

Science Of Client-Getting

Automated, systematized hyper-growth for coaches, consultants, advisors, agencies, service pros, and solution providers ...

Thanks for signing up for our webinar and requesting your FREE ROI Calculator and Profit Planner...

Client-getting is part mathematics and part applied psychology.

This tool will help you to work the math backwards and forwards, so you can begin planning and designing a powerful and automated client-getting machine.

[Click Here to Download to Your Computer](#)

At the webinar, I gave you the applied psychology part, so you can impact the math in your favor, lowering traffic costs, increasing opt in and conversion rates, and enrolling more new clients than ever before.

Here's a quick walkthrough of the calculator's inputs and outputs.

CPC (Cost per Click) — Impacted by how high or low you bid and the click through rate of your ad.

EPN per Month — Sales made to your email list after the front-end mailing sequence (the acquisition phase). Impacted by the number of emails you send per month, the quality and persuasiveness of those emails, and the strength of the offers you're mailing.

Average Front End Order — Average of main offer and upsells recorded per client during the acquisition phase.

Subscriber Attrition — The approximate percentage of subscribers who unsubscribe or disengage each month. Impacted by the quality and frequency of your mailings.

Opt-in Rate — The percentage of visitors who sign up for your webinar or lead generation magnet. Impacted by the strength and relevancy of your offer and the quality of the copy and design on your landing page.

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Webinar Show-up Rate — The number of show ups divided by the number of people who signed up for your webinar. Impacted by the quality and persuasiveness of your thank you pages and emails delivered between the sign up and the show up.

Enrollment Call Show up Rate — The number of enrollment call show ups divided by the number of people who attended the webinar (webinar show ups). Impacted by the persuasiveness of the webinar and the emails and other content delivered between the enrollment call sign up and show up.

Enrollment Rate — The number of enrollments divided by the number of people who showed up for an enrollment call. Impacted by the quality of the traffic, the strength of the offer, and the persuasiveness of the funnel and salesperson.

Daily Ad Spend — Impacted by the profitability of your campaign. The higher the ROI, the higher you can scale.

Go ahead and play with some numbers.

Dream big.

Daniel Lewis

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