AgencyGod

THE FREE PLAYBOOK

• AGENCY GROWTH · COACHES · COURSE CREATORS

The Coaches & Creators Agency Playbook

Turn a coach's **launch-dependent, feast-or-famine revenue** into 15 to 30 booked sales calls a month from one evergreen funnel, so they stop praying for the next launch and you become the retainer they will not cut. The offer that gets a yes, the ad-defensible funnel math, the word-for-word outreach, the 14-day build, and the objection answers.

- The niche scoreboard ($5.34B market)
- The Evergreen Booked-Calls offer
- The fill-in funnel calculator
- 3 word-for-word outreach openers
- The 4-touch follow-up cadence
- The 14-day build, day by day
- 5 niche objection scripts

A playbook from **AgencyGod**
agencygod.com

$10K GTD

The $10,000 Guarantee
You get the result or you get paid.

THE NICHE SCOREBOARD

This is a $5.34 billion market that already wants exactly what you sell.

Before you pitch a single coach, know the numbers cold. The coaching industry hit $5.34 billion in revenue with 122,974 practitioners in 2025. And 59% of coaches say their growth will come from more clients and more sessions, not from raising fees. Read that again. They do not want to charge more. They want more booked calls. That is the thing you build.

$5.34B	**122,974**	**59%**	**3x/yr**
2025 coaching industry revenue	Active coaching practitioners	Expect growth from more clients, not higher fees	Typical launches a coach lives on
ICF / industry market data, 2025	Industry headcount estimate, 2025	Coach industry survey, 2025	Launch-model revenue pattern

THE WOUND YOUR OFFER CLOSES: THE LAUNCH TRAP

Most coaches make 80% of their year in two or three launches, then white-knuckle the dead months praying the list is still warm. Cart opens, revenue spikes, cart closes, and the calendar goes silent for eight weeks. Their own words: **"I closed the cart and now I sell nothing until the next launch. The feast and famine is killing me."**

You are not selling "marketing." You are selling the end of the dead months. An evergreen funnel that books calls every week, launch or no launch.

The coach who feels this pain is your easiest sale in the entire agency game. They already believe in paying for help, they already have an audience and an offer, and they are exhausted by the rollercoaster. You are not convincing them a problem exists. You are handing them the fix they have been Googling at midnight.

THE OFFER TO SELL

Don't sell a funnel build. Sell the Evergreen Booked-Calls System on a retainer.

A one-off funnel build is a project. It ends, the coach owns a broken machine they cannot run, and you are back prospecting. Sell the system on a retainer and you become the line item they protect. Full-suite agency retainers run $1,500 to $10,000 a month, average about $3,500. Set your floor at $3,000 to $5,000 a month plus their ad spend.

WHAT MOST AGENCIES SELL

"I'll build you a funnel"

A one-time $4,000 project. You hand over tech the coach cannot operate, it stalls in two weeks, and there is no recurring revenue for either of you. **You are both back to feast or famine.**

WHAT YOU SELL INSTEAD

"15 to 30 booked calls a month, every month"

A managed system on a $3,000 to $5,000 retainer plus ad spend. You run it, optimize it, and keep the calendar full in the dead months. **They renew because they can see the calls land.**

Here is the exact deliverable stack you put on a retainer. Name each piece, assign it a value, then anchor the total before you say your monthly price.

1	**VSL or automated webinar** The asset that sells the call while the coach sleeps. Records once, runs forever.	$3,000
2	**Application funnel + booking page** Opt-in, qualifying application, and a calendar that only lets the right-fit book.	$2,000
3	**7-email nurture sequence** Written to warm cold opt-ins and book the on-the-fence into a call.	$1,500
4	**Meta ad campaigns, built and managed monthly** Creative, targeting, and daily optimization off their own spend.	$2,500/mo
5	**The $10,000 guarantee tie-in** You either deliver the booked-calls result or they get paid. Nobody else offers it.	Priceless

Anchor the total value first — **$9,000+ build value**

Then reveal the price as a fraction: **"All of it, built and run for you, for $4,000 a month plus your ad spend."** The total value is stacked and anchored high, so the monthly number lands as a deal, not an expense.

THE FUNNEL MATH

When the coach asks "will this actually work?" you answer with a spreadsheet, not a promise.

Coaching and education Facebook leads run roughly $15 to $21, with a median near $21. That is well under the $27.66 global average across all industries. Cheap leads plus a warm, motivated audience is why this niche pencils out. Show the math on the first call and you stop being the fifth agency that just "believes in their vision."

