

# Fast-Track to Clients.

An Overview of the basics of Bruceros online. What we teach and how we think.

The 7 Habits of highly effective people.  
Be Proactive  
Start with the end in Mind  
First things first  
Win-Win  
Seek to understand first  
Benefits of Synergy  
Renew yourself

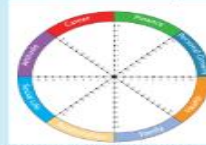


The foundation course.

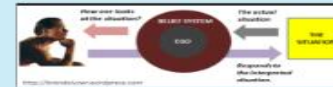
## How to have your Best Life!



Your Wheel Of Life!



Where are you now!



They are based on ???

People:  
Leadership = Influence  
Management = Things

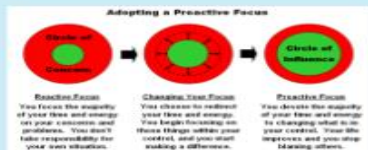


You will be in this space for a while

The 4 Agreements:  
Impeccable in Language  
Don't take things personally  
No judgements or assumptions  
Strive to do your best always.



Set your intentions



and this process

You are here



UNDERSTANDING YOUR  
PERSONAL BELIEFS

The tools of the trade



The process to move from effectiveness to greatness.

Remove I words:  
I believe  
I know:  
etc  
use other sources as reference



Improve/change Habits



Balanced Life



Find your voice and inspire others... and be rewarded.  
Our Business Opportunity  
brucerosonline.com




# Fast-Track to Clients.

Cash Flow: Cash Flow: Cash Flow

## **The importance of Building a Business:**


Client Acquisition is the life Blood. I attended a Zoom meeting with James Mel and Eben Pagan, very successful coach's and real estate investors.  
I adopted this model as it made the difference for me.






## A Leadership Development and Coaching Business: The Structured Learnings.

They are:

- 1) Break the Shackles foundation Course: Thinking differently.
  - 2) How to Design your La Dolce Vita: based on The Designed Life.
  - 3) Results based products (transformation not Information)
  - 4) Structured Coaching Sessions: Develop Leadership
  - 5) The Encore Career.
  - 6) A Business Model for Leverage and Growth.
- 



## A Leadership Development and Coaching Business: Required systems to be in place:

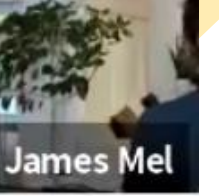
They are:

- 1) Client Invitation:
- 2) Client Conversation Framework: 7 step structured Conversation
- 3) A Results based package (transformation not Information)
- 4) Structured Coaching Sessions:
- 5) How to Attract new Clients:

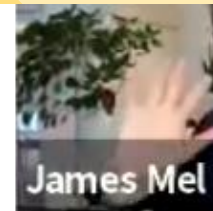
This is a brief outline of how we do these.



# Coaching Business



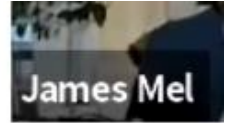
- **Systematic**
- **Scalable**
- **Predictable**
- **Profitable**



