



CLIENT ATTRACTION STRATEGIES

A 21 Day Content Marketing Sprint to
Attract Premium Clients premium coaching clients.

Written By
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DINO GOMEZ

21 Post Templates To Drive Leads, Sales

9 Year Internet Marketer

7 Figure Coach

Founder of Coaching Launch and 7 figure Visionary.

Over 400+ Client Success Stories (Landing at least 1 client

48 Six-Figure Student Successes 3 seven figure clients.

Loveable Little Chap

COACHINGLAUNCH.COM

BACKGROUND AND ACKNOWLEDGEMENTS

In this ebook I'm prepared to openly share with you very powerful principles and strategies to help grow your online coaching business.

Before I dive into these methodologies I want to give you a little background about myself as well as share with you a huge breakthrough that I believe will help you beat any “competition” you think exists in your niche.

MY STORY



5 years ago (at the time of writing this) I had this dream to become an online coach.

This passion and desire of mine to serve others and help them accelerate their personal and business growth was all sparked by one decision.

The year was 2015 and I was in my third year of business.

Up until this point I had never hired or taken an online course myself.

I was young, full of energy, a little cocky perhaps, and thought I could figure everything out on my own.

Then one day I was made an offer to join a coaching program.

This particular coach wasn't some big "guru" with fancy cars or a mansion.

He definitely wasn't a Tai Lopez with women flashing everywhere in his marketing.

He was a normal guy who was just above me in terms of "results" with his business.

He was funny, witty, had similar interests, and was someone I could "relate to." (more on the importance of relatability later).

There I am Friday night, 6:30pm sitting on the couch with my laptop open deciding whether to invest my hard earned income to hire him as my coach.

My palms were sweaty, feet were tapping, mind racing, heart beating fast...

Holding my credit card in hand I'm debating whether to punch in my digits.

Then something wild happened.

I pulled the trigger.

Bought into his coaching program and a huge

“I did it.”, I said to myself.

I bet on me.

Fast forward 6 months and my business had doubled in revenue.

Doubled!

In 6 short months!

Because this regular guy who was a coach showed me a few simple things I personally hadn't thought of.

Holy shi*t ballz.

Why did I wait three years to finally hire a business coach?

From that day forward I understood the power of mentorship.

Thought about it day and night.

Here's this dude who is my coach who is far from some guru yet he was able to absolutely transform my income and my ability to impact my client's results in a matter of 6 short months.

Now I understood.

So I continued to invest into coaching each subsequent year.

I always selected coaches who were “just above me” in terms of results.

Why might you ask?

Because when I broke it down... they had just figured out moments before me how to level up. And I wanted to work with a coach who I would have direct access to.

Not some billionaire who wouldn't understand my situation because he or she was too far removed from it.

Another year passed and I decided to join a mastermind at the end of December.

I put down 5 figures for the first time ever.

What I liked about this program was that I would have the chance to network with others who were doing big things.

I wanted to be the “dumbest” in the room so I would have the most to gain.

2 months after joining I signed my biggest client ever.

\$15,000/month deal for 12 months!

Literally over \$150,0000 from 1 client!

But that's not what made my decision to join this mastermind life changing.

It's the fact that I met my now wife at the end of the year member's only live mastermind conference.

Up until this point I had been single for 5 years focusing on my business.

Should have known I would find my life partner at a business conference.

It was like it was meant to be.

We clicked from the first time we spoke. (in my head I should mention... in her recollection I chased her down for 3 days until she finally caved in to have drinks with me)

Fast forward to 2018.

For 2 and half years people had been asking me to be their online coach.

I was avoiding moving into the coaching space...

I wanted to coach...

Truth be told I was scared.

Confused.

Had self doubts I was "good enough".

Double checked my status....

I didn't own a beach front property...

Didn't own a fancy suit.

Had no office or employees.

Wasn't some online millionaire.

Still rented a small apartment.

Yet people were impressed I had a business where I could work from home.

Other folks told me I just seemed like a cool dude and they liked the fact I was local.

One guy I met said he just liked the way I explained things compared to some of the big industry names.

Yet another marketer said she didn't want to make millions... and that the gurus lifestyle was a turnoff.

She just wanted to make 5k/month & asked if I could get her there.

My world flipped.

I started to recognize a "buying" pattern unlike anything I'd ever heard of.

"People buy from people they know, like, trust, & RELATE TO."

For the first time I thought about it and the business coaches I had hired over the years.

They were never gurus either.

I just related to them.

Thought they were cool, funny, had similar values, maybe the same background, some were local... or liked sports like me.

And they had something to teach me I hadn't learned yet.

Sometimes just one little thing at that... but in business one small tweak can open the floodgates.

So I paid them money to be my coach and my business grew.

Why are you sharing this story Dino?

Great question my friend.

If you're doubting your ability to become an online coach then you don't understand what I call, 'The relatability factor'.

Relatability is one of the strongest reasons people buy.

Give ya an example.

My client Cory learned Facebook ads from me. I have years of experience on him yet when he launched his FB ads course he still landed a ton of clients.

Now why would somebody choose Cory's program over mine if I have hundreds more reviews and more "authority" so to speak?

Simple.

Cory had a strong message and brand that made him uniquely relatable from me.

Cory teaches FB ads but also incorporates an aspect of religious teachings into his program.

His audience of the same religion was aligned with his message specifically.

There's also Nicole.

She is another client of mine who wanted to reteach my training on how to build a super profitable Facebook group.

Nicole came to me and was like, "I want to be a coach but everybody is going to choose your program over mine right?"

I voice messaged her back , "Absolutely not."

"We just need to figure out your niche where people can relate to you more than they can relate to me or any other competitors."

So we decided she would only market to and work with women.

And boom.

Nicole has done \$35,000 in the last 6 weeks selling her coaching on how to build a Facebook group because her audience prefers a closed community made specifically for female entrepreneurs.

Are ya'll picking up when I'm putting down?

You don't have to be the world's greatest anything to become a coach.

ALL THAT IS REQUIRED TO BECOME AN ONLINE COACH IS THE FOLLOWING:

- 1 You have a result that other people want to learn.
- 2 You have a message & marketing that is relatable to a very specific audience.
- 3 You are willing to work to get your clients results.

That's it!



Take it from Justin.

Justin came to me and said, “Dino I’m experiencing imposter syndrome”.

“Your coaching program has exploded my business and now I’m ready to coach myself. But I don’t feel right reteaching your content. What should I do? ”

I responded,

“Hey man, everyone has a unique style of coaching. You yourself are unique. How you explain a concept is unique. Your voice is unique. Your humor is unique. Your values are unique. Take a few of my concepts.... Add in your own style....

Compliment your training with some original strategies that are working for you so it’s not 100% just my training rehashed... and presto you have a completely unique program.”

Justin responded, “Well how do I market myself then?”

So I had him complete an exercise I call “The Personality Matrix”(found inside our program “Coaching Launch”) that helps coaches uncover their unique branding strategy and land their next 3-5 coaching clients.

10 minutes after we had Justin complete The Personality Matrix exercise we discovered his unique “relatability factor”.

I can't reveal what his branding is per client sensitivity but I can reveal it's brilliant what we came up with for him.

5 weeks later Justin now has his first 11 coaching clients.

So my friend.

The big takeaway from this story is this.

You have what it takes to become a highly paid coach or consultant.

You don't need to be the world's greatest anything.

People buy based on "relatability" more than anything.

Cap that off with a solid work ethic to get your clients the results they want and your business will take off.

This is exactly how I built a 7 figure coaching business teaching Facebook ads.

Facebook ads!

Probably the most saturated and competitive niche out there.

But I branded myself very carefully and captured an entire niche audience.

Then I out worked the gurus to make my program the absolute best.

It's as simple as that.

So let it be known.... YOU CAN AND DESERVE TO COACH.

There are billions of people in the world and you most certainly have the knowledge, personality, experience, or a skillset that people would pay you to learn.

Ok, now that you know there are no excuses to not try your hand at coaching... lets dive into how you can start attracting clients!

WHY DO THIS SPRINT?

**YOUR AUDIENCE IS ON
SOCIAL MEDIA... NOW IT'S
TIME YOU SHOW THEM
YOUR VALUE.**

People buy from people they know, like, trust, and **RELATE TO**. The fact is there is more noise crowding the market place than ever before.

Your ideal client is on social media. Specifically, they are on Facebook.

They have a problem and want a solution.

They are stalking a few of your competitors.
Trying to figure out who would be the best fit to work with.

YOUR TARGET AUDIENCE IS READY TO SPEND BIG MONEY TO SOLVE THEIR PROBLEMS **BUT THEY HAVEN'T HEARD OF YOU**

See your competitors are winning the battle by dripping out a few pieces of content here and there.

It's nothing fancy but it's enough for your ideal clients to feel like they know your competitors and can trust them.

So they BUY from THEM and not FROM YOU!

This is where the **21 Day Client Attraction Challenge** Comes In.

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You've probably heard people need to see a marketing message from you at least 7x before they will buy from you.

Well that statistic is old.

It's closer to 14 times now. Maybe more.

If our audience needs to hear from us 14 times to feel like they know us & can trust us... then we need to get in front of them with our content on Facebook at least 14 times!

THE STRATEGY

Habits take 21 days on average to form.

The Client Attraction Challenge lasts 21 days. It's where we create a habit of posting to Facebook daily so that we begin to build our audience & attract perfect fit clients to us.

This is the easiest way to grow your following, brand, network, & attract buyers to you.

I discovered this strategy back in 2018 when I ran a little test.

At the time I only used Facebook for keeping up with friends. Then I caught myself wildly intrigued by the “behind the scenes” content of gurus like Russel Brunson & celebrities like Dwayne Johnson (The Rock).

Watching them with their families, eating regular meals, working out like “normal” people, taking us into their house for a fun video.... Talking about their upcoming projects... and sharing their raw emotions made me like them even more.

I thought, “I could totally hang out with this person. They seem down to earth & similar to me.”

That’s when I realized... I NEED TO SHOW UP ON SOCIAL MEDIA!

And give my audience a chance to connect with me... a chance to know me as a person, husband, son, entrepreneur, and personality.

So I challenged myself to post to social media for 21 days in a row.



Here's are the results:

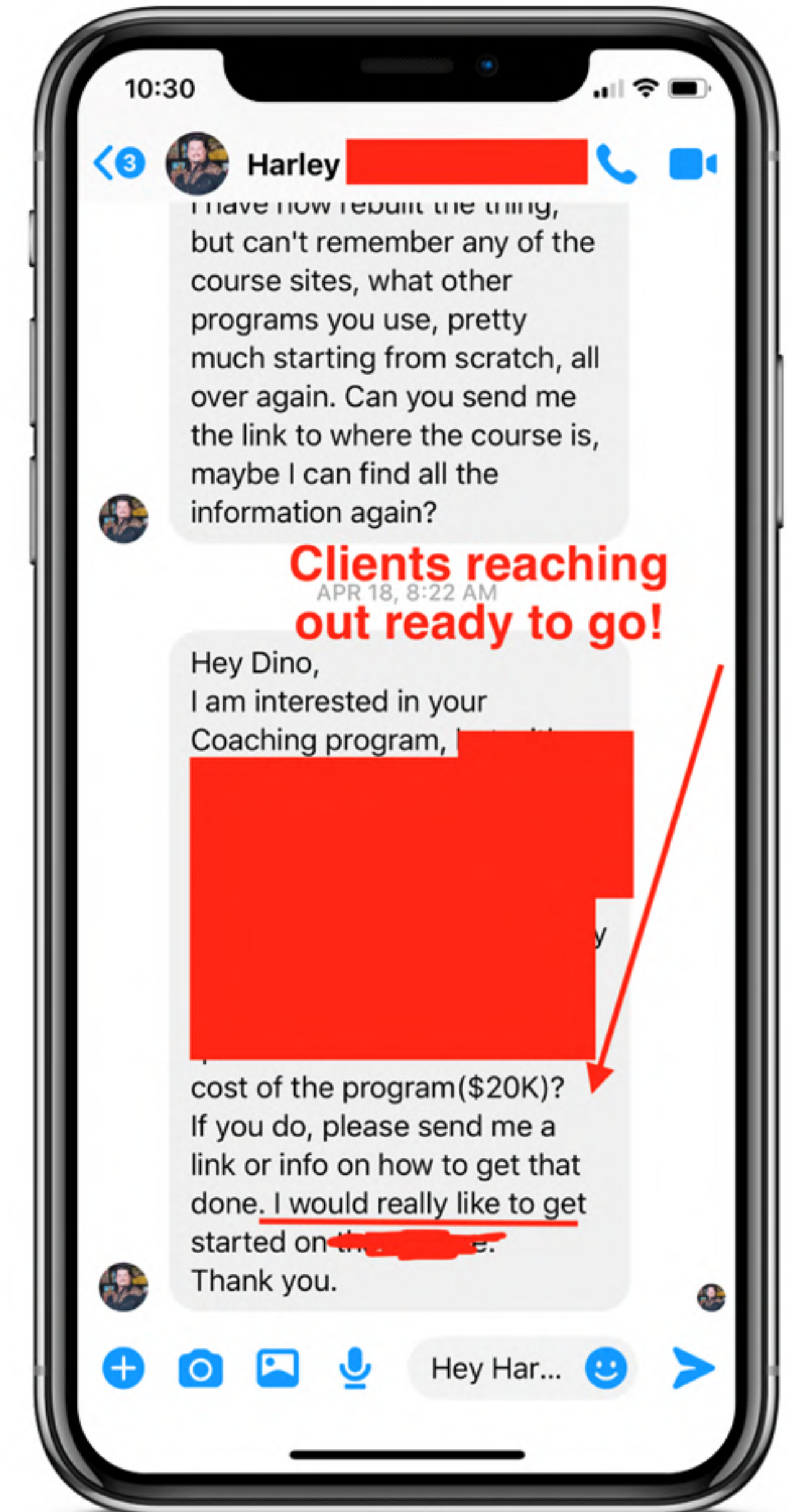
1 My following grew rapidly

2 I found myself getting interviewed on podcasts, Youtube, & other channels. Or getting invites to speak on stage.

3 High ticket clients began reaching out to me for help.

4 My Sales became super easy since my content already pre-sold them on our results, my character, and built enough trust for them to make a buying decision on the spot.

5 I established myself as a leader. Grew my confidence. Proved to myself I didn't need to impress anybody. That I could be my dorky self and that the right people will appreciate me for it.



ARE YOU READY TO LEVEL UP?

That's what this challenge is going to do for you.

It's going to open up the doors to sign more clients, step into your power, & become a leader.

The easiest way to do this is to start showing up on social media. Give your audience a chance to connect with you and you're competition will wash away

A background image showing silhouettes of business professionals walking in a city at sunset. The sun is low on the horizon, creating a strong backlight effect and long shadows. The scene is set on a paved sidewalk next to a modern building. In the distance, construction cranes are visible against the bright sky.

ARE YOU READY TO POST & PROFIT?

- 1 Help you build a habit of posting regularly.
- 2 Increase your visibility & network.
- 3 Build your audience with potential clients.

The **REAL** reason you need to complete this client attraction sprint:



Pipeline full of new clients



Referrals & new business opportunities



Improved self confidence



Better understanding of one true self



Improved copywriting



Establishment of your personal brand
(impossible for others to copy)



Establishment of your leadership



Re-establishment with old friends & family



All types of new business opportunities
including partnerships, interviews, & referrals

HOW THIS CHALLENGE WORKS



1

I'm going to give you outlines & examples of content to post daily for 21 days.

2

Tweak that content to make it your own because you're not me & my legal team is fierce.

3

Post that content to your personal FB page for 21 days in a row to form a habit.

WHAT YOU SHOULD KNOW BEFORE STARTING

Post at the
start of
every day
to ensure it
gets done.

Never worry about social engagement & never delete a post. (I recently hired a coach and paid him \$40,000.) I never once engaged with one of his posts before I bought but stalked him for weeks.

There was one particular post that tipped me over the edge. If he had deleted that single post I probably wouldn't have bought.... What was his post about?

It was about his love for EDM concerts. Not exactly a professional post but my wife and I love EDM and thus I knew... this is a coach that does millions and still has a life. Now that's who I want coaching me... although I respect Gary Vaynerchuck... and I do hustle... I prefer to build a business that has leverage and allows me to travel & spend time with my family.

