



01

The 30-Day Sprint

Sign 3–5 new online coaching clients in 30 days. Organic Instagram only.

3–5 HIGH-TICKET CLIENTS IN 30 DAYS

The promise: Sign 3–5 new high-ticket (\$2.5k+) online coaching clients in the next 30 days using organic Instagram. No ads. No funnel. No new audience.

That headline is built around the default lane (Tier 2 below). Tier 1 lands 1–3 in month one. Tier 3 lands 4–8+. **Pick your tier before you set your numbers.**

This is not theory. It is the volume math we run with our own Partnership clients when they need to fill a pipeline fast.

THE MATH (WHY THIS WORKS)

You already have an audience. You already have past leads who didn't buy. You already have people watching your stories in silence.

Here is what 30 days of disciplined output produces for a Tier 2 coach:

INPUT (PER DAY)	30-DAY OUTPUT
1–3 posts + 1–2 stories	~30–90 pieces of content
15 cold DMs to qualified leads	~450 cold touches
10 warm DMs (likes, comments, story views)	~300 warm touches
5 reactivation DMs (past leads, no-shows, ghosts)	~150 reactivations

That volume realistically books 10–16 calls. Held calls land between 7 and 12. With even a mediocre 30–40% close rate, that is **3–5 closes**.

I'm showing you the math live to illustrate this isn't a number we're pulling out of our asses. It's volume × pipeline + a structured close.

STEP 1: FIND YOUR BOTTLENECK

Before you set targets, figure out what’s actually broken. It would suck to put 30 days into sales work only to find out you have a marketing problem.

● Revenue per follower

Calculate: monthly revenue ÷ followers.

RANGE	WHAT IT MEANS
Less than ~\$0.50 / follower / month	Probably under-monetized
\$0.50-\$2.00	Mixed bag, need more info
More than ~\$2.00	Monetization decent. Likely an attention or ops issue

● The 4-question check

Q1. Lead Flow. In the last 7 days, how many warm leads have actually DM’d you about coaching? (Applications, replies to offers, DMs asking about coaching, free-resource interest.)

YOUR ANSWER	LABEL
0-2	Low lead flow
3-9	Medium lead flow
10+	Healthy lead flow

Q2. Sales Conversion. Out of the people you actually get on calls with about buying, what % became clients?

YOUR ANSWER	LABEL	WHAT IT MEANS
Under 20%	Low close rate	If Q4 is 6-10, this is a Sales/Offer problem. If you’re closing as the founder and you’re below 30%, that’s still weak. Founders almost always close higher than reps because they’re the person the prospect saw in the marketing.
20-40%	Normal close rate	Not your primary bottleneck unless lead quality is super solid.
40%+	High close rate	Likely not sales-constrained. Look at lead flow or delivery.

Q3. Avatar Fit / Client Success. Out of the clients you do sign, what % get great results and stay happy?

YOUR ANSWER	LABEL	WHAT IT MEANS
Under 60%	Low client success	Avatar / Delivery mismatch. You're either taking bad-fit clients or your fulfillment doesn't match who you attract.
60-80%	Medium client success	Note it. Don't make it the focus of this Sprint unless the other numbers are fine.
80%+	High client success	You've got the right "who" and solid delivery. The constraint is earlier in the funnel.

Q4. Lead Quality. Of the last 10 people who got to a serious money conversation with you (DM or call), how many matched your ideal client? Meaning: had the problem you solve, could realistically afford your pricing, and their schedule/lifestyle fit your method.

YOUR ANSWER	LABEL	WHAT IT MEANS
0-2 / 10	Very low quality	Positioning / Marketing problem. Your content is attracting the wrong people.
3-5 / 10	Mixed quality	Loosely targeted marketing. Tighten the avatar and messaging.
6-8 / 10	Good quality	+ low close rate = Sales/Offer problem. + low lead count = Attention/Volume problem.
9-10 / 10	Excellent quality	If you're not closing 30-40%+ at this quality, it's 100% a Sales/Offer problem.

Heads up: If you don't know what "ideal client" means yet, flip to the Offer & Avatar Worksheet and define it first.

STEP 2: THE BOTTLENECK TABLE

Use your answers from above. Find the row that fits.

