HOW TO ATTRACT HIGH PAYING CLIENTS

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Secrets To Big Paydays With Little Hard Work On Your Part

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How To Attract High Paying Clients

Chapter 1: Why Do Big Ticket

First I would like explain a little about Big Ticket. Big Ticket Clients are those who are willing to pay you more for your time. In other words, they are not just your average customers, they are willing to pay double, triple or even 50 times more than what you would earn from average customers at the same amount of time invested. It is a great time saver. In other words, it protects your time.

Imagine you only have to coach or service just one Big Ticket client to earn as much as coaching 100 or even 1000 separate low ticket clients. Which is more efficient for you?

By now I hope that you realize that one big thing about Big Ticket is leverage. Let me ask you a question: Which one is easier? Making one $1000 sale or ten $100 sales? Guess you already know the answer right? So, Do Big Ticket! Each of us only have 24 hours a day, no more, no less. Thus, we must be vigilant with how we make use of our time. Our goal is to make the most profit possible with the least amount of time.

Also, think about the freedom you have in your personal life if you only target Big Ticket Clients. Just imagine that after this program, you can earn more and at the same time able to travel around the world, spend time with your loved ones and enjoy what this beautiful life has to offer which you never knew possible! How would it feel like? Getting excited already? I bet you do! Besides, by targeting Big Ticket you only need to talk to prospects that can afford your services instead of entertaining everyone.

How do you pull that off? Answer is by qualifying the prospects you come in contact with. Not just simply qualifying, but qualifying hard! That’s the secret of how you close most of your deals. Qualify hard, close easy. So how do you qualify them? First, know who you want to work with crystal clear. These are some example questions you can ask yourself:

-Are they the kind of people you are willing to work with?

-Are they determined to follow through your coaching advice?

-Are they financially qualified to purchase your products/services?

-Do they have the burning desire to achieve their goals?

There are other benefits from Big Ticket as well!! Take note that 99% of Big Ticket clients definitely see you as an expert due to the amount of money they are willing to pay for your services. This explains that we not only save our time with Big Ticket Clients, we also save ourselves from big headaches!

By working with Big Ticket clients, you will definitely obtain more fulfillment working together. Honestly who don't want to work with a feeling of fulfillment? This is what Lifestyle Career is all about!!

Since Big Ticket clients are people who will most probably be heeding your long-term services, you will also get to know and understand their needs much better. Most importantly, deep down personally you will also feel that you are being valued for what you're worth with the price you charge for Big Ticket Clients. You'll be able to give better service and make a bigger impact, without feeling you are being taken advantage of. Think of it that you are working with a best friend. Wouldn't it be much more comfortable, worthy and fun?

Chapter 2: How To Attract Big Ticket Clients

Who doesn't want to attract high-paying clients since they give you so much leverage? First of all, you need to know what attracts high-paying clients. It is common sense that high price means better service. So, we need to design high-end services. It's like selling a Mercedes instead of a Ford.

And you need to put in the commitment, time and energy into developing high end services and programs that will deliver higher end results than you offered previously. Always aim to over deliver and never under deliver!

Notice that I used 'Mercedes' and 'Ford' as an example from the previous point and you're able to picture and compare the quality of both products? Why is that so? I didn't even come to the point where I compare the specs of both vehicles. Wait, how do you even know that 'Mercedes' and 'Ford' I'm referring to are vehicles? Thus it all boils down to branding. Brand your product to the point when someone mentions your name, your company's name, or just by simply looking at your logo, they get the picture of what you are sampling and the supreme quality you are able to deliver!

To do this, make a lasting impression to your clients! By giving a lasting impression to your audiences, your likelihood to attract high-paying clients will also increase. But make sure the impression you make is a good one. Because good impression for a brand helps you in a long run, but bad impression will haunt you for a long time.

To brand yourself, sending out marketing messages, materials, marketing strategies and sales processes that communicate message that you offer higher-end services is necessary. It's all about packaging your services at the high-end so that the perception, delivery and outcomes of your services justify a high-end price tag. Make sense doesn't it?

Most importantly, you must paint yourself as an authority if you want to brand yourself for success. What I mean is you want people to know you as someone who over delivers, someone who provides incredible values and services, someone who cares, someone who knows his stuff and someone who can bring help them get results!

Also when you want to brand yourself, you absolutely want to be branded as a Rock star right? Instead of just 'some other guy trying to make money'? Notice that Rock stars are people who create an exceptional experience and over delivers every time! So, be a rock star!! Create a big group of Raving Fans for your brand! We don't want our clients to just like our products, we want them to be raving fans!! Because, they are clients who love doing business with us, stay with us, grow their business with us and tell others about us. They are your loyal fans!

This is an interesting topic and I can't wait to share with you more about how to brand yourself as a world authority in so many ways and make yourself a Big Ticket Clients magnet! I bet all of you here want to know it as well and apply it to your business. However, we will get to that in the coming module! So be sure to stick with me till then alright?

If you want to attract Big Ticket Clients? You yourself need to have the right mindset!

Perhaps some of these are familiar to you:

- I'm not ready to attract high-end clients yet

- I don't have the experience and services to offer - I'm not the kind of person who makes a lot of money

- If I made a lot of money bad things would happen to me - Money is the root of all evil (and I want to be good!)

- Good people aren’t focused on making money

- Only greedy, dishonest people are rich

- It takes too much work to make lots of money

- Making more money will turn me into a shallow person

These are limiting beliefs that will literally hold you back from reaching out to Big Ticket Clients. So what can you do from here? Change your mindset! Because when you replace these limiting beliefs to expansive beliefs, everything changes. So change your thoughts to something like: “We really are undercharging for our services in this marketplace, which makes us look less valuable than we really are. Time to raise our rates!”

The key here is to be confident, don’t be afraid! Especially true when you know that your products can offer a lot of value to your clients! Those looking for a powerful and mind-blowing products or services focus on of course, the contents, which is also the “meat”. After all, this is what a product or service is all about right? Would you pay more for a dry, bland piece of meat, or a delicious, juicy, big piece of meat? You get the idea. The greater the contents, the more high-paying clients we can attract. This is a no-brainer to anybody.

So what makes the whole content look juicy? I can’t emphasize this enough, but once again, the secret ingredient to attract high-paying clients is value. So deliver as much value as possible in anything you deliver! It’s like glimmering gems that will attract the eyes of Big Ticket Clients!

