

Stock Option Coach

By Mike B.

Hey it's Mike B. here again!

I'm back with a new auto-webinar funnel that is crushing it in the financial space.

First of all, it's scaling like CRAZY on Facebook...

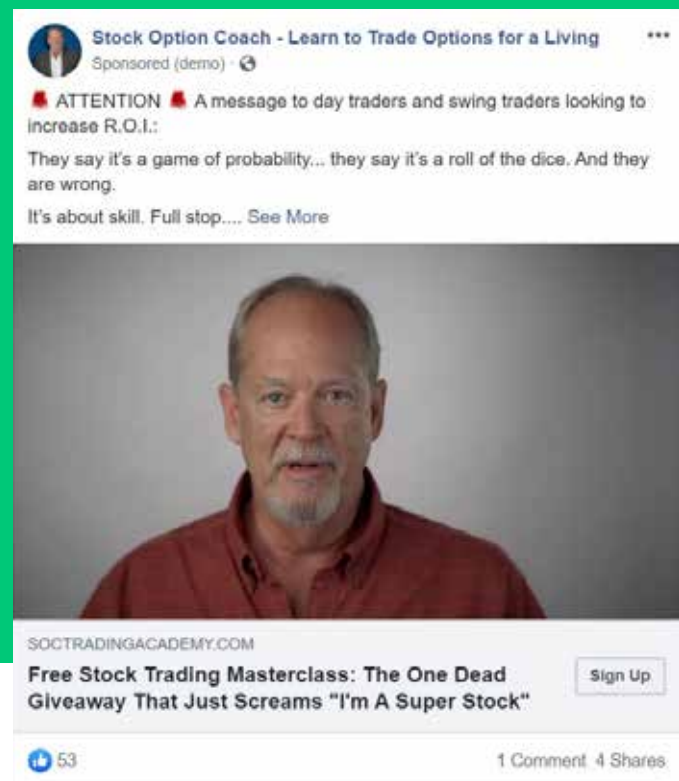
And if you know how difficult it is to run financial offers on Facebook...then you might want to pay attention to this funnel breakdown...

There's definitely one or two things in here that can make you a boatload of money.

So let's take a look at some of the creatives that are killing it right now for us.

Ad Creative #1

This is our best performing creative for this client right now.



It's getting a 1.28% CTR and it's gotten over 600 webinar registrations at \$11.92 each. And so far it's doing about 2X ROAS (return on ad spend)

Not bad for a cold traffic ad.

Let's talk about the video...

So in the beginning of the video, Randall immediately talks about the 3 things a trader needs to succeed.

You have to grab the attention of the person watching in the first few seconds, or else you lose them.

After explaining the 3 concepts, we throw rocks at other methods and courses.

This is important because we're pretty much telling the viewer it's not their fault they failed before. They were just unlucky to get faulty information.

BUT if they want to learn a REAL, proven, profitable way to trade...

Then they need to sign up for the webinar. And that's how we close this video.

Next let's take a look at this headline:

SOCTRADINGACADEMY.COM

Free Stock Trading Masterclass: The One Dead Giveaway That Just Screams "I'm A Super Stock"


Sign Up

Immediately we're telling the prospect what to expect when they click-through. And we throw in some curiosity to get them to click ("Super Stock").

To give you some context on this market, people of this audience are always looking for the next "big" stock.

They want to invest in Apple before it becomes Apple. That's why financial newsletters that have predictions sell very well.

Now the copy...

 **Stock Option Coach - Learn to Trade Options for a Living** ***
Sponsored (demo) · 🌐

🚨 **ATTENTION** 🚨 A message to day traders and swing traders looking to increase R.O.I.:

They say it's a game of probability... they say it's a roll of the dice. And they are wrong.

It's about skill. Full stop.

- ❗ Identifying "when" stock prices will recede to an attractive entry point.
- ❗ Determining "which" strike price to buy, and learning to manage trades.
- ❗ Working out "where" to implement risk management methods, and where to loosen the reins.

Leave all that "luck" talk at the Las Vegas Strip where it belongs.

Not a single dollar of wealth on this earth has ever been generated by luck.

The only thing that matters is: "are you honing your skills?" Has there been measurable improvement? Or did you plateau?

Part of the problem, honestly. Is that most options trading mentorships out there aren't true to their word.

We've all heard the stories. People shelling out thousands for a coursework with a sparkly logo and some big name behind it and three months later?

They're sitting there with a fat bill and more questions than answers:

- ❌ Big class sizes, where important information is crammed into narrow time slots and asking questions is discouraged.
- ❌ Stock advice, rather than custom frameworks tailored to each situation.
- ❌ And no 1-on-1 time with the brains you'd actually want to pick.

Looking to forever change the way you look at a chart?

Interested in implementing REPEATABLE, low-risk strategies based on over 35 years of options trading data?

Seriously. Are you done trafficking in expensive "master class" gimmicks and ready to actually build value?

Introducing the Stock Option Coach system.

- 🌱 Individualized training, either online or on-location in Santa Barbara, CA.
- 🌱 TC2000 charting software, set up with proprietary indicators plus pattern recognition for strict risk management.
- 🌱 24/7 live support for three months, so that every question gets an instant answer.

Interested in learning more?

Then it's a good thing there's a ~ free ~ training session that goes through the basics in a few hours:

- (1) from trade strategy
- (2) to super stocks identification
- (3) to pro trade secrets.

Get started below.↓

<https://sotradingsacademy.com/register-dtm>

So quick tip:

We've seen that with images, longer copy does better. With videos, you can get away with short copy.

But remember this...

Buyers are readers. So you can't go wrong with long copy unless you're writing a bunch of fluff.

So the flow of this copy goes:

- Call out the prospect in the first two lines.
- Throw rocks at other methods they might have tried before.
- Throw rocks at other courses they may have bought.
- Give credibility for our program and introduce what they get.
- Tell them to sign up for the webinar.

This creative has a CTR ALL of 3.04%.

That means a lot of the people who click-through on this ad are clicking to watch the video and clicking "see more" to read the copy.

Ad Creative #2

Stock Option Coach - Learn to Trade Options for a Living
Sponsored (demo) · 🌐

ATTENTION 🚨 A message to day traders and swing traders looking to increase R.O.I.:

They say it's a game of probability... they say it's a roll of the dice. And they are wrong.

It's about skill. Full stop.... See More

**TRADING OPTIONS
FOR A LIVING**

SIGN UP

SOCTRADINGACADEMY.COM

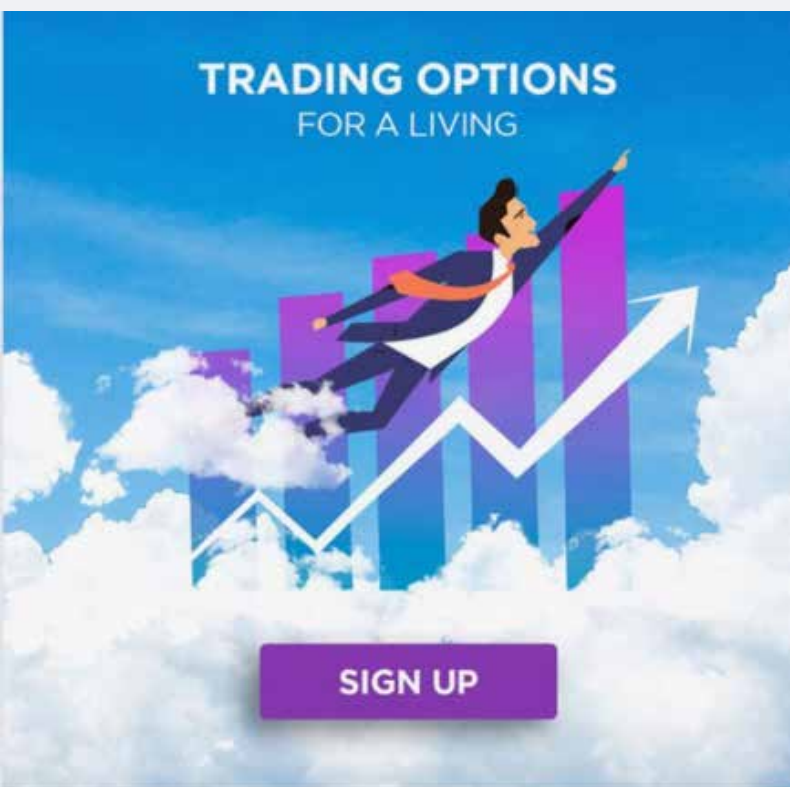
Free Stock Trading Masterclass: The One Dead Giveaway That Just Screams "I'm A Super Stock"

Sign Up

So with this creative we're getting 1.29% CTR which is pretty good for this space. Anything over 1% is a good sign for us.

Using this creative alone, we've gotten over 500 webinar registrations at \$11.94 a pop.

And I'll reveal the price of the program a bit later, but we're also getting around a 2X ROAS on this cold traffic ad. (mind you, this is a high ticket program)



Alright so let's start with the image.

The goal of the image is to stop the scroll. So a technique we like to do with our creatives is:

- Include a short benefit-driven headline in the creative
- A call-to-action
- Pattern interrupt image

This is our go-to formula for creating images that stop the scroll and get the click.

