

Acquisition.com Affiliate Black Book

A handbook of "insider" knowledge on Alex Hormozi's new book launch on the 19th of August.

Compiled by Acquisition.com

Big Picture

100M Leads Free Virtual Book Launch Event

Date: Saturday, August 19th, 9 am PT/12 pm EST

Location: Virtual.

People [register here](#) to get a free magic link. This magic link will be emailed to users upon sign-up. It grants them access to the virtual event on the **19th August**.



"I look forward to seeing you there."

A.H

Table of Contents

What you're going to get inside this handbook.

1. Big Picture
2. A Letter from Alex
3. Life Hack
4. Key Facts Sheet
5. Reasons to attend
6. Credibility & Background
7. Key Avatars
8. Swipe File for Your Community
9. Swipe File Email Example 1
10. Swipe File Email Example 2
11. Alex Hormozi On Writing Well
12. Ready to share?

A Letter from Alex

Mozination –

Many people ask if there's a way they can "give back" to me - and normally - the answer is no - just win.

But today, I DO have something to ask...

\$100M Leads (my next book) is coming out on the **19th of August**.

And - word-of-mouth for a book can make a world of difference.

And so...if you'd like to help promote the \$100M Leads Launch, we've created a cool way to share it (and get credit).

If you haven't already: [You can sign up and get a shareable link here.](#)

Please email the link to your list and share to your audiences to tell them about the book launch (if it would serve your community).

As an added bonus:

1) The **top 10 referrers** who invite the most guests, get a private round with me for your audience. This way clicking your link actually benefits them - so you don't use up any goodwill. ;) 2) **Anyone who gets 10 people or more** to register gets 2 bonus chapters not being published. That way, even if you're not in the top ten you can still get something cool plus some extra goodies.

This means a lot to me. Hence the ask.

So if you've enjoyed 100M Offers... or any of the free content I've put out over the last two years, please share that value by inviting your audiences.

Thank you again,

A.A

Life Hack:

"If you introduce something valuable to someone, they associate that value with you."

- Alex Hormozi -

Key selling points & Facts: What makes this launch special? Why is this a big deal?

Before - 100M Offers

It's been 2 years since the launch of 100M Offers. (Alex's LAST book). It's sold over 430,000 copies (and counting) and has over 15,000 5* reviews on Amazon.

100M Offers got launched off a single social media post when Alex had around 10k followers. There were no ads. It still sold out in less than 5 minutes.

100M Offers success is down to word of mouth - which is one of the concepts taught in the new book.

Now - New book 100M Leads

This new book is being launched live on **August 19th.**

All 8 ways of getting leads (from the book) are being used to help promote the event. (Cold Outreach, Warm outreach, Affiliates, Referrals, Paid ads, Employees, Agencies, and Content)

Over 240,000 people are already registered for the live event. More are being added daily. Ads have not been switched on yet.

Today, Alex has over 5 million social media followers. On a monthly basis across social media, we get around 143,000,000 impressions. Per month. (This is considerably more than 10k followers 2 years ago.)

Reasons to attend:

1. This book launch has a secret.

Alex has a secret project he's been working on for 4 years that predates 100M Offers and 100M Leads. He will be announcing it live for the first time. **Only people who attend live will get it.**

*We will manually export all live attendees and only make the secret project available to those people.

2. Earlier this year Alex announced he removed "I have nothing to sell you" from all his social media profiles and 114 YT videos. It's NOT because he has some courses or coaching program.

It's because the hard copies of his new book \$100M Leads will be for sale (with some extra goodies added in!)

3. Alex has so far spent **over 1 million dollars cash** to make it special for Mozintion and to provide value.

4. This is a one-time event.

It is likely the only time you can see a book launched like this.

5. Physical copies are being released OFF the Amazon platform.

Meaning if you want a physical copy on DAY 1, you have to show up live or be on the list.

The link for that will be dropped live on the event on the 19th of August on its own website.

Rumor has it: Amazon had a limit on how many physical copies of a new book they allow in their warehouse. Alex has built a new site for the day-one release and to give out more goodies. And - contracted with a massive warehouse to be able to fulfill the demand he expects.

6. People have the chance to be one of the first to get a physical book.

This is a limited production for physical copies because the order had to be placed 6 months before the event. (This also means it might sell out).

Credibility/ background:

1. Alex reached a personal net worth of over \$100M by 32
2. His main company Acquisition.com gets over 20,000 leads a day. They sell everything from a buck to \$1,000,000 plus.
3. He has a lifetime average return on advertising of 36:1. That means for every \$1 he spent on advertising, he has gotten \$36 back. A return of 3600%.
4. He sold 66% of his supplement and gym licensing business (Gym Launch) to American Pacific Group at a \$46,200,000 valuation. And that was AFTER taking \$42,000,000 in owner pay over the first 4 years.
5. Over the last 24 months, Alex has created a following of over 5 million people.



