



The Expert's Client-Getting Manifesto

**How to Build a Lucrative 7-Figure
Coaching, Consulting, Advisory or
Agency Business in the Digital Age ...**

By Daniel Levis
Science of Client-Getting

The Expert's Client-Getting Manifesto — How to Build a Lucrative 7-Figure Coaching, Consulting, Advisory or Agency Business in the Digital Age ...



Daniel Levis, your client-getting mentor

Dear Expert,

If you're frustrated with the eternal hustle to get new clients, and disappointed with the profits you're able to generate in your coaching, consulting, advisory or agency business...

...Then the information contained in this groundbreaking new report is the most crucial reading you'll do this year. It will change the way you do business, forever!

Here's why ...

In the pages of this manifesto, I'm going to expose a series of shocking misconceptions, fallacies, and downright lies that you have no doubt been told — *and probably believe* — about what it takes to successfully sell your expertise, skills, and services in the digital age.

You will discover why — *despite the enormous demand and explosive growth in the knowledge-based economy* — the average income for those operating independently in these fields is less than \$50,000 per year. In most cases, LESS than the J-O-Bs these people left.

Incredible as this sounds, chances are, you are doing things on the advice of some sales and marketing guru that virtually guarantee your coaching or consulting practice, advisory, or agency will die a slow and agonizing death.

Your dreams of financial independence will fade to black. And you will never enjoy the income, lifestyle, or personal satisfaction you desire and deserve.

The good news is these tragedies are absolutely avoidable with the knowledge I'm about to give you in this report.

My name is Daniel Levis.

Conventional "wisdom" about generating leads and getting clients for my copywriting business almost bankrupted me.

I left a good job in the technology sector in 2004 and dutifully followed what I thought was the best advice I could find for filling my dance card with paying clients.

About The Author:

Daniel Levis is a world-recognized copywriter, marketing coach, consultant, and best selling author.

If you're an investor, you've probably seen his work in THE MOTLEY FOOL... THE SAFE MONEY REPORT... REAL WEALTH REPORT... Gold Newsletter... The New Orleans Investment Conference... Stealth Stocks Online... Hidden Values Alert... The Street Authority... and other well-known financial publications.

If you've ever looked for a business opportunity... bought a self-help course... or been interested in information for bettering your health... you may have seen his work with Mark Victor Hansen, Robert Allen, Dr. Stephen Sinatra, and others...

Be sure to check out the bonus videos from Daniel on pages 8 and 16 of this report.

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I spent thousands going to conferences, trade shows, and networking events... giving talks... handing out business cards and flyers...

...Staying up all night making contacts, posting and commenting on social media... cold emailing... cold calling... blogging... built a slick-looking website, and more.

And yes, I did get *some* business. But it was always *cut-rate* business.

...And it was a catch-22.

The busier I got the less time I had to spend trolling for new clients. So business was up one month and down again the next.

Then back to hustling and the whole sordid cycle would begin all over again ...

Several times a day I would have anxiety attacks and nearly pass out from the grind. I would become irritable and snap at my wife for no apparent reason. I was tired all the time, often depressed. And my health was beginning to suffer.

I was working myself into an early grave. And as I turned forty-eight, it became painfully apparent that if things didn't change (and change soon) I would be forced to go back to the corporate world with my tail between my legs. I lay awake at night in dread.

Today, things are entirely different ...

My hourly fee is \$2,500.

I have over 500 five-figure clients. And many six-figure clients.

I no longer work 16 hour days to make ends meet and my money worries are a distant memory.

I make it a rule NEVER to travel for business. But if my wife and I want to travel for pleasure, it is often for months at a time. And if we see something we want, we don't even look at the price tag. We just buy it.

After years of struggle and fretting about where my next job was coming from, I now pick and choose the clients I want to work with.

And because it's work I *WANT*, not work I *NEED*, I enjoy my work and find real fulfillment.

What made the difference?

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First, it's important to understand there is no quick-fix, push-button answer to your problem. There is no magic bullet solution you can just fire off and suddenly be swimming in Benjamins, regardless of what the fakers and fraudsters are telling you.

By fluke I began working with and studying under the legendary copywriter and marketing consultant, Clayton Makepeace ...

