

The 30-Day Advisory Launch Checklist

From Zero to Your First \$10K Client in 30 Days

30 Days Away

Right now, you're 30 days away from your first \$10,000 advisory client.

Not 6 months. Not a year. 30 days.

This isn't theory. This is the exact roadmap attorneys are using to launch advisory businesses while still practicing law.

No course creation. No guessing. Just deployment.

Here's the step-by-step breakdown of what happens in each phase.

Why Most Attorneys Fail (And How to Avoid It)

The 6-month death march most attorneys take:

Months 1-2: Research what to create

Months 3-4: Build content from scratch

Months 5-6: Try to learn funnels and tech

Months 7-8: Attempt to write sales copy

Months 9-10: Burn out completely

Months 11-12: Quietly give up

Result: \$0 revenue. Wasted time. Back to billable hours.

The 30-Day Path: Deploy proven systems instead of building from scratch.

The 4-Week Overview

Week 1: Foundation & Positioning

Nail your niche. Deploy the framework. Build your positioning.

Week 2: Funnel Activation

Launch Meta ads. Activate email sequences. Start booking calls.

Week 3: Sales & Closing

Run discovery calls. Use proven scripts. Close first clients.

Week 4: Onboarding & Delivery

Onboard clients. Activate delivery system. Collect \$30K-\$60K.

Each phase builds on the last. No wasted motion.

Week 1 - Pick Your Lane (Days 1-2)

Generic "attorney advisor" doesn't work. Specific positioning prints money.

Your assignment: Answer these 3 questions:

1. What type of attorneys do you understand best?
2. What problem do they desperately need solved?
3. What expertise do you have that they'll pay \$10K for?

Examples that work:

- Estate planning attorneys doing \$200K who want to hit \$500K
- Solo practitioners struggling with client acquisition
- Family lawyers who want systemized practices
- Employment attorneys in competitive markets

Pick one. Go deep. Own it completely.

Week 1 - Build Your Positioning (Days 3-4)

Why should they choose YOU over everyone else?

Your positioning formula:



Authority Angle

What makes you credible?
(Built a 7-figure practice,
Scaled from solo to 5 attorneys,
Mastered a competitive market)



Transformation Promise

What outcome do they get?
(Consistent \$20K months,
40%+ consultation close rate,
Practice that runs without them)



Differentiation

Why you're different (Battle-
tested systems, not theory. Built
for YOUR practice area.
Tactical, not fluff.)

Write this down. This becomes all your messaging.

Week 1 - Structure Your Offer (Days 5-7)

What you're selling: \$5K-\$15K upfront advisory program

What they get:

- Complete framework (client acquisition, marketing, systems, scaling)
- Group implementation calls (2x per week for 8-12 weeks)
- Private community access
- Templates, scripts, and resources
- Strategic oversight from you

One payment. Fixed transformation. Clean delivery.

By Day 7: You know WHO you serve, WHAT you sell, and WHY they'll pay.

What you DON'T do:

- Endless 1-on-1 consulting (kills leverage)
- Custom content for each client (not scalable)
- Monthly retainers forever (hard to forecast)

Week 2 - Deploy The Funnel (Days 8-10)

You're not building this from scratch. You're deploying templates.

What gets installed:



Landing page

Pre-built template in GoHighLevel, you customize with your positioning



VSL or Lead Magnet

Proven framework, you add your story



Email sequences

7-10 emails that nurture and book calls (already written)



Calendar booking

Automated scheduling in GHL that pre-qualifies leads

Tech stack (simple):

- GoHighLevel (landing pages, email automation, calendar - all in one)
- Meta Ads Manager (Facebook/Instagram)

Days 8-10: Deploy and test everything. Make sure it works.

Week 2 - Launch Meta Ads (Days 11-14)

Turn on the tap. Start driving traffic.

Ad platform:

Meta (Facebook/Instagram - best for attorney audiences, highly targetable)

Starting budget:

\$50-\$100/day

What you're testing:

- Which hooks get attention (pain-focused vs opportunity-focused)
- Which audiences respond (practice area, revenue level, years in practice)
- Which ad creative converts (video vs image, long copy vs short)

