you earn per lead. Now you have your hand on the dial of your income and can crank it up.

**Step 3:** Continue scaling your income to reach your chosen lifestyle goals with more Cashflow Optimization.

\*You can promote network marketing, affiliate products, your own courses, coaching or consulting, or sell anything *in your system*. But you cannot ignore the Formula if you want predictability and control over your income.

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# Building Your Own List



People make a big deal out of this but it's really easy. You give something away, usually information, that would be helpful to people. And you don't have to be the one who created what you're giving away.

You just need to be able to take credit for it, and put your own personal touch on it so people associate the value they're receiving with you.

You can even purchase **free offers** to 'white label' and use as your own, very inexpensively.

We provide such a system, too, for those who want to take advantage of the most financially rewarding niches online today.



**But here's what's amazing about all this—**

You can market *pretty much anything* to your list, even if they opted in for a completely unrelated topic... as long as you do it at the right time.

That's because the people on your list will come to appreciate you for helpful information, and trust your recommendations.

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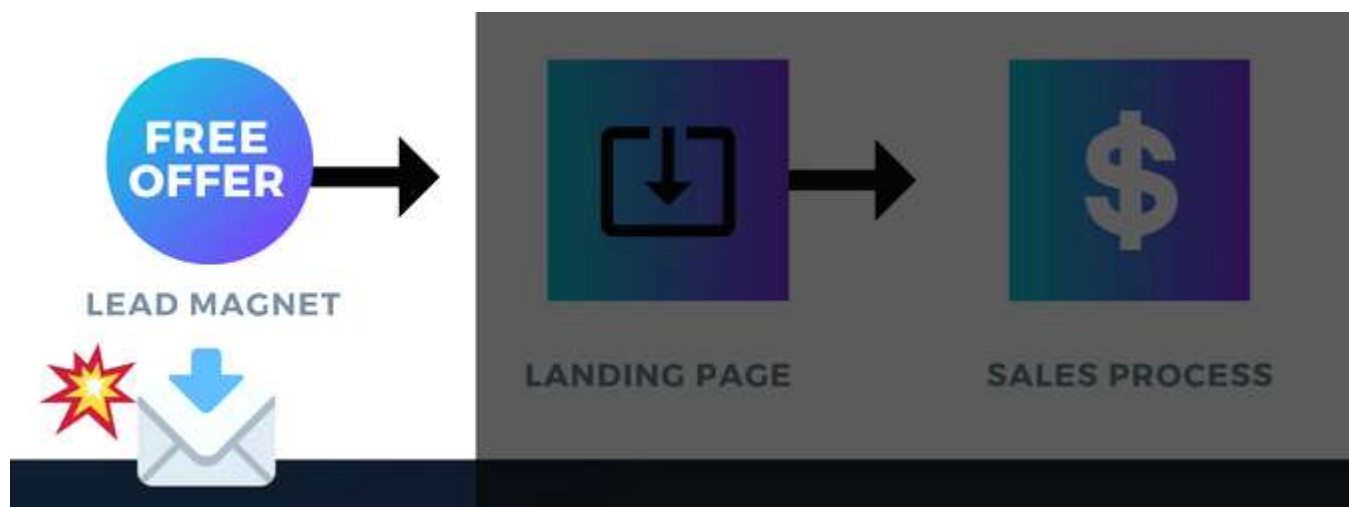
## BUILDING YOUR OWN LIST

You've probably received some kind of training on how to build a list. **So you know the basics.**

It usually starts with an ad or someone sharing something helpful on social media (*like on Facebook or YouTube*).

Then the ad or post links to a lead capture page where you offer something even *more useful* to the visitor in exchange for their email.

When the visitor enters their email they get access to whatever you offered to them, and now you can begin putting offers in front of them to purchase.



**It's a win-win model.**

And it's a multibillion dollar distribution process that's thriving across every topic and niche imaginable.

We've been doing this successfully and teaching it for years, so we know we can set **you** up to win if you're ready to learn.

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# Tracking & Increasing Lead Value

This is the part that most don't get, and why they don't make much from their network marketing and affiliate programs, or with their coaching, consulting, or courses.

Once you have your lead capture page and follow-up emails with a funnel system automating the sales process... you don't just advertise or promote on social media hoping for the best—

**You start tracking your "Lead Value,"** which refers to how much money you make on "each lead" generated.



The more offers you put in front of your audience, and the more value your system provides—keeping your audience's attention, and establishing trust in your recommendations—the more money you make per lead.

**Most people don't even *start* tracking their lead value.**

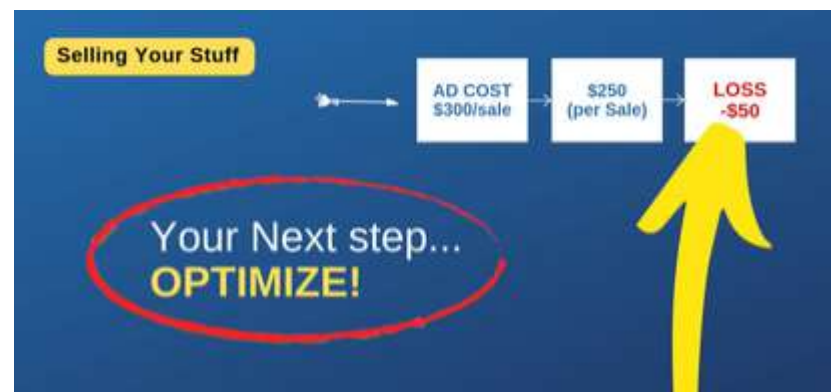
They might get passionate about a network marketing opportunity, or selling their coaching or consulting program... but that's where it usually ends. And when things don't work out, they quit.

