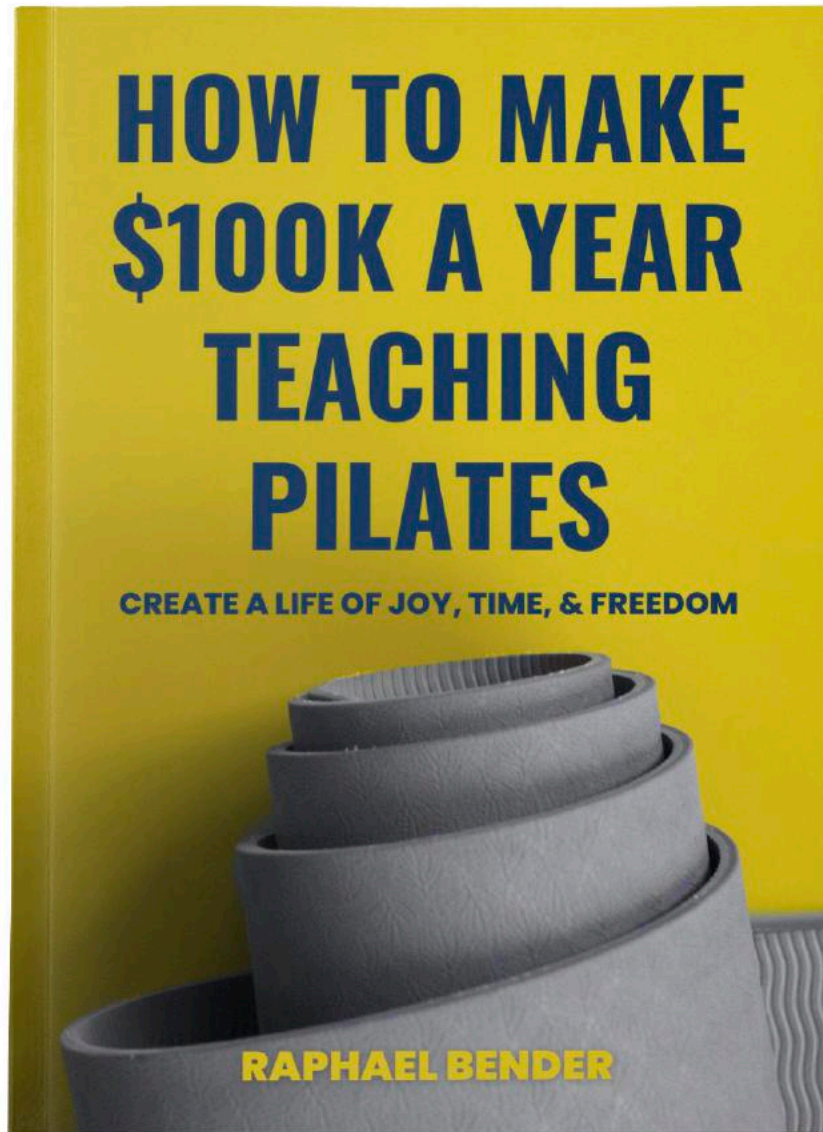


How To Make \$100k A Year Teaching Pilates





Please type
your name and
where you are
in the world in
the chat



At the end you'll be able to get the book...

- 18 Chapters, 55k words
- How to think like someone who makes \$100k
- How to choose your ideal clients
- How to build an irresistible offer
- How to validate your offer
- How to get clients
- How to transition your existing clients
- How to scale up to \$100k
- AND MORE...



Today I'm going to teach you...

- How to build a solo business teaching Pilates
- From home or online
- Anywhere in the world
- Working 25 hours a week, 48 weeks a year
- Earning \$100k+



Who this is for...

- Pilates instructors from any lineage or certification
- Who can teach matwork
- Experienced OR inexperienced
- Even if you're not certified yet
- Existing Pilates business or not
- Who want to build a solo business
- At home or online
- Anywhere in the world



This will ALSO work for...

- Personal trainers
- Yoga teachers
- Any other movement professional



What this is NOT...

- How to start or scale a brick-n-mortar studio
- How to build a team
- How to work for someone else
- How to build an on-demand online Pilates service
- How to teach corporate classes



You can do this even if you...

- Don't know how to promote yourself
- Hate selling
- Are a new instructor
- Live somewhere people can't afford to pay high prices for Pilates



You feel overwhelmed because...

- The market is saturated
- People can't afford Pilates
- You can't get clients

It's not your fault! It's because
nobody taught you how to build
a business – now I'm going to
show you how.

