

PLANNER

HOW TO POSITION YOUR BUSINESS TO ATTRACT YOUR DREAM 6-7 FIGURE CLIENTS



INTRODUCTION

Many coaches and solopreneurs dream about making it big and landing multimillion-dollar clients. They see themselves living a dream life where business is booming, clients are flocking, and money worries have all but vanished.

You know what? All of that is certainly within your reach! You have the expertise. You have the testimonials from happy clients. You understand what high-end clients want and expect when they hire coaches. Why not give it a try; because if you don't put your shingle up and offer high-end clients an amazing experience, they will just walk down the road to your nearest competitor.

However, as with anything else in life, you'll have to put in some work to determine if you're ready for high-end clients. You'll need to give your business a makeover so you give the image that your part of the big leagues. Fake it till you make it, as the old saying goes.

This planner will help you analyze if your current products are ready for high-end clients. You'll also learn how to add value to your products; identify your ideal client avatar; makeover your messaging and marketing strategies.

If you're ready to up level your business to attract high-end clients, let's get started!

STEP ONE: ELEVATE YOUR DREAM CLIENT PROFILE

How many times have you encountered clients who are gung-ho about your coaching program and all the opportunities that lie ahead, only to discover midway through their sessions that they have lost their motivation. They're not doing the homework, they're late for coaching calls, they're late paying your invoice, they keep asking for discounts, or you just feel like the nagging mom trying to get them to do the necessary work.

Your job as a coach is NOT to hand hold your clients. Your ideal client should be motivated to make changes. They should be proven self-starters so that when a slump comes their way, they aren't making excuses to switch their coaching days or coming up with reasons why their assigned homework isn't complete. Your ideal client should also not nickel-and-dime you to death over your coaching prices.

This isn't kindergarten. If any of your clients pull these excuses, it's time to redefine your dream client. It's time to turn cheap-o or uncommitted clients into a thing of the past and start repositioning your business to attract clients who are playing at a higher level—and thrilled to pay premium prices.

Before we get into creating your Ideal Client Avatar (ICA), start off by defining ***what type of coaching you provide***. This is the easy part! Don't just say you're "a coach" and expect millions of people to clamor for your advice. Use an identifier, such as business, financial, or health coach, just as examples.

Next, ***identify the problem you solve for your ideal clients***. Drill down to identify your superpower. Are you a business coach who teaches small businesses modern sales strategies? Or are you a mindset coach who helps you eliminate money roadblocks? Or are you a financial business coach who helps set up your backend invoicing processes?

These statements don't need to be longer than a sentence. Edit your statements down until extraneous words are gone and your statement is accurate.

In this next exercise, you're going to create your dream client profile. I know, you've done this bunches of times, right? Well, this time we're going to dig deeper. If you want to attract those high-end clients, you need to truly understand their goals, how they think, and how to speak to them.

Fill in her demographics – who is this Ideal Client?

- Age
- Marital status
- Education level
- Income level

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- Geographic location
- Occupation + for how long
- Does she have children?

Demographics are necessary to whittle down and pre-qualify your prospect list. If you're looking to attract 6-7 figure income earners, you'll know that Susie Newbie who's been in business for a year and barely earning \$50k is NOT your ideal client.

The next step is to look into psychographics – the psychological reasons people buy. Very rarely do people spend money without fully researching their options. If you can understand this psychology for your Ideal Client, then you can tailor your website copy to say, "Hey! I know this is what you want and I can help you achieve it." That confidence will catch your Ideal Client's attention.

Figure out the following psychographics for your Ideal Client:

- Goals and values
- Concerns
- Lifestyle, interests & hobbies
- Pain points & struggles

Do you feel that your Ideal Client profile is becoming more real? Can you form a mental picture of this person and how you can start to help her? Now, try putting yourself in her shoes and answer the following questions:

- What is keeping her up at night?
- What is nagging her?
- How does she want to feel?
- What would happen to her if she doesn't find you?

