

Phase 1 - Create

The Big Picture:

- This is where we **build your client acquisition machine from scratch**.
- Most coaches are out here hoping YouTube or Instagram will magically bring them clients. We're going to build you a **permission-based system** that puts **YOU in control** of getting conversations, calls, and clients.
- By the end of this phase, you'll have a complete client acquisition system that works, and you'll know exactly how to use it.
- This gives you **CLARITY**

What We Build:

- **Your positioning and offer:** Right now you're thinking "I can help with weight loss, disease reversal, vegetarian transitions, intermittent fasting, detox protocols..." and it's paralyzing you. What we're going to do is take all that knowledge and package it into ONE clear transformation that makes people say "Holy shit, that's exactly what I need."
- **Your Skool:** A professional home base that builds credibility and makes people feel safe buying from you
- **Your permission scripts:** DM templates and call frameworks that feel natural, not salesy
- **And your conversion system:** The exact process to turn conversations into booked calls and calls into paying clients

Phase 2 - Convert

The Big Picture:

- Once your system is built, now we **turn it on**.
- This is where you go from 'I have a system' to 'I have paying clients'.
- We activate every channel you have access to - your network, Skool, social media - and start turning conversations into calls, and calls into clients.

What We Do:

- **Network activation:** We map out everyone you know and everyone you have access to, then systematically reach out using your permission scripts
- **Skool outreach:** We identify high-intent prospects in Skool communities and start conversations the right way

- **Platform optimization:** We get your profiles, bio, and content set up to attract your ideal clients (without needing a massive following)
- **Call execution:** You start booking and taking calls, and I review every single one in real-time so you improve instantly
- **Client conversion:** We get you your first 1-3 paying clients using the system we just built

The Math:

- 100 targeted conversations = ~10-15 booked calls
- 10-15 calls at 20-30% close rate = 2-4 paying clients
- 2-4 clients at \$500 to \$1k each = \$1,000-\$4,000 in revenue

Phase 3: Compound

The Big Picture:

- Once you've proven the system works and landed your first few clients, now we **scale it up**.
- This isn't about working harder, it's about optimizing what's already working and adding volume.
- We refine your messaging, improve your close rate, increase your show-up rate, and start building systems so getting clients becomes predictable instead of random.

What We Do:

- **Conversion optimization:** We analyze your call recordings and DMs to identify exactly where you're losing people, then fix it
- **Referral systems:** We get your existing clients referring you to others (the easiest way to get high-quality leads)
- **Testimonial collection:** We capture results from your clients and use them to make future sales easier
- **Community growth:** We grow your Skool community organically so prospects come to you instead of you always chasing them
- **Content leverage:** We start creating simple, strategic content that attracts your ideal clients without needing to go viral
- **Advanced launches:** Once you've mastered the basics, we run bigger, more strategic outreach campaigns to scale revenue

The Goal:

- Consistent 5-10 calls per week
- Predictable client acquisition (you know where your next client is coming from)
- Systems in place so you're not constantly grinding, it runs more smoothly
- And have the systems in place to grow and scale your revenue to \$10k/month