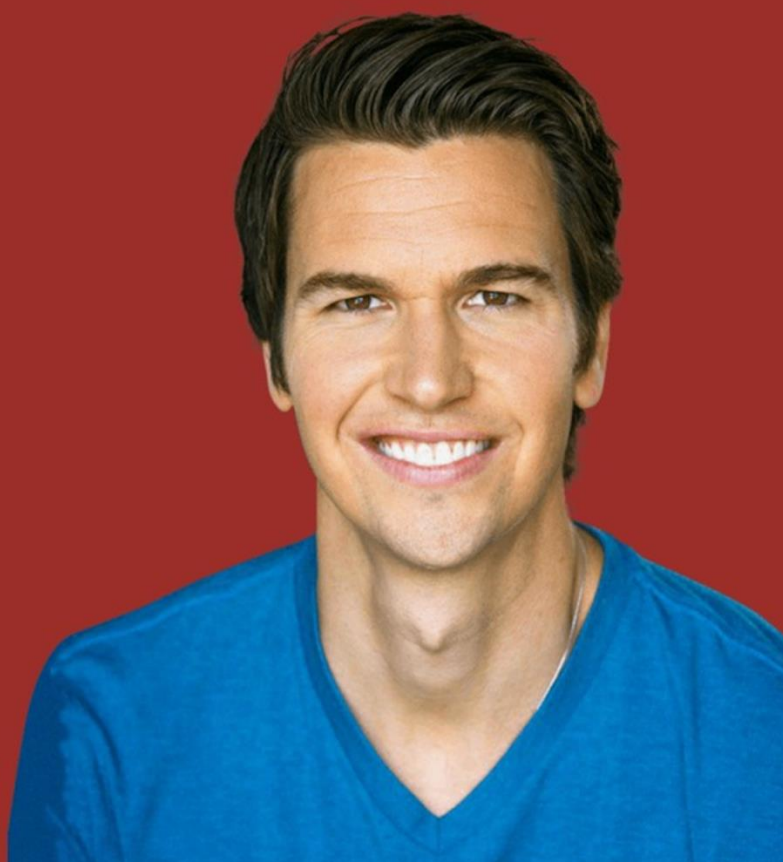


The **High Paying Client** *Book*

The Secret To Getting High Paying Clients
Every Single Day for Greater Income,
Impact, and Your Dream Lifestyle

Ted McGrath



"People want to become more than they are and more of themselves. Sell them something that brings out their greatness instead of something that mirrors their mediocrity."

-Ted McGrath



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Chapter 1

The Future of The High-End Program, Service, or Product

Want to get High Paying Clients Every Single Day for Greater Income, Impact, and the Lifestyle *You* Deserve?

Attention Coaches, Consultants, Service Businesses, Experts, Speakers, Practitioners, Online Marketers, and Entrepreneurs.

In this Book, Discover The Exact 7 Steps I Follow To:

1. Get 1.34 High End Coaching and Consulting Clients Delivered Every Single Day ONLINE through a simple marketing funnel
2. Get Paid Between 2 k and 200 k per client through coaching, consulting, Done for you Services, and Live Events
3. Earn a six-figure income every single month while making millions with my message and impacting millions

Make NO MISTAKE, this book is about bringing the fossils of the 20th century into the new world of business we find ourselves in today. The business of getting High-End Clients ONLINE.

Don't be offended, several years ago I was that Fossil. And I know what it feels like to be on the verge of irrelevant, trapped, and feeling like my message and business is dying inside of me.

The world is VAST and so is the opportunity for people like you and me to reach high paying clients all around the globe.

Why High Paying clients? It's simple. High Paying Clients boost your brand, your revenue, and your impact in the world.

High Paying clients will challenge you to create products and programs that stretch the potential and pleasure of society.



People are thirsting for the best in a world that swims in mediocrity, as we watch the mediocre get chewed up by the sharks.

In the movie the American President, Michael J Fox, who plays Louis Says, “People are so thirsty for leadership Mr. President, they will crawl through the desert to get to a mirage, and when they realize there’s no water, they will drink the sand.”

Michael Douglas, the President looks at Louis and says, “People don’t drink the sand because they are thirsty Louis, they drink the sand because they don’t know the difference.”

Unless I’m on a beach with beautiful white sands, then the sand they are talking about is of no interest to me or to your clients.

Our world is not so far gone to think that people “don’t know the difference.” People do know the difference and they are thirsting for leaders to step up and give them the products and programs that represent their potential, that challenge them to live in alignment with more of who they are, and that give them a better game to play and win.

Production, distribution, and consumption of products is what drives our economy. Without it we are dead in the water and we are in a depression.

You are responsible for the ideas, passions, and unleashing of your gifts into the world so this economy and market place can thrive.

In a world of speculators who want to manipulate markets and trade nothing in exchange for something, these sharks are destroying the true value of the global workforce and the morale.

We must rise above the sharks and the people who sit up in their tall buildings collecting revenue from the production of nothing, and we must be the ones who create the future with products and services that transform lives, make better human beings, and make a better world.

Will you rise with me in a movement that is restoring the good of humanity or will you chase the empty buck, in an empty game that serves no one.



Money won't go away but money is only as good as the consumer confidence in it, and if we don't create products and services that serve others then people will start to distrust the concept of money itself.

Money represents and exchange and if you provide an abundance of value in exchange for your products and services then you will become highly paid and stay relevant in a world that needs leaders, needs ideas, and needs the creativities and gifts of the emerging coaches, experts, and service businesses.

You produce better lives, and that is a noble cause worth fighting for and a game worth winning.

Do not surrender into the dark depths of inhumanity, fight for what humanity once stood for and still does. Fight for your fellowman and help him reach his potential once and for all.

Do this and I promise you a life worth living with passion, happiness, and a contribution to your fellowman that only fills you up with more power and more fuel to serve.

Do it not and we are in for a darkness that will set upon the human race, and you will witness the light of the human spirit dying a slow death as it's candle flickers in the wind, while it hopes that it has not breathed its last light into this vast universe that we go to serve.

So why should you create high end products and services?

Because the world demands it and it is a representation that we as creators are living up to our creative potential and we as consumers are enjoying the standard of living that we once dreamed of.

Everyone wants the BEST PRODUCTS but not everyone is willing to buy the BEST PRODUCTS first or EVER!

If you want to be respected by your clients and ever grow a business, then you need to grow the courage to charge what you are worth and create products and services that reflect this.

This comes from making a decision to be bigger and then do bigger.



I've often said that the selling the high-end package isn't just about what's in it, it's about who you become in the process and who your clients will become buying it.

People want to become more than they are and more of themselves. Sell them something that brings out their greatness instead of something that mirrors their mediocrity.

Step 1: Package and Price Your High-End Programs and Services

The biggest mistake coaches, consultants, experts, service businesses, speakers, and online marketers make is they don't have at least TWO tiers to their high-end programs.

Did you know that Tier 2 can triple the revenue in your business?

Let me give you an example:

I offer Tier 1 programs in my business between 2k and 8 k

While most people think I only offer 40k, 100k, and 200k packages that would be a huge mistake.

My programs that are priced from 8k to 200k are my Tier 2 programs.

The majority of clients aren't going to come directly into the 40k, 100k, or 200k programs.

Those are the 10% like me and you!

The Majority will come in at the Tier 1 level between 2 k and 8k and then they will upgrade to the Tier 2 packages later on.

My philosophy has always been why wait, but most of the world does wait and you have to create programs and services that get people in the game first!



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Most people think this book is only for coaches and they are sorely mistaken.

In today's world TONS of businesses should be selling high end services and programs.

I had a security consultant come to me the other day named Eric. The guy has written 6 books, done security for Bill Gates, President Obama, and Fortune 100 customers.

He protects organizations from getting hacked and he teaches other consultants how to build a career helping their clients bulletproof their security.

Heck, I never even had that in my awareness as a service that could be sold online and get high end clients paying between \$4,000 and 1 million dollars for this training and protection.

But now he is my private client. Who the heck knew?

He's selling seminars, masterminds, and one on one consulting now that he has his HIGH PAYING CLIENT funnel.

Let's talk about how to Design your Tier 1 Program or Service

This is where you need to start thinking outside the box.

Most of you have been driving your tin coffins to work every day selling your companies high end products or you have been a prisoner to that brick and mortar business you started.

You started the business and now you are a slave to it. The freaking irony!

I know it sucks, and so does limiting your potential. Trust me, I know.

I was in the insurance business at 21 years old, up at 4:30 am every morning going to work, and the night I cracked six figures in income I overdosed from drugs and alcohol and almost died with my message and story inside of me.



That's when I realized that a human life, knowledge, life experience, life lessons, and a story is worth something, if packaged properly.

Up until that point, I never felt good enough or that I could get paid for my story and message and life experience.

Years later, on June 30th, 2005, I became the # 5 partner out of 500 partners for the # 1 life Insurance Company, and I was left with a single question, "Is this all there is to my life?"

I resigned that day and never returned again.

I was on a journey to find my passion and give my gift to the world, and that's when I found coaching.

However, I didn't have the courage to follow my inner voice and I started up two businesses while in San Diego, CA and within 9 months my businesses were failing, my house was in foreclosure, and I was watching my car get towed out of the drive way with \$1,000 left in my account.

I said to myself, "You can stay in the same stuck place that most of the world stays in or you can break outside the boundaries right now and start thinking differently."

I realized I had life experience and knowledge that was worth something and I created my first one on one coaching package for \$3,000. Within 6 months I was charging \$25,000 and today I charge \$200,000 for my coaching, consulting, and services.

It took me years to start my own business as a coach and a speaker but today I'm making millions with that very message that almost died inside of me.

However, I am making millions today with a few exceptions:

- 1) I never chase clients anymore because I have a simple online system that brings me clients every single day
- 2) I run my business from Hawaii, Japan, CA, Florida, or anywhere in the world



3) I have time freedom and money freedom to spend time with my family and on other dreams

4) I'm also an actor and one-man theater show performer who tells his life story to people all over the globe. I play 10 characters from my life story.

I was never a marketer or tech person; I was just tired of settling for mediocrity and chasing down clients and being a slave to my business and time.

My life is worth something and my life experience in marketing, sales, and life is worth a fortune.

If my client Alex Moscow with a stutter can sell \$77,000 consulting packaged at 27 years old, then you can man or woman up and sell a 10 k or 20 k package of whatever is stretching your pants or panty hose right now!

Let me give you some ideas...

I sell Group Programs that are 6-8 weeks long where I or my coaches teach my clients the content in this book and help them execute it FASTER and with more Ease.

I Sell Live Events, where in a 2-day immersion, my clients get schooled on the principles in this book, and coached by me personally.

The value in these HIGH-END PROGRAMS is the access to me, the access to my thinking and coaching on world class marketing and sales systems, and the access to brain power and a community that moves 10 x faster than the rest of the world.

Never forget that Speed is King and Queen in this world. The world waits for No One and that's because people hate waiting. It only causes frustration and the slowing of human progress.

The High Achievers and Game Changers and world shakers join these programs above and they are only my tier 1 programs.



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They are group programs or live events, and you can price your tier 1 programs between 2k and 10k.

But wait, it's not a crime to have a tier 1 program such as a done for you service or a one on one coaching program or a group program.

