



# STEP-BY-STEP SCALING GUIDE MULTI 7-8 FIGURES WITHIN THE NEXT 12 MONTHS



# PSYCHOLOGICAL BASICS

When it comes to scaling a coaching, consulting or service-based business most people overcomplicate it.

They sit around simply thinking about “how can I grow this business”. They’re fumbling around in the dark without a clear path on what it will take to build a million or multi-million dollar business....

## But here’s what you just actually need:

An all season **proven** and **consistent** channel that gets you new sales every month.

This one channel must be **capable enough** to scale your business to multiple lakhs per month so that you can then hire a few experts to help you access the other channels as well.

Or in simple terms, out of all the different channels, you need to cherry-pick one channel and have **mastery** in that particular subject.

So that you can afford a team of experts who can then help you expand your reach through various other channels...

## HERE ARE THE...

Different proven traffic channels with their exclusive pros and cons...

### 1. PAID ADVERTISING

PROS	CONS
<ol style="list-style-type: none"><li>1. Quick</li><li>2. Easily Scalable</li><li>3. Highly Trackable</li><li>4. Consistent</li></ol>	<ol style="list-style-type: none"><li>1. Won't work at all if you don't have a working backend system.</li><li>2. Expensive if not done right.</li></ol>

## 2. MANUAL OUTREACH / EMAILING

PROS	CONS
<ol style="list-style-type: none"><li>1. Zero to No setup costs</li><li>2. Can do personalisation for each prospect</li><li>3. Trackable</li></ol>	<ol style="list-style-type: none"><li>1. Extremely time burning</li><li>2. Non-scalable</li><li>3. May reduce credibility</li></ol>

## 3. COLD CALLING

PROS	CONS
<ol style="list-style-type: none"><li>1. Zero to No setup costs</li><li>2. Can do personalisation for each prospect</li><li>3. Trackable</li><li>4. Improves sales skills</li></ol>	<ol style="list-style-type: none"><li>1. Extremely time burning</li><li>2. Non-scalable</li><li>3. May reduce credibility and often lowered status.</li></ol>

## 4. ORGANIC TRAFFIC SEO & GOOGLE MAPS

PROS	CONS
<ol style="list-style-type: none"><li>1. Zero to No setup costs</li><li>2. Enhanced credibility and status.</li></ol>	<ol style="list-style-type: none"><li>1. More efforts, less success</li><li>2. Time consuming progress</li></ol>

## 5. CONTENT CREATION REELS & YOUTUBE

PROS	CONS
<ol style="list-style-type: none"><li>1. Extremely Scalable</li><li>2. Appeal to mass audience</li><li>3. Enhanced credibility and status</li><li>4. Cost effective</li></ol>	<ol style="list-style-type: none"><li>1. Hard to master</li><li>2. Inconsistent</li><li>3. More efforts, less success</li></ol>

## 6. TRADITIONAL MEDIA NEWSPAPER, ETC.

PROS	CONS
<ol style="list-style-type: none"><li>1. Enhanced credibility and status</li><li>2. Appeal to mass audience</li></ol>	<ol style="list-style-type: none"><li>1. Non-Trackable</li><li>2. Non-scalable</li><li>3. Expensive</li><li>4. Outdated</li></ol>

## 7. PRESS RELEASE

PROS	CONS
<ol style="list-style-type: none"><li>1. Enhanced credibility and status</li><li>2. Appeal to mass audience</li></ol>	<ol style="list-style-type: none"><li>1. Non-Trackable</li><li>2. Non-scalable</li><li>3. Expensive</li></ol>

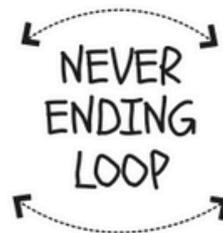
And again, none of these would work unless you would be ready and willing to give your days and nights **in mastery** of either one of these channels.

Balancing two or more out of these all, while in the early stages of your business can be a lot **overwhelming** than usual.

### **So, here's what I'll personally advise...**

If you don't have a budget to invest in yourself or your business, then you can begin with **manual outreach** or **cold calling**,

These are pretty cheap yet slow in comparison to all of the other channels discussed but would be a great way to start and test out the waters yourself.



Once you get through this, you'll know that accumulating funds is easy, you can start by getting a few sales from **cold calling** itself, or you can borrow from friends or family, and once...

You've a budget to invest in your business then start with paid ads, if you're a complete beginner **test it out yourself**. Build out a landing page alongside and do the maximum you can do.

Read **'The Sales Torch'** to know more about creating high-converting ads, landing pages and selling systems.

If you're not an absolute beginner and have a history of a few sales, then book yourself a **100% Free Consultation Call** with me right away... Why so?

Because I've given away more than **16,000 hours** out of my life in the trenches mastering this,

'**Bullet-proof**' secret selling system that now gets me leads and enquiries consistently for **as low as ₹10-15 per pop,**



₹10-15 PER LEAD



Switching them into self-selling appointments for **as low as ₹50,**



₹50 PER BOOKED APPOINTMENT



And even converting them into paying clients for **as low as ₹400-600** landed.



₹400-600 PER NEW CLIENT ACQUIRED



We call it

**'THE APEX GROWTH CIRCUIT'**

Because doing it the ordinary way doesn't even convert anymore, the entire Internet now feels like a completely filled trash bin...

Of people putting up shitty ads, below average websites and crappy webinars.

If you just have a basic landing page or even worse, if you straightaway attach Facebook's lead form directly to your ad, Then most of your prospects would be those sneaky window-shoppers who're just looking for the best price and expert bargainers.

Here look at this below... And still 84% of them suffers from failure!



So, once you get on a call with us we'll be going through your business and giving you away a custom blueprint...

No matter whether you're just a beginner starting out wanting to go from 0 to 1 lakh a month or even you're at a 5 lakhs per month mark and wanting to scale to 15-20 lakhs a month.

We'll review your business, spy on your competitors, review your ads and then lay out a customised blueprint specifically tailored for your business.

And after the plan is mapped out, it's up to you that you can take that and implement it yourself or can hire my agency to implement it for you. Either way I'm all good.

The final decision rests with you.

**CLAIM YOUR FREE 30-MINUTE STRATEGY SESSION**

After the implementation of the plan, when you start to get more and more sales and your revenue gets up,

Then you can **re-invest** a part of that in your business to hire full-time experts and build a **strong team** that can help you around with organic search engines and content creation...

Which means you'll simply buy yourself more time.

And this is the **simplest** and **clearest** way to scale up your business to multi 7-8 figures within the next 12 months or even the next 12 weeks.

That's all.

Best Regards,  
Yash Dalal  
Founder