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Alex & Sofia: five powerful dogs, one calm pack, and 187,000 followers ready to pay for how you do it.

- Where your audience's demand is strongest
- What that audience is worth
- How it maps to what's already on bullyposh.com
- What we build, and the one thing you do
- The six-phase launch plan
- A carousel to test it this week

🕒 Estimated revenue potential

\$187,800
to **\$281,800**

Sitting in your audience for a structured \$200 core offer. We build it; you add one link to your bio.

1 Creator overview

Identified niche

Multi-dog pack management and working-breed behavioural dynamics.

Hidden transformation

Transforming overwhelmed owners of powerful, high-energy breeds from reactive household referees into confident leaders running a calm, fully integrated pack.

Your positioning

Not certified trainers, just "simple things that work for us", shown daily with three Staffies and two Shepherd puppies. That owner-experience angle sells to pet owners better than certificates, and your highlights (Potty tips, Puppy bites, Correction, Easy Leash) show you already teach.

2 The opportunity

I analysed your content and the data you provided. Here's what the numbers say.

Breed dynamics and pack harmony

Sales potential: medium

Staffy and Shepherd realities

89,522

views on your Staffy tribute

3,143

likes on the same reel

33

comments on it

1,221

likes on Shepherd behaviour

Your highest reach, because it dismantles breed stigmas and shows raw, affectionate daily pack life. Highly shareable and it builds immense trust, but it works mainly as top-of-funnel reach.

Boundary enforcement and pack hierarchy

Sales potential: high

Resource control and toy retrieval

763

likes on handling high-drive dogs refusing to yield a toy

19

in-depth comments on the same reel

When you break down pack hierarchy, closing the loop and handling intact males, the audience pays deep attention. It solves a terrifying problem for owners: losing control of high-drive dogs in high-arousal moments.

Physical safety and daily friction

Sales potential: high

Jumping corrections and child safety

39,990

views on your jumping breakdown

32,703

views on introducing heavy, powerful dogs to children

A highly targeted response. Viewers are looking for physical, realistic mechanics that work when verbal commands fail with heavy dogs.

Verdict

The high engagement on boundary enforcement and managing power-breed tension proves there is strong pent-up demand. Owners of powerful breeds don't want textbook theory. They want realistic protocols from people successfully managing five large, intact dogs.

3 The numbers

Here's what your audience is potentially worth, based on conservative market metrics.

🕒 Revenue potential in your audience

\$187,800
to **\$281,800**

A structured \$200 core offer, bought by 10 to 15% of your engaged audience. It's waiting to be unlocked, and the products to unlock it are already on bullyposh.com.

187,823

followers

9,391

engaged (5% of your audience)

939 to 1,409

buyers at 10 to 15% conversion

Follower base	187,823
Engaged audience (5%)	9,391
Estimated buyers (10 to 15%)	939 to 1,409
Price point	\$200

The maths

$9,391 \times 10\% \times \$200 = \$187,800$

conservative

$9,391 \times 15\% \times \$200 = \$281,800$

optimistic

4 What your audience is asking to buy

Crossing what your content demonstrates with what your audience shows it wants, these are the three offers with the strongest pull. Each already has a close relative on bullyposh.com, which tells you the demand is real.

Pack leadership

The core offer

Closest match on bullyposh.com: [The Perfect Dog and the BullyPosh Club](#)

What they're asking for

A practical, step-by-step system for establishing unshakeable hierarchy, eliminating resource guarding and running a peaceful home with multiple high-drive dogs.

For whom

Owners of powerful working breeds (Shepherds, Bullies, Terriers) struggling with household chaos, tension between dogs or constant boundary testing.

Why it will sell

It solves the root problem shown in your highest-intent content: keeping total authority without brute force or losing control.

High-drive physical control

Closest match on bullyposh.com: [Easy Leash Formula](#)

What they're asking for

Real-world handling: stopping jumping, walking without pulling, physical positioning and managing sudden arousal spikes in heavy breeds.

The difference

Strictly physical mechanics and handling safety, for handlers who cannot overpower their dogs.

Multi-dog safety and integration

Closest match on bullyposh.com: [7 Steps to Resolve Dog-to-Dog Aggression](#)

What they're asking for

Dog-to-dog introductions, managing intact males and safe household boundaries around children and visitors.

The difference

High urgency: living-room tension, a newly adopted dog or an incoming baby.

