

VICTORIA *gilson*

Fast-Track Your Success Online As A Life Coach Workbook



Your Launch & Growth Plan To Overcome Marketing
Overwhelm So You Can Grow Fast

HELLO, MY LOVE!

I'm Victoria Gibson

I'm a dedicated Aussie extrovert who helps life coaches grow their business online by creating and sharing messages and offers that help them get paid and earn more while they blow their client's minds - one at a time

- Pretty cool, huh?



The chance to reach and enrol coaching clients online, no matter what kind of coach you are, what you offer, or how much experience you have, is an amazing opportunity - but one that can confuse even the smartest and most accomplished women...

But I want to give you a chance to finally break free from marketing overwhelm with my **3-Phase In-Demand Method**, which is the proven path to stop wasting time, energy and money and instead set yourself up for lasting success by focusing only on the strategies that EVERY LIFE COACH must do, no matter where they are in their business.

These fundamentals can't be side-stepped if you want to create leverage and success in less time and with more fun and fulfilment; this is your answer.

So let me be your trusted guide here, and shortcut your success when it comes to making your marketing work online and getting the confidence to trust that you can get results while you create amazing outcomes for your clients.

Also, if you haven't watched the companion webinar that goes along with this workbook, [head here](#) to claim your spot.

YOUR FAST TRACK TO CLARITY, CONNECTION & CONFIDENCE

COACH CO. 3-PHASE IN-DEMAND METHOD

The Coach Co. Demand Accelerator helps life coaches launch and grow offers they love online with complete clarity while staying true to themselves and their clients.

PHASE 1

CLARITY



1. Nail Your Niche

Get the niche clarity you need to effortlessly attract more clients and create amazing results for them.



2. The Art Of "Easy-Yes" Offers

Set yourself apart on social media with an offer you love that helps you quickly sign high-paying clients online from your Method.



3. Rejection-Resistant Pricing

Own your value and shift the focus from who you are and what you do to creating amazing client outcomes and pricing...

PHASE 2

CONNECTION



4. Step Into Money Confidence

Crack your money code to create a conscious money compass using the Sacred Money Archetypes* and end sabotage.



5. Hands-Free List & Social Media Growth

Activate your email list and social media following with a simple and automated email and social media marketing...



6. Showcase, Share & Scale With Webinars

The hassle-free way to create webinars and online events quickly with only the essentials you need (and none of the fluff).

PHASE 3

CONFIDENCE



7. Targeted Leads On Repeat

Create a sea of right-fit leads on autopilot with a super-effective lead magnet.



8. Simple Facebook™ Ads That Work

Make your ads work the right way using up-to-the-minute systems and effective strategies to run everlasting ad campaigns



9. Sales-Free Selling System

Understand the power of making elegant invitations that build connection, desire and urgency to increase conversions.

COACH Co.

If you want to get crystal clear on the EXACT STEPS you should be following right now to achieve your clarity goals, then [*CLICK HERE*](#) to book a free Coach Co. Online Demand Accelerator strategy call.

STEP 1: NAIL YOUR NICHE

COACH CO. DEMAND ACCELERATOR

1. **Nail Your Niche With Clarity**
2. Easy-Yes Offer Creation
3. Rejection-Proof Pricing
4. Crack Your Money Code
5. Hands-Free Email & Social
6. Webinars They Want To Watch
7. Targeted Leads On Repeat
8. Simple Evergreen Ads
9. Sales-Free Selling

3 Steps To Niche Clarity For Life Coaches

This one-page cheat sheet shows you how coaches, transformational leaders, therapists and practitioners like you, can quickly get the niche clarity they need to eliminate marketing overwhelm and easily express and share their value.

COACH Co.

PROVEN RESULTS

Many life coaches fear that if they choose a niche, they are limiting who they can serve.

They think narrowing their focus means missing out on opportunity.

But Niche Clarity is a huge opportunity to attract more ideal clients and get them great results with complete certainty.

CHALLENGES

People Don't Understand How You Can Help Them When You Don't Have A Niche, And



1. Marketing Is Difficult & Costly



2. Your Uncertainty Drives You To Hide



3. You're Frustrated By Getting Overlooked Online

3 SIMPLE STEPS TO NAIL YOUR NICHE

STEP 1



Discover & Use Your Brand Archetype To Leverage Your Strengths And Align To Your Passionate Purpose.

