

# THE 7-STEP BLUEPRINT TO LAUNCHING

A HIGH-INCOME COACHING BUSINESS IN  
THE NEXT 90 DAYS



## ABOUT ZANDER AND THE HIGH-IMPACT COACHING TEAM

- ▶ Back in 2016, I quit my job in the corporate world making over \$200k a year to start my own coaching business. I went over \$30k into debt to learn from the best in the world in the areas of marketing, sales, online business, and mindset.
- ▶ As scary as it sounds, it was the best money I'd ever spent, because I learned the major shifts and strategies that allowed me to launch my business fast. I had built a 6-figure business within three months and had a team of four and my first 6-figure month within my first year.
- ▶ Now, I've helped hundreds of experts and coaches learn how to build their own 6-figure businesses and increase their impact even if they don't have a big brand or audience.
- ▶ So, pay attention, because the shifts below will allow you to help a TON of people, without the \$30,000 of debt I had to deal with ;)

Another sale man biatch 7:35 PM

35k lol I have 2 days left! 7:35 PM

Made\* 7:35 PM

Yeah budday! It's happening. 9:12 PM

2 calls tomorrow 9:19 PM

Throwing it down 9:19 PM

**Sh\*t You Don't Learn in College**

2 hrs · Gilbert, AZ ·

Omg you guys, now that Zander Fryer has shown me how to set up calls with women, I just have an avalanche of women reaching out. I have 3 calls scheduled today before the 4 pm call and I'm just a ball of nervous energy. Can you help me calm down? Ahhh!

Like Comment

You, [redacted] and 2 others

Zander Fryer was live. Admin · January 19

Search in Sh\*t You Don't Learn i...

ABOUT DISCUSSION PHOTOS ALBUMS

January 31 at 3:11 PM ·

My mentor [redacted] and I have been working on selling a \$3500 speaking coaching package for the last month with ZERO success. We've spent thousands on Facebook ads built a list and got on 40 phone calls with ZERO enrollments.

So we called Zander for help. After 1 day of working with him we increased our fees to \$5k and enrolled the FIRST person we got on the phone. WTF?! Planning on getting 15 clients this month for a total of \$75k. Thanks for all you do Z man!!!!

P.S. I said "Gentleman" b/c I sent this to Zander and Josh right after the call lol... #STOKED



28 25 Comments 554 Views

How to Make your first \$5000... with Sofia [redacted]



and 10 others 5 Comments 442 Views

11:47

last seen yesterday at 6:34 PM

Yesterday

ZANDER!!!!!!!!!!!! 4:50 PM

I got my next client just like I said I would and I could my price again!!!! 4:51 PM

2k baby! 2 fucking k! 4:51 PM

Yes! Yes! Yes! 4:58 PM

# STEP 1.

## BE A SOLUTION PROVIDER

### YOU'RE NOT A SERVICE PROVIDER.

I REPEAT...YOU'RE NOT A SERVICE PROVIDER.

Most experts and coaches are programmed with the idea that they get paid for the time they spend with someone. When you get stuck in this belief you'll forever trade your hours for dollars.

## PEOPLE DO NOT BUY YOUR TIME.

### THEY BUY THE SOLUTION TO A PROBLEM THEY HAVE.

So, your value is not in the amount of time you spend with someone, but in the size of the problem you solve.

If you cured cancer and it took a year of hard work, what would that be worth? What if you could cure the same cancer in three months? Would that be more valuable?

Of course, it would! I would rather be rid of my cancer faster. And I would gladly pay MORE for that. And frankly, I don't care how many hours you spend with me if it fixes the problem. Whether it took 10 minutes a week or an hour a day, as long as it cured my cancer, I'll pay you EVERYTHING.

And sometimes LESS time is actually MORE valuable.

The first step to launching a high-income, high-impact coaching business is getting out of the service-provider mindset and realizing you're a solution provider.

# STEP 2. START FROM THE TOP

DO YOU WANT YOUR PASSION AND MISSION IN LIFE TO BECOME A GRIND?

It's the guaranteed way to burn out and give up. This is why 90% of coaches will never make 6-figures.



**MYTH 1:** You need to start low and build your way up.

You'll work with uncommitted clients and your passion will turn into a grind, spending more hours figuring out how to market and promote than doing what you do best: helping people.

**MYTH 2:** You need to be the best in the world to command premium prices of \$2k, \$3k, or \$8k.

You don't need to be the best in the world OR have a big brand or following. You just need to solve a BIG problem and communicate the value of what you do as a trusted adviser (we will get into this later).

**Want to make \$10k/mo.?**

If you have a \$200 service, then that's 50 people a month.

