



HOW TO GET \$100K IN NEW CLIENT BUSINESS - IN 6 HOURS

HOW I CAN HELP YOU BRING IN NEW, HIGH-PAYING CLIENTS - AND ALL I NEED IS 1 HOUR OF YOUR TIME PER MONTH, FOR 6 MONTHS



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01

HEY, I'M RHIANNON

I get to do my dream job every single day: writing books! The bonus is, I get to help people while I'm doing it.

If you're a coach, I have a formula that will get you more clients, more credibility, and the ability to charge more. Plus, you can share your message and help more people while you're at it - so you get a bonus, too!

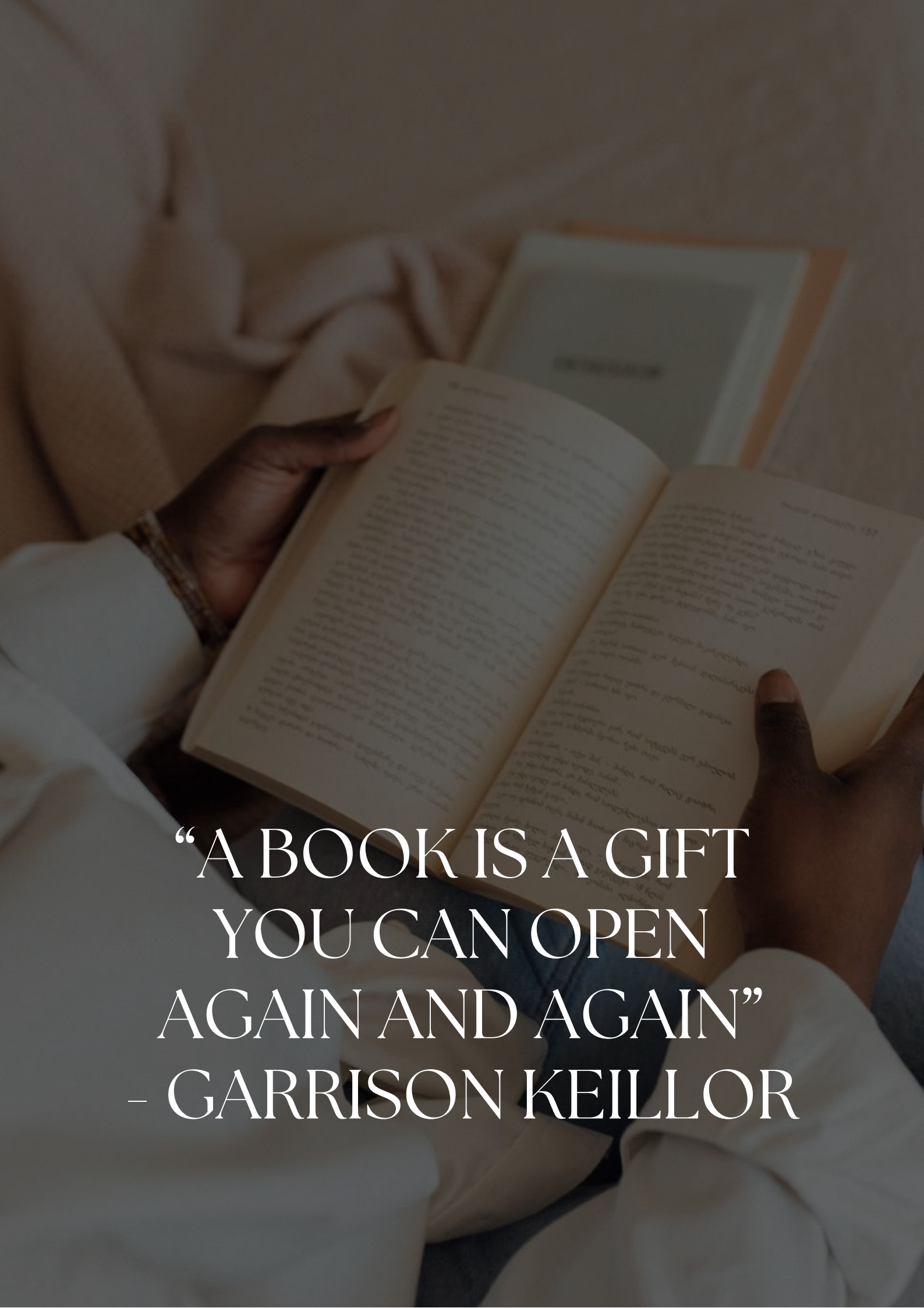
Are you ready to find out how?

Rhiannon

LET'S DO IT!