Learning goals

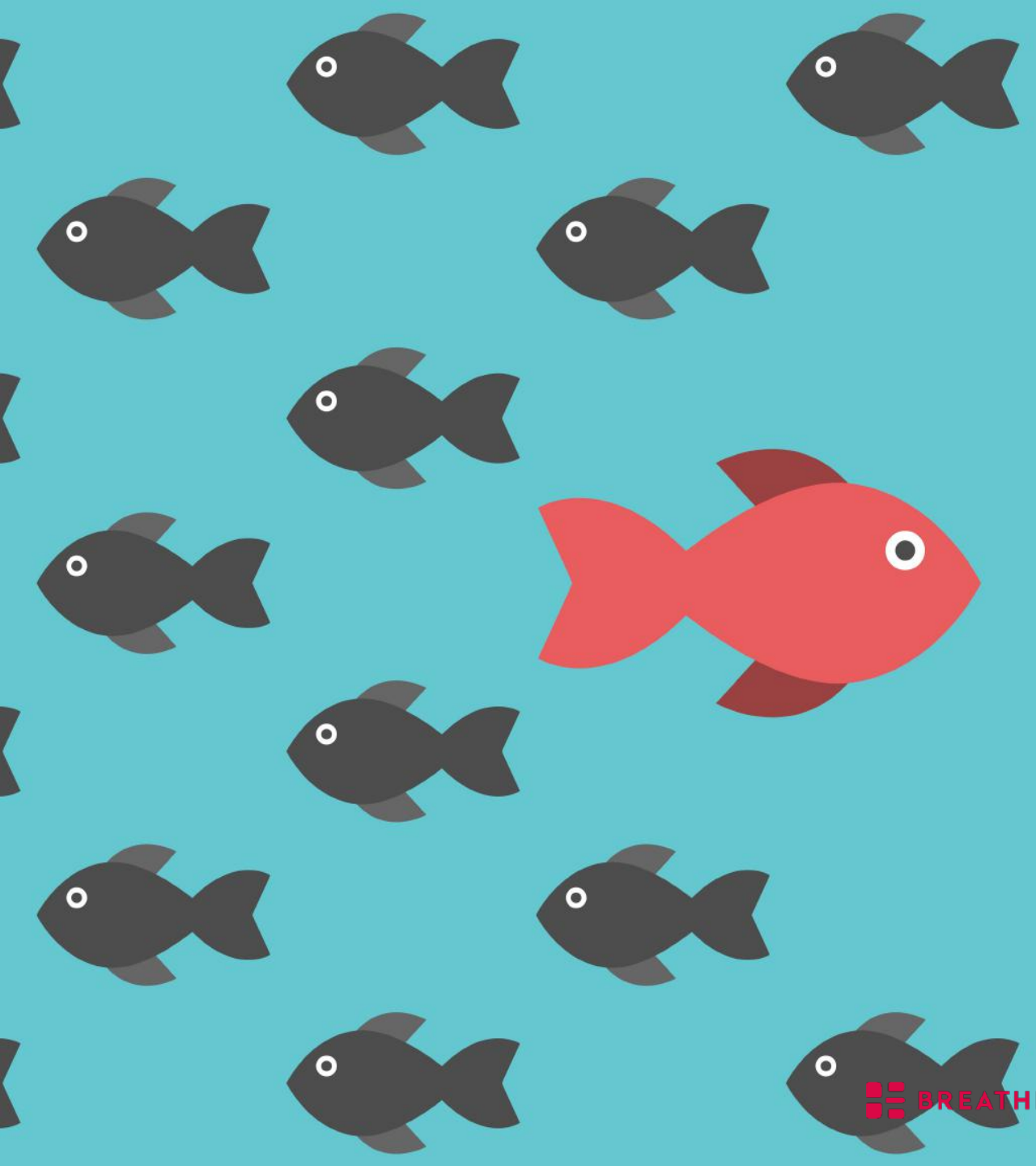
Problem	Learning goal
The market is saturated	How to stand out in a saturated market
People can't afford Pilates	Why people can & will pay you \$99/week for Pilates
You can't get clients	How to get clients
You feel overwhelmed and you don't know where to start	How to launch your Pilates business in 90 days



How I learned this

- Started my Pilates studio 2007
- Made my first \$1M 2017
- Read 80+ business books
- \$150k+ on Masterminds THIS YEAR
- \$1M+ of expensive mistakes
- Mentored 100+ Pilates instructors
- Seen financials of 200+ Pilates studios
- Certified 5000+ Pilates instructors
- This cost me a decade and a half, & millions of dollars to learn

Problem	Learning goal
The market is saturated	How to stand out in a saturated market



How to **stand out** in a saturated market

Why you should build a
client centered business



BREATHE EDUCATION



Commodity

A product that is interchangeable with other products of the same type

Because they are interchangeable, people choose the cheapest or easiest one

Think gasoline, or dried peas

Why would you choose one over the other when they're all the same?

When you sell a commodity you can't charge high prices



**Your Pilates
website &
socials**

**Every other
Pilates website
& socials**

**Corporate needs you to find the differences
between this picture and this picture.**



They're the same picture.



If I looked at you & your competitors website or socials would I see...

- Same prices?
- Same class options?
- Same Joseph Pilates quotes?
- Same lists of the benefits of Pilates?
- Same photos of people doing Pilates?

Ad about
YOU



**Is your
marketing
like this?**

- I teach on XYZ pieces of equipment!
- My studio is pretty!
- I give personal attention!
- I care a lot!
- I love Pilates!
- I'm highly qualified!
- Here's a picture of teaser!
- Here are the 12 benefits of Pilates!
- In 10 sessions you'll feel the difference...



Have you ever used a plumber?

- Do you have an interest in plumbing?
- Why did you hire a plumber?
- You wanted a result – what result did you want?



Do you care...

- Where the plumber trained?
- What certifications they have?
- Which type of equipment they use?
- Which special plumbing techniques they know?
- Whom they trained under?





You bought a result

- You had a problem – your sink was blocked
- The result you bought was an unblocked sink
- Plumbing was the delivery mechanism
- You don't care about plumbing you just want your sink unblocked



Have you used a dentist?

- Do you have an interest in dentistry?
- Why did you hire a dentist?



Do you care...

- Where the dentist trained?
- Which type of instruments they use?
- What special dentistry techniques they know?
- Whom they trained under?
- Which certifications they've done?



You bought a result

- You had a problem – your tooth hurt
- The result you bought was healthy teeth
- Dentistry was the delivery mechanism
- You don't care about dentistry you just want healthy teeth

On the next slide you'll see United Airlines website.

Can you figure out what their product is?



UNITED

Book

Flight status

Check-in

My trips

FLIGHT

HOTEL

CAR

PACKAGES

[Cruise](#)

☒ Roundtrip ☐ One-way ☐ Book with miles ☐ Flexible dates

From*

Melbourne MEL

↔ To*

Dates*

Apr 21 - Apr 23

Travelers

1 Adult

Economy



[Advanced search](#)

(Certificates, multi-city and upgrades)

[Bag rules](#) and [fees for optional services](#)

Find flights



Find your travel credits

SEE SAKURA BLOOM

Visit Japan this
cherry blossom
season.

[Learn more](#)



50,000 bonus miles

We are The Explorers JOIN US

United's product is
beautiful holidays in exotic locations

Not air travel



Air travel is the delivery mechanism



Your clients are just like you

- They don't care about plumbing, or dentistry, or air travel, **or Pilates**
- They want their sink to work, healthy teeth, beautiful holidays, **& a healthy body & mind**

People buy results

People buy solutions to problems

Problem	Result	Delivery mechanism
Blocked sink	Unblocked sink	Plumbing
Sore tooth	Healthy teeth	Dentistry
Feeling burnt out	Beautiful holiday	Air travel
Back pain	Being free of pain	Pilates



Don't sell the
delivery
mechanism...
Sell the result





**Eliminate your
back pain!**

Don't sell the
delivery
mechanism...
Sell the result

How to stand out...

