

# COLD LEADS

## 1. Personal Story

Start at the beginning and think through your entire life. Write down every memory/story you can leading up to the current moment. This is just a braindump. Then go back through and start selecting ones that you can relate back to a relevant lesson. Use the prompts to jog your memory.

Can you remember a time when life/business/relationships/etc was really hard? How did you overcome?

Do you remember a time when you felt like anything was possible?

Was there ever a single conversation that had a significant impact in your life?

What's the best piece of advice someone's given you (personal or business?)

Who has had the biggest impact on your life? Can you share a specific moment that defines "why"?

What is your superpower? What is your kryptonite?

3 years ago, I was working at coffee shops, buying coffee every hour so I could keep using their WiFi.

Working 16 hour days, 7 days a week; surviving off coffee, sativa, and canned tuna.

I was trying to land my first client for my agency, and it was the roughest point of my entrepreneurial journey.

I was failing constantly, and nothing was working.

"I just need ONE sale..."

I felt desperate.. to leave my job, reach my potential, and be free.

I knew that if I just landed that FIRST client... my life would change...

But every day, I hit the point of breaking.

I vividly remember staring at my To-do list, and feeling the overwhelm consume my body.

I felt my heart contract...

my throat close up...

and tears sting my eyes.

I'd rush to the coffee shop bathroom, and just... cry.

I let myself have a few minutes, then I'd wipe my eyes, inhale, exhale, and get back to the laptop.

Back to work.

I wanted it bad.

👉 THIS... is the reason I have built two 7-figure businesses by age 24.

It wasn't a magic trick for overnight success.

It was me, being more willing to fail than ANYONE else.

I am willing to be embarrassed.

I am willing to dance with the unknown.

I am willing to lose everything.

I am willing to make mistakes.

I am willing to be rejected.

I am willing to feel pain.

I am willing to look stupid.

I am willing to look fear in the eyes... and give it a wink.

If you're like most entrepreneurs trying to hit \$10k months...

you spend 20% of your time taking action and 80% of your time over-analyzing your actions.

What if you make the wrong choice?

What if you mess up?

What if Aunt Susie thinks you look like a dipshit?

....well, WHAT if?

The world doesn't end. In fact, nobody will notice or care except YOU.

When (not IF) you fail, here's what will actually happen:

You learn. You grow. You eventually succeed.

So, start.

Whatever you are avoiding right now, do it.

The only thing standing between you and \*everything\* you want... is your insecurities.  
fuck that noise. 😏

Whether you do the right thing or the wrong thing - it's better than doing nothing.

Start messy.  
Start scared.  
Start unprepared.  
Start now.

## 2. Personal Philosophy

To show your audience your personal/business values, be more polarizing (attractive!) and what you stand for and form a connection based on those values. Use the prompts to draw out your personal beliefs and values.

Who do you NOT resonate with, why is that? Is it the same with your clients?

Who do you stand AGAINST? What are you rebelling against?

What do you want to be absurd AND normalized in 10 years?

Is there anything you really want to change in the world?

What do people find different about you?

If your best friend talked about you, what are the 3 words they would say you are? Why?

What are 3 things that are more important than anything else?

What are your deal breakers and non-negotiables?

What actions do you think make people hypocrites or out of integrity?

What do you believe that some people would find controversial?

🤔😭😱😓 How to keep working non-stop while you're going through emotional turmoil:

Don't.

The amount of times I see entrepreneurs sacrifice their mental health for deadlines & obligations... is astounding.

I get it though. You've got an ~image~ to uphold. You've gotta show up. Be consistent. Hustle. Grind. We all know that.

I used to be the #1 offender of this. I remember suppressing all of my overwhelm & stress just to plow through my to-do list.... and end almost every day with tears on my laptop keyboard.

I wish I was exaggerating. I'm not.

But here's what I've learned.

Sometimes your 'grind' doesn't have anything to do with your career.

Sometimes it's facing the fear, insecurity, hurt, trauma, and wounds.

Laying in bed all day crying.

Feeling the pain.

Releasing the trapped emotions.

Surrounding yourself with people who are gentle and loving with your soul.

Letting go of the attachments of what you 'should' be doing.

Most people think 'hustling' is the hardest part of business.... What a joke.

Slowing down and nurturing yourself is the hardest part - and for most, it feels absolutely impossible.

Right now, I've never had so many important projects on my plate. I could be working nonstop, 24/7. But... I'm not.