$15-21	$27.66	70-85%	5-10%
Education / coaching Facebook cost per lead	Global all-industry average CPL	Automated webinar conversion vs live	High-ticket ($1k+) webinar buyer rate
2025 Meta CPL benchmarks by industry	2025 cross-industry Meta data	Evergreen webinar benchmarks	High-ticket webinar benchmarks

THE WORKED EXAMPLE · $2,000/MO AD SPEND, ONE COACHING CLIENT

Monthly ad spend · set off the coach's budget	**$2,000**
Leads at a $20 cost per lead · the niche median	**100 leads**
Booked calls at a 25% booked-call rate · conservative	**~25 calls**
Calls on the calendar that month	**25**

At a 20% close rate on those 25 calls and a $3,000 coaching program, that is **5 sales and $15,000 in revenue** off $2,000 in ad spend plus your retainer. The math is the close. Walk the coach through their own numbers, line by line, before you ever say what you charge.

NOW FILL IT IN WITH THE COACH · DO THIS LIVE ON THE CALL

Their monthly ad spend	$ ____________
÷ **$20 cost per lead** = leads	____________
× **25% booked-call rate** = calls	____________
× **20% close × their program price** = revenue	$ ____________

WORD-FOR-WORD OUTREACH · 3 CHANNELS

How you reach a coach and actually get a reply.

Cold email reply rates average 3% to 5%, so the opener has to name the exact pain in line one. Lead with the launch wound, not "I help coaches scale." Swap the red blanks. The 4-touch follow-up sits on the next page.

CHANNEL 1 · COLD EMAIL OPENER — EMAIL

Subject: your dead months between launches

Hi {first name} ,

Saw you closed your cart on {program name} . Most coaches I talk to make their money in 3 spikes a year and go quiet between them. I build the evergreen funnel that books calls in the dead months, so the calendar fills even when the cart is closed.

Worth 11 minutes Thursday to show you the math on your numbers?

Why it works: the cart line proves you actually looked. "Dead months" names their exact fear. "11 minutes" is a small, specific ask, not a 30-minute demo. No "scale," no "grow."

CHANNEL 2 · LINKEDIN / INSTAGRAM DM — DM

Hey {first name} , your {topic} content is genuinely good. Quick q: outside your launch windows, where do your sales calls come from right now? Asking because I build evergreen funnels for coaches and most are leaving the in-between months totally empty.

Why it works: a real, specific compliment plus one question. You make them say the gap out loud. A message-plus-profile-visit lifts LinkedIn replies to about 11.87% (Expandi). DMs reply near 10.3% versus 3.8% for cold email.

CHANNEL 3 · THE REFERRAL ASK — TO A HAPPY CLIENT

" {Client} , glad the funnel's booking calls for you. Quick favor: which coach in your circle is still stuck doing launch-only and complaining about the dead months? I'll take great care of them. Mind a quick intro?"

Why it works: 88% of people trust a recommendation from someone they know over any ad (Nielsen). You name the exact person to picture, so they actually think of one instead of saying "I'll keep you in mind."

THE 4-TOUCH FOLLOW-UP CADENCE

One email gets ignored. The reply almost always comes on touch three or four.

80% of sales need five or more follow-ups, yet 44% of people quit after one and 92% stop after four (Invesp). At a 3% to 5% cold email reply rate, the follow-up is not optional. It is where the booked client actually comes from. Load this as a sequence and let it run.

Day 0
THE OPENER

Send the cold email or DM from Page 5
Lead with the dead-months pain and the 11-minute ask. **This touch alone lands a reply only 3% to 5% of the time, so the next three matter more than this one.**

Day 3
THE PROOF

Reply in-thread with one specific number
"Quick follow-up. A coach I built this for went from launch-only to 22 booked calls last month with the cart closed. Happy to show you how the funnel maps to your offer. Still worth 11 minutes?"

Day 7
THE GIVE

Offer one free thing, no call required
"No pressure on a call. I sketched a rough evergreen funnel map for a coach in your niche. Want me to send it? Takes you 2 minutes to read and it's yours either way."

Day 12
THE BREAKUP

The close-the-file message
"Looks like the timing's off, **{first name}**. I'll close out your file. If the dead months get loud again, just reply here and I'll jump on it. Take care."

WHY THE BREAKUP PULLS THE MOST REPLIES

The "I'll close your file" line triggers loss aversion. It reliably out-pulls another "just checking in," because it removes the pressure and hands them the last word. **Most replies in a cold sequence land on the breakup. Never skip touch four.**

THE PROOF + STORY ANGLE

Coaches sell with story. So pitch them the way they pitch their own clients: before, after, the gap you close.

A coach lives and dies on transformation stories. Mirror that. Don't list features. Walk them through the before-and-after of a coach you have helped, then make their own future the after. Here is the three-part frame, then the proof points that make it land.

1. **The Before · name their current reality out loud**

   "Right now your revenue is a heart monitor. Big spike at launch, flatline for eight weeks, then panic before the next one. You're the bottleneck. If you're not in the DMs and on the calls, nothing comes in."