STEP 2



Explore & Brainstorm The Highest Potential Niches For You Based On Your Knowledge, Skills & Talents Using The Niche Breakthrough Solution®

STEP 3



Select The Niche You'll Serve By Pinpointing Their Key Problem, Outlining What They Need To Know, & Clearly Expressing The Transformation You Offer.

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STEP 2: CREATE YOUR EASY-YES OFFER

COACH CO. BUSINESS ACCELERATOR PROGRAM

1. Nail Your Niche With Clarity
2. **Easy-Yes Offer Creation**
3. Rejection-Resistant Pricing
4. Crack Your Money Code
5. Hands-Free Email & Social
6. Webinars They Want To Watch
7. Targeted Leads On Repeat
8. Simple Evergreen Ads
9. Sales-Free Selling System

Your 3-Step Strategy Map To Easy-Yes Offer Creation

COACH Co.

This one-page summary shows you how to cultivate your distinction into an unfair advantage and package it into an easy-yes offer that is so compelling, valuable and attractive it practically sells itself.

PROVEN RESULTS

How Would You Like To Get Seen, Heard & Highly-Paid Online With A Stand-Out Offer You're 100% Proud Of? Get On The Path To Create And Launch Your "Easy-Yes" Coaching Offer Without The Need To Push, Convince Or Chase - EVER.

COMMON REASONS OFFERS DON'T SELL

There are 3 big reasons why most life coaches struggle to create and sell simple, effective and highly desirable offers.



Market Confusion From Offer Trying To Teach & Deliver Way Too Much



Offer Fails To Stand-Out Due To A Lack Of Distinction & Advantage.



Client Outcomes & Transformation Aren't Clear

3 STEPS TO CREATE YOUR EASY-YES OFFER

STEP 1



The Art & Science Of Creating Competition-Free Offers That Instantly **Set You Apart** & Make You Seen As **Endlessly Valuable**.

STEP 2



Map Out The Magic Method That Is Your Success System For Delivering On Your Promise With An Unfair Advantage.

STEP 3



Simplify The Method Into Desirable & Achievable Outcomes To Avoid Confusion & Make It Easier To Share & Sell.

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STEP 3: REJECTION-RESISTANT PRICING

COACH CO. ONLINE DEMAND ACCELERATOR PROGRAM

1. Nail Your Niche
2. The Art Of "Easy-Yes" Offers
3. Rejection-Resistant Pricing
4. Step Into Money Confidence
5. Hands-Free List & Social Media Growth
6. Showcase Your System With...
7. Targeted Leads On Repeat
8. Simple Facebook Ads That Work
9. Sales-Free Selling System

Rejection-Resistant Pricing For Life Coaches

This one-page cheat sheet will show you exactly how life coaches, transformational leaders, therapists and practitioners can confidently own your value and price your offers with confidence so you can earn more .without compromising on results or tanking your conversions

COACH Co.

Pricing Success

Most life coaches struggle to know what to charge and tie their own thoughts to what they charge.

When you embrace The Coach Co Method, you can get the exact clients you want, when you want, at the price you want.

You never have to cross your fingers, and you never have to rely on luck, networking, or word-of-mouth.

Roadblocks

Ocercome these three common pricing fears to own your value.



Stuck In Time-For-Money Paradigm



Commodity-Pricing Instead Of Transformational Value Pricing



Mistakenly Believing That Price Has The Biggest Influence On Sales Growth

3-STEP PRICING SUCCESS STRATEGY

STEP 1



Move From General Life-Coach To Highly-Paid Specialist Coach & Reap The Rewards

STEP 2



Create A High-End Package With A Promise That Helps Transform A Significant Issue In The Lives of Your Clients.

STEP 3



Create Connection In The Hearts & Minds Of Your Perfect People With Messaging & Offer Communication Principles

