

# ALCHEMIC CONVERSION

SALES SECRETS REVEALED



Welcome 🐱

*Before we jump in let's get something straight:*

**This is not your typical “giveaway” where I talk about nothing for 3 pages, give nothing of value, then skedaddle away with your email address.**

This is a **FULL 16 - page** step-by-step guide on how to turn your high-value skill into an offer that people can't refuse as a founder, freelancer, coach, or consultant.

So if you're serious about:

- Starting your **freelance/consulting business**
- Achieving **freedom** through learning sales

And:

- You have an existing **high-value skill**
- But are unsure how to build a good offer and start getting leads...

... or just want some **clarity** on how to get started...

You're in the right place.

*Note: It's written in a google doc because it's easier that way and faster for you to read - so let's not waste any time and jump right into it.*

***You'll also want the worksheet to go alongside this guide:***

[Open that now.](#)

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**Before we start (DON'T SKIP):**

**You're probably thinking:**

*“Who is this guy anyway?”*

I was once in your shoes.

In early 2020 I started a side hustle as a freelance copywriter.

The hardest part, *by far*, was finding clients.



### ***Sound familiar?***

No matter what I did, I couldn't get enough people to buy from me. I made a couple thousand \$ but nowhere near a full-time income.

I wanted to move faster but wasn't sure how. Everything I tried was pretty much a flop.

That's when I met my mentor; **a leading UK entrepreneur, who's sold two 7-8 figure businesses** and was looking for help in building his third.

We joined forces, consulting for creative agencies to help with three things:

1. Demand generation (how to get eyeballs)
2. Positioning (how to stand out)
3. Sales strategy (how to sell)

I worked my way up and now our team combines decades of sales experience and high level relationship management approaches into a single proposition.

And **damn** did it cut through the market...

***In fact, we've found more clients than we knew what to do with this year.***

I learned first hand what it takes for a new freelancer/founder to be successful in sales, and trust me, very few people know the stuff I'm about to spill.

It wasn't about "hacks" like "optimising your SEO" or "cold email campaigns" or anything like that.

***Sales isn't about "tricks", it's about listening to the market and offering them what they actually want.***

Read that sentence once more (it's important).

That's the key to **a value proposition that cuts through** and an offer that absolutely slaps (like ours does).

Now you might be thinking:

***"But how do I figure out what the market wants?"***

Luckily for you - I've put all those lessons together into what I call the *Alchemic Conversion method* (this guide).

The one stop shop to go from 0 → Hero as a founder, freelancer, coach, or consultant.

Let's take a look at **exactly** what you'll be getting.

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## The Secrets of Alchemic Conversion



Sales.

Building your offer.

That's why we're here.

I'm going to help you turn your expertise into an offer that can't be refused.

A value proposition and approach that **cuts straight through** to people.

"Sales Unlocked" (if you will)...

And you're going to get the **exact steps** on how to make it happen.

**Nothing held back.**

This guide will help you:

- Choose a **niche**.
- Get the right **positioning**.
- Create a clear **offer** they can't refuse.
- Build your first **product or service** solution.



- Establish **social proof** and credibility in your space.
- Know where to pitch your offer to **get leads and clients**.

*Even if you have less than 1000 followers.*

*Even if you're a complete beginner to sales.*

*Even if you're legally blind, illiterate, and have no hands!*

Well maybe not that last one.

**Remember:** This is *not* a personal branding guide.

There's a lot of that stuff out there already.

This is a sales strategy guide aimed at **making your offer convert.**

It doesn't matter if you have 50 followers or 50,000. The same rules apply.

The guide is split into **4 sections**:

1. Niche selection 👥
2. Problem isolation 🔍
3. Solution ideation 🛠️
4. Offer formulation 💡

To get the most of this, [make sure to have a copy of the worksheet open in a separate tab.](#)

