

PROJECT MATH AND WINNERS WRITING PROCESS

Business Type: 1on1 coaching for business leaders, founders and CEOs

Business Objective: The aim of the email is to encourage Henrika's current clients to refer people they know, offering a free coaching call as a reward for the referrals. This email is about increasing Henrika's reach through trusted recommendations.

Funnel: REFERRAL PROGRAM: Email to current clients -> They send a message to people they know -> If their friends are interested, they get in contact with Henrika (LI or straight to Calendly) -> book a time for the free call -> on the call, she'll offer them a free strategy call (where the sale will or will not happen)

PROJECT MATH:

If we send this email to the 12 clients and worst case scenario only 6 of them see it.

^ To improve this, we can send a LinkedIn message to each of the current clients as well to make sure they go look at the email.

So let's say only 11 of them see it and worst case scenario only 8 of them choose to act on it and help out.

If out of the 8 that chose to help out, worst case scenario only 4 of them find 1 person that's interested who get in contact with Henrika to give it a try.

(Contact phase: they talk with Henrika through message, or straight up book a call, and after a quick back and forth messaging they lock in a time for a call.)

And if out of the 4 people who do the free coaching call, worst case scenario only 2 people want the second call.

If one of the 2 really likes the value and the idea and decides to buy, we get one \$5K client.

Worst case scenario = \$5K

(But honestly, I think more of them will help out, some have the potential to even bring more than 1 person, and I think a big percentage of them will want the second coaching call because of the amazing value they get for free in the first one.)

WINNER'S WRITING PROCESS

1. Who am I talking to?

2. Henrika's current clients

- Have a close relationship with Henrika, are gaining noticeable value from working with her, they have a regular and ongoing relationship together
- Trust levels: Very high (9.5)
- Perceived value: High (are experiencing it themselves)
- Belief: mid-to-high depending on how long they've been working together (are they in the exciting start, the messy middle, or at the end transformation?)
- (More context if needed, but it's about the Avatar before working with Henrika:

DOMINATION MARKET RESEARCH)

What specific outcomes or experiences do they value from her coaching?

- Clarity, perspective, organization:
 - **"finding and starting my new entrepreneurial adventure.** I'm back in the game! "
 - "My thoughts, values, purpose, vision and priorities are **clear.** I **clearly** understand what is essential to me at work and in life."
 - accept personal qualities and affirm strengths I had never dared to present so **clearly.**
 - **(Opposite of this)** At certain times, I was so focused, or rather buried under the workload, that I couldn't see the bigger picture of what really mattered. That's where meeting Henrika was crucial.
 - Thank you for patiently and effectively **guiding me into a much wider and more abundant future.**
 - "I know who I am."
 - "Gave me an incredible amount of ... and **eye opening perspective"**
 - building a clear bridge between the starting point and the set goal.
- Energized, excited, inspired:
 - "I'm back in the game! I found my **fire,** my **energy** and I **get up every morning inspired."**
 - And **she helps you find the energy** to pick yourself up yet another time
 - She brings **great energy** to every session
 - These small changes gave me an **incredible amount of extra energy** and eye opening perspective
- Calm, in control, Confident, not rushed, stressed and overwhelmed:
 - "Feeling **calm on a deeper level,** I can now live my own kind of life and trust my feelings, abilities and strength."
 - (Partly also clarity) "I feel firmly in the driver's seat of my own life and that feels pretty amazing!"
 - "Henrika gave me **balls the size of punching bags"**
 - "I now even **enjoy selling myself and feel confident with my pitch!"**
 - Now I feel **balanced, strong and grounded.** I know who I am. I have **confidence in the future and my abilities.**
 - "My self-development and increased wellbeing"
 - Now, I feel I'm a **stronger leader**
- Challenged and empowered:
 - "Thanks for helping me unlock more of my creative potential by **challenging and empowering me** to kick off my dream project!"

- **“asking me the questions I need to be asked and leading me further mentally.** It’s such a privilege to work with someone who is so profoundly in touch with herself and **has the capabilities to push others to their growth path.** Love how **radical** she is.”

Focus on identifying **core traits and values that connect these clients**, as they’ll be the foundation for the tone and appeal of your email

- Clarity, honesty, growth mindset, ease and flow, taking care of their energy, harsh/honest/challenging truth that helps them grow,

2. Where are they now?

1. Are going through the coaching or have just finished it, either have a feeling of already being transformed and having grown OR are going through the growing cycle right now.

