

5 **REASONS** **COACHES** **DON'T CONSISTENTLY** **GENERATE** **HIGH-QUALITY LEADS**

I dealt with every one of these reasons below and wasted years in my business, until I saw what my friend was doing. That changed everything from my business and my life in general.

JEREMY D. KENERSON

OVERVIEW



I dealt with every one of these reasons below and wasted years in my business, until I saw what my friend was doing. That changed everything from my business and my life in general. I hope you get out of this book what took me years to discover. So, read the whole book to learn what my friend was doing that changed it all for me.

I'm sure you can relate to one, if not all, of the reasons I point out in this book. That's because we're all humans and, for the most part, we all function the same. Now, we get into the fact that we're all entrepreneurs and more specifically, coaches, trainers, and consultants. We all must learn some hard truths on our own, while we start and grow our businesses. Making these mistakes isn't your fault. In fact, we are conditioned to make these mistakes by the very people teaching us how to successfully market our businesses.

We live in the information age and that's why we have too much information out there. Jesus said in the last days, "Most will be false teachers, looking out for their

own gain from their own quarter." Granted, he was talking about church leaders and I'm sure we can agree with him if we ever turn on most Christian TV networks.

But, I feel like the same is happening in the internet marketing business. **Not only is there too much information to choose from**, but most of it is complete garbage. From people that were on point in their day, but never changed their programs with the changing times of internet marketing, others are paying to get strategies that stopped working years ago. Or, people are pitching strategies that are either just too plain competitive or that will take a lifetime to create the amount of content you need to attract your perfect customer. And, of course, there are those posers out there taking people's money without ever having success themselves.

That's why I've created this book for you. **I want to help you gain the peace and freedom in your business that you hoped you would have, back when you started your business in the first place.** Of course, once we started our business, we quickly realized how much work it actually is to start a business. We get bogged down with all the different hats we have to wear, not to mention the hats that are not our strong suits. Then, we soon lose sight of those goals, as we are just trying to make it. This book is going to help you, regardless of what stage you are in your business.

You will probably identify with one of these three stages below.

STAGE 1: **START-UP**

If you're a start-up and still have those hopes and dreams of creating peace and freedom, then I'm going to save you a lot of the headaches that most of us had to go through. A lot of you will be just like me and continue having the same limiting beliefs that I did when I started. You'll probably not heed my warnings and will have to discover that pain all for yourself. Don't worry; it's not your fault. It really is part of the human condition, so don't beat yourself up. I pray that isn't the case though. As my father always said, "Learn from other people's mistakes, so you don't have to make the same mistakes." Of course, I'm human and I ended up making those mistakes myself anyways, which I tell myself I had to make in order to learn. I lean on the side of that being bullshit, but it helps me feel better about myself. ;-) So, the moral of that story is don't pull a Jeremy and listen to what I'm going to teach you.

If I had a dime every time I heard or said that if I knew then what I know now, everything would be so different, I could close my business and go retire in Fiji ;-). I can say that if I did know then what I know now, I would have cast aside all fears and limiting beliefs and jumped right to what my friend is doing no matter the cost. I would have jumped right in, because now I know how that money I've spent with him is a drop in the bucket to what I have made. Spending money to make money often scares most entrepreneurs and, if that statement scares you, please keep reading anyway. So many times, depending on where we are in our business, we want the free way to grow our business. Free takes a lot of time, time that you will never get back. Your time is worth more than any amount of dollar bills. I'll talk more about this later on in the book



STAGE 2:

SELF EMPLOYED

If you've been in business for a while, you're probably growing your business by the sweat of your brow. This is where you are really an employee in your business that you just happen to own. Have you ever felt like that? I stole that from Rich Dad Poor Dad's Cashflow Quadrants book. I'm sure you've already heard this, so I won't spend too much time on it. Basically, there are 4 ways of making money. The first two do not build wealth, but the last two do. First, you are an employee and, for most of us, we will never go back to that. The second is being self-employed. The reason he doesn't call this owning a business is because, when we first start out, we literally are responsible for performing multiple roles. Most established businesses have employees performing those roles for us. For example, as a start-up, you're doing the job of the marketing department, the sales department, the customer service department, the product fulfillment department, the accounting department, and the product development department.

So, you are literally an employee inside of your own business. The next quadrant is a business owner. Think of this as a guy who owns a Domino's pizza shop. They own the business, employees are running it, and he's making sure everything keeps running well. He's working on the business and not in it. This frees up his time to maybe own other businesses, because he has the time to do other things that give him the opportunity to build wealth. The last quadrant is inves-

tors. This builds wealth because your money is actually making you money, instead of you making money.

This really gave me the perspective I needed to see the truth about where my business was and what I needed to put into place to take it to where I wanted it to go. I need to hit certain revenue goals to bring on the team members to free up my time, so I could actually grow the business. In order to hit those goals, I needed a certain number of leads, so I could predictably close a certain amount of revenue each month. Man, this is a beautiful thing when it starts kicking in.

