

FIND YOUR PRODUCT / BUILD IT / KEEP SELLING / SCALE

Monetization Engine Results

Family Office Catalyst / LinkedIn Accelerant



Your business partner for a digital product business.

Six months of sales results from two digital products Brian Ortiz built and sold using the methods the Monetization Engine now runs.

TWO PRODUCTS IN TWO INDUSTRIES

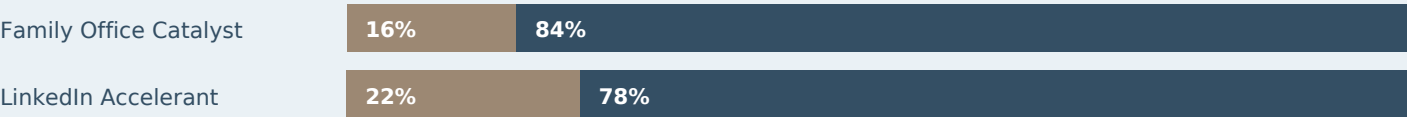
The offers around the Anchor produced most of the revenue

Brian Ortiz built Family Office Catalyst for finance professionals and LinkedIn Accelerant for professionals building visibility on LinkedIn. The Engine has no industry limit. Each business began with one Anchor product sold on its own. Upsells, cross-sells and services were then added for the same buyers.

RESULT	FAMILY OFFICE CATALYST	LINKEDIN ACCELERANT
Buyer	Professionals raising capital from family offices	Professionals building visibility on LinkedIn
Development time	20 hours	40 hours
Upkeep over six months	10 hours	30 hours
Average upkeep per week	About 23 minutes	About 70 minutes
First sale after the first offer post	3 days	2 days
Anchor revenue	\$6,000	\$11,200
Revenue from offers around the Anchor	\$31,400	\$40,070
Full ecosystem revenue	\$37,400	\$51,270

SHARE OF SIX-MONTH REVENUE

Anchor productOffers around the Anchor



Full ecosystem revenue includes Anchor revenue. Cross-sell revenue counts only purchases by buyers who first bought the Anchor product. Upkeep excludes time spent delivering services; service delivery time is shown on pages 6 and 9.

STARTING AUDIENCE

Brian sold both products to an existing audience: about 146,000 LinkedIn followers and an existing email list. A seller with a smaller audience will likely reach buyers more slowly and make fewer sales in the same six months.

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THE METHODS BEHIND THE ENGINE

The Engine runs the steps Brian used to build both products

Brian Ortiz built Family Office Catalyst and LinkedIn Accelerant himself before the Monetization Engine existed. Brian then built the Engine from the steps he used. The Engine runs inside your own AI account and directs AI through the same steps for your product.

STEP	WHAT BRIAN DID FOR BOTH PRODUCTS	WHAT THE ENGINE DOES FOR YOUR PRODUCT
1. Choose the buyer and the product	Brian chose buyers he already served through his contact database business and his LinkedIn audience, then compared product ideas for each buyer.	The Engine asks where you are starting, examines your expertise and materials, defines one primary buyer and compares products that solve a problem the buyer pays to solve.
2. Test demand before building	Brian offered each product in a LinkedIn post with a direct payment link before the full product was finished.	The Engine designs a paid buyer test and writes down in advance the sales numbers that justify building the full product.
3. Build the product	Brian created the documents, spreadsheets and guides, then assembled each package for download.	The Engine directs AI to create the customer files, repair problems in the files and assemble the package.
4. Launch and take payment	Brian wrote the purchase pages, set up payment and delivery, and wrote the launch posts and emails.	The Engine orchestrates the purchase copy, payment page, delivery steps and launch material.
5. Add offers around the Anchor	Brian added a higher-priced option, services and a related product for the same buyers.	The Engine maps upsells, cross-sells and services before launch, then develops each offer when purchases justify the offer.
6. Keep selling and scale	Brian wrote new posts and emails each month and reviewed sales to decide what to change.	The Engine develops new content and campaigns, reviews your sales with you and recommends where to add effort and spending.

The Engine produces files, copy and plans, and performs supported actions through the tools and access available in your AI account. Brian's results came from Brian's expertise, audience and execution. Your results will differ.

FROM STARTING POINT TO FIRST SALE

Family Office Catalyst

Family Office Catalyst is a digital toolkit sold to professionals raising capital from family offices. A family office manages a wealthy family's assets and investments. Buyers download 35 editable files, including 13 working tools: fundraising documents, outreach templates and spreadsheets.

