

The Profitable Skills Program



How designers, developers and other
skilled experts are using sales funnels to
land **\$20k–\$100k+ projects**

ROB O'ROURKE

What's inside this book

01	Why Good Experts Are Struggling Right Now	08
02	Who's Rob O'Rourke?	19
03	How We Build Your Lead and Sales System	26
04	Inside the Program	33
05	Everything You Get in the Program	70
06	How We Work Together	73
07	The \$30k Guarantee	78
08	Frequently Asked Questions	82
09	What Happens When You Join	96
10	Case Studies	100
11	Student Success Stories	112
12	Ready to Scale?	118

Hey, it's Rob here

If you're reading this, it's because you've shown interest in the Profitable Skills program. I've put this book together to fully explain the program... but also to show you the value of having a sales funnel in the first place.

There are so many people out there who have all the talent they need, but are missing the sales side of the business. And I've made this book (and the program) to make sure you don't end up as one of them.

So when you have some time, I highly suggest taking an hour or two to go through this. It will teach you a lot about:

- 1 Why so many good experts are **struggling to get clients** right now
- 2 The **3 things** you need in place to **land premium clients** consistently
- 3 The exact funnels my students use to **land \$20k-\$100k+ projects**
- 4 And of course, **how the program itself works**

If you have any questions on any of this, email me at rob@profitableskills.com or DM me on socials ([@theroborourke](https://www.instagram.com/theroborourke)), and I'll get back to you personally.



A few recent student wins



Alex Socoloff 10:03 PM

GM fam!

Woke up with 3 emails

Brand identity - \$20K ✓

Product design \$10K/mo minimum 3 months ✓

And 🥁🥁🥁

Brand identity \$124K 🎉 ✓



Tom Koszyk 21:43

finally closed and signed \$75k+ deal today.

Huge thanks @Rob O'Rourke hanks for both your insights and the program were program were super helpful



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Ethan Suero 3:31 PM

After slow start to the summer we just closed £70k in projects across a few websites.

Also got 3 calls booked for next week.

And this is silly but I just realised I passed 1m in revenue since I started freelancing in 2020. I'd say not bad for a single freelancer.



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Foreword

By Chris Halaska, founder of Halaska Studio



I've been designing products for over twenty years. I started in advertising at Ogilvy, moved into banking at CBA, then spent six years at Google working on products like Google Photos, used by over a billion people.

When I went out on my own and started Halaska, I assumed the hard part was behind me. I'd done the work at the highest level. Surely the clients would follow.

And for a while, they did. My early studio work was in crypto, and I built my name the way a lot of designers do. I posted my work on X, people liked it, and founders reached out. When X slowed down, referrals filled the gap. I never sent a single cold email. And the founders I've designed for have gone on to raise over \$400M.

But the business underneath all that was fragile. I was getting hardly any new leads, and when one came in, I needed to close it, because I had no idea when the next one would show up. I could land big projects, but I couldn't make them happen on purpose. And I was far too hands-on. Every conversation, every decision, every project came through me.

Six years at Google, and I still didn't know where my next client was coming from.

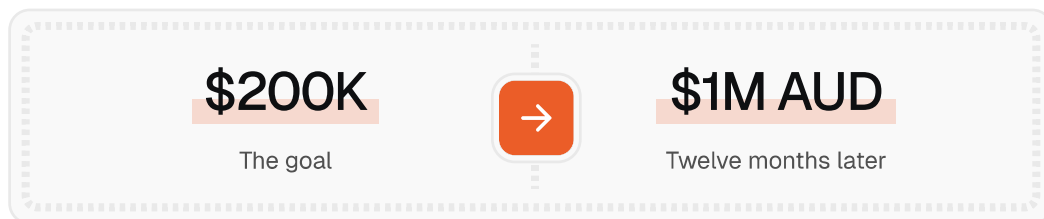
That's when I started working with Rob.

The first thing he changed was how I sold. I'd always led with the design: the deliverables, the process, the portfolio. Rob got me leading with the problem instead. What's broken in the founder's business, what it's costing them, and what changes when it's fixed. Once I started selling that way, the conversations got bigger, and so did the numbers.

One call sums it up. A YC founder came to me looking for a brand uplift. Before the call I'd spotted real problems with his product, but I didn't know how to bring them up without overstepping. Rob's advice was simple: don't tell him, show him. So I sent a short video walking through the issues and how we'd fix them. He came back asking for pricing. A small brand job turned into a \$25k a month product design engagement.

From there we rebuilt the rest of the business around the same idea. Sharper positioning, a proper booking flow, pre-call emails in front of every call, and a move away from one-off projects into retainers of \$25k to \$50k a month, with me leading the work and a senior bench behind me.

When I joined, my goal was to get the studio to \$200k a year. Twelve months later, we'd done \$1M AUD.



Here's what I think every designer needs to hear right now. AI has made building cheap. Anyone can produce a good-looking product, site or portfolio in a weekend, and clients know it. What hasn't got cheaper is judgement: knowing what's worth building, and making it good enough that people trust it. That's what clients will pay a premium for from here. But only if they can see it before they hire you. The designers who win are the ones who can prove they've done it, explain it in business terms, and have a system bringing the right founders to them instead of waiting on the next referral.

That's exactly what Rob teaches. I'd recommend Profitable Skills to any designer or studio owner who's genuinely good at the work and knows the business should be doing better.

Rob isn't selling theory. He's built this for himself, he's in the group every day, and he's seen what works across hundreds of studios. Working with him gave me the confidence to charge what the work is actually worth, and a system that doesn't depend on luck.

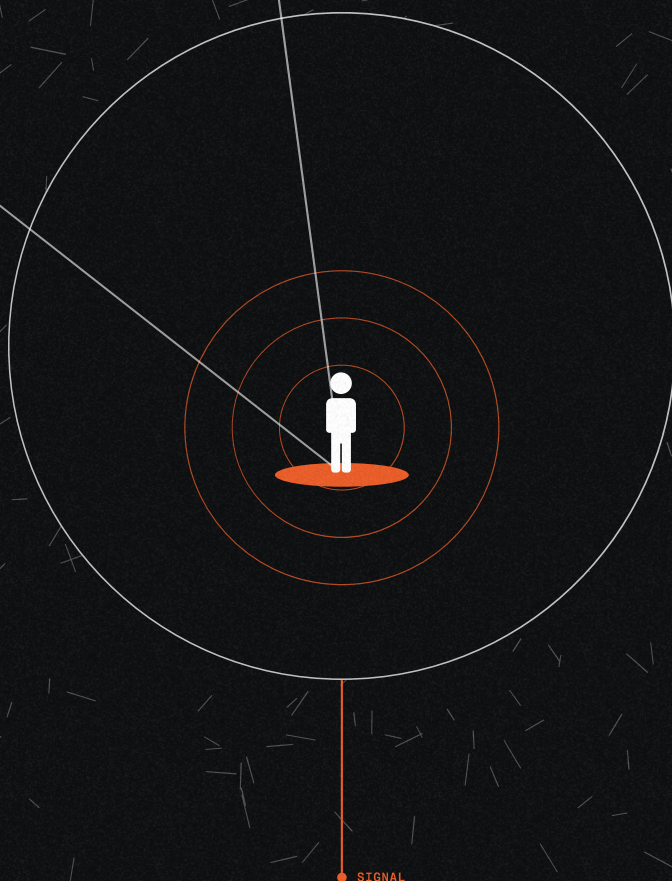
If you're reading this, you're probably where I was. Good at what you do, and tired of the business not reflecting it. If that's you, work with Rob. It's the best decision I've made for the studio.



**"It's the best decision
I've made for the studio"**

Chris Halaska
Founder of Halaska Studio

Why Good Experts Are Struggling Right Now



Why Good Experts Are Struggling Right Now

If you're reading this, you're already a skilled expert. You're a designer, developer, brand strategist, or someone who offers a similar B2B online service. You're great at what you do. Your work speaks for itself. And the people you work with love what you do for them.

But despite all this, getting new clients is harder than it should be.

Sure, you're still getting some work from referrals, like most experts do. But you're starting to see that word of mouth alone isn't a proper plan for predictable income... and you want a reliable way to get new clients without depending on it.

Over the last few years I've helped thousands of people in this situation, and worked directly with hundreds of them. I see their leads, their sales, their systems... what's actually working and what isn't.

And the same pattern keeps showing up in almost every one of them...

**It isn't a problem with how good you are.
It's a problem with how you're getting clients.**

Because the business side of being an expert has changed... and most people haven't even noticed.

What I'm going to share with you next is why so many skilled people are struggling right now. But it's also the reason a few are doing better than ever.

To understand the change, we need to go back to around 2016...

Back to when getting clients online was much simpler. An expert could just show up, post some content sharing their work, engage a little, and that was enough. Do it for a few months and you had a reputation. Keep going and the clients started coming to you.

And I know this because that's how I started.

When I first came online, all I had to do was make a couple of casual YouTube videos a month. That was it. I would just switch on my camera, talk for ten minutes about how to find web design clients and sell websites, and hit publish. No editing, no strategy, no posting schedule.

And there were so few experts online back then that this alone made you stand out. For any particular niche (mine was web design), there were only a few trusted names making content. And once you were one of them, the warm leads, reputation, and referrals came easy.

So this was the approach most experts built their business on. Get on some platform, post a few times a month, and the clients reached out to you.

Happy days.

You hardly even had to sell, because new leads arrived already sold. Either they'd been watching your content for months, or someone they trusted had recommended you. The trust was built before you ever spoke to them.

And because it worked so well, most experts never learned how to get their own leads or properly sell their own deals. Times were good, so they just focused on doing the work.

But in 2020, all of this changed.

During the pandemic, millions of people lost their jobs and had to get online to find clients for themselves. Most of them had never promoted themselves before, and they didn't have much real experience or skill either.

But it didn't matter.

They just copied the content style of the real experts.

They started posting the same advice as everyone else, again and again. Recycled tips, basic tutorials, hot takes, 5 steps to do XYZ... whatever would get some likes.

And since these new online "experts" had no real client work to share, they spent all their time promoting themselves... while the actual experts were busy doing client work.

So over the next few years, things got crowded and confusing.

You would have a design "expert" with 100,000 followers but no actual clients. Or a "top developer" posting 100 times a week... with one part-time client who was hardly paying them.

Still, the real experts survived for a while. Because the one thing the fakes couldn't copy was the work itself. They were louder, but they had nothing to show.

So when a buyer looked closely, the difference was still clear. A real expert could share real work... and even with far fewer people seeing it, they could still pull in a few leads every month.

Then AI changed everything again.

Once AI hit the scene, things went downhill fast.

Now literally anyone could use a few prompts and look like an expert in an afternoon.

They could generate designs, mockups, fake portfolio pieces, a full website... all of it without any real skills, strategy, or results behind it. They could just take someone else's work and ideas, and pump out a dozen new versions within an hour.

And this quickly broke all the old ways clients used to find experts.

Clients could no longer trust you just because you were making content online. They could no longer trust you just because you had a big following. And finally, they couldn't even trust that the work they were seeing was real.

Now... you might say:

"Well who cares - these new fake experts can't actually do the work."

And you would be right. But also wrong.

Right about their skills... but missing the bigger point. The fakes still do real damage to the marketplace.

And this is where we're at today...

The clients are still out there. They still have the money. They still badly want to find the right people, and pay well for the right work.

But now they can't trust any of the old ways of finding who to hire.

Because by now, most of these clients have been burned. They've hired one of these "experts" with the big following and the polished portfolio... and then watched the project fall apart when it turned out they couldn't actually do the work. And the ones who haven't been burned themselves know someone who has.

Now they're cautious. They're skeptical. They take far longer to decide, and they double-check everything.

Meanwhile, you're still getting the odd referral. But they're slowing down. There are never enough of them, they don't grow, and you can't count on them to scale your business.

And in the worst case, they can disappear completely.

I've recently started helping a studio owner who got around 75% of his work from referrals, mostly from marketing agencies who would pass their clients on to him.

Then those agencies started hiring designers in-house, and the referrals stopped. Nothing was wrong with his work. The people who used to send him clients just didn't need him anymore.

His revenue went from \$100k last year to around \$40k this year.

So that's the situation you're now in...

**More buyers than ever, with bigger budgets than ever...
but they're harder to land than ever.**

And while this might sound frustrating or even depressing...

Hidden inside all of this is a huge opportunity.

Because on one side, there's you. A skilled expert with real experience, real clients, real results... and the ability to deliver serious value for the right buyers.

And on the other side are those buyers. People who want to hire an expert to do the job right, and who have the budget to pay well. They just can't tell who's real anymore.

Bridging that gap is what now decides everything. It's the difference between running a highly profitable expert business... and slowly watching your revenue fade away along with your old referral network.

So how do you bridge this gap... and turn the biggest shake-up your industry has seen into your advantage?

Well, it starts with understanding how buyers now decide who to hire.

And here's the key lesson...

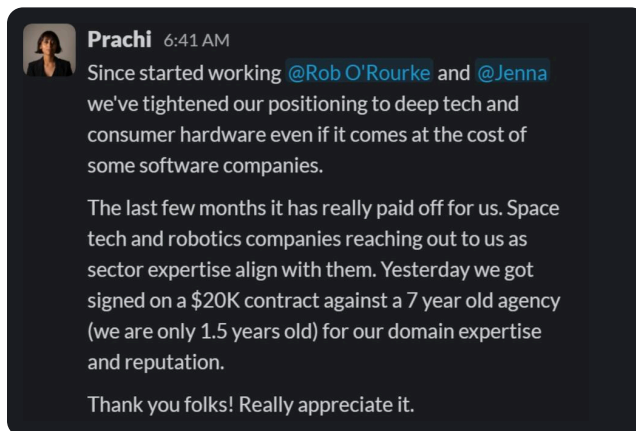
**Buyers stopped trusting the work.
Instead, they now look for results.**

To see why, think of it from the client's perspective. Everything work-related can now be faked, ripped off, and replicated within minutes.

But do you know what's much harder to fake?

Real clients. Real outcomes. Metrics. Sales. Conversions.
Downloads. Signups. Users.

Sure, someone could still make up a number. But they can't fake a named client who'll vouch for them, a live project anyone can go and check, or a steady track record of results across different clients over months and years.



And this is what your ideal clients are now looking for. Proof that you've delivered real results... and proof that you've done it for people like them, on problems like theirs.

Because when a buyer looks at your past work, they're quietly asking... does this person get my world? And if they can't see it, they move on.

I call these your **expert signals**. The results, proof, and positioning that show a buyer you're the real deal... and make you stand out in a market full of noise.

Now here's the part most experts miss...

With all this noise, and so few experts they can actually trust, **most clients are now deciding who to work with BEFORE they ever talk to them.**

Again, this is a big shift - but it makes sense. With so many fake experts online, clients can't burn up their time getting on dozens of calls to figure out who's the real deal.

So instead, they watch and they wait.

They look for the right content, the proof and results, the dialed-in profiles, and the messaging that shows them they're in the right place.

They don't trust what people say. They trust the results they can see.

And by the time they book a sales call with you (or don't)... they've already made up their mind about working with you.

So if you're putting out the right expert signals, with the right sales system behind them to warm people up... you're now winning bigger than ever.

But if you're not, then no matter how talented you are... you're lost in a sea of other agencies and freelancers, and the buyers can't tell you apart.

So your expert signals are where everything starts. They're what get you found, and what get you trusted.

But I have to warn you... **signals on their own won't be enough either.**

Because behind them, there needs to be a system to keep everything running.

A system that turns all that new attention into actual leads. A system that warms up and pre-sells the different types of buyers. And a system that keeps everything moving even when you're deep in client work... so the pipeline doesn't dry up every time you get busy.

That's what turns being trusted into being paid... and lands you the best (and highest paying) work possible.



Zebediah Miller 5:33 PM

Rob has definitely helped me sign \$20K in new deals!
The insights from the program actually helped me sign my biggest deal ever (\$49.5K)!

So the full picture looks like this...

1

Your expert signals...

so the right clients find you, and start trusting you before you ever speak.

2

Your sales funnel...

so trust turns into sales, with a path for every type of buyer.

3

Your sales systems and automation...

so the whole thing keeps running on its own.

And whether you have this in place or not is why some experts are pulling ahead... and others are more stuck than ever.

Because you can no longer just be an expert. You now have to prove it.

And while that means some change, it also means a big head start for anyone who moves now...

Look, very few people know about this right now. Most experts are still posting into the void, using the same copied and outdated strategies, and hoping the right client somehow shows up.

But the few who set this up now get to scoop up the best clients, the best projects, and the biggest profits.

And this compounds. By becoming the clear expert your ideal clients can find today, you land the best projects and get the biggest results... which makes it even easier to win bigger clients down the line.

It's a positive feedback loop. The earlier you start, the further ahead you pull... and the harder you are to catch.

But this window won't stay open forever. The experts who are doing this right are already getting out in front... and more and more of the good leads are going their way.

And remember why this is all happening... **AI made fake expertise free. Which means proven expertise is now worth more than it has EVER been.**

Your years of real work just became the most valuable thing you own. But only if you can prove it.

So no... you don't have to become some loud content creator. But you also can't keep sitting quietly, waiting to be found just because you're good.

Luckily there's a third option. You just prove what you already are.

Right now, your ideal clients are out there looking for help. All you have to do is become someone they can find... and someone they can quickly see is the real deal.

Because the winners from here won't be the experts who are best at the work, or the loudest online. They'll be the ones with the right expert signals... and the sales system to turn them into paying clients.

And helping experts build exactly this is what I do all day, every day. It's what the rest of this book walks you through.

But before we get into any of that... you probably want to know who I am, and why you should listen to me in the first place...

Who's Rob O'Rourke?



Who's Rob O'Rourke?

So who am I, and why should you listen to me?

Depending on how long you've been following me, you might already know my backstory. But if you're new, here's the quick version.

I first started web design back in 2014... though not by choice.

I'm Irish, and after studying engineering at Uni, I graduated right into Ireland's property crash. So I moved to Alberta in Canada and got a job on an oil rig, starting in the lowest possible position.

Over the next few years I worked my way up onto the directional drilling team, the engineers who steer the drill thousands of meters underground, and I was making around \$1,000 a day.

Then the price of oil tanked, and I lost my job overnight.

So I moved to Colombia. I'd traveled there before and loved it, and I wanted to live somewhere my savings would last as long as possible.

The plan was simple - make a little money online as a web design freelancer while I figured things out.

Looking back... I had no idea what I was getting into.

