



SHEMUSHIANS SALESPRENEUR HUB

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# The 90-Day Client Pipeline Roadmap

A calm, ethical playbook for coaches & consultants  
to build a predictable client pipeline in 90 days

A COMPANION RESOURCE BY PRADEEP GHOSH

# Welcome, Fellow Salespreneur

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Thank you for attending the webinar and for trusting this work with your time. This roadmap is the same 90-day structure I walk our members through inside the Shemushians Salespreneur Hub — distilled into a single, practical companion you can keep on your desk and revisit every week.

It is written for the mature coach, consultant or service professional who wants to grow with dignity — not by shouting louder, but by becoming clearer, more visible, and more trusted in the eyes of the right people.

## What's inside

- ◆ A three-phase roadmap: Clarity → Visibility → Enrollment
- ◆ Weekly milestones, action checklists & reflection prompts
- ◆ A 12-week progress tracker and a simple weekly routine
- ◆ An ethical enrollment flow & seven common mistakes to avoid
- ◆ A closing invitation to go deeper inside the L1 programme

## Before you begin

- *Where am I standing today — Clarity, Visibility, or Enrollment?*
- *What is the one shift I most want to see in 90 days?*

*A note on results. Any outcomes described here are based on effort, execution and market response. This roadmap is educational and does not guarantee income or client results.*

# The Salespreneur Philosophy

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Selling is not persuasion — it is service made visible. A salespreneur is someone who has taken ownership of both the craft and the commerce; someone who is proud to be paid well for work done with integrity.

The next 90 days are not about hacks or funnels. They are about building three quiet, compounding assets — Clarity (who you serve and why), Visibility (being known by those people), and Enrollment (inviting them into a paid relationship with grace).

## The 90-day arc



Each phase builds on the previous one. Do not skip ahead — visibility without clarity attracts the wrong audience, and enrollment without visibility is a cold sales call in disguise.

# Phase 1 — Clarity

## Days 1 – 30

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Goal: By day 30 you will be able to describe — in one calm sentence — who you serve, what shift you create, and why you are the right person to guide it.

### Weekly milestones

- ◆ Week 1 — Audit your last 20 conversations. Which excited you? Which drained you?
- ◆ Week 2 — Define your ideal client in one page: their stage, struggle, and stakes.
- ◆ Week 3 — Write your one-sentence positioning statement and test it with 5 people.
- ◆ Week 4 — Refine and lock: your niche, your promise, your signature approach.

### Action checklist

- ▮ List 20 past clients / conversations and mark energy: + / – / neutral
- ▮ Draft a one-page ideal client profile (age, role, struggle, dream)
- ▮ Write three versions of your positioning sentence
- ▮ Read them aloud to 5 people; note which one lands without explanation
- ▮ Publish your refined positioning to your LinkedIn / Instagram bio

### Reflection

- *Whose problem do I most enjoy solving?*
- *What would I still do even if it paid less?*
- *Where am I still hiding behind vague language?*

# Phase 2 — Visibility

## Days 31 – 60

Goal: Become the calm, familiar voice your ideal client sees consistently — through writing, showing up, and gentle conversation. Visibility is a discipline, not a personality trait.

### Weekly milestones

- ◆ Week 5 — Choose one primary platform. Retire the rest for now.
- ◆ Week 6 — Publish 3 posts per week: one story, one insight, one invitation.
- ◆ Week 7 — Start 5 warm conversations per day in DMs — no pitching, only curiosity.
- ◆ Week 8 — Host one small free session (workshop, AMA, or live) for 10–30 people.

### Action checklist

- ▮ Pick your platform based on where your ideal client already scrolls
- ▮ Set a repeatable content rhythm you can sustain for 12 weeks
- ▮ Build a simple 'idea bank' of 30 topics from your client work
- ▮ Track weekly: posts published, conversations opened, session sign-ups
- ▮ Send a personal thank-you to every new follower who engages

### Reflection

- *Am I creating for approval, or for the person I want to serve?*
- *What is the one message I keep returning to?*

# Phase 3 — Enrollment

## Days 61 – 90

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Goal: Turn attention into invitation, and invitation into enrolled clients — through unhurried conversations that respect both sides.

### Weekly milestones

- ◆ Week 9 — Design one clean offer with a clear promise, scope, and price.
- ◆ Week 10 — Publish it. Talk about it. Invite quietly and often.
- ◆ Week 11 — Take 5 enrollment conversations per week using the flow below.
- ◆ Week 12 — Review, refine, deliver. Ask every client for one honest testimonial.

