

Van X

Framework Manual · Part 2

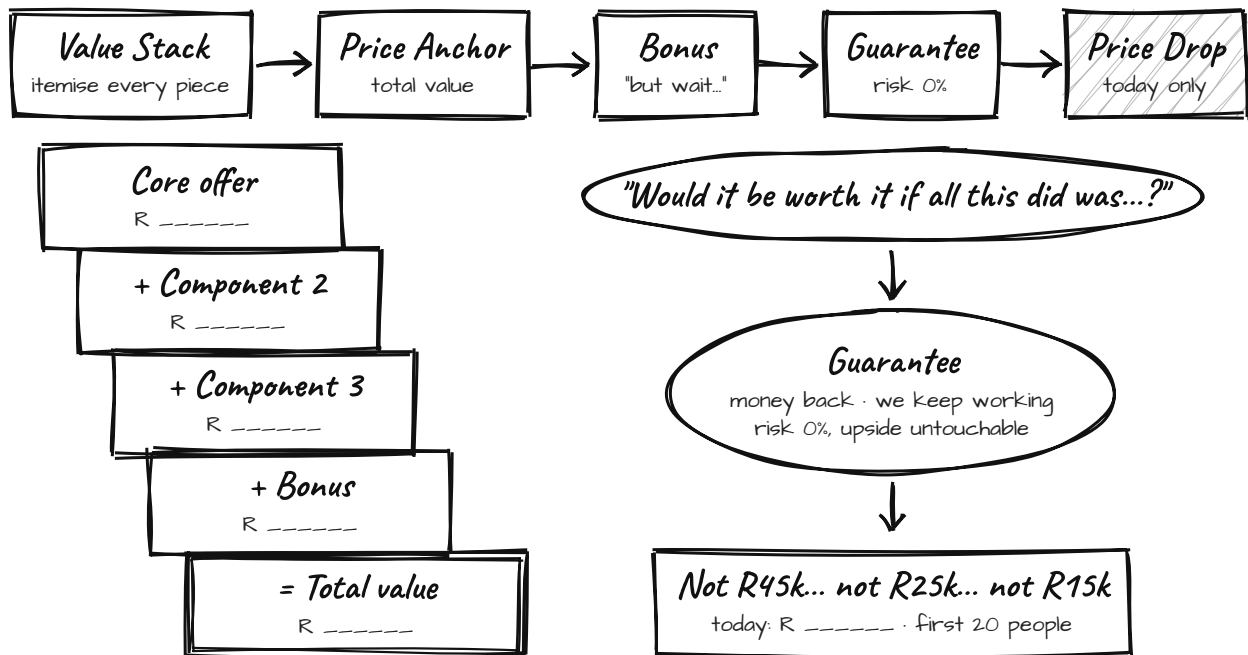
Marketing, Sales & Mindset Frameworks

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1 Value Stack Close

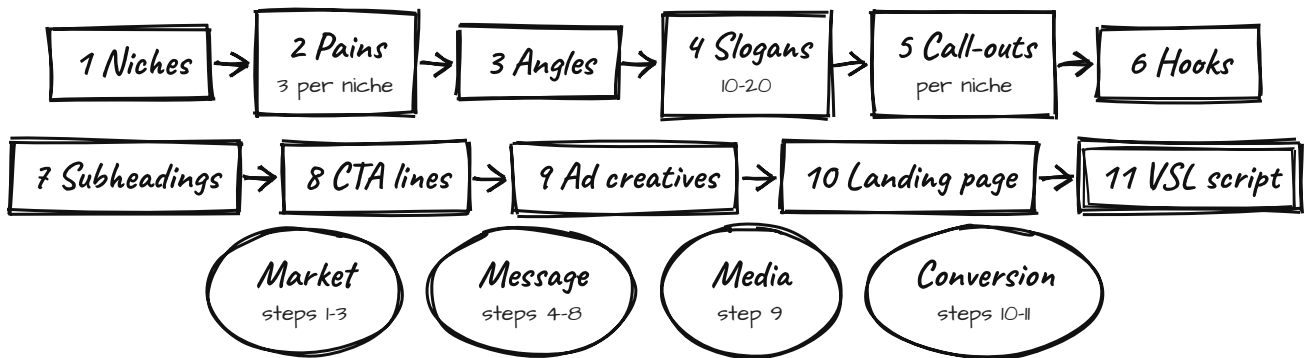
Brunson-style close: stack → anchor → bonus → guarantee → drop