Chapter 3: How To Position Yourself As An Expert

To put yourself as someone Big Ticket Clients go to, you need to brand yourself as an expert. Firstly, an expert begins in you! Own it! Be confident and shout it to the world that you are good at what you do and you can produce the results for your clients. Define your expertise and create an expert intro for yourself. Be bold and clear. For example, Brendon Burchard begins his videos with, “Hey everybody, it’s Brendon Burchard, author of Life’s Golden Ticket and founder of Experts Academy.” Simple and strong intro will give your audience a lasting and good impression, just like what I taught you about personal branding in previous module!

I found that a lot of people I know or coached has this one thing in common when it comes to introducing themselves as expert to others. Most of the time they are just too afraid to tell the world that they are the best or number one in their expertise! However, my advice is Don’t Be Afraid! If you know just a bit more than the others about your expertise, you already ARE an expert! Own it and be proud to tell others that you are an expert, an authority! No one will go for rookies or people who aren’t confident in what they are doing, they go for the expert! Same goes to Big Ticket Clients! So, you MUST be an expert.

To further establish yourself as an expert, always be sure to share your credibility story! You never want to be known as a fake expert with no credibility at alright? Credibility story acts as a backing for others to put their trust on you, so share it to the world. If you are a fitness coach, you can share your own success stories of transforming your own body from A to Z, providing pictures from Day 1 to Day 90. You can also share success stories of your clients, how you help them from A to Z. These are your credibility story!

One big way to position yourself as an expert is to just get out, go for public speaking and share your story. This generates the obvious credibility that comes from having an audience show up and listen to you speak, but, on a deeper level, speaking in public elevates your status because so few people are willing to do it. Most are terrified by the idea, so the fact that you're able to get on stage and deliver puts you on another level. (Here's a Bonus Tip: Feature shots of you speaking on your website and marketing materials as an added authority boost.)

Next, we must also understand the human psychology to win the game. Notice that the harder it is to get something, the more we value it. It's just human nature. So while you should be available to your audience most of the time, you also shouldn't be too available until others take you for granted. One of the example is free coaching sessions. This tactic gives the impression that you're begging for business. This tactic is commonly used by non-authority in hopes of converting a percentage of paying clients from everyone who attends the free session. Trust me that this do not work. Remember that who we are trying to attract are high-paying clients. So do not waste your time attracting those who just waste your time. The true authority, the one people clamor and crazy for, usually only offers free sessions one day per week, by application, and with the use of a waiting list, in order to qualify who are the potential Big Ticket Clients, and who aren't.

To become the top-notch expert with raving fans craving for your products and services, you need to be a superstar! Think about it, what is the common thing all superstars you know have in common? They have always appear on media, whether it's on the radio, television, websites, magazines, blogs, advertisements…anywhere to get your attention! Likewise, we need to think of ourselves as superstars. Get on podcasts, radio, seminars, webinars, blogs, web sites, anywhere to get attention from. I totally understand that working with media can be overwhelming, so start small. Email small blogs in your industry. Contact local radio stations or newspaper that serve small markets. Reach out to friends who have contacts in the industry. As you build your portfolio, bigger opportunities will emerge.

You become who you associate with at a daily basis. Think about it. If you mingle with friends who are depressed, negative-minded, vulgar, and complains just about anything happening in their lives. No matter how positive person you are, do you think you can keep that positivity of yours up with such individuals around you for a month? A week? Or even a day is enough to drag you down to their level. So I bet that you already get my message, to attain success, Associate with success! You can also gain the same respect and status just by associating with the leaders in your industry. If you mingle with superstars AKA authorities, the perception others for you is that you must also be an authority. Among other things you can do to associate with authorities, you can interview them, write guest posts for them, review their products, work with them or invite them to speak at your live or digital events.

Some dear readers will be kind enough to send unsolicited testimonials. We definitely love those people. But hundreds or maybe even thousands are waiting to lavish praise on you if you would only ask. So ask.

Send an email to your list about the effects your work had on them. Reach out to colleagues, asking them to offer and endorsement of your expertise. Offer free coaching sessions to people willing to be part of a before-and-after case study to be featured on your site or blog. These are special proofs that serves as the most powerful expert triggers to attract Big Ticket Clients. They serve as a credibility you have and make you an authority in the eye of your clients. So instead of waiting for it to fall into your lap, take an active role and gather as many honest and compelling testimonials as you can.

Chapter 4: High Ticket Programs

1 On 1 Coaching

It is very easy to start and deliver with just a single client or customer. Scheduling date and time can just easily be arranged with just a simple Skype or phone call. Conducting webinar is very easy too as you are offering coaching just through the Internet only and you don’t even have to search and arrange for a venue. With 1-on-1 coaching, you can easily offer a high price compared to a group coaching. A higher investment from your client means your client would expect more in return with the coaching session from you so the quality and contents are more substantial compared to a group coaching.

Unfortunately this method would certainly be not scalable as your time invested would not be greater compared to Group Coaching as you would have taken a full time session to conduct a single client compared to a group of clients. At times 1-on-1 consulting would take more of your own time as personalized consultations will dwell more in-depth with problems and solutions. This may cause delay with your daily schedules especially if you are conducting multiple coaching sessions be it in a 1-on-1 coaching or group coaching. Occasionally in 1-on-1 Coaching sessions, clients would share more personal problems and it could be potential problems that you have never personally dealt with before. The best option you could do is politely divert back to the main focus of the coaching session to ensure your client doesn’t dwell into personal problems for too long.

When it comes to conducting weekly or monthly coaching sessions, Skype or Phone calls are viable platforms. If it’s a Skype to Skype calls, it is totally free wherever your clients are even if they are on the other side of the world. Your coaching could last as long as you want between you and your client without costing anything. If you are conducting calls to your clients that use mobiles or landlines, Skype allows you to make calls at a low calling rate and no peak times. Additionally now you can conduct international calls whenever you wanted to be. If you are constantly making calls to mobiles and landlines, it is better to subscribe to Skype to save up your money.

Never used Skype before or making calls with it? WhatsApp works wonders too if it's your go to option, you can place a call to your clients or customers using WhatsApp for free, even they are in another states. Currently, WhatsApp is available for Android, Iphone, Windows Phone and BlackBerry 10 which is generally a good convenience for all smart phone users. All you ever need to use WhatsApp is just an internet connection for your phone to conduct your very own 1-on- 1 consultation. If you are keen on running consultations through your computer or laptop, WhatsApp offers the option for you to make calls with their computer based extension called WhatsApp Web. All you need to do is just sync your phone and your computer and you're all set to make calls with your computer only.

