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# 20 WAYS TO SIGN MORE

# HIGH-END CLIENTS

TO GROW YOUR COACHING + EXPERT-BASED BUSINESS

## 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.

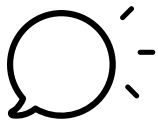
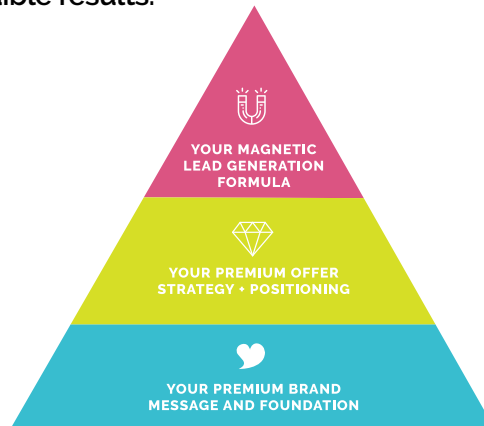
We will hop on a free 15-min Brand Audit Call with you and give you SPECIFIC and PERSONALIZED feedback, insights and improvements you can implement to optimize your content in order to help you make more sales. (Just to be clear - this is NOT a sales call - it is a value call)

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

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# 20 WAYS TO FIND AND SIGN 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.](#)

## 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!

## strategy #1 REELS & TIKTOK

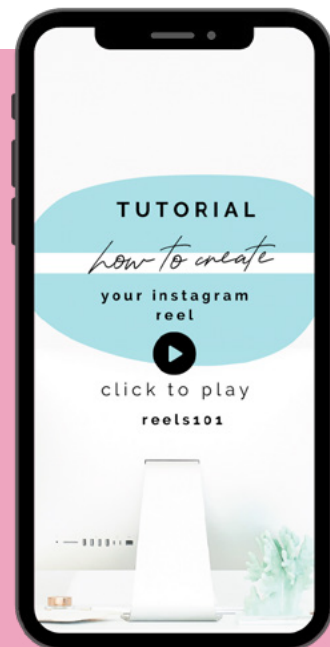
If you aren't using Instagram Reels and TikTOK to grow your business, you are TOTAL-  
LY missing out. It is seriously THE MOST effective way to grow your audience right  
now. Instagram is pushing Reels above anything else and it's good because it allows  
you to get in front of your ideal audience 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!](#)



## strategy #3

## FACEBOOK GROUPS

Over the last few years, Facebook Groups have taken center stage as a really powerful way for you to get in front of your ideal audience. If you are able to share valuable content that your ideal audience will see as unique and different, it will allow you to stand out and be seen.

My recommendation: Look for Facebook groups that focus on the SOLUTION, not the PROBLEM. For example, instead of searching for groups with the keyword "Lose Weight" look for "Healthy and fit". This will allow you to find people who are actively seeking a solution and not getting stuck in the problem.

## FACEBOOK GROUPS

Here is a list of Facebook Group in which you can actively promote in:

- [Breakthrough Brands that Attracts for High-Ticket Coaches](#)
- Organic High Ticket Sales for Coaches & Experts
- Market Like a Boss: Female Entrepreneurs Growing to 6-Figures
- Thriving Female Entrepreneurs
- The Land of New Coaches
- Intentional CEO

## strategy #4

## SHORT VIDEO

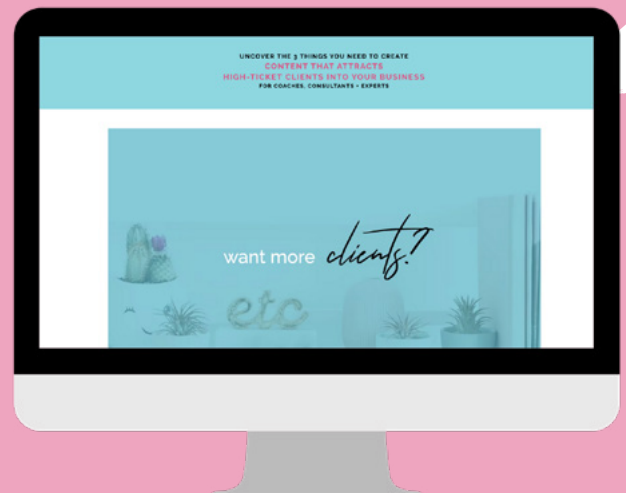
One of my favorite ways to get clients is to create a value-packed video that creates demand for what I do without necessarily pitching working with me. Then, you promote this video everywhere.

