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THE BUYING MOMENT METHOD

30 Day Client Acquisition Blueprint

Offer Clarity And Focused Marketing
For Online Coaches And Entrepreneurs

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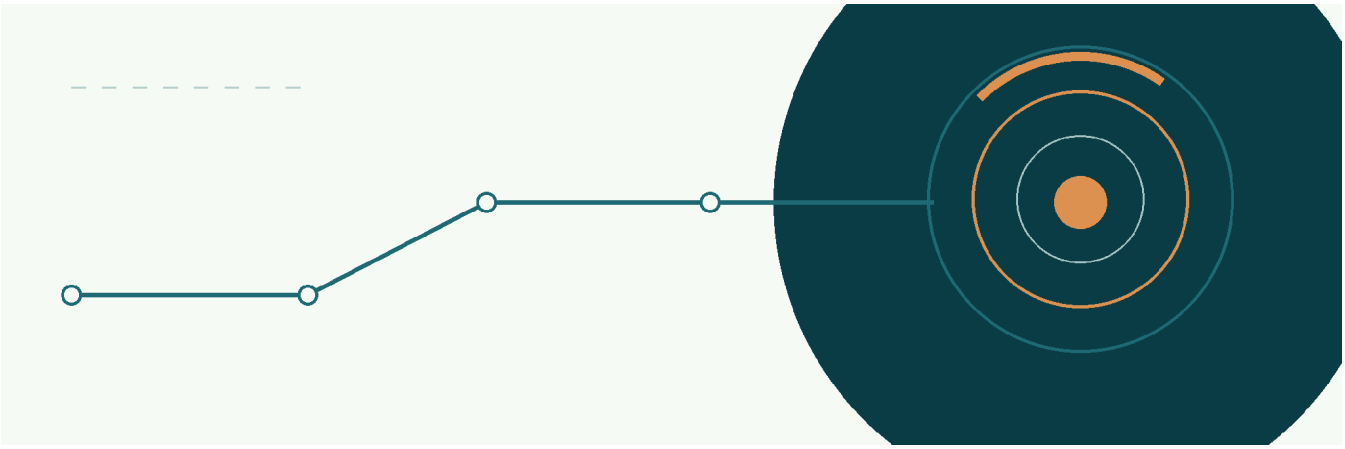
The Buying Moment Method

30 Day Client Acquisition Blueprint

A Practical Workbook for Online Coaches
and Entrepreneurs

Offer clarity and focused marketing

Your next step starts here



Ready to Put Your Client Acquisition Plan Into Action?

You don't have to implement every step alone. Whether you need a focused website, a lead magnet, engaging content, or launch materials, Digital Era Works can help you bring this blueprint to life.

Visit **digitaleraworks.com** to explore our services.

Or email **Myra Cress** at **connect@digitaleraworks.com**. Tell me where you're stuck, what you've already completed, and what you'd like help finishing.

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How to use this blueprint

Build a repeatable process for finding suitable prospects, understanding what matters to them now, and offering help they can choose to pay for. This workbook connects offer clarity, buying moments, focused marketing, and follow-up in one 30-day plan.

The first month establishes your process and produces evidence about what works for your offer. Client decisions may take longer than 30 days. Use actual conversations and payments to assess progress.

What you will have at the end

- A defined audience, problem, paid offer, scope, and price.
- Three buying moments and questions for confirming a real need.
- One primary marketing channel and a working inquiry route.
- Useful content and a small resource connected to your offer.
- A prospect tracker and a weekly routine you can continue.

Your working rhythm

Allow about 45 to 60 minutes on working days. Complete one main task, then spend a short period on relevant conversations and follow-up. On call days, the scheduled conversation can replace the main task. Days are work sessions; move them around your commitments.

Choose one audience, one paid offer, one primary channel, and one main next step. Use tools you already have. A clear offer document and a personal reply can support your first conversations while you prepare the website.

