



The Ultimate Coaching Blueprint to  
**ATTRACT HIGH-VALUE CLIENTS**

*Launch and Scale Your Online Program for*

ASTROLOGERS

TAROT READERS

NUMEROLOGIST



# The Ultimate Coaching Blueprint to Attract High-Value Clients: Launch and Scale Your Online Program for Astrologers, Numerologists & Tarot Readers

Welcome! If you're an astrologer, tarot reader & numerologist looking to grow your business and attract high-ticket clients, you're in the right place. This ebook is designed to guide you through a proven strategy that many top astrologers, tarot readers, and numerologists use to sell their courses.

We'll walk through each step of the funnel: from creating engaging Facebook ads to hosting an impactful webinar where you can showcase your expertise and offer your course. Don't worry you're new to online marketing; this guide is written in a simple, conversational tone to make everything easy to understand.

By the end of this ebook, you'll have all the tools you need to attract and convert high-ticket clients. Let's get started!

## Chapter 1: Understanding the Customer Value Journey

The Customer Value Journey (CVJ) is a framework that outlines the stages a potential client goes through from first discovering your services to becoming a loyal, paying customer. By understanding and optimizing each stage, you can create a seamless experience that nurtures leads and turns them into high-ticket clients.

### The 8 Stages of the Customer Value Journey

1. **Awareness** : The customer becomes aware of your astrology or tarot services, often through ads, social media, or word of mouth.
2. **Engagement** : They engage with your content, like reading a blogpost, watching video, or following you on social media.
3. **Subscribe** : The customer subscribes to your email list or signs up for a freebie, like a mini tarot reading or astrology guide.
4. **Convert** : They take a small step, like attending a webinar or purchasing a low-cost product.
5. **Excite** : The customer experiences your value, such as enjoying a webinar or receiving insightful content that resonates with them.

6. **Ascend:** They make a larger purchase, like enrolling in your full astrology or tarot course.
7. **Advocate:** The customer starts advocating for your services, sharing their positive experiences with others.
8. **Promote:** Finally, they become a loyal promoter, referring others to your courses.

**Example:** A potential client sees your Facebook ad (Awareness), follows you on Instagram (Engagement), signs up for your free webinar (Subscribe), attends and enjoys the webinar (Convert & Excite), enrolls in your advanced course (Ascend), shares their success story (Advocate), and refers friends to your services (Promote).

**Task:** Map out your own Customer Value Journey. Identify what each stage looks like in your business and think about how you can improve each step to provide more value and move clients smoothly from one stage to the next.

## Chapter 2: Understanding the Funnel

### What is a Funnel?

A funnel, in marketing terms, is a series of steps designed to guide potential clients from first learning about your business to eventually making a purchase. Think of it as a journey where you lead your audience from one stage to the next, building trust and demonstrating value along the way.

**Example:** Imagine you own a tarot reading business. Your funnel might start with a Facebook ad offering a free guide on understanding tarot cards. People who click the ad are taken to a landing page where they can download the guide in exchange for their email address. After they download the guide, you invite them to a free webinar where you teach advanced tarot reading techniques and offer your comprehensive tarot course at the end.

### Why a Funnel Works for Astrologers, Tarot Readers and, Numerologist.

As an astrologer or tarot reader or, numerologist your services are unique and personal. People need to trust you and feel a connection before they invest in your course. A well-designed funnel helps build this trust and connection systematically. It allows you to showcase your expertise, offer valuable insights, and create an irresistible offer for your audience.

**Example:** A well-known astrologer might start with a free daily horoscope delivered via email. Subscribers are then invited to a free webinar on "How to Read Your Birth Chart," during which the astrologer demonstrates their expertise and offers a full course on birth chart interpretation.

**Task:** Think about the initial free value you can provide. Is it a daily horoscope, a mini tarot reading, or something else? Write down how this can lead to your paid course.

## The Steps in Your Funnel

Here's an overview of the funnel we'll be building:

1. **Facebook Ads:** Attract your target audience.
2. **Landing Page:** Convert ad traffic into webinar registrations.
3. **Webinar:** Educate and build trust with your audience.
4. **Offer:** Present your course in a compelling way.
5. **Follow-Up:** Convert attendees into paying clients.

**Example:** A tarot reader might run Facebook ads targeting people interested in spiritual growth. These ads lead to a landing page where visitors can sign up for a free webinar on "Advanced Tarot Reading Techniques." During the webinar, the tarot reader shares valuable insights and offers their complete tarot course at a special price for attendees.

**Task:** Outline the specific steps of your funnel. What will your Facebook ad say? What will be the headline on your landing page? How will you structure your webinar? Write down each step in detail.