### The ethical enrollment flow

- 1 Welcome — put them at ease; this is a conversation, not a pitch.
- 2 Listen — where are they now, and where do they want to be?
- 3 Reflect — mirror what you heard so they feel understood.
- 4 Diagnose — name the real gap; be honest if you are not the right fit.
- 5 Prescribe — describe how your offer bridges that specific gap.
- 6 Invite — offer them a clear next step; leave space for a “no”.
- 7 Close with dignity — either way, they should leave lighter than they arrived.

### Reflection

- *Am I inviting, or convincing?*
- *Is my “no” as clean as my “yes”?*

# Your Weekly Rhythm

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Small, consistent motion beats bursts of intensity. This is the routine we recommend to every member — five focused hours a week is enough to move.

|            |                  |                                                      |
|------------|------------------|------------------------------------------------------|
| <b>MON</b> | Plan & write     | 60 min — outline the week's content and offers.      |
| <b>TUE</b> | Publish          | 45 min — post one story or insight on your platform. |
| <b>WED</b> | Conversations    | 45 min — 5 warm DMs; no pitching, only curiosity.    |
| <b>THU</b> | Publish          | 45 min — post one invitation or client story.        |
| <b>FRI</b> | Enrollment calls | 60 min — 2–3 unhurried conversations.                |
| <b>SAT</b> | Study & reflect  | 30 min — read, journal, refine your message.         |
| <b>SUN</b> | Rest             | — Rest well. The work compounds while you sleep.     |

## Weekly targets

- ◆ 3 posts published
- ◆ 25 warm conversations opened
- ◆ 3–5 enrollment calls
- ◆ 1 hour of study & reflection

# Your 12-Week Progress Tracker

Fill this in every Sunday evening. What gets tracked, gets tended to.

| Wk | Posts | DMs | Calls | Signups | One win this week |
|----|-------|-----|-------|---------|-------------------|
| 1  |       |     |       |         |                   |
| 2  |       |     |       |         |                   |
| 3  |       |     |       |         |                   |
| 4  |       |     |       |         |                   |
| 5  |       |     |       |         |                   |
| 6  |       |     |       |         |                   |
| 7  |       |     |       |         |                   |
| 8  |       |     |       |         |                   |
| 9  |       |     |       |         |                   |
| 10 |       |     |       |         |                   |
| 11 |       |     |       |         |                   |
| 12 |       |     |       |         |                   |

# Seven Mistakes to Avoid

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## **01. Chasing every platform at once.**

Depth on one channel out-earns a thin presence on five.

## **02. Speaking to everyone.**

A message for everyone is a message for no one.

## **03. Hiding behind 'content'.**

Posts don't enroll. Conversations do.

## **04. Discounting to close.**

Price is a signal of self-respect. Protect it.

## **05. Selling before you serve.**

Give value first — small, generous, specific.

## **06. Copying gurus who don't serve your people.**

Their tone is not your tone. Sound like you.

## **07. Quitting in month two.**

Most breakthroughs are one honest month away.

# About Pradeep Ghosh

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Pradeep Ghosh is the founder of the Shemushians Salespreneur Hub — a quiet community for coaches, consultants and service professionals who want to grow their practice with clarity, dignity and craft.

After more than two decades in enterprise sales, coaching and leadership development, he now works one-to-one and in small cohorts with practitioners who care deeply about their work — helping them turn quiet mastery into a predictable client pipeline, without losing their voice.

*“Shemushi” is the Sanskrit word for a discerning, cultivated intelligence. That word shapes everything we teach: sell with intelligence, serve with heart, and build with patience.*

# A Final Reflection

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You did not come this far by accident. Somewhere inside you is a practice worth building, and people waiting to be served by exactly your voice. The next 90 days are simply the beginning of showing up for both.

Read this roadmap once. Then close it, open your calendar, and begin with Week 1. Come back to these pages on Sundays.

READY TO GO DEEPER?

## The L1 Salespreneur Programme

A structured 90-day cohort where we walk this roadmap together — with live sessions, one-to-one feedback, templates, and a community of serious salespreneurs.

[Apply at shemushians.com/L1](https://shemushians.com/L1)

With gratitude,

Pradeep Ghosh

Founder, Shemushians Salespreneur Hub

*Results described in this document are based on effort, execution and market response. Educational content only; no guarantees are made.*