

LIVE EVENT

THE SCALABLE SALES SYSTEM

Create, Deliver, and Sell a Premium-Priced Group Coaching Program Year-Round Without Sales Calls, Social Media Hustle, or Launches



Serve More Clients



Scale Up Your Income



Stop Grinding



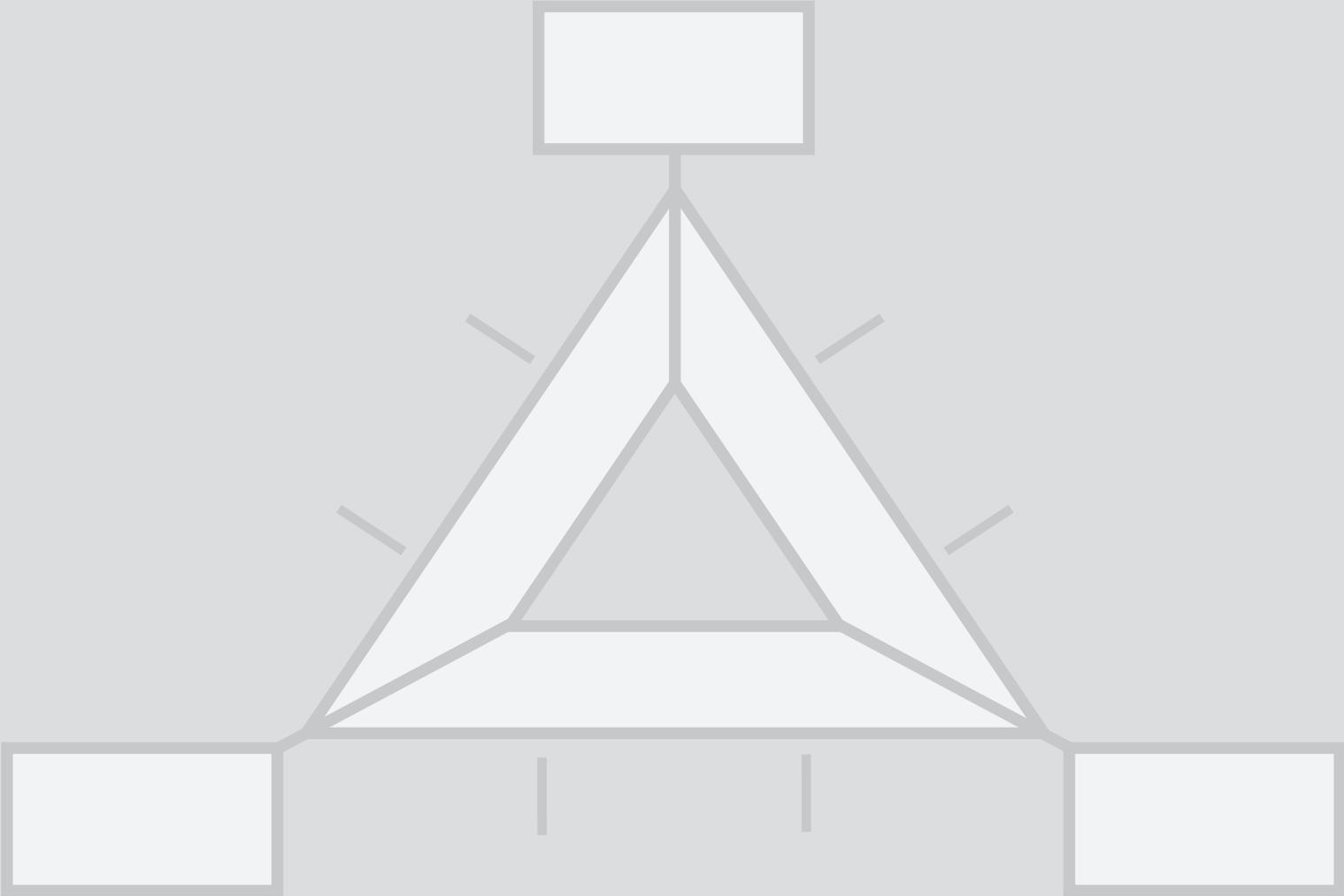
COACHING
FUEL

Event Packet & Worksheets



SEVEN-FIGURE
COACH CAMP





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 | 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 |

THE IMPLEMENTATION PLAN

Create Your 90-Day Roadmap

| Category | Priority 1 | Priority 2 | Priority 3 |
|------------------------|------------|------------|------------|
| Scalable Sales System™ | | | |
| Capture | | | |
| Close | | | |
| Coach | | | |



CAPTURE YOUR LEADS PIPELINE



CAPTURE 3P'S WORKSHEET

| PEOPLE | | | PROBLEM | PROMISE |
|------------------|--------------|-----------|---------------------------------|---------------------------------|
| Past Client Name | | | Frustrations (Present Problems) | Wants (Present Promise) |
| Demographics | | | | |
| Psychographics | | | Fears (Future Problems) | Desires (Future Promise) |
| Liked them? | Helped them? | They pay? | The Block (Problem Defined) | Achievement (Promise Fulfilled) |