And part of me hates that. It says "Rachel, suck it up. You've got responsibilities. Get over it and get to work."

But that's not the voice of love.

It's the voice of judgement and fear.

Love whispers, "it's okay to take a break. You're worthy, regardless of what you get 'done'. Everything will work out perfectly for your highest good. Trust."

Sometimes it doesn't make sense, but at the end of the day....

Love is the truth.

Love is the only thing we are all craving.  
Love is what made me a millionaire.  
Love is the reason I'm here...

Not fear.

I know it's not easy to listen to the whispers of Love when the voice of Fear is yelling at you...

But I hope that today, you have the courage to do what TRULY matters... which may be nothing at all.



### 3. Lifestyle

To show the outcome of what you're offering. Lifestyle posts are essentially posts to help your audience live vicariously through you and visualize the tangible outcome they're chasing. List out the things that you do on a daily, weekly, or monthly basis. This could be morning routine, productivity habits, or leisure activities. Then, simply show your audience how you live your life.

|                                                                                    |
|------------------------------------------------------------------------------------|
| What's your morning routine?                                                       |
| What do you do to stay productive?                                                 |
| How do you relax?                                                                  |
| How do you like to spend time with your significant other?                         |
| What is your go-to leisure activity?                                               |
| What kinds media/entertainment do you consume and why do you like them?            |
| Do you travel?                                                                     |
| Are you an adrenaline junkie? Snowboarding, surfing big waves, skydiving, etc      |
| What do you have that your ideal client avatar wants?                              |
| What do you feel you worked really hard to gain?                                   |
| What do you believe you've done that you believe no one else has?                  |
| What did you never think you would have, that you have now?                        |
| What is something about your lifestyle that is an example of you walking the talk? |
| What is something you have now that you never knew you wanted?                     |

birthdayyy 🎂🥳 but make it socially isolated...

entering my 25th year, I am wishing for...

- ⚡ deep, long lasting peace + happiness.
- ⚡ stillness + relaxation; slowing down time with pure, open-hearted awareness.
- ⚡ more healing.
- ⚡ more courage to reveal more of my authentic self.
- ⚡ more ecstatic joy and wellbeing in my body.
- ⚡ clear vision to see my “blind spots” and pursue growth, especially thru discomfort.
- ⚡ more friendships bonded by radical honesty, play, integrity, and contribution.
- ⚡ orgasms (a few more neva hurt nobody) 🙌
- ⚡ an overflow of abundance + expansion for my OCA student community / team.
- ⚡ infusion of FUN into every project I spearhead.
- ⚡ more puppies to pet.
- ⚡ to become a presence of unconditional love & patience.

On the slides 👉 I've written out my core values of my 25th year.

Love. Truth. Fun. Creation.

And so it is 💖🌟🌈🧑

P.S. as a b-day gift to YOU... I'm giving away my Instagram Story Sales course (\$497 value) for free. It's available for a limited time, so get chur access via the link in my bio.

👉 love you-

RAYRAY xx

## 4. Social Proof

To show your audience that other people know, like, and trust you and have gotten results. Take screenshots, ask for testimonials, share stories of how you've helped others & yourself. Anything is fair game! Including - especially - YOUR personal results. This post type exists to show your community that other people are gaining value from what you share/teach. Ask your audience for testimonials on your free content. For example, a quick testimonial on how your live video was useful for them. To show that everyone in your niche is working with you Celebrate new people signing on, and advertise that spots are running out. (ex. "Only 6 spots left!")

|                                                                |
|----------------------------------------------------------------|
| What client got amazing results / breakthrough this week?      |
| What was the most touching thing a client has shared with you? |

|                                                                                  |
|----------------------------------------------------------------------------------|
| How many spots are left in your books for this month?                            |
| Are you taking new clients? Why or why not?                                      |
| What is YOUR personal story of success? How do you help others achieve the same? |

216. 🦋

Before the final night of OCA enrollment, we sold out of seats — and now, we mentor 216 brave souls by guiding, supporting, and encouraging for 90 days.

For any coach reading this, you understand the divine honor and privilege to facilitate deep transformative work.

And doing this for 216 individuals?

I'm lost for words.

I started with 5 students... phew.

All I can say is thank you.

Thank you to my team who believes in me.

Thank you to the students who said yes.

Thank you to the students who said no.

Thank you to my friends who reflect my gifts and blindspots to me.

Thank you to those who dislike me, I understand I'm not for everyone.

