

# ULTIMATE LEVERAGE: Using A.I. Funnels with Kibo and Project Thunderbolt



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Can you use A.I. funnels with the Kibo-type business model and Project Thunderbolt offers? You certainly can, and in this tutorial we'll show you how to set up profitable campaigns.

By the time you read this, you will already know the basics to this funnel. As a recap, you do the following:

1. Set up a Google account
2. Choose a niche offer
3. Make 3 videos, each with a different 15 second hook
4. Create a landing page
5. Set up campaigns and turn on the traffic.
6. Test and optimize
7. Repeat #2 to #6!

The only big difference is #2 – in the Profit Singularity method, you will be concentrating on high-commission (\$80+) offers.

For Project Thunderbolt, it is nearly the same, except you will have MaxBounty and you will offer lower-commission offers. But, as we will see, this doesn't mean you won't make tons of profit from it.

Kibo will be a little different, because you already have a niche offer (the product you are selling) and a landing page (the product page on your Cartzy store.)

Let's start with Project Thunderbolt first, as it will be very similar to the Profit Singularity method.

## Using A.I. Funnels with Project Thunderbolt

Not a Project Thunderbolt member and wish to become one? [Click here!](#)

Currently, with Project Thunderbolt, you can see how the funnel is very similar:



You have an offer, the user clicks your affiliate link, and is sent to your landing page. The user completes the action (which in this case will be filling out their email address), and they are then directed to the affiliate offer. They sign up and you get paid.

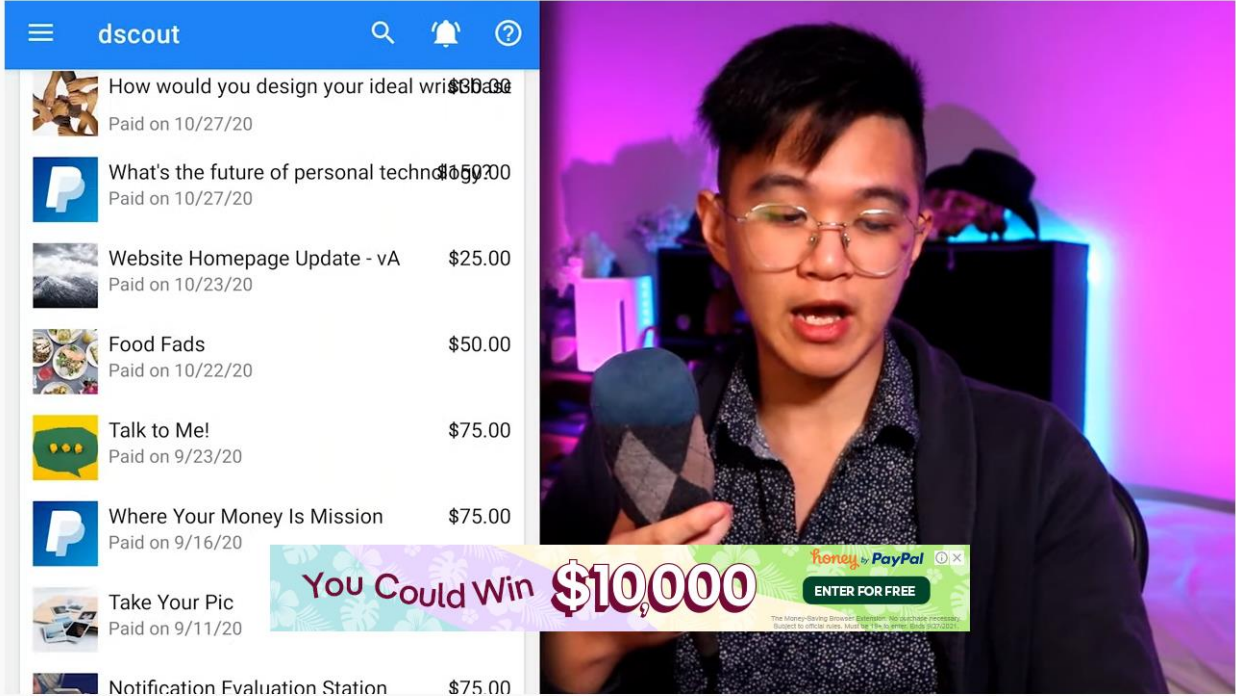
Right now, you are mainly be using text-based Microsoft Ads and Google Ads as your traffic source.

