

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

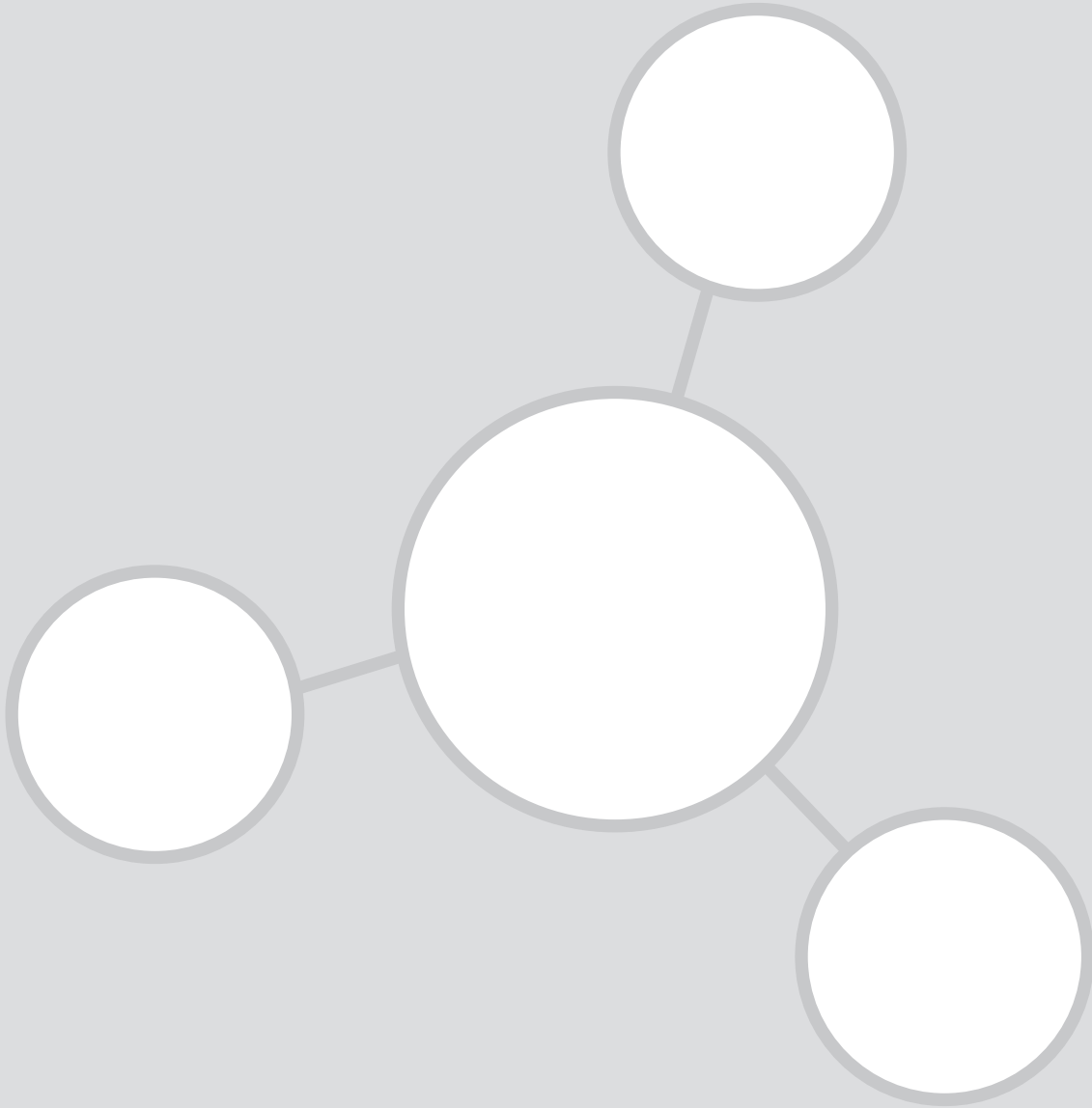
1. CALCULATE REQUIRED CLIENTS

<input type="text"/>	Desired Monthly Income
÷	
<input type="text"/>	Primary Offer Price Point
=	
<input type="text"/>	Monthly Clients Required

