

FIND YOUR ICP AND SELL RIGHT AWAY

NARROW LEADS

FOR FREELANCERS AND OWNERS



BY BOOST MANIFESTO
UNIVERSITY

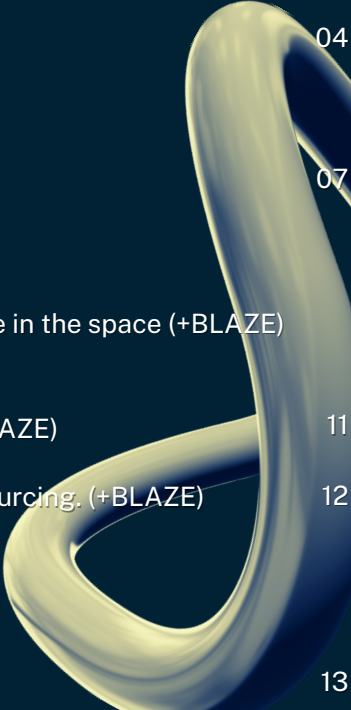
WWW.BOOSTMANIFESTO.COM





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ABOUT BOOST MANIFESTO



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Boost Manifesto University



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JOIN WITH NOTHING AND LEAVE
WITH A BUSINESS RUNNING.



10 CAMPUSES
9 STUDYING TOOLS
STEP BY STEP



ACCESS BMU



Founder: Carlos Jiménez

He has lived in +14 countries and has over a decade of experience in Business Development and Startup Management.

The mission of **Boost Manifesto University**:

To make our all encompassing, ready to execute knowledge about Entrepreneurship & Personal Growth accessible to the wealthy and the poor, all over the globe.

"The only place where you enter with nothing and leave with a business running"

- In BMU, we equip you with everything you need to become a business owner. Being built for people at every level, even current owners will learn how to take their business to the next level.
- The Brotherhood on Discord to discuss various topics and share news about BMU.
- The Fraternity on X: Knowledge base for Business, Communication, Fitness & P.Growth.
- The University App: BMU Web/App developed with 9 different tools, Collaborations with Experts, Chats, Live Sessions, 33+ ways to monetize within 10 campuses.

Project: Boost Manifesto

Our social proof and the way in which BMU has been developed demonstrates our expertise in the field. We only talk about methods that have been tried and tested in our own ventures and with our own clients.

BMU offers an alternative for extremely expensive and time-consuming educational courses. Being an info product that has been organized in 10 campuses, it saves years of learning and by providing theoretical education that is easy to implement in the market from day 1.

INTRODUCTION

IN THIS GUIDE, WE WILL DISCUSS THE USER PROFILE OF THE TARGET AUDIENCE YOU WISH FOR YOUR COMPANY OR BRAND. THE CLIENT OF YOUR DREAMS IS WAITING.

Venturing into the market can feel like navigating a complex maze. It's challenging because not everyone openly discusses from experience how to thrive in this space. But at BMU, we're here to change that. We're like a library of knowledge, always ready to share the secrets of building businesses and earning money in any niche. Our goal is to simplify the process for you and help you succeed in this new digital era. We'll provide you with the tools and guidance necessary to navigate the market confidently and achieve your objectives.

To understand the difference between a personal and a business audience, it's important to note that the difference relies on the purpose of your connection - they need your product, not you their money. Some people can be strategically followed as like everything else, you have to start somewhere. So, by not just following people but analyzing them, you are setting yourself on a path to your desired destination and making a lot of money from any messaging channel.



THE BEGINNING



1. MINDSET ADJUSTEMENT

In business, we have two roads: one that leads to the outcome and the other that quits before reaching it. Understanding the basics is good to start, but business is a long-term game; quick cash, especially through dishonest means, will not be able to provide what we want for the rest of our lives. And if that's so, you should double-think your values and standards. As a business owner or somebody who offers online services and solutions, you should set yourself apart from mediocrity and establish a foundation built on trust, determination, and commitment.

That's the only way to empower your audience to stay with you, and from there, identify who are the ones that need your product or at least can pay for it. Then create the need in their minds.

Selling to many people means that you need a lot of hands, outsource work and build reliable systems with different teams that may have members in different countries. So you must get ready to be a good leader unless you'd rather have somebody leading you.

We can proceed with this ebook because you need to find that person who will guide you to your goals and to the point where you can become a leader yourself.

At the beginning of a business plan, trying and failing builds the foundation. This will build your confidence until the point where you understand what works and what doesn't.

If somebody tries to tell you how to behave or how to act, remove them from your life and jump into a monk mode meditational period where you understand

- Who you are
- Where you want to be
- What you need in order to reach there

Develop vision and trust your gut because you start to become the best version of yourself only once your vision is clear and you start moving towards it.

We must clarify one thing:

Volume is King and Time is Queen.

Understanding this quote we made is essential to finally deciding to increase the volume of our work. This will allow us to find the right opportunity at the right time. Let's see how we will achieve that.



THE BEGINNING



2. PREPARE AN A/B TEST

The first thing we have to do is to determine why we are doing this. What is our goal? Is it a transition, is it to attract attention to our product, or to sell to our current audience?

