

The 7X Marketing Formula

Scale Your Business with Paid Ads

Complete Presentation

Course Overview

The **7X Course** is a complete marketing and business growth program, taking you from beginner to advanced levels. Developed by our award-winning and recognized Brazilian marketing agency, this course combines our exclusive method with hands-on lessons in **Meta Ads** and **Google Ads** to help you generate leads, increase sales, and scale your business effectively.

Although the course is delivered in **Brazilian Portuguese**, our advanced subtitle system provides **accurate captions in English and Spanish**, making the course accessible for international students.

Students will gain practical skills, implement strategies immediately, and learn step-by-step methods that are proven to deliver real results.

Course Preview Description

The 7X Course takes you from basic concepts to advanced strategies. Learn our exclusive method while mastering **Meta Ads** and **Google Ads** campaigns. This course offers actionable insights, practical exercises, and guidance from a recognized marketing agency. Access is fully online, with lifetime materials and subtitles in English and Spanish to ensure maximum accessibility.

Basic Info

- **Course Level:** Beginner to Advanced
- **Language:** Brazilian Portuguese
- **Subtitles:** English and Spanish
- **Course Format:** Online video lessons with downloadable resources
- **Duration:** Self-paced, typically 4–8 weeks
- **Access:** 1-year access to all course materials
- **Certificate:** Digital Certificate of Completion

Course Requirements

- Basic computer skills
- Internet access to watch videos and download resources
- Motivation to implement strategies in real business scenarios
- No prior marketing experience required

Intended Audience

- Entrepreneurs looking to grow their business
- Marketing professionals seeking advanced strategies
- Small business owners wanting practical marketing results
- Anyone interested in mastering digital advertising (Meta Ads and Google Ads)

FAQ Highlights

Q: Who is this course for?

A: Entrepreneurs, marketing professionals, small business owners, and anyone looking to grow their sales and business results.

Q: Do I need prior experience?

A: No. The course guides both beginners and advanced professionals, covering everything from foundational strategies to advanced advertising techniques.

Q: What will I learn?

A: You will learn our unique marketing method, Meta Ads and Google Ads campaigns, lead generation, conversion optimization, business management, and practical strategies you can implement immediately.

Q: How is the course delivered?

A: Fully online with video lessons, downloadable resources, and practical exercises. Subtitles in English and Spanish ensure full accessibility.

Q: How long does it take?

A: Self-paced. Most students complete it in 4 to 8 weeks, depending on their dedication and practice.

Q: Can I access the materials after completion?

A: Yes. Students have 1-year access to all lessons, updates, and new materials.

Q: Are there live support sessions?

A: Yes. The course includes access to live Q&A sessions and support groups to clarify doubts and share insights.

Q: What results can I expect?

A: Improved lead generation, higher sales conversion rates, and enhanced business performance. Results depend on commitment and application of strategies.

Course Modules and Lessons

Module 1 – Method and Introduction

- Start Here: Welcome, How the Method Works, and How to Request Support
- How to Get Results Faster
- My Personal Story and Why You Should Know It
- Schedule of Top-Notch Posts
- Gain 1–10k Followers Every Month: Learn How to Capture Attention and Increase Engagement with the 3-Second Rule
- Become a Reference Online: Apply the “People Buy from Who Educates” Method
- One or Two Social Profiles? Learn How to Unify Your Communication

Module 2 – Paid Traffic

- Introduction to the Basics of the Method
- Attraction Funnel: Why You Need to Advertise at Some Point
- How to Choose Where to Advertise: Instagram or Google?
- Secrets of Killer Ad Copies
- Google Ads Search: Your First Campaign for a Strong Start
- Google Ads Display: Your Second Campaign to Boost Paid Traffic
- Google Ads Advanced: Performance Max
- Google Ads: Advanced Concepts and Strategies

- Meta Ads: Introduction to Basics
- Meta Ads: Feed Ads
- Meta Ads: Elite Reels and Stories Ads
- Meta Ads: Advanced Ads
- How to Review Campaigns and Keep Performing Well

Module 3 – Copywriting

- Hook, Content, and CTA: The Knockout Sequence
- Apply Copywriting to Any Business: Understand Human Decision-Making and Write the Right Words (Mental Triggers) to Become More Persuasive Without Feeling Salesy
- Scientific Proof: Which Articles Support Copywriting Techniques

Module 4 – Landing Pages

- What is a Landing Page and What is it For?
- Discover the Key Elements of a High-Converting Landing Page
- Design Matters, But Not Too Much

Module 5 – Leads

- Increase Your Sales: Apply Scripts to Engage Potential Clients (Leads) – Discover the Mental Triggers and Texts That Convert Best
- Introduction Script for Any Client or Business
- Scripts for Responding to Price Questions
- Scripts to Handle Objections and Solve Problems
- Concept: Speaking is Silver, Listening is Gold

Module 6 – Conversion and Sales

- Product Ladder: Learn How to Build Yours
- Soft Approach: Gain Attention Without Selling
- Hard Approach: Sell to Your Clients!
- How to Implement Upsells
- How to Implement Downsells

Module 7 – Post-Sales

- Explode Referrals: Maximize Opportunities with Existing Clients
- Reduce CAC (Customer Acquisition Cost), Lower CPL (Cost per Lead), and Increase LTV (Lifetime Value)