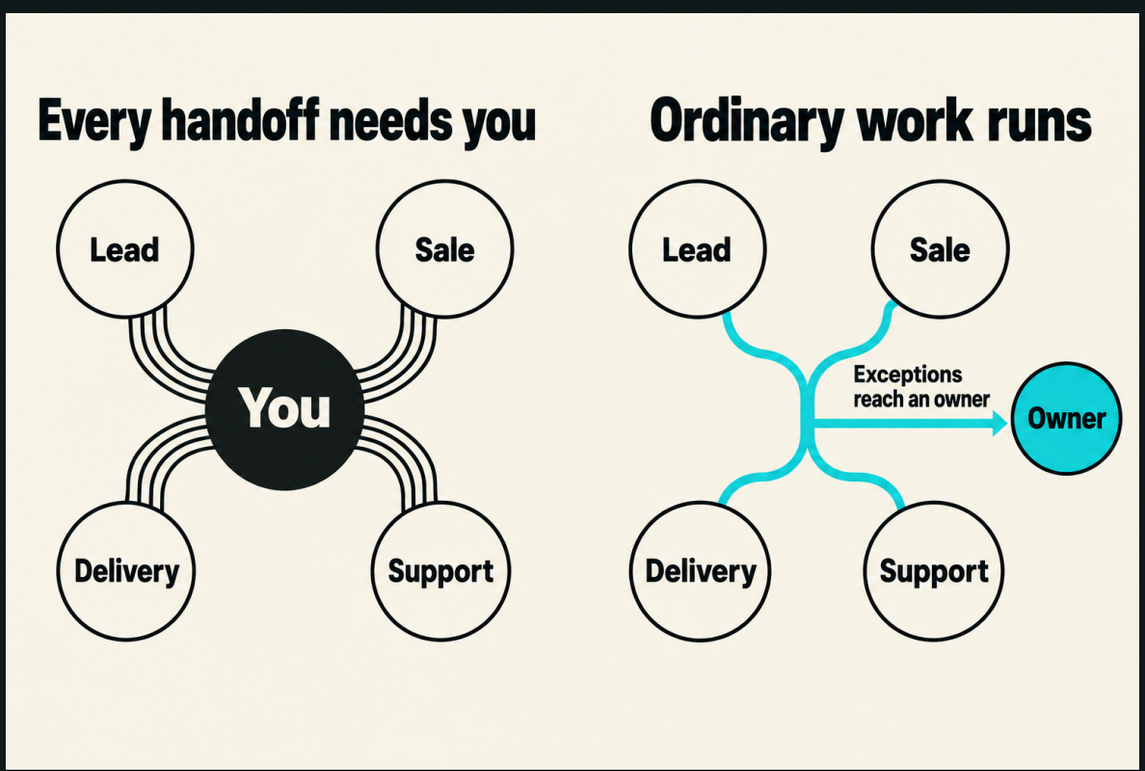
VIRAL SALES METHOD

Your business works. Why does it still need you everywhere?

The operating blueprint for established education, coaching and consulting businesses ready to turn a proven method into a business that can follow through.



LAURA EGOCHEAGA

You built something that works.

Your customers get results. You know what your industry gets wrong. You have the proof and the conviction to say it out loud.

Then another sale comes in, and somehow you have another job.

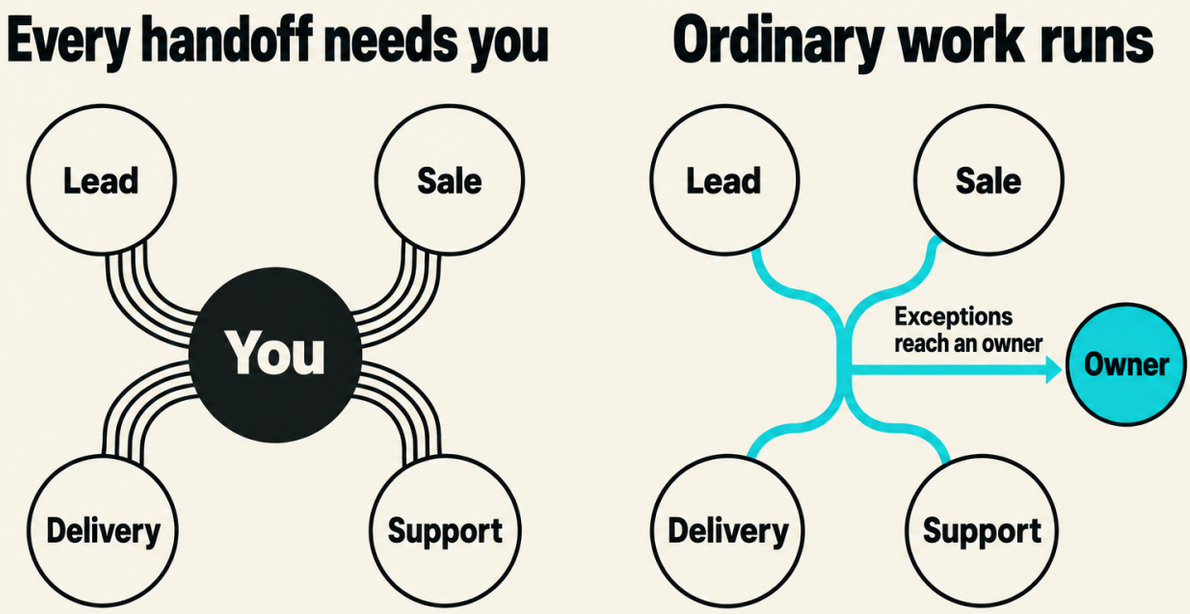
Someone needs a reply. A client cannot find their access. A payment needs checking. The team needs an answer you gave them last week. You can leave town, but the business keeps coming with you.

Being the operator sucks. That is not why we got into business.

Here is what I had to change: the method could not keep living in my head while the work was scattered across everyone else’s inbox. The customer journey needed to know what had happened, what should happen next, and how to check that it actually got done.