Key Avatars:

For business owners: This book shows how to build a \$100M Leads Machine using 8 core frameworks. They should both optin for the event to see how it is advertised, and attend. To both learn through demonstration - and for the actual book itself to help them do the same.

For new entrepreneurs (or people wanting to start): This book helps anyone start their own business. It shows you how to get your first 5 -paying clients for any product or service. (Plus, how to raise your prices and when to do so.)

For marketers: This will likely be one of the largest non-fiction books of the year. You'll see ads, emails, affiliates, and maybe some records broken. There is some meta behind-the-scenes content. So for anyone taking part and participating you will learn something. You'll also want to start presenting earlier so that people who are on your list or audience get attributed to you versus someone else who advertises to them before you. If they're gonna go either way, might as well be credited to you.

Swipe file for your Community

Would you like our community to have a private call with **Alex Hormozi**?

Now before you get too excited...

Here's the deal:

He just announced his brand new \$100M Leads book is coming out soon on **the 19th of August**.

He's dropping his new book live. Plus, there's word this launch has a secret Alex has been working on for 4 years!

If you sign up here for free [insert your link here], then not only will you be notified the day Alex's book comes out...

But you'll also get two exclusive bonus chapters others won't get... (which I'll personally make sure everyone here receives).

AND - the **top 10 affiliates** who get the most email registrations will win an "Ask me anything" call with Alex Hormozi live on Zoom.

I wanted to share this with you because:

- 1)** I'm told the book is better than his last one (which sold over 430,000 copies on just word of mouth).
- 2)** If we work together to make the top 10, everyone here (that's you) will be able to jump onto the live Q&A with Alex
- 3)** It'd be an insanely cool milestone for us to have Alex coach our community like this.

Do you want to help us get one of the top 10 spots?

Sign up for free below and share this link [insert link]

If we all work together, then we may be able to hit the top 10!

Let's do this!

Swipe file: Email Example

Subject line: BIG NEWS

Hey there,

I've got something epic to share with you...

Alex Hormozi is launching his new book 100M Leads (finally).

We've been given an exclusive link for our community here:

<https://www.acquisition.com/leads>

If 10 people sign up, we're going to get 2 unreleased private chapters.

What's more, anyone who signs up with the link above will get my (Insert your bonus).

I think this event's going to be super valuable for you. Hence I'm sharing this.

I'll see you there.

Name.

P.S. The event is free, it's virtual (so you can tune in from anywhere) and it's on the 19th of August.

Swipe file: Email Example

Subject line: Do you know this man?



His name is Alex Hormozi. And if you don't recognize him...

Here's a quick rundown:

1. He's the best-selling author of 100M Offers which has sold over 430,000 copies.
2. He sold his last business for 43 million.
3. He gives away literally all his best stuff for free.

Now why do I mention him? He's about to drop something BIG.

His brand new book 100M Leads is coming out and we're invited to the launch on **August 19th**.

If you're interested, you can [sign up here for free](#).

When you sign up above, not only will you be notified the day Alex's book comes out... But you'll also get two exclusive bonus chapters. (Released after the event).

And, you can get all the free goodies he'll be giving out on the 19th of August. (Only if you want).

Alex's first book sold over 430,000 copies and I hear this new one is going to be even bigger.

A tonne of people get value from his stuff. So I just wanted to let you know about this.

Here's the link again: <https://www.acquisition.com/leads>

It's a one-time event so make sure you don't miss out.

Best,
Name

Alex Hormozi Writing Guidelines

Keep Everything Below 3rd Grade Reading Level

- We utilize leverage to gain higher returns on our equity checks ❌
- We borrow money so we can buy bigger stuff (and make more) than we could with our cash alone. ✅

Present Voice

- When you're creating your sales page ❌
- When you create your sales page ✅

Active Not Passive

- The body was carried out of the room ❌
- We carried the body out of the room ✅

Avoid Adverbs Whenever Possible (adverbs usually mean lame verbs)

- We shut the door really hard ❌
- We slammed the door ✅
- Avoid words like "very, super, way, actually, etc"

Simple/Short Sentences

- Usually one comma
- If two commas - cut the middle or make 2 sentences
- We tried to escape but the man, with the red mask, chased us until we lost our breath. ❌
- The red-masked man chased us until we lost our breath. We were trapped. ✅

Positive Language

- Don't Stop ❌
- Keep Going ✅
- Don't leave the facility ❌
- Stay inside ✅

Remove Redundant Words

- We simultaneously left the building at the same time ❌
- We left the building at the same time ✅

Remove Unnecessary Words

- If they don't change the meaning or add to the meaning of the sentence.
- 8 Guidelines For Writing I Live By ❌
- 8 Writing Guidelines I Live By ✅
- He was able to get out of his car. ❌
- He exited his car. ✅

Ready?

Acquisition.com is on a mission to Make Real Business Available To Everyone.

Are you ready to help make a difference?

Spread the Word