

CONSULTING CASE STUDY

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WHALE CLIENTS



Cliff Notes

In this week's video, we go over our brand new consulting Case Study and how we're going to use it to bring in hundreds of booked calls a month. These methods can be applied to any business that wants to grow it's client base and revenue.

In our situation, we scaled a new marketing agency to over \$100,000 a month in recurring income by getting "Whales" as clients.

This whole case study is based on the big idea of getting "Whales" as clients vs. getting minnows.

The main thing we are doing here is slicing through the competition with a new intriguing idea, something the market hasn't heard before, instead of just saying this is "How To Get High-Paying Clients", we say "How to get Whale Clients".

You can take these same strategies to bring "Whales" that can pay you 5x as much for the same amount of work!

IMPORTANT POINTS TO ATTRACT THE RIGHT PROSPECTS..

1.

PROOF PROOF PROOF.. Consulting for businesses is a very competitive market. The more proof we can provide, the more that adds to our credibility, and the easier it is to close a customer on the phone.

2.

If you make any “Claims”, they must be backed up with Proof (videos, screenshots, etc.).

We want the person watching your video to BELIEVE the numbers and claims you’re showing.

Who Are you?

3.

A cold audience will have no background on who you are. It is important to portray and position yourself as an authority within your market, backed up by your experience, results, achievements, etc.

Example: I present myself as a high-level marketer, 10 years experience, agency success, and high monthly ad spend across multiple platforms, supported by screenshots and video proof.

4.

Another reason for variations of proof is to REMOVE any typical doubts prospects may have BEFOREHAND.

In our case we showed our profit margin, over \$100,000 in Revenue at 54% Margin.. People may question our ability to be profitable so this debunks their doubts.

UNIQUE MECHANISM

Profit of 54% at \$100,000/month in a short-time is an achievement in digital marketing which will cause questions of How? What? Why? Can I do the same?

- Once prospects get these questions in their head, we introduce our solution..

If you're having trouble closing clients, you're most likely speaking Minnow (small fish). Whale's (higher paying clients) want to work with people who know and sound like they know what they're doing, and if you speak or sound like you don't, you can't land them..

- This is the unique mechanism we use, landing Whale Clients. We portray the problem behind this unique mechanism (why people can't achieve)

When you don't speak the right language in your marketing & sales..You get stuck in a never ending cycle of acquiring Low-Paying clients, doing their work, having them cancel, then trying to find a new one..

- This is the problem behind our unique mechanism (Landing Whale Clients).

A unique name to your method or solution helps make your offering seem unique..

- Our example: The first step of the process we use is called the "Harpoon Method".
- "Harpoon Method" isn't something the prospect can find on Google or YouTube, although the process we use may be available online, the unique name gives the perception that we have a special advantage against the competition.

KNOW YOUR IDEAL CLIENTS

It is important to research and figure out your ideal Clients so you can target them accordingly. We wanted to target people who could pay us up to \$20,000 a month. Here is what our agency's Whale Sheet looks like..

- Male - 30+ - Having a direct response business that was already spending \$25,000 per month profitably on ads. They want to hand it off the burden, in order to get more time working on their business, and not stuck running ads all day.
- They're getting out of the grind phase of their 20's and 30's and need more time with their wife and kids. They're not trying to tinker with ads all day to make an extra \$1,000.

- This "Whale" has a business that's been profitable for 3 years, is doing over \$500,000 a year in gross revenues and is looking to scale up even more.
- They either already have an Agency they're working with, they themselves are doing the ads, or they have someone in-house doing it for them.

Once I knew exactly what my prospects looked like, THEN I just needed to speak their language.

- This is crucial in any niche. Once you know your exact audience avatar, you can speak directly to them. Rolls Royce can't speak to their clients like Wal-Mart, and Wal-Mart can't speak to their clients like Rolls Royce, both mannerisms have their optimal place in business.

SHIFTING PROSPECT'S MINDSET IS KEY..

Shifting Mindset:

Breaking the pattern that has been holding your prospects back from reaching their goals (higher profits in our case).

“Whales” speak differently, want to be treated differently, and are turned off by things they deem “cheap”.

Referencing our Whale case study... these methods will help you identify your ideal audience, showcase your solution, position yourself as an authority figure and have your prospects believing the same, making closing them much easier.

