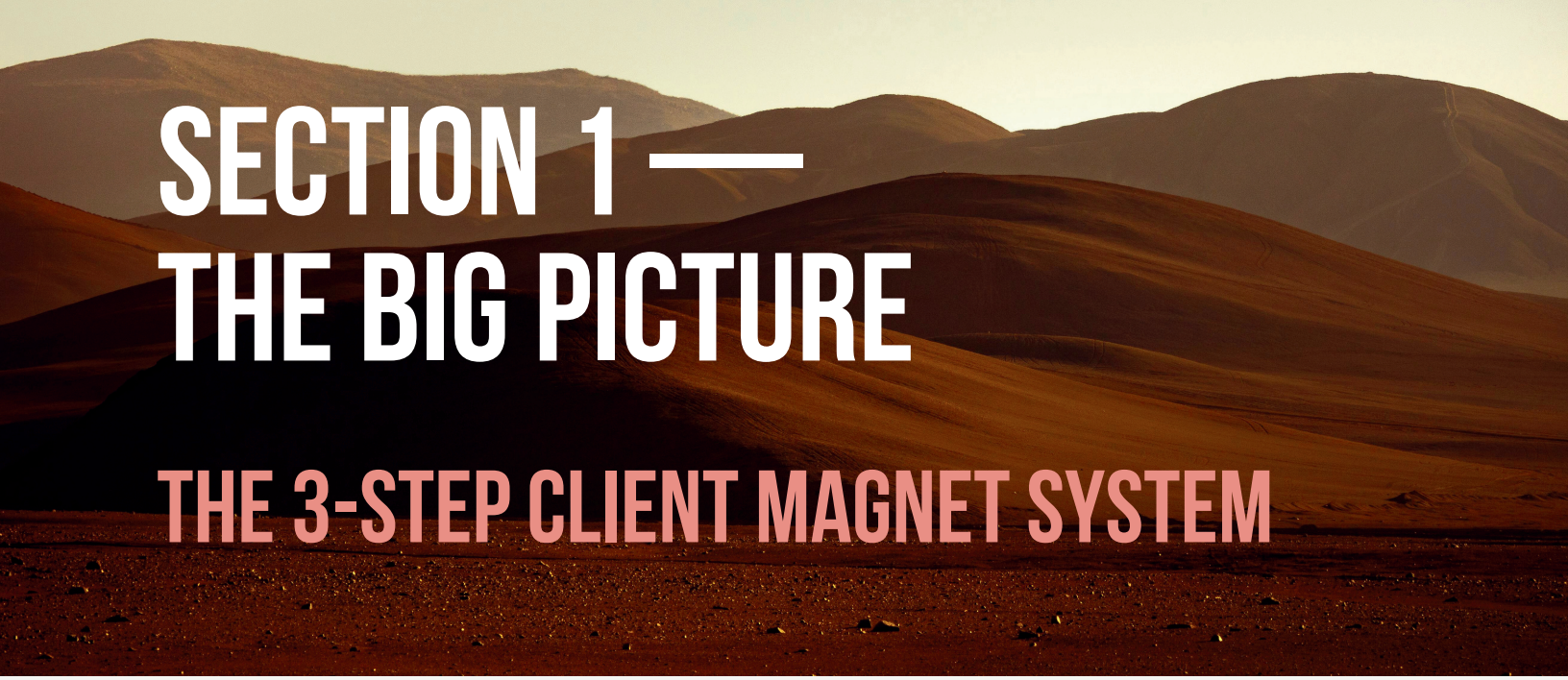
# FROM STRANGERS TO CLIENTS

## Your 3-step Client-Magnet System



THE CALM CONVERSIONS



# SECTION 1 — THE BIG PICTURE

## THE 3-STEP CLIENT MAGNET SYSTEM

If you're a coach or service provider, you probably already know this:

- More leads don't automatically mean more clients.
- Great content alone won't grow your business.
- And posting daily won't magically bring sales.

**The real difference-maker? A clear, simple system that moves people from "strangers" → "paying clients."**

That's exactly what a opt-in funnel + automated email sequence can do for you. So if you are a...

✓ ***Busy entrepreneur*** *who understands email marketing but doesn't have time to build a funnel...*

✓ ***New online service provider or coach*** *who wants to start building your list but doesn't know where to begin...*

...then this guide is for you! By the end of this quick guide, you'll see the simple structure that turns strangers into subscribers—and subscribers into clients.

Let's keep it easy, actionable, and stress-free.

Ready?

# SECTION 2 — ATTRACT

## STEP 1:
## Create a Clear & Valuable Freebie (Your Lead Magnet)

Your lead magnet should solve **ONE** small problem your ideal audience is struggling with.

Not everything. ***Just one.***

Your freebie must be:

- *Quick to consume*
- *Easy to implement*
- *Directly connected to your paid offer*
- *Demonstrating that YOU know what you're doing*

Examples:

- ✓ Checklist
- ✓ Starter guide
- ✓ Mini training
- ✓ Templates
- ✓ Cheatsheet

> ***Pro Tip: Your freebie shouldn't teach "everything."***
>
> ***It should create clarity—and curiosity for what's next.***





# SECTION 2 — CAPTURE

## STEP 2:
## Build Your Opt-In Funnel (The Conversion Page)

Your opt-in funnel is NOT a full website.

It's a clean page with a clear purpose:

- Collect leads
- Pre-sell your service
- Guide them toward your next step

Your opt-in funnel only needs 4 parts:

1. Headline – tells them the transformation they'll get
2. Value section – what the freebies helps them accomplish
3. Mini "About Me" – short intro, credibility, why you can help
4. Opt-in form – simple signup with no distractions

> ***Pro Tip: Do not include unnecessary details.***
>
> ***They can confuse your visitors and may even prevent them from signing at all.***

# SECTION 2—
# NURTURE

## STEP 3:
## Use Email to Turn Subscribers Into Clients (The Nurture Sequence)

Once they sign up, your emails do the heavy lifting—automatically. **Follow this 4-email sequence:**

**Email 1 – Deliver & Delight**
Send the freebie instantly + set expectations.

**Email 2 – Clarify Their Problem**
Show them what's stopping them and how they can fix it.

**Email 3 – Show the Solution (Your Method/Framework)**
Make your process simple and understandable.

**Email 4 – Invite Them to the Next Step**
Light pitch for your service or a call.

> ***Why this works:***
>
> ***People buy when they trust you. This sequence builds that trust even while you're asleep.***



# SECTION 3 —
# TAKE ACTION!



Let's have a recap:

**ATTRACT:** LEAD MAGNET → **CAPTURE:** OPT-IN FUNNEL → **NURTURE:** 4-EMAIL SEQUENCE

You have now the system. 🙂
But even the best strategy only works when it's actually put into action.

***Need help with funnel building and email automations? That's exactly where I come in!***

***Hi, I'm Meriam!*** **I help coaches and service providers** turn their audience into paying clients with clean, high-converting **Systeme.io funnels**—no stress, no tech headaches.

Ready to convert your audience? Let's build your funnel together.

**Send us a message on Instagram to get started.**

**Let's Chat**