

# IM Coaching Guide PDF Outline

by Kevin Fahey

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# Chapter 1: Introduction

First off, I would like to thank you for purchasing this guide and before we dig into the content I want to share a few things about me and provide you with an outline of what's included in this guide.

If you have ever checked out any of my videos you might have picked up on the accent and recognize that I'm originally from Ireland. At 18 years old I moved to the island of Mallorca in Spain, which has been the base of my operations for the past 13 years. As teen my aspiration was to travel the world and somehow get paid for doing it. After several years of adventuring in Central & South America and across Europe, I decided to settle, at least for a couple of years, back on the beautiful Balearic Island.

I enjoyed school when I was younger but as a “money making” teen I decided that academia was not really for me. After finishing my Junior Certificate I realized I was able to make more money in a summer job than some people were making in full-time jobs. There was no way was I going back to pocket money so I travelled and worked.

Now there's a special reason I mentioned all of that. You can see that I don't have a high level of education, a college degree or masters.

Bummer right? Life's not looking to good?

Well no, because personally I think life is great and I you'll begin to understand why shortly.

In 2007 I started my online ventures and by 2008 I was already starting to take things seriously. My income was beginning to grow from \$1,500 per month to \$10,000 per month, all in the space of 3 short months. For about 2 years I spent a lot of time travelling, living in up in 5 star hotels and pretty much having the time of my life.

If anyone of you knew me back in 2009 to 2012 you would know that my business was mainly focused on providing traffic for marketers and promoting pretty much any affiliate offer that would make me commission. It's a business model which lets you earn and feel proud that you are providing a valuable service.

The only issue with this particular business model, for me anyway, was finding ways to scale my business above \$10,000 per month. The initial growth speed of my business made me hungry for more so I kept aiming higher and higher. Trust me it's a natural feeling for all marketers and entrepreneurs.

With this particular model I knew it would not be possible to scale to \$25,000 and I knew there must be a way I could be helping more people. The enjoyment of solving someone's problem is amazing. Knowing what you've done is going to have massive impact on their life and you're getting paid for it, makes it all the better.

Many people who try to start an online business struggle for years before getting to 5 figures per month and in many ways I was no different. But with a determined heart it is not impossible. You see, with the resources we have available on the Internet today, for free, anyone can become an expert. And it doesn't take

months or years of training, just a few weeks of your time, if not just a few days.

So I used these tools and I became an expert and soon felt humbled by 6 and 7 figure marketers, whom I really looked up to, who would comment with things like “I’m charging too little for my services”.

So what was I offering?

Just a simple funnel design service using PLR products and a one hour Skype consultation call. I would charge \$400 to build a squeeze page, a one-time offer and a download page. I would include a welcome email and also include 100 leads which I would mail to my list. People loved the service and were delighted that I was always honest, upfront and as helpful as possible. There were immediate upsells and a successful funnel and although at this stage I didn’t really plan it out as a funnel due to my lack of experience, I guess all the pieces fitted together.

Those who purchased one funnel design would come back and purchase 3 more for \$1,000. After that customers would come back and purchase traffic from me and to top it off, I would promote popular list building training products and software to earn more commission.

To build my lists I would use any and every free and paid traffic source I could find. I was testing everything. And it worked because my lists grew fast. My squeeze page was giving away a 12 page PDF report which included links to my services, list building software and various other products. This is exactly what you call a marketing funnel.

Pretty simple and straightforward and it's clearly profitable. But, if you've read my report "Solo Ad Escape" you'll understand why I left this particular business model.

This report was included as a bonus for IM Coaching Guide. You can download inside the member's area here:

<https://imcoachingguide.com/members/>

My own first product launch was for a \$97 one-time fee, semi-automated, list building software which generated \$33,000 in the first 90 days. This was mostly down to my own marketing efforts and the use of the enormous lists I had built over the years. Again it was a success, although at this stage product creation and affiliate attraction were completely new to me.

In 2011 I partnered up with the internet marketer Jesse Regan and launched a much more advanced list building software. We sold the product directly using our own sales page for a monthly fee of \$97 and sold lifetime packages at \$997 via live webinars.

This led to another very well crafted coaching funnel which generated over \$100,000 in the next 12 months.

So, I'd finally found a way to scale my business by entering the world of coaching and in this guide I'm going to teach you how to do the same.

I will use the first 5 chapters to explain in detail how I was able to generate high profits with coaching and I will clarify in the final chapters how you can apply my methods to your own coaching program.

## Chapter 2: First Coaching Programs

In this chapter I'd like to tell you about the coaching programs I sold before 2014 and a little bit more about my JV partnership with Jesse Regan.

As I mentioned in the previous chapter we generated profits well over 100k together by using coaching funnels. We tested lots of approaches, most of which actually worked and we learned a lot about our current email list, pricing and delivering content. Please note that everything I mention here can be used to create your own coaching program. I often refer back to everything we did in 2011 to bring in more clients and have, in all honesty, evolved or adapted it to my current 2016 coaching program.

There are 5 funnel approaches we used and I'm going to try and give you a better understanding of each. These methods are:

1. New Customer > Coaching Call App > \$1,000 or \$5,000 Reseller Program
2. Email Traffic (our list or Solo Ads) > Webinar > \$997 or coaching app.
3. Tim Bekkers' Clickbank Launch (Backend offer) > Webinar \$1,000 program
4. Skype Message to 50 customers > \$1,000 program (\$12,979 in sales in 48 hours)
5. \$30 WSO > paid call with bonus > \$1,000 program

So let's explain.

