



THE 6-FIGURE FREEDOM FRAMEWORK

The 4 Ledges Coaches And Consultants
Must Conquer To Reach \$8,333 - \$15,000
In Sustainable Monthly Revenue



The average income for coaches and consultants is between \$45,000 and \$85,000 a year.

And I'm willing to bet, when you took the leap a few years ago and started your own coaching and consulting business, you wanted two things:

- 1. To serve powerfully, doing something you love.**
AND
- 2. To get paid well.** At least enough to support your dreams and freedom.

But the truth of it?

Right now, if you're like most, you're struggling to grow a sustainable and predictable business in the competitive landscape of coaching and consulting.

You spend weekends working your butt off - thinking you have to "hustle" even more to survive.

You bend over backwards for your clients - but they always seem to need more and more.

You feel the squeeze of under paying clients needing more and more of your time and energy.

And of course, you've tried over and over to break into true financial freedom.

Maybe you've read books on copywriting. Studied Organic Facebook Marketing. Bought Sales Training.

Celebrity branding for a few months...then "raw authenticity" ...then webinars and Facebook ads.

And if you're honest...it seems like almost every day growing your business feels as if you're carrying a big ass boulder uphill, both ways.



Sometimes you wonder...did you mess up?

Did you trade one rat race for another?

Is the market is too flooded?

Are people needing your expertise too scarce and competition too thick?

Or even worse...

Is it you? Are you missing something? Or not cut out for this?

So you lay awake wondering how much longer can you (*and your spouse*) can last through this financial rollercoaster?

Look.

I've been in your shoes.

Don't give up.

The freedom you want isn't a pipe dream.

I know it was that way for me.

I went from giving away my gift...to sending an \$18,000 invoice last Friday.

I went from hating my business...to waking up every day loving my clients and leading my team.

So I'm going to share with you my **6-Figure Freedom Framework**. Once you understand how powerful and simple this can be, I promise you, at least one piece of this framework will make the difference in your business. I can say that, because these are the concepts that worked for me - and that work for my clients.

But first...I want you to remember why you're on this journey by considering the following question...





If there was an additional
\$8,333 - \$15,000 showing
up in your bank account
each month from
coaching...and you weren't
stressed out and you
LOVED your clients...

...what difference would
that make for you in
your life?

(By the way...that's at least another \$100,000 a year.)



For most, it's the difference between constant stress and relaxation.

Between time with their family - or time trying to hustle down another deal.

Between a vacation...or months and even years without one.

It's the difference between using all your spare time trying to be a marketer...or actually becoming better and better at being a coach and consultant.

Look. It takes a huge certainty and faith in your destination to overcome the challenges to get there. But that doesn't mean it's HARD to get there.

It's actually simple.

So I want to share with you **The 6-Figure Freedom Framework** that has made the greatest impact on my journey.

It transformed my own business and completely transformed the businesses of my clients.

I've actually found anyone missing any single part of this framework will often cut their revenues in half.

But if you implement each part of the framework, and integrate all the pieces with each other, it will add 6-Figures to your business.

Here is the framework:



THE 6-FIGURE **FREEDOM** FRAMEWORK

FREEDOM

SALES

LEVERAGE

MESSAGE

CORE POWER



Now, the crazy thing about all these ledges?

Tons of people are doing a good job of selling you the importance of one of them.

But no one is showing you why (*and how*) to integrate all of them together.

For example. You have the mindset coaches talking about Core Power.

All the internet marketers preach copywriting, creating a killer offer, celebrity branding, niches, your messaging...etc... (*The message ledge*).

You're sold leverage on the marketing side with people trying to get you to do Facebook ads, webinars or write a book. On the coaching delivery side, people are selling you how to build out group coaching programs or "evergreen" courses for leverage.

For sales, High Ticket selling is the buzzword of the last 12 months.

And don't get me wrong, if you focus on one or two of these ledges, you're likely to add a few extra thousand to your business here or there.

But if you want a sustainable 6-Figure income that can grow to seven...stress free...

You have to develop all of the ledges together. And that's been part of the problem. Most people get stuck on parts of the climb - but have never integrated each ledge. So they don't reach the result they want!