I spent months on Upwork building \$200 websites for the most high-maintenance (and insane) clients you can imagine.

One was a 14-year-old who hired me for \$150 to build a website for an app he was launching. Every week he'd change the plan about ten times, and he was set on the whole thing being purple and brown.

After a month of this, I told him the project was going nowhere and I needed to wrap it up. His reply was that if I didn't finish it perfectly, he'd leave me a one-star review... which on Upwork would have been game over for me.

I remember sitting there thinking, I used to make \$1,000 a day as an engineer, and now I'm being held hostage by a teenager over a \$150 website.

The only way I survived was living in the most basic apartment possible... and eating chicken and rice from the market every day.

My savings were pretty much down to zero - but I had a lot of time to learn.

And after a while I noticed something strange...

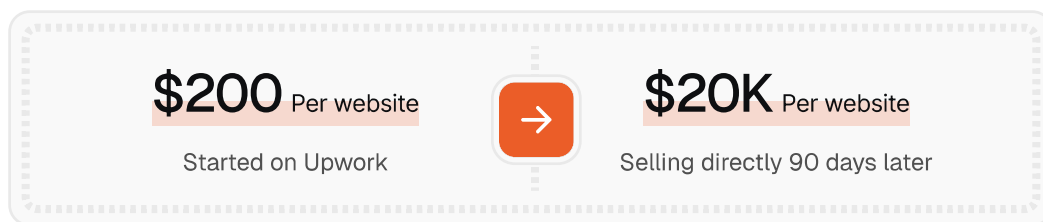
No matter how hard I worked on my technical skills, I kept earning the exact same amount.

I would spend weeks learning more about code, design, and every new web design tool... and always end up back where I started. Getting paid peanuts for a ton of work.

So eventually I switched my approach, and started studying the business side instead. I would stay up late reading anything I could find on sales, sales funnels, marketing, positioning... everything I now teach.

And the more I learned, the more my results changed. I could stand out in the marketplace. I could find clients with bigger problems to solve. I could justify much higher budgets... and I could actually close those clients into profitable deals.

I quickly left Upwork and went directly after my ideal clients. I went from \$200 websites, to \$2,000 websites, to \$20,000 websites... in less than 90 days.



Within a year I had a \$100,000-a-year business, and over the next few years I made over \$3,500,000 online.

And as I grew, word got out. There were plenty of designers around with far better technical skills than me... yet here I was, out-earning almost all of them.

That wasn't because my work was better than theirs. It was because I'd learned the side most of them never did... how to find the right clients, show them the value, and sell the work properly. They were busy perfecting the technical details, while I was landing bigger clients with bigger problems to solve.

People wanted to know what I was doing differently, and they started asking me to teach them.

So I did.

I first made a free Facebook group, then a YouTube channel, then a few courses on selling websites... and eventually ended up where I am today: a coach and advisor to over 200 agencies and freelancing businesses.

Which brings us to now. These days I live in Krakow, Poland, I'm married with one kid (and two classic crazy chihuahuas)... and most of my time goes into helping other experts build what I built.

And I still run the exact same system on my own business. Over \$3.5M in sales, more than 1,000 sales calls run personally, and \$80k-\$150k months in new deals, with a very small team.

I don't take on many agency clients myself anymore, and that's by choice. I found I could have a much bigger impact helping hundreds of experts land these deals than closing them all myself. And the fun now is seeing others make that same progress:

 **Miki** 2:11 AM
Landed a \$59K project this week
Wouldn't be possible without all the guidance from
[@Rob O'Rourke](#). Appreciate you!
 4  4

 **Patryk Baranowski** 10:09 PM
2 deals closed this week.

- \$10k for a small cybersecurity website redesign and Webflow dev
- \$7.5k for Health AI Y-Combinator startup's landing page build

 5

 **Ignat** 9:43 PM
Hey guys, I have my first-ever huge win: \$27.5K approved, \$21K waiting for approval... \$58.6K if everything goes as planned 🙌
My story is not typical cause last month was the worst (just \$1.5K), so my worst month became my best one ever. Many thanks to [@Rob O'Rourke](#) and [@Jenna](#), you gave me a lot.
And I also want to thank everyone inside the program. You gave me a lot of new info, inspiration and understanding of what is possible; you're all beautiful people, legends for me. ❤️
 12  3  3

**Parth Gaurav** 12:16 AM

The positioning we've been working on is finally working.

- Closed a \$16K this week
- Another \$18K one is very close

And for all my calls I've been using sales framework and for both of these above 2 that closed, that structure was a difference between us and other agencies they were talking to.

June is definitely going to be our highest in a long time, hitting \$50K almost after 2.5 years



5

**Parth Gaurav** 7:41 PM

Closed the \$18K one as well



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**Dan Gough** 1:29 PM

I've been working my butt off on a deal this last few months and it is finally is a go 🙌 a dream client. Initial project \$35k then if that goes well, we will roll to a \$22k retainer (min 3 month).

Thanks to Rob & Jenna for encouraging me to be confident with my rates but also to the program for making me not afraid to chase up as much as necessary.



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**Walker John Moses** 12:15 PM

Big win! Month 2 of the program and landed a \$47.5k brand + website sprint for a tech startup. one of the quickest / easiest sales to date - big part of it (I believe) was the brand messaging shift that really clicked with this startup (thanks to [@Rob O'Rourke](#) / [@Jenna](#))



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And these aren't outliers. Inside my program I see the same kinds of new leads, deals, and wins across dozens of different businesses every single day.

The people getting these results aren't more talented than you.

They were skilled experts stuck in the situation this book describes, until they put the right system behind their work.

There are so many talented people out there who should be doing way better... they just never learned the sales side of things. That's the whole reason I do what I do.

So if you're reading this, you likely already have the skills and the experience needed to be making much more. What we do next is package that properly, get it in front of your ideal clients, and build the complete system that turns it into actual revenue.

And building this exact system with you is what the Profitable Skills program is all about.

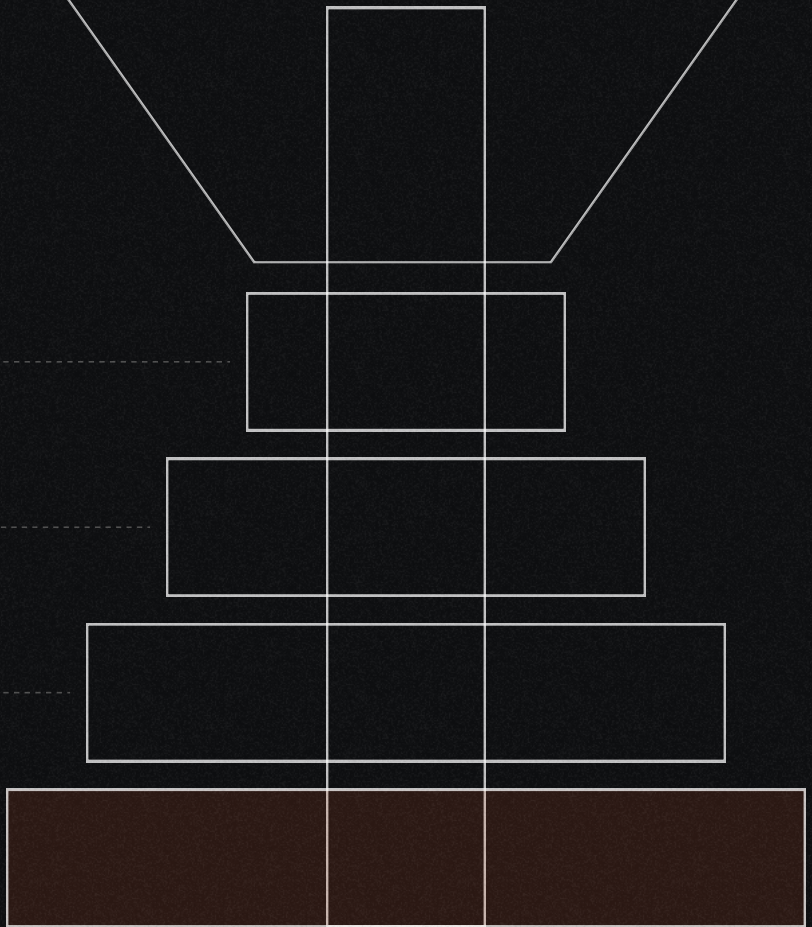
How We Build Your Lead and Sales **System**

04 · SCALE

03 · NOT READY YET

02 · READY TO BUY

01 · FOUNDATION



How We Build Your Lead and Sales System

Right now, referrals are doing most of your selling for you.

A client has a problem. Someone they trust says “go talk to this person”. So by the time they get on a call with you, they already trust you... and they already know why they’re there. That’s why referral deals feel easy.

The problem is you don’t control referrals. They only come when someone else decides to mention you, at whatever pace suits them. You can’t turn them up when you need more work, and you can’t point them at the bigger clients you actually want. And they can dry up overnight.

So what we build together is a stronger source of leads you can actually control. It attracts the right people, it shows them why they should work with you, and it warms them up before you ever even talk.

And once you build this lead and sales system, you own it – and it can run nonstop for as long as you want.

We start by getting your first funnel up and running as quickly as possible, so you can start attracting leads and closing deals while we build out the rest of the system.

The full setup takes about two to three months, working around 3-4 hours a week. Then we work with you for the rest of the year to get as much out of it as possible.

We adjust the exact approach to your business, but we always build it in the same order.

Most people jump straight to tactics... more posts, a new funnel, another outreach script. But without a clear offer underneath, the content doesn't land and the funnels don't convert. So we build the foundation first, then the funnel for people ready to buy now, then the funnel for people who aren't ready yet, and then the systems that let you scale without doing it all yourself.

STAGE 1 · WEEKS 1-2

The Foundation

Everything starts here, because there's no point building anything until we know exactly what you're selling and who's going to pay the most for it.

We look at what you deliver best and the results you can already prove. Then we look at your market... who buys, what they're stuck on, and what they already pay to fix. From that, we build your offer around the biggest problem your market has, packaged as premium projects or retainers.

Then we build what I call your sales logic. It's what your ideal client needs to believe before they say yes: that you solve their problem, that you've done it before, and that you're the right person to hire. This becomes your positioning, and the messaging that goes on your website, your profiles, and everything that follows.

By the end of week two, you know exactly what to sell, who to sell it to, and why they'll pick you.



Vytas Bu 1:38 PM

Your program is 10/10 for me and it paid off within a couple of months. You helped me find my niche and edit my positioning... and drastically increase the close rates of every sales call I had.

STAGE 2 · WEEKS 2-6

Funnel #1: Ready to Buy

This is for the people ready to buy now. It's the same funnel you just went through to get on a call with me, and it's where most of the early wins come from.

Your website and profiles

Rebuilt around your new positioning, so they do most of the selling before you ever speak.

Your content machine

High-signal expert content built from your own calls and client work... real clients, real problems, real results. Written the right way, it also trains the algorithm to put you in front of businesses that can actually hire you, instead of other people in your industry.

Your booking flow

An application form, qualification, and a short set of pre-call emails, so only serious buyers reach your calendar, and they show up already warmed up.

The sales call

How to open, diagnose, price, and close without pushing, plus the proposals, objection handling, and follow up that get deals over the line.

Once this is running, your week is simple. You sit down for three or four hours to batch your content for the next 7-8 days, then spend a few minutes each day replying to comments and engaging with the right people. The rest of your time goes back into client work.

By week six, you've stopped waiting on referrals. Your content is starting to bring in the right buyers, your calendar is filling with qualified calls, and the people on those calls show up already half sold.

STAGE 3 · MONTHS 2-3

Funnel #2: Not Ready Yet

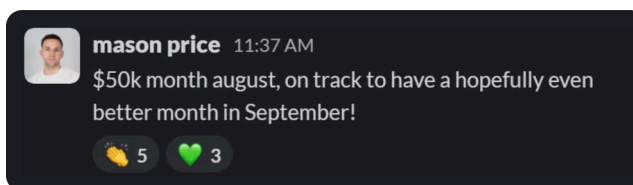
Here's the thing most people miss. A big part of your market isn't ready to book a call today. They like what they see, but not this week, and not this month.

And right now, you probably have nowhere to send them. So they scroll past, forget your name, and buy from someone else a few months later.

So in this stage we build the system that catches them. A lead magnet or case study built around your offer, so it attracts buyers instead of browsers. An automated email sequence that keeps warming them up, week after week. And low-volume warm outreach to the people already engaging with you. When the timing's right, they book a call and drop straight into Funnel #1.

By month three, you're no longer starting each month from zero. New leads come in every week, and next month's clients are already warming up before they ever book a call.

Just these two funnels, done properly, are what get people in the program to \$40k, \$50k, and \$60k months.



STAGE 4 · MONTH 4 ONWARD

Funnel #3: Scale

This one comes once the first two funnels are running and you have more demand than you can deliver yourself. That's a good problem to have.

But if you just work harder and take it all on, you end up right back where you started... too busy to sell.

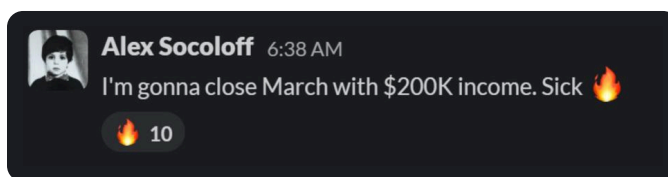
So this is where we help you step back. Who to hire first and what to hand off, so you get yourself out of delivery and out of every sales call.

Then you double down on everything that's already working. More content, bigger pieces like in-depth guides and long-form videos, and a simple ads layer on top once your organic system is converting.

That's how you reach the biggest part of your market... the people who don't even know yet that they need what you do.

This is how people in the program get to \$100k+ months, with a team running the day-to-day. But we don't start here.

The base system comes first, and then we scale what's already working.



Running Alongside All of This

Results Engine

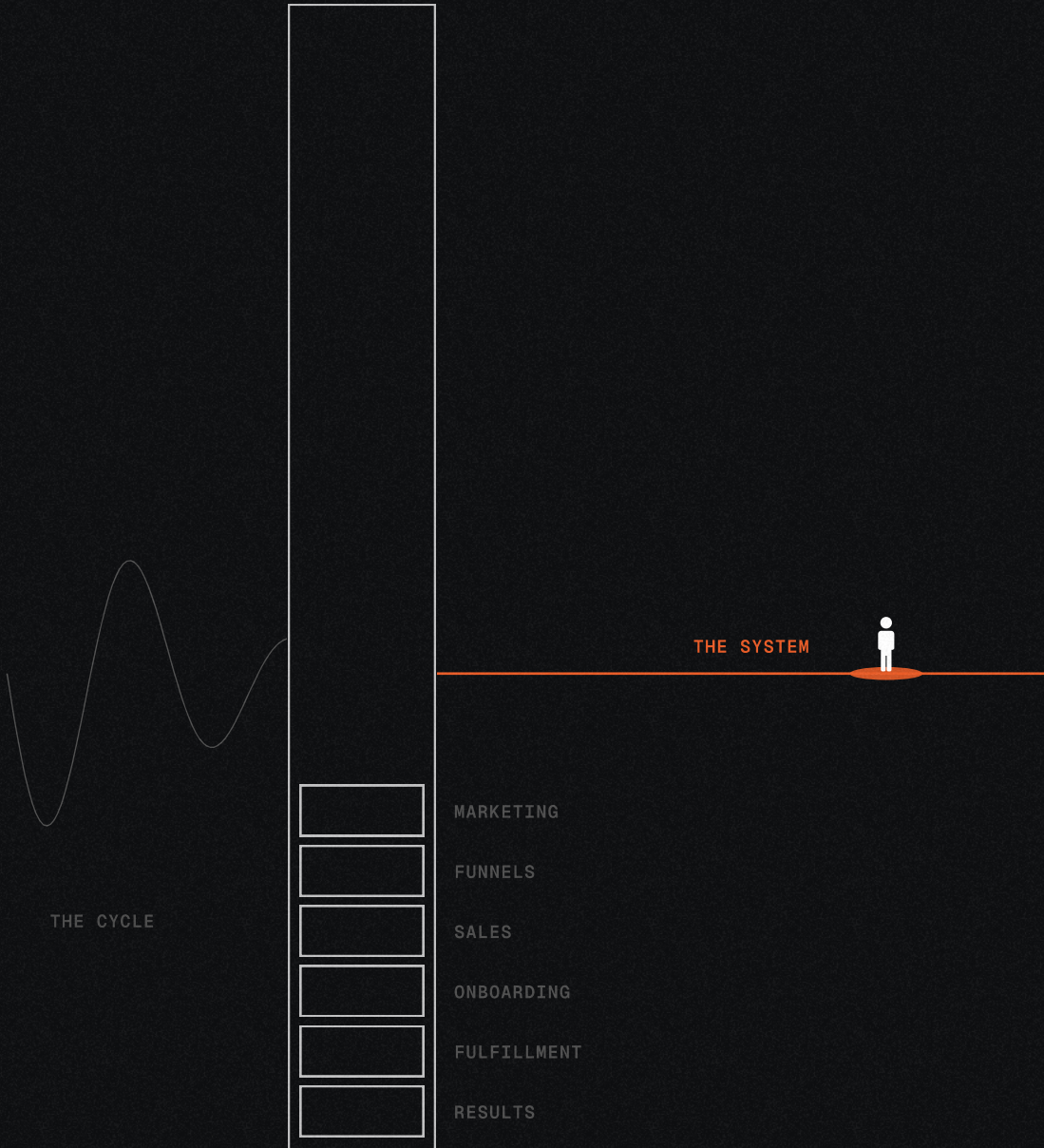
The most common question I get is “how do I get proof if I don’t have big results yet?” This is the answer. We go back through the work you’ve already done and pull the results out of it, so you have proof to use from week one. Then we set up a system that captures proof from every new project, instead of hoping for a testimonial at the end.

Cold outreach

If you need leads flowing while the rest of the system is being built, we show you high-value, low-volume cold email and DMs to bridge the gap.

That’s the system. Now let’s go through each part in more detail, in the order you’ll build it...

Foundations



Section #1 - Foundations

Before we build anything, you need to see why your business keeps getting stuck.

Most agency owners and freelancers are caught in the same cycle. A few good months, then a few bad months. Then it repeats. And it isn't random...

When you need clients, all your time goes into finding them. Eventually something lands, and now all your time goes into the work. The marketing and sales that got you here stop. So when the work dries up... you're right back at the start.