## **1. New Customer > Coaching Call App > \$1,000 or \$5,000 Reseller Program**

The point of entry is direct to sales page via email traffic, affiliate traffic or organic traffic. The Frontend product sold for \$19.95 on a trial offer for 30 days which then rose to \$97.00 per month.

We offered a follow-up series offering additional content, to build trust and would direct them back to the membership training area and a coaching application form.

We used time management software so clients could choose their own time from an available slot and schedule a call and would then pitch one of the following high ticket coaching products.

- a) Reseller License To Our Elite Group Program plus one on one coaching for \$4,997
- b) One On One Coaching for \$2,997
- c) Lifetime Access To Elite Group for \$997

As an additional bonus, all products would include a free domain for one year, free hosting for 2 years and access to all our previous training products.

This process worked.

## **2 Tim Bekkers' Clickbank Launch (Backend offer) > Webinar \$1,000 program**

Many people will remember Tim Bekker from Clickbank back in the days before JVZoo took over the majority of Internet



Marketing launches. Tim was making 7 figures a year whilst I was still the new kid on the block.

Jesse Regan was Tim's Launch Manager for multiple 6 figure launches. He was earning more, had more connections, and had been around the block.

If you're going to take anything from this book, remember when picking business partners always look for people who are above you. It's that simple. It's similar to the saying, "if you want to become a 6 figure marketer, associate yourself with 6 figure earners" or "if you want to be a millionaire associate yourself with millionaires".

This does not mean you can't help or partner up with people who are new to the industry. It simply means you should be charging them for your services, experience and time, but we'll get deeper into that later.

Ok, back to Tim's launch and follow-up webinar. The method we chose to follow is used the industry every single day. It's usually the biggest earners who are using it and it's actually quite simple.

The launch is promoted through Clickbank, which was called ClickNBank. The product ends up selling over 2,200 units and Tim agrees to promote a webinar to all the buyers. Over 600 people signed up for the webinar. 220 attended and we close 26 sales @ \$997. A nice 26k profit. But with Tim getting 50% and Jesse getting 25% I was only left with just over 6K.

Looking at the "one time" numbers it's not all that profitable but if we repeat this 4 times a month, it soon equates to a 7 figure business. Unfortunately around the same time Clickbank started

refusing products relating to internet marketing and many marketers switched to JVZoo, while others went the CPA route.

This process worked and still works today.

### **3 Email Traffic (or Solo Ads) > Webinar > \$997 or coaching app**

The results from this “experiment” were a little disappointing. Especially after success we achieved for Tim’s launch. Jesse and I got 900 people to sign up for a free training webinar. From there we pitched our \$997 offer. We ended up with 150 new customers on the live call and closed only 4 sales. Our goal here was 30 sales.

The poor results I put down to two important factors. First, we did not engage enough with our subscribers at the time and had very few products under our belt and secondly, most of the subscribers had never purchased from us before.

With just 4 sales this system was disappointing, but not a failure.

### **4 Skype Message to 50 customers > \$997 - \$4,997**

I’ll never forget doing the numbers on this exercise and seeing \$240 EPC. Part of our Elite Group program was access to a Skype Training group where we answered questions and posted updates daily. From our previous efforts we had 50 members in the group. We decided to send a personal message to each member offering them access to our \$997, \$2,997 or \$4,997 programs. The overall sales within 48 hours resulted in \$12,979 in sales.

I can confidently say that this was a massive success.

### **5 \$30 WSO > Paid Call With Bonus > \$1,000 program**

If you're looking for extremely high qualified coaching clients this is one of the most effective methods and is similar to the method I currently use.

Make the client pay for the coaching application call and make it clear you'll be pitching your coaching program on the call.

As a bonus we offered one month's free access to an Elite Group valued at \$97.00. During the call we would offer the customer lifetime access and pitched all programs. When the customer accessed the free trial offer to Elite, they joined a \$97/ recurring membership site. Although this is successful an issue we encountered with Elite's price points, was the \$97 per month fee was too high. After 12 months we changed the price to \$47 per month and sales and profits increased.

This technique was a success and we closed well over \$30,000 in sales.

## Chapter 3: The Mistakes Too Come

Every year an entrepreneur will be sure to have some big plans and 2014 was no different for me. Over the previous two years I had redirected my business from email marketing more towards program creation, selective affiliate marketing and of course, coaching. On top of this we were now also starting to offer a design service for our customers.

Although the year was not a failure there were two decisions I made, that in reflection I should have probably done differently.

First let's start with a decision I made to try and move my business offline.

A previous student, who had started his own design and marketing business the previous year, was getting tired of working from home. Together we brainstormed a few ideas and we eventually devised a plan to get an office and start up a new business together.

I've talked in more detail about this venture inside my book "Dropout Entrepreneur" which is available on Amazon, but here's a brief description of my plan.

**Plan:** The first and most important part of my plan was to separate work from life and have an office. From there I would work from 9 until 5 and still have the time to enjoy the beautiful weather Mallorca has to offer. I will have a full design team on hand. I can get more projects completed, take on more work and scale my business quicker.

**What Happened:** Like any new business, you must put all your effort in. My focus was divided and I found it different to consult with my clients and student over Skype in a busy office environment. The business expenses kept increasing with the addition of rent, rates and electric. And at the end of the day, all of our clients came from online advertising. Soon I came to feel the office idea was more challenging than it was rewarding and so after 7 months, I moved my business back to my home office.