This is exactly why the 21 post templates we provide you will cover a range of showcasing both personal & professional sides of your life. **People buy from people they know, like, trust, & RELATE TO.** When you show your true colors... you become original and attract like minded clients who share similar lifestyles, dreams, goals, and values.

You may have haters. If this scares you then you need this challenge even more.... See part of attracting perfect fit clients means expressing your values, selling, sharing testimonials, and giving your opinions on specific issues related to your expertise.

As a result.... Some people might not “like” your content if they disagree with it. They may even leave a comment and argue against your point of view.

That is good! That means you “stand for something” and will have people who agree and those who don’t.

But you have to stand for something... it’s how you give your tribe an opportunity to get behind you and say, “This person speaks their mind and I like what they have to say.”

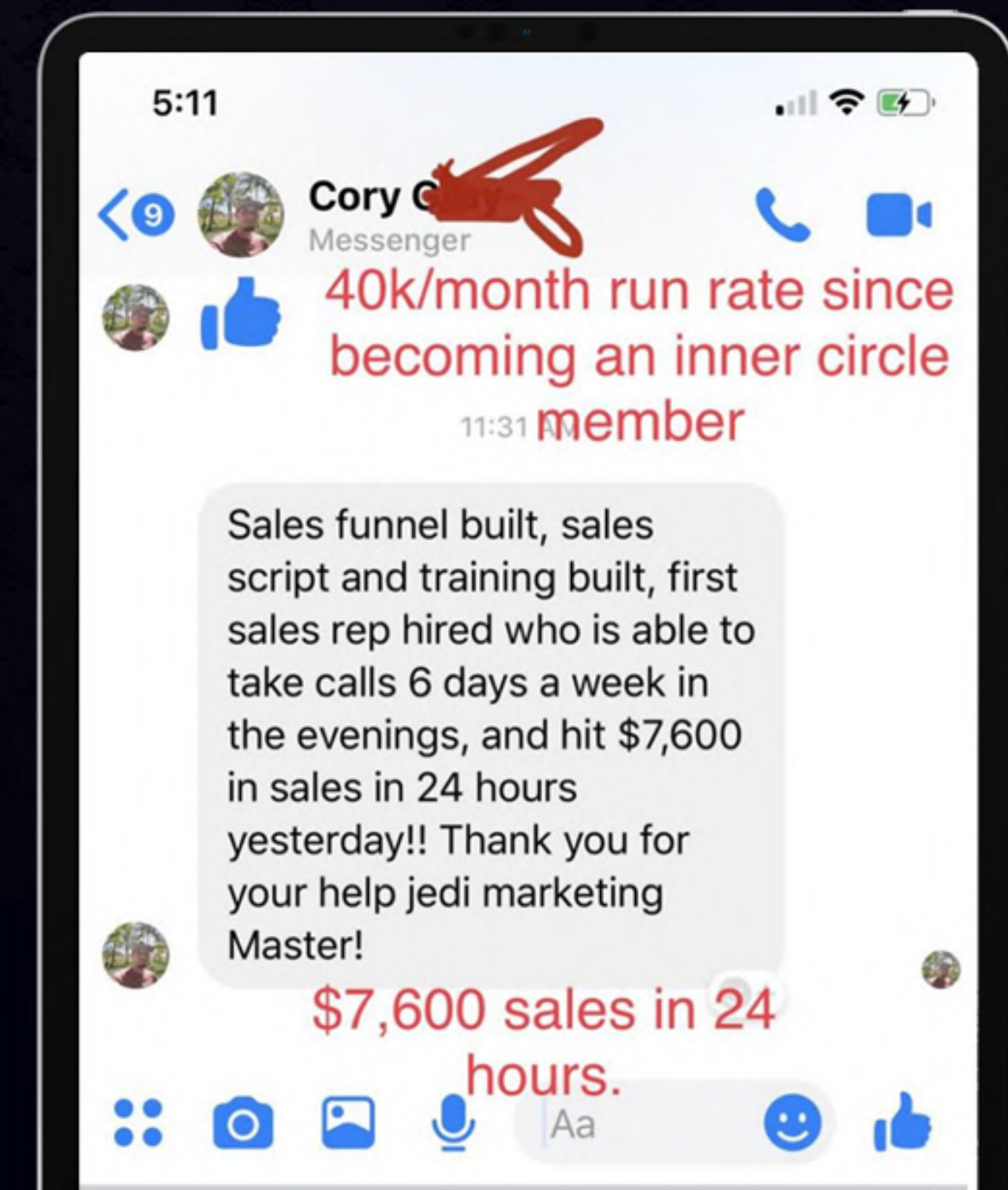
Without speaking your mind... you’re quickly forgotten. So do you... and you’ll attract like minded people whilst repelling those who shouldn’t be part of your pack.

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Make offers in your posts.

Not all of them but some of them. Because people can’t buy anything if they don’t know anything is for sale!

Want to grow a 6 then 7 figure coaching business? Visit:



THERE IS A FINE ART
TO CONTENT MARKETING.
I'LL SHOW YOU HOW MUCH
STRATEGY & PSYCHOLOGY
GOES INTO IT.

BONUS CONTENT TIP #1:

MEET THEM AT
THE CORNER OF
THEIR MIND

[GET IN THEIR HEAD]

Do You Know Your Ideal Client? Ask Yourself:

- 1 What is my client struggling with?
- 2 How does that struggle make them feel?
- 3 What would removing this struggle allow them to do?
- 4 What emotions would they feel if they no longer had this struggle?
- 5 How would life be easier if they didn't have this struggle?

Now you can write content that speaks TO your ideal audience. Aim to demonstrate you know exactly where they are in their business & life.

For example, say you want to attract clients that value your expertise & pay you accordingly. You want 3k/month clients instead of the \$500/month clients you started out with.

You don't want to say:

“Business continues to get tougher and tougher. Everything that can go wrong always does for you. Every single coach you hired and conference you attended promised the world but overwhelmed you with information. You’ve sat paralyzed with fear the last few months and your business has been on the decline. You’re starting to think entrepreneurship isn’t for you.....well I’m here to help...”

VS LANGUAGE YOU WOULD WANT TO USE

“Business is tough for you but that’s why you love it! Each obstacle is like a new level in a video game. You’re addicted to growth and are ready to level up once more. You’re an action taker and want to hire a coach that’s been there and done that to take you from 6 figures to 7. Your blood pumps at the thought of impacting hundreds of lives. You’ve already helped dozens! Reaching the next level will allow you to retire your parents comfortably. You owe so much of your success to them & can’t wait to give back.”

See how the above would repel the \$500/month client who loves to make excuses & attract the \$3000/month client that’s an action taker?

BONUS CONTENT TIP #2:

PLANT SEEDS OF GREATNESS

Every single person on earth has self doubts. The 7 or 8 figure entrepreneur has worries just like the beginner. It's your job as a leader to instill confidence to your audience & let them know they can achieve their goals with your coaching & experience.

Remind your audience of things they've accomplished they never thought possible. Remind them of the time they were scared but showed up anyways & delivered big. Remind them when they risked it all & won.

Remind them that they can't ask others to invest in their services if they are unwilling to invest in others. Remind them with statements of confidence and questions that will lead them to draw their own conclusions.

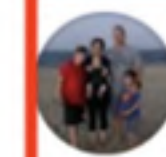
CLICK ANY OF THESE POSTS TO SEE THEM LIVE!

Lost that weight...
Played that tune...
Ranked that website...
Built that funnel...
Created that recipe...
Crushed those FB ads...
Made that dream money...
Jumped out of an airplane...
Kick-flipped that curb...
Traveled to that country...
Survived that depression...
Felt that confidence...
Yeah all or any of those memories.
Don't forget it.
You are Dope!
Have done it before.
So do it again.



Joshua Martin, Sam Ahmed and 27 others

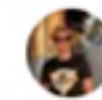
11 Comments



Justin Charpentier Dino Gomez you're posting some Gems today!! Love this!! Thank you!



Like · Reply · 10m



Dino Gomez Thank you my man! Dialing in a new content marketing formula that is soon to be released as an ebook!



Like · Reply · 9m



Justin Charpentier Dino Gomez I'm excited for the release!

Like · Reply · 8m

BONUS CONTENT TIP #3:

TRAINING DAY

[GIVE AWAY INCREDIBLE
FREE STRATEGIES & SHOW
YOUR AUDIENCE YOU HAVE
MUCH TO TEACH THEM.]

Real likes real. Meaning, people like authenticity. Your audience wants friendship, mentorship, and somebody who is human like them. They WANT to hear about your mistakes!

In fact some of your most powerful content will be those pieces where you share what “NOT TO DO” rather than “What to do”.

HERE’S A FORMULA I USE IN MY BUSINESS.

FREE TRAINING X (# OF FREE TRAINING) = # OF
SALES CALLS = CASH COLLECTED

“The more free value you give...
the more your audience feels
indebted to buy from you.”

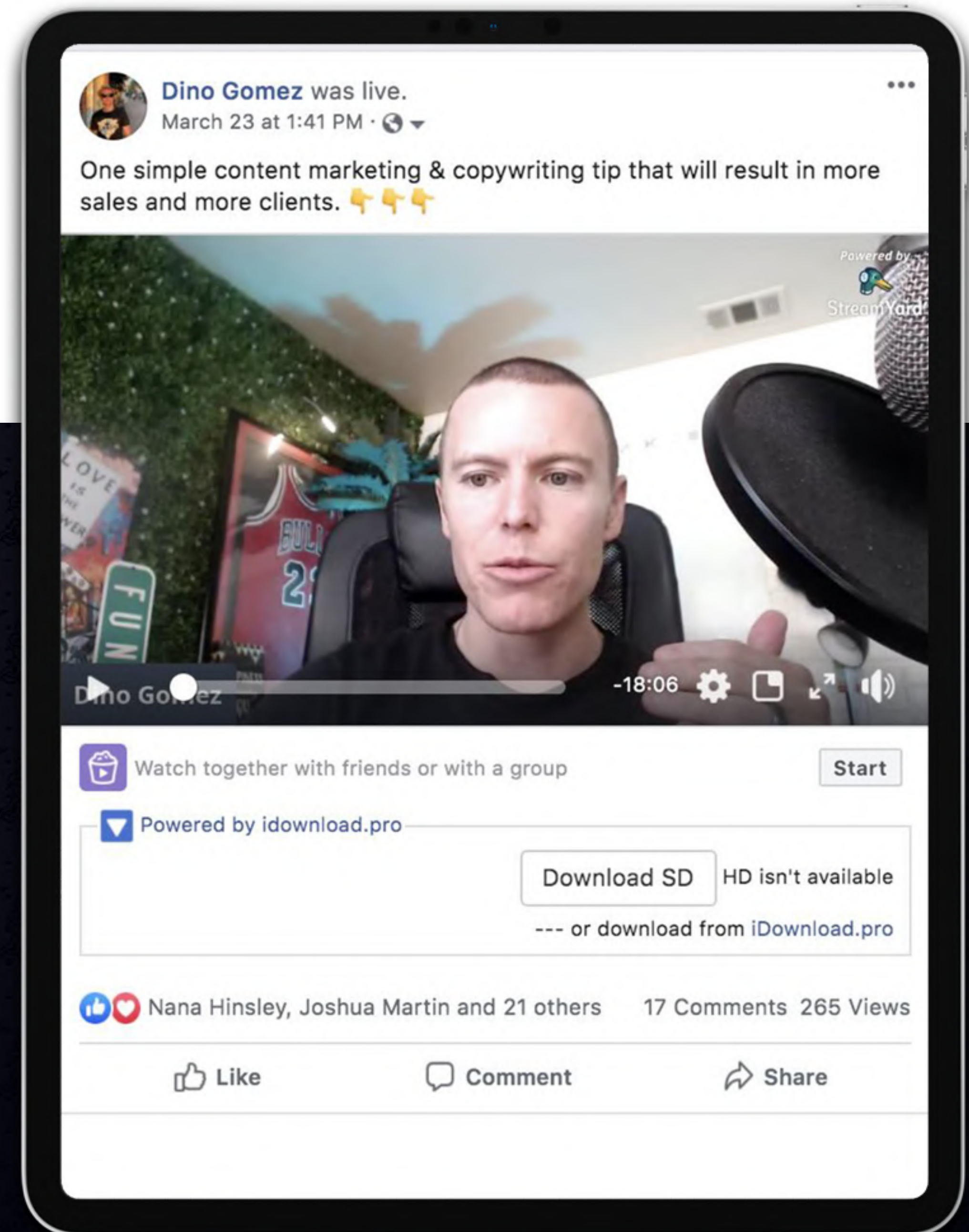
Give More = Earn More!

So if you want more sales calls, more clients, and more cash collected; then you need to start giving way more of your secrets.

At a minimum you need to produce 1 valuable free training per week!

POST SAMPLE

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BONUS CONTENT TIP #4:

STORY OF TRIUMPH

[SHOW YOUR CHARACTER, THAT YOUR HUMAN, PERSONALITY, LEADERSHIP, & INDOCTRINATE THEM INTO YOUR BELIEFS]

“Your audience wants to know what **NOT** to do as much as they want to know **WHAT TO DO**”

The more free value you give, the more your audience feels indebted to buy from you. This is nothing new. We see applications of this everywhere from Costco giving out free samples, to real estate timeshares giving out free vacations for listening to a presentation, we see it in webinars, youtube videos... lead magnets.... Etc.

If you want to grow your business fast... post more FREE training!

People want to learn from your failures, see proof that you've been there, tried that, and ultimately that you rose to the challenge and found the solution.

Your audience wants to know what NOT to do as much as they want to know what TO do.

But there is a fine line between acting like a victim and hosting a pity party just to receive “love”.... VS.... that you made a mistake, learned from that mistake, & found the solution.

The latter is your Story Of Triumph and it shows you a badass others can count on.

It demonstrates you have valuable life & business experience to share as a coach that will save your client's tons of headaches, time, & money.

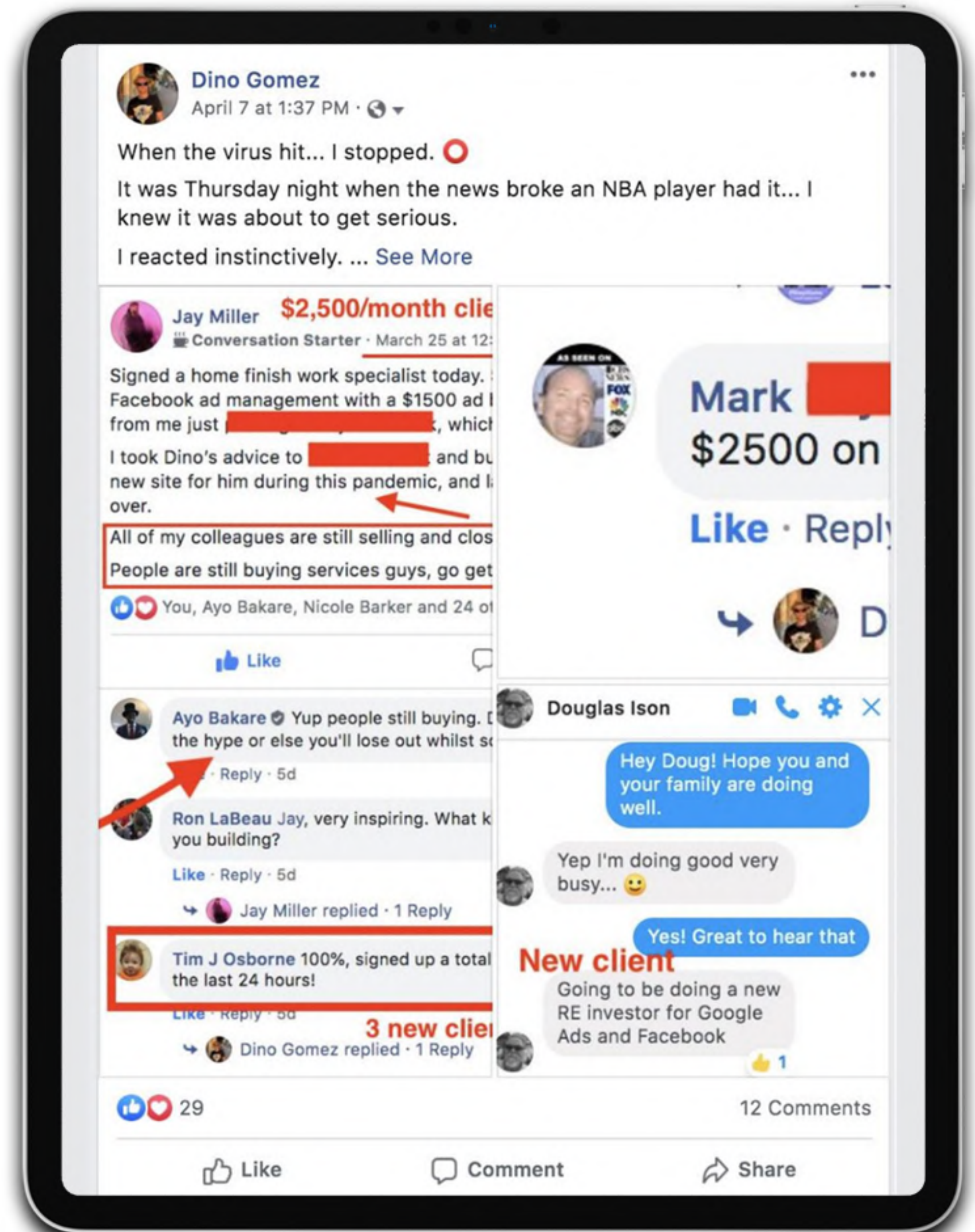
For example, when the CoronaVirus hit, I wasn't productive at all for about a week, had anxiety, trouble sleeping, and was busy getting backup supplies for my family.

