



# FIRST 5 CLIENTS CHALLENGE





Thank you for participating in our 10-day First 5 Clients CHALLENGE.

Since 2020 we have helped more than **700** coaches successfully establish, grow and scale their coaching businesses, therefore we know EXACTLY what awaits you no matter where you are on your journey.

Everything you are presented with in these 5 days has been done and tested by both us and all our clients, so we have adapted everything that works best.

WE cannot guarantee how many leads and paying customers you will get in the next 5 days, but we can GUARANTEE that you will grow MORE in the next 5 days than you did in the last 5 weeks, 5 months and for some of you even five years.

Do we know each other? :)

If not, We are Sanne Kristiansen and Lucas Sköld and we run Scandinavia's most effective training to help coaches create successful businesses with organic "results in advance" marketing.

Right now, our program has created more than 60 coaches who have reached 6 figures and even 7 figures.

It's impressive yes, BUT, what's even MORE CRAZY is that almost ALL of them started where you are now.

They didn't know who we were. They saw our content, came to our CHALLENGE and decided that we were the best partners to 10x their business, jumped into our program and the rest is history.

Why are we sharing this? Just so you know that you are in safe hands and in the right place. These 5 days will change your future if you decide to establish, grow or scale your business.

We are looking forward to what's to come :)

Let's get started!

 Sanne Kristiansen









# FIRST 5 CLIENTS CHALLENGE

## WANT TO MAKE THE MOST OUT OF THIS CHALLENGE? UPGRADE TO VIP



### What You Get

- ✓ Access to replays from the challenge (Value €397)
- ✓ Unlimited Q&A with Sanne & Lucas (Value €497)
- ✓ €10K in 100 Days Training (Value €497)
- ✓ More Than Efficient Planner (Value €97)
- ✓ Content Playbook (Value €27)
- ✓ 25 Top-performing Facebook CTA's (Value €27)
- ✓ Let go of the internal struggle for good training (Value €97)
- ✓ Peer group & networking (Value €97)

**Total Value: €1.736 (97% off!)**

Upgrade to VIP for ONLY €49!



← Upgrade now



# DAY ONE

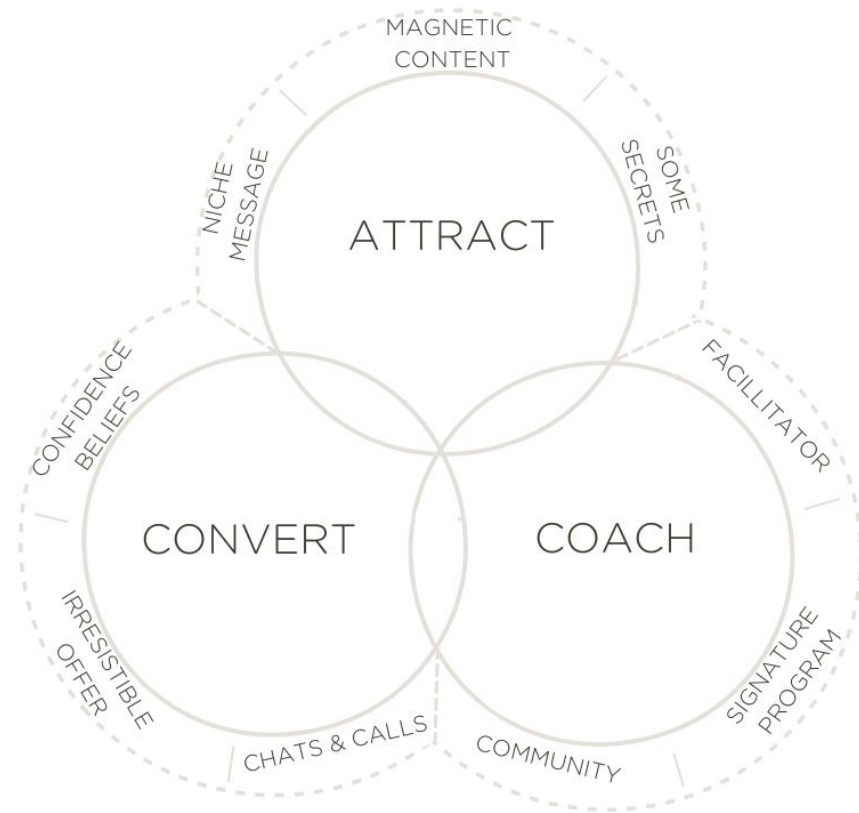
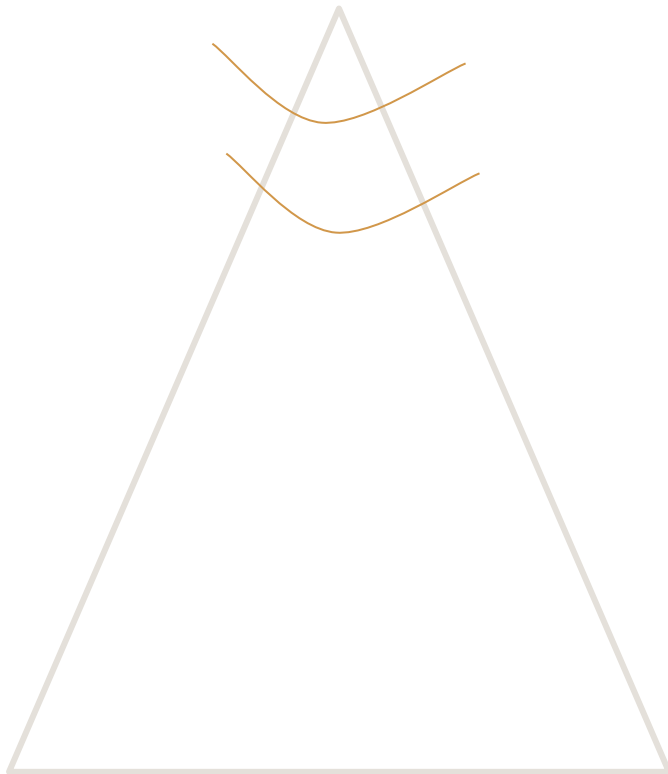
#ORGANIC MARKETING #WIN #NICHE