And here's the trap. Working harder doesn't fix it. It makes the swings bigger.

Every time you land a bigger project, it eats even more of your time... and the sales work stops for even longer.

So the first thing we do in the program is get you out of this cycle for good.

In this section, you'll see the six business systems you need running in the background to make that happen: marketing, funnels, sales, onboarding, fulfillment, and results. Each one feeds the next, so once it's running you're never starting from zero again.

You'll also see why you need three sales funnels, not just one.

Because once the system is working, you'll get a lot more leads. But they won't all be at the same buying temperature. Some are ready to get on a call today. Others need weeks or months before they're ready to talk. And some don't even know yet that they need what you do.

So we build a funnel for each. One that warms up and pre-sells the people ready now. And two more that get the rest off the platforms and into a system you control... where you can educate them, remove objections, and show them the value of working with you, until they book a call.

Then you get your roadmap for the whole program, a kick-off call with Jenna, and a time audit that shows you exactly where your hours are going right now.

By the end of this section you know what you're building and the order to build it in... and you have the rest of the program to help you through it.



Andrei Butenko 1:42 PM

Module 1 was amazing btw!!!

It was honestly really satisfying to hear so many of the problems I've struggled with for years explained so clearly and finally understand where they actually come from :)

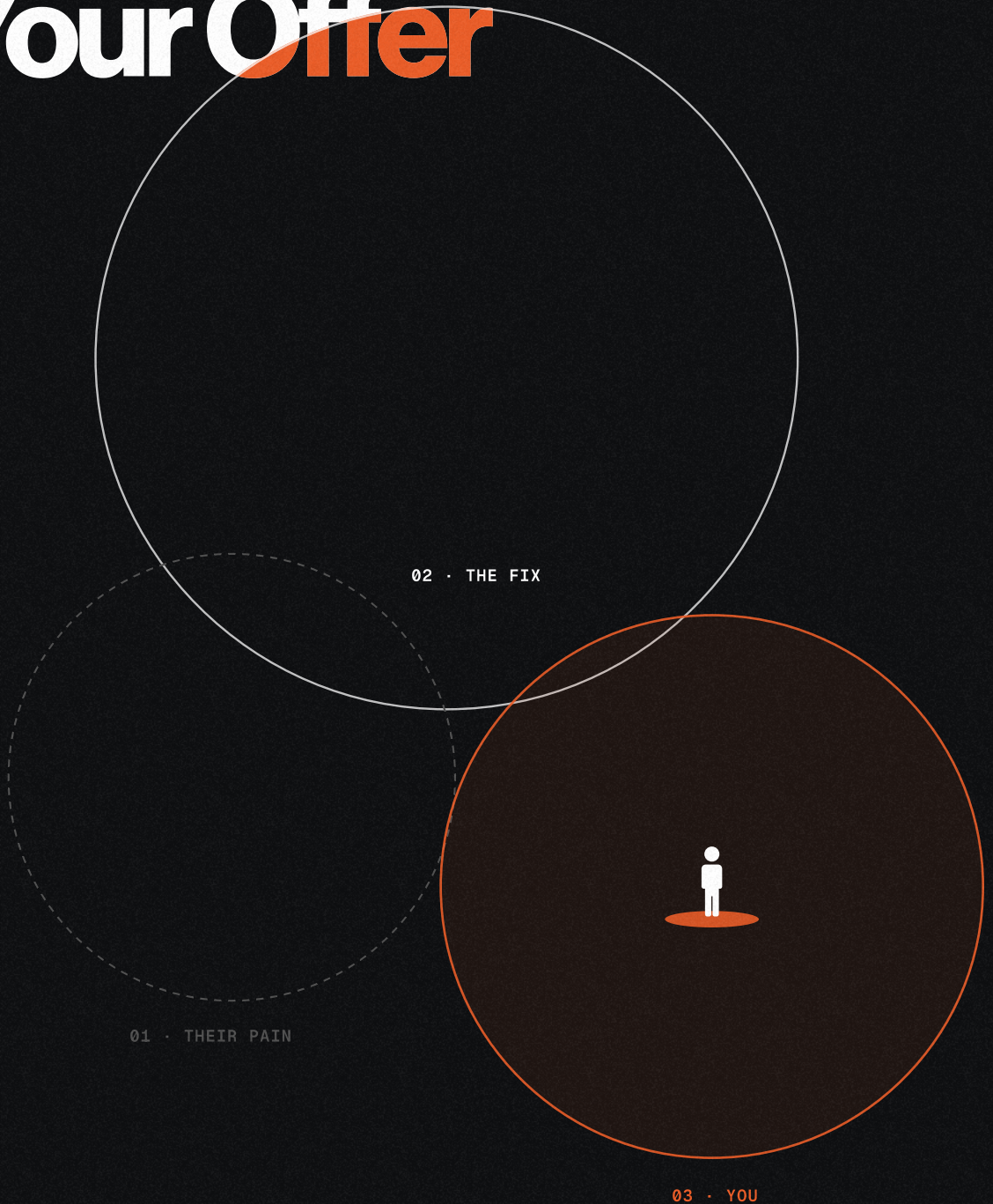


Benoît Chabert 9:11 AM

Also I'm extremely excited about this [@Rob O'Rourke](#).

Tons of value. As you know I definitely got burnt by other programs in the past, but I've already gotten a ton of value from this program and we're hyped to implement it.

Your Offer



Section #2 - Your Offer

Most experts only know how to sell to one type of lead... the warm one. A referral, a past client, someone who already knows what they want and reached out to you to get it.

And with that lead, selling *you* works. Your experience, your past projects, your process, your team. They're already sold on the idea. They just need to pick a person.

But that approach doesn't work anywhere else. The leads you find online aren't sold on you. Most of them aren't even sold on what you do yet.

So the rule is: first you sell it, then you sell you.

Before a cold lead cares about your experience, they need to see what their real problem is, what actually fixes it, and why your type of solution is the right one. Only then does who you are matter.

That's why we start with your offer and positioning, before content or funnels. And we do it together.

Finding the most profitable market for you, nailing down the exact pains to build your service around, and then rebuilding your offer and your messaging on top of that.

Inside this section you get:

Your market check

The five-point check that tells you if your market can actually pay you well... and the \$100k question that shows whether you're in a market where big deals can realistically happen.

Your pain research

The five places your market's real pain points are already written down (asking them directly gets you nothing), and how to boil it down to one page in their own words.

Your offer rebuild

What to add, what to drop, and what to charge more for, so an ideal client would feel stupid saying no.

Your logic chain

This is the sales logic I mentioned earlier. A three-step argument that takes a cold lead from their pain to your solution, so they agree with you before you've said a word about yourself. This is the piece everything else in the program is built on.

Testing it

How to check it on real conversations before you build anything around it.



Tommy Callaghan 9:51 AM

Hi @Jenna and @Rob O'Rourke, just wanted to let you know that even before I have any of the real framework live and in action. The work on the positioning and my offer over the past week has really started to influence my conversations with potential clients for the better. A new client engagement this week where I was really able to lean into it when discussing the project, has landed me a 30K deal. Happy Friday 😊



By the end of this section you know exactly who you're selling to and what they most want fixed... and you have the offer and the argument that takes them to yes.

So leads stop showing up needing to be convinced, and start showing up already agreeing with you.



Sumit from Beetle Beetle 1:20 PM

Closed a \$42k website project yesterday.

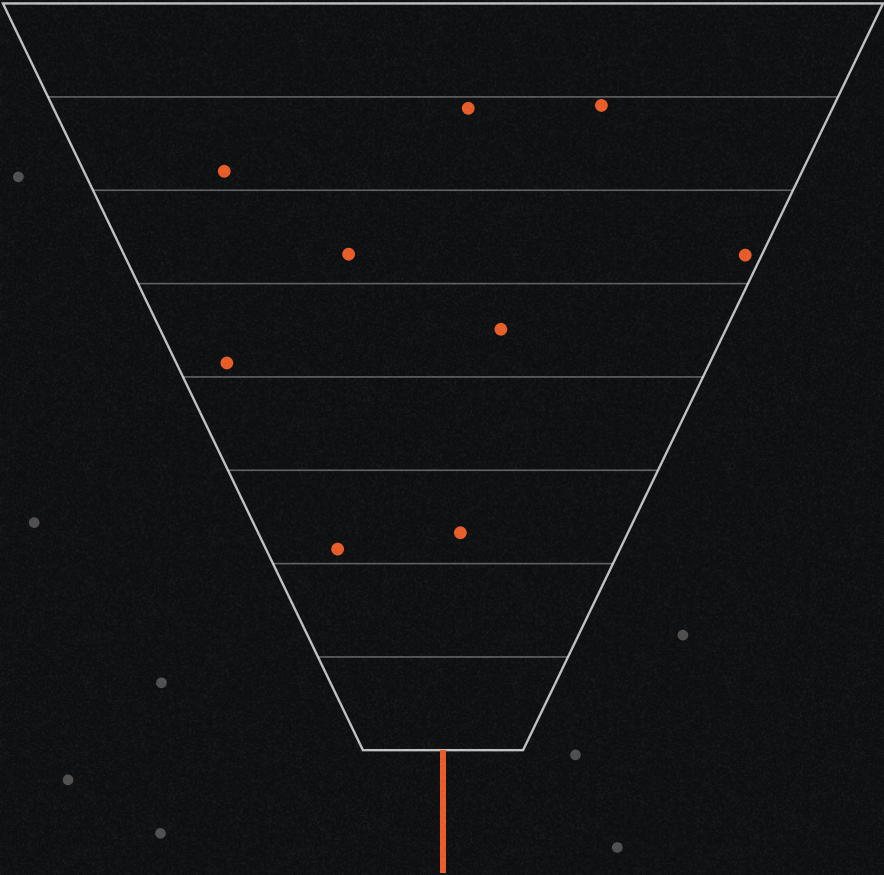
What we did differently this time was to divide the project into two phases. The first phase is strategy, where we help them figure out their positioning and sitemap, and the second phase is the execution.

Previously, we were doing the strategy and sitemap work for free. I think separating them out makes the value more obvious.



4

Funnel #1



☐	☐	☐	☐	☐
☐	☐	☒	☐	☐
☐	☐	☐	☐	☐

BOOKED CALL



Section #3 - Funnel #1

(Ready to Buy)

I want you to think about how it felt to book a sales call with me.

You saw something you were interested in.

You filled out a form with the right questions. You got a confirmation. Then exactly what to expect. Then some results and more details.

And in a lot of cases, I reached out personally too, or we went back and forth on a few questions.

So by the time we got on the call, you already had a good idea of what I do... and you could trust that I can deliver.

But most experts have no system like this. The lead books a call two weeks out, nothing happens in between, and they go cold or forget why it even mattered. By the time they show up, the sale has lost all momentum. If they show up at all.

This is the sales funnel that fixes that, and makes sure you sell at your best.

It warms up your leads. It builds trust. It pre-sells you before a single word is spoken. And it filters out the leads you shouldn't be talking to, so you only get on calls with the right people, already knowing exactly what to focus on.

And once it's built, it runs automatically for every lead, no matter where they came from.

Here's what we build with you in this section:

Your booking form

Rebuilt so it qualifies leads before they ever reach your calendar, and gives you what you need to know before the call.

|||||

Your pre-call emails

A short automated sequence that goes out between booking and the call. It sets expectations, shows proof, and pre-sells you, so they arrive warm instead of cold.

|||||

Your call research

A simple process for knowing who you're talking to, what they're stuck on, and what to focus on, before you get on the call.

|||||

The manual touches

The small personal things I did with you before our call. When to do them, and how to do them so they take minutes, not hours.

|||||

Lead tracking

A simple system for every lead that comes in, so you always know where each one is and nothing falls through the cracks.

Once this is in place, picture your next sales call.

They show up knowing what you do, already trusting you, and already half sold. The call is just going over their situation and locking in the deal.

(Selling on the call itself, pricing, and follow up get their own section. That's #7.)



Robert Avram 6:08 AM

\$10k deal secured ✅ AI SaaS early stage startup, monthly partnership for product MVP and website design with 2 months for the first phase.

First client that went through the entire sales flow (form, email sequence, sales call with the right approach from @Rob O'Rourke). Took about 2 weeks time to come back with the brief (had one other follow up email with call summary, the process and how we can specifically help)



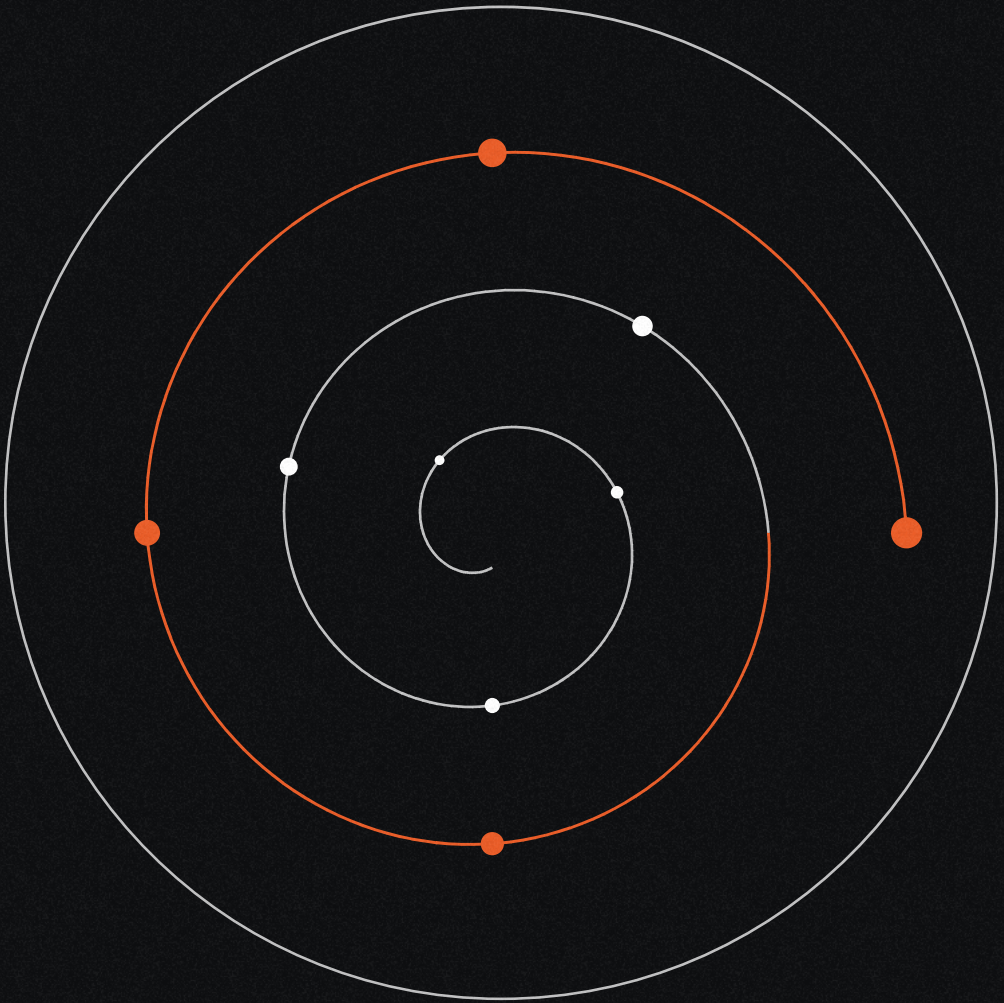
Basil Alosious 16:03

Just closed my first deal that came 100% through the funnel setup in the past 4-5 weeks.

vv close to 20K this month 🤖



Results Engine



EVERY PROJECT SELLS THE NEXT

Section #4 - Results Engine

One of the most common questions I get on sales calls is some version of: “I know I need proof to land better clients... but I need better clients to get the proof. So where do I start?”

This section is the answer.

As we talked about at the start of this book, buyers have stopped trusting the work itself. Anyone can show nice work now. What they trust is results.

So imagine two experts in the same niche, offering the same service at the same price.

The first one says “we help businesses grow”.

The second one shows specific numbers, specific clients, actual results, big wins.

It’s the second expert who gets the leads. Which gets them even bigger results to show next time. And the gap keeps getting wider.

So the goal here is simple.

We give you the exact system to turn every project you do into proof that sells the next one.

Here's what we build with you in this section:

Your past projects

You've already delivered results. They're just sitting in old projects, emails, and client conversations, and most people never collect them properly. We go back through them with you and work out the best way to show what you've already done, so you have proof to use right away. And even a handful of good projects holds a lot more proof than most people think.

What makes proof actually convert

Most testimonials are vague and forgettable. We show you what a strong result looks like, and how to frame each project so it sounds impressive, even without big names. And it doesn't always have to be a revenue number. Faster launches, a team that can finally run their own site, hours saved every week... we show you how to turn those into results a buyer cares about.

Your capture system

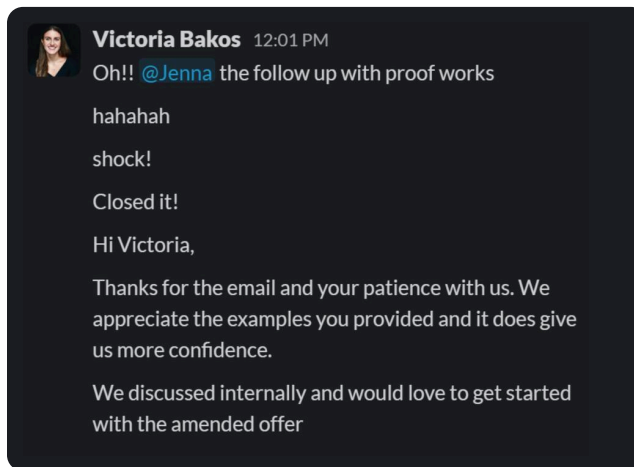
We show you how to plan each project from the start to get the most results out of it, and how to collect proof at the right moments along the way, instead of hoping for a good testimonial at the end. So you're putting results back into your marketing before the project is even finished.

Case studies without the chase

How to write a strong case study yourself in about half a day, instead of waiting on a busy client, and how one project turns into 10-20 pieces of content for your website, your posts, and your sales calls.

Once this is running, you're no longer waiting around for one big project to finally put you on the map. **You use what you have right now to show why clients should be working with you.**

And every new project starts selling the next one before the work is even finished.



