



Daily Demand

Powered by Sheza

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INTRODUCTION

DAILY DEMAND | POWERED BY SHEZA

The Engine Beneath the Expert

You're brilliant.

You've built something that works.

Your clients trust you. Your calendar is not empty. Your profile is not invisible.

And yet, growth feels like friction.

You post. But no one moves.

You show up. But buyers don't.

You sell, but only when someone lands in your inbox by chance, not by design.

This is the trap of the modern expert.

Trusted, but not scaled.

Visible, but not booked.

Followed, but still waiting for leads.

This is the lie that built a thousand personal brands:

That if you just share enough value, the market will reward you with motion.

It won't.

Because content does not create clients.

Systems do.

THE PROBLEM ISN'T YOU.

The problem is drift.

Drift is what happens when you work hard, but can't track the outcome.

Drift is what happens when you trust strategy that isn't measured.

Drift is what happens when your business lives on referrals, algorithms, or energy.

Daily Demand is not a patch.

It's not a funnel.

It's not a vibe.

It's the anti-drift system.

It installs a precise, proven, performance-backed infrastructure into your business, to replace random growth with reliable traction.

BUILT FOR THE INVISIBLE EXPERT

This system was forged on the front lines, not in a funnel course.

Built for experts who deliver outcomes, but can't scale.
For consultants who serve, but can't surface new demand.
For founders who post, but get silence instead of sales.

Daily Demand gives you:

- Avatar Clarity — so you never guess who you're speaking to again
- Offer Sharpness — so people say "That's exactly what I need"
- Content Rhythm — so you're not just visible, you're booked
- DM Engine — inbound and outbound, NEPQ qualified
- Tracker + CMS Scoreboard — so you see the truth, every Friday

You don't hustle harder.
You run rhythm.

THIS IS INFRASTRUCTURE

This isn't marketing. It's architecture.

Every week, you post.
Every day, we trigger motion.
Every Friday, you get your CMS Score.

Not engagement.
Not dopamine.
Movement.

You know what's working.
You know what broke.
You know what's next.

And more importantly, we do, too.

SHEZA BUILT THIS SYSTEM TO SCALE PEOPLE, NOT PROMISES

This isn't an agency rebranded.

This isn't a funnel slapped with pink fonts.

This is a woman who saw too many experts suffer in silence, and decided to install a system that ends that cycle.

Sheza doesn't sell content.

She distributes confidence.

Daily Demand doesn't "grow your brand."

It builds your pipeline.

And once installed, it runs.

With you. Without you. Around you.

THIS IS A PLATFORM. NOT A PROGRAM.

And once it's yours, it's not rented. It's real.

This is how you build momentum without burnout.

This is how you lead a niche, without begging it to notice you.

This is how you earn 15 conversations in 90 days, without spending a cent on ads.

If that's what you've been trying to build from scratch... stop.

It's already built.

You're holding it.

This is Daily Demand.

Powered by Sheza.

Let's make you undeniable.

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DAILY DEMAND | POWERED BY SHEZA

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-

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-

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-

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- One central Skool or Notion hub with onboarding, templates, support, scoreboard

26. Go High Level Templates

- Prebuilt pipelines, dashboards, and DM sequences for implementation

27. Referral & Rewards System

- How clients and partners refer others into the platform
-

Every one is strategic.

Every one is a lever.

Every one turns Sheza into a system sovereign.

I. SYSTEM ARCHITECTURE (Foundational IP)

1. System Map

→ The 6 Core Modules

These are the structural levers that define and drive Daily Demand. Every client. Every industry. Every time.

1. AVATAR LOCK

Purpose: End guessing. Speak only to buyers.

Description:

The system begins with clarity. We identify the exact emotional state, pain pattern, and decision triggers of the buyer. This isn't demographics, this is buyer psychology.

Inputs:

- 15-minute guided intake
- Avatar Precision Template

Outputs:

- 1-page Buyer Blueprint (Pain, Desire, Triggers, Language)
 - Foundation for content and DM flows
-

2. OFFER ANGLE

Purpose: Convert presence into urgency.

Description:

A good offer sounds nice. A great one feels necessary. We distil the client's result into a sharp, high-conversion message with no friction, no BS, and no extra steps.

Inputs:

- Offer Snapshot Builder
- NEPQ framing questions

Outputs:

- 10-word Result Pitch
- 3 outcome-driven bullets
- CTA copy for DMs, posts, bio

3. CONTENT DRIVE

Purpose: Position the expert. Build authority.

Description:

Every post becomes part of a narrative, not a random act. We rotate through 10 validated content types designed to build belief, trigger motion, and pull DMs.

Inputs:

- Post Engine (10 Content Types)
- Weekly content calendar

Outputs:

- 3–5 scheduled posts/week
 - Content approval workflow
 - DM call-to-action embedded
-

4. DM ENGINE

Purpose: Turn attention into conversations.

Description:

DMs are the new discovery call. We manage all flows — inbound and outbound — using NEPQ-based scripts. Value-first. Buyer-filtered. Zero spam.

Inputs:

- DM Engine Scripts
- Lead list (if outbound)

Outputs:

- 3-step Inbound NEPQ
 - 5-touch Outbound Drip
 - Hot Lead Escalation system
-

5. LEAD TRACKER

Purpose: Make motion visible.

Description:

Every action is tracked: posts, DMs, leads, booked calls. We build either a Google Sheet or Go High Level dashboard that visualises client traction in real time.

Inputs:

- DM and content logs
- CMS Tracker Shell

Outputs:

- Daily and weekly reporting
 - Escalation alerts
 - Score trend history
-

6. CLIENT MOMENTUM SCORE (CMS)

Purpose: Measure what matters.

Description:

Every client is scored weekly on 4 categories:

1. Follower Growth
2. Qualified Lead Volume
3. Call Booking Rate
4. Offer Clarity

Scoring is transparent, non-negotiable, and performance-linked. Clients know exactly where they stand, and how to move forward.

Inputs:

- CMS inputs from Tracker
- Weekly update cycle

Outputs:

- Weekly CMS Report
 - Leaderboard or private report
 - Retention + Referral triggers
-

Summary:

The System Map installs structure where others rely on effort.

Every module is documented. Every input is controlled. Every output is trackable.

This is the skeleton of Daily Demand.

Without it, nothing else matters

I. SYSTEM ARCHITECTURE (Foundational IP)

2. System Manual

→ The Operating Guide for Daily Demand

"If Sheza disappeared, this document would keep the engine running."

PURPOSE

The System Manual is the internal source of truth.

It explains not just *what* the Daily Demand system is, but *how* it works, *why* it works, and *what happens next*.

It's the combination of:

- The Map (the 6 core modules)
- The Plan (how it's deployed and scaled)
- The Process (how it runs day-to-day)

It is both an operating manual and a licensing framework, enabling others to run this system without dilution, drift, or dependence on Sheza.

STRUCTURE

SECTION 1: THE MAP

Refer to asset: System Map (6 core modules)

- Avatar Lock
- Offer Angle
- Content Drive
- DM Engine
- Lead Tracker
- Client Momentum Score (CMS)

Each module contains:

- Purpose
- Inputs
- Outputs
- Owner
- Measurable Success Criteria

SECTION 2: THE PLAN

PHASE 1 — Internal Deployment (Days 1–30):

- Install full system inside Sheza's team
- Create pilot clients and proof base
- Assign roles to Content, DM, and Client Success Cells
- Weekly rhythm initiated (team + client)

PHASE 2 — Scale to 20 Clients (Days 31–90):

- Tiered offer creation (Startup, Scale, Studio)
- CMS tracker automation
- Scoreboard made public
- Client case indexing begins

PHASE 3 — Partner Licensing (Day 90+):

- Identify and train partner operators
 - Provide them with System Manual + Scoreboard templates
 - License revenue or rev share backend
-

SECTION 3: THE PROCESS

DAILY LOOP:

| <u>Time</u> | <u>Action</u> | <u>Owner</u> |
|-------------|--------------------------------------|----------------|
| 9:00am | CMS Check & Lead Log Review | Client Success |
| 10:00am | Content Calendar Updates + Approvals | Content Cell |
| 1:00pm | DM Execution (inbound & outbound) | DM Cell |
| 3:00pm | Escalation Checks + Fixes | Sheza / Ops |
| Friday 12pm | Weekly CMS Scoring | Client Success |

WEEKLY CADENCE:

- Monday: Approvals + Client Plan
- Tuesday–Thursday: Execution
- Friday: CMS Score, Wins, Adjustments

MONTHLY CADENCE:

- CMS Leaderboard

- Client Circle Session
 - Case Study Drafts
 - License Training (if active)
-

LICENSE INSTRUCTIONS (IF DEPLOYED)

- Include this manual with every partner activation
 - All operators must use the exact CMS scoring system
 - No changes to core 6-module structure without governance approval
 - All training must flow from this document, or approved derivatives
-

CULTURAL INSTRUCTIONS

- Daily Demand is not a brand. It's a system.
 - Our work is invisible infrastructure, not noise.
 - Our clients don't post for attention. They post for traction.
 - Our team doesn't hustle. We run rhythm.
 - Our proof is motion. Always.
-

Conclusion:

The System Manual is what turns Sheza's practice into a product, and her product into a platform.

This is how others run it.

This is how scale doesn't break it.

This is how Sheza becomes sovereign.

I. SYSTEM ARCHITECTURE (Foundational IP)

3. Client Journey Timeline

→ What happens, when, and why

"Predictability is power. This is the plan every client follows."

90-DAY TIMELINE OVERVIEW

Daily Demand is delivered in three structured phases over 12 weeks:

1. Phase I – Build & Activate (Weeks 1–2)
2. Phase II – Execute & Measure (Weeks 3–8)
3. Phase III – Lock & Scale (Weeks 9–12)

Every week has a defined outcome, owned by the internal delivery team, and visible to the client through reporting and CMS scoring.

