

# HIGH CONVERTING 26-MINUTE WEBINAR SCRIPT

This is the same script I used  
to sell \$121,504 of a course I created



ROB GOYETTE

## How To Quickly Add Coaching Revenue Into Your Bank Account In As Little As Four Days

Just a quick acknowledgment: This is a pre-recorded webinar that's being broadcast at the date and time of your choosing. So I'm not live, but you can type your questions in the question box and I'll respond quickly.

And remember, when you stay on until the end of this webinar, you will get a valuable attendance prize. I'll share with you a PowerPoint Presentation that one of my students used to sign up three coaching clients when presenting to an audience of 35 people at a networking event. In 10 minutes, he got 3 clients, and I'll give you the exact presentation he used when you stay till the end.

Okay, so please get out a pen and paper and be ready to take some notes. This is a content-packed webinar and if you apply what you learn, you can easily get coaching clients who sign up with you for a year or more in advance, without strategy sessions, even if you don't have a list.

Hi, my name is Rob Goyette. I live in Colorado Springs with my wife and 5 year old son. I've been working in the coaching niche since 2007. I've coached and supported leaders such as Christian Mickelsen, Lisa Sasevich, Michelle Schubnel, Milana Leshinsky, Rich German, Jeanna Gabellini, Eva Gregory, Donna Kozik, Kim Clausen, Nancy Juetten, David Steele of The Relationship Coaching Institute, Gary Henson from BusinessCoach.com, and many more. For the last 10 years, I've been helping coaches get clients.

But it was only about a year ago that I cracked the code on an irresistible coaching offer that got me over 50 one-on-one clients without strategy sessions. Most clients signed up from some emails I sent out, and they paid a year or more in advance which put money in my bank account within 4 days.

The reason I was able to sign up so many clients is that I've figured out a way to package up a 12 month coaching program that is irresistible to clients. And the amazing thing is that it supports your coaching lifestyle better than any other model I'm aware of.

Now, I say you don't need a list for this to work - so let me explain. This system works when you send out emails to people who trust you - and there are plenty of prospects sitting in your Sent Items folder in your email software. Heck, you don't even have to send out emails if you'd rather speak to a group like my student did. He got 3 clients from a 10 minute talk using this model. Holy Cow!

So the way this system works is that you offer what I call Unlimited Laser Coaching. These are 15 minute coaching calls you have with clients. They can coach with you as often as they wish for one low price.

Okay, wait a minute, most coaches freeze up when they hear this model for the first time. Unlimited Coaching Sessions? That's crazy - people will take advantage of this and fill up your calendar - right? And, how the heck can you deliver amazing coaching results in just 15 minutes?

And I thought the same things when I first tested this out. But what surprised me is that after about a month, the frequency of the calls slowed way down because of the way this program is packaged. And delivering coaching in just 15 minutes is totally doable in every niche I've encountered.

As far as clients scheduling their calls with you, it's sort of like when people buy a gym membership in January, and then a month or two later, the gym is relatively empty and the crickets are chirping. People sign up for a year or more in advance, but many do not follow through at least as often as they thought they would.

Sure, when someone wants a 15 minute session with you, then you show up and give 100% - but it's not YOUR job to chase after clients to have calls with you, just like the gym doesn't call you to ask why you haven't been working out.

Like I said, I've been able to easily manage over 50 one-on-one clients while working just 4 hours a day with Friday's off. I recommend you start with 8 or 10 clients at first though so that you don't have everyone joining your "gym" in the same month.

The reason that this is such an attractive offer for clients is that the actual price for a year of coaching with you is so low that if they break out their calculators and divide by 12, the monthly cost is lower than any coaching they've ever seen before.

So let me take you through the process step by step:

Step One: You've gotta know who you're going to serve and how you're going to serve them. This coaching model works in every niche I'm aware of - but you've gotta know who you're offering this to and the solution you'll help them achieve. I'm a business coach, so most of my clients want a working marketing funnel or need general business advice. Since I'm an expert in this, it's easy to deliver. But if you're a weight loss coach, your clients want to lose weight. I'm sure you have a strategy to help them with their goals and that's how you'll coach your clients. If you think this won't work for your niche, please keep watching because I've seen this work in niches where coaches think it can't possibly succeed - and it does.

Step Two: Name your coaching program. I call mine "Get It Done" Business Coaching. Not a super exciting title, and you can probably come up with a better one - but I like that it has the benefit of "Getting Things Done" in the name. You want to brand your coaching with the result in the title - people feel like they're buying a solution when the result is in the name of your coaching program.

