



**THE  
SUCCESS  
METHOD**

**THE  
DECISION  
TRIGGER  
GUIDE**

THE 7 SECONDS THAT DECIDE EVERY SALE — AND  
HOW TO OWN THEM

ENGINEER THE EXACT MOMENT YOUR BUYER  
DECIDES TO SAY YES — BEFORE YOU'VE EVEN MADE  
THE PITCH.



# WELCOME

## **THIS GUIDE IS NOT ABOUT SELLING HARDER**

**It's about understanding the 7-second window that decides every sale and engineering it so the answer is always yes.**

**Most coaches lose the sale before they ever open their mouth.**

**Not because their offer is wrong.**

**Not because their price is too high.**

**Because in the first 7 seconds of encountering them their content, their profile, their message, their energy in a sales call, the buyer's brain makes a decision.**

**And nobody taught you how to control that decision.**

**Until now.**

**By the end of this guide you will know exactly what the brain is looking for in those 7 seconds, the 7 specific triggers that flip the decision from hesitation to yes, and how to engineer every trigger into your content, your DMs, your sales calls, and your offers.**

**This is applied neuroscience. Not theory.**

**Everything in here has a direct action attached to it.**

## **WHO THIS IS FOR**

**You're already visible. You're already showing up. People are watching, engaging, even reaching out. But the conversion isn't happening consistently.**

**You don't need more content. You need to understand what's happening in the buyer's brain at the moment of decision, and fix it.**

# THE SCIENCE

## WHY 7 SECONDS?

The brain is not a rational decision-making machine. It is a survival machine that makes rapid, subconscious judgments based on pattern recognition, emotional cues, and perceived safety.

Research across neuroscience and behavioural economics consistently shows that the initial buy or don't buy decision is made within seconds of encountering an offer or a person. Everything that comes after, the sales conversation, the objection handling, the follow-up, is the brain looking for reasons to justify or reverse that snap decision.

This means one thing for you: if you lose them in the first 7 seconds, almost nothing you do afterwards will recover the sale.

The good news? Those 7 seconds are completely engineerable. There are 7 specific triggers the brain is scanning for.

When they're present, the brain relaxes, trust is established, and the path to yes opens.

When they're missing, resistance forms, and it's almost impossible to overcome.

## THE 3 QUESTIONS THE BRAIN ASKS IN 7 SECONDS

**DO I TRUST THIS PERSON?**

**IS THIS RELEVANT TO ME RIGHT NOW?**

**IS THE NEXT STEP SAFE AND CLEAR?**

If the answer to any of these is no, or even unclear, the brain defaults to no. Not maybe. No.

Your job is to make all three answers an immediate, obvious yes.

# THE 7 DECISION TRIGGERS



These are the seven things the brain is scanning for in the first 7 seconds. Each one has a direct application. Learn all seven. Engineer all seven. Watch your conversion change.

## TRIGGER 1 – AUTHORITY SIGNAL

The brain decides if you're worth listening to before it processes what you're saying. Authority is communicated in the first impression, your profile, your language, your positioning. Generic positioning triggers doubt. Specific, confident positioning triggers trust.

## TRIGGER 2 – RELEVANCE LOCK

The brain filters out everything that isn't immediately relevant to its current pain or desire. If your message doesn't speak directly to what the buyer is experiencing right now, it gets filtered out, even if they need exactly what you're offering.

## TRIGGER 3 – SAFETY CUE

Buying feels risky. The brain is always scanning for reasons to protect itself from potential loss. Safety cues, social proof, clear guarantees, a warm tone, a low-friction next step, reduce the perceived risk and lower the barrier to yes.

## TRIGGER 4 – CLARITY PULL

Confusion kills conversion. When the brain can't quickly understand what you do, who it's for, and what happens next, it moves on. Clarity isn't just good design. It's a neurological requirement for a buying decision.

## TRIGGER 5 – DESIRE SPIKE

The brain responds to scarcity, identity, and transformation. Content and copy that paints a vivid picture of who the buyer becomes, not just what they get, creates an emotional spike that overrides analytical resistance.

