

The Gold Sluice Sheet

The Marketing Rant · Apply-It Worksheet · OPTIMUS

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The rant in one loop: conversation → transcript → nuggets → magnet → \$100 test → math. This sheet runs the loop once, on one real conversation. Marketing is empathy at scale — this is the shovel.

Scope: one coffee to fill. One afternoon to ship.

1 · Pick your mine

One recorded (or well-remembered) conversation with your market — sales call, coaching call, interview, support thread.

The conversation: _____ **When:** _____

2 · Sift five nuggets

The moments the other person leaned in — a question asked twice, a phrase that landed, an objection that kept coming back:

1. _____
2. _____
3. _____
4. _____
5. _____

3 · Package the strongest one

Nugget # _____ **becomes a lead magnet called:** _____

The promise (headline): _____

Three bullets of what's inside: 1) _____ 2) _____ 3) _____

Proven structure I'm modeling (3-6-month ad, or an industry-winning magnet/book):

4 · The math before the money

Allowable CPA (the referral-commission test — what would I pay a human for a closed intro?): \$ _____

Chain guess: 1,000 leads → _____ consume → _____ conversations → _____ close

Target CPL for the test: \$ _____ (“dig in” threshold: sub-\$10 in most niches)

5 • The \$100 same-day test

Ship date (TODAY counts): _____

Test budget: \$ _____ (50-100) **Platform:** Meta (interruption first)

Verdict date (tomorrow): _____

Kill / refine / scale rule I commit to: _____

6 • The next nine

It's just an idea — no feelings. List the next 3 nuggets you'll test if this one bricks:

1. _____ 2. _____ 3. _____

One in ten wins. 2% improvements compound to millions. There is no wasted motion — only tuition, and this version costs \$100.