

EXCLUSIVE REPORT



**7 DEADLY
GROWTH
MISTAKES
COACHES
MADE IN 2023**

TABLE OF CONTENTS

1

Charging by the Hour Instead of Creating Programs that Deliver Transformations

2

Not Having a Great Offer

3

Posting Mixed Messaging Content Online

4

Ineffective Pricing Strategies

TABLE OF CONTENTS

5

Failing to Invest in Personal Growth

6

Posting Mixed Messaging Content Online

7

Ineffective Pricing Strategies

INTRODUCTION

Dear Coach,

Are you looking for ways to attract a tsunami of dream clients, through an automated system and that pay you a lot more, to do the work you actually enjoy doing?

Or how would you like to finally break the \$10K per month mark and start hitting consistent \$25K+ months, even \$100K months... while spending less time on creating content, the same money (or even less) on marketing and not feeling burnt out?

If you're interested in either of those outcomes then this report will change your business.

Here's why: we are sharing what we believe to be the single best way to grow your business in 2024.

When you use these strategies, getting new customers will never be a problem

These are proven strategies. They've generated just under \$31 Million for our clients in 2023 alone. We've split tested hundreds of variations and we're giving you the strategy that ACTUALLY gets results.

These strategies have exploded our revenue. They've helped exponentially grow our clients' businesses.

And now, for the first time ever, we're teaching you how to make them work for you.

\$7M

Managed in Ad Spend in
2023

\$31M

In Revenue Generated for
Our Clients in 2303

**CREATIVE
SWIRL**

1.

**Charging by the Hour
Instead of Creating
Programs that Deliver
Transformations**

Charging by the hour is a common trap for many coaches.

This approach not only caps your income potential but also undervalues the transformative impact of your work. The key to scaling beyond the \$3-5K monthly earnings is to shift from hourly rates to creating comprehensive programs.

My client Jessica used to charge \$900 for 10 x 1 hour sessions. She kept finding that she attracted clients that expected massive transformations within 1 hour sessions and were ASKING for REFUNDS 3 sessions into the 10 session block. Charging by the hour doesn't attract clients who are committed to long-term transformations.



01 IDENTIFY CORE TRANSFORMATIONS

Understand the key transformations your coaching provides and build your programs around these outcomes.

02 PROGRAM STRUCTURE

Design programs with clear start and end points, inclusive of all the tools and support needed for the transformation. Focus on the micro-transformations at the end of each week to structure it for your clients.

03 VALUE-BASED PRICING:

Set prices based on the value and results of your programs, not just the time spent. Passively-delivered, recorded content or workbooks can help boost this up

By adopting a program-based approach, you elevate your service from a commoditized time-slot to a life-changing journey, significantly increasing your earning potential and client success rates.

2.

Not Having a Great Offer

Crafting an Irresistible Coaching Offer that Prospects feel Silly saying No to

Nothing will ever lead to sales if you don't have an irresistible, juicy offer.



Pro Tip

The ultimate basis of a thriving coaching business is a compelling offer, one that resonates deeply with your target market. A lackluster offer can leave potential clients unengaged, and you'll remain stuck in the \$3-5K per month death zone.

This becomes especially true when you start running ads. An offer that doesn't convert well on warm audiences will certainly not convert well with cold audiences from your ads.

01 IDENTIFY CLIENT PAIN POINTS:

Delve into the specific challenges and aspirations of your ideal clients. Your offer should speak directly to these pain points.

02 UNIQUE SELLING PROPOSITION (USP):

Your offer should have a unique mechanism it follows to get you there, something that makes logical sense to the prospect. This could be your method, experience, or unique outcomes.

03 CRAZY GUARANTEE

Your offer should come with a defined transformation and backs it with a guarantee. If you can't back your offer, the chances of stranger buying it is very low.

An offer that clearly articulates the transformation clients will experience not only attracts more clients but also justifies a premium pricing model, positioning you for those coveted \$20K+ months.

3.

Posting Mixed Messaging Content Online

Creating a Cohesive Online Presence That Guides Prospects to Buy



In 2023, a clear and consistent online presence has become more crucial than ever. Mixed messaging can confuse your audience, diminishing the impact of your digital footprint. However, a well-planned content strategy can boost your reach and client engagement.

