



PROFITIQS

AFFILIATE MARKETING KIT · 2026

Manufacturing Business Intelligence System



[illegible]

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Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Manufacturing — Niche Overview and Product Facts

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Verified product facts

Exact product name: Manufacturing Business Intelligence System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 10 sheets; Field Guide PDF — 46 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 29 sheets; Field Guide PDF — 74 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	\$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):

<https://www.profitiqs.com/industries/manufacturing>

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727212	https://www.checkout-ds24.com/product/727212
Elite	727124	https://www.checkout-ds24.com/product/727124
Complete	726901	https://www.checkout-ds24.com/product/726901

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see **[YOUR AFFILIATE LINK]** throughout this kit).

Audience

Small manufacturers tracking production cost, output, and margin, from single-product shops to growing operations with several product lines..

Buyer profiles (HYPOTHESIS)

The contract manufacturer. Makes products to other companies' specs and needs each production run costed against the order that paid for it.

The job shop. Runs custom and small-batch work and prices each job separately, with margin that can swing from run to run.

The single-product producer. Makes one defined product at volume and lives or dies on the cost of materials, labor and overhead in that one line.

The growing shop adding product lines. Started with one product and is adding more, and needs to see which lines carry the business and which ones drain it.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Production cost found out too late.** Materials, labor and overhead on a run often get totaled up after the product has shipped, once the price was already set.
- **Margin that swings by product.** One product line can carry the shop while another barely covers its own materials, and without a per-product view it is hard to tell which is which.
- **Production orders and sales orders drifting apart.** What the floor is actually making and what customers actually ordered can quietly stop matching.
- **Inventory tying up cash.** Raw materials and finished goods sitting on the shelf are cash the shop cannot use for anything else.
- **Late-paying commercial customers.** Unpaid invoices on business accounts turn into cash-flow pressure fast.
- **Tax-time paperwork.** Material receipts, payroll and production records end up scattered by the time the accountant needs them.

Buyer motivations (HYPOTHESIS)

- Know true cost and margin on every product
- Keep production orders and sales orders in sync
- See which product lines are worth keeping
- Keep inventory from tying up cash
- Be organized for the accountant

Why someone might consider a business intelligence system

The common thread is visibility: manufacturing business owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Manufacturing Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner

entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Cost per unit:** What one unit costs to make once materials, labor and overhead are added up.
- **Product margin:** What a product keeps after its true production cost, as a share of what it sold for.
- **Inventory on hand:** The value of raw materials and finished goods sitting in the shop, tying up cash until they sell.
- **Accounts receivable:** Money customers owe for orders already shipped.
- **Net margin:** What the business keeps after all costs, as a share of revenue.
- **Open order value:** The value of sales orders taken but not yet produced and shipped.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "My accounting software already tracks this."
- "I am not an Excel person."
- "We are too small for this."
- "Which edition do I need?"
- "Will it make my products more profitable?"
- "Is it inventory or production-planning software?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: a shop owner opens Product Profitability and sees that their most-ordered product actually earns less per unit than a lower-volume line once materials and labor are counted.
- Hypothetical: a contract manufacturer reviews Production Orders mid-run and catches a material cost overrun before the order ships.

Manufacturing — Tier Comparison

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Product: Manufacturing Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 10 sheets	Elite — 29 sheets	Both workbooks
Field Guide (PDF)	46 pages	74 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Owners who want product setup, production entry, expenses, a dashboard, a business health snapshot and tax and deductions tracking.	Owners who also want a product master, production orders, sales orders, cost accounting, product profitability, inventory control, accounts receivable, cash flow and forecasting.	Owners who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 10)

- START HERE
- Tax Rate Reference
- SETUP
- PRODUCT SETUP
- PRODUCTION ENTRY
- EXPENSE ENTRY
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 29)

