

Stage 1

Present state
\$0-\$20k/month

Niche clarification
1 Ideal client
-Demographic -
men/women and/or job
title(s) and age range
- Top 3 problems, Top 3
solutions.
- Current situation, Ideal
situation

once : 2 hours. (one off)

Outstanding, results
producing 1-1 and/1 to
Many Medium to High
Ticket Program(s)
(\$1500-\$5k+)
-Program must be
converted into an offer.
- Program must have
breakthrough processes
that work 1-1 and 1 to
Many.

Discovery script
6 week breakthrough
program, - 1.5 hours/week

Under 2 hours (one off)

Set up all Social
Media pages to
align with Niche &
position you as a
trusted expert &
'High Value' Brand
-FB Personal Page
Bio
-Instagram Bio
- Linked in Bio
-FB business page

Benefit
People will write to
you to buy your
stuff.

(under 2 - 3 hours
(one off))

Build out a FB
Group
-Group name
-welcome post
-group description
-fb group entry
questions
-banner
-regular posting
system including
how to create
irresistable offers

Benefit
Get 5-15 qualified
leads/week to sell.
Should close 1 out
4 worst case
scenario.

(2-4 one off + 1-2
hours/week)

Stage 2

Content Posting System

- How to copy write and write high engaging posts (8 types of posts to master)
- Canva skills
- Your FB Group
- Other People's FB Groups
- For all Social Media pages (FB personal pg, FB Biz page, Instagram page, Linked In page)

(up to 4.5 hours/week)

Chat Sequencing System

- For other people's FB groups
- Your FB group
- Your personal page posts
- New friend requests
- etc

Benefit

- 1 phone number/ 3-7 messages.
- Close 1 out of 4 phone calls.

(1 hour- 4 hours/day)

How to 'strategy sessions' /sales calls for high converting closing

- scripts for sales calls and handling objections

30 mins -1 hour/ day per call

Payment processes & systems & invoicing.

- Must be able to take payment in the most efficient pay and have a system for payment plans

- How to do Email blasts & text blasts to get leads
- CRM set up
- You receive templates from us on this

Stage 3

Organic Linked-in
spearing

-generate leads
and booked calls.
- min. 2 booked
calls a day
-sale a week

Automated linked
in spearing

How to manage all
leads & clients,
and measure and
monitor all
business activities
e.g. cashflow
(money in & out),
sales calls, admin
processes etc

Internal certainty in you
and the value of what you
sell

-hunger

Must remove

-fear of judgement

-rejection

-failure

-success

-limiting beliefs around
money and sales

-comparison

Connect to a big why so
nothing will stop you from
achieving your goals.

Desired state
\$50k/month.

\$50k/month in 4
months or less

The Activities to \$50k+/month

1. Get clarity on your Niche - Demographic, top 3 problems, top 3 solutions, current & ideal situation clarity,
2. Create a 1-1 or ideally a scalable 1 to Many medium - High ticket offer - You need breakthrough processes that create results 1 on 1 and 1 to Many if you are selling a group program.
3. Set up & design All social Media pages so you are positioned as a 'High Value Brand' & Trusted Authority to your niche
4. Build and run a FB group in a way it can be monetised & generate you consistent paid clients
5. Learn how to write 'highly engaging' posts and follow a system to distribute these posts consistently across a variety of different social media platforms
6. 'Chat Sequence' people on social media to turn them into paid clients
7. Learn how to sell and close people on the phone
8. Set up payment gateways & payment processes that allow you take money over the phone and allow you to set up payment plans
9. Do effective text blasts & email blasts to generate 'strategy sessions'
10. Follow systems to manage all leads and all clients. Learn how to measure and monitor all business activities e.g. cashflow (money in & out), sales calls, admin processes etc
11. Create unstoppable certainty in yourself and your coaching programs and unleash a deeper 'why' that pushes you through all obstacles no matter what
12. Launch Ads using the 'FB messenger strategy' to generate leads through paid ads (optional)
13. Consistently track & measure all business activities so you know what you need to improve to consistently grow

"And you can get to \$50k/month or more in less than 4 months without without spending any money on paid ads or knowing any thing about sales, social media or tech.."

7 figure Academy Course Testimonials

Krystal wilson, QLD



Krystal wilson, QLD



I did it.

I just hit 50k for the month.
\$50,811.00 since 1/9

11 Aug 2020, 09:46

Sold 3 spots since yesterday. All paid in full 🏃

9:46



11 Aug 2020, 16:14

Wow outstanding!!!



Side note \$8k day today 🙏🙏



Haha no worries

Omg

6 Sep 2020, 20:18

I did it 🔥
\$25,095 for the week.



7 Sep 2020, 06:31

Wow!!! Sooo happy for you!! That is outstanding!! Such a force you are!! ✨



Thank you. I am going for 50k month - Mind blown!



7 figure Academy Course Testimonials

Georgie Thomas, Adelaide



Georgie Thomas, Adelaide



From learning Luke's strategies it allowed me to earn \$20k over two weeks and have completely changed the trajectory of my business

That's amazing!



now, i have sold 12 spots for the course, have two weeks to go to get it to 20. Have another 6 identity calls booked in, pushing for more everyday

12 Aug 2020, 16:41

\$500 off hitting my goal of 10k for this week

6:41

AND IT'S ONLY WEDNESDAY BBY



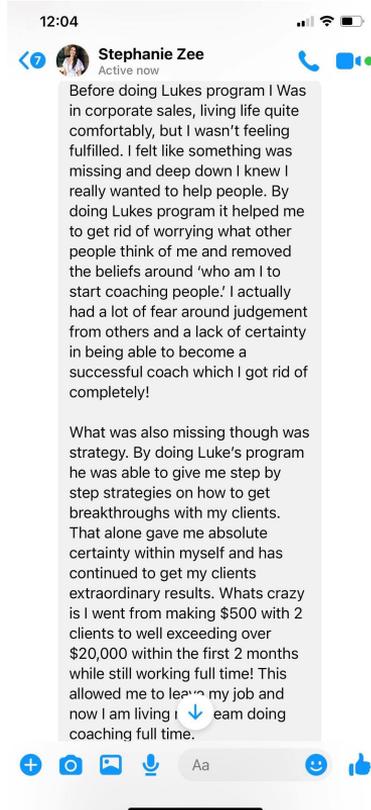
7 figure Academy Course Testimonials

Stephanie Zee, QLD



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Stephanie Zee, QLD



7 figure Academy Course Testimonials

Alexsandra Marianetti, California (from brazil)



7 figure Academy Course Testimonials

Alexsandra Marianetti, California (from brazil)

This is within 1 month of the course and its US dollars.

20 OCT, 08:19

Look I made over \$18.000 since I did the training with you I am beyond grateful every client is a close

Wow Man U are amazing



More success stories

www.lukehawkins.com/thank-you or

www.lukehawkinsofficial.com/7figurecoach