THE 7-STEP BLUEPRINT TO BOOK 60-90 APPOINTMENTS MONTHLY

Your Guide to **Consistent Leads** and **Sales** Without Burning Out on ~~Ads, Funnels,~~ or ~~Guesswork~~

Sagar Phuge

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1. Introduction

Imagine this: You wake up to a full calendar of appointments from high-quality leads, each eager to work with you. No more worrying about where your next client will come from. Sounds like a dream, right?

This is exactly what *The 7-Step Blueprint* is designed to deliver. In this guide, you'll discover the proven strategies to generate **60-90 ready-to-buy appointments** monthly without guesswork.

Whether you're a coach, consultant, or service provider, this system works because it's based on real-world results, not theory.

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2. Why Most Appointment Funnels Fail

- **Statistic:** 80% of businesses that rely on digital marketing fail to generate consistent appointments.
- The biggest mistakes include:
    - Targeting the wrong audience.
    - Overcomplicating their funnel.
    - Ignoring follow-ups.

This guide will show you how to avoid these pitfalls and create a funnel that works like clockwork.

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3. The 7-Step Blueprint

Step 1: Understand Your Target Audience

- **Why it matters:** A 2023 study found that businesses that deeply understand their audience generate 3x more leads than those that don't.

Knowing your audience is the foundation of your success.

Think about trying to sell a luxury car to someone who just wants a bicycle. Without understanding your audience, even the best strategies will fail.

Who is your ideal client?
Here's how you identify them:

1. **Demographics:** Age, gender, location, income level.
2. **Psychographics:** What are their dreams, fears, and challenges?
3. **Behavior:** Where do they hang out online? What solutions are they actively seeking?

Example:
Meet Priya, a life coach who wants to attract high-paying clients. Initially, she targeted everyone interested in self-help. But her ads failed because her audience was too broad. By refining her audience to "women professionals aged 30-45 struggling with work-life balance," her message resonated, and her bookings skyrocketed.

Why This Matters:
Your message becomes powerful when it speaks directly to your audience. Instead of guessing, research where they hang out, their biggest challenges, and what motivates them to act.

ChatGPT Prompt To Find Customer Persons:

Prompt: Write A Customer Persona For (Target Audience) Who Wants To (Results They Want) Using/Through (Your Medium/Method)

Ex: Write A Customer Persona For Indian Business Owners Who Wants More Leads And Sales using Facebook And Google Ads

Ex 2: Hey i am creating one Facebook Ad Training Program only For Trainers, Coaches and Consultants. Can you write the TAM and Other Business aspects for the same

TAM Meaning: Total Addressable Market

Action Steps:

- Create a detailed buyer persona.
- Identify their pain points, desires, and buying triggers.

Step 2: Build a Funnel Strategy That Works

Your funnel isn't just a website—it's a journey.

Let's say you walk into a car dealership, and the salesperson immediately pushes you to buy the most expensive car. You'd feel overwhelmed, right? Your funnel works the same way; it needs to ease prospects toward a decision.

Examples of effective funnels:

- **Free Value Funnel:** Offer a freebie (like this eBook!) to build trust.
- **Webinar Funnel:** Invite your audience to a live session where you educate and pitch.
- **Consultation Funnel:** Guide leads to book a one-on-one call to discuss solutions.

Your funnel should feel like a friendly conversation, not a sales pitch. Think of it as building a bridge of trust.
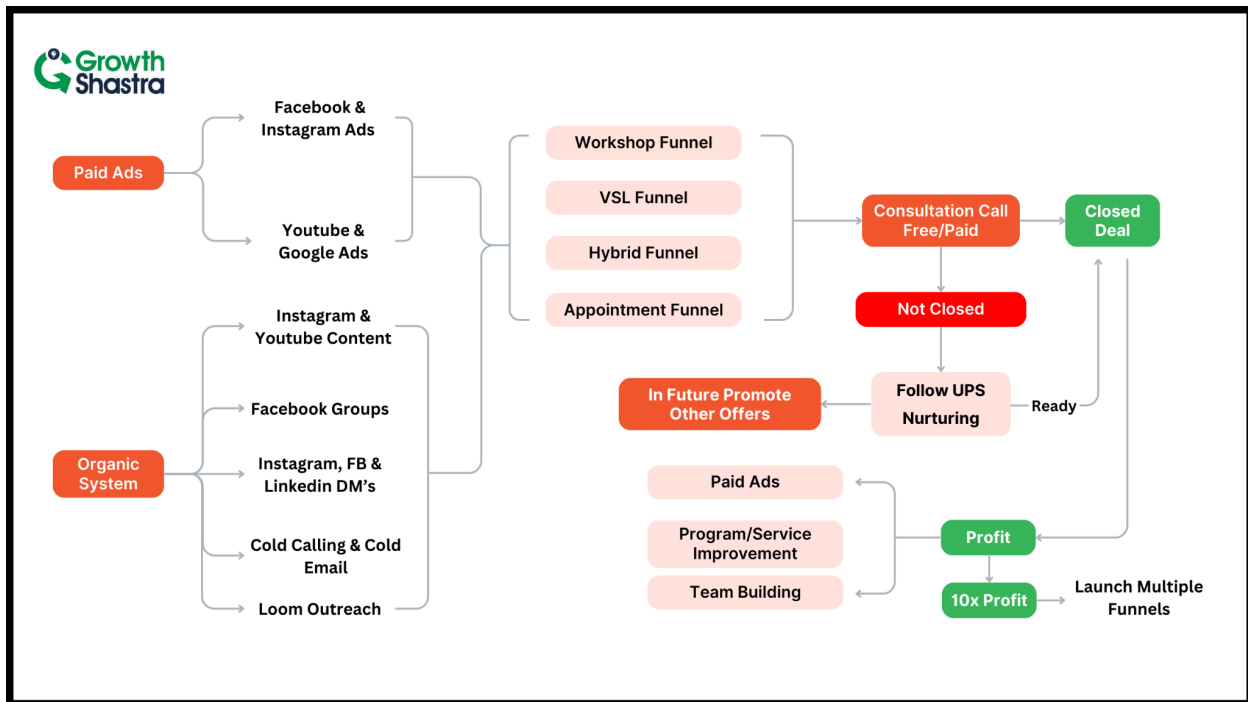
Complete Funnel System

