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The 30-Day Sprint

Sign 3–5 new online coaching clients in 30 days. Organic Instagram and warm outreach only.

3–5 HIGH-TICKET CLIENTS IN 30 DAYS

The promise: Sign 3–5 new high-ticket (\$2.5k+) online coaching clients in the next 30 days using organic Instagram and your warm network. No ads. No funnel. No cold DMs. No new audience.

That headline is built around the default lane (Tier 2 below). Tier 1 lands 1–3 in month one. Tier 3 lands 8–10+.

Pick your tier before you set your numbers.

This is not theory. It is the volume math we run with our own Partnership clients when they need to fill a pipeline fast.

THE MATH (WHY THIS WORKS)

You already have people. Friends, family, old college mates, people you used to work with, people from your gym. You already have past leads who didn't buy. You already have people watching your stories in silence.

Every one of those people already knows you. That's why we only work warm. A stranger needs months to trust you. Someone who sat next to you in class, trained next to you, or watched 40 of your stories is already halfway there.

Here is what 30 days of disciplined output produces for a Tier 2 coach:

INPUT (PER DAY)	30-DAY OUTPUT
1–3 posts + 1–2 stories	~30–90 pieces of content
5 network DMs (friends, family, old peers, coworkers)	~150 network touches
10–15 warm DMs (likes, comments, story views, new followers)	~300–450 warm touches
5–10 reactivation DMs (past leads, no-shows, ghosts)	~150–300 reactivations

That volume realistically books 10–16 calls. Held calls land between 7 and 12. Every held call is a full 45–60 minute call where you diagnose and close. With even a mediocre 30–40% close rate, that is **3–5 closes**.

I'm showing you the math live to illustrate this isn't a number we're pulling out of our asses. It's warm volume × pipeline + a structured one-call close.

STEP 1: FIND YOUR BOTTLENECK

Before you set targets, figure out what's actually broken. It would suck to put 30 days into sales work only to find out you have a marketing problem.

● Revenue per follower

Calculate: monthly revenue ÷ followers.

RANGE	WHAT IT MEANS
Less than ~\$0.50 / follower / month	Probably under-monetized
\$0.50-\$2.00	Mixed bag, need more info
More than ~\$2.00	Monetization decent. Likely an attention or ops issue

● The 4-question check

Q1. Lead Flow. In the last 7 days, how many warm leads have actually DM'd you about coaching? (Applications, replies to offers, DMs asking about coaching, free-resource interest.)

YOUR ANSWER	LABEL
0-2	Low lead flow
3-9	Medium lead flow
10+	Healthy lead flow

Q2. Sales Conversion. Out of the people you actually get on calls with about buying, what % became clients?

YOUR ANSWER	LABEL	WHAT IT MEANS
Under 20%	Low close rate	If Q4 is 6-10, this is a Sales/Offer problem. If you're closing as the founder and you're below 30%, that's still weak. Founders almost always close higher than reps because they're the person the prospect saw in the marketing.
20-40%	Normal close rate	Not your primary bottleneck unless lead quality is super solid.
40%+	High close rate	Likely not sales-constrained. Look at lead flow or delivery.

Q3. Avatar Fit / Client Success. Out of the clients you do sign, what % get great results and stay happy?

YOUR ANSWER	LABEL	WHAT IT MEANS
Under 60%	Low client success	Avatar / Delivery mismatch. You're either taking bad-fit clients or your fulfillment doesn't match who you attract.
60–80%	Medium client success	Note it. Don't make it the focus of this Sprint unless the other numbers are fine.
80%+	High client success	You've got the right "who" and solid delivery. The constraint is earlier in the funnel.

Q4. Lead Quality. Of the last 10 people who got to a serious money conversation with you (DM or call), how many matched your ideal client? Meaning: had the problem you solve, could realistically afford your pricing, and their schedule/lifestyle fit your method.

YOUR ANSWER	LABEL	WHAT IT MEANS
0–2 / 10	Very low quality	Positioning / Marketing problem. Your content is attracting the wrong people.
3–5 / 10	Mixed quality	Loosely targeted marketing. Tighten the avatar and messaging.
6–8 / 10	Good quality	+ low close rate = Sales/Offer problem. + low lead count = Attention/Volume problem.
9–10 / 10	Excellent quality	If you're not closing 30–40%+ at this quality, it's 100% a Sales/Offer problem.

Heads up: If you don't know what "ideal client" means yet, flip to the Offer & Avatar Worksheet and define it first.

STEP 2: THE BOTTLENECK TABLE

Use your answers from above. Find the row that fits.

YOUR PATTERN	PRIMARY BOTTLENECK
Q1 = Low + Q4 = Good or Excellent	Attention (you need more eyeballs and more conversations)
Q1 = Low + Q4 = Very low or Mixed	Positioning (your marketing attracts the wrong people)
Q1 = Medium/High + Q2 = Low close rate + Q4 = Good or Excellent	Sales / Offer (people you should be closing aren't buying)
Q1 = Medium/High + Q2 = Normal/High + Q4 = Very low or Mixed	Positioning (you're closing the wrong people)
Q3 = Low client success (regardless of others)	Delivery / Avatar (bad fits or fulfillment mismatch)
None of the above clearly fits	Default to Attention if lead flow is low. Sales if lead flow is decent.

