



# THE PERFECT SALES SCRIPT 2.0™

FRAME	DISCOVER	PROBLEMS									
<p><b>Rapport</b> - Ask location, situation (personal or business) and thank prospect for taking the time and showing up...</p> <p><b>Control</b> - "This call will last <u>exactly XX minutes</u>. To ensure we leave this call with 100% clarity, we'll be moving quickly - I have a very specific set of questions to ask to ensure we achieve our goal for the call..</p> <p><b>Goals</b> - There are 2 goals of this session 1) to identify the <u>exact steps</u> you should be taking to achieve [Exact Results] and 2) decide <u>if we can help you get there faster</u>. <b>Do you agree (Y / N)</b></p> <p><b>Motivation</b> - First off, tell me why you booked this call today? Why us - why did you book this call <u>with us specifically</u>?</p> <p><b>Intent:</b> Are you currently looking for support with reaching your sales and marketing? <b>(Y / N)</b></p>	<p><b>Product Roadmap Audit</b> - How much did you make in your business last month (primary currency)? Whats your goal in 90 days?</p> <p><b>PRODUCT ROADMAP AUDIT</b></p> <table><tbody><tr><td>7</td><td>8</td><td>9</td></tr><tr><td>6</td><td>5</td><td>4</td></tr><tr><td>1</td><td>2</td><td>3</td></tr></tbody></table> <p><b>Urgency:</b> On a scale of 1-5, How committed to <u>solving this right now?</u></p>	7	8	9	6	5	4	1	2	3	<p><b>Struggles:</b> What actions have you taken this far to solve this in the past (Courses, Coaching DFY, DIY)? <u>How much time and money have you spend trying to solve this?</u></p> <p>What's missing - why do you thing you're still stuck at [Current State]?</p> <p><b>Challenge</b> - How much longer are you willing to deal with this? If we weren't on this call, how long would it take?</p> <p><b>Costs</b> - Why is in important to not stay where you are? What is the cost of <u>not solving this problem?</u> (How is this effecting <u>their</u> time, business, health, family?)</p> <p><b>Value:</b> If you were 100% confident you had the right plan and support to reach [ goal ] in 90 days, how much would you invest to solve this...</p>
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Accept	Reject										
• _____	• _____										
• _____	• _____										
• _____	• _____										

WORKBOOK



LAUNCH MAPS





# BEFORE THE CALL

## RECON



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**CURRENCY CALCULATOR®**
Get clear on the one problem your product solves

**MY PRODUCT CAN INCREASE...**

**MY PRODUCT CAN DECREASE...**

**MY CORE CURRENCY IS...**

**MILLION DOLLAR MESSAGE®**
SA \* (C+M+T)

**MDM**
  
“I only work with \_\_\_\_\_  
who are motivated to get to \_\_\_\_\_  
In the next \_\_\_\_\_ days...”
  
Struggles \_\_\_\_\_

**PERFECT OFFER®**
Choose the ideal business model and pricing

**MODEL**
  
☐ Course  
☐ Coaching  
☐ Consulting  
☐ Other \_\_\_\_\_

**PRICING**
  
\$ \_\_\_\_\_ (Current)  
\$ \_\_\_\_\_ (Target)  
\$ \_\_\_\_\_ (2X)

**PRODUCT ROADMAP®**
Brainstorm the steps your clients have to accomplish to achieve their goal

**COURSE / COACHING PROGRAM**

1	2	3	4	5	6	7	8	9
=	=	=	=	=	=	=	=	=

**METRICS MATRIX®**
Reverse-engineer the exact formula for exceeding your sales goal

**L**
Leads:  
(prospects x 20)

**P**
Prospects:  
(clients x 5)

**C**
Clients:  
(revenue/price)

**G**
Sales goal:  
\$ \_\_\_\_\_



## This image shows a full page of blank handwriting practice paper. It features multiple sets of horizontal lines. Each set consists of a solid top line, a dashed middle line, and a solid bottom line, providing a guide for letter height and placement. The lines are evenly spaced and extend across the entire width of the page.

Copyright © 2010 John Wiley & Sons, Ltd.



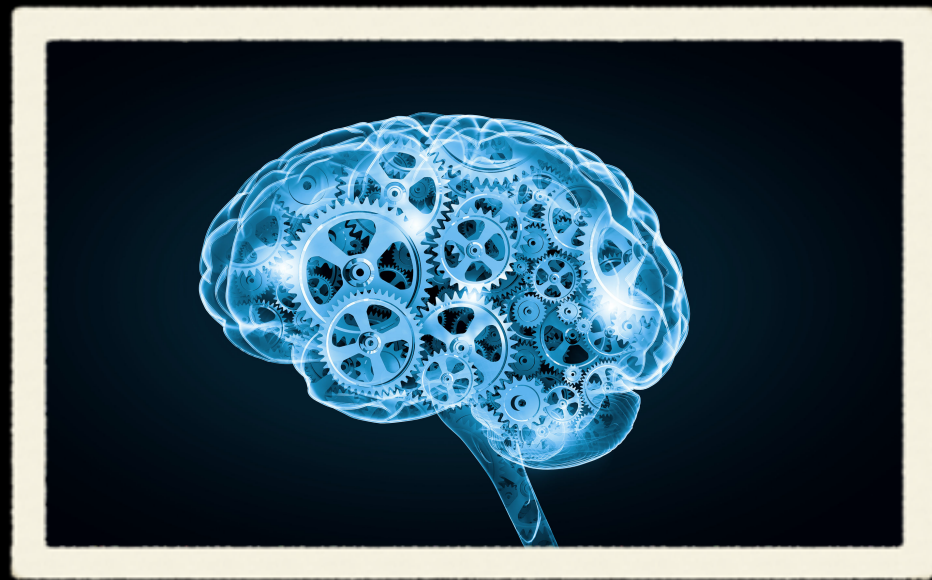
Ninja Recon > Mindset > Core Message

# PERFECT MINDSET ELEMENTS



LAUNCH MAPS





# CORE MINDSET ELEMENTS

## Apex Authority

Ownership/ Confidence/ Commitment

## Precision

Pre-flight checklist / Surgeon / Bomb Squad

## “Shortest Call Wins”

Time = The Ultimate Currency

## Zero Solving Equation

False Confidence / Scratch the Itch

## Value-Based Pricing and True Costs

The Expense Exercise / Cost of Inaction



FRAME

**Report** - Ask location, situation (personal or business) and thank prospect for saving the time and showing up.

**Control** - "This call will last exactly 30 minutes. To ensure we leave this call with 100% clarity, we'll be moving quickly - I have very specific set of questions to ask to ensure we achieve our goal for the call.