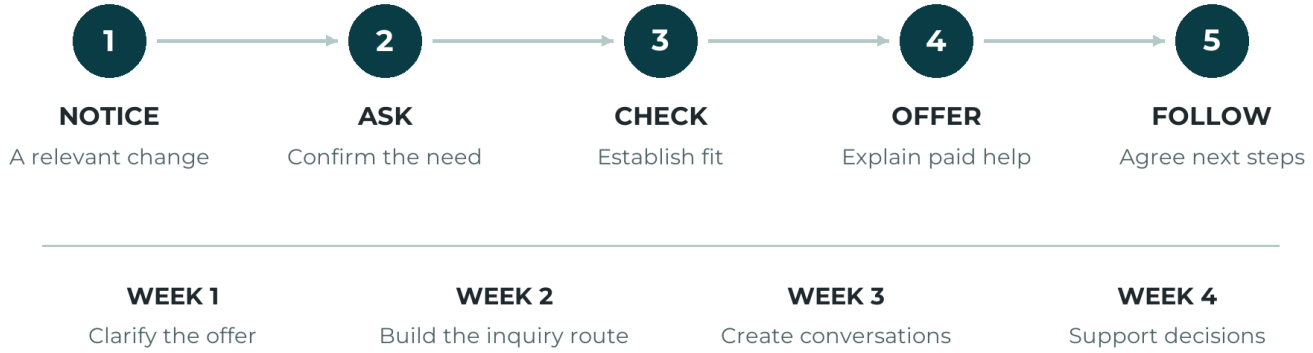
The buying moment

Look for a change in circumstances, a need the person recognizes, and a reason to consider acting. Confirm their experience through conversation. A public announcement is a clue; their answers establish whether your help is relevant.

Your route is to recognize the change, start a useful conversation, confirm fit, explain the paid offer, and agree on an appropriate next step.

See the method at a glance

A buying moment is a reason to investigate a need. Use the same simple path whether the prospect finds your content, replies to a message, or comes through a referral.



Three situations worth exploring

Buyer	Change you notice	Question to investigate
Leadership coaching buyer	A promotion into a first management role	Which first team conversation are you preparing for?
Business coaching buyer	A new service has just launched	What is the hardest part of turning interest into a sale?
Entrepreneur buying implementation help	An upcoming webinar has been announced	Which part of the registration or preparation is still unfinished?

These are starting hypotheses. The person may already have support, have a different priority, or prefer not to discuss it. Their reply tells you whether to continue.

DAYS 1 TO 7

Week 1 Make your offer clear

Milestone: a specific offer you can explain and discuss with suitable prospects.

Day 1 Choose your audience and problem

Choose one group you can help and one problem your current expertise addresses. In the review worksheet, record activity and money received during the previous 30 days, plus decisions still pending today.

Done when you have a starting audience, problem, and baseline.

Day 2 Review three buying decisions

Review three previous clients or customers. Note what happened before they sought help, what they tried, how they found you, and what supported the purchase. Ask a past buyer about gaps; mark uncertain details as unknown.

Done when you have three short timelines based on actual decisions.

Day 3 Define your paid offer

Write the intended outcome, deliverables, format, duration, price, and boundaries. Choose an outcome you can credibly help someone pursue and include the client responsibilities required.

Done when someone can understand what they receive and what it costs.

Day 4 Identify three buying moments

Use the buying moment worksheet to connect three relevant events with possible needs. Write a question for investigating each need. Separate what you observed from what you are assuming.

Done when you have three buying moments to investigate.

Example: a first management role may create a need to prepare for delegation and leading former peers. Ask which part of the transition the person is preparing for first.

WEEK 1 CONTINUED

Days 5 to 7 Start useful conversations

Day 5 Choose a channel and create your tracker

Choose one channel where your buyers are active and where you can realistically converse with them. This could be LinkedIn or a relevant professional community. Add five suitable contacts to a notebook, spreadsheet, or existing customer-management tool.

Done when you have one primary channel and five contacts with a clear reason for inclusion.

Day 6 Invite two conversations

Approach two familiar, suitable contacts with a genuine reason to reconnect. Refer to their situation and ask one relevant question. Record the date and their answers.

Done when you have sent two personal invitations to converse.

Day 7 Review and clarify

Look at what people understood, questioned, or misunderstood. Improve one sentence in your offer description. Keep a note of what changed and what feedback prompted it.

Done when your offer is clearer because of actual feedback.

Check your offer explanation

Use the offer clarity worksheet to describe your buyer, current situation, desired outcome, deliverables, format, duration, price, and next step.