WEEK-BY-WEEK BREAKDOWN

WEEK 1 – SYSTEM INITIATION

Goal: Lock Avatar + Offer

Deliverables:

- Avatar Precision Sheet
- Offer Snapshot Builder complete
- LinkedIn/Platform bio rewrite submitted

Team Actions:

- Kickoff call
 - Intake forms sent + reviewed
 - CMS baseline score set
 - Content engine prep begins
-

WEEK 2 – SYSTEM GO LIVE

Goal: First content + DM flow live

Deliverables:

- 3 content posts scheduled
- Outbound DM list approved
- Inbound NEPQ responses mapped

Team Actions:

- Content Cell begins publishing
 - DM Cell initiates tracking
 - CMS Score issued Friday
-

WEEK 3 – ENGAGEMENT & FLOW

Goal: Trigger first DM conversations

Deliverables:

- Engagement comments tracked
- 10+ outbound DMs sent
- First lead responses logged

Team Actions:

- DM escalation triggers activated
 - Weekly CMS updated
 - Offer clarity rechecked
-

WEEK 4 – CONVERSIONS BEGIN

Goal: Book first qualified calls

Deliverables:

- At least 2 booked calls
- Scoreboard updated
- DM follow-ups refined

Team Actions:

- Lead Tracker populated
 - Internal report reviewed
 - Client receives Weekly Report
-

WEEK 5 – MOMENTUM BUILDS

Goal: Predictable post → DM → call cycle

Deliverables:

- 3–5 consistent posts
- Minimum 15 lead messages/week
- 4+ calls booked

Team Actions:

- Weekly wins posted
 - Scoreboard ranking shared
 - Client sees CMS trajectory
-

WEEK 6 – DIAGNOSTIC & OPTIMISATION

Goal: Tune offer, message, content flow

Deliverables:

- Offer bullets re-evaluated
- DM language sharpened
- Post types reviewed for traction

Team Actions:

- Client Circle Session (if active)
 - Mid-program review call
 - Culture lock: "Here's what's working"
-

WEEK 7–8 – SYSTEM PROOF MODE

Goal: Demonstrate consistent motion

Deliverables:

- Weekly CMS near or above 15
- Total booked calls >10
- Leads warming into referrals

Team Actions:

- Testimonials begin
 - Public scoreboard updates
 - Expansion discussions start
-

WEEK 9 – FUTURE DESIGN

Goal: Prep for scale or sustain

Deliverables:

- Scoreboard milestone hit
- Retainer or growth path presented
- New offer version draft (if needed)

Team Actions:

- Scale support prep
 - Second content wave developed
 - System becomes default rhythm
-

WEEK 10–11 – CLOSE & TRANSFER

Goal: Final results compiled + system mapped

Deliverables:

- Lead count, CMS score history, call results
- Client wins post drafted
- Case study shell started

Team Actions:

- Referral offer extended
 - Licensing conversation introduced (if eligible)
 - Partner criteria explained
-

WEEK 12 – TRANSITION

Goal: Secure retainer or graduation

Deliverables:

- Final Weekly Report
- Renewal option: Continue, Scale, or License
- Client offboarded to backend systems

Team Actions:

- Team debrief
- CMS finalised
- Scoreboard updated

SUPPORT SYSTEMS ACTIVE THROUGHOUT

- CMS Score: Every Friday
- Lead Tracker: Updated daily
- Weekly Report: Sent to client
- Escalation: Any CMS dip triggers team review
- Visibility: Content + wins used for public proof if permitted

This is how Sheza wins trust, and keeps it.

This is how Daily Demand becomes measurable.

This is how a platform proves its own value.

I. SYSTEM ARCHITECTURE (Foundational IP)

4. Daily Operating Rhythm

→ How the Daily Demand machine runs, every day, without fail.

"This is the choreography. Follow it, or the system dies."

PURPOSE

A system only scales if it runs with memory.

The Daily Operating Rhythm is the heartbeat of Daily Demand.

It ensures:

- No task is forgotten
- No lead is missed
- No client is ignored
- No outcome is left unmeasured

This is not a “to-do list.”

This is the governance protocol that makes Daily Demand functional, measurable, and client-retentive.

CORE ROLES

| <u>Role</u> | <u>Function</u> |
|------------------|---|
| Content Cell | Posts, approvals, schedule |
| DM Cell | Inbound + outbound execution |
| Client Success | CMS scoring, red flags, client reporting |
| Ops Lead / Sheza | Escalation, rhythm protection, optimization |

DAILY LOOP (MONDAY–FRIDAY)

| Time | Motion | Owner | Notes |
|---------|-----------------------------------|----------------|--|
| 9:00am | CMS + Tracker Review | Client Success | Check lead count, post activity, replies |
| 10:00am | Content Creation & Scheduling | Content Cell | 3–5 posts/week minimum |
| 1:00pm | DM Execution (Inbound + Outbound) | DM Cell | Update status: cold, warm, hot |
| 3:00pm | Escalations & Stuck Lead Fixes | Ops / Sheza | Any CMS dips or missed leads |

WEEKLY RHYTHM

| Day | Motion | Owner |
|-----------|-------------------------------------|----------------|
| Monday | Approvals + Client Intake Reviews | Sheza / Ops |
| Tuesday | Post Queue Check + DM Status Update | Content + DM |
| Wednesday | CMS Midweek Adjustment | Client Success |
| Thursday | Red Flag Response + Client Pings | Ops / Success |
| Friday | CMS Scoring + Weekly Report Sent | Client Success |

WEEKLY REPORT INCLUDES:

- CMS Score breakdown
 - Posts published
 - Leads sent + escalated
 - Booked calls
 - Wins of the week
 - Recommendations for next week
-

MONTHLY RHYTHM

| Week | Motion |
|------|--|
| 1 | CMS Averages + Scoreboard Update |
| 2 | Case Study Draft + Win Posts |
| 3 | Client Circle (Live Zoom: Top CMS clients) |
| 4 | Referral Offer + Partner Evaluation |

ESCALATION PROTOCOLS

| Trigger | Action |
|-------------------------------|--------------------------------------|
| CMS drops 2+ weeks | Flag for intervention + Offer review |
| Call rate < 10% on warm leads | Rewrite DM sequence |

Post engagement crashes

Content pivot, change post mix

No DM replies 3 days

Escalate to new angle or avatar check

CLIENT TOUCHPOINTS

- Weekly: CMS Score + Email Recap
- Monthly: Circle Invite + Recognition
- As Needed: Red Flag Alert → Strategic Call

Summary:

This is how Daily Demand lives.

It's not run by inspiration.

It's run by rhythm.

Clients feel it.

Leads respond to it.

The team operates inside it.

This is what makes Sheza sovereign, not busy.

I. SYSTEM ARCHITECTURE (Foundational IP)

5.CMS Tracker Shell

→ The master visibility layer that makes the system governable, scorable, and scalable

PURPOSE

The CMS Tracker Shell is not just a spreadsheet.
It's the heartbeat monitor of the entire platform.

This is where every client's movement is logged, scored, and diagnosed.
This is how Sheza tracks performance across 3 clients or 300 — without drowning in data.

This is how she scales proof, protects retention, and powers every weekly decision.

STRUCTURE: GOOGLE SHEET / NOTION DATABASE / SKOOL DASHBOARD

CORE COLUMNS (PER CLIENT)

| Field | Function |
|------------------|-----------------------------|
| Client Name | Unique identifier or brand |
| Avatar Segment | Primary target buyer |
| Start Date | Intake completion |
| Offer Grade | A / B / C (updated monthly) |
| CMS Weekly Score | 1–15 numeric + Offer Grade |

| | |
|----------------------|---------------------------------------|
| Follower Count | Weekly snapshot |
| Qualified Leads | Raw count (inbound + outbound) |
| Booked Calls | Weekly total |
| Content Win | Top post theme / category |
| DM Status | Active / Escalated / Stalled |
| Red Flag | Y/N (triggers if CMS < 10 twice) |
| Renewal Forecast | Hot / Warm / Cold |
| Referral Trigger | Y/N — based on CMS + engagement level |
| Notes / Observations | Freeform updates for insights |

WEEKLY UPDATE RHYTHM

- Every Friday morning: Team logs client metrics
- CMS auto-score calculated
- Red flag column highlights drops
- Tracker drives Weekly Report + Scoreboard Wins Posts

TEMPLATE FORMATS AVAILABLE

- Google Sheet

- Colour-coded, easy duplicate
 - Auto-CMS calculator
 - Filter by tier, score, or avatar
 - Notion DB
 - Filterable by tags
 - Links to client records, reports, and posts
 - Comment thread per record
 - Skool Embedded Scoreboard
 - Weekly thread post with client highlights
 - Interactive or passive visibility
-

GOVERNANCE INTEGRATION

- Used by Sheza's ops team to monitor licensee performance
 - Audit trail for coaching, accountability, and retention
 - Source-of-truth in partner licensing reviews
-

WHY IT MATTERS

- No client drifts
- No client is invisible
- Every movement is measurable
- Every renewal is forecastable

This is the core accountability layer.

If Daily Demand is a machine, this is the instrument panel.

II. CLIENT DELIVERY SUITE

6. Avatar Precision Template

→ Extracting the buyer's language, not just demographics

PURPOSE

Most client avatars are too soft.

“She helps overwhelmed women” means nothing in the market.

We build avatars that speak to consequence, not categories.

This template is a guided form Sheza’s clients complete in Week 1, structured to extract pain-points, internal narratives, decision triggers, and buyer phrases.

SECTIONS OF THE TEMPLATE

SECTION A – CORE IDENTITY

- Job Title / Life Role
- Industry (if applicable)
- Life stage / Career stage
- Decision authority (yes/no)

SECTION B – EMOTIONAL STATE

- What keeps them frustrated right now?
- What language do they use to describe their stuck point?
- What have they already tried that didn't work?

SECTION C – DESIRED OUTCOME

- What does life/business look like when this is solved?
- What's the “dream sentence” they want to say?

SECTION D – TRIGGERS + TIPPING POINTS

- What's the moment they seek help?
- What event, thought, or pattern triggers them to say: “I need someone now”?

SECTION E – PLATFORM HABITS

- Where do they hang out?

- Who do they already follow?
- What kind of content do they react to?

SECTION F – LANGUAGE EXTRACT

- List 5 exact phrases your audience uses
 - What's one sentence they say privately, but never post?
-

FORMAT OPTIONS

- Typeform (dynamic logic)
 - Google Doc fillable template
 - Skool Module (embedded intake + comment thread)
-

DELIVERABLE FROM TEMPLATE

Once complete, Sheza's team condenses responses into a:

→ 1-Page Buyer Blueprint, containing:

- Avatar Name (e.g. "Ambitious Overwhelmed Female Exec")
 - One-line summary of their pain
 - "They want to..." vs "They're stuck because..."
 - Quote Box: Direct client language
 - Triggers: What makes them book a call
 - Content Angles: Top 3 belief-shifts to create
-

This becomes the source code for all content, DM language, and positioning going forward.