**Goals** - There are 2 goals of this session 1) to identify the exact steps you should be taking to achieve [Exact Results] and 2) decide if we can help you get there faster. Do you agree (Y / N)

**Motivation** - First off, tell me why you booked this call today?  
Why us - why did you book this call with us specifically?

**Intent** - Are you currently looking for support with reaching your sales and marketing? (Y / N)

**PRESCRIPTION**

**Permission** - I hear the same struggles and goals from [Avatar] very often - and it sounds like you're very serious about achieving this now so you can [pain goals and motivation]... Can I make a few recommendations as to the steps you should me taking to reach your goal?"

**Prescription** - To achieve your goal of [90 days], there are three core things you need to do in (Your Signature Solution Steps in MDM format):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Confidence** - What's your confidence level that if you did these 3 things in 90 days you would reach \_\_\_\_\_? (0-100%)

DISCOVER

**Product Roadmap Audit** - How much did you make in your business last month (primary currency)?

Where your goal in 90 days?

**PRODUCT ROADMAP AUDIT**

**Note:** Audit PROBLEM against each step of your Product Roadmap - where they are now and where they want to be)

7	8	9
6	5	4
1	2	3

**Urgency** On a scale of 1-5, how committed to achieving this right now?

**APPLICATION**

**How it works** - We have a unique program designed to help a specific [Avatar] achieve a very specific result in X time.

**Note:** It's critical to focus on your program is different against what they've tried and failed at - **DO NOT LIST deliverables**.

**Qualifications** - For most folks we talk to this is not a fit - we know exactly who we can help get consistent results.

Answer	Result
• _____	• _____
• _____	• _____
• _____	• _____

**Invitation**

**SMDO:** If we can agree on logistics, are you ready to get started?

**Reservations** - What obstacles do you think you'd face working through this program? How would you address them?

**Objections**

What does the prospect need to know and feel about this program and themselves to make an informed decision?

What are their alternatives (inaction, competitors, alternative pathways)? Where will they be in 90 days or one year if they do nothing at?

PROBLEMS

**Struggle:** What actions have you taken this far to solve this in the past (Courses, Coaching DPV, DIY)?

How much time and money have you spent trying to solve this?

What's missing - why do you thing you're still stuck at (Current State)?

**Challenge** - How much longer are you willing to deal with this? If we weren't on this call, how long would it take?

**Costs** - Why is it important to not stay where you are? What is the cost of not addressing this problem? How is this affecting that time, business, health, family?

**Value:** If you were 100% confident you had the right plan and support to reach 1 goal in 90 days, how much would you owe to solve this.

**INVITATION**

**Objections**

What does the prospect need to know and feel about this program and themselves to make an informed decision?

What are their alternatives (inaction, competitors, alternative pathways)? Where will they be in 90 days or one year if they do nothing at?

# Perfect Sales Script 2.0 Introduction

## Main Elements

Frame/ Discover/ Problems / Prescription/ Application / Invitation

## Checkpoints

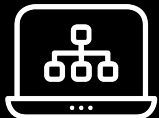
Intent/ Urgency /Value /Confidence/ Desire

## The “Call Funnel”

80/20 Rule / 100% Conversion Rate

## Objection Crusher

3 Core Questions / 95% Ask Rule



LAUNCH MAPS



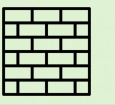








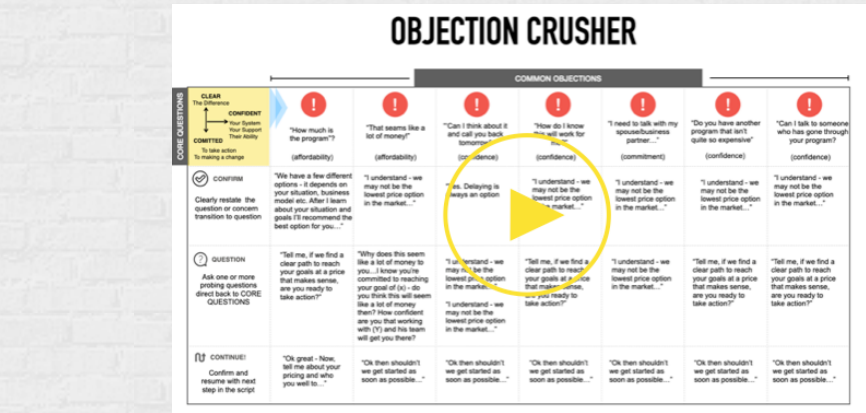


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










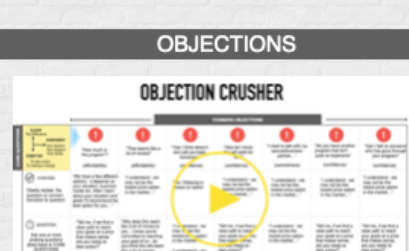
Use this proven framework to convert strategy sessions (free and paid), demos and sales calls into high paying clients on one call, without pressure selling or wasting time with tire kickers!