In the self-employed quadrant, the business can not run without you and God forbid you take a vacation. You'll take such a hit on your finances, not including the cost of the vacation. You are working mostly with referrals and you've been trying to get your name out there on the old interwebs, spending an insane amount of time and money on courses. You are hoping to learn the one thing, the silver bullet that will help your business take off. You start daydreaming about when it does and how the only worry you'll have is what island you are going to buy in Fiji. You're doing almost everything yourself, you have hardly any time to work on the business, and you know at this pace, it will take years to reach your goals, if ever. Remember, 80% of businesses fail in their first year and another 15% fail over the first 5 years in business.

Right now, you are probably going through **the emotional roller coaster of what I call the feast or famine model**. Feast or famine means that, when things are good, we spend our time working with our clients and then forget that we need to be filling our pipe with new clients. Then, when those clients finish, we are in famine mode, hoping that we can pay the bills. We take on the added stress of trying to find clients fast, before we aren't able to make our house payment. Then, that effort pays off, we get new clients, and we start that cycle all over again. Sound familiar? I bet it does, because I know I've been there too.

STAGE 3:

BUSINESS OWNER

This stage is where the business is running and could run without you. You know, if you had to take a considerable amount of time off, your team would be able to man the ship while you were gone. Your team would be doing most of the work, while you are the CEO working on the strategy to grow the business and developing the product to help more people.

If you have climbed the mountain of your business to be between \$250,000 and \$1 million a year... first off, congratulations. That's something to be celebrated. If you knew how hard it was going to be to get there when you first started out, you probably wouldn't have gone off and started your business in the first place. If you told people what you had to sacrifice to get here, I'm sure most people would turn around, shut down their business, and go get a "REAL JOB."

LOL, but seriously, if you knew then what you know now, you would have gotten here way faster. Am I right? The reason is that you would know what to expect, so

you wouldn't have any of the fears or limiting beliefs stopping you. Plus, you know what works and you would just start with that, instead of messing around with all the bullshit, trying to figure out what works.

This is really the hardest part I have, when I'm working with a client and showing them that they can learn from all the others that came before them. Fast track past the bullshit to getting results this month, they still have the fear and limiting beliefs to overcome.

If you are in the business owner stage, don't stop reading; there is something in here for you too. So, please read on. I found that, when I was in a place of comfort in my business, I got complacent. I also had a hard time letting go and worked closely with my team to make sure everything was running smoothly. So, I stayed in the day-to-day and didn't make growing the business a priority. **I really was blinded to what I was doing.** It took a real friend to shake me up and say that you're not done climbing the mountain. You've just reached the next summit and you camped out there for way too long.

He told me to give up control and trust my team, so I could refocus and start working on the business again.

Now, you're going to love this, because you know how important lead generation is and, as you master one lead source, you can move on to learn another. I hope, by the end of this book, you have an idea for another lead source; having multiple "nets" out there on the interwebs to capture more leads is really what is needed to grow your business.

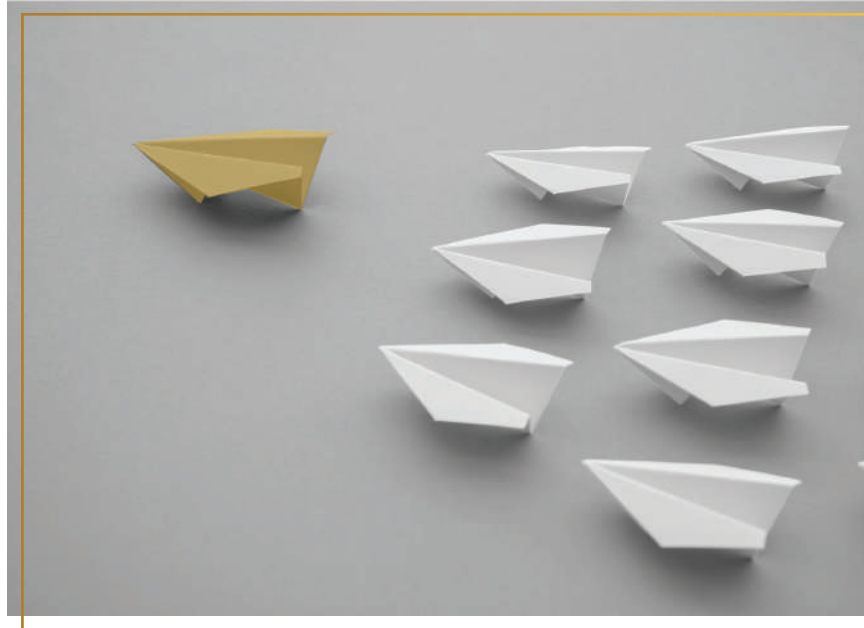
Now, that leads me to the first reason as to why Coaches DO NOT Consistently Generate High-Quality Leads. The reason is simply because they aren't focusing on lead generation.