Your Website

A wireframe of a website layout. The layout is contained within a rectangular frame with a thin border. At the top left of the frame are three small circles, representing a browser window's controls. The main content area is divided into five horizontal sections by dashed lines. Each section is labeled on the left with 'P1', 'P2', 'P3', 'P4', and 'P5' respectively. To the right of each label are three horizontal lines, representing text input fields. A vertical dashed line runs down the right side of the content area. At the bottom right of the frame is a rounded rectangular button with the text 'BOOK A CALL' inside it.

P1

P2

P3

P4

P5

BOOK A CALL

Section #5 - Your Website

Right now, your website is probably a portfolio. Someone lands on it, sees some nice work, and leaves. It looks good, but it doesn't sell.

And here's why that matters so much. Let's say you're making consistent content. You're getting some leads interested. They even click over to your site. But then your website drops the ball... and you lose most of the leads you could have been getting.

A website's job is not just to look good. It's to sell. It's the step that turns interested leads into booked calls, and booked calls into paying clients.

And we see this with the students we work with all the time. Just by doing this one step correctly, with the traffic they already have, they see a big jump in the leads they're getting and the deals they're closing.



Maria 11:56 AM

July was great with leads and it feels like the work we've done in the program is landing well on the website. Sales calls have gotten easier because of that - clients bring up our messaging on the website, so they already know we're specialized in solving a specific problem about their website.

That said, we closed 20k and 40k within the same week. It took a while to close the 20k due to the client shifting priorities, but they came back! I was checking in just to stay on their radar. Other than that, we also signed an 8k project, but waiting to get started.

Now here's where most people go wrong. They spend all their time on how the site looks.

But what actually gets you the most booked calls is a combination of a few things.

Your site needs to stop your ideal client right away and get them to pay attention. It needs to show that you've worked with people like them and got strong results. It needs to put the right information in the right order, so it leads them toward booking a call. And it needs to remove any last doubts or objections that might be holding them back.

So in this section we rebuild your website to do exactly that.

Here's what we build with you:

The 5P framework

Five sections, each with one job, each answering the question a visitor has at that exact point on the page. It's the same structure I use on my own site.

Your material, in the right place

Your pain research, your logic chain, your case studies and proof. You've already built all of this in the earlier sections, so a lot of the job here is just putting it in the right place.

Handling objections on the page

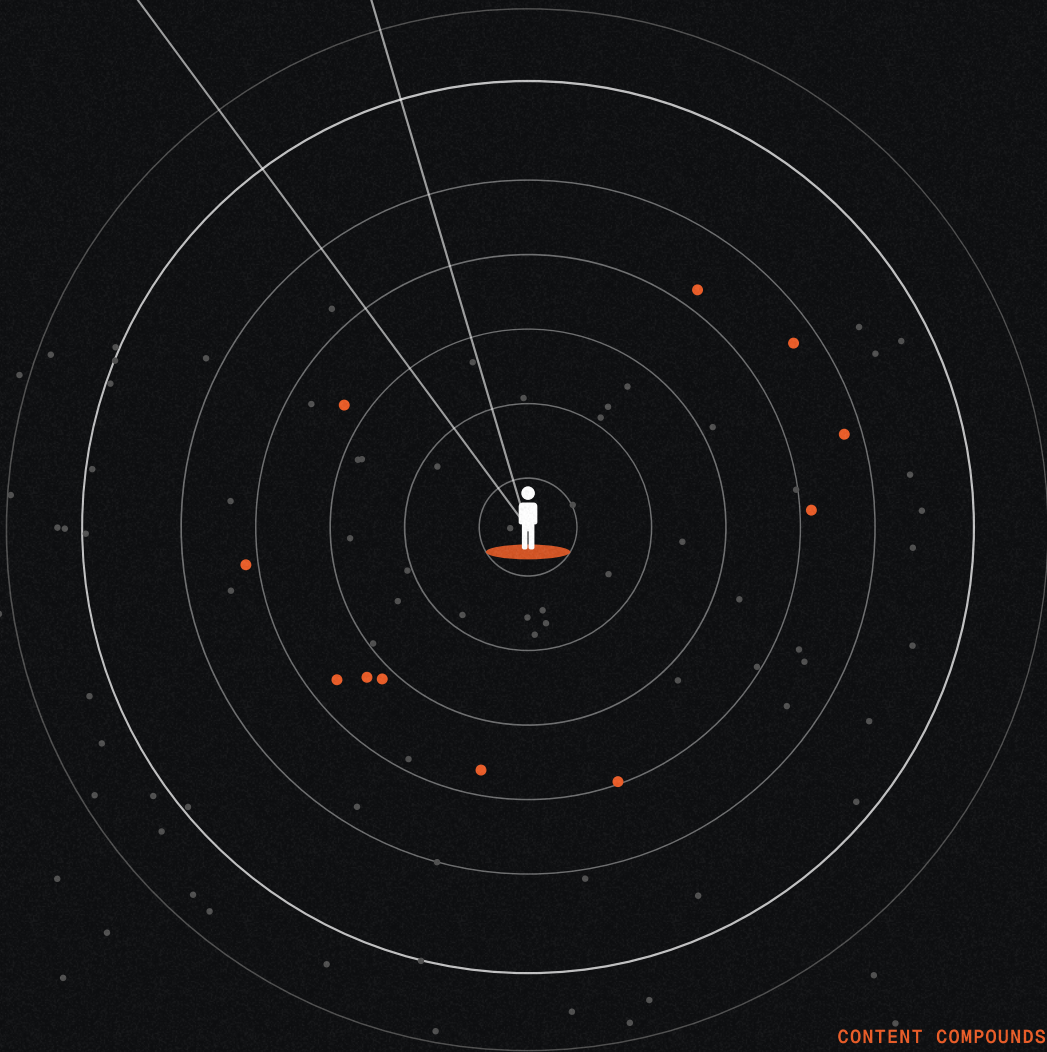
So the doubts a lead would normally bring to the call are already answered before they book.

Headlines and copy

Simple frameworks for every section, and one rule for every line on the page: clear beats clever.

Once it's live, your website does the first part of the selling for you. A lead reads it, feels understood, sees the proof, and books the call already leaning toward yes.

Social Media



CONTENT COMPOUNDS

Section #6 - Social Media

Content is the main way I get leads for my own business, and it's the main way I want you to get leads for yours.

Because when a lead comes to you through your content, they've already seen your work, your results, and how you think.

They're the warmest lead you'll get, they're the easiest to sell to, and they pay the most.

And unlike outreach or ads, content compounds.

Not because any one post lasts. Most are gone from the feed in a day or two.

But every post adds to the audience following you, teaches the algorithm who to show you to, and builds up the trust buyers check before they ever reach out.

So each month gets easier than the last.

But the content most people post doesn't do this.

It's random advice, free value and some visuals... the sort of stuff someone else can rip off in 2 minutes using AI. Buyers have seen it all before, and they just keep scrolling.

What works instead is what I call high-signal expert content.

It's sharing the actual work you've done, the problems you solved, and what happened as a result.

When a buyer sees it, they can tell you're the real deal. Plus, the algorithm sees who this is for, so it starts showing you to a lot more potential leads.

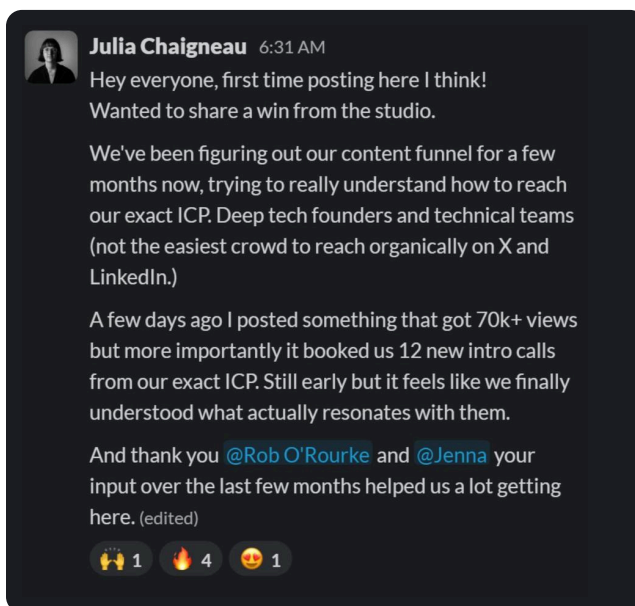
And you don't need a big following for this to work.

I had over 200,000 followers on Instagram and it barely sold anything. When I switched to this style of content on X, I had 3,000 followers and it was able to bring in \$100k+ months.

And I talk to people with 50,000, 100,000, even 200,000 followers who are still stuck.

Past a certain point, buyers don't care how many people follow you. They care whether you're the right person for their problem.

So whether you're starting with a few hundred followers or a few thousand, the goal is the same: get in front of the right people.



So in this section we set all of this up with you, step by step:

How to write content that gets leads

The handful of content formats we use, how to mix them, and how to build real authority into a post so a potential client reads it and immediately sees you as the expert.

|||||

How to train the algorithm

How it decides who sees your content, how to train it to put you in front of buyers instead of peers, and how long to give it before you judge if it's working.

|||||

A profile that converts

Every post and comment sends people back to your profile, and they decide if you look like an expert within seconds. We rebuild yours so it does that job, and gets them off the platform and into your funnel.

|||||

The weekly system

What to post, how much, on which platforms, and how to batch it all in a few hours once a week instead of every day.

|||||

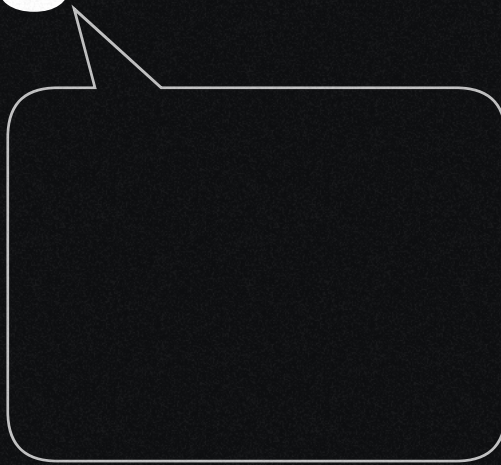
Using AI to speed it up

Not to write the same generic content everyone else is posting. This is AI working from your own calls, clients, projects and conversations, inside the system we teach, so you produce more of what's already working, in less time.

Once all of this is in place, you're posting content that sells, the right people are seeing it, and inbound leads are coming in every week.

And the whole thing takes you just a few hours a week.

Sales



FIRST 20 SECONDS

Section #7 - Sales

It takes no more time to close a \$50,000 deal than a \$5,000 one. Same call slot, same time spent talking to the client, same effort to close it.

The only difference is the strategy and framework behind that call.

And most experts have spent little or no time on their sales skills. In my experience, that comes down to one of two things. Either they think their work will sell itself, so sales skills aren't needed. Or they worry that learning to sell will turn them into some pushy, spammy salesperson.

Neither is true. Good sales is just having the best possible conversation with a potential client, so it has the highest chance of turning into a paid project.

And that's how we teach sales in the program. It's not about being pushy. It's about knowing the right questions to ask, in the right order, so the client opens up about their situation and shows you exactly what they need.

From there, closing the deal is just showing them you understand the problem... and that you're the right person to fix it.



mason price 8:58 PM

The sales call portion of the program has definitely helped. Just felt confident sending my biggest quote at over 30k this week

Here's what we cover with you:

The seven-stage call framework

The exact structure I use on every sales call, from the first twenty seconds to the close. You'll see where the deal actually gets decided, and it's a lot earlier than most people think.

Pricing and proposals

How to bring up budget before you present a solution, how to say your price, and how to write a proposal that sells instead of just describing the work.

Handling "I need to think about it."

What's really going on when you hear it, and how to move things forward without adding pressure.

Follow up

Most deals don't die on the call. They die in the weeks after, because the follow up never happens or feels awkward. We give you a simple system that keeps deals moving.

Once this is in place, you stop winging it. Every call runs the same way, you know exactly where you are at every point, and you close a lot more of the leads the rest of the system brings you.

**This is the exact framework I've used to make over \$3.5 million online...
and what my students use every day to close \$20k-\$100k+ deals.**



Christopher Chen 9:57 PM

The sales module has been super helpful @Rob O'Rourke @Jenna. Even the past 2 days during client calls I feel like I've been speaking more about the problem & the vision / result, instead of a feature list.

I was working on upselling a couple smaller projects and I saw the gears turn in their heads and it feels a bit like they were convincing themselves.

The guy I closed the 90k project with even asked if my background was in sales not engineering haha



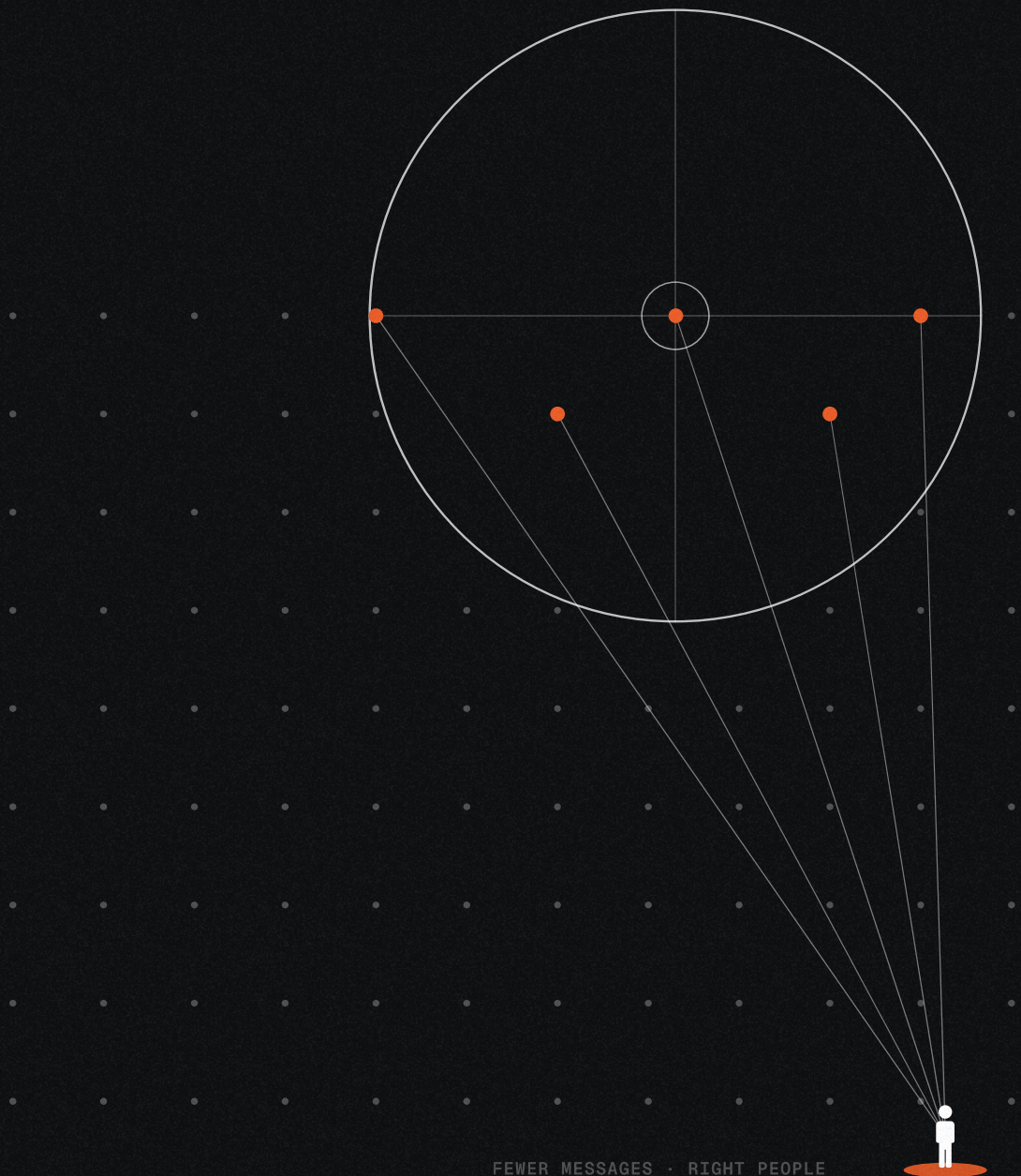
Basil Alosious 12:39 PM

Closed a \$25k website rebrand this month, plus just started a \$3k trial that's lined up to roll into a \$20k+ redesign.

But the bigger win for me is how. Instead of running discovery calls my usual way, I went through the new modules and followed the call framework exactly as taught. Night and day difference.

Best moment: the head of growth stopped me mid-call and asked, "why are you asking us all these questions?" I told him I'm like a doctor, I need to diagnose the real problem before I can tell you what'll actually fix it. Landed perfectly.

Outreach



FEWER MESSAGES · RIGHT PEOPLE

Section #8 - Outreach

While the main focus of the program is getting leads through content, we also have a full training section on direct outreach.

This is for two situations. First, getting steady leads while your content system is still being built, so you're not waiting weeks for things to pick up. Second, running it on top of a working content system, either for extra leads or to go after a specific type of client you want more of.

Now, most people who try outreach do it badly. They scrape a huge list, send the same message to everyone, and after a week of silence decide it doesn't work. What we teach is the opposite. Fewer messages, to the right people, done the right way. And once you learn it properly, you have it for life. Whenever you need more leads, you know exactly what to do.

Our approach breaks down into two strategies:

**High-value,
low-volume
cold email**

We show you how to pick your best 50 to 200 leads a month, how to build that list from businesses that look like the clients you've already helped, and how to write a high-performing cold email. What goes in it, how to lead with your results, and how to frame the ask so it feels like a give, not a take.

**Social media
direct outreach**

Using whichever platforms you're on to send cold DMs in the best possible way. We show you how to create warmer leads before you ever message them, which signals to look for, who to reach out to and when, and the sequence of messages that leads to a booked call.

And then the two things that make either one work:

The daily routine

A short block each morning, with templates for the common situations, so it fits around your client work instead of eating into it.

Follow up

Most replies come from the second or third message, not the first. We show you how to follow up in a way that gets responses instead of getting ignored.

Combined, this gives you a complete outreach system that our students use to close deals consistently... and a way to go and get leads any time you need them.



Ross Hatton 11:36 PM

Just landed a 25k project from a founder I'd been chipping away at since September last year!

Was honestly just casually pinging him every now and then to stay top of mind... I even did the classic "happy new year hope business is going well" email tactic which received NO reply. I thought the deal was dead 😞

But yeah, glad to have this one finally locked up!

