

Structured Freedom Inc

The Momentum Method

A Guide for Online Coaches and Consultants Scaling to \$500K





Does your business feel manageable, or does it often feel like it's managing you?

Many women who aspire to grow their businesses get caught up looking for quick, easy solutions that don't align with their long-term vision for balance and sustainability.

You might be facing these common hurdles:

1: slower-than-expected growth

2: fluctuating profits

3: unexpected challenges with clients or team members

Plus, big decisions often get postponed or, when made, are poorly executed.

But there is a solution.

It's not overly complicated or theoretical.

The Momentum Method is a practical, proven, and profitable approach to achieving the business success you've envisioned.

This guide outlines practical steps that, when followed, can help you build a half-million-dollar business while staying aligned with your life, values, and family priorities.



Start Here

Before diving into this playbook, I encourage you to zoom out from the daily grind of your business and observe it from a bird's-eye view. Forget about what you've learned from courses or coaching programs and set aside the comparisons with other coaches or influencers on social media.

When you look down at your business from this perspective...

What do you see?

Be honest.

You're here because you want a business that runs with more consistency, predictability, and reliability—a business that's "Built To Last". You've already achieved a level of success, and now, you're ready to level up.

The hustle, the pushing, the spinning wheels—that's how you reached your current level. But if you're like many, it's left you feeling drained, or bored, or disliking the day-to-day life you've created.

But that approach won't get you to \$500K or 7-figures.

The key question now is: How can you step into true leadership?

What if I told you that by reading this short guide and applying its core principles, you could set your business on a trajectory of radical growth—with more ease, efficiency, and enjoyment? That your business has the potential to scale as high as you desire?

You CAN do this.

But it requires a shift in your role—you must step into the role of a true leader from now on.

THE MOMENTUM METHOD PLAYBOOK

This playbook is not another trendy set of tactics for overnight success. It's based on real-world experience, practical wisdom, and principles that stand the test of time. The strategies you'll find here work—when you work them.

Through my own experience, I've developed a method that will help you build to \$500K (and beyond) with less stress, greater ease, and more focus.

If you're like most online coaches and consultants you may be experiencing one or more of these challenges:

1. Control: You don't feel in control of your time or your business. Instead of leading with confidence, it feels like your business is running you.

2. Money: Your bank account doesn't reflect the amount of time, energy, and effort you're investing. You always seem to find yourself right around the same financial level no matter how bad you want it to increase.

3. Plateau: You've achieved some success, but now, things have stalled. You're unsure of the next step.

4. Overworked: You've tried multiple strategies, but nothing seems to deliver the momentum you need for significant growth.

5. People: Whether it's potential clients with objections, paying clients not getting results, or team members not following through, managing people has become frustrating.

This guide won't solve every problem, but it will set you on a path that's far simpler to grow and create financial comfortability than anything you've tried before.

My goal is to help you lead your business to greater profitability with more focus, sophistication, and sustainability. So that you aren't constantly worrying about money, giving, or providing to your family.

Let's dive into your path to \$500K and beyond!

STEP 1: DEFINE YOUR AVATAR AND THE MAIN PROBLEM YOU SOLVE

↘ We've all heard about defining your "ideal client"—and you may be tired of the conversation—but it's essential.

To grow a thriving business, you need to solve one specific problem for one type of person. This is where many coaches and consultants find clarity.

So, how do you determine who the best fit is for your offer?

A. They are at a specific point in their journey where they can fully leverage your expertise and get rapid results. In other words, when they join your program you do not need to spend weeks or even months "catching them up to speed" so that they can take STEP ONE in your program. If this is the case, you've attracted the "not ready yet" person. Just because they can pay for your services doesn't make them ideal or qualified.

B. They require minimal hand-holding. They are driven and will succeed with or without you—you're there to help them achieve faster results.

C. They appreciate you and the value you bring.

D. They have the financial means to pay and are willing to invest without taking out a loan, a second mortgage on their home, or working with a third party financial institution.

If you're unsure which market to focus on, the fastest-growing sectors include:

1. Business and entrepreneurship
2. Health and wellness
3. Personal development
4. Career growth

These fields are not only lucrative, but they offer plenty of opportunities to serve clients who are looking for transformation. Of course, you can find success in other markets, but these areas offer a bit of an edge if you're looking for quicker traction.

