

DIGITAL GARDEN STUDIO · A GROWTH SYSTEM FOR *HIGH-TICKET CONSULTANTS*

## Stop Convincing. Start Closing Buyers Who Are Already Sold.

**Plant ideas. Grow authority. Harvest customers.**

Digital Garden Studio turns your expertise into a YouTube funnel that educates your ideal buyer, proves what you know, and gets them ready to say yes before they ever book a call with you.

Built for consultants with a proven high-ticket offer, real fulfillment, and the willingness to show up on camera.

**Tom Araya Apablaza**, Acquisition Media

## THE PROBLEM

## Your Best Prospects Show Up Unsold.

Qualified leads book a call without enough trust, education, or certainty. That gap shows up as price resistance, long sales cycles, weak show rates, and deals that stall at the finish line.

**Price Resistance**

Prospects who don't understand your value negotiate on price instead of recognizing what they're actually paying for.

**Long Sales Cycles**

Without pre-existing trust, every call starts from zero, explaining the same basics again and again.

**Weak Show Rates**

A cold booking is easy to cancel. A prospect who isn't invested doesn't feel obligated to show up.

**Lower Close Rates**

Skepticism that should have been resolved before the call gets carried into it, and often costs you the deal.

None of this means your offer is weak. It means the education and trust-building that used to happen face to face now has to happen before the call, not during it.

## THE MISSING WORK

**They watched your video.  
They still don't know why to hire you.**

- Attention gets your firm noticed.
- Unanswered questions leave people unsure.
- More videos can leave the same doubts.
- The missing work: understanding how they choose.

## THE CLIENT DECISION MAP

## Before we film, we build your Client Decision Map

- We study how your prospective clients choose a firm.
- We map pain points, fears, and objections.
- We examine limiting beliefs, false beliefs, and decision criteria.
- We identify what builds trust and what breaks it.
- **Every video answers a specific decision factor.**

## THE SHIFT

## What if the Call Started After the Selling Was Already Done?

Strategic YouTube content can do the early work of a sales conversation before a prospect ever reaches out: educating them, proving your expertise, and answering objections in advance.

### A Cold Call

- You explain who you are and why you're credible from scratch.
- You justify your price before they understand your value.
- You handle objections live, in real time, under pressure.
- You're building rapport and trying to close in the same 30 minutes.

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WHERE THE TRUST GETS BUILT

**Live, under pressure**

### A Pre-Sold Call

- ✓ They already know your story and how you think.
- ✓ They've seen proof and already believe the offer works.
- ✓ Common objections were answered before they ever booked.
- ✓ The call is about fit and next steps, not convincing.

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WHERE THE TRUST GETS BUILT

**Before the call ever happens**

## WHO THIS IS BUILT FOR

**Built for Proven High-Ticket Businesses.**

This system amplifies a strong offer. It doesn't fix a weak one.

**This Works Best For**

- ✓ An established offer with real client results already in place.
- ✓ Fulfillment that can handle new client volume without breaking.
- ✓ A client value high enough that one or two extra clients materially matters.
- ✓ A founder or expert willing to appear on camera.
- ✓ A specific, definable buyer with objections we can address directly.

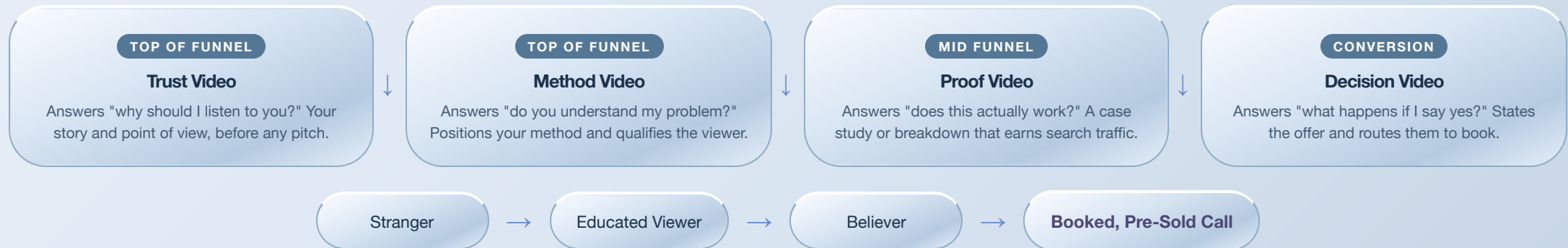
**This Is Not a Fit For**

- ✗ Low-ticket offers where production cost outweighs one client's value.
- ✗ An offer or fulfillment process that's still being tested.
- ✗ Founders unwilling to be filmed or represented on camera.
- ✗ Businesses where the average client is worth less than **\$5,000**.

## THE SYSTEM

## One Sequence. Four Jobs. One Path to a Call.

Each video does one specific job, removing one specific doubt, on the way to a booked, pre-sold conversation.



## WHY IT WORKS

## The Call Gets Easier Because the Work Already Happened.

No tricks, just the same psychology that makes a warm referral close faster than a cold lead, applied on purpose and at scale.

**Trust & Familiarity**

Repeated, honest exposure builds the same trust a referral would, just before the first conversation.

**Authority & Credibility**

Teaching in public demonstrates expertise in a way a bio or testimonial page never can.

**Objection Handling**

The doubts every buyer has get addressed on their own time, not defended against live.

