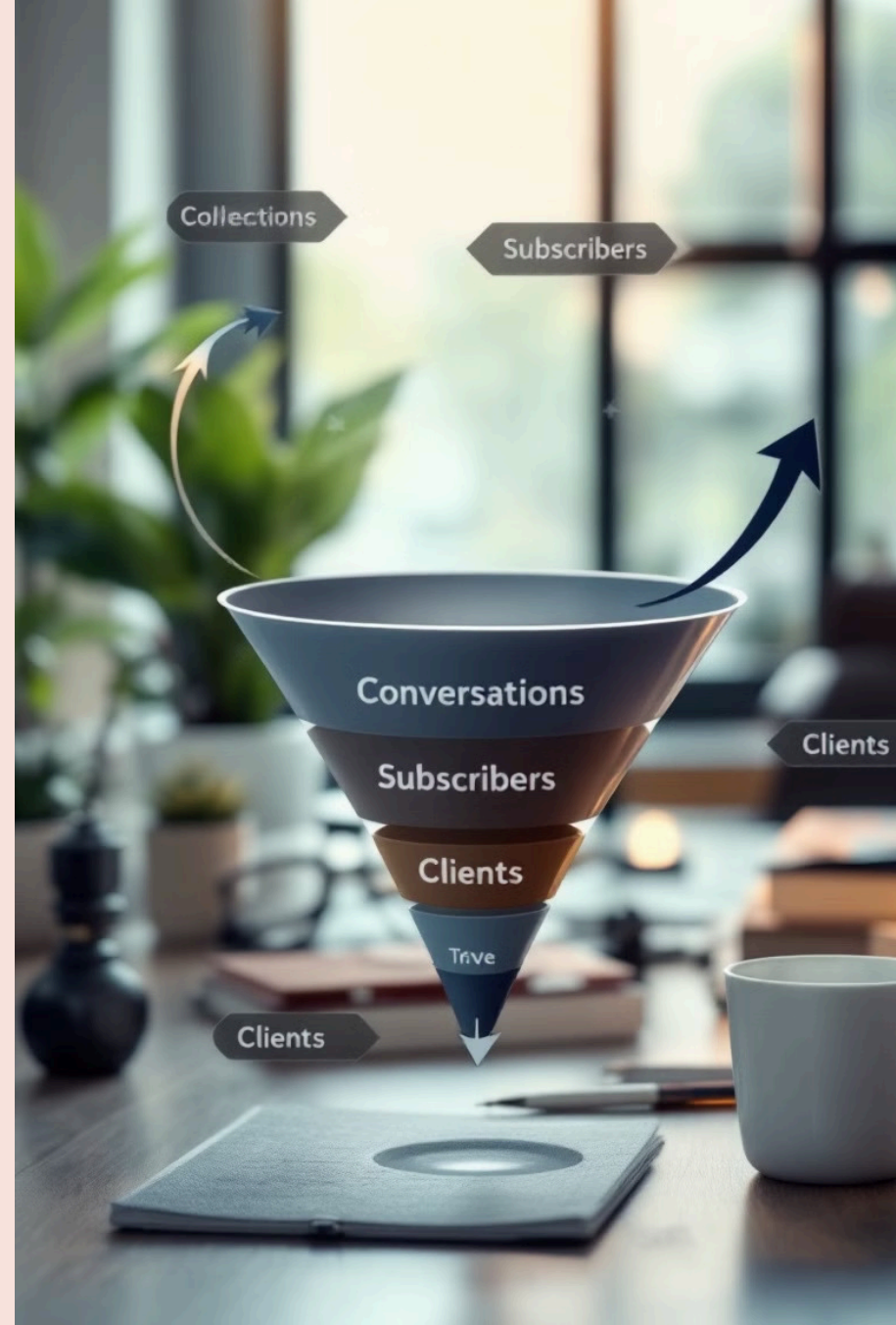


# The 5-Day Sales Engine

Convert Conversations into Subscribers, Then Clients

**D** by Dan Smith



# 10 Things Coaches Could Be Doing to Get More Clients

*(...but only if they're part of a repeatable weekly system)*

## 1. Posting “I’ve got space” content

Casual CTA posts or stories — great for visibility, but if not followed up with conversations, it’s a dead end.

## 2. Running polls or engagement stickers

Polls, sliders, and question boxes are gold — but only when you follow up with the people who respond.

## 3. Sharing client wins or transformations

This builds proof and trust — but without a call to action, it’s just a nice story.

## 4. Making soft offers or mini invites in Stories

“DM me if you’re curious” works — but only when your audience has context from the rest of your weekly content.

## 5. Following up with old leads

One of the most effective (and neglected) tactics — but if done randomly, you’ll miss timing and momentum.

## 6. Sending value-driven emails

Awesome tool to deepen connection — but if not paired with strategic CTAs and consistency, it fizzles.

## 7. Posting your point of view or mini rants

Builds authority fast — but needs to be balanced with invitations and proof to lead to clients.

## 8. Offering short-term micro offers or free trials

Great for urgency and conversions — but you need the visibility and warm leads first.

## 9. Reposting content that worked

Efficient and smart — but if you only rely on this, you lose traction over time.

## 10. Being active in other people’s comment sections or DMs

Builds relationship and reach — but only if you bring them back into your world with a clear offer or invite.

