



PRE-SOLD CLIENT SYSTEMS

Stop chasing LEADS. Become the OBVIOUS CHOICE.

THE PRE-SOLD CLIENT BLUEPRINT

HOW TO ATTRACT CLIENTS WHO ARE
ALREADY READY TO HIRE



POSITION

Become the
Obvious Choice



MESSAGE

Communicate
Irresistible Value



CAPTURE

Attract and
Qualify Interest



NURTURE

Build Trust and
Pre-Sell



CONVERT

Clients Come
Convinced



STOP CHASING LEADS.
START GETTING CHOSEN.

1. INTRODUCTION

THE LEAD TRAP

The hidden reason most service businesses stay stuck, stressed, and underpaid.

THE REALITY:

- ✓ You get leads that aren't serious.
- ✓ Price shoppers waste your time.
- ✓ Follow-ups go nowhere.
- ✓ You compete on price and lose your margin.
- ✓ You work harder, but growth still feels out of reach.



TRUTH BOMB:

More leads don't fix this problem.
Better clients do.
Better clients come from
a better system.



This blueprint will show you how to become the **obvious choice**—before the conversation even happens.

WHAT YOU'LL DISCOVER INSIDE



1

POSITION

Become the obvious choice in your market.



2

MESSAGE

Speak directly to the right clients.



3

CAPTURE

Create a simple inbound system that attracts.



4

QUALIFY

Filter & pre-sell the right people early.



5

CLOSE

Close with confidence & ease.



6

DELIVER

Overdeliver and create raving fans.



“DON'T FIND CUSTOMERS FOR YOUR PRODUCTS,
FIND PRODUCTS FOR
YOUR CUSTOMERS.”

— Dan Kennedy



2. THE SHIFT

FROM CHASING LEADS TO ATTRACTING PRE-SOLD CLIENTS

Stop running in circles. Start building a system that makes your business the obvious choice.



THE GOAL:

Be the only choice, not one of the options.



MINDSET SHIFT

- ✓ Don't chase attention—earn it.
- ✓ Don't sell features—sell transformation.
- ✓ Don't compete on price—compete on value.
- ✓ Don't rely on luck—build a system.

“

*People don't buy what you do;
they buy **why** you do it, **who**
it's for, and **what** it will make
possible for them.*



3. WHAT IS A PRE-SOLD CLIENT?

They don't need convincing. They're already convinced.



SO WHEN THEY REACH OUT...



**A PRE-SOLD CLIENT DOESN'T NEED A PITCH.
THEY NEED A PATH.**

“

People don't buy what you do; they buy why you do it and what it will make possible for them. – Dan Kennedy

”

4. THE 5-PART PRE-SOLD CLIENT PIPELINE™

The system that turns your business into the **obvious choice**.



**THIS ISN'T A
FUNNEL.
IT'S A
POSITIONING
SYSTEM.**

When you follow
this pipeline, you don't
chase leads...

**YOU ENGINEER
PRE-SOLD BUYERS.**

WHY THIS PIPELINE WORKS



It **attracts** the right people and **repels** the wrong ones.



It builds **trust** and **authority** before the conversation.



It creates **alignment** so sales feel natural, not forced.



It **increases** close rates, average deal size
and client lifetime value.



It **saves** you time, energy and mental bandwidth.

“

*People do not buy goods and services.
They buy relations, stories and magic.*

– SETH GODIN

”

5. 1. POSITION

BECOME THE OBVIOUS CHOICE

You can't be the obvious choice if you look like everyone else.



MOST BUSINESSES SAY:

- "We do great work."
- "We have experience."
- "We care about customers."

**THAT'S NOT POSITIONING.
THAT'S NOISE.**



INSTEAD, YOU MUST:

- ✓ Define who you **specifically** serve
- ✓ Define the **outcome** you deliver
- ✓ Present yourself as a **specialist**, not a generalist



**WHEN YOU'RE CLEARLY POSITIONED,
PEOPLE DON'T COMPARE—YOU STAND OUT.**

THE POSITIONING FRAMEWORK

1

CHOOSE YOUR LANE

Narrow is powerful.
Specific beats smart.



Example: We help overwhelmed families in Your Town reclaim space, comfort, and peace of mind through organized, stress-free remodeling and additions.

2

OWN THE TRANSFORMATION

Sell the change,
not the service.



Example: We specialize in transforming cramped homes into organized, functional living spaces using our Stress-Free Remodel Process™—so homeowners enjoy a smoother, less chaotic renovation.

