



**THE  
SUCCESS  
METHOD**

# **THE 5-DAY SALES RESET**

SIGN YOUR NEXT 5 CLIENTS WITHOUT MORE  
CONTENT, CHASING, OR GUESSWORK

A NEUROSCIENCE-BACKED RESET TO FIX YOUR  
CONVERSION IN 5 DAYS - SO YOUR AUDIENCE BUYS.

**FREE GUIDE**



# WELCOME

**IF YOU'VE BEEN SHOWING UP CONSISTENTLY, POSTING CONTENT, ENGAGING, PUTTING YOUR OFFER OUT THERE, AND PEOPLE STILL AREN'T BUYING,**

**IT'S NOT A VISIBILITY PROBLEM. IT'S A CONVERSION PROBLEM. AND IT HAS A VERY SPECIFIC FIX.**

**OVER THE NEXT 5 DAYS, YOU'RE GOING TO IDENTIFY EXACTLY WHERE YOUR SALES ARE BREAKING, RESET YOUR MESSAGING, CONTENT, AND SALES APPROACH USING BUYER PSYCHOLOGY, AND WALK AWAY WITH A SYSTEM THAT WORKS WITHOUT EXHAUSTING YOU.**

**THIS ISN'T A CONTENT CHALLENGE. IT'S A CONVERSION RESET.**

## **HOW TO USE THIS GUIDE**

ONE DAY AT A TIME

**Each day takes 20-30 minutes. Don't rush ahead.**

DO THE WORK

**There are prompts and actions. Use them, they're where the shift happens.**

COME BACK TO IT

**This guide is designed to be revisited every 90 days as a reset.**

TAKE NOTES

**Keep a doc open as you work through each day. Your insights are the asset.**

### *NEURO NOTE*

*The brain doesn't decide to buy logically. It decides emotionally, then justifies with logic.  
This guide works with that, not against it.*



# WHAT'S INSIDE

## DAY 1

**Find Your Conversion Break - Identify exactly where, and why, people are dropping off before they buy.**

## DAY 2

**Fix Your Messaging- Rewrite how you talk about what you do so buyers feel it's made for them.**

## DAY 3

**Content That Converts - Stop creating content that gets views. Start creating content that gets buyers.**

## DAY 4

**The Sales Mistakes Costing You Clients - The specific things most coaches do that trigger buyer resistance, and how to stop.**

## DAY 5

**Your Simple Sales System - Build a repeatable, low-effort system that creates consistent revenue without burnout.**

**PLUS: Your 5-Day Action Checklist + Conversion - Audit Everything you need to implement immediately, no fluff.**



# DAY 1

# FIND YOUR CONVERSION BREAK

WHERE ARE YOU  
ACTUALLY LOSING THE  
SALE?

# THE TRUTH

Most people who aren't converting consistently are looking for the problem in the wrong place. They post more content. They try new platforms. They tweak their offer price. None of it works, because the break isn't where they think it is.

Today you're going to find the exact moment in your buyer's journey where they stop, hesitate, and don't buy.

Once you know that, everything else becomes simple.

## NEURO NOTE

*The brain makes a buying decision in milliseconds based on perceived safety, trust, and clarity. If any of those are missing at any point in your funnel, the brain says no, even if the buyer wants what you're selling.*

# THE 4 PLACES CONVERSION BREAKS

Every conversion problem sits in one of these four places. Most people have one primary break point:

**AWARENESS** →  
PEOPLE DON'T  
KNOW YOU  
EXIST OR DON'T  
UNDERSTAND  
WHAT YOU DO

**MESSAGING** →  
THEY SEE YOU  
BUT THE  
WORDS DON'T  
CONNECT WITH  
THEIR  
PROBLEM

**TRUST** →  
THEY LIKE  
WHAT YOU DO  
BUT DON'T  
BELIEVE  
THEY'LL GET  
THE RESULT

**MECHANICS** →  
THEY WANT TO  
BUY BUT THE  
PATH TO  
PURCHASE IS  
CONFUSING OR  
UNCLEAR

# HOW TO SPOT YOUR BREAK

Ask yourself honestly:

**AWARENESS →**

IS YOUR CONTENT GETTING NO TRACTION AT ALL? DON'T UNDERSTAND WHAT YOU DO

**MESSAGING →**

ARE PEOPLE ENGAGING WITH YOUR CONTENT BUT NOT BUYING?