# **Goal: \$10,000/Month Cash Flow**




# **Eben Taught Me The Importance Of Acquiring Cash Flow Producing Assets...**



Self-Made  
WEALTH





James Mel

# **What If I Could Turn This Into A System And Build A Business Doing It?**

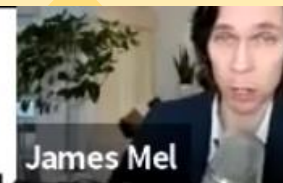




# **Build A** **“Virtual Client Engine”**

**That Brings You A Consistent, Profitable And  
Scalable Source Of New Clients Each Month**

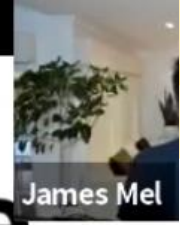




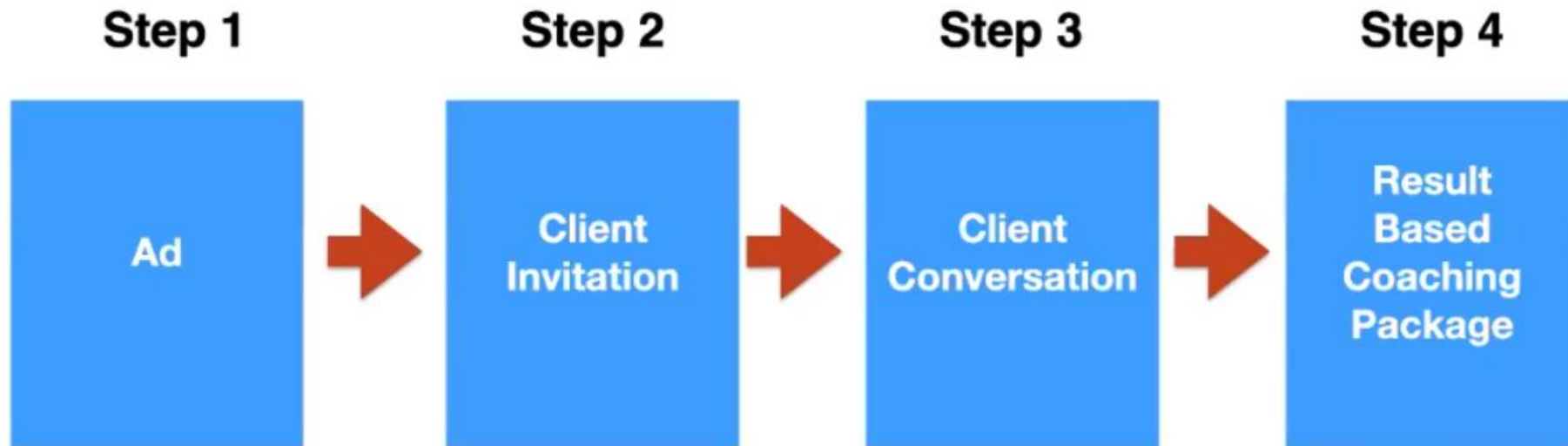
# Myths About Attracting Clients

- You need a fancy website
- You need a podcast
- You need a YouTube Channel
- You need a bestselling book
- You need a blog
- You need a big social media presence

**WRONG!**



# Building Your Client Engine



Step 5

Leverage:



**How do you acquire Leverage:**

Solve a problem for 1 person? > 1-1 Coaching.

Solve the same problem for some people? > group Coaching.

Solve the same problem for Many? > sell your program/product.

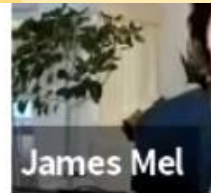
Solve the same problem for Many ?> Duplicate your Business Model.



# The Conservative Math



# When Things Get Exciting...

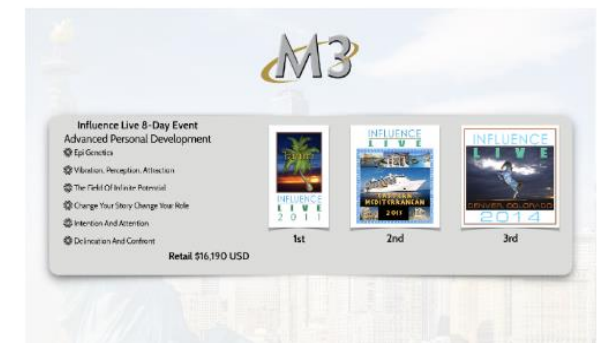
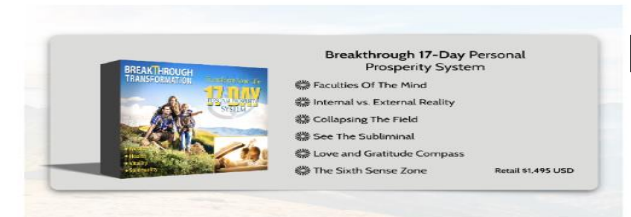


# You Have A Very Profitable & Scalable Coaching Business When...



- Result based coaching Package = \$1,997+
- Cost to acquire client = \$333
- Profit = \$1,664
- 6 Clients a month = \$9,984





**Sell the product range to your clients and people looking for solutions.**



# The Encore Career:

Develop Leaders and Coach People.