Now it's time to try A.I. created videos in YouTube!

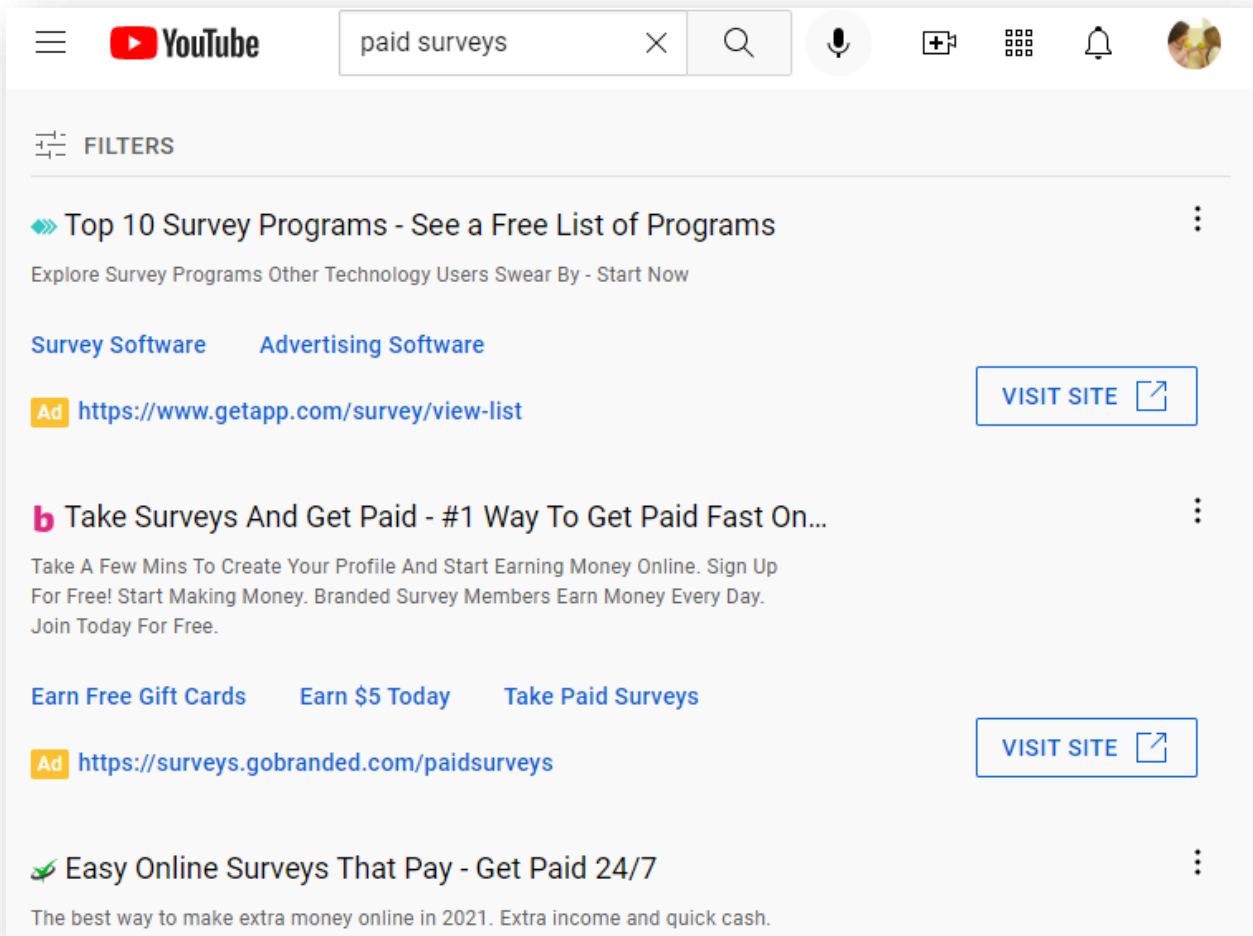
Luckily, the process is very similar. Instead of creating a text ad, you will be creating a video ad. Lets take surveys as an example, which Sean talks about a lot in Project Thunderbolt. How can you turn this into a video ad?