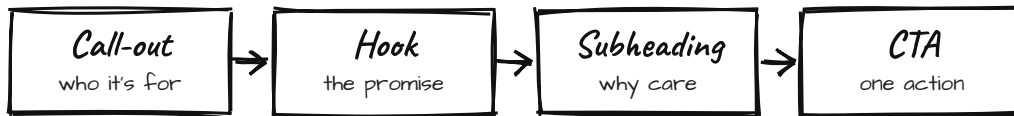
Anchor high → bonus late → guarantee → drop → deadline. Silence after the price.

2 11-Step Campaign Build Order

Market → Message → Mechanism → Media → Conversion



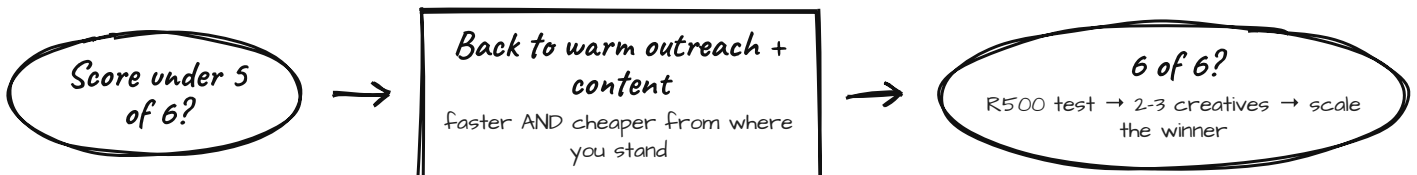
Winning ads = Call-out + Pain match. Not clever copy.



3 Paid Ads Readiness Checklist

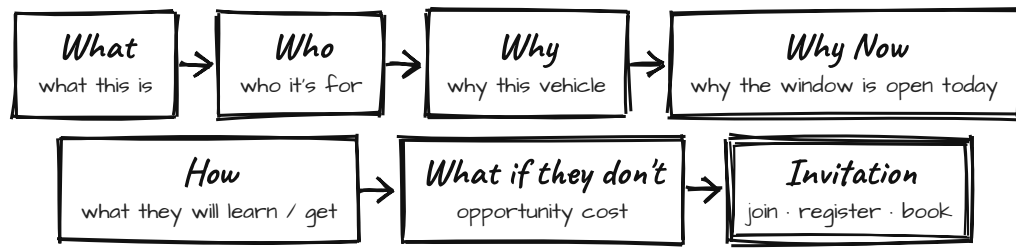
Ads amplify a working machine. They don't fix a broken one.

- | | |
|---|--|
| ☐ Organic sales exist
sold 5-10 times to strangers via content, DMs, referrals | ☐ You know your numbers
price · conversation-to-sale rate · customer lifetime value |
| ☐ A proven message
one post or DM script that keeps generating enquiries | ☐ A funnel that catches
keyword bot / WhatsApp flow / page + same-day follow-up |
| ☐ Fuel you can afford to lose
R3k-R9k first month (R100-R300 a day), no panic | ☐ Delivery capacity
could you serve 20 new clients next month? |



4 VSL Framework

Seven beats, in order. Hormozi-style video sales letter.



Sell the problem → the outcome → then the product. One page, one offer, one action.

5 Jab, Jab, Jab, Right Hook

Gary Vaynerchuk · the 3 : 1 rhythm · "Serve before you sell"