Stop selling Pilates

Find people with an urgent & painful problem

Sell them a solution to their problem



I call this a **client-centered business**

Commoditized vs client-centered

Which **stands out** more?

Fully equipped plumbing service!

- Fully qualified on the complete range of plumbing equipment
- Personalized attention!
- Pipe bender maintains full diameter of your pipes

**I will unblock your sink today or
you don't pay**

Fully equipped Pilates studio!

- Fully qualified on the complete range of Pilates equipment
- Personalized attention!
- Equipment maintains specificity in the workout

Eliminate your back pain in 6 weeks or you don't pay

A crowd of stylized human figures in various shades of blue and grey. In the center, one figure is highlighted in a bright yellow, creating a focal point. A white arrow points from the handwritten text above to this central figure.

It's about
the CLIENT

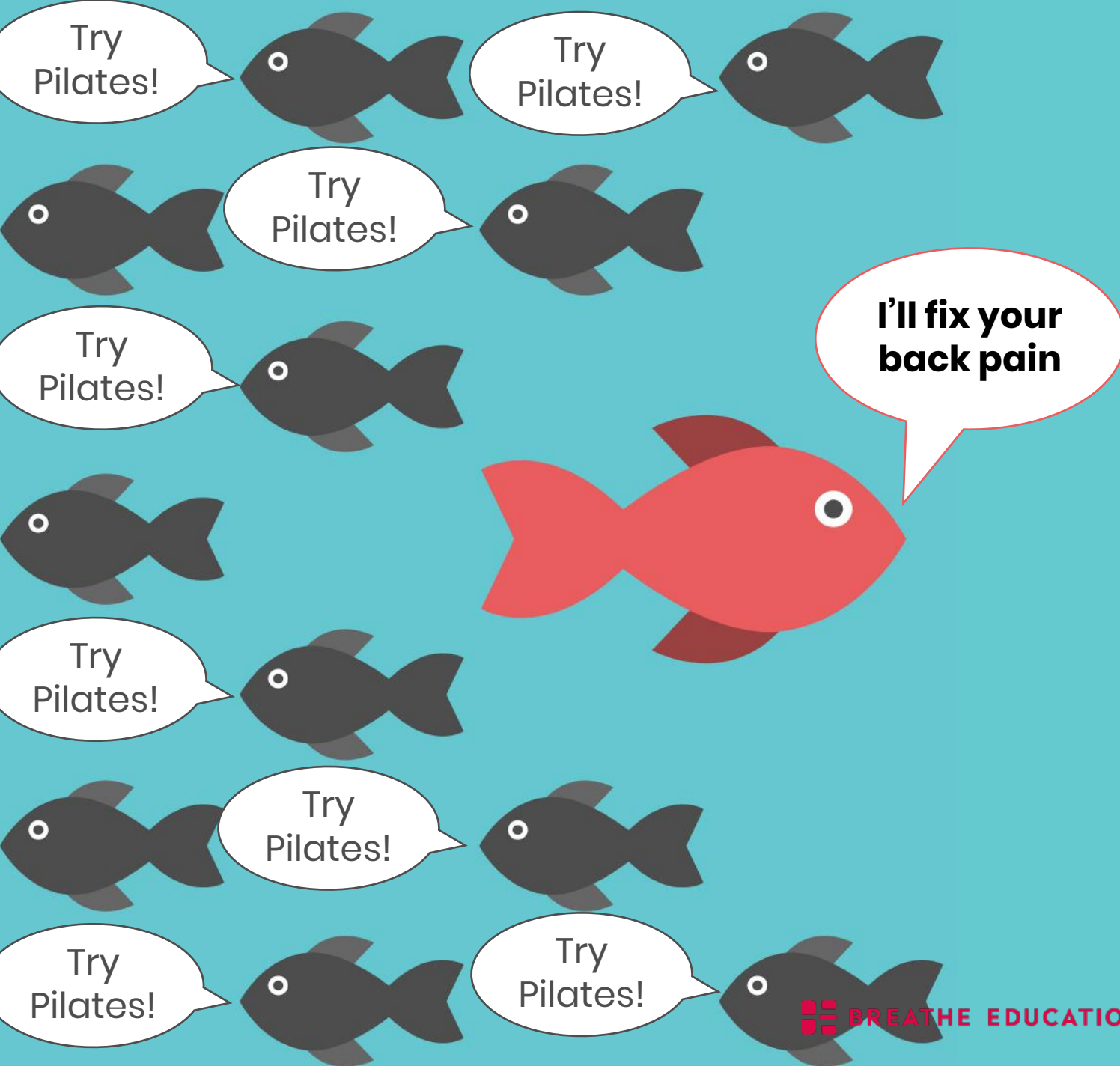
A client centered
business starts
with...

**The client and
the result they
want to achieve**



A client centered
business **delivers**
a single result for
a single client
avatar

Client avatar = description of your
ideal client



Delivering a single result for a single client avatar makes you stand out



How to stand out in a saturated market

Summary

- When you sell Pilates sessions you are selling a commodity
- When you sell a commodity you have to compete on price
- To differentiate yourself, sell results
- A client centered business delivers a single result for a single client avatar
- Delivering a single result for a single client avatar makes you stand out





How to stand out in a saturated market

Self-test

- People don't buy Pilates they buy _____
- To stand out, don't talk about _____, and instead talk about _____
- What is a client centered business?
- How does a client centered business enable you to stand out?