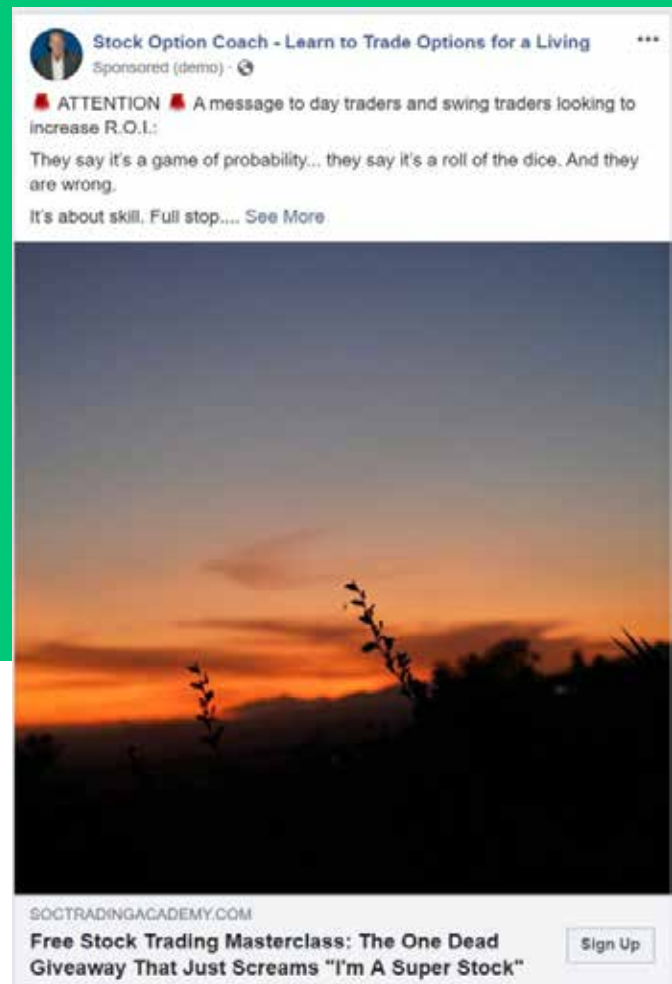
For the headline we're using the same high converting headline as the first creative.

If we have a winning headline or copy, the first thing we usually split test is the actual creative (image or video).

Then we'll try split-testing the other elements of the ad.

The copy is still the same as our first creative since it's a proven winner.

Ad Creative #3



This is one of our newest creatives and it's looking promising.

The headline and copy are still the same...

But notice the image. It's a sunset in some place.

This just goes to show you that your image doesn't need to be relevant to whatever you're selling. Sometimes you just need to stop the scroll.

Right now it's getting webinar registrations at \$13.57 a piece...

It's still optimizing, but here's the cool part...

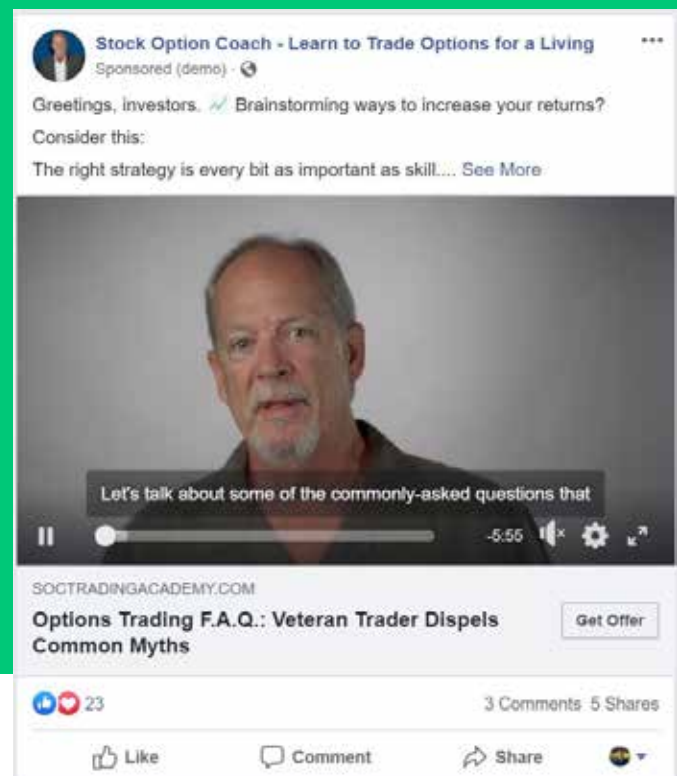
It's at a 10.86X **ROAS**.

All on cold traffic. I expect this to go down when we scale it, but it's looking good so far...

And it has the highest CTR out of all our creatives so far. Sitting at 1.63% CTR and 3.53% CTR ALL.

That 3.53% is great because it's showing that pretty much everyone clicking through is hitting "See more" and reading our copy.

Ad Creative #4



You've seen the cold traffic ads, now I want to show you one of our retargeting ads.

This is targeting people who've watched the webinar but haven't bought yet.

In addition to our back-end email follow-up, we're hitting them with retargeting ads.

You never know how close they are to buying, so it's always good to go over-the-top with retargeting.

Right now this ad is getting buyers at \$217.78 each...

That's a whopping **13.76X ROAS**.

Not too bad for a high-ticket program.



So for the video...

The content is based around the FAQ. It's the same FAQ we presented in the webinar, but normally the FAQ is at the very end.

And people who are on the fence usually leave before the FAQ or they forget.

So a good retargeting ad we always use is a FAQ video that answers the common objections of the webinar.

Again, it's getting us a 13.76X ROAS so the numbers speak for themselves.

SOCTRADINGACADEMY.COM

**Options Trading F.A.Q.: Veteran Trader Dispels
Common Myths**

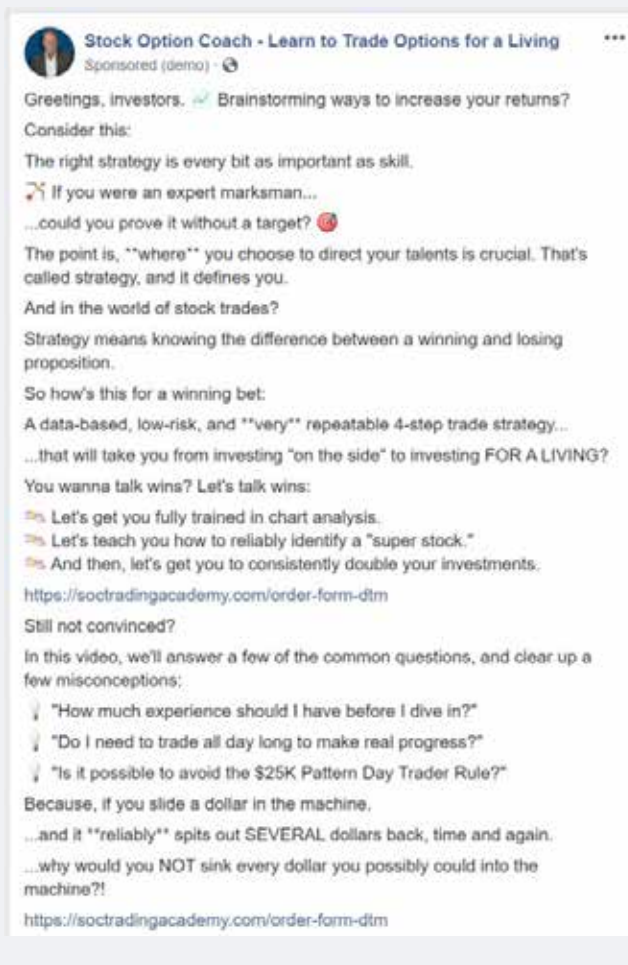
Get Offer

We make it known in the headline what's inside the video. Instead of using the curiosity or benefit driven headline to click...

Our goal here is to have them watch the video because that's what will drive the sale.

Plus this ad links directly to the checkout page.

So for the copy...



In the copy we want to remind them of the benefits of the program...

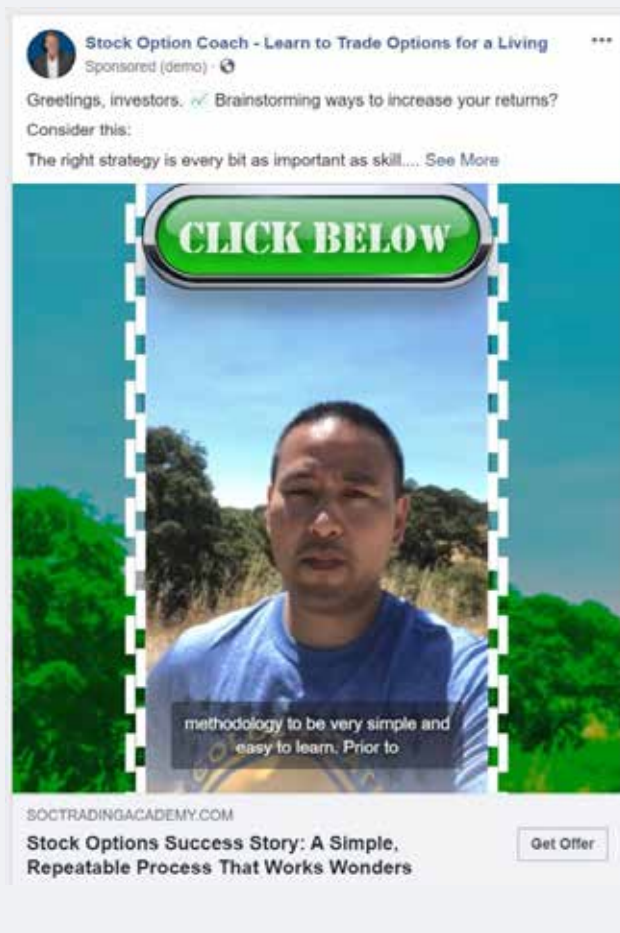
We want to remind them of the 4-step strategy that you can repeat to profit as much as you want.

We'll talk more about this later, but it's the unique mechanism for our program.

And lastly, we want them to watch the video because the FAQ handles any objections they have or forgot about.

Ad Creative #5





Here's the last retargeting creative we're using with a lot of success.

It's a simple testimonial video from Randall's students. They briefly talk about their background, what they learned inside Day Trading Mastery and what their results were.

Most importantly, each of these testimonials are emphasizing how EASY the system is and how anyone can implement it and start making money.