ACTION ITEM:

Interview past clients who've had great results with you. This will give you a clear picture of your perfect-fit client.

STEP 2: THE SWEET SPOT

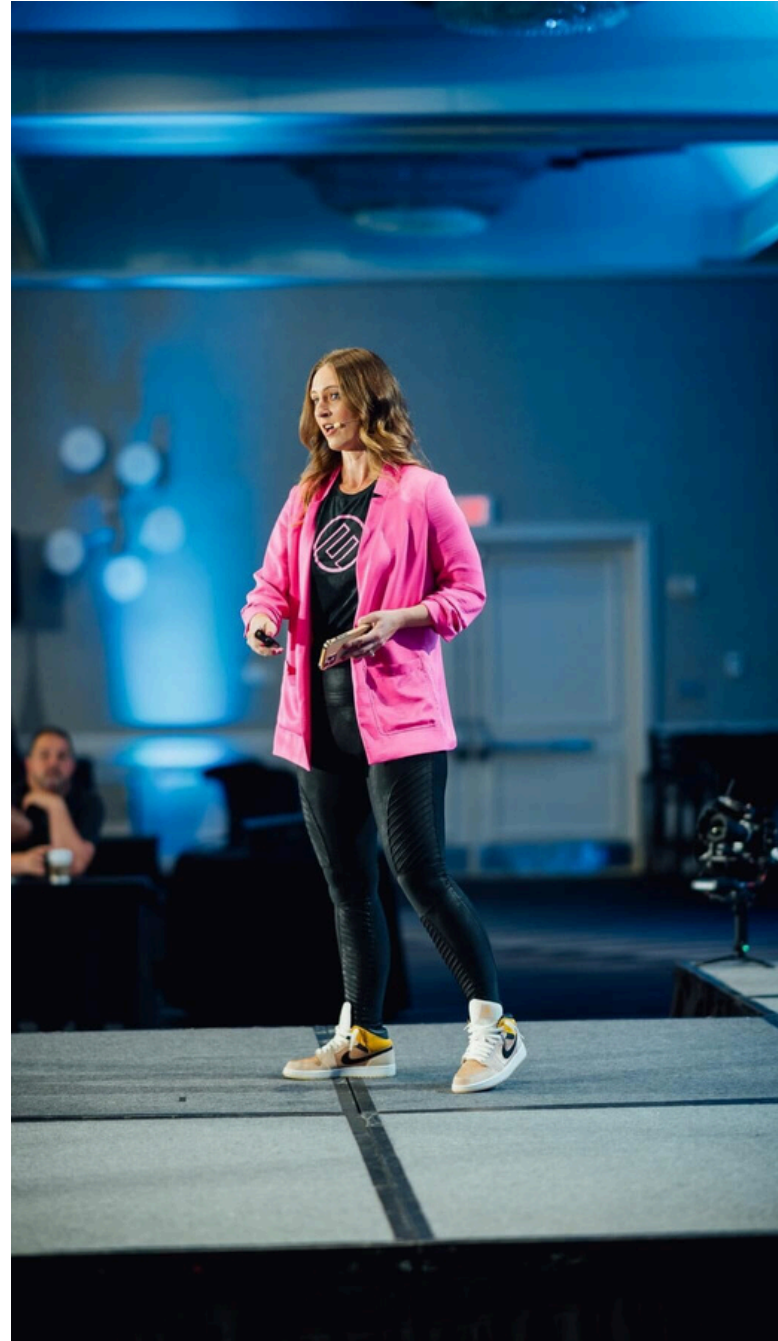


Your clients come to you because they need help moving from where they are (their "Here") to where they want to be (their "There"). Your "Sweet Spot" is the unique process, framework, methodology, or system that you've developed to guide them on this journey.

To create this, reverse-engineer the results you've achieved with clients (or yourself) and outline the clear steps. Give your framework a memorable name that reflects your approach and the transformation you provide.

If you are unclear because you have solved many different problems and provided many different solutions for clients, start documenting every single session and conversation you are having with clients. Document every question they ask you, every piece of feedback you provide and every action you ask your client to take.

