COACH MARKETING MACHINE

MILLION DOLLAR COACH







Money

Meaning

Freedom

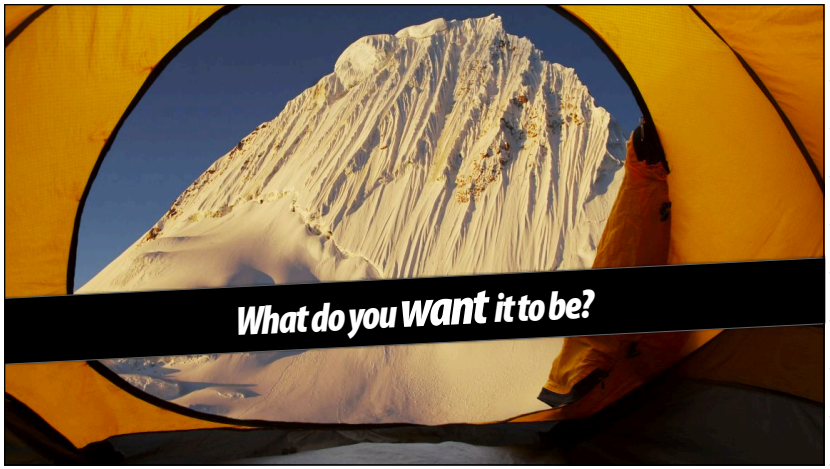


What's been holding you back from your next level?





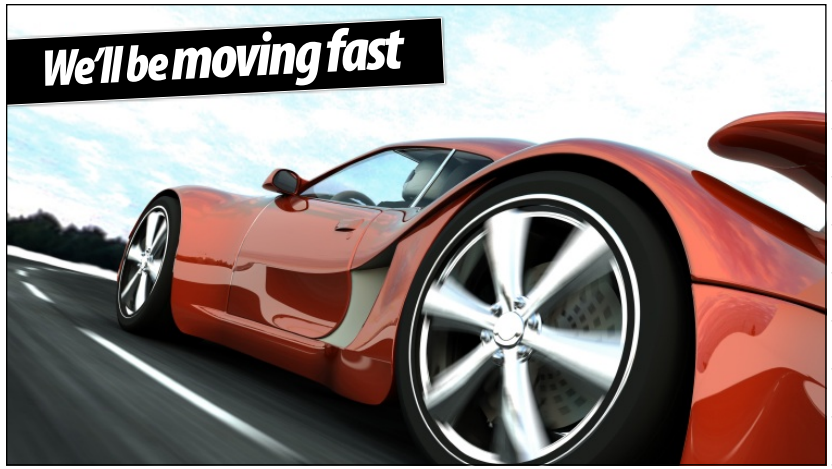
What was your income last month?



[Seriously] Why haven't you hit your income goals yet?






We'll be moving fast


This will help...
I'll give you my slides & a recording
Black Belt
Marketing Secrets
Double Your Income. Halve Your Hours.


Black Belt
Marketing Secrets
WHY COACHES
FAIL

81%



Go broke.

Burn out.