**TRUST →**

ARE PEOPLE BUYING ONCE AND NOT RETURNING?

**MECHANICS →**

ARE PEOPLE CLICKING YOUR LINKS BUT NOT COMPLETING PURCHASE?

## THE MOST COMMON BREAK (AND WHY IT'S NOT WHAT YOU THINK)

In 20 years of sales, Fortune 500 to online business,  
THE MOST COMMON BREAK IS MESSAGING.

Not visibility.

Not pricing.

Not confidence.

People see you. They just don't feel like you're talking to them.

DAY 1 ACTION

# RUN YOUR CONVERSION AUDIT

- WRITE DOWN YOUR LAST 5 SALES CONVERSATIONS OR DMS. WHERE DID EACH ONE STOP?
- LOOK AT YOUR LAST 10 PIECES OF CONTENT. WHAT ACTION DID YOU ASK PEOPLE TO TAKE?
- IDENTIFY WHICH OF THE 4 BREAK POINTS IS MOST LIKELY CAUSING YOUR CONVERSION ISSUE

## REFLECTION PROMPTS

WHERE DO I THINK I'M LOSING PEOPLE AND WHAT EVIDENCE DO I HAVE FOR THAT?

WHAT HAVE I BEEN DOING TO FIX IT THAT HASN'T WORKED?

IF I'M HONEST, WHICH OF THE 4 BREAK POINTS RESONATES MOST WITH ME RIGHT NOW?

# DAY 2

# FIX YOUR MESSAGING



MAKE BUYERS FEEL LIKE  
YOU'RE READING THEIR  
MIND

# THE TRUTH

The number one messaging mistake business owners make is describing what they do instead of describing the problem their buyer is living in right now.

Your buyers don't care about your method. They care about their pain. When your messaging leads with their exact experience, not your solution, the brain immediately flags it as relevant. That's when they stop scrolling.

## NEURO NOTE

*The brain's reticular activating system (RAS) filters out most of what we see. It only lets through what it believes is directly relevant to us. Specific, personal, pain-led language bypasses the filter. Generic language doesn't.*

# THE MESSAGING HIERARCHY THAT CONVERTS

Strong messaging follows this order, most coaches reverse it:



# THE ONE-LINE MESSAGING TEST

## WEAK MESSAGING

I HELP COACHES SIGN MORE  
CLIENTS

I TEACH SALES STRATEGIES  
FOR ONLINE COACHES'

I HELP YOU GROW YOUR  
BUSINESS ONLINE

## STRONG MESSAGING

YOU'RE VISIBLE, YOU'RE  
CONSISTENT, AND YOU'RE STILL  
NOT CONVERTING, THIS IS WHY

STOP LOSING SALES TO PEOPLE  
WHO SAY THEY'LL THINK ABOUT  
IT

YOU'RE POSTING EVERY DAY,  
BUT YOUR AUDIENCE ISN'T  
BUYING, HERE'S WHAT'S  
MISSING

Read your current bio, header, or offer description. Then ask:.

**DOES THIS DESCRIBE MY BUYER'S EXACT EXPERIENCE RIGHT  
NOW?**

**OR DOES IT DESCRIBE WHAT I DO?**

If it describes what you do, rewrite it to describe what they're feeling.  
That's the fix.

DAY 2 ACTION

# REWRITE YOUR CORE MESSAGE

- WRITE 3 SENTENCES DESCRIBING EXACTLY WHAT YOUR IDEAL BUYER IS EXPERIENCING RIGHT NOW
- REWRITE YOUR BIO/HEADER USING THE MESSAGING HIERARCHY ABOVE
- TEST IT: READ IT OUT LOUD. DOES IT SOUND LIKE SOMETHING YOUR BUYER WOULD SAY ABOUT THEMSELVES?
- UPDATE IT ON AT LEAST ONE PLATFORM TODAY

