



the Trailblazers, Collaborative Masterclass



How to Enroll Clients with 21-Day CTA's



Marketing Vs. Selling



Predictable Leads

21-Day CTA Steps



TRAILBLAZERS
COLLABORATIVE

- 1. Direct call to action (email or post)
- 2. Qualify
- 3. Connect
- 4. Follow up
- 5. Close the loop

Step 1: Initiating the CTA



I'm looking for (x number) of (very specific avatar) who want to (eliminate specific problem/achieve specific result) in (specific amount of time - (what action you want them to take))

Example



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I'm looking for 5 coaches who area already at 6 figures and want help optimizing their business for more profit, fulfillment, and freedom in the next 90 days. If this is you, reply to this email and let's talk!

Example 2

Do you feel like in some ways you've outgrown your business yet when you try to expand and grow, you end up back where you started?

I'm looking for six coaches and/or service professionals who feel like their business is no longer in alignment with who they are *now* and want help leveraging what they've already built to propel them forward into their next quantum leap.

Reply and let me know if this is you.

Example 3

I'm looking for 5 coaches who are working 1 to 1 with clients, and want to transition into offering groups in the next 45 days.

So if you...

- Are already working with 1 to 1 clients and generating revenue
- Deeply care about the results your clients get
- Are making at least \$3k per month
- Want to offer a group program to create more leverage in your business
- Are friendly and coachable

Reply directly to this email with “Groups!” in the subject line and I’ll get you the details.

- Change your language and test different combinations each time.
- Send multiple CTA's with different parameters over a couple of weeks if you want to fill a group program.
- Send at least every 21 days until you find your sweet spot.

Step 2: Qualifying



- Weeds out people who won't be a fit/are just kicking tires
- Gives you valuable data as to who is listening
- Microcommitment on their part and gets them engaged
- **So... what is important to you in a client? What is important for them to get the best results from your program?**

Example

Awesome, thank you for responding! Before I send any information over (or Before we schedule a chat) I just have a couple of questions to make sure that what I have in mind is a good fit for you...

What is your business/who do you serve?

Are you already at the \$8k per month level?

Have you tried running groups before and what was your experience?

Step 3: Connect



- Get clear on the problems they are experiencing and HOW they are experiencing them.
- What would they rather their situation look like? Again, write down their language.
- Invite them to an offer that makes sense based on this information... or let them know you can help and that you'll put together a proposal.
- Take control/ownership of what happens next.

Step 4: Follow Up

- Briefly recap your conversation focusing on the biggest problems they highlighted and how you're looking forward to getting them x result.
- Example: It was great chatting with you today. I totally understand what you're going through, feeling like you can't function after 2pm is tough when you have so much on your plate! I'm looking forward to helping you get your energy back so that you can feel like fatigue isn't holding you back from living your life.

- Reiterate how you're going to help them, and give a clear CTA to make a decision.
- Example: Just to recap while you're thinking about things, how we are going to help you get your energy back looks like this:
 - Pinpointing the underlying physical reasons for your fatigue (like nutritional deficiencies, hormonal imbalances, etc.) and supporting you while we correct them.
 - Figuring out simple lifestyle shifts that you can easily practice without overwhelming and will help you manage stress, sleep, and other non-“physical” reasons you're drained.
 - Supporting you in a variety of ways so you can achieve your goals without it feeling like “work”
 - The investment is \$x and I have payment plans of \$x over x months.
- Please let me know if you're in, out, or if you have questions that come up don't hesitate to shoot me an email!

- Great for higher priced programs where there is a lot to explain.
- Some programs may skip “Connect” step and go straight to this.
- Also good for lower priced programs that are not “customized”
- PDF can be a “one sheet” for the program, or a long-form sales letter.
- Video can be displayed with a PDF download below if you want to mix mediums.

One-Sheet Style



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- Intro/Bio with photo
- Offering description
- Testimonials



Step 5: Close the Loop

Closing the Loop



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- Your goal here is to get a definitive “yes” or “no”
- If you’re not getting a response use the “Did you get this?” trick.
- Remind of deadline or agreement about making decision.
- Can even mention that you are ‘closing the loop’

Example



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Hey there,

I wanted to circle back and “close the loop” so to speak, now that you’ve had time to sleep on it please let me know if you’re in, out, or if more questions have come up that I can answer for you.

I’m really looking forward to helping you (reinsert the result you talked about in follow up 1) so please let me know what your decision is either way.