



**ONBOARDING GUIDE**

[GOLINUSGO.COM](http://GOLINUSGO.COM)

# Greetings, friend!

WELCOME ABOARD THE SPACESHIP!



Our company, "*go, Linus!*", exists to revolutionize the marketing industry by disrupting its rules for marketing strategy. We got started by doing marketing the old fashioned way, the old agency model way, but we realized it doesn't actually help the people we're passionate about—service providers—so, we pivoted.

After selling two of those agencies, we started our consulting and coaching company, DRIPIFY. We did that, and only that, for about five years before we realized that we were still missing a piece to the puzzle in helping service providers dominate their market by doing whatever it is they do best—helping others with their service.

Enter in **THE PROFIT NEXUS**—what we now refer to as the Default Queue (more on that later!). This is a complete checklist dedicated to all the parts, both big and small, you need to create a profit machine. We were only able to come up with it through our combined career experience—lots of trial and error, wisdom-gathering, coaching, consulting, case studies, and plenty of hard-earned lesson along the way.

At the end of the day, we don't believe you need to pay an agency thousands of dollars every month—it just doesn't make sense for the coach, consultant, small business owner/service provider. We believe marketing systems should be created sustainably with the business owner holding the power, resulting in systems you own outright, forever. We love to teach it to you, and now we love to just straight up do it for you.

This onboarding guide will make sure you get every single detail regarding how *go, Linus!* works. We take serious pride in transparency and over-communicating—it would be tragic if you ever felt confused at any point in our work together. Refer back to this packet as often as you need to or hit us up with Q's!

**Get ready for lift off!**

Clay and Alex Mosley  
*Founders of go, Linus!*





# Things to Know

THE POCKET GUIDE



Greetings! I'm Linus.

♪ This is how we do it. ♪ -Montell Jordan

## WHAT DO I GET?

**TLDR; UNLIMITED SCOPE, FLAT MONTHLY FEE, NO CONTRACT, DEDICATED ALIEN, PERSONAL DASHBOARD, A SH\*T TON OF MARKETING ASSETS**

You get me and my team of project managers, developers and design aliens working on all of your marketing projects with an unlimited scope for one flat monthly fee. We don't bind you into contracts either—just written cancellation and 30 days notice.

You also get one dedicated U.S.-based Client Service Alien and a super special Dashboard, created for you to request and/or track your marketing tasks in real time.

### DEFAULT QUEUE

We've created six Marketing Systems that work together to build one Kick-A\*\* Marketing Machine. Each system is made of several marketing tasks that our team checks off one by one until the entire Machine is built. You don't have to tell us what to do to get us to perform—we already know! This is how we're like an in-house marketing employee.

### PRIORITY REQUESTS

We work on the Default Queue tasks *\*unless\** you turn in a Priority Request through your super special Dashboard. This is how we're like an agency. You need a high-converting, custom website? Done! Social media templates? We gotchu. A post-event email drip? Our specialty. Need contacts loaded into your CRM? Yaaas! Video editing? You bet. Go, Linus!

## HOW DO I GET IT?

## WHEN DO I GET IT?

### BLASTOFF

\$700/mo

One marketing task completed every week, or 4-5 business days.

### GALAXY

\$1,350/mo

Two marketing tasks completed every week, or 2-3 business days.

### SUPERNOVA

\$1,900/mo

Three marketing tasks completed every week, or 1-2 business days.

### GOOGLE DRIVE

All completed marketing assets will be uploaded into a shared Google Drive folder we create for you that can be found on your super special Dashboard. It's organized, efficient, and fabulous, just like me.

## WHERE DO I GET IT?

## OTHER IMPORTANT STUFF!

### FLIGHT PLANS

You will have 30-minute Flight Plan calls with your Client Service Alien every 6 weeks. This is to ensure mutual goals and priorities so that we not only meet your expectations, but blow them out of this world.

