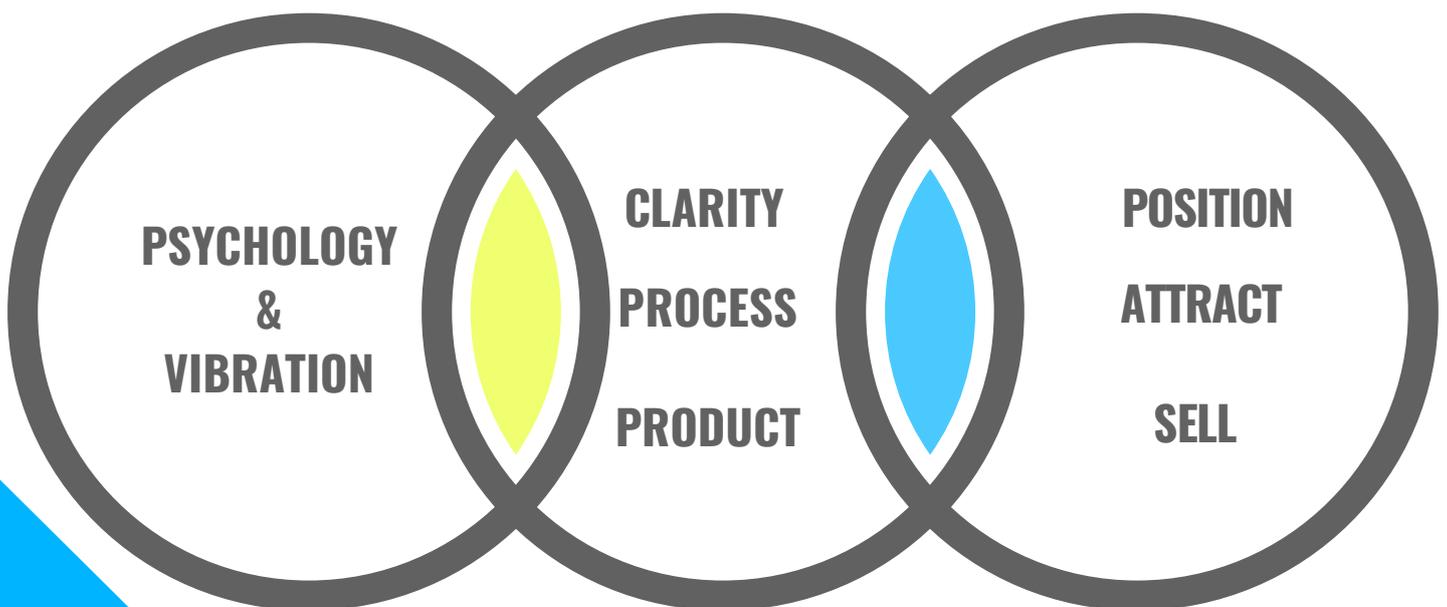


# CREATE, LAUNCH & GROW YOUR ONLINE COACHING BUSINESS

CREATED BY  
MATT CAMA



# DOES THIS SOUND LIKE YOU?

You're a personal trainer/health coach working with clients who you secretly reschedule.

Or

Maybe you do love the clients you work with, but you're overworked and overwhelmed by the constant demands of what you have to do each day.

You know that there's a bigger impact and income you could be making online and your heart is constantly nudging you to go all in with it.

You want to have the freedom to work online from wherever you want, work with clients who sets your soul on fire and be fulfilled with what you're doing whilst earning an abundance of money.

But the little voice in your mind gets in the way and says things like:

"I just don't know where to start? What do I even include in my coaching program?"

"What if I create my coaching program and nobody buys my program?"

"How can I make money when I don't have a huge social media following?"

Your heart wants you to go forward, but your mind is constantly pulling you back to keep you safe.

As a coach, here's the brutal truth of what will happen if you don't follow your heart and change what you're doing:

You'll live your same day to day existence with no passion in what you do.

Oh, and if you feel like you already have passion, it may not be the kind of passion I'm referring to.