Thank you to my partner who loves me into greater levels of courage and expansion.

Thank you to the universe for giving me the exact experience I need, to expand my level of consciousness— and showing me where I have more room to grow.

And thank you to myself.

For being brave and strong. For inviting the full spectrum of the human experience. For holding space with open-hearted awareness. For exploring the edges of “possible” and never fucking settling for a bland existence.

For evolving at any cost.

This isn't just a "job" or "career" to me. As corny as it sounds, I didn't search for this calling. This is a calling that found me.

On the surface I'm a "business mentor" who speaks about marketing & sales... it's good shit, and we need to know these things...

But on the inside, I am committed to seeing a world that is united by truth, harmony, love, prosperity, authenticity, freedom of expression, FUN....

and I believe the coaching industry can play a massive role in bringing this vision into reality.

So that's my secret agenda, in case anyone was wondering. 😊

....that's all.

Just a big warm hug to the humans on this earth who are on the same mission.

We are on the same team.

We are in this together. (And thank you [@nikreese](#) for recording this video.. first time I've cried publicly; a very special moment for me.)

## WARM LEADS

### 1. Value / Lessons

In order to write this post, you need to know where your audience wants to go. The idea here is to show the high-level outline of the journey they're on. Write down the outcome your audience wants, and write down the 4-5 "stages" someone must go through to get there. AKA, your ICA Intelligence Map. To write about this in a different way, think about the outcome your audience wants in terms the emotional, financial, or social benefits.

|                                                                               |
|-------------------------------------------------------------------------------|
| What are the steps someone must take to get to where you are?                 |
| What specific lessons have you learned that you can share?                    |
| What do you know now that you wish you knew at the beginning of your journey? |
| When did life whoop your ass? What did you learn from it?                     |



What are the most common questions you receive from your ideal clients?

What are the most common objections you receive from your ideal clients?

What was your most expensive lesson?

## ☀️ 5 Mindset Shifts You NEED in Order to Have \$10k Months. ✨🌟

Duuuuude holy sheeet- I wish I had this list when I was struggling to get my first few clients, writing “10k months” on my vision board.

In my entrepreneurial journey, I’ve learned a lot - the HARD way - and I’m grateful for that. Because now, as a business mentor, I get the opportunity to identify and resolve these mindset traps before they sabotage my student’s progress.

### 1 Messy Action > Perfection.

Trying to make things perfect is literally a waste of time; your logo, your website, your audience size, your “branding”, etc — does NOT matter right now. Move fast. Break things. Stop giving a fuck, just get it done.

### 2 SHINE, Unapologetically.

You’re stepping outside the lines and claiming your position as a leader & creator. This will trigger people. Remember that when someone says “you can’t”, they really mean to say “I can’t.” Just watch... sooner or later they’ll ask how you did it.

### 3 Don’t Fall for the Shiny Objects.

Do not launch a new product every time you feel “inspired”. Do not start a cheap membership subscription site (OR an apparel line). You need to stay focused on mastering & scaling ONE leveraged offer; otherwise you’ll be launching for the rest of your life (gross).

### 4 Create a Leveraged Business Model.

You can sell a \$50 service to 200 people per month, or you can sell a \$2,000 service to 5 people per month. Guess what? They’re equally as difficult (or easy) to sell. Choose an offer that will give you more money, time, and energy; one that will have you strip naked and dance through the street every time you make a sale. 😊

### 5 Only Listen to Your Ideal Clients, Your Mentors, and Your Soul.

The only people who can give “constructive criticism” are people who have actually CONSTRUCTED SOME SHIT. Nom sayin?? Don’t take advice from unqualified sources. Trust your self, get a mentor, and optimize your offer according to your client’s needs.

That’s it. I hope this helps someone. 🙏

If you could go back in time to when you started this “entrepreneurship” thang, what advice would you give yourself? 🤔

## 2. Training

Again, keep the outcome in mind. For example, if they're just starting in fitness/health and want to lose 50 lbs, your training posts would be how to get to certain milestones in that journey (for example, deciding on an avatar). Take 1 piece of someone's journey and break it down into the smallest components. Create a piece of content that shows the series of actions someone must take to complete the objective you're teaching them.

What are the top things your ideal client is currently doing wrong?

How can they fix a daily issue they constantly encounter?

What is a high-level overview of how they can achieve an important or sexxyyyy result?

What's something your ICA can implement right now and see immediate results with?

