



How to Close High-Paying Clients

Hei there!

I know that many of you are having trouble growing your business after reaching a certain threshold. I can relate to that - It happened to us, and we didn't have anyone to help us overcome this....

That's precisely why I insisted on creating this resource for you guys...

The purpose of this is to help understand this whole high ticket mentality and how to position your business in order to get those **WHALE clients** that everybody dreams of.

If you didn't know, there's a big launch coming up. A fully automated software that will open the doors to **high ticket sales for everyday marketers** - not just the top guys!

That's why I want my tribe to be ready. As soon as the gates open, you need have a full understanding of the mentality of high-paying tickets. You need to know how to approach them, how to sweeten the deal, but most importantly, how to close them.

With this in mind, go through the resources below and try to accumulate as much knowledge as you can...

It will be worth it, I promise you!

Introduction to High Ticket Programs

High Ticket Programs offer a huge commission on single conversion.

You get anything between \$5 to \$500 on every conversion in case of a regular affiliate program. Such programs are good and online marketers are making huge money with these programs.



If you are a part of a high ticket affiliate programs, a single conversion may give you anything between **\$1,000 to \$30,000**.

Yes, you read it right. There are some active affiliate programs with super offers. Single conversion from your unique affiliate link will offer a huge commission.

Benefits & Disadvantages of High Ticket Marketing



As compared to regular affiliate options available at Marketplaces like ShareASale, Clickbank etc., a high ticket affiliate program offers **10 to 100 times better payout.**

Here are some **benefits** of doing high-ticket marketing:

- Huge commission payout on every conversion
- Give Room to Run Advertisement on Facebook and Google Adwords
- Allows to Allocate Budget to Acquire More Leads and Prospects
- Better Conversion Planning is Possible
- Along with such lucrative benefits, of course, High Ticket Affiliate Programs come with some disadvantages.

Here are the **cons** of High Ticket Marketing:

- Conversion Rate is Low
- More Expertise Required to Convert a Lead into Customer
- High Amount of Losses if Utilized Big Budget on Ads without Experience or Proper guidance

With pros and cons in mind, people are making millions of dollars from high ticket affiliate programs. If you have enough experience which comes by doing, you can convert a single lead into a customer and can **earn \$10,000 as commission.**

But this is where the kicker comes... If the cons got you intimidated, don't worry!

With the software that I will reveal tomorrow and the bonuses that are offered exclusively by us (we've worked more than 2 weeks on them), you will have no problem signing your **first high-paying client in under a week.**

Sounds good? Well, it is!

How to approach high-paying clients

Let's start by defining the high-paying client - A high-paying client, depending on wherever you are as a business, is someone who is paying you a **\$100K+** for a year. It's not just paying monthly; it's signing an annual contract.



Now let's look at 5 main strategies that all top high-ticket affiliate marketers are using to dominate:

#1 Outbounding

No matter if you have a brand already or if you're just starting out, it's all about outbound. It's going outbound and finding the client that you want. Go and find the industries that you want to go after.

When thinking about the type of clients that you want to target, ask yourself these 3 questions:

- Who can we help the most?
- What have we done the best for?
- What's the most profitable industry?

Outbound Marketing	Inbound Marketing
Marketer-Driven, "Push" Marketing	Consumer-Driven, "Pull" Marketing
Broadcast and print advertising Social media advertising Search Engine Advertising Emails to purchased lists Display advertising	Blogging Earned social media Search Engine Optimization Emails to opt-in lists Pay per click

#2 The Content

When going after high-paying clients, you can talk about what you do, show off your marketing prowess, but what's really important is creating and delivering valuable content.

I was at a marketing conference in Europe and a big marketing guy locked down a deal where the client paid them about **\$400,000** (annual fee). Right then and there!

It turns out that this client binge listened to a podcast hosted by this marketer and thought about connecting with him for months, but he never had the courage to do it.

So when they finally met at this conference, his checkbook was already out. I witnessed the whole scene and I understood that **content gives you the biggest amount of validation.**



#3 Move away from the pack

The point is, have a point of view and do things differently than other people – copying every single thing that the top guys do will not work. You need to have your own angle.

#4 Know your ICP (Ideal Client Profile)

It's just the same thing with the case studies, too. A friend of mine made a case study that is still generating him income after four years!.

He went outbound and he took a lot more control and a lot more action and he was very focused. They focused on one industry: FinTech.

So having the **ideal client profile (ICP)** is important.

Mainly because then you have a strong focus. If you try to go after everyone, if you try to cater to everyone, you wind up catering to no one, and you're not going to get the clients of your dreams.

Sample Ideal Customer Profile	
CATEGORY	CHARACTERISTICS
Target Market	<ul style="list-style-type: none">• B2B• Sells to enterprise-size customers• Sells across specific industries and sales territories• Specific departments and roles
Marketing Strategy	<ul style="list-style-type: none">• Account-Based Marketing• Targeted campaigns to A+B accounts• Demand-gen driving A+B inbound
Geography	<ul style="list-style-type: none">• US
Verticals	<ul style="list-style-type: none">• Retail• Financial Services• Payments & Ecommerce• High-tech software
Attributes	<ul style="list-style-type: none">• Uses SEO techniques• Uses Salesforce.com• Early adopter of ABM strategy

You're going to get everyone who's trying to nickel and dime you, and you're going to start taking asshole clients. And you definitely don't want to do that.

#5 Build it to last

You always hear about people who become overnight successes, but they don't come from out of the blue.

You'll definitely make enough money to live a good life in the first months, but you shouldn't stop there.

You have to have a concentrated effort, and there are a lot of things you can do, like host a unique podcast, be outbound, create content, define your ICP.

But above all, you have to have a **concentrated effort**.



This content game takes years. It's not just one year. It's more like two-plus years if you really want to get something going.

After about 18-24 months is when you actually start to see **“the magic,”** where things just start to land in your lap.

It sounds easy to say: “Oh, things just land in my lap after 18 months of investment,” but that's when things start to turn around and become more consistent – after about 24 months.

3 Steps for a better approach of High-paying clients

From my experience, there are only 3 things that really matter when you're about to approach a client that has the potential of bringing a lot of money in your business:

1. Positioning: Pay attention to what kind of bait you're using to attract them. Somebody would be much more excited to pay you more money if you bring them more clients, so focus on that.

2. Advertising channel: Check what kind of channels are you using to advertise your agency. You may be attracting the wrong type of clients or using the wrong channels.

3. Conversation type: The type of conversation that you're having with your clients will determine two things: 1) What kind of clients you're getting and 2) How much you can charge a client. Focus on the important thing which is to get them more clients or leads, not on what you'll do to get them.

Keeping in mind these steps you'll improve the quality of clients and consequently, you'll get more money definitely.

Stay Tuned

That's it for now. This should help you understand the high-paying client mentality.

It might not seem like a big deal now, but come tomorrow and you'll be better equipped than 90% of marketers that will jump on the next **BIG Automation software** that is ready to launch.

Make sure you're not missing out on any future free materials that we are going to release. We are working on some absolute gems at the moment, and I'll hate to see you miss them.

To ensure that doesn't happen, go to your email account and drag any of our emails from **Updates / Promotions** to **Primary**. Then, click **Yes** to ensure that you make our future emails as visible as possible.