I'm talking about the passion where time disappears when you work.

The type of passion where you literally forget to eat because you're so immersed in the joy of what you're doing.

The type of passion where you're pulled out of bed early in the morning and you find it hard to go to sleep because you're so excited about your "work".

The truth is that the potential to create financial abundance while doing what you love online, working with clients that make your soul happy & travelling the world is **TOTALLY** possible.

But if you don't change what you're doing, you'll never feel as fulfilled & aligned with your heart's calling.

You'll never be able to have the freedom to work from wherever you want whilst earning \$5,000 - \$20,000+ per month.

And you'll take your last breath on earth knowing you didn't leave your mark.

There's so much magic within you that the world needs, there's people suffering and you could impact their soul and transform their entire life, but you staying safe is not helping anyone.

It's certainly not helping you.

Now the question is, what do you do from here?

**If you're reading this guide, you're either:**

Working offline as a coach or health and fitness professional and you're looking to create a coaching business online.

You're already an online health and fitness coach with a coaching program and you're looking to scale your business/program to \$5000 - \$20,000+ per month.

## **THERE'S REALLY TWO OPTIONS FOR YOU TO TAKE:**

**1** Continue doing what you're doing in your career and go throughout your life playing safe. Find a little joy in what you do, but never feel fully alive. Travel when you can get a break or have the time to because you're so overworked. Go throughout your life and look back in regret knowing you could have created a massive impact in the world and income for yourself.

OR

**2** Decide to go all in, learn the tools and steps needed to create a program you can provide to your audience and start making a massive impact in the world while working from wherever you want. Generate \$5,000 to \$20,000 per month online and wake up each morning with your soul on fire because you feel insanely passionate about what you do.

# THIS GUIDE IS FOR THOSE WHO CHOOSE OPTION 2

This is for the love driven personal trainers and health coaches who want to leave their mark.

And can we be real? You also want to earn a ton of money while impacting the world.

There's NOTHING wrong with that. In fact, I believe not earning a ton of money is robbing yourself from creating even more impact in the world.

The more money you have, the more you can give.

Put simply, if you're someone who has a message, they want to share with the world, but doesn't know where to start in terms of creating an online coaching program that's highly impactful to your clients while you earn a significant amount of money each and every month, then keep reading because this is for you.

# WHY LISTEN TO ME?

Hey I'm Matt Cama!

I'm the Founder of The Online Coach Academy and in this guide I'm going to tell you about how you can create a world class coaching program that impacts and transforms your clients lives while allowing yourself to create \$5,000 - \$20,000+ per month.

But why on earth should you follow my advice?

Well, let me briefly tell you my story...

In the past, I owned a personal training and bootcamp business for 5 years in total. Even though I liked what I did, I didn't fully LOVE it. My heart kept nudging me to leave the business and go all in on YouTube and focus on creating online programs that could help me earn money online, make a difference to more people and allow me to travel the world.

The challenge was I living in my Mums garage at the time, had no money saved up and didn't know how to start.

I launched 3 ebooks and 2 online courses over the first 4 years and none of them made me any money because I didn't know what I was doing. In fact I lost money because I hired people to help me create it and I never earned enough profit to cover the expenses.

I felt stuck and frustrated because I wasn't moving as quickly as I wanted to. It was 4 and a half years of launching things and no results were showing.

After a crazy sign from the universe one night (I'll have to tell you that story another time because it's fairly long), I decided to make the leap and quit my personal training & bootcamp business so I could put 100% focus and energy into my dream of being able to work online full-time and travel the world.



The next 4-5 months was extremely hard, I was still earning hardly any money, I was overeating to deal with the uncertainty I was going through and constantly questioning if I made the wrong move because my online business wasn't growing at all.

But then I scrolling through instagram one day and came across a business coach who seemed to be getting results for people. The problem is that it was \$6700 to work with him and I had only \$300 in my bank account.

But I was in so much pain and wanted to see some results and from seeing so many testimonials I knew this dude was good at what he does.