01 TOP OF FUNNEL CONTENT (40%):

Focus on lifestyle and character-showcasing content. This broadens your reach and forms a connection with your audience.

02 VALUE-DRIVEN CONTENT (40%):

Share insights and strategies that highlight what's possible through your coaching method. This establishes your authority and expertise.

03 TESTIMONIALS AND URGENCY (20%):

Showcase success stories and create a sense of urgency. This builds credibility and prompts action from potential clients.

Balancing these content types ensures you're not only reaching a wider audience but also effectively guiding them through the journey from awareness to decision-making.

4.

Ineffective Pricing Strategies

Mastering the Art of Profitable Pricing to Scale

A common hurdle for many coaches is the challenge of setting the right price. Your pricing strategy is a critical component that can either propel your business to new heights or keep you stuck in the \$3-5K monthly earning bracket.

The pricing should reflect the value you provide in your offers but also enable you to provide the best service

A LOT OF COACHES:

If they are cheaper: they'll close the client

in reality: is them or their team end up over-stretched and unable to deliver results.

They stay in a perpetual cycle where they aren't charging enough to re-invest in their business and aren't producing groundbreaking results for clients.

01 VALUE-BASED PRICING

Shift from time-based to value-based pricing. Consider the transformative impact of your coaching when setting prices.

02 MARKET RESEARCH:

Understand what your competitors are charging and how your services compare. This helps in positioning your offer effectively. Don't aim to be the cheapest in the market but the most value providing.

03 FLEXIBLE PACKAGES:

Offer different tiers of coaching packages. Cater to different segments of your audience with varied pricing, but always align with the value delivered.

Effective pricing isn't just about charging more; it's about aligning your prices with the profound transformation your clients experience, thereby justifying your rates and enhancing perceived value.

5.

**Failing to Invest in
Personal Development**

Evolving Continuously Is The Key to Coaching Success

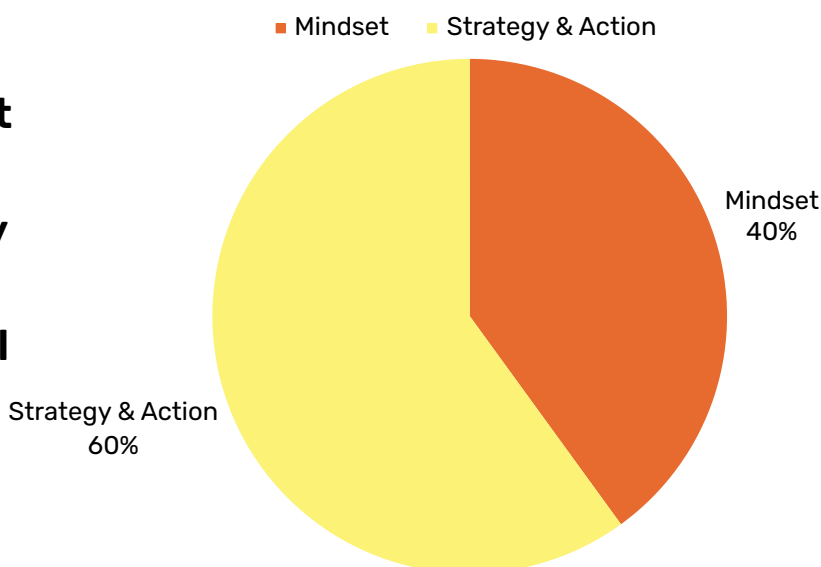
In the rapidly changing world of coaching, personal development isn't a luxury; it's a necessity. Failing to invest in your growth can lead to stagnation and limit your earning potential.

If you can't justify increasing your prices, it's probably because you haven't invested in improving your coaching technique or leveled up your method.

Mindset really does play a huge part in the results you see in your business.

I've already thought about business success as 40% Mindset and 60% Strategy & Action. Craft the identity for the "next level you".

Once you step into that, you'll see incredible results.



01 CONTINUOUS LEARNING:

Engage in regular learning activities, whether it's attending workshops, reading books, or enrolling in advanced courses.

