

*The*  
7 RINGS  
*of*  
MILLIONAIRE  
MARKETERS



*The*  
7 RINGS  
*of*  
MILLIONAIRE  
MARKETERS

*Your Simple & Proven Path  
to Marketing Success*

*Authored by*  
GOPAL KRISHNAN



**PENMAN** BOOKS  
A BOOK PUBLISHING COMPANY



## **PENMAN BOOKS**

Office No. 303, Kumar House Building,  
D Block, Central Market, Opp PVR Cinema,  
Prashant Vihar, Delhi 110085, India  
Website: [www.penmanbooks.com](http://www.penmanbooks.com)  
Email: [publish@penmanbooks.com](mailto:publish@penmanbooks.com)

First Published by Penman Books 2021  
Copyright © Gopal Krishnan 2021  
All Rights Reserved.

Title: The 7 Rings of Millionaire Marketers  
Price: ₹000 | \$00.00  
ISBN: 978-93-90617-09-8

No part of this book may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying recording, or by any informational storage or retrieval system without the expressed written, dated and signed permission from the author.

**LIMITS OF LIABILITY/DISCLAIMER OF WARRANTY:** The author and publisher of this book have used their best efforts in preparing this material. The author and publisher make no representation or warranties with respect to the accuracy, applicability or completeness of the contents. They disclaim any warranties (expressed or implied), or merchantability for any particular purpose. The author and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. The information presented in this publication is compiled from sources believed to be accurate, however, both the publisher and author assume no responsibility for errors or omissions. The information in this publication is not intended to replace or substitute professional advice. The strategies outlined in this book may not be suitable for every individual, and are not meant to provide individualized advice or recommendations.

The advice and strategies found within may not be suitable for every situation. This work is sold with the understanding that neither the author nor the publisher are held responsible for the results accrued from the advice in this book.

All disputes are subject to Delhi jurisdiction only.

“

*Gopal's 7 Rings simplifies the path for Non-Marketers to become Millionaire Marketers. It's the first book I would recommend to read for all aspiring Marketers.*



**—Deepak Kanakaraju**  
*Digital Marketer with more than  
a million Subscribers  
([www.DigitalDeepak.com](http://www.DigitalDeepak.com))*

”



# CONTENTS

<i>Part One:</i>	<i>The 7 Rings - An Overview</i> .....	<i>1</i>
<i>Part Two:</i>	<i>The Focus Rings</i> .....	<i>7</i>
<i>Part Three:</i>	<i>The Refine Rings</i> .....	<i>17</i>
<i>Part Four:</i>	<i>The Scale Rings</i> .....	<i>23</i>
<i>Conclusion</i> .....		<i>27</i>



PART ONE

**THE 7 RINGS -  
AN OVERVIEW**

## 2 THE 7 RINGS OF MILLIONAIRE MARKETERS

“I am not satisfied with the revenue I am generating from my Marketing Campaigns.”

As a Marketing Teacher to 100k+ students over the past four years, I have heard this often from Entrepreneurs during my group coaching and 1-to-1 sessions.

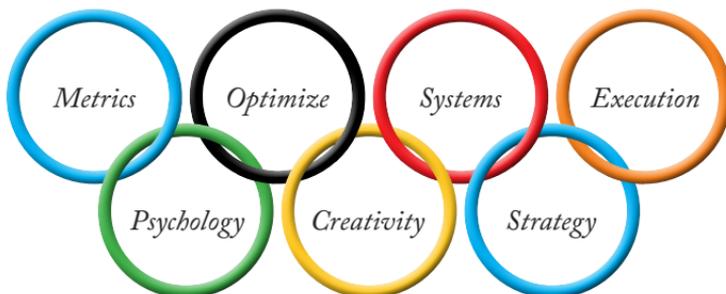
Every single Entrepreneur, and that includes you, has the potential to become a Millionaire Marketer and scale their business to a million dollars in revenue.

However, what separates those who become Millionaire Marketers and those who don't are the Skills they chose to master.

Through my actual hands-on work with my agency clients and students, I have found out 7 Skills every Millionaire Marketer needs to master.

And, with this book, my wholehearted promise to you is to help you discover those 7 Skills.

### THE MAGIC OF THE 7 RINGS



The reason I call these 7 Rings and not 7 Skills is pretty simple. All the seven skills are interconnected, one building up to the next.