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](#)



## *strategy #5* P A S T C L I E N T S

Why is it that we don't think about previous clients as a way to invite people to work with us again? It seems silly, but this is strategy #4 for you. It's quite simple - create an email sequence with details of a new program or service you have created JUST for previous clients and add them in there.

Other things you can do? Ask them to renew their contract with you or create a new program just for them. It's that simple.

## A W O R D O N O F F E R S

While I don't recommend creating a gazillion offers and varying them depending on your clients' needs (unless that's your business model), I DO recommend looking for ways to re-engage old clients and give them the support they might need.

In fact, you can also think about creating a backend or continuation program to get clients to come back for more.

## strategy #6 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

## strategy #7 ROUND UP POSTS

This is another one of those really great strategies to get in front of the right audience. Here's how it works: You are going to either write a blog post, a YouTube Video, or a Social Media Post where you praise other coaches in your industry who speak to your same audience.

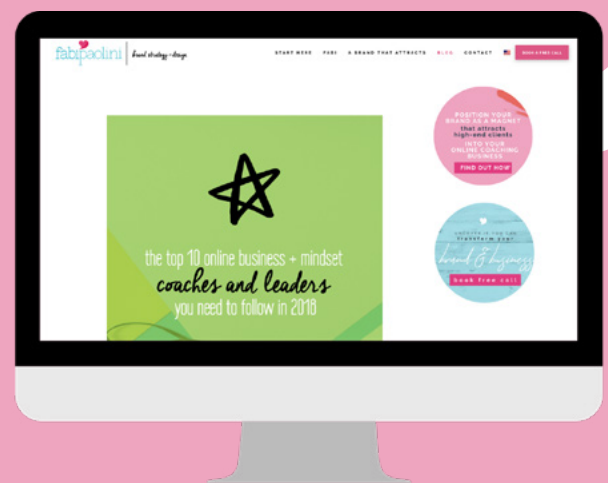
Try not to make them competition - although if they are, that's okay too. Then, all you have to do is tag them or send them a message letting them know that you wrote about them.

Guess what they will do next? Share it to their audience.

Bonus points if you invite people to opt-in to one of your freebies next :)

### WHAT I DID

[Here's an example of an old blog post I wrote](#) where I followed this same strategy. Note that in that blog post, I had an entry point to my funnel or invited people to sign up. I got a ton of reshares and a lot of people joining my email list from a different audience.



## strategy #8 PARTNERSHIPS

Doing partnerships is also an incredible way to get in front of a larger audience. Basically what you do is reach out to a friend, colleague or someone you follow and you offer to do an exchange where you deliver content to their audience and you give them a commission for your sales.

You want to make sure this commission is something that is worth it to them and that would also make you happy.

A valuable tip? Make sure you are creating a really great piece of content. A webinar, a bootcamp, a video series - something that will really get their audience excited.

### A WORD OF WARNING

It's REALLY important that you make sure that your audience is aligned with theirs and you don't get excited about shiny numbers without knowing they are the right fit. For example? A few years ago I did a partnership with someone that had an email list of over 100,000 people. The catch? They were NOT my audience AT ALL. Sure, I got a ton of people to watch my webinar, but not only did none of them buy, they were actually kind of mean on sales calls LOL. So make sure they are the RIGHT audience first.

## strategy #9

## SHOW YOUR WORK

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.](#)



## strategy #10 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.

## strategy #11 ON DEMAND REFERRALS

This is a great strategy that not everyone uses. It's all about building a network of referrals for your business. The easiest place to start is within your own client- where basically you ask them to talk about your business to their friends. The idea is that for each person they bring that signs up with you, you give them a referral commission that can be big or small depending on the price of your services.

It can be SO powerful! You can even do special promotions during certain times of the year in order to boost more sales.

