Land Formula: The £50k Business-In-A-Box

Strategy package for Matthew. Market: US land flipping. Model: done, handed over, the client runs it. Prepared July 2026.

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1. The one-line reframe

We are not raising a price from £6k to £50k. We are changing what we sell. The £6k sold **knowledge**. The £50k sells a **finished, running business with the leads already flowing in**. Those are two different products for two different buyers, and the £50k one is actually easier to justify, because the buyer is not paying to learn, they are paying to skip the twelve months of setup and start with deals on the table.

2. The single most important finding: there is white space here

The whole US land-flipping world sells the pieces of this, separately, and charges a fortune for each:

- **Land Academy** (Butala and DeWit) sells the done-for-you data and mail engine at **$10k to $30k per month**.
- **Jack Bosch** sells coaching up to **about $45k** as a one-off.
- Everyone else sells courses at $2k to $13k and leaves you to build the machine yourself.

Nobody sells the whole thing, assembled, for one price, with the leads included. That is exactly the gap Matthew wants to fill. Headline slide: "Everyone else sells you a piece and makes you build the rest. We hand you the finished machine."

3. Positioning: Matthew's instinct is right

Lead with "land," not "a Land Formula business." Be precise about where each lives:

- **Top of funnel** (the ad, the hook, the masterclass title): sell the dream. "How ordinary people are making money buying and selling raw land in America, without tenants, toilets, mortgages, or ever seeing the dirt." Keep "Land Formula" as the brand signature, not the promise.
- **On the sales call** (where the £50k is closed): sell the vehicle. "A land business in a box. We hand you the leads, the systems and the playbook, so you are running deals in weeks, not building for a year."

Market the outcome, sell the machine. Push it one step further: do not even say "learn." Say "get." People paying £50k do not want to learn, they want to own something that already works.

4. Packaging the £50k: what is in the box

Make the leads the hero, not a bonus. That is the one thing that is genuinely hard to do yourself, and it is what lets Land Academy charge $10k to $30k a month. Five parts:

1. **The deal-flow engine (the hero).** Data pulled, mail and text sent, seller leads delivered to them. This is what they cannot get anywhere else at this price.
2. **The systems.** CRM, scripts, contracts, the buying and selling process, ready to run.
3. **The playbook and SOPs.** Every step documented so a beginner can operate it.
4. **Training and live support.** Onboarding, weekly calls, a real person to ask.
5. **The upside mechanic.** A JV or profit-share option (co-invest, or a share of the first few deals). Space norms run 50/50 up to 80/20 in the operator's favour. Skin in the game makes the "5x to 10x" believable and shifts perceived risk off the buyer.

Name the box. A £50k thing needs a name that sounds like an asset, not a course. Options to float: The Land Machine, Deal Flow, Land Business In A Box.

5. Anchor the price so £50k feels cheap

On the call, do not compare £50k to the old £6k course. Compare it to building it yourself: Land Academy's done-for-you data and mail is $10k to $30k a month. Bosch's coaching is about $45k. Add your own data subscriptions, a mail house, a coordinator, and twelve months of trial and error. Or: **£50k once, and it is already running.** Against that stack, £50k for a finished business is the value buy. Nobody else frames it as one number. Own that framing.

6. Your direct question: evergreen or weekly webinar?

Neither sells the £50k, and that is the most important thing to tell Matthew. At £50k nobody clicks buy from a webinar. The webinar's only job is to book a call. The £50k is closed human to human, ideally by a setter (qualifies) then a closer (sells). Matthew having a sales team is exactly why this works.

The call: launch live and weekly, go evergreen only once it is proven.

Factor	Live weekly	Evergreen / automated
Trust at £50k	High, real person, answers in real time	Lower, a recording cannot answer the objection
Objection mining	You hear every objection and fix the pitch	You are guessing
Urgency	Genuine (next one is Thursday)	Manufactured
Scale	Capped by the calendar	Runs 24/7, about 5x the sessions
Attendance	About 40 to 50% show up	About 55 to 70%
Conversion per session	Higher	About 10% lower

The winning sequence every serious player uses: run it live for 8 to 12 weeks to mine objections and get the pitch converting, then automate your single best session to evergreen for scale. Skipping the live phase is the number one reason automated funnels die.

One upgrade to consider: Jack Bosch runs a free 5-day live masterclass, not a single webinar, precisely because five days of relationship and proof makes a huge ask feel safe. For a £50k offer, a multi-day live event as the front door converts far better than a one-hour webinar. Strong candidate for launch.

