

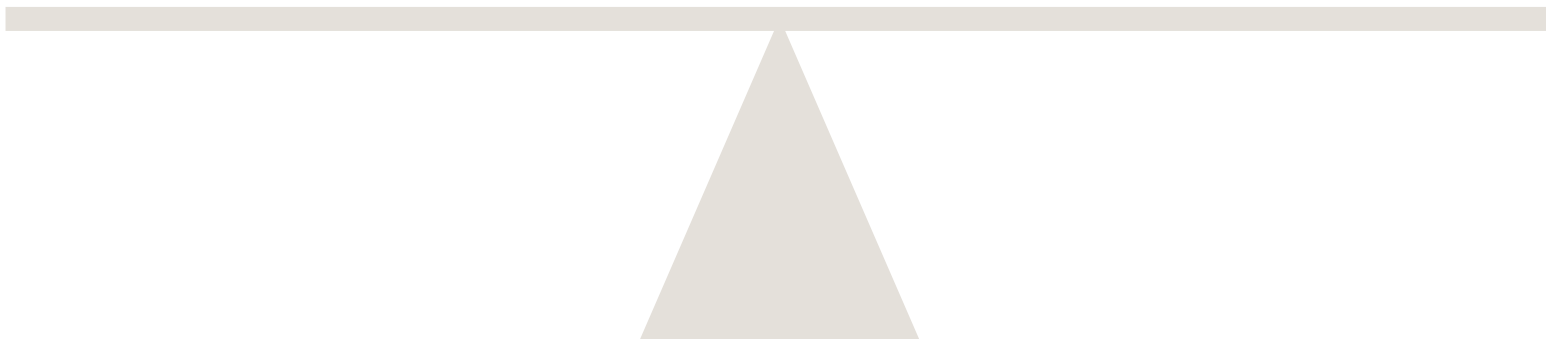
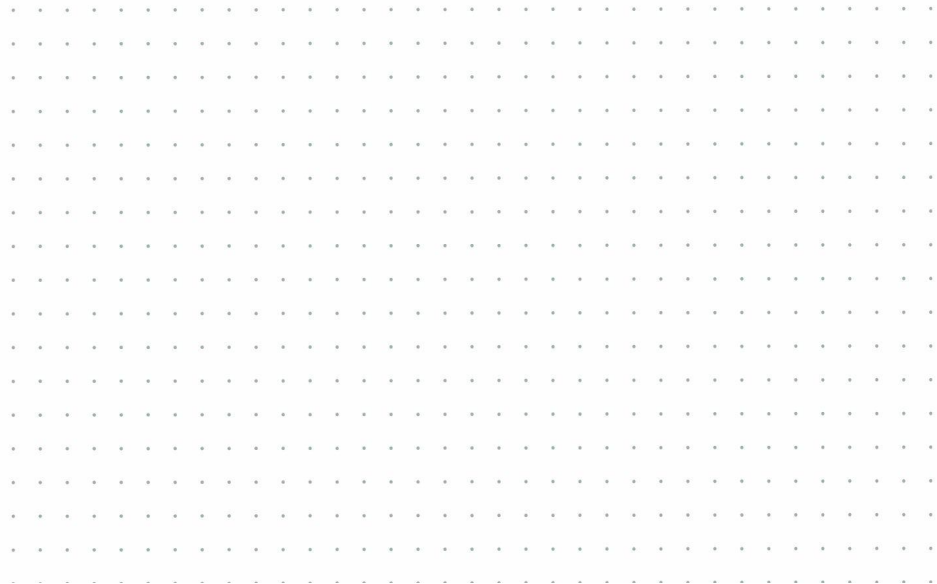
A woman with glasses on her head, wearing a white shirt, is sitting at a desk with a laptop. She has her arms raised in a celebratory gesture, with her fists clenched. The background is a bright, modern office space with a white shelf holding a plant and books. The overall mood is one of success and achievement.