Example: I help first-time managers prepare for delegation, feedback, and leading former peers through a four-week coaching program.

Your implementation handover

Gather approved copy, examples, existing pages, and relevant files in one folder. If you request implementation support, this becomes the starting brief. Keep final decisions about the offer, pricing, and delivery with the business owner.

Weekly check: Can a suitable prospect understand who the offer helps, why it is relevant, and what to do next?

WORKED EXAMPLE

Turn a broad offer into a focused offer

Maya is a fictional leadership coach. She starts with a broad promise and narrows it around an immediate situation she can help with. The scope and price below are illustrative choices.

1. **WHO**
   New managers leading former peers
2. **WHEN**
   The first team meeting is next week
3. **NEED**
   Prepare clear roles and a useful opening conversation
4. **OFFER**
   Four coaching sessions with practice and feedback

Broad starting point	Focused explanation
I help people become better leaders	I help new managers prepare for delegation, feedback, and leading former peers.
Contact me for coaching	Ask about a fit call for the four week First Team Conversations program.

Make the offer concrete

Example scope: four weekly 45 minute sessions, practice prompts, and feedback on one meeting plan. Illustrative price: US$300 for the program. The client prepares between sessions; workplace decisions and results remain the client's responsibility.

Write your version: I help [specific buyer] work on [immediate problem] through [paid format and scope]. Their next step is [one clear action].

DAYS 8 TO 14

Week 2 Make contacting you easy

Milestone: a simple, tested path from interest to inquiry.

Day 8 Write one offer page

Explain the buyer, situation, outcome, offer, and next step. Use your existing website. A clear document can serve temporarily while the page is prepared.

Done when someone can understand the offer without a separate explanation.

Day 9 Add relevant evidence

Include a permitted testimonial, an accurate case example, a sample, or a clear explanation of your process. Label illustrative examples and describe results accurately.

Done when the page provides a credible reason to consider your help.

Day 10 Set one contact route

Choose an inquiry form, direct reply, or booking route. Ask briefly about the need, timing, and interest in your paid offer. Decide where responses arrive and how you will acknowledge them.

Done when you know how each inquiry will reach you and what happens next.

Day 11 Test the experience

Open the page on your phone. Check links and submit a test inquiry. If you use a calendar invitation or resource delivery message, check that these arrive and contain the correct details.

Done when a test inquiry reaches you and receives the intended response.

Useful tools: your existing website platform or Lovable, Google Calendar, and your existing contact or email arrangement. A new account is optional.

WEEK 2 CONTINUED

Days 12 to 14 Prepare your follow up

Day 12 Create one small resource

Prepare a useful checklist addressing a small part of the immediate problem. Canva or a simple document is enough. Publish a related post on your chosen channel with a clear invitation to request it.

Done when you have one helpful resource and one relevant invitation.

Day 13 Draft three short messages

Prepare resource delivery, a useful question about implementation, and an invitation to discuss suitable paid help. Send them to people who request the resource or welcome follow-up. Use personal messages or an existing email platform.

Done when you can respond consistently without writing every reply from scratch.

Day 14 Review and publish

Ask someone familiar with your audience to review the offer page. Correct confusing wording or broken steps. Publish your second useful content piece.

Done when the contact process works and the offer is understandable.

