

THE ULTIMATE LINKEDIN PLAYBOOK FOR COACHES

THE COACH LEAD MACHINE



The Step-by-Step Playbook to Generate
10–20 Qualified Coaching Leads Every Month
Using LinkedIn; without Referrals, Paid Ads,
or Inconsistent Client Acquisition



Monthly-Qualified Leads

18 +64%

vs last month



Connection Requests

142 +38%

Conversations Started

23 +28%

Lead Quality Score

92%

High Quality



INCLUDES

- ✓ LinkedIn Sales Framework
- ✓ AI Outreach Templates
- ✓ Content System
- ✓ Lead Tracker
- ✓ Conversation Scripts
- ✓ Daily Growth Checklist

ROHIR NAIK

DIGITAL BUSINESS EXPERT | GROWTH AUTOMATION STRATEGIST

WELCOME

Congratulations!

First of all, I want to congratulate you for downloading **The Coach Lead Machine**.

This isn't another ebook you'll read once and forget. It isn't a collection of random marketing tips. And it certainly isn't another "post more content" guide.

This **playbook** is designed to help you build something far more valuable — a predictable client acquisition system.

If you're like most coaches, you've probably experienced at least one of these situations:

- ✓ Some months clients come easily.
- ✓ Other months, your calendar is empty.
- ✓ Referrals suddenly stop.
- ✓ Content gets views but no conversations.
- ✓ You're great at coaching but not sure how to consistently attract new clients.

Sound familiar? You're not alone.

The biggest challenge isn't your ability to coach. It's the lack of a repeatable system for generating qualified leads. That's exactly what this playbook will help you build.

By the time you finish it, you'll understand the six core components of a LinkedIn lead generation system that can consistently attract qualified coaching prospects.

You don't need paid ads. You don't need to rely on referrals. And you don't need to become an influencer. You simply need the right system.

Let's build it together.

— Rohir Naik

"A predictable business starts with a predictable client acquisition system."

BEFORE MOVING FORWARD

Write down why you downloaded this playbook.

What is the ONE result you want to achieve over the next 90 days?

.....

.....

.....

Meet Your Mentor

Hi, I'm Rohir Naik

I help coaches and consultants generate **10–20 qualified leads every month** using my Growth Automation Framework; without relying on referrals, spending on ads, or struggling with inconsistent client acquisition.

Over the years, I've seen one pattern repeat itself. Most coaches don't have a coaching problem. They have a marketing system problem. They're experts at transforming lives, but they don't know where next month's clients are coming from. That's stressful; because every month starts from zero.

So I built the **Growth Automation Framework**: a repeatable process that helps coaches create a predictable flow of qualified conversations using LinkedIn. No gimmicks. No hacks. No chasing trends. Just systems.

My mission is simple: help coaches spend less time worrying about marketing, and more time doing what they love; helping people.

My Philosophy

I believe every coach deserves a business that doesn't depend on luck. Your income shouldn't depend on referrals, algorithms, or hope. It should depend on a system. That's exactly what we're building.

THREE THINGS I BELIEVE

- ✓ Systems beat motivation.
- ✓ Conversations create clients.
- ✓ Consistency always wins.

REFLECTION

What would change in your business if you knew exactly where your next 10 clients were coming from?

THE PROBLEM

Why Most Coaches Never Build A Predictable Business

Imagine two coaches.

Coach A waits.

Coach A wakes up hoping someone refers a client.

Coach A posts motivational quotes.

Coach A hopes.

Coach B builds systems.

Coach B knows exactly how many conversations they started yesterday.

Coach B posts with a strategy.

Coach B measures.

Who do you think grows faster? The difference isn't talent. It's systems.

Most coaches struggle because they rely on activities that are impossible to predict. For example:

- ✗ **Referrals** — you can't control when people recommend you.
- ✗ **Random content** — posting isn't the same as generating leads.
- ✗ **Paid ads too early** — ads amplify systems, they don't fix broken ones.
- ✗ **Waiting** — the biggest mistake of all: waiting for clients instead of building a client acquisition engine.

