The Serious Buyer Protocol

Install the Client Acquisition System Behind Multiple 7 & 8-Figure Health Businesses

You already know how to get people well. What's missing is a system that finds the right people, filters out everyone else, and turns the serious ones into $3K - $10K clients

Most practitioners try to solve this by doing more. More content. More posts. More free discovery calls. A bigger ad budget. A better agency. And they end up spending more time and money chasing people who were never going to invest in a real health transformation.

The issue isn't effort. It's infrastructure.

Right now, you probably don't have a system between "someone finds you" and "someone pays you $3,000–$10,000 for your program." You have scattered pieces - maybe some content, maybe some ads, maybe a free call - but nothing designed to attract serious buyers, build their trust, shift their beliefs, and move them to enroll. So you end up doing all of that manually, one exhausting call at a time, with people who mostly say no.

This book fixes that. The entire thing.

What You're Holding

This is the Serious Buyer Protocol - the same client acquisition system running inside multiple 8-figure health businesses right now. Not theory. Not "strategies." The actual infrastructure, broken down into a 60-page implementation manual you can build in 14 days.

When you finish, you'll have a complete Serious Buyer system installed in your practice:

- A clearly defined niche and sub-niche that attracts committed buyers and repels tire-kickers
- A belief-shift mechanism that educates, builds trust, and pre-sells - so by the time someone talks to you, they're already convinced
- A filtration system that automatically separates serious buyers from free-info-gatherers - before you spend a minute on anyone
- An enrollment structure where clients invest $3K–$10K into your program without arm-twisting, convincing, or "closing"
- A live funnel running real traffic on a small test budget - with a simple framework to find and fix whatever isn't working yet

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How to Use This

This is a build manual. Not a book to read on the couch.

Plan 60–90 minutes per day. Follow each day in order. Don't skip ahead. Your only job is to get each day's work live - ugly, imperfect, and real.

Version 1 will not be pretty. It doesn't need to be. The practitioners who scale fastest are the ones who ship imperfect work and optimize from real data. The ones who stall are the ones waiting for everything to be perfect before anyone sees it.

Build first. Optimize later. That's how we did it. That's how every practitioner in our program who's gone from inconsistent income to consistent $3K–$10K clients did it.

If you get stuck along the way or want hands-on help building and optimizing your system with our team, that's exactly what Health Business Mastery is for - 10+ live coaching calls per week with the same team behind the 8-figure health businesses this system comes from. But right now, everything you need is in this book. Follow the plan and ship each day's work.

Let's build.

— Samuel

Day 1: Build Your Blue Ocean Positioning

Goal: By the end of Day 1, you will have chosen a niche + sub-niche that separates you from the red ocean, defined your Problem/People/Process framework, generated a detailed Super Avatar with real language to use in your marketing, and written your Paid Consult Promise.

This is not "just thinking about your avatar." This is real strategic positioning work that will directly feed into your webinar, ads, and consultation offer over the next 14 days.

Part 1: Identify Your Sub-Niche (Your Blue Ocean)

Most health practitioners compete in red oceans—overcrowded, saturated markets where everyone sounds the same.

Your job today is to find your blue ocean—a specific sub-niche where you're one of the few experts instead of one of many.

The Framework:

01

Market

The 3 core markets: Health, Wealth, Relationships → This is the reddest, bloodiest ocean (most competitive)

02

Sub-Market

Example: Allopathic Medicine, Naturopathic Medicine, Functional Medicine → Still a very red and bloody ocean (too saturated)

03

Niche

Example: Weight Loss, Pain Management, Thyroid Health, Gut Health, Hormone Issues → A red ocean (less saturated but still crowded)

04

Sub-Niche

Example: Cellular Healing, Microbiome Restoration, Mitochondrial Health, Hormone Resistance, Mind-Body Medicine → A nice blue ocean where you're one of a few → A novel or unique approach

Example:

- Market: Health, Natural Health
- Sub-Market: Functional Medicine
- Niche: Hormone Health
- Sub-Niche: Hormone Resistance (why hormones don't work even when supplemented)

Why this matters: When you combine your niche + sub-niche, you create a new opportunity people haven't tried yet. That's what makes them click your ad, watch your webinar, and book a paid consultation.

YOUR TURN: Define Your Blue Ocean

Write your Market → Sub-Market → Niche → Sub-Niche somewhere you can access it quickly and easily (like a google Doc that holds only your answers with labels)

Market

____

Sub-Market

____

Niche

____

Sub-Niche

____

Your Blue Ocean Positioning Statement: "I help [NICHE] patients using [SUB-NICHE] to finally get results."

Example: "I help hormone health patients using a hormone resistance framework to finally see their labs improve."

Part 2: Define Your Problem / People / Process

Now that you have your positioning, let's make sure this is a niche you can actually serve and scale.

Answer these questions honestly:

THE PROBLEM

1. What ONE health problem would you love to solve for people at scale? (Bonus if you have a personal story of overcoming it yourself)
2. Can you consistently help others achieve great results with this problem? (If no, go back to Question 1)

THE PEOPLE

1. Are your ideal clients mostly men, women, or a mix?
2. What stage of the health journey are they in? (Undiagnosed, newly diagnosed, 1-2 years in, 2+ years struggling)
3. Historically, have people with this problem been willing AND able to pay to solve it?

> **Example:** A neuropathy patient who's been on the journey for many years may be VERY willing to pay but unable to pay if they're on disability.
>
> If they're not both willing AND able, go back to Question 1.

4. Do you genuinely love serving these people? (If not, go back to Question 1. You'll burn out if you don't love who you serve.)

THE PROCESS

1. Is there a core protocol you can start almost everyone on that does the heavy lifting? (Then you customize down the road)

Part 3: Create Your Super Avatar (Using AI)

You need to know more about the person you're serving than anyone else in your space.

You need to understand:

- What their days are like
- Their health journey better than they can verbalize it themselves
- The conversations they're having in their heads

Here's how to build a detailed avatar in seconds using ChatGPT:

ChatGPT Prompt (Copy & Paste This):

```
Create a comprehensive client avatar template focusing on [TARGET MARKET, AGE RANGE] who is grappling with [HEALTH PROBLEM(S) for TIME FRAME] without finding adequate support.

Health Journey Overview: Describe the health journey so far. What types of healthcare professionals have been consulted? What treatments or medications have been attempted?

Symptoms & Diagnosis: List the recurring symptoms and any official diagnoses received, including medications prescribed.

Daily Life Impact: Detail a typical day, focusing on how health issues affect daily activities, routines, and hobbies.

Self-Perception: What narratives do the individual tell themselves about their health? Use language that reflects their internal dialogue.

Medical Advice Received: Summarize the explanations and solutions offered by health experts regarding their condition.

Emotional Landscape: Explore the fears, frustrations, aspirations, and desires related to their health and future.

Lifestyle Details: Include demographics, psychographics, daily routines, hobbies, sleep patterns, diet, medication, and supplement intake.
```

Follow-Up Commands for Avatar Development

Follow-Up Command 1 (After ChatGPT Responds):

> Identify 10 common phrases or expressions they use to characterize their health experiences. This will help me understand their perspective and internal dialogue, allowing me to communicate in a way that resonates with their experiences.