Offer page checklist

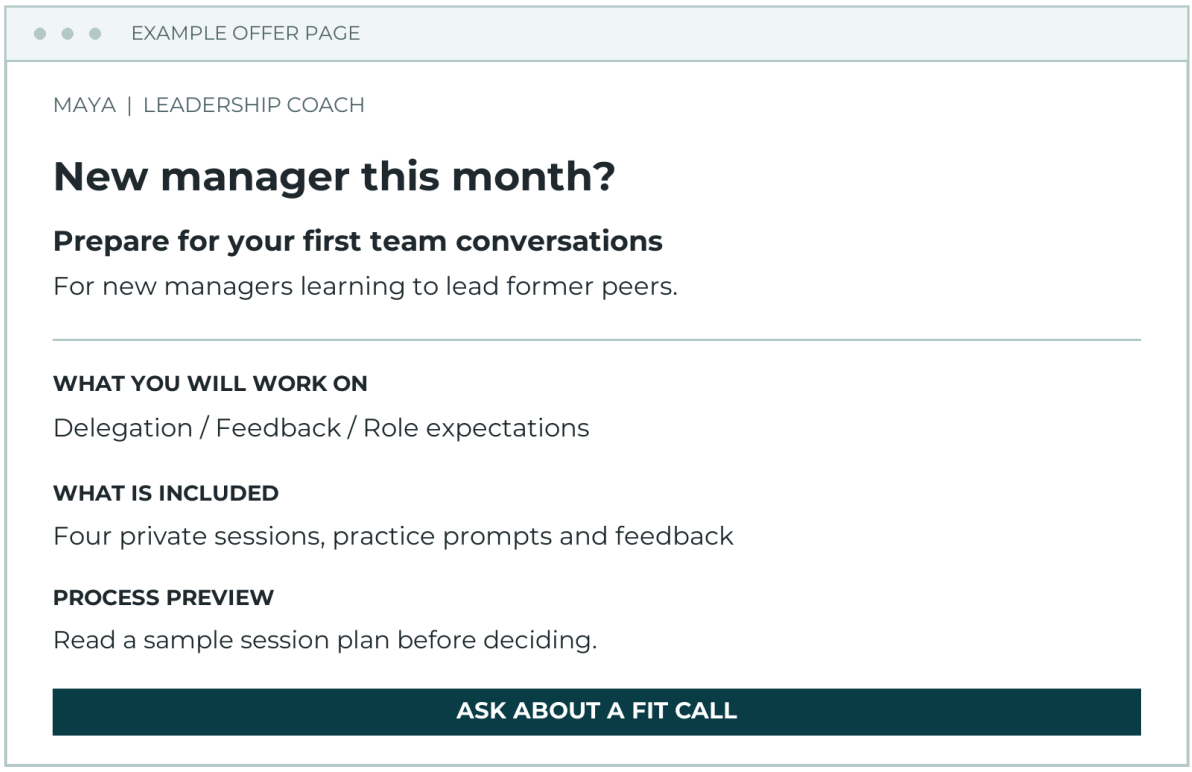
- Explain who the offer helps and the current situation it addresses.
- Describe the outcome, deliverables, process, and relevant evidence.
- Show the price or explain how pricing is determined.
- Provide one invitation to inquire or request a fit call.

Implementation checkpoint: If pages, graphics, forms, or technical connections are delaying you, write what needs completing, what is already approved, and the preferred deadline. Continue suitable conversations while the assets are prepared.

WORKED EXAMPLE

Make the offer page easy to follow

This sketch shows how Maya could arrange her offer page. Use approved wording, accurate evidence, and one clear invitation. The example is a wireframe, not a claim about results.



Give each element a job

The headline identifies the current situation. The next lines explain the work and what is included. A process preview helps the reader understand the experience before deciding. Place price, timing, and relevant evidence near the invitation when available.

Quick check: Can someone identify who this is for, what they receive, and how to inquire within one scan?

DAYS 15 TO 21

Week 3 Put focused marketing to work

Milestone: content and conversations that reveal actual buying needs.

Day 15 Find relevant changes

Review updates and conversations involving suitable prospects. Add five relevant contacts to your tracker and approach two where contact is appropriate.

Done when each contact has a specific reason for being on the list.

Day 16 Publish a useful lesson

Address one buying moment, one immediate problem, and one achievable action. Give a relevant invitation to continue the conversation.

Done when the intended buyer can recognize their situation and take a useful step.

Day 17 Reuse material you have

Prepare another piece from an existing recording, frequently asked question, or previous explanation. Use OpusClip for relevant short video extracts or Canva for a graphic. Review meaning and captions before publishing.

Done when you have one ready-to-share asset without starting a large project.

Day 18 Hold fit conversations

Speak with interested prospects about their needs, timing, desired outcome, and current support. If calls are not available, use the session for buyer research and relevant outreach.

Done when you have better information about needs and fit.

Keep a short period for relevant replies and follow-up throughout the week. Use the same audience, offer, and primary channel as you learn.

WEEK 3 CONTINUED

Days 19 to 21 Make suitable offers

Day 19 Explain the paid offer

When fit is confirmed, explain scope, responsibilities, timing, price, and next steps. Otherwise, document the missing information and improve your explanation.

