

Customers To Clients

How To Generate Customers, Cashflow and Clients Fast

The Power Ladder

The realities of market dynamics can frustrate or be embraced.

Not everybody is going to buy your stuff. In fact, very few will.

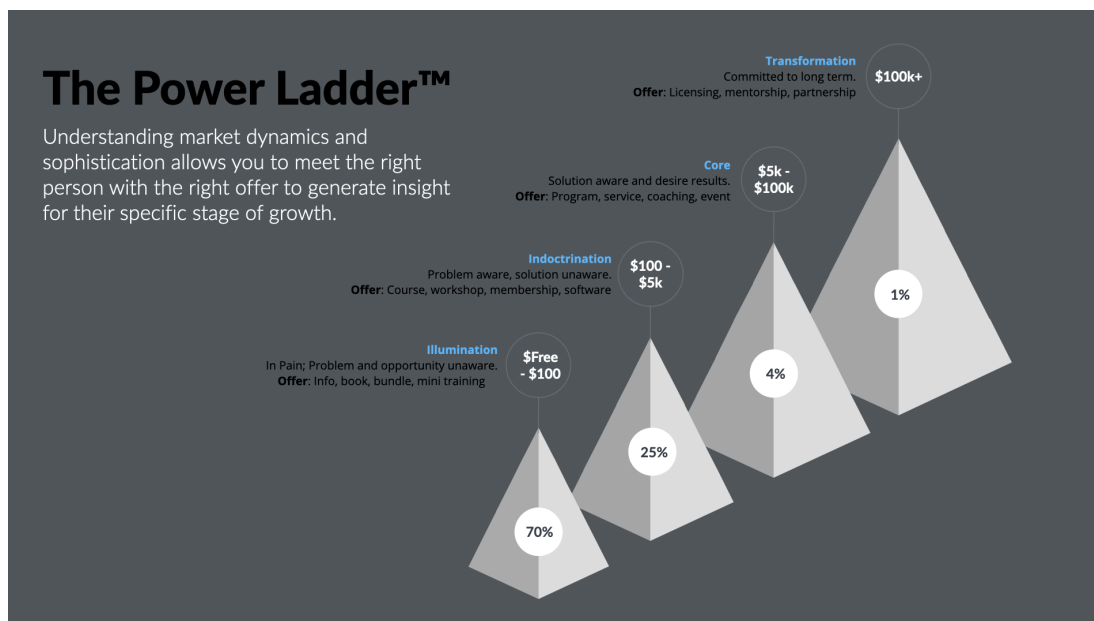
The key to leverage is identifying who is likely to firstly, buy, then who will make a custom of buying (customer) and who would find further access to you useful (client)

What people say and what people do are very different things.

Many people in your addressable market can *intend* to work with you in the future. Hanging on this hope will sustain you for a little then depress you when it's not fulfilled.

Many businesses go crazy and broke trying to 'educate' and 'nurture' their market when making an offer presents the simplest shortcut.

The strongest intent demonstration is the act of purchasing. This gives you a signal to tune into and explore the intent behind that commitment.



My Business Model - August 2023

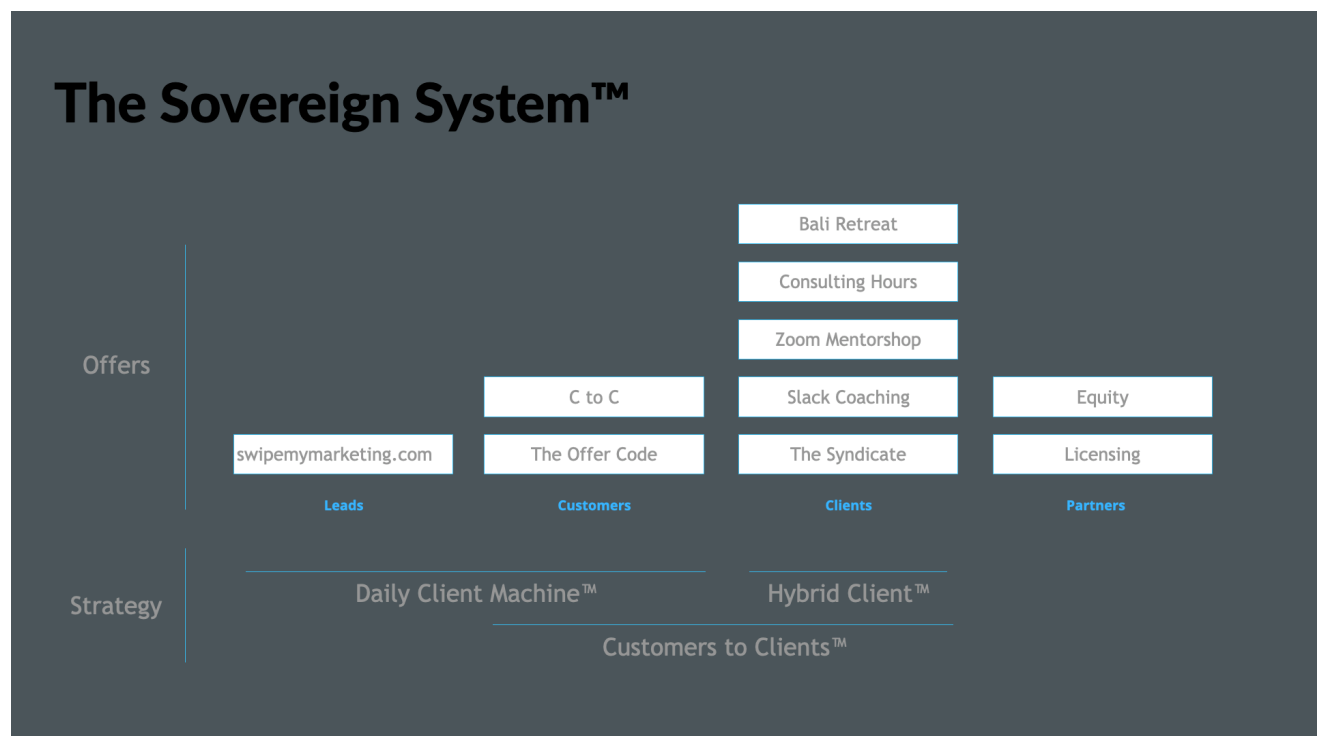
Built on The Sovereign Principles and deploying the correct modality via the correct channel:

- Coaching - Helping people discover the answer inside them.
- Consulting - Giving someone the answer.
- Mentorship - Showing someone how I would do it
- Creator - Conjuring of original ideas
- Curator - Assembly of the best ideas

If, then:

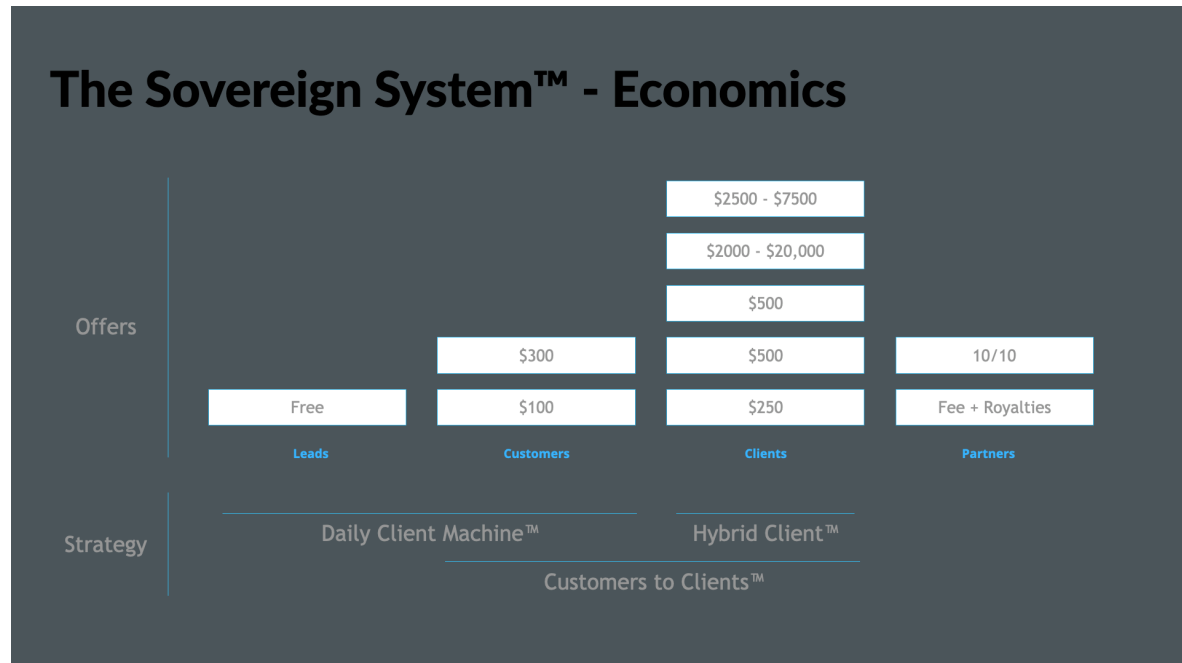
- If I share good content on social and make it easy and natural to join my email list I will grow my leads daily
- If I create great products for clients then customers will purchase them and a few will naturally see that it's worth joining The Syndicate
- If I make it easy to get started in The Syndicate with pricing economics I will maximize client experience and LTV naturally by unbundling and having dynamic offers.
- If I build a great client base and establish great relationships, I will naturally find partners to work with for a very long time