Follow-Up Command 2:

> Craft analogies corresponding to each of the 10 expressions identified. These analogies should provide vivid, relatable comparisons that encapsulate the feelings and experiences associated with their health journey, enhancing your ability to articulate their situation with empathy and clarity.

YOUR TURN:

Step 1

Copy & paste ChatGPT's avatar response into your google doc

Step 2

Copy & paste your favorite 5-10 phrases/analogies to use in your ads, webinar, and consultations

Part 4: Identify the Red Ocean You're Escaping (Optional But Powerful)

To position your blue ocean effectively, you need to know what you're NOT.

Use ChatGPT to analyze what's outdated, wrong, or frustrating about the current "red ocean" approaches to your niche.

ChatGPT Prompt (Optional - But Recommended):

> Identify and evaluate the outdated practices within [RED OCEAN EXPERTS - e.g., "traditional endocrinologists" or "functional medicine practitioners using standard protocols"] for [ENTER HEALTH PROBLEM HERE]. Highlight why these practices are ineffective today and pinpoint the weaknesses and gaps in these traditional approaches.

Follow-Up Prompt:

> Compile a comprehensive list of fears and frustrations that clients have regarding their current situation with [ENTER HEALTH PROBLEM HERE]. Explain how these concerns affect their daily lives and their outlook on future treatments.

YOUR TURN:

- What are people sick of when it comes to [YOUR NICHE]?
- What do "red ocean" experts do that's outdated, incomplete, or wrong?
- What are the top 3 patient complaints about current treatments?

Part 5: Write Your Paid Consult Promise

Now pull it all together into one clear statement.

Formula:

> "I help [WHO - from Part 2] with [PROBLEM - from Part 2] finally [CLEAR OUTCOME] using [YOUR SUB-NICHE MECHANISM - from Part 1]."

Example:

> "I help women in their 40s-50s with hormone resistance finally balance their hormones and regain energy using a mitochondrial repair protocol."

ADD YOUR PAID CONSULT PROMISE TO YOUR GOOGLE DOC

Day 1 Complete: What You Now Have

By the end of Day 1, you should have:

1

Niche + Sub-Niche

That separates you from the red ocean

2

Problem / People / Process Clarity

You know who you serve and why it's scalable

3

Super Avatar

With real phrases and analogies you can use in ads and webinars

4

Red Ocean Analysis

What you're NOT and why your approach is different

5

Paid Consult Promise

One clear sentence you'll use everywhere

This is real strategic positioning work—not fluff.

You'll use everything you built today in:

- Your webinar title and core belief shift (Day 2)
- Your ad hooks (Day 3)
- Your consultation offer language (Day 4)
- Your sales script (Day 10)

NEXT STEPS:

Tomorrow: Day 2 - Build Your Webinar Core (The Belief Shift)

You'll take your sub-niche and paid consult promise and turn it into a webinar framework that educates prospects and makes paid consultations feel like the obvious next step.

Day 2: Build Your Belief-Shift Mini Webinar

Goal for today:

By the end of Day 2, you'll have a 15–20 minute mini-webinar outline that:

- Positions you as the expert
- Breaks your avatar's old beliefs
- Introduces your unique mechanism (sub-niche from Day 1)
- Makes a paid consultation feel like the obvious next step

You are NOT writing a full slide deck today. You're building the script skeleton that everything else plugs into.

STEP 1: Establish "Why You" and "Why Them"

Complete these in (1–2 lines each)

Your name:

My name is [NAME].

Your role / title:

I am a [ROLE]

Examples: functional medicine MD, cellular health expert, naturopathic doctor, gut health specialist.

Who you help (plural):

I help [WHO] just like you.

Examples: women with thyroid problems; men and women with chronic gut issues; busy professionals with burnout.

Why you're credible:

I have [RESULTS / EXPERIENCE].

Examples: helped hundreds of people reverse Hashimoto's and eliminate their symptoms; helped thousands overcome hormone issues, brain fog, sleep problems, etc.

This is your opening 30–60 seconds.

TIP: Write your answers in your Sprint Workbook Google Doc for quick reference.

STEP 2: Name Their Struggle & The Big Misconception

Use these prompts:

What they're struggling with (short):

I'm here to help people who are struggling with [MAIN PROBLEM].

(Use your Day 1 niche/problem.)

The big misconception you're about to sweep away:

Hey, did you know that [SURPRISING TRUTH]?

Examples:

- "...the most important thing isn't putting more stuff into your body, but getting what's already there into your cells."
- "...most thyroid problems are actually driven by X, not just your thyroid gland."

What most people think matters (but doesn't):

Most people think [X] is the most important thing in this area, but it's not.

Examples: "diet and exercise," "managing symptoms," "just taking more supplements."

What you're about to revolutionize:

What I'm about to share will revolutionize the way you [APPROACH / HEAL / SOLVE].

This becomes your hook + setup for the rest of the mini-webinar.

STEP 3: Reveal Your New Mechanism ("Name Your Thing")

Now give them your big idea:

General reveal:

So what is [THE REAL THING THEY NEED]?

Name your mechanism:

It's called **[NAME OF METHOD]**.

Examples: Cellular Healing, Epigenetic Reset, Microbiome Restoration, Nervous System Reset.

1–2 sentence explanation:

A more detailed explanation is that it's [EXPLANATION].

> **Example:** "If you get the good stuff into the cell and the bad stuff out, your body can do what it was designed to do. It doesn't matter what you take if your cells can't use it."

Big payoff (verb):

When you do this, you can [PAYOFF].

Examples: "finally get your energy back," "calm your symptoms instead of chasing them," "feel like yourself again."

Objection they're thinking right now:

And I know you're probably thinking, "[OBJECTION]."

Examples: "If it were this simple everyone would be doing it," "Why hasn't my doctor told me this?"

Reassurance:

I'm going to show you a really great way you can [EASILY START / MAKE SMALL CHANGES] and get amazing results.

> This is the "new opportunity" part of the webinar.

STEP 4: Outline Your 3 "Secrets" (Mini Teaching Chunks)

Use the builder to create three teaching chunks that support your mechanism. Think in terms of:

- **Secret 1:** Why the root cause is being missed
- **Secret 2:** Why their current approach can't work long-term
- **Secret 3:** Why they have to act now

For each "secret," fill in:

1	Secret #1 **The first [secret] is:** [TITLE]. *Example: "Resetting the nervous system is the key to it all."* **The big idea here is** [BIG IDEA]. **This is important because** [WHY].

2	Secret #2 **The second [secret] is:** [TITLE]. *Example: "You have to focus on progress, not perfection."* **The big idea here is** [BIG IDEA]. **This is important because** [WHY].

3	Secret #3 **The third [secret] is:** [TITLE]. *Example: "If you don't catch this in time, it becomes much harder to reverse."* **The big idea here is** [BIG IDEA]. **This is important because** [WHY].

This gives you the middle 10–15 minutes of your mini-webinar.

STEP 5: Transition to Your PAID Consultation (Not Free)

Now we turn the teaching into an invitation for your paid initial consult.