Step Three: Make a hit list, or a love list, of who you'd like to offer this to. If you've got a mailing list, this is super easy. If you don't, then consider going through your sent items folder - maybe go back 2 years and spot people you've communicated with in the past who might take you up on your coaching offer. You could also identify groups to speak with like my student did - and remember, you'll get HIS Power Point at the end of this webinar so that you can go speak to a group and sign up clients in as little as 10 minutes.

Step Four: Prepare your coaching platform. I use free and low-cost technology to allow clients to schedule calls, record each call, and take notes during the call. At the end of each coaching call, the client gets the recording of the call as well as their next steps. When you can send recordings of your coaching calls to your clients, they have a tangible asset that they own - and this feels really valuable to them.

You should also gather resources that you can share with your clients. If you normally take clients through a 30 minute exercise for example, you can record this exercise so that clients can go through it between calls. You might also have a list of websites or other reading materials that you can assign clients to review. Really anything that they can do between calls should be considered a resource and likely their homework.

Step Five: Reach out to potential clients and invite them to hire you. I like to send a series of 3 emails, I found that works best. But you can speak to groups, talk one on one with people, or even make a video sales letter or webinar explaining your coaching program. The key is that people need to trust YOU as a person and YOU as the expert who can get them the results that they want. If they trust you, the coaching program is so irresistible that people will hire you. In fact, when I email people who trust me, I don't even need to send them to a sales page or a webinar, I can send them directly to my shopping cart to sign up. There's no strategy session necessary - think of the time it will save you from trying to enroll clients over the phone.

Step Six: Deliver your coaching. Start having your calls, assigning homework, and enjoy the coaching process. BTW I found that I have more energy at the end of these 15-minute coaching calls than I do at the beginning. The 15 minute session is energizing rather than a 1 or 2 hour call which often leaves me feeling tired and ready to call it a day. At the end of each call, you send the client the recording of the call, confirmation of their homework, and a link to your calendar so that they can schedule their next call when their homework is complete.

That's it! Just six simple steps to create, sell, and deliver laser coaching that puts money in your bank account within 4 days of implementing.

Remember that when you stay until the end of this webinar, you will get a proven PowerPoint Presentation that one of my students used to sign up 3 clients from a 10 minute talk.

So I shared this laser coaching model with some of my clients and peers and they pretty much copied my emails, and most made over \$10K in just 4 days. But they were doing things wrong. Their calendars were filling up with unnecessary appointments, they didn't know how to deliver amazing coaching in just 15 minutes, and quite frankly, they needed my experience and guidance.

So I've created a course that shows you exactly how to implement this coaching model. How to package and sell your coaching, the free or low cost technology you need, and how to get results for your clients.

My friend Tamara Monosoff recently went through the course and this is what she said:

"Rob, I used your Fast Revenue Coaching model for 1 on1 coaching and just made \$22,184 in 72 hours. I had to turn off the link a day early and people are still emailing me this morning to get in. I am blown away by the response. Thank you for suggesting this approach. It works!"

It's funny, I saw Tamara at an event shortly after she sent me her testimonial and she told me that she made even more money than what she said in her testimonial because she allowed a few more people in after she shared her results with me. This really is an irresistible offer to clients.

And the awesome thing about my course is that it pays for itself with your very first client, and you can use it to get as many clients as you wish. You don't need an email list, you just need to follow the course and do what it says.

By the way, some of you might be struggling to justify your coaching business to your spouse or family. Maybe you don't have as many clients as THEY think you should have. This program solves that because it's such an irresistible offer, that you can fill your coaching practice quickly and easily. When I've told

my peers that I have over 50 one on one clients, their jaws drop. I'm so excited to have discovered this model and so happy to help coaches finally get clients without strategy sessions and to put money in their bank accounts in as little as 4 days.

One warning though is that many of the people who have gone through my course only go through the first part which is how to sell your coaching. They get a bunch of clients, and then they get stuck on how to serve them - so if you end up signing up for my course, please make sure you go through all 3 parts to make sure you can handle all these clients and truly serve them.

So I call my course Fast Revenue Coaching because it puts money in your bank account fast. That's what coaches want, right?

The course is just three modules, taught over three 90 minute webinars. I taught it with people on the calls, so you get to hear their questions and my answers at the end of each webinar.

Module One teaches you how to sell your coaching. I make it super easy for you to sign up clients without strategy sessions, and without a list. We cover proven campaigns to introduce your coaching, raise your fees, and have sales on your program. You see, you can sell this coaching as often as you like. I recommend you start by getting no more than 10 clients - that's enough to get started. But then you can send out campaigns after your initial announcement of your coaching program to sign up clients whenever you like.

