

Cailen Ascher

C L A R I T Y C O A C H

Webinar Script - 15 ways to make \$5K in the next 30 days

SLIDE 1 - COVER

Hello + Welcome!

I'm Cailen Ascher a Clarity Coach for women entrepreneurs who are ready to define a clear Vision for their life + business, clear any Mindset Blocks that are holding them back, and develop a clear, feel-good Plan for success on their terms.

I'm so honored that you're joining me today for this webinar - nearly 200 women registered for this call so you're in good company! I know the content that I'll be sharing has the ability to transform your life and business in remarkable ways and help you reach new milestones that previously eluded you.

The women I work with are passionate, powerful, and big dreamers, but they're feeling stuck and unclear. They've hit a plateau and aren't sure how to move forward in order to reach the next milestones they want for themselves and that they see other women in their industry reaching.

They've taken online business courses, they've done list building challenges and watched FB marketing webinars, but the clients and money still aren't there (or at least not in a consistent way). If you can relate, believe me, you're in the right place.

Today, I'm going to be sharing 15 Ways to Make \$5K in the Next 30 Days.

Cailen Ascher

C L A R I T Y C O A C H

If you're ready to reach new business milestones and clear the blocks that are keeping you from making more money now, welcome. I'm so glad you're here with me today. And, don't worry, if making \$5K in the next 30 days seems like reach at the moment, stick with me. I'm going to be sharing everything I possibly can during our time together to help you understand how making amazing money while doing work you love that changes lives can and will be your reality sooner than you might think.

Before we get started, I'm going to ask you to be fully present. Choose to be here now to get the most benefit of this time. So if you're on FB, are checking your emails or feel distracted, just for the next 60 minutes, set those things aside so that you can really benefit from the teachings I'm going to be sharing. Multi-tasking will help you bring in \$5K in the next month (that's your first tip!).

Also, during this call I'm going to tell you about a very special opportunity that is available to you right now that will help you get more clients, make more money and hit new milestones in your business, like having your first \$5K, \$10K or even \$20K month!

Please know that I'm going to share all I possibly can during our time together while still respecting your time, but I'll give you information about how you can move forward after this webinar with my continued support if what I'm sharing today resonates with you.

SLIDE 2

Cailen Ascher

C L A R I T Y C O A C H

To kick things off, I think it's important to give you some context, so I want briefly share my story with you and then we'll immediately dive into 15 Ways that you can Make \$5K (or an \$5K) in the Next 30 Days.

I was a serial entrepreneur for 7 looong years before landing on my perfect-for-me business as a Clarity Coach for women entrepreneurs. During that almost-decade to trial-and-error, I pivoted from business to business constantly trying to find "my thing". I started an interior design company, did copywriting and freelance writing, had a foray in social media marketing, wrote for a popular lifestyle magazine, got certified as a yoga teacher and started teaching yoga and even had a blog under the alias Lifestyle Maven. I knew I was meant to do something meaningful and impactful that changed people's lives and was endlessly fulfilling, but I had no idea what form it would take.

After the birth of my daughter (who's almost 2 now), I had a make-or-break moment, and I thought to myself, "If I can't find success as an entrepreneur, I should just give up and be a mom to her. It's not worth investing so much time and energy into something that's clearly not working."

Not long after that major low, I was writing an email to my husband and complaining that if I just had "business clarity" everything would fall into place. And in that one line of typed copy a business was born.

I realized that like myself, countless other women entrepreneurs felt the exact same way. They knew they were meant to make

Cailen Ascher

C L A R I T Y C O A C H

an impact doing something they loved but at the moment it just wasn't working, and it felt like something was missing.

I've always been a logical advice giver -- it's something that comes so naturally to me I think nothing of it -- but I realized that over the years, in every business I'd ever built, the thing that excited me the most was offering advice about how to capitalize on strengths and leverage time and talent to its greatest impact.

I thought that if I could help other women find the Business Clarity that I had been craving for 7 looong years, I would be immensely fulfilled, and I was right.

Now, I offer exclusive 1x1 coaching packages, VIP intensives and also run my signature group program, Business Clarity Accelerator, to help women entrepreneurs + coaches condense their timeline, find their 1st or next clients with more ease, and make consistent money while hitting new business milestones! And, it's awesome :-)

So, now that you know a bit more about me, let's dive into the 15 Ways to Make \$5K in the Next 30 Days.

I'm going to save some time for Q&A towards the end. So, if you have any questions, just pop them in the chat box and my right-hand gal, Raven, will make sure I address them.

SLIDE 3

The first step to creating significant additional income in your business within the next 30 days is to get really, really clear on what exactly you're aiming for...

- Step 1 - pick a number goal that feels attainable/good - remember once you get good at this process you can increase amount
- Step 2 - set a specific date
- Step 3 - define how you're going to feel when you receive the money. Specifically what will you do. (Reference my Thanksgiving Visualization)
- Step 4 - make a clear plan. Define what you'll do. Be specific.

These steps are derived from the teachings of Napoleon Hill in his very famous book *Think and Grow Rich*. It's a must read for anyone who is interested in finding their money-flow.

SLIDE 4

Ask Yourself

- What can you offer with relative simplicity and ease that would solve an immediate problem for your ideal client?
- Make a list of people you've spoken to recently but did not become clients
- Make a list of people you're connected to in some way (in-person/online) that could be a potential ideal client

SLIDE 5

Do the Math

- what feels easiest / in alignment / doable? What feels right to you?