   Move: use their exact words back to them. When they nod, you have the room.

2. **The After · paint the evergreen version**

   "Picture opening your calendar on a random Tuesday in a dead month and seeing 6 booked calls you didn't have to chase. The funnel did it overnight. You just show up and coach."

   Move: make it sensory and specific. A number on a calendar, not "predictable growth."

3. **The Gap · you are the bridge, backed by the guarantee**

   "The only thing between those two is the system. I build it, run it, and put $10,000 on the result. You either get the booked calls or you get paid. That's the whole offer."

   Move: the guarantee is the proof. You only put $10K on it because you own the whole funnel.

> **"I make 80% of my year in two launches, then I white-knuckle the dead months praying my list is still warm."**
>
> – The exact words of the coach you are selling. Open the call by saying these back.

88%
Trust a referral over any ad, so lead with a named client story
Nielsen Trust in Advertising, 2021

73%
Of B2B buyers trust thought leadership over marketing material
Edelman-LinkedIn, 2024

3 spikes
A launch coach's whole year, the wound your story reopens
Launch-model revenue pattern

NICHE OBJECTION SCRIPTS

A coach has heard every pitch. Have the answer ready before they say it.

These five objections cover almost everything a coach throws at you. Each one agrees with the pain first, then reframes. Say them word-for-word.

1 "I tried an evergreen funnel and it just stalled."

SAY THIS **"That's the most common thing I hear, and it's almost never the funnel. It's that nobody was running it. A funnel is a machine, not a microwave. It needs ads optimized weekly and emails tested. That's exactly what the retainer is, me running it, not handing you tech and disappearing."**

Why it lands: you separate the tool from the operator. Their last failure becomes the reason to pay for management, not a reason to doubt evergreen.

2 "I don't know if ad spend is just money I light on fire."

SAY THIS **"Fair. So let's not guess. Coaching leads run about $20 each. At $2,000 a month that's 100 leads and around 25 booked calls. Close 5 at your program price and you're well in profit. We start small, prove the number, then scale only what's working."**

Why it lands: you replace fear with their own math. Starting small and proving it removes the all-or-nothing dread that freezes the spend decision.

3 "I'm a great coach but terrible at marketing."

SAY THIS **"Good. You shouldn't be doing this part. Every hour you spend fighting Meta Ads is an hour you're not coaching, which is the thing that actually makes you money. I run the machine. You stay in your zone and just show up to the calls it books."**

Why it lands: their admitted weakness becomes your exact value. You give them permission to stop doing the thing they hate.

THE RULE UNDER ALL FIVE

Agree with the pain first, then reframe. Never defend the agency industry. The coach's last bad experience is your setup, not your obstacle. **Two more on the next page, including the one the guarantee was built for.**

NICHE OBJECTION SCRIPTS · PART TWO

The two that decide the deal: the price and the trust.

These last two are where most agency owners fold. Anchor the price against the dead months, and let the guarantee carry the trust. Say them word-for-word.

4 "$4,000 a month is a lot. I only sell during launches."

SAY THIS **"That's the exact problem we're fixing. Right now you sell 3 times a year. The whole point is calls in the other 9 months. One closed client a month at your price more than covers the retainer, and everything after that is the income you don't have today."**

Why it lands: you reframe the price against the cost of inaction (9 dead months), not against their current launch income. The retainer pays for itself with one close.

5 "How do I know you're any different?"

SAY THIS **"One line: I put $10,000 on the result. You either get the booked calls or you get paid. No other agency that pitched you said that, because they don't own the whole funnel the way I do. That's the difference, and it's in writing."**

Why it lands: the guarantee carries the close. You can only put $10K on a result when you own every link from ad to booked call.

> **"I tried an evergreen funnel and it just stalled, the emails go out and nobody books."**
>
> – This is objection one, and it is the most common. The fix is an operator, not new tech. That operator is you.

$ **HOLD YOUR FLOOR**

When a coach pushes on price, do not discount. Re-anchor on the 9 dead months and the stacked build value from Page 3. **Dropping your rate to win the deal teaches the client your number was never real, and it kills the margin the guarantee depends on.**

THE 14-DAY LAUNCH CADENCE

Signed contract to ads live in ten days. Booked calls by day fourteen.

A coach gets cold feet when nothing seems to be happening. Beat that by setting the build calendar on day one, so they watch it move. Here is the exact day-by-day run order you follow on every new account.

Day 1-2
AUDIT

Pull their numbers and their story
Get their offer, price, past launch results, and audience size. Map the dead months. **Set the expectation out loud: build runs to day 10, calls start landing around day 14.**

Day 3-4
OFFER

Lock the evergreen offer and the lead magnet
Turn their best launch hook into an always-on offer. Decide VSL or automated webinar. Write the one-line promise the whole funnel sells.