REASON

#1

You're NOT Focused On Lead Generation



I found that a lot of my clients over the years never really focused on list building or lead generation, at least not enough to create a predictable and scalable business. I don't count referrals as lead generation, because that isn't a predictable amount and it will not help you scale. Now, don't get me wrong, I love referrals and they can be a legitimate source, if you have an affiliate program with active affiliates promoting you and generating a consistent amount of leads. Or, if you have a business relationship with another company that you cross-promote. That's really a good thing, when a company is willing to promote you to their list, but they usually want you to have a large enough list to benefit them when you promote them to your list. But, when you get to that point, that can really accelerate your business.

Now, when we're in the trenches working with our clients, our focus is on helping them. Then, **we have to deal with the day-to-day administrative tasks**, like accounting, checking our emails, making social media posts, meeting with team members, and trying to learn and absorb as much information we can on growing our business.

Once I discovered the five pillars of growing a business, I saw that I was only focused on keeping the business going. This kept my business stagnant and I was just making it every month. Then, I was able to focus on what was important for growth. I believe that the first two are the most important. If you do not focus on these two, you will be caught up in the feast or famine model I spoke about earlier under the Stage 2: Self-employed section.

THE FIVE PILLARS

are..

1 Mindset

We hear about mindset a lot, but if we don't take the time to figure out that it's not, or it doesn't have to be kooky mumbo jumbo, then it really is the first step to having a breakthrough. We need to understand how our mind works and what our minds tell us on a daily basis. I really believe this is where the old saying "You are your own worst enemy" comes from.

We need to identify what we tell ourselves – like false stories we believe, and limiting beliefs we have that create fears and doubts that prohibits us from moving forward in certain areas. We need to know how we react in certain scenarios and what emotions run our lives and how to change that chain of events from emotion to making bad or no actions, and both of those actions hurts the possibility success in our businesses.

2 Marketing

Marketing is the second pillar, because this is where you generate the leads that you need to close and you need to close deals to generate revenue for your business. And, if you want to get out of the rat race, you need to create a steady and predictable flow of new leads.

In order to do this, you need to create your marketing message and position your offer to your target market. Then, you need to get that message out there to create awareness of you or your service.

Then, you have to collect the information from the people that are aware and interested in you and the solution you offer to solve their problem.

If revenue is the lifeblood of your business, then leads are the fluid in the IV that's keeping your business alive.

3 Sales

Sales is equally important. I know it's not sexy to talk about and most people hate it... because they either have a false belief around sales, they haven't learned how to ethically persuade people, or they've learned from the wrong teacher.

If you do not know how to persuade effectively, then it's extremely hard to create compelling marketing copy that converts people on the interwebs into leads in the first place.

Also, if you can't sell, then you can't teach. Meaning that, if you can't persuade people to buy your program, then you don't have the opportunity to help them get the results they need, because you're not teaching them. So, if you truly believe in what you do, you owe it to people to learn how to sell effectively.

After all, you don't get revenue unless you close a deal and we all know that revenue is the lifeblood to any business. We hear all the time that cash flow is king; shoot, even the Bible says that "money answers all things." It really is amazing not stressing over finances and how easy it's to make good decisions because fear is absent.

If you aren't doing these first 3 pillars well, then you had better make them your focus. This is how you build a successful business, because everything else you are doing is a waste of time, except working with clients, of course. But, if you are too busy because you have too many clients, then you should look into how you can deliver your training in a 1 to many aspect, versus just doing 1 on 1 training. I could write a whole other book on this topic, so I won't go into that now.

Customer Relations

Customer relations is all about having a very valuable product/service, how you fulfill on your product/service, and how you build relationships to ensure good customer service.

Now, I know I said the first three pillars are most important. But, I want you to know that, if you do not have a good or valuable product and terrible customer relationship skills, then bad publicity moves a heck of a lot faster than good. That can bring any business to its knees.

Now, I could write a whole other book on how to generate leads, sell the leads, and build a valuable product as you go, but that isn't the intention of this book.

I will say that most people build their business the traditional way, actually the backward way. It goes a little something like this: people have an idea, then they build their product/service, then they set up the infrastructure, set up software, and then build a funnel. Then, once everything is done, they launch and it falls flat on its face, because the market-determined that they don't want to buy that. It's embarrassing to say that I've "TRIED" to build 15 businesses that way and 10 of them were complete busts. I've wasted months building a new product or service, only to either not sell a thing or only sell very little.

Operations

Operations are also important. After all, you need to be able to have the systems to market yourself, capture the leads, follow up with them, schedule appointments easily, take their money, do your taxes, deliver your product/service, get testimonials & reviews, hire and train staff/contractors/VA's, manage your emails, messages, social media comments, etc. My goodness; no wonder most coaches can never focus on Lead Generation.

Now, if you don't have leads and/or you can't close the ones you get, then what's the point of spending the majority of your time on operations, am I right? Also, if you are only dealing with referrals, then you usually do not need a lot of infrastructures to close, collect funds, and fulfill on your product/service.

