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How It All Started... My Story

When I launched my coaching business, there was hype about new coaches earning 6 and 7 figures.

Also, Coaching schools described the industry as worth billions of dollars and booming.

So, I expected to:

- Immediately get dozens of premium clients.
- Replace my income from my previous career.
- Offering free sessions would attract paying clients.

The reality was the complete opposite:

- I had a few clients and referrals.
- I burned my savings to pay the bills.
- I made three thousand dollars in the first 18 months (\$166 a month).
- Offering free sessions drained my energy and consumed me.

I was disappointed, frustrated, and financially pressured.

I almost gave up on coaching.

However, everything changed for the better after I implemented the 5-step system that I'll show you in this guide.

The Five-Step System to Enroll Your First Coaching Client

1. Choose ONE Viable Audience

Your audience is the backbone of your coaching business.

Choosing the right audience can make building a successful business smoother.

However, picking the wrong audience can lead to frustration and failure.

That's why it's crucial to choose a viable audience.

What are the criteria of a viable audience?

- **Identifiable Name:** The group has a clear label, making it easy to search for and connect with them (e.g., Accountant, coach, writer..)
- **Familiarity and Access:** You know this group well and can easily reach them
- **Community Presence:** They hang out together as a group, either in person or online
- **Purchasing Power:** They value coaching and have the financial capacity to invest in your services.

Common Mistakes to Avoid:

- **Too Broad:** Terms like “people,” “professionals,” or “individuals” are not viable audiences. These groups are too generic, making them difficult to target.
- **Not Profitable:** Groups like “full-time stay-at-home moms,” “divorcees,” “empty nesters,” “retirees,” or “students” may sound specific but often lack the profitability needed for a sustainable coaching business.

Now, it's your turn,

Your viable audience is:

2. Create a High-Ticket Offer Your Clients Actually Want.

There are two types of problems you can solve for clients:

The 1st type: Annoying problems.

These are uncomfortable problems that make their life a bit hard.

Examples:

- Procrastination.
- Emotional regulation.
- Eliminate limiting beliefs.

Clients might read a book or take a course to fix these, but they will NOT invest in high-ticket offers.

Solving annoying problems will make you little money, and you'll have trouble getting clients.

The 2nd type: URGENT problems.

These are high-stakes, consuming problems that keep clients up at night.

Examples:

- Saving a broken marriage from divorce.
- Helping single ladies above 35 years old find their soulmate.

See,

Urgent problems are deeply personal, emotionally charged, and require immediate solutions. When you solve these, attracting clients will be much easier, and they will be happy to invest in your high-ticket offers.

Now, it's your turn, the urgent problem you solve:

3. Create a Client-Generating Online Presence

Do you need a website as a coach?

Short answer is NO. An optimized LinkedIn profile is enough.

However, if you insist on a website, keep it under \$150/year.

For new coaches, LinkedIn offers far greater potential for client generation.

Why LinkedIn?

- **Massive Reach:** 300 million active users; 40% visit daily. (*CoachingFederation.org*).
- **Low Competition:** Only 1% of them create content, making it easy to stand out.
- **High Lead-Generation Effectiveness:** 277% better for lead gen than Facebook or Twitter. (*CoachingFederation.org*).
- **Ideal Client Base:** The average user earns \$47k+ annually, perfect for high-ticket offers. (*Financeonline.com*).

To succeed, your profile must speak directly to your audience so they know exactly how you help. Here's how:

1. Write a Compelling Headline

Example:

I help [target audience] solve [urgent problem] using [specific service].

2. Use a Professional Photo and Banner

Ensure your photo and banner are high-quality (Use free platform, like Canva.com.)

3. Craft a Value-Driven About Section

Structure it like this:

- **WHAT I DO:**
I help [target audience] achieve [results] using [specific service].
- **HOW IT WORKS:**
I'll show you how to [three main benefits you provide].
- **MY SERVICES:**
1-on-1 coaching, group coaching, courses, etc.
- **MY MISSION:**
Why you're passionate about what you do.
- **WHAT MAKES ME UNIQUE:**
Your qualifications, certifications, talents, or expertise.
- **TESTIMONIALS (Optional):**
Showcase client success stories or feedback.
- **CALL TO ACTION:**
DM me, call me, or email me to start your journey.

Now, it's your turn, your headline is (I help [target audience] solve [urgent problem] using [specific service]).

4. Create a Solid Content Strategy

Content builds trust and positions you as an authority. However, without a strategy, effort is wasted.

