

Join the Ops In Action Insider Beta Program and get instant access to every checklist you'll ever need to run your marketing, and lock in your price while it's still low!

INTRODUCING: OPS IN ACTION INSIDER

Welcome to the future of your business.

Every tool, checklist, and SOP top coaches use to grow and scale, without hiring an expensive marketing agency.

BECOME AN INSIDER TODAY



If you're tired of spinning your wheels jumping from one marketing strategy to the next and want to finally have systems that you didn't have to create for **real and consistent growth**, OIA Insider is for you.

(And it works, even if you HATE marketing and never want to know a thing about social media.)

But before we get into those details, there's an important stat you should know:

→ Why 82% Of Coaching Business FAIL in Under 2 Years:

According to the International Coaching Federation, 82% of coaching, consulting, and training businesses fail in under 2 years.

And there's a surprising reason:

Did you know there are more than 500 different coaching certifications out there, with almost no regulation or consistency? It's true.

And the vast majority of these programs teach NOTHING about marketing and growing your coaching business.

In fact, because of this *completely unregulated wild west* of coaching certifications, most coaches make **less than \$30,000 per year**.

Some even quit their day jobs, hoping to pursue their dream of coaching, **only to be back applying for jobs again in under a year**.

Or worse: They stick with it, but can't find clients who will pay them what they deserve, and end up going broke and being forced to sell their car **or even their home**.

→ Here's the Problem Most Coaches Face:

Because these certifications and coach trainings out there today don't teach a smidge about getting clients, you're forced to look elsewhere.

And it won't be long before you're bombarded by messages like...

"The ONLY way to market your coaching business is with ads!"

Or

"Coaches should only sell \$5,000 packages!"

Or...

"Webinars and training packages are the way to go!"

... It's endless.

And it leads to something even more insidious:

→ **Most Coaches Think Marketing Their Practice is Incredibly Hard!**

If it feels like getting new clients for your practice is like banging your head against a brick wall, you're not alone.

This is super common, especially in the coaching industry with no consistent training or systemized growth plans.

Which means you end up "*doom scrolling*" all day, instead of working on activities that really move the needle for your practice.

→ **Missing This Piece Means Not Making the TRUE Impact You Can Have on the World.**

If you're struggling to get the word out there about your coaching practice, it's far worse than just not having the income and life that you deserve.

Without systemized marketing, your coaching business won't reach the people that truly need your help.

Which means you'll **never help the people who need your help**, and never make the impact you know you can make in the world.

In short: When you reach the end of your life, your message, your mission, and your legacy, **dies with you**.

But I'm here to tell you:

→ **It's Not Your Fault - and it doesn't have to be this way!**

We've worked with hundreds of coaches as a marketing agency, and we know the exact systems that coaches need to grow their business and have a BIG impact on the world.

It's not your fault that you've been spinning your wheels up to this point. There just aren't any systemized processes out there for coaches to use to grow their practices right now!

Which is why we created OIA Insider, the brand-new program that helps anyone add clients to their coaching business in minutes per day, even if you're starting from scratch.

Introducing...

Ops In Action Insider

WHAT IS OPS IN ACTION INSIDER?

All Our Best Stuff... for less than \$0.30/day

Prior to Ops In Action Insider, you'd need to be a **full-service marketing client (or hack our computers)** to gain access to all these internal tools, resources, and templates. But now, they're all yours...

Get it for **just \$10/month** (or \$99 for life).

[JOIN INSIDER TODAY](#)

Just \$10/month or \$99 for lifetime access.
30 Day Guarantee

HERE'S WHAT YOU'RE GETTING TODAY WHEN YOU JOIN OIA INSIDER:

As an Insider, you get access to all the systems, templates, standardized procedures, checklists, and marketing operations tools that we use to grow coaching businesses in our marketing agency.

These are the same tools that we use for top coaches when they want to **scale from 6-figures to 7-figures and beyond**.

