

# ***The Ultimate Guide to Generating £100k+ months & beyond for Your Business in 90 Days***

*Unlock the 5 Proven Steps & Mindset  
Shifts to Scale Your Business to £30k,  
£60k, even £100k months*



**The Business Growth Coach®**  
Helping CEO's to Scale & Grow



by *Dawn McGruer*  
[www.dawnmcgruer.com](http://www.dawnmcgruer.com)

**Forbes**

**The Telegraph**

As Seen In  
**CXM**  
Customer Experience Magazine

**Daily Mail**

**BRAND**  
QUARTERLY

## Introduction:

Welcome to "The Ultimate Guide to Generate £10k months for Your Business in 90 Days."

In this guide, we will unveil the 5 tried and tested business growth money models and mindset shifts that you need to implement to achieve an extra £100k in just 90 days and scale your business to £10k, 30k, £60k or even £100k months..

**By following these strategies and mindset shifts, you'll be well-positioned to achieve financial success and take your business to the next level.**

So to get started, let's go through the real reason most businesses struggle to hit their money goal and consistent cash months, generate leads and convert them into clients.

And let me know if this sounds like you.

**Let me know if you can relate to any of the following.**

- ☐ Do you start each month wondering where that next client is going to come from?
- ☐ Do you dream of 5 or 6-figure recurring revenue or consistent cash months?
- ☐ Do you hate the idea of having to chase leads to work with you? Or are you stuck in a constant cycle of launching? Wouldn't it be better if they chased you instead?
- ☐ And are you finding that the traditional ways of marketing, things like, relying on referrals, going to networking events and things like that, are no longer as effective as they used to be? Leaving you no time for the freedom, fun and flexibility you long for as a business owner.

**Are you looking for something better?**

- Maybe you've tried offering free lead magnets, paying for ads, hosting endless masterclasses, going live and creating the never ending stream of content for your social channels?
- Only to find that you just aren't converting clients?...and you know if you continue like this you're flat-out going to burn out
- Or have you tried paying a monthly retainer to another coach or marketing company who promised the world and didn't deliver on the results they promised?

- Or do you believe that marketing is important but everything you've tried in the past just hasn't worked and you can't figure out why?

**If you can relate to these or similar problems then you're not alone.**

And whenever I speak to people who've experienced one or more of these problems, I've found the real problem is that they are stuck because they haven't made the mindset shifts required to achieve their goal and they don't believe that it's even possible for them. In addition, they haven't got a business model or marketing actions that actually makes it possible to hit their revenue targets.

**It's time to focus on new tactics and strategies to boost your mindset and to create a business model that's automated, predictable, profitable and scalable.**

**And once you make the mindset shifts and move to the new model, everything changes.**

- ❖ You'll have an unshakeable belief that infinite success is possible for YOU and you'll have the confidence to take your business to the next level and your new affirmation will be "I attract abundance and success into my business every day"
- ❖ You'll only attract ideal clients you want to work with and automatically filter out the clients you don't want to work with.
- ❖ And you'll also generate leads, appointments and clients on demand.
- ❖ You'll step into every month with a guaranteed, forecasted income, meaning if you didn't attract any new clients you'd still be in profit and be able to draw your ideal income.

**And, best of all, you are in full control.**

You decide how your days look, how much you work and your business is aligned to your dreams and goals. You're showing up as a true CEO and working on your business, not in your business.

**This might sound like a pipe dream to some of you, but I'm here to tell you it works. It's worked for me and hundreds of my clients.**

So the big question is, what are these exact mindset shifts and best business model for ME?

Well, that's exactly what this guide is all about.

**This guide will show you the 5 steps to the new mindset shifts and proven model to add an extra £100k to your business in the next 90 days.**

And by the end of this guide, you'll know exactly what it is you need to do to get predictable leads and clients every single month with your ideal clients.

## **5 Secrets to a Successful Booked-Out Business**

by *Dawn McGruer*  
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**WARNING.....**Your soul came here with a plan to live a spectacular life so are YOU ready to step into YOUR next level of success?

**DREAM BIG - MAKE IT HAPPEN**  
**I did, my clients did so you can too!!**

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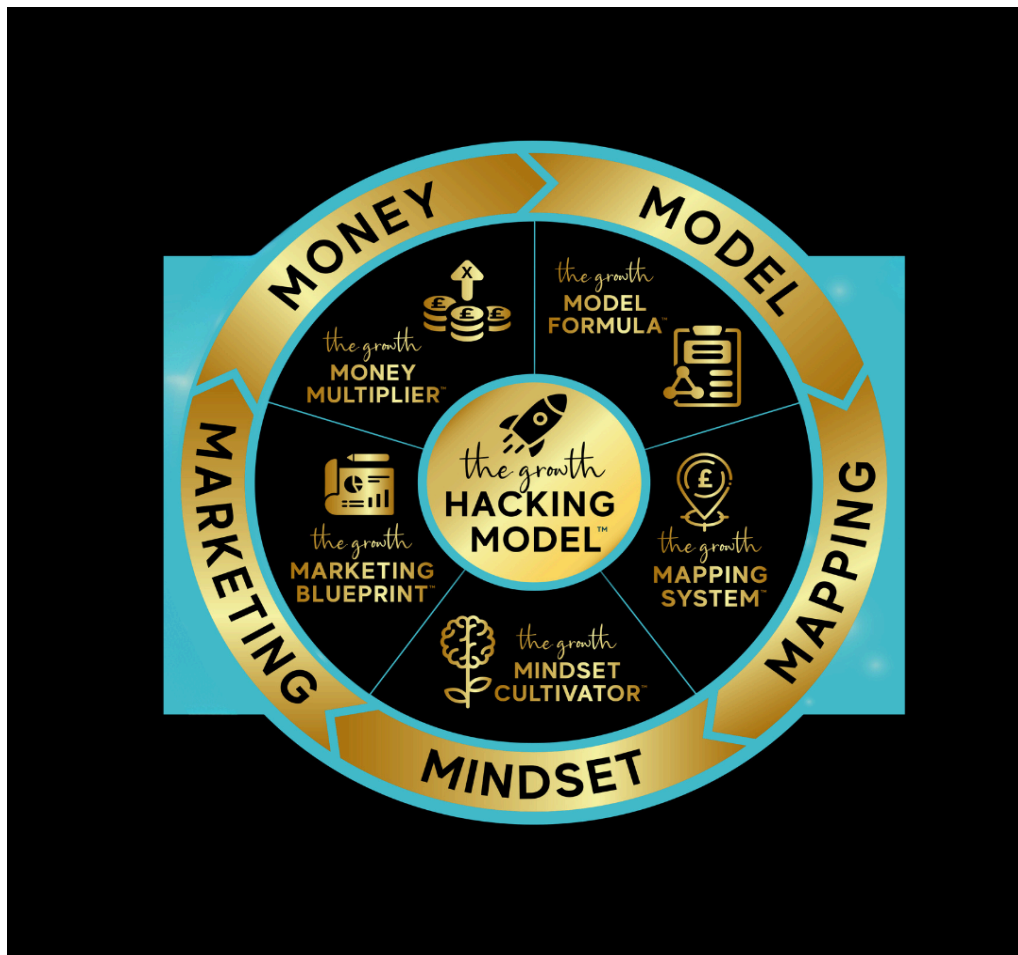


Dawn McGruer  
@dawnmcgruer

If you feel like you're stuck right now, you're not. You already know what you need to do. But getting to the place where you've never been, takes doing things you've never done.







Introducing the **Growth Hacking Model**, a powerful 5-step process designed to **supercharge your business growth and accelerate revenue**.

By following this model, you will gain a comprehensive framework that covers all essential aspects of growth hacking: **model, mapping, mindset, marketing, and money**.

Each step is strategically designed to optimise your business operations, identify growth opportunities, adopt a growth-oriented mindset, implement effective marketing strategies, and maximise your financial returns.

With the Growth Hacking Model, you'll have the tools and strategies you need to take your business to new heights and achieve exceptional growth and profitability.

**Don't miss out on this transformative approach to unlocking your business's true potential - It's YOUR time to scale and reach those money goals with ease and flow!**

***YOU READY?... It's time to unlock the 5 Proven Steps & Mindset Shifts to Scale Your Business to £10k, 30k, £60k, even £100k months***

**But why listen to me - What do I know about scaling businesses?...Quite a bit actually - *I scaled my last business to 7 figures in just 7 months so I must have done something right (oh and I have worked with over 30,000 clients in the past 20 years to scale and generate over £45 million for their businesses too!)***

**I'm Dawn McGruer - The Business Growth Coach®**

**5 Secrets to a Successful Booked-Out Business**



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www.dawnmcgruer.com

### Hey, I'm Dawn

- The Business Growth Coach® Helping my clients **Scale their Business with Less Stress, More Fun, Freedom & Flexibility** using my Growth Hacking Model™
- Born in Glasgow, live in Cheshire (partner & puppies) I love animals, wine & travelling
- **2000** Started first business at 21 - Aurora Marketing Agency to **7-Figures in 36 months**
- **2005** Business Consort –Academy CIM Accredited, trained & certified 30,000 students
- **2014** Mortgage Free at 33
- **2018** Coaching Business **7-Figures in 7 months** & won Best Female Speaker – Started Dawn of a New Era Top 3% Global Ranking Podcast talking all things marketing, motivation and mindset.
- **2019** **Digital Marketing Made Easy** Podcast, Dynamic Digital Marketing Book was published with Wiley Best-selling author
- **2023** Generated over £45 million helping my clients build their businesses working with my clients 1:1, Success from Your Soul Mastermind™ & Strategise & Energise Retreats™ + Signature £100k in 90 Days Challenge!
- The Growth Coach Certification™ Accredited Advanced Training Programme – Equivalent Level 6 status with the IAPC&M



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**The Business Growth Coach®**  
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**I help Business Owners hit £30k, £60k, even £100k+ months whilst spending less time and effort and money on their marketing!**

**I'm Dawn McGruer - The Business Growth Coach®  
Multi-Award-Winning Author, Speaker & Strategist!**

**My mission is to empower you to break through limitations and embrace unlimited possibilities. I help my clients scale using proven**

strategies to achieve the ultimate in fun, financial growth and freedom.

**Founder of Dawn McGruer Growth Coaching & the £100K Challenge** - *Growing Businesses through Daily Neuroscience Backed Actions!*

👛 With my transformative strategies, I've helped clients achieve £100k+ months and scale their businesses for increased sales. ✅

📖 You may know me as the author of "Dynamic Digital Marketing" and "Character Building." My work features Rudyard Kipling's famous poem 'If' and stories from diverse authors, including celebrities.