The Truth

If you don't have a predictable way to create conversations, you'll never have a predictable business. That's why the rest of this playbook focuses on building your own **Coach Lead Machine**.

EXERCISE — RATE YOURSELF FROM 1-10

Area	Score
Consistent Leads	-----
LinkedIn Profile	-----
Offer Clarity	-----
Outreach	-----
Follow-up	-----
Sales Calls	-----

Circle the area with the lowest score. That will likely become your biggest opportunity.

The Coach Lead Machine Framework

Everything inside this playbook is built around one simple idea: predictable businesses are built from predictable systems.

Instead of relying on referrals or hoping someone finds your content, you'll build a repeatable process that creates qualified conversations every week. Here's the framework you'll use:

STEP 1 — Position Yourself

Make it instantly clear who you help, what outcome you deliver, and why someone should trust you.

STEP 2 — Create an Irresistible Offer

Craft a message that makes your ideal client think, *"This is exactly what I need."*

STEP 3 — Find Qualified Prospects

Learn where your ideal coaching clients already spend time on LinkedIn and how to identify them.

STEP 4 — Start Meaningful Conversations

Use personalized outreach that starts relationships instead of sounding like a sales pitch.

STEP 5 — Follow Up Consistently

Stay top of mind with value-driven follow-ups that turn interest into conversations.

STEP 6 — Book Qualified Strategy Calls

Move naturally from conversation to a strategy call with people who already understand your value.

YOUR PROGRESS TRACKER

Step	Status
Position Yourself	☐
Create Your Offer	☐
Find Prospects	☐
Start Conversations	☐
Follow Up	☐
Book Calls	☐

ACTION COMMITMENT

Write your commitment below:

"I commit to completing every exercise in this playbook and implementing one improvement each day for the next 30 days."

Signature

.....

Date

.....

01

Build Your Authority Position

Before You Generate Leads...

You Must Become Someone Worth Talking To.

Imagine walking into a networking event. You introduce yourself. Someone asks, "So... *what do you do?*"

✗ "I'm a Health Coach." — That's nice. But it doesn't create curiosity.

✓ "I help professionals and citizens get rid of diabetes in 90 days with the help of food as their medicine." — That's different.

Immediately people know:

- ✓ Who you help
- ✓ What result you create
- ✓ Why they should continue the conversation

This is called **Positioning**. People don't buy coaching. People buy outcomes. And before someone books a call, they need to believe you're the right person to help them. Your LinkedIn profile should communicate that belief within seconds.

The Three Questions Every Visitor Asks

When someone lands on your profile, they subconsciously ask:

- ✓ Who do you help?
- ✓ What result do you create?
- ✓ Why should I trust you?

If your profile doesn't answer these questions quickly, visitors move on.

ACTION EXERCISE

Without looking at your profile, answer these three questions.

Who do I help?

.....

What transformation do I create?

.....

Why should someone trust me?

.....

COACH'S INSIGHT

People don't buy the best coach. They buy the coach they understand the fastest.

The Positioning Formula

Stop Selling Coaching. Start Selling Transformation.

One of the biggest mistakes coaches make is describing what they do instead of the outcome they create. Compare these examples:

- ✗ Leadership Coach
- ✓ I help first-time managers become confident leaders in 90 days.
- ✗ Mindset Coach
- ✓ I help entrepreneurs overcome self-doubt so they can confidently grow their business.
- ✗ Business Coach
- ✓ I help business owners generate predictable leads without relying on referrals or paid ads.

Which one would you remember? The second — because it communicates value.

"I help [WHO] achieve [RESULT] without [PAIN]."

In My Case:

Example: I help fitness coaches book 20 qualified calls every month without paid ads.

Example: I help relationship coaches attract premium clients using LinkedIn instead of referrals.

Simple.... Specific.... Outcome-focused.

WORKSHEET — FILL IN YOUR OWN STATEMENT

I help

.....

achieve

.....

without

.....

Now rewrite it three more times.

Version 2

.....

Version 3

.....

Version 4

.....

