



TACTICS OF THE WORLD'S HIGHEST-EARNING

A1 _____ **COACHING PLAN**



Dominate your market as a thought leader. Use my super identity formula to launch and grow a 6-figure coaching, consulting, agency, and expert businesses.

MAGIC LEONE

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Section 1 - Welcome

In Section 1, we will cover:

1. General information about the book. This section covers legal disclaimers and acknowledgment.
2. List of additional free resources that come with this book. You will need these tools to create your marketing plan, launch and grow your business.
3. And a little information about me.

Who Is This Section For?

This section is for everyone.

This section includes a quick introduction. You will discover the purpose of this book. I highly recommend that you read it.

Next, you will discover how to get the most benefit from reading this book. You do not want to skip this part.

You will also find a link to your member page and a list of resources waiting for you there.

You will need these tools to launch and build your business, so get them.

You will then find the legal disclaimer and warnings. Take them seriously.

Finally, I have mentioned all the people whose influence has resulted in this book. It will be nice to read about them and know who they are.

Legal Disclaimer

As you read through this book, it's important to keep in mind the following information.

First and foremost, I am here to help you. I value honesty and transparency. As such, I will always provide you with truthful and accurate information to help you make informed decisions for your business.

It's important to note that while my goal is to assist you in building a prosperous business, there are no guarantees in business. Even the best tactics can fail at times, while the worst ones can prove successful. Ultimately, luck and timing play a role in the success of any business venture.

However, I believe if you keep trying, you will succeed ultimately. The difference between winners and losers is that winners do not give up when they fail. They keep improving and trying new tactics until they succeed.

I will try to get you to your success as fast as possible.

It's also worth mentioning that I do not have a formal education in business, finance, or any other related field. Instead, I'm sharing lessons that I've learned as a marketer. While these lessons are based on my personal experience and observations, they are not backed up by science, data, or academic research.

To ensure that you're making the best decisions for your business, I recommend consulting with financial advisors, lawyers, business coaches, or other accredited professionals before implementing any lessons from this book.

Business is inherently risky, and there is always a chance that you may lose money. I have experienced losses myself while trying out new

strategies. It's important to keep in mind that you may need to modify tactics to make them work for your specific business needs.

As you read through this book, it's essential to verify the information and whether it will work for you before implementing any of the lessons. Any actions that you take based on the information presented here are done at your own risk, and I cannot be held responsible for any outcomes or consequences.

It's also worth noting that I have changed the names of people and businesses in some cases and modified campaigns and business information to protect my clients' strategies.

In summary, while I am sharing my marketing approach, it's important to keep in mind that I cannot guarantee the success of any lessons presented here. It's up to you to determine whether the information is relevant and useful for your business needs.

Acknowledgment

As I sit here, reflecting on my success, I cannot help but feel an overwhelming sense of gratitude for the people who have helped me along the way. I have been fortunate to have incredible individuals in my life who have supported and encouraged me through every step of my journey.

First and foremost, I owe a debt of gratitude to my spiritual guru, Baba Kundan Singh Ji. He has been my guiding light, providing me with the wisdom and strength to navigate life's challenges. Without his guidance, I would be lost. I am forever grateful for his presence in my life.

Next, I want to express my heartfelt appreciation to my family. They have been my rock, providing me with the love and support I needed to pursue my dreams. Their unwavering belief in me has given me the courage to take risks and chase my goals. I am blessed to have such a supportive family.

My mother, in particular, has been a constant source of inspiration. She has spent countless hours praying for me and sending positive energy my way. Her blessings have brought me all the luck in the world, and I am forever grateful for her love.

I would also like to acknowledge the role that Claire Marshall has played in my success. She has been instrumental in helping me build a strong brand and create a thriving business. Her expertise and guidance have been invaluable.

I am also grateful to have had the support of my friends and mentors, Arvinder and Sheila. During a difficult period in my life, they were there for me, offering guidance, support, and motivation. Their unwavering belief in me helped me get back on my feet, and I will never forget their kindness.

I must also express my gratitude to my friends Michael, Nick, and Joe, who have been my sounding board and cheerleaders throughout my journey. Their unwavering support has meant the world to me.

And, of course, I cannot forget my friend Mariana, who always knows how to make me laugh. Her endless stream of hilarious memes has lifted my spirits on many occasions.

I am also grateful to every client, friend, and stranger who has contributed to my success in some way. Their support, encouragement, and feedback have been invaluable.

Finally, I want to thank myself for my hard work, dedication, and persistence. I have poured my heart and soul into this project, and I am proud of what I have accomplished. I hope that the information in this book will help others achieve their business and financial goals.

In closing, I want to extend my warmest wishes to everyone. May you find happiness, success, and fulfillment in all that you do. And, once again, thank you to everyone who has helped me on my journey. I could not have done it without you.

Why Most People Never Succeed:

80% of people will never finish this course. They will read a few chapters and assume they know everything.

A few will read a section or two and leave.

They think they are too clever. They assume they don't need the details or do the exercises.

6 months from now, they'll wonder why their life, business, and finances haven't improved.

Only 10% will complete the course and execute the lessons. This 10% will be the winners who will make it big in life.

They will make it big because they have committed to working hard, gaining new knowledge, and experimenting with various tactics.

They are disciplined.

These are the traits that make one successful.

Read this book and take action if you want to succeed in life.

Why Am I Convincing You To Read The Book And Take Action When I Already Have Your Money?

There is no need for me to convince you anymore.

There is no need to keep talking about the results.

I Am Making This Extra Effort Because I Want To Help You.

I have done all the hard work.

All you have to do is take this information and run with it.

There is a good chance you think you know it all.

Most people are too distracted, lack discipline, and suffer from what I call: "Mr. Know-All Syndrome."

I used to be one of those people who thought they knew everything.

I could assume the book and chapter content by reading the title.

I was right 99% of the time.

The Secret To Growth, Success, And Riches - Finding That Missing Piece Of The Puzzle!

I could predict 99% of the content, but there was always that 1% I did not know.

There is always one tactic, mindset, thought, blueprint, or piece of knowledge I did not know about.

This one piece was usually the missing piece keeping me from growing.

The one-piece was the blueprint I needed the most.

There was always one aha moment that leveled up my business and marketing.

This one-piece made all the difference.

Often The Golden Nugget Is Buried Deep In The Pages Or Appear When You Do The Exercises.

And yes, sometimes I found the course to be a disaster.

I still benefitted by recognizing what not to do.

A horrible course on marketing motivated me to create high-quality training.

You will never lose by learning.

In addition, it will help you develop discipline, mindset, focus, and commitment that will help you grow.

All it takes is one thought, tactic, blueprint, and aha moment to take off and succeed.

Sometimes it is the combination of a few courses that trigger that aha moment or give clarity to the blueprint.

Continuously read, watch, and learn if you want to grow, or else you risk losing big.

Reading And Learning Are Good, But Only Action Brings Results.

You have to apply new lessons to experience new results.

Having a plan and modifying it to work for your business is the only way to succeed.

I do the same thing for all my clients. We start with a business plan. We keep making adjustments until we get desirable results. Then we scale it and have a booming business.

If you are serious about building a successful business, read this book and do the tasks.

Execute the plan and make improvements using the lesson from this book. Stay focused and keep working until you achieve success.

If you are happy with your business and finances, skip this book.

If you have a better plan, skip it.

If not, take advantage of this book.

Best case, your business will excel. Worst case, your business will improve.

You have all to gain and nothing to lose.

Important And Necessary Resources

I have created a members area.

Inside, you will find tools and resources to help your business.

You will need these resources as you go through the book. So go and get them right now: <https://alcoachingplan.com/login>.

Inside, you will find:

A1 Coaching Plan Book: You can download a PDF and EPUB version of the Book. This book will give you the blueprint to start or grow a coaching/consulting/agency/freelance business. Follow this plan to build a cash-rich and profitable company even if you have zero experience.

Customer Avatar Template: Identify your customers in depth so you can create marketing and services that sell. Discover where to find them, how to market to them, and how to sell them high-value offers.

Book For Big Money: Discover my 2 sales funnels that bring in big money automatically. These funnels made me the highest-paid coach. Apply them to your business to earn big money consistently and effortlessly.

Niche Research - 54 Minutes: Discover my blueprint to turn your idea into a high-selling product. You can use this step to create or improve your existing product. It will help create unique, high-selling, high-priced courses, training, and services.

Profit Math Video – 13 Minutes: Discover my blueprint to make your sales campaigns and businesses profitable. In this video, I will show you practical math and the steps to make a profit from any campaign. If you are new, then you may not know that most campaigns do not make a profit from the start. In fact, the majority of campaigns make a loss. You have to make improvements to turn them into a profit so you can actually make money from your business.

Evergreen Sales Campaigns - 26 Minutes: Unlock a treasury of evergreen sales campaigns that generate revenue consistently. The more campaigns you create, the more sales you'll secure. These campaigns are the key to establishing a business with steady sales and revenue. With careful planning and implementation, your business can experience growth of up to 3-5000%.

Click here to access the resources:

<https://a1coachingplan.com/login>

Who Am I?

My name used to be Manish.

I changed it to Magic after coming to America.

Most could not pronounce my name. They called me Man-ish, Man-ae-sh, and whatnot.

I decided to change my name.

I did not want to be named Michael or Manny. This is not who I am. I wanted a name that represented me.

I realized after a lot of thinking that my life is magical. I have been blessed. I got more in life than I deserve. I always get lucky! I run into the right people and get timely help. I am uneducated and come from a poor family, yet I made it better than most. I tried to kill myself when I was young because of failed relationships. Not only was I saved by divine intervention, but I also became the highest-paid coach giving dating and relationship advice. My clients achieved amazing success.

If this isn't Magic, I don't know what is.

I can write a book on my magical experiences, but I will save them for another day.

The bottom line I decided to name myself what I experience every day.

Entry Into the Field Of Marketing.

I ran into a financial crunch around 2009. I had almost no options to work, not even at a gas station.

Someone suggested I start giving dating advice. I had spent over 7 years learning how dating worked in the US. I gave it a shot, and luck favored me again.

I became the highest-paid coach despite people warning me that no one would take dating advice from an Indian guy with a thick accent.

Why Teach Marketing?

After running the dating business for 10 years, I got tired. There was nothing new for me there.

So, I decided to do something different.

I had two issues growing up that caused me immense pain and insecurity. One was dating, and the other was money.

I solved both of these problems.

I helped people with dating advice with my first business. I made money and felt great helping people with areas of their lives that impacted me.

Since money was my other challenge, I decided to help people make money.

This is why I started this business. I want to help people succeed with business and money and grow even more while helping people.

How amazing is that?

I am codependent.

The other reason to start this business is that I am codependent.

My childhood trauma has turned me into the savior of all. I want to help and give advice to everyone.

I feel good when I help people.

My codependency has played a significant role in my success.

I do not create courses or training to help clients. I create them to help me. I feel happy and proud after helping people.

I am compelled to help you succeed, or else I feel terrible.

Coaching, consulting, and mentoring are me and not just my job.

I am good at it, I crave it, and it is the only thing I am good at.

This is why I created this program to help people achieve their dreams, become financially successful, and experience joy as I do.

Am I Really The Highest-Paid Coach?

Let me start by addressing the most pressing question.

How do I know if I am the highest-paid coach in the world?

The truth is that there has never been any official research to declare me as the highest-paid coach.

However, there is a general consensus in my industry that I am the highest-paid coach in the men's dating industry.

You see, the top players in that industry are my friends and colleagues. They are the highest earners.

No one among them has ever charged high prices like me.

Some of them have done more business than me. But no one has earned more money per client or sold high-value offers like me.

And if the top earners have not sold high-value offers like me, there is a good chance that no one else has.

However, it does not matter if I am the highest-paid coach.

What matters is that I know how to create and sell offers ranging from a few hundred thousand dollars to \$200,000.00.

I sold hundreds of coaching packages for \$3,500, 4,500, 7,500, 9,999, 12,500, 15,000, 18,000, 28,000, 48,000, 100,000, and 219,500.00.

\$ 219,500.00 is the highest training program I sold.

I left the dating industry at that point. I never got to test how much more I could have charged.

The bottom line, I am an expert at creating and selling high-value offers.

And in this course, I will share my blueprint and help you do just that.

Section 2 – A1 Coaching Plan

Who Is This Section For?

This section is for everyone.

This section will give you an overview of the entire plan.

It will give you a good understanding of the journey you are about to take.

It will tell you what is included and the tactics you will discover.

You will discover the building blocks for creating an A1 product, launching the business, and getting the first high-paying client.

This will help you stay on track and understand the progression as you proceed with the course.

A1 Coaching Plan Overview - What Is A1 Coaching Plan?

The A1 Coaching Plan is a blueprint for launching and building a profitable coaching, consulting, or knowledgepreneur business.

If you have not heard the term Knowledgepreneur: a knowledgepreneur is an entrepreneur who leverages their expertise, skills, and knowledge to create and monetize intellectual property.

In other words, they help people with their knowledge, skill, and talent and generate revenue, thus creating a win-win situation.

This may involve creating and selling online courses, eBook's, coaching services, consulting packages, or other digital products and services based on their expertise.

I club all thought leaders, coaches, consultants, agencies, and experts under the umbrella of knowledgepreneurs.

I may use any of these terms from hereon. All of the information in the book applies to all thought leaders, subject matter experts, professional service providers, and business builders.

This is the plan that made me the highest-earning coach in my industry.

This is the exact plan and process I follow to help clients launch and scale their businesses.

This is the only plan you will ever need to learn and apply to your business.

This detailed plan includes everything you will ever need to become a successful leader in your industry.

Chances are, you already have something really valuable - a product, course, or idea that you believe in. But, to get the success and recognition that you deserve, you need to figure out how to spread the word about it to the right people.

That's where marketing comes in - by learning how to market effectively, you can reach your target audience and get the attention you need to succeed.

The blueprint will teach you the right approach to starting and growing a coaching business.

You will learn how to turn your idea, passion, skill, or existing business into a profit-making machine and enjoy life in the process.

You will learn how to get consistent revenue and profits from the beginning. This way, you can live off your business and have money to reinvest and grow the business.

The last thing you want is to get in debt to support your business, be miserable, frustrated, broke, and give up because you cannot make it work.

It will give you a step-by-step roadmap and hand-hold you into building a business you can depend on for revenue and be proud of.

More importantly, I will ensure that you have a great time doing so.

You will get the blueprint for launching or relaunching a money-making coaching/consulting/training/agency business.

You can use it for many other businesses.

You can use this plan for any:

- ⇒ Coaching
- ⇒ Consulting
- ⇒ Training

- ⇒ Freelance
- ⇒ Retreat
- ⇒ Therapy
- ⇒ Matchmaking
- ⇒ Yoga
- ⇒ Medical
- ⇒ Educational
- ⇒ And any other influencer, mentorship, specialist, expert, or guru type of business.

You can start a coaching company from anywhere in the world and sell to any or all countries using the tactics from this course.

You do not have to live in a big country or a busy city. You can build a cash-rich business even if you live in Estonia, Belarus, or another small nation.

You can live in India and sell high-priced offers in the United States or any country you desire.

You do not have to limit sales to a few countries.

The whole world can be your market with the right plan.

You can even use this plan to build and launch businesses for other experts as a freelancer.

Why Use A1 Coaching Plan?

The best ideas and intentions fail without a proper plan and execution.

I have witnessed several thought leaders failing to make a difference and achieve their goals.

I have also witnessed several experts become industry leaders despite the odds with the help of a solid plan and execution.

You need a great plan if you want to succeed.

A good plan will help you create an attractive business. This will attract customers and loyal followers.

Creating meaningful content, products, and services will become easy.

You will be able to obtain a position of leadership and have people look up to you as the solution they seek.

A good will make it effortless to launch, grow, and become an authority.

It's common for coaches and consultants to have great ideas but struggle to turn them into successful businesses or attract enough customers.

They may have difficulty attracting clients, generating revenue, or building a sustainable business model that supports their work.

This can be discouraging and cause many to give up before achieving their goals and some give up even before starting out.

I was once in this position myself. I had many satisfied clients who had achieved great results from my coaching, but I wasn't making enough money to support myself. I became frustrated and even resentful towards my clients, even though I knew it wasn't their fault.

Despite these challenges, I never gave up on my dream of building a successful business. I am a persistent man. I never give up once I set my eyes on a goal.

I spent years studying and experimenting with different business models, marketing strategies, and sales techniques until I finally found a way to turn my coaching into a profitable business.

But this did cost me. I lost many good years and relationships and compromised my health.

And this is why I want to help you not just build a business but enjoy life and stay healthy.

That's why I've put together a plan that can help you quickly and easily launch or turn around your struggling business.

This plan covers everything from identifying your target market and developing a compelling offer to creating a sales funnel and building a strong online presence.

It also includes tips and strategies for building your brand, generating leads, and converting prospects into paying clients.

If you're struggling to make your coaching or consulting business work, this plan can help you get on the right track and achieve your goals.

It's not a quick fix or a magic bullet, but with the right strategies and support, you can turn your passion into a successful and rewarding career.

The Plan

The plan is to create a high-value coaching/consulting business.

If you want to build a successful business, there are different strategies you can follow. However, creating high-earning products and services is one of the most effective ways to earn significant profits and grow your business quickly.

The idea is to have a high-value product or a series of products that can add up to significant profits.

When you sell a high-value product or service, you have the potential to earn big money with just one sale. This can be a game-changer for your business.

Moreover, marketing high-value offers is almost the same as selling something low-priced. This means you can achieve massive success without having to work any harder than you would for a low-priced offer.

When you make a big sale, you have enough money to cover your personal expenses and reinvest in your business. This is a great way to grow quickly and build a profitable business that can sustain itself over time.

If you are new to selling, you may be wondering how this is possible. But don't worry - I will teach you everything you need to know to make it happen.

Trust me when I say that selling high-value offers is easier than selling low-priced offers. Many advantages come with selling a high-value offer.

For example, when you position yourself as a high-end coach or agency, you achieve instant credibility.

People assume that you must have something special to charge such high prices. This is one of the magic tricks that play in your favor.

By offering high-end products or services, you get automatic status and credibility. This makes people want to choose you over average coaches and agencies.

Let's say someone else is offering you a marketing course for \$500, while I am offering a similar course for \$10,000.

Most people will assume that there is something special about the \$10k coaching and will perceive it to be superior and possess more value. This perception is called the "price-quality heuristic," which suggests that consumers associate higher prices with higher quality.

By pricing it high, we create a positive connection for this course even if you cannot afford it.

There is a good chance you will also wonder what is so special about the course to be priced this high. And the best part is that you will do all the work to justify the price. You will position it as a superior product because of pricing. Such is the psychology of sales.

On the other hand, if something is priced too low, people will wonder if it is missing something or of bad quality. We all have heard the expression, "If it is too good to be true, it probably isn't true." So when someone offers a great deal even on a superior product, buyers become skeptical.

To combat this, many sellers will price their products or services high to increase the perceived value. They will position themselves as premium or luxury brands and use marketing tactics such as scarcity, exclusivity, and social proof to justify the high price tag. This leads buyers to believe that they are getting a high-quality product at a great price, and they are more likely to make the purchase.

Furthermore, offering a high-end product or service can even increase sales of lower-priced items. Buyers who cannot afford the expensive option will assume that the seller has something special or is superior because of the high price tag and will be more likely to purchase the lower-priced option. This is known as the "aspirational pricing" strategy, which relies on creating a halo effect around the brand by offering a high-end product or service.

In conclusion, selling high-value offers is a superior strategy to launch and grow a coaching or consulting business.

However, there is a risk of a higher refund rate if your product is not good. Therefore, I will show you how to create a world-class product, service, or coaching that your customers will love.

Your product quality is crucial for long-term success.

Your brand's value and trust will drop rapidly if you offer low-quality products, services, or coaching.

This means having a high-value business compels you to generate high-impact content, products, and services.

The formula for success is Top Product at Top Price = Top Business.

This is a win for everyone.

Here is the breakdown of the plan:



A1 Coaching Plan Quick Overview:

- ⇒ **Step 2:** We will start by creating a Super Identity.
- ⇒ **Step 2:** We will start by creating a Customer Avatar.
- ⇒ **Step 3:** We Will Create An A1 Product Using The Customer Avatar.
- ⇒ **Step 4:** We Will Create Our Power Pitch And Sales Offer Using Customer Avatar.
- ⇒ **Step 5:** We Will Get Our First High-Paying Client Using Our Power Pitch And Sales Offer.

Post Launch

- ⇒ **Step 6:** We Will Multiply Sales, Revenue, And Profits To Build An Unstoppable Business.

Step 1: Build A Super Identity

We will start by creating a super identity for your business. This will be the foundation of your business.

Your products, services, coaching, marketing, client acquisition, success, and everything else will come from your super identity.

It will stand you apart, attract customers, get loyal followers, and make you a leader in your industry.

Get this first step right and you will be destined to become a great leader and a successful business.

Step 2: Build Customer Avatar

The next step is identifying the ideal customer likely to purchase our high-end offer.

We rely on scientific and data-driven methods rather than guesswork to ensure our approach is accurate.

Once we have established our customer avatar, we will create new products or training courses tailored to their needs. Alternatively, we can make minor changes to our existing offers if necessary.

An in-depth understanding of our customers will also help us tailor our sales and marketing messages to their deep desires. By knowing our customers, we will know where to find them, how to approach them, and how to motivate them to do business with us.

In fact, 90% of business owners have trouble with this step.

But I can help.

I'll show you how to create a customer avatar that will enable you to confidently build your products, sales, and business in step 2.

Step 3: Create A Flagship Product

In this step, you will learn a product creation checklist and blueprint of top marketers to create high-value products that sell for a premium price.

By following this process, you can ensure that your product meets your customer needs, resulting in increased sales and lower refund rates.

This step will assist you in turning your concept into a profitable product with mass appeal, ensuring that you have a significant market in which to sell your products.

You will discover minor adjustments that can transform an average product into a high-class product, allowing you to stop doubting your product and start believing in its transformative power to assist clients.

You will confidently promote this product without feeling like an impostor.

In step three, you will sell this product to obtain your first high-paying client and continue to do so after the launch.

Step 4: Construct Power Pitch And Sales Offer

At this point, you will learn how to create a power pitch that can sell high-value offers.

This power-pitch formula has been used by me to generate \$20-30,000 in sales after talks, while my peers barely managed to get one or two clients.

By learning this formula, you will acquire the skills of top marketers.

I will show you how to get your first or the next customer using the power pitch.

You will use this pitch to make direct sales and to attract customers from social media and other platforms.

You will also apply this formula to create blog posts, social media posts, ads, videos, and presentations.

Step 5: Launch And Get 1st High Paying Client

In this step, we will create and launch our first sales funnel.

We will use a variety of tactics to acquire our first client.

You can either sell high-priced or multiple low-priced offers to generate substantial revenue.

This step is where you will officially be in business, and you will repeat this strategy to keep generating revenue in the future.

Step 6: Grow Sales, Revenue, And Profits

In the final step, we will focus on taking your business to the next level.

You will uncover various tactics to continuously acquire new clients and learn powerful tactics to 3x, 4x, and 5x revenue.

I will reveal tactics to increase sales, revenue, and profit, ensuring your business is sustainable and profitable. After all, a business without profits is merely a debt machine.

You will learn how to make profits and keep increasing them, ensuring that your business feeds you instead of you feeding your business.

These tactics will bring you stability, growth, and prosperity, resulting in a business that helps clients and earns you good money.

Finally, you will have a proud business that helps clients and earns you good money.

Here are some of the key things you will get out of this course:

- ⇒ Learn how to create impactful products, coaching, training, and services that can earn you big money. This way, you can reap the rewards of your hard work and get paid well for your efforts.

- ⇒ Discover how to turn your idea into a high-quality product or service that you can confidently sell without feeling like an imposter.

- ⇒ Get the entire blueprint for generating high income so you don't get lost in the maze and have a clear idea of the path and the process.

- ⇒ Identify your ideal customers, who will purchase immediately and become your biggest fans.
- ⇒ Learn how to create an ethical high-price structure and sell guilt-free with top-tier pricing.
- ⇒ Discover how to get immediate sales plus consistent and stable income.
- ⇒ How to get your first high-paying customer within 2-3 days of your launch, even if you have zero sales experience and have never sold anything before.
- ⇒ Learn how to automate your sales funnels to get sales and customers automatically.
- ⇒ Find out how to create loving fans who will buy repeatedly and promote you so you can grow your business.
- ⇒ Discover how to go from being an unknown to a credible authority in no time and become an industry leader.
- ⇒ Learn how to create multiple high-converting sales funnels for your business.

- ⇒ Craft your powerful sales pitch to sell effortlessly without selling, chasing, or begging.
- ⇒ And many other powerful tactics to build an A1 coaching or consulting business.

Note:

This blueprint is designed to make building, launching, and growing a coaching business easy.

However, I will be sharing a lot of information.

Don't worry if it seems overwhelming. Not everything will be applicable to your business, and you're most likely already doing some of these things.

The goal is to give you in-depth information that produces top results.

The principles, tactics, exercises, stories, case studies, and workbook provided will help you stand out, become a leader, deliver results, get sales, and become a top business.

I highly recommend that you read all the content, apply the lessons, and do the exercises to increase your chances of success.

I need to discuss a couple of key building blocks before we start building our coaching business.

Section 3 – Step 1: Crafting Super Identity

Who Is This Section For?

This section is for everyone.

In this section, you will develop the most valuable asset of your business.

You will develop your super identity. Think of it as brand identity times 10. Your super identity will become your superpower.

This is how people will see you. They will be drawn to your superpower. They will want to learn and work with you because of this superpower.

You should revisit your super identity even if you have one already.

This first step will set you up for a lifetime of success.

Case Study – Branding Expert Struggling To Take Off

I heard a woman give an outstanding presentation on the topic of Trending. It is about how to identify current and future trends to grow businesses. It was an out-of-this-world presentation.

I was at a coworking space.

She was giving a Zoom presentation.

I walked up to her and said I was not supposed to hear, but I could not resist.

I had turned off the music on my phone and secretly heard your presentation.

I am super impressed.

She told me she was a branding expert and showed me her portfolio. Her work was impressive. She had achieved top results for her clients.

I asked her about her business.

This may seem like a movie script, but she started weeping when discussing her business.

She told me she has been trying to launch herself as a branding expert.

She has done everything, and her efforts have led to nothing.

I remember what she said next. She said: “I would rather live under a bridge than work on my business anymore.”

It was painful to witness such a brilliant talent who has helped several businesses but could not help herself.

But it was no shock.

I have seen this story repeated several times.

People who have built million-dollar empires for others struggle to get consistent business for themselves and even struggle to take off at times.

They should get faster and better results.

They should enjoy their life and become an industry leader.

Instead, they suffer struggles, failures, and stress.

People around them look down upon them and doubt their ability to succeed.

It is a mystery to them why they cannot do for themselves what they have done for others. Or how others get results and they struggle despite having superior products, services, and marketing.

Here is another common scenario.

A prospective client reached out for my help to grow his business.

He said he had spent lots of money to build his business but wasn't getting the desired results.

In the past, he hired web designers, copywriters, ad agencies, experts, and gurus.

He had spent over \$200,000 in the past 3 years on various gigs, but nothing changed.

He had heard me talk in a group of marketers and was impressed with my business skills and decided to ask for my help to grow his business.

He kept insisting that he had everything in place and all he needed was more visibility.

I looked at his website. It was a mess.

I had no idea what he was doing, where he was trying to go, who his customers were, what he was selling, or what his selling point was. He had mixed content from over the years.

And to be honest, 90% of websites deal with the same problem.

They lack clarity.

Some visitors find their content engaging. They keep consuming it and ultimately end up buying it.

However, the majority leave because they have no idea what's going on or what to expect.

Businesses like these are at the mercy of their customers.

They have no control over acquiring customers. They have to wait until someone decides they are going to buy.

No wonder these businesses lack consistent sales.

What was a mystery to him was obvious to me.

Case Study – Therapist Struggling To Grow

During a consultation with a therapist, we discussed the importance of having a strong super identity for her business.

The therapist claimed that her super identity was being a nurturer. Although this may have seemed like a weak super identity initially, it could work well for her line of work.

However, it was essential to test this super identity and ensure that it aligned with her business goals.

To determine if this super identity was effective, I asked her how she knew that nurturing was her super identity.

She explained that many of her clients often tell her after the session that she is nurturing.

However, I pointed out that this observation was made during the session and not before.

This means that her clients saw something else in her before signing up for therapy, which made them want to work with her.

Moreover, if many clients saw nurturing in her, it could be used to upsell additional programs. In some cases, I use two super identities or a subset to get more business. This also indicated that most of her clients could be drawn to a super identity around nurturing or soft coaching. However, it was crucial to match this super identity with her business goals to ensure her current clients align with the avatar of the customers she seeks to grow her business.

Next, I asked her to demonstrate how she was using nurturing in her business assets, such as her website, articles, emails, imagery, and coaching.

However, she could not show me a single use of nurturing in any of her business assets. This demonstrated that many people do not have a clear understanding of their super identity, even if they think they do.

Having a clear super identity is essential for attracting your dream customers and becoming a leader in your industry.

People should see value in you and recognize your talents when they think of your super identity.

This way, they will value you, and you won't have to convince them to see value in you, which could lead to losing out on potential business. Additionally, your super identity should target a sizable audience to help you grow your business.

To utilize your super identity effectively, it should be applied to every part of your business, from content to design.

Your personal and business brand identity should reflect your super identity to help make it clear to your customers.

By applying your super identity to your business, you can soar high and achieve your goals.

Successful businesses are built on proven systems and strategies.

A business with a plan or a system is a hobby, not a business.

If you want to be part of the big league. If you want to achieve the same respect and following as top leaders, you need to have an identity for people to connect with and follow.

It needs to be visible in every part of your business.

Super Identity - The Bedrock Of A 6-Figure Coaching Business - Must Read!

In this section, I will teach you a crucial concept that you must master if you want to build a successful coaching and consulting business.

You will never hear about this concept anywhere, and trust me, this is the key to becoming a leader in your industry.

Every knowledgepreneur needs to identify and architect their super identity.

Super identity is like becoming a superhero. People instantly recognize your strengths. They can relate to you, trust you, and look up to you for help.

Every superhero has their unique ability to help.

Superman flies and uses X-ray vision. Spider-man climbs walls and uses the web. Even non-superheroes like James Bond or Tony Stark (Iron Man) have the unique traits they use to save the world.

They are all involved in the same mission of saving the world. But they all have their unique approach to doing it.

Their unique approach is their super identity.

This sets them apart.

This creates a loyal following and fan club.

That is what you need for yourself.

People should identify you, your skills, approach, vision, and process when from your super identity.

They should connect with your super identity and see it as the ultimate force to receive help.

It will help you stand apart, attract customers, and become a leader.

When it comes to expert subject matter, clients are not just drawn to your knowledge, but also to your personality.

In fact, they are more attracted to your vision, approach, and personality than they are to your expertise.

Many people can deliver what you offer.

There are many ways to achieve the end results you deliver.

Without a super identity, you are nothing more than the next coach or consultant competing for attention and business.

Super identity gives you a unique angle that your clients can connect to. They build an emotional and sentimental connection with your identity. It makes them want to be like you and learn from you.

The attraction to your super identity makes them choose you over alternatives.

It makes them do business with you, proudly associate with you, and even promote you.

I have clients who pay yearly just to be in touch with me. They tell me they get motivated every time they talk to me.

This helps them level up. In other words, they are drawn to my super identity. It makes them want to be with me.

This is a stark contrast to coaches trying to sell. Super identity helps you attract, not sell.

I cannot tell you how many people, including national media, that have approached me for interviews.

I have been featured on networks like BBC, ABC, CNN, and The Telegraph among others.

I have never hired a PR firm or spent a penny to be featured on any of these.

I get unlimited requests for appearing as guests on podcasts and business partnerships.