02 MASTERMINDS:

Connect with other coaches and service providers. Insights from what's working in different niche or with a business model can provide you with crazy hacks that can skyrocket your business.

03 SELF-REFLECTION AND ADAPTATION

Regularly assess your coaching methods and personal effectiveness. Be honest with what's not bringing your clients results and be open to adapting your technique. **Remember your clients are with you to get results, not just because you're a TikTok expert or because you follow a certain funnel. Client's prefer honesty over rigidity that leads to poor results.**

Investing in your personal development ensures that your coaching methods stay relevant and effective, keeping you ahead in the game and paving the way for higher earnings.

6.

Seeing Ads as a Money Pit

Harnessing the Power of Advertising for Automated Growth



MYTH

One major misconception among coaches is viewing advertising as an unnecessary expense rather than an investment.

This mindset can significantly limit your reach and hinder the achievement of higher income levels.

With the **ORGANIC ALGORITHM** always changing, the only way to control your distribution and make sure you're getting in front of the **RIGHT** people and the scale you can control is ad. **PAID ADS** take up a lot of trial and error before one gets working. Moreover, with rising ad costs, it is important to have an automated funnel in place and a basic understanding of consumer psychology to ensure you're not wasting money.

If you have the right components in place, ads can very quickly double, triple or even quadruple your earnings within a space of months.

01 STRATEGIC INVESTMENT:

Understand that well-planned and targeted ads are investments in your brand's growth. They increase visibility and attract potential clients.

02 TARGET AUDIENCE ANALYSIS:

Identify and understand your ideal client demographics. Tailor your ads to speak directly to their needs and aspirations.

03 MONITORING AND ADJUSTING:

Regularly track the performance of your ads. Be ready to adjust strategies based on analytics to optimize your return on investment.

Viewing advertising through the lens of investment allows you to tap into its potential as a cash-generating machine, propelling your coaching business towards those \$20K+ months.

7.

**Poor Messaging and Not
Future Scaping for Your
Clients**

Crafting a Future-Focused and Results-Orientated Narrative



Pro Tip: Ineffective communication and a lack of future-focused planning can leave potential clients uncertain about the value of your coaching.

Clear messaging and future scaping are essential in conveying the transformative journey you offer.

A lot of coaches are stuck focusing too much on pain-points and fears. They aren't painting a picture of what they can deliver and usually it's because they are unclear on what they can even deliver.

As a coach, it's important to embody what success looks like for your clients and projecting that across your messaging so your clients have an anchor to hold on to in the messaging chaos across the internet.

01 CLEAR AND CONSISTENT MESSAGING

Ensure that your communication across all platforms is clear, consistent, and aligned with your coaching philosophy and objectives.

02 VISION CREATION: HELP CLIENTS

visualize their future successes through your coaching. Use stories, testimonials, and vivid descriptions to paint a picture of what's possible.

03 CLIENT-CENTRIC APPROACH:

Tailor your messaging to resonate with the aspirations and challenges of your target audience. Show them a clear path from their current state to their desired future.

Effective messaging, coupled with a future-focused approach, not only attracts clients but also fosters a deeper connection, paving the way for long-term relationships and sustained growth.

Give Us 30 Minutes & We'll Show You How To Have Your Dream Buyers **OBSESSED** With You Without Getting Trapped In The \$3-5K Per Month Death-Zone

If you're serious about growing your business to the next level and ready to have a tsunami of buyers begging to buy from you, you need to hear this!

We've given you what you need to get started by if you have any questions or would like a personalised strategy session where we break down the exact steps you need to take to make consistent \$25K+ months your reality, even \$100k months.

This 30-minute Strategy Call (valued at \$189) will cover:

- How to **shoot past \$10K months in the next 90 days** without sliding into DMs, begging clients to work with you and feeling burnt out from constantly creating content hoping someone will pay finally you.
- The exact process we've used to take **hundreds of coaches** from feeling exhausted, burnt out and barely making \$5K a month to **consistent \$25K+ months**, even \$100K months, all with an automated system.
- The **biggest problem** people come to us with which keeps them stuck in the **\$3-5K month death zone** – no matter what else they do or how hard they work.

CLAIM YOUR FREE 30-MINUTE STRATEGY SESSION



EXCLUSIVE OFFER