What are 5 things your ICA should stop & start doing?

🌺🌈🌴 MINI-TRAINING: How I Made \$300,000 in 30 Days.. From My Instagram Stories. ✨💰

👉 Welp guys, looks like all my cringey dancing videos paid off. 🤔

In all seriousness, I get asked every day, “how can I be interesting enough on Stories? How do I boost my views? How can I sell on Stories?”

And when [@bossbabe.inc](#) interviewed me for their podcast, I was asked \*HOW tha fuhhhk\* I’ve been able to generate massive launches through my IG stories.

So, I present to you... my top 3 insta story secrets:

1- DIRECT RESPONSE COPYWRITING. 📝 This skillset is the main reason I’m able to generate millions from whatever social network I’m on. Writing compelling copy and developing your communication skills is imperative to building trust & desire from your audience. (If I could only choose 1 skill to have forever.. this would be it.)

2- POLARIZATION. 🗡️ Whatever part of your personality you're hiding... let it out. People don't want dry-ass information that they could find on google. They want YOUR unique style, flair, and authentic voice. Let your freak flag fly. Be weird. Be polarizing. Be yourself.

3- HABITUAL PRESENCE. 📺 Creating instagram stories are as important to me as eating breakfast. I might forget to eat sometimes, but you'll never catch me forgetting to IG story 😎 wow that sounds super fucked up. LOLLL ANYWAYYY... make your social media presence a habit, not something to check off the to-do list. This is the easiest way to achieve consistency; and with IG stories, consistency is literally the name of the game.

All dis 👉 explains the foundation of my Insta Story theories.

Note that nothing I do is based on the "algorithm" (cue: GIANT fuggin eye roll) — and if your focus is on the algo, stop wasting your time.

Everything I do is based on human behavior, consumer psychology, and the immutable laws of marketing.

Not shiny objects or insta-guru clickbait. 🧐 The skillsets // philosophies that stand the test of time are the only ones I believe in.

Would you guys like more Instagram mini-trainings like this? 🤔

### 3. Pain / Problem

List the top 5 problems your avatar has. There are several ways you can talk about a pain/problem. You can list out the pain points as part of your personal story, and how you overcame. You can list the problem and then present the solution. You can write out a painful story that your audience can resonate with and use it as a way to assure them that they're not alone.

|                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| How can you switch the frame to talk about the problem in a different way?                                                                                                                                        |
| How would you describe how your ICA *feels*? Can you articulate the way they feel better than they can?                                                                                                           |
| Think about yourself in relationship to your avatar. What is the common denominator? Do you share the same pain, desire, or gift? If so, what specific experience can you share that connects you to your avatar? |
| How did you overcome your pain, obstacles to your desire, or accepting your gifts? What fires did you have to walk through?                                                                                       |

Perfectionists & Procrastinators.... It's hard to be you.

You're the over-achiever on paper.

Everyone is proud of you.

Seems like you've got your shit together...

But deep down, you know you could be doing SO much more.

Because behind closed doors, you're trapped in an embarrassing cycle of self-sabotage.

A cycle where you're good, but never good enough.

You're meeting your deadlines... just barely.

You're working all the time... but never getting anything "done".

You have big goals, but spiral into overwhelm at the drop of a hat.

You ask yourself,

"why haven't I gotten anything done? Why can't I just focus? What's wrong with me?"

But secretly, you know exactly what's going on.

You soothe yourself with harmless distractions...

until it becomes a suffocating pattern of avoidance.

Avoidance of making a mistake.

Avoidance of looking stupid.

Avoidance of failure.

Avoidance of the possibility that... you're not good enough.

Smart enough. Fast enough. Pretty enough. Funny enough. Interesting enough.

You only want to be seen under perfect conditions... and It feels like a mental prison.

I get it.

In fact, I've battled this for most of my life.

And here's what I've learned.

You, being perfect, is NOT what anyone wants.

Most importantly, it's not even what YOU want.

You want to be loved for who you Are... not what you Do.

And you probably had to be 'perfect' and do everything 'right' to earn the love of others in the past..

That's ok.

Perfectionism is your survival system.

But if you truly want to impact the world, reach your dreams, help others, and achieve your full potential....

Survival is not enough for you.

So...

Start messy.

Show us what you've got.

Move with speed and purpose.

Be brave enough to share yourself NOW.

