

LIVE EVENT

THE MILLION DOLLAR COACHING MAP

Scale Your Coaching Business to \$30k per Month and Beyond
Without Sacrificing Your Impact, Freedom, or Sanity



Serve More Clients



Stabilize Your Income



Stop Grinding 24/7



COACHING
FUEL

Event Packet & Worksheets





Category	Question 1	Question 2	Question 3	Totals
Coach	If I signed on 30 new clients this week, I could serve them effectively	If I signed on 30 new clients this week, my time wouldn't be impacted	My program coaching structure allows me to enroll new clients every week	
	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	
Capture	I've got more than enough leads to hit my monthly income goal and grow month over month	I have passive systems to reach 1,000s of prospects every week who have never heard of me	If I wanted to completely disconnect for two weeks my lead flow wouldn't be impacted	
	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	
Close	I am able to regularly sell my coaching offer to dozens of prospects at the same time	I'm able to sell my primary coaching offer continuously without relying on a launch	I have passive selling systems in place that sell prospects without my direct involvement	
	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	STRONGLY DISAGREE NEUTRAL STRONGLY AGREE 1 — 2 — 3 — 4 — 5	
Grand Total:				

Total Score	Implication
39-45	Scalable
24-38	Stifled
9-23	Stuck



METHOD™

PTURE

E

SYSTEM™

PART ONE

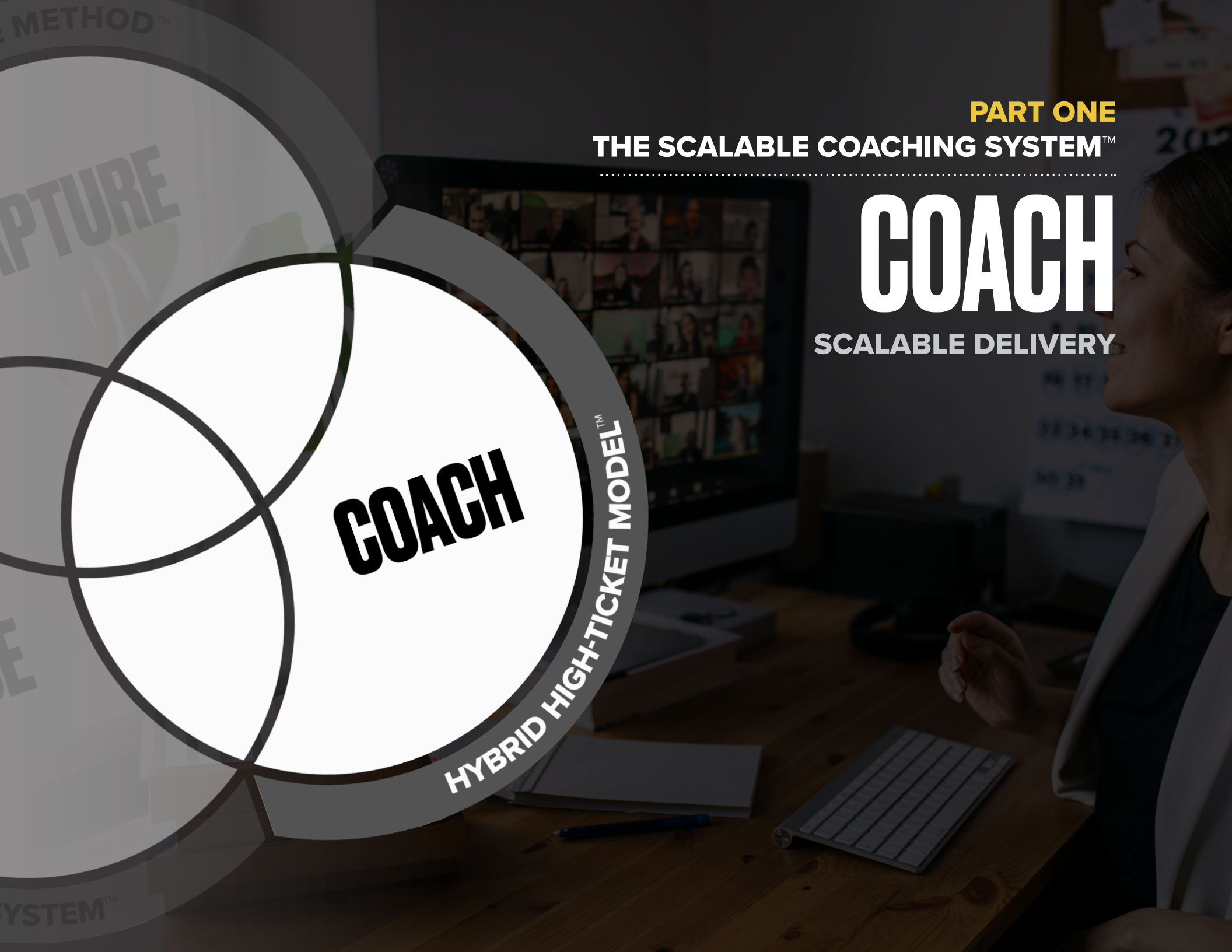
THE SCALABLE COACHING SYSTEM™

COACH

SCALABLE DELIVERY

COACH

HYBRID HIGH-TICKET MODEL™



The Manual Coaching Model

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The Scalable Coaching Model

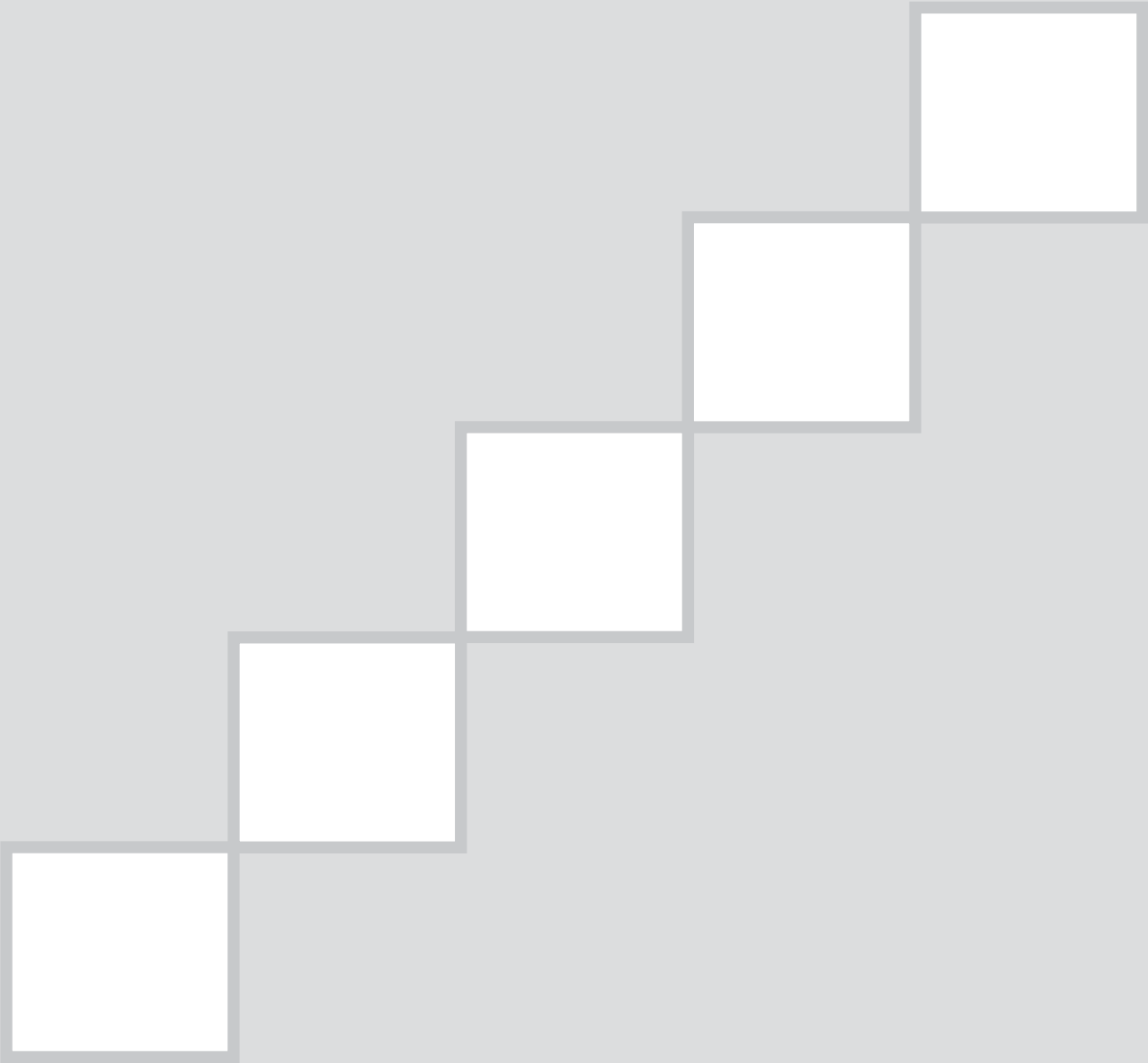
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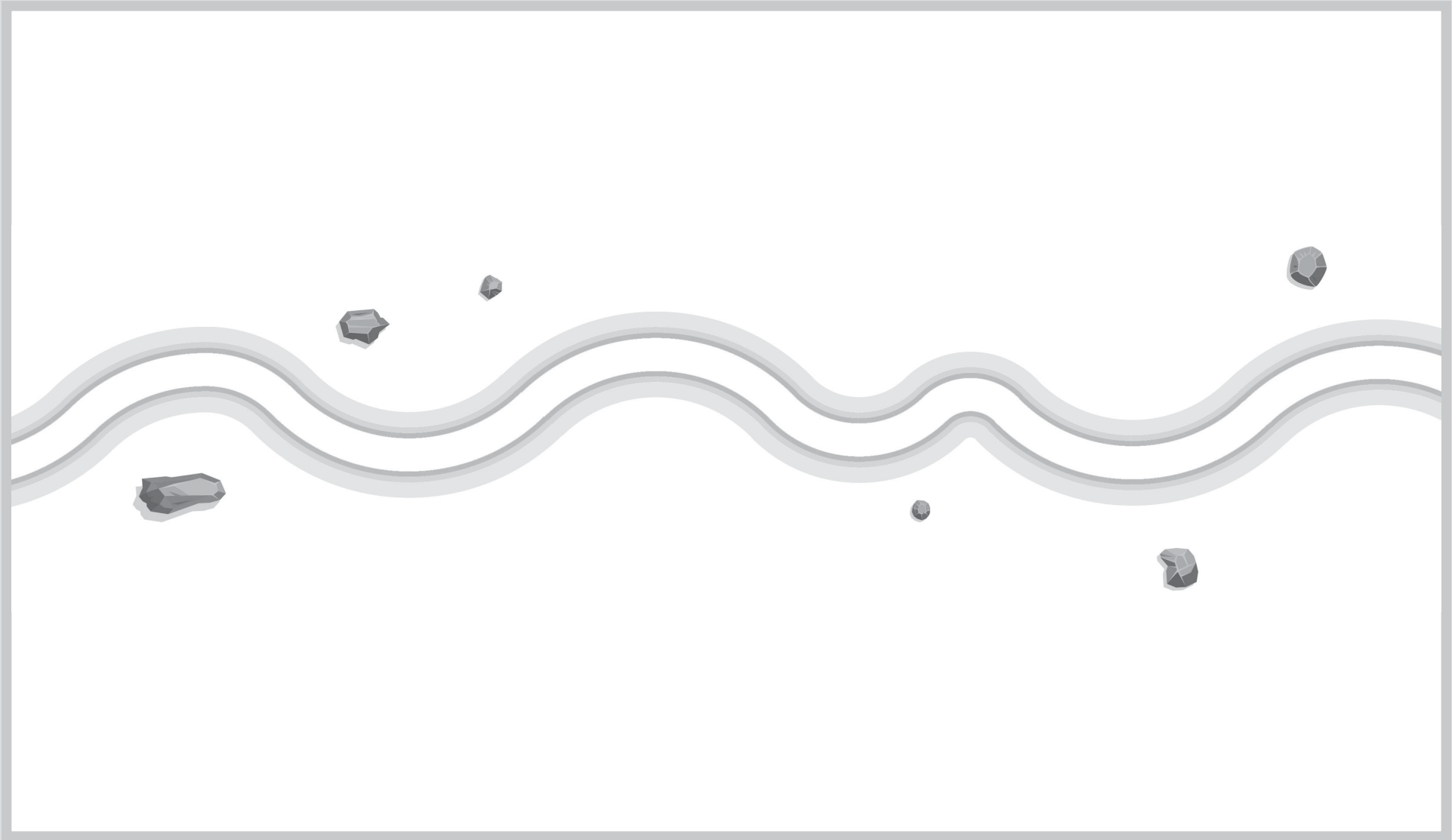
A COACH'S HIERARCHY OF NEEDS