I decided to take the risk and sell everything I could find in my room and ask friends and family for some money to borrow. I found a way to gather half of the payment and put that down as the first installment so I could start working with him.

I made a decision that I was going to go all in and implement everything this coach gave me, I went from making \$500 per month to earning \$16,836 in the first 4 weeks working with him.

I was so amazed and happy at where I was heading...

## **BUT THERE WAS A PROBLEM!**

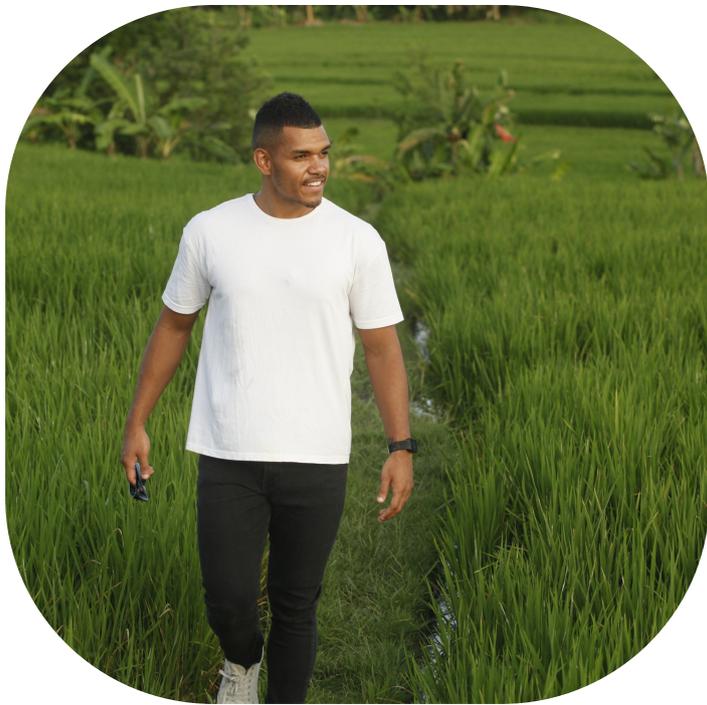
The problem is that the financial results didn't last. The reason is because my psychology was so messed up. I had a terrible relationship with money and the money left my bank account as quickly as it came in.

I felt like I was back at square one. I felt like I needed a change of environment so I gathered my savings of \$1000 and made the decision to go to Bali for a month.

After being in Bali and being surrounded by a new environment, I started to do a lot of inner healing, especially with my relationship with money.

I was in a much better headspace and in an environment that made me thrive, I started to implement the strategies I learned from my past business coach and I saw my business grow like crazy and the best thing was that it became consistent!

**I started to consistently earn between \$15,000 to \$20,000 each and every month.**



Now I've made Bali my home base and have created my dream lifestyle.

I'm spending my free time in projects that are close to my heart & doing my best to help the animals & humans who are in need.



And now I'm happier than ever and doing what I love which is helping other entrepreneurs package their hearts calling into a coaching program to create their dream lifestyle, do what they love and making a massive impact in the world!

# THE PROCESS TO CREATING YOUR COACHING PROGRAM

In order for me to create the results I've created, I have followed a practical step by step method.

That's exactly what I want to share with you today.

I call it The C.C.C Blueprint.