STRESS-FREE SELLING<sup>®</sup>

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<div>  <b>Intent:</b> Are you currently looking for support with reaching your sales and marketing? <b>(Y / N)</b> </div>	<div>  <b>Urgency:</b> On a scale of 1-5, How committed to <b>solving this right now?</b> </div>	<div>  <b>Value:</b> If you were 100% confident you had the right plan and support to reach [ goal ] in 90 days, how much would you invest to solve this?...         </div>									
<div>  <b>PRESCRIPTION</b> </div> <p><b>Permission</b> - I hear the same struggles and goals from [Avatar] very often - and it sounds like you're very serious about solving this now so you can [main goals and motivation]...Can I make a few recommendations as to the steps you should be taking to reach your goals?"</p> <p><b>Prescription</b> - To achieve your goal of [90 days] There are <u>three core things you need to do</u> to: (Your Signature Solution Steps in MDM format!)..."</p> <ul style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ul>	<div>  <b>APPLICATION</b> </div> <p><b>How it works</b> - We have a unique program designed to help a specific [Avatar] achieve a very specific result in X time.</p> <p>[Note: It's critical to focus on <u>why our program is different</u> against what they've tried and failed at! - <b>DO NOT LIST deliverables</b>.</p> <p><b>Qualifications</b> - For most folks we talk to this is not a fit - we know exactly who we can help get consistent results...</p> <table> <thead> <tr> <th>Accept</th><th>Reject</th></tr> </thead> <tbody> <tr> <td>_____</td><td>_____</td></tr> <tr> <td>_____</td><td>_____</td></tr> <tr> <td>_____</td><td>_____</td></tr> </tbody> </table>	Accept	Reject	_____	_____	_____	_____	_____	_____	<div>  <b>INVITATION</b> </div> <p><b>Based on everything we've discussed, I'd like to invite you to be our next client.</b></p> <p>(Shhhhhhhhhh)</p>	
Accept	Reject										
_____	_____										
_____	_____										
_____	_____										
<div>  <b>Confidence:</b> What's your confidence level that if you did these 3 things in 90 days you would reach _____? (100%)         </div>	<div>  <b>Desire:</b> Why do think working with us would produce better results (Main Goal) than other things you're tried?         </div>	<div> <b>OBJECTIONS</b> <div>  </div> </div>									



## FRAME

**Rapport** - Ask location, situation (personal or business) and thank prospect for taking the time and showing up...

**Control** - "This call will last exactly XX minutes. To ensure we leave this call with 100% clarity, we'll be moving quickly - I have a very specific set of questions to ask to ensure we achieve our goal for the call..

**Goals** - There are 2 goals of this session 1) to identify the exact steps you should be taking to achieve [Exact Results] and 2) decide if we can help you get there faster: **Do you agree (Y / N)**

**Motivation** - First off, tell me why you booked this call today?  
Why us - why did you book this call with us specifically?



**Intent:** Are you currently looking for support with reaching your sales and marketing? **(Y / N)**

Expectations > Qualification > Motivation

# FRAME PHASE




LAUNCH MAPS





Current > Future > Gaps

# DISCOVER PHASE



DISCOVER


**Product Roadmap Audit** - How much did you make in your business last month (primary currency)?

Whats your goal in 90 days?

PRODUCT ROADMAP AUDIT

[**Note:** Audit PROBLEMS against each step of your Product Roadmap - where they are now and where they want to be]