Laura Egocheaga

Your growth has a handoff problem.



A new tool can inherit a broken process. So can another person. If every next step depends on someone asking you what to do, more demand creates more interruptions.

Operator OS starts with the method that already works. It turns the repeated customer journey into steps that use the right context, do the work and check the outcome.

The ordinary work can move. Unresolved exceptions reach a responsible person with enough context to handle them.

The goal is room to live without making your customers pay for your absence.

PUT IT TO WORK

Think of the last three times the business pulled you back in. Which handoff was missing?

WORKING SHEET

Find the handoff that keeps pulling you back.

Choose one offer that already sells. Follow a recent customer from first contact to the result you promised.

Mark every point where someone waited for you, repeated a task, or could not tell whether the last step was completed.

For each marked point, write what should have happened, what actually happened and what it cost in time, paid work or documented lost contribution.

Choose the repeated handoff with the strongest evidence of value. That is the first candidate for an installation.

You can work through the full exercises in the field library. Start here so the next pages are about your actual business.

01 The offer that already sells

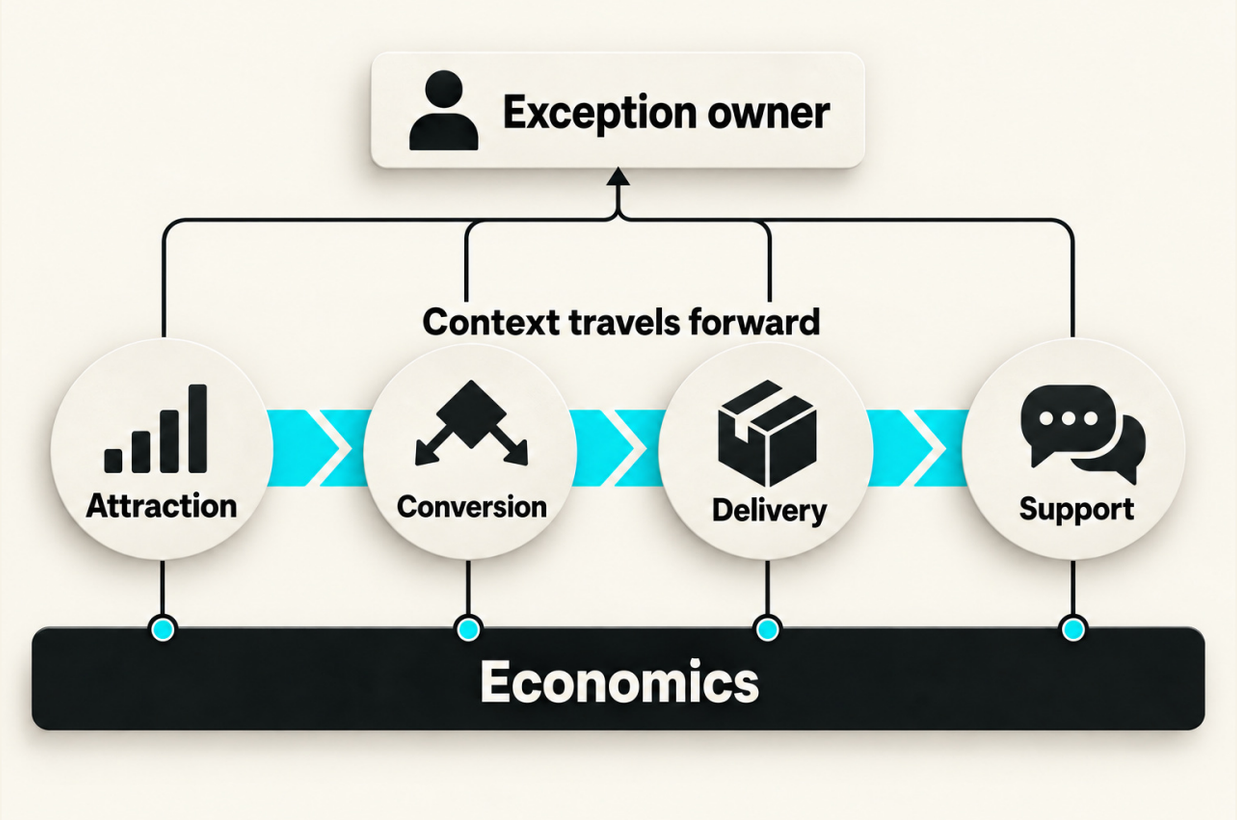
02 The repeated handoff

03 What should happen

04 What actually happens

05 Evidence of cost or delay

One customer. One connected journey.