They have the same problems as before but many of those past problems are also either being solved or have been solved through their time being coached by Henrika.

2. Client awareness and desires: Identify what Henrika’s clients currently feel about her services. Are they likely to feel enthusiastic and want to share her services with others?

- **Value levels:**
 - 7.5, high because they super see the value in the coaching since they’ve gone through it/are going through it and are experiencing massive and massively beneficial transformations and growths.
- **Belief in idea levels:**
 - 7.5, high as well since they are going through the coaching and are gaining, experiencing and seeing real changes/improvements/gaining more clarity.
- **Trust in company/guru levels:**
 - 8, very high because Henrika is blowing their mind, giving them new perspectives, helping them get clarity, become more confident, peaceful and positive, etc.
 - They’ve taken the leap of the big initial payment of the coaching and they’re receiving/starting to receive a feeling of getting a big bang for their buck = a lot of trust for Henrika because she is “following through with her deal”.

What are the main transformations or benefits they experience with her coaching (e.g., career growth, confidence, work-life balance)?

(mix of post and mid coaching feedbacks so it covers most of the phases of the coaching the client/person could be in)

- much deeper understanding of myself,
- gained clarity about my personal direction.
- identify my primary saboteur, which used to hold me back,
- have the tools to quiet that inner critic.
- make decisions from a place of confidence and calm.
- I no longer feel overwhelmed; instead, I feel empowered and clear about where I'm headed, both in my business and personal life.
- developed powerful yet simple habits that keep me progressing every day.
- things are in motion.
- Positive outlook, confidence and curiosity towards my incoming next steps.
- I've realized how "small" I've been thinking and am working on thinking "big", but I am still at the very start on that journey.
- Henrika reminded us to celebrate little wins and helped us to build our Success System, which gets our business to the next level.
- Henrika makes you act (taking more action than before)
- + The whole Desirable Dream-state section from my market research doc:

- **Desirable Dream State:**

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - Be and feel like they're progressing
 - I'm back in the game!
 - I found my fire, my energy and I get up every morning inspired.
 - The new business I have started is thriving... Today as an entrepreneur I feel firmly in the driver's seat of my own life and that feels pretty amazing!
 - Seeing that it brings results
 - and it shows in our results
 - And it shows directly in the results we make
 - Be helped, guided and supported
 - my best potential was brought into light and fully harnessed.

- She is one of those people who stand beside you in the shadows when you think 'everything is going wrong.
 - Henrika m'a accompagnée dans pour traverser des épreuves difficiles de la vie.
 - Henrika a une véritable écoute bienveillante et constructive.
 - She's brilliant at feeling where I am emotionally, asking me the questions I need to be asked and leading me further mentally
 - This "space" that we were able to build together really allowed me to take time for myself, to step back, to elevate my perspective
 - Thank you for patiently and effectively guiding me
 - she considers the person as a whole
- Doing what excites them and what they WANT to do
 - I would have a lasting long-term business project that excites me, that drives and motivates me, that I WANT to do.
 - and that feels pretty amazing!
 - I found my fire, my energy and I get up every morning inspired.
- Clarity of what they care about, what they want and about what they need to do to get there
 - My thoughts, values, purpose, vision and priorities are clear.
 - We have worked with values, goals
 - I know who I am
 - and building a clear bridge between the starting point and the set goal.
 - where I feel seen, inspired and capable of taking my next steps forward.
 - My career plan is more clear because I have found what is essential for me, where are my priorities.
- A feeling of control, being in charge of themselves,

their business and their progress

- Today as an entrepreneur I feel firmly in the driver's seat of my own life and that feels pretty amazing!
- Confidence in themselves and their abilities
 - changing the way I see myself so I can show up as my best self in my professional and personal relationships.
 - Je ressors de cet accompagnement grandie et plus forte.
 - I now even enjoy selling myself and feel confident with my pitch!
 - Henrika gave me balls the size of punching bags
 - I have confidence in the future and my abilities
- Have energy and be energetic
 - A chaque session je ressortais revigorée, pleine d'énergie positive.
 - And she helps you find the energy to pick yourself up
 - These small changes gave me an incredible amount of extra energy
 - I found my fire, my energy and I get up every morning inspired.
- Accountability, motivation, harsh honest feedback, a push in the back/challenge
 - Love how radical she is.
 - Elle sait aussi bousculer quand c'est nécessaire et m'a challengée afin de lutter contre les éternels saboteurs!
 - challenging and empowering me
 - and she pushed me towards my own 'zone of genius' in impressive, always supportive yet sometimes truly challenging ways.
 - Henrika is kindly and humorously driving you
 - playfully challenges me in ways where I feel seen, inspired and capable of taking my next steps forward.