How much time do you have to spend on marketing, promotion, and administrative work to keep track of 50 clients?\*Hint\* the admin work alone is a full-time job. I know from experience.

Now say you have a \$3,500 service—that's three clients. How would it feel to really get deep with a handful of clients that get great results? And how much time does it take to work with 3-5 clients? 5-10 hours a week MAX.

To get clear on what your flagship program/solution could be and what you should be charging, grab a FREE Business audit with one of our breakthrough coaches here:

## RESERVE YOUR FREE CALL

These spots book fast when we have them, so if there's an opening available, grab it and make sure to show up for your session. It'll be the best 45 minutes of your career.

Again, make sure to [grab a time slot here](#).

# STEP 3.

## STOP MARKETING. MAKE IT PERSONAL

**The Big Marketing Lie:** I bet you've heard funnel this and funnel that, and how the only way to truly scale is through paid advertising—the “you're one funnel away” lie.

**The Truth:** Paying for advertising or FB ads before you're ready is the fastest way to bankrupt your business. I couldn't tell you how many experts and coaches we have had to work with after they put themselves \$2,000, \$5,000, even \$10,000 into debt from FB ads.

**You shouldn't be paying for advertising until:**

- 1)** You're bringing in at least \$10k-20k/mo. and can spend \$5k to test the waters or hire someone to test and manage your account.
- 2)** You have a DEEP knowledge of your audience, what language connects, and what they're looking for in exact specifics. In FB advertising, getting one word wrong can be the difference between conversions and \$ thousands \$ lost with a LOCKED account.
- 3)** You know what converts. 98/100 advertisers “know” how to set up FB ads, but they don't know what specific “nobs” and “levers” convert for specific campaigns and funnels. I learned this one the hard way.

So instead of following the 90+% of businesses that lose money on FB, how great would it be if you could generate consistent leads without spending a dime on complex funnels?

Imagine this. You're going fishing. You have a tiny little boat, one fishing pole, and you're relatively new to fishing.

Would you want to go fishing in the middle of the turbulent ocean with thousands of others, most of them with huge boats, big nets, entire teams of people, and all the fanciest tech to tell them exactly where all the fish are?

Or would you rather go fishing in your own privately stocked pond in your backyard?

As the "small guy" you can leverage social engagement to make it personal.

## **Intimacy beats authority every day of the week– Zander Fryer**

What if you could have 20-30 high quality leads every month? Every one of them viewing you as the authority in your space and wanting to work with you personally over anyone else.

Intimacy beats authority every day of the week, and you can leverage a personal touch in ways the big boys can't...that's Social Engagement Optimization (the new SEO).

You don't need a massive following to get started. You just need a flagship product, a deep knowledge of the people and problems in your space, and the willingness to put content out there.

We recommend choosing either Instagram or Facebook depending on your market and starting to build authority on ONE platform so you can focus your energy.

I had my first \$12k month leveraging a FB group of 47 people in an oversaturated market. That's the power of intimacy.

**"But Zander, that'll never scale!"**

Oh really? Meet Taylor: after spending over \$3,000 on FB ads and complex funnels he made \$0 the entire month prior to working with us.

After working with Taylor, he brought in over \$65,000 his first month and now averages over \$100,000 per month.

“ I Thought it was IMPOSSIBLE to turn around my business ”  
-Taylor



## STEP 4. GET RESULTS

SOUNDS SIMPLE, BUT  
NEVER FORGET THIS GOLDEN  
RULE... IT'S NOT ABOUT YOU.  
AND IT NEVER WAS.

To be successful long term you must do what you say and you must focus on *results before sales*.

Without integrity, you will never hold up under the pressure of time.

And if you get results and change lives then you have a moral responsibility to get the sales and marketing out of the way, so that you can get your solution to the people that have the problem you solve.

**YOU MUST FIND, CONNECT, AND ENROLL THEM** into working with you to change their lives.

So, remember - it's not about you.

It's about the people out there that need your help and they need you **RIGHT NOW**.

# STEP 5. SERVE DON'T SELL

“ Old-school selling is dead. In order to be a successful entrepreneur in the modern world you must bring REAL value and serve others, ”

Zander Fryer

Think of a “salesperson.” How does that make you feel?

Greasy? Grimy? Sleezy?

For decades, the idea of sales has programmed us with a connotation of manipulation and trickery to swindle people out of their hard-earned money.

Now, think of a “trusted adviser.” What do you think of? Probably, someone who’s on your side, someone who has your best interest in mind.

Like a doctor, the trusted adviser is there to help, and many times that means helping you from yourself. If you show up in the doctor’s office with lung cancer, he’s not going to say, “Hey, maybe smoke a little less.”

