

STEP INTO THE SPOTLIGHT

GET KNOWN, ATTRACT CLIENTS *Academy*

MODULE 23

The 5 Stage Evolution of
your Zero to 50K Months
Coaching Business

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For further information contact:

Vanessa Talbot

Client Attraction for Coaches and Change Makers

Email: Vanessa vanessatalbot.com

Agreements for This Program

The Step Into The Spotlight personal coaching/ home study program is an intensive training. It's expected that you, the participant, will:

- Be committed to achieving the results and goals that you have set yourself on registering for this training
- Participate to the fullest of your abilities
- Respond to feedback actively and with a desire to improve
- Attend all the training/coaching calls and be on time
- Respect the copyright of the materials you will be provided with
- Act on the information you learn
- Take responsibility for checking the accuracy of all content as it applies to your personal situation
- Pay for the training in full or monthly installments to the full value of the training and the materials provided. To honour your obligations regarding payment and participation.
- To use the systems with integrity and the intent of making a difference for your clients and the world
- To take all reasonable steps towards building your public profile to attract more clients and more sales by implementing what you learn in this program

Results will vary depending on your effort, your willingness to apply the Step Into The Spotlight systems, and your ability to learn the systems.

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The 5 Stage Evolution of your Zero to 50K Months Coaching Business

Stage One: One-on-One

The first stage in the Evolution of your Coaching business growth is One-on-One, either through your Intro Offers, or as hourly rate, or low to medium priced coaching packages.

These may be face to face in your local area through local networks, or from a small online audience.

These initial clients in your one-to-one only stage will tell you things that will help you create and shape new products or services to enhance your business.

Stage Two: The Online One-To-One Growth.

Your online presence and audience is growing, and , you're starting to create a framework that can be applied to clients all over the world.

You're getting smart about setting up systems and automation to streamline your coaching process. And you're creating your first online trainings such as webinars to generate warm prospects, workshops, and short online courses i.e 6 modules. My first was a 6 module online course comprising simple audio training and workbook for each module.

Stage Three: The One-To-Many...

You've tested your programs and your Genius Zone, you're getting people results with your one to one coaching.

Now it's time to offer a group training program with the same inclusions but no one-to-one time.

But your group program will require the same amount of work for you whether you've got 10 clients or 10,000. The best thing about a group program, is you leverage your time. That one hour a week can serve 5 – 10,000 clients instead of only one.

Stage Four: High Ticket.

Know what your Freedom Number is i.e \$20,000 a month. And your Comfort number a month.

The figure where all the bills get paid, and you are feeling super comfortable and able to do the things you want.

So let's walk through the easiest way to hit your Freedom Metric: Hands down, creating a high-ticket offer and selling that via a conversion call approach.

To keep things simple your high ticket offer could be one of the following:

- A “Done For You” Service or program (you do the work for the client. This is best for service based businesses, rather than straight coaches)
- A “With You” Service or program (you encourage, support, guide, train and generally hold your client accountable – best for coaches)

The easiest way to sell a high-ticket offer is via a 2-step phone, or zoom consult scenario.

Selling a high-ticket offer on a phone consult you need to be charging at least \$2,000.

A conversion call for a price like this generates typically a 1 in 5 conversion...basically 20% of your conversion calls will generally convert into new clients. However if you follow my convert script and have a decent offer I would expect a 80% conversion rate.

Human to human conversations are the #1 thing you need to be having as a coach, especially for selling higher range coaching.

Stage 5: Value Ladder. To 50K months and beyond.

Your value ladder gives more people options to buy from you.

See this image below as an example of price points of a value ladder.



This next image shows the very simple structure you need to sell a range of different products at different prices.

You begin with facebook ads, to a lead magnet, with a thank you page, all collecting EMAILS to your data base of prospects who were interested in what you offered to ask for it by leaving their email. Of course this entire process is automated.



Here is an example, from every 1,000 emails, what you could sell (roughly):

4% of a \$97 offer

3% of a \$197 offer

2% of a \$197 / month recurring (average 7 month stick rate)

0.5% of a \$1,500 offer

0.3% of a \$1,997 offer

0.2% of a \$5,000 offer

0.1% of a \$7,500 offer

0.1% of a \$15,000 offer

As a result, 10.2% of your email list can turn into customers through the variety of price point offers.

But the best part, the value ladder generates around \$83,361 revenue from that 1000 emails.

And how much do have to spend to get these 1,000 emails?

\$2,800 is average.

There's two big issues here that entrepreneurs run into when it comes to approaching this...

#1 - They believe if they think up a new program or service with a sexy name that people will just buy it;

AND

#2 - They think they need to build the entire product first before they launch it. This is a big Hello No from me. Sell first, then create.

