

The Daily Client Machine 2.0

How To Generate Leads, Customers and Clients Fast

Setting The Scene: Efficient Market Dynamics

Client serving businesses are set up to... serve clients.

Yet the majority of the marketplace will not become a client. Over a long enough time period, clients come out of an audience in sufficient numbers. But efficiency is finding ways to shorten time periods.

Long sales cycles suck and are hard to scale.

Therefore, we must have efficient ways to identify who is most likely to become a client as early as possible.

Plus, it's useful to generate cashflow from those who will never become clients in efficient ways.

Traditional Lead Generation

Traditional lead generation and acquisition is a game of large numbers.

- Feed 1,000 people in the top.
- “Nurture” them while each one slowly drops off.
- Get 30 clients out the other end—if you're good and lucky.

There are numerous issues with this approach. It works when the cost of generating a lead is low enough to waste 97% of the product of a system.

No systems on earth that waste 97% of their output have stood the test of time.

This approach only caters to one type of buying path.

The search for “the best” funnel is an endless one when the constraints are pre-determined.

Dual Mode Client Generation

The 2.0 approach deals with reality:

- What we really want is clients, not buckets of leads.
- We can use those who won't immediately (or ever) become clients to fund our marketing to get clients.
- We can monetize IP we have already built.
- We can shorten the sales cycle and only engage with the highest quality and readiness prospects.

Dual Mode means we generate **Leads** and **Customers** at the same time using the same ideas.

We make information about our system freely available to consume, then funnel the attention into action.

The fastest way to understand intent and desire is to initiate a transaction (i.e., get someone to give you money).

To get money, you must gain attention and trust by demonstrating you have something they desire.

The Two Buying Types

We need people to consume our ideas (and us) to buy into them.

The key word is **consume**.

One path a buyer can take:

- Consumes information
- Derives insight on how it could work for them
- Takes the next step and puts the insight into action

The other:

- Purchases information
- Consumes it
- Takes the next step presented in the chain

Free information has a **distribution** advantage.

Paid information has an **attention** advantage.

Using both is a **force multiplier**.

The DCM 2.0™

We take the same idea and create two funnels.

Each funnel leads to an offer.

- The **Client Funnel** uses an **insight path**.
 - The **Customer Funnel** uses an **info path**.
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Demo: The Client Funnel

This funnel works with both organic content and with paid traffic.

1. Pre-Selling Content

Content types:

- Unique Mechanism: Hybrid Offer, Daily Client Machine
- Identity: The Sovereign Consultant
- World Building: Philosophy, day in life, behind the scenes

2. Big Idea Video

Demo: The Exact Steps To Building A \$1M a Year Solo Consultancy With 65 Clients Or Less In Two Days A Week

(Plus behind the scenes of a \$223k month and the exact offer used)

"You can install your own Sovereign Blueprint. Inside The Syndicate, I personally help you build to \$1m a year solo using this system."

Key tips:

- Use the style that's native to you
- The headline drives 50%+ of conversion
- Test for consumption
- Low friction to qualify, then raise friction as prospect quality is discovered
- Use the messaging platform native to you

3. Insight Case Study

Bonus Case Study: *How JK Molina Shrunk His Team And Tripled His Profit With The Sovereign System*

Insight is demonstration. Show transformation by showing how transformation was made.

4. Offer

The Sovereign Install (Private)

- This is only a good fit if you want to work 2 days a week
- The Sovereign Install shows how to generate predictable \$100k+ months
- You get private coaching and implementation support
- It's a marketing program—not a sales script
- Includes: frameworks, templates, swipe files, and client-ready tools

Details:

- Enrollment: \$7K–\$10K or \$500/mo if you're a match
- Qualification is required before the offer is made

5. Downsell

The Replication Membership™

Goal: Build a \$100k/mo growth playbook (Sovereign-style) with 65 clients or less and implement over the next 12 weeks

- Includes weekly prompts, offer design tools, and tactical coaching
 - Lower commitment, still built on Sovereign Systems
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The Customer Funnel

Ads:

- Long-form
- “Does What It Says On The Tin” style
- Shorts

Audiences:

- Global
- Interests: Global, Warm
- Landing Page Viewers, Video Viewers, Followers

“It’s now a creative game rather than an audience game.”

