

ELEVEON MASTERCLASS SERIES

Amazon Client Acquisition Masterclass

Meta Ads & LinkedIn — Complete System for Winning Amazon Clients

 2 Hours

 5 Modules

TODAY'S AGENDA

2-Hour Session Breakdown

01

Foundation & Strategy

Buyer personas, pain points, funnel architecture

20 min

02

Meta Ads System

Campaign structure, audiences, ad creatives, lead forms

45 min

03

LinkedIn Acquisition

Profile, organic content, outreach & LinkedIn Ads

40 min

04

Systems, Follow-Up & Closing

Speed to lead, DM sequences, sales call framework

15 min

05

Budget, Metrics & Scaling

KPIs, budget recommendations, 3-month roadmap

10 min

MODULE 01

Foundation & Strategy

Understanding who pays you → and how to reach them

🕒 20 Minutes

Buyer Personas — 3 Client Tiers

1.1 Understanding Your Ideal Client



TIER 1

New Sellers

Budget Range

\$500–\$1,500/mo

Where They Hang Out

Facebook Groups, Instagram Reels,
YouTube

Pain Point

Just launched, overwhelmed, zero sales



TIER 2

Growing Sellers

Budget Range

\$1,500–\$5,000/mo

Where They Hang Out

LinkedIn, Facebook Groups, Podcasts

Pain Point

\$10K–\$100K/mo revenue, want to
scale, no time



TIER 3

Brands & Manufacturers

Budget Range

\$3,000–\$10,000+/mo

Where They Hang Out

LinkedIn, Industry Events, Google

Pain Point

Wanting to enter Amazon, large
budgets

Pain Points = Your Ad Copy Gold

1.1

“

I'm spending on PPC but not profitable

“

I launched but getting zero sales

“

I don't understand why my listing isn't ranking

“

I got suspended / got a policy violation

“

I don't have time to manage my Amazon store

“

I want to sell on Amazon but don't know where to start

💡 EXERCISE: Write down 5 specific pain points of YOUR ideal client — these become your ad hooks

Client Acquisition Funnel Architecture

1.2

You are NOT selling account handling directly. You are selling a conversation.



MODULE 02

Meta Ads

Complete Client Acquisition System

Account Setup • Campaigns • Audiences • Creatives • Lead Forms

🕒 45 Minutes

Recommended Campaign Structure

2.2

CAMPAIGN: Amazon Account Handling — Lead Gen

Ad Set 1 — Interest-Based (Cold)

Ad 1

Pain Point Hook (Video)

Ad 2

Case Study / Results (Image Carousel)

Ad 3

Testimonial (Video)

Ad Set 2 — Lookalike Audience

Ad 1

Pain Point Hook (Video)

Ad 2

Authority / 'Why Us' (Video)

Ad Set 3 — Retargeting (Warm)

Ad 1

Objection Handling

Ad 2

Urgency / Limited Slots

Audience Targeting — The Money Is Here

2.3

❄️ COLD AUDIENCES — Interest-Based

Layer 1 — Amazon Related

Amazon, Seller Central, FBA, Jungle Scout, Helium 10, Alibaba

Layer 2 — E-commerce Business

E-commerce, Shopify, Dropshipping, Small business owners

Layer 3 — Behaviors

Business page admins, Small biz owners, Engaged shoppers

🔥 WARM AUDIENCES (Retargeting)

- Website visitors (last 30 days)
- Engaged FB/IG page (last 60 days)
- Watched 50%+ of your videos
- Opened but didn't submit lead form

🎯 LOOKALIKE AUDIENCES

- 1% Lookalike of your existing clients' emails
- 1% Lookalike of lead form submitters
- 1% Lookalike of website visitors

Ad Creative & Copy Frameworks

2.4 — The Hook Is EVERYTHING. You have 3 seconds.

01 Pain Point Hook

Video 60–90 sec

Best for Cold Traffic

Hook → Problem → Agitate → Solution → Proof → CTA

02 Case Study / Results

Carousel / Video

Month-by-Month Breakdown

\$3,200 → \$27,000 in 90 days (show exact steps taken)

03 Mistakes Hook

Single Image / Video

Curiosity-Driven Cold

"5 mistakes KILLING your Amazon sales" — list + solution CTA

04 Testimonial Ad

Screenshot + Caption

Social Proof / Retarget

Client message screenshot → Before/After numbers → CTA

MODULE 03

LinkedIn

Organic + Paid Client Acquisition

Profile Optimization • Content Strategy • Outreach DMs • LinkedIn Ads

🕒 40 Minutes

LinkedIn Profile = Your Landing Page

3.1 — Fix This First Before Anything Else

Profile Photo

Professional, clear face, friendly

NOT a selfie or group photo

Headline

Your VALUE PROPOSITION, not job title

"I Help Amazon Sellers 3X Revenue | Done-For-You Management | 50+ Brands"

