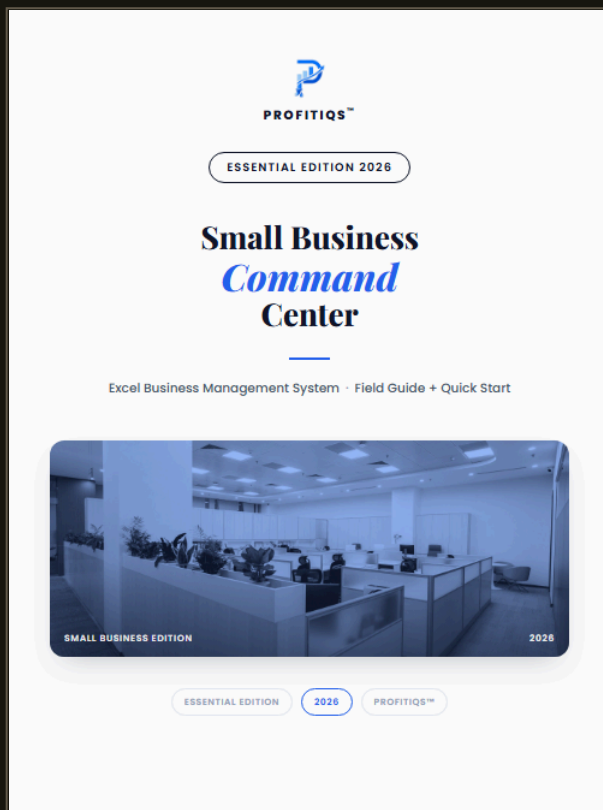




PROFITIQS

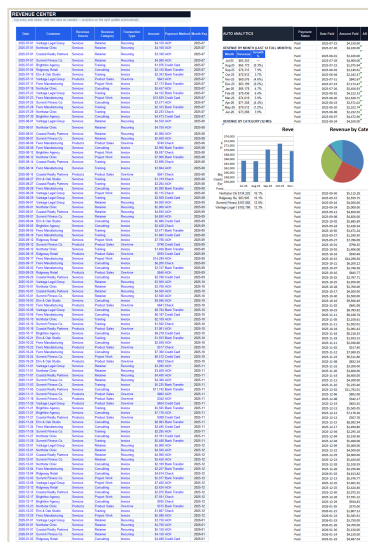
AFFILIATE MARKETING KIT · 2026

Small Business Command Center



What's Inside This Kit

Everything you need to promote Small Business Command Center™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

1. Niche Overview & Product Facts
2. Tier Comparison
3. 30 Video Hooks
4. 10 Video Scripts
5. Social Media Copy
6. Email Swipes
7. Graphic Briefs
8. Audience & Objections
9. Publishing Checklist
10. Paid Ad Copy (Meta Ads)
11. Cold Email Sequence

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.

Small Business Command Center — 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: Small Business Command Center™ **Allowed short form:** SBCC (social copy only, never as the product title) **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 9 sheets; Field Guide PDF — 37 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 27 sheets; Field Guide PDF — 55 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/small-business>

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

Edition	Digistore24 product ID	Checkout URL
Essential	727345	https://www.checkout-ds24.com/product/727345
Elite	727138	https://www.checkout-ds24.com/product/727138
Complete	726937	https://www.checkout-ds24.com/product/726937

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 business owners who need one system for business and operational visibility.

Buyer profiles (HYPOTHESIS)

The service or consulting firm. Bills clients for time or projects and wants one clean view of revenue, expenses and margin without an industry-specific tool built around job costing or crews.

The business that does not fit a trade niche. Runs a retail, wholesale or specialty business that is not a cleaning crew, a repair bay or a construction job, and has no use for job costing or crew tracking.

The owner running a few small revenue streams. Has more than one way the business makes money and wants them rolled into one dashboard instead of tracked separately in different places.

The owner starting simple. Wants to build the habit of tracking revenue, expenses and tax set-aside before deciding whether an industry-specific system is worth the extra sheets later.