## TRIGGER 6 – RECIPROCITY LOOP

When you give something genuinely valuable before asking for anything, the brain registers an obligation to return the gesture. Free content, insights, lead magnets, when done right, don't just build audience. They build buyers.

## TRIGGER 7 – MOMENTUM CUE

The brain is more likely to take action when it sees others taking action, when there's a clear and easy next step, and when the decision feels time-sensitive. Momentum isn't manipulation, it's removing the inertia that stops willing buyers from moving forward.



# **TRIGGER 1**

# **AUTHORITY**

# **SIGNAL**

The brain decides if you're credible before it hears a word you say.

# WHY IT MATTERS

Authority is not about credentials. It's about the brain's rapid pattern recognition of whether you look, sound, and feel like someone who gets results. In 7 seconds, your positioning either says "I know exactly what I'm doing and I've done this before" or it doesn't.

## WHAT WEAK AUTHORITY LOOKS LIKE

A BIO THAT DESCRIBES WHAT YOU DO INSTEAD OF THE RESULT YOU CREATE. LANGUAGE THAT HEDGES "I HELP PEOPLE KIND OF FIGURE OUT..." PRICING THAT APOLOGISES FOR ITSELF. CONTENT THAT TEACHES EVERYTHING AND POSITIONS NOTHING.

## WHAT STRONG AUTHORITY LOOKS LIKE

A BIO THAT LEADS WITH A SPECIFIC, BOLD OUTCOME. A CLEAR PROPRIETARY METHOD OR FRAMEWORK. CONFIDENT, DIRECT LANGUAGE THAT DOESN'T QUALIFY ITSELF. CONTENT THAT DEMONSTRATES EXPERTISE WITHOUT GIVING EVERYTHING AWAY.



# THE AUTHORITY AUDIT

Read your Instagram bio or website header out loud. Then ask:

Does this sound like someone who has done this many times and gets consistent results?

Or does it sound like someone who is still figuring it out? If you hesitate then you know your answer.

## WEAK

"I HELP COACHES BUILD THEIR BUSINESS AND SIGN MORE CLIENTS ONLINE."

## STRONG

"I HELP £10K-£50K FOUNDERS FIX THEIR CONVERSION USING BUYER PSYCHOLOGY AND NEUROSCIENCE-BACKED SALES SYSTEMS. 20 YEARS FORTUNE 500 SALES."

## THE DIFFERENCE

- **SPECIFIC AUDIENCE**
- **SPECIFIC METHOD**
- **SPECIFIC CREDIBILITY MARKER**

### YOUR REWRITE:

I HELP [SPECIFIC PERSON] [SPECIFIC OUTCOME] USING [SPECIFIC METHOD/EDGE].  
MY CREDIBILITY MARKER: [YEARS / BACKGROUND / RESULTS / FRAMEWORK NAME].



# **TRIGGER 2 RELEVANCE LOCK**

If they don't feel it's for them in 2 seconds, they're gone.

# WHY IT MATTERS

The brain's reticular activating system, the filter that decides what gets attention, is always scanning for personal relevance. It's not looking for interesting. It's looking for mine. The moment your content or copy feels like it could be for anyone, the brain moves on.

## THE RELEVANCE TEST

READ YOUR LAST 5 POSTS. COULD ANY OF THEM HAVE BEEN WRITTEN BY ANY COACH IN YOUR NICHE? IF YES, YOU HAVE A RELEVANCE PROBLEM. YOUR CONTENT NEEDS TO SPEAK SO SPECIFICALLY TO YOUR IDEAL BUYER THAT THEY FEEL LIKE YOU WROTE IT SITTING INSIDE THEIR HEAD.

## WHAT CREATES RELEVANCE LOCK

USING THE EXACT LANGUAGE YOUR BUYER USES TO DESCRIBE THEIR PROBLEM, NOT YOUR LANGUAGE. NAMING THE SPECIFIC STAGE THEY'RE AT RIGHT NOW, NOT A GENERAL PROBLEM. REFERENCING THE SPECIFIC FAILED ATTEMPTS THEY'VE ALREADY MADE. DESCRIBING THE SPECIFIC OUTCOME THEY WANT, NOT A GENERIC VERSION OF IT.