But, once you get an influx of leads and you start closing more deals, then you'd want to invest the time, money, and energy into systems that will streamline your business. Again, I could write a whole other book on this topic.

I've seen too many people drop \$20k on setting up systems for their new business. But, I'm here to tell you that it isn't necessary. I always tell people to start with the basics and then, when a system becomes a pain in the ass, it's time to upgrade to a more expensive and powerful system. Growing slowly; like, that's key. Otherwise, you waste funds and you waste time trying to set up and learn technology.

Hopefully, since you've read to this point, you won't be offended by what I'm about to say next. My mentor once told me this and, although we had an amazing relationship, I still got a little butt hurt. So, brace yourself. If you do get offended, take 4 deep breaths and come back and finish reading. Because, no matter what stage you are in your business, I am dedicated to you having more peace and freedom in your life.

I hope you are prepared, because here it comes. My mentor asked me, "Jeremy, how many leads do you have coming into your business a month on average?" and I was like, "I don't know." What he told me next rocked my world, then I got over it. It gave me the clarity and focus I needed to get to the next level. He said, "If you don't know how many leads you generate, then you don't have a business." I was like, "What, man? F\$@! you." He said that he figured I'd say that. But, seriously, look at it. Why do we do marketing? Why do we brand ourselves,

create awareness, and advertise... to create awareness that turns into leads, because leads we can sell and that's how you generate revenue. That's it. It's that simple. If you don't know how many leads you generate, then you have your fingers on the wrong pulse in your business.

He said that what you have is basically a hobby that allows you to work really hard and pay the bills. You have no peace or freedom in your life, because, if you did, you wouldn't be paying me to tell you this. Dang, I was like mic drop bro! But, shit, he was right.

I didn't know how many leads came in last month, because that wasn't my focus. When I made that my focus, I worked on generating more leads. Because I put in the work, I was checking everyday what was coming in and leads began to come in. I closed more business. I would spend more time on sales being the focus as well, but that's another book already.



REASON

#2

You're Following Too Many Marketing Guru's



This is an easy trap to fall into. There are so many people telling us that they have the hidden secret to all of our marketing woes and they have all the answers. Now, some of them are really, really good, some have outdated info, and some are just plain bad. So, who do you trust to follow? Well, that's a tough one to answer. It really depends on your industry, your goals, and how you want to run your business. You should not follow a person just because they are successful, but also because of their personality and how they run their business is a good fit for you.

I'm going to rant for just a second, because this one really hits home for me. I don't know if you feel like I do, but I'm sick and tired of going through these peoples "funnels." I'm sick of being promised the world, buying into them, consuming their information, and thinking that it was really good, but I don't have what I thought I was buying - the end result. So, I keep being upsold only to be continually disappointed, because I'm not getting the info to take my business to the next level.

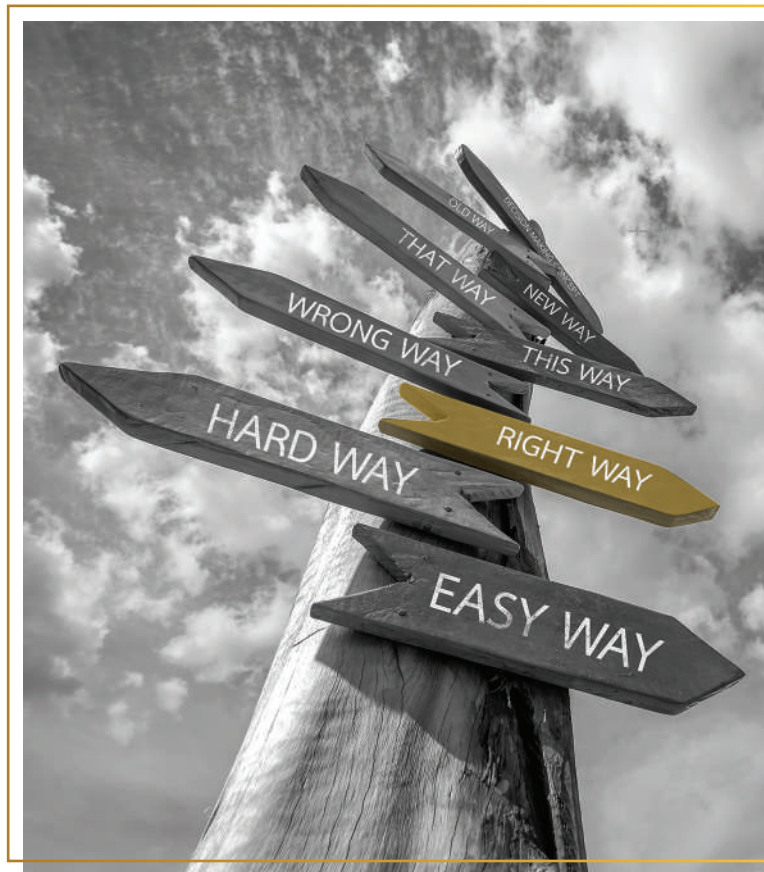
The amount of, not just the money, but the time I spend consuming needless information, when they could have just charged me more upfront and taught me what they promised in the first place. Okay, I'm done with my rant. But, F\$@!, that's a waste of time and money that I'll never get back. I don't want to see anyone go through that bullshit. Now, for some industries, this is okay because the market isn't used to it and the funnels work really well. They weed out the people not willing to spend money; I get it. But, in the internet marketing space, it has just been beaten to death and I'm sick of it.