## REFLECTION PROMPTS

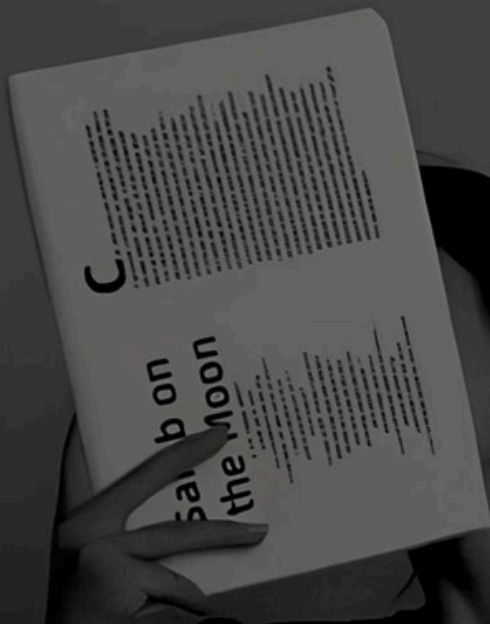
WHAT EXACT WORDS DO MY BEST CLIENTS USE TO DESCRIBE THEIR PROBLEM BEFORE THEY WORK WITH ME?

WHERE AM I DESCRIBING MY METHOD INSTEAD OF THEIR PAIN IN MY CURRENT CONTENT OR COPY?

WHAT'S THE ONE SENTENCE THAT WOULD MAKE MY IDEAL BUYER THINK 'SHE'S TALKING DIRECTLY TO ME'?

# DAY 3

## CONTENT THAT CONVERTS



**STOP CREATING CONTENT  
THAT GETS VIEWS. CREATE  
CONTENT THAT GETS BUYERS.**

# THE TRUTH

Engagement is not conversion. Likes are not leads. Reach is not revenue. Most coaches create content that educates, entertains, or inspires and none of those things reliably create buyers.

Buyer-triggered content does one specific job: it moves someone from 'I'm interested' to 'I need this now'. That requires a completely different content strategy.

## NEURO NOTE

*Dopamine drives buying behaviour. Content that triggers curiosity, creates a knowledge gap, or makes someone feel like they're missing a key insight causes a dopamine response that makes them want to close that gap with your offer.*

# THE CONTENT MISTAKE THAT'S KILLING YOUR CONVERSION

**GIVING AWAY THE SOLUTION IN YOUR CONTENT.**

When you fully solve the problem in a post, the brain feels satisfied and the motivation to buy disappears.

Instead, create the awareness of the problem and the curiosity about the solution.

Then let your offer close the gap.

