

The 5 Ways to Get More High Paying Clients Automatically in 30 days

Helping you create a structured, stabilized plan so that you can
design an a manageable lifestyle

*In this pdf, you'll learn how to create a fail-proof strategy to
unclutter your marketing methods and focus on what works.*



If you are a consultant or entrepreneur that's been wanting to massively scale your business, but have been caught in the "hamster wheel" syndrome, here are a couple of reasons why:

1. If you are placing ads, you're not doubling your ROI
2. You don't have an automated system that converts your traffic to leads.
3. You're message isn't attracting the right people
4. Your audience doesn't believe that you can help them
5. You start out trying to find the right way to get clients, and end up paying for a lot of training, that sends you in so many different directions, leading you to become overwhelmed.
6. You are placing ads on facebook but don't know the advanced ways to get leads less than \$4 per click.

If this sounds like you, you are not alone! In fact, MOST consultants haven't figured out this formula for attracting the right clients. I see so many entrepreneurs getting stuck in this rut of adding more and more confusion to their originally simple idea.

The reality is that on whatever platform you decide to use, your offer won't convert to leads if you don't have the right messaging and system in place.

It's not just ONE platform that makes your online business successful, **it's the entire sequence that makes your product or service sell.** This is the core of everything.

But while so many entrepreneurs are getting stuck in this rut, they're so many more that are thriving.

In fact, the consulting industry is a \$470 billion business*
Plunkett Research Limited
In fact, marketing and sales consulting is growing by 25% according to Bloomberg.
Bloomberg calls this the FASTEST Growing areas of the consulting Industry.
AND Business COACHING (not consulting) is a 12 billion dollar a year industry.

According to IBIS

Right now, I'm guessing that...

You are a consultant, business owner, that wants to create a structured, and easy lifestyle earning enough to take care of your needs abundantly :

You want autonomy:

You're able to make the money, but don't want to do anything you don't want to do- how to design your life

You want to contribute your gifts:

You want to give the best results for your clients

This is all possible. But most people don't know the system to make it happen.

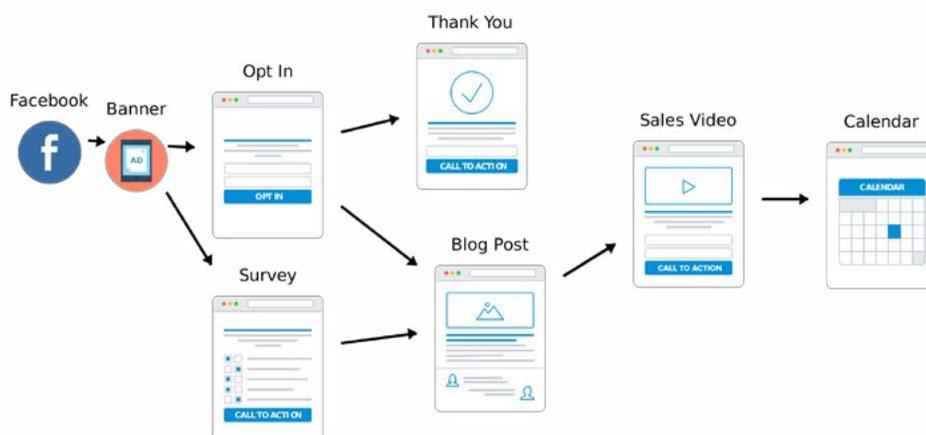
By mastering the this 5 -step system you can one of those entrepreneurs that are thriving.

This system that I'm going to show in this document is the exact system that got:

- Thomas Morris his first 4 high-paying monthly clients within 30 days at just \$2 per click
- Jennifer Sutton 3 sales of \$1500 each on her first webinar.
- Stewart Palmer to consistently make \$800 a day from his \$97 online course
- Ashley Johnston's membership site to make an average of \$1375 each month

What would your consulting business look like for you if you were to get new clients every week automatically?

In the next couple of pages I'm going to really just pull back the curtain and show you step-by-step exactly how it's done. Let's get started!



1. Creating an irresistible offer that will solve an urgent problem to a specific niche.

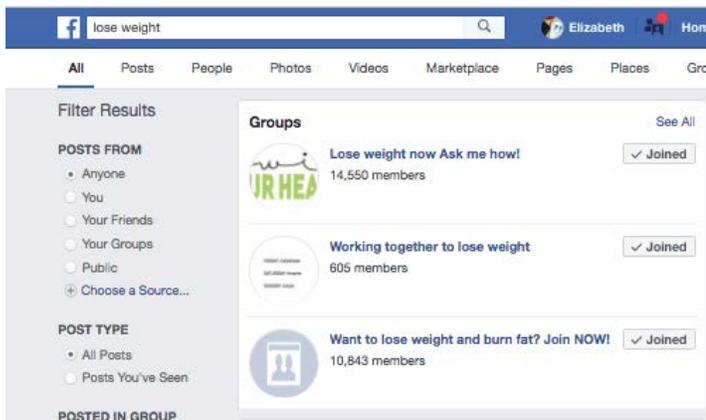
First you need to really understand your niche to understand how to solve their most pressing problems. Most people have a desire to get from point a to point b, so what are you going to give them to help them get there? Who they are and what they're willing to pay for?

You want your services to be able to provide a monthly service to help them transition from point a to point b. The more desirable your solution is, the higher you can price your services.

An easy way to find out what would be the best service that could command a price is to find them online. If you search on Facebook groups, Quora, Reddit you can get a sense of a specific niche's problems and how we could provide a solution.

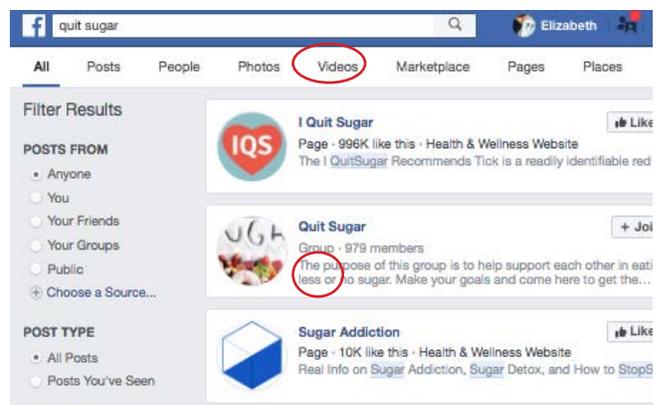
Here's an example: One of my clients is a weight loss coach who was trying to get more clients consistently. When we first met, he was telling me that he was having trouble getting clients and we realized that it was because he was generalizing in the overall market of men and women trying to lose weight by eating healthier. Although he was an expert at this, he wasn't targeting a specific niche that needed urgency.