Now, the point of this section is that it's really easy to follow the good gurus, the ones who are up to date with what is going on in the marketplace. **The problem lies when we are listening to and following multiple people.**

The reason is that each one of them has their own flavor and their own strategy "that has worked." So, when we listen to multiple people, we pull a little of what we like from this guy, a little bit from this girl, and another piece from this guy. So, what we have is this hodgepodge strategy that is, by itself, something brand new and something that hasn't been tested. Then, we wonder why it didn't work. Sound familiar? I know I've done this.

Have you ever started building a marketing plan and you get everything created - like the funnel, the emails, the webinar, the ads - and, right before you hit go on the ads, you see another person's strategy? And, you're like, man, that's amazing. That's the missing piece; good thing I didn't launch without that. **Then, you start to build the whole thing from scratch** to fit that "other" strategy.

I'm embarrassed to admit, but I have done that multiple times. No wonder I didn't get results; it was because I never launched the ads to see if they'd work or not. And, when I did, if they didn't work, I'd second guess myself and wouldn't have the marketing endurance I would need to tweak and keep running until they would start working. I was forever learning and never coming to a place to see the ads pay off.



REASON

#3

You're Focused On Too Many Marketing Avenues



This is another pitfall I fell into. We see so many gurus, like Gary V, for example. We see him using every platform there is and this is smart; he's been creating content for a long time. He's taken the time to master each one of them, one at a time. Rome wasn't built in a day, as they say. Neither can you build all these platforms at once and have any type of success. Usually, we start off all gung ho and then, realizing how much work it is, we fall right back into the day-to-day tasks and never complete any of them.

And, dang, there really are too many avenues and I'm going to touch base on each one of them for you. As a mentor once told me that you need to find the right avenue that works for you first. Then, master that before you move on to implement another new one. He said that if I like watching YouTube videos, then I need to create a YouTube channel. If I consume content on Facebook, then I need to use Facebook; if I listen to podcasts, then I need to create a podcast; if I read blogs, then I need to create a blog... and well you get the point.

The biggest problem I found with each one of these is that they're a long term strategy and I guess I'm just too impatient. I want results now, damn it! And, what's wrong with that? Nothing! Now, these are great for people that are just starting out and they have literally no money. Instead of investing money, you are investing something way more valuable... your time, that you only get so much of while you are on this earth. You can never get that time back, you can never make more of it, and you can't buy more of it.

Money, on the other hand, I can always make more and I can always make it back, make it up. We have such an emotional tie to money – fear and limiting beliefs around money that keeps us from using it as a tool, a tool to make more money. You've heard the old saying, "It takes money to make money."

Man, here I go again. If I knew then what I know now, **I would have begged, borrowed, and... well, not stolen**, but I would've found the money to invest in the simplest way to grow my business. I'll tell you about that in a bit. But, think about it. If you need money for something really, really important, we as entrepreneurs just go make it happen. If I need a certain amount, I look at it and say well I just need to sell 2 people and I'll take that money and get the thing that I need. It really is that simple.

But, if I'm waiting for the check to come in the mail from all the avenues I'm about to discuss below, then I'll be waiting a long time. And, **I don't want to waste any more of my precious time**. If I could go back in time and tell myself that I could reach my goals now, or wait a couple of years, you bet I would choose now. That's how easy it is, if we can overcome our limiting beliefs and fears.

Social Media

Now, you can use Facebook, Instagram, LinkedIn, and Pinterest to build your awareness, give value, and have people get to know, like, and trust you to the point that they are willing to work with you. But, again, that's a lot of content, community building, and I liken it to being a dancing monkey. You have to be on social media all the time, consistently, or that community goes away. Meaning, once you stop dancing, the audience walks away from the show. I don't know about you, but I do not want to be tied to my phone all the time, coming up with

daily content, and making sure I'm replying to comments and messages, all to get someone to the point of getting them on the phone so I can close them. Now, the part that's good is that so many people are on these platforms, so getting your target market to potentially see your content is fairly easy. But, you have to keep doing it, because, in a month from now, that content is so far down your feed that no one will see it. Or, your stories are gone in minutes. That's the never-ending story of creating content.

YouTube

YouTube is the same exact thing, but you're creating videos and doing a lot of work on their backend to make the videos searchable - researching keywords, using software to help maximize the keywords, doing competitor research, and replying to comments to keep engagements going, all to get someone to the point of getting them on the phone so I can close them. Just like social media, you will always be tied to creating content. Remember, with content, consistency is key.