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.

- **Revenue and expenses in separate places.** Bank app, invoicing tool and a shoebox of receipts rarely add up to one clear picture.
- **No single health check.** A busy month and a profitable month are not always the same month, and without a system it is hard to tell them apart.
- **Profit leaks hide in the details.** Small cost creep spread across several categories rarely shows up until it is already a pattern.
- **Customers tracked unevenly.** Some customers get remembered and some get forgotten, with nobody ranked by what they actually generate.
- **Unpaid invoices drift.** Money customers owe sits open longer than it should when nothing tracks how old it is.
- **Tax season surprises.** Deductions, estimated payments and a set-aside amount get worked out from memory instead of from the year's actual numbers.

Buyer motivations (HYPOTHESIS)

- See revenue, expenses and profit in one place
- Catch a profit leak before it becomes a pattern
- Know the business health score at a glance
- Keep unpaid invoices from drifting
- Be ready for the accountant without a shoebox

Why someone might consider a business intelligence system

The common thread is visibility: small business owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Small Business Command Center™ 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)

- **Net margin:** What the business keeps after every expense, as a share of revenue.
- **Business health score:** A single score that rolls revenue, margin, cash and other signals into one number you can track month to month.
- **Profit leak:** A cost or margin problem the Profit Leak Detector flags because it looks out of line with the numbers around it.
- **Accounts receivable aging:** How long unpaid customer invoices have been open, grouped into buckets.
- **Revenue by customer:** How much of total revenue comes from each customer, so the important ones are visible.
- **Tax set-aside:** An estimate of what to hold back for taxes based on the year's numbers so far.

Common objections

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

- "My bookkeeping software already shows this."
- "I am not an Excel person."
- "Why not get the industry-specific version?"
- "Which edition do I need?"
- "Will this grow my business?"
- "Is this just a generic template?"
- "Is it a subscription?"

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

- Hypothetical: a consulting firm owner opens the sample data in Executive Dashboard and sees the demo business running about \$833K in revenue with a 16.9% net margin over a 12-month rolling window, then swaps in their own numbers the same way.
- Hypothetical: an owner running three small side businesses under one LLC opens Business Health Score each month to see if the combined business is improving or just staying busy.

Small Business Command Center — 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: Small Business Command Center™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 9 sheets	Elite — 27 sheets	Both workbooks
Field Guide (PDF)	37 pages	55 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 revenue, expenses, deductions, a dashboard and a business health snapshot — the core numbers for any small business.	Owners who also want a business health score, profit leak detection, forecasting, benchmarking, customer analytics, growth planning and a full tax center.	Owners who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 9)

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

Elite 2026 — every visible sheet (VERIFIED, 27)

- 01 Start Here

- 02 Executive Dashboard
- 03 Executive Summary
- 04 Business Profile
- 05 Revenue Center
- 06 Expense Center
- 07 Cash Flow Center
- 08 AR Aging
- 09 KPI Scorecard
- 10 Business Health Score
- 11 Profit Leak Detector
- 12 Forecasting Center
- 13 Benchmarking Center
- 14 Customer Analytics Center
- 15 Profit Intelligence
- 16 Growth Intelligence
- 17 Annual Planning
- 18 Scenario Planning
- 19 Tax Setup
- 20 Tax Reserve & VAT Center
- 21 Deduction Maximizer
- 22 Tax Readiness Center
- 23 Accountant Summary
- Tax Rate Reference
- 24 Glossary
- 25 Changelog
- 26 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/726937>).
- 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".