The Encore Career:  
The Business  
Opportunity.



# LEAD, TEACH, LEARN

*Discover the right path for you*

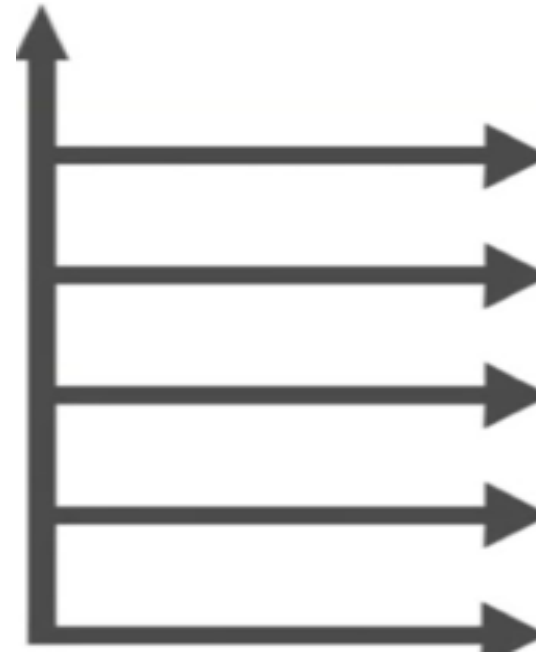
## Business Leverage:

The ability to train others to replicate what you are doing. You help them.  
They build a business.

You are rewarded by them paying you there first 3 sales. That's your fee for Training them in the Business of Building a business. You are assisting them to become self employed business owners.



You.  
Can  
go as  
high  
as  
you  
want.

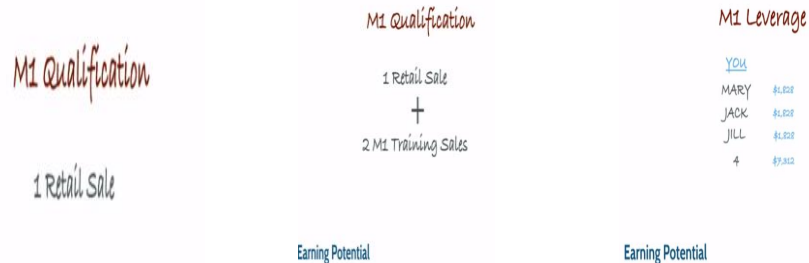


People you  
train and coach  
in the process  
of building a  
business.  
You receive  
one-of fees for  
your service.

# When things Get Even more Exciting...

## Leverage your Business Model>

The coaching package for those who wish to replicate what you do.



You

Introduce Mary: Retail sale plus passes up to you her first two sales. **Your Coaching fee.**

Jack: (1st sale from Mary): Potential to Coach if they want to build a business for themselves or buy our Product. You at least receive the income from the sale.

Jill: ( 2<sup>nd</sup> sale from Mary): Same potential exists as for Jack. Mary is now free to be totally independent of you..

Obviously if Jack and Jill wish to build a business they also will provide you with coaching fees. Remember leaders are Developed, not Born.

From experience, many people are looking for a financially viable solution, and the quality you need is to be able to assist them to find their way forward.



# When things Get Even more Exciting...

Leverage your Business Model>

1 sale per week = 4 Sales per month

$$M1 \ 4 \times \$1,828 = \$7,312$$

$$M7 \ 2 \times \$3,672 = \$7,344$$

$$\text{Total} = \$14,656_{\text{USD}}$$

Earning Potential

M1 Leverage

YOU

MARY	\$1,828
JACK	\$1,828
JILL	\$1,828
4	\$7,312

Earning Potential

M1 Leverage

YOU

MARY	\$1,828
JACK	\$1,828
JILL	\$1,828
4	\$7,312
8	\$14,624

Earning Potential

How Many People Did  
You Introduce?

