

FULL CONVERSATION SEQUENCES

SEQUENCE 1: QUALIFYING STRUGGLE → FREE TRAINING

Message 1 (Opening):

"[Name] - noticed you qualified P[X] but finished P[Y] at [track]. That's a solid recovery through the pack. Do you struggle more with one-lap pace or is qualifying just not your thing?"

Expected Response: "Yeah, qualifying has been my weakness all season. Race pace is there but I can't put one fast lap together."

Message 2 (Empathy + Insight):

"I see that a lot with riders at your level. The speed is there but when it's one lap that matters, the mental side takes over. Have you ever actually worked on that side or just hoped it would get better?"

Expected Response: "Nah, never really worked on it. Just tried to stay focused and push."

Message 3 (Soft Offer):

"Makes sense. Most riders don't, which is why they have the same qualifying struggles year after year. The off-season is actually the perfect time to fix this because you're not under race pressure. Want me to show you what that actually looks like?"

Expected Response: "Yeah, sure."

Message 4 (Free Training):

"Cool. I've got a 3-day free training that specifically covers how to build one-lap pace mentally. Day 2 is about the exact technique I use with [credible client]. Takes about 10 mins/day. Want the link?"

Expected Response: "Yeah, send it."

Message 5 (Link + No Pressure):

"Here you go: [link]

No pressure to do anything with it, just think you'd find it useful based on what I saw at [track]. Let me know if you have questions after you go through it."

SEQUENCE 2: OFF-SEASON REFLECTION → CALL 1

Message 1 (Opening):

"[Name] - now that the 2025 season's wrapped, what's the one thing you wish you'd worked on before it started?"

Expected Response: "Probably the mental side. I had the speed but kept making mistakes under pressure."

Message 2 (Challenge):

"That's what most riders say. But here's the question - what are you actually going to do about it this off-season? Because most riders say 'mental game' in December and then show up to testing in February with the same issues."

Expected Response: "Good point. I don't really have a plan."

Message 3 (Offer Value):

"That's why I'm reaching out. I'm doing some 1-on-1 calls this month with riders who are serious about making 2026 different. 20 mins, no pitch, just want to see if I can help you build a proper off-season mental game plan. Up for a chat?"

Expected Response: "Yeah, I'm interested."

Message 4 (Book Call):

"Sweet. I've got a few slots this week. What day works for you? [Link to calendar]"

SEQUENCE 3: POST-SEASON REVIEW FOLLOW-UP → FREE TRAINING

Message 1 (Opening):

"[Name] - saw you completed the post-season review. Your score on [specific area] was [X/10]. That's actually the #1 thing that separates mid-pack riders from championship contenders. Most riders ignore it all off-season and then wonder why 2026 feels like 2025 all over again. Want me to show you how to fix it?"

Expected Response: "Yeah, what do you mean?"

Message 2 (Explain + Offer):

"Your [specific area] score means [interpretation]. The good news is that's the easiest thing to fix in the off-season because you're not under race pressure. I've got a 3-day free training that specifically covers this. Want the link?"

Expected Response: "Sure, send it."

Message 3 (Link):

"Here you go: [link]

Day [X] is specifically about [their weak area]. Let me know what you think after you go through it."