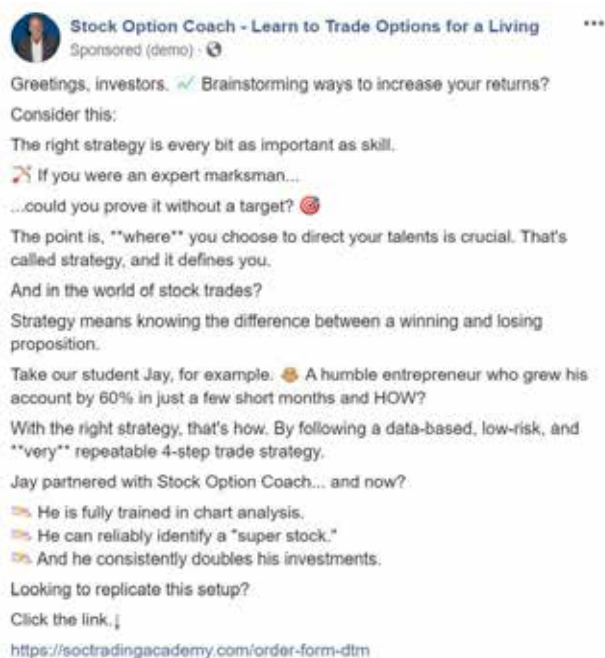
But as you can see, each of these creatives are in different styles...

The first testimonial video is a high quality sit-down with Hershell. Nothing fancy about it, it's like an interview quality based video.

The next one...



Here we're being a little creative. We're placing a CTA image inside the video and we're surrounding the testimonial in a pattern interrupt style.



The copy for these ads are pretty much the same. We just swapped out the names for each person respectively.

The angle is on the lines having a proven strategy to win at stock trading. Then it gives a brief background of the person's success.

SOCTRADINGACADEMY.COM

Stock Options Success Story: A Simple, Repeatable Process That Works Wonders

Get Offer

SOCTRADINGACADEMY.COM

Stock Options Success Story: The Simple, Repeatable Process That Yields Extraordinary Returns

Get Offer

The headlines are similar. Just a small change in wording.

So for results?

The creative with the pattern interrupt style is doing slightly better...

But the creative with Hershell has much higher CTRs and CTR Alls. In the end, sales is all that matters.

Jay Pattern Interrupt: 3.31% CTR, 5.51% CTR All

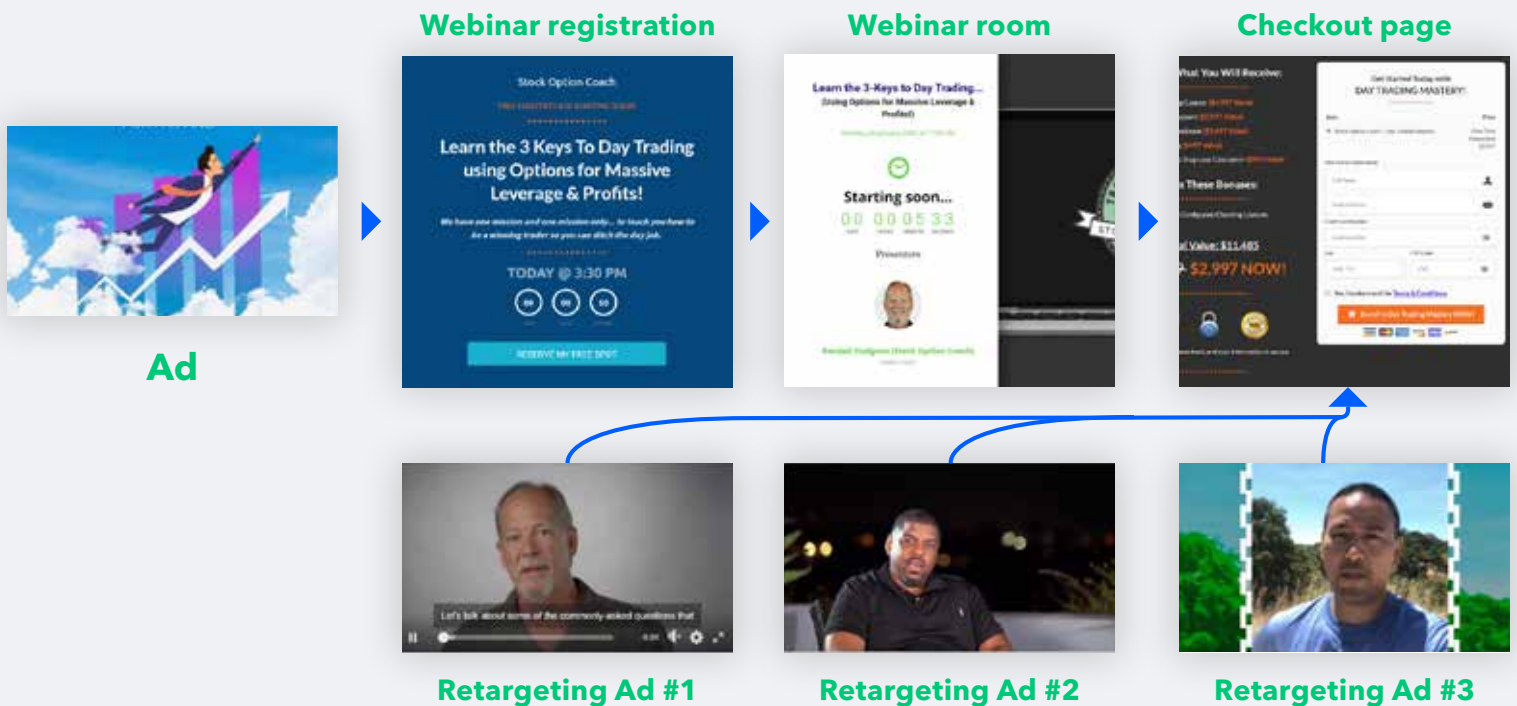
Hershell Interview: 4.17% CTR, 7.99% CTR All

Still, these ads are pulling 4.69X ROAS. And we haven't spent that much on them yet, still relatively new.

So I expect these numbers to shoot up as soon as more sales come rolling in. Alright now you know how we're getting people into this funnel...

Now let me show you the auto-webinar funnel that's making 5 figures a month selling a high-ticket financial program...

The Funnel Overview



So let's start with the webinar registration page.

The image shows a webinar registration page for 'Stock Option Coach'. The background is a solid blue color. On the right side, there is a photograph of a middle-aged man with a grey beard and mustache, wearing a grey blazer over a white button-down shirt and dark trousers. He is smiling and standing with his hands in his pockets. On the left side, the text is white and orange. At the top, it says 'Stock Option Coach' in white. Below that, in orange, it says 'FREE MASTERCLASS STARTING SOON:'. This is followed by a line of ten orange dots. The main headline is 'Learn the 3 Keys To Day Trading using Options for Massive Leverage & Profits!' in white. Below the headline, in a smaller white font, it says 'We have one mission and one mission only... to teach you how to be a winning trader so you can ditch the day job.' This is followed by another line of ten orange dots. Below that, it says 'TODAY @ 3:30 PM' in white. Underneath this, there are three white circles containing the numbers '00', '00', and '10' respectively. Below each circle is a small white label: 'HOUR', 'MINUTE', and 'SECONDS'. At the bottom left, there is a light blue rectangular button with the text 'RESERVE MY FREE SPOT' in white. The overall layout is clean and professional, designed to attract potential webinar attendees.

Immediately, the prospect knows exactly what to expect in the webinar by reading the headline:

"Learn the 3 Keys To Day Trading using Options for Massive Leverage & Profits!"

And the subheadline that lays out the ultimate benefit our prospect wants...
"We have one mission and one mission only...to teach you how to be a winning trader so you can ditch the day job."

So you might be wondering why we're using such a straightforward headline...

Shouldn't we use something that's more curiosity based?

Normally we would use something with a little more curiosity or sell some type of mechanism...

But there's 2 reasons why our headline is this:

- It's Facebook compliant

It's hard to get financial offers approved through Facebook so we have to write our copy in a way that follows Facebook guidelines and gets our message across.

- We know exactly who we want to target for our webinar

We'll dive into the offer a bit more later, but this autowebsinar sells a high end course/coaching program.

We want people with money and who are willing to invest.

And usually people in this market KNOW whether or not they want to day trade for a living or not.

So we don't need to convince them that day-trading is the way to leave their job. They already know and want that.

We only have to sell Randall (the guru) on why he's the guy that will help them.

Once they read the headline and subheadline, there's a call of action to register for the webinar.

Here's what happens when you click "Reserve my free spot"

Stock Option Coach

REGISTER TO THIS EVENT

When: Select date... [calendar icon]

Select session... [dropdown icon]

Select timezone... [dropdown icon]

Convert to other timezone

Your details: First name... [text input]

Last name... [text input]

Email... [text input]

REGISTER NOW >

Your details will be forwarded to the webinar organizer, who might communicate with you regarding the event or their services.

The prospect will see a pop-up that lets them schedule their webinar session.

Currently, we have a session running every 15 minutes.

We'll go over the numbers on this page in a bit, but let's go over the last part of this page first.

What You Will Learn On This Free Masterclass:

Lesson #1

The 3 Keys to Simplifying & Winning with Options

Lesson #2

How to Avoid The Pattern Day Trader Rule

Lesson #3

Learn to Spot The Next Market Turn

Meet the Coach

I'm Randall, the founder of Stock Option Coach... the world's most powerful options trading strategy

I have created a simple & repeatable trading strategy based on the big movements of super-stocks that are created by the buying & selling of the colossal Wall St. hedge funds. After reading a few dozen books on the stock market, I began trading. I started in 1979, trading part-time with a \$30,000 options account at Merrill Lynch.

Remember, we're only trying to convince the prospect that Randall is the man.

We don't need to spend time teaching them about how great day-trading is. They already want to day-trade, they're looking for the right help.

The story begins with building Randall's credibility.

So immediately we're telling the prospect what to expect. The 3 lessons he'll learn once he attends the webinar.

Next we're introducing Randall himself...

We also want to tease the mechanism and position as something NEW and EASY.

He's an ex-Wall Street guy that turned \$30,000 into \$120,000 in 1 year...from one stock.

In my first year, I achieved a **400% return** that pushed my account to over **\$120,000**. I traded only one super stock again & again as it exploded up. *I was hooked!*

My trading methodology continued to evolve over the next 30 years and from those tens of thousands of trades emerged a strategy that I have been using full-time for the last 10 years (and have not changed a single thing).

