

# How CEO Coaching International Generated 24 Quality Appointments & 5 New Coaching Clients in Less Than 32 Days Using a Proven LinkedIn Outreach Strategy

## The Challenge:

CEO Coaching International (CEOCI), provides their clients with coaching and strategic planning. Their world-class team made up of former CEO coaches, work specifically with CEOs, entrepreneurs, and their teams. They needed more stability and a steady stream of new prospects and they weren't getting that from their current follow up processes. Having a standardized, effective, and efficient process for following up with prospects after their initial touchpoint would be game-changing for them.

Before they started working with us, they had sent their newest book, *Make BIG Happen*, to a list of prospects (both warm and cold) but they did not have an efficient process to follow up with anyone who received the book to have them book a free coaching appointment.

## The Solution:

First, we confirmed that the list of prospects received the book. After, we created a messaging strategy and scripts that surrounded email and phone call touchpoints to reach out to each of them over a 32-day period.

We focused on one cohesive message based on the pains and challenges that high-level CEOs face.

The main focus of these touchpoints was to get people on CEOCI's calendar for FREE coaching appointments.

## The Results:

In just 32 days of reaching out to these prospects, they were able to generate 24 appointments and out of those appointments, 5 people signed on as coaching clients. With the number of appointments booked, they now have plenty of opportunities to close more high-quality coaching clients.

Our focus is always to deliver the RIGHT prospects and the right followup sequences. Thanks to an acute sense of clarity around the messaging, the strategy, and the clientele CEOCI wants to work with, we've been able to do just that.



**CEO COACHING™**  
international

## About CEO Coaching International

**Industry:** Coaching and Strategic Planning

**Location:** Miami, Florida

**View Company Website:** <https://ceocoachinginternational.com/>

## Think We Can Help?

Let's Chat to See How We Can Help Generate  
Quality Appointments for Your Business!