# WHAT IS A ORGANIC CLIENT FLOW SYSTEM?

*(AND WHY EVERY COACH NEED ONE)*

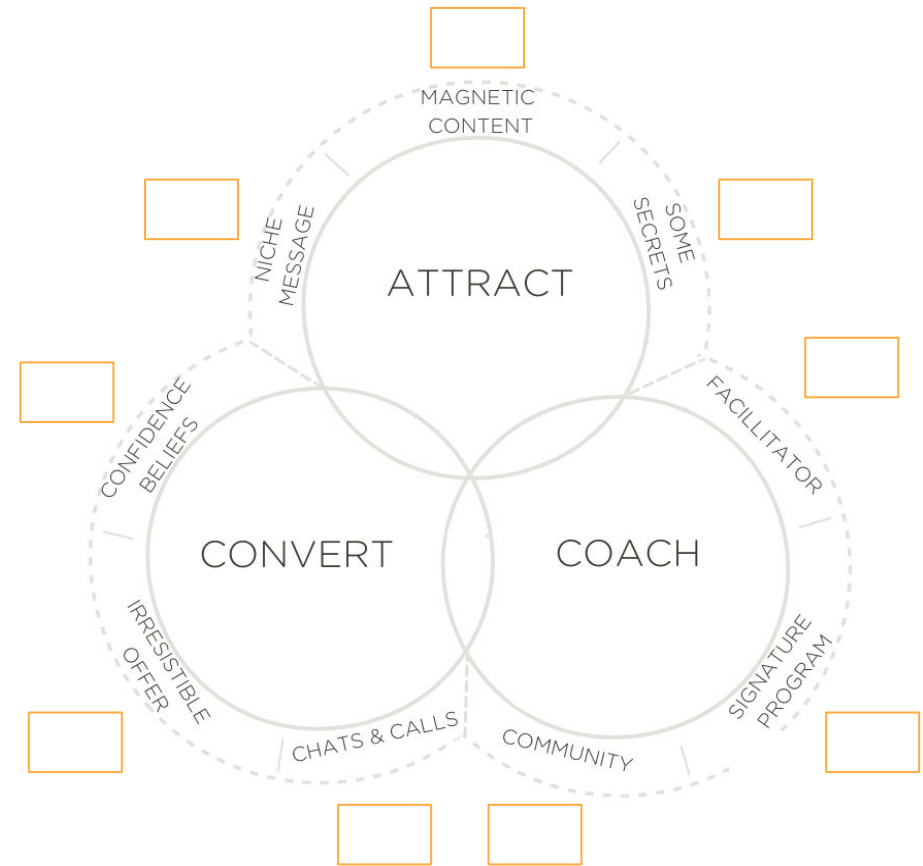






Things you **DO NOT NEED** to start  
organic marketing and  
do your first or next €10K?

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____



Total score: 90

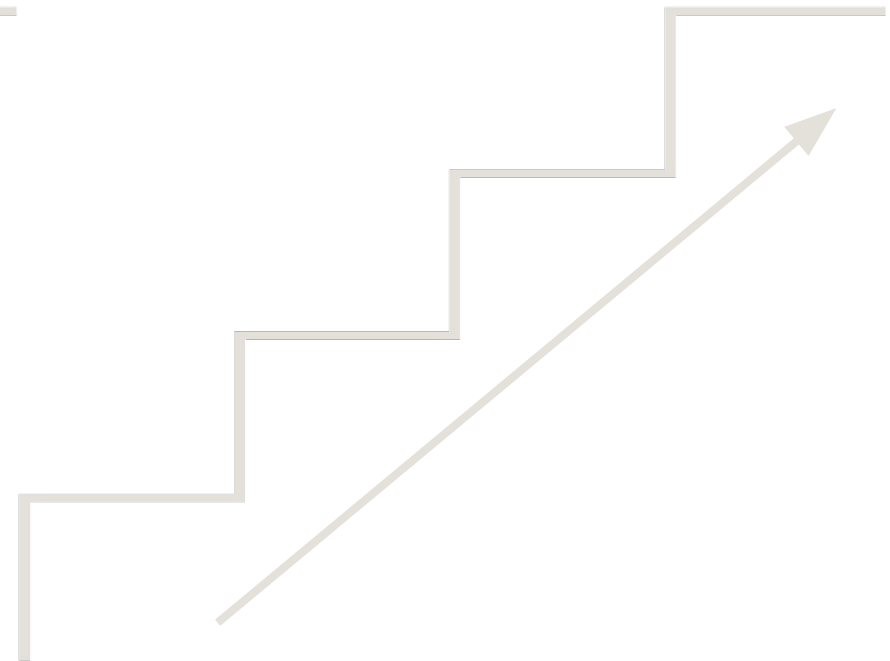
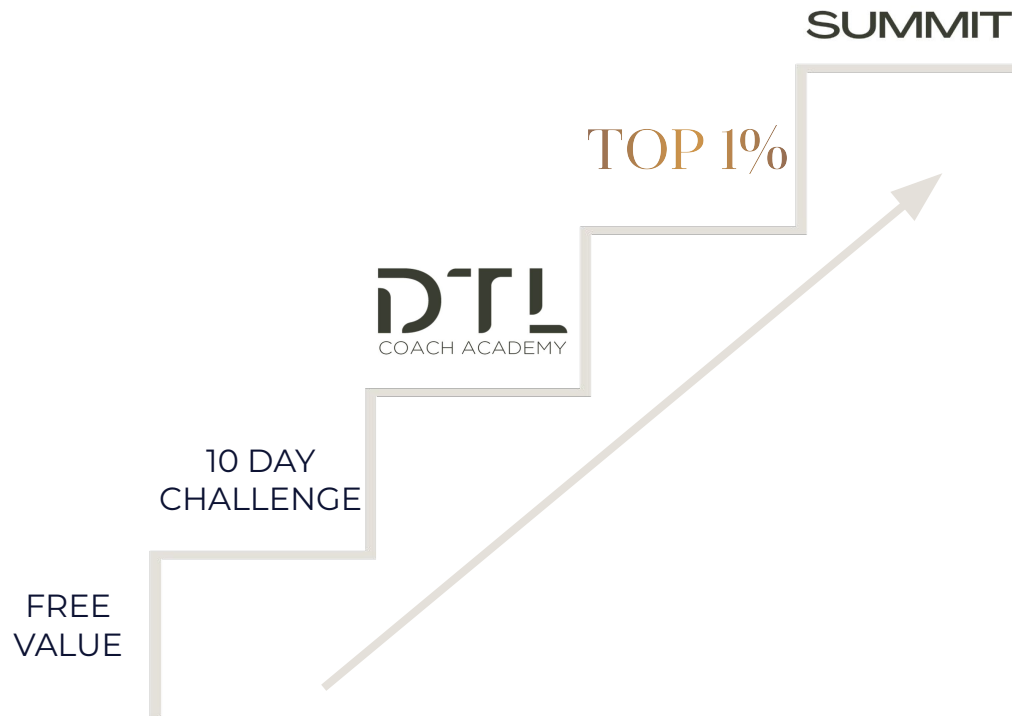
☐ Your score today

☐ Your skillset gap



## OUR VALUE JOURNEY

## YOUR VALUE JOURNEY



IT IS STILL NOT TOO  
LATE TO BECOME VIP



Upgrade now

UPGRADE TO THE VIP EXPERIENCE

**VIP**

Sign Up

CLICK IN 100 DAYS TRAINING

REPLAYS & RECORDINGS

THE CONTENT PLAYBOOK

25 POSTS

LET CODE THE INTERNAL STRUGGLE FOR GOOD

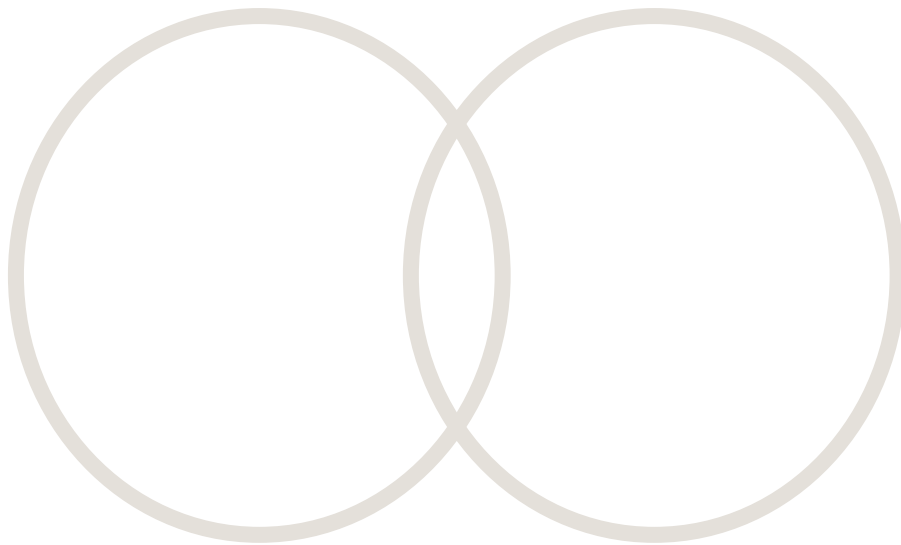




# NOTES



# THE NICHE COLLECTOR







## PICK YOUR NICHE

	PERSON	PROBLEM	PROMISE	PASSION?	CONGRUENCY?	PAY?
1						
2						
3						



# THE AVATAR UNDERSTANDING







# THE MESSAGE BUILDER

## VERSION #1:

I help \_[Avatar]\_ who \_[Problem / Situation]\_ to get \_[Wants / Desires]\_ by \_[Your Offer]\_