Small Business Command Center — 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	Busy month, thin bank account. Do you know why?	Talking head, then cut to the dashboard
2	Problem and solution	Revenue and expenses live in different apps. Profit lives nowhere.	Talking head, then cut to the dashboard
3	Problem and solution	Some customers are worth more than others. Do you know which ones?	Talking head, then cut to the dashboard
4	Problem and solution	An unpaid invoice does not go away. It just gets older.	Talking head, then cut to the dashboard
5	Industry mistake	A common small business money mistake: judging the month by how busy it felt.	Talking head with on-screen text
6	Industry mistake	Letting expense categories creep without checking them is an easy trap.	Talking head with on-screen text
7	Industry mistake	Not ranking your customers by what they actually generate.	Talking head with on-screen text
8	Industry mistake	Buying industry-specific software for sheets you will never open.	Talking head with on-screen text
9	Operational inefficiency	One app for invoices, one for expenses, a notebook for notes. Profit nowhere.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot see your health score, you cannot track whether it is improving.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Mixing personal and business spending makes every number harder to trust.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the books at 11pm because the day never had time for it? Watch this.	Relatable POV clip
13	Owner frustration	Busy every week and still not sure the business is actually doing better?	Relatable POV clip
14	Owner frustration	Your accountant asked for a summary. You have a drawer of receipts.	Relatable POV clip
15	Curiosity	What does a whole small business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 27-sheet Excel system built for any small business. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one score every small business owner should check every month.	Screen recording reveal
18	Educational	Busy vs profitable: how to tell the difference in your own numbers.	Whiteboard or on-screen definition
19	Educational	What a business health score actually measures, explained in 30 seconds.	Whiteboard or on-screen definition
20	Educational	How accounts receivable aging works, and why it matters.	Whiteboard or on-screen definition
21	Educational	Why ranking customers by revenue changes how you spend your time.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Small Business Command Center.	Screen recording of the sample workbook
23	Product demonstration	Watch me log revenue and expenses and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what a business health score looks like when it is built for any small business.	Screen recording of the sample workbook
25	Product demonstration	The Profit Leak Detector: one sheet that flags what looks out of line.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your business.	Split screen of the editions
27	Comparison and decision	Industry-specific system or this one? Here is how to tell which fits.	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	"Why not the industry-specific version?" Fair question. Here is how to decide.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not grow your business. Here is what it will do.	Talking head, objection as on-screen text

Small Business Command Center — 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 Small Business Command Center™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The service or consulting firm **Length:** about 33 seconds

1. Opening hook (0–3s): Busy month, thin bank account. Do you know why?

2. Spoken narration: Bank app, invoicing tool and a shoebox of receipts rarely add up to one clear picture. The Small Business Command Center™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, expenses, profit and the key numbers sit together on the first screen.

3. On-screen text:

- Revenue and expenses in separate places
- Your whole business on one screen
- Small Business Command Center™

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:** Small business owners **Length:** about 33 seconds

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

2. Spoken narration: One: judging the month by how busy it felt instead of by the numbers. Two: letting small expense categories creep without checking them. Three: not ranking customers by what they actually generate. 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: Judging the month by how busy it felt instead of by the numbers
- Mistake 2: Letting small expense categories creep without checking them

- Mistake 3: Not ranking customers by what they actually generate

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 net margin?

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

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

2. Spoken narration: What the business keeps after every expense, as a share of revenue. 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:

- Net margin
- 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 Net margin 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:** Small business owners **Length:** about 37 seconds

1. Opening hook (0–3s): I opened a 27-sheet Excel system built for any small business. Here is what is inside.

2. Spoken narration: This is the Small Business Command Center™. The Elite edition has 27 sheets. Here is 11 Profit Leak Detector. Expense categories and margins are checked against the numbers around them, so a thin line stands out instead of hiding in a monthly total. And this is 10 Business Health Score. Revenue, margin, cash and a few other signals roll into a single score you can track month to month.