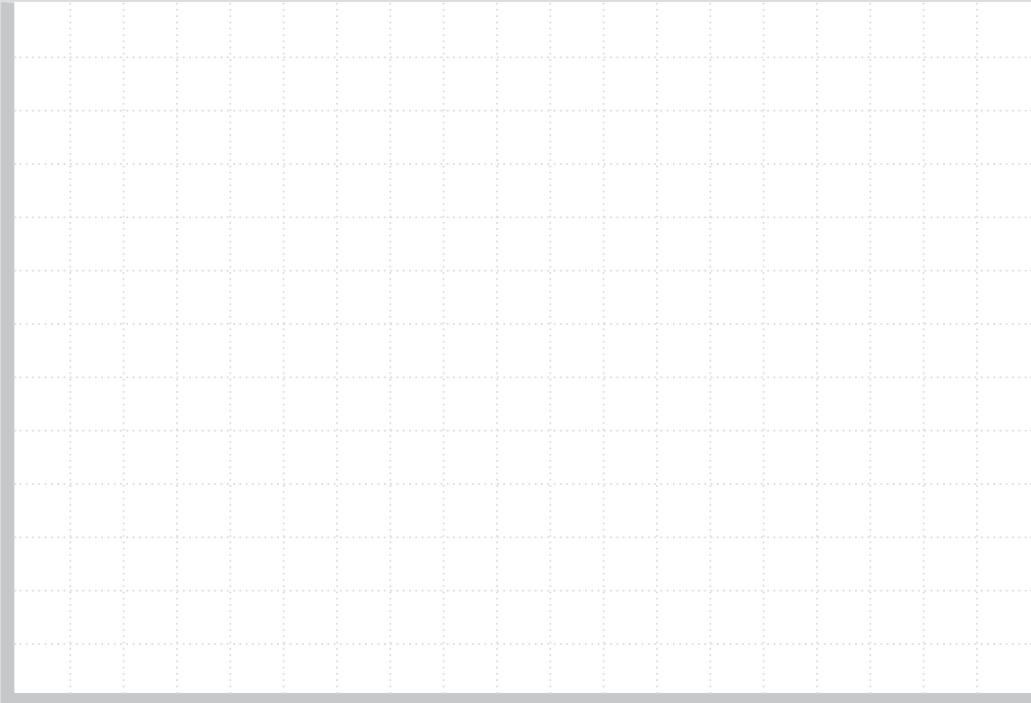
2. CALCULATE REQUIRED LEADS

<input type="text"/>	Monthly Clients Required
÷	
<input type="text" value="2 avg."/>	Sales per 100 Leads
x	
<input type="text" value="100"/>	
=	
<input type="text"/>	Required Leads per Month