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A close-up, slightly blurred photograph of a person's hands holding an open book. The person is wearing a white long-sleeved shirt and a gold watch on their left wrist. The book is open to two pages of text. The background is a soft, out-of-focus light brown color. The overall mood is calm and focused.

“A BOOK IS A GIFT
YOU CAN OPEN
AGAIN AND AGAIN”
- GARRISON KEILLOR



02

INTRODUCTION

I created this freebie guide to show you just how easy it can be to increase your client base and charge more - with the boost a book can provide.

I've had over 100 books published since 2011, and I've seen time and time again how much impact a book can have on an author's life.

For coaches, it's such an easy way to diversify your income streams, prove your expert status, bring in new clients, charge more, AND book more speaking gigs - so for me, it's a no-brainer that every coach should have their own book.

This guide will show you how you can use a book to reap all of these benefits.

As for the writing? If you want, you can leave that to me - I'll take all but 6 hours of time off your plate.

Sound good? Follow these steps and see how easy it is to dive in...





03

STEPS TO 100K

My secrets for turning a book into a client generator
and earning \$100,000 in direct sales

STEP ONE: WRITE A BOOK

Look, I'm not going to go too deep into this step because... this is the boring part! (For you, anyway. For a nerd like me, this bit is HEAVEN.)

If you give me six months of your time, one hour per month, we can get a book together on your chosen topic. It's as easy as that.

My advice to those who want to try and write it themselves is to consider the opportunity cost. Are you a great writer? Do you know how to structure a great book? If the answer to either of those is no, prepare to spend a few years learning how to do those things before you have a great book to share.

Or you could let me take all that time off your hands...



STEP TWO: SHARE YOUR BOOK

Now to the interesting part - how to use your book as a sales tool. Are you ready for this?

There are several ways to get your book out there. You could:

- Sell it on a platform like Amazon
- Sell it through your own website
- Give it away for free on your own website
- Include it as a valuable bonus in one of your offers
- Give away one chapter and sell the rest
- Serialise it on a platform like Substack or Medium, tiny chunks at a time

I'm going to cover selling on Amazon or giving away your book on your website, as I think these are the best options to get results.



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SELL YOUR BOOK ON AMAZON

Here are my secrets for getting an Amazon bestseller:

1. Run polls on LinkedIn about your book - workshop your title, ask for opinions on content, and get real-time industry insights you can include in the book
2. Interview friends: send me VIPs in your industry that I can interview to share their expert perspective alongside yours in the book, or interview your previous clients with amazing success stories
3. Choose categories carefully: before we launch the book, we'll choose some categories for your book which will give you an easy shot at Amazon bestseller status. The fewer books it takes to hit #1 in the category, the quicker you'll be able to get there!
4. Launch professionally: a self-published book shouldn't look self-published. We bring together professional cover designers and interior designers as well as writing a top quality blurb and getting review quotes from industry VIPs where possible.
5. Tell everyone about the pre-order: put your book up on sale for between two weeks and a month into the future and tell EVERYONE YOU KNOW - shout about it on social media, email your mailing list, and make sure to tell everyone who voted on a poll or gave a quote/interview.
6. Watch the sales roll in: keep on sharing it until launch day, and be sure to share your exciting journey up the charts as well.
7. Wait for that bestseller badge to pop up on your book - take a screenshot and share it to celebrate - and call yourself a 'bestselling author' FOREVER!



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GIVE YOUR BOOK AWAY FOR FREE ON YOUR WEBSITE

Here are my secrets for a successful lead generator:

1. Start with a killer title that promises something incredible that doesn't seem possible (sort of like being able to gain \$100k of new clients in six hours...)
2. Create an ebook version of your book in PDF and mobi so anyone can easily read it - I'll do this for you!
3. Create a landing page that catches the eye with amazing promises and underlines that this book is absolutely FREE - and what it can do for you! (Bonus - you can take some of this content from your introduction, so it doesn't have to be written twice!)
4. Put in a sign-up form where readers can drop their email address to be added to your mailing list for free.
5. Create a funnel that starts with the book being delivered. Follow up with useful emails such as a workbook they can fill out themselves, a guided walk through the exercises in the book, or additional resources like videos or podcast episodes.
6. Finally, give out (either in the book - like this one - or through your funnel) an amazing offer JUST for people who read and download the book, at a price they'd be foolish to say no to!
7. Once they've seen the value of your services with that introductory mini offer, they will be hooked...

Extra special super duper bonus: you can sell your book on Amazon AND use this technique to build your mailing list - by including a link to a free workbook that readers can download via your site!

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YOUR NOTES:



WHAT WILL YOU DO?

Use this space to jot down some ideas about what theme your book should have, what problem it can promise to solve for your clients, and how you'll do it.