At times when you need to share files or documents with your clients and customers, GoToMeeting or Google Hangouts are your go to video conferencing platforms. It is way more convenient to conduct your consultations with a single platform than 2 platforms, imagine the hassle if you're conducting a phone call and you need to share a document with your client and you need to open another platform to send it in.

There is 4 main points to put into consideration before you can kick-start your very own 1-on-1 coaching session. Firstly, for each weekly appointment always give a call to your client that is attending the 1-on-1 coaching session.

This is to ensure your client could accommodate or arrange his or her date and time with your coaching session. Secondly as a Coach, for every 1-on-1 coaching sessions always get on call 5 minutes before conference time. This allows you to have extra time to ensure the client is up and ready for the coaching session. Thirdly, always record every coaching session for your client who wants to review the sessions again. Always ensure you have provided the agreement form for your client that is in the coaching session that the conference was recorded for training and development purposes only. Additionally offering your recordings to your client provides an added value in your services.

On to the last main point, for each take on your client in the call, just emphasize on these 4 basic steps into your 1-on-1 coaching sessions. A good 1-on-1 session revolves around your client. Establish a proper atmosphere where your client feels comfortable sharing their feedback by asking what is his or her accomplishments in the past week and always be committed to follow up with your client concerns. Do not underestimate the power of following up as clients are prone to being discouraged to share their inputs if nothing is done about them. As a best practice, ask them in advance what their current challenges are. By creating an agenda, your client would feel less threatened, as he or she would know what the purpose of the meeting is. 1-on-1s are driven by your client; therefore the agenda allows your client to prepare what he or she wants to discuss with you. Offer the best solutions that suit the current issues that are being addressed by your client. Always emphasize on certain points to ensure your client truly understands the significance to make his or her next course of action.

Group Coaching

When it comes to Group Coaching, you are essentially training multiple clients at the same time while using the least amount of time to complete your coaching sessions. Compared to 1-on-1 coaching prices, your clients are paying at lower cost instead and it offers clients from lower end businesses the affordability to enrol into your coaching sessions. Depending on your own personal expenditure, scaling your coaching price to the right amount allows you to have a Lifestyle Business where you could sustain your own lifestyle basis at ease. Moreover with Webinar Group Coaching, all your coaching contents can be repurposed into a Digital Product as long as sufficient product information is provided. With digital product content, it is so much easier to convince customers and consumers alike to purchase your product with ease.

There are setbacks as well when it comes to Group Coaching. There will be at times where the consulting sessions may be less impactful as the session is still not personalized compared to one to one coaching as the focus is not always entirely focusing on you. Eventually less impact in the coaching sessions would lead to lesser fulfilment as there will always be room for more developments in a coaching session but that conditions are varied among the clients. Even though Group Coaching offers opportunities for clients to share their business insights among each other and potentially expand into business collaborations. There will be clients out there who may be more conservative with their business details or multiple clients in a group coaching dealing with similar business.

When it comes to deciding which platform to use to conduct your very own group coaching, there are various options that you choose from but I will be break it down to 5 types of platforms for you to decide.

Freeconferencecall.com offers a free service to meet your meeting or conference call needs. Most of the basic functions are very useful such as multi-participants and audio recording. For Group Coaching, it allows you to have a basic, yet easy means of conducting your group coaching sessions. Overall, if you are looking for an easy and affordable way to conduct group coaching sessions then Freeconferencecall.com is exactly what you are looking for.

Citrix GoToMeeting web conferencing software is one of the platforms you could consider as well, it is a simple and cost-effective platform to connect online with your clients and customers. Best of all, meeting multiple clients can share their webcams in high definition, so you can enjoy more interactions without needing a complicated setup. The most unique feature in GoTo Meeting is the ability to switch presenters during the meeting. For example, this allows participants to present their speech with relative ease. Overall, GoTo Meeting is a solid product. You can share screens, talk, and video conference without too much difficulty. The only setback with GoTo Meeting is that the phone system for conference calls in sometime fickle. When you call in there is an automated prompt in which you enter your meeting id and this on occasion doesn't register the id properly, or even at all. These instances are few and far between but the consequences could potentially affect the process of the group coaching.

The second platform to consider is the Google Hangout which allows you to host virtual meetings which increase your group’s productivity with coaching that hold up to 10 people and powerful tools like screen sharing and Google Docs. It is a genuine effort by Google to integrate all of its messaging products (almost) at one place with some new cool features like group video chat for up to 10 users. Compared to GoTo Meeting, it is mandatory to have a Google

+ account to use the Hangouts. Also, Hangout is not available on multi chat clients unlike g-talk. A plug-in still needs to be downloaded for voice and video messaging to work.

If you are looking for platforms for the means to keep track with different groups of sessions, platforms such as Facebook Group or Skype Group are the best platforms to use. With Facebook Group in addition to a public setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members to ensure any news or announcements are easily reachable at the hands of your clients. In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums and even collaborate on group docs. Moreover groups tend to display a higher degree of personality and even personalization, since they're often created to be personal presences rather than brand presences. Furthermore making common connections is much easier through a group setting, particularly for businesses searching for contacts. Instead of Facebook Group, Skype Group is second to best option for Group Coaching. It is one of the cheapest VoIP services available, and it offers subscriptions with unlimited minutes. Furthermore it is easy to install and it works with not much configuration. Moreover, users of Skype can enjoy unlimited number of chats and video conferencing when they contact people who are also on Skype**.**

There is 4 main points to put into consideration before you can kick-start your very own Group coaching session. Firstly, for each weekly appointment always give a call to your clients that are involved with the group coaching sessions. This is to ensure each of your clients could accommodate or arrange their date and time with your coaching session. Secondly as a Coach, for every group coaching sessions always get on call 5 minutes before conference time.

This allows you to have extra time to host your coaching session by inviting your clients to join in the group coaching session. Thirdly, always record every coaching session for your clients that could not attend the session and for all your clients who wants to review the sessions again. Always ensure you have provided the agreement form for every client that is in the coaching session that the conference was recorded for training and development purposes only. Additionally offering your recordings to your clients provides an added value in your services.