Lastly, research information sources to determine where your Ideal Clients hang out online. Knowing which platforms they use consistently will help you fine tune your marketing and advertising efforts.

Information sources include:

- Web analytics software to track their online path
- Questionnaires or surveys
- Look at the individual demographics of each social media platform

Since you want to attract the higher-end client, you'll need to pay special attention to the psychographics. A seven-figure income earner is going to use different platforms and have different pain points than someone who's just starting their business. Really dig deep and get to

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know this person better than she knows herself. She is depending on YOU to tell her what she needs to solve her struggles, some of which she may not even be aware of.

Exercise: Dreamy Client Profile

Spend time answering these profile questions on the next page to really flesh out your Ideal Client Avatar. Keep this as a living document that is constantly updated as people's habits, needs, and psychographics change.

The acronym ICA = Ideal Client Avatar

What problem(s) do you solve for your ICA? What's your superpower?
Describe yourself as a coach.
Keep rewriting it until it's short and accurate.

Your ICA Demographics

Your ICA Psychographics

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Your ICA's Outlook on Life	What platforms does your ICA use to get information?
What does your ICA need from you that she's not aware of?	

STEP TWO: GENUINELY KNOW—AND CONFIDENTLY COMMUNICATE—WHAT MAKES YOU UNIQUE

Now that you know who your ideal client is, it's time to get uber clear on who YOU are and what you and your business bring to the table. High-end clients don't want to work with "just anybody"—they want the creme de la creme.

It's time to turn the spotlight on yourself, just as you did with your Ideal Client Avatar, so you can create a clear Unique Service Point (USP). This is one concise sentence that describes exactly why your high-end clients need to do business with YOU and no one else. It describes why your business is unique and why they need to hire you.

Why is your USP important? Because if you don't have one and can't tell a potential client why you're so awesome and different from your competitors, you will get lost in the crowd. You'll simply be another coach among several hundred thousand on the web. And you won't know how to market your skills because you won't understand how convey their greatness to your prospects.

The word "unique" sometimes trips people up and causes them stress during this process. Every individual is unique and now it's time to acknowledge how you bring your unique talents to your business. Take some time to really figure this out.

Use your journal along with the exercises in this section to write down the benefits your clients will receive from working with you. What are your strengths? How do you bring a unique perspective to your business? If you must, ask your mastermind peers what unique talents they see in you. Ask some of your past clients why they chose to work with you. Keep this list as a brainstorming list because you will likely add things to it as you proceed through this planner. The more aware you become of your skills, the easier this introspection exercise.

Next up: Examine what kind of emotional need is being filled by your services. Emotions are powerful and if you can tap into how your ideal client will FEEL when they work with you, that's gold! Also ask yourself what you can offer that your competitors cannot replicate. Do you have a special expertise or experience? Dozens of years in business? Testimonials from Fortune 500 CEOs? Don't be shy about what you bring to the table!

Also give some thought into the age-old question from consumers: What's in it for me? What is your promise to your clients? Put that into words to convince your prospects that you're the right coach to hire.

When working up your USP, remember that you're not writing a full-page statement. A USP should be short, sweet, and to the point. A well-crafted USP can be used as a tagline and should be used in your marketing materials.

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Take some pointers from these famous brands and their USP/taglines:

- M&Ms: "The milk chocolate melts in your mouth, not in your hand."
- Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30-minutes or less...or it's free."
- Target: "Expect more. Pay less."

You know from each of these taglines exactly what you're getting. Take notice of how short they are. Your USP should be easy to remember and recite. Once you are clear about your USP and how you want to portray your company in your marketing materials, your confidence will soar. Even if you need a few retakes to get it just right, it's worth the extra effort.

Exercise: Crafting Your Unique Selling Point

Time for introspection! Dig deep here and reflect on what makes you and your business unique. Go deeper than the benefits you have on your website or About Me page. What makes you tick? What makes you get up every day and want to serve your clients?