Circle **ONE**: **Attention** / **Positioning** / **Sales** / **Delivery**. That's your bottleneck for this 30-day Sprint.

PICK YOUR LANE (3 ARCHETYPES)

Be honest with yourself. If you aren't, your results will show it.

	TIER 1: STARTING FROM ZERO	TIER 2: SOME TRACTION	TIER 3: REAL AUDIENCE
Followers	Almost none	1–10k	10k+
Years coaching	Less than 1 (online or in-person)	1–3	3+
Past leads in DMs	None	50–200	Hundreds
Story views	A handful	Modest	In the thousands
Inbound DMs	Almost zero	Occasional	Every week
Primary lever	Launch to your network	Warm DMs + reactivation	Referrals + upsells + a setter
Realistic 30-day closes	1–3	3–5	8–10+

● Tier 1: launch to the people you already know

You're literally just starting out. You don't have a business yet. So your main priority is the connections and relationships you already have, and how you launch to them.

You're starting from zero followers, not zero people. Friends, family, old college mates and peers, teammates, past coworkers, people from your gym, past in-person clients. Some of them need a coach. Some of them know someone who does.

Reach out and tell them you're launching. Something like:

"Hey [name]! I'm actually starting up this new thing. I'm helping people [get X outcome] in [this many days] without [negative thing], so that they can [pleasurable thing]. Right now I'm only opening it up to 5 people at a discounted rate. It's going to launch at [\$X], but I'm keeping it at [\$Y] just for the first 5 people who work with me. Would you be interested, or would you like to hear more?"

Done. That's the Tier 1 play. The full launch script and how to build your list are in the *DM Setting Playbook*.

● **Tier 2: warm DMs + reactivation**

You already have some following. Tap into your warm DMs: story-likers, new followers, commenters. Then look hard at reactivation:

- Who was on a sales call with you in the past and didn't close?
- Why didn't they close?
- What could you do now to move them over the line?

Those people already know you and already wanted the outcome. Something got in the way. Find out what, and go fix it.

● **Tier 3: referrals, upsells, and a setter**

You already have a pretty big audience and a real business. Attention is not your bottleneck. Your levers are:

- **Your referral engine.** Your happy clients know people just like them. Ask. Make it a system, not a once-in-a-while favor.
- **Warm DMs, run by a setter.** You still work warm DMs, but you shouldn't be the one sending all of them. A setter on the account keeps reply speed up and your calendar full.
- **Upsells to current clients.** Ask yourself: "What can I do to get people to the next stage, the next level?" Your current clients are the easiest people in the world to sell to.

DAILY TARGETS BY TIER

This is your row. Run these numbers every weekday during Weeks 2–4. Week 1 is half-volume to set up the engine.

DAILY INPUT	TIER 1	TIER 2	TIER 3
Posts	1	3–5	3–5
Stories	1–2	3–5	5+ (DM triggers daily)
Comments on peer/competitor pages	15	10	5
Network DMs (friends, family, old peers, coworkers)	10–15	5	0–2
Warm DMs (likes/comments/story-viewers/new followers)	3–5	10–15	20–30
Reactivation DMs (past leads, churned)	0–2	5–10	10–15
Total DMs	~15–20	~20–30	~30–45
Follow-ups (continuing existing threads)	5–10	15–25	30–50
Calls held / week (target)	1–3	3–5	5–8
Daily time	60–90 min	60–90 min	90–120 min

● Notes on the table

Your network list is a one-time build, then a daily burn. Day 0: sit down for an hour and write out every person you could text right now without it being weird. Phone contacts, IG following, Facebook friends, old teammates, college group chats, past coworkers, your gym. Tier 1 should land 100+ names. Then work through it every weekday with the launch message. (Scripts: see *04 – DM Setting Playbook*.)

Tier 3 has work that isn't on this table. Referral asks and upsell conversations with current clients don't show up as DMs, but they're your highest-leverage moves. Do at least a few every week. If you have a setter, the warm DM numbers are theirs, not yours.

Warm DMs are capped by reality. You can't send 30 warm DMs a day if only 3 people viewed your story. Tier 1: max out at 5 and put the rest of your time into your network list.

Reactivation is a one-time build, then a daily burn. Day 0: spend an hour mining your DMs, intake forms, CRM, and old client roster. Build the list. Then send 5–15/day until you've burned through it. Pick ~100 leads per batch and work the batch for a week.

Nobody on this table is a stranger. Every DM goes to someone who knows you, engages with you, or has talked to you before. If you run out of warm people, that's a content problem. Make more content, comment on more peer pages, and the warm pool grows.

Follow-ups scale with inbound. A Tier 3 coach can spend an entire morning on existing threads and never send a new DM. That's correct. The thread you already have is the closest to money. Prioritize the lead closest to closing.