I've taught students from all walks of life, from all over the U.S. and even from other countries. I've taught traders of all levels how to supercharge their trading, so they can start living the life they have always dreamed about (think lose the job).



We show you how to capture day trades like this (EVERY DAY)

In today's masterclass, you will see proof of my students' trading success by showing you actual student trading statements... *No other training program does this! Why?*

They can't produce the kind of winning traders that we do.

Register today for your free spot in my upcoming masterclass to learn more about the **3 Keys to Day Trading... using Options for Massive Leverage & Profits!**

This was all possible because of a simple system that he developed himself.

It goes on to tell how he STILL day-trades for a living and how he's surpassed over 10,000 trades.

This is important for our positioning because most day-trading guys out there focus on selling their training instead of actually trading.

So to differentiate Randall, we wanted to emphasize that he's STILL doing this today for a living...whether or not you buy his program or not.

This gives the impression to our prospect that Randall will be teaching them what he's currently doing...

And kind of addresses an objection of whether or not he's teaching outdated, old material.

The last part of the copy gives social proof, Randall has taught tens of thousands of students.

But then introduces an irresistible benefit to why they should register the webinar...

Showing you actual student trading statements.

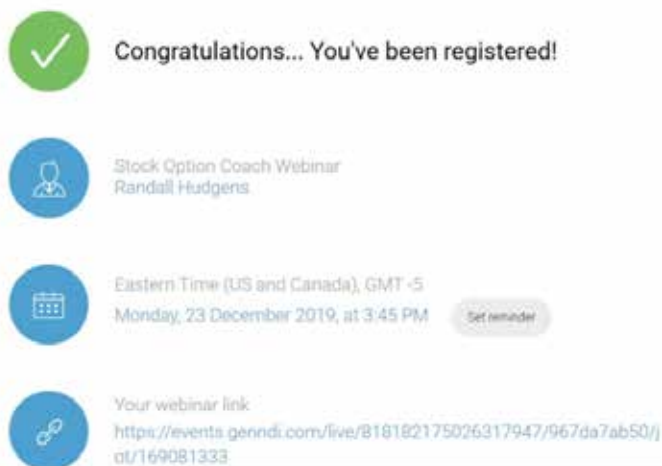
We know in this market, a lot of the guys seem "secretive". And because of this, there's a lot of skepticism in the space.

But by being FULLY transparent, we're positioning Randall in higher authority compared to everyone else teaching day-trading.

Finally, the page ends with a final call-to-action to register for the webinar.

Alright let's move onto the webinar page...

Once you register for the webinar, you'll be taken to this page:



You'll see exactly when the webinar starts and the link to it.

And we also send a reminder email with the link to the webinar room too.

Alright, let's move on...

Learn the 3-Keys to Day Trading...

(Using Options for Massive Leverage & Profits!)

Monday, 06 January 2020, at 11:00 AM



Starting soon...

00 00 05 33

DAYS

HOURS

MINUTES

SECONDS

Presenters



Randall Hudgens (Stock Option Coach)

Trader // Coach



Webinar Page

This is the waiting room for the webinar. Prospects will see this page once they click through on the link.

Alright, let's break down this webinar...

The Webinar

To give you an idea of how a typical webinar flow goes...



Content #1

Content #2

Content #3

Content #4

One big idea



We want to weave each of our content pieces back to the core idea of the webinar. I'll talk more about this in detail later on.

But let's start from the beginning...

So at the start of the webinar, we want to establish 3 things.

-
1. We want to remind the prospect what they're going to learn in this training
 2. Randall's credibility and why they should listen to him
 3. Reason why he's hosting this training
-

This is close to a 2 hour webinar, so it's our job to hook someone's attention from the start and keep it.

When we establish these 3 things in the very beginning, it initially gives the prospect reasons why they should keep watching.

Next, we throw in some social proof to establish Randall as the expert.

For a minute or two, Randall goes over all the success stories he's had inside his program.

We're doing 2 things with this:

1. We're showing them that this program actually works and is not a scam
 2. We're planting the seeds of belief that they need to buy this to successfully trade stock options
-

It's important you make the prospects see their end goal in mind in the very beginning.

Which is why we spend a few seconds giving a glimpse of Randall's life.



This future paces the possibilities that are available once the prospect becomes successful at stock options trading.

Next, we give a live testimonial from one of Randall's most successful students.

Pete talks about the proprietary trading method he learned inside Stock Option Coach and talks about how EASY it is to apply what he learned. We want to make the program sound like it's done-for-you as much as possible.

And we're also answering objections here. Pete is answering questions that are probably in the minds of the people watching this webinar.

Pete, you learned a specific methodology in the training, can you tell us about it?

How would you describe Stock Option Coach to a friend?

Do you feel like you've taken your last course?



Next, Randall starts diving inside the content of the webinar. I'll go over the flow of the content and save you the details.

How many hours a day are we normally trading?

It's a good idea to mix up the content that is being presented, so instead of only hammering them with facts, we throw in questions that answers objections.

The prospects want to day trade for a living, but they don't want to sit in front of a computer screen for 8-10 hours a day.

So immediately Randall tells them that they won't be doing that. In fact, the biggest trades happen in the first 3 hours.

The 3 Keys

1. The entry
2. Risk Control
3. Exit Strategy



An SOC trader always knows what to do. No guessing, wishing, or hoping. He just follows our "Rule Based" system!

We want to present our unique mechanism as soon as possible.

This mechanism will differentiate our program from everyone else's program on day trading. So one of the very first pieces of content is the features of his proprietary method.

Stop the madness

Covered Calls

Iron Condor

Long Collar

Debit Put Spread

Bull Call Spread

Protective Call

Iron Butterfly

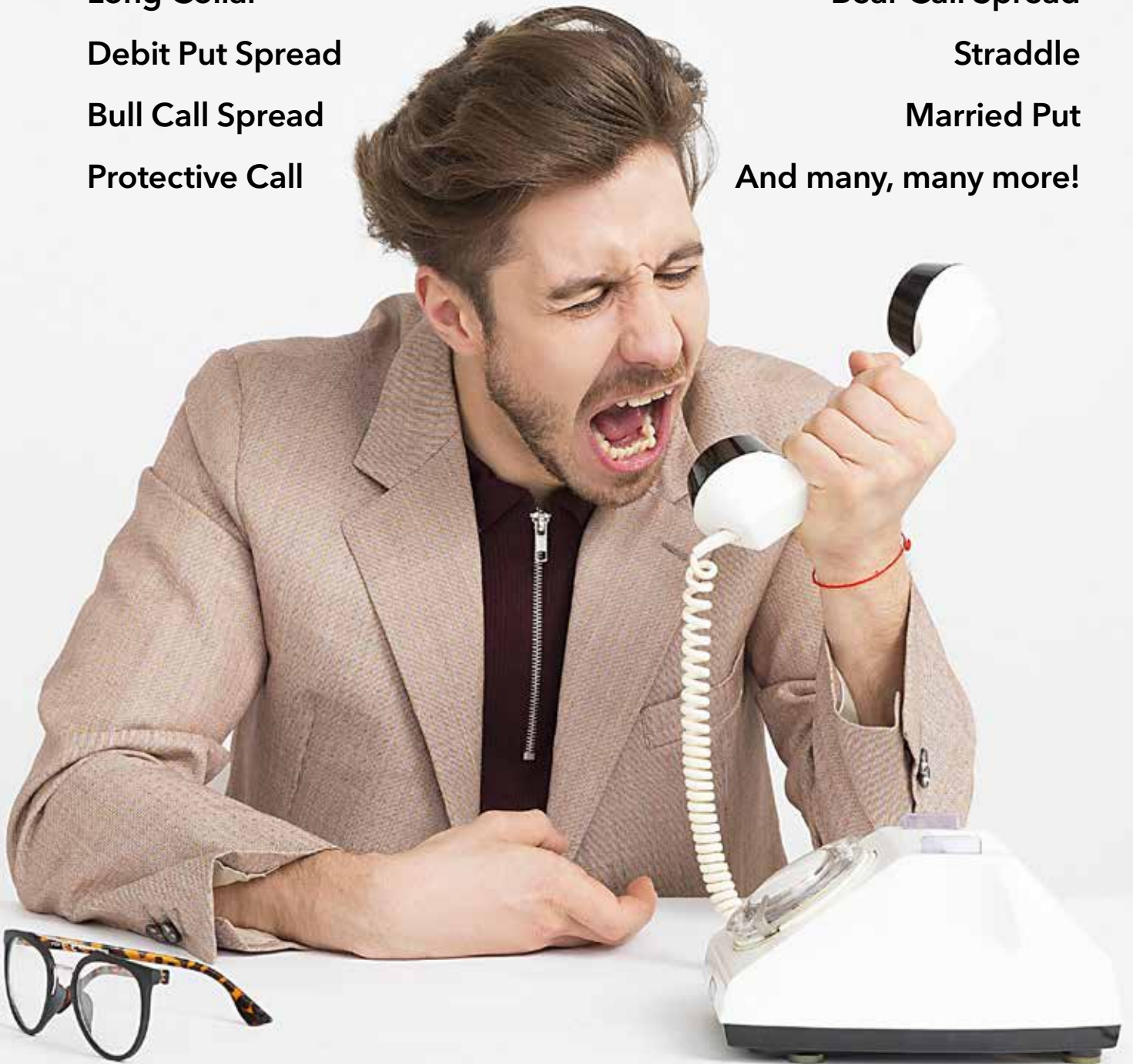
Debit/Credit Spread

Bear Call Spread

Straddle

Married Put

And many, many more!