Now, the good part about YouTube is that it's the second most used search engine in the world, so you do need to know SEO a bit to maximize results, but when you do it's evergreen. The video you do that generates interest will continue to do so for years, because that one video will continue to gain ranking over time. Of course, if you get enough subscribers and video view time, you

can allow ads and make additional revenue from that as well, though not as much as people who solely focus on their YouTube channel. They put in the work to grow it and supplement their total income. Again, that's a lot of time for, hopefully, results someday. See how I stressed hopefully. I don't know about you, but I don't want to hope for results. I want results now.

Podcast

So, they say podcasting is the least used and, thus, less competitive. So, if you get in now, it's easier to take off. Again, you are constantly having to create content. Just like everything else, consistency is key and you are tied to always having to create content. I don't know about you, but it's very easy to get burnt out on creating that type of content all the time and good luck enjoying a vacation. The thing I do like about podcasting is that it's evergreen. Just like YouTube, a podcast that I do now will always be searchable. If you do an interview-style podcast, you will increase your network by meeting new people and that can really take your business to the next level. You can also monetize your podcast with sponsors or paid ads spots.

Blog

Writing a Blog is the same deal... content, content, content, all the time. However,

this is great as evergreen content. Meaning, it can be searched and found for all time and only increases in traffic - unless it's years old and Google wants you to update your content to stay fresh, or they change their algorithm and the strategy you used gets blacklisted. The other part that's good is that you can monetize that through Google AdSense and affiliate links that you can use as well. Now, Pinterest goes hand in hand with blogs. Instead of your blog just being searchable on Google, you post it on Pinterest as well. Again, a lot to learn, as their keyword strategy is a little bit different than Google and you need to make sure your pin image is appealing. A lot of testing, just like anything else having to do with marketing.

SEO

I know I should have put this under blogging, because Search Engine Optimization (SEO) is mostly based on content (AKA - your blog/article content that's always being created). However, I kept it separately, because of all the SEO nerds that will tell me it's more than that and it is. You need REAL backlinks, so you're constantly trying to connect with companies to get them to link to your site. This one takes so much knowledge and work, which is why most companies charge an arm and leg for it. My suggestion is that, if you are going to learn this, you need to quit your coaching business and open an SEO agency. ;-)

REASON

#4

You're Focused On Cold Social Media Marketing



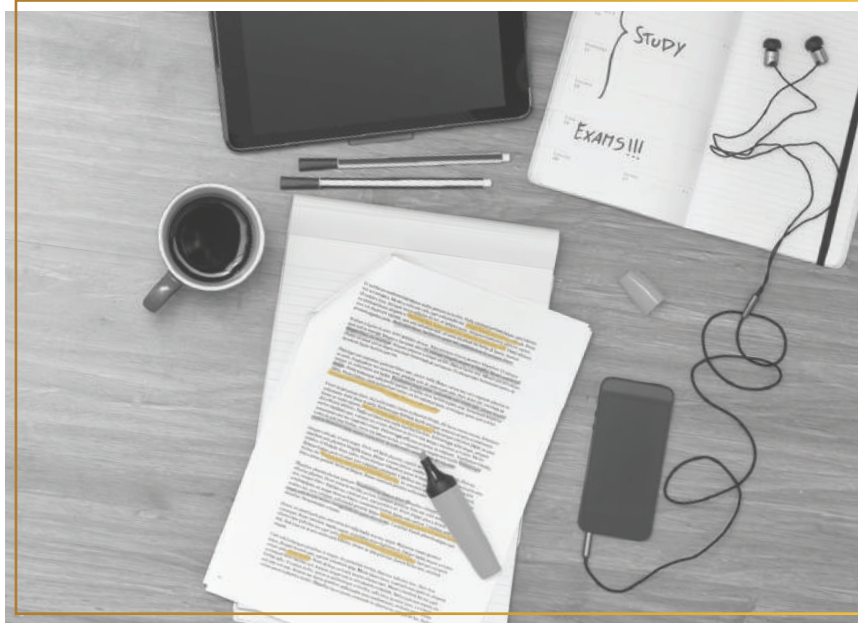
Now, this one is my favorite... NOT. This one always feels so inauthentic I can't bring myself to do it. This is where people tell you to search out people that might be a good fit and connect with them on Facebook, Instagram, or LinkedIn. View and like their posts, make some comments. When they reply to your comments, you then start a conversation. Move the conversation to a direct message. Then, pitch them and try to schedule a call to talk on the phone and then sell them on the call.

You've probably had this happen to you and I would just ask, how did it make you feel? My grandmother always told me to treat people the way you want to be treated. I know so many people that do this and I'm surprised at the amount of success they get by doing this. I mean, it's not a lot. Nothing to scale the business, but 1 or 2 deals here and there isn't bad, right? But, I look at the amount of time they spend researching people, the amount of back and forth communication, always being tied to their phone, all just to get someone to schedule a call with you. Then, the number of deals they get from that effort they put in, when you look at it, it really is chump change and it's no wonder they continue to struggle in their business. For me, spending that amount of time doing something I hate and not feeling good about myself... well, let's just say this option wasn't for me.

