

# Gangland

First	Second	Ideas	Outcome
<p><b>Keyword</b>   What do you say that you do? (avoid acronym, url &amp; business names)</p>	<p><b>Community</b></p> <p>Tribe Community Crew Hub Central Network Hangout Squad</p> <p>Pack Brotherhood</p>		<p><b>Option A</b></p>
<p><b>Aspiration</b></p> <p>Time free Confident Ambitious</p>	<p><b>Identity</b></p>		<p><b>Option B</b></p>

Question 1  
**What is your current goal as an established health professional?**

Scale my business

Get more clients

Achieve world-class results

[Edit](#) [Delete](#)

Question 2  
**Would you like our help to achieve your goals even faster?**

Yes please!

Not just yet

I would love to see what's possible for us working together ...

[Edit](#) [Delete](#)

Question 3  
**We would love to share some of our worksheets that help our students attract clients, get world-class results and scale online. What's your best email address?**

Write your answer...

[Edit](#) [Delete](#)

**Group rules**  
Ask people to agree to group rules.

## Group rules

Create

- 1 Don't be a douche** ...

It's absolutely fine to disagree with someone's opinion. It's absolutely not ok to go about it in a douchebag way or attack someone. We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.
- 2 Legends, not leads** ...

The legends in Health Coaching Secrets are your peers, not your leads. Help each other. Celebrate all the wins. Serve, share and give. Be warned however, there is no self-promotion, spam and irrelevant links otherwise you will receive the swift boot of justice.
- 3 No filler or fodder** ...

Keep it useful, not just interesting. No cringey inspiration quotes or cheeseball conversation starters. Text is best as it respects people's time.
- 4 Don't be a parasite** ...

We love hearing how well you have implemented our Health Coaching Secrets to create more impact, growth and freedom. What we don't allow is for people to share our IP with others. We let our clients teach our IP (with conditions and crediting), so if you want to do this, you will have to sign up first.
- 5 Post or perish** ...

The purpose of this community is to nurture committed health professionals. Anyone who doesn't post, comment, or add value at least 2x per month will be removed. You will be amongst industry leading professionals who are at the absolutely top of their game. Ask, post, like, comment, and share the love. The more you put in, the more you will get out. Don't lurk in the shadows, get involved.
- 6 Safe space** ...

Being part of this group requires mutual trust. What you see here, what you hear, when you leave here ... stays here. If someone shares vulnerability within the group, support them. Don't betray their trust by broadcasting it publicly or sharing it with other people.
- 7 Red flag** ...

If you see something that goes against the spirit of the group, someone breaches the rules or makes you feel uncomfortable in anyway ... please let us know and we will investigate immediately. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

# Nurture Pool: Welcome Post

Welcome to [NAME OF GROUP]!

(This post will only take 2 minutes to read & download your free worksheets below)

We [VERB] [NICHE] to [BREAK THROUGH PARADIGM] to finally stop [PAIN] and [GAIN DREAM] ... even if [LIMITING BELIEF].

That being said, you'll soon discover we do things very differently.

We focus on [USP], which leads to greater [WANT] whilst making the process [BENEFIT].

Last year, we helped [NICHE] in [NUMBER] countries [DREAM] and escape [ROADBLOCK].

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# Nurture Pool: Welcome Post

We have even [INSERT AUTHORITY STATEMENT].

And today, we routinely help [NICHE] change their lives by [HOW].

All this without [FRUSTRATION], [LIMITING BELIEF] or [PREVIOUSLY BURNT TRUST].

As our newest [GROUP NAME] member, make a habit of coming back and checking out our live streams, plug-and-play worksheets and behind-the-scene tips & tricks.

So here is how to download your free gifts & get the most out of the group ...

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# Nurture Pool: Welcome Post

**In this 30-minute Functional Health Consultation, we will:**

Release your health-handbrakes, review your nutrition & lifestyle, and build the perfect roadmap ahead that guarantees you the results, specifically for you.

Assess your health using strategies that have been crafted from over 14 years industry experience and is currently pioneering research in universities.

This gives me critical insight into areas which nearly all health professionals miss ... all in a non-invasive, remote & cost-free way.

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# Nurture Pool: Welcome Post

These particular strategies are responsible for:

[INSERT RESULTS]

[INSERT RESULTS]

[INSERT RESULTS]

[INSERT RESULTS]

Simply comment **"LET'S ROCK"** below and we will DM you to schedule your complementary consultation.