Without this, the system drifts.

With it, Daily Demand becomes *surgical*.

II. CLIENT DELIVERY SUITE

7. Offer Snapshot Builder

→ Turn their service into a sharp, undeniable statement

PURPOSE

Most client offers are bloated, vague, or buried in complexity.

“I help people live their truth through emotional alignment...”

What does that mean?

No one buys an *idea*.

They buy a result they can understand in 3 seconds, and believe in 10.

This tool extracts and sharpens that message.

STRUCTURE

The Offer Snapshot Builder produces 3 essential outputs:

1. 10-Word Result Statement
2. 3 Outcome Bullets
3. CTA Hook

Once completed, these are used in:

- Bio links
 - Content CTAs
 - DM sequences
 - Sales calls
 - Landing pages
-

SECTION A – CLARIFY THE RESULT

Prompt:

- What is the *single core transformation* your client experiences?
- What do they have after working with you, that they didn't have before?

Formula:

“I help [who] do [what] in [timeframe] — without [painful cost].”

Examples:

- “I help founders turn content into clients in under 90 days.”
 - “I help overwhelmed execs regain confidence and clarity without therapy.”
-

SECTION B – OUTCOME BULLETS

Prompt:

What 3 things do clients walk away with that matter most?

Criteria:

- Tangible or emotional shifts
- Speak to buyer language
- Not features — outcomes

Formula:

- “Book consistent calls every week — without ads”
 - “Own a message that actually moves people to action”
 - “Feel in control of your pipeline again”
-

SECTION C – CTA HOOK

Prompt:

What is your favourite phrase or tone when inviting someone to book, DM, or reply?

Options:

- “Let’s build it.”
- “Say ‘GO’ below and I’ll send the plan.”
- “DM me the word ‘UNSTUCK’ if this hit.”

Use Case:

Added to end of posts, bios, DM replies

FORMAT OPTIONS

- Google Doc with dropdown prompts
 - Skool embedded module
 - Internal Airtable with auto-fill and generation
-

DELIVERABLE FROM BUILDER

→ Offer Snapshot (Ready for Deployment)

[NAME]: The Offer Snapshot

→ Result Statement:

I help [X] do [Y] in [Z timeframe] without [cost].

→ 3 Outcome Bullets:

- Outcome 1

- Outcome 2

- Outcome 3

→ CTA Hook:

“[Signature Call to Action]”

This snapshot is used everywhere: content, DMs, site, pitch, post.

It becomes their identity in the market.

II. CLIENT DELIVERY SUITE

8. Post Engine (10 Category Content Bank)

→ Create content that converts, not just content that exists

PURPOSE

Most content is noise.

Nice ideas. Good energy. No conversion.

The Post Engine ensures every post created under Daily Demand has a function, and that function is buyer motion.

Each content category serves a specific part of the buyer journey:

- Authority
- Affinity
- Objection Handling
- Lead Generation
- Offer Clarity

This is the backbone of the Weekly Content Calendar.

THE 10 CONTENT CATEGORIES

1. Authority Signal

Posts that install credibility through proof, positioning, and tone.

- “Why my last 3 clients booked out in 6 weeks”
- “What I’ve seen in 100+ DMs this month”

2. Myth Smash

Breaks an industry belief. Reframes the reader’s perspective.

- “You don’t need more engagement. You need more buyers.”
- “Posting every day isn’t the answer. This is.”

3. DM Magnet

Triggers inbound DMs by calling out a specific pain and offering help.

- “If you’ve posted for 3 months with nothing to show, message me. I’ll walk you through this.”

4. Proof Post

Case study or client win. Makes your work real.

- “Merit booked 4 calls in Week 2. Here’s what changed.”
- “From ghosted to booked in 14 days.”

5. Story Post

Reveals the human behind the expert. But always loops back to the offer.

- “I almost quit this business last year. Here’s what brought it back to life.”

6. Buyer Belief Post

Repeats the buyer’s private thoughts — then flips them.

- “You’re brilliant. But still chasing leads. Why?”
- “You’ve got value. But your offer’s invisible.”

7. Offer Reveal

States clearly what you do, who it’s for, and what they get.

- “Daily Demand is live. For experts who want daily qualified leads — not just likes.”

8. Comparison Post

Shows what the client is doing vs. what you install.

- “Posting vs. Positioning”
- “Effort vs. Engine”
- “Referrals vs. System”

9. Objection Crusher

Handles a silent fear or resistance point in the buyer’s mind.

- “What if I don’t have a big audience?”
- “I’ve tried content before — what makes this different?”

10. Future State Post

Paints the picture of life post-conversion. Vision + motion.

- “Imagine a calendar filled with calls from people who already trust you.”
-

USAGE

- 3–5 posts per week
- Rotate across categories weekly
- Track post category vs. CMS movement

Example Schedule:

| Day | Category |
|-----------|---------------|
| Monday | Authority |
| Tuesday | DM Magnet |
| Wednesday | Proof / Story |
| Thursday | Myth Smash |
| Friday | Offer Reveal |

DELIVERABLE FORMAT

- Internal Content Bank (Google Doc / Notion DB)
- Each post idea mapped by:

- Category
- Goal
- Example copy
- CTA suggestion
- Notes for visual or voice

This becomes the content engine Sheza's team runs everything from.

It makes output consistent.

It makes conversion predictable.

It makes content worth posting again.

II. CLIENT DELIVERY SUITE

9. DM Engine Scripts

→ Qualified conversations. Zero spam. Built to book.

PURPOSE

DMs are the conversion path inside Daily Demand.

Every post should lead to a DM.

Every DM should lead to a booked call, or a polite disqualification.

This script stack installs the entire flow.

It covers:

- Inbound Qualification
- Outbound Initiation
- Warm Nurture Sequences
- Hot Lead Escalation

Each script is NEPQ-informed. Every message earns the right to ask for the next.

COMPONENTS

A. INBOUND DM SCRIPT (3-Step NEPQ Flow)

Used when someone engages with a post or sends a message.

Step 1 — Situation:

“Thanks for jumping in. Out of curiosity — where are you at with lead flow right now?”

Step 2 — Problem:

“Got it. What’s the hardest part about that for you — posting, converting, or just getting seen?”

Step 3 — Pivot to Value:

“I have a simple framework that could help. Want me to send it over?”

→ If yes, send lead magnet or short video

→ Follow with:

“Let’s explore if Daily Demand fits. Want to grab 15 mins next week?”

B. OUTBOUND INITIATION (5-Touch Sequence)

Used to initiate cold or warm DM flows from profile interactions.

Touch

Message

- | | |
|---|---|
| 1 | "Saw your post on [TOPIC]. Curious — how's lead gen working for you right now?" |
| 2 | "Appreciate the connection. I work with [similar profile] on [result]. Not sure if it's relevant for you — open to hear?" |
| 3 | "Quick idea: I built a lead system that runs without ads or constant posting. Would you want to peek at the playbook?" |
| 4 | "No pressure — happy to loop back when timing's right. Always here to trade notes." |
| 5 | <i>Send relevant win post or social proof post with: "Just in case this sparks anything."</i> |

C. WARM LEAD FOLLOW-UP

Use after someone shows mild interest (commented, clicked, ghosted after saying "interested").

- "Still open to seeing the system I mentioned?"
- "Just saw your last post — feels aligned with Daily Demand. Want me to share what we're doing?"
- "We've helped others in your space move from silence to 10+ calls/month. Happy to show you how."

D. HOT LEAD ESCALATION

Use when a lead expresses clear interest.

- “Sounds like a good fit. Let’s book a short call to see if Daily Demand would move the needle for you.”
 - “My calendar is open Thursday or Friday — want me to send the link?”
 - “Sending you the full breakdown now. Let’s talk it through.”
-

FORMAT

→ Google Doc or Notion Database

→ Scripts tagged by:

- Type: Inbound, Outbound, Warm, Hot
 - CTA variant
 - Avatar-specific versioning (optional)
-

INTEGRATION

- Stored inside GHL or CRM system
 - Assigned based on CMS status or engagement pattern
 - Updated monthly based on performance
-

The DM Engine is where the revenue lives.

No guessing. No pressure. No bullshit.

Just frictionless, buyer-led conversations, every day.

II. CLIENT DELIVERY SUITE

10. Client CMS Scoreboard

→ The scoreboard that makes movement measurable, and motion undeniable

PURPOSE

The Client Momentum Scoreboard (CMS) is not a report.
It's a ritual.

It gives the client a weekly score, not to impress them, but to hold the system accountable.

If they're posting and not booking — we see it.
If their content is moving people — we prove it.

CMS removes opinion from the equation.
It turns every part of Daily Demand into a measurable, improvable metric.

THE 4-PART SCORE STRUCTURE

| Metric | Scale | What It Measures |
|----------------------|-----------|--|
| 1. Follower Velocity | 1–5 | Are we attracting the right new audience? |
| 2. Lead Volume | 1–5 | Are qualified leads showing up in DMs? |
| 3. Call Booking Rate | 1–5 | Are leads converting to booked calls? |
| 4. Offer Clarity | A / B / C | Is the offer sharp, clear, and converting? |

Total Score: Max 15 points + Offer Grade

SCORING RANGES

| Score | Meaning |
|-------|---------------------------------------|
| 13–15 | High momentum — system is compounding |
| 10–12 | Stable — refine to break through |
| 7–9 | At risk — review avatar, content, DMs |
| < 6 | Critical — system not landing |

REPORT FORMAT (Weekly)

| Client Name | Followers | Leads | Calls | Grade | Total | Action |
|-------------|-----------|-------|-------|-------|-------|----------------------|
| Vanessa | 4 | 5 | 4 | A | 13 | Continue + Celebrate |
| Scott | 2 | 2 | 1 | B | 8 | Rewrite offer angle |
| Adnan | 1 | 3 | 0 | C | 6 | Immediate escalation |

DELIVERY WORKFLOW

- Every Friday: Score is calculated, updated in tracker
- Weekly Report: Sent to client with insight and next step
- Optional: Post anonymised top CMS performers to public scoreboard

PUBLIC LEADERBOARD (Optional Format)

| Rank | Client | CMS Score | This Week's Win |
|-------------|---------------|------------------|------------------------------------|
| 1 | V.S. | 14 | "Booked 4 calls, 2 closed" |
| 2 | A.M. | 12 | "Lead magnet triggered 23 DMs" |
| 3 | S.H. | 10 | "Offer pivot increased reply rate" |

INTEGRATION

- CMS is stored in Google Sheet, GHL dashboard, or Notion tracker
 - Red flags (CMS < 10 two weeks in a row) trigger review
 - Leaderboard creates culture and social proof
-

This is how Sheza proves it works.
This is how clients trust the system.
This is how results become rhythm.