3. On-screen text:

- Where profit quietly leaks out

- One score for how the business is doing

4. Visuals / screen recording: Screen recording: 11 Profit Leak Detector, then 10 Business Health Score

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 service or consulting firm **Length:** about 31 seconds

1. Opening hook (0–3s): Doing the books at 11pm because the day never had time for it? Watch this.

2. Spoken narration: Deductions, estimated payments and a set-aside amount get worked out from memory instead of from the year's actual numbers. 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 season surprises
- 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 36 seconds

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

2. Spoken narration: Essential is \$97: owners who want revenue, expenses, deductions, a dashboard and a business health snapshot — the core numbers for any small business. Elite is \$197: owners who also want a business health score, profit leak detection, forecasting, benchmarking, customer analytics, growth planning and a full tax center. 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 27 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 dashboards and formulas are already built; you enter revenue and expenses. Each edition includes a Field Guide and a Quick Start. It does require 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 Small Business Command Center™.

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 9 sheets; Elite has 27. 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 owner running a few small revenue streams

Length: about 31 seconds

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

2. Spoken narration: Open the dashboard. Check net margin and business health score. Then open 14 Customer Analytics Center. Customers are ranked so you can see who drives the revenue and who is just activity. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Net margin
- Check 14 Customer Analytics Center
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 14 Customer Analytics Center

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:** Small business owners **Length:** about 30 seconds

1. Opening hook (0–3s): There is one score every small business owner should check every month.

2. Spoken narration: It is profit leak. A cost or margin problem the Profit Leak Detector flags because it looks out of line with the numbers around it. In the Small Business Command Center™, 08 AR Aging is where you see it alongside the rest of the business.

3. On-screen text:

- Profit leak
- Who owes you, and how long

4. Visuals / screen recording: Screen recording of 08 AR Aging**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:**

- 08 AR Aging content as shown in the sample file
- Disclosure included in caption or on screen

Small Business Command Center — Social Media Copy

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

10 social captions

1. Instagram

Busy month, thin bank account. Do you know why?

Bank app, invoicing tool and a shoebox of receipts rarely add up to one clear picture.

The Small Business Command Center(TM) is a downloadable Excel system built for small business owners. Link in bio.

#ad -- affiliate link

#smallbusiness #smallbusinessowner #smallbusinessfinance #businessowner #cashflow #bookkeeping

2. Instagram

What does a whole small 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

#smallbusiness #smallbusinessowner #smallbusinessfinance #businessowner #cashflow #bookkeeping

3. TikTok

A common small business money mistake: judging the month by how busy it felt. #ad -- affiliate link #smallbusiness #smallbusinessowner #smallbusinessfinance #businessowner #cashflow #bookkeeping

4. TikTok

Busy vs profitable: how to tell the difference in your own numbers. Full breakdown in the video. #ad -- affiliate link #smallbusiness #smallbusinessowner #smallbusinessfinance #businessowner #cashflow #bookkeeping

5. Facebook

Some customers are worth more than others. Do you know which ones?

A busy month and a profitable month are not always the same month, and without a system it is hard to tell them apart.

If you run a business, the Small Business Command Center(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 small business owners: net margin -- do you know yours?

What the business keeps after every expense, as a share of revenue.

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

Revenue and expenses live in different apps. Profit lives nowhere.

Money customers owe sits open longer than it should when nothing tracks how old it is.

The Small Business Command Center(TM) turns 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 small business owner should review monthly:

1. Net margin
2. Business health score
3. Profit leak

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

One app for invoices, one for expenses, a notebook for notes. Profit nowhere. [YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your 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. An unpaid invoice does not go away. It just gets older. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Letting expense categories creep without checking them is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Not ranking your customers by what they actually generate. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot see your health score, you cannot track whether it is improving. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Busy every week and still not sure the business is actually doing better? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant asked for a summary. You have a drawer of receipts. [YOUR AFFILIATE LINK] #ad — affiliate link
7. What a business health score actually measures, explained in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. How accounts receivable aging works, and why it matters. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Why ranking customers by revenue changes how you spend your time. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Industry-specific system or this one? Here is how to tell which fits. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Small Business Command Center™: [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 small 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. **Net margin explained** — Define net margin in plain English (What the business keeps after every expense, as a share of revenue.) and show where it appears in the sample workbook.
2. **Business health score explained** — Define business health score in plain English (A single score that rolls revenue, margin, cash and other signals into one number you can track month to month.) and show where it appears in the sample workbook.
3. **Profit leak explained** — Define profit leak in plain English (A cost or margin problem the Profit Leak Detector flags because it looks out of line with the numbers around it.) and show where it appears in the sample workbook.
4. **Mistake: Letting unpaid invoices sit open without a process** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Buying an industry-specific tool for sheets you will never open** — 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 small business owners make