Use the prompts, but switch "free call" to paid consult:

What you've created for them:

So I've put together a [PAID CONSULTATION] for you.

Examples: "Comprehensive Root Cause Assessment," "Hormone & Energy Strategy Session."

What they can do with it:

You can [WHAT HAPPENS IN THE CONSULT].

Example: "sit down with me 1:1 so we can map out what's really going on and what your next steps need to be."

What makes it special:

What makes this so special is that [WHY YOUR CONSULT IS DIFFERENT].

Example: "this will likely be the first time anyone has sat with you long enough to connect your symptoms, history, labs, and lifestyle into one clear picture."

What it does for them:

What this is going to do is [END RESULT OF CONSULT].

Example: "give you a clear starting plan so you know exactly what to do next and stop guessing."

Credibility:

I'm someone who has [RESULTS].

Example: "helped hundreds of people get to the bottom of [PROBLEM] using this exact process."

Your "superpower":

What I do is [HOW YOU GUIDE THEM].

Example: "help you navigate the healing journey so when a roadblock shows up, we adjust instead of quitting."

Clear CTA (paid, not free):

When you click the link, you can [BOOK YOUR [PRICE] CONSULT].

Example: "secure your $47 assessment today."

Light scarcity (if true):

We can't keep this offer at this price forever because [LIMITED SLOTS / CAPACITY].

End your mini-webinar by restating:

- Who it's for
- What they'll get in the consult
- That it's a small, paid step to finally get clarity and a plan

Deliverable for Day 2

By the end of Day 2, you should have:

1

Filled-in Mini-Webinar Builder

Complete outline with all sections filled in

2

One-Page Outline

You could use to record a simple 15–20 minute video or run a live class that leads directly to your paid consultation

Tomorrow (Day 3), you'll use this to write 3 ad angles that invite people into this class/webinar, not into a "free discovery call."

DAY 3: WRITE 3 ADS & CHOOSE 1 TO LAUNCH

Goal for today:

By the end of Day 3 you will have 3 written ad angles and 1 complete ad (headline + body + CTA) ready to drive people into your mini-webinar from Day 2 and ultimately into your paid consultation.

You are NOT building a full campaign today. You are creating one clear, honest ad that speaks to your best patient and invites them to your class.

STEP 0 (OPTIONAL): GET "MAGIC MESSAGING" LANGUAGE WITH AI

If you use ChatGPT (or any AI), you can grab better raw language before you write.

Paste this prompt and fill in the brackets:

> "You're a world-class marketing analyst with mastery of human emotions and buying behavior. Please answer the following for [TARGET MARKET] who are struggling with [PROBLEM]:
> – Key emotional drivers for wanting to solve this problem (how they want to feel)
> – Ultra-specific identity-level desires (how they secretly want to be seen once it's solved)
> – False beliefs they have about the problem and why they're stuck
> – An 'epiphany statement' that explains why those false beliefs are actually wrong
> – Emotional benefits they enjoy after solving the problem (even their vain desires)
> – A nickname for my unique solution: [YOUR METHOD NAME from Day 2] and what it does
> – 3 common but disliked solutions they think they have to use (more meds, more diets, more willpower, etc.)"

From the AI output, copy 3–5 phrases you like (especially around:

- How they describe their problem
- Their fears and frustrations
- Their secret hopes / identity desires

Paste or write those into your Sprint workbook. You'll use this wording in your hooks and ad body.

If you don't want to use AI, skip this and write from your own understanding.

> **TIP:** Write your answers in your Sprint Workbook Google Doc for quick reference.

STEP 1: RE-ANCHOR WHO YOU'RE TALKING TO

Answer these in 1 line each (based on Day 1 + Day 2):

1. Who is this ad speaking to?

Example: "Women 35–55 with thyroid issues who are exhausted and feel dismissed by doctors."

My ad is speaking to:

____

2. What are you inviting them to do?

Example: "Watch a short class where I explain the real root cause behind their symptoms and how to fix it, then book a paid consultation."

I am inviting them to:

____

STEP 2: DRAFT 3 HOOKS USING THE EXISTING HOOK TEMPLATES

Use the hook templates already on this Day 3 page. Your job is to fill them in with:

- The symptom / problem you chose on Day 1
- The hidden culprit / mechanism you named on Day 2
- Any strong language you got from Step 0

Examples using a common template:

> **Template:** "The real reason [SYMPTOM] won't go away has nothing to do with [COMMON BELIEF]."
>
> **Example:** "The real reason your thyroid symptoms won't go away has nothing to do with your thyroid labs."

Now write 3 different hooks with your templates:

Hook A	Hook B	Hook C
______________________________	______________________________	______________________________

Don't edit yet. Just generate.

STEP 3: PICK YOUR AD "FRAMEWORK"

To turn each hook into a short ad, you'll use one of these simple frameworks:

PAS – Problem → Agitate → Solve

- **Problem:** what they're dealing with
- **Agitate:** why it hurts / how it affects daily life
- **Solve:** your unique mechanism + invite to class

BAB – Before → After → Bridge

- **Before:** what life looks like now
- **After:** what life could look like
- **Bridge:** your mechanism + invite to class

Testimonial-Driven (if you already have a story)

- **Testimonial:** quick story from a real patient
- **Transformation:** what changed
- **Invitation:** invite to your class

Choose 1 framework you like best to start. You can mix and match, but one is enough.

My chosen framework for today:

▯ PAS ▯ BAB ▯ Testimonial-Driven

STEP 4: TURN EACH HOOK INTO A SHORT AD

For each hook (A, B, C), write a 4–7 sentence ad using your chosen framework.

Example using PAS (for reference):

> **Hook:** "The real reason your thyroid symptoms won't go away has nothing to do with your thyroid labs."
>
> Most women with thyroid issues are told "your labs are normal" or "we just need to adjust your meds." *(Problem)*
>
> The truth is, if your cells can't use what's in your blood, more meds and more supplements don't fix how you feel. *(Agitate)*
>
> In our practice, we've found that [YOUR MECHANISM] is the hidden culprit behind stubborn fatigue, brain fog, weight gain, and hair loss. *(Solve intro)*
>
> In a short class I put together, I'll show you exactly how this works and what to do next – so you can finally feel like yourself again. *(Bridge to CTA)*

Now write your own ads below. Don't worry about perfection.

Ad A (Hook A + body using framework):

____

Ad B (Hook B + body using framework):

____

Ad C (Hook C + body using framework):

____

STEP 5: ADD THE CTA USING THE PROVEN CTA FRAMEWORKS

Now attach a CTA (call to action) from the CTA templates provided in the Sprint for this day.

Your CTA should:

- Invite them to watch your mini-webinar / class,
- Not to a "free discovery call,"
- Hint that the next logical step after the class is your paid consultation.

Example using your CTA pattern:

> "If you've been dealing with [SYMPTOM] and are tired of being told 'everything's normal,' I made this class for you. Tap below to watch it now and see why this has been missed – and what to do about it."

Write one CTA and use it for all 3 ads (you can tweak later if needed):

CTA:

____

Now append this CTA to the end of Ad A, Ad B, and Ad C.

STEP 6: CHOOSE ONE "PRIMARY" AD TO LAUNCH FIRST

You do NOT need to launch all 3 ads.