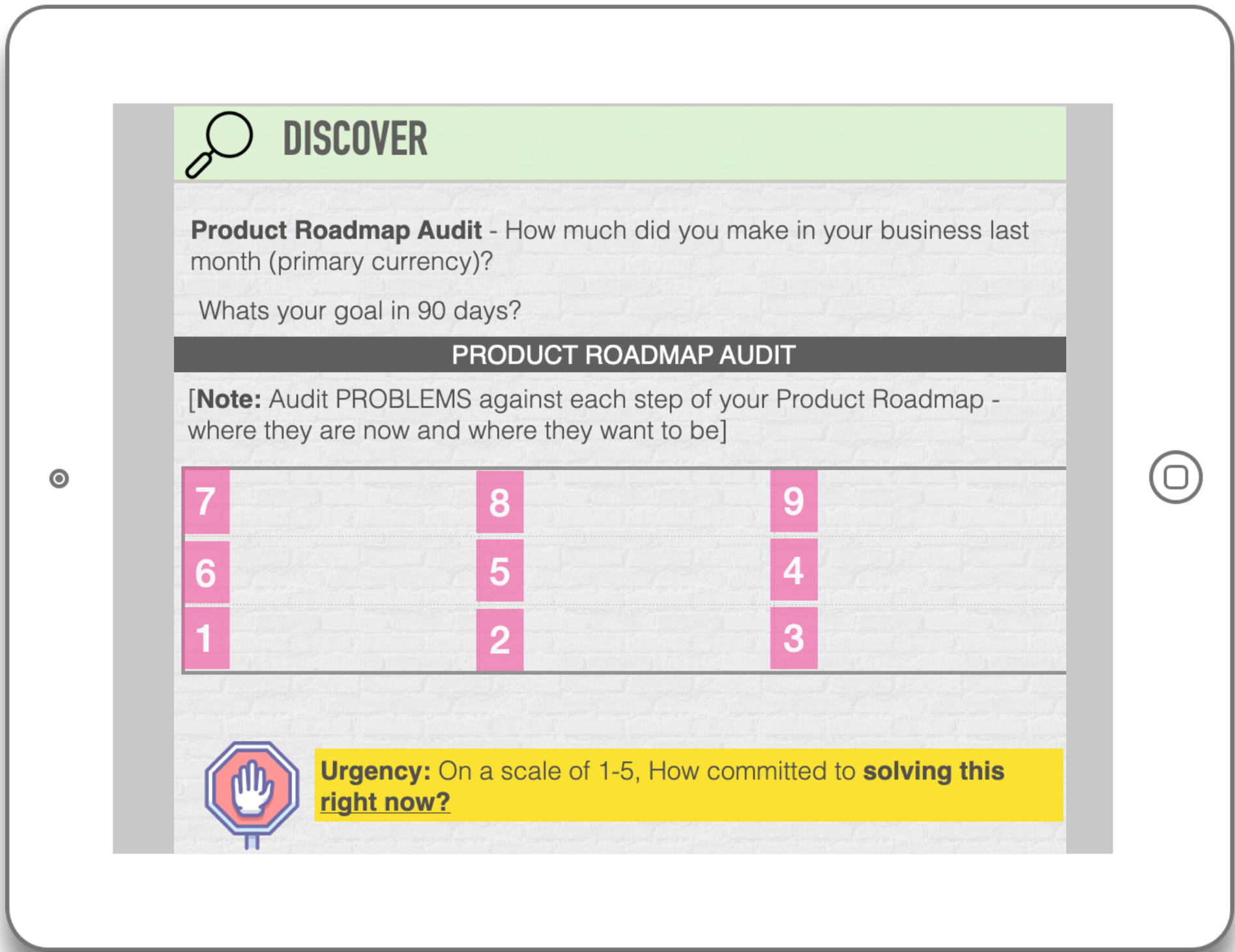
7	8	9
6	5	4
1	2	3



**Urgency:** On a scale of 1-5, How committed to **solving this right now?**

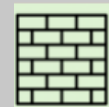






# NOTES:

This image shows a blank sheet of white paper with horizontal black ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.



## PROBLEMS

**Struggles:** What actions have you taken this far to solve this in the past (Courses, Coaching DFY, DIY)?

How much time and money have you spend trying to solve this?

What's missing - why do you thing you're still stuck at [Current State)?

**Challenge** - How much longer are you willing to deal with this? If we weren't on this call, how long would it take?

**Costs** - Why is in important to not stay where you are? What is the cost of not solving this problem? (How is this effecting their time, business, health, family?)




**Value:** If you were 100% confident you had the right plan and support to reach { goal } in 90 days, how much would you invest to solve this...

Struggles > Steps > Seriousness

# PROBLEMS PHASE






**PROBLEMS**


**Struggles:** What actions have you taken thus far to solve this in the past (Courses, Coaching DFY, DIY)?

How much time and money have you spend trying to solve this?

What's missing - why do you think you're still stuck at [Current State]?

**Challenge** - How much longer are you willing to deal with this? If we weren't on this call, how long would it take?

**Costs** - Why is in important to not stay where you are? What is the cost of not solving this problem? (How is this effecting their time, business, health, family?)



**Value:** If you were 100% confident you had the right plan and support to reach { goal } in 90 days, how much would you invest to solve this...

# NOTES:

Permission > Prescription > Confidence

# PRESCRIPTION PHASE




PRESCRIPTION

**Permission** - I hear the same struggles and goals from [Avatar] very often - and it sounds like you're very serious about solving this now so you can [main goals and motivation]...Can I make a few recommendations as to the steps you should be taking to reach your goals?"

**Prescription** - To achieve your goal of [90 days] There are three core things you need to do to: (Your Signature Solution Steps in MDM format!)"

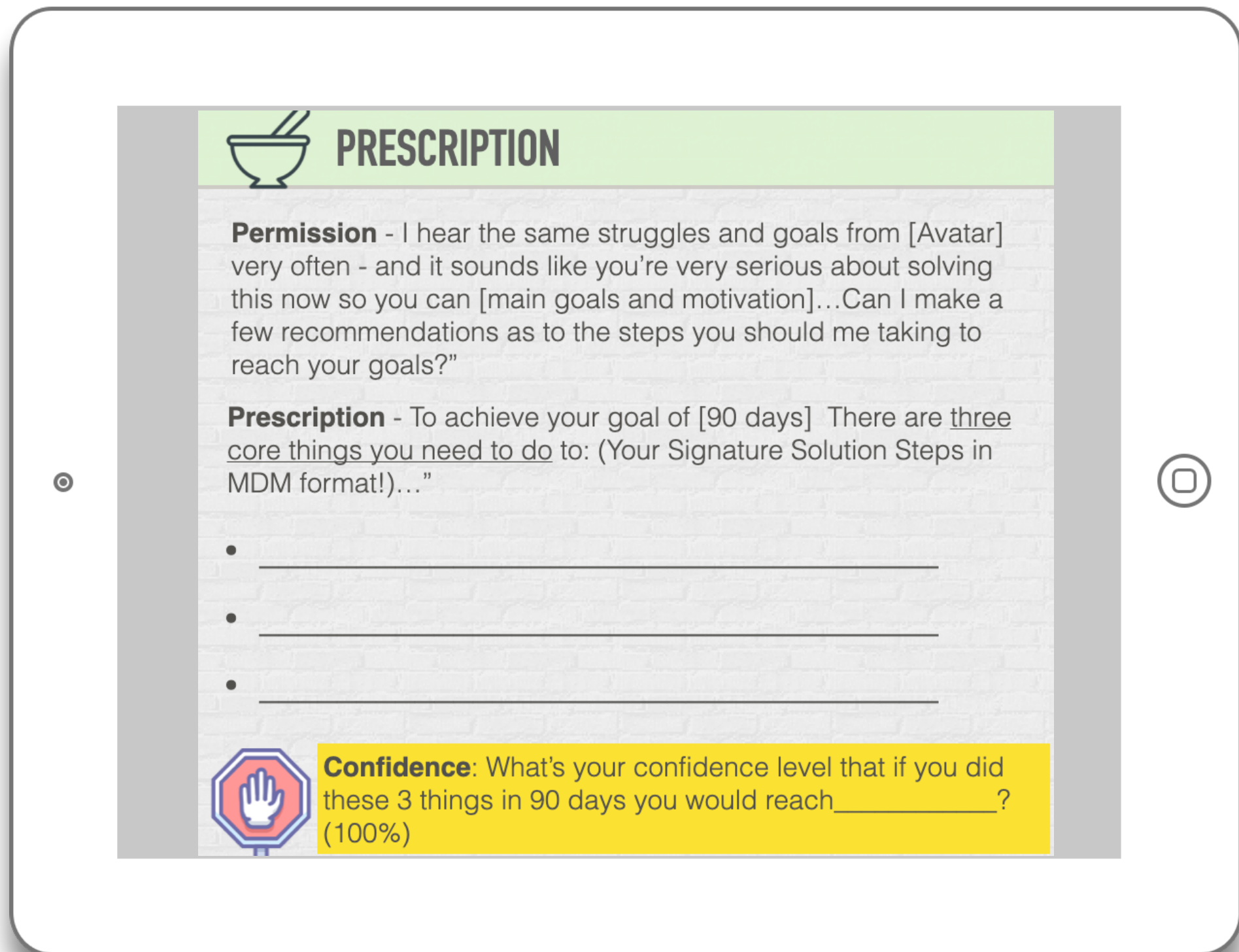
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



**Confidence:** What's your confidence level that if you did these 3 things in 90 days you would reach \_\_\_\_\_? (100%)







## NOTES:

This image shows a full page of blank handwriting practice paper. It features multiple sets of horizontal lines. Each set consists of a solid top line, a dashed middle line, and a solid bottom line, providing a guide for letter height and placement. The lines are evenly spaced and extend across the width of the page.