You can also decide here how you want to get your book out there - Amazon sales, website giveaway, a combination of the two, or something else?

If you want more guidance with this, or any other part of this workbook, you can grab a coaching call with me at calendly.com/rhiannondaverc



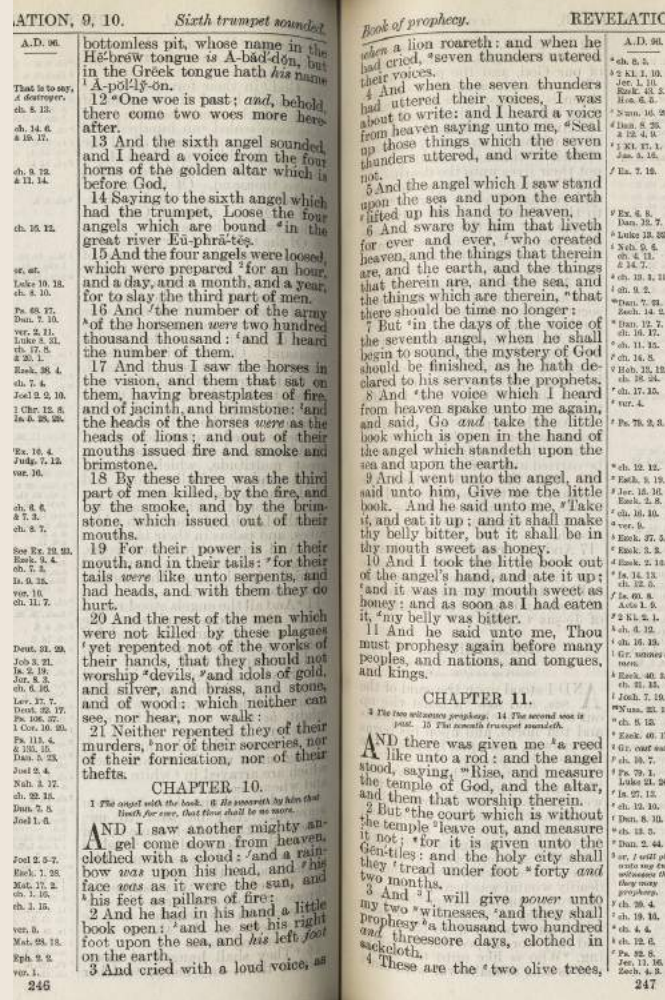
STEP THREE: UPGRADE YOUR OFFERS

So, you've got new clients coming onto your mailing list, sales out of your ears, and an army of dedicated new fans coming your way.

What do you do with them?

The answer should be obvious. A best-selling author or an established expert in their field can... **CHARGE MORE!**

If your top-level offer doesn't earn you at least \$10,000 per client, stop, go back, and make a change. You **DON'T** have to add tons more things to your offer. You just have to realize what you're worth.



CALCULATE YOUR LIFETIME CLIENT VALUE

You may not know yet whether you make an average of \$10,000 per client, but it's easy to work it out.

Just look into your billing records! Add up the amount everyone has spent with you and divide it by the number of clients you've got. For example, if you've made a total of \$100,000 in your business over 50 clients, you've made an average of \$2,000 per client.

Now imagine your super compelling offers (and offer funnel, from mini offer up to full premium service) gave you a client average of \$10,000...

It would take you not 50... but **TEN** clients to hit that number!

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YOUR NOTES:

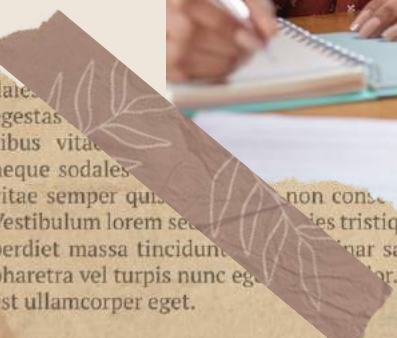


WHAT WILL YOU DO?

How will you upgrade your offers to increase your lifetime client value?

Think about options like:

- increasing your prices
- including lower-priced courses where you can be hands-off and let customers go through the course alone
- including higher-priced offers with your personal coaching help
- including premium offers with the highest level of one-to-one access
- creating a funnel to lead clients through your offers to a bigger spend
- working on your messaging... who wouldn't want to be coached by a best-selling **EXPERT?!**



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A woman with long dark hair, wearing a bright yellow blazer over a white collared shirt, is sitting at a desk. She is looking towards the right of the frame with a slight smile. In front of her is a laptop. On the desk, there is also a spiral notebook and a pen. The background is a window with a grid pattern, possibly a window blind or a decorative wall. The overall lighting is soft and natural.