3

BE THE ONLY ANSWER

Make you the clear
and safe choice.



Example: For busy families who want more than a renovation—they want a smooth, predictable, professionally guided experience from start to finish.



POSITIONING CHECKLIST

Audit your current positioning:

- ☐ Does my message clearly state who I help?
- ☐ Does it clearly communicate the outcome I deliver?
- ☐ Does it differentiate me from every other option?
- ☐ Is my message specific enough that the wrong people self-select out?
- ☐ Am I speaking to the right people in their language?



**THE RESULT:
YOU BECOME THE
OBVIOUS CHOICE.**

Prospects don't shop you.
They choose you.
Before you even talk.



**POSITIONING ISN'T WHAT YOU SAY ABOUT YOUR BUSINESS.
IT'S WHAT PROSPECTS BELIEVE ABOUT YOU.**



5. 2. MESSAGE

Speak Directly to the Right Clients

Your message should make the right person say,

"This is exactly for me."

CONNECT TO WHAT MATTERS MOST



THEIR CURRENT FRUSTRATION

Address the problem keeping them up at night.



WHAT THEY'VE ALREADY TRIED

Acknowledge their past attempts and failures.



WHAT THEY ACTUALLY WANT

Speak to the outcome they truly desire.



REPEL THE WRONG PEOPLE

The right message naturally filters out bad-fit leads.



THE GOAL ISN'T MORE ATTENTION.
IT'S THE RIGHT ATTENTION.

Clarity **attracts**.
Confusion **repels**.

GENERIC MESSAGE (ATTRACTS EVERYONE)

- ✗ "We provide quality services."
- ✗ "Customer satisfaction is our priority."
- ✗ "Experienced. Reliable. Affordable."
- ✗ "We do it all."

RESULT: You compete on price.

SPECIFIC MESSAGE (ATTRACTS BUYERS)

- ✓ "We help [specific audience] achieve [result] without [specific pain]."
- ✓ "The proven system for [outcome] without the guesswork."
- ✓ "For [type of client] who are done wasting time and want real results."
- ✓ "Not for everyone. Designed for [ideal client]."

RESULT: You become the obvious choice.

MESSAGE FORMULA



WHO YOU SERVE

+



THE OUTCOME YOU DELIVER

+



THE SPECIFIC TRANSFORMATION

+



PROOF IT WORKS (RESULTS)

+



WHO IT'S NOT FOR



CLEAR MESSAGE = CLEAR POSITION = PRE-SOLD CLIENTS



5. 3. CAPTURE

Create a Simple Inbound System

Capture attention. Educate quickly.
Move them to action.



SIMPLE WAYS TO CAPTURE



LANDING PAGE

Focused on one offer and one outcome.



SHORT GUIDE

Solve a problem in 5–10 minutes.



CHECKLIST

Quick wins that build credibility.



VIDEO TRAINING

Educate and build know, like, trust.



QUIZ OR ASSESSMENT

Personalized results create urgency.

KEY PRINCIPLES



ONE OFFER

One clear path.
No distractions.



QUICK VALUE

Deliver a win immediately.



EASY OPT-IN

Make it simple to say yes.



MOVE FORWARD

Always lead to the next step.

REMEMBER:

Your capture system should pre-sell the client before you ever speak with them.



A GREAT CAPTURE SYSTEM SELLS FOR YOU 24/7.



5. 4. QUALIFY

FILTER & PRE-SELL THE RIGHT PEOPLE

Not everyone deserves your time. **QUALIFY EARLY.** Pre-sell hard.



THE QUALIFICATION FRAMEWORK

1



ARE THEY A
GOOD FIT?

Do they match your
ideal client profile?

2



CAN THEY AFFORD
THE SOLUTION?

Are they in the
right range?

3



ARE THEY IN
ENOUGH PAIN?

Do they have a
real problem?

4



ARE THEY READY
TO ACT?

Is the timing
right?

5



DO THEY TRUST
YOUR PROCESS?

Have you pre-sold
the transformation?

HOW TO PRE-SELL BEFORE THE CONVERSATION

- ✓ Use your content to answer objections.
- ✓ Share case studies and real results.
- ✓ Address concerns in FAQs and videos.
- ✓ Clearly state your process and what to expect.
- ✓ Set expectations around investment and commitment.



**QUALIFIED CLIENTS
COME TO YOU
ALREADY CONVINCED.**

They're not asking
if they should hire you.
They're asking
WHEN.

