

## Unlimited Laser Coaching/Consulting Program

Whenever you need an influx of cash into your business, this is one of my favorite cash injection strategies – unlimited laser coaching/consulting.

Set up an Unlimited Laser Coaching/Consulting Program for the time frame that works best for you. I recommend 90 days.

Make it available to anyone – it can be a great way to get people who won't join your group signature program to try you before they commit to a bigger investment.

Please note: this is laser private coaching.

### Here's how it works:

They get a 30-minute "kick start" call with you to set up their goals and milestones and you give them their homework. Then, they can set up 15-minute calls with you ONCE they complete their homework. They cannot schedule again unless their homework is done .

Determine the bandwidth you'd have to offer this and then design your offer. Other rules:

- THEY HAVE TO PAY IN FULL NO PAYMENT PLANS OFFERED.
- Should be priced at \$2,500 -\$5,000 it has to be a no brainer and you want them to be able to pay in full
- You do not meet with them if they don't meet the criteria
- You do not supply them with templates or materials from your programs they are only paying for laser access to you

I used this strategy to pay \$50,000 for design options on our new home, I got all the cash with no overhead to pay out to team and I never had more than 2 calls a month with anyone because they had to do homework!

NOW, THE MATH: If you did this for \$5,000 and got 5-10 people to enroll, you're looking at \$25,000 - \$50,000 NOW....

Remember, these people expressed interest in working with you....



Link to see how mine was set up:

<https://ou103.infusionsoft.com/app/orderForms/Grow-My-Biz-Unlimited-Coaching>

E-mail 1

Unlimited [type of coaching] coaching for [time frame – 90 days | 6 months | [timeframe]]

Hi First Name,

What if there was support for you to ACTUALLY implement everything you've been wanting to do in your business?

Well, [hold on] now there is.

I've decided to do something really crazy (all of my friends and colleagues told me something was wrong with me for doing this....

Introducing Unlimited Laser Coaching. You, read that right. For [timeframe], you can get access to me to help you move your [life/business/etc] forward.

Here's the deal:

**THE OFFER:** This is UNLIMITED Laser Coaching for your business. We meet by phone for 15 minutes (30 minutes for our first call), confirm your goals, identify the steps that will get you there, agree on homework to complete before your next call, and then I send you a recording of your call (and the link for your next session), you'll send me what you're going to work on as homework before our next call, and then you're off to implement.

**THE RULES:** You can schedule as many 15-minute laser coaching sessions as you like over the next [timeframe] ( [indicate any timeframes when they can't book calls, but other than that, you're good to go – and I will have plenty of availability☺). You simply must do your homework before you schedule each session. This pushes you to take the action you need to take to get the results you want.

**MY BIG WHY:** I felt in my spirit that there are people who need me that can't afford my high-end programs. I am offering this INCREDIBLE DEAL to be of service to a few talented



business owners who are ready to get real results in working directly with me and they take fast action in deciding to leverage my expertise and generosity.

**MY GUARANTEE:** On our first (30) Minute Call - if you don't think I can absolutely help you achieve your business goals, then we'll cancel the agreement and I'll refund your money immediately. No Risk!

So, are you interested? Go register now: insert URL to order form Looking forward to helping you make your business an Incredible One®

Your closing, Your name

Email 2:

Hi First Name,

If you're stuck or struggling in your business and you're ready for clear, no-fluff guidance from an expert coach to consistently hit your goals - and have more clients than you can handle - then I've got the perfect solution for you.

My Unlimited Laser Coaching Program Offers You Unlimited, One-On-One Business Coaching and accountability with me for a [timeframe].

For [timeframe], you'll have access to me for guidance, support, accountability and coaching and when I tell you the investment, you might just scream.

Let me coach you to:

- \* Create Your First Product
- \* Tame the TECH Monster
- \* Design Your Automated Webinar Funnel
- \* Hit Six Figures In Business
- \* Plan And Implement Your Product Launch
- \* Any Business Goal!

I'm limiting this to X people because I'm not sure I can handle more right now. Here's the deal...

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you're going to work on as homework before our next call, and then you're off to implement.

**THE RULES:** You can schedule as many 15 minute laser coaching sessions as you like over the next [timeframe] ( I won't be available in August or November, but other than that, you're good to go – and I will have plenty of availability☺). You simply must do your homework before you schedule each session. This pushes you to take the action you need to take to get the results you want.

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What are you waiting for?! Go register NOW [insert URL]

Your Closing, Your Name

P.S. This is unlimited One-On-One Business Coaching by phone with me for a [timeframe]. We meet for a very powerful 15 minutes per session to talk about your goals and how to reach them. I've coached and supported dozens and dozens of six and multiple-six figure leaders in the industry and many of them have graciously called me their marketing and tech secret weapon - and I'm ready to use that experience to help YOU. No matter what your goal, I'm confident I can get you there.

And during our first session, if you feel that this isn't for you, no worries, I'll refund your money immediately.