But this is about so much more than just marketing tasks and checklists. Inside, you're getting:

- ✓ How to **grow your coaching business without expensive and complicated webinars**, paid traffic, or endless phone calls
- ✓ The exact systems and steps you need to **finally stop working on the parts of your business you dread** - like taxes, accounting, or social media
- ✓ The truth about coaching sales (it's not what you think...)
- ✓ **Why doing less can bring you more clients**
- ✓ The 12 SOPs that every business needs, all ready and done for you
- ✓ The **3 checklists to follow every month** to make sure your coaching business thrives
- ✓ 5 Templates to **end "Blank Screen Syndrome" forever**
- ✓ When it's OK to use a template... and when you should create from scratch
- ✓ **For management**: use these frameworks to end endless back and forth and get your team to take responsibility!
- ✓ How to get more coaching clients, **even if no one has ever heard of you**
- ✓ **For Solo-coaches**: The exact KPIs you should be paying attention to, and what to ignore entirely!
- ✓ **Never wonder what to say on social media again** - and get better results than you've had before
- ✓ **Say goodbye to ghosting**: how to create agreements that make your client LOVE to sign
- ✓ **End Tech Confusion**: exactly how to set up Facebook, Google, and other profiles for success!
- ✓ ... and seriously, a whole lot more.

? What do I get as an Insider?

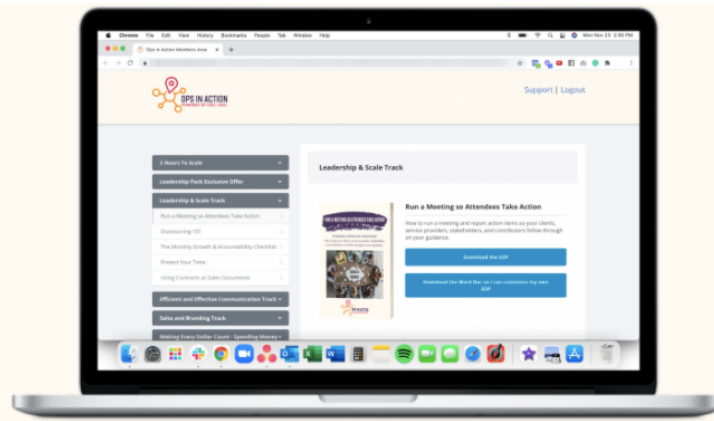
Well, pretty much everything we've got! You get all the tools, checklists, SOPs, tricks of the trade, templates, and best practices that we've developed over our 40 years of marketing and operations experience.

Want a list? You got it!

Inside, you'll get:

The Leadership & Scale Track, including:

- ✓ **How to Run a Meeting so Attendees Take Action**: How to run a meeting and report action items so your clients, service providers, stakeholders, and contributors follow through on your guidance.
- ✓ **Outsourcing As Profit Maximizer 101**: Use a Virtual Bench to Maximize Profitability, Reduce Risk, and Grow Revenue.
- ✓ **The Monthly Growth & Accountability Checklist**: Make sure you and your business are on track for growth and to achieve your goals.
- ✓ **Protect Your Time**: How the top 1% of coaches set up their day so they spend time on what matters most - and prevent lost time.
- ✓ **Using Contracts As Sales Documents**: Are you sick and tired of sending out a contract and getting ghosted? Use this guide as your contracting process to get all the way to signature!

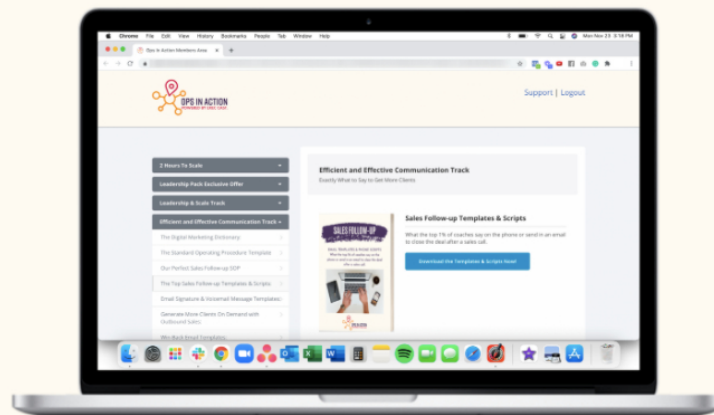


I'm ready to become an Insider!