### RELEVANCE LOCK CONTENT FORMULA

Line 1 Name their exact situation:

"You're posting every day, getting saves and shares, and still not signing clients."

Line 2 Name why the usual fix isn't working:

"More content isn't the answer. You have a conversion problem, not a visibility problem."

Line 3 Introduce your specific reframe:

"Here's what's actually happening in your buyer's brain when they see your content, and why they're not buying."



# RELEVANCE LOCK TEMPLATE

## **WEAK**

"HEY! I LOVED YOUR POST. I HELP COACHES SIGN MORE CLIENTS — WOULD YOU BE OPEN TO A CHAT?"

## **STRONG**

"I SAW YOUR POST ABOUT [SPECIFIC THING THEY SAID]. THAT MOMENT YOU DESCRIBED, SHOWING UP CONSISTENTLY AND STILL NOT CONVERTING — THAT'S EXACTLY WHAT THE CONVERSION CODE™ IS BUILT TO FIX. WANT ME TO SEND YOU SOMETHING THAT MIGHT HELP?"

## **THE DIFFERENCE**

**YOU'VE PROVED YOU LISTENED, YOU'VE NAMED THEIR EXACT PAIN,  
AND YOU'VE POSITIONED YOUR METHOD AS THE SPECIFIC SOLUTION.**



# **TRIGGER 3**

# **SAFETY CUE**

The brain decides if you're credible before it hears a word you say.

# WHY IT MATTERS

Loss aversion is twice as powerful as the desire for gain. Before a buyer says yes, their brain is quietly running a risk assessment: What if this doesn't work? What if I waste my money? What if I look stupid for buying this? Every hesitation, every "I need to think about it," every ghost, is the brain flagging unresolved risk.

## THE 4 PERCEIVED RISKS YOUR BUYER IS FEELING

## HOW TO NEUTRALISE EACH ONE

### FINANCIAL RISK

"What if I spend this and get nothing?"

### SHOW THE SPECIFIC RETURN ON INVESTMENT

"This one shift in your bio could change every conversation you have from today."

### TIME RISK

"What if I go through this and it doesn't apply to me?"

### BE SPECIFIC ABOUT WHAT THEY GET AND HOW FAST

"20 minutes per trigger. 7 triggers. That's 2.5 hours to a completely different conversion rate."

### IDENTITY RISK

"What if buying this makes me look desperate or naive?"

### POSITION THE PURCHASE AS A SMART MOVE

"The founders with consistent £10k months aren't working harder. They understand something you don't."

### OUTCOMERISK

"What if I do everything right and still don't get results?"

### USE REAL, SPECIFIC, RELATABLE PROOF

"My client rewrote her bio on a Tuesday and had two new enquiries by Thursday."



# SAFETY CUE CHECKLIST

Add these to your offer page:

- ONE SPECIFIC, VIVID RESULT THAT FEELS ACHIEVABLE
- SOCIAL PROOF THAT MIRRORS YOUR IDEAL BUYER'S SITUATION
- A CLEAR, SIMPLE DESCRIPTION OF EXACTLY WHAT THEY GET
- A LOW-FRICTION NEXT STEP (BUY BUTTON IS OBVIOUS, CHECKOUT IS SIMPLE)
- LANGUAGE THAT NORMALISES THE PURCHASE: "THIS IS FOR YOU IF..."



# **TRIGGER 4**

# **CLARITY PULL**

Confused buyers don't buy.  
They leave.

# WHY IT MATTERS

Clarity is not just good design practice. It is a neurological requirement. When the brain encounters ambiguity, about what you do, who it's for, what happens next, or what they get, it experiences cognitive friction. Cognitive friction feels like risk.

The brain's response to risk is to retreat.

Every unnecessary word in your copy, every vague call to action, every cluttered offer page, is costing you sales.

