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

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COACHING
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THE SCALABLE COACHING SYSTEM™

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SCALABILITY SCORE™

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

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

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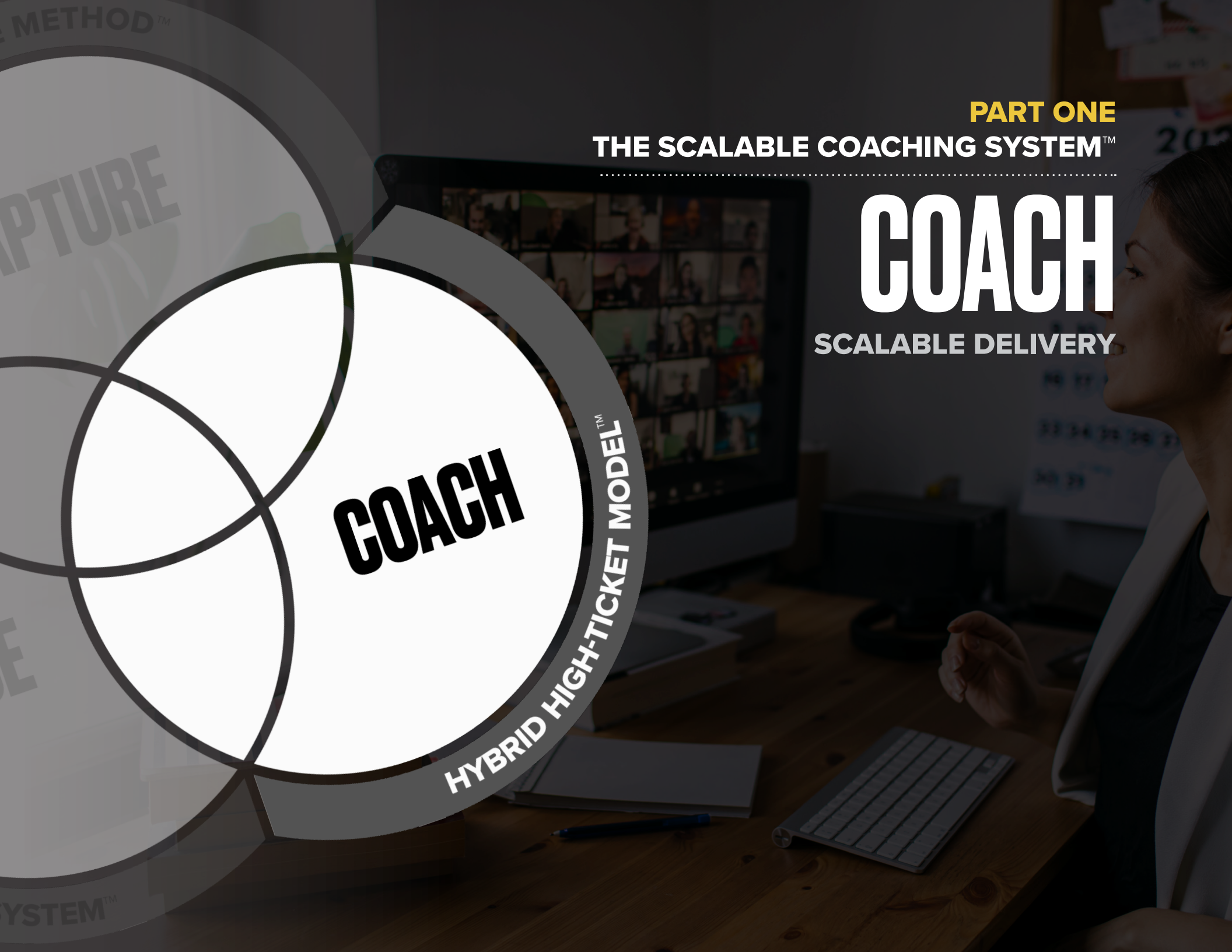

PART ONE

THE SCALABLE COACHING SYSTEM™

COACH

SCALABLE DELIVERY

COACHING BUSINESS MODELS

The Manual Coaching Model

The Scalable Coaching Model

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A COACH'S HIERARCHY OF NEEDS