Describe yourself. What makes you unique?

What makes your BUSINESS and SERVICES unique?

How do your peers describe you?

What unique strengths do you bring to your business?

How will your clients feel when working with you?

“What’s in it for me?”

(aka What will your clients get in return for hiring you? What’s your brand promise?)

How can you deliver on your brand promise?

What makes you excited about your work?

Your USP Ideas

Use this space to write (and re-write) your ideas.

Exercise: Solidify Your Brand Story

Customers don't buy products; they buy brands. Use this template to note the important parts of your brand story so you can incorporate them into all your marketing avenues. Save this template to make future changes and to use when crafting marketing tools and advertising.

Think you're too small to have a brand story? Think again! Every brand has a story, including solopreneurs who want to connect with high-end clients.

What are your company's values?

What kind of image do you want to portray?

What kind of image will catch the eye of your high-end ideal client? Does that complement the image you want?

What's your company's backstory? How was it born?

How can you showcase your company's credibility to prospective clients?

How can you narrow the scope of your expertise to become an authority?

STEP THREE: MAKEOVER YOUR MESSAGING AND UPGRADE YOUR MARKETING STRATEGY

It's so important to speak to your 6- and 7-figure clients where they're at in their business. There's no "one size fits all" coaching solution and if you're offering newbie advice to someone who's run a business for 15 years, they will lose confidence in you very quickly.

Your high-end clients are not experiencing the same issues as someone still struggling to make \$100k a year or the total newbie who's having issues booking clients. High-end clients who already make 6-7 figure incomes have already gone through the growing pains of building a business, so their needs and pain points will be very different from others not yet at this point in their business journey.

You need to sell the dream of what their life will be like working with you. What can you offer each of these high-end clients? The freedom to hire competent employees or contractors to whom they can delegate? Financial advice so they are investing their income wisely? Creative ways to market their business to a new audience? Finesses these results so it suits your ideal clients but focus on the end result. That will be your key motivator for these prospects to take the next steps.

Take your USP and your Ideal Client Avatar and keep those front and center when you map out new marketing and advertising plans. You already know what makes your business unique and awesome and you know who needs your help the most. Now it's time to find those people and tempt them with your marketing message.

Also take your current marketing strategies and analyze what's working and what's not. Scratch anything that isn't yielding great results, as in prospect calls, email subscribers, or actual clients onboarding. Now analyze your current client base; do all these people fall into your ICA?

Think about your positioning in the market. Your years of experience (or lack thereof) will play a part in how much you can charge and how many media interviews you can book. Think of how you can ramp up your marketing so that YOU are the face of your company and portrayed as the industry expert.

You need to be recognized as the expert in your niche, which means being more visible on social media and sharing content for free on your blog, YouTube, and on podcast interviews. Even if you feel confidence inside, the outside world needs to hear about you and learn your name. You need to market yourself as the leading expert – position yourself above others in your field – to attract those high-end clients.

To grow your reach, you need to expand your marketing efforts. Explore how you currently marketing your business and then up level that effort ten times. How much content do you

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create each week? Do you have a podcast or YouTube channel? How do people remember you and come back to your website when they need your services?

If you're new to serving high-end clients, you'll likely need to shift your mindset and stretch your comfort zone. To attract these clients, you'll need to be more in the spotlight. You need to become the face of your business because high-end clients won't want to work with an associate; they want YOU. Share your expertise with others and start building high-end relationships. Your expertise will attract the right people to you as you

Take a look at [Marie Forleo](#) as an example. She didn't jump online and immediately land interviews with Oprah Winfrey and Richard Branson. She spent years working odd jobs while building her coaching business. She is heart-centered and truly wants to help others live up their own potential. She also learned how to follow her instincts and how to listen to what her clients needed.