To help him discover the best niche and offer to provide, I had him go into some [facebook groups](#) and do a search for facebook groups and pages.



When he saw that the general weight loss groups were all talking about a re-occurring problem of quitting sugar, it became obvious what solution to provide that was still aligned with his expertise. He crafted his solution to help people quit sugar, give them accountability to stop the sugar cravings.

He also noticed that there were so many more groups of people trying to quit sugar than "Eating Healthy" it validated his offer even more that he can reposition his services to helping people quit sugar and transitioning to a healthier lifestyle.



Hierarchy : Find Your Place on the Totem Pole

The Totem Pole is how important you are to your customer. A high mark on the totem pole is that the customer really needs you vs. a low mark which is a 'nice-to-have.' A business exists to offer a solution to a problem. Make sure the problem you are solving is something that people wake up in the morning and think about. OR, if your business goes away, then people's lives are worse off. If you aren't solving a high totem-pole problem, your business will be much harder.

Who do I serve, what can really help them do that 's a powerful transformation, what can i do make that happen- sales funnels- build email list, conversions on landing pages , etc.

Overall Summary: If you can help someone else get the result that they want faster than they would be able to get that result if they were trying it by themselves, then congratulations!-You have what it takes to ask them to become a client of yours.

Next Steps:

The next actions to take to decide what to offer is to

- Find an ideal niche them online.
Answer these questions [here](#) to help you get you started
- Look at trends on some community posts

Also, feel free to just ask in the group, what there biggest problems are in the group. So simple, right! You own free focus group is all right here.

Your product or service only has value because someone values it, not because you've priced it at a certain amount

They care about the results and what those results are worth to them.

How will it make their life easier?

How will it make them feel?

How will it change their life?

What can they not say no to?

2. The Bribe

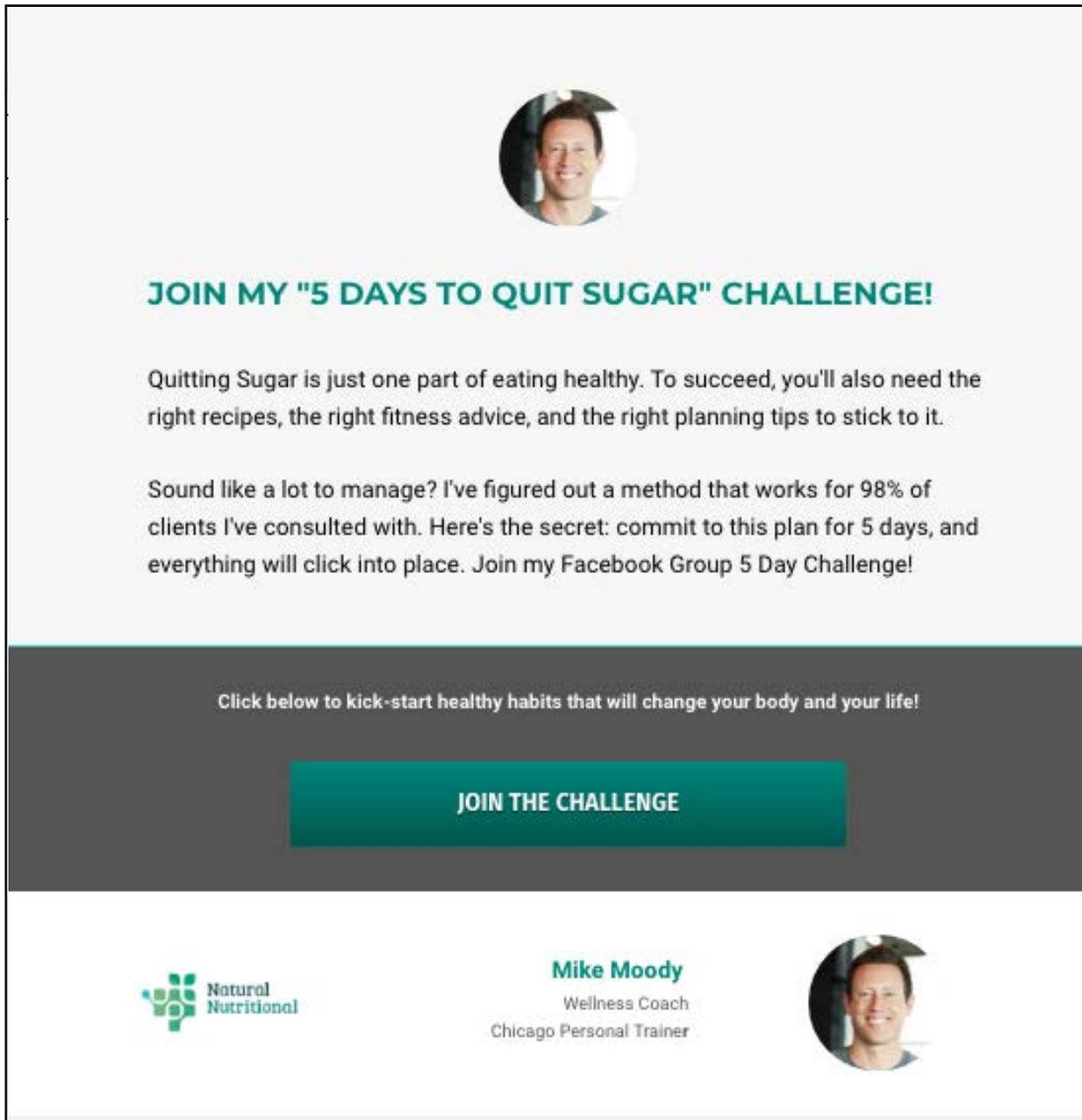
Now we're going to create your FREE "lead magnet" that is going to attract your targeted market to subscribe to your email list. The goal of this is to get your audience to opt-in to your landing page. Once they opt-in then they'll be automatically subscribed to your email list, where you'll give them your bribe.