Because the beauty of you is not where you are perfect... It is where you are fearless. 🦋✨

## 4. Social Proof

Again, you'll notice Social Proof is here. It's ALWAYS HERE! It is relevant to build trust in any category of a potential client's journey. Use it. To recap.....This is to show your audience that other people know, like, and trust you and have gotten results. Take screenshots, ask for testimonials, share stories of how you've helped others & yourself. Anything is fair game! Including - especially - YOUR personal results. This post type exists to show your community that other people are gaining value from what you share/teach. Ask your audience for testimonials on your free content. For example, a quick testimonial on how your live video was useful for them. To show that everyone in your niche is working with you. Celebrate new people signing on, and advertise that spots are running out. (ex. "Only 6 spots left!")

|                                                                |
|----------------------------------------------------------------|
| What client got amazing results / breakthrough this week?      |
| What was the most touching thing a client has shared with you? |

|                                                                                  |
|----------------------------------------------------------------------------------|
| How many spots are left in your books for this month?                            |
| Are you taking new clients? Why or why not?                                      |
| What is YOUR personal story of success? How do you help others achieve the same? |

## HOT LEADS

### 1. Solution / Vision

This is when you flex your solution! Shamelessly talk about your service and talk about it like it's your favorite pair of Lululemon leggings. This is a moment where you need to describe your program in detail, and sell your audience on how GOOD it feels to join. This is also to reveal that you have a paid solution to your audience's problem as well as to demonstrate what life can be like when the problem is solved.

|                                                            |
|------------------------------------------------------------|
| What is the service that you sell?                         |
| How does that service work?                                |
| What is life like after the "magical transformation"       |
| Format: "x" things you should know about "service/program" |
| Format: "x" ways your life will be after                   |
| Format: "How you can work with me"                         |
| Compare against other options (not competition specific)   |

Show me someone who cares about STUDENT RESULTS more than I do.

Other people can talk a big game about caring, but can they prove it?

I can. I will. And I will never stop proving it. Because you deserve to be mentored by someone who gives a fuck about you, your family, and your future.

👉 In the last round of Online Coach Accelerator, 90% of my students were able to get clients & put money in the bank.

👉 And in the past 6 months, we've helped 7 coaches get their first \$10k-30k months (and probably more than I don't know about).

These results are unheard of.

This happens because I've spent over 320+ hours coaching in the past 6 months. I have never taken a day off from solving their problems.

Other business coaches have no idea how I am able to do this. They ask me "don't you get tired of coaching so many people?"

No. I was made for this.

My students' results are my North Star.

Everything else is a distraction from my mission: to help online coaches go FULL TIME doing what they love, so they can make the world a healthier, happier place.

I would die for this mission, because I KNOW how it feels to be YOU.

- ✓ I didn't start out as an "influencer".
- ✓ I know how it feels to see \$28.50 in my bank account.
- ✓ I know how it feels to be a "nobody", but have big dreams to help people.
- ✓ I know how it feels to struggle for YEARS before getting my first client.
- ✓ I know how it feels to max out your credit card & borrow money from family, looking for answers.

I came from the trenches and have built a 7-figure (REAL) business without ever running a single ad.

All I care about is helping you do the same thing.

I will do everything in my power to make my students' dreams come true, and I eagerly await the day someone tries to stop me.

So here's the deal. Maybe you want to join OCA, but the leap is making you scared shitless. I feel you.

But whoever you are, and wherever you come from, I can promise you this:

Online Coach Accelerator will be the best decision you ever make.

I will catch you when you leap.

I will show you what you're made of.

I will call you out on your bullshit.

I will not let you walk away without a plan.

I got you. 🦋

## 2. Process / Method

This is where you outline your entire service / coaching process and demonstrate that you have a proven, step by step system for results.

|                                                                      |
|----------------------------------------------------------------------|
| Step by Step on how to get a specific desired result                 |
| How did you discover / invent your methodology?                      |
| How it works in each step, expanding on each “step” as it’s own post |

Sup beautiful hoomans! 🙌 RayRay here bringing you an opportunity..

If you want to...

- ✓ Make \$10k+/mo doing what you LOVE, helping others, and living in total abundance
- ✓ Attract high-paying clients who can’t wait to work with you - just by posting on social media
- ✓ Get paid premium prices for your coaching, w/o fear of rejection or pressure to charge less
- ✓ Become the GO-TO expert in your niche, easily outshining even established “gurus”
- ✓ Set your own hours, travel the world, quit your job, and do absolutely WHATEVAH you want

...then you’ll be happy to know that the Online Coach Accelerator is open and taking new students NOW!