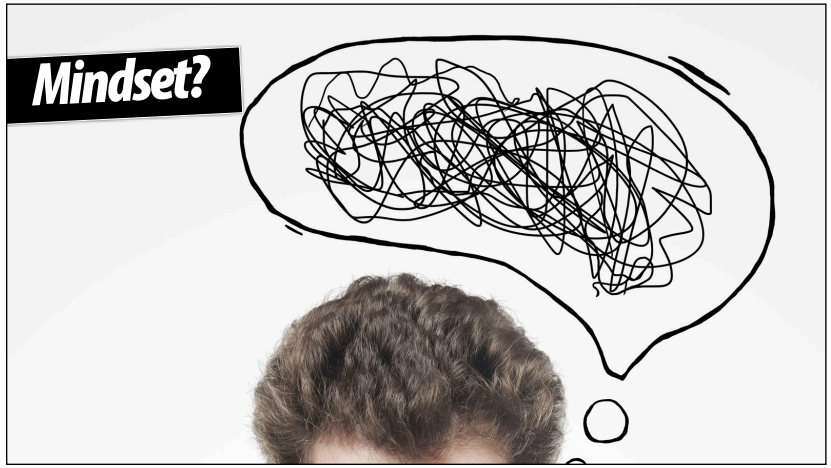


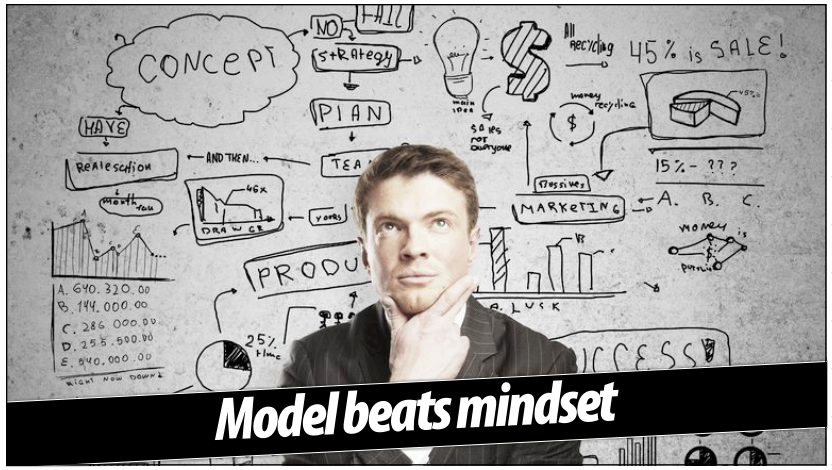
Disappear.

Why do so many coaches struggle?



Mindset?







3 SIGNS OF A BROKEN MODEL


Manual prospecting
1


Selling onsey-twosy
2


Time-for-money coaching
3

Which is costing you most? [why?]



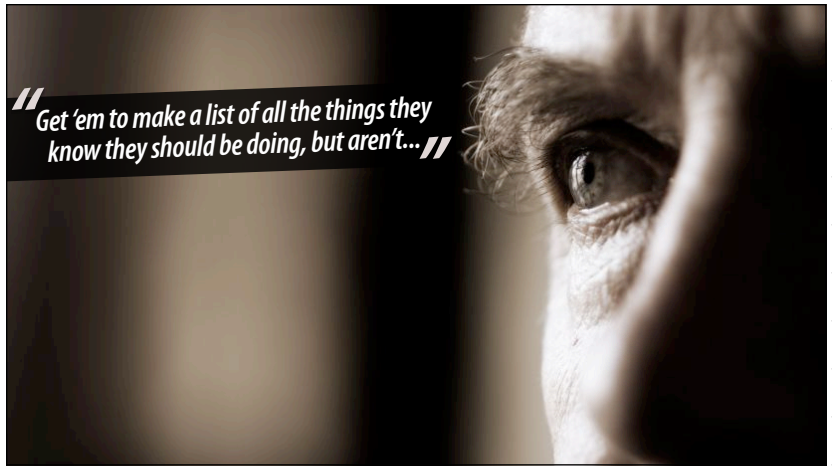
3 STRATEGIC SHIFTS




Black Belt
Strategic Shift
2
From: Selling onsey-twosy
To: Webinar Selling


Black Belt
Strategic Shift
3
From: Time-for-money
To: Leveraged coaching


Black Belt
Strategic Shift
1
From: Manual prospecting
To: Automated marketing



List all the marketing tactics you should be using...





Why is it so hard to be consistent?



Exhausted . . .