REASON

#5

You're Taking Too Many Courses



When we are spending time, money, and energy on courses trying to learn how to do digital marketing, that's taking time away from the things we could be doing, in our business or with our families. Let's face it, for most us marketing isn't our specialty and we spend so much time and money trying to become an expert, when we are already an expert in our arena. They say it takes 10 years to become a master at something. Do we really want to take that much time, which is taking time away from our family, our clients, and our business?

One thing I've realized, in working with so many coaches dealing with the same struggles I did, is that **we tend to implement the parts of the course that we like and we don't implement the parts we don't like** – like the hard work it takes to self promote, or reach out to our contacts personally, or calling past clients, or calling cold leads that never bought from us in the past for whatever reason.

I noticed that everyone, at the end of their training, has a really hard part to launch using free media sources for people who don't have the money for ads. See what I said right there, free media. If you are wanting or needing to launch without money, #1, it's a long term strategy. It takes a ton of time to create the content to build the awareness organically, then gets the results of that content to generate leads.

Most people never complete it, once they start that path, because it's a lot of work, a ton of time, and you don't see results for a long ass time. Blah. Then, we move on to the next guy that promises results with their programs. You get to the end and same thing. Or, they're promoting Facebook ads and, since you've never had success with them before, you think they won't work. The way I hear it, when people are explaining it to me, is that they don't want to "invest" in their business. Really? Is that a thing not to

to invest in leads, when we invest in courses to learn how to generate leads? Well, it is. I've been there too, but knowing what I know now, it was just fear, limiting beliefs, and madness to not hit it hard to get the results I so desperately wanted and needed.

Then, we move on to the next guy and continue this cycle, and there's no end in sight. Think about all the courses you've already invested in, or need to invest in, to start generating leads. We've seen the hype around "all you need is a webinar," so we take a course on creating a webinar. We launch and it isn't as successful as promised. Why? Most teach the basics of Facebook ads and not enough to know how to test and tweak until we get results.

So, what do we do, we take a course on Facebook ads. We learn all that we can to run successful Facebook ad campaigns and, still, we fall flat on our faces. Then, we're like, when the copy isn't compelling enough to get people to convert, we take a copywriting course and learn all that we can about writing compelling sales copy. Then, we launch again, with little to no results. Now, you're probably

on a quest for all different types of courses.

Then, you come to the same realization that I did. These people are only teaching me enough to make me feel like I got value, which I did, but I'm never getting enough to reach the end goal they promise and they continually upsell me. . Most of them, for a large fee, will give you the one on one time you need to truly learn and get the results they promised. Or, you realize that what you learn in each one of these courses takes time to practice, test, tweak, relaunch, and continue that cycle, until you find a winner. At that point, you've spent thousands of dollars and you know it's going to take thousands more in testing, just hoping at some point something will work and, hopefully, it's before you run out of money.

This is complete madness and it didn't just cost me a lot of money or time I'll never get back, but the anxiety I dealt with knowing something has to give before my business implodes. Or, I completely lose my sanity, while making my wife and kids lives miserable in the process.

CONCLUSION

Now, that was a lot of information, but I'm sure you could relate so some of it, if not all of it. I have been running my own business, since 2011, and I've made tons of mistakes. I wasted thousands of dollars and years trying to take my businesses to the next level.

It wasn't until I went through enough pain and had the right mentor who showed me the simplicity of it all. Focus on generating leads and closing those leads. That's it! Everything else needs to be pushed to the back burner and get done as I have time. He helped me stay focused on just that, because it is so easy to fall into doing the small tasks that ultimately do not move our businesses forward.

Then, I came across an ad from a guy I worked with back in the day and we both had our own businesses, so we kept in touch. But, his ad hit me so hard. Could it be that easy? So, I called him up to see what he was up to and how his program worked. After all, his testimonials were great and he's worked with some pretty big names; clearly it worked with all of the awards that he's won.

He broke it down for me like this... instead of going through everything I went through over the years, spending my time to learn, and wasting my money to never get solid results. And, trust me, I've worked with agencies that set up and ran my Facebook ads, charged me a fat monthly fee, and spent tons of my money with little results. So, I was a bit apprehensive to even think about hiring someone to help with this kind of stuff again. But, I knew him and I knew he wouldn't screw me over - after all, I knew where he lived.

He said that it's simple. I create a bomb ass ad, run it to the right audience, send them to a page to opt-in, and watch a bomb ass sales video. Then, push them to schedule an appointment directly on your calendar and, if they don't schedule, I follow with bomb ass emails to push to schedule.

No creating tons of ads and videos, no writing crazy landing page copy, and no creating and running webinars that most people don't want to wait to consume the content for; they are interested now and just want to watch it now. No setting up a crazy confusing funnel or email campaigns, just simplicity.