After that, they'll be receiving a series of emails automatically that in each email, incrementally shows your credibility, and how and why they should work with you.

There are a couple of different ways we can deliver this with an option of different bribe types: -book, free course, webinar, contests, consultations are some great options.

But how do you decide what type of free offer to give them?

It depends what type of offer you're offering, what methods you and your audience prefer. Webinars are great, but you need to understand the structure and email sequence for it to work properly. PDF, Videos, etc. Whatever offer you decide, your objective is to get them to know, like, and trust you for them to want to buy from you.



JOIN MY "5 DAYS TO QUIT SUGAR" CHALLENGE!

Quitting Sugar is just one part of eating healthy. To succeed, you'll also need the right recipes, the right fitness advice, and the right planning tips to stick to it.

Sound like a lot to manage? I've figured out a method that works for 98% of clients I've consulted with. Here's the secret: commit to this plan for 5 days, and everything will click into place. Join my Facebook Group 5 Day Challenge!

Click below to kick-start healthy habits that will change your body and your life!

JOIN THE CHALLENGE

 **Natural Nutritional**

Mike Moody
Wellness Coach
Chicago Personal Trainer



This helped people develop a “quick win” and helped them motivated to lose quit sugar. At the end of the challenge, he was able to get SEVEN new clients, all by doing a video every day to motivate them, and getting them to know, like, a trust them. On the 5th day, he created an offer to the group, that if they wanted to continue with his support, then contact him. Once they contacted him, he then closed them from the sales script that I provided.

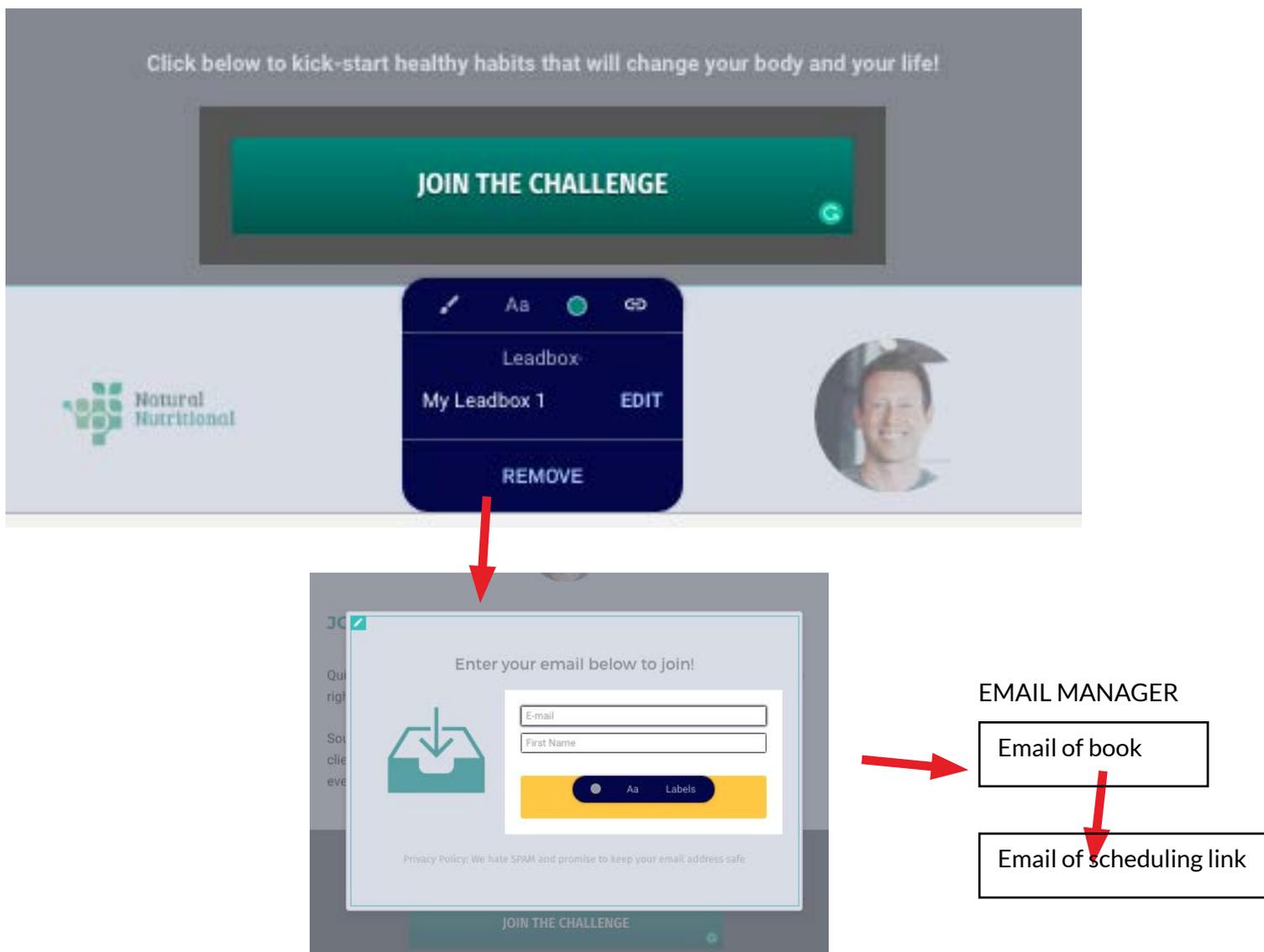
2. Putting it together : Opt-in Page

Now we got the audience, the offer, and the bribe. We're going to place this in a landing page that we'll eventually put on a facebook ad.

There are so many great landing page software programs to make this process super simple. Unbounce, Leadpages, Optimized Press, Clickfunnels, are the most popular. I personally like Leadpages. It's starts at \$27 per month, and incredibly easy to use.

Leadpages also gives you over 50 of their highest converting templates to use, so all you have to do is can just plug in your content in one of their designs and layouts and you've got yourself a landing page. You can also host your page on their domain if you don't have a domain set up yet.

