

# CLIENTS ON DEMAND

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Turn *ONE* Masterclass  
into predictable *REVENUE*  
and consistent *CLIENTS*

My 12-months Goal (Revenue and / or Clients)

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**I'm so excited to have you inside this powerful live training.**

During our time together, you will understand how to turn **ONE Masterclass into predictable REVENUE and consistent CLIENTS.**

We are live on June 9<sup>th</sup> at 12 pm EDT / 6 pm CET on [ZOOM](#).

You get full support in my community - [The Revenue Room](#)  
What gets scheduled, gets done, so [add the sessions to your calendar](#).

Give yourself the gift of showing up live, focused, and fully present for this training, because this isn't about random events, **it's about building a core lead and sales engine for your business.**

## Hi, I'm Angela, Your Virtual Event Sales Expert!

After 15 years as a truck driver, I knew I wanted a different life.  
Not a side hustle, but a business that could actually support freedom.

In 2017, I launched an online fitness business. Like many, I overcomplicated it.  
Apps, tech, systems. All of it created distance between me and the people I wanted to serve.

When I stripped everything back and focused on one thing, live virtual events, the business changed fast.

In **less than four months, I built that business to six figures in sales using virtual events as the core sales system**, while still working full-time.



In 2019, I started helping others **apply the same sales structure** and pivoted fully into the work I do today. Since then, **I've hosted over 390 virtual events, built this method into the foundation of my business, and helped thousands of service-based entrepreneurs implement this same structure in theirs.**

Not as a tactic, but as a complete sales system. **A system that supports selling, list growth, audience growth, category positioning, and time freedom, without chasing leads, being everywhere, or running multiple strategies at once.**

I don't teach fluff or hype. I teach clarity, structure, and decision-led selling.

In this training, I'll show you how virtual events, when built correctly, become the **center of your business, and how they create momentum, trust, and consistent sales, while freeing up your schedule instead of filling it.**



# The Big Picture

Turn one masterclass into a *complete sales system*

## 2026 Market Reality:

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## The Masterclass Sales System

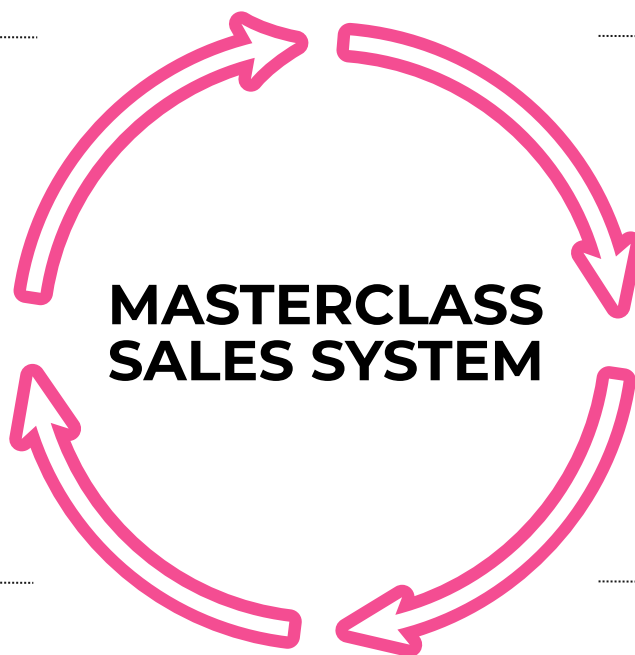
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# Lead Attraction

Fill your masterclass with the *right people*

## The Non-Negotiable Fundamentals

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## The shift for 100's of leads

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## Filling your event with the right people starts with:

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# Content That Converts

Create content that *drives decisions*, not just applause

## Decision-Making Content:

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## Your Masterclass content needs to:

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## The psychological triggers:

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# Confident Selling

*Sell with confidence and conviction, with no awkward energy*

Selling is:

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Sales driven presentation:

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The hidden Sales Strategy:

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Claire created her very first 3-day virtual event and generated over 550 organic leads, enrolling 15 high-ticket clients. She went on to build multiple events, a webinar, and a full evergreen sales system. Now she consistently enrolls clients through virtual events on repeat..



