

# Constructing Your Daily Client Machine

*How To Generate Leads Hourly, Customers Daily and Clients Weekly*

## The Sequence - The Order of Events Matters

To hit \$1m, it is critical we attack it in the right order.

The common approach is to work 'forwards' from marketing to sales to offer.

This is deeply flawed because of the number of variables at each stage.

The best way to hit a goal is not to work towards it, it's to work backwards from it.

Working forwards is chaotic because there are so many potential variables.

Working backwards is methodical because it reduces the variables to only the ones that move you to the next stage.

Over a long enough time period, both approaches get you to the goal, but working backwards gets you there faster and with more certainty.

Broken down we work in this order:

1. Create and validate \$3k Offer by making 3 sales from a simple Google Doc
2. Create and sell Customer Offer that converts 5% of buyers into Clients
3. Automate lead flow and Customer Offer and ascend Customers into Clients weekly

We go from making \$3k to \$3k a week to \$3k a day.

We use 3 systems to do this:

1. The Hybrid Offer™
2. Customers to Clients™
3. The Daily Client Machine™

Each of these systems solve for a specific stage.

Mastering one before moving to the next one is the pace.

Skipping steps is not speed, it's skipping steps.

Mastery in this sequence compounds.

The better your Hybrid Offer the more Clients you convert. The better your Customers to Clients system the more Customers AND Clients you generate. The better your Daily Client Machine the more Leads turn into Customers who turn into Clients. Compounding in action.

## **The DCM™**

This system creates Leads and Customers.

You then engage with a customer to understand the intent and desire behind their action.

It creates a short term focus that is most likely to generate results over the shortest time period.

Efficiency.

It also captures those who do not display immediate intent so you can convert them into prospects via qualification/conversation or convert them into customers in the future.

## **The Daily Client Machine™**

[There appears to be a diagram showing three connected boxes: "The Offer Code Template" -> "The Offer Code Product" -> "The Syndicate", with labels underneath: "Create A Lead" -> "Create A Customer" -> "Create A Client"]

## **Lead Flow vs Lead Conversion**

A critical distinction in lead generation is flow vs conversion.

When people say they 'need more leads' my first goal is to determine whether they need more lead flow vs need more lead conversion.

Flow is the volume and conversion is the action.

The majority of people have a lead conversion bottleneck rather than a lead flow bottleneck.

You have enough leads, just no efficient way to convert them into customers and/or clients.

The most efficient way is to make an offer(s).. This allows the leads to self-select and demonstrate intent and narrows your focus to those who've demonstrated intent.

If you're not making enough sales yet have even a tiny audience that you're communicating with, focusing on lead conversion before lead flow will yield the highest results.

## **The Individual Components:**

There are only two key components inside The Daily Client Machine, your Big Idea and your Customer Offer.

Armed with both you will get all the leads and customers you can handle.

## **The Big Idea**

Illumination - Pain, Problem and Opportunity Unaware Offer: Lead Magnet Goal: Opt In

## **Customer Offer**

Indoctrination - Pain and Problem Aware Offer: \$50-\$100 Digital Product Goal: Consumption and Implementation

The easiest way is to illustrate with an example.

## **Big Idea Landing Page**

Free: Get the exact Gdoc template that sold \$842,000 of consulting without a sales call.

[Shows what appears to be a video thumbnail and template preview]

## **Customer Offer Sales Page**

The template is on it's way to your inbox. Watch the free Demo below and check out your exclusive offer.

**Step One:** Watch This Behind The Scenes Walk-through Of The Highest Converting Offer Ever

**Demo: How I Used One Google Doc to sell \$804,000 worth of a single consulting offer without a sales call**

This walk-through is part of The Offer Code training available below.

[Shows another video thumbnail]

## **Get The Exact Word for Word Templates To Create and Sell 4-5 Figure Offers Without A Sales Call**

Save \$400 on these profit printing templates

Inside The Offer Code you get:

✓ Step by step training on the 5 factors an offer must have to convert ✓ The Get vs Do equation that makes or breaks your message (and sales) ✓ The 3 components an offer must have to generate results for you and your customer ✓ How to chunk your offer into bits to

speed creation and selling ✓ A peek behind the scenes into my first offer that generated \$1.3m in sales in 13 months ✓ The 'laws of pricing' and why breaking them will kill your offer dead ✓ How to generate millions from a simple Google doc ✓ The word for word template that generated \$605,000 in sales without a single call ✓ The exact copy paste template that sold a \$15,000 year long mastermind ✓ Step by step walkthroughs of proven offers you can swipe today

Exactly what you get:

✓ The Offer Code training video (39 minutes) ✓ Two offer creation cheatsheets ✓ Copy Paste Template #1: The Highest Convert Offer Ever ✓ Copy Paste Template #2: The High Ticket Mastermind Template

**100% Lifetime Guarantee** If you do not get value from this training and templates you can claim a full refund at any time for any reason. Simply email your receipt and you will be refunded inside 3 working days.