CAPTURE LEAD FLOW CALCULATOR

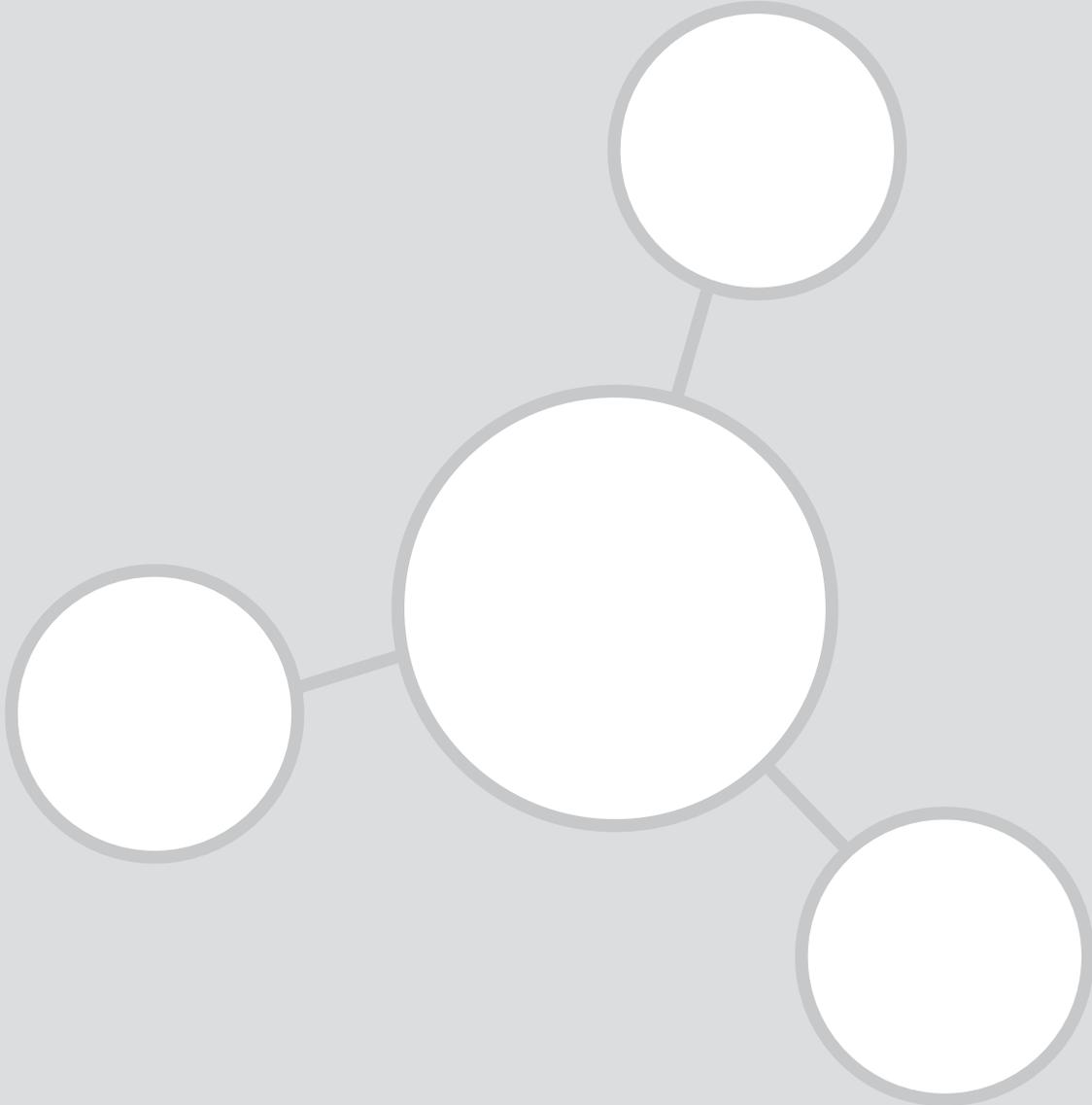
I. CALCULATE REQUIRED CLIENTS

$$\begin{array}{l} \text{[Grey Box]} \text{ Desired Monthly Income} \\ \div \\ \text{[Grey Box]} \text{ Primary Offer Price Point} \\ = \\ \text{[Dashed Blue Box]} \text{ Monthly Clients Required} \end{array}$$

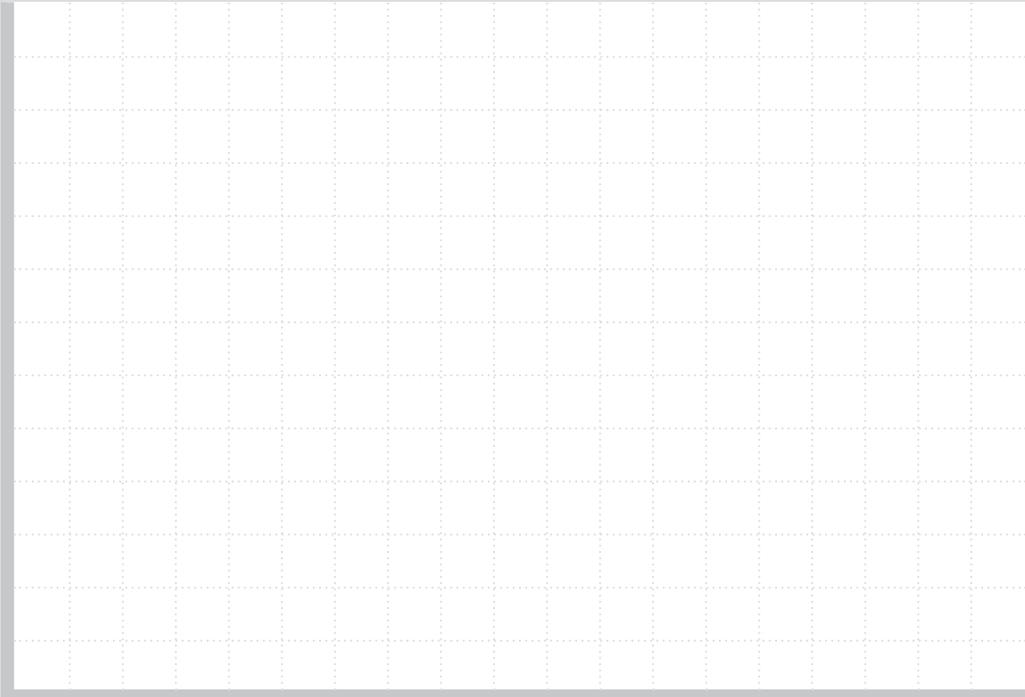
2. CALCULATE REQUIRED LEADS

$$\begin{array}{l} \text{[Blue Box]} \text{ Monthly Clients Required} \\ \div \\ \text{[Red Box]} \text{ 2 avg. Sales per 100 Leads} \\ \times \\ \text{[Grey Box]} \text{ 100} \\ = \\ \text{[Green Box]} \text{ Required Leads per Month} \end{array}$$