## APPLICATION

**How it works** - We have a unique program designed to help a specific [Avatar] achieve a very specific result in X time.

**[Note:** It's critical to focus on why our program is different against what they've tried and failed at! - **DO NOT LIST deliverables**.

**Qualifications** - For most folks we talk to this is not a fit - we know exactly who we can help get consistent results...

Accept	Reject
<ul style="list-style-type: none"><li>_____</li><li>_____</li><li>_____</li></ul>	<ul style="list-style-type: none"><li>_____</li><li>_____</li><li>_____</li></ul>




**Desire:** Why do think working with us would produce better results {Main Goal} than other things you're tried?

Transformation > Application > Confirmation

# APPLICATION PHASE






 APPLICATION

**How it works** - We have a unique program designed to help a specific [Avatar] achieve a very specific result in X time.

**[Note:** It's critical to focus on why our program is different against what they've tried and failed at! - **DO NOT LIST deliverables.**

**Qualifications** - For most folks we talk to this is not a fit - we know exactly who we can help get consistent results...

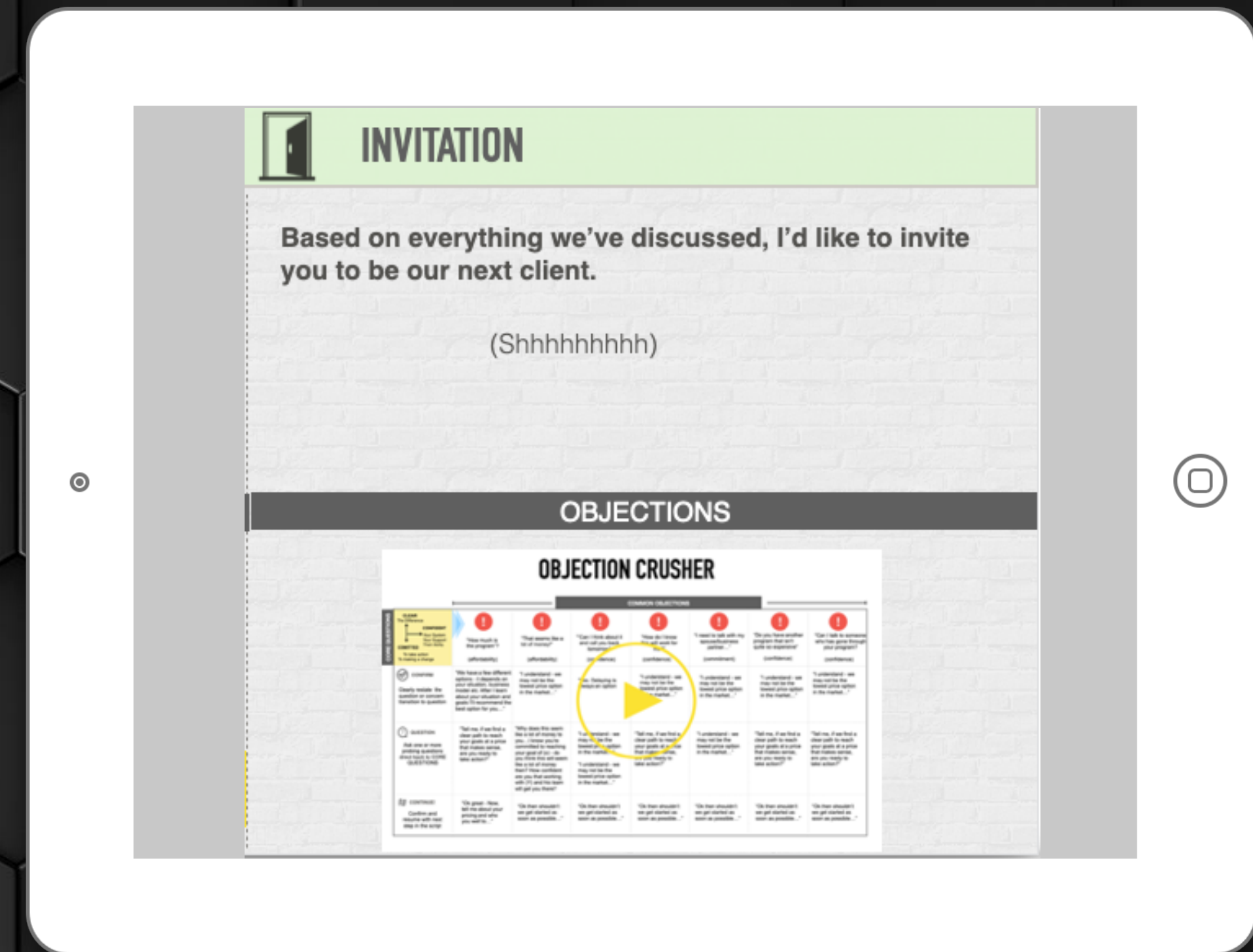
Accept	Reject
• _____	• _____
• _____	• _____
• _____	• _____

**Desire:** Why do think working with us would produce better results {Main Goal} than other things you're tried?

# NOTES:

Reservations > On-boarding

# INVITATION PHASE





[illegible]