Again that's an Ad Sales Video Landing Page Schedule appointment.
Then, you close them down on the call. Done, done, and done!

I could either continue with all that work, frustration, wasted time and money to generate an appointment with someone who is my target market, that is qualified

and ready to be sold... or my friend will do that once and it's done.

He set everything up for me, he created the video, I literally filled out a questionnaire, had an onboarding call with him and his team to ask me some more questions to understand my business, my product, and my clients, and boom... he did the rest.

He set everything up in my systems. My landing page software, my Vimeo, my email software, and my Facebook Business Manager ad account. I own it; I don't pay him a monthly fee. Just a one-time done-for-you funnel. The first month, I started with a low ad budget and he spent that time making tweaks to the ad campaign. Then, he got the cost per appointment down and he hasn't had to touch it since. In fact, I have to turn it off when I fill up, and then I turn it back on right before I open enrollment backup. And now, I have a predictable and scalable business. FINALLY!!! I'm so freakin' stoked that I've been telling everyone about it and had to write this eBook, because everyone that is in my target market needs this in their business.

It's not a small fee to have him set this up for you, but you own it forever and it's really chump change in comparison to what I've made. I got my investment back, plus some, in just the second month. Looking back, if I didn't have the money, I literally would've borrowed it from someone or taken out a personal loan to do it. I wish he had this figured out, when I first started my business. I could have avoided all that frustration, wasted time, and money. By now, I would've had that island in Fiji. ;-)

*****If You Found This Helpful** And You'd Like To **Schedule A FREE 30 Minute Discovery Call** To Discover How This System That Generates Highly-Qualified Coaching Client Appointments Works.

Then Click the Link Below To Schedule A Time That Works For You. I only have so many hours to dedicate to these calls and my calendar fills up pretty quick, so schedule now <https://www.jeremykenerson.com/30-minute-call/>

Check out

the ad copy

he used to get me:

Let's say you're charging \$3k.
And you spend \$3k on Facebook ads.
And pay \$10 for an email opt-in.
So you'll get 300 leads for that ad spend.

Right?

And assume 50% of 'em watch your entire video.
And at the end of that video, you ask 'em to book a call.

That's 150 people.

Say 20% take you up on it.

That's 30 calls scheduled.

And Carl The Closer?

Who we introduced you to and even helped train?

Lives up to his name.

He closes at a respectable 20%.

Resulting in six sales.

Two pay in full.

There's \$6k.

Three do a two-pay.

(\$1,750 x 2, for a little interest.)

So another \$5,250 collected.

And Timmy Tightwad does a four-pay.

(\$1k x 4, for a little more interest.)

Boom.

Another \$1k collected up front.

Meaning:

\$12,250 in your pocket.

Right now.

Plus another \$8,250 coming your way.

Eventually.

Hopefully.

But prob'ly.

Cuz you had pay plan buyers sign a contract.

So.

In a perfect world?

That \$3k in ads?

Turns into \$20,500 in revenue.

Toss Carl his 15% in commissions.

And, when the dust settles?

You're left with \$17,425.

Not bad, huh?

And even if no rebills come through?

You still turned one dollar into four!

And even if you halved these already-modest numbers?

You're doubling your money!

Again, that's with zero rebills.

AND doing twice as bad as I'd expect anyone to do.

Using a funnel we made.

Dude.

That's easily a worst case scenario.

But where it gets exciting?

Is when you consider average or best case scenarios.

And plug in some better numbers.

Maybe you charge \$4k.

And get \$5.75 leads.

And 60% watch the entire video.

And 23% book a call.

And Carl catches fire.

Loses his damn mind.

Goes on a tear.

I mean:

The numbers get real stupid real quick.

Now you're happier than a two-peckered puppy at a Bark Park.

Aren't ya?

So the question is:

Can you afford not to have one of these?

No?

Okay then:

FunnelSteve.com

Still skeptical?

Those who've never achieved these numbers will be.

That's okay though.

I get it.

So how about I just show ya.

How's that sound?

Wanna see one of these fancy NOT-so-fairy-tale funnels?

And witness, firsthand, how to get high-paying clients comin' to you?

If so, you're in luck.

I filmed a short video that does exactly that.

I'll show you my last 30 days stats in real time from just one of my personal funnels.

From ad to sales call.

Watch it, free, by entering a valid email here:

FunnelSteve.com

And yeah, if you're impressed?

Who knows?

Maybe we can build one for YOU down the road.

For a big, fat fee of course.

(That's called "the catch.")

But for now, why doncha opt-in and see what's possible?

Here's the link again:

FunnelSteve.com

Kthxbi,

Steve

PS, this doesn't have to be so hard:

FunnelSteve.com

PPS, if you watch the video and it's not for you, no worries, just click "unsubscribe" at the bottom of that first email... and we'll never bother you again.

PPPS, too-long-didn't-read? Then this is definitely not for you. I'm serious, please don't bother opting-in if you haven't read every word above. It's bad for both of us.

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