OCA is my 90-day, step-by-step course that teaches online coaches start and grow their business to 6 figures - and beyond.

If you’re a great coach BUT you don’t know how to grow an audience, position yourself as an expert, market your services, and sell to potential clients, OCA will help.

In 12 weeks, you will get the knowledge, the skills, and the guidance you need to:

- ✓ Craft your irresistible offer that attracts your IDEAL CLIENTS
- ✓ Create influential content that SELLS on social media
- ✓ Build a wildly profitable audience and a REAL community
- ✓ Sell your services with CONFIDENCE and authenticity

Plus, there’s homework! in a good way 😊

Every week, you’ll do an assignment that directly helps to build and grow your online coaching business. After 90 days, you’ll have a full SYSTEM set up to attract ideal clients and close sales with ease.



You don't need an existing audience, industry connections, or paid advertising to make OCA work. Simply show up, trust the process, do the work - and you'll get all the tools you need. ⚡

Any time you need help, we'll support you with LIVE Q&A sessions 3x/week - and customized coaching ANY time you need it.

Maybe you're just starting your business journey as an online coach... OR maybe you've been busting your buns for so long that finally making progress seems impossible. Either way, I'm giving you the blueprint you need to make those big dreams come true.

Do you want in?

Then check the link in my bio to learn more about OCA and apply, baybeeee 🌈✨❤️

### 3. Call to Action

In this post, invite your audience to express interest by either "liking", commenting a specific word, responding to you, signing up, messaging you... etc

What are you offering & what is the exact step for someone to express interest?

Give a specific word, emoji, or action for someone to indicate their interest so you know exactly who to reach out to, and how to keep the flow going.

Example: "Want my new copywriting training for free? Comment "COPY" and I will Dm you with the private link". This builds engagement AND allows you to move more leads into the "hot leads" category.

Want me to mentor you 1:1 for FREE — on my podcast? 🎧🌈✨

I'm looking for an online coach who is ready to spend 1 hour with me. You'll get 1:1 mentorship to eliminate mindset blocks & move forward powerfully in your biznazzz. Best of all... you'll be a special guest on Payday With Rayray.

Who wants it? 🧑🌈⚡

If you are selected as the winner, we will hop on Zoom 🌟 tomorrow at 2pm PST, 🌟 and dive into a signature Rayray 1:1 coaching session.

—

To enter yourself in the running, simply tell me in the comments:

🌸 How long have you been coaching & how many clients do you have? (If you're starting at zero, totally cool!)

🌻 What do you feel are the top 3 barriers / limiting beliefs / mindsets BLOCKING your progress?

🌺 How would your life change if you were FREE from these blockages?

—

For those of you listening, you'll get clear insight and a BTS look into my coaching style \*in action\*. You'll not only witness the material being taught... but HOW I'm teaching it:

- ✓ how much talking vs. listening is occurring
- ✓ what inquiries I'm making to surface deeper answers
- ✓ what I say and \*how\* it is communicated
- ✓ how to guide and direct the conversation

I'll be selecting a winner tonight at 9pm PST, so make sure you are ready to hop on our interview tomorrow and get dat sweet sweet 1:1 mentorship time.

🌟 COMMENT THE 3 STEPS 🌟 — let's unleash your inner power and get back on track. 🙌 [ announcing a winner 9/14 - today - at 9pm PST ]

## 4. Social Proof

Again, you'll notice Social Proof is here. It's ALWAYS HERE! It is relevant to build trust in any category of a potential client's journey. Use it. To recap.....This is to show your audience that other people know, like, and trust you and have gotten results. Take screenshots, ask for testimonials, share stories of how you've helped others & yourself. Anything is fair game! Including - especially - YOUR personal results. This post type exists to show your community that other people are gaining value from what you share/teach. Ask your audience for testimonials on your free content. For example, a quick testimonial on how your live video was useful for them. To show that everyone in your niche is working with you. Celebrate new people signing on, and advertise that spots are running out. (ex. "Only 6 spots left!")

|                                                                                  |
|----------------------------------------------------------------------------------|
| What client got amazing results / breakthrough this week?                        |
| What was the most touching thing a client has shared with you?                   |
| How many spots are left in your books for this month?                            |
| Are you taking new clients? Why or why not?                                      |
| What is YOUR personal story of success? How do you help others achieve the same? |