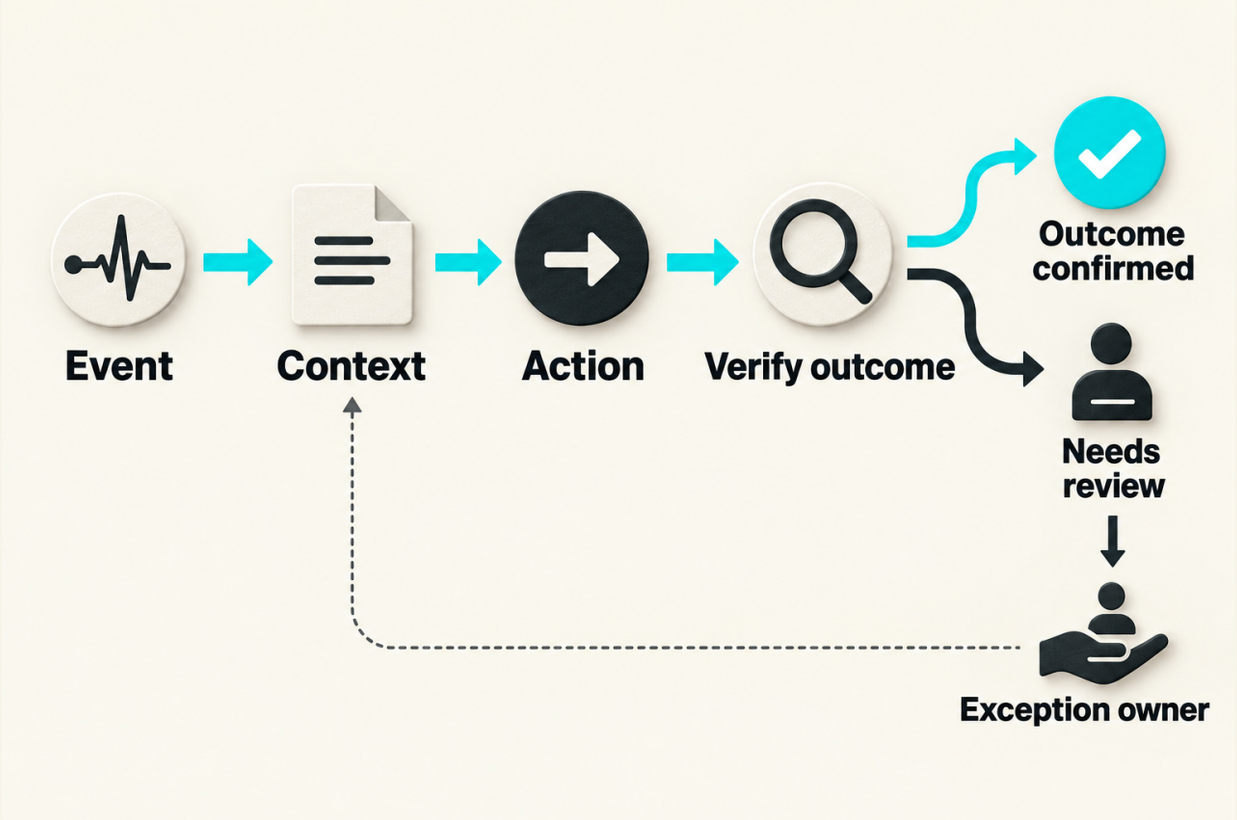
The sale is the beginning of a promise. Your business has to keep that promise through payment, access, onboarding, delivery and support.

A customer should not have to explain what they bought to three different people. The support owner should not have to investigate from scratch. You should be able to see whether the work happened and what the economics were.

Viral Growth Media supplies the commercial method. Scroll Tech AI Labs coordinates the work. Operator OS is the implementation across the journey.

Your business keeps its expertise, its voice and its standards. The operating system gives the repeated work somewhere to live.

A working system checks the outcome.



Start with a real event. Retrieve the current business context. Take the appropriate action. Verify the result. Route anything unresolved to its owner.

This matters because an automation can fire without completing the customer's next step. An email can send with a broken link. An access request can succeed while the wrong product was granted. A task can close without the promised deliverable.

The operating process needs evidence of completion and a path for exceptions. That is how the system can support reliable work instead of creating a new mystery for the founder.

PUT IT TO WORK

For your chosen handoff, write the evidence that would prove it was completed.

ILLUSTRATIVE OPERATING DESIGN

Walk one purchase all the way through.

A payment succeeds. The system identifies the customer and the offer they purchased. It grants the right access, checks that access exists, requests missing onboarding information and records the next milestone.

1. **Payment confirmed**
2. **Customer and offer identified**
3. **Correct access granted**
4. **Access checked**
5. **Onboarding and next milestone**

IF COMPLETION IS UNRESOLVED

Exception routed if unresolved

If access fails, the support owner receives the issue and the relevant context. If the customer already has access, the process should not create a contradictory second journey.

The customer experiences a clear next step. The support owner handles an actual exception. The founder can inspect the outcome.

This is an illustrative operating design. Evaluate a real workflow demonstration against the same standard: what started it, what it did, what proves completion and what happens when it fails.

THE VISUAL MODEL

The foundations earned the proof.



VGM client results establish the commercial foundations. The current operating layer should be demonstrated with real workflow execution and completion checks.

MAKE IT WORK IN YOUR BUSINESS

The foundations earned the proof.

Operator OS builds on commercial foundations that existed before this AI implementation.

The original VGM case studies show work on buyer selection, positioning, offers, demand and sales. Those results help explain why the method matters. They are historical client reports, not revenue attributed to a new AI installation.

The operating layer needs its own evidence: a real workflow, a verified outcome and a clear exception path.

Keep both. A commercial method worth executing, and an implementation you can inspect.

PUT IT TO WORK

Use the proof archive for the original messages, screenshots and testimonial links.

The commercial result I can substantiate

The operating outcome I still need to demonstrate

HISTORICAL VGM CLIENT REPORTS

A better buyer changed the offer.

Joey



$18,200 signed

A $2k mindset and life coaching offer was attracting the wrong clients and creating burnout.

The work focused on executives and C-suite buyers, with a clearer niche, offer and message. A $4,200 1:1 client plus a CEO into his $14,000 inner circle, $18,200 signed.

View original testimonial source

Dr. Raquel



$166,000 contract signed

A $25k leadership offer was being underpriced relative to the buyer and the value of the work.

The focus moved toward billion-dollar transnational companies, with stronger commercial positioning, cold outreach and referrals. A $166,000 contract signed for the next year.

View original testimonial source

The lesson is bigger than a new headline. The buyer, the outcome and the economics belong in the same decision.

Historical VGM client reports. Deal values are not labeled as collected cash or AI results.

HISTORICAL VGM CLIENT REPORTS

The delivery model belongs in the offer.

Karene



$30k+ packages

A $5k, three-month fitness offer for single mothers often reached people who could not afford the service.

The offer was repositioned for executives, with a six-month $30k package. The deck reports multiple packages at $30k and above.

View original testimonial source

Dr. Cammy



Two $7.5k clients in one week

Her starting model was $150-per-hour therapy and coaching, with the constraints of trading time for money.

The work moved toward a virtual group beta and a more structured offer. The deck reports two $7.5k clients in one week.