---

---

## VERSION #2:

I help \_[Avatar]\_ who \_[Problem / Situation]\_ to get \_[Wants / Desires]\_

---

---

## VERSION #3:

I help \_[Avatar]\_ get \_[Wants / wants]\_

---

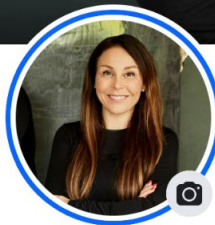
---

## VERSION #4:

I help \_[Avatar]\_ who \_[Problem / situation]\_

---

---



**Sanne Kristiansen** ✓

5.7K followers • 1.5K following



Edit

View tools

Promote Profile



Posts About Reels Photos Groups Events More ▾



Intro

Helping coaches 3x their business in 90 days with predictability  
<http://millionarcoach.com>



What's on your mind?

Live video

Photo/video

Reel



# YOUR HERO QUESTS

Organic marketing wont work for me because..

*IDENTIFY LIMITING BELIEFS*

I can and will crush it with organic marketing because..

*WHY IS THIS A MUST FOR YOU RIGHT NOW?*

IN YOUR OWN WORDS, WHY IS ORGANIC MARKETING THE ONLY THING YOU NEED IN YOUR BUSINESS RIGHT NOW?

ARE YOU COMMITTED TO BEING HERE ALL 10 DAYS DOING THE ASSIGNMENTS AND TREATING THIS FREE CLASS AS IF YOU PAID €10k? ☐ YES ☐ NO

WHAT IS YOUR REVENUE GOAL IN THE NEXT 100 DAYS? WHY DID YOU CHOOSE THAT NUMBER & WHY WOULD IT BE SIGNIFICANT FOR YOU?

## NICHE & MESSAGING

PERSON

*I HELP .....*

PROBLEM

*WHO .....*

PROMISE

*TO GET .....*



## CHALLENGE ASSIGNMENT #1

PICTURE AND POST IN THE FACEBOOK GROUP

*DEADLINE TOMORROW AT 6 PM*



# DAY TWO

#ORGANIC MARKETING #CAMPAIGN #LEAD



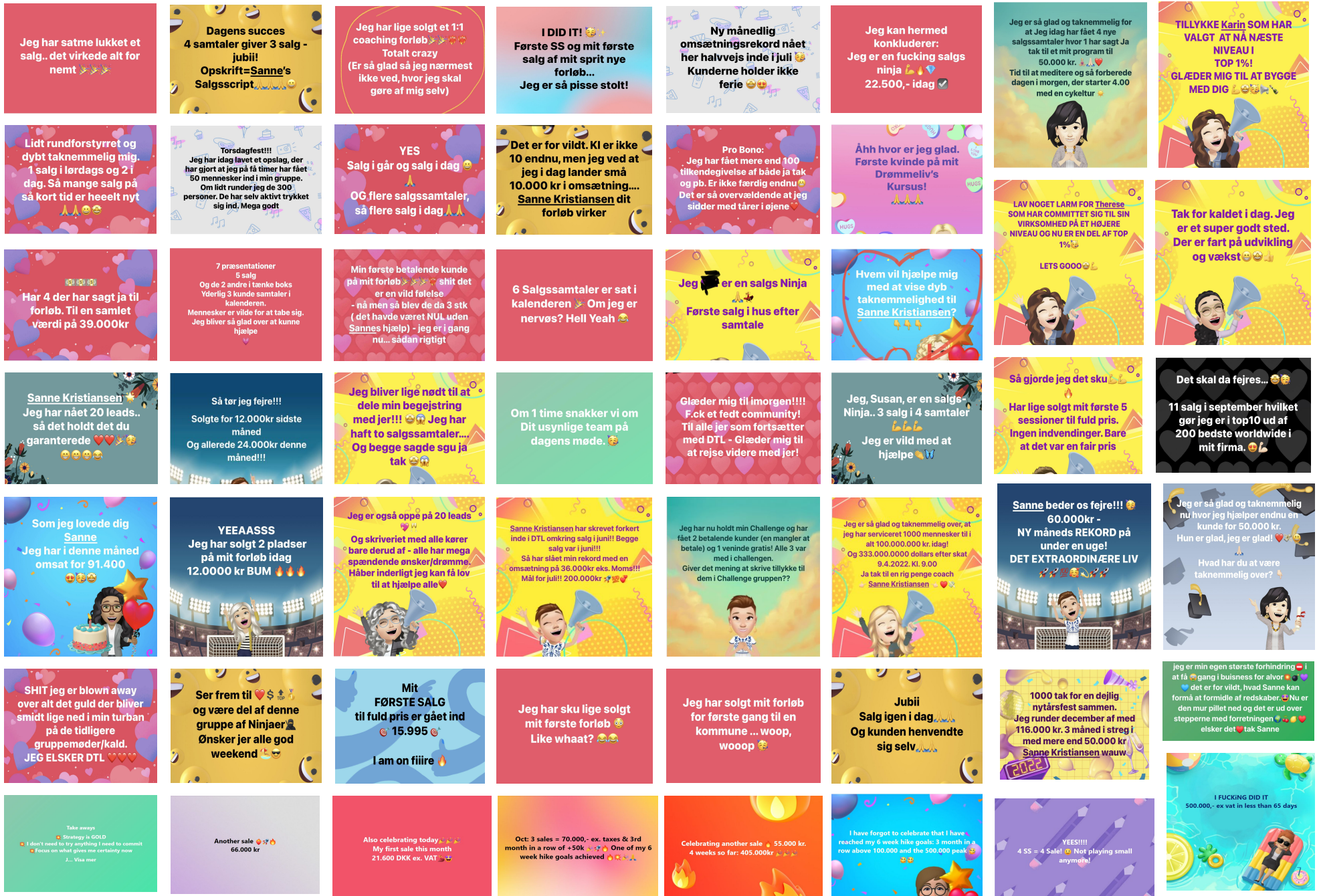


# HOW TO WIN WITH ORGANIC MARKETING



IN ORGANIC MARKETING \_\_\_\_\_ ALWAYS WIN OVER \_\_\_\_\_

# THE VALUE OF 5 STAR RAVING FANS









## 4R CAMPAIGN


### GOAL

\_\_\_\_\_ Price of program  
\_\_\_\_\_ Leads  
\_\_\_\_\_ Pro bono  
\_\_\_\_\_ Strategy sessions (SS)  
\_\_\_\_\_ Paying clients  
\_\_\_\_\_ Money made  
\_\_\_\_\_ Referral clients  
\_\_\_\_\_ Upsell clients  
\_\_\_\_\_ Total money made from this campaign

