

in-demand expert

Transition from unknown expert to 5-figure launches
as a coach or consultant.



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this is *for you* if...

Too many of the online business coaches and experts that come to me are frustrated about being overlooked and ignored in their industry. They know that what they do is impactful, but they can't seem to get in front of their ideal client or convert them.

Sound like you? Well stick around friend because I'm certain I've got the answers you've been looking for.

01 YOU HAVE A PROVEN EXPERTISE

My strategies work best for professional women who have delivered transformation through an expertise that they've cultivated either through corporate America or side hustling.

02 YOU'RE READY TO SCALE YOUR IMPACT

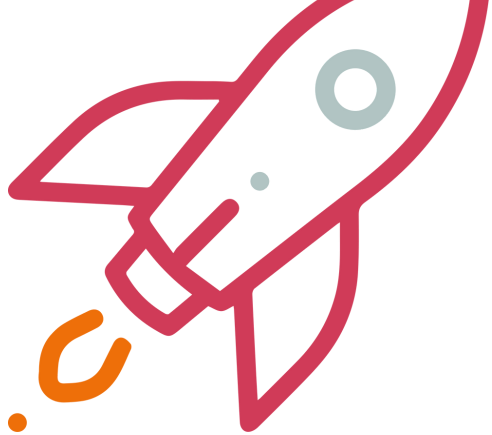
You're finally ready to leverage your expertise to serve more clients and build a profitable and impactful coaching or consulting business.

03 NO ONE KNOWS YOU EXIST

You've been doing all of the things, however you just can't seem to break through and get noticed. You post, go live, and even share in your stories daily – but still, crickets.

04 YOU'RE TIRED OF BEING COMPARED

Your ideal clients are comparing you to the leaders in your industry and you can't seem to get out of their shadow. You need a strategy to perfect your positioning so you can be seen and paid like the expert you are.



IT'S TIME

FOR THE CLARITY YOU NEED TO CONFIDENTLY
EXECUTE A PROFITABLE STRATEGY

I've worked with experts, coaches, and service providers across multiple industries, in various stages of their business, and even across the country...

... and they all have the same thing in common. And I'd bet it's your struggle as well.

You're duplicating copy and paste strategies that you don't even understand, and it's falling flat with your ideal client because you lack clarity and a real strategy.

You haven't figured out how you want (or need) to be positioned in the marketplace, how to command the attention of your ideal client, and how to properly plan and execute a program launch to convert them.

So although you're doing all of the things, you're seeing a minimal return and it has you questioning if you'll ever launch & grow a successful business.

CLARITY BREEDS CONFIDENCE



my turning point

AND IT'S ABOUT TO BE YOURS TOO.

When I quit my job as the Digital Director for a national nonprofit to go full-time in my business during COVID-19, I had no idea what I was doing. I had an expertise that I'd spent over a decade cultivating, but I couldn't break through to my ideal client.

They didn't understand my messaging. I wasn't positioned as an expert and I was inconsistent. I was getting clients from referral and word of mouth, but it was slow and unsteady.

However, that all changed once I began bridging the gap between my corporate experience and how I served my clients in my business. I began introducing my audience to the exact strategies I used in corporate to reach millions and breaking down those strategies into actionable steps.

And just like that, I cracked the code.

Sharing my story – authentically – helped position me as an authority and having the right strategies helped me shorten my buyer's journey so I could make more money, faster.

And this is exactly what I want to teach you.

KEEP READING, IT'S GETTING GOOD

truth bomb



THE TOP 5 MOST COMMON & COSTLY

mistakes

These are the most common mistakes I see my clients, other online business coaches, and consultants make when it comes to positioning their expertise and securing sales. They're the same mistakes I made.

UNCLEAR MESSAGING

You're such an expert that you're using jargon your ideal client doesn't even understand.

TRASH CONTENT

Your content is copied, lacks strategy, doesn't educate your audience, or share your story and it's probably boring.

NO AUDIENCE ATTENTION.

You haven't primed your audience for your offer so they have no idea you've got a solution and they're not checking for you, boo!

NO SOCIAL PROOF

You're collecting testimonials, but failing to use them as a positioning device. Your audience doesn't know you deliver results.

NO VISIBILITY

You haven't leveraged other platforms to penetrate a wide enough audience and expand your reach.



what you think you need.