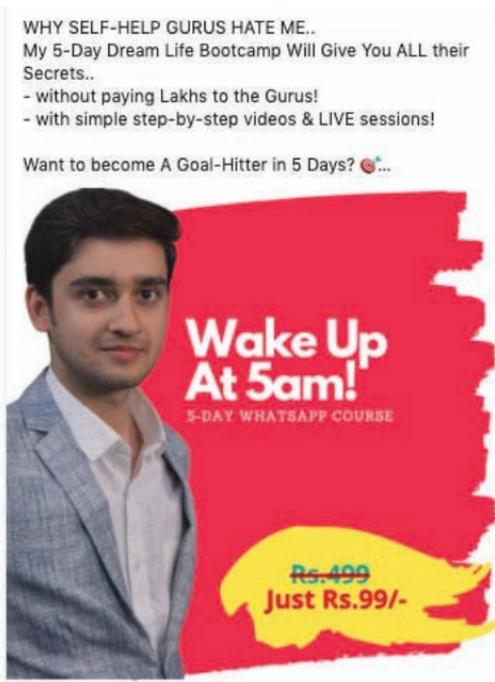
For example, many Entrepreneurs struggle with their marketing because they are running after **the latest and the greatest Marketing “Strategy” in their industry.**

And, that’s the reason they burn their money on ads. Let me explain this with an example.

Given below is a Facebook ad that made 1 crore in revenue in 140 days for one of my students.

WHY SELF-HELP GURUS HATE ME..  
My 5-Day Dream Life Bootcamp Will Give You ALL their Secrets..  
- without paying Lakhs to the Gurus!  
- with simple step-by-step videos & LIVE sessions!

Want to become A Goal-Hitter in 5 Days? 🎯...



**Wake Up  
At 5am!**  
5-DAY WHATSAPP COURSE

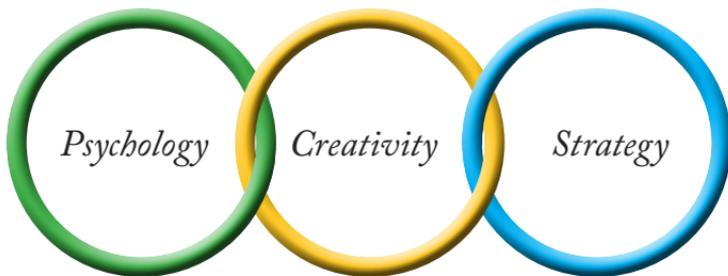
~~Rs.499~~  
**Just Rs.99/-**

#### 4 THE 7 RINGS OF MILLIONAIRE MARKETERS

Here he uses the Binge Marketing Strategy which I will be explaining later in the book.

But without the skills of understanding buyer “Psychology” and communicating a message with “Creativity,” the Binge Marketing “Strategy” won’t work.

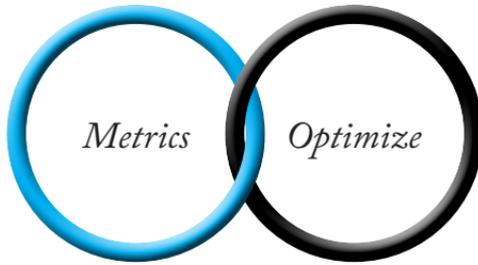
As a Millionaire Marketer, your Focus should be on Psychology, Creativity, and Strategy in that order. That’s what we will be covering in Part Two of this book that I call “The Focus Rings.



Once you launch your campaigns based on a Strategy and start getting results, you need to make them consistent and predictable.

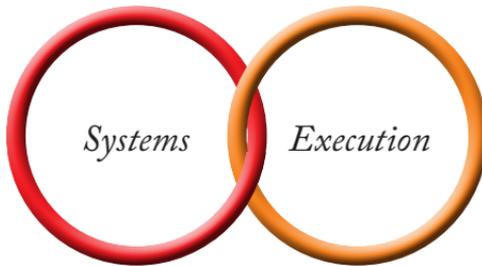
So, the next set of rings is about Refining the campaigns by properly tracking Metrics and Optimizing your campaigns till you have a winning campaign that can be scaled.

In Part Three of this book, I will be covering “The Refine Rings.”



And, once you have refined it to the point where it can be automated or outsourced, you create the “Systems” and “Execute” them to scale your campaigns to Million Dollars or more.

You will be discovering “The Scale Rings” in Part Four of this Book.



Don't worry if any of the above doesn't make sense to you right now. It will make all the sense when you finish reading this book.



PART TWO

# THE FOCUS RINGS



## RING #1 - PSYCHOLOGY

### WHY PEOPLE BUY?

If you understand the Psychology behind the above question, you will be miles ahead of everyone else who tries their hands at marketing. Let me explain this with the same ad I showed before.