- **Slide 1:** 5 money mistakes small business owners make
- **Slide 2:** Judging the month by how busy it felt instead of by the numbers
- **Slide 3:** Letting small expense categories creep without checking them
- **Slide 4:** Not ranking customers by what they actually generate
- **Slide 5:** Letting unpaid invoices sit open without a process
- **Slide 6:** Mixing personal and business spending without separating it
- **Slide 7:** See them all in one place -> Small Business Command Center™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a business

- **Slide 1:** The numbers behind a business
- **Slide 2:** Net margin: What the business keeps after every expense, as a share of revenue.
- **Slide 3:** Business health score: A single score that rolls revenue, margin, cash and other signals into one number you can track month to month.
- **Slide 4:** Profit leak: A cost or margin problem the Profit Leak Detector flags because it looks out of line with the numbers around it.
- **Slide 5:** Accounts receivable aging: How long unpaid customer invoices have been open, grouped into buckets.
- **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 revenue, expenses, deductions, a dashboard and a business health snapshot — the core numbers for any small business.
- **Slide 3:** Elite — \$197: Owners who also want a business health score, profit leak detection, forecasting, benchmarking, customer analytics, growth planning and a full tax center.

- **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 Small Business Command Center™
- **Slide 2:** 02 Executive Dashboard: Your whole business on one screen
- **Slide 3:** 11 Profit Leak Detector: Where profit quietly leaks out
- **Slide 4:** 10 Business Health Score: One score for how the business is doing
- **Slide 5:** 08 AR Aging: Who owes you, and how long
- **Slide 6:** 14 Customer Analytics Center: Which customers actually matter
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My bookkeeping software already shows this." -> Bookkeeping software is built for compliant records. This workbook adds a business health score, profit leak detection, customer ranking and tax set-aside planning in one place. If your software already answers those...
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are already built; you enter revenue and expenses. Each edition includes a Field Guide and a Quick Start. It does require desktop Excel.
- **Slide 4:** "Why not get the industry-specific version?" -> If your business matches one of ProfitIQS's industry-specific systems — a trade, a clinic, an agency, a shop — that version will fit better because it already has the job costing, crew tracking or client pipeline your...
- **Slide 5:** "Which edition do I need?" -> Essential (9 sheets) covers revenue, expenses, deductions, a dashboard and a business health snapshot. Elite (27 sheets) adds a health score, profit leak detection, forecasting, benchmarking, customer analytics and a...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Busy month, thin bank account. Do you know why?
2. Revenue and expenses live in different apps. Profit lives nowhere.
3. What does a whole small business look like on one screen?
4. I opened a 27-sheet Excel system built for any small business. Here is what is inside.
5. Busy vs profitable: how to tell the difference in your own numbers.
6. What a business health score actually measures, explained in 30 seconds.
7. Here is the Executive Dashboard in the Small Business Command Center.
8. Watch me log revenue and expenses and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Bank app, invoicing tool and a shoebox of receipts rarely add up to one clear picture. The Small Business Command Center(TM) is a downloadable Excel system for small 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.

#smallbusiness #smallbusinessowner #smallbusinessfinance #businessowner #cashflow #bookkeeping

Description template B:

A look inside the Small Business Command Center(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.

Small Business Command Center — 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: Small business owners on your list who have not bought anything yet

Subject line: Revenue and expenses in separate places? **Preview text:** Why a busy business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Bank app, invoicing tool and a shoebox of receipts rarely add up to one clear picture.

A busy month and a profitable month are not always the same month, and without a system it is hard to tell them apart.

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 net margin 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 business: net margin.