The goal is:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**DO I NEED TO HAVE MY PROGRAM READY BEFORE RUNNING A CAMPAIGN?** ☐ YES ☐ NO

**DO I NEED TO HAVE MY OFFER READY BEFORE RUNNING A CAMPAIGN?** ☐ YES ☐ NO

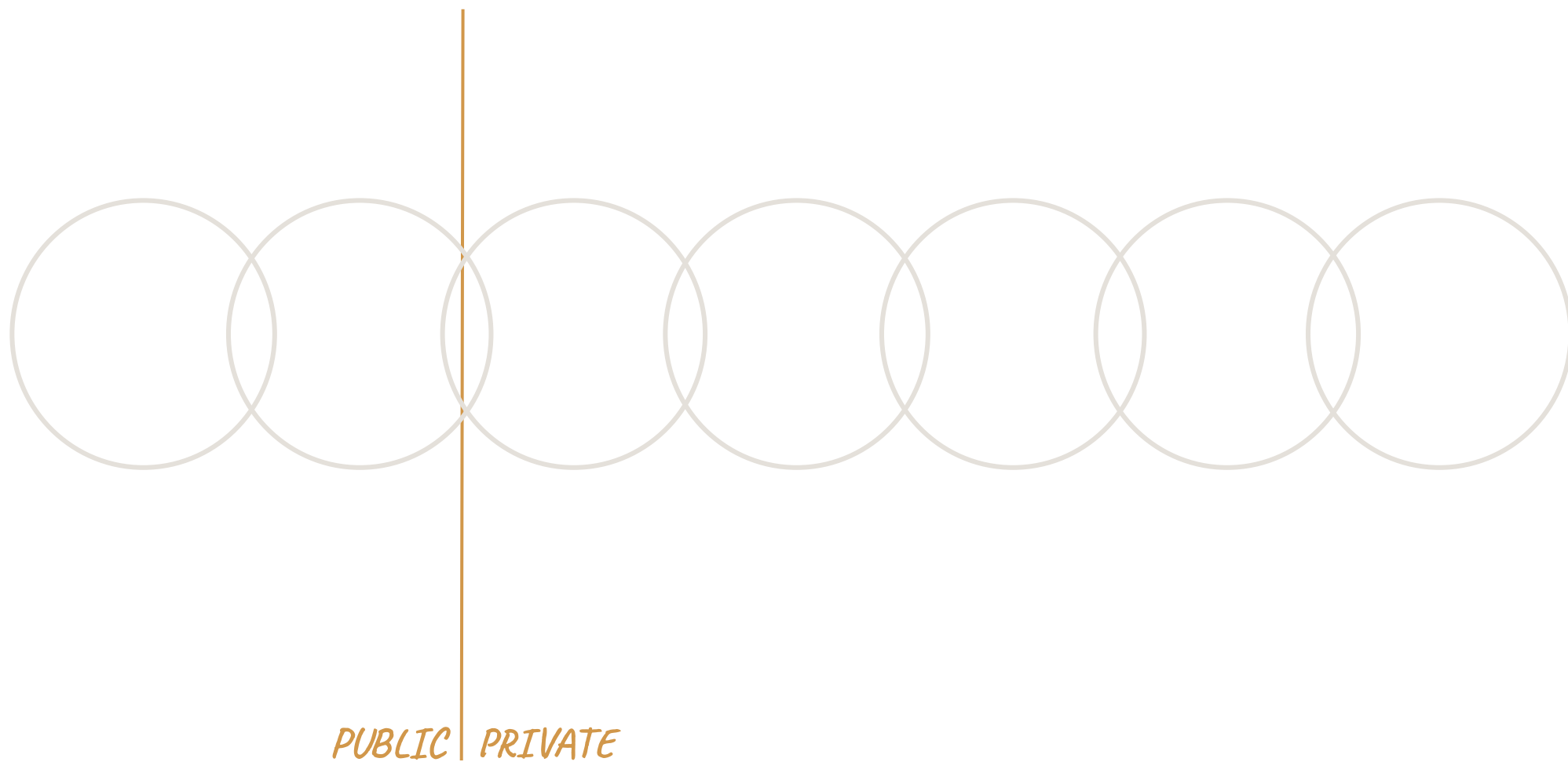


# NOTES





# 4R FUNNEL







### OWN CHANNELS

I am doing a (new) [time] program for [target group] to [help with problem/promise you make/solve]. [number] FREE spots. Who wants it? 🙋👩👧

### OWN STORIES

I am giving [3 months] (personal) coaching to 3 [target group], to help them with [problem/promise you make/solve].

Write "Me" if you want to know more, and I will contact you! 🙋👩👧👦👧

### OTHER GROUPS

Hello [group/target group]

Thanks for having me in this group!

The reason for this post is that I just started my coaching business and I want to offer to work with 3 [people/target group]

FREE, to help them [problem/promise/solution].

In return, all I ask for are testimonials.

If this is for you, comment below and I'll be in touch.



POST WITH  
PICTURE OF  
YOU

ASK FOR  
PERMISSION

## DO THIS ON FACEBOOK



I am doing a new program for (target market) to (promise/solve problem) 3 FREE spots. Who wants it? 🙋👩👧

USE  
POSTCARD  
FUNCTION

I am searching for 3 (target market) who wants (promise/solve problem) Who's in? 🙋👩👧 IT'S FREE