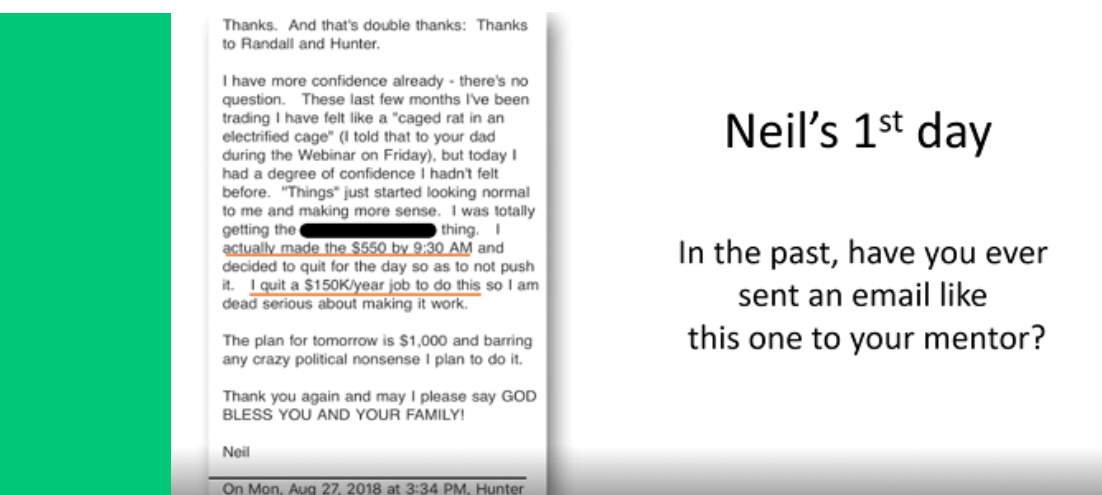


After going through the features that make up SOC's proprietary trading method, we want to throw rocks at other methods that are taught in the industry.

There's a quote from persuasion master Blair Warren that goes:

"People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help throw rocks at their enemies."

So whenever possible, it's a good idea to position other methods in the market as "enemies".



Again, we mix up the content to keep the prospect's attention. We throw in some social proof and testimonials in between for the program.

So each webinar needs ONE big core idea that will:

- Give prospects an epiphany moment
- Make them buy

If you've ever followed any of Russell Brunson's work, he has something called the "Big Domino Statement".

It goes something like this:

"If I can get someone to TRULY believe that **opportunity** is the key to getting **what they desire the most**, and they can only get it through the **vehicle**, then they have no other options but to buy."

All your messaging and webinars need to make your prospect understand this statement.

So in our case with SOC, it'll look something like this:

"If I can get someone to TRULY believe that **Stock Option Trading** is the key to **quitting their job and making a full-time living day trading**, and they can only get it through **Day Trading Mastery**, then they have no other options but to buy."

So to give a little more context about our market...

There are many ways to day trade. Earlier you saw a slide of some of the methods you can use.

But in SOC, we want to convince the prospect that stock option trading is the BEST method...

And the ONLY way to get what they really want in life.

What's the real story about options?

So we have to spend some time educating the prospect on why stock options is the best.

And to make your sales argument even more powerful...

You want to introduce a “unique mechanism of the solution”. I’ll tell you what that is in just a second with stock options...

Option trades can yield massive gains compared to Stocks due to Leverage

That is the unique mechanism of stock options. And why it’s better than all the other methods out there.

To avoid getting into specific details, leverage is how a trader can trade large capital stocks like Netflix or Amazon WITHOUT having millions of dollars.

Do we scan stocks daily?

NO... never!

Do we do homework at night?

NO... never!

And whenever a new concept is introduced, a common objection is “is this easy?”

So we need to always reinforce that our method is easy and safe.

Just a quick reminder that there is going to be a FREE bonus for anyone who watches this webinar to the end that will help you start making money tomorrow.

Strong statement?

At this point, we're not even halfway through the webinar yet...

So we want to give the prospect a reason to stay watching. We do this by giving them a bonus if they stay till the end.

Which also means they'll have to watch our pitch too.

Losing Is Not Your Fault!

Why?

You have been given faulty information
on trading... it's that simple!



FACT: 90% of traders fail!

And the majority of these
traders *have had training of*
some kind. And *still fail!*

During the webinar, we want prospects to feel like they can NEVER succeed with other methods.

But we also want them to know it's not their fault. And we want to give them a reason why they've failed in the past.

This is important once we transition into our pitch because during the pitch, we will give them a feeling of hope. Hope that they can finally succeed with the help of Randall's program.

One of the goals of this webinar is to make stock option sound way easier than any other methods...

So like I said earlier, we spend a lot of time throwing rocks at other methods.

Are Candlesticks the answer?



Candlesticks is a common term used in the trading world when identifying patterns. And it does take some time to learn.

BUT in SOC, our prospect doesn't even need to know candlesticks to be successful. In fact, it's useless. They only need 3 things - Close, High and Low.

StockOptionCoach.com

What's the definition of a professional trader?
Someone who averages more on his winners
than he averages on his losers! A 3:1 ratio is all
you need to be a professional trader!

Congratulations!

You Are Now Financially FREE.

We want to make our prospects feel like they are dangerously close to achieving what they want.

So we position it in a simple concept that they'll understand.

"Once you're able to hit 3:1 ratios on your trades (winners:losers), then you'll be financially free."

Here is an entry using the odds from our “Proprietary Methodology”
– and using the trade management feature as well.



We also want to throw in some proof straight from the program. Having different kinds of proof is important and increases the believability.

So while having testimonials is good, sharing screenshots of actual trades boosts the credibility of this program.

Remember, these prospects have to pay \$2997 for this program...

So we need them to know this investment is worth every single penny.

This is only 1 of my 5 SOC Proprietary Tools to catch turns in the Market



Besides our trading method, we also go into tools that are provided to members of this program.

This lets us differentiate ourselves even more from the competition AND makes it feel like it's more done-for-you.

**The Nasdaq did the
opposite of what the
media said!**



We show more proof from inside the program of these tools working. And we also throw rocks at traditional methods at the same time. (traders typically get information from the news)

Stock Option Coach and shared with 1/2/2018

Time	Act	Qty	Price	Amnt	P&L	Com
Oct 10:48 AM	Buy	5	2.63		225	
Oct 10:51 AM	Buy	5	2.98			
Oct 10:52 AM	Buy	5	2.76			
Oct 10:53 AM	Buy	5	2.90			
Oct 10:59	Buy	5	3.23		205	
Oct 10:59	Buy	5	2.62			
Oct 10:59	Buy	5	2.62			
Oct 10:59	Buy	15	2.84		135	
Oct 10:59	Buy	5	2.67			
Oct 10:59	Buy	20	2.73			
Oct 11	Oct 18	Buy	5	2.66	200	
Oct 11	Oct 18	Buy	5	2.06		
Oct 11	Oct 17	Buy	5	3.64	200	
Oct 11	Oct 17	Buy	5	3.60		
Oct 11	Oct 17	Buy	5	3.71	5	
Oct 11	Oct 17	Buy	5	3.70		
Oct 11	Oct 17	Buy	5	3.30	100	
Oct 11	Oct 17	Buy	5	3.50		
Oct 11	Oct 17	Buy	5	3.83	100	
Oct 11	Oct 17	Buy	5	2.28		
Oct 11	Oct 17	Buy	5	2.66	100	
Oct 11	Oct 17	Buy	5	2.83		
Oct 11	Oct 17	Buy	5	2.84	100	
Oct 11	Oct 17	Buy	5	2.86		
Oct 11	Oct 17	Buy	5	2.92	100	
Oct 11	Oct 17	Buy	5	3.00		
Oct 11	Oct 17	Buy	5	2.90	100	
Oct 11	Oct 17	Buy	5	2.94		
Oct 11	Oct 15	Buy	5	4.05	275	
Oct 11	Oct 15	Buy	5	3.50		

1 Week Net Profit +\$875

**Derrick wins \$875 in the
1st week of his 2nd month**

His ratio was: 3.1 to 1

So there's something in marketing called "damaging admission". It means that you are being transparent about the flaws of your product or service.

And by showing cases of damaging admissions, it can be very powerful. Because it increases believability and trust in your prospects

Here we're showing a trading log of a student directly from the program. And do you see the numbers in red?

Those are losses.

Meaning, this system is NOT guaranteed to give you wins. BUT you don't always need to win to day trade full-time.

Like I said earlier, they only need to have a win ratio of 3:1 to be financially free. So we back that statement up with solid proof here.

But when the prospect SEES that there are losses, it's not going to turn them off.

In fact, it'll do the complete opposite. It'll make them feel like this is the real deal. Because everyone knows it's impossible to win every trade. We do this multiple times with our testimonials and proof throughout this webinar. And if you haven't already, consider throwing in some instances of damaging admission in your messaging too.

What do we day trade?

- A select group of leading stocks & indexes that give you a "huge advantage." (no penny stocks – this is the real deal!)

Why? Many reasons, but I'll share one.

- Big moves daily with big volume

What else?

- You only need to trade the 1st 2-3 hours of the day to achieve your goals
- We program your charting software with our methodology. (You will need to sign up with TC2000.com - \$29.95/mo + real time \$15/mo)
- We show you how to professionally execute a trade & place an automatic stop.
- We show you how to set buy, sell, & set stop alerts
- You will receive the best support in the industry!

Towards the end of the content portion of the webinar, it's always good to recap what they've learned so far.

And I want to put emphasis on WHAT...

Because here's one killer webinar mistake I see a lot of people making...

It's by teaching TOO MUCH. OR by giving away the HOW.

The HOW is what the prospects are paying for. If you give it away, then they DON'T need to buy whatever you're selling.

So whenever we're teaching in our webinars, we teach them WHAT not HOW.

Let's put this in terms of this specific webinar...

The viewer knows:

- What stocks to trade
- What time of day to trade
- What methodology to follow (Entry, Risk control, Exit)

But they don't know HOW. They need to know the HOW to be successful in day trading options.

So when we pitch, we're going to pitch them the HOW.

Stock Option Coach Day Trading Course

Part 1

- Module 1 - A Rule Based Methodology
- Module 2 - Price Action & Technical Analysis
- Module 3 - Odds and Probabilities
- Module 4 - Trading Superstocks
- Module 5 - Tools of the Trade
- Module 6 - The Setup and Entry

Online Training Video #1 (5 hrs)

Now we're entering the pitch of the webinar. We're telling them exactly what they get and what they'll learn inside the program.