Pick the ad that feels:

- Most specific to your avatar's pain
- Most aligned with what you actually cover in your mini-webinar
- Most emotionally true

Mark it:

Primary ad to test first: ▯ Ad A ▯ Ad B ▯ Ad C

This is the only ad you need for your first test.

Keep the other 2 ads as ready-to-go backups for later optimizations.

STEP 7: QUICK CREATIVE CHECKLIST

When you build your actual ad in the platform:

If you use video:

- Say the hook in the first 3 seconds (on-screen text + out loud).
- Shoot a simple talking-head video (you in your office / clinic).
- Aim for 30–60 seconds total.

If you use a static image:

- Put the hook text big and bold on the image.
- Use a simple, clean background (no busy stock photos).
- Ideally: your face + bold text.

DELIVERABLE FOR DAY 3

By the end of today you should have:

1

3 Ad Angles

Each with a hook, short body, and CTA

2

1 "Primary" Ad Chosen

To test first

3

Creative Plan

A clear idea of what your video or image will look like

On Day 5, you'll use this primary ad to start a small test budget and begin sending people into your mini-webinar and paid consultation funnel.

DAY 4: BUILD YOUR MINIMUM-VIABLE FUNNEL

Goal for today:

By the end of Day 4 you will have a simple, "ugly but live" funnel that can move a stranger from ad → mini-webinar → paid consultation booking:

01

Registration / opt-in page

02

Mini-webinar page

03

Paid consult checkout page

04

Booking page (calendar)

05

Intake / assessment form

Don't chase pretty. The ONLY job today is to get a working version live.

TIP: Write your answers in your Sprint Workbook Google Doc for quick reference.

STEP 1: PICK YOUR TOOLS (DON'T OVERTHINK THIS)

Use whatever you already have or can spin up quickly:

- Your website builder / funnel builder
- Or any all-in-one you're comfortable with
- For booking: Calendly, your EHR calendar, or similar
- For intake/assessment: a form tool (Typeform, Google Forms, your CRM forms, etc.)

Write down what you'll use for:

Pages:	**Calendar:**	**Intake form:**
______________	______________	______________

CRUCIAL NOTE: You cannot use condition or disease words in your funnel if you plan to run paid ads (e.g., diabetes, hypothyroidism, Graves, Hashimoto's, Crohn's)

STEP 2: PAGE 1 – REGISTRATION / OPT-IN PAGE

Purpose: Capture name + email (and optionally phone) and get them to register for your mini-webinar.

Required elements:

1	**Headline (big promise)** **Format:** "How I help [WHO] reduce [SYMPTOMS] by [RESULT RANGE] in less than [TIMEFRAME]... without [COMMON FAIL]" **Example:** "How I help women 35–55 reduce thyroid symptoms by 50–100% in under 4 months... without adding more meds or extreme diets"
2	**Subheadline (why they should watch)** "Learn my story and the 3 shifts I use to help [WHO] finally [OUTCOME] – even if [THEY'VE TRIED X]."
3	**Form fields:** • Full name • Email • Phone (optional but recommended)
4	**Button text (CTA):** • "I'M READY TO LEARN" or • "SEND ME THE CLASS"
5	**Simple trust line under the button:** "We respect your privacy. Your information is never sold or shared."

Put your logo / name near the top. That's it. No long scroll.

STEP 3: PAGE 2 – MINI-WEBINAR / CLASS PAGE

Purpose: Deliver the belief-shift class from Day 2 and set up the paid consultation as the next step.

Required elements:

1. Headline

(same core promise as reg page):

"How I can help you [OUTCOME] by [RESULT RANGE] in less than [TIMEFRAME]..."

2. Video or audio player

With your 15–20 minute mini-webinar.

(If you don't have it recorded yet, you can temporarily embed a simple "coming soon" message and add the video later. Get the page built.)

3. Short instruction line

Above or below video:

"Click play and make sure your sound is on."

4. Bridge to next step

(text under video):

"When you're done watching, your next step is a [NAME OF PAID CONSULT] where we'll apply this to your case and map out your starting plan."

5. CTA button

Under that text:

"BEGIN YOUR [NAME OF PAID CONSULT]"

(This button links to Page 3 – checkout.)

You can add 2–3 testimonials under the video for extra trust, but don't get stuck here.

STEP 4: PAGE 3 – PAID CONSULT CHECKOUT PAGE

Purpose: Take payment for your initial consult and clearly explain what they get.

Required elements:

1. Offer name headline: "[NAME OF CONSULT] – [BIG OUTCOME]"

Example: *"Comprehensive Cellular Health Analysis – Finally Understand What's Really Going On Inside Your Body"*

2. Order form block:

- Fields for name, email, phone, billing info
- Product line with price (e.g., "Comprehensive Gut Health Analysis – $37" or your price)
- Coupon code field if you are using a promo

3. "Here's What We'll Do Together" section

Use 3 bullets that mirror this structure:

- **Health History & Review**

  "We'll go through your health history and symptoms in depth so we can connect the dots your past providers missed."

- **Root Cause Analysis / Assessment**

  "We'll review your assessment and labs (if available) to identify likely root causes, not just manage symptoms."

- **Personalized Plan Consult**

  "We'll meet 1:1 to explain what we see, answer questions, and outline your first 3–5 action steps."

4. Guarantee / reassurance line:

"If at the end of the consult you don't feel it was worth at least [X] times what you paid, tell us and we'll refund your consult fee."

5. Testimonials section beneath the offer:

3 short "real stories" with name, photo, and 1–2 sentence wins. Use your own patients' consented testimonials.

6. Button text on order form:

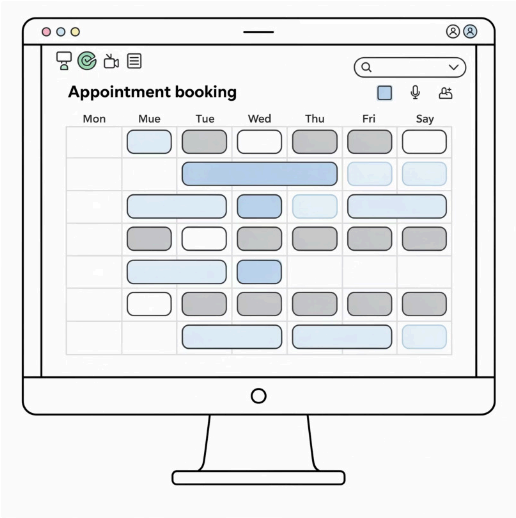
"I'M READY TO HEAL" or "BOOK MY [CONSULT NAME]"

This is the page that turns a viewer into a paying, serious prospect.

STEP 5: PAGE 4 – BOOKING PAGE (CALENDAR)

Purpose: Let them pick a time for their paid consult after they pay.

Required elements:



1. Headline:

"PLEASE SCHEDULE YOUR [CONSULT NAME] BELOW"

2. Short note:

"Your appointment is not reserved until you pick a time and click 'Done' below."

3. Embedded calendar:

- Use Calendly, your EMR calendar, or your platform's native scheduler
- Make sure available slots match the time you've set aside for new patient consults

No extra copy needed here. Clean and functional.