If I would have just posted this.... I'm not too sure others would have come rushing to me for help growing their business. I looked like a victim.

After a few days, I self analyzed my feelings, emotions, changed my environment (stopped watching the news), and decided this was my opportunity to step up as a leader!

I began meditating more, eating healthier, ignored the media, and focused my energy & thoughts inwards on things I COULD CONTROL.

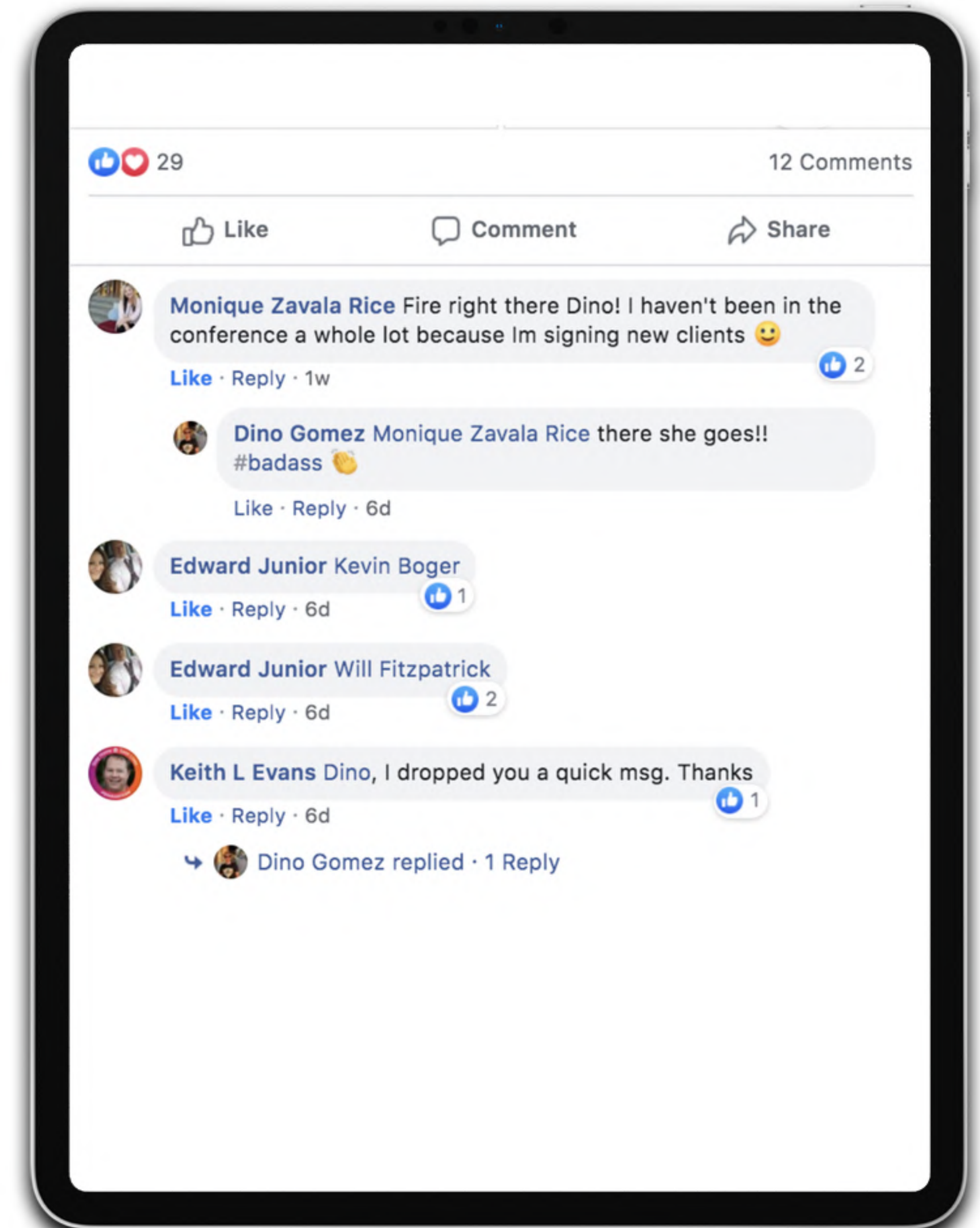
Next instead of worrying about the economy, I began working harder than ever before. I over-delivered to my clientele, doubled down on marketing, invented new ways to package & sell during a recession, taught those new strategies to my clients and saw my business begin to grow along with those of my students.



As the result... people began messaging me... tagging their friends... & confirmed I could **help them out of their situation.**

(This post indoctrinated my audience with my belief that there was a huge opportunity to grow your business during an epidemic if they had proper coaching & continued to work on their business rather than choosing to listen to the media all day)

POST SAMPLE



BONUS CONTENT TIP #5:

PAINT THE PICTURE WITH A TESTIMONIALS

[WHERE DO THEY
WANT TO BE 1 YEAR
FROM NOW?]

Stories are remembered 2x as much as any other piece of content.

Why? Because they elicit emotions.

Then we have testimonials.

Testimonials prove to your audience that your strategies, methodologies, and coaching works (not just for you but for other people too).

Combine the two... that is stories with testimonials and now you have a powerful duo.

The best way to do this is to tell your audience the story of where your client was before working with you and where they are after.

Take them on a journey and include lifestyle changes, emotional upgrade, doubts before & the happiness & confidence after.

A story testimonial post of
my client who went from 30k/year
at a job he hated to working
25 hours a week making 200k/year!

POST SAMPLE

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Leave no details out.

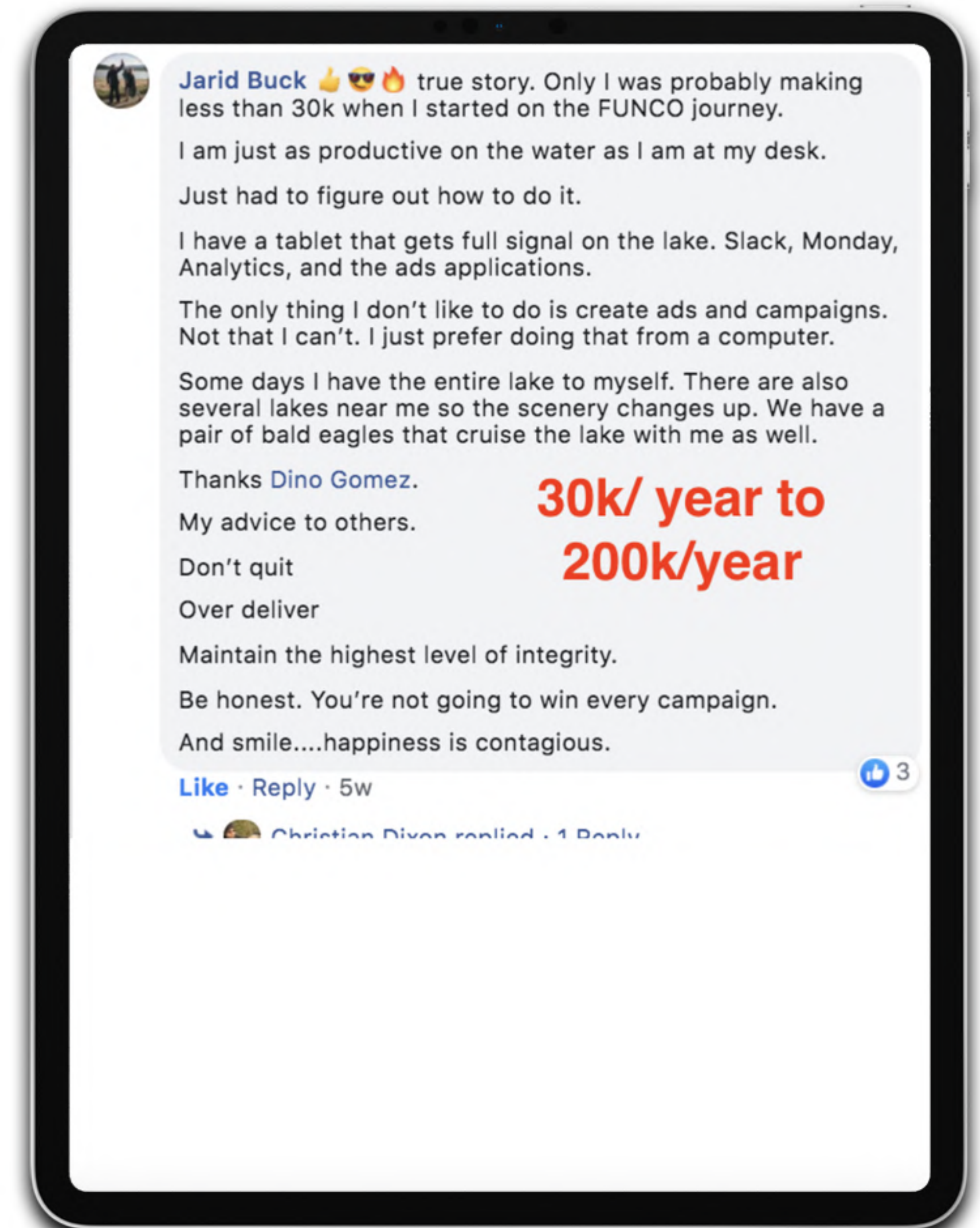
Paint the picture of the incredible transformation that occurs when you are hired as a coach.

Post Sample:

(Paint the Picture with a Testimonial.)

(This post painted the picture of how it is possible to go from working a miserable cubicle job making \$30k/year to all of sudden having all of your dreams come true including the freedom to work from the lake making \$200k/year.)

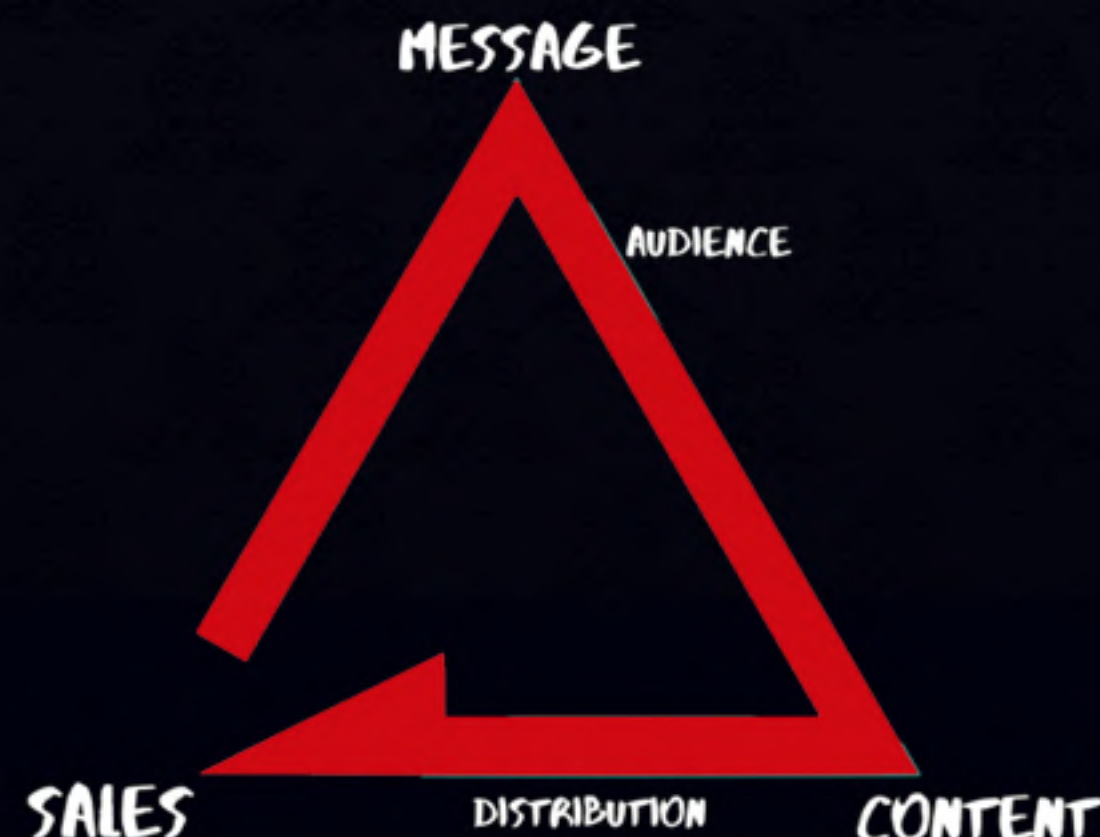
POST SAMPLE



BONUS CONTENT TIP #6:

FEEDBACK & ENGAGEMENT

[WHAT DOES YOUR AUDIENCE NEED HELP WITH? HOW CAN WE GET THEM TO ENGAGE WITH US? QUESTIONS & SIMPLE GAMES]



To create spectacular content that our audience wants, needs, and resonates with we **first have to get to know them.**

One of the best ways to get to know your audience is to simply ask them directly.

But rather than interview your audience 1 by 1 we can create strategic & simple question posts to gain valuable insight from the masses.

Asking questions to your audience not only tells you what they are struggling with, it also fuels content marketing ideas, gives you specific verbiage re-use in other marketing messages, and allows them to be heard.

Question posts even help reveal who in your audience is a perfect fit client for your programs.