This documentation will create your "sweet spot" and allow you to create leveraged offers sooner rather than later!



ACTION ITEM:

Create your signature framework by answering these questions:

- Where are your clients starting point?
- What outcome can you help them achieve?
- What knowledge or skills must they have to begin?
- What actions must they take next?

STEP 3: CORE OFFERS

The simplest formula for success: Ideal Client + Congruent Offer + Right Positioning = New Client



With your framework in place, it's time to design your initial offer. If you're just starting out or scaling, a high-ticket offer is usually the fastest way to grow. This could be one-on-one coaching or a hands-on service that allows you to work closely with clients.

When deciding on the structure of your offer (number of sessions, duration, etc.), think about how long it realistically takes your clients to see results.

For most coaches, a 3- to 6-month program works well, and pricing typically ranges from \$1,000 to \$3,000 per month, depending on the market.

Don't overcomplicate this step. What matters most is that your offer aligns with your expertise and feels like a no-brainer to your perfect fit client who is qualified to work with you.

For many coaches and consultants with small(er) audiences, the quickest path to growth is creating two premium offers...one-on-one and a group.

High-ticket offers require less volume, and you'll spend less time selling compared to lower-priced options.

STEP 4: INVITE AND CONVERT

Now that you have clarity on your ideal client and offers, it's time to focus on sales. Everything in your business should now center on generating leads, pre-qualifying prospects, and having sales conversations.

Hands down, the most effective method to generate clients is creating content that resonates with your ideal clients and moves them into a conversation with you.

If you haven't already and it's necessary for you to get to a place of financial security (covers your living and personal expenses) the ONLY thing you should focus on is getting your first (or next) 7 - 8 one-on-one clients.

This is where your focus needs to be razor-sharp. The best way to start is by tapping into your existing network and using organic social media marketing.

HERE'S HOW TO GET STARTED:

1. Make a list of people who might be good fits or could refer you to others.
2. Reach out to them personally and set up calls.
3. Leverage your social media presence by posting valuable content and engaging in conversations.
4. Move people to a consultation.
5. Invite qualified prospects to work with you (make an offer).

The goal here is simple: get on as many sales calls as possible and make offers.

Do not delay!

STEP 4: INVITE AND CONVERT

↙ When I rebooted my business in January 2017 after serving as the Director of Client Success for a large scale coaching company I set out to generate 10 private clients at a \$6,000 investment in the first 90 days.

I accomplished that financial goal with only 8 clients in less than 60 days. Again in 2022, I did the exact same thing when I shifted to a consulting business model.

I generated private consulting clients at a \$25,000 investment level and generated multiple 6-figures in less than 5 months.

The faster you can generate private clients the faster you will reach financial security and more peace of mind.

With more peace of mind you will be able to think in possibility and abundance.

With more cash flow and clients you will be able to add a leveraged offer (group program) very quickly and set yourself up to work much fewer hours while impacting people at tremendous levels.



A photograph of two women in a professional setting. One woman, wearing a pink sweater and glasses, is leaning over a desk. The other woman, wearing a white lace top and glasses, is sitting at the desk and holding a pen. They appear to be in a meeting or collaborative work environment. The background shows a wooden wall and a window.

STEP 5: BUILD YOUR COMMUNITY

You have enough connections in your current network to generate your first 7 -8 clients as quickly as possible. After that, it's time to focus on building and nurturing your community. Don't worry about audience size—some entrepreneurs have scaled to seven figures with under 3,000 followers.

In fact, that's what I did more than once!

Building an audience is essential to scaling beyond one-on-one work and attracting more opportunities.

You can approach this with organic strategies, like creating a lead magnet, engaging on social media, being a guest on MANY podcasts, providing value in other facebook groups, affiliate partnerships, hosting local events, or speaking at events virtually or in person.

Your goal should be to get your first 1,000 subscribers on your email list. This group will become the core of your community and the foundation for scaling your business.

And yes, email is still one of the top ways (if not the #1) to book consultations and/or to convert sales.