Low Ticket Offer

Book Funnel:

New Book Reveals The Truth Behind Creating A 7-Figure-A-Year Consultancy Working 2 Days A Week. Beach Location Optional.

- “The Sovereign Consultant” book offer
 - Landing page with email opt-in and credit card checkout
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Would you like this formatted as a downloadable PDF or Google Doc too?

You said:

Add these to it as well






Customer Funnel Continued

Low Ticket Offer (cont'd):

Get Clients in 24 Hours Without Getting on the Phone

234 coaches and consultants are using this method to sell \$2,000–\$25,000 offers without sales calls.

What you will learn:

-  Step-by-step training on the 5 factors an offer must have to convert
-  Behind-the-scenes breakdown of a Hybrid Offer that generated \$290,000 in 60 days
-  The exact template that sold a \$15,000/year mastermind without a single call
-  The "laws of pricing" and how breaking them will lower offer deal friction
-  Bonus: Fill-in-the-blanks template to create your offer in minutes

Entry Price: \$9

Guarantee: 100% Lifetime Guarantee – full refund within 3 days if not satisfied.

Bump Offer:**“Cash Campaign” Template Bundle**

- 26 pages of proven copy/paste campaign scripts
 - Walkthrough video
 - Lifetime access
 - Complimentary with first purchase
 - Aim for 50% conversion
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Upsell #1:**"The 3K Code + Social Code Workshop Bundle"**

Inside, you'll do what most consultants don't do – work backwards to create your social game plan.

Bundle Value: \$99

Outcome: If you implement both, you'll likely make \$2,800 profit in the first month.

- Purely designed to increase AOV
 - Keep it tight; don't include too much
 - Aim for 20% conversion
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Membership Offer:**“I Generate \$250K+/mo Solo” — Special Invitation**

Access to internal client-getting and fulfillment strategies: Ads, Templates, Pages, Scripts, Automations & more.

Tailored for experts who want to run a lean, profitable online business.

- Aim for 5–8% conversion
 - Sell via email using deadlines
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Upsell #2 (again):

The Sovereign System™ Install

Includes:

- Weekly private Zoom sessions
 - Frameworks for crafting hybrid offers
 - Swipe files
 - Community support
 - Implementation sprints
 - Bonus Office Hours
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Downsell Offer:

The Hybrid Offer Workshop — \$9 Trial

Full access to the training library and community
5 days for \$9, cancel anytime

Results

“The immediate result of running a 2.0 funnel is you get leads, customers, and clients daily.”

Benefits:

- Higher velocity of client acquisition

- Future buyers and customers captured early
- Faster cashflow and marketing scale
- 31% of email list are buyers
- Higher conversion rates on future offers

Enhancing Lead Generation Efficiency

James discussed the inefficiencies of traditional lead generation systems, highlighting that only 1-5% of an audience typically converts to clients, resulting in significant waste. He emphasized the need for scalable and controlled systems to identify potential clients early and generate cash flow during growth. James also explained different client types, from those investing in long-term coaching to occasional buyers, and stressed the importance of adapting strategies to the evolving market. He concluded that while traditional lead generation methods still work, they are not sustainable for long-term growth and need to be improved for better efficiency and scalability.

Unified Funnel Strategy Integration

James discussed his work on integrating two distinct funnel approaches into a unified strategy. He explained how the dual-mode client generation system can use non-client buyers to fund marketing efforts while targeting high-quality prospects. James outlined two main buying types: one focused on consuming information and deriving insight, and another on purchasing and consuming information. He emphasized that both approaches have their advantages and can be used together to create a more effective funnel system. James also touched on the importance of understanding the context around offers, including what happens before and after the offer itself.

Marketing Strategies and Content Optimization

James discussed various marketing strategies, including hybrid offers, daily client machines, and video-based content. He emphasized the importance of using a style that is native to the presenter and highlighted the significance of the headline in driving conversions for big idea videos and VSLs. James also explained the concept of insight funnels, starting with high-tier offers and downselling if necessary, and discussed the effectiveness of different ad formats for low-ticket funnels. He concluded by explaining the DCM (Daily Client Machine) concept and the importance of presenting the same core ideas in different formats to appeal to different buying types.