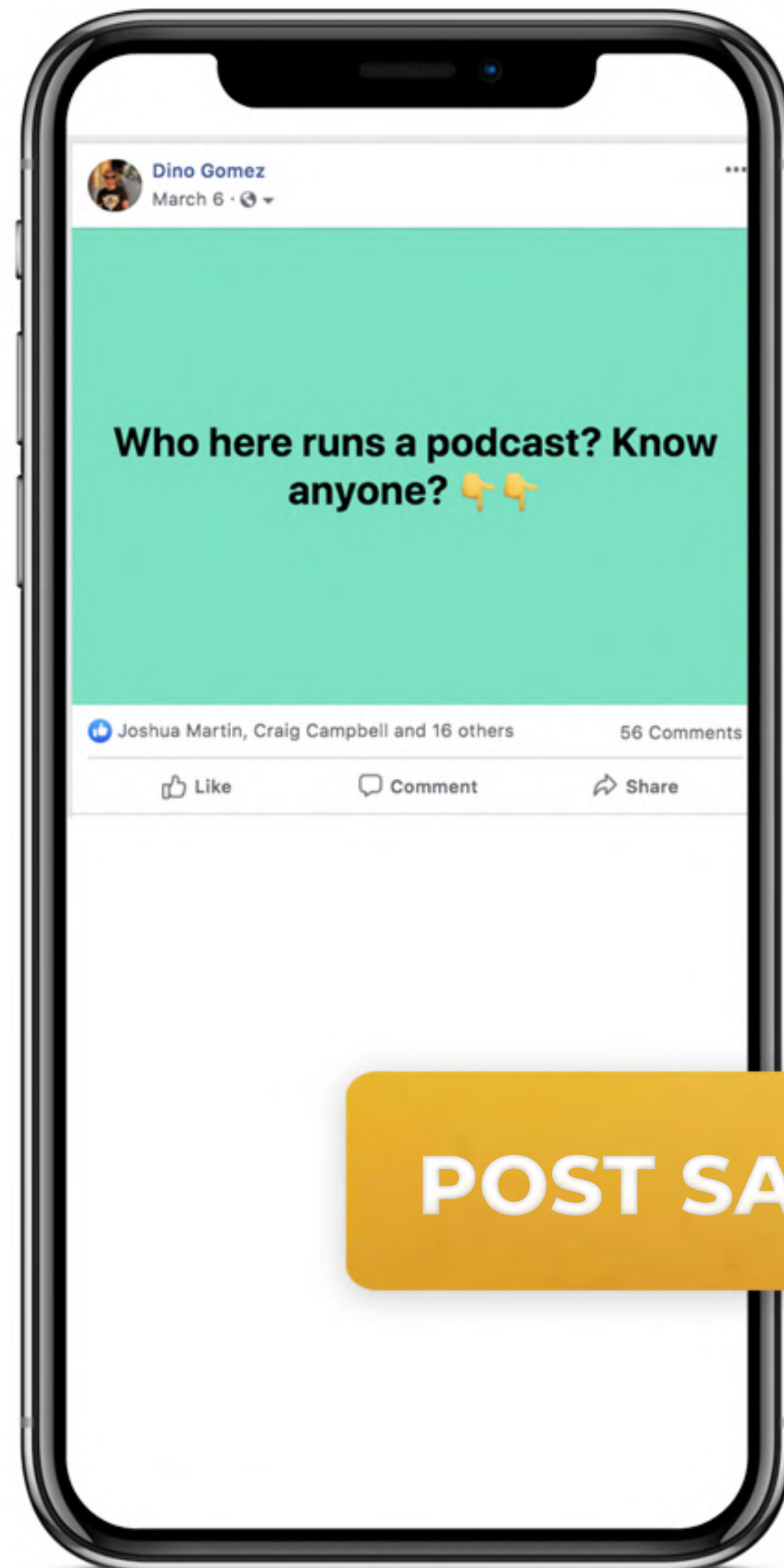
**DRAWING EVEN MORE
PERFECT FIT CLIENTS
INTO YOUR NETWORK TO
BECOME AWARE OF YOU**

**OTHER
BENEFITS OF
QUESTION
POSTS**

**IDENTIFYING
POTENTIAL
PARTNERSHIP
OPPORTUNITIES IN
YOUR NETWORK**

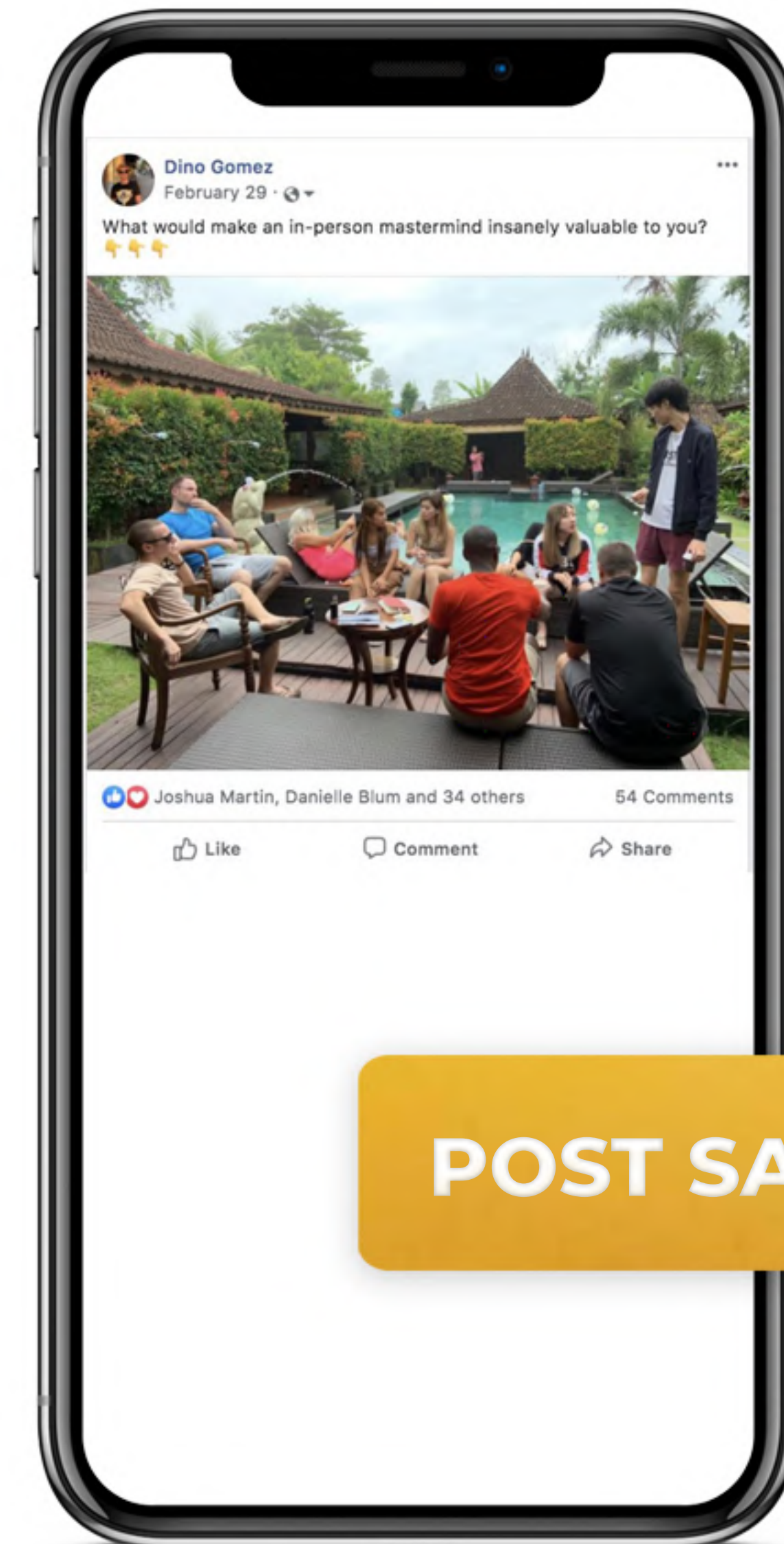
**FOSTERING AN
ENVIRONMENT WHERE
YOUR PROSPECTS
FEEL HEARD AND
APPRECIATED.**

Let's look a few samples:



POST SAMPLE

(This post landed me on a podcast within 5 days + opened up 20 other podcast guest opportunities for me)



POST SAMPLE

BONUS CONTENT TIP #7:

GET PERSONAL

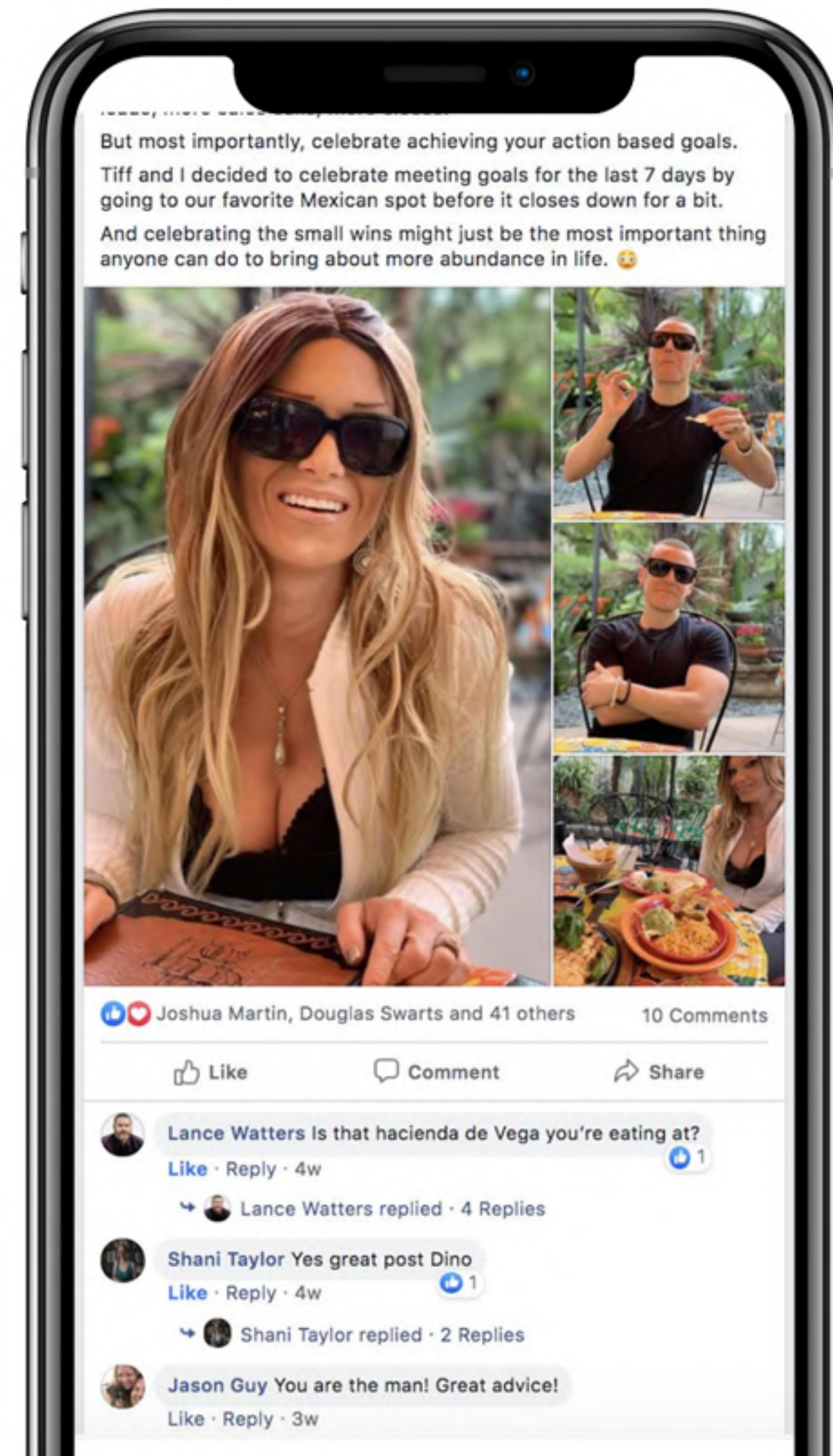
[GIVE YOUR AUDIENCE A
CHANCE TO KNOW YOU
LIKE A FRIEND]

Two coaches make the same offer. They have the same authority, number of testimonials, & price point.

Coach #1 rarely posts on social media about their personal life. You don't know where they live, anything about their family, or what they do for fun.

Coach #2 posts a combination of business related & personal content to his profile. He takes you behind the scenes & into his home.

POST SAMPLE



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You know his wife's name, that he has two dogs, and he's even sincere enough to show you what his vacations consist of.

He also sits down with you in his living room and does a Facebook live where he tells you this incredible story about his grandfather who was a veteran of WW2 teaching him the foundations of entrepreneurship.

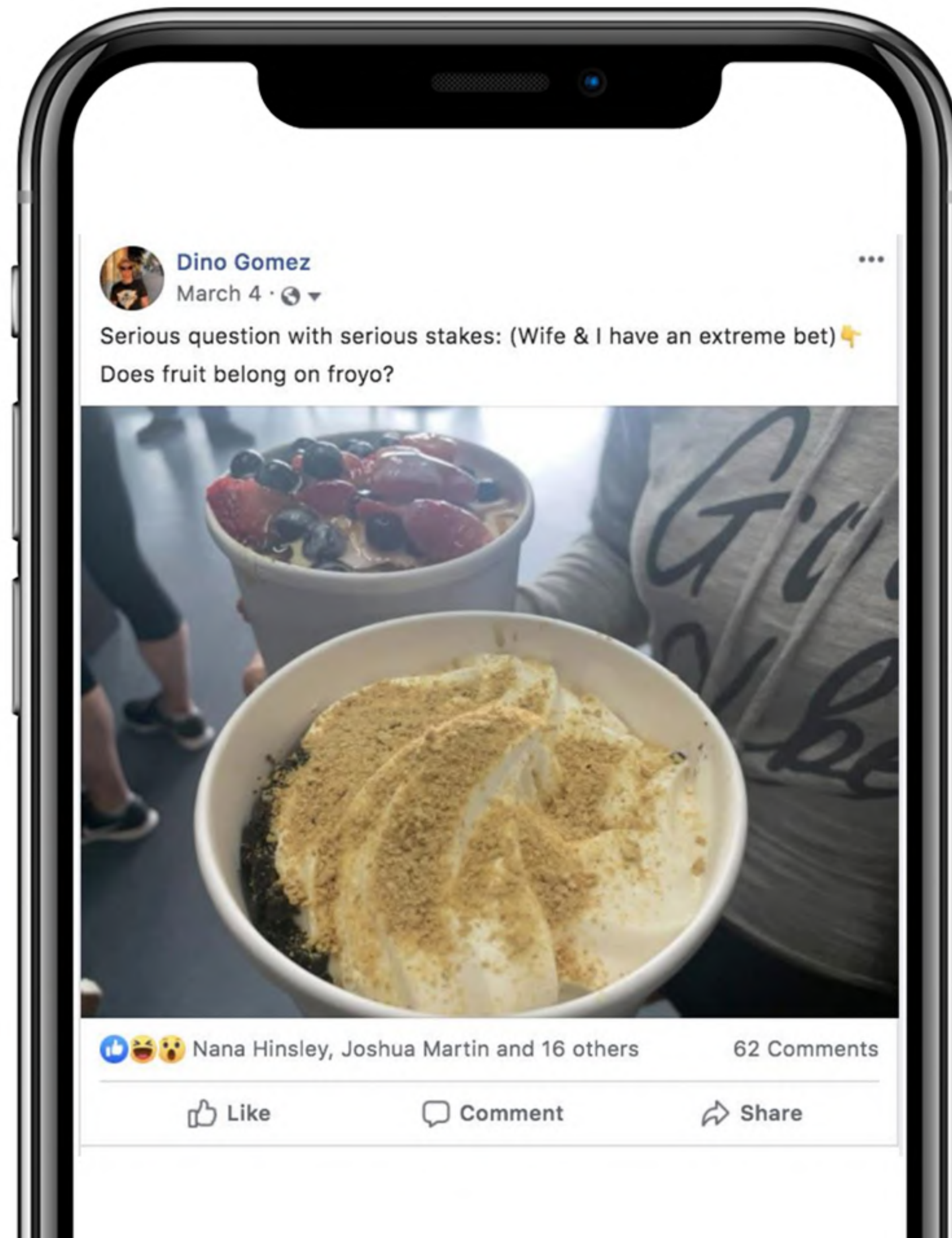
Wow! What a cool family he comes from. Then that video he posted where he was teaching his daughter to ride a bike.... And she crashed right into his car leaving a huge dent. That was hilarious. You imagine yourself having great conversations with him about all aspects of life.

Now if you were going to buy from Coach #1 of Coach #2 considering all else is the same... which coach would be more likely to buy from?

Coach #2 right? Because you feel like you know him well. It's as if they are a friend and someone you can trust because they have invited you into their home, introduced you to their family & dogs, and have given you the opportunity to know them on a personal level.

Lesson: Be sure to inject your personality into your posts.

YOU ARE YOUR BRAND. Let yourself be seen and you'll build a connection with your audience that will lead to more sales when you make an offer.



(This post demonstrated my humor, lifestyle, & built engagement. It was as simple as writing two sentences. Not all your posts should be questions but social media should be a two way street where you engage and have conversations as if you were sitting down over a coffee.)

POST SAMPLE

LET'S START THE
21 DAY POST
CHALLENGE

COACHINGLAUNCH.COM

DAY #1: PROCLAIM YOUR BELIEFS

Directions:

- What is a core value or belief that you know to be true in business or your area of expertise?
- How is this belief different from the industry norm?
- How did you come to develop this belief?

*People love following journeys so by posting what day you're on....

You'll find more people will go back to engage with your previous posts to see your progression.