# THE 3 CONTENT TYPES THAT ACTUALLY CONVERT

## 01 PROBLEM AGITATION

DESCRIBES THE PAIN SO ACCURATELY THAT BUYERS FEEL SEEN AND WANT RELIEF

## 02 BELIEF SHIFT

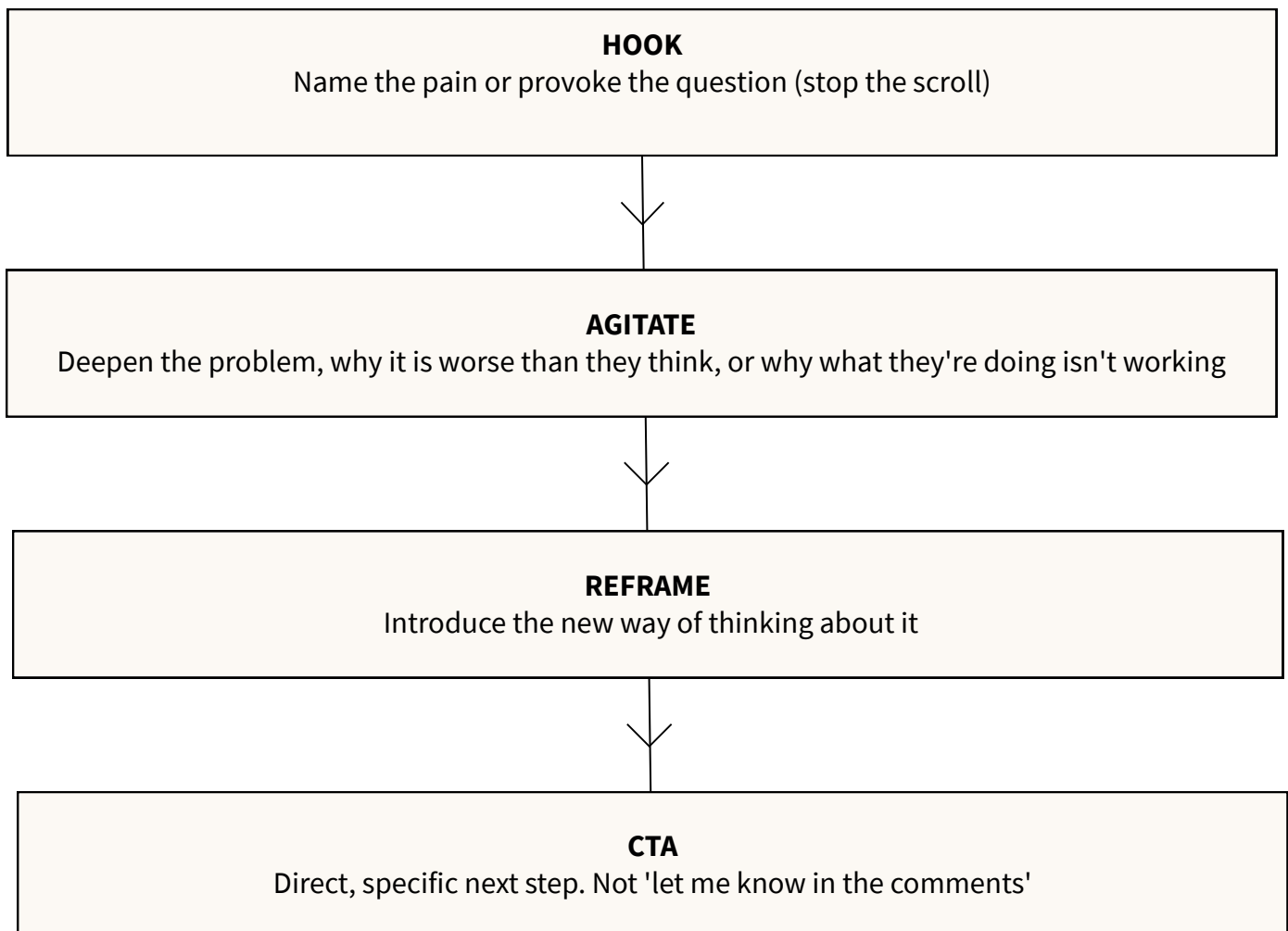
CHALLENGES A FALSE BELIEF THAT'S BEEN KEEPING THEM STUCK (AND POSITIONS YOUR METHOD AS THE FIX)

## 03 PROOF & RESULT

SHOWS THE SPECIFIC OUTCOME FROM YOUR METHOD IN A RELATABLE, REAL WAY

# THE DOPAMINE CONTENT FORMULA

Every piece of converting content should follow this structure:



DAY 3 ACTION

# CREATE ONE PIECE OF BUYER-TRIGGERED CONTENT

- CHOOSE ONE BELIEF YOUR IDEAL BUYER HOLDS THAT'S KEEPING THEM FROM BUYING AND CHALLENGE IT
- WRITE A POST USING THE DOPAMINE CONTENT FORMULA ABOVE
- END WITH A DIRECT CTA: LINK TO YOUR OFFER, DM PROMPT, OR WAITLIST
- POST IT TODAY. DONE IS BETTER THAN PERFECT

## REFLECTION PROMPTS

WHAT CONTENT HAVE I POSTED RECENTLY THAT GOT ENGAGEMENT BUT LED TO ZERO SALES?

WHAT BELIEF DOES MY IDEAL BUYER HOLD THAT I KNOW IS WRONG AND WHAT'S THE TRUTH?

WHAT WOULD I POST IF I CARED MORE ABOUT BUYERS THAN FOLLOWERS?



# **DAY 4**

## **THE SALES MISTAKES COSTING YOU CLIENTS**

**THE SPECIFIC THINGS  
TRIGGERING BUYER  
RESISTANCE AND HOW  
TO STOP.**

# THE TRUTH

Sales resistance isn't about price. It's about the brain detecting risk.

Every time a potential buyer hesitates, says 'I need to think about it', or ghosts after a great conversation, their brain has flagged something as uncertain or unsafe. Most coaches respond by pushing harder or discounting.

Both make it worse. The fix is to remove the perceived risk before it arises.