Learning goals

Problem	Learning goal	Solution
The market is saturated	How to stand out in a saturated market	Build a client centered business
People can't afford Pilates	Why people can & will pay you \$99/week for Pilates	



**Why people
can & will pay
you \$99/week
for Pilates**



Let's do the math

- \$49.50 semi-private sessions
- 4 clients per session



4 clients per session



4 clients per session = (4 x \$49.50)



4 clients per session = $(4 \times \$49.50) = \$198/\text{session}$



4 clients per session = $(4 \times \$49.50) = \$198/\text{session}$

12 sessions/week



4 clients per session = $(4 \times \$49.50) = \$198/\text{session}$

12 sessions/week = $(12 \times \$198)$



4 clients per session = $(4 \times \$49.50) = \$198/\text{session}$

12 sessions/week = $(12 \times \$198) = \$2376/\text{week}$



4 clients per session = $(4 \times \$49.50) = \$198/\text{session}$

12 sessions/week = $(12 \times \$198) = \$2376/\text{week}$

Teach 48 weeks a year



4 clients per session = $(4 \times \$49.50) = \$198/\text{session}$

12 sessions/week = $(12 \times \$198) = \$2376/\text{week}$


Teach 48 weeks a year = $(48 \times \$2376)$



4 clients per session = $(4 \times \$49.50) = \$198/\text{session}$

12 sessions/week = $(12 \times \$198) = \$2376/\text{week}$

Teach 48 weeks a year = $(48 \times \$2376) = \$114,048$

A black calculator and a black pen are positioned on the left side of the image against a bright yellow background. The calculator is a standard desktop model with a large LCD screen and various function buttons like TAX+, TAX-, and SET %. The pen is a sleek, black ballpoint pen with a silver clip.

How many clients do you need to make \$100k?

Each client pays \$49.50 per session

Clients attend 2 sessions per week

$2 \text{ sessions/week} \times \$49.50/\text{session} = \$99/\text{week}$

$\$99/\text{week} \times 48 \text{ weeks} = \$4,752/\text{year per client}$

$\$100,000 \div \$4,752 = 21 \text{ clients}$

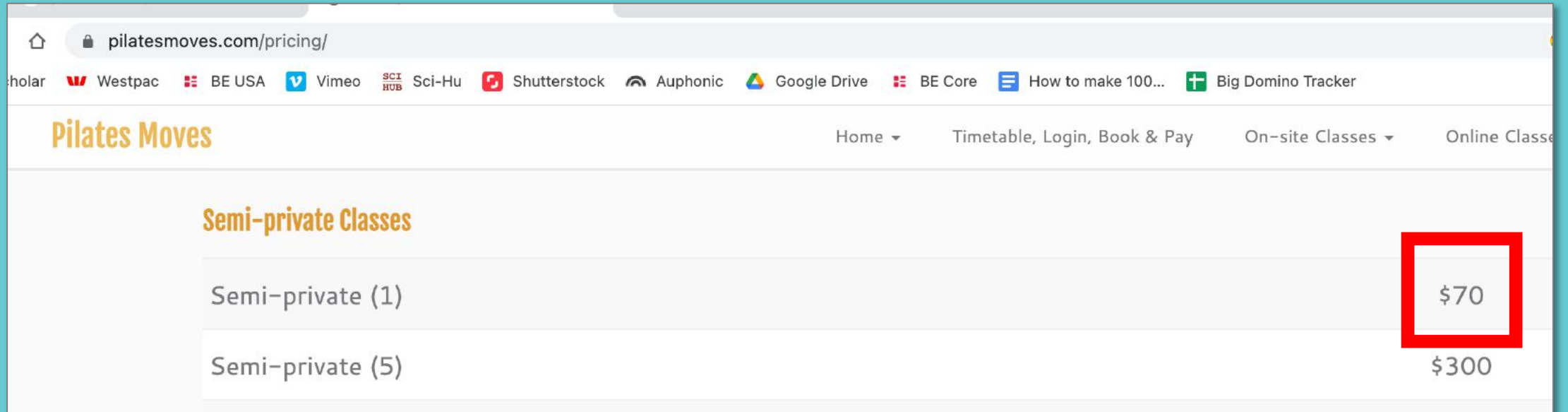
Let's round it up to 24 just to be on the safe side

$\$4752 \times 24 \text{ clients per year} = \$114,048$

You need 24 clients to make \$100k a year

These people are already doing it

Pilates Moves: **Sydney Australia**



Pilates Moves		Home ▾	Timetable, Login, Book & Pay	On-site Classes ▾	Online Classes
Semi-private Classes					
Semi-private (1)	\$70				
Semi-private (5)	\$300				

Semi-private classes (3-4 people)

<https://www.pilatesmoves.com/>

 BREATHE EDUCATION

← Check it out yourself!

Evolve Pilates: **Palos Verdes CA**

Small group instruction of 2-3 clients and possibilities of instructor can individualize each client's needs and cue environment.

Duration 55 minutes.

Semi-Private Sessions	Price	
<i>Single Session</i>	\$50	
<i>4 Session Package</i>	\$180	Save \$20
<i>8 Session Package</i>	\$320	Save \$80
<i>12 Session Package</i>	\$450	Save \$150
<i>16 Session Package</i>	\$560	Save \$240

<https://www.evolverehabpilates.com/>

The Pilates Studio: **Hadley MA**

Semi-Private Sessions

2-3 clients. 1 Instructor. 50 Minutes.

These sessions are for clients with a basic understanding of Pilates, their own program and the Pilates Apparatus. Semi Private Sessions are closed to 2 clients.

Please note: Clients who book Semi-Privates agree to changing to a Private at last minute if their partner cancels.

One Session..\$55

[Buy Now](#)

5 Sessions..\$250

[Buy Now](#)

10 Sessions..\$450

[Buy Now](#)

<https://thepilatesstudioinhadley.com/>

Arc Pilates: Melbourne Australia

Individual Small Group Class

Your individualised program in a 60 minute class with up to 3 others in the studio.

\$52

Buy now

Set of 5 Pilates Studio Classes

Set of 5 Pilates 60 minute Studio Classes with up to 3 others in the studio. Valid for 3 months

\$250

Buy now

Set of 10 Pilates Studio Classes

Set of 10 Pilates 60 minute Studio Classes with up to 3 others in the studio. Valid for 5 months

\$490

Buy now

<https://arcpilates.studio/>

Dynamic Pilates: **Sydney Australia**

SEMI-PRIVATE SESSIONS (GROUPS CAPPED AT 3-4)

5 Sessions

\$275

2 Month Expiry

Discounted Semi-Private Session Packs

5 x One Hour Sessions

Price per person

BUY NOW

1 Session

\$58

1 Month Expiry

Single Semi-Private Session Rate

1x One Hour Session

Price per person

BUY NOW

10 Sessions

\$530

3 Month Expiry

Discounted Semi-Private Session Packs

10x One Hour Sessions

Price per person

BUY NOW

<https://www.dynamicpilates.com.au/>



BREATHE EDUCATION



But what if
people in my
area can't
afford \$50?