- 01 Start Here

- 02 Executive Dashboard
- 03 Executive Summary
- 04 Product Master
- 05 Production Orders
- 06 Sales Orders
- 07 Revenue Tracker
- 08 Expense Tracker
- 09 Cost Accounting
- 10 Product Profitability
- 11 Inventory Control
- 12 Customer Database
- 13 AR Aging
- 14 Cash Flow Center
- 15 KPI Scorecard
- 16 Business Health Score
- 17 Profit Leak Detector
- 18 Forecasting Center
- 19 Benchmarking Center
- 20 Customer Analytics Center
- 21 Tax Setup
- 22 Tax Reserve & VAT Center
- 23 Deduction Maximizer
- 24 Tax Readiness Center
- 25 Accountant Summary
- Tax Rate Reference
- 26 Glossary
- 27 Changelog
- 28 Core Engine

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (<https://www.checkout-ds24.com/product/726901>).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Manufacturing — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	You ran the shop full tilt this week. Which of those runs actually made money?	Talking head, then cut to the dashboard
2	Problem and solution	Pricing by gut feel? Some of your products might barely cover materials and labor.	Talking head, then cut to the dashboard
3	Problem and solution	Production orders and sales orders drift apart quietly. Do you know if they still match?	Talking head, then cut to the dashboard
4	Problem and solution	Raw materials and finished goods sitting on the shelf are cash you cannot use for anything else.	Talking head, then cut to the dashboard
5	Industry mistake	Manufacturing money mistake: pricing every product the same way.	Talking head with on-screen text
6	Industry mistake	Allocating overhead by guesswork is an easy habit to fall into.	Talking head with on-screen text
7	Industry mistake	A commercial invoice weeks overdue is your cash flow, not a detail.	Talking head with on-screen text
8	Industry mistake	Stop judging the month by how busy the floor was.	Talking head with on-screen text
9	Operational inefficiency	Production schedule in one place, costs in another, margin nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot compare your products side by side, you cannot see which ones pay.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Costing a run after it ships tells you what already happened, not what to charge next time.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the shop's books after a full day on the floor? Watch this.	Relatable POV clip
13	Owner frustration	Busy every week and still not sure which products are carrying the business?	Relatable POV clip
14	Owner frustration	Your accountant wants cost by product. You have a drawer of material receipts.	Relatable POV clip
15	Curiosity	What does a whole small manufacturing business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 29-sheet Excel system built just for small manufacturers. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every manufacturer should check on every product.	Screen recording reveal
18	Educational	Busy vs profitable: how a shop floor can tell the difference.	Whiteboard or on-screen definition
19	Educational	Cost per unit explained for small manufacturers in 30 seconds.	Whiteboard or on-screen definition
20	Educational	How to work out what a production run really earns.	Whiteboard or on-screen definition
21	Educational	Production orders vs sales orders: why the gap between them matters.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Manufacturing Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a production order and see the cost update.	Screen recording of the sample workbook
24	Product demonstration	This is what product profitability looks like when it is built for small manufacturers.	Screen recording of the sample workbook
25	Product demonstration	Cost Accounting: one sheet to see materials, labor and overhead per run.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your manufacturing business.	Split screen of the editions
27	Comparison and decision	Accounting software vs an owner's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"We are too small for this." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not fix a bad quote. Here is what it will do.	Talking head, objection as on-screen text

Manufacturing — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Manufacturing Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The contract manufacturer **Length:** about 34 seconds

1. Opening hook (0–3s): You ran the shop full tilt this week. Which of those runs actually made money?

2. Spoken narration: Materials, labor and overhead on a run often get totaled up after the product has shipped, once the price was already set. The Manufacturing Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, cost, margin and the key numbers are on the first screen.

3. On-screen text:

- Production cost found out too late
- Your shop on one screen
- Manufacturing Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Manufacturing business owners **Length:** about 32 seconds

1. Opening hook (0–3s): Three common money mistakes in a manufacturing business.

2. Spoken narration: One: pricing every product the same way regardless of true cost. Two: never comparing products on real margin. Three: letting production orders and sales orders drift out of sync. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Pricing every product the same way regardless of true cost
- Mistake 2: Never comparing products on real margin

- Mistake 3: Letting production orders and sales orders drift out of sync

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is cost per unit?