THE COACHING OFFER PLAYBOOK

#CLIENT #SUCCESS #DELIVERY

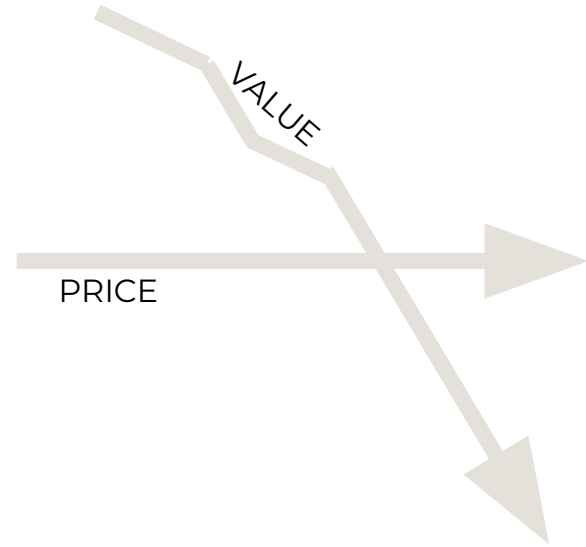
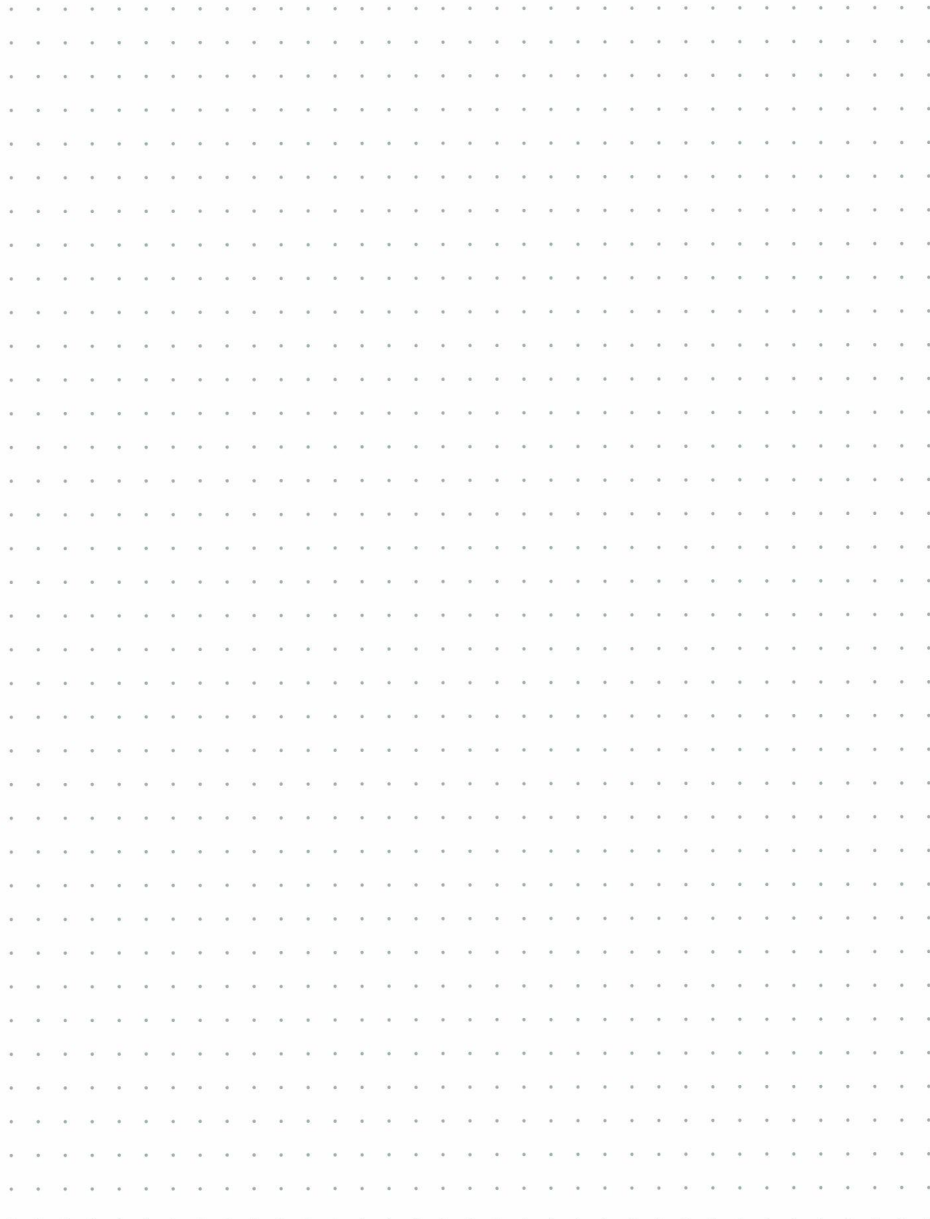


