

The 10 Golden *Nuggets*

The whole method on one page. Pin it above your desk and everything else falls into place.

1 Lead with the transformation, not the features.

People buy the emotional after-state, never the deliverable. "You'll feel as abundant as you've worked to be" beats "an 8-week coaching programme" every time.

2 Never say who your avatar is. Speak their language instead.

The page never says "this is for women 40–55". The copy simply speaks to exactly that woman, and she recognises herself in the first line.

3 Put your face on your sales page.

They've been buying into you all along. Don't drop your brand at the checkout.

4 Name your method.

A 5–7 letter acronym turns your teaching into IP people can follow and quote. One word can make a whole philosophy teachable.

5 Your bonuses should be worth more than the thing itself.

And each one should kill an objection before it's spoken.

6 Get your client a win fast.

Quick results build trust and turn one sale into a client for life.

7 Charge for the transformation, not the hour.

Per-hour caps you. A 6–12 week outcome sets you free.

8 6–12 weeks is the sweet spot.

Long enough to change someone and to see if you fit. Then upsell the next step.

9 One offer, one CTA.

More choices means no decision. People avoid the wrong choice by making none at all.

10 Under \$1,500 sells itself. Over \$1,500 needs a call.

Price to the close you can actually run.