I cannot tell the number of requests I get from a spouse to greet their partner on their birthday because they consider me their hero.

I am not saying this to brag. I do not even think I am a hero. I am trying to show you the impact on your clients and business when you have a super identity.

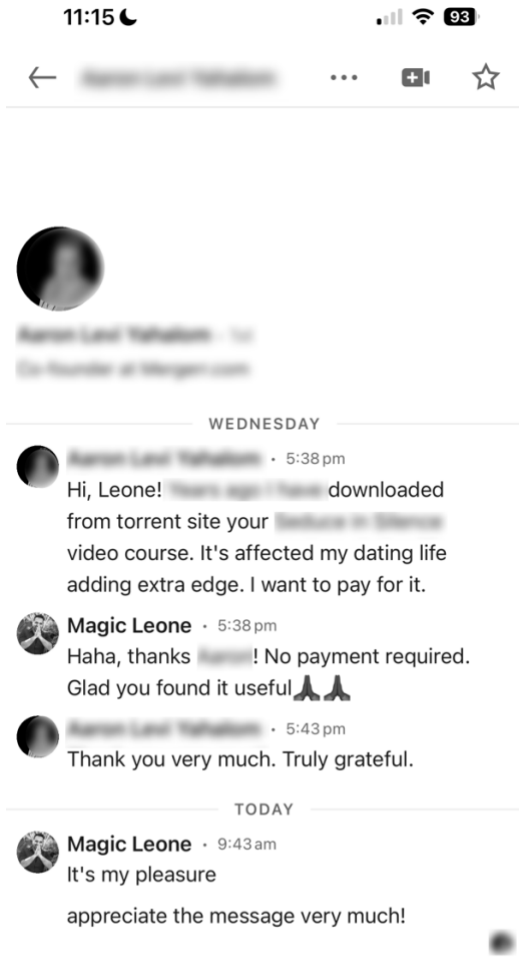
Here is something funny. 8-10 people reach out to me each year.

They tell me they downloaded my course or a product from a torrent site and now want to pay me for it.

They have no other agenda.

They want nothing in return.

They just want to pay me and get close to me.



You will see more proof of this as we go through the book.

This is the power of having a super identity.

Your entire business model, product line, marketing messages, and operation manual sprout from your super identity.

Unfortunately, very few people understand this concept. I have never had a client who already had figured out their super identity. No wonder they struggle to launch and scale.

A few had worked on their super identity, but it was not right. When you have the correct super identity, you will see instant results. It starts to work right away.

So, create your super identity before you do anything for your business.

This is the first thing I do for my clients. I will never work on anything until I have a solid super identity for them.

Your super identity is the identity of your business that encompasses what your brand stands for, what it represents, and what it strives to achieve.

It's the driving force that makes your business desirable and attracts customers.

You can build hundreds of sales funnels, hire dozens of expert copywriters, and spend thousands on ads. None of it will work unless you figure out your super identity.

There is a 90% chance that your business is struggling because you have not identified the super identity. So, work on it before you do anything else.

It is essential to create your super identity even if you think you have already done it. There is a good chance you do not have it right, or you won't be here.

Every business has a central driving force that shapes its identity. For some businesses, it is their products; for others, it is their pricing, technology, or any other aspect.

However, for knowledgepreneurs, thought leaders, coaches, or consultants, the super identity is the driving force of their business.

It embodies what they do, why they do it, how they do it, and for whom they do it.

It represents their core beliefs, motivations, and driving passion that shape their businesses and guide their actions.

It influences their strategies, decisions, and interactions with clients or followers, serving as a compass that directs their endeavors and keeps them aligned with their purpose.

The super identity is like brand persona or identity, but it goes beyond how a brand presents itself to its clients.

It includes the brand's internal philosophy, values, and beliefs.

Having a clear understanding of your super identity helps you identify your clients and how to serve them best. It enables you to create top-of-the-line products and services effortlessly.

When you act following your super identity, you build stronger connections with your clients, leading to deeper relationships that last a long time.

This helps attract people who share your views and believe in what you do.

It also makes others trust your skills more. In other words, everything about your business comes out of your super identity.

Get this right, and you are destined to win. Do this wrong, and you will struggle for a long time.

Therefore, it is crucial to identify your super identity and ensure that it is aligned with your business's core values and beliefs.

It will help you make an impact on your clients while building a great business that you can be proud of.

Super Identity For My Business

What do I do?

I offer different services like dating tips, business advice, teaching marketing, business consulting, and motivation. I've worked in building businesses, teams, and sales, both online and offline.

So, who am I? What's my business all about?

At first glance, I could call myself a coach. But that's just putting me in a big group with many others out there.

Now, I could spend ages trying to convince people that I am better than other coaches. Why they should pick me over others?

But let's see how things change when I identify and apply super identity to my business.

So, what do I do?

To keep it simple, I help people reach their goals.

How do I do it?

I do this by reprogramming my clients' minds and providing them with a blueprint for success.

Why do I use this method?

I've found that the main thing stopping people from reaching their goals is themselves. Their past experiences, feelings, and how they think all get in the way. It's like a car that can only go as fast as the driver lets it. A Ferrari driven by someone scared of speed won't go far. Similarly, a business is only as good as the person running it. So, unless I help clients deal with their emotional and mental blocks, they'll struggle even with the best tools.

Why is this my preferred way?

I've worked with coaches too shy to promote themselves or charge what they're worth. I used to be like that.

I've worked with salespeople who felt bad about selling.

I've worked with thought leaders who weren't sure what they were doing.

And the best or worst, I've worked with top performers who didn't realize how great they were. They felt like fakes even though they were the best.

I could go on with the list.

But do you think any of them would succeed as they are?

No, that's why my first step is turning people into winners.

The next step is giving these winners the tools to succeed.

And that's where my mission comes in: I shape tigers destined to win and I shape tigers that win.

There's a reason I have two versions, but we'll talk about that later.

I make people into winners. I give them confidence and a winning mindset, then the tools to win.

My whole business is about helping people win. It's simple and straight to the point.

The process is to turn them into winners and give them the tools.

No other coach does that.

Yes, on the surface, it's about self-improvement.

The phrase "I turn people into tigers" shows it's going to be a tough process. This is who I am as a coach.

I'll get you results, but it'll be my way.

I don't care if it's tough or if you're upset. I'll push you hard to succeed, even if it hurts. My job is to get you results, not to worry about your feelings. You have others for that.

This sets me apart as a coach focused on results at all costs. I'll work on you and your plan to reach your goals. I'll push you harder than anyone else will. And that connects with a certain audience who wants that.

There's a reason I chose this type of client too, but we'll talk about that later.

And you'll see this driving force in everything I do, inside and out.

Take a look at some snippets from my company's branding document:

The first one says: Achieve client goals as fast as possible - every single time. We don't rely on clients to succeed. We carry and even drag them to success.

Here is another excerpt: The only thing that matters is the end results, everything else is masturb@#\$.on.

Yes, they are rough and crude but that is who I am.

If you want to work for me, you better get the clients the result they want. I do not care about how much it hurts to do the work.

The same goes for the clients. Frankly, I deter them. I advise them to seek other coaches and come to me only as a last resort.

They have to be willing to undergo my intense approach to transform into tigers. They must agree to my terms. They even have to pay the entire money upfront.

It's non-negotiable.

So, you see every piece of my business even the client interactions is controlled by this force.

This makes me congruent, authentic, different, trustworthy, and one-of-a-kind.

The bottom line is that this super identity defines my business, what needs to be done, and how it needs to be done.

Why Is Super Identity Significant For Knowledgepreneurs.

Let me share a recent encounter that really captures the essence of my business:

So, I got a call from a lawyer representing a potential client, right? The guy was looking to negotiate a payment plan of close to \$200,000.

He wanted all sorts of conditions, like paying month to month, canceling whenever he felt like it, and even demanding refunds.

Now, here's the thing: I'm not about to dance to anyone else's tune, especially not when it comes to my business.

So, I told him straight up - full payment upfront, no cancellations, no refunds. And just to make things crystal clear, I made it clear that I could kick him out of the program whenever I wanted, with no refunds either.

The lawyer, bless his heart, tried to argue with me.

He thought he could save his client some money and get him a sweet deal. But I wasn't having any of it.

I made it clear that if they couldn't agree to my terms, I wasn't interested in working with them.

Guess what happened next? Within minutes, the client himself was on the phone, agreeing to all my terms.

You never get such large payments at one time. You will lose a lot of money, especially in taxes.

But I got the client on my terms.

Now, why did I play hardball like that?

I'm all about teaching people to be tigers. You can't preach about being bold and assertive while acting like a timid sheep yourself. Clients notice every little detail, and any hint of inconsistency can shake their trust in you.

So, I always maintain a firm and unwavering stance. If they catch even a whiff of inconsistency, they lose trust faster than you can say "refund."

Secondly, having total control over the client allows me to truly help them. I

n high-pressure situations, clients might try to push me around if they think they have leverage over me—namely, my income.

By maintaining complete authority, I can push them beyond their comfort zones and help them shine.

Now, let me tell you a little story from my early days as a dating coach.

I used to tell my clients straight up - do what I say, or you're out. And you know what? I meant it.

I embarrassed a few guys and kicked a few others out of the program.

But you know what else? My reputation as a tough coach grew with every one of those incidents.

Now, most of these guys came to me with serious anxiety about approaching women. But by the end of the second night, they were out there, chatting up girls like pros. And when I asked them what happened to their fear, you know what they said? "I was more afraid of you than the women!"

And let me tell you, that always puts a smile on my face. It shows me that they've got what it takes to succeed - they just needed someone to push them in the right direction.

Now, this approach might not be for everyone, and that's okay. My coaching is for people who are ready to roll up their sleeves and do whatever it takes to win.

And you know what? It works. It really does. I've seen it time and time again. When you identify the super identity of your business - in my case, turning people into tigers - everything else just falls into place.

So yeah, that's my story. Tough love, resilience, and a whole lot of hard work. It's not always pretty, but it gets results. And at the end of the day, that's all that matters.

So, you see once again, my identity has become my training process.

And the reason this is my super identity is because this is how I train myself.

I exposed myself to miserable conditions to overcome my programming and succeed in life.

I never want to go back to who I was and live like a failure.

It was too painful.

Life is fun and great for a successful person.

So, I still use the same approach on myself.

I am currently sleeping on the kitchen floor in my apartment despite having a beautiful bed and no one else in there.

I have locked myself in and not had any human contact.

I am doing this to focus and finish this book.

These conditions are to remind me to do a great job as fast as possible so I can end my misery. It is also a reminder that taking shortcuts, being lazy, or doing a bad job can bring me back to sleeping on the floors which is what I did for a long time when I was poor.

I could have just entered a few prompts into Chat GTP and had the app write this book. But I will never do that.

I expose myself to a harsh environment to stay focused and complete the task so I can enjoy comfort again.

So, the methodology of tough love, misery, and ass-kicking I use on me is exactly what I use on my clients.

One cannot be more authentic than this.

I have one and only one goal to get them to success. And so, I forge them in the fire of hell and have them emerge as a tiger destined to win.

I only want people who are ready to win, who will let me destroy and rebuild in some cases.

And this attitude works for both of us. They achieve the results they seek, and I grow my business and status.

Someone could do it differently. They could be warm and caring and that is fine too.

The beauty of this world and coaching business is that there are hundreds of ways to reach the end goal.

Some will love my approach and choose me over the warm and cuddly coach, and some will choose them over me.

And that is ok.

I cannot help everyone in the world even if I wanted to.

I rather make an impact in the lives of the few, feel good about it, and benefit from it.

So, you see I identified the super identity of my business which is to turn people into tigers. Everything I do comes out of this philosophy. All teachings and interactions are conducted within its framework.

This stands me apart.

This creates a sentimental connection.

This makes customers who match my style and vision.

Once you've identified the super identity of your business, everything becomes effortless.

Take for instance if you want me to create a blog or a video on launching a 6-figure funnel. Here's my take: How to launch a 6-figure funnel like a tiger, with the confidence of a tiger, or using my tiger tactics.

I can take any viral content and show how I would approach it differently, like a tiger. I'll dive into the emotions and mindset that might be holding you back, and those necessary to build and execute a sales funnel that brings in 6-figures.

Identifying the super identity of your business is crucial—it's the driving force behind your success. Just ensure there's enough demand for whatever embodies the identity of your brand. After all, you need clients to earn 6-figures each year.

By now, I hope you understand the importance of discovering the super identity of your business before making any move. And even if you're already in business, revisiting this process is essential for scaling and growth.

Developing Your Super Identity

In order to find your super identity, you need to answer these 5 questions and create your super identity:

What do you want to do? Mission?

Why do you want to do it? - Problem

Who do you want to do it for? - Psychographics

How do you do it and why this approach? -Solution

What does it look like - Identity

This will help you find your super identity.

Use your super identity to build business assets and you are done.

I have a 3-P system that I use to go through these questions. I use it every time I work on my business, or I work with clients.

I know I use a lot of acronyms like 3-P. The thing is that I am a structured person and need a structured formula to solve problems.

I work in various industries and have various formulas for each industry.

Plus, I have to do the same task for various clients.

Having acronyms for various tasks instantly reminds me of all the steps I need to go through in a structured fashion.

Moving forward, I have the 3-P formula that I use to answer the above 4 questions and identify the super identity.

The 3-P's are:

⇒ Philosophy

⇒ Process

⇒ Professional Identity

Philosophy answers the first 3 questions which are what you do, why do you do it, and who do you want to do it for.

Process answers the 4th question which is how you do it.

Professional Identity is the final step where you paint the picture. What does your business and coaching look like?

Together these 3 will create your super identity that will create a lasting connection with prospective clients and bond with them.

With that, let's go over the 3-Ps.

3 P's Of Super identity

This section is the most crucial part of your coaching journey. It is the foundation of your business, and without it, you will not succeed.

In this section, we will discuss the three P's of a successful coaching business: Philosophy, Process, and Professional Identity.

Now, I know what you're thinking: "I already know this stuff." But here's the truth: over 99% of coaches skip this step, and as a result, they never become truly successful.

Don't make that mistake. By perfecting these three P's, you will have a clear strategy for success and stand out from your competition.

You'll be able to communicate with clients confidently, deliver exceptional results, and market yourself effectively.

You'll have a professional identity that sets you apart from other coaches, and clients will see the value you offer. They'll know exactly what you do and how you can help them.

You'll never feel like an imposter again, because you'll know that you have something truly unique to offer.

Don't underestimate the importance of this step. It's what will make or break your business. Perfect these three P's, and you'll be unstoppable.

Philosophy

A coaching philosophy is more than just a theoretical concept. It is the guiding force that shapes every aspect of a coach's practice. It is like the North Star that keeps you grounded and focused amidst the swirling currents of the coaching landscape.

Think of philosophy as the "why" and "what" of your business. Why are you a coach? What motivated you to do what you do? What do you identify with? What can your clients expect to get out of your products and training?

Consider philosophy as the sales pitch of your business.

For instance, my business philosophy is that I make tigers out of men. I failed all my life because I used to live in fear. I now teach people how to become fearless and achieve their goals. I use the same philosophy to help people achieve dating, finance, life, and business success.

Your philosophy is also your backstory. I grew up poor and feeling unloved. I had no one to guide me. I always felt lonely and even tried to end my life.

I now want to be the guide that I never had. I want to help people with life, finances, business, and love because I suffered in these areas.

The pain I suffered in the past made me a great coach. I empathized with my clients' pain and worked extra hard to relieve them of their pain because I knew what they were going through.

The philosophy also includes your approach to coaching. It sets the parameters in which you will operate. For example, when I started my dating business, I was advertising it as a pickup artist. The reason

was that this was the popular trend at the time. Having no experience or confidence, I thought this was the safe bet to make an entry.

However, my philosophy was that I teach men to be natural. I do not teach lines or routines. I turn men into attractive personalities that draw women to them. I also had a policy that I do not teach anything I would not want to happen to my mother, sister, or daughter.

These philosophies showed up over and over in my content and marketing. 80% of my training was to identify the patterns and thoughts that limited them and change them.

I focused on their personality traits, body language, thought patterns, communication style, confidence, self-esteem, and emotional and mental confusion.

So, even though I was in the pickup industry, my coaching was more self-help, motivation, and achievement.

You will find a common theme in all my reviews. The clients reported success in their love life, business, finances, social life, and self-esteem. So even though I was in the pickup industry, my teachings were far from it.

I get several emails every step from men who want to be a coach for my company.

In the last 10 years, I have never discussed the possibility with even one of them.

The reason is that they want me to hire them because they have good flirting skills. This instantly tells me that they do not understand coaching.

I never focus on flirting or business skills as a coach. These are only 10-20% of the game.

I focus on shaping clients for success. I focus on clearing their confusion. I focus on highlighting their strengths and improving their shortcomings. I not only show but make them believe and see their

ability to succeed. You can never defeat someone ready and determined to succeed.

And these core beliefs are what make up the "what" and "why" of your business philosophy.

Get clarity about your "what" and "why," and you will become the most effective coach, consultant, or agency on this planet.

You will bring massive success to your clients and earn wealth, respect, status, and above all, satisfaction from a job well done. You will take pride in what you do, and there is no better feeling.

Men knew what they would learn from me and what I would not teach.

Men whose values aligned with me purchased products and training.

They liked the content and stayed loyal to me for a long time. They became part of my tribe because the other tribes had a different philosophy.

This also kept me from becoming the next pickup artist. It gave me a unique approach. I stood apart. This gave me the competitive edge.

You will be ineffective without identifying your philosophy, also known as your "why" and "what."

Your business philosophy is your number one sales pitch. Most people do not buy your product or service based on the quality.

They have not purchased anything, so they don't even know if the quality is good or bad. They buy your product and services if they can relate to your backstory and approach, which is your philosophy.

Your philosophy can also hurt your business.

I was insecure about my abilities as a coach. I was also nervous and felt that people would not believe me because of my Indian ethnicity.

So my approach at the time was to show my skills and prove that I am authentic. I would take clients out and show them my skills with women. Clients spoke at great length about my skill with flirting.

I thought this was great because now people could see that I am real and not a fake.

This backfired, and my business slowed down. I could not figure out why.

I hired a team to test my website's user experience.

During the review, one person gave me harsh but valuable feedback. They called me a scammer and accused me of manipulating men. Additionally, they noted that my reviews only focused on what I could do, not on what my clients could achieve after training with me.

Though it was difficult to hear, this critique helped me realize that my philosophy for success should be centered on delivering results rather than just being good at what I do.

From that moment on, my entire business shifted its focus to providing value and helping clients achieve success.

As a result, 90% of my clients returned for repeat coaching, and many even hired me for life and business coaching. I accumulated over 400 success stories in just a few years, and my reputation grew along with my business. I began attracting top-tier clients, including CEOs, founders, professionals, doctors, lawyers, CIA agents, US Marines, Federal Marshalls, and more. I have trained men and women from various fields and backgrounds.

My business philosophy is not just a cool statement; it is the driving force behind my success.

When working with clients, I always start by discovering their "3Ps," which are the key factors that drive their success. When you focus on these elements, everything else falls into place.

Identifying And Creating Your Coaching Philosophy

Developing a coaching philosophy is a personal and reflective process. Here's how coaches can identify or create their own philosophy:

Reflect on Personal Values and Beliefs: Take time to reflect on your core values, beliefs, and principles related to coaching and personal development. Consider what motivates you to coach and the impact you want to make on your clients' lives.

Explore Coaching Approaches and Techniques: Familiarize yourself with different coaching methodologies, theories, and techniques. Identify approaches that resonate with your values and align with your coaching style.

Clarify Your Unique Value Proposition: Consider what sets you apart from other coaches in the industry. What unique strengths, skills, or perspectives do you bring to your coaching practice? How do these factors contribute to your clients' success?

Test and Refine Your Philosophy: Put your coaching philosophy into practice and observe how it resonates with clients. Be open to feedback and continually refine your approach based on your experiences and insights.

By developing a clear and authentic coaching philosophy, coaches can attract and retain clients, differentiate themselves in the market, and establish themselves as leaders in the industry.

Process

The next step in building your coaching business is to develop a unique coaching process or framework. This process should be seen from a marketing perspective, not just lessons. The tool or process you develop should help your clients achieve their desired outcomes.

Having a unique process will set you apart from your competition and become your unique selling proposition. It will help you attract customers, gain recognition, and make a space for yourself within the industry.

Most coaches use generic methods in their process, which makes them generic coaches. Having a unique process will differentiate you from the other coaches, and clients will be drawn to you for a solution to their problem.

For example, if you use therapy to help clients lose weight, this is too generic. Clients do not know what this means. On the other hand, if you have a three-step cognitive method to lose weight, you now differentiate yourself from the rest of the therapists.

The real magic of identifying your process is that it simplifies and amplifies your marketing efforts.

One common mistake many coaches make is what I call "Wikipedia marketing." They focus solely on showcasing their knowledge of the subject matter but fail to demonstrate how their unique approach adds value for clients.

Instead of using a consistent approach across different topics, they may employ different tools or methods for each issue, resulting in weak marketing efforts.

While clients may recognize their expertise, they don't feel a strong pull to learn from them because there's nothing unique about their process.

You are now at the mercy of the customer. You get business when the customer decides. You are not able to influence them to learn from you. This results in slow and unstable business.

An expert coach applies their unique process to each topic. This makes the customer witness the power of their process, which creates a strong desire to learn from the coach.

This creates a strong desire to learn from the coach, making them more desirable in the eyes of potential clients.

For example, my dating business had a process called TEASE. TEASE is an acronym for 5 building blocks: tonality, eye contact, animation, sensual connection, and energy. I taught that attraction is

non-verbal and happens quickly. I then used TEASE to solve all client problems.

My entire marketing was built around TEASE. This differentiated me from other coaches and showed my customers TEASE is a great tool for achieving their goals. This created a strong desire in them to learn the TEASE system.

By creating content such as "How to Get Over Approach Anxiety Using TEASE" or "How TEASE Eliminated Rejection for My Client," I showcased the power of my process and differentiated myself from other coaches in the industry.

Creating content and marketing becomes easy when you have a unique process. You can apply your process to every popular topic and show your unique approach to getting results. This makes you an expert within your industry right away.

If you're looking to take your coaching business to the next level, then it's essential to have a unique coaching process.

By applying your process to every popular topic, you become an expert within your industry right away. This creates a strong desire in clients to learn from you and become part of your tribe of loyal customers.

Don't be a generic coach raising hands and competing with thousands of other coaches within your industry. Instead, be the expert coach with a unique process that sets you apart and makes you desirable to clients.

Having a unique coaching process not only attracts clients but also fosters a sense of community among your clientele.

Clients who resonate with your process become part of your tribe, leading to repeat business and word-of-mouth referrals.

Identifying or Creating Your Coaching Process

When developing your unique process, it is important to consider the following factors:

1. Identify the problem: Start by identifying the problem that your clients are facing. This will help you create a process that addresses their specific needs.
2. Create a framework: The next step is to create a framework that outlines the steps you will take to help your clients achieve their desired outcomes. It is important to use a simple and straightforward framework that your clients can easily follow.
3. Test and refine: After creating your framework, test it with a few clients to see if it is effective. Use their feedback to refine your process and make it more effective.
4. Name your process: Give your process a name that is catchy and easy to remember. This will help you stand out in your industry and make it easier for your clients to refer you to others.

In the upcoming chapters, we will discuss strategies to identify your unique process and build your product, coaching, and marketing around it.

Having a clear and unique coaching process will streamline your marketing, sales, and growth efforts, ultimately propelling you toward becoming a leader in your industry.

By the end of this book, your goal should be to identify and create a unique process and use it in all of your teachings, products, content, and marketing. Doing this will get you recognition from day one. It will open the floodgates of customers and hopefully pave the way for you to become the highest-earning coach in your industry.

Caution!

One aspect to be mindful of is ensuring that the process you choose doesn't limit or alienate your target audience. It's a common pitfall I've seen among coaches and consultants—they inadvertently use systems and approaches that end up alienating their intended base.

Let's say you're a self-help coach. It's fine to say, "I reprogram men to achieve success."

However, if you say, "I reprogram men with trauma," you instantly exclude everyone who doesn't identify as having trauma.

If you take the latter approach, it's crucial to define trauma more broadly. For instance, you could say, "I reprogram men to overcome traumas from breakup, finances, or life."

By broadening the definition of trauma, you expand your client base, as more individuals can relate to your services. Though I would suggest spending additional time identifying a process that is simpler and inclusive of most, if not all, of your target customers.

Another common way coaches and consultants limit themselves is by restricting their field of expertise. I made the same mistake when I started, and I see it happen frequently.

I once worked with a consulting firm aiming to enter the branding space.

However, upon further discussion with the owner, I realized she had much more to offer. She provided a comprehensive marketing service, with expertise in trend hunting, copywriting, and marketing, backed by success stories.

By limiting herself to just branding services, she was forfeiting her competitive edge against competitors.

Here's how I became a high-earning coach: Many clients who attended my dating workshops were impressed by my business, marketing, and leadership skills. They expressed interest in receiving additional help with their businesses.

This led me to offer dating and business packages ranging from \$20,000 to \$200,000. Clients who invested significant sums were purchasing both the business and dating package.

In my case, I didn't have a coach initially—I couldn't afford one due to financial constraints.

Consequently, it took me a long time to learn this valuable lesson. Now, I'm sharing it with you to expedite your path to financial and business success.

Invest some time now to identify and refine your coaching process. Doing so will position you for top-tier success and unlock your business's full potential.

Every coach has a unique selling point that makes them stand out in their field.

In my extensive experience working with hundreds of coaches, I have never come across one who was lacking in this regard.

However, building a process that works takes time, effort, and experience. But once you have done the work, you will be well on your way to building a thriving coaching business.

By putting in the effort and developing your own unique process, you will be able to stand out from the crowd and attract more clients to your business.

So, don't hesitate - take action today and start building the coaching business of your dreams!

On a related note, I highly recommend establishing the habit of seeking guidance from coaches, mentors, trainers, and experts.

This is the quickest way to grow.

Despite being a coach myself, I regularly engage with coaches, consultants, and trainers.

Why?

Because having coaches keeps you accountable and motivated. They challenge you to push beyond your limits, brainstorm ideas, and uncover new tactics. They provide an unbiased perspective that helps you achieve rapid growth.

Remember, the return on investment from your coaches will always exceed the cost. Without them, you risk missing out on years of earning opportunities and ultimately having less money in your pocket. Plus, they help you excel, lead, grow, and become recognized in your field.

Professional Identity

Branding: Aligning Your Image with Your Coaching Philosophy

Establishing a flourishing coaching business involves several crucial aspects, one of which is aligning your branding and personal image with your coaching philosophy.

These are the often-overlooked aspects that can make or break your coaching business.

Your branding should reflect your coaching philosophy, and it's not just limited to your website design or logo.

Your entire persona as a coach is your super identity, which is conveyed through every interaction, visual element, and communication channel.

Imagine you specialize in coaching men on how to cultivate strength and power in their lives, with a focus on resilience, assertiveness, and determination.

Now, picture your website adorned with muted pastel colors, delicate fonts, and a logo featuring a gentle dove. It doesn't quite fit the bill, does it?

Your branding needs to accurately mirror the essence of your coaching philosophy.

So, if you're teaching strength and power, your branding should exude confidence and authority. Think bold colors, robust typography, and a logo that embodies the essence of strength.

But it's not just about visual elements.

Your personal image also plays a crucial role in establishing your brand identity. Your fashion choices, body language, energy, and tonality should all reflect the principles you espouse as a coach.

If your philosophy emphasizes assertiveness and confidence, your demeanor should exude those qualities.

For example, if your coaching philosophy revolves around empowerment and self-assuredness, your personal fashion should reflect that—think tailored suits or structured attire that conveys professionalism and authority.

Similarly, your body language should be confident and open, conveying a sense of strength and assurance.

Your energy and tonality also play a crucial role.

If your coaching approach is dynamic and energetic, your interactions with clients should reflect that enthusiasm and vitality.

On the other hand, if your philosophy emphasizes calmness and mindfulness, your energy should be grounded and composed.

Don't forget that consistency is the key to a successful brand identity. Your branding, logo, design, font, personal fashion, body language, energy, tonality—all of these elements should seamlessly align with your coaching philosophy and process.

This alignment not only enhances your credibility and authenticity as a coach but also fosters trust and resonance with your target audience.

Creating a memorable experience is crucial.

Think of creating a backdrop and a character that represents your philosophy and matches your coaching process.

Imagine a film being made about your business. What would a coach look like, dress like, and walk like?

What kind of environment would they be in?

What type of lighting or backdrop would be used?

Coaching or consulting isn't just about teaching or helping—it also includes what a customer experiences when doing business with you.

So, get ready to unleash your brand's full potential and make a lasting impression on your audience!

Conclusion: Identify And Execute The 3-P's As You Build Your Coaching Business Using The Lessons From This Book

To build a strong foundation for your coaching business, it is essential to focus on three key things — Philosophy, Process, and Professional Identity.

Your coaching philosophy refers to your belief system about how coaching can help people.

Your coaching process is the way you work with clients to help them achieve their goals. Your professional identity is all about how you present yourself to the world as a coach.

It is crucial to identify and construct these 3-P's before moving forward with the book and apply them to all your coaching, lessons, marketing, and presentations.

They are not just the first step in your journey but rather the very foundation upon which your success will be built. Once you have laid that foundation, there is no limit to how high you can soar as a coach.

All you have to do is take the 3 p's and turn them into a business mission statement that conveys what you do and stand for.

Improving Super Identity

I have a checklist of 40 questions. I go through them and improve my super identity further.

I go through these questions and see how many can be answered by my super identity.

I improve and edit my super identity until I can answer all the questions satisfactorily.

I know I have a great super identity once I answer all of the 40 questions.

You can find a template in the member backend with these questions, but I am also pasting them here for you:

1. What is your mission or purpose, and what problem does it address?
2. Why do you want to pursue this mission, and what drives your passion for it?
3. Who are your ideal customers, and what are their psychographics?
4. How do you cultivate loyalty among your customers?
5. How do you implement your unique approach to solving problems?
6. What does your identity as a brand or individual look like?
7. What pain points do you alleviate for your customers?
8. What sets you apart from your competitors?
9. Why should clients choose you, and how do you differentiate yourself?
10. What qualities do your ideal clients possess?

11. What are the key desires or needs your clients seek to fulfill?
12. How does your product or service effectively address your client's needs?
13. What messaging resonates best with your audience, and what is their "language"?
14. How and where do you acquire your first paying customer?
15. How do you generate a consistent flow of customers over time?
16. What attributes should your initial product or service offer to meet your customers' needs effectively?
17. How do you determine pricing for your products or services?
18. How do you establish visibility and accessibility for your brand?
19. What tone and style define your brand's voice?
20. Why should individuals invest time and money in your offerings?
21. How do you build trust with your audience?
22. Why should individuals adopt your methods or beliefs?
23. What factors make you a trustworthy and credible authority in your field?
24. How do you craft and share your personal or brand story?
25. Can you describe yourself or your brand in five words?
26. How can you enhance your existing brand identity?
27. What methods do you use to engage with and serve your customers?
28. How can you refine your visual branding to align with your super identity?

29. What attributes define your brand's voice and messaging?
30. Why should anyone choose to work with you as their coach or consultant?
31. What topics or content areas should you cover to resonate with your audience?
32. How do you convey your brand's image and identity effectively?
33. Why should individuals be willing to pay your desired rates or fees?
34. How do you ensure customer satisfaction and encourage repeat business?
35. What strategies can you employ to encourage referrals and word-of-mouth promotion?
36. Why should individuals become your loyal fans or followers?
37. What expectations should individuals have when engaging with your brand or services?
38. How do you attract and retain talented individuals to work with your company?
39. Why should media outlets feature or highlight your brand or expertise?
40. Why should you be recognized as an industry leader or authority figure?

Masculine And Feminine Energy

There is one more step I follow to create an impeccable super identity destined to bring success and fame.