View original testimonial source

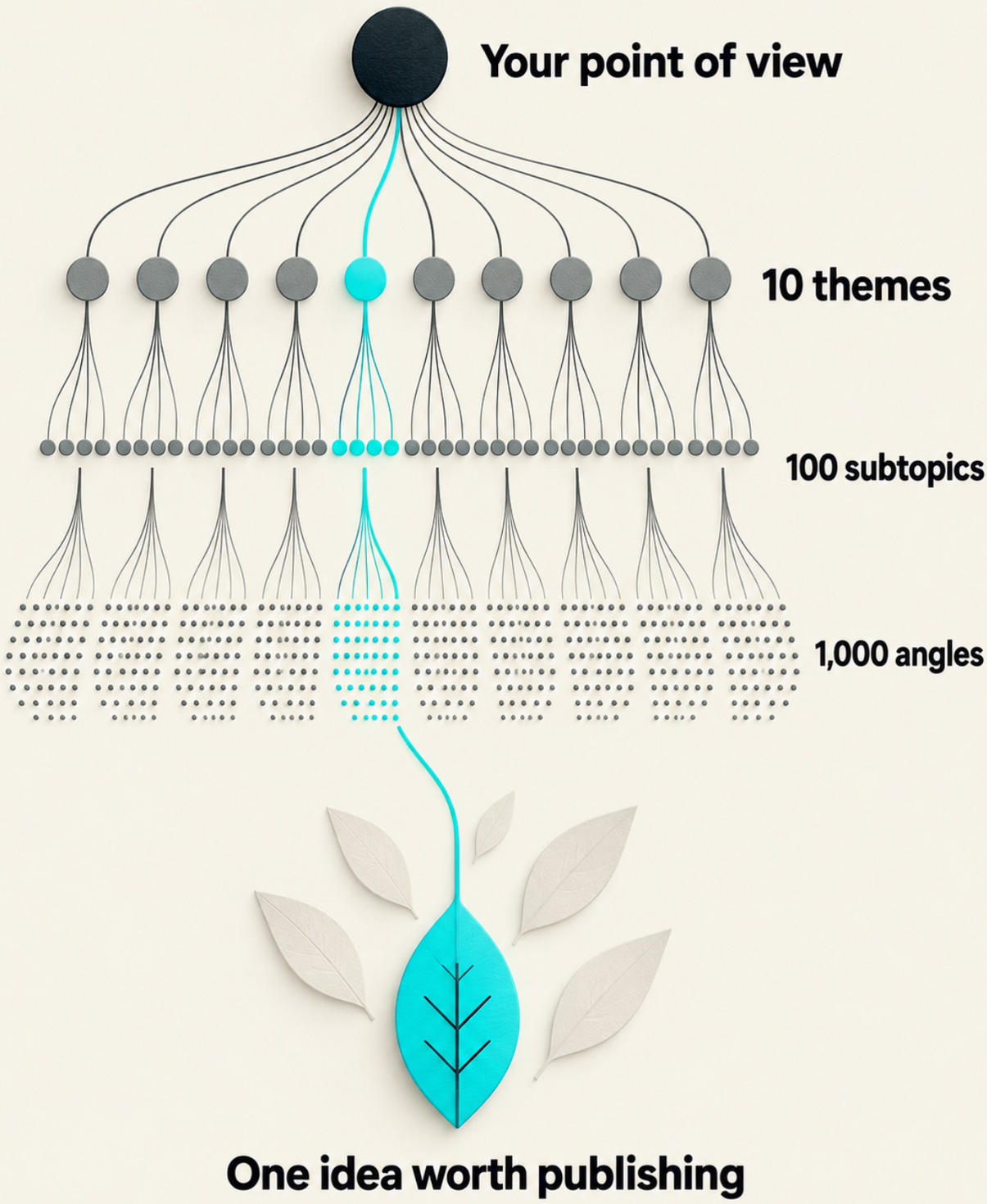
These cases show why the operating model matters alongside the offer. If every new sale requires more of the founder’s time, the business carries that constraint into its next stage.

Map the transformation, then define how it will be delivered.

Historical VGM client reports. These outcomes are not a forecast for a new customer.

THE VISUAL MODEL

Your point of view becomes the source.



The 10 x 10 x 10 exercise develops idea capacity. Branches are schematic, not a literal node count or a requirement to publish a thousand posts.

MAKE IT WORK IN YOUR BUSINESS

Your point of view becomes the source.

Your experience is the raw material. Your story explains why you see the problem differently. Your brand definition makes your convictions clear. Your customer language keeps the work relevant.

The original 10 × 10 × 10 exercise turns those foundations into topics, subtopics and specific angles. It is a way to develop ideas, not a demand to publish a thousand posts.

Give the content system your approved stories, mechanisms, examples, proof and current offer terms. Then choose the idea that deserves to become a post.

AI should help express what you know. Your strongest argument cannot come from a generic prompt about your industry.