1

Earning Potential

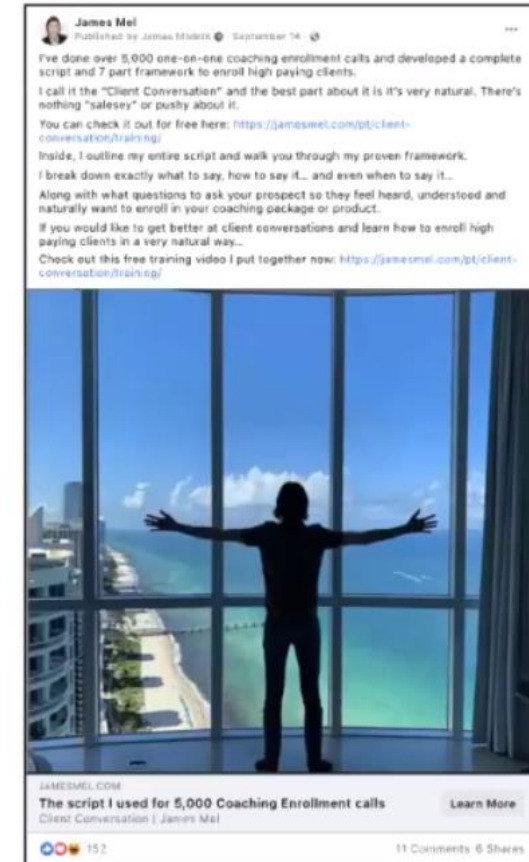
Its understandably important to attract the right people with the right ads.

## Three Profit Centres

1. Upfront Profits
2. Leveraged Income
3. Residual Income

Earning Potential

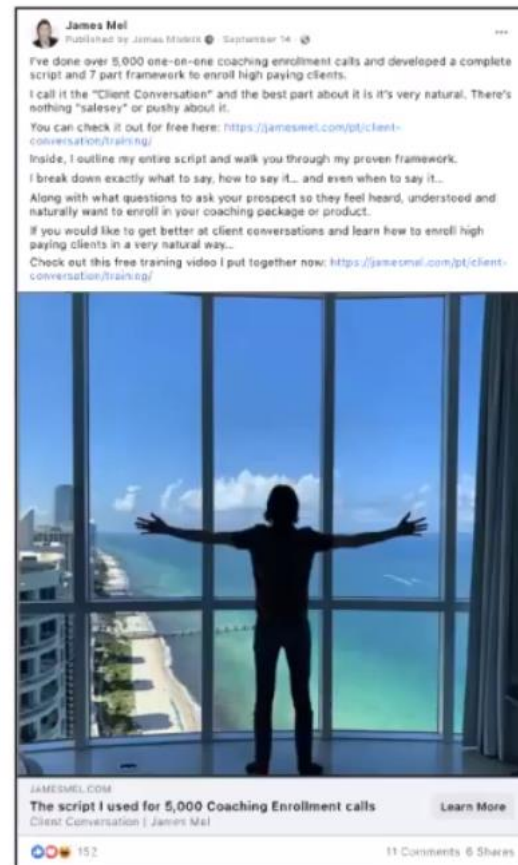
# AD



## The Advert Concept:


This is an offer is made to gain an email address:

# AD



**James Mel**  
Published by James Mel · September 14 · 152

I've done over 5,000 one-on-one coaching enrollment calls and developed a complete script and 7 part framework to enroll high paying clients.  
I call it the "Client Conversation" and the best part about it is it's very natural. There's nothing "salesy" or pushy about it.  
You can check it out for free here: <https://jamesmel.com/pt/client-conversation/training/>  
Inside, I outline my entire script and walk you through my proven framework.  
I break down exactly what to say, how to say it... and even when to say it...  
Along with what questions to ask your prospect so they feel heard, understood and naturally want to enroll in your coaching package or product.  
If you would like to get better at client conversations and learn how to enroll high paying clients in a very natural way...  
Check out this free training video I put together now: <https://jamesmel.com/pt/client-conversation/training/>



JAMESMEL.COM  
The script I used for 5,000 Coaching Enrollment calls  
Client Conversation | James Mel [Learn More](#)

152 11 Comments 6 Shares



# Client Invitation


The Client invitation is the most important skill to acquire.