As her client base grew and she proved her expertise, she created her signature B-School program and wrote two internationally bestselling books. She also stays in regular contact with her audience through her emails and [Marie.tv videos](#).

Now, let's dive into creating and selling the dream. What will your clients receive when they hire you as a coach? While we're going to identify your ideal clients' pain points, we're NOT going to dwell on the negatives of owning a business. There's an abundance of great things about being a business owner and working with you will speak to their desires and the pleasurable things they'll receive as a result of hiring you.

A large part of selling the dream is choosing the right wording in your marketing and advertising copy. You'll want to create a list of "power" words which are strong and will pique your prospects' interest. Power words often spark an emotion, such as greed, urgency, helplessness, happiness, or safety (just to name a few) and the exact emotion you want will vary based on what your Ideal Client Avatar needs.

On the Power Words Generator, fill in words that reflect the business level, lifestyle, and class of your ideal client. Then add in the words that reflect the emotions you want to use most frequently. This cheat sheet is meant to change and be modified so keep it handy and spend some adding to it regularly.

Of course, you can outsource this task to a VA or do some searching online but I highly recommend you do your own brainstorming first since you know your ICA the best. You might be surprised at how easily you fill the list. Then you can enlist help for any categories that aren't as easy.

Affording your services is a moot point at this level; these prospects need assurances that you're qualified for the job and that you aren't a cookie cutter coach who spouts all the same advice you can find online.

Exercise: Selling the Dream

Paint a vivid picture of what your marketing should look like so you are selling the 'dream' aka: what the experience of working with you is like.

Describe the Dream You're Selling

What visuals do you want to use? What images invoke the dream your clients want?

Makeover Your Messaging

What will your new clients gain when they work with you?

What is their ultimate goal when working with you?

Use general terms here and confirm their final goals in your onboarding session.

Categorize your packages into Single Result vs Ongoing Results.

How can you create a path for those Single Result clients to become Ongoing Result clients?

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<p>Imagine yourself as a high-income earner. What would attract you to any of your packages?</p>	<p>Ask for testimonials from happy clients or write case studies to show your success rates.</p>
	<p><i>Who can you ask? Who would you feature in a case study?</i></p>
<p>Focus on Your Positioning</p>	
<p>List your current marketing avenues. What's working and what's not?</p>	<p>List some new ideas for expanding your reach and credibility.</p>

Exercise: Power Words Generator

Brainstorm the words that appeal to your Ideal Client Avatar. Once you brainstorm the words/phrases, keep this cheat sheet handy and easily include these words in all of your marketing materials. Feel free to change these category headings to whatever will suit your business.

LIFESTYLE WORDS (What will resonate with your ICA?)	STRONG VERBS (that can stand alone)

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Words that Elicit Emotions	
GREED	ANGER
HAPPINESS	SAFETY

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CURIOSITY	LUST
RELAXED	PEACEFUL

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TRUST	FEAR
POSITIVE	PERSUASIVE

STEP FOUR: LOOK THE PART WITH A POLISHED BRAND STYLE

Branding is all about how people identify your business and how they experience your business. It's a whole, well-rounded package that definitely includes a well-designed website, professional (or at least high-quality) photos, and a consistent brand style and color palette. A cohesive brand helps you look more professional, reliable, and capable, especially when attracting higher-paying clients who only want to hire the most capable they can find!

In this exercise, we're breaking down the whole idea of branding into the tangible parts, those parts that you can control and physically change. Think of your brand image from Step Two. How do you want to come across to those 6-7 figure clients? Put yourself in THEIR shoes, too. If YOU had that kind of money and clout, what would you think if you stumbled upon your own website or social profiles? When in doubt, ask for some feedback from an impartial business peer, mastermind member, or online branding expert.

Obviously, your website is the hub of your online activities. Your home base, your business card, your resume, and your blog. Everything there is to know about your business (with the exception of your financial records) should be available on your website.

