

BACKEND PROCESSES

A QUICK GUIDE ABOUT WHAT WE DO

128 MEDIA

WELCOME TO 128MEDIA

I'm Yash, a 24-year-old info-product entrepreneur on a mission to help coaches build automated systems and high-converting coaching eco-systems. After investing over \$10k learning from the best in the industry, I've built and experienced the most effective coaching systems—and now I'm helping others do the same.

3+ YEARS EXPERIENCE

15+ CLIENTS

\$500K+ MRR GENERATED



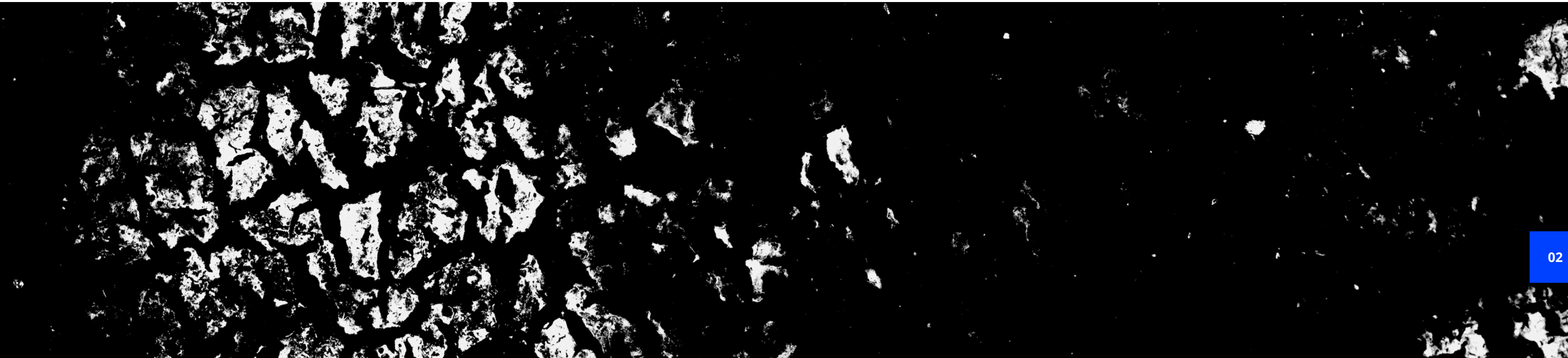
WHY WORK WITH US

01 **MARKET EXPERTS**
With 3+ years in agency work and 5 years learning from top info-product creators, I know what works and what doesn't. I create systems and products that deliver results.

03 **WE BUILD FOR YOUR STUDENTS**
We build the best experiences for your students. Your students use our products, and we ensure they get the most seamless and impactful experience possible.

02 **STREAMILINED SUCCESS**
Our job is to take the headache out of your business. Our systems ensure minimal effort on your part while you get the best results from your students.

04 **A-PLAYERS**
We only hire A-players for your team—experts who have scaled info-products to at least \$30k/month. You won't find low-quality work here.



SERVICES AT A GLANCE

MARKET RESEARCH

We dive into your audience's needs to nail product-market fit and maximize value. Plus, we analyze your competition to ensure you stand out and dominate.

FUNNEL BUILDING

Next, we design the most efficient, optimized funnel to launch and sell your offer. The entire backend is handled by us —no questions asked.

OFFER CREATION

We analyze the data and create three tailored offers—low, mid, and high price points—to engage buyers at every level and deliver maximum

SALES & MARKETING

We handle sales calls, marketing, and integrate CRMs, automations, and systems. All you need to do is show up for the calls or send us the content.



MARKET RESEARCH

01

Audience Analysis

We dive deep into your audience's needs by conducting 1:1 calls to uncover their pain points and understand how you can best help them. We handle everything—from booking calls to engaging with your audience. This crucial step helps us assess their needs, spending capacity, and craft offers that deliver maximum results and drive sales.

02

Competitor Analysis

We analyze what similar creators are offering—what's working, what's not, their pricing, and areas for improvement. This gives us key insights and the perspective needed to refine your offer and make it stand out in the market.