Examples first sentences might include:

- Ranking on page 1 of Google is much easier than most make it out to be.
- The # of Yelp reviews for your local business isn't nearly as important as your lead generation system. Let me explain...
- Contrary to popular belief, your spirituality is directly correlated to the success of your business... What I've found...
- The law of attraction isn't enough to help you manifest your dreams...
- No matter what anyone says... You don't have to be a runway model to grow & monetize an Instagram account...

Pro Tips:

- Make sure you really justify why you have such a belief.
- Use stories or give examples to back up your claims.
- Add 25-35 FB friends daily who are your target audience.
- Make sure to start the post with #day1

DAY #2: STORY OF TRIUMPH

Directions:

- Tell a story of how you overcame an obstacle or limiting belief.
- How did you feel before & after?
- What did you learn about yourself ?

Examples first sentences might include:

- When the virus hit I was afraid... then I realized I had xyz, xyz, xyz, and that I could simply pivot my business...
- For my fellow introverts... I never thought I would be good at sales... I bombed my first 10 sales calls I ever had. Badly.... (etc)... Then I realized.... And closed my next 3 deals...
- Have you ever doubted yourself? I remember the first 3 months as an entrepreneur was rough... I would wake up in cold sweats every night... scared I would be a huge failure.... Then one day I figured out how to do XYZ and from there I did XYZ and accomplished XYZ....

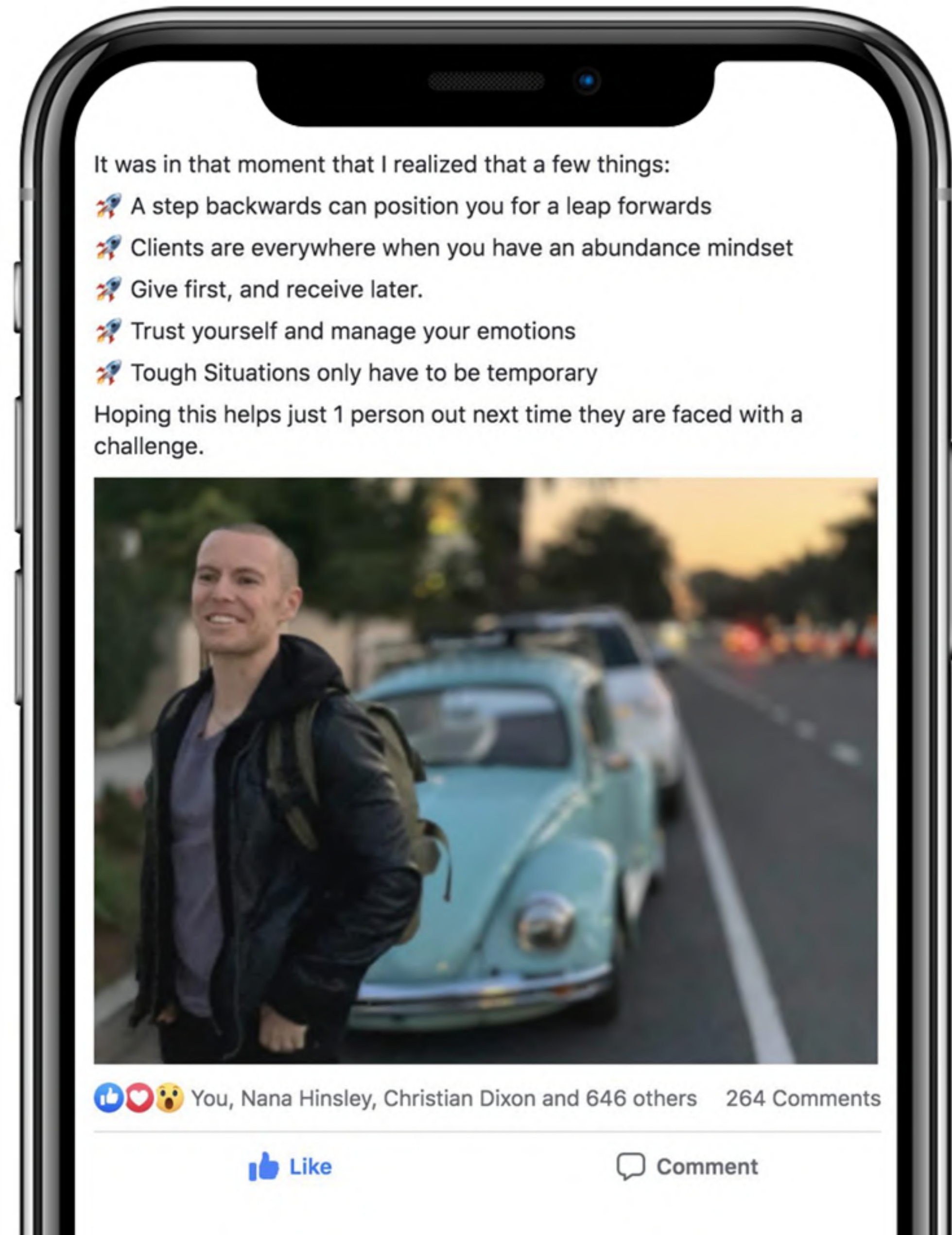
Pro Tips:

- Make sure you show how you overcame your problem/ fear and how you made a huge shift as a leader to accomplish your goal.
- Remember we don't want pity.... We want people to read your story and feel inspired.
- Make sure to start the post with: #day2

Story of triumph.... How I lost a client when I was 24 years old (they took their marketing in house) and re-signed a new client the same day that was worth twice as much.

Remember you want to show you make mistakes but more importantly that you overcome them. That is what a leader does.

POST SAMPLE



DAY #3: PAINT THE PICTURE WITH A TESTIMONIAL/RESULT

Directions:

- Tell a story of how one of your clients achieved a result. Could be how you achieved a personal result in business or what you coach on.
- How did you feel before & after? Include vivid details.
- What was the before and after result? (increased confidence, landing that relationship, understanding your purpose in life, landing a client, generating leads etc)

Examples first sentences might include:

- Have you heard of Mary's story? Mary came to me because she was struggling to get new customers..... We did XYZ together... and in just 2 months she now has XYZ results.
- How I helped Mark go from confused & frustrated with his dating life to finding his soulmate in 12 weeks! (story to follow)

Pro Tips:

- Be sure to paint the entire picture of transformation.
- Include details and a relevant photo (testimonial video/ screenshot/ picture even)
- Make sure to start the post with: #day3

DAY #4: BREAKING HABITS

Directions:

- Tell a story about how you had to break a habit (that your current target audience has) in order to reach new levels.
- Show how making this change opened up new opportunities, changed your mindset, or produced results

Examples first sentences might include:

- When was the last time you invested in yourself? I remember when I was 24 year old I thought I could figure out everything for myself.... I would hoard any money I kept and decided the best way to learn was watching free youtube videos. Boy was a wrong. In the summer of 2014 I purchased my first coaching program..... that program taught my xzy.... Made me realize xyz.... And as a direct result of that investment I signed 4 new clients in the next month and added XZY revenue.

- I used to have 3 glasses of wine every night after dinner. My mind was always racing with business ideas in the evening so I used wine as a crutch to calm my nerves and sleep easy. Little did I know I was actually dulling my creativity. When I stopped drinking alcohol all together here's what happened....

Pro Tips:

- Be sure to paint the entire picture of transformation.
- Include details and a relevant photo (testimonial video/ screenshot/ picture even)
- Make sure to start the post with: #day4

DAY #5: ENGAGEMENT STYLE POST

Directions:

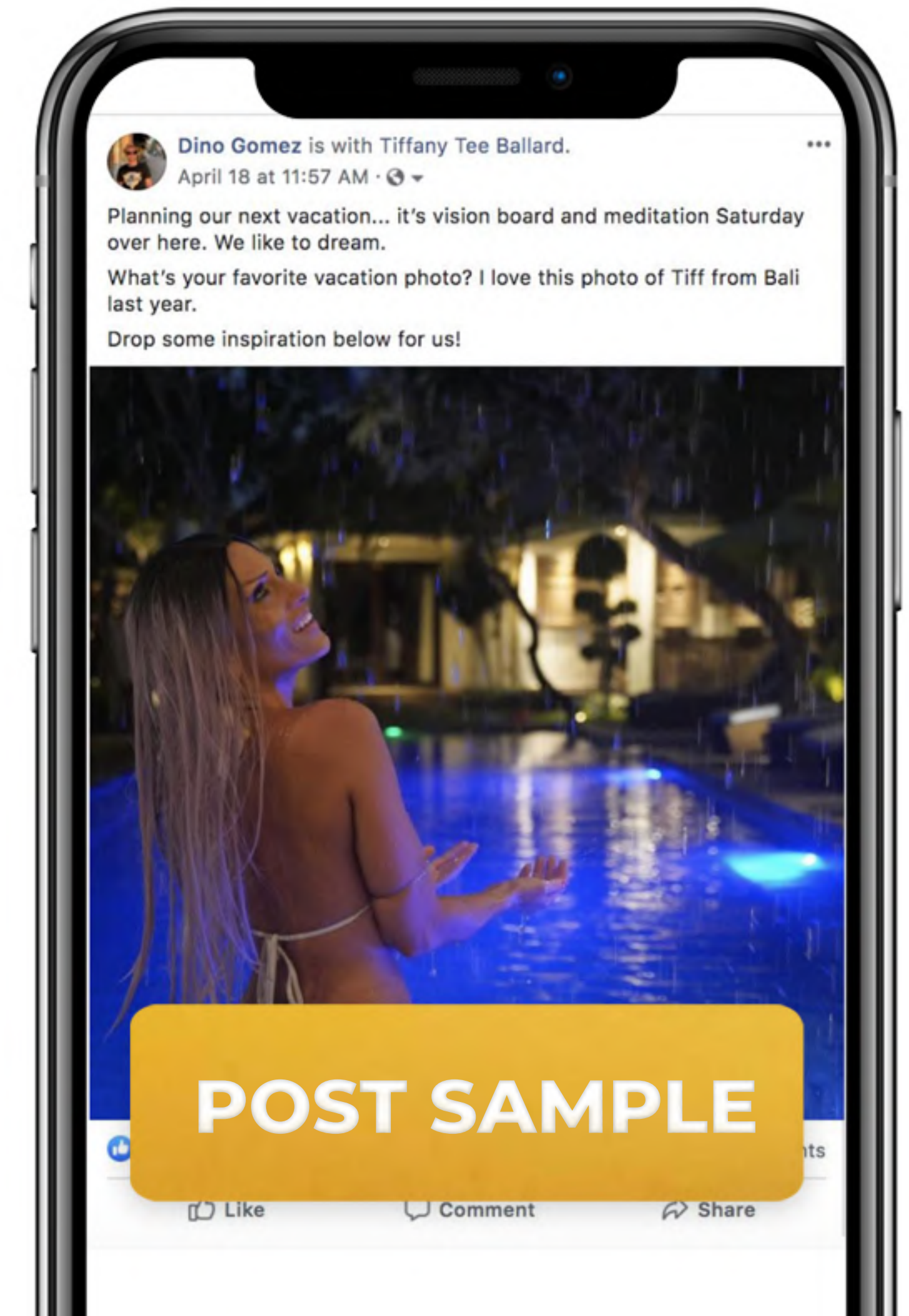
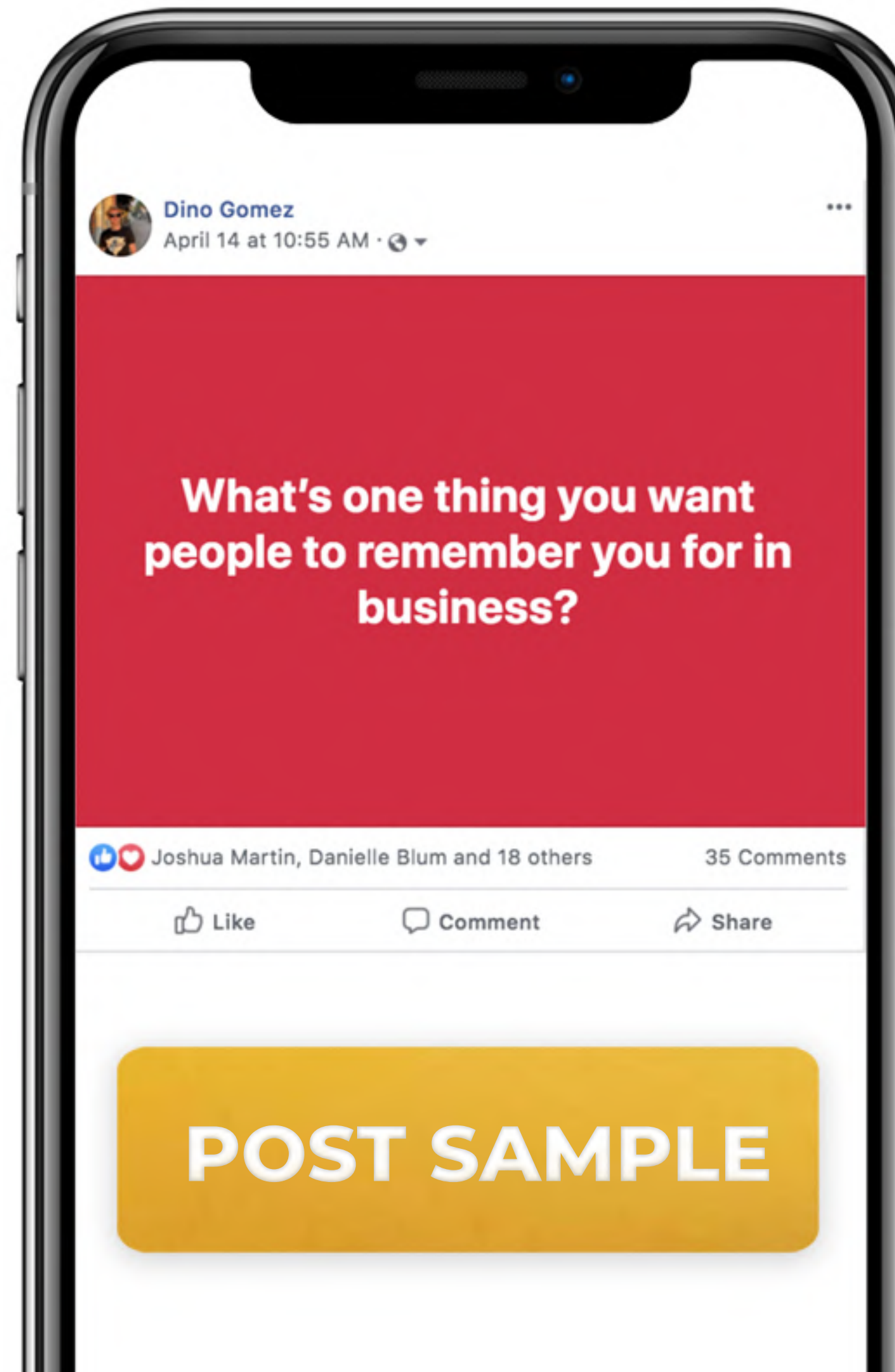
- Ask a question to your audience.
- This may be something fun and relevant to the current economy or trending media... or it might be as simple as asking “What they are struggling with in their business)
- The goal of these posts is to help boost the algorithm so that you are recommended to more people.
- These engagement style questions also get people interacting with you and can even reveal who might be a perfect fit client for you to work with.

Examples first sentences might include:

- What are the 3 main things holding your back from growing your business right now?
- What are 3 things you look for in a significant other? (relationship coaching)
- What are your personal and business goals for the month?
- Who here has an XYZ coach and why?