### FAST COMMS

We need you to be on Inbox Watch, a.k.a. we need you to be **RESPONSIVE**. We'll need access granted to things we request (like your Google Analytics or Meta Suite), as well as your approval on marketing assets we create for you. The faster you respond to our requests, the faster we build your Machine! *(Side note: we have fired clients for poor responsiveness. We take poor comms as a sign that the client is not ready to build with us, and that's okay!)*

### CLIENT SUCCESS

We *always* start building from the Foundation System, and there are specific things, like ad creative, we **\*will not\*** do until certain Marketing Systems are completely built out. This is based on experience and both alien and client satisfaction levels. You hired experts, so let us expert!

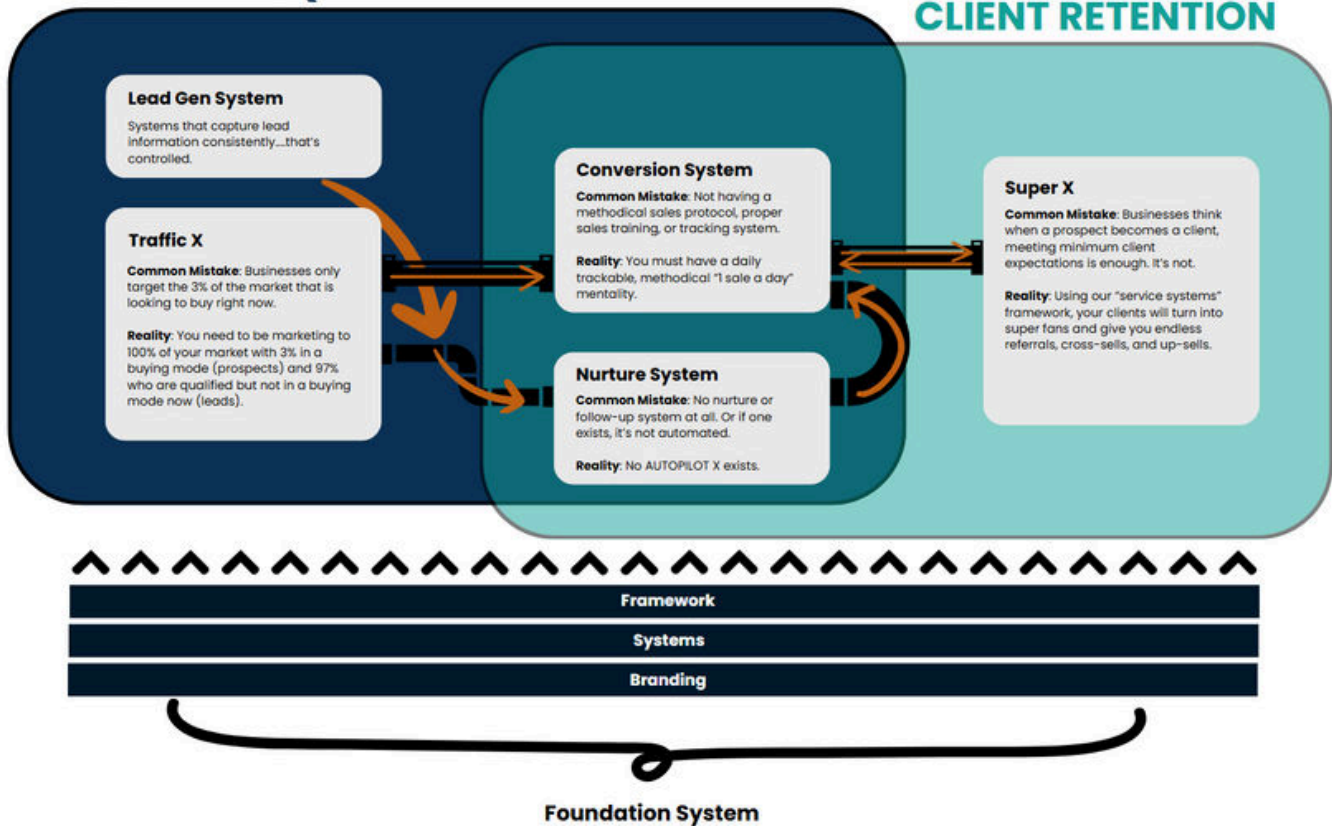
# The Profit Nexus

A LIFETIME OF KNOWLEDGE

This is our best visual explanation of how it all works. And we feel the ones that have a basic understanding of this framework and concepts are the ones that are most successful with our process. Make sure to watch the video!