On to the last main point, for each take on your clients in the call, just emphasize on these 4 basic steps into your group coaching sessions. A good group coaching session revolves around your clients. Establish a proper atmosphere where your clients feels comfortable sharing their feedback by asking what are their accomplishments in the past week and always be committed to follow up with your clients concerns. Do not underestimate the power of following up as clients are prone to being discouraged to share their inputs if nothing is done about them. As a best practice, ask them in advance what their current challenges are. By creating an agenda, your clients would feel less threatened, as they would know what the purpose of the meeting is. Group coaching is driven by your clients; therefore the agenda allows your clients to prepare what they want to discuss with you. Provide the best solutions in less than 10-15 minutes that suit the current issues that are being addressed by your client and move on to your next client as group coaching session is extremely limited depending on the amount of clients present in a session.

Chapter 5: The Use Of Webinar

Why Use Webinar

First of all, webinar is a seminar or other live educational presentation that takes place on the Internet, allowing participants in different location to see and hear the presenter, ask questions and sometimes answer polls. It was reported that 62% of marketers used webinars as a tactic to deliver back to back content marketing. Additionally, marketers rated webinars as the third most effective content marketing tactic of all.

Now, you might wondering why webinars are so effective. Let me give some reasons to convince you. First of all, the immersion it involves. Webinars are the most immersive content experiences available. No other tactic offers attendees the experience of interacting with the content so thoroughly for 30-60 minutes. In addition to a variety of interactivity options, attendees can ask the presenter questions live and participate in the conversation with peers even more easily than in an in-person environment. The interactive nature of this content consumption makes it highly memorable and impactful.

Up next, webinar able to have real time content delivery. Additional related resources such as files or web links are easily provided to webinar attendees on the fly during the webinar or baked into the delivery in advance. This gives marketers the added benefit of delivering the planned content as well as offering additional content to attendees in real-time to move them through the marketing funnel faster. This content remains live during the recording as well which gives future viewers the same access to the content that was delivered in real time. However, it depends on your platform to remain live during recording or not.

Like no other content marketing tactic available, webinars allow for in-depth and real time behaviour lead scoring. The rich and interactive experience of a webinar gives marketers a wealth of information about attendees that can be wrapped into a behaviour or engagement score. Besides behaviour scoring, webinars are also cost-effective for both marketers and content consumers. They are less expensive than producing or attending a live event and offer a much wider reach due to their virtual nature. Furthermore, the more webinars a marketer incorporates into their overall marketing strategy at various stages, the lower the cost per webinar. The recorded webinar content continues to exist for consumption after the webinar, further increasing its cost-effectiveness.

Moreover, if you want to promote your site or company with the help of webinars, it is totally possible. Webinar presentation can increase the exposure of your business or company altogether. It's all thanks to the concept of webinar marketing that you can make a good use out of your webinar conferences in a promotional perspective in order to use it as an outlet to present your product and services to your audience at large. Since videos increase people's understanding of your product or service by 74%, having a webinar with full video on demonstrating or explaining the virtues of your product through a presenter can have a huge impact on how people view what your company is providing more than simple advertising copy.

A simplest but important reason to choose webinar is the convenient it provides. At this point, everyone has an online connection and a mean to access it. Conducting webinars allow you to connect with everyone around the world without having them to leave their home. Lastly, by having a webinar, you will be able to give more credibility to your ideas. The simple act of putting on webinars will allow you, the people you are talking to and the people who are watching to understand your concepts and establish agreements. Webinars are particularly effective in bringing people and their perspective together. This allows for an evolution of ideas to come about instead of it being stuck on an echo chamber in board meetings full of “yes” men. Everyone has a voice in a conference, including those watching it in the form of a sidebar comment box.

How To Automate Your Webinar?

A regular website can give site visitors a glimpse of your business, but nothing beats watching or listening to an expert provide valuable information. You can present that type of useful information by recording it one day and sharing it with the world in the future. Unlike live webinar telecasts, automated webinars run unattended. All you need to create one is knowledge you'd like to share and a third-party service that can help you create a compelling webinar and host it online.

A webinar is an excellent tool that people use to publicize their businesses, help existing customers and attract new ones. Webinars are also cost-efficient because you don't have to go anywhere to present them; attendees can watch from any device that has an Internet connection. In addition to helping you reach out to people you don't know, webinars give you the ability to present information to people in your business remotely. Webinars that you create can be as simple as MP3 recordings or as complex as video presentations that you create and upload to a webinar hosting service.

Stealth Seminar can present automated webinars that play at times you designate. It also helps you create hybrid webinars that start off automated and, when they end, they allow you to participate live. You'll find this type of webinar useful when you don't have time to present a webinar and you'd like to interact with attendees after it's over. You don't have to download software to share an automated webinar using Stealth Seminar.

Supreme Webinar provides an automated service that gives people the ability to choose when they would like to attend it. Use the drag-and-drop interface to create registration pages and take advantage of built-in templates that help you when creating your webinar. If you'd like to stay in contact with webinar attendees, use the email follow up notification system that sends helpful emails to them. Use Supreme Webinar’s replay capabilities to send anyone a replay of your webinar that they can viewed whenever they like.

The Auto Webinar Player provides a webinar hosting service that helps you share your information through an automated webinar. Webinars can run as frequently as you like, even if you need them to run every minute. While Auto Webinar can host your webinar, you’ll need to store the video files on a site that hosts multimedia content. When attendees view your webinar, they see a player that you can customize with your own personal branding

Webinars are fantastic tools before, during, and after a sale of products or services. They let you educate your potential customers on the value of what you're selling. They make fantastic follow-up and upsell tools, too. Lately, I've noticed a trend toward automated or rolling webinars. These are presentations you record once and then show again and again on a regular basis. On the surface, it's a great idea to pre-record, but there are some drawbacks you should be aware of before you dive in headfirst.

There's a special quality to a live call, and people can tell the difference. If you've advertised a live webinar, presenting a recorded one can make people feel like they've been tricked or lied to, and that's never good. One way you can overcome this is to record the webinar with a live audience so you replicate the feeling of a live call as much as you can. Also, don't advertise the call as "live" if it's not. The beauty of a webinar as a sales tool is that it feels educational. You are providing valuable information and insight before you sell anything. But with a recorded webinar it's easy to sound too sales-y, which will alienate people and could reduce your overall conversions.