Done when suitable prospects understand what they can purchase and how to proceed.

Day 20 Publish and respond

Publish the next content piece and respond to relevant questions. Offer the checklist where it is useful and welcomed.

Done when the content provides an opportunity for a relevant conversation.

Day 21 Review what is working

Review buying moments, messages, and responses in your tracker. Identify patterns worth repeating and questions that need more investigation.

Done when you know what to repeat next week and what to examine.

A focused content pattern

Connect a specific situation with a useful insight, an achievable action, and a relevant invitation.

Example: Recently promoted to manage former peers? Before the first team meeting, prepare questions about responsibilities, expectations, and support. These help you begin with a clearer understanding of the team. If you are preparing for this transition, my first-meeting checklist may help.

Choose a format you can maintain

Use the same lesson in a short video, graphic, or written post. Existing teaching footage can become selected clips with OpusClip. Written explanations can become Canva graphics. Keep the content connected to the same offer.

Implementation checkpoint: Identify the repeatable production task that consumes your prospecting time, such as selecting clips, correcting captions, designing graphics, or preparing posts.

WORKED EXAMPLE

Start a conversation that fits the moment

Use these messages as a pattern and adapt them to a real relationship. Maya knows Alex professionally and has seen Alex announce a first management role. This exchange is fictional.



1 Open with context and one question

Maya: “Congratulations on your new role, Alex. You mentioned your first team meeting is next week. What part of that conversation are you preparing for first?”

2 Let the answer guide your next step

Alex: “Setting expectations with people who used to be my peers.” Maya: “That transition can bring some tricky conversations. I have a short meeting preparation checklist. Would it be useful if I sent it?”

3 Deliver what was requested

Maya: “Here is the checklist you asked for. The section on responsibilities may be relevant to your meeting. Which expectation feels hardest to explain clearly?”

4 Make the invitation relevant

After Alex describes wanting more support, Maya replies: “My four week program includes practice and feedback on those conversations. Would you like to discuss whether it fits what you need?”

If Alex does not want support, acknowledge the answer and close the conversation. If you agree to reconnect later, record the date. Avoid treating a public update as proof of buying intent.

DAYS 22 TO 28

Week 4 Help suitable buyers decide

Milestone: clear offers, purposeful follow-up, and an organized start for new clients.

Day 22 Follow up on purpose

Follow up on agreed dates. Ask about the remaining question, timing issue, or decision step. Record the next action the person welcomes.

Done when each active prospect has an appropriate next action.

Day 23 Answer a real concern

Publish an answer to a question that has appeared in buyer conversations. Connect the explanation to your offer where relevant.

Done when the content addresses an actual concern.

Day 24 Improve one weak point

Find where progress most often stops: reaching suitable people, receiving relevant replies, arranging calls, or reaching a decision. Make one observable improvement.

Done when you can describe the change and what you will watch for.

Day 25 Test the revised message

Use the revised message with a small number of suitable contacts. Prepare or publish the next useful content piece.

Done when you have new information about whether the change helps.

Use small numbers as clues. Continue testing before drawing broad conclusions about a channel, offer, or buying moment.

WEEK 4 CONTINUED

Days 26 to 28 Agree on next steps

Day 26 Confirm readiness

Confirm the need, scope, timing, workable investment, and decision process with interested prospects. Listen for conditions that would make a different solution more appropriate.

Done when you can distinguish suitable opportunities from conversations needing more time or another approach.

Day 27 Make the next step clear

Explain how to accept the offer, arrange payment, agree on a start date, or set a future review date. Give the person space to choose.

Done when the buyer understands what happens next.

Day 28 Prepare the client start

Welcome new paying clients with agreed first steps, materials, access, and a schedule. If there has been no purchase, review unanswered buyer concerns and the most recent conversations.

Done when clients can begin smoothly or you have a clearer diagnosis of the sales gap.