HAVE THE COURAGE
TO CHARGE WHAT
YOU ARE WORTH.

YOU ARE
POWERFUL,
YOU ARE
KNOWLEDGEABLE,
YOU ARE
VALUABLE.

04 YOUR \$100K BOOK BLUEPRINT



STEP ONE

Get your book written. I can write it for you, or I can hold your hand and be your writing coach. If you're a great writer with a good level of book structure understanding and a lot of free time, you can do it yourself!



STEP TWO

Decide on how you're going to get your book out there - selling it on Amazon, giving it away for free on your website, or another method of your choice.

Get everyone you know to participate in the launch and spread the word far and wide.



STEP THREE

Upgrade your offers! Make sure you're charging what you're worth.

Calculate the average lifetime value of your clients so you know where you stand - and then think about what you can do to raise that value to \$10k.



STEP FOUR

Reap the rewards - including more speaking gigs, more clients, more credibility, and the option to raise your prices SIGNIFICANTLY - especially if you're a bestseller!

With the power of step three banked on top of the outreach of step two, getting ten new clients will be EASY... and just the start!



05

YOUR TRANSFORMATION FROM CLIENT SCRAMBLE TO CLIENT MAGNET STARTS HERE

My done-for-you ghostwriting service will allow you to get step one - a beautiful and engaging book - done with the minimum investment of your time and energy.

Spend it on working on your business and serving your clients - let me take all the hard work off your plate.

You don't need to study and practice writing for a decade or write books that failed in order to learn how to make them succeed - I've already done all that for you.

Trust me with your story and your message, and I'll give you a book that can bring in 10 new clients as easy as snapping your fingers... with many more to come.

As a thank you for reading this short guide, I can offer you these specific packages. Each of them is fully written, edited, and presented with cover and layout design for you:

Flash mini guide (like this one): \$3,500

Short book: \$25,000

Full-sized book: \$49,000

Full book with VIP interviews: \$55,000

You can also contact me if you'd like a fully personalized bespoke quote. My consultation calls are FREE and can be booked for a time that suits you at calendly.com/rhiannondaverc.

Don't be the only coach in your niche without a book. Get more clients, charge more, and get more speaking gigs now - all you have to do is start...

LOVE NOTES

some words from my previous clients x



“RHIANNON IS AWESOME! NOT ONLY IS HER WORK OF THE HIGHEST QUALITY, SHE EXPERTLY NAILED THE VOICE I WAS GOING FOR WITHOUT THE NEED FOR ANY OVERSIGHT, GUIDANCE, OR CORRECTIONS. SHE GETS IT!...AND I ABSOLUTELY RECOMMEND THAT YOU GET HER FOR YOUR NEXT PROJECT IF / WHILE YOU CAN, BECAUSE SURELY HER RATES ARE GOING NOWHERE BUT UP, UP, UP! PERFECTLY PROFESSIONAL AND SO FRIENDLY THAT YOU CAN LITERALLY FEEL HER SMILES IN HER MESSAGES, RHIANNON IS A GREAT CHOICE FOR YOUR CREATIVE WRITING PROJECT. THANK YOU, RHIANNON!”

– ANONYMOUS CLIENT



“I WAS ALWAYS VERY PLEASED WITH [RHIANNON’S] WORK. SHE IS AN EXCELLENT WRITER WITH GOOD INSIGHT AS TO WHAT WE LOOKING FOR IN COMMUNICATION WITH OUR CUSTOMERS. SHE NEVER MISSED A DEADLINE, WHICH WAS VERY IMPORTANT TO US. I HIGHLY RECOMMEND HER. SHE IS A MOTIVATED AND TALENTED INDIVIDUAL.”

– KENT DUFALD



“RHIANNON HAS A DEEP UNDERSTANDING OF THE WRITING, AUTHORIZING AND PUBLISHING OF BOOKS. THIS UNDERSTANDING AND EXPERIENCE TRANSLATES WELL INTO BEING ABLE TO GUIDE, IN DETAIL, PEOPLE NEW TO THE SPACE. SHE IS A NATURAL LISTENER AND VERY PERSONABLE. IF YOU ARE LOOKING TO WRITE A BOOK, I’D HIGHLY RECOMMEND CONTACTING RHIANNON.”

– SHAFFIQ DIN



06

YOUR SURPRISE GIFT



HEAD TO THIS LINK TO GRAB MY 'PROMPTS TO GET YOU THINKING ABOUT YOUR BOOK'

This worksheet will help you think about the best topic for your book and how it can make an impact for your coaching business!

[HTTP://BIT.LY/40NA4A2](http://bit.ly/40NA4A2)