## THE CLARITY AUDIT

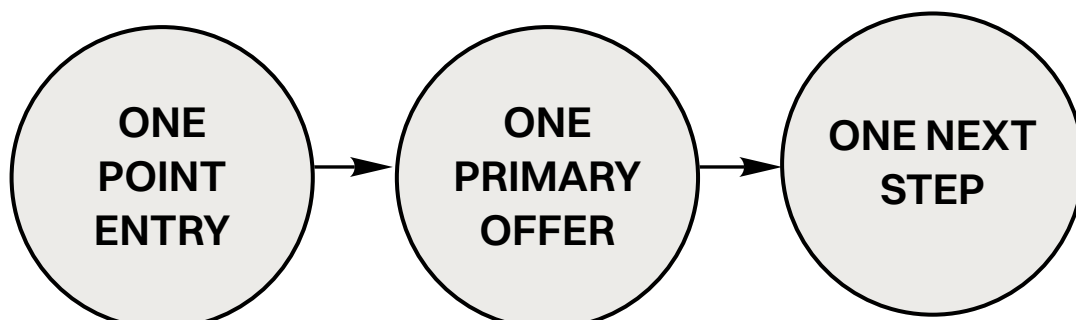
Look at your main offer page or Linktree. Then ask:

- CAN A COMPLETE STRANGER UNDERSTAND WHAT YOU DO IN UNDER 5 SECONDS?
- CAN THEY SEE IMMEDIATELY WHO IT'S FOR?
- IS THE NEXT STEP COMPLETELY OBVIOUS?
- IS THERE ONLY ONE PRIMARY ACTION YOU'RE ASKING THEM TO TAKE?

If any answer is no to any of the above, fix it before you spend another minute on content.

## THE ONE-OFFER RULE

The brain can only process one decision at a time. If you give a buyer three offers, a podcast, a free guide, a community, and a sales application on the same page, they will choose nothing. Decision fatigue is real, and it defaults to no action. Below is the clarity offer you need to focus on:





# CLARITY REWRITE EXAMPLES

## **WEAK CTA**

"FEEL FREE TO REACH OUT IF YOU'D LIKE TO KNOW MORE ABOUT HOW I CAN SUPPORT YOU ON YOUR JOURNEY."

## **STRONG CTA**

"READY TO FIX YOUR CONVERSION? DOWNLOAD THE GUIDE HERE. £27."

## **WEAK OFFER DESCRIPTION**

"A TRANSFORMATIONAL PROGRAMME TO HELP YOU STEP INTO YOUR POWER AND BUILD A BUSINESS YOU LOVE."

## **STRONG OFFER DESCRIPTION**

"A 7-TRIGGER FRAMEWORK THAT SHOWS YOU EXACTLY WHAT THE BUYER'S BRAIN IS LOOKING FOR AND HOW TO ENGINEER IT INTO EVERYTHING YOU CREATE. IMMEDIATE DOWNLOAD. 28 PAGES."



# **TRIGGER 5**

## **DESIRE**

### **SPIKE**

Logic opens the door. Desire  
walks through it.

# WHY IT MATTERS

People don't buy products. They buy versions of themselves. The brain is not motivated by features, modules, or frameworks. It is motivated by identity, the gap between who they are now and who they want to become. Content and copy that vividly paints that transformation creates an emotional spike that bypasses analytical resistance.

## THE IDENTITY GAP FORMULA

The most powerful desire trigger is not "here's what you get"  
it's "here's who you become."

**FROM**

**TO**

"I'm posting every day and nobody's buying."

"I have a content and sales system that works while I sleep."

"I'm chasing clients and discounting my prices."

"I attract premium buyers who don't negotiate."

"I'm exhausted, inconsistent, and one slow month away from quitting."

"I have predictable revenue and I know exactly what to do each day to maintain it."

# HOW TO USE THE IDENTITY GAP IN YOUR CONTENT

## FROM

Write the "FROM" in their exact words. The more specific, the more the brain goes: that's me.

## TO

Write the "TO" as a feeling, not a feature. Not "you'll have a sales system" Bbut "you'll wake up on Monday knowing exactly what to drive revenue today."