Day 5-6
SCRIPT

Write the VSL or webinar script
Hook, story, the offer, the call-to-book. Record it with the coach (they are the face) or build the automated webinar in Kajabi.

Day 7-9
BUILD

Stand up the funnel and the 7-email nurture
Opt-in, VSL page, application, booking page wired to Cal.com or Calendly. Load the 7-email sequence. Set up tracking so every lead and call is counted.

Day 10
ADS LIVE

Launch Meta Ads to the funnel
Two or three creatives, tight targeting, start at the proven small budget. **The clock the coach is watching stops here. The machine is on.**

Day 11-14
BOOK

Optimize, then report on booked calls
Kill losing creative, scale winners, fix the funnel's weakest step. By day 14 calls are landing. Report the one number that renews the retainer: booked calls, not impressions.

THE TOOL STACK

The exact tools that run the machine, and what each one is for.

No guessing, no eleven random subscriptions. This is the lean stack that delivers the whole evergreen system. Quote it from this table so you sound like the operator, not the fifth agency.

TOOL	JOB IN THE FUNNEL	WHAT YOU TELL THE COACH
Kajabi	**Automated webinar, courses, email**	"Hosts the evergreen webinar and the offer. The coach likely already pays for it."
ClickFunnels	**VSL + application funnel pages**	"The opt-in, VSL page, and application live here. Fast to build and edit."
Cal.com / Calendly	**The booking page**	"Qualified calls book straight onto the calendar. Reminders cut no-shows."
Meta Ads	**Cold traffic to the funnel**	"Where the $15 to $21 coaching leads come from. We manage spend daily."
Instantly	**Cold email outreach to coaches**	"How you fill your own pipeline of coach prospects. Set deliverability first."
Tracking sheet	**Spend, leads, calls, closes**	"One source of truth. Booked calls is the number we report, every week."

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ONE RULE BEFORE YOU SEND A SINGLE COLD EMAIL

Warm the domain and set up SPF, DKIM, and DMARC first. About 1 in 6 cold emails never reaches an inbox, and a burned domain takes days to lose and months to recover. **Deliverability comes before volume, always.**

The pre-pitch audit · run this before every coach call

Spend ten minutes here and you walk in already knowing their leak. Every gap is something you name back to them on the call.

- ✅ Opt in to their list. **Do they have an evergreen funnel, or only launch emails? Time the follow-up.**
- ✅ Check if they run ads (Meta Ad Library). **Are they live right now, or only during launches?**
- ✅ Find their booking page. **Can you book a call today, or only inside a launch window?**
- ✅ Scan their content. **Are they selling every day or going silent between carts?**

THE 7-EMAIL NURTURE · SKELETON

The deliverable that turns a cold opt-in into a booked call.

This is the nurture you build into every retainer. Seven emails, each with one job. Swap the red blanks for the coach's offer and audience. Send across the first 7 to 9 days after opt-in.

THE 7-EMAIL MAP DAY 0 → DAY 9

1. **Day 0 · Deliver + hook.** Hand over the lead magnet. Tease the dead-months problem and promise the fix is coming.

2. **Day 1 · The story.** The coach's own before-and-after. Launch-dependent to evergreen. Make it personal.

3. **Day 2 · The mechanism.** How the evergreen funnel actually books calls without a launch. Build belief.

4. **Day 3 · Proof.** A named client result. " {Client} went from launch-only to {N} calls a month."

5. **Day 5 · Handle the objection.** "I tried evergreen and it stalled." Answer it before they think it.

6. **Day 7 · The invite.** Direct call-to-book. One clear link. One clear reason to act now.

7. **Day 9 · The close-the-door.** Scarcity that's real (limited call slots this month) plus the last call to book.

Why this order works: deliver, then story, then mechanism, then proof, then objection, then invite, then a real deadline. Belief is built before the ask, so the call-to-book on Day 7 lands on a warm, convinced reader instead of a stranger.

YOUR NEXT MOVE

You can build this machine yourself. Or we can build it with you.

This playbook is the system on paper. AgencyGod is the system done **with** you: we build the evergreen funnel, write the VSL and the 7-email nurture, stand up the ads, sharpen these scripts to the coaching niche, and run the whole client-acquisition engine so coaches stay booked in the dead months, and so do you. It's backed by the $10,000 guarantee. **You either get the result or you get paid.**

Every month a coach lives launch-to-launch is another quarter they nearly miss payroll. We onboard only a handful of agencies a month so we can actually deliver, and **every spot carries the guarantee.** Read this, run it, then come map your machine with us.

$10K GTD You get the result or **we pay you $10,000**

Apply to AgencyGod →

Free 30-min strategy call · limited monthly intake

agencygod.com

Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The $10,000 guarantee is real and subject to the program's written enrollment agreement terms.