II. CLIENT DELIVERY SUITE

11. Client Onboarding Sequence (3-Email Logic)

→ Welcome them into the system, with clarity, consequence, and confidence

PURPOSE

First impressions lock belief.

The onboarding sequence is designed to:

- Set expectations
 - Frame the system as infrastructure, not “services”
 - Introduce the CMS
 - Reduce friction and delay
 - Establish authority and motion from Day 1
-

EMAIL 1: “WELCOME TO DAILY DEMAND”

Subject: Welcome. Your engine is now live.

Send Timing: Immediately after payment/onboarding call

Body Copy:

You didn’t sign up for content.

You signed up for traction.

In 90 days, here’s what we’re going to install:

- A magnetic offer your market can’t ignore
- Weekly content that pulls leads — not just likes
- Daily DMs that create buyer motion
- A live tracker showing exactly what’s working
- Your Client Momentum Score — every Friday

We’ll build the system.

You’ll feel the movement.

Here’s how to start:

[Insert: Intake Form / Avatar Template Link + Kickoff Call Booking]

EMAIL 2: “THE SCOREBOARD BEGINS”

Subject: Your CMS is live — here’s what it means

Send Timing: 24 hours after Email 1 or post-intake call

Body Copy:

Every client in Daily Demand is scored weekly.

We call it the Client Momentum Score (CMS).

It tracks 4 things:

- Follower Growth
- Qualified Leads
- Booked Calls
- Offer Clarity

Every Friday, you’ll receive: → Your CMS Score

→ What’s moving

→ What needs tightening

→ What we’re doing about it

No guessing. No noise. No waiting.

This is how we install growth you can measure — and motion you can trust.

EMAIL 3: “WHAT TO EXPECT — AND WHAT NOT TO”

Subject: The System Works — If You Let It

Send Timing: Day 3–4 after start

Body Copy:

You didn’t hire a ghostwriter.

You didn’t buy a content plan.

You activated a lead system.

Here’s what we expect from you:

- Complete the avatar and offer forms
- Approve posts once/week
- Show up to booked calls

And here’s what you should never expect to do:

- Guess what’s next
- Chase leads

- Wonder if it's working

The system works, because we run rhythm, not hype.

And your first CMS score goes out this Friday.

Let's build it.

DELIVERY METHOD

- GHL email sequence (automated)
 - OR ConvertKit/Flodesk/Notion drip
 - Branded with Sheza's voice + visual elements
 - CTA links to:
 - Intake Form
 - Client Tracker
 - CMS Score explainer
-

This is how onboarding becomes belief.

And belief becomes motion, without delay.

II. CLIENT DELIVERY SUITE

12. Kickoff Deck (Client-Facing)

→ The visual walkthrough that frames Daily Demand as infrastructure, not effort

PURPOSE

Most onboarding is verbal. Unstructured. Unscalable. Forgettable.

This deck locks in:

- What they've joined
- What's being built
- How it runs
- When they see proof
- What they're responsible for

Delivered live in kickoff or sent before call.

SLIDE STRUCTURE

SLIDE 1: WELCOME TO DAILY DEMAND

Header: You don't need content. You need motion.

Subhead: Welcome: here's how we build your lead engine.

Image: Clean visual of Sheza brand + Daily Demand logo

SLIDE 2: THE SYSTEM YOU'RE INSTALLING

Header: This is not a campaign. This is infrastructure.

Body:

You now have a full-stack lead system: designed for experts who are ready to grow without guessing.

- Magnetic Offer
- Weekly Authority Content
- DM Engine (Inbound + Outbound)
- Daily Lead Tracker

- CMS — Your Scoreboard for Motion

We build it.
You approve.
The system does the work.

SLIDE 3: HOW THE ENGINE RUNS

Visual: 6-Module System Map

Labels:

1. Avatar Lock
2. Offer Angle
3. Content Drive
4. DM Engine
5. Lead Tracker
6. CMS

Subtext:

Every part feeds the next.
Nothing is random.
Nothing is left to luck.

SLIDE 4: YOUR WEEKLY MOMENTUM

Header: You'll get your CMS Score — Every Friday

Score Metrics:

- Follower Growth
- Qualified Leads
- Booked Calls
- Offer Clarity

Example:

"This week you scored 13. You booked 4 calls. Let's push for 15 next."

Subtext:

The system runs.
You see the motion.
We adjust fast.

SLIDE 5: YOUR ONLY JOB

Header: What we need from you

Checklist:

- Approve your offer and avatar
- Review content 1x/week
- Show up to booked calls
- Reply to CMS report (if needed)

Final Frame:

No chasing. No hustle.

Just belief, action, and motion.

DELIVERY FORMAT

- Canva / Google Slides / Notion Page
 - Branded with “Daily Demand | Powered by Sheza”
 - Shared pre-call or presented live
-

This deck is not design fantasy.

It's operational authority.

It tells the client: “We’re not winging this. We’re running a system.”

II. CLIENT DELIVERY SUITE

13. Weekly Report Template

→ Proof of motion, every Friday. No mystery. No drift.

PURPOSE

The Weekly Report is the accountability loop between Sheza's team and the client.
It removes ambiguity. It locks in rhythm.
It ensures clients never have to ask, *"Is this working?"*

Sent every Friday — automatically, or manually with notes.

STRUCTURE

SUBJECT LINE

"[Client First Name], Your CMS Report — [Week Ending Date]"

BODY SECTIONS

1. HEADLINE SUMMARY

"This week, you scored 13/15.
You gained 260 followers, booked 3 calls, and hit 9 warm leads in DMs.
Your offer is still graded A. Let's aim for 15+ calls this month."

2. SCORE BREAKDOWN

| Metric | This Week | Notes |
|--------|-----------|-------|
|--------|-----------|-------|

| | | |
|-----------------|-------|----------------------------|
| Follower Growth | 4 / 5 | Growth trend consistent |
| Qualified Leads | 5 / 5 | 9 warm leads, 3 escalated |
| Booked Calls | 4 / 5 | Conversion ratio improved |
| Offer Clarity | A | High conviction on content |

Total CMS: 13 / 15

3. POSTS PUBLISHED

| Date | Title/Topic | Result (if notable) |
|------|--------------------------------------|---------------------|
| Mon | “The Myth of More Posts” | 3 inbound DMs |
| Wed | “Case Study: From Ghosted to Booked” | 17 likes, 5 DMs |
| Fri | “Why Referrals Aren’t a Strategy” | 2 shares, 1 booking |

4. DM PERFORMANCE

| DM Flow | Leads Reached | Replies | Escalations |
|---------|---------------|---------|-------------|
| Inbound | 11 | 9 | 3 |

Outbound 15 6 1

5. WINS OF THE WEEK

- Booked 3 calls in under 48 hours from Monday post
 - One lead replied “This hit hard. I’m ready.”
 - Offer sentence used in DM triggered 2 instant bookings
-

6. ACTION RECOMMENDATIONS

- Keep “Myth Smash” posts coming — high pull rate
 - Add a belief-break DM variation to outbound flow
 - Schedule 15-min call to review upcoming offer shift
-

DELIVERY FORMATS

- Email (HTML or Plain Text)
 - PDF (attached or GHL auto-generated)
 - Notion Page (client portal-style)
-

tone + branding

- Clear
 - Calm
 - Strategic
 - Never apologetic
 - “We are the engine. This is your dashboard.”
-

This is how clients trust the system.

This is how retention lives.

This is how Sheza becomes irreplaceable.

II. CLIENT DELIVERY SUITE

14. Client Case Tracker

→ The control tower of every client's journey. Built for clarity, case law, and leverage.

PURPOSE

Most client delivery teams operate on memory, Slack chats, and scattered files.

The Client Case Tracker makes every client journey visible, documentable, and usable — in real time and in retrospect.

This is not a CRM.
It's a war room logbook.

It holds:

- Weekly CMS scores
 - Messaging pivots
 - Content shifts
 - Wins and escalations
 - Case study material
 - Renewal readiness
-

FORMAT OPTIONS

- Google Sheet (Master Tracker)
 - Notion Table
 - Airtable Workspace
 - GHL Custom Object (for tech teams)
-

CORE FIELDS (PER CLIENT)

| Field | Description |
|-------------|------------------------|
| Client Name | Full name / Brand name |

| | |
|------------------------|--|
| Start Date | Date of onboarding |
| Avatar Summary | One-line buyer definition |
| Offer Snapshot | 10-word pitch + 3 bullets |
| CMS Scores (Weekly) | Log each week's full score |
| Booked Calls (Weekly) | Call counts, by source |
| Lead Notes | Notable leads or patterns |
| Content Highlights | Top-performing posts |
| DM Insights | What's converting, what's not |
| Escalation Flags | CMS drops, low conversions, no replies |
| Referral Trigger Point | When they're ready to refer others |
| Case Study Status | Drafted / Live / Waiting |
| Renewal Decision | Continue / Scale / Graduate |

WEEKLY UPDATE PROTOCOL

Every Friday (post-CMS report), the team logs:

- CMS score
 - Wins
 - DMs working/not working
 - Escalations (if needed)
 - Client response tone or sentiment
-

STRATEGIC VALUE

- Increases internal clarity
 - Powers proof posts and testimonials
 - Becomes the raw material for case studies
 - Flags clients at risk before they churn
 - Tracks who's ready for partner licensing
-

This is where delivery becomes doctrine.

No memory. No emotion. No noise.

Just real client progress: documented, repeatable, visible.

III. MARKET-FACING MATERIALS

15. Founder's Letter

→ The story that installs belief. Not branding — origin.

PURPOSE

People don't buy systems.

They buy stories they believe in, and want to be part of.

The Founder's Letter isn't promotional. It's positional.

