



WEALTHY
BLACK COACH
Summit

RICH
EDU

Future Stretch...

- \$2 Million Per Month
- Success Mastery



**“How the Top 1% of Service Based Experts
Use A.I. to Attract Premium Clients, Double
Their Profit, and *Work Less Than
20 Hours a Week*”**

(all without being an “A.I. Expert”)

**“Over 77% of professionals have experienced burnout,
and most of them didn’t even realize it until it
was too late.”**

—Deloitte’s Workplace Burnout Survey

02/09/2024

Research Shows Most CEOs Face Exhaustion, Burnout and Even Early Death

However, the average small business owner is happier than the average employee

Maybe it's not such a good thing when the buck stops here. According to *The Wall Street Journal*, more than 1,900 CEOs left their jobs last year, and a record 19 died in office. Among those who stayed on the job, a Deloitte study found 82 percent have experienced exhaustion indicative of burnout, and 96 percent feel their mental health has declined.

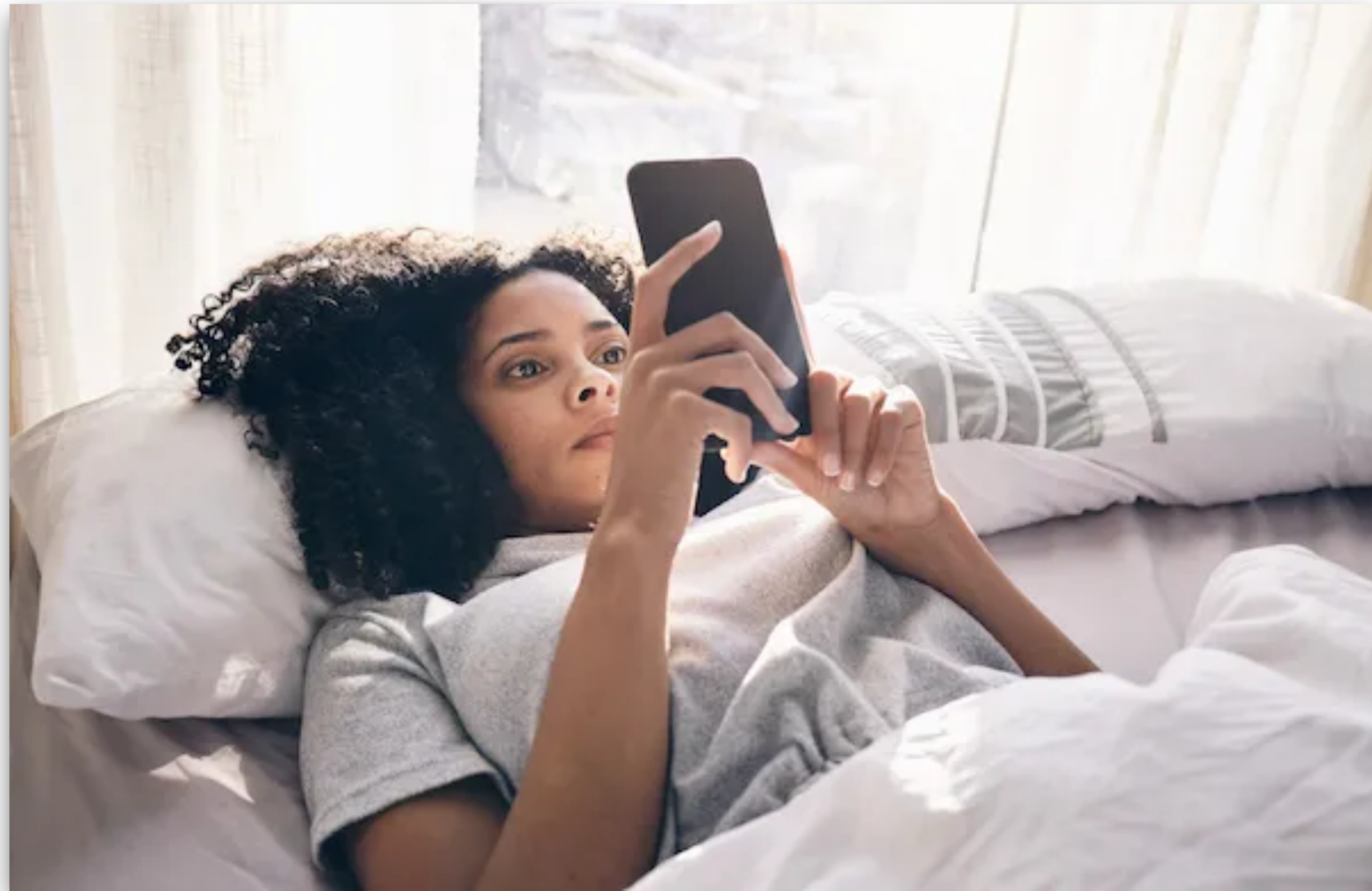
Unfortunately, those short-term findings align with longer-term research. A study published by the National Bureau of Economic Research found that CEOs who were not protected by state laws from hostile takeovers lived an average of two years less than those who were. CEOs whose companies suffered significant downturns tended to live about two years less than their counterparts. They even look older; CEOs whose industries experienced steep declines in share prices appeared to age a year or more compared to executives whose companies fared better. (Call it the Obama Effect.)

Why? The usual suspects. Long hours, stress, lack of sleep, lack of exercise, and poor eating habits that typically result. The job you strived for may not be good for you. (Or may not, at least in my case, turn out to be what I wanted to do for the rest of my life.)



And burnout doesn't just look like
being **overwhelmed**.

Checking your phone the moment you wake up



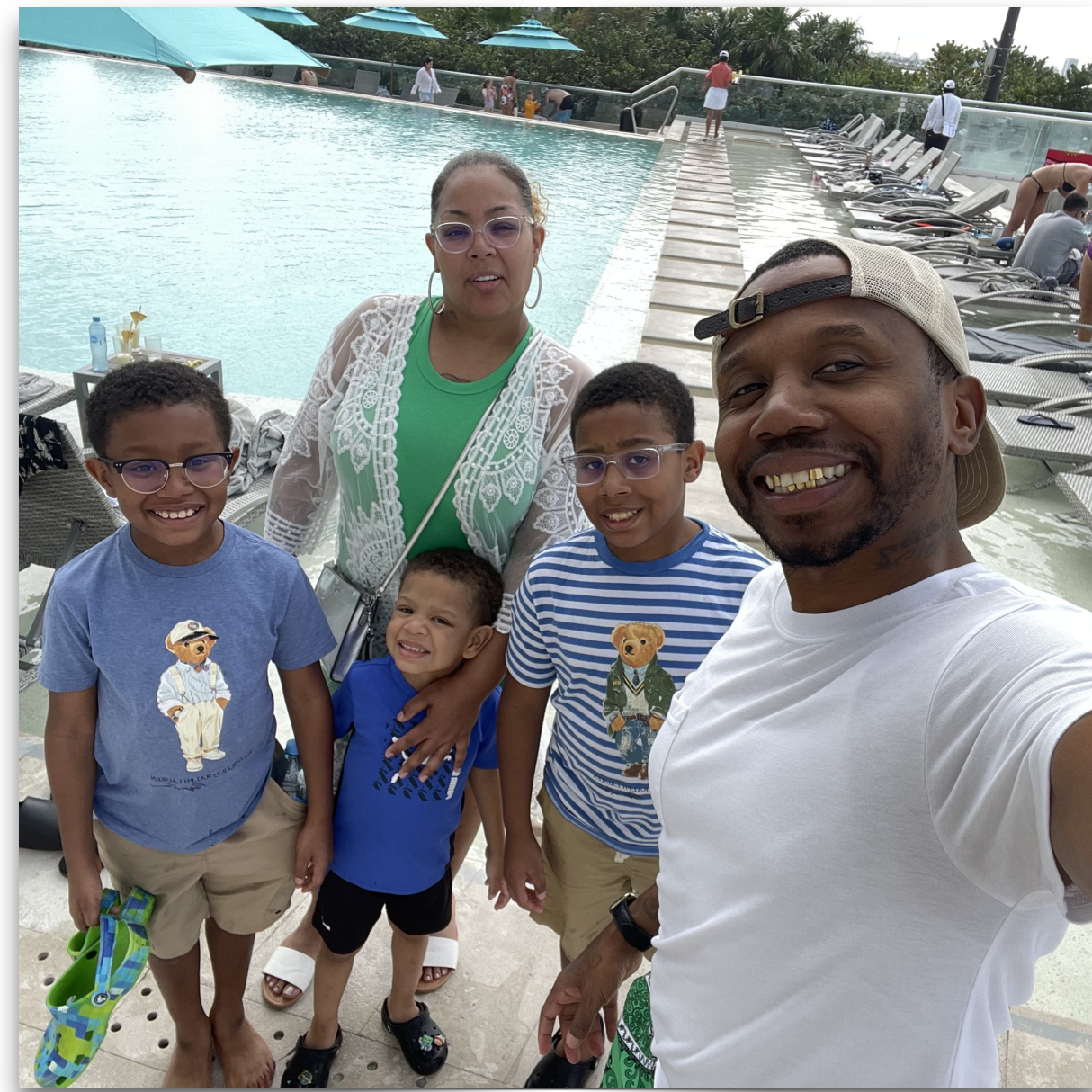
Feeling *guilty* on your day off



Or grinding 10+ hours a day but feeling like you're still behind.



Full-Time...



Part Time...

- **Investor & CEO & Co-Founder of The Strategic Scale Institute**, where we help business owners build automated marketing systems and companies that can run without them
- Coined “**King of Client Attraction**” — because I simplified the process of consistently attracting clients for the industry in the last 14 years.
- We have pound-for-pound more documented success stories than anyone else in our space and an estimated \$1 Billion in client revenue.





Men Lie, Women Lie...Numbers Don't!



Welcome To "The Wall Of Proof"



mp4 ^



2022-12-29 PM 2022-12-29 AM 2022-12-29 AM 2023-03-27 PM 2023-03-27 AM 2023-03-27 AM

Nothing that I'm about to share with you is theory!