It's also easy to integrate the opt-in page with your email software when someone subscribes from your landing page to your email.



3. Getting Traffic

Ok, Great! We've built the opt-in landing page. Swwwweeee-eet!

Now let's talk about how to get *traffic* to your landing page

There's a billion ways to get traffic out there.

In the consulting world, for my business, I've only ever used three:

1. Facebook PPC. No, I'm not talking about putting pictures of cats smoking cigars on your page and trying to get it to go viral. I'm talking about actual advertising on Facebook. Super-easy, super-fast; Facebook PPC right now is kind of like AdWords was back in the good old days.

2. LinkedIn PPC. If you're going to get jiggy with some of them professionals, then you might want to advertise on LinkedIn PPC. It works just like AdWords and Facebook, except it's on LinkedIn.

3. Direct Mail. I had a lot of good luck with direct mail. That is the secret weapon.

Let's start by talking about something that everyone's familiar with - that's good old Facebook PPC.

We have never, ever, ever had such an incredible opportunity to get in front of our perfect audience so quickly and easily than we do today.

So let's talk about how to get some of these customers because you could never get in front of them easier than you can today. The first thing we do, just like any process, we generate leads, right?

We have never, ever, ever had such an incredible opportunity to get in front of our perfect audience so quickly and easily than we do today.

And you know what?

That's just Facebook strategies that I've covered in the last few pages.

There's still LinkedIn and direct mail and all kinds of cool stuff. But the fact is, you probably won't need that many different strategies as we probably don't need that many customers to begin with; do we? So let's talk about how to get some of these customers because you could never get in front of them easier than you can today.

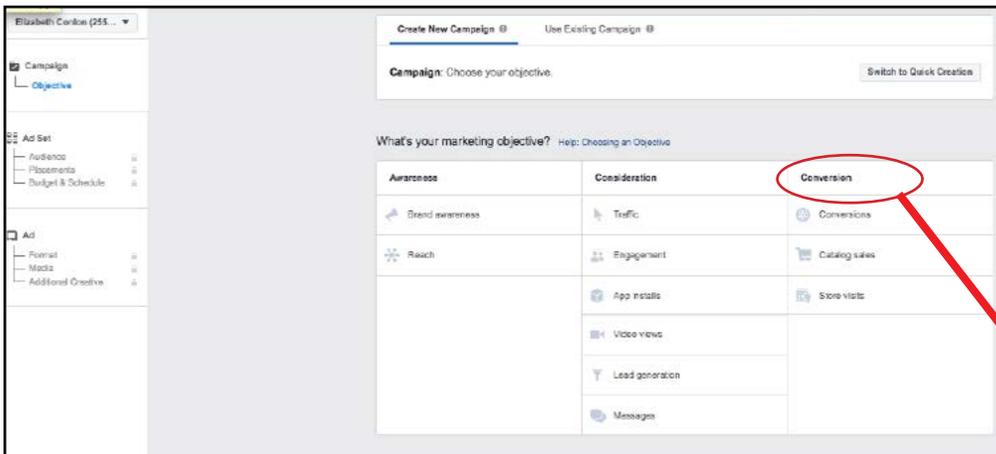
Conversions:

Now let's talk about what Facebook ads and which types of ads you should be doing:

To see the dashboard in facebook, you'll want to go the [facebook ads manager](https://www.facebook.com/ads/manager)
www.facebook.com/ads/manager

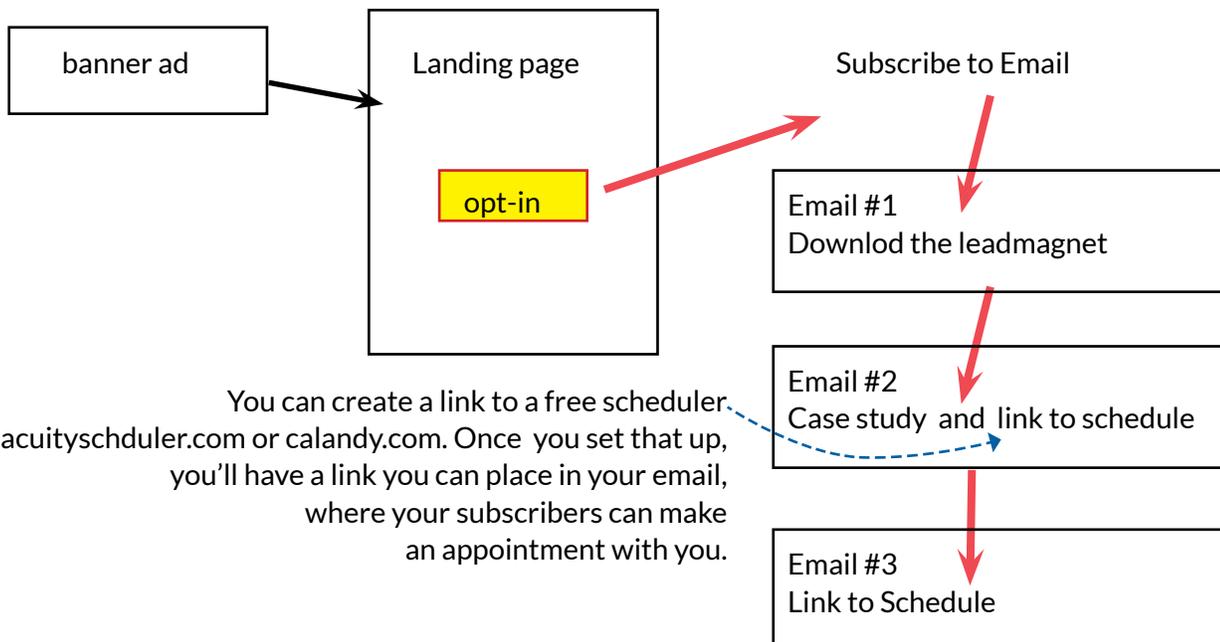
1. Your ads will be displayed from your facebook page, so you'll need to already have a business facebook page set up before you create your ad.