Christine created a webinar to sell to corporations. That same presentation led to invitations to speak on live stages in front of in-person audiences. One virtual asset expanded her authority both online and offline.



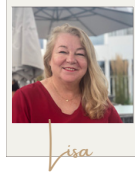
Sarah came in to launch a brand-new group program. Within six weeks, she hosted a webinar and enrolled five new clients. She now runs multiple events and continues filling both her group and high-end coaching programs.



Guinevere clarified her messaging and audience, then hosted a 2-day event. She closed one 5-figure client the first time and multiple high-ticket clients the second. She now sells five-figure offers through repeatable events.



Araceli created her first masterclass selling her group offer and immediately enrolled clients. She has now run the same event more than six times using the same rinse-and-repeat structure. Her group program fills through consistent masterclasses.



Lisa built a masterclass around her core offer and began enrolling clients in cycles. The event also brought in multiple one-to-one clients on the back end. What started as one masterclass became a consistent sales engine.



Sandra built her first 3-day event and enrolled clients both locally and internationally. She used the exact same structure to sell out in-person retreats. Now she runs multiple virtual events and retreats every year using the same proven framework.



Annika expanded hosting her events internationally. Across her most recent two events, she generated over 200 registrations and welcomed 16+ new participants into her bootcamp. Each round strengthened her confidence, visibility, and leadership on a global stage.



David had led a lot of live presentations but had never built an online event system. He created his full tech setup, hosted his first virtual event, grew his online list, and enrolled one-to-one clients on the back end. What once felt out of reach is now part of his business model.



Namita already ran events but refined her entire system from lead generation to sales. She increased pre-selling, hosted her 3-day event, and generated five figures. She now runs structured event cycles inside her coaching company.



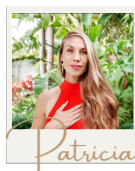
Eliza created a virtual event and enrolled multiple clients into her offers. She now uses events as a core part of her client attraction strategy. Her visibility translates directly into enrollment.



Mary Ellen stepped far outside her comfort zone to host her first event. She ran lead generation for the first time and gained clarity in her message. She grew not only her business, but her leadership and confidence.



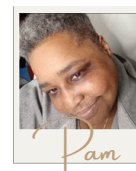
Matthias hosted his very first event on simple Zoom. After clarifying his messaging, his LinkedIn content gained massive traction. He now enrolls multiple one-to-one clients from the back end of his events.



Patricia co-hosts events using the same structured framework. Together with partners, she enrolls multiple clients through collaborative virtual events. The system works across different audiences and partnerships.



Gavin hosted his event and generated a significant volume of leads. His visibility expanded rapidly through the process. The event positioned him for stronger client acquisition moving forward.



Pam hosted multiple events and steadily grew her list and audience. Her visibility expanded, and her brand strengthened with each launch. Events became her consistent growth strategy.

# Audience & Offer Alignment

Decision-making moments:

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Offer alignment:

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Masterclass Positioning:

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# Tangible Masterclass Framework

The Framework Method:

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My tangible Masterclass Framework:

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My big win that attracts the RIGHT people:

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My bullets that naturally drive sales:

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# The Sales-Driven Presentation & Invitation

The Conviction Story Formula that drives sales:

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My Masterclass Introduction Map:

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My Masterclass Content Map:

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My Masterclass Invitation Map:

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# The Masterclass Launch Planning

Lead Generation Framework:

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Sales Sequence Framework:

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Masterclass Planning:

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My \$100k Masterclass Sales System:

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# SOME CLIENT WINS

**Celebrating having two amazing women join during pre-launch sales, and both paid in full! I close tomorrow and start lead gen!**

Angela Sundust 3 comments

**RING THE BELL 🚨🚨**

Just finished my Webinar "Increase Your Sales With Instagram Reels"

This was my second time running this and out of the 56 sign-ups 22 joined me live and I have 8 booked calls for my Instagram Academy!