And this stuff isn't rocket science





CHILL GAYES

CEO/GET 2 IT ENTERPRISES

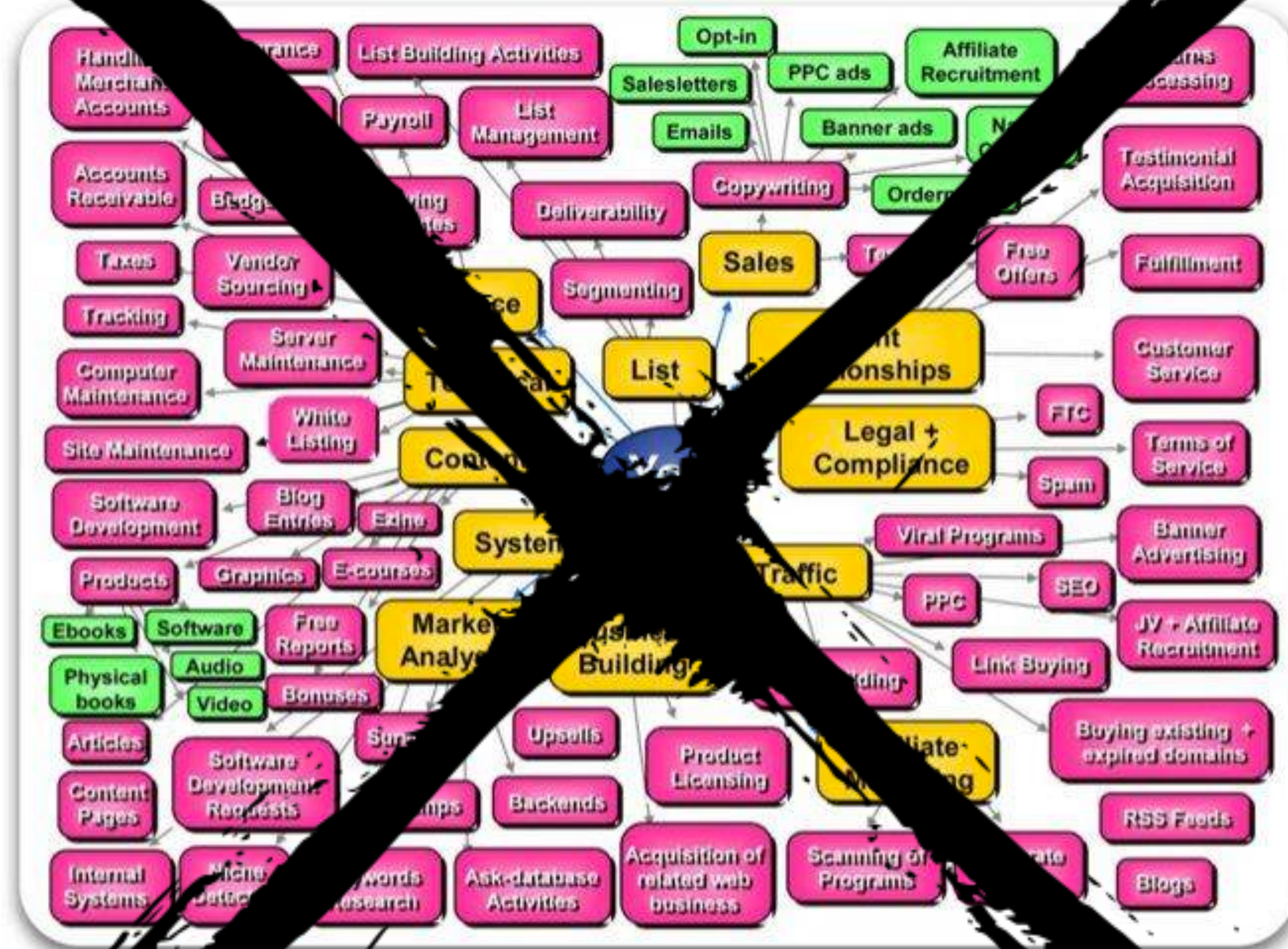


I used to be *“Team Grind 24/7”*



Until I realized two things
(that's led to over \$25M)...

#1: "To Multiply You Have To Simplify!"





**“The essence of strategy
is choosing what NOT
to do...”**

-Michael Porter, Author of *Competitive Strategy*

The System I Use To Run A Multi-Million Dollar Company **In 4 Hours Per Day**



THE ATTENTION ECONOMY



Where Attention Is THE Most Valuable Asset!

**And is the most expensive thing
in the World!**

\$7M

Ad



YEEZY.COM



10 Largest Companies In The World By Market Cap.

The following were the 10 largest companies in the world by market capitalisation at the start of 2025.

- 1 Apple (NASDAQ: AAPL)
- 2 Nvidia (NASDAQ: NVDA)
- 3 Microsoft (NASDAQ: MSFT)
- 4 Alphabet (NASDAQ: GOOG)
- 5 Amazon (NASDAQ: AMZN)
- 6 Saudi Aramco (TADAWUL: 2222)
- 7 Meta Platforms (NASDAQ: META)
- 8 Tesla (NASDAQ: TSLA)
- 9 Broadcom (NASDAQ: AVGO)
- 10 TSMC (NYSE: TSM)

Source: <https://www.ig.com/en/trading-strategies/best-large-cap-stocks-to-watch-in-2025-250115>

**The total combined market capitalization
of these eight companies is approximately
\$15.52 Trillion.**

You're not competing with *“competitors”*





More content, more platforms, more distractions → **trust is declining.**



So Generic Marketing Advice Like:

- *“Just run ads”*
- *“Just spend more on ads”*
- *“Just create more content”*
- *“Just send more emails.”*
- *“Just do a X (tactic)”*
- *“Just build a funnel”*
- *“It’s a number game”*
- *“Just create more offers”*
- ***FILL IN THE BLANK WITH THE LATEST GENERIC ADVICE***

Is a Recipe for FAILURE!

You have to take up **Mindshare™**
in your market!



If you're not **systemizing attention and trust**
and **building a Category of ONE Business,**
you're losing.



Top 5 Reasons Business Fail

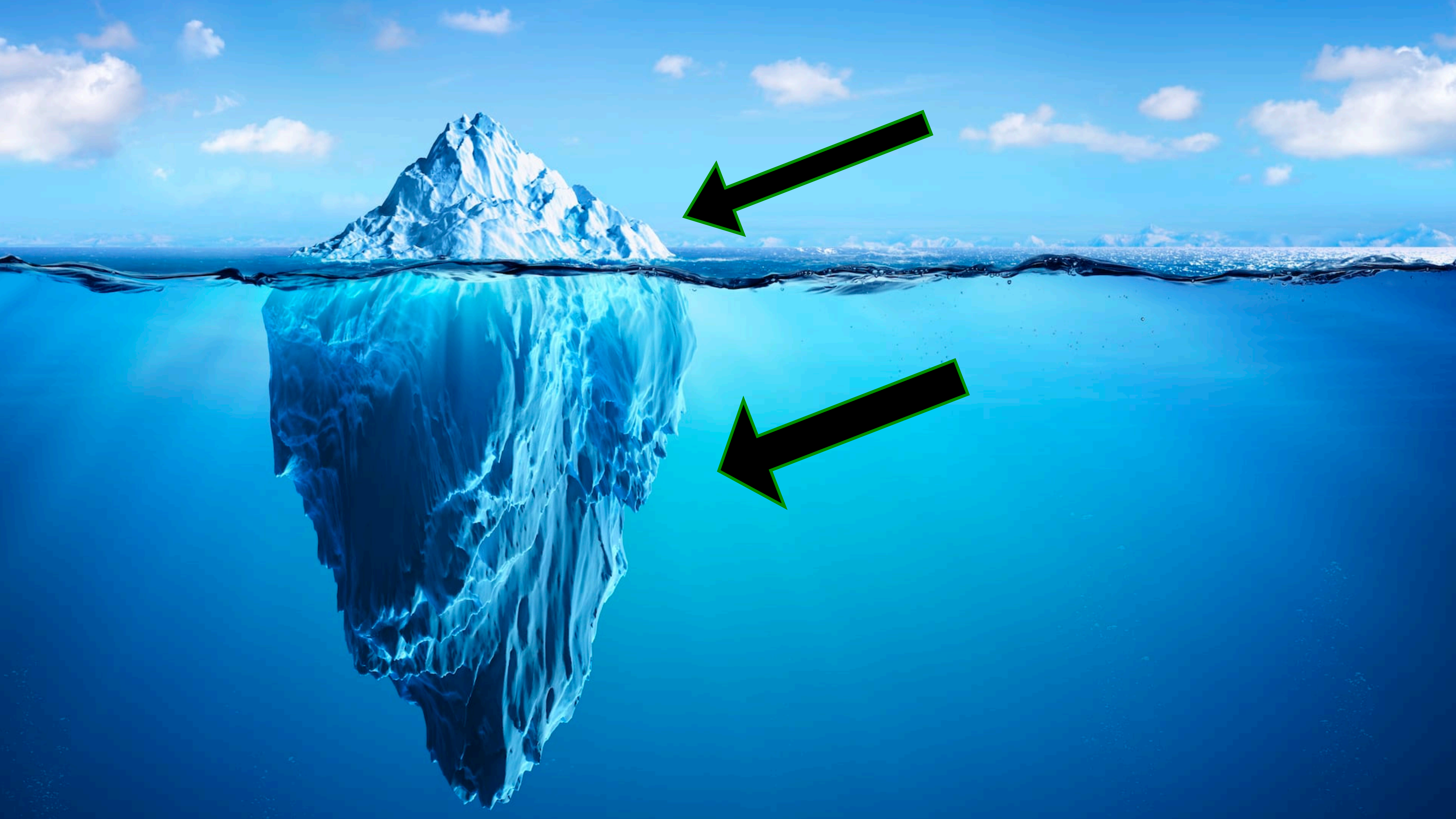
Top 5 Reasons Why Businesses Fail

Entrepreneurs face challenges as they get their businesses off the ground. They need to stand out from their competitors, win over customers, build a strong team, and have enough revenue or funding to stay in the black. It's instructive to learn why businesses fail. Typically, it's because they don't:

1. Have enough money
2. Complete a competitive analysis
3. Listen to what their customers want
4. Hire the right talent
5. Have a marketing strategy

While entrepreneurs face obstacles, the good news is that they aren't insurmountable. Now that you know the challenges, you're probably wondering how to conquer them. We pulled together actionable advice you can implement to increase the likelihood that your business will be successful.

Source: <https://hiring.monster.com/resources/recruiting-strategies/workforce-planning/small-business-recession-strategies/>