2. When you open up the dashboard, you'll see you have several different ad objections to choose from:



To keep this simple, and assuming that you don't have a video, we're going to have the objective to go to "conversions."

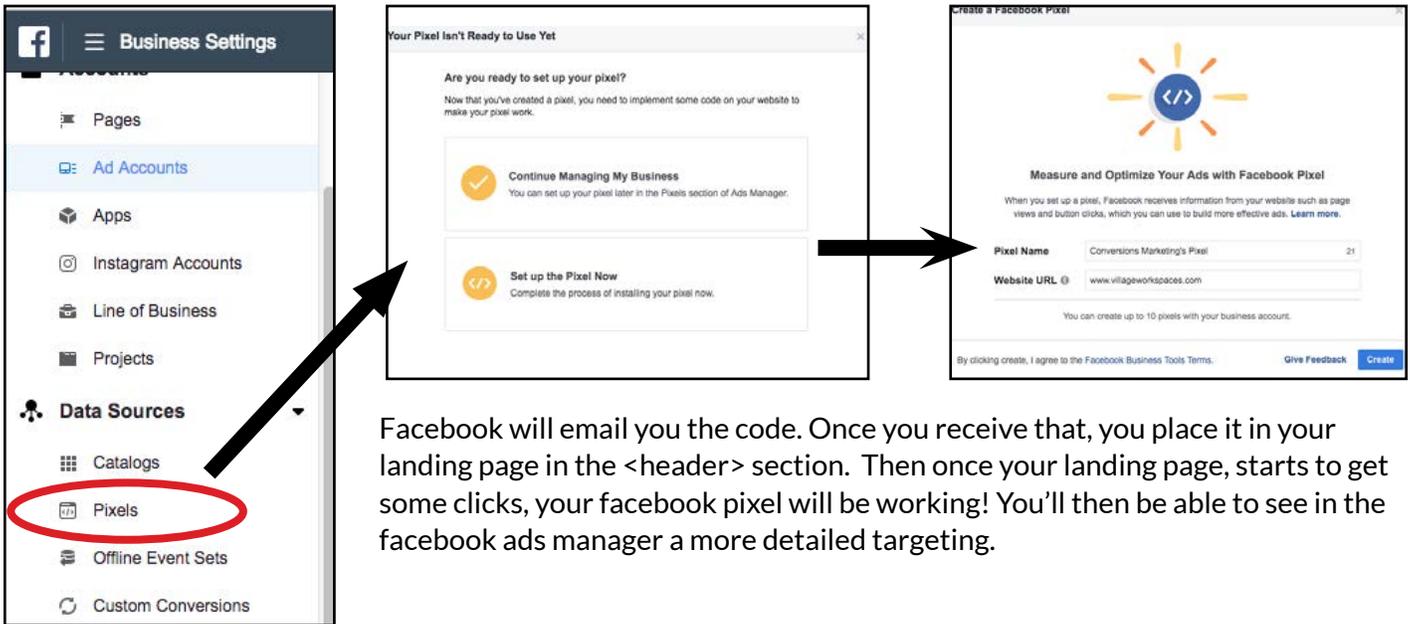
What we're first going to is create a banner, in [Canva](#) or Photoshop. and use that banner ad to lead to your "lead magnet" or "Free Bribe" that you created in your landing page. Essentially, the funnel is going to look like this:



You can create a link to a free scheduler like [acuityscheduler.com](https://www.acuityscheduler.com) or [calandry.com](https://www.calandry.com). Once you set that up, you'll have a link you can place in your email, where your subscribers can make an appointment with you.

But first! We need to create a Facebook Pixel.

For conversions, it's required that you need a "Facebook Pixel" It's also good practice to have one anyway. Essentially, a Facebook pixel is a code that you put in your landing page. With this code, Facebook is able to record everyone who clicked on your page, and/or opted-in. You can get the code from the business settings in the dashboard.



Facebook will email you the code. Once you receive that, you place it in your landing page in the <header> section. Then once your landing page, starts to get some clicks, your facebook pixel will be working! You'll then be able to see in the facebook ads manager a more detailed targeting.

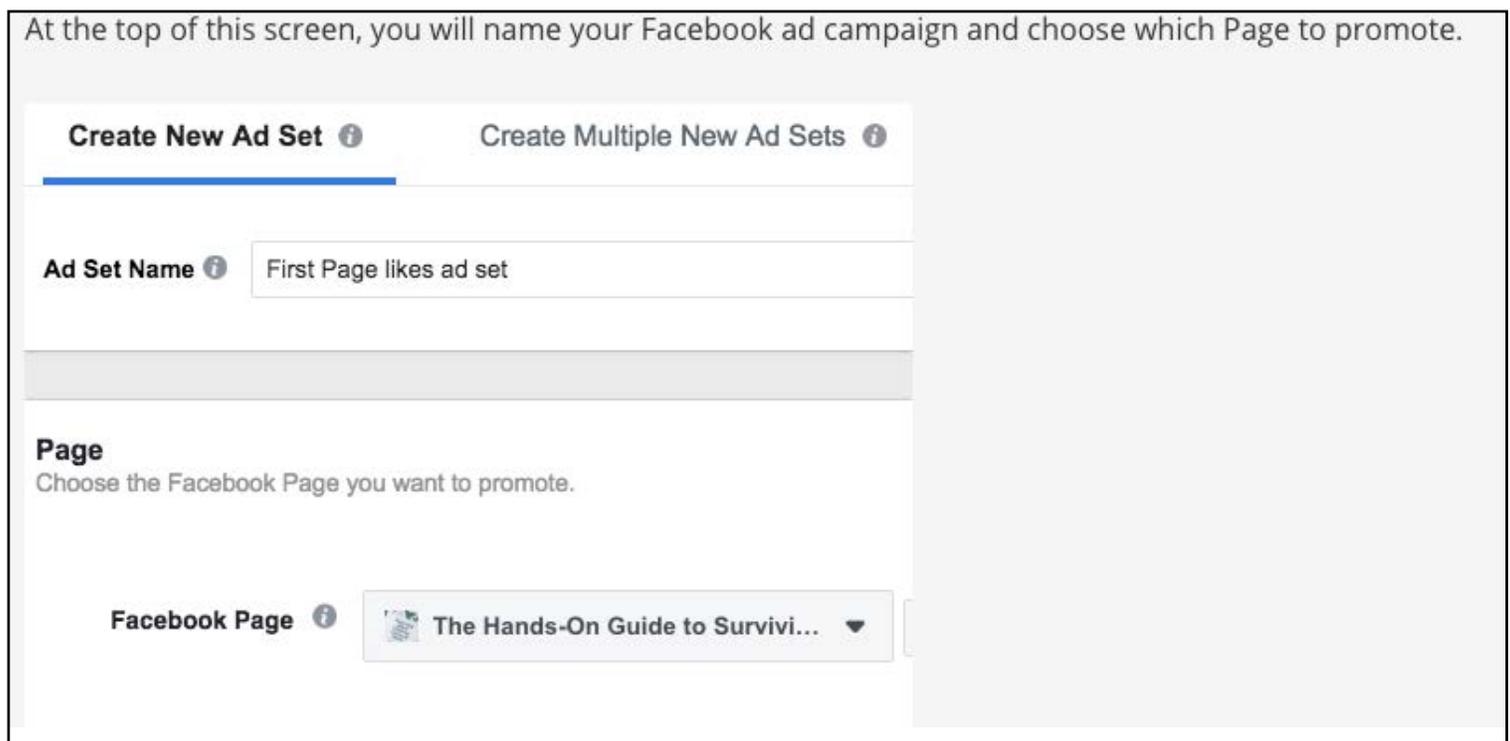
Ok, now we're ready to rock!
Let start placing ads.