When people know they are on a call with a group, they feel more at ease, like they're not alone. Nobody likes to feel alone. It makes us very uncomfortable. If there's only one person on the call, and they know it, they are likely to drop off mid-call or not pay as much attention. It's important to make people feel like they're not alone. One great conversion-boosting tip for webinars is to use people's names or answer specific individual questions during a call. With a recording, you can't talk directly to the listeners. So that live interaction is lost. If people know the call is recorded, or that they will be sent a recording, they are less likely to listen at all. They'll put it off until they have time, and eventually they can forget about it altogether. A live call is best, and encore replays that people have to listen to at a certain time beat emailed recordings.

Well, enough for the cons, let’s us speak about the pros of automating webinars. With recordings, not only do you save time by not being there in person every time you give a webinar, but you also save time in the sales process. An automated webinar gets people past the frequently asked questions and basic information they need before they talk to you on the phone. So your sales calls go smoother and faster. Next is you can make a perfect presentation. This is great if you hate to be "on the spot" when speaking. You get as many do-overs as you need to make the perfect webinar. Don't worry that you'll forget something important, just record and edit in any changes.

Even an automated webinar is better than no webinar at all. It's a rare website that can convert a cold prospect right on the spot. An informational webinar gives you the chance to answer questions and overcome objections in a more interactive environment, which leads to much better conversions than a website or email marketing series alone. Furthermore, time zones and personal schedules no longer matter with an automated webinar. People can sign up for the time that suits them best, so you're making sales even if you're on vacation or fast asleep. You want people to self-select and sign up for your mailing list so you can market to them over time. But these days you must give them something valuable in return for their name and email address. An automated webinar is a great way to pass along useful information and get people to enter your sales funnel at the same time.

High Converting Webinar Formula

One of the most important factors in your webinar success is the work you put into designing your deck of slides. This is important in any presentation, especially webinars. In an in-person presentation, you are the main visual for your audience and your slides are merely visual aids. But when it comes to webinar, your slides are not your visual aids anymore. They are the visuals. Thus, you need to out more work into them than you would with an in-person presentation. Of course, your slide deck is just one part of what makes your webinar engaging. But, it is very important factor because your slides play such a prominent role in a webinar.

Like I have mentioned earlier, your slide deck is an important issue to take note of. You need to build your webinar slide deck accordingly and logically. First, let’s talk about the introduction. The introduction of your webinar might only take a few minutes but it sets the scene and your audiences’ expectations for the rest of the webinar. Start with a title slide with your webinar title, your name and your photograph. Optionally, you can include other information such as names and logos, your contact information or logistics information about joining webinar.

Some participant will be new to webinars. So, you need to explain to them on how a webinar works. For example, how to ask question, whether a recording is available, whether you will keep questions anonymous and so on. Even if you are presenting to an audience who familiars with webinars, it is still worth including this slide simply as a reminder. Next is to include an overview slide early in your webinar so participant know how your content is arranged. For example, if your webinar has five main points, your overview slide simply lists those points. Although this can be a very simple slide, but it plays an important role because it shows the audiences the big picture of your material. They discover how many points you want to cover, they see the points and they can mentally track your progress during the webinar.

Although you have used many slides in the introduction, it doesn't take much time during the webinar, perhaps five minutes at most. Now comes the main content of your webinar, which does take most of the time. However, it is also important to structure the slides in a logical sequence. This is for your main points to flow easily and make sense to your audiences. There are many ways to structure your material, first is the timeline. Timeline includes past, present and future. This classic structure often appears in business presentations. For example, how were things done in the past, what is the current situation and what are you proposing for the future. This structure is particularly useful when your webinar is about change or if the underlying environment has changed and your audience doesn't realize it.

Some topics lend themselves to a geographical approach. For instance, you are describing something that affects people differently in different parts of the country, you provide a brief introduction and then talk them through the impact of each of the location and summarize in your conclusion. For some topics, it is useful to explain the problem and then describe the solution. I am sure that you don't want to leave your audiences with question marks isn't it?

Next would be audience interaction. Do not wait until the end of your webinar for audience interaction. As part of your preparation, design specific points for interaction and show slides at those points to prompt your audience. When you plan to stop for question, insert a Q&A slide in your presentation to this point so it is clear to the audiences that you are waiting. This is more effective than simply asking "any questions?" while still showing the previous slide. You can, of course, stop for questions at other times depending on your audience needs and the flow of the webinar. However, it's useful to schedule some specific times for questions as part of your preparation. When you stop for an audience poll, insert a slide with the poll question on it. You show this slide first, briefly describe the poll and then launch the poll in the webinar software. This is better than launching the poll immediately because you get the chance to add any specific instruction before people respond to the poll. It is also useful when you have somebody else managing the polls. This is because they know exactly when they need to launch them for you.

For many people, the start and end of the presentation can be the most memorable sections. So, plan your concluding slides carefully to reinforce your main message and encourage your participants to take action. In the same way you start the webinar's main content with an overview slide, you can end the main content with a summary slide. This could be as simple as repeating the overview slide or it could be a separate slide with a summary of your main points. If your webinar ends with a specific action plan, show a slide summarizing that plan so you can talk through it step by step. Some webinars do not end with a specific action plan because their main purpose is to inform or educate. If this is the case, use the slide that asks each participant to reflect on the webinar and decide what action they will take.

Hours of hard work planning a webinar and creating valuable content combined with a significant investment in promotional spend to drive registration will not matter if no one is listening during the webinar delivery. If a webinar is planned without interactivity at the core, it is more likely your audiences will be checking Facebook, emails, daydreaming, eating a snack or drooling on their keyboard. To avoid this fate, you need to master the virtual interaction tricks. The first one is ask for everyone's first name and recognize them. This is a crafty way to set an interactive tone right from the start and also let your audience know that you are a live person paying attention to them instead of a recorded voice. Ask them to enter their first name in the Q&A and then welcome a few of the attendees by name. You will amazed at how much more interaction you will get throughout the webinar if you try this simple technique right at the start.

Secondly is to answer questions and acknowledge comments as you go. Not every speaker can do this and it takes some practice to do well. Once you are comfortable, keep an eye on the Q&A an answer relevant questions or acknowledge a comment as you go. This does not mean that you should stop the presentation for a designated Q&A moment which can ruin the flow. You should have a conversation with your audiences instead. For instance, if you are talking about widgets and someone comment that widgets are great, verbally agree with him and keep going. Besides, you can ask the audiences about their experience, input and thoughts. Everyone favourite topic is themselves. If you can get them thinking about how your topic relates to them personally, they will be more likely to remember the content you are presenting. Ask them what their experience is in the area you are discussing or ask them to share their insight or learning around the topic at hand. Using a poll or open chat is a good way to collect this feedback and get them interacting with you.