**But this is where winners actually begin!**

## TRACKING & INCREASING LEAD VALUE

Even if your lead value starts at negative \$3 a lead because you're spending money on ads, *but aren't seeing sales yet*, there are

simple steps you can take (and that all must take) to incrementally increase what you earn per lead. This is how you start taking control of your income through what we call **Cashflow Optimization**.



**If you don't have a clue how to set up a system like this, don't worry.**

We're willing to let you use the **same system** we do to jump start your own automated marketing system!

And although our system includes many cash-flowing opportunities already built in—you can add-in your own offers, and even change this system entirely to promote whatever you want.

**But more on that later.**

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## Scaling Up Income with Cashflow Optimization

Once you're tracking how much each lead you generate is worth, and increasing this "Lead Value" with Cashflow Optimization, you now have complete control over your cashflow growth. You're now able to literally **increase what you earn each month** much like turning up the volume on a radio.

This is the magic moment that turns a struggling marketer into a successful one.

There are **5 specific Cashflow Optimization steps** you get to use to increase what you earn per lead.

**We cover each of these** in a highly engaging 2-hour class you can [access here](#).



Take the time to learn this stuff, because it's the key to getting everything you want. It's the **behind-the-scenes strategy** that every successful online marketer and entrepreneur uses.

This is *the* strategy that makes the tactics and tools you see everyone online using *actually* work!

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## Become a Network Marketing Whale



If you've been jumping in-and-out of network marketing opportunities, it's time to admit that most 'duplicatable' systems are not all that duplicatable. What's truly duplicatable is the **Predictable Cashflow Formula**, also referred to as the *Online Success Strategy*.

Will the masses do it? No. But if you can enroll a few hundred people into your favorite program and then plug them into your company's system, you've got an advantage.

And that's exactly what *you'll get to do* by following this Formula.

You don't have to be involved in Network Marketing to benefit from this strategy. It's the formula behind *every* success story you see online— It's used to sell coaching, consulting, courses, books, events, workshops... *you name it!*

It's also the big secret among the most successful network marketers who rarely discuss it, because it's believed to not be 'duplicatable' for the masses.

Yet, everyone who uses the Internet to gain big leverage and grow their organizations fast... they all follow this same Strategy. Why not you!

We discuss it in detail [inside here](#).



## Sell Your Coaching, Consulting, or Courses

**If you're an influencer** (who is marketing your coaching, consulting, events, books or courses), you're not going to make it without applying this Formula.

The only exception is if you're able to create sensational content that goes viral, consistently. And even then, like JP Sears and his hilarious *Ultra Spiritual* videos that sell his coaching offers... You'll *still* need to create a system, just like he did (or you'll burn out).

The reality is that no matter how good your stuff is, you just can't compete for people's attention or gain any sense of security in your business without automation and the ability to predict your cashflow.



**Get access to the class** [that shares how it's done.](#)



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## Marketers Need Cashflow

Here's what network marketers, affiliate marketers, coaches, consultants, and course creators WHO STRUGGLE don't get...

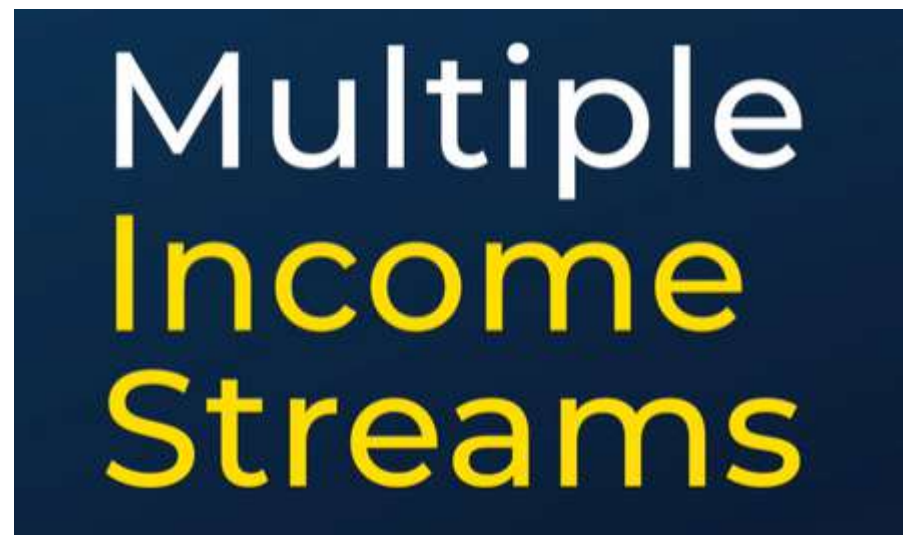


**You can't just sell one thing.**

Maybe you're focused and excited about selling one particular thing. But in order to afford the time and money required to effectively promote it...

**You must generate upfront cashflow to fund the effort.**

This is what successful marketers do that the rest don't.



You can be excited about your opportunity, product, course or coaching services—

But you should build-in additional offers to generate more cashflow from your marketing, so you can afford to promote yourself over a SUSTAINED period of time.

One of the most powerful attributes of the Predictable Cashflow Formula is its ability to put **upfront cash** in your pocket to fund your marketing.

You'll learn about this and more [by continuing on here.](#)

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# PREDICT & HIT INCOME TARGETS WITH CERTAINTY

It's what makes marketing work

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How Marketing's Done Right



\***For** Network Marketers, Coaches, Consultants,  
Influencers, Affiliates & Online-Income Creators

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