Firstly its design is to offer the solution to somebody's problem.

What we do is solve the one problem for someone, now we scale that to solve the same problem for others.

FREE Training Video

"Here's The Exact Client Conversation Script  
I Used To Do More Than 5,000 Coaching  
Calls And Enroll High Paying Clients"



Yes James!  
I Want The Client Conversation  
Framework

First Name \*

Email \*

Yes! I want to watch for FREE!

This **FREE 31 minute training video** was recorded LIVE at an exclusive talk I did to our **high-end mastermind** group and reveals:


- ✓ How to convert your coaching calls into paying clients using my simple **7 step "Client Conversation" framework**. I've perfected this process over 5,000 calls and taught it to thousands of students around the world. I'll walk you through the entire process and show you exactly how to enroll paying clients
- ✓ I break down exactly **what to say, how to say it, and when to say it**, along with what questions to ask so your prospect feels heard, understood and naturally wants to enroll in your coaching package or product
- ✓ How to provide value on your coaching call in a way that you won't be "giving away too much" and your prospect will want to take the next step and enroll in your coaching package

# Client Conversation

The Client conversation has a framework which has been tested in excess of 10,000 times...5,000 times by James himself. He is very young but I have learnt so much from his program. He and Eben Pagan have allowed me to model their techniques.

Here's The Client Conversation Video...

Watch Until The End And I'll Buy You A  
1-on-1 Strategy Session To Outline Your  
Own Coaching Offer



Click here to claim your strategy session >>>

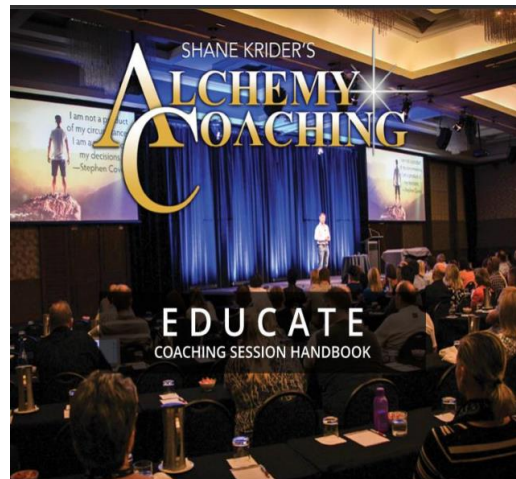
## The Results based Products:

Starts with award winning and proven history of transformation products and process.



TRANSFORMATION, not  
just INFORMATION!

Different-Think:  
The Foundation Course.  
Based on Steven Covey and Miguel Ruiz material



I have spent 20 years of my life working in the space where circumstance was dictating how people were living to that effect. This information is at the next level of understanding that circumstance is not the dictator of your result. There is a formula and a process for creating a different outcome. How to keep your Attention on your Intention.

WHY I PUT MY NAME ON THIS PROGRAM AND WHY YOU MIGHT BE PROUD TO ADD YOUR NAME AS WELL

1. High standards coupled with a big opportunity.
2. Utterly life affirming.
3. Unlimited but simultaneously practical.
4. Foundational, fundamental and elemental.
5. One of a kind tools that address root causes, not effects.