Don't think you have enough CAPITAL to day trade?

FACT: You do NOT need a \$25,000 account to day trade options.

- You can start with as little as \$2,000 (most traders start with \$5K - \$10k)

Here's What You're Going To Get...

- **SOC Day Trading Course**

*includes 10 hours of video training

(\$4,997 Value)

Total Value: \$4,997

In the middle of presenting what they're going to get, we also want to answer any objections they may have.

One of the limiting beliefs/objections our prospects have is that you need a lot of money to trade successfully.

Maybe with other methods you do, but not with trading stock options.

Now we're getting into the part of the webinar where we reveal the price. This is called the Value Stack.

We're going to systematically list out each individual value of what's inside the offer and total it for the prospect.

Before this slide, Randall even price anchors the value of what he's giving you.

He does this by saying that clients pay him \$20K+ and fly to him just to learn from him.

What You're Going To Get...

- **SOC Day Trading Course**

*includes 10 hours of video training

(\$4,997 Value)

- **12 Weeks of Support**

(\$2,997 Value)

Total Value: \$7,994

Every time we list out an individual value of the program, we need to re-summarize it right away. This is an important part of delivering the Value Stack because people generally only remember the first and last things someone says.

By delivering the stack this way, we hammer in the value piece by piece into their heads.

What You're Going To Get...

- **SOC Day Trading Course** (\$4,997 Value)
*includes 10 hours of video training
- **12 Weeks of Support** (\$2,997 Value)
- **Risk Control Handbook** (\$1,997 Value)
- **SOC Trading Log** (\$497 Value)
- **Stop Loss Calculator** (\$997 Value)

Total Value: \$11,485

This is the final Value Stack of the offer. Generally we try to aim for the value to be 5-10X the price of the program.

So since this program will be at \$2997, we're right around that mark.

This might be obvious but always remind the prospect that you won't be charging that much. And they'll be able to get in at a small one-time fee or however your payment terms go.

Remember, these people aren't marketers. You gotta hold their hand through each thing.

Now this next part is important...

If It All It Did Was...

- Show you exactly how to become a winning trader for life.
- Gave you the confidence and tools to finally break through your trading woes and end the month with a profit.

What If...

- You never blew up another account.
- You starting making \$3k a month.
- You avoided 10 years of back testing and trying new failed indicators & strategies.

You need to justify that price of that Value Stack.

We do this by anchoring it against the end-result our prospects are after.

Would you pay \$11K to be a winning trader for life?

Then we share some examples of student successes who made well over \$11K by investing in this program. (Randall speaks these out loud, there's no slide)

And here's a small psychology trick you should know about...

People are more motivated to avoid loss than to acquire gains. So we put that into perspective with the next slide.

They can avoid 10 years of testing and work that's already been done inside the program. AND they can start making \$3K a month.

Now at this point we haven't revealed the price yet, but we're letting the prospect go through some numbers in their head.

Generally whenever someone invests in a course, they want to know how fast they can make their money back.

By giving them this little bait of \$3K/month and only revealing the Value Stack price...

They can do some quick math inside their head and assume they can make their investment back in 4 months.

Day Trading Mastery

SPECIAL ONE-TIME OFFER!

We're just about ready to reveal the price, but before we do that...

We ALWAYS want to give a reason why. Take note of this, whenever you give a discount, always give a reason why you're doing it.

It makes it more believable. If you just slash away the price from the Value Stack with zero reason, your prospect will think your product is lower quality.

So Randall's reason is that he is on a mission to help as many traders as possible make a full-time income day trading.

Day Trading Mastery

- You're Not going to pay \$11,485 Value
- You're Not going to pay \$4,997 Regular Price

→ **SPECIAL: \$2997**

Click the Button Below or Go to:

www.StockOptionCoach.com/special

Now we finally reveal the price.

We already anchored that they could be making \$3K/month earlier...

And now when they see this price, they'll see that they can recoup their investment within 1 month.

On the price reveal, you want to lead with a strong call-to-action (CTA) and tell them to go to the link and hit Buy Now.

The rest of the webinar is designed to push the people who are on-the-fence into buying...

Could this be your Trade Log?

Kerry T.			Stock	Option	Coach	Trading Log - 2018				Month #1			\$10,000				
										Running							
										Capital	Gross	Net		Total			
Date	Stock	Contracts	Month	Strike	Call	Exp	Price-in	Price-out	Used	Profit	Comm's	Profit	Profit	Account			
1 15-Oct	QQQ	10	Oct	104	Call				\$1,040	\$260.00	(\$18.00)	\$242.00	\$242.00	\$10,242.00			
2 18-Oct	QQQ	10	Oct	176.5	Call				\$850	(\$130.00)	(\$18.00)	(\$148.00)	\$94.00	\$10,094.00	Winners	8	67%
3 19-Oct	QQQ	10	Oct	173.5	Call				\$2,620	\$300.00	(\$18.00)	\$282.00	\$376.00	\$10,389.00	Losers	4	33%
4 19-Oct	QQQ	10	Oct	173.5	Put				\$2,750	\$450.00	(\$18.00)	\$432.00	\$808.00	\$10,834.00	Total	12	100%
5 6-Nov	QQQ	10	Nov	172.5	Call				\$990	(\$30.00)	(\$18.00)	(\$48.00)	(\$48.00)	\$10,786.00	Avg	\$455	3.2
6 6-Nov	QQQ	10	Nov	171.5	Call				\$990	\$250.00	(\$18.00)	\$232.00	\$232.00	\$11,018.00	Avg loser	\$140	1
7 5-Nov	QQQ	10	Nov	172	Call				\$1,000	\$1,000.00	(\$18.00)	\$982.00	\$982.00	\$12,000.00	Ratio: 3.2 : 1		
8 12-Nov	QQQ	10	Nov	278	Call				\$1,080	(\$130.00)	(\$18.00)	(\$148.00)	(\$148.00)	\$11,852.00			
9 14-Nov	QQQ	10	Nov	167	Call				\$1,090	\$370.00	(\$18.00)	\$352.00	\$352.00	\$12,204.00			
10 15-Nov	QQQ	10	Nov	166	Call				\$950	(\$200.00)	(\$18.00)	(\$218.00)	(\$218.00)	\$11,986.00			
11 15-Nov	QQQ	10	Nov	165.5	Call				\$930	\$640.00	(\$18.00)	\$622.00	\$622.00	\$12,608.00			
12 15-Nov	QQQ	10	Nov	167	Call				\$890	\$510.00	(\$18.00)	\$492.00	\$492.00	\$13,100.00			
										Net		\$3,100	\$13,100.00		Return 31%		

The best way to do this is to show more social proof. Here we show a screenshot of a student's successes inside the program. We reinforce the idea that they could make their full investment back in 1 month...

And the rest will be money in their pockets.

If you made \$3,000 in your first month after completing the training (like Kerry did)...

Then EVERY winning trade after that is **PURE PROFIT!**

BONUS

Custom Configured Charting Layouts
In TC2000 Charting Software

To make the offer even more enticing, we're going to reveal the bonuses to get people off the fence.

What You're Going To Get...

- **SOC Day Trading Course** (\$4,997 Value)
*includes 10 hours of video training
- **12 Weeks of Support** (\$2,997 Value)
- **Risk Control profile** (\$1,997 Value)
- **SOC Trading Log** (\$497 Value)
- **Stop Loss Calculator** (\$997 Value)
- **Custom configured charting layouts** (Priceless) **BONUS!**

Total Value: \$11,485

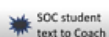
And after every bonus, we gotta show them the Value Stack once again.

YOU HAVE A CHOICE:

You can listen to the news, join chat rooms, learn another new indicator, watch endless videos, follow the pundits, do it again, or:

Learn a simple, powerful methodology. A method to use for life, one that repeats due to the natural rhythms of price action and the market. And one that will never go out of style.

A method that generates setup after setup, putting the odds in your favor of winning time and time again.



I'm trying to build the trading skill set & Session 1 that I watched on Saturday taught me more than I've learned in decades. Thank you!

After we ask for the sale again, we introduce something called the "crossroads close".

Basically we're telling the prospect that they have a couple choices here.

They can continue doing whatever they were originally doing and get the same results...

OR they can join our program and finally start making money.

Frequently asked questions:

- **How much capital will I need?** You can start with as little as \$2K. Most traders start with \$5K to \$10K.
- **Do I need to trade all day?** No. If you can be available for 2-3 hours a day, you can make all the progress you need.
- **Will I learn to sell options?** No. In my opinion, selling options is a losing strategy.
- **Do I need experience to take your training?** No. We cover everything you need in the training along with the best support in the industry.
- **What kind of returns can I expect?** While we make no "guarantee" of certain returns, I feel our students have the best results in the industry & we're proud of that. And we have zero complaints.
- **Can I avoid the \$25K Pattern Day Trade Rule?** Yes.
- **Can I trade any stock or index I want?** Yes. But we will show you the "best" ones to trade.

The next section is the FAQ. We want to re-summarize some of the objections of the webinar as questions.

**Finally! There is a way for you to WIN!
You MUST have these three (3) tools to
trade successfully!**

1. **Entry** - A simple, repeatable way to enter trades only when the odds are in your favor! (We train you in the easy to learn, but very powerful, SOC Methodology)
2. **Risk Control** - Our simple, easy to follow Risk Management Model
3. **Exit Strategy** - Trade management skills (We provide you with 3 simple ways to manage each and every trade for the rest of your life)

We present this slide multiple times throughout the webinar.

That's because we want the prospect to know that this is all they need. Once they understand this idea, then they need to join Day Trading Mastery.