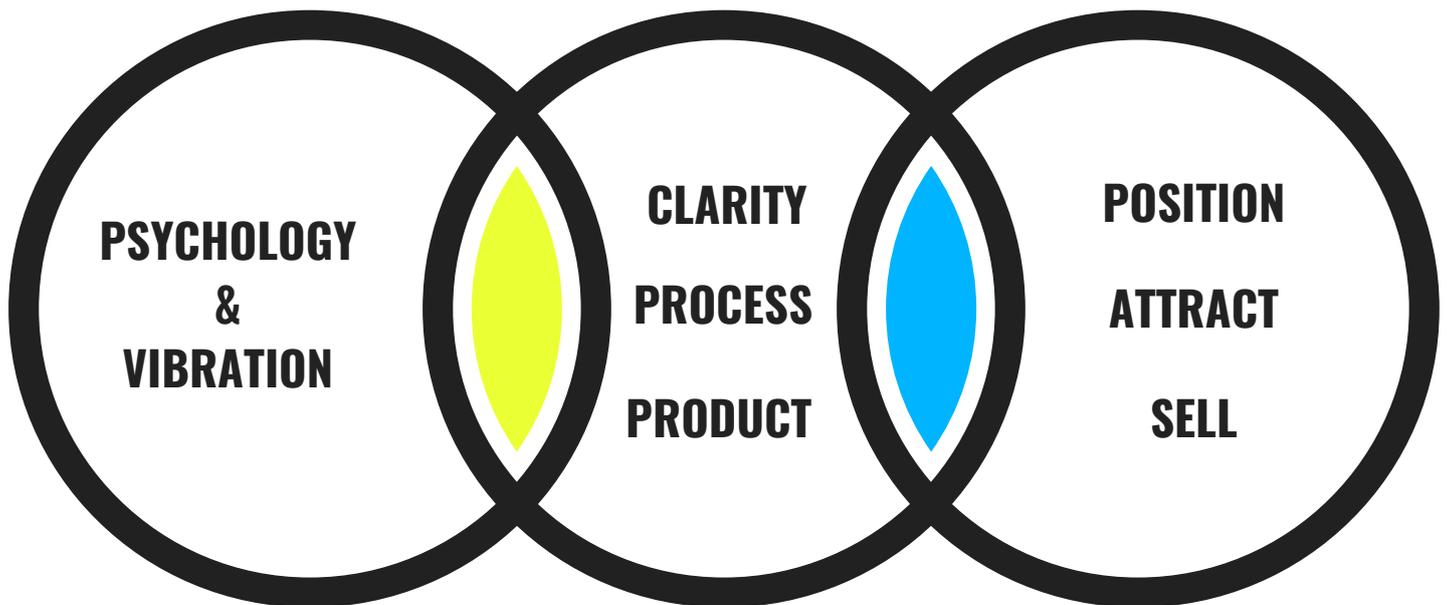
It's a process to package your heart's calling into a world-class coaching product and this was the exact process I followed in my own business that helped me consistently generate \$15,000 - \$20,000 per month online.

## *The C.C.C Blueprint*

**CLEARING**

**CREATE**

**CASH**



Let's dive into principles contained in each phase...

**CLEARING**

# 1. PSYCHOLOGY & VIBRATION

Before you ever start to create your product and grow your business to \$5,000 - \$20,000 per month, you first have to clear any subconscious blocks that is preventing you from creating that.

Not having the right mindset & vibration while trying to create your coaching business will not work. Trust me, I've tried.

It will be like trying to build a house on sand rather than on cement.

Let me share a quick story.

When I sold my first weight loss coaching program, it was \$99 for 12 weeks.

I look back at that now and I cringe because I know that my story about what I was valued & what my product was worth was extremely low.

You see, I could NEVER create financial abundance if I was viewing myself as someone who didn't have a lot to offer.

I also loved people so much and I didn't want to sell them a high price coaching program because I believed selling was taking.

I had to change my beliefs around my self-worth, money, selling, and what my product was worth.

I also had to change the vibration I was sending out.

I know this may sound woo-woo, but hear me on this...

**Your subconscious beliefs and thoughts around money offer a certain vibration & if it's not a vibration that is a similar or the same vibration to money, money will not & can not come into your existence.**

And if it does, it won't stay for very long because you're not a vibrational match for it to be in your life.

Really let that land.

For example, when I was living in my mum's garage, I was constantly feeling lack, can you guess what that attracted? Yep, just a whole bunch of lack!

Money doesn't have ears, but it is always listening. It's constantly listening to our thoughts and beliefs around money to see if it's invited to enter your life.

Think about it, would you enter a party if you didn't feel invited? Of course not! Well it's the same with money. Money won't want to be invited into your life if your conscious and subconscious thoughts and beliefs aren't welcoming to money.