I know you're probably feeling triggered and want to just scream from the frustration, because you've tried everything (and probably thought you were doing these things right) but nothing is getting you the results you desire. And it's probably because you've focused on the wrong things...

→ 01 GROWING YOUR INSTAGRAM FOLLOWING

You don't need 10K followers to make money on Instagram. I know, I made my first 6 figures with less than 5,000 followers.

→ 02 JOINING THE COOL KIDS CLUB

Community is super important (and a core value of mine), but you don't need a special, magical group of coaches to get noticed online. You need a proper positioning and launch strategy.

→ 03 A MASSIVE PAID ADVERTISING BUDGET

Paying hundreds of dollars in ads without a strategy won't help with your positioning and it's not a magic trick for bringing in your perfect person either.

→ 04 MORE ADVANCED DEGREES OR CERTIFICATIONS

You don't need to wait until you've secured yet another degree or certification before you launch your business. Your expertise has already been proven and it is enough to launch your coaching or consulting business.

HERE'S THE GAG:

what you really need...

If you want to move from hidden-gem to in-demand expert and swimming in clients it's honestly super simple. But, it'll take you refocusing your time and energy.

With these three easy things we can get you systematically attracting, nurturing, and serving your perfect person.

YOUR UNIQUE POSITIONING

It's time clarify why you're your industry's secret weapon.



BRAIN DUMP:

What do you want to be known for? What are you the very best at? How do you solve your perfect person's problems?

YOUR AUDIENCE'S ATTENTION

Train your audience to take action when you say and prepare them to purchase.



BRAIN DUMP:

Historically when has your audience taken the most action? How will you continue moving them? Where?

AN EXECUTABLE LAUNCH PLAN

Plan out the details of your launch and the actions your customer's journey.



BRAIN DUMP:

What will be your launch event? When will your cart open and close?? What bonuses will you offer?



I know you've been questioning whether or not you can really do this and make the money you need for the life you're dreaming of.

And the short answer is: YES, YOU CAN!

But first you have to build trust, and show that you're not just some fly by night "coach" or "expert" who popped up one day and hosted a webinar where you asked dozens of people to fork over a mini fortune.

And building that trust can be challenging, but your business (and bank account will thank you for hunkering down and investing in creating a REAL strategy - suited for you and your vision.

because one size fits all marketing is not a thing and the internet can spot a copycat a mile away.

A customized strategy is about so much more than just "not fitting in". It's about alignment and connection. When my clients use the strategies I'm about to teach you they make more money without the burnout and launch fatigue.



but it ain't for everybody

part of the reason I'm able to deliver the results I do is because I'm super particular about who I work with. So let me know if this sounds like you?



one
you believe in
fast action.

Once you know what to do, there's no stopping you. You immediately begin implementing strategies as you learn them, testing with your audience and asking questions when you feel stuck or like you need clarity.

two
you're looking
for a solution

You are ready for a solution. You know that something's missing and you've tried everything. You don't want to keep winging it and trying to piece it together on your own, you want a step-by-step gameplan to get the results you've been praying for.

three
you know
your shit.

Basically, you're an expert. You didn't just pop up yesterday trying to sell. Nope, you really know what you're talking about, you just need to know **how** to share it with your ideal client. **HINT: This is where I come in**



frame

INTRODUCING THE

clarity to coins framework

Whew! It's been a journey getting here, but if you made it this far then I am SO excited to introduce you to the framework that's not only changed my life, but the lives of my clients as well.

Using these 3 steps you'll be able to implement a proven strategy to position your expertise and stand out in your industry as the go-to.

You don't need 4 posts a day or, a paid influencer marketing campaign, or ads you can't afford - we're going to leverage what you've already got to get the clients you want.

You ready?



the three part framework

The Clarity-to-Coins Framework is a three-part framework that you'll breakdown and implement.

Each phase of this framework has been refined to ensure that you learn how to build authority in your industry, attract, nurture, serve your ideal client, and launch your offer to an audience of stans.

01 POSITION YOUR EXPERTISE

Your unique positioning is what separates you from your competitors in your industry. Clarifying this unique positioning will help you cut down on clients who aren't a good fit and shorten your buyers journey.