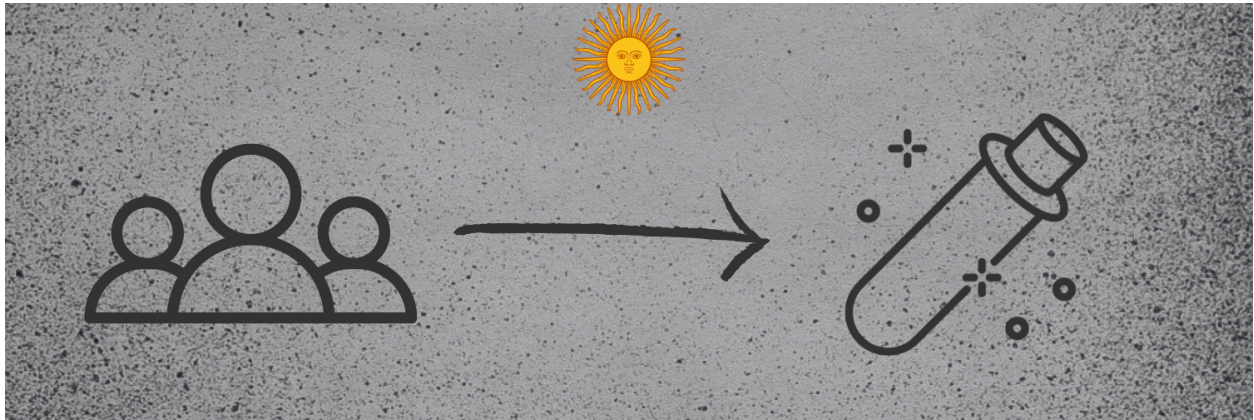
That way you can write and take part in the exercises.

Keep an eye out for **Action Steps** (highlighted in green) so you can refer to your worksheet.

Do this now, make a copy, and let's jump in.

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# Alchemic Conversion



I'm sure you've heard this before.

If you want to do well in business ***you need to create value.***

*But what does "value" really mean?*

Here's the answer:

Value is created when pain is alleviated and problems are solved.

That means your entire existence as a business owner is about identifying painful problems and inventing unique ways to solve them better than everyone else.

**This is the essence of alchemic conversion:**

*We take our people's problems/pains and we **convert them into money** through a unique and innovative solution.*

There are several requirements for alchemic conversion to take place:

1. **A niche** (a group who share a painful problem)
2. **A unique solution** to that problem (positioning/offer)
3. **A process that gets results** (so the problem is solved)

So in order to make a good offer, you need to solve a problem that people care about.

The bigger the problem, the more you can charge.

We start by picking a niche.

Then we identify their painful problems.

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## 1) Niche Selection



You need to decide who you want to help.

Fortunately almost every niche in existence is experiencing some kind of painful problem waiting to be solved - so you can pretty much choose anyone you like.

Some examples of niches:

- Marketing agency founders (B2B)
- Solar panel providers (B2B)
- Plumbers (B2B)
- Video gamers (B2C)
- Freelance copywriters (B2B)

It's difficult to go wrong here but there are some rules you should follow:

**The 4 Niche picking rules:**

- 1. Your niche should be the right size.**
  - a. If it's too large you might struggle to get their attention (e.g. "businesses")
  - b. If it's too small there's no scalability (e.g. "French bakeries in London")
  - c. Ideally 40,000 - 500,000 people is the sweet spot
- 2. Your niche should be easy to target**
  - a. So you can find them and reach out to them
  - b. Are they on social media? Which platform?



- c. Can you easily make a list of 100 of them?

**3. Your niche should have disposable income**

- a. It takes the same amount of effort to work for people with high income as it does for low income. But getting people without disposable income to buy your stuff is difficult.
- b. "Students" is generally a bad niche because they don't have a lot of income.
- c. Pick high-skill professionals or businesses as a niche where they can reasonably afford your product or services.

**4. Your niche should target people who you want to work with**

- a. If it's boring, you'll quit
- b. Choose people who you enjoy working with

If your niche satisfies all of the above - it's probably a good niche.

Picking the right niche is a decision of love as much as it is logic.

Remember:

***There is no "best" niche. There is only the one you stick to long enough to see the results.***

Read this section again, and as you do, think of the niche you will commit to for the next 3-6 months.

This is both a decision of love and logic.

**Action step**

***Pick yours now and write it in your worksheet.***

## 2) Problem Isolation



Contrary to popular opinion, **your business is not about you.**

Your business is about solving problems for other people.

That is the secret to **Alchemic Conversion**; converting their pain into your wealth.

*(it's not **black magic**, it's just sales; though that doesn't stop me making the fun comparison 🐱)*

Where most people go wrong is they choose to start a business without even asking their niche if they would want it or not.

They make a claim or have a *"great business idea"*.

But they never verify to see if it's a real problem or not.

Then they wonder why no one is responding to their messages and emails or why their content is getting lost in the void.