Not enough? No worries, we got more. You're also getting:

Exactly What to Say to Get More Clients - The Efficient and Effective Communication Track:

- ✓ **The Digital Marketing Dictionary:** Not sure if you're using the right term? Think there's gotta be a better name for what you're trying to describe? Look it up here!
- ✓ **Operationalize Your Business with the Standard Operating Procedure Template:** Use this template to provide detailed instructions on how to carry out a task so that any team member can carry out the task correctly every time.
- ✓ **Our Perfect Sales Follow-up SOP:** How the top 1% of coaches make sure great prospects still close - even when they don't say 'yes' immediately.
- ✓ **The Top Sales Follow-up Templates & Scripts:** What the top 1% of coaches say on the phone or send in an email to close the deal after a sales call.
- ✓ **Email Signature & Voicemail Message Templates:** Your email signature and your voicemail message are quick, easy, free ways to remind people about your work and what you do - and help you get new clients.
- ✓ **Generate More Clients On Demand with Outbound Sales: Email and Phone Call Templates:** What the top 1% of coaches say on the phone or send in an email to schedule a sales call.
- ✓ **Win-Back Email Templates:** Stop leaving 80% on the table. What the top 1% of coaches say to re-engage prospects and convert clients.



Enough already! I'm ready to become an Insider!

Now that we've given you all you need to generate more clients, scale your business, and lead your team on the inside... what else do you need?

What about the tools you need to have a consistent, powerful brand that attracts clients to you?

You'll get all that and more inside our **Sales and Branding Track**:

- ✓ **Every Marketing Tool You'll Ever Need:** A regularly updated list of tools that make running your business easier, faster, and more efficient.
- ✓ **Creating Your Brand Book Best Practices:** Your brand book is not JUST your logos, fonts, and brand color palette, but it helps to define your values, what makes your business different, guidelines for selecting images, and more.
- ✓ **Voice Guide for Consistent Messaging:** Your voice needs to be consistent across all channels to develop a strong brand. Whether people are reading an email from you, seeing one of your ads on Facebook, or checking out your latest blog post, they all need to feel like they are from your business.
- ✓ **Photo/Video Best Practices for Social Media:** Create high-quality photo, video, and audio materials efficiently for social media - every single time.
- ✓ **Building and Setting Up Your Social Media Accounts the Right Way:** Set up your social media accounts so you have access to business features, analytics, and maintain ownership.
- ✓ **Making Your Social Media Consistent and Beautiful:** Part of having a strong brand is having a consistent look and feel. While this includes your logo, fonts, color palettes, and photo editing style, it also encompasses the feeling you want people to have when interacting with your social media.
- ✓ **Facebook Ownership Audit:** With contractors, employees, freelancers, and agencies working in your business, it's important to make sure that you maintain ownership of your accounts. Audit your Facebook Assets to make sure your business maintains ownership of your Facebook Assets including the Business Page, Ad Account, and Business Manager.
- ✓ **How to Create & Install Your Facebook Pixel:** The Facebook Pixel is a snippet of tracking code which will allow you to track user behavior and ad performance on your website. Create a Facebook Pixel for your business and install it site-wide on your website.
- ✓ **Building & Setting Up Google My Business:** Well optimized Google My Business profiles help customers who are searching for you find your services. Optimized profiles also rank more highly in search results and drive more traffic to your listing.
- ✓ **The Ultimate Offer Cheat Sheet:** Learn what the top 1% Of coaches use to create their offers and how to create your own in just 10 minutes!



Enough already! I'm ready to become an Insider!