**The ONE *system* you need to eliminate
the lead generation and client
conversion issue is...**

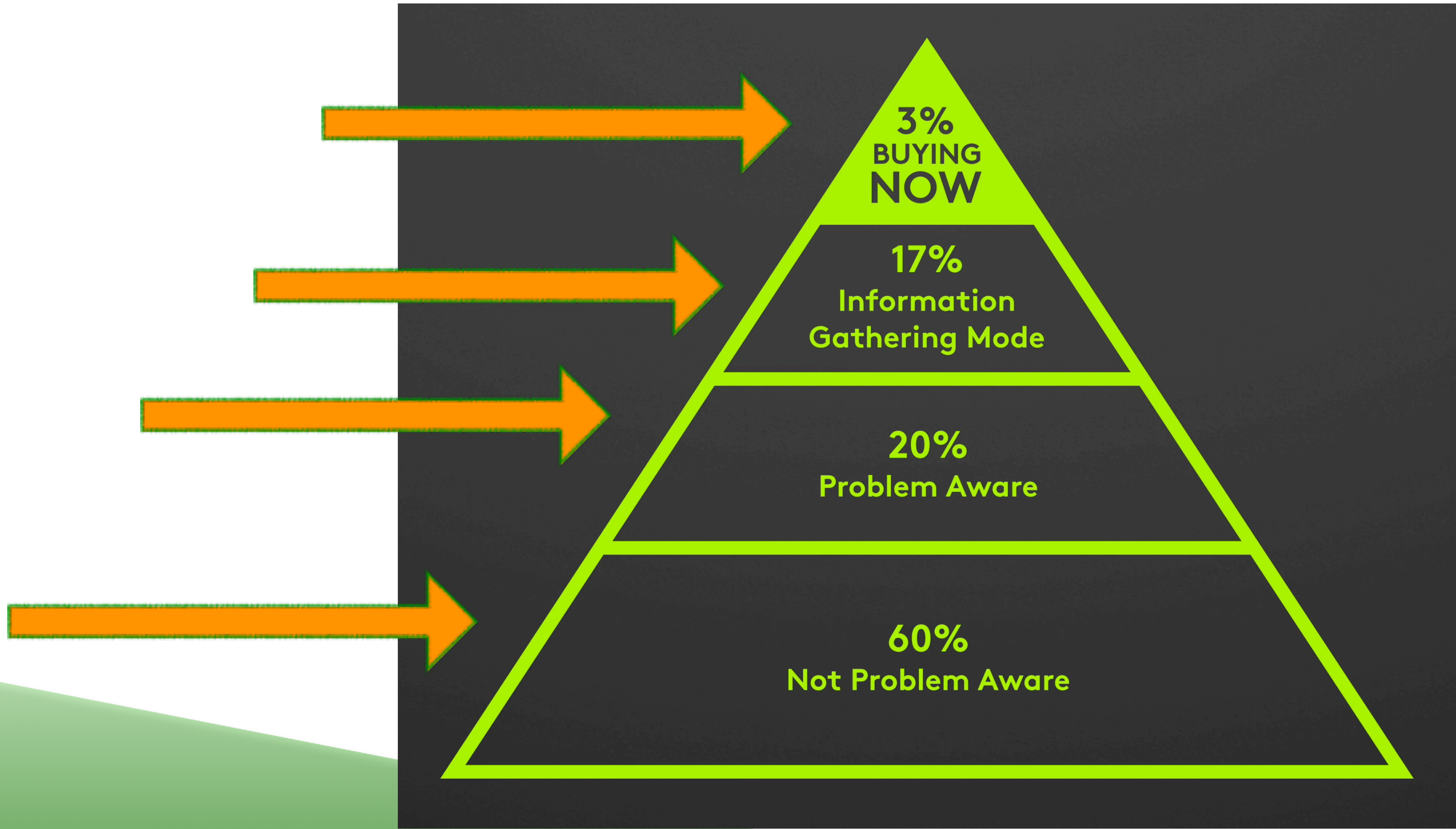


AUTOMATIC \$SELLING SYSTEM



Marketing Ecosystem > Marketing Funnel

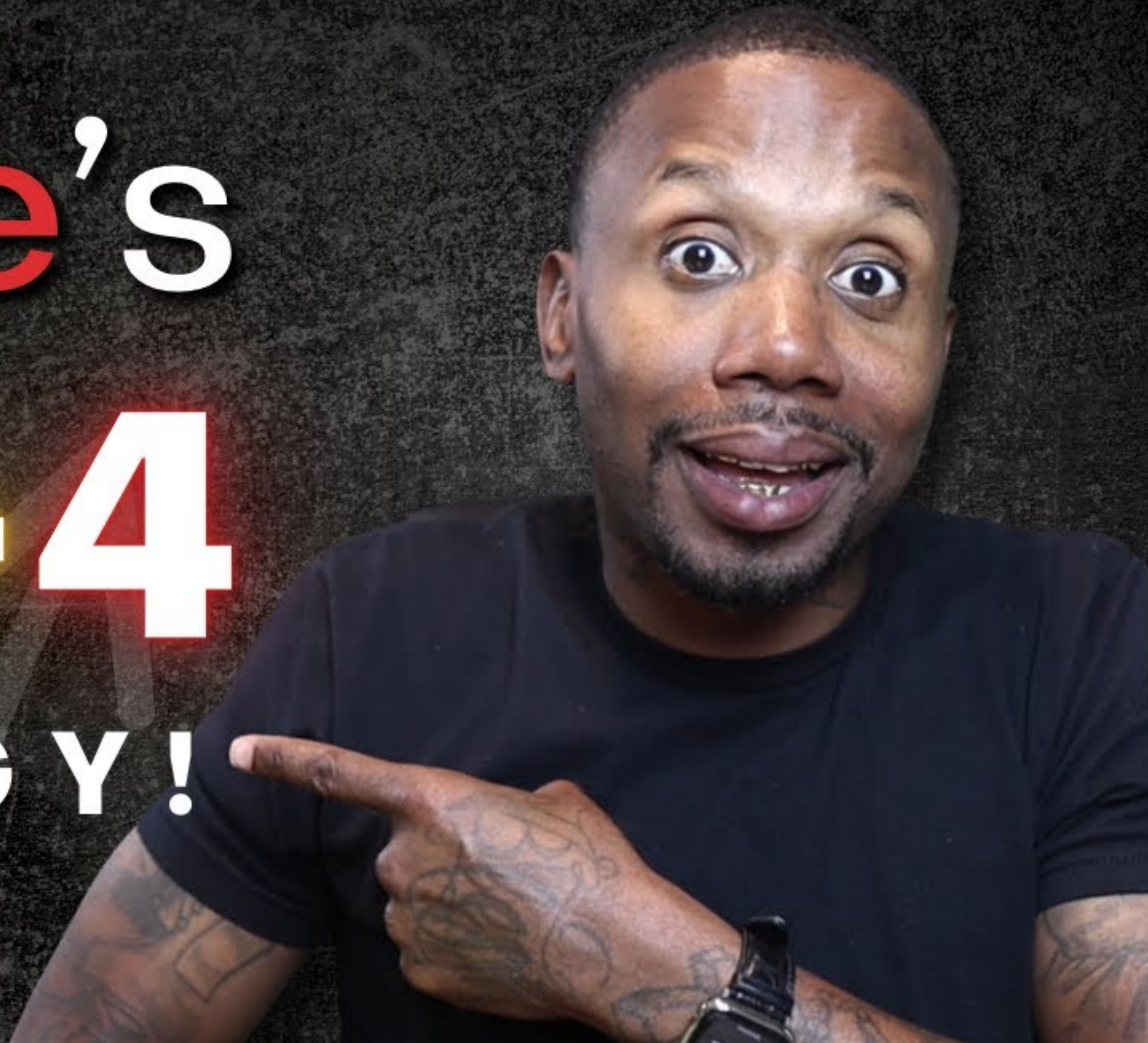
How to make more sales in less time without coming off as salesy



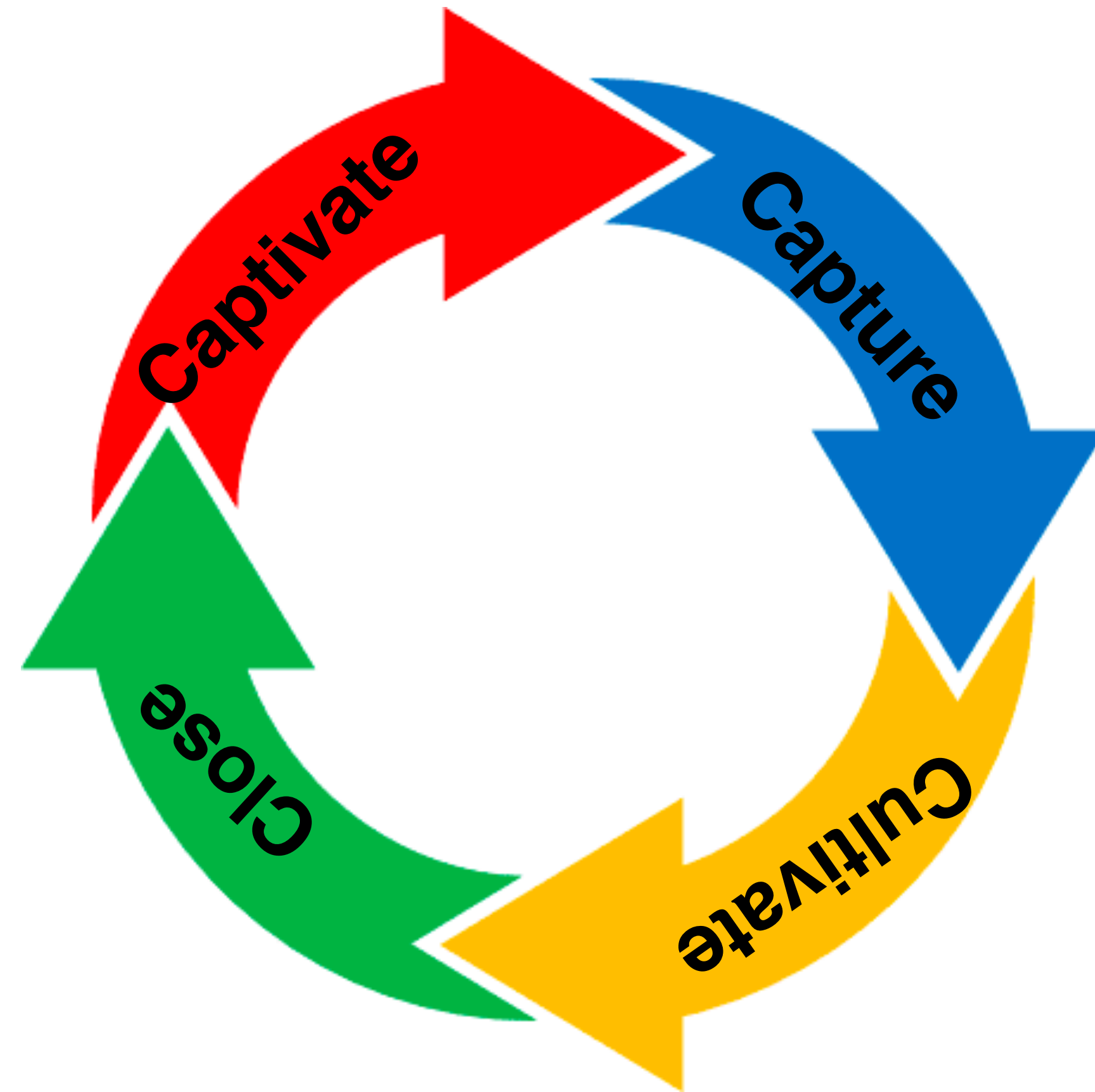
Google's

7-11-4

STRATEGY!



