

HOW WE BUILT A
7-FIGURE
COACHING BUSINESS
WITH ONE 45-MINUTE PRESENTATION...



CLIENTS *on* DEMAND

Dear Friend...

What you're about to read is going to set you FREE.

For years, coaches and thought-leaders have been fed a steady diet of dis-informartion.

You've been told for years that the way to grow your coaching and services business is to...

- Start a blog
- Write a New York Times Bestseller
- Create a hit podcast
- Have a hit YouTube channel
- Guest post on other people's blogs
- Do interviews
- Do speaking gigs all over the country...

...and on and on.

Maybe you've tried some of those strategies. Hell, maybe some of them even worked for a while! But if you're like the 12,000+ coaches we've spoken to over the past six years, then you know that those strategies simply DO NOT WORK to produce fast growth in your business.

In this short report, I'm going to reveal to you that there is a faster, shorter, easier way to scale your business to 6-7 figures...while creating tremendous freedom for yourself, and stunning outcomes for your clients.

I don't care whether your income goal is \$10,000/month or \$200,000/month...

What you're going to learn in the next few pages is going to massively increase your chances of getting there.

Now, I'll say one thing right off the bat: No one can guarantee your success.

I don't know you yet. I don't know your business yet. I don't know what your offer is yet...so I can't tell you exactly what YOUR results are going to be.

Yes, it will still be challenging.

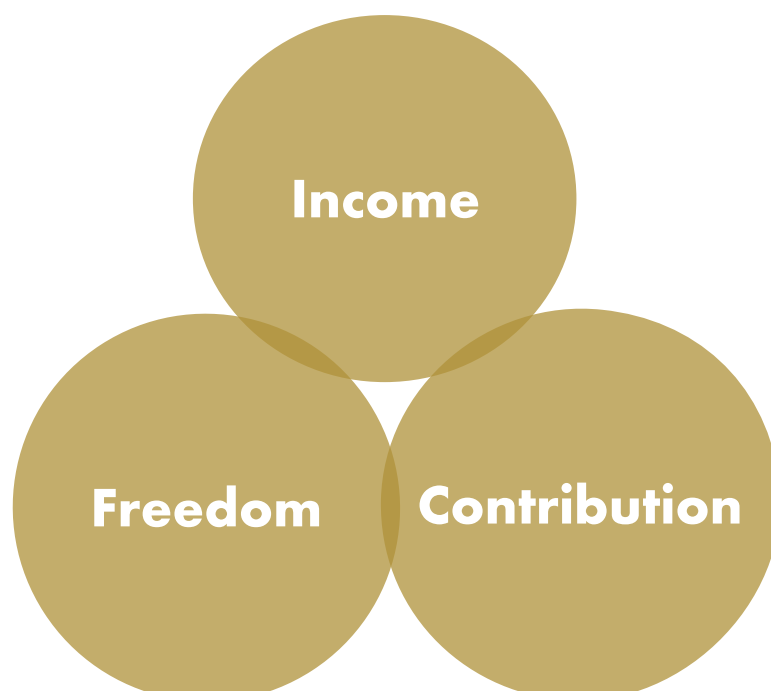
Yes, you're going to have to work hard.

But this system will eliminate 100% of the WASTED EFFORT that comes with all the strategies I mentioned above...

- No more grinding out blog posts at 3 am...
- No more hustling to cobble together a few affiliates to promote your launch...
- No more struggling to put together endlessly complicated funnels that don't work...
- No more lugging your butt all across the country, trying to speak on any stage that will have you, while your kids or loved ones wonder where you are...
- No more podcasting, "audience-building", article-writing, video-making, Tweeting, or ANY of that "marketer" stuff that nobody really wants to do.

In fact, if you're like most of the people we work with, all you want to do is hit your income goals, have freedom in your life, and create REAL breakthroughs for your clients.

We call that the Big 3: Income, Freedom, and Contribution:



You know you have it when you're making the money you want, creating life-changing breakthroughs for your clients...AND you have the freedom to enjoy your life, travel, and do whatever you want, whenever you want.

That's the reality our best clients enjoy.

The system I'm about to share with you is your first step to getting there.

“Wait...who is this Russ Ruffino guy and why should I listen to him?”

It's a great question, so let me answer it quickly.

I don't really do any of the stuff I mentioned above – big launches, lots of speaking gigs, etc. – so you might not have heard of me before.

Actually, that's the way I like it.

I'm not here to be famous. I'm not here to be a superstar coach. I'm not here to see my name in lights.