🏆 I've been awarded Best Female Speaker in 2018 by The Professional Speakers Academy and I'm honoured to be a Fellow of the Royal Society of Arts, Manufacture & Commerce and the Chartered Institute of Marketing.

🎧 Tune in to my globally ranked podcast, "Dawn of a New Era," for valuable insights and strategies on business growth and mindset.

👛 Over the past two decades, I've helped over 30,000 clients generate more than £45 million in business revenue.

🌐 Connect with me on LinkedIn, where I have 30,000+ direct connections and 30,000+ followers. Forbes featured my success story and sought my advice on building a powerful network.

☀️ I host luxury business retreats, offer 1:1 and group coaching in my Success from Your Soul Mastermind, and provide guidance through The Growth Coach App and 30-Day Growth Challenge. We also have an undergraduate degree level (level 6) accreditation to Become a Certified Growth Coach too.

🔥 Unlock your sales potential with my unique £100k in 90 Days Challenge for Business Owners. Our neuroscience-backed system delivers rapid results. 💰

🚀 **Ready to take your business to new heights?**

**Let's connect and achieve remarkable growth together**

**Dawn McGruer - The Business Growth Coach®**

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So back in 2001 when I started my first ever business, at the age of 21 it was a very different story to where I am now.

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
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But it wasn't always this way...

### The beginning; I launched my marketing agency in 2001

- Started my business at age 21 after leaving a corporate salary
- I had offices, no team and no network
- It was constant feast & famine
- I was exhausted, burnout and totally overwhelmed
- I had a mortgage and offices to pay for
- Zero audience, no social networks just lots of enthusiasm & naivety about starting a business



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I wasn't generating the level of income I needed and was fast accruing debt and even when I did start to get clearer on my proposition and my messaging and marketing I was stuck in a feast and famine cycle.

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### I quickly realised:

- I'd had some success with little strategy but that wouldn't work forever
- I was tired - I just couldn't get clarity as overwhelm kept swamping me
- I needed someone who had been where I was & who could help me scale

I realised something had to change – I needed to get a sales pipeline, a system or strategy in place FAST to get a steady flow of leads that turned into clients!



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I had no previous experience of running a business and it was tough...I needed to switch up my business model and marketing strategy FAST but my mindset was at an all time



low because the pressure of money was weighing me down every day. I had a mortgage, bills and an office to pay for.

So how did I break the cycle, become mortgage free at 33 and scale several multi 6 and 7 figure businesses including growing my latest business to 7-figures in just 7 months!!!

**I'm not going to lie because it wasn't easy but once I got the foundations in place everything CHANGED forever BUT let's be clear it wasn't another course or programme that helped me break the feast and famine cycle.**

**NOPE** it was my own business blueprint, that stemmed from some EPIC failures but some HUGE learnings.

I changed my business model and started to grow a business that was aligned to my dreams, not one I resented, I nailed the systems and processes but the biggest thing of all was I got a sales system in place. I started to generate a steady flow of high converting leads that were turning into profitable clients and finally I felt like I had a PROPER business. A business that was scalable, profitable and was consistently hitting 5 and sometimes 6-figure months.

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**Then: everything changed:**

- Restructured how I was earning money and started to niche down & sold out
- Nailed the systems, structures and support to grow my business FAST
- Mastered promoting my personal brand story tell to sell more without selling
- Got clear on my goals and focused in on growth and stepping up as a CEO
- Scaled to consistent 7 figures years through a **solid model and sales pipeline**


**Now?**

- Speak on global stages
- Incorporated travel in my job
- Writing my 3<sup>rd</sup> book
- Growing my 2 x top ranking podcasts

**BUT most importantly** I feel deeply happy, free and business has never felt so easy



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I started to step up as a true CEO and was being invited to speak on global stages, share my expertise in high-level groups and masterminds and became a sought after speaker. I landed my dream book deal and grew my podcasts so they were ranking in the top 10 globally.

The biggest change was my mindset and belief in my business and my own capabilities. I felt so happy, free and everything felt in flow.

I focused on the activities that were revenue generating, ditched everything that didn't serve me achieving my goals and leaned into consciously hitting my money goal.

Every day I worked on getting clients and getting cash into the business.

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**My success is NOT...**

about the awards I have won, the books I have written, the podcasts I have launched.


**YES, these things have helped me** because I am well known for all things marketing and business growth.

...BUT I want to be clear although all this helps me in establishing authority and online visibility and presence;

- ✗ It's NOT what makes me successful.
- ✗ It's also NOT what generates sales.
- ✗ It's NOT what's behind many entrepreneurs' success either.



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**I soon realised there were 5 areas of my business that were accelerating my success. Initially my business models and marketing were never going to be achievable.**

There was no way I could hit the targets I had set with my current model and pricing and my marketing just wasn't converting because when I stepped back it was clear my marketing and messaging was off.

- **I wasn't 100% standing behind my programme** and found it tough to get the real results and transformations across in my messaging and marketing.
- **I wasn't attracting my ideal client** and didn't have any process to take them from awareness to purchases.
- **I hadn't created the desire** around my products and services so I wasn't converting the level of sales I needed.
- **I also hadn't established a clear niche**, everything was very generic and vanilla. The transformation wasn't compelling enough and my content wasn't persuasive enough to evoke action.

- **I also didn't know my numbers** - I'd set myself a totally achievable level of customers to acquire each month and I didn't have a clear view of what I needed to earn to pay myself, my bills and still be in profit.

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### My Success IS...

- **MODEL** - Strong sustainable model based on recurring revenue, 40 clients a year = £1m
- **MAPPING** - Clear proposition selling only 3 things to my niche CEO's & Business Owners
- **MARKETING** - Generating leads & converting clients through attraction marketing
- **MINDSET** - I believe anything is possible - If YOU can dream it - YOU can do it!
- **MONEY** - Operate at 83% - SAVE & SELL ethos with a SALES first mentality

I only say YES to what serves my goals - Daily actions small steady steps drive momentum and get BIG results - Cause a ripple effect through my marketing & include PR in my plan.



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- **I created a model** that meant I only needed 40 clients in a year to make a million
- **I got clear on my niche** and started working with service based business owners
- **I created a daily strategy** that took my business to the next level and got laser focused on the activities that generated clients, calls and cash into the business.
- **I worked on my mindset on a daily basis** and created gratitude journals, positive affirmations and surrounded myself with a supportive network who cheered me on and were there when things got tough too.
- **I took control of the finances of the business** and drove it forward through understanding what revenue and profit I needed for the exact costs of the business.

**NEVER** before had I put some effort into working on the business, not just working in the business.

**I got SUPER strategic** - Afterall a goal without a plan is just a wish!

**But the Good News for YOU is it took me lots of trial and error to get a system in place that created a ripple effect across my business and in**



turn caused compound GROWTH!

AND that's what I want to share with YOU now....

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I did, my clients did so you can too!!

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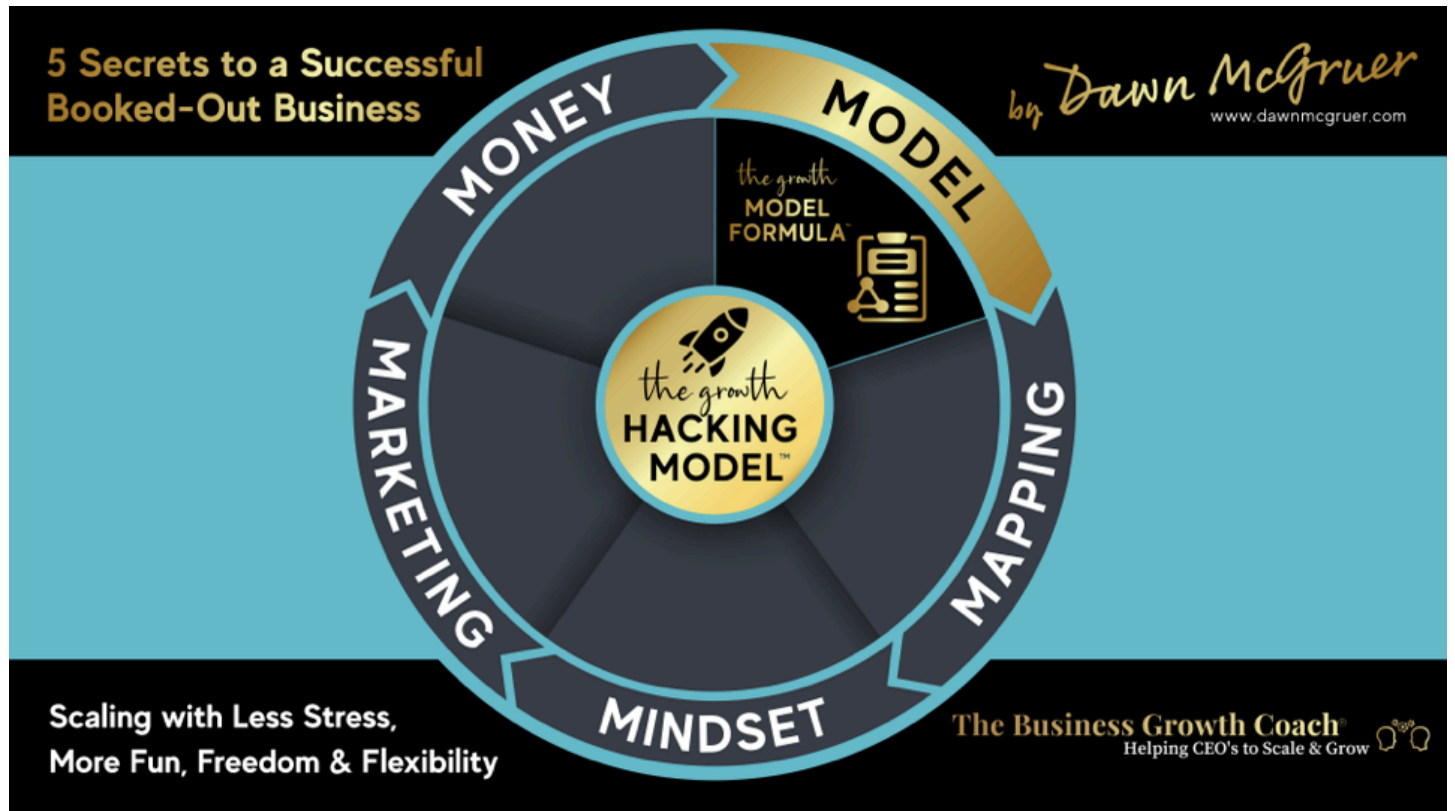
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**Are YOU ready to get into the exact 5 steps you need to  
Generate £100k for Your Business in 90 Days?.....**



# Chapter 1: MODEL - The £100K Model

So let's get started with step one.