This section is going to get me a lot of flak. But I do not care. I am not a politically correct guy.

I am a guy who believes in end results.

I say and do things that I believe are impactful and not what sounds good and appealing.

In this section, I want to highlight the impact of masculine and feminine energy and how they impact your growth as a coach and a business.

I have personally experienced this and have seen many coaches and businesses be impacted by it.

I was sitting with a client who was running a multi-million-dollar marketing firm.

She was seeking help to scale her revenue, which is something I am good at. She was sharing her marketing funnel, sales strategy, and her offers.

The first comment I made after listening to her was that I have a feeling that you have a lot of feminine energy in your work.

She responded by saying that 100% of the team members were women.

I want to be clear that I am not talking about gender but masculine and feminine energy. I will discuss that in a minute.

But her response proved my assumption that they are being limited by their feminine energy.

Now, before you start sending me hate mail, I am not against feminine energy. I consider myself as someone who is 60% feminine and 40% masculine.

I was raised by two women: my mother and sister. 90% of my friends are women. I spend most of my time talking to women and being around them. I enjoy their company more than the male company.

Both energies have their strengths and weaknesses.

You need to learn to develop and harness both energies and need to learn how and where to apply them.

I am a great coach because of my feminine energy. It makes me warm and nurturing. It makes me want to ease the pain and bring happiness to my clients.

My masculine energy is to drag them by their collars to success.

So, the combination of my feminine energy produces the desire to help, and the masculine energy gets me in the action.

So, it is good to have both.

The huge problem that I have experienced and observed is that many coaches and consultants have dominant feminine energy. This is what attracts them to the business of helping/healing people.

This makes them a great coach but a poor business owner/marketer.

People with strong feminine energy feel guilty for charging money for offering help.

They find discomfort in selling, especially high-priced offers, marketing, repeat business, and making big profits.

I know several such marketers and even top CEOs who accept underpay because they feel guilty charging more.

The masculine energy is the opposite.

They believe in kicking through the door. Their primary focus is to grow sales, acquire more customers, make even bigger profits, and charge as much as you can.

Both of these strategies are limited on their own, but the blend is what makes it great.

The masculine energy has no problem building and growing their business even if they do not believe in their product.

The feminine energy is the problem.

They live in constant self-doubt. The best product or coaching session feels less satisfying because they feel they could have done even better. They keep focusing on how to excel at creating even better products, lessons, and coaching and ignore business.

It is important to identify if this is you.

If yes, either have someone else build and grow your business or cultivate masculine energy and use it for your marketing and business building.

When I start working with clients, this is one of the three things I want to observe about them. I then have to either build them a new team or train them to develop a masculine side.

Selling, marketing, customer, acquisition, and making a profit are essential. You should proudly do it instead of being ashamed of it.

Make sure your product and service is the best your client can have. Make it the best if it is not already. There is nothing wrong with benefiting when helping someone. It is fair trade and this is business.

Your client can go and learn everything on their own. They will need to spend years. They are paying you to save those years and effort by buying your products and services.

You can go and get a job and earn money.

All that is happening here is that you have something they want and they have something you want. You are trading it so you both can benefit and grow at the same time.

Further, if you believe in your products and service. You have a moral obligation to promote it. Would you hide the cure for cancer and let someone die because you are too shy to market it?

You may not see it but the problem your product or service is solving is no less than the cure for cancer.

I tried to commit suicide because my fiancé cheated on me. I lacked confidence and had poor social skills.

Do you think marketing social and dating skills to who I was in the past is less significant than curing cancer? No, they both have the power to take lives.

I then grew up in a dysfunctional family. My dad was a batterer. He used to physically assault my mom all the time. My mom was forced to discontinue her education and marry. She was now in this abusive relationship with no escape because she did not have an avenue to earn money.

Are you saying that teaching sales, marketing, and income skills are not important?

You do not see the same importance because you are at a different place in life but whatever you offer has the same value as the cure for cancer for many. So, it is your duty to promote it.

If you don't a scammer will take advantage of them and you are equally responsible for that.

It happened to me.

I gave a talk and never pitched any coaching. Someone who introduced me took advantage of the situation and signed up clients. He did a shitty job.

A couple of them reached out to me for training at a later point.

They told me that he approached them and told them that he was trained by me so he could teach them like I do for half the price.

By not giving them the option to train with me, I exposed them to being taken advantage of by a scammer.

By now, you are saying ok Magic I get I need to make money but why do I need to make millions?

One, because I will make your life a living hell if you don't.

Second, if you make big money, you can create new innovative systems and hire great talent to do even more.

Third, you also have an obligation to enjoy life and upgrade the lives of your family members.

Finally, have you ever wondered who runs the companies that last a long time? A corporation, board, and shareholders.

Research and you will discover that most wealthy actors, celebrities, and business tycoons, had a set duration which was the peak of their career. This is when they made the most money. This is when they had the most passion and energy.

You will age. You will get tired and lose passion after a while. You need to maximize your earnings while you can invest it to create generational wealth. So, if you do not charge big money now, you will never do it.

I can go on and on but the point is that if you are a dominant feminine energy, you need to let in some masculine energy. You need to get comfortable with the idea of sales, marketing, revenue, profits, and growth.

This will change your life, finances, and business. The best part, you will become an even more impactful growth because you will be in a much better place in life. You work even harder for your clients when you feel rewarded by them.

Act Now:

Construct Super Identity

Download the A1 Coaching Plan from the member dashboard. Fill in the information and keep improving until you have an A1 Super Identity.

Do not rush. Take as much time as needed. This is the most important building block of your business. You need to get this right.

It took me over 2 months to identify the super identity for my first business. I was new and had limited experience. I locked myself with 2 other friends in an apartment until we arrived at my super identity. 14 years later, I am still cashing checks because of my identity.

Section 4 - Step 2 : Create A Dream Client Avatar To Identify Prospects

Section Outline:

- ⇒ What Is Dream Client Avatar
- ⇒ Case Study
- ⇒ How To Create A Dream Client Avatar
- ⇒ Example And Practical Application Of Client Avatar
- ⇒ Ways To Improve Dream Client Avatar

Who Is This Section For?

I recommend that everyone read this section.

In this section, I will tell you how to identify the customers, read their minds, and get to know them like you know yourself.

This is incredibly important to build a successful business.

You have a super identity.

Now, you need to identify the customers who are your target market.

You will then create products, services, and messages that appeal to your prospects. This is how you will build an army of happy customers who will see you as a leader and promote you.

You should revisit this step even if you already know your customers.

It is a good practice to improve and even add new customer avatars regularly.

I cannot tell you the number of times I have seen a client mess up badly at this stage.

A client wanted to teach eco-friendly corporate practices. The problem was that her clients were not interested in it.

I had her tweak her mission statement to add benefits for corporations by following these practices.

Sometimes, a small miss can have big consequences.

Your clients are different than you.

They hold different values and aspire to diverse goals. It is a mistake to assume their trigger to act will be the same as you.

Therefore, it is crucial to know about your clients by creating a customer avatar.

Then, bridge your mission to their core desires.

You should constantly compare your super identity, customer avatars, products, training, marketing messages, and customer reviews. Make sure that all of them are in sync.

These comparisons will show you any areas for improvement. You will also discover opportunities for new products, messages, and marketing.

What Is A Dream Client Avatar?

A Dream Client Avatar is a comprehensive profile of your ideal customer.

It helps you understand their core needs, motivations, pains, and problems that compel them to seek your product or service. This profile contains all the necessary information about your clients so that you can speak their language and market your product or service effectively.

Creating a client avatar involves researching and analyzing your target audience's characteristics, behaviors, needs, goals, and challenges.

You will gain a comprehensive understanding of your ideal client, including their demographics, psychographics, and buying behaviors by doing so.

Once you have created a client avatar, you can use it as the foundation of your marketing strategy.

You can create targeted products and services that meet your client's needs and solve their problems.

You can also develop content that resonates with your client and speaks directly to their pain points.

Creating a client avatar is essential to your business's success. It helps you identify and connect with your ideal clients, skyrocket conversions, and stand out from your competitors.

Moreover, it enables you to make informed decisions about your business, such as pricing, marketing, and branding.

I cannot stress enough how important it is to create a client avatar. It is the foundation of your marketing strategy. You run the risk of making mistakes and getting off track without it.

With a Dream Client Avatar, launching, selling, and growing your business will become effortless.

Suppose you are a fitness trainer.

- ⇒ Who is your target audience?
- ⇒ Should you cater to college students, professionals, stay-at-home moms, or someone else?
- ⇒ Would you prefer to create an online or offline course?

- ⇒ Should your course focus on exercises in the gym, exercising outdoors, getting in shape, sculpting your body, losing weight, getting 6-pack abs, or something else entirely?
- ⇒ How much should you charge for your product or services?
- ⇒ Can you offer additional products to your clients to increase your sales?
- ⇒ What are the reasons that motivate your clients to choose your product?
- ⇒ What specific outcome do they seek by consuming it?
- ⇒ What pain or frustration drives them to use your product?
- ⇒ Are there any other unmet needs of your clients that your product can address?
- ⇒ And finally, what motivates them to take action and make a purchase?

You do not have to alter your idea or product.

But you may need to make a few tweaks or additions to your product to attract your dream clients.

Most importantly:

- ⇒ What are the reasons for your clients to want your product?
- ⇒ What is the outcome they seek?
- ⇒ What is the pain or frustration driving them to consume your product?
- ⇒ What are some other unmet needs of your clients?
- ⇒ What motivates them to take action?

By creating a customer avatar, you can reach impactful decisions and strategies that can help you achieve your business goals.

Your dream client avatar provides you with the necessary information to build or tweak your products and offers to be impactful.

The more data you have on your clients, the better you will be able to serve them and earn their trust.

For instance, a woman who has recently given birth will be more interested in a fitness course that helps her shed pregnancy weight than one that focuses on getting 6-pack abs.

By knowing your clients' specific needs, you can create products that meet their emotional needs, thereby increasing their satisfaction with your brand and encouraging them to share their positive experiences with others.

By identifying your clients' other needs, you can offer additional products or services that complement what you're already offering. This can lead to increased business and help you build a loyal customer base.

In short, your entire product, business, sales, earnings, and growth model will come from identifying your dream clients.

By building a strategy that meets their needs and desires, you can achieve your business goals and create a successful enterprise.

Case Study: Business Coach Struggling To Acquire And Retain Clients

A business coach reached out to me.

He was having trouble convincing his client to stay with him.

He told me that it was common for prospective clients to hesitate to sign up, and the ones that signed up, usually canceled the program after a month, sometimes a few days into it.

Two problems were killing his business:

Problem 1

As I started investigating, I discovered that he failed to identify his client's personality and core desires.

As a consequence, his client was experiencing a lack of connection.

I got on the call with his client and interviewed her to make sure I was correct in my assumptions.

I ascertained a few details about her.

She was a coach who was struggling to grow her business.

People were not taking her seriously. Her friends and family called her business a hobby. They mocked her for wasting time.

Further, she had hired numerous experts and agencies in the past. She spent over 100K with no results to show for it.

Here was the problem.

I was surprised that he did not know this about his clients.

These are the most common traits among business owners.

They are filled with anxiety. They are tired. They are impatient. They have been scammed.

Any offer has to address these issues.

You see, many business owners hire an expert and immediately begin seeking ways to dismiss them.

Their past memories start to scare them.

They begin to think about how soon this expert will disappoint them and cause a loss of money.

They start building a case to get rid of you the minute they hire you because of their anxiety.

At the same time, other business experts are pitching them with shiny offers, and they get even more confused.

If you are an expert, you need to manage not only your client's business but also their personality.

Talk to any divorce lawyer. They spend 60% of their time delivering therapy to their clients by listening to them complaining and barely 40% doing legal work.

This is the only way for them to manage their clients.

This is why, when I sign up a client, I require them to agree to a minimum of 6 months of service.

They must also pay a minimum of 3 months' fees upfront before I begin working with them.

I do not provide my services to clients who do not agree to these terms.

I lock them in for a fixed term for their own good.

Many people can forgo one month's payment, but most will stick around if they have paid for 3 months.

The idea is not to trap them to pay.

The whole point is to have them stick to the process and give it enough time to produce results.

If they leave me, they will go and pay another expert and keep losing money every month.

I am doing them a favor by locking them in.

Once a couple of months have passed, they will start to see results and have something concrete to grow with.

They will calm down at this point and start trusting you.

I need to manage their anxiety until I get them to this place.

And I express this to them before signing up.

They know exactly why I have these terms in place and why I will not work with them until they agree to my conditions.

Furthermore, I provide them with a list of monthly goals in advance. This way, we have a plan to discuss if they get nervous about a lack of progress or fail to meet their unrealistic expectations.

Problem 2:

The client's focus was on selling business benefits instead of personal benefits, which was the second problem in his case.

His clients do not want to have a successful business.

They want a successful business to prove their worth to people around them.

They want to earn the respect of their loved ones, clients, and competitors.

They want to be recognized for their potential, skills, and talent.

They are tired of staying invisible. They want a name for themselves and to be recognized for their contributions in their field.

The promise of these benefits will draw them to sign up with you.

Your pitch will be weak and limited without the promise of these benefits.

Conclusion:

A customer avatar is a valuable asset.

It helps you acquire customers and retain them.

It helps you understand their goals, desires, personality, and behavior.

This empowers you to create offers and business practices around your customers.

They feel in sync with your offer and your style of business.

This makes them stay with you and continue to work with you instead of rejecting you.

It also gives you enough time to make a positive impact on their business so you do not earn a bad name.

You earn good revenue, so your business grows.

And you get good reviews from your clients when they achieve success.

Acquiring and retaining customers without this information is like throwing darts in the dark.

Case Study: Lack Of Customer/Client Avatar Resulting In Massive Failure

I have many examples to illustrate the importance of creating a customer avatar, but I'll share my latest experience with you. This is a case study from my A1 Marketing Plan course.

A business owner recently approached me, asking how he could present his product to millions of people. He was selling healthy organic snacks in a nitro pack. I tried his product, which was good.

I asked him to who he wanted to sell his product, and he replied: "Everyone".

I told him that he needed to identify his core group of customers first, to which he replied that he had already done so. He had tested his product on college kids, athletes, and business professionals, among other demographics, and had even conducted focus groups.

He claimed that everyone liked his product.

I asked him how many had placed repeat orders. He said it didn't matter. He just wanted to find a way to market to a large group of people.

Clearly, he was frustrated. He needed to get rid of his expiring product within a few months. The business owner had hired several agencies in the past, but none of them delivered sales. He didn't want any more advice or steps. He just wanted results.

Although I wanted to help, I knew he wasn't open to it. I decided not to get involved with his business because it was clear that he hadn't identified his core buyers and, therefore, the right offer for them. This was why he wasn't getting any sales.

Any money spent on marketing will go to waste and earn me a bad name.

If he had identified his audience and relevant sales angle, he would already be selling to them. He would have had at least a few customers placing repeat orders.

The business owner had given test products and coupons to various groups, but none of them came back for repeat sales.

He even spent a lot of money on his website and product packaging design. The problem was that the product and website content were irrelevant and not targeted toward prospective customers since he did not even know who they were.

All the money and effort were wasted because he wasn't strategic.

He should have identified his prospects, and created a relevant sales angle, and only then should he have designed his marketing material.

Once again, the only way to get a lot of sales is by making the right offer to the right group of people. This is how you create a high-converting offer, sell a lot of products, and grow your business.

This was a perfect example of how not targeting the right audience with the right sales angle leads to a struggle in selling.

The next day, I saw a little girl drinking apple juice from a nitro pack at a grocery store.

She was happy and running around. The child did not care if her juice was healthy or not.

She was joyful to drink from a pack that had a big smiling apple on the pack.

This packaging spoke to her. She didn't care if the drink was healthy or not. This is an example of targeted marketing based on customer avatars.

I suggested the business owner make a few simple changes to his packaging and sell healthy snacks for kids to suburban housewives.

I had worked on a similar product before. It did well for this demographic.

We might have had to add a sticker or something to change the packaging and educate suburban moms on why this was a healthy snack for kids' lunch boxes.

The added advantage was that once kids got used to it, they would have a customer who would consume their snack for a few years.

The business owner was hesitant to try anything different.

He just wanted a way to present his product to millions of people.

There wasn't much I could do in that case.

I told him that if people hadn't bought from his initial giveaways, they wouldn't buy from the next one either. He would waste more money trying to get exposure and earn more frustration before quitting.

I made a final suggestion that he sell this lot through distributors like Walmart. This way, he could get rid of his stock before it expired. But he didn't want to take a cut of his profits.

I wished him luck and ended the conversation.

Whether you're a retailer, coach, consultant, trainer, agency, law firm, or any other business, it's essential to identify your customers and the offer that appeals to them.

If you do this correctly, you will succeed effortlessly. If not, you will struggle for a long time.

Client Avatar Is The Secret Weapon Of Marketers.

Case Study From My Failure:

This case study shares an important lesson that I learned from my past failures.

I realized that while others can easily replicate your funnel and products, they cannot copy your customer insight.

If you take the time to understand your customers, it will show in the details of your products and marketing. Your competitors may steal the big idea, but they will never be able to create a connection because they will lack in-depth understanding.

You will stand apart from the competition and have no shortage of loyal customers if you create unique offers and messages based on the core desires of your prospects.

In fact, I would go one step further and say that there is no point in doing business if you don't create a unique offer based on your customer avatar. You will rarely succeed, no matter how good your product or coaching is, without it. You probably won't achieve the loyalty, fame, following, and status you deserve.

All the hard work and talent will go wasted. You will get some business, but never enough to feel satisfied with revenue or the impact you have created.

On the contrary, you will become unstoppable if you use your customer avatar to drive your business.

When I started my business, I made the mistake of copying my competitors' funnels. However, I soon realized that this approach wasn't working for me.

I assumed that my clients were rejecting me because of my ethnicity. In reality, I was failing because I was presenting the funnel to the wrong audience with an incorrect message.

After speaking to my prospects, I realized my ethnicity was a selling point.

This changed my marketing.

I started using it to get new customers. The best part was that none of my competitors could use that angle.

I kept making changes to my avatar as I acquired more clients.

Soon, I realized that many of my clients desired exclusive packages because they were wealthy. So, I created high-end training that ranged up to \$35,000.

I then discovered that many desired leadership, sales, and marketing skills for their business. I created a super high-end training that included business and dating lessons. This is when I started charging

\$50,000 to \$200,000 and became the highest-earning coach in the dating industry.

So, you see, I made every move based on the data from my customer avatar. I did not just create the avatar once and forget about it. I kept updating it and using data to decide my next move.

I hope by now you understand the importance of spending time to create your dream client avatar and using it to drive your business. This is the only way to succeed.

How To Build A Dream Client Avatar?

Developing a Dream Client Avatar can be a simple process if you follow a few key steps.

Firstly, envision the ideal client for your business and then try to list everything you know about them.

Alternatively, you can conduct research on someone similar to your dream client and gather as much data as possible about their demographics, interests, and behavior patterns.

The more information you can gather about your target audience, the better equipped you will be to create a Dream Client Avatar that truly reflects their needs and desires.

This book comes with an A1 Coaching Plan Workbook. You can access it here: <https://a1coachingplan.com/login>.

The worksheet includes a sample avatar and a series of questions that can help you create a customer profile. The worksheet has a sample avatar and a series of questions.

Enter your research into the Dream Client Avatar section of the workbook, which is available to members only. You will end up with

your Dream Client Avatar to attract customers, drive sales, and grow your business. You will find it in the member section.

Here are six ways you can research and identify your ideal customers:

1. Start by writing down who you think your customers are. You may have a general idea of who your ideal customer is, so begin by jotting down your understanding of your customer avatar.
2. Research your competition. Check out their social media accounts, Facebook groups, and web forums, if they have any. Study their followers' profiles and gather data on them. You can also visit the social media accounts of the followers and commenters to collect more data.
3. Set up a Meetup group on meetup.com. Observe the people who join the group and, if possible, organize a live event to see who shows up. The people who attend the meetup are highly motivated and could be the right fit for your avatar. You can also create an ad on Craigslist or any other platform for a live event.
4. Create your own Facebook group or forum. This is a really easy way to gain followers and drive traffic to your business. You can advertise your group for as little as \$50 - \$100 and gain many followers. The good thing about this strategy is that you can learn a lot about your ideal customers by

engaging with them. You also have a list of customers to sell to. If you run ads, be sure to target the right audience. You do not want to advertise to women if you sell to men, or to people living in countries where your customers do not live.

5. If you have a list of customers, study them, and conduct a survey to collect information. You can ask them what products they prefer and what features/content they desire. You can also collect personal information as part of the survey.
6. I love quizzes. It is one of the best ways to gather customer data and grow your business. There is a successful lingerie company called Adore Me. They built their business using a style quiz. You can Google Adore Me lingerie quiz and see a list of their quiz. I use similar quizzes. You can see an example on my website: altactics.com/next-step. Quizzes help clients get personalized results. It helps business identify their target audience, their needs, and challenges. I use this data to create products, emails, and marketing messages.

There are other ways, but between these 6 you should gather enough data and create a perfect customer avatar.

When researching your ideal customers, collect information on demographics, interests + lifestyle, traits + emotions, behavior, and relationship to your product.



Research the answers to these questions and fill in the worksheet. Then create a customer profile, as you'll see in the worksheet.

Take your time to create a customer avatar. This will be the driving piece of your business. The more accurate your customer avatar is, the more precise your business and marketing efforts will be.


When you are done with the customer avatar, you will discover their pain, pleasure, and desire. This will help you at each step of your business.

Dream Client Avatar Example With Practical Application

To make the avatar as real as possible, it is important to give them a name and even add a photo to identify what the ideal client looks like.

Here is a sample customer avatar. You will find the same description in the worksheet as well.

My avatars are usually much more detailed. I kept this short intentionally since it is just an exercise.

AI	Customer Avatar	Dashboard
Sample Customer Avatar		
	<p>Eva is 19 years old. She is a full-time student who also works part-time.</p> <p>She is very busy with school and work and does not have much time to do anything else.</p> <p>She is an independent woman who lives with two roommates.</p> <p>She likes to spend her time with a few close friends.</p> <p>Eva has a Facebook and Instagram account. She does not update it often. Though she would like to.</p> <p>Eva would like to be a popular girl on Instagram, but she is unsure how to.</p> <p>Eva is short on time and money.</p> <p>She cannot afford salons or a good haircut.</p> <p>She is dating on and off.</p> <p>She is focused on education right now.</p>	
How Customer Avatar Helps		
<p>From this example, I know exactly how to influence Eva.</p> <p>Eva is a general profile for most women in college.</p> <p>They are busy, want to have fun, get attention, and have limited resources.</p>		

Eva is a 19-year-old girl who is a full-time student and also works part-time to support herself. Her busy schedule leaves her with little time to do anything else.

Next, she is an independent woman who lives with two roommates.

She likes to spend her free time with a few close friends.

Eva is active on social media and has a Facebook and Instagram account, although she doesn't update them as often as she would like to. She aspires to be a popular girl on Instagram, but she is unsure how to achieve it.

Eva is short on time and money, so she cannot afford to go to salons or get a good haircut.

Despite dating on and off, Eva's focus is on education right now.

Her financial situation and time constraints make it difficult for her to indulge in leisure activities, but she is always on the lookout for affordable options to enjoy herself.

This is just a brief example for demonstration purposes, but you should create a detailed customer avatar. It can be incredibly helpful in developing a marketing strategy that resonates with your target audience.

Dream Client Avatar Application:

From this example, I know exactly how to influence Eva.

Eva is a general profile for most women in college.

They are busy, want to have fun, get attention, and have limited resources.

Based on the data I gathered, I can create specific campaigns to target Eva and women similar to her.

My website, social media, and promotion must have pictures and reviews from women who match the identity and lifestyle Of Eva.

Since my target audience is young women, I need to brand my product and create a youthful logo. If you look up T-Mobile, the majority of customers are women. This is why they use Magenta in their marketing.

- ⇒ If I was selling beauty products, I could create a campaign around her desire to be popular on Instagram.
- ⇒ I could create a campaign that women who use beauty products are most popular on Instagram.
- ⇒ I can offer to post photos of women who use our beauty products on our social media account for massive exposure. This means that I will need to build a significant presence on social media.
- ⇒ I can create ads that show that women with our beauty product look prettiest or get the most attention when surrounded by other women.

- ⇒ Another campaign can be around the busy schedules of women. Maybe mix it with her dating life. The campaign could suggest that men will work around her busy schedule. Or men go out of their way to be with women who use our beauty products.
- ⇒ I can offer salon visits as a raffle each month.
- ⇒ I can offer easy payment plans since I know that women like Eva are tight on funds.
- ⇒ We can even offer scholarships or pay part of tuition as a raffle.
- ⇒ We can run ads to invite women to apply for a scholarship. We can go viral and get good exposure as an added benefit of this strategy.
- ⇒ I can offer back-to-school discounts.

As you can see from this example, customer avatar is significant.

It helps us identify everything from product naming and design to marketing campaigns and advertising.

Your entire business strategy comes from the customer avatar. So take time to create a customer avatar.

Gather as much data as you can on your customer.

The more intimately you know your customer, the better products and campaigns you create and the more business you get.

Ways To Improve Your Dream Client Avatar

By now, I am sure that you know the importance of knowing your ideal customer, or your dream client avatar to creating effective marketing campaigns, crafting relevant products or services, and ultimately driving sales.

In this regard, there are several strategies that you can employ to improve your dream client avatar.

I doubt you will need any of these, but I am sharing them in case you do.

Talk To Customers: One of the best ways to know more about your customers is to talk to them. If you already have a customer base, speak with them. Get answers to the questions in the avatar workbook.

You can get help from them at every step of the way. You can talk to customers when you create a product, packaging, ads, offers, or anything related to your business.

Remember, your business is for your customers. Make everything in your business appealing to them. Your tastes, thoughts, and desires may differ from your customers.

Study Competition: The next step is to study competition. There are tools like Alexa.com to get web insights for your competitors.

Pay attention to their storefront, ads, offers, and pricing.

Study the customer base who visit their location, website, or social media. Study their longest-running ads, most popular social media posts, high-ranking web pages, or any other asset that delivers customers.

Survey: Once again, if you have a list, you can survey your list.

Hire college students and have them do the survey for a little money.

You can send them to the area where you find your intended customer base to conduct the survey.

You can also conduct online surveys. There are many websites like surveymoney.com to conduct online surveys.

Social Media: You can go on social media to discover an audience. You can learn a lot by scanning through a few social media accounts.

Take note of the gender and age range of people active on social media in your industry and your competitors.

Go to the personal profile of a few followers and get details for your avatar profile.

Email Prospects (Triggers Instant Sales): Send an email to your prospects if you have an email list.

The P.S. field of my emails encourages subscribers to send me a message and tell me their problems.

This helps me collect data. I use it to create products and marketing content.

I got multiple workshop sales in the early days of my business using this tactic.

A client would send me an email with their problem.

I would create a YouTube video on the topic.

If one client has a problem, others have it too.

I would discuss a case study where another client had a similar problem and how I corrected that in my workshop.

This triggered a desire in the customer to take a workshop and get help from me.

This is because my videos demonstrated my expertise in solving their exact problem.

Therefore, I become the best hope for them, and they pull the trigger.

I cannot remember a single email that did not get me a workshop signup.

This is a great tactic to get quick sales when starting out.

Free Training (Another Tactic To Get Instant Sales): This was another tactic that got me great sales.

I gave free online training, in-person training, and live talks.

This got me a ton of new clients, referrals, and popularity.

I would offer a free 2-hour in-person training.

This would help me identify what help clients seek.

I would ask them about their problems, desires, why they chose me, and what they can afford.

I then used this data to target prospects and market to them.

Many of these people signed up for a paid session.

Almost everyone gave me a rave review at the end of the session. I posted these reviews on my site and YouTube. This got me credibility and even more business.

Similarly, I gave free group presentations online and in person. This got me more clients.

This was before the days of Facebook and other social media.

These days, you can create a Facebook group and write posts or add videos to achieve the same results.

Be sure your content comes across as helping them, and reserve 10 minutes to ask questions.

You will get a lot more information and sales if you keep your sessions interactive.

Coworking And Network Events: Coworking spaces are a gold mine.

You can find prospects for every industry in coworking spaces.

You can interview them to collect data for your avatar.

You can pitch them your offer.

You can barter with them.

And even ask them for reviews or turn their story into a case study.

Similarly, go to network events for your industry.

You will meet prospects, but you will also meet other experts in your field.

You can ask them for advice and partner with them.

Ask Competition: One of the ways to get data is to reach out to your competition. Tell them you want to send them customers. Ask them what demographics respond best to their offers so you can send the right audience.

You can reach out to your competitors and even social media influencers to get this information.

Conclusion:

Once you have your customer avatar, you can start creating your offer.

Because you know your customers, you will create an offer that appeals to them.

You will use benefits, phrases, images, pricing, warranty, and other elements that trigger a desire to buy from your customer.

Maintain touch with clients and prospects.

Use their input to improve your avatar or create a new one.

Use it for marketing and to create new products.

Act Now:

1. Build your customer avatar using the customer avatar worksheet. You can find the sheet in the A1 Marketing Plan.
2. Match your customer avatar with your super identity. Make changes to your super identity or customer avatar if needed. For example, "I train tigers" wouldn't be effective if my dream clients were lazy or were looking for easy solutions.

I need to modify my super identity or change my target audience until they match for them to work.

For example, I can still promise tiger results but the easy way.

So, my super identity could be how to become a tiger, the lazy way.

This is a generic example.

In most cases, it will take a little work and creative thinking to match the customer avatar to the super identity.

Now you see why it is crucial to create your identity and avatar and match them.

A mismatch will result in a lack of connection, and your business will struggle. No amount of ads or sales funnels will help.

You need an identity that matches your customer avatar.

Your business will take off on autopilot when you achieve this connection.

Section 5 - Step 3 : Create Flagship Product

Section Outline:

- ⇒ Intro
- ⇒ Discover Main Idea
- ⇒ Refine the Idea
- ⇒ Research Topics, And Create an Outline
- ⇒ Add Essentials
- ⇒ Create a Product

Who Is This For?

This section is for anyone who wants to:

1. Create a new product or training.
2. Discover a profitable product idea.
3. Transform idea into a high-selling product.
4. Improve an existing product.
5. Create high-end products or training.
- 6.

Intro

Now, we will do is create a product that you can sell with confidence and build your business around it.

A product can be anything, including a PDF, paperback book, video course, online training, workshops, infield training, coaching, consulting, software, webinar, membership, or anything else.

You need an impactful product to start your business, get sales, and grow. This is the reason people are coming to you and paying you.

This will give you the confidence to promote your product because you know it will help people. You won't waste time creating new products or improving them. You will focus on promoting, teaching, or doing tasks that matter to you.

A product will not only get you present sales but will get repeat business and high-paying clients. Your product should deliver value so clients want to keep doing business with you. Your product should match your super identity because that is what attracted your clients in the first place.

It will bring new customers through word of mouth and help you dominate the market. Ensure that your product meets client expectations and gives them a reason to promote it. Do not take shortcuts. This will hurt you in the long run and prevent you from becoming the industry leader.

It will build credibility and bring fame.

Four Product Creation Problems Kill Businesses:

1. Many fail to turn their idea into a product, so they never start. Many never get started because they have no idea what industry or product to create.
2. Many do not believe in their product quality to promote it confidently.
3. This section will solve all these problems so you can start a great business.
4. The product does not fit the super identity.

In this section, you will discover the step-by-step process of creating a product and avoid the above four problems.

You will get the blueprint to create an A1 product from scratch or improve your existing product.

You will identify profitable niche and product ideas that match your super identity.

You will learn how to create a product with mass appeal and a large market. This is the only way to get a lot of sales and grow big.

You will discover the checklist of building blocks that make great products and deliver results to clients. You can use this checklist to create multiple products rapidly.

You will discover how to create products that bring repeat sales.