I AM here to build the best, most effective, wealthiest, and most profitable coaching company in the history of the world. The better results I get for my clients, the faster that happens.

I don't care at all about being famous or well-known.

So here's a couple of quick reasons why you should listen to me:

- Since 2011, my company – Clients on Demand – has helped thousands of coaches all over the world attract clients at \$3,000 - \$10,000 prices...even if they had never charged that much before.
- Inc. Magazine recently inducted us into the Inc. 500 – their list of the 500 fastest-growing companies in America (we're number #186).

- In August of 2017, we had our first MILLION-DOLLAR month in our business...something I had been chasing for a long time.
- We've consistently earned back \$10-15 for every \$1 we spend on advertising for the past 4 years, using the exact process I'm going to share with you!

AND...I do all of this while working from home, enjoying my life, and getting remarkable results for my clients.

Income, Freedom, and Contribution, right?

AND, by the way...I do all of it without relying on a podcast, a blog, a YouTube channel, affiliates, launches, JV partners, or speaking gigs.

In fact, as the title of this report says...

...we do it ALL with just ONE 45-minute presentation.

“Wait...Did you say that you did all of that with just one 45-minute presentation?”

Yes.

But before I explain how, we need to talk about why those other strategies are so damned SLOW and INEFFECTIVE.

After all, if we understand why those strategies don't work, we're a step closer to understanding what does work, aren't we?

Let's take a look at the top strategies one by one.

What Doesn't Work: Why Blogging, Podcasting, and Making Videos All Suck

I'm lumping these together because they all operate on the same set of stupid assumptions:

- "If I make a blog / YouTube channel / podcast, people will discover it even though there are literally billions of other people doing the EXACT same thing..."
- "The people who discover it will like it, and become faithful readers and listeners..."
- "The faithful readers and listeners will eventually become clients..."

And the worst assumption of all...

- "I'll be able to accomplish all of this quickly, before I run out of money, enthusiasm, and / or my wife or husband runs out of patience."

All of these assumptions are just plain wrong, and I think deep-down, most of us know it.

If you were fortunate enough to create a blog back in 2002, and people actually enjoyed it, then God bless you. You probably have a large following!

If not, you're probably struggling to get more than a few hits per month to your blog, podcast, or YouTube channel.

Even if you're getting a following, though, how the heck do you turn those people into paying clients?

We see this all the time.

Every day at Clients on Demand, we talk to coaches and consultants who have massive followings – sometimes in the millions – and STILL can't seem to bring in more than \$5,000 - \$10,000/month in income.

Now, don't get me wrong...that ain't chump change.

But when you look at the YEARS of effort it took to create that giant following, and the endless grind of churning out new content for that hungry audience again and again...

...these people should be making WAY more than that, don't you think?

But they're not.

And the reason they're not is a huge lesson for the rest of us, so write this down:

There is a HUGE Difference Between Building an Audience, and Building an Income.

Just because someone follows you, or reads your blog, or watches your videos does NOT mean that person will ever invest even a single dime with you!

Remember that.

Now look: if you legitimately love doing these things – podcasting, writing blog posts, etc – then by all means, please continue.

For example, I like to do Facebook Live broadcasts for my audience a few times a week, because I genuinely love the interaction. We also syndicate those Facebook Lives into a podcast. HOWEVER...we didn't even start doing this until after we were bringing in \$500k+ per month.

If your primary goal is to get more CLIENTS and make more MONEY...there is a MUCH shorter path.

I would NEVER put my business into a situation where I'm dependent on doing a blog post so my kids can eat that month. Make sense?

Here's the bottom line:

If you enjoy making content – blogs, videos, etc – then do it. But that should NOT be your primary strategy for attracting clients.

You can spend years working on a blog that no one ever reads. We see it all the time.

More than anything, I want to keep you OUT of that trap.

Let's turn our attention to another failed strategy that just doesn't work.

What Doesn't Work: The Launch Model

Despite all the hype about how great launches are, let me tell you...they are a Hell of a lot of hard work.

And 9 times out of 10, they fail miserably.

Imagine it...

You've created a product. That took months.

You've designed an elaborate funnel to sell it. Again, this was a VERY long process. If you're not great at writing copy, it's probably not going to convert.

Maybe you hired a copywriter to do the copy for you. That cost thousands...and you still don't know if your funnel will work.

Now you need affiliates to promote your product. You've done the legwork. You've gotten some to sign up. They promise they're going to promote you to their list on launch day.

Launch day comes.

If there is one technical glitch anywhere in your funnel...you're dead.