Pro Tips:

- Be sure to respond to and acknowledge everyone who comments on your posts so they feel heard.
- Follow up with comments on your post with more comments if you are unclear of their answer or want more engagement
- Invite any perfect fit clients onto a discovery call with you
- Make sure to start the post with: #day5



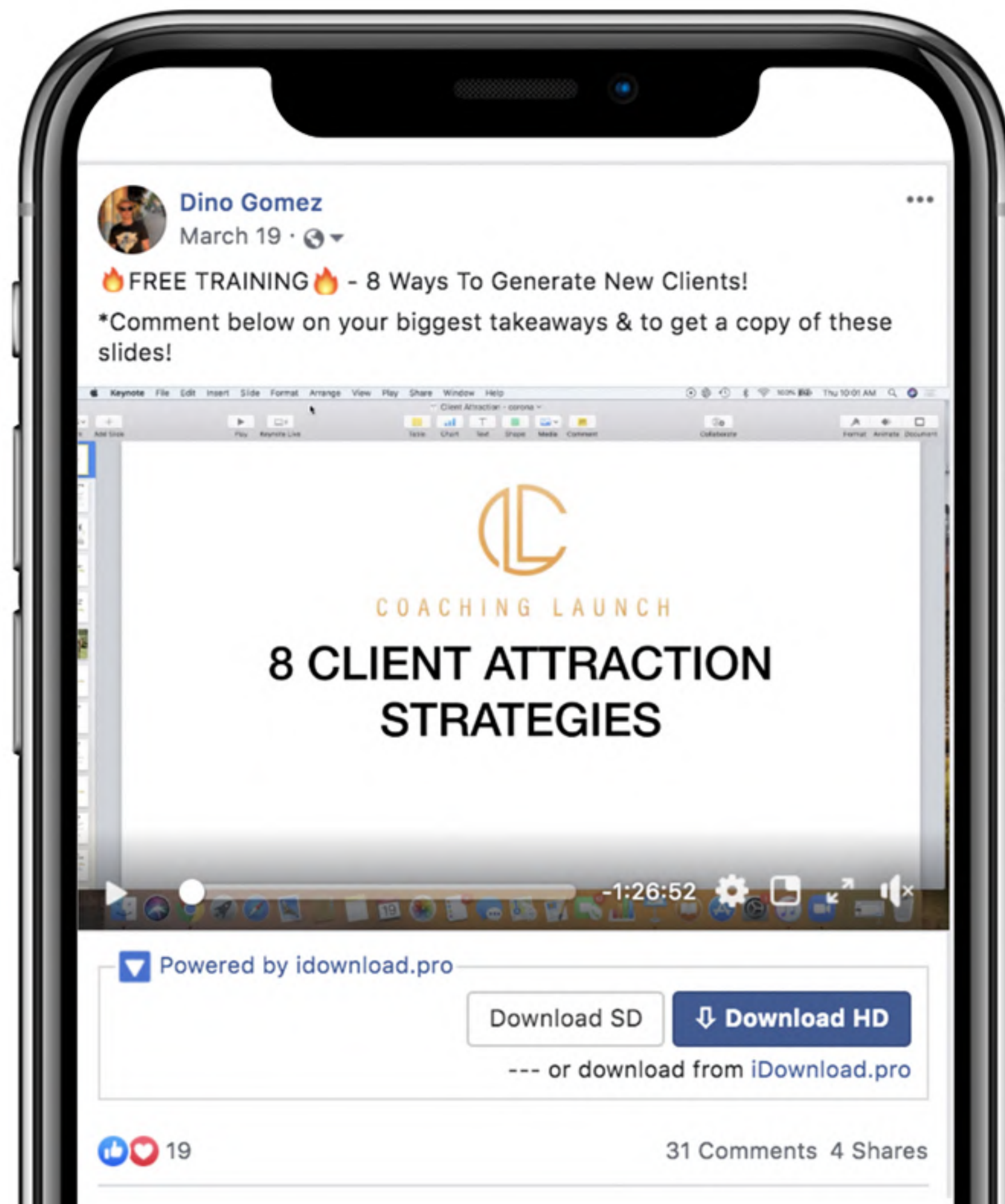
DAY #6: TRAINING POST

Directions:

- Do a Facebook live or write a post where you reveal a strategy or technique that relates to your coaching service.
- This may be a “listicle” such as “3 Things You Can Do To Attract More abundance into your life right now”
- This might be a simple and little know hack.
- This might be something you learned from a book, podcast, or something else (just credit the source)

Examples first sentences might include:

- One Easy Tip to Close More Sales.
- 5 Ways To Improve Your Dating Life.
- Crazy Strategies To Produce Videos Fast and Easy.
- My Secret Method to Get Rid of Anxiety.



Pro Tips:

- Videos work extremely well here but written posts also work if you make them long form and explain each step in the process.
- Have a call to action at the end for people to reach out to you if they want help implementing this.
- Make sure to start the post with: #day6

POST SAMPLE

DAY #7: FUNNY METAPHOR POST

Directions:

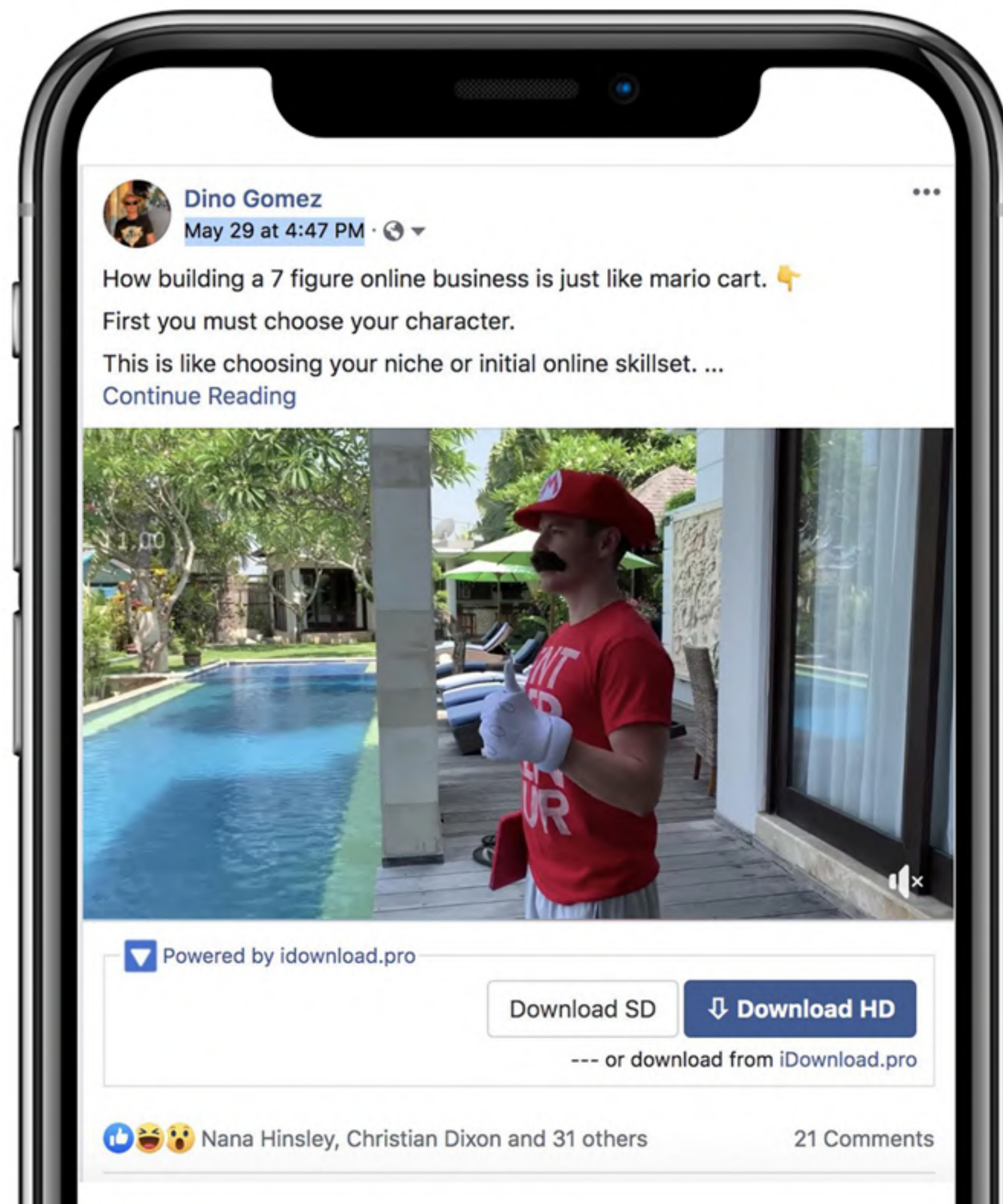
- How can you relate your area of expertise to something else that people know and like doing?
- The goal is to make your audience view your area of expertise as something fun and exciting that they want to do.

Examples first sentences might include:

- How Facebook Advertising is like a video game.
- How Real Estate Investing is Just Like Monopoly.
- How meditation is just like dating.

Pro Tips:

- Written posts work best here.
- Great post template to bullet point different similarities.
- Make sure to start the post with: #day7



I compared building a 7 figure business to Mario Kart.

Choose a comparison that your audience would also be familiar with.

POST SAMPLE

DAY #8: SMASH THE STEREOTYPE

Directions:

- Think of a stereotype in your industry and how you don't fit perfectly into that category but are still successful. Post about this.
- The goal is to make your audience understand they can do the thing you teach without being like everyone else.

Examples first sentences might include:

- You don't have to be super "Techy" to be a Facebook ads expert.
- You don't need to be "ultra spiritual" to make the law of attraction work for you.
- You don't need to have a "New York Accident" & be a "smooth talker" to be a masterful sales closer.

Pro Tips:

- Written posts work best here.
- Go into detail about your success without fitting into the industry stereotype.
- Make sure to start the post with: #day8

DAY #9: REMOVE THE PAIN

Directions:

- What is something your ideal client is struggling with right now? Explain how your way to accomplishing an end result works while removing the pain associated with normally getting there.
- The goal is to make your audience see how your methodology and strategies can get them to their desired end goal without doing the things they hate to do.

Examples first sentences might include:

- How to grow your business to 6 figures without needing to work 60 hours a week!
- How to lose 10 pounds super fast without going on a crazy restrictive diet.
- How to make 5 figures from a live webinar without needing to spend hours putting together a 100 page powerpoint.
- How to have mind-blowing sex without needing to have 6 pack abs or a super toned body.

Pro Tips:

- Written posts work best here.
- Go into detail about your success without doing the thing people don't want to do.
- Make sure to start the post with: #day9

DAY #10: INVESTING IN COACHING

Directions:

- Explain how investing into a coach, mastermind, or program dramatically impacted your business or that of your clients whom invested with you.
- The goal is to make your audience understand that if they don't invest themselves into either your services or someone else's they aren't going to see the results you are seeing.

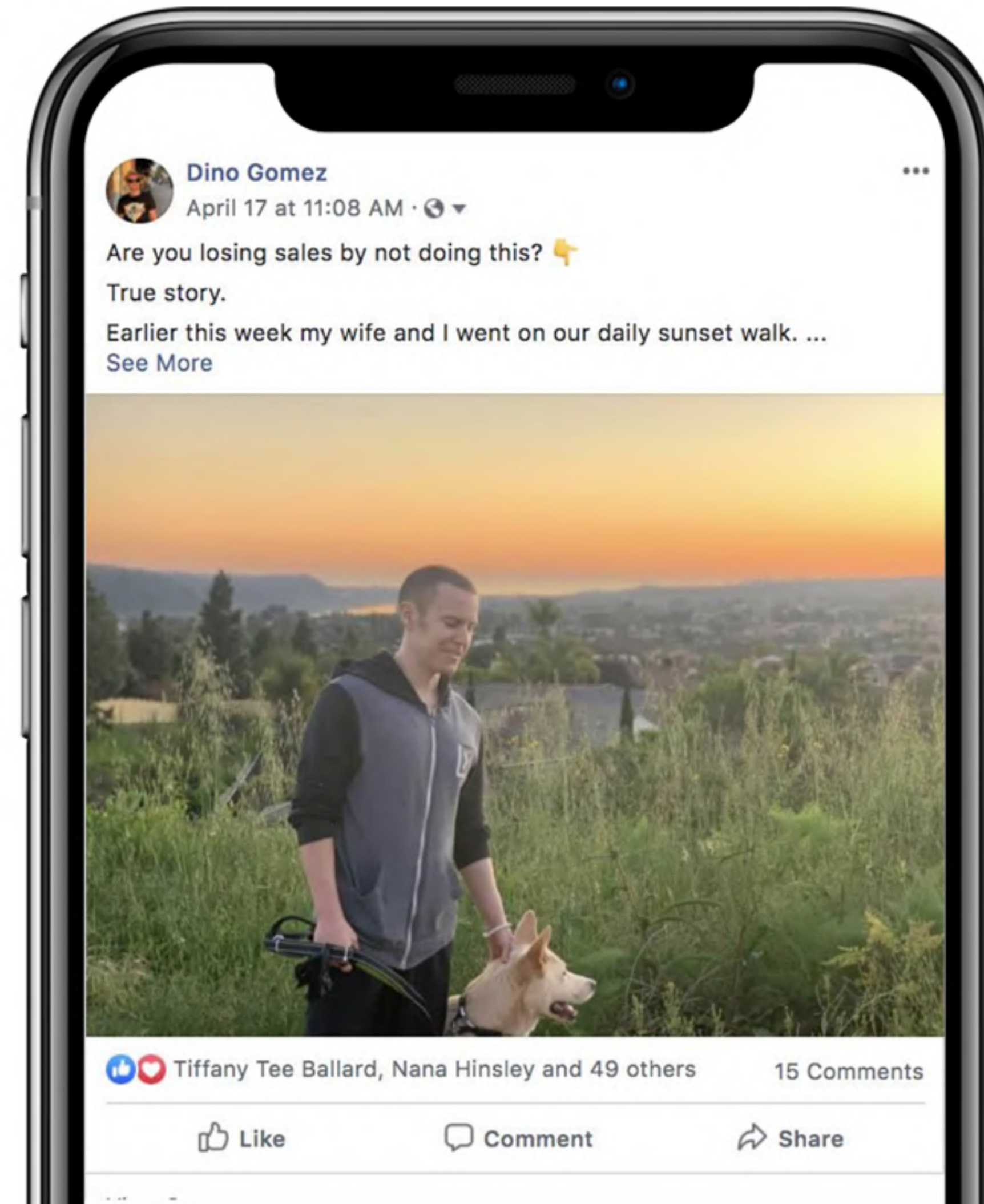
Examples first sentences might include:

- The first time I invested in a coach I made a 5x return on investment.
- I underestimated how crucial it is to be surrounded by like minded people who were on the same mission as me.
- For years I struggled with depression and thought prescriptions were my only hope... until I finally invested in a wellness coach.

Pro Tips:

- Facebook live, video, or written post.
- Go into detail about your success hiring a coach, joining a mastermind, or buying a course.
- Stories work really well here.
- Make sure to start the post with: #day10

SAMPLE POST



DAY #11: PAINT THE PICTURE WITH A TESTIMONIAL/RESULT

Directions:

- Tell a story of how one of your clients achieved a result. Could be how you achieved a personal result in business or what you coach on.
- How did you feel before & after? Include vivid details.
- What was the before and after result? (increased confidence, landing that relationship, understanding your purpose in life, landing a client, generating leads etc)

Examples first sentences might include:

- Have you heard of Mary's story? Mary came to me because she was struggling to get new customers..... We did XYZ together... and in just 2 months she now has XYZ results.
- How I helped Mark go from confused & frustrated with his dating life to finding his soulmate in 12 weeks! (story to follow)

Pro Tips:

- Be sure to paint the entire picture of transformation.
- Include details and a relevant photo (testimonial video/ screenshot/ picture even)
- Make sure to start the post with: #day11

SAMPLE POST



DAY #12: SMASH THE COMPETITION

Directions:

- Explain why your competitor's solutions aren't working for your target audience.
- The goal is to make your audience understand that they simply choose the wrong vehicle to get their desired results.