Step one is to understand what it takes to make £100k and create a business model capable of achieving consistent £10k, £20k, £50k and ultimately £100k+ months.

Making an extra £100k a year may seem like a distant, unattainable dream, but it's actually possible to do if you make smart choices as you go along.

But being able to focus on your goals, pursuing the right opportunities, and educating yourself is key to increasing income.

No matter what you do or where you're starting it is possible to map out your income goals but you will need to reverse engineer your figures.

Start at the end goal - and work your way back!

Breaking down your larger goal into smaller increments will help you understand what it will take to get to where you want to go.

**To Make £100K - You'd need to make;**

- ✓ £100,000 a year
- ✓ £8333.33 a month
- ✓ £2083.33 a week
- ✓ £416.66 each workday
- ✓ £52 an hour

Doesn't look as overwhelming when you see how much you need to make an hour...Right?!

So figure out where you are now and see how much you need to bridge the gap

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### Secret #1...Model

1. PRICING MODEL TO HIT TARGET
2. RECURRING REVENUE IDEAS
3. INCOME THAT DOESN'T RELY ON YOU

What does a 6-Figure Income Actually Look Like?...

**To Make £100K - You'd need to make:**

- ✓ £100,000 a year
- ✓ £8333.33 a month
- ✓ £2083.33 a week
- ✓ £416.66 each workday
- ✓ £52 an hour

For a £27 product you'd need 308 sales a month  
£997 you'd need 8 (Imagine though that was recurring revenue!)



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So regardless of whether your model is based on e-commerce, subscription-based, services-based, or high-ticket sales, or even a combination of all, you need to focus 80% of your time, effort and money on the one that makes the most profit.

It's important to evaluate which model aligns with your unique business goals and target market and look at whether the model you have created is actually feasible.

### Ask yourself these questions;

- Are you looking to attract an unachievable amount of clients?
- Is your pricing too low for the value your product or service offers?
- Does it cost you more to attract, convert and deliver your product or service to a client than they pay you?
- If it costs the same to get a client who pays you once as it does to convert a client who pays a retainer or recurring fee - Have you considered this is your model?
- Are you selling low-ticket when there are clients ready to buy high-ticket right now?



- Does all of your revenue rely on you? Could you work smarter, not harder? Are you working 1:1 with no route to scale?

## CASE STUDY

Victoria was selling low ticket support for her clients and upgrading them later but when she took away the lower tier she sold way more VIP packages and everyone bought VIP from then on.

**She tripled her recurring revenue in just 90 days!!!!**

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We have several clients who have scaled from switching from low to high ticket then seeing incredible results – Recurring Revenue is the FASTEST Way to Scale – For example;

- Low ticket selling to high
- Misconception is its easier to sell low ticket but its draining her trying to fill lower tiers and you end up with more clients with the same acquisition cost
- Then through working together they realised the most persuasive part of proposition was the higher value transformation – then removed lower tiers
- Started selling high to low with one client attraction and conversion process
- Grew list, social media and recurring revenue = 90 days tripled recurring revenue



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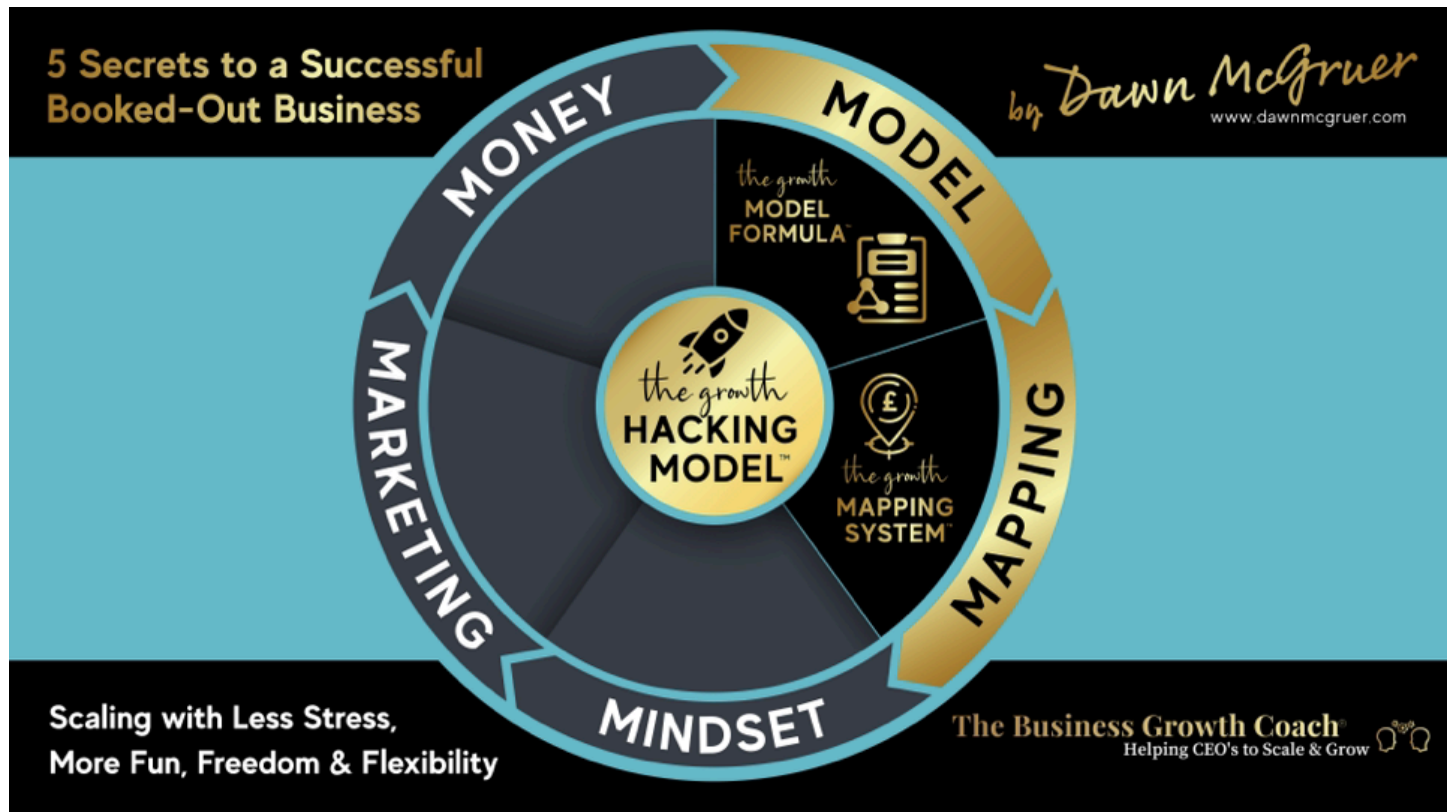
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Victoria had come out of corporate, started her first ever business, with no experience and built her first programme and attracted clients but then started to feel burnout and had fallen foul of a model that couldn't scale mainly due to her pricing structure. When we started working together and exploring her client base it was clear to see an opportunity to rapidly scale and stop selling lower ticket membership and moving to a premium level subscription model that offered more value and bigger transformations and results.

**Within 90 days we had helped her triple her revenue and not only that it was her recurring revenue so she had boosted her monthly revenue but now she had consistent high income cash months already forecasted for the next 12 months.**

No more feast and famine but a clear foundation to accelerate her success to the next level.

## Chapter 2: MAPPING - Nail Your Niche



### Then step two is to nail your niche

You've probably heard a million times by now that you need to have a niche, right?

But there's actually something more important than having a niche, and it's solving a big painful problem for your clients.

So it doesn't matter what niche you choose, if you don't solve a big painful problem for your potential clients, it doesn't matter how good your marketing and your sales are, you will not get any results.

### Why?

Because no one will care.

So if you want to get leads, calls and clients predictably every month, it's essential that you solve a big painful problem.

And once you've found that big painful problem that you solve for clients, you need to communicate how you solve that problem in a way that gets people excited to want to work with you.

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1. NAIL YOUR NICHE
2. DEFINE YOUR OFFER
3. MAP YOUR CUSTOMER JOURNEY

### Secret #2...Mapping

What sells and why?...Your Proposition is 100% aligned to Your Client

#### 3 Steps in Customer Journey:

- ✓ Awareness – Know about YOU
- ✓ Interest – Understand the benefits
- ✓ Desire – Want YOUR product or Service



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And I've worked with lots of clients over the years, and some of these clients know they can solve big problems for their clients, but the problem is they don't know how to communicate this in a way that actually gets people excited to want to learn how they can help them.

So it's very, very important that not only do you solve a big problem for your potential clients, but you also communicate how you solve this problem.

**This is where your marketing, messaging and branding play a big part.** Having a clear transformational goal or result for your client is going to be very compelling and very persuasive.

It's what will take your client from interest to desire so they make the purchase.

You may be one of the many, including myself when I first started who found it hard to nail what I did in a sentence. My elevator pitch was more like a whirling essay with no clear conclusion.

**When you feel 100% behind what you offer it's because you are clear and your audience has clarity too and everything starts to flow so much easier. You stand in your power and you no longer feel like you are selling.**

When you know your edge and wow points - what makes you different and why working with you is like no other, you step up to own your super powers and people see that glow come through and you are like a magnet where your audience reaches out to work with YOU.

# CASE STUDY

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### Heidi Setchfield - The Virtual Operations Manager

- Challenge was transitioning from VA services to full operations manager
- Re-branded and got clear on her proposition and ideal client
- Worked on her model based on her and her team
- Started storytelling on social media and shared case studies
- Hit her highest revenue month EVER within 30 days
- Stepped up as a CEO started focusing on her 90 day strategy and now just needs 2 more clients to be fully booked and then she is well on her way to retiring her husband



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Being comfortable because you have achieved so much is great but have you reached your true potential or even really tapped into it? Well this was Heidi, an absolutely epic VA supporting businesses, getting amazing reviews with lots of happy clients.

BUT the problem was Heidi had reached her max and couldn't scale as she was trading all of her time for money.

So it wasn't until we started working with Heidi to explore her superpowers and what she was offering for clients was way more than virtual assistant services - she was literally stepping in when CEO's stepped out to run their businesses and day to day managing all operations.