YOUR PATTERN	PRIMARY BOTTLENECK
Q1 = Low + Q4 = Good or Excellent	Attention (you need more eyeballs and invites)
Q1 = Low + Q4 = Very low or Mixed	Positioning (your marketing attracts the wrong people)
Q1 = Medium/High + Q2 = Low close rate + Q4 = Good or Excellent	Sales / Offer (people you should be closing aren't buying)
Q1 = Medium/High + Q2 = Normal/High + Q4 = Very low or Mixed	Positioning (you're closing the wrong people)
Q3 = Low client success (regardless of others)	Delivery / Avatar (bad fits or fulfillment mismatch)
None of the above clearly fits	Default to Attention if lead flow is low. Sales if lead flow is decent.

Circle ONE: Attention / Positioning / Sales / Delivery. That's your bottleneck for this 30-day Sprint.

PICK YOUR LANE (3 ARCHETYPES)

Be honest with yourself. If you aren't, your results will show it.

	TIER 1: STARTING FROM ZERO	TIER 2: SOME TRACTION	TIER 3: REAL AUDIENCE
Followers	Almost none	1-10k	10k+
Years coaching	Less than 1 (online or in-person)	1-3	3+
Past leads in DMs	None	50-200	Hundreds
Story views	A handful	Modest	In the thousands
Inbound DMs	Almost zero	Occasional	Every week
Primary lever	Cold outbound + content	Warm + reactivation	Reply speed + content
Realistic 30-day closes	1-3	3-5	8-10+

Tier 1 reality: Cold outbound, peer-page engagement, and content are your only levers. The only warm pool you have is peers, family, and friends. Your job this Sprint is to *build* the engine, not max it out.

Tier 2 reality: This is the default lane the rest of the kit is built around. Warm outreach + reactivation drive the pipeline.

Tier 3 reality: Attention is not your bottleneck. The constraint is in reply speed, call calendar, lead quality, or sales.

DAILY TARGETS BY TIER

This is your row. Run these numbers every weekday during Weeks 2–4. Week 1 is half-volume to set up the engine.

DAILY INPUT	TIER 1	TIER 2	TIER 3
Posts	1	3–5	3–5
Stories	1–2	3–5	5+ (DM triggers daily)
Comments on peer/competitor pages	15	10	5
Cold DMs	20–25	5	0
Warm DMs (likes/comments/story-viewers)	3–5	10	20–30
Reactivation DMs (past leads, churned)	0–2	5	10–15
Total DMs	~25–35	~30	~30–50
Follow-ups (continuing existing threads)	5–10	15–25	30–50
Calls held / week (target)	1–3	3–5	5–8
Daily time	60–90 min	60–90 min	90–120 min

● Notes on the table

Cold DMs are a floor, not a ceiling. Tier 1 with extra time? Push cold to 30. Focus on relationships and getting people to follow you or grab a free resource. The audience won't appear by itself. (Scripts: see 04 – DM & Reactivation Engine.)

Warm DMs are capped by reality. You can't send 30 warm DMs a day if only 3 people viewed your story. Tier 1: max out at 5. Don't forget peers, family, past coworkers — these are people who may be out of shape and need a coach.

Reactivation is a one-time build, then a daily burn. Day 0: spend an hour mining your DMs, intake forms, GHL pipeline, and old client roster. Build the list. Then send 5–15/day until you've burned through it. Pick ~100 leads per batch and work the batch for a week.

Tier 3 doesn't need cold. I'm not a fan of cold DMs once you've got real traction. Move that hour to inbound reply speed and better content/marketing.

Follow-ups scale with inbound. A Tier 3 coach can spend an entire morning on existing threads and never send a new outbound. That's correct. The thread you already have is the closest to money. Prioritize the lead closest to closing.

WEEKLY BREAKDOWN AT A GLANCE

The Sprint runs at half-volume in Week 1, then full daily volume Weeks 2–4. Use *your* tier’s daily numbers above.