The Client Attraction Flywheel™

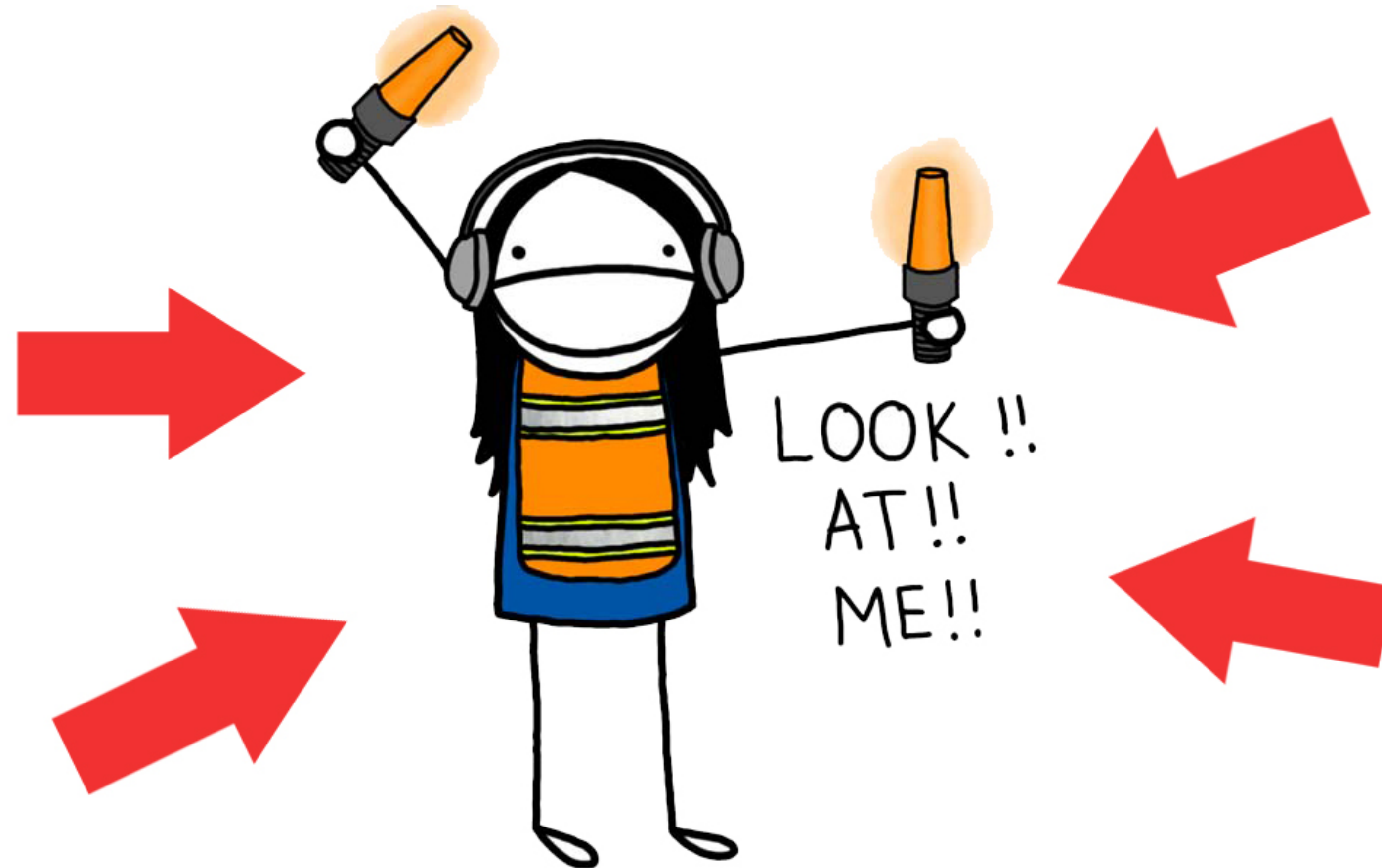


Captivate

**This is about getting and
keeping attention!**

Two Ways To Captivate *(Get and Keep Attention)*

“Look At Me” Marketing





The first step is...

Your Offer



Godfather Offer

QUIZ

QUESTIONS

We offer fantastic quizzes and questions with answers.

The is the ONE THING you can change right now... to have the biggest and most immediate impact on your business without having to spend a dime...

You can have:

- The best marketing tactics
- Huge audience
- Unlimited ad budget
- A beautiful website
- The best sales team
- But if your offer isn't right...

Your message will fall flat. Your leads won't convert. Your sales will stall.

1

40% of your marketing campaign success is based on who you're targeting. The right audience and prospects for your type of product or service.

2

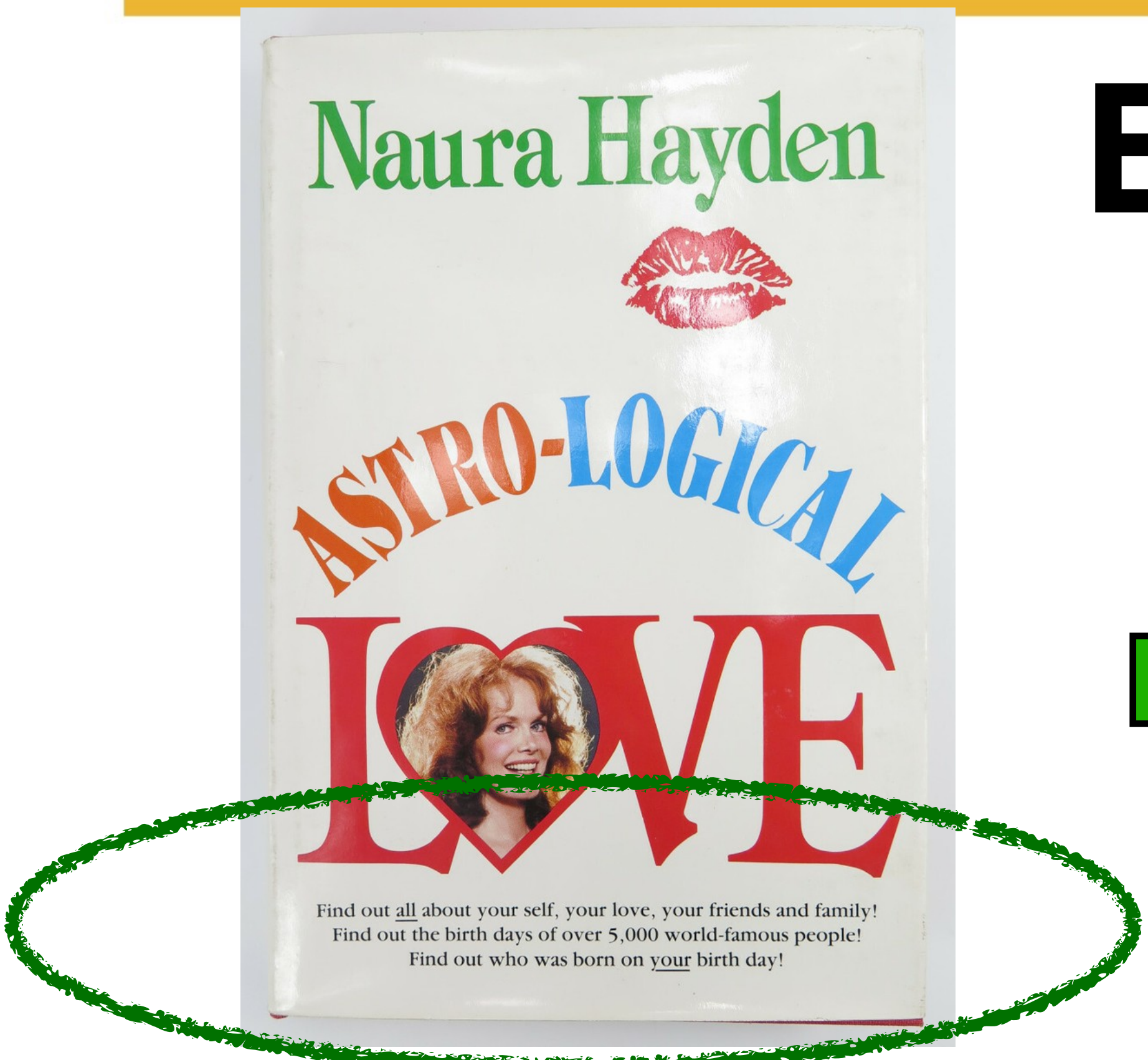
Another 40% of your campaign success is based on the type and quality of offer that you present.

3

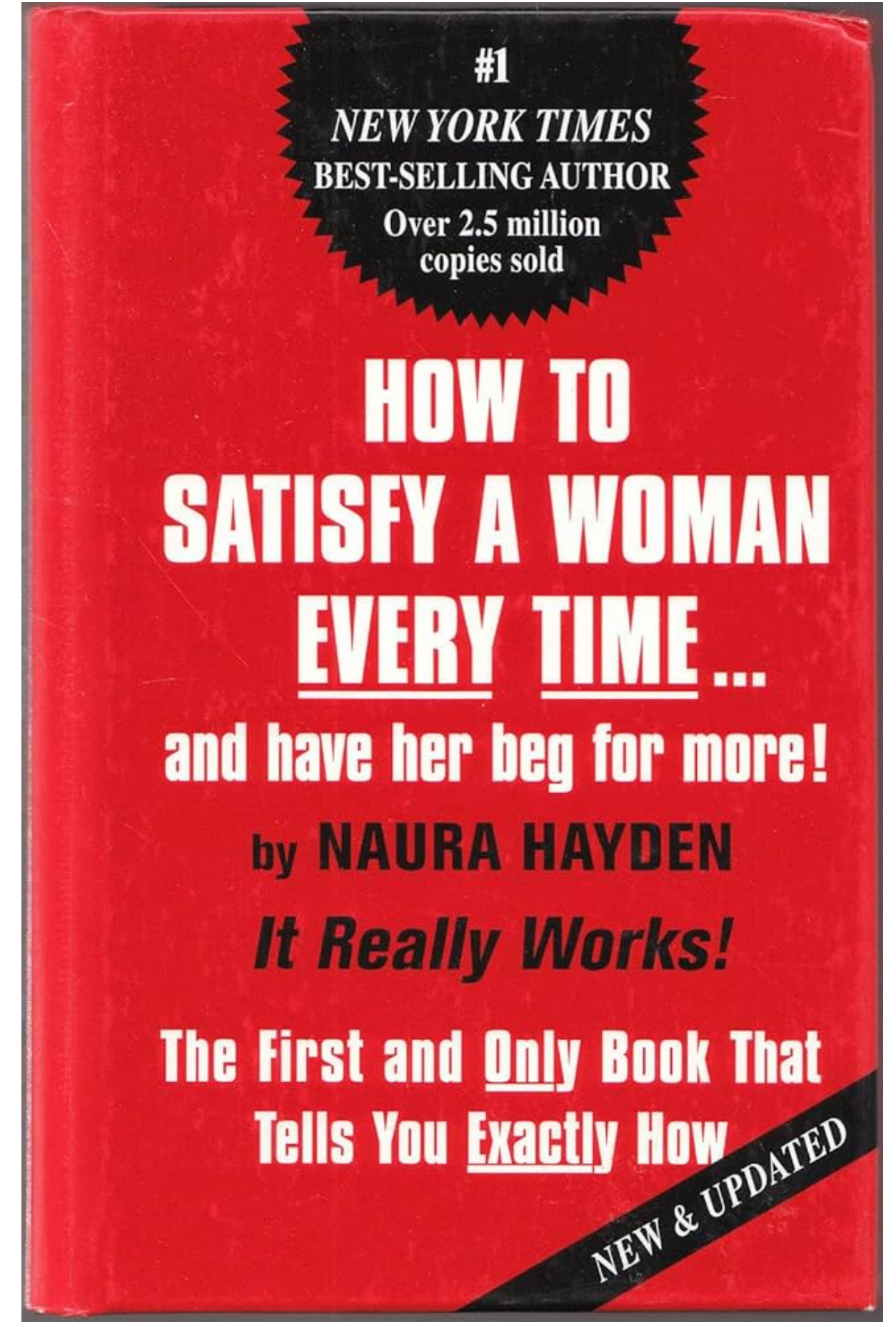
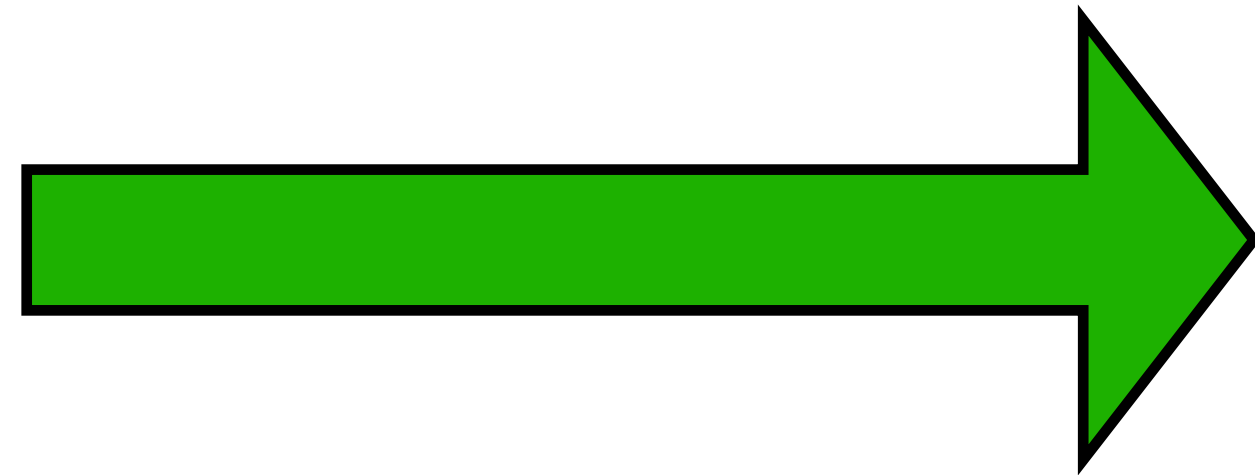
The final 20%, the least contributor to your marketing campaign success is based on the copy, the words, and the graphics.