UNQUALIFIED LEADS WILL:

- ✗ Waste your time
- ✗ Argue about price
- ✗ Never take action
- ✗ Ghost you
- ✗ Expect miracles with no effort



“

*“Qualifying isn’t about
being picky. It’s about
serving the right people
at the highest level.”*

– DAN KENNEDY



QUALIFY HARD. SERVE FEWER. MAKE MORE. STRESS LESS.



5. 5. PRE-SELL

EDUCATE, BUILD TRUST, CREATE DESIRE



The sale is won before the call. Pre-sell with value.



THE PRE-SELL PRINCIPLES

- ✓ **Teach** before you pitch.
- ✓ **Solve** before they ask.
- ✓ **Show proof** before they doubt.
- ✓ **Speak** their language.
- ✓ **Build trust** before asking for it.



CONTENT THAT PRE-SELLS



Educational Videos

Answer questions. Remove objections.



Case Studies

Real results from real clients.



FAQ Content

Address every concern up front.



Guides & Checklists

Deliver quick wins they can apply.



Testimonials

Build social proof and trust.



PRE-SELL GOALS

- ✓ Position you as the obvious **expert**.
- ✓ Eliminate **doubts** and hesitation.
- ✓ Build credibility and **trust**.
- ✓ Create **urgency** and desire.
- ✓ Make the sale **inevitable**.



WHEN YOU PRE-SELL, YOU DON'T SELL.

YOU SIMPLY GUIDE THEM TO A DECISION THEY'VE ALREADY MADE.

THE PRE-SELL CONTENT FLOW

1

AWARENESS



Content attracts the right people with value.

2

EDUCATION



Content teaches and builds understanding.

3

TRUST



Content removes objections and builds credibility.

4

DESIRE



Content shows the transformation and results.

5

ACTION



They raise their hand because they're ready to move.



PRE-SELL CONTENT CHECKLIST

- ☐ Am I answering the top 5 questions my prospects ask?
- ☐ Have I addressed the main objections in advance?
- ☐ Do I have proof (results, testimonials, case studies)?
- ☐ Is my content easy to understand and consume?
- ☐ Does my content lead to a clear next step?



THE RESULT
PROSPECTS ARE PRE-SOLD BEFORE THEY EVER TALK TO YOU.

Your conversations become strategic, not salesy.



YOUR CONTENT DOES THE SELLING. YOU JUST CLOSE THE DEAL.



5. 6. FOLLOW-UP

NURTURE, FOLLOW UP & CLOSE

Most sales are lost because of weak follow-up.

CONSISTENCY CLOSES. Systems win.



FOLLOW-UP PRINCIPLES

- ✓ **ADD VALUE EVERY TIME**
Every touchpoint should help, teach, or solve.
- ✓ **BE PERSISTENT, NOT PUSHY**
Most people need 5–12 touches before they decide.
- ✓ **USE MULTIPLE CHANNELS**
Email, SMS, calls, DMs, retargeting — reach them where they are.
- ✓ **TRACK & MANAGE**
Use a system so no lead falls through the cracks.
- ✓ **MAKE IT EASY TO SAY YES**
Remove friction and guide them to the next step.

THE FOLLOW-UP SEQUENCE (EXAMPLE)

	DAY 1	THANK YOU EMAIL	Deliver the promised resource and set expectations.
	DAY 2	VALUE MESSAGE	Share a quick win tip or helpful insight.
	DAY 3	PHONE CALL	Personal touch. Answer questions and build rapport.
	DAY 5	CASE STUDY	Send a relevant success story or result.
	DAY 7	CHECK-IN TEXT	Short, friendly check-in. Still interested?
	DAY 10	SPECIAL OFFER	Create urgency with a time-sensitive offer.
	DAY 14	FINAL FOLLOW-UP	Last attempt. Leave the door open for the future.

GOOD FOLLOW-UP SOUNDS LIKE:

- ✓ "I thought you might find this helpful..."
- ✓ "Here's how we helped someone in your situation..."
- ✓ "Just checking in to see if you had any questions."
- ✓ "This opportunity won't last forever..."
- ✓ "I'd love to help you get started."



AUTOMATE WHERE POSSIBLE



- ✓ Email sequences
- ✓ SMS reminders
- ✓ Retargeting ads
- ✓ CRM task automation
- ✓ Appointment scheduling

“

The fortune is in the follow-up.