PUT IT TO WORK

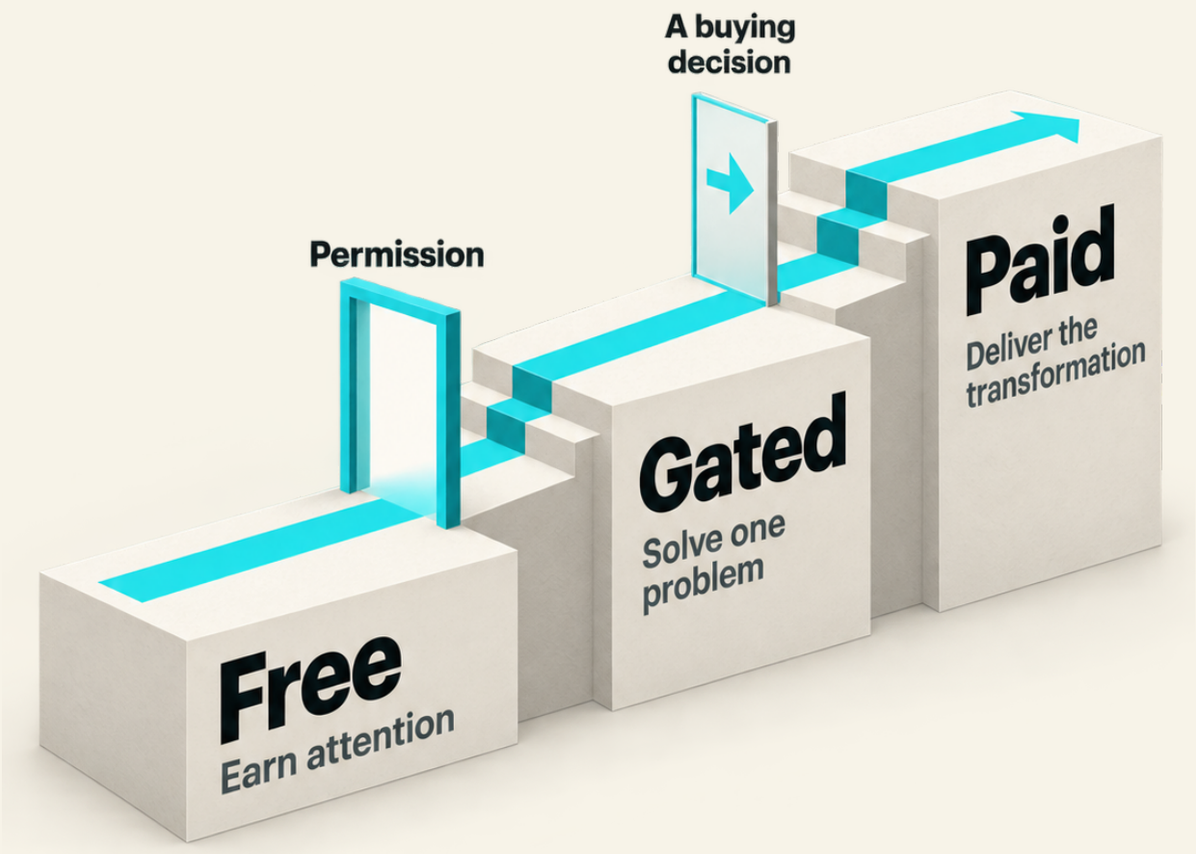
Field library: complete story prompts, brand definition, awareness matrix and ideation exercises.

One point of view only our experience can support

One topic, one specific angle, one piece of evidence

THE VISUAL MODEL

Earn attention. Give it somewhere useful to go.



Every layer should deliver real value. An opt-in earns permission to continue helping, and the paid offer solves the larger problem.

MAKE IT WORK IN YOUR BUSINESS

Earn attention. Give it somewhere useful to go.

A useful public post helps someone recognize a problem or understand a better approach. A useful lead magnet helps them solve a defined part of it. A paid offer takes responsibility for a wider result.

Each layer needs a complete job. A weak free resource makes the paid promise harder to believe. A great resource with a broken next step wastes the trust it earned.

People can enter at different points. An interested buyer may be ready for an audit. Someone researching the problem may need the right example first.

Build the connections around readiness, not a rule that everyone must consume everything.

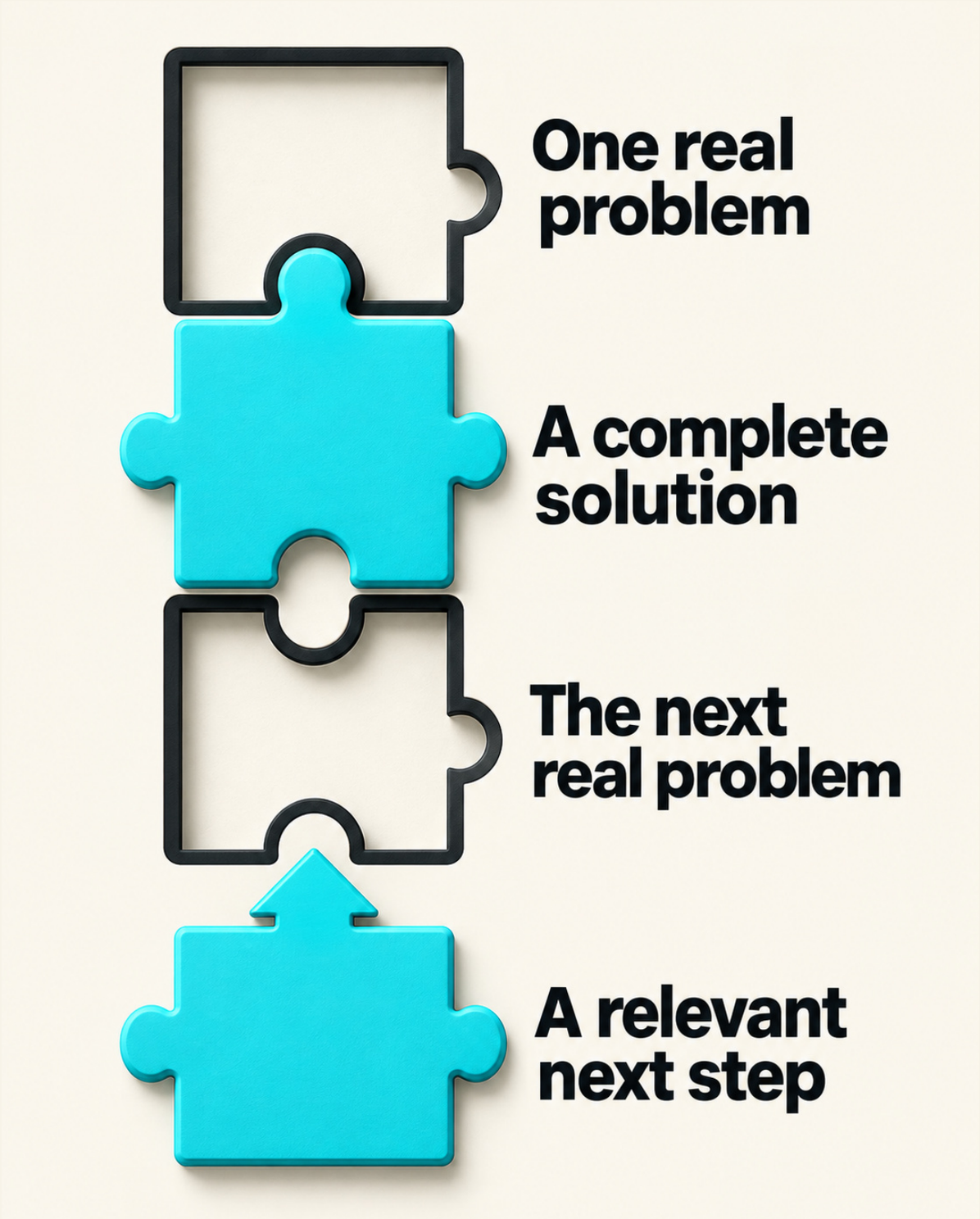
Use the full exercises in the field library