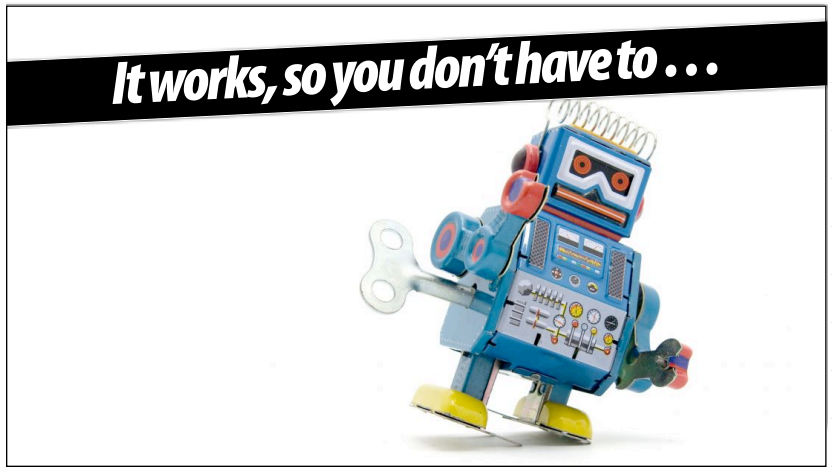


Stressed with big to-do list . . .




Always looking for 'one more client' . . .


Build a pipeline . . .

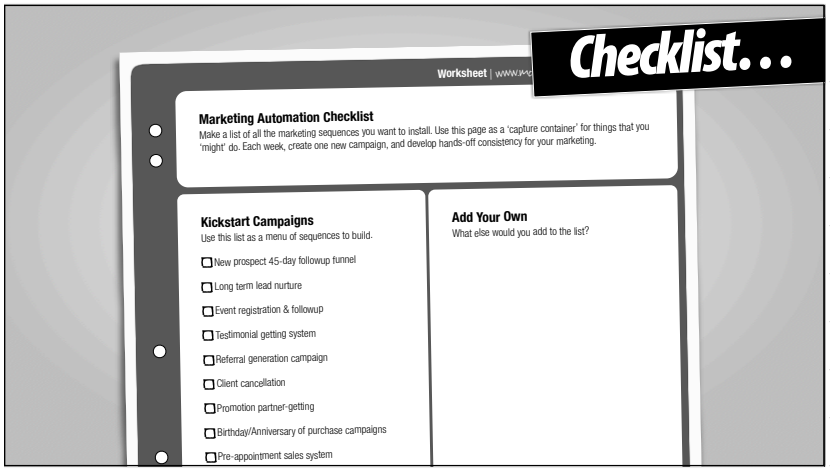

It works, so you don't have to . . .

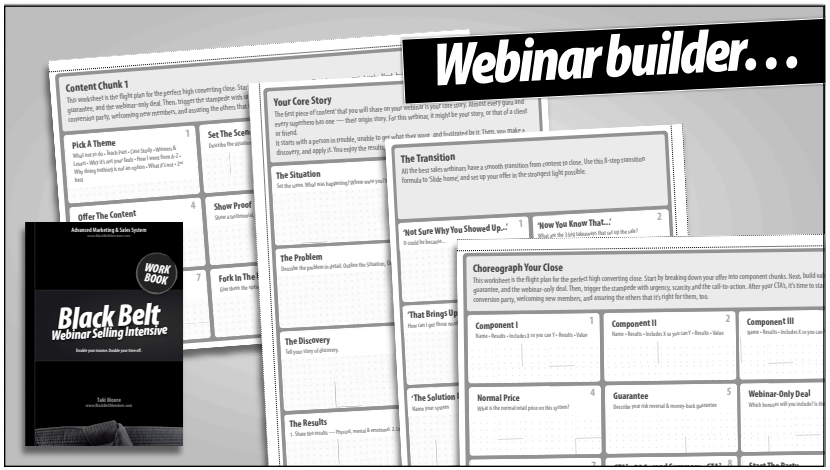

Leads & clients, every week . . .


