



SUPER **CHARGED**

5-MINUTE GUIDE
ON HOW TO GET UNLIMITED
HIGH PAYING CUSTOMERS
FOR YOUR SPEAKING, COACHING, CONSULTING OR
CREATIVE AGENCY BUSINESS ONLINE

Maurice W. Evans
America's Favorite Business Coach™

The 5-Minute Guide to Getting High Paying Customers for Your Speaking, Coaching, Consulting or Creative Agency Business

- SPECIAL REPORT -

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INTRODUCTION:

Getting Hired For the First Time

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t can feel terrifying when you put out your shingle and launch your speaking, coaching, consulting or creative agency business (SCCC) for the very first time.

Even though you know what you are doing and have some good information to share, there is still the period of doubt that everyone faces.

You might be thinking: Am I good enough to coach others? Do I have something they haven't seen in a consultant before? How can I convince them to hire my agency? Will people pay to hear me speak? All of these questions, and more are perfectly natural and everyone has them when they start out.

What you need to remember is you got into this business for a reason, and after you have a couple of talks, sessions or services under your belt, those doubts will pass. Or at least go hide in the corner, out of sight for a while! If you have done your homework and you know that you have something truly valuable to teach others, there is no reason to be nervous.

Remember, your clients don't know if it is your first session or your hundredth (unless you tell them of course), and as long as you are truthful, confident and sure of what you are saying, the thought will never cross their mind. Even if it is your first gig, most customers won't care!

This guide will give you some specific things that you can do to improve your chances of closing high paying customers and describe some of the mistakes that people sometimes make when they are new to the world of speaking, coaching, consulting or creative agencies (SCCC).

PRO TIP: THE MOST
IMPORTANT THING YOU
CAN DO TO GET HIRED IS
TO SIMPLY:
BELIEVE.IN.YOURSELF...

Do that and your clients
will believe in you too!



KEY 1:

Don't Argue When They Object to Price



peaking, coaching, consulting and creative agency work can be expensive, and the more sought after the

provider happens to be, the more people will pay to be taught by them.

Tony Robbins does not necessarily teach anything that cannot be learned from another coach or consultant. Yet he is one of the most in-demand speakers & coaches and therefore one of the highest paid.

Even at the novice level, the cost of coaching can be really surprising to some people. The reason is simple: they aren't familiar with just how much value coaching, consulting or agency work actually provides.

If you have ever lived in the suburbs, it is likely that you have seen door-to-door vacuum salespeople. These vacuums are premium machines on the market, often having a lifetime

warranty and costing hundreds or even thousands of dollars.

For a (very short) while in the early 90s, as a teen, I tried to sell Kirby Vacuums (for \$3000+ each). Compare this to the Dirt Devil that you can get at Wal-Mart for \$79.99 and you can understand why people object when salespeople unveil the price. That's the same thing that happens with high-ticket SCCC.

People are used to paying \$10 or \$20 for a book or app that will help them achieve a goal. The idea of paying hundreds or thousands of dollars for coaching is foreign to them. That doesn't mean they can't be convinced of the value of a speaker, coach, consultant or agency, but it does mean they are probably going to intuitively balk when you mention your price.

The important thing here is not to argue with them about the price, and definitely do not offer to lower it for them. Instead, simply answer their questions and build the value of your services. If you argue with them the only result is that you look like an amateur and desperate for business.



Often, many SCCCs have a hard time pricing their own services. They think their price will be too high, while at the same time they always feel like they are charging too little.

Remember, your job isn't to convince prospects you are worth hiring as a Speaker, Coach, Consultant or Creative Agency. Your job is simply to show what you have to offer and let them make the choice whether or not to take advantage of your offer.

They will think twice about turning you down if you don't appear to care whether they hire you or not. The good news is you can simply "take

orders" without "selling" as a SCCC.

This is important because people hate to be sold (but they love to shop) and if you are like most SCCC's, you also hate to "sell".

I show my students both how to find the sweet spot in their pricing and how to "sell without selling" (activating the "shopping" mode in your potential high ticket customers so you never have to be "salesy".)

This is important because if you don't have confidence in the value of your services, no one else will either.



KEY 2:

Give (some) Free Training to Show Value



ou may find some of your customers are not familiar with professional speakers, business or life coaching or outsourced work

or how it all works. They will often have an easier time accepting your price and committing to your services if you can show them there is a huge amount of value in them.