Focus on these three types:

1. **Educational Posts:**
Share tips and insights that highlight your expertise and provide value.

2. **Storytelling:** Share relatable stories—yours or clients’—to build emotional connections.
3. **Sales Posts:** Clearly communicate your offer and invite your audience to work with you.

How to Create a Content Plan

If you aim to post three times a week, do this:

- Monday: Educational post.
- Wednesday: Storytelling post.
- Friday: Sales post.

This structure keeps your content balanced, engaging, and results-driven.

5. Build a Client-Acquisition System

A strong system ensures a steady flow of leads. Follow these money-making activities:

Connect with ideal clients

Add 5-20 ideal clients to your network *daily*, so they start consuming your content and building trust with you. Don't pitch-slap them. Stay friendly and professional.

Build Rapport

- **Identify Active Prospects:** Find three ideal clients who frequently post.
- **Engage with Intent:** Comment on their posts. Be supportive, validate their perspective, or ask a genuine question.

Doing this before you send a connection request or DM makes your name familiar, significantly increasing your acceptance and reply rates.

Start Direct Conversations (DMs)

- **Welcome:** Send a quick note immediately after they connect.
- **Celebrate:** Reach out for promotions or anniversaries.
- **Admire:** Mention a specific achievement or post you liked.
- **Rule:** Keep it short, personal, and pitch-free. The goal is a reply, not a sale.

Create a Lead magnet

A lead magnet is a free resource (PDF, eBook, training) solving a significant problem.

Important: Make your lead magnet highly valuable and specific. Avoid vague topics like “5 Tips to Be Happy.” PLEASE, okay? 😊

Note: Position the lead magnet to solve their first problem completely. Once solved, it will naturally lead them to the next problem, covered by your primary offer.

Offer the Lead magnet:

Offer this resource to new connections via DM. Set a number to this activity, say five offers a day. Use the messaging template below:

Hi [First Name]!

I just created a free [PDF/training] called [Name], and I think you'll find it super helpful.

It's all about [#1 Result your PDF will give them], with practical steps you can use immediately.

If you'd like to check it out, reply "YES," and I'll send it to you.

If you're not interested, no problem at all! Chat soon :)

Follow Up Consistently

Reach out to people who downloaded your lead magnet. Invite them to a discovery call to discuss their goals and show how your offer can help them achieve results.

Why Does This System Work?

It's a number game, trust me.

>> **If you add 10 new connections/day**, that's 50 connections weekly and 200 connections monthly.

>> **If you offer the lead magnet 5 times a day**, that's 25 offers weekly and 100 offers monthly.

>> **If only 10% were interested** and jumped on a discovery call with you, that's 10 potential clients a month.

>> **If you close only 10% of them**, you'll enroll your first client in 30 days or less.

>> **Follow this for three months**, and you won't just enroll 3 clients—you'll build momentum for more!

Amazing, right?

This system is simple, doable, and delivers results.

Building trust, offering value, and following up are the pillars of a thriving business.

Let's recap the five key steps to enrolling your first coaching clients:

1. **Pick ONE Viable Audience**
2. **Create ONE Offer** that Solves One Urgent Problem.
3. **Build a Client-Generating Presence:** Optimize your LinkedIn profile.
4. **Create a Content Strategy:** Share posts that sell, educate, & build trust.
5. **Build a Client-Acquisition System:** Set up the money-making activities that streamline the client-acquisition process.

Ready for Personalized Guidance?

Now, if you want more help applying each step, like

- How to pick a niche and ensure its profitability.
- How to find an urgent problem your clients are willing to pay top dollar for your solution.
- How to create an irresistible offer, and what to include in it.
- How to write a compelling LinkedIn profile that turns viewers into leads.
- How to create a solid content strategy and system that helps you streamline your content creation process.
- How to create the lead magnet and automate the client acquisition process.

If this sounds like your need, I invite you to join my "Your First Coaching Clients Accelerator."

A 1-on-1 program where I personally guide you to launch and sign clients faster.

Interested? [Book a free strategy call now.](#)

It's a no-pressure chat to explore how we can guarantee your first clients.