Doing your market research, you know that people do surveys to gain income. The #1 way to do market research is to... copy others!

So, let's go to Youtube.com and find out what other marketers are doing:



Now, from an initial search, I found a lot of YouTubers who have created videos on paid surveys, and of course affiliate links in the description. I also found text links in the YouTube search results:



What I DIDN'T find were actual ads for surveys in the videos, which is where our ads will be. Does this mean there are no ads for paid surveys? Maybe. Does it mean you can't make money doing paid surveys on YouTube? Also maybe. The only way to find out is to try out a campaign.

Maybe nobody has thought about creating a video ad for surveys! Highly unlikely, but what you need to do is follow the same ideas when creating any video ad. That is:

- What are the pain points?
- What solution do you provide?

For online surveys, it's people wanting to make money from home. So, the pain points is not having enough money, being in debt, working at a horrible job, not having the freedom to do what you want, etc.

Your solution to the audience is the dream of gaining that extra income by working at home.

So, using the same scripting formula as in Profit Singularity, here is a possible example for a survey video ad:

### **1-5 seconds – A pattern interrupt**

Some weird image, video clip, audio or wording to “interrupt” the viewer from watching that YouTube video they were about to watch, and click your ad instead. So, if they were doing research to “make money online”, maybe the pattern interrupt can be a glitzy flash of dollar bills ... or a passenger going up in a SpaceX rocket (meaning that they can afford it!) Or catching a huge fish in the Caribbean. Something that will grab the viewer’s attention.

### **1-30 seconds - Qualify your audience**

During the pattern interrupt and in the first 30 seconds, you must make sure your audience is interested in your ad and what you are selling. To do this, you must first qualify them. So, if they desire to make money online, at or near the start of the ad, say “*Are you looking for ways to make some extra cash?*” Or, if you wish to be even more direct, actually say “*Did you know you can make extra money simply filling out surveys in the comfort of your home?*” If they are not interested in surveys, they won’t click your ad, and you won’t be charged.

### **5-20 seconds – Call to Action**

Near the beginning (first 5 to 20 seconds), you must explicitly ask them to watch your video. “*Stop what you’re doing and watch this important message!*”

### **Agitate the pain points**

Continue the video with pain points, such as the undesirable condition they are in. Too much debt? Trapped in a dead-end job?

### **Provide the solution**

Then, show the state your audience wants to be in. So, debt-free, freedom from a bad job, vacationing in Hawaii, extra money to purchase things, providing better for their family.

### **Call to Action to Click**

Finally, near the end of the video, ask people to click the link to continue to the solution. This will send them to your landing page.

### **Differences in The Google Conversion Pixel**

Now, in this case, you are collecting their email address. In the Profit Singularity method you are being taught, you are looking for actual sales. The only difference is that tracking and conversions will be different.

Instead of creating a conversion pixel and relying on ClickMagick (or another tracking program), you'll be placing your conversion pixel on the refresh page you would have made in your Project Thunderbolt funnel.

This refresh page acts as a "checkout" and comes after a customer fills out their email address. Therefore, it acts as a lead and a conversion.