It establishes Sheza as the architect of a proven, repeatable path for niche experts who are stuck doing all the right things, and still seeing no traction.

It moves them from curiosity to commitment.

It installs trust without tactics.

FORMAT

- Letter-style copy
 - PDF or Ghost.io page
 - Also usable as a Slide 0 on sales calls
 - Lives on website, client portal, or pre-call sequence
-

FULL COPY:

The Founder's Letter

Daily Demand | Powered by Sheza

April 2025

You don't need more posts.

You don't need a better logo, a new platform, or another round of branding advice.

You need leads.
Real ones.
Booked calls with people who already believe you can help them.

And if you're like most of my clients, you've tried everything else.

You've bought the content calendars.
You've paid for the funnel builds.
You've worked with agencies that gave you deliverables, but no direction.

That ends now.

I built Daily Demand for one reason:
Because I was tired of watching brilliant people stay invisible.

Coaches, consultants, strategists... doing great work, but still relying on hope, referrals, and the algorithm gods to fill their calendar.

I know what that feels like.
And I know what fixes it.

It's not hustle.
It's not hashtags.
It's not hacks.

It's a system.

Daily Demand installs:

- Your perfect buyer, defined in their language
- Your offer, sharpened into a weapon
- Content that triggers leads — not vanity
- A DM engine that creates conversations daily
- A scoreboard that proves it's working — every Friday

No ads.
No funnels.
No pressure.

Just rhythm, movement, and proof.

My clients don't "post and pray."
They post and book.
They don't ask "Is this working?"
They see it in their CMS score.

And most importantly, they stop guessing, and start growing.

If that's what you've been looking for,
Daily Demand is your next move.

Let's build your engine.

—

Sheza
Founder, Daily Demand
powered@sheza.com

This letter is not marketing.
It's leadership.

III. MARKET-FACING MATERIALS

16. Offer Deck (Sales Edition)

→ A 10-slide sequence that sells the system — not the person

PURPOSE

This is not a services pitch.

This is a productized system sales deck — built to move a niche expert from curiosity to contract.

Use it:

- On discovery calls
 - As a standalone VSL
 - For affiliate or partner resellers
 - In Sheza's client onboarding flow
-

SLIDE STRUCTURE

SLIDE 1 — THE PROBLEM THEY NEVER FIXED

Header:

"You're posting. You're trusted. But you're still guessing."

Subtext:

Most experts are visible, but unbooked.

They have presence — but no pipeline.

Their posts aren't pulling leads. Their DMs are random. Their calendar is inconsistent.

SLIDE 2 — THE TRUTH

Header:

You don't need more content.

You need Daily Demand.

Subtext:

A lead engine, not a funnel.

A system, not a guess.
Motion, not noise.

SLIDE 3 — INTRODUCING DAILY DEMAND

Header:

What we install in 90 days:

- Avatar Lock
- Magnetic Offer
- Weekly Authority Content
- NEPQ DM Engine
- Daily Lead Tracker
- CMS Scoreboard

Outcome:

15+ qualified convos.

No ads. No hacks.

Just consistent traction.

SLIDE 4 — THE DAILY DEMAND SYSTEM

Visual: 6-Module Map

(Avatar → Offer → Content → DM → Tracker → CMS)

Subtext:

Every module powers the next.

Built for rhythm. Measured for proof.

SLIDE 5 — WHY IT WORKS

Header:

Most content gets ignored.

Ours gets replies.

Reasons:

- Every post is built from real buyer language
- Every DM is scripted from NEPQ logic
- Every client is tracked — and scored — every Friday
- You don't guess. We show you what's working

SLIDE 6 — CLIENT WINS

Header:

This is what motion looks like:

- Vanessa: 3,200 followers → 18 calls → \$7K MRR
 - Scott: Cold DM → \$2.5K retainer in 10 days
 - Adnan: B2B SaaS, zero pipeline → 11 convos in 3 weeks
-

SLIDE 7 — YOUR 90-DAY ROADMAP

| Week Range | Milestone |
|------------|--|
| Week 1–2 | Avatar & Offer Finalised, First Posts Live |
| Week 3–4 | DM Flow Activated, CMS Score Begins |
| Week 5–8 | Momentum: Consistent Calls, Weekly Wins |
| Week 9–12 | Scoreboard Live, Referrals Triggered |

SLIDE 8 — THREE LEVELS OF DAILY DEMAND

| Tier | For Who | Monthly Fee |
|---------|------------------------------|-------------|
| Startup | New advisors / coaches | \$1,500 |
| Scale | Active consultants / experts | \$3,000 |

Studio Agencies / resellers / SaaS execs \$10K/qtr

All tiers include:

→ Content + DMs + CMS + Reporting + Team Execution

SLIDE 9 — THE GUARANTEE

Book 15 qualified conversations in 90 days — or we work free until you do.

No nonsense. No escape clauses.

This system performs — or we stay until it does.

SLIDE 10 — THE CLOSE

Header:

You've tried the rest. Now install what works.

CTA:

Book your intake.

This is Daily Demand.

Powered by Sheza.

This deck doesn't pitch.

It proves.

It doesn't ask.

It asserts.

III. MARKET-FACING MATERIALS

17. Public Launch Post

→ The flagship content that announces Daily Demand — and makes it unignorable

PURPOSE

This post is not promotional.

It's a statement of presence, position, and authority.

It tells Sheza's audience:

- The problem she now solves
- Who she built the solution for
- What they can expect
- Why they should care — and act

It's engineered for:

- High shares
 - Inbound DMs
 - Quiet buyers stepping forward
-

POST COPY:

"You Don't Need More Content. You Need Daily Demand."

Launch Edition | Sheza Yazdani

Most experts are stuck in content mode.

- Posting consistently.
- Sharing value.
- Building "brand."

But still not booked.

Still not trusted.

Still waiting for someone to message, "Can we talk?"

I've seen it too many times.

You're brilliant.

You're visible.

But your pipeline is still a prayer.

That ends now.

Introducing: Daily Demand

Powered by Sheza

It's not a funnel.

It's not a content calendar.

It's a daily lead engine — installed into your business.

In 90 days, we build:

- Avatar clarity
- Offer that lands
- Weekly authority content
- Inbound & outbound DM engine
- Client Momentum Scoreboard
- 15+ booked, qualified convos

No ads.

No guessing.

Just motion, every day.

Built for:

- Coaches who can deliver — but can't scale
 - Consultants with presence — but no pipeline
 - Founders with a brand — but no traction
-

Book 15 qualified convos in 90 days — or we work free until you do.

This is not marketing.
This is infrastructure.

If you want a system — not a side hustle...
If you want results — not reach...
If you want to scale your expertise — without selling your soul...

Then this is for you.

Drop “GO” in the comments.
Or DM me: “Daily Demand.”

#DailyDemand #PoweredBySheza #LeadEngine #ClientTraction

This post opens the door.
It doesn't convince. It calls.

III. MARKET-FACING MATERIALS

18. System Guarantee Script

→ The promise that makes this platform purchase-proof

PURPOSE

Guarantees are not marketing tools.
They're conviction signals.

This one isn't soft. It's surgical.
It tells every buyer:

“This system works — or we stay until it does.”

It eliminates risk.
It frames Sheza as an operator — not a vendor.
It turns hesitation into confidence.

CORE GUARANTEE

Book 15 qualified conversations in 90 days — or we work free until you do.

WHAT THAT MEANS

- Qualified = Buyer is a match and open to a solution
 - Conversations = Scheduled calls, not likes, not comments
 - 90 Days = From kickoff, not contract
-

WHAT IT DOESN'T MEAN

- We're not guaranteeing sales.
- We're not replacing your delivery system.
- We're not staying forever if you ghost the process.

This system demands engagement.

If you approve your offer, approve your posts, and reply to leads — it will book you calls.
Every time.

FAQ STYLE EXTENSION

What if I don't get 15 calls in 90 days?

We keep working — free — until you do.

What if leads come in but I don't close them?

We build the system. You run the call. If conversion is the issue, we can support with scripts — but closing isn't guaranteed.

What if I miss a week of reviews?

Momentum matters. We track engagement. If you disappear, the guarantee pauses. We resume when you return.

WHERE IT LIVES

- Slide 9 of the Sales Deck
 - End of Discovery Call Script
 - Footer of Launch Post
 - “FAQ” section of public site or Skool Hub
 - Client Agreement / Terms
-

This is not a trick.

It's a line in the sand.

If they're unsure, this is the moment they say yes.

III. MARKET-FACING MATERIALS

19. Scoreboard Wins Post Template

→ Public proof that builds belief — and books leads

PURPOSE

This post format turns invisible results into visible momentum.

It keeps the market watching.

It tells your audience: “People are winning here — and you’re not in the room yet.”

It triggers:

- Inbound DMs
 - FOMO for fence-sitters
 - Client retention through public validation
 - Referrals from top performers
-

POST STRUCTURE TEMPLATE

“This Week in Daily Demand:”

The wins. The motion. The proof.

Top Scores (Client Momentum Score):

- Vanessa — CMS 14/15
→ 4 booked calls. 2 converted. “My pipeline is real again.”
 - Adnan — CMS 12/15
→ From 0 DMs to 9 warm leads this week. SaaS traction lives.
 - Scott — CMS 11/15
→ New offer + Myth Smash post = 3 consults booked in 2 days
-

What worked:

- Myth Smash content drew highest DM pull
 - Outbound DMs using “buyer belief” script hit 3 replies/day
 - Offer pivots that started with “Most experts...” pulled 2x attention
-

Next week’s target:

- Push 5 clients to CMS 15/15
 - Test outbound DM using “Calendar Isn’t Broken” CTA
 - Begin rollout for next batch of proof clients
-

This is not a funnel.

This is a system.

And it’s working — every day.

Want in?

Drop “MOVE” below or DM “Daily Demand.”

#ClientTraction #LeadEngine #DailyDemand #PoweredBySheza

FREQUENCY + VARIATION

- Weekly or Bi-Weekly post cadence
 - Rotate between:
 - Wins focus (like above)
 - Content that worked
 - “1 Client Deep Dive” posts
 - Before → After score shifts
-

FORMATS

- LinkedIn post
- Substack excerpt
- Carousel
- Email snippet

This post becomes ritual.
It builds culture, performance, and public velocity.
Every week. Without fail.