7. The funnel, end to end

Paid ads and warm list, into a free live masterclass (multi-day), into an application, into a setter call, into a closer call, into the £50k close, into onboarding the box. You have all four inputs to run this: ad budget, a warm audience to seed the first launches, proof to fill the masterclass, and a sales team to take the calls.

8. Do not make £50k the entry point

Almost nobody buys a £50k business cold off an ad. Keep a ladder so buyers self-select up:

- **Free:** the live masterclass (front door).
- **Keep the £6k** as the middle rung, done with you, for people not ready for £50k. It also becomes a feeder: people who taste the £6k and see the machine upgrade to the box.
- **£50k:** the business in a box, for people who want it done and running.

The £6k is not dead. It becomes the on-ramp to the £50k.

9. Pros and cons of the pivot

Pros

- Real white space. Nobody sells the assembled machine at one price.
- Far higher margin per sale. One £50k close equals eight £6k sales.
- Proof is strong (Matthew's numbers, student wins, live deals). This is the make-or-break and you have it.
- The "we give you the leads" angle is the most defensible, hardest-to-copy thing in the market.
- Fewer clients to serve for the same revenue.

Cons and risks (raise these honestly)

- **Delivery capacity is the real ceiling.** Sell ten and you must service ten at quality, or the refunds and reputation damage will be brutal. Price and volume must match what Matthew can fulfil.
- **Proof depth.** One person in the current programme is thin. You need a spine of specific, documented results before you scale spend.
- **The "5x to 10x return" claim is a legal landmine.** See section 10. It cannot be a promise.
- **Longer sales cycle.** £50k buyers take 30 to 90 days and multiple touches, not one call.
- **Big cheque.** Financing and payment plans will matter.

10. Compliance flags: raise these before you spend a penny

- **The "5x to 10x return" cannot be a guarantee or an implied promise.** In the US, an earnings claim (even implied) must be substantiated and must disclose what the typical buyer actually gets, and "results not typical" disclaimers do not fix it. In the UK, the ASA has repeatedly banned "make £X a month" style ads. Reframe 5x to 10x as illustrative model math and real case studies, always disclaimed, never "you will make."

- **Selling to US buyers likely triggers the FTC Business Opportunity Rule.** Handing over leads and systems for a payment is the textbook trigger. It requires a one-page disclosure document delivered at least 7 days before payment, plus a formal earnings-claim statement if any claim is made. Not optional if US buyers are in play. Budget for a lawyer.
- **Sell it as an operated business, never a passive investment.** Emphasise that the buyer runs it, does the work, controls the assets. The moment it sounds like "give us money and earn a return," it drifts toward regulated-investment territory (FCA in the UK) and, in the UK specifically, toward the "land banking" fraud stigma. Keep the language of a business you operate.

Action: a short legal review of the claims and the disclosure docs before launch. Cheap insurance against an expensive problem. Note: this is a research summary, not legal advice. The UK "land plus returns" question in particular needs a financial-promotions solicitor to sign off.

11. What to decide with Matthew in the room

1. **Currency and buyer location.** US land is the business. Are the buyers US, UK, or both? This sets the compliance path (FTC vs ASA/FCA).
2. **Fulfilment capacity.** How many boxes can the team actually deliver per month at quality? That number caps everything.
3. **The proof spine.** Lock down Matthew's own operator numbers and two or three documented student results.
4. **The upside mechanic.** Does Matthew want to JV and co-invest (makes 5x to 10x credible) or keep it a clean sale?
5. **Front door format.** One-hour weekly webinar, or the stronger 5-day live masterclass?

The plan in one line

Yes to the pivot, keep the £6k as the on-ramp, lead with land and sell the machine, launch live before evergreen, make the leads the hero, and lawyer the claims before you spend.

Appendix: source pointers. US players: Land Academy (landacademy.com), Land Profit Generator (Jack Bosch), The Land Geek (Mark Podolsky), Land Investing Mastery (Travis King), REtipster (Seth Williams). High-ticket funnel benchmarks: ClickFunnels, Roezan, EasyWebinar. Compliance: FTC Business Opportunity Rule (16 CFR Part 437), FTC earnings-claim guidance, UK ASA CAP Code rule 20, FCA guidance on unregulated collective investment schemes.