

**How I Went From Zero to....\$20k Monthly
Recurring Revenue Coaching Business (95%
Profit Margins) Working Only 4 hours per day
with a Value Ladder Funnel...**

**Build a highly profitable coaching business by solving your clients
biggest problem so it becomes a “no brainer” for them to buy**

What if I told you that our clients have never invested on any specialist software, ads or a website but consistently get 3 - 4 high ticket clients each and every month

**And what If I proved to you in this
short training that you do NOT to
follow the common advice of having to**

**Have to post on multiple platforms, run paid traffic,
have complicated sales funnels, have long email
sequences, or a website inside your coaching
program**

**....to high quality clients every week that
allows you to go all in on your coaching
business**

Would This Be Worth 10 mins Of Your Time?

Over the next few minutes you'll learn about the 3 steps every prospect MUST go through before purchasing your coaching services?

**How you can execute these 3 steps using a
Value Ladder Funnel**

**You'll also see how a dialled in Easy To
Sell Offer presented can quickly move
your prospect closer to a buying decision**

By going beyond just demographics but truly understanding that “ideal day” your client is looking for you can craft a highly targeted easy to sell offer where you are seen as an expert

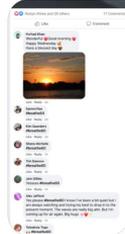
Expert = High Value = High Price

**You'll see exactly how our clients have gotten
results like this**



Nicole. I just seen the reaction to your post which is bloody amazing. You have got ready made clients for your program right there.

Fri 4:28 PM



7:30 AM

Yesss it's really amazing.. all of these people are in soul reset.. I'm going to reach out to the m today

11:12 AM

Hi Michael 2 people booked in. They have indicated they Re keen to do the one on one together..



You, Casper Boermans and 5 others

5 Comments

Like

Comment

Share

Michael Scott #speakwithconfidence Alexia is brilliant and you would be mad not to work with her

Like Reply 12m

Alexia Chrysomalli Michael Scott thanks! So happy to work with you. You are an amazing business owner with so much value to contribute to the world

Like Reply 7m



Alexia Chrysomalli That was the best decision I made ever: working with you Michael! I just booked one more high ticket client! Thanks for turning my business to a high ticket Michael!

Like Reply



JAN 23, 1:22 AM

I fucking did it! 15minutes I pitched my DFY funnel package for 1,497 Weekly payments

Nailed it!

Using pitch deck haha

First client through the simple social media funnel system with only 75 members in my group hahahah Comment below

Script Book appointment!



So if you'd like to inquire more about how I can help you build out your Value Ladder Funnel for you and collect high ticket sales!

I'd be stoked to have a chat with you...

**But for now let's jump into the training and show
you some more details...**

**There comes a time for most coaches want to go
all in and actually earn a living from their
coaching....**

But too often they are frankly confused as to what is the most effective and quickest way to get paying clients that will allow them to live the life they want

...Should I use a website

....Should I use a webinar

...Should I try a 5 day challenge

...Should I try Facebook Ads

**Should I just send my link to anyone that
engages with my content....**

Direct Costs Of Building A Website

| | |
|--------------------------|---|
| Website | \$5000 |
| Website Domain | \$60 |
| Website Hosting | \$300 |
| SSL Certificate | \$125 |
| Website Template / Theme | \$200 |
| Checkout functionality | \$500 |
| Website content | \$1000 |
| Integrations | \$100 |
| TOTAL | \$7,285 (NOT incl monthly fees or SEO) |

**I'm not saying these methods don't work but
most take an a lot of time and money to test
and perfect before you earn anything**

So what if there is a more simple process that just uses Social Media and a Value Ladder Funnel where you are seen as an expert that can solve a high stakes problem for your clients

**Now before I answer that question I want take
some time and give you some background on my
entrepreneurial journey that has got me to this
point**

**Back in 2018 I was impatient to get success, so I
went jumped into paid marketing on Youtube. I
built out an entire webinar funnel with landing
pages, thank you pages and email sequences....
the whole nine yards**

And I did earn six figures with a low to high ticket ascension model but....

But each month I did not know if the money I was earning would cover all the costs I was spending on ads, subscriptions, training, websites, etc

It was VERY VERY stressful.....