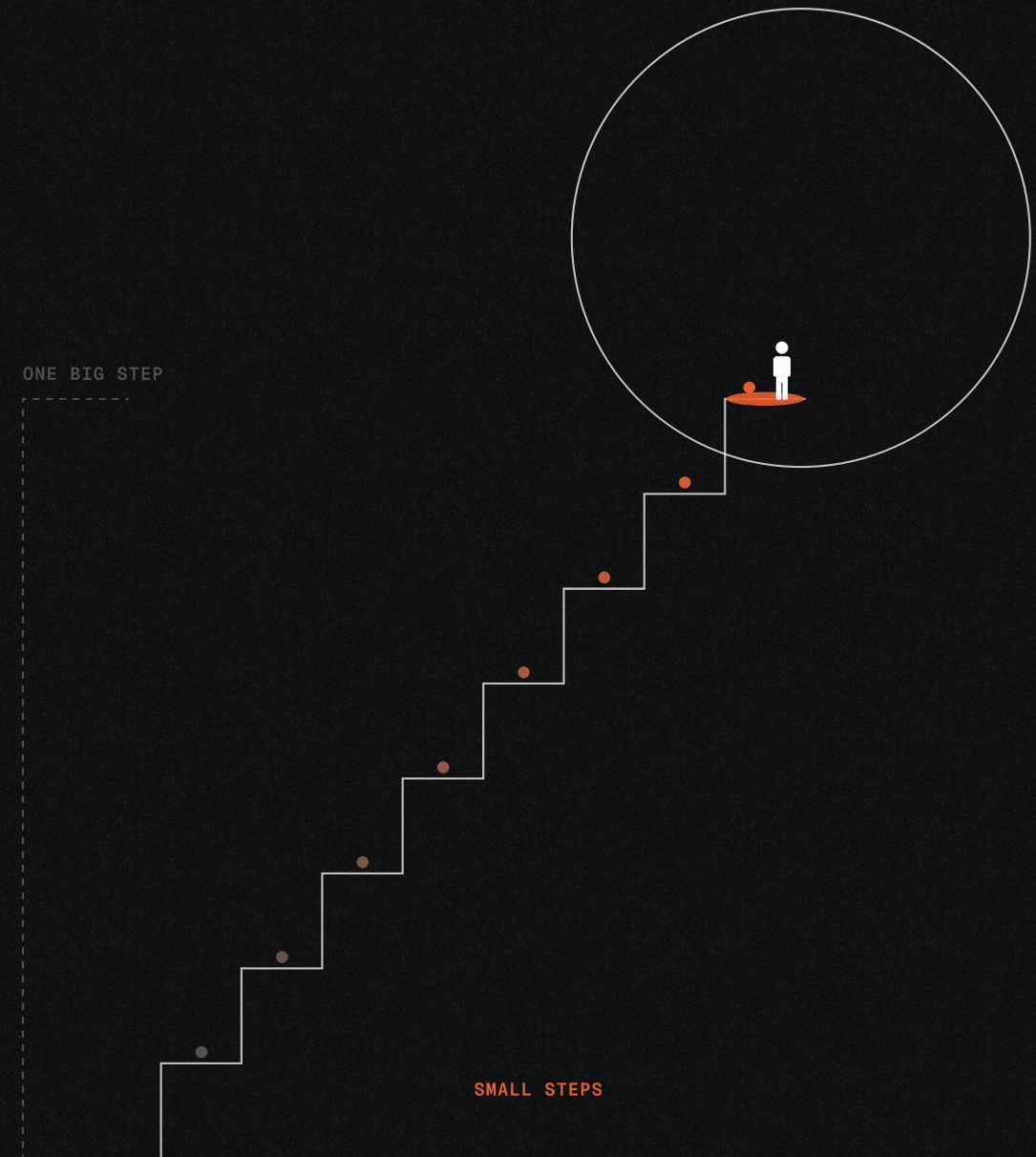


Dominik Mészáros 9:43 AM

Been grinding on outreach hard - closed like 4 deals within a week roughly 12k\$ worth. Sent out proposals for another 7k\$. July looks promising!



Funnel #2



Section #9 - Funnel #2

(Not Ready Yet)

Not everyone who finds you will be ready to book a call right away.

In fact, most of them won't be. Plenty of people will see your content, like what you do, and even think "I might need this"... but just not today. The timing's off, or they're waiting on funds, or they've been burned before, or they just want to see more before they book a call with anyone.

But for most experts, that lead ends right there. Because the only next step they offer is "book a call". So for someone not quite ready, there's nothing to do. Maybe they bookmark a post to come back to later.

But mostly they just forget about you, and a few months down the line, when they are ready, they go with someone else.

And this is where Funnel #2 comes in.

Instead of one big step, you give them a small one. A free resource, a case study, a guide... something useful they can grab in exchange for their email. Then a short set of emails goes out automatically over the following weeks, showing more results and clearing up the doubts holding them back.

So when they are ready, they book a call with you, not someone else.

Here's what we build with you:

Your lead magnet

A case study, a guide, a resource. We show you how to pick the one problem it should solve and who it's for, how to structure it so it actually sells your expertise, and what to call it.

The setup behind it

The landing page, email automations, and tech needed to run it on its own. Built once with us, then it works for every lead that comes through.

The email sequence

How many emails, how far apart, and what each one needs to do. Every email removes a specific reason someone hesitates... doubt, price, past bad experiences, not being sure it'll work for them. So by the end, booking a call feels like the obvious next step.

Getting people into it

Where to put your lead magnet so the right people see it, the few numbers to watch each week, and when it's worth putting a little ad spend behind it.

And once it's live, you still sell to whoever's ready today... while an automated system runs in the background, collecting the leads and projects you'll want in the months ahead.



Will Hendrickson 7:46 AM

I just completed my first lead magnet and it's starting to get some traction! I've got a 47% conversion rate on the landing page (which is the best of all my sign up pages).

I'll be polishing it up, and then looking to use it and promote it across some other channels (these downloads came from YouTube)



Julián Cortés 19:29

Posted a case study yesterday to linkedin and it's blowing up!!

100 email subs, 19.000 impressions , 120 connection requests and a bunch of dms asking about our business

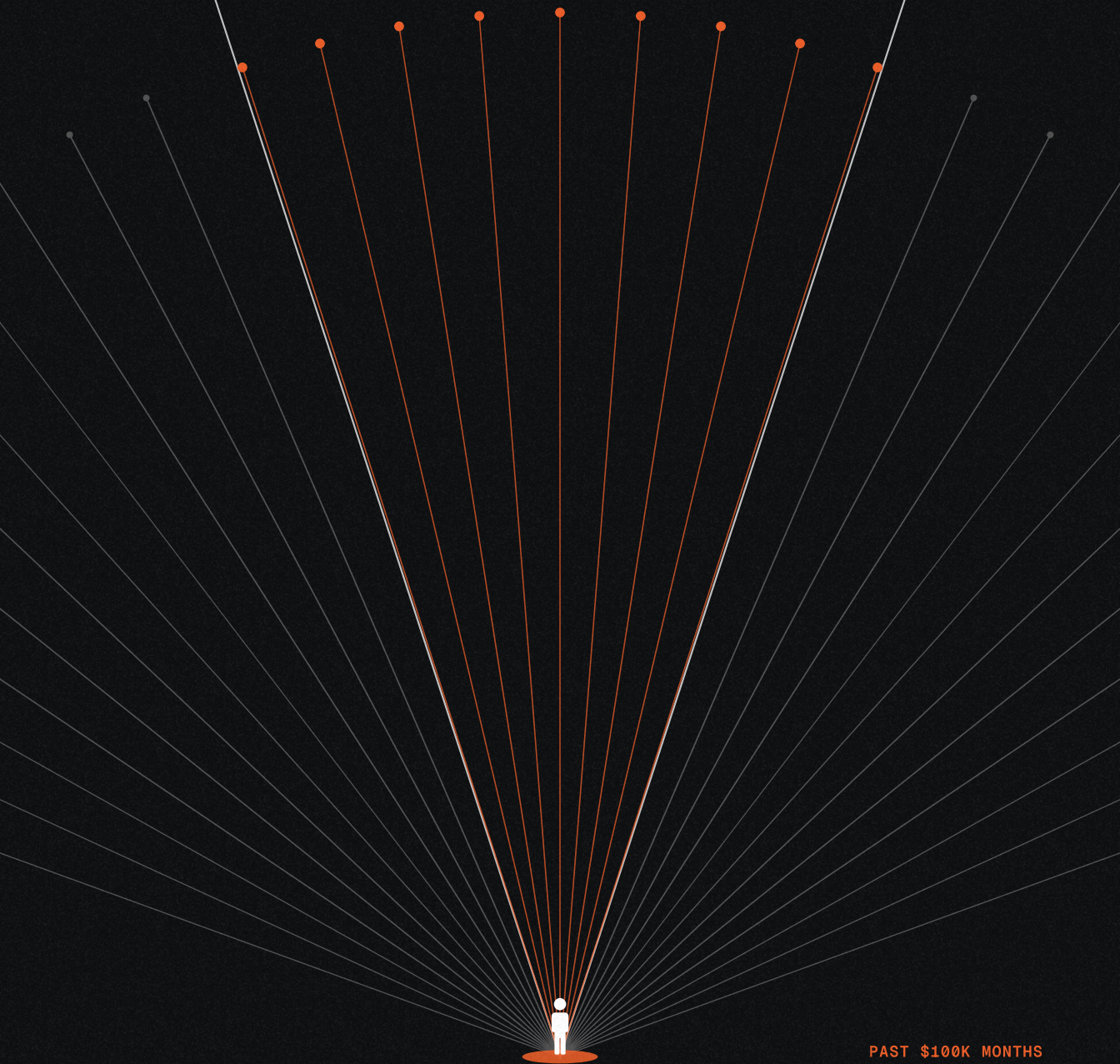


Julián Cortés 20:13

it's crushing

our best performing so far have been 2-3k impressions

Funnel #3



Section #10 - Funnel #3 (Scaling)

Then finally there's Funnel #3, which comes in once the first two funnels are running.

At that point you have a good problem. More demand than you can deliver yourself. And the temptation is to work harder and take it all on. But that puts you straight back into the trap from Section #1, where the busier you get, the less you sell.

So instead, this is where you scale.

Whether that means your first hire or building out the team you already have, you get more of the delivery off your plate and move your time onto what actually grows the business... content, sales, and strategy.

This is the shift from working in your business to running it. You're no longer the person doing every project. You're the person deciding where it goes next, and making sure it happens.

Then you go all out. More content, lead magnets, newsletters, ads... everything that's working, you double down on. And you start reaching the people who don't even know yet that they need what you do.

Here's what we build with you:

Belief shift strategies

The most valuable clients you'll ever land are the ones who don't know yet that they need you. We show you how to tap into where they're stuck right now, and the shifts in perspective they need to make to start moving toward working with you. This is what turns a cold audience into warm, interested buyers.

Clarity assets

Guides, long-form videos, articles. The pieces of content built around those belief shifts, that take someone from "stuck and not sure why" to seeing you as the answer. A past business of mine did over \$1M directly from one free guide like this.

Ongoing content and promotion

How to keep these assets working week after week. Through your own content, ad spend, partnerships and search. So you're consistently reaching the biggest part of your market, the part no one else is talking to.

Background systems that keep it running

Automated newsletters and email systems that stay in front of everyone who isn't ready yet, for as long as it takes. Set up once, running while you do everything else. When someone's timing is right, you're the one they call.

Together, this is the funnel you run the business from. Everything before it gets you to \$40k-\$60k months. **This is what takes you past \$100k.**



Caleb Wilson 12:21

Big win this week for me. Over \$35k in sales, 3 projects in total



2



Caleb Wilson 14:24

In the process of hiring some more designers to be able to take on the workload



Kevin Korpi 12:27 PM

82k invoiced in advance for April. Looks like sleep will have to wait.



5

Everything You Get

10 TRAINING SECTIONS



DIRECT SUPPORT



A FULL YEAR



\$30K GUARANTEE



Everything You Get In The Program

Since there's a lot in the program, here's the full list of what is included all in one place:

The full training system

Foundations The six business systems and your three-funnel roadmap

Your Offer Market check, pain research, offer rebuild, logic chain

Funnel #1 Booking form, pre-call emails, call research, lead tracking

Results Engine Turning past and current work into proof that sells

Your Website Rebuilt with the 5P framework to turn visitors into booked calls

Social Media The weekly content system that brings in inbound leads

Sales The seven-stage call framework, pricing, proposals, and follow up

Outreach High-value cold email and social DM systems for leads on demand

Funnel #2 Lead magnet, landing page, and automated email sequence

Funnel #3 Scaling past \$100k months with belief shifts and clarity assets

Plus you get lifetime access to the full training system.

Direct support from me and Jenna

- ✓ Me in the group every weekday, answering your questions personally
- ✓ Two live group calls every week, hosted by me
- ✓ A private support channel with Jenna for your first two months
- ✓ A kick-off call with Jenna in your first few days to map out your plan
- ✓ A 45-minute strategy call with Jenna around day 30
- ✓ Feedback on everything you build, before and after it goes live
- ✓ Help setting up your automations, emails, booking system, and tools
- ✓ Weekly Slack check-ins, plus a monthly progress review

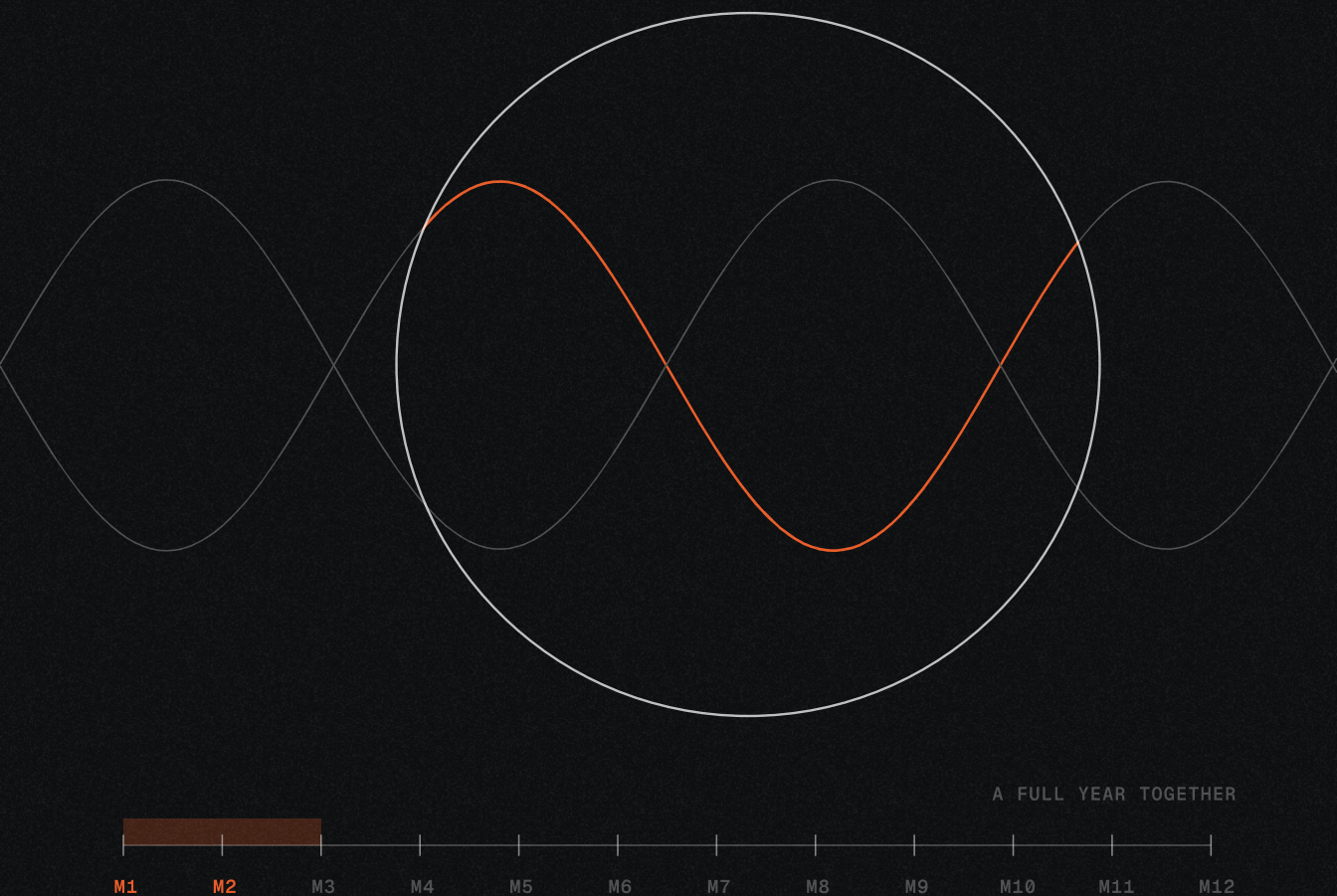
A full year together

- ✓ Two to three months to build the full system
- ✓ The rest of the year to scale it, with me and Jenna there to help
- ✓ A community of dozens of top agency owners and freelancers
- ✓ Team members who'll use the system join free

The \$30k Guarantee

- ✓ At least \$30k in new deals, or we keep working with you until you do

How We Work Together



How We Work Together

We just looked at what's in the program. Now let's go over how we actually work together, and what things look like day to day once you're inside.

When you join, we add you into all the training content straight away, and we add you into Slack. From day one you have full access to the whole community, plus your own private support channel (more on that below).

Everything runs through Slack. Any question, anything you're stuck on, a deal you're trying to close, a piece of content you want feedback on, a sales call coming up... you send it to us whenever and as often as you want. It's me and Jenna who personally run the program. I don't have a dozen junior coaches.

Here's what that looks like:

The training system

The training is built around you building an actual system, so every section and every video is there for a reason. The goal is to show you what to do, but also why it works. That way you get everything built now, and you master the skills behind it so you can use them any time you need to in the future, without having to relearn anything. And you have lifetime access.

Me in the group, every day

I'm in the group every weekday, replying to any questions, feedback requests, or support needed. There are around a dozen channels in the community, each focused on one part of the system... sales, funnels, content, leads, and so on... so you post in the right one and I answer there.

Two live calls a week

I personally host two live group calls every week, timed so they work for both Europe and the US. Bring whatever you're working on and we go through it live, or just jump on and listen while I go through everyone else's.