Be the architect
1

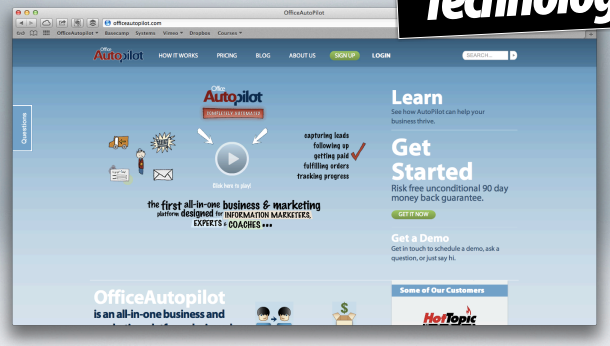

Work hard once
2


In action...

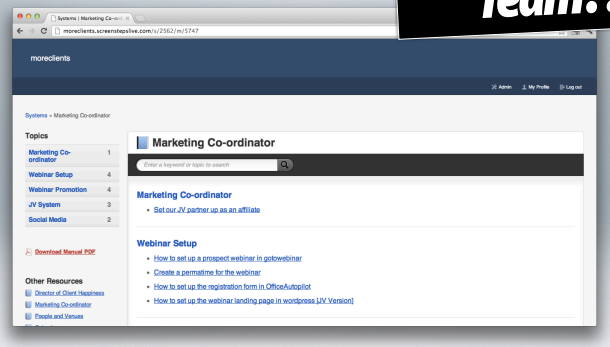

Checklist...
Worksheet
Marketing Automation Checklist
Make a list of all the marketing sequences you want to install. Use this page as a 'capture container' for things that you 'might' do. Each week, create one new campaign, and develop hands-off consistency for your marketing.
Kickstart Campaigns
Use this list as a menu of sequences to build.
New prospect 45-day followup funnel
Long term lead nurture
Event registration & followup
Testimonial getting system
Referral generation campaign
Client cancellation
Promotion partner-getting
Birthday/Anniversary of purchase campaigns
Pre-appointment sales system
Add Your Own
What else would you add to the list?


Webinar builder...
Content Chunk 1
Pick A Theme
Set The Scene
Offer The Content
Show Proof
Fork In The
Your Core Story
The Situation
The Problem
The Discovery
The Results
The Transition
'Not Sure Why You Showed Up...'
'Now You Know That...'
'That Brings Up
'The Solution
Choreograph Your Close
Component I
Component II
Component III
Normal Price
Guarantee
Webinar-Only Deal
Advanced Marketing & Sales System
WORK BOOK
Black Belt
Webinar Selling Intensive
Double your business. Double your time off.
Eaki Moore

Technology...



Team...





Develop hands-off consistency

3

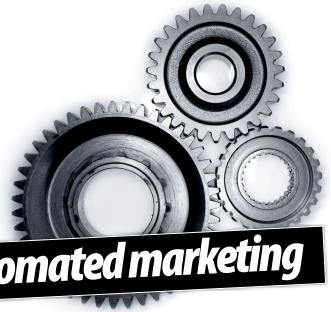
Where are you?



What's the long term result if you stay there?

Black Belt
Strategic Shift
1

Choose: Manual prospecting



Or: Automated marketing





Worst thing to happen in a sales appointment?



Slow. Hard. Messy.





Damages your positioning . . .



Exhausting . . .

Group selling . . .



Expert positioning . . .



Extreme hourly rate . . .





Why do you want to sell 1:Many?



In action. . .



6 WEBINAR MISTAKES

MISTAKE 1
NO OPENING HOOK

MISTAKE 2
TEACHING TOO MUCH

MISTAKE 3
RESISTIBLE OFFERS

MISTAKE 4
NO STICK STRATEGY

MISTAKE 5
AWKWARD TRANSITION

MISTAKE 6
STOPPING AT THE END

What was most valuable?

