Van X
FRAMEWORK MANUAL

Growth, marketing, sales, delivery and personal performance systems

Purpose: a practical reference for choosing markets, packaging offers, building demand, converting leads, delivering exceptional customer experiences and scaling without founder dependency.

Designed from the Van X Profit Framework System, the existing training manual, the workshop whiteboard models and the operating frameworks used across your programmes.

1. The Van X Growth Map

The master journey that connects value creation to profit and referral.

1. Market	**2.** Attention	**3.** Lead	**4.** Qualify	**5.** Convert	**6.** Satisfy	**7.** Upsell	**8.** Retain	**9.** Refer

Operating principle: Create something valuable, make the right people aware that it exists, move them through sensible commitments, then turn a great customer outcome into repeat income and advocacy.

Do not marry on the first date. Match the size of the next commitment to the buyer’s current trust and awareness.

Stage	Question	Output
Market	Who is most valuable to serve?	Chosen market and ideal customer
Attention	How will they discover us?	Primary access channel and message
Lead	What makes them raise a hand?	Lead magnet, audit, event, checklist or enquiry
Convert	What is the next sensible transaction?	Sales conversation, offer and CTA
Satisfy	How do we make delivery memorable?	Five-star standards and moments that matter
Multiply	What next problem can we solve?	Upsell, continuity, referral and reactivation

2. Market Selection Scorecard

Choose the market with the best commercial conditions - not simply the most exciting idea.

Score 1-5	What to assess	Strong signal
Problem value	Cost, urgency, risk and emotional importance	Pain is costly to ignore
Ability to pay	Budget, cash flow and willingness to invest	Buyer can afford a profitable solution
Ease of identification	Can you find this person or business?	A clear list, community, platform or database exists
Ease of access	Can you reach them?	Existing channel, partner, audience or direct route
Existing trust	Do you have proof or credibility?	Relationships, testimonials or authority
Market growth	Is demand stable or growing?	Demand is increasing or recurring
Repeat / upsell potential	Does the first result create another need?	Natural continuity and lifetime value
Delivery fit	Can you deliver brilliantly and profitably?	Capability, team and margins are in place

Decision: Choose one Primary Market; identify one Secondary Market for later; deliberately exclude the rest for the current 90-day cycle.

3. Ideal Customer Depth

Go beyond demographics. Understand the commercial and emotional context that causes a person to buy.

Lens	Questions to answer
Who	Who specifically has this problem - role, revenue, stage, context?
Expensive problem	What does this cost in money, time, risk, opportunity or frustration?
Desired outcome	What future result do they really want?
Past failures	What have they tried? Why did alternatives disappoint?
Trigger	What happens that makes action urgent now?
Decision process	Who decides, influences or blocks the purchase?
Language	What exact words do they use to describe the pain?
Objections	What makes them hesitate: price, trust, timing, effort, risk?
Required proof	What makes the decision feel safe: case study, demo, process, guarantee, peer result?

We help **[specific customer]** who is struggling with **[expensive problem]** achieve **[desired outcome]**, especially when **[trigger]** happens, using **[credible mechanism / proof]**.

4. Awareness and the NAPO Map

A message must match the prospect’s awareness. High information makes a sale warmer and easier.

1. Niche	**2.** Avatar	**3.** Problem	**4.** Offer

Awareness	What they believe	Message job	Next step
Unaware	I do not see the problem	Create relevance and recognition	Attention
Problem aware	I feel the pain	Name the cost and consequences	Explore
Options aware	I know solutions exist	Teach mechanisms and comparisons	Evaluate
Product aware	I know your offer	Proof, clarity and risk reduction	Engage
Most aware	I trust the path	Give the offer and genuine reason now	Buy

Warmth rule: the more correct information, belief and trust the prospect has, the easier the sale. Use education to warm a cold audience before asking for a larger commitment.

5. Compelling Offer and Value Equation

Package outcomes, certainty and ease - never just features.

Increase	Reduce
Dream outcome - solve a more valuable problem	Time delay - create early wins and milestones
Perceived likelihood - proof, process, credibility, demonstrations	Effort and sacrifice - simplify, support, install, do more for them

1. Clarity	**2.** Specificity	**3.** Problem	**4.** Outcome	**5.** Stack	**6.** Urgency	**7.** Scarcity	**8.** Certainty

Offer architecture: Ideal customer -> expensive problem -> dream outcome -> promise -> mechanism -> delivery -> value stack -> proof -> guarantee -> price -> genuine urgency/scarcity -> clear CTA.