**So in 2021 I burned everything to the ground and
started again...**

I got into online business to help people and being constantly stressed about money was literally stopping me from showing up the way I wanted. This was never the reason I started an online business in the first place

I realised that organic marketing in 2025 is still the best way to have a profitable coaching business by demonstrating my authority and making offers to people that want to buy from me

I also realised that a lot of organic marketers were “burning themselves out” getting zero clients trying to be a “expert” . I knew their must be a better method to get clients on social media through genuine attraction marketing

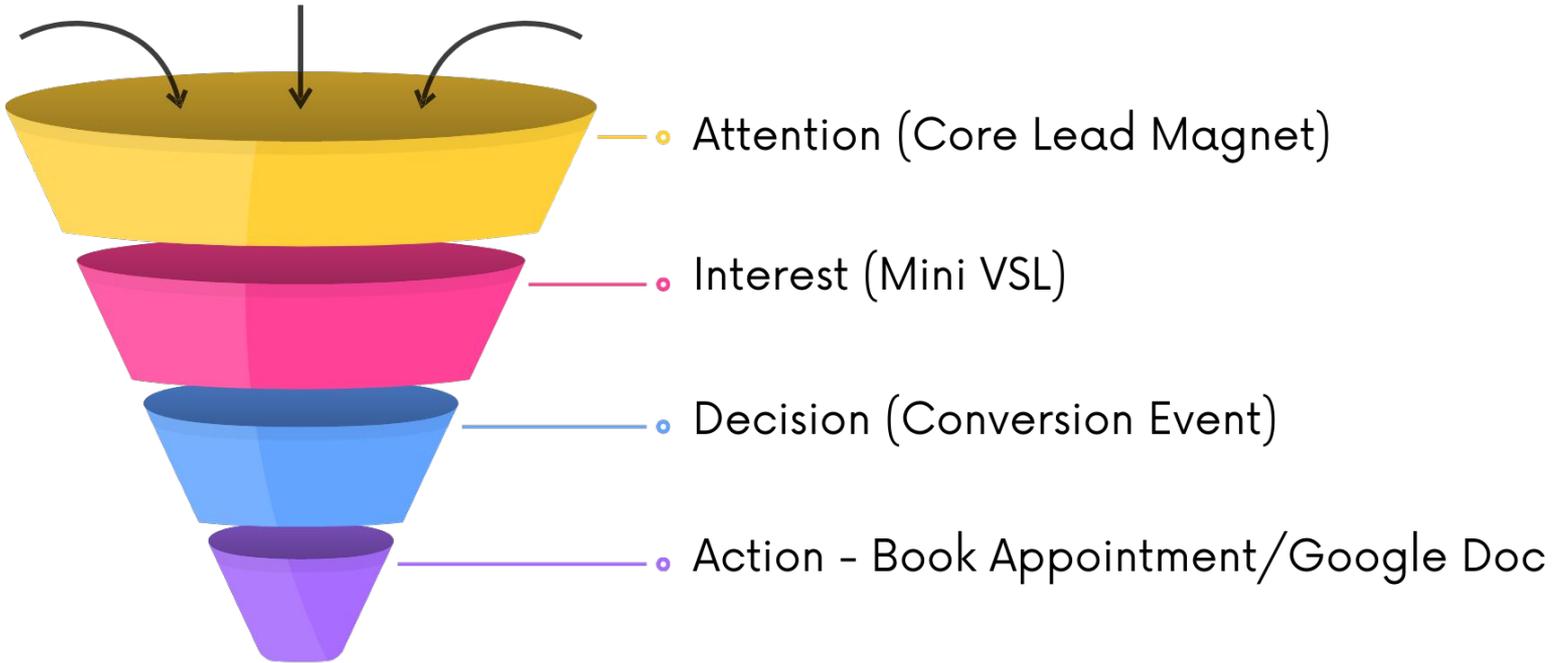
**So I came up with the Value Ladder Funnel to
move cold prospects to hot buyers by
showing I could solve their #1 burning
problem**

The Value Ladder Funnel For Client Acquisition

- Determine #1 problem your ideal client needs solved right NOW
- Create an “Easy Sell Offer” that solves it and they would be crazy to say no
- Post problem/solution aware content that demonstrates how you can solve it and how great their life would look like when it is solved
- Give away one core lead magnet that gives your prospects a “mini” win (TOF)
- Move warm leads to consume a short video on your “unique” process to create more curiosity (MOF)
- Run free/low ticket workshop on an aspect of your process (BOF)
- Onboard minimum of 3 - 4 high ticket clients each and every month
- Rinse and Repeat (with a VA progressively doing more of the admin tasks)