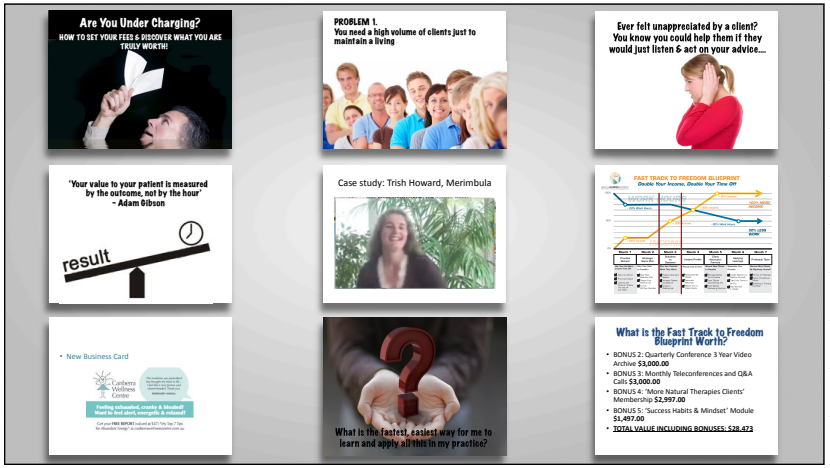


"We just sold $87,000 of tickets to our 3-day sales event ... on our first webinar"

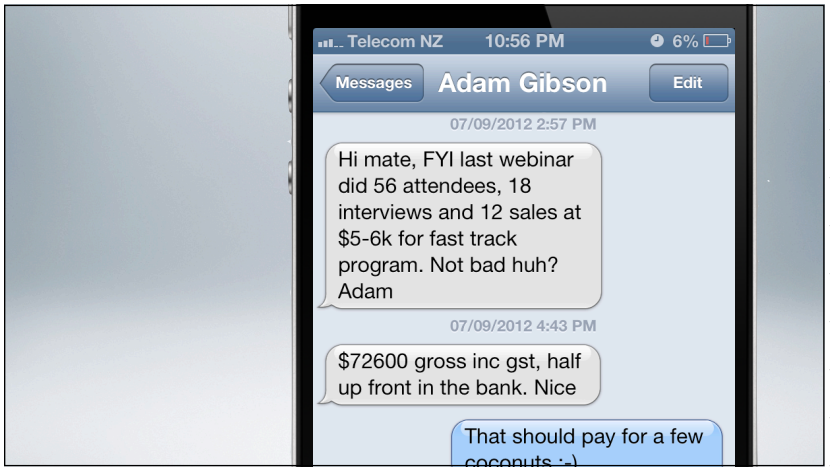



"I just started coaching 4 months ago.
I used webinars from day 1 when I had no clients.
I'm already at $20,000 a month."


"I just sold $72,000 on a webinar
— from a beach house in Bali."


Are You Under Charging?
HOW TO SET YOUR FEES & DISCOVER WHAT YOU ARE TRULY WORTH!
PROBLEM 1.
You need a high volume of clients just to maintain a living
Ever felt unappreciated by a client?
You know you could help them if they would just listen & act on your advice....
'Your value to your patient is measured by the outcome, not by the hour'
~ Adam Gibson
result
Case study: Trish Howard, Merimbula
FAST TRACK TO FREEDOM BLUEPRINT
Double Your Income, Double Your Time Off
WORK
LIFE
• New Business Card
Canberra Wellness Centre
Feeling stimulated, crankky & bloated?
Want to feel alert, energetic & relaxed?
What is the fastest, easiest way for me to learn and apply all this in my practice?
What is the Fast Track to Freedom Blueprint Worth?
• BONUS 2: Quarterly Conference 3 Year Video Archive $3,000.00
• BONUS 3: Monthly Teleconferences and Q&A Calls $3,000.00
• BONUS 4: 'More Natural Therapies Clients' Membership $2,997.00
• BONUS 5: 'Success Habits & Mindset' Module $1,497.00
• TOTAL VALUE INCLUDING BONUSES: $28,473