The best way to do this is to offer them some sort of free trial. The great thing about a free trial is you don't have to spend anything but a little "extra time" to offer it, and the customer has nothing to lose by trying it. The bad thing is that too many free trials can eat up your most valuable resource – your "extra time".

I show my students how to maximize their time with free training or samples so they may have reserved majority of their time for personal life and their high paying customers.

Keep in mind, you don't necessarily have to offer a full campaign or an actual session with the client as your free trial. Many coaches record a general coaching video that can apply to a wide number of problems and then offer it to clients to show what

the coaching session will be like. The reason this is often a preferred method is it allows you to get their email address in exchange for access to the video. This allows you to follow up with marketing calls or emails once in a while. This ensures they don't forget about you if they don't sign up immediately after watching the video.

Of course, if you really want to show value, then you might want to consider doing a small event, campaign or session instead. This is particularly true if the customer you are wooing has the potential to sign up for multiple sessions or a package deal.

You want to show them what they will be getting and actually give them as much value as you possibly can during the first session. Of course, you won't be able to completely solve whatever problem they are having in a short 15 or 30-minute talk, session or test campaign, but you can demonstrate to them you know what you are doing and what you are offering has real value. This is something they won't soon forget.

This is important because winning High Paying Customers, especially if no one knows you yet, will require potential clients get a "taste" of the value you provide.



KEY 3:

Target a Narrow Niche Audience



It is a bad idea to be a general motivational speaker, business or life coach, or creative agency because you'll be lost in a sea of others.

Most of them will be much more experienced than you and many of them likely better at the business of SCCC than you are.

Several of them will have a bigger and more established name than you do.

Harsh, but truth.

However, this doesn't mean you can't compete in the marketplace if you know how to label (ie "brand") yourself properly.

The best way to distinguish yourself among the competition is to narrow the field of competitors down as much as you can.

That means becoming a SCCC for a specific type of business or person or to help with a specific type of problem.

What you want to do is find out which smaller niches are quite popular among customers but don't have a lot of SCCCs specifically competing in them.

This will require some research, but it is worth it when you find you are able to become one of the leaders in a specific sub-niche within a very short period of time.

Be careful, it is possible to narrow your niche down too specifically, be sure find a wide enough audience to appeal to.

For example, you might not want to advertise yourself as a Career Coach for women with children between the ages of 35 and 40.

This is far too specific and you are going to have a hard time finding customers.

I show my students how to narrow their expertise down to the most profitable niche for themselves in the fastest way possible.



Here are some examples of sub-niches that you could target with a SCCC business.

- ▶ Weight loss Coach for people that weigh over 250 pounds
- ▶ Stop smoking Coach for those who smoke 2 or more packs/day
- ▶ A joy Speaker for Christian women
- ▶ A weight loss Speaker for men who love fried food.
- ▶ A career Consultant for professionals in corporate America.
- ▶ A writing Coach for fantasy and science-fiction writers.
- ▶ A Digital Marketing Agency For Chiropractors
- ▶ A Lead Generation Agency For Dentists
- ▶ A Startup Consultant For "Wantrepreneurs"
- ▶ A Conversion Optimization Speaker for Ad Agencies
- ▶ A Sales Funnel Consultant for Financial Planning Firms

This is important because it allows you to stand out from the crowd and get high paying customers – even if no one has ever heard of you.



KEY 4:

Have a Problem Solution System



ou want to offer your clients a “problem-solution” system for tackling their goals.

Your job is not to reach their goals for them, it is for you to give them the tools, the support and the information to solve the problem themselves.

That means they need to know two things:

- 1 what their problem is, and
- 2 what they need to do to resolve the problem.

Let’s take a common problem: weight loss.

Suppose you have a customer who’s trying to lose weight, but can’t seem to do it. Simply talking to them each day and asking how they are doing, if they tried to eat less or if they did some exercise that day will not help them at all.

Instead, you need to come up with a specific way to solve each problem that stands in the way.

For example:

IF The customer cannot stick to their diet:

- 1 you identify the problem as their diet is too restrictive, and doesn’t allow them any pleasure from eating.
- 2 You solve the problem by helping them create a new diet that allows them to healthily eat some of their favorite foods.