What the business keeps after every expense, as a share of revenue.

Two more worth adding to your monthly check:

- Business health score: A single score that rolls revenue, margin, cash and other signals into one number you can track month to month.
- Profit leak: A cost or margin problem the Profit Leak Detector flags because it looks out of line with the numbers around it.

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 small 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 Small Business Command Center(TM).

It is a downloadable Excel workbook built for small 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, expenses, profit and the key numbers sit together on the first screen.
- 11 Profit Leak Detector: Expense categories and margins are checked against the numbers around them, so a thin line stands out instead of hiding in a monthly total.
- 10 Business Health Score: Revenue, margin, cash and a few other signals roll into a single score you can track month to month.
- 08 AR Aging: Unpaid invoices are aged into buckets so the oldest ones stand out.

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 Small Business Command Center(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (9 sheets): Owners who want revenue, expenses, deductions, a dashboard and a business health snapshot -- the core numbers for any small business.
- **Elite -- \$197** (27 sheets): Owners who also want a business health score, profit leak detection, forecasting, benchmarking, customer analytics, growth planning and a full tax center.
- **Complete -- \$249:** both editions together.

A good question to ask yourself: Does your business fit one of ProfitIQS's industry-specific systems better, or do you want one system that works for any business?

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 Small Business Command Center(TM) after this. Two honest answers before I do:

***"I am not an Excel person."** The dashboards and formulas are already built; you enter revenue and expenses. Each edition includes a Field Guide and a Quick Start. It does require desktop Excel.

***"Will this grow my business?"** No tool can promise that. The workbook shows your numbers clearly; what changes is up to the decisions you make with them.

If it fits how you run your 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.

Small Business Command Center — 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 CTA copy	Visual direction	
`graphics/square-1-problem.png`	Square post	1080×1080	Busy month, thin bank account. Do you know why?	Bank app, invoicing tool and a shoebox of receipts rarely add up to one clear picture.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Small Business Command Center™	Excel business system for small 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 net margin?	What the business keeps after every expense, as a share of revenue.	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 business look like on one screen?	Small Business Command Center™ 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 Small Business Command Center system	02 Executive Dashboard · 11 Profit Leak Detector · 10 Business Health Score · 08 AR Aging	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	Small Business Command Center™	Revenue and expenses in separate places	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Busy vs profitable: how to tell the difference in your own numbers.	Small Business Command Center	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	launch announcement (square)	1080×1080	Now available: Small Business Command Center™	Essential \$97 · Elite \$197 · Complete \$249	See the editions	Stamp badge, product name, price 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 (9 and 27 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.

Small Business Command Center — 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 service or consulting firm:** Bills clients for time or projects and wants one clean view of revenue, expenses and margin without an industry-specific tool built around job costing or crews.
- **The business that does not fit a trade niche:** Runs a retail, wholesale or specialty business that is not a cleaning crew, a repair bay or a construction job, and has no use for job costing or crew tracking.
- **The owner running a few small revenue streams:** Has more than one way the business makes money and wants them rolled into one dashboard instead of tracked separately in different places.
- **The owner starting simple:** Wants to build the habit of tracking revenue, expenses and tax set-aside before deciding whether an industry-specific system is worth the extra sheets later.

Common objections and honest responses

"My bookkeeping software already shows this." Bookkeeping software is built for compliant records. This workbook adds a business health score, profit leak detection, customer ranking and tax set-aside planning in one place. If your software already answers those, you may not need it.

"I am not an Excel person." The dashboards and formulas are already built; you enter revenue and expenses. Each edition includes a Field Guide and a Quick Start. It does require desktop Excel.

"Why not get the industry-specific version?" If your business matches one of ProfitIQS's industry-specific systems — a trade, a clinic, an agency, a shop — that version will fit better because it already has the job costing, crew tracking or client pipeline your industry needs. This system is for businesses that do not fit one of those, or owners who want one simple system without the extra sheets.