HOW THE CATALYST BUSINESS STARTED

Starting point	Brian had years of experience helping fund managers and founders reach family offices, a family office contact database business, and a LinkedIn audience that included capital raisers.
The buyer and the problem	The buyer is a professional raising capital from family offices. The buyer pays to solve one problem: preparing fundraising materials and outreach that family offices will read, without building each document from scratch.
The buyer test	Brian described the toolkit in a LinkedIn post with a direct payment link before every file was finished. The post produced 7 purchases in the first 10 days, which justified finishing the full toolkit. Early buyers received the complete toolkit when the build was finished.
The build: 20 hours	Choosing the product and testing demand: 4 hours. Creating the documents, spreadsheets and tools: 10 hours. Purchase page, payment and delivery: 3 hours. Launch posts and emails: 3 hours.
Launch and first sale	The first sale arrived 3 days after the first offer post. Brian then launched the finished toolkit with LinkedIn posts, direct messages and an email to his existing list.

RESULTS AFTER SIX MONTHS

Family Office Catalyst

20 hours
Development time

10 hours
Upkeep over six months

\$6,000
Anchor revenue over six months

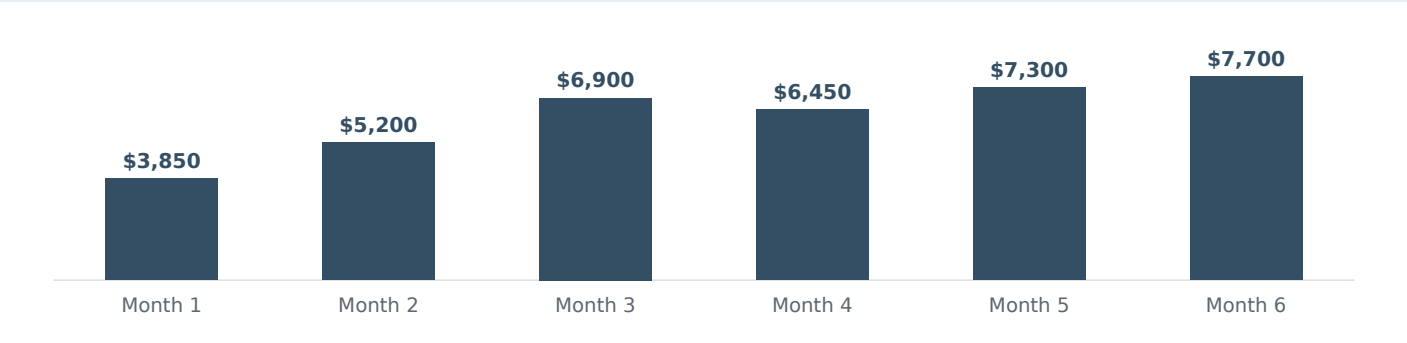
\$37,400
Full ecosystem revenue over six months

REVENUE BY OFFER

OFFER	OFFER TYPE	AVERAGE PRICE	SALES	REVENUE	SHARE
Catalyst toolkit	Anchor product	\$300	20	\$6,000	16%
Catalyst plus consultation	Upsell and service	\$995	10	\$9,950	27%
Family Office Max	Cross-sell	\$1,650	13	\$21,450	57%
Total			43	\$37,400	100%

The toolkit sells on more than one offer page at different prices, so the table shows the average price paid for the Anchor product.

REVENUE BY MONTH



Month 1 begins with the first offer post. Monthly figures include every offer in the table above.

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HOW THE CATALYST BUSINESS EXTENDS BEYOND THE TOOLKIT

The Catalyst ecosystem

Anchor product: Catalyst toolkit	The buyer purchases the toolkit, downloads the files after payment and works independently. The toolkit is complete on its own.
Upsell and service: Catalyst plus consultation	The same purchase page offers the toolkit alone at \$245 or the toolkit plus a one-to-one email consultation on the buyer's fundraising at \$995. The page marks the higher option Most Popular. 10 buyers chose the higher option.
Cross-sell: Family Office Max	Family Office Max is a family office contact database. Catalyst buyers receive a follow-up email that connects the toolkit's outreach templates to the contacts in Family Office Max. 13 Catalyst buyers purchased Family Office Max.