FROM	→	TO
FROM	→	TO
FROM	→	TO



# DESIRE SPIKE COPY TEMPLATE

**"IF YOU'RE [CURRENT PAINFUL SITUATION]**

**AND YOU'VE ALREADY TRIED [FAILED ATTEMPT],**

**THIS IS WHY IT HASN'T WORKED**

**AND WHAT CHANGES WHEN YOU UNDERSTAND [YOUR METHOD/FRAMWORK]."**

**Example: "If you're showing up consistently but still not converting, and you've already tried posting more, going live, and rewriting your bio , this is why none of it worked. And what changes when you understand what the buyer's brain is actually looking for."**

## THE SCARCITY RULE

**Real urgency converts. Fake urgency destroys trust. Only use scarcity if it's true.**

**LIMITED SPOTS, A CLOSING DEADLINE, A PRICE INCREASE.**

**The brain detects manufactured urgency and flags it as manipulation.**

**When that happens, the Authority Signal and Safety Cue both collapse.**



# **TRIGGER 6**

# **RECIPROCITY**

# **LOOP**

Give first. Give genuinely.  
Watch what happens.

# WHY IT MATTERS

Reciprocity is one of the most consistent and well-documented principles in behavioural psychology. When someone receives something genuinely valuable, the brain registers a social obligation to return the gesture.

This is not manipulation, it is a hardwired human response. Used correctly, it is the foundation of every successful content and lead generation strategy.

The key word is genuinely. The brain distinguishes between content that teaches something real and content that teases something real to force a sale. The first builds buyers. The second builds resentment.

## THE RECIPROCITY MISTAKE MOST COACHES MAKE


Giving watered-down content as a "taster." The brain notices when you've held back the good stuff. It doesn't feel generous, it feels like a pitch in disguise. And the reciprocity loop doesn't activate.

**GIVE YOUR BEST INSIGHT. THE REAL THING. THE BRAIN RESPONDS WITH: THIS PERSON IS GENUINELY TRYING TO HELP ME. I TRUST THEM. I WANT MORE.**



# THE RECIPROCALITY CONTENT RULE

Every free piece of content should do one of these three things:



**SOLVE A REAL  
PROBLEM  
COMPLETELY**

*and let the buyer realise  
there are more problems to  
solve*



**REFRAME  
SOMETHING THEY  
BELIEVED WAS  
TRUE**

*and make them hungry for  
the full framework*



**SHOW A RESULT SO  
SPECIFICALLY**

*that they immediately want  
to know how to replicate it*



# RECIPROCITY LOOP LEAD MAGNET FORMULA

## TITLE + PROMISE + DELIVERY + BRIDGE

NAMES A  
SPECIFIC,  
IMMEDIATE  
PROBLEM

ONE CLEAR, FAST  
OUTCOME

GENUINELY  
USEFUL, NOT A  
PDF THAT BURIES  
THE VALUE

NATURAL NEXT  
STEP TO YOUR PAID  
OFFER (NOT A  
HARD SELL, A  
LOGICAL  
CONTINUATION)

### EXAMPLE:

THIS GUIDE. YOU'VE HAD THE FULL FRAMEWORK. THE NATURAL NEXT  
STEP, IF YOU WANT TO GO FURTHER, PRESENTS ITSELF CLEARLY AT THE  
END. NO PRESSURE. JUST MOMENTUM.



# **TRIGGER 7**

# **MOMENTUM**

# **CUE**

Willing buyers still need a push. Give them one.

# WHY IT MATTERS

Inertia is the enemy of conversion. Even when a buyer wants what you're offering, the brain defaults to the path of least resistance, which is often doing nothing.

Momentum cues are the specific signals that interrupt inertia and make taking action feel easier than not taking action. This is not about pressure. It's about removing the friction between wanting and doing.

## THE 3 MOMENTUM TRIGGERS

### 01 SOCIAL PROOF IN MOTION

Seeing others buy, join, or get results creates a powerful herd instinct. The brain interprets "others are doing this" as safety and validation. Use real numbers, real names (with permission), real screenshots. Specificity converts.

### A CLEAR AND FRICTIONLESS NEXT STEP

The harder it is to buy, the less likely they are to buy. One button. One page. Minimal form fields. No confusion about what happens after they click. The brain should feel: this is so easy there's no reason not to.

### 02

### 03 GENUINE URGENCY OR LIMITATION

A real deadline, a real price increase, a real limit on capacity. The brain's loss aversion kicks in when something it wants might not be available. But only if it's true. One false scarcity claim permanently damages the Authority Signal and Safety Cue you've worked to build.