"Which edition do I need?" Essential (9 sheets) covers revenue, expenses, deductions, a dashboard and a business health snapshot. Elite (27 sheets) adds a health score, profit leak detection, forecasting, benchmarking, customer analytics and a full tax center.

"Will this grow my business?" No tool can promise that. The workbook shows your numbers clearly; what changes is up to the decisions you make with them.

"Is this just a generic template?" It is built to run on real numbers for any small business rather than one industry's workflow. The sample data runs about \$833K in revenue with a 16.9% net margin over a 12-month rolling window, so you can see how it behaves before you enter

your own.

"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

- Does your business fit one of ProfitIQS's industry-specific systems better, or do you want one system that works for any business?
- Do you want the core numbers or a deeper health score, forecasting and benchmarking?
- Do you have more than one revenue stream to track?
- Are unpaid customer invoices a problem?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Owners who want revenue, expenses, deductions, a dashboard and a business health snapshot — the core numbers for any small business.
- **Elite:** Owners who also want a business health score, profit leak detection, forecasting, benchmarking, customer analytics, growth planning and a full tax center.
- **Complete:** Owners who want both editions in one package.

When the product is probably not a good fit

- Owners without desktop Microsoft Excel
- Businesses that fit one of ProfitIQS's industry-specific systems better
- Anyone looking for bookkeeping, invoicing or payroll software
- Owners who will not log revenue and expenses regularly

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

Small Business Command Center — Pre-Publication Checklist

Tick every box before publishing anything for the Small Business Command Center™.

Product accuracy

- ☐ Product name written exactly as **Small Business Command Center™**
- ☐ 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 Small Business Command Center product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726937>)

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

Small Business Command Center — 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) -- 24/27:

Revenue and expenses in...

Headline, long form (≤40 char max) -- 39/40:

Revenue and expenses in separate places

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

Bank app, invoicing tool and a shoebox of receipts rarely add up to one clear picture. The Small Business Command Center(TM)...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 271 chars:

Bank app, invoicing tool and a shoebox of receipts rarely add up to one clear picture. The Small Business Command Center(TM) is a downloadable Excel system for small 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) -- 23/27:

Small Business Command...

Headline, long form (≤40 char max) -- 36/40:

Small Business Command Center System

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

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 252 chars:

The Small Business Command Center(TM) is a downloadable Excel workbook built for small 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) -- 429 chars:

Essential (\$97): Owners who want revenue, expenses, deductions, a dashboard and a business health snapshot -- the core numbers for any small business. Elite (\$197): Owners who also want a business health score, profit leak detection, forecasting, benchmarking, customer analytics, growth planning and a full tax center. 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) -- 10/27:

Net margin

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

What the business keeps after every expense, as a share of revenue. The Small Business Command Center(TM) tracks it for you.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 194 chars:

Net margin: What the business keeps after every expense, as a share of revenue. You can work it out by hand, or let the Small Business Command Center(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) -- 19/27:

For Small Business...

Headline, long form (≤40 char max) -- 33/40:

For Small Business Command Center

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 107/125:

Built specifically for small 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) -- 240 chars:

The Small Business Command Center(TM) is built specifically for small 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.

Small Business Command Center — 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 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, small business command center
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 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 small 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 small business owners.

Judging the month by how busy it felt instead of by the numbers.

It is an easy thing to fall into. You are busy running the 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 small business owner should know.

It is called net margin. In plain words: what the business keeps after every expense, as a share of revenue.

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, small business command center

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 small business owners tell me something like this: "My bookkeeping software already shows this."

Here is the honest answer. Bookkeeping software is built for compliant records. This workbook adds a business health score, profit leak detection, customer ranking and tax set-aside planning in one place. If your software already answers those, 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 small business owner opens their numbers for the first time in months. The business is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like revenue and expenses in separate places.

That is really all this is for. A simple way to see what is REALLY happening in your 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 small business owners. You enter your numbers, it shows you your profit, your biggest costs, and no single health check.

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

Small Business Command Center(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 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.