OFFER CREATION

01

DATA ANALYSIS

We need your input to understand what you can offer, what you can sell, and how much time you have. With your goals in mind, we then compile insights from the audience and competitor analysis to create three tailored offers—low, mid, and high ticket—that align with your strengths and appeal to different prospect levels.

02

OFFER CREATION

We consult with you on the best combinations to deliver maximum value to your audience, crafting engaging copy around their pain points. We also provide a detailed list of everything you'll need for each offer, ensuring you have the right resources in place (and we're here to help you create those too).

FUNNEL SETUP.1

01

SALES STRATEGY

With the offer ready, we build a sales funnel and finalize the strategy to take it to market. We compile everything needed for a seamless launch, giving us a clear roadmap to convert your audience into committed students.

02

FUNNEL BUILDOUT

Next, we take care of building your entire funnel—from setting up your entire coaching ecosystem and designing landing pages to creating your video sales letter and email campaigns. We handle every detail, so all you need to do is sit back, relax, and prepare for the launch. Our goal is to make sure everything runs smoothly, allowing you to focus on delivering value while we manage the execution.

FUNNEL SETUP.2

01

SKOOL SETUP (OPTIONAL)

We set up your paid community, handle payment gateways, welcome messages, automations, emails—everything your sales funnel needs. Every creator has their own unique approach, and whatever your specific requirements are, we tailor and build it all for you, ensuring a seamless experience for both you and your students.

02

CRM SETUP & INTEGRATIONS

The most important part: CRM and automations. We implement a series of custom automations to ensure maximum efficiency, keeping everything running smoothly. This way, we make sure no lead is lost or left unattended during the launch process, and every opportunity is captured and nurtured.

OFFER LAUNCH

01

LAUNCH SETUP & EXECUTION

It's time to take your offer live, and we handle all the backend processes to make it happen. From launching your offer to your audience, setting up Instagram automations, and even creating graphics, templates, and all necessary assets—we've got it covered. You focus on the big picture, we take care of the execution.

02

LEAD MAGNET

Creators typically have a main lead magnet—whether it's a webinar, video, training, funnel, or workshop. We handle it all, from ideation to ensuring your audience receives the lead magnet seamlessly. All you need to do is show up, deliver your knowledge, and set the stage for launching your high-ticket offer. We manage everything else behind the scenes.

SALES PROCESS

01

SALES CALLS

Once your mentorship is launched, you'll likely need to take discovery calls. We handle all the sales calls for you, with top sales reps from our team. We ensure your course is sold to its maximum potential, so you can focus on what matters most—delivering value to your students.

02

BACKEND SYSTEMS

This process requires its own set of automations and tracking—everything from scheduling calls to managing leads, and even creating presentations or sales assets. And once again, we handle it all for you, with no questions asked.

STUDENT ONBOARDING

01

ONBOARDING FUNNEL

We set up all the funnels and onboarding systems necessary to efficiently deliver your coaching. This includes welcome kits, onboarding calls, and anything else you need to ensure a smooth transition. Our goal is to make sure the first meeting between you and your students is focused on knowledge transfer, not logistics.

02

PROGRAMME SUCCESS

If needed, we also provide guidance on maximizing community engagement and success. We'll consult on how to get testimonials, boost interaction, and ensure your students have a top-notch experience every step of the way.

SCALING

01

PERSONAL BRANDING

We provide comprehensive social media management, creating and sharing optimized content that resonates with your audience. By managing your platforms, we ensure your brand stays active and engaging, driving growth and building a strong online presence. Our focus is on selling your coaching programs by highlighting your expertise, with strategies tailored to increase reach, boost engagement, and convert followers into clients.

02

PAID ADS MANAGEMENT

Once your offer is selling, we take it to the next level with paid ads, scaling your coaching to a global audience. Our media buyers have successfully scaled offers to \$500k/month, and they're ready to do the same for you, driving traffic, conversions, and growth at an unprecedented scale.

ON A MISSION TO MAKE **THE WORLD A BETTER PLACE** WITH INFO-PRODUCTS

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