**I believe that a lack of money is never the problem, a lack of money is merely a symptom from your story around money & vibration you're sending out.**

Once I did the inner work and changed my story around money, I started charging a higher price, offering a better product & attracted more and more money.

One of the core beliefs I have is that selling is service and not selling what I have to offer is actually a HUGE disservice to my ideal client.

Hasn't there been programs you've taken in the past that was highly transformative?

In order for your transformation to had taken place, you first had to be sold into the program and if they didn't sell you into it, they would have been doing you a huge disservice and would have robbed you from your transformation.

In order for you to generate consistent \$5,000 - \$20,000 monthly, I believe there's 6 core areas that are related to your psychology that you need to shift:

- Your story around money.
- Your story around selling.
- Your story about what you're worth and what you have to offer the world.
- Your story around the value of your product.
- The vibration you're constantly living in.
- The rituals that shape your life.

Remember that psychology is the foundation for your business. You cannot build and keep a successful business if your psychology isn't in the right frame of mind.

Now it's time to get into the practical side of building your business.

In order for you to create your world class online coaching product that creates impact to your clients and income for yourself, you first need to gain...

**CREATE**

## 2. CLARITY

Before launching my Self Mastery coaching program, which was my 12 week weight loss coaching program.

I was creating content and trying to work with ANYONE who wanted to lose weight.

**The challenge is when you try to reach everybody,  
you reach nobody.**

I heard it over 100 times to get clear on your avatar and discover who you want to work with.

But it wasn't until I found why it's so important that it actually sunk in.

You can't create a world class program that produces results until you know the specific results your ideal client wants.

You won't know how to create content or if your content is actually helpful to attract your ideal clients if you don't know what your ideal clients frustrations, challenges and most common questions are.

You have to know your ideal client better than they know themselves.

You want to get them to the point where when you speak or write content they feel like you're directly talk to them.

In my past, health and fitness coaching business, it wasn't until I decided that I wanted to work with men and women who are looking to lose weight through a plant based approach that everything became easier.

Producing content, marketing, creating a product, positioning myself and selling our Self Mastery product was easy because I knew exactly who I wanted to attract and I knew them better than they knew themselves.

Knowing my ideal client was the difference between earning \$500 online and just kinda working and producing content to attract anyone to making \$15,000 - \$20,000 per month consistently.

Now that you've built a solid foundation in your psychology for business success & you're clear on who you want to serve, the next step is to create a...

The C.C.C Blueprint I'm guiding you through right now is also an example of a framework that is based on a process.

I literally had to reverse engineer everything I did that produced the result of me earning \$15,000 - \$20,000+ per month online consistently and then I turned the 7 steps and I came up with into a visual aid to be used as a framework.

Creating a framework that teaches your unique process is the first step to creating your product.

**You create your product based on your framework that is based on your unique process that is based on your ideal clients goals, needs, struggles and fears.**

## THE MAGIC QUESTION

Here's the magic question to create a process:

"what steps had to / have to happen in order for me/ideal client to create (result that your ideal clients want)"

For example "What steps have to happen in order for my ideal client to lose 10 kilograms in 12 weeks?"

I then list everything that has to happen for my ideal client to achieve that result and then I have my process that I can then package into a visual aid to use as a framework for my coaching product.

You might want to read that again because the last 3 sentences you just read is the advice clients pay me thousands of dollars to receive.

A great way to think of creating a process is to imagine you're in a kitchen with a masterchef who makes delicious meals, but doesn't know how he/she is doing it. To discover how they're making the meals, you have to put them in the kitchen, get them to make the meal and document each step they take.

That's what creating a process is like. You're just creating a recipe that creates a certain result. Then you're turning that recipe into a visual aid so others can follow recipe to get the same result.

Now that you've got your process, it's time to create yours...

# 4. PRODUCT

I've said this previously, but it's worth reading again.

**You create your product based on your framework that is based on your unique process that is based on your ideal clients goals, needs, struggles and fears.**

Read that again and again and again so you never get stuck on how to create your product.

To really create financial abundance and start earning between \$5,000 - \$20,000 per month online, you're going to need to make a product that you sell as a high ticket offer.