For me, those are my Tier 2 programs, and while my Tier 2 programs go as high as 200 k and equity in someone's company, your tier 2 programs can be priced between 10k and 200k.

A Tier 2 program is typically LONGER or DEEPER and the outcome for that program is intended to produce results faster and easier for the person.

Tier 1's could be one on one, group, online, live events, Done for You Services.

Tier 2 is typically a yearlong program or service or a deeper, more immersive experience that produces results faster,

For Example, if you wanted to set up your High Paying Client Funnel Faster and You Truly wanted to get high paying clients every day, and you truly want to earn six figures every month, and impact millions and have a lifestyle traveling the world with time and money freedom, then you would go [**BOOK A FREE GET HIGH PAYING CLIENTS DELIVERED COACHING SESSION HERE**](#) and YOU WILL APPLY TO BE CONSIDERED FOR MY TIER 1 or TIER 2 Programs.

Now, you might be asking the age-old question, how do I price my programs?

Remember one very important thing, people buy the transformation, not the actual program or service.

For example, my client Brandon Hawk was a Pasteur making 60 k a year, and after joining my tier 2 program, he started pricing his one on one coaching at \$75,000, and at his first live event ever he sold 3 packages in one weekend.



His LIVE EVENT was a tier 1 program, which was a 3-day live event. Once his clients experienced his gift, some of them upgraded at the event to his Tier 2 \$75,000 one on one coaching program.

How did he do 1 million in sales in 18 months?

He always says to me..."PERSPECTIVE"

"Ted, you gave me the perspective and I will forever be grateful."

What perspective was he talking about?

The perspective to see that your service or program effects every area of someone's life.

Most people sell health and they say it helps someone's health.

They sell finance and they say it helps you finances.

They sell business and they say it helps your business!

Hogwash MAN or WOMAN!!!

When you help one area of someone's life, you help ALL areas. It's impossible that all areas aren't being helped because you are helping the person.

When you focus on the persons hopes wants and desires, you and they win every time. But when you focus on just the service you become commoditized and your prices drop, and you lose your Mojo!!

Patch Adams, played a doctor in the movie y Robin Williams, and he said, "If you treat the disease you win or you lose, but if you treat the person you win every single time."

When you only treat the thing the industry promotes as products for that industry, then you lose every time, but when you treat the person's life, and you show them how your products and services impact every area of their life, you win every time, because people will take action on your programs and then their life will fully transform.



You are unique and the experience you provide is unique and the transformation you offer to your clients is worth a fortune as long as you are showing them the value of that transformation in every area of their life.

Doesn't matter whether you're in finance, business, health, security, travel, spirituality, relationships, or whatever you are offering!

Sell the transformation and how it applies to their entire life and you are going to be selling HIGH END PROGRAMS AND SERVICES.

Now you might be saying, how do I get them to see the value? ...

Well, that kind of mastery is taught in step 7 with the enrollment process, and we will get there soon, but for now, let's jump into Step # 2 Messaging.

You may have been able to get away with crappy messaging at networking events or business functions but NOT ONLINE my friend.

If you ever want to set up a HIGH PAYING CLIENT FUNNEL online that delivers clients every single day then you need to NAIL YOUR MESSAGING NOW!



Chapter 2

Nail Your Message - How to Create a Message That Communicates Simply, Practically, and Powerfully TO Get High Paying Clients Booking Free Consultations with You

The simple part of my message is that I'm helping you get high end clients.

The Practical part of my message is that I'm showing you how to get high end clients every single day.

The Powerful part of my message is I'm showing you how to do it online with a simple High Paying Client FUNNEL.

The Other Powerful part is that High End Clients Create Greater Income, Impact, and a Lifestyle You Deserve.

So, then I take my message and I put it into a powerful statement such as:

- I help [My Ideal Client] Do THIS so They Can Have and Become THAT
- I help coaches, consultants, experts, service businesses, practitioners, and speakers get high end clients every single day online for greater income, impact, and the lifestyle you deserve

Holy Cow!! Creating a simple message can be really really hard.

Start with this...

What are you helping clients do?

I help you get High End Clients.



List 3 things you are helping your client do:

1. _____
2. _____
3. _____

Next...

What are you helping clients have and become?

I'm helping you have high end clients delivered to you with a simple marketing funnel

I'm helping you have greater income, impact, and lifestyle you deserve

I'm helping you become a Highly Paid Coach, Consultant, Expert, Service Business, but more importantly I'm helping you become the new celebrity online who is offering high end programs while making millions with a message that impacts millions.

And if you want to take the transformation a step further, I am helping you become the man or woman you have always wanted to be for your spouse, kids, friends, and peers.

Why? Because selling high end programs and being a World Leader is a huge responsibility.

In Spider man, he says, "With Great Power comes great responsibility." Not exactly true. Many of men with great power have pissed it away.

The way to get great power is to be more responsible. When I take more responsibility for my family, my clients, my fiancé, my friends, my power actually grows.

So, as you take on greater responsibility as a coach and you take action on that responsibility, which is what being responsible is, then you BE-COME who you already are. The difference is you are actually using these talents and abilities fully, and they become unleashed.



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We all have our different religious views or spiritual views or just views on life.

I never grew up a religious man, because my parents were atheists, but in my search to find myself, I found spirituality, and I found GOD or what many other people call the Supreme Being.

Many people pray to the supreme being and many people talk about the supreme being, and some of these people may have this ultimate connection to the supreme being and some may not.

I don't know because I'm not them, but I do know one thing for sure, I know who I am, and I communicate and connect with the supreme being because the more responsibility I take that is good for me and my friends and my family and my clients and my planet, the more powerful I get and the more I know the supreme being.

I know who I am and who I am becoming.

This is why I know, contributing to high paying clients is most certainly a spiritual journey for both parties.

List 5 things you are helping your clients HAVE:

1. _____
2. _____
3. _____
4. _____
5. _____

List 3 Things You are helping your client BECOME:

1. _____
2. _____



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3. _____

Becoming is always more powerful than doing or having.

Don't you like my practical approach to figuring out a message?

Now let me get raw and spiritual on you.

A message is like your spirit coming through you and speaking to the soul of your clients.

We know who we are deep down inside, we know what we want but we we have forgotten to unleash the beast, unleash the hidden gifts of power and purpose and responsibility inside.

Your clients want more than an outcome. We want so badly to be ourselves, for the world to see who we are, and to make a meaningful difference that will ring through eternity.

If we box our clients and we box ourselves then we box their transformation and ours and we box our income and impact!

Don't live a boxed life, punch through the boundaries and live fully.

This is why you need to offer high end programs, to stretch people to the greatness that they know is there but they can't see anymore because its covered in disappointment.

Unleash them, stretch them and help them believe again.

Will they make mistakes, will they doubt themselves and will you make mistakes and will you doubt yourself?

YES, YES, and YES. But rising to our full potential with our clients in partnership is the one true freedom we all have known at one time or another. We watch out for our brothers and sisters and we take responsibility for them at times when they can't quite take ownership themselves.



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We stand for their transformation when they aren't ready to stand for themselves yet.

The Message doesn't end with a simple statement, it merely begins at the statement, and once your client has entered the conversation, they get to hear your story and find their story in you programs and services.

The transformation is just beginning at hello, do not go gentle into that good night.

Rage against the dying of a light. Don't let your message and light die inside you.

There is one surefire way to make sure that doesn't happen, your story.

Before we jump into story, where will you use your message the most?

First, at networking events.

A powerful message will pull in the right high paying clients at live events and business functions.

But you didn't pick up this book to keep chasing clients at events.

You want clients CHASING you!

So your message will be used online in your High Paying Client Funnel that I talk about in detail in Chapter 5.

Your message will be used on your web page to capture leads.

I give away a digital copy of this book for free to get people like you to join my list. If my opt in (WEB) page wasn't catchy with the right message then no one would enter my HIGH PAYING CLIENT funnel and I wouldn't be able to get High Paying Clients online.

First you package up your program and service so it reflects your value and who you are but then you got to nail your message so the world hears about you sound and clear!



If you want help with this then go [**BOOK YOUR FREE GET HIGH PAYING CLIENTS COACHING SESSION HERE.**](#)



DOWNLOAD YOUR FREE COPY OF THE HIGH PAYING CLIENT BOOK

7 Steps to Get High Paying Clients Delivered Every Single Day for Greater Income, Impact, and The Lifestyle You Deserve

(For Coaches, Consultants, and Service Businesses)

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🔒 You Information is 100% Secure And Will Never Be Shared With Anyone.

Here's my Opt in page (an opt in page is a place your clients go to enter their email in exchange for a free gift, training, newsletter to book

Now let's get into your STORY...

Chapter 3

Your Story is Your Message To Millions



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Step 3: Master Your Personal Story To Pull Clients To You

The man who said story didn't matter, was letting the fruits of his life pass him by, for a story untold was a wasted one.

Story since the beginning of time has inspired...

It's inspired the hearts of lost causes, the actions of lost soldiers, and the spirits of lost men.

Tell a story and watch the people rise.

Tell a good story and watch a person transform

Tell a personal story and watch the world cry tears of joy for another being has been freed from the shackles of his mind and solitude.

Story connects us, empowers us, and frees us to be us.

I have a one man show on my life story where I play 10 characters on stage for 60 minutes called GOOD ENOUGH.

Most of my life I never felt GOOD ENOUGH as you already heard from my personal story. It's why I almost died from a drug overdose with my message and story inside of me.

Story sells the transformation your program, product, or service is offering to your client.

I cracked six figures in the insurance business at 21 years old and I overdosed from drugs and alcohol that night; and my story and message almost died inside of me.

I created my brand message to millions because I believe that your story and your message sell your clients on a transformation that can serve millions and help you make millions.



You deserve to get paid for high end consulting and coaching because you are GOOD ENOUGH and your story and message and transformation changes the lives of your clients.

The High Paying Client Book is really about you standing in your own value and standing for the transformation of your clients.

What's your story?

Every great story has two main components that you will learn about in THE HIGH PAYING CLIENT BOOK

Every story has A PIT, which is that down and out moment for the character where the dragon is breathing down his neck and you wonder how he will ever make it out of this situation.

AND

Every Story has a BREAKTHROUGH, a moment where a new decision was made and the character's life changed.

We love an underdog, and if the character isn't in a situation where he is down in that PIT, then we never get to see the underdog breakthrough.

My pit moment was when I was when I cracked six figures in income at 22 years old in the insurance business, and that night I went out and found myself on the kitchen floor at 4 am overdosing from a bag of cocaine, two pills of ecstasy and my SOUL coming out of the top of my head.

The truth is I NEVER felt good enough, and no amount of money was ever going to heal this feeling of now being good enough.

As I shared, my one-man theater show is called GOOD ENOUGH.

I was just looking at the video testimonials that people gave after they saw the show, and the common feedback about the show it that it was transformational, that merely watching it was a healing process, and a story of hope for the audience.



HOPE that they too could change their lives and live their dreams.

It's a story of the UNDERDOG!

Why is Rocky one of the most famous and longest running movies on the planet.

I will give you one reason that almost everyone knows...it's an underdog story.

But do you want to know the reason that most people don't know??