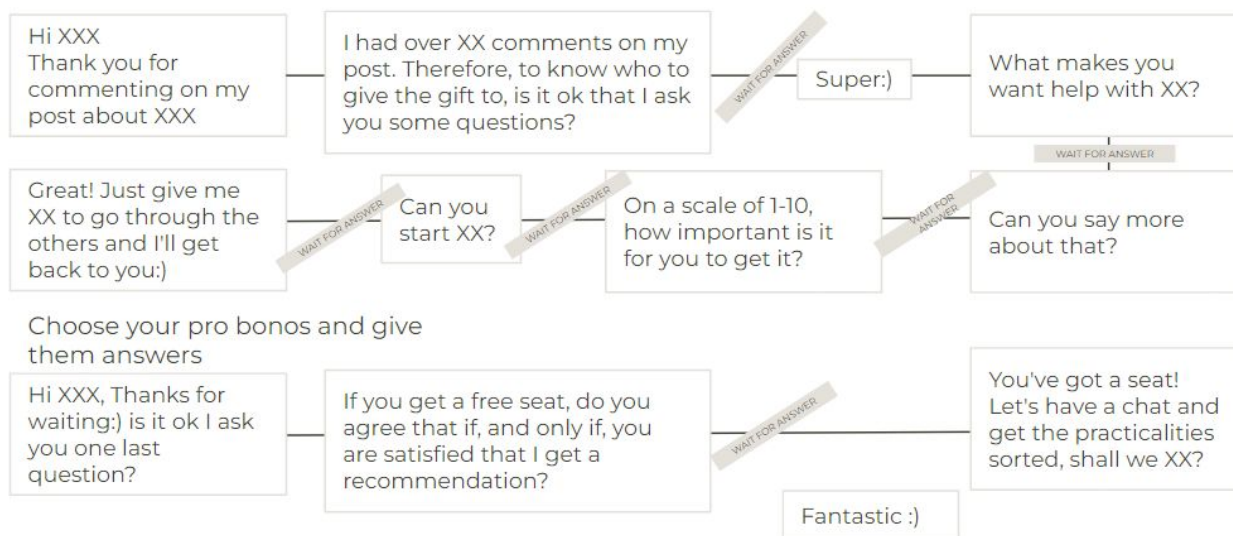
## DON'T DO THIS ON FACEBOOK





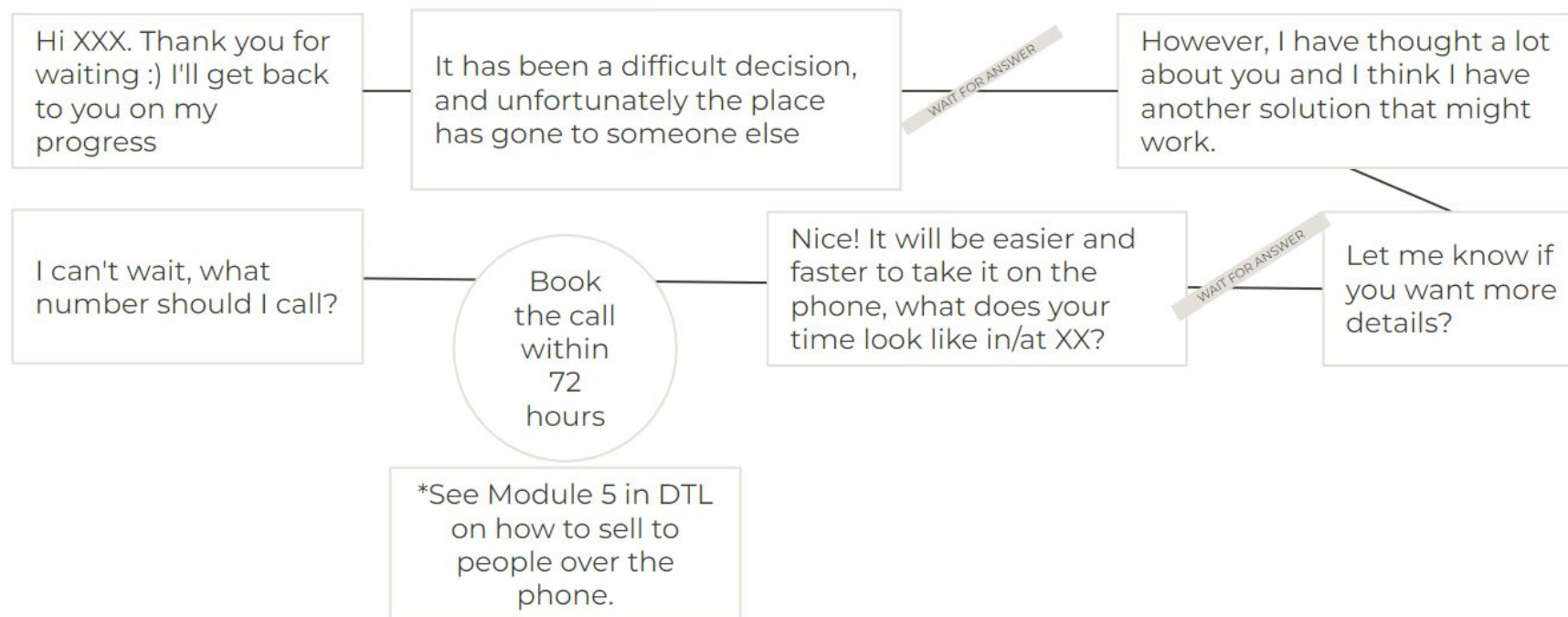
## PRIVATE CHAT FOLLOW-UP SEQUENCE, WHEN YOU FOLLOW UP ON YOUR PRO BONO POST

This is a framework, make it your own, use your own language.





# CHAT THE REST TO A PHONE CALL



# YOUR HERO QUESTS

WHAT ARE YOU GOING TO SELL ON THE CAMPAIGN ?

---

---

---

---

---

WHAT IS THE VALUE OF YOUR PROGRAM?

---

WHAT PRICE WILL YOU SELL IT FOR?

---

LOOK AT YOUR 100 DAY GOAL FROM DAY 1, HOW MANY  
CLIENTS DO YOU NEED TO REACH YOUR GOAL?

---

HOW DO YOU FEEL ABOUT THAT?

---

---

---

WHAT OWN CHANNELS ARE YOU POSTING ON?

WHAT GROUPS WILL YOU POST IN?