Student's Name: Tom

Total Account: **\$20,000**

Stock Option Coach Student Trading Log - 2018

Date	Stock	Total Contracts	Month	Strike	Call Put	Days Left	Filled Price-in	Filled Price-out	Capital Used	Length of Trade in Days	Gross Profit	Comm's	Net Profit	Running Total Profit	Account	(p/trade) ROI
1	2-Jan	20		177.5	Call			\$5.28	\$3,600	2	\$6,960.00	(\$18.90)	\$6,941.10	\$6,941.10	\$26,941	26%
2	2-Jan	10		180	Call			\$1.55	\$1,670	1	(\$120.00)	(\$12.40)	(\$132.40)	\$6,808.70	\$26,809	0%
3	2-Jan	10		182.5	Call			\$1.66	\$1,360	1	\$300.00	(\$12.40)	\$287.60	\$7,096.30	\$27,096	1%
4	3-Jan	20		182.5	Call			\$2.95	\$3,380	2	\$2,520.00	(\$18.90)	\$2,501.10	\$9,597.40	\$29,597	8%
5	3-Jan	20		185	Call			\$1.30	\$2,820	1	(\$220.00)	(\$18.90)	(\$238.90)	\$9,358.50	\$29,359	-1%
6	3-Jan	20		185	Call			1.23	\$2,700	1	(\$340.00)	(\$18.90)	(\$258.90)	\$9,100.00	\$29,100	-1%
7	3-Jan	30		182.5	Call			2.34	\$3,450	1	\$3,570.00	(\$25.40)	\$3,544.60	\$3,544.60	\$32,644	11%
8	4-Jan	20		172.5	Call			1.41	\$3,040	1	(\$220.00)	(\$18.90)	(\$238.90)	\$3,305.70	\$32,405	-1%
9	4-Jan	30		172.5	Call			0.87	\$3,060	1	(\$450.00)	(\$25.40)	(\$475.40)	\$2,830.30	\$31,930	-1%
10	4-Jan	30		172.5	Call			0.83	\$2,550	1	(\$60.00)	(\$25.40)	(\$85.40)	\$2,744.90	\$31,845	0%
11	4-Jan	10		205	Call			1.45	\$1,550	1	(\$120.00)	(\$12.40)	(\$132.40)	\$2,612.50	\$31,712	0%
12	4-Jan	20		185	Call			0.76	\$1,780	1	(\$260.00)	(\$18.90)	(\$278.90)	\$2,333.60	\$31,433	-1%
13	5-Jan	20		185	Call			2.14	\$4,020	1	\$260.00	(\$18.90)	\$241.10	\$2,574.70	\$31,674	1%
14	5-Jan	20		154	Call			0.96	\$2,080	1	(\$160.00)	(\$18.90)	(\$178.90)	\$2,395.80	\$31,495	-1%
15	5-Jan	20		154	Call			1.1	\$2,000	1	\$200.00	(\$18.90)	\$181.10	\$2,576.90	\$31,677	1%
16	8-Jan	30		172.5	Call			2.66	\$7,830	1	\$150.00	(\$25.40)	\$124.60	\$2,701.50	\$31,801	0%
17	8-Jan	30		187.5	Call			1.92	\$5,250	1	\$510.00	(\$25.40)	\$484.60	\$3,186.10	\$32,286	2%
18	8-Jan	30		172.5	Call			2.52	\$7,740	1	(\$180.00)	(\$25.40)	(\$205.40)	\$2,980.70	\$32,080	-1%
19	8-Jan	30		172.5	Call			2.26	\$7,020	1	(\$240.00)	(\$25.40)	(\$265.40)	\$2,715.30	\$31,815	-1%
20	9-Jan	30		172.5	Call			2.25	\$7,770	1	(\$1,020.00)	(\$25.40)	(\$1,045.40)	\$1,669.90	\$30,770	-3%
21	9-Jan	20		190	Call			2.31	\$4,500	1	\$120.00	(\$18.90)	\$101.10	\$1,771.00	\$30,871	0%
22	9-Jan	20		190	Call			2.08	\$4,480	1	(\$320.00)	(\$18.90)	(\$338.90)	\$1,432.10	\$30,532	-1%
23	9-Jan	20		172.5	Call			2.43	\$5,080	1	(\$320.00)	(\$18.90)	(\$338.90)	\$1,093.20	\$30,293	-1%
Totals											\$10,760.00	(\$467.30)	\$10,292.70	\$10,292.80	\$30,360	

January

2nd-9th

Results	# of Trades	Win/Loss %
Winners	9	39%
Losers	14	61%
Total	23	100%

	Profit/Loss	Ratio
Avg. Profit	\$1,621.11	6:1
Avg. Loss	(\$273.57)	1:6

52% return in 6 trading days!!

Getting close to the end here...

So we want to just hammer in more student success stories, just reinforcing the idea that they can make back their investment easily.

After one more Value Stack slide, we give one more call-to-action and then we end.

Let's go over the order form now...

Your Day Trading Mastery Offer Expires in:



Order Form

Now after they've watched the entire webinar, we send them to an order form to buy.

On this order form, we wanted to layer in as much social proof as possible.

This makes the prospect feel assured that they're making a good investment. And since this is a high-ticket offer, we need them to feel as safe as possible.

Here's the order form:

Here's What You Will Receive:

- ✓ SOC Day Trading Course (\$4,997 Value)
- ✓ 12 -Weeks of Support (\$2,997 Value)
- ✓ Risk Control Handbook (\$1,497 Value)
- ✓ SOC Trading Log (\$497 Value)
- ✓ Position Sizing & Stop Loss Calculator (\$997 Value)

Plus These Bonuses:

- ✓ **Bonus:** Custom Configured Charting Layouts (PRICELESS)

Total Value: \$11,485

~~\$4,999~~ **\$2,997 NOW!**



Your privacy is guaranteed, and your information is secure.

Get Started Today with DAY TRADING MASTERY!

Item	Price
• Stock Option Coach - Day Trading Mastery	One-Time Payment of \$2,997

Your Contact Information:

Full Name



Email Address



Credit Card Number:

Card number



Exp:

MM / YY

CVC Code:

CVC



☐ Yes, I understand the [Terms & Conditions](#).

Enroll in Day Trading Mastery NOW!





Typical value stack on the side with bonuses and the price.

We don't do 2 step order here because we've already collected their info for the webinar. And people who don't order will get follow-up email sequences from us to get them off the fence.

Here's the bottom half of the page:



 Grabbed a quick \$1,650 out of this trade today.


 Never thought I could make this kind of money trading!!!

almost made my salary for the year!!!


this is crazy, all the studying charts and following your instructions are paying off Thanks once again.


7:03 AM


Woohoo! That's what I'm here for my man! Keep rocking it. This is your new life!!


 Coach, Nice \$670 gain on BABA here. we'll keep an eye on it going into the G20 meetings. Rick


1:17 PM

 Great. 2500.00 dollar day today just from a phone and on a vacation.


 Thank you Coach! The experience is really paying off - but the foundation you built for me is my rock!

 If it wasn't for your passion- I wouldn't be heading where I'm heading 🙌 it's truly an awesome feeling! Getting linked up with someone like you has been a dream of mine for many years. I knew within the first minute of our initial conversation- that you were the real deal.


 Coach, I made \$410 on MSFT today. Keeping my eyes open for other opportunities. Rick


 made 13k on [redacted], 4k on [redacted] and 3750 on SPY. Bought [redacted] and [redacted] again and still in overnight.

the biggest day I've had as a day trader!!!

 A week since our conversation, net profit after commission \$1,250 with just one contract a \$2,000 account, this includes one losing day as well

7:28 AM

 Coach, \$1300 from this NFLX trade. Not too shabby! Rick


 Screen clip

9:51 AM

whoa! - pro trading my man. You grabbed the wash n rinse & rode the train down the tracks!

how many contracts?


10:12 AM

 10. I got great executions on both sides which of course helped!

10:35 AM

sweet - glad to see you are staying within the risk profile! nice trading


10:39 AM

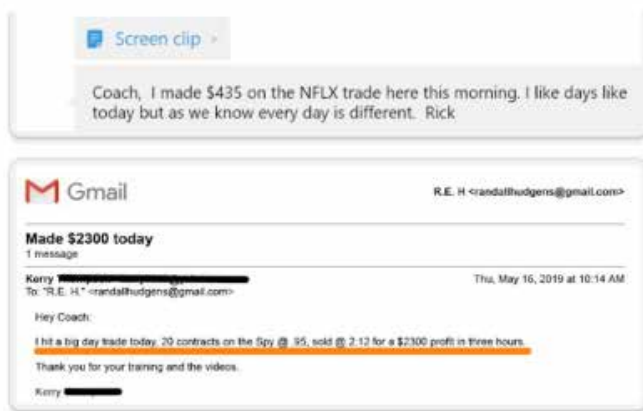
 Thanks. Most of my trades are 10 contracts. I started using \$ just to have "skin in the game" but trade no more than 10 currently.

10:50 AM

that's good - consistency & discipline are key in this business. Plenty of time to go big when you have built a strong foundation

12:10 PM

 Thanks! I agree. Money is secondary to the system. If I use the system properly the money will come.



Total Value: \$11,485

~~\$5,000~~ \$2,997 NOW!

» Yes! I'm Ready to Join Day Trading Mastery NOW! «

Again, just hammering them with social proof. The prospect is about to invest \$3000, so we need them to see how they can make back their investment and more.

Post Webinar Follow-up

Alright so we send a number of emails to people who viewed the webinar, watched halfway or didn't watch it.

For the people who missed their scheduled webinar time, we send them to a replay page.

Welcome to the
Stock Option Coach
Webinar Replay!

*If this page is still here, it means we're still accepting traders into Day Trading Mastery for a limited time.
This offer expires when the timer below hits 0!*



Join Day Trading Mastery NOW!

[Click Here to Get Started...](#)

Hurry! Some time has already passed!
This offer is only available for:

"How Do I Know YOU and THIS is Legit?"

>> Click the links below for proof! <<

✓ [Testimonials From Students in Day Trading Mastery](#)

✓ [Check out even more DTM Success Stories](#)

✓ [View Actual Trade Results from past DTM Students](#)

Join Day Trading Mastery NOW!

[Click Here to Get Started...](#)

Revealed Today On This Masterclass

Secret #1

The KEY To Simplifying & Winning With Options!

