One Big Media Company

🎯 GOHIGHLEVEL SNAPSHOT · COACHES & CONSULTANTS

Coaching Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to coaching

Your buyer: A business, executive, health-and-wellness, or life coach, or a boutique consultant, selling 1:1 coaching, group programs, or retainers through discovery calls. They generate interest with content, webinars, and challenges, but too many registrants never book, too many calls end with 'let me think about it', and past clients rarely get invited back.

Why they buy:

- Hundreds register for your webinar or challenge, and only a handful ever book a call
- Discovery calls end with 'let me think about it' and there's no consistent follow-up
- You're coaching all day and leads go cold before you reply to DMs and emails
- Clients finish your program and quietly disappear instead of renewing or upgrading
- Your tech stack is a patchwork of calendar, email, and payment tools that don't talk

Suggested resale pricing

Setup fee	Monthly
$500-$1,500	$297-$697

Charge more when you also build the webinar or challenge funnel and run launch follow-up. Many agencies add a per-launch fee for managing event campaigns.

Sell the snapshot as the back end that makes the coach's launches and ads pay off: more registrants booking calls and more calls becoming enrollments. Retain the account by running each launch's follow-up, reporting call bookings and enrollments per event, and managing alumni renewals between launches.

CLOSE

Pitch script

Let me ask: after your last webinar or challenge, how many registrants actually booked a call with you? For most coaches it's a small fraction, and not because people weren't interested. They just never got a timely, personal follow-up. We install a system built for coaches. Every new lead gets a text and email in your voice within moments, inviting them to a discovery call. Webinar and challenge registrants get follow-up based on whether they showed up live, watched the replay, or missed it. Calls get confirmed with prep questions, so people show up ready. When you send an offer, it follows up with answers to the questions people ask before enrolling. And before a client's program ends, it books a progress review that leads naturally to renewals. You keep coaching; the follow-up just happens. Would it be worth fifteen minutes to see it running on your next event?

Cold email

Subject: Your last webinar's follow-up

Hi {first name},

Quick question: after your last webinar or challenge, how many registrants booked a call?

Most coaches I talk to say 'not as many as I hoped', usually because follow-up depended on finding time between sessions.

We set up a system for coaches that follows up with every registrant based on whether they attended, books discovery calls, follows up on offers, and invites clients to a progress review before their program ends.

It runs in your voice while you coach.

Open to a quick 15-minute look?

{your name}

Cold SMS

Hi {first name}, it's {your name}. I help coaches turn webinar and challenge registrants into booked discovery calls automatically. Worth a quick 15-min look? Reply STOP to opt out.

Social DM

Hey {first name}, loved your recent post. I build follow-up systems for coaches: webinar registrant follow-up, discovery call booking, and renewal reminders. Open to seeing how it works?

DELIVER

Offers & onboarding

Offer ideas for the client

- Free 30-minute discovery call with a 90-day goal worksheet
- Live 60-minute masterclass that leads to an application or discovery call
- 5-day challenge with daily prompts and a group Q&A
- Alumni strategy reset session before a new program round opens
- VIP intensive day for people who want a fast, focused plan

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Lead-to-call booking rate**: Grow the share of new leads who book a discovery call each month
- **Webinar registrant-to-call rate**: Increase calls booked per webinar or challenge from one event to the next
- **Discovery call show rate**: Keep no-shows low with prep-question reminders and easy rescheduling
- **Call-to-enrollment rate**: Improve the share of completed calls that enroll quarter over quarter
- **Renewal and upgrade rate**: Book a progress review with every client before their program ends
- **Speed to first reply**: Every new lead hears from you in under 5 minutes

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.