Circle your strongest version.

PRO TIP

If a stranger reads your statement and instantly understands it, you're on the right track.

Craft Your Authority Story

Facts Tell. Stories Sell.

People remember stories more than credentials. Your profile and conversations should communicate where you started, the problem you noticed, what changed, and how you help today. Keep it simple. Use this structure:

- ✓ **Before** — What challenge did you notice?
- ✓ **Turning Point** — What realization changed your approach?
- ✓ **Today** — How do you help people solve that challenge?

EXAMPLE

"I noticed many talented coaches were relying entirely on referrals for new clients. Some months they were fully booked, and other months they struggled to find conversations. After testing different approaches, I developed a repeatable LinkedIn Sales Framework that helps coaches generate qualified leads without relying on referrals or paid ads. Today, I help coaches build predictable client acquisition systems so they can focus on coaching instead of constantly searching for clients."

YOUR STORY WORKSHEET

The challenge I noticed was...

The turning point came when...

Today I help...

COACH'S INSIGHT

People connect with the journey behind your framework — not just the framework itself.

Build Trust Before You Sell

Trust Is Earned Long Before Someone Books a Call.

Most coaches try to convince people they're credible. Instead, show it. You don't need thousands of followers — you need proof that you can help. Examples include:

- ✓ Client testimonials
- ✓ Screenshots of wins (with permission)
- ✓ Case studies
- ✓ Results you've achieved
- ✓ Behind-the-scenes process
- ✓ Educational content
- ✓ Certifications (where relevant)
- ✓ Speaking engagements
- ✓ Podcast appearances

Ask yourself: *"If someone visited my profile today, what evidence would they see that I can deliver the outcome I promise?"*

TRUST AUDIT WORKSHEET

Tick what you already have.

- ☐ Professional profile photo
- ☐ Outcome-focused headline
- ☐ Clear About section
- ☐ Client testimonial
- ☐ Case study
- ☐ Featured content
- ☐ Strong call-to-action
- ☐ Consistent branding

The biggest trust gap in my profile is:

.....

The first thing I will improve is:

.....

COACH'S INSIGHT

Authority isn't about looking famous. It's about making your expertise believable.

Build Your Authority Position This Week

Congratulations. You've completed the first step of The Coach Lead Machine. Before moving forward, complete this implementation checklist.

POSITIONING CHECKLIST

- ☐ I clearly know who I help.
- ☐ My promise focuses on outcomes.
- ☐ My positioning statement is written.
- ☐ My authority story is complete.
- ☐ My profile communicates trust.
- ☐ I know the biggest improvement I need to make.

Your 7-Day Challenge

Day 1 Rewrite your positioning statement.

Day 2 Update your LinkedIn headline.

Day 3 Rewrite your About section.

Day 4 Add one client result or testimonial.

Day 5 Update your Featured section.

Day 6 Ask three trusted peers to review your profile.

Day 7 Publish one LinkedIn post sharing your story and inviting conversations.

REFLECTION

What changed after completing Step 1?

What is one action you'll take within the next 24 hours?

02

Create An Offer That People Want

People Don't Buy Coaching. They Buy Outcomes.

Most coaches describe **what they do**. Successful coaches describe **what their clients become**.

✗ "I offer health coaching."

✓ "I help professionals lose 5kg in my 90 days Health is Wealth Framework with simple diet."

Notice the difference? One sells a service. The other sells a transformation.

"I help [WHO] achieve [RESULT] without [BIGGEST PAIN]."

WORKSHEET

Who do I help?

.....

Desired Result

.....

Biggest Pain

.....

My Offer

.....

Clarify Your Dream Client

You cannot attract everyone. The more specific you are, the easier marketing becomes.

YOUR DREAM CLIENT — FILL IN THE BLANKS

Profession

.....

Current Monthly Revenue

.....

Biggest Challenge

.....

Dream Outcome

.....

Why haven't they solved it yet?

.....

ACTION

Write one sentence describing your ideal client.

"I work with..."

.....