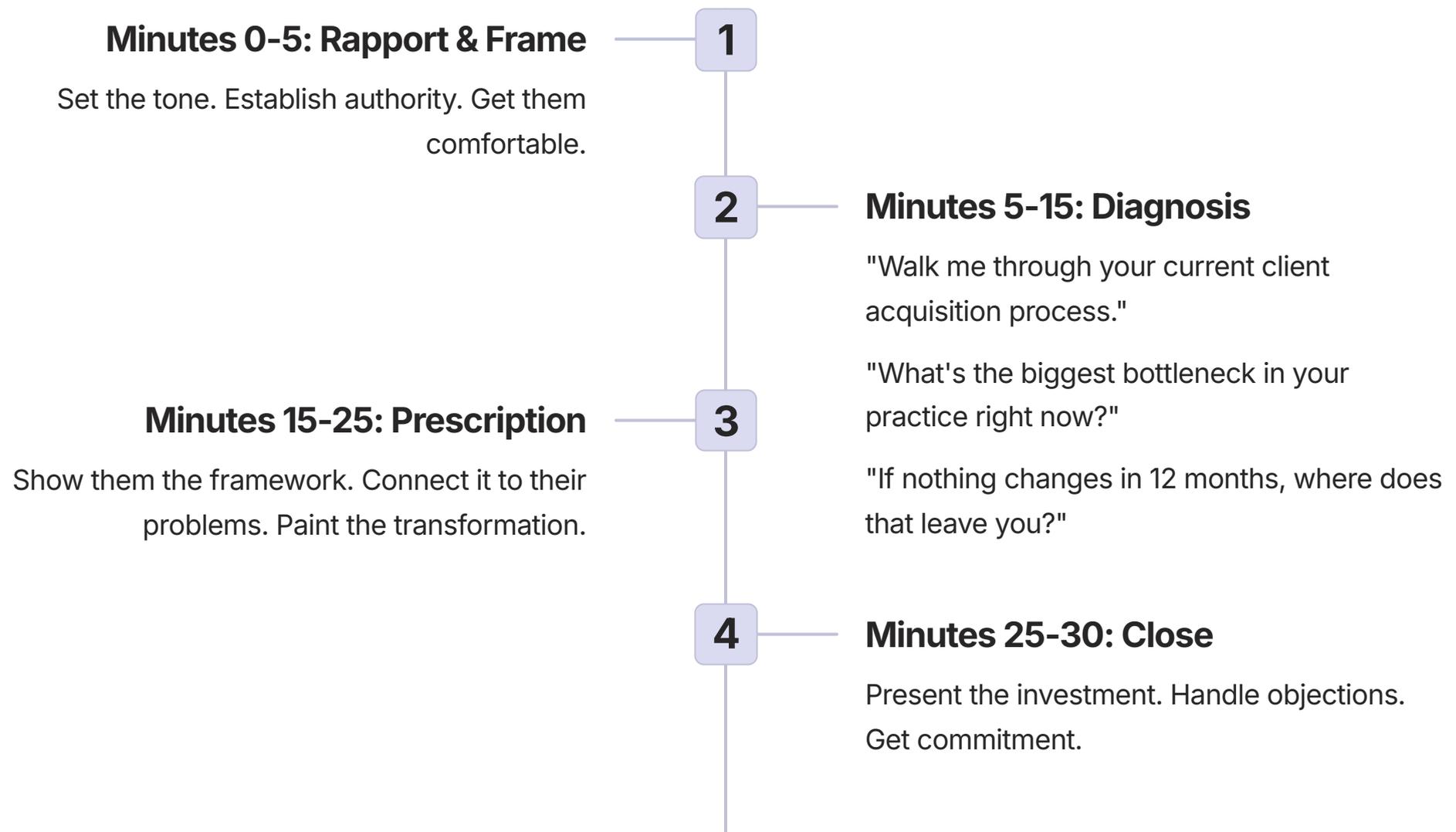
Goal by Day 14: 5-10 discovery calls booked on your calendar.

The machine is running. Now you convert.

Week 3 - The Discovery Call Framework (Days 15-17)

You're not "pitching." You're diagnosing and prescribing.

The \$10K close structure (30 minutes):



Days 15-17: Run your first 5 calls. Learn the script.

Week 3 - Handle Objections (Days 18-21)

The 5 objections you'll hear:

1

"I need to think about it"

→ "What specifically do you need to think through? Let's talk it out now."

2

"I can't afford \$10K"

→ "What's it costing you NOT to solve this? How much are you leaving on the table monthly?"

3

"How do I know this will work?"

→ "The framework is proven. Will you implement it? That's the only question."

4

"I need to talk to my spouse"

→ "What concerns will they have? Let's address those now."