## NEURO NOTE

*The brain's loss aversion system is twice as powerful as the desire for gain. A buyer's hesitation is almost always about what they might lose (money, time, face) not about the value of what you're offering.*

# THE 5 SALES MISTAKES MOST COACHES MAKE

**LEADING WITH PRICE BEFORE ESTABLISHING VALUE.**

*The brain anchors on cost before benefit*

**TALKING ABOUT YOUR METHOD, NOT THEIR OUTCOME**

*Logic before emotion never converts*

**LEAVING THE NEXT STEP VAGUE**

*'Let me know if you're interested' creates hesitation, not action*

**OVER-EXPLAINING IN SALES CONVERSATIONS**

*Every extra detail introduces new doubt*

**FOLLOWING UP WITH 'JUST CHECKING IN'**

*This has zero conversion value and erodes authority*

# WHAT HIGH-CONVERTING SALES ACTUALLY LOOKS LIKE

It's not pushy. It's not scripted. It's structured around removing resistance at every stage:

**LEAD WITH THE  
OUTCOME**

*and the gap between where  
they are and where they  
want to be*

**ASK QUESTIONS  
THAT SURFACE  
THE PAIN**

*before you introduce the  
solution*

**MAKE THE NEXT  
STEP OBVIOUS**

*easy, and low-risk*

**FOLLOW UP WITH  
VALUE**

*a new insight, a result, a  
relevant piece of content*

# THE 7-SECOND DECISION WINDOW

Research shows that buyers form an initial impression within 7 seconds of encountering your offer. In those 7 seconds the brain is asking three questions:

**Do I trust this person?**

**Is this relevant to me right now?**

**Is the next step clear?**

**If the answer to any of these is no or unclear the sale is lost before it begins.**



DAY 4 ACTION

# AUDIT YOUR LAST 3 CONVERSATIONS OR PITCHES

- WRITE DOWN WHERE EACH CONVERSATION ENDED AND WHAT THE LAST THING SAID WAS
- IDENTIFY WHICH OF THE 5 MISTAKES APPEARED IN EACH ONE
- REWRITE HOW YOU WOULD OPEN AND CLOSE EACH CONVERSATION USING THE FRAMEWORK ABOVE
- SET ONE FOLLOW-UP TODAY THAT LEADS WITH VALUE. NOT 'JUST CHECKING IN'

## REFLECTION PROMPTS

WHAT DO I SAY (OR NOT SAY) IN SALES CONVERSATIONS THAT MIGHT BE TRIGGERING RESISTANCE?

HOW CLEAR IS MY NEXT STEP? COULD A STRANGER UNDERSTAND EXACTLY WHAT TO DO TO WORK WITH ME?

WHAT FEAR DOES MY IDEAL BUYER HAVE ABOUT INVESTING? HOW AM I ADDRESSING THAT OR NOT?



**DAY 5**

**YOUR SIMPLE  
SALES  
SYSTEM**

**BUILD PREDICTABLE  
REVENUE WITHOUT  
EXHAUSTING YOURSELF.**

# THE TRUTH

The reason most coaches have inconsistent income isn't lack of effort.  
It's the lack of system.