He’ll say, “If you don’t stop smoking you’re gonna DIE. How would that be for your kids not to have you? How would that affect your wife? Is that what you want?”

**He’ll be real about the situation and make sure you make the right choice to fix the problem.**

When you become a trusted adviser and really put the client’s best interests first, you’ll be able to ask the hard questions and command higher prices without an ounce of guilt, and clients will thank you for letting them work with you.



## OLD: SELLING

- ▶ Fear-based psychological tactics leveraging evolutionary instincts to manipulate thought.
- ▶ Foundation of manipulation, cheating, or tricking people into spending their hard-earned money.
- ▶ Belief: it's all about the money. More money will make everything better. Do whatever it takes to make more money.

**RESULT:** an unsustainable business that leaves you with a moral void. Often results in depression and addictive tendencies. Clients feel cheated and jaded.

## NEW: SERVICE

- ▶ Intention of service: be the trusted adviser (even if it means “losing” a sale). If it's not a good fit, then it's not a good fit.
- ▶ Help people get honest about their problems rather than numbing them. Help others make courageous decisions to move forward to fix the problems.
- ▶ Belief: if you focus on serving others and getting results, you deserve fair monetary compensation. This compensation is a value marker for the good you're doing in the world.

**RESULT:** working with committed clients that want to pay your real value and get great results. You can leverage your income to grow your impact and be the change you wish to see in the world... AKA “The Oprah affect” ;)

Become the trusted adviser and commanding premium prices becomes easy.

# STEP 6.

## DON'T DO THIS

### DON'T TRY TO HELP EVERYONE.

If you try to help everyone, then you'll help NO ONE.

EVERY week I hear, "everyone needs this" from new clients and it makes me want to slap someone (figuratively, of course).

Communication is the bridge that connects people - with a real problem - to your solution. But if that communication is vague and unclear, that bridge is weak.

Think of this.

You're on a road trip to New York City to see Central Park and you hit a fork in the road. One road has a sign that reads "NY City (this way to Central Park)" and the other has a sign that reads "Somewhere good (I think)"

Which road do you choose? – the NY City sign! Every time!

Both roads might actually take you to New York and the other one might actually be faster and smoother, but you still wouldn't go down that path. Because the sign was vague and unclear.

If you try to help everyone, then your communication will be vague and unclear, and NO ONE will choose your path.

A man in a dark shirt is seen from the side, speaking into a microphone. The background is a blurred crowd of people at what appears to be a conference or event.

# STEP 7.

## UNDERSTAND THE UNIVERSAL LAW: SUCCESS IS A TEAM SPORT

I have seen many businesses stagnate and crumble because of this law of success. I say law for a reason. Accept it or not, you will learn it is truth.

### Step 1: “Unfriend” people in your life

This might sound harsh but realize that you’re the average of the five people you spend the most time with.

If those people are not supporting you in your growth and mission, you need to limit your interaction with them or possibly cut ties all together. This can be scary, but I can promise you it’s the best thing for you AND them.

### Step 2: Build your community

As an entrepreneur, you're a leader and leaders go first.

And let me tell you right now, being a leader can get lonely. Have you ever tried to climb a mountain without a climbing buddy ? Sounds terrifying, right? That’s what you’re doing if you try to build a business on your own.

No entrepreneur in the history of business has won all by themselves. EVERY successful person has a support community.

Make sure you join the THOUSANDS of world changers in our [High Impact Coaching Group here](#). You’ll get weekly interviews and tips from successful coaches in your space, and all the support you could ever want.

### Step 3: Find mentorship

And when I say find mentorship, don't go asking advice from your Uncle Jim because he started a restaurant business once. Don't be an idiot.

*"Success leaves clues,"* – **Tony Robbins**

So, if you want to get from Point A to Point B, and you've never been to Point B before, then you need to find someone who's gone from A to B and have shown others how to do the same. Then, have them show you how to do it and more importantly, what not to do.

This may cost you, it may not. Either way find that person that's done what you want to do, ask for help, and IMPLEMENT what they tell you.





# NOW GO CHANGE THE WORLD!

- ▶ Just a reminder to join the thousands of other coaches in our **High Impact Coaching Facebook Group** [here](#)
- ▶ And if there are any open slots, grab your **FREE 1:1 Business audit – breakthrough call** [here](#).
- ▶ It'll be the best 45 minutes you'll ever spend. You'll get clarity around your business and find out the action steps you need to focus on to move forward fast and create a sustainable 6-figure coaching business in the next 90 days.

**HERE'S THAT LINK AGAIN**