You will discover tactics to embed the desire in clients to buy high-value products.

You will discover proof that you have an A1 product.

In short, you will learn how to create top products you can be proud of and promote confidently.

Product Creation Blueprint

In this section, you will discover my 5-step blueprint to create A1 products. I follow this plan anytime I want to build or improve products for me or my clients.

Here is a quick overview of the steps and process. This will give you an overview of the process, steps, and strategy you will use to build your products. We will then cover each of the steps in detail.

Step 1: Discover the Main Idea: The first step is identifying the big idea. What do you want to do?

Your main idea could be your super identity or come out of it.

Your main idea should be within the parameters of your super identity.

This will keep you in line with your mission.

It is also possible that you may need to make improvements to your super identity. That is ok.

Be sure to match your main idea with super identity to remain congruent.

We need the main idea in this step. We will improve it in step 2.

Step 2: Refine the Idea: In this step, we will refine your main idea to match your customer avatar and super identity.

We will create the USP (unique selling point) or the secret sauce for your product.

This secret sauce will be the thing that solves client problems and delivers what they seek.

This will be similar to your super identity or originate from it.

It will set you apart from the competition and make you the only choice in the market.

We want the product to speak to our clients.

We want the clients to feel that your product is the right choice. There is nothing else.

This is what we will accomplish in this step.

Step 3: Research Topics And Create an Outline:

Now, we will research ideas for content that are in demand.

We will look for topics and content ideas in the category of our main idea, USP, or super identity.

This will help us generate targeted content for our course.

It will help us include topics that people seek.

We will create an outline from our research to create A1 products.

This step will guarantee sales in bulk because we are researching problems and solutions people desire.

We then create products to address them.

Your sales are guaranteed if you can deliver what the market desires.

You will use this content to market products to clients.

This step will bring your business model, products, and marketing together.

Step 4: Add Essentials: I will share the product essentials needed to build a top brand.

This will add credibility and high status to your products.

These essentials are the reason I became the highest-paying coach.

Apply essentials from the checklist to your product or training. You will end up with a high-quality product that you can market confidently.

This step will help you create top products you can be proud of and instill faith that you have a product that people will like because it delivers more than promised.

Step 5: Create a Product: We will use our research and create products in this section.

I will share ideas and resources to quickly assemble great products that match our super identity and attract customers.

I will tell you what and how much to create.

I will even give ideas to create a product without getting involved.

The best part is that it will take you less than 2 steps to do everything and end up with a product ready to sell.

Step 1: Main Idea

In this step, we will identify the main idea for your business and product.

We will later turn this idea into a product.

You can use this idea to create new products or to improve the existing ones.

Your skills, talent, passion, expertise, knowledge, experience, tool kit, interest in a specific industry, or any other passion can be that motivation.

There are too many options.

It is hard to decide what to choose and what to eliminate.

People get paralyzed and never start.

They add too much or leave crucial elements and dilute the impact of their product as a result.

There are two ways to create your product:

1. Turn your idea into a product.
2. Research an idea to make a high-selling and profitable product.

Your main idea is the motivation to start a business.

It can also be your super identity. For example, I want to help become achieve the confidence, skill set, and ability to achieve their personal and business goals.

Therefore, my main idea is teaching tiger tactics or shaping people into tigers destined to win.

You should use your super identity for decision-making as much as possible. This way, everything you create, every decision you make, and every move you make will be congruent with your identity and the primary mission.

It will also simplify decision-making and execution.

In this step, we want a clear understanding of what you want to do and why - so we can create a product.

Do not worry about making it super clear or researching sales angles.

We will refine our main idea in the next step. This will help us to keep things simple and avoid confusion.

For now, write down the big idea or motivation for your product.

For example:

- ⇒ I want to help people lose weight.
- ⇒ I want to help people lose weight using my diet plan.
- ⇒ I want to help busy professionals lose weight using my 5-minute workout plan.
- ⇒ I want to help singles find their soulmates.
- ⇒ I want to train sales closers to get more sales using my sales script.
- ⇒ I want to help single parents dating.
- ⇒ I want medical professionals to earn passive income by creating courses.
- ⇒ I want people to have passive income.
- ⇒ I want to help charities raise money while spending less.

- ⇒ I want to teach acting online.
- ⇒ I want to help businesses get leads.
- ⇒ I want to help startups raise money.
- ⇒ I want to help companies put together a team.
- ⇒ I want to double conversions for marketers.
- ⇒ I want to write sales letters.
- ⇒ I want to create healing retreats.
- ⇒

Here are 6 approaches that may help you get clarity and choose a topic:

1. The first approach is to think about any challenges you faced and would like to help others who face a similar problem.

Maybe you experienced childhood trauma. You now want to help people overcome childhood trauma with your therapy, meditation, counseling, or whatever.

Maybe someone in your family suffered a health condition. You want to educate people about the medical condition or provide alternative healing resources.

Maybe you struggle with a problem and want to learn about it.

This is the best strategy to create a business and products.

You have a passion and experience around this topic, so you will be able to do a good job.

Do not worry about how to make it happen, what topics to include, how to create a product, etc.

I will show you how to make it happen quickly, even if you have no expertise in that topic.

2. The Second approach is to list topics you care about. See if one of them stands out more.

Narrow your choices even more by weighing them against one another.

Let's say you found that you are interested in empowering women for careers, education, and relationships.

Weigh career coaching against education coaching. If you can only do one between career and education coaching, which one will it be?

Then compare the winning choice with the alternative until you are only left with one.

This is the topic you care about. Create your business and product around it.

I use this exercise not just for business but even to help me with tough life decisions. It works great.

Hopefully, this approach will help you identify your core desire.

3. Next, Identify your skills and create a product around them.

Maybe you are a business expert or a fitness trainer.

Maybe you have experienced astounding results for yourself or for someone else around you.

Maybe you have a better way of doing things, and others can benefit from it.

Maybe you have a skill that you can offer.

What do you think is your superpower in the business world or fitness?

Your superpower can be the main idea.

Create a product around it.

4. Interview family and friends and investigate their lifestyle, health, business, and relationship challenges.

Maybe something will get your attention.

Discover the solutions they would like for their challenges.

If you hear something over and over, that is something you definitely want to consider.

See if you have the skill or expertise to address their challenges. You can create products and help them even if you have no skills, and I will show you how.

5. Do this if you already have a list of customers or potential customers.

Send a survey or an email to your list. Ask what and how you can help.

The topics they choose can be your topic.

This is a great way to create a product, and training is guaranteed to succeed.

You are creating something based on customer demand.

When I started my first business, I would send a survey to pick a topic for my course.

The next day I would offer a pre-sale, and I would get sales even before creating a product.

You can also run ads and create a live event. Or organize a talk or a meetup to investigate.

Then create a product based on the feedback and interaction.

Even though this approach is more about creating a product, it can help you identify a choice or have the customers decide the niche for you ;)

6. It is possible that you do not have the skill or expertise to start a business.

You are looking for a new business opportunity.

In this case, you will need to research an industry and an idea for a product.

In this case, I will suggest researching an idea in health, wealth, or relationship industries.

These are the three industries with the highest turnover.

Go to websites like Clickbank.com and Amazon.com.

Research products in these three industries.

Make a list of topics that interest you.

Those topics will be your main idea.

Then follow the steps in this section.

It will help you identify and create a product for your business.

This will be your starting point.

There is a 99% chance that you will find your main idea by the time you go through these steps.

There is only a 1% chance that you may still not be 100% sure.

If this happens, no problem.

Pick it anyways for now.

You can refine it down the road.

There is no such thing as a perfect product.

If you keep waiting for it, it will never happen.

Step 2: Refine Idea Identify USP (Unique Selling Proposition)

Your main idea is what you want to do.

Now, you will identify how you want to do it.

Let us say your main idea was to help men lose weight.

You will now identify the tools to achieve the goal.

Will you give them an at-home fitness plan, a diet plan, train them in a gym, conduct weight loss boot camp, and so on?

This tool will become your secret sauce and unique selling point for your product.

For example, you will help quit smoking using hypnotherapy.

In this case, hypnotherapy is the tool to achieve the goal of quitting smoking.

However, you will take this one step further by identifying the USP.

Many other therapists use hypnosis to help quit smoking.

What is different about you?

Why should anyone choose you over another hypnotherapist?

The answer to this question will become your USP (Unique Selling Point).

Often, your super identity will be your USP.

This will stand you apart from the competition.

Your USP will drive sales.

It will be the reason customers choose you.

Your USP can be anything that special and unique to you.

It can be a formula, system, timeline, software, process, or anything else.

What is the thing about your approach that stands apart, helps to get faster or better results, or makes it better than others.

- ⇒ What makes you different?
- ⇒ What are you offering that does not already exist?
- ⇒ Why should anyone choose you over another?
- ⇒ What makes your product better than the competition?
- ⇒ Is something about the process new, different, or unique?
- ⇒ Do you have something to offer that others do not?
- ⇒ How or why does your product deliver better or faster results?

Nothing can stop your success if you can answer these questions regarding your product.

Keep looking for something unique that no one else is offering and that would be irresistible to your clients.

Spend some time finding your USP:

- ⇒ Look at what you did to achieve results for yourself or others and find a unique proposition.
- ⇒ Ask your friends and families. If you have helped your friends or families using your skills, ask them what they found distinctive about your approach.
- ⇒ Ask customers what stands out in your method or system.
- ⇒ If you do not have customers, offer free training to a few friends.

- ⇒ Or go on a website like meetup.com. Start a group, give a free presentation, and ask what stood out to them or what they think your system is about.
- ⇒ Read competitor websites and see if something strikes you as an idea for your USP.
- ⇒ Read comments on forums and groups within your industry. See what people are talking about or the problems they face. See if you can make one of those your USP.
- ⇒ Look for book titles close to your subject matter on Amazon. Read book details and especially the customer reviews. Find topics or problems that stand out or keeps popping up. See if your product addresses it and if you can make it your USP.

USP Example:

Refining the USP for this book is a great learning resource. You will learn a lot by discovering my thought process behind this book and how I refined it.

Let us first compare the book's content with my mission statement.

Shaping Tigers Destined To Success. This is my mission statement.

My process is to turn people into tigers. This means I want them to possess the confidence and the ability to win after training with me. The second part is to hand them the blueprint for achieving their goals.

My book is in total sync with my mission.

I am helping readers build a super identity. This is like appearing as a tiger in your industry.

The book also shapes mindsets, belief systems, habits, and approaches to becoming successful.

In addition, it makes the readers feel confident in their ability to succeed after discovering this blueprint.

It then gives them the various steps to build a 6-figure business. This is the blueprint.

So, both parts of my mission statement are delivered by this book.

Anyone who knows me, has worked with me, or purchased other products will find a similar training approach and mindset in everything.

Let us discuss the title of this book.

The book title should be Tiger Tactics to Build A 6-Figure Business. This would have been exactly like my mission statement.

However, this title would not have been as impactful.

However, the term tiger would not have worked in the context of this book.

People would wonder if the book is about self-help or business tactics.

I do not have any section on self-improvement. It is happening in the background.

If I added the term tiger, I would need to add a section on self-help, or I risked disappointing a few readers.

When I train business clients, I have sessions dedicated to self-improvement. I believe they need to work on themselves to achieve results. I always say that every business is as successful as the person running it.

This is not happening in the book, so there is no point in discussing it.

I replaced the term tiger tactics with super identity.

The term super identity seems more relevant and connected to business.

It conveys the same meaning.

I can say tiger tactics to build a 6-figure business or super identity to build a 6-figure business. They both convey the same meaning, except super identity sounds more businesslike.

That is it.

Recap

The mission of writing this book was to create coaching and consulting tigers. This is the same as my mission statement.

The book aims to arm thought leaders with the confidence and a plan to become a leader in their industry. Once again, it matches our mission statement.

The content and strategy arrived out of the purpose.

The title was then adjusted to appeal to the readers without losing the mission statement.

The Lesson:

The lesson for you is that every move I make originates from my mission statement, which is also my super identity.

This gives me a steady and consistent approach.

Clients can relate to me, depend on me, and know what to expect.

It is like going to a Rocky movie. You know the movie will be filled with boxing.

Imagine the movie Rocky II was about Sylvester Stallone going to Narnia? This could be an awesome plot, but his fans will be utterly disappointed. They wanted to see Rocky inside the boxing ring.

You can call this one of the limitations of becoming a brand or a leader.

People expect to see certain traits and values. You have to display them, or they will be disappointed in you.

I cannot teach you the lazy way or the cheat code to build a 6-figure business.

Lazy ways to build a business or a cheat code to succeed are great concepts.

They won't work for me.

I am known to do things the right way.

The advantage of building a super identity is that people continue to do business with you, promote you, and spend big money on you because they identify with you.

Once you have a super identity, try to produce everything within its parameters.

Make minor adjustments or create a connection between your super identity and USP.

This will lead to stronger connections and higher satisfaction in your clients.

Testing USP

Once you have your USP, test it.

It is not enough to have a USP.

We need a USP that is irresistible and drives sales.

We need to ensure that there are no perception problems with our USP.

I have a whole process of researching a USP.

It would take too long to cover it here.

The basic idea is to research and find what people want or struggle with, which your product/formula offers.

You will learn some of this research in the next section, so I am saving you the trouble of repeating it here.

But you can always read the section on Big Idea in the A1 Marketing Plan book if you are interested to learn more on the subject.

For now, test the selling power of your USP before you spend time and money creating your course.

I do the same for myself and my clients.

I test the effectiveness of my USP before doing anything else.

1. I send a survey to my customer list to test the response.
2. I create an opt-in page for My USP. I spend \$100 on ads and send traffic to test the conversion rate. Anything over 20% tells me I have a good USP. Sometimes I write a 4–5-page book that people get when they give their email. This book has a link to buy or preorder. This helps me test if people are willing to spend money on this content.
3. I create a meetup group. The website informs people about the group. The number of people who sign up is another

good indicator of the strength of my USP.

4. If I have a customer list, I send a presale offer to see how many people buy.
5. I list on Amazon and drive traffic with paid ads to see how much sales I get.

You can use any of these or have your own mechanism to test the USP.

I highly recommend you test the USP because your entire business will depend on it.

Yes, you can always change or modify your USP down the road. I did that in my dating business.

But I had to do extra work to make it work.

Now, I never move forward unless I have identified my money-making USP.

Step 3: Research Topics And Create Outline - Gather Additional Data

The next step is to create a content checklist that we will convert into a course.

Research topics in demand around your main idea, super identity, and the USP. Add them to a content checklist.

We often have a narrow vision. It is easy to miss the content clients seek.

The research helps us discover popular topics around our main idea.

We can market to a larger audience by including these topics in our product.

It will also reveal opportunities for additional products.

You can create an upsell offer for this topic.

You can create high-end training around them.

You can create blog posts, YouTube videos, social media posts, and much more with it.

For example: If you are a coach who helps with loss, you may find that people are looking for weight loss without exercise, weight loss diet plans, weight loss when traveling, weight loss for specific health conditions, weight loss post-pregnancy, and other similar topics.

You can merge them together to create a product.

Be careful to stick to a single theme in one course.

Only include content that is relevant or connected to your main idea.

Do not include weight loss exercise if your course is about getting 6-pack abs.

Include workouts, meal plans, and training related to getting 6-pack abs.

You can then expand the audience within 6-pack abs by including:

- ⇒ 6-pack abs without exercise
- ⇒ 6-pack abs diet
- ⇒ 6-pack abs to lose pregnancy weight
- ⇒ 6-pack abs for busy men
- ⇒ 6-pack abs for men with diabetes
- ⇒ And so on.

Anything else will dilute the impact of your course to deliver the promised results.

You can create a separate course on weight loss or give it as a bonus and increase the perceived value of your offer.

So now you will be able to cover a large market within the 6-pack subset.

But avoid the mistake of being generic.

For example, you do not want to be a fitness trainer hoping to capture a larger market.

This will make you another trainer in the industry. You will then have to compete with others to get business.

Content Research

I usually use the following resources for my research:

- ⇒ Google Search

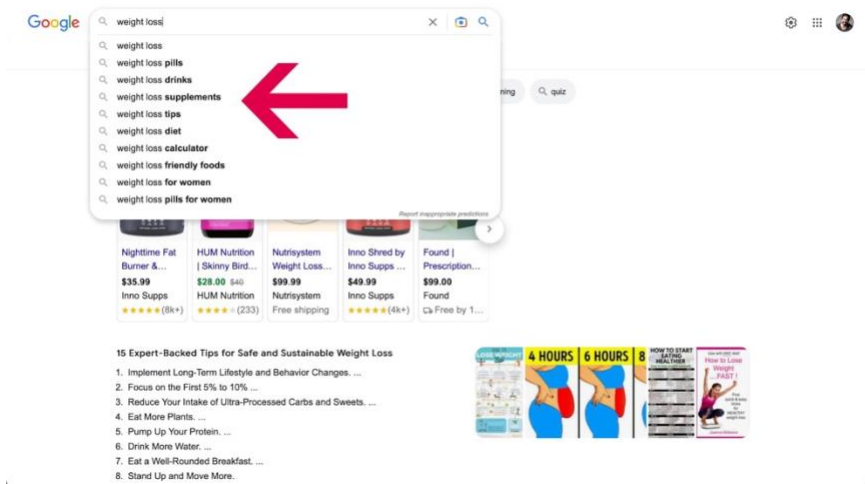
- ⇒ YouTube
- ⇒ ClickBank Marketplace
- ⇒ Google Ads
- ⇒ Forums

Google Search:

Let us say I decided on weight loss as my business niche.

I can discover what people are looking for in the weight loss niche.

Go to Google and type the broad term for your niche.





When you start typing a query on Google, it will show you popular search topics related to your query.

For instance, if you type "weight loss," Google may suggest search topics such as weight loss diet, weight loss pills, weight loss for women, and other related topics.

However, you may find that a weight loss diet or weight loss for women might be a better segment for you, depending on your specific needs.

It's important to understand that you can identify the main theme of your product/USP by using different search terms.

By changing the search terms, you will see completely different results.

For example, if you go from "weight loss" to "lose weight," Google will show you a different list of search suggestions.

This is because both terms carry a different meaning and, more importantly, they carry a different intention behind the search.

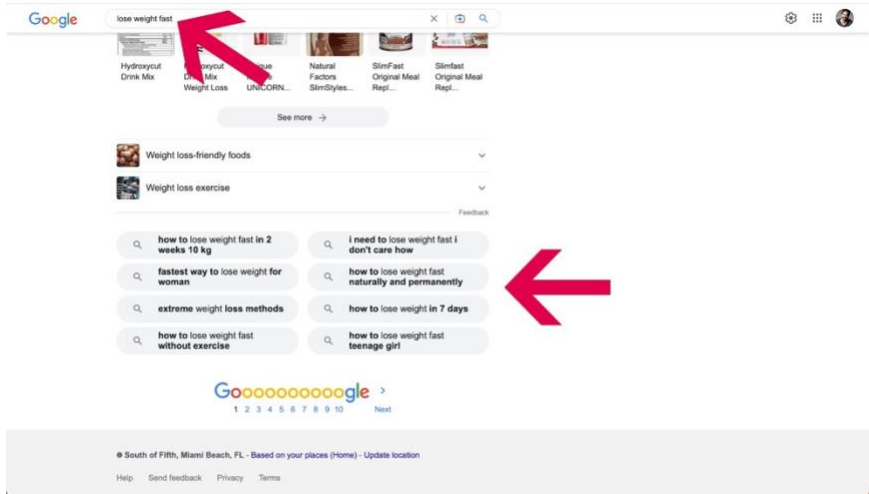
When someone looks for weight loss, they are generally seeking general information. However, when someone types "lose weight," they are usually looking for specific actionable information.

As a result, "weight loss" will show you suggestions such as a weight loss diet or weight loss pills, while "lose weight" will show you terms like lose weight with yoga, lose weight fast, or lose weight without exercise.

It's essential to identify every suggestion that may be valuable to you, even if it relates by only 5% to your segment. You can always write a blog or create a social media post for that topic.

Additionally, you can expand your search by searching for any suggested terms you like.

For instance, if you liked the term lose weight without exercise, type that in Google and see what additional terms they suggest. Moreover, you can look for suggested terms at the bottom of the search page, where Google will show you more search terms related to your query.



Pay attention to ads and visit relevant websites to gain industry insights.

Google search results for "lose weight in 2 weeks".

Search filters: All, Videos, Images, Shopping, News, More, Tools

Related searches: workout, without exercise, waking, Skipping, Cardio, running

Ad - <https://www.2023elitatecz.com/>
90% discount Order Now - Burn Fat Easy Without Exercise
 Forget Dieting or Exercising! 100% Proven & Authentic, Which Keto Supplements Will Help You Lose the Most Weight.


Ad - <https://www.lumen.me/>
Lumen: Hack Your Metabolism - Losing Weight With Lumen
 The key to improved fitness and weight loss is hiding in your breath. See if your body is burning fat or carbs and what to do about it. Track Your Metabolism. Personalized Nutrition. How Lumen Works - Lose Weight With Lumen - The Lumen Device - Metabolic Health Quiz - Black Friday: 50% Off Limited Availability - Valid Nov 1 - Nov 30

Some of the top tips to lose weight faster in 2 weeks or so are:

1. Decrease Your Daily Calorie Intake: ...
2. Avoid Carbs, Sugar, And Processed Foods: ...
3. Keep Yourself Hydrated: ...
4. Consider Intermittent Fasting: ...
5. Eat More Fibre-Rich And Whole Foods: ...
6. Eat Healthy Fats: ...
7. Do Strength Training and HIIT: ...
8. Take More Proteins In Your Diet

More items... • Apr 23, 2022

<https://www.oliviaclinic.com/> • Weight Loss
How to Lose Weight Quickly in 2 Weeks?



Remember to keep taking notes of interesting or related topics to your main idea.

YouTube:

As you begin your search on YouTube, you will notice a list of popular topics that are suggested by the platform.

YouTube search results for "lose weight".

Search suggestions:

- lose weight fast
- lose weight in 2 weeks
- lose weight
- lose weight subliminal powerful
- lose weight workout
- lose weight fast exercise at home
- lose weight while sleeping
- lose weight without exercise
- lose weight fast subliminal
- lose weight in 3 days
- lose weight exercise at home
- lose weight hypnosis
- lose weight exercise
- lose weight in 1 week workout

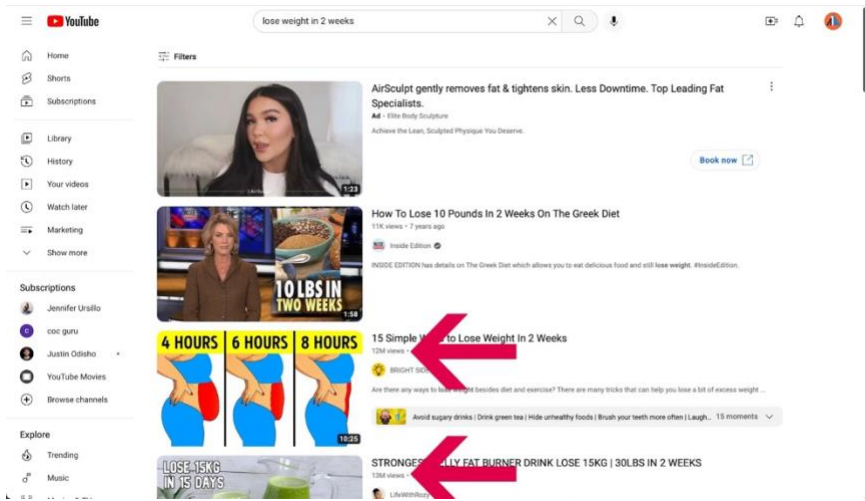
Video thumbnails:

- Black Friday Sale: Enjoy savings of up to 50% Ends Nov 27. Ad - Castlery
- SNL: House of the Dragon - SNL Saturday Night Live. 7.9M views • 2 weeks ago
- Danny Denzongpa speaks about film actor Raaj Kumar. 1.3M views • 4 years ago
- 2022 FIFA World Cup Highlights | Brazil vs. Switzerland. FOX Soccer. 429K views • 3 hours ago
- Meanwhile... Belgium Has Too Much Cocaine | Musk Down \$10... The Late Show with Stephen Colbert. 1.1M views • 4 days ago
- Jon Ruin Christmas & Valentine's Day Bust! Caught in Providence. 514K views • 3 years ago

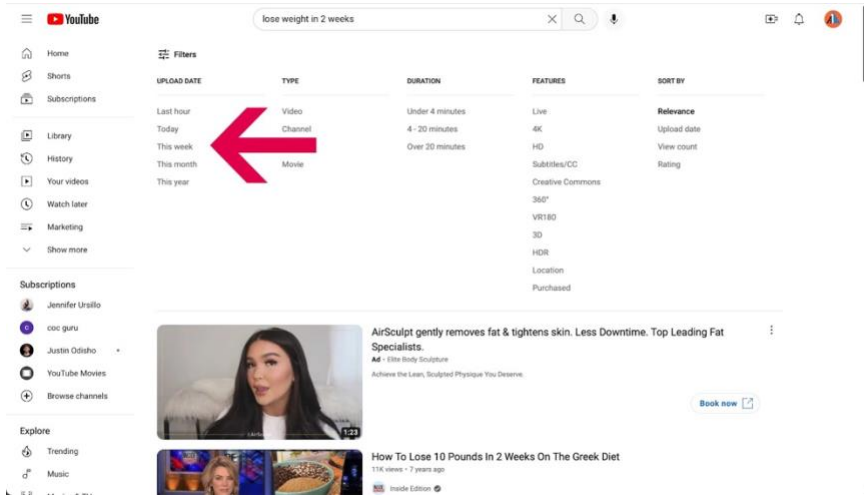
It's important to make a note of these topics, as they can provide insights into what people are interested in.

Once you've completed your initial search, look for additional topics that are related to your area of interest. This will help you to discover more content that is relevant to your needs.

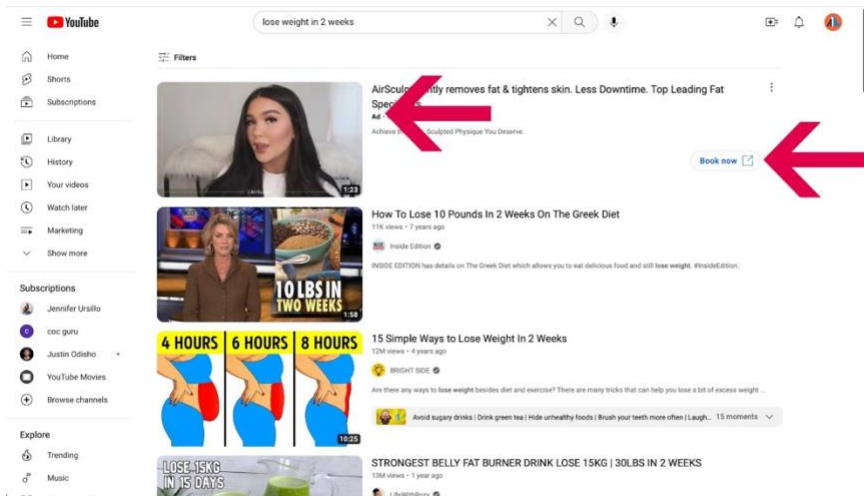
Watch the videos on the top of the page and the ones that have the most views.



To narrow down your search, you can use the filter option to search for the most viewed videos. This feature allows you to find the most popular videos that have been watched by a large number of people. You can also choose to filter the results based on other criteria that suit your needs better.



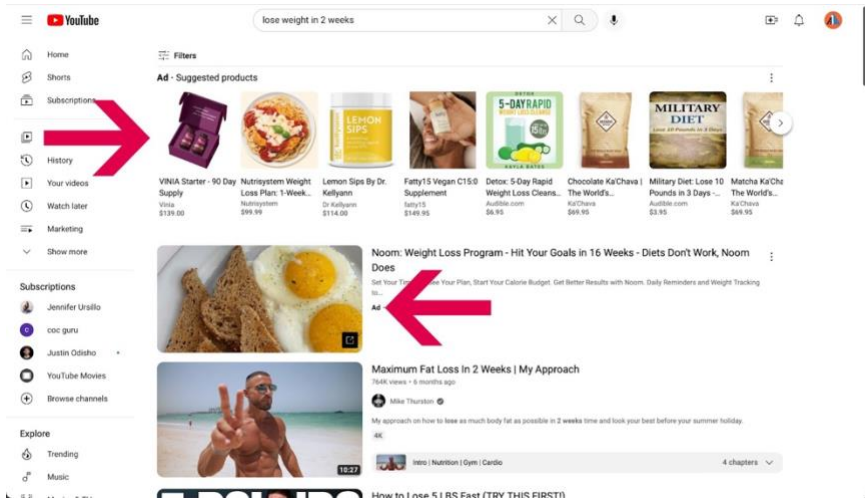
Another important aspect to consider is the ads that appear in the search results.



If you come across an ad, it's recommended that you visit the advertiser's website to learn more about their message.

This can be a valuable opportunity for you to gain insights about your competitors and the messages they are promoting.

You can use this knowledge to improve your own content and provide your audience with more valuable and engaging content.



When it comes to boosting your revenue, it's essential to keep an eye on ads, even if the product being advertised is different from what you offer.

By taking note of such ads, you can leverage them later to cross-promote your product and increase your revenue.

For instance, suppose you're selling fitness workshops. In that case, you can make a note of websites that advertise fitness pills, regardless of whether they are your competitors or not.

By doing so, you can offer these pills as an additional product on your site, which can help boost your revenue.

Moreover, you can also consider partnering with these websites to promote your offer to their list.

This way, you can tap into their audience and drive more traffic to your site while also providing value to their subscribers.

We'll dive deeper into this strategy when we discuss sales later on.

In the meantime, make sure to keep a watchful eye on ads and take note of any potential cross-promotion opportunities that come your way.

ClickBank Marketplace:

The next thing you can do is go to the ClickBank Marketplace.

This is one of the largest digital stores.

You can go here and look for top offers around your segment.

Type the segment like “weight loss” in the search box, and it will show you all the top offers around weight loss products.

CLICKBANK

Welcome to ClickMagick | Knowledge Base | Partner Offers | Marketplace | Blog | Log Out | Language: English

DASHBOARD | REPORTING | ACCOUNT SETTINGS | VENDOR SETTINGS | RESOURCES

Support

NEED HELP HOSTING YOUR WEBSITE?
ClickBank exclusive pricing with Bluehost \$2.95/month.

Advertisement

View Saved Offers

Filters

Offer Contents

Physical Product
 Upsell(s)

Languages

German
 English
 Spanish
 French

Affiliate Marketplace

Search: weight loss

Results per page: 10 | Sort results by: Gravity | Low to High | High to Low

Exipure Gravity score **756.05**
Initial \$/conversion **\$140.60**
Recurring \$/rebill **\$28.33**
Avg \$/conversion **\$145.05**

English
Health & Fitness - Dietary Supplements

Exipure Is The Highest Grossing Offer in ClickBank History! Send Traffic Now For The Easiest Commissions You've Ever Made! Go To exipure. [Read more](#)

Upsell Flow Physical Product One-Time Recurring
Affiliate Tools Mobile Friendly

Alpilean Gravity score **568.24**
Avg \$/conversion **\$141.00**

English
Health & Fitness - Dietary Supplements

When looking for topics and ideas, it's important to check out the offers that have a high sales volume.

This indicates that there is a significant demand for the offer, which is why people are spending money and promoting it.

If there isn't enough business for affiliates, they won't promote it.

You can sort the offers by gravity, which is the volume of sales, or by using relevant keywords or other suitable filters.

CLICKBANK

Welcome to ClickMagick | Knowledge Base | Partner Offers | Marketplace | Blog | Log Out | Language: English

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Avg \$/conversion **\$141.00**

English
Health & Fitness - Dietary Supplements

Sort results by: Gravity

- Keyword Relevance
- Rank
- Avg \$/conversion
- Initial \$/conversion
- Recurring \$/rebill
- Gravity

Your objective is to generate as many ideas as possible about the main topic for your business.