Step One: Conversions as the Objective

Step Two: Set up your ad account

Name your campaign, and connect it to your Facebook page

At the top of this screen, you will name your Facebook ad campaign and choose which Page to promote.



Create New Ad Set ⓘ **Create Multiple New Ad Sets** ⓘ

Ad Set Name ⓘ First Page likes ad set

Page
Choose the Facebook Page you want to promote.

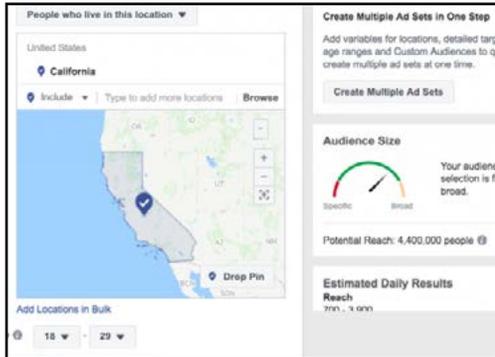
Facebook Page ⓘ The Hands-On Guide to Survivi... ▼

Step Three: Set target audience

Scroll down to start building the target audience for your ads.

You'll see the first option is to add a custom audience of people who have already interacted with your business on or off Facebook. We've got a separate guide to walk you through Facebook custom audiences, so here we'll focus on the targeting options.

Start by selecting your target location, age, gender, and language. As you make your selections, keep an eye on the audience size indicator on the right of the screen, which gives you a sense of your potential ad reach.



Now it's time for the detailed targeting.

Remember: Effective targeting is key to maximizing ROI—and there's no shortage of ways to target your audience using Facebook paid advertising. You have two fields here in which to make your audience as specific as you choose:

Detailed targeting: Use this field to specifically include or exclude people based on demographics, interests, and behaviors. You can get really specific here. For instance, you could choose to target people who are interested in both meditation and yoga, but exclude people who are interested in hot yoga.

Connections: You can target or exclude people who have an existing connection to your Facebook Page, your app, or an event you managed. For example, if you want to reach a new audience, you would select "Exclude people who like your Page." If you want to promote an offer or new product to existing fans, select "People who like your Facebook Page" to reach people who already know your brand.

Join me at Village Workspaces on Tuesday on Jan 29th, 7:00 pm in Sanat Monica.
Where we'll be discussimh the strategy on how to do this.

Step Four: Choose your Facebook ad placements

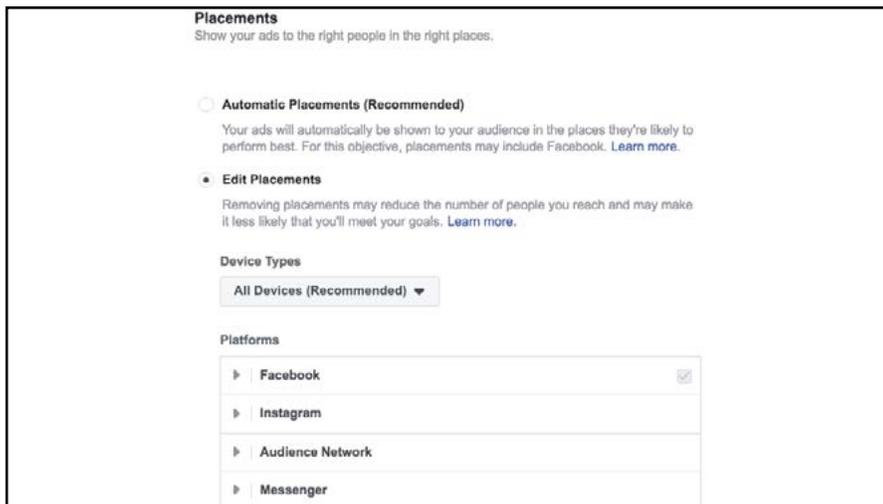
Scroll down to choose where your ads will appear. If you're new to Facebook advertising, the simplest choice is to use automatic placements. When you select this option, Facebook will automatically place your ads across Facebook, Instagram, Messenger, and the Audience Network when they are likely to get the best results.

Once you have more experience, you may wish to place your Facebook ads in specific locations. You have the following options:

Device type: Mobile, desktop, or both.

Platform: Facebook, Instagram, Audience Network, or Messenger, with several sub-options within each category (like feed versus right column versus Stories).

Mobile devices and operating systems: iOS, Android, or both.

