Locus AI OTO Decision Worksheet

The front end costs $17. The funnel costs $900. This worksheet forces the only order that makes sense: test first, upgrade later — or never.

The Rule

Buy nothing beyond the front end on day one. The 30-day guarantee window is your laboratory. Every upgrade decision happens after the test, with data.

Week 1–2: The Front-End Test

- Run 5 placements across 2 niches you actually promote.
- Record each placement URL, the page it landed on, and the date.
- Check at day 3, day 7 and day 14: is the placement still live?

Week 3: Score the Test

- Placements alive at day 14: ___ / 5. Below 3, the method is not holding — stop.
- Clicks received: ___. Zero clicks on live placements means the tactic has no traffic value.
- Any platform warnings or removals? One warning is your signal to change method, not scale it.

The Upgrade Gate

- Infinite ($147): only if the FE caps stopped real, working campaigns. Not before.
- Automation ($39): only if manual campaigns already produce clicks worth automating.
- DFY Pack ($297): ask why a 27-second tool needs a $297 setup. Skip unless time truly costs you more.
- Reseller ($197): only with an audience ready to buy. Rights without buyers are wallpaper.

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