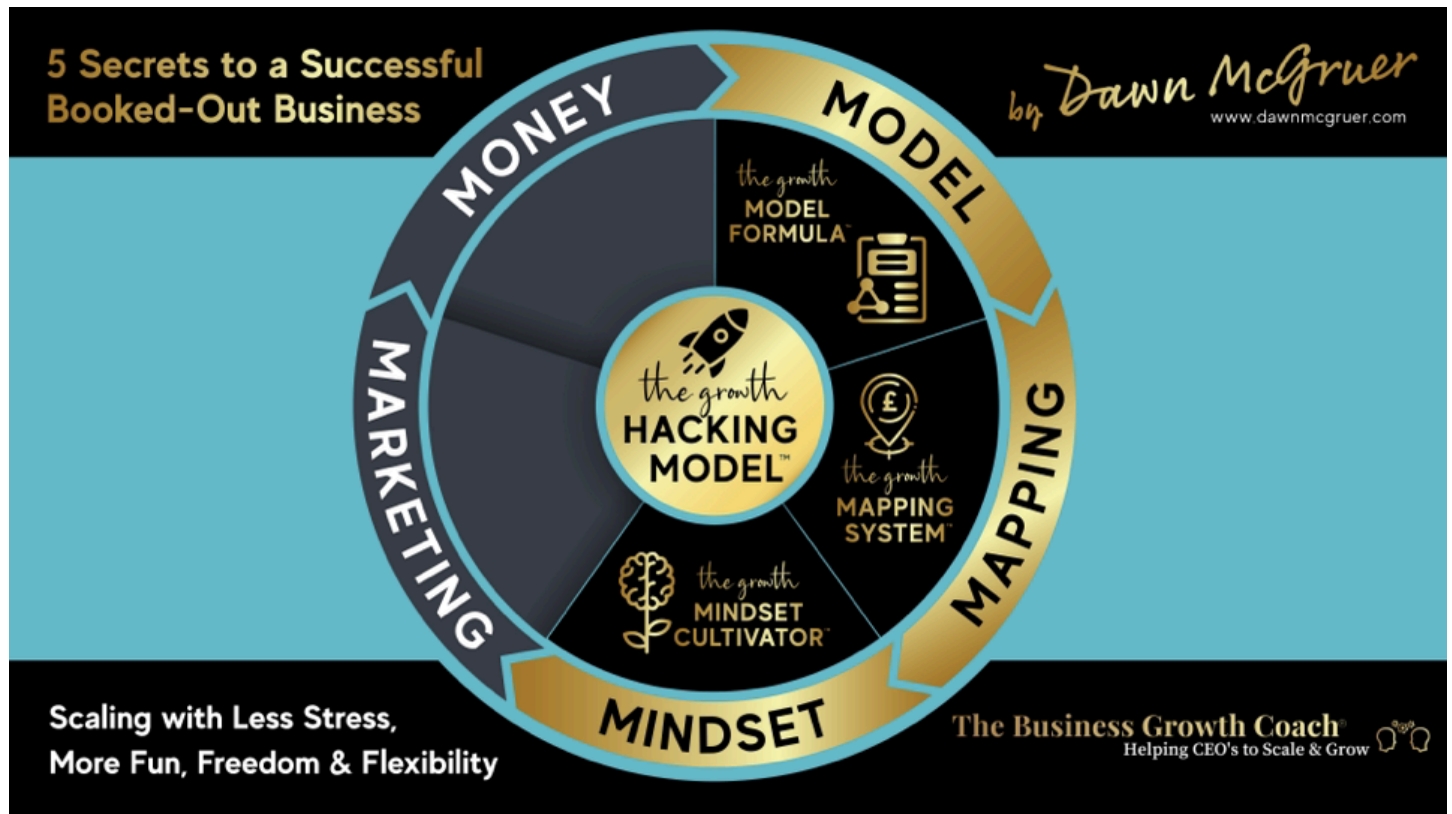
So guess what....we reworked her model, her pricing and messaging and she re-branded as The Virtual Operations Manager!

**Doubled her revenue, worked less hours and took on more team members, rapidly expanding and ultimately hitting her highest revenue month ever in 90 days.**



## Chapter 3: MINDSET - Mindset Shifts Required for Growth

- Understanding the importance of having the right mindset for growth
- Identifying and overcoming limiting beliefs that may be holding you back
- Cultivating an abundance mindset that will help you achieve financial success



**So, step three is to believe success is possible for YOU!**

Believe it or not, mindset plays one of the biggest parts of achieving success in business, and life!

Research has shown that having a positive and growth-oriented mindset can greatly impact an individual's performance and outcomes.

**In the context of business, mindset influences various aspects such as decision-making, problem-solving, and persistence, which are crucial for entrepreneurial success.**

Having an entrepreneurial mindset that embraces challenges, views failure as a learning opportunity, and remains adaptable is key to overcoming obstacles and achieving long-term success.

In life, mindset affects our attitude, behaviour, and overall well-being, influencing how we handle setbacks and pursue personal goals. A positive mindset can lead to increased resilience, motivation, and the ability to navigate through challenges effectively.

Therefore, cultivating a growth-oriented mindset is essential for achieving success in business and life.

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"Have the belief that success is possible for you"

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*Dawn McGruer*

Forbes The Telegraph CMM Daily Mail BRAND EQUITY

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CELEBRATING 25 YEARS

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If you have confidence in what you do and the exact steps of how to get there you're more likely to move forward, navigating your way through potential success barriers that we all face from time to time such as imposter syndrome, fear of failing and overwhelm.

**Having a belief that success is possible for YOU will be the difference between achieving your next level of success and pushing your goals to be more aspirational and inspiring.**

**With this belief, individuals push their goals to be more ambitious and inspiring, as they are confident in their ability to overcome challenges, persist through setbacks, and ultimately achieve their aspirations.**

It unlocks untapped potential, fuels motivation, and attracts the opportunities needed to turn dreams into reality.

**GET YOUR [FREE Business Growth SCORECARD & Strategy call with me today](#)**

## Want my 30 Days to Boost Money, Mindset & Mental Fitness Programme

Get Daily Actions to Skyrocket Your Success?... Access bite-size videos through our easy to access Growth Coach App!!



[LEARN MORE](#)

**You can expect to see results in a matter of a few days and as much as a 20% boost across 10 pillars for Growth & Success:** Goals, Time, Knowledge & Wisdom, Communication, Wealth, Self-Development, Mindset, Health, Relationships & Happiness.

30 Days to Boost Money, Mindset & Mental Fitness Programme and we can't wait to see what you achieve!

This powerful programme is designed to ignite your business success & personal development over the course of 30 days.

From implementing effective financial strategies to nurturing a growth mindset & cultivating mental resilience.

## **Are Barriers to Success holding YOU back?**

- Overwhelm
- Imposter Syndrome
- Tech
- Team
- Strategy
- Confidence
- Cashflow
- Fear of Failure
- Support
- Systems
- Starting
- Structure
- Scaling
- Succession

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I was held back for years because I knew I had to step up to getting more visible and one thing I knew would really help raise my brand, profile and presence was to speak on stage.

It's not for everyone, but for me it was like a missing piece in a jigsaw.

I just needed to fill that gap to feel complete in my mission.

But the BIG problem was I was petrified of public speaking - And I mean full on terrified! The thought of it made me feel physically sick.

Now the irony is I now speak on stage globally and won best female speaker in 2018 just 6 months after I decided to step up and overcome my fear.

I knew it would enhance credibility, expand my network and connections, increase brand visibility, improve my communication skills, and fuel personal and professional growth.

And deep in my soul I knew that by embracing visibility and public speaking opportunities it would be a powerful catalyst for taking my business to new heights.

A crucial mindset shift occurs when you acknowledge your ability to overcome the barriers that stand between you and success.

By envisioning and believing in the life that awaits you on the other side, you can tap into your inner strength and motivation.

Embrace challenges as opportunities for growth, seek support from a network of empowering individuals, and keep pushing forward.

With resilience, determination, and a positive mindset, you can break through your success barriers and create a life beyond what you can currently imagine.



I found a speaker coach, took it step by step, the more I spoke the easier it got and the more feedback I got the more confident I felt - The weird thing was I was told I was a natural and did not appear nervous and looked like I was in flow but on the inside it was a different story.

Slowly but surely that inner feeling eased and I spoke in front of 100, then a 1000 audience and more and more - And I loved it.

**I stepped past my barrier and welcomed opportunities I never believed possible or even imagined!**

**GET YOUR [FREE Business Growth SCORECARD & Strategy call with me today](#)**



**I continue to speak on global stages and have won numerous awards for speaking including achieving over 7-figures in the training industry.**



**5 Secrets to a Successful  
Booked-Out Business**

by *Dawn McGruer*  
www.dawnmcgruer.com

**It's shifting your mindset,  
methods and motivations  
to a new focus one that's  
impactful and memorable.**

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The fear of being judged and failing, but gaining confidence and crafting the skill, helped me step past it and open up massive opportunities...A TED talk is next on the list!

**So, if you have a piece of your puzzle you want to solve that you know will help you grow your business and take you to the next level of success...then GET HELP and let's work together to take small steps which build momentum and reap BIG results - [Let's chat, book a call and find out what your future holds!](#)**

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

- Believe You'll Succeed
- Overcome One Obstacle at a Time
- Only Compete with Yourself
- Commit to the Best Options
- Develop a Growth Mindset

### Secret #3...Mindset

The belief YOU can develop intelligence & abilities over time. We can improve with the right environment and encouragement.

#### Apply Growth Mindset to Your Business (& everything in LIFE!)

- ✓ It helps you thrive amid challenges
- ✓ It creates a culture of innovation
- ✓ It encourages ongoing learning
- ✓ It encourages accountability



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## CASE STUDY

The first step in growth is confidence to believe in yourself, your goals and dreams and get fully behind a proven action plan and strategy that you have ABSOLUTE belief in and you know will move the needle in your business. This is exactly what Stephanie witnessed within just one week of working with me.

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

Stephanie Quinn - Operations Manager at The Project Diary

*"She is a font of knowledge and is very generous in everything she knows, she shares every little tip that she has learnt along the way!"*

- I started to see and feel changes about our marketing strategy almost immediately
- A week in and we have saved quite a lot of time and money already.
- My biggest achievement so far has been in my confidence in myself.