WEEKLY BREAKDOWN AT A GLANCE

The Sprint runs at half-volume in Week 1, then full daily volume Weeks 2–4. Use *your* tier's daily numbers above.

WEEK	GOAL	VOLUME	CONTENT MIX	CLOSES TARGET
1: Set the Foundation	Offer locked. Warm list built. Content engine on. Scripts validated.	Half-volume	Mix of all 3	0
2: Volume on	First wave of calls. First close.	Full daily volume	2 Proof / 2 Offer / 2 Lead-gen	1 across all tiers
3: Compound	Pipeline full. Stop adding, start closing.	Full daily volume	1 Proof / 3 Offer / 2 Lead-gen	2 (T1) / 2–3 (T2) / 3–5 (T3)
4: Close the gap	Run booked calls. Push warm leads to book.	Mon–Fri only	Heavy on proof	Sprint total: 1–3 / 3–5 / 8–10+

● Week 1 specifics (read this part carefully)

Week 1 is different. You're not running full volume. You're setting up the engine.

- **Posts:** Aim for 7 across the week. If you're starting from scratch, 5 is fine. If you're already posting daily, ramp toward 3–5/day if you can sustain it without your content collapsing into a shitpostfest.
- **Stories:** Minimum 1/day. Ideally 3–5 if you have the bandwidth. Behind-the-scenes of how you coach is gold here, gives people an inside look at your service.
- **Comments:** Leave 15 thoughtful comments per day on competitor and peer pages. Show you're an intellectual in your sphere. Never put down the other creator. (*Examples: "The point you made about [X] is the part most coaches miss. I've seen the same thing with my clients on [Y]."* / *"Curious why you went with [their approach] over [other approach]. I've been wrestling with that decision myself."*)
- **Network DMs:** Build the list on Day 0. Then half your daily Tier number, Mon–Fri.
- **Warm DMs:** Half your daily Tier number, Mon–Fri.
- **Reactivation DMs:** Full daily Tier number, Mon–Fri. Reactivation is your highest-leverage move and the list is finite. Start strong.
- **Calls held:** 1–3 across all tiers.

Lock the Offer & Avatar Worksheet before you DM anyone. If you're not clear on the outcome you sell or who you want to help, you can't hold the conversation.

Rule: know 10x more about your prospect than they know about themselves. Not in a stalker way, in an "I get you" way.

- **Weeks 2–4 operating notes**

- **Week 2:** Push outreach volume as high as you can without letting your speed-to-lead fall behind or losing track of previous convos.
- **Week 3:** Pipeline is full. Stop adding inputs you can't sustain. Shift content toward Offer/CTA.
- **Week 4:** Confirm every booking. Don't open new loops you can't close in the time you have left.

DAILY CHECKLIST (60–120 MIN)

Run this every weekday. Half-effort weekends only if you're behind.

Content (15–30 min)

- Your tier's posts (1–3). Use the formats you picked from the Content Pack.
- Stories per your tier. At least one needs a DM trigger (poll, question sticker, "DM me X").

Outreach DMs (30–60 min)

- Network / Warm / Reactivation per your tier, in your tier's order of leverage: Tier 1 = launch to your network first. Tier 2 = warm + reactivation first. Tier 3 = referrals and upsells first, then warm (ideally run by a setter).
- Personalize the first 8–12 words. The script does the rest.

Follow-up (15–30 min, longer for Tier 3)

- Reply to every DM. Treat every conversation like it could be a \$4–10k client. Some are.
- Move warm leads toward a call. The ask: *"Want to hop on a call this week and actually map this out? Block 45 minutes to an hour. I'll dig into what's going on and lay out what I'd do. If it makes sense to work together, I'll show you what that looks like."*
- Update the Tracking Sheet. Every input. Every day. Non-negotiable.

What the call is for: one call, 45–60 minutes. Find the single greatest struggle or goal, get the full context, make the gap real, then show them how you get them the outcome and ask for the decision. On the same call.

Calls (variable)

- Run the one-call close (45–60 min) from the Sales Call Script. Set the frame up front. Don't rush the diagnosis to get to the pitch.

HOW THIS LINKS TO HOW WE COACH

This Sprint is a very similar machine to the one we install with Partnership and Academy clients, compressed into 30 days. It uses frameworks already in your toolbox:

- **One-Call Close.** One 45–60 minute call. Set the frame, diagnose, pitch, close. No second appointment for them to ghost.
- **Outcome-First Offer.** The outcome and timeframe come first. The deliverables get built around what it takes to get them there. Reflected in the worksheet.
- **Content Philosophy.** Short-form Instagram is for getting eyeballs and building authority. Long-form builds trust and sells.
- **Warm-only lead flow.** DMs are where money is made, and every DM goes to someone who already knows you. The volume table is what real warm outreach looks like.

If you run this Sprint and hit fewer than the bottom of your tier's range, the problem is one of three things, in this order: offer is unclear, DM scripts aren't being run as written, or the call framework is being skipped.