## CLIENT ACQUISITION

## CLIENT RETENTION



TAP TO PLAY

Deep dive into the six Marketing Systems, the concepts and ways we connect them all, and the success behind our frameworks. [8:30min video]

## MARKETING SYSTEMS

We tackle them in this order:

- 1.Foundation
- 2.Nurture
- 3.Conversion
- 4.Lead Generation
- 5.Traffic
- 6.Super

# Task Guide

## EXAMPLES OF HOW TASKS WORK

### Task vs Project

Let's first define a task vs. a project.

**Task** = A singular action or step, either creative or administrative.

**Project** = A series of tasks that need to be completed to reach an end result.

### Priority Queue vs Default Queue

Let's now explain priority queue vs a default queue. The purpose behind having both is to ensure that we are ALWAYS doing something regardless if we hear from the client. That way we are making progress no matter what.

**Priority Queue** = A work queue that we deem as highest priority. We work on the tasks in this queue first in the order they were received. Most priority requests that are submitted are time-sensitive items such as needing some tasks done for an upcoming event.

**Default Queue** = This is the work queue that consists of 139 individual marketing tasks with the goal of completing all six marketing eco-systems. If we do not have any active priority requests, we pull the next task from the default queue and move it to the priority queue...automatically. This solves the issue of the business owner not knowing what to request (because they aren't marketers).

### Example: Hosting an Event

| Task Name               | Description   | No. of Tasks |
|-------------------------|---|--------------|
| Registration/Sales Page | Create a registration/sales page for the event                        | 1            |
| Registration Email Drip | Write a confirmation/reminder email drip and upload to email software | 2            |
| Automation              | Create an automation after someone registers to receive emails        | 1            |
| Flyer Design            | Design a flyer for the event  | 1            |
| Post Event Email Drip   | Write and upload an email drip after the event                        | 2            |

This project (or series of tasks) would be seven total tasks. An estimated timeline would be:

- Blastoff Membership (1 weekly task): 7 Weeks
- Galaxy Membership (2 weekly tasks): 3.5 Weeks
- Supernova Membership (3 weekly tasks): 2 Weeks

# How Tasks Work

## EXAMPLES OF HOW TASKS WORK

### Example: You want to create a local guide for a lead magnet

| Task Name                  | Description  | No. of Tasks |
|----------------------------|--|--------------|
| Research Lead Magnet Ideas | Create a list of lead magnet ideas                                   | 1            |
| Lead Magnet Outline        | Create an outline/framework of the lead magnet                       | 1            |
| Lead Magnet Creation       | Create the full content of the lead magnet                           | 1            |
| Lead Magnet Design         | Professionally design the guide                                      | 1            |
| Lead Magnet Email Drip     | Write an email drip for the lead magnet and upload to email software | 2            |
| Opt-In Webpage             | Create a webpage for users to opt-in                                 | 1            |
| Integration and Automation | Complete the website integration and drip automation                 | 1            |

This project (or series of tasks) would be eight total tasks. An estimated timeline would be:

- Blastoff Membership (1 weekly task): 8 Weeks
- Galaxy Membership (2 weekly tasks): 4 Weeks
- Supernova Membership (3 weekly tasks): 2.5 Weeks

### \*\*\*IMPORTANT\*\*\*

In these examples, note that you do NOT have to request individual tasks. You can request the entire project and we will break it up into tasks for you internally and communicate the timeline.