If the copy you worked so hard to write doesn't convert up to your affiliate's standards...you're dead.

If some other big fish comes along and decides to launch something on the same day...you're dead. (Because your affiliates will promote him instead).

If an affiliate mis-represented or mis-sold your product in any way, then even if his people buy from you, they will refund...and you're dead.

There are a MILLION ways for a launch to go wrong...and only one or two ways for it to go right.

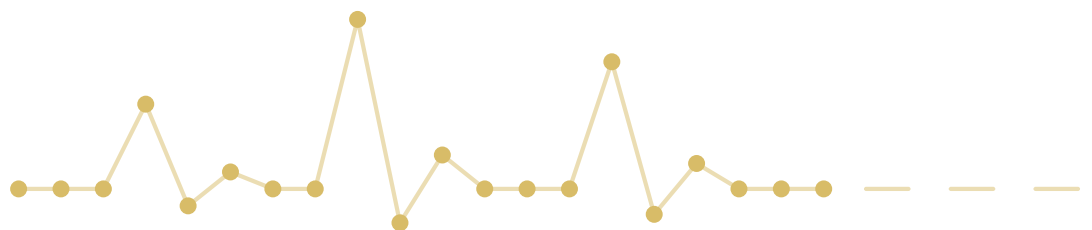
But the biggest problem of all?

A launch is an event.

It's a one-time thing. You do the launch. If it's successful, you make some money. If not, you don't...but what happens after?

Listen. I'm speaking from experience. I did launches for 3 years.

If you could see my income report for that time, it looks like this:



Up and down, up and down.

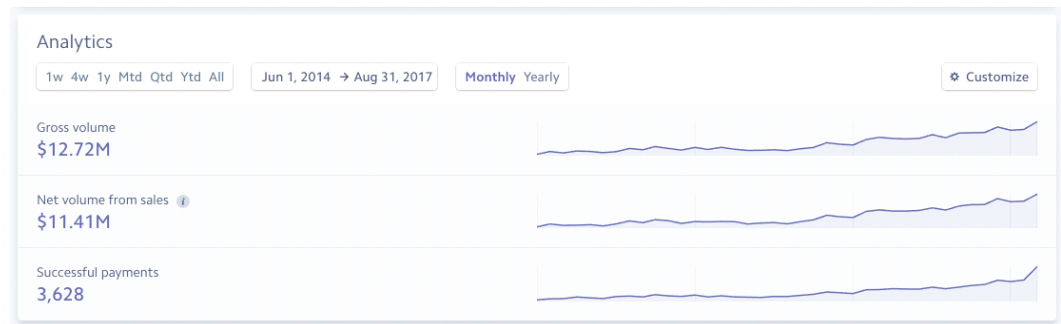
When I was launching something, I made money, if the launch was a winner.

But what happened after?

The second the launch was over, the income stopped.

That's the opposite of how things are today. Let me show you the stats from inside one of our payment processors. This doesn't represent 100% of our income, but it will give you a pretty good idea.

This is the past 3 years, since we started using the system I'm about to share with you:



What do you notice?

Consistent, steady growth. In July of 2014, we did \$99,000 in sales through this account that month.

In August of 2017, we did just under a million.

That's a 10x growth in 3 years.

See what I mean? I didn't start out earning \$1M a month or even \$100k/month. I started out right where you're at.

But because I followed a system that works, my income has doubled year after year.

This is predictable income. That's what I want for you.

If your income isn't predictable, you can't have freedom, because you can't plan your life. You never know what's coming down the pipe. You never know if your next launch will be a hit, or a disaster.

That's why launches are a horrible strategy for growing your business.

They're WAY too inconsistent.

Okay, one last strategy I want to tear down before I show you what DOES work.

Let's talk about the myth of low-pricing.

What Doesn't Work: Low-Pricing

If you're like 99% of the thousands of coaches we've spoken to in the past 4 years, then you are massively under-charging for your best work.

Here's a question for you: how did you set your price?

Did you look at what other people are charging and figure you should charge a little more, or a little less?

Did you pull a number out of a hat?

Did you see that some other guy or gal is charging X, so you decided to charge X?

Here's a radical idea...

What if You Charged a Price That's Actually in Line with the Value That You Deliver?

Here's what I mean.

Let's say you're a relationship coach.

What's it worth to help people find the marriage or relationship of their dreams?

Think about it...

When you're with the right person, everything in your life gets brighter. You're at peace. It feels amazing.

When you're with the wrong person, it takes a toll on everything in your life, doesn't it? From your health, to your finances, to your peace of mind.