If you want to elevate your webinar registration and attendance conversion rates, helping to preserve your promotion and campaign investment, you need to do some practices for webinar registration. Without further ado, let me tell you the dos and don’ts during the registration. First, do use the event details page as your landing pad, especially if people are touching down on your registration site from a brief e-mail or a banner ad. This event detail page is your chance to expand on the topic and specific value prospective registrants can plan to take away. Next is do boost your attendance rate y spending the time and brainpower to create a well though-out confirmation landing page for registration who submit registration. Do include all the event details including time as well as how to join on the day of the event.

As for the don’ts part, do not create a massive registration form. Too many fields to fill out can be a turn off for potential registrants. Do not use such “Form” names as Admin, Webinar registration or something equally generic and unidentifiable. Do not use the name of the webinar organizer unless that person is very well known to your audiences. Half the battle is getting registrants to open the confirmation email. Trust me, you want that Outlook calendar invitation on their calendar to block their time and remind them to attend.

Webinar Platforms Factors To Consider

Choosing a webinar technology vendor you can reply on is extremely important for meeting your long term program goals. The smaller, less expensive players in the web-conferencing market are continually in flux where new ones emerge only to disappear within a year. This will force you to start over a new vendor. For a list of top web-conferencing vendors, the Gartner Magic Quadrant report or The Forrester Wave report are good resources. This is because these research organization have been tracking the webinar and web-conferencing space for years. Once you have a clear idea of your program goals, here are some quality to consider as you search for an appropriate vendor.

The first thing you need to look at is the basic functionality. You will want to think about how many webinar production hosts you will need on your account and how many presenters, hosts or moderators you may need during each webinar. Having the ability to give host and speaking rights to multiple people at once during an event will make your event run more smoothly. Some platforms allow for multiple people to have host or speaker rights simultaneously and some only allow for one at a time. In addition, many platforms charge for webinars based on number of hosts. If you expect to require a large number of hosts throughout your organization, it may make sense to choose a platform that allows an unlimited number of hosts.

Next, how many attendees do you plan to have? Webinar platforms are typically sold by webinar room capacity. The larger the capacity, the more expensive the room. Keep in mind that on average only 30%-40% of registrants for non-paid webinars will attend. Furthermore, you need to consider the interactive functionality too. Webinar platforms vary widely in the number of features they offer. If interactivity and memorability is important to you, ensure that you are choosing the platform that provides the most options for flexibility and creativity. We all know that mobile access is becoming more and more important. Choose a webinar platform that will give you the broadest reach across all devices and understand what the attendee experience will be on each of those devices.

Secondly, is the specific needs and customization that you might need to take note. Consider the convenience and time savings of content persistence. How much easier will your life be if the content you upload to a webinar room or your overall room design and layout remains as you left them indefinitely? This is a critical time saver for rehearsals and for repeating events. A content library, either shared or for each individual from which you can easily access content to bring into your webinar room can provide consistency to the overall program and save time.

Also, recording your webinar is extremely important for both attendees and non-attendees. There are three things to consider regarding this feature. First, look for strong editing capabilities which will enhance the polish of the final recorded product. Second, ensure that you are able to track viewership of recordings is accessible via mobile devices. As an added bonus, look for platforms that provide recordings that keep some of the interactive functionality such as polls, web links and the file downloads live within the recording. If you plan to stream video or webcams during your webinar, look for platforms that stream well and do not limit the view of live streaming to a small amount of attendees. You will also want to fully understand the webcam rights and advanced functionality.

Next, do you want to track the source of your registrants? If so, ensure that the vendor easily enables you to promote and track campaign sources. Moreover, the ability to measure overall engagement is critical to improving the quality of presentations and measuring individual engagement enables you to prioritize leads for sales. Look into the engagement measurement and tracking of each platform and make sure you understand how each platform measures engagement. Most platforms provide some sort of lead-scoring options based on demographics collected during registration and attendance. Look into the robustness of this functionality if it is important to you.

Tracking and scoring leads based on behaviour during a webinar beyond who attended or did not, is a huge value to provide your sales team for increased lead conversion. Look for platforms that help you track and score on behaviour beyond simple demographics. This can include information such as files downloaded, poll answers, questions asked and more. As a marketers, you will want to make your life easier by looking for a webinar platform that allows integration with your marketing automation or customer relationship management (CRM) systems for passing leads to sales and scoring leads.

Chapter 6: Client Care

How To Conduct Group Coaching

First of all, what is group coaching? Simply put, group coaching is coaching in a group. However, there are many different formats for how that can be done. You could have one, some or all of the members of the group do the coaching to one, some or all of the group members. For example, a professional coach might coach each of the members of the group or the group members might coach each other.

Coaching could be done in one or several group meetings. It can also be done face-to-face or by means of telecommunications, for example, over the phone or Internet. Groups can be “externally” facilitated, that is, by someone who does not do the coaching or who does not get coached. In contrast, groups can self-facilitate, where one, some or all of the members are responsible for the facilitation. Some people distinguish between group coaching and team coaching. They might define a team to be a group of people whose members all have the same purpose and goals, and work together in the same organization.

Firstly, pre-screen the participants. Meet with each founder to determine their readiness for group coaching. Who you bring into the program is critical to setting up the right conditions for self-discovery and peer coaching. Are they coachable? Do they have the ability to listen and learn from feedback? Are they open to the group process or do they think they already have all the answers? Through the pre-screening meeting, you can assess the founder’s fit for the group coaching model and as a peer for your other participants.

Next, is to match like-minded founders. Group coaching works best when founders are among peers they can respect and trust. Match researchers with researchers, entrepreneurs with entrepreneurs, and ideas at the early stage of development – whether it's technology commercialization, start-up, mid-course correction or new product innovation. Keep the group small about 6 to 10 founders and make sure that only founders are in the room. Be careful about bringing in consultants or experts who can dominate and derail the process. Effective coaching clinics are programs with a defined purpose, set number of weeks, regular day and time, and outcome. Founders need to be accountable to the group to attend sessions and come prepared to contribute every week. Consider ending the program with a "Shark Tank" style investor pitch and clearly define the conditions for moving to a next step, whether that's entry into 1:1 coaching, incubation, mentor program or other tangible destination.

