

Podcast Episode #2

FAST START WORKSHEET

The Client Value Journey



CHRIS KOEHL



AUTOMATED MARKETING
FOR BUSY COACHES

with Chris Koehl - Digital Marketing Professional

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FAST START SHEET

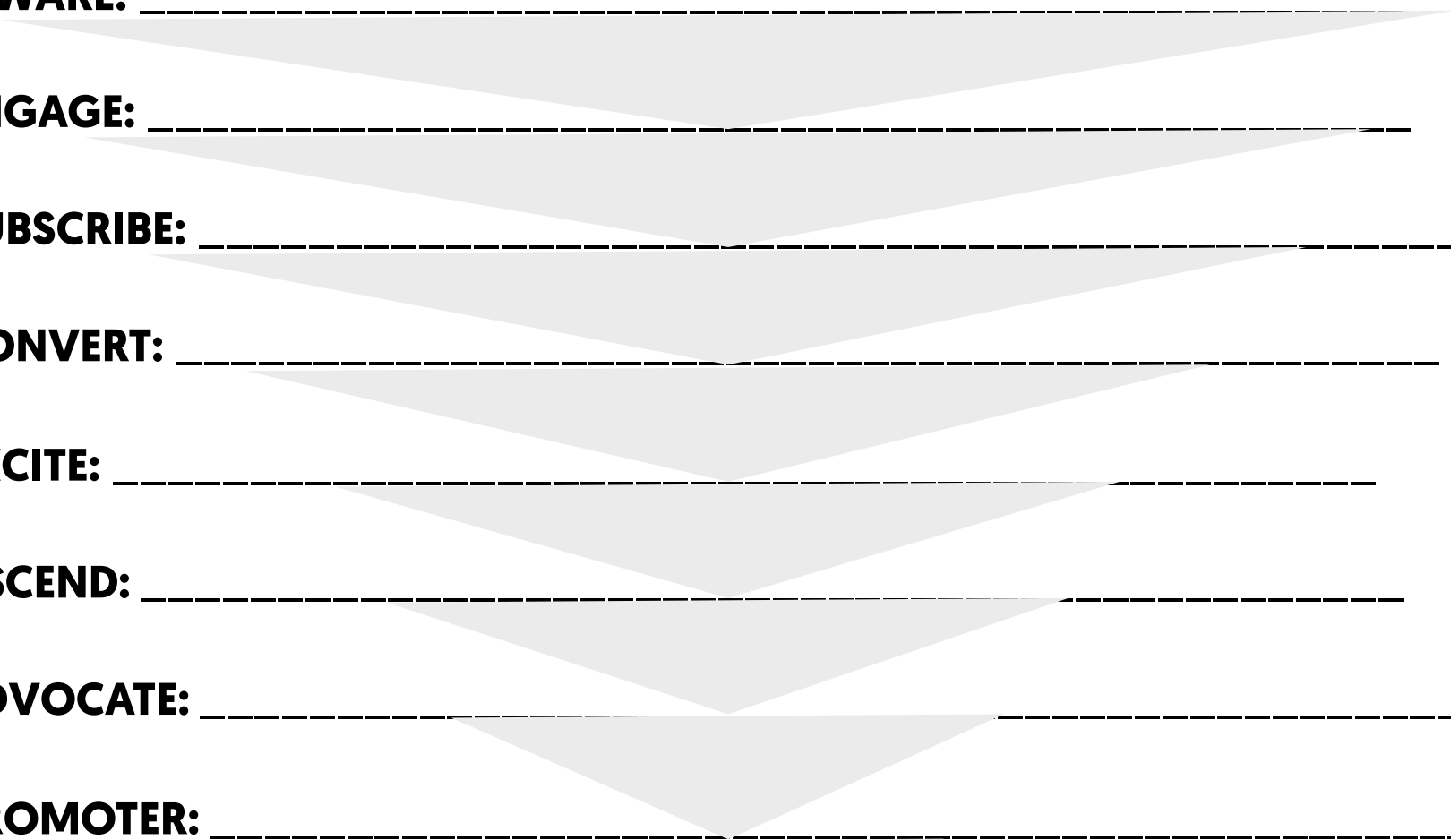
There are **eight steps you want to take your coaching prospect through** from start to finish. These steps allow a person to move from one stage to the next.

Below is an example for you to model.

- 1) AWARE: Post on social media pages and drive back to podcast page.
- 2) ENGAGE: Create a podcast and provide value.
- 3) SUBSCRIBE: Create a worksheets and templates prospects can use.
- 4) CONVERT: Offer my digital book so they can download it right away. \$4.95
- 5) EXCITE: Provide a free training webinar on the benefits of my coaching.
- 6) ASCEND: Offer our coaching package \$10K
- 7) ADVOCATE: Score 7-8 ask for case study. 0-6 see how we can help them.
- 8) PROMOTER: Set up clients that where 7-8 with affiliate links and resources.

Ok, now it's your turn. **Start laying out your perfect client value journey** below. This will start the process of crafting the perfect path for your client.

This worksheet is based on my **podcast episode #2**: The 8 Step Process for Creating Your Dream Life Coaching Clients. You can listen it at <https://www.chriskoehl.com/2>

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- 1) **AWARE:** _____
 - 2) **ENGAGE:** _____
 - 3) **SUBSCRIBE:** _____
 - 4) **CONVERT:** _____
 - 5) **EXCITE:** _____
 - 6) **ASCEND:** _____
 - 7) **ADVOCATE:** _____
 - 8) **PROMOTER:** _____

Take action on this worksheet and start planing out the path you want your coaching prospects to go through.

Start thinking about how you can educate and help them along each step of the process.

If you have any questions about this exercise reach out to me at chris@chriskoehl.com [that's my personal email address].

Chris

P.S: Whenever you're ready... here are a few ways I can help you hatch some Evil Schemes for YOUR coaching business:

1. **Join our Next Level Coach Marketing System**

This is a complete done-for-you system that gives you a full coaching website, attraction magnet funnels, email campaigns, automation built for you, plus everything you need to have a high-end coaching business. Just **send an email to chris@chriskoehl.com**, put “**Next Level Coach System**” in the subject line.

2. **Work with me One-on-One**

If you'd like to work directly with me to devise a strategic system for your coaching business... just **send me an email to chris@chriskoehl.com**, put “**One-on-One**” in the subject line... tell me a little about your coaching business and what you'd like to work on together.