Type: Educational **Target audience:** Manufacturing business owners **Length:** about 27 seconds

1. Opening hook (0–3s): What is cost per unit, and why should you care?

2. Spoken narration: What one unit costs to make once materials, labor and overhead are added up. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Cost per unit
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Cost per unit if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Manufacturing business owners **Length:** about 33 seconds

1. Opening hook (0–3s): I opened a 29-sheet Excel system built just for small manufacturers. Here is what is inside.

2. Spoken narration: This is the Manufacturing Business Intelligence System™. The Elite edition has 29 sheets. Here is 10 Product Profitability. Each product shows its true cost and margin side by side. And this is 05 Production Orders. Each production order is tracked against the materials, labor and overhead it used.

3. On-screen text:

- Which products actually pay?
- What the floor is actually making

4. Visuals / screen recording: Screen recording: 10 Product Profitability, then 05 Production Orders

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The contract manufacturer **Length:** about 30 seconds

1. Opening hook (0–3s): Doing the shop's books after a full day on the floor? Watch this.

2. Spoken narration: Material receipts, payroll and production records end up scattered by the time the accountant needs them. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax-time paperwork
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 37 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your manufacturing business.

2. Spoken narration: Essential is \$97: owners who want product setup, production entry, expenses, a dashboard, a business health snapshot and tax and deductions tracking. Elite is \$197: owners who also want a product master, production orders, sales orders, cost accounting, product profitability, inventory control, accounts receivable, cash flow and

forecasting. Complete, \$249, gives you both.

3. On-screen text:

- Essential \$97
- Elite \$197
- Complete \$249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 26 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The formulas and dashboards are built; you log production and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Manufacturing Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 10 sheets; Elite has 29. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The single-product producer **Length:** about 30 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your manufacturing business.

2. Spoken narration: Open the dashboard. Check cost per unit and product margin. Then open 11 Inventory Control. Raw materials and finished goods are tracked so cash on the shelf is visible. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Cost per unit
- Check 11 Inventory Control
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 11 Inventory Control

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Manufacturing business owners **Length:** about 31 seconds

1. Opening hook (0–3s): There is one number every manufacturer should check on every product.

2. Spoken narration: It is inventory on hand. The value of raw materials and finished goods sitting in the shop, tying up cash until they sell. In the Manufacturing Business Intelligence System™, 09 Cost Accounting is where you see it alongside the rest of the business.

3. On-screen text:

- Inventory on hand
- Cost per unit, not a guess

4. Visuals / screen recording: Screen recording of 09 Cost Accounting**5. Call to action:** See the editions at the link in my bio. (Caption: #ad — affiliate link)**6. Destination:** [YOUR AFFILIATE LINK]**7. Claims to verify before posting:**

- 09 Cost Accounting content as shown in the sample file
- Disclosure included in caption or on screen

Manufacturing — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

You ran the shop full tilt this week. Which of those runs actually made money?

Materials, labor and overhead on a run often get totaled up after the product has shipped, once the price was already set.

The Manufacturing Business Intelligence System(TM) is a downloadable Excel system built for manufacturing business owners. Link in bio.

#ad -- affiliate link

#manufacturing #smallmanufacturer #manufacturingbusiness #productionmanagement
#jobshop #smallbusiness

2. Instagram

What does a whole small manufacturing business look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate, built in Excel.

Link in bio. #ad -- affiliate link

#manufacturing #smallmanufacturer #manufacturingbusiness #productionmanagement
#jobshop #smallbusiness

3. TikTok

Manufacturing money mistake: pricing every product the same way. #ad -- affiliate link
#manufacturing #smallmanufacturer #manufacturingbusiness #productionmanagement
#jobshop #smallbusiness

4. TikTok

Busy vs profitable: how a shop floor can tell the difference. Full breakdown in the video. #ad -- affiliate link
#manufacturing #smallmanufacturer #manufacturingbusiness #productionmanagement
#jobshop #smallbusiness

5. Facebook

Production orders and sales orders drift apart quietly. Do you know if they still match?

One product line can carry the shop while another barely covers its own materials, and without a per-product view it is hard to tell which is which.