Module Two covers the technology. We go through free and premium solutions so that you can manage your clients and deliver your coaching sessions in just 15 minute blocks. Recording the calls and taking notes during the calls allows me to stay extremely organized and to give clients that tangible recording of the coaching they've paid for. We also talk about calendar schedulers and how to use them to set your ideal coaching schedule. This is how I was able to support all these clients working just 4 half-days a week with Fridays off.

Module Three goes into how to get results for your clients in just 15 minutes. Many coaches think what they do with their clients cannot possibly be accomplished in 15 minute sessions - but I'm here to tell you that you absolutely can. I cover the key strategies that allow you to coach, totally help your clients get results, and do it all within 15 minutes. Several EFT, Mindset, Health, and Relationship coaches didn't think this would work for them because they really need to connect with their clients over the phone, but this absolutely works and they love it!

The list price for my course is \$5,000 because this really is a model that can bring you revenue into your coaching business any time you like. It's actually worth much more than that, but \$5,000 feels like the right price for this course because it's really the keys to the kingdom where you can get as many coaching clients as you want, you can coach part time, and any time you need a cash infusion, you just simply offer your coaching program to people.

So at \$5,000 this really is a bargain.

However, because you're still on this webinar, this tells me that you're someone who follows through and takes action. And I'm looking for some more success stories. So I've got a special webinar offer just for you. Hang in there and I'll give you all the details plus your thank you gift for staying to the end...

You might wonder if this model only works for me, or for a few of my clients. But I'll tell you that it works for everyone I'm aware of who follows my system.

Let me share just a few testimonials from people who have used my method:

Susan Epstein said, "After taking Rob's laser coaching training, within 1 month I created \$24k cash into my business. I didn't change a thing - but followed his advice to the letter. I've known Rob for almost 10 years and I totally trust his guidance. I joked with him last month and said: "Every time I talk with you.. I make money!" But it's no joke. It's totally true. :)"

Jennifer Mayers emailed me and said "\$10,000 in 4 days! I wanted a sure-fire way to fill up my coaching practice with super driven, super inspiring clients. I followed Rob's Laser Coaching Package program step-by-step and signed up 10 laser coaching clients in 4 days. That's a damn good way to kick off the new year, don't you think? Just 4 days into the New Year... 10 new clients and \$10,000 in the bank. Thanks, Rob. You da' bomb." BTW - Jennifer ran another promotion to her list several months later and pulled in another \$25,000.

Christine Gallagher said: "When I purchased Rob's Fast Revenue Coaching Model program, I thought it was a brilliant strategy that I was excited to dive into and implement. But, you're never quite sure if a strategy you've never used before will necessarily work for your own list and business. I'm happy to say that this email campaign that I modeled and sent to my community resulted in a quick 8K in 3 days!"

Dan DeBroux sent me a fun email saying: "Wanted to let you know how grateful I am for your Laser Coaching program. I rolled it out to 6 people and all 6 signed up, and they love it, I'm liking it as well."

So my program sells for \$5,000. But again, because you're on this webinar and you could probably use some fast revenue, you can order the course right now for just 1 payment of \$997.

And because of the way you'll learn to sell your coaching, you'll make that back with your very first client.

And... if you order within the next 60 minutes, I'll also include these fast action bonuses to help you implement this model quickly and give you access to another amazing model which is the most successful program I've ever sold to my list:

**Bonus One:** One Full Year Of Unlimited Email Support From Me Personally. That's right, you can ask me any questions along the way if you need clarification or get stuck. My clients treasure this fast and easy access to me and you'll get me for a whole year. That's a \$997 Value.

**Bonus Two:** One Full Year in my Radical Results Mastermind. This is a 2X per month video call where I share with you the very best of what I've learned supporting all those leaders in the coaching niche. We cover launches, masterminds, VIP Weekends, funnels, copywriting, product creation, and all the best stuff I can teach you. You'll get access to the live calls, the replays, and even the archive of calls which goes back more than 2 years. This is a \$1997 Value.

**Bonus Three:** This is the bonus that's worth more than the entire course. You will get my proven swipe copy to announce your coaching, raise the price of your coaching, and have sales on your coaching. The email copy illustrates how to package up your coaching so that it's irresistible to clients and so that they don't fill up your calendar with unnecessary appointments. These are the emails that my clients and

peers pretty much copied and pasted to sign up a bunch of clients within 4 days. This Is Pure Gold: I'm putting a \$1997 Value on this but it's actually worth much more. But please don't just use my copy and get a bunch of clients without going through the course because I've seen some people really struggle with how to manage all these clients. I give you the magic words to sell your coaching, but you need to make sure you can deliver it and have plenty of free time.