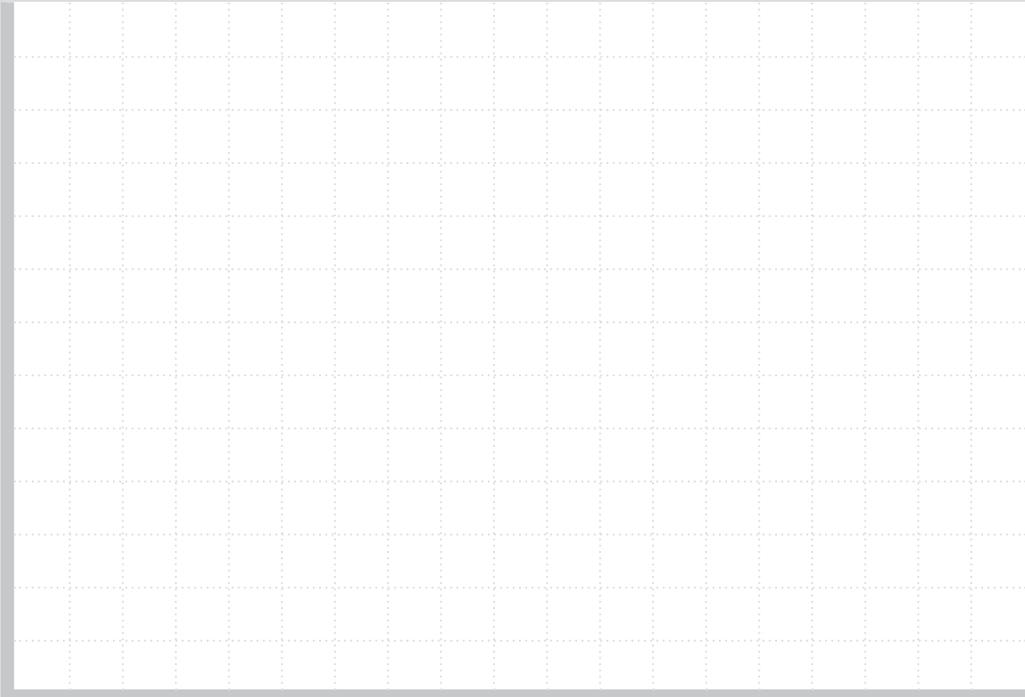
CAPTURE
THE LEAD SURGE METHOD™



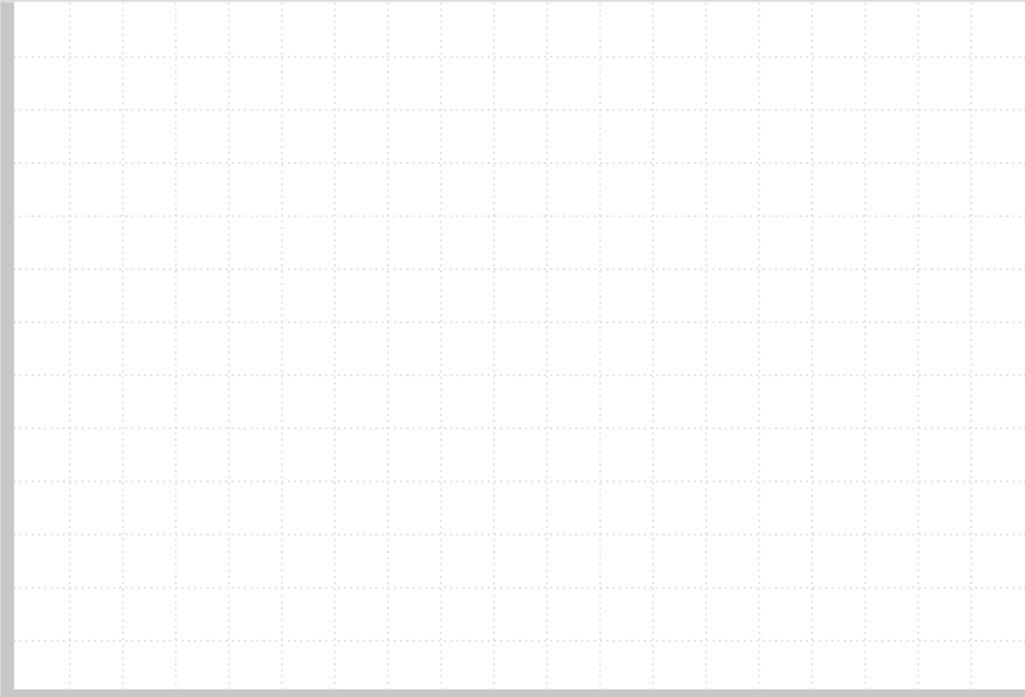
LEAD SOURCE: PARTNERSHIPS



LEAD SOURCE: PAID ADVERTISING



LEAD SOURCE: CONTENT MARKETING



CAPTURE AD BUDGET CALCULATOR

1. CALCULATE LEAD-TO-SALE RATE

| | |
|----------|------------------------|
| 100 | Digital 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

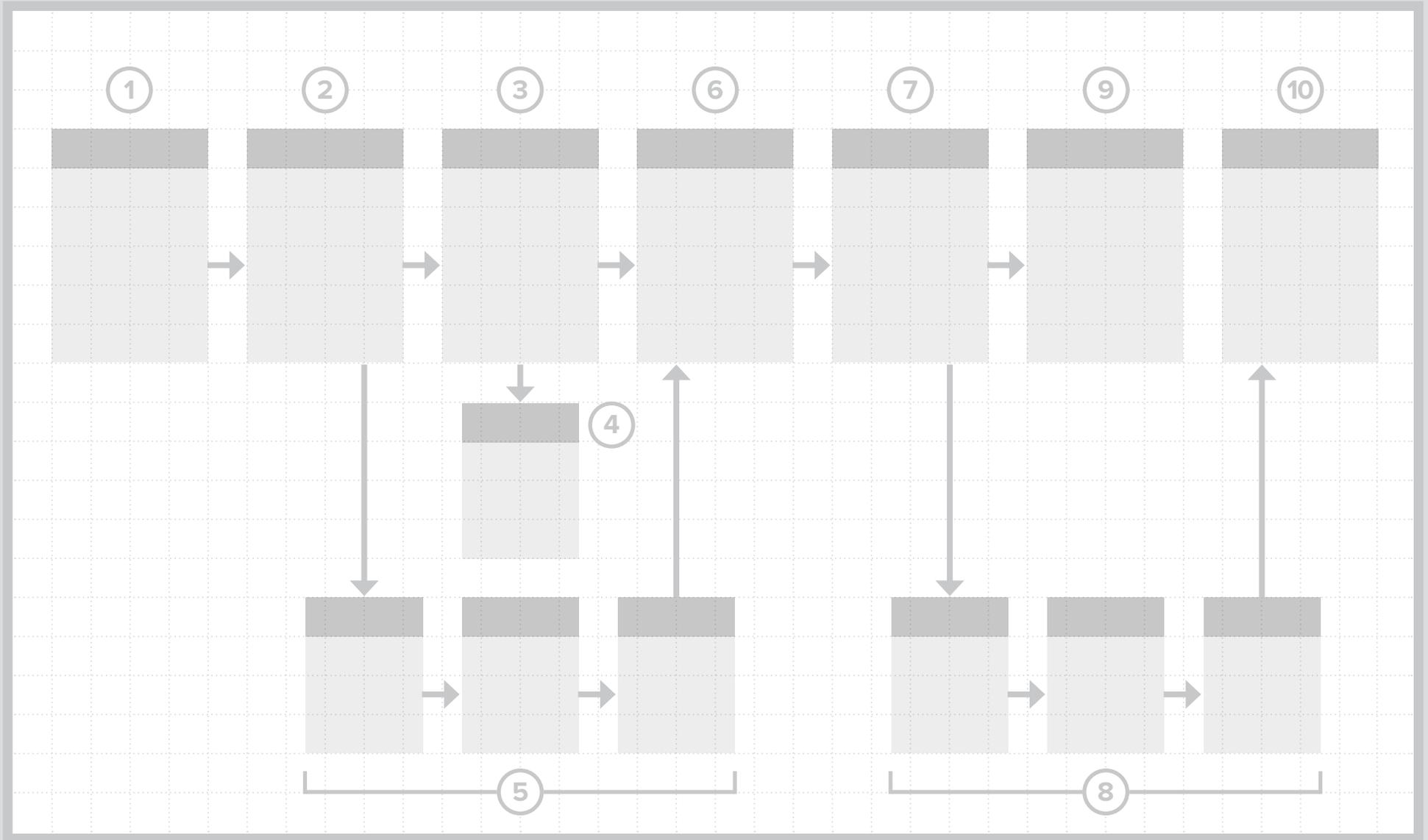
| | |
|-----------|------------------------------|
| | Monthly Clients Required |
| ÷ | |
| | Sales per 100 Leads |
| x | |
| 100 | |
| = | |
| | Required Leads per Month |
| x | |
| \$12 avg. | Avg. Cost per Lead |
| = | |
| | Required Ad Spend (monthly)* |