This Diagram represents the Value Funnel Process to getting 3 - 4 high ticket clients each month

Value Ladder Funnel For Client Acquisition



**But first there is one thing I want to explain about the
process...**

It also solves the problem of wasting time on sales calls with unqualified people

Once you have a dialled in your Easy To Sell Offer and the Value Ladder Funnel

-you are only talking to pre-qualified prospects**
 -you only need to work with a few clients each month**
 -you have a better class of client that are motivated**
- So you have fewer sales calls (that you probably hate
anyway)**

Simple Process to Generate Quality Clients Using A Simple Value Ladder Funnel

In summary...

1. Create ONE easy to sell offer that solves a high stakes problem
2. Post problem and solution aware content on ONE social media channel
3. Move engaged leads to consume ONE core lead magnet
4. Move warm prospects to consume ONE high quality video on your “unique process”
5. Run ONE free/low ticket workshop a month on an aspect of your process
6. Book appointments that generate 3 - 4 high ticket clients per month
7. Rinse and repeat (adding a VA to do the admin tasks)

Let's say you have a high ticket offer of \$5k, you need only 20 sales calls a month or 5 a week to have a \$20k per month coaching business if say your close rate is 20% (very conservative)

A \$20k / month coaching business is built on getting clarity on WHO you are serving and WHY your prospect would buy from you and WHAT their life is going to look like

\$20k / mo Coaching business

Low Ticket Price Offer

\$497

40 sales / mo

200 sales calls / mo (20% closing)

50 calls / week

8 calls / day (ex Sunday)

NOT workable if you want to have a life

High Ticket Value Offer

\$5000

4 sales / mo

20 sales calls / mo (20 % closing)

5 calls / week

1 every day

Very achievable

**So before you jump on board the latest \$10k in
90 days funnel challenge, that requires
subscription software and deep pockets for ads
ask yourself is this the best ROI to get high
ticket clients**

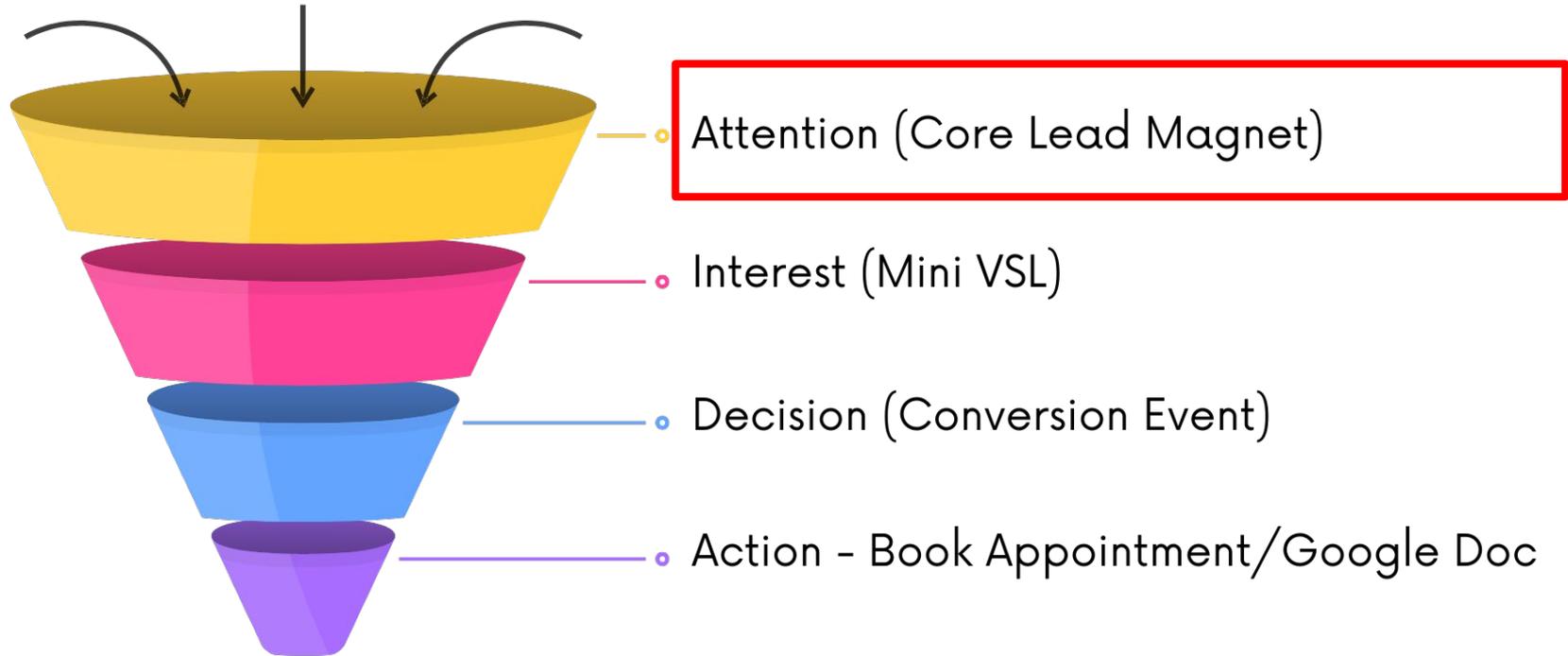
When all you want is to change lives for the better while earning a good living & have enough time to enjoy life outside of your coaching business

