**Ad #4: Activation → Ethical (consequential) motivation**

**Text**:

I was at a conference that changed my coaching business (and my life) forever.

One of the greatest marketing and business mentors of all time was there.

His name is Jay Abraham.

And he said: “If the service you sell helps change the life of your clients, you have a moral responsibility to make sure they buy from you.”

Wow!

That hit hard.

I went to the hotel room that night, thinking about that phrase.

The coaching business I had was really successful, but it was true that many of my prospects just didn’t get the help they needed from me.

The morning after, I woke up with an idea in my head. It was screaming so loud I had to write it down.

It read something like this: “Every time a prospect doesn’t get coaching from me, they’re going to be worse off. I have to take responsibility for it”.

Shortly after, I put the finishing touches on my marketing system.

It allowed me to go from closing 50% of the prospects I got on a call with, to closing 91% of them.

What made the difference?

2 things really.

# 1 was the mindset shift I had thanks to Jay Abraham.

During the calls, my whole focus changed.

It was my responsibility to make them understand how I could change their lives thanks to my coaching.

I HAD to help them. Not doing so was a disservice to them.

# 2 was the marketing system I developed, which supported the mindset shift that I had.

(And you can see exactly how it works here → <https://marketinglikeanerd.clickfunnels.com/cmp42096062>)

Now, to be fair, if someone had just given me the marketing system without the mindset change…

...things probably wouldn’t have been that different.

Maybe the closing rate would have gone from 50% to 60%, which is nice.

But my head wouldn’t have been in the right place.

Now, it’s your turn.

You know what your mindset must be in order to do the best for your clients.

Do you have the system to attract them to you?

I have. And I’m willing to let you have it for less than $ 50 (and no, it’s not $ 49 😉)

Click on this link to get it → <https://marketinglikeanerd.clickfunnels.com/cmp42096062>

**Headline**:

The same system that I used to go from closing 50% of prospects to over 90%?

**Description**:

Attention business coaches. I’ve recently released my secret marketing system that allowed me to build a 562K coaching business at the age of 25.

**Image Ideas**:

Picture of Amanda smiling

Amanda in front of a whiteboard syaing “how I went from closing 50% to 01% of sales calls”