FRACTIONAL
BY JOSH

CASE STUDY

FUND YOUR PURPOSE · PETER DIAMANDIS

HOW I BUILT A REVENUE ENGINE FOR PETER DIAMANDIS.

The seven moves behind the Fund Your Purpose launch, why each one worked, and the exact steps to run them on your own brand.

7	$500M	2x
MOVES	REVENUE FROM ADS, CAREER	AGENCY CMO

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THE APPROACH

THE WINS WEREN'T IN THE AD ACCOUNT. THEY WERE AROUND IT.

Fund Your Purpose is Peter Diamandis's course. A course launch lives or dies on what happens after the click: the page, the message, the form, the follow-up. So instead of tweaking campaigns, I built a system around the ads.

THE USUAL APPROACH

Send all traffic to one sales page, run a few video ads, and push budget until the cost per sale climbs. Then blame the platform.

WHAT WE DID INSTEAD

Gave every audience its own page and message, used the founder on camera, tested how leads were captured, mixed statics with video, and turned the course itself into ads and lead magnets.

THE SEVEN MOVES

01 **Dedicated landing pages** for each audience and offer.

02 **Creative scripts for Peter to film,** so the founder did the selling.

03 **Two-step forms** tested on the website.

04 **Static ad variations** running alongside video.

05 **Promotions that drip-fed discounts** to the email database.

06 **Course clips** cut into video ads, each with its own landing page.

07 **Free portions of the course** tested as landing-page downloads.

Each move fixes a different leak. Together they turn paid traffic into buyers who arrive warm, instead of strangers you pay full price to convince.

For each move below: what it is, why it works, and a "steal this" checklist drawn from my longer playbooks on joshgowing.com.

MOVE 01

DEDICATED LANDING PAGES

Every audience and every offer got its own page. No sending cold traffic to a generic homepage and hoping it finds its way.

WHY IT WORKS

Every click you buy lands somewhere. If that page is slow, vague or off-message, you're paying full price for a visit that goes nowhere. Great ads can't rescue a weak page. A page built for one audience can speak to their exact problem, in their words, and carry the promise the ad just made.

STEAL THIS

MATCH THE PROMISE

The headline should echo the ad that earned the click. Different ad angle, different page (or at least a different headline).

LOAD IN UNDER 2.5 SECONDS

Especially on mobile, where most clicks happen. Compress images and cut heavy scripts.

ONE CLEAR NEXT STEP

Cut the menus and side quests. One action per page, repeated down the page.

SHOW PROOF EARLY

Reviews, logos, results and the founder's credibility above the fold, not buried at the bottom.

- [ ] One page per audience or offer you're paying to reach
- [ ] The page's first line uses the customer's words, taken from reviews, calls or surveys
- [ ] Objections answered on the page, in the order buyers raise them
- [ ] A sale (not just a form fill) tracked as the conversion

GO DEEPER: THE LANDING PAGE PLAYBOOK · THE PAID MEDIA RESET

MOVE 02

CREATIVE SCRIPTS FOR PETER TO FILM

I wrote the scripts; Peter delivered them. When the founder explains why something exists and who it's for, it usually beats polished studio shots and paid creators.

WHY IT WORKS

On Meta and YouTube, broad targeting is now the norm, so your ad *is* the targeting: the message decides who stops scrolling. A founder with real authority, saying the right thing in the right order, filters in buyers and filters out tyre-kickers. The hook earns three seconds; the rest of the script makes the sale.

STEAL THIS: THE NINE-STEP SELLING SEQUENCE

STEP	WHAT IT DOES
1 · Hook	Earns the first two seconds. A specific claim, question or pattern-break for one audience.
2 · Problem	Names the pain in the customer's words, so they feel understood.
3 · Promise	The outcome they get, stated plainly.
4 · Mechanism	Why this works when other things haven't. The "how" that makes the promise believable.
5 · Objection	Raises the biggest doubt before they do, and answers it.
6 · Proof	Results, testimonials, credentials, demonstrations.
7 · Offer	Exactly what they get and what it costs.
8 · Risk reversal	A guarantee or trial that makes saying yes feel safe.
9 · Call to action	One clear next step, and why now.

- [ ] Research before you write: sales calls, support tickets, reviews, surveys and forums
- [ ] Write for the ear: short sentences the founder can say naturally in one take
- [ ] Film several hooks for each script and test them against the same body
- [ ] Use AI for first drafts and variations, never for the research or the final call

GO DEEPER: PAST THE HOOK

MOVE 03

TESTING TWO-STEP FORMS

Instead of one long form that scares people off, we tested splitting it in two: a quick, low-effort first step, then the qualifying questions once they'd committed.

WHY IT WORKS

Once someone has taken a small first step, they're far more likely to finish. You capture more contact details, so even people who drop off at step two can be followed up by email. And the second step tells you who's serious, which is the data that matters.

> **The trap:** point the ad platforms at "leads" and they'll find the cheapest people willing to fill in a form, whether or not they ever buy. More form fills isn't the win. More buyers is.

STEAL THIS

- [ ] Step one: name and email only, framed as getting the thing they came for
- [ ] Step two: two or three qualifying questions (role, budget, timing, goal)
- [ ] Follow up everyone who stops after step one with an email sequence
- [ ] Send qualified leads and sales back to the ad platforms, not just raw form fills
- [ ] Judge the test on lead-to-sale rate and cost per sale, not cost per lead

GO DEEPER: THE WARM LEAD PLAYBOOK · THE PAID MEDIA RESET (FIX 01: SIGNAL)

MOVE 04

STATIC ADS ALONGSIDE VIDEO

Video carried the story. Dedicated static image ads ran next to it, as their own concepts, not as an afterthought.