We are just showing you these examples to demonstrate how tasks and projects work.

# Default Queue

## THE SIX MARKETING SYSTEMS AND EACH OF THEIR INDIVIDUAL TASKS

### I: Foundations — 9 Tasks

| Task Name               | Description   | No. of Tasks |
|-------------------------|---|--------------|
| Logo Files              | Create all logo files for both dark & light applications          | 1            |
| Brand Marks             | Create brand mark files for both dark & light applications        | 1            |
| Brand Style Guide       | Create a guide to explain application of fonts, colors, and logos | 1            |
| Social Profile Covers   | Create cover images for Facebook, LinkedIn, and YouTube           | 1            |
| Bios                    | Write all bio for all applicable formats and platforms            | 1            |
| Google Analytics        | Properly set up Google Analytics                                  | 1            |
| Google Search Console   | Properly set up Google Search Console                             | 1            |
| Google Business Profile | Optimize your Google Business Profile                             | 1            |
| Meta Pixel              | Setup the meta advertising pixel on the website                   | 1            |

### II: Nurture System (Soft Launch) — 19 Tasks

| Task Name                     | Description                                       | No. of Tasks |
|-------------------------------|---|--------------|
| Email Software Setup          | Complete business profile and domain verification | 1            |
| Nurture System Tags           | Create all email tags for the nurture system      | 1            |
| Nurture Cycle 1A: Emails 1-15 | Write, design, and upload emails 1-15             | 10           |
| Sales Cycle 1A: Emails 1-5    | Write and upload emails for sales cycle 1A        | 4            |
| Import Contacts               | Import and tag contacts                           | 1            |
| Automation Setup              | Set up and test the automation for soft launch    | 1            |
| Deploy Soft Launch            | Deploy the soft launch of the nurture system      | 1            |

# Default Queue

## THE SIX MARKETING SYSTEMS AND EACH OF THEIR INDIVIDUAL TASKS

### II: Nurture System (Full Launch) – 43 Tasks

| Task Name                      | Description                                       | No. of Tasks |
|--------------------------------|---|--------------|
| Nurture Cycle 1C - Emails 1-15 | Write, design, and upload emails 1-15             | 10           |
| Sales Cycle 1B: Emails 1-5     | Write and upload emails for sales cycle 1A        | 4            |
| Nurture Cycle 1D - Emails 1-15 | Write, design, and upload emails 1-15             | 10           |
| Sales Cycle 1C: Emails 1-5     | Write and upload emails for sales cycle 1A        | 4            |
| Nurture Cycle 1E - Emails 1-15 | Write, design, and upload emails 1-15             | 10           |
| Sales Cycle 1D: Emails 1-5     | Write and upload emails for sales cycle 1A        | 4            |
| Automation Test                | Test the entire automation system and system loop | 1            |

### III: Conversion System – 21 Tasks

| Task Name            | Description   | No. of Tasks |
|----------------------|---|--------------|
| New Website Design   | Design, build, and launch a new website                   | 6            |
| Website Optimization | Ensure all the essential conversion elements are in place | 11           |
| Chat Bot             | Create and install chat bot on the website                | 4            |



# Default Queue

## THE SIX MARKETING SYSTEMS AND EACH OF THEIR INDIVIDUAL TASKS

### IV: Lead Generation System – 20 Tasks

| Task Name                       | Description   | No. of Tasks |
|---------------------------------|---|--------------|
| Lead Magnet Creation            | Concept and design creation of lead magnet                              | 3            |
| Lead Cycle                      | Write, design, and upload an email drip for the lead magnet             | 3            |
| Lead Magnet Automation          | Set up trigger and tagging automation and integrate with nurture system | 2            |
| Meta Business & Ad Organization | Organize and setup meta business  | 2            |
| Ad Audiences                    | Create 'Saved' and 'Custom' audiences in meta business                  | 1            |
| Ad Creative (Branding)          | Create the ad graphics and copy for branding campaigns                  | 2            |
| Ad Upload (Branding)            | Upload branding campaign to Meta  | 1            |
| Ad Creative (Lead Magnet)       | Create the ad graphics and copy for lead magnet campaigns               | 2            |
| Ad Upload (Lead Magnet)         | Upload ads to meta  | 1            |
| Ad Creative (Retargeting)       | Create the ad graphics and copy for retargeting campaigns               | 2            |
| Ad Upload (Retargeting)         | Upload ads to meta  | 1            |