STEP 6: LAUNCH HIGH-END GROUPS/MASTERMINDS

With a growing audience and a proven one-on-one offer, the next step is to launch a high-end group program. These programs offer your clients the opportunity to learn not just from you but from peers within the group as well. Plus, allows you to serve more clients at once without burning out from too many one-on-one sessions.

Group programs can range from 3 months to 12 months in length. Choose a structure that fits your expertise and client needs.

A great way to launch is by hosting a free challenge or a live webinar that leads directly into your group offer.

You can also fill group programs the same way you attract one-on-one clients.



STEP 7: BUILD YOUR TEAM



As you grow, building a team becomes essential. Identify where your time is best spent and delegate the rest.

Before you freak out and think, “no way am I building a big team, that’s not what I want or the life I want to live”...

...you don’t have to grow a big team!

Think about your first support person – an Executive Assistant.

Always document the activities you are doing. And have your EA take over tasks and activities that you have already been doing.

Never hire an EA and then try to create work for them to do that is new and different from what you were already doing.

And now that you have a group program, you may want to consider hiring a support person for your group.

Unless you are making millions of dollars and have a very complicated business, you don’t really need a large team.



STEP 8: SCALE YOUR GROUPS

Once you've hit \$30K+ months through a combination of one-on-one clients and starting your group, scaling your programs is your next focus.



Resist the temptation to create new offers at this point. And absolutely refrain from creating offers for the people who “can’t afford your two core offers”.

When you start creating new offers, you’ll create offers for entirely different avatars who will never buy one of your two core offers.

And you’ll more than likely be stuck delivering programs you don’t even like.

Plus, consider this....

For every new offer you create that is for a different avatar, even slightly different, you essentially create another new business. Talk about overwhelm and hustle while never living a life!

Instead, double down on what’s already working and continue to refine your strategy.

At this point, you may want to reduce the number of one-on-one clients you take and shift more of your time into marketing and delivering your group program. This is also the time to raise your rates for private coaching/consulting and expand your team if needed.

Remember, Mentorship and Support!

Scaling your business is a journey, and while it's possible to do it alone, it's easier with guidance. Mentorship provides the shortcuts and insights you'll need to stay the course and grow more efficiently.

To book a consultation call with me, [click here!](#)

Bonus Step: Launch a Trust Building Offer

As you continue scaling, it's a good idea to create a trust building offer for your already existing avatar. A trust building offer is typically between \$500 - \$1000 with an initial installment of \$49-\$100.

The idea is that you create an offer that is so valuable for the price point that your avatar begins to believe that you can help them in one of your higher ticket offers.

Note, do not create low ticket, low level offers for people who can't afford your bigger packages. Sell to your primary avatar for all of your offers.

Create something that people can buy that builds trust and is applicable to all levels of your clientele.

You're simply giving people an opportunity to access your expertise and "try it out" before they make a larger purchase. In fact, some of your existing clients will purchase this offer as well because it's that good for a price point that is an absolute no brainer.

A word of caution: Do not build your trust building offer too soon and think that you're going to move people up the ladder into your bigger offers. If you do not already offer one-on-one services AND a group program, a trust building offer is not a gateway to fill those. Create your two core offers FIRST!

Congratulations!

If you've followed these steps, you've built a business that generates over \$500,000 a year. Now, it's time to go big. This is where you can think about writing a book, securing speaking engagements, or building a bigger media presence to expand your influence.

At this stage, you'll have the revenue to invest in scaling your team and making a more significant impact if that's what you decide to do.

Remember, the foundational steps you've taken so far have set you up for this next level. With the right mindset, focus, commitment and support, you can continue growing your business while maintaining the balanced life you desire.

Final Thoughts

Building a coaching or consulting business that reaches \$500,000 or more per year isn't rocket science—it's a matter of following a simple, proven path.

The real challenge comes in execution. Many entrepreneurs try to skip steps or do things out of order, which leads to frustration and slow growth.

Stick to this plan, stay consistent, and be patient with yourself. You can build the business of your dreams—one that not only generates income but also aligns with the life you want to live.

Now is the time to get started.

Let's make it happen!

Megan



Scaling your business is a journey, and while it's possible to do it alone, it's easier with guidance. Mentorship provides the shortcuts and insights you'll need to stay the course and grow more efficiently.

To book a consultation call with me, [click here!](#)