# Market and Sell with Intention



## **Weekly rhythm**

Consistent marketing schedule



## **Stay visible**

Regular engagement with audience



## **Convert consistently**

Turn conversations to sales



## **Works between launches**

Maintain momentum always



# Why This Works



## Random marketing

Most coaches market inconsistently



## Structured rhythm

Stay visible and converting consistently



## Adaptable system

Works in Waitlist or Sales mode



## Creates momentum

Builds anticipation before launch



# Two Phases, One System

## Waitlist Mode

Building your list

Warming leads

No spaces open

Focus on desire building

## Sales Mode

Making clear offers

Inviting people to join

Spaces open

Focus on conversion

# Weekly Flow – Waitlist Mode



## Monday

Visibility + Waitlist Invite



## Tuesday

Conversation Starters + Opt-In



## Wednesday

Share POV + Waitlist Purpose



## Thursday

Behind-the-Scenes + What's Coming



## Friday

Proof + FOMO



# Weekly Flow – Sales Mode



## Monday

Visibility + Spots Available



## Tuesday

Conversations + Objection Handling



## Wednesday

POV + Re-engage Leads



## Thursday

Offer Breakdown + Direct CTA



## Friday

Proof + Final Reminder



# Switching Between Modes

## Waitlist to Sales

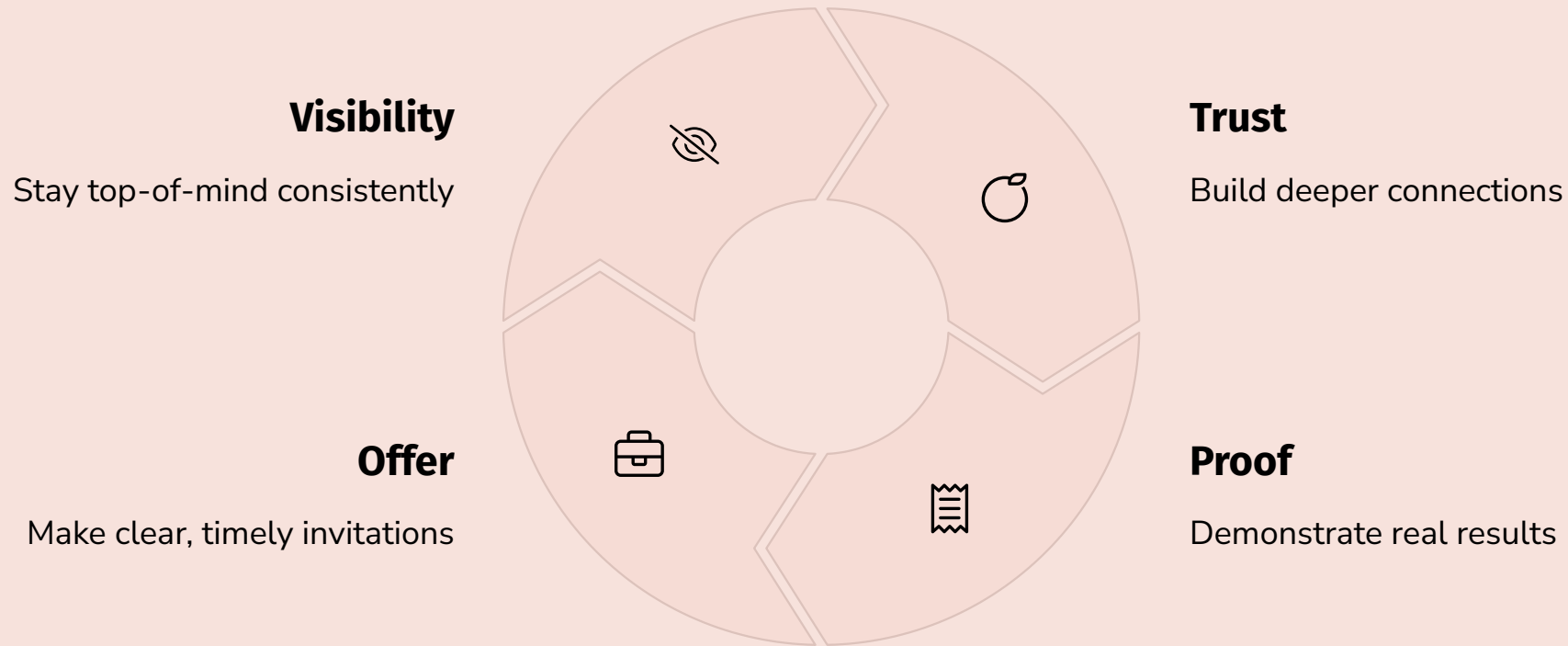
- Email waitlist FIRST
- Offer early access incentives
- Shift messaging to "book now"
- Use genuine urgency

## Sales to Waitlist

- Announce doors closed
- Celebrate new clients
- Open waitlist immediately
- Begin building anticipation



# Why It Converts Better



# Example Weekly Flow



# Build Your Own Engine



## Identify your phase

Waitlist or Sales?



## Draft daily CTAs

One clear action per day



## Choose your angles

Stories and email subjects

# Final Takeaways

**0%**

**Random Marketing**

Unpredictable outcomes

**100%**

**5-Day Engine**

Consistent rhythm

**365**

**Always On**

Something to say every day