On Friday, I run my encore webinar at 3pm!

Top contributor 2d @

hello hello,

hope you're having fun with [redacted] I finished mine just 15 mins ago!

154 signed up. 60-ish showed up. 7 sales.

I will now send out the recording and will so happily write in the email that 7 spots are taken already... yeeay, a little happy dance!

Thanks for all your support!!

You [redacted] 7 comments

Love Comment Send

I just had to share! I joined this class to learn how I can get more clients. I was struggling with branding, clarity, and definition. To my surprise, Angela touched on all of it. I was awakened out of my sleep this morning with ideas, a new name for my IBO business, clarity, and definition. I can't wait to get off work this evening so I can go through Day 2. I have no desire to rush through...

**I went live today for the very first time and I booked one call! Thank you so much for the support!**

Angela Sundust you are brilliant! Unfortunately you don't like long posts so I can't tell you just how brilliant you are. There's no way I can tell you this story without a novel LOL. I'm not there yet. Haha. Let me just get to the point. Yeah sure like I can do that lol. Nope I'm already going to fall all at this story. Anyway you have been one of the best investments I've ever made and therefore you are about to not only help me and my family but now you are the root of me helping people so many others. Without you none of this happens. That's pretty powerful. It all clicked for me and the results came. Deep powerful results. So thank you. Oh and I got distracted by it's hard to work online when you have a mind for learning because I teach prosenics and you Swedes have the furthest personal space bubble. Well since I know a few more Swedish people, I suddenly wondered why that is me take a deeper look. Ok I have questions lol I have how you all sit on buses. Omg talk about putting a Swedish person out of their comfort zone stick them on the NYC subway at rush hour. Oh the horror. Haha. Anyway I have a phone call in 8 minutes so see you later.

Angela Sundust 1 comment · Seen by 5

Hi there! I'm in Angela's Profit from Passion group (& it is amazing). I help entrepreneurs self-publish a bestselling book that brings in their ideal clients, ready to buy, on autopilot. No writing experience needed. 😊

Big thanks to Angela for providing such a clear step-by-step plan to help me help others. ❤️

71 Ålskar Svava 1

#winoftheweek

I have generated 332 signups for my challenge!

Four more days, then I'm live!!

Author

One more client in the Bootcamp! OMG! I could cry! 🥳🥳🥳

**Opened cart today, on day 2! 6 spots sold!! I now move into four days of selling! Goal 25 sold!**

Angela Sundust

I got 47 people signing up! Wow, in just 10 days! I'm thrilled!

I run my first masterclass today, 25 signups, \$3500. Thank!! 🥳🥳🥳

\$12.5k collected! 🥳🥳🥳

I have this program and this is an offer you can't miss!

I wouldn't have followed up if I had not learned from you 🙏

This is the best investment I've done! 🥳🥳🥳

**BOOM RESULTS COMING IN**

Lead generation: 21 days  
Platform: LinkedIn  
Strategies: Posts and private invitations  
Signups: 204  
Sales: 3 click and buy - \$11.7k, calls - \$17.3k  
I did have 4 old clients that rejoined! That I was blown away by!

Thanks so much Angela Sundust, I'm out of words. 🥳🥳🥳

Angela Sundust, you are an amazing coach! The time you spent with me was of great value and moves me immediately to a new level of commitment in my business. Thank you!

I wouldn't have followed up if I had not learned from you 🙏

18000+3500 = 21500

Thanks, Angela. I used the same frame we worked on together, I just changed some elements to fit with the audience. And it was... easy 🥳

Holy macaroni! \$\$\$\$\$ Sold!

Guess how much money I have spent since hiring Angela Sundust?  
\$ Zero  
My ROI... Wow.