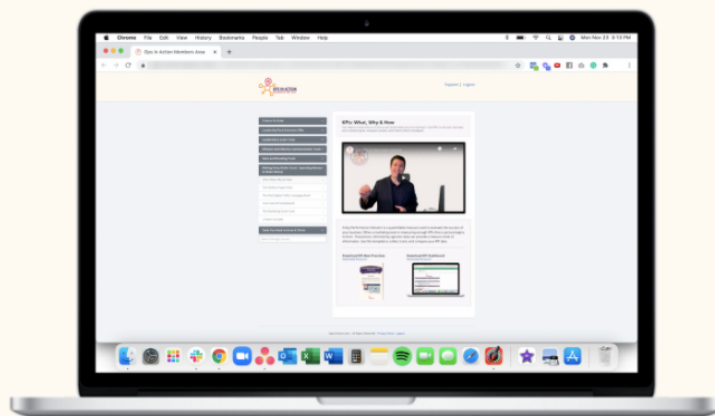
With a consistent brand and clients coming to you, what else do you need? How about putting some gasoline on this fire, and building up your audience with paid traffic?

Making Every Dollar Count - Spending Money to Make Money

- ✓ **KPIs: What, Why & How:** You need to know what to track so you know when you're crushing it. Use KPIs to set your business up to achieve goals, evaluate success, and inform future strategies.
- ✓ **The Perfect Project Plan:** Project Plans are designed to keep all your tasks, deadlines, budgets, and other resources for a project to one central place (without

templates, links, and other resources for a project in one central place (without having to learn or pay for additional software).

- ✓ **The Paid Digital Traffic Campaign Brief: Building a Facebook Ad Campaign?** Use this Campaign Brief to outline everything you will need to create assets for the campaign and then build the campaign - before getting lost or confused in Ads Manager or finding out you're missing an important piece.
- ✓ **Your Own KPI Dashboard:** KPI's help you evaluate the success of your business. Use this template to collect, track, and compare your KPI data, so you know what's working well, and what should be scrapped.
- ✓ **The Marketing Score Card:** The best way to improve your marketing is to objectively assess what you're doing well and where there is room for improvement. This score card is designed to help you evaluate different components of successful marketing and establish your baseline at the time of completion. You might not be doing all of these things today, and that's ok. It gives you areas to grow in the future!
- ✓ **2 Hours to Scale:** How to leverage assets that you already have access to and build a team of busy beavers who get you more clients, almost automatically.



Enough already! I'm ready to become an Insider!

Yup, as an Insider you get everything above included for just \$0.30 cents per day. Essentially, you'll have **every tool you need to start, launch, grow, and scale your practice** to as big and impactful as you want it to be.

Those are just the tools and templates you get at launch, we'll continue to **add more every month, along with live trainings and Q&A sessions to keep you on track and moving forward.**

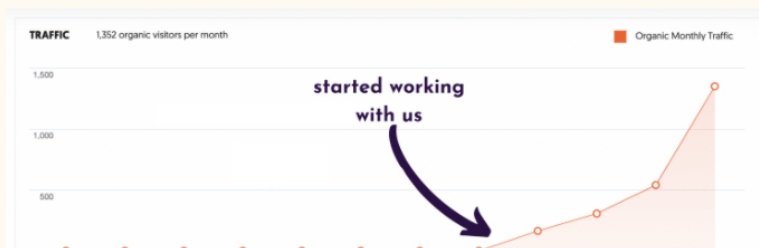
? Why should I listen to you?

I get it, you've probably never heard of us. Our marketing agency, Exec Cast, helps 6 & 7-figure businesses grow. Our team has run the marketing departments for dozens of companies, and has **generated millions in revenue** for them.


And as an agency, we **LIVE and DIE off our checklists and SOPs.**


Whether for internal use or to outsource to contractors, if the process we have doesn't work, isn't clear, and isn't easy - we lose money.



These are the exact same SOPs we use for our 7 figure agency clients marketing departments. And we've invested hundreds of hours and tens of thousands of dollars developing and testing them. And they're yours for a measly \$0.30 per day.




