Just put an application for coaching  
“Buytheblazer”  
  
Sales is about creating clarity, building trust, and demonstrating the transformation you can deliver - not convincing or coercing  
  
1. Change is essential: People only buy when they recognize they need to make a change  
2. Confidence in you: They must see you as the only or best solution for facilitating that change.

If you’re buying a new phone, its because its old, slow, frustrating or broken (thats recognizing the need for change) and you pick a brand you trust it will deliver the performance you want (thats trusting the solution)  
  
-Guide someone through the decision  
The 4 S method  
Symptoms, Source, System, and Solution  
Where they are → Where they want to be  
  
**Symptoms**  
What is their current reality?  
  
How are htey feeling, what are they experiencing, what is exisitng in their day to day.

You’re posting every day, you’re copying other designers and posting like them, you’re stalking a coach  
  
**Source**  
What is the driver/source of those symptoms?  
  
What is the root of the problem? Why are the symptoms occuring?  
  
**System**What type of support do you provide here?  
  
What steps/action items are key in solving this problem  
  
**Solution**  
What is the result of your framework and support?  
  
What is the new reality not that you have supported them  
  
What is their reality??? This is the symptom. Sitting and keep popping up to see if the person is messaging them? Spinning out on your website trying to tweak it over and over.

If you are struggling with a runny nose right now, you have the common flu, here’s my medicine.  
  
In the last 24 hours, if you woke up with a massive headache, your brain is pulsating, you woke up and drank a lot of water in the middle of the night, you wokr up with the sweats, you have covid.  
  
\*\*\* diagnose the symptoms \*\*\*  
Unique methodology in which we work with our clients.  
Everyone can solve the problem, the reason people go through with you that eliminates uncertainty and shows them yo’ve done this before and also allows them to get excited and bought into the prescription for the diagnosis you just gave them.

1.grab their attention by talking about their pain points (symptom)  
2. You build trust by showing you understand the real issue (source)  
3. Provide clarity with a proven approach  
  
Micro-commitments:  
  
1. Understand Current Pain  
2. Seek to understand  
  
Ask them why they’re reaching out, figure out the source of their reachout - get a quick overview of their initial desires/goals/problem  
  
awesome, in order to get a better picture of exactly how we can create those results for you. Do you mind if I ask you a couple questions about this?   
  
What are you currently doing to try and get them to convert  
What have you done in the past to do this?  
What types of buyers do you have in your target audience?  
Got it - I actually understand why all of this is happening. Are you okay with me giving you a little bit of insight into exactly what we need to do to fix this.  
  
It sounds like you want to be here and right now the reason thats not happening is because of this.  
In hearing that, does that sound like whats happening right now?  
Do you agree that in order to hit your goals that that needs to change?

I want to talk to you about our process to fix that, does that sound good?  
  
All right, so I work with my clients over six months. Ultimately, because the first two or three months, we're probably going to be doing a lot of refining the month. The middle part, we're probably gonna be doing a lot of executing, and then we're gonna have to go back and basically audit your process. But my ultimate goal is that by the end of our six months, we will be at 20k months. But I want to talk about exactly what we'll do to get there, right? You're kind of presenting them. Here's the plan. And again, I know not everyone sells money, so I'm just using that as an example, but you get the idea or exactly what we can do to put your website in a position where we're bringing in 20k inquiries and 30k inquiries, not 2k because of the level of depth that you understand about your audience and the type of messaging that we've included in your copy.  
  
“The first thing we're going to do is we're going to basically align your ideal client with your messaging, with the types of content that's most activating to you”

If we did that over the next two months, are you confident that it will get you to that brand that deeply aligns with your audience?  
  
Is there anything holding you back from feeling like you’ll achieve there.  
  
Which one works best for your budget?  
  
Okay, totally fine. How far off are we?  
  
Getting traffic is something that’s dependant on you getting traffic to your site and if you want tips on how to do that and the best part is when traffic is coming to your site we can monitor to make absolutely certain that the site is set up for what they need.  
  
Get a date and time.