Bonus Four: You will also get access to my most powerful course called BIG REVENUE VIP WEEKENDS which teaches you how to deliver in-person and virtual VIP Days and Weekends. VIP Weekends have been the hottest offer I've ever made to my audience and they've generated the most money for me. If you sell even one VIP Weekend, with this bonus, you've more than paid for everything many times over - I'll send you immediate access to this course as well. That's a \$5,000 Value.

Bonus Five: I'm so excited because in addition to my laser coaching model, I've come up with yet another coaching model that's also working really well! I currently have 22 clients in what I call my Unlimited Video Coaching program. The clients love it and so do I! So in addition to learning my laser coaching model for delivering coaching over 15 minute calls, you'll have another model you can sell your clients where you coach them by making videos for them. You'll learn how to package up your video coaching into an irresistible offer for your clients, how to deliver the video coaching in a super-easy way, and how sell your video coaching. You'll get swipe copy for this as well. I plan to sell this course for \$1997, but you get it free when you sign up for Fast Revenue Coaching.

Bonus Six: I want you to be super successful in your business, and so I'm including yet another course to help you. This is my Fast Revenue Copywriting course. In this course, you'll learn to package up and sell any and all of your programs using 3-Day Email Campaigns. You'll learn how to build and nurture a big list, package up and sell your programs, and real examples of proven campaigns that you can model. If you want to sell your products and programs without getting on the phone, making webinars, or public speaking, this course is amazing. It's also got a \$1997 value.

Bonus Seven: I've decided to add in one more bonus. This is what's going to make sure you get results. I will review and improve the email copy for your laser coaching program before you send it out to your list or contacts. I noticed that some people struggle with using my swipe copy because they have a different niche - or they decide to change the numbers in the offer and it kills the offer. So you can send me your 3 emails before they go out to your contacts and I'll make sure that they are as effective as possible to maximize the number of clients you get. I'll put a value of \$997 on this and if it gets you even one extra client, this bonus doubles your investment in the course.

I know that's a lot of Bonuses, but I really want you to have a successful business. And don't worry, you're going to get a Bonus Roadmap to go through everything, so that you can stay focused and go through all the materials in the right order.

So if we add up the price of the course, plus all the bonuses, the total comes out to \$19,982 in real world value.

And if you order within the next 60 minutes, you can get it all for just one payment of \$997. And as I said, the course pays for itself with your very first client, and you can get as many clients as you want! This really is a coach's dream come true.

Let me answer a few questions that come up about my Fast Revenue Coaching Program:

1) Will this work in my niche? Yes! Business Coaching, EFT, Nutrition, Weight Loss, Authors, Mindset Coaching, Relationships, it works in all of these areas and more. You may need to pre-record some exercises for your clients to go through as homework, but you can absolutely deliver the coaching in 15 minute sessions.

2) Can I really handle 50+ clients? Yes, of course. I've probably enrolled closer to 60 or 70 clients (I haven't counted recently). But I recommend you take on no more than 10 for your first round so that you can get some experience under your belt and so that your calendar doesn't fill up too quickly all at once.

3) Do I have to coach 4 hours/day for 4 days a week like you do? What about days off? Ah, that's the beautiful part of this system. I teach you how to set up your standard coaching hours, but you can take the day off whenever you like. I will often take off a Monday or a Thursday, or even an entire week. In fact, as I created this webinar, I just got back from a 2 week vacation to Europe. This really is a godsend for coaches. You can even do this if you have another job - just schedule your coaching hours during the times you want to be available.

4) What about my higher paying one-on-one clients. Will I lose them to this new model? Well, if you do, it will certainly free up your time - but what I have told my high paying clients who generally want more of my time, attention, and accountability is that this laser coaching program is like a gym membership whereas the higher level coaching is more like having a personal trainer. When I use this metaphor, they "get it" and remain higher paying clients. So if you've got some clients paying you big bucks for lots of your time, you can either shelter them from your laser coaching offer, or see if they'd like to downgrade to the laser coaching model like going from a personal trainer to joining a gym. This really would free up a lot of your time so that you can focus on other areas of your business or take more time off.

5) Do clients get upset if they can't find a spot on your calendar because you take so much time off? Yeah, this happens every once in awhile. Sometimes, clients are disappointed and I'm happy to make an exception for them. It's just 15 minutes. So on the rare occasion that this happens, I'll pretty much let them choose a date and time, and if I'm free, we'll have their 15 minute session - no problem, and they're grateful for the exception.

