

Avatar: Jake, 27, mid-height, short black beard, and spiky hair.

Current state: Jake is a strength coach. He started as a typical gym rat but has decided that he wants to take this passion of his into a career. He started an online coaching business and has landed a couple of clients but it's sheer luck that, and it's not enough to maintain this business. He desperately wants to scale his business but has no clue how. He is deathly afraid that if he doesn't get some more clients soon, he'll have to give up on his dream.

Dream state: Jake is a well-known and respected coach. He lives in a luxurious house in the Maldives and travels the world all the time for seminars and vacations. Clients are lining up at the door. And he can work from wherever he wants because it's all online. He is also extremely confident in his abilities as a coach, not only because of his results but because he believes in himself. He lives life on his own terms.

Roadblock: He has various things that are stopping him from progressing. But the most important ones are, he lacks confidence, has impostor syndrome, and lacks knowledge on how to obtain clients successfully. He has tried social media but then ran into another roadblock. How does he become big on Twitter, Instagram... How does he approach clients on those platforms? What type of content should he post? He is completely lost. As if he was thrown into the middle of the ocean and told to swim to the shore, but he sees no land.

He is also hesitant about selling his service, he wants to stay authentic and help people, this makes him afraid of marketing and selling his service, he is worried that he will come off as a fake, salesy coach and sink his brand and image because of it.

Solution: Jake gains massive confidence, starts believing in himself and his work, and also learns how to manage his social media, and how to approach clients and close them. He also learns how to market himself and how to come up with a good offer.

PURE VALUE EMAIL

Subject line: How much do you need to live off your (online) coaching business?

Pre-text: It's less than you may think...

The point of this newsletter is to help you get your coaching business off the ground and start living on your own terms.

So that you can work when you want, from wherever you want, with whoever you want.

That means:

No 5 AM clients...

No 10h work days...

And no more rushing between home and the gym because of work.

Now the most common mistake I see young coaches make is believing they need at least \$10k/month to do this.

Which I can tell you from personal experience, is not true at all.

I was living a lavish life, completely in control of my time way before I hit the \$10k/month mark.

And so have many of the coaches I've worked with.

So how much do you actually need to live on your own terms, from your coaching business alone?

The answer: \$2000 a month.

If you've already passed that point, congrats.

But I know for a fact that most of you are still earning less than that.

So I've constructed a checklist to help you reach that milestone in the next 90 days.

Just reply to this email with "checklist" and I'll make sure to send it over.

Speak soon,

David.