20,000+ people have bought into the “Wake up at 5 AM” Offer in just 140 days.

Why Did So Many People Buy the Offer in such a short time?

People bought it because they wanted to move from “Procrastination” to “Productivity.”

All the products we buy are because we want to stop procrastinating our unproductivity with our current habits/things and become more productive with new habits/things.

People don’t want to buy your Product / Service / Program.

People are buying their next level of Productivity.

If you still doubt this, go to your recent orders on Amazon and see what you have bought for yourself.

So, your first job as a Marketer is to find what level of new “Productivity” people are buying already

in your Market with their hard-earned money so that you understand their Psychological buying patterns.

The easiest way to do this Market Research is to Google the Top 10 Products/Books/Coaches in your Industry and browse through their websites/ email newsletters etc.

Once you find out the psychology behind Why People Buy In Your Market, you are ready for the next Ring of Action.

## RING #2 - CREATIVITY

### WHY BUY MINE?

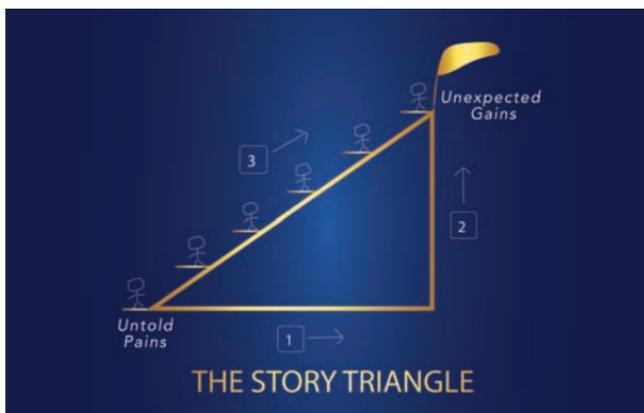
With the second Ring of Creativity, you need to argue with your prospects why they should buy your product/service over other competing solutions and go to their next level of “Productivity.”



And, only when you have proven it to them beyond doubt, they will buy from you and not your competitors.

### HOW CAN YOU DO IT?

You do it with the power of the “Story Triangle.”



*The Story Triangle*

The Story Triangle is about telling three stories that convert prospects into customers.

- Stories of Untold Pains
- Stories of Unexpected Gains
- Stories of Prospects moving from Untold Pains → Unexpected Gains

### STORIES OF UNTOLD PAINS

What are the fears and frustrations your prospect is facing right now, that is not acknowledged by your competitors?

### STORIES OF UNEXPECTED GAINS

What are the dreams and desires your prospects are having right now, that's not acknowledged by your competitors?

### STORIES OF PROSPECTS MOVING FROM UNTOLD PAINS → UNEXPECTED GAINS

How have people moved from their Untold Pains to UnExpected Gains differently with your solution compared to your competitors?

I will explain the Story Triangle by expanding the text on the same ad again..

## 12 THE 7 RINGS OF MILLIONAIRE MARKETERS

Want to become A Goal-Hitter in 5 Days? 🎯

I went from being LAZY and failing my Class 11 exam to building a 20 Crore-in-sales e-commerce business in 3 years and I am just 28 years old! 🚀

I Created The Dream Life System to Show EXACTLY How I Built My Dream Life..

People call it "The Procrastination-Killer Workshop!" as it will make you:

- ✓ Never Be Lazy Again!
- ✓ Achieve GOALS like Clockwork!
- ✓ Design & Live A DREAM LIFE!

The Most CRAZY-AMAZING 5 Days are HERE:

➡ DAY 1 - Kill Procrastination Forever 🧠

➡ DAY 2 - Wake Up At 5 AM Every Day 🕒

➡ DAY 3 - Build A Permanent Exercise Habit 🏃

➡ DAY 4 - Bulletproof Mind for Automatic Success 😊

➡ DAY 5 - LIVE Exercise that Will Decide The Future!  
(Live Session)

Want to keep wasting time? 🤔

Or TAKE CONTROL & Build A Dream Life?

(Over 1000+ people have already joined.. Don't miss this amazing community!)

🚀 We are kickstarting the 5-Day Dream Life Bootcamp WhatsApp Class this Monday & the spots are filling up Fast.

LAST few Rs.99/- Spots are available..

- STORIES OF UNTOLD PAINS

Through his research, Ankit found out that the one overwhelming fear people faced every day was to wake up at 5 am at least the next day.

And they were frustrated because they were not able to do it even after repeated attempts.