THE RISK/REWARD RATIO





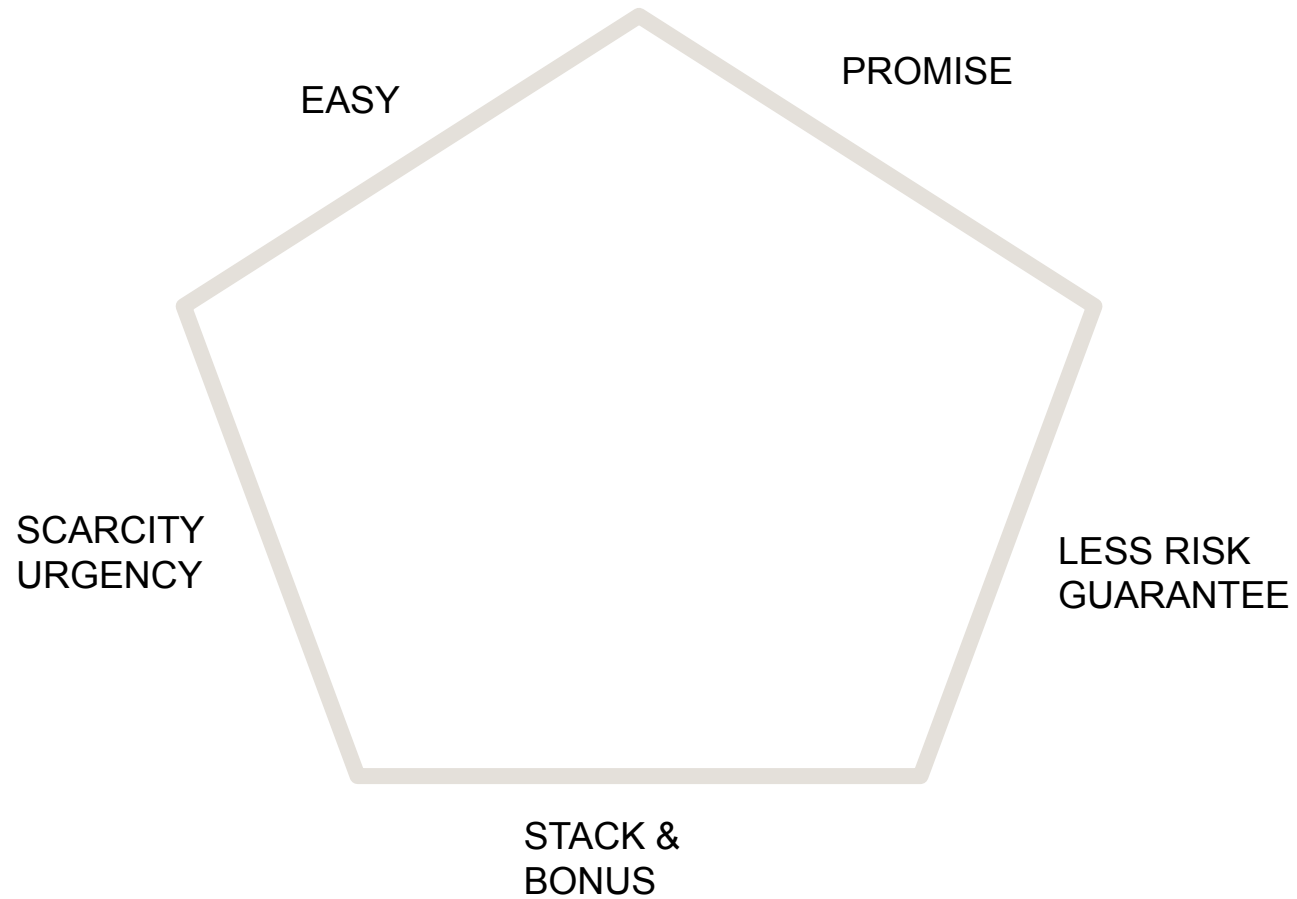
THE VALUE MINDGAME



_____ =VALUE



THE PENTAGRAM OFFER





THE PROGRAM NAME

| BEST PRACTICE | EXAMPLES | CURRENT | IDEAS |
|---|--|--------------------|-------|
| <ul style="list-style-type: none">• ONE WORD• EASY TO IDENTIFY• CLEAR TRUMPS CUTE• I WANT THAT | <p>DREAM TO LIFESTYLE BEAUTIFUL SMILE THE CONFIDENT WOMAN SCALE LEAN & FIT</p> | <div>INSIGHT</div> | |



THE PROGRAM PROMISE

| BEST PRACTICE | EXAMPLES | CURRENT | IDEAS |
|---|---|--------------------------------|-------|
| <ul style="list-style-type: none">• SPECIFIC RESULTS• SET TIME FRAME• SMALL PROMISES• ASPIRATIONAL | <p>THIN THIGHS IN 30 DAYS</p> <p>10K IN 10 WEEKS</p> <p>10 CLIENTS IN 90 DAYS</p> <p>MILLIONAIRE COACH</p> <p>10 KG IN 100 DAYS</p> | <div></div> <div>INSIGHT</div> | |