Confirm > Question > Continue

# OBJECTION CRUSHER

## MATRIX

OBJECTION CRUSHER							
CORE QUESTIONS	COMMON OBJECTIONS						
	CONFIDENT To take action To making a change	! "How much is the program?" (affordability)	! "That seems like a lot of money!" (affordability)	! "Can I think about it and call you back tomorrow?" (confidence)	! "How do I know this will work for me?" (confidence)	! "I need to talk with my spouse/business partner..." (commitment)	! "Do you have another program that isn't quite so expensive?" (confidence)
	CONFIRM Clearly restate the question or concern transition to question	"We have a few different options - it depends on your situation, business model etc. After I learn about your situation and goals I'll recommend the best option for you..."	"I understand - we may not be the lowest price option in the market..."	"Yes. Delaying is always an option	"I understand - we may not be the lowest price option in the market..."	"I understand - we may not be the lowest price option in the market..."	"I understand - we may not be the lowest price option in the market..."
	QUESTION Ask one or more probing questions direct back to CORE QUESTIONS	"Tell me, if we find a clear path to reach your goals at a price that makes sense, are you ready to take action?"	"Why does this seem like a lot of money to you... I know you're committed to reaching your goal of (x) - do you think this will seem like a lot of money then? How confident are you that working with (Y) and his team will get you there?"	"I understand - we may not be the lowest price option in the market..."  "I understand - we may not be the lowest price option in the market..."	"Tell me, if we find a clear path to reach your goals at a price that makes sense, are you ready to take action?"	"I understand - we may not be the lowest price option in the market..."	"Tell me, if we find a clear path to reach your goals at a price that makes sense, are you ready to take action?"
CONTINUE! Confirm and resume with next step in the script		"Ok great - Now, tell me about your pricing and who you well to..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."







# OBJECTION CRUSHER


## COMMON OBJECTIONS

### CORE QUESTIONS

**CLEAR**  
The Difference  
↑  
**CONFIDENT**  
Your System  
Your Support  
Their Ability  
↓  
**COMMITTED**  
To take action  
To making a change

 **CONFIRM**  
  
Clearly restate the question or concern transition to question

 **QUESTION**  
  
Ask one or more probing questions direct back to CORE QUESTIONS

 **CONTINUE!**  
  
Confirm and resume with next step in the script



“How much is the program?”

(early in process)



“That seems like a lot of money!”

(cost vs investment)



“Can I think about it and call you back tomorrow”

(confidence)



“How do I know this will work for me?”

(confidence)



“I need to talk with my spouse/business partner...”

(Framing Phase!)



“Do you have another program that isn’t quite so expensive”

(confidence)



“Can I talk to someone who has gone through your program?”

(confidence)

“We have a few different options - it depends on your situation, business model etc. After I learn about your situation and goals I’ll recommend the best option for you...”

“I understand - we may not be the lowest price option in the market...”

“Yes. Delaying is always an option...”

“Great question. The answer is I don’t. I know we have helped many people achieve the same outcomes (x) but I am not yet sure this would work for you...”

“Absolutely - of course you can. It might better for us to meet together to ensure we’re all on the same page...”

“Yes we do. We have training courses. Is that what you’re looking for? Let me ask you this: I know you’re serious about taking your business to the next level...”

“You can. Who do you think I would refer you to? The BEST 10% of our clients. I want to ensure this is a good fit for YOU...”

“Tell me, if we find a clear path to reach your goals at a price that makes sense, are you ready to take action?”

“Why does this seem like a lot of money to you...I know you’re committed to reaching your goal of (x) - do you think this will seem like a lot of money then? How many clients would you need for this to pay for itself?”

3 CORE QUESTIONS

“What exactly would need to happen tomorrow for you to move forward? How long have you been delaying reaching your goals this far? Is there something we haven’t covered?...”

3 CORE QUESTIONS

“So if you had the knowledge and systems and support to achieve your goals, how confident would you be this would work for you?”

3 CORE QUESTIONS

“What is your partner’s main concern with this decision?”

3 CORE QUESTIONS

“Do you think more information or courses will get you there or do you believe working directly with (x) would be much more effective?”

“What exactly are you looking for - or concerned with”

3 CORE QUESTIONS

3 CORE QUESTIONS

“Ok great - Now, tell me about your pricing and who you well to...”

“Ok then shouldn’t we get started as soon as possible...”

“Ok then shouldn’t we get started as soon as possible...”

“Ok then shouldn’t we get started as soon as possible...”

“Ok then shouldn’t we get started as soon as possible...”

“Ok then shouldn’t we get started as soon as possible...”

“Ok then shouldn’t we get started as soon as possible...”



NOTES:

OBJECTION CRUSHER

		COMMON OBJECTIONS						
CORE QUESTIONS	<div><div>CLEAR The Difference</div><div>CONFIDENT Your System Your Support Their Ability</div><div>COMMITTED To take action To making a change</div></div>	<div>!</div> <div>"How much is the program?"</div> <div>(affordability)</div>	<div>!</div> <div>"That seems like a lot of money!"</div> <div>(affordability)</div>	<div>!</div> <div>"Can I think about it and call you back tomorrow?"</div> <div>(confidence)</div>	<div>!</div> <div>"How do I know this will work for me?"</div> <div>(confidence)</div>	<div>!</div> <div>"I need to talk with my spouse/business partner..."</div> <div>(commitment)</div>	<div>!</div> <div>"Do you have another program that isn't quite so expensive?"</div> <div>(confidence)</div>	<div>!</div> <div>"Can I talk to someone who has gone through your program?"</div> <div>(confidence)</div>
	<div>☑ CONFIRM</div> <div>Clearly restate the question or concern transition to question</div>	"We have a few different options - it depends on your situation, business model etc. After I learn about your situation and goals I'll recommend the best option for you..."	"I understand - we may not be the lowest price option in the market..."	"Yes. Delaying is always an option in the market..."	"I understand - we may not be the lowest price option in the market..."	"I understand - we may not be the lowest price option in the market..."	"I understand - we may not be the lowest price option in the market..."	"I understand - we may not be the lowest price option in the market..."
	<div>❓ QUESTION</div> <div>Ask one or more probing questions direct back to CORE QUESTIONS</div>	"Tell me, if we find a clear path to reach your goals at a price that makes sense, are you ready to take action?"	"Why does this seem like a lot of money to you... I know you're committed to reaching your goal of (x) - do you think this will seem like a lot of money then? How confident are you that working with (Y) and his team will get you there?"	"I understand - we may not be the lowest price option in the market..."  "I understand - we may not be the lowest price option in the market..."	"Tell me, if we find a clear path to reach your goals at a price that makes sense, are you ready to take action?"	"I understand - we may not be the lowest price option in the market..."	"Tell me, if we find a clear path to reach your goals at a price that makes sense, are you ready to take action?"	"Tell me, if we find a clear path to reach your goals at a price that makes sense, are you ready to take action?"
	<div>➡ CONTINUE!</div> <div>Confirm and resume with next step in the script</div>	"Ok great - Now, tell me about your pricing and who you well to..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."	"Ok then shouldn't we get started as soon as possible..."