Sell to people in a different area



Mr Pilates: **Online**

PRICE LIST

Principal Studio Pilates Classes (4 People)

1 x class - \$ 55

5 x class package - \$240 (\$48 per class)

10 x class package - \$450 (\$45 per class)

<https://mrpilates.com.au/>

Rhinebeck Pilates: **Online**

Virtual/Online Sessions (55 minutes)

Private Sessions, duets and trios are available online through Zoom.

How to Schedule

To schedule your session online, use the "Book an In-Studio or a Virtual/Online Session" below or you may also [contact the studio](#).

Please note: if you are scheduling a duet or trio online, you must have partners ready to join you and register along with you for the session. If you'd like to join an existing duet or trio, please contact the studio and we can match you up with a small group that will be the best fit for you.

Pilates with Elaine

PRIVATE

[\\$110 / 1 session](#)

\$540 / 5 session

\$1050 / 10 sessions

DUET

[\\$80 / 1 session](#)

\$390 / 5 sessions

\$750 / 10 sessions

TRIO

[\\$60 / 1 session](#)

\$285 / 5 sessions

\$550 / 10 sessions

<https://www.rhinebeckpilates.com/>

Body Harmonics: **Online**

SEMI-PRIVATE

ONLINE

Single session: **\$57–67**

10–50 sessions: \$53–64

<https://www.bodyharmonics.com/>

Forte Pilates Boise: **Online**

Semi Private

Semi-private lessons are shared hours of 2-6 clients per instructor while Duets are reserved to just 2 clients per instructor (ex. Spouses or 2 friends who want the hour limited to the 2 of them. We reserve the right in Semis to book other clients into the hour). Private lessons are required to progress into semi-private lessons. You must be able to do your personal workout independently to ensure safety and efficacy in semi-privates. This enables each client to continue working as the instructor helps other participants in the lesson. They are lessons you progress into vs jump into.

Contact the studio for more information or to schedule a private lesson to get you prepared for duets or semi-private lesson.

Pricing:

1 Lesson - \$55

5 Lessons - \$250

<https://www.fortepilatesboise.com/>

 **BREATHE EDUCATION**

Metropolitan Pilates: **Online**

SEMI-PRIVATE and DUET SESSION PACKAGES

- Metro 10 \$525 (10 semi-private sessions)
- Metro 20 \$990 (20 semi-private sessions)
- Combo \$1,335 (30 semi-private sessions)
- Jumbo Combo \$1,740 (40 semi-private sessions)
- Single semi-private session \$58

<https://metropolitanpilates.com/index.php>

Pilates Seattle: **Online**

Single Sessions	*(sales tax not included)
Private Session	\$90
Semi-Private Session	\$60

<https://www.pilatesseattle.com/>



Out of **7.9 billion**
people...

You just need 24
people who will
pay \$99/week



Why people **can & will** pay you \$99/week for Pilates

Summary

- \$49.50 per semi-private
- 4 clients per session
- 12 sessions per week
- 25 hours a week, 48 weeks/year
- \$114,048
- Just 24 clients
- Other people are already doing it
- You can do it too





Why people
can & will pay
you \$99/week
for Pilates


Self-test

- To make \$100k a year teaching Pilates you need to:
- Charge _____ per session
- Have _____ clients in each session
- Teach _____ sessions per week
- True/False: LOTS of people are already charging \$49.50 per session
- True/False: If they can do it you can do it too
- What can you do if people in your area can't afford \$99/week?
- How many clients do you need to find who will pay \$99/week?