6. Value Stack -> Anchor -> Bonus -> Guarantee -> Price Drop Close

A Brunson-style close that makes the price feel small against the total value and reduced risk.

1. Core result	**2.** Value stack	**3.** Value anchor	**4.** Bonuses	**5.** Guarantee	**6.** Price reveal	**7.** CTA

Move	What it does	Prompt
Value stack	List the components that remove obstacles on the path to the result	What must be included for the buyer to win?
Anchor	Show the logical standalone value of each component	What would this cost separately?
Bonus	Remove remaining objections or speed up the result	What would make action easier now?
Guarantee	Reduce controllable risk with clear terms	What fear can we fairly remove?
Price drop	Contrast total value with the actual investment	Instead of R[X], today it is R[Y]
Close	Give one clear next action and real reason to act	Click, book, pay or apply now because [reason]

Ethics: Anchors must be believable. Bonuses must be useful. Guarantees, urgency and scarcity must be real.

7. Value Ladder and Bridge Offers

Move people through increasing levels of commitment and value.

1. Engaged	**2.** Opt in	**3.** Low-ticket transaction	**4.** Core offer	**5.** Annuity	**6.** High ticket	**7.** Raving fan

Level	Buyer purpose	Example bridge
Engaged	Learns, watches or responds	Content, post, video, DM
Opt in	Raises a hand for value	Checklist, audit, guide, event registration
Transaction	Makes a small sensible purchase	Ticket, starter kit, paid diagnostic
Core offer	Buys the main result	Programme, service, system
Annuity	Continues receiving value	Membership, retainer, software
High ticket	Expands the result	Implementation, mastermind, licensing
Raving fan	Advocates and refers	Referral, affiliate, community leadership

Bridge offer rule: every step must solve a real problem, qualify fit and make the next step feel logical - not forced.

8. The Honey Pot Framework

Attract the right people with useful value, then turn attention into qualified opportunity.

1. Call-out	**2.** Problem	**3.** Value	**4.** Opt in	**5.** Nurture	**6.** Qualify	**7.** Meeting / offer

Element	Design question
Call-out	Who should immediately recognise that this is for them?
Problem	What costly, urgent or frustrating issue are we naming?
Value	What useful insight, tool, audit, proof or quick win do we give?
Opt in	What simple action raises a hand?
Nurture	What messages build belief before the ask?
Qualify	What need, authority, urgency and fit must be confirmed?
Conversion	What meeting, transaction or offer is the next commitment?

A honey pot does not try to attract everyone. It creates a high-value exchange that attracts the people most likely to value the core offer.

9. Lead Framework and Lead Score Pipeline

Capture the right information, create repeated engagements and advance people based on intent.

Know	Capture
Who	Role, business, industry, stage
Why	Pain, desired outcome, urgency
What	Offer or topic of interest
Activities	Replies, clicks, calls, meetings
Interests	Topics, products, objections
Desires	Goals and dream outcome
Obstacles	Risk, timing, budget, trust

1. Curious	**2.** Interested	**3.** Engaged	**4.** Booked	**5.** Transacted	**6.** Core offer	**7.** Satisfied	**8.** Raving fan

Score signals: comment, DM, information request, value consumption, question, opt-in, meeting booked, meeting attended, purchase. A lead should move because of observable behaviour - not guesswork.

10. Affiliate Marketing Framework

Use value and multiple engagements to create trust before presenting the affiliate link.

1. Post	**2.** Free value	**3.** CRM / list / WhatsApp	**4.** Community	**5.** Multiple engagements	**6.** Trial	**7.** Affiliate link

Stage	Required outcome
Post	A strong call-out earns attention from the right avatar
Free value	Deliver a useful quick win tied to the offer
CRM / list / WhatsApp	Capture permission and context
Community	Create belonging, social proof and ongoing access
Multiple engagements	Teach, answer questions and build familiarity
Trial	Let the buyer experience the mechanism or first result
Affiliate link	Make the paid next step specific, relevant and timely

Rule: do not expect one post to create a lifetime customer. Value, conversations, community and follow-up do the warming.

11. 11-Step Campaign Build Order

A production sequence for turning a market and offer into a complete campaign.

1. Niches	**2.** Pains	**3.** Angles	**4.** Slogans	**5.** Call-outs	**6.** Hooks	**7.** Subheads	**8.** CTAs	**9.** Creatives	**10.** Landing page	**11.** VSL

Phase	What gets built
1. Market message	Niche, avatar, pain, desired outcome, unique angle
2. Attention assets	Slogan, call-out, hook, subhead and proof
3. Conversion assets	CTA, creative, landing page and offer stack
4. Sales mechanism	VSL, follow-up, retargeting and sales handoff

Build order principle: message first, then creative, then page, then video. A beautiful creative cannot rescue an unclear market or weak offer.

