

MYSTERY SOLVED:

WHERE TO REALLY
**FIND HIGH
PAYING
CLIENTS**



Where to find premium clients, who they are and how to market to them

B I L L B A R E N

I've been in business for 14 years, served thousands of clients in 40 countries, and the #1 question I get over and over is this:

"Where do I find high-paying clients who are willing to pay for my services?"

If you've also been asking yourself this question, you're in the right place.

I'm Bill Baren, and in this report, I will reveal 4 important lessons that will help you find high-paying clients.

In this free report, you'll learn

1. **Where to REALLY find high-paying clients** (there's a surprise answer that will revolutionize your business)
2. **The "Ascension Model"** that shows you how to design the offers in your business to be attractive to high-end clients
3. **A proven process for getting premium clients**
4. **Three beliefs that might be holding you back** from offering Premium Packages

And a lot more than that!

Most importantly, you'll learn how to RE-DESIGN your business, and RE-PROGRAM some limiting internal beliefs, so that you're able to offer a Premium Package that clients will eagerly say yes to.

So let's get started, shall we?

A Personal Story

A few years ago, I met this amazing spiritual teacher and healer. I was enamored with how she showed up, with the love she exuded and also with her work.

So I decided to come in for a session. I was working on showing up in a more loving way in my intimate relationship. For me, opening to love with my wife at that point was a big challenge in my life.

I had an amazing session with this healer. Everything about it worked for me. I was profoundly touched. And in fact, I felt so different after we were done, that I was almost disoriented because of the feelings the deep transformation left me with.

But here's the thing: After the session, she didn't set up the next appointment. She didn't offer any sort of arrangement going forward. In fact, all she said was, "Notice how you're feeling and email me to let me know how you are."

So here was this person who had a profound effect on me. She is amazing at what she does. I had a desire to continue working with her, but I was just following her lead (which is what your clients will usually do too).

I got busy. Other things became a priority and I didn't wind up making another appointment for months. And even then, it was only for one session.

This was a huge wasted opportunity for all of us.

I didn't get the transformation I wanted in the time frame we wanted it because in the couple of sessions, we were only scratching the surface of what was possible together. I was basically left out in the cold.

And she wound up losing thousands of dollars.

I would have signed up for a significant Premium Package, had she been offering it. Instead, I ended up with a Band-aid.

She had a client who was ready to invest into big results, but she didn't have a high-end offer ready to give me that would have been a complete solution to the need I came to her with.

And it's very possible that you're doing the same with your clients.

Lesson #1:

Where To *Really* Find High-Paying Clients (willing to pay what you really want to charge)

The first thing I want to clear up are some common myths going around about clients willing to pay well for your services:

MYTH 1: We need to find rich people who throw their money around, and we just help them to direct some of it our way.

MYTH 2: High-end clients all congregate in some super-duper secret place that you don't know about.

MYTH 3: High-end clients are all rich people.

**So, who are your premium clients?
And where do you REALLY find them?**

Here's who your high-paying clients really are:

(1) They Are Already In Your Target Audience

Premium clients are already in your tribe!

And chances are, they want a higher level of service than what you are currently offering.

In every niche I've ever worked with, there have always been people who are hungry for a solution and are willing to pay more for your highest level of service in order to receive the absolute best you have to offer.

**About 10-20% of the people in your tribe want
the highest level of service you've got -
and are willing to invest into it.**

They don't want a Band-Aid, and they don't want to mess around with low-cost offerings, like a session or two of work, or an audio recording. They want the best, most effective solution with a high level of service and support that ensures they achieve their result.

So you want to make sure that you create Premium Packages that offer the high level of results these people are craving.

(2) They Have A Strong Desire For A Result

Here's the second thing to know about premium clients: They have an urgent desire or need for things to be different than they are now.

They want a complete solution that helps them achieve their most urgent result.

As I've mentioned, they do NOT just want a quick fix that only takes them part of the way there.

They want you to expertly hold their hand and guide them to the end result.

The biggest sweet spot for you is the high-desire group inside your audience that knows they have an urgent problem to solve or a big result they really want.

These are the people most likely to sign up for your Premium Packages right now.

(3) They Won't Tolerate The Pain Anymore

You know, human beings can tolerate a lot of suffering without doing anything about it.