- STORIES OF UNEXPECTED GAINS

He created his 5-Day Workshop, with which people will wake up at 5 am in less than five days for just Rs.99

- STORIES OF UNTOLD PAINS → UNEXPECTED GAINS

He showcased his own story on the ad of how he was able to run a million-dollar e-commerce company.

Armed with these 3 stories, Ankit created the Facebook ad campaign through which he generated 20,000 customers that translated to 1 crore in revenue.

**Pro Tip:** You can learn the Rings of Psychology and Creativity unconsciously by hand copying Million Dollar Ads for 90 days. I call it The Million Dollar Hands. You can learn more by coming to my Binge Marketing Workshop at [www.BingeMarketing.com](http://www.BingeMarketing.com)

## RING #3 - STRATEGY

If you have been overwhelmed with all the digital marketing strategies on the Internet, let me simplify it for you.



All Marketing or Digital Marketing Strategies is only about 3 Elements

- Traffic
- Value
- Offer

You either drive from a Traffic source like Facebook or Google, create value for them using Emails/Messenger/Websites and make an Offer through Webinars/1-to-1 Calls.

And, all problems in Marketing happens because we try to make an offer before we create value.

Recently, I discovered a Marketing Strategy that is giving me and our clients 20 - 40% conversions without doing High-Pressure Webinars or 1-to-1 calls.

It's about making your prospects engage with your WhatsApp Class for 2-5 days just like people Binge-Watch Netflix movies or TV shows before you make an offer to your products/services.

I call it **Binge Marketing**.

To help you understand the ‘7 Rings’ better, I will be explaining it based on the Binge Marketing Strategy from now.

When I say WhatsApp Class, it’s nothing but a WhatsApp Group where people come and consume your videos.

*Here’s the Bird’s eye view of  
the Binge Marketing Strategy used by Ankit*



**5 Day Bootcamp 2 7/12** ⓘ  
Created 12/3/2020 at 10:56 PM

**Description** ⓘ

**Boot Camp Starts 9am, 7th December (Monday)** ⓘ

Please block **60 minutes** of your time daily to watch the daily Video lessons from **DAY 1 to DAY 4**, which will be shared in this group.

Also, block 90 mins of your time on **DAY 5 (Friday - 11th December) at 8pm** for A LIVE Session!



When people who enter your WhatsApp Class are able to wake up at 5 am with your education and coaching, they will have no resistance when you pitch your next level product/service on the 5th day.

I will explain how the numbers work with this Strategy.

If you enroll 1000 people into your WhatsApp Class, 200-400 (20-40%) of them will convert into your next level product/service as you have created value for them.

Based on your product and its price, the conversions will vary.

Given below is an ad that has helped us to get 10,000+ customers in less than 8 months and help us convert 2000+ clients into our next-level programs.



The advertisement features a man in a dark suit and white shirt, sitting at a wooden desk and making a peace sign with both hands. The background is a dark green wall with a pattern of white icons representing various digital marketing and technology concepts. The text is white and bold, set against the dark background.

Convert your Skill-Set into a  
**WhatsApp Class**  
in  
**5 DAYS**

WORKSHOP.BINGEMARKETING.COM  
**5-Day Extensive Training @ just INR 199** 🔥  
Convert Your Skillset into a Whatsapp Class in 5 Days witho...

[Learn More](#)

Binge Marketing is the only strategy that helps you

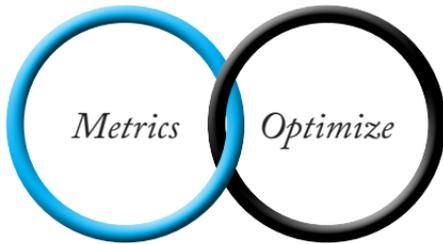
- Create a tangible value for your prospect before you make your actual offer.
- Get started with just a WhatsApp Group

## **18** THE 7 RINGS OF MILLIONAIRE MARKETERS

It will help you finally move on from the “One-Night Stands” of Webinars or 1-to-1 calls and help you start Long term Relationships with your potential clients.

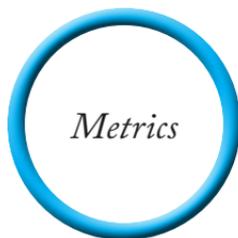
PART THREE

# THE REFINE RINGS



## RING #4 - METRICS

The reason so many people don't track metrics in their Marketing is that it's too technical and complicated.



With Binge Marketing, all that you need to scale your business to a million dollars or more is to measure just 2 metrics of 2 funnels.



Before I go further, I will explain what a Funnel is. A Funnel is nothing but the process of converting prospects into Customers (First Time Buyer) and Customers into Clients (Repeat Buyers).