If you run a manufacturing business, the Manufacturing Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

6. Facebook

Question for manufacturing business owners: cost per unit -- do you know yours?

What one unit costs to make once materials, labor and overhead are added up.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

7. LinkedIn

Pricing by gut feel? Some of your products might barely cover materials and labor.

Unpaid invoices on business accounts turn into cash-flow pressure fast.

The Manufacturing Business Intelligence System(TM) turns manufacturing business data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

8. LinkedIn

Three numbers every manufacturing business owner should review monthly:

1. Cost per unit
2. Product margin
3. Inventory on hand

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

9. X / Threads

Production schedule in one place, costs in another, margin nowhere. There is a simpler way. [YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your manufacturing business.

Essential \$97 - Elite \$197 - Complete \$249. Comparison in my latest Short. [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 short promotional posts

1. Raw materials and finished goods sitting on the shelf are cash you cannot use for anything else. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Allocating overhead by guesswork is an easy habit to fall into. [YOUR AFFILIATE LINK] #ad — affiliate link
3. A commercial invoice weeks overdue is your cash flow, not a detail. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot compare your products side by side, you cannot see which ones pay. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Busy every week and still not sure which products are carrying the business? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant wants cost by product. You have a drawer of material receipts. [YOUR AFFILIATE LINK] #ad — affiliate link
7. Cost per unit explained for small manufacturers in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. How to work out what a production run really earns. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Production orders vs sales orders: why the gap between them matters. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Accounting software vs an owner's Excel dashboard: they answer different questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Manufacturing Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at \$97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for manufacturing business owners — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Cost per unit explained** — Define cost per unit in plain English (What one unit costs to make once materials, labor and overhead are added up.) and show where it appears in the sample workbook.
2. **Product margin explained** — Define product margin in plain English (What a product keeps after its true production cost, as a share of what it sold for.) and show where it appears in the sample workbook.
3. **Inventory on hand explained** — Define inventory on hand in plain English (The value of raw materials and finished goods sitting in the shop, tying up cash until they sell.) and show where it appears in the sample workbook.
4. **Mistake: Judging the month by how busy the floor was** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Keeping receipts in a drawer until tax time** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes manufacturing business owners make

- **Slide 1:** 5 money mistakes manufacturing business owners make
- **Slide 2:** Pricing every product the same way regardless of true cost
- **Slide 3:** Never comparing products on real margin
- **Slide 4:** Letting production orders and sales orders drift out of sync
- **Slide 5:** Judging the month by how busy the floor was
- **Slide 6:** Letting raw material and finished goods inventory pile up unchecked
- **Slide 7:** See them all in one place -> Manufacturing Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a manufacturing business

- **Slide 1:** The numbers behind a manufacturing business
- **Slide 2:** Cost per unit: What one unit costs to make once materials, labor and overhead are added up.
- **Slide 3:** Product margin: What a product keeps after its true production cost, as a share of what it sold for.
- **Slide 4:** Inventory on hand: The value of raw materials and finished goods sitting in the shop, tying up cash until they sell.

- **Slide 5:** Accounts receivable: Money customers owe for orders already shipped.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Owners who want product setup, production entry, expenses, a dashboard, a business health snapshot and tax and deductions tracking.
- **Slide 3:** Elite — \$197: Owners who also want a product master, production orders, sales orders, cost accounting, product profitability, inventory control, accounts receivable, cash flow and forecasting.
- **Slide 4:** Complete — \$249: Owners who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Manufacturing Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your shop on one screen
- **Slide 3:** 10 Product Profitability: Which products actually pay?
- **Slide 4:** 05 Production Orders: What the floor is actually making
- **Slide 5:** 09 Cost Accounting: Cost per unit, not a guess
- **Slide 6:** 11 Inventory Control: What inventory is tying up
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My accounting software already tracks this." -> Accounting software records transactions. This workbook builds per-product cost, production orders, inventory, profitability, cash flow and tax set-aside from them. If your software already breaks out cost and margin...
- **Slide 3:** "I am not an Excel person." -> The formulas and dashboards are built; you log production and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "We are too small for this." -> Essential is designed for the core numbers: product setup, production entry, expenses, a dashboard, a health snapshot and tax and deductions. Elite is for shops that want cost and margin by product and by production...
- **Slide 5:** "Which edition do I need?" -> Essential (10 sheets) covers product setup, production entry, expenses, tax and deductions, a dashboard and a health snapshot. Elite (29 sheets) adds the product master, production orders, sales orders, cost...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. You ran the shop full tilt this week. Which of those runs actually made money?

