

# How a Leadership Coach Scaled From \$30K to \$115K Per Month in 90 Days

Booked calls up 91.7%, close rate up 81.8%, revenue up 283.3%

<b>\$30K to \$115K</b> Monthly revenue	<b>60 to 115</b> Booked calls per month	<b>22% to 40%</b> Close rate
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<b>Client type</b>	Leadership coach serving C suite executives
<b>Main issue</b>	Prospects showed interest on calls, then delayed payment or disappeared
<b>Core diagnosis</b>	The offer was too broad, easy to compare, and not precise enough for a premium executive buyer
<b>What changed</b>	Offer positioning, ICP clarity, pricing, messaging, bonuses, urgency, and risk reduction elements

## The Situation

This client was already spending on ads and generating calls, but the business was still under pressure. Too many prospects were stalling after the sales conversation, promising to pay later, or disappearing entirely. At roughly \$30,000 per month, conversion was too weak to support profitable scale.

## What Outbound Digitals Found

The real bottleneck was not traffic. It was an offer clarity problem. The expertise was real, but the commercial framing was too broad for a premium executive audience. Because the ideal client profile was not tightly defined, the offer felt easier to compare with alternatives and easier to postpone.

## What Changed

Outbound Digitals narrowed the ideal client profile, increased the dream outcome, improved perceived likelihood of achievement, reduced perceived risk and time delay, increased pricing by 50%, and aligned messaging across ads and direct marketing channels with the upgraded offer. Proprietary bonus and urgency elements were also added to match the audience’s frustrations.

Metric	Before	After	Change
Booked calls per month	60	115	+91.7%
Close rate	22%	40%	+81.8%

Monthly revenue	\$30K	\$115K	+283.3%
Pricing	Original fee	50% higher	Premium repositioning

## Why the Numbers Moved

Once the ICP became clear and the promise became harder to ignore, the client could attract more qualified conversations, hold more conviction in the sale, and convert interest into payment faster. The market did not suddenly become easier. The offer became clearer, stronger, and more relevant to the buyer.

*“Sam says a thing and does it.”*

## What This Means for Other Offers

A business can look busy and still be leaking revenue. When that happens, the issue is often not visibility. It is an offer that is too vague, too broad, or too easy to delay. Outbound Digitals helps fix that by sharpening the offer, tightening the message, and making the value easier for buyers to understand and act on.

**Book a revenue leak and offer strategy session**

Client details and proprietary offer mechanics have been intentionally anonymized at the client's request.