Suppose the client wants success selling books on Amazon Kindle.

- 1 You identify the problem as them having an amateur cover, a manuscript full of misspellings and typos, and extremely poor formatting.
- 2 You point them in the direction of Photoshop tutorials or freelance cover artists, help them understand how to edit better or show them how to find an editor, etc.



OPTION:

3 The only exception is when you also act as an Agency.

In this case, you offer a 3rd option which is “we do the solution with (or for) you.” (ie. we design a cover for you and edit your manuscript.)

I show my students how to utilize these very important methods. Again the most important thing here is that you can:

- 1 identify a specific problem and
- 2 come up with specific solutions for that problem.

That’s what your customers need and what will make them come back to you with each and every problem that they have.

This is important because you want your customers to keep doing business with you and send you referrals.

This happens as a result of you being known as a “problem solver”.



KEY 5:

Offer a Variety of Styles or Packages



ou should definitely offer a variety of talks, coaching or consulting styles or creative agency packages your clients can take advantage of.

There is no one-size-fits-all solution that works for everyone, and if you want to appeal to the widest audience you can, you need to make sure you offer what they feel most comfortable with.

For example, some people only want to receive coaching via email, because they prefer to read and are uncomfortable with “face-to-face” live chat coaching over the internet. Some have busy lives and prefer audio files that they can listen to on their commute. Some just prefer the warm-fuzzies of telephone interactions. Then, there are people who prefer to watch a pre-recorded video series rather than participate in live coaching. Finally, there are the people that prefer face-to-face coaching using video and audio or live in-person meetings.

Here’s another example: since writing an email or recording an audio message likely takes you much less time than recording and editing a video, this might be your least expensive option.

Obviously, taking an hour out of your day to coach someone face-to-face will be your most expensive option, assuming you are offering live, and in person, coaching sessions.

Whatever you do, just make sure that you are always serving the customer. Ask your clients what they would like to see and they might come up with some ideas that will surprise you...and end up making you a lot more money.

For example, you might not have ever thought of writing a book prior to starting down the speaking/coaching/consulting/creative agency journey, but this might be an addition to your business that will be a big part of your income if your clients like your writing style.

Of course, you can vary prices for different types of communication. This also makes you accessible to multiple budget levels.

I show my students how to maximize their profits by catering to their clients’ specific needs.

This is important because you want customers first interaction with you to easily fit into their needs. This happens when you provide a variety of styles or packages at different price points.



KEY 6:

Increase Your Platform

I

Imagine if you didn't have to chase after High Paying Customers, but rather, they were chasing after you instead. ***This is the core of what I teach my students:***

"Platform forces success to chase you."

My mother was a Motown-Era Singer. She sang for the Crystals, the Tiffanies & The Marvelettes with popular hits like "Mr. Postman". She also was a record label exec among other things. I learned firsthand how platform literally changes the course of a career, brand or business.

A phrase I am quoted as saying often is:

"You will see higher levels of success if you are the best 'known for doing' a thing than if you are merely the 'best at doing' the very same thing."

Let me prove this to you. When I say "Dr. Phil" what comes to mind? No doubt immediately you know him as American television's most popular pop psychologist.

I'm sure you could make a valid argument for lots of other psychologists in the world whom you believe possess far greater skills and abilities than Dr. Phil.

Be that as it may, the question still remains "who is the 'best known' for pop psychology, though?"

Of the two, the better "known" and the better "at", which do you think has more opportunities for success? Which puts in the least effort to get the most results?

How about Dr. Oz? Are there other doctors in the world who are imminently more qualified than Dr. Oz? Of course there are!

But who is the best known American TV doctor? Which doctor is looking for patients and which has patients begging for him to be their doctor?

To drive this point home, let's consider another very familiar name. Oprah Winfrey.

Are there other talk show hosts that might possess better people skills, sharper insights and more qualifications than Oprah?

I bet you could think of a few. I know I can. (Barbara Walters, anyone?)

However, the fact remains Oprah Winfrey is today's best known talk show host and that makes all the difference in the world.

That is also the beauty of **you establishing platform as the expert in your niche**. Because platform literally **forces** success to **chase you!**

Stop and think about how this can factor into the entrepreneurial mindset.