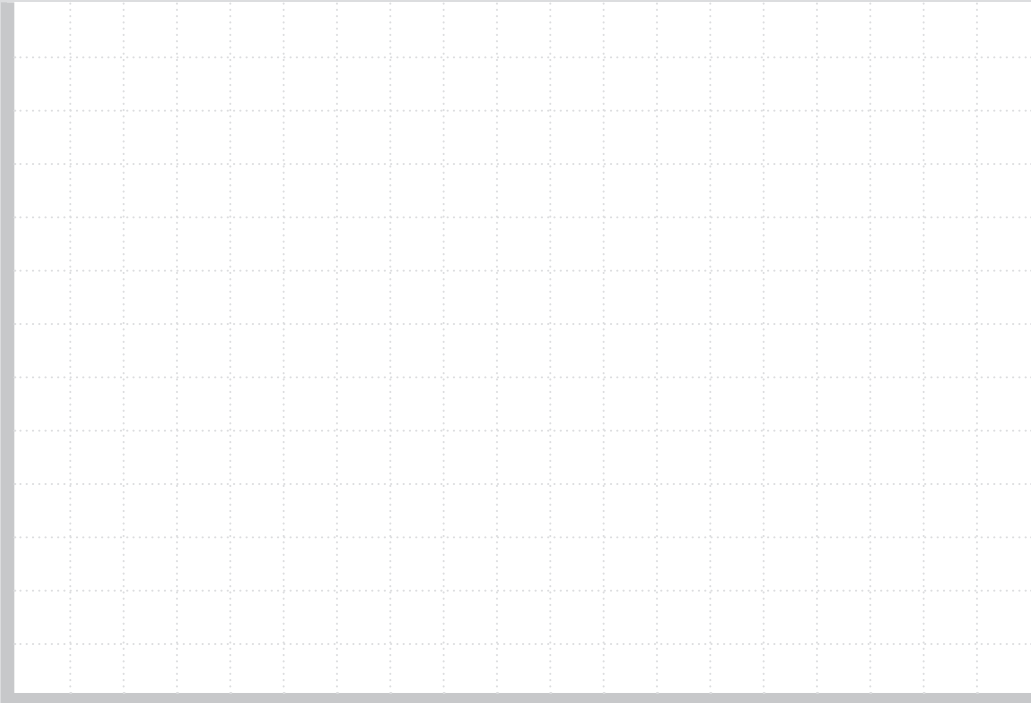
CAPTURE
THE LEAD SURGE METHOD™



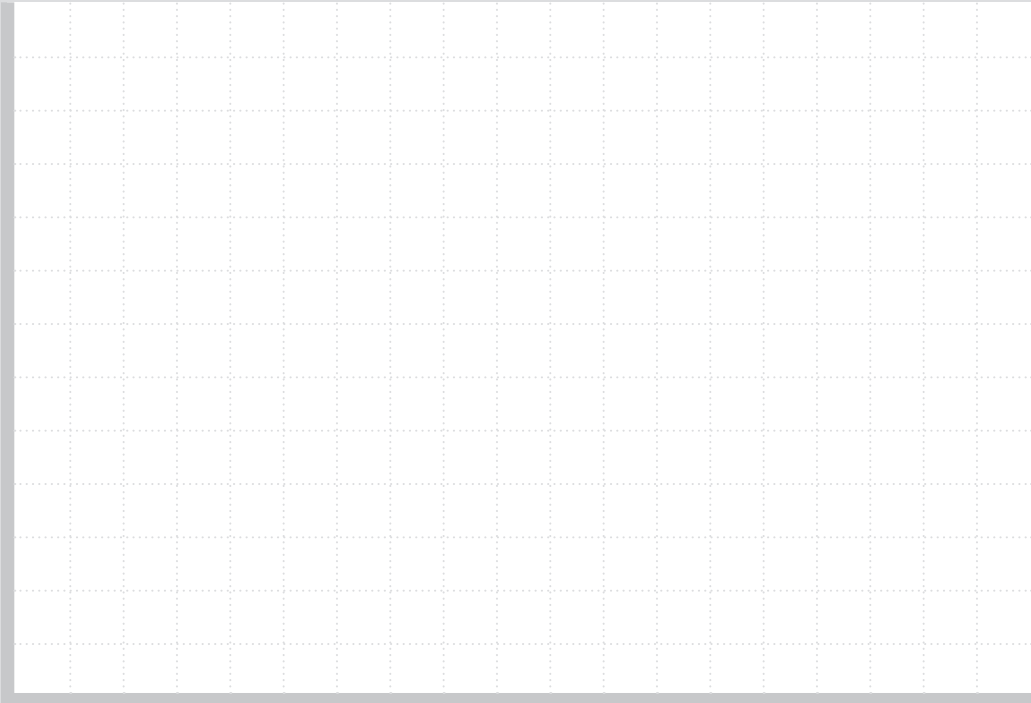
LEAD SOURCE: PARTNERSHIPS