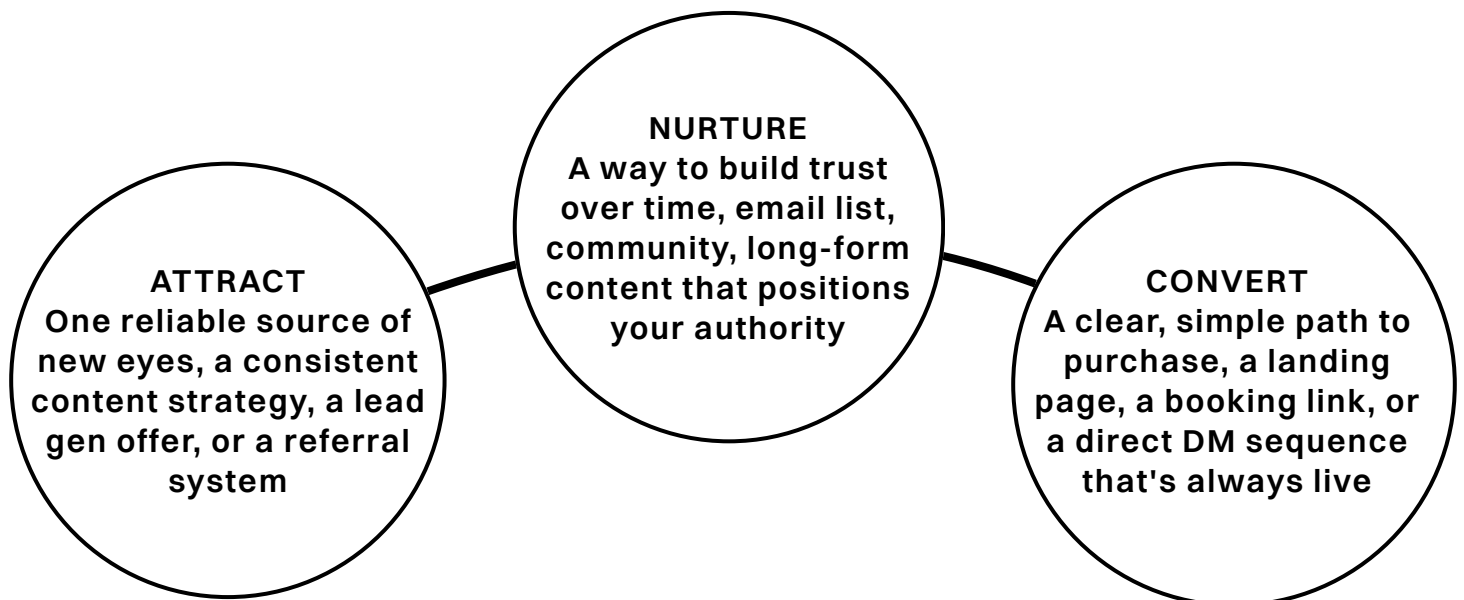
When your revenue depends on how hard you work each week, you'll always be one slow month away from panic. A sales system removes the guesswork, it runs quietly in the background, moving people from discovering you to buying from you, without requiring you to be 'on' every single day.

## NEURO NOTE

*The brain is wired to seek predictability and safety. A structured sales system creates predictable buyer behaviour by providing consistent trust cues at every stage, making the buying decision feel safe and inevitable rather than risky.*

# THE 3-PART SIMPLE SALES SYSTEM

You don't need a complex funnel. You need these three things working consistently:



# WHAT SIMPLE ACTUALLY LOOKS LIKE

Your system does not need to be automated, expensive, or complicated.

Here's a minimum viable sales system that works right now:

## **1 FREE LEAD MAGNET**

CAPTURES EMAILS AND  
BUILDS TRUST IMMEDIATELY

## **1 CORE PAID OFFER**

PRICED TO SELL DAILY  
WITHOUT BIG LAUNCHES

## **1 CONVERTING POST A DAY**

FEEDS THE SYSTEM  
CONSISTENTLY

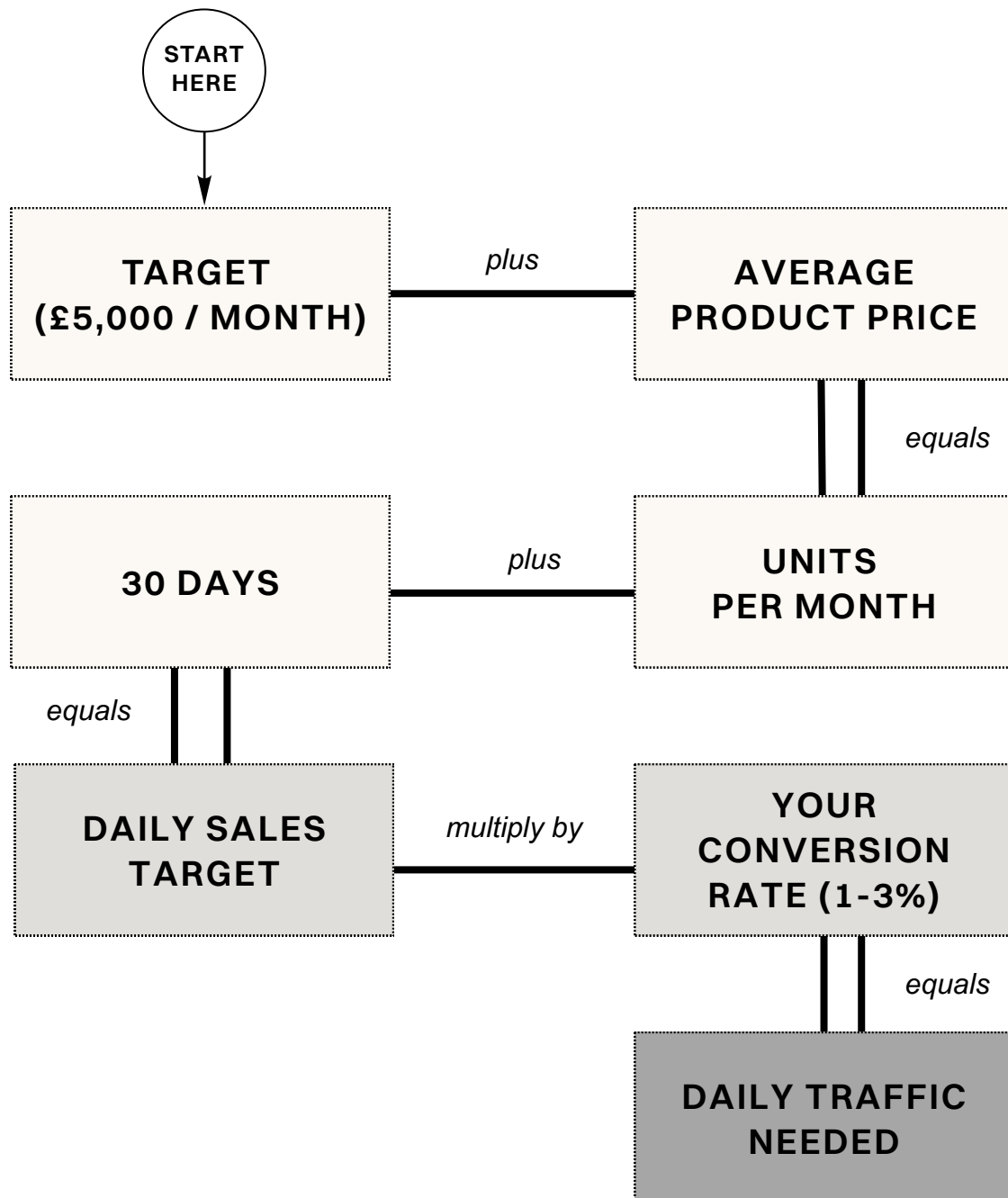
## **1 FOLLOW-UP SEQUENCE**

3 EMAILS AFTER SOMEONE  
DOWNLOADS YOUR FREE  
RESOURCE

# THE REVENUE TARGET BACKWARD MAP

Start with your monthly revenue goal and work backwards.

For example:



Now you know exactly what to focus on. Not 'more content', but more targeted reach.

# MAP YOUR SIMPLE SALES SYSTEM

- WRITE DOWN YOUR ONE ATTRACT METHOD. WHAT'S ALREADY WORKING OR WHAT WILL YOU COMMIT TO?
- CONFIRM YOUR NURTURE. DO YOU HAVE AN EMAIL LIST? A COMMUNITY? START ONE TODAY IF NOT.
- AUDIT YOUR CONVERT PATH. CAN SOMEONE GO FROM DISCOVERING YOU TO BUYING IN UNDER 3 CLICKS?
- SET YOUR 30-DAY REVENUE TARGET AND RUN THE BACKWARD MAP ABOVE
- WRITE DOWN THE ONE THING YOU'LL DO EVERY SINGLE DAY TO FEED THE SYSTEM

## REFLECTION PROMPTS

WHAT PART OF MY SALES PROCESS CURRENTLY DEPENDS ENTIRELY ON ME SHOWING UP MANUALLY?

IF I HAD TO GENERATE £1,000 THIS WEEK WITH WHAT I ALREADY HAVE, WHAT WOULD I DO?

WHAT IS THE SIMPLEST VERSION OF MY SYSTEM THAT I COULD HAVE RUNNING BY NEXT WEEK?

# YOUR 5-DAY ACTION CHECKLIST

Use this as your daily tracker. Everything here takes 20–30 minutes per day.