Here's an example...

Example:



Published in 1982
Less than 5k copies sold



Republished in 1998
Over 2.5M Copies Sold

**Let's have A.I. (our Client Attraction Bot™)
help us create our Godfather Offer Live**

The Science of Prompt Engineering

- **Identity:** *Tell AI exactly who it should BE.*
- **Context:** *Give AI all the relevant background information.*
- **Command:** *What EXACTLY do you want AI to produce?*
- **Format:** *Tell AI exactly what structure you want.*

"Imagine you're an expert in **[YOUR INDUSTRY]**, generating millions in sales and widely recognized as a top authority. You command premium prices for your services, have more leads than you can possibly serve, and are frequently invited for high-paid speaking gigs and media appearances.

Your goal is to complete this worksheet with as much detail as possible, using your expertise and real-world experience. You are handing this over to your marketing team so they can build an automated client acquisition system that consistently attracts, pre-qualifies, and converts premium clients at scale.

Be specific, results-driven, and detail-rich. Assume that your team will use this to craft high-converting messaging, funnels, and campaigns.

Complete the worksheet as if you:

- ✓ **Have absolute clarity** on your ideal client's pain points, desires, and mistakes.
- ✓ **Know exactly what differentiates you** from competitors and why clients choose you.
- ✓ **Are focused on building a system** that removes you from manual marketing & sales, so the business scales automatically.

Fill out the answers with the highest level of detail, including:

- The deepest problems your ideal client faces.
- The **emotional and financial costs** of not solving these problems.
- The **exact mistakes** they are making while trying to fix things on their own.
- What a **dream client** looks like vs. a nightmare client.
- The **specific transformation** you deliver (not just features—what life looks like *after* working with you).
- The **exact steps you take** to get them results (your unique methodology).

🔥 **Important:** Think of this as the foundation for a **high-converting, premium offer**. Your responses should make it immediately clear why clients should **pay top dollar** to work with you—and why this system will consistently generate sales on autopilot.

The second step is...

Generalist Vs. Specialist



\$120k/year



\$500k/year

Capture

This is where they give you permission to market to them and they become apart of your audience...

Three Audience Assets You Want To Build

- ★ Social Media Audience
- ★ Email Audience
- ★ Pixelated Audience

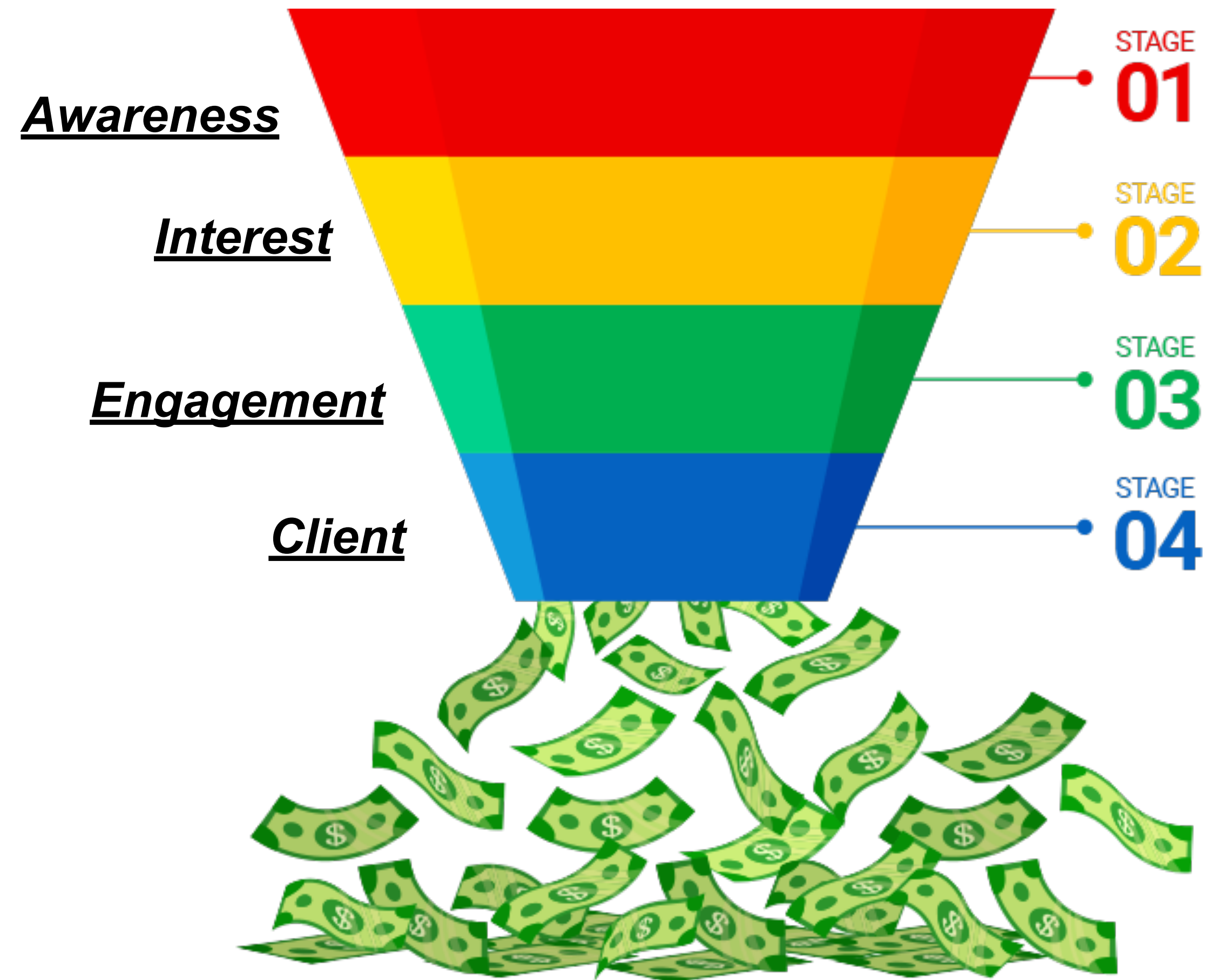




Funnelize

Funnelizing is about
having an automated process
to turn complete strangers into
high paying clients.

Here's What That Looks Like:



Before you start doing ANY marketing, First Off,
**You Have To Meet Your Prospects Where
They Are...**

ONLY, 3% are actually ready to do business right now and those are who your competitors are focused on!



Taking Your Prospects Temperature






Ice Cold Prospects

Your Ice Cold Prospects


- ★ Your “Ice Cold” Prospects” fit the demographic of your target market.
- ★ However, they are still largely unaware of the problem you can solve for them.
- ★ They're experiencing the problem, alright, but they're not yet at the point where it's a nagging itch they want to scratch.
- ★ They don't know about you (and don't care), and so they're far from being ready to purchase anything from you.
- ★ Don't ignore those who are “Ice Cold.” Get in their radar and show them what will happen if they don't take care of that itch soon.






Example Of Ad For Ice Cold Prospects

 **Marquel Russell- King Of Client Attraction**
Sponsored (demo) · 

Can I let you in on a secret?
A lot of marketing gurus and ad experts are exaggerating their numbers to get your attention (and your money).
See..... [See More](#)



WORKWITHMARQUEL.COM
The #1 Thing MOST Marketing Gurus NEVER Tell You... [Learn More](#)
Click. Enter Email. Enjoy.

   2.1K 572 Comments 465 Shares



Live Example... (Step #2)



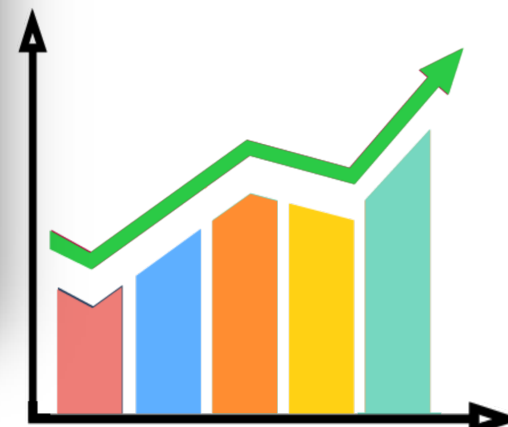
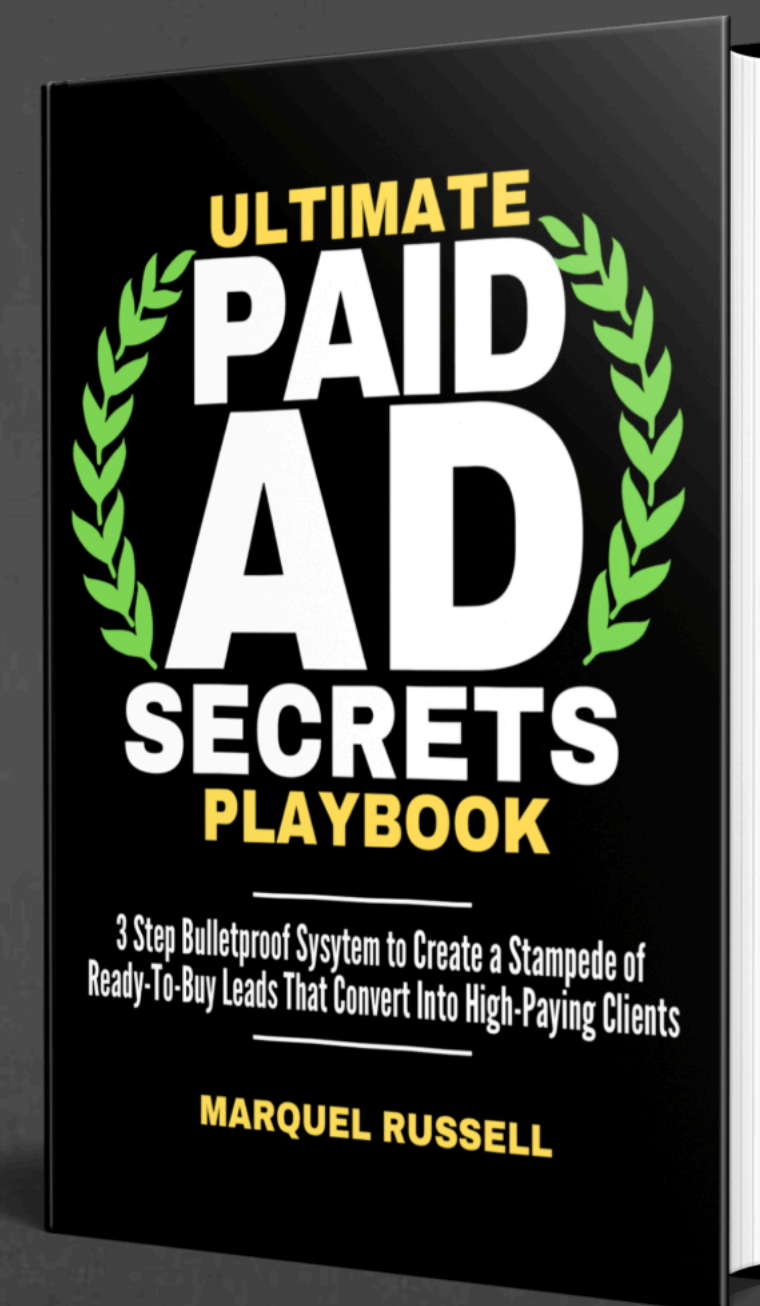
For Coaches, Consultants & Service Businesses Hungry to Hit Their First Or Next 7-Figures