# Chapter 3: Crafting Effective Facebook Ads

## Setting Up Your Facebook Ads

Getting started with Facebook ads is simple. If you don't already have an account, head over to the Facebook Ads Manager and follow the instructions to create one. This platform will be your base for creating, managing, and analyzing your ads.

**Example:** Consider an astrologer who creates a Facebook ad targeting people interested in horoscopes and zodiac signs. The ad offers a free guide on "Unlocking the Secrets of Your Birth Chart" and invites people to sign up for a free webinar.

**Task:** Set up your Facebook Ads account if you haven't already. Go to Facebook Ads Manager and follow the prompts. Once your account is set up, think about the initial ad you want to create. Write down the main message and the offer you'll use to attract your audience.

## Defining Your Target Audience

To attract the right people, you need to define who your ideal clients are. Facebook allows you to target individuals based on their interests, behaviors, and demographics. For example, you might target people who are interested in astrology, tarot reading, spiritual growth, and personal development.

**Example:** A tarot reader targets women aged 25-45 who are interested in spirituality, personal development, and tarot. This specific targeting helps ensure the ads reach people who are more likely to be interested in the course.

**Task:** Define your target audience. Who are they? What are their interests? What age group and gender are you targeting? Write down these details and use them to set up your ad targeting in Facebook Ads Manager.

## Creating Engaging Ad Content

Your ad content needs to grab attention and resonate with your audience. Here are some tips to make your ads stand out:

- **Images and Videos:** Use high-quality images or videos that are visually appealing and relevant to astrology and tarot. People are more likely to engage with visual content.
- **Ad Copy:** Write clear, concise, and compelling copy. Highlight the benefits of attending your free webinar. For example: "Discover How to Attract High-Ticket Clients with Your Astrology and Tarot Skills."
- **Call-to-Action (CTA):** Include a strong CTA that directs users to your landing page. Use phrases like "Sign Up for Free Webinar" or "Reserve Your Spot Today."

**Example:** An ad might feature a video of a tarot reader offering a quick reading and inviting viewers to learn more in a free webinar. The ad copy could say, "Curious about what the cards have in store for you? Join our free webinar and learn advanced tarot reading techniques!"

**Task:** Create your first Facebook ad. Choose a high-quality image or video, write compelling ad copy, and include a strong CTA. Draft your ad and get ready to publish it.

## Testing and Optimizing Your Ads

To ensure your ads are performing well, you should continuously test and optimize them. Here's how:

- **A/B Testing:** Create different versions of your ads with variations in images, headlines, and copy. Test these versions to see which performs best.
- **Monitoring Performance:** Use Facebook Ads Manager to track the performance of your ads. Pay attention to metrics like click-through rates (CTR), conversion rates, and cost per conversion.

- **Adjusting:** Based on the performance data, make necessary adjustments to improve your ads. This might involve tweaking your ad copy, changing images, or refining your targeting.

**Example:** An astrologer tests two different images in their ads – one with a birth chart and another with a picture of the astrologer. After a week, they find that the ad with the birth chart image has a higher click-through rate and decided to use it in future ads.

**Task:** Set up A/B tests for your ads. Create at least two different versions with variations in images, headlines, or copy. Monitor their performance over a week and note which version performs better. Use this data to refine your ads.

## Chapter 4: Designing a High-Converting Landing Page

### The Importance of a Good Landing Page

Your landing page is the first impression potential clients will have after clicking on your ad. It needs to be persuasive and user-friendly to convert visitors into webinar registrants.

**Example:** A tarot reader's landing page has a clear headline, "Unlock the Secrets of Tarot Reading," and a compelling subheadline, "Join our free webinar to learn advanced tarot reading techniques." The page also includes testimonials from previous students and a simple registration form.

**Task:** Sketch out the design of your landing page. Write a compelling headline and subheadline. Plan the layout, including where you'll place testimonials and the registration form.

### Here are the essential elements your landing page should have:

- **Compelling Headline:** Your headline should grab attention and clearly state the value of your webinar. For example, "Discover How to Attract High-Ticket Clients with Your Astrology and Tarot Skills."
- **Subheadline:** Reinforce the benefits of attending the webinar. For example, "Learn Proven Strategies to Transform Your Passion into a Profitable Business."
- **Registration Form:** Keep it simple. Ask for essential information only, such as name and email address.
- **Trust Elements:** Include testimonials from past clients or students. Highlight their success stories. Add any certifications or credentials you have to build credibility.
- **Visuals:** Use high-quality images or videos that reflect the mystical and transformative nature of astrology and tarot.

**Example:** An astrologer’s landing page includes a headline like “Transform Your Passion for Astrology into a Profitable Business,” a subheadline highlighting the benefits of the webinar, a simple form for registration, and testimonials from satisfied clients.