So, if you narrowed the niche to weight loss.

Gather segments around this industry like weight loss in 2 steps, weight loss without exercise, weight loss diet, and so on.

This will further help you narrow down your segment.

It will help you refine your idea.

You will also collect a list of additional topics around your segment.

You can use these segments to create additional products and promotional content.

Google Ads:

Similarly, try Google Ads Platform's keyword planner for keyword research.

Simply enter your segment, and the app will show you results.

Look for ideas, terms, and topics with high search volumes.

word ideas

weight loss United States English Google Nov 2020 - Oct 2022

Broaden your search: + dietary supplements + weight gain + weight loss diets + diets + diet programs + health conditions + depression

Exclude adult ideas X Add filter 787 keyword ideas available

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
weight loss	100K - 1M	0%	0%	High	-	\$1.90	\$7.14	
rebel wilson weight loss	100K - 1M	0%	0%	Low	-	\$0.04	\$2.49	
lose weight fast	100K - 1M	0%	0%	High	-	\$0.80	\$4.39	
adeles weight loss	100K - 1M	0%	-90%	Low	-	\$0.03	\$1.51	
garcinia cambogia	10K - 100K	0%	0%	High	-	\$0.45	\$1.20	
garcinia	10K - 100K	0%	0%	High	-	\$0.31	\$1.01	
fat burner	10K - 100K	0%	0%	High	-	\$1.17	\$5.05	
diet plan for weight loss	10K - 100K	0%	0%	High	-	\$1.31	\$6.16	
weight loss diet	10K - 100K	0%	0%	High	-	\$1.02	\$4.64	
chrispy metz weight loss	10K - 100K	+900%	+900%	Low	-	\$0.48	\$7.71	

You can refine your search by filtering for men or women and excluding specific brands.

This will narrow your search even more.

word ideas

weight loss United States English Google Nov 2020 - Oct 2022

Broaden your search: + dietary supplements + weight gain + weight loss diets + diets + diet programs + health conditions + depression

Exclude adult ideas X Add filter Showing 672 of 787 keyword ideas

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
weight loss	100K - 1M	0%	0%	High	-	\$1.90	\$7.14	
lose weight fast	100K - 1M	0%	0%	High	-	\$0.80	\$4.39	
adeles weight loss	100K - 1M	0%	-90%	Low	-	\$0.03	\$1.51	
garcinia cambogia	10K - 100K	0%	0%	High	-	\$0.45	\$1.20	
garcinia	10K - 100K	0%	0%	High	-	\$0.31	\$1.01	
fat burner	10K - 100K	0%	0%	High	-	\$1.17	\$5.05	
diet plan for weight loss	10K - 100K	0%	0%	High	-	\$1.31	\$6.16	
weight loss diet	10K - 100K	0%	0%	High	-	\$1.02	\$4.64	
chrispy metz weight loss	10K - 100K	+900%	+900%	Low	-	\$0.48	\$7.71	
best way to lose weight	10K - 100K	0%	0%	High	-	\$0.89	\$3.99	

Refine keywords

Expand all Reset

Brand or Non-Brand

Other

Nutrient
fat, protein, fiber

Gender
 women
 men

Others
 2021
 2020
 rebel wilson
 Other

Give fee

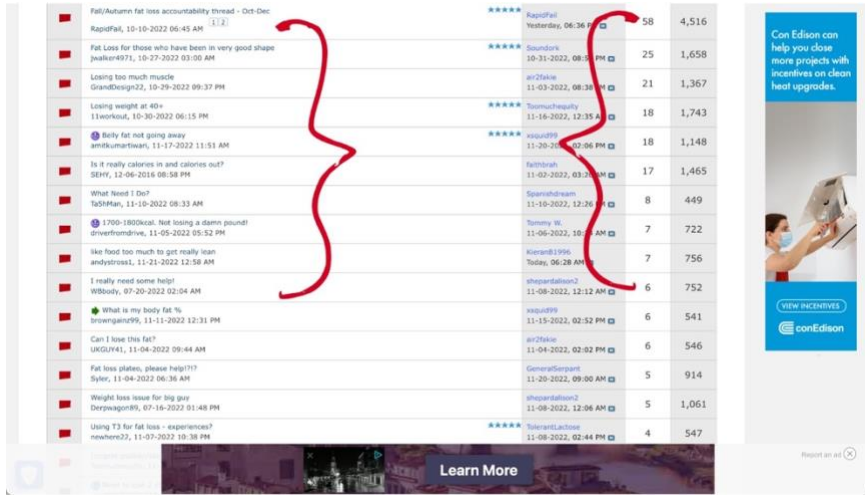
Forums:

Do the same thing with forums.

For example, go to a fitness forum and look for topics with the most responses.

These are the topics that people are most interested in.

Pick them for your main product, upsells, or content idea.



You can research on various sites like Facebook Groups, Trend Websites, Buzz Sumo, And Industry Websites.

Put all ideas in the template that comes with this book.

This will help us organize the content in one place for easy planning and creation of our product in the next steps.

Step 4: Add Essentials

In this section, I will share building blocks and tactics to make your products and training even better.

I apply them in all courses and training for my clients and me.

It will make your content straightforward, superior, and impactful.

People will like and trust you even more.

They will become your fans and promote you.

They will do more business with you. Most importantly, they will buy premium products and training effortlessly.

Try and apply as many as you can to your products.

Solve 1 Pain For Customers

As coaches and consultants, we often want to provide our customers with overwhelming information hoping to deliver the most value possible.

However, this approach can backfire because customers don't necessarily want too much information. They want to feel confident and better.

The secret to helping your customers feel this way is to provide them with one step they can easily execute and progress toward their goal.

This small success will give them the confidence, excitement, and motivation to keep moving forward.

On the other hand, if you give your customers too much information, they may become overwhelmed and never act on it.

This can lead to a drop in their confidence levels. Therefore, as a coach or consultant, you must determine what your customers can handle and provide them with that information.

Your products will be more impactful if you provide your customers with the best help possible.

However, it's important to note that you're not withholding information from them. You're giving them what they need to succeed.

Think about it this way: you wouldn't bake a cake for someone with severe diabetes for their birthday. Instead, you would make a no or low-sugar cake because it is better for their health.

Similarly, you need to make a tough choice and do what is best for your client, not what they think is best for them or what is best for you.

Ideally, you should promise your customers one result and then provide them with a plan, steps, or tools to achieve that goal.

Structure the course differently if your coaching requires giving them an entire blueprint.

This approach will make your customers value your product and benefit greatly from it.

If your coaching requires you to provide your customers with an entire blueprint, then structure the course differently.

Break down your blueprint into small steps and lead your customers through it one step at a time.

This approach will make it easier to create the course since you don't have to do everything at once.

You can start by creating a basic course that still provides your customers out-of-this-world and earth-shattering information.

Divide your course into bite-sized pieces so customers can easily consume and apply them to their lives.

By taking this approach, you will help your customers achieve their goals, build their confidence, and feel better about themselves.

Actionable

It's crucial to ensure that your courses are not just theoretical but rather actionable as well.

The majority of people find it challenging to translate concepts into practical steps, and that's why it's essential to provide them with the necessary tools to do so.

Merely advising people to reduce stress isn't enough. You also need to equip them with the tools to achieve that goal.

You can recommend they listen to calming music, practice yoga, meditation, time management, or any other techniques that you believe can help them.

Additionally, you should help them determine whether the tool they're using is effective or if they need to try something else.

If you're assisting people in leading healthier lifestyles, you can teach them how to recognize whether a health issue is stress-related.

You can also help them identify the root cause of their stress-related illness.

Once you've done that, you should provide them with whatever tools you have at your disposal, as well as a metric to help them determine whether the tools are effective or if they need to switch to something else.

To ensure that your product is impactful and actionable, you can create workbooks, task lists, and demo videos that customers can use to take action.

Without a concrete action plan, people would not know how to implement the information they've learned.

As a result, it's imperative to examine your material and consider how you can design tools that will enable customers to take action.

Proof

As a business owner, it's important to understand that not all customers are familiar with your brand or product.

They may not be aware of your credibility and may find it difficult to trust the information you provide them.

In fact, many customers are naturally skeptical of promises made by businesses, as they have been let down too many times in the past.

Therefore, it's crucial to earn your customers' trust and maintain their faith in your product.

No matter how good your product is, you must convince your customers that it works and that it can deliver on its promises.

One way to achieve this is by adding scientific data, quoting experts, revealing statistics, giving demos, telling stories, showcasing case studies, and providing screenshots that support your claims.

These tactics can be spread throughout the course and will help build trust with your customers.

Another benefit of using these tactics is that they can help you gather reviews.

By encouraging customers to leave a review or share their own stories, you can create a sense of community around your brand and product.

Additionally, customers are often happy to help others by sharing their experiences, so they will be more likely to leave a review if they feel that it will benefit others.

Motivation

This is another big one.

As a coach or a consultant, it is important to keep your customers motivated throughout their journey with your product.

One way to do this is by providing them with compliments and positive reinforcement. Let them know that you appreciate their efforts and progress towards their goals.

In addition, having measurements to show their progress is a great way to keep them motivated. Seeing tangible evidence of their improvement can be incredibly empowering and help them stay on track.

Sharing success stories, case studies, and other forms of proof can also be helpful in motivating your customers. By showing them that people like them have achieved success using your product, they will be more likely to believe that they can do it too.

Reminding your customers about the 'why' behind their decision to purchase your product is another powerful motivator.

By emphasizing the benefits they will reap after completing the course, such as looking better, feeling healthier, or dating someone great, you can help them stay focused on their goals.

It's also important to keep reminding your customers that they are close to success and that they can achieve their goals even if they don't believe it.

Many people lack confidence in their ability to succeed, but by giving them the tools and encouragement they need, you can help build their confidence and keep them motivated.

Confidence is often the number one thing that customers seek when they purchase a product. They may feel like they don't know how to achieve their goals, can't do it alone, or need someone to guide them through the process.

By giving your customers the confidence that your product will help them become better, more independent, and successful, you can keep them motivated and engaged.

When your customers are happy and successful, they will continue to consume your product and even recommend it to others.

This will not only help your business grow, but it will also give you a sense of satisfaction knowing that your product has helped people transform their lives and become happier.

Pave Path For Future Sales

You always have to lead customers toward the next sale - this confused the hell out of me when I first started.

My goal was to sell as few products as possible to help clients get results, but it did not work.

Having more products to sell to clients is a good thing.

At first, you may think that selling fewer products to help your clients achieve better results is the best approach. But, in reality, it's not always the case.

Having more products to offer your clients is a good thing. It shows them that you have more to offer and are constantly working on new ideas and improvements.

If you do not offer more products, your clients may assume that you have nothing more to offer, and they may look elsewhere for the next product.

Unfortunately, the product they end up purchasing may not be suitable or may even harm them rather than help them.

When you give live talks or presentations, it's important to keep your focus on helping people with your free speech. However, it's equally important to let them know how they can continue to learn and benefit from your expertise.

If you don't pitch your products or services, you may receive complaints from members of your audience who feel that they have to work harder to get help from you.

At the same time, you may also risk losing potential clients to other bad apples who claim to offer the same level of help as you.

These customers may end up losing a significant amount of money before finding you and paying for your services.

When I used to give live talks, I never pitched my products and did not even reveal the name of my company.

My goal was to help people with my free speech - not lead them to sales.

I started getting a lot of emails from members of the audience complaining about it.

They felt my approach was right for them, but I wasn't telling them how they could continue learning and benefitting from me. They felt they had to work harder to get help from me.

At the same time, I met a couple of clients who got approached by bad apples after my talk.

They said they had learned from me and claimed they could offer the same level of help as me.

These customers lost \$4,500 each before finding me and paying me another \$4,500 to learn from me.

To avoid such situations, it's important to prepare your clients for the next level of product. You can teach them what they need to know and gradually introduce them to more advanced training and tools.

It is your ethical responsibility to present your offer to prospects if you genuinely think it can benefit them. Imagine a scenario where someone is drowning, and you have a life jacket to throw at them. Would you hold it back?

Similarly, some of your prospects may be struggling in their circumstances, and it is your moral obligation to help them by offering a solution.

Additionally, it's important to understand that clients have different learning styles and preferences.

Some may prefer to learn at their own pace, while others may need multiple training sessions for things to sink in.

By offering a variety of products and courses, you can cater to their needs and preferences.

I had a policy that I never teach a client twice.

This policy ensured I did the best job possible and did not hold anything back to get a second sale.

Again, this backfired.

Many clients told me that they like to learn at their own pace.

Some like to get multiple training sessions for things to sink in.

When I did not offer it, they went to someone else.

So, it is a good idea to sell as much as you can to customers and trust that they will make the right decision.

It is in the interest of both parties.

The customer is in control.

They will stop buying when they feel they have what it takes.

Until then, keep selling.

Create products, courses, and live talks.

Give it your best.

Do not hold back.

Show them the next step and how they can buy it.

Most coaches do not realize that there is a second part of the equation.

You need customers to spend money on your business, or you will go out of business. You won't be able to help anyone anymore.

Similarly, by selling a lot you will earn a lot.

Then, you can hire a team to reach out to more people and help even more people.

At the same time, you must ensure that you pay your team well, so they are happy to work for you.

Their happiness is as important as your clients.

You may not have a team now, but you will if you follow the tactics in this book. You will afford them with ease.

Have multiple products.

Groom clients and pitch your next product to them at the right time.

It should not come across as a forceful sale, and they should not feel that they cannot achieve their objectives with the current product.

Achieve this balance, and you are good.

When customers buy a digital product from me, I offer them additional products.

For example, I offer a course to run ads and get sales for my membership club.

Customers need to learn how ads work, even if they will hire someone to run them. Otherwise, they will be at the mercy of agencies that are full of scammers.

Consumers who need additional support, tools, and tactics can join the A1 Club.

Both of these purchases make their original buy better but none are needed to get the promised results of the book.

Deliver More Than Promised And The Perceived Value

One strategy to increase customer satisfaction and loyalty is by delivering more than you promise.

As an entrepreneur, it's crucial to keep your customers happy and satisfied.

One of the best ways to do that is by always delivering more than what you promise.

This approach will make your customers feel good, appreciate your efforts, and establish a strong relationship with you.

When customers see the value you're offering, they will respect you and be more likely to purchase from you again in the future.

Additionally, your refund rate will decrease because customers will feel confident in your product or service.

However, it's important to remember that delivering more doesn't mean adding worthless items.

Instead, focus on adding content that's related to your main offer.

For example, if you're offering coaching or consulting services, consider providing additional strategies and tools to your clients.

By offering more, you're showing your clients that you value them and want to provide them with valuable resources.

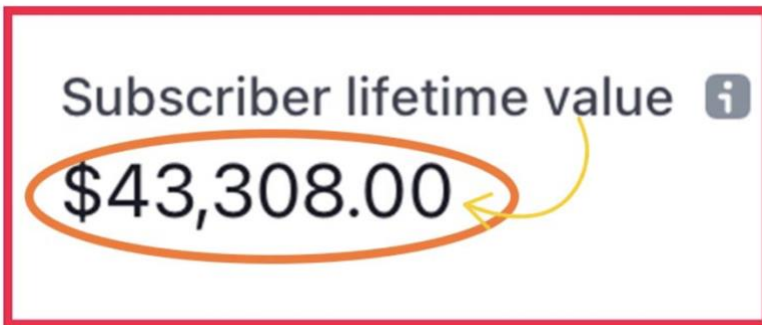
This approach can encourage them to invest in your high-end training programs because they'll wonder what else they're missing out on.

In fact, according to my experience, 93% of workshop clients who pay \$3,555 for the first workshop usually pay an additional \$4,500 for advanced training.

This means that each client is worth \$8,000, and even after spending \$5,000 on ads and commission, you can still make a profit.

Moreover, many clients are willing to pay \$15,000 to \$200,000 for training, which can significantly increase your earnings.

On average, my earnings per client are \$43,308, which is a testament to the effectiveness of this strategy.



We'll discuss this approach in more detail when we cover sales.

Demo And Video Examples

In order to provide an effective learning experience to your customers, it's important to offer a variety of learning aids.

These can include examples, videos, demonstrations, workbooks, mind maps, cheat sheets, and other helpful resources.

While this may require more effort on your part, it will greatly benefit your customers and help them to better understand the material.

If your subject matter lends itself well to video lessons, consider recording them. This can be a great way to engage your audience and provide a more dynamic learning experience.

If you're not comfortable appearing on camera, you can still create effective demonstrations and examples by hiring someone on Fiverr or Upwork to do it for you.

Alternatively, you can record a screen capture or use slides to convey your message.

Another great way to provide helpful resources is to ask your customers what tools or demos they may find beneficial.

You can also research your competition to see what they're offering and create similar resources.

Additionally, consider recreating any tools or demos that you've used yourself and found helpful.

To get more ideas for learning aids, research forums, Facebook groups, Amazon listings, and YouTube videos related to your topic. Pay attention to the comments and feedback to identify what your audience is looking for and what would be most helpful to them.

By providing a variety of learning aids, you can create a more effective and engaging learning experience for your customers.

Relief As Important As The Solution

I wish I had known about this years ago. And even now, I think I am not using this as well as I should.

As a coach, consultants, or trainers, we focus on delivering tools, tactics, systems, blueprints, training, and information.

This is helpful, but it is essential to recognize that clients need something even more important than that. They need relief, ease, confidence, and self-belief more than anything else you can provide.

It is important to understand that there is nothing you can teach that does not already exist. Even if you think you have God's secret, you will likely find another version of that online within a few minutes of research.

Therefore, clients come to you for more than just information.

They come to you because they connect with you, they come to you for faster results, and they come to you to discover your strategy and save the effort of learning it themselves.

Why did you get this book?

Think about what you are reading here?

Is this really groundbreaking information that no one in history has heard before? You can always say yes. I love it when people stroke my ego. But really, is it?

You did not come here for the info.

You came here to get the information that can put you in the game fast.

That can help you kick off business right away.

You came here to discover my strategies, tools, workbooks, and experience to help you get going.

In short, you came here for relief, ease, and speed.

Remember this when you create courses.

Simplify things.

Furthermore, instill confidence in your clients.

Give them small steps to execute to help them succeed and feel confident in their ability to succeed.

Remind them that they can do it.

Prove they save time, effort, and money and avoid mistakes using your course or training.

Remind them how your training will help them reach their goals. Things that may seem easy to you may seem like Mount Everest to your client.

Instill confidence by saying they can do it even if they think they cannot.

Most customers will rarely go through an entire book or a course.

They give up halfway because they cannot figure out how to execute it, or they lose confidence in themselves.

Many may even blame you for their lack of commitment to finish the course.

Your job as a coach and business person is to handhold your clients, motivate them, keep them on track, and get them results.

This confidence will generate far better results than your tools or training.

After selling over a million products and training thousands of clients, I reached this conclusion.

I discovered that the best-performing clients were the ones who developed confidence.

This is easy to achieve.

It's easy to achieve this confidence, and every product, resource, or tool you create should instill confidence in your customers - making them feel they can do it.

Your goal should be to make your customer successful using this one tactic.

Keep It Simple For Beginners. Create Separate Courses For Advanced Clients

This brings me to my next point. Keep things easy.

I touched on this earlier, so I will keep this brief.

Your clients are not at your level.

Giving them more is not the same as giving them help.

Give them bite-sized pieces.

Create a course on one specific topic.

Start with basic information.

Create separate courses for beginner and advanced clients.

Step 5: Create Course

Now that you have your course content, it is time to create your course.

When it comes to creating a course, the first step is to determine the medium through which you will deliver your content.

There are several options available to you, including creating a book, video, podcast, membership website, or online/in-person training.

Once you've decided on the medium, the next step is to gather all the visuals, videos, graphics, workbooks, cheat sheets, mind maps, and other assets that you will need to create your course. This will help you ensure that your course is comprehensive and engaging.

Now, it's time to create your course.

You can either create it yourself or hire a ghostwriter to do it for you. Ghostwriters are often available at a reasonable price and can help you create a high-quality course that meets your needs.

If you prefer to create a book, you can record audio and get it transcribed. Once you have the text, you can use it to create your book.

Similarly, if you prefer to create a video, you can talk to the camera or create a video from a PowerPoint presentation with your voice. And, if you want to create an interactive course, you can use various tools available online.

Another option is to turn your content into in-person training. This means that you can teach your clients the execution or application of the lessons in person as part of the training.

You can also divide the lessons into smaller modules and create a membership site or training. This can help you create a more structured learning experience for your clients.

In summary, there are several ways to create a course, and it's important to choose the one that best suits your needs.

By gathering all the necessary assets and creating your course, you can provide a comprehensive and engaging learning experience for your clients.

9 Course Outline Strategy

The following are nine strategies for creating valuable content that you can use to generate income and establish yourself as an authority in your field.

Strategy 1

Begin by selecting a broad topic that you want to teach and then break it down into smaller steps or phases.

Consider pain points, obstacles causing pain points, and steps to eliminate the pain.

Think about the issues that are preventing individuals from achieving their objectives.

For instance, if the primary problem is that men are having difficulty dating women, you may identify a subset of issues that include fear of approaching women, initiating conversation, not knowing what to say to women, and poor body language and posture.

You can convert each subset into a separate product or combine them into a system.

Strategy 2

Create a list of ten issues around your subject matter, or ten issues you've faced in the past or are currently experiencing around the topic.

Alternatively, go to forums or groups related to the subject matter and identify recurring issues or topics, then provide solutions for them.

For instance, if people are discussing not having enough time to complete tasks, you can design a course on time management.

Write solutions for each problem, and you have a guide ready.

Strategy 3

Interview ten industry experts.

Ask them questions or have them speak on a specific topic.

Record them in video or audio format, and then get them transcribed at rev.com or temi.com.

Turn them into a book, and you now have a product with solutions from an expert.

This is especially useful when you are new to the industry and still discovering your voice.

You can get into the business, start making money, and add your own perspective to content from each coach.

This is the quickest way to establish authority in your industry.

Additionally, these experts will want everyone to know that they were interviewed, so they will tell everyone about you.

This strategy also allows you to build relationships with experts for future business.

Strategy 4

Answer these 10 questions:

1. What is the problem?
2. Why does it happen?
3. How it affects people?
4. Did it affect you or someone you know?

5. How did you resolve that?
6. What exact steps do others need to take to achieve the same goals as you?
7. Any precautions they need to take?
8. Any examples, resources, or stories that give a better understanding?
9. What other resources are available for them?
10. Conclusion.

Strategy 5

Transform existing blog posts or videos into a product.

Alternatively, research popular posts on Google to generate a list of topics for the product.

Write them in your voice and your perspective/secret sauce to the content.

You can also record and transform them into a video course.

Find popular videos on YouTube in your industry, then record or write those videos into a course.

Strategy 6

Create a video tutorial or demonstration video.

For instance, you can record how to design sales pages step by step or how to add signup forms step by step.

Demonstrating your expertise in this way can give you an advantage over your competition.

I was the first to record video demonstrations in my industry.

This gave me an upper hand over the competition.

Strategy 7

Hire ghostwriters.

Go to websites like [upwork.com](https://www.upwork.com), [fiverr.com](https://www.fiverr.com), or [iwriter.com](https://www.iwriter.com) and have someone write a guide.

There is nothing wrong or any shame in it.

As long as you can generate helpful content, it does not matter where it comes from.

You will need writers and creators to help you down the road to manage the workload, so start using them now.

Give them topics and directions to create your course.

Strategy 8

Buy high-quality PLR reports and re-write them.

Never use PLR products as is.

They are usually low quality.

Hundreds of marketers are using and selling them.

You will lose your edge.

Use PLR only as a reference guide.

What I like about the PLR reports is that someone has already done the work for you.

You can take the list of topics and the structure of their books and create your own version.

Go to [jvzoo.com](https://www.jvzoo.com). Find a report around the topic you like.

Write down a list of topics from these products, then add your perspective.

Strategy 9

Read best-selling books on the subject of your interest.

Get ideas on what they are talking about and write your own take on the subject matter.

Read or watch your competitor's product.

Create an easy, better, and more efficient version.

You can add visuals to provide a better understanding, demonstrate concepts better than they did in their course, or add your own expertise to their topics.

Never copy their stuff! It is illegal, and you can lose credibility in the market.

How Much To Create - What To Create

When it comes to creating a course or training program, one of the most important questions to consider is how much content you need to provide.

Unfortunately, there is no one-size-fits-all answer to this question, as it largely depends on your specific goals and the needs of your clients.

All I can say is that you should give the minimum content required to produce results.

Your goal is not to turn your clients into an expert. Your job is to provide them the best and the fastest solution for their immediate problem.

They will come back to you for more when they are ready. Save your next-level information for the second/advanced course.

You will provide them with a better service by helping them cross one hurdle at a time.

This will give them the confidence and motivation to keep going and not get overwhelmed by it.

Imagine if I included course creation, sales offers, selling, Google ads, Facebook ads, YouTube videos and ads, Google analytics, writing emails, making phone sales, data tactics to improve performance, team building, joint ventures, and more.

Yes, this will be a lot of content.

But you will feel that there is no way you can do it.

So, I am only giving lessons to create a top-level course and start getting sales.

This puts you in business.

You can then learn advanced tactics as you grow.

Always put your client's interest first.

Your clients are like little kids.

They don't know what is best for them.

They want all the candy in the shop.

It is your job to let them have what is right for them.

We are often tempted to give too much. We feel better giving more and not holding back.

More is not always good.

It can overwhelm your clients.

It can make them feel this will take too much time.

It might discourage them from taking any action at all.

I made this mistake several times over my career. That is why I know it.

Go to your competition and study what they cover and how much they include. They have set the industry standard, so, unfortunately, you cannot offer less unless your course is different.

Go to ClickBank.com and look for offers similar to yours. Match your content to theirs.

This will help you identify the topics, medium, length, and resources needed for your course.

Ideally, you will need:

1. Flagship Course Or Training
2. Mini Book Or Course For Opt-in
3. Upsell Courses If You Will Sell Digital Products Only
4. Premium Training/Consulting

Act Now:

Identify the main idea for your product. Match it with your super identity.

Refine the idea.

Generate content topics.

Match it again with your super identity.

Add essentials.

Create your basic and premium products.

Section 6 - Step 4: Crafting Sales Pitch And Offers

Section Outline:

- ⇒ Intro
- ⇒ Power Pitch Intro
- ⇒ Creating Power Stories For The Power Pitch
- ⇒ Creating Sales Offer For The Power Pitch
- ⇒ Creating Your Power Pitch
- ⇒ Delivering Power Pitch
- ⇒ Power Pitch Example

Who Is This For?

This section is for everyone.

You have your super identity, customer avatar, and products.

It's time to create marketing messages and sales pitches to acquire customers.

This is what we will do in this section. We will create marketing messages and sales offers. We will merge them and create something I call a power pitch.

Power pitch is one of the best sales techniques. You can use it to get instant and continuing sales to launch and grow your business.

You can use it to acquire high-paying clients or sell digital products.

This pitch will stand you apart and make you attractive to customers.

The best part is that this pitch helps you get sales without selling.

This means you can get customers even if you dislike selling using this tactic.

The main goal of creating such a pitch is to trigger a buying desire in the minds of our potential clients and customers and ultimately get more business.

You will learn a fascinating blueprint for building power pitches that drive smashing sales.

By the end of this section, you will be able to create high-converting messages and sales offers, just like the experts do.

These skills will give you the superpowers of selling anything to anyone, which you can use to grow your business or help others if you are a consultant or freelancer.

Power pitches make selling effortless and can be used on various platforms like live talks, webinars, phone sales, social media, blog posts, web sales pages, and any other marketing platform that you use.

So, let's get started and create your very own power pitch that will help you achieve your business goals.

Power Pitch

Power pitch is the most impactful and high-converting sales pitch.

It is an underhanded sales pitch that you can use even if you dislike selling.

You can use it during 1 on 1 conversations, live events, group sessions, social media, VSLs, webinars, emails, blog posts, sales pages, and any other platform.

The pitch triggers a strong buying desire while eliminating objections and buying resistance. This leads the customer to act and buy your offer.

This pitch will revolutionize your business.

You will confidently start using it to launch and scale your business.

You will enjoy using it because it feels natural to use it.

I have used this pitch on several occasions, and it has helped me secure my first, second, third, and even thousands of customers without having to resort to ads or spending any money.

Power Pitch can transform your business and client acquisition as it did for me.

No longer will you have to struggle to find customers as a coach or a consultant.

This pitch can drive sales on demand and attract customers whenever you want.

I had no experience in sales when I first started out. I was terrible at it.

Even now, I would not say I am an expert in selling.

However, I excel at attracting people. This philosophy has guided me in all aspects of my life.

Whether dating, making friends, or closing deals, I have always found it better to have people come to me than the other way around.

I never approach anyone for a date. I attract them to approach and ask me out.

I never initiate friendships. Instead, I make others initiate them.

Similarly, I never sell.

Instead, I make clients buy. This approach has been tremendously successful for me and has yielded better results than any other strategy I have tried.

I did not come up with this strategy because I am naturally gifted. In fact, I am quite the opposite.

I tend to be shy and insecure when it comes to selling. I dislike rejection. I have tried sales teams and callers, but they were either ineffective or lazy.

So, I did what I do best: attract clients and make them come to me.

You will learn the same tactic and inherit a massive advantage.

With this strategy, you can gain a massive advantage, even if you are shy, insecure, and dislike selling.

You will attract clients consistently and on demand. You will take your business off the ground and get in the game right away.

You will use this strategy repeatedly and get as many clients as you desire from any sales channel.

The best part is that you can create this pitch in just one day and start using it. With the Power Pitch, the possibilities are endless.

Why Use Power Pitch?

Power Pitch is the best sales pitch that I have ever experienced.

It is easy to create. Yet. It produces astonishing results.

You can create it in just a few hours and start using it.

You do not need any copywriting skills or sales training.

Anyone can create this pitch and get higher conversions than an experienced salesman.

I became the world's highest-paid coach using this pitch. That should be enough to prove the impact of this pitch.

Case Study: A No Name Coach Earned \$26,323 In Just One Hour

I spoke at a two-day event in New York.
Another 15-16 coaches gave a presentation as well.

This story may sound untrue, but I was the new guy.

I was the no-name speaking to fill the empty spots.

I was given a slot almost at the end of day two.

If you have even been to these events, you know that most of the audience is either tired or gone by the second half of day two.

They have listened to all the great speakers and big-name gurus.

If this was not challenging enough, I got a text message from a client day on the first day of the event.

He told me that all the presenters were getting heckled by a particular person in the crowd.

He asked me if I wanted him to run interference during my talk.

I told him not to worry and that I will handle it.

The audience was already exhausted when it was my turn to talk. You usually get a later spot when you are a new face. The audience is quite tired at this point.

However, the mood in the room changed when I started talking.

The audience woke up from their slumber. They got excited. They started participating. The person who was hustling every other coach started speaking in my favor.

I was not giving any earth-shattering presentations.

I am not an actor or a charismatic speaker either. If you ever saw me talk, you know I have a thick Indian accent and poor English.

It was not my personality or presentation but the power pitch that hooked everyone. It turned the heckler to become my supporter.

It made this no-name guy one of the best speakers at the event.

It made me the only coach who left that event with seven new clients who paid \$16,751 within an hour after the presentation.

The story gets better.

The person haggling with other presenters had a business of their own.

This person organized training in their hometown and convinced their clients to learn from me. I earned an additional \$9,572 from this talk.

Isn't that amazing?

This isn't an isolated incident.

I can tell you story after stories how I made big money using a power pitch.

Even better, I will teach you how to create a Power Pitch for your business and get clients on demand.

This one tactic will push your marketing and business light years ahead.

You will use this for the rest of your life once you start using it and getting high-paying clients effortlessly.

And yes, you may not be able to go to an event filled with potential clients to pitch. You don't need that.

