

How to Grow Your Business Immediately?

- There **are** two things that you can do **to charge higher prices and make more per hour**.
- **I am going to share with you how you** can you be one of the highest priced options in your marketplace without having to go through **more certifications**.
- Contrary to popular belief, it's not **your** background **or** experience that **allows** you **to** demand **high** prices, **it's knowing how to market and position yourself in the marketplace**. As long as you can get quality results for your clients, you can charge high prices.
- Most coaches follow this model; get as many clients as possible and do one-on-one coaching. The thing is, **with this model** you **will** burn out quickly, and **find yourself in a situation** where you're making a lot of money, but you're not living the kind of life that you want.
- What would happen to your business if you had 20-100 people that were paying \$500-\$1,000 a month, just to listen to your advice? Would your business change? What if you had **that** every single week? What if you had 20 people paying you \$2,000-\$5,000 a month to be on a group call or a group setting with you every single week?
- All of a sudden, what used to take you 40 hours or 60 hours, working on that **previous business** model, **now may** take you only **a few hours** to do.
- I switched the way I did things, the way I thought, and the way I approach my business. **Now I think in the form of** how do I attract the most number of people that are willing to pay me for group coaching? **Think about** if **you could** do that once a week, **what would that look like?** **I'll tell you, because I made it happen in my own business. You would be making more per hour working smarter.**
- **So, a pivotal component in growing your business immediately** is, instead of working with people one-on-one, you learn how to work with them in a group setting. **A group setting** can be **in the form of** small **virtual** workshops, webinars **or** PowerPoints; **and** that's hands-free income.
You can have people paying \$5000, or \$25,000 or even more, and the content is delivered automatically every single week. You can go on vacation, spend time with your family, or take up a new hobby and the money still keeps coming in.

- **You can also do** live workshops where people come **to you to train** for **acouple** days. **A** lot of transformation can happen when you're working with people in a face to face setting. **If** you get **5-20 people in a room, and** they are paying \$5,000 or \$10,000 to learn from you because you can provide them the results that they want quickly, **what would that do for your business?**
- **However,** the high price point is not going to work if you're not able to provide them with the results. If you're confident that you can deliver the results, then I'm confident that you can charge a high-ticket price point **and you will find customers to pay it.**
- **Remember confidence and mindset are also crucial. If you have the mindset of "who am I to charge high-ticket, people only want a bargain, or they won't pay high prices for my services", then you're right, with that mindset, they won't. However, remember there are always people that are willing to pay higher price points if they get the results they are wanting. If you know your market, you know how to market to them, and you know how to give them the results they are looking for, they WILL pay you high-ticket.**
- People buy **at** high price points for different reasons, and they buy **at** low price points **for** different reasons. If you know the reasons why people buy high price points, **who these people are, and where and how to find them,** you can **and will** make money from them.
- Let me ask you this; **if** you want to make \$100,000 a year, for example, **what** would need to happen if you were working on a one-on-one **scenario?** What **would** it take for you to **exercise that business model and earn** a six figure income? **Would it be** worth it? What **would** you **be** missing out on? What **would** you not be able to do **that you desire to do?** **Would** you be able to spend time with friends and family? **Would** you be able to do things that you love? **Would you be able to** go on a vacation without worrying that you're going to lose a client?
- In my ultimate high-ticket blueprint, **I show you** different ways that you can sell high-ticket **so you can achieve the income and the lifestyle that you want.**
- So, **if you** want more clients; **if you want to** spend more time **with your family and** work less; **if you want to start** working with fewer clients **while making more money, I can teach you how.**
- There's a simple process **and** formula, and **it's this: people buy high-ticket for 5 reasons.** I'm going to show you **in the next lesson** why people buy high-ticket, because if you understand the psychology and how they think, then **you will** attract them.