But your ideal high-paying clients are sick and tired of living with the pain or the challenges gnawing at them in their current situation. They are ready to devote their time and money to alleviating their pain – now.

Your ideal clients are people who are tired of trying to figure things out on their own, and they're ready to invest into getting expert help.

- ✓ They don't want to tolerate their **weight and their negative relationship with their body** anymore.
- ✓ They don't want to tolerate **being single**.
- ✓ They don't want to tolerate **a relationship that's not working**.
- ✓ They don't want to tolerate **not having enough money or having debt**.

- ✓ They don't want to tolerate **having emotional or physical pain.**
- ✓ They don't want to tolerate managing an **underperforming team.**
- ✓ They don't want to tolerate **their business not living up to its potential.**

They're saying, "Enough is enough, I need help!"

And what they mean is, they want someone who can help them get all the way to their result, not just a session or a few hours of your time.

They are ready to commit to transforming their lives and they want someone to hold their hand and stand by their side until they get the results they desire.

(4) They Are People Like You

Your high-end clients are often people just like you!

They are people on a similar journey to the one you've already been through.

Often they're struggling with the same things that you have already figured out and you're now helping people with.

And you're in the perfect place to be able to communicate to this kind of potential client, since you know their world in detail.

You can speak clearly and directly to the pain they're having or the results they really want, in a way that they will respond to.

(5) They Only Respond To A Specific & Compelling Message About Results

Here are two important questions for you:

- Is the way you talk about what you do resonating with your ideal clients?
- Are you speaking directly to the most urgent desires or problems of the people you truly want to work with?

If you're like most business owners, the answer is that you're probably not.

What you're offering is probably too generic, too small or too watered down. And it's not focused on big, exciting, highly-desirable results.

So instead of attracting clients who are jumping up and down to get what you offer, you attract people who are only sort of interested.

Or even worse, you attract the kind of clients that continually tell you they want to work with you, but they can't afford it.

Or they tell you that they don't have enough time or they have to think about it.

High-paying clients want to hear you clearly declare that you offer the results they're looking for.

In sum, your premium clients are people like you who are highly motivated by an urgent problem or result they want help with *now*. And they respond to a specific, bold message that is results-oriented.

Lesson Summary

Here's who your premium clients are:

- ✓ They are not the “rich” or ultra-rich
- ✓ They are people already in your audience
- ✓ They have a strong desire for a result
- ✓ They don't want to tolerate pain or problems anymore
- ✓ They respond to a specific and compelling message
- ✓ They're people like you, and they pay for premium when it matters to them

Key Points:

Your premium clients are really EVERYWHERE.

When you offer a highly desirable Premium Package, people don't have to be rich to want to hire you.

When you offer Premium Packages, and communicate them in way that speaks to these kind of people, then knowing “where” to find your premium clients becomes less of an issue.

Remember, you only need a few handfuls of premium clients to have a great income – and even a 6-figure business or beyond.

Now I want to show you how all of this works together, via one of my clients who transformed her business with Premium Packages.

From Generic to Irresistible

A few years back, an awesome client named Nan came to us. She was a highly talented trainer who was helping people with public speaking and presentations.

The problem was that helping people with public speaking is kind of generic. Everyone needs it at some level, but the need is usually not urgent.

Her fees were way too low for her expertise and skill level. And on top of it, her clients often only wanted an hour or two of her time and haggled about her rates.

So here's what we did together:

First we helped her create a Premium Package to directly appeal to her ideal clients who had an urgent need.

Instead of thinking of herself as a public speaker trainer, she became the "I help bold women get on the bigger stage" expert.

She now only works with leaders who do very high-stakes presentations.

And it turns out, the number of people who giving important presentations to influential groups is quite large.

You can imagine that when someone is getting ready for a TED talk and they don't feel ready, hiring Nan is a really easy decision.

So we helped her create a new service package for \$5,000. She increased her fees for one client by a factor of 10, which is a match for the vastly increased value she's providing

The result: She got 3 clients who had an urgent need for this kind of focused help. She was floored that people were willing to pay her 10 times more than what she was charging previously.

Since then, she has doubled her package prices and her business has taken off so much that she recently bought herself an awesome retreat center near Napa Valley, California.

And it all started with finally developing a highly desirable Premium Package.