You can use this pitch to sell even to just one person, as I will reveal in my next case study, and then we will get to the lesson.

Case Study 2: How I Sold \$2,393 Coaching Regularly With No List

I started taking YouTube seriously around 2011.

I was posting videos frequently.

I was not getting many views at the time.

I was new. I was nervous. My production quality was horrible. I was not even using a mic.

However, I was doing something right.

I was using power pitch to create videos. Full disclaimer, I had no idea at the time I was doing this - haha.

I realized my marketing tactics quite later when I started learning about selling.

I would get 50-100 views each step.

Most people left my video, but there was always that one person who got hooked on the presentation.

I used to ask viewers to email me their questions.

They would email me and ask for a solution to their problem.

I would create a video using Power Pitch and upload it on YouTube.

They would watch the power pitch and sign up for a workshop.

The cycle continued. My viewership and sales grew.

This strategy still works.

You can create content on YouTube or TikTok using a Power Pitch.

Upload them and start getting business quickly and without spending money.

You do not need five thousand followers or a million viewers to get a sale.

You need one person to consume your power pitch and buy from you.

This is why we focus on creating high-value offers.

One high-priced sale can set you up well.

Let's discuss the power pitch.

What Is A Power Pitch

Power Pitch is a collection of stories/case studies coupled with sales offers to trigger a buying desire in prospective clients.

Think of it as playing a documentary for your clients to prove a point.

Or conveying the potency of your product using the art of storytelling.

The stories and case studies in your presentation trigger an irresistible buying desire.

The stories and case studies demonstrate that your soul identity, product, or training has the solution for their unique situation. This motivates them to buy. You do not have to persuade them.

The stories eliminate all objections and buying resistance. This brings them even closer to buying.

The stories and case studies also reveal the signup process, training process, and expected results.

It makes you appear as the ultimate solution for your clients.

The power pitch sets you apart from competitors using persuasion techniques to win clients.

The content makes you desirable. You are only presenting data and proof to customers instead of pursuing them. The client chooses to be with you instead of you chasing them.

The no-sales pitch makes it trusting and credible.

They value your training because it was their decision to get it.

They pay the asking price and work on your terms because they trust and value you.

I can keep going on. The bottom line is that the power pitch is the ideal and most impactful approach to acquiring clients and growing business on steroids.

How To Create A Power Pitch

A Power Pitch has two parts:

1. Power Stories
2. Sales Offer
3. Merge Them And Create Power Presentation

You create a series of power stories and weave them into a power presentation.

That's it. It is super simple yet super impactful.

So, let's get into it.

Power Story

Prospects are tired of going through content and sales pitches. They do not like to be sold.

They are tired of being coached to buy.

However, they are curious to learn about success stories or stories about other people.

So, you share a success story or a case study relevant to your prospect.

The story helps them connect with the subject matter. They realize this is what is happening to them.

They conclude that your product or training can solve their problem as it solves the problem of the subject from the story.

And if they cannot directly relate to the story, they wonder if you can pull a similar miracle for them.

They start to see hope in you and your offers.

This makes them want to get it.

You acquire a customer without making any effort to sell.

A power story is a narrative that highlights a remarkable transformation achieved by overcoming a significant obstacle with the help of a coach or a blueprint.

It is a story of a 'wow' transformation.

It can be a cautionary tale of missed opportunities and devastating consequences due to the absence of your product, coaching, or super identity.

That is all there is to it.

You do not have to sell or convince them to buy.

You do not have to compare your product or offer with anyone.

All you have to do is tell a story.

I am confident you can do that because anyone and everyone can tell a story.

The process of creating a power story is simple.

You can showcase a case study where your clients have achieved desired results with your assistance or the assistance of your course.

If you are new and don't have case studies, you can find similar case studies of other individuals. Use it to demonstrate how your system could have delivered the desired results and prove the effectiveness of your course or coaching.

There are four essential components to creating a power story:

1. **Awe-inspiring or devastating results:** Your power story should highlight the remarkable transformation achieved by your clients. It should focus on the positive outcomes that they have achieved with your guidance and support. Alternatively, it can be a cautionary tale of missed opportunities and the devastating consequences that follow. The story should address one primary goal or pain point from your customer avatar.
2. **Lack of Knowledge:** Your power story should identify the knowledge gap. They should experience an 'aha' moment. The story should fill in the gaps or reveal the missing pieces keeping clients from achieving success or their misery.

3. **You or Your System as the Missing Factor:** Your power story should demonstrate how you or your system provided the missing pieces required to solve a problem or achieve results. This is giving them a peek into your system. You are giving them a taste of behind the curtain. You do this to set their expectations and prepare them to buy.

4. **Address And Eliminate Objections And Buying Resistance:** The final component is to remove any confusion, objections, fears, or concerns that might prevent them from buying.

Think of a power story as a conversation with a friend about the new phone or car you purchased. You are revealing the features and benefits of your purchase. And why do you think it was a great purchase.

You are not asking them to buy.

You are proudly sharing the details of your proud purchase.

The details from your conversation make them want to have it as well.

Your power story should sound like a real-life scenario. You should use a real-life story or case study as much as possible.

It should highlight how your clients were struggling to achieve their goals. And they overcame their challenges and achieved smashing success because of your product or training.

This will create hope, which will produce a strong buying desire.

How To Create A Power Story

A Power Story is a 3-act monologue.

1. There was a problem.
2. My course or training solved the problem.
3. The results are astonishing.

The wow does not have to be about end results. It can also be the suffering, loss, and the tactics used to get results. You can alter by bringing out the setbacks using the same format.

1. There was a problem.
2. The client did X instead of Y. They did not do what I told them to do.
3. The result was a smashing success for using your solution or devastation from ignoring it.

Remember, the stories must have a wow effect for them to work. This is important! You cannot use average results.

The stories should shock, excite, and scare the audience.

The stories should sound unbelievable, but the proof makes them real.

The shock gets their attention, and the proof sparks desire.

When possible, try to tell stories relevant to their lifestyle and situation. They produce better results.

Story Example 1: One of my clients had a terrible experience. He lost \$100k. This was a crisis-level setback for them. (*Losing \$100K is wow. It is shocking.*)

The client had a terrible ad strategy. I gave them a new ad strategy. (*The problem and the solution. I can replace the 'I gave them' with my course or training if that is what I was selling.*)

They went from losing money to generating \$50,000 monthly revenue in just six months. (*Smashing success.*)

Story Example 2: A female client was in love with a guy. She left her country and came to the United States on a tourist visa to be with her love. She scared him off. He even stopped responding to her messages. She was staying in cheap hotels and using Couchsurfing to find free stays. She could not afford hotels or rent an apartment. (*Her suffering and desperation make this a wow story.*)

She signed up for a 1 on 1 coaching session with me. (*The process or the tool.*)

She married him within a year after my program and had a kid. (*Smashing success. She married and had a kid, not just dating.*)

The significant transformation and overachievement make it wow-worthy. Choose the success stories or case studies with a 'wow'.

Story Example 3: A client with a physical handicap was struggling with women. He cannot stand for more than 5 minutes because of his condition. He cannot stand still. He is often refused entry into bars because bouncers think he is drunk. Women have pushed him away physically assuming he is drunk. He often falls down around people. This has happened to him in bars and other public places. (*This is an amazing challenge. This is a wow situation. The odds are stacked against him in every possible way.*)

I trained him. (*The product.*)

He had two women competing to be with him after the training. They left their lovers for him. Both women wanted to bring their female friends over for a threesome. (*This may be an off-putting story for some readers. I chose this simply to demonstrate the point. This is no ordinary guy. He did not just start getting dates. He started living the fantasies of every man despite the odds stacked against him. That is an amazing story. The listener*

wonders what kind of results they can achieve after seeing how good he did. This is what we want our clients to think and feel.)

The contrast and the over-the-top results make it impactful.

What To Do If You Do Not Have These Stories?

Maybe you have no stories to tell because you are just starting out.

You can do two things in this case:

1. Research forums and groups. Identify the problems people are going through, why they are going through them, what they are missing, and how you would solve them your way.
2. Research case studies in the media.
3. Create a meet-up event and ask participants about the problems they are going through.
4. Go to a coworking space if you are in the marketing or business space. Everyone there is a prospect, so talk to them.
5. Interview your prospects. Go to stores, for example, if you are dealing with local businesses.
6. Attend events and tradeshow if you are dealing with corporations. You will get a lot of good information, make contacts, and even pick up a couple of clients.

7. Take a class if you are an instructor or a trainer. Talk to other participants to get data.

Think of creative ways to research and gather the problems and show how you would solve and get wow results using your techniques.

Maybe there are already stories of wow transformations. Quote them to validate your point.

They carry almost the same weight.

A client was going out of business and about to shut down her business.

Power Story Building Blocks

In this section, I will tell you the building blocks you must include in each story. And how to use them.

I go through this checklist and apply every item when I write a power story for me or my clients.

Each of these building blocks serves a purpose.

You won't have a power story without them.

Dream Client Details: This is incredibly important. You need to extract 2 vital pieces of information from the customer avatar. First, you need to know their goals and the obstacles. Second, you need to know about their personal profile.

There are thousands of benefits from each product or training. You will create the power pitch around the most desired goal. The more relatable your story will be, the more they will want you. You can merge 2-3 stories on different goals into one story if you have a mixed group. But limit it to 2-3 max. It is better to attract a few than to lose all. Many people seek your product or training because of its proven results for others.

The second thing you want to do is use terminology based on their profile.

Success Secret: create offers unique to their personalities. This is a success secret that no one will tell you. You must structure your pricing and training to accommodate your client profile. Make it part of your story so they understand why it is and won't negotiate. This will get you fast sales and grow your business rapidly.

Here is an example. I often work with clients on long-term projects in self-help and business niches. Many of them have a hard time focusing. They want overnight results. They chase the next shiny object. They start doubting their decision after a few days or weeks have passed.

This is why I make my clients commit to a long-term plan, pay me in advance for the entire duration, and prohibit them from reading or watching content from competitors until they work with me.

I teach my clients to do the same if they have similar customers.

I initially shock them, but once I explain why I do this, they understand. I do this because it is in the interest of the client and also mine. We are not trying to cheat them or take advantage of them. We are doing what is best for them. I am sure you know clients who need more help, but they do not see it and suffer. You are saving them by instituting such policies.

You are also protecting your time and reputation because of clients' fickle-mindedness.

I have to lock in and make them focus so they can progress. It is hard for them to walk away after paying a substantial amount. They also follow your directions because they do not want you to remove them from the program. The majority of clients express gratitude at the end of the program for locking them in.

So now, this has become part of my story. I will say something like this: *"I never take clients until they are ready to sign up for the entire length and pay upfront. This is because many clients have anxiety. They get restless and want*

to leave. They keep following this pattern and never get results. I do not want to be part of their failures. This was my condition when I signed XYZ as my client. He was hesitant at first but thanked me by the end of the program for setting these boundaries."

I have explained the reasons behind the binding terms in my offer. My clients will recognize their patterns. We pulled this from their customer avatar. This will point out an additional reason for their struggles in the past. It also suggests they could experience different results when they do it differently by signing up for a longer-term plan. The more the client agrees and relates with your story, the more they feel connected to it and see it as the solution for them.

Further, they also know what to expect on the sales call. They are aware of the program, the length of time, and the fees. They won't argue or negotiate with you because they know the reason. They have already worked it in their head and are ready to pay for it. You will have 80-90% close rates on sales calls when you have prospects coming after this pitch.

So, you see crafting stories and offers around your client's personality makes selling effortless.

Their Problem: I already covered this in detail above. I will save you some reading by not repeating it.

Be sure to cover their problems in detail. Include the psychology, lifestyle, physical, social, and other factors that contribute to their problems. This makes them realize that you get their situation and have an un-dept understanding of their problem.

All of this comes from their avatar.

You can discuss their problems as part of a case study.

You can also do a question-and-answer session. Point out the problems while having the discussion.

If you understand their problem better, you probably have a better solution than they do.

Sometimes, I discuss extreme problems. It makes the clients see their problems as easy.

They feel I can help them overcome their little problem since I can help someone conquer a harder situation.

Once again, the story content matter will depend on your customer avatar.

Your System At Work: This is another big one.

Overcoming the problems and getting results should be the outcome of your coaching, product, or system arising from your super identity.

They should see your super identity at work.

You must demonstrate that you have something that other courses or instructors lack.

The client should witness the role of your super identity or its principles in helping the client achieve goals or face failure due to the absence of your super identity.

It should not be something they can do on their own or find on YouTube. Or at least they should get better and faster results from using your system.

Ideally, they should feel your product and service can deliver what no other coach or nothing else can.

Further, there has to be something magical about the process, not just the outcome.

This is an opportunity to give them a peek behind the curtains.

You also need to set up the expectations at this time.

For example, I let my clients know that training with me will not be easy.

I tell them my coaching philosophy: "Your results my way."

I inform them that my training is not for the faint of heart. It involves work. I will destroy the person they are and rebuild them. This matches my super identity of shaping tigers. I only work with clients who want to work hard.

This strengthens their attraction because this is what they were drawn to begin with.

Clients are drawn to you because of your philosophy, super identity, or brand positioning.

They want to achieve the brand promise.

In my case, they want the tiger's confidence to date or build their business.

You are triggering their emotional response by leading them through the transformational journey.

You can also apply your process to case studies from competitors and demonstrate alternate results.

This strategy is helpful if you are new and lack client stories or case studies.

The client's desire for you will increase as you demonstrate how your process works and produces results.

Proof: If you do only 1 thing for your business, show proof.

Proof is the key to success in any business. No matter how many products, courses, or theories you offer, nothing sells better than results.

There are too many products, courses, theories, and gurus.

There are too many claims to fame.

Some frauds say whatever they want.

This is why you have to show proof for any claims you make in your story.

You will get sales even without using the proof. You will skyrocket and dominate the sky if you show the evidence.

Moving forward, it is imperative that you cultivate a practice of making claims that are solely based on evidence. This approach will not only add weight to your arguments, but also enhance your credibility as a reliable source of information.

Look at any of my websites. They are loaded with proof.

I have published screenshots, video reviews, text reviews, and video testimonies that support my claims.

I have published several screenshots even inside this book.

Sometimes, I invite clients to my talks so prospects can speak to them directly. There is no better proof than this.

Use scientific studies.

Borrow case studies from competitors and credible authorities to support your claim.

I traded coaching sessions for honest video reviews when I started.

I still give away free and discounted products to gather a few reviews. There is nothing wrong if you ask them for an honest review.

With the right proof, you'll be unstoppable!

Wow Results: I'll keep this one brief too since I already covered it earlier.

The final part must be wowing results.

You cannot use average case studies.

The result, success, or benefit you deliver must be amazing.

This makes them want you even more.

They will even share these stories with their friends. This will get you even more business.

stories with their friends. This will get you even more business.

Why Power Stories work?

On the surface, this seems simple.

It is hard to believe it can be this powerful, but it is.

But think for a second.

Every Hollywood movie is based on the same thing.

There is a problem, people are struggling to solve, the stakes are high, and the hero or a magic moment saves the day.

So, we know we have a proven story structure that is timeless.

Now, let me tell you why the content works.

It works for one simple reason.

Your stories demonstrate that people similar to your prospects and in similar situations got results from you or your system.

Power stories are proof, reviews, and testimonies that your system works.

There is no better sales tool than proof, reviews, and testimonies.

So, all we are doing is presenting proof that our system works in a story form.

I use a power story template worksheet for my clients and me.

You will find it inside your 4-step plan workbook in the member section. You can access it here: 4steplaunch.com/member-login.

I record client challenges, achievements, and the underlying process that resulted in their success or failure.

The stories should address the core desires or fears of the prospects.

You will discover prospect fears and motivation when you create a customer avatar.

I also add a link to any proof, like a screenshot of their text message, email, or video review that supports the story.

This gives me my power stories.

I collect hundreds of stories over time.

I use them for blog posts, lessons, coaching sessions, and sales presentations.

Sales Offer

I mentioned earlier that a power pitch has two parts: a power story and a sales offer.

I just showed you how to create a power story.

Now, I will show you how to construct high-converting offers.

After that, I will show you how to merge these two and create a high-converting power pitch.

You will present this to your customers after your online or in-person pitch.

This will tell them what they get in exchange for their time and money.

What Is A Sales Offer?

A sales offer is a value exchange.

What will customers get in exchange for their time and money?

For example, you will get 3 bananas in exchange for a dollar or see the movie in IMAX for \$21.

3 bananas for a dollar or a movie in Imax for \$21 are the sales offers.

Sales offer has a massive impact on conversion, so it is crucial to get it right.

Think of it as the game show Price Is Right.

The customer will reward you with their money if the price is right.

Pricing Is Perception!

What is the right price for any product?

The correct price is what customers are willing to pay.

I am sure you have seen or heard people buying used and sometimes unusable products owned by a celebrity for a heavy price.

A friend recently purchased a Jersey from a celebrity for a heavy price to frame it.

I would not pay a single dollar for that worthless jersey.

There is no better example than this to demonstrate that pricing is perception.

This means you can:

- ⇒ Increase the perceived value of your offer by changing its perception.
- ⇒ Increase the demand by increasing its perceived value.
- ⇒ Increase the price by increasing its perceived value.

You have control over pricing and making clients pay the price you desire.

Three Building Blocks Of An Offer

I want to explain the two building blocks of a sales offer before I discuss how to create an offer that sells.

This will help you understand, create, and modify the value to create top-selling offers.

There are two parts to an offer:

1. Deliverable
2. Transformational
3. Pricing

1. Deliverable:

Deliverable is the quantitative value they receive in exchange for the payment.

For example, you get a 400-page book, marketing plan workbook, fast start videos, and four bonus courses when you buy my A1 Marketing Book for \$27.

Or clients get 22 hours of one-on-one training for \$4,555.

Or a 5-page website for \$1,500.

Everything listed here is quantitative.

It does not mention quality, transformation, or benefit.

There is no mention of how good the website will be or if it will increase your sales or ranking.

Similarly, there is no mention of what you will achieve by getting the book or paying for the training.

2. Transformational:

The second part of the offer is transformational. It is the promise, benefit, quality, result, and transformation a client can expect from getting the product.

An offer must include deliverable and transformational value.

However, transformation is way more significant than deliverables.

You got this course to launch or scale your business. You want to become an industry leader and get recognition for your contribution.

You do not care if I deliver the results in 5 or 5000 minutes. You don't care if you have to read 50 or 500 pages.

All you care about is becoming successful.

You would feel skeptical if the course was just a 5-minute presentation. It will be hard to believe you can achieve this in 5 minutes.

At the same time, you would lose interest if the course took six months to complete. It is too long.

Similarly, you may not mind paying \$1 for a 5-minute video, but \$5,000 will seem too much, even if it is worth it.

The best sales offer is the one that promises the most desired benefit at a low price.

Increase the value perception of the deliverable to increase the price and vice versa.

Marketers often use these tactics on their sales and upsell pages.

They offer massive value for a heavy discount as part of their special offer.

They eliminate a few items from their offer and propose the same product for a lower price to non-buyers.

This is what is called a down-sell.

You do not have to offer a low price for your offer.

Clients will pay you a premium price if your product offers massive transformation.

The bottom line is that transformational is more important than the quantitative value.

Merge your deliverables and transformational value to match the perceived value of your offer. You will be unstoppable after you accomplish this.

3. Pricing:

Many people, including top marketers, price arbitrarily.

Some calculate the money they need to raise and the sales volume they expect, then price the product to achieve their revenue goal.

This is a poor move.

Price your offer to achieve your end goal effortlessly.

Price your offer low if you are new, want high turnover, or selling an impulsive product.

You can sell a second product to increase your sales and profits.

Or charge high if you have credibility, have a loyal base, or can sell only a few.

For example, charge high if you are the only coach.

You cannot increase the number of hours available for coaching.

In this case, teach a few and charge more.

Use Pricing To Attract Ideal Clients.

I use pricing to attract my ideal client.

My peers in the dating industry offered their primary product for \$47-69.

My first offer was priced at \$97.

I then had a few upsells.

My average sale was about \$350 or \$450. I have to recheck the number to be sure.

Regardless, it was a high number.

My workshop started from \$3,555.

I priced my product high to attract the right and wealthy clients.

As a rule, your customers have at least an additional 8X the amount they pay you for your original offer to spend.

I reached this number by interviewing clients over the years.

It may be different for your industry, but this is generally the case.

However, this only applies to clients who earn at least \$100k a year.

I attract wealthy clients by pricing my products high.

This is why I could effortlessly sell \$10, 15, 25, 50, 100, and 200,000 offers.

My pricing, marketing, and sales pitch directly target these people.

As a result, my average customer lifetime value (LTV) is \$42,000.

Meaning my clients spend \$42,000 on average in my business.

This number is much higher because many deals involve my clients paying me gifts and funding assets for tax purposes.

But the lifetime customer value for my credit card sales is \$42,000.

The benefit of this strategy is that it makes me big money by working less.

I work with a few clients, have fewer customer service requests, and have fewer training sessions.

My peers, on the contrary, sell low-value digital products.

They have a large customer base, more customer service, and more sales.

The good thing is that I benefit from their customers, but they do not benefit from my customers - ha-ha.

The model you choose will depend on your personality and business goal.

So, use your pricing and offer to attract the right clients who can help you achieve your end goal.

How To Create A Sales Offer:

90% of clients I worked with had terrible offers.

No wonder they were struggling to launch and grow.

Most of them did not believe their offer was a problem. I had to fight several clients to make them see my way.

Of course, it ended when I recreated or improved their existing offers, and they started getting results.

I highly recommend that you read about offer creation from my book *A1 Marketing Plan* if you have it.

I share in-depth information to create offers you will never find anywhere else.

But we don't need it right now.

This is for two reasons.

First, we embedded various offer magnets in our story.

And second, we are focusing on our super identity to attract customers and generate sales.

It is crucial to apply your super identity in stories. Present it as the results your clients can achieve because they are attracted to it.

Merge your deliverable and transformational values to generate an offer that sells.

Lastly, attach the price you want in exchange. Make sure it matches the customer's price perception.

Do this, and you will have an irresistible and high-converting offer.

Assembling The Power Pitch

Power pitch = Power Stories + Sales offer.

You are simply stacking success stories and converging them into your sales offer.

Sales offers are too obvious or boring.

Power pitch engages them with the story.

The client relates to your stories, values, process, and super identity.

Clients establish a sentimental bond with you.

They are sold onto your product or coaching.

The clients are blown away by the number of people achieving top results because of you or your training.

This makes them want to learn from you with the hope of experiencing similar success.

They want a radical experience of going from struggling to achieving their goal like your other clients.

They wonder what will happen to them when they get you or your system.

They see you or your system as an opportunity to achieve their goals.

This makes them chase you.

You cannot find an easier marketing pitch than this.

Delivering The Power Pitch

A power pitch can be delivered as a story, presentation, case study, review, unboxing, webinar, coaching, or in any other format.

The most important thing is not the format, but creating a deep connection with clients to trigger a strong desire.

The presentation in any format needs to highlight that clients similar to your prospects have achieved massive transformation from consuming your product or training.

It should create a connection, want, and desire, not just sell.

It should help prospects. It gives them value.

It should hand them result-driven tactics.

It should open them to possibilities and show proof.

The combination of value, proof, and results establishes credibility. This sparks an irresistible want to do business with you.

Then, all you have to do is present them with your sales offer.

Tell them how they can get the product or training from your stories. Where they can get it. And how much it costs.

Then leave it at that.

The clients will take action and get your offer.

Be sure to have a QR code, web URL, or a payment processor to hand to prospects, set up a date and time for a call, or accept payment on the spot.

Sending them the information later will reduce your conversion rates.

They may not buy it right away, and that is ok. They will visit the link if they already have it or answer the call because they have planned it.

They will ignore most presentations, ads, or sales messages until they buy your offer or speak with you.

This is one of the best approaches to selling high-ticket offers.

All you do is tell a story, review, demonstration, or a lesson.

You embed power pitch elements in your presentation and trigger a strong buying desire in your prospects.

Now, all you have to do is weave 3-4 power stories and turn them into a presentation. This will be your power pitch.

A power pitch will include the following:

Introduction

Start your presentation by revealing the problem you will solve and the results you will deliver.

This is your hook.

It needs to be engaging. It should make your audience relate to it and want to learn from it.

You will lose the audience if it is boring.

Power Presentation

Next, you will solve the problem and demonstrate client success with your stories.

You will discuss how their lives improved using your product, training, or super identity, and explain the process.

Finally, you will present proof through reviews or testimonials. To add credibility, include quotes or theories from other experts when necessary.

Personalization/Q And A

Personalize stories and presentations as much as possible. The audience will relate better to personalization, and your sales will grow.

Often, I do a Q And A instead of a presentation. Or at least have a Q And A at the end of my presentation.

You can also pose questions around your presentation that will make the audience connect to it.

The idea is that you want the audience to feel like you are talking about them. They should become part of the presentation.

This will make them feel you are talking to them about their situation, and they will want to continue learning with you.

Offer/Signup

When possible, have the option to sign up clients right there.

Let them know where they can buy your products or services.

When possible, offer a limited-time special to drive fast sales. Often people get lazy and forget about your offer. The urgency will make them act right away. Your signup will be higher.

The least you should do is offer something in return to get their email or phone number so you can market to them later.

You can use these stories to create:

YouTube Videos

Live Presentations

Webinars

Emails

Blog Posts

Sales Pitches

The result will be sales from every medium.

I have a checklist of power pitch building blocks. All you have to do is embed them in your presentation and watch your sales grow.

Here is what to include in your power pitch:

1. List Topic
2. Mention Ideal Prospect
3. List Client Desires, Goals, Objectives, End Results, and Outcomes.
4. List Processes, tactics, and lessons to achieve the desire. Make your content transformational. This means the client transformed from struggling to becoming successful using your content.
5. Add proof with reviews, case studies, stories, and testimonials.
6. Customize the content for your prospect when possible.
7. Offer
8. Guarantee

Here is an example.

Let us say you sell web design services and are preparing a presentation.

You will go through the above 7 steps and prepare your power pitch.

1. Topic: Web Design
2. Prospect Avatar/Ideal Client: Yoga instructors who run a retreat in Mexico.
3. Client Desire: Get Sales
4. Presentation Topic: 3 Web Design Elements that 10X'd sales
5. Transformational content: 1. Opt-in form on top of the page increases leads. 2. Video testimonials around opt-in form increase leads. 3. Give work email text in the signup form to get high-quality leads and sales.
6. Presentation: Merge 2, 3, 4, and 5 from above.
7. Offer
8. Guarantee

You will then turn these 7 points into a story to make your case and bridge them into a sales offer.

Power Pitch Example:

(Not A Real Case Study)

Topic: 3 Web Design Elements that 10X'd sales. (Super Identity: Conversion expert)

Opener:

Conversion is everything.

If you are not getting substantial leads and customers, you are doomed. It does not matter how good you are.

If people cannot find you, if you cannot trigger desire in them to sign up or buy from you, you are doomed.

I will share strategies for generating 8-10,000 leads monthly, even if you are a beginner.

I will show you how to get new clients and meet your revenue goals consistently because of the web elements I will discuss here.

My entire focus is on improving conversions.

Most people make the mistake of focusing on the content.

While valuable content is important, it alone won't drive your business growth.

People have to trust you and give you their email address before they will even receive your content in the mail.

They need to buy your product or train with you before they will consume the valuable content you have for them.

This is why it is essential to focus on conversations.

Leads and customers will help you get reviews.

They will promote you to their friends, which brings you even more customers.

They will give you ideas to improve content and even create additional content.

And, of course, they will pay you.

Do not consider your leads and customers as mere clients. They are business partners. They help you grow and scale on many levels.

(This is my opener. I have promised great results in my opening. I told them I would reveal tactics to get 8-10,000 leads each month and achieve their revenue goals. 8-10,000 new leads is a 'wow' result for new businesses. My entire opener and promise revolved around my super identity, which is that I am a conversion expert. Focus on your super identity and promise the results they desire.)

Power Story:

We added an opt-in form on top of the page for a yoga company that ran retreats in Mexico.

Placing the form on the top increased leads by X percent.

I often find that websites have too much information. Visitors get confused and distracted. They move on to other pages.

Soon, they get bored and leave. This is why your focus should be to collect leads by offering a substantial benefit at the top of the page.

This benefit should stay in their head no matter what part of the website they are at. This way, they will sign up before leaving the page.

The first thing I do when I work with clients is identify a tempting promise that will drive their business. I create an opt-in offer around it, and leads started to pour in.

I have done this for hundreds of businesses and have a good idea of how to do it.

I know from experience that this strategy works every time, so use it.

Client A went from getting 0 leads to 35-40 leads per day when we added the form at the top of the page. Look at these numbers or screenshots.

Next, we added the same promise and opt-in on each page. They now went from 35-40 to 80-90 leads per day.

This is substantial.

They went from 1-2 leads per week to 90 leads per day. This means they also get 2 sales per day now because their offer converts at 2%. They were hardly getting any sales earlier.

Then, we published video testimonials around the lead form. And their conversions jumped to 150 per day.

The review added to their credibility, so the conversions skyrocketed. Look at the screen with their numbers.

One of our clients had no reviews, so we added a scientific study, which yielded similar results. *(I added this statement to include people who may not have reviews. This is an example of eliminating resistance. Do this for every story, claim, action, and process. Everyone should feel included and capable of achieving results, or they may feel your strategy is not for them, and you could potentially lose customers.)*

We made a few additional changes, and now they get 10,000 leads a month. When they started getting 10,000 lead conversions each month, they sent me an email. Here is a screenshot of the email.

(I am sharing a story that reveals my philosophy, process, results, and expertise. I am telling you how I spotted things that clients did not. This means the audience may have a similar problem. They may not know the mistakes that are costing them leads and conversions. Then, I discuss the process I applied to increase the conversions. I got them leads and sales. I am also offering proof at every step. The story has everything needed to trigger desire. It demonstrates my expertise and my ability to produce conversions backed by evidence. It addresses the core desire to get substantial leads, even for new businesses. It also discusses consistent sales and growth in numbers. If this does not make them want to buy, nothing will.)

Usually, I discuss 2-3 stories to demonstrate that this was not an isolated case.

Personal customization:

I then move to personal customization.

In the context of this pitch, I will ask questions like:

Are you doing these 3 things?

Do you want me to look at your design and suggest improvements?

Is your content congruent with your opt-in form?

Does your content form an attractive bridge between an opt-in offer and a selling retreat?

Do you have questions or concerns?

Do you need a specific idea for your situation?

(I will ask them questions about their business. This helps them identify their areas of struggle and where I can help them. I will look at them or their content and give feedback if this was an in-person event. This increases their desire to work with me even more. I can only ask questions if this was a video, sales letter, or a webinar.)

Offer:

The final part is to present my offer. In the context of this pitch, I would say:

My specialty is to help yoga retreats get more sales with web design. I do X, Y, And Z to get the results. It costs ABC. I will be happy to work with you and fill your retreats. You can sign up here.

Give them a link to your website if you sell a digital product.

You can also offer discount coupons and a link to buy.

Sometimes, you may be prohibited from making a sales pitch. In this case, provide them a link to take a quiz or download a free plugin on your website. This way, you will capture their email and market to them later.

I cannot promise any results, but there is a good chance that your leads and sales will multiply if I do the new design for you because it has worked for every retreat business I have worked with. So, if you are interested, talk to me after the presentation, and I can sign you up.

Or

This strategy works super well. Give it a shot if you like. You will see results for yourself. If not, let me know. I will refund your money. But there is no reason it won't work for you when it has worked for

so many. They even produced results in cases where it seemed impossible. Here is the link/QR code.

Sometimes, you cannot give a money-back guarantee or any guarantee. I will work with you until you achieve the promised results. I will provide you with two design revisions. I will refund the money if your sales do not increase.

You can use this formula for everything from creating a blog post to creating a YouTube video including ads, and sales videos.