- The part of the process I enjoyed the most was you being brutally honest.
 - Connection/ build a lasting relationships with her
 - The relationship you build with her is indescribable.
 - She is a very funny and energetic person
 - Be happy, joyful and enjoy life
 - It makes us more connected, efficient and happy as an executive team and as humans in general.
 - and that feels pretty amazing!
 - Not only professional growth and clarity, but also personally
 - have aided me in all areas of my life - not only my business, but my relationships and personal growth..
 - this experience is changing the core of who I am on a personal level, not only professionally.
 - Henrika sees beyond the work persona and is able to build a holistic picture of the person
 - Effectiveness and efficiency
 - I love that we didn't dwell in my childhood like other coaches can do.
 - Henrika combines a bright, fun presence with serious, direct and effective strategies.
 - The coaching was not made of intangible buzzwords, but insightfully focused on concrete actions towards well-being in my daily life.
 - Peace, serenity and alignment
 - It would feel serene, calm and aligned. I would have a brain that could be at peace and serene about what I'm doing and what I have, instead of always being hungry and addicted to action,
- Who do they want to impress?
 - Mainly: Themselves
 - Noone, only myself.

- Show and prove to myself that I'm able to succeed again. That I'm not just lucky or a "one trick pony"
 - Show myself that I'm worth it and that I'm great
 - People they see in their everyday life (friends, colleagues, etc.)
 - Le retour du questionnaire a été vraiment un choc positif également de voir encore une fois le regard des autres sur qui je suis et comment je suis.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - In control
 - Today as an entrepreneur I feel firmly in the driver's seat of my own life and that feels pretty amazing!
 - Redevenir un acteur de ma propre vie
 - Confidence
 - Feeling calm on a deeper level, I can now live my own kind of life and trust my feelings, abilities and strength.
 - Motivation, drive
 - I'm back in the game! I found my fire, my energy and I get up every morning inspired.
 - Self-love and respect
 - Now I prioritize my own things first so I can genuinely respect myself.
 - Excited, serene, happy, proud
 - They secretly desire a project/life mission that excites them and that they love doing. They don't talk about it with others but they want a life/project/mission that excites them and lights them up.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - Self improvement:
 - I want to be more ambitious, to have stronger trust in myself, to improve how I use my time to achieve more, to achieve bigger things, to have more energy, to be fitter
 - Accountability
 - I want an accountability partner who does not accept compromise. I want to be pushed on my ambition.
 - Feeling great, managing my motivation properly, having a bigger impact in the world. Having a highly performing company without the need to spend too much time on it. Launching a real solution to help people "on the side of the road"

- Live an exciting, joyful, fun, motivating life
 - I would love to start a business where I see traction that has action and that is exciting. Something that has LIFE in it. That would be really exciting.

Sophistication Level: Consider how familiar these clients are with the idea of referrals and incentives like a free coaching call. Are they likely to appreciate the free offer as a value add, or do they need reassurance of the call's benefits?

- Sophistication level with referrals: **From what she told me about Antoine (one of her clients who she had gotten referrals from before), they are aware of referrals, what they do, what their purpose is and why people ask them.**

They are genuinely and happily open and willing to give one, but not if it's motivated by a reward or for something in return. That would go against their values.

They appreciate and honor genuinely referring people to something or someone they believe in/believe is awesome/ amazing/great AND if they believe there is real value for the other person (+ if there is/it is some kind of gift they can give).

- I think they'd need to at least somewhat get to know/understand what this free coaching call will do for the other person to be able to name it's benefits forward to their friend in their own way.