STEP 6: PAGE 5 – INTAKE FORM / VIRTUAL ASSESSMENT

Purpose: Collect key information before the consult so you can make the call focused and powerful.

You don't need a giant questionnaire to start. Aim for 10–20 questions across your main focus areas.

You can use a form tool (Google Forms, Typeform, your CRM, etc.).

Quick structure:

Include:

- Basic info (name, age, contact details)
- Top 3 symptoms / concerns
- Duration of problem
- What they've tried (treatments, diets, programs)
- Current meds/supplements
- A few 1–5 scale questions per key area (sleep, stress, energy, digestion, hormones, etc.)

If you want AI help to accelerate this, you can adapt this prompt:

> "Please create a health assessment questionnaire for my program. The session we're offering is called '[NAME OF CONSULT]' and it costs $[PRICE]. We aim to assess the following areas: [LIST OF AREAS: e.g., sleep, stress, hormones, digestion, etc.] The questionnaire should have a 1–5 scale for most questions and include a simple scoring idea to highlight which areas are most concerning. We're targeting [TARGET AUDIENCE: e.g., women 35–55 with thyroid issues] and participants will receive a '[DELIVERABLE NAME: e.g., Health Blueprint / Cellular Health Snapshot]' based on their responses."

Take the questions AI gives you, keep only the 10–20 best, and drop them into your form tool.

Link to this form:

- In your booking confirmation email
- On the "thank you" page after scheduling (if your tools allow)

DELIVERABLE FOR DAY 4

By the end of today you should have:

1

Registration Page

For your mini-webinar

2

Mini-Webinar Page

With your video (or placeholder) and CTA to your paid consult

3

Paid Consult Checkout Page

Outlining what they get and taking payment

4

Booking Page

Where they can schedule

5

Intake / Assessment Form

A simple form to collect key information

It does NOT need to be beautiful. It just needs to work.

Tomorrow we'll start sending traffic into it so you can get data and your first paid consult bookings.

DAY 5: TURN YOUR FIRST AD LIVE (TINY-BUDGET TEST)

Goal for today:

By the end of Day 5 you will have one Meta (Facebook/Instagram) campaign live that sends people from your ad → your mini-webinar → your paid consultation.

You are not trying to "scale" today. You are just getting your first clean test into the world.

TIP: Write your answers in your Sprint Workbook Google Doc for quick reference.

STEP 0: QUICK PRE-LAUNCH FUNNEL CHECK

Before you touch ads, make sure your funnel actually works:

1

Test Registration

Go to your registration page and opt in with a test email.

2

Confirm Landing

Confirm you land on your mini-webinar page.

3

Test Checkout

Click through to your paid consult checkout, complete a $0 "test" or a real low-price payment if your processor allows test mode.

4

Verify Calendar

Confirm you see the booking calendar and can pick a time.

5

Test Form

Make sure your intake form can be opened and submitted.

If any of these steps fail, fix that first. You don't want to pay for traffic to a broken flow.

STEP 1: MINIMUM YOU NEED TO RUN META ADS

You do not need a perfect setup. You do need:

- A Facebook personal profile
- A Facebook Page for your practice
- A Meta ad account with a valid payment method (card/PayPal)

If you're missing any of those, create them first inside business.facebook.com (Business / Ads Manager).

STEP 2: CREATE ONE SIMPLE SALES CAMPAIGN

We'll use Meta's default "Sales" objective. If you use another ads platform, mirror this logic.

01

Create Campaign

Go to Ads Manager → click Create.

02

Choose Objective

Choose **Sales** as the objective.

03

Name Campaign

Name your campaign something simple: "[PROGRAM NAME] – Webinar to Paid Consult – COLD"

04

Set Budget

Turn on campaign budget (Advantage+ campaign budget) if available.

Daily budget suggestion:

If you're new or tight on cash:

$20–$30/day

If you're more comfortable:

$50/day

You're buying data, not trying to hit home runs on Day 1.

STEP 3: AD SET – TELL META WHAT YOU WANT

Inside the Ad Set:

1. Conversion location:

Website

2. Conversion event:

Pick **Purchase** - we always want to optimize for people who will pay money

3. Audience:

Keep it simple and broad, with a few non-negotiables:

- Use Advantage+ Audience
- Location: your country (or region you serve)
- Age range: your typical patients (e.g., 30–65)

4. Placements:

Use Advantage+ Placements / Automatic Placements. (Let Meta place you in feeds, stories, reels, etc.)

Leave everything else on default.

STEP 4: AD LEVEL – USE THE CREATIVE FROM DAY 3

Now create ONE ad in this campaign.

1. Identity:

Select your Facebook Page and Instagram account.

2. Format:

- If you recorded a short video: choose **Video**.
- If you have only an image: choose **Single Image**.

3. Primary Text (body copy):

Paste the ad body you wrote on Day 3 for your primary ad.

Make sure it:

- Calls out the right person
- Names their pain
- Teases your mechanism
- Invites them to the mini-webinar

4. Headline:

Use a short version of your hook or offer:

"Free Class: Why [SYMPTOM] Won't Go Away"

or

"Watch This Before You Try Another [COMMON FAIL]"

5. Description (optional):

You can leave this blank or restate a benefit in one short line.

6. Call-to-Action Button:

Choose "**Learn More**".

7. Destination URL:

Use the registration / opt-in page link from Day 4.

8. Tracking section:

Toggle your pixel on

STEP 5: META HEALTH POLICY BASICS (KEEP IT SIMPLE)

To stay out of trouble:

Mention Conditions Carefully

You can mention conditions/symptoms in ads, but avoid promising cures.

Focus on Support Language

On your funnel pages, keep language focused on:

- Supporting health
- Improving function / quality of life
- Education and insight

Avoid Medical Claims

Don't claim to diagnose, cure, or treat specific diseases in ad or page copy.

If you're in doubt, lean more educational and less medical.

STEP 6: HIT "PUBLISH" AND LET IT RUN

Once your campaign, ad set, and ad are set up:

Click Publish

Confirm Active

Confirm the campaign, ad set, and ad are Active.

Check Status

Check again in a few hours to make sure your ad was approved and you've started spending

For the next 3–7 days:

- **Do not** constantly edit targeting, budget, or copy.
- Your job is to:
  - Watch for disapprovals or obvious technical issues
  - Make sure your funnel is receiving visitors

We'll talk about what to change and how to diagnose constraints on Day 7.

DELIVERABLE FOR DAY 5

By the end of today you should have:

1

Sales Campaign Live

One Sales campaign live in Meta

2

Ad Set Configured

One ad set targeting your broad avatar

3

Ad Running

One ad (from Day 3) running with a modest daily budget

4

Traffic Flowing

People starting to see your message and click through to your mini-webinar

It doesn't need to be perfect. The only way to get real data – and real paid consults – is to get this first version live.

DAY 7: FIX YOUR FIRST CONSTRAINT (AD, AUDIENCE, OR FUNNEL)

Goal for today:

Your ad has now been running a couple days. Today is NOT about scaling or rebuilding everything.

Today is about looking at real numbers, identifying the weakest link, and making ONE focused change.