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THE INVERTED ASCENSION LADDER

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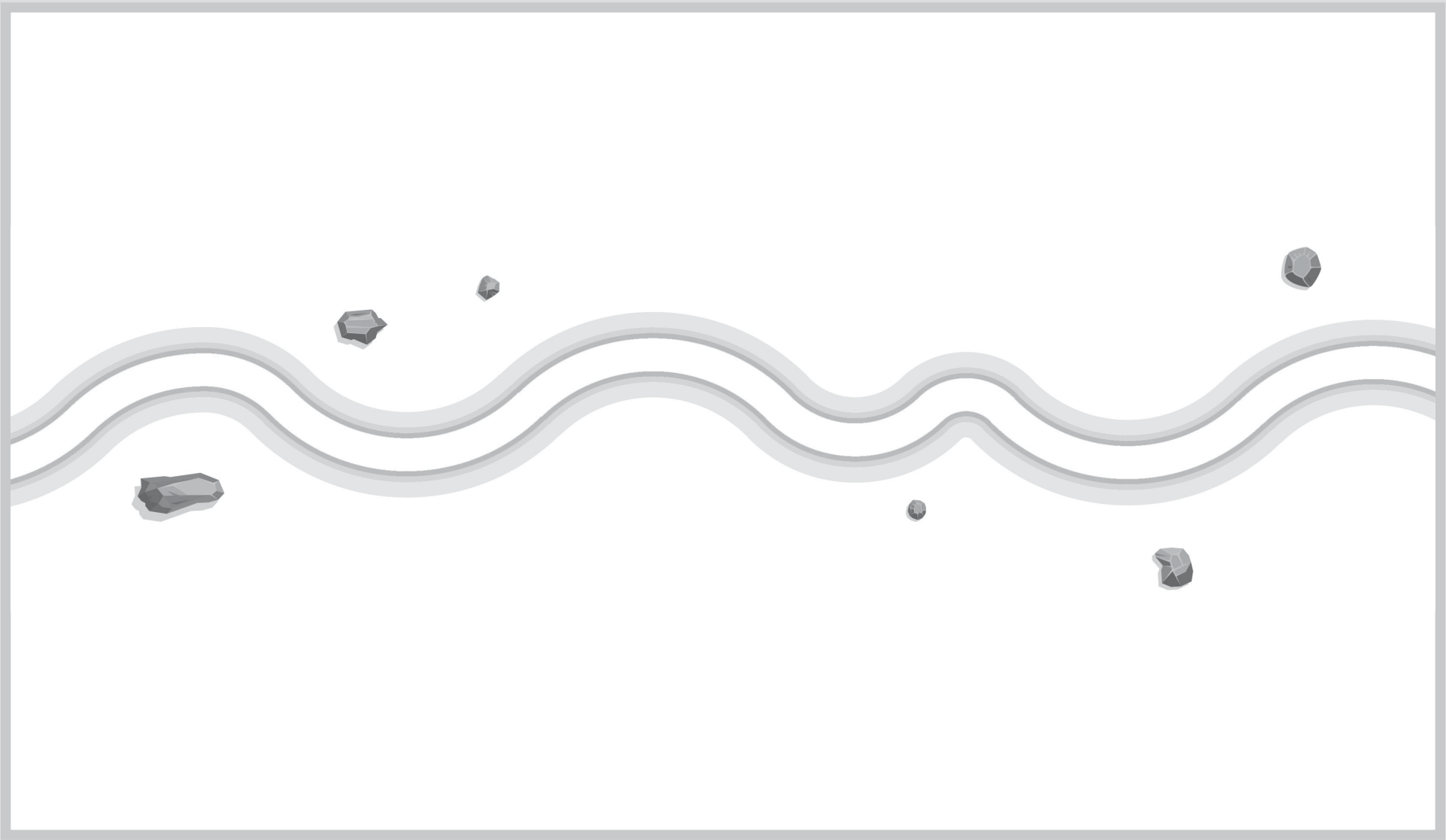
BE THE BRIDGE



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FREEDOM:IMPACT MODEL

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THE TRANSFORMATION TRIANGLE™

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PART TWO

THE SCALABLE COACHING SYSTEM™

CAPTURE

MAXIMIZE LEAD FLOW

CAPTURE

YOUR LEADS PIPELINE

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THE LEAD SURGE METHOD™

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LEAD SOURCE: FREE

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LEAD SOURCE: PARTNERS

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LEAD SOURCE: ADVERTISING

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AD BUDGET CALCULATOR

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 consistantly and predictibly, exclusively from advertising.

