



ATTRACT HIGH-END COACHING CLIENTS

T H E T R U T H . . .

Attracting and closing high-end leads into your online coaching business comes down to one simple thing: the capacity your message and content have to CAPTIVATE the RIGHT people.

You see, the market is getting more and more saturated and sophisticated every single day. 5 years ago, putting out a webinar or posting in Facebook groups was a great strategy to get leads.

But, as your audience gets more and more exposed to marketing fads and trends; fake urgency, “live webinars” that everyone knows aren’t live, and copy/paste messages or DMs simply don’t cut it anymore.

As the market evolves, your message has to do the same. And in this guide, I’m going to reveal to you the framework that will allow you to finally get results and attract high-end clients into your business.

It’s called the Brand Strategy Pyramid and it’s focused on truly positioning yourself as an authority and the solution your ideal clients need.

...even if you don’t think you are “established enough”



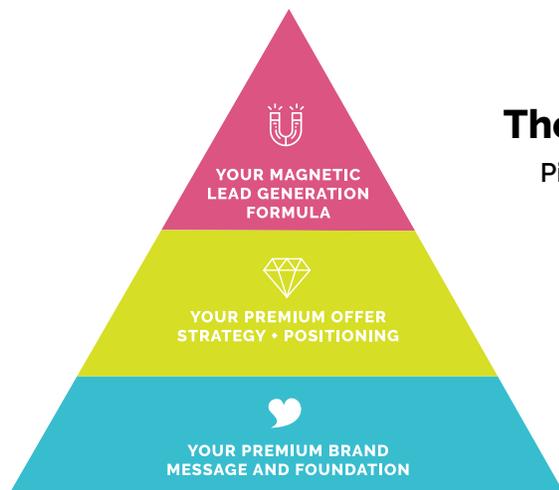
HERE'S THE THING...

...most gurus out there are focused on being extremely transactional with their marketing strategy. Where the main focus is on building a cookie-cutter approach following whatever is hot or trendy in the market.

What you end up seeing out there is a a lot of coaches marketing themselves in the exact same way, like a copy/paste of each other. And your audience is smarter than that.

This is why the Brand Strategy Pyramid focuses on creating demand for your services even before you have pitched your offer.

It's what we follow to attract 1-4 high-end Discovery Calls PER DAY and has allowed us to make over \$1,000,000 in the last 3 years (and our clients to generate multiple 5 figures per month).



The Brand Strategy Pyramid has 3 pillars:

Pillar #1: Creating a Premium Brand Message and Foundation

Pillar #2: Building a Premium Offer Strategy and Positioning

Pillar #3: The Magnetic Lead-Generation Formula

Let's break them down...



pillar #1

YOUR PREMIUM BRAND MESSAGE AND FOUNDATION

The majority of marketing strategies are focused on building the pieces of overall plan in a very tactical way. You write the emails, create the script of the webinar, add people to your Facebook Group, define the template for your messages, etc.

I think that's silly.

I suppose it's good advice if you're looking to spend the majority of your time, energy and money on trying to figure out why things aren't working once it's done.

...building an audience of the wrong people (who will never buy what you have to sell)

...instead of actually building your business.

For us: while creating organic and paid strategies that lead to content is a *part* of our overall strategies.

...we've found there's something MORE important that needs to be done FIRST in order to get results.



After all, how many strategies have you tried before in the past, without getting the results that you expected?

So what's missing? What is the **THING** that is off? Simple: Creating a Clear and Compelling Premium Brand Message that will allow you to captivate the right people.

Understanding exactly *how* to differentiate your brand and business and find the correct ways to connect with your ideal clients, so that you ensure you are attracting the *right* people (and that your marketing efforts don't go to waste).

So how do you do this? By uncovering exactly what it is that actually makes you different from the rest and what you stand against as a brand.

Ideally what you are looking for is to find a Domino piece belief your ideal audience has about the way things are done in your industry that will immediately create demand for what you do.



You see, your audience is used to hearing how things are “supposed” to be done over and over again.

Every coach in your niche is telling them the same things. YOU my friend, have to find the way to become the **ONLY** one in your field that is teaching things from a different perspective.

Your job is to find that belief that makes the way they are doing things fall apart the moment you challenge it - therefore making **YOUR** way of doing things the next logical step for them.



This is called the Domino Effect.

Finding the gap that exists in your industry and leveraging your key differentiating factors to your advantage - making you **THE** no-brainer choice.

...This is what's necessary in order to build a Premium Brand Message that actually gets you results through your marketing strategies.