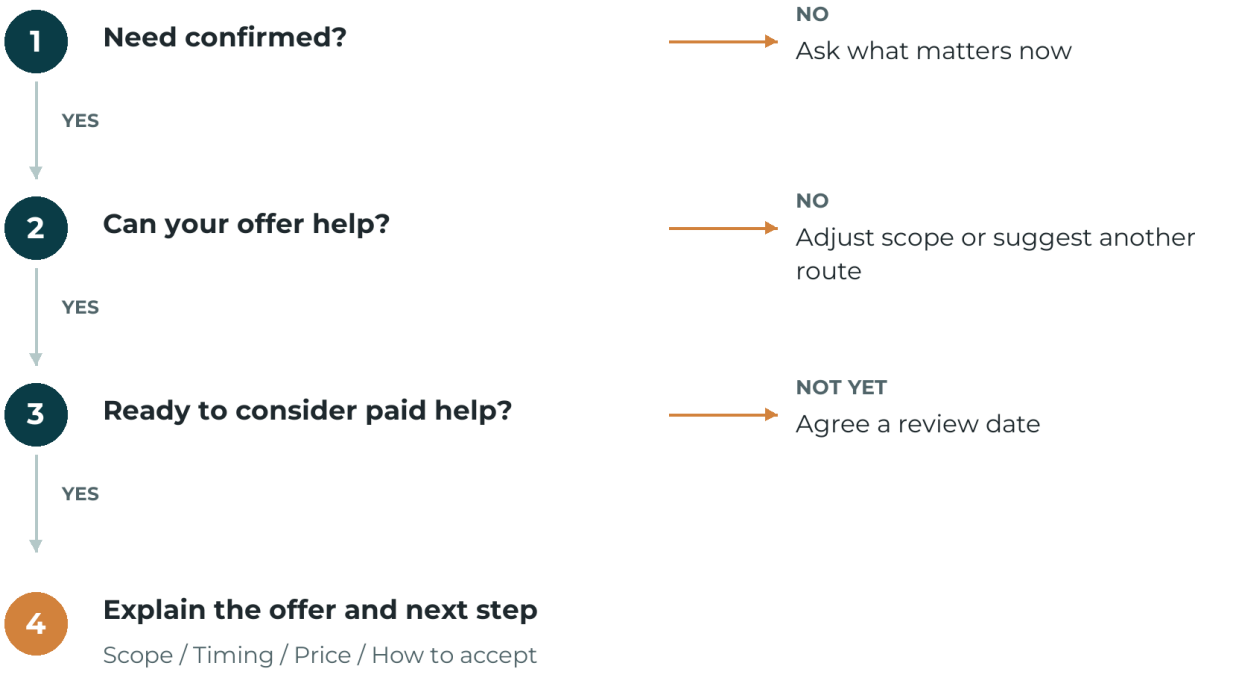
A clear proposal includes

- The agreed problem and desired outcome.
- Deliverables, boundaries, and client responsibilities.
- Timeline, price, and payment arrangements.
- A straightforward way to accept or ask questions.

Implementation checkpoint: If the paid offer requires course access, downloadable materials, webinar registration, or onboarding resources, prepare what the new client needs first.

Choose the next step from the answers

A useful conversation can lead to a paid offer, further research, a later review, or a different solution. Choose the next step from what the person tells you.



Questions you can use on a fit call

- What would you like to change, and why is it important now?
- What have you tried, and where are you still stuck?
- What support, timing, and investment would be workable?
- Who else needs to be involved in the decision?

Example follow up: “You mentioned checking the start date with your business partner. Is there any scope or pricing information you need from me before that conversation?”

DAYS 29 AND 30

Review your month and continue

Day 29 Compare with your baseline

Record outreach, replies, qualified prospects, calls, offers, pending decisions, paying clients, and money actually received. Compare these with Day 1 using the review worksheet.

Done when you have a factual picture of progress and remaining gaps.

Day 30 Plan the next four weeks

Continue the audience, offer, channel, and activities supported by your observations. Choose one improvement and one task to simplify or delegate. Schedule a weekly review.

Done when your next month has a manageable routine and one priority.