To launch a business successfully **you need to choose a problem that actually exists.**

***There's no use guessing this.***

If there is no problem and no pain in the thing you're trying to solve, there is no motivation from your prospect to buy from you.

No buying motivation means there's nothing you can do to sell to them.

It's like trying to sell sand to an Emiratie. You're wasting your time.

I can't emphasise this enough:

**If you get this wrong, you're going to waste your time pitching something no one wants and getting no results.**

*You must choose a painful problem.*

That's why instead of **guessing** what the problem is that people care about, we're going to put on our thinking cap, and ask them first.

This is called *problem isolation*.

Right now you're probably thinking that this sounds like a lot of work.

**It is.**

But remember: You're building a business.

There's a reason barely anyone is successful at this stuff. They cut corners.

The difference here is, you have a crazy advantage over everyone else - I'm giving you the secret sauce (**FOR FREE**).

So feel free to skip this and spend 6 months sending DMs and posting into the void to get clients and fail because you have no idea what people really want.

You keep trying to offer people "websites" and "copywriting services" without understanding that people couldn't care less about that.

The prospect cares about their **problems**, not your services.

When you understand what those problems are, **selling becomes easy**.

You need conversations, discussions, and feedback.

You need to **listen to them**.

### **Action step**

***Follow the steps below to isolate your niche's problems, completing the worksheet as you go.***

To get started, **follow these steps...**

1. Go to where your **niche** hangs out online (X, LinkedIn, Instagram, etc)
2. Search for individual profiles on that platform and make a list of 5-10 people.
3. Reach out to them one-by-one
  - a. **Compliment** something about their profile/business
  - b. **Ask** them how their week has been
  - c. If they respond, progress the conversation to their business, explain your situation and that you're trying to learn more about the market and ask them these questions:
    - i. What's your **goal** right now? / What are you working on/**building**?
    - ii. What made you start that? / **Why** do you want it?
    - iii. What's the main **obstacle/struggle** to getting there?
  - d. If the context seems appropriate, **ask to meet them for a 15-20 minute call**.  
Then, ask them as many questions as you can about their life and their plans.
4. Track all of the responses in a Google sheet.
5. Repeat daily until you have at least 20 in-depth responses.



- a. You can track these responses in a Google sheet automatically if you use Google Forms.
6. Look at all your responses and **identify patterns** in the problems they're experiencing.
7. Narrow it down to 1-5 problems that your market is experiencing.

You should now have some isolated problems to solve.

Problems that people care about and will likely pay you to solve.

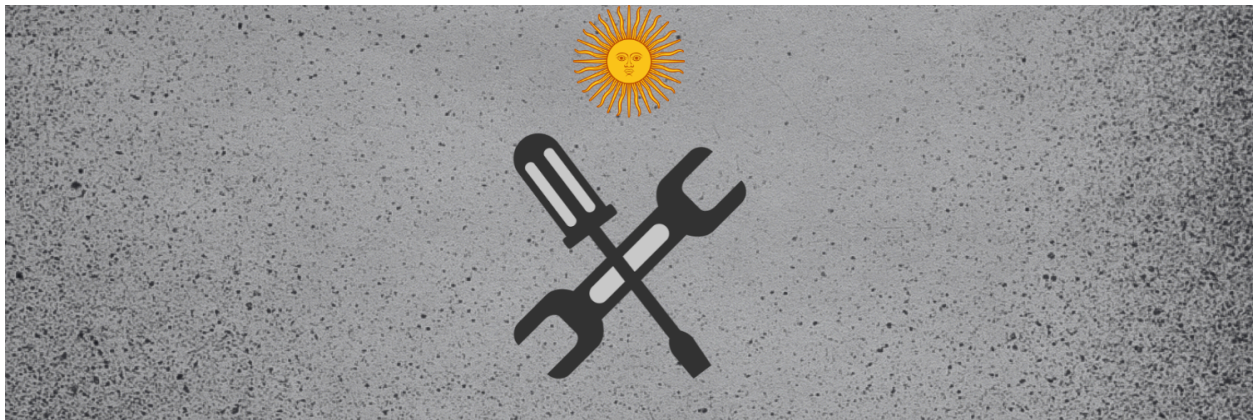
You're going to be tempted to cheat this part and just guess at the problem.

***Do not guess this.***

The problems must come from their mouth only.

Expect this process to take at least a few weeks if not more. Do it properly.

### 3) Solution Ideation



Once you've isolated the problems your niche has...

You need to do an assessment of your own skill set and experience at solving them.