Your private channel with Jenna

Jenna is a pro copywriter and funnel builder who's worked with me for the last six years. For your first two months, you'll have full direct access to her in a private support channel, starting with a kick-off call. From there, you can check in as often as you need on your positioning, website copy, social content, funnels, emails, leads, sales, or anything else you need help with. Her full-time role is to help you succeed as much and as fast as possible at this stage of the program.

Your 30-day strategy call

Around a month in, once you've got the first sections built, you book a 45-minute strategy call with Jenna. You go through where you're at, what's working, anything funnel, lead, or sales related, and plan your next steps. You don't need to prepare anything. It's there to make sure you're on track and getting the most out of the system before your private channel wraps up.

Tech setup and feedback

We help you set up the automations, the emails, the booking system, and the tools that connect them, so the whole thing runs in the background without you having to touch it. And we review everything you build along the way.

Why it's set up this way...

Over time I've tested a few different formats for the program. At the start, everything was done in the group channels. Then for a while I tested doing everything in private channels. And what I found was that neither one on its own got the best results.

What works best is a private two-month period at the beginning, where we set up your own unique business strategy. That's your time in the private channel with Jenna, along with the full onboarding and setup system we have in place.

Once that phase is done, you get far more out of being part of the wider group. You're still getting your questions answered personally by me, but by doing it in a group format, you also learn from everyone else's situation and experience. You're surrounded by dozens of top agency owners and freelancers, seeing the same challenges they're working through and the approaches they're using to get results.

And if something private does come up later on, just message Jenna directly, and she'll loop me in.



Tim - Winsbits 09:39

The other guy gave me the feeling you were just a number. Slow responses, low quality answers. You actually follow up and make an effort! GG

One thing to be clear on...

We don't do the work for you. This isn't an agency. I have run things in an agency format in the past, but it meant charging a lot more. Individual clients were paying me up to, and over, \$100,000 a year.

The good news is you don't need to pay anywhere near that to get the same result. We've designed the program so you get to the same place, it just takes some work on your side. And that comes with a big advantage. Once you've built it yourself, with us helping you every step of the way, you have those skills and strategies for life. Nobody can take them away, and you never have to pay someone to do it for you again.

So I much prefer to work this way. It keeps the cost of the program as low as possible, and the results as high as possible.

And it's the same way I run my own business. It's me and Jenna, my own funnels, my own sales calls. What you've just gone through with me is exactly what I'm going to help you build.

The \$30k Guarantee

THE GOAL

\$30K • THE FLOOR

The \$30k Guarantee

Over the year we work together, we guarantee you make at least \$30,000 in new deals from what we help you set up. If you don't, we keep working with you until you do.

But you will... as long as you put it into action.

A few people ask how this actually works, so let me just go over it.

What counts:

Only new business that comes through the work we do together. So the funnels, the content, the new positioning, the new way of selling. It's not like you join and then your cousin sends you a deal and that counts. It's the deals that only exist because of what we built.

How we track it:

We check in with you in Slack every week to see what you're working on, what's moving, and where you need help.

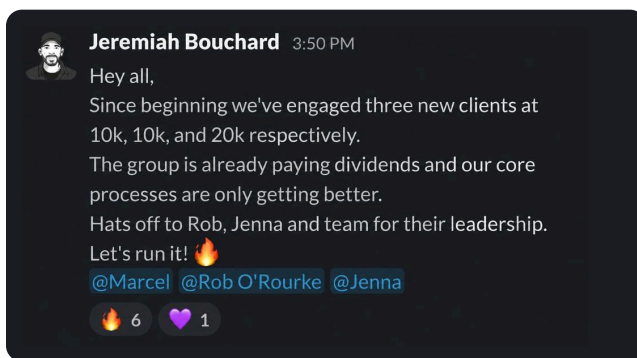
Then once a month, you fill in a short progress form covering what you've built, the leads and calls coming in, the deals you've closed, and anything that's holding you back.

That's how we make sure you're progressing the whole way through. If something isn't working, we spot it within weeks and fix it, not at the end of the year.

It's also how we track the guarantee. We don't ask for access to your accounts or your numbers. We go by what you tell us in your check-ins. The only thing we ask is that you fill in your monthly check-in, stay active, and do the work.

Why \$30k:

It's a safe minimum we're certain you'll hit within your first year, and most people pass it well before that. It's not what we're aiming for. It's just the base return you can be completely confident in, so at the very least, the program pays for itself many times over. Out of 200+ members, only 6 have ever needed to use it.



What we're actually aiming for:

\$30k is the floor, not the goal. Depending on where you join and what you want, we'll be aiming a lot higher.

We've had people join at around \$10k a month and get to \$30k-\$50k a month within the first year. That's an extra \$20k-\$40k coming in every single month... so the program doesn't just pay for itself, it pays for itself dozens of times over. And we've had people join at \$100k a month and take that to \$150k-\$200k... while making the business easier to run and more profitable at the same time.

So it depends on your level and how high you want to go. But either way, **\$30k is the minimum, and we'll be aiming well past it.**



Stephen Wise 4:30 AM

Currently trying to catch up on the crazy growth we've had this year (on track to hit back to back \$100k+ months which is double what we were doing when we signed up 😄)

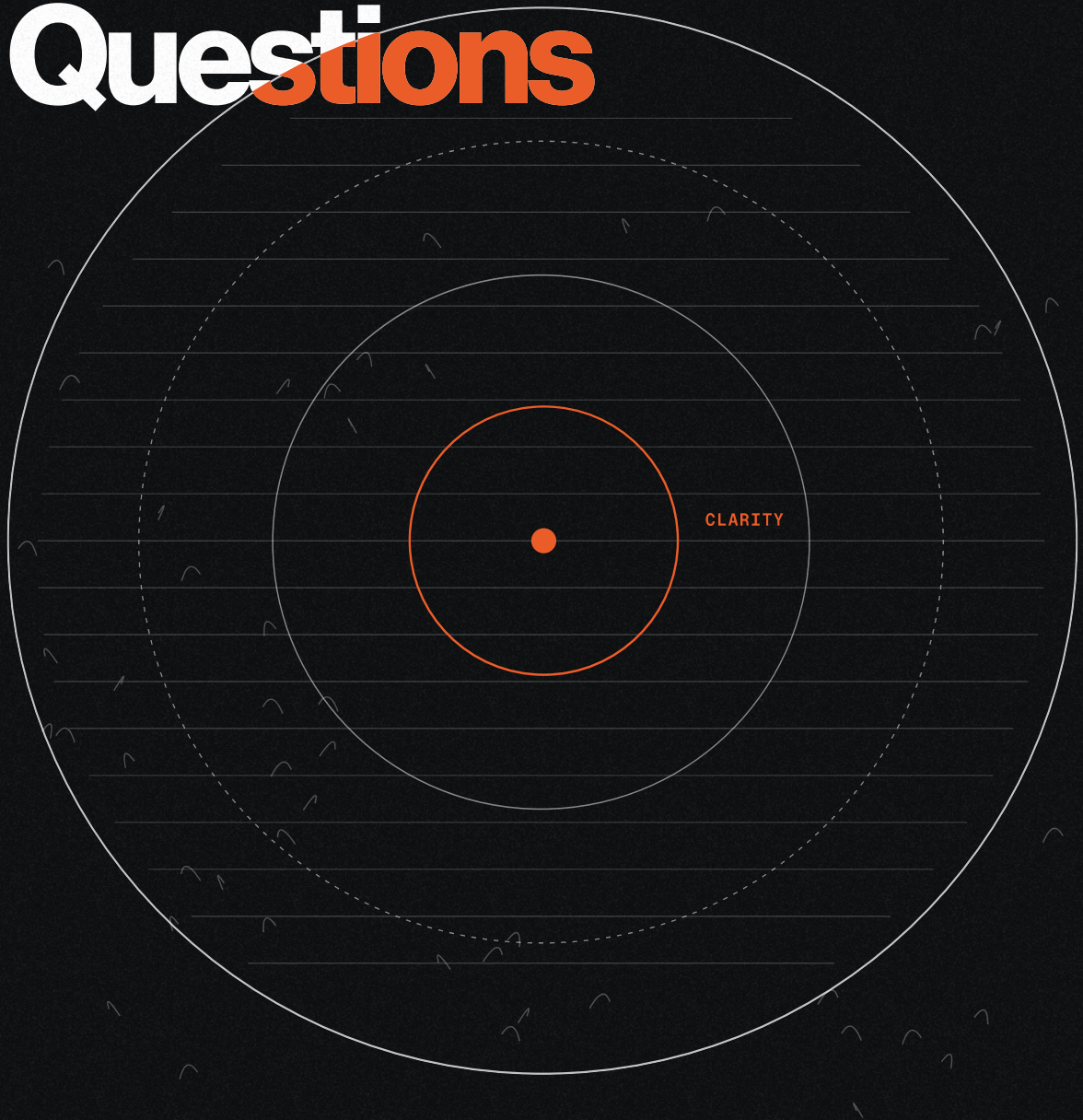


Stephen Wise 8:00 AM

A big part of it is hitting credibility thresholds. Our systems are dialled in, we have a clear USP.

A huge proportion of work is coming inbound, through LinkedIn content.

Frequently Asked Questions



Frequently Asked Questions

Will this actually work for my business?

Yes. The system is built around how buyers make decisions, not around what you sell. We don't tell you to change your service. We look at what you're already best at, find the market that will pay the most for it, and build the system that sells it. It's not about changing what you do. It's about changing how you sell it.

We work mostly with designers, developers, branders, copywriters, and anyone selling a high-value service to businesses, mostly online. Those are the businesses we know best and where we get the strongest results, from people landing their first premium projects to people closing six-figure deals.

And the reason it works across all of them is simple: the way people buy doesn't change. If you deliver real value and want to be the premium choice, the frameworks adapt to your market, your audience, and your offer. We help you apply them to your exact situation, not hand you a generic template.

Does this work for agencies my size?

Yes. Members range from solo freelancers to agencies with full teams.

The fundamentals don't change with size. An offer built around your market's biggest problem, content that brings in buyers, funnels that convert them, and a sales process that closes premium deals. What changes is where we start. A solo expert usually needs the foundation and a steady pipeline first. An established agency usually needs to go upmarket, stop relying on the founder for every lead and sale, and build the team and systems to scale.

That's what your kick-off call is for. We look at where your business is today, where you want to take it, and map out what to build first, so you're not working through anything that doesn't apply to you.



Felix Dorner 2:06 PM

Q1 has been my best quarter ever as a solo freelancer! Collected ~\$60k. I'm so busy that I couldn't find time to post content or do marketing anymore.



Sajon.Co 11:49 PM

Hey everyone, excited to share a quick win update! 🚀

April has been our strongest month so far. We secured a \$57K USD product design project from Saudi Arabia, which is a big milestone for us. We're also very close to finalizing a \$29,200 USD website design project from Dubai, the founder has approved, but the founder's manager is currently pushing back on our proposal, and [@Rob O'Rourke](#) is guiding me through the process to help secure the deal.

On top of that, we've already landed four additional smaller projects this month. Grateful for the mentorship and the momentum we're building. Let's keep going! 🔥



Can my team join?

Yes. Team members who'll actually use the system join free.

That's often the difference between a system that gets built and one that stays on the founder's to-do list. If someone on your team runs your content, handles your sales calls, or looks after your ops, they can join the calls, get access to the training, and be part of the community alongside you.

It also makes it much easier to step back later. When your team has learned the same system, you can hand parts of it over with confidence, instead of being the only person who knows how the business brings in clients.

I've paid for coaching before and it didn't work. Why is this different?

This is one of the most common things we hear on calls.

In almost every case, the issue wasn't effort. It was that most people were only taught one part of the system. A course on cold email, but no offer that sells. A course on content, but nothing that makes them look like an expert, and no funnel to turn the attention into leads. A sales course, but no way to get leads in the first place.

And it's not that those things don't work. It's that on their own, they can't. Each part of a sales system only works because of the parts around it. Content brings people in, positioning makes them trust you, the funnel warms them up, the sales process closes them. Take one away and the rest fall over.

So we do it differently. We build the full system with you, in the right order, and we get each part right so they connect and multiply off each other. Your offer and positioning first, then the funnels, content, and sales on top of a base that actually works. It's not more tactics. It's the whole thing, done properly, with feedback so you're never guessing.



Stephan Tunn 8:09 AM

As you may know, I've followed Rob for a long time and bought some of his other courses before.

I hesitated to join Profitable Skills at first because of the price of this program.

But at this point, I already know it was absolutely the right decision.

The program (content, supporting workbooks, community, your outstanding support) is excellent and absolutely worth it (edited)

Is this just what worked for one business?

No, and that's one of the biggest differences.

A lot of the advice online comes from someone sharing what worked in their own business. That can be useful, but it's one data point. It depended on their market, their audience, their timing and their starting point, and there's no way to know how much of it carries over to yours.

This system has been built and tested across over 200 agencies and freelancers, from solo experts to agencies running \$100k+ months, across design, development, branding, product and more. I've seen what works every time, what only works in certain situations, and what holds people back.

And I still run it on my own business. So you're getting something proven in one business and tested across hundreds.



Enes Aktas 15:23

\$45K Deal



3



11



4

**Himanshu** 1:49 PM

Hi guys,
We hit \$46k in August (~70% profit)
Sales module had a big part to play in it.

**Azat Galiev** 18:45

Also we increased to \$2,500-3,000 per vid and demand is perfect

**Azat Galiev** 12:06

Funny enough I closed my first 15k\$ retainer 2 hours after messaging you

**Karan** 5:42 PM

41k deal closed. Broke it down into a minimum commitment of 3 months and a monthly retainer.

Gave them 2 options, a project fee that would cover just branding and website or a higher monthly retainer that would get their app redesigned as well.

They chose the latter. Previously we'd just offer the monthly retainer but having an option that looks inferior worked well. (edited)

I'm already slammed with client work. Will I have time for this?

That's exactly who this is built for, and it's the exact problem it fixes.

Some people join with no leads and time on their hands. Others join already working at full capacity. If that's you, here's the thing: you can't grow by taking on more work at your current level. There isn't more of you. So the only way forward is to change what you're selling and how you're selling it.

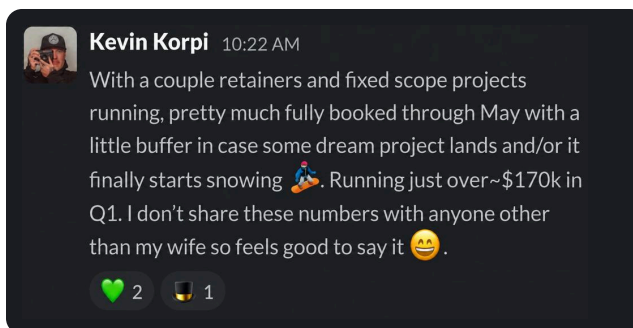
That means a stronger offer that attracts people who'll pay more. The content and lead systems to get in front of those people and onto calls. And the funnels and sales process to close them at much higher prices than you're charging now.

Do that, and you make a lot more profit from the same amount of work, or less.

The program is built to fit around a full workload. The setup takes around 3-4 hours a week alongside your client work. And as the system starts working, your workload goes down, not up. You stop chasing, stop convincing, stop starting from zero every month.

Once the cash flow is there, you can bring in people to do some or all of the delivery. That's how you go from working nonstop and stuck at the same level, to working less, running the business instead of being buried in it, and growing every year because the system can scale.

The biggest mistake, if you're at max capacity right now, is waiting until things quiet down to join. They will quiet down, and when they do, you'll be out of leads with nothing built. The right time is now, while you're busy, so the system is in place before the current work runs out. It's not about having less client work. It's about having more of it, paying you better, and easier to manage.



Is this a course or a cohort?

Neither. There's a full training system inside, but that's only one part of it.

Courses and cohorts can be great for learning a skill quickly. A few weeks of lessons, some group calls, and you come away knowing more than when you started.

But knowing isn't the hard part. Building a system that consistently brings clients into your business is.

Your offer needs testing on real sales calls. Your content takes months to train the algorithm and reach the right buyers. Your funnels need real leads going through them before you know what to fix. None of that fits inside a few weeks, and most programs end right as those systems are starting to work.

That's why we work with you for a full year. There are no start dates and no intakes to wait for. You start the day you join.

You get a private channel with Jenna while you build, me in the group every weekday and on two live calls a week, weekly check-ins and a monthly progress review, and feedback on everything you build as it goes live.

And we're still there in month four, month six and month ten, when the results are actually showing up and the bigger decisions need making.

The goal isn't for you to finish a program. It's for you to finish the year with a business that brings clients in on its own.

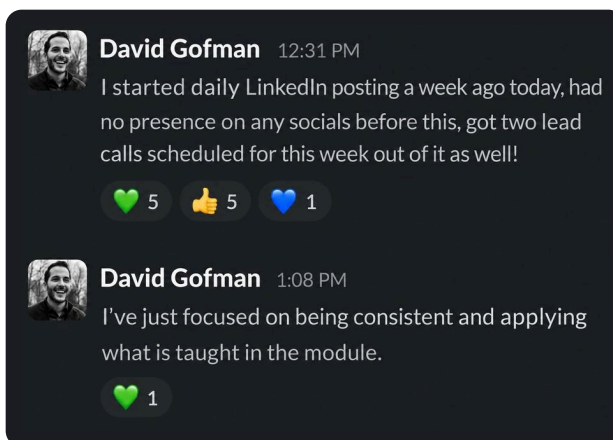
How long until I see results?

The full system usually takes around two to three months to build. But every new part we build starts improving your results right away. So most people see their first wins inside the first month or two, and some have closed their biggest deals ever in the first few weeks. It depends on your offer, your market, and how fast you put things in place.

The first results usually come from the sales and funnel work, because that improves every lead you're already getting before the content has even kicked in.

Then things start compounding around month three or four, once the content system is running and the funnels are full.

And because you're building real assets, not running one-off campaigns, the work keeps paying off. What you set up in month one is still bringing in clients in month six and month twelve.



Why a year? That feels long.

There's a quote I like: "Play long-term games with long-term people."

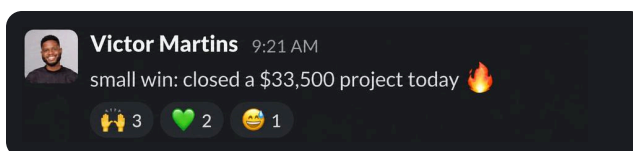
I like to get to know the people I work with, and stick around long enough to help them get as many results as possible.