But don't take my word for it:

 **Aaron Shaw**
 16 reviews · 2 photos
 ★★★★★ a month ago
 Hiring Exec Cast gave me access to "C-Suite" expertise without the financial strain of hiring additional employees. Business strategy, project management, and marketing plan development and implementation are just a few of the expert skills I was able to tap into, all of which has helped me have the best year ever and see month-over-month record revenue growth. Aaron S., OTR/L, CHT, CSCS, Founder and CEO, MoveMend

 **Patrick Zerbo**
 1 review
 ★★★★★ a month ago
Positive: Professionalism, Quality, Responsiveness, Value
 Great support and regular, detailed reporting, quick response time, and they take the time to deep dive to learn your specific needs. Very professional, cost-effective and easy to work with.

 **Kristin Kirkby**  recommends **Exec Cast.** October 8 · 🌐 ...

When I started CARE, I had a vision of helping veterinary professionals and dog owners better identify and treat canine arthritis, but I didn't know how to get it out into the world. I hired Exec Cast for their marketing and operational leadership, and it was the best business decision. They helped me to build and launch my website, add more than 500 veterinary professionals members in five months, measurably grow my social media following, and significantly expand my email list. I wouldn't have been able to do all that without Exec Cast's help, and by working with them, I can focus on creating and sharing evidence-guided tools and resources with my veterinary colleagues and dog owners around the world. Kristin Kirkby Shaw, DVM, MS, Ph.D., CCRT, DACVS, DACVSMR Founder, Canine Arthritis Resources and Education

 **Devon Magnusson**
 1 review
 ★★★★★ a month ago
Positive: Professionalism
 Having the right chemistry is just as important as having the skills to get the job done. From the first day I starting working with Exec Cast, it felt like I had known them forever. Their knowledge and dedication to quality is demonstrated in everything they do. Since working with them they have developed and implemented a successful marketing plan backed by a record year of revenue and customer growth. I would recommend Exec Cast to anyone looking for proven results from a professional team. Devon Magnusson, Director of Operations, MoveMend

? Will this work for me?

Because these templates, SOP's, and checklists are built with outsourcing tasks in mind, I'm sure almost anyone can use them.

They're not complex or highly technical, they're written to be used by contract staff who are sometimes overseas. If you have better reading comprehension than a 5th grader, then you can use these checklists to grow your business.

? What's the cost, again?

Just **\$10/month**.

If you do the math, that's about 30 cents a day. (FAR Less if you take the special option below.)

So dig out three dimes and three pennies from your couch cushions and hop on in! If you decide later you want your change back just shoot us an email within 30 days of your purchase, no worries, no hard feelings.

JOIN INSIDER TODAY

HATE SUBSCRIPTIONS?

Us too.

So, as a special launch deal, we're offering not just a yearly subscription but LIFETIME ACCESS to OIA insider, for pennies on the dollar.

Other subscriptions like this charge between \$49-\$300 per month or \$500-\$3,000 per year.

You can pay **just once and get access to all the features and checklists we have to offer for LIFE, at 90% off.**

We're doing this so we can continue adding features and new systems, all of which you'll get for free as they roll out.

Get lifetime Access to OIA Insider for just \$99 today.

[JOIN INSIDER TODAY](#)

Just \$10/month or \$99 for life.
30 Day Guarantee

? Why so cheap?

We know you can have a big impact on the world, but also know how much time, effort, and money it takes to create and grow your coaching business.

We've seen the constant barrage of \$1,000-\$10,000+ courses, trainings, and certifications that are out there.

Our mission is to **help coaches, trainers, and consultants grow and scale**, and in order to help as many as possible, we decided to keep the price as low as we can.

So as much as we'd love to have you become an agency client and pay us a premium each month, we know that isn't a great fit for everyone, and decided to keep the investment as low as possible.

? How can you make money selling this so cheap?

Because we know how to scale our business. (We're literally sharing the tools that we used to scale several business with you.)

? Can I get a refund if this isn't right for me?

If you're not willing to work on your business and make your \$0.30 back every day, we're happy to refund you. In fact, we want to refund you. **We only want to work with business owners who are finally serious about scaling their business.**

If you're not there yet, that's fine. Bookmark this page and come back to it. But don't buy it now just to set yourself up for failure.

? Why join now?

Time Is Of The Essence.