02 PRIME YOUR AUDIENCE

Before you can focus on launching, you have to spend time nurturing and priming your audience. This phase of the framework focuses on really tapping into who your ideal client is and using your content and funnel to talk directly to them.

03 PLAN YOUR LAUNCH

Everyone always want to skip straight to this step. But if you haven't spent enough time positioning your expertise, and priming your audience, jumping straight to an elaborate launch plan will fail. You have to know your client before you can identify their journey to paid invoice.

PHASE 1

position your expertise

CLARITY-TO-COINS™

Your unique positioning is what sets you apart from your competition.

TO ASSESS YOUR UNIQUE POSITIONING, YOU NEED CLARITY ON:

POSITION: What do you want to be known for?

PROOF: What are you the very best at?

PERSON: Who do you serve?

PROCESS: What are your steps to solution?

PROMISE: How will their life/biz be changed after working with you?

By understanding (and being able to clearly articulate) your unique positioning you help your perfect person quickly assess that you're the solution they need to solve their problems and achieve their desires.

FAST ACTION: COMPLETE THIS POSITIONING STATEMENT →
"I <POSITION> <PERSON> TO <PROOF> THROUGH <PROCESS> SO
THEY CAN <PROMISE>."



Working through the Profitable Package Matrix and the Curriculum worksheets helped me to identify my initial target segment and outline a whole curriculum for my clients.

- BRANDEE HARRIS

UNDERSTANDING YOUR EXPERTISE

breaking down proof

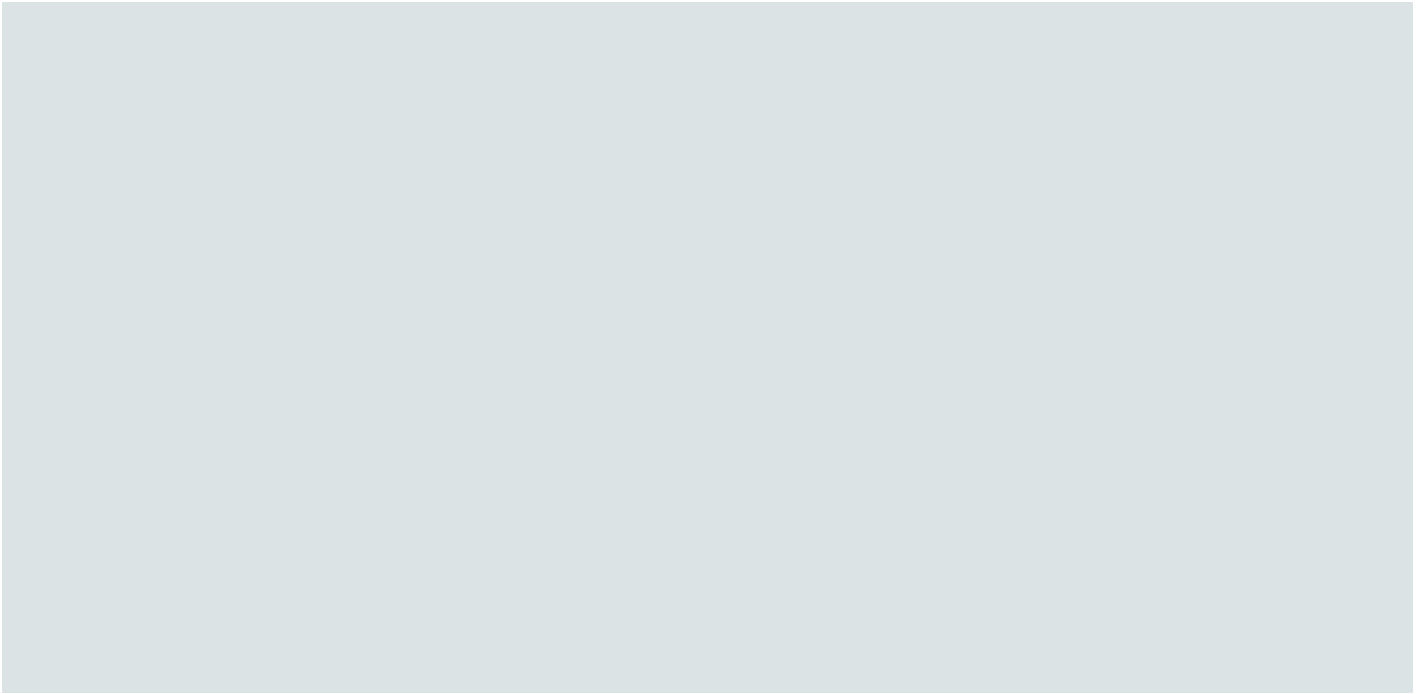
What are you the very best?