### SOME IDEAS

I've been in programs where, on top of getting a referral commission, they send special, exclusive gifts as an incentive for each new client you get them. This can be a great strategy too. For example, on top of your commission, you get flowers, chocolates or another special gift that might be extra fun.

## strategy #12 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 #13 POLLS

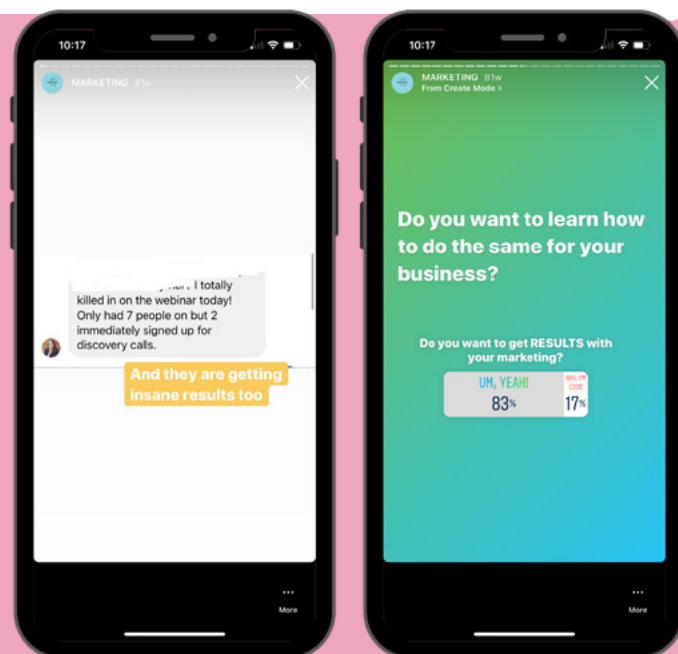
Let's face it, sometimes people are straight up LAZY and want to find the easiest possible way to access you and your offer without putting much effort. I mean - maybe it's not laziness as much as it's people wanting the easy way out.

Anyways, you want to use POLLS in your Instagram/Facebook stories where you ask people if they want to find out more about working with you. When they answer YES, you send them a private message letting them know more details.

It's that simple and it works REALLY well.

### IDEAS

I have this as a highlight in my Instagram stories. Anytime someone new comes along and answers YES, I reply with more information.



## strategy #14 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?

## strategy #15 GET ON HARO

Getting on published media can be absolutely great to be able to get in front of a larger audience. Trust me, I can tell you from experience that being featured in Forbes and Entrepreneur can be an incredible thing! One of the best ways to do this is to sign up for a free service called HARO- short for, Help A Reporter Out.

Basically, every day you will get an email from publications looking for sources for articles or media publications.

You submit your response, and this can lead you to get published in pretty amazing places.

[You can sign up for it right here.](#)

### PITCH TEMPLATE

I'm (Your name and title) and I help (your audience) by (what you do).

In reference to your query on (subject), I (highlight how you are specifically qualified for this story). I can say (give your comment).

Would you be interested in talking to me further about (subject)? Please email me at (your email).

Sincerely,

Your name - Title and link to your website

Ps. (Look their name up and find an article they recently posted, tell them why you liked it).

## strategy #16 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

## strategy #17 GET ON PINTEREST

I'm going to tell you one of the most underused platforms, and yet it's SO DANG EFFECITVE: 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.

### 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.

## strategy #18 HOST A 30 DAY CHALLENGE

Being consistent with content is extremely effective to help you get SEEN. That's why hosting a 30-day challenge where every single day you pop up sharing VALUE can be extremely effective for attracting and signing high-ticket clients. I told you I did this on Instagram and it was amazing. [You can check out mine right here.](#)

## strategy #19 RUN ADS

Running ads on Facebook can also be extremely effective in terms of getting in front of your ideal audience. The MOST important thing is making sure you get your audience right.

### EFFECTIVE AD COPY

- Start with a hook or shocking phrase
- Identify your audience
- Describe their problem
- Talk about what they want instead
- Share what you have to offer

## strategy #20

### 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 Strategy and Online Business Coach and I help coaches, consultants and experts position themselves as authorities online, create premium brands that attract and captivate high-end clients with premium messaging and 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.](#)