A high ticket offer is when your product sells for an investment between \$1500 - \$5000.

Keep in mind that in order for your product to sell at this price point, you're going to need to move your program from a DIY (Do It Yourself) program to a DWY (Done With You) program.

## DO IT YOURSELF PROGRAM

**A DIY program is something like an Ebook or an online video course. You basically give them the process and framework and you let them follow the process themselves.**

## DONE WITH YOU PROGRAM

**A DWY program is when you mentor your clients throughout the process and framework you provide with high level accountability and intimacy for a major transformation.**

# WHAT TO INCLUDE IN YOUR PROGRAM:

An example of what your DWY product may include are:

1. Weekly One-on-one coaching call with you or another coach teaching your unique process and framework.
2. Fortnightly group coaching calls.
3. Online video membership program with six weekly modules.
4. Access to private online FB community group.
5. PDF guides
6. Personalized training and meal plan



The magic isn't in what you provide, it's how you provide it.

That's why in my mentorship program I teach you how to structure your online video membership program, how to create a tribe that loves your program, what to say in the coaching calls and what software you need to create all of this.

Once you have your product, the next question is how do you start attracting your ideal clients to work with and start making money while transforming your clients lives?

That's exactly what I'm going to be showing you next...

**CASH**

# 5. POSITION

Have you ever noticed that those with the most knowledge aren't the most successful?

Seems unfair doesn't it?

But it's the reality.

You can have the most knowledge, experience & certifications than the person doing the same thing as you, but if they're able to position themselves in a way that allows them to be seen as an authority, they will win.

Before you read on, I'm writing this assuming that you're already amazing at what you do, if you're going to use what I share to manipulate the perception of the public to see you as an authority when you're actually not amazing at producing your clients results, then please stop reading.

**When someone signs up with you, they're a human with real pain and challenges and that is not something to mess with. Never ever EVER see them as just a number in your bank account.**

But if you do have the experience, knowledge & results for yourself and others, wouldn't you agree that you deserve to use these positioning "hacks" to be seen as your ideal clients #1 choice?

You don't have to be the best at what you do, as long as you are multiple steps in front of the person you're helping and you are embodying what you're teaching, then in my eyes you have every right to use the positioning secrets I'm going to share with you.

There's multiple ways I teach in the Online Coach Academy to position yourself as an authority such as:

1. Your struggle to hero story
2. Your personal results
- 3 Results you've got for others
- 4 What you've researched
- 5 Press
- 6 Partnerships
- 7 Paying clients
- 8 Micro/macro branding

I teach each one in my program, but for now, let me just break down your hero story.

What makes you positioned as a leader in your space is your personal story. Your story from struggle to hero.

It could be easy to talk about your accomplishments, but what is really going to make you connect with your audience is your vulnerability.

Remember that accomplishments impress, but vulnerability connects.

More specifically, talking about what you've struggled with or are currently struggling with is what relates to your ideal clients current struggles.

**You want your ideal client to hear your story and get them to say in their mind "me too" instead of "so what?"**

For example, let's say you've grown up overweight, binge eating and have tried countless diets to change and nothing seems to work out.

Who would you rather work with to lose weight?

## TRAINER A

Grew up fit and healthy, has amazing genetics and has never struggled with eating healthy or training hard. Now helps others do the same and is AMAZING at it. Has high levels of self confidence and went throughout their childhood always having high levels of self confidence.

**OR**

## TRAINER B

Grew up insecure about his body, used to struggle with binge eating just like you, tried a ton of things to lose weight and nothing seemed to work, could never take his shirt off in front of others because he was ashamed of body and is now fit and healthy and helps others to do the same and is AMAZING at it

Who would you choose?

I'm sure you chose trainer B.

Why would you choose trainer B over trainer A? Most likely because you would feel more connected to that person because they've been in your shoes.

Your ideal client wants to work with someone that produces the result they want and can understand their journey. They want to know that someone has been in their shoes and has got out of it.