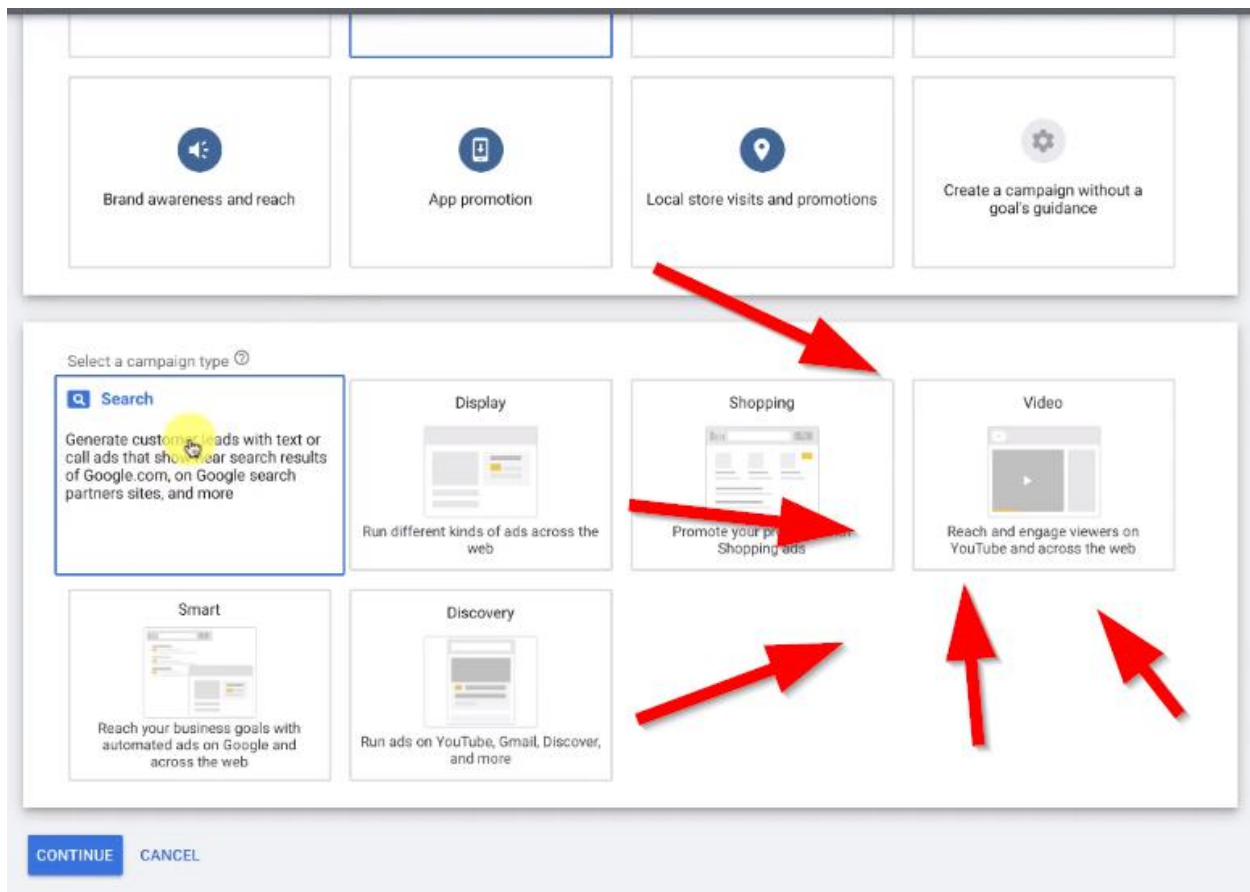
So, when setting up your YouTube ad, set up the site tags and event snippets as per the regular Project Thunderbolt funnel using your Instabuilder account (or Groovepages, which is a similar landing page builder.)

Unlike the Profit Singularity method, you won't have to "feed" in your data, because you have the site tags on your pages already. In the Profit Singularity method, because we are concerned with actual sales, we CAN'T add a site tag... because the sales page is not our own... it's the affiliate networks'. They instead send the sales data using a postback pixel to your tracking software, and you then upload that data to Google.

With Project Thunderbolt funnels, because YOU control the page (using the refresh page after a customer signs up for your email), this data automatically gets sent to the Google conversion pixel in the event snippet.

### **Differences in the Google Ad**

When setting up your ad, set it up as a "lead", not a "sale" ... you are concerned with email leads.



Looking at a screenshot of one of the Project Thunderbolt videos, you will instead choose Video instead of Search.

There are a few other differences. There is no option to set a manual bid, so you will choose Target CPA instead. However, you can set your Target CPA ... this is the amount you are willing to pay for an action.

In Profit Singularity, this “action” is a sale. If each sale is \$110, you want your TCPA to be about \$55 (so you make 50% profit.)

Google will do it’s best to match your TCPA. You need to know how much a lead is worth. If you gain 10 leads and this results in sales of \$50, then each lead would be worth \$5. Therefore, your TCPA would be \$2.50 if you want to make 50% ROI.