COACH

THE INVERTED ASCENSION LADDER







COACHING
FUEL



PART TWO

THE SCALABLE COACHING SYSTEM™

CAPTURE

MAXIMIZE LEAD FLOW

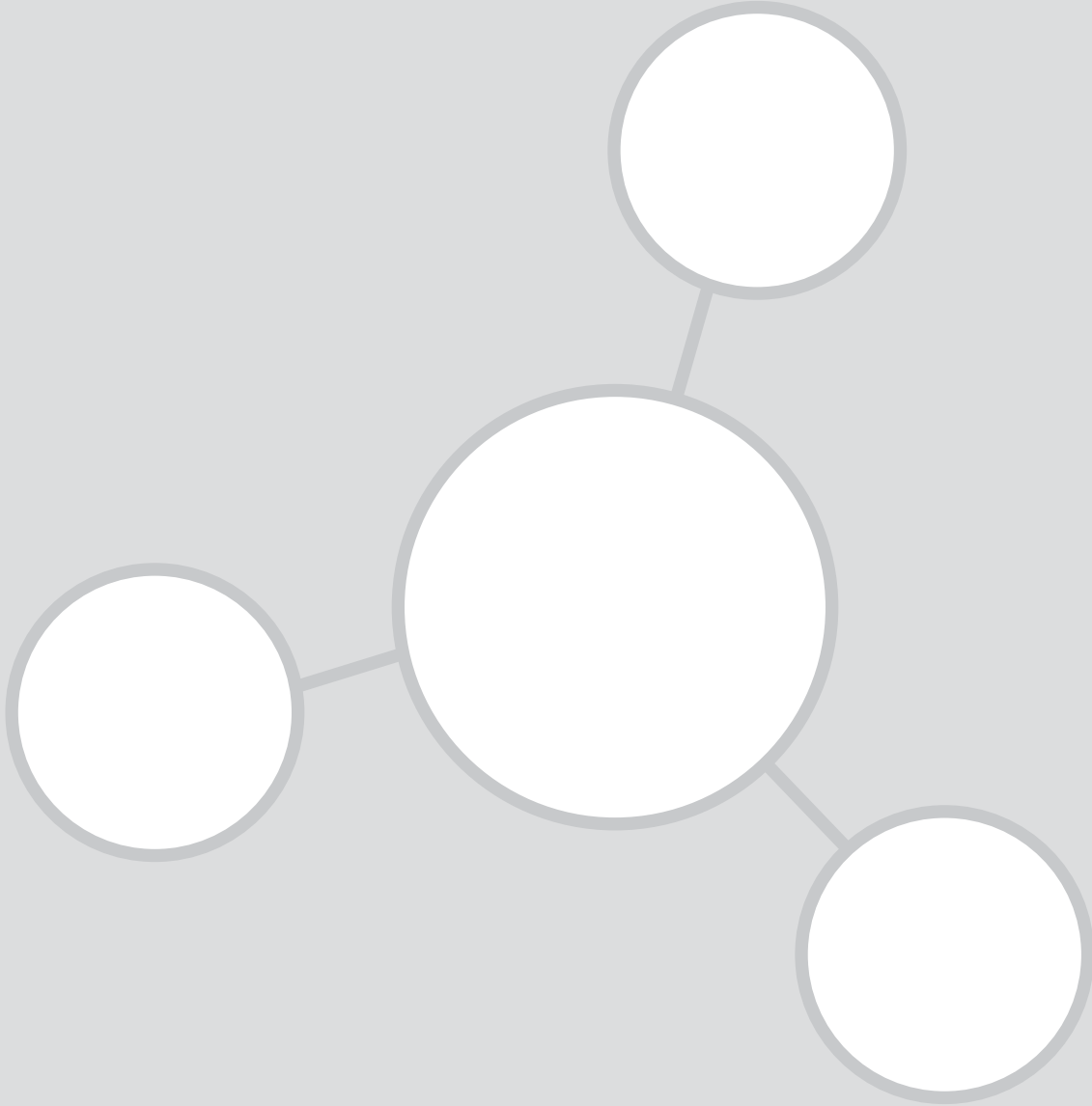
LEAD SURGE METHOD™

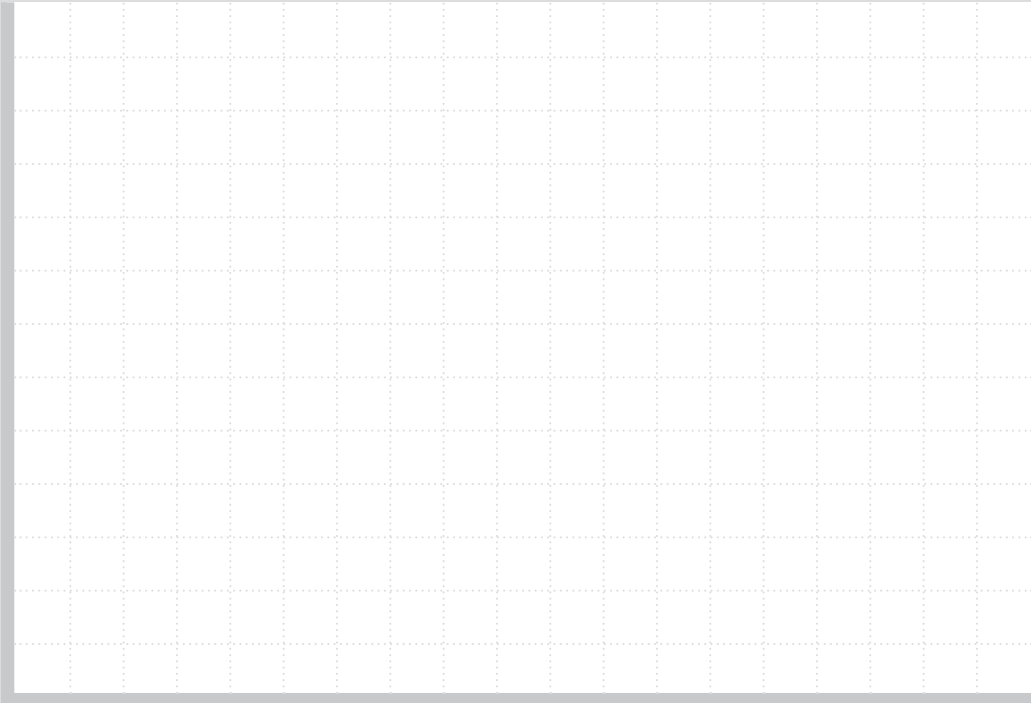
CAPTURE

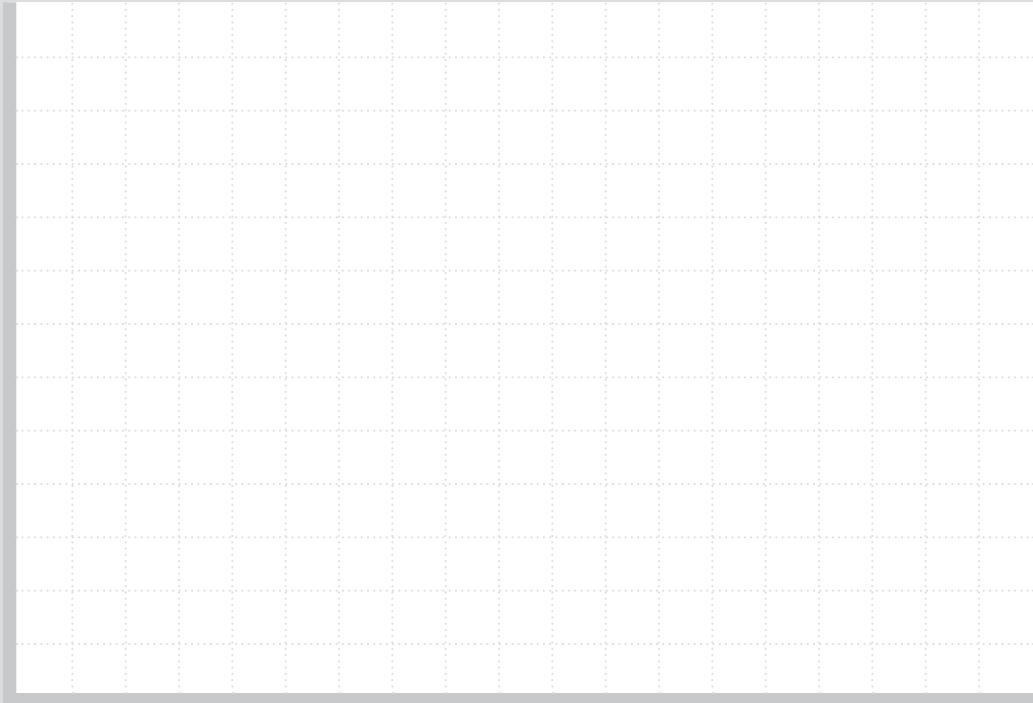
CLOSE

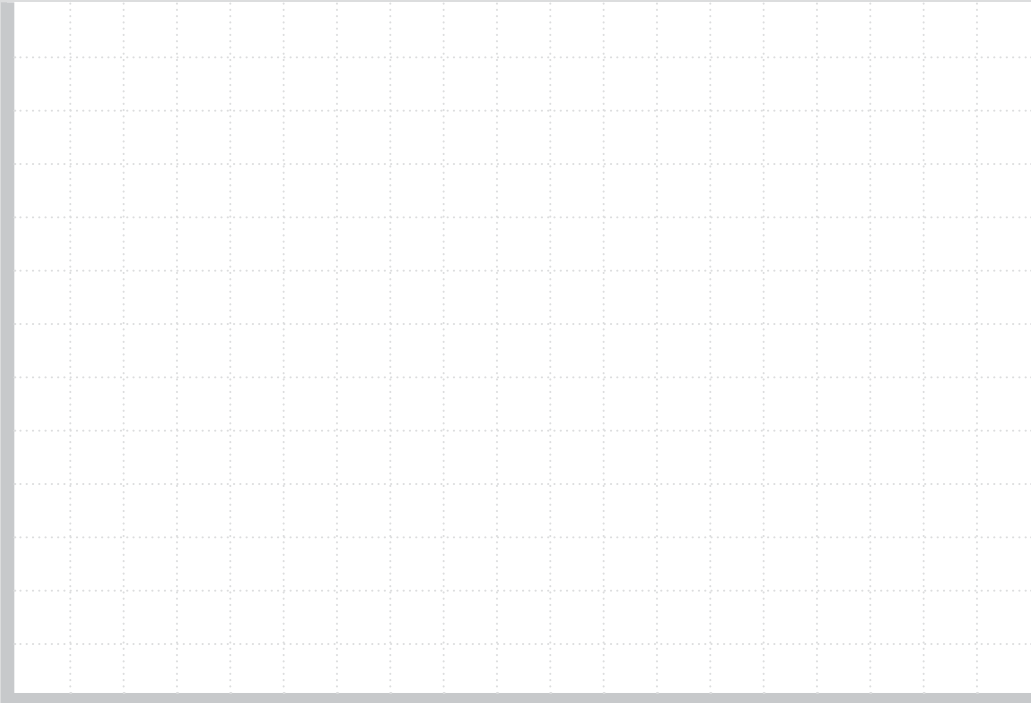
CAPTURE
YOUR LEADS PIPELINE











1. CALCULATE LEAD-TO-SALE RATE

100	Webinar/Event Sign-Ups
x	
20% avg.	% That Show-Up
=	
20 avg.	People that Show Up
x	
20% avg.	% That Book a Call
=	
4 avg.	People Book a Call
x	
50% avg.	% That Purchase
=	
2 avg.	Sales per 100 Leads

2. CALCULATE REQUIRED CLIENTS

	Desired Monthly Income
÷	
	Primary Offer Price Point
=	
	Monthly Clients Required

3. CALCULATE REQUIRED LEADS & COST

	Monthly Clients Required
÷	
	Sales per 100 Leads
x	
100	
=	
	Required Leads per Month
x	
\$10 avg.	Avg. Cost per Lead
=	
	Required Ad Spend (monthly)*

*This estimated monthly ad spend will result in the passive lead flow required to hit your desired income each month consistently and predictably, exclusively from advertising.