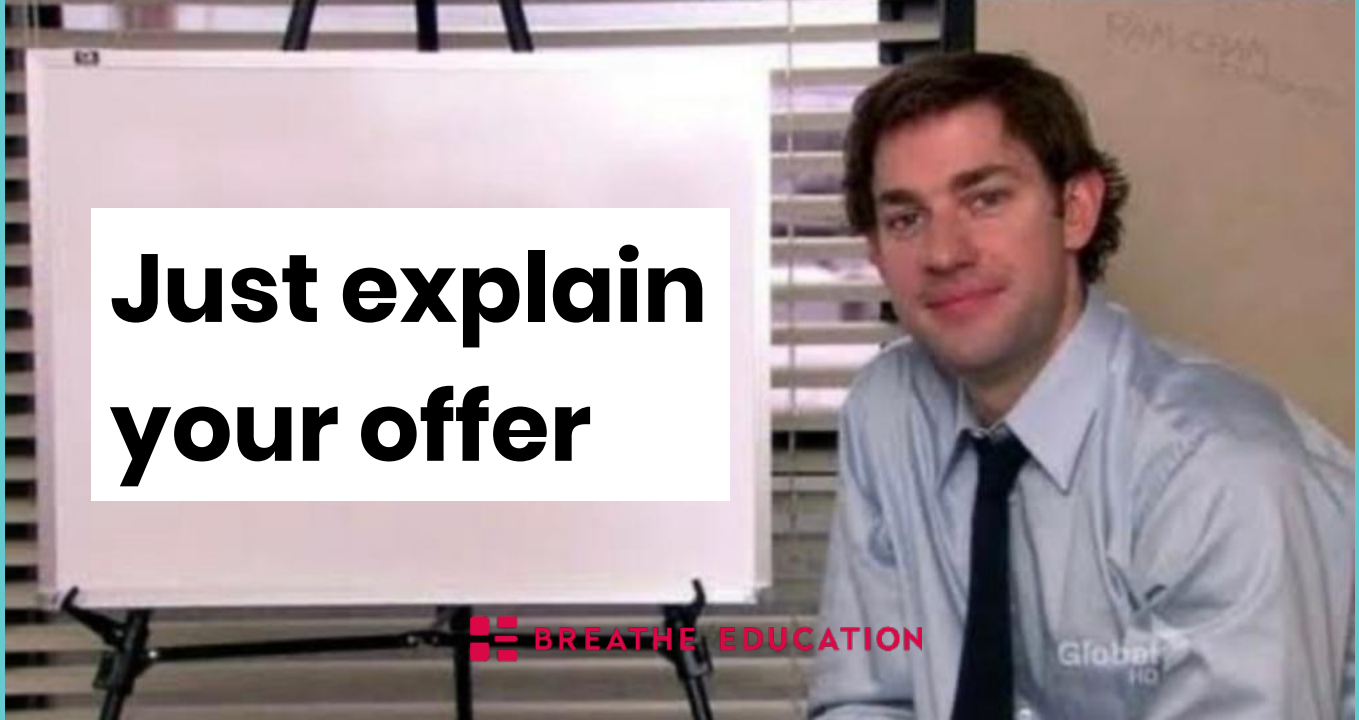
Learning goals

Problem	Learning goal	Solution
The market is saturated	How to stand out in a saturated market	Build a client centered business
People can't afford Pilates	Why people can & will pay you \$99/week for Pilates	Other people are already doing it. You can too.
You can't get clients	How to get clients	

How to get clients



When you have a compelling offer, you don't need to be good at marketing or sales



**Just explain
your offer**



How to get clients

1. Find people with an urgent & painful problem
2. Create an offer that solves their problem
3. Tell them about your offer



Start with a result

Your result should solve an urgent and painful problem

For people who have time, money & the will to solve the problem e.g.

- Be pain free
- Get 50% stronger

An hourglass with red sand is shown on a wooden surface. The sand is flowing from the top bulb to the bottom bulb. The lighting is warm, creating a soft shadow on the wood.

Set a timeframe for your offer

- A realistic time that you CAN achieve the result
- Short enough that it feels emotionally do-able for the client
- Long enough so they get hooked on your service
- 6-12 weeks is about right



The time frame
makes your offer
more concrete

- Eliminate back pain **in 90 days**
- Get 50% stronger **in 50 days**

How to tell them about your solution

I'm looking for 4
[IDENTITY] who want
to get rid of [PROBLEM]
and [RESULT] in the
next [TIME FRAME] –
[CTA]



Use this template!


Identity: Your clients' self-identity
e.g. women over 60, moms

Problem: The problem you solve
e.g. back pain

Result: The outcome after the
problem is solved e.g. be pain free


Time frame: How long your
program is e.g. 90 days

CTA: Call to action. How people get
in touch with you e.g. DM me




I'm looking for 4
[IDENTITY] who want to
get rid of [PROBLEM] and
[RESULT] in the next
[TIME FRAME] [CTA]

- The more qualified prospects you show your offer to, the more sales you'll make
- A qualified prospect is someone who has the problem you solve, plus time, money and the will to solve the problem



I'm looking for 4
women over 60 who
want to stop living with
back pain and get in
shape in the next
42 days - Phone 041

Example if you
help women over
60 eliminate back
pain in 6 weeks



I'm looking for 4
[IDENTITY] who want to
get rid of [PROBLEM] and
[RESULT] in the next
[TIME FRAME] [CTA]

Where to post it

- Social media
- On a literal signpost
- Local clubs, cafes, other places your ideal clients congregate
- You'll need show your offer to about 1400 qualified prospects to gain 1 client
- The more qualified prospects you show your offer to the more sales you'll make



Raphael Bender
@the_raphaelbender

Identity

I'm looking for 5 Pilates instructors who
want to let go of feeling like a fraud and
really know how the body works, by
learning Clinical Pilates 100% online in the
next 12 months

Problem

Result

229

458

If you've struggled with understanding
anatomy, pain & injury this is the program
that will change your life.

Time frame

Want in?

Comment 'ME' below and I'll send you an
application link.

Call to action

**Heise's real post
which is recent**



How to get clients

Summary

- When you solve an urgent and painful problem you don't have to be good at marketing
- Just tell people about your solution
- The best solutions promise a tangible result in a specific time frame
- 6-12 weeks is best
- Use this template: I'm looking for 4 [IDENTITY] who want to stop [PROBLEM] and [RESULT] in the next [TIME FRAME] – [CTA]



How to get clients

Self-test

- When you solve an urgent and painful problem you don't have to be good at marketing or sales, you just _____
- The best solutions promise a _____ in a _____
- What is a qualified prospect?
- What is the template ad formula to tell people about your solution?

Learning goals

Problem	Learning goal	Solution
The market is saturated	How to stand out in a saturated market	Build a client centered business
People can't afford Pilates	Why people can & will pay you \$99/week for Pilates	Other people are already doing it. You can too.
You can't get clients	How to get clients	Find people with a painful problem and tell them about your solution
You feel overwhelmed and you don't know where to start	How to launch your Pilates business in 90 days	

Can I ask you a question?



We will help you
**plan, build &
launch** your \$100k
Pilates business in
just 90 days



Pilates **Launchpad**

- Clarity
- Coaching
- Accountability



Clarity

- Exactly what to do, when to do it and how to do it
- Step-by-step instructions
- Templates, checklists, scripts
- We've taken the guesswork out of building a Pilates business
- So you can stop guessing and take action
- And ultimately build the business and the life of your dreams



Coaching

- Live coaching call Mon-Fri
- Get feedback on your offer, ads, sales calls, pricing, website... or anything else you need help with
- Ask literally any question – there are no stupid questions
- Access to our whole team including marketing, sales & tech
- So you know you're doing it right
- And you can overcome any obstacle with expert guidance



Accountability

- Goal setting
- Peer group of 5 people in similar time zones
- Small daily actions
- Daily accountability
- Weekly team meeting
- Leaderboard
- So you take daily action and maintain momentum
- And actually DO the things you need to do

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000

Clarity

Pilates Launchpad

- Exact step-by-step instructions to build your \$100k solo Pilates business
- Templates, checklists, cheat sheets
- Community of fellow Pilates solopreneurs around the world to connect with daily
- We will take you from zero to launching your business in 90 days – guaranteed
- So you can eliminate overwhelm, and launch your new \$100k Pilates business quickly
- Live a life of joy, time & freedom