However, test this out. By default, just looking now, Google suggests a “typical” TCPA starts at about \$11.50 USD:

General settings

Type: Video campaign    Goal: Leads    Subtype: Drive conversions

Campaign name: Video Conversions - 2021-09-23    30 / 128

Bidding

Select your bid strategy ⓘ

Target CPA ▾

The following bid strategies aren't available in this campaign: Maximum CPV, Target CPM, Viewable CPM

Target CPA

CAS

Required

With Target CPA (cost-per-action), you set the average amount you're willing to pay for a conversion. From the Target CPA you set, we'll optimize bids to help get as many conversions as possible. Some conversions may cost more or less than your target.

[Learn more](#)

**i** A typical target CPA for a Video campaign is between **CAS16.53** and **CAS42.25**

So, does this mean you'll lose a massive amount of money? Not at all! Remember, this isn't your default bid, this is what you are willing to pay for a lead.

As well, this is only a suggestion and an average, and it doesn't mean it will actually cost you that much. Google doesn't yet know what your lead is worth.

Check your current funnels and calculate how much a customer is worth. By having them in your mailing list and sending them to your survey offer, the average lifetime value of a customer could indeed be \$25 after you send them multiple offers via email ... which makes spending \$11.50 to gain them worth it.

Otherwise, start at \$1 or \$2 TCPA and see if this works. If Google doesn't send you traffic, it's because other advertisers will be out-bidding you. Every half hour, bump it up by a dollar until you begin to see traffic. Then, based on your leads and sales, you will quickly know if your Project Thunderbolt campaign will be affordable or not.

For targeting and audiences, this will be more of an unknown. As seen above, from a quick search on surveys we didn't actually see any video ads ... now, is this due to nobody doing it, or because it doesn't work? We don't yet know. Do people actually type "best money for surveys" into YouTube?

Maybe ... they certainly type that into regular Google search (which up to know is where you have been advertising), but is the search behavior similar in YouTube?

Another option is to go broad and make Google automate everything. They have vastly more knowledge than anybody about where to show ads for maximum benefit, so by going broad (that is, doing NO targeting), they will already have a general idea of video viewers who are interested and who are not.

Once Google has data from your conversion pixel, they can then begin to optimize, which takes one to three weeks, same as Google search ads.

Finally, on your last step, you'll use the same practices to create a great headline, except instead of "Access Now", you'll say "View Now" or something similar, as this is a video.

Once your ad is running, practice all the optimization and scaling methods as taught in Profit Singularity. Split-test your videos, changing your first 15 seconds, and keep testing and tweaking your funnel.

*Not a Project Thunderbolt member and wish to become one? [Click here!](#)*

## Using A.I. Funnels with Kibo Stores

*Not a Kibo Code member and interested in our next opening? [Get on the waiting list!](#)*

If you only have a Kibo store, the process is actually very similar to that of Project Thunderbolt. Please read that section in its entirety first.

The funnel for a typical Kibo store is as follows:

Traffic source (Google Shopping, Bing, Facebook Marketplace, etc) → Your Product Page → SALE