Here are Nan's results:

- She developed a \$5,000 package, followed by a \$10,000 package
- She created a more powerful, results-oriented brand
- 8 out of 10 clients she spoke to actually wound up hiring her – much better than what she was doing when she was charging 10 times less

Specific Places To Find High-End Clients

Now you know that you can find your best clients almost everywhere, and I also want to give you specific places where you can find those awesome clients.

In the “real world”

- Professional Associations
- Trade Associations
- Local Conferences
- Meetup Groups
- Networking groups
- Foodie Groups (Vegetarian, Paleo)
- Social Groups
- Dance Communities
- Singles Groups (And Singles Events)
- Tech Groups
- Charities & Fundraisers
- Book Stores & Book Clubs
- Personal Development Groups
- Churches
- Spiritual Communities (Buddhist Centers, Etc.)
- Mommy Groups
- Guitar Stores
- Local Sporting Goods Stores
- Rotary
- Elks
- Masons
- Alumni Associations
- Country Clubs
- 12-Step Programs
- Non-Profit Professionals
- Groups Devoted To A Cause
- Women Entrepreneur Groups
- Business Professional Networking Groups
- Entrepreneur Networking Groups
- Cooking Schools
- PTAs
- Running Groups
- Iron Man Groups
- Yoga Studios
- Fitness Groups
- Team In Training
- Gaming Groups
- Entrepreneurial Groups
- Women’s Circles
- Men’s Circles

In the “online world”

- Facebook
- LinkedIn
- Teleseminars
- Webinars
- Newsletter lists
- Online forums
- Google Ads
- Yelp

These lists may seem overwhelming, but you only need to choose a few places to focus on where your people tend to congregate.

Lesson #2:

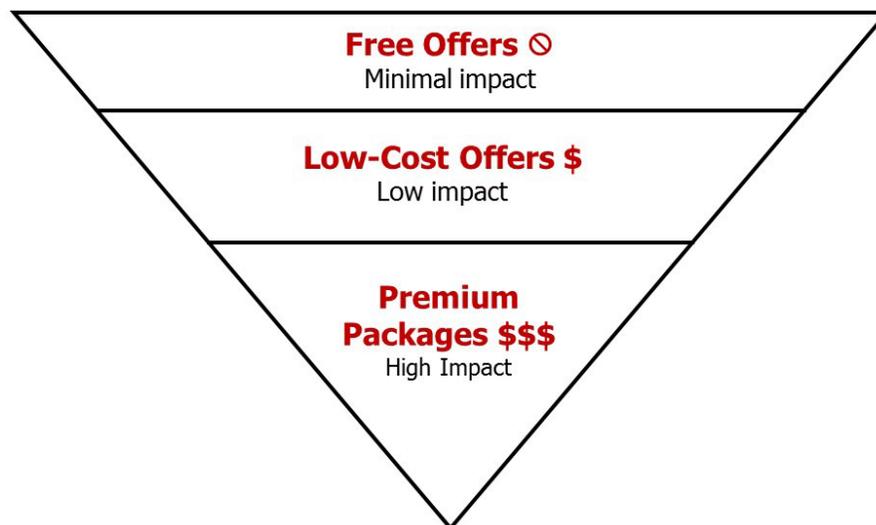
The Ascension Model

Let's take a look at how to design the offers in your business to be attractive to high-end clients.

And again, let's remember that high-end clients are simply people who are willing to invest into getting your highest quality service, so that they can get big results, not just a Band-Aid.

You may have heard the concept of the marketing funnel. If not, here's a simple breakdown of what it is.

Typical Marketing Funnel



The "Low-End" trap

The way most people teach the funnel is that you're supposed to do marketing to attract lots of people into your funnel with a free offer.

The idea is that some of those people will trickle down the funnel towards your low-end offers.

But what's the big problem with focusing on the top of the funnel?

You end up focusing most of your time on creating and delivering free or low-cost offers.

If you focus on free and low cost offers, you end up working really hard and have very little income to show for it.

The worst part is: All this hard work creates minimal results for your clients.

Remember this: Clients pay for results!

Bottom line: Most business owners do NOT concentrate on the premium level of their funnel, and naturally, they get zero or very few high-end clients.

Let me show you a better way

You want to start by putting the majority of your effort into designing and marketing your Premium Packages, which really help your clients completely solve their problem or reach an important goal.

Why?