(The audience is convinced at this point. Direct them to the signup process and eliminate any resistance. Add a money-back guarantee to allow fearless signups.)

Power Pitch Checklist

Once my power pitch is ready, I run it through an 11-point checklist. You must have all of these 11 ingredients to produce a high-converting pitch.

Here is the checklist:

1. Wow Results/Promise
2. Story
3. Identify Their Problems
4. Demonstrate Your Expertise
5. Reveal Process - Show Your System or Super Identity At Work
6. Connect With Super Identity
7. Proof
8. Eliminate Resistance
9. Offer
10. Directions For Signing Up
11. Money Back Guarantee

You should do the same. Make sure all 11 components are present in your pitch.

Act Now:

1. Identify 5 problems or prospect desires from your customer avatar.
2. Write down 5 power stories.
3. Apply story building blocks.
4. Create sales offers.
5. Merge power stories and offers to create presentation.
6. Run them against the 11-point checklist.
7. Create 3-4 presentations.
8. Apply presentations to your sales pages and content.

Section 7 - Step 5: Launch And Get 1st High-Paying Client

Who is this section for?

This section is for everyone.

Everything we have done so far converges to this step.

We will cover how to find prospects and present the power pitch to get a sale.

We will launch and get your first high-paying client.

You will learn how to launch online or in person.

You will discover my three favorite launch funnels:

1. Event launch strategy to launch in person or using Zoom.
2. Webinar Launch.
3. Digital product launch if you want to sell online products instead of coaching or consulting.

Building Launch Campaign

In this section, we will build launch funnels to launch our business.

We will map multiple funnels to achieve our objective.

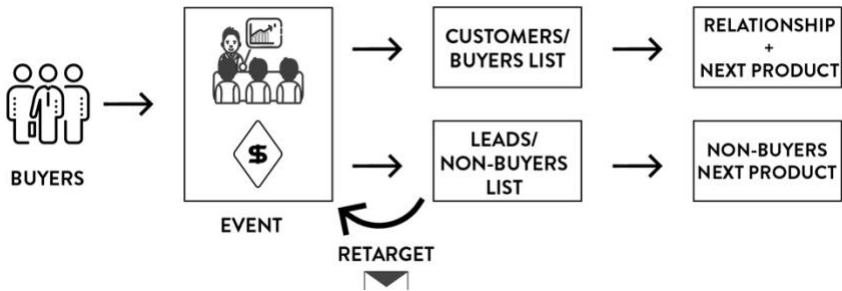
I will teach you three of my favorite sales funnels. I have used them several times to launch various businesses:

1. Event Funnel

2. Webinar Funnel
3. Digital Product Launch Funnel

They work great and get fast business.

Event Funnel



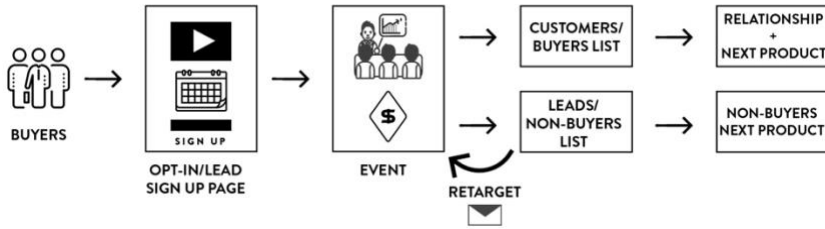
This is the funnel where we interact with customers in person to get a sale.

We target customers on various platforms, bring them to a live event, make a power pitch, and get a sale.

You add buyers to a new list, build a relationship with them, and sell more products in the future.

You add the information of non-buyers to a lead list and send them more information to sell the product.

You move them to a new list if they still do not buy. You then promote different offers because maybe they are interested in something else.



You can also do it differently by getting the leads and then sending them to an event where you pitch.

Sales funnels are the only proven, data-driven, and scientific approach to acquiring customers and growing business.

Steps Event Sales Funnel:

1. Organize An Event
2. Drive Traffic
3. Make Presentation, And Pitch
4. Add To List And Retarget

Event Sales Funnel Step 1 - Organize An Event:

The first step is to organize an event where you can connect and make the pitch in person.

When possible, title the event around the end result of your client's desire.

Instead of hosting an event for digital marketing, make it digital marketing tactics to double your conversions or digital marketing tactics to get cheap leads.

Or identify the target audience by naming it as digital marketing for beginners, digital marketing for local businesses, digital marketing for coaches, and so on.

This will help you create a laser target pitch and get conversions.

You want to impress a specific group with your expertise. You do not want to dilute your secret sauce.

If you address a weight loss diet, keep the entire group, conversations, and lessons around it.

If you keep switching between diet, cardio, and muscle gain, you will lessen the impact of your presentation. This will make it hard to sell

You can have a separate event for each topic if you like.

You can create a talk at a park, restaurant, community hall, event venue, coworking space, and even Zoom.

Thanks to Covid-19, people have gotten used to having live meetings online.

This makes it easier to have an interactive class online. You can now deliver the experience of an event from anywhere in the world.

This is important because sometimes you may need to target customers in specific cities far from where you are.

Venue For The Event

Choose a venue to impress when possible. This will increase the number of participants and conversions.

This is really important.

Especially if you have people listening to you and interacting with you.

You do not want them drinking, chatting with one another, or distracted by loud music or a drama that is taking place at the bar.

Scout a few restaurants.

Look for one that speaks lifestyle, has a good vibe, or matches the vibe of your project.

People feel good in an elegant environment.

They want their life to continue to be that way.

This makes them want to be part of the group that makes them feel good.

For example, you may look for a nice rooftop, an elegant restaurant, a boat, or an event hall for your business event. Be sure to check out museums, art galleries, and local stores. Sometimes, they offer a great deal to make extra money.

People enjoy the experience at these venues because of the vibe. It matches their lifestyle or appeals to the one they want.

The location attracts more people to the venue.

This makes it easy to connect with the audience and sell.

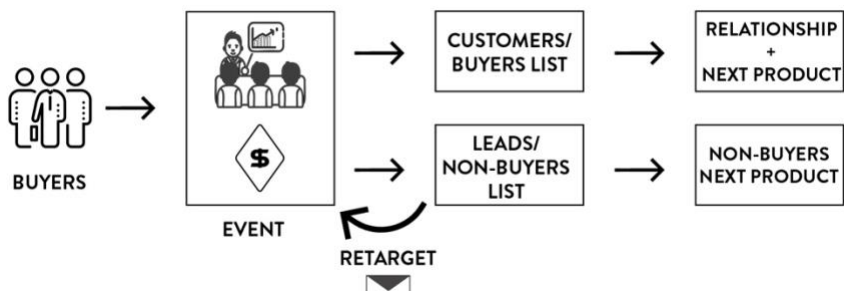
Similarly, a park, beach, or outdoor place with a view might be the way to attract the audience to sell yoga, meditation, healing, or a retreat.

Event Sales Funnel Step 2 - Drive Traffic – Where To Find Customers

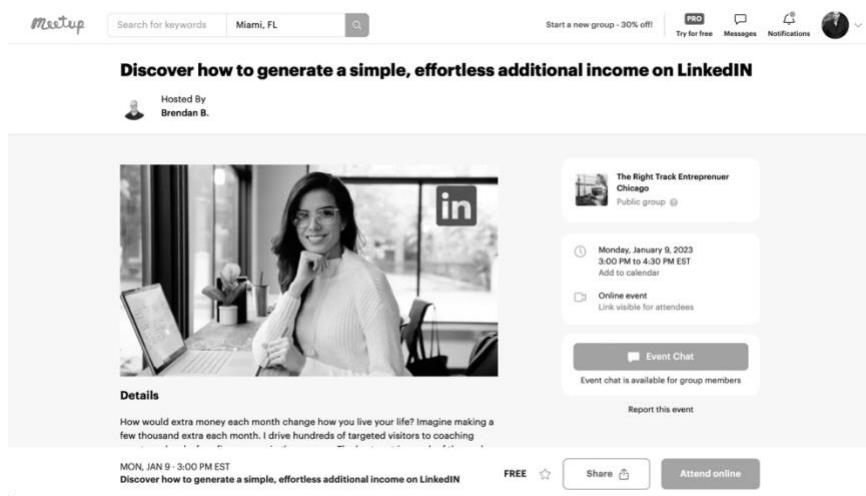
There is no shortage of platforms to target customers.

The right choice will depend on where you are located and who you are targeting.

Traffic System 1: Use Event Websites And Social Media Groups



I would recommend starting with simple platforms like meetup.com.



They have a huge list of members.

They send an email and inform members interested in your topic.

You get a lot of free participants fast.

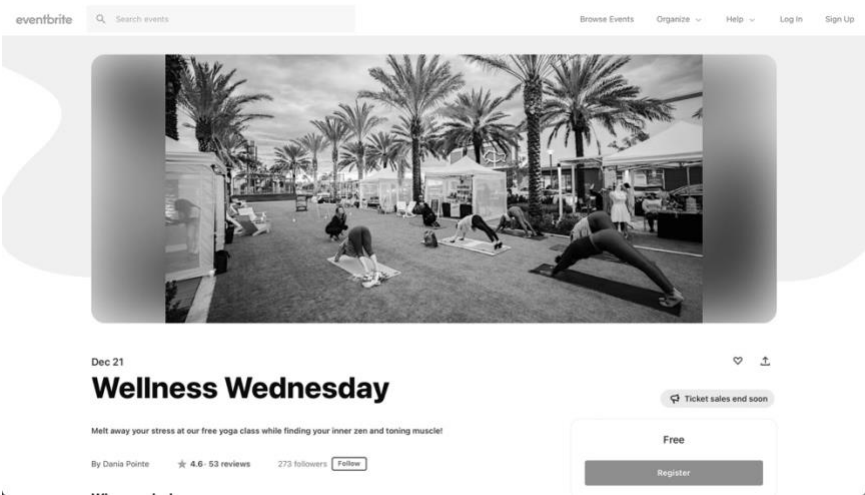
The same is true for Facebook Groups. If you find a group close to your field with a substantial number of participants, it is a great place to advertise.



You can even post in non-related groups if you can find members there.

You can post about a yoga class, retreat, or business networking in travel groups or local events on Facebook.

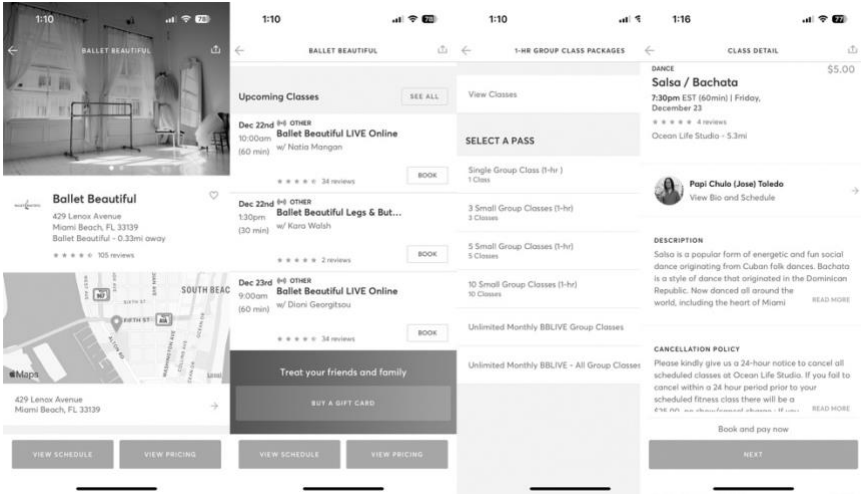
Eventbrite is another platform with a large list of members you can target.



Then there are calendars, booking, scheduling, gym, and other similar apps.

You can post your event there.

Apps like Mindbody have a substantial following and can bring you a sizeable audience.



You can start using other platforms as you get used to creating events and selling in person.

For now, pick one platform and start creating events.

Remember: You do not need hundreds of people coming to your event.

I get sales with as little as 2-3 events.

All participants, even if 2-3, will sign up if your pitch is good.

Soon I will show you how to pitch without asking to buy and get massive sales.

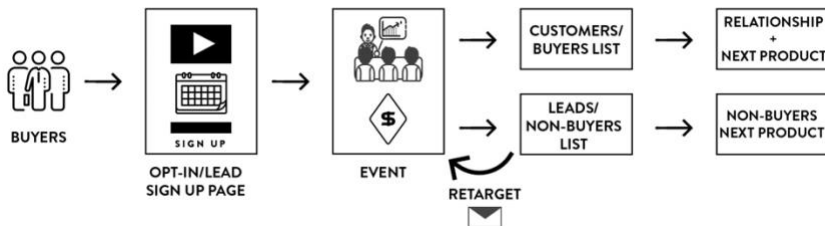
This will be a lot of money if you charge thousands of dollars per sale.

Event Platforms To Find Customers

Here is a list of a few platforms that you can use to host your live event:

- ⇒ Meetup.com
- ⇒ Craigslist Classes
- ⇒ Facebook Groups, And Communities
- ⇒ Fliers
- ⇒ Social Media Ads
- ⇒ Community Forums
- ⇒ Joint Ventures
- ⇒ Website
- ⇒ Eventbrite
- ⇒ Apps Like MindBody

Traffic System 2: Drive Traffic To The Website, Then Bring Them To The Event



Your second option is to run ads, collect leads, and invite them to an event.

This is an excellent tactic because you collect contact information and can market to customers in the future.

- ⇒ You can send reminders and build excitement for the event so more people show up.

- ⇒ You can reach them after the event to increase sales.
- ⇒ You can reach out to no-shows and bring them to your next event.
- ⇒ And you can sell to them in the future.

The downside is that you need money and experience to run ads.

There are ways to drive traffic using social media, joint ventures, influencers, and more.

If you have the resources and capability to use this tactic, do it.

Option 1:

Post the event on your website instead of Meetup or Eventbrite.

Drive traffic to your website.

Create a page with event details and a signup form.

You can post the event on other websites like Meetup.com as well.

But you are driving traffic to your website to capture their emails.

You will capture their email when they sign up and send emails to excite and bring them to the event.

You make the sales pitch to them at the event and can follow up with non-buyers later via email.

You can start charging or offering refundable deposits if participants show up.

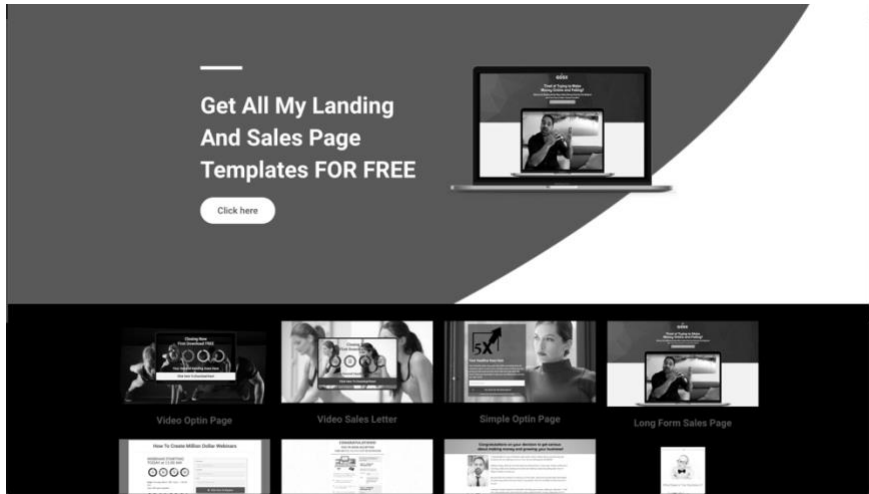
This increases the rate of participation and your sales increase.

Option 2:

The second option is to capture emails by offering a free bribe.

We call this an opt-in funnel. We will discuss this in detail, later in the book.

Here, you offer a free E-Book, video, or something of value in exchange for their email.



You promote your event via email to people who signed up and bring them to your event.

Event Sales Funnel Step 3 - The Event, Presentation, And Sales Pitch:

This is the easiest part of the process.

All you have to do is give your Power Pitch and get signups.

Make your presentation as interactive as possible.

Have a Q And A session.

Often, my presentation is just Q and A. I respond with Power Stories.

Remember that the goal is to show off your knowledge and proof.

Show them you have a deeper and better understanding than anyone else.

Show proof that clients achieve their desired results from your products and training.

Apply the examples and your training to the audience's situation when you become more comfortable after a few talks.

This will improve your conversions even more.

Then, all you have to do is tell them where and how they can sign up or have a signup option at the venue.

You can effortlessly sign up clients for \$4-5,000 after your talk.

Test it even if you think it is not possible.

You will be pleasantly surprised.

The number may change in smaller cities, but I guarantee it will be significantly higher than what you think is possible.

Check competitor prices if you want to get an idea.

Start by charging 10-20% higher than them, or start with their level and keep increasing the price.

I like to charge more and work with a few clients.

I prefer doing a good job for a few people over doing an average job for many people.

The pricing and the number of clients you serve are a matter of personal choice. No right or wrong there.

Follow this plan.

Hopefully, you will have your first paying client in the next day or two.

Event Sales Funnel Step 4 - Add To List And Retarget For Additional Sales

Collect emails from everyone who shows up at the event.

Create a separate list for buyers and non-buyers.

Add anyone who purchased your program to the buyer's list.

Deliver valuable content, information, and tools to their email. They will feel a connection with you.

Promote additional offers, in addition.

This will increase your earnings per customer.

Send more information, case studies, success stories, tips, and tactics to non-buyers. Excite and persuade them to buy with these emails.

You can try a different product after a while because maybe they are interested in something else.

Ask the non-buyers the reason for not making a purchase, especially if you are new.

You will discover issues with your pitch, pricing, or offer.

You can make improvements for the future.

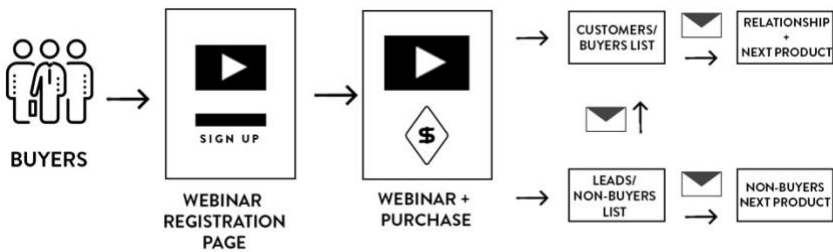
Webinar Sales Funnels

A similar option is to use webinars instead of live events.

Webinars have been popular for a long time now.

Zoom meetings have become even more popular since COVID-19.

Websites like meetup.com have online meetups now that didn't exist before.



You will invite people to an online presentation, just like you did for live events.

You will use the same formula and power pitch we discussed for live events.

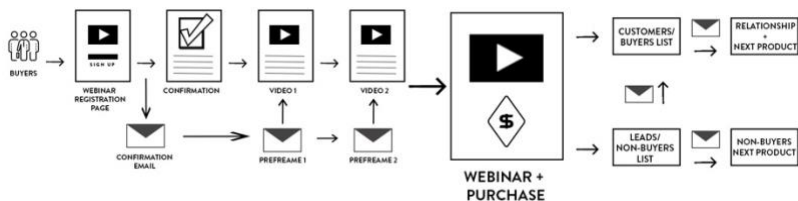
You will then add the buyers to a customer list, send more valuable content to them, and pitch additional products.

In short, you will send them content with your power pitch.

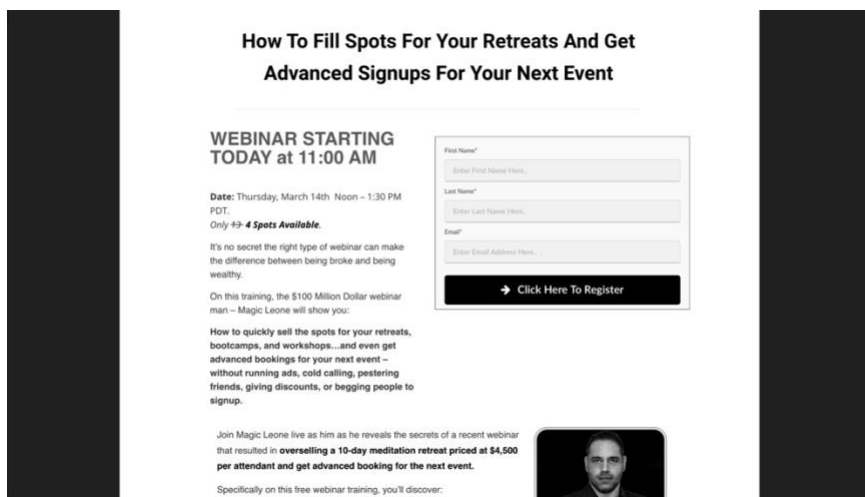
You will re-market to the non-buyers.

You will send them case studies, success stories, lessons, and even discount offers to get a sale.

There is a second funnel that works well for webinars.



You send visitors to the webinar registration page.



Send them emails every day.

The emails will contain content with a power pitch.

These emails will deliver additional value and remind them of the webinar.

For example, you may send a case study, demonstration, tactic, or lesson.

My favorite approach is to mail clickable links in the email every day.

This way, they get used to clicking the links in your email because they know it will deliver valuable content.

This way, they will click the link to your offer when you send it to them.

You can take the visitors to your sales page from the final lesson or send an email with a link to the offer.

I recommend the final piece to be a live call with you or a team member.

Once again, you separate buyers from non-buyers and market to them.

Additional Tips

You will have a much higher conversion rate with this strategy.

I recommend not to invite more than 2-3 clients at a time.

Also, do not use pre-recorded webinars or auto webinars.

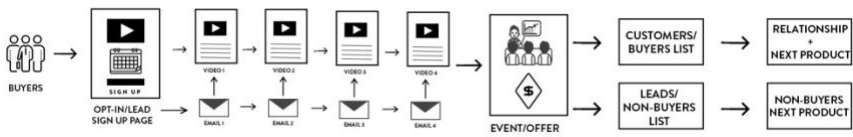
As I mentioned earlier, clients who pay big money need customized interaction.

Pre-recorded and auto webinars work well to sell digital products priced under \$1,000.

I also recommend using webinars to sell products under \$2,000 unless you have been in the business for a long time.

Ideally, you should price your products under \$1,000 when pitching through webinars.

Digital Product Launch Funnel



Launch funnel is often used when you are new in the market.

Step 1: Get Leads In Exchange For A Bribe

Step 2: Send a Series Of Value Emails With Your Power Pitch

Step 3: Pitch Your Offer

Step 4: Retarget Customers And Non-Buyers

Step 1 - Get Leads In Exchange For A Bribe:

The first step is to create a page to collect leads.

Leads are everything.

Money comes from leads.

You can collect emails, phone numbers, or both.

I collect both for some of my businesses.

Email marketing is not dead.

It works great.

Email marketing is dead for spammers and no-value marketers.

You open and read emails if you value the brand and information you get from them.

The same applies to text and phone calls.

You want to send fewer text messages and make calls because phone calls and texts feel more personal than emails.

Option 1:

You will drive traffic to a landing page where they sign up to access the free resource by giving their email or phone number.



This Plugin Generated \$47,418.10 In Sales

Ad Cost Dropped From \$3.3 To .42 Cents

Yes, Magic Send Me This Great Plugin For FREE!

You start by offering a bribe in exchange for the contact information of the potential buyers.

You can offer a free E-Book, video course, phone consult, templates, checklist, mind maps, or any other valuable resource.

The bribe you offer is something valuable for the client.

The purpose of the bribe is to earn the trust of the people who do not know you and lead them to do business with you.

The bribe you offer them needs to be high-quality.

It should cover your strategy, tools, case studies, success stories, and other resources.

These resources should help clients, increase their trust in you, and raise their desire to buy.

Option 2:

HOW TO MAKE MONEY ONLINE

How To Get 100+ Sales In 5 Days

1,200+ Sales On Day-1 Of Launch

Tomorrow 10 Am EST
3 Tactics To Get 10K Sales Every Month

Enter Your Email To Get Notified

Name Main Work Email

The second option is to create a mini course with 4-5 parts.

You release one part of the course each day. Each part of the course will have your power pitch.

People have to give their email so they can be notified when the next lesson is available.

They get an email every day at the same time with a link to access the next part of the training.

Finally, the training leads to the offer.

The offer can be a sales page or an invitation to sign up for a call, webinar, or event.

Step 2 - Send a Series Of Value Emails With Your Power Pitch:

The next step is to nurture the relationship, trust, and desire to buy from us.

I send a welcome email followed by emails that cover lessons, success stories, tools, stories, tips, and even motivational content.

Turn client questions, comments, praises, success stories, case studies, and problems into the content.

Clients will relate much better to the problems and successes of others who are similar.

Every email has a power pitch embedded in it.

I cannot insist enough on the importance of power pitch and soul identity. They should be in every piece of content or asset that you create.

Next, I prefer sending long emails.

My tests show that people trust longer emails.

They see it as a sign of high quality.

They feel you have a lot to say and that you care.

Yes, short emails work as well. I use them every day.

Long emails work better to create initial trust, establish authority, and sell high-priced programs.

Would you trust a fifty-word email to buy a \$5,000 product or service?

Short emails work best when the list knows you or you sell products under \$1,000.

Switch email length and style to keep clients from getting bored.

But since we are focusing on high-paying clients, writing long emails is the way to go.

I do not want to go into email or phone marketing because it is outside the scope of this book.

I recommend you sign up to receive emails from your competitors and other big brands, even if they are not from your industry. You will learn a lot.

Send one email daily with new content, lessons, tutorials, or other valuable content.

Step 3 – Pitch Your Offer:

Depending on your product, pricing, and industry, wait 4 to 10 days and pitch your offer.

You can pitch a product and/or invite them to an event or a webinar.

The pitch and sales tactics will be the same as pitching in person. We covered it in the above section, so I won't repeat it.

Step 4 - Retarget Customers And Non-Buyers Add customers to the buyer's list or non-buyer list.

Again, we covered this already, so I will save you the effort of reading again.

Additional Sales Tactics

Here are a few additional tactics I use to get clients in the early days of business:

Client Email Sales Pitch

I used to get emails from clients asking for advice in the early days of my first business.

I would immediately turn their question into a video.

I would embed the power pitch just as I did in live presentations.

I sent them this video that generated a sale 90% of the time.

There is no better sales pitch than this strategy. You are showing how your product or training applies to their unique challenge.

I would then release this video on YouTube.

I screenshotted the client's email but hid their identity.

This helped me get more business.

This worked for two reasons.

First, if one client has a problem, others are facing the same problem.

This allows me to target more people with the same issues.

Second, people see that clients are reaching out to me for training.

This gives me credibility.

It makes others want to learn from me as well.

The problem with this approach is that we cannot wait for someone to reach out.

We need a sales now. Therefore, we use other tactics.

However, if you have a website or an email list and get questions like this, turn them into a sales pitch.

The other benefit of this approach is that these videos will bring new customers for a long time once you release them on YouTube.

Free Coaching Call

Another strategy I had was to offer free coaching calls.

Sometimes, I would offer a free coaching call instead of sending a video when I got a question from prospects.

I will respond by saying that this question deserves a long answer.

Or I may say that this question needs a customized strategy, as generic tactics may not work. This blends well with my sales pitch, where I tell them the need to work in person to get results.

I let them know that I am waiving the \$200 phone coaching.

The prospects feel good that I did them a favor. This makes them want to buy my offer even more.

Once again, you cannot rely on this strategy to get business on demand.

Also, you cannot offer free calls when you become big and have many people interested.

It is still a great strategy in the early days because it has a high conversion rate.

I offered free calls with every course I sold.

Another strategy was to offer a 30-minute coaching call for free to everyone who purchased my course.

Prospects love getting one-on-one advice.

And it gave me the opportunity to present my power pitch.

Handing Fliers

I have used this next tactic to help one of my Yoga clients.

She was running classes on the beach.

I had him invite a personal letter to a few regulars who would walk every morning.

These people were into fitness and may be too shy to try something new.

The letter offered free classes and an invitation for a smoothie to discuss before joining.

She picked up several elderly clients. Many of whom went to her high-end retreat.

Social Media And Travel Groups

I had a client offer a free massage class on the Facebook group.

Give people a taste of the class and make the power pitch.

A nomad sexologist created a group for women with sex issues.

She invited fellow travelers to a free workshop and sold high-end retreats.

This allowed her to find US and European clients with the ability to spend while traveling.

Look for social media, travel groups, and forums to find prospects to make a pitch.

The good thing about our high-price model is that even one sale makes it worth the effort.

Shady Tactic For Trainers

Yes, this is a shady tactic, but it works.

A client who was a sports coach worked for a fitness studio.

Her clients loved her, but she could not cash the love and the following.

I recommend she organize a high-end premium boot camp and pitch to clients at the sports club.

The problem was that pitching to the clients at work could get her in legal trouble.

I had her post the event on her personal social media.

She had many clients following her there.

She got one signup from her social media, but now she never solicited any of them.

Next, I had her take time off and let her clients know about it.

I knew the clients would get curious and want to know the reason behind her time off.

She told clients she is teaching a boot camp but cannot give details as they belong to the club.

This helped her protect against liability.

She subtly name-dropped the client who signed up from her social media.

I was betting these clients would contact the person she mentioned for information.

They did.

My client got three more signups without soliciting anyone.

It was a shady tactic, but it got her \$9,300.

This gave her the confidence to start her own business.

I never said I was a saint.

I am a tiger. I always get my prey one way or another.

Flash Sale For Your List Members

One of my high-converting strategies is to offer a discounted price for products or training to my list.

I organize a discount offer for members on my email list and give them 24 - 48 hours to purchase.

This has got me great sales.

I email members on my list and ask them about topics they want to learn.

I pick the most popular topic from the responses, turn it into a product, and offer it to list members for a heavy discount.

It takes me 3-4 days to complete this cycle and get sales.

I offer new products to my list for a heavy discount in exchange for their reviews.

Many clients never give you the review but take advantage of the discounted price and buy.

Some review the product, and this helps to promote the product.

I used to offer discounted workshops under the condition that they had to give me a video review at the end of the training.

I would record my talk and turn it into a course.

I also collected reviews at the end of the talk.

I use these reviews to promote my course.

If you do not have a list, build one quickly.

Create a meetup.com account.

Encourage members to sign up for your list.

You can add products to Udemy and pick leads from there.

Run ads on social media to build a list by offering a free product, quiz, or tutorial for free.

Then market to the list as I suggested.

Sometimes, I would invite my list members to review my sales page.

This helps to discover how your audience reacts to the page.

You can get valuable suggestions to make improvements.

I promise a heavy discount for their help.

These clients buy the product or training because they worked on it and are getting a discount.

Also, you can invite them to review your website, book covers, or other assets in exchange for a discount.

You can build your email list quickly and start getting business using this strategy.

Conclusion:

There are many other ways you can find clients. The key is to figure out where to find prospects and present your power pitch.

You only need one sale to get \$3-4,000 in your pocket.

Act Now:

Launch And Get First High-Paying Client

That is it!

You have your A1 Product, offer, and sales funnel.

All you have to do is test your funnel and launch.

Congratulations!

You are in business!

You did it, and you did it faster than anyone can!

You are among the few who created a business out of their passion.

You will get enough money soon to cover personal expenses and grow your business.

You have started your business on the right footing.

You have a very high chance of success, if not the best!

Section 8 - Step 6: Power Tactics Grow Sales, Revenue, And Profits

You can use your launch funnel regularly.

I advise you to do so.

This way, you can continue to make money.

However, you want to scale your business and profits.

I will give you a few tactics to focus on post-launch.

These tactics will help you scale your revenue and profits.

I cannot give you an exact plan for your business, but I will share the growth tactics of top marketers.

My peers, clients, and I spend most of our time focusing on these tactics.

Here is what you will learn in this section:

- ⇒ Automate lead collection and sales by implementing a yearly marketing calendar.
- ⇒ Increase sales and profits by creating and managing lists.
- ⇒ Manage better relationships with prospects and clients to get even more business.
- ⇒ Increase sales by creating additional funnels.
- ⇒ Tactics to increase profits by improving sales funnels.