The complete job our free resource performs

The next relevant decision for this reader

THE VISUAL MODEL

Solve the problem in front of the buyer.



Give away a complete solution to a specific problem. Recommend the next resource only when it helps with the next genuine need.

MAKE IT WORK IN YOUR BUSINESS

Solve the problem in front of the buyer.

A resource library works when each resource helps with an actual decision.

The journey map identifies where the customer gets stuck. The cost diagnostic helps decide what is worth fixing. The demonstration shows how the operating process works. The application checks whether implementation fits the business.

This is why both original playbooks remain in the field library. You get the questions, frameworks and examples needed to work through the details.

Start with one useful resource. Add the next when the customer’s unanswered question shows what is missing. More files are not the goal. Better decisions are.

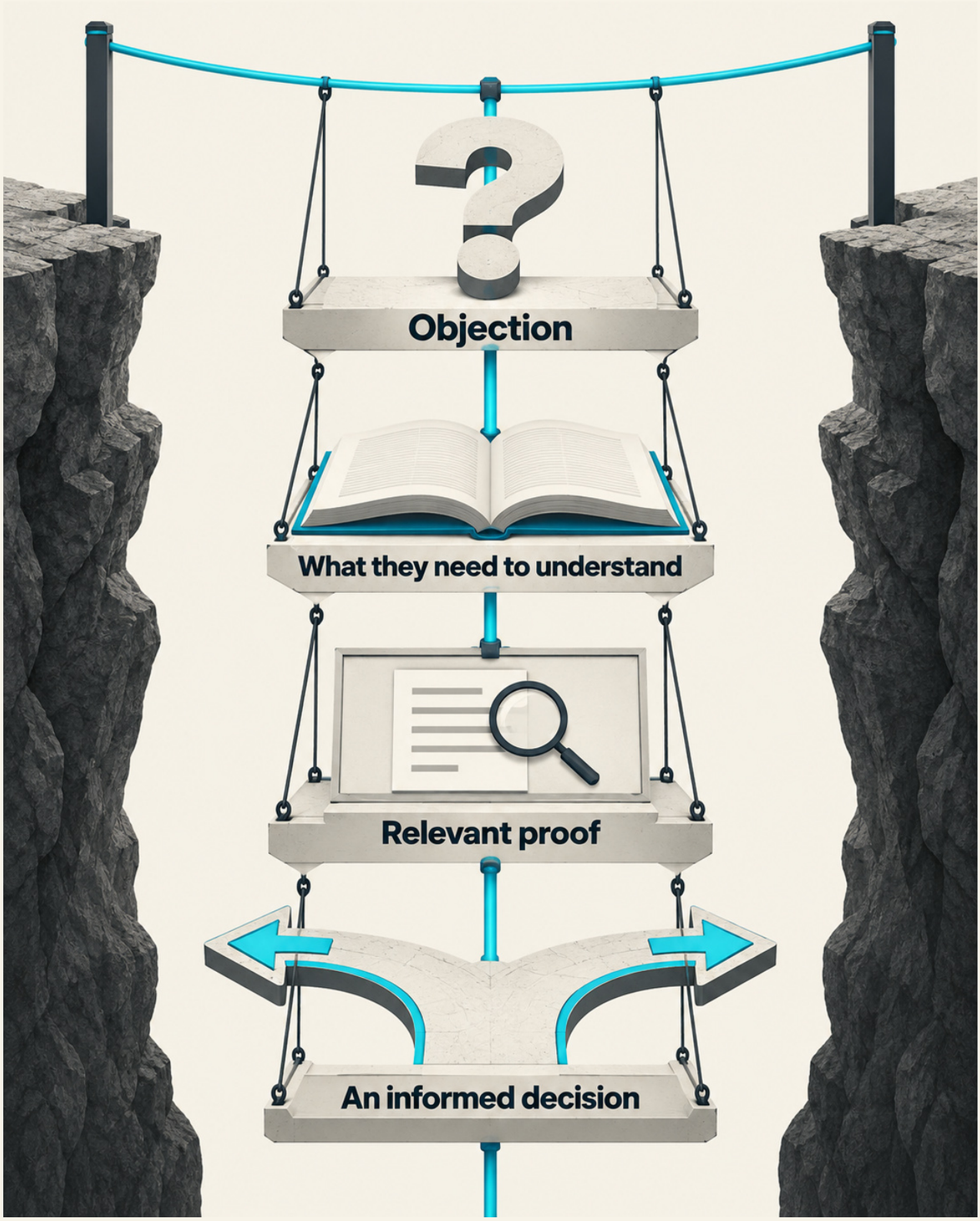
Use the full exercises in the field library

The customer question our current resource leaves unanswered

The smallest useful resource that would answer it

THE VISUAL MODEL

Education earns the next decision.



Map the actual objection to the understanding and evidence needed to evaluate it. Each email or lesson should do one useful job.