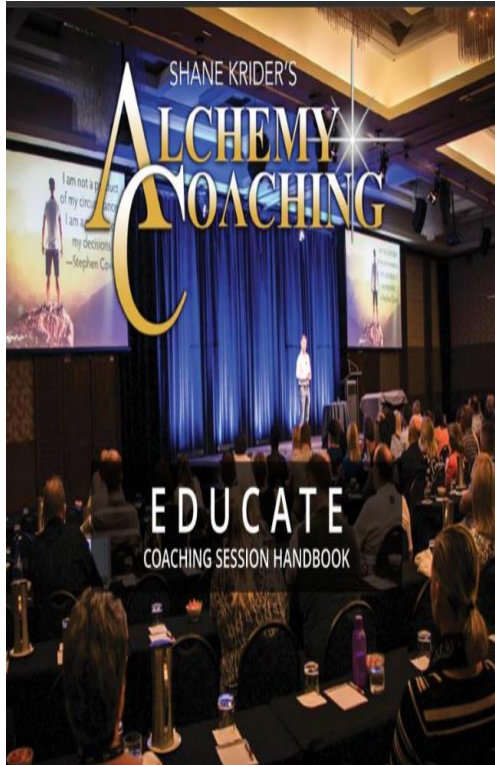
### Breakthrough 17-Day Personal Prosperity System

- Faculties Of The Mind
- Internal vs. External Reality
- Collapsing The Field
- See The Subliminal
- Love and Gratitude Compass
- The Sixth Sense Zone

Retail \$1,495 USD



# Structured Coaching Sessions:



I have spent 20 years of my life working in the space where circumstance was dictating how people were living to that effect. This information is at the next level of understanding that circumstance is not the dictator of your result. There is a formula and a process for creating a different outcome. How to keep your Attention on your Intention.



## Experience & Practice 25 Live Laser Coaching Sessions

The idea of "Laser Coaching" originated with Thomas Leonard - he's considered the founder of the modern coaching movement.

*"Laser coaching is defined as a specialized coaching technique...that promotes quick alignment, a rapid sense of relief, and a way of quickly unblocking someone..."*

— Thomas Leonard

Laser coaching is a focussed session that handles a specific difficulty or builds a particular skill. In the Virtual Coach you receive 25 laser coaching sessions targeted to your unique situation. In those sessions you'll gain new clarity, rise above your fears and see an opportunity to move forward with attuned support.

You'll practice 25 laser coaching sessions to develop the Virtual Coach methods, make them automatic and integrate them in your coaching style.

This model makes the Virtual Coach unique, and incredibly interactive.

The important part of Coaching is to UNDERSTAND that RESULTS happen between each session.



## How To Turn Your Coaching Practice Into A Coaching Business



# "The Missing Piece"

# Success From Scratch

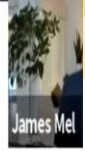
To BE able to SEE what you will BECOME.  
Break Free NOW.

Marketing is the basic need to succeed in any online business. Our Success from Scratch is structured so that as part of the coaching and leadership development process, no one is left behind. If your prepared to do the work-our process and coaching will ensure the best opportunity for you to succeed at the higher level.

Get Ahead Bonus:

## How To Build Your Own “Virtual Client Engine”

**That Brings You A Consistent, Profitable And  
Scalable Source Of New Clients Each Month**



They found that those who took our class were better able to conceive of and pursue a career they really wanted; they had fewer dysfunctional beliefs (those pesky ideas that hold you back and that just aren't true) and an increased ability to generate new ideas for their life design (increasing their ideation capability). All of these measures were “statistically significant,” which, in non-geek-speak, means that the ideas and exercises we lay out in our course and are going to walk you through this process have been proven effective; they can help you to figure out what you want and show you how to get it.

But let's be perfectly clear right from the start. Science or no science, this is all highly personal stuff. We can give you some tools, some ideas, some exercises, but we can't figure it all out for you.

We can't give you your insights, change your perspective, and provide you with nonstop “aha” moments, all in ten easy steps. What we can tell you is that if you actually use the tools and do the life design exercises, you will generate the insights you need to have. Because here's the big truth: there are many versions of you, and they are all “right.”

Designers imagine things that don't yet exist, and then they build them, and then the world changes.

You can do this in your own life.

You can imagine a career and a life that don't exist; you can build that future you, and as a result your life will change. If your life is pretty perfect as is, life design can still help you make it an even better version of the life you currently love living.

# Are you ready to turn your Leadership development and Coaching skills into a 6 figure income?



The process is simple: Lets have a conversation and see if this is what is important to you.



Bruce Ross: E: [bruceforonlinesuccess@gmail.com](mailto:bruceforonlinesuccess@gmail.com)