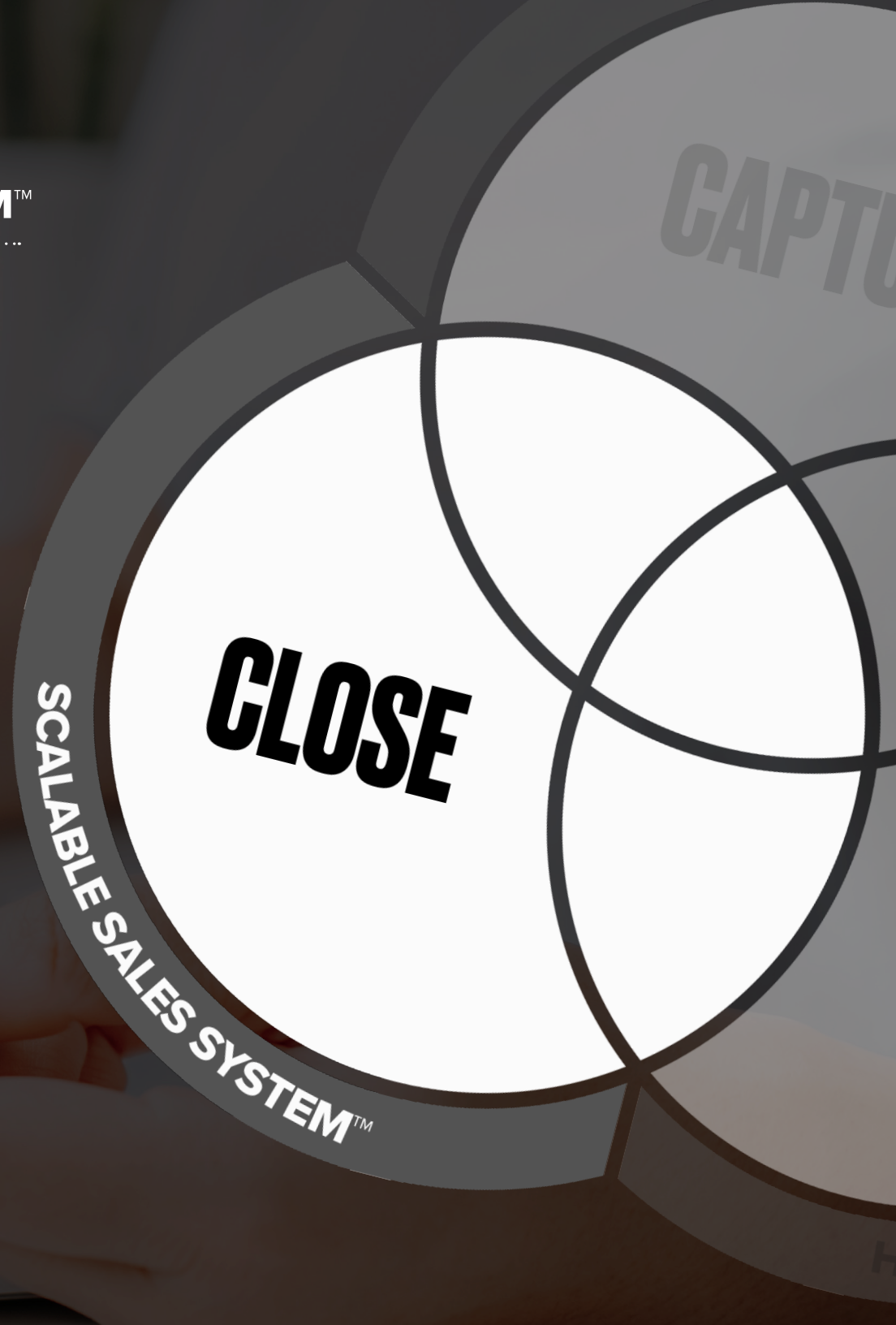


PART THREE

THE SCALABLE COACHING SYSTEM™

CLOSE

AUTOMATED SALES




CLOSE


THE SEVEN-FIGURE SEPARATOR


Page 20

Case No.	Case Name	Case Type	Case Status	Case Date	Case Location	Case Description	Case Action	Case Result	Case Comment
1	Case 1	Case Type 1	Case Status 1	Case Date 1	Case Location 1	Case Description 1	Case Action 1	Case Result 1	Case Comment 1
2	Case 2	Case Type 2	Case Status 2	Case Date 2	Case Location 2	Case Description 2	Case Action 2	Case Result 2	Case Comment 2
3	Case 3	Case Type 3	Case Status 3	Case Date 3	Case Location 3	Case Description 3	Case Action 3	Case Result 3	Case Comment 3
4	Case 4	Case Type 4	Case Status 4	Case Date 4	Case Location 4	Case Description 4	Case Action 4	Case Result 4	Case Comment 4
5	Case 5	Case Type 5	Case Status 5	Case Date 5	Case Location 5	Case Description 5	Case Action 5	Case Result 5	Case Comment 5
6	Case 6	Case Type 6	Case Status 6	Case Date 6	Case Location 6	Case Description 6	Case Action 6	Case Result 6	Case Comment 6
7	Case 7	Case Type 7	Case Status 7	Case Date 7	Case Location 7	Case Description 7	Case Action 7	Case Result 7	Case Comment 7
8	Case 8	Case Type 8	Case Status 8	Case Date 8	Case Location 8	Case Description 8	Case Action 8	Case Result 8	Case Comment 8