WEEK	GOAL	VOLUME	CONTENT MIX	CLOSES TARGET
1: Set the Foundation	Offer locked. Content engine on. Scripts validated.	Half-volume	Mix of all 3	0
2: Volume on	First wave of calls. First close.	Full daily volume	2 Proof / 2 Offer / 2 Lead-gen	1 across all tiers
3: Compound	Pipeline full. Stop adding, start closing.	Full daily volume	1 Proof / 3 Offer / 2 Lead-gen	2 (T1) / 2–3 (T2) / 3–5 (T3)
4: Close the gap	Convert booked calls. Push warm leads to commit.	Mon–Fri only	Heavy on proof	Sprint total: 1–3 / 3–5 / 4–8

● Week 1 specifics (read this part carefully)

Week 1 is different. You’re not running full volume. You’re setting up the engine.

- **Posts:** Aim for 7 across the week. If you’re starting from scratch, 5 is fine. If you’re already posting daily, ramp toward 3–5/day if you can sustain it without your content collapsing into a shitpostfest.
- **Stories:** Minimum 1/day. Ideally 3–5 if you have the bandwidth. Behind-the-scenes of how you coach is gold here, gives people an inside look at your service.
- **Cold DMs:** Skip them this week. Instead, leave 15 thoughtful comments per day on competitor and peer pages. Show you’re an intellectual in your sphere. Never put down the other creator. (*Examples: “The point you made about [X] is the part most coaches miss. I’ve seen the same thing with my clients on [Y].” / “Curious why you went with [their approach] over [other approach]. I’ve been wrestling with that decision myself.”*)
- **Warm DMs:** Half your daily Tier number, Mon–Fri.
- **Reactivation DMs:** Full daily Tier number, Mon–Fri. Reactivation is your highest-leverage move and the list is finite. Start strong.
- **Calls held:** 1–3 across all tiers.

Lock the Offer & Avatar Worksheet before you DM anyone. If you’re not clear on what you sell or who you want to help, you can’t hold the conversation.

Rule: know 10x more about your prospect than they know about themselves. Not in a stalker way, in an “I get you” way.

- **Weeks 2–4 operating notes**

- **Week 2:** Push outbound volume as high as you can without letting your speed-to-lead fall behind or losing track of previous convos.
 - **Week 3:** Pipeline is full. Stop adding inputs you can't sustain. Shift content toward Offer/CTA.
 - **Week 4:** Confirm every booking. Don't open cold loops you can't close in the time you have left.
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DAILY CHECKLIST (60–120 MIN)

Run this every weekday. Half-effort weekends only if you're behind.

Content (15–30 min)

- Your tier's posts (1–3). Type set by the Content Pack calendar.
- Stories per your tier. At least one needs a DM trigger (poll, question sticker, "DM me X").

Outbound DMs (30–60 min)

- Cold / Warm / Reactivation per your tier, in your tier's order of leverage: Tier 1 = cold first. Tier 2 = warm-emphasis. Tier 3 = warm.
- Personalize the first 8–12 words. The script does the rest.

Follow-up (15–30 min, longer for Tier 3)

- Reply to every DM. Treat every conversation like it could be a \$4–10k client. Some are.
- Move warm leads toward a Diagnosis Call. Soft ask: "Want to hop on a quick 15–20 min chat to map this out? Not a sales call. Leave the credit card at home."
- Update the Tracking Sheet. Every input. Every day. Non-negotiable.

What the Diagnosis Call is for: identify the single greatest struggle/goal, get context, give a tidbit of value, make the sales call the next logical step.

Calls (variable)

- Run the Diagnosis Call (~15–20 min) → Close Call (~45 min) framework. Don't skip the gap or rush the sequence.
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HOW THIS LINKS TO HOW WE COACH

This Sprint is a very similar machine to the one we install with Partnership and Academy clients, compressed into 30 days. It uses frameworks already in your toolbox:

- **Two-Call Close.** Diagnosis first, Close second. No 60-minute Frankenstein calls.
- **Three Pillars Offer.** Done For You + Systems + Support. Reflected in the worksheet so what you're pitching is actually packageable.
- **Content Philosophy.** Short-form Instagram is for getting eyeballs and building authority. Long-form builds trust and sells. The 7-day calendar is built on this split.
- **DM-first lead flow.** DMs are where money is made. The volume table is what real outbound looks like.

If you run this Sprint and hit fewer than the bottom of your tier's range, the problem is one of three things, in this order: offer is unclear, DM scripts aren't being run as written, or the call framework is being skipped.