Because that's where 60-90% of your income will come from.

And it's where you deliver your deepest level of transformation to your clients.

Because really, how much do your clients' lives change based on your free or low cost offerings? It's a great first step, but it's not the whole enchilada, not by a long shot.

So that's why you want to invest a large majority of your time and energy into the part of your business where most of your income comes from – and where your biggest client results happen.

“But I don't want to leave people behind or only serve the rich!”

I hear this a lot from heart-centered entrepreneurs who really want to help other people. And I love it that you have this concern! It's important to consider this as you're building your business.

Here's my take:

You can choose to deeply help a small number of people with your Premium Packages and have an income that sustains you.

Then you can devote the rest of your time to helping other people with low-cost or free offerings.

This is my favorite way to balance out the desire for a good income and to serve a lot of people in need.

Here's how I've personally done it...

In the last 2 years, I estimate that over 40,000 people have watched my free webinars. I've heard rave comments from these trainings, and I'm thrilled to have helped and inspired so many people.

AND... In the same time period I've been able to serve over 2,000 paying clients, who I've helped have a much deeper level of transformation, because they made a choice to invest into results.

Here's my recommendation: Only when you have a bigger list and a large audience, should you put a lot of energy into low-end or mid-end offers. It's only when you have enough of an audience that it makes developing these offers worth it.

The biggest mistake most business owners make is they focus on the WRONG THINGS.

They spend most of their time working on and enrolling people into low-end and free offers. For example: Offering people one session, hoping they'll come back for more.

And so you end up with very few clients, you feel overwhelmed with too much to do, and you aren't generating enough income.

This is the pathway to being underpaid and exhausted.

And none of us want that.

If you have this problem, here's the solution.

Put most of your effort into developing, offering and enrolling clients into Premium Packages.

This becomes a radically more enjoyable way for you to run your business.

There are tons of benefits from centering your business around Premium Packages.

But most important of all, doing business this way allows you to do this:

Combine all of your skills and all of your experiences and everything you love doing into an offering that your clients truly want, but even more importantly, you love to deliver.

Imagine yourself really incorporating everything you want into what you do.

In my premium offering, I combine everything I love – coaching, training, creating videos, live events, dancing, humor and even live music.

I love it and so do my clients.

It is one of the most gratifying things I do in my business.

And my clients get profound results.

Lesson #3:

A Proven Process For Getting Premium Clients

Here are the basic steps for attracting premium clients:

1. Design An Irresistible Premium Package
2. Get In Front Of People With Your Marketing
3. Invite People To A Consultation For More Support
4. Sign Up New Clients With Your Premium Package

Let me paint a picture of how you can design a business where you feel free and where you can truly enjoy your work.

This is possible even if you don't have a big list or you are just starting out.

Imagine having a focused, highly-attractive offering that magnetizes your ideal clients who have a natural desire for your Premium Packages.

Then every time you get in front of people (Step 2), you give people the opportunity to have a consultation with you (Step 3), where you offer this Premium Package that your ideal clients already really want (Step 4).

It's a very simple and doable business model.

**Remember, it matters less how you market.
It matters more WHAT you market.**

You will actually need to do less marketing and less selling, and you can *still* attract more high-end clients.

This is truly is a more lucrative and simpler model of success that has been proven over and over again.

So much so, that it is always a surprise to me that most business owners opt for a more difficult and less profitable way of doing business.

Let's talk about marketing

These are some of the marketing methods I teach to my clients:

- ✓ Speaking
- ✓ Teleseminars
- ✓ Webinars
- ✓ Hub Marketing
- ✓ Referral Marketing with Partners (including JV Partners)
- ✓ Interviews With Your Tribe
- ✓ Outreach Letters to Your Contact Network
- ✓ Offer Consultations to Your List
- ✓ Letters to Consultation
- ✓ Referral Marketing with Existing Clients
- ✓ Facebook Consultation Events
- ✓ Facebook Promoted Posts
- ✓ Overflow Partners
- ✓ Yelp & Local Search
- ✓ House Parties
- ✓ Workshops
- ✓ YouTube
- ✓ Telesummits

You see, there are a whole lot of ways to market your business.

You can use Hub Marketing, which is my advanced methodology for networking. You can use virtual events like Teleseminars, Webinars or Google Hangouts.

You can use speaking engagements or workshops.