☐

MAKE YOUR POST AND SHARE IT WITH US IN THE GROUP

☐

POST YOUR POSTS

☐

MILK POSTS

☐

START CHATS



## CHALLENGE ASSIGNMENT #2

PICTURE AND POST IN THE FACEBOOK GROUP

DEADLINE MONDAY AT 6 PM





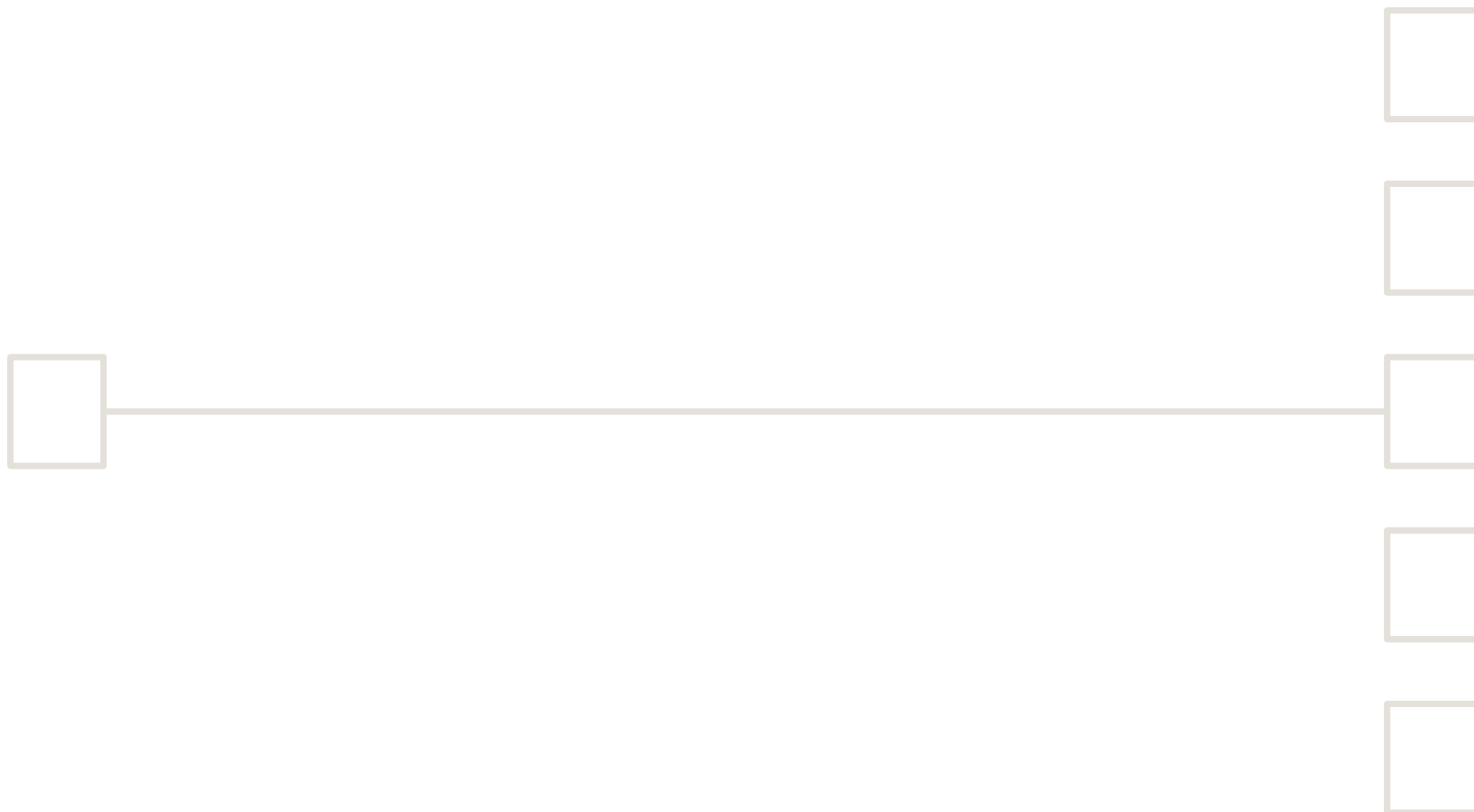
# DAY THREE

#BELIEFS #SALES #COMMIT



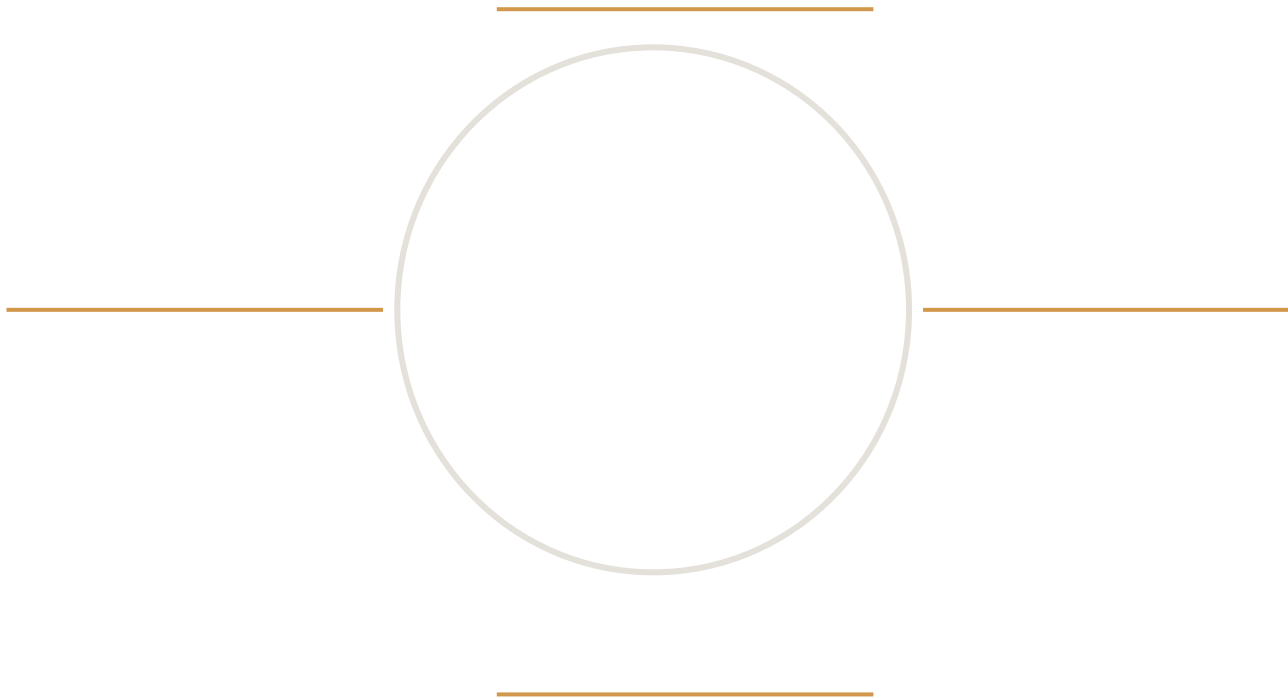


# HOW TO INTENTIONALLY CREATE AN ABUNDANT FUTURE



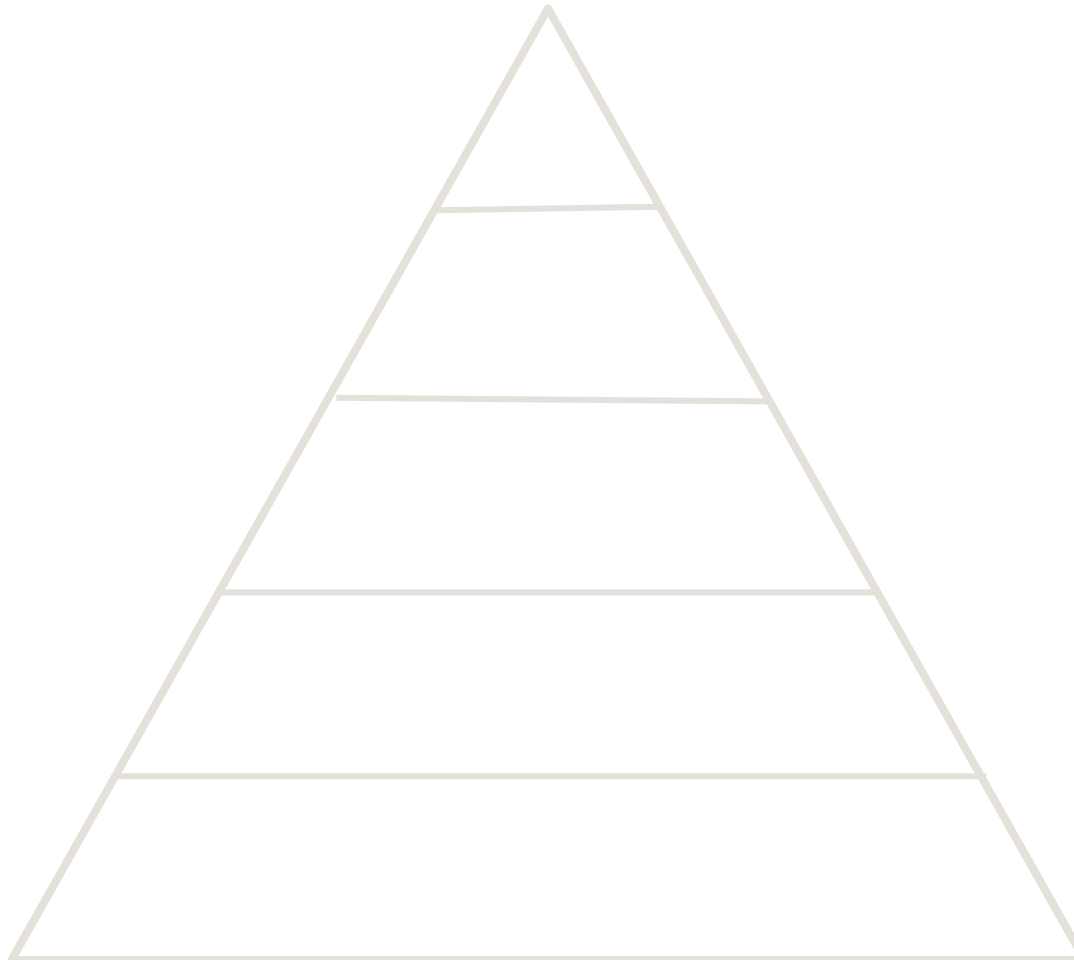


# WHAT IS SALES





# THE 5 MAGIC PILLS TO EASY SELL





## THE 5 MAGIC PILLS TO EASY SELL

SALE IS.....