I gained an in-depth understanding of the psychology of persuasion and began reverse engineering complex sales funnels that were responsible for generating thousands of leads and bringing in tens of millions in sales each month.

It became clear to me that there were in fact 5 distinct points of leverage required to create this kind of success ...

So I began experimenting with these factors in my own practice in an effort to end the lethal feast or famine cycle.

I made drastic changes to the kinds of clients I was targeting, how I was engaging with them, what I would offer them... and kept a scrupulous diary of results as I engaged in these various experiments.

And gradually, I mated a highly-leveraged style of lead generation with an equally leveraged method of solution delivery that rocketed my income well into the 7-figures — literally overnight.

Without boring you with the complicated social science behind this, it's important you learn the truth about why your current efforts to get clients are actually chasing the good ones away... causing the marginal ones to behave badly...

... And forcing you to work way too hard for too little money!

You see, when you follow conventional lead gen wisdom (networking... making contacts, posting and commenting on social media... cold emailing... cold calling... etc.), not only are you expending enormous amounts of time and energy, you are actually telegraphing your neediness to the prospect.

According to numerous tests, these activities resulted in price resistance, long sales cycles, and low compliance once the client was finally enrolled.

In other words...

The lower the perceived cost of your outreach, the greater the prospect's resistance to your overtures...

It makes perfect sense when you think about supply and demand theory...

The prospect's unconscious self-talk goes something like this: "How can this guy or gal be any good if they have time to chase me like this? Why aren't they busy working with clients?"

So the harder you prospect, the worse it gets.

Your bank balance dwindles and your anxiety levels go up, which makes you appear even more desperate (because you are), and you can't close a good deal. The prospect senses your fear and extracts all kinds of concessions, or just runs the other way.

...And gradually, you burn out.

Your condition is, in fact, a goldmine for sales and marketing hucksters trying to sell you a never ending parade of bright shiny objects that do nothing but aggravate the problem ...

...Barely legal contact scraping software... useless "hot-line" mailing lists... so called "magic words" to say on a cold call or put in a cold email... laughable daily social media marketing "routines" that keep you tied to your computer sixteen hours a day ...

...All great for carpal tunnel syndrome.

But TERRIBLE for your sales pipeline!

The obvious, though not-so-sexy answer to the problem is to take aim at its root cause — the lack of trust, authority, familiarity and credibility that is a natural by-product of the aforementioned client-getting efforts.

The key is to create trust, authority, familiarity and credibility in the mind of the prospect BEFORE you lift a finger or open your mouth to personally communicate with them.

I'll explain how and why in a moment.

For now, let's talk about the 5 points of leverage ...

Point of Leverage #1 – Offer

Many of the folks I coach and mentor don't understand the enormous impact your offer has on whether you thrive or dive as a coach, consultant, advisor, or agency.

Some don't even think about what they do in these terms. They don't have standardized offers. Instead, they custom-tailor solutions to meet client needs.

This is a grievous mistake that hampers your ability to generate leads, because you don't really know what a new client is worth. And because you don't know what a client is worth, you don't know how much you can afford to acquire one.

Letting a client drive the engagement like this also virtually guarantees low profits, because when every project is different, you're basically re-inventing the wheel each time. You don't really know how long it's going to take or how much it's going to cost to deliver the solution. And the scope of the project is sure to creep, as you and the client feel your way forward.

Imagine what it would take to build a one-off Ford Focus, from the ground up. Over a million bucks! And who in their right mind would pay for it?

Does that mean you should NEVER sell and deliver customized solutions? No, but it should be the exception to the rule. And you will be able to charge TEN TIMES MORE for them when the bulk of your income comes from standardized offers.

So what is a standardized offer?

The key is to get your knowledge, expertise, methods and procedures out of your head, so others can use them. That way you can get paid whether you're working or not, and your business and income can scale.

I'm talking about signature programs, comprised of text, audio and visual instructions, manuals, tools, templates, worksheets, formulas and frameworks, combined with real time group trainings, and some measure of limited, one-on-one access to you or your staff.

If someone wants to build a Ford Focus, they can license your chassis, schematics, and bill of materials. They can build the car themselves for a fraction of what it would cost for you to build it for them. And you can sell a near infinite number of them.

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Everybody wins!