*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.

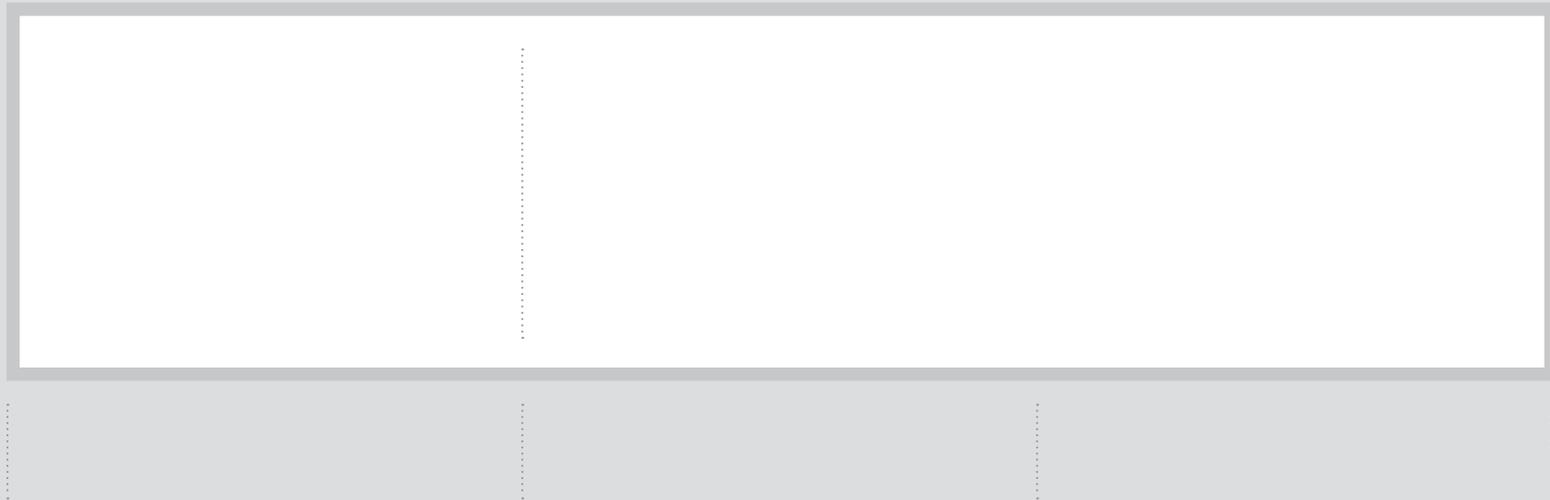
THE SEVEN-FIGURE SEPARATOR

A large rectangular area with a solid top and bottom border and a solid middle horizontal line. The top and bottom sections are divided into three horizontal rows each by dotted lines, providing a template for writing.

