

All tools used in order;

### **Step one**

A) **Survey used to recruit learners via Social media ads**

<https://www.surveymonkey.com/r/2C77GDT>

B) **The Videos used for Social Media Ads**

[Video 01](#)

**Message Framing** Business pitfall warning + proof of role-model success

**Script covers** Most commercial projects do not record their financial transactions and this is a big mistake & this is why small businesses often fail in the first 3 to 5 years of inception + Eman intro + proof of success + offer

[Video 02](#)

**Message Framing** Desire for business success messaging + Role of bookkeeping + Value offer

**Script covers** Only 10% of small businesses succeed in a 5-year life span, book-keeping is one of the distinguishing factors of a successful project + Value offer + short video + increase the chances of success for your business

[Video 03](#)

**Message Framing** Desire for business success messaging + Value offer (comfort with numbers, 'together', simplified Practice)

**Script covers** Equating Book-keeping with factors of success + short video over a week + feeling more comfortable with numbers + 10 min daily like sports but practicing to manage the business finances + together we will go over key concepts and make it simpler + sharing with you the steps and tools I used to develop my company + (proof of success) 4000 other companies are using it to manage their business

[Video 04](#)

**Message Framing** Role of bookkeeping + Pain points for women (time, overwhelm) + Value offer.

**Script covers** What is the importance of bookkeeping + I know you know book-keeping is important + Maybe you don't have time or are not very good at maths + Each video in the series will also have a text to read at your own pace + At the end of this series some of you would be qualified to receive the excel sheet I use to manage my bookkeeping + at best to manage on your own or to use it in meetings with investors or with partners.

[Video 05](#)

**Message Framing**

Role of bookkeeping + Business queries of women (first paycheck, hiring, investing...) + Value offer

**Script covers** Bookkeeping is important because we as humans are not built to retain all information in our heads + When you learn bookkeeping you will know when to give yourself the first paycheck, or when to hire, and you will know if we are at a loss or profit, make better decisions for pricing or purchases, and you will know how to invest your time better."

## **Step Two**

Course as email series activated after sign up

Email title Email preheader From: Eman / ايمان	Link to content Structure, video, and text	
<p><b>Subject</b> أول فيديو لدورة مسك الدفاتر First video in book keeping course</p> <p><b>Pre header</b> 01/07 دورة مسك الدفاتر Book Keeping Course 01/07</p>	<p><a href="https://conta.cc/3MChQli">https://conta.cc/3MChQli</a></p>	<p>First email received after signing up for the course</p>
<p><b>Subject</b> نققات، تكاليف شو الفرق 😊؟ Expenses or costs, what is the difference 😊?</p> <p><b>Pre header</b> 02/07 دورة مسك الدفاتر Book Keeping Course 02/07</p>	<p><a href="https://conta.cc/3MBi5TZ">https://conta.cc/3MBi5TZ</a></p>	
<p><b>Subject</b> صفحة المعاملات: دماغ شركتك الخارجي Ops sheet: Your business' brain</p> <p><b>Pre header</b> 03/07 دورة مسك الدفاتر Book Keeping Course 03/07</p>	<p><a href="https://conta.cc/3KxVPYE">https://conta.cc/3KxVPYE</a></p>	
<p><b>Subject</b> فواتير مش فوازيير Invoicing vs. guessing!</p> <p><b>Pre header</b> 04/07 دورة مسك الدفاتر Book Keeping Course 04/07</p>	<p><a href="https://conta.cc/3KVgd7r">https://conta.cc/3KVgd7r</a></p>	

<p><b>Subject</b>  أنتقرفين هذه الأخطاء الشائعة؟  Making these common mistakes?</p> <p><b>Pre header</b>  دورة مسك الدفاتر 05/07  Book Keeping Course 05/07</p>	<p><a href="https://conta.cc/43uGOiX">https://conta.cc/43uGOiX</a></p>	
<p><b>Subject</b>  ما بعد مسك الدفاتر؟  What comes next?</p> <p><b>Pre header</b>  دورة مسك الدفاتر 06/07  Book Keeping Course 06/07</p>	<p><a href="https://conta.cc/3GK2gXp">https://conta.cc/3GK2gXp</a></p>	
<p><b>Subject</b>  مبروك. ثقي بقدراتك!  Congrats, trust your skills!</p> <p><b>Pre header</b>  دورة مسك الدفاتر 07/07  Book Keeping Course 07/07</p>	<p><a href="https://conta.cc/3MN4JnY">https://conta.cc/3MN4JnY</a></p>	
<p><b>Subject</b>  شاركوا أسئلتكم مع إيمان  Share your questions with Eman!</p> <p><b>Pre header</b>  دورة مسك الدفاتر  Book Keeping Course</p>	<p><a href="https://conta.cc/3A9fDMU">https://conta.cc/3A9fDMU</a></p>	

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