MAKE IT WORK IN YOUR BUSINESS

Education earns the next decision.

A skeptical buyer is often asking a reasonable question. We already have tools. Will this create more work? How will it handle our customers? Does the investment make sense?

Answer with the right kind of evidence. Show the missing handoff. Walk through a real operating example. Explain responsibilities. Model the complete cost.

Content, email, a recorded masterclass and a case study can do that before the audit. The sales conversation can then focus on the buyer’s actual scope and economics.

Use the original objection exercises to build your own evidence library. Begin with the three questions that most often delay a decision.

Use the full exercises in the field library

The reasonable objection we hear most often

The evidence that would answer that objection

THE VISUAL MODEL

Give the buyer room to make an informed decision.



The first call diagnoses and presents. The prospect then reviews the evidence and terms before the decision conversation.

MAKE IT WORK IN YOUR BUSINESS

Give the buyer room to make an informed decision.

The process starts with fit. A suitable application leads to an audit and pitch: map the current journey, identify the constraint and explain the proposed build.

Due diligence gives the buyer the relevant scope, proof, economics and answers. The decision call resolves the remaining questions and confirms the next step.

Follow-up should know where the person is. Someone preparing for an audit should receive preparation. Someone reviewing scope needs the answer to the outstanding question.

A stage-aware process supports the conversation. It should not keep sending a generic booking pitch after the appointment is already booked.

Use the full exercises in the field library

What the buyer needs before the audit

What the buyer needs before the decision call

The human keeps the judgment.

Repeated execution

- Prepare content from approved sources
- Deliver requested resources
- Confirm access and intake
- Answer supported routine questions
- Record results and open issues

Human judgment

- New claims and positioning
- Commercial commitments
- Scope changes and disputes
- Unsupported exceptions
- Direction and allocation

Routine questions can be answered from current policies and the customer's actual purchase and delivery stage. Repeated onboarding tasks can move through a verified sequence. Unresolved cases can arrive with context.

The owner still decides what the business stands for, what it promises and where it is going. A capable human support function handles exceptions, relationships and decisions the system should not make alone.

The goal is the smallest reliable structure for this business. Its size depends on volume, complexity and the promises being delivered.

Start by separating repeated execution from judgment. That gives each responsibility a sensible home.

PUT IT TO WORK

For your chosen handoff, name the execution owner and the person who will make the judgment call.

THE VISUAL MODEL

Use the numbers you can defend.



Value founder time separately from cash costs. Keep future savings as a scenario and count each cost once. Subtract tools, human oversight, maintenance and contractual revenue share when estimating net value.

MAKE IT WORK IN YOUR BUSINESS

Use the numbers you can defend.

Separate recoverable paid work, documented avoidable loss and projected additional contribution. They are different kinds of value.

Then subtract the added operating costs: software, monitoring, human oversight, support and the revenue share applicable to the proposed engagement. Include installation cost when estimating payback.

Show a base case without unproven sales uplift. Show a second case with the projected uplift clearly identified. Track founder hours separately so a freed hour is not silently counted as cash.

If the build only makes sense with growth you cannot yet support, test that assumption before committing to the full scope.

PUT IT TO WORK

Field library: full formulas, input worksheet and a worked example where the base case does not justify the build.

The value supported by records

The growth assumption that still needs testing

WORKING SHEET / 1 OF 2

Put your chosen handoff through the test.

Use records from a representative period. Write the source beside each input. If an input is an assumption, label it.

The purpose is a decision you can trust. A large forecast built from optimistic percentages tells you less than a modest recoverable cost tied to actual work.

Your next step may be an installation, a narrower test or fixing the commercial foundation first. The numbers should help you choose.

01 Monthly recoverable paid execution cost

VALUE / PERIOD

EVIDENCE / ASSUMPTION

02 Documented preventable contribution loss

VALUE / PERIOD

EVIDENCE / ASSUMPTION

03 Projected additional contribution, separately

VALUE / PERIOD

EVIDENCE / ASSUMPTION

04 Added software, oversight, support and revenue share

VALUE / PERIOD

EVIDENCE / ASSUMPTION

PRINTABLE WORKING SHEET / USE YOUR RECORDS, NOT GUESSES

WORKING SHEET / 2 OF 2

Put your chosen handoff through the test.

Keep the base case and the projected uplift separate. Use the same reporting period throughout. Track founder hours as a separate measure of time.