– JIG ZIGLAR

WHY FOLLOW-UP FAILS

- ✗ You give up too soon.
- ✗ You don't provide value.
- ✗ You only reach out once.
- ✗ You don't have a system.
- ✗ You focus only on yourself, not their needs.
- ✗ You're inconsistent.



RESULTS OF STRONG FOLLOW-UP

- ✓ More conversations
- ✓ Higher close rate
- ✓ Stronger relationships
- ✓ More referrals
- ✓ Predictable growth



FOLLOW UP WITH **VALUE**. CLOSE WITH **CONFIDENCE**. CREATE **RAVING CLIENTS**.



5. 7. DELIVER & WOW

OVER-DELIVER & GET REFERRALS

Deliver an unforgettable experience. Turn clients into **raving fans** who refer you nonstop.



OVER-DELIVER EVERY TIME



SET CLEAR EXPECTATIONS

Communicate everything clearly from the start.



DELIVER EARLY (WHEN POSSIBLE)

Surprise them with speed and efficiency.



EXCEED QUALITY STANDARDS

Give them more value than they expected.



BE OVERLY RESPONSIVE

Fast replies. Proactive updates. Zero radio silence.



ADD UNEXPECTED BONUSES

Small extras create huge memorable moments.



HOW TO GET REFERRALS

1

ASK AT THE RIGHT TIME

Don't be shy. Most people are happy to refer.

2

MAKE IT EASY

Give them words they can use.

3

GIVE THEM A REASON

Rewards, discounts, or incentives.

4

STAY IN TOUCH

Keep the relationship warm.

5

DELIVER CONSISTENTLY

Referrals come from repeated trust.



HAPPY CLIENTS DON'T JUST RETURN.
THEY BRING OTHERS.

THE CLIENT EXPERIENCE JOURNEY



ATTRACT

Get their attention



CAPTURE

Capture their information



QUALIFY

Filter the right people



PRE-SELL

Educate & build trust



CLOSE

Make the sale easy



DELIVER & WOW

Over-deliver consistently



GET REFERRALS

Turn them into raving fans



THE 4 C'S OF WOW SERVICE



COMMUNICATE – Keep them informed.



CARE – Show you truly care.



CONSISTENCY – Do it every single time.



COMMITMENT – Go the extra mile.



“Don't just meet expectations – exceed them.
Don't just get clients – build a kingdom of raving fans.”



EXCELLENCE IS YOUR COMPETITIVE ADVANTAGE.



W.O.W. SERVICE + REFERRALS = EXPLOSIVE GROWTH



5.8. SYSTEMIZE & SCALE

BUILD ON REPEATABLE SUCCESS

“ Systems free you from trading time for money and allow you to *impact more lives*.



BUILD SYSTEMS, NOT CHAOS



Document Your Process

Write it down. Refine it. Repeat it.



Create Templates

Emails, proposals, follow-ups, quotes, contracts.



Delegate & Automate

Leverage tools. Build time freedom.



Track Everything

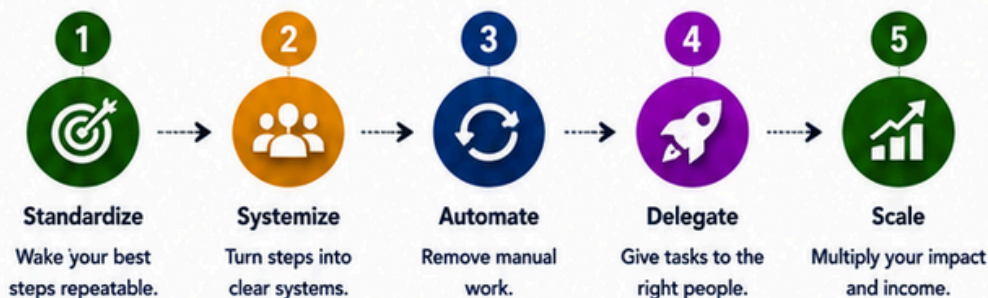
Measure what matters. Optimize constantly.



Train & Onboard

Bring your team up to speed fast and effectively.

THE SCALING FRAMEWORK



SYSTEMS TO IMPLEMENT



Lead Capture & Qualification



Pre-Sell Content Engine



Follow-Up Automation



CRM & Pipeline Management



Scheduling & Reminders



Proposal & Closing System



Client Onboarding & Delivery



Referral & Testimonial System



**A GREAT SYSTEM
WORKS 24/7
SO YOU DON'T HAVE TO.**

- ✓ More Clients
- ✓ Higher Conversions
- ✓ More Time Freedom
- ✓ Greater Impact