Value: \$10,000

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499

Clarity

Effortless sales scripts

- Sales system
- Sales scripts for phone, zoom and in-person
- Sales roleplay audio
- So you know exactly what to say to prospects so they want to become your clients
- Build your business, your income and your impact faster

Value \$499

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997

Clarity Done-for-you client getting kit

- Webpage copy template
- DM sales scripts
- 71 fill-in-the blanks ad templates to get Pilates clients overnight
- So you know exactly what to say and where to post to attract your ideal clients – people who have the problem you solve, and the money, time & will to solve it
- Work with as many dream clients as you can handle

Value \$997

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997
Pilates legal essentials template pack	\$2,573

Clarity Legal essentials template pack

- Lawyer-prepared
- Liability waiver
- 32-page terms & conditions
- Client medical screening form
- Red flag screening tool
- Fill-in-the-blanks and deploy these immediately in your business
- Get up and running quickly and enjoy peace of mind knowing you're covered legally

Value \$2573

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997
Pilates legal essentials template pack	\$2,573
Daily live coaching calls for 90 days	\$8,720

Daily live coaching

- Goal setting & tracking
- Daily accountability
- Daily live coaching
- Receive feedback on your offer, ads, website, sales calls...
- So you get out of overwhelm and focus on the most important thing each day to build your business
- Achieve your result with the least wasted effort and fewest mistakes
- Build your dream life

Value \$8,720

Coaching & accountability

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997
Pilates legal essentials template pack	\$2,573
Daily live coaching calls for 90 days	\$8,720
Our exact systems, templates & strategies	\$14,997

Our systems, templates & strategies

- Sales system
- Google & FB ad systems and templates
- Client goal setting & results tracking templates & checklist
- Personal accountability system
- Short-cut the years we've spent to develop these tools to launch and grow your business quickly

Value \$14,997

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997
Pilates legal essentials template pack	\$2,573
Daily live coaching calls for 90 days	\$8,720
Our exact systems, templates & strategies	\$14,997

Pilates Launchpad

Clarity, coaching & accountability

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997
Pilates legal essentials template pack	\$2,573
Daily live coaching calls for 90 days	\$8,720
Our exact systems, templates & strategies	\$14,997
TOTAL VALUE	\$37,786

Pilates Launchpad

Clarity, coaching & accountability

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997
Pilates legal essentials template pack	\$2,573
Daily live coaching calls for 90 days	\$8,720
Our exact systems, templates & strategies	\$14,997
TOTAL VALUE	\$37,786
You pay	\$5000

Pilates Launchpad

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997
Pilates legal essentials template pack	\$2,573
Daily live coaching calls for 90 days	\$8,720
Our exact systems, templates & strategies	\$14,997
TOTAL VALUE	\$37,786
You pay	\$5000

Pilates Launchpad

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
Done-for-you client getting kit	\$997
Pilates legal essentials template pack	\$2,573
Daily live coaching calls for 90 days	\$8,720
Our exact systems, templates & strategies	\$14,997
TOTAL VALUE	\$37,786
You pay	\$5000
Beta price	

Pilates Launchpad

We need **100 people** to beta test the program & give testimonials!

What you get	Value (USD)
Exact step-by-step instructions to \$100k	\$10,000
Effortless sales scripts	\$499
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There are 943 people registered for this workshop...

This is a **one-time offer** for the first 100 people to beta test the program at **80% off** the full price

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Program requirements

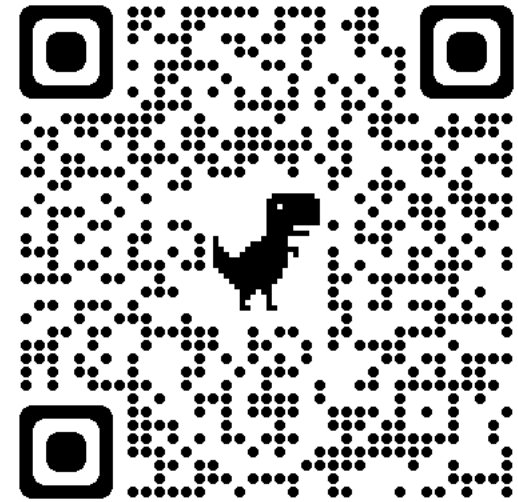
- Certified in matwork+
- Existing client roster OR not
- Commit to daily action for at least 30 min
- Commit to peer accountability