MY CLIENTS  
ARE.....

IRRISISTIBLE  
OFFER

RESULTS

CONGRUENCY



# THE VALUE OF 5 STAR RAVING FANS







# THE VALUE OF 5 STAR RAVING FANS



**FRA AT SÆLGE PROGRAMMER TIL 4.500 KR. I JANUAR, TIL 55.000 KR. 9 MDR. SENERE**

**MILLIVNÆR COACH**



**HØR IZABELLAS REJSE**

**FRA BROKE TIL MILLIONOMSÆTNING PÅ 100 DAGE**



**Hør Majkens rejse**



# NOTES

# YOUR HERO QUESTS

DO YOU SEE HOW SELLING IS AN ACT OF CARE?

☐ YES ☐ NO

PROBLEM YOU SOLVE FOR YOUR CLIENTS

NOT ENOUGH PAYING CUSTOMERS

LACK OF CONSISTENT INCOME TO

GO 100% INDEPENDENT

LOW CONFIDENCE AT START

UNSURE OF YOUR OFFER

OUR  
EXAMPLES

LACK OF DIRECTION AND CLARITY ABOUT SPECIFIC NEXT STEPS

SELF-SABOTAGE, 1 STEP FORWARD, 2 STEPS BACK

FEAR OF NOT PROVIDING ENOUGH VALUE TO CUSTOMERS

HARD TO CREATE YOUR PROGRAM

PURCHASED OTHER PROGRAMS BUT DID NOT GET RESULTS

RESULTS YOU CREATE FOR YOUR CLIENTS

HELP MORE PEOPLE

A LIFESTYLE YOU LOVE

6-7-8 FIGURE ORGANIC SECRETS

BE THE BEST IN YOUR NICHE

OUR  
EXAMPLES

CONTINUOUS INFLOW OF CLIENTS

STEP BY STEP CLARITY WITH A CLEAR STRATEGY

10 TIMES MORE VISIBILITY ON SOME

OVERCOME THE IMPOSTOR AND THE PLEASER TO BE FREE

WHAT IS YOUR IDEAL 12 MONTH GOAL?

WHAT IS POSSIBLE IN YOUR LIFE WHEN YOU REACH YOUR  
IDEAL GOAL?

WHY IS THIS IMPORTANT TO YOU?

WHO ELSE THAN YOU WILL YOU ACHIEVING YOUR IDEAL  
GOAL AFFECT?