Deciding on the Programs and/or Services to Add to Your Value Ladder

Here are some things you should ABSOLUTELY consider adding to yours...

- **Trials period of recurring program (\$1 or free for 7, 14 or 30 days)**

Such a wonderful way to give people a taste without a huge commitment and you can usually obtain a 60% - 70% retention beyond the trial).

- **Online Paid low-cost Workshops (\$1 - \$97)**

These are great, risk-free ways to get your database trying you out and make a little cash injection.

- **Mini-Courses, templates, bundles (\$27 - \$97)**

Another great, low-commitment way for people to start trusting you and trusting themselves. Can also be used as great "free bonuses" for selling higher priced courses

- **Mid Priced One-off Courses (\$197 - \$497)**

Good for identifying serious people without asking too much too soon!

- **Monthly Low-value Recurring memberships or subscriptions (\$27 - \$49 / month)**

Great for those with limited budgets but wanting ongoing support in niches where people's growth takes an evolution over time.

- **Annual Access to your Low-value recurring (\$297 - \$497)**

You'll often find 10% of people who say yes to monthly low-value recurring then say yes to a discounted annual access right there on an upsell page. For me it's usually about 40% you like to pay upfront for a discount.

- **Monthly High-value Recurring (\$147 - \$297 / month)**

This is perfect for your core performers in your market and is where you'll receive massive reward for your time as commitment are huge with these members.

- **Annual High-value Access (\$1,997 - \$2,997)**

- **High-value one-off courses (\$997 - \$2,997)**

These are best sold via a conversion call or a upsell from webinar promoted to Facebook Traffic

- **Face-to-face Small Group Workshops (\$497 to \$2,997 per day) & personal VIP days**

If you love face-to-face then you'll find small group workshops from 1 to 3 days lots of fun. I also offer a personal one to one half day or full day and call it a VIP day.

- **Group Programs for a limited time i.e 6 weeks to 6 months (\$497 - \$10,000)**

I love group programs and interactions in them amongst participants. There's an easy enough sell if you have an interactive following or email list.

- **1:1 Coaching (\$1,997 to \$15,000 on average)**
(\$497 - \$2,997 per month)

1:1 coaching is an ideal way to get results for clients who want ongoing support and long-term mentoring to their problem.

- **Private Retreat (\$2,000 to \$25,000)**

Don't underestimate the desirability for all-inclusive retreats as immersion experiences that are usually sold to your most active, committed and loyal clients.

- **High-end 12-month Masterminds (\$15,000 to \$100,000)**

There's always a percentage of your market who will want to work with you in a mastermind-type coaching relationship. This offer normally includes face-to-face catch-ups and regular 1:1 coaching calls or accountability calls in a intimate small group environment.

Note for high-priced programs and services (over \$3,000):

After selling high-priced products, I've learned that it takes almost as much work and effort and thought (and money) to sell a low-priced \$37 product as it does to sell a \$10,000 product

Sure you'll have more people prepared to pay \$37 compared to \$10,000...

But you only need 1 person to buy the \$10,000 product to make \$10,000...

Whereas you need 270 people to buy the \$37 product to make \$10,000

The Steps you MUST have in place to Sell Coaching Services Consistently.

- 1) The One Thing - Firstly, you must define the ONE most important thing your market can accomplish in their life or business with your services, and the individual products you offer.
- 2) Credibility - Next, the credibility needs to be displayed - why are you the person they should listen to on this subject matter?
- 3) Real Cost - What is the cost to your market if they stay in the current situation they're in (financially, emotionally, time)
- 4) Social Proof - The prior success of people who have worked with you. What case studies, testimonials or success stories can you use?
- 5) Risk Reversal - An important part of any offer is to reverse any perceived risk in joining the program or service. Does it have a money back or satisfaction guarantee? Does it have a trial period? Does it have a cancel-at-any-time offer?
- 6) Urgency Bonuses - What bonuses or premiums can you add for a super limited time to add real urgency and scarcity to an offer?

7) Discounted Price - What discount could you offer from a RRP price of the program that can increase desirability to make quicker and earlier sales? And how can I rationalise this discount?

8) Inclusions - What do they get when they say "yes" to the offer?

For each offer or program write a brief sentence or two for each of these elements to craft a truly irresistible offer.

Then, pepper these elements through the Sales page, email copy and landing page content.

Top Roadblocks to your Coaching Success.

Perfectionism . Don't get down in details that don't matter.

Take Imperfect Action.

Never jump from project to project without finishing one and putting it out there.

The Power of Focus – focus on one thing at a time i.e FB group, podcast, lead generation. You MUST focus on what is currently generating leads, making sales, booking consults or selling programs or services.

Knowing Your Market – ask "What problem does my market already have that I can solve?"

Conduct target Market research.

Attitude

Be resilient