You may be approaching this as a complete beginner or you may have prior experience that might help you.

Either way, you need to understand where you're at right now and your capacity to solve the problems presented to you.

### **Action step**

***Assess your current confidence level by answering the 3 questions in the worksheet. Do this now before moving on.***

...

Perhaps you have 10% confidence, perhaps 60% but chances are it will not be 100%.

**What we need to do next is get you to 100% confidence.**

We need you to be so confident in solving this problem that it's second nature to you.

A good marker to know if you're at 90-100% is how well you can answer questions or speak freely on the topic.

If you can't talk for an hour on the topic, write a 2000 word essay, or answer pretty much any question that is thrown your way about this specific problem, **you're not at 100%** and you need to go and learn more.

**This is not an optional step.**

***Confidence*** is vital.

Not only will it heavily inform your product/service, but it will also give you the confidence in your expertise needed to sell.

If you're bullshitting yourself and your prospects, your prospects will smell it from a mile away.

People hate being misled - *you need to know your stuff*.

This is not about your offer at this point - **it's about becoming an expert on solving the problem**.

### **Action step**

***Follow the research and practice recommendations on the worksheet to increase your confidence level. Then write your new confidence level in the worksheet (must be 90+ before moving on to the next step).***

When your confidence level is high enough (above 90%), you should be able to make an MVP.

***MVP = Minimum Viable Product.***

Your MVP will act as a concept until you get some hands-on experience.

### **It's a hypothesis - a theory.**

This is what you will present to prospects in your offer and what you'll base your actual solution on.

### **Action step**

***Create your MVP by following the steps in the worksheet.***

Formulate your **MVP** into a diagram or system.

I like to use [Miro](#) for this (a virtual whiteboard tool - it's free).

It takes time to become an expert at something.

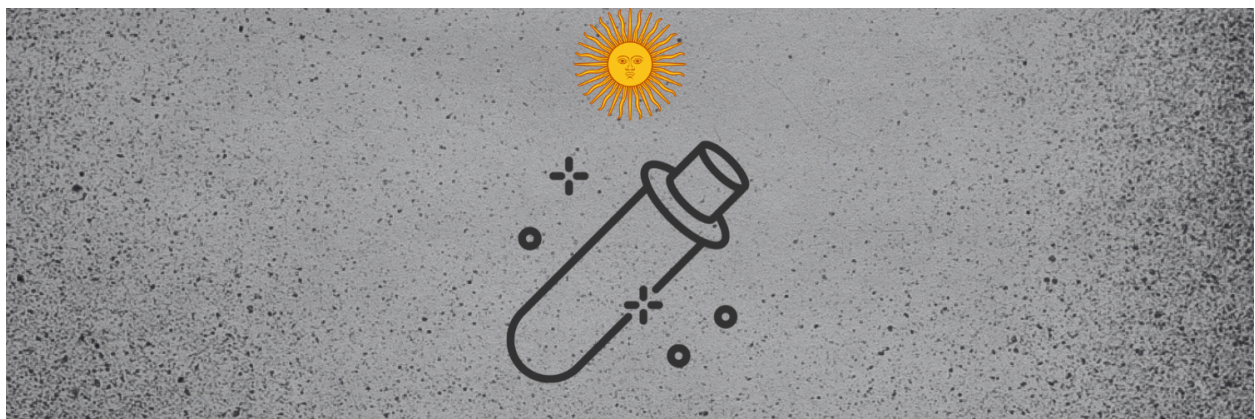
If it was easy - everyone would do it and there would be no problems.

Remember you're aiming **to understand how to solve the problem.**

1. Do not cheat yourself
2. Do not cheat your future clients
3. Do not try to skip steps **(it won't work)**

Once you're **confident in solving the problem** for your niche and you've built your **MVP**, it's finally time to craft your offer.

## 4) Offer Formulation



You'll be glad to hear that ***making an offer is piss easy.***



*(as long as you've completed steps 1-3 fully)*

**Note:** *If you've skipped the above steps and scrolled straight here because that's how you think this works, please enjoy having your offer ignored by everyone. You cannot skip steps. You must have a clear niche, an isolated problem, the confidence to solve it, and an MVP mapped out before continuing. So please go back and ensure that's the case.*

Now that we're ready - we're going to build your offer right now and it'll take 5 minutes.

**90% of the work is done already.**

All that's left to do is package everything together and put a neat bow on it so it looks appealing and is easy to describe and understand.