You can use paid media through Facebook, Google or LinkedIn ads.

In fact, there are tons more ways you can attract clients into your business.

Earlier I told you that *how* you find your ideal clients is more important than where. This is the *how*.

When you use these marketing methods to attract clients, they simply find you.

And the beauty is that you only need to choose a couple of these marketing methods I've described.

When you have an attractive premium offering, your ideal clients naturally find you and feel desire for your Premium Package. Many will sign up right on the spot.

In the next report, I will show you specific ways to create a Premium Package.

How to get the most out of your marketing efforts

But for now, it's simply important for you to know that no matter what kind of marketing you choose to do, offering Premium Packages will help you get the most out of your marketing efforts.

AND you only need 1, 2, 3 or at most 4 new clients each month to have a lucrative and ideal lifestyle business.

If you had a \$3,000 offer and just 2 people signed up each month, you would have a \$6,000 a month business. This means \$72,000 a year. And then you can grow from there.

I hope you can see how doable that is.

Imagine if all you were doing was serving 2 new clients every month, how much simpler that would make your business, and how much time you could shave off what you're doing now.

Depending on the pricing of your package, and the number of clients you want to work with, you could see how easy it would be to make \$6,000, \$8,000, \$10,000, even up to \$20,000 every month, by simplifying and by tailoring your business to focus on premium offerings.

Lesson #4:

3 Beliefs Holding People Back From Offering Premium Packages

Now I want to go a little deeper with you. And this might be a bit confronting. Are you ready for that?

Good.

So I want to talk to you about what might be holding you back from creating, offering and delivering a Premium Package, and thus being able to deliver a whole lot more value to your marketplace.

If you're not making the kind of difference you want to make,
If you're not yet making the kind of money you want to generate,
It mostly likely means you, your patterns of behavior and your mindsets are holding you back from having what you truly want.

You got into business so you could help people.
So that you could generate the kind of money you want.
So you could have the lifestyle you want.
So you could have more freedom.

And if you don't yet have that yet, you are most likely holding onto unconscious beliefs, which are the invisible barrier that keeps you from having what you want.

You might have certain beliefs around money or around your own value and self-worth that may be sabotaging you from truly getting everything you desire.

YOU can have anything you want. Just feel the power of that:

You can have ANYTHING you want.

Every single emotional, mental or spiritual block you have to truly resonating with that sentence is a roadblock to you actually getting it.

Your thoughts determine how you feel. Your beliefs influence your internal state. And that determines the decisions you make, which lead to the actions you take or don't take every day in your business and in your life.

So let's talk about the 3 most common beliefs that business owners hold which influence their actions and their ability to make more money and help more people.

These are often the same beliefs that are holding you back from offering Premium Packages and charging more for your work.

You can think of these as limiting beliefs causing you to have your foot on the brakes, thus undermining your forward progress in your business.

My intention is to help you break free from these unwanted, sabotaging beliefs.

I love doing this work. It feels amazing knowing that when you finally break free, everything changes.

You get to see your business grow and feel yourself blossom. What can be more exciting than that?

OK, let's talk about the first belief that might be holding you back from offering Premium Packages.

#1 The Belief That People Will Judge You

A lot of people worry that if they make more money or if they radically change their economic state or if they charge a lot for what they do – they will be judged.

You're greedy.

You're selfish.

You're just in it to help yourself.

But here's the thing, you and only you truly know why you do what you do.

And having success doesn't fundamentally change who you are as a person.

What I often see money do is magnify or expand what's already at the heart of who you are. Money can expand your values.

I'll give you an example. Caring is one of my top 3 values. In fact, it's one of the top 3 values of my company, too.

And the more money I generate, the more people I can care for.

I now get to care for lots of clients. I get to care for my team. I get to care for many of my business relationships and partnerships.

And guess what, I also get to be cared for and by a lot more people in my life, too. This feels amazing, especially because it is one of my values.

Another value of mine is surprising and delighting people. And I can tell you, I have more opportunity to surprise and delight my premium clients because there is more time and budget for that.

So having money increases your freedom to do more of what you truly want.

Being rich doesn't make you greedy. Valuing being greedy makes you greedy.

Making more money doesn't make you uncaring. Not valuing being caring makes you uncaring.

Being able to charge what you want for your services will only amplify who you are.