Telecom NZ 10:56 PM 6%
Messages
Adam Gibson
Edit
07/09/2012 2:57 PM
Hi mate, FYI last webinar did 56 attendees, 18 interviews and 12 sales at $5-6k for fast track program. Not bad huh? Adam
07/09/2012 4:43 PM
$72600 gross inc gst, half up front in the bank. Nice
That should pay for a few coconuts :-)
Delivered
Message
24/09/2012 10:20 PM
Late mail, had a $5k sale this arvo still from the
Message
Send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07/09/2012 4:43 PM
$72600 gross inc gst, half up front in the bank. Nice
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How would your business be different?
Sharpie
Permanent Marker
FINE POINT

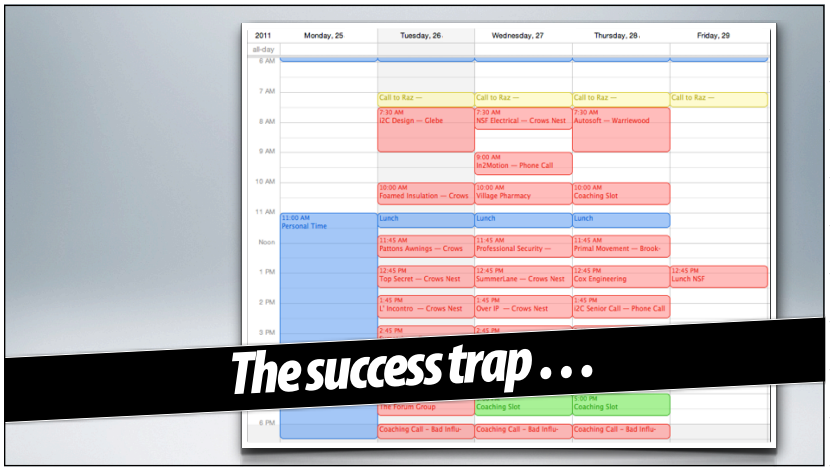

Black Belt
Strategic Shift
2
Choose: Selling onsey-twosy
Or: Webinar Selling


"How to escape 'time-for-money', add $20-40k a month, and join the top 5% of coaches..."


Black Belt
Strategic Shift
3
From: Time-for-money
To: Leveraged coaching

Groundhog day . . .

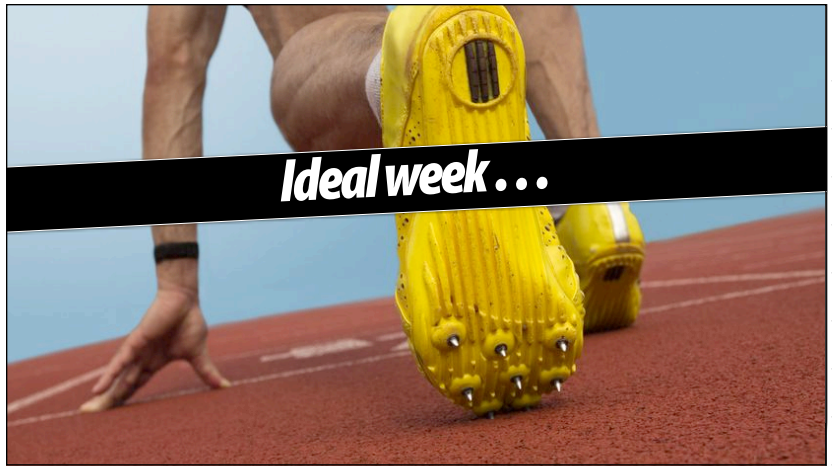




The success trap . . .