Use outcomes to choose your next investigation

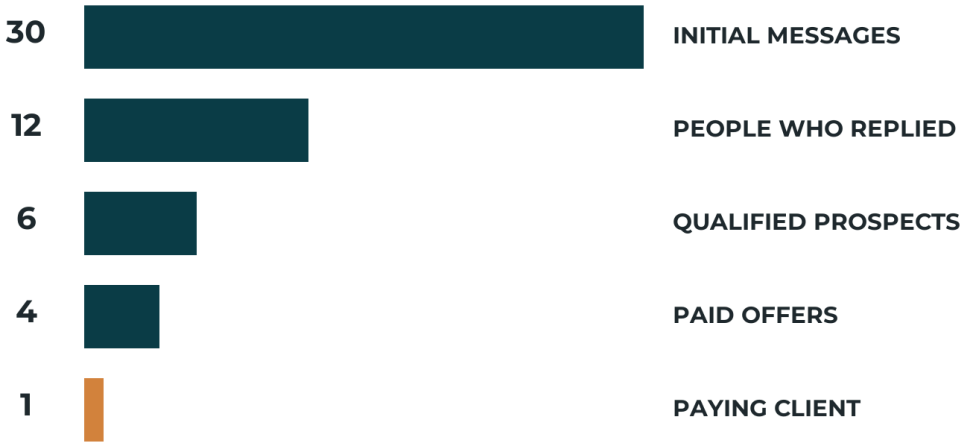
What you observe	What to investigate
Suitable people are hard to identify	Audience specificity and where relevant changes become visible.
Few people respond	Relevance, context, channel, and how easy the question is to answer.
Replies reveal a weak need	Your interpretation of the buying moment.
Interested people avoid the next step	Clarity, timing, trust, and the commitment required.
Qualified calls rarely reach a decision	Offer fit, evidence, scope, investment, and the buying process.
Purchases lead to difficult onboarding	Delivery preparation and communication.

Activity targets: Consider 20 to 30 individually considered initial messages over the month, about two useful content pieces per week from Week 2, and follow-up connected to genuine interest or agreed dates. These are workload suggestions, not conversion benchmarks.

ILLUSTRATIVE NUMBERS

Read the pipeline and plan the next week

This made up example follows one group of prospects. It shows how activity can narrow toward a purchase. The counts are not a forecast or a recommended conversion target.



Look at the reason behind each number

In this example, six replies did not become qualified prospects and two qualified prospects did not reach an offer. Review the actual reasons: a different need, an unsuitable scope, timing, a budget constraint, or an incomplete conversation. Keep pending decisions visible.

Use a manageable weekly rhythm

When	Action	Record
Start of week	Choose suitable contacts and one buying moment to explore	Why each contact may be relevant
Two planned sessions	Publish useful content connected to that situation	Questions and replies it generates
On agreed dates	Continue active conversations and follow up	Next action and decision status
End of week	Review outcomes and choose one improvement	What you will test next week

Track money when received and check whether the resulting work is worthwhile after delivery time and costs. More replies alone do not establish a profitable offer.

Choose tools for the task

Keep the core process simple. Use your current tools and introduce an additional platform only when it removes a specific obstacle. The options below also show the kinds of implementation support Digital Era Works can provide.

Task	Tool or simple starting option
Offer page	Your existing website platform; Lovable is an option for a new page.
Checklists and graphics	Canva or a simple document.
Video repurposing	OpusClip for extracts from existing teaching footage.
Scheduling	Google Calendar with your existing booking arrangement.
Resource delivery and follow-up	Personal replies or your existing email platform. MailerLite and GetResponse are options to evaluate if needed.
Tracking	A notebook, spreadsheet, or customer-management tool you already use.

An optional webinar route

If several interested people need the same explanation, a short educational webinar can replace a planned content activity. Keep it focused on one immediate problem and one useful outcome.

Prepare the lesson, registration, slides, reminders, calendar details, and a technical rehearsal. WebinarGeek can support registration and email scheduling. Agree separately on who presents and who supports the live event.

Run the event when there is a relevant audience and a reason to gather. Continue the core conversation routine if an event would add unnecessary work.

Keep messages relevant

Use resource delivery and follow-up for people who requested them or welcomed contact. Record what was agreed and make it easy to end the conversation. If a person has not responded, one brief follow-up after about five business days is a reasonable starting practice.

Get implementation help

If you have worked through the plan and want help producing the pages, content, materials, or technical setup, Digital Era Works can help with an agreed implementation scope.

Modern Website Design

Build a focused offer page, organize approved copy, prepare the inquiry route, and test the visitor experience.