In advertising terms, this is called an Awareness Campaign, where you learn how to evolve into a niche, a society of individuals who share the same vision, to work for a certain industry and commit to its purpose.

If you want to learn about advertising, monetization, and business growth, we recommend you join The University once it opens.

It is important to note that the key variables include the parts of your outreach plan, your email marketing procedures, and more.

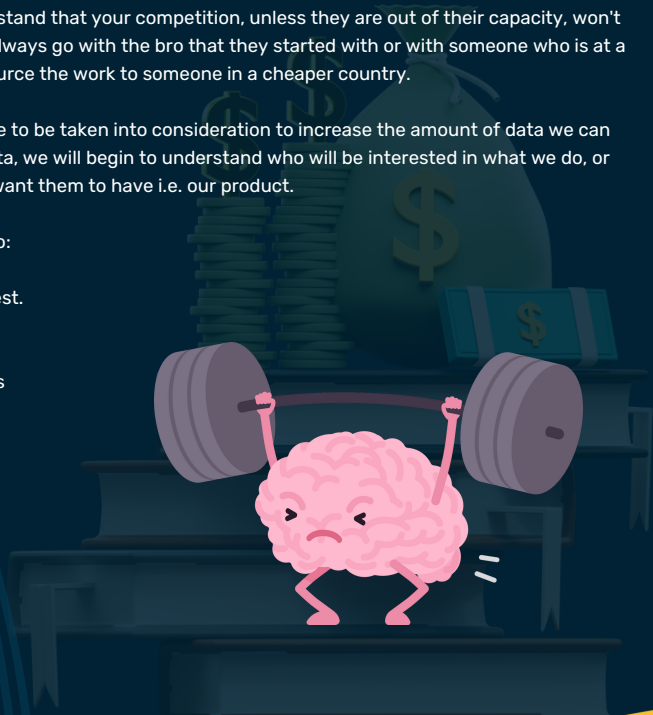
When you change a subject line in the same email, you are A/B testing what works best. Brainstorm all possibilities. To save time, since you probably want to sell solutions in the form of an online service, focus only on the people who could be looking for it. We will soon talk about how to find them.

You must first understand that your competition, unless they are out of their capacity, won't need you. They will always go with the bro that they started with or with someone who is at a similar level or outsource the work to someone in a cheaper country.

All these factors have to be taken into consideration to increase the amount of data we can get. Through that data, we will begin to understand who will be interested in what we do, or will fall for what we want them to have i.e. our product.

Then you just need to:

- Implement the Test.
- Collect Data
- Analyze Results
- Draw Conclusions
- Iterate
- Refine



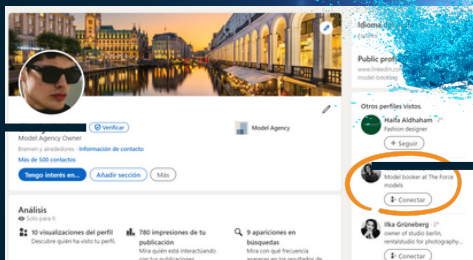
THE DECISION

3. ANALYZING THE SPACE

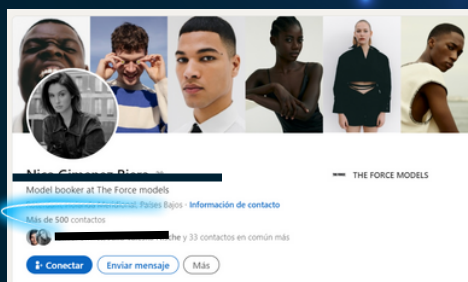
- To be precise, we will delve deep into my system and workflow so you can easily understand how it works. For this example, we will use LinkedIn. You can translate it to any other platform, but here is where the high-value clients are, so we will invest our efforts to identify who these clients are that we are talking about. Let's enter a hypothetical case, where you are a model agency owner like me. You have to understand who the ideal client is for your company. Once you have the models, it's time to give the models work, right? So we have to find the ones that need models in the space.

TO OPEN A MARKET IN LINKEDIN YOU MUST BE PRECISE AT THE TIME OF BUILDING YOUR ACCOUNT, YOU CAN CHECK MY EBOOK 'LINKEDIN MEETS AI' ON HOW TO SET UP YOUR ACCOUNT TO A GREAT EXTENT AND MAKE OVER 100,000€ IN ONE SINGLE MONTH.

Hiding for professional reasons, let's go!



Is this our ideal client?
Let's check



Model Booker?

If we don't know what that is, we search on Google as part of the process to integrate into the market.

As a model agency owner, you can outsource work; people can find jobs for your models.
That's a model booker.