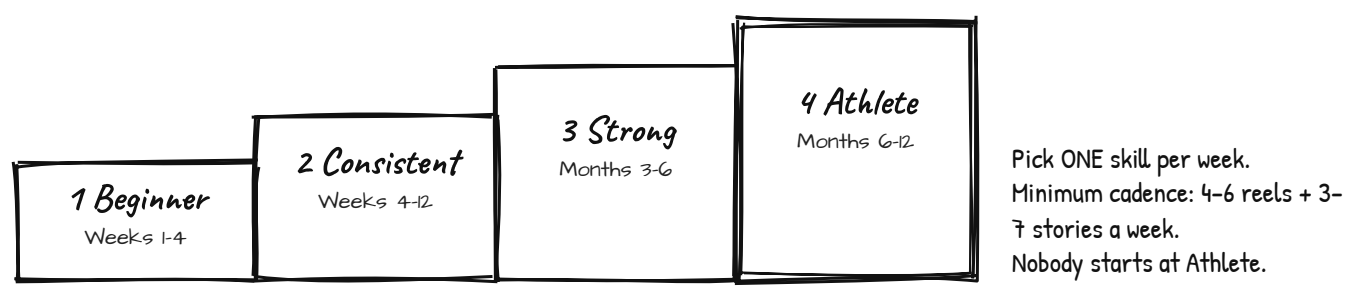


	<i>Jab (value)</i>	<i>Right hook (ask)</i>
Goal	Teach, entertain, inspire, prove	Get a click, opt-in, DM or purchase
Examples	How-to reel · a lesson · contrarian take · behind-the-scenes · client win	"Join the challenge" · "Grab the free kit" · "Book a call" · "Buy now"
CTA	Soft or none - comment, save, share	One clear action, one link

Don't get married on the first date. Three value posts for every ask.

6 Marketing Fitness Ladder

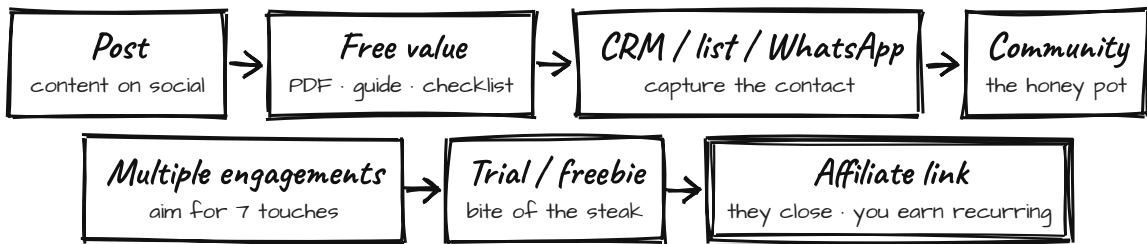
Train one muscle at a time: hooks, reels, DMs, consistency



Pick ONE skill per week.
Minimum cadence: 4-6 reels + 3-7 stories a week.
Nobody starts at Athlete.

7 Affiliate Marketing Framework

"How I get paid" · you do the 1% (registrations), they do sales, onboarding and support



Give enough value and you never have to sell. You recommend.

8 The Core Four

Alex Hormozi · the only four ways people find out you exist

1 : 1

1 : many



One primary channel per quarter. More volume on one beats dabbling in four.

9 AI Agent Funnel

Selling AI agents to businesses



Businesses don't want AI. They want:



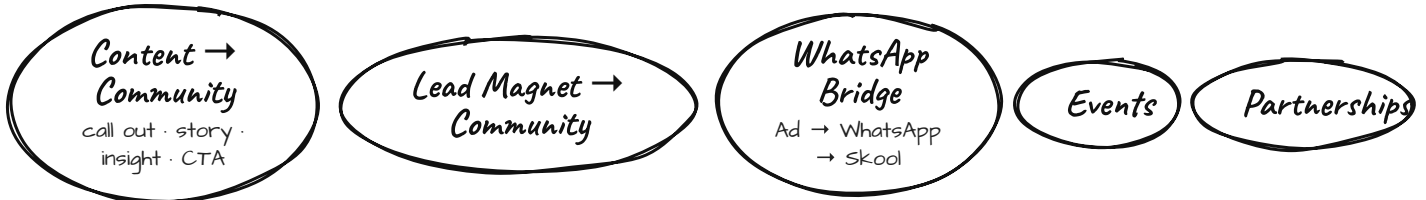
10 Community Profit Framework

Turn attention into leads, customers and recurring revenue

Build it – the 5 pillars

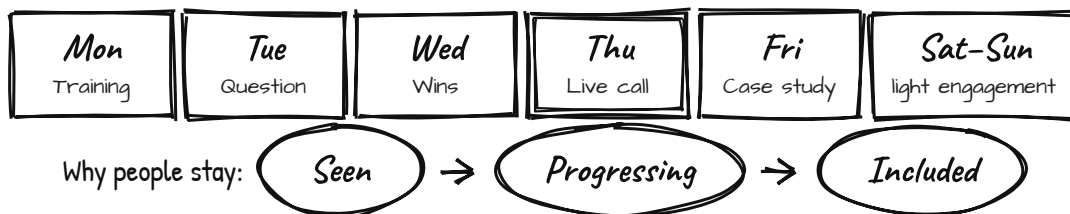


Fill it – the growth engine

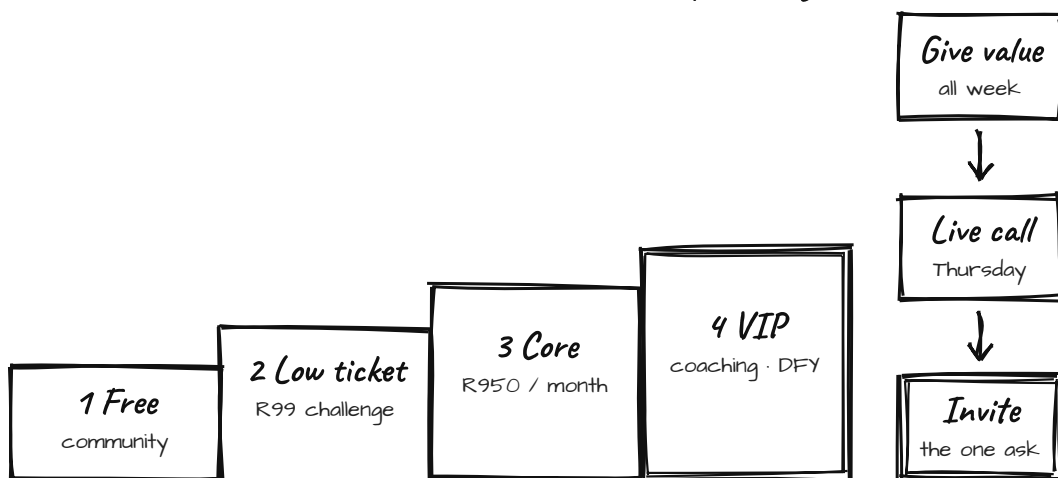


WhatsApp = attention. Skool = retention.

Run it – the weekly rhythm



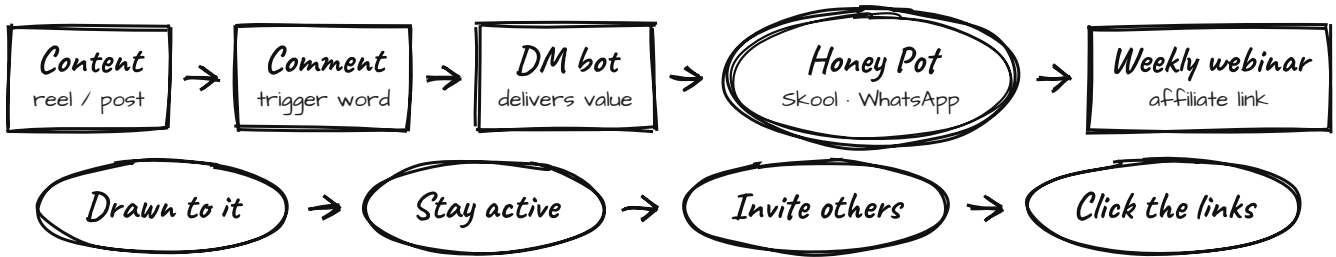
Monetise it – the ladder + the weekly sales system



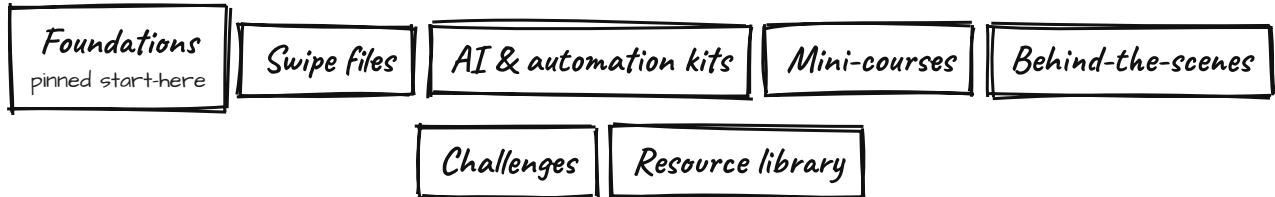
Build community → build trust → then monetise. Sell weekly, not daily.