Why? They haven't been shown the better way.

Until now. ;)





LEDGE ONE: CORE Power Is The Foundational Driver Of Revenue In A Business

I've found most coaches, consultants and experts overlook this.

They think some secret strategy or tactic is the key to building a sustainable business.

So they focus on marketing or sales way too early.

After doing that in my business, trying lots of different strategies and tactics, but still struggling to break the 6-Figure Ceiling...I woke up.

I learned the world will only give you that which you give yourself.

I learned it doesn't matter what strategies, tactics or tools you want to use to build your business. If you don't have your Core Power in alignment...all strategies, tactics and tools will fail you.

So what do I mean by CORE Power?



CORE Power is how much trust and respect you have for yourself without feeling any guilt or shame.

Coaching and consulting is a sacred and powerful responsibility.

And if you're going to charge what you're worth - you must nurture and take care of your own Core Power.

But most coaches don't know how to lean into the fear of charging more.

They don't know how to hold people accountable on their sales calls and call out the bullshit in a powerful way.

They don't know how to be in such deep alignment and congruence, so they attract leads by being themselves.

Simply because, deep down, they don't have certainty in themselves and don't know how to get it!

Maybe you can relate to this?

I've seen it time and time again - the world can only give you that which you give yourself.

I was in Arizona with 4 other awesome entrepreneurs and our trainer, Jaramy Eugene Wilson, sat us down, looked us in the eye and said...

... "Gentlemen, the modern day currency is trust and respect. If people don't trust or respect you, they will not pay you. And how in the fuck can anyone on this planet trust and respect you, if you don't trust and respect yourself first."

I'll never forget this moment because it was one of the most pivotal moments of my life.

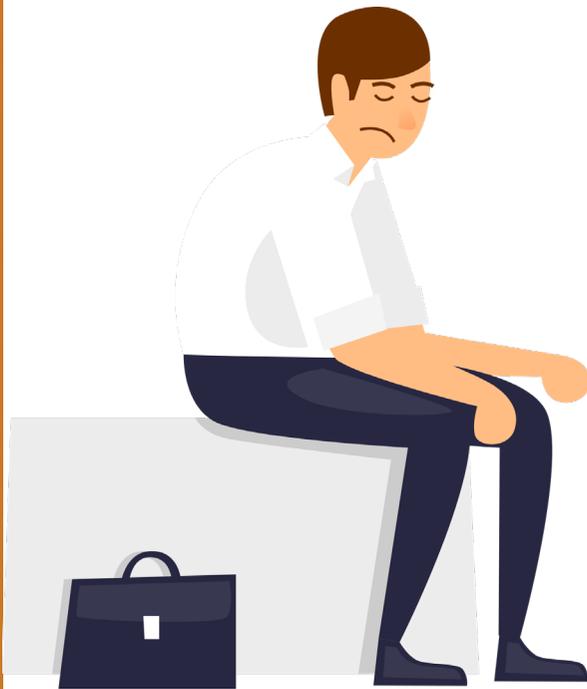


I remember looking down at my journal that day, writing that down and then thinking to myself...

...“Holy shit, I don’t trust and respect myself and if I don’t learn how to do so, I’m going to struggle to build my business and make the money I want, forever.”

In that moment, I realized I was operating from a place where I felt I needed to prove how awesome I was to people, in order for them to trust and respect me.

My mindset, before this shift in thinking was...



“If I can work hard enough and they tell me I’m awesome and that they trust, respect and admire me, then I’ll have the validation I need and I’ll be able to trust, respect and admire myself.”

Problem was, I had it all backwards! This was the real reason why business felt so damn hard for years and I couldn’t break \$8,333. So let me ask you, is your core power weak?



LEDGE TWO: Message

The Message Ledge has 2 critical elements...the first is Stages of Awareness.

1: Stages of Awareness

You have to know where your people are at, so you can form a real relationship that meets them where they are at.

There are 3 levels of relationship you can have with your perfect client. And people aren't ready to buy until you've helped them reach level 3. This is the number one job of your marketing!

Stage 1 — Strangers:

Strangers don't know what they don't know and are usually suffering, but they don't know why they are suffering.