P.P.S. The most important word in marketing is TRUST. You need to trust me as a person AND as an expert - just like your audience needs to trust you. So here are some awesome testimonials from a few of the people I've helped:

*"Darnyelle, your laser coaching is exactly what I need to push me forward and keep me in momentum!" – Karen Townsend*

*“So glad I am working with you doing laser coaching. I feel very confident you are just what I needed to get me going.” —Angela Grayson*

*“Thank you Darnyelle! Your advice, your talents, your gifts - but most importantly, the way you deliver with heart and compassion is what I love about you. Forever grateful! —Jasmine Vializ*

*“It’s actually PRICELESS when you put all Darnyelle’s teaches you into action!” — Stephanie Wellington*

*“You’ll be glad to get to know Darnyelle and her way of simplifying and removing obstacles. I can hardly wait to continue working with her!” —Nancy Greene*

Grab Unlimited Business Coaching With Me Here [insert URL]

Email 3:

First Name, it always happens! And it's the reason you should be building and nurturing your email list NOW.

I have noticed that whenever I put out an offer or announce a price increase to my list, the people who sign up fastest are the people who know me best.

It's truly a validation that TRUST is the most important word in marketing. People will sign up with you if you put an irresistible offer in front of them and if they trust you.

So the irresistible offer I sent out yesterday is my UNLIMITED Laser Coaching Package where you get as many 15 minute laser coaching calls with me as you want for one insanely low payment. In case you didn't pull out your calculator, the math comes out to less than \$[amount] per month for UNLIMITED World-Class Business Coaching.

Yep, read that last paragraph again because I don't think there is a hotter offer out there to help you finally hit 6 figures, automate your marketing, plan your launch, or whatever your business goals are for the next [timeframe].

[insert url]

Several of you had questions including how the homework rule works. So let me clarify what happens:

1. Use this link to sign up for One Full [timeframe] of UNLIMITED Business Coaching with me:

[insert URL]

2. You will get an email with a link to my calendar so that we can have our first coaching session together (the first session is 30 minutes instead of 15 so that I can get to know you better.)

3. On the call, we will identify your goals and come up with homework that we agree on (we both must agree on the homework, I won't go crazy and give you too much.)

4. After each call, I will send you an email with a link to the recording of our call, confirmation of your homework, and a link to schedule your next call.

That's it! It's simple, it's easy, and it's only \$2500 for a FULL [TIMEFRAME] of coaching with me. And the price goes up by \$2,500 tomorrow because I'm honestly not charging enough for this (my own coach agrees).

Just click here, sign up, and know that you've taken the single best action you can for your business for the whole upcoming [timeframe]:

[insert URL]

Your Closing, Your Name

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Grab One Full [timeframe] of Unlimited Business Coaching With Me Here: [insert URL]

Email 4: First Name,

First of all, welcome to everyone who signed up for a [timeframe] of coaching with me for less than \$210 per month! I can't think of a better business decision than to hire a coach, and you got the gal who can get you results in any area of your business. You're a decisive business owner and you rock!

If you are waiting until today's deadline to order, then here's the link:

[insert URL]

If you didn't take action on this - then quite frankly I'm STUNNED. You either didn't read my last 2 emails, you don't understand the offer, or you don't believe me. (Just a little bit of my tough love for you!)

So let me connect the dots for you:

**THE OFFER:** This is UNLIMITED Laser Coaching for your business. We meet by phone for 15 minutes (30 minutes for our first call), confirm your business goals, identify the steps that will get you there, agree on homework to complete before your next call, and then I send you a recording of your call (and the link for your next session), you'll send me what you're going to work on as homework before our next call, and then you're off to implement.

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**MY GUARANTEE:** On our first (30) Minute Call - if you don't think I can absolutely help you achieve your business goals, then we'll cancel the agreement and I'll refund your money immediately. No Risk!

**THE DEADLINE:** You must take action on this today because tomorrow the price doubles. It's still a bargain at \$XXXX. But you can get it for just \$XXXX today (which comes out to less than \$XXX per month).

I don't think I can make this any more clear. If you're not ready to sign up, go back and read this message again. It's a no-brainer if you're in business. If you get it, then here's the link (your coupon code has already been applied for you):

[insert URL]

I can't wait to help you have the best business [timeframe] of your life!

Your Closing, Your Name

P.S. If you still don't believe me or don't know if I can help you, then reply to this email and ask me questions or ask for references. Heck, just sign up and have that first phone call with me so that you know if this is right for you. There's no risk to take the best action you can this [timeframe] to have your best [timeframe] in business over the next [timeframe].

Talk Soon: [\[insert URL\]](#)

P.P.S. If the link no longer works or the price increases by \$2,500 then that means the offer is over because too many people took action and I want to make sure I can serve everyone. So click here now to find out if you can still get in on the very best thing you can do for your business for less than 210 bucks per month:

[insert URL]

Email 5:

First Name, the price for my Unlimited Laser Coaching program doubles when I wake up tomorrow or when all X spots are gone. In fact, it might have already doubled (I wrote this email this morning and have no idea if the program has already sold out).



But in the event that there's still a spot for you, please read this email very carefully because I honestly cannot think of a better action you can take toward your business. If you trust me and believe me, then you'll read this message. It's the same email I sent you earlier today - but I'm sending it again in case you did not open the previous one (or worse, you did but did not take action):

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First Name,

First of all, welcome to everyone who signed up for a [timeframe] of coaching with me for less than \$XXX per month! I can't think of a better business decision than to hire a coach, and you got the gal who can get you results in any area of your business. You're a decisive business owner and you rock!

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I can't wait to help you have the best business [timeframe] of your life!

Be Incredible, Darnyelle

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