

Solution Wow Support™

CLIENT ACQUISITION SYSTEM™

THE 7-DAY CLIENT ENGINE

Attract the right people.
Start the right conversations.
Turn conversations into clients.

Strategic system for predictable client growth

CLIENT ACQUISITION SYSTEM™

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The 7-Day Client Engine

Turn inconsistent client flow into a predictable one — using a simple, repeatable system.

How to use this

This is not theory. Follow it in order:

- **1. Build your offer** — Define what you sell, who it's for, and the result it creates.
- **2. Set up your lead flow** — Create a simple system that consistently turns attention into conversations.
- **3. Install your sales funnel** — Structure how leads are captured, followed up, and moved toward a decision.
- **4. Activate conversations** — Start DM, email, or call conversations that qualify interest and uncover needs.
- **5. Convert clients** — Turn qualified conversations into paying clients through a clear offer and closing process.

Do not skip steps.

Core client acquisition model

ATTENTION → CONVERSATION → TRUST → OFFER → CLIENT

Everything in this system is built around this flow. If one step is missing, you don't get clients.

STEP 1

Your Offer (Clarity First)

Your offer must answer:

- What do you help with?
- Who do you help?
- What result do they get?

Simple offer formula:

I help [WHO] get [RESULT] without [PAIN].

Examples:

- I help agency founders turn inconsistent client flow into a predictable pipeline without more ad spend.
- I help consultants stop relying on referrals for their next client without building a huge audience.
- I help service providers fix the gap between “getting attention” and “getting paid” without a complicated funnel.

If your offer is unclear, nothing else works.

STEP 2

Your Lead Magnet

Purpose: Start conversations automatically.

Simple lead magnet types:

- Checklist
- Mini guide
- Blueprint
- Swipe file
- “Mistakes to avoid” guide

Template:

TITLE: The [NUMBER]-step blueprint to [RESULT]

INSIDE:

- **Step 1 — Problem awareness:** Help the reader recognize the real problem, why it's happening, and the cost of ignoring it.

- **Step 2 — Simple fix:** Give them one practical action they can implement immediately to get a quick win.
- **Step 3 — Framework overview:** Introduce your complete system or methodology. Show the overall process without teaching every detail, creating curiosity about the full solution.
- **CTA — Next step:** Invite them to take the next logical action in your funnel (book a consultation, take the assessment, watch the training, download the complete system, apply, join the email series).

STEP 3

Simple Landing Page

Headline:

Your next client shouldn't depend on luck. It should come from your system.

Subhead:

A simple 7-day system to turn inconsistent client flow into a more structured, repeatable one — without ads or complex funnels.

Problem:

- Client flow that spikes and disappears
- No repeatable way to start the right conversations
- No structure between attention and a paying client

Solution:

This system installs a simple, repeatable flow — attention to conversation, conversation to client — so growth stops depending on random momentum.

Benefits:

- A repeatable client flow, not a lucky streak
- A simple DM + email structure you run yourself
- Done-for-you starter scripts
- No ads, no complex funnel

CTA: Enter your email → Get instant access

STEP 4

Email System

Email 1 — Delivery

Subject: Your system is inside

Here's your access: [link]

Start with Step 1. Don't overthink it.

Email 2 — Problem

Subject: Why most people stay stuck

Most people don't lack skills. They lack a system that turns attention into clients.

Emails 3–6 handle objections, the offer, and urgency — the complete sequence with full copy belongs to the deeper implementation work.

STEP 5

DM System (Client Conversions)

Cold DM:

Hey [name], quick question — are you currently getting consistent clients or is it still inconsistent?

Follow-up:

Just checking in — want me to show you a simple way to fix this?

Soft close:

If I could show you a simple system to get consistent clients, would you want that?

Objections (“not interested,” “too expensive,” and others) come up constantly — handling them well is a skill of its own. That's part of what we install together in the Acquisition Systems Architecture Sprint.

STEP 6**Content That Starts Conversations**

Post content designed to trigger DMs. Example hooks — adapt to your niche:

- Most people are doing this wrong when trying to get clients
 - The reason you're not getting clients is simple
 - I got my first clients by doing this one thing
 - Stop posting more — do this instead
 - This is why your marketing isn't working
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SYSTEM**Follow-Up System**

If they don't reply:

- **Day 1:** “Still open to this?”
 - **Day 3:** “Should I close this out?”
 - **Day 5:** “Last check-in”
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7-Day Implementation Plan

Day	Focus
1	Offer — define your offer clearly
2	Lead magnet — build simple asset
3	Funnel — set landing page
4	Emails — set follow-up sequence
5	Content — post DM-trigger content
6	Outreach — start DM conversations
7	Close clients

Final Rule

This system only works if you:

- Start conversations
- Follow up
- Stay consistent
- Keep it simple

What's Next

You have the system. Now put it into action.

Use the 7-Day Action Checklist to implement the system step by step. Complete each day before moving to the next.

7-Day Action Checklist

Use this checklist as you implement the system. Complete each day before moving to the next.

DAY 1

OFFER

I know exactly who I help.

I know the specific result I provide.

I know the problem I solve.

I can state my offer clearly in one sentence.

My offer:

I help get without

DAY 2

LEAD MAGNET

I chose one specific problem to address.

I chose a simple lead magnet format.

I created a clear title.

I added one practical quick win.

I included one clear next step.

My lead magnet:

Title:

Problem it addresses:

Next step / CTA:

DAY 3

LANDING PAGE

My headline communicates the outcome.

My page identifies the problem.

My solution is clear.

My benefits are easy to understand.

I have one clear CTA.

My CTA:

DAY 4

EMAIL SYSTEM

Email 1 delivers the resource.

Email 2 identifies the problem.

I have planned the remaining sequence.

Every email has one clear purpose.

My next email action:

DAY 5

CONTENT

I chose one client-acquisition problem.

I created at least 3 conversation-starting posts.

Each post has a clear idea or insight.

Each post gives people a reason to respond or DM.

My content topic:

DAY 6

OUTREACH

I identified people who fit my offer.

I personalized my opening message.

I started conversations.

I recorded responses and signals.

I followed up where appropriate.

Today's outreach target:

Conversations started:

DAY 7

REVIEW & NEXT MOVE

I reviewed my conversations.

I identified the strongest opportunities.

I followed up with qualified prospects.

I identified what worked.

I identified where my client flow is still breaking down.

What worked:

Where I'm stuck:

What I need to fix next:

7-Day Completion Check

Offer clear

Lead magnet active

Landing page active

Email system started

Content published

Outreach active

Conversations happening

Follow-up happening

Ready for the Next Step?

Begin the Client Acquisition Intelligence™ Assessment