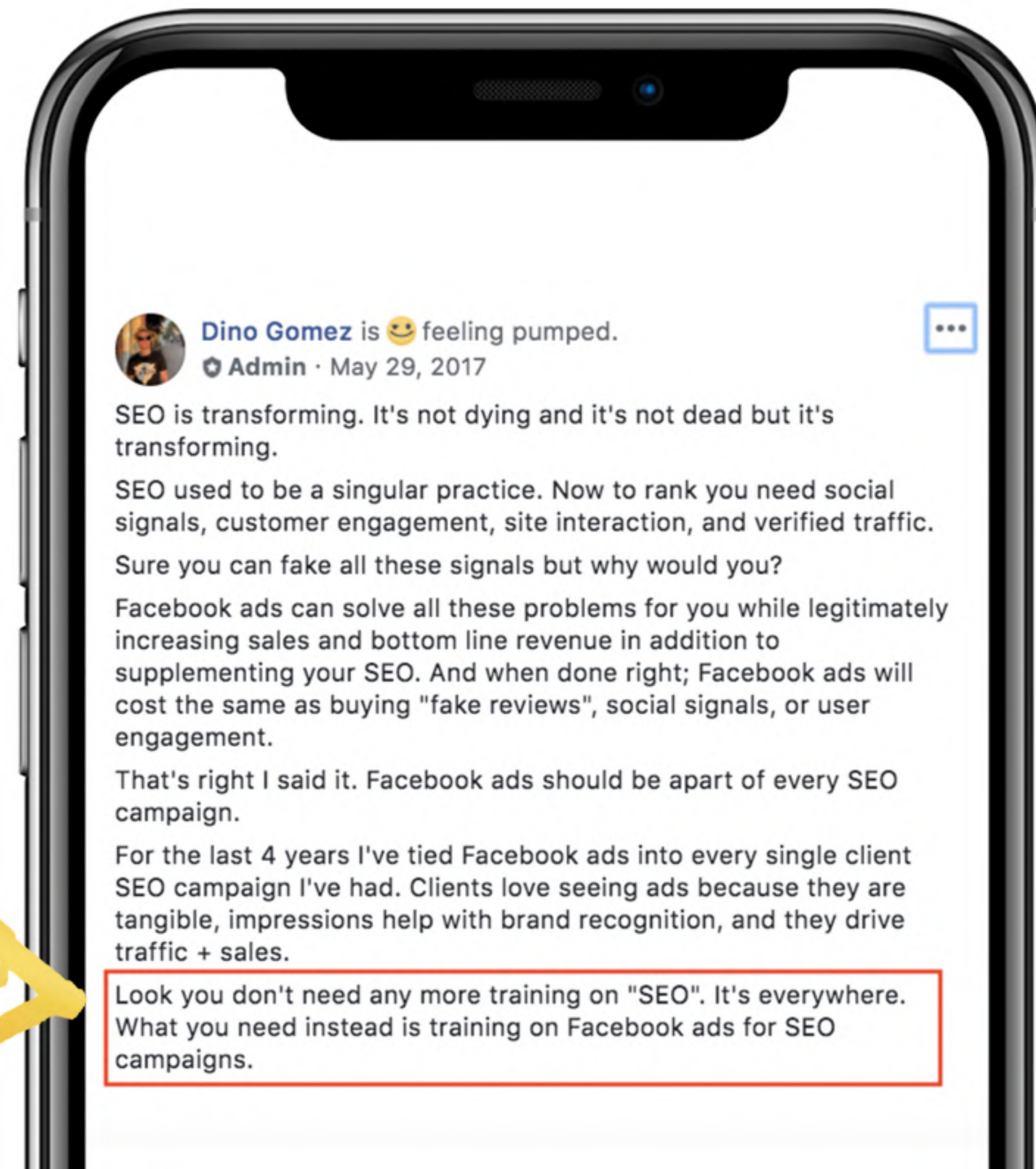
Examples first sentences might include:

- Why the Keto Diet Doesn't Work For Many People.
- Why you're stuck on the 6-figure per year hamster wheel.
- Why online dating is dooming you to never meet your significant other.

Pro Tips:

- Facebook live, video, or written post.
- This post should always come after a testimonial post.
- Explain how the competitor's solution only works for a certain type of person and why your solution worked for you + others (if you have testimonials). Otherwise just explain why it worked for you.
- Make sure to start the post with: #day12

Example of persuading
the market to invest in a new strategy
vs the competitors old model



DAY #13: THE RISK THAT PAID OFF

Directions:

- Tell a story about the time you took a risk and paid off! This can be about anything.
- The goal is to show your audience when you believe in yourself 100% that anything can happen.

Examples first sentences might include:

- I almost made a horrible decision that would have cost me the most important relationship in my life.
- Something inside me told me I had to move cities.... It was outside my budget but I did it anyways and it turned out to be the best decision I've ever made....
- I was always afraid to expose myself on social media but by doing so I landed a \$24,000/year client.

Pro Tips:

- Facebook live, video, or written post.
- This post should always come after a testimonial post.
- Explain how the competitor's solution only works for a certain type of person and why your solution worked for you + others (if you have testimonials). Otherwise just explain why it worked for you.
- Make sure to start the post with: #day13

In this post I told a story about how wearing a goofy outfit brought me \$80,000 in sales in 2 weeks

SAMPLE POST



DAY #14: SOMETHING NOBODY KNOWS ABOUT YOU

Directions:

- Tell a story around something people don't know about you.
- The goal is to let your audience get to know you on a deeper level. This builds connection and trust with your audience since you're letting them in close and they'll feel like they know you like a friend does.

Examples first sentences might include:

- Did you know I spent 3 years in Iraq? It was the scariest time of my life. Bullets whizzed past my head daily, I had friends die in my arms....
- Did you know I was abused as a child? It's something I normally only share with my closest of friends but I wanted to share my story in case it helps others with a similar past....
- Growing up I came from a poor family... my dad worked 18 hours days just to keep food on the table

for our family of 5.... (story)... it's what motivated me to become an entrepreneur.... To make xyz money....

Pro Tips:

- Written post.
- Tell a captivating & descriptive story that makes people feel they've known you their whole life.
- Make sure to start the post with: #day14

In this post I told a story about how I was introduced to internet marketing.

POST SAMPLE



DAY #15: AUTHORITY QUOTE BOMB

Directions:

- Use a famous quote from someone well known that supports your strategy or beliefs.
- The goal is to leverage the authority of this well-known author/ celebrity so that your audience can draw a correlation between your strategies and that which is success.

Examples first sentences might include:

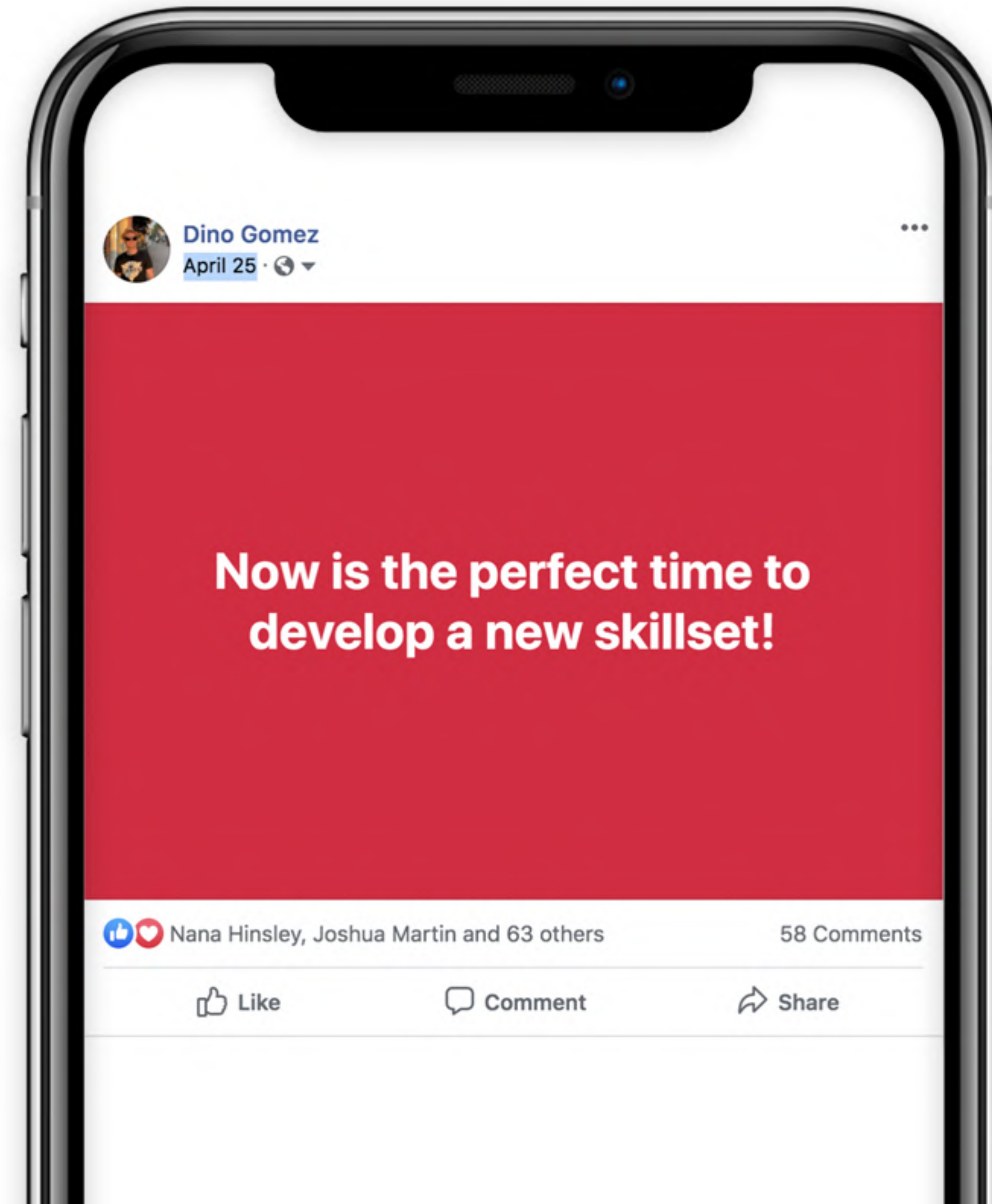
- You can get everything you want in life if you just help enough other people get what they want.” - Zig Ziglar
- “If you don’t find a way to make money while your sleep you’ll work everyday of your life until you die.” - Warren Buffett.
- “Whatever the mind of mind can convieve, it can acheive.” - Zig Ziglar

Pro Tips:

- Photo post of the quote.
- If you want you can add a sentence or two on top of your photo quote post such as... “And this is why I choose a passive income business model.”
- Make sure to start the post with: #day15

I dropped this post
admits Covid 19 to help
inspire my audience to get
busy investing in developing
a new skillset.

SAMPLE POST



DAY #16: TOP 5 QUESTIONS ANSWERED

Directions:

- Answer 5 common questions that a prospect normally has before making a decision to hire you. (can be more or less than 5)
- The goal is to address the most popular concerns or mis-conceptions your audience has about your service or industry.

Examples first sentences might include:

- The Top 5 Questions Coaches Have About Facebook Ads.
- 5 Misconceptions Busy Men Have About Losing Stubborn Belly Fat.
- Your 7 Burning Questions About How To Grow a Youtube Channel to 10k subscribers Fast

Pro Tips:

- Written post or video.
- Make sure to choose questions that must be answered before a buying decision.
- Make sure to start the post with: #day16

DAY #17: KNOW MY PERFECT FIT CLIENT?

Directions:

- Ask your Facebook friends if they know anybody that fits into your category of a perfect fit client.
- The goal is to leverage your connections to be indirectly introduced to people that may want to work with you. Naturally your friends will tag other people and they will come creep your profile & will become interested in what you do.

Examples first sentences might include:

- Know anyone in a 9-5 job that may want to start an online business? Tag them below.
- Know anybody who wants to make a side income of 1-2k/month? Tag them below.
- Know any awesome singles who are tired of online dating not working out? Tag them below.

Pro Tips:

- Written post with background color.
- Make sure to request introductions to your “ideal client”.
- Make sure to start the post with: #day17

DAY #18: NO CHANGE UNLESS THERE'S A CHANGE

Directions:

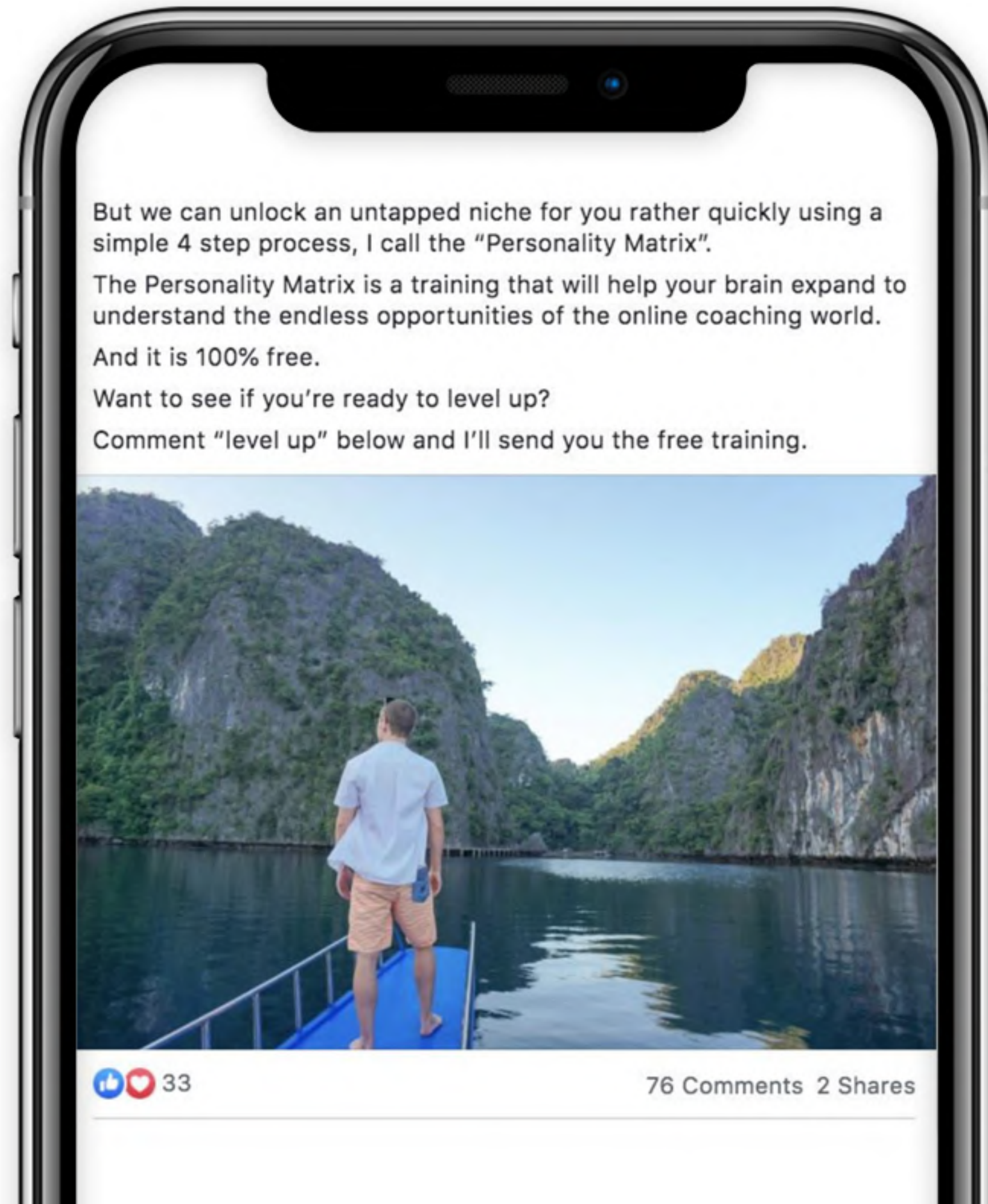
- Tell a story about how you overcame the problem you solve by doing something different than what you had been doing before.
- The goal is to help your audience understand they won't get different results if they keep doing the same thing that's not working and that your service can actually get them the results they so badly desire.

Examples first sentences might include:

- For 8 long years I worked a job I hated expecting to get that promotion that was promised... but it never came.... (then how you finally started your own online business & began writing your own paycheck)
- For 5 years I outsourced marketing to various agencies but never got an ROI... (then how you brought it in house & why small business owners have to learn marketing themselves)

Pro Tips:

- Written post or video.
- Make sure you tell a story.
- Make sure to start the post with: #day18



This post illustrates how I made a change and how it grew my business dramatically. You want to inspire others to adopt your newly found way of achieving xyz result.

SAMPLE POST

DAY #19: HOW YOU FEEL WHEN YOUR CLIENTS GET RESULTS

Directions:

- Tell a story about how one of your clients got a specific result and in particular how it makes you feel to see your client's winning.
- The goal is to demonstrate how much you love helping your clients get results and that you do in fact get your clients results.