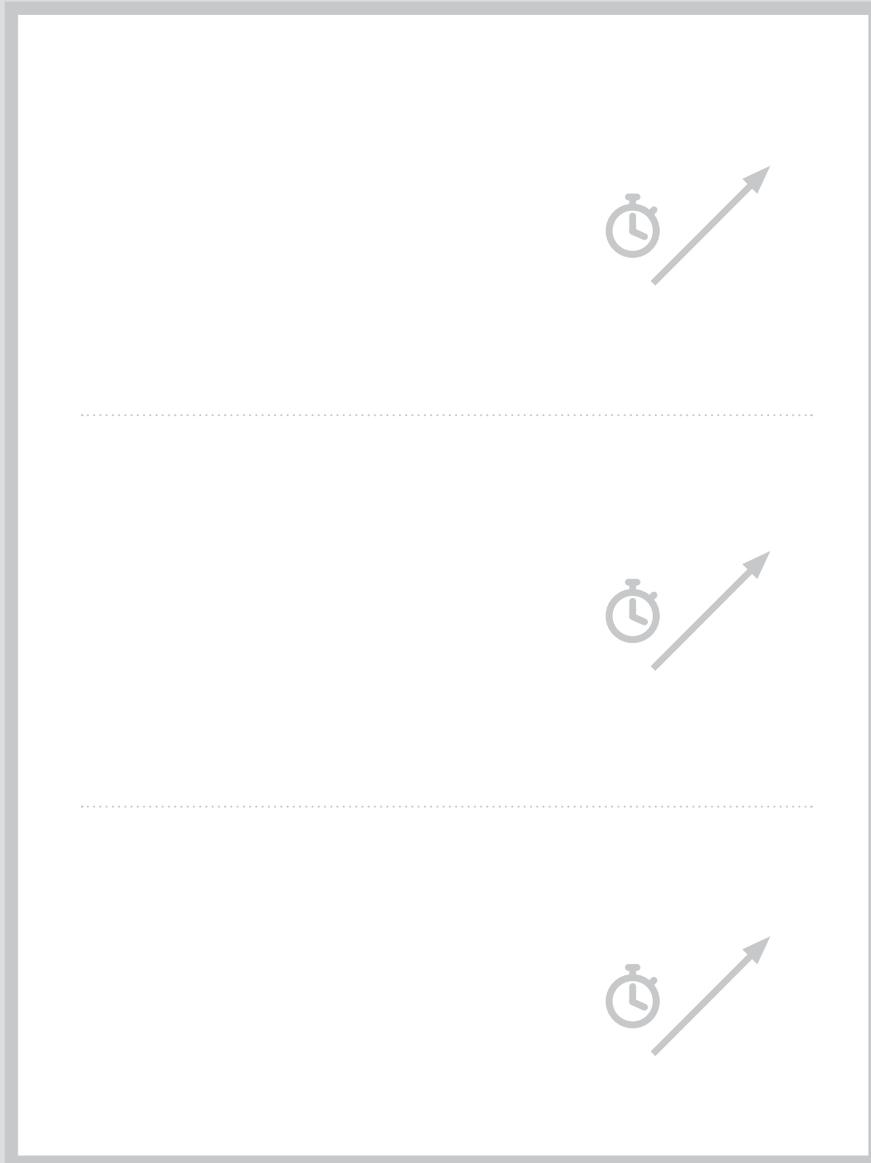
MICROWAVE METHOD



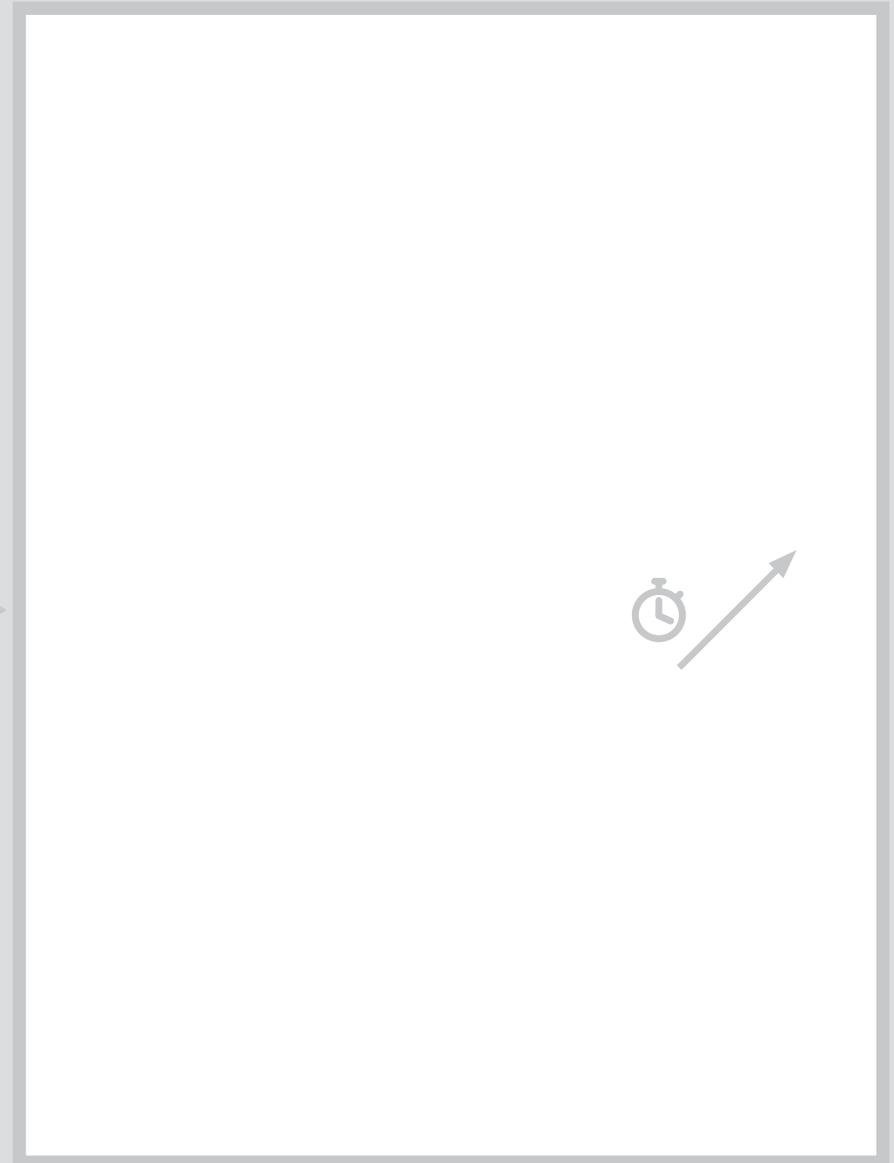
SALES SCALABILITY THRESHOLD



CLOSE SALES MULTIPLIED



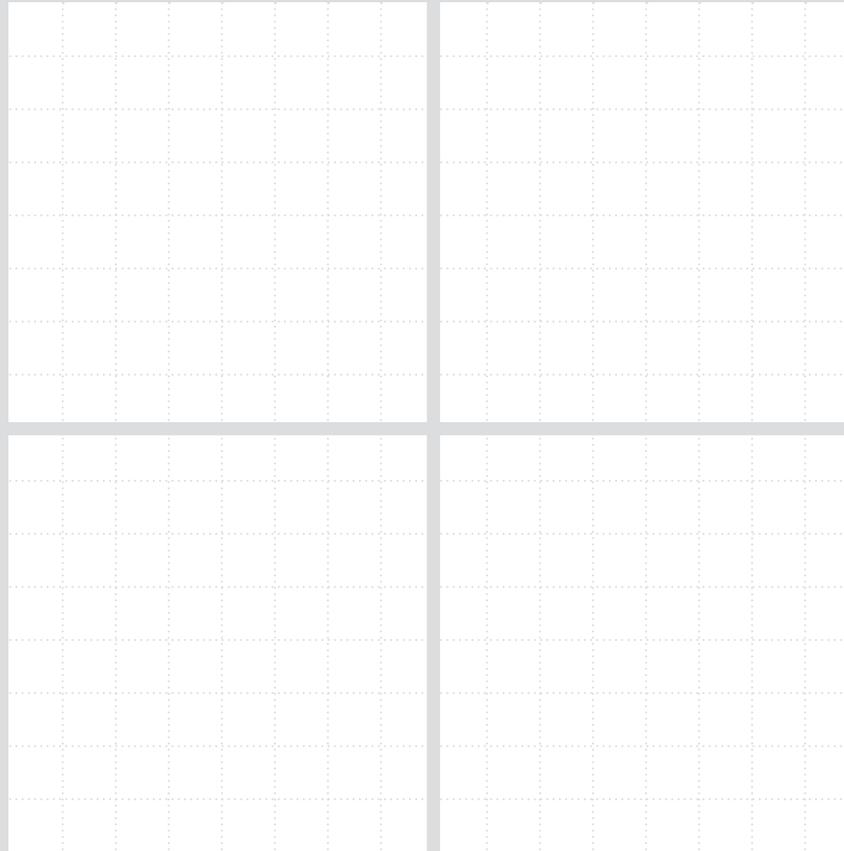
The left panel shows a worksheet template with three rows. Each row contains a stopwatch icon and an upward-pointing arrow. The first and second rows are separated by a horizontal dotted line, and the second and third rows are also separated by a horizontal dotted line.