5

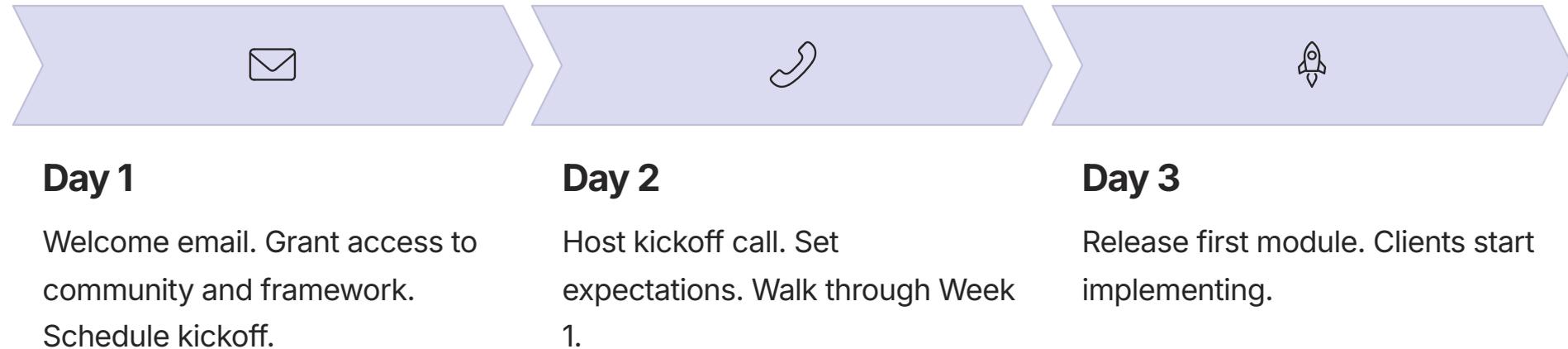
"Can I start next month?"

→ "How many \$10K clients will you miss while waiting? What's the cost of delaying?"

Days 18-21: Close your first 2-3 clients. \$15K-\$40K committed.

Week 4 - Onboard & Deliver (Days 22-30)

First 72 hours after they pay:



Delivery model:

- Group implementation calls (2x per week)
- Private community for support
- Weekly frameworks released
- You provide strategic oversight, not hand-holding

Days 22-30: Onboard clients. Refine process. Close 2-3 MORE clients.

By Day 30: \$30K-\$60K in closed revenue.

What You've Built in 30 Days

Day 30 snapshot:

- Clear niche and positioning
- Complete funnel generating leads in GHL
- Meta ads driving qualified traffic
- Proven sales process that closes
- 4-6 clients paying \$5K-\$15K each
- \$30K-\$60K in revenue
- Scalable delivery system

This isn't the ceiling. This is the foundation.

