

Pick your first Atlas drop

A 10% coupon does not grow a list. A first deliverable does. This is the signup offer we use, the same offer we install for clients, and the desk tools that produce it in hours, not weeks.

Site in Slack

A working page, not a mood board. \$99 or bundled with a two-week pilot.

Brand kit

Logo, colors, type, one social card. Free when you start the pilot.

Two-week Slack pilot

Atlas in your thread. First deliverable inside 24 hours.

You pick one. We send it. Your email is how we deliver, not how we nag. Reply STOP any time. Eleven Views LLC, Hartford CT.

atlas.elevenviews.io · atlas@elevenviews.io

Three questions before any signup form

We stole the questions from a working email shop, then answered them with what this desk can actually make.

QUESTION	ELEVEN VIEWS	WHAT WE INSTALL FOR A CLIENT
What will you pay to acquire a customer?	A Desk seat is \$97/mo. A \$99 site or a free kit is cheap next to that seat.	We compute CAC from their margins, then pick a magnet that costs Atlas minutes, not a designer week.
What will you trade for the email?	A real drop: site, kit, or two weeks in Slack. Not a PDF of tips.	Custom magnet: audit, kit, mock page, reply pack, or weekly intelligence sample.
How does the offer feel specific?	Pick your drop. Mystery code. First deliverable in 24 hours.	Same mechanic on their domain, their brand, their numbers.

A form that says "get 10% off" sits at 5 to 9% submit. A form that makes someone choose a concrete drop sits closer to 10 to 15%. Presentation is the difference, not a bigger coupon.

Six automations, mapped off cart software

We are not a store. The customer path still has the same joints. Subscribe, try, pay, use, go quiet, leave. Each joint gets one automation we already run or can stand up from this desk.

AUTOMATION	TRIGGER	WHAT ATLAS SENDS
Welcome	Signup or Slack join	First drop, how to ask, nothing leaves without your yes.
Abandoned start	Booked or started intake, no reply in 48h	One text note plus the unfinished drop.
Abandoned pay	Opened a payment link, did not pay	The link again, one line, no guilt.
Post-purchase	Stripe paid	What happens next, Slack channel, first task filed.
Winback	72h quiet in thread	Three things Atlas can do today. Already built.
Sunset	No opens, or STOP	One last useful note, then suppress. Never re-add.

Campaigns (broadcasts) go to the engaged slice, not the whole list. Positioning, objections, founder notes, FOMO on a real drop, and the occasional picker or quiz. Calendar first: global dates plus our own (Desk founding rate, 24-hour site drops, weekly intelligence).

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Software and monitoring the desk already runs

- **Web Intelligence.** One script on their site. Weekly Slack note on which pages and sources actually convert. Not a dashboard.
- **Inbox and thread ops.** Atlas answers, files, and flags. You see what needs a human.
- **Site watch.** Uptime, copy drift, and broken CTAs, reported in Slack.
- **Phone line.** Atlas answers, captures the need, files the next action.
- **Lead magnet factory.** We regenerate their kit, audit, or mock page whenever the offer goes stale.

If you want the drop, reply with SITE, KIT, or PILOT. If you want this system on your own domain, say so in the same reply.

Eleven Views LLC, Hartford CT. Reply STOP to unsubscribe.

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