02 **01** : **29** : **43**
DAYS HOUR MINUTES SECONDS

The biggest reason to join now is to start your business off strong in 2021. If you wait to join, you'll keep spinning your wheels and spending countless hours working on projects that just don't move the needle.

But there's also a few more reasons:

1. The price is going to double on Tuesday, December 1st, 2020.
2. We're also only offering lifetime access as an experiment, and it might not be available again in the future. If you want to lock in the best price now, you'll

have to do so before December 1st.

3. As a special launch bonus, **the first 10 members who join this weekend will get access to our 2021 Goal Crusher Planning Session**, where you'll get the tools, resources, and access to experts to help you finally step away from the pit of "hope and pray" marketing tactics.

? Do you have a guarantee?

Yep! All members are backed by our 30-day, no questions asked free-look guarantee. If you get in and decide it's not a fit, just let us know and we'll get you a refund.

In fact, not only do we guarantee this unconditionally for 30 days, but if OIA Insider doesn't show you exactly how to get more clients with our easy-to-use checklists, if it doesn't help you set up your accounts perfectly in just minutes and give you the ability to outsource any task you hate, we don't want your money. We'll give it all back. No questions asked, no hard feelings.

? Can I cancel any time?

Of course! We're so confident you'll love and use our materials every month, that we're never going to lock you in to a contract or crazy agreement. If you decide we're not giving you FAR more than your \$10 worth, simply shoot us an email at info@opsinaction.com to cancel any time.

? How do I get started?

Easy, just click the button below, and access will be granted immediately.

SEEN ENOUGH?

Ready To Be An Insider?

As an Ops In Action Insider, you'll have access to the same tools, resources, templates, and procedures we use to grow top coaching companies.

Get it for just **\$10/month** (or \$99 for life).

[JOIN INSIDER TODAY](#)

Just \$10/month or \$99 for lifetime access.
30 Day Guarantee

You're also getting:

FREE SPECIAL BONUS FOR ALL INSIDERS

The OIA Monthly Planning Checklist



When you become an Insider, you'll get instant access to our Business Accountability Checklist. This checklist walks you through the exact steps you should be taking each month to keep your business on track.

Updated monthly based on changing times, current events, holidays, and more, this checklist will be your go-to planning tool on the first of every month.

You'll receive a new, updated checklist each and every month that you're an Insider to keep you and your business on track.

JOIN INSIDER TODAY

Just \$10/month or \$99 for lifetime access.
30 Day Guarantee

Still Not Sure?

If you're still not sure, here's the deal.

Ops In Action Insider is the only set of tools and systems created by an agency that actually grows and scales coaching businesses for a living.

Prior to OIA Insider, **you'd have to hire an expensive marketing agency for \$5,000 per month (or more)** to get access to the systems, tools, and checklists included in the Inside.

As an insider, you get access to all the systems, templates, standardized procedures, checklists, and marketing operations tools that use to grow coaching businesses in our marketing agency.

These are the same tools that we use for top coaches when they want to scale from 6 figures to 7 figures and beyond.

OIA Insider membership is just \$10 per month, or **if you hate subscriptions, \$99 for LIFE.**

Plus on top of all of our tools, checklists, and SOPs, you're also getting our Monthly Planning Checklist, and our always up to date live training on what's working NOW.

But this offer is extremely limited.

In fact, only 10 people will get access to our 2021 Planning Session.

And **the price will DOUBLE** on December 1st.

If you're on the fence, or just not sure, you're also backed by our unconditional 30-day free-look guarantee. Just shoot us an email if it isn't a good fit for you and your business, no worries, no hard feelings.

You can also cancel any time you like, by simply emailing us at info@opsinaction.com.

So now you have two choices.

You can take the leap and just spend a few minutes exploring the membership and trying out what we have to offer.

Or you can keep spinning your wheels, jumping from one certification and course to the next, and constantly scrolling through social without bringing in new clients.

There's no risk to you, and the upside means bringing in new clients to your coaching business, and having the massive impact I know you can have on the world.

So go ahead and make your choice - either go it alone, or get the exact tools to grow and scale your business.

The choice is yours:

JOIN INSIDER TODAY



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