Now you have a high-margin signature program, with a defined price tag and a defined value proposition. You know what you can spend to acquire a client, and you have the fuel you need to power your lead generation efforts.

A good deal of *my* signature program is dedicated to helping you craft these offers... naming them, pricing them, and laying them out.

Point of Leverage #2 – Lead Generation

If you've read this far you've probably guessed that the way to generate leads is to give away problem solving information. But here's where the vast majority go wrong with this approach ...

We see it all the time, beautifully designed websites or social media pages featuring all kinds of wonderful information — *case studies, success stories, testimonials, frameworks, methodologies et al* — all freely available without requiring the visitor to opt in. And then somewhere amid the awesomeness is a form that says “free strategy session” or “discovery call”.

People graze, they look, and the vast majority of them leave without booking a call. And if they do book a call, they don't come to the call “correct”... as in, ready to enroll in your program if it makes sense for them to do so.

If you learn nothing else from this report, learn this...

The fundamental basis for a real lead is an email subscriber — not a friend, or a follower, or a like, or a contact on LinkedIn.

Studies prove that prospects who receive regular, captivating, interesting and persuasive emails are 63 TIMES more likely to enroll than a social media follower. Email is the engine that powers your lead generation efforts.

Another common mistake is giving away information that doesn't create curiosity and a desire to get on the phone with you to inquire about your services.

An effective lead generation magnet — *whether it be a pdf report, or a video or webinar, audio download, or self-assessment* — is more than just your manifesto on how a pressing problem should be solved.

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The prospect should be confronted with the problem and their emotions about that problem agitated. Your approach to solving the problem should be defined. And the prospect should be lead smoothly to schedule a strategy session or discovery call where you can engage them in person.

They come to the call ready to hear about and enroll in your signature program, because you are pre-framed as a trusted, empathetic and world-class problem solver.

Here's another fatal mistake ...

Have you ever gone online and downloaded a report or whitepaper and then ten minutes later the phone rings, and someone wants to talk to you?

What kind of a conversation is that likely to be? What's the frame you put around the person on the other end of the line?

It's the same kind of sales-killing frame your prospects put you in when you cold email them, or cold call them, or angle to engage with them on social media.

They see you as a peddler, or an amateur. Not as a trusted expert, but someone to back away from or take advantage of.

Let the lead generation magnet do its work.

A genuine expert's proverbial phone rings one-way — *incoming*— and only gets answered at a pre-determined time.

The other mistake I see time and again is a failure to create urgency.

Time waits for no man, and damn few women...

Your prospect's got a head wound and if they don't get it looked at quickly, there's going to be hell to pay.

But they procrastinate... which is actually a big part of their problem. And if you give your prospect an unlimited amount of time to do something about that problem, that's exactly how long it's likely to take.

To make sure that doesn't happen, it's your duty to make your solution scarce and limited.

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We call this a liquidation period. Somebody gets on your email list in exchange for your expertly crafted lead generation magnet... and then they have a limited amount of time to book a strategy session and enroll in your signature program. This is the acquisition phase.

It's perfectly fine if they miss the deadline, they can always enroll later, availability permitting... but something is taken away — a special price, a bonus, additional support. Something is lost if they fail to get the help they need when they need it.

Or maybe they don't engage with you during the acquisition phase... no strategy session or discovery call booked. No big deal, you nurture them along with email, and they monetize when the time is right.

[Watch this video to see the two-phase model.](#) Download a FREE ROI calculator and advance planner directly under the video.

Variables		Your Inputs													
CPC (Cost per Click)	\$	-													
EPN per Month	\$	-													
Average Front End Order	\$	-													
Subscriber Attrition		0%													
Opt-in Rate		0%													
Show-up Rate		0%													
App/Order Page Rate		0%													
Close Rate		0%													
Daily Ad Spend	\$	-													
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	Per Day	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
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Interviews/Order Page	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!				
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Running Opt-ins	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!				
Running Profits			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!				
CPL (Cost per Lead)	#DIV/0!														
CPS (Cost per Sale)	#DIV/0!														

Point of Leverage #3 – Traffic

A smooth, predictable and consistent flow of website visitors that easily convert into leads and sales... won't it be nice?