Rocky is so damn popular because in the eyes of other people, the chances of Sylvester Stallone succeeding in movies was A Million to One Odds.

This is why I believe Rocky is timeless... Not only is Stallone one of the biggest underdogs in Hollywood, but his movie was one of the greatest underdog stories.

A guy I know interviewed Sylvester Stallone and here's the summary...

Sylvester said that he had the door slammed in his face over 1100 times by producers and directors who he tried to talk to Rocky about.

And when the interviewer said, "Sylvester there weren't 1100 producers in Hollywood, how did you get 1100 doors slammed in your face."

Sylvester said, "I went back to some of them 3, 4, 5, 6 times and they still said no."

One Day, one director finally said YES to producing Rocky, and when Sylvester told them he was going to play Rocky, they said, 'NO WAY!!!'

Here's a man that when his wife left him; he couldn't even afford to pay his electric Bill; and guess what he did?

He sold his wife's jewelry which is a NO NO, but then he was so desperate he sold his dog to pay for the heating bill.



Yes, he sold his Dog! He went down to the liquor store on the corner and sold his dog to a guy outside.

If you watch Rocky 1, his dog, Butkus, is in the actual movie.

HOW is Butkus in the movie if he sold him?

Stallone got offered \$250,000 for ROCKY, and he turned down the offer because they wouldn't let him play ROCKY.

And, After he told them that he has to play, ROCKY, or there would be no ROCKY, they settled at \$35,000 for the movie, with Stallone as Rocky, and Stallone got points on the back end of the movie if it was successful.

When Stallone was asked, 'What was the first thing you did after you got the \$35,000?'

He said, "I went down to the liquor store and waited for days until that guy came back, and I offered to buy my dog back. And the guy said, 'no amount of money in the world will get you this dog back.'

And Stallone bought his dog Butkus back for \$15,000.

Now people, if this isn't an underdog story with an actual dog as part of the story, I don't know what is.

The best part is, Stallone got a piece of the backend profits of Rocky, and the rest is history.

Here's the moral of the story for your business.

Your clients are the underdogs. They don't fully believe in themselves and the service you have can truly change their life or help them.

They need to know that you are an underdog also, and that you have a story of struggle, and that you broke through just like ROCKY!

If they don't believe in the hope, the possibility, the chance that they too can HAVE IT ALL, then they won't take action.



HOPE gets them in the door, and a great service or program keeps them going!

Tell your underdog story by telling people about your PIT.

PIT equals vulnerability and that's why people love ROCKY. The story is humble and vulnerable and so is Stallone.

Your story contains a Vulnerable moment, and this is something you have to share with others so they develop affinity with you and so they share a reality with you.

One of my high-end clients said this after watching my show..." I joined Ted's program because of the vulnerability of his story and I knew this is where I needed to be."

Once you share your vulnerable moment, then people need to hear about your breakthrough.

Your Vulnerable PIT moment creates connection trust and humanity.

Your Breakthrough moment creates credibility.

ROCKY'S Breakthrough was when he went the distance with Apollo Creed.

He then became the ROCKY that everyone loved.

My breakthrough was the moment I decided that I wanted to become a coach, and that people were going to pay me for being me.

I won't spoil my ending, as you will have to come see my theater show to see the whole ending, but it was a moment where my world changed a how I saw myself would never be the same again.

In that moment my clients see themselves as coaches, speakers, actors, dreamers, because in that moment they are seeing their life through my eyes and there's a moment where my story DISAPPEARS and they only see their future and their life. And that is the telltale sign of a great story.



They get lost in the character and they become one with the underdog who has now broken through.

A funny thing about truth, people recognize it when they see it. it;s just getting them to see it, and then see who they can become.

The breakthrough of a story is when the light shines down, and he who has departed from his true nature, appears again in the sun and is gone no more.

[GO BOOK YOUR FREE GET HIGH PAYING CLIENTS COACHING SESSION HERE TO START GETTING YOUR STORY AND MESSAGE TO MILLIONS](#)



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CHAPTER 4

The High Paying Client Video Presentation: How to be in a MILLION places at once

It's time to Clone yourself through Video so you can get high paying clients hearing your message all across the globe.

The Good Old Napkin Deal in the 21st Century is called VIDEO.

One of the old fashion ways to enroll high paying clients is through free consultations

And while it is old fashioned, it works.

The good old one to one consultation that makes the sale or enrolls the clients.

And while our style of enrollment is still similar to hundreds of years ago, the way we BOOK THOSE FREE CONSULTATIONS has changed forever into eternity.

The world is speeding up, and unless you live in a universe where speed is King, and Avoid The Slow = 's dead, you end up as the dead.

Man waits for no slow poke to catch up and never has.

Survival is how we have lived throughout time.

And if you want to survive in the world of high end clients, you better be quick to the draw.

You need online marketing to Sift through the unserious and find you the gold.

Hence the introduction of the High Paying Client Presentation.



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You've heard of videos before and you've head of webinars.

My weapon of choice is the video.

A man or woman who won't fully show their face to the world and can't communicate without slides, is someone I don't fully trust.

I want to see the people that I'm going to be doing business with.

And, even in today's fast action world people still want to see people. They want to look you in the eye.

However, there's one big problem. Most of you still believe that someone won't write you a five-figure check without meeting you in person.

And you couldn't be more wrong.

You see I grew up in the old timer world before internet marketing hit it big.

When I started my career in 1999, I didn't even own a lap top. Hell, I never even checked my emails.

It was good old, pick up the phone, go meet people over dinner, and connect with them.

Well today, the landscape has changed. And While I seem young to some of you, and while I look like I'm 25, I've been in the business world for 19 years.

I grew up on high paying clients. Starting out in the insurance business where my high end "deals" were done one a napkin.

And While video seems foreign to many of you today, "deals" are still done on a napkin.

Now I don't mean to discount the sacredness of an enrollment or sales conversation because I believe it is a conversation about dreams, desires, and a vision that our clients want to live into.



Doesn't matter whether you are selling advice, health services, financial services, business consulting, spiritual counseling or whatever. We are here to stand for clients when they can't stand for themselves. We are here to inspire them to take action, and when we do...

...when that moment of sweetness is upon us, when that moment of tension has drained from the telephone line or that moment of rejection has dissipated and the client's dreams have won; it's time to celebrate.

Now, some would say a transaction has been completed, some would call it a "DEAL," as my grandfather used to call it; BUT I would call it an awakening. The client has woken up to their true desires, their true calling, and together we have won. This my friend is sales, and how sweet it is.

The Good Old Napkin Deal in the 21st Century is called VIDEO.

I want you to create captivating and inspiring video presentations that convert cold prospects into High Paying Clients.

The New Napkin Presentation is VIDEO, and you have to get great at it.

Now, when you sell high end programs to get high paying clients, they might be paying \$2,000, \$10,000 or even \$100,000 or MORE

A video can help you do this, but the video isn't going to seal the "DEAL" as the late Grandpa McGrath would say.

Video is going to address 3 very important things

1. Video will speak to your clients BIG PROBLEMS so they know they are understood
2. Video will paint the BIG PICTURE SOLUTION so your clients know they can HAVE IT ALL
3. Video will show them the EXACT 3-7 steps they must take so they understand the path to having it all

If you do this, you are going to engage the client through your VIDEO presentation to do the most important step of all... BOOK A FREE CONSULTATION with you or one of your sales coaches.



If you don't know how to do a SALES CONVERSATION Effectively then ready Chapter 7, because it goes in detail.

By now, you are probably sold that this is the path, so you should go BOOK A FREE CONSULT with my Sales Coach.

Why is this the path, because Imagine for a moment that you could be CLONED.

Imagine you could be seen in a million different places at once.

That's the power of video today.... A million different NAPKINS littering the world with GOODNESS in your Message, Booking Free Consultations.

Why the Free Consultation? Because it's easier to sell a high ticket program over the phone when someone can speak to you.

Getting people to buy 10k, 20k, 100 k programs without speaking to someone is a tall task.

However, there is one hurdle that I have surpassed.

I used to believe that to sell a 10, 20 or 200 k program you would have to meet someone in person or do a live seminar and spend days with them. Today, 85% or more of our clients come in through a video presentation. Pretty Awesome right?

The world has changed and the Napkin has transformed.

It's your time to create powerful video presentations that get clients to Book.

The goal of a video presentation is TWO FOLD:

1. Teach your potential client 3 to 7 steps on your topic so you add massive value and clarity
2. Make 3-5 Calls To Action throughout the Video to get your prospect to BOOK A FREE CONSULTATION

The power of presentation is profound and powerful.



Your words can move people into their dreams.

Do not go gentle on that video presentation, give all of yourself, and hold nothing back.

I believe in you!

Here's the exact STEPS I follow to create video presentations that BOOK FREE CONSULTATIONS!

What if you or your sales team could show up to HIGHLY QUALIFIED conversation with clients who are thirsting to buy your programs and services?

The Right presentation, with the right message, and the right Call To Action can Set you up with Highly Qualified potential High End Clients.

I use 10-30 minute videos to sell six figures worth of programs every single month and here is my framework.

The 12 Step Framework for High Converting Videos that Book an Endless Stream of Free Consultations

I'm going to demonstrate how I would start a video, and then I'm going to draw out the structure for you of the steps you should be following.

When somebody comes to my opt-in page where they're downloading my free gift, they put in their name and email, and they splash through to a page with a video on it of me. In that video, the great goal is for me to share content and get them to book a free consultation.

Here's what would I say from a messaging standpoint for my brand:

"Congratulations, your blueprint is on its way to your inbox. It will be there shortly. Before you go there, I have a very special opportunity for you right now."



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Notice the two things I just did: the first is I acknowledged them that they downloaded a free gift. The second thing is I gave them a hook by telling them I have a very special opportunity for them. Who doesn't like a special opportunity?

Next, I talk about the key question that's on their mind:

"Right now the big question on my client's mind is, 'How do I actually find my life story message and go get some clients in the next 30 days?' So in this video right now, I want to teach you the three steps to actually finding your story message, so you can go out and start getting clients in the next 30 days."

When I raise this question that's on their mind, that starts to stimulate their thinking. They're beginning to wonder; how do I go do that? How do I make this happen?

And then I go:

"So in today's video I'm going to teach you the three steps to go find your life story and message and go get some clients."

I'm telling them the content that I'm going to teach them in three bullet points.

The hook of, *"I have a special opportunity,"* leads viewers to the question of, "How do I do this?"

Whatever your message is for your brand, whatever outcome you're offering up, you want to propose a question. The question gets viewers thinking and asking, "How do I do that?" And then I let them know I'm going to teach you the three steps to actually go out and do this thing. Right?

Now they're ready for me to get into the content. In less than 60 seconds, I'm ready to jump in and start teaching.

☐ I acknowledged them

☐ I hooked them



- I posed a question to get them thinking
- I told them exactly what I'm going to teach them

The next piece is called seeding. Here's how that goes:

"So at any time during this video if you feel inspired, today for a limited time I'm offering up a free Message to Millions coaching session. When the button pops up, you can click the button down below to book your free consultation."

I'm seeding the consultation. The whole purpose of this video is to get them to book the consultation. But we don't want them booking the consultation yet if they haven't consumed the content, right?

So we're seeding the opportunity in front of them today and telling them what's about to happen.

