



# 11 WAYS

TO SIGN MORE

## HIGH-END CLIENTS

TO GROW YOUR COACHING + EXPERT-BASED BUSINESS

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

## CONSISTENTLY SIGN MORE CLIENTS

**Most coaches + experts I talk to have a desire to work with more ideal clients and a big vision to make a larger impact with what they do. They're committed to their business, and are looking for solutions that will help them attract more clients in a simpler way.**

Over the last 3 years, we have generated over \$1,500,000 in revenue in our business and have created a simple magnetic process that allows us to consistently bring clients who are action-takers that go on to create incredible results and growth in their own businesses.

In this guide, I share with you some of the strategies you can use to sign more high-ticket clients online. This is not some fluffy guide. It is REALLY good - and the templates and examples I share are guaranteed to get you results. So pay attention and take action.

Want more personalized help? My team of Brand Specialists are trained to help YOU upgrade your messaging in just minutes.

We will hop on a free 15-min Brand Audit Call with you and give you SPECIFIC and PERSONALIZED feedback, insights and improvements you can implement to optimize your content in order to help you make more sales. (Just to be clear - this is NOT a sales call - it is a value call)

[If you are interested in finding out more, click here to book that call - and read what others had to say about this call.](#)

*fabipaolini*

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

For these strategies to be effective, it is IMPERATIVE that you first are able to elevate your messaging so that you can attract higher-level clients as well. This is what we do to generate weekly high-ticket sales while working with people who are READY TO GO and committed to taking action - which means they also get incredible results.



**A PREMIUM BRAND MESSAGE** This means making sure your language is speaking to an audience that is ready to buy - while showing them what makes what you have to offer different from everything they have tried before.



**PREMIUM POSITIONING** You need to be able to effectively communicate what is the exact OUTCOME or result you help your clients achieve. This will allow you to create demand for your offer even before you pitch it.



**MAGNETIC LEAD GENERATION** You want to create content that feels magnetic and irresistible. SO that when your potential clients read what you have to offer, they feel like "I want what they're having" - which leads to instant DMs or calls booked.

We can help you upgrade your messaging through our 15-MinBrand Audit Call where we will give you specific insight on how to create magnetic content that attracts premium clients. [Click here to book that call.](#)

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

## strategy #1 POST IN YOUR FEED

We begin with the obvious, but one of the things people forget to do the most. You want to post on your Social Media Feed talking about the exact result you have help people achieve and how you can help them do this without having to do the things they don't like/don't want to do.

Take a look at the platforms in which you are MOST active on and share this message everywhere. You can turn it into a post on Facebook, LinkedIn, Instagram, a Reel, or even a TikTok. Test it out - anytime I post it, my DM's get flooded with messages.

### SHARE THIS MESSAGE

[AUDIENCE] If I offered to show you how I [RESULT YOU GOT] and walk you through how you can do the same.

Without [WHAT THEY DON'T WANT]

Without [WHAT THEY DON'T WANT]

Without [WHAT THEY DON'T WANT]

Is this something you would like?

Let's talk! Comment YES below or send me a DM - I'm looking for 3 people to speak to this week!

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

strategy #2

## REELS & TIKTOK

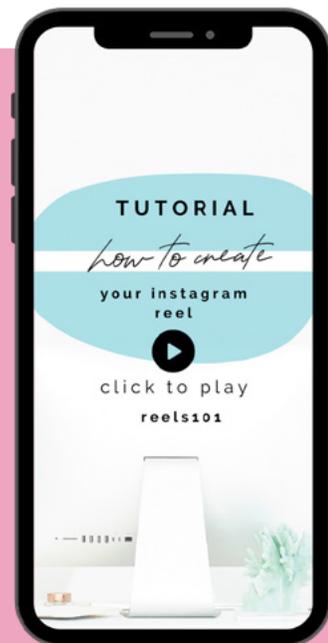
If you aren't using Instagram Reels and TikTOK to grow your business, you are TOTAL-  
LY missing out. It is seriously THE MOST effective way to grow your audience right  
now. Instagram is pushing Reels above anything else and it's good because it allows  
you to get in front of your ideal audience organically. And with TikTok, you can also  
easily grow your following.

Seriously, you need to do it!

A couple of recommendations: Make sure you are using around 8 relevant hashtags  
in the caption of your post. Also -I hosted a 30 Day Reels Challenge that will help you  
get started with Reels. [You can find it right here.](#)

## INSTAGRAM REELS

Need more help and support around  
Instagram Reels? I created a tutorial  
that walks you through how to cre-  
ate your own. [Follow along as you go  
through my 30 day challenge!](#)



# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

strategy #3

## SHORT VIDEO

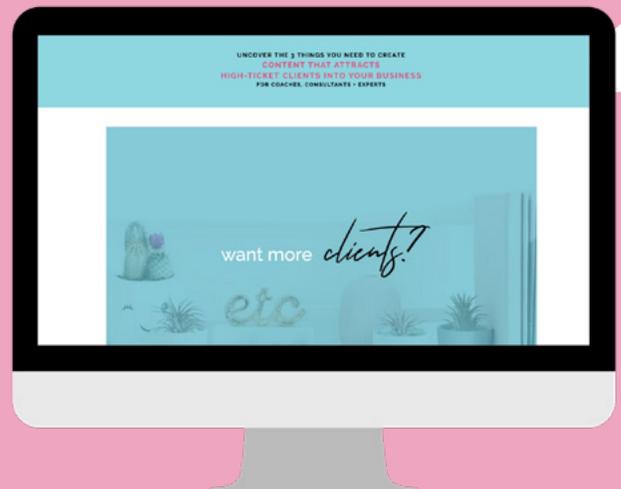
One of my favorite ways to get clients is to create a value-packed video that creates demand for what I do without necessarily pitching working with me. Then, you promote this video everywhere.

This can be more effective than a webinar (if done correctly) because it's short and sweet and straight to the point. For example, I have a video that focuses on 3 keys your marketing and content need in order to attract high-ticket clients. The video is so good and different, it gets me clients all the time. [You can watch it right here.](#)

## STRUCTURE

- Hook people with what they want
- Dive into the unique vision you want to share and make sure you are seen as an expert with your content
- Clear Call To Action

[Click here to see this in action](#)



# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

## strategy #4 GET ON PODCASTS

Listen, the truth is that what you want to do is to get in front of the biggest audience possible. The main problem entrepreneurs face is actually a TRAFFIC problem. Meaning - not enough people get to experience what they have to sell, so therefore, they don't make a lot of sales.

Podcasts can be super effective in getting you in front of a different audience that can very well be into what you sell.

A word of advice? Start small and work your way up to bigger podcasts.

A tip? [This Facebook group is all about landing guest spots on podcasts :\)](#)

### PODCAST PITCH TEMPLATE

I'm (Your name and title) and I help (your audience) by (what you do). I have been listening to your podcast and (give a line complimenting it).

My hunch is that your community would love hearing my story about (2 sentences about what your story is). I believe that my story is a testament that (what you believe). My strategies for (how you do things) are completely different to what most people are talking about and I am sure your audience is going to love it.

Please let me know if you feel this message would be a good fit for your audience.

If you need more information just let me know.

Sincerely,

You name

Title and link to your website

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

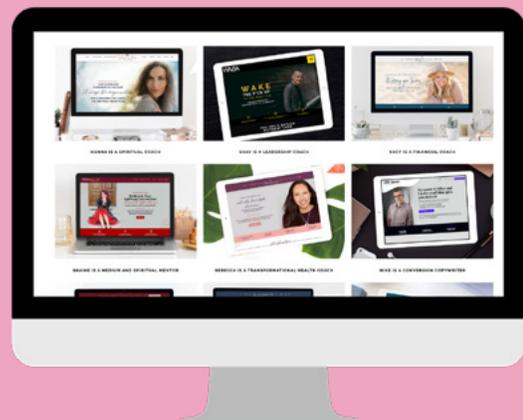
## strategy #5 SHOW YOUR RESULTS

Share testimonials, client wins, before and afters and share these all over Social Media. If you can, create a page on your website with examples of your work or what you do. Obviously, this depends on the nature of your work, but it can be extremely effective for getting clients to come in because they see that you are someone that others have hired in the past as well.

Screenshot everything you can - every message, email or #win your clients share and show it all over the place (blurring out their name if that's necessary). You want to build a success story around YOU and the work that you do.

### WHAT TO DO

In January 2021, I wrote a social media post, ran Facebook ads, sent emails, and even created a page on my website about 21 coaches whose brands + websites I had built in 2020. It was really effective in bringing me clients (and still does to this day!). [You can see the page here.](#)



# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

## strategy #6 WEEKLY FACEBOOK LIVE

Going LIVE on Facebook is extremely powerful for you to get in front of your audience. The truth is that people want to see YOU. They want to get a feel of what it's like working with you as a coach. So...give it to them!

I know you might feel scared about going live, but it's a bandaid you will have to rip off if you want to be SEEN.

Doing it in a scheduled time each week will allow you to get into the habit of it, and your clients to expect your videos as well.

If you don't have a Facebook Group, just do it from your profile - and just remember to add a Call to Action at the end of each video! I host a show called ["The Breakthrough Brand Breakdown"](#) each and every week in my group.

## WHAT DO YOU SHARE?

If you struggle with what type of content to share, try to focus on talking about the WHAT and the WHY behind your content, not the HOW. Meaning - why your work is needed and what it is - not the details on HOW to do the things to get the solution they want. Also remember to ALWAYS have a CLEAR and COMPELLING Call To Action at the end of each video you do. If you are inviting people to book a call, make that sound enticing and interesting - not just an after thought. Pitch that call as if you were pitching a program - even if the call is free.

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

## strategy #7 PROMOTE ON SOCIAL

Okay, you might be wanting to roll your eyes at me right now, but \*read\* me out. Most people out there think that all it takes for them to make sales is to just promote their services ONCE. If that. On Social Media.