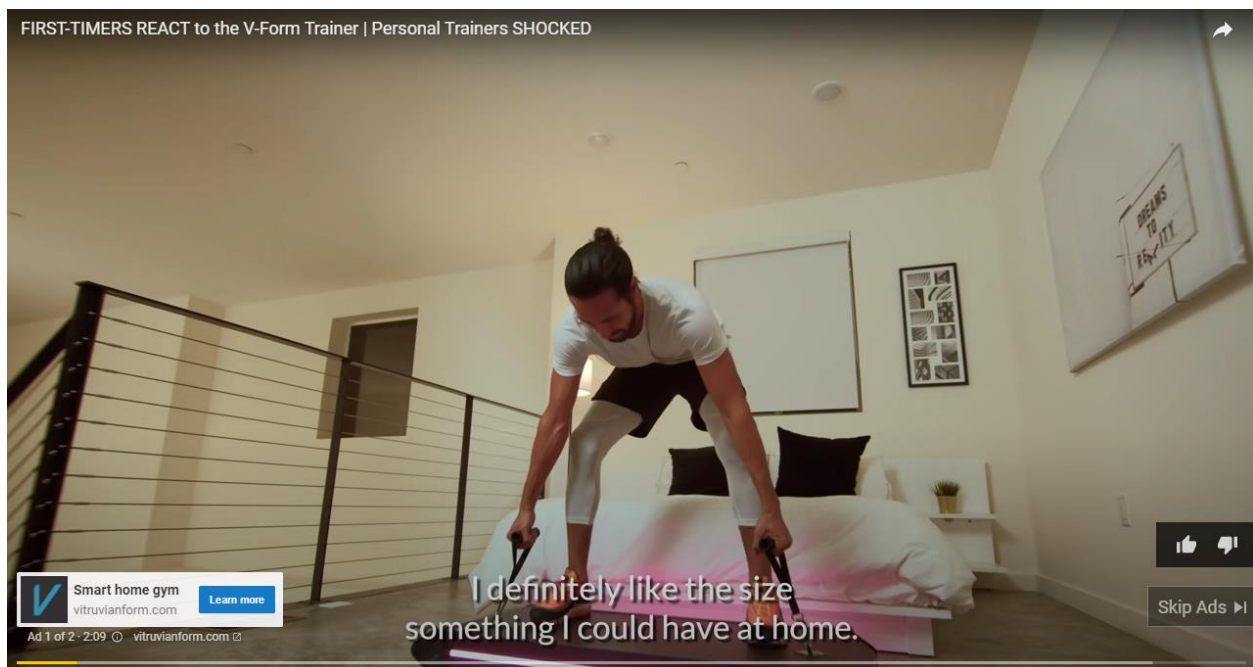
Or, for a more advanced funnel:

Traffic source → Your email list → Redirect to product page → SALE

Either way, you can spot the similarities to CPA marketing. In this case, you can set up your Youtube ad in two ways:

1. Set up a YouTube video ad as a SALE, and send the customer to your product page
2. Set up a YouTube video ad as a LEAD, and send the customer to a landing page where they enter their email address, then redirect them to your product page

Here's an example of a product ad to an ecommerce store. From a yoga video, I was first presented with a video ad demonstrating a product the advertiser is selling:



Clicking the link sends me to their home page:

VITRUVIAN

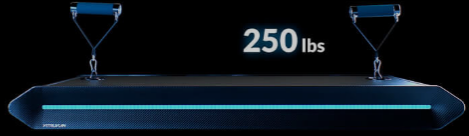
THE V-FORM    MEET VITRUVIAN    THE EXPERIENCE    REVIEWS    SHOP

Resistance training evolved

**CUTTING-EDGE TECH FOR THE  
SMARTEST WORKOUT YET.**

One sleek package with the power to release up to 180kg / 400lb.  
Intelligent software that motivates, responds and adapts to you.

MEET THE MACHINE



Now, this ad would be set up as a sales ad... there is no landing page to sign up for their email. I would personally send them to a landing page first, NOT the home page.

However, as the advertiser only sells ONE product, and this product costs over \$2,000, (not to mention that this advertiser owns their product), the price point is definitely high enough for great ROI and profit.

Viewing the ad more, you notice that it's a video demo of the product, and the link is to the home page to learn more about it. I would have at least split-tested the destination page to go direct to their product page, as a viewer watching the entire video will now know what this product is, and so doesn't need to "MEET THE MACHINE" as the home page's CTA button asks you to do.

Anyway, how about Kibo stores? That is, selling somewhat "regular" products and receiving around 30-50% of the sale? Luckily, it's a wide-open blue ocean, as very few ecommerce stores are advertising on YouTube with video ads. Everybody is crowded into Facebook ads right now, making this a perfect opportunity to try YouTube.

The big difference between the Profit Singularity method and the Project Thunderbolt method is the video itself. For the "normal" A.I. method, you are selling a story and a lifestyle. That is, you talk about an undesired state the viewer is in.

For Profit Singularity, if you sell supplements, it's the undesired state you are in. For Project Thunderbolt, if you are selling surveys, it's the fact that the customer is in debt.