Let's say your goal is to bring in \$5K in the next 30 days. Play with the numbers and see what feels right to you.

- 1 x \$5000
- 5 x \$1000
- 10 x \$500
- 100 x \$50
- 1 x \$2500 + 5 x \$500

SLIDE 6

Clear Plan Ideas

- Categories for making \$5K in 30 days:
 - i. Sell Something
 - ii. Follow-up
 - iii. Create Something
 - iv. Leverage Something

SLIDE 7

Sell Something

1. Send a few sales emails to your list! (If you're not in the habit of selling, your community might not even realize that they can buy from you, or what they can buy from you!)
2. Have a flash sale (24-72 hours) of something you've already created or already offer (small course or training, coaching package, etc.)
3. Open up 1-2 high-level coaching spots - make an announcement & have people apply (it shifts the energy)

SLIDE 8

Follow-up

1. Check back in w/ people who expressed interest in the last 60-90 days & offer them a fast-action incentive
2. Send personal coaching audios to a handful of people you'd like to work with right now
3. Specifically invite people to work with you (past clients, current clients, business acquaintances, friends, family, etc.) - personal emails
 - a. **BONUS:** I've opened up a small handful of FREE 30min Clarity Coaching sessions specifically for women who are interested in receiving coaching from me AND exploring working together at this time. If that's you, and you apply for your complimentary session by 6pm ET today, I'll also gift you with the exact Swipe Copy of a personal email that I sent out that made me over \$6K in less than a week (4 days to be exact). And, if you've already booked a call (way-to-go!), simply let me know during your session that you're interested in the Swipe Copy, and I'll make sure you get a copy too!
4. Contact current/recent clients with an add-on offer -- like a bonus session with you, group workshop, etc.
5. Contact current/recent clients with an early bird incentive for your newest offer -- let them get in on the "ground floor"

SLIDE 9

Use Leverage

1. Raise your prices (\$1750 → \$2500 means booking just 2 clients instead of 3 to make the same amount)
 - a. **BONUS:** Send sales emails to your list announcing your rate increase BEFORE you increase it & let people

know when it's going up. Give them a chance to book at your current rate for a limited time.

2. Ask for referrals from friends, family, business contacts, mentors, etc.
3. Package and sell something you've already created (past webinars, telesummits, workbooks, audio trainings, guided meditations, etc.)

SLIDE 10

Create

1. Create a limited time / limited # offer - 10 coaching power hours available for a 3 day sale
2. Package your 1x1 methodology as a SIMPLE group program and move a group through the process together (weekly live teaching, weekly group call, FB group, PDF/resources/materials created on the fly)
3. Offer a 1 day workshop/event (live or virtual)
4. Create a SIMPLE virtual training - video or audio paired with PDFs
5. (Bonus #16) Partner with someone to create a joint offer with complementary features → If you're a Business Coach partner with a Life Coach, FB ads expert or Website Designer. If you're a nutritional counselor, partner with an energy worker, yoga teacher to naturopath.

BEWARE of the temptation to over-complicate, overthink and over-deliver when you're in creation mode. Keep it simple. Address ONE specific need with your offer. Stick with what you know/like.

SLIDE 11

Special Offer: IF YOU WANT TO LEARN HOW TO MAKE \$5K MONTHS (or more!) YOUR NORM, instead of just a blitz, I've opened up a handful of FREE 30min Clarity Coaching Sessions. On the call, we'll discuss how to apply these strategies specifically to _____ business in a sustainable way that establishes consistency and pre-paves the path for more money & business growth. The only catch is that these coaching calls are reserved specifically for women who are seriously interested in exploring working together at this time. If you're currently looking for a coach and would appreciate the chance to experience my coaching first-hand, I invite you to apply for one of these FREE 30min sessions via the button below this video. And remember, if you apply before 6pm ET today, you'll _____ receive the exact Swipe Copy of the personal email I sent to a select handful of women that brought in over \$6K in just 4 days! And, like I said before, if you've already booked a Clarity Coaching call, simply let me know during your session that you're interested in the Swipe Copy, and I'll make sure you get a copy too!

Questions:

- Time to dive into your questions...

Conclusion:

- Thank you so much for joining me for this live event today. It was truly a pleasure sharing this space with you and walking you through today's teaching.
- If what I covered today spoke to you and if the idea of having my _____ guidance and support excites you because you know it would be a turning point for you and your business, I urge you to apply for one of my free 30min Clarity Coaching sessions via the button below. During that

call, we'll not only explore if working together is the right fit at this time, but I'll make sure you leave our time together with the Clarity you need to move your business forward right now.

- I only work with 8 1x1 clients at a time, and 3 of the spots for my fall 1x1 coaching are already filled, and I haven't even opened this offer up to my list of nearly 3,000 women yet -- I'll be doing that this week. So, if this is something that's speaking to you, I encourage you to apply for one of the free 30min calls right away.
- Something that hit me a while back when I was first considering investing in a coach was that there is not a single successful person out there who does it all alone. They ALL have coaches, mentors, advisors and team members who advise them and support them. If you're wondering what it takes to align yourself with the success that you're desiring, I'll let you know. It takes noticing what successful people do and applying it in your own way to your own business. Successful people see the immense value in themselves and invest in their businesses and their happiness -- when you choose that for yourself, too, everything changes. It did for me, and I know it will for you as well.
- Thank you from the bottom of my heart for spending this time with me, and whether or not we continue our journey together at this time, I wish you much success!