Look closely at the design and think about these questions:

- Does it look professional or DIY?
- What do the colors say about your business?
- What type of images are you using?
- Are the fonts easy to read?
- Are you distracted with too much going on or can you focus on the body copy?
- Does the copy tell the reader quickly what you do and who you serve?
- Is your contact information easy to see on the home page?
- Is there a photo of you on the home page?
- When was the last time you updated anything on your website?

Even the most laid back 6-figure earner likely won't hire someone who has a DIY website design. If you want to attract those high-end earners, you need to look the part of a professional expert. Invest in your business by hiring an experienced website designer (and look at their portfolios first).

Now, let's talk about professional headshots. A selfie is not a professional photo; it's a fun photo which can help in a pinch as a place holder until your professional photos are taken. A professional photographer will worry about the lighting and the background. You just have to smile and exude confidence.

Why do you need a headshot? Think of it this way: Would you buy a product on Amazon without seeing a photo of it? Would you hire a babysitter without seeing a photo and then

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meeting them in person? The same is true in this scenario. Like it or not, your headshot and website are the first impressions you'll make with some prospects, so don't lose the opportunity to make it a memorable impression. If you're the face of your company, then your prospects are looking to buy your expertise.

Not all photographers are created equal so ask first if they do business photo shoots or headshots. You may want to enlist a lifestyle photographer, especially if you rent a cabin or swanky apartment for a photoshoot. They can also advise you about what type of props to bring and what colors or patterns will look best for your clothing choices. Go one step further and pamper yourself by getting your hair and makeup done prior to the photoshoot! Your photographer probably can recommend a stylist.

Do you have up-to-date business cards? I know...with so much online networking they seem like a thing of the past, but you sure don't want to be caught off guard meeting someone in person and not having a card to exchange. You may as well count that contact as lost.

Graphic designers have a knack for squeezing a ton of information into that small space and again, it's won't give off that DIY vibe. Business cards are relatively inexpensive and worth the effort.

Exercise: Brand Audit Guide

Identify and analyze all aspects of your brand. If anything needs updating, hire experts to do the work. Consider this an investment in your business and if you want to reach the high-end clients, now is NOT the time to pinch pennies.

Your Website

When was the last time it was updated?

Is the design professional?
Does it need a redesign?

Who did the work?
Would you hire that person again?

Examine the fonts.
Are they easy to read?
Do they suit your business image?
Which other fonts do you like?

Examine the color palette.
Does it still suit your business image?
If not, what colors do you prefer?

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<p>Examine your logo. Is it professional? Does it suit your business image?</p>	
<p>Who designed your logo? Would you hire them again?</p>	
<p>Is your contact info easy to find?</p>	
<p>Do you have a media page for booking interviews? Create or update your media page. Or outsource to a designer.</p>	<p><i>List your talking points and other appearances here.</i></p>
<p>Is there anything that distracts the visitor on your home page? On your blog?</p>	

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<p>Think Objectively:</p> <p>Is there ANYTHING on your site that will turn high-end clients away?</p>	
<p>What would turn YOU away if you wanted to hire someone?</p>	
<p>Your Images</p>	
<p>Do you have a headshot on the home page? On other pages of your site?</p>	
<p>Did you have a professional photo shoot? How long ago?</p>	

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Who was the photographer? Would you hire them again?	
What type of images do you use on your blog and services page?	
Do you know what type of license you have to use those photos?	
Business Templates	
Do you have an HTML email template? PowerPoint slide template? Word or PDF template?	
Do these templates match your business branding and image?	
Do these templates need rebranding?	