Do you think Dr. Phil, Dr. Oz and Oprah Winfrey ever lose even a moments sleep worrying about whether or not they will be able to get the right guests to appear on their show?

Do Martha Stewart, Rachel Ray, Howard Stern or Donald Trump have to seek out publicity, financing, customers or joint venture partners?
Of course not!

But why not?

Simply because they have established platform. Their platform forces people to desire to take advantage of that platform. Everyone from customers to vendors to partners to financiers are busy **seeking them** out.

You can do the same thing.

Even though someone's always going to be better "at" being a speaker, coach, consultant or creative agency, you can become the "best known" and you will have as many clients as you wish.

More importantly, you will have High Paying Customers who are glad to pay you any price you ask.

I show my students how to increase their platform in record time. I show them how to book their calendar with hungry prospects who can't wait to work with them because they have platform.


This is important because whether you are already known or not, the one with the highest platform attracts the most (high-paying) customers!

By becoming the "best known for" your type of coaching, consulting or creative agency work, you force success to chase you down.



KEY 7:

Create A Lead Sucking Magnet



One of the biggest challenges first time students tell me they face is they do not know how to get enough leads.

They seem to try everything but can't get qualified people (i.e. high paying customers) to take interest in their offer.

Let's face it, if you do not have fresh leads coming in, you can't get new customers.

More importantly you need to have leads that are both *willing and able* to become high paying customers of your services.

There are tons of ways you can get new business. We have a course that shows students around 30 different ways to get new customers. Everything from networking to public speaking.

Often times though, that's a lot of hard work and it generally is designed only as a jumpstart due to it not being easily sustainable or scalable.

Many SCCCs get caught in the chicken-egg scenario where they are spending time generating leads and then spending time servicing those leads.

You never want to be so busy working IN your business that you do not have time to work ON your business.

So what is the solution?

A lead generation system!

You need something that is **sustainable, predictable and scalable.**

You need to be able to turn it on or off like a faucet, whenever you need it, for however long you do or do not need it.

Believe it or not, this type of system will usually include some form of advertising.

If a friend did not share it with you, you probably got this report as a result of seeing an advertisement.

Naturally, not everyone who responds to our ads and gets this report becomes a student.



However, many decide they are serious enough about their own success to get direct professional help from us.

Those are the people we mentor because they enrolled in our programs and courses. The rest may enroll at some point in the future. Some may never enroll.

That's OK. Our job is to help as many people as want to be helped. We can only do that by reaching as many people as possible. The way we reach as many people as possible, is through advertising.

Through advertising that puts people into our system as a potential lead.

This is not often talked about. Some are afraid to speak this truth, others are afraid to hear it.

I show my students how to affordably advertise to generate unlimited leads to get high paying customers for their services.

This is important because high paying customers demand you provide them high value.

You don't want to spend your time hunting for leads, you want to spend your time servicing clients.



Remember: 100% of the people who never hear of you, will never buy from you.

Conclusion



Y

ou have just discovered seven major keys you'll want to use if you want to get high paying customers as a speaker, coach, consultant or creative agency.

Remember: don't argue with them if they get upset with your price. You're a professional.

There is an old sales adage that says:

"some will, some won't...so what."

Don't take it personally if someone doesn't sign up as your customer.

Definitely don't let them know you are upset or you could be eliminating the chance of getting them to sign up down the road.

Take advantage of the other tips on this list as well. Make sure that you are *offering some sort of trial or sample* so that people can see the value from your coaching. A blog or a YouTube channel are both great ways to do this. *Try to narrow your niche* so that you can be recognized as a leader in your field. Most importantly, remember to use the *problem-solution method* if you want your customers to reach their goals and come to you for help in the future.

Finally, create an *unlimited lead generation system and increase your platform* to stand out from the crowd and force success to chase you!

We're so thrilled that you have chosen to take advantage of our Training

Guide, and we wish you amazing success.

And in order to take your speaking, coaching, consulting or creative agency even farther, we invite you to get the most out of it by getting access to our Accelerator Courses, Certification Programs or Receive 1-on-1 Supercharge Coaching by clicking here.

Thanks so much for the time you have dedicated to learning how to get High Paying Customers as a SCCC.

Remember To Picture Your Success,

Warm regards,

Maurice W. Evans
America's Favorite Business Coach™



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