2 years later and I've now hired a full time manager working at my home office 5 days a week. This is probably the best move I've made in a long time. I can see a massive increase in productivity, without the overhead costs and for around the same price as hiring a quality virtual assistant. My buddy Devon Brown mentioned this on a call to me years ago. "Hire someone local who can work directly with you". Anyway, finally I've done it and I'm now passing this advice onto you.

During the whole "let's scale things like crazy" in 2014, I was accepting partnerships like I've never done before and was even going against my own rules of always partnering with people above you.

I'm sure I would have partnered with a few people reading this and all were great experiences but you can only launch so many products a year and the more people you partner with the less room you have for your launches. As a consequence you may even have to delay them.

So, 2014 was a year of slow growth and this is why I called this chapter the mistake to come.

However, 2015 was a much better year so let's get rocking.

# Chapter 4: The Best Decision I Ever Made Regarding My Coaching Business

September 2014 - Started A Product Creation Group Coaching Series

The first time I opened this particular coaching program was in September 2014 with a goal in mind of only working one extra day per week whilst generating a much bigger income.

Keep in mind, I'm Irish and living in a holiday resort, sunny beaches outside and non-stop parties. Let's be honest about it. I spent more Saturdays and Sundays socializing and having fun. It's what we work for right?

So I decided I needed to pick one of those days and create another income stream from it. Sunday is family day of course, so Saturday was the day.

Keep in mind I did not want this to interfere with any of my Monday to Friday schedule. So even if you're working 10 hours a day, 5 days a week, you can still repeat this process.

To keep my topics as up to date and fresh as I possibly can, I prepare each webinar outline on the morning of the class. The webinar begins at 4pm so for me the day starts pretty early. I complete a full webinar outline and slides in 6 hours. I then give myself a few hours for lunch and a little time to wind down before the training starts.

I spend an hour talking about topics that I am passionate about to some fantastic people and I get paid for doing it. Everyone loved the content and the program was a massive success.

Now let's break down the numbers for this particular coaching program. Keep in mind this was the first time I opened the program, looking for feedback, testimonials and success stories. Our target was 25 clients at \$297. We sold 28.

Revenue: \$7,425

Hours Worked: 56

Income Per Hour: \$132.58

January 2015 - Reopened Product Creation Group Coaching Series at \$497

A week into the first course I knew that it was something I would repeat. We followed the same process to fill our coaching program and ran a product launch 2 weeks before the training began, mailed our email list and offered a free training webinar. Again the program was a massive success. This time around my plan was to change the content and redo all the webinars. After some careful thinking I realized that there was no need. The content from the original webinars was all there and all the information the new clients needed to understand was already produced.

Now, the only task before the webinar was to spend a couple of hours improving the content, making some minor adjustments and giving me the time to clarify areas of difficulties for my students. The program completely sold out again with 33 new clients at \$497.

Revenue: \$16,401

Hours Worked: 24

Income Per Hour: \$683.37

I repeated the same course every few months during 2015. I got married in October and went on a honeymoon and was still able to run my coaching program working just 90 minutes per week during that time.

Here are the numbers for the next of the year.

April 2015, 28 new clients at \$497 = \$13,916

June 2015, 41 new clients at \$497 = \$20,337

September 2015, 35 new clients at \$497 = \$17,395

As you can see clearly from the numbers it's a profitable business model. During the year I was adding more and more pieces to the funnel, making it what I call a "never ending funnel".

Let me explain.

The coaching class was on "Product Creation". Of course each client would be required to have a professional sales page with high quality graphics, a professional sales copy written and would need everything configured.

Now I covered everything in the training including how people can do their own copywriting and design and have also explained outsourcing. You'll come across different clients, with different experiences and different budgets. Many will opt to do design and copy themselves, where others simply want to outsource it.

I've personally always outsourced my copywriting and design. I do this so can focus my efforts into acquiring new clients, creating new content and working with my current clients



So let's get back to the never ending funnel. The process could take between 3 months and 18 months.

1. The frontend product is an eight 8 week product creation course priced at \$497.
2. A bonus webinar once training is over for a reseller licence priced at \$4,997
3. A design and copy service from \$997
4. One-on-one coaching at \$2,497
5. Annual live training event in Mallorca priced at \$997 for the first year although I intend to increase the price for future events.

Here's the beauty of this. I would recommend to a client that as part of their plan for the year they will need x amount of products. Each product they launch will require a copy and design service which I can then offer to them as a funnelled High Ticket sale. You provide a good service and the client will hopefully be with you for years to come. You now have a product and service which will continue to sell.

This business model just made sense. I can continue to launch lower prices products and continue to grow my lower priced membership sites but I am now consistently feeding new leads into my coaching funnel.

## Chapter 5 - 2016's Biggest Lessons So Far

So from the original plan I created in 2014, I generated a handsome amount for my time and efforts in 2015. And in 2016, I want to scale things even further.

We had one topic, one coaching program which people absolutely loved, claiming it to be worth four times the price. It only took two hours a week to manage and was proven to generate \$68,051 in extra revenue.

I knew I could easily run two coaching programs at the same time to form the perfect rotation system which will bring in an extra \$25,000 every month.

Here's my plan.