IV. STRATEGIC SCALE LAYER

20. Licensing Model Brief

→ The structure that lets others build Daily Demand — under Sheza’s system

PURPOSE

You cannot scale a service.
You can only scale a system.

This Licensing Model turns Daily Demand from a delivery engine into a **licensable infrastructure** — one that trusted operators can deploy under the banner **Powered by Sheza**.

It enables:

- Hands-free growth
- Revenue from other advisors or agency partners
- Global motion without operational fatigue

STRUCTURE

MODEL NAME:

Licensed Operator Framework (LOF)
“You deliver. We power.”

TIERED LICENSING STRUCTURE

| License Tier | Who It’s For | Monthly Fee | Notes |
|--------------------------|------------------|-------------|----------------------------------|
| Level 1: Startup Builder | 1–3 clients | \$500 | No resale rights |
| Level 2: Agency Operator | Up to 10 clients | \$1,500 | Whitelabel with Powered by Sheza |

| | | | |
|-----------------------------------|---------------|------------------|---|
| Level 3: Strategic Partner | Unlimited use | Custom Rev Share | Includes backend support and co-selling |
|-----------------------------------|---------------|------------------|---|

WHAT LICENSEES GET

- Full System Manual
 - Access to all templates, scripts, content banks
 - CMS tracker shell
 - Use of “Powered by Sheza” brand (select tiers)
 - Ongoing updates to DM, content, and avatar frameworks
 - Optional GHL backend + onboarding workflows
-

LICENSEE REQUIREMENTS

- Must be approved by Sheza (vetting call)
 - Must demonstrate traction with at least 1 niche
 - Must run CMS scoring on all clients
 - Cannot alter 6-module structure without permission
 - All partner case studies feed into the global scoreboard
-

GOVERNANCE & CONTROL

- Monthly check-in with Sheza or Lead Ops
 - Revoked access if branding misused or delivery fails
 - Non-competition clauses for core avatar sectors
 - All marketing must retain integrity of Daily Demand claims
-

LONG-TERM OPTIONS

- Equity-based growth partnerships
 - Licensing bundles for SaaS overlays (e.g. GHL)
 - Regional partner development
 - Client resale marketplace for under-utilised leads
-

This is not franchising.

This is licensed sovereignty.

IV. STRATEGIC SCALE LAYER

21. Partner Criteria & Application Template

→ The filter that protects the brand — and invites the right builders in

PURPOSE

Licensing isn't about scaling access.
It's about scaling alignment.

This template does two things:

1. Filters out freelancers, dabblers, or low-integrity operators.
2. Frames in real partners who can deliver, grow, and protect the system.

It also creates prestige.

Being licensed under Powered by Sheza should feel earned — not bought.

PARTNER CRITERIA

To apply for a Daily Demand license, you must:

- Have a proven offer (not just a personal brand)
- Be actively serving at least 2 clients in a clear niche
- Commit to running the full 6-module system (no cherry-picking)
- Agree to use the CMS framework and submit monthly performance logs
- Respect Sheza's brand — and protect the Daily Demand name
- Demonstrate high-integrity client delivery, no burn-and-churn tactics
- Pass a 30-minute interview with Sheza or lead team

Bonus (not required, but preferred):

- Run on Go High Level
 - Already offer lead gen, content, or DM services
 - Are embedded in an existing referral network or industry niche
-

APPLICATION TEMPLATE (Notion / Typeform / GHL Form)

Header:

Apply to License Daily Demand | Powered by Sheza

Subhead:

Build a system. Own your lane. Scale with infrastructure — not effort.

FORM FIELDS:

1. Your Name & Brand:
 2. Location & Timezone:
 3. What niche do you serve?
 4. How many clients do you currently manage?
 5. What services do you deliver today?
 6. What attracted you to Daily Demand?
 7. What's your biggest strength in client delivery?
 8. What's one area you want to improve?
 9. Have you read the System Manual? [Yes/No]
 10. Can you commit to weekly CMS tracking for all clients? [Yes/No]
 11. What would success look like in the next 6 months?
 12. Anything else we should know?
-

CTA Button:

→ Submit My Application

Followed by:

“You'll hear from us within 3–5 days. If shortlisted, we'll invite you to a quick call to align.”

This isn't scale by volume.

It's growth by design.

Only builders who believe — and deliver — belong here.

IV. STRATEGIC SCALE LAYER

22. Client Circle Structure

→ The ritual that turns clients into culture — and case law

PURPOSE

Retention isn't a tactic.

It's a culture.

The Client Circle is a monthly call where Daily Demand clients:

- Share wins
- See what's working
- Hear real numbers
- Learn from others using the system

It creates:

- Community without chaos
 - Peer validation
 - Momentum through proximity
 - Organic referrals and license candidates
-

CALL FORMAT

Frequency: Once per month

Length: 60 minutes

Host: Sheza or Designated Lead

Platform: Zoom or Skool Live (recorded + archived)

AGENDA STRUCTURE

0:00–0:10 – Opening Snapshot

- CMS Average This Month: [e.g. 11.7]
- Total Leads Generated Across Clients
- Top Performing Content Type
- What we learned this month

0:10–0:40 – Client Spotlights (3 Clients)

Each spotlight covers:

- Avatar + Offer
- Win of the Month
- What triggered the breakthrough (post, DM, offer tweak)
- CMS trend (show movement)

Sheza or host asks probing questions:

- “What belief shift unlocked this?”
 - “What post changed the flow?”
 - “What happened in the DMs?”
-

0:40–0:50 – Live Q&A

Clients ask:

- Tactical questions (content, DM, scoring)
 - Offer refinement advice
 - “Should I pivot or double down?”
-

0:50–1:00 – What’s Coming + Close

- New templates or score updates
 - What we’re testing next month
 - Reminder: Renewals, referrals, and license path
-

STRUCTURAL RULES

- Top 3 CMS clients get first access to spotlight
 - No pitching
 - No theoretical talk — only tactical, tested motion
 - Leaderboard updates are public (unless opted out)
-

FOLLOW-UP ASSETS

- Post summary in Skool/Email
- Share anonymised scoreboard screenshots
- Capture testimonials from spotlight guests
- Invite lowest CMS clients into brief 1:1 to recover

This is where your client base becomes an economy.
One call. Infinite traction. Every 30 days.

IV. STRATEGIC SCALE LAYER

23. Economic Ladder (Price Tiers)

→ The pricing spine that moves a client from pilot to platform — without friction

PURPOSE

Confusion kills sales.
Flat pricing kills scale.

The Economic Ladder provides a structured, progressive, and profitable pathway for every client — from first install to long-term growth and licensing.

It frames Daily Demand not as a one-time engagement — but as a ladder they climb.

THREE CORE TIERS

| Tier | Client Type | Monthly Investment | Delivery Scope |
|---------|---|--------------------|--|
| Startup | New advisors, solo coaches | \$1,500 | Full install. Team-led. 3-month sprint. |
| Scale | Established consultants, fractional execs | \$3,000 | CMS tracked. Weekly reports. Growth strategy overlay. |
| Studio | Agencies, SaaS founders, resellers | \$10,000/quarter | Multi-brand install. White-label ready. Includes private consulting. |

TIER ADD-ONS + BACKEND OPTIONS

| Add-On | Price | Note |
|----------------------------|---------------|---|
| Offer Refinement Sprint | \$500 | One-time. Sharpens + restages offer. |
| GHL Buildout Bundle | \$750 | Includes pipelines, tags, automation. |
| Backend Retainer (Post-90) | \$2,000/month | Keeps system running. No drop-off. |
| Revenue Share Option | % Based | For Studio clients. Includes rev-split backend. |

LICENSING PATH

For top-performing Scale/Studio clients:

- Invite to Level 1 License (Startup Builder)
- \$500/month + licensee playbook
- Opportunity to white-label for others

CLIENT PATH FLOW

1. Startup: Build → Book → Breakthrough
2. Scale: Optimise → Compound → Dominate
3. Studio: Licence → Expand → Remove Sheza as operator

POSITIONING LANGUAGE (USE IN SALES COPY)

“You’re not buying a service. You’re climbing a ladder.”

“This isn’t a 90-day sprint. It’s a 3-tier growth system.”

“Whether you’re at zero or already scaling — this system meets you where you are, and takes you where you can’t go alone.”

This ladder protects Sheza's time.
Frames client value.
And makes every 'no' — a 'not yet.'

IV. STRATEGIC SCALE LAYER

24. Legend Library

→ The myth, moment, and enemy that make Daily Demand unforgettable

PURPOSE

Systems convert.
But legends endure.

The Legend Library is not branding fluff. It's strategic gravity.
It installs narrative infrastructure that makes Daily Demand feel:

- Uncopyable
- Inevitable
- Emotional
- Necessary

It's where story becomes structure.

A. ORIGIN STORY: "The Invisible Expert"

The Moment:

Sheza had a client who had every box checked:

- Coaching credentials
- Testimonials
- Content calendar
- Branded Instagram

But no calls. No leads. No clients.

They were brilliant — and still invisible.

So she built a one-off system.

A week later, that same client booked 4 calls — from 3 posts.

That's when she knew:

This wasn't a content problem.
It was a conversion architecture problem.

And Daily Demand was born.

B. CORE MYTH: “Content ≠ Traction”

The Lie:

If you just post enough value, people will come.

The Truth:

Value doesn't create buyers.

Structure does.

Daily Demand exists to break the myth that:

- Content equals clients
- Likes mean leads
- Presence equals pipeline

We replace noise with a system.

C. ENEMY OF THE SYSTEM: “Drift”

Drift is:

- Guessing what to post
- Waiting for referrals
- Building brands that don't book
- Doing “all the things” without control

Daily Demand is not a reaction to the algorithm.

It's a weapon against drift.

We track it.

We kill it.

We replace it with rhythm.

D. HERO ARCHETYPE: “The Hidden Weapon”

Daily Demand is not loud.

It's not flashy.

It doesn't scream.

It quietly, consistently wins.

It's the system behind the expert.

The operator behind the brand.

The lever behind the growth.

The hero is the client — but the weapon is ours.

USAGE OF THE LIBRARY

- In founder bios
 - In launch VSLs
 - As call openers
 - On partner decks
 - Embedded in Skool/Hub welcome page
 - Repeated in client onboarding and license training
-

This library is what makes Daily Demand more than a product.

It makes it a story they join — and a truth they tell.