9	Case 9	Case Type 9	Case Status 9	Case Date 9	Case Location 9	Case Description 9	Case Action 9	Case Result 9	Case Comment 9
10	Case 10	Case Type 10	Case Status 10	Case Date 10	Case Location 10	Case Description 10	Case Action 10	Case Result 10	Case Comment 10
11	Case 11	Case Type 11	Case Status 11	Case Date 11	Case Location 11	Case Description 11	Case Action 11	Case Result 11	Case Comment 11
12	Case 12	Case Type 12	Case Status 12	Case Date 12	Case Location 12	Case Description 12	Case Action 12	Case Result 12	Case Comment 12
13	Case 13	Case Type 13	Case Status 13	Case Date 13	Case Location 13	Case Description 13	Case Action 13	Case Result 13	Case Comment 13
14	Case 14	Case Type 14	Case Status 14	Case Date 14	Case Location 14	Case Description 14	Case Action 14	Case Result 14	Case Comment 14
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40	Case 40	Case Type 40	Case Status 40	Case Date 40	Case Location 40	Case Description 40	Case Action 40	Case Result 40	Case Comment 40
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COACHING
FUEL





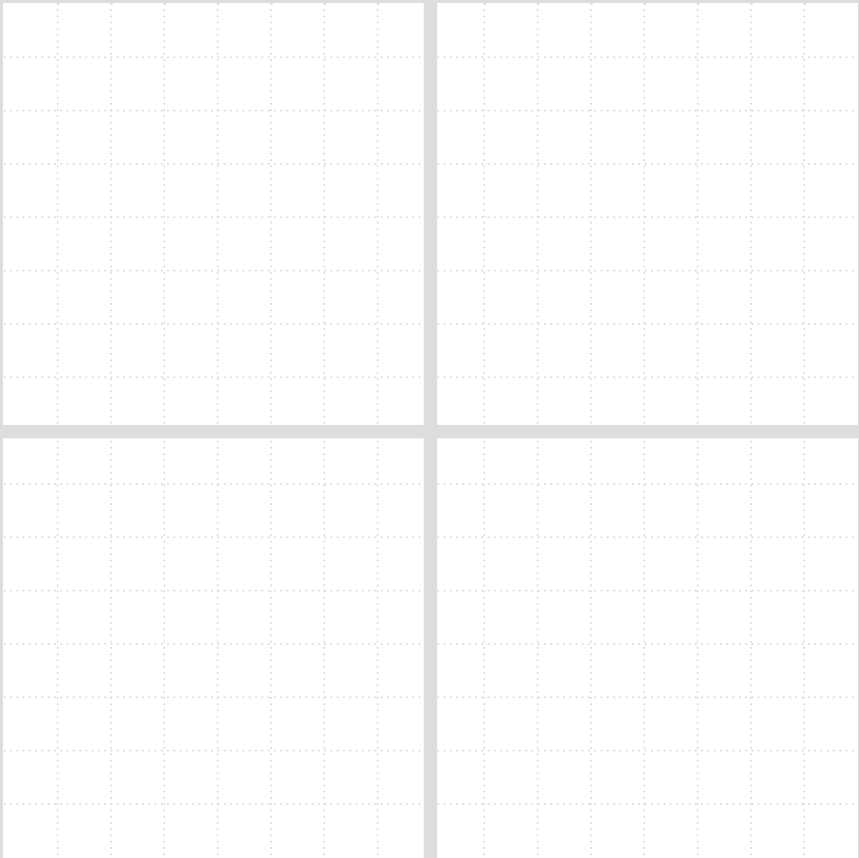








ATTENTION QUALITY:SCALABILITY MODEL



The Manual Mess



The Scalable Coaching Model