Step 3: Use High-Ticket Messaging to Attract Premium Clients

Your words should speak directly to their pain and dreams.

Imagine scrolling through your Facebook feed. What makes you stop? A generic message like *"Join my program"* or one that says *"Finally, a system to help busy entrepreneurs book 60-90 appointments monthly without burnout."*

How to Write High-Ticket Messaging:

- Highlight the transformation (e.g., "from overwhelmed to thriving").
- Focus on results, not features (e.g., "scale to 6 figures" vs. "learn marketing techniques").
- Use words that connect emotionally, like *freedom, stress-free, breakthrough.*

Example:
An ad for a career coach could say:
"Imagine waking up excited to start your day, doing work you love, and earning what you deserve. This isn't a dream—it's what my clients experience after using my 7-step career breakthrough system."

Pro Tip:
Add social proof like testimonials to strengthen your message.

Step 4: Design a High-Converting Landing Page

Your landing page should feel like a personal invitation, not a sales pitch.

Your landing page is where your prospects decide whether to take action or leave. It needs to be simple, clear, and persuasive.

Key Components of a Great Landing Page:

1. Attention-Grabbing Headline:
   Example: *"Finally, a proven system to book 60-90 appointments every month!"*
2. Compelling Subhead:
   Example: *"Discover the secrets top coaches use to scale their businesses effortlessly."*

3. Engaging Visuals:
    Use testimonials, transformation photos, or a video of you explaining your offer.
4. Strong Call-to-Action (CTA):
    Example: *"Click below to book your free call today!"*

Landing Page Builder: https://links.growthshastra.com/SystemeIO

Get Free Funnel Template: https://links.growthshastra.com/workshopfunnel1

Step 5: Craft Creatives That Grab Attention

Your ad creative is the first handshake with your audience.

Think of creatives as the packaging of your offer. If it doesn't stand out, no one will open it.

What Works in Creatives:

-   Video Ads: Show your face, tell your story, and invite them to act.
-   Image Ads: Use bold colors, minimal text, and an intriguing message.

Examples of Winning Creatives:

-   A coach holding a sign that says: *"I went from 5 to 40 appointments a month. Want to know how?"*
-   A 30-second video sharing a quick tip and inviting them to download your lead magnet.

Pro Tip:
Use tools like Canva for professional-looking graphics.

Canva Ad Templates For You:
https://www.canva.com/design/DAGYhrDBfTg/JiEtc3R_rrjndkWV7QTEAg/edit?utm_content=DAGYhrDBfTg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

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Step 6: Launch Profitable Facebook Ads

Great ads are a balance of targeting, messaging, and budget.

Here's how to create a winning ad campaign:

1. Define your audience: Who do you want to see your ad? Use Facebook's targeting tools to filter by location, interests, and behaviors.
2. Write a compelling ad copy: Focus on their pain points and how you solve them.
3. Set a realistic budget: Start small, monitor performance, and scale what works..

Facebook Ads Training Video: https://youtu.be/YC7I1-5MrDA

Step 7: Nurture Leads with Automation

Automation keeps you top-of-mind without lifting a finger.

Leads often need multiple follow-ups before they take action. Automation tools can send timely reminders, follow-ups, and valuable content.

Tools to Use:

- **Aisensy:** WhatsApp automation for immediate engagement.
- **Systemelo:** Email drip campaigns to build trust over time.
- **Textlocal:** SMS reminders to reduce no-shows.

Example Automation Sequence:

- Day 1: Send a WhatsApp message with your freebie.
- Day 3: Follow up with an email sharing your story.
- Day 5: Invite them to book a consultation call.

4. Real-World Success Stories

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5. Tools and Resources You Can Use Today

- **Audience Research:** Facebook Ad Library
- **Landing Pages:** SystemeIo: https://links.growthshastra.com/SystemeIO
- **Automation:** Pabbly
- **Ad Creatives:** Canva

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6. Conclusion and Next Steps

Congratulations! You now have a proven roadmap to consistently book 60-90 appointments monthly.

Want a complete implementing Video Training Program? Join our *GrowthShastra Appointment Funnel Mastery Program* to fast-track your success and build the business you've always dreamed of.

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