AI Video Creation

Produce videos from an approved script. Video repurposing can turn existing teaching footage into selected clips with caption review and publishing preparation.

Canva Graphics Presentations and Lead Magnets

Create a checklist, branded graphics, slides, or content templates that support your selected offer.

Website Updates and Course Setup

Maintain pages and links, upload agreed learning materials, and prepare access for an existing paid program.

Webinar and Launch Preparation

Prepare registration, reminder messages, presentation materials, RSVP organization, calendar invitations, and technical checks. Agree separately on live delivery.

Creative Digital Support and Proofreading

Organize assets, format materials, proofread approved copy, and maintain implementation checklists.

To request help, contact Digital Era Works through the same channel where you received this blueprint or email **Myra Cress** at **connect@digitaleraworks.com**. Include the day you reached, what you completed, the task you want help finishing, your existing tools, and your preferred deadline.

WORKSHEET 1

Offer clarity worksheet

Complete this for one paid offer. Revisit it when buyer conversations reveal something useful.

My buyer and their current situation

The problem or goal I help with

The outcome I can credibly help them pursue

What the offer includes and excludes

Format duration and client responsibilities

Price and payment arrangements

Relevant evidence or example

The next step for an interested buyer

WORKSHEET 2

Buying moment worksheet

Record what you know separately from your interpretation. A conversation confirms whether a need exists.

Buying moment 1

Observed event or change and its source

Possible need connected to my offer

Question that could confirm the need

Buying moment 2

Observed event or change and its source

Possible need connected to my offer

Question that could confirm the need

Buying moment 3

Observed event or change and its source

Possible need connected to my offer

Question that could confirm the need

WORKSHEET 3

Prospect record

Copy this page for each prospect. Keep your notes factual and your next action specific.

Name and how we connected

Buying moment and what I observed

Need the person actually confirmed

Desired timing and outcome

Fit investment and decision process

Current stage

Next action and agreed date

Payment received when applicable

Stages: contacted, replied, qualified, offer sent, pending, paid, or closed.

A qualified prospect has a confirmed need you can address, interest in your approach, a workable timeline and investment, and a clear decision process.

WORKSHEET 4

Month end review

At the start, record the previous 30 days. At the end, record the 30 days of this plan. For pending decisions, use the count still open on each review date. Record money only when received.

Measure	Day 1 baseline	Day 30
Initial messages sent		
People who replied		
Qualified prospects		
Fit calls held		
Paid offers sent		
Pending decisions		
New paying clients		
Money actually received		

The buying moment or message that produced the most relevant conversations

One point where progress most often stopped

One improvement I will test next month

The weekly activities I will repeat and when I will review them

One task I can simplify or request implementation help with

References and further guidance

The buying moment approach focuses attention on the circumstances surrounding a purchase. Jobs to Be Done theory provides background for exploring the progress people seek in particular situations. The 30-day sequence and worksheets are practical tools to test in your business.

Christensen Institute
Jobs to Be Done theory

Canva
Creating ebooks and PDF resources

OpusClip
Turning existing video into selected clips

WebinarGeek
Registration process for participants

Email scheduling

Software features and plan limits can change. Check the current provider information before purchasing or configuring a new tool.

Continue with your next useful action

Keep your completed worksheets, approved offer, content, and tracker together. Use the next four weeks to repeat useful activities and investigate one weak point at a time. Your conversations provide the evidence for what to refine.

For implementation help, contact Digital Era Works and mention the day you reached and the specific task you want help completing.

Ready to Hand Over the Implementation?

Your next paying client needs a clear reason to choose you—and an easy way to take the next step.

This blueprint helps you plan that journey. If you'd like help creating the website, funnel, lead magnet, content, and supporting materials, **let's put your plan into action together.**

At Digital Era Works, we can handle the agreed implementation tasks so you have more time to coach, serve your clients, and speak with potential buyers.

I'm inviting you to a call to see whether we're a good fit. We'll discuss where you are now, what needs to happen first, and what we can take off your plate.

Email **Myra Cress** at **connect@digitaleraworks.com** with the subject **"Blueprint Implementation Call."** or visit our website at **digitaleraworks.com** to book a call and explore our services.

Bring your ideas, questions, or unfinished plan. Let's identify the next step toward getting it implemented.