When you fix the right constraint, results improve without chaos. When you change everything at once, you learn nothing.

TIP: Write your answers in your Sprint Workbook Google Doc for quick reference.

STEP 1: PULL 3 SIMPLE NUMBERS

Log into Meta Ads Manager and look at the last 3 days for your campaign.

For your primary ad, write down:

1. Amount Spent:

$________

2. Link Clicks:

(NOT all clicks, just link clicks)

____

3. Link CTR (%):

(Link Click-Through Rate)

________ %

If you see both "CTR (All)" and "CTR (Link)", use CTR (Link) for this exercise.

If you're using another ad platform, pull the equivalent: spend, link clicks, CTR.

STEP 2: RUN A SIMPLE SANITY CHECK

With a small starter budget, you're just trying to answer:

- "Are people stopping and clicking my ad?"
- "Are they opting in for the class?"
- "Are any of them buying / booking the paid consult?"

Use these rough benchmarks:

CTR (Link) < 1.5%

→ weak creative/hook (ad problem)

CTR (Link) ≥ 1.5–2% but very few opt-ins

→ funnel/landing page problem

Good opt-ins, but no consult purchases

→ offer/follow-up problem

We'll walk through them one by one.

STEP 3: IF CTR IS LOW → FIX YOUR AD (CREATIVE / HOOK)

If:

- CTR (Link) is under ~1.5%, or
- You've spent ~$30–$50 and have fewer than 20 link clicks

...then the main issue is your ad isn't pulling people in.

Don't blame the funnel yet. People aren't even giving it a chance.

What to change (pick ONE):

1. Hook / opening line

- Swap to one of your other hooks from Day 3.
- Make it more specific to their pain (use the phrases you collected from AI or your avatar work).

2. First 3 seconds of video / image

If video: re-record just the opening 3–5 seconds with:

- Clear, loud first sentence
- On-screen text of the hook

If image: update the on-image text to your strongest hook from Day 3.

3. Primary text focus

Tighten the first 2–3 sentences so they:

- Name the problem
- Call out why the usual fixes don't work
- Tease the new mechanism they'll learn in the class

Do not change everything at once. Pick ONE change: new hook OR new visual OR tightened intro.

Publish the new version and let it run another 2–3 days before judging again.

STEP 4: IF CTR IS OK BUT OPT-INS ARE LOW → FIX YOUR FUNNEL ENTRY

If:

- CTR (Link) is 1.5–3%+,
- You're getting a decent number of clicks,
- But your opt-in list barely grows…

…it means the ad is doing its job, but the registration page isn't closing the deal.

Ask yourself:

- "Does my reg page clearly say what they get from the class?"
- "Is my headline almost the same promise as the ad?"
- "Is the form asking for too much (address, dozens of fields, etc.)?"

What to change (pick ONE):

1. Headline

Match it more tightly to the ad promise:

If the ad promises "Why your [SYMPTOM] won't go away," make that the headline.

2. Subheadline / bullets

Add 2–3 bullets under the headline:

- "You'll see why [OLD APPROACH] keeps failing"
- "You'll learn the real root cause behind [SYMPTOMS]"
- "You'll see how to finally [OUTCOME] without [COMMON FAIL]"

3. Form friction

For now, only require: Name + Email (and maybe Phone).

Remove extra fields until the page converts better.

Again, change ONE of these, not all three. Publish and give it 2–3 more days of data.

STEP 5: IF OPT-INS ARE OK BUT NO CONSULTS → FIX OFFER & FOLLOW-UP

If:

- People are opting in / watching the class
- But no one is buying / booking the paid consult

...the constraint has moved deeper in the funnel.

Look at:

- "How many people have reached my mini-webinar page?"
- "How many have clicked through to the consult checkout?"
- "How clear is the value of the consult in my pitch (mini-webinar + checkout page)?"

What to adjust (pick ONE):

1. Clarify the paid consult promise

At the end of your class

Add 2–3 clear lines at the end:

"In the [CONSULT NAME], we'll go through your history, your assessment, and map out your first 3–5 steps so you know exactly what to do next."

2. Strengthen the consult description

On the checkout page

Re-write the 3 bullets under "Here's What We'll Do Together" to be painfully clear and outcome-driven.

3. Add 1–2 simple follow-up emails

After they register/watch, send:

- **Email 1:** "Replay + Reminder about [CONSULT NAME]"
- **Email 2:** "Last chance to grab your [CONSULT NAME] at [PRICE] before I close this week's slots."

Pick one, implement it, and give it a few days.

STEP 6: RULE OF THUMB – DON'T OVERREACT TO 1 DAY OF DATA

Early on, your sample size is small.

Use at least:

- 3 days of spend
- 20–30 clicks
- A few opt-ins

...before you decide a change is "working" or "not working."

Think like this:

01

Is my ad getting enough people to click?

02

Are those clicks turning into registrations?

03

Are those registrations turning into paid consults?

Fix the first weak link in that chain. Leave the others alone for now.

DELIVERABLE FOR DAY 7

By the end of today you should have:

1

Analyzed Your Numbers

Looked at your spend, link clicks, and link CTR

2

Identified Constraint

Chosen ONE constraint to work on (ad, reg page, or consult offer/follow-up)

3

Made ONE Change

Made ONE specific change in that area, ready to run for the next 2–3 days

That's it.

This is how you move from "I don't know what's wrong" to "I know exactly what I'm testing," which is the mindset you need to make this funnel predictable.

DAY 10: TURN YOUR PAID CONSULTS INTO EDUCATIONAL ENROLLMENTS

Goal for today:

By the end of Day 10 you will have a simple, repeatable structure for your paid consultations so they feel like expert assessments, not awkward sales calls – and the right patients naturally enroll into your high-ticket program.

You are NOT memorizing a giant script today. You are installing a 4-part framework you can run on every call:

01

Establish Authority

02

Gather Information & Hit Pain

03

Explain Your Unique Approach

04

Present Your Program & Ask for a Decision

TIP: Write your answers in your Sprint Workbook Google Doc for quick reference.

STEP 1: PRE-CALL ROUTINE (YOUR STATE MATTERS)

Before any consult, spend 3–5 minutes getting into prime form. This matters more than clever wording.

Use this quick checklist:

Energy:

Stand up, shoulders back, take 3–5 deep breaths.

Belief:

Remind yourself: "If this person works with me and does the work, their life changes. I'm here to help them do that."

Rapport mindset:

"Be kind, not 'nice.' Ask the real questions that will help them, even if they're uncomfortable."

Authority:

You are the guide. You lead the call.

Do this every time before you hit "Join" or pick up the phone.

STEP 2: PART 1 – ESTABLISH AUTHORITY & SET THE AGENDA (2–3 MINUTES)

You want them to feel: **"I'm in good hands. This person has a plan."**

Use this structure (adapt the wording to you):

01

Warm greeting + small confirmation:

"Hi [Name], glad we're connecting today. Are you ready to get started?"

02

Confirm any assessment / form:

"I see you completed the assessment for us. I've reviewed your responses and I'll explain what they mean in a minute."