Optimizing Low-Ticket Funnel Strategies

James discussed the importance of proving market demand before deploying low-ticket funnels and emphasized the "Rule of One," where customers should receive one valuable item immediately. He outlined the structure of a successful funnel, including a front-end offer, a bump offer, an upsell, and a membership option, with specific conversion goals for each. James highlighted the benefits of a cash flow-based funnel, which generates leads, customers, and clients daily, allowing for faster scaling and a more responsive email list composed mainly of buyers.

Video Sales Letter Deployment Strategies

James and Jarred discussed the deployment of video sales letters (VSLs) and customer funnels. James explained that VSLs can be linked in YouTube videos or hosted on other platforms with a call-to-action button. They agreed that naked VSLs, without opt-ins, work well, but paid traffic is harder to measure. Jarred considered creating a VSL to present his book and main mechanisms, using his iPad for visual explanations. James advised focusing on a strong headline and being comfortable presenting, as the social world is conducive to this approach.

Nurture Campaign Workflow Review

James and Julie discussed Julie's nurture campaign and workflow in Go High Level, where she is working on a funnel to convert leads into clients. James advised Julie to continue with her current workflow and test it with a small group of people before scaling up, as initial results often reflect what will happen with larger numbers. Julie expressed uncertainty about the effectiveness of her current approach and asked for clarification on the differences between nurture campaigns and other strategies. James suggested that Julie bring concrete data and numbers to their next meeting to better assess the effectiveness of her current efforts.

Optimized Funnel Offer Strategy

James explained the sequence of offers in his funnel, which includes a \$9 front-end offer, a \$29 bump, a \$99 upsell, a membership offer, and a \$9 trial as a downsell. He noted that the \$50 weekly offer works well for cold traffic, while the annual offer only converts for warm traffic and can be deceptive. James emphasized the importance of having these offers work in harmony to effectively acquire and retain members.

Product Advertising Strategy and Testing

James discussed strategies for advertising products, focusing on three categories: impulse purchases under \$10, template or training bundles up to \$30, and live workshops priced \$25 to \$100. He emphasized the importance of quick MVP landing pages and the need for ads to gain traction within the first 72 hours, advising to pause and reassess if there's no significant response. James also highlighted the significance of targeting specific audiences, such as coaches, consultants, and agency owners, to improve cost per acquisition and funnel

performance. He recommended testing with a budget of \$2,000 over three weeks to evaluate ad effectiveness.

Marketing Creativity and Customer Transformation

James discussed the challenges of maintaining creativity in marketing, noting that the rapid spread of ideas leads to market fatigue. He emphasized the importance of differentiation and originality in advertising, suggesting that taking concepts from adjacent markets or combining different ideas can be effective. James also touched on the nature of customer buying behavior, distinguishing between those seeking transformation and those looking for information. He concluded that identity and transformational experiences often have more long-term value than specific outcomes or skills.

Workshop Recording Product Strategy

Tom and James discussed the approach to creating a workshop recording product called "Map Your Customer Journey" through the DCM. James advised that info products are better suited for markets where the problem is already known, while insight-based products are more effective for educating customers about problems and solutions. They explored the differences between info and insight funnels, noting that combining both approaches can cater to different buying styles and enhance growth and scalability.

Adapting Marketing Strategies for Success

James and Shevaune discussed the challenges of marketing and selling products in a rapidly changing market. They explored how targeting specific audiences in paid ads can be less effective than reaching existing followers organically. Shevaune shared her experience with unbundling products to address customer needs more effectively. James emphasized the importance of a sustainable marketing strategy that doesn't require constant funnel rebuilding. They agreed that understanding customer needs and adapting to market changes are key to long-term success.

Hybrid Membership Model Strategies

James and Shevaune discussed strategies for client engagement and revenue generation, focusing on blending membership models with coaching to meet clients' varying needs. James shared insights from a mastermind session, highlighting how a voice coach combined annual memberships with on-demand coaching to increase revenue and client retention. Shevaune described her own transition to offering a hybrid model, providing daily voice notes, modules, and occasional calls, noting that only a small percentage of clients actively engage in calls. They emphasized the importance of understanding client preferences and offering flexible access to services, with James encouraging attendees to experiment and build on these ideas.