..but before we talk about marketing, let's discuss...

pillar #2

YOUR PREMIUM OFFER STRATEGY AND POSITIONING

Selling a high-ticket offer or service isn't just about slapping on a premium price to your offer.

It's about understanding what your ideal audience **NEEDS** and what they **WANT** and creating an offer that answers to both of these.

At the end of the day, you want your audience to see what you offer as **THE** ultimate solution to their problems and you do this by packaging your offer as the **LOGICAL** vehicle to success.

Meaning - you want to build a unique framework that is positioned as **THE** alternative - and only way to get the results they've been looking for.

If you can make them believe that the way out of their problem is through following this unique process - and you happen to be the one that is selling this process. You've won the game.



Quite simply, when you are able to position your **PROCESS** as the solution they need, your audience will realize that what they can't afford is **NOT** working with you - or **NOT** solving their problem.

When you are selling, your communication has to tell **HOW** this process will **SPECIFICALLY** solve their problems.

Saying things like "Lose weight", "Reach Your Potential" or "Grow Your Business" is too vague and doesn't tell your audience **EX-ACTLY** how their life will improve.

Your way of positioning your offer needs to be **CLEAR** so that your audience sees what you do and immediately know if this is what they need for themselves.

...while at the same time, you are creating **DEMAND** for your process and therefore, your offer.

The promise of your offer needs to be **SO** clear, they see what you do and immediately recognize that this is something that is created to give them what they want, and solve what they need.

...which leads us to...



pillar #3

THE MAGNETIC LEAD GENERATION FORMULA

Most people out there are telling you to share as much value as you possibly can within the content you are creating.

...Whether we are talking about webinars, video sales letters, on-line challenges, or even social media posts.

Coaches operate under the belief that all they need is to show how good they are, and their audience will automatically want to buy from them.

The problem with this, is that what tends to happen is people see your content and think "great! Now let me do this myself"...and don't hire you in the end.

Instead, you want to create Magnetic Content that is designed to reveal your expertise without giving it all away and making sure you are clearly driving them to buy from you.

Here's what we mean...



There's a simple formula and process that will allow you to convert cold audience into paying clients faster than you think.

Here's how it goes:

>> You begin by making your audience **RECOGNIZE THEMSELVES IN YOUR CONTENT**. This means you are creating content that speaks to the **VERY** specific and detailed symptoms or scenarios they are experiencing on a day-to-day basis.

>> You get them to **SEE YOU AS THE SOLUTION** by presenting to them the Domino Belief that challenges the way that they have been doing things so far as well as by presenting your unique process or framework.

>> You overcome **OBJECTIONS** by contextualizing the result when they follow your way of doing things and bringing up the limitations they have.

>> You create a sense of **URGENCY** by showing them what it's costing them to not do things in a different way.

>> And finally, you invite them to take **ACTION** by having them start conversations with you - whether through booking Discovery Calls or Private Messages with you.



You enroll through a conversation which qualifies them even more. Are they the right fit? Can you actually help them?

If you are COMPLETELY confident you can help them, you present the details of your offer (remember, by this point they understand your process and should be pre-sold to what you do).

And if they aren't a good fit you point them to someone else who can.

This is the EXACT formula and process you need to follow in order to create high-converting content that leads to sales.

...whether we're talking about posting on Instagram or TikTok, hosting your own Facebook Group or creating webinars that sell.

But, for this formula to work, the first TWO pillars of the Brand Strategy Pyramid have to be defined or created.

...otherwise, you fall into the trap of following the next shiny object and not getting any results.



In the process, you are constantly qualifying with your message and content, making sure you are attracting high-end clients for your coaching business.

You are using language that becomes like a magnet to those who are committed to solving their problem (not to those who are broke and not really willing to do what it takes).

And this means that you attract those who are ready to invest in themselves and are ready to take action.

That's it! There you have it. These are the 3 pillars that have allowed us to scale to making over \$1,000,000 in the last 3 years - generating 1-4 Discovery Calls every single day.

They're working for us and for our clients too...we have plenty of clients using our exact methodology to make \$10k, \$30k and even \$50k by attracting high-end leads.

So what's next?

There's only so much we can explain in this guide, so if you're happy with what you are reading, here's the next step:



[Join our free Facebook group](#) for coaches and consultants.

Inside, we dive deeper into the 3 pillars of creating a brand message and magnetic content that attracts high-end clients into your online coaching business.

Plus, we host free livestreams and share valuable content and we would love to see you there.

(On top of that, you have the added bonus of being able to 'spy' our own systems and processes)

[Tap here to join.](#)

Con amor,

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