Don't just rush through this question, take a second to pause and really think about the best transformations you've delivered. What happened and why were you uniquely qualified to solve this problem?

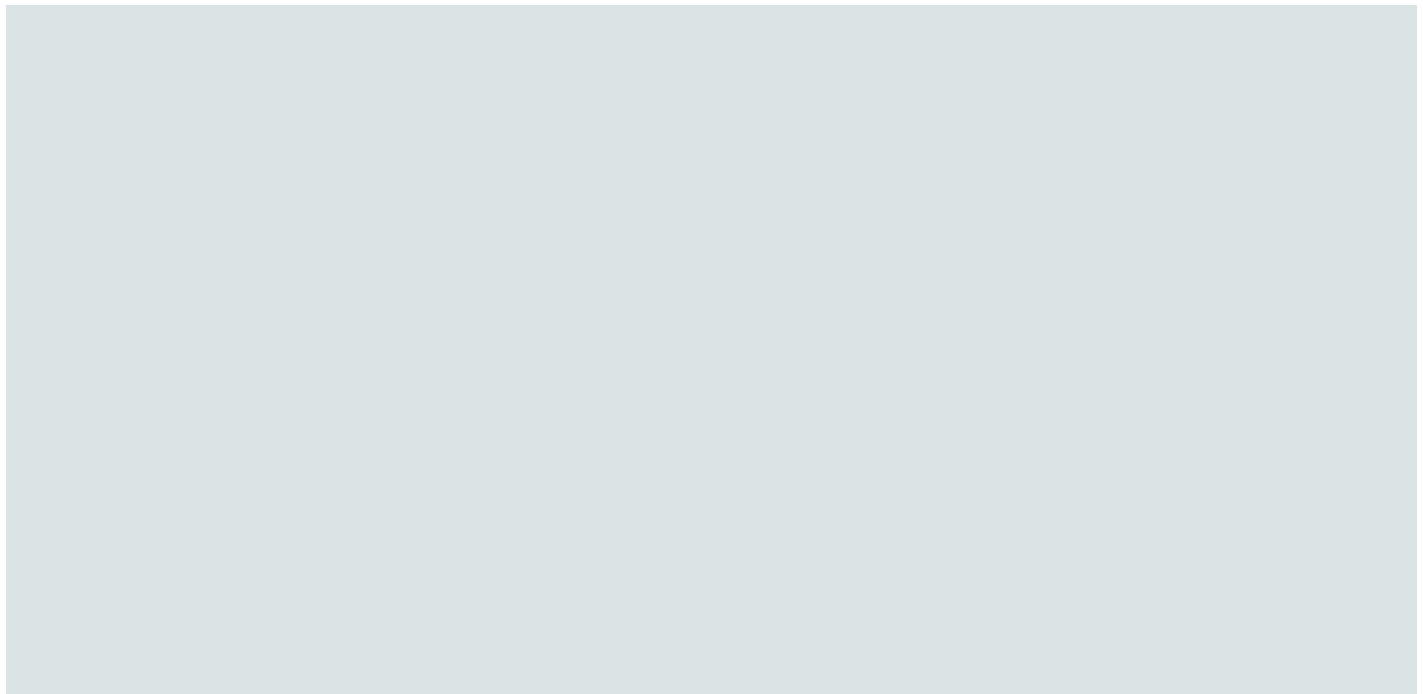
What experiences can you revisit to capture qualitative and quantitative data about the transformation you delivered?

Think about your corporate experiences, side-hustling, bartering, work with friends and family, results you got for yourself, feedback forms, intake forms, offboarding forms, Zoom recordings, etc.

What qualitative data do you have?