Thank you so so much. 😊

**Omg omg omg 🥳🥳🥳**

**I just made 4k in my webinar! I can't believe this! Celebrate with me!...**

Visa mer

Angela Sundust

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Thanks so much Angela Sundust, I'm out of words. 🥳🥳🥳

Must say that I really loved your first webinar this week! It gave me clarity about my shoving syndrome about trying to many techniques to sell. Have heard this before, but when you said Angela Sundust it smacked into my heart and understood it as I never have before. So thank you 🙏

Launch - 9 days  
Offer - Click and buy \$2500  
Lead Gen - 20 days  
Signed Up - 200  
Live - 25 - 35 every day  
Sold total day 9 - 7

That's a 3.6% rate for our first launch!

And you were so right when you said, the first day, my energy was not there. I was scared to open the cart. 🥳 They fell!!

Then I just got on fire!!!

\$17.5k from my first launch

More than I made in the first 6 months of this year try to close here and there.

THANK YOU!!!! 🥳🥳🥳

**Yay! One more client closed! \$2500 🥳 Thanks Angela Sundust 🙏 #win**

**#win**

**Closing my workshop with 320 leads in 27 days and 6 new clients in my group program**

**Thanks Angela Sundust**

Angela is a GREAT investment in yourself and your business. Angela is all about support and helping you achieve your goals and makes it quite easy to understand, plus she's super smart, has an excellent mindset and very enjoyable and super funny. She's no nonsense too, she's not afraid to tell you where you are making a mistake and how to correct it. I love working with people who have integrity. She is very honorable. Angela has been a blessing in my life. Angela shows up for her clients, not many can say that. She wants you to succeed. She not like others who just take your money and wish you luck. She's there for you all the way to the top. FIVE STARS. Don't hesitate, take action!

Love Reply 12m

Hello hello, so just to share here too the outcome of my webinar/workshop. 5 sales came from (2 during the call, 3 in the sales mail after) 4 sales I had done previously in a pre sell campaign. 3 I invited in to the challenge; 2 are strategic partners to me and 1 is a coaching client who I wanted to give a little bonus to. And also today another participant from webinar signed me up for individual 1:1 sessions. Not too shabby 🥳🥳

Thanks for all your support - you are GREAT!!

Just thought I'd let you know, I signed my first client from the Challenge, \$607 for 6 weeks 1:1 coaching.

I only had 12 people sign up for the Challenge, and seemingly not much engagement, but this lady has bought and I have two more sales calls booked and another lady going through it on her own, as she's not on FB, who I need to follow up with tomorrow. Very happy.

She had obviously developed trust in me over the five days and didn't raise a single objection. I listened to Angela's sales call lesson twice before the call and created an outline on paper to follow. When I told her the price I just said it, wanted a second and then said "So are you ready to get started?" and she just answered that she thought she could make that work in her budget. I booked her first coaching session for later today, emailed her the link and she'd paid when I checked an hour later.

I wasn't perfect but I was really pleased with myself for how I presented the price. 🥳🥳

That is so true. Every time I host an event I have accumulated my email list:-)

@Angela Sundust Thank you so much for sharing your wisdom and helping me clarify what I want to do about my business

Closing the week with 120 signups for my webinar on Tuesday. Feels fantastic! Thank you for all the support Angela Sundust and enjoy a lovely weekend!

I will! Had another sale come through today!! 🥳

19h Love Reply 2

**I have 152 women signed up for my webinar! ❤️**

Angela Sundust

Hello my fellow success travelers - just a quick note to let you know that I landed a corp gig for mental health awareness week to give two presentations today. The first one at 9am and the second at 1pm.

The first one went extremely well and I am getting ready for the second. Wish me luck! Yes happy dance celebration!

I thank all of you and of course Angela for the support and inspiration to keep going even when it seems that no one is listening - someone IS! 🥳

**First 3-day free course Offer - Signature Program \$3497 10 post 10 days 92 registered 5 Sold \$17k**

Yes, 17k 🥳🥳🥳

Can't fucking believe it!

Thank you so much for your advice and help. ffrst workshop finished, 12 participants, and the signup for the other slots has jumped by fourteen in the two hours since then alhamdulillah. May Allah reward you.

**Celebrating the second sign up for my program after the webinar in March! 🥳❤️ And both have paid in full! 🥳**

Angela Sundust 1 comment · Seen by 2