STEP 2 • OFFER

Your Offer Scorecard

Rate your offer.

Question	Yes / No
Is the outcome clear?	☐
Is the audience specific?	☐
Is the biggest pain addressed?	☐
Is it measurable?	☐
Would someone understand it in 5 seconds?	☐

IF YOU ANSWERED "NO" TO ANY QUESTION...

Improve your offer before moving to the next step.

REMEMBER

People don't buy because they understand your coaching. They buy because they understand what changes after working with you.

Step 2: Action Plan

Complete these before moving on.

- ☐ Define your niche
- ☐ Write your offer
- ☐ Rewrite it until it's crystal clear
- ☐ Ask three people if they understand it
- ☐ Update your LinkedIn headline

REFLECTION

My biggest takeaway from this chapter:

03

Find Qualified Prospects

Most coaches don't have a lead problem. They have a targeting problem. Stop trying to reach everyone. Instead, ask: **Who already needs my help today?**

Start looking for people who:

- ✓ Post about their business
- ✓ Need more clients
- ✓ Are actively growing
- ✓ Fit your ideal customer profile

PROSPECT WORKSHEET

Industry

.....

Job Title

.....

Location

.....

Revenue

.....

Keywords

.....

Build Your Lead List

Your goal is simple. Every day, identify **10–30 new ideal prospects**. Use:

- ✓ LinkedIn Search
- ✓ Business Premium (better outreach with offer)
- ✓ Mutual connections
- ✓ LinkedIn Groups
- ✓ People engaging with industry content

DAILY TRACKER

Day	New Prospects
Monday	-----
Tuesday	-----
Wednesday	-----
Thursday	-----
Friday	-----
Saturday	-----
Sunday	-----

04

Start Conversations

Don't pitch. Start conversations.

✗ "Hi, I'm a coach. Want to book a call?"

GOOD MESSAGE

"Hi Sarah, I enjoyed your recent post on building your coaching business. Your point about consistency really stood out. Curious – what's been your biggest challenge with client acquisition lately?"

People respond to genuine interest.

Conversation Framework

- ✓ Personalize
- ✓ Compliment
- ✓ Ask

WRITE YOUR OPENING MESSAGE

.....

.....

.....

Follow-Up Without Being Pushy

Most sales happen after multiple follow-ups. Use this simple cadence:



Follow-Up Template Hi _____,

Just wanted to follow up in case my last message got buried. Happy to share a few ideas if you're still working on improving your client acquisition. No pressure either way.

*Cheers,
Rohir*

REFLECTION

How many follow-ups do you currently send?

.....

How many will you send from now on?

.....

05

Turn Conversations Into Strategy Calls

Generating leads is only half the battle. The real goal is simple: **turn conversations into qualified strategy calls.**

Don't sell in the DMs. Instead, diagnose first. People buy from people who understand their problems.

The Conversation Flow



Conversation Questions

Instead of pitching, ask:

- ✓ What type of coaching do you offer?

- ✓ How are you currently getting clients?
- ✓ What's your biggest challenge with client acquisition?
- ✓ What's your goal for the next 90 days?

Listen first. Sell later.

WORKSHEET

Write three questions you'll ask before inviting someone to a call.

06

Invite Them To A Strategy Call

Once you've identified a genuine need, invite them naturally.

EXAMPLE SCRIPT

"Based on what you've shared, I think I can help. Rather than going back and forth in messages, would you be open to a free 30-minute Growth Strategy Call? I'll walk you through what's working for coaches like you and identify where you can generate more qualified leads."

Simple. No pressure. No hype.

During The Strategy Call

Don't sell. Diagnose. Follow this structure:

- ✓ Understand their business
- ✓ Identify bottlenecks
- ✓ Explain the opportunity
- ✓ Share your framework
- ✓ If you're a fit, invite them to work with you

CHECKLIST

- ☐ Listen more than you talk
- ☐ Ask questions
- ☐ Give one valuable insight
- ☐ Recommend the next best step

BONUS

AI Prompt Library

Use these prompts with ChatGPT or your preferred AI assistant.