But don't take my word for it, see what coaches just like you said:



Viraj Samarasekera · 1st

I Help Tech Leaders Recover from Burnout without sacrificing performance or their team | Tech Leader Coach

December 24, 2025, Viraj was Mohammad's client

All LinkedIn members On

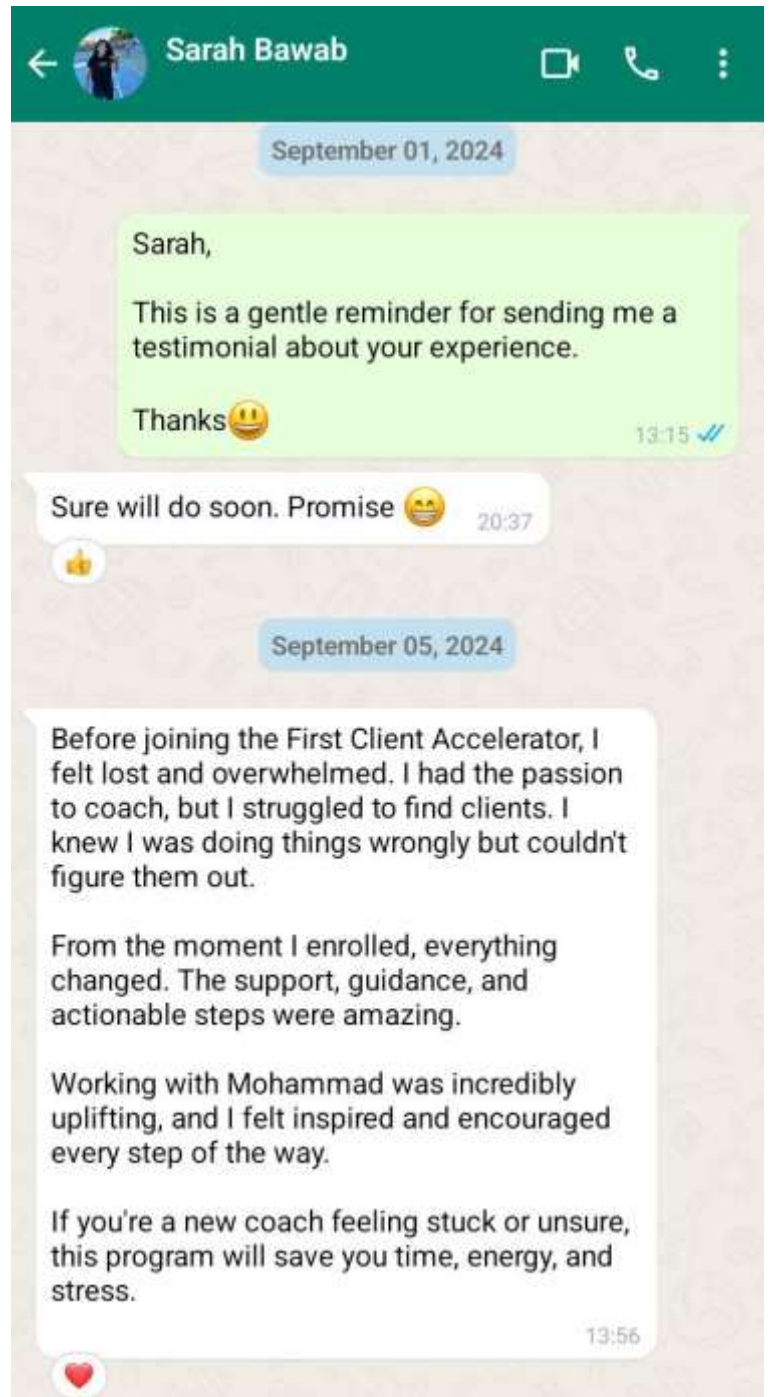
For over three years, I struggled to build a sustainable coaching practice. While I was able to get potential clients onto an initial call, I found it nearly impossible to convert them into long-term paying clients. I was stuck in a cycle of experimentation without any clear direction.

Working with Mohammad AlKhalailah completely shifted my perspective. Through his unique approach to "niching down," I identified my ideal market: "Burnout Tech Leaders". This resonated deeply with me because of my own background in the tech industry and my personal journey of recovering from burnout.

Mohammad's program provides "simple, automated systems" for product creation and marketing that are perfect for coaches who aren't tech-savvy or marketing experts.

Today, my confidence and hope have increased tenfold; I no longer worry about where my next lead is coming from, allowing me to focus entirely on delivering life-changing coaching.

If you are a coach who feels overwhelmed by the "business" side of coaching or doubts your ability to attract high-value clients, Mohammad is the partner you need.



If you're ready to stop guessing and want clear, step-by-step mentorship tailored to you, [book a free strategy call now.](#)