<b>DAY 1 CONVERSION AUDIT</b>	<b>Identify your primary conversion break point</b>	<b>Review your last 5 sales conversations</b>	<b>Name the break. write it down</b>
<b>DAY 2 MESSAGING FIX</b>	<b>Write 3 sentences in your buyer's voice</b>	<b>Rewrite your bio/header using the Messaging Hierarchy</b>	<b>Update at least one platform</b>
<b>DAY 3 CONTENT RESET</b>	<b>Create one piece of buyer-triggered content</b>	<b>Use the Dopamine Content Formula</b>	<b>End with a direct, specific CTA and post it</b>
<b>DAY 4 SALES AUDIT</b>	<b>Audit your last 3 sales conversations</b>	<b>Identify which mistakes appeared</b>	<b>Send one value-led follow-up today</b>
<b>DAY 5 SYSTEM MAP</b>	<b>Map your Attract / Nurture / Convert path</b>	<b>Run the Revenue Backward Map</b>	<b>Name your one daily non- negotiable action</b>



# YOU'VE DONE THE RESET

**IN 5 DAYS YOU'VE IDENTIFIED YOUR CONVERSION BREAK, FIXED YOUR MESSAGING, RESET YOUR CONTENT STRATEGY, REMOVED THE SALES MISTAKES, AND MAPPED A SYSTEM THAT CREATES CONSISTENT REVENUE.**

**MOST BUSINESS OWNERS SPEND MONTHS CIRCLING THESE PROBLEMS. YOU'VE JUST SOLVED ALL FIVE IN A WEEK.**

**THE 5-DAY SALES RESET GIVES YOU THE DIAGNOSIS AND THE FOUNDATION. THE NEXT STEP IS BUILDING THE FULL SYSTEM .**

**THE ONE THAT TURNS YOUR AUDIENCE INTO CONSISTENT, PREDICTABLE REVENUE AT THE £5K-£10K/MONTH LEVEL.**

## **READY TO GO DEEPER?**

### **THE DECISION TRIGGER GUIDE™**

**The 7 Seconds That Decide Every Sale And How To Own Them Understand the exact neuroscience behind every buying decision and learn how to engineer those triggers into everything you create.**

### **THE DOPAMINE CONTENT METHOD™**

**Create Content That Makes People Want To Buy Before You Pitch The complete system for building a content strategy that generates buyers, not just followers.**

### **THE CONVERSION CODE™ STARTER GUIDE**

**Fix Your Conversion Without Posting More Content Your full conversion framework, the proprietary system behind every result referenced in this guide.**

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**IF YOU'RE READY TO CREATE A BUSINESS THAT RUNS ON STRUCTURE, SYSTEMS,  
PSYCHOLOGY AND CEO-LEVEL CLARITY –  
NOT HUSTLE, PANIC, OR DAILY POSTING, THEN TSM MONEY MAKERS IS WHERE WE BUILD  
THAT REALITY.**

THE SUCCESS METHOD

# MONEY MAKERS

CLICK [HERE](#) TO BECOME A MEMBER

This is where high-level women come to:

- Create system-supported growth
- Build sustainable income
- Become the calmest version of themselves
- Design a business that runs even when they rest
- And scale in a way that feels stable, aligned, and intelligent

**EMAIL  
INFO@THESUCCESSMETHOD.COM  
FOR MORE INFORMATION**





# WHO ARE WE

**WELCOME TO THE HOUSE:  
WE ARE NOT JUST COACHES AND CONSULTANTS.**

**AT TSM BUSINESS WE ARE ARCHITECTS OF EVOLUTION, PIONEERS OF  
DISRUPTION, AND CHAMPIONS OF CREATIVITY.**

**YOUR PARTNER IN THE INDUSTRY.**

If you're looking for a one-size-fits-all solution, you're in the wrong place.  
We tailor our approach to your unique challenges, ensuring that every  
session propels you toward your vision of success.

**WHAT SETS US APART?**

**Hybrid Excellence:** Our unique hybrid approach seamlessly blends coaching and consulting, offering you a bespoke experience tailored to your specific needs. It's not just a service; it's a partnership designed to elevate you & your business to unprecedented heights.

**WHY SETTLE FOR LESS?**