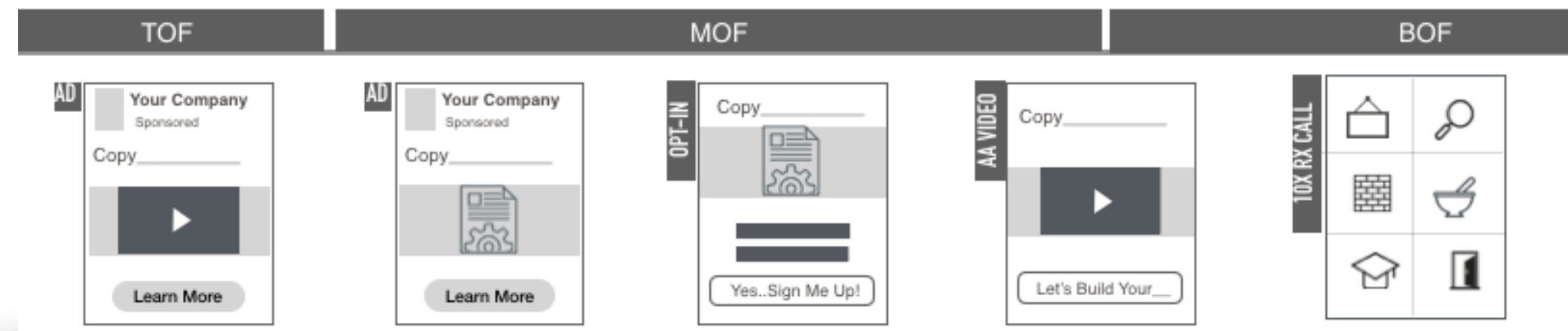
Confirm > Question > Continue

# STRATEGY SESSION MODELS



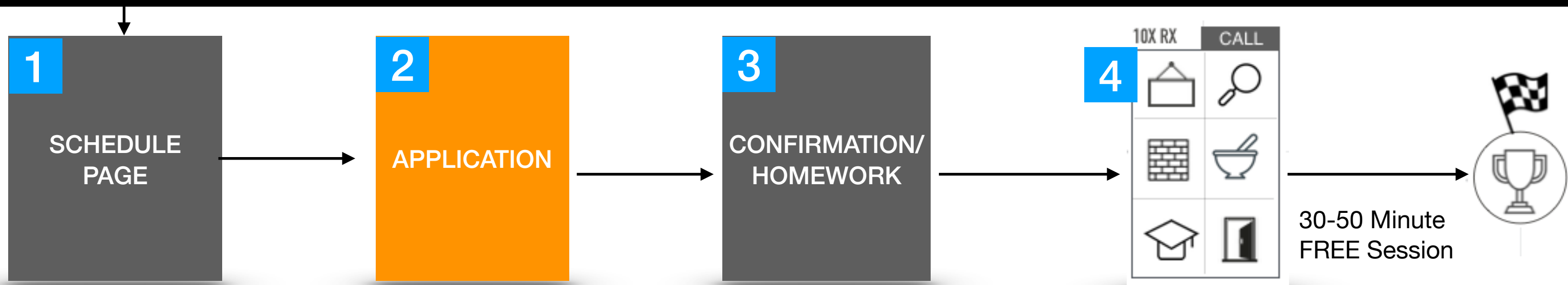


# ENROLLMENT CALL MODELS



## SINGLE CALL MODEL

- ❌ **Product price: \$3-\$10K**
- ❌ Good when leads are qualified (ideally through application)
- ❌ Consumes large amount of time



“I want the **highest quality** appointments...”

## FASTRACK MODEL

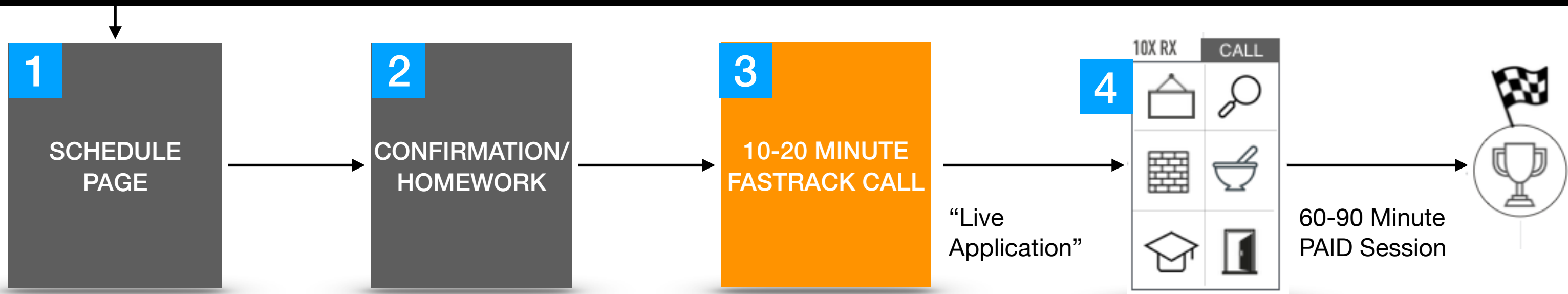
- ❌ **Product price: \$3-\$10K**
- ❌ Good when leads are less qualified
- ❌ Produces largest number of calls
- ❌ Best for new products and beginners



“I need more appointments on my calendar...”