The solution is the desired state – the supplement improving the quality of life, and the survey improving the financial status of the viewer.

For Kibo stores, you are selling a physical product. You can definitely create an A.I.-generated video, but because you are selling something physical and specific, it's likely more effective if you build a video showcasing the product in action.

Does this mean spending tons of cash to shoot a professional video? Not at all! Using the same scripting tool and video editor, you build a script as normal. However, you write the script as a product review.

Of course, not all products can be shot as “action” and demo videos. How about inanimate objects such as furniture? Let's discuss this now.

### **Video Ideas for Selling Furniture**

As an example, let's say you are selling a computer desk:



How can you make this into a video? Granted, this might be a more difficult example, because it would be difficult to find “action” shots of somebody using this desk.

So, this would be the case where you “*sell the dream*” ... think about why somebody would want to buy this desk? (Note, I did no market research, this is just off the top of my head):

- They are currently using a cramped, kitchen table
- Their current desk is too small
- Their office setup is cluttered and unworkable
- Their current desk is old and broken down
- No psychological separation of work and home

- They want to work from home and need a desk
- They want the freedom to work from home and step one is to build a home office

Did you notice the difference in the last three points? This is more of that undesired state of working at an office, stuck in a cubicle, or being unproductive while trying to work at home. Then, think of a desired state... working at home with a beautiful desk in an uncluttered, clean, brightly-lit home office surrounding.

Unlike “action” products like drones, exercise equipment, toys, etc where you can indeed create a demo video, it would be difficult to show a desk “in action.” So, instead, sell the dream as your video...

Scene 1: Show a person tired and stuck in traffic trying to get to work

*“Are you hating your horrible 9-5 job? ... stuck in the office with a bad boss?”*

Scene 2: Show the “desired state” ... a happy person working from home with a gorgeous desk

*“There is a better alternative... the freedom of working from home!”*

Scene 3: Show another scene of somebody happy and working at home

*“If you are thinking of quitting the rat race and working from home, you need a proper desk!”*

Continue the video by talking about a proper home office, and to click to learn more about fantastic desk options and home office tips.

There are many other angles to try and test at the beginning of your video, such as:

- Scene of somebody already working from home, but with lots of clutter and stressing out ... then showing a moving image of the clean, brand new desk you are selling
- Scene of a desk collapsing under the weight of everything on it
- Scene of somebody throwing a desk out of the window (I’m sure a video clip of that must exist somewhere!)

- A video clip of somebody tired and working at a kitchen table with kids screaming around them

Those are just a few off the top of my head. Basically, think of some scene in the “undesired” state and a pattern interrupt to keep the viewer watching. Yes, it’s just a desk, but if the viewer is indeed thinking of buying a new desk (and YouTube ads are very good at optimizing to show to the right audience... another feature of “A.I.” working for you), they will continue to watch your video.

The one problem I just thought of with the scenes I wrote above is that this may lean too heavy towards the “*working at home*” niche, and the viewer expecting the ad to be some sort of work-at-home information... when, in fact, you are selling a desk. So make sure you test this, as you must qualify the audience. The only ones you want clicking your ad or watching past 30 seconds (when you will be charged for the view) is somebody who realizes you are selling a gorgeous desk and wanting to know more.

Basically, you want to sell the dream and the desired state ... a clean, orderly home office with that desk as the centerpiece. So, in the video, convey the sense of piece, comfort, productivity and profit of being in that home office.

### **Video Ideas for Selling Products in Action**

For more “action” oriented videos, your video is much easier. You are still selling a “desired” state, but along with it you can show the product in action. Examples include kitchen gadgets, exercise equipment, audio/video equipment, etc ... anything where you can showcase a demo and using it in action.

How about a drone?



In this case, simply look for footage and customer testimonials of this model drone (or one that looks similar) in action. Using screen capture software, record sections of several videos, then import them into the video editor to create your own video.