They may believe their misery is just the way things are, and may not see any way out or they may know there has to be a deeper problem, but they're not clear on what that reason is.

Either way, they usually don't have clarity around the cause of their suffering yet.

With Strangers, you need a relationship strategy that does two things. Empathizes with their suffering. And helps them understand their suffering by putting a name to the cause of their suffering.

This message helps build trust and give them hope.

And if you can help Strangers get clear on the specific cause of their suffering, they will be open to finding a solution to it.

Stage 2 — Subscribers:

Subscribers are people who know the cause of their suffering and they've started paying attention to you and your message because you've helped reveal it to them.

You need a strategy that helps them see you have a solution. The solution must be clear and make sense. Simple is better.

Subscribers need to see the solution will lead to the specific outcome or results they desire.

Stage 3 — Seekers:

Seekers want to be buyers.

They know they have a problem because of a specific cause or set of causes.

They know you have the solution and your solution will help solve their problem and get a specific result.

They now trust you - because you have taken them on this journey of transformation. And they are now seeking out the details of how to get the specific solution you offer.

With Seekers, you want a strategy to affirm and prove the value of your solution. This moves them from someone who knows they want to invest in a result - to someone who invests happily!



Selling is easy when people are seeking you out, instead of you trying to sell and convince people who are still Strangers.

Message Part 2: Results and Specifics

Now that you understand the 3 stages of awareness, lets shift gears.

No one gives a shit about you or your offer.

People wouldn't hire you for a single thing if they could rub a magic lamp and immediately get what they want.

And most coaches and consultants communicate with this in mind, so they make their marketing about themselves. Instead? They should make it about the specific results they can deliver to their ideal clients.

If I were to ask most coaches or consultants what they do - it would be something general and generic.

"I help people live awesome lives"

"I'm a life coach"

"I help people find their passion"

"I help businesses grow"

Cool. **No one cares.**



The more general you are - the less likely anyone will ever listen to you.

Why?

People hide and ignore generalities. Yet, when you speak to the specifics, they are exposed and they pay attention.

So if you want to add 6-Figures to your business, there are two components every irresistible offer must have:

- 1. A specific pain you solve with a specific outcome**
- 2. A group of people who have this pain and want it to go away ASAP**

Figuring out these two things will give you traction and increase the exposure of your marketing message.

When your message is general, people will either ignore it or *like* it.

But let's be honest...*likes* don't pay the bills.

When you figure out how to speak about the right specific pains. And the right specific outcomes. To the right groups of people. ...it's like printing money with your marketing and it brings the people who will invest in you, and make \$8,333 to \$15,000 a month a reality.

I'll leave you with this...

There is a cool little piece of your brain called the **Reticular Activating System**. And it has one job.

It takes what you say and feel is important - and helps you pay attention to that stuff.

And it works hard to help you ignore everything else in the world.



This is why you could be in a room for 5 hours hanging out with people. And afterwards, if I asked you, “*What color the walls were*” - you probably wouldn’t know.

Your brain is filtering out information it believes you’re not interested in 24/7.

And it’s a good thing!

If your brain didn’t tune out information - you would be incredibly overwhelmed.

But this means something about your ideal clients.

Their Reticular Activating System is working overtime. There are more marketing messages than ever to tune out!

And the only way for their brains to cope with all the information is to ignore the general noise more than ever.

This is bad news for you if nothing changes in your marketing.

But with this slight shift of specificity, you can solve the challenge.

A specific and irresistible offer cuts through the noise.

One more thing...

Forget *expert* branding.



Gone are the days of the guru in the ivory tower sending propaganda to the masses about what they should do.

People want someone beside them in the trenches - not a 'know it all' leading from a glass tower.

And this is really important. Lots of the courses and coaches out there spend a ton of time helping you build an appearance of being *perfect*.

And the truth?

It's a waste of time - and often does more harm than good.