- So know your values.
- Commit to those values.
- Live those values.

When you do that and you have your offerings reflect those values, not only will the world feel that and resonate with it, you will expand your positive contribution in a way that is directly proportional to your values.

And not only will you not be judged, you will feel more alive than you can possibly imagine and nothing will stand in your way of having what you want.

Okay, now let's talk about the second belief that may be holding you back from offering Premium Packages.

#2 The Belief That You Need A Big List (OR Any Other Belief That I Need To Have THIS Before I Can Have THAT)

I can't feel good about myself until I lose the weight.

I can't feel confidence until I prove to myself that I can do it.

I can't go on vacation until my business is a success.

I can't offer Premium Packages until I have enough of a list to do it.

I hear this all the time. And it is absolutely NOT true.

**Having what you want is not conditional.
The first and only step is to believe that you can have what you want.**

For example, you do not need to have a big name or a big list to get premium clients.

It is absolutely true that when you do have a bigger name and a bigger list it gets even easier.

But I have tons of examples of my clients who didn't have a list and were completely unknown, who have been able to create amazing businesses by attracting and working with select premium clients.

Meet Tracie

I'll give you an example of one my clients, Tracie. She is a yoga teacher and a healer. We taught her how to create Premium Packages. And we showed her how to market them.

She immediately went out and held her first workshop, and she had 3 people show up – just 3 people.

She offered consultations to all 3 people. Two of them took her up, and both of them signed up for her Premium Package of \$2,000. She made \$4,000 with only 3 people at her workshop!

And here's the thing: Every single person reading this report right now can create a 1 or 2 hour workshop and attract 3 people to it.

Here's a new Empowering Belief I want you to take on:

You have everything you need to be a success with Premium Packages.

Your contact list is big enough.

Your name is big enough.

Your reach is big enough.

In fact, everything you have is enough. **YOU ARE ENOUGH.**

The beauty of premium offerings is that they provide big value, but you don't have to have big numbers.

You can attract a small number of clients and succeed.

You can do small workshops and have a lucrative business.

You can do speaking engagements for 10 and hit it out of the park.

You can do small teleseminars and webinars and be extremely successful.

The power of small is in full effect here!

Depending on the price you decide on with your Premium Package, a small number of potentially interested people can get you big revenue and big results.

And in doing it that way, rather than focusing on reaching a lot of people, you can now focus on how to create a lot of connection and intimacy with people you are already reaching.

Ahhhh, that is so much easier, less time consuming and so much less stressful.

Let's dive into the third belief that might be holding you back from offering Premium Packages.

#3 The Belief That Your Clients Won't Pay For High-End Packages (Especially When There's Already So Much Free Information On The Internet)

Yes it's true, there's a ton of free information on the internet.

Did you know that self-help books are the biggest selling category of books? These books only cost \$10 or \$20 bucks.

Let me tell you this:

If free or low-cost information was all that was needed for your clients to get results, then everyone on this planet would:

- Have their ideal weight and self-image
- Be in a happy relationship with their soul mate
- Have the job of their dreams
- Have no inner issues and emotional pain
- Feel and look good
- Be rolling in money and abundance

However, the reality is very different:

- In the US, 1/3 of people are obese, 1/3 have diabetes and the divorce rate is 50%
- Surveys say that 70% of people aren't satisfied in their job
- And 80% of small businesses go out of business in their first year

Clearly the free and cheap information out there isn't enough!

The reality is, creating change in one's own life can be difficult.

If people could create the positive change they want for themselves, they would already be doing it.

And if information was enough, they'd already have the change.

So let me tell you why people WILL pay for your Premium Packages.

It's because people are willing to pay for an experienced mentor, coach, practitioner or expert to guide them step-by-step all the way through to a result.

Here's why people will invest into your Premium Packages:

1. The first one is a big one. They don't want to have to wade through all the information (much of it conflicting) to figure out what is their best way to get to the result. They don't want to have to figure it out for themselves. They don't want to become the expert. They just want you to help them get there.
2. They want your hand-holding and your guidance to the Promised Land, step-by-step. Remember when people go for what they want, fear naturally comes up, so the hand-holding is super important. People do not want to feel like they are in it alone. Most people doing it alone do not get what they want.
3. They want you to hold them accountable and kick their butt when they don't feel like getting out of bed and doing the work. No book or Internet site nor app will do this. It takes a human being.