[Shows a countdown timer with numbers 3, 12, 39, 43]

CLAIM THIS OFFER \$195 + \$395 = \$400

## Finding Your Big Idea

Your Big Idea is a frame that catches attention, creates curiosity and establishes authority.

Many Big Ideas become so successful they become the whole brand.

**Frames:** • Steal, Copy, Swipe ○ Eg swipemymarketing • Your First/Your Next ○ Your First \$1000...client...patient....abs.... • Automatic... ○ Eg Automatic Clients, Coach Marketing Machine, Self Running ....Machine, • Identity ○ The Sovereign Consultant, Gymlords • Does What It Says On The Tin ○ Product Launch Formula, Start With Why

**The Origin:**

[Shows an image of a book cover titled "THE DAILY CLIENT MACHINE" with subtitle "The Blueprint For A Million Dollar, One Person Consultancy" by JAMES KEMP]

3000+ downloads, \$1.4m in front and back end revenue.

## Creating A Customer Offer

A customer offer simply creates a customer via a purchase.

The price is not irrelevant but it's relatively unimportant. The act of purchasing at any dollar value is a trust signal.

## **Ideal Components**

1. Training and Templates
2. Live Workshop
3. Call (if looking for call volume)

## **Guidelines:**

• Solve a single problem, deliver a single result • Sell them what they want, give them what they need • Magic pills sell in large numbers • Repurpose - use something you've already created • Small sum of larger part

## **Behind The Offer Code:**

Having a great offer that's easy to sell and easy to buy is essential to businesses <\$3m.

Knowing this indicates a moderate to high sophistication level.

I felt an offer training and templates would be a good lead offer as I opened up The Syndicate as it appeals to people who largely already have offers and would like to optimise them.

It plays to my strengths, has a high ROI potential and I had massive amounts of proof that the contents of the training was proven and effective.

## **Working Example**

The Offer Code Daily Client Machine has been running for almost 3 months.

It generates 5-10 leads a day and 1-2 product sales. Double that when ads are running.

[Shows analytics table with page views and opt-ins data for different pages]

## **Organic Growth:**

A Big Idea will take you further than good marketing.

Once you have your Big Idea it's simply a matter of putting it everywhere.

## **Facebook profile:**

[Shows a Facebook profile screenshot with intro text and profile details]

## **LinkedIn:**

[Shows what appears to be a LinkedIn profile section]

## **Paid Growth**

I run basic ads with a small budget. Lead costs sit between \$3-\$8. With the conversion rate on The Offer Code it means the ads are essentially free.

[Shows a Facebook ad example with the headline "This Gdoc Generated \$802,000 in Sales without a call..." and an image of a desk setup]

## **Ad Copy:**

This Gdoc Generated \$802,000 in Sales without a call...

Back in 2020 a little global emergency meant I had to stop sales calls.

For 7 years I had exclusively sold my services and consulting on the phone.

It was grind but it worked.

In 2020, I was forced to get on a plane and hunker down in the country of my birth for a little bit.

With 2 young kids shut in a tiny house, sales calls weren't happening.

I wrote an offer up on a GDoc and sent it via email and chat.

It took a few iterations but eventually I nailed it.

After selling 100 units via FB messenger and email, I automated the whole sales process and all told this document generated \$802,000 in sales.

I've used these principles over and over since and haven't done a sales call in 3 years while selling millions in consulting and services.

The template I'm giving you for free is part of a paid training I have called The Offer Code.

You know how this works:

If I show you the good stuff and how it works, you might want to become a client or purchase one of my trainings.

Or you can just grab my free stuff and win either way.

The Offer Code breaks down how to sell coaching, consulting and services at any price point without getting on the phone.

The principles are based off something I call The Offer Diamond.

If your offer has them, it sells.

The five principles in the Diamond are:

1: Promise 2: Guarantee 3: Scarcity 4: Bonuses 5: Payments

Each principle feeds into the other cumulating in a high converting offer.

It's easier to show demonstrate with an example that try to talk about high fallutin principles here.

Click to the other side and I'll give you this template for free and a 6 minute Demo walking through how the different components work: <https://theoffercode.co/free>

[Shows what appears to be a Facebook advertising interface screenshot]

## Resources:

**Example Landing Page:** <https://theoffercode.co/home-3866-3071> **Example Customer Offer Sales Page:** <https://theoffercode.co/welcome-2632-3915>

### Templates for CMM/GHL:

[https://affiliates.gohighlevel.com/?fp\\_ref=max-hq-ltd47&funnel\\_share=64b99d654961e5d50fabe3f](https://affiliates.gohighlevel.com/?fp_ref=max-hq-ltd47&funnel_share=64b99d654961e5d50fabe3f)

### Welcome Emails:

<https://docs.google.com/document/d/1jtOLqdKhSdq5R8CfZd5eGNoeUQrmx5JhNvtxvSRK9K0/edit?usp=sharing>

## Steps to Take:

1. Create your Big Idea
2. Create a sales page for your Customer Offer
3. Get traffic to your Daily Client Machine
4. Generate leads, turn them into Customers and convert those Customers into Clients