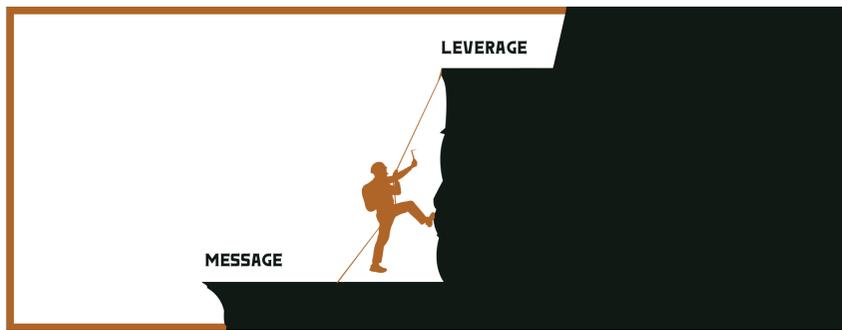
What people want is a real relationship with someone they can trust and relate to.

They want a mentor and a guide - not a "know-it-all" guru.

Gone are the days of fake smiles, scripted persona's, propped videos. The internet has invited everyone into a realm of genuineness...and those who accept the invitation will profit.

The more you embrace this shift - the more your perfect people will love you.





LEDGE THREE: Leverage

Leverage comes in two different areas. First, how you deliver your value as a coach or consultant to your clients. We'll call this *Leveraged Coaching*.

Second, how you consistently keep your marketing and sales machine running. (Without becoming a full time marketer instead of coach!) We'll call this *Leveraged Leads*.

Leveraged Coaching

One of the biggest problems I've seen coaches and consultants face is leveraging time. Most believe they can only deliver value through 1-on-1 coaching or live classes.

This belief limits your freedom, your financial capacity and the number of people you can help.

If you want to add 6-Figures to your business, here is what to do.

Get clear on where your Perfect People are, the specific result you help them reach, and the exact journey you take them on.

Then you want to train on each of those steps. And record those trainings.

You're devaluing your time and teaching your clients to devalue their time if you give the same trainings over and over.

Instead - train once and support powerfully.

Now some of you may think this hurts the value you bring to the table. But consider. By doing this, you'll free up your own time so you can provide more unique and powerful support to everyone you serve.

And you'll have the time to actually enjoy your life outside of your business!

For example:

Scenario One — You spend 16 hours training the same 2 hour concept over and over to different people. This is not leveraged.

Scenario Two — You spend 2 hours training once, recording it, and letting this single training work for you over and over. Then you take 7 hours and provide even better support in addition to the training. And take the remaining 7 hours living a life you love - having fun!

In Scenario Two your clients get better support, you get more time freedom, and you work less!

Everyone wins.



If you want to add another 6-Figures to your business, you must acquire the skill sets, mindsets and CORE Power required to leverage your time.

You must also identify what it is you can train once on - and how you can support your Perfect People powerfully.

Even if you're closing large 1-on-1 Coaching Packages, leveraging your time is of huge importance to your ability to add another 6-Figures sustainably.

If you haven't started moving into the 1-to-Many Model - you're already behind. And not only that, your clients are as well, because they aren't getting the best support you can deliver.

Leveraged Leads:

Remember our Strangers, Subscribers and Seekers framework from the Message ledge?

Here is where that principle gets even more important. You want everything you do online to bring people through the each step automatically.

So in a leveraged and automatic way - you want to get in front of your Perfect People while they're **Strangers**. And do it in such a way their curiosity is aroused enough so they become a **Subscriber**.

Remember what I mean by Subscriber? It's essentially someone who is open to hearing more about what you have to say. They may read your posts, like your page, join your group, download a pdf, read your emails or attend your webinar. (These are some examples...)

When your Perfect People move from stranger to Subscriber, it's a very pivotal moment. You want to support them with content that helps them make the important mindset shifts required to step into their future desires.



These are the *aha's* that move them from being a Subscriber, who is curious about what you're talking about...to a **Seeker**, who understands what they need - and knows the value you bring to the table for them.

Why is this moment pivotal?

Because people screw it up *all the time*.

Here is how.

They either teach too much...and give people the opportunity to believe (usually falsely) they can reach the result quickly on their own...

They teach too little - and don't establish themselves as an authority.