In addition, you will want to make your coaching different. Designate a room for your group coaching clinic with its own character and brand. Name the room and fill it with white boards, flip charts and markers, remove chairs, make it a "no cell" zone. Set the tone with founders from the beginning that this is not training, it's doing - and the clinic is a dedicated time and space to roll up your sleeves and work on your idea. Founders are action-oriented people who need to understand how the coaching program is going to help them. Use a systematic framework or structured approach with clear expectations. Cover 1-2 topics at each meeting and expect participants to come ready to share their working drafts. Even if every person isn't presenting at each meeting, they are still actively engaged, providing input to other founders, asking probing questions and learning from the conversation. End each session with takeaways and assign preparation work for the next meeting.

Alright, what do I mean by be structured but unstructured is that it's a journey of self-discovery, so be open to exploring a few unexpected paths along the way. At first you will be doing the heavy lifting on moving the process forward, but at one magical point in every clinic (usually in the second or third session), peer coaching starts to emerge. Allow the group to steer the conversation, but control the pace and minimize scientific debates and other potential “rat holes.”

Visual tools help technical people with no business experience model their ideas and develop a common language for conversations about the business value. Adopt tools and worksheets that help founders let their guard down to model and map their ideas as they explore the potential value and market applications. Remember it's not about you, so let go of the marker! Your job is to guide and facilitate the conversation. Let the founders own the problem and drive the discussion – they have the answers and just need help framing them in the right context. It’s difficult to hold back and let that discovery happen but the results are worth it.

Next is to watch for coachable moment. When “aha” moments happen, stop the discussion and make sure the group is aware of the recognition or breakthrough. Take time to celebrate the moment and ensure that others learn from it. Lastly, coaching founders can also be very lonely – you’re guiding the ship, adapting to group dynamics, troubleshooting hot spots and managing the pace. Co-coaching allows you to facilitate different aspects of the group dynamic, while offering a second perspective on strategies for helping founders get the most from the experience.

Group coaching is very popular because it can be used for a wide variety of results and applications. Coaching is great for solving complex problems because it guides and supports group members to closely clarify the problems, identify powerful strategies to solve them, and specify relevant and realistic actions to implement those strategies. Members can share support and accountabilities to take those actions. Besides that, guarantee transfer of training is essential too. That same support and accountabilities can be used to ensure that group members actually apply the content that they got from some form of training, for example, from lectures, book studies and podcasts.

Furthermore, engaging all employees is a must. We are learning that, unless a change effort has the complete buy-in, participation and commitment of employees, then the change effort is not likely to be successful. That engagement has to start with the employees being authentic, open, honest and direct about what they are experiencing. They need to feel listened to and respected. That can occur in these groups. There are many skills that group members will develop, regardless of the purpose of the group. For example, they will build skills in presenting to a group, asking for and accepting help, listening, asking good questions, action planning and learning from reflection. A good group will also cultivate authenticity, engagement and accountability among members. All of these skills are critical to good leadership.

How To Manage Client Expectation

So much work goes into winning new business, regardless of the vertical space in which you work; there is the initial prospecting, early conversations, strategic program development, budget consideration, and creation of a deliverables timeline. Unfortunately, all of that work can come to a screeching halt before the ink is dry on the contract when the same amount of time, energy and commitment isn't placed on managing the client's expectations after the business is won. After all, it's easy to keep a client when things are going well; maintaining a client when times are tough is the true test of a relationship.

From the very beginning of anything you're about to do, make sure you care about it. First and last impressions are everything and it sets the tone for the working relationship. It's also flattering for a client if you've done your homework and are prepared to talk about concerns they have too. It doesn't matter how many awards your last site won or what you did with some other company, it only matters what you are doing right now and what you plan to do for them in the future.

For extra points, get to know them outside of a business relationship. Strike up a personal conversation when appropriate. This will help you figure out what makes them tick and you'll start to understand their motivations and more importantly, they'll start to understand yours. Next is to work on your trust issues. Trust doesn't come easy. You can lose it at any-time and never get it back. How do you avoid this? Just as easy. Say what you mean, do what you're going to do and follow through on it. Hit your dates or just make sure you show up to work on time. And if for whatever reason you can't, make sure everyone understands why.

Along these same lines, make sure everyone understands why you are doing what you're doing. Provide background for the most mundane of tasks. This will not only provide transparency, it will create buy-in to the work and give value to the little things that help make everything else better.

I have long maintained that business people like working with people they not only respect, but also personally like. Therefore, we believe that developing a personal relationship goes a long way in building a stronger business relationship. Get to know the client's family situation, how they spend their free time, where their interests lie and, most importantly, what motivates them on a daily basis. When you understand what makes them tick as a person, you can translate that into your business relationship. Do you know that a lack of communication is usually at the root of most problems associated with clients? Any good client relationship will be able to weather setbacks if you are proactive in communicating both good and bad news. When communication is direct and transparent, trust forms and helps to create a foundation for long-lasting relationships. Another thing you need to bear in mind is that until you and your client agree on strategy, goals and timelines, you are always at risk of them not understanding what success is and how it should be measured. We always suggest creating a scope-of-work document that outlines the program details, budgets and metrics. This will alleviate any confusion over expectations and hopefully eliminate a difficult conversation.

In business, money is not a dirty word. Although, it will still be the root of all evil if you don’t address it openly. Being open and honest about budget reduces any tension associated with it. And it also shows a client just how much something costs and what is required to continue. If this isn’t addressed, you’ll quickly find you have some unhappy customers and you might end up having to pick up the check.

Let’s face it, information travels fast and we can only absorb so much before we lose track. Like witnesses reporting the details of a crime, the information gets less accurate the further they are from when it occurred. As time goes by, people forget what was agreed upon or morph details into something else. So taking notes during these meetings and conversations is crucial.

This paper trail not only serves as a reference for what was said, it also allows you to codify potential new requirements and provide instructions for what to do next. Post these notes in your collaboration tool of choice for all to see and refer back to when times get busy or when lines blur as new things are added last minute.

Next is to be a counsellor. When you offer your client advice, direction, input and business counsel, you become a truly valuable partner. This style of open dialogue helps to establish the respect necessary to ensure better project management. Clients hire outsourced marketing services because they want an objective opinion. If you fail at giving that POV, you subject yourself to being a "yes man or woman," which will ultimately be your undoing. Listening is one of the most misunderstood and least used tools in managing client expectations. Many clients are unsure of what they are trying to accomplish or not very good at articulating it. As such, you must have excellent intuition and listening skills in order to identify key messages being communicated. One of the best ways to compensate for a client who communicates poorly is to repeat what you have heard and ask them to confirm the accuracy of key takeaways, which will ultimately impact expectations.