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

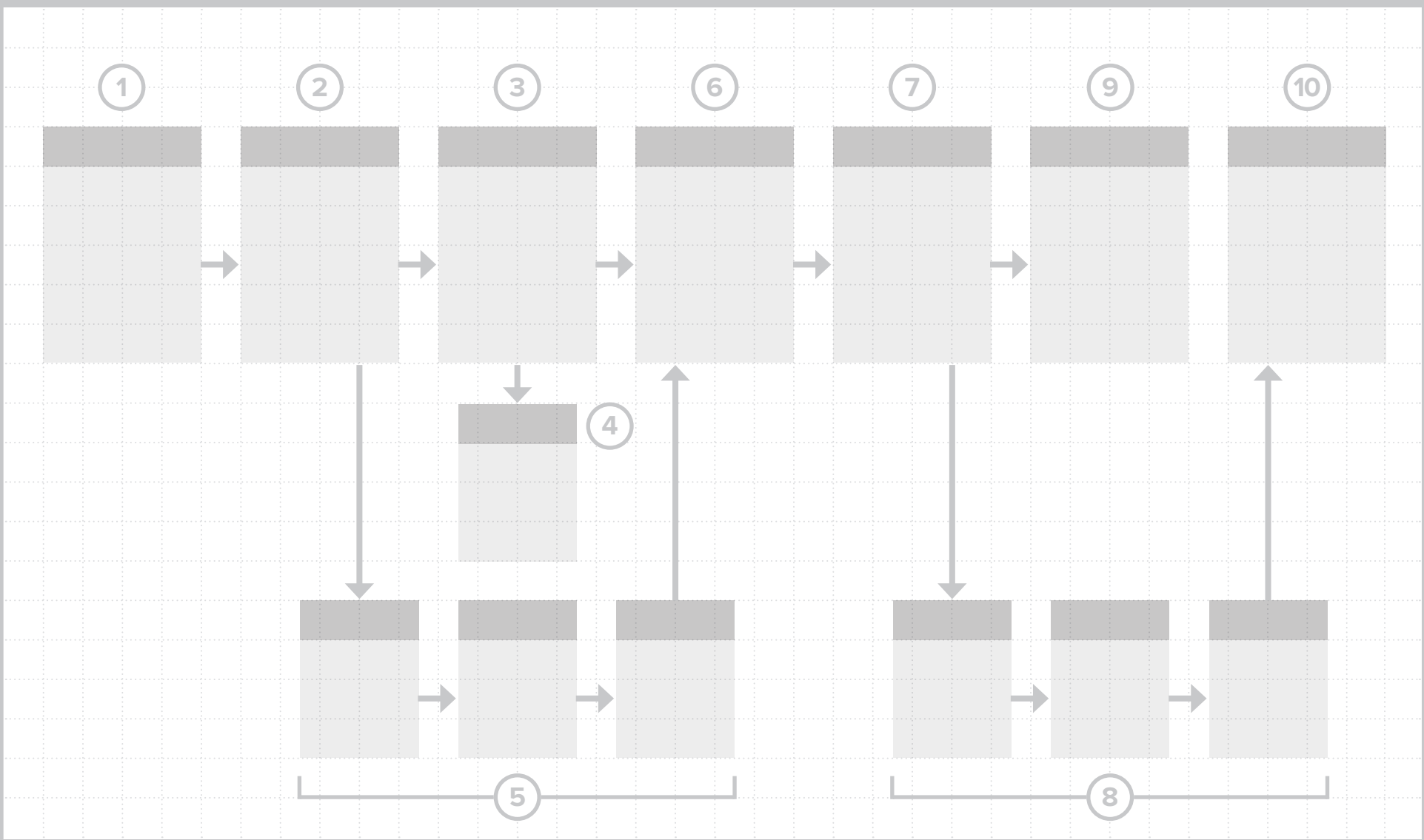
=

Required Ad Spend (monthly)*

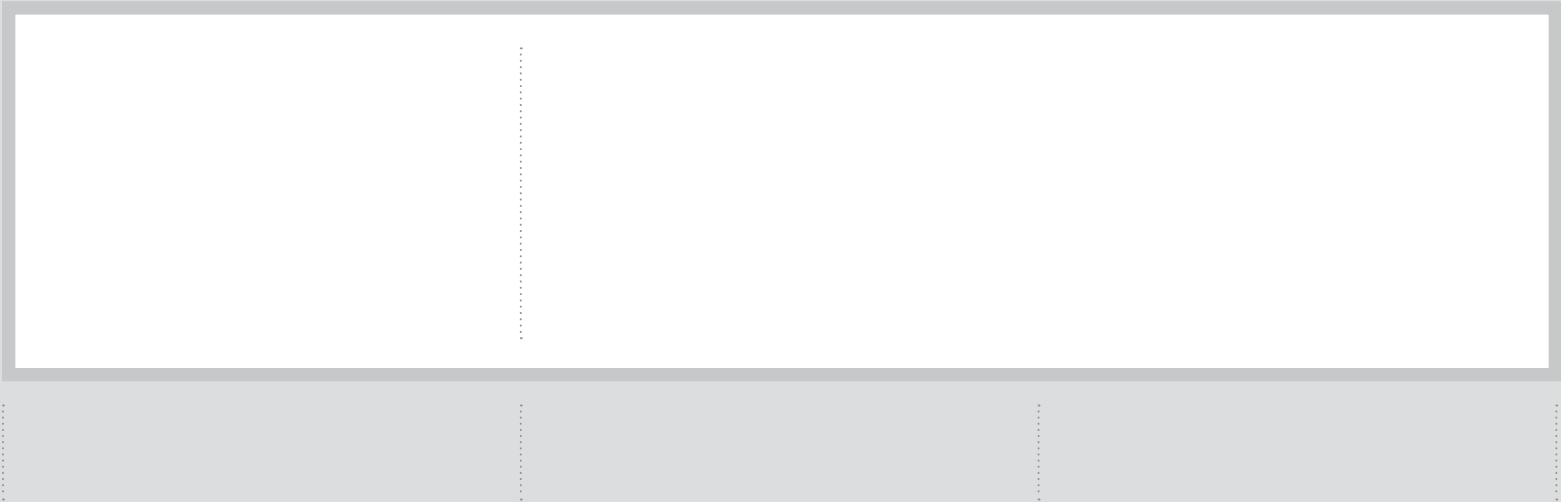
*This estimated monthly ad spend will result in the passive lead flow required to hit your desired income each month consistently and predictably, exclusively from advertising.