The problem is that most people think their Marketing is made of only one Funnel. You need to see your entire Marketing Strategy as Two Funnels.

1. Customer Funnel
2. Client Funnel

Now, the only metric you need to measure with the Customer Funnel is your Customer Acquisition Cost.

If you're trying to sell a Rs.499 offer, all you need to do is to make sure that the Cost doesn't exceed Rs.499 to acquire a customer.

This way you can acquire whatever number of customers you need in your Client Funnel to hit your Million Dollar number.

And, with your Client Funnel, the only metric you need to track is your Client Conversion Rate. Client Conversion Rate is the percentage of Clients you are able to convert from Customers.

If you are able to convert 20 clients out of 100 Customers, your Client Conversion Rate is 20%.

So, if you charge 15k for a client, you need 2000 customers to hit 60 Lakhs/month which roughly translates to Million Dollars in 12 months.

## RING #5 - OPTIMIZE

This Ring is about optimizing just one metric: The Customer Acquisition Cost.



If you can somehow keep it below the price you charge for a Customer, we can scale the Funnel to hit Million Dollars no matter what the Client Conversion Rate is.

With rising ad costs of today's ad platforms like Facebook and Google, it's literally not possible to break even on the front end.



So, how do you achieve Scale without breaking your Bank Account? You create more channels to acquire customers without spending on ads.

For e.g. you create Joint Ventures, Referral Partners & Affiliates to acquire customers at a much lesser cost so that you can break even with the Customer Funnel

The ideal percentage of customers you acquire through other channels should be between 30-40% to compensate for the ad cost.

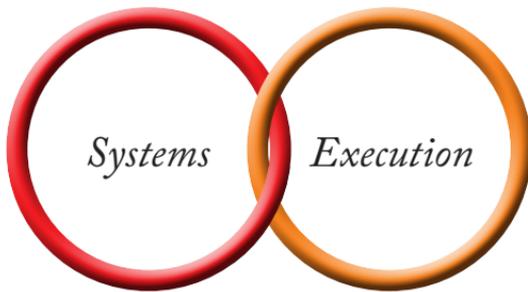
This is how we were able to scale to 26.74 lakhs over a period of 5 days with our Binge Marketing Campaign. 30-40% of our customers were through JV Partners & Affiliates.

From	To
2020-07-25	2020-07-29
TOTAL EARNINGS	TOTAL TRANSACTIONS
₹26,74,647	445



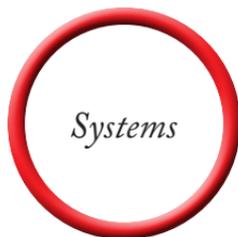
PART FOUR

# THE SCALE RINGS



## RING # 6 - SYSTEMS

Would you want to scale your Funnels faster without spending more time? Then you really need to build Systems.



When I say Systems, people are scared that they need to create checklists, Standard Operating Procedures etc.

For e.g. some of the Systems you can implement to Scale Faster would be:

- MARKETING SYSTEM
- REFERRAL SYSTEM
- CASE STUDY SYSTEM
- FOLLOW UP SYSTEM
- SALES SYSTEM

If it looks daunting, let me demystify these systems for you.

The Marketing System could just be creating 2 Video Ads per Week.

A Possible Referral System can be giving away a digital product when they refer 4 people to your Customer Funnel.

A Case Study System could just be scheduling 2 Zoom Interviews with your successful Clients every week.

One of the Follow-up Systems you can set up is sending 2 emails with Case Studies to your Customers who didn't become clients.

And, the Sales System could just be a Powerpoint Presentation that closes 30% of Attendees in the Zoom Room.

That's how easy when you know what the systems you need to create are.

## RING #7 - EXECUTION

Now comes the final and the toughest ring of them all - Execution.

How do you Execute All the Systems without getting overwhelmed?



Let's say you want to execute the Marketing System of creating 2 Video Ads per week.

It looks daunting at the outset. All you have to do is divide the system into daily doable tasks and work on it every day.

Your Weekly Execution schedule can look like something like this:

Day 1 - Create Script #1

Day 2 - Record Video #1

Day 3 - Create Script #2

Day 4 - Record Video #2

Day 5 - Launch Video Ads

I call this Binge Working and you can do it yourself or hire a team to do it for you.

# CONCLUSION

That's the 7 Rings of Millionaire Marketers. It has helped thousands of my students to clarify their path from Level Zero → Level Millionaire. I hope it did the same for you.

Get your bonuses for buying the book at



[www.bingemarketing.com/gifts](http://www.bingemarketing.com/gifts)