P.S. We take these calls pretty seriously ... if you don't attend the call and we haven't heard from you within 7 days, you will be banished into the land of Facebook and exiled from [GROUP NAME] for 12 months.

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# Nurture Pool: Welcome Post

For more information, don't forget to check out [WEBSITE].

Along with my social media pages at:  
[INSTAGRAM]  
[YOUTUBE]

We're excited to share this journey with you!

Welcome to the tribe,

[YOUR NAME AT BUSINESS NAME]

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# Nurture Pool: Welcome Message

Welcome [NAME] to [GROUP NAME].

Please take your time to read this post.

I will also send you a friend request so none of our epic worksheets get lost when we send them to you in the future.

In the meantime, I would love to see what your main [GOAL] is?

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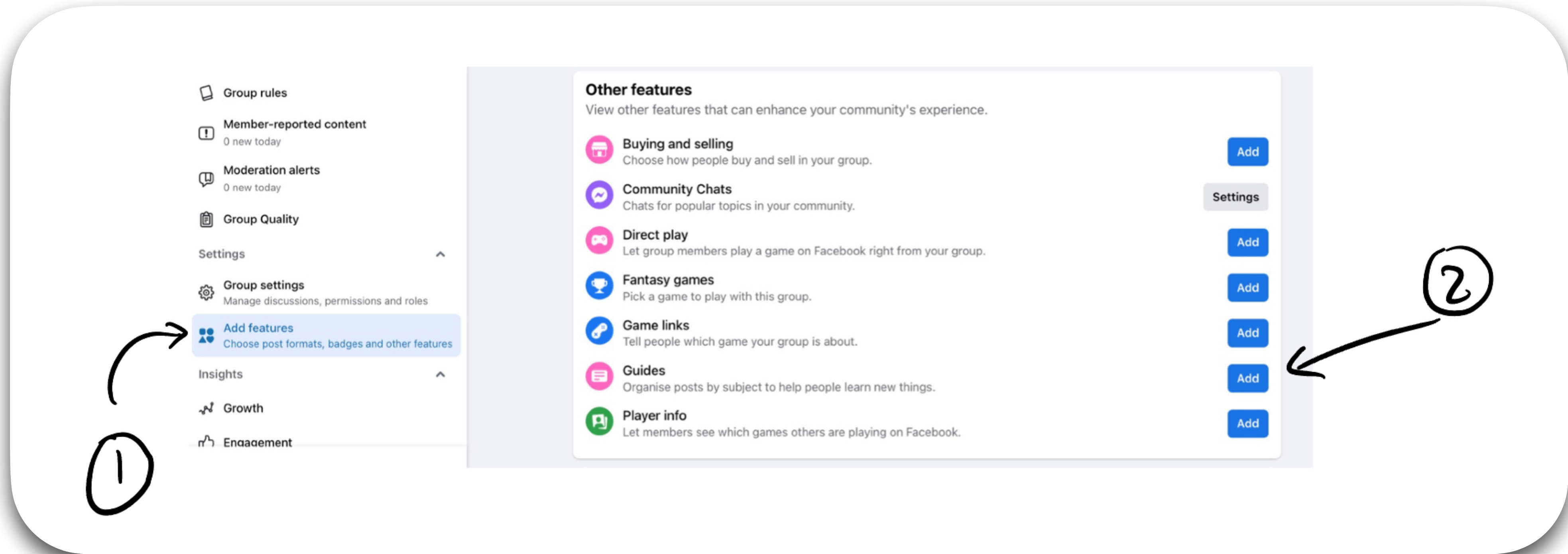
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# Notty's to Hotty's

Prospect pool		
Cold	Luke-Warm	The Hotties

# DM: Invite the Hotties

Hey [NAME]!

I appreciate the recent engagement / your loyal following.

I just want to check that you're inside [PROGRAM NAME].

We have a ton of value that helps [NICHE] [ACHIEVE DREAM] and [ESCAPE PAIN].

Shall I send you the link?

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# Email: Sweat the Content

Hey [NAME]!

I've just posted [A THING] inside [GROUP NAME].

It was responsible for [RESULT].

I'd love your opinion when it comes to [SOMETHING ABOUT THE THING].

Let me know here: [LINK THE POST]

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