V. AUTOMATION + HUB DESIGN

25. Daily Demand Portal

→ The central control hub. Everything in one place. Nothing left to chance.

PURPOSE

Confusion kills momentum.

The Daily Demand Portal gives every client:

- One link
- One location
- One source of truth

It's not a "resource folder."

It's the command centre for content, reporting, training, and accountability.

PORTAL PLATFORM OPTIONS

- Skool — Best for community, modules, gamification
 - Notion — Best for modular builds, control, and white-label use
 - GHL Membership Area — Best for existing backend systems and automation layering
-

PORTAL STRUCTURE

SECTION 1: WELCOME + ORIENTATION

- Founder's Letter (Video + Text)
 - System Map (Visual)
 - Onboarding Checklist (3 steps)
 - Intake Form
 - Kickoff Call Booking
 - Offer Snapshot Approval
-

SECTION 2: CLIENT SYSTEM MODULES

Each module has:

- Video explainer (2–5 min)
- Summary doc / template
- Implementation checklist

| Module | Title |
|--------|------------------|
| 1 | Avatar Precision |
| 2 | Offer Snapshot |
| 3 | Content Engine |
| 4 | DM Execution |
| 5 | Lead Tracker |
| 6 | CMS Overview |

SECTION 3: WEEKLY OPERATING RHYTHM

- CMS Scoreboard (Client View)
- Leaderboard (if public)
- Weekly Report Archive
- Wins Wall (Client highlights + quotes)

SECTION 4: COMMUNITY & SUPPORT

- Skool-style feed for wins, questions, breakthroughs
- Office Hours Calendar (optional)

- Submit a Question / Request Support (form)
-

SECTION 5: RESOURCES + REPLAYS

- All previous Client Circle Calls
 - Offer teardown library
 - Copy vault: posts, DMs, CTAs
 - Partner Licence Resources (gated by tier)
-

ONBOARDING FLOW

- Send portal invite within 24 hours of signup
 - Clients land inside with everything pre-loaded
 - Portal replaces 90% of email and support back-and-forth
-

WHITE-LABEL OPTIONS

- Rename for Studio-level clients
 - Swap “Powered by Sheza” for partner name
 - License structure built directly into backend
-

This portal turns Daily Demand from a service into a system.
From a brand into a base.
From access into ownership.

V. AUTOMATION + HUB DESIGN

26. Go High Level Templates

→ The backend engine that makes Daily Demand run at scale

PURPOSE

Sheza doesn't run a business on Zoom calls and Google Docs.
She runs it on systems.

This Go High Level (GHL) build turns Daily Demand into a replicable, automated, client-ready machine.

It handles:

- Lead intake
 - DM tracking
 - CMS reporting
 - Content approval
 - Pipeline monitoring
-

CORE TEMPLATE SET

1. PIPELINE: "Daily Demand Flow"

Stages:

- Lead Captured
- DM Engaged
- Call Booked
- Call Complete
- Client Onboarded
- CMS Active
- Renew/Referral Stage

Purpose:

Visualise every lead from DM to delivery. Score CMS per stage.

2. DASHBOARDS: “CMS Client Scoreboard”

Widgets:

- Weekly CMS Average (global + per client)
- Leads generated (DM in/out)
- Booked calls (per client)
- Top content (by CTA performance)

Purpose:

Automate the Friday CMS report pull.

3. AUTOMATIONS: “Daily Demand Rhythm”

Sequences:

- Lead → DM → Call booked
- Onboarding emails (3-step)
- Weekly CMS Report (auto-sent)
- Post Approval Reminder (weekly)
- CMS Low Flag → Team Alert

Purpose:

Run the whole machine without manual follow-up.

4. FORMS + SURVEYS

Templates:

- Avatar Precision Form
- Offer Snapshot Builder
- CMS Weekly Entry
- Referral Trigger Form

Purpose:

Centralise client data — tied directly to profile + pipeline.

5. EMAIL + SMS TEMPLATES

Includes:

- Welcome email

- “Book your kickoff call” email
- Weekly CMS recap email
- “Let’s review your momentum” SMS
- “You’re trending up!” motivation text

Purpose:

Automated, human-feeling communication — at scale.

6. CONTACT TAG SYSTEM

- Avatar Complete
- Offer Approved
- DM Flow Active
- Escalation Flag
- Ready for Renewal
- License Candidate

Purpose:

Instant client segmentation for reporting and prioritisation.

WHITE-LABEL READY

- Preloaded in GHL snapshot
 - Assignable to licensed partners
 - Branded by tier (Powered by Sheza / White-label option)
-

IMPLEMENTATION STEPS

1. Load snapshot into Sheza’s agency account
 2. Clone per client or partner licensee
 3. Train internal team (2-day ramp max)
 4. Run backend — track frontend motion
-

This is not marketing tech.

This is movement automation.

Daily Demand becomes inevitable — because GHL makes it invisible.

V. AUTOMATION + HUB DESIGN

27. Referral & Rewards System

→ Turn every client into a distribution partner — without begging, bribing, or burnout

PURPOSE

Most referral programs are afterthoughts.

Daily Demand installs one as a strategic revenue layer.

It rewards clients and partners for doing what they're already inclined to do — talk about what works.

And it gives Sheza warm leads, high trust, and compounding credibility — without spending a cent on ads.

SYSTEM STRUCTURE

A. WHO CAN REFER

- All active clients (Startup, Scale, Studio)
 - All licensees
 - Select advisors, creators, or networks via partner invite
-

B. WHAT THEY GET

| Referral Type | Reward |
|-------------------------|------------------------------------|
| Client → Client | \$250 credit or 1-week CMS boost |
| Client → Studio License | \$1,000 flat payout or 5% ongoing |
| Partner → Licensee | Custom rev share + co-branded deck |

Rewards issued within 7 days of referral closing.

C. WHAT TO SEND REFERRERS

Referral Kit (Mini-Portal or Email):

- 1-liner: “Send people who want leads — not likes.”
- DM script: “I think you need to see this: [Sheza’s Link]”
- Case studies
- Booking link
- What happens next

Optional: Create a Branded Referral Card PDF with a QR code to a VSL or intake form.

D. HOW TO TRACK IT

- Referral form tied to GHL contact
 - Tag: “Referred by [Name]”
 - Pipeline auto-add with source
 - CMS boost scheduled as tag triggers
 - Referral tracker (Google Sheet or Notion DB)
-

E. MESSAGING CADENCE

- Week 4 of client journey: “You’re winning. Know someone who needs this?”
 - Week 8: “Referral window still open. Reward offer still live.”
 - CMS Scoreboard Posts: “Our clients are winning. Want to bring a friend?”
-

F. WHAT THIS DOES STRATEGICALLY

- Turns clients into case study generators
 - Gives Sheza infinite inbound without cold prospecting
 - Seeds the next licensee from the current base
 - Creates a growth flywheel that doesn’t rely on content virality or Sheza’s time
-

This closes the system.

The pipeline now powers itself.

Sheza’s system now distributes Sheza — with or without her in the room.

PROJECT ROADMAP

Platform Build, System Launch, and Scalable Licensing Structure

PHASE 1: PLATFORM CONSTRUCTION

Goal: Manufacture all 27 assets. Finalise system foundation.

Timeline: Weeks 1–4

WEEK 1 — FOUNDATION

- Build I.1: System Map
- Build I.2: System Manual
- Build I.3: Client Journey Timeline
- Build I.4: Daily Operating Rhythm
- Build I.5: CMS Tracker Shell

WEEK 2 — DELIVERY SYSTEM

- Build II.1–9: All Client Delivery Suite assets
- Templates, scripts, dashboards, trackers fully created
- GHL Snapshot setup begins

WEEK 3 — MARKET ARMOURY

- Build III.1–5: Market-Facing Materials
- Launch Post scheduled
- Offer Deck approved
- Founder's Letter published
- Scoreboard mock-up tested

WEEK 4 — SCALE FRAME

- Build IV.1–5: Strategic Scale Layer
 - Licensing Model published
 - Application live
 - Circle Call structure confirmed
 - Economic Ladder integrated into Sales Deck
 - Legend Library installed in public and internal systems
-

PHASE 2: PILOT DEPLOYMENT

Goal: Run full Daily Demand deployment on real client (e.g. Merit).
Document every action. Capture proof.

Timeline: Weeks 5–8

WEEK 5 — ACTIVATE MERIT

- Intake → Avatar + Offer
- First content + DMs live
- Tracker and CMS begins
- Client Case Tracker populated

WEEK 6 — BUILD MOMENTUM

- Posts + DMs run
- Leads booked
- CMS updates weekly
- First wins posted

WEEK 7 — OPTIMISE

- Offer tightened
- DM refinement
- Scoreboard traction
- Win Post published

WEEK 8 — LOCK PROOF

- Case Study drafted
 - Referral offered
 - Public CMS score posted
 - Weekly Report shared externally
-

PHASE 3: OFFICIAL LAUNCH

Goal: Move Daily Demand from private system to public platform

Timeline: Weeks 9–10

WEEK 9 — GO LIVE

- Launch Post published
- Sales Deck used in first live call

- VSL or Landing Page activated
- Portal access opened to new clients
- GHL backend deployed

WEEK 10 — ACCEPT CLIENTS

- 3–5 qualified clients accepted
 - Run them through the entire onboarding sequence
 - Begin content + DM + CMS rhythm
 - Start Scoreboard cycle
-

PHASE 4: LICENSING LAYER

Goal: Shift from client delivery to platform multiplication

Timeline: Weeks 11–12+

WEEK 11 — LICENSE FILTER LIVE

- Partner Criteria published
- Application open
- Waitlist started
- Licensing call script locked

WEEK 12 — LICENSE FIRST PARTNER

- First partner onboarded
 - Licensee Portal shared
 - GHL snapshot installed
 - Case Tracker + CMS initiated
-

ONGOING MOTION

- Weekly Client CMS reports
 - Bi-weekly Scoreboard Wins Posts
 - Monthly Client Circle
 - Quarterly case study publication
 - Licensing reviews + rev share tracking
 - Referral system engagement
-

ROLES + RESPONSIBILITY

| Function | Owner |
|---------------------|----------------|
| Platform IP | Sheza / Ops |
| Content + DMs | Delivery Cell |
| CMS Reporting | Client Success |
| GHL Automation | Tech Partner |
| Licensing Oversight | Sheza |
| Case Studies | Marketing Lead |

This is not a funnel.