2. Pricing by gut feel? Some of your products might barely cover materials and labor.
3. What does a whole small manufacturing business look like on one screen?
4. I opened a 29-sheet Excel system built just for small manufacturers. Here is what is inside.
5. Busy vs profitable: how a shop floor can tell the difference.
6. Cost per unit explained for small manufacturers in 30 seconds.
7. Here is the Executive Dashboard in the Manufacturing Business Intelligence System.
8. Watch me log a production order and see the cost update.
9. Essential or Elite? How to pick the right edition for your manufacturing business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Materials, labor and overhead on a run often get totaled up after the product has shipped, once the price was already set. The Manufacturing Business Intelligence System(TM) is a downloadable Excel system for manufacturing business owners: dashboards, reports and a tax set-aside estimate, built in.

Editions: Essential \$97 - Elite \$197 - Complete \$249

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

#manufacturing #smallmanufacturer #manufacturingbusiness #productionmanagement
#jobshop #smallbusiness

Description template B:

A look inside the Manufacturing Business Intelligence System(TM) with its sample data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires desktop Microsoft Excel.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Manufacturing — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Manufacturing business owners on your list who have not bought anything yet **Subject line:** Production cost found out too late? **Preview text:** Why a busy manufacturing business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Materials, labor and overhead on a run often get totaled up after the product has shipped, once the price was already set.

One product line can carry the shop while another barely covers its own materials, and without a per-product view it is hard to tell which is which.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The cost per unit question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any manufacturing business: cost per unit.

What one unit costs to make once materials, labor and overhead are added up.

Two more worth adding to your monthly check:

- Product margin: What a product keeps after its true production cost, as a share of what it sold for.
- Inventory on hand: The value of raw materials and finished goods sitting in the shop, tying up cash until they sell.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for manufacturing business owners **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Manufacturing Business Intelligence System(TM).

It is a downloadable Excel workbook built for manufacturing business owners. You log your own data and the dashboards, reports and tax set-aside estimate update for you. It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:

- 02 Executive Dashboard: Revenue, cost, margin and the key numbers are on the first screen.
- 10 Product Profitability: Each product shows its true cost and margin side by side.
- 05 Production Orders: Each production order is tracked against the materials, labor and overhead it used.
- 09 Cost Accounting: Materials, labor and overhead are added up per run, down to the unit.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

If you looked at the Manufacturing Business Intelligence System(TM) and were not sure which edition to pick, here is the short version:

- **Essential** -- \$97 (10 sheets): Owners who want product setup, production entry, expenses, a dashboard, a business health snapshot and tax and deductions tracking.
- **Elite** -- \$197 (29 sheets): Owners who also want a product master, production orders, sales orders, cost accounting, product profitability, inventory control, accounts receivable, cash flow and forecasting.
- **Complete** -- \$249: both editions together.

A good question to ask yourself: How many distinct products do you make?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Manufacturing Business Intelligence System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The formulas and dashboards are built; you log production and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will it make my products more profitable?" No tool can promise that. It shows cost and margin by product clearly so you can decide what to price, keep or drop.