To be clear, it doesn't take a year to set things up. We build the whole system in the first two to three months. The rest of the year is for helping with everything that comes after. Month three, month six, month nine...

we're still there, helping as much as you want:

- ✓ Every question that comes up
- ✓ Every deal you're trying to close
- ✓ Every part of the funnel you want more feedback on
- ✓ Every piece of content you want a second pair of eyes on

This is a big part of why Profitable Skills gets a lot more results than other programs. We have the best systems and strategies, but we also care the most, and we stick around the longest to make sure you succeed.



What if I can't start straight away?

That's fine. There's no cohort and no start date, so you start when you're ready. If you've got a project to wrap up or a holiday coming, you can join now and book your kick-off call a week or two later. Your two months with Jenna start from that call, so you don't lose any of it.

The one thing I'd say is don't wait to join until things are quiet. As I covered above, that's the mistake most people make. Lock it in while you're busy, and start when it suits you.

Am I at the right level for this?

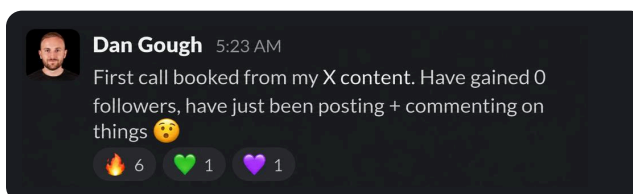
It doesn't matter where you are with sales, content, or funnels. If you've never done any of it, we help you get started. If you've already got things running, we look at what you've built and show you how to make it a lot stronger.

What matters is that you're already good at something. You have a skill, you can deliver real work, and you've done it for real clients. That's the raw material. We come in and turn it into a profitable offer, the systems to sell it, and a business that keeps growing.

So this isn't beginner training. If you're still figuring out your skill or learning how to deliver, it isn't the right fit yet. But if you're good at what you do and your income doesn't reflect that, this is exactly what's missing.

And we're not turning you into something you're not. We're showing people who you already are, in the way you prefer to work. If you'd rather stick to written content, we show you the highest-performing way to do that. If you're happy on camera, we show you how to do short-form and long-form video properly too.

But video isn't needed. Most of the people we've worked with who've had the biggest results have done mostly written content, on X and LinkedIn, with a few graphics and visuals of their work. It's the writing that gets them the leads.



Do I need to run ads or do cold outreach?

Content is the main system, and for most people that's enough. But it depends on where you're at.

If you join without enough leads coming in, we might have you do some cold outreach in the short term to bridge the gap while the content system gets going. We show you how to do cold email, social DMs, or both, in a way that actually gets replies. Then later, once content is bringing in what you need, you can keep doing outreach for extra leads, or drop it.

Ads come later, once the rest of the system is built. If your organic content can't turn into consistent high-paying leads, ads won't either. It's a much colder audience, and they need the right content and sales funnel behind them to convert. So we get the organic system working first, then put money behind what's already proven.

Both are in the program. The timing depends on your situation, and we help you figure that out.

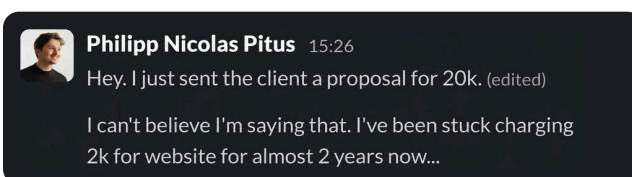
I don't have big results to show yet. Will this still work?

This is one I'd actually challenge you on. If you've got this far, and you're this close to working with me, chances are I've already looked at your business and decided you have enough to work with.

You've likely been in the game a few years. You've worked with clients, either yourself or through an agency, and you've helped people get results. Maybe they're not the results you'd like yet. Or maybe you have them, but you don't know how to use them to attract and convert new leads. We help with both.

We show you how to turn the expertise and experience you have right now into content that brings in leads. Those leads become projects. Those projects become stronger results. And once that's running, it builds on itself. Better results, better content, better leads, again and again.

This compounds fast. Within a few months you can be working with your ideal clients, landing the projects you actually want, and charging rates you didn't think were possible.



What tools do I need, and do you help set them up?

The results in this program don't rely on some overcomplicated technical funnel. On the tech side, what we show you is quite simple. And that is on purpose...

You need an email system for the automated emails. A call booking system for taking calls. An automation tool to connect everything so it runs in the background. And a bit of AI down the line to speed things up.

All in, the base setup is around \$100 a month or less. You can add to it over time if you want, once the business is making a lot more money. And we help you set it all up, so you don't need to be technical.

One thing to keep in mind... our funnels are built for people selling high-value B2B services. So design, development, branding, copywriting, etc. Which means these aren't the funnels you'd see in e-commerce or coaching. There's no "5 minutes left" or "1 spot remaining". That stuff wouldn't work on the clients you want. Everything is done in a clean, professional way that doesn't feel salesy, while still bringing in all the clients and projects you want.

What happens after the year?

Everything you build is yours. The systems, positioning, funnels, and assets stay with you to run, refine, and scale for as long as you want, and you keep lifetime access to the full training so you can revisit any part of it whenever you need.

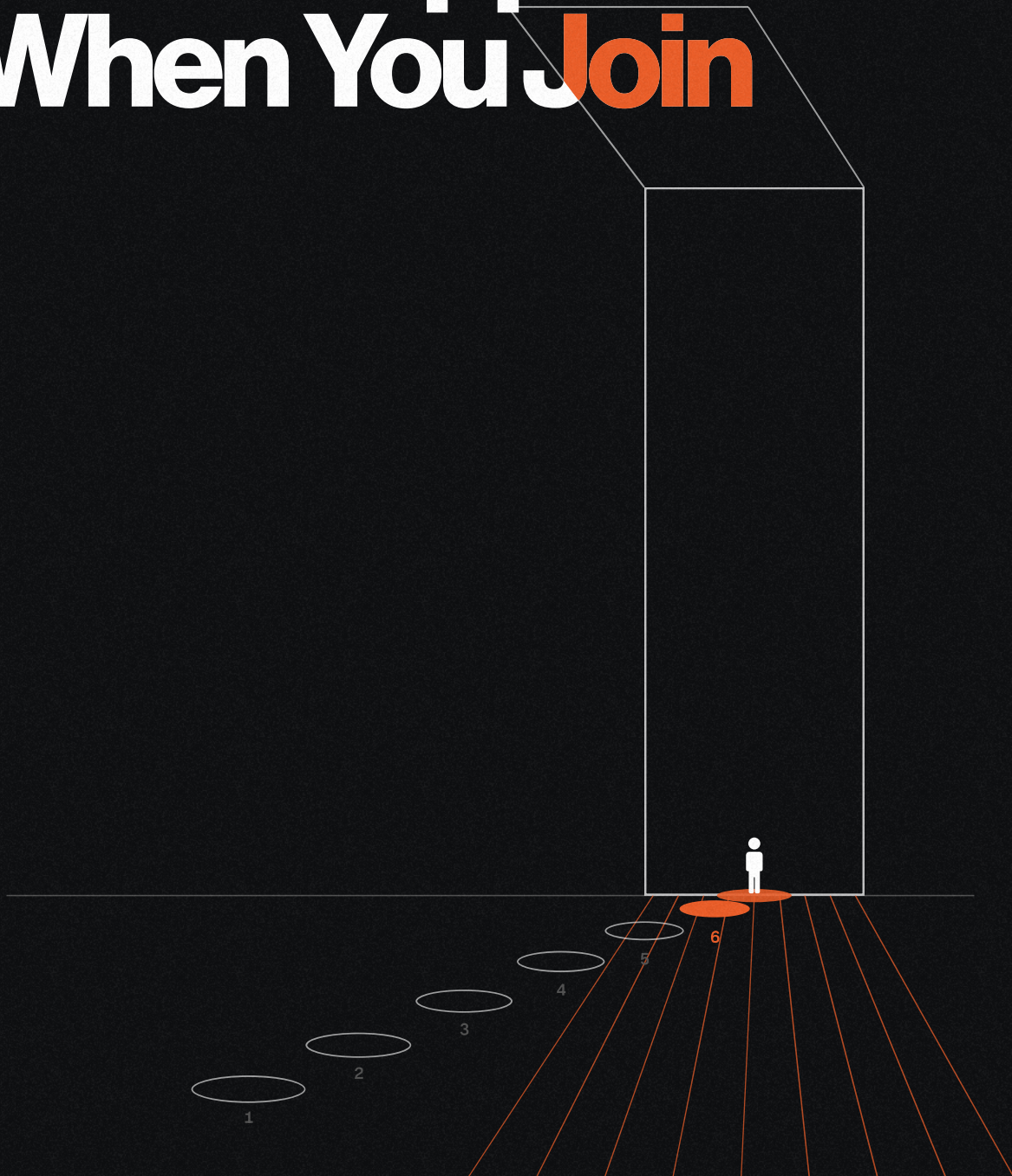
By the end, all three funnels are built, tested, and working, and you know how to bring in leads, close premium clients, and grow without adding hours. You're not dependent on us to keep it going.

Some students keep the system as-is for years. Others use it to scale teams, raise prices, or move into new markets. And if you want to stay in the community and calls beyond your year, you can continue at a reduced rate.

I hope that helps.

If there's anything I didn't cover, or something you're still stuck on before moving ahead, just reach out and let me know. I'm happy to talk through anything and make sure you're comfortable before we work together.

What Happens When You **Join**



What Happens When You Join

If you've made it this far, I'll assume you're interested in moving ahead and working together in the Profitable Skills program.

So you know exactly what your next moves are and what joining actually looks like, let me walk you through the steps...

1

You sign up

I'll send you the link after our call (or you already have it). It's \$6,000 for the full year, or three payments of \$2,000 over your first 60 days. Pick the option that suits you, and you're in. And any team members who'll use the system can join free. There's no cohort or start date, so you can kick things off straight away, or wait a few days if you need to wrap something up first.

2

We add you to Slack

Usually within a few hours on weekdays. You get access to the group channels, and your private channel with Jenna is opened the same day.

3

You get the training system

All the program sections, and all the lead and sales systems we've talked about in this book. You get instant access to everything, with lifetime access to all the training. So you can start going through it straight away and putting it into action as soon as you want.

4

Kick-off call with Jenna

She'll book this with you in the first few days. You go through your business, your goals, and where you're starting from, and she maps out your plan for the first two months.

5

We start building

Positioning and offer first, usually one to two weeks. Then your first funnel, your website, your content system, and everything else in the order we've gone through here. Jenna's in your private channel every weekday, and around day 30 you have your strategy call with her. I'm in the group every weekday and on the live calls twice a week. And we check in with you every week, with a full progress review each month.

6

Two to three months from now

The full system is built and running. Leads are coming in, warming up in the background, and showing up to calls already knowing they want to work with you. From there, we spend the rest of the year helping you get as much out of it as possible.

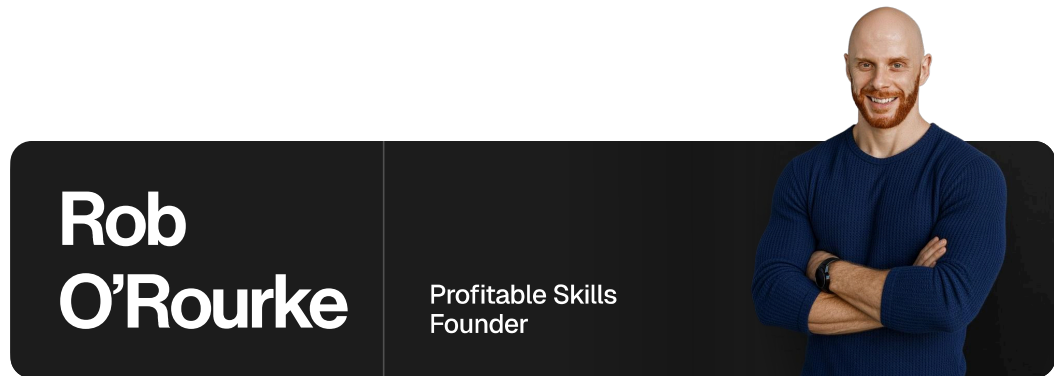
That's it. No waiting, no onboarding week, no partial access.



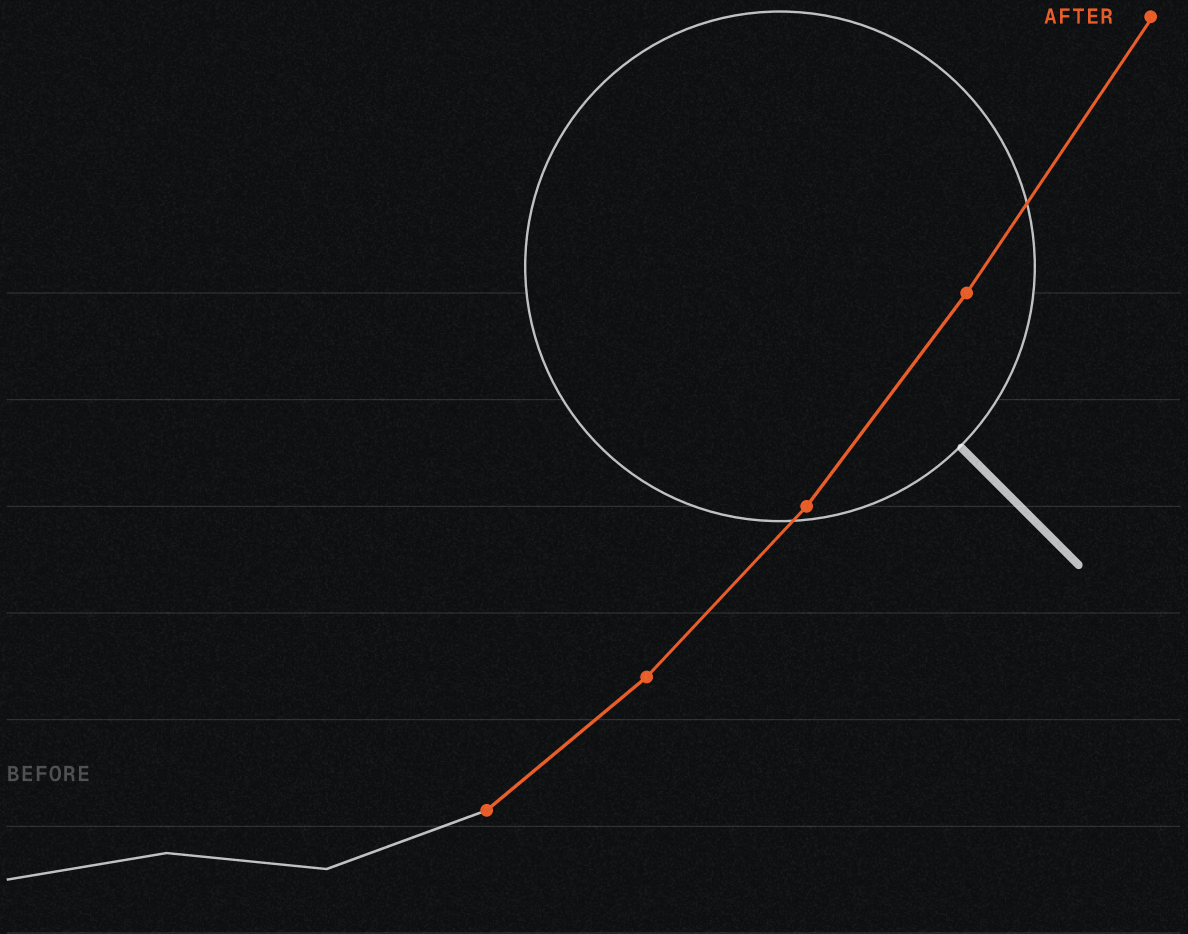
Sahil Dabas 2:23 PM

Things are going good, business is booming. Getting a lot of traction that we're overbooked for now. Rob and your advice has helped a lot honestly. Grateful 🧡

So when you're ready, use your sign up link to go ahead (if you don't have it, email me and I'll send it over). We'll add you into everything, and we get going as soon as you want to. And if you've still got a question, email me at rob@profitableskills.com or DM me on socials (@theroborourke). I'll answer it personally.



Case Studies



Huy Nguyen - Monolog

Web design studio, Vietnam

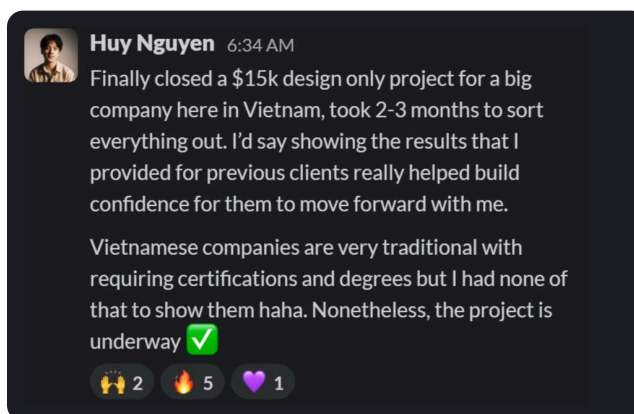
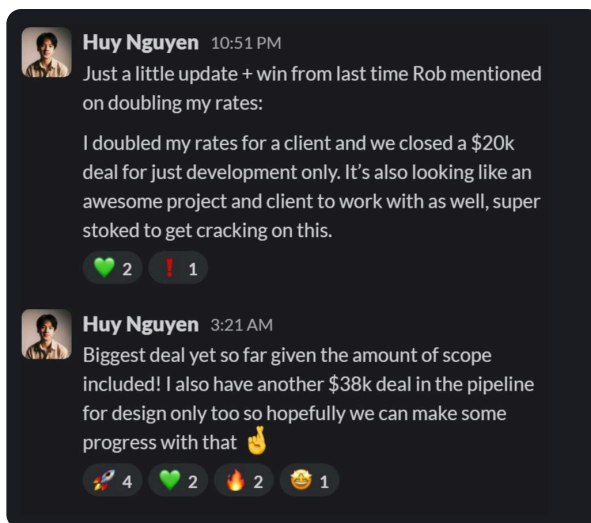
Huy was one of the first people to join the Profitable Skills program. He was still at university, and already a great designer and developer. But he was only making \$2-3k per project, and some months he made nothing.

He wanted to go full-time, but he didn't have any positioning, he didn't have any sales systems, and he'd never really run a proper sales call. Clients would just hit him up sometimes, and he'd quote whatever price he felt they would say yes to.

