



Health Coach
Client Blueprint™

The 14-Day First Client Sprint Calendar

Goal: To move from “Stalled” to “Signed” by executing one Revenue Generating Activity (RGA) per day.

Week 1: The Connection Phase

Focus: Igniting your existing network and identifying “Low-Hanging Fruit.”

- Day 1: The “20-Lead” Audit. Write down 20 people you already know who have the problem you solve. Don’t overthink it—friends, family, former colleagues, or people from your gym.
- Day 2: The “Value” Post. Post a story or status sharing one simple health tip (e.g., “The one thing I did to fix my morning bloating”). Do NOT sell yet. Just provide value.
- Day 3: The Warm Reach-Out. Send 5 personal DMs or texts to people on your Day 1 list. Use the “I thought of you” script. Just start a conversation.
- Day 4: The Engagement Day. Spend 15 minutes commenting on the posts of people on your lead list. Be a human, build rapport, and stay top of mind.
- Day 5: The “Beta” CTA Post. Post on social media using the Blueprint CTA script: “I’m looking for 3 women who want to [Result] in the next [Timeframe]... DM me the word READY.”
- Day 6: The “Verbal” Practice. Go somewhere in person (gym, grocery store, coffee shop). Your goal isn’t to sell; it’s just to practice saying, “This is what I do,” out loud if the opportunity arises.
- Day 7: The CEO Audit. Review your week. Who replied? Who liked your post? Move those names to a “Hot Lead” list for Week 2.

Week 2: The Invitation Phase

Focus: Moving conversations into Discovery Calls and closing the deal.

- Day 8: The Personal Follow-Up. Reach back out to the 5 people from Day 3. Ask how their week is going. If they mentioned a struggle, invite them to a 15-minute “Clarity Call.”
- Day 9: The “Authority” Post. Share a “Client Result” or a “Why I do this” story. End with a specific invitation to work with you.
- Day 10: The Discovery Call Prep. Review the Connect, Clarify, Invite flow. Print out your Discovery Call Starter Guide and have it on your desk.
- Day 11: The “Last Call” DM. Message anyone who liked your “Beta” post from Day 5 but didn’t DM you. Say: “Hey! I saw you liked my post about [Problem]—did you want the details on that?”

- Day 12: The Discovery Call Sprint. Your goal today is to get at least one person on the phone. Use the scripts. Listen more than you talk.
- Day 13: The "No is Information" Day. If someone said no or "not yet," follow up with a resource or a thank you. Ask: "Do you know one person who might be a fit for this?"
- Day 14: The Celebration & Pivot. Celebrate every "Reps" you got in. If you signed a client, welcome them! If not, review your "Asks" and realize you are now 14 days closer to your "Yes" than you were two weeks ago.