So basically, they are our competition! NEXT

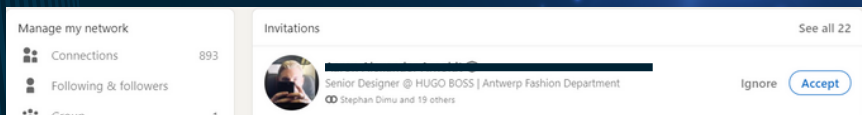
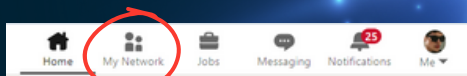
THE DECISION

4. UNDERSTANDING THE SPACE

- When we establish connections, sometimes we don't expect where they will lead us to. While conducting business, we should be able to identify when someone engages with us for genuine interactions or with a future offer in mind. Maybe we want it, maybe we don't. If you are accustomed to falling for all of them, you are very innocent and won't be worth the treasure on the other side of the rainbow. Stay focused because I am going to tell you exactly how to find your ideal client right away.

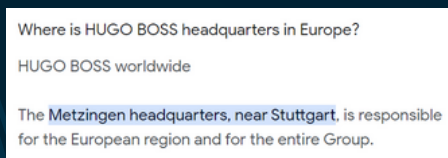
YOUR CONNECTIONS AND SUGGESTIONS WILL OPEN THE MARKET TO DIFFERENT NICHES. STAY TRUE TO YOUR PROFILE AND AUDIENCE TO ATTRACT REAL INTERACTIONS THAT WILL HELP TO REACH MORE PEOPLE. HOPING TO CONNECT WITH A BOSS OR ART BUYER? LINKEDIN DOESN'T ALLOW YOU TO? THEN, REACH OUT TO EMPLOYEES IN MODEL CASTING AND CONTENT PRODUCTION FIRST. CLIMB UP THE HIERARCHY STEP BY STEP. TO SUMMARISE, IDENTIFY WHO WILL ULTIMATELY BUY YOUR OFFER AND REPURPOSE MY METHOD FOR YOURSELF.

Let's see who is trying
to connect with us



Great, an employee from Hugo Boss
is trying to connect with us,
we can see he is a designer and
that he is in Antwerp (Belgium).

Is the Headquarters of Hugo Boos there? Search in Google.



As we know where we stand,
we understand that no matter the brand,
if the connection is not useful for our company, we don't get excited.
This connection can lead us to a potential client; let's discover how.



The screenshot shows a Windows desktop with a grid of files and folders. A blue horizontal line and an orange wavy line are drawn across the middle of the screen. The files are arranged in rows and columns, with some files having icons that look like document thumbnails. The names of the files are visible below the icons.

File Name	File Name	File Name	File Name	File Name	File Name	File Name	File Name	File Name	File Name
G	wiers	G	text.PNG	orendt.PN	G	NG	NG		
	photo.PNG								
Chantal.PN	claudia.PN	fahsion.PN	Tom	director		conecione	NG	studios.PN	
G	G	G	tailor.PNG	wormland.		s.PNG		G	
				PNG					
G	laura.PNG	lauren iess	Uzav.PNG	awg.PNG	G	maren.PNG	nadine.PN	philip .PNG	photograp
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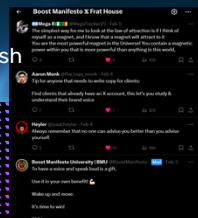


HOW TO KNOW ABOUT WHAT TO POST OR BLOG ?

SEARCHING FOR GREAT CONTENT IS AN ART. WE CAN REPURPOSE EXISTING CONTENT TO FIT OUR BRAND'S MISSION AND VISION. WHILE THERE'S AN ABUNDANCE OF CONTENT LIBRARIES, KNOWLEDGE BASES ARE RARE.

Here are some of the best places to find content and establish authority in your niche:

- Quora
- BMU Twitter
- Reddit



If you are still not sure of where can you find the best content to repurpose in your own brand, here is a quick link to our Knowledge Base:

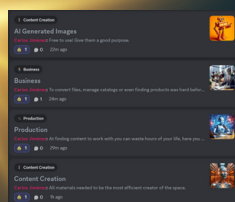
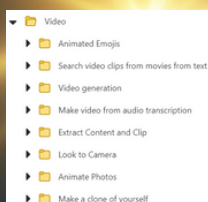
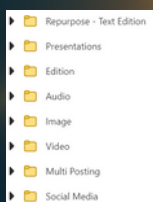
X COMMUNITY THE FRAT HOUSE

- **GET THE FULL AI LIST THAT WE USE TO MAKE THOUSANDS A MONTH**
- **THE LIBRARY OF ASSETS WE USE TO CREATE STUNNING CONTENT**
- **CLOSE CLIENTS IN REAL TIME WITH OUR GENUINE FREE SUPPORT**

FINDING A RELIABLE TEAM OF PROFESSIONALS RELEVANT TO YOU CAN BE CHALLENGING INITIALLY. OUR PURPOSE LEAD US TO BECOME THE ONE PLACE TO GO AND DEVELOP A BOND WITH STUDENTS, THAT BELIEVE IN CONSTANT LEARNING AND IMPROVEMENT AS A PATH TO SUCCESS, BY BEING ACTIVE IN THE BROTHERHOOD CHANNELS.

As time passes, we constantly update this list and send alerts regarding the updates in the chat. Other than that, the newest will always be at the top.

- Prompt GPT
- Audio
- Video
- Image
- Business Management
- And much more...



ACCESS THE BROTHERHOOD

