

# Ads Doctor Melbourne: The 28-Day Growth Protocol

Offer Document

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## 1. Executive Summary: The "Frictionless" Philosophy

In 2026, business growth is no longer a lead problem; it's a friction problem. Ads Doctor Melbourne engineers high-velocity conversion engines that remove "cognitive load," making it easier for your customers to buy from you than from your competitors.

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## 2. Pricing

Our pricing is structured to eliminate risk through performance and ownership. You maintain total control at every stage.

Phase	Service Fee	Timing	Exit Option
<b>Phase I: Website Build</b>	<b>\$0.00</b>	Days 1–4	Stop anytime; no cost.
<b>Phase I: Ownership Transfer</b>	<b>\$997.00</b>	Day 5	Keep the site & assets; proceed or stop.
<b>Phase II: Intelligence</b>	<b>\$0.00</b>	Days 6–7	Included with Transfer.
<b>Phase III: Ad Launch</b>	<b>\$997.00</b>	Day 8	Setup of 5 unique campaigns.
<b>Phase IV: Active Tuning</b>	<b>\$0.00</b>	Days 10–28	Included with Setup.
<b>Phase V: Management</b>	<b>\$497.00 / mo</b>	Day 29+	Month-to-month; no lock-in.

**Total Initial Investment (Day 1–28): \$1,994.00**

*(Excludes external Ad Spend paid directly to Meta/Google)*

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### 3. The 28-Day Growth Protocol: Timeline Breakdown

#### Phase I: Architecture (\$0 Upfront Build)

- **Day 1–4:** Custom website build and technical diagnostics. We work first; you only pay if you love the result.
- **Day 5: Ownership Transfer:** Full website and analytics dashboard transferred to you.
- **Phase I Cost:** \$997.00 (Transfer Fee)

#### Phase II: Intelligence

- **Day 6–7:** Competitive pathology and landing page tuning based on rival Meta/Google Ads strategies.
- **Cost:** \$0 (Included)

#### Phase III: Launch

- **Day 8–9:** Comprehensive ad account setup. We initialize **5 distinct campaigns**, each featuring a precision-engineered ad to test various market angles.
- **Cost:** \$997.00 (One-time setup fee)

#### Phase IV: Optimization & Growth

- **Day 10–28:** 18 days of intensive care. Daily diagnostics, split testing of creative elements, and aggressive CPA (Cost Per Acquisition) tuning.
- **Cost:** \$0 (Included)

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### 4. The "Ultimate Control" Guarantee

We provide a performance-first model based on asset ownership. Our guarantee is built on two pillars:

1. **The Proof of Concept:** We build your entire website infrastructure for \$0. If we don't deliver a product you love by Day 5, you walk away without spending a cent.
2. **The Walk-Away:** Once the Ownership Transfer is complete, you own the assets. If you do not see a clear path to profit by Day 29, you can stop the process at any time. There are no exit fees, no lock-in contracts, and you retain 100% ownership of the website and ad accounts we have built.

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## 5. FAQ

**Q: Who actually owns the website after the \$997 transfer?**

A: You do. 100%. Once the Ownership Transfer fee is paid on Day 5, the site, the code, and the assets are yours. If you decide to leave us on Day 29, you take the high-performance asset with you.

**Q: What exactly do I get in the Phase III Ad Launch?**

A: We build a robust testing structure consisting of 5 separate campaigns. This allows us to test different audiences and hooks simultaneously, ensuring we find your "winning" formula faster.

**Q: What does the \$497 monthly management cover?**

A: This is our "Active Care" phase. It includes ongoing split testing (A/B testing of copy and images), bid management, audience refinement, and monthly performance reporting to ensure your ROI continues to climb.

**Q: Why do you work for \$0 upfront?**

A: Because most business owners have been burned by agencies that overpromise. By building the site first for \$0, we prove our technical skin in the game. If we can't build a site you love in 5 days, we don't deserve your business.

**Q: Are you based in Melbourne?**

A: Yes. We are 100% Melbourne-based. We understand the local market and the specific nuances of Melbourne suburbs. No offshore "set and forget" teams.