WHERE THE SALES CAME FROM

CHANNEL	REVENUE	SHARE
LinkedIn posts	\$15,700	42%
Email to existing list	\$12,900	34%
LinkedIn direct messages	\$6,300	17%
Referrals from buyers	\$2,500	7%

WHERE THE TIME WENT

WORK	HOURS
Development	20
Upkeep: file updates	3
Upkeep: buyer questions	3
Upkeep: promotional posts	4
Consultation delivery (10 consultations)	15

WHAT THE ENGINE DOES FOR YOUR PRODUCT

The Engine plans the same structure for your product: an Anchor product with value on its own, a higher-priced option on the same purchase page, services, and related products for the same buyer. Each offer is added when purchases justify the offer.

All figures on this page are subject to the results disclaimer on page 5.

FROM STARTING POINT TO FIRST SALE

LinkedIn Accelerant

LinkedIn Accelerant is a digital product sold to professionals who use LinkedIn for visibility and professional reputation. Buyers download guides, planning resources and an AI action plan for building a LinkedIn presence that produces conversations with potential clients.

HOW THE ACCELERANT BUSINESS STARTED

Starting point	Brian had built a LinkedIn following of about 146,000 people and had written the posting and outreach methods he used in his own businesses.
The buyer and the problem	The buyer is a professional who wants more visibility and a stronger reputation on LinkedIn. The buyer pays to solve one problem: hours of posting and outreach each week that produce few conversations with potential clients.
The buyer test	Brian offered the guides in a LinkedIn post with a direct payment link before the planning resources were finished. The post produced 11 purchases in the first 10 days, which justified building the complete product.
The build: 40 hours	Choosing the product and testing demand: 6 hours. Writing the guides and planning resources: 22 hours. Purchase page, payment and delivery: 6 hours. Launch posts and emails: 6 hours.
Launch and first sale	The first sale arrived 2 days after the first offer post. Brian then launched the complete product with LinkedIn posts and an email to his existing list.

INCLUDED WITH THE ENGINE

The LinkedIn Accelerant guides and planning resources are included in the AI Monetization Engine package. The services and related products shown on pages 8 and 9 are Brian's own offers and are not included in the package.

RESULTS AFTER SIX MONTHS

LinkedIn Accelerant

40 hours

Development time

30 hours

Upkeep over six months

\$11,200

Anchor revenue over six months

\$51,270

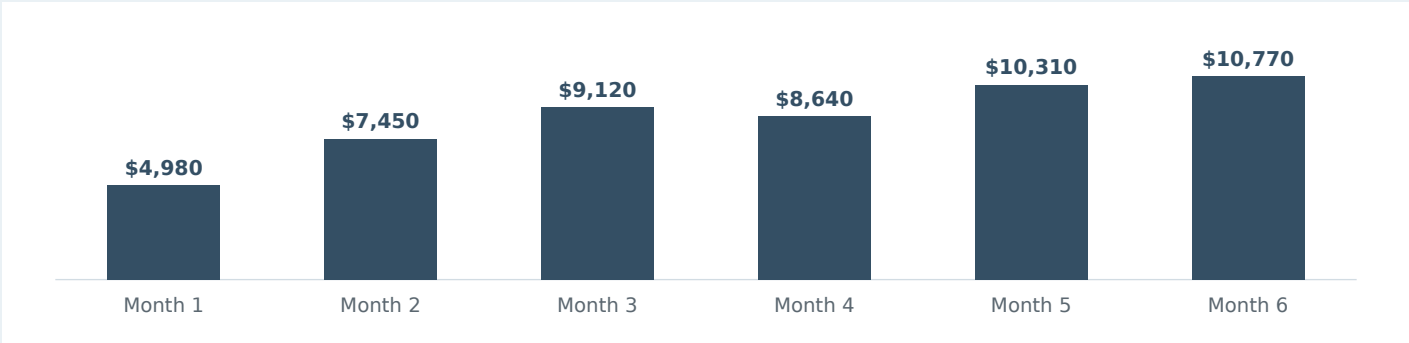
Full ecosystem revenue over six months

REVENUE BY OFFER

OFFER	OFFER TYPE	AVERAGE PRICE	SALES	REVENUE	SHARE
LinkedIn Accelerant	Anchor product	\$280	40	\$11,200	22%
Accelerant plus strategy session	Upsell and service	\$790	13	\$10,270	20%
CRM setup	Service	\$1,500	12	\$18,000	35%
Outreach contact database	Cross-sell	\$1,475	8	\$11,800	23%
Total			73	\$51,270	100%

The guides sell on more than one offer page at different prices, so the table shows the average price paid for the Anchor product. CRM means customer relationship management system.