4. They want cheerleading when they're down, to lift them up and inspire them when they're feeling lack of hope.
5. They want your guidance on what to do next. Lack of clarity stops people.
6. They want you to make it easy and possibly even do some pieces for them or with them.
7. And lastly, they want speed. They'll get to the result a lot faster with your help than on their own.

And these are just a few of the reasons why people will choose to go premium with you.

No amount of free Googleable information will ever replace a skilled expert like you.

Experienced support from a human being is the most valuable thing you have to offer.

Who are you?

Okay, I've been teaching a lot here about going premium. I get excited talking about this because I love helping people package their services so they are truly valued in the marketplace.

But now, let's talk about you!

See, the thing I get most excited to talk about are my students and my clients.

I've seen many of you make incredible journeys...

- From very little money to lucrative businesses
- From being in doubt about your success to being unstoppable forces in your field
- From being unknown to being irresistible

And being able to see you do that makes me come alive.

If you're reading this, you probably fall into one of two categories.

The First category is if you're newer at your work and you want to get more established with your business.

I love helping you avoid a lot of mistakes and make good money right from the get go, by providing amazing packages of your services for people who desire them.

Specifically, for you, I have designed what I call "Starter Premium Packages Blueprints" that make it really easy for you to make the leap into premium, even if you're starting out or at an early stage of your business expansion.

This way you can more easily make the leap and begin getting thousands of dollars per client right away. I've seen this happen countless times, even for brand new business owners.

The Second category is if you've been in business for a while, but you know you're just charging way too little and you are not earning what you really want to be earning in your business.

For you, it is time NOW to start leveraging your time more and getting paid handsomely for it. You're going to love what I have in store for you - I'm going to show you how you can double or triple the value of your packages and the fees those packages will bring you.

I'm making it sound so easy and it may seem hard to believe, especially if you have not committed to going premium all the way. I didn't at first either.

But now that I have done it and I've seen so many of my clients go premium too, it's hard for me to stand on the sidelines and watch business owners choose the hard road to success.

I'll give you a really interesting example.

A High School Tutor Goes Premium

My client Gretchen just wrote to me. She's a tutor for high school kids aspiring for academic excellence.

She is incredible at her craft. She loves her kids and loves to decode what is the best and most individualized way for each of her students to learn. I love her passion.

When she first started to work with us, she was charging her students \$85 per hour. The students loved her, but the parents weren't appreciating her as much as they could.

And Gretchen was definitely underearning and undercharging. Because lots of tutors already charge less than \$85 per hour, Gretchen initially resisted creating packages and raising her fees.

Since then she has stopped trading time for dollars and she has created an awesome "Have Your Best Semester ever" package for which she now charges \$2000. And that's a whole different ball-game.

Her confidence has soared. She now has a team supporting her business – a bookkeeper, a social media manager and an additional support person.

She is on track to create a 6-figure business in a field full of undercharging and underpaid tutors. And she now gets to support kids and families who are serious about wanting support with their studies.

Her business is getting so full, we're working with her to create premium group programs, so she has more capacity to serve clients without having to work more hours.

And that's one of the things that's possible for you when you focus on going premium and offering incredible results.

So whichever category you're in, whether starting out, or more established, you don't need to wait to build a big list, you can just get started now with creating Premium Packages. You're probably just a Premium Package away from having the biggest month in your business.

I can't wait to hear your story, 2 months or 3 months or 6 months from now, about how you've been able to take off with Premium Packages.

What's next

Coming up next is my third video and report, called “Premium Packages Blueprint.”

You are going to love it. I think it's the best video in this series.

You're going to get the basic structure of everything you need to create Premium Packages that can help you create a monthly income of \$6k to \$20k, while delivering amazing value and transformation for your clients.

You'll get to download my Premium Packages Blueprint too – it's great stuff.

So be on the look out for an email from me in your inbox about that video. You don't want to miss it.

I look forward to “seeing” you in our next training.

Warmly,
~Bill

P.S. I created a video where I take you through the material in this report step-by-step! You can watch it using the link below.

If you liked what you've read, please share a comment or a “like” with me – it keeps me going to hear from you! If you have a comment, let me know at the page below.

Watch the training video here and share your comments:

www.billbaren.com/ppss4/videos/2.php