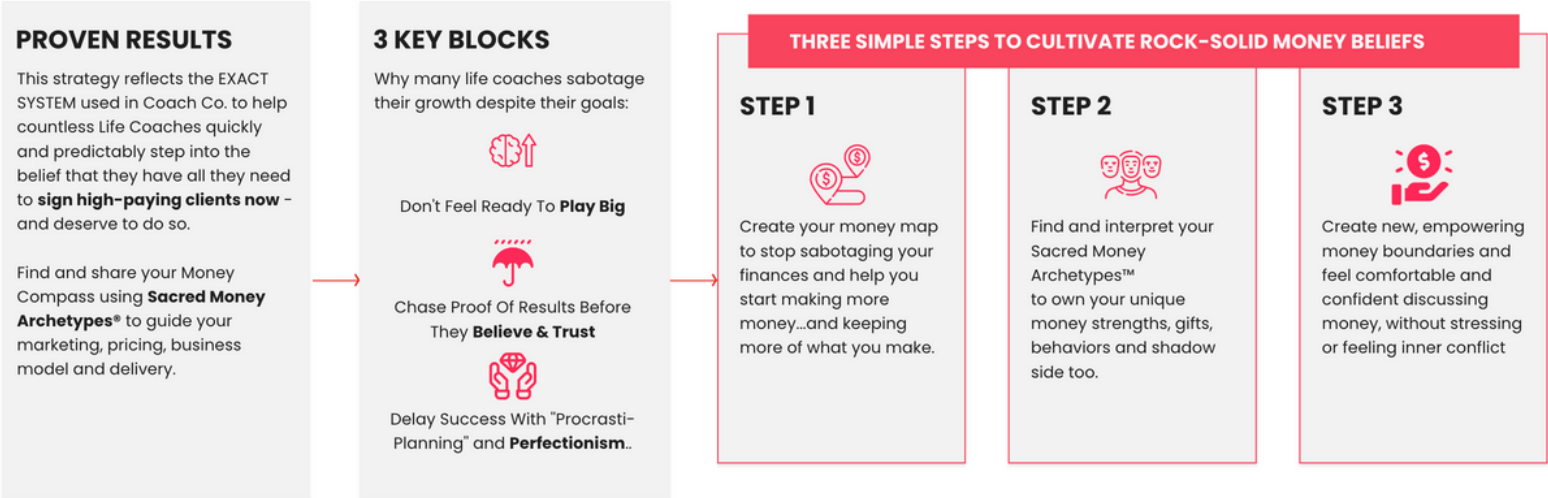
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STEP 4: STEP INTO MONEY CONFIDENCE



Step Into Money Confidence

This One-Page Roadmap shows how life coaches can overcome their recurring money blocks and harness their unique drivers to make more money in business by uncovering their Sacred Money Archetypes™, unlocking their money compass to own their value and map out their big money goals.



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STEP 5: HANDS-FREE EMAIL LIST & SOCIAL MEDIA GROWTH

COACH CO. BUSINESS ACCELERATOR PROGRAM

1. Nail Your Niche With Certainty
2. Create An Easy-Yes Offer
3. Rejection-Resistant Pricing
4. Step Into Money Confidence
5. **Hands-Free Reach**
6. Workshops They Want To Watch
7. Targeted Leads On Repeat
8. Simple Evergreen Ads
9. Sales-Free Selling System

Hands-Free List & Social Media Growth

COACH Co.

This One Page strategy overview will show you exactly how Life Coaches just like you can quickly grow their email list, build an engaged following and get more sales from email and social media on autopilot without worrying about what to write and post, what tools and software you need, or how to create content that gets results...

PROVEN RESULTS

This strategy reflects the EXACT SYSTEM we have used to help countless Life Coaches get more clients from email and social media with automation and live interaction to confidently attract clients online and earn more doing what matters most..

3 COMMON BLOCKS TO LIST-BUILDING & SOCIAL MEDIA GROWTH

Why most life coaches struggle to grow their email list, build an engaged following and get more sales from email and social media.



Content & Platform Confusion Leads To Overwhelm



Visibility Fears Keep You From Showing Up Consistently



Missing Content Strategy To Get Real Momentum

3 SIMPLE STEPS TO GROW YOUR EMAIL LIST & BUILD AN ENGAGED FOLLOWING

STEP 1



Create Your & Share Effective Lead Magnet To Attract Targeted Leads.

STEP 2



Build a client attraction ecosystem to automatically grow engagement and conversions with structure and relevance.

STEP 3



Get the consistency framework you're missing to build a foundation of value and opportunity you can master.

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"Victoria, I'm so overcome with emotion and GRATITUDE today!

I have surpassed \$12,000 in sales, officially, and my calendar is PACKED with Discovery sessions!"

Julie Danielson

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STEP 6: WEBINARS & WORKSHOPS THEY WANT TO WATCH

COACH CO. DEMAND ACCELERATOR...