Last but not least, budget is not a bad word. Most relationships will go south very quickly if you are not open and honest about budgets. To start, you must be realistic about setting a clear understanding of the budget required to execute the desired program. Throughout the course of the program, you must have regular dialogue about budgets. If you don't address the client until you have an issue such as operating over budget, you will not only have an unhappy client, you may also find yourself eating the overages.

At the end of the day, your ability to manage client expectations is going to hinge on how well you choose to communicate. If you leave things up to chance, chances are you and your client will both be disappointed. However, if you take the time to listen, be proactive about communicating openly and address any issues head-on, you will keep client expectations in check and be in a good position to grow your relationship over time.

How To Scale Your Big Ticket Business

The most dominant companies to emerge from the past decade's tech boom have proven that healthy growth is all about scaling. By adopting a scalable business model, these firms have generated huge profits without all the budgetary strains that plague traditional growth models.

A replicable system for delivering goods and services allows businesses to increase their customer base without having to increase their overhead at the same pace. By contrast, the traditional growth model has fostered a vicious cycle of inefficiency--a company gains a few new clients, so they hire more people to service those clients, adding costs at nearly the same rate that they're adding revenue. Scalable growth is all about pairing exponential revenue growth with incrementally increasing costs. Software companies offer a strong example: once the development stage is complete, they can infinitely replicate their end product and sell to the customer at little or no additional cost to the business.

In short, the more efficient the mechanism for mass production, the more scalable your company will be.

A business leader's desire or need to scale a business shouldn't be entirely based on demand for their product or service. Yes, demand will certainly play a large role in how or when a business decides to scale, but having a competent growth strategy in place from the get-go means that scalability was baked into the company's business plan long before your customer base really started expanding. Scaling effectively means anticipating demand, not reacting to it. If a company acquires two or three new clients and then realizes it can't fulfil their demands, their scaling efforts are likely too little and too late.

Nothing makes scaling more manageable than a simplified business model. By consistently offering a limited, familiar set of commodities to their customers from the onset, companies can deliver those products or services more effectively, allowing for stable, controlled growth.

Another key component of successful scaling is to ensure that goods and services are delivered systemically. If someone goes to McDonald's to order a cheeseburger, they can expect an almost identical experience from any McDonald's, anywhere on the planet. This is a major achievement in scale--keep in mind that Ray Kroc conceived of his assembly line-inspired production system long before there was enough demand to warrant 35,000 restaurants. Kroc exacted the process down to the most minor specifications, including fat content, weight, diameter, and even the number of pickles in every Big Mac.

By emphasizing a universal experience and product consistency at the onset, Kroc was able to strengthen customer loyalty to the brand as he gradually expanded his business. Ultimately, the goal was to encourage and even ensure repeat business based on his system's reputation, rather than the quality of a single store or person. It was this simple yet infinitely scalable model that allowed the chain to grow into the global behemoth it is today.

Interestingly enough, one of the best indicators of a successful scalability platform is the de-emphasis of the individual. It may sound a little cold or heartless, but a good measure of a company's ability to grow indefinitely is how independent it is of any one individual's input. This is not to say that hiring and retaining talented employees is irrelevant, but if your business is truly offering systemic services or products, the absence or replacement of any individual team member should theoretically have almost zero impact on the company's success. Practically every Fortune 500 Company is structured in such a way that even CEOs can come and go without making any difference whatsoever.

People today often have an intrinsic aversion to being just another "cog in the machine," but any successful company operating on a systemic business platform is going to be set up this way. And if someone is working at an exciting company where they're a part of something much bigger than any one individual, maybe being a cog isn't really such a bad thing after all.

An aspect of the business world that's often overlooked is the importance of perspective. People get caught up in specific projects or campaigns, as they should--it makes for good work and happy clients. But sometimes, it's helpful to take a step back and look at the bigger picture.

Consider, for example, how much a single consulting job moves the needle for a corporation with $48 billion in annual sales. Not that much, right? How about the significant turnover that big, successful companies experience on a regular basis? Success at scaling your business can be a difficult thing to judge and measure. To truly embrace the notion of scalable growth, an ability to see beyond the "self" is a minimum requirement.

Once a company's systems reach a certain level of sophistication, there are enough built-in redundancies and fail-safes that the company's collapse is far less of a possibility. A highly successful business entity can eventually sustain itself, regardless of who is in charge.

There are plenty of reasons why you should have a big ticket breakthrough. Firstly, you will draw in higher quality client who prefer to pay a premium price for you high-end products and services. When you create your big ticket program you'll tap into an entirely new universe of clients and customers who will gladly pay a premium for your product or service. These customers are probably on your list right now but are taking their business to your colleagues and competitors, simply because you don't offer what they want, which is a premium, high-end product or service.

The best thing is that you will make a much bigger impact in people lives. There's only so much a book can help someone. Even if you're a consultant, there's only so much you can impact someone in a one hour visit. But with a big ticket breakthrough, you'll be able to share much more and provide much more valuable information that will really help people. And your customers and clients will be more committed when they're part of your big ticket program than they are with a book. And the more committed your client is, the more likely they are to achieve positive results.

With your big ticket breakthrough, you can even build a better reputation faster. When people see you're offering big ticket products and services, they will naturally come to the conclusion that you're the leading proponent in your field. They'll respect you and hold you in high regard long before they ever buy your first product or service. They'll want to be part of what you're doing. Plus, it's often easier to get publicity when you have a big ticket program.

Everyone, potential clients and the media, likes talking about the person with the unique, big ticket products and services. The media focuses on the cook who makes the $200 hamburger, not the short order cook in the diner. The media covers the hairdresser who charges $2,000, not the barber who charges $20. So when you have your big ticket program, you'll get more attention too. And not just from clients and the media, but from publishers too. So your big ticket program may lead to a lucrative book deal for you.

Last but not least, you are able to reach more people with your message. Right now, if you're only offering one product for example a book or one service such as consulting, where you're trading hours for dollars, you're limited in who you can market to and how much you can make and how much free time you have. There are people on your list, or who have done business with you in the past, that are waiting for you to offer more.