03

Set the agenda (3 points):

"Here's how I'd like to use our time together today:

1. I'll ask you some questions to really understand what you're dealing with and what you want to change.
2. I'll explain what I see from your assessment and share how I'd approach fixing it.
3. If it feels like a fit on both sides, I'll walk you through what working together looks like and you can decide if you want to move forward. Sound good?"

This is your authority opener: clear, calm, and confident.

STEP 3: PART 2 – GATHER INFORMATION & HIT PAIN (10–20 MINUTES)

This is where most practitioners are too shallow. Your job is to understand:

- What's happening
- How long it's been happening
- How it feels
- What it's costing them

Use a slow, curious pace and actually listen. Take notes.

Here's a simple question flow you can customize:

1. **Why now?**

   "What made you book this consultation now instead of waiting another 6–12 months?"

2. **Goals:**

   "What are your top 3 goals for your health over the next 6–12 months?"

3. **Symptoms / issues:**

   For each main issue they mention, ask: "Tell me more about [SYMPTOM] – when did it start, and is it getting better, worse, or staying the same?"

4. **Daily impact:**

   "How is this affecting your day-to-day life? Work, family, things you enjoy?"

5. **Emotional impact:**

   "How does all of this make you feel?"

   If they're vague, you can gently nudge: "Is it more frustration, sadness, fear, feeling stuck...?"

6. **Cost / consequences:**

   "What do you feel this is costing you right now – in time, money, relationships, or opportunity?"

7. **What they've tried:**

   "What have you tried so far to fix this? Treatments, diets, programs, medications?"

8. **Why that hasn't worked (in their view):**

   "Why do you think those things haven't worked or haven't lasted?"

After 10–20 minutes, give a quick recap in their own words:

> "So if I reflect this back: you're dealing with [SYMPTOMS], it's making you feel [EMOTIONS], it's costing you [COSTS], and up until now you've tried [ATTEMPTS] without lasting success. Does that sound accurate?"

This is where they often say the "golden nugget" lines like: "I can't live like this anymore," "I have to do something," etc.

STEP 4: PART 3 – EXPLAIN YOUR UNIQUE APPROACH (5–10 MINUTES)

Now you connect their story to your Day 2 mechanism and show them there's a path.

Use this outline:

1. Name the root issue in your language:

"From what you've shared and what I see on your assessment, this all points back to [YOUR MECHANISM / ROOT PROBLEM] – which is what I focus on in my work."

2. Simple explanation (no jargon):

"In simple terms, here's what that means... [1–3 sentences explaining what's really going on]."

3. Tie it to their symptoms:

"When [MECHANISM] is off, it shows up as exactly what you described: [LIST THEIR TOP 3 SYMPTOMS]. That's why nothing you've tried has really stuck."

4. Introduce your process (3–4 phases):

"The way I help people fix this is through a clear process:

1. [Phase 1: Example – 'Assessment & Reset']
2. [Phase 2: Example – 'Targeted Protocol & Support']
3. [Phase 3: Example – 'Rebuild & Maintain']

Each phase has specific steps so you're not guessing."

5. Light qualification:

"Based on what you've shared, this is exactly the type of case I work with, and I'm confident we can make meaningful progress if we work together. Is this approach making sense so far?"

If they say yes, you've earned the right to talk about your program.

STEP 5: PART 4 – PRESENT YOUR PROGRAM & ASK FOR A DECISION (5–10 MINUTES)

Now you lay out:

- What they get
- What it costs
- And you ask a clear, simple question

Use this structure:

01

Transition:

"Let me show you what working together would actually look like."

02

Program breakdown (3–6 bullets):

Fill in something like this for your program:

- **Duration & format:** "It's a [X-month] program where we work together closely to implement this process."
- **Calls & access:** "You'll get [NUMBER] 1:1 sessions, plus [group support / messaging access] between visits."
- **Resources:** "You'll have access to [portal, guides, assessments, etc.] so you're never guessing."
- **Support:** "We adjust as we go – you're not left to figure this out alone."

03

Investment:

"The full investment for this program is [$X] or [payment options if you offer them]."

04

Re-anchor value:

"Given everything you told me about [THEIR PAINS] and what this is costing you in [TIME/MONEY/ENERGY], this program is designed to finally address it at the root instead of just managing symptoms."

05

Ask for a decision:

Pick a line that feels natural to you, for example:

"Which of these options works best for you?"

or

"Do you want to move forward with this plan together?"

Then be quiet. Let them answer.

If they say "yes," enroll them and schedule their start.

If they hesitate or give an objection, remind yourself: Your job is to guide, not pressure. You already gave them the best shot they've had at a real solution.

DELIVERABLE FOR DAY 10

By the end of today you should have:

1

Pre-Call Routine

Written down that you'll actually do

2

4-Part Outline

For your consults:

1. Authority opener & agenda
2. 8–10 core questions to understand pain and impact
3. A simple explanation of your unique approach (from Day 2)
4. A short, bullet-point program breakdown and a clear "ask" line

You are not aiming for a perfect "performance" on the next call. You're aiming to follow this structure so every consult feels:

- Professional
- Caring
- And directed toward a real decision

If you want to go deeper later with advanced objection handling and full word-for-word scripting, you can – but this framework alone is enough to start turning your paid consults into consistent enrollments.

DAY 14: REVIEW, SCALE, AND DECIDE YOUR SUPPORT PLAN

Goal for today:

By the end of Day 14 you will:

1. Know whether your education-first, paid-consult funnel is working yet.
2. Have a simple plan to scale what's working or keep refining what isn't.
3. Know exactly what Health Business Mastery (HBM) is and whether it makes sense as your next step.

This 14-day Sprint was about getting Version 1 live. The next 60–90 days are about turning that version into something predictable.

> **TIP:** Write your answers in your Sprint Workbook Google Doc for quick reference.

STEP 1: TAKE STOCK OF YOUR LAST 7–14 DAYS

Look at the last 7–14 days and write this down:

1. How much did you spend on ads in total?

Ad spend: $__________

2. How many people registered for your class?

Webinar/class registrations: __________

3. How many paid consultations were booked?

Paid consult purchases/bookings: __________

4. How many of those consults turned into clients?

New clients from this funnel: __________

5. Total revenue from those new clients (front end only):

Revenue from this Sprint funnel: $__________

Even if some of these numbers are zero, write them down. You can't improve what you won't look at.

STEP 2: CLASSIFY WHERE YOU ARE

Use this to keep it simple:

A. Working (early signs)

You have at least:

- 1+ paid consults
- And at least 1 of those consults became a client

→ **Your model works in principle. You now need volume and refinement.**

B. Partially working

Examples:

- People are registering for the class, but no one is buying the consult
- Or paid consults are booked but no one is enrolling into your main program

→ **The traffic and funnel are functioning, but Sales / Offer is your next constraint.**

C. Not working yet

Examples:

- Very few clicks and registrations
- Or clicks but almost no registrations
- Or zero paid consults

→ **You're still in the ad / registration page optimization phase.**

Circle your current state:

▯ A. Working (early signs) ▯ B. Partially working ▯ C. Not working yet

STEP 3: IF YOU'RE IN "A – WORKING" → SIMPLE SCALING RULES

If you've proven the model (even small scale), don't blow it up. Scale slowly and deliberately.