This is not a course.

This is a client traction engine, now running as a replicable platform.

Everything is ready.

You have the map.

Now assign the team.

Set the timer.

And build it into motion.

Let's deploy.

DEPLOYMENT BRIEF - Template

Client: Merit Solarah Aureong

Prepared for: Sheza Yazdani

Powered by Sheza | Strategic Systems

INTRODUCTION

Merit, you are not like most practitioners.
You don't sell sessions. You create transformation.
But transformation alone doesn't fill a calendar.

That's why we're here.

You've proven you can deliver.
Now it's time to install the system that brings the right people to you, consistently, quietly, without chasing.

This isn't content. This is conversion.
This isn't marketing. This is motion.
This is **Daily Demand**: and we're about to build it around your business.

OBJECTIVE

To install a fully operational lead engine inside Merit's business — from niche clarity to sustainable client flow — in 90 days or less.

PHASE 1: INITIATION

1. Avatar Lock

We will define your exact client: not in theory, but in language that makes them say: "She's talking to me."
Outcome: A one-page Buyer Blueprint used in every post, DM, and call.

2. Offer Angle

We'll clarify your offer into a sharp, credible, conversion-ready message.
It won't sound nice. It'll sound necessary.
Outcome: Offer Snapshot — 10-word value pitch + 3 power bullets.

PHASE 2: SYSTEM INSTALLATION

3. Content Drive

You won't need to create. We'll build your content engine for you.

3 posts/week that do one job: pull in the right people.

Each post mapped to belief shifts, offer framing, and lead magnets.

4. DM Engine

We'll handle the outreach.

Inbound and outbound DMs will follow a structured 5-step sequence — built to open conversations and qualify interest.

5. Lead Tracker + CMS

You'll have visibility on what's working every week.

We score your growth across followers, leads, calls booked, and offer clarity.

You'll get your Client Momentum Score every Friday.

PHASE 3: EXECUTION & OPTIMIZATION

We move fast.

- By Week 2: You'll have posts live, DMs flowing.
- By Week 4: Your CMS score will show movement.
- By Week 8: You'll be booking consistent, qualified calls.
- By Week 12: We lock in the system. Scale, or sustain.

We'll adjust as needed. Real-time reporting. Tactical refinement. Zero guessing.

PHASE 4: SUSTAINABILITY

Once the system works, we make it yours.

You'll be able to:

- Scale the system to group or digital offers
- Delegate delivery while we maintain pipeline
- Use the same structure to launch new programs

We don't build dependency.

We build demand.

WHAT YOU GET

- 90-Day Precision Lead System
 - Weekly Content (done for you)
 - DM Execution (inbound + outbound)
 - Lead Tracker + CMS Dashboard
 - Weekly Reporting + Review
 - One Team — Full Engine
-

NEXT STEP

Your system is ready to install.

All we need is 20 minutes to begin.

We'll ask the right questions. You'll give real answers. We'll do the rest.

This is not coaching. This is infrastructure.

And you're about to own it.

— **Powered by Sheza**

Daily Demand | Built for Experts Who Deliver

Merit Daily Demand

Implementation-ready version of the deployment document for Sheza to deliver directly to her client, **Merit Solarah Aureong**. <https://www.linkedin.com/in/meritsolarahaureong/>

Every word is designed to create clarity, build confidence, and set the system in motion.

DAILY DEMAND: STRATEGIC DEPLOYMENT SYSTEM

Client: Merit Solarah Aureong

Prepared by: Sheza Yazdani

Powered by Sheza | Built for Experts Who Deliver

WHAT THIS IS

This is not coaching.

This is not content.

This is a strategic growth engine, installed into your business.

You don't need more tools. You need a system that pulls the right people toward you, every week, without burnout, guesswork, or hoping referrals show up on time.

That's why we're building **Daily Demand** around your brand.

WHAT YOU DO NOW

You are a transformational advisor.

You combine counselling, intuition, healing, and strategy into work that changes lives.

But right now, you're doing what most powerful practitioners do:

You're delivering outcomes, but you're invisible to the people who need you next.

That stops here.

YOUR 90-DAY ROADMAP

We are going to install Daily Demand in four fast, clear, executable phases.

PHASE 1: INITIATION

1. Avatar Lock

We will define exactly who you serve, in the language they already use.

Not “women looking for healing” — but “*high-performing women carrying emotional fatigue and blocked ambition.*”

2. Offer Angle

We will rewrite your offer so that it feels essential — not optional.

Outcome: A 10-word core result statement, plus 3 high-conversion outcome bullets.

PHASE 2: SYSTEM INSTALLATION

3. Content Engine (Done for You)

We post 3x per week on your behalf, based on:

- Proof points
- Belief-breaking insight
- Calls to action
- Personal story with relevance

No noise. No filler. Every post moves people toward you.

4. DM Engine (Inbound + Outbound)

- We manage the DM flow
- Inbound leads are qualified using NEPQ structure
- Outbound conversations are initiated with value, not spam
- Hot leads are escalated to you directly

5. CMS: Client Momentum Score

You’ll be scored weekly on:

- Follower growth
- Qualified leads
- Booked calls
- Offer clarity

You will know how your business is performing every Friday, no mystery.

PHASE 3: EXECUTION + OPTIMIZATION

Week 1–2: Content goes live. DMs start. Offer locked.

Week 3–4: Tracker shows motion. Leads respond. Calls begin.

Week 5–8: Score increases. Authority builds. Referrals start.

Week 9–12: System stabilises. Clients convert. Growth becomes rhythm.

We monitor. We adapt. We drive motion, daily.

PHASE 4: SUSTAINABILITY & SCALE

After 90 days:

- Your engine keeps running
- You can scale to groups, digital, or retreat offers
- Your message is sharper
- Your presence is monetised
- Your calendar is full, and predictable

This is not a campaign.

It's a company layer.

It doesn't end. It matures.

YOUR TEAM + TOOLS

- Dedicated content + DM team
- Weekly performance report
- CMS tracking and growth scoring
- Offer refinement + narrative lock
- All copy, scheduling, and outreach handled

You deliver the work.

We deliver the leads.

YOUR GUARANTEE

Book 15 qualified conversations in 90 days — or we work free until you do.

No catch. No escape clause.

We are builders, not marketers.

NEXT STEP: BEGIN THE ENGINE

Your intake call is the ignition point.

We need 20 minutes to ask the right questions and start the install.

Click here to book:
[Insert Booking Link]

This is Daily Demand.
Powered by Sheza.
Let's make you undeniable.

DAILY DEMAND | PROJECT: MERIT SOLARAH

Asset Creation List | Powered by Sheza

I. CORE SYSTEM ASSETS (CUSTOMISED FOR MERIT)

1. Avatar Precision Sheet
 - Her exact audience, written in emotional buyer language
 2. Offer Snapshot
 - 10-word result pitch + 3 high-conversion bullets
 3. Post Calendar (Weeks 1–4)
 - 3 posts/week mapped to belief-shift, insight, and CTA
 4. DM Flows (Inbound + Outbound)
 - Inbound NEPQ script
 - Outbound 5-touch sequence tailored to avatar
 5. Lead Tracker Template (Client-Specific)
 - Custom sheet or GHL dashboard tracking posts, DMs, leads, calls
 6. Client Momentum Score Log (CMS)
 - Weekly scoring and trend reporting
 7. Red Flag Escalation System
 - Trigger if CMS drops for 2+ weeks or call booking rate dips
-

II. CONTENT + COMMUNICATION ASSETS

8. Profile Rewrite (LinkedIn or Primary Platform)
 - Authority-first, offer-anchored, CTA-loaded profile
 9. Visual Framework Slide
 - Simple image that shows her process in 3 steps (for use in content, posts, onboarding)
 10. FAQ Response Bank
 - Standard responses for common objections or DM hesitations
-

III. OPERATIONAL + TEAM ASSETS

11. Client Kickoff Deck (Internal Use)
 - Brief for Sheza's team outlining Merit's avatar, offer, system flow, and tone of voice
12. Weekly CMS Report Template
 - PDF or email report sent to Merit with CMS, lead count, wins, next actions
13. Case Tracker
 - Central doc capturing:

- Each weekly CMS score
 - Lead/booked call count
 - Messaging pivots
 - Content wins
 - Outcome milestones
-

IV. PROOF + LICENSING ASSETS (POST-SUCCESS)

14. Case Study PDF
 - ➔ Visual and narrative record of the buildout and results
 15. Testimonial Capture Script
 - ➔ Structured prompt to extract high-trust language from Merit (for use in sales)
 16. Public Wins Post
 - ➔ “Merit booked 22 calls in 60 days. Here’s what we did.”
 - ➔ For Sheza’s channels. Signals capability and scalability.
-

TOTAL ASSETS: 16

Every one is leverage.

Every one is replicable.

Every one protects the system.

TO DO NEXT:

To complete Daily Demand and lock the platform into full emotional, operational, and commercial power:

1. Install the Emotional Activation Layer

- Record and embed a short 1–2 minute welcome video from Sheza (raw, real, directive)
 - Add a “How You’ll Feel by Week 4” visual or written insert to the portal onboarding sequence
-

2. Build the Social Proof Engine (Live Feed)

- Create a real-time “proof wall” (inside portal or public page)
 - Post weekly “Client in Motion” reels using CMS score excerpts + short win captions
 - Optional: Auto-post scoreboard excerpts into Skool, Slack, or GHL feed
-

3. Anchor the Visual Doctrine

- Select one final image to represent the system (drift → structure → sovereignty)
 - Place it in:
 - Portal welcome
 - Slide 2 of pitch deck
 - Onboarding PDF header
 - Studio wall or digital branding
-

4. Record the VSL (Voice or Video Sales Layer)

- 7-minute VSL from Sheza or co-hosted (tone: “This is what happens when you install Daily Demand”)
 - Used in:
 - Pre-call content
 - Public sales page
 - Referral kits
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5. Add the Pre-Filter Diagnostic

- Embed 3-question intake for new leads:
 - What’s not working?

- What have you already tried?
 - What's your offer right now?
 - Optional: Light quiz built on NEPQ logic to surface their current pain + drift signal
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Once these are complete, the platform is sovereign.

Daily Demand becomes unshakable, undeniable, and deployable at scale.