When you build an email list — *if you do it correctly* — you have a free and ample source of warm, read-to-buy traffic available to you whenever you need it.

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You send an email out, people sign up for a strategy session or discovery call, you engage with them, and you get business... which is why your relationship with your email list is your primary business asset.

Of course, you'll need traffic to build and maintain your email list, and there are two kinds ...

Quick, easy traffic... and slow, labor intensive traffic.

Let me give you a few examples of slow, labor intensive traffic...

Blogging, social media, submitting articles, writing next-to-free Kindle books, search engine optimization, so-called viral video creation. We're talking about 10-12 hour days at the keyboard, working your fingers to the bone, bloodshot eyes and double vision.

Quick easy traffic on the other hand, you pay for...

...But you do it with other people's money (OPM), and other people's lists (OPL).

Here's what I mean ...

With this system you can enroll a new client who has never heard of you before... in mere days ... seriously...

They see an ad on a social media platform (Facebook, LinkedIn, YouTube, etc.)... or in a trade magazine... or they receive a piece of direct mail... or an endorsed email from somebody they already know and are doing business with...

... And they respond by giving you their email address in exchange for your lead generation magnet.

Your lead generation magnet then gets them on a call with you or a member of your staff... and they happily enroll in your high-ticket signature program.

Simple as that.

No long and protracted sales cycle ...

No chasing.

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No begging...

...Because all of the trust, authority, familiarity and credibility needed to make the sale is created automatically by the lead generation magnet and liquidation sequence emails.

Think about what this means...

If you take your credit card out of your pocket and you spend a dollar today on advertising and get \$2, \$3, \$5, or even \$10 back, well before the credit card bill arrives, what are you doing?

You are building your email list, your primary business asset, with other people's money (OPM).

If you can provide evidence that you can do that, how hard do you think it will be to convince another business with a big email list to endorse you in exchange for a percentage of the revenues you collect from that mailing?

Not very hard.

Then you're building your email list with other people's lists (OPL), too. Even better, you're paying (a commission) only for sales that are actually made, and *after* they are made.

Through the miracle of OPM and OPL...

...You do NOT need capital to start or build a business like this.

You do NOT need to go into debt or run a "kick-starter" campaign.

A credit card will suffice.

Point of Leverage #4 – Conversion

Conversion occurs gradually at every phase of your liquidation sequence. Each time your prospect commits to something, you're one step closer to the sale...

...From clicking on an ad or a link in an email... to opting in to your email list... to consuming your lead generation magnet... to booking a strategy session or discovery call... to completing a pre-call questionnaire... and finally, attending the call and enrolling in your signature program.

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The act of making these various commitments pre-qualifies and pre-educates your prospect. And when you or a member of your staff speak with them, they are already pre-disposed to doing business with you.

But beware...

The enrollment call is NOT a dog and pony show... and requires NO slimy sales tactics or closing techniques...

It is a problem-solving needs assessment that seals the deal in six simple steps...

Step 1— Discover

The first thing you or a staff-member do when you engage with a prospect is explore the goal they told you they were looking to achieve in the pre-call questionnaire. Why do they want it? What will it do for them? What pain are they trying to escape?

Step 2— Diagnose

Like a doctor, you now ask your prospect a series of questions to figure out the source of their pain, the true cost of the problem, and whether you can help them to solve it. If you can genuinely help them...

Step 3— Prescribe

You map out a plan to solve the problem based on your unique methodology, and explain why it is effective while previous efforts to solve the problem have failed.

Step 4— Challenge

You get the prospect to commit to their side of the bargain. Are they ready to do their part? Do they have what it takes? If yes ...

Step 5— Offer

You spell out the details of your signature program, what it entails and how much it costs.

Step 6— Enroll

You ask for their credit card and answer any remaining questions.

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I know it sounds just too simple, but if you've dialed in all of the leverage points properly, it IS that simple.

Anyone armed with a simple script and a little training can easily enroll 4, 5, and even 6-figure clients all day long with this system. My clients have done it in dozens of niches ...

Like financial advisor, Jim Lange, who struggled for years with old-school, shoe-leather lead generation. And now effortlessly pre-qualifies and pre-educates well-heeled investors to enthusiastically receive and follow his counsel to the tune of over \$500 MILLION in assets under management.