11 The Honey Pot

A place so packed with value that people are drawn in, stay, invite others and click the links



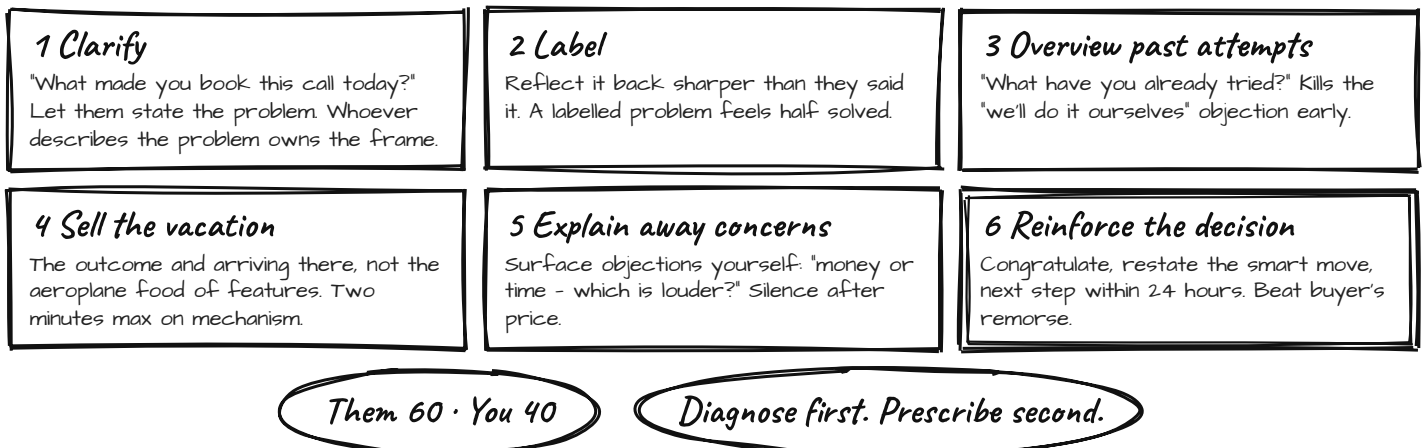
What goes in the pot – 7 content types



Daily value · weekly live · Win Wednesday · fast replies · one clear next step

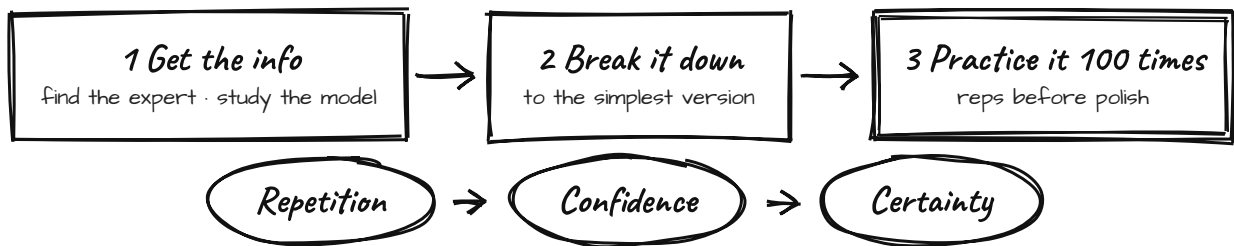
12 Sales Call Framework

Six moves from hello to yes · built on Hormozi's CLOSER · a guided diagnosis, not a pitch