Basic scaling rules:

1 Only scale what is working.

- Keep your best-performing campaign/ad exactly as is.
- Do not touch targeting or creative on that winner.

2 Increase budget gradually.

- Every 3–4 days, if results still look good (you're booking consults at a cost you can handle and closing some), increase daily budget by 20–30%.
- **Example:** $30/day → $40/day → $50/day over a couple weeks.

3 Watch your key metric:

- The main number to watch as you scale is **Cost per Paid Consult** (Spend ÷ # of paid consults).
- If that number stays in a range that makes sense for you (e.g., $50–$250 depending on your offer), keep going.

4 Don't overreact to single days.

- Look at 7-day windows, not one weird Tuesday.

Scaling is just: "Pay more to send more of the right people into a funnel that already basically works."

STEP 4: IF YOU'RE IN "B OR C" → KEEP FIXING THE WEAKEST LINK

If you're not seeing consults or enrollments yet, you're still in the optimization cycle:

If almost no one is clicking the ad:

Go back to Day 3 and test a new hook/creative.

If people click but don't register:

Tighten your registration page (headline, bullets, form friction) from Day 4.

If people register but don't buy/book the consult:

Clarify/reinforce the consult promise in your class & checkout (Days 2 & 4).

Consider adding simple follow-up emails to invite them back to book.

If consults happen but no enrollments:

Use the Day 10 framework to bring structure to your calls.

You're not "failing." You're just iterating. Most people quit at this stage. The ones who don't are the ones you see in the testimonials.

You Have the System. Here's How to Make It Unstoppable.

If you've built your Serious Buyer system - even an ugly Version 1 - you're already ahead of most health practitioners who are still stuck posting free content and hoping the phone rings.

You have a niche. A belief-shift mechanism. A filtration process. An enrollment structure. Traffic running.

That's more than most practitioners build in years.

But if you're being honest, you probably have questions. Things like:

- How do I know if my ads are actually working - or just burning money?
- My webinar is live but conversions feel low. What do I fix first?
- I'm getting buyers through the filter but they're not booking calls. Where's the leak?
- I had a great consult but they didn't enroll. Was it my offer? My price? My script?
- I want to scale but I don't know what breaks when I spend more.

These aren't beginner questions. They're the exact questions that separate practitioners who build a system from practitioners who build a business.

The Serious Buyer Protocol gave you the system. Health Business Mastery is where you turn that system into consistent $30K–$50K+ months.

What Health Business Mastery Actually Is

HBM is not a library of videos.

It's a live implementation program where the same team running multiple 8-figure health businesses works directly with you - every week - to build, fix, and scale your client acquisition system.

Here's what that looks like:

10+ live coaching calls every week. Not pre-recorded. Real-time sessions where you bring your funnel, your ads, your numbers, your enrollment calls - and get direct feedback from people who do this every day in their own health businesses.

The team behind it:

- Samuel Sokol - Co-Founder, responsible for millions in revenue through client acquisition systems across multiple 8-figure health businesses.
- Jordan Cole - Head of Creative. His ads have single-handedly driven millions in revenue for 8-figure health brands. He'll review your creatives and show you what to change.
- Richard Bigi - Head of Funnels. The funnel structures and systems behind millions in health business revenue. He'll look at your funnel and help you design and implement.
- Drew Kubovcik - Head of Technology. He builds the automation infrastructure behind 8-figure operations. If you're stuck on tech, he'll build it with you on a live call.

This isn't theory from people who teach marketing. This is implementation support from people who run health businesses - the same ones this Protocol comes from.

What You Get Inside

- **The Client Attraction System** — Plug-and-play webinar templates, ad copy frameworks, and funnel blueprints designed specifically for health practitioners. Not generic templates you have to "adapt." Built for your world.
- **The Enrollment System** — The same sales script used across our 8-figure health businesses. Objection handlers. Enrollment frameworks focused on serving, not convincing. One practitioner used it on Day 1 and enrolled two clients in 45 minutes each — with zero objections.
- **The Implementation System** — 10+ live calls per week. Funnel reviews. Ad creative reviews. Sales call breakdowns. Real-time problem solving. You're never guessing what to do next.
- **Your Own Online Practice HUB (HIPAA-Compliant)** — Pre-filled with proven Serious Buyer Funnels, email and SMS automation, calendar, CRM, and lead management. All in one place. Included.
- **Complete Resource Library** — Every template, SOP, intake form, ad copy file, and onboarding system. Ready to use.
- **Private Community of Health Practitioners** — Not a Facebook group of beginners. A network of practitioners building real practices, sharing real numbers, and solving real problems together.
- **All Future Updates** — As we refine and improve systems in our own health businesses, you get every update. Included forever as a member.

What Practitioners Say After They Join

> "It went from July when I swapped over to you guys... Now I've got like $99,000 in the business. This is the biggest turning point in my life. It's changed my life — it has changed my kids' lives."

— *Dr. Zach Wright*

> "I just implemented the sales script and tweaked a couple of small things. Within weeks, we had a $50,000 month."

— *Sarah Marturano, RN & Natural Health Practitioner*

> "Within the first month, I was having amazing results. I was shocked because I had been spinning my wheels for at least a year trying to figure this out with other coaches. This has allowed me to help hundreds of clients and has led to a very healthy, consistent income stream."

— *Dr. Julia Kogan*

> "I downloaded and read over the sales script and watched the video training in the Quickstart at midnight last night while half asleep on my couch. Today I had two sales calls and just decided to wing it and use the new script. Both of them enrolled right away with zero questions or objections. I completed the whole process in 45 minutes in both cases. That script is damn magic."

— *Brie Wieselman*

> "It took me over 4 years and nearly $100k to grasp the concepts that Samuel is now helping practitioners implement in a fraction of the time and money. If you're prepared to take your health coaching business online, you'd be crazy not to jump in headfirst."

— *Dr. Kyle Meers*

> "Ana regularly hits $25,000 profit a month now. She made $335,000 profit in 2025. No boss. No office drama. No commute. No ceiling. Just a phone and freedom."

— *Scott Paschal*

The Investment

$497 per month.

That's it. No long-term contracts. No annual commitment. Cancel anytime.

For context — one $3,000 client enrolled through the system you just built in this book more than covers six months of membership. Most practitioners who implement what we teach are enrolling multiple clients per month.

And if you implement the system, use the support, and don't see improved consistency and income — show us what you've built and we'll refund your first month. No friction.

Here's the Real Question

You have the Serious Buyer Protocol. You understand the system. You've either built it or you're about to.

Now you have two options.

Option 1: Go it alone. Troubleshoot every problem yourself. Try to figure out what's working and what isn't without anyone who's done it before looking at your numbers. Guess your way through ad creative, funnel optimization, and enrollment calls.

Option 2: Build alongside the team that created this system. Get your funnel reviewed. Get your ads critiqued. Get your sales calls broken down. Get stuck on tech and have someone build it with you live. Surround yourself with practitioners who are doing exactly what you're doing — and winning.

The system works. We know because we run it every day.

The question is whether you want to build alone or build with us.

If you're ready:

https://learn.healthbusinessmastery.com/hbm-4

— Samuel