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SUCCESS IS  
RELATIVE:  
RELATIVE TO *you*  
AND WHAT *you want!*



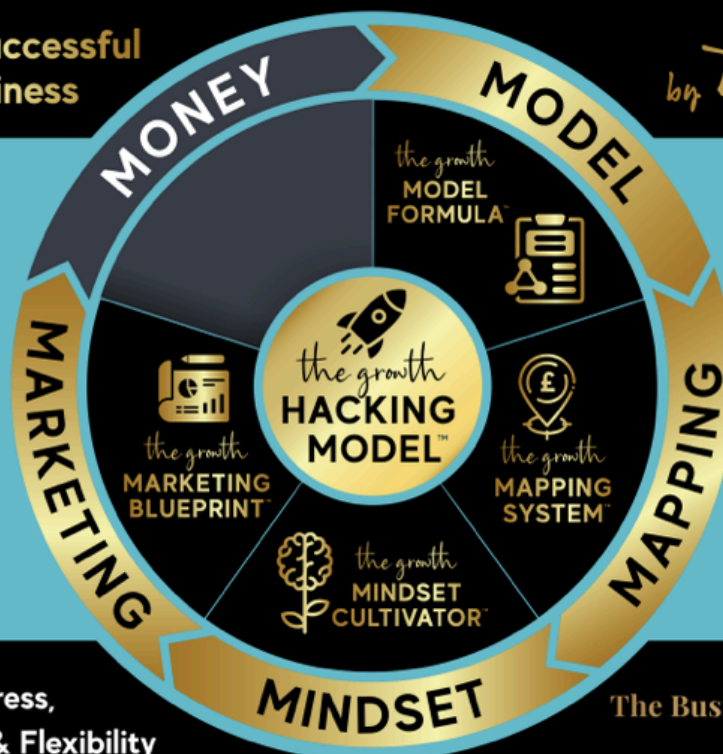
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## Chapter 4: MARKETING - Crafting Irresistible Offers and Upsells

- Understanding the psychology behind creating irresistible offers and upsells
- Developing unique value propositions that resonate with your target market
- Implementing effective upselling strategies to maximise average customer value and increase revenue



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## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

### Ever felt like....

- You are stuck in a never ending cycle of content creation with social fatigue
- You need more followers BUT it's just not happening FAST enough!
- You create offers, start talking about them but nothing happens
- You can't hit your goals, you keep pushing but are going to burn out
- You look around on social media and get massive FOMO and feel like everyone is doing bigger and better things AND you'll never catch-up or be as successful as them.
- You see people smashing it online but you don't know why they seem to be getting an abundance of clients and you're NOT! **Everyone has felt like this...**



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## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

### Good News...

- **You can reach, attract clients using a content strategy that actually converts** (& won't leave you feeling exhausted) - Created one post that earned me £75K
- **You don't need an audience** - a small but powerful audience can reap results
- **3 things you should be focusing on: clients, cash and consistency** - you need to switch your goals towards more leads = more clients = more sales & PROFIT!
- **You can't fail if your model is aligned** to increasing clients, average order value and purchase frequency
- **3 BIGGEST Growth Factors - Social Media, Email Marketing & Recurring Revenue**



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## And now onto Step 4 - Turning Connections into Clients

Sadly having an offer is not enough to have an irresistible offer, you will need a sales system or sales pipeline often referred to as a funnel is a way to get people to take a specific set of actions to reach your ultimate goal.

It's the path for your prospect to turn into a paying customer. It's a fully automated way to build trust, value and educate potential clients about the big problem that you can solve for them.

**So what does a sales system or sales pipeline look like and what goes in it?**

**5 Secrets to a Successful Booked-Out Business**

by *Dawn McGruer*  
www.dawnmcgruer.com

**Secret #4...Marketing**

1. **SALESPipeline** – REACH – ATTRACT - CONVERT
2. ALL ROADS LEAD TO ONE PLACE – SUPER STRONG CONVERTING LEAD MAGNET
3. 80% OF YOUR EFFORT TIME AND MONEY ON YOUR HIGH-TICKET OFFER

**Are your goals the RIGHT ones to focus on to grow your business?...**

**3 Key Marketing Focuses;**

- ✓ Grow your audience – Reach & Attract more Ideal Clients
- ✓ Get more traffic – Get more Leads & Nurture them (they'll spend more!)
- ✓ Grow your list – Get more Customers, Retain & Get Repeat & Referral Revenue Streams



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Most marketing campaigns fail.

And I hear this all the time.

I hear people say to me that I've tried Ads and I've tried Social Media and I've tried Email Marketing or insert anything here, right? And it doesn't work.

**And it's NOT because those marketing channels don't work. It's because they didn't have a sales system in place attracting them, nurturing them, and doing all the work to ultimately convert them.**

Instead they were sending people to some kind of free ebook or some free thing with no clear path to sale or sometimes just trying to jump straight to a sales appointment or something like that.

**And the reason it doesn't work is because these people don't know you, they don't like you and they don't trust you yet.**

So why would they want to book an appointment with you, apply to work with you or buy from you?

And one of the best ways that you can build trust is to provide free educational content in the form of high-value guides or an on-demand video masterclass that takes the reader/watcher on a journey dedicated to their pain, or challenge and seamlessly guides them through the next natural steps to close the gap on their problem.

But nurturing your potential new client is the key thing and building a relationship so they can really get behind the scenes of who you are, what you do and more importantly what YOU can help them achieve.

So you need to have a lead magnet that first builds trust before you speak to a potential client.

Now, when done correctly, you will get leads and prospects chasing to work with you, rather than the other way around.

And as a result, you get high quality appointments with prospects that actually want to work with you and you can also sell straight to, and in some cases without the need to do calls too.

**Now, as powerful as a free lead magnet is, on its own, it still needs some help.**

You need a way for people to get your lead magnet in the first place, and then schedule a call, apply or even purchase after digesting it.

**So you could pretty much have the best lead magnet in the world, but if no one sees it, it's guaranteed to fail!.**

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

### A GOAL WITHOUT A PLAN IS JUST A WISH!

#### GO from...

Feeling fed up and unclear about your social strategy and what to post  
That you need more followers, traffic & subscribers to succeed  
Connections just aren't turning into clients and your services aren't selling  
Not hitting your money goal, but you know you are going to burn out soon.  
Massive FOMO and feeling like everyone is doing bigger and better things AND you'll never catch-up or be as successful as them.  
Seeing people smashing it online but you don't know why they seem to be getting an abundance of clients and you're NOT!  
Overwhelm and confusion of exact steps to achieve your goals

#### ...TO...

Social strategy guaranteed to grow your audience and turn connections into clients  
A steady flow of leads and enquiries reaching out to you about your services  
Powerful marketing and messaging that means you start selling out your signature offers  
Sign your next 5 clients in as little as 30 days  
You are laser focused on celebrating your own success and are enjoying the journey not just waiting to achieve the goal  
A place where you are generating consistent cash months and the belief that success is infinitely possible for YOU supported and guided every step of the way

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So how can you get more potential clients to actually see your lead magnet so that you get more appointments, or more leads that ultimately result in more sales?

Next, I'll be sharing with you exactly what it is that you need to attract an abundance of leads that convert into profitable customers to scale to **to £30k, £60k, even £100k months**. But before we start and go through this,

**I just want to emphasise that these strategies are not just for me.**

These are the exact same strategies that I've used in my own business and for my clients to get predictable daily sales appointments every single month on autopilot.

And I only teach what I actually do.

And if I haven't done it, then I don't teach it.

So if your goal is to get more clients, you need to get more appointments, applications or eyes on your sales page.

To get more of these, you need to get more high quality leads.

So the more leads and applications, appointments or eyes on your offer you get, the more clients you will win.

So with an irresistible offer with a great lead magnet you need to link everything together with a sales system, pipeline or funnel to encourage people to take a specific set of actions that will lead to a high-quality lead that is far easier to convert into a client.

**And by the way, if you don't yet have any of this in place, it means that there's a HUGE opportunity for growth in your business right now.**

So the big question is what does this look like?

Well, first of all, you need to have a landing page or the opt-in page.

And on this page, you want to have a big title that goes through the big painful problem that you solve for your potential clients.

And then most importantly, you want to have a button that people can click on.

And when they click on this button, they can then enter their name and email to get access to the video.



Now, it's very important that you ask for their name and email, and I will explain why later on.

But once you have their name and email, you can redirect them to the video page or free asset such as a guide etc.

Then go to step two, which could be to watch a video or book a call where they can learn more about how you can help - You have various options based on your offer and ideal client but the key is to accelerate the sales process.

Now, there are a few variations of how this funnel works, but more or less, this is what a typical lead generation magnet and sales system looks like.

## DISCOVER THE EXACT STRATEGY TO SKYROCKET YOUR SALES BY £100K IN JUST 90 DAYS



### How to Harness the Power of Psychology & Neuroscience to Achieve £100k in 90 Days

With this strategy you will learn the exact mindset shifts and models that make it possible for YOU to achieve £100K in 90 Days.

SEE HOW IT WORKS



We will not spam, rent, or sell your information

And once your funnel is set up, you can also maximise your conversions by using email marketing and retargeting strategies.

So the way that it works is that you would have your funnel and not everyone that watches your video or downloads your guide is going to schedule an appointment or purchase straight away.

So what you need to do is have a way of following up with them.

So one way you could do that is with follow-up emails.

So you can have follow-up email that send people back to either your video page or your schedule call or sales page.

And that's why in the first step, the landing page or the opt-in page, it was important that we ask for their name and email so that we can follow up with them later on.

## Watch This FREE Video Training to See: How to Harness the Power of Psychology & Neuroscience to Achieve £100k in 90 Days

**The Psychology & Neuroscience Behind Achieving £100k in 90 Days**

Let's explore how conscious goals play a crucial role in actually hitting our financial targets and debunk some assumptions about what it takes to achieve £100k.

**Does it work and is it scalable?**  
Recurring will make you better than any other option.

**What is your ROI?**  
Some of time, money & effort on most profitable period or very.

**Do you have clarity or are you stuck in confusion?**  
Believing that success is possible for YOU.

ROI	£100K
Recoup Your Investment	£33333 Per Month
Build, Scale or Grow Group	£8333 Per Week
Daily Actions & Accountability	£1111 Per Day
1:1 Support & Feedback	Reduce Costs + Increase Profit

**FILL OUT APPLICATION TO GET STARTED!**

Now, as I mentioned, having a funnel is pointless if no one actually sees it.

You need a way of getting people to actually go to your funnel.

And that's what I'm going to discuss now - It is all about focusing on the marketing activities that actually get results.

And one of the biggest mistakes that I see is that people spend thousands or countless hours on marketing that doesn't bring in any results.



Well, it brings in painfully slow results.

So how can you avoid this?

Well, what I recommend that you do is use the Pareto principle.