3. Where do I want them to go?

1. Perceived costs:

- Costs time
- Costs effort (thinking)
 - **Make it easy for them to refer by providing clear instructions and emphasizing the free call as a genuine opportunity for their friend, rather than just a marketing tactic.**

2. Probable required certainty levels:

- 7, they need to see how the free coaching call will benefit the person they know

3. Probable required trust levels:

- 5, not too high but it needs to be framed as not a sale. Not salesy nor just a marketing tactic

4. Biggest objections:

- "What should I say?"
 - **Give them a simple and easily customizable message template**
- "I don't have the time."
 - **Highlight how great the value is (for their friend and Henrika) and the time objection will die/pale in comparison**
 - **Matches ChatGPT's answer: "Make it easy for them to refer by providing clear instructions and emphasizing the free call as a genuine opportunity for their friend, rather than just a marketing tactic."**
- "What's different about the free coaching call and the free strategy call?"
 - **Show the value of it for the person they know and show how it isn't the same, because it's really purely a gift of value, no offer/selling at the end.**
- "Who should I refer/Who do you want me to refer?"
 - **Reinforce the value they've personally gained, subtly prompting them to consider who else could benefit similarly**

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- **Writing Style:** Use language that mirrors Henrika's style and warmth to strengthen authenticity.

- Is it in service of their greatness?
- Is it PUSH or PULL?
- Is it VIP or needy?
- Is it giving or taking?

- **Clarity:** Keep the email concise. Use a friendly tone with a clear call to action, possibly suggesting a line they could forward or use in conversation.

- **How will I grab their attention?**

- Send the email directly through Henrika's email address (can see her pfp which instantly elicits trust and gives them a reason to open the email)
- Use a Subject line that clearly states the topic whilst still teasing it
- Send them a message on LinkedIn notifying them to go check out and open the email

- **How will I increase specific levels?**

- **Value levels:** Emphasize this request and the free call as a genuine opportunity for their friend, rather than just a marketing tactic.

- **Belief in idea levels:** The same answer as for the value levels + Show how it isn't the same as the already existing free strategy call, because it's really only and purely a gift of value, no offer/selling at the end.

- **Trust in company/guru levels:** Use language that mirrors Henrika's style and warmth to strengthen authenticity.

- **How will I bring down perceived costs and thresholds?**

- **Bring down costs:** Make it easy for them to refer by providing clear instructions and emphasizing the free call as a genuine opportunity for their friend, rather than just a marketing tactic.

- **Bring down trust threshold:** Emphasize/frame the free call as a genuine opportunity for their friend, rather than just a marketing tactic.

- Use a non salesy tone and don't frame it/think of it as a sale.

- **What kind of CTA should I use?**

- Use a friendly tone with a clear call to action, possibly suggesting a line they could forward or use in conversation.

DRAFT:

Subject Line:

Share this gift for someone who needs it

Hi [Client's Name],

Thank you for trusting me to help you evolve into the most brilliant and aligned version of yourself.

I wanted to share a meaningful opportunity with you.

As you know, I work solely off of referrals. Which is why since you're a client of mine I give you the opportunity to gift free discovery coaching calls to the people you know.

So if you have someone who comes to mind who's looking for clarity, energy, or a renewed sense of direction, I'd love to offer them a free energising coaching call.

How It Works: If someone you know would benefit, feel free to send them my LinkedIn profile or share my [Calendly link] directly. I'll take it from there and give them a warm welcome!

Thank you in advance, and thank you for trusting me with your dreams and desires.

Warmly, Henrika

PS: I added a message template below to make sharing easier and faster. Use it if you'd like!

PPS: If you're thinking of someone, please let them know asap. I wouldn't want them to miss out on this chance to start transforming their life for the better.

(The message template will be in a PDF or another linked format under the email)—

Message Template:

Feel free to edit the template however you like to add your own words.

Hey [Name], I wanted to share something that's been really impactful for me, and I think it could be just as valuable for you.

I've been working with a mindset & performance coach, Henrika Tonder, and she's been incredible in helping me [briefly describe your experience, e.g. *set higher standards, build solid confidence and clarity of vision, reignite my fire, energy and inspiration, etc.*]

She's been really helpful for me so if you're interested in a similar experience, she's one of a kind!

Here's her contact info:

She'll give you a free coaching call where she'll help you feel empowered and clear about where you're headed, both in your business and personal life.

LinkedIn: <https://www.linkedin.com/in/henrikatonder?originalSubdomain=fi>

Calendly: calendly.com/henrikatonder/strategy-call

Website: <https://www.henrikatonder.com>

Let me know if you decide to connect with her — I think it could be a great move for you!

- Find the emails of the clients
- Check over the English email
- Propose check up message: “Hey! I sent you an email a couple days ago, have you seen it yet? I sent you a request and a gift for you in it.”