Then I start teaching the three bullet points. I jump into step number one of what I'm going to teach.

"Let's jump into step number one right now. Okay? Step number one is how to find your life story. Now when you think about it, finding your life story is one of the keys to communicating the transformation to your clients that they want, and that's going to serve them. And there's no better way to do that than telling them a life story that captivates your audience, connects with them, and pulls them into your programs."

Notice how I'm explaining step one. I make it really concise and simple. I state what the step is, and then I start teaching. In a 10-minute video, you'll be teaching two minutes of content for bullet point one.

For me, I might teach my best stuff from story and say:

"There's two components of story that are really powerful that you need to get. One of them is your pit, and your pit moment in your story, you know, that's the part where you're down and out, you're facing the demons of your life, the dragon's breathing down your



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throat, and you're at this point where you're like, 'How can I ever go on? I'm facing this major challenge, it's ruining my life, I just need a solution, I'm wasting away here.' That's the pit moment of a story. Having that pit moment that drops the client, so they're experiencing the pain and the problem that they're having right now by listening to your story, is powerful.

“So now you understand the pit, you need one of those in your story, and you need a breakthrough. The breakthrough symbolizes the transformation, the outcome that your clients are gonna get. So, a great story that has a pit and also a breakthrough shows the pain and shows the transformation and outcome. So, your story is telling people in advance what the transformation and the outcome is gonna be when they get through their pain and their problem.”

I've taught two components from story in the first bullet point.

Now, as you're teaching, as you're sharing content bullet points, somewhere in here you're going to share your own story. This is important, because you want to relate to the audience and you want to connect with them.

What you're teaching in the content is probably going to be around six minutes long or a little less, if you teach for between 90 seconds and 2 minutes on each bullet point.

I want you to share your story somewhere in bullet point one.

Here's how I would work my story into my bullet point one:

"Step one of what I'm gonna share with you today is how to find your story, how to tell a captivating story so you can connect with your dream clients and bring them into your programs. And you know, one of the key components of story is sharing the pit moment of your life. You know, sharing that moment where you're down and out.

“And why this is important is because for me, you know, when I was 21 years old I overdosed from drugs and alcohol. And I almost died,



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and my dreams almost died inside of me. And so for me, most of my life I never felt good enough, I didn't feel like my voice mattered, I didn't feel like I mattered. And I can only imagine that if my dreams died inside me that day. But fortunately, I went on and I found coaching. And I realized that what I really wanted to do was change my life and then teach other people what I learned, make a difference in people's lives, help people transform their lives.

“And really that's why I'm here with you today, and I've done this with thousands of people all over the world, you know, I bring in thousands of clients every single year, I have a multi-million dollar company, but the best part is I have time to spend with my family, I have time to do my other passions, I have time to do whatever I want with my life. And that's the amazing freedom that I have.

So let's jump back into this component of story that I've been teaching you here, which is this...”

Do you see what I'm doing there? I'm teaching the bullet point, I'm dropping my story in. And the key is, this version of your story is 60 seconds. We don't need a lot, they just need to know that I went through some suffering in my life, I came out the other side and here are my results.

It's very important to share your story somewhere around this first bullet point, so they get to know you as you're sharing your great content.

Next, as you get done with bullet point one, you're going to make your first call to action:

"I hope you like step number one on XYZ, and I hope you enjoyed listening to me share a little bit about my life, because I really want to inspire you In a moment the button's going to pop up for you to book your free strategy session. Now I want you to watch the rest of the free video, but if you feel inspired, click that button, and book your free XYZ session with me."



I'm seeding again. At this point the button may pop up, it might not, it depends on where you want to do that in your video, because remember - the key is consumption.

We want the client consuming this video, because the more they watch, the more indoctrinated they are, the more connected they are to you and they more they know and understand about how it is to get the transformation because we're creating this video for them to get on a free consultation with you and for you to enroll them in a coaching program. So the more they watch, the better it is for you.

Then you teach content bullet number two. (You're probably calling it a step to the client, I'm just calling it a bullet point right now for internal purposes.)

"So, let's jump into step number two right now, which is how to actually find your message so you can clearly communicate it to clients and inspire them to work with you and coach with you."

I teach for 90 seconds to two minutes on bullet point number two, and then immediately I'm going to do call to action number two.

"I really hope that you enjoyed the content that I've shared so far, I'm about to jump into step number three, and the button's down below right now. So, if you want to get enrolled for a free consultation with me, I'm going to go deeper into this content on the consultation. And I'm really gonna help you pull out your life story and your message and get focused on going to get clients in the next 30 days. And you're gonna have my hands-on experience teaching you and coaching you on the free consultation. So book that consultation right now because the button's already up. Let me teach you step number three."

And I get into step number three.

At this point they've watched 70% of the video, they're pretty indoctrinated, if they've made it six, seven minutes, they're learning, they're understanding, they're knowing.



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I'm going to get a pretty good quality person showing up for the call at this point if they book.

Now we go on to content bullet number three. I start teaching for about 90 seconds, and then I'm done with the content. At this point, I've shared all the content I need to in the video.

So now I make my final call to action:

"Hey, I really hope that you enjoyed the content, and right now if you haven't clicked the button already to book your free strategy session with me, I want to inspire you to do that right now.

"Because here's the thing, the first thing I'm gonna do on the free strategy session, which you can read down below, is I'm gonna help you crystallize your vision for your future. So ultimately, you can go out and create a powerful vision for your life and clear goals that you want to conquer in the next 30, 60, 90 days. Right?

"The second thing that I'm gonna do for you is to help you eliminate your biggest challenge that's preventing you from going out and getting clients into your business right now. And the third thing that I'm gonna do with you is I'm gonna share with you our marketing system, that helps us get dream clients delivered to us so I can give you a plan and path to go out and build the business of your dreams.

"So if you feel inspired to do that right now, click the button below, and when you show up to the free consultation, I'm also at the end of the strategy session, I'm going to offer you an opportunity to go more deeply with me and work with me in my programs. So I will be making an offer to you, and if it's a fit that's great, I encourage you to join my programs and join my community. If it's not, then we part friends, you got great free coaching from me, no harm, no foul, and you go tell people great things about me.

"So I hope this serves you, click that button below, because at the end of the day we want to go out and make a difference in the world,



we want to serve humanity, we want to make this thing happen. Click this button below, get enrolled."

All I'm doing in the final call to action is walking them through bullet point number three, telling them what's in the free consultation, and telling them that I'm going to make an offer to them in saying click that button below.

This is how it's done.



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Summary of the 12 Steps

1. Acknowledge
2. Hook
3. Question
4. Content (3 bullets)
5. Seed
6. Teach bullet #1
7. 60 Second Story
8. CTA #1
9. Teach bullet #2
10. CTA #2
11. Teach bullet #3
12. CTA #3



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Full Script

This is a demonstration of how I would do this presentation so you can see how I would deliver it to my potential clients that are going to sign up for a strategy session.

Hey, it's Ted McGrath and congratulations, your blueprint is on its way to your inbox, it will be there shortly. Before you go there I have a really special opportunity for you.

Right now, the big question on my client's minds is, how do I actually find my life story and message so I can go out and get clients in the next 30 days?

And in today's video, what I want to teach you right now is the three steps to go out, find your life story and message, and bring in clients in the next 30 days so that you can build a lifestyle friendly business.

And at any time during this video if you feel inspired, for a limited time I'm offering up a free strategy session which I call a Message to Millions strategy session. You can click the button below when it pops up and book that strategy session.

So, let's jump in to step number one right now, which is how to find your life story and message.

First thing I want to teach you about story is the pit moment. The pit moment is all about pain that you've had in your life. Why is it important to share pain that you've had in your life? Well, a story does a great job of that. We wouldn't just come out and go, "Oh, I've suffered my whole life, and things have been so bad, I almost died once!" We would tell it in a story format, right? So, sharing that pit moment in a story is really powerful. So, the pit moment highlights your pain, the problems that you've experienced, because ultimately the goal of a story is to share a pit and also the goal of a story is to share the outcome and the breakthrough that you've had in your life, two really important components of story.



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Now for me in my own life, when I was about 21 years old, you know, I cracked six figures in my business, and that night I overdosed from drugs and alcohol, and I was on the floor, and my soul was coming out of my body. And I almost died. And I woke up the next morning and realized my message, and my story almost died inside of me, and from that moment on I was on a journey to really find myself and it took years and years and years, but one day I

discovered coaching, and I realized I wanted to help people, I wanted to teach people the transformations that I was having in my life, and I wanted to coach people on how to get their message and story out to the world. Today I have this multi-millions dollar company, and I travel around the world and I run my business from beautiful destination locations.

Now let's say I finish the bullet point and the story and I go:

Okay, I really hope that you enjoyed the first lesson on story, I'm about to get into step number two. If you feel inspired right now to book your free coaching session with me, the button's gonna pop up in just a moment. I've got some really great stuff to share with you right now in step two and three so stay tuned, pay close attention, and then when the button pops up, you can go book.

So, step number two is all about finding your message. Because we know when you're clear on your story and you're able to communicate that to people, you also have to have a message that's really succinct that communicates the transformation to your clients. One of the ways to create a powerful message is the statement. I help people do this, so they can have that.

I teach on the message, I teach on the statement, I go on for maybe 30, 40 more seconds.

I hope you enjoyed step number two, which is all about finding your message. Now you understand story, now you understand message, you're probably in a space right now where you're feeling like, wow, Ted, I'm gonna need a bit more coaching, I need some help, because I don't expect



you to get your story and message in like, two minutes. Sometimes it takes people

years. I don't want it to take you years. So, what I'd like you to do right now is, the button is popping up. Click that button, book the free consultation with me, and I'll help you walk through your story. I'll help you walk through your message. I'll help you crystallize your life story and your message.

Now step number three. Step number three is like the grand finale, this is all about going out to get clients in the next 30 days. So, let me teach you a little strategy right now to go book some free consultations, so you can start getting some clients.

And then I go teach for two minutes on bullet point number three.

Great, so I hope you've enjoyed everything that I've shared in this video. The button's already up. If you haven't booked your strategy session already, go ahead and book the button below, because I'm going to be doing three things on the strategy session. One, I'm gonna be helping you crystallize your vision for what you want to create in your business. The type of income you want to make, your vision of what you want to create, so it's a lifestyle friendly business for you.

The second thing that I'm gonna be doing is talking about the biggest challenge that's preventing you from getting clients. The third thing that I'm gonna be doing is giving you a plan and path to get there and build a marketing system so you can go out and start bringing in your dream clients and building your lifestyle friendly business.

If you feel inspired and feel like you want to have a free session with me, book the session down below, show up on time, and at the end of the session we feel that there's synergy and that we're a match, I'm gonna invite you to join our Message to Millions community, and join one of my programs. No strings attached, if it's not a fit for you, we part friends, and you had a great coaching session, and you spread the word. If it is a fit we lock hands, we go on the journey, we go in the rocket ship and I help you create



results 10 times faster. Let's go out and change the world together, click the button below, book that free consultation.

Remember, the great goal of presentation mastery and this video is to get the client to book a free consultation with you.