**And what you'll find with the Pareto principle or the 80-20 rule is that 80% of your results come from 20% of your marketing activities.**

So what you basically need to stop doing is stop doing that 80% of the marketing busy work that doesn't get any results and focus everything on the 20% of the marketing activities that get results.

So what are the right marketing activities to focus on if you want to get leads, calls, and clients as fast as possible.

**Stop doing what everyone else is doing** - posting every day, they're commenting on other people's posts and liking other people's posts, they're joining groups and trying to have discussions there, and they're sending sales pitches via DM's.

**And this is what 80% of people are doing, but if you want to start to stand out from the crowd then zig whilst everyone else zags.**

Don't compete in over-saturated news feeds, cause a ripple effect with your marketing by really honing in on the client problem and the fastest route to take them from interest to desire and that's how you make money online FAST and with ease.

And I know this because I've had clients who, before working with me, were doing all of this stuff, and it wasn't getting any results.

**I want you to write this down - this is such an important daily reminder - You must focus 80% of your time, effort and money on the things that bring you the highest revenues and profits.**

And then after working with me, once they focus on the activities that actually get results, they finally are able to get high-quality data on everything that matters and actually moves the needle in your business.

**So what are the activities that you need to focus on to get results?**

# It's actually very simple!

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

### 80% OF YOUR TIME ON 20% ACTIONS THAT GROW YOUR BUSINESS

#### What TO focus on:

- **MODEL** that is realistic for revenue goal, recurring or additional revenue streams and income that doesn't rely on YOU
- **MAPPING** Reach, attract ideal clients using storytelling and a content strategy that actually converts (and won't leave you feeling exhausted) but will cause a ripple effect
- **MINDSET** Have the belief success is possible for YOU and look at your success barriers and embrace and feel into them to overcome them
- **MARKETING** Create a game plan and then an action plan clients, cash and consistency – FOCUS on a sales pipeline!
- **MONEY** Set goals and make them achievable, create a budget and stick to it – know your numbers

#### What NOT to focus on:

- **MODEL** Undercharging and overdelivering and relies totally on YOU – or complicated proposition or selling too many things
- **MAPPING** Creating content that doesn't get engagement or nobody wants or is just churn and is so all consuming you can't maintain consistency
- **MINDSET** Everything – Small steady steps (the RIGHT steps) Success is having the mindset to move forward and get help – Don't just keep pushing!
- **MARKETING** Wrong goals but switch towards the right objectives – reach, attract, and nurture leads to paying customers
- **MONEY** Focus too far in the future or ignore profit - Foundations first and bricks later!

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First of all, you need to create content and only create content that first of all, your potential clients are actually searching for.

And secondly, you need to make sure that all of the content that you create sends people back to your marketing and sales funnel.

### So what's the fastest way to get leads into your sales funnel?

The easiest most cost-effective way is Ads - All you need is one good ad, and that can completely change your business.

Because ads are fully automated they are very scalable.

## I DON'T RECOMMEND YOU EMBARK ON USING ADS THOUGH UNTIL YOU ARE CONSISTENTLY GENERATING OVER £3K A MONTH FOR YOUR BUSINESS

HOWEVER, advertising can provide numerous benefits, including increasing brand visibility, reach, and reputation, driving lead generation and conversions, and providing valuable data-driven insights.

**These benefits can significantly contribute to business growth and success, making advertising a key component of any business strategy in the 6 figure and beyond range.**

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

Geraldine Spurway - ICF Executive Coach & Mentor

Dawn's passion for helping others succeed is second to none. She is amazing at what she does, not only does she understand technology, but she is able to simplify and make it accessible to anyone wanting to learn new business and marketing skills and strategies.

Being coached by Dawn has been a great experience, her energy is so positive, plus she cares!

She is truly an inspiration to any woman wanting to grow in the online space!



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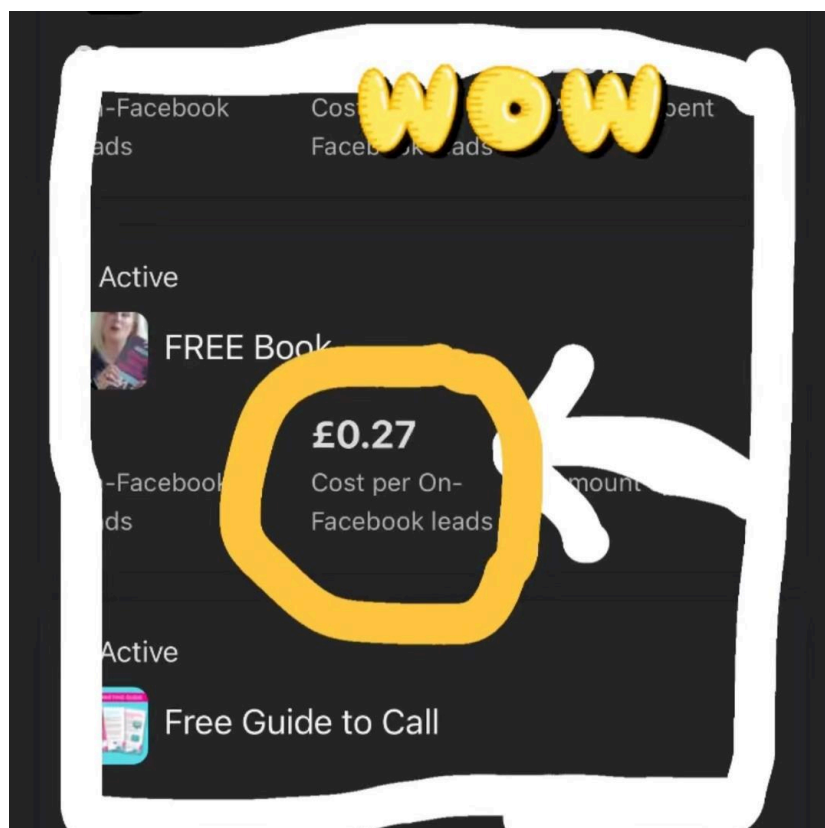


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**So here's an easy way to visualise things - If you could spend £100 on ads and get £1000 back would you?**

For example, with Facebook ads, you basically pay Facebook for a lead.

So in my business, for example, I pay Facebook about 0.27p for a lead and spend about £20 a day on ads and convert on average 2-3 clients each and every day on autopilot.



And after a week of running a Facebook campaign, Facebook will tell you what your cost per lead is.

**But here's the really powerful thing about using Facebook & Instagram ads.**

Once Facebook tells you how much your cost per lead and call is, you can then decide exactly how many calls or leads you want every single month.

So if your cost is £5 to get 10 leads, you just pay Facebook £50.

You can use this strategy to book calls, or sell online depending on your preferred method of selling.

So in other words, you can choose exactly how many leads you want to get every single month on demand..

So can you see the difference this would make to your business if you could get leads and / or calls on demand every single month with Facebook & Instagram ads?

Plus there is also the potential of generating calls and clients every month by using the free or low cost channels

If you have an email list or social media audience that works great too but it's not essential.

So you might as well focus your time and energy and money on what's going to get you predictable results in the long term, not just gimmicks that maybe work well for a few months and then they're done.

I concentrate my time, effort and money on the biggest growth drivers in business today!

**SOCIAL MEDIA**

**ADVERTISING**

**EMAIL MARKETING**

It's crucial for businesses to assess their specific goals, target audience, and market dynamics to tailor their growth strategies accordingly.

**I ALWAYS ADVISE LOOKING AT BUILDING ON WHAT IS ALREADY ATTRACTING AND CONVERTING IDEAL, PROFITABLE CLIENTS AND SCALING THOSE ACTIVITIES.**

**GET YOUR [FREE Business Growth SCORECARD & Strategy call with me today](#)**

## 5 Secrets to a Successful Booked-Out Business

by Dawn

### Stories Sell - This Post Made Me 75K!!!

Last month I won an award for making more than £1,000,000 in course sales for one of my programmes.

- 1st month failed - Messaging was off-point still made £30,000
- 3 months re-packaged the proposition - Made another £250k
- 17 months later hit the milestone of £1,000,000

And 2022 is pacing around towards 8-Figures for that course.

- ☒ I spend around 10 minutes a day on socials & get leads
- ☒ I'm not ruled by content creation & work a 4 day week
- ☒ I make really amazing connections & form collaborations daily

Ask me anything for 30 minutes - Just jump on call with me.

There's plenty I don't know, but I can give you my perspective of how I scaled my business to consistent high-income months...

Who knows maybe that'll spark something for YOU?... <https://lnkd.in/eQuGtaWa>

Last month I won an award for making more than £1,000,000 in course sales for one of my programmes.

- 1st month failed - Messaging was off-point still made £30,000
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...  
#businessadvice #businesscoach #entrepreneurship  
Ring the 📍 on my profile if you want to be notified for more of this content Dawn McGruer

It took over an hour for someone to see the two figures didn't match 🤔🤔🤔  
scroll 6 times quicker online! Naughty I know but hey it's Friday 🍷



CEO Philip Hughes and 45 others

11 comments

Like Comment Report Send

3,020 impressions View analytics

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The Business

Storytelling is a powerful tool for scaling your business as it captures attention, builds brand identity, differentiates from competitors, connects with customers emotionally, simplifies communication, and drives word-of-mouth marketing.