05 Base case monthly net benefit

VALUE / PERIOD

EVIDENCE / ASSUMPTION

06 Net benefit with projected uplift

VALUE / PERIOD

EVIDENCE / ASSUMPTION

07 Upfront implementation cost and payback

VALUE / PERIOD

EVIDENCE / ASSUMPTION

08 Founder hours recovered, separately

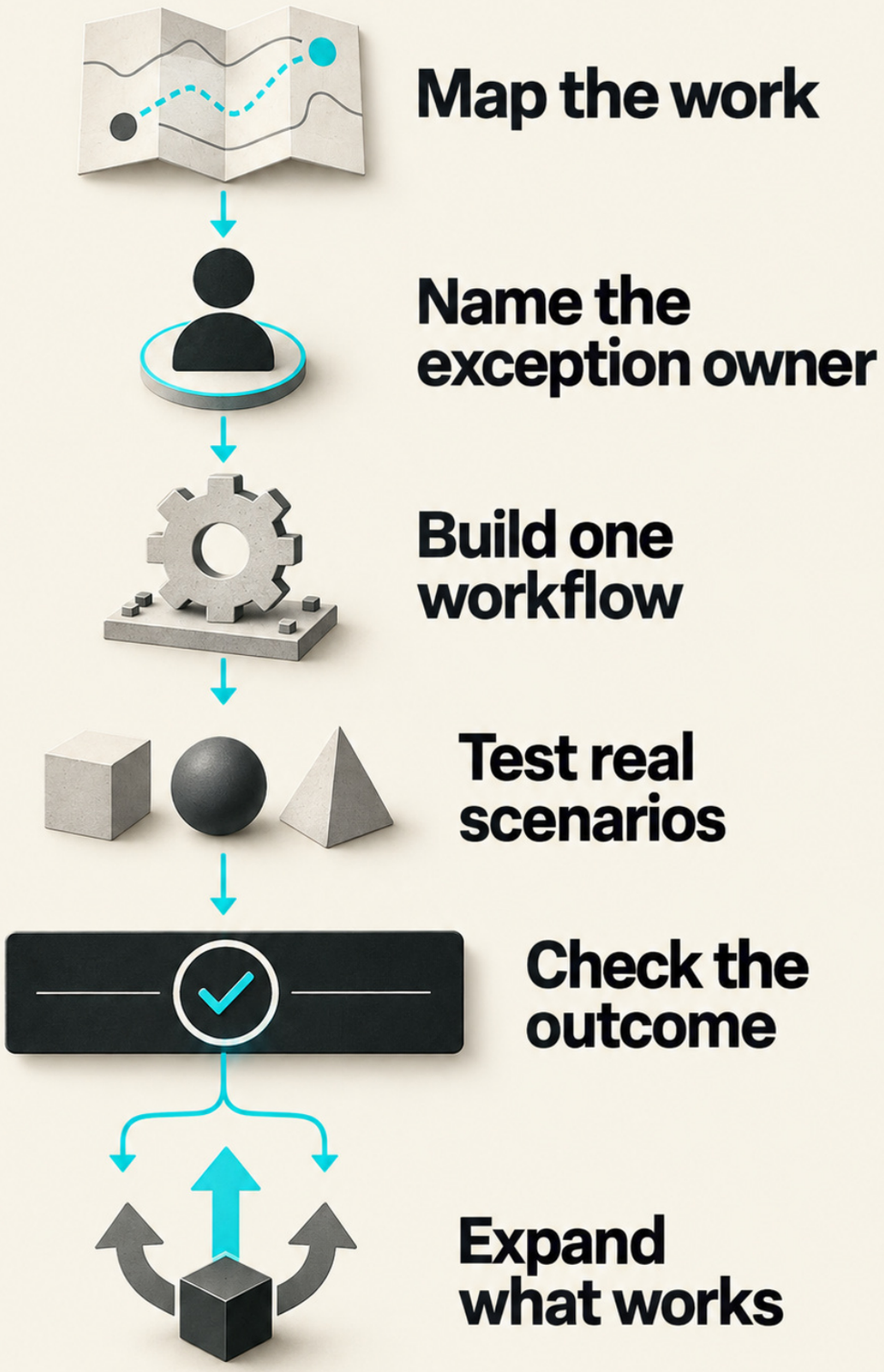
VALUE / PERIOD

EVIDENCE / ASSUMPTION

PRINTABLE WORKING SHEET / USE YOUR RECORDS, NOT GUESSES

THE VISUAL MODEL

Install one valuable handoff first.



Install one important workflow, test normal cases and exceptions, then expand from observed performance.

MAKE IT WORK IN YOUR BUSINESS

Install one valuable handoff first.

Choose one offer that already sells. Map the journey a real customer takes. Identify the handoff with the clearest business value.

Define the event, context, action, verification and exception owner. Build the sequence. Test missing information, duplicates and failed actions as well as the happy path.

Observe it in use. Compare completion, response time, exceptions, cost and founder involvement with the previous process.

Then connect the next valuable handoff.

This is how the full operating system becomes concrete. Each addition earns its place by completing useful work and improving the customer journey.

Use the full exercises in the field library

The first handoff we will specify and test

The outcome, failure cases and evidence we will inspect

THE VISUAL MODEL

Build for the business that is ready.



Strong positioning connects a problem worth solving, a buyer who can support the economics, and an outcome you can actually deliver.

MAKE IT WORK IN YOUR BUSINESS

Build for the business that is ready.

Operator OS is for established education, coaching and consulting businesses with a method worth implementing.

The strongest starting point is an offer that sells, a delivery process that produces a real outcome, and a repeated handoff whose cost or constraint can be shown.

If the offer or delivery is still unclear, use the field library to make it explicit. That work is valuable in its own right. It also gives an implementation something solid to execute.

If the method works and the handoffs keep pulling you back in, evaluate whether the scope and economics support an installation.

Use the full exercises in the field library

The proven foundation we already have

The constraint and economics we need to demonstrate

THE IMPLEMENTATION DECISION

Find out what your business can stop needing you for.

Bring one offer that already sells, your current customer journey, and recent collection and cost data. We will evaluate the handoff worth fixing first, the proposed scope and whether the economics justify Operator OS.

Standard implementation

$25,000 setup, plus $2,500 a month starting after 90 days, plus 8-12% revenue share.

Qualified partnership

$0 upfront and 15-25% revenue share, when partnering can pay Viral Growth Media $100,000 within 90 days. That is about $33,333 a month to VGM, which needs roughly $133,000 to $222,000 a month of attributed new revenue depending on the share. No payment plan.

The agreement defines scope, the eligible revenue base, attribution, refunds, timing and responsibilities. Qualification is not an earnings promise.

Audit and pitch / Due diligence / Decision call

Apply for an Operator OS audit

THE COMPLETE FIELD LIBRARY

Keep the complete method. Use the section you need.

The field library brings both original resources together with the AI Growth Execution Blueprint and historical proof.

01 **For a clearer message**

story, brand, buyer awareness and unique mechanism.

02 **For stronger content**

the 10 × 10 × 10 exercise, fourteen hook types, emotional frameworks and distribution.

03 **For better conversion**

offer interviews, free/gated/paid architecture, lead magnets, objections, education and the two-call sales process.

04 **For better economics**

products, programs, services, partnerships and the full financial models.

05 **For implementation**

operating responsibilities, one-offer mapping, process specifications, completion checks and exception testing.

06 **For proof**

historical cases, original messages, screenshots and testimonial sources.

You do not have to read it in order. Work on the decision in front of you.

Open the complete field library