

Workbook

THE SECRET
Client Magnet
COPY FORMULA

FREE GUIDE

LEARN THE BEST
COPYWRITING FORMULA FOR
DRAWING IN IDEAL CLIENTS

ALISAKAYCOACHING.COM





BOOKING IN MORE CLIENTS DOESN'T HAVE TO BE HARD.

It may feel like you've got to update your website, come up with a new offer, magic up some sort of extra-ordinary branding or even simply sell your soul to the funnel-making Russell-whatevers of this world... but that's not the case.

The truth is... your clients are out there and they're waiting you.

The problem is, your messaging *i.e. the words you use to make people pay attention*, are not stopping them or hooking them in.

and I hate to say this to you, but someone has to, your copy is b-o-r-i-n-g.

No mount of gold foil will convince people to pay you.

The secret client-magnet formula

So, HOW do you fix your messaging to actually attract clients without being Boring Betty or Sell-Out Sally?

Well, good news is, all you have to do is master ONE copy formula and **consistently use it everywhere.**

The secret client-magnet formula



“*your copy is b-o-r-i-n-g*”

And no, I don't mean that you need to CAPS LOCK EVERYTHING AND RUN.

You need to understand **why people buy and how to actually grab their attention.** Only by understanding this sales

psychology and **focusing on brain triggers**, will your copy actually stop the scroll and make those soulmate clients ready to listen to what you have to say.

It's a creativity + science cocktail.

INTRODUCING: *The BABE Formula*

Even though I love my reality TV (hello drama!) my blood does boil when anyone calls me "babe"...

But, that doesn't mean that we can't use the handy acronym to book in clients WITHOUT the drama.

So, without further ado, here's what you do:

Before
After
Bridge
Engage

This formula is a spiced up classic, and is basically the black dress of copywriting ;-)

To use it, I'll take you through the breakdown of the formula (the exact same way I coach my 6 + multiple 6 fig clients) and show you how to tap into your message so that you can actually get booked out.

B01

before

When I talk about the before, I want you to put yourself solely into your ideal soulmate client's shoes.

For a lot of us, that's usually where YOU have been before - as often, we tend to solve problems we've had before and figured out solutions to.

So, as an example, I used to have a very successful tutoring agency. I travelled the world, made a lot of money and lived the "instagram perfect" life.

But, I was totally burnt out. I worked so many hours, I hated the "job" I created for myself and even though I was able to do a few cool things like buy my mum a house, work with

celebrities and stay on faraway luxury islands owned by top CEOs, I was burned out, ill and unhappy.

The clients were demanding, I didn't have a sustainable way of getting off the referral wheel and I was just living day-to-day.

See, the BEFORE here is super clear. I now help other service providers book SOULMATE clients and sustainably build their businesses to multiple 6 figures because I've been on the other side and it sucked.

So, what's your client's before? Where have they been? Can you get really clear and specific?

The clearer you are, the better.



Where do your clients want to be?

As in, what does their happily ever after look like?

Again, we're not focusing on you, we're focusing on THEM... if you're a designer, maybe they want to make more money or attract a different type of customer.

If you're a health coach, maybe your clients want more energy to play with their kids/grandkids.

If you're a business strategist, maybe they want a funnel that they only manage for 3/hrs a week... Get SUPER specific

02

A

after

with what they want to do, feel and have "after" your help.

Notice that I've said do, feel and have because most people are just not specific enough in their copy... they say things like "feel abundant" or "be happier" and that does not tell me EXACTLY the "after" I'm looking for.

So, for my clients, they want to be fully booked with dream 1:1 clients, they want a leveraged and profitable group program and they want to design their business around their lifestyle all the while having more energy and time to spend with their families.

Notice how specific those results are. That's exactly how you want your copy to sound.

B03

bridge

The secret client-
magnet formula



What will it take for them to get to the other side of the bridge?

Now, we build the bridge and demonstrate

that we can actually help them fix their problem.

We're not actually going to go into a 4,000 word essay with step-by-step instructions, but we're going to give them a blueprint with clearly communicates how to solve their issue.

What will it take for them to get to the other side of the bridge? Narrow in on 3-5 steps or one key takeaway that will spark that AHA moment.

E04

engage

Now that we've given value and shown clearly what is in it for them (i.e. why they need to listen up ASAP), we can give them the next step.

For me, that's usually a call to engagement.

This does not mean asking strangers on the internet to unload their deepest fears and problems.

But, it does mean asking a related and EASY question that can be answered in less than 5 words, like:

"Do you agree?"

"Give me a gif if you relate."

"Type in GODDESS if you want to XYZ".

“

You're asking a question that can be answered in less than 5 words.

Keeping it easy, means that people don't need to over-think or switch off before engaging with you! We definitely want to avoid the look on the left ;-)





You need to show your ideal clients that you know who they are and how they can get to where they want to go.



Of course, there's a little more to triggering the brain to pay attention... like, substituting the word "I" with "you", or asking a question at the beginning of your post...

There's a lot you can do each time you write to call out that ideal client again and again. Remember, no

matter how you start your post, follow the formula to show your ideal clients that:

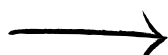
- A) You know who they are and why they need help.
- B) You know exactly how to get them the help they need.
- C) Give them the next step to carry on the conversation with you,

ARE YOU READY FOR *More Clients?*



If you're ready to accelerate your success, I'm running a case study group this month to show female entrepreneurs how to add \$10k+ to their income.

DM me the words CLIENTS on Facebook (@alisakay) if you want to know more!



I'M READY TO BOOK IN
MORE CLIENTS