Once he was in, one of the first things we worked on was his sales confidence and how he ran his calls. Within just a few weeks we were able to massively step up his prices, and he closed his first larger deal, a \$20k development project. That was the biggest project he'd ever done, and he had a \$38k design project in the pipeline behind it.



He was also starting to land a different level of client. One example was with one of the big companies in Vietnam. Companies like that usually want to see degrees and certifications before they'll hire anyone, and Huy didn't have either. What won it was using the results he'd already got for past clients in the right way. It's exactly what we talked about at the start of this book... buyers trust results now, not credentials.



Within four months of joining, he'd dropped out of university and started his own studio, MONOLOG.

From there we built out his content and his funnel. He started sharing his work and the results he was getting for clients, and the right people started finding him. By the time they booked a call, most of them already knew they wanted to work with him. So deals started closing faster, at bigger prices, and with a lot less convincing.

**Huy Nguyen** 2:11 AM

Had a recent small win which I thought was so good, recently just closed a \$15k deal for identity + site:

- Before the call, the founder absolutely loved the pre-sales email --> he was considering other designers but the presale email really gave him confidence that we go beyond just design
- He also said he's been following me on my YouTube for a year now (He even mentioned such a small detail in a video that I didn't expect him to know)
- Closed the deal on the call and deposit paid less than 12 hours...



There's also an ongoing project that I'm working on right now where this client basically did the same thing (followed me on YT for awhile, decided to reach out and kicked off the project right away after the call)

The signs of staying consistent and going all into personal branding can't get any louder

Now he has a steady stream of inbound leads coming in from a few different platforms, and they show up already sold, so he can sell at his highest prices. He's having his best months ever, and most of his recent quotes have been between \$35k and \$40k.

**Huy Nguyen** 3:12 AM

Got 2 biggest proposals (One 39k one 37k) of the career this month so fingers crossed both of them goes through

The talent was always there. What changed was how he priced it, how he sold it, and the system that brings the right clients to him. That's what took him from \$2-3k projects to \$35-40k quotes.

Alex - Aperios Design

Full-service design studio, UK

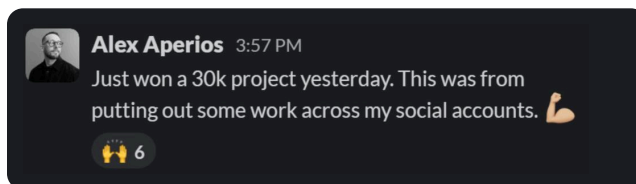
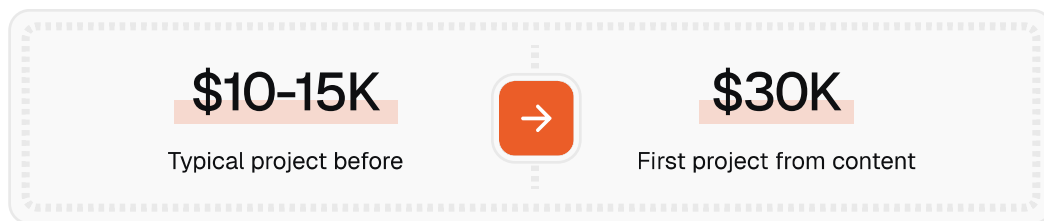
When Alex joined, he'd been a designer for nearly 20 years. He ran a good studio, did great work, and his clients loved him.

But the business wasn't really growing. Most of his projects landed around \$10-15k, and almost all of them came through people he already knew. Whenever he tried to charge more, fewer clients said yes. And his sales calls dragged on, because clients didn't really get what he offered, so he'd spend the whole call explaining instead of selling.

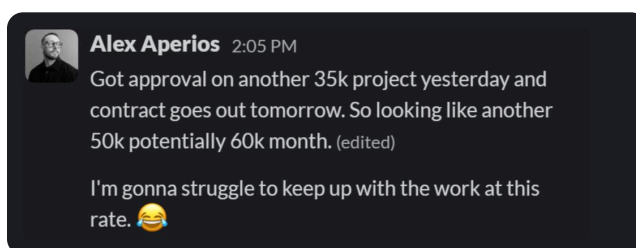
On our first call he felt pretty down about it. He said without help, he'd probably just keep grinding for another two or three years and still not get to where he wanted to be.

So the first thing we changed was how he talks about his work. Instead of leading with the design, he started leading with the client's problem and the result they'd get from fixing it. We rebuilt his website around that, so it explained his value well before anyone booked a call. Then we put a proper booking flow in front of his calendar, gave his calls a clear structure, and got him sharing his work on social in a way that showed buyers what he could do for them.

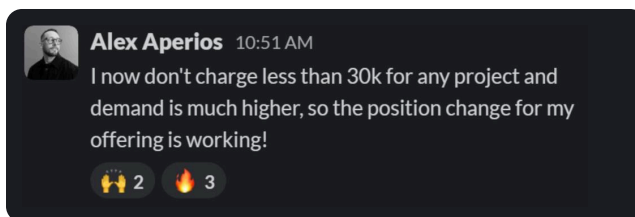
A couple of months in, he won a \$30k project straight from posting his work. That's two to three times what his projects used to be, and he didn't even have to go looking for it.



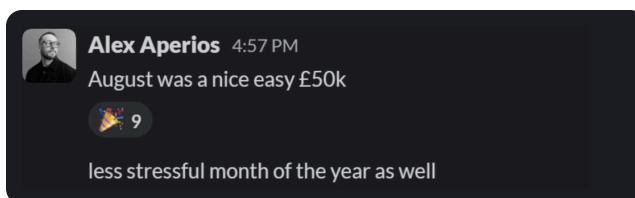
From there it really picked up. He was having more sales meetings in a week than he'd ever had, another \$35k project got approved, and he was hitting record \$50-60k months. Pretty quickly, his biggest problem was keeping up with all the work.



By about five months in, every sales conversation he was having was in the \$20-50k range. So he set a new rule for the studio: no projects under \$30k. And demand is still higher than it's ever been.



Since then he's been landing \$40k+ clients, and recently he even had a \$50k month that he called the least stressful month of his year.



On our first call, Alex thought he'd be grinding for another two or three years to get where he wanted to be. Five months in, he'd set a \$30k minimum and demand was still climbing. Same studio, same quality of work. What changed was how he sold it.

Amjad - Jades Agency

Design agency, Morocco

Amjad was one of the early members of the program. He ran a small design agency with a good team, but back then business was slow. Most of the work was one-off projects, so every month he was starting again from zero, never really sure what was coming in next.

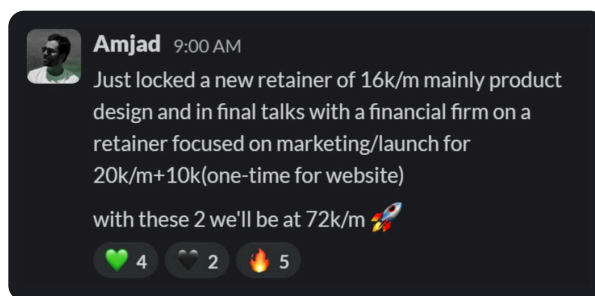
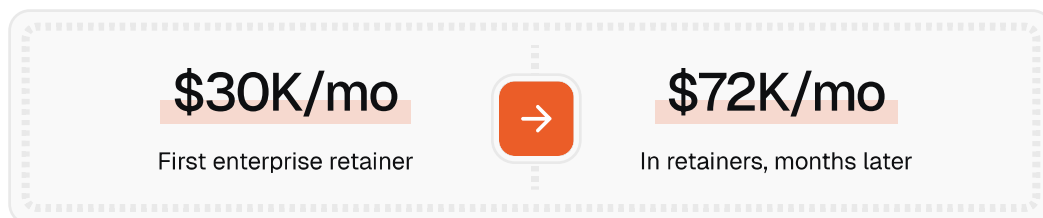
So we worked on what he was selling and who he was selling it to. Instead of chasing one-off projects, we repositioned the agency around bigger, ongoing work for companies that could afford it, and built the offer and sales process to go with it.

He landed an enterprise client, a billion-dollar company, and a few months later signed them on to be their full design department at \$30k a month. Then he did the same thing with another client, taking them from \$1.8k a month up to \$7k.

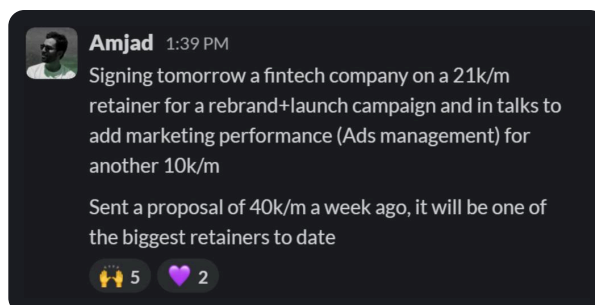


With just those two clients, he did around \$200k in the first half of the year. So he relaunched Jades with the new positioning, started posting and getting back out there, and the right companies started reaching out.

Within a couple of months, he'd locked in a new \$16k a month retainer and was closing another at \$20k a month, taking him to \$72k a month in retainers.



And it's still climbing. Shortly after, he signed a fintech company on a \$21k a month retainer, and he's pitching \$40k a month to a single client, which would be his biggest retainer yet.



He didn't need more clients to get there. He needed bigger ones, and the offer and sales process to land them.

App Development Agency

Agency owner, name kept private at his request

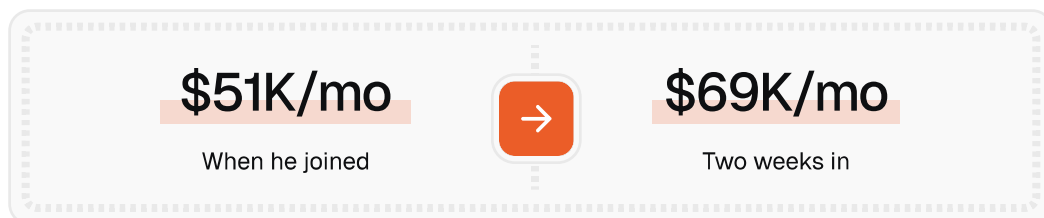
When he joined, he already had a solid agency. He had a team of developers building apps, was doing around \$50k a month in recurring revenue, and had a steady flow of leads coming in.

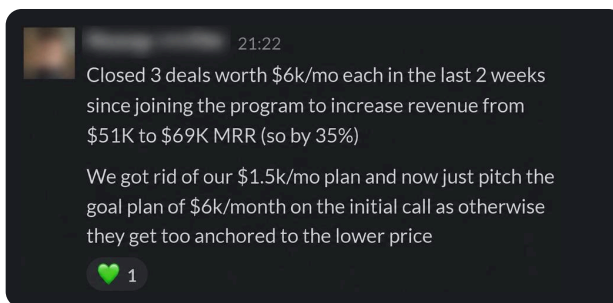
But getting leads wasn't the problem. The problem was the price they came in at.

Every new client started on a \$1,500 a month plan, with the idea that they'd upgrade once they liked the work. It sounded safe, but it meant every good lead walked in anchored to the cheapest option he had. So the team kept getting busier, the client list kept growing, and the revenue wasn't keeping up with it.

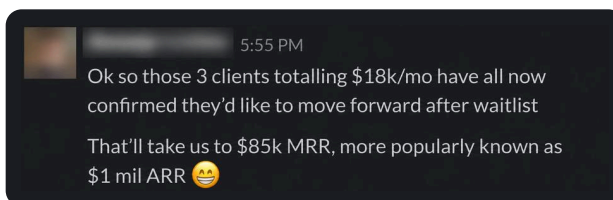
So we went to work on the offer and the sales side. First, we narrowed his positioning down to one clear offer: support for successful apps that are already up and running. Then we dropped the \$1,500 plan completely, so on every first call he was pitching \$6,000 a month. And we set up pre-call emails and a more structured sales call, so leads showed up already understanding why it was worth it.

Two weeks in, he'd closed three new clients at \$6k a month each, and gone from \$51k to \$69k a month. The same leads, but now closing at 4x his previous prices.





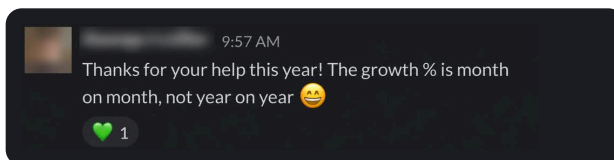
And the more we did, the more the demand kept building. Around a month in, three more clients signed from a waitlist, taking him to \$85k a month...



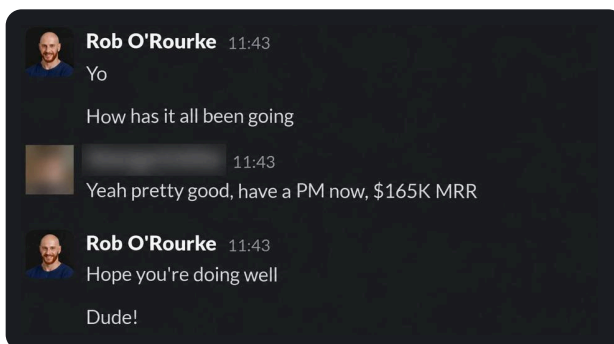
And this was before we'd even built his lead magnet or the rest of the funnel. It all came from the new offer and the pre-call emails. Once he was full, my advice was simple: keep the leads coming, let the waitlist build, and raise your prices every time you hit capacity. If you're always full with a waitlist, you're underpriced.

Then we started on his existing clients. One went from \$6k to \$12k a month with another lined up to do the same, one moved from \$3k to \$6k, and he set a \$3k minimum for anyone coming in, even though it meant losing a client still on the old \$1,500 plan. He also started posting content on LinkedIn that showed his team's expertise and the results they were getting, which brought in a lot more qualified leads on top.

About three months after joining, he passed \$100k a month. Double where he started.



And it hasn't slowed down. A year in, he's at \$165k a month, with a project manager now running the day-to-day.

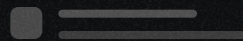
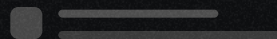
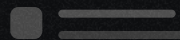


He didn't need to learn any new skills to get there. He changed what he pitched and how he sold it, and the same agency went from \$51k to \$165k a month.

Student Success Stories



REAL WINS · REAL STUDENTS



Student Success Stories



Santiago Cortes 11:37 AM

Guys! Applying the tactics from the conversion funnel, specifically "Attach your service to the most urgent challenge your prospect has," we just closed a \$60K deal!



Ali Dalton 6:28 PM

I started working with a client back in early June. But total for the 3 months is around \$58k



Adrian 12:25 AM

Just closed a \$50k Webflow redesign yesterday, and will add over \$60k of new project revenue this month.

We might hit \$140-150k by end of July so a huge milestone for us. If we keep the current momentum, we could possibly scale to \$200k in August/September. Lots of warm leads in the pipeline.

Only bottleneck now will be finding new team members :d



João Saraiva 3:23 PM

I did \$50k month since joining the program.

Being in the program definitely helped with the confidence, communication and lead communication. I think I might be closing 2 leads soon with things I improved or got help here in the program.



Avalon Portolan 12:14 PM

back in Feb i signed a Pharmaceutical client on a weekly retainer contract.
So far from Feb to present (7months) i've made - £48,600



Felice Della Gatta 11:51 PM

Client renewed 15k/mo engagement today after successful 3-month project!

(edited)



Rahul Luthra 1:07 AM

An update from [@Rob O'Rourke](#) advice about asking questions before prompting a call. Checked back with a few of them and was able to close 2 deals just over text and 1 over call. That's almost 40k over 2 months 😊.



Vytas Bu 2:01 AM

February will be the best month yet for Outframe.

Closed a \$6k discovery sprint and then a \$30k product design package. Most likely will include another package down the line for the same client. 🚀

**Rob Faulkner** 6:46 AM

Just signed another client that I have been nurturing for the past 2 -3 weeks. It's a €21k project spread out over seven months.

That's €35k secured this week, for two projects, over the next 7-8 months.

Very pleased with myself.

Finally getting paid what my value is worth, which will allow me to do a better job and get better results for my clients.

It feels good gentlemen.

**Daksh Aswal** 6:29 AM

october was a good month. Closed a really big client for \$35k

**Leo** 7:43 PM

We closed an SEO/AEO project for \$32k and got another deal the same size on the table atm!

**Jędrzej Frankowski** 2:26 PM

I closed August for my agency with around \$31k which might be my best month ever.

I have few in the pipeline that are very promising, so hopefully this year will finish with a record 😊





Andrey Chernyshuk 7:57 AM

30k in design sales made this month

1 sale came from my personal website that [@Rob O'Rourke](#) helped me out with. Didn't even have to do anything on a call really



Caleb Wilson 13:08

\$30K project just landed today, deposit paid this morning!! Doubled our biggest ever project. This sales process is changing the game for us



Tommaso Marcantonio 12:48 AM

Yes! I closed the 23k euro project!



James Montgomery 12:57 AM

I met with one of my clients yesterday (ON Running in Zurich), and without prompting about my content a senior director mentioned how much he had been following my writing on LinkedIn and had actually clipped one post and used the quote in a slide at their investor summit this week to SVPs and board members. So that was a real boost

**Marcel** 9:40 PM

been very good on our side :) if im not wrong i think our last 3 intro calls all closed

**Sophie O'Connor** 3:26 PM

I have been asked to write a thought piece in The Drum (media platform) based off a post I shared on LinkedIn the other day that has over 20K impressions.

(edited)

**Robert Avram** 08:18

Huge win this month, \$46K deal signed.
MedTech startup client from Romania.

Initial offer was \$70k but eventually we reduced the scope for a leaner first part.

Fastest, most natural close we've ever had.

Seems like we're heading towards our first \$50k+ month.

**David Pokorný** 8:50 AM

these past few days just made me realize that buying the program is 100% worth

Ready to Scale?

You've just seen what happens when skilled experts put the right system behind their work.

Bigger projects, higher prices, and leads coming in every week, across design, development, branding, motion and more.

None of them were doing anything magic. They already had the skills. What they were missing was the system to sell their work, and that's exactly what we build together.

When you're good to go, use your sign up link to join (if you don't have it, email me and I'll send it over). We'll add you into everything, usually within a few hours, and we get going as soon as you're ready.

And you're **covered by the \$30k guarantee. At least \$30,000 in new deals** from what we build together, or we keep working with you until you get there.

If you have any questions before you join

✉ Email me at rob@profitableskills.com

📷 DM me on socials ([@theroborourke](https://www.instagram.com/theroborourke))

I'll answer personally

**Rob
O'Rourke**

Profitable Skills
Founder