Products: Dynamic Products



Economics: Dynamic Pricing

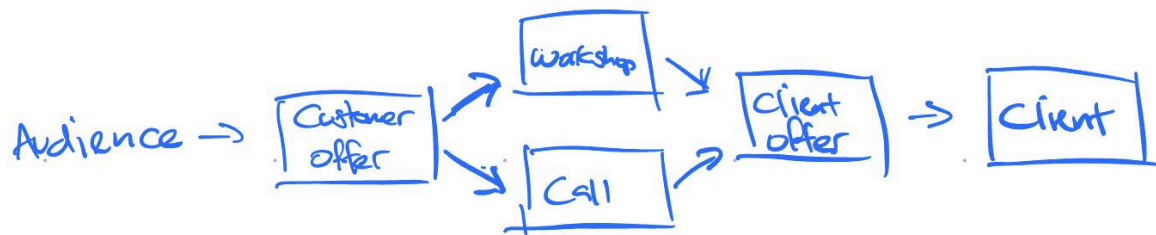
Dynamic pricing allows the highest flexibility for clients to choose the speed they move at. More access allows more speed.



Observations:

- Adding 1:1 component is the fastest route to raise LTV for those with group programs
- Using pricing economics like weekly pricing is the fastest route to increase volume for group programs

The Flow: From Customer to Client



1. Create an offer and sell it to your audience
2. Deliver the offer and invite those who purchased it to become clients
3. Profit

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 volume)

Choosing It

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 is also one of the key things we do inside The Syndicate as great offers are the driver of great businesses.

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.

Selling It:

40/40/20:

40% - How desirable the offer is to your audience

40% - The scarcity and deadline you place on it

20% - Your messaging and marketing

After the offer selection, the primary driver is scarcity and urgency. If you have these present, it will do most of the heavy lifting.

The missing out on the discount or deadline will naturally drive those who are going to purchase to do so.

The promo length is ideally 5-10 days. Anything in that range works.

The limiting factor is always how much content you can produce to promote the workshop. If you feel you will run out of things to say, run a shorter promo period.

Example 7 Day Sequence - Drip Feed Offer Components

- Day 1-2 - Training and Templates
- Day 3-5 - Add Live Workshop
- Day 6 -7 - Add Call/Deadline approaching

Resources:

You have a license to replicate these:

Email Templates:

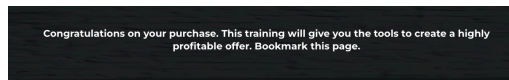
<https://docs.google.com/document/d/1RQLsbMymv4LVF3364wmElrHV4U9Bd0a6HKpOZSAAkAo/edit?usp=sharing>

Sales Page:

<https://www.swipemymarketing.com/welcome>

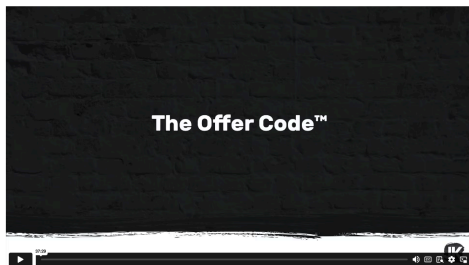
Delivery Page:

Ungated offer delivery dramatically cuts down on support requests....

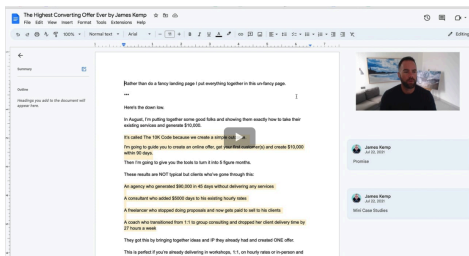


The Offer Code

Training: How To Create A Highly Profitable Offer



Offer Template #1



Creating A Client Offer

Creating It:

Everything I know about high converting offers is in The Offer Code:

<https://www.skool.com/the-syndicate/classroom/49b3b0fa?md=878f3045152b491eb225eb6f3860e0aa>

Unbundling and Stacking

Thinking of your individual unit economics is a helpful frame to make effortless offers and creativity.

Eg \$250 unit. Add 2x \$250/\$500 unit to every second client and you have doubled average LTV.

Sell \$250 community offer, upgrade client to \$500 per week coaching for 10 weeks, client attends \$2500 retreat with 12 x \$250 pay plan and purchases.

Selling Your Client Offer

The key metric, has and always will be, offers made.

Client Offers see a significantly higher conversion rate when offered to customers than those who haven't purchased before.

Simply, it's easier to sell something to someone who's bought before than a person who's never bought from you.

Offer Touch Points:

- Beginning of live workshop - 'I'm going to make an offer so here it is..'
- End of live workshop - 'Here it is, please send me questions you have privately..'
- Offer invite sent out with replay
- On call included in Customer Offer