**January:** Product Creation with 25 students at \$997

**February:** Become A Coach with 25 students at \$997

**March:** Facebook Traffic with 25 students at \$997

And repeat:

**April:** Product Creation with 25 students at \$997

**May:** Become A Coach with 25 students at \$997

**June:** Facebook Traffic with 25 students at \$997

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**July:** Product Creation with 25 students at \$997

**August:** Become A Coach with 25 students at \$997

**September:** Facebook Traffic with 25 students at \$997

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**October:** Product Creation with 25 students at \$997

**November:** Become A Coach with 25 students at \$997

**December:** Facebook Traffic with 25 students at \$997

That \$299,100 generated, by adding only one extra webinar a week and doubling my prices.

Most marketers only mention the things that they got right but what's the fun and real learning in that. I'll admit this, I got this wrong. The first 6 weeks of the year were probably the most profitable in a long time.

We sold 12 copies of the coaching program at \$997, which was only half the goal.

Rather than accept this as a failure, I was determined to reach the goal regardless so I did a massive promotion for just \$1 for 14 days, followed by 3 payments of \$337.00.

Here's the result: 15 people took the \$1 trial and only 3 stuck around.

When you look at those numbers you might be thinking those who took the trial did not like the coaching program. This was not the case. Out of the 15 people who purchased the coaching for \$1.00 which included a coaching call, access to the Facebook Group and 8 live training webinar, 9 did not attend any webinar, did not join the group or did not reply to any of the messages requesting a time to setup the coaching call.

So what was the issue?

Simple, \$1 offers attracted a lot of people who did not want to take action or did not have the funds to continue the coaching program with a \$997 price point. The \$1 trial works perfect for automated software and training but when you are putting your personal time into contacting people, I recommend never take this route.

Overall we generated \$14,955 from the first coaching program we ran in 2016. The goal was missed but we had a bigger problem. I noticed the conversions on the sales page were extremely low when priced at \$997. This was my first concern.

The next was that many of my students were confused when I started promoting the new course in February while the current course was still active. On top of this, we decided to hold a live event here in Mallorca which required a lot of preparation and promotion. There was simply too much to promote in too short a space of time.

This I guess was my biggest lesson and going against what I actually teach. You should never have more than 2 big projects going at any one time. It's ok to plan 12 months ahead and you defiantly should, but streamlining everything correctly is most important.

I have since decided to cut back on my group coaching to only six programs a year. I will now be covering just two topics, product creation and becoming a high paid coach. And for a limited time I am offering both programs for the price of one.

[To See More About This 2 For 1 Coaching Deal Go HERE](#)

This will give me time and allow me to launch 4 new courses, which can be equally as profitable. By streamlining them correct, which I've now done, I can feed one lower priced launch where I bring in hundreds of customers and from there easily find 25 clients who want more advanced one on one or group coaching training.

You could say there 3 - 4 weeks lost due to this mistake and exercise but business will always be like that. You must be willing to adjust fast and make bold decision when things don't go exactly as planned. We're back on track now with plan B which works out better than the original plan.

In the next chapter we'll cover the different types of coaching programs you can use in your business. We'll also cover some examples of programs I've used in the past as well as current programs on offered.

# Chapter 6 - Types of coaching program

I'm going to break this down into 3 types of coaching programs and include the services you can offer. I don't want to tell you what to charge for your time as this decision is entirely up to you but as a reference I have compiled a pricing guide table so you can get an idea of what you could be charging.

## 1. One On One Coaching

	1 Month	3 Months	6 Months
Email Coaching	\$297 - \$497	\$297 - \$997	\$497 - \$1,497
Facebook Coaching	\$197 - \$997	\$697 - \$1,997	\$897 - \$2,497
Whatsapp Coaching	\$197 - \$997	\$697 - \$1,997	\$897 - \$2,497
	1 Hour	1 Day	3 Days
In Person Coaching	\$197 - \$697	\$697 - \$1,997	\$997 - \$2,497
	1 Session	5 Sessions	10 Sessions
Skype Coaching	\$197 - \$697	\$697 - \$1,997	\$997 - \$4,497
Go To Webinar Coaching	\$197 - \$497	\$997 - \$2,997	\$999 - \$9,997

**Email Coaching:** This is a simple coaching program where you offer email support to your clients on a daily or weekly basis. I know one marketer who has a lot of success with this method by allowing each person subscribed to the program to ask 3 questions per week. Clients pay a monthly fee for your professional help. The turnaround time is about 1 to 2 hours per day. In the evening you reply to the emails and get paid for it.

**Facebook Coaching:** Similar to email coaching but the students can message you on Facebook quickly and efficiently. You can now correspond with your students at a more personal level. People like to know that they can personally contact their coach. Again

you could run a one on one coaching program directly from Facebook messages and make simple videos for your client if needed.

**Whatsapp Coaching:** Again just another format of communication with your client. With the ever increasing rise of new apps and forms of communication, software such as Whatsapp and Voker are becoming ever more popular tools for many coaching programs.

**In Person Coaching:** I've seen marketers attend events and before arriving, they would offer one hour time slots for personal coaching before, during or after the event. We are doing a live event here in Mallorca this year which will be more of a mastermind than an event. This is what you could consider as "in person coaching". It's important to decide on the correct pricing here. If your rate is \$297 for a one hour Skype consultation, then how much should you be charging for in person consultations? You don't want to sell yourself cheap unless you know it's guaranteed to funnel further high ticket sales and bigger contracts.

**Skype Coaching:** My personal favourite. We use Skype screen share and team viewer if required to take control of the client's PC and show them live examples. With this tool you can work from anywhere in the world at any time and really connect with your clients and students.

**Go To Webinar Coaching:** Certain clients prefer a private webinar rather than a Skype call. In this case we simply setup a webinar for them to join and continue that training as if it was a Skype call.