But you only want them booking a free consultation once they consume your content. So, if I were you, I would be testing this when you get it up. If I have a 10-minute video, I might have the button pop up at the sixth or seventh minute, so they're watching at least 50% of my video, and I know they're a quality person before I actually let the button pop up for them to book.

Down below the video there'll be text explaining to them what they're actually going to get on the strategy session. I like to use three bullet points, for example:

- ☐ crystallize your vision to build a six or seven figure business
- ☐ solve the biggest challenge that's preventing you from getting clients
- ☐ give you a plan and path to get there and go get your dream clients



Create Your Own Video Script

1. Acknowledge

2. Hook

3. Question



4. Content (3 bullets)

5. Seed

6. Teach bullet #1



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7. 60 Second Story

8. CTA #1

9. Teach bullet #2



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10. CTA #2

11. Teach bullet #3



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12. CTA #3



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CHAPTER 5

The High Paying Client Funnel

What the HELL Is a Funnel?

The reality is, that most people don't know what a funnel actually is...

I'm going to make this really simple for you.

Here is a Diagram of what a High Paying Client Funnel looks like:



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The goal of this funnel is to get you high paying clients, that sign up for your one on one programs, group programs, live events, services of even online programs.

The key to getting a high paying client is to have a free consultation on the phone with this potential client. The Free consult is also known as a **FREE COACHING SESSION**.

We've established that the **ONLY** way to get high paying clients **ONLINE** is to have a free consult with these clients so they can make an informed decision and ask questions about a potential 5 or even six figure investment.

My online funnels bring in almost all of my business and my leads.

Here are some great benefits of setting up a funnel like this:

1. You collect leads and grow your list by giving away a free gift
2. Your client watches your free consult video and gets educated in your products and services so this helps build your brand and increase the likelihood that your client will buy
3. Once a new lead is on your list you create a nurture sequence that drips valuable content to the client to add value to them and eventually turn them into a buyer

So let's break down each part of the funnel

Step 1: Facebook Ads are the **BEST** way to drive traffic to your high paying client funnel and I go in depth into this in chapter 6

Step 2: Creating your Opt In Page with a Free Gift: An individual will want to join your email list if there is some type of exchange they get in return for giving you their email. We call this exchange on your part a **FREE** gift. You give away some type of book, free report, Free PDF, Free training series. You give value to the person in exchange for them joining your list. The free gift is giving away on an **OPT IN PAGE**. A client merely **OPTS IN** and gives you and email in exchange for the free gift.

Step 3: Once the client opts in they immediately splash through to what I call a **"FREE CONSULT VIDEO PAGE."**



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The purpose of the free consult video is to educate your client and add value as mentioned in Chapter 4.

And, Of course the goal is to get the client to BOOK A FREE CONSULTATION with you or a sales person to sell your high-end program.

The # 1 trigger that gets a client to book and then eventually buy is CONSUMPTION.

The more a client watches your content and gets familiar with your system, the more likely they are to buy.

Step 4: Fill out the Questionnaire: They watch the Free consult video and then click on the button that says “APPLY for a Free consultation. and then they are taken to a questionnaire page. The purpose of the questionnaire is to indoctrinate the client and test how serious they are about getting coaching a reaching their goals.

We ask questions about their 30, 60, 90 day goals and beyond. Questions about Income and Net Worth to see if they are financially qualified. And we ask questions on a scale of 1-10 that shows how serious and committed they are to getting coaching, investing in themselves, and making decisions.

All of these questions are designed to get the client to think about what they want before the call, and for the sales coach to assess the quality of the candidate before the call.

We want to maximize the potential of candidates buying and the more of the FREE CONSULT VIDEO they watch and the more serious they are about filling out the questionnaire, the more likely they are to want our high-end programs.

We even have a question on the questionnaire that asks them if they watched the entire 17-minute video.

One of the key strategies on this funnel is the APPLY button. We make it known that they are applying to be considered for two things:

1. You're applying to be considered for a coaching session



2. You are applying to be considered for our Dream Clients Delivered Mastermind

Why?

We want them to try out.

It's a privilege to be part of our community and people must apply to be considered.

When people are interviewing for something they show up in their full potential.

When they just get something, often times they don't appreciate it or take it seriously.

Make you prospects APPLY and jump through hoops.

In the video we also let them know they are APPLYING to be considered for our mastermind per Bullet point 2 above.

This is called seeding. We want people to know that we are going to be offering a program on the phone.

We will get less people to book a free session, but we will get people showing up ready to buy.

Does this make sense?

Step 5: Calendar link: Once they fill out the questionnaire they are taken to a calendar page to book.

On that page we let them know that they are APPLYING and that their application may be approved or denied but they should go ahead and Book their Appointment and we will email them if they have been denied.

It's easier to cancel an appt. then it is to follow up and book one. SO that's how we roll!



Step 6: Confirmation Page: Use the confirmation page as another opportunity to add value through a content video that presets them on your program.

On our confirm page, we have a Video that teaches them the final 3 steps in our process, and we have 5-7 awesome testimonial videos that sell them on our program.

Step 7: Follow up Emails: You will want to create a 7-14 day email sequence that follows up with content and gives people an opportunity to book a free consult. About 20% of our bookings come through this follow up sequence.

People don't always book immediately because they don't know you. The more they get great content from you 'and know, like and trust you, the more they will be likely to book a coaching session and buy.

Some people are a slow date and they are at a different place in the buyer sequence.

I put them in 3 categories:

Solution Aware and ready to kick ass: They have been looking for someone like you and are ready to invest.

Problem Aware and not ready to take action but can be convinced.

Problem Unaware but interested in the opportunity: These people are exploring and don't know much about your solutions, your industry or what they want. But overtime they can be indoctrinated into your community and willing to buy.

This is why you need a good email follow up sequence.

Now you might be wondering how I came to create a funnel like this and why you should also.

I was tired of having too much month at the end of the money.

I was tired of saying, "I hate technology and marketing, I'm a speaker."



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The truth is I was a wussy! I was making excuses of why I couldn't learn something and I was minimizing my potential.

The world needs your message and life experience, and until you decide to create a funnel you will have a tough time getting it out to thousands or millions for that matter.

The great part about this funnel is it's easier to launch.

You don't have to be a master at sales videos you just need to be good.

Because the selling is mainly done on the free consult.

So you can get by with good copy and a good enrollment process.

And overtime you can dial in your expertise.

We launched a funnel recently and we missed a few sales that would have 5x'ed the ROI.

That means we put in \$1 and we get back \$5. It was a sales problem not a funnel problem.

So it is important that you get really good at enrollment because a good enroller can 5 x the ROI on your funnel.

I've made a commitment to marketing because it's a way to get a message heard and products sold so you can change lives.

That's really all it is.

If I don't have marketing I don't have impact.

So what the heck is a funnel? It's exactly that. A way to impact people with your message and programs that create a transformation in people's lives and it's a way to do it FAST.

Is it easy? No, it is NOT.



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Does it take time? Yes, it does.

So you have to invest money in ads and take a risk? Yes, you do.

Launching a funnel is an opportunity to grow as a person and really build a business as opposed to running a candy shop.

I love candy shops but the store owners typically just wait around for clients.

A funnel is casting a huge net that brings clients to you, but make no mistake, you aren't waiting around.

You are going fishing for clients every single day.

So get ready and strap in, because the question on your mind now is...

Ted, How do I actually get leads into my funnel so I can book some free consultations.

The answer is TRAFFIC. Facebook is the game right now as I am writing this book, so let's visit Facebook ads in chapter 6.



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Chapter 6:

High Paying Client Advertising: Stop avoiding online marketing and embrace the revolution.

Let me tell you about one of the biggest breakthroughs I have ever had in my life.....FACEBOOK!

Let's start at the beginning...

I had so many problems with Facebook.

I have gone through 5 FB ads managers in the last 4 years and a big part of it was because of me.

I couldn't fully take responsibility for Facebook ads because I didn't really understand how it worked so I was constantly in confusion and frustration.

When one is confused it's a disaster because we start blaming everything around us.

And I realized that no one was going to run my business for me and tell me how to measure statistics or make decision on my money of what to invest,

I have to make those decisions myself.

A FB guy runs ads, but a business owner has to know how to create a strategy for how much he wants to spend and what the end goal of his funnel is.

For you, I have made it easy because your end goal is to sell high end programs.



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Just one high end program sale can pay for ad spend for a month.

In the beginning I was trying to make my money selling low tier products and I didn't have a strategy to make sales via free consultations online. The moment I did my funnel became profitable.

Before that I was struggling to make my \$1 back and was losing money,

Now in the beginning you have to be willing to lose 2k, 5k 10k and maybe even 25k in the short term.

Over time that money should come back to you, but you have to be willing to make some smart gambles.

If you learn from me then the gamble is less because I already gambled for the both of us.

So the day it all changed for me was when I learned how to study.

YES, no joke, I took a course on how to study and I walked away with two things.

1. If I can confront the space, meaning Facebook, and actually be there with my computer and be there with my ads then I can learn something. My problem was that I couldn't even be there in front of my computer and I got frustrated immediately.
2. Next, I realized I was confused because there were certain words I didn't understand and nomenclature in Facebook that I had to look up definitions to. The moment I understood the words I was no longer confused.

And here's what I discovered. Most of the FB ads managers didn't understand some of the words either.

So how the hell do you run ads if your guy doesn't understand either.

This cleared up the confusion for me.



I discovered that I was the smartest person in the room because I knew how to learn things and study.

When's the last time you started something and you quit before you ever really started?

For me I back away from something for TWO reasons.

I don't understand something which means I didn't understand a word that caused me not to understand the subject.

I can't even confront the situation because I talked myself out of it before I started. I literally used to get physiological triggers in my body that caused me to back away from anything marketing related or technology related. I believe this is from past confusions that I had in an area that was similar or in an area of technology.

Once I understood this I could do something about it.

And the moment I realized I could learn anything, I realized how much more there was to learn and how much more success I could have.

Have you ever gone wide in an area rather than deep? I do it all the time in my business. Rather than going deeper into a subject to have the huge breakthrough I need, I start up some other project because I'm afraid to go deeper, because deeper means I have to confront things that I don't already know and I have to admit to myself that I don't know it, and then when I don't know it, I have to know that I can know it.

Because If I don't know that I can know it, then I will back away.

So I spend my life going wide and never deep to become an expert.

At this point in my life I know I can be an expert in anything I want to be-cause of the principles above.

So let's talk about Facebook Ads and how to use it in your business.

Our goal is to get high paying clients and Facebook can help us do it.



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It's your time to start Creating Your Ads To Get Drove of Traffic and Book High Quality Free Consultations

Remember, Free Consultations lead to signing up High End Clients. In Chapter 7 I talk about how to facilitate a free consultation and gain mastery in this area. It's going to be very important to the success of your funnel.

Let's talk about one of my high paying client funnels two weeks ago.... for Every \$1 in invested, I made \$4.62 back in Cash

Last Week, for every \$1 invested I made \$4.27 cents back in cash.

This doesn't include upsells to Tier 2 Programs later in the month or year, or live events that will help me ROI more.

Let me give you Ted's TIPS on Facebook Ads:

Tip 1: When you're starting the goal is to invest \$1 and get \$1 back

Tip 2: You may have to invest 2, 5, 10 k or more in the testing phase to figure out what works, so come with the mindset needed to press on and weather the initial storm of losing some money, which coaches have a very tough time with because they don't think like business owners. I think of it as market research on my funnel. I will find out what works and what doesn't work and fix it.