And real estate investing expert, Avi Rasowsky, who went from barely breaking even trying to generate leads on Facebook to earning \$8.52 for every dollar spent.

Or web design expert, John Munsell, who ponied up less than \$10,000 to acquire and implement this system. And then promptly tracked more than \$250,000 directly to the bottom line... in less than two weeks.

Point of Leverage #5 – Follow Up

Of course, even if only 2% of the leads you generate online enroll in your signature program within the liquidation period, you can get seriously rich.

But what about the other 98%?

...That's where there the real money is.

And the vast majority of your competition is TERRIBLE at following up.

I'll tell you a little story...

I wanted some help scaling my Youtube ads recently.

So I'm googling around looking for an expert.

I find this guy, check out his site, and I remembered seeing some of his Youtube vids, which I thought were pretty good.

No attempt to opt me in.

So I hunt around for a form to book a strategy session.

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I find one.

Not free.

Just \$497.

I go for it.

Obviously, I'm in heat.

The day comes.

We hop on Zoom for an hour.

And...

He shoots himself in the foot!

Not that he didn't help me.

He did.

But I was the one driving the conversation.

I knew what my problem was.

And he gave me a solution.

But...

Not only did he do NONE of the 6-steps I just told you about to enroll me in a much higher ticket signature program, which I might have done.

He did NOTHING to follow up — ZIP, NADA, BUPKIS!

Criminal.

And this is the norm.

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Then there is the little-annoying-voice-on-the-end-of-the-phone method of follow up... where you call the prospect on the phone (or hand email them incessantly) with the brilliantly thought-provoking interrogative, “ready to buy yet?”

Don't you just love getting those?

Or the pitch parade “trinkets and baubles” method of follow up...

This is where they email you 3 times a day offering a \$7 course on this, and a \$47 course on that, or how about a membership for \$97 a month?

It's like going into a car dealership and the salesman coming up to you and saying...

**“Hey, hubcaps on special this week!
Or how about a rear-view mirror?”**

The hope is you'll buy the cheap thing and like it so much you'll buy the next cheapest thing, and then the next, until finally you've bought the whole car.

It doesn't happen.

Better — *but still fatally flawed* — is the “content soup kitchen” method of follow up, where you periodically send helpful information to the prospect.

Let's look a little deeper at this one ...

According to Eloqua, content marketing is essentially “business-relevant communications ... minus the selling.”

The folks at the Content Marketing Institute explain that, “instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.”

Think tanks like Eloqua and the Content Marketing Institute, which are primarily concerned with Fortune 500 companies... proclaim content marketing as the be-all-and-end-all trend in marketing, and then it gets picked up as a sexy new buzz word that proliferates all over the blogosphere, and what is essentially a BIG BUSINESS, DEEP POCKET, BRANDING strategy gets mis-interpreted as being something overly relevant to small business people like you.

It's the perfect lie...

...Because people have been programmed to abhor selling. And this content marketing thing means you don't have to...

...When selling is in fact, one of the highest paying and most exalted activities on earth.

A talented persuader out-earns doctors, lawyers, judges, dentists, university professors, surgeons.

None of them have ANYTHING on you when it comes to the positive impact you can have on the world...

None of them have anything on you when it comes to financial opportunity...

Why do you suppose that is?

Why does a surgeon or dentist get paid so highly?

Because they have a rare skill that saves lives...

Well how many lives would they be saving if it weren't for the exceptionally skilled persuader who sold the high tech equipment necessary to diagnose disease and to perform complex life-saving operations?

How many lives would they be saving if they weren't vigorously sold on going to the most prestigious medical schools?

How many lives would they be saving if nobody had sold the financial paper required to build the hospitals and fund all of the research that goes into the science of medicine?

If not for the salespeople and the marketing machines behind them, doctors would still be bloodletting... and you'd be getting your teeth pulled at the barbershop.

And this popular definition of content marketing... business communications without the selling... is a shameless con-job!