The truth is that it requires MUCH more than that. Why? Because people are distracted and doing their own thing and aren't going to necessarily be paying attention to all you do.

However - THE most important thing that YOU need to understand is how to communicate to the right people so that you are bringing in the right leads. In this video, I go in-depth into explaining [The 3 Keys to Elevate the Quality of Clients You Attract through your content](#). It is GOLD.

### MY SUGGESTION

Create a content calendar and stick to it. Try to get used to promoting your offers in a consistent way. Talk about them. Get people excited about you and the work you do! Need more support? [Here's a Year-Long Content Calendar I created as a gift for you :\)](#)



## strategy #8 INTERVIEW PAST CLIENTS

This is one of my favorite strategies for getting clients. Basically what you do is hop on a video with some of your past clients and ask them questions about what they liked most about working with you. Because everyone is on a different path, it allows you to go deep into your clients' problems and what the possibilities are for them as well. Let them speak more and praise you and the work you did together. Once you are done post this EVERYWHERE, I've even run retargeting ads to some of my best testimonials.

Also - upload these to your website, I promise they make a huge difference. [You can see my testimonial page here for example.](#)

As a bonus tip - turn those testimonials into Case Studies and email them out one after another over a series of days. Watch your inbox fill up with new, ready to buy leads

### QUESTIONS TO ASK

Why did they join your program?

What problems did you have before joining?

What did they do as a result of joining?

What specific feature did they enjoy most of working with you?

What benefits did they get from your program?

Would they recommend the program?

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

strategy #9

## EMAIL YOUR LIST

My friend, the power is in the Follow up - and if you want to get more calls booked on your calendar, you need to get into the habit of emailing every single week day. Yes - it might seem like a lot, but I promise you, it will be extremely effective in getting you to be top of mind for your clients. This is what I personally follow to send emails each week:

MONDAY: I invite people to watch my livestream from that day

TUESDAY: I send them the replay from Monday

WEDNESDAY: I send a very direct email inviting people to Book a Call

THURSDAY: I send a value-based email with the CTA to book a call

FRIDAY: I share a personal or client win with the CTA to book a call

## EXAMPLE EMAIL

Hey FIRST NAME,

There's nothing worse than [SPECIFIC PROBLEM THAT THEY IDENTIFY WITH], and if there's one thing I've learned after helping [AUDIENCE] [GET X RESULT] is that [WHAT IS SOMETHING THAT RELATES TO THE PROBLEM THEY IDENTIFY WITH? WHAT IS THE REASON FOR THIS PROBLEM? WHAT IS YOUR UNIQUE PERSPECTIVE?]

If you want to [SOLVE THIS PROBLEM], let's hop on a call to [WHAT THEY WILL GET ON THE CALL].

Click here to book the call

YOUR NAME

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

## strategy #10 GET ON PINTEREST

I'm going to tell you one of the most underused platforms, and yet it's SO DANG EFFECTIVE: Pinterest. Pinterest allows me to get in front of hundreds of thousands of people each and every month. Not only that, it also allows me to grow my email list by around 20-35 people every single day FOR FREE. [You can check me out on Pinterest here to see what I mean.](#) Get on there, blog and get into the habit of adding everything on Pinterest for optimized SEO.

Pro tip: You can add your Instagram or TikTok's to Pinterest so that when people click, it takes them back to your social media. I used this to get more views and followers to my content every day.

### P R O M O T E D P I N S

Speaking of Pinterest, promoting your pins on Pinterest can be SUPER effective as well. It's still a platform that isn't very saturated in terms of ads- and it's still at a great price. You can promote your pins and invite people to book a call with you through this platform.

# 11 WAYS TO SIGN MORE HIGH-END CLIENTS

## strategy #11 GIVE VALUE UP-FRONT

This is probably MY FAVORITE strategy of all. It consists of getting on a free NO PITCH call with your ideal client and giving them REAL, implementable feedback they can use right away to get results.

You DO NOT pitch anything on this call - you just give value. If they like your work and get results, trust me, they will come back and ask for more. [On this video you can watch an example of what we do and how we do it.](#)

### OUR BRAND AUDIT FOR YOU

We will hop on a 15-min NO PITCH call (meaning - nothing is for sale. I repeat, it is NOT a sales call) where we look at your brand message, offer, audience and content and give you instant feedback you can implement RIGHT AWAY specifically for your business to help you upgrade your messaging and attract higher quality leads into your business.

98% of the people who hop on these calls with us have a MASSIVE success rate from implementing what we give for free.

CLICK HERE TO  
**BOOK IT**



HOLA, I'M *fabipaolini*

I'm a Brand Strategist and Online Business Coach and I help coaches, and experts position themselves as premium brands that consistently attract high-level clients by upgrading their messaging and creating magnetic marketing.

[Want more support on growing your business? Click here to book your 15 min Brand Audit to help you improve your brand message and content creation so that you can start attracting more clients into your business.](#)