# **MOMENTUM CUE CONTENT EXAMPLES**



**"THIS IS THE MOST  
DOWNLOADED THING I'VE  
CREATED. 200+ COACHES  
USED THIS FRAMEWORK  
LAST MONTH."**

**"I ONLY TAKE 4 PRIVATE  
CLIENTS PER MONTH. TWO  
SPOTS LEFT FOR [MONTH]."**

**"THE PRICE GOES UP ON FRIDAY. SAME  
CONTENT. JUST LESS TIME TO GET IT AT  
THIS."**

**"TOOK ONE OF MY CLIENTS 20  
MINUTES TO IMPLEMENT TRIGGER 2.  
SHE HAD A NEW ENQUIRY THE SAME  
EVENING."**



# THE DAILY MOMENTUM HABIT

Post one piece of content every day that ends with a direct, single call to action.  
The brain needs to be asked. Clearly. Every single time.

## NOT

“LET ME KNOW WHAT YOU  
THINK”

“SHARE THIS IF IT HELPS”

“LIKE THIS POST IF YOU  
AGREE”

## BUT...

DOWNLOAD


DM

CLICK

BOOK

# THE 7-SECOND AUDIT

Run this on everything you create.  
Before you post, publish, or send  
anything , run it through these 7  
questions.



One question per trigger.  
Each one should get a clear yes. If any  
gets a no or a maybe, fix that before it  
goes out.

## THE 7 SECOND AUDIT

- TRIGGER 1 AUTHORITY SIGNAL**  
DOES THIS COMMUNICATE THAT I AM THE SPECIFIC EXPERT FOR THIS SPECIFIC PERSON'S SPECIFIC PROBLEM?
  
- TRIGGER 2 RELEVANCE LOCK**  
WILL MY IDEAL BUYER READ THE FIRST LINE AND THINK "THIS IS WRITTEN FOR ME, RIGHT NOW"?
  
- TRIGGER 3 SAFETY CUE**  
HAVE I REMOVED THE OBVIOUS PERCEIVED RISKS, FINANCIAL, TIME, IDENTITY, OUTCOME?
  
- TRIGGER 4 CLARITY PULL**  
IS THERE ONE CLEAR MESSAGE AND ONE CLEAR NEXT STEP AND NOTHING ELSE COMPETING FOR ATTENTION?
  
- TRIGGER 5 DESIRE SPIKE**  
HAVE I PAINTED THE IDENTITY TRANSFORMATION, NOT JUST THE FEATURES OR THE FRAMEWORK?
  
- TRIGGER 6 RECIPROCITY LOOP**  
HAVE I GIVEN SOMETHING GENUINELY VALUABLE, NOT TEASED IT, NOT WATERED IT DOWN?
  
- TRIGGER 7 MOMENTUM CUE**  
HAVE I MADE THE NEXT STEP OBVIOUS, FRICTIONLESS, AND GIVEN A REAL REASON TO TAKE IT NOW?

### SCORING YOUR CONTENT

7/7 This will convert. Publish it.

5-6/7 Strong. Fix the gaps before publishing.

3-4/7 Rewrite before it goes out. The missing triggers are costing you buyers.

Below 3 Start again using the trigger framework as your structure.

The goal is not perfection every time. The goal is making the 7-second audit a habit so that every piece of content you create is engineered to convert, not just to perform.



# THE MASTER TEMPLATE

Engineer all 7 triggers into a single  
piece of content.



# THE MASTER TEMPLATE

Use this structure for any piece of content, caption, email, sales page, DM, video script.  
Every section maps to a trigger.