The gap

The opportunity isn't more content. It's a deliberate route from the reel that creates the demand to a page that answers it, so the 187,000 stop being an audience and start being customers. You don't have to build that route. We do.

5 We build it. You add one link.

Everything below is built and run by us. Your side of the deal fits in one sentence: put one link in your bio and keep posting.

We build and run

The website

A dedicated sales page for the offer, designed, written and hosted by us: the story, the proof from your pack, the price and the checkout, all on one page built to convert your followers.

The digital product

The \$200 core offer, packaged from what you already know and film. We structure it, edit it, design it and deliver it to buyers automatically. Your existing bullyposh.com products can sit inside it as bonuses or stay separate. Your call.

The sales funnel

Bio link to sales page to checkout to delivery, plus the whole launch sequence: the stories, the private group, the reveal, the DM follow-ups and the countdown. We write it, schedule it and run the DMs.

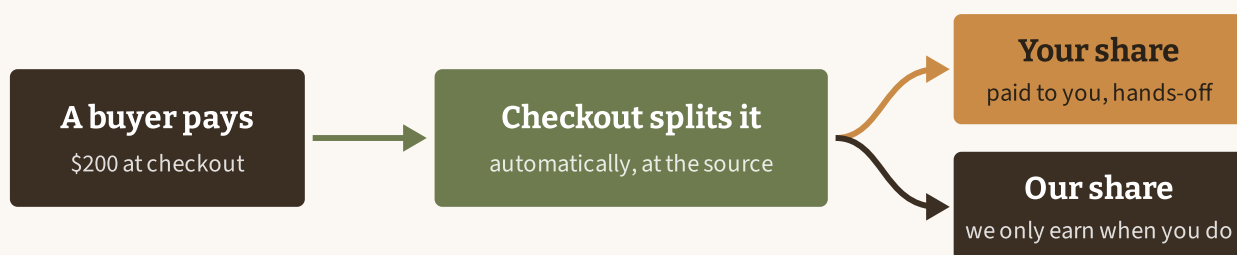
The automatic money split

Checkout is set up so every sale is split at the source and your share lands in your account automatically, on the percentage we agree up front. No invoices, no chasing, and a live dashboard showing every sale.

You do

- 1 Put one link in your bio.
- 2 Keep posting what you already post.
- 3 Say yes or no to what we make before it goes live.

That's the whole list.



Every sale is split before it reaches anyone. Your share is paid out on the agreed percentage, automatically, with nothing for you to send, chase or reconcile.

6 Launch plan

If you decide to move forward, this is the launch structure we'll run for you. We write every story, group message and DM; you post what we hand you.

1

Build up

Engage your community and tease that something big is coming. Interactive stories (polls, Q&A boxes, DMs) touching on their pain points and showing your results. High interaction is the goal.

2

Invitation

Announce it's on the way and invite your audience into a private group (WhatsApp or Telegram) where all the details will be revealed. Tease the time-limited exclusive bonus.

3

Anticipation

Build curiosity inside the group. Tease what's coming, share the results people can achieve and make the timeline crystal clear, so everyone is ready to act the moment doors open.

4

Reveal

Deliver the full breakdown: what's included, the exclusive bonus, the price and the open and close dates. Leave no doubt about what's on offer.

5

Conversion

Send the link to your sales page, run a poll to see who's in or has questions, then follow up one-to-one in the DMs with everyone who raises a hand. That's where most conversions happen.

6

Urgency

Countdown messages (24h, 12h, 6h, 2h, closed) that make them picture exactly what they lose by staying out. The close must be real: reopening destroys credibility for the next launch.

7 Test the demand first

Here's the first step. Post this simple carousel (black background, white text) to measure how much of that demand is ready to buy.

Slide 1: the hook

You love your powerful dog.
But every time they test a boundary, your stomach drops.

Slide 2: the agitation

It is not about physical strength.
You cannot physically overpower a 70-pound working dog when adrenaline hits.
When you hesitate, give back the toy, or let the jumping slide... they read it instantly.
They stop seeing a leader.
And that is when small household moments turn dangerous.

Slide 3: curiosity and call to action

We manage five powerful dogs every single day.
Not through brute force, but with 3 simple rules that close the loop and remind them who makes the calls.
Reply 'I WANT' if this resonates with you.

Next step

Post the carousel. The replies are your buyers. Send them my way, and we start building while you carry on posting.