**By incorporating storytelling into your marketing strategies, you can enhance your brand's impact and growth potential.**

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

Lynsay Gould - CEO Podcast Boutique

*"Dawn doesn't just cover what to do but she shows you the step by step actions and goes into the detail and nitty gritty of exactly how to do it all"*

- After the first month I have already seen the financial impact.
- I implemented Dawn's masterclass strategy to build my pipeline so I could generate leads and sales on a consistent basis.
- 146 registered, 20 attended and I got 8 calls booked during the Summer holidays.
- I've already sold 2 podcast launch packages and I haven't even completed all the calls!!! **NOW exceeded target half-way through the month!**



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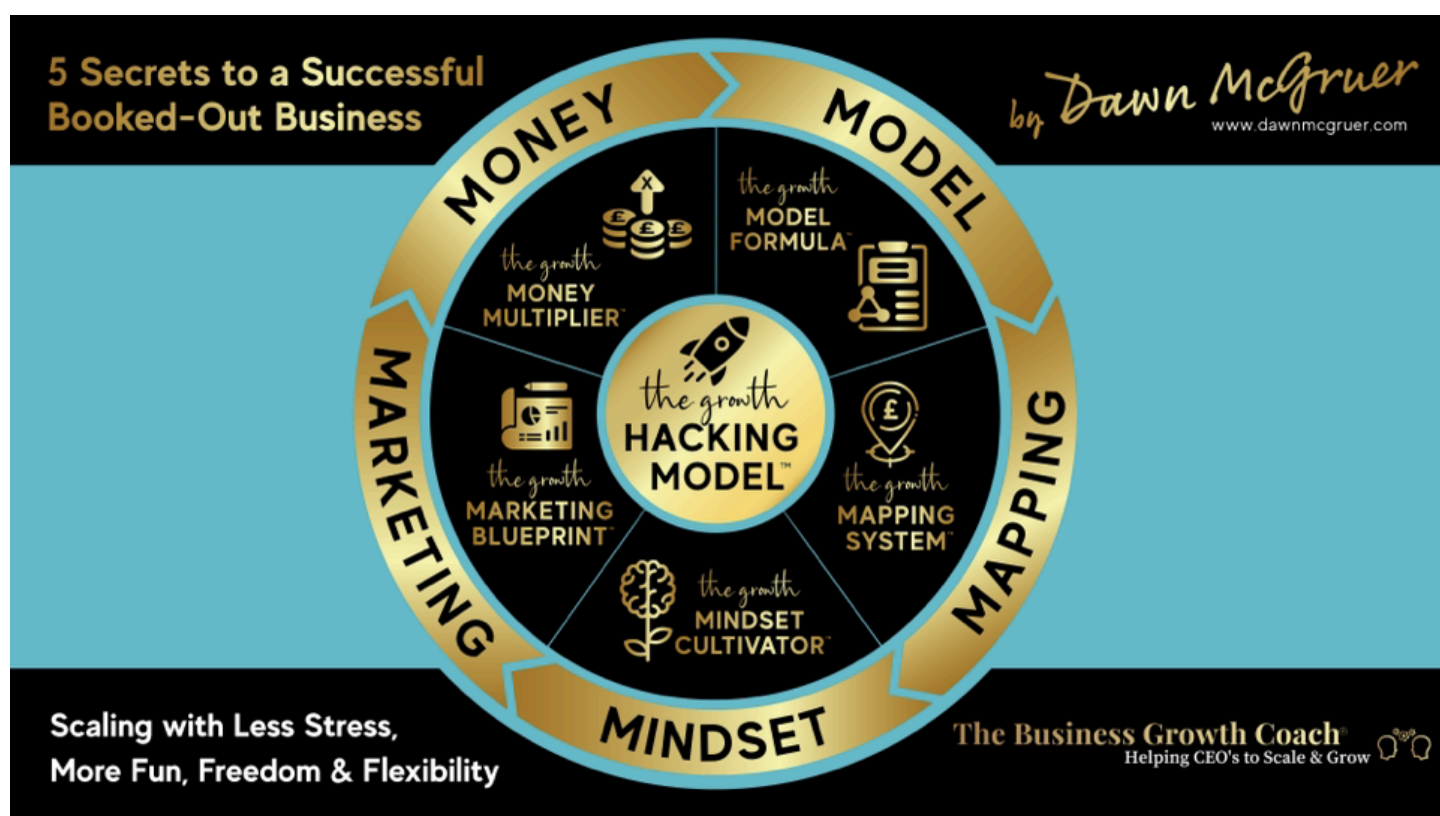
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# Chapter 5: MONEY - Leveraging Multiple Income Streams for Maximum Growth

## EVERY BUSINESS SHOULD;

- Evaluate your current revenue streams and identify opportunities for expansion
- Research and explore new income streams that align with your business and customer base
- Develop a strategic plan to implement and optimise multiple income streams for maximum growth potential



## Here are 4 Revenue Streams every business needs;

- **Transaction-based revenue:** Proceeds from sales of goods that are usually one-time customer payments.
- **Service revenue:** Revenues are generated by providing service to customers and are calculated based on time. For example, the number of hours of consulting services provided.
- **Project revenue:** Revenues earned through one-time projects with existing or new customers.
- **Recurring revenue:** Earnings from ongoing payments for continuing services or after-sale services to customers. The recurring revenue model is the model most commonly used by businesses because it is predictable and it assures the

company's source of revenue as ongoing.

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

1. PRICING STRUCTURE
2. CERTAINTY NUMBER
3. DAILY SALES TARGETS

### Secret #5...Money

**Here's how to determine what fully booked means for your business.**

- Determine how many hours you need to dedicate to each client
- Calculate how many clients you can take within these hours
- Ensure that you can reach your financial target if you work with the maximum number of clients.



### Certainty Number & Daily Number

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We all understand that knowing the numbers is vital for a business owner as it allows for informed financial decision-making, performance evaluation, business planning, cash flow management, assessing business health, and making informed decisions.

**But by having a solid grasp of YOUR business's financial metrics, YOU can navigate challenges, capitalise on opportunities, drive growth, and ensure the overall success of your business.**

There are 3 core areas that will be paramount in business growth - if you really want to scale to £30k, 60k or £100k months and beyond then you need to know your;

**Pricing Structure** - Having a well-developed and effective pricing structure is essential for business growth. It is crucial to ensure that your pricing strategy aligns with your business goals and objectives. Factors to consider when assessing your pricing structure include understanding your costs, competitor pricing, market demand, and customer value perception. By analysing these factors, you can determine if your pricing structure is profitable, competitive, and sustainable. It is important to regularly review and adjust your pricing strategy to maintain profitability, drive sales, and support business growth.

**Certainty Number** - The certainty number is a financial term used to determine the minimum revenue threshold a business needs to generate to cover its fixed costs and achieve breakeven. This number represents the amount of revenue necessary to cover all expenses, including rent, salaries, utilities, and other fixed costs. Understanding your certainty number helps you set revenue targets that ensure financial stability and

sustainability. By knowing this number, you can make informed decisions about expenses, investment, and pricing to reach your growth targets and avoid operating at a loss.

**Daily Sales Targets** - Setting daily sales targets is a practical approach to achieve your revenue goals. By breaking down your revenue targets into smaller, more manageable daily targets, you create a sense of focus and urgency for your sales efforts. Daily targets enable you to measure and monitor progress regularly, making it easier to identify trends, adjust strategies, and react quickly to changes in market conditions. Setting realistic and achievable daily sales targets keeps your sales team motivated and provides a clear roadmap for achieving your larger revenue goals.

**These are all factors that allow you to gain control of your business and drive it forward through knowing that if you achieve your goals how much you can take home, that all bills are covered and you are making profit and have consistent cash flow meaning you have a sustainable, scaleable and even sellable business.**

**Money isn't a bad thing to talk about and it really matters when it helps you achieve your dreams!**

*We have now unlocked the 5 Proven Steps & Mindset Shifts to Scale Your Business to £30k, £60k, even £100k months...***So let me ask you a question.**

What do you think would happen if you followed all the steps so far?

**Step one** - Craft Your Successful Business Model and be clear on what it takes to make £100k

Got lasered focused on how much you need to make a day, and what that looks like, how many clients, paying how much, over what period of time

For instance, my business model for my mastermind is focused on 40 clients each year paying £1997 a month for 12-months which is £1 million - That means all I need to focus my marketing, money and effort on is just 3-4 clients a month which feels very achievable and light.

So many businesses fail or don't hit their money goals because their targets are not achievable - so for instance if you wanted to make £100k a month and you were selling a product or service for £27 that's 3703 clients a month!!!!

A £97 product or service is 1030 a month

£997 is a 100 clients

Now if you consider a recurring model anything from £997 onwards becomes far simpler. So remember there are people right now ready to buy your higher ticket items. You don't always have to focus on selling small, you can sell these in email sequences if they don't take the high ticket.

### **So what would happen if step two, you nailed your niche**

And you just focused on solving a big problem for a specific, smaller group of people, wouldn't that give more ease and flow around your business?

**Step three** - You stepped past any success barrier and boosted your confidence, clarity and motivation around your life and business - Imagine what that would feel like? ...knowing limitless success is possible for you...and having the unshakeable belief that you'll succeed in everything you do!

**Step four** - You created an irresistible offer with a clear path to attract, nurture and convert your ideal clients using powerful messaging that explains how you can solve your ideal clients problem. Then you created a specific sales funnel giving away a lead magnet designed to get high quality leads and convert profitable clients and you focus only on the marketing activities that get results.

**Step five**, you've got super clear on the maths of selling and scaling a business and you know what you need to generate to be a successful and profitable business that is scalable and potentially sellable.

### **Can you see how logically this would work?**

### **Can you also see what kind of an impact this would have on your business?**

- ☐ Imagine no longer having to rely on things like marketing, or imagine no longer wondering how many calls or clients you will win as you start each month.
- ☐ Imagine being able to take strangers to clients in a way that is 100% online and automated.
- ☐ Imagine no longer having to rely on referrals, networking, word of mouth, and things like that to grow your business and earn more clients.

- ☐ Imagine knowing how many leads, calls, and clients you will win every single month.

**Now, at this point, you're probably feeling either really excited to do this, or maybe just a little overwhelmed at the journey that lies ahead.**

### 5 Secrets to a Successful Booked-Out Business

by *Dawn McGruer*  
www.dawnmcgruer.com

#### Overwhelmed? Where do you start?

**Then please press STOP and just breathe for a second.**  
Could it be that by doing less you could create more impact and success?

**Where are YOU now...?**

- Perhaps you're not selling enough or are in a constant feast & famine AND you can't see a way past it?
- Maybe you feel a bit stuck and just can't move forward to the next level AND just need a bit of help?
- Or you are ticking along nicely but feel a little unfulfilled, a bit tired and bored AND you know you were made for more?

**I want you to know that I've been in every single one of these situations more times than I can even remember.**

**Scaling with Less Stress,  
More Fun, Freedom & Flexibility**



**The Business Growth Coach®**  
Helping CEO's to Scale & Grow



Here's the thing, to set up a system to get predictable, high quality leads, does require some work

And it's not normally easy.

If it was easy, every business would be doing it.

**But the harsh reality is that most businesses do not have a system to generate leads and clients each month on demand or on autopilot.**

And the harsh reality is also that sadly, most businesses fail.

But I promise you, it is possible.

I've done it not only for my own business, but also for clients as well.

And you can see some of my client results, case studies and testimonials on my website.



Now I want it to work for you too.

## 5 Secrets to a Successful Booked-Out Business

by Dawn McGruer  
www.dawnmcgruer.com

Whatever your goal, whatever your challenge you can move past it

Remember small steady steps build momentum are the key to accomplishing big goals with ease.

**“Success is a journey, not a destination”**

...I want to reignite that flame and show you anything is possible as long as you dream big and make it happen!