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<p>Who did the work? Would you hire them again?</p>	
<p>Business Cards</p>	
<p>Do you have business cards? Are they professional and up to date?</p>	
<p>Who designed them for you? Would you hire them again?</p>	
<p>Social Media Platforms</p>	
<p>Which platforms do you use regularly? Do they have the same handle?</p>	

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<p>Do all your platforms have optimized profiles with:</p> <ul style="list-style-type: none">• a bio clearly stating what you do• keywords• location• contact info• logo• professional cover art• website URL	
<p>Think objectively:</p> <p>Is there ANYTHING on your pages that would cause a high-end client to reconsider hiring you? Posts, images, topics, language?</p>	
<p>Printed Materials</p>	
<p>Did you hire a professional printer or marketing agency? Would you hire them again?</p>	

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<p>Is your logo used properly? Do these materials convey the image you want to project?</p>	
<p>Think Objectively: Is there ANYTHING that would cause a high-end client to turn away from reading your materials?</p>	
<p style="text-align: center;">Notes</p>	

STEP FIVE: OVERHAUL YOUR OFFERS SO THEY'RE DRIPPING WITH (UNDENIABLE) VALUE

Despite their financial ability to pay nearly any price for coaching, high-end clients don't want just any old thing you're offering. These are pickier people who have already been through "trial and error" phases with their business; they are ready to pay for solid advice and experiences. They want solutions, not dozens of freebies they won't use. They want to skip ahead to using proven methods rather than experimenting and "seeing what happens".

High-end clients are less likely to look for quick fixes and more likely to want to invest in experiences and high-quality products. You can't just slap a high price tag on any old offer and expect to watch the cash roll in.

In these following exercises, you're going to list out all of your products, programs, and services, all their features plus their price points. Then look at each one as objectively as possible and determine if your ideal high-end client would purchase any of them.

Analyze whether these items are too elementary for their level of business. Is there anything new and improved about your offerings or is it the same material from when you published it 5 years ago?

When looking at your offers, it's not enough to just raise the price. You need the full analysis to determine what will appeal to high-end clients and what will make you STAND OUT from the crowd. We'll talk more about pricing in the next section but for now, make note of your current prices and whether people are buying at this price point.

Let's be clear: I am NOT telling you to dump your current lineup of offers! If you have clients who are purchasing them, congratulations! Those clients will work themselves up to a higher income level and will be ready for a more advanced offer, so creating one now is a smart move.

This new offer will serve double duty: You'll offer it to your current clients as they "graduate" through your other programs, but it will also appeal to those high-end clients you want to attract NOW. Premium pricing + superior service = high-end clients.

Lastly, it's time to think outside the box when it comes to creating offers, especially for high-end clients. Have you ever hosted a live event? A VIP day? A VIP tropical retreat? A mastermind group? Let your mind go wild with ideas but don't talk yourself out of pursuing them because of a lack of knowledge. All it takes is a Google search to find the experts you need to assist with event planning.

Exercise: Offer Magnification

It's time to put each offer under a microscope! It's time to get SUPER clear on the core outcomes/benefits of the offers—and making sure they are meeting your clients' needs in a unique way.

Analyze each of your products and services to decide if it's worth keeping, needs updating, or needs to retire. Also think about what perks you can offer these high-end VIP clients that will make them sign a contract.

Brainstorm brand new product ideas with this worksheet, too!

Also, feel free to copy these exercise tables or print out extras, depending on how many products/programs you have available.

	Product #1: <hr/>	Product #2: <hr/>	Product #3: <hr/>
List the features of each product or program.			
Is this a high-ticket item? How will these features attract your premium clients?			
What will your clients gain by purchasing this product/program?			

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	Product #1: _____	Product #2: _____	Product #3: _____
How does this product/program fit the needs of your high-end client?			
How can you add VALUE to this product/program to make it stand out?			

STEP SIX: STOP FRETTING ABOUT CASHFLOW & PRICE YOUR OFFER TO SELL ON REPEAT

Let's debunk the myth that setting prices for your offers has to be difficult, okay? Always remember that you can change your pricing as necessary, but it doesn't have to be a stress-inducing event every time you create a new offer.