**I want to go a bit deeper into the Value Ladder
Funnel method**

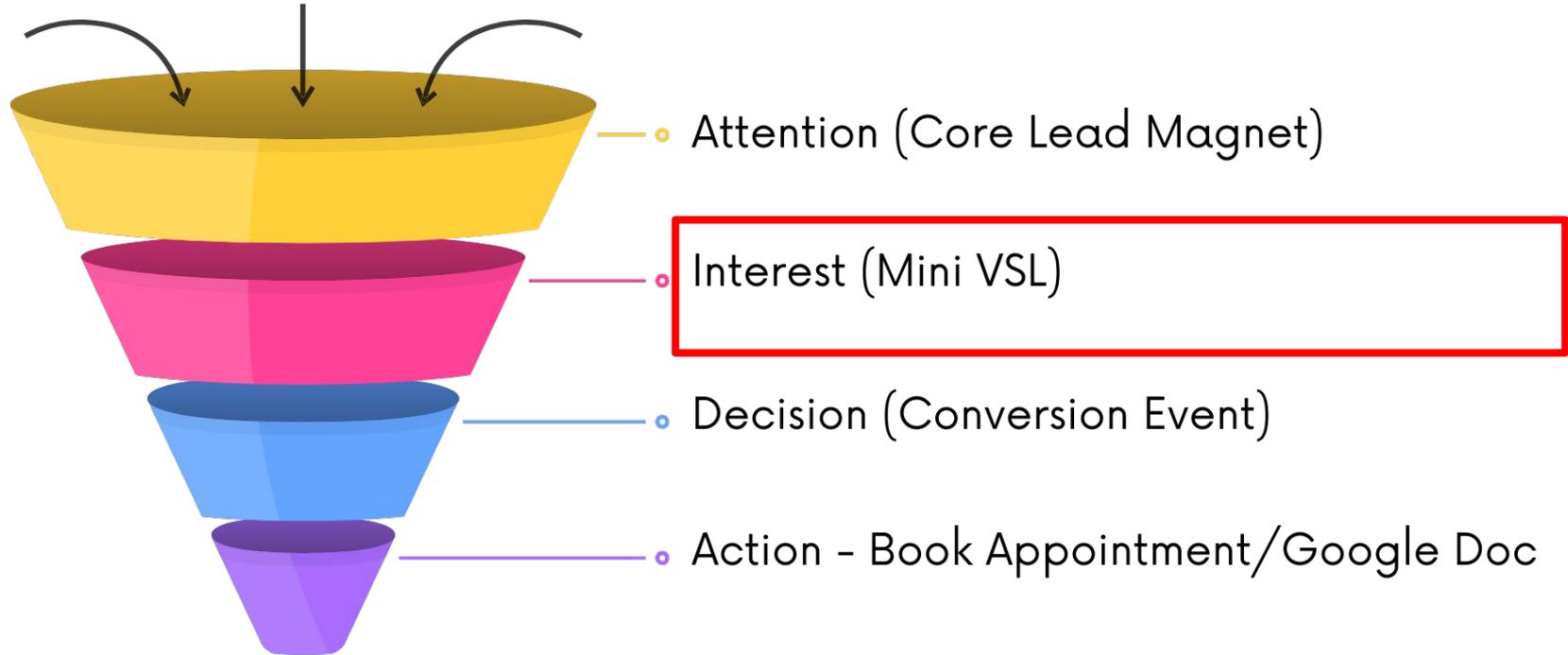
You might be thinking...