THE LESS RISK GUARANTEE

| BEST PRACTICE | EXAMPLES | CURRENT | IDEAS |
|--|--|----------------|-------|
| <ul style="list-style-type: none">• ACTION BASED• NO QUESTION ASKED• MAKE IT SAFE TO START• MONEY BACK• DELAYED PAYMENT• GET PAID• ROI• PERFORMANCE PAY | <p>100K IN 90 DAYS OR WE WORK WITH YOU FOR FREE TILL YOU REACH YOUR GOAL</p> <p>1 MONTH - LOVE IT OR LEAVE IT</p> <p>IF YOU DONT SUCCEED IN 6 MONTH I WILL BUY IT BACK AND GIVE YOU A DINNER</p> <p>PAY PER KILO YOU LOOSE</p> <p>ALWAYS MATCH GUARANTEE WITH TERMS THAT GIVES RESULTS</p> | <p>INSIGHT</p> | |



THE DELIVERY PLAN

| GROUP RATIO | EFFORT | SUPPORT | DELIVERY TYPES | INCLUDES |
|---|---|---|---|--|
| <p>EXAMPLES</p> <ul style="list-style-type: none">❑ 1-1❑ SMALL GROUP❑ ONE TO MANY | <p>EXAMPLES</p> <ul style="list-style-type: none">❑ DO IT YOURSELF(DIY)❑ DONE-WITH-YOU (DWY)❑ DONE-FOR-YOU(DFY) | <p>EXAMPLES</p> <ul style="list-style-type: none">❑ SMS❑ CHAT❑ EMAIL❑ SUPPORT COACH❑ PHONE❑ ZOOM | <p>EXAMPLES</p> <ul style="list-style-type: none">❑ LIVE/VIRTUAL❑ RECORDED❑ IN PERSON❑ WRITTEN❑ AUDIO❑ VIDEO | <p>EXAMPLES</p> <ul style="list-style-type: none">❑ ADVANTAGE❑ ANALYSIS❑ APPROACH❑ AUDIT❑ BLUEPRINT❑ BOOSTER❑ BUILDER❑ CHEATSHEET❑ CHECKLIST❑ FORMULA❑ GAMEPLAN❑ GUIDE❑ MATRIX❑ MAXIMISER❑ METHOD❑ MODEL❑ NAVIGATOR❑ NETWORK❑ PLANNER❑ PROCESS❑ PROGRESSION❑ PROFILE ·❑ PROGRAM❑ REPORT❑ SYSTEM❑ TEMPLATE |
| <p>INSIGHT</p> | <p>INSIGHT</p> | <p>INSIGHT</p> | <p>INSIGHT</p> | |



THE BONUS PLAN

| BEST PRACTICE | EXAMPLES | CURRENT | IDEAS |
|--|---|--------------------------------|-------|
| <ul style="list-style-type: none">• CONGRUENCE• ACCELERATORS• OBJECTIONS• SALES & INTIMACY• REWARD FAST ACTION | <p>1:1, SMALL GROUP CALLS DONE FOR YOU (dfy) TOOLS : WEBSITE, SYSTEMS SCRIPTS AND TEMPLATES MONEY MASTERY KEEP ACCESS</p> | <div></div> <div>INSIGHT</div> | |



THE SCARCITY/URGENT MACHINE

| BEST PRACTICE | EXAMPLES | CURRENT | IDEAS |
|---|--|--------------------|-------|
| <ul style="list-style-type: none">• LOWER SUPPLY TO INCREASE DEMAND• CHUNK DOWN THE MILESTONES• FAST ACTION BONUSES• SELL PAST THE CLOSE• NO FAKE SCARCITY• LAUNCHES/ LIVE TRAININGS | <p>10 SPOTS A MONTH THE FIRST 5 GET... WE START ON TUESDAY OUR NEXT INTAKE IS BONUSES ARE GOING AWAY PRICE WILL RISE IN X DAYS</p> | <div>INSIGHT</div> | |



THE PRICING

| VALUE | CURRENT | | NEW |
|--|---|---------|-------|
| | | | |
| BEST PRACTICE | EXAMPLES | CURRENT | IDEAS |
| <ul style="list-style-type: none">● ROI- FIND YOUR FEE● 3-3-3-3● ALIGN WITH OUTCOMES● QUALITY- QUANTITY | <p>26K PIF OR 3K/MONTH</p> <p>1 K/WEEK</p> <p>1K-2K-3K- 3,5K/MONTHS</p> | | |
| | | INSIGHT | |