**Are you ready?... Let's find out what the future holds for YOU!**

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So this brings me to how much do you want to hit £10k, 30k, £60k or even £100k+ consistent cash months....

And this step really separates those people that don't get results compared to those that do.

**And this is where we uncover how to make money online with ease FAST and study it with someone who has done it.**

Here's the thing, it took me over around 10 years of being in business to figure this stuff out.

When I started my first marketing business, I tried all the traditional stuff to try and pick up clients but was stuck in a feast and famine cycle.

You know my story. I shared how hard it was to scale and the sacrifices I made because of trial and error and cash flow pressures.

**I have made some EPIC fails in my time and I am proud to say they've resulted in my biggest learnings and also periods of growing and scaling my business**

**I've made some EPIC failures along the way but  
without them I wouldn't have learned how to scale  
businesses FASTER than ever before...**

**I've been where you are now and know the exact  
steps to help you level-up!**

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- I did things like speaking at events and seminars.
- I went to networking events.
- I've relied on referrals, I've sent out flyers, and I've done almost everything you can think of in between.

**And as you can expect, it was slow, unpredictable and definitely not scalable.**

So believe me when I say there is a shortcut and there is an easier way.

And it's by working with someone who has a proven system and who has already done it.

And I wish I had a proven system when I first started over 23 years ago.

It would have saved me years of trial and error and not to mention thousands of pounds in wasted advertising costs.

**Your strategy needs to consistently generate leads, convert customers and focus on selling and saving daily, as well as being 100% clear on my profits and cash flow and removing everything else that didn't serve these goals was the priority.**

## 3C'S MY 3 RULES TO SUCCESS

### How to Get Visible & Get More Customers



SMALL STEADY STEPS = BIG RESULTS

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You can't do *everything*  
*SALES FIRST*

*Converting existing pipeline not trying to find new leads*

Time - Effort - Money

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GET YOUR [FREE Business Growth SCORECARD & Strategy call with me today](#) we will score you across the 5 critical areas required to scale your business and send you your results report with personalised actions steps!

## Congratulations!

You now have the knowledge and tools to implement the 5 tried and tested business growth money models and mindset shifts required to generate an extra £100k for your business in just 90 days.

By following these strategies and staying committed to your success, you'll be well on your way to achieving financial success and transforming your business.

Remember to adjust your strategies as needed and track your progress along the way.

**Success is within reach - let's make it happen!**



**SUCCESS**

**SUCCESS**

WHAT PEOPLE THINK IT LOOKS LIKE

WHAT IT REALLY LOOKS LIKE

**SUCCESS REQUIRES DAILY ACTION**

**dawn / mcgruer**

speaker  
author  
strategist

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## Conclusion & Next Steps

**Now at this point you basically have two options.**

1. You can either do this the hard way where you go it alone and try to figure out all this stuff by yourself.
2. And it might work, but realistically speaking, it's going to take you years of trial and error, not to mention a lot of wasted time and money testing things that don't work.

**Or you can just do this the easy way and get a proven system from someone who has already done it.**

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by Dawn McGruer  
www.dawnmcgruer.com

Tracey Jones - SalesForFemales Coach & Mentor | Public Speaking Mentor

It's an absolute no brainer...You will not regret it!

I feel really lucky to have found this programme with Dawn as well as meeting other people on similar journeys – We have all supported each other to succeed.

I should have done this a long time ago because already I have done things I never thought possible in just 2 weeks.

This amazing opportunity gives you the chance to keep momentum going between in-person mastermind retreats to really move the needle in your business to catapult your success to the next level.



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**And I will give you the whole proven system I've already created for myself and clients and help you get fast results versus doing it all by yourself.**

- Imagine having a coach to lead and push you daily.
- Imagine learning the exact actions you need to add £100k to your business in just 90 days
- Imagine having the complete confidence and clarity behind your strategy and the unshakeable belief that you have the ability to achieve infinite SUCCESS.

**GET YOUR [FREE Business Growth SCORECARD & Strategy call with me today](#)**



**That's exactly why I created my Growth Hacking Model that I use across all of my programmes** - I offer 1:1 coaching and mentoring from power hours, strategy days and 12-month business partner programme, as well as signature Success From Your Soul Mastermind which includes in-person UK meet-ups every other month + 2 x International Retreats.

Learn the key steps, processes, and strategies to become fully booked in as little as 30 days and triple your income in just 90 days.

Imagine being able to learn how the world's most successful people achieve the ultimate in health, wealth & happiness.

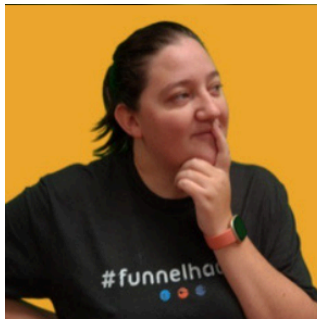
**Well, the great news is that you can!**

We have created a unique Growth Hacking Strategy using neuroscience-backed principles for high performance to help you and your clients reach your maximum potential.

**GET YOUR [FREE Business Growth SCORECARD & Strategy call with me today](#)**

**So whether you aspire to enhance your career, empower others, or establish yourself as an expert in personal development, then this mastermind is for YOU.**

Achieve remarkable results in your life & business.



I had a 30% increase in income and aiming to double it for sure in the next 90 days

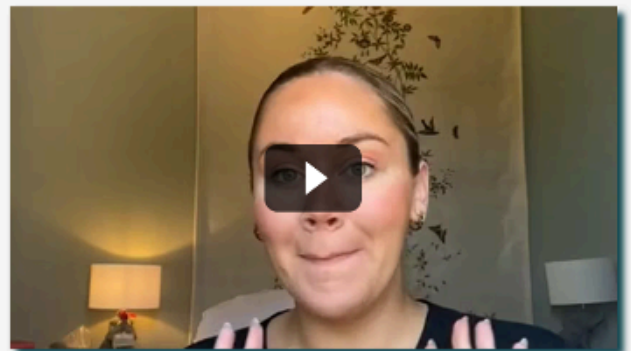


**CAROLINE STRAWSON: Multi-Award-Winning ICF Accredited Trauma Informed Therapist & Coach**

*Not only was the whole experience amazing but the knowledge has Dawn has to allow you to visually see all areas of your business and identify opportunities*

**ANTONIA KNOWLES: Founder of Kiss #1 Aesthetics Wholesale and Training Academy in the UK**

*Within an hour Dawn had mapped out an immediate £150K extra in my business!*



**HEIDI SETCHFIELD - The Virtual Operations Manger**

*Within 30-days of working with Dawn I hit my highest ever revenue month!*



It's one of the best investments I have made for my business, I have tripled my business income with a goal to double that again in the next 12 months.

Dawn is straightforward with no fluff and knows when to push you out of your comfort zone (in a fun way)



**So if you want to do this the easy way, simply GET YOUR [FREE Business Growth SCORECARD & Strategy call with me today](#)**

**On the call we will discuss YOUR Growth Score across 5 critical areas required to scale your business (you'll also get an instant PDF report emailed to you with your results and personalised action steps)**

- ☐ Current Business Assessment - Where are you now and where do you want to be
- ☐ A clear pathway to get you making more while working less.
- ☐ Whether or not the coaching & mentoring programmes I offer are a good fit for YOU to achieve your goals.

**We are really looking forward to welcoming you on the call to learn more about YOU and how we can help YOU unleash your business's full potential.**

**GET YOUR [FREE Business Growth SCORECARD & Strategy call with me today](#)**

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# Thank You!

*Dawn McGruer*

www.dawnmcgruer.com



Forbes

The Telegraph



Daily Mail

BRAND  
QUARTERLY

Don't forget to check out my [top 3% Global Ranking Podcast - Dawn of a New Era](#) talking all things marketing, motivation and mindset! Available on all of your favourite podcast players.

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dawn  
of a new era  
*the podcast*

*By Dawn McGruer*



Top 3% Global Ranking

d/m

Forbes

The Telegraph

As Seen In  
CXM  
Customer Experience Magazine

Daily Mail

BRAND  
QUARTERLY

## **Remember A Goal without a Plan is just a Wish!!!**

Feel free to do some research, check out our client success stories and connect with me on social media too - I work with my clients like a virtual business partner so it's important you feel we are a good fit. Many of my clients have been working with me for over 3 years so it's testimony to the work we do together.

## **Here is a quick re-cap on who I am...and how I help my clients!**

I'm Dawn McGruer - The Business Growth Coach®. My mission is to empower you to break through limitations and embrace unlimited possibilities. 🌟

📦 With my transformative strategies, I've helped clients achieve £100k+ months and scale their businesses for increased sales. ✅

📖 You may know me as the author of "Dynamic Digital Marketing" and "Character Building." My work features Rudyard Kipling's famous poem 'If' and stories from diverse authors, including celebrities.

🏆 I've been awarded Best Female Speaker in 2018 by The Professional Speakers Academy and I'm honoured to be a Fellow of the Royal Society of Arts, Manufacture & Commerce and the Chartered Institute of Marketing.

🎧 Tune in to my top 3% globally ranked podcast, "Dawn of a New Era," for valuable insights and strategies on business growth and mindset.

📦 Over the past two decades, I've helped over 30,000 clients generate more than £45 million in business revenue.

🌐 Connect with me on [LinkedIn](#), where I have 30,000+ direct connections and 30,000+ followers. Forbes featured my success story and sought my advice on building a powerful network. You can also find me on [Instagram](#) and [Facebook](#) too.

☀️ I host luxury business retreats, offer 1:1 and group coaching in my Success from Your Soul Mastermind, and provide guidance through The Growth



Coach App and 30-Day Growth Challenge.

🔥 Unlock your sales potential with my unique £100k in 90 Days Challenge for Business Owners. Our neuroscience-backed system delivers rapid results.

Remember a goal without a plan is just a wish so if you are looking for a proven strategy to build, grow or scale your business?...[Book a Call](#) and let's chat!

Here's to your limitless success! 🚀

Warm regards, Dawn xxx

Dawn McGruer - The Business Growth Coach

[www.dawnmcgruer.com](http://www.dawnmcgruer.com)

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***We hoped you enjoyed reading...***

***The Ultimate Guide to Generating £100k+ months for Your Business in 90 Days***

*It's time to implement the 5 Proven Steps & Mindset Shifts to Scale Your Business to £10k, 30k, £60k, even £100k months*



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*by Dawn McGruer*  
[www.dawnmcgruer.com](http://www.dawnmcgruer.com)

As Seen In

**Forbes**    **The Telegraph**    **CXM**  
Customer Experience Magazine

**Daily Mail**    **BRAND**  
QUARTERLY

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