“ but Social Media is just full freebie seekers that don't want to invest” yes but the value ladder funnel will be the filter for the right prospects to be attracted to you

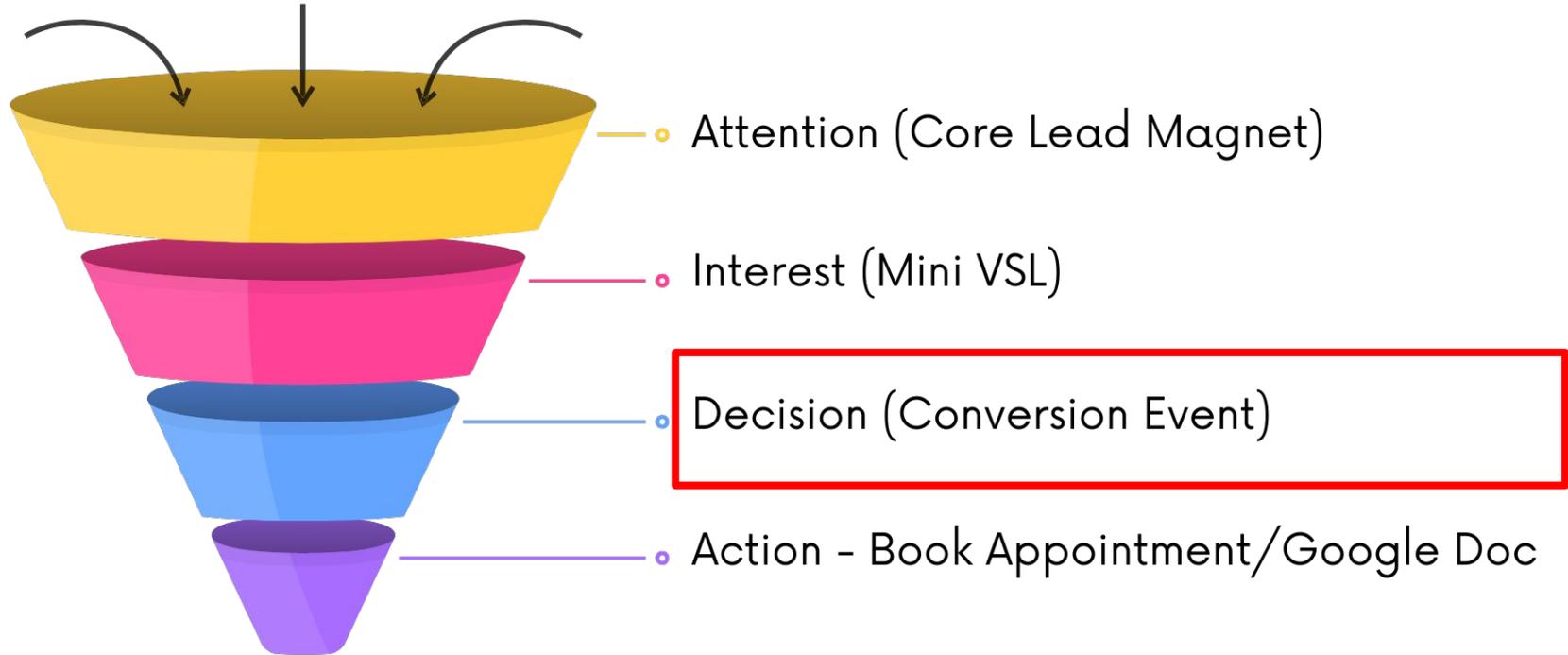
The Value Ladder Funnel For Client Acquisition