Prompt 1 Rewrite my LinkedIn headline to clearly communicate the outcome I deliver.

Prompt 2 Generate five LinkedIn posts that attract professionals looking for health coaches, nutritionit, dietician.

Prompt 3 Improve this outreach message to sound natural and conversational.

Prompt 4 Write three follow-up messages for a prospect who hasn't replied.

Prompt 5 Generate ten content ideas based on my audience's biggest client acquisition challenges.

ACTION

Save these prompts and use them every week.

IMPLEMENTATION

Your 30-Day Coach Lead Machine Plan

Small actions. Every single day. Big results.

DAILY CHECKLIST

- ☐ Send 10 connection requests
- ☐ Start 5 new conversations
- ☐ Follow up with 5 prospects
- ☐ Publish 1 valuable LinkedIn post
- ☐ Comment on 10 posts
- ☐ Track your numbers

WEEKLY KPI DASHBOARD

Activity	Goal
New Connections	200
Warm Outreach	600
Conversations	35
Replies	15
Strategy Calls	5
New Clients	1-2

You can't improve what you don't measure.

Your Next Step

Congratulations. You now have the blueprint. You understand:

- ✓ Positioning
- ✓ Offers
- ✓ Prospecting
- ✓ Conversations
- ✓ Follow-up
- ✓ Strategy Calls

The question is... **will you build it yourself, or would you like help implementing it?**

OPTION 1 — DO IT YOURSELF

Take daily action using everything you've learned. Stay consistent. Improve every week. Win is guaranteed.

OPTION 2 — WORK WITH ME

If you'd like help implementing the entire Growth Automation Framework, I'd love to help. Together we'll build a predictable client acquisition system tailored to your coaching business with right system & automation.

TAKE ACTION

Book Your Free Growth Strategy Call

During this call, we'll:

- ✓ Review your current lead generation system
- ✓ Identify the biggest bottleneck
- ✓ Build a personalized roadmap
- ✓ Show you how to generate 10–20 qualified coaching leads every month using LinkedIn

There's no obligation. Whether we work together or not, you'll leave with clarity and actionable next steps.

Book Here

calendly.com/rohirnaik/30min

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WITH GRATITUDE

Thank You

Thank you for investing your time in **The Coach Lead Machine**.

Knowledge is valuable. Implementation is what creates results. My goal wasn't just to teach you how to generate leads — it was to help you build a system that gives you confidence about where your next client is coming from.

I hope this playbook becomes something you revisit often as you grow your coaching business.

If you're ready to accelerate the process, I'd be honored to help you implement the LinkedIn Sales Framework.

*Until then... Keep showing up.
Keep creating value.
Keep building your Coach Lead Machine.*

If anytime you need my support, feel free to reach out.
See you on the strategy call.

— Rohir Naik

INSIDE YOU'LL DISCOVER



The **LinkedIn** Sales Framework

A proven system to attract, engage and convert high-quality coaching leads on LinkedIn.



How to Attract **Qualified Coaching Leads**

Position yourself as the go-to expert and attract the right prospects consistently.



AI-Powered **Outreach Templates**

Plug-and-play AI templates that start meaningful conversations and get more replies.



Daily Lead Generation **Workflow**

A simple daily system to find, connect, and nurture new leads on autopilot.



Positioning **Framework**

Stand out in a crowded market and become the obvious choice for your ideal clients.



Conversation **Scripts**

Battle-tested scripts to build trust, handle objections and book more discovery calls.



Lead Tracking **Dashboard**

Track conversations, follow-ups and conversions in a simple, visual dashboard.

“

A repeatable system to attract, engage, and convert high-quality coaching leads on LinkedIn — **every single month.**



FREE IMPLEMENTATION **PLAYBOOK**

Your step-by-step guide to predictable, scalable and sustainable lead generation.

POWERED BY

ROHIR NAIK



Proven Frameworks
That Deliver Results



AI-Powered
Systems



Automate, Scale &
Grow Your Coaching
Business



Generate 10–20
Qualified Leads
Every Month