You've probably seen a lot written out there about offers but I don't want to mention any more than what is necessary.

It's easy to get distracted and I don't want to give you another thing to procrastinate on.

**Making your first offer is simple.**

It just needs to:

- Be specific
- Be tangible
- Be low-risk

That can be done using this format:

*I help [niche] to get [specific result (solve the problem)] with [method/solution].*

That's all.

Like I said - all the work has already been done with your research so we're going to let your **hard work and preparation** do the heavy lifting for us.

Just plug in your variables into the above sentence and be done with it.

By doing that, we ensure the offer is specific and tangible (targeting and result).

**Example:**

*"I help freelancers, coaches, and consultants gain clarity on their offer, positioning, and sales strategy using my Alchemic Conversion method."*

Then we'll make it low risk by establishing authority and credibility with **testimonials** and giving it a **low-ticket price** in the beginning.

Once you have your offer - **use a version of it in your X bio** so everyone knows what you do.

*"[Offer] + [Authority/credibility]"*

*"Helping freelancers, coaches, and consultants gain clarity on their offer, positioning, and sales strategy using my Alchemic Conversion method • 5+ years in consulting"*

This is called your positioning.

It should be consistent everywhere across your brand.

### **Action step**

***Write your offer and new X bio in the relevant section in the worksheet.***

Make it clear what you do and make it known.

That's it - you have your offer.

You're now ready to start pitching your offer.

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## **Your next step**

You now have everything you need to succeed at sales.

The main obstacles in your way right now are:

- **Clarity** - in understanding the steps in this guide.
- **Skill** - in implementing them quickly and correctly.
- **Time** - in achieving clarity, skills, and results over time.

Making a successful offer can take 1-6 months depending on your clarity-level and skill set.

But you can speed this process up by up to 50% with the right **clarity** and **focus**...

If you want to help speed this process up and start selling sooner - you can hop on a 1:1 Clarity Call with me.

**This is not a sales call** - it's a strategy session where we'll work together on a plan of attack for the next 1-3 months and ensure you're doing the right things and ignoring shiny objects.

We will:

- Personalise a roadmap according to where you're at
- Figure out exactly what you should **focus** on to get your goal
- Provide you with the systems and workflows you need to get you there

The price is usually \$99 but for those who've made it this far into the guide, I know you'll actually take action on what I tell you and we'll do great work together.

So for the **next person** who [DMs me "OFFER"](#), the price is **\$49.**

I promise you it will never be this low again.

So if you want to confirm it and reserve a spot, click this link to [DM me "OFFER"](#) and we'll jump right into it.

It's time to finally make the decision to take this seriously.

I'm here to help.

👉 **Click the button below to arrange your 1:1 Clarity Call**

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**[CLICK HERE TO DM ME](#)**

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👉 (SCROLL DOWN FOR TESTIMONIALS) 👉



# Testimonials from fellow cultists

Sean helped me find my niche. I was unsure about what my brand focus would be, but because of him, I realized that you don't need followers to close clients; you just need [redacted].



**Tommy Mandia**

Mate! The offer positioning guide is gold! I am changing my X bio now haha

I can guarantee people will find a lot of value in it because it's practical but at the same time you explain very well the "why"

Hi, Sean! Thanks for the discussion earlier👏🔥

I really found it helpful, especially the thing you said about curating as a way of getting content ideas and how network is important when starting out.

I've also been stuck on how I should network on X, but your discussion gave me more clarity on what to do (the DMs and [redacted] — [redacted] [redacted])

## Testimonial:


"Before I met Sean, my business was lacking direction and I didn't know where to focus my efforts. Because of this, I wasn't really landing any clients. He came in and his system really helped me to position myself properly within my market and to craft a stellar offer for my clients. He's a real straightforward guy and easy to work with. I'd recommend him for anyone else that needs help landing their first few clients"

Thanks, Sean! It was an insightful conversation, and you really helped me prioritise my goals of getting a headstart in my freelancing journey! Your Lean approach particularly resonated with me. Now, I focus on [redacted] and [redacted] to craft the best offer. I also improved my profile according to your suggestions and it is more clear now who my target customer is. Thanks a lot!



Yesterday, 11:09 PM

Hey Sean, thanks for that. A lot was useful, but the most useful was how to go about gathering intelligence and understanding my target audience's problem. It has helped me a lot going forward.

 Click the button below to arrange your 1:1 Clarity Call

[CLICK HERE TO DM ME](#)

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