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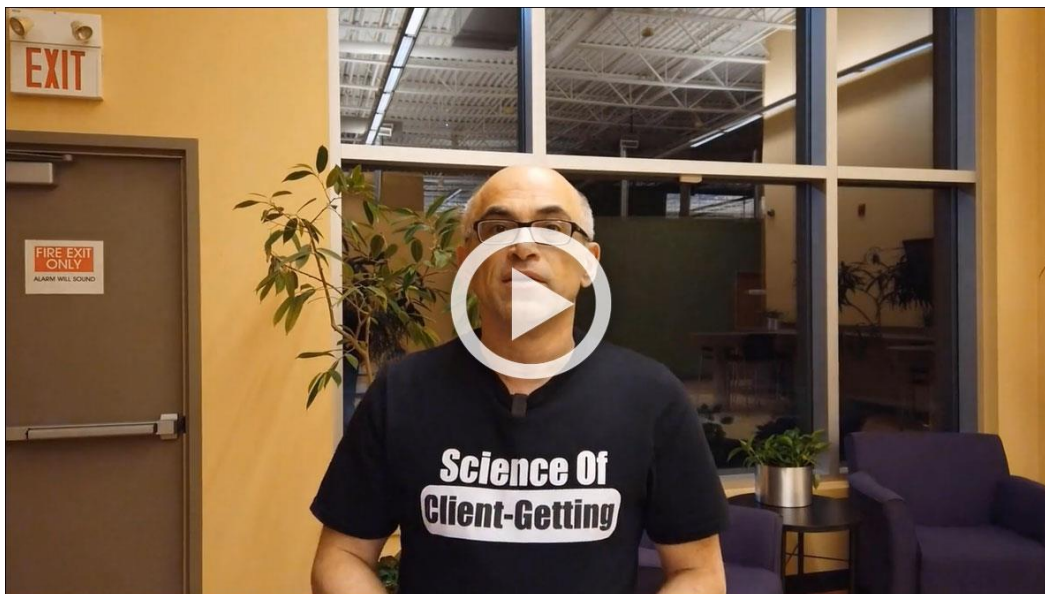
People appreciate what they pay for, they take action, they grow as human beings... and you're actually doing them a huge disservice by following up with endless streams of free content and never explicitly asking them to buy anything, thinking it's not necessary... "business communication without the selling..."

From now on I want you to do a little swish pattern every time you hear the word "content marketing".

Swish away the perverse, accepted definition popularized by people who want to profit from your flawed programming, and swish in its true meaning...

True content marketing is simply a way of selling that is enlightening, entertaining and inspiring... all at the same time.

Here, [watch this video](#) to see how I crank out over 800 profit-pounding emails each year that have this rare quality...



Expert optimization of these 5 distinct points of leverage has revolutionized businesses and given my coaching, consulting, advisory, and agency clients a whole new lease on life...

Instead of dreading your business account bank balance and wondering if there will be enough to pay the credit card statements when they arrive... you'll be looking forward to transferring plenty of cash to your personal account whenever the need arises...

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Instead of feeling guilty you're spending too much time in your business and not enough time with your family... you'll be living a balanced life, full of energy and enthusiasm for your work, but fully present with the people you love when away from it...

Instead of being fatigued, irritable and burned out from the grind... you'll wake up with a smile on your face and with total confidence that your lean, mean, lead-generating machine is cranking away 24/7... qualifying, nurturing and educating a steady stream of ready-to-buy clients.

I know from personal experience... and from the experience of my clients... that this is what awaits you when you put this system to work.

So here's what to do next ...

I have developed a 60-minute strategy session which we conduct on Zoom video conferencing.

Look at what we can accomplish together in this fast-paced, value-packed session:

- **Cash-Flow Problems — Lying awake at night worried about maxing out the line of credit?** We've helped hundreds of coaches, consultants, advisors and agencies clear this hurdle by pinpointing inefficiencies that are constricting your sales.
- **Lead Generation — Sick and tired of the unrelenting battle to find new clients?** We'll show you how to automate 90% of your sales cycle, so you can focus on what you do best.
- **Profitability Score Card and Plan — How much leverage have you built into your business and what can you do to double, triple, or quadruple your income?** By the end of this session, you will get clear on why you are stuck and struggling... and be given a step-by-step action plan for breaking through to your income goals over the next 12 months.

There is no charge for this call (A \$900 Value), but you must apply for it by filling out a short questionnaire which we will review carefully before the session.

Step 1— [Click here](#) to fill out the mandatory questionnaire and book a call on our schedule.