Tip 3: Set goals for your Facebook Ads:

- > You should have a Cost Per Lead Goal which means how much are you willing to pay for a lead; this will be variable because CPL can be high and you don't care because those leads are buyers. So don't get fooled thinking that a low CPL is all that matters. It's good if they end up buying.
- > You should have a cost per application goal which means how much are you willing to pay for a prospect to fill out an application and book a session with you. We pay \$200-\$300 per application
- > You should have an allocated budget of perhaps \$5,000 that you are going to spend on this campaign to test



- > You should have a sales conversion goal - For every 3 free consultations I have with an applicant, I want to enroll 3 in my \$2,000 program.
- > You should have a ROI goal once your funnel is dialed in - I want to invest \$1 in and \$4 Cash back in 30 days (this is after the funnel gets tested and dialed in)

Tip 4: You should expect a 30% NO SHOW rate to a free consultation. 3 out of 10 won't show up. Recently we got ours down to 2 out of 10 don't show up which is good.

Tip 5: Be in it for the long run. Many marketers that I know don't make their money back in 30 days, they look at a longer-term approach of getting their \$1 back in 90 days and then ROI'ing over the course of the year. They take a more aggressive approach to marketing and they also have deeper pockets than most people starting out.

What makes a really good ad?

I think many people are looking for the golden secret of what makes a great ad.

Here's what I have discovered...No one knows for sure, but here are some principles that can help steer you in the direction of a great ad.

ONE OF MY AD'S:





1. Speaking

to your audience - For example at the top of one of my ads it says
****Attention Coaches, Consultants and Service based businesses****

I don't always put that at the top of my ad, but the other day I just figured I would make it obvious who's this was for

2. Clear messaging of the OUTCOME in the ad: In this same add I say..... Want to get high paying clients consistently online?

The outcome is pretty clear - GET HIGH PAYING CLIENTS

The other outcome is - CONSISTENTLY

The clarity of how it takes place is there when it says - ONLINE

3. Clear CALL TO ACTION: Download my Ultimate online presentation swipe file to create videos and webinars that actually get clients

I'm clear that they need to get my PRESENTATION SWIPE FILE to actually get clients



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I've been running some variation of this ad for about 18 months and this funnel has consistently been profitable.

4. Video Ad or Image Ad: This is the question people always ask. Should I do a video Ad or Image Ad?

The answer is simple...You need to test which one works better, so I would test both.

In this Ad, there is a video of me on the beach in Hawaii shooting this ad with my iPhone. So do you need to have some amazing videographer, no you don't.

I prefer video because quite frankly its faster and easier for me to shoot a video ad then it is for my team to create ad images. I hate waiting on ad images to be created and then they come back crappy. Does this mean we don't use them? No, we do use them but we haven't found a great creative designer to bring our images to life.

So why not just shoot a video if your decent on camera.

Again, Test, Test, Test.

But remember, just because you get better clicks on one ad versus another doesn't mean it's going to be your highest converting Ad in terms of ROI. Maybe someone watches all of my video and because they developed more rapport with me in the video, they now buy my stuff.

But to play devil's advocate, you could create a long copy ad, that adds value to a prospect and teaches them in this ad and it could achieve a similar outcome.

It's never one thing that creates the result, it's a culmination of many parts working together, so TEST!

5. Audience targeting: This ad is doing well with this audience.

Top performing new audiences:

- > Conference and Webinar platforms



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- > People interested in marketing/advertising, but also interested in life coaching interests
- > Personal Development

I'm not surprised this is doing well. Why?

Because I am targeting coaches, service businesses and consultants are my main audience and I know they want HIGH PAYING CLIENTS which is what my ad is about.

BUT, my ad talks about getting high paying clients through ONLINE which is why people interested in marketing/advertising above are the top performers also.

It's all pretty rational when you analyze it, and then there's times where it's not rational but your job as a business owner is to try and get it as rational as possible especially when you're dealing with FB algorithms that can be hard to understand.

Play the game as best you can by observing the market place and observing what's working and not working in your ads.

You can either set up your ads yourself which many people do, or you can pay someone to run your ads for you.

Getting someone who is good at FB ads is going to cost you a minimum of \$5,000 a month.

However, you get what you pay for most of the time.

Now just because you pay \$5,000 per month doesn't mean your ads are going to magically start working.

There is a testing phase in most every campaign to find out what works.

And your ads are going to be as good as your messaging.

So, if you haven't nailed your messaging yet for your business, the only way to nail it is to get dirty and start testing.

If you have been in business a while, then you may be a bit more dialed in on your messaging and offers.



if you don't have the means to get an expert to run your ads at 5 k per month then run them yourself. You can learn this thing.

FINAL TIP: Every lead on Facebook is gold, so treat every lead as gold. Somewhere down the line they may buy and if they don't buy they are still going to talk about you so add value to your leads and do your best to get them to buy so you can change their lives.

Just so you don't walk away thinking there is one style of ad, here's my other best performing ad.

This one is very simple and a little bit more descriptive. I never thought this ad would be a best performer and it is.



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It looks boring to me, but it works!

 **Ted McGrath's Message To Millions** October 14 · 🌐 ...

What this Ultimate Online Presentations Swipe File will show you:

<http://sys2.tedmcgrathbrands.com/sys2-ad-optv1-pr>

1. How to create online presentations that sell.
2. Discover how to design your personal story to create a compelling online presentation.
3. How to create a captivating headline to engage your customers.
4. How to make a powerful offer that inspires the sale.

<http://sys2.tedmcgrathbrands.com/sys2-ad-optv1-pr>



FREE SWIPE FILE - Create Powerful Videos & Webinars
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Remember in my HIGH PAYING CLIENT FUNNEL, the ad is giving away some type of free gift to get the client to opt in and give you their email address.



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Here's what the sequence of the funnel looks like so you have a visual:

Step 1: FB AD talking about the FREE GIFT you are giving away in exchange for an email

Step 2: Opt in Page: The Opt In page is going to say something similar to the AD. This is called AD SCENT. When someone clicks on the ad, you want them to land on a page where AT LEAST the text in the ad is the same as what's on the page. And EVEN better, if the colors and design of the video or image in the ad match up with the colors on the opt in page, then you are in business. THIS DOESN'T always happen in our ads but we do our best.

Step 3: Free Consult Page: Once they Enter Their Email Address on the opt in page, they splash through to the Free Consultation Video Page, where you are there in a video that's 10-15 mins long and you are teaching them 3-7 steps in your system.

AND, you are making a Call To Action TO BOOK A FREE CONSULTATION.

Step 4: The Questionnaire: They splash through to the Questionnaire page and they fill out the questionnaire.

Step 5: Calendar Booking Page: They Book their time and date for the coaching session

Step 6: Confirmation Page: An opportunity to create another teaching video with testimonials on the page that indoctrinate the client more into buying.

So now for the final countdown, it's time to enroll the client through a free consultation.

The game starts ONLINE and then moves OFFLINE to a Free Consultation with your potential client.

Chapter 7



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The High Paying Client Enrollment Conversation

PURPOSE: This conversation is a free coaching session or consultation that you have with a potential client to add value to them through coaching and then offer them your high-end program, product or service.

I follow a 12-question process to enroll my clients and I have 5 sales people on my team.

If you don't have a sales team this still works.

My client David Mehler is a chiropractor enrolling clients over the phone into \$5,000 programs from this high paying client enrollment process.

You don't need Facebook or a High Paying Client Funnel to use my 12 Step Enrollment Process.

You can start using it today.

In regards to my Client David Mehler, 9 out of 11 people he has enrolled recently have come from Facebook through the High Paying Client funnel.

David started as the only person selling on his team and then he built a team after he mastered the 12 Step Enrollment system.

My sales team averages a 30% closing ratio on High Paying Clients and My Top Sales Member Averages over 50%, which means 1 out of 2 are saying YES.

The key is to set up the game so you win. When you stop chasing clients and clients are APPLYING to speak to you and be considered for your programs, then you have arrived.

Stop kissing toads, and kiss princes and princesses.

Let's Dive in to the...



12 Question Framework to Rock The Enrollment Conversation: Worksheet

Let's imagine you're on the phone right now, or you're sitting with somebody, and you're about to start the enrollment conversation with them. Where do you start? How do you begin?

First, it's important to reinforce or state why you're there.

You might say something like:

"Hey, thanks so much for joining me for today's conversation. Here's what I'd like to accomplish in our conversation today. Number one is I'd like to help you crystallize your vision of the future."

Now, for me, I say: *"Number one, I'd like to help you really crystallize your life story and your message in today's call."*

If you're in the health business, maybe it's crystallizing their health plan. If you're in the financial, maybe it's crystallizing their financial plan.

"Number two, I want to talk to you about the biggest challenge that's preventing you from doing X."

I might say, *"...preventing you from getting your life story and message to millions,"* and for you it could be what's preventing you from having better health, preventing you from making more money, or preventing you from building the business you've desired.

"Number three, we're going to create a plan and path together on how to accomplish X. We're going to create a plan and path together on how to accomplish spreading your life story and message to millions."

Now you've stated what it is you're going to do so your client knows what to expect: #1, crystallize the vision, #2, the big challenge that's stopping them, #3 creating a plan and path to get there.



Question #1: "What inspired you to show up and have this conversation with me?"

I like this question because it's a light game starter and allows someone to tell me what inspired them to be here. Their answer will tell me why they're here. It tells me how serious they are. It gives me a little insight about them.

Question #2: "If you could create anything for your future in the next year, what is it that you'd like to create for yourself personally, professionally and financially?"

With this question, I ultimately want to get into their vision.

I'm giving them specific categories of professionally, personally and financially so as they start thinking about their vision and what they want to create there are some categories to get them focused in.

There's times where I've asked *"What's your vision for your life?"* That question is too general. It's a big question. A lot of people don't have a vision.

If I get more specific and ask: *"What would you like to create for yourself in the next year personally, professionally and financially?"* I tend to get more specific answers from people as they start to talk. It opens the conversation.

I recommend you use the same phrasing.

When somebody is thinking about, *"If I could create anything, if I could have anything, what*

would it be?", it helps them activate their imagination, their vision, and their dreams. This question sets the foundation for what we're really going to dive into in this meeting.

They tell me a little bit about it. They give me a general canvas or platform of what they're envisioning for their life and what they want to create.



Question #3: "Let's get specific on what would you like to see. What's most important for you to accomplish in the next year personally, professionally and financially? What's most important for you?"

I want to know what they're excited about.

Here's the psychology of this: I want to get into their most important goal because if I can get somebody clear on the thing that's most important to them, and we have an agreement that this is the most important thing for them, when it comes to enrolling them at the end of this conversation, they're saying yes to what's most important to them.

That's really important for this conversation because now it's no longer about my program, but it's about their most important goal and what they really want for their life.

I ask about the same categories I asked about in the previous question, and I go through each of them. I'll ask: *"What's most important for you personally?"* I'll listen to that. *"What's most important for you professionally?"* I'll listen to that. *"What's most important for you financially?"* I'll listen to that.