So, here's the key question: If the outcome you provide is a great relationship, what's it worth to have that outcome?

It's PRICELESS.

So if that's true...then why are you charging \$100 an hour? Why are you selling an e-book or a video course for \$27, or \$197, or even \$1,000?

Is it because that's what you saw other people doing?

Understand this:

If You Solve a Major Life or Business Challenge, You Should Be Earning \$3,000 - \$10,000 or More for Every Client Who Comes in the Door!

If you're not, you're stealing from yourself. You're not charging what you're really worth, are you?

And here's the best thing about commanding a premium price...

When you do, your client results will SKYROCKET.

Think about this:

- When you command a premium price – again, I'm talking \$3,000 - \$10,000 or more – your clients show up committed. They've invested a lot to work with you, so they are MUCH more likely to show up, do the work, and get an amazing outcome.
- You get to work with fewer clients and still hit your income goals. Most of my students who are doing \$100,000+ per month are doing it with fewer than 20 new clients per month. Think about that!
- Because you're working with fewer clients, but making more money, you can truly provide a transformative, VIP experience for every client...(rather than struggling to provide support to lots of people who didn't invest much to be there and aren't as committed).

Long story short?

Commanding premium prices is your passport to the Big 3: Income, Freedom, AND Contribution.

Every client I have ever seen raise their prices has made more money, with less work, experienced more freedom, and gotten better results for their clients along the way.

It's a win for everyone.

But in order to do this successfully, you need a way to enroll clients at the prices we're talking about...

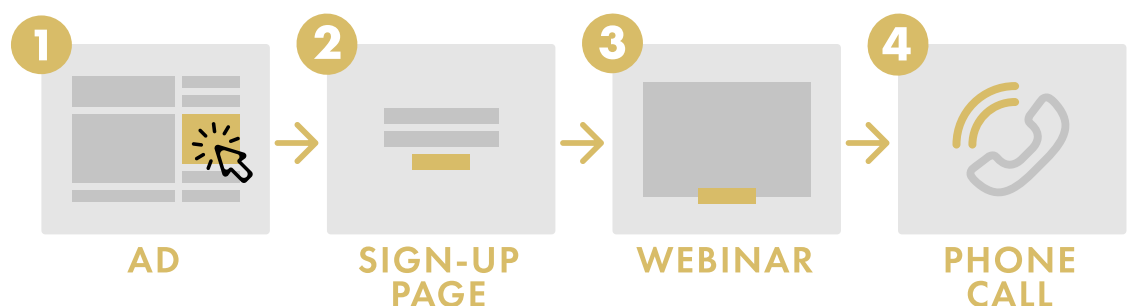
...and you need to do it without all of those strategies that don't work.

So how do we do that?

The 4-Step Game Plan We Used to Build a 7-Figure Coaching Company...with Just One 45-Minute Presentation

When I show you this, you're going to be shocked.

Here's the process we use to attract all the clients we want, month after month:

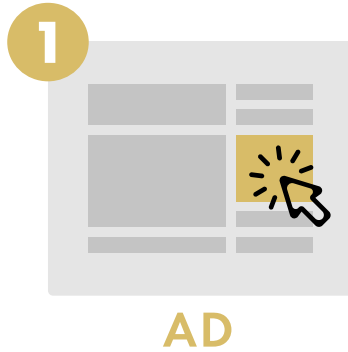


That's it.

That's all we do.

Let me break it down for you.

STEP 1: THE FACEBOOK AD



We run ads all over social media – Instagram, YouTube, Twitter, etc. – but right now the #1 best place to advertise is Facebook.

Even if you're a business coach...
Even if you think your ideal clients "aren't on" Facebook...

I can promise you that they are.

There are a billion plus people on Facebook.

Not only that, but Facebook's advanced targeting options make finding your ideal client easier than anywhere else.

If you want to target a mother of 3 who lives in Beverly Hills, drives an Acura and does yoga, Facebook will let you do that.

Your potential clients see your ad in their Facebook News Feed. It grabs their interest. They click.

Then they're taken to...

STEP 2: YOUR SIGN-UP PAGE



This is a page where your audience can sign up for your 45-minute presentation (i.e. webinar).

The key to a great page is the headline.

If you do this right, a huge number of people who clicked your ad should register to attend your webinar.

STEP 3: THE PRESENTATION

3



WEBINAR

On this presentation, you're going to deliver MASSIVE value to your audience. You're going to radically shift their understanding of the problem you solve, and the right way to solve it.

