

CLIENT ACQUISITION SYSTEM™

OUTREACH PLAYBOOK

A simple guide to finding and converting qualified conversations into paying clients.

1. WHO TO CONTACT

Established coaches, consultants and service businesses showing **IMMEDIATE BUYING INTENT**.

2. WHAT TO LOOK FOR

Contact them only when their own words signal they are ready to buy help:

- “I’m looking for someone...”
- “I need an agency / freelancer...”
- “Who can help me...?”
- “Can anyone recommend...?”
- “Where can I hire...?”
- “How much does this cost?”
- “I need this fixed ASAP.”

3. OUTREACH SEQUENCE

STEP	WHEN	ACTION
Step 1	Always sent first. A diagnostic question, not a pitch. Then wait for a reply.	Opening only.
Step 2	Send follow-up only if they report a low close rate (below ~20-30%) or state a conversions problem.	Follow-up only.
Step 3	Compress the message (3a→3d) as the thread tightens and they stay engaged.	Short close.
Step 4	Final short close. End of sequence.	Close

4. THE DM SEQUENCE

Use the approved version for each market. Copy-and-paste as-is.

CANADA

Lead cost \$670 CAD · Price \$47 CAD · Canadian coaches

Step 1 — Opening DM

Saw your post about hiring help for qualified leads — I work with Canadian coaches on the other side of that, so it caught my eye.

Quick question: you're paying per qualified lead, and the coaching lead-cost benchmark runs around **\$670 CAD** (Sopro, 2025). What's your close rate on the leads you already buy?

If conversions are stalling, that's where I help — no ads, no funnel-building. Worth a quick chat?

Step 2 — Follow-up (only if low close rate)

That's the gap I help with. You're paying ~\$670 CAD a lead, so if those conversations stall, that spend is leaking.

The CLIENT ACQUISITION SYSTEM turns qualified conversations into paying clients in 7 days — no ads, no funnels. It's **\$47 CAD**. Worth a shot?

Step 3 — Short follow-up (compress while engaged)

3a (~27w): You're paying ~\$670 CAD a lead. If those conversations stall, that spend leaks. The CLIENT ACQUISITION SYSTEM converts them in 7 days. **\$47 CAD**. Worth a shot?

3b (~15w): Paying \$670 CAD/lead. Stalled conversations leak. My system converts in 7 days. **\$47 CAD**. Worth a shot?

3c (~13w): Paying \$670 CAD. Discovery calls stall. System converts in 7 days. **\$47 CAD**.

3d (~10w): Discovery calls stall. System converts in 7 days. **\$47 CAD**.

Step 4 — Close

Discovery calls stall. System converts them. **\$47 CAD**.

Send rules: Step 1 always first, then wait. Steps 2–4 only if they report a low close rate (below ~20–30%). Healthy rate → stop, pivot to lead quality/volume. Compress (3a→3d) only while engaged — don't fire all at once. Never pitch before Step 1 earns a reply.

AUSTRALIA

Lead cost \$770 AUD · Price \$55 AUD · Australian coaches

Step 1 — Opening DM

Saw your post about hiring help for qualified leads — I work with Australian coaches on the other side of that, so it caught my eye.

Quick question: you're paying per qualified lead, and the coaching lead-cost benchmark runs around **\$770 AUD** (Sopro, 2025). What's your close rate on the leads you already buy?

If conversions are stalling, that's where I help — no ads, no funnel-building. Worth a quick chat?

Step 2 — Follow-up (only if low close rate)

That's the gap I help with. You're paying ~\$770 AUD a lead, so if those conversations stall, that spend is leaking.

The CLIENT ACQUISITION SYSTEM turns qualified conversations into paying clients in 7 days — no ads, no funnels. It's **\$55 AUD**. Worth a shot?

Step 3 — Short follow-up (compress while engaged)

3a (~27w): You're paying ~\$770 AUD a lead. If those conversations stall, that spend leaks. The CLIENT ACQUISITION SYSTEM converts them in 7 days. **\$55 AUD**. Worth a shot?

3b (~15w): Paying \$770 AUD/lead. Stalled conversations leak. My system converts in 7 days. \$55 AUD. Worth a shot?

3c (~13w): Paying \$770 AUD. Discovery calls stall. System converts in 7 days. **\$55 AUD**.

3d (~10w): Discovery calls stall. System converts in 7 days. **\$55 AUD**.

Step 4 — Close

Discovery calls stall. System converts them. **\$55 AUD**.

Send rules: Step 1 always first, then wait. Steps 2–4 only if they report a low close rate (below ~20–30%). Healthy rate → stop, pivot to lead quality/volume. Compress (3a→3d) only while engaged — don't fire all at once. Never pitch before Step 1 earns a reply.

UNITED KINGDOM

Lead cost £390 · Price £40 · UK coaches

Step 1 — Opening DM

Saw your post about hiring help for qualified leads — I work with UK coaches on the other side of that, so it caught my eye.

Quick question: you're paying per qualified lead, and the coaching lead-cost benchmark runs around **£390** (Sopro, 2025). What's your close rate on the leads you already buy?

If conversions are stalling, that's where I help — no ads, no funnel-building. Worth a quick chat?

Step 2 — Follow-up (only if low close rate)

That's the gap I help with. You're paying ~£390 a lead, so if those conversations stall, that spend is leaking.

The CLIENT ACQUISITION SYSTEM turns qualified conversations into paying clients in 7 days — no ads, no funnels. It's **£40**. Worth a shot?

Step 3 — Short follow-up (compress while engaged)

3a (~27w): You're paying ~£390 a lead. If those conversations stall, that spend leaks. The CLIENT ACQUISITION SYSTEM converts them in 7 days. **£40**. Worth a shot?

3b (~15w): Paying £390/lead. Stalled conversations leak. My system converts in 7 days. £40. Worth a shot?

3c (~13w): Paying £390. Discovery calls stall. System converts in 7 days. **£40**.

3d (~10w): Discovery calls stall. System converts in 7 days. **£40**.

Step 4 — Close

Discovery calls stall. System converts them. **£40**.

Send rules: Step 1 always first, then wait. Steps 2–4 only if they report a low close rate (below ~20–30%). Healthy rate → stop, pivot to lead quality/volume. Compress (3a→3d) only while engaged — don't fire all at once. Never pitch before Step 1 earns a reply.

5. FOLLOW-UP RULE

Track only these six things per prospect. Nothing more.

Prospect	Market	Link	Date contacted	Reply?	Next action

Rule: if no reply after the follow-up window, send Step 3, then Step 4. If they reply with a healthy close rate, stop and pivot.

6. DAILY PROCESS

- **Find** — Spot buying-intent posts.
- **Contact** — Send Step 1 opening DM.
- **Wait for reply** — Nothing until they respond.
- **Converse** — Diagnostic questions only.
- **Diagnose** — Find the conversion problem.
- **Assessment** — Offer the assessment.
- **Client** — Convert to paying client.

CLIENT ACQUISITION SYSTEM™ — Outreach Playbook — Find → Contact → Converse → Diagnose → Client