☐

POST IN MORE GROUPS IF YOU WANT MORE LEADS

☐

KEEP CHATTING & BOOK STRATEGI SESSIONS



**CHALLENGE ASSIGNMENT #3**  
PICTURE AND POST IN THE FACEBOOK GROUP  
DEADLINE TOMORROW AT 3 PM



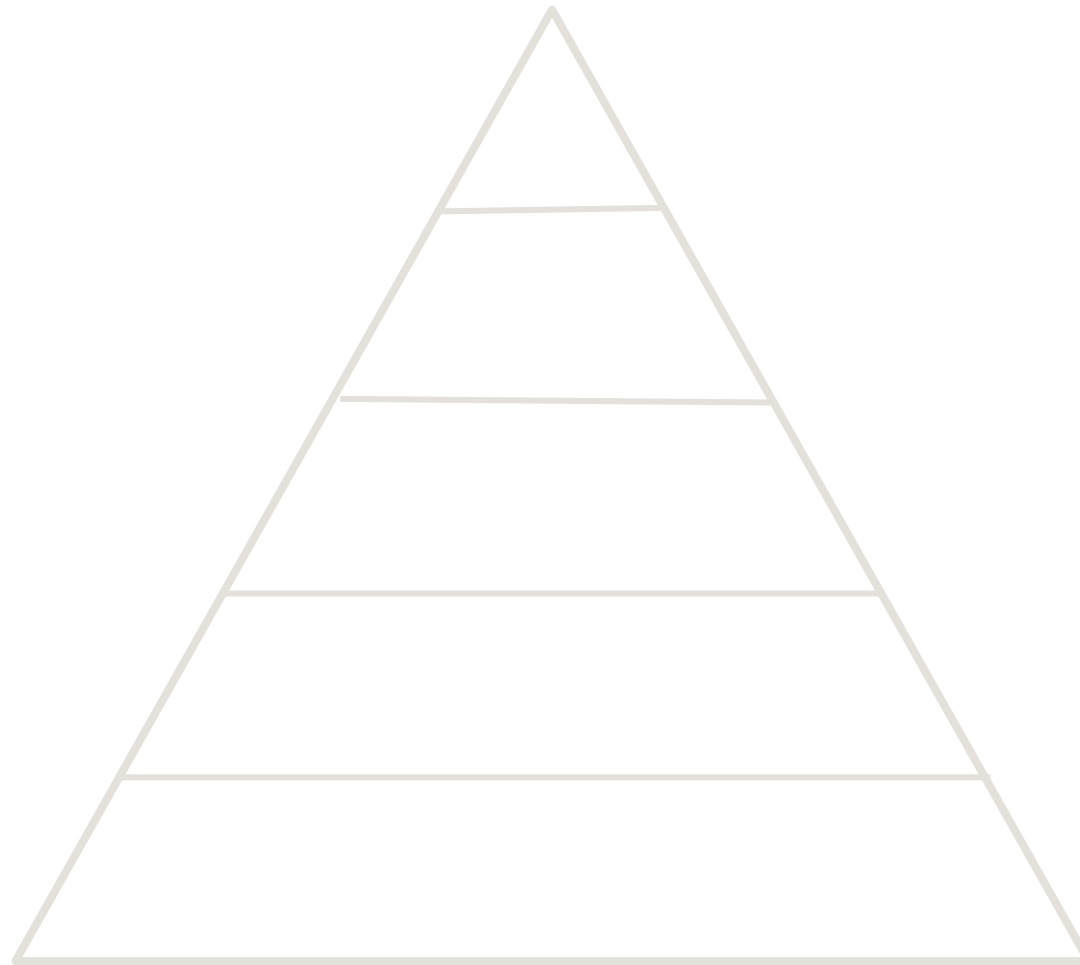
# DAY FOUR

#OFFER #SALES #GUARANTEE





# BUILD YOUR IRRESISTIBLE OFFER

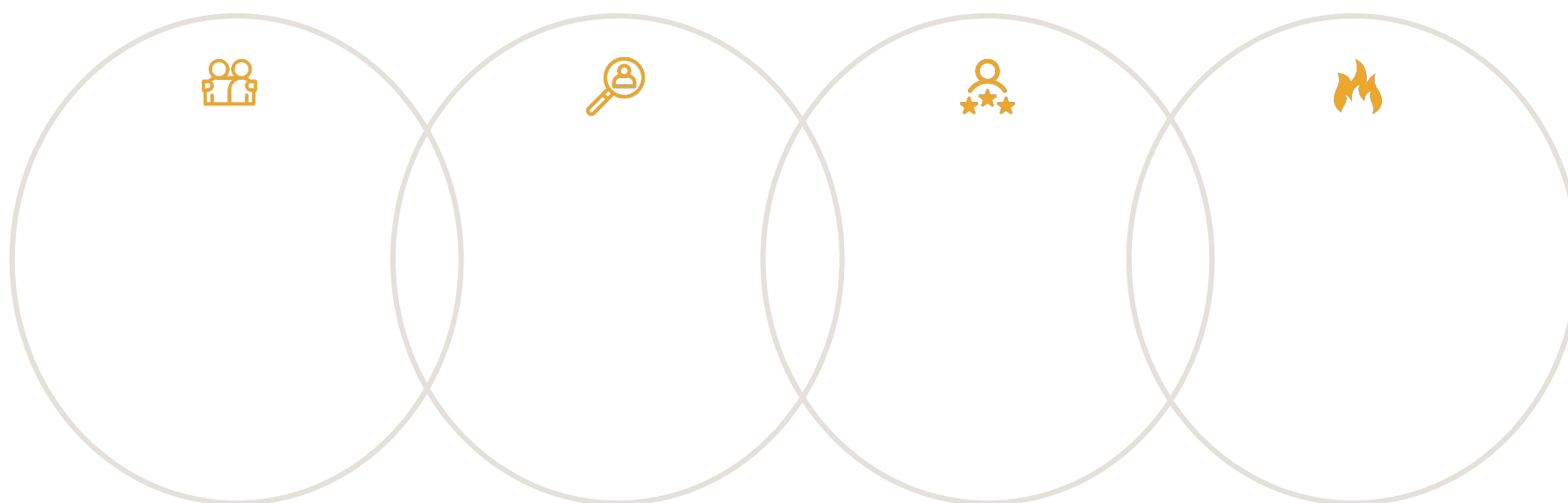




# NOTES



# SALES FUNNEL



# YOUR HERO QUESTS

ROADMAP

SUPPORT

ACCOUNT-  
ABILITY

PAYMENT

GUARAN-  
TEE



SHARE WINS IN THE GROUP

THE BEST THING FOR ME TO REACH MY IDEAL GOAL  
IS TO GO TO

---



## CHALLENGE ASSIGNMENT #4

JOIN US IN DTL COACH ACADEMY

*DEADLINE TOMORROW AT 6 PM*



# DAY FIVE

#CHECKLIST #OBJECTIONS #TESTIMONIALS





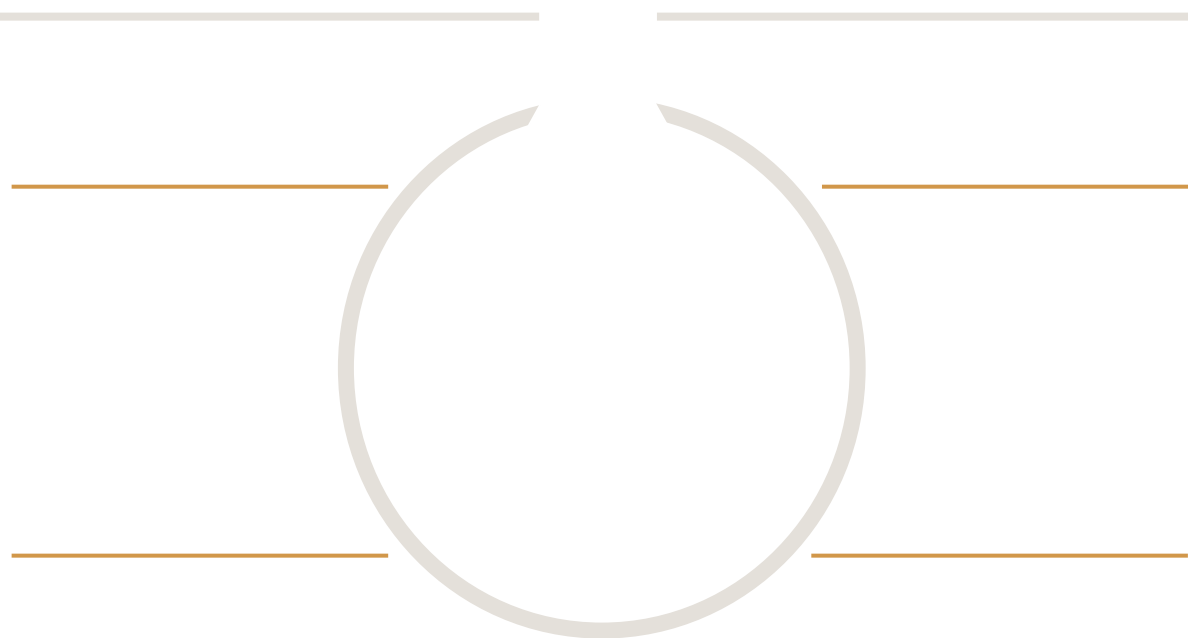
# HANDLE CLIENT OBJECTIONS

**TO CLIENT OBJECTIONS, YOU MUST HANDLE \_\_\_\_\_ FIRST**





# OBJECTION HANDLING FRAMEWORK





# TESTIMONIALS

**TO GET TESTIMONIALS \_\_\_\_\_  
FOR THEM AND MAKE IT \_\_\_\_\_  
FOR YOUR CLIENTS**

1

2

3

4

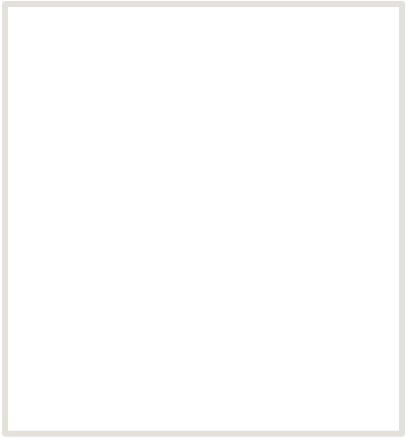
5





# NOTES

# YOUR 30 DAY *MASSIVE* ACTION-PLAN CHECKLIST



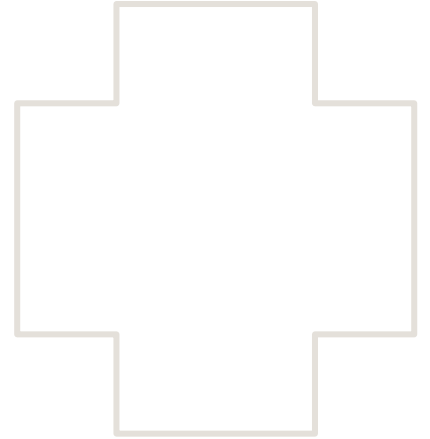
---



---



---



---

# YOUR HERO QUESTS

**HOW CAN YOU DELIVER MASSIVE VALUE TO A LEAD ON A STRATEGY SESSION, NO MATTER IF THE PERSON BECOMES A CLIENT OR NOT?**

---

---

---

---

---

---

---

---

---

Did this challenge help you?!  
THANK YOU!



**SHARE WINS IN THE GROUP**

**WANT MORE HELP FROM SANNE, LUCAS & THE MILLIONAIRE COACH TEAM TO MAKE SURE YOU GET THE RIGHT TRAINING, THE COMMUNITY, THE SUPPORT AND THE MINDSET TO REACH YOUR 100 DAY OR 12 MONTH GOAL?**

**IF YES, GO TO:**



## **CHALLENGE ASSIGNMENT #5**

JOIN US IN DTL COACH ACADEMY