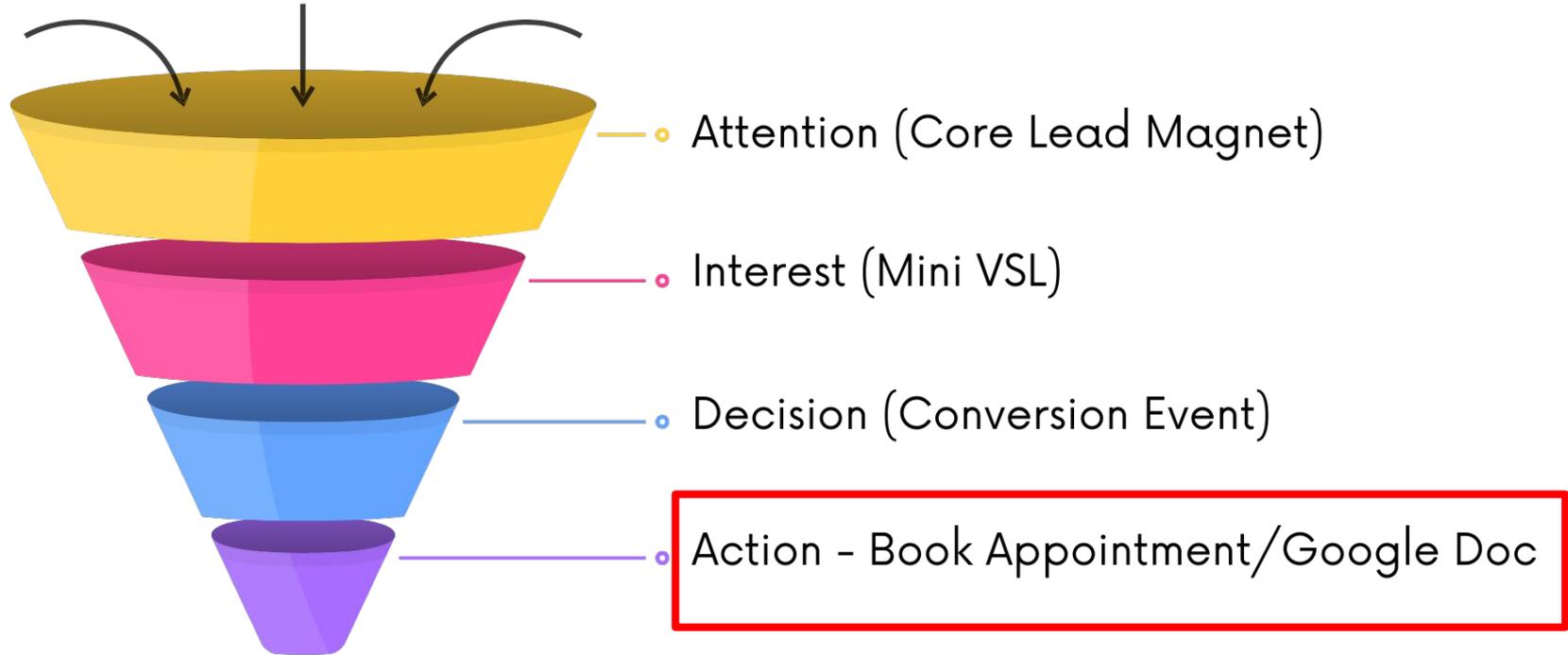
The Value Ladder Funnel For Client Acquisition



The Value Ladder Funnel For Client Acquisition



The Value Ladder Funnel For Client Acquisition



**You only need to solve your clients #1
burning problem. There are always more
problems to solve.**

Once you have a easy to sell offer that solves a high stakes problem (that they are losing sleep over) you create leverage to charge high ticket prices.

**By getting clear on the fundamentals of
your coaching business on the WHO and
the WHY and the WHAT your marketing
and sales become really easy**

**While other coaches are focusing on
having the perfect website which is
getting crickets**

**My clients keep it simple by leveraging an easy
to sell offer and moving cold prospects to hot
pre-qualified buyers through a Value Ladder
Funnel**

**Are there other ways to make \$20K
per/mo in your coaching business**

Absolutely

**Why over complicate client acquisition when all you need to do is solve your clients biggest problem
(and then resell to solve more problems)**

By using a Value Ladder Funnel you never need to spend thousands on websites, ads and complicated funnels and allows you to keep nearly 100% of the profit

So you have 2 options....

**Craft your offer, figure out who you want to serve
and then figure out a marketing and sales
strategy by going down multiple “rabbit holes”
that waste a lot of time**

or.....

Book a call with me right now and see if we can see if a potential partnership would make sense

**I have no “hidden agenda” on this conversation
to pressure you into anything you are not ready
for because at any time within 90 days if you
don't get any results or think differently you
don't pay**

**If you'd like my help to build a Value Ladder
Funnel to get 3 - 4 high quality clients each
month while working only 4 hours a day**

**Reach out to me below this video or
book a call**