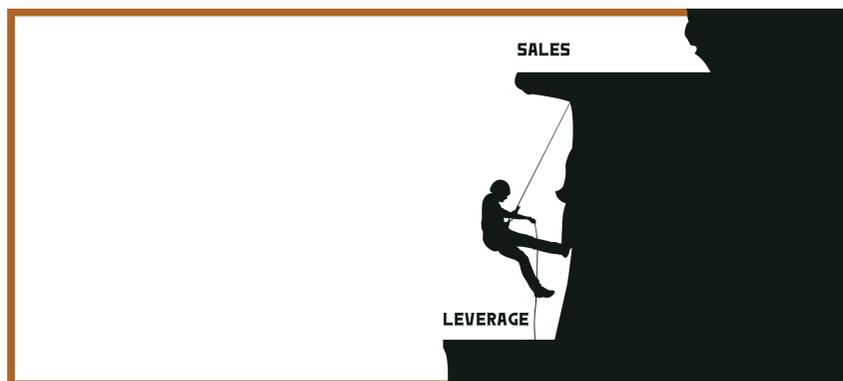
Or they miss the boat all together - by not treating Subscribers any differently than the Strangers. So they lose trust, respect and connection.

At the end of it all - you need an automatic system which only takes a few hours a week to manage. A system that powerfully takes your Perfect People on a journey from Strangers to Seekers.

When your system is giving you a consistent flow of leads... it allows you to stop worrying about your next sale. To stop hustling. And start relaxing into being the best coach and consultant you can be.

Oh. And the people interested in investing with you are nice too. ;)





LEDGE FOUR: Selling

Recently, I asked on my Facebook wall what people thought of selling.

The responses were varied.

Some felt icky. Gross. High pressure.

Others said selling was service. The path to money. Critical.

So I want to ask you right now.

What do you think and feel about selling?

If you're like most coaches and consultants, you probably have a deep internal conflict.

Part of you may want to say selling is service. That you appreciate it. That it's important.

But another part of you?

You may view selling as beneath you or a necessary evil.

Maybe selling isn't something you're absolutely comfortable with or something you love.



But if you're open, I'll have you consider, your dreams are on the other side of removing that discomfort with sales. To reach 6-Figures, I haven't seen anyone not have to retrain their brain around selling.

I once heard a saying that hit me like a ton of bricks.

"People who are comfortable selling, attract those who are comfortable buying"

I remember the Law of Being and how the world gives me that which I give myself. I understood principle of I am that I am.

So I immediately saw why selling was hard for me.

Because I felt uncomfortable selling, I attracted people who were uncomfortable buying!

After I became *comfortable* selling, I attracted people who were comfortable buying!

That day I chose to see selling as service and to do the work to fall in love with it.

I learned the mindset, skill sets, and frameworks. And selling became a powerful conversation with people I loved.

As a result of my mindset shift around selling, I started having \$19,000 months consistently.

I even had a \$30,000 week.

So let me ask you. Are you open to the possibility that there is a comfortable way to sell that you can love?

A way in which your clients send you handwritten notes, telling you your sales conversation was an answer to prayer?



A way that is more about helping your clients find the power to make a decision for themselves? And not about you manipulating, giving away free coaching or feeling like you're pulling teeth?

And a way where your leveraged lead process has already done the work, so your ideal client is essentially ready to give you their payment? And the conversation is fun, powerful and simple?



Falling in love with selling is a process. But there are a few things to make the process a lot easier - and make it so selling becomes **effortless**, easy and FUN. (*Instead of stressful, forceful and manipulative*).

Crazy thing is we've already covered them. Because when you build on the 6-Figure

Freedom Framework, everything works together.

It starts with your inner CORE Power and certainty. You cannot expect people to trust you when you don't have trust in yourself. This is what happens when you make the mindset and skill set shifts required to reach the Core Power ledge.

On the message ledge, you've done the work to uncover your message around your market's specific problem and outcome. And when you know the specifics, you can ask powerful questions.

Finally, it's about the journey your ideal clients took to reach you. When you build the relationship with your Perfect People from Strangers, to Subscribers to Seekers - the entire sales conversation is completely different. Your Perfect People become hungry for what you have - not defensive.

This happens on the Leverage ledge.

And finally, when you allow yourself to believe it's possible to not only be comfortable selling...but actually fall in love with selling...you'll watch your bank account explode.