**Task:** Design your landing page. Write your headline, and subheadline, and draft a few testimonials from past clients. Choose high-quality images or videos to include on the page

## Optimizing for Conversions

To ensure your landing page converts well, follow these tips:

- **Load Speed:** Make sure your landing page loads quickly. A slow-loading page can deter visitors.
- **Mobile-Friendly:** Ensure your landing page is optimized for mobile devices. Many users will be accessing it from their phones.
- **Clear and Concise:** Use clear and concise language. Avoid unnecessary jargon and get straight to the point.
- **Focus:** Keep the focus on the registration form. Avoid distractions like excessive links or unrelated content.

**Example:** A tarot reader ensures their landing page is mobile-friendly and tests it on different devices to make sure it loads quickly. They use clear, concise language and keep the focus on the registration form.

**Task:** Test your landing page on different devices to ensure it loads quickly and is mobile-friendly. Review the content to make sure it’s clear and concise, and remove any distractions.

# Chapter 5: Hosting an Impactful Webinar

## Planning Your Webinar Content

Your webinar is your opportunity to showcase your expertise and build trust with your audience. Here’s how to plan your content:

- **Introduction:** Start with a warm welcome and introduce yourself. Share your journey and establish your expertise in astrology and tarot reading.
- **Main Content:** Provide valuable, actionable content. Teach strategies and techniques that are useful to your audience. For example, you might share tips on how to interpret birth charts or how to conduct a tarot reading.
- **Interactive Elements:** Keep your audience engaged with interactive elements like polls, quizzes, or Q&A sessions. This makes the webinar more engaging and helps you connect with your audience.

- **Transition to Pitch:** Smoothly transition into your course offer. Highlight the exclusive benefits and features of your course.

**Example:** An astrologer might start their webinar with their personal story of how they became an astrologer, followed by a detailed session on reading birth charts. They use polls to keep the audience engaged and smoothly transition to offering their comprehensive birth chart reading course at the end.

**Task:** Outline your webinar content. Plan your introduction, main content, interactive elements, and how you will transition to your pitch. Write down key points you want to cover in each section.

### Engaging Your Audience

Engaging your audience is crucial for a successful webinar. Here are some tips:

- **Interactive Tools:** Use tools like chat, polls, and Q&A sessions to keep your audience engaged. Encourage participation and make the webinar a two-way conversation.
- **Personal Stories:** Share personal stories and experiences. This helps to build a connection with your audience and makes the content more relatable.
- **Visuals:** Use visuals like slides, infographics, and videos to make your presentation more engaging and easier to understand.

**Example:** A tarot reader shares stories of how tarot has helped their clients gain clarity and direction. They use slides with beautiful tarot card images and infographics to explain complex concepts and encourage questions throughout the webinar.

**Task:** Plan how you will engage your audience. Decide on the interactive tools you'll use, which personal stories you'll share, and the visuals you'll include. Prepare these elements in advance.

### Presenting Your Offer

When it comes time to present your course, do so in a compelling way. Here's how:

- **Highlight Benefits:** Clearly explain the benefits and features of your course. For example, you might offer one-on-one mentorship, advanced techniques, or exclusive resources.
- **Create Urgency:** Create a sense of urgency with limited-time bonuses or discounts. For example, "Enroll within the next 24 hours and get a free one-on-one session."
- **Q&A:** Address any questions or concerns your audience might have about the course. This helps to overcome objections and build trust.

**Example:** An astrologer offers their advanced astrology course with bonuses like a free personalized reading for the first 10 sign-ups. They create urgency by offering a discount for attendees who enroll within 24 hours.



**Task:** Prepare your course pitch. List the benefits and features of your course, plan any bonuses or discounts, and think about potential questions attendees might have. Practice your pitch to make sure it flows smoothly.

## Chapter 6: Following Up with Attendees

### Email Follow-Up Sequence

Following up with webinar attendees is crucial for converting them into paying clients. Here's a suggested email sequence:

- **Email 1:** Thank them for attending and recap the webinar content. Include a link to watch the replay if possible.
- **Email 2:** Remind them of the course benefits and the urgency of your offer. Highlight any limited-time bonuses or discounts.
- **Email 3:** Share testimonials and success stories from past students. This helps to build trust and credibility.
- **Email 4:** Offer a limited-time discount or bonus to encourage them to enroll. Create a sense of urgency by emphasizing the limited-time nature of the offer.

**Example:** A tarot reader sends a series of emails after the webinar. The first email thanks attendees and provides a replay link. The second email highlights the benefits of the tarot course and reminds them of the limited-time discount. The third email shares testimonials, and the fourth email offers an additional bonus for enrolling.