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PART THREE

THE SCALABLE COACHING SYSTEM™

CLOSE

AUTOMATED SALES

THE SEVEN-FIGURE SEPARATOR

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SALES MULTIPLIED

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ATTENTION QUALITY:SCALABILITY MODEL

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THE TWO PATHS

The Manual Mess

The Scalable Coaching Model

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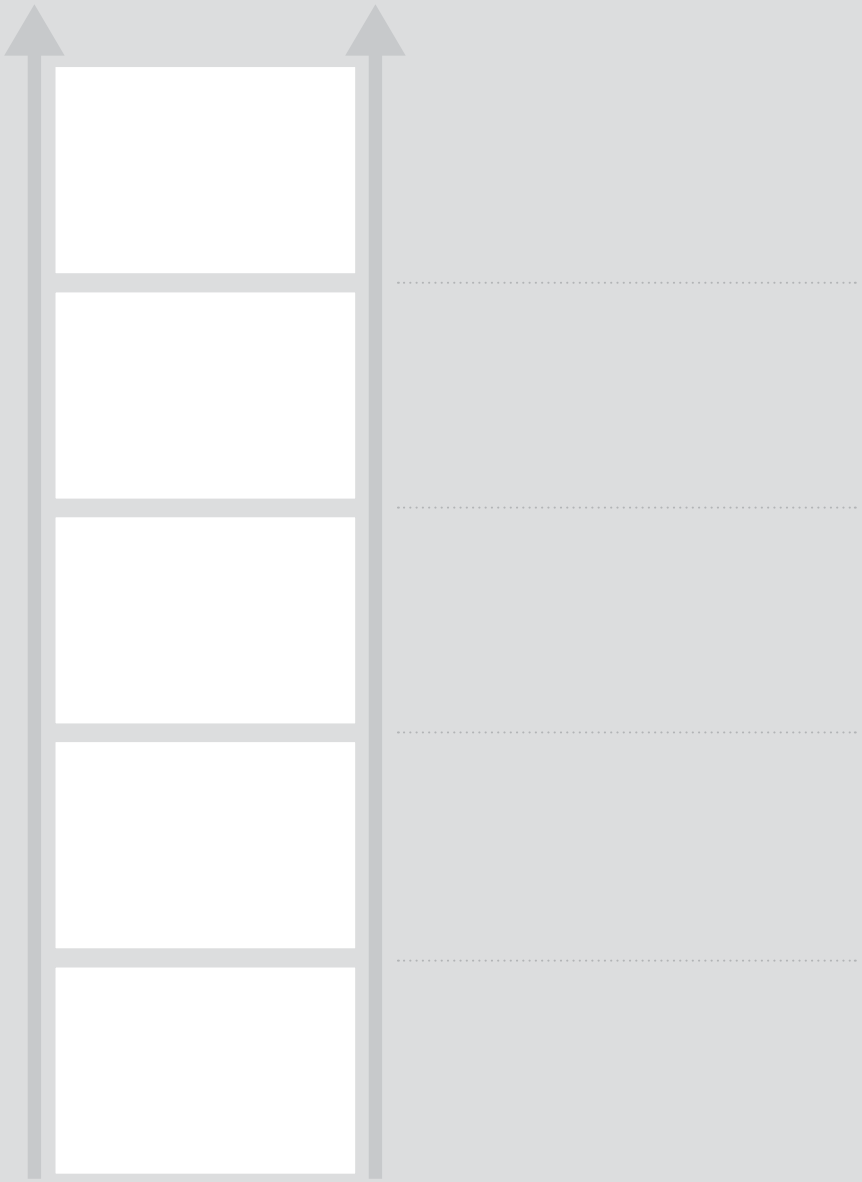
THE MILLION DOLLAR LADDER™



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