12. Paid Ads Readiness Checklist

Do not buy attention until the commercial machine is ready to receive it.

Area	Ready when
Market	One defined avatar, expensive problem and message angle are chosen
Offer	Outcome, proof, guarantee, urgency and CTA are clear
Creative	At least 3-5 hooks / visuals are ready to test
Landing page	Mobile-first, fast, message matched and one clear action
Tracking	Pixel/events, UTM source tracking and CRM attribution work
Follow-up	Instant confirmation, nurture and contact SLA are live
Sales	Qualification, booking and objection handling are documented
Delivery	Capacity and onboarding can handle the expected volume
Economics	CPL, conversion, CAC, gross profit and payback targets are known
Optimisation	One owner reviews results weekly and makes test decisions

Paid traffic amplifies what already exists. If the offer, page, follow-up or sales process leaks, ads make the leak more expensive.

13. VSL Framework

A concise video-sales structure that moves a prospect from attention to action.

1. What	**2.** Who	**3.** Why	**4.** Why now	**5.** How	**6.** What if not	**7.** Invitation

Move	**Purpose**
What	Name the result, opportunity or problem clearly
Who	Call out exactly who this is for - and who it is not for
Why	Explain the root problem, cost and desired outcome
Why now	Give a genuine reason the timing matters
How	Introduce the mechanism, process, proof and what happens next
What if not	Respectfully show the cost of staying the same
Invitation	Make one specific offer, CTA and next step

VSL rule: Make the viewer feel understood before you make the invitation. Use proof and specificity instead of hype.

14. Perfect Webinar / Keynote Structure

A Brunson-style belief-shifting event that teaches, proves and invites.

1. Hook	**2.** Big promise	**3.** Origin story	**4.** Teach 3 secrets	**5.** Proof	**6.** Offer	**7.** Stack	**8.** Close

Block	**Job**
Hook and promise	Win attention with the valuable transformation or new opportunity
Origin story	Create relevance and explain why you discovered the method
Teach three secrets	Break false beliefs about the vehicle, internal ability and external conditions
Proof	Use case studies, examples, demos, results and logic
Transition	Show why the full solution is the natural next step
Offer and stack	Present the core offer, value, bonuses and guarantee
Close	Address remaining risk, give genuine urgency and clear CTA

Teach enough to create a real shift. Do not attempt to deliver every implementation detail in the room; make the next step the logical bridge to execution.

15. Jab, Jab, Jab, Right Hook

Gary Vaynerchuk’s value-first rhythm: build attention and trust before asking for the sale.

1. Jab	**2.** Jab	**3.** Jab	**4.** Right hook

Move	Content purpose	Examples
Jab	Teach, entertain, inspire or help	Quick tip, myth, checklist, story, behind-the-scenes
Jab	Create belief and familiarity	Proof, case study, customer win, demonstration
Jab	Address the real problem	Objection, mistake, cost of inaction, how-to
Right hook	Make the relevant invitation	Event, audit, trial, appointment, offer

3:1 rhythm: three value-led engagements for every direct ask. A hook works best when it is a natural continuation of the value that came before it.

16. Marketing Fitness Ladder and The Core Four

Build marketing capability in stages, then use the most controllable demand levers.

1. Beginner	**2.** Consistent	**3.** Strong	**4.** Athlete

Level	Capability
Beginner	Clear customer, offer and simple next step; publishes occasionally
Consistent	Weekly content, lead capture and basic follow-up happen reliably
Strong	Multiple channels, CRM discipline, testing and sales feedback loops
Athlete	High-volume quality content, paid acquisition, automation, data-driven optimisation and team execution

Hormozi Core Four: Warm outreach, cold outreach, content and paid ads. Use all four over time; start with the most accessible route to qualified conversations.

17. AI Agent Funnel

Use AI to speed up qualification, diagnostic insight, follow-up and handoffs - not to replace strategy.

1. Ad	**2.** Audit	**3.** Demo	**4.** Qualify	**5.** Offer

Stage	AI role
Ad	Create and test message variations, creative angles and campaign learning
Audit	Collect answers, score constraints and return useful diagnostic insight
Demo	Personalise the explanation of how the solution works
Qualify	Capture need, fit, urgency, authority and next-best action
Offer	Prepare the right offer, follow-up sequence, proposal or booking handoff

Agent formula: Role + Goal + Knowledge + Tools + Workflow + Evaluation. Map the process first; then automate the repeatable decisions.