Examples first sentences might include:

- Just did an air high-five with my client because he closed 50k in contracts today! But here's what's so amazing....(story of how he got results)
- Celebrating my client today who says she no longer has anxiety attacks! It took 6 months of inner work together but she is now free to begin loving life again. Hearing this is exactly why I love coaching others. (story of what you're doing to celebrate your client's results)

Pro Tips:

- Written post.
- Make sure to include some story of how you helped your client through their problem to the end result.
- Make sure to start the post with: #day19



This post illustrates the types of clients we attract into our programs. We facilitate mastermind communities where everyone is looking to help each other out & our clients have so much business they are happy to refer leads to each other.

SAMPLE POST

DAY #20: SOMETHING YOU FIND NEAT/INTERESTING

Directions:

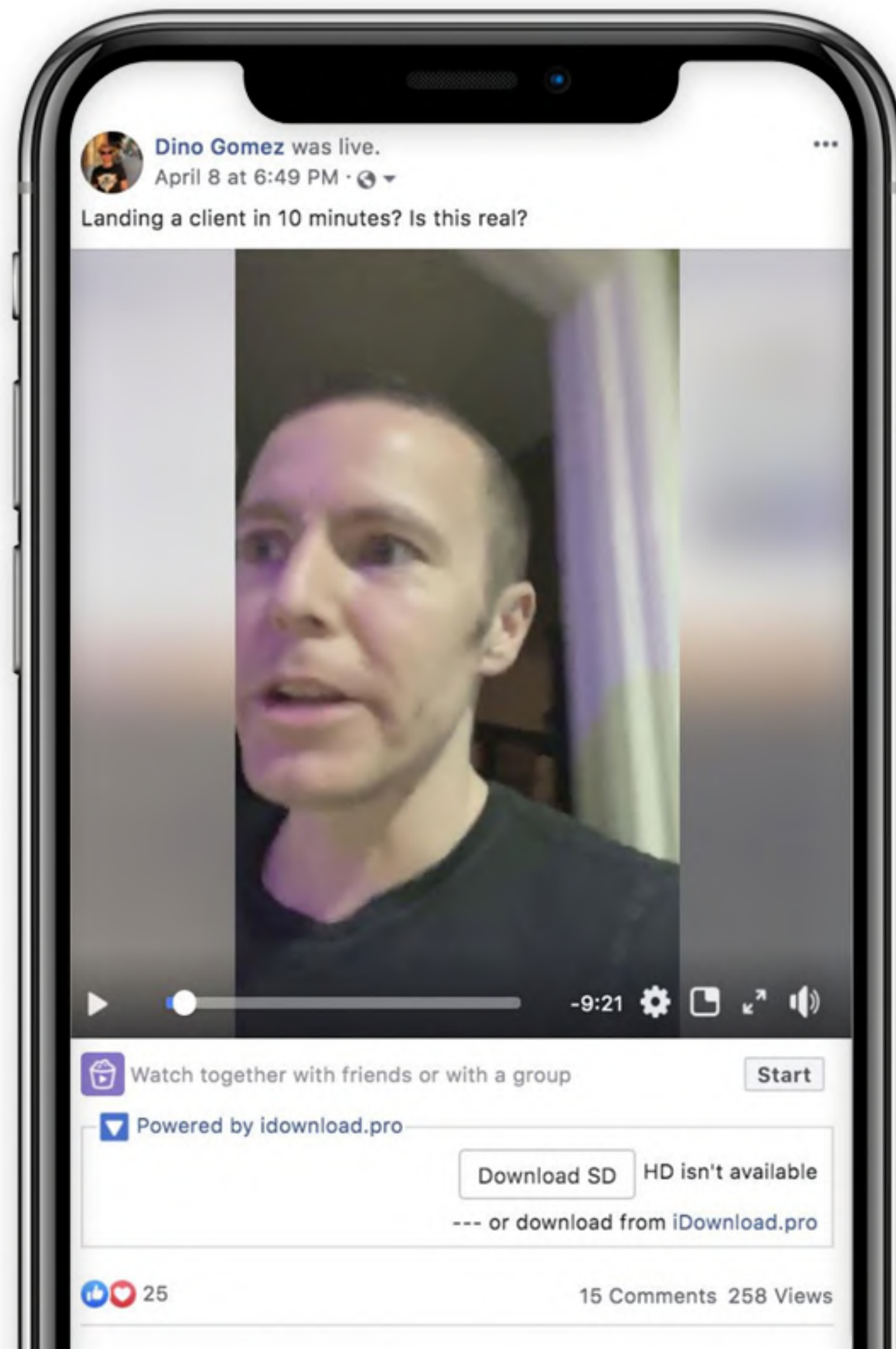
- Make a statement about something you find very interesting and then ask your audience to share in return.
- The goal is to help your audience get to know you better and to feel more connected. You also want to create the environment for them to be heard.

Examples first sentences might include:

- Every single day I see this guy at the gym with long blonde hair. He has his ear buds in and walks around playing an invisible electric guitar between his workout sets. So rad that he doesn't care what other people think. He's doing him and I respect that. What's a character trait you respect about someone you haven't met before?

Pro Tips:

- Written post.
- Make sure you tell a story then pose your question.
- Make sure to start the post with: #day20



SAMPLE POST

(FB Live where I talk about basketball, Samurai swords, working out at home, tour of my home, and a client result)

Welcoming your audience into your home gives them a chance to connect with you as if they were your neighbor or a close friend.

DAY #21: PRIME YOUR AUDIENCE

Directions:

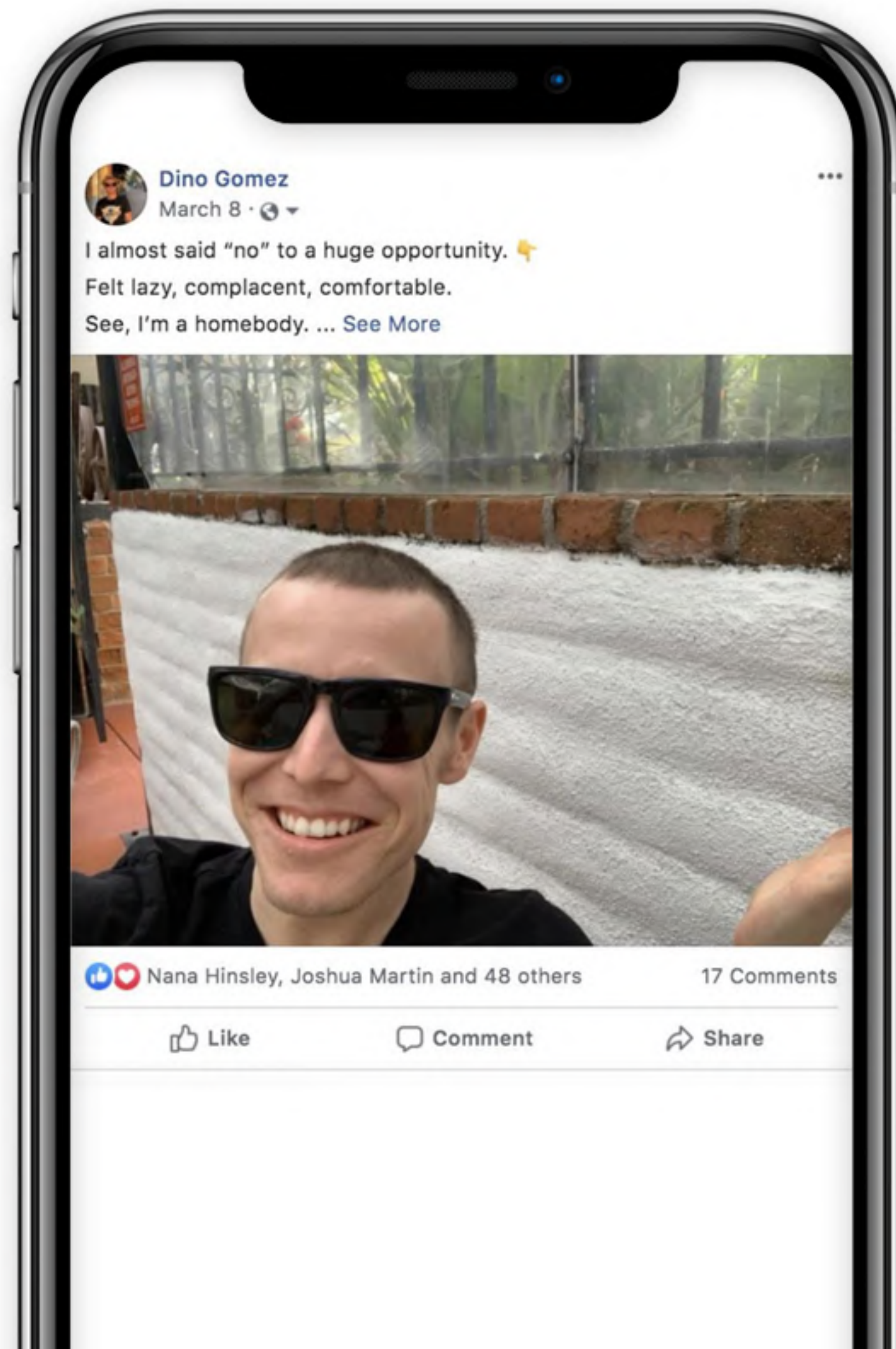
- Tell your audience a story of how you achieved an end result prior to making a promotion.
- The goal is to help your audience see the value of what you are about to offer (before you make a direct offer)

Examples first sentences might include:

- I never thought an instagram following mattered.... (story of how you followers turned into clients.... Before you sell your instagram training)
- I used to think the Law of Attraction didn't work (story of how it worked for you... Before you sell your Law of Attraction coaching)

Pro Tips:

- Written post or video.
- Make sure you tell a story and explain why what your promoting is so valuable.
- Make sure to start the post with: #day21



SAMPLE POST

I was getting ready to promote a live event I would be hosting so I primed my audience with a story of how attending an event impacted my business days before I annouced the live event.

DAY #22: GOAL POST

Directions:

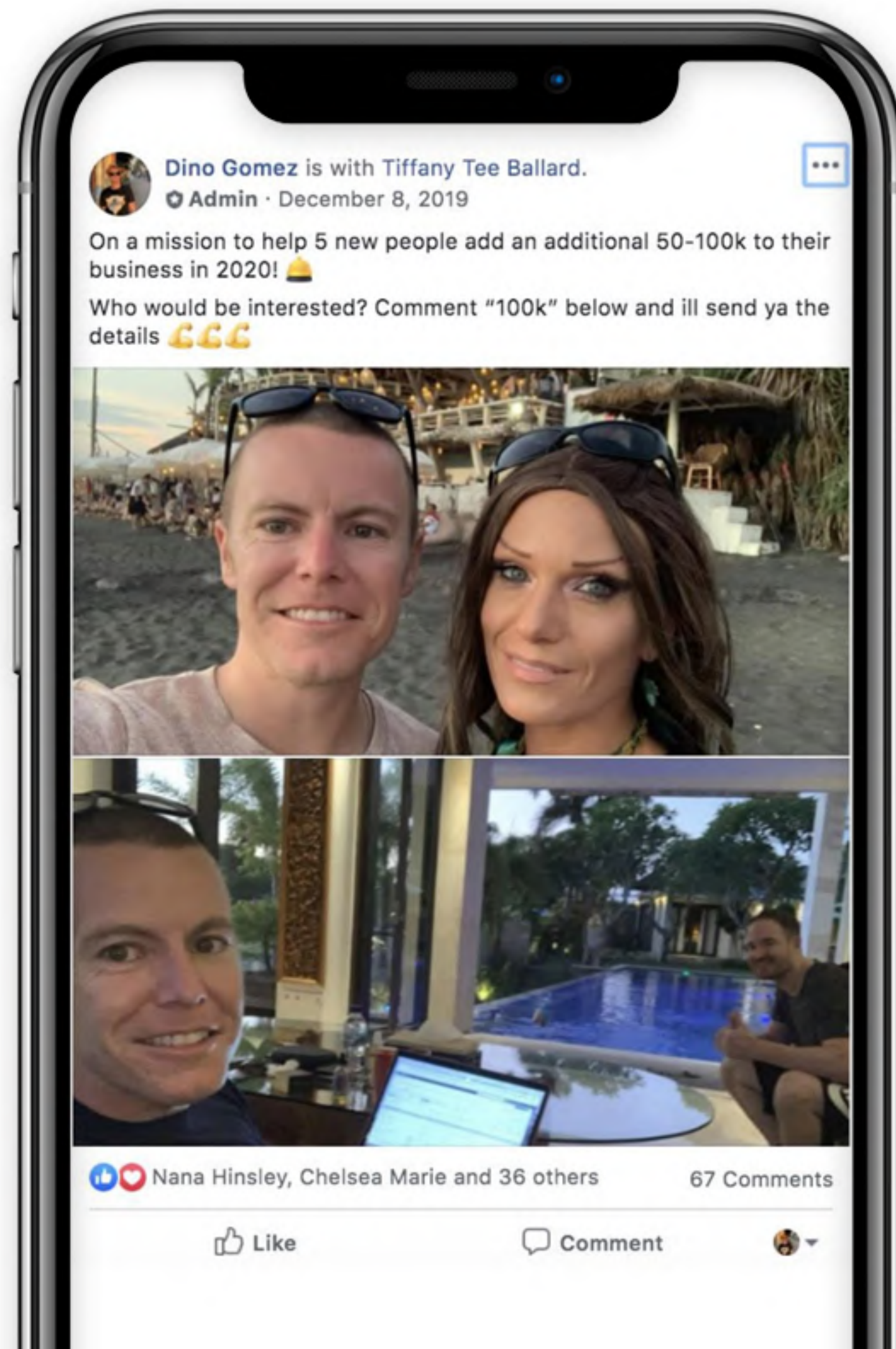
- Tell your audience your goal is to help 5 people achieve XYZ. Ask who is interested.
- The goal is to generate leads for your coaching business.

Examples first sentences might include:

- My goal is to help 5 couples rediscover their love in the next 30 days. Who is interested?
- My goal is help 5 business owners have a record setting month in July. Who is interested?
- My goal is to help 5 personal trainers double their income in the next 30 days. Who is interested?

Pro Tips:

- Written post.
- Make sure to follow-up and message each person who is interested.
- Don't drop your price... you're mainly after social proof and building a pipeline of leads.
- If you don't get any engagement on this post then there's work to be done on your messaging.



SAMPLE POST

Asking who wants to help growing
their business.

CONGRATULATIONS MY FRIEND!

To be clear, step 1 in launching a coaching program is content creation.

You have to be viewed as an authority & visible to your audience.

YOU JUST PROVED YOU CAN DO THIS!

You stepped up to the challenge and just made a huge leap.



COACHINGLAUNCH.COM



But there is a fine line between producing content and producing content that consistently attracts high end clients.

Should you want a step by step blueprint to designing and launching a 6 to 7 figure online coaching business we would love to help you.

I've figured out the formula for building a 7 figure coaching business in the most competitive of niches and can show you exactly how to build your first program so that you are set up for massive success.

You'll find we have a proven track record of success and 100's of client testimonials to boot.

COACHINGLAUNCH.COM

A few things I help other coaches with include:

- **Niche Selection** (Our personality matrix can help you carve out or reposition yourself as the Go-To-Coach of your industry)
- **Crafting a unique message** (this makes your content convert like crazy and will position you to make any or all of your competition irrelevant)
- **Having a proven launch strategy** (having the exact steps to publicly announce your first coaching program like a pro so that it produces sales every time you open your program.)
- **Offer Creation** (Formatting & presenting an irresistible offer that almost nobody can say no to)
- **Program Design** (Having a step by step outline for packaging & delivering an amazing coaching

service that will create lifelong clients & raving fans)

- **Sales & Enrollment** (We'll give you the confidence to hold your value and charge 2-3x your current prices and we'll show you to enroll premium clients)
- **Testimonial Strategy** (How to ensure your clients get results & are more than happy to give you a testimonial in return)
- **Team Building** (How to make a strategic hire to free up your time and scale your business. We can even help you setup your tech such as ads, funnels, & email marketing so you can scale)
- **Cash Injection** (Discover how to generate 10k - 50k in a week with online workshops, challenges, & course promos)

ARE YOU A COACH?!

**Want me to find an extra \$20,000 -
\$40,000 sitting in your business?**

Apply for a free 30 minutes cash-injection call

COACHINGLAUCH.COM