CLOSE

MICROWAVE METHOD





SALES SCALABILITY THRESHOLD





CLOSE


SALES MULTIPLIED



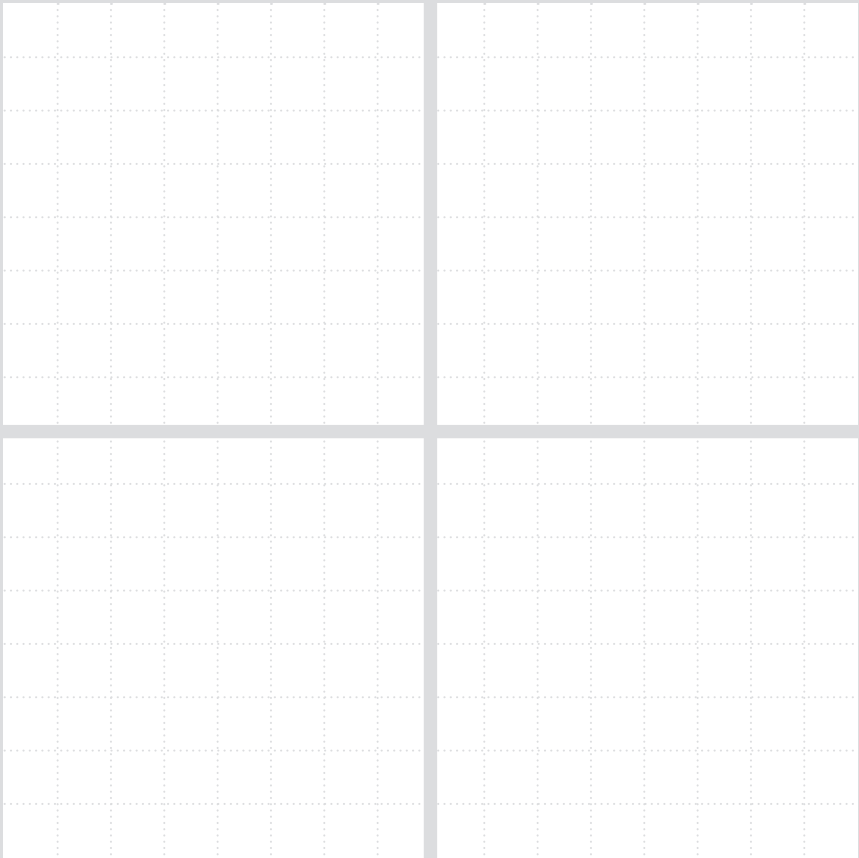








ATTENTION QUALITY:SCALABILITY MODEL



COACH

COACHING BUSINESS MODELS

The Manual Coaching Model

--	--	--	--	--	--	--	--