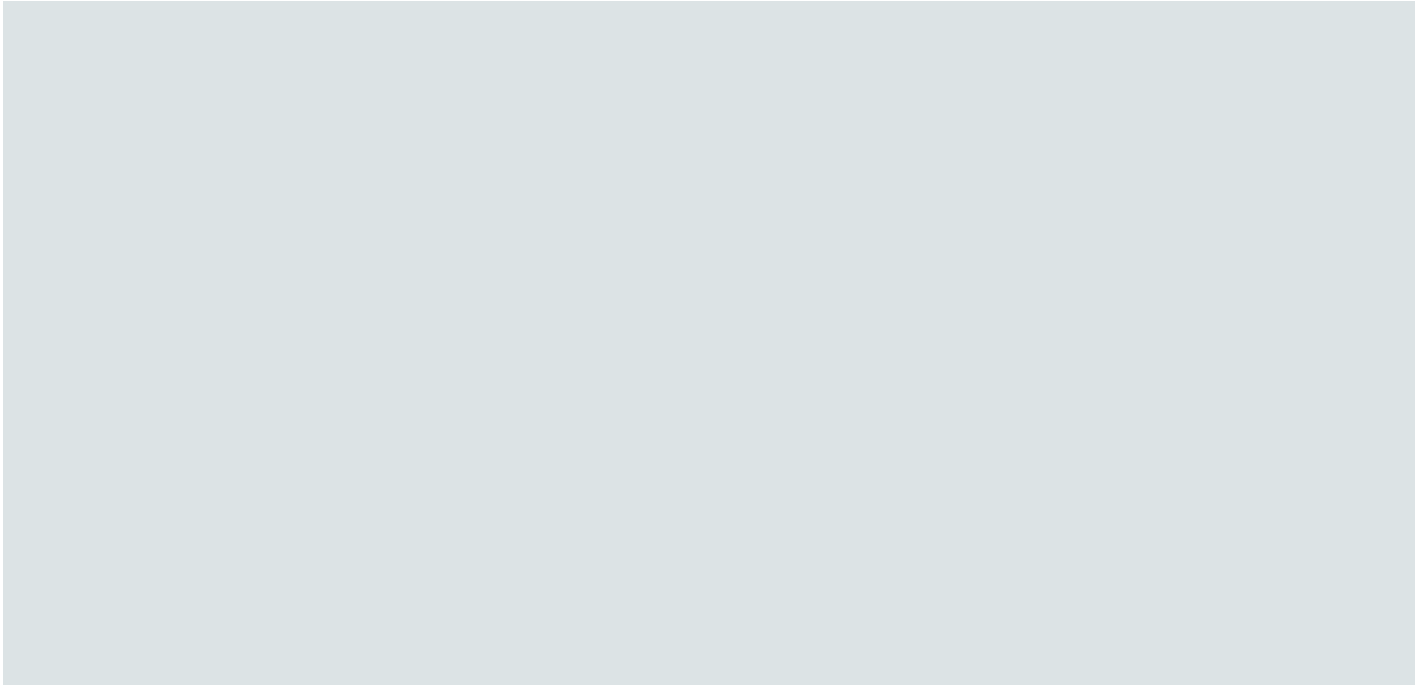


What quantitative data do you have?