Even when attracting high-end clients, we're faced with a pricing conundrum: Price too low (like most coaches are used to doing) and you'll get passed over as "regular," "cheap," or "doesn't know what she's doing." Or they may not even notice the offer.

High-end clients are not usually bargain hunters. While they don't want to get ripped off, they know they want to buy quality, and quality doesn't come cheap in their world. Sophisticated, high-level clients expect to dole out the dough for high-quality experiences and products (and in fact, they're legitimately attracted to them!). Psychologically, most people view higher priced items and offers as more prestigious (regardless of whether this is true or not!)

So, since your plan is to provide a stellar service or offer, you'll definitely need the price tag to match. Get set to adopt a Premium Pricing Strategy.

This type of strategy simply means you're placing a higher value on your product or service than your competitors. Will most customers price compare at this level? You may have a few who do that but remember, high-end service comes with a high-end price tag. If you can promise that type of service, you're entitled to charge a premium price for it.

Think of these examples:

You can buy a perfectly fine Timex watch at any big box store for around \$30 but some people prefer the image of a Rolex that has a price tag of \$10,000. Does it have more bells and whistles? Maybe. But they both tell time. The consumer is buying the IMAGE, not the product.

The same is true of high-end cars. Can a Honda and a Bentley perform the same function of bringing you from Point A to Point B? Sure. But some prefer to travel in the luxury of the Bentley over the Honda. Again, the consumer is buying that IMAGE.

Let's evaluate your pricing. Go back to your Step Five worksheet about Offer Magnification and check out those current prices. Do they seem fair based on what the customer is receiving in return?

Now look at how much personal interaction you're adding to each program. The more you interact, the more you should charge. The client isn't buying your time; she's buying access to your expertise.

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Also take note about how much outsourcing you do each month. Those prices should be incorporated into your product pricing. Every physical product you see on a store shelf includes the production costs and overhead, so you should think of your pricing the same way.

Lastly, be objective – or as an objective friend – if these prices sound fair based on the features of the offers and the type of Ideal Client you're going after. Ask them about their first impression about the pricing. After some explanation of what the client receives, ask if that makes the price more reasonable.

If you feel the need for validation, take a BRIEF glance at what other coaches are charging for their services. Don't get sucked down this rabbit hole of comparison...just glance at their prices and the features of their programs to get an idea if your price is in the ballpark. At the very least, publicize your new offer with its new price and track the sales. Also examine if the people who are buying are in your high-end range or not.

Never look down on sales but take notes about what you can tweak to make your offer even MORE attractive to high-end clients.

Exercise: Price Point Strategy

Use this worksheet to take your offers that you created with the Offer Magnification and attach a price point to them that will attract high-paying clients so they say 'hell yes' sign me up.

PLANNER: Map Out Your Monthly Email Content Calendar in a Weekend!

	Product #1: _____	Product #2: _____	Product #3: _____
What's your starting price? (based on the answers from the last exercise)			
How much access to YOU do your clients receive with this product/program?			
How much value do you put on your expertise?			
How much is your time worth?			

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	Product #1: _____	Product #2: _____	Product #3: _____
What unique VIP perk can you add to each product/program?			
List your production costs for creating this product. (Include outsourcing to contractors)			
What are other coaches charging for similar products/programs?			

PLANNER: Map Out Your Monthly Email Content Calendar in a Weekend!

	Product #1: _____	Product #2: _____	Product #3: _____
How can you offer superior service?			
List your revised price.			
How do those prices make you feel?			

How can you up level your image so you're the Bentley instead of the Honda?

PLANNER: Map Out Your Monthly Email Content Calendar in a Weekend!

STEP SEVEN: SURPRISE AND DELIGHT AS YOU DELIVER RADICAL RESULTS!

The key to securing 6- and 7- figure dream clients over and over again? Treat every single client like royalty! When you do this, your past clients will not only be dying to come back for more, they'll also rave about you to their (likely, also high-end) friends and colleagues.