1. Nail Your Niche With Certainty
2. Easy-Yes Offer Creation
3. Rejection-Resistant Pricing
4. End Money Sabotage
5. Hands-Free List & Social Media...
6. **Webinars They Want To Watch**
7. Targeted Leads On Repeat
8. Simple Evergreen Ads
9. Sales-Free Selling System

Webinars & Workshops They Want To Watch

This one-page cheat sheet will show you exactly how Life Coaches just like you can create a webinar or workshop to showcase your coaching and quickly and confidently to engage and convert clients.

COACH Co.

Proven Results

This strategy shows you the way to easily create your own webinar or online workshop with a plug and play framework and presentation swipe that's packed full of prompts and examples to skyrocket your sales and take your audience from cold to converted in no time.

3 Common Blocks

I hear these struggles often from life coaches looking to use webinars and workshops:



Overwhelm About The How



Confused About Where To Start



Thinking Webinars Are Old-Fashioned & Hard-Sell

3 SIMPLE STEPS WITH ONLY THE ESSENTIALS & ZERO FLUFF).

STEP 1



Create A Presentation Strategy to attract the RIGHT clients, who are thrilled to work with you, and who see you as the "go-to" coach of your industry.

STEP 2



Whether you share it live with your audience, or automate so they can watch it on their own time, I will help you create the perfect presentation for you.

STEP 3



Test, optimize and evergreen in real time to maximise impact and conversions with real-time guidance and support

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STEP 7: GENERATE LEADS ON REPEAT

COACH CO ACCELERATOR PROGRAM

1. Nail Your Niche With Confidence
2. Create An Easy-Yes Offer
3. Rejection-Resistant Pricing
4. Step Into Money Confidence
5. Hands-Free List & Social Growth
6. Webinars & Workshops
7. **Targeted Leads On Repeat**
8. Simple Evergreen Ads
9. Sales-Free Selling System

Create Targeted Leads On Repeat

COACH Co.

This one-page cheat sheet will show you exactly how Life Coaches just like you are able to consistently create a flow of targeted leads using simple and profitable online pipelines without frustration and overwhelm.

PROVEN RESULTS

This strategy reflects the EXACT SYSTEM I've used to help countless Coaches, and Course Creators quickly and predictably create a consistent flow of targeted leads.

This is the key to consistently attracting clients online, no matter how big your audience is, so you can earn more doing what matters in less time and with less overwhelm.

COMMON ROADBLOCKS

Why most life coaches struggle to bring in targeted leads consistently:



Organic Marketing Is Slow



Don't Know How To Get In Front Of Right Audience



Ineffective Messaging, Copy & Creative

3 STEP...

STEP 1



Select the most aligned online pipeline for your message and audience using our funnel frameworks and lead magnet creation protocols based on decades of testing.

STEP 2



Get the proven creative and copy strategies along with simple and cost-effective tools to create and share for engagement, results and sales.

STEP 3



Test, tweak and optimize with our expertise right by your side. Get the right tweaks at the right time to shorten the success runway and build lasting marketing skills for you to apply...

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"I didn't know where I wanted to take my business. Victoria's strategies helped me create a whole new aligned offer, eradicated all the doubt I had surrounding my fees and helped me completely redefine my business.

I have even more confidence in my ability to consistently generate a 5-figure monthly income."

Maria Golding

STEP 8: SIMPLE EVERGREEN ADS

COACH CO. BUSINESS ACCELERATOR PROGRAM

1. Nail Your Niche With Confidence
2. Create An Easy-Yes Offer
3. Back Yourself With Rejection-...
4. Step Into Money Confidence
5. Hands-Free List & Social Growth
6. Webinars They Want To Watch
7. Targeted Leads On Repeat
8. **Simple Evergreen Ads**
9. Sales-Free Selling System

The Simple Evergreen Ads

This one-page cheat sheet will show you exactly how Life Coaches like you can quickly reach more of the right people and take control of a simple lead generation pipeline to get more clients without failed and costly campaigns, overwhelm, or shooting in the dark.

COACH Co.

PROVEN RESULTS

This strategy reflects the EXACT SYSTEM we have used to help countless Life Coaches, Spiritual Coaches, and Course Creators quickly and predictably reach more of the right people and take control of their own online lead-generation pipeline...

COMMON STRUGGLES

Why most active adults struggle to reach more of the right people using paid Facebook™ and Instagram™ ad campaigns.



Can't Make Ads Work



Lost Money On Failed Campaigns



Overwhelm, Fear & Frustration

3 SIMPLE STEPS

STEP 1



Follow a custom plan for evergreen campaigns that bring in low-cost targeted leads.