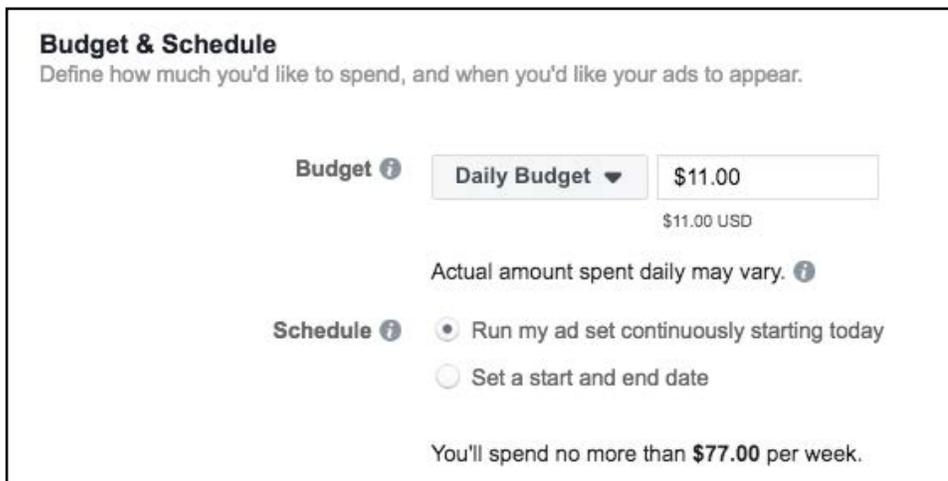


The screenshot shows the 'Placements' section of a Facebook ad campaign setup. It includes the following elements:

- Placements** header with the subtext: "Show your ads to the right people in the right places."
- Two radio button options:
 - Automatic Placements (Recommended)**: "Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook. [Learn more.](#)"
 - Edit Placements**: "Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)"
- Device Types** section with a dropdown menu set to "All Devices (Recommended)".
- Platforms** section with a list of four items, each with a right-pointing arrow and a checkbox:
 - Facebook (checked)
 - Instagram
 - Audience Network
 - Messenger

Step 5. Set your budget and schedule

Next, you decide how much money you want to spend on your Facebook paid ads. You can choose a daily or lifetime budget, then set the start and end dates if you want to schedule your ad in the future, or choose to make it live right away.

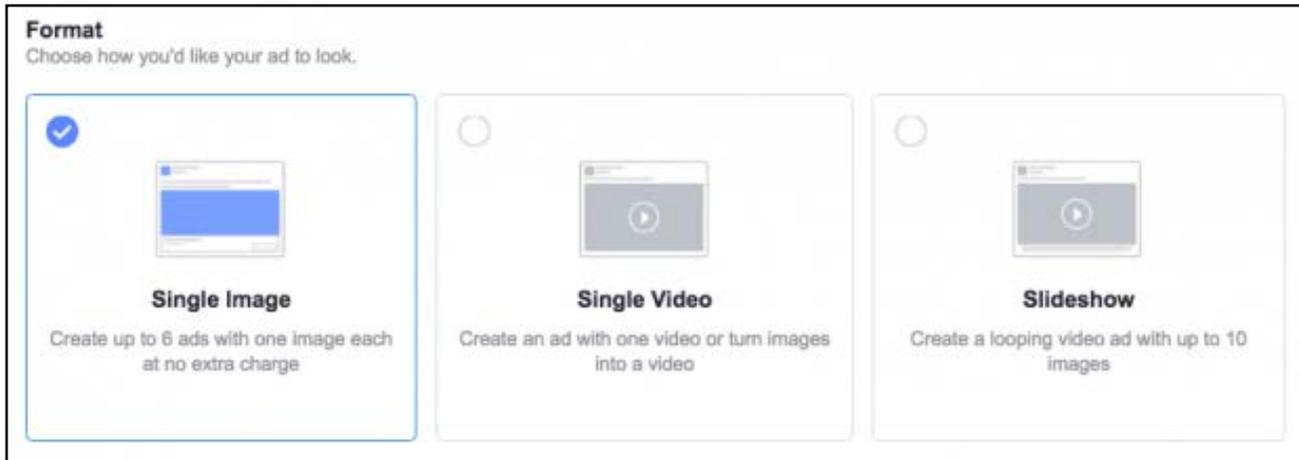


The screenshot shows the 'Budget & Schedule' section of a Facebook ad campaign setup. It includes the following elements:

- Budget & Schedule** header with the subtext: "Define how much you'd like to spend, and when you'd like your ads to appear."
- Budget** section with a dropdown menu set to "Daily Budget" and a text input field containing "\$11.00". Below the input field, it says "\$11.00 USD".
- A note: "Actual amount spent daily may vary." with an information icon.
- Schedule** section with two radio button options:
 - Run my ad set continuously starting today
 - Set a start and end date
- A note at the bottom: "You'll spend no more than **\$77.00** per week."

Step Seven : Create your ad

First choose your ad format, then enter the text and media components for your ad. The formats available will vary based on the campaign objective you selected back at the beginning of this process.



Use the preview tool at the bottom of the page to make sure your ad looks good for all potential placements (mobile, desktop news feed, right column, and so on). When you're happy with your choices, click the green Confirm button to submit your order, then wait to get an email from Facebook notifying you that your ad has been approved.

Facebook ad specs

Image and video specs for Facebook ads

Text and objective specs for Facebook ads

To plan effective ads, you need to keep the allowed character counts in mind. Anything beyond these text limits will be cut off.

You also need to understand which types of Facebook ads work with each of the ad campaign objectives described above.

Photo ads

Headline: 25 characters

Link description: 30 characters

Body text: 125 characters

Campaign objectives: All except video views

Video ads

Headline: 25 characters

Link description: 30 characters

Body text: 125 characters

Campaign objectives: All except video views

Carousel ads

Headline: 40 characters

Experiment with audience targeting

Start with a narrow audience and then broaden it slowly by adding one interest category at a time. For example, you could start with an audience specifically interested in “Napa Valley wine tours” and then broaden it after a few weeks, adding “wine tasting,” “food and wine,” and so on. That way, you’ll have a good idea of how expanding your target audience affects your results.

You can also use audience targeting to create different ads for groups related to different business goals. For example, you can speak to existing customers differently than you do to people who have never heard of your business before, or offer promotions based on your existing relationship.