**Differentiation**

A specific point of view is what buyers remember when every competitor sounds the same.

## WHAT'S INCLUDED

## Exactly What You Get. Exactly What We Need.

## WHAT WE DELIVER

- ✓ Four long-form videos: Trust, Method, Proof, and Decision, each with a defined role and CTA.
- ✓ **Up to 3** short-form edits per long-form video: 12 total maximum, for Reels, TikTok, and Shorts.
- ✓ Ideation and packaging (titles, thumbnails, hooks) approved before any script is written.
- ✓ Scripts built around your real buyer objections, with **2** revision round(s) included.
- ✓ Filming guidance and a shot list for every video. You film, we direct.
- ✓ Full edit: pacing, captions, graphics, and sound.
- ✓ Landing or booking page connected to the Decision Video's promise.
- ✓ Automated lead response, follow-up, qualification, and booking, with human oversight and fallback.
- ✓ Monthly reporting on what's converting and what to fix next.

## WHAT WE NEED FROM YOU

- Access to footage or availability for guided filming sessions.
- Script and thumbnail approvals within **3** business days.
- Brand assets: logo, colors, and any existing testimonials or case studies.
- Access to your calendar and CRM tools for integration.
- One point of contact for approvals and monthly check-ins.

**Custom means custom:** every script, hook, and case study is built around your specific offer and objections, not adapted from a template. Add-ons like extra cutdowns, paid ad support, or rush turnaround are scoped separately from this core deliverable set.

## IMPLEMENTATION PLAN

**From Strategy to Live in Your First 30 Days.****WEEK 1****Audit & Strategy**

Offer audit, buyer research, objection mapping, and positioning finalized.

**WEEK 2****Ideation & Packaging**

Topics chosen around real buyer intent. Titles, thumbnails, and hooks approved first, because packaging determines the script.

**WEEK 3****Scripting & Filming**

Scripts written around the approved packaging. Filming completed with our shot list and direction.

**WEEK 4****Edit, Publish & Connect**

Editing finished, funnel connected, tracking live, and the first data reviewed together.

**By day 30:** four videos live, funnel connected, tracking active, and your first strategy review scheduled.

## THE OFFER

## Two Ways to Start.

## FLAGSHIP SYSTEM

### Digital Garden Studio

The full four-video funnel, built and connected end to end. Built to become your primary source of pre-sold, high-ticket clients. No setup or implementation fee.

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|----------------|-------------------|
| Month to month | <b>\$5,000/mo</b> |
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| Prepaid, 90 days | <b>\$12,000</b> |
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Prepaying 90 days is \$12,000 instead of \$15,000, a \$3,000 saving. Either way you get the full build in your first 30 days, then four new videos monthly, continued short-form distribution, funnel optimization, and reporting.

## PAID PILOT

### The VSL Pilot

One fully produced video sales letter that proves the mechanism at a smaller scale. Not a discount version, a real, tested first step.

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| One-time investment | <b>\$3,000</b> |
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Credits in full toward Digital Garden Studio as a \$1,500/mo credit against your first two retainer months, when you commit to a 6-month retainer term within 30 days of your pilot video's delivery.

*This is a premium, paid engagement built for businesses ready to invest in a real growth system. Final pricing is confirmed on your strategy call based on scope.*

WHAT WE GUARANTEE, AND WHAT WE DON'T

## We Guarantee Our Execution. Not Your Market.

### What We Control

- ✓ Delivering all four videos on the agreed production schedule.
- ✓ Building scripts and packaging around real buyer research, not guesswork.
- ✓ Completing revisions within the rounds defined in this proposal.
- ✓ Responding to new leads within our stated response-time standard.
- ✓ Sending transparent monthly reporting on what's working.

### Outside Our Control

- Your offer's market fit, pricing, and positioning in your industry.
- Your team's ability to run and close the sales conversation.
- Fulfillment quality and the results your clients actually get.
- Broader market conditions, seasonality, and demand shifts.
- How quickly you provide approvals, footage, and access.

**The 30-Day Launch Guarantee.** If all four videos aren't live, funnel connected, and tracking active within 30 days of kickoff, and you've met your side of the "What We Need From You" list, your next month's retainer is free, or we keep building at no additional charge until it's live. Your choice.

**The Response-Time Guarantee.** New leads get an automated response within 5 minutes during business hours, or that lead's sequence reruns at no charge.

We guarantee our execution: the deliverables, timelines, and standards in this proposal. We do not guarantee views, leads, appointments, or revenue, because those depend on variables no content system controls alone.

## NEXT STEP

## Let's See if This Is the Right Fit.

Not every business is ready for this system, and that's the point. Before we start production, we run a strategy and fit call to evaluate your offer, economics, current channel, proof, filming capacity, and growth constraints.

- ✓ Your offer, pricing, and margins
- ✓ Your average customer value and lifetime value
- ✓ Your current channel, if any, and existing proof
- ✓ Your capacity and willingness to film
- ✓ Your growth goals and constraints over the next 12 months

### Book Your Strategy & Fit Call

[calendly.com/arrayatom2000/onboarding](https://calendly.com/arrayatom2000/onboarding)

We only move forward when there's real evidence your offer and fulfillment are strong enough for content to amplify it. If that's not the case yet, we'll tell you, and point you toward what to fix first.