## 2. Group Coaching

Live Webinars	1 Session \$47 - \$497	4 Sessions \$497 - \$1,997	8 Sessions \$497 - \$3,997
FB Group Access	One Time Payment \$27 - \$997	Monthly Payment \$5 - \$997	Yearly Payment \$5 - \$997
Google Hangouts	1 Session \$47 - \$497	4 Sessions \$497 - \$1,997	8 Sessions \$497 - \$3,997
Live Events	1 Day \$47 - \$4,997	2 Day \$47 - \$4,997	3 Day \$47 - \$4,997

**Live Webinars:** This is my preferred method for group coaching. A live screen share webinar where all attendees can ask questions. You can add people to the call so they can speak, deliver polls, files and coach more people at once. The best part about webinars is the group dynamic and live interaction. You can help more people at once, touch on different topics and deliver your training in a group format so everyone can learn together.

**Facebook Groups:** You would notice many product launches include a Facebook Mastermind Group as a bonus or as an upsell. Inside all my group programs there is a Facebook Group where members can ask questions and help each other. This is probably the most important part if you are offering group coaching, regardless of what type of program you create. Rather than answering questions via email, skype or private messages you can ask your students to post their questions into the group. You will also find that more advanced members will help out with some answers, broadening the scope of the program. Generally marketers include the group on top of another product or training



program but there is nothing saying you cannot charge people for coaching in a group format via Facebook Groups alone.

**Google Hangouts:** Similar to live webinars, although Google Hangouts has some good points and bad points. Quick example of how you could use it for coaching. You do a live hangout once a week with 9 clients. Everyone is on the call. You mastermind, people can ask questions, you can share screens and do all the usual stuff like provide handouts, ask polls, etc. Many coaches used this method to deliver their training because it's free and I am sure there are more advantages. The downfall I found was a 3 second delay which has always been an issue for me as a webinar host. I also found the Go To Webinar to be more stable and was easier to integrate into my funnel.

**Live Events:** What better way to deliver your message than in person right? This method is not for everyone but again there is so many ways to monetize it. You could have a high priced event with a small number of people, or you could have a low priced or even free event for the purpose of pitching an upsell, such as coaching program, during the event.

### 3. Services

Graphic Design	Squeeze Page \$47 - \$397	Sales Page \$147 - \$997	Blog Setup \$297 - \$2,497
Copywriting	Sales Page \$97 - \$2,997	Video Script \$147 - \$1,997	Email Swipes x 3 \$97 - \$497
Video Production	Intro \$7 - \$297	Full Video Script \$147 - \$9,997	Animated Video \$97 - \$2,497
Setup & Configuration	Sales Funnel \$97 - \$997	Autoresponder \$147 - \$997	Advanced Work \$297 - \$2,997

**Graphics Design:** There is always a demand for quality graphic designers. Every day more and more businesses, looking to make money online, are crying out for designers. I personally outsource 6 designs a year just for my business. Add another 30 for that of my students and that's a lot of design work in one year.

**Copywriting:** The same goes for a copywriter, but it's an even bigger niche. You've sales letters, sales videos, webinar outlines, email swipes, banner text, headline creation, blog posts, press releases, the list goes on. I personally write all my PDF reports but my team takes over with copywriting and design.

**Video Production:** For every sales page, you need a sales video. Well at least in most cases and it's proven to increase conversions. You can offer logo animation, voice overs and PowerPoint videos to creating full video script. You can also produce in-person videos for your clients. Marketers will always need video to promote their business, even if they don't know it yet.

**Setup & Configuration:** With everything we want to sell online we need to configure some settings, add a payment button and

deliver the product to the customers. Marketers know how simple this is with JvZoo and other selling platforms. We know how to create a new list, add some follow-up emails and set up some automation rules. Here's the thing, most people don't know this stuff and it can take them days to figure it all out. We meet clients with varying degrees of businesses, budgets and interests and many don't want to spend time learning new things that they can pay you to do for them. Never ignore a profit for your services.

My rule when selling services is; if I can't automate it, I'll outsource it. I'll make sure to charge enough for my time, plus enough to pay someone else to complete the task.

# Chapter 7 - Creating Your Funnels

I'm going to break down my three favourite funnels for bringing in more high ticket coaching clients. The first is quite simple and probably the most common. The second requires a little more time to setup and tweak but is good way to create an evergreen coaching funnel. The third is my favourite and is a little more advanced. This method uses automation which we'll cover in more detail in chapter 8.

## **1. Product Launch > Webinar > App or Sale**

The process is simple and something we've taught for years. You launch a low priced product to bring in 500 new customers. The product is priced low enough to attract a large number of buyers but not so cheap that your funnel becomes congested with customers who are not likely to purchase an upsell. We talked about this in chapter 5 with the \$1 trial offer. I have also tested \$0.50 WSO's in the past and found it more difficult to convert a \$1 buyer, compared to a \$27 buyer.

You're probably thinking, what is the correct price? Personally I like the \$9.95 model. It gives a chance for the affiliates to earn \$1.00+ EPC on the front end, (compared to a \$4.95 offer) and it is also priced low enough to attract new customers.

Other coaches will price their offers at \$27 to attract better buyers and there are coaches who will only run free offers. It's really about testing and creating the funnel the works best around your particular business model.

Let's break down the numbers. You've got 500 new clients who purchased a \$4.95 - \$97 offer. The front end price is not important at this stage, because it's how much more you can make from the backend that's important.