When I get into their financial goals, I get into detail:

- > "Tell me about your financial goals. Where are you currently financially?"
 - > "Have you invested in yourself before?"
 - > "What's your income?"
 - > "What would you like your income to be in the next year?"
- I'm getting an idea and understanding their financial goal, so when I get to the end of our conversation and I'm about to go into one of my programs, I know which programs are a fit to present to them because I know where they are financially.



Early on in the conversation, you want to find out and calibrate where somebody is financially.

- > Then finally, sometimes I'll throw in: *"From a contribution standpoint, what's the most important contribution you want to make maybe to your family, or to your groups, or to society the next year?"*

That question gets them a little bit out of themselves and I ask it because, for me, I think that coaches, speakers also have a social responsibility, and they have a responsibility to help mankind. That's a bigger vision that one would hold for themselves. I want to see where they are in their contribution goals to the world.

When I've got their personal, professional, financial and contribution goals, I then zero in. I follow up with this:

"Tell me, what's the most important goal out of your personal, professional and financial goals that you just shared with me?"

I'm getting really clear on what's most important to them, because that's super important to the conversation.

I might go as far as to ask: *"What's the second most important thing? What's the third most important thing?"*

If I have their top goal, I'm golden. If I have all three, I'm triple golden. I'm getting clear on what's most important to them.

At the end of this question, I should have established what's most important, which sets up the enrollment at the end.

Why do you need to ask about all these different areas of their lives?

I've had chiropractor clients who have said to me: "Ted, my clients are coming in to fix their back pain, or they're coming in to fix their body. I'm not going to ask them about their finances, and their personal life, and professional life and all that stuff because it's not relative to them."



I always say, "Well, that's exactly the problem. That's probably why you're having a problem enrolling clients. It's probably why you're having a problem getting paid what's your worth. It's probably why you're not great in enrollment, because you're looking at what you do in an isolated case."

If I look at a chiropractor, and I go, "The chiropractor just helps me solve my back pain or my back issues." That's one outcome. I'll pay X for an outcome. I'll pay maybe a hundred dollars for one outcome.

But what if that outcome of freeing up my back pain is related to my life in a wider context?

For example, I used to have back pain when I played tennis in college. If my back pain was relieved, that meant everything to me because it gave me the freedom to pursue my ambition of playing tennis. My back pain was related to my life. It was related to what was important to me personally.

It was also related to my professional goals because, for me, I viewed tennis as a career when I was in college. It was something very important to me.

It also related to me financially. I wasn't playing professionally, so I wasn't making money from playing tennis. If I had a bad back, I couldn't go wait tables when I was in college, so I would lose money.

So now, answer me the question: does somebody's back pain spill over to every area of their life? The answer is yes.

How can you separate that one thing you're working on with an individual from every other area in their life? You can't. One thing that relates to somebody's life, relates to every other thing.

That's where I find most people get short-sighted is they only look at one outcome. Here's how you can work through finding multiple outcomes?

"If somebody's back pain goes away, what would happen then?" "I would have the ability to exercise again."



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"If you had an ability to exercise again, what would happen then?" "I would feel more vitality in my life."

"If you have more vitality, what would happen then?" "I'd have more energy."

"If you have more energy, what would happen then?" "Well, I feel like I could do a lot of stuff."

"If you could do a lot of stuff, what would you do?" "Well, I would go travel more."

"If you travel more, what would that mean to you?" "Well, I'd be free and feel free and be fulfilled."

"If you're fulfilled, what would that mean to you?" "It'd open up more opportunities for me to go do things that I want."

"What else would you want to do?"

I can take one thing and I can relate it to a person's entire life. Ultimately, I could swing that back to all of their professional goals, financial goals, everything.

Even if they didn't bring up money, I'd say: "Tell me something. You have a job. If your back pain is gone, in your job, you have more energy, what does that mean?" "It means I'd be more productive." "If you're more productive, does that give you an opportunity to give you more promotions?" "Yeah." "If you got promoted, would you make more money?" They go, "Yeah."

"Ultimately, improving your health and your back would help you make more money. Is that true?" "Yes."

What I'm doing is I'm finding out and looking at somebody's situation in any practice. You take back pain and I've turned it into a financial result. You take back pain and I've turned it into a lifestyle. You take back pain, I've turned it into more freedom.



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Where you might be falling short is not probing enough to find out what somebody really wants for their life. That's the purpose of asking what they want personally, professionally and financially.

Question #4: "Tell me why that's the most important?"

What I'm doing here is I'm fueling the energy behind the goal by getting to the real meaning.

For example, if somebody says to me, "Why is that the most important that you go play tennis?"

I say: "Well, I've worked really hard to play at the collegiate level and be here. My coach told me years ago that I should try out for the team. Now, I'm actually starting on the team. It was a dream for me to be starting with all these amazing people that are on scholarship and some of these guys that were professional players. What it means to me is playing with the best of the best. I've always dreamed that for myself."

Now, you know my goal and now you know why it's important. Now, you've got something personal for me and now you also have my belief systems of what I believe about life.

I listen to what people say, and I will utilize their words when it comes time to enroll. If they say something about their beliefs like "I want to play with the best", when it comes time to enroll them and they don't want to make a decision to be the best, even though they say they believe that they should be with the best, there's a conflict right there.

In their answers to my questions, I'm looking for the words they use when they talk about what they believe and what they want for themselves. Then at the end, I'm looking for the sabotaging underlying belief that creates conflict and can prevent them from having their dreams. I'm trying to eradicate the underlying conflicting belief and enforce or reinforce the positive empowering belief that they have.

Example:



Let's say you're a financial adviser and somebody tells you, "I want to have a million dollars in retirement."

You ask: "Great. Why is that so important?"

The client says: "The truth is I've always felt scarce with money. I've always felt like I never deserved to have money. I've always felt like money wasn't abundant. For me, to have that, it would mean that, one, I have a nest egg there. Two, I want to have an abundance of money there. I also want to be able to enjoy my retirement years and, at the same time, I also don't feel I'll ever retire. Having lots of money will just fuel more of my dreams."

Now, what does that tell you? It tells you their beliefs about what money is there for and it tells you about their belief about retirement. They're saying, "I don't really believe in retirement. I believe that money is there to fuel my dreams."

It's telling you their underlying purpose behind why having a million dollars is important to them personally.

Right here we're accessing belief systems. These can fuel us to uncover past beliefs that have held them back from achieving this goal, like scarcity, but we can also uncover things that they want and empowering beliefs they hold. We can also see if they've got a conflict here and if they do, you can work on eradicating the underlying sabotaging belief.

Question #5: "What is stopping you from having this number one goal?"

What we discovered with the example of getting rid of back pain, the number one goal was not really getting rid of the back pain. That was the urgency or necessity goal. The number goal was really to get back to playing tennis or get back to feeling like they can be the best.

We're going from the surface level of a million bucks to what's really underneath it. You have to connect the surface level goal with the driver beneath it.



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The person who wants to make a million, their number one goal is not the money, it's funding their dreams. Healing my back means playing collegiate tennis with the best of the best. When you connect the surface goal with the underlying dream they really want, that's powerful.

Now you want to know: "What's stopping you from having it?"

Ultimately, what's stopping them is some type of belief that they have or lack of knowing how to go get it. We want to uncover that.

"What's stopping you from going out and having the million dollars to fund your dreams?"

"What's stopping me is being around the right people." "What do you mean?"

"Finding somebody who I trust that can help me manage my money and knowing that they actually know what it is they're doing."

They're giving you something really good here. They want somebody they can trust to manage their money. They're telling you they are looking for an adviser, so we've uncovered that.

Then you keep asking them, "What else? What else is stopping you from this?"

They go, "Well, my commitment to putting money away and saving money, I just feel like because I'm using it to fuel the things that I want right now, I don't feel like I can part with putting money away and saving it. I just haven't committed to a plan of doing it."

Now, we've got an element of fear to put money away. (I know all these because I used to be a financial adviser, asking these questions all the time.)

"What else is stopping you?"

"My fear that I could go make more money. I've got a little bit of fear around that. I've never made a whole lot of money."



Now, you've got another fear of somebody not making a lot of money and feeling like they can't generate something.

We're getting tangible things ("I need an adviser") but we're also getting into intangible things (fear, limiting belief system).

My strategy now will address each of these things – for example, I would be helping them create a plan they can commit to and also helping them believe in the fact that they can go generate more money.

Question #6: "What would it mean to you to solve this challenge?"

This is a big question, because now we're getting personal.

Let's say somebody says: "Well, I've been suffering with this money belief my whole life. To actually commit to something, and stick to it, and have somebody holding my hand to do it and feel like I have support and a partnership, it would mean everything for me to have this solved."

I'd respond: "When you say everything, what do you mean?"
I will ask probing questions to encourage the client to get specific.

"Well, I think so much of life has to do with money. Funding dreams has to do with money. Feeling secure has to do with money. Taking care of family has to do with money. It's a big part of today."

Now I'm getting to deeper layers of what their most important goal really means to them – family is something important.

I'll probe a little bit more: "Tell me a little bit about what it would mean to you to do this for your family?"

I'll listen carefully to the answer because when it comes to the enrollment conversation and I talk about them stepping in to make a decision about the future, I'm going to use what they tell me about their family.

"Well, I just want to be a role model for my kids."



"Do you feel like you're being a role model financially for them in all areas of your life right now?"

"Not fully."

"Great. This would really mean you're stepping up and being a good example. What does it mean to you be a good example?"

"It would mean the world to me to know that I'm living my truth, and I'm standing by what I truly believe and what I want to believe in my life, of doing this for my kids."

"That's great. I'm really excited for you. I want to help you do that."

Notice how my responses all validate what they want. My job here is to help them get what they want.

Question #7: "On a scale of one to 10, how committed are you to solving this challenge?"

I want to see where somebody's level of commitment is.

"1 means you're not committed at all. It's really not important to you, which I don't think you'd be here if you're at a one. 10 means you're fully committed. You're ready to step in and go do this thing. How committed are you to solving this challenge?"

I haven't asked: "How committed are you to joining my program?" That's not relevant right now. I just need to know are they committed to solving the challenge.

Most of the time, somebody will say: "I'm a nine."

Question #8: "What's stopping you from being at a 10?"

I've done this enough to know when somebody says, "I'm a nine," they're really a six or a seven. It's like pulling teeth to get them to step them into their vision or their dreams.



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I don't want to get into a conversation and start talking about: "How I can serve you in doing this if you're not committed to your own vision, your dreams?"

I want to know: "What's stopping you from getting to a 10? I want to hear that."

They'll tell me something like: "What's stopping me is that I've never done this before and I don't know how."

Then I can handle it. I'll respond:

"Assuming you know how - because I'm going to share with you how - assuming you knew how to do it, would you be at a 10?"

They go, "Yeah. I think I'd be at a 10 then." Then I probe further.

Question #9: "What it's going to take to get you to a 10?"

If somebody says "I'm at a 10." Great. We put it to bed.

When somebody agrees they *could* get to a 10, there's always something underlying that. This is so important that I don't want to let a client slide on this.

I probe further: "What will it take to get you to a 10?"

"Well, I need a little bit more of time."

"Well, now is a great time to make that decision, don't you think?"