Who Is This Section For?

This section is for everyone who has launched their business.

You will need to learn tactics in this section to build on your initial success.

This section will help you make a profit from each sale and campaign.

It will also help you get consistency and growth in sales.

These two achievements will help you end up with a reliable business you can depend upon.

With that, let's get started.

Multiply Sales and Profits By Building A List

A list is an industry term to collect contact information for prospects.

Depending on your marketing strategy, you can collect email, phone, address, or all of the above information for your prospects.

There are numerous ways to collect leads, market, and manage lists. There is no way to discuss all of them in this course.

For now, build a list. Cultivate a relationship and sell.

Having a list, building a relationship with them, and personalizing the content to them will skyrocket your sales and conversions.

Do this successfully, and you will earn the ability to print money on demand.

Building a list of prospective buyers has several benefits:

1. It costs money to find prospects. You need to run ads, give commissions, and host events, among other things. This takes time and money. If you have your own list of prospects, you can market to them without spending money to find them. This makes your marketing more efficient and reduces costs.
2. You depend on other businesses when you run ads on their platform. They can ban you anytime for no reason, and your sales halt. Facebook and Google do this all the time to the best of businesses. You are in control when you have your own list.

3. You have no control over the quality of people the ad platforms present your offer to. This can lower your conversion rate, increase refunds, and eat away at your profit.
4. You can promote multiple offers to your list. Any revenue from there is pure profit.
5. Ad platforms can become unstable. Look at the Facebook example. Apple's policy change on tracking customers killed their ad platform overnight.
6. You can build a relationship with your list. You can send valuable tips and gifts to make them feel good, and you get more business.
7. You can segment your list based on their journey and send information that is relevant to them. You do not want to keep promoting or showing ads for a product your list member purchased.

There are hundreds of reasons, but you get the idea.

Having your list of prospects enables you to get sales and print money on demand.

You will soon see the power of having a list when we discuss various funnels.

5-Step List Building And Management:

1. Step 1: Identify prospects
2. Step 2: Invite them to join your list
3. Step 3: Send valuable content
4. Step 4: Make An Offer
5. Step 5: Segment Based On Action

Step 1: Identify Prospects

The first step is identifying the prospects, where to find them, and how to reach them.

I can create an entire course on this topic because there are infinite ways to find and target prospects.

Lucky for us, we already created a customer avatar.

We know who our ideal prospects are, their age range, their lifestyle, and where to target them.

Step 2: Invite Prospects To Join Our List

The next step is to invite them to join our list.

Once again, there are hundreds of strategies to achieve the outcome.

The best strategy will depend on your business and customer avatar.

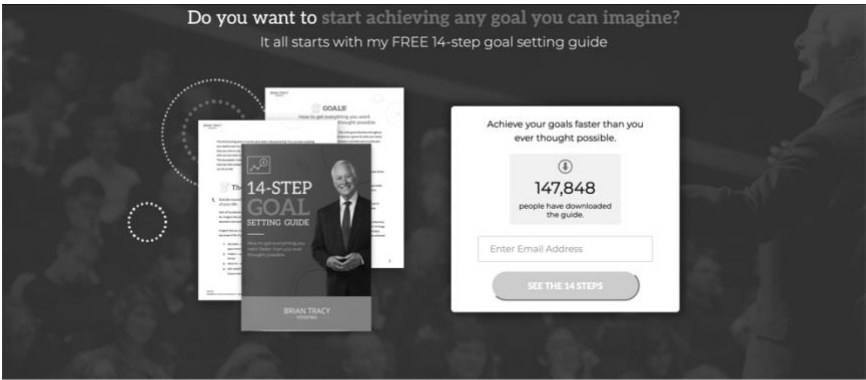
The best strategy, in general, is to offer them something valuable and ask them to join your list.

We also know their problems, desires, and the outcomes they seek.

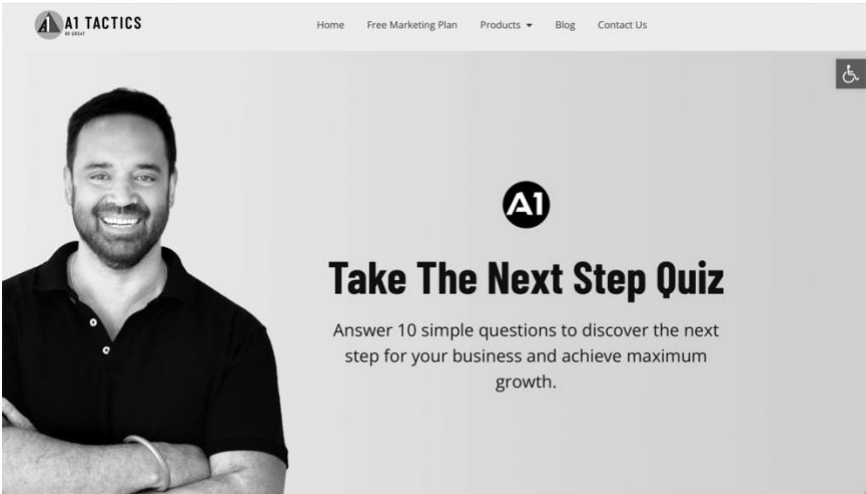
All we have to do is offer them something for free around this in exchange for joining our list.

For example, Brian Tracy offers a 14-step goal-setting guide in exchange for the prospect joining his list.

Do you want to start achieving any goal you can imagine?
It all starts with my FREE 14-step goal setting guide



I have a quiz that helps prospects identify the exact steps to grow their business.



You can create multiple lists and target multiple prospects.

Step 3: Send Valuable Content

I start by sending a welcome email to anyone who joins my list.

You can do the same, even if you send them paper mail or make phone calls.

I welcome them and let them know the amazing information they are about to discover.

This sets the expectations and pacing.

They now look forward to my messages and know what to expect.

If you have not already, this is a great time to get their approval to send marketing messages.

I send another email right away.

This email contains valuable information along with the power pitch.

This gets them even more excited to read my future messages.

My emails are a series of power pitches that deliver value and increase the desire to buy.

I create a separate list for each type of prospect for higher conversions.

I have a separate list for people who subscribed to my list based on their actions.

I created a list for prospects who subscribed in exchange for a guide to get 6-pack abs and another for members who chose weight loss.

I will only send power pitches and stories around 6-pack abs to people on the list.

These people have clearly shown their interest.

There is no point in sending them anything else.

Similarly, I will use the content relevant to their stage of the journey if I am retargeting them with ads.

I already have the prospect's contact information, so I will waste money by showing ads that take them to my opt-in page.

If I show ads, they will be designed to move them further in my funnel or buy the offer.

Step 4: Make An Offer

I reveal my flagship offer to prospects after sending them a series of power pitches.

The process is the same as a live event.

You increase the desire in the prospect with valuable content and the power pitch.

Then, present them with an offer when they are ready to buy.

Step 5: Segment Based On Actions

I segment my list further based on their actions.

I add buyers to a customer list.

I send them a lot more valuable content and even free gifts.

This strengthens our relationship.

Gradually, I sell them more products.

This increases my earnings per client.

We will discuss more on this more soon.

I will add non-buyers to a separate list.

I send them more content because some people need longer to decide.

I send them success stories and case studies to increase their desire to buy.

I never give discounts, but some of my peers and clients offer discounts as a last-ditch effort to get sales.

The buyers are added to the customer list.

The non-buyers are added to a separate list.

We test different offers and affiliate products to see if they prefer something else.

The number of steps you choose for your funnel is up to you.

I recommend that in the beginning, you keep your list marketing simple with fewer steps.

You can keep adding and improving over time.

Treat Your Leads And Customers As Your Lovers - Relationship Funnels

I discussed earlier the need to maintain a strong relationship with our list.

You do not want members on your list to feel they only get sales emails.

This will drop the value of your emails, and they will stop opening your emails.

Think of your list as your lovers.

If you only text them at 3 at night, they become your booty call, not lovers.

They do not mind booty calls if they have a full-fledged relationship.

Marketing is common sense.

Think of your prospects or customers as friends, family, or lovers.

Behave with your list the way you would behave with people.

You do not walk up to someone one street and propose sex?

You will create a connection and then escalate.

Do the same for your list.

Yes, you can approach people and ask for sex without creating a connection.

But the number of people who say yes is small.

If you approach your list with a sales offer without a relationship, the conversions and bounce rate will be low.

I prefer lovers approaching and making the first move in my relationships.

It works.

All I do is build massive value for myself, even before approaching them and then while talking to them.

For example, I will engage bartenders, friends, or colleagues and demonstrate my value.

This makes lovers approach me.

This is the same as running an ad or getting referrals.

Then, I charm them with my interaction. This is the same as the value funnel.

The end result is a sale.

Power-pitch accomplishes this on most levels.

You are good to go if you are using the power-pitch formula for your emails.

The power-pitch emails deliver massive value, tactics, and proof.

If you prefer, skip the sales pitch in these emails because it will be presented throughout your power pitch.

This is why I like power-pitch so much for my marketing.

Let us say you have a funnel that is heavily marketing offers, then create a relationship funnel that delivers value and runs it parallel.

Continue to deliver value even after the client makes a purchase.

The more value we deliver to clients, the more they will value us, and the more we can sell to them.

Ideally, your customers should get 70-80% value emails and about 20-25% sales emails.

Here are a few things I find add value to your relationship funnel:

1. Your customers should start receiving value from the minute they sign up.
2. Messages should be customized to the receiver. I always write and address my content to one person.
3. Messages should feel personal. It should never sound like it is coming from a marketer or a company. They should feel their best friend or family member is writing it. All my emails have

a P.S. section after my signature. I ask them to hit reply and talk to me. I convey that it may take me a few days to reply, but I surely will.

4. Messages should deliver actionable content that blows up their mind.
5. Your messages should not be predictable. My messages contain mindsets, personal stories, client stories, theories, tactics, free gifts, problems, solutions, quizzes, surveys, and more. There is always something new.
6. Include time-sensitive lessons, offers, and discounts. You want to train your list to never miss a message, or they risk losing.
7. Include interactive messages. Every relationship needs two-way communication, or else you risk being a stalker. Ask your list for their opinions. Create surveys for them to take. Ask them what they want to learn. Ask for input to improve your messages and content. They will feel like having a relationship with you. This is what you want.
8. Invite them to free calls and Zoom sessions with you.

9. Reward them with gifts, free lessons, courses, and discounts for being on your list and helping you.

10. Ask them for help to promote you.

In short, give value, communicate, and build a friendship with them.

You will have a highly engaging list that will generate loads of business.

Merge the value funnel with your primary funnel or run it parallelly.

Send 2 emails a day instead of one.

Clients do not mind multiple emails if they like you.

It is the same as a relationship.

Your partner does not mind multiple messages because they like you.

Establish the same relationship with your clients, and you will become unstoppable.

Multiply Plus Automate Leads, Sales, And Revenue Using The Strategies Of Top Marketers

Here is the secret that most big marketers know but never share.

You will never earn consistent sales and revenue from a single traffic source or sales funnel.

You will need multiple sales funnels to continuously bring new leads, customers, and sales.

The more campaigns and funnels you run, the more business you will get.

Let us say you get 3 sales each day using your launch funnel.

You add an opt-in funnel and start getting 2 additional clients.

Then, if you added a quiz funnel, you could acquire an additional client, bringing your daily total to six clients.

You just doubled your business.

Let us say you had a problem with your ads account, and they shut down one of your funnels.

You still have 2 other funnels bringing you clients.

You may lose some business but will never go out of business.

Your goal is to create as many automated campaigns as possible.

Hereon, you will create multiple campaigns and funnels to drive sales.

You will automate and run them.

Evergreen Funnels

Evergreen funnels are funnels that you run all the time.

Here is a list of a few evergreen funnels that I use a lot:

- ⇒ Opt-in funnel
- ⇒ Sales Funnel
- ⇒ Quiz Funnel
- ⇒ Webinar Funnel
- ⇒ Social Media Funnel
- ⇒ Service Funnel

Let us take the opt-in funnel as an example.

The prospects go to a landing page/web page in this funnel.

They give their contact email in exchange for something of value, like a free book, app, call, or coaching.

The prospects then receive a series of emails or text messages depending on the information provided by them.

These are power-pitch messages.

These messages give valuable information to prospects and increase their desire to buy our offer.

The buyers are migrated to a new list of customers.

They receive additional valuable messages to strengthen the relationship and to sell another product in the funnel.

The non-buyers are added to a separate list.

We remarket them and try to convince them to buy our offer.

The buyers are migrated to the customer list and the non-buyers to another list.

We promote different offers to the non-buyers to see if they are interested in something else.

I recommend building 2-5 funnels.

This way, you have a large machine recruiting new customers.

Evergreen Funnels Example:

Opt-In Funnel

I call this a superhero funnel because it works for every type of business.

This funnel has 5 steps;

1. Get leads by offering something valuable in exchange.
2. Send a series of value + power pitch emails.
3. Take them to the sales offer.
4. Migrate buyers to a list of customers.
5. Migrate non-buyers to a non-buyer list. Keep emailing them with value and power pitch. Try new tactics like a webinar or live call.

This is generally good for acquiring new leads for the business and turning them into customers.

This is one of the evergreen funnels.

Quiz Funnel

This is exactly like Opt-in Funnel.

Instead of giving something for free, you have prospects take a quiz.

You can then take them to a sales page or capture their info and power market them.

1. Leads by offering something valuable in exchange.
2. Send a series of value + power pitch emails.
3. Take them to the sales offer.
4. Migrate buyers to a list of customers.
5. Migrate non-buyers to a non-buyer list. Keep emailing them with value and power pitch. Try new tactics like a webinar or live call.

Option 2:

1. Take Quiz
2. Sale Offer
3. Capture leads who leave without a purchase.
4. Send a series of value + power pitch emails.
5. Take them to the sales offer.
6. Migrate buyers to a list of customers.
7. Migrate non-buyers to a non-buyer list. Keep emailing them with value and power pitch. Try new tactics like a webinar or live call.

Tripwire Funnel

1. leads by offering something valuable in exchange.
2. Low Cost Offer
3. Upsells
4. Capture Lead For Non-Buyers
5. Send a series of value + power pitch emails.
6. Take them to the sales offer.
7. Migrate buyers to a list of customers.
8. Migrate non-buyers to a non-buyer list. Keep emailing them with value and power pitch. Try new tactics like a webinar or live call.

Continuity Funnel

1. leads by offering something valuable in exchange.
2. Send a series of value + power pitch emails.
3. Take them to the sales offer.
4. Offer Upsells
5. Offer Continuity Program
6. Migrate buyers to a list of customers.
7. Migrate non-buyers to a non-buyer list. Keep emailing them with value and power pitch. Try new tactics like a webinar or live call.

Marketing Calendar

I look for add-on campaigns and funnels to bring in even more business after I develop my primary and relationship funnels.

I list events, holidays, and occasions to run funnels.

I can run these funnels to acquire more leads and sales and deliver value.

For example, I can have a special offer for holidays like Christmas, New Year's, Valentine's Day, Independence Day, and so on.

I can offer discounts, free products, or present a special offer to my list.

I can do the same for significant events like my birthday, anniversary, and more.

I can offer a special discount for referrals.

I have an offer where I allow them to bring another member for free to my event.

They earn the respect of their friend, and I acquire a new prospect.

The good thing is that you create these funnels once, and they bring you additional business year after year.

By the time you are done, you end up with multiple funnels inviting new prospects and sales and strengthening your relationship with the list.

You now have a giant sales and marketing machine building your business on autopilot.

I have a marketing calendar.

You get a copy of that in the member dashboard.

I fill it when I plan campaigns for my clients and me.

Do the same.

You do not have to build all funnels at once.

Just have a list of funnels ready.

It will help you stay focused and identify your future tasks.

This way, you won't get distracted or derailed.

How many funnels do you need?

You can build as many funnels as you want.

For example, you can build a funnel to pitch an offer in person.

You can build a webinar funnel as your second funnel.

You can build a Google ads funnel as your third funnel.

You can build as many funnels as you like.

But you do not need all funnels.

Even 1 funnel can be enough to make you all the money you need and the growth you want to achieve.

The number of funnels and the types of funnels you will build will depend on your industry, products, and goals.

Here is the rule I follow in general:

I create at least one funnel for each product.

And I create one funnel for each traffic source.

If I have 2 products, I will create funnel A for product 1 and funnel b for product 2.

This is obvious. You cannot send prospects to two different offers at the same time. It will confuse them and ruin your conversions.

Many people send prospects to a store with multiple products. They assume this increases the odds of getting a sale because the customer will find something they like.

This is a bad idea.

It is better to keep customers focused on one product at a time.

You can promote the second product after they make the purchase or if they do not buy your first product.

Do not distract them in the middle of their journey.

So, I have two funnels for two products.

I can also stack funnels. A customer is automatically transferred to the sales funnel for product two after they buy the first product or refuse to do so.

Let us say the customers purchased your book on web design.

You can market your second product where you design the website for them.

This way, you can get two sales from a single customer and increase your earnings per customer.

We will discuss this in more detail when we discuss increasing profits.

Further, let us say that I am advertising on Facebook and Google to promote product A.

In this case, I will have two separate funnels for product A. One for prospects coming from Facebook and another for those coming from Google.

This is because prospects have different intentions on different platforms. They are in varying states of mind and phases of their buying journey.

Let me explain.

What do you do when you need a product or a course?

Most probably, you go to Google to search for it.

In this case, you have the buying intention or at least find a course you can buy.

So there is some level of buying intention.

When was the last time you went to Facebook to search for a course?

You may click on a course advertised on Facebook. However, you clicked because you were curious but not searching.

You did not have the intention to buy at that moment.

So, the prospects have different intentions and mindsets based on various platforms.

I will take the prospect from the Google ads directly to the sales page because they are in the buying mindset.

I will capture their email if they decide to leave without making a purchase.

On the contrary, I will capture the email for the prospect from Facebook.

I will probably give them a free gift and send some content to increase their desire to buy.

This is just a general example.

You can take traffic from Facebook directly to your sales page and get conversions.

A lot depends on your product, industry, and strategy.

I am giving this example to help you understand the decision-making process for building funnels.

In this case, I will have 2 separate funnels for product A.

Maybe, I only promote product B to people who have bought or rejected product A.

In this case, I only need 1 funnel for product B.

This means I have three funnels, two for product A and one for product B.

Several combinations can be created with sales funnels. This will all depend on your industry and goals.

Put More Money In Your Pocket By Improving Sales And Profitability

Sales funnels rarely make a profit from day 1.

Your funnels will not perform 99% of the time.

You will have to tweak them to make them profitable.

There are three parts to a sales funnel:

1. Conversion Percentage
2. Cost Of Traffic
3. Revenue

Let us say you sell a \$100 product and spend \$90 in ads to get 1 sale.

You earned a profit of \$10.

You can increase your earnings by reducing the cost of ads, improving conversions, or improving revenue earned.

Keep tweaking these three until you are earning a hefty profit.

You then tweak some more to make even more profits.

You never stop and keep tweaking to improve performance and profits.

Improve Conversions: How To Tweak Your First Event Funnel And Get A Sale

You can reduce your challenges by using event funnels with the help of websites like meetup.com in the beginning.

There will be little cost to getting traffic and hosting events.

Most of the revenue earned will be pure profit.

You will be fine even if it takes you 3-4 events until you get your first sale.

I would not wait until 3-4 events to tweak my funnel.

It may seem unbelievable, but you should get paying customers from the first event if you have a good offer.

Reach out to even attendees if you do not get a sale at the very first event.

Investigate what kept them from buying.

Was it the price?

Were they expecting something different?

Was this the right offer for them?

What changes to your offer or price would have made the difference.

This will help you identify if you need to make slight changes to your offer or pricing.

Sometimes something as little as the title can throw clients off.

A1 Marketing Plan Book was originally titled Clever Marketing Plan.

Being an underdog, I wanted to share clever tactics to compete against big and wealthy brands.

Readers assumed the book was about using clever tactics to trick customers.

Changing the title solved the issue.

Sometimes the issue could be the wrong title of your meetup group.

Other times your offer may lack clarity.

Maybe you could not communicate your offer or what's in it for the clients.

Maybe they needed more proof or a stronger money-back guarantee.

Identify the issue and make changes accordingly before the next event.

Offer a discount or a payment plan to move the client to buy.

Offer a free trial, test session, and payment milestones to offset the risk.

Worst case scenario, give free products or training to a few people.

This seems like the worst advice from a coach teaching you how to make money from day one.

But I am also a realist.

Give a couple of sessions or products for free in exchange for a video review.

This is how I started my first business.

I posted video reviews on my website and YouTube.

This increased my credibility and helped improve sales.

You will get your first sale undoubtedly within a few steps of doing this.

What we just did is improve conversions for our offer.

There are many more advanced tactics to increase sales conversions, but these should be enough for the moment.

Cost Of Traffic

You will want to multiply your sales soon.

Let us say you reached the peak and discovered that you can only get 2 clients per month using meetup.com.

You decided to invest in ads to get more people to your events.

Or maybe you started by driving paid traffic to get leads or sell digital products.

Now the cost of ads will be a factor in your earnings.

Most ad campaigns start at a loss.

You have to tweak until they make you a profit.

You will test new images, headlines, videos, copy, and tactics until your cost per click drops. This will reduce your ad cost.

My ad costs dropped from \$3.43 to 42 cents when I switched to quiz to collect leads.

You will have to test various elements to drop the cost.

You will continue to tweak the landing page to increase conversions.

You will improve your profits significantly if, for example, you were spending \$10 to get 100 leads before and are spending \$5 to get 100 subscribers now.

Your profits will increase even more if you can improve conversions for your opt-in page and sales offer.

You can see a video in the member backend that explains this entire process in detail. You will get a much better understanding of the concept after watching that video.

<https://a1coachingplan.com/login>

Revenue

Improving your earnings per customer is the last piece of the puzzle.

You need to test different prices for your offer. This is one way to improve your earnings per customer.

Offer upsells to improve your earnings even more.

Upsells are additional offers that complement the original purchase.

Home theater systems, wall installation, and extended warranty are examples of upsells when you buy a TV.

These upsells are not necessary, but they improve the original buying experience.

You could offer yoga pants, yoga mats, meditation music, and diet plans as an upsell to anyone who joins your yoga class.

They will buy some of these items for the class, so why not from you.

And their purchase of yoga classes is not impacted by any means, even if they do not buy the extras.

However, your profit margin will increase substantially by increasing earnings per customer.

This is because your cost to acquire a customer remains the same, and your profit increases.

You made a \$10 profit when you earned \$100 and spent \$90 to get a customer.

Your profit will become \$30 if you could sell goods worth \$130 to the same customer.

Your acquisition cost is the same, but your earnings increased, thereby increasing your profit.

Success Stories Are The Key To Success

If there is one and only thing you do for your business, collect honest and unbiased reviews.

There is no better sales tool than proof.

You can have an ugly website.

You can have a crummy sales page.

You can price products incorrectly.

Nothing will matter if you have success stories.

Every review, no matter how good or average, will help.

A high number of average reviews can overpower a low number of good reviews.

A large number of reviews demonstrate that more people trust and seek you.

It also means that more people benefitted from you and even liked you enough to support you by giving a review instead of complaining or asking for a refund.

This makes you credible and desirable.

People want to go to the person who is liked by many and has helped many.

The one thing I really mastered was collecting success stories and plugging them everywhere.

People Speak English, French, And Japanese.

I Speak In Success Stories.

All my content: ads, podcasts, videos, sales calls, and interviews, are constructed around success stories.

I take a success story and turn it into a lesson. My audience benefits from the lesson and witnesses another success story.

This increases their faith in my product and their desire to buy.

I acquire new customers effortlessly as a consequence.

This is why my website and sales pages are loaded with proof.

Start collecting reviews and success stories once you start selling.

Turn them into content and present it to your audience.

Start Speaking And Teaching Using Reviews.

In no time, you will become the epitome of success. The business with the golden touch because you will have the most success stories.

One of my most successful sales pitches was saying that I have more success stories on my website than all of my competitors combined - and I have not even published half the success stories.

This made everyone want to learn from me and become my next success story.

They wrote great reviews and posted on forums about me just to be able to brag about their success.

They told their friends, and I got new clients.

Success stories are powerful. They can make you the king of the industry and make you incredibly successful.

How to Amass a Trove of Success Stories

The Best Time To Ask For A Review Is Right After The Session Or The Product Delivery.

Pull out your phone to record a review.

Clients are feeling ecstatic. They want to do something good for you in return.

These feelings fade as time goes by.

Asking right away will get you more reviews.

Another strategy could be to offer a free talk or a meetup event. Then ask for reviews at the end of your session.

I used this strategy to build credibility and become an authority in the early days of my career.

Similarly, you can offer a free Zoom class and collect reviews.

You can invite members from your list to review your course or training.

By the way, you can also invite the press for a review.

Call your local media station and ask for the name and email of the correspondent who covers your industry.

Reach out to them and invite them for a review or an interview.

You will have your first press.

Don't be afraid of bad press. Trust me when I say this. Every press is good press.

On several occasions, the press requested to do an attack piece on me. I always approved, appreciated, and thanked them.

Every media coverage, even the negative mentions, spiked my sales.

Never stop your competitors or social media influencers from attacking or making fun of you.

You will get new customers. Enjoy free traffic.

Have software as I have in the backend to get video reviews.

Hunt for sentences in client emails and texts that can be used as reviews.

Take their stories and turn them into videos, blog posts, website reviews, case studies, podcasts, social media content, and anything else you can think of.

There are many ways to collect reviews.

Implement a couple of strategies to collect reviews on autopilot.

Ask Clients At The End Of The Session To Give An "Honest And Unbiased" Review.

Never ask for a good review.

People do not like to be told to give a good review.

It raises their guards.

They begin to question if your program is good and if they would be lying by giving a good review.

They feel pressured and manipulated.

They will give you an average or safe review because they do not want to have bad karma by misleading people.

They will have these thoughts even if they loved and benefitted from your product.

Just the act of asking pushes them into a negative space.

On the contrary, when you ask for an honest and unbiased review, they feel good that you are not pressuring them.

They see you as an ethical and honest person.

They now want to say good things because they feel good supporting a good person.

Let's say I want you to write me a review for this book. Which one do you like better:

Hey, would you please take the time to write me a good review for this book? It will really help my business and also help other people.

Vs.

Hey, would you please take the time to write an honest and unbiased review for this book? It will really help my business and also help other people.

I also promise anonymity because many people are uncomfortable revealing their identity or business.

It is legal to alter or conceal identity to protect customer privacy.

There is nothing dishonest or illegal about it.

Get into the habit of asking for reviews all the time.

Act Now

Plan and execute your list building strategy.

Identify topics for your opt-in offer in exchange of prospect information.

Prepare power pitch messages for the list.

Define parameters to segregate the list.

Create messaging and list automation

Create an additional sales funnel

Test and improve conversions + Profits.

Section 9 - The Ultimate Success

The goal of having a business is to have a good life.

Unfortunately, we often forget this and end up paying for it.

I did the same.

Sadly, most courses and coaches only focus on work and tactics.

They rarely discuss that you need to enjoy work which helps you become more productive and achieve even better results.

Discipline, focus, and commitment are the keys to succeeding in business. However, it is hard to practice them if you constantly live under stress and disappointments.

This is why it is vital to make work joyful.

Find ways to enjoy every day.

This will give you the fuel to power through anything.

You will burn out quickly if you are not having fun.

Here is the thing, you will succeed if you keep trying. Though, sometimes it can take longer.

Do you want to reach the finish line pained or bruised or cruising joyfully?

My work, performance, and earnings improved when I added fun to work.

No coach talks about this.

We only want to hand you marketing tactics that make us look cool.

Telling you to have fun does not make us look mighty.

So we do not talk about it.

Add activities, tasks, and pleasure to your daily routine.

You will feel excited every day.

You will be less tired and stressed.

You will be more productive as a result.

Let your business uplift all parts of your life and not just finances.

Enjoy your personal and professional life while you work to become successful.

Joyful moments won't happen naturally.

Plan fun activities and put them in place until they become part of your work life.

Here are a few examples of how you can mix pleasure with work: Find a favorite coffee shop or coworking space for work. Never work from home. You will be less productive, and your work-life balance will be disrupted.

Plan little time to talk to people around you at restaurants and coworking spaces. I have acquired many clients and content topics by talking to people. Also, made a few friendships.

Have your favorite playlist to listen to when working.

Travel somewhere new and work there. I have been out of the United States for over 4 years, and I love it! By the way, sign up clients in the country you travel to. My entire travel is paid for by my clients.

Pick up a hobby like photography or music. I take a lot of photos going to work and back.

Try new places and meet new people, even if you are shy or introverted. Networking is a perfect excuse to approach people and ask what they do. Definitely approach the hot guy or girl you like ;) There are a lot more examples but you get the point.

Do not just work.

Mix work and pleasure then watch your productivity soar.

Section 10 - Congratulations For Your Achievement!!

Dear Achiever!

There is no better compliment I can give you than calling you an achiever.

What you have accomplished is no small feat!

It is challenging to take a leap of faith and work passionately without knowing if your efforts will produce results. It takes determination, passion, and commitment. You have all three of them. Anyone who has these three is unstoppable.

You have displayed strong leadership. You may not know this, but your efforts will inspire people around you.

I know I have been inspired by many around me. My success is a result of the people around me. I even learned from the struggles of people around me.

Very few people will understand this, but you do.

Your accomplishment says a lot about you. You have demonstrated your superiority to everyone but more to yourself.

Anyone can start a business. Very few have what it takes to succeed.

Most depend on fate to make it happen. People like you build your own luck. I know this because I am just like you. You and I are cut from the same cloth.

I firmly believe that any business is as successful as the person behind it.

Business achievements reveal the personality, commitment, dedication, vision, and passion of the person behind them.

Success is not controlled by luck. It is the result of strategic and relentless efforts. Anyone willing to work strategically is destined to succeed.

You may not have achieved your desired objective yet, that is ok.

No business plan works from day one. You have to make it work by tweaking it.

It is easy to achieve goals if one has well-mapped out steps. You have accomplished this. You have created the foundation for a successful business.

You will now be able to identify bottlenecks and improve them. You will pinpoint what is working and scale it.

Now, you have a business plan to share with your team. It will help everyone work in unison towards a common goal. It will help increase productivity.

You have taken the proven path to success. You now have a plan to make your business work. You will not get distracted. Since you have a plan, it will be easy to identify new tactics to apply and improve your business. You won't shoot in the dark anymore.

You have created a solid foundation for your business. It is the most challenging objective to achieve.

I can write a book on how your achievement will help you. But, you will soon experience it.

For now, all I want to say is congratulations. You have achieved a gigantic and appreciable task. You deserve a celebration.

Be sure to reward yourself and welcome to the group of successful Entrepreneurs!

Wish you all the best!

A handwritten signature in black ink, appearing to read "Magic". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

-Magic

P.S. I am not saying this lightly or to make you feel better. I sincerely congratulate you because you achieved what 99% would not dare. Most people will not even read the book until this point. You, on the other hand, have put it to action.

P.P.S. The best congratulations will be when your business and bank balance grow. For now, congratulations! You have earned it. I am proud of you, and you should be too!

P.P.P.S. My team and I are here for you. If you have questions or need help, please do not hesitate to reach us. You can contact us by sending an email to support@magic@magiclone.com.

Please Do Me A Favor!

Hope you've enjoyed your reading experience!

I am confident this book will help you, and I hope you feel the same.

Before you go, I would like to ask you for a favor.

Would you mind leaving us a review on Amazon? This will help other business owners find the help they need for their business. At the same time, it will help me too.

So if you found this book to be beneficial, if you think I sincerely tried to help, please take 2 minutes to write a review. It will mean a lot to my team and me.

Thank you, and wish you quick success!

A handwritten signature in black ink, appearing to read "Magic Leone". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Magic Leone