So let's try, 500 buyers at \$9.95 offering your affiliates 100% commission. Your profit is \$0.00. Then you make 250 upsell sales at \$40 with 50% commission for your affiliates. Your profit is \$5,000.

Most launches actually end like that and they start doing affiliate marketing straight away. Sort of a disappointment from where I stand. So let's continue to keep the numbers simple. You do a live training webinar and invite the 500 new customers. 200 attend and 40 fill out an application form. You've 40 applications and from there you close 20 sales with an average price of \$1,500. Now your backend funnel makes you \$30,000 profit.

So, where's the money in product launches?

The backend funnel of course. This is the reason many marketers can afford to put up thousands in prize money. They understand the numbers and have a profitable backend funnel. It's only a matter of bringing in new buyers.

## **2. Facebook Ads > Squeeze Page > Value > Application Form**

I used Facebook Ads to promote my coaching offers in 2014, turning on and off the campaigns anytime I opened a new program.

In January my goal was to setup evergreen campaign which would continue to bring in new leads and applications daily. I've a video outlining this process inside the member's area: <https://imcoachingguide.com/members/> (1,000% ROI with Facebook Ads) and I'm including some extra details here as well.

So here's the trick to Facebook Ads once your funnel is complete:

1. Setup a campaign for "Lead Ads".
2. Bid manual on a low budget testing 5 different ad sets.
3. Let your ads run for a couple of days and scale up the winners.
4. Continue testing new ad sets.

We're using this exact process and get fresh leads daily.

From there we feed the leads into a 5 day follow-up series and the coaching application process. This is explained the next chapter "the follow-up and automation process".

### **3. My Powerhouse Funnel > Low Ticket > Membership > Application Form**

This is the funnel setup I use and the same funnel mind map I teach my students. The trick to creating a funnel like this is listing all our offers and services including your coaching programs. You can see an example of the mind map by following the link:

[See The Mind Map Here](#)

Free Offer > Special Offer > Upsell > Membership > Coaching > Services

These are the parts you want in place before worrying about driving traffic to your offer. You don't require everything for your funnel such as membership sites and services. We'll be building the funnel that's right for you in chapter 10.

Next is traffic, never ignoring the power of free traffic.

Pinterest, Instagram, Facebook Fans, Google Plus, Twitter and LinkedIn are all free traffic sources. Build as many social networks that are relevant for you. The above is the list I personally use. Spend no more than 30 minutes per day on these networks, using your time to add new connections, post updates, comments, etc. It all helps and again is free traffic and exposure.

If you want to scale, paid traffic is a must. Facebook Ads is the preferred method and you only need one paid traffic source to get started. Master that and move on.

It's important that you build out your funnel first as it will make it easier to piece everything together and place the correct links inside any follow-up emails.

So at the start of every funnel we have a squeeze page. Then we offer the subscriber a discount using a very soft pitch. After this, we follow-up with an email offering additional content.

A new customer will be passed onto the upsell and then asked to join a membership site. I find the recurring income from membership sites an important part of my business model. As they say, "continuity is king". Those who decide to purchase the membership we would consider a new hot lead and customer. We would move them into our coaching application funnel and

continue to follow-up with content and gently pursued them over time to complete the application form.

Some people react faster to offers, some people are just not ready for them at that particular time. Along the right side of the mind map you'll notice content / relationship building emails, with links directly back to purchase the membership site.

For every new high paying client that comes in I will perform an analysis of their purchase history. In most cases they have never purchased from me before, so never turn your back on subscribers not taking action on your lower priced products.



## Chapter 8 - The follow-up and automation process

This has taken me about 7 years to perfect but with all the tools and technology we have available today I guess it's only getting easier.

There are a few important things you need in order for this to work.

1. An autoresponder service which allows you to unsubscribe people from one list and add them to another once they enter their email on a squeeze page, purchase a product or complete an application form. Aweber, Get Response, SendLane are all examples of autoresponders.
2. A form builder software or plugin which will allow you to create "surveys" and "coaching application forms". After testing many and even designing my own, the best purchase I've made this year was Gravity Forms. I highly recommend picking up a copy if you are looking for form building software. Gravity Forms allows me to easily integrate all my forms into my autoresponder service, my google sheets for records and also PayPal and Stripe for accepting payments.
3. Another essential tool is Zapier. This allows me to automate my data record keeping. Zapier works by connecting data from different websites using API keys. For example, when a new form is submitted using gravity forms, Zapier will automatically transfer the data from the form into a google

spreadsheet. All your applications are now accessible in one spreadsheet.

4. Good time scheduling software is another important part of automating the process. Client can book their own appointments by selecting from a calendar with pre-set appointment blocks. The scheduling software can then automatically send a reminder or follow-up emails to the client. We use Acuity Scheduling.

Here's a simple guide to our automation process.

When someone joins our list they will get five emails over five days offering valuable content and a free coaching call.

Once they complete the application form for the call we use Aweber automation rules to remove them from the follow-up series and add them to another campaign.

We noticed that some people would complete the application form but not schedule a time. So, we set up and automated emails for those who did not complete the application with links to schedule a time.

When a call is scheduled by the client an automated email is sent using Acuity Scheduling to confirm the appointment. Two follow-up automated reminder emails are sent before the call. We do this to reduce the amount of no shows for booked calls.

We are notified via email about the new application, this is automatically added to the calendar so one of your sales representatives can phone the client and pitch the coaching.

Once the client has purchased they will automatically receive a welcome email, be registered for any upcoming webinars and have access to the coaching area. We use JVZoo, wishlist membership and Aweber for this process. Something many marketers will already use.