But if you keep telling the story that selling isn't your thing. Or that you're different and can build a business without selling...

You'll continue to struggle and not reach freedom. And won't be able to charge what you're worth.

Stop looking for a shortcut.





THE TOP: At least \$8,333 a month

Have you ever been rock climbing?

There is always a first climber.

Someone who anchors in a rope as they go, so the next climbers have a much easier, faster and safer time getting to the top because the first climber left a rope.

I've spent years of struggle, money and time...and I've climbed these ledges.

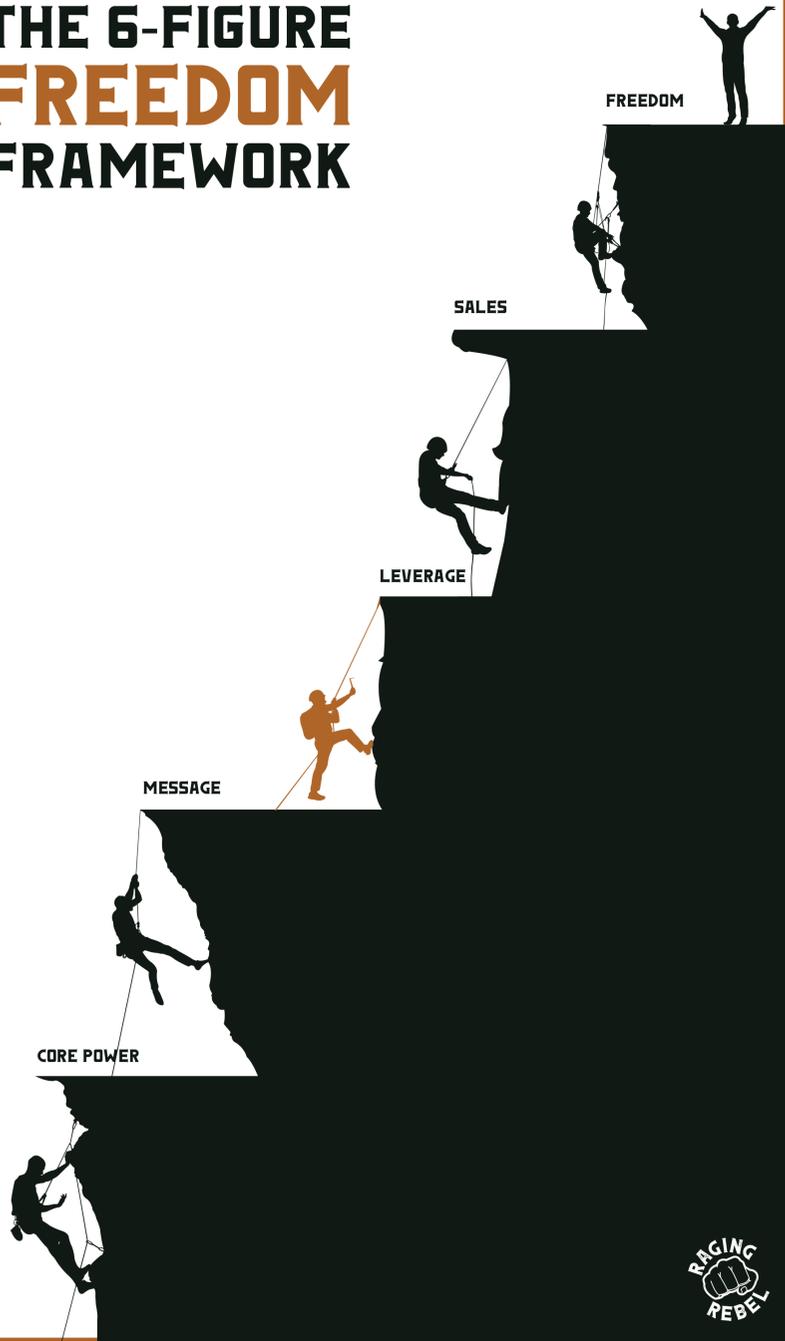
And I have an amazing rope ready for you to grab...a rope my other clients have used over and over.

