

Notes: How to get rid of the crap leads

Focus on the automation, so these people can focus less on prequalifying, talk to more presold leads

Then work on the automation of actually fulfilling for the client

What's my process for actually bringing in higher paying clients than everybody

"The Whale System" - Whales speak in a different language than other clients

"The guy at the Range Rover dealership is going to talk to you way different than the Honda Dealership"

Armani, Rolls Royce, Range Rover, all talk to their clients differently

The Concierge Client Method

People would rather work with whales than minnows

People with money care about different things

- **Who's the audience**

Educated, 25+. They have a business where they take on clients, they are overworked but underpaid. They see other consultants and service providers getting paid way more for the same results and it pisses them off.

- **What are the pain points, or biggest fears (+ identify the 1-3 HUGE ones, while the rest are secondary)?**

**-Short term:**

They get a client but they pay very little, maybe \$500 for a project/consultation. They don't get paid upfront, they have to chase their money.

Low paying clients suck up all of their time, make changes frequently, and ultimately don't respect their work.

They will get one client, do some work for them, that client will cancel, then they have to go find a new one.

They can't reliably grow their business because of the turnover of clients, they are stuck doing all of the work. Have no systems in place to outsource some of the work.

**-Long term:**

Being overworked and underpaid for the rest of their lives and never having enough money for their kids, loved ones, etc. Struggling, working until they die, always stuck on the client hamster wheel.

Dealing with family and friends that are asking how that little business is doing..

Not making enough money to get the new car, house, they want..

· **So by reversing the pain points/biggest fears, what is the one big promise (1-3) you are going to make...how this will change their lives forever.**

Will show them how to fully define their perfect client, ones that can afford to pay 5x what they're paying right now, write ads that actually attract them, and close these clients. Then systematize the actual fulfillment of the services they provide, so they can bring people on to help them and actually build a real business.

They will be able to 'leverage' their time to go out and get more of these high-paying clients because they're not stuck doing the work all day.

· **What solutions for the reader's problem (s) exist already (and why aren't they working for them)?**

**Consulting.com** - Not enough 1 on 1, not able to jump on a call with Sam and actually get his direct help whenever they want, they don't actually run an agency, so they don't know the problems people are facing

**Traffic & Funnels** -

· **What's the new claim/root cause/surprising info? And how does the new method work? (The ONE big idea - Think about how they already have 99% of it, just missing that 1% that makes it work...or that current methods are hindering your progress)**

The average person consultant / business owner tried to bring in everyone through their marketing, they speak in a language that turns off their best prospects and brings in minnows.

You need to know how to speak to “Whales” in order to convert them.

Way too many consultants and service providers are charging way too little simply because of the clients they attract.

They are forced to take what they can get because they don't really know who the 'Whale Client' is and where to find them.

They don't know how the “Whale” actually talks, so they're not able to speak their language, so you continually bring in minnows.

When they fully define their perfect whale client and know where they hangout, they're able to charge 5x more, while providing the same exact service, which allows them to actually bring on employees to help do the work.

They're able to systematize things, and make a repeatable process that works whether or not they work. It's not tied to their efforts.

They're free to now go out and get more clients and actually grow the business, instead of being a slave to it.

### **Paradoxical Question:**

Armani, Ruth's Chris, Rolls Royce, all big companies talk and market to their target clients way differently than Wal-Mart, Honda, and McDonalds, so why are you talking to them the same way?

### **Metaphor:**

Just like Armani, Ruth's Chris Steakhouse, & Rolls Royce talk to their prospects and clients differently, you should be talking to them to your whales differently to.

You can land whale clients that pay up to 5x as much for the same amount of work by actually knowing exactly who your whale is and how to talk to them.

You put out the right bait, you're going to catch big fish.

**Bold Claim:**

You can make 5x more per client, while systematizing the whole client delivery process so others can do the work and you grow the business.

**What is The Product?**

We'll show you how to define your "Whale Client", know everything about them, and how to actually speak their language so you can bring them in as a client.

You get an initial on-boarding call to fully define your whale client, what you know about them, what we still need to know about them, etc..

Then we fully develop your unique mechanism / USP to make you stand out from the sea of competition.

Finally we develop 3 offers with you that will help you get paid 5-10x more than what you're currently getting, for the same amount of work.

Every week you get two 1-2 hour training sessions on Wednesday & Thursday on how to write better ad copy, put together better video ads, close over the phone, and make more money in your business.

You get 1 on 1 coaching from Mike via Voxer where you're able to get all of your questions answered every single day, to keep moving forward in your business.