And only for the first 100 people

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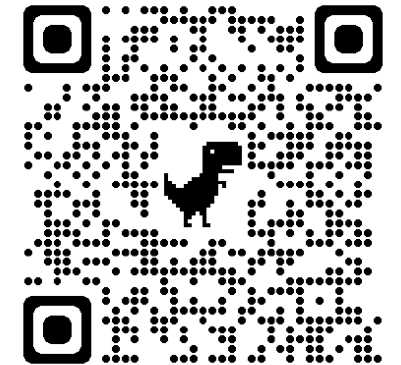
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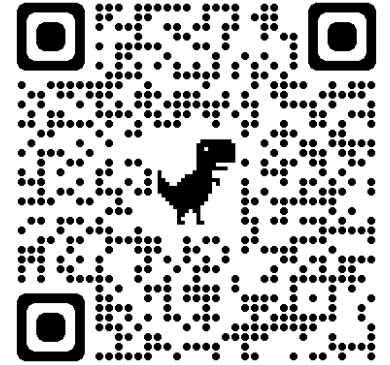
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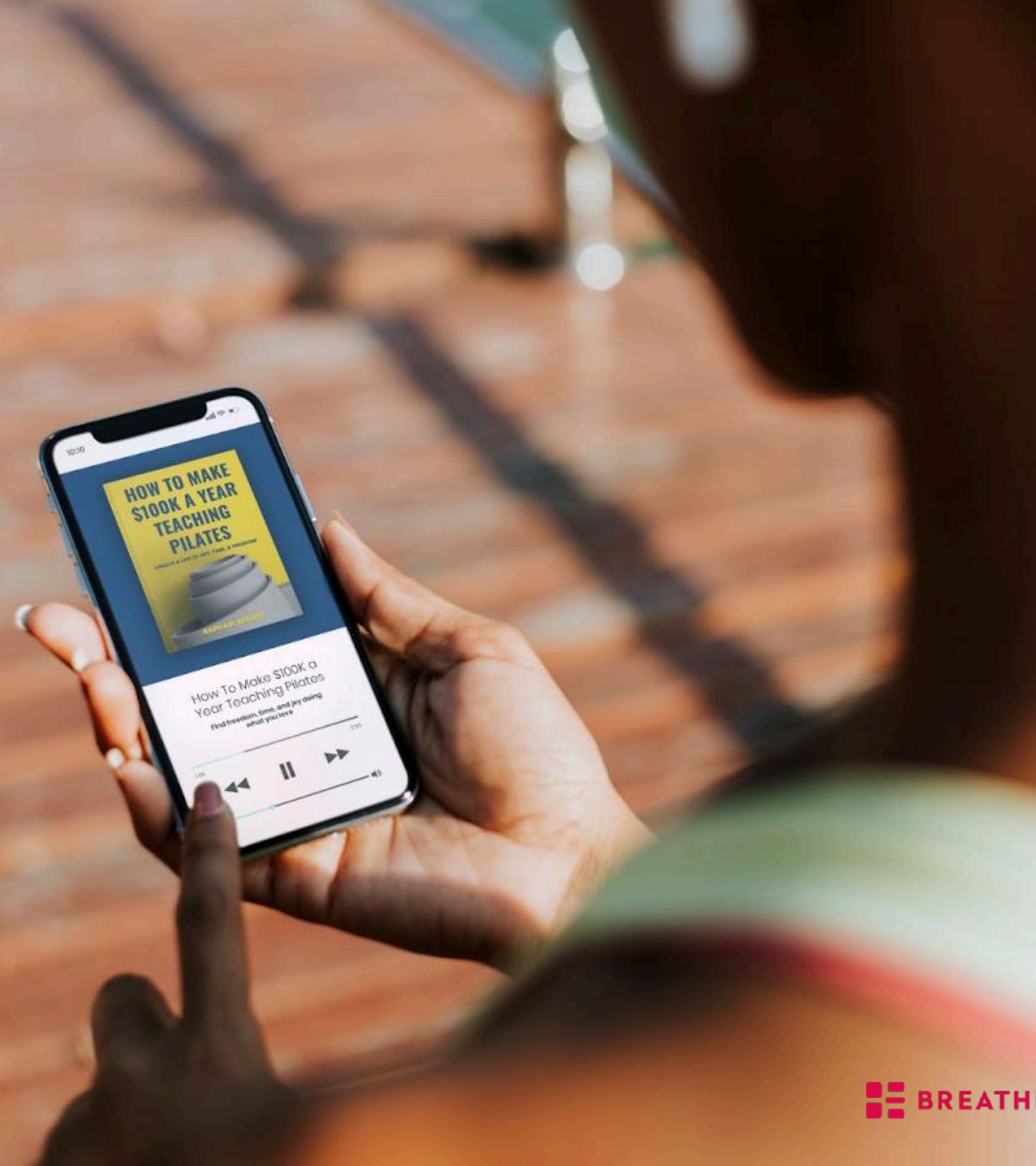
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- 18 Chapters, 55k words
- How to think like someone who makes \$100k
- How to choose your ideal clients
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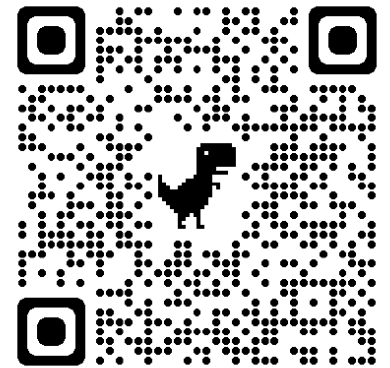
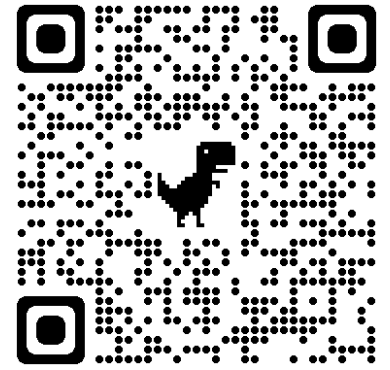
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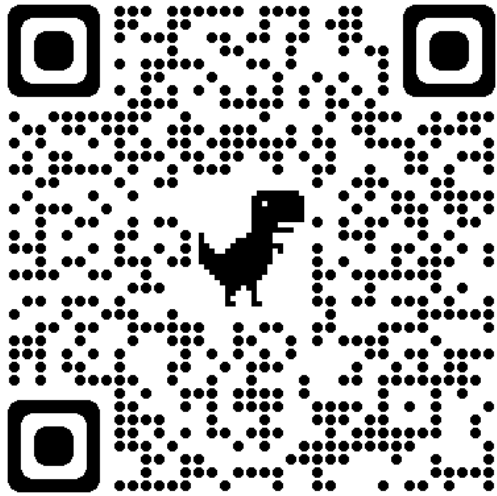
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First 12 people \$100k/year guaranteed

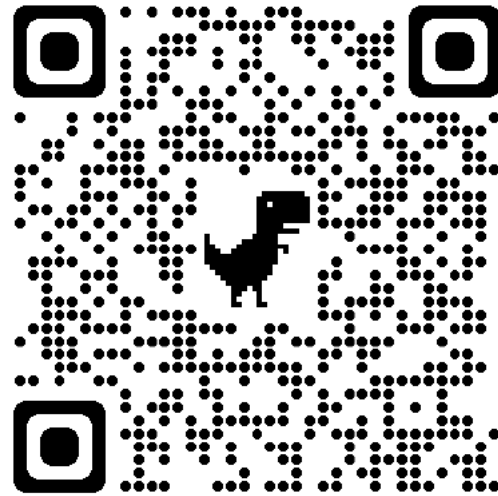
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