13 Skills Framework

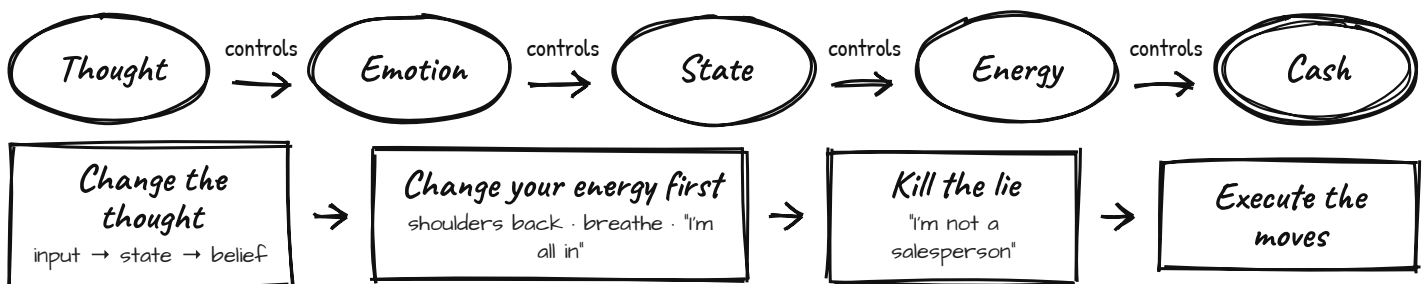
How any skill gets installed



You don't need to feel confident before you act. Act, get reps, then certainty follows.

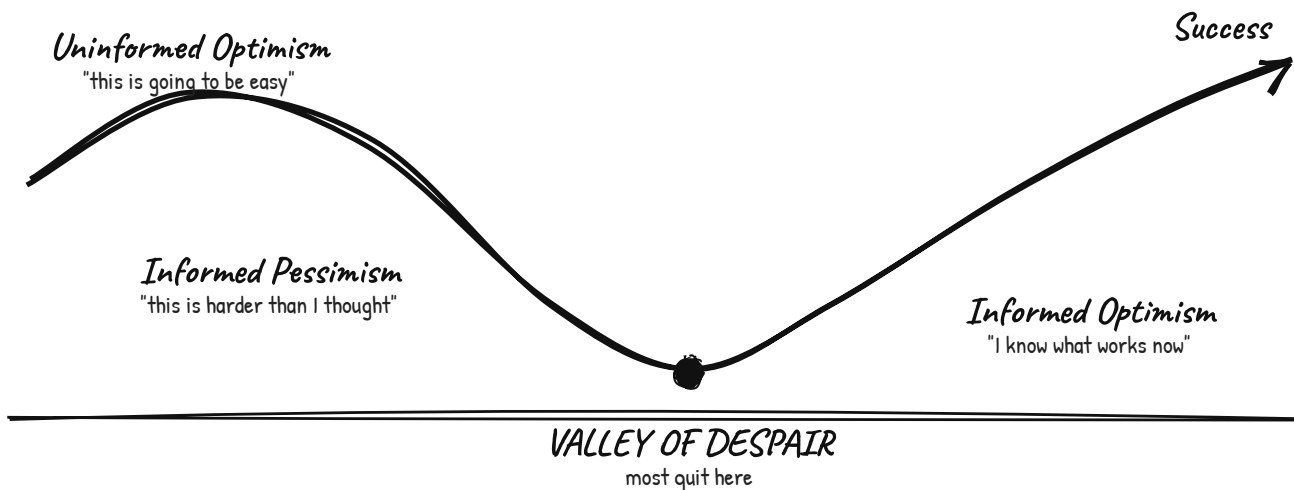
14 Thought → Cash Chain

What you think decides what you bank



15 Valley of Despair

Alex Hormozi · the entrepreneur's cycle of informed optimism



Most people quit in the valley. The ones who make it have a SYSTEM.

16 Perfect Webinar Structure

Russell Brunson · one-to-many presentation from hook to close

Open

Big promise headline



"On a scale of 1-10, how much do you want that?"



Who this is for
and who it's not for



The One Thing
the big domino belief



Credibility & proof
why me · photos · numbers



Backstory
"but it wasn't always like this"

Teach

Secret #1 · The Vehicle
"this model works"



Secret #2 · Internal belief
"I can do this"



Secret #3 · External belief
"nothing outside me will stop it" · Less is more



"Could someone else do it with my system?"
student results

Close

The Stack
5 things you need



Price anchor



Bonus



Guarantee



2 or 3 options
do nothing · DIY · join



Urgency + close
seats · deadline · FAQ

Keynote variant (business audience)

Opening



Credibility



Proof



Principles



The Engine



Constraints

Solution



Shock & Awe
stat + proof + source



Big Idea



Choose your hard



3 ways I can help



Stack → Guarantee → Close

Break the belief. Rebuild it. Then let the stack do the selling.