### V: Traffic System (Organic) – 20 Tasks

| Task Name               | Description   | No. of Tasks |
|-------------------------|---|--------------|
| SEO: Keyword Research   | Complete keyword research   | 1            |
| SEO: Technical          | Complete all technical SEO items                                      | 9            |
| SEO: On-Page            | Complete optimization of all core webpages                            | 2            |
| SEO: Google Profile     | Optimize Google Business Profile                                      | 1            |
| SEO: Google Listings    | Set up online directory listings sync with GBP                        | 1            |
| SEO: User Experience    | Audit website and implement the 3-click rule                          | 2            |
| SEO: Content            | Create article topics based on keyword research                       | 1            |
| Social Profiles         | Check for brand congruency for bios, cover image, and profile photos. | 1            |
| Custom Social Templates | Create 10 custom-branded social media templates                       | 1            |
| "Linktree" Page         | Create a "Linktree"-like page for use on social bios                  | 1            |

# Default Queue

## THE SIX MARKETING SYSTEMS AND EACH OF THEIR INDIVIDUAL TASKS

### VI: Super System – 7 Tasks (Recurring)

| Task Name                | Description   | No. of Tasks |
|--------------------------|---|--------------|
| Ad Analysis              | Analyze ad campaigns on recurring basis                             | 1            |
| Social Media Assets      | Create five social posts with copy on recurring basis               | 1            |
| Blog Article             | Write and publish SEO-optimized blog article on recurring basis     | 2            |
| Nurture System Analysis  | Check open and click rates of the nurture system on recurring basis | 1            |
| Short-Form Video         | Edit short-form video and write captions on recurring basis         | 1            |
| Lead Generation Analysis | Analyze the performance of the lead magnets on recurring basis      | 1            |

# Estimated Timelines

## TIME TO COMPLETE THE SIX MARKETING SYSTEMS BASED ON EACH MEMBERSHIP PLAN

The following timelines are estimated. There are various factors that can influence them, for instance:

- Zero priority requests in the Queue (unlikely)
- We are starting from scratch (also unlikely)
- Responsiveness of the client in reviewing tasks we have completed or items we need in order to complete

### Full Marketing Machine Timeline Buildout

| Marketing System                 | No. of Tasks | Blastoff<br>1 Weekly Task | Galaxy<br>2 Weekly Tasks | Supernova<br>3 Weekly Tasks |
|----------------------------------|--------------|---------------------------|--------------------------|-----------------------------|
| I: Foundation                    | 9            | 2 Months                  | 1 Month                  | 0.5 Months                  |
| II: Nurture System (Soft Launch) | 19           | 5 Months                  | 3 Months                 | 2 Months                    |
| II: Nurture System (Full Launch) | 43           | 10 Months                 | 5 Months                 | 3 Months                    |
| III: Conversion System           | 21           | 5 Months                  | 3 Months                 | 2 Months                    |
| IV: Lead Generation System       | 20           | 5 Months                  | 3 Months                 | 2 Months                    |
| V: Traffic System                | 20           | 5 Months                  | 3 Months                 | 2 Months                    |
| VI: Super System                 | 7            | 2 Months                  | 1 Month                  | 0.5 Months                  |
| <b>TOTALS</b>                    | <b>139</b>   | <b>34 Months</b>          | <b>19 Months</b>         | <b>12 Months</b>            |