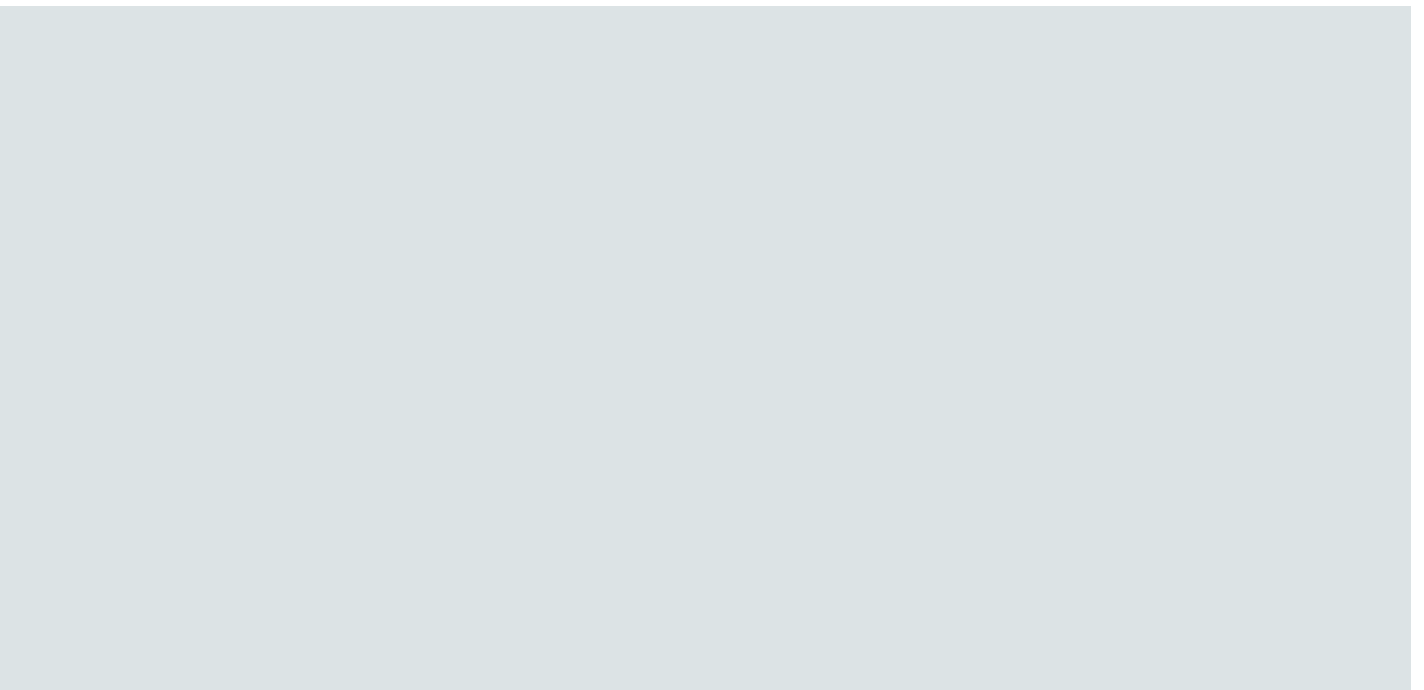


Think about how you'll share this data in one of the four content sharing ways that we discussed in the mini training.

What stories can you tell about the data you gathered?