Get Instant Access To The "Paid Ads System" That Cost Us \$3,840,187 To Perfect... We Are Pulling Back The Curtains In This 15-Page Playbook

Forget about webinars, cold emailing, networking events, replying to 100s of comments or sliding into the DMs until you end up in Facebook Jail...THIS changes everything!

DOWNLOAD NOW

Get For FREE What Has Cost Us Millions To Find Out



**STRATEGIC
SCALE
INSTITUTE**

Results From This Ad So Far:

Account Overview		Campaigns	2 selected	Ad Sets for 2 Campaigns	Ads	
+ Create		Duplicate	Edit	Rules	View Setup	
<input type="checkbox"/>	Campaign Name	Budget	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	B'Ham MR Fanpage Followers	Using ad set b...	18 DreamClient-Lead	5,312	8,584	\$9.37 Per DreamClient-...
<input type="checkbox"/>	B'Ham 2% LAL MR No CBO	Using ad set b...	392 DreamClient-Lead	146,881	186,775	\$10.46 Per DreamClient-...
<input type="checkbox"/>	B'Ham LAL CBO MR - No CBO - VV & FB Page	Using ad set b...	642 DreamClient-Lead	184,454	256,395	\$11.07 Per DreamClient-...
<input type="checkbox"/>	B'Ham LAL CBO MR - No CBO - 100	Using ad set b...	76 DreamClient-Lead	28,312	30,059	\$7.96 Per DreamClient-...
<input type="checkbox"/>	B'Ham New Audience Test No CBO MR - 100	Using ad set b...	50 DreamClient-Lead	22,188	25,400	\$11.50 Per DreamClient-...
<input type="checkbox"/>	B'Ham New Audience Test No CBO MR	Using ad set b...	94 DreamClient-Lead	35,014	46,333	\$9.27 Per DreamClient-...
> Results from 9 campaigns ⓘ			3,551 DreamClient-Lead	661,160 People	1,330,032 Total	\$9.05 Per DreamClient-L...

How The Math Breaks Down:

	Campaign Name	Budget	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	B'Ham MR Fanpage Followers	Using ad set b...	18 DreamClient-Lead	5,312	8,584	\$9.37 Per DreamClient-...
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> Results from 9 campaigns ⓘ			3,551 DreamClient-Lead	661,160 People	1,330,032 Total	\$9.05 Per DreamClient-L...

- 3,551 Leads
- 10% of leads convert into scheduled calls (**355 apps**)
- 10% of scheduled calls become clients (**35 clients**)
- *Plug your price points into this example and do the math*
- **Ex. \$5k x 35 = \$175,000**

LUKEWARM



Cultivate

Your Lukewarm Prospects


- ★ Your Lukewarm Prospects are aware of the itch.
- ★ They're starting to scratch, and they want to find a solution before it gets worse.
- ★ But they want to make an informed choice. As such, they're actively seeking information and looking up to authority figures to show them the way.
- ★ For people who are Lukewarm, your job is to become the authority they're looking for.



Examples For Lukewarm Prospects

Marquel Russell- King Of Client Attraction
Published by The Great Marquel [?] · November 19, 2018 · 🌐

🔥 Three things you can do TODAY to: Attract an ENDLESS flood of your Dream Clients...Eliminate Confusion and Overwhelm and...Guarantee 2019 is your Most Profitable Year EVER (while cutting your work time in half)...



103,239 People Reached **10,278** Engagements [Boost Post](#)

👍❤️😂 445 61 Comments 118 Shares

Marquel Russell- King Of Client Attraction
Published by Marquell Russell [?] · August 14 · 🌐

Often, I speak with entrepreneurs who have highly valuable expertise but aren't generating the amount of leads and sales to reflect it.

And at times, when I mention that they deserve to either raise their prices or create a big ticket offer...

They're skeptical because they're not sure if it'll sell consistently(or at all).

As I dug a little deeper into why they thought that way...

I discovered that, across the board, there are 3 common myths a lot of experts believe about selling big ticket offers that cause them to leave ten's(or even 100's) of thousands of dollars per month on the table.

Because of that, I'm giving you the scoop and busting these 3 myths about big ticket offers, once and for all.

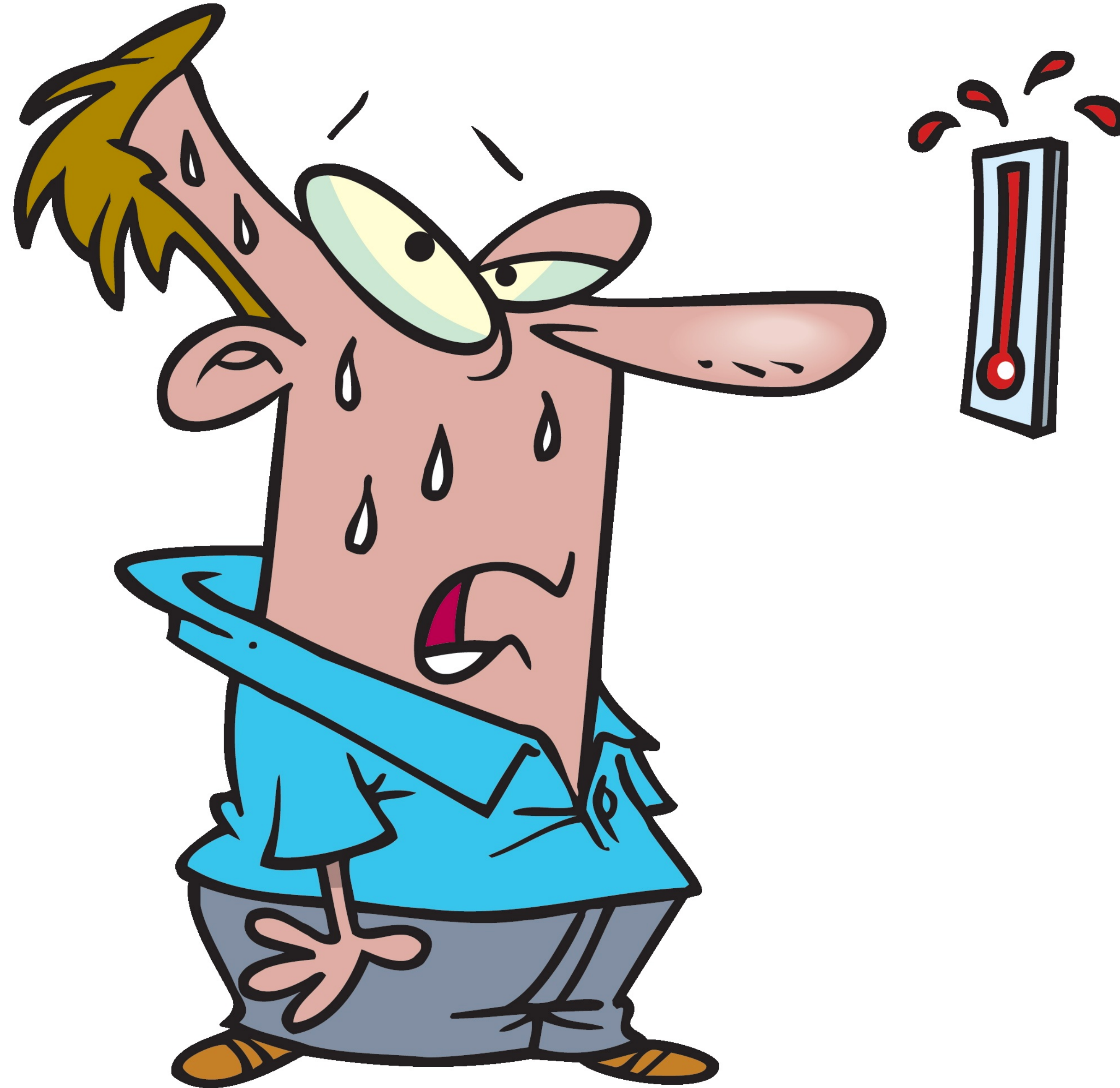
And, who knows? Maybe you'll be inspired to work smarter, not harder. 😊

Click here to watch the quick video and if you'd like further free training or would like to work together, click the link in the comment section below.

3 Myths About Selling Big Ticket Offers



Your Piping Hot Prospects




Your Piping Hot Prospects



- ★ Your Piping Hot Prospects are extremely aware of the itch.
- ★ In fact, it's keeping them awake at night, their skin is raw, and people are beginning to stare.
- ★ So they're ready to purchase a solution, as long as it meets their needs and overcomes their objections.
- ★ For your Piping Hot prospects, your task is to overcome their objections and show them how you're the best option they have to get rid of that itch, once and for all.

Examples For Piping Hot Prospects


 **Marquel Russell- King Of Client Attraction**
Sponsored (demo) · 🌐

Yooooooo....What happen?
I see you checked out the free case study on how to get 1-3 Big Ticket Clients Every. Single. Day...
You saw the crap load of success stories on the page..... [See More](#)




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Did Life Get In The Way??? [Apply Now](#)
Click here to schedule your call.

 151 39 Comments 20 Shares

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Did Life Get In The Way??? [Apply Now](#)
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Examples For Piping Hot Prospects

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The #1 thing we do with our clients is help them quickly up they're leaving a small fortune per month on the table.

This is how we help them quickly get a return on investme make the wise decision to partner with us.

Take David for example..... [See More](#)

Did He Just Sa
\$35k In Only 3-4 D



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Schedule Your Complimentary Strategy Session Now
Click here now to schedule your call.