If one on one coaching is required my support manager will step in and arrange a suitable time for the call. This could also be easily automated by adding another calendar to Acuity Scheduling.

As you can see most of the process is completely automated. We have only interacted with our client to close the sale.

Inside the members area you'll see a list of resources I use to automate this process.

[See All Resources Here](#)

# Chapter 9 - Traffic Traffic Traffic

In chapter 7 we discussed the funnel outline and how you can get traffic to your coaching funnel. I believe traffic is everywhere and it's only a matter of knowing your numbers.

We've covered all the free traffic method before such as social media networks, fan pages, blogging and YouTube. Don't ignore any of them but remember if you want to scale you need paid traffic as well. My favourite is Facebook Ads.

In this chapter I want to talk about 3 outside the box methods to bring in more clients directly to your coaching program.

It's all about knowing your numbers. Many marketers are willing to pay up to \$150 per application for paid traffic. From our numbers we know we can afford to pay \$100 per application. We know how many leads we can convert to apps and how many apps we can convert to sales. During the first few months of the year we were getting applications at just \$6 and this now increasing to around \$10.

Ok, let's drive into the three methods which can bring new clients directly to a coaching application form or direct sale.

## **1. The Facebook Profile Pitch**

I've seen people fill their entire coaching program by promoting it on their Facebook Profile. Direct marketing, stating that they are making X per month with a particular method and are offering coaching on that topic.

Some coaches are doing a really good job, while others seem to be pimping themselves out with nothing to back it up. This is why I'm not a major fan of consistently promoting on Facebook.

Saying that, I have tested it over the years and have seen excellent results. The post below generated me \$9,994 in less than 72 hours:

There's a few marketing eggheads who I meet up with every few weeks for a chat and one thing keeps popping up.

High ticket sales and coaching programs.

Here's one of the topics:

Marketing or as I call "pimping" your coaching program via your Facebook profile.

My opinion is, it should generally be done via your email list and other resources, like FB groups, fan pages, webinars, membership sites, etc. Others on the call believe your Facebook profile is the way to go.

My thoughts here are, if it works so well, why do you see the same people pimping it over and over. Surely personal time runs out at some stage or does it really work? This is not a dig at anyone, just an observation.. .

The past 3 weeks I've used about 10% of my resources to get a massive amount of paid applications and we closed a nice percentage as well, into various programs. Some unfortunately no-matter how much money they had to invest, were not suited.

In the next 6 months there is a massive amount

happening in our business. We're expanding our team and taking our coaching programs to a whole new level. Truth be known, it's already began and has been in the works the past 12 months.

So why is this all going on my Facebook profile, other than me been as always, transparent and open in everything I do in my business?

The most important thing I feel here is those who get in before February 1st, will save an absolute fortune on upcoming offers (meaning you won't have to pay a dime for them).

This is why I want to share it "once" on my profile to give those maybe not on email list a chance to take action and Make 2016 Their Best Year Ever. I'm going to put everything on the table here, no long sales page, just what's on offer.

Please note there is only 2 very smart people who have purchased this package as it's always been a private offer. One has already made 4 times his investment back and another who recently joined and is ready to take his business to 6 figures this year.

**\*\*\* Reseller Coaching Package \*\*\***

You'll get:

- 1 Year of One on One Coaching - Current Price \$2,497

Every 2 weeks we'll jump on a Skype call or Go To Webinar. We'll work step by step on taking your business to 6 or 7 figures regardless what direction you want to go. This will be a custom built plan and funnel focused on your interests and goals.

- Access to our IM Coaching Series - Product Creation Training - Current Price \$997

8 weeks of live webinar training beginning on where we'll take you step by step to launching your own 6 - 7 figure online product creation business.

- Access to our IM Coaching Series - Become A Coach Training - Current Price \$997

8 weeks of live webinar training where we'll take you step by step to launching your own 6 - 7 figure online or offline coaching / consulting business.

- Lifetime access to IM VIP Training & Download PLR Products - Value \$497

Our newly launched IM VIP Training site offers monthly webinar training where we are currently focusing on list building, affiliate marketing and Facebook advertising. You'll also get lifetime access to our PLR membership with over 3,500 products.

-\*-\*- Reseller Commission On All My Products & Services -\*-\*-

\*You'll receive 100% commission on all my products under \$100, which includes two of our 6 figure (combined) membership sites, and all my top selling products.

\*You'll receive 75% commission on my group coaching programs priced at \$997.

\*You'll receive 25% commission on my one on one coaching program priced between \$2,497 - \$4,997.

Many have been asking about commission on my high ticket programs. I shall point it out here. The only way to get commission on my "one on one coaching" is by holding a reseller license.

Value alone for the reseller license is at least \$10,000.

Why?

Well to make this reseller package as profitable as possible I'll run webinars with your subscribers and customers on a monthly basis, launch after launch, at any time you want to push the products and services.

Don't already have a 6 figure back-end funnel, well this probably perfect for you, while we work together on building you one.

The price for the program is \$4,997 and is by Skype phone application only.

If this interests you please post a comment below or drop me a private message on Facebook.

PS If you know anyone who might benefit from this, feel free to share.

You can see with this approach, no squeeze page, no sales page, no webinars or application form. A simple Facebook post outline exactly what's on the table. Many do this with simple posts like "contact me if you're interested in my coaching program.

I find it, if at all possible, let your students do the talking for you. Let them say the results they got with your training, it's much more effective and natural which brings me to the 2nd method.