Unscalable



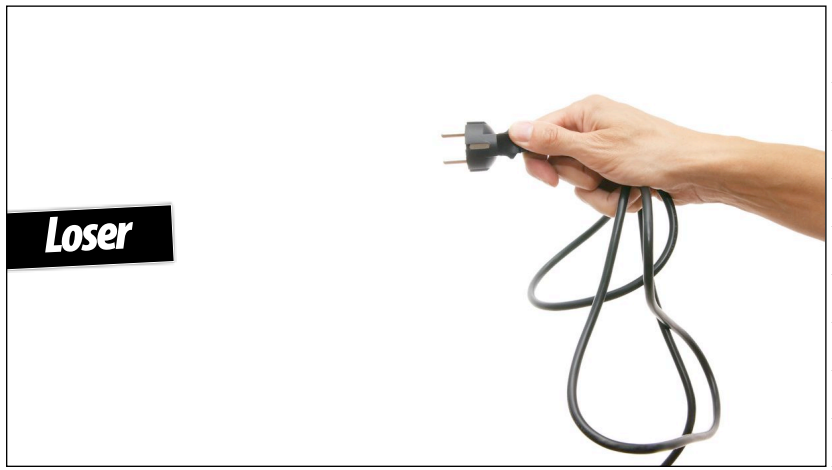


Maximise your impact . . .




NEW ORLEANS CAFE
$4 BEERS
$4 WINES
$8 COCKTAILS
The New Orleans Cafe moment . . .


E
F
Full in 4 months


Loser

What drives you to leverage your coaching?



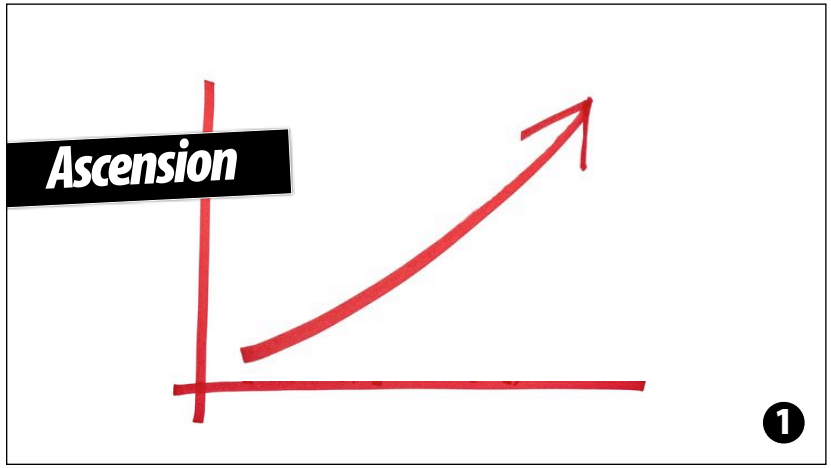


One on one should be the last thing you sell

8

1,576

9,062




"I went from a crazy busy coach at $20,000 a month
— to $80,000 a month, working 1 day a week!"


More About The Flip Your Life Training Modules ...
Module 1 – Obtaining Clarity
Module 2 – Allowing & Removal Of Fear
Module 3 – Alignment
Module 4 – The 7 Disciplines To Flip Your Life
Module 5 – Building Belief & Personal Mastery
Module 6 – Health & Eliminating Stress


Home
About
Contact
Blog
Book Resources
FREE Webinar
FREE Videos
BUY Our Courses
FLIP YOUR LIFE
ARE YOU CAPTIVE?
FLIP YOUR LIFE

In action...




"We just built our 6 week course,
and made $5,000 in the first week."


"We have over 275 clients
in our high-end mastermind program,
at around $30,000/year."

Replace with activity text











3 STRATEGIC SHIFTS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Strategic Shift
1
From: Manual prospecting
To: Automated marketing


Black Belt
Strategic Shift
2
From: Selling onsey-twosy
To: Webinar Selling


Black Belt
Strategic Shift
3
From: Time-for-money
To: Leveraged coaching

From this...

To this...