6) How do you handle back-to-back 15 minute coaching sessions. Are you ever late for your next call? What I teach you in my course is to block out 30 minutes for each call. Keep each call to 15 minutes and then take 60 seconds to send the client a recording of the call and their next steps. I timed this and I can get that email out in 60 seconds thanks to a cool little gmail feature, and that gives me an extra 14 minutes before my next call. Back to back calls are not a problem, and normally the calls aren't even back to back - but when this does happen, you've got a 14 minute buffer between calls. And by the way, several coaches asked me how to keep the calls to just 15 minutes and if it's hard. I give you the magic words to say on the call that wraps things up every time so that you can end every call within 15 minutes.

7) Is there a Guarantee for this program? Yes, of course. You can definitely try this program without risk. If you go through the course and actually do the work and you don't get results within 30 days, you can return it for a full refund. But I know that if you go through all 3 modules and take action, you're going to be thrilled with all the clients you get.



8) Is there a payment plan? No, not for this program. But get creative. Use a credit card, explore PayPal's Interest-Free Option called PayPal Credit, or borrow the money from someone. If you still can't scrape together the payment, let me know and I'll give you some more strategies. This program pays for itself with your very first client and if you follow my instructions, you can get clients within just a few days.

Like I said, most people go through the first module, send out my swipe copy, and see exciting financial results within 4 days. So I'm happy to give you 30 days to try this out, all I ask is that you really do go through the course and reach out to some prospects.

So if you're ready to go for it, just go to this easy URL:

[Coach15.com](http://Coach15.com)

The laser coaching is done in 15 minute sessions, so I grabbed [Coach15.com](http://Coach15.com), that's Coach One Five.com. Just go to [Coach15.com](http://Coach15.com) and if you order within the next 60 minutes, you'll get my course, plus all the bonuses for just one payment of \$997.

And BTW - if you've ordered during this webinar, please stay until the end for a special welcome.

Okay, so thank you for attending this presentation. I hope it's inspired you to get a bunch of clients who hire you for a year or more in advance without doing strategy sessions. If you'd like to get fast results, learn how to properly package your coaching, and let me help you avoid some of the pitfalls along the way, then I can't think of a better action to take than to grab my course plus all the bonuses for pennies compared to the dollars you can earn.

If you were hanging out on the webinar just to get your attendance prize, it's waiting for you at the bottom of the page at [Coach15.com](http://Coach15.com) - and don't worry, if you order the course, you'll automatically get your attendance prize, so there's no need to look for it.

If you'd like to order my Fast Revenue Coaching course which goes into much more detail, shows you how to package your offer to keep your calendar from filling up, gives you the magic words to use in your emails to maximize signups, and comes with the support to make sure you get results FAST, just go to [Coach15.com](http://Coach15.com)

Now, for those of you who ordered and stayed on the webinar, WELCOME! You've made a very powerful decision for your coaching business. You can start getting clients today if you're in a hurry.

You'll get an email from me with instructions on how to access the course and all your bonuses.

The first thing I'd recommend you do is skim through the course PDFs. These are my notes from each of the 3 web classes and they'll give you the big picture and details very quickly. I then recommend you go through each of the webinars - you can watch the videos or listen to the audios, whichever you prefer.

Take notes and decide how you're going to implement each step. You can copy and paste my emails, then tweak them for your audience and send them out. Remember if you don't have a list, you can go through your sent items folder or even find a place to speak and get clients. Please be sure to let me review your emails before you send them - I can probably help you get a few extra clients with my suggestions.

You should see results very quickly, but if you have any questions or get stuck, just shoot me an email. I'm very fast to respond and I'm also very motivated to see you succeed because I want YOUR testimonial too.

Okay, let's wrap this up. Thank you everyone for attending. Welcome to all the smart coaches who signed up, and if you haven't yet - just go to Coach15.com within 60 minutes to get my course plus all the bonuses - Including access to my VIP Weekends Course, My New Video Coaching Model, and Fast Revenue Copywriting!

Remember - your attendance prize is at the very bottom of the page at Coach15.com, but you'll get it automatically when you order.

So thanks everyone - I hope to see you inside the course and can't wait for you to get as many clients as you want!

Next Steps:

You can see this webinar in action at <http://FastRevenueCoaching.com/webinar/>

And if you want to see a new webinar that uses this format and explains automated webinars, you can go here: <http://AutomateYourWebinars.com/webinar/>

Best,

Rob Goyette

<http://RobGoyette.com/>