## **2. The Reseller Opportunity**

As you've seen, since 2011 we've been marketing reseller licences along with our coaching. I've always been a fan of building marketing systems that allow the members to get rewarded for helping to build the site.

The reseller license is explained in the Facebook message where we work directly with the student to maximize his promotions for our products. To show you how powerful this is, my number two top earning affiliate of all time is actually a student who joined my program only nine months ago.

His conversions are massive; people are reaching out to him asking how we become successful and what steps he took. Of course the reply is, pitching my coaching program for me. Again, without any application form, any squeeze page or product launch. I think so many people are missing the fact the turning your customers into your affiliates is extremely powerful.

## **3. THE CPA Method**

If anyone is following me for a while they'll know I use a Pay-Per-Lead program to build my list daily. I integrate this with ClickMagick and can track conversions and sales from all my affiliates. I've also talked about building a buyers list by contacting marketers after offering bonuses for their launch, which are available inside the member's area.

Let's take it to another level, something I'm starting to integrate now. We contact marketers with upcoming launch and ask them to put a link to the coaching application form inside the members area so all the buyers will see it.

From here we can offer the product creator between \$10.00 and \$25.00 for every person who completes the application and schedules a call. Currently there is some manual work here where we pay our affiliate a few weeks after their launch. This is another powerful method which we will be using more in 2016 and working on automating this process too.

# Chapter 10 - Your Coaching Program

So within this guide I covered pretty much everything I've done over the past 7 years to sell high ticket coaching. We've covered a bunch of different types coaching programs, how to drive traffic and how to implement an automated process. Many people at this stage get stuck on where to start and what to do next, so in this chapter we're going to break down a plan for your coaching program.

First off you need to ask yourself what you are going to teach. What have you most experience in and have you a passion for teaching it. If you can match both of these things you've found the job of your dreams, which you can get highly paid for.

Remember, if you have experience in a particular topic there are people out there willing to pay a lot of money to learn how to do same.

Here's a list of 20 ideas and remember, once you have a talent of experience in a particular topic there is people out there willing to pay a lot of money to learn how to do same.

Product Creation	Email Marketing	Careers	Fitness
Facebook Ads	CPA	Management	Life Goals
Sales Funnels	Shopify	Parenting	Performance
Copywriting	Offline	Marriage	Finance
Video Creation	Consulting	Health	Singles

## **Part 1: Choose Your Niche**

Let's take "Getting More Offline Clients" for this example.

You've done some offline consulting and know how the business works. You have some success in closing deals and you are comfortable teaching people this method, either in group format via webinar, one on one call or in person. Remember the topic and type of coaching program is your choice, it's your program.

## **Part 2: How Do You Intend On Delivering The Training?**

Are you going to do a live training webinar with a small group or large group? Do you want to offer one on one coaching via Skype or in person? Do you want to offer all training in one program or offer different packages?

## **Part 3: Decide How Much Time It Will Take To Deliver The Training In Full**

Are you going to offer live training webinars for 1 week, for 4, 8 or 12 weeks or 12 months? Are the coaching calls weekly, bi-weekly or monthly? Will I meet the person once a week or once a month for the training?

## **Part 4: Decide What Price You Want To Charge For Your Coaching**

Different offers will have different prices. Where some people charge \$10,000 for group coaching and you'll see other marketers charge \$47 for one on one coaching, again the price is up to you. My advice is here is to remember what your time is worth to you. Keep in mind it's something which can never be replaced. Charge an honest and profitable rate for your time and I recommend no matter what level you are you should not be earning below \$97 per hour.

Ok, so with the 4 questions answered you should have something like this:

- 1) Topic: Getting more offline clients
- 2) Deliver: Via Group Coaching webinars and one on one offer / upsell
- 3) Time: 12 weeks for group / 12 weeks one on one for clients
- 4) Price: \$497 for group / \$1997 for one on one

Easy, right? There is no reason to overthink or over complicate it. Read over the questions again if unsure and once done grab a notepad and write down everything. How you plan to deliver, the timeframe and prices. This way you'll have something to get straight to work on once you've finished reading this PDF.

### **Part 5: Creating Your Funnel**

The next part of creating your own coaching program is creating the funnel. How do you plan to get applications? Will you do a product launch to ensure you fill the group or are you going to use an evergreen funnel, use the various traffic methods along with Facebook ads to get new applications?

For this example, I will plan a launch 2 weeks before the group coaching starts and promote it to all the buyers via webinar and follow-up emails. We'll also create a Facebook ads campaign with a squeeze page, free content video, follow-up series and coaching application form.

### **Part 6: What Tools Do I Need?**

Follow this guide. You'll need an autoresponder account, a form builder and method for clients to schedule their own call. You'll also need a system in place where you can update applications and

make notes on the sales, no shows and reasons people did not purchase the coaching.

We use Google sheets for pretty much everything in our business, we can share folder with our team, our clients and the majority of software programs using Zapier. It's important to have a good system in place for this that. At the start the important part is getting new application in and building your funnel so do not worry too much about detailed reports at the beginning. Get your clients first and then find a system for the reports. Time is money.

With that said, it's time to take action.

You should have your notes ready, know what type of funnel you plan on creating and know the tools you need.

I hope you enjoyed the guide and wish luck creating your own successful life changing coaching program.

Inside the member's area you'll find some bonus training, PDF's and mind maps.

<https://imcoachingguide.com/members/>

If you would like some help and guidance and a free coaching call please [go here](#).

To Your Success

Kevin Fahey