Step 2— Watch your email for confirmation of the call.

The Expert's Client-Getting Manifesto — How to Build a Lucrative 7-Figure Coaching, Consulting, Advisory or Agency Business in the Digital Age ...

Rest assured this consultation is not a thinly disguised sales presentation. It will consist of the best analysis and advice my highly-trained team of advisors can provide in a 60-minute timeframe. You will also receive a recording of your session.

Daniel Levis

Science Of Client-Getting

P.S. Take a look at what people are saying ...

"With just a few emails, we filled my webinar registration roles with over 2,000 exuberant prospects for a \$25,000 product. Because Daniel's philosophy and easy-to-implement systems are built on TRUST... they extol, advocate, and champion the needs, concerns, and welfare of your prospects and customers. It's as if he took the core of my, "Strategy of Preeminence," and applied its central tenants to email marketing." **Jay Abraham, Business Consultant & Strategic Marketing Expert**

"Daniel is one of the handful of copywriters I personally rank as 'Best in the Biz' and he's also the most brilliant web marketing strategist I've ever met." **Clayton Makepeace, Billion-Dollar Copywriter**

"Daniel Levis is doing his students a great service. He motivates them to act. And he gives them the tools to do the right job. Important work. Keep it up!" **Michael Masterson, Bestselling Author, Self-Made Millionaire, Business Builder, and Master Copywriter**

"Of all the things I've done to create more time in my business and my life, systematizing my email marketing was in the TOP 3. That's why we've been applying the systems and strategies of the man known in the upper echelons of marketing as, THE EMAIL ALCHEMIST. We recently rolled out an email campaign using his secrets, for an 80/20 training... Our registrations were STAGGERING... 5 EMAILS brought us 2600 signups for the webinar!" **Perry Marshall, Author of 80/20 Sales and Marketing, The Definitive Guide to Working Less and Making More**

"Science Of Client-Getting dug far deeper into my list and QUADRUPLED my sales! For real. That is no hype. It generated a tsunami of orders I had no idea were even there. We pulled in \$300K in immediate sales for 3X Sellerator, plus another \$100K in payment plan sales. All from a list of fewer than 25,000 names. People who had already been exposed to a recent launch for 3XVSL generator. That's over \$16 per subscriber! Amazing! **Jon Benson, Author, Marketer, Consultant, Creator of 3X Sellerator**

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“Daniel’s system helped me wake up a list that I hadn’t mailed much in 7 years and jumpstart my EVOLVED ENTERPRISE program without having to advertise. This way I was able to invest more of my time and money in creating the best and most meaningful program possible. And I was able to take my book to best seller status!” **Yanik Silver, MaverickMBA.com**

"Daniel Levis gives you a blueprint for becoming a great marketer and writer. He just "gets it" in a way that few others do when tackling this complex subject. I love his approach, which begins and ends with telling compelling stories and his concept of taking ageless ideas that have captivated people throughout the millennia and recycling them. This makes me think of one of my rules of thumb, which is to "steal smart". **Bryan Kurtz, CEO Titans Marketing, LLC**

“There are legendary names in the industry of Direct Marketing like Gary Halbert, John Carlton, Dan Kennedy, etc... Daniel Levis is one of these Modern Day legendary names from the school of direct marketing... where marketing principles work based on testing, persuasion, NLP, and psychology. When a person like Daniel Levis comes around to teach you. THIS is the training you want to take part in.” **Andy Jenkins, Founder, Marketing Genesis**

“10 Years into Copywriting I Would Have Sworn I Had E-mail Figured Out from Every Angle. Then Daniel Levis comes along and stomps the ant pile to dust. His E-MAIL ALCHEMY is a total disruption of the way most of us go about building e-mail campaigns. This is NOT more “tips and tricks for getting emails opened and read” that so many other teachers burp out... this is a clean, fresh, and deeply psychological look at why people buy and how to help them decide to do it with your e-mails.

This approach will not only revive your list, slap awake slumping sales funnels and ignite a riot of new income...it will permanently replace the lazy bad habits and missed opportunities that are costing you a fortune right now! Ignore Daniel’s training at your own peril.”--**Kevin Rogers, Million-Dollar Copywriter and, Author of, “The 60-Second Sales Hook”**