## LINE 1 AUTHORITY + RELEVANCE

*(Triggers 1 & 2)*

**Name their exact situation with confident authority.**

*"If you're visible, consistent, and still not converting, this is the framework you've been missing."*

## LINE 2 SAFETY + CLARITY

*(Triggers 3 & 4)*

**Tell them exactly what they're going to get and make it feel safe and simple.**

*"7 triggers. Direct application to your content, DMs, and sales calls. 28 pages. Immediate download."*

## LINE 3 DESIRE SPIKE

*(Trigger 5)*

**Paint the identity transformation.**

*"The coaches using this aren't posting more. They're converting more, from the same audience they already have."*

## LINE 4 RECIPROCITY

*(Triggers 6)*

**Give a real insight before the ask.**

*"Here's Trigger 4, Clarity Pull, for free: every unnecessary word in your copy is costing you a sale. One message. One offer. One next step. That's it."*

## LINE 5 MOMENTUM

*(Trigger 7)*

**End with a single, direct, frictionless call to action.**

*"The full framework is £27. Link in bio. Download it today."*

# EXAMPLE: INSTAGRAM CAPTION (ALL 7 TRIGGERS)

"You're showing up every day and still not converting consistently. It's not your offer. It's not your price. It's the 7-second window you're losing before the buyer even reads your caption. [T1+T2]

The Decision Trigger Guide breaks down the exact 7 things the buyer's brain scans for the moment it encounters you and shows you how to engineer every single one. 28 pages. Apply it today. [T3+T4]

The coaches I work with who implement these triggers don't change their offer or post more content. They change what happens in the first 7 seconds and their enquiries change with it. [T5]

Trigger 3 alone, the Safety Cue, is the reason most coaches lose sales they should have won. I've included the full breakdown and a rewrite template for free inside the guide. [T6]


£27. Immediate download. Link in bio." [T7]

# YOUR 7 DECISION TRIGGERS

## A QUICK REFERENCE GUIDE

TRIGGER	WHAT IT DOES	HOW TO ENGINEER IT
<b>TRIGGER 1 AUTHORITY SIGNAL</b>	Establishes credibility before a word is read	Specific audience + specific method + specific credibility marker
<b>TRIGGER 2 RELEVANCE LOCK</b>	Makes the buyer feel it's written for them	Use their exact language, name their exact situation, reference their failed attempts
<b>TRIGGER 3 SAFETY CUE</b>	Removes perceived risk (financial, time, identity, outcome)	Specific vivid result + social proof + frictionless next step
<b>TRIGGER 4 CLARITY PULL</b>	Removes cognitive friction and confusion	One message + one offer + one CTA, nothing competing
<b>TRIGGER 5 DESIRE SPIKE</b>	Creates emotional motivation that overrides analytical resistance	Identity gap formula — from current pain to future identity
<b>TRIGGER 6 RECIPROCITY LOOP</b>	Builds trust and obligation through genuine generosity	Give your best insight completely, not a taster, the real thing
<b>TRIGGER 7 MOMENTUM CUE</b>	Converts willing buyers by removing inertia	Social proof in motion + frictionless next step + real urgency

**THE 7-SECOND RULE** Every piece of content. Every sales conversation. Every offer page. Engineer the first 7 seconds, or lose the sale before it begins.



# YOU NOW KNOW WHAT MOST COACHES NEVER FIGURE OUT

THE SALE IS NOT WON IN THE FOLLOW-UP. IT'S NOT WON IN THE SALES CALL. IT'S NOT WON BY POSTING MORE CONTENT OR LOWERING YOUR PRICE.

IT'S WON, OR LOST, IN 7 SECONDS.

YOU NOW HAVE THE FRAMEWORK, THE TEMPLATES, THE SCRIPTS, AND THE AUDIT TO ENGINEER EVERY ONE OF THOSE SECONDS DELIBERATELY.

THE COACHES WHO CONVERT CONSISTENTLY AREN'T LUCKIER, MORE CONFIDENT, OR MORE VISIBLE THAN YOU. THEY'VE JUST LEARNED TO CONTROL WHAT THE BUYER'S BRAIN EXPERIENCES IN THE MOMENT OF DECISION.

NOW YOU HAVE THAT TOO.

## IMPLEMENT THIS WEEK

DAY 1

Run the 7-Second Audit on your bio and main offer page. Fix every no.

DAY 2

Rewrite one piece of content using the Master Template.

DAY 3

Apply the Relevance Lock formula to your next DM outreach.

DAY 4

Add three Safety Cues to your next offer post.

DAY 5

Write one piece of content with all 7 triggers and post it.

ONE WEEK. SEVEN TRIGGERS. A COMPLETELY DIFFERENT CONVERSION RATE.



**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?**