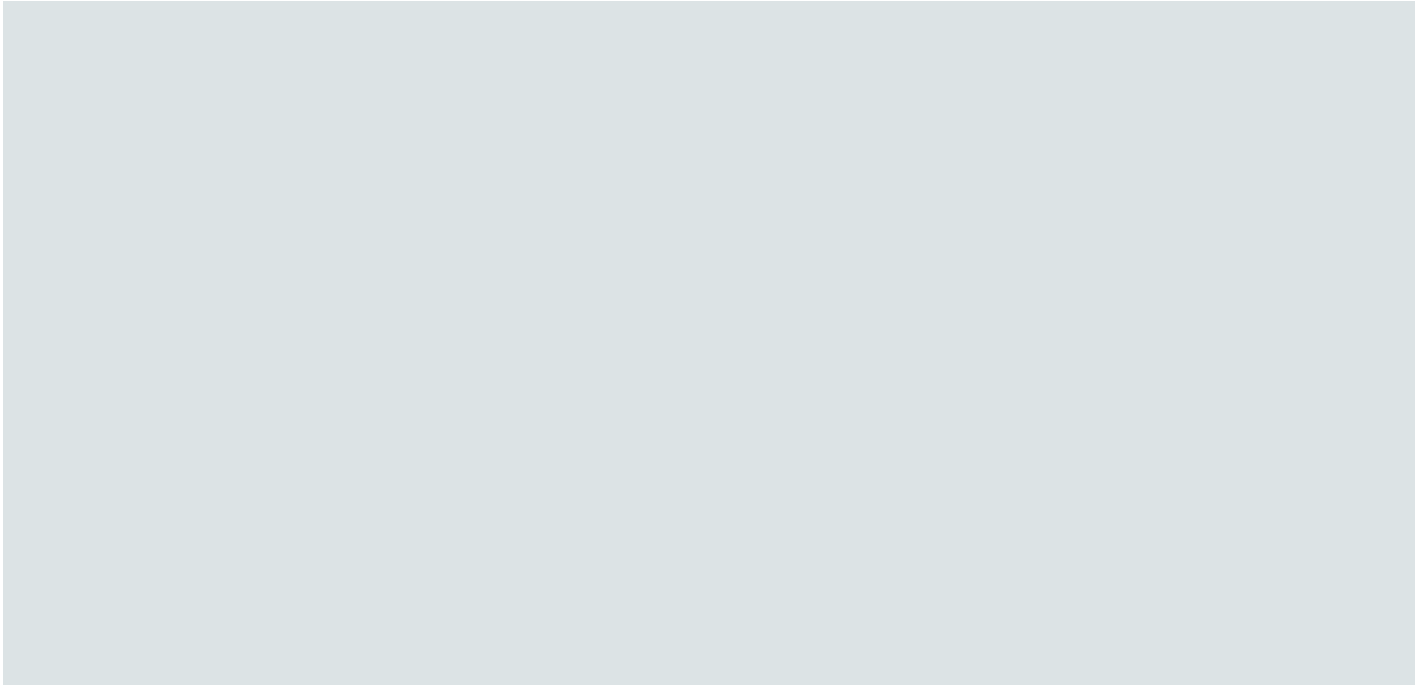


How can you leverage the data to boost your authority?

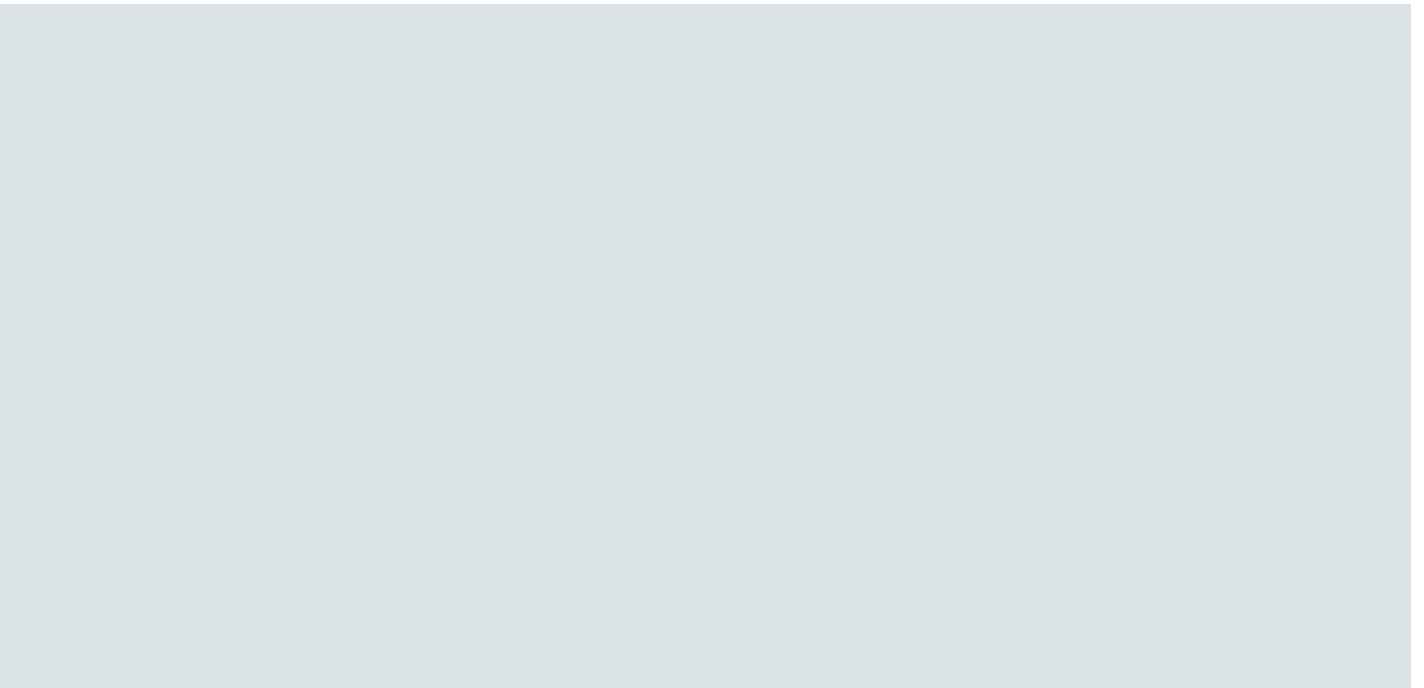


Think about how you'll share this data in one of the four content sharing ways that we discussed in the mini training.