Here are some other ideas for video ads:

- **Unboxing video.** Buy the product and have video of yourself or a friend unboxing the product and showing how it works or is put together (this would work for a desk as well, as they all have to be put together anyway – show the boxed and the finished versions)

- Show the product in action
- Show how to use the product
- Talk about the benefits to the viewer if they owned this product

Again, if you are uncomfortable filming this yourself, it won't cost you much to hire somebody to do this all for you. Go to Fiverr, hire somebody, buy and send them the product, and ask them to shoot a video for you.

As a bonus, you can use this video as an ad, then alter it slightly and use it as a video in the YouTube search results to gain organic traffic as well. Post on Facebook, your product page and other areas as well for extra content. Video on your product page does exceptionally well for conversions!

Here are some other tips for ecommerce marketing:

### **“Lifestyle” Video Ads**

Sometimes, products will just be too low in price to justify the ad expense. For instance, if you are selling a garden hose, where you make maybe \$15 per sale, it would be difficult to make a profit.

In this case, it is best to use a funnel similar to the Project Thunderbolt method. That is, something similar to this:

YouTube Video Ad → Landing Page with Email Sign up → Customer signs up → Customer is redirected to your store

So, you will not be selling your actual product on YouTube. You will be selling your niche, and setting up your ad as a Lead. Your goal is to get people to sign up into your email list. Then, from there, you can send emails in the future with special offers to buy from your store.

Your video will be about gardening, and the peaceful, joyous lifestyle of having a beautiful, lush backyard. Ask the customer if they dream of this, and to click to learn more about creating and maintaining a fantastic backyard oasis with quality, affordable garden tools.

Once the customer clicks, they will be presented with a landing page where they enter their email address. Offer some enticement for them to join. It could be a PDF guide on creating a perfect garden. It could be a discount on your garden products.

So, what would each email signup (your lead) be worth? To calculate this, you need to look at all the traffic coming into your Kibo store, and how much each person buys. If you have an email list set up already, this process will be easier to calculate.

Say you have 100 people to your store. For every 100 visitors, your store makes \$60 ... say, a very conservative conversion rate of 1% where somebody buys a \$120 item and you receive 50% of the profits ... so, \$60 net profit after expenses.

If you received those visitors from YouTube, each person (lead) is worth \$0.60. Based on the conversion rate and sales above, you can only afford to pay \$0.60 per lead.

This is very, very low, as we know from the Project Thunderbolt example above, the average cost for an action (getting a lead) is “suggested” at about \$11.50. Does this make YouTube ads unprofitable? Heck no! Instead, make each lead much more valuable.

Here are a couple tips on doing this:

### **Make your AOV (Average Order Value) higher**

When a customer or lead comes into your store, maximize your effort in convincing them to buy more than what they just came for. If you are selling a yoga mat, offer them two or more at a reduced price each. Yes, you'll make less per unit, but your overall order will be much higher.

As well, offer upsells, “*people who bought this also bought this*” recommendation apps.

### **Offer Product Bundles**

Offer bundles as well. If you are selling a yoga mat, bundle it with a exercise bands as well.

Going back to the garden example, you would not send them to your garden hose product page after they sign up, but to a special “*Garden Oasis Package*” product page, where you sell them a starter kit of a garden hose, hand tools, watering nozzle, etc. The idea is for your lead to not buy a garden hose for \$30, but to buy the “Luxury Backyard Oasis Package” for \$120!

Since they are on your mailing list (and make sure you segment them with a tag such as “garden” so you know what they are interested in), send them future emails on garden and backyard equipment specials.

You can do the same with an office desk. Sell them the “Home Office Productivity Package” with desk, desk organizer, laptop stand, and chair mat (maybe even a chair, which often costs more than the desk!)

### **Have a strong backend ecosystem**

The most successful ecommerce sites not only use email marketing to get customers back into their store, they also do retargeting campaigns to existing customers (where they send ads to only people who visited or bought from them before), abandoned cart processes to get non-buying customers back, as well as long-term campaigns such as offering coupons and free gifts to nurture customers who purchased from them before (again, to get them to come back.)

All this effort means a much higher lifetime value per customer, which makes your original ad investment in them go a lot further.

We hope this guide helps you combine the Profit Singularity system with Project Thunderbolt and The Kibo Code. These are just the basics. Get creative, test a lot and let us know how far you can go with this!