

 BYRON VAN PELT

# 2023 Quick Guide





# About Us

We help authentic coaches **attract the perfect clients they resonate with most** so they can build **sustainable businesses**.

We do this by:

Transforming your **brand message in all mediums** (website, social media, even in person) from *fuzzy* into a **razor sharp** tool that **consistently resonates** with your "kindred spirit" clients: people and organizations you feel **most excited and aligned with serving**.





# How We Can Help You

We specialize in three areas:

**1) Brand Messaging:** helping you get radically clear on your brand message and then ensuring it resonates with your ideal clients across all platforms (social media, website, marketing materials, funnels, etc.).

**2) Marketing:** helping you share your razor sharp message to reach a greater audience, attract, and lead as many (or as few) clients as you desire to invest in your services.

**3) Sales, Offers, and Scaling:** helping you raise your prices, create offers your market is thrilled to invest in, strengthen your sales process to higher enrollment, and build a sustainable business you can scale with a team thrilled to be a part of your vision.

**Our sweet spot is helping savvy coaches who are sharing pure transformation gold create more stability and consistency in their monthly revenue so they can focus on what they love most: leaving a powerful dent in their universe.**



# Our Programs

## HONE YOUR MESSAGE

Our signature 30 day group program. In Hone Your Message, you will discover why your current messaging is not generating the clients you desire, build a new message and hone it until it is razor sharp, and update your online presence to generate an immediate boost of scheduled discovery calls, product purchases, and enrollment into your services.

\*\*This program comes with the option of working 1:1 with a coach from our team to help craft your message with you.

## CLIENT ATTRACTION ALCHEMY

Work with one of our coaches 1:1 to craft your message, market it effectively, and strengthen your offers, pricing, and sales to enroll your ideal clients into your business consistently.

Client Attraction Alchemy comes with complete access to the Hone Your Message group program included.





# LEAD GENERATION DONE FOR YOU

We don't just curate leads based on simple demographic filters, we utilize *psychographic* filters to **hand pick** prospects who are a slam dunk fit for you: prospects who are likely to afford your services, get stellar results, and resonate energetically with your business.

We source 1200 leads for you monthly and fully automate all outreach - leaving you to respond to individuals who are interested instead of chasing hundreds each month on your own.



## "I closed my first five figure client"

"When I started working with Byron, during the very first month we increased my prices to three times what I was charging before.

I don't have a business card. I don't have a website. I don't have a Facebook business page. If you just follow what he teaches, you're going to see awesome results."

*Vamsi Polimetla | Leadership Coach*

[Click here to see Vamsi's full story.](#)



## "This is the hugest day of my business and life"

"If you're looking for someone to level up your life and your business, hiring the right mentor is everything. Thank you, Byron."

Click below to hear from Christina the day she enrolled her first \$15,000 client who paid in full.

*Christina Wallace | Academic Coach & Consultant*

[Click here to see Christina's full story.](#)



**"In less than a year we took \$36,000 to \$120,000"**

"Energetically my clients are so fun to work with that I would do it for free if I had to...yet I make three times as much as I used to."

*Chance Cerda | Tax Coach and Strategist*

[Click here to see Chance's full story.](#)



**"I got more clear on my ideal client than I have in the past year building a following of 500,000 on TikTok"**

"I just had a call with Byron and bought one of his programs. It didn't even start yet. And in the past 10 minutes I just got more clear on my ideal client than I have in the past year despite having 500,000 followers."

*Nick Vitello | Life and Performance Coach*



# Ready for More?

Schedule a call here to explore if we're a fit:

<https://calendly.com/byronvanpelt/walkthrough>

Visit our website here:

<https://byronsvanpelt.com>

Email us here:

[info@byronsvanpelt.com](mailto:info@byronsvanpelt.com)