Radical results begin with your onboarding process. You're not just filling out paperwork; you're getting to know your new client and their needs/goals. You're explaining exactly what they receive from you in return. You treat them like a member of your family so they don't feel like a number or like a paycheck. Onboarding is a way to describe the ENTIRE client experience, from that first phone call asking if you're taking new clients to that final exit interview when they're leaving because they sold their company for a multimillion-dollar price tag.

Start your onboarding process with a video call to discuss boundaries and expectations.

- What is the client expecting to receive from you?
- When are they allowed to contact you and by what method?
- Schedule the first coaching session and discuss what happens if a session is skipped.
- Discuss how to reschedule if an emergency comes up.
- Discuss your client's main goals and offer a brief summary of how you'll help her achieve those goals.
- Discuss the billing process.

Take notes during this onboarding session and send your client a copy for them to reference in the future and to check for any mistakes or misunderstandings. Doing this kind of follow up after every coaching session is extremely helpful so everyone is on the same page.

Now consider how you can hire a dream team of contractors to help your business run smoothly – and impress your high-end clients. A virtual assistant can alleviate a lot of stress by performing administrative tasks. You can forward phone calls to a VA during the day to answer. She can manage your email inbox and send out prepared template messages to clients. She can provide password help to clients who are trying to book a session online. She can manage minor billing problems. All of these tasks are busy work for you but are necessary for your business to maintain a professional image.

Consider keeping a graphic designer and copywriter on standby to help with creating your products. You can hire them on a per project basis and they can work on your product while you continue speaking with prospects and maintaining your coaching schedule.

How exactly do you provide high-end service? You are proactive in contacting your clients. If there's a billing mistake, for example, you contact them to fix it immediately instead of waiting until they notice it. You answer every call and every email promptly – these are boundaries you should discuss in the onboarding call. You're not distracted during coaching calls; instead, you

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listen intently and craft a unique strategy instead of offering a cookie cutter approach that you give to everyone.

And you go that extra mile to support your clients. Sing their praises, attend their events, engage on their social posts. If you can be your clients' biggest cheerleader, they will remain clients for life.

Exercise: Customer Journey Process

Map out a customer journey from inquiry to testimonial so you are creating a remarkable client experience every step of the way. Also decide here if during the process you are going to provide any perks (gifts, etc) - when, from where, etc.

First Inquiry	
What info do you want to give out during this first phone call or email exchange?	
What is your next step to follow up?	
Discovery Call	
What information do YOU need to decide if this prospect is a good fit?	
What information does your CLIENT need to know about you and your procedures?	

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Onboarding	
<p>What other information do you need from your client?</p> <p>(billing info, contact info, etc.)</p>	
<p>Do you have a welcome packet or a gift to send new clients?</p> <p>Where do you order?</p> <p>What's your budget?</p>	
<p>Do you celebrate birthdays or other special occasions or milestones?</p> <p>Get that info.</p>	
<p>Write out your business boundaries.</p>	
<p>Write out your payment policies.</p>	

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Coaching Sessions or Programs	
<p>What are your coaching policies? (missed sessions, late payments, refunds)</p>	
<p>How do clients book their sessions?</p>	
<p>Who troubleshoots problems with any automation you use? Or billing questions?</p>	
<p>How do you celebrate birthdays or milestones?</p>	
<p>What are your policies about calling or texting after hours? When can clients expect a response if they contact you after hours?</p>	

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<p>When and how do you move clients to the next level of coaching?</p>	
<p>Ask for feedback periodically. Does your client feel like something is missing?</p>	
<p>Exit Interview</p>	
<p>What information do you want to know about why your client is stopping their coaching?</p>	
<p>Do you have a giveaway or some other small offer or gift that would convince them to stay?</p>	

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<p>Ask for a testimonial or referral (if they are leaving on good terms).</p>	
<p>Brainstorm Notes</p>	