WHY IT WORKS

Statics are fast to make and cheap to test, and they reach people who scroll past video. Many brands only use them for retargeting; the best ones work cold too. With broad audiences, more distinct concepts give the platform more ways to find buyers.

STEAL THIS

CONCEPTS, NOT VARIATIONS

A new concept is a new angle, audience or message. A new colour or button isn't. Test angles first.

CADENCE

Ship 3–5 new concepts every fortnight. Retire ads once frequency climbs and click-through slides.

BACK THE WINNERS

When one ad takes most of the spend, the platform has found a path to conversions. Make more like it.

MEASURE PROPERLY

Statics often look weak on last-click numbers. Judge them on blended cost per customer, not platform ROAS alone.

- [ ] Pull the best lines from the video scripts into static headlines
- [ ] Test a quote from the founder, a result, a before/after and a direct offer as four separate concepts
- [ ] Run statics cold, not just to people who've already visited

GO DEEPER: THE STATIC AD PLAYBOOK

MOVE 05

DISCOUNTS DRIP-FED TO THE EMAIL LIST

Rather than one flat sale, promotions were released to the email database over time, each one giving people a fresh reason to open, click and buy.

WHY IT WORKS

A month-long discount teaches people to wait. A sequence of time-limited offers creates a reason to act now, again and again. And email is owned: once someone's on the list, every extra sale costs almost nothing in ad spend.

STEAL THIS

- [ ] Plan a fresh reason to come back every few days: a bonus, a deadline, a new deal
- [ ] Lead with why they need it, then the offer, then genuine urgency. The discount gets them over the line; it isn't the reason they buy
- [ ] Check new lists aren't on double opt-in by default, or the sign-ups you paid for never arrive
- [ ] Hunt down old codes and banners on the site, emails and ads before each new offer goes live
- [ ] Watch the margin: track gross profit on discounted sales separately, because promo buyers often come back less

> Email doesn't replace paid acquisition. It makes every customer you paid for worth more, and that lets you afford to bid harder for the next one.

GO DEEPER: SECOND ORDER · THE ELITE CMO PLAYBOOK (PEAK SEASON)

MOVE 06

COURSE CLIPS AS ADS, EACH WITH ITS OWN PAGE

The course itself became the creative. Short clips were cut into video ads, and each clip got a landing page that continued that exact conversation.

WHY IT WORKS

A clip from the real course is proof and a preview at the same time: people see the quality before they pay. And because each clip covers one idea, it attracts one kind of buyer. Sending them to a page about that same idea keeps the promise intact from scroll to sale.

STEAL THIS

01 **Mine what you already have.** Webinars, workshops, podcasts, course modules and sales calls are full of ready-made ads.

02 **Pick moments that stand alone.** One idea, one surprising claim or one result, in under 60 seconds.

03 **Add a hook in the first two seconds.** Captions on, the strongest line first.

04 **Build a page per clip.** Headline that continues the clip, the full idea expanded, then the offer.

05 **Let the data pick the winners.** Put budget behind the clips that bring buyers, then cut more like them.

GO DEEPER: PAST THE HOOK · THE LANDING PAGE PLAYBOOK

MOVE 07

FREE COURSE PORTIONS AS LEAD MAGNETS

We tested giving away part of the course as a download from a landing page. People who wanted more had already experienced the product.

WHY IT WORKS

Not everyone is ready to buy on the first click. A genuinely useful free piece swaps value for contact details, so you can keep the conversation going by email at no extra ad cost. The best lead magnets are a small, real part of what you sell, so they pre-sell the paid version while they help.

WHAT MAKES A MINI OFFER WORTH SWAPPING DETAILS FOR

SPECIFIC
Solves one clear problem, not "everything you need to know".

QUICK
Useful in one sitting. A module, a checklist, a template.

A TASTE OF THE PAID THING
Leaves them wanting the next step you sell.

STEAL THIS

- [ ] Pick the module that solves the most common first problem
- [ ] Give it its own landing page and its own ads
- [ ] Follow every download with a short email sequence that leads to the paid offer
- [ ] Track downloads through to sales, so you know which free piece actually sells

GO DEEPER: THE WARM LEAD PLAYBOOK

YOUR TURN

RUN THIS ON YOUR BRAND

You don't need all seven at once. Start with the leak that's costing you most, then add the next move each month.

IF THIS SOUNDS LIKE YOU	START WITH
All your traffic goes to one page	Move 01 · Dedicated landing pages
Your ads look polished but don't sell	Move 02 · Founder scripts
Lots of leads, not many sales	Move 03 · Two-step forms, and send sales back to the platforms
Costs creep up as the same ads keep running	Move 04 · Static concepts alongside video
You have an email list but it rarely sells	Move 05 · Drip-fed offers
You have webinars, a podcast or a course gathering dust	Moves 06 and 07 · Clips and free portions

JUDGE IT ON THE NUMBERS YOUR ACCOUNTANT CARES ABOUT

INSTEAD OF COST PER CLICK	INSTEAD OF PLATFORM ROAS	INSTEAD OF LEAD VOLUME	INSTEAD OF IMPRESSIONS
Cost per customer	Blended MER	Lead-to-sale rate	Payback period

WANT THIS FOR YOUR BRAND?

I'LL GIVE YOU THE FOUNDATIONS OF A WINNING STRATEGY WITHIN A WEEK.

Tell me about your business and I'll send back the basis of a custom strategy, for free. I read every enquiry myself and reply within 24 hours.

GET YOUR FREE STRATEGY

FREE ELITE CMO PLAYBOOK

FRACTIONALBYJOSH.COM.AU/FREE-STRATEGY

Fractional by Josh helps founder-led brands scale beyond ads: strategy, team coaching, hiring and tech stack advice from a 2x agency CMO. Fund Your Purpose and Peter Diamandis are referenced as a past client engagement.