18. Community Profit Framework

Turn an audience into a trusted community, then create multiple paths to value and profit.

1. Attention	**2.** Lead capture	**3.** Community	**4.** Engagement	**5.** Transaction	**6.** Core offer	**7.** Continuity	**8.** Advocacy

Layer	Question
Attention	What valuable message earns attention from the right people?
Lead capture	What useful asset or event earns permission to follow up?
Community	Why should they belong and continue engaging?
Engagement	What recurring value creates trust and momentum?
Transaction	What small offer turns a follower into a buyer?
Core offer	What transformation deserves the main investment?
Continuity	What ongoing support, software, access or accountability creates annuity income?
Advocacy	How do satisfied members refer, affiliate or lead others?

Profit principle: a community is not a group chat. It is a structured environment where engagement, results, identity and ascension create lifetime value.

19. Sales Call Framework - Six Moves

Adapted from the Hormozi CLOSER approach: diagnose before prescribing.

1. Clarify	**2.** Label	**3.** Overview	**4.** Sell the vacation	**5.** Explain away concerns	**6.** Reinforce

Move	What to do
Clarify	Understand context, current situation, goal and why they booked the call
Label	Name the real problem, root cause and commercial impact in their language
Overview	Summarise their gap and confirm you have understood correctly
Sell the vacation	Describe the desired outcome, experience and future state before the mechanics
Explain away concerns	Use proof, process, expectations and fit to reduce risk and objections
Reinforce	Present the recommendation, confirm decision criteria and agree a clear next step

Close: ask what would stop them from moving forward, resolve only the true concern, then agree the action, owner and date.

20. Money Model / Unit Economics

Reverse-engineer the weekly activity required to hit the growth target profitably.

1. Revenue target	**2.** Customers needed	**3.** Sales calls	**4.** Qualified leads	**5.** Total leads	**6.** Traffic

Metric	Formula / decision
Lead-to-sale conversion	Sales ÷ total leads
CAC	Total acquisition and sales cost ÷ new customers
Gross profit per customer	Revenue minus direct delivery / fulfilment costs
Gross-profit LTV	Expected gross profit across the useful customer lifetime
LTV:CAC	Gross-profit LTV ÷ CAC
Payback period	Time required to recover CAC from gross profit
Cash collection	When cash arrives compared with fulfilment cost
Delivery capacity	Maximum customers you can serve at the promised standard

Reverse maths: Revenue target ÷ average transaction = customers needed. Customers ÷ close rate = sales calls. Sales calls ÷ show rate = appointments. Appointments ÷ qualification rate = total leads required.

21. Two-Star to Five-Star Audit

Make the customer experience clear, dependable, thoughtful and appropriate to the promise.

Touchpoint	Two-star behaviour	Five-star standard	First improvement
First impression	Confusing or generic	Immediate clarity and relevance	Rewrite the first message
Enquiry	Slow response / unclear next step	Fast, helpful response with expectation	Set response SLA
Qualification	Repetitive or intrusive	Relevant questions and useful direction	Create a short form
Buying	Uncertainty and friction	Simple decision, payment and confirmation	Simplify checkout / proposal
Onboarding	Customer chases information	Welcome, timeline, owner and first win	Launch welcome sequence
Delivery	Inconsistent updates	Visible progress and standards	Create progress cadence
Problem recovery	Customer repeats the issue	One owner, empathy and resolution	Escalation standard
Follow-up	Silence after delivery	Relevant check-in and next step	Set 7/30-day follow-up
Repeat / referral	No invitation	Celebrate outcomes and ask at right moment	Referral trigger

Choose the weakest touchpoint, the highest-emotion moment and the fastest high-trust improvement. One memorable upgrade can lift retention and referrals more than another ad campaign.

22. Learn -> Diagnose -> Decide -> Build -> Commit

Your implementation rhythm for turning training into measurable progress.

1. Learn	**2.** Diagnose	**3.** Decide	**4.** Build	**5.** Commit

Stage	What happens	Required output
Learn	Teach a principle, model or example	Shared understanding
Diagnose	Apply it to the real business using evidence	Current-state insight
Decide	Choose one direction and remove distractions	Commercial decision
Build	Create the asset or system in the room	Offer, map, script, dashboard, plan or automation
Commit	Assign owner, measure, deadline and review point	Accountability action

Definition of done: no module is complete until a usable asset exists and the participant has committed to what happens next.

23. Skills Framework and Personal Performance Loop

Learn faster, create capability and protect the state required to execute.