You're going to position yourself as the #1, absolute best, Rolls Royce solution in your marketplace.

This is going to weed out the “tire kickers”, sure...

...but it will be very attractive to the people who REALLY want to solve the problem that your offer fixes.

I don't know about you, but those are the kinds of clients I want. Coachable. Decisive. Resourceful. Ultra-committed to solving the problem.

Like I said, the webinar is about 45 minutes.

At the end, you make a very low-key, soft offer:

“If you're interested in speaking about how we can work together, [click here](#) and let's book an appointment to talk.”

That's it.

No pressure.

No hype.

No pushiness.

Just a simple offer to get onto a call.

STEP 4: ENROLLMENT CALL

4



PHONE
CALL

If they schedule a call with you, you have them fill out a short application and you get onto the phone with them.

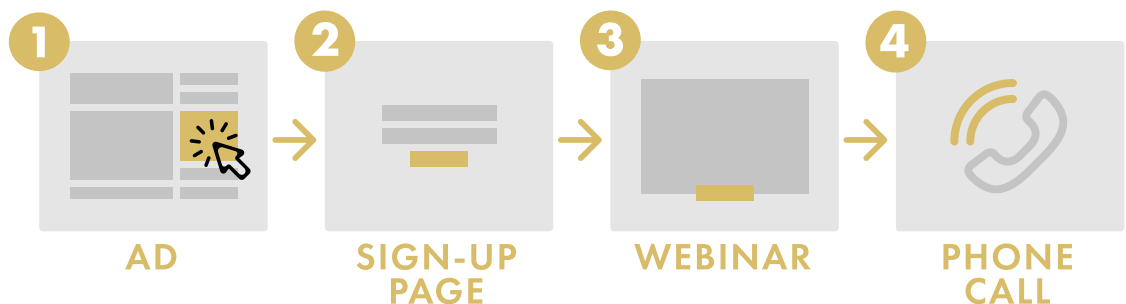
I don't have space here to get into all the nuances of how to handle the phone call, but let me say this – just like the webinar, it should add massive value. It should bring them to an amazing level of clarity about the problem, and why they need to solve it sooner rather than later.

The call also gives you the chance to filter out anyone you don't want to work with – is this person a fit? Can you help them get an amazing result? Do they seem like they would be fun to work with?

If the answer is yes, then you enroll them into one of your offers – usually at a \$3,000 - \$10,000 price.

If not, you politely tell them it's not a fit, and move on.

So once again, here's what it looks like:



This process is extremely simple, but it's the backbone of our multi-million dollar company.

Where to Learn the Details...

If you're interested in learning more about how to apply this in your business, believe me – the Devil is in the details...

We've had scores of competitors and copycats try to copy our process. Up to this point, none of them have ever succeeded. They just don't grasp all the nuances that make it work.

I want you to learn every last detail of this, and I want you to know exactly how you can use it to bring in the exact clients and customers you want...at the exact price you want.

And if you want that too, then here's what I have for you...

I have a workshop coming up today where I will take you by the hand and walk you through this entire process.

I'll also go very deep into the thinking and logic behind it so that you understand WHY we do these things.

Using this process, we've been able to earn back \$10 - \$15 for every \$1 we spend on advertising...and we've been doing that for 4 years.

We're also able to take a prospect from "click to client" in less than 24-48 hours...even at \$3,000 - \$10,000 prices...even when they've never heard of me before.

I want you to be able to do the same.

How much would your life change if – every single day – your ideal clients were reaching out to work with you...at those kinds of premium prices?

How much security would you have if you knew – down to the penny – exactly how much it would cost you to bring a new client in the door?

You deserve to have total control over who you work with, what your offers are, and the prices you command.

You deserve Income, Freedom, and Contribution.

Here's the first step to getting it...

[Click this link and register for the masterclass.](#) Spaces are limited, so sign up now before all the spots are gone.

I promise that by the time that class is over, you'll have more clarity than you have ever had about your business...and you'll have a roadmap for scaling that business as far as you want to...whether that's \$10,000/month or \$200,000/month.

You'll finally be able to see how all the pieces fit together.

[Join me here.](#)

I'll see you on the webinar.

CLICK HERE TO REGISTER

All the best,

Russ Ruffino
Founder, Clients on Demand

P.S. If you don't know where your next client is going to come from...

If you're working way too hard without enough to show for it...

And if you just want to get some RESULTS already, then [join me](#). You'll be glad you did.

P.P.S. - Think about the income goals you set for yourself this year...if you're not already there, [let us help!](#)