If it fits how you run your manufacturing business, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Manufacturing — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	You ran the shop full tilt this week. Which of those runs actually made money?	Materials, labor and overhead on a run often get totaled up after the product has shipped, once the price was already set.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Manufacturing Business Intelligence System™	Excel business system for manufacturing business owners · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is cost per unit?	What one unit costs to make once materials, labor and overhead are added up.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole small manufacturing business look like on one screen?	Manufacturing Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Manufacturing system	02 Executive Dashboard · 10 Product Profitability · 05 Production Orders · 09 Cost Accounting	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Manufacturing Business Intelligence System™	Production cost found out too late	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Busy vs profitable: how a shop floor can tell the difference.	Manufacturing	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

graphics/launch-announcement.png	1080×1080	Now	Essential	See the	Stamp
announcement		available:	\$97 · Elite	editions	badge,
(square)		Manufacturing	\$197 ·		product
		Business	Complete		name,
		Intelligence	\$249		price
		System™			tags,
					dashboard
					exhibit;
					no
					countdown
					or
					urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in graphics/carousels/ -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

graphics/source/workbook-screenshots/Essential/ and .../Elite/ hold a real screenshot of every visible sheet in both editions (10 and 29 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Manufacturing — Audience and Objection Guide

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Target audience segments

- **The contract manufacturer:** Makes products to other companies' specs and needs each production run costed against the order that paid for it.
- **The job shop:** Runs custom and small-batch work and prices each job separately, with margin that can swing from run to run.
- **The single-product producer:** Makes one defined product at volume and lives or dies on the cost of materials, labor and overhead in that one line.
- **The growing shop adding product lines:** Started with one product and is adding more, and needs to see which lines carry the business and which ones drain it.

Common objections and honest responses

"My accounting software already tracks this." Accounting software records transactions. This workbook builds per-product cost, production orders, inventory, profitability, cash flow and tax set-aside from them. If your software already breaks out cost and margin by product, you may not need it.

"I am not an Excel person." The formulas and dashboards are built; you log production and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"We are too small for this." Essential is designed for the core numbers: product setup, production entry, expenses, a dashboard, a health snapshot and tax and deductions. Elite is for shops that want cost and margin by product and by production order.

"Which edition do I need?" Essential (10 sheets) covers product setup, production entry, expenses, tax and deductions, a dashboard and a health snapshot. Elite (29 sheets) adds the product master, production orders, sales orders, cost accounting, product profitability, inventory control, customer accounts, receivables, cash flow, forecasting and benchmarking.

"Will it make my products more profitable?" No tool can promise that. It shows cost and margin by product clearly so you can decide what to price, keep or drop.

"Is it inventory or production-planning software?" No. It is an owner's analysis workbook, not inventory management or production-scheduling software.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- How many distinct products do you make?
- Do you track cost by production run today?

- Do you want margin by product?
- Is inventory tying up cash a concern?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Owners who want product setup, production entry, expenses, a dashboard, a business health snapshot and tax and deductions tracking.
- **Elite:** Owners who also want a product master, production orders, sales orders, cost accounting, product profitability, inventory control, accounts receivable, cash flow and forecasting.
- **Complete:** Owners who want both editions in one package.

When the product is probably not a good fit

- Owners without desktop Microsoft Excel
- Shops needing inventory management, MRP or shop-floor scheduling software
- Large manufacturers requiring multi-user, real-time ERP systems
- Owners who will not log production and costs regularly

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Manufacturing — Pre-Publication Checklist

Tick every box before publishing anything for the Manufacturing Business Intelligence System™.

Product accuracy

- ☐ Product name written exactly as **Manufacturing Business Intelligence System™**
- ☐ Every feature you mention appears in 02-Tier-Comparison.md
- ☐ Prices shown as Essential \$97 / Elite \$197 / Complete \$249 and match the live page

Landing page

- ☐ Link points to the Manufacturing product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726901>)

Affiliate link

- ☐ Your own Digistore24 affiliate link replaces every placeholder
- ☐ The link opens the correct edition or marketplace entry

Tracking

- ☐ Click your link once from a private window and confirm it lands correctly
- ☐ Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- ☐ Disclosure is visible near the link or in the first lines of the caption
- ☐ Spoken or on-screen disclosure in videos

Call to action

- ☐ One clear CTA per post
- ☐ No invented discounts, bonuses or deadlines

Mobile readability

- ☐ Text on graphics readable on a phone
- ☐ Captions front-load the hook and link

Claims and compliance

- ☐ No income, savings, results or tax promises
- ☐ No fake testimonials, reviews or screenshots
- ☐ Hypothetical examples labeled as hypothetical
- ☐ Not described as AI, automation or a chatbot

Manufacturing — Paid Ad Copy (Meta Ads Manager)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace **[YOUR AFFILIATE LINK]** with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 26/27:

Production cost found out...