The right panel shows a single row of the worksheet template, containing a stopwatch icon and an upward-pointing arrow.

CLOSE

ATTENTION QUALITY:SCALABILITY MODEL



COACHING BUSINESS MODELS

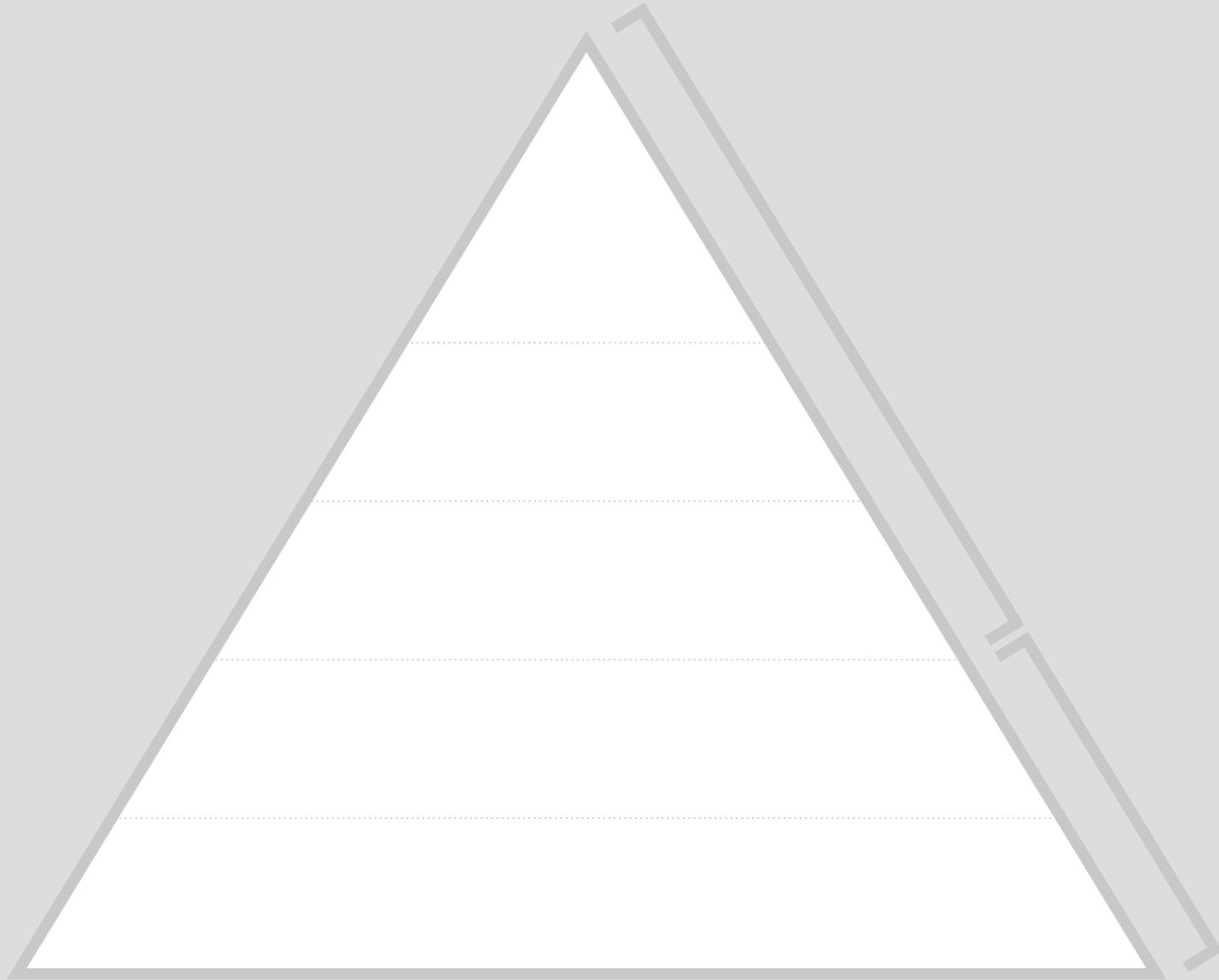
The Manual Coaching Model

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

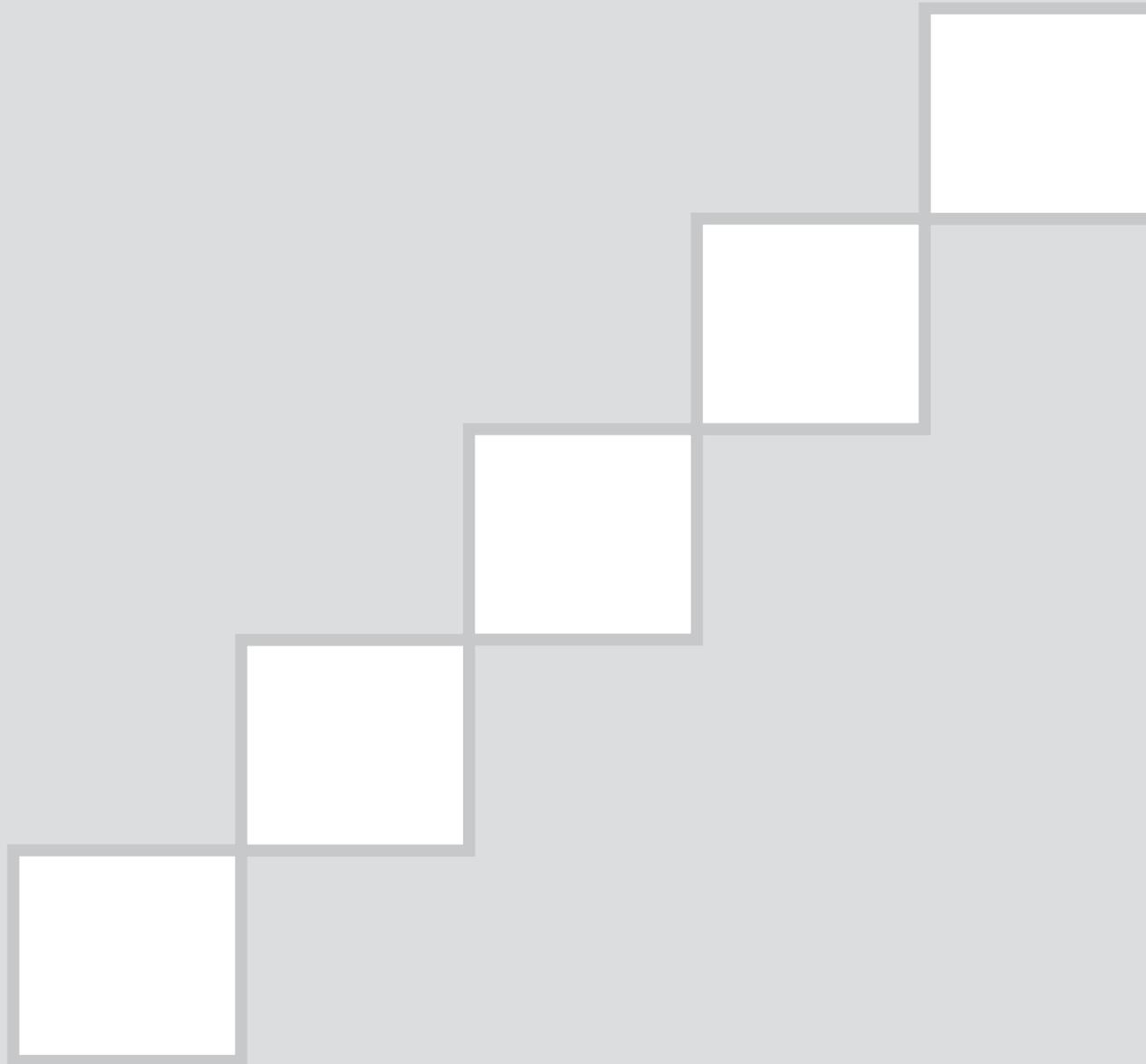
The Scalable Coaching Model

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

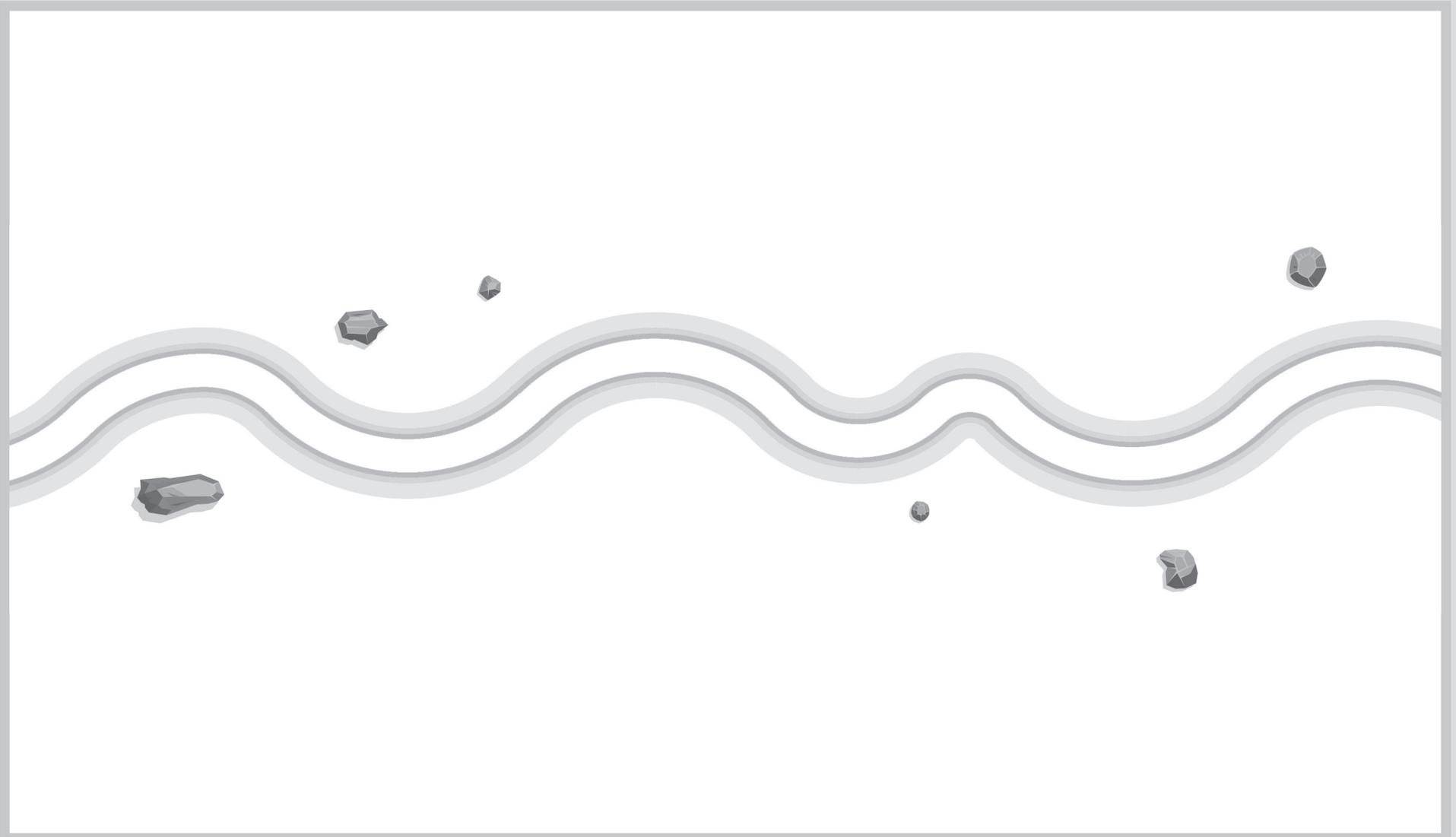