REVENUE BY MONTH



Month 1 begins with the first offer post. Monthly figures include every offer in the table above.

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HOW THE ACCELERANT BUSINESS EXTENDS BEYOND THE GUIDES

The Accelerant ecosystem

Anchor product: LinkedIn Accelerant	The buyer downloads the guides and planning resources after payment and applies the methods independently.
Upsell and service: Accelerant plus strategy session	The same purchase page offers the guides plus a one-hour video session in which Brian builds a 90-day plan for the buyer's profile, posts and outreach. 13 buyers chose the higher option.
Service: CRM setup	Brian sets up a customer relationship management (CRM) system that records the buyer's LinkedIn conversations and follow-up dates. The Accelerant materials describe the service for buyers who want the setup done for them. 12 buyers purchased the service.
Cross-sell: Outreach contact database	Buyers ready for direct outreach can purchase a verified contact database of the professionals they want to reach on LinkedIn and by email. 8 Accelerant buyers purchased the database.

WHERE THE SALES CAME FROM

CHANNEL	REVENUE	SHARE
LinkedIn posts	\$24,600	48%
Email to existing list	\$13,300	26%
LinkedIn direct messages	\$9,870	19%
Guest appearances on other people's audiences	\$3,500	7%

WHERE THE TIME WENT

WORK	HOURS
Development	40
Upkeep: guide updates after LinkedIn changes	12
Upkeep: buyer questions	6
Upkeep: promotional posts	12
CRM setup delivery (12 setups)	36
Strategy session delivery (13 sessions)	13

WHAT THE ENGINE DOES FOR YOUR PRODUCT

The Engine defines the scope and intake steps for each service, prepares the service promotion and accounts for your delivery time before recommending a service offer.

All figures on this page are subject to the results disclaimer on page 8.

FIND YOUR PRODUCT / BUILD IT / KEEP SELLING / SCALE

What the Engine does for your product

Bring your expertise, existing materials or a product already selling. The Engine asks where you are starting and directs AI through the work for that starting point, inside your own AI account.

Find the product worth building.	The Engine defines one primary buyer, compares products that solve a problem the buyer pays to solve, and designs a paid buyer test. You build the full product after the test reaches the sales numbers written down in advance.
Build the product. Prepare the launch.	The Engine directs AI to create the documents, spreadsheets and other files, assemble the package and test the buyer's tasks. The Engine then orchestrates the purchase copy, payment page, delivery and launch material.
Keep selling.	After launch, the Engine develops new posts, emails and campaigns, reviews your sales and buyer feedback with you, and recommends specific changes to the offer.
Add offers and scale.	The Engine plans upsells, cross-sells and services around the Anchor and develops each offer when purchases justify the offer. The Engine prepares campaigns for more acquisition channels and compares sales, costs and time with you before you expand.

ACQUISITION CHANNELS THE ENGINE PREPARES

LinkedIn posts and direct messages	Cold email to verified addresses
Google Search ads	Facebook ads
Affiliates paid a commission on referred purchases	Other people's audiences: newsletters, podcasts, communities and webinars

The Engine recommends a small test for each new channel and expands a channel only after the channel produces sales.

Brian spends about 23 minutes a week keeping Catalyst selling and about 70 minutes a week keeping Accelerant selling.

Service delivery and product updates still require time. Your time requirements may differ.

START YOUR ANCHOR PRODUCT

Get the AI Monetization Engine

The AI Monetization Engine is part of Sapien Amplified. The Engine runs inside your own AI account, on the model and settings you choose.

WHAT YOU RECEIVE

Guided setup	The guided setup asks where you are starting (exploring ideas, preparing to sell, or already selling) and directs AI through the stages that fit your starting point.
Stage instructions	The stage instructions direct AI at every stage, from choosing your Anchor product through launch, continued selling and scale.
Record templates	The record templates keep your decisions, buyer tests and sales results in one place across sessions.
Guides and worked examples	The guides and worked examples show the full process on a digital product and on a service.
Included resources	The package includes the Scaling Strategy guide, the Contrarian Content guide, and the LinkedIn Accelerant guides and planning resources.

AI MONETIZATION ENGINE \$595 One Sapien Amplified module	SAPIEN AMPLIFIED \$1,497 All three modules: AI Decision Alpha, AI Deal Interrogator and AI Monetization Engine
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See the full details and buy at polarityiq.com/sapien

Questions: launch@polarityiq.com

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