

THE CLIENT ACQUISITION SYSTEM

HOW TO GENERATE CONSISTENT
CLIENTS WITHOUT RELYING ON
MOTIVATION, TRENDS, OR
GUESSWORK

DISCLAIMER: NOTHING I SUGGEST
WORKS IF YOU DON'T WORK
AND/OR ARE SH*T AT THE JOB



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THE PROBLEM: WHY MOST COACHES STAY INCONSISTENT

Hi, my name is Callum.

I have been in the fitness industry for over 15 years,
built both in field and out of field businesses,
mentored many others to build their own and
currently run and own 4 different 6 figure business'.

Even more importantly, each of those business'
are extremely good at what they do
(this matters, you can't build on sh*t).

This is a free, **Acquisition System.**

THE PROBLEM:

WHY MOST COACHES

STAY INCONSISTENT

Most coaches don't have a lead problem.
They have a **system problem**.

They rely on:

- Random posting
- Occasional bursts of motivation
- Hope that someone reaches out

And as a result:

- Some weeks feel great
- Most weeks feel **unpredictable**

If you can't predict where your next 5 clients are coming from, you **don't have a system**.

You have **hope**.

This document gives you a simple, repeatable
acquisition system you can run daily.



PROOF I AM NOT FULL OF SH*T

CASE STUDY 1

COACH CHRISSIE

at £2.4k/month

Problem: Authority gap

Fix: Offer clarity + proof stacking

Result: £6.8k in 4 months

CASE STUDY 2

Coach at £8k plateau

Problem: Retention + backend

Fix: LTV optimisation + price restructure

Result: £13k consistent months

THE REAL PROBLEM

Inconsistent income is not caused by:

- The algorithm
- The market
- “Too much competition”

It's caused by not having a **structured pipeline**

Most coaches:

- Don't know **how many** conversations they're starting
- Don't track **leads**
- Don't **follow up** properly
- Don't know where **deals** are being lost

This system fixes that.

SECTION 1:

THE 3 PILLARS OF

CLIENT ACQUISITION

Pillar 1

Attention (Content)



Pillar 2

Initiation (Outbound)



Pillar 3

Conversion (Sales Flow)

PILLAR 1

ATTENTION (CONTENT)

The goal of content is not to go viral.

The goal is to start conversations with
the **right people**.

Focus on:

- **Problems** your audience is dealing with
- **Proof** - results, wins, transformations
- **Perspectives** - your beliefs, standards, and methods

Keep it simple:

- 1 strong post per day is enough
- **Consistency** beats creativity



PILLAR 2

INITIATION (OUTBOUND)

This is where most coaches leave money on the table.

If you are only waiting for inbound leads, you are choosing to grow slower.

You should be **starting conversations** with:

- People who **engage** with your content
- Followers who fit your **niche**
- Warm **leads** who haven't converted yet

Rules:

- No spam
- No copy-paste scripts
- Always message with context

SECTION 2:

THE DAILY & WEEKLY SYSTEM

This is where **consistency** is built.

Daily Non-Negotiables

Every day you should:

- Post 1 piece of **content**
- Start 20–30 new **conversations**
- **Follow up** with existing leads

This is the **minimum** activity required to
create momentum.



WEEKLY REVIEW

Once per week, review your pipeline.

Ask:

- Are **leads** coming in?
- Are people **replying**?
- Are calls being **booked**?
- Are deals being **closed**?

Identify the bottleneck:

- No leads → **Content** problem
- No replies → **Messaging** problem
- No calls → **Qualification** problem
- No closes → **Sales** problem

Fix the constraint—not everything at once.

SECTION 3:

THE CONVERSATION

FRAMEWORK

1. Context opener

Reference something specific such as a post, their goal or their situation.

2. Relate

Show understanding of their position.

3. Problem-based question

Guide the conversation:

“What are you currently struggling with most when it comes to ___?”

4. Qualify

- Are they serious?
- Do they have a real problem?
- Are they ready to change it?

5. Move to call

- “Want to map this out properly on a quick call?”



SECTION 4:

THE PIPELINE

FRAMEWORK

Your **Pipeline** should include:

- New Leads (new conversations started)
- Active Conversations (ongoing chats)
- Booked Calls
- Closed Deals
- Lost Leads

This gives you **visibility** and **control**.

SECTION 5:

MINIMUM

VIABLE NUMBERS

These are baseline targets to aim for:

- 20–30 conversations started per day
- 5–10 meaningful replies per day
- 2–5 calls booked per week

If your numbers are below this:

→ Increase activity before changing strategy

SECTION 6:

THE THREE

BIGGEST MISTAKES

Mistake 1

Waiting for inbound leads only.

This slows your growth unnecessarily.

Mistake 2

Overcomplicating the process.

You don't need funnels, ads, or automation to get started.

Mistake 3

Inconsistency.

Doing this for 2-3 days doesn't work.

This only works when it becomes routine.

SECTION 7:

INSTALL THIS

SYSTEM IN 7 DAYS

Day 1-2

- Define your **target audience**
- Set up a simple pipeline tracker

Day 3-4

- Begin daily content
- Start outbound **conversations**

Day 5-7

- Refine messaging
- Focus on booking calls
- **Review** results and **adjust**



SECTION 8:

WHAT TO DO NEXT

OPTION 1

Implement This Yourself

If you're disciplined, you can take what you've just read and install it over the next 7 days.

Focus on:

- Daily **conversations**
- Consistent **content**
- **Tracking** your pipeline

If you **execute consistently**, this will work.

SECTION 9:

WHAT TO DO NEXT

OPTION 2

Get This Installed Properly

Most coaches don't struggle because they lack information.

They struggle because:

- They don't execute **consistently**
- They don't know **what to fix** when things don't work
- They don't have **accountability**

That's where we come in.

We help coaches:

- Build a predictable **client acquisition system**
- Fix their messaging and **conversations**
- Turn daily activity into **consistent clients**

IF YOU WANT HELP IMPLEMENTING THIS

If you want this system set up properly, **tailored** to your situation, and working as **quickly** as possible, then you can apply to work with us.

Apply here:
[Insert link]

This is for those who:

- Are already **coaching** (or ready to start)
- Want **consistent** clients, not random wins
- Are willing to **do the work**

This is not for you if:

- You're looking for **shortcuts**
- You're **not ready** to take action
- You expect results **without consistency**

You don't need more **information**.

You need a **system** that you actually run.

You now have it.

The only question is whether you implement it alone— or get it installed properly.

THE CLIENT ACQUISITION SYSTEM

Let's Build you a REAL business
and career.

Email me, not one word, don't
click a link - Let's take this
seriously.

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