Headline, long form (≤40 char max) -- 34/40:

Production cost found out too late

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 122/125:

Materials, labor and overhead on a run often get totaled up after the product has shipped, once the price was already set...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 328 chars:

Materials, labor and overhead on a run often get totaled up after the product has shipped, once the price was already set. The Manufacturing Business Intelligence System(TM) is a downloadable Excel system for manufacturing business owners -- dashboards, reports and a tax set-aside estimate, already built. Three editions from \$97.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: **[YOUR AFFILIATE LINK]**

Product / features

Headline (≤27 chars, safest across placements) -- 20/27:

Manufacturing System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 121/125:

A downloadable Excel system built for manufacturing business owners. Dashboards, reports and a tax set-aside estimate --...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 273 chars:

The Manufacturing Business Intelligence System(TM) is a downloadable Excel workbook built for manufacturing business owners: dashboards, reports and a tax set-aside estimate, already built, with sample data so it works the moment you open it. Requires desktop Microsoft Excel.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 / \$197 / \$249

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

Compare 3 Editions

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

Essential \$97. Elite \$197. Complete \$249. Every edition: workbook, Field Guide, Quick Start.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 452 chars:

Essential (\$97): Owners who want product setup, production entry, expenses, a dashboard, a business health snapshot and tax and deductions tracking. Elite (\$197): Owners who also want a product master, production orders, sales orders, cost accounting, product profitability, inventory control, accounts receivable, cash flow and forecasting. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

Description (≤30 chars, shows on some placements only) -- 19/30:

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 13/27:

Cost per unit

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 117/125:

What one unit costs to make once materials, labor and overhead are added up. The Manufacturing Business Intelligence...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 219 chars:

Cost per unit: What one unit costs to make once materials, labor and overhead are added up. You can work it out by hand, or let the Manufacturing Business Intelligence System(TM) calculate it from the data you already log.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 17/27:

For Manufacturing

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 115/125:

Built specifically for manufacturing business owners -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 261 chars:

The Manufacturing Business Intelligence System(TM) is built specifically for manufacturing business owners, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 - \$197 - \$249

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see [graphics/](#)) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Manufacturing — Cold Email Sequence (8 emails)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace **[FIRST NAME]** and **[YOUR NAME]** before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your manufacturing business
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, manufacturing
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your manufacturing business

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of manufacturing business owners do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

Hi [FIRST NAME],

Here is something I notice a lot with manufacturing business owners.

Pricing every product the same way regardless of true cost.

It is an easy thing to fall into. You are busy running the manufacturing business. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every manufacturing business owner should know.

It is called cost per unit. In plain words: what one unit costs to make once materials, labor and overhead are added up.

Many owners could not tell you this number if you asked right now. Not because they do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, manufacturing

Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply "yes" and I will send it over.

[YOUR NAME]

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

Hi [FIRST NAME],

I want to be straight with you.

A lot of manufacturing business owners tell me something like this: "My accounting software already tracks this."

Here is the honest answer. Accounting software records transactions. This workbook builds per-product cost, production orders, inventory, profitability, cash flow and tax set-aside from them. If your software already breaks out cost and margin by product, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is okay. I would rather tell you the truth than waste your time.

[YOUR NAME]

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

Hi [FIRST NAME],

Picture this for a second.

A manufacturing business owner opens their numbers for the first time in months. The manufacturing business is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like production cost found out too late.

That is really all this is for. A simple way to see what is REALLY happening in your manufacturing business, every week, without extra work on top of your day.

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for manufacturing business owners. You enter your numbers, it shows you your profit, your biggest costs, and margin that swings by product.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Manufacturing Business Intelligence System(TM), built for exactly this. Three editions, starting at \$97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a manufacturing business is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.