**Task:** Draft your follow-up email sequence. Write the content for each email, focusing on recapping the webinar, highlighting course benefits, sharing testimonials, and creating urgency. Schedule these emails to go out over the week following your webinar.

### Personal Touch

In addition to your email sequence, reach out to attendees personally. Offer to answer any additional questions they might have. Personalized communication can significantly increase conversion rates.

**Example:** An astrologer personally emails attendees who showed high engagement during the webinar, offering to answer any questions and providing a direct link to enroll in the course.

**Task:** Set up retargeting ads on Facebook. Use testimonials and highlight the urgency of your offer. Monitor the performance of these ads and make adjustments as needed to optimize conversions.

## Retargeting Ads

Use Facebook retargeting ads to remind attendees about your course. Highlight testimonials and success stories to reinforce your offer. These ads can help keep your course top of mind and encourage attendees to take action.

**Example:** A tarot reader sets up retargeting ads that show testimonials from past students and remind attendees of the limited-time discount. These ads help to reinforce the value of the course and encourage sign-ups.

**Task:** Set up retargeting ads on Facebook. Use testimonials and highlight the urgency of your offer. Monitor the performance of these ads and make adjustments as needed to optimize conversions.

# Chapter 7: Mastering Sales Calls

## Why Sales Calls Matter

Sales calls help you build a personal connection with potential clients, address their concerns, and guide them to enroll in your course. It's the final step to turn interested leads into paying customers.

## Quick Sales Call Tips

1. **Prepare:** Know your client's background and pain points. Have a clear agenda for the call.
2. **Ask Questions:** Start by learning about the client's needs. Listen carefully and let them do most of the talking.
3. **Show Value:** Tailor your pitch to show how your course can meet its specific goals.
4. **Handle Objections:** Address concerns confidently. Be empathetic but reinforce the value of your course.
5. **Close:** Use limited-time offers or bonuses to encourage immediate action.

**Example:** You're on a call with a potential client who wants to learn advanced tarot techniques but is unsure about the investment. You explain how your course includes personalized guidance and extra resources to accelerate their learning, addressing their concerns with a special discount.

**Task:** Write down three key points to highlight during your sales calls. For example, focus on your course's unique value, any bonuses you offer, and how it solves specific problems.

## Follow-Up

If they don't enroll immediately, send a friendly follow-up email. Highlight the key benefits discussed and offer a limited-time bonus or discount to encourage them to take action.

# Chapter 8: Creating a Course That Sells

A well-structured and valuable course is the foundation of your business. It's what transforms your knowledge into a product that can attract high-ticket clients. The better your course, the easier it is to sell.

## Steps to Creating a Successful Course

- **Identify Your Niche:** Focus on a specific area within astrology or tarot that you're passionate about and that your audience is eager to learn.
- **Understand Your Audience:** Know who you're teaching. What are their pain points, goals, and levels of experience? Tailor your content to meet their needs.
- **Outline Your Course:** Break down your content into modules and lessons. Start with foundational topics and gradually build up to more advanced material.
- **Create Engaging Content:** Use a mix of videos, readings, quizzes, and exercises to keep your students engaged. Include real-life examples and case studies.
- **Incorporate Live Sessions:** Add live sessions to your course to create a more interactive experience. Live sessions allow you to address questions in real-time, offer personalized guidance, and create a stronger connection with your students.
- **Test Your Course:** Before launching, run your course with a small group to get feedback. Make improvements based on their experience.
- **Price Your Course:** Set a price that reflects the value you provide. Consider offering different pricing tiers, like a basic course and a premium version with extra features.
- **Launch Your Course:** Use your funnel to promote the course. Start with a soft launch to your existing audience, then expand to a wider market.

**Example:** You create a course on advanced tarot reading techniques, with modules on card meanings, spreads, and real-world applications. You include video lessons, downloadable guides, and quizzes to test knowledge.

A well-structured and valuable course is the foundation of your business. It's what transforms your knowledge into a product that can attract high-ticket clients. The better your course, the easier it is to sell.

## **Making Your Course Stand Out**

To differentiate your course from others, focus on delivering unique value:

- **Personal Touch:** Offer live Q&A sessions or one-on-one feedback.
- **Certification:** Provide a certificate of completion to add value.
- **Community:** Create a private group for students to interact and support each other.

**Example:** You offer a premium version of your course with one-on-one tarot readings, personalized feedback on assignments, and live group sessions for deeper engagement.

**Task:** Identify one or two unique features you can add to your course to make it more attractive to high-ticket clients.

## **Conclusion**

By following this step-by-step guide, you can effectively attract and convert high-ticket clients for your astrology, numerology, and tarot reading courses...