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How Jasmine's business exploded 🚀 within 60 days.

Our clients keep proving over and over again that scaling your doesn't have to take forever.

In fact, with our simple strategy, your business can grow rapid [See More](#)

How Jasmine Did An
47k In 60 Days



Schedule Your Call

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Book Now

Marquel Russell- King Of Client Attraction
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Kantis is the Secret Weapon behind Motivational Speaker in the world. He reached out and wanted some #1. Getting more clients from the

How Kantis
\$37,638 In



Schedule You k Marquel

WORKWITHMARQUEL.COM
Ready To Get More Dream Business?
Click the "Apply Now" Button to

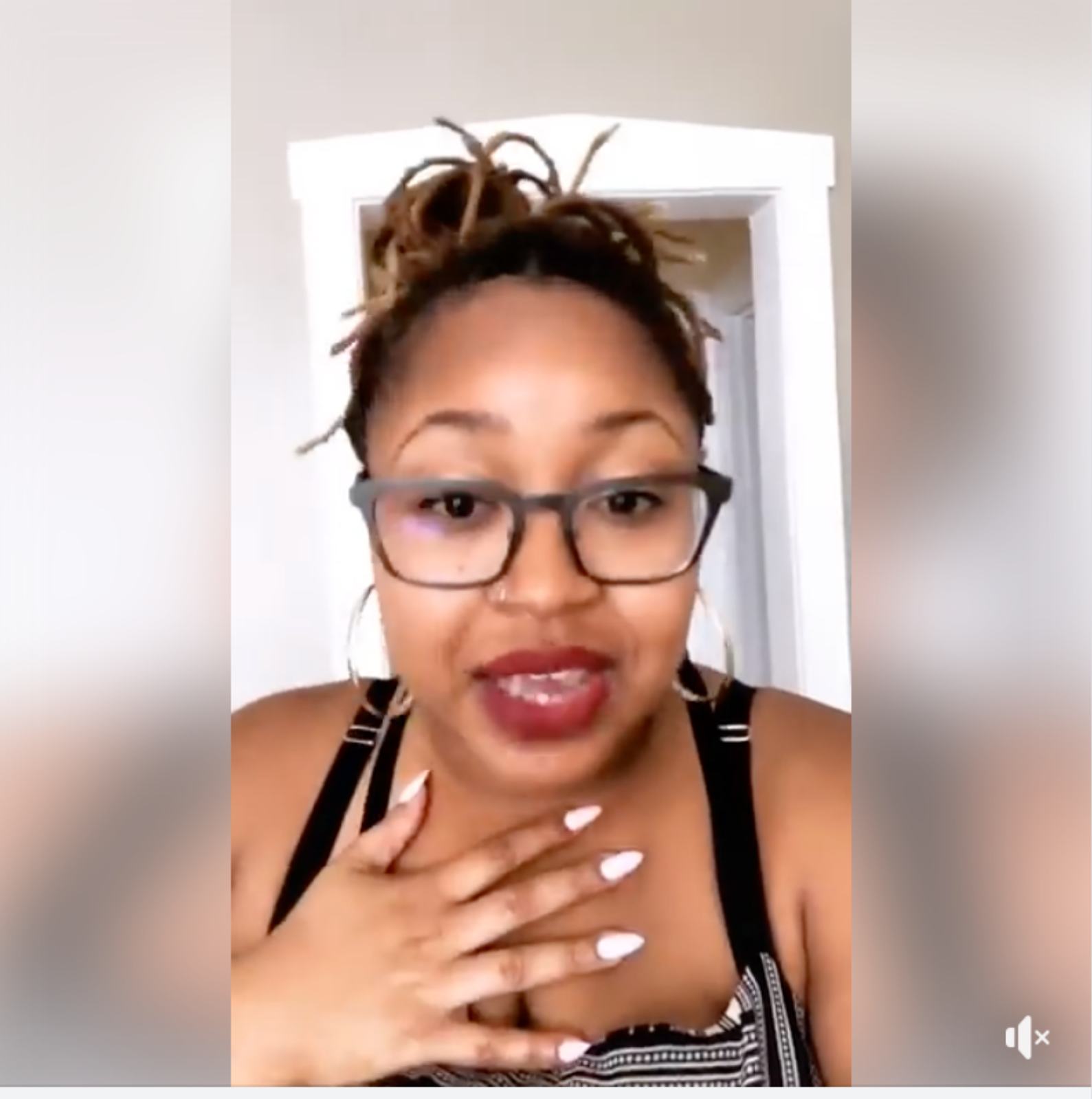
👍❤️👀 239

Marquel Russell- King Of Client Attraction
Sponsored (demo) · 🌐

"They've really got the 'secret sauce' to finding premium paying clients...ones that are happy to work with you and pay premium price points!"

That's what one of our clients, Tara, had to say about working with us inside her coaching and training business.

See, Tara teaches people how to build their own apps, but before working with us, she didn't have a high-ticket offer in place.... [See More](#)



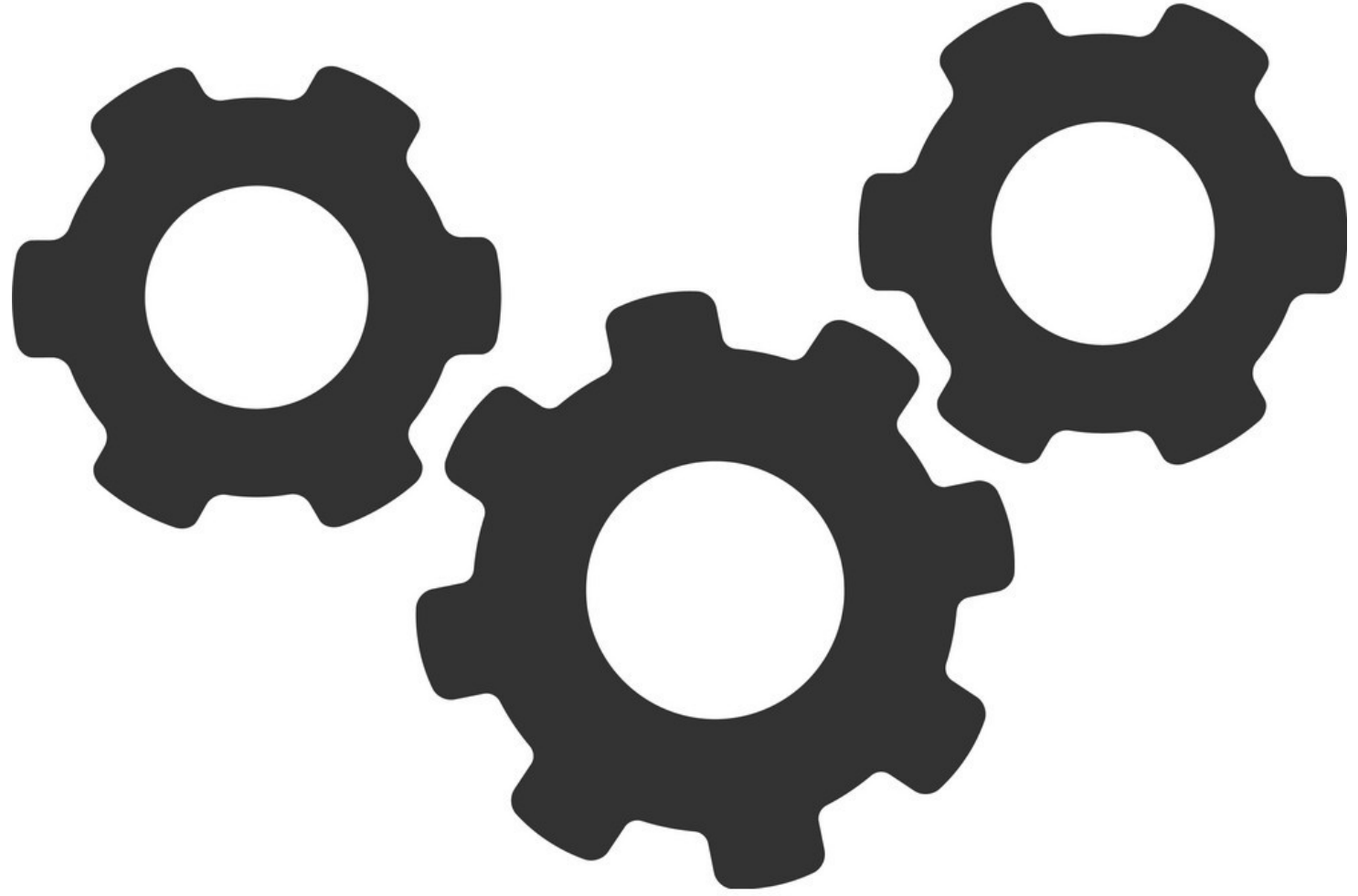
WORKWITHMARQUEL.COM
Book Now



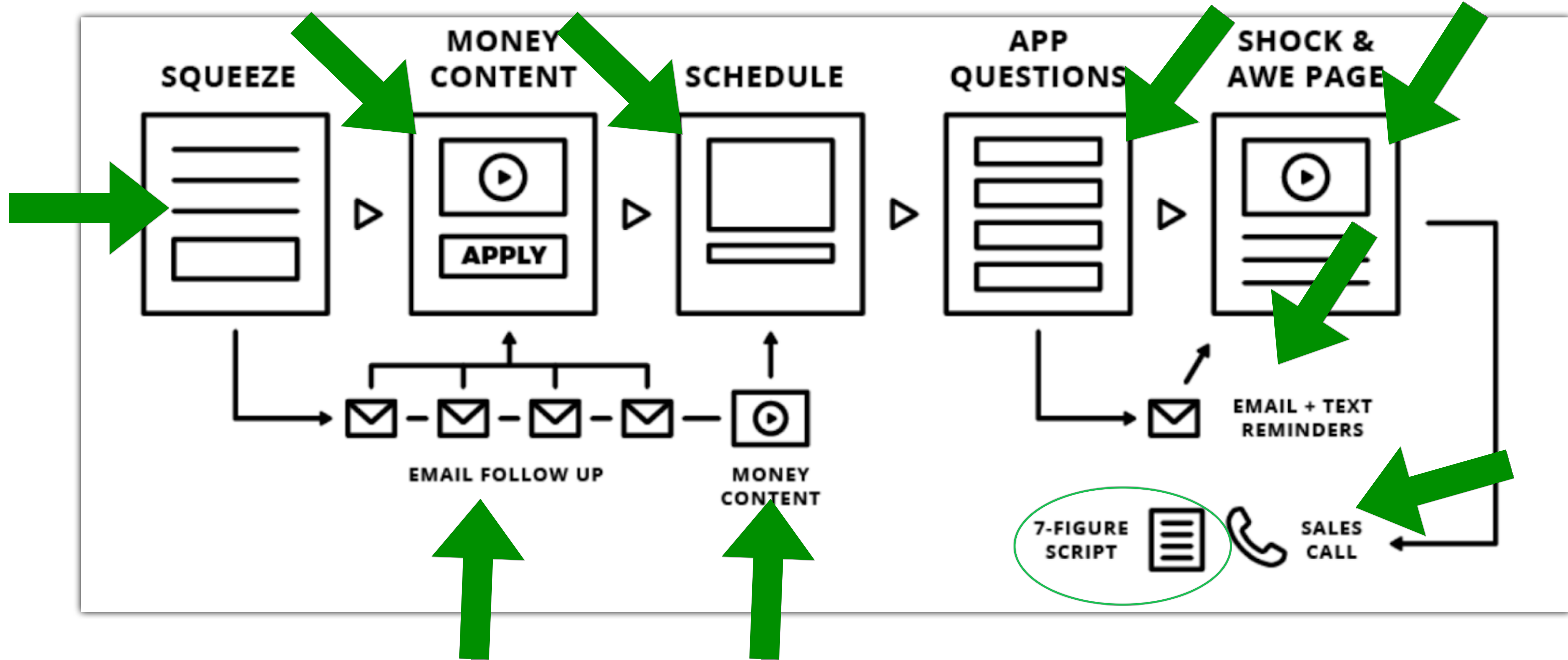
**That's how we use Omnipresence
*(being seen everywhere all the
time)*, to own the News Feed and
create Top Of Mind Awareness**

**You Want To Have A Simple,
Automated System Where
You Can:**

Put In \$1 and Predictably Get \$5 Or More In Return...