The next question is usually:

**"Okay Matt, how do I start enrolling people into my program once it's created?"**

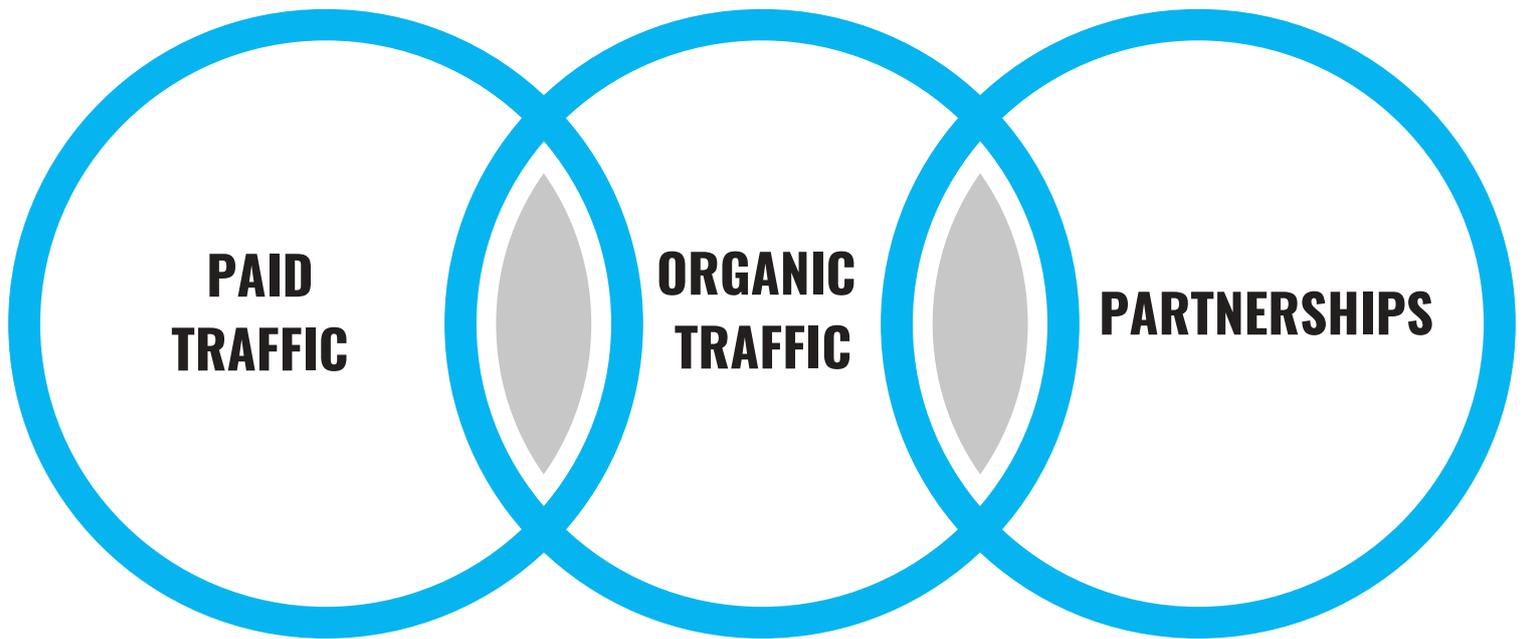
Lets get into that now!

# 6. ATTRACT

Once you've got your program created, you have to start using proven marketing strategies to attract your ideal client into it.

I teach my clients the POP Model which breaks down the 3 main ways to attract your clients

## POP MODEL



My advice is to stay with organic marketing to start making your first few \$5,000 - \$20,000 monthly and then once you're consistently making that much money to reinvest it into advertising to grow and scale your business.

Organic marketing is getting your clients to come to you naturally through social media instead of using any paid ad campaigns & promoted posts on social media

Once you have the leads coming in the door through organic marketing who are dying to work with you, the next step is to...

# 7. SELL

Once you have attracted your ideal client, you need to have a process that allows you to sell to your clients. In order for you to sell a high ticket coaching program (programs between \$1500 - \$5000) you must get your potential client on the phone.