\$40K-\$80K

Month 2

\$50K-\$100K

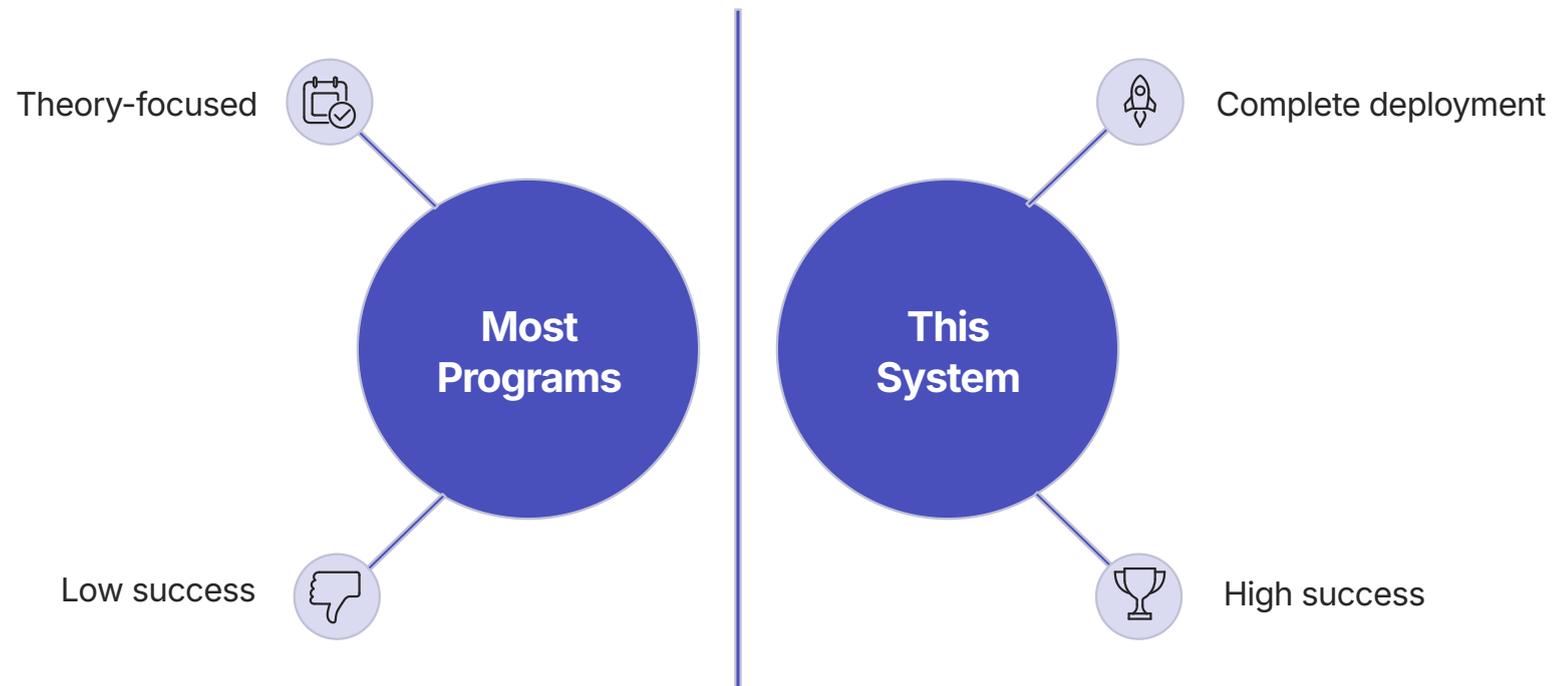
Month 3

\$60K-\$120K

Month 6

/month

Why This Works (When Others Fail)



Most programs:

Teach theory, leave you to figure it out

This system:

Complete framework, funnel, and sales process handed to you

Most courses:

Make you build everything from scratch

This system:

Deploy what's proven, customize with your expertise

Most coaches:

Sell you on their results

This system:

Give you the vehicle to create your own results

30 days instead of 6 months because you're deploying, not building.

The Reality Check

This isn't passive income.

You're executing a proven system:

- **Week 1: Making strategic decisions**

- **Week 2: Activating funnel and ads**

- **Week 3: Running calls and closing**

- **Week 4: Onboarding and delivering**

This requires work. Strategic work. Leveraged work.

But it's 10 hours per week, not 60.

And it's \$30K-\$60K per month, not capped at 2,080 billable hours.

Who This Works For

- Attorneys who've built successful practices
- Action-takers who execute, not overthink
- Strategic thinkers who understand leverage
- Attorneys ready to deploy proven systems
- People willing to invest in themselves

If that's you, the 30-day path works.

And most importantly:

- **Attorneys who are DONE trading time for money**
- **Ready to build equity, not just income**
- **Want out of the billable hour trap**

The Biggest Mistake

Waiting until you have "more time."

You'll never have more time.

Your practice won't get less busy.

Your clients won't demand less.

The only difference between now and 6 months from now:

6 months from now, you'll wish you started today.

Every month you wait is \$40K-\$60K you're not making.

Every attorney you help for free is a \$10K client you let walk away.

The First-Mover Advantage

Right now, this market is wide open:

- Most attorneys haven't figured this out
- Competition is minimal
- Meta ad costs are low
- Credible advisors dominate niches fast

In 6-12 months:

- Market will be saturated
- Ad costs will triple
- Positioning will be 10x harder
- Late movers will struggle to break through

The attorneys who move in the next 90 days will own their categories.

What's Actually Stopping You

Not lack of expertise.

You already know enough.

Not lack of time.

This is 10 hours per week.

Not lack of money.

ROI is 3-6x in Month 1.

What's actually stopping you:

- Fear of being visible.
- Fear of selling.
- Fear of it not working.
- Fear of it actually working.

The system removes the guesswork. The only variable is you.

Your 30-Day Decision

30 days from now, you're either:

Option 1: Exactly where you are today

- Still billing hours
- Still capped at 2,080 hours per year
- Still giving away \$10K advice for free
- Still building zero equity

Option 2: \$30K-\$60K richer with a scalable business

- 4-6 advisory clients paying you
- Proven system generating leads
- Building real equity
- Freedom and leverage

The roadmap is in front of you. Will you execute it?