A COACH'S HIERARCHY OF NEEDS



THE INVERTED ASCENSION LADDER



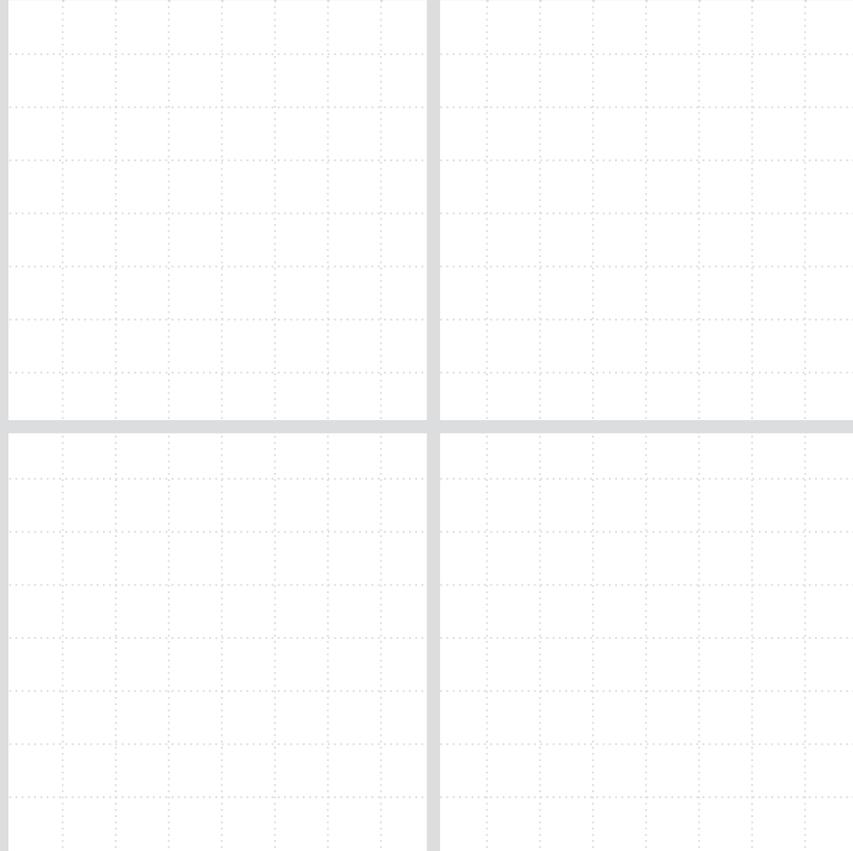
COACH BE THE BRIDGE



COACH DELIVERY METHOD

| METHOD |  |  |  | BEST FOR... |
|--------|--|---|---|-------------|
| | | | | |
| | | | | |
| | | | | |

FREEDOM:IMPACT MODEL



COACH TRANSFORMATION TRIANGLE

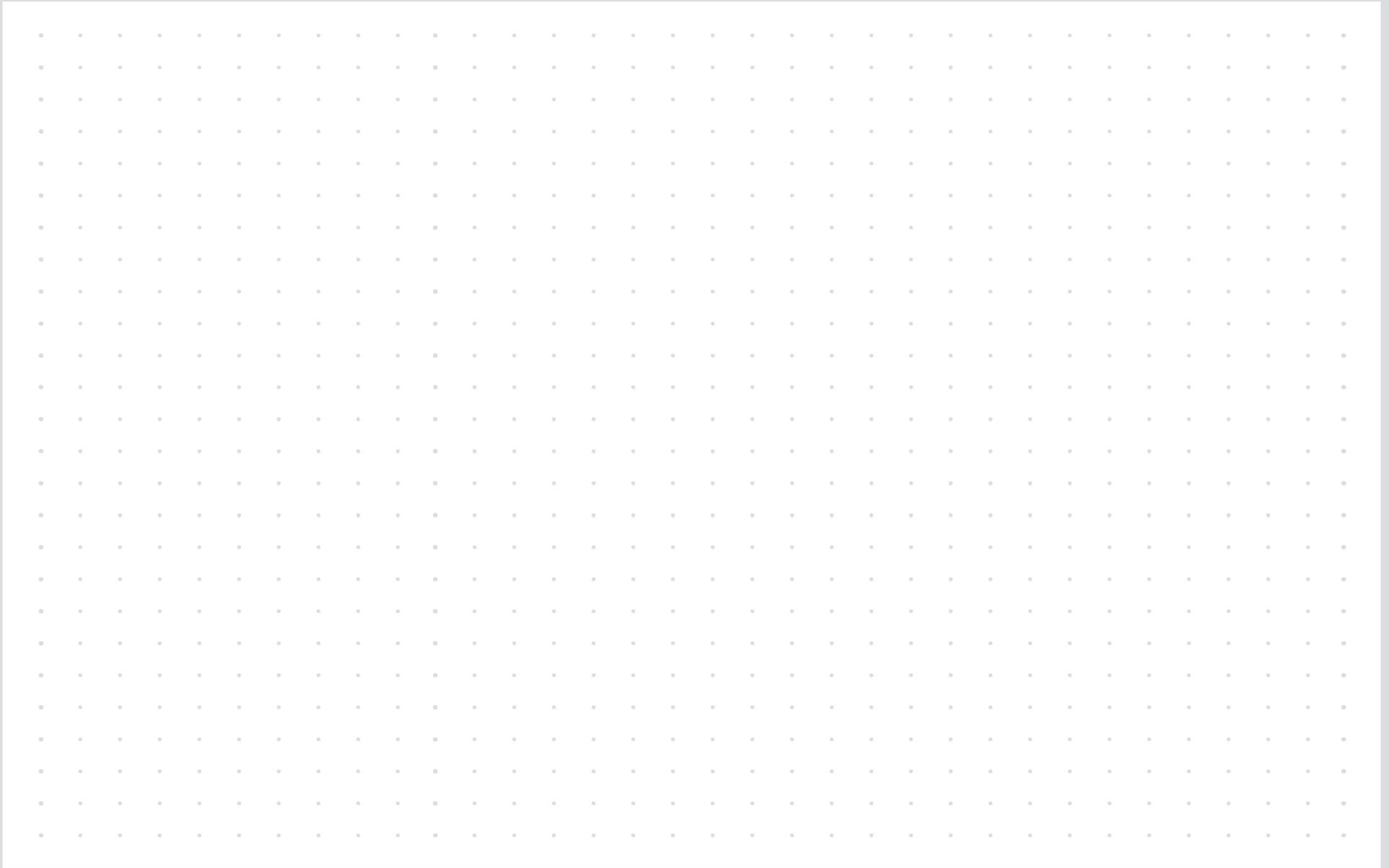


COACH THE LESSON BUILDER

| 1. WHY | | | 2. WHAT | | |
|------------------------------------|--------------|---------|-------------------------------------|----------|-------------|
| Mistakes | Frustrations | Desires | Metaphor/Story | Learn | |
| <input type="checkbox"/> Worksheet | | | <input type="checkbox"/> Assignment | | |
| | | | | | |
| 3. ACTION | | | 4. ACCOUNTABILITY | | |
| | | | Recap | Deadline | Big Picture |

Topic





A large white rectangular area with a light gray dot grid pattern, intended for taking notes.

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