How can you leverage the data to connect with your audience and build community?



How can you leverage the data to drive sales to your signature offers?



PHASE 2

prime your audience

CLARITY-TO-COINS™

Understanding your perfect person helps you communicate directly to them and prime them for the purchase.

Talking to your avatar and communicating with your audience are two very different things. Your audience is comprised of anyone in the market for an offer like yours, but your perfect person is in the market for you.

Typically your perfect person connects with some part of positioning, proof (story), and process.

Examples:

- You left corporate America and they want to do the same.
- You paid off \$20K of debt and they want to do the same.

FAST ACTION: ASSESS THE LAST 5-10 CLIENTS OF YOURS: WHAT DID THEY HAVE IN COMMON? AGE, INCOME, PAIN POINTS, DESIRES, HOW THEY FOUND YOU, WHY THEY WORKED WITH YOU. WHAT PART OF YOU DID THEY MOST CONNECT WITH?



"I was able to enroll 98 women in less than 7 days and I ended the year hitting my first 6-figure month."

- JANCE PERRYMAN

PHASE 3

plan your launch

CLARITY-TO-COINS™

Planning your launch is the key to generating your first 5-figures.

Planning your launch is about so much more than just creating content on social. There are strategic and technical aspects of your launch that you MUST account for before promoting.

Let's dive into them:

- Who are you launching to?
 - What will be your launch event?
 - Where will you generate leads?
 - When are your key launch dates?
 - Why do your clients need this offer now?
 - How will you nurture your leads?
-
- What platforms do you need? (Think: project management, customer relationship management, payment, email marketing, community relationship)
 - Do the platforms need to talk to each other? How will they talk? (Think: tagging in email marketing)
 - What processes will be AUTOMATIC, MANUAL, or DELEGATED?

FAST ACTION: ANSWER THE QUESTIONS ABOVE.



"I was featured in Pop Sugar and O,
the Oprah Magazine."

- DYLESIA HAMPTON BARNER

WHAT SHE SAID

THE RESULTS & RECEIPTS



I had almost 100 applications to work with me and converted 16% from my webinar! I've never done a live webinar before so I was super proud of this result!

- TATIANA O'HARA

💡 I did \$100k in 8 days 🥹🥹🙏❤️ And I would never be here if it wasn't for our VIP day and you teaching me how to properly position myself and "bridge the gap" between my services and my clients needs.

- JANELLE CHRISTIAN



A VERY clear pre-launch plan for IG lives, CH room topics, outreach for the free training, funnel mapping, messaging/copy for sequences

- RHEA REID

AND YOU COULD GET THESE SAME RESULTS
FRIENDS. LET'S TAKE THE NEXT STEP.

YOUR FAST ACTION

roadmap

TO YOUR FIRST 5-FIGURE LAUNCH



Identify what you want to be known for



Assess your past experiences and results. How have they equipped you for this?



Identify the perfect person you could help. Find 5-10 of them online & connect.



Clarify your process for transformation. What are the steps? Name of framework?



Communicate the exact transformation this process provides?

testimonial

you could be next



I had my first \$10K launch for my signature program DURING the Accelerator.

In CTC you've shown me time and time again that you are a REAL expert with no fluff. I'm always amazed at your ability to answer questions about my career coaching business despite your difference in professional/business background.

You don't give me cookie-cutter solutions, you pour into me with intention and only share strategies you think will be best for MY business specifically. Your unapologetic authenticity is just the icing on the cake.

You always say you want us to feel seen, safe, and served and I've never felt anything less when working with you.

- NADEJIAH TOWNS

YOUR NEXT STEPS

clarity call

Schedule a Clarity Call and let's discuss:

one
clarity

Where you're at currently in your business—what's going right/wrong and where you want to be.

two
create

Create an action plan to becoming an in-demand expert and executing your first 5-figure launch.

three
confirm

If it makes sense, we can talk about how we can work together in Clarity to Coins.

[BOOK TODAY →](#)



\$24,000 Launch!

Definitely exceeded. I continue to understand more and more what I need to do to place myself in spaces to speak about my offer.

• **ROSALIND FLEMMING**