1. Get the information	**2.** Break it down simply	**3.** Practise it 100 times

Loop	Meaning
Thought controls emotion	Interpretation creates the feeling you carry
Emotion controls state	Emotion changes confidence, focus and decision quality
State controls energy	State determines available effort and consistency
Energy controls cash	Consistent focused output produces commercial activity and results

Practical use: If cash is under pressure, do not only change the tactic. Trace back through energy, state, emotion and the thought pattern driving the behaviour.

24. The Valley of Despair

The emotional curve between beginning a new capability and seeing the compounding result.

1. Excitement	**2.** Reality	**3.** Valley of despair	**4.** Consistency	**5.** Evidence	**6.** Momentum

At the start, a new plan feels exciting because possibility is high. Then reality appears: effort, setbacks, imperfect results and slow feedback. Most people quit in the valley. The advantage comes from continuing long enough for skill, systems, proof and momentum to compound.

Leader’s response: lower the size of the next action, keep the cadence, measure leading indicators, celebrate evidence and avoid changing the whole strategy before the system has had time to learn.

25. Stages of Scale and 90-Day Moves

Move from cash generated by effort to cash generated by systems, leverage and leadership.

1. Cash + effort	**2.** Cash + automation	**3.** Paid attention	**4.** Leverage	**5.** Leadership

Stage	Primary focus
Cash + effort	Sell, serve and prove value directly
Cash + automation	Document, automate and reduce manual dependency
Paid attention	Deploy paid acquisition only once economics and conversion work
Leverage	Use systems, content, partnerships, technology and team
Leadership	Build owners, standards, scorecards and decision cadence

90-Day move	Definition	Action	Owner	Measure
1-5	The few moves that solve the main constraint	Specific next action	Named owner	Evidence / KPI

26. Wealth Dynamics and Wealth Lighthouse

Use natural strengths to allocate roles, then build the capabilities required for the next level of scale.

Profile	Natural contribution
Creator	Ideas, products and possibility
Star	Personal brand, communication and visibility
Supporter	People, culture and connection
Deal Maker	Relationships, opportunities and deals
Trader	Timing, transactions and negotiation
Accumulator	Assets, evidence and patient growth
Lord	Cash flow, control, detail and margin
Mechanic	Systems, optimisation and multiplication

1. Victim	**2.** Survivor	**3.** Worker	**4.** Player	**5.** Performer	**6.** Conductor	**7.** Trustee	**8.** Composer	**9.** Legend

Next-level rule: diagnose the current reality, not status or turnover. Ask: what got us here, what now limits us, and which capability, person or system must be built next?

27. 5-Star Brand Journey

Track the customer from first awareness through sale, success and referral. Every stage needs a standard and a number.

1. Aware	**2.** Opt in	**3.** Transaction / meeting	**4.** Show up	**5.** Proposal	**6.** Upsell	**7.** Satisfy	**8.** Refer

Stage	Key success factor	Measure 1-10
Aware	Right people notice and recognise the message	Reach / relevance
Opt in	The value exchange is compelling and simple	Opt-in rate
Transaction / meeting	The first commitment fits the awareness stage	Conversion rate
Show up	Reminder, expectation and perceived value are strong	Show rate
Proposal	Recommendation connects to the diagnosed problem	Proposal acceptance
Upsell	The next offer solves the next relevant problem	Upsell rate
Satisfy	Delivery produces an outcome worth talking about	Customer score / retention
Refer	The customer is invited and rewarded at the right moment	Referral rate

Use it: score each stage from 1 to 10 every month. Fix the lowest commercial constraint before adding more traffic or more complexity.

Framework Index

Use this page as the quick-reference index when building an offer, training a team, planning a campaign or diagnosing a growth constraint.

Growth & Strategy	Marketing & Demand	Sales & Monetisation	Delivery & Scale
Growth Map; Market Scorecard; Ideal Customer; Awareness / NAPO; Value Equation; Value Ladder; Money Model; Wealth Lighthouse; 90-Day Moves	Honey Pot; Lead Framework; Affiliate System; 11-Step Build Order; Paid Ads Readiness; VSL; Webinar; Jab-Jab-Hook; Fitness Ladder; Core Four; AI Agent Funnel; Community Profit	Offer Stack Close; Sales Call 6 Moves; Learn-Diagnose-Decide-Build-Commit	5-Star Brand; Two-Star to Five-Star; Skills Framework; Personal Performance Loop; Valley of Despair; Stages of Scale

Van X Framework Manual

Build the strategy. Make the right people aware. Create the next sensible commitment. Deliver results worth talking about.