If you have a local business, you can target your audience by zip or postal code. This is also helpful if you know a particular city or neighborhood converts well.

Test everything

It’s important not to make assumptions about what will work and what won’t in your Facebook ads. Every time you try something new, you should test it against your previous Facebook ads so you can see whether you’re making improvements to the metrics that matter most to you.

After all, the wisdom about best practices for Facebook ads is constantly changing, but only you know what works for your specific audience. And the only way you can keep that knowledge up to date is by testing.

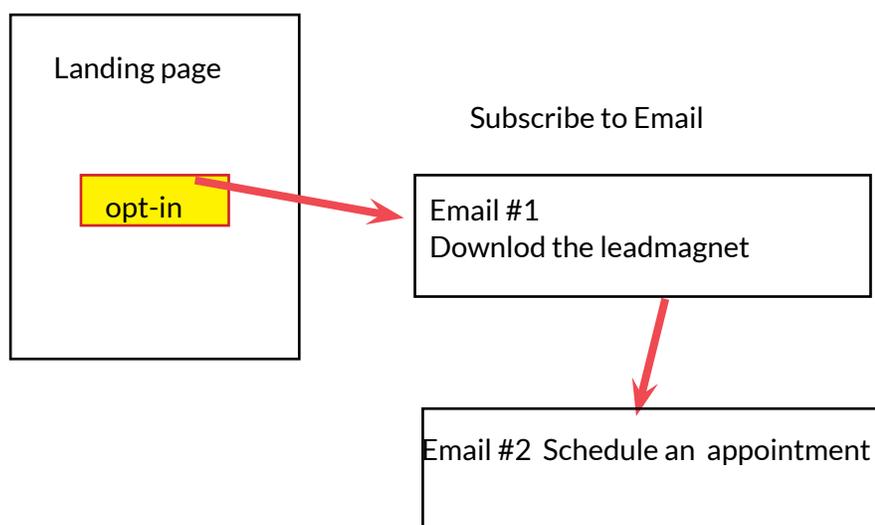
Track and optimize performance

Closely monitor how your campaigns are performing in the Facebook Ads Manager dashboard. If a campaign isn’t performing, take budget out and put it into an ad that is.

If you’re just starting out, it might make sense to run several ads with small audiences and budgets. Once you’ve determined what works best, use the winning ad as your primary campaign.

A successful campaign is one that has doubled your ROI.

Make sure that you are getting leads from your opt-in page, and a high open rate to your email list.



Ok, great, now you should be getting some appointment from your sales funnel link. In your email you can ask them to schedule an appointment from a free scheduler like acuityscheduling.com or calendly.com

Now how do you close these sales?

We begin by asking some questions to find out where they want to be, what their desired result is from working with you.

One way I do this is I say 'Listen Bob, if we were having this conversation twelve months from today and you were looking back at the past twelve months, what would have needed to happen for you to be happy with your results?'

What this causes my prospect to do is to think twelve months ahead in the future, picture himself having worked together with me as a client and then tell me exactly what needs to happen for him to be happy in that circumstance. This makes him think 12 months ahead and picture himself having worked with me.

That gives me a very clear idea of where he wants to be.

Next thing I do is I ask him questions to find out where he is now; then I ask more questions to lead him to the right steps he needs to take in order to get where it is he wants to go.

When I've asked all my questions and got all his answers, I simply help formulate a plan based on their answers. Sounds kind of ethereal, I know; let me kind of spell it out for you.

I find out where they are, where they want to be and then – through these questions – I get all the stuff I can get from them, all the raw materials and I build them a bridge to get there in the form of a plan.

Let's say I said 'Hey if we were working together for twelve months, what would have needed to happen in the past twelve months for you to be happy?' And he says 'Well, I want to have 2 million dollars a year.'

Then I show my credibility by saying..

Well my area of expertise is helping _____ to _____ by _____.

I typically work with _____ and I help them to _____.

When you state what you are an expert at you want to say it in a way that speaks directly to what your prospect has just told you throughout the call and it should sound PERFECT for him/her.

Script out how you present yourself and practice it until you can deliver it clearly and in a powerful way.

You want your prospect to think "that's me" and "That's my situation right now" and "I definitely want to achieve that result"

Look, the REAL decision you are making isn't whether or not to coach with me or anyone else out there. That's really irrelevant....

Register [here](#)

The REAL decision you have to make is whether, or not, you are ready to commit to (having the things they said they wanted to have in their business and/or life), or whether, or not, you want to continue... (having all the problems and challenges they just told you they had).

THAT'S the REAL DECISION you are going to be faced with, until you are ready to change.

Therefore...

You must be the expert to help them here.

When you finish stating your sentence just shut up.

We're waiting for any words that mean let's move forward with this:

"What's the next step?"

"Ok well what's next?"

"Ok how do we get started?"

"Ok let's do it!"

When they are ready to move forward say:

Awesome! Well we can get you started right now if you want.

(OK well how do we do that... OK how do we do the payment... Words like this....)

We can do credit card over the phone if you want.

(OK cool.... Or words to this effect)

So is that VISA or MASTERCARD, collect the details and BOOM!

So that's the final step to getting 5 high paying clients automatically.

And as you read these five steps and envision yourself doing them.

Let me ask you a question...

What do you think you're business would look like if your business actually did all of this stuff?

Do you want to find out?

Join me at Village Workspaces on Tuesday on Jan 29th, 7:00 pm in Sanat Monica.

Register [here](#)

In this event, we'll be discussing, helping you create a structured, stabilized plan so that you can design a manageable lifestyle.

Who this is for: For entrepreneurs, consultants, service providers, entrepreneurs that are in the second phase of their business, developed momentum, with at least 6 or more monthly clients, and looking to scale up with an automated process.

But while so many entrepreneurs are getting stuck in this rut, they're so many more that are thriving.

By mastering the this 5 -step system, you can one of those entrepreneurs that are thriving.

In this event I'm going to really just pull back the curtain and show you step-by-step exactly how it's done. By the end of this training, you'll have the ability to scale your brand, and get your offer seen to the right people. You'll have a fullll comprehension of why this sequence works, and how to automated this method, to create a predictable income.

Register [here](#)

Only \$27 to master this sequence!