Featured Section

Pin best case study + free audit link

3–4 items: audit link, testimonial video, case study post

Banner Image

Your service + results + CTA

"We Help Amazon Sellers Scale to \$100K+/mo → Book a Free Audit"

About Section

Problem → Solution → Proof → CTA

Hook with their pain point, show results, end with a clear offer

Experience

Frame as RESULTS, not responsibilities

"Managed 50+ Amazon accounts generating \$X in revenue"

LinkedIn Outreach — DM Sequence

3.3 — Do NOT pitch in connection request

Connection Request	Day 1 (Accepted)	Day 3 (Reply)	Day 5 (Offer)	Day 7 (No Reply)
<i>"Hey [Name], I see you're in the Amazon space. I help sellers scale through done-for-you management. Would love to connect."</i>	<i>"Thanks for connecting! Quick question — are you currently selling on Amazon, or looking to get started?"</i>	<i>"That's awesome! How's the account going? Are you handling PPC and listing optimization yourself?"</i>	<i>"We do full Amazon account management (PPC, SEO, listings, A+). Would you be open to a 15-min call? No pitch — just value."</i>	<i>"No worries if you're busy! I posted a breakdown of how we helped a seller go from \$4K/mo to \$31K/mo. Thought you'd find it useful."</i>
💡 < 300 characters. No pitch.	💡 Build rapport first.	💡 Discover their pain.	💡 Soft ask with calendar link.	💡 Value-first follow-up.
Target Volume: 20–30 connection requests/day • Goal: 5–10 conversations/week • 2–3 calls booked/week				

Lead Follow-Up System

4.1 — Module 4: Systems & Closing | 🕒 15 Min

SPEED TO LEAD

21x

more likely to convert

if you follow up within 5 minutes

After 24 hours = Lead is dead

Within 5 min

Call + WhatsApp message

No answer → 1 hr

Email + SMS follow-up

Day 2

Follow-up call + WhatsApp

Day 4 🔥

Send Loom video auditing their Amazon store (40–60% conversion to call!)

Day 7

Final 'closing the loop' message

No response

Add to email nurture sequence

30-Minute Sales Call Framework

4.2

1

Rapport

2–3 min

"Tell me about your business/brand."

2

Discovery

10 min

Revenue? PPC managed? Biggest frustration? Ideal scenario in 6 months?

4

Present Service

5 min

Based on what you shared, here is what I recommend...

3

Audit Findings

5–7 min

Screen share listings/PPC. Quantify:
You're leaving \$X,000/mo on the table

5

Handle Objections

3–5 min

6

Close

2–3 min

Budget, Metrics & Scaling

Module 5 | 🕒 10 Minutes

Starting Budget Recommendations

Channel	Min Monthly	Expected Leads	Cost/Lead
Meta Ads	\$300–\$500	15–40	\$8–\$30
LinkedIn Organic	\$0 (time only)	5–15	Free
LinkedIn Ads	\$800–\$1,500	10–25	\$20–\$60

KPIs to Track

Cost Per Lead (Meta)

< \$25

Lead → Call Booked

30–40%

Call → Client

20–30%

Cost Per Client

< \$200

Client LTV

\$5,000+

3-Month Scaling Roadmap

Month 1 Foundation

2–3
clients

Optimize LinkedIn • Launch Meta Ads (\$300–500) • 20 connections/day

Month 2 Optimize

3–5
clients

Kill losing ads • Scale winners • Build retargeting • Collect testimonials

Month 3 Scale

5–8
clients

Increase Meta budget (\$800–1,500) • Launch LinkedIn Ads • Build Lookalike audiences

Bonus: Toolkit + 72-Hour Action Plan

Quick-Reference

🔧 Quick-Reference Toolkit

Landing Page	Carrrd.co / Leadpages	\$19–\$49/mo
Call Booking	Calendly	Free–\$12/mo
CRM	HubSpot / GoHighLevel	Free–\$97/mo
Video Audits	Loom	Free
Ad Creatives	Canva Pro	\$12/mo
Email Follow-up	Mailchimp / Instantly.ai	Free–\$30/mo
LinkedIn Outreach	Manual or Dripify	Free–\$59/mo

⚡ 72-Hour Action Plan

Day 1

☐ Optimize LinkedIn profile

☐ Polish Facebook page

Day 2

☐ Write 3 LinkedIn posts (schedule them)

☐ Create landing page or lead form

☐ Send 20 LinkedIn connection requests

Day 3

☐ Launch first Meta Ads campaign (\$10/day)

☐ Record first Loom audit video (practice)

Daily
Ongoing

☐ 20 min: engage on LinkedIn + follow up leads

The service you're selling is in

MASSIVE DEMAND

Meta Ads give you visibility. LinkedIn gives you trust.

Use both. Start today. Your first client is closer than you think.

Buyer Personas

Meta Ads System

LinkedIn Strategy

Follow-Up & Close

Scale to 5–8 clients

BM DesignInk | ELEVEON

From Learning to Leading