STEP 2



Make the most of proven copy and format templates and messaging guides and Facebook's advanced features to get yo...

STEP 3



Scale and optimize your smallest and most-effective budget for maximum impact.

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"I just surpassed the ONE MILLION dollar mark this year.

That's right. I've made a million bucks this year alone.

And, this month, I'll make \$500K.

It's shaping up to be a Very. Good. Year.

Pretty insane considering where we started from, and how you helped me get such an important leg up three years ago. I remember how much I cried when we went from less than \$5K up to \$25K a month!

Victoria, you've been so instrumental in the growth of my business. You always stood by me, believed in me, and showed me how to be a class-act boss babe as an internet entrepreneur.

Alanna Kaivalya

STEP 9: SALES-FREE SELLING

COACH CO. DEMAND ACCELERATOR PROGRAM

1. Nail Your Niche With Certainty
2. Create An Easy-Yes Offer
3. Rejection-Resistant Pricing
4. Step Into Money Confidence
5. Hands-Free List & Social Growth
6. Webinars They Want To Watch
7. Targeted Leads On Repeat
8. Simple Evergreen Ads
9. **Sales-Free Selling...**

The Sales-Free Selling System For Life Coaches

This one-page summary highlights the power of gaining market understanding to position yourself as highly-valuable in the mind of your audience and guide them to want to invest in your offers from a place of emotional connection rather than fear and manipulation.

COACH Co.

Proven Results

When you follow the Coach Co. Demand Accelerator and discover how to activate desire in the hearts and minds of your perfect audience, you'll increase sales and reduce the cost of your marketing efforts. This framework helps you enrol right-fit clients without wasted time, energy and effort - again and again.

Common Struggles

Why most life coaches struggle to dial in their sales.



Trying To Sell Yourself Rather Than Your Solution



Communication Strategy Doesn't Speak To The Heart Of Their Problem



3 KEY STEPS

STEP 1



Communicate With Your Audience In A Way That Makes Them Understand Where They Are & The Real Cost Of Staying There

STEP 2



Grow Your Influence By Making Yourself Endlessly Valuable To Your Audience Not By Selling Them On Your Skills & Experience

STEP 3



Let Your Marketing & Conversion Systems Pre-Qualify Your Clients And Move Them To Make Immediate Decisions That Remove The Need For Follow-Up & Long Nurture

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"Victoria, thanks for helping me reach more people and share my program.

I'm so grateful."

Belinda Davidson



"I love how I can leave my Facebook Ads to you and know they are in the best hands.

I appreciate you so much!"

Dr. Carli Axford



So I have to share this with you personally because it's down so much to you and your belief in me...

I have just done \$840K turnover for this financial year and I reckon I will go over a million.

Last year? \$310K. So as long as I keep on doing awesome work, I may just be ok...heartfelt thanks Victoria!!

Fiona Jefferies

YOUR NEXT STEPS TO GROWTH

HERE'S WHAT TO CREATE YOUR DREAM COACHING BUSINESS WITHOUT ALL THE COST & CONFUSION

STEP
01

COACH Co.

BUSINESS
ACCELERATOR

with
VICTORIA gibson



Join Coach Co. Demand Accelerator

My Coach Co. Demand Accelerator helps life coaches launch and grow their offers and fill them with an online pipeline of qualified leads.

[Click here to learn more.](#)

This is NOT A COURSE, it is a personalised strategic support and learning experience with hands-on lead generation guidance and help.

STEP
02

EMAIL

ACTIVATE

Automatically Generate All The Coaching Applications You'll Ever Need

Swipe My Email Marketing Sales System

The online coach's guide to creating email campaigns that turn perfect strangers online into dream coaching clients every single day - without wondering what to write or how often to send. [Click here to join.](#)

STEP
03



Apply For Your Free 30-Min Growth Session

Claim your 100% FREE no-obligation private growth marketing call with Victoria Gibson (\$750 value). This is for coaches who want to attract more high-paying clients in the next 60 days with clarity and confidence. If that's you, then let's get you the results you deserve [Click here to apply now.](#)

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Earn More as a Life Coach

WITH

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How To Create A
High Converting
Landing Page That
Attracts New Life
Coaching Leads

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[Search my blog here.](#)

marie claire



denise·dt

AMY PORTERFIELD



Mari Smith