## PAID ROADMAP MODEL

- ❌ **Product price: \$10K+**
- ❌ Great way to create sales FAST!
- ❌ Creates a “bridge” to higher ticket sales
- ❌ Great for agencies and service providers
- ❌ \*Works for beginners to get traction quickly....

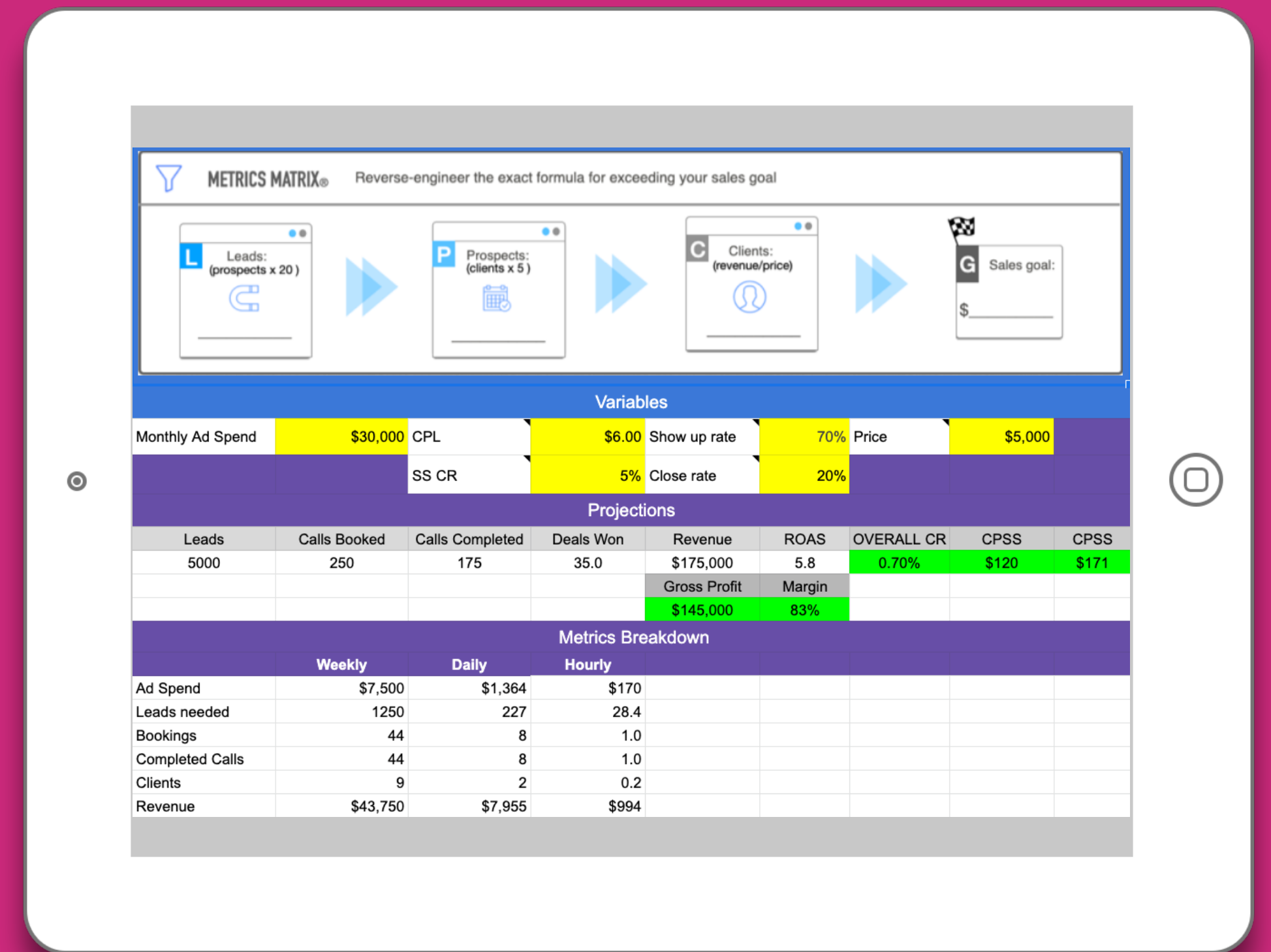


“I want to **convert more clients** into high ticket offers...”

Confirm > Question > Continue


# FUNNEL CALCULATOR

## TOOL





# FUNNEL CALCULATOR


**METRICS MATRIX®**
Reverse-engineer the exact formula for exceeding your sales goal

L

Leads:  
(prospects x 20)

G

➡➡

P

Prospects:  
(clients x 5)

📅

➡➡

C

Clients:  
(revenue/price)

👤

➡➡

G

Sales goal:  
\$ \_\_\_\_\_

Variables								
Monthly Ad Spend	\$5,000	CPL	\$8.00	Show up rate	70%	Price	\$5,000	
		SS CR	5%	Close rate	20%			
Projections								
Leads	Calls Booked	Calls Completed	Deals Won	Revenue	ROAS	OVERALL CR	CPSS	CPSS
625	31	22	4.4	\$21,875	4.4	0.70%	\$160	\$229
				Gross Profit	Margin			
				\$16,875	77%			
Metrics Breakdown								
	Weekly	Daily	Hourly					
Ad Spend	\$1,250	\$227	\$28					
Leads needed	156	28	3.6					
Bookings	8	1	0.2					
Completed Calls	5	1	0.1					
Clients	1	0	0.0					
Revenue	\$5,469	\$994	\$124					
Instructions:								
1) Click "File > Make a copy" 2) Enter estimated metrics in yellow cells --> Want us to map out your course and coaching program for free? Book a call here: <a href="https://launchmaps.io/apply">https://launchmaps.io/apply</a>								

# Download

## NOTES:

[illegible]