The \$8,333 a month summit is possible. And it doesn't have to feel like you're climbing blind and confused. One that is constantly being refined, perfected and simplified.

But a quick question.



THE 6-FIGURE FREEDOM FRAMEWORK



Do you want to collapse time?

As a coach and consultant who causes transformation - I'll have you consider, you're selling one thing -- a time machine.

You're asking your clients to trust and believe you're going to help them collapse time. To reach a transformation faster with your ropes than if they were free climbing.

And your people will invest the same way you invest.

If *you're* committed to not collapsing time for yourself...

...then expect your potential clients to mirror your own commitment back to you.

You can't inspire what you don't embody.

If you don't seek out and invest in the path and ropes for your own journey...

...then you will have trouble finding clients honoring and respecting your path and ropes for them!

You develop the authority to hold space for your clients to take the leap and enter a time machine with you... when you do the same for your own mountains.

So let's talk about the result of adding \$8,333 a month in your coaching business.

A coach or consultant trying to do marketing and sales on their own is no different than your Perfect Person thinking they can do your area of expertise on their own.

Think of your Perfect People who decide to try and make it to their mountain top on their own instead of investing in working with you.

We both know that a year from now, they won't be as far as they could be if they had hired you...right?



So why do you think adding \$8,333 or more is something you're better off doing on your own?

You trying to do marketing and sales without a guide is no different. You believe in selling other people time machines - but do you believe in buying one for yourself where it matters the most?

And notice what comes up for you when I say that. Maybe some anger. Or indignation. Or a aha moment...

But whatever it is, the mind games, emotions and problems and butts going through your head right now is a lesson in your business right now. It shows you exactly what type of buyers you're attracting (or not attracting)!

I know I may be a bit brash. Yet, I care too much to hold you accountable. This Core Power stuff right here is what makes the difference between those who struggle and lose and those who struggle but WIN.

You deserve to win. It's possible for you. Otherwise you wouldn't have a desire to have it.

And this journey doesn't have to take years.

You deserve to have the time to deepen your skills as a coach or consultant.

You don't have to spend your nights and weekends trying to masquerade as a marketer and sales person for years on end.

You deserve financial freedom and time freedom.

And believe me - there are plenty of "coaches" that have it that have made it to financial freedom, and don't bring near as much to the table in skill and value that most people in my circle have.





Now. I don't know where you're at, but I do know The 6-Figure Freedom Framework is a simple path to another \$8,333 a month or more.

So you can try and discover the details of the framework on your own. And keep getting the same results you have now.

Or you can explore what getting the ropes and path up the cliff would look like for your unique business.

The choice is yours.

If You're A Coach Or Consultant Who Is Ready To Reach \$8,333 - \$15,000 Per Month Using The 6-Figure Freedom Framework - I Have Something To Help You.

I have an application process for a **free** call with me to determine how the 6-Figure Freedom Framework applies to your current situation and to help you prioritize your next best next steps in sales and marketing.

Now you might be wondering...what's the catch?

There are *three* catches...

First, you need to apply by filling out a form.

After conducting these calls with people around the world, I've discovered that occasionally there are people who are curious but not serious.

I spend my time with those who are serious. The application helps us hit the ground running on the call and ensures you're the person I can help with my time.



Second, you have to meet the following criteria:

1. You already have a coaching or consulting business with existing clients.
2. You're open to learning and committed to your growth
3. You have a burning desire to add another 6-Figures. Your business isn't just a hobby - it's incredibly important for your dreams and self expression.

And Third, I know if we put a kick ass plan together to help you achieve the results you want - you may want my help (and the help of my expert team) to climb the mountain.

If I think we're a good fit, and if you think we're a good fit, we can talk about working more together.

But if neither of us do...no problem. You'll still leave the call with a kickass plan and a good ol' kick of motivation. So you really have nothing to lose.

Sound fair?

Now. Remember, on this call you'll gain an incredibly powerful conversation and a kickass plan around the 6-Figure Freedom Framework you just learned.

I promise it will be one of the most powerful conversations you have ever had about your business.

I only set aside a few hours a week for these calls, so click the button below to apply.

Talk to you soon.



[**CLICK HERE TO LEARN MORE**](#)

