



01

PICK YOUR NICHE



- Choose a specific area where you can provide **unique value**.
- Ensure it's a niche with **demand** and where you have **expertise**.

02

BUILD HIGH-TICKET OFFER

- Identify Unique Value Proposition:** Clearly define what makes your offer stand out.
- Package Services/Products:** Bundle them in a way that delivers maximum value to clients.
- Set a Price:** Ensure it reflects the value provided while remaining competitive.

03

BUILD CREDIBILITY



- YouTube:** Share valuable content and insights to build authority.
- Social Media Posts:** Consistently engage with your audience using platforms like LinkedIn and Instagram.
- Facebook Groups:** Create or join groups related to your niche to connect with potential clients.

BONUS CREDIBILITY



- Write a Book:** Authoring a book positions you as a thought leader.
- Create a Podcast:** Reach a broader audience and establish your expertise.

04

BUILD A LEAD MAGNET



- Offer something **valuable** for **free** in exchange for **contact information**.
- Types of High-Converting Lead Magnets:** E-books, checklists, webinars, and free consultations.

05

CREATE LOW-TICKET & FREE COURSES



- Provide **affordable courses** to introduce your offerings.
- Use them to demonstrate your **value** and attract more leads.

06

NURTURE LEADS



- Communicate **regularly** through emails and personalized messages.
- Offer **valuable content** and updates to maintain engagement.

07

INTERVIEW POTENTIAL HIGH-TICKET CLIENTS



- Conduct **interviews** to assess if they are the right fit.
- Ensure their needs **align** with your offerings.



Pro Tip: Don't accept every client; focus on those who truly benefit from your services.

08

FOLLOW UP



- Stay connected with past clients through **newsletters** and **exclusive offers**.
- Provide exceptional service to encourage loyalty and **referrals**.

MY NICHE

I chose to focus on **coaching creative entrepreneurs**. This niche was a natural fit for my expertise and the growing demand for personalized ecommerce solutions.



CRAFTING MY OFFER

After acquiring certifications in **business coaching** and **social media marketing**, researching existing coaching programs, & reading lots of books, I crafted an offer that integrated **advanced social media strategies** with **traditional business coaching**, setting it apart in the market.



MY CREDIBILITY RESUMÉ

YouTube: I posted videos offering insights into relevant trends and strategies, which helped build trust and showcase my expertise.

Social Media Posts: Posting engaging content on social media attracted an interested audience.

Facebook Groups: I participated in conversations in groups dedicated to entrepreneurship, sharing valuable advice and connecting with potential clients.



I authored the Amazon Bestseller, **"Artist to Entrepreneur"** which provided a guide for launching a 6-figure business. This book positioned me as a **thought leader** and attracted serious inquiries from potential clients.



MY INFOGRAPHIC BUNDLE

I offered **FREE** infographics, worksheets, & cheat sheets that put new business owners on the fast track to success. This lead magnet was highly effective in collecting **contact information** from prospects.



MY COURSES

I developed low-cost courses and free mini-courses on topics like **Print on Demand for Passive Income** and **Your First 1100 Sales Blueprint**. These sessions demonstrated my value and helped convert leads into paying clients.



MY NEWSLETTER

I maintained **regular communication** with potential clients through personalized emails, offering insights and updates. This **consistent engagement** kept them interested and informed about my services.



MY DISCOVERY SESSION

When approached by a prospective client interested in my coaching, I conducted a thorough interview to assess their **business goals** and **challenges**. This process ensured a mutual fit and set clear expectations.



Pro Tip: Prepare a short email for prospects who aren't a match, explaining why and offering helpful resources. This maintains professionalism and adds value.

MY CLIENT RETENTION

After successfully closing the deal, I followed up with my client through regular **check-ins** and **exclusive offers** for additional coaching sessions. Providing exceptional service and staying connected encouraged her to refer new clients.



Pro Tip: Continuously improve your skills and offerings.



Pro Tip: Leverage testimonials and case studies to showcase success stories.



Pro Tip: Be patient and persistent; building trust takes time.