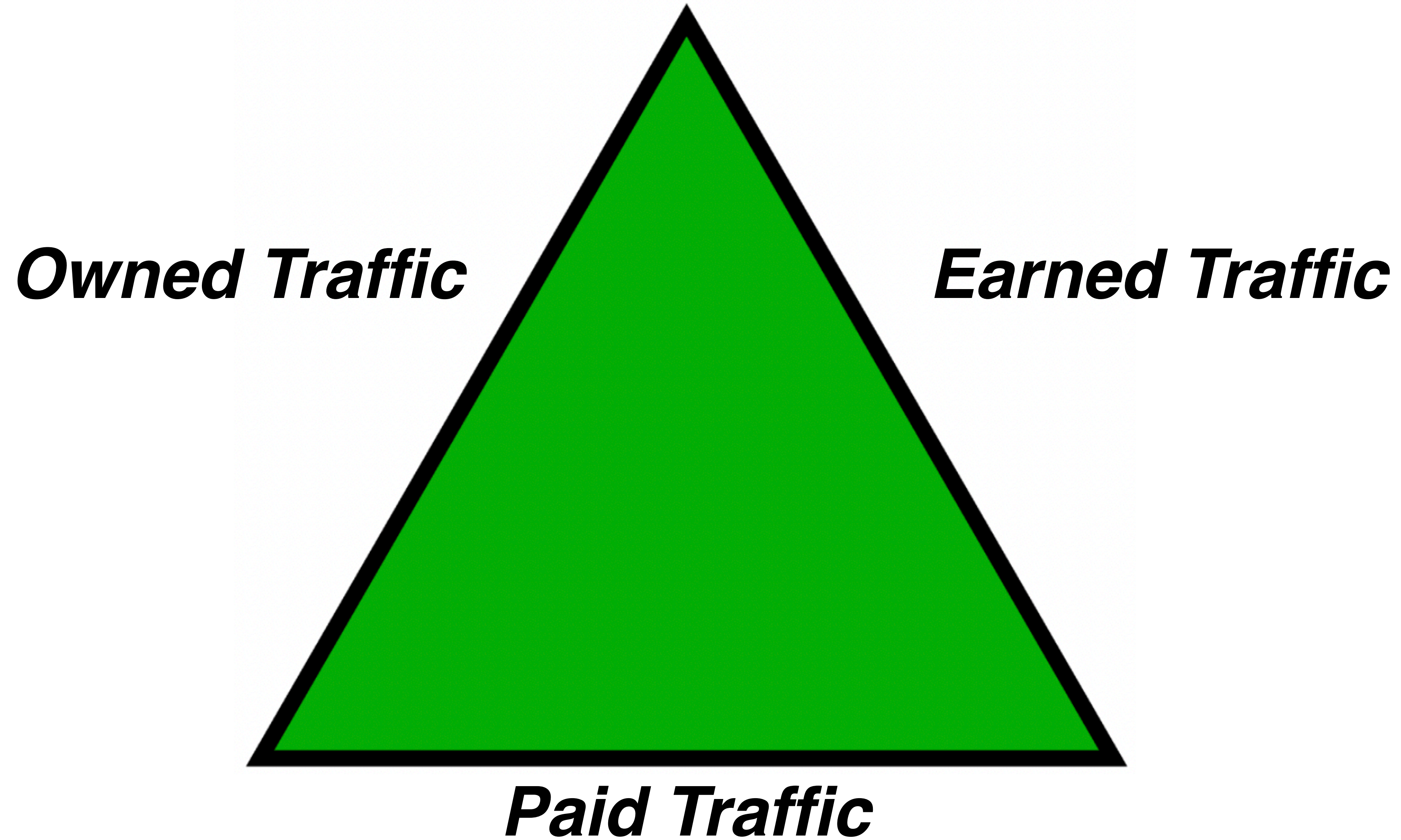


The Elevator Funnel™



**So How Do You Get People To
Your Automatic Selling System™?**

Traffic Triad System™



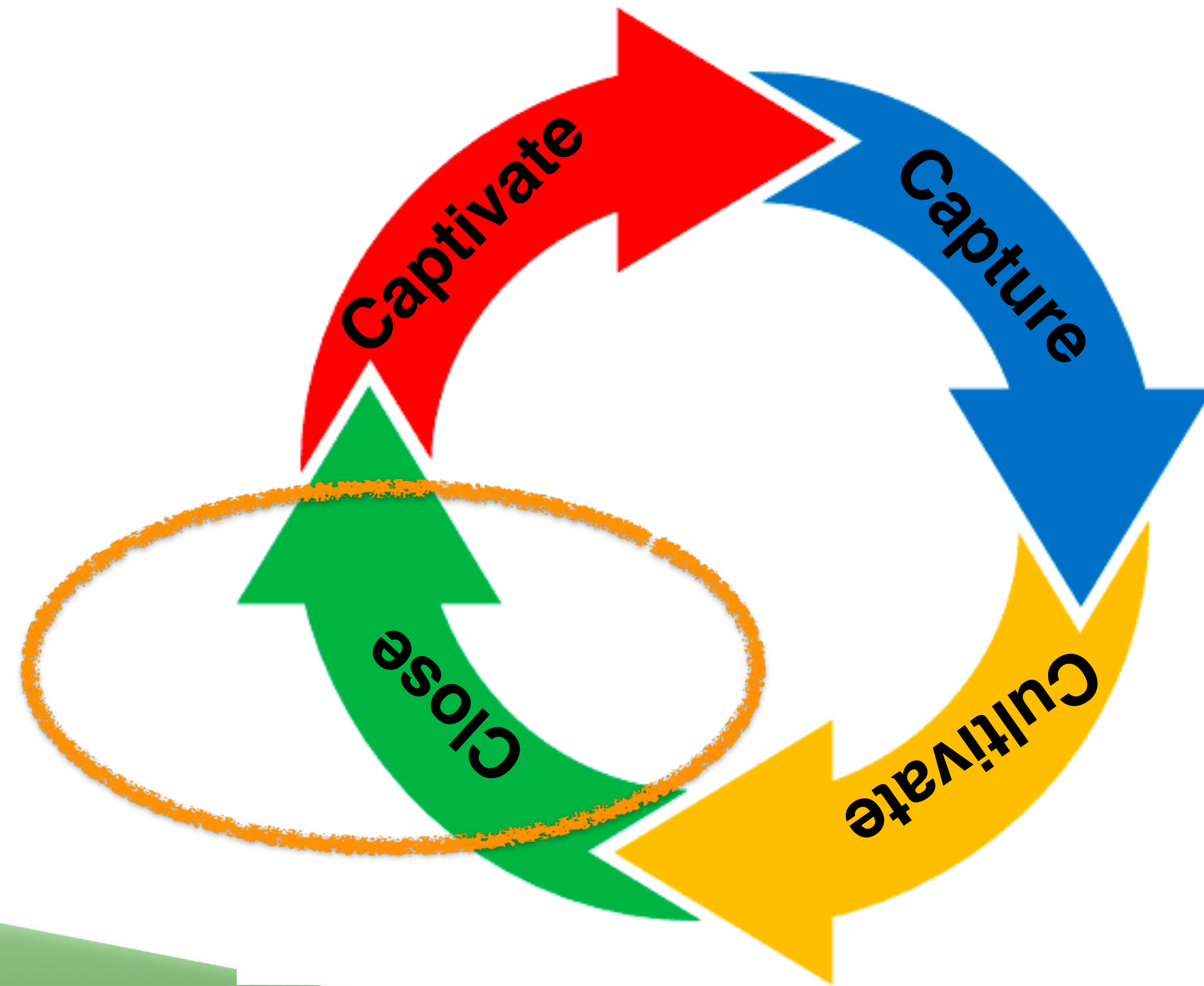
“Closing” is for amateurs!

“PROs” understand...

A man in a bright green sweater and khaki pants stands in a conference room, pointing towards an audience seated at long tables. The room has a modern design with recessed lighting and a large chandelier. A semi-transparent white box with a green border is overlaid on the image, containing the text "Great Marketing Makes Selling Unnecessary".

**Great Marketing Makes Selling
Unnecessary**

The Client Attraction Flywheel™



**This helps create the shut up
and take my money effect!**



**Let's have A.I. help us create
our D.O.V Asset™ to attract best fit
clients that pay, stay and refer**

“Act like a premium client attraction coach who helps experts and entrepreneurs attract high-ticket clients using short, powerful “Money Content Videos.”

*I want to create a **Demonstration of Value Asset** in the form of a short video using the structure I’ve been taught:*

What, Why, How, What’s Next

Here’s some context about my offer and ideal client:

[INSERT THEIR GODFATHER OFFER OUTPUT OR OFFER SUMMARY]

Based on that:

1. *What should the **main topic** of my video be (make sure it solves a micro-problem and is super relevant to a premium buyer)?*
2. *Give me a suggested **title** for the video that is clear, not clever.*
3. *Help me outline the video content using this structure:*
 - **What:** *Remind them what they opted in for and what they’re about to learn.*
 - **Why:** *Share a short, relevant backstory or why I care about this.*
 - **How:** *Give 2–3 clear, tangible steps, strategies, or mistakes to avoid.*
 - **What’s Next:** *Call-to-action (ex: book a call, check out intensive, etc.)*
4. *BONUS: Give me a script I can use for this video in a casual, conversational tone.*

I want this to feel valuable, easy to implement, and immediately builds trust. Speak directly to high-level, ready-to-invest buyers — not freebie seekers.

Was this valuable?

I know that was a lot...

Some Of You May Feel Like This Right Now...



I Come Bearing Gifts:



Scale Ready Business Building Bundle For 100% FREE

- Slides To This Training
- Scale Ready Assessment
- *“The Roadmap To \$100k/Yr. Or \$100k Per Month With Your Knowledge and Expertise...”*
- 7-Habits Of Highly Productive Millionaire CEOs and Founders
- Paid Ad Playbook
- Enroll More Clients
- Client Attraction Bot Prompt Bundle
- Text: **BBI** to **(912) 741-3917**
- Or Go To: ScaleTheSmartWay.com/bbi
- Connect with me on IG for bonus gift: **@MarquelRussell**