Your rate of success will be much higher if you have them on the phone compared if you just send them to your website.

The biggest challenge with sales is that most coaches don't have a proven sales system to follow on the phone with potential clients which is why they're never able to sell their product.

In the Online Coach Academy, I provide my clients with a simple script to follow that allows them to convert on average 7 out of 10 leads they get on the call with.

The best way I help my clients do that is by providing them with a simple and easy to implement process that allows potential clients to know, like and trust you BEFORE they get on a 60 minute call with them so their already ready to buy when they get on the phone with you.

I only provide my private clients with the script and entire process to get potential clients to know like and trust you before they get on the call, but I still want to offer you a simple sales call method for you to use:

## SALES CALL METHOD

- 1 RAPPORT:** Spend the first 7-10 minutes connecting and gaining rapport.
- 2 DISCOVER:** Discover their short term and long term goals.
- 3 OBSTACLES:** Find out what is holding them back from achieving their goals already.
- 4 NEEDS:** Identify what they need in a program and in a coach to help them.
- 5 SOLUTION:** Offer them a solution (which is your product) and relate it back to their goals, how it overcomes their obstacles & it includes what they need in a program and coach.

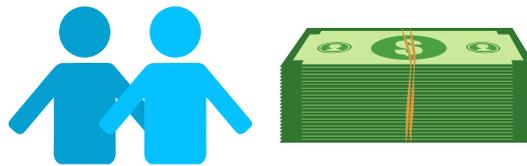


## THE MATH TO EARN \$10,000 FROM YOUR COACHING PROGRAM LAUNCH IN THE NEXT 30 DAYS

Spend the first 7-10 days researching who your ideal client is, creating a process and product. Then spend the following 20-23 days creating content to attract your ideal client and invite your audience to get on a call to solve their problems that they're facing and start enrolling people into your world class program. The math to doing this is quite simple.

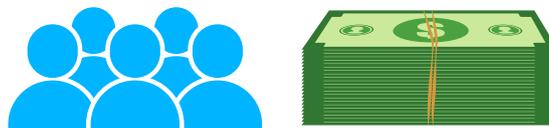
Here's how many clients you need to create \$10,000 in the next 30 days:

Get 2 clients at \$5000 for a 90 day coaching program = \$10,000



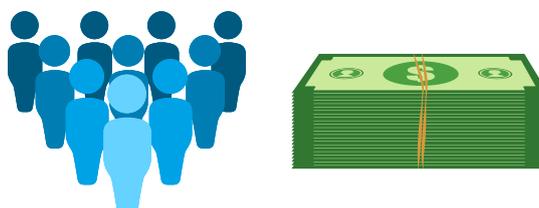
**"Matt I can't charge that much!"**

Okay, so get 5 clients at \$2000 for a 90 day coaching program = \$10,000



**"Matt, I don't know... that is still a high price!"**

Perfect, so just get 10 clients at \$1000 for a 90 day coaching program = \$10,000



Do this each and every month and you're earning \$120,000 per year doing what you love and working from wherever you want to work.

# YOUR FINAL STEPS!

It's taken me a long time to create this guide so I hope it was valuable to you. I really want to see you win which is why I didn't just give you general points, I made sure I really broke down the specific actions you have to take in order to create your program and start creating the impact and income you desire.

Here's my promise to you if you follow every step in this guide:

- You'll create a world class online coaching program that allows you to work from wherever you want.
- You'll get a flood of sales where you earn between \$5,000 - \$20,000 consistently each month.
- Your soul will be happy because your living your heart's calling.
- You'll become and be positioned as an expert in your niche leaving you to be the ideal choice for your dream clients

## CAN I HELP YOU?

I've created a FREE training where I dive WAY deeper and take you behind the scenes on how you can set up a simple system called the 'P2C Funnel' to start generating high ticket coaching clients that pay you between \$1500 - \$5000 per health and fitness coaching package.



Even if you don't have a website, huge following or a total newbie to online marketing, I'll show you how to set this simple system up within an hour.

**WATCH NOW**