Learn the 3 crucial tools you must have to win in the markets. Without them, you're basically just gambling!

Secret #2

How to Avoid the Pattern Day Trader Rule

Did you know you do NOT need a \$25,000 account to day trade? In fact, you can start with as little as \$2,000 (and the process of switching over your account is very simple!)

Secret #3

Learn to Spot the Best Superstocks that make the Biggest Daily Moves

I'll give you 1 of my 5 SOC proprietary tools to catch turns in the markets... for FREE!

The goal is obviously for them to watch the webinar. Normally there's a timer on that page for how long they have left to watch it.

And we have elements of social proof and what they're going to learn to finish off the page.

Once they're done, we have multiple CTAs laid out through the page so they can enroll immediately into Day Trading Mastery.

Here's Your Bonus Training!

If you enjoyed this, you are going to love my signature training program Day Trading Mastery. There's still time to enroll and receive all the bonuses I offered on the webinar.

**Click the button below to enroll before the timer expires and your special offer disappears!*

[Click Here to Enroll in Day Trading Mastery Now!](#)



"Learning options training from Stock Option Coach was one of the best decisions I've made. I found his training & methodology very simple & easy to learn."



Here's what a few of my DTM students are saying about learning to trade with Stock Option Coach:



"No longer will you have your emotions tangled up around whether to take a trade or not. You'll know EXACTLY when to enter a trade, and when to exit."

Bonus Training Page

For people who watched the webinar and haven't ordered yet...

We send them the FREE bonus training we promised for watching the entire thing.

The value given during the video will hopefully push them over the edge to enroll into Day Trading Mastery.

On the side of the page we have video testimonials from successful students.

Basically, we want to keep throwing stuff at them until they tip over to a customer. When people are on-the-fence, it usually just takes a little push to get them over.

Testimonial Page



See What Current Students Are Saying About Day Trading Mastery

Enroll in Day Trading Mastery Today!

Immediate Access Upon Enrollment

Enroll today before the timer below reaches zero and your special webinar offer disappears!

Meet Hershell Walker

Hershell began his Day Trading Mastery program back in April of 2019 with the major goal of never going back to his old job as a mechanical engineer.

He stayed committed to the learning process, followed the training exactly as it is laid out, and as a result he is achieving the types of results he once never thought possible.

Listen to what he had to say...



Enroll in Day Trading Mastery Today!

Immediate Access Upon Enrollment

"These skills are amazing... left some money on the table, but I'm still new. Making half of your salary in a few days is crazy!"

Hershell D. (GA)



"I turned my \$10,000 account into a little over \$50,000 in six months using the methodology I learned from my training with the Stock Option Coach."

Michael K. (TX)



"WOW! Biggest trade of my life! In & out for \$2,009 in 20 minutes! YAHOOO!"

Nathan P. (CO)



Here's something most other "trading services" can't show...

Actual Trading Results from DTM Students

A nice trade by Jim...
34% gain in less than 1 hr of work!

My trade finally closed. You will see a picture of the trade below. I moved my stop to lock in my profits. Any suggestions as to how to manage a trade like this in the future to help with locking in profits? I'm happy with this trade. I bought at \$1.14 and sold the call for \$1.53 for a profit of 34%. That is a NICE profit in less than an hour of time. What a great system commission free and all done on my smart phone! Hunter's alerts make a HUGE difference too!

Thanks. Much can be accomplished with the leverage of 50 contracts! Just have to be careful on risk management and to get these principles rock solid. This is the most optimistic day of my 2 years of learning. I'm eternally grateful to you for opening this up for me!

I'm so thrilled with your teaching and methodology! Blessed! Thanks for doing what you do, Coach!

Hey coach, closed out a nice swing trade profit in FB yesterday. More than \$5k. Plus another small profit in qqq as well. Closed these trades a bit early since I am currently overseas and not in a position to monitor the markets. But felt really good after banking these profits.

I can't wait to trade again today, I love trading! its a life style... keep these examples coming. I learn so much from them... thank you again. God Bless

Neil made \$550 profit by 9:30am... (BEFORE completing his 2nd day of training!)

Re: NO RUSH!!
1 message
N Hunter Hutzler <hunter@stockoptioncoach.com> Mon, Aug 27, 2018 at 3:50 PM
Thanks. And that's double thanks: Thanks to Randell and Hunter.
I have more confidence already - there's no question. These last few months I've been trading I have felt like a "caged rat in an electrified cage" (I told that to your dad during the Webinar on Friday), but today I had a degree of confidence I hadn't felt before. "Things" just started looking normal to me and making more sense. I was totally getting it. I actually made the \$550 by 9:30 AM and decided to quit for the day so as to not push it. \$150k/year job to do this so I am dead serious about making it work.
The plan for tomorrow is \$1,000 and [redacted]
Thank you again and may I please say GOD BLESS YOU AND YOUR FAMILY!
Neil

Haha sorry ! I always let u know my profit I just started moving again so I've been a little busy . 767.00 profit by 9:30 !!

Great. 2500.00 dollar day today just from a phone and on a vacation.

Sym	Time	Actn	Qty	Price	Amt	P&L	Com
SPY Jan18 C 251.00	2:18 PM	Sld	29	1.10		307	18.85
SPY Jan18 C 251.00	2:18 PM	Sld	1	1.10		8	3.60
SPY Jan18 C 251.00	2:17 PM	But	1	0.98			0.65
SPY Jan18 C 251.00	2:17 PM	But	29	0.98			21.80

Using the timing skills Nathan learned in the training, he is able to make \$315 in one minute!

im with you, amazing how YOUR indicators work. I was in with you but not as long again...but made \$400 on a market that was down 400 points. unreal, thanks again.

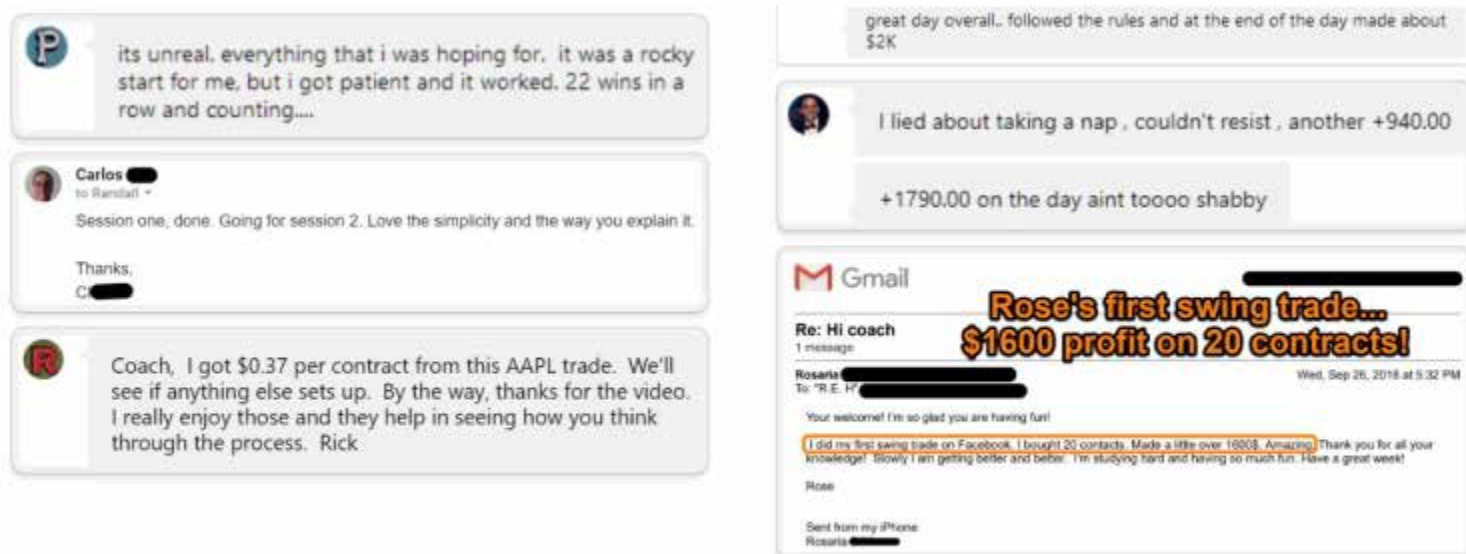
haha - nice! I'm not sure I have anything left to teach you! You've made amazing progress in a very short period of time.

Profitable is key! But I concentrate on the processes. Not the outcome so much anymore.

Thanks for all your help over past couple years. Couldn't be here w o u!

Hi Coach, here's a trade I took yesterday. Was up around 13k at the high

good morning coach... I ended up getting out of my NFLX position yesterday and half of my Disney positions. Still in QQQ.. also found a nice setup on PNRA this morning... we will see..



Enroll in Day Trading Mastery Today!

Immediate Access Upon Enrollment.

Finally, this is the last page we send in our post-webinar sequence.

It's just a testimonial page layered with a ton of social proof from the program. Usually people in this market NEED to see other people like them making money.

So this is our final attempt at getting the people who are MAYBEs into a YES.

Cool, now let's talk about the fun part...

Numbers

So you know how our ads are doing.

Let's talk about the funnel numbers.

So our registration page is at a **31%** opt-in rate. That's extremely good for us considering we're selling a program worth \$2997.

In terms of revenue, we're hitting around **\$30K+** a month using ONLY ads...

But the numbers are much higher because Randall has a sales team that calls people who have watched the entire webinar without buying.

I see a lot of people in groups saying that you can't sell high ticket programs through a webinar anymore...

And that you need a sales team to get them on the phone...

Now there is some truth to that. It's easier to close someone on a high ticket program over the phone...

But we're proving that the high ticket auto-webinar funnel isn't dead yet. We're still raking in a cool six figures for our client.

Alright that's the end of this funnel breakdown.

I hope you took away a lot of valuable insights from this. Make sure you apply it to your business and I have no doubt you'll see results.

And if you want us to help set up a webinar funnel for your business and run all the traffic...

Feel free to reach out to me at
Mike@mikebuontempo.com

See you on the next funnel breakdown!