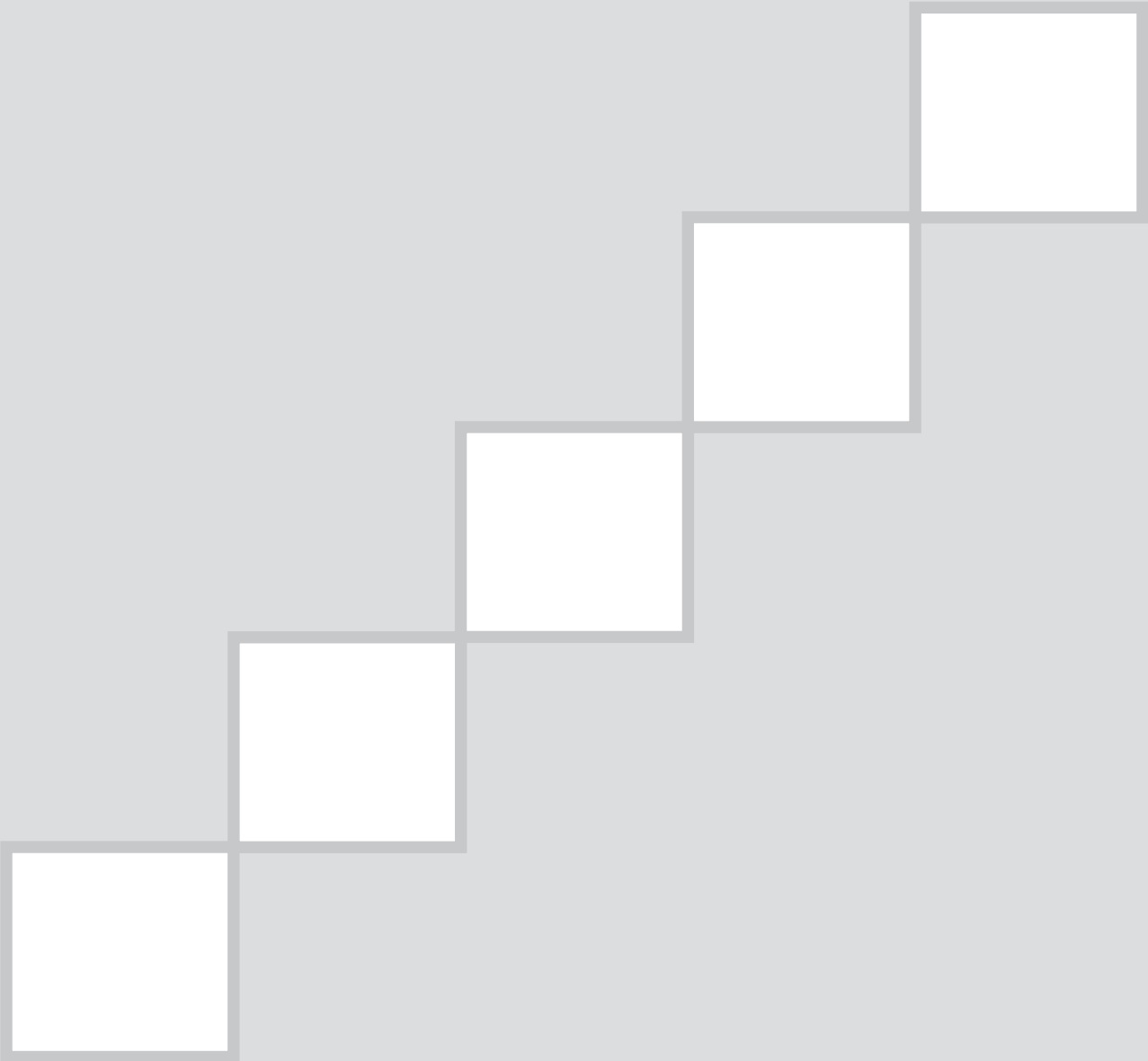
The Scalable Coaching Model

--	--	--	--	--	--	--	--

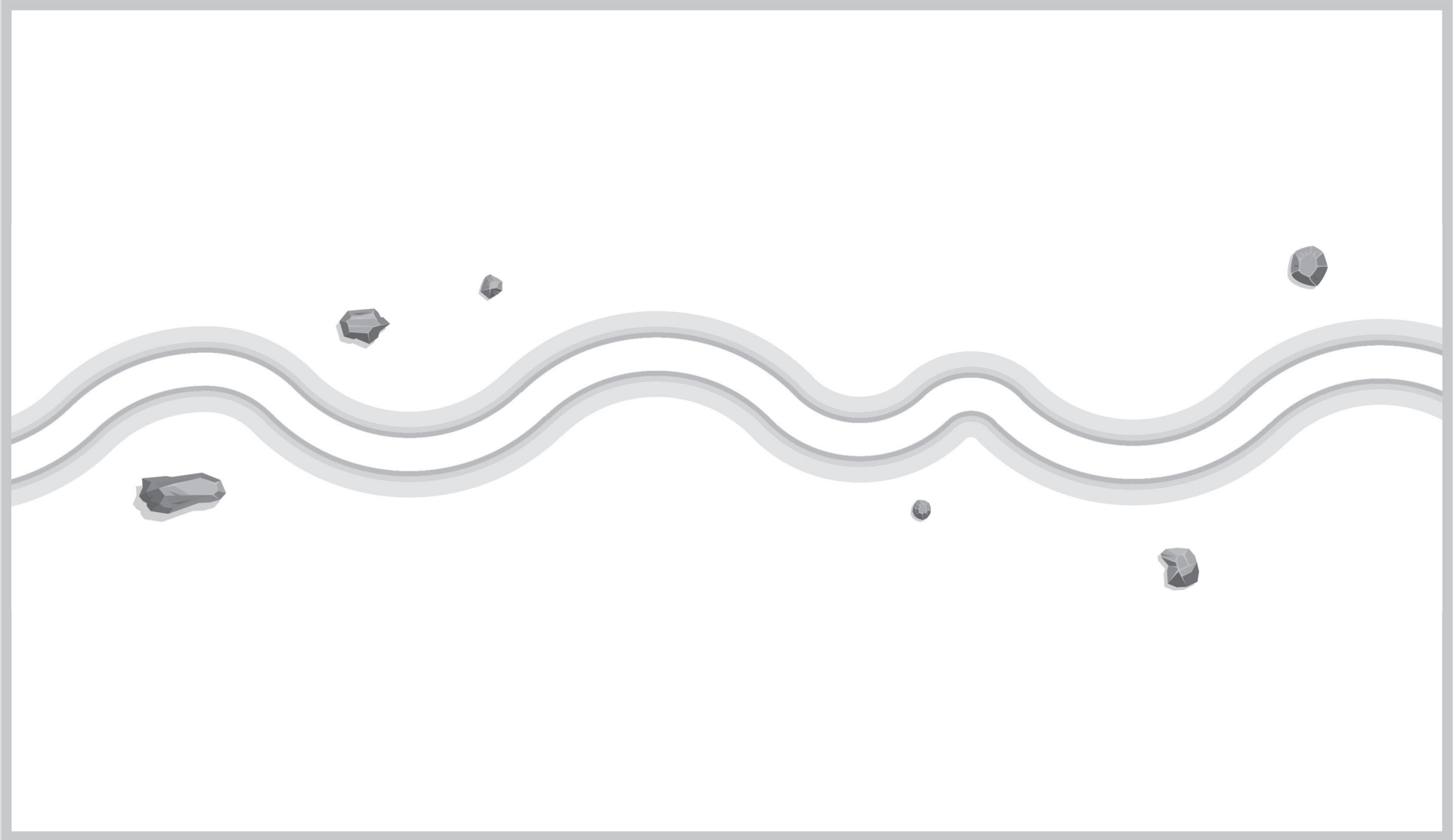
A COACH'S HIERARCHY OF NEEDS



THE INVERTED ASCENSION LADDER



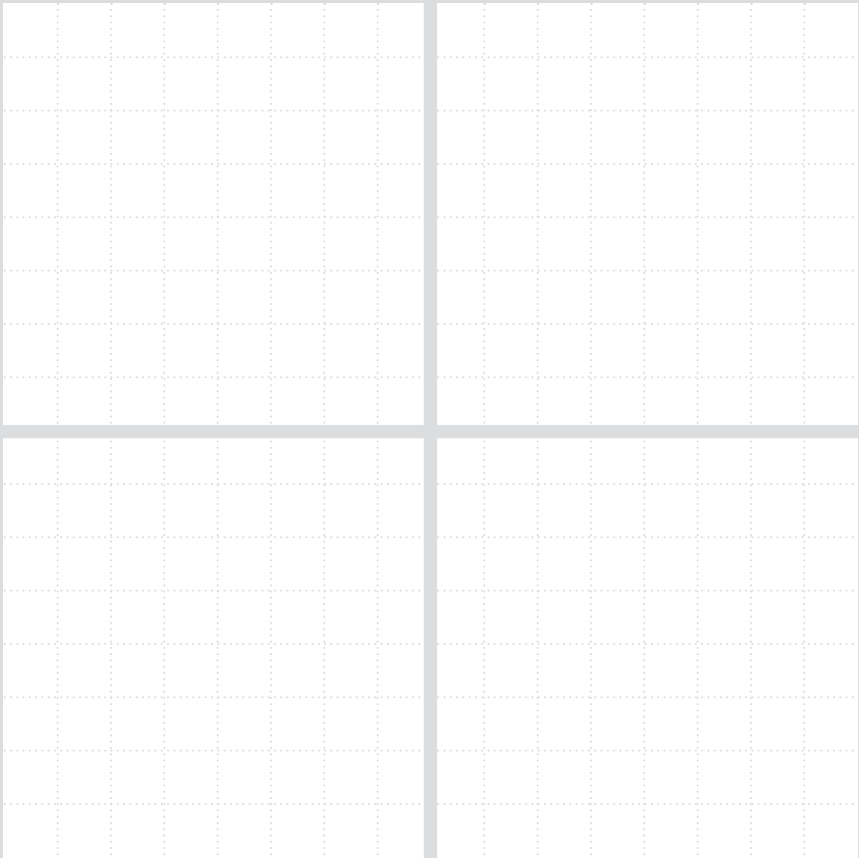
COACH
BE THE BRIDGE



COACH DELIVERY METHOD

METHOD				BEST FOR...

COACH
FREEDOM:IMPACT MODEL



COACH TRANSFORMATION TRIANGLE

Page 25



[illegible]



Grid of dots for notes.

Grid of dots for notes.

Grid of dots for notes.

Grid of dots for notes.

Grid of dots for notes.