Notice what I've done here. I've got questions 7, 8, 9 which are all about getting them to level 10 commitment. I'm working towards getting them to commit at a level 10.

Question #10: "What is it costing you not to take action on your vision and dreams?"



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What I'm trying to establish with this question is the COI, the Cost of Inaction.

My friend Alex Mandossian says: "The COI is greater than the ROI. You can sell ROI all day long. Which if you sell ROI, it comes back to bite you because you don't know what people are going to get. You should ask about the cost of inaction - what is it costing you not to do it?"

People start to open up when you ask this question. They go, "It's cost me my fulfillment in doing this." I say, "Yeah." I say, "What else did it cost you?"

They say, "Well, sometimes I can't sleep at night because I know that I should be out here living my vision, and I'm not fully living my vision." "What else did it cost you?" "

Well, I think it's cost me an opportunity to go out and help people." "What else did it cost you?" "I think it's cost me being a role model for my family."

I keep asking "What else?", and going deeper into what it's costing them.

Here's how I might establish a health or monetary COI:

"A lot of times when I do this with people, one of the realizations is that it's cost them sometimes their health where they're in a deep amount of stress because they're not expressing themselves fully in their life. People find that it's even costing them money. That's a huge thing, too, when it costs somebody money, because if you're starting this business and maybe you have a goal to make \$10,000 a month and right now, you're at a place where you're making \$0 doing this, it's costing you the opportunity to make \$10,000 a month doing something that you love. You might be doing something now that you're not really passionate about. You're making \$5-\$6,000 a month doing this. You could be making \$4,000 more a month doing something you love. So the gap is, #1, you know you're not getting paid what you're worth. #2, there's a \$4,000 per month gap because you know you can be making \$4,000 more a month. That's \$48,000 a year. #3, you're not even getting paid right now to do the thing that you love. Clearly, the



cost is pretty high for you."

Question #11: "What are you going to do about it?"

Now, I'm putting in their space for them to originate their next action step.

This is an opportunity for them to tell me, "I'm going to take action on this. I'm going to do this. I'm going to go after my dreams. I'm going to follow my most important goal."

Anything less than "I'm going to take action" or "I'm going to make this happen", anything less, I have to dig underneath it for those conflicting or limiting beliefs and deal with those.

I handle all objections before I even get to question #12 and talk about my program. If somebody says, "I'm going to take action and do this," I go, "Great."

Defusing Objections Using a Story:

If I ask someone: "What are you going to do about it?" and they go, "I don't know." I'll say: "Let's revisit this. Are you at a 10 right now or are you not?" "I'm still not at a 10."

"What's stopping you from being at a 10? Let's recap this for a moment. Number one, you told me your most important goal is to have enough money to fund your dreams and be a role model to your kids. Is that still true?"

"Yes."

"Is that important enough for you to be at a 10?"

"Yes."

"What's stopping you from saying, 'Yes, I'm a 10 right now,' when clearly you said this is the most important thing to you?"



"I don't know what it is. It's just keeps coming up for me, the feeling that I'm not at a 10." "What is that feeling? What's going on?" (Notice how I'm probing

"It's just this feeling of just self-doubt, this feeling of not feeling like I can do it."

This is when I would use a story to overcome the objection:

"I get it. It's totally normal. I know when I started out on this journey myself, I had that moment of indecision. I know when I still go to make investments in myself. I can think of an investment that I was making in myself about three months ago, and I was sitting there with the person. It was a sizable investment. It was over \$40,000 and I was going to write the check and pay in full for it. I knew I wanted to do this thing but there's an element in me that didn't want to part with the money. I had the money and I had the resources. Not only I had the cash, I had credit that I could put on if I need to do that, too. Also, I had savings that I could tap in also. I had three sources of money to be able to this, but I still was in the space of can I really do this and what's the outcome going to be for me? Can I make the time for this? This was my rationalization, justification.

"That person stood with me. They brought me back to it. They said, "What do you really want out of this?" I told them what I want. I told them, "I wanted to learn to get results through my team. I wanted to learn to get results through other people. I wanted to grow a bigger team and leverage and get my message out bigger in the world."

"They said, "That's exactly what this is designed to do. If that's your number one priority, then what's stopping you from doing this?" I go, "You're right. What is stopping me?" I wrote the check.

"I get what you're going through right now when there is a logical dream that you have that means something to you, that means something to you for your dreams, to fund your dreams. It means something to you to be a role model to your kids. Now it's time to make a decision, to get into action. It's normal to be feeling something like this. I'm not saying everybody feels it, but I know many people have felt this. Maybe one day we're going to get to a place where we don't have a world full of doubt, and fear, and shame,



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and not feeling good enough. Most people I run into have some element of that.

I'm here with you right now to get you to a place to step in, and own this, and to be a 10, and to not let the feeling of I'm not good enough or I don't know if I can do this get in the way of your commitment to your number one goal of being at a 10. Those are two different things.

Is your commitment at a 10 to the goal? Yes. Your feeling and your element of I don't feel I'm fully at a 10, that can just be uncertainty and doubt. That's normal. I think the way to solve a feeling of not being able to do something is just getting into action and doing it. I can know and learn something but until I go do it, I'm not really educated in it. Until I go do it, I haven't proven to myself that it's possible. I may know in my head and look at it and go, "Yeah, I should go do this goal." Until I go do it, I'm not going to have that total sense of certainty. That's how the way it is for most people. Don't worry about it. It's normal. So are you at a 10 in your commitment? That's all I need to know right now."

"I am." "Awesome."

You notice I just told a story that defused the time objection and also the money objection, because I got back to what was most important. What's most important will always trump time and money.

Defusing a Time Objection:

If somebody says: "Well, I don't know. I just can't find the time for it."

I respond: "Well, if this is your most important goal, where are you spending the rest of your time? It would be just logical that if this is most important, it should deserve some of your time. Won't you agree?"

They go, "Yeah."

I say: "Need I ask what goal number two is and how you're allocating your time to that because you should be allocating to the thing that's most important to you. Would you agree to that?"



They go, "Yeah."

"Is time really a factor?" "No."

"Hey, here's the thing. You've been successful already. You have a certain element of thrust in the world. You have a power in the world and you're an able person otherwise you wouldn't be here right now. You have dreams of improving your life. In knowing that, should there really be an objection around time, or are you the type of person that can make things happen and find time?"

All I'm doing is reinforcing their goal, telling them to allocate their time or even find time and make this thing happen because it's their most important thing.

I'm trumping their time and money objection with their own most important goal.

You see the power of this, of getting somebody in, question number 11, to fully commit that they're ready to take action? If they have things that come up around time or money, it's just something that they're bringing up that is a smokescreen that really isn't relevant.

How would I know this? Earlier on in the enrollment conversation, I found out about their financial situation.

Now, when time and money come up, is it really an issue? No, it's not.

I know money is real for people, but I know where they are financially and even if they can't do my one-on-one consulting program in this enrollment conversation, I could pivot and then offer up a lower tier program for them and still enroll them.

Question number 11 is really an opportunity to flush out their objections and get them to originate what they are going to do about it. They're originating their answer and it's total free will on their part to make a decision about taking action.



By ensuring total commitment before you even talk about your program, this is how you take your ratio of 1-2 out of 10 people saying yes, to 10 out of 10 people saying to their vision.

Doesn't mean everybody writes a check? Does it mean everybody moves forward? No, it doesn't. There are other things that come up that I will teach you how to handle, so somebody is not getting off the phone too early, or they're not giving you "I have to think about it".

Every time a person says no, your ability to help people achieve their dreams in the world has gone down. You are lowering the number of dreams that are taking place in the world as a result of not getting good at this enrollment conversion. That's how important this is.

Question #12: "Would you like to hear a little bit about my programs and how I can help you take action on your vision and dreams?"

This is the final question before you transition into the enrollment part of the conversation.

Action Steps:

If you are brand new, your job right now is to get into action and drill it with three people this week.

If you're a veteran, get into action and start asking the questions.

If you're brand new: you're going to want to rehearse this. I suggest you get with a friend, maybe an accountability buddy from the Facebook group, and role play these 12 questions.

Part of doing this is drilling these questions and getting comfortable at asking them, but there's a system to it and also an art.



The art evolves when you're totally comfortable asking each question, and you use probing questions to get as much information as possible. Remember this is a conversation – don't methodologically ask the questions and forget about the person in front of you.

Too many times people use this 12 Question Framework and they just ask the questions like a robot, and they're not connected to the person. The style of how you ask these questions is super important and it's really valuable for you to practice it.

I suggest you drill it at least three to four times in the next week and get comfortable with drilling the questions.

If you're a veteran, you might be jumping in and going, "Ted, I know my programs and this is really good stuff. I'm going to go out and just apply it."

I highly recommend you get into action and just start doing it and make this thing happen.

12 Question Framework Cheat Sheet

Remember this is a conversation – follow the flow and ask probing questions as you go. Before you begin, remind your client of the structure of the conversation.

Question #1: What inspired you to show up and have this conversation with me?

Question #2: If you could create anything for your future in the next year, what is it that you'd like to create for yourself personally, professionally and financially?



Question #3: Let's get specific on what would you like to see. What's most important for you to accomplish in the next year:

- > Personally?
- > Professionally?
- > Financially? (Tell me about your financial goals. Where are you currently financially? Have you invested in yourself before? What's your income? What would you like your income to be in the next year?)
What's the most important goal out of your personal, professional and financial goals that you just shared with me?

Question #4: Tell me why that's the most important?

Question #5: What is stopping you from having this number one goal?

Question #6: What would it mean to you to solve this challenge?

Question #7: On a scale of one to 10, how committed are you to solving this challenge?

Question #8: What's stopping you from being at a 10?

Question #9: What it's going to take to get you to a 10?

Question #10: What is it costing you not to take action on your vision and dreams?

Question #11: What are you going to do about it?

Question #12: Would you like to hear a little bit about my programs and how I can help you take action on your vision and dreams?





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Overcoming Objections

What are the most common objections you get from potential clients?

How will you overcome these objections using the strategies learned in this module?



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12 Question Framework Worksheet

Use this worksheet to ask the 12 questions and make notes on the insights you get from your client that you would use to overcome objections and get them committed at a level 10.

Before you begin, it's important to reinforce or state why you're there.

Make notes on how you will do this:

Question #1: What inspired you to show up and have this conversation with me?

Question #2: If you could create anything for your future in the next year, what is it that you'd like to create for yourself personally?



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Professionally?

Financially?

Tell me about your financial goals. Where are you currently financially?
Have you invested in yourself before? What's your income? What would
you like your income to be in the next year?



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What's the most important goal out of your personal, professional and financial goals that you just shared with me?

Question #4: Tell me why that's the most important?



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Question #5: What is stopping you from having this number one goal?

Question #6: What would it mean to you to solve this challenge?

Question #7: On a scale of one to 10, how committed are you to solving this challenge?



Question #8: What's stopping you from being at a 10?

Question #9: What it's going to take to get you to a 10?

Question #10: What is it costing you not to take action on your vision and dreams?



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Question #11: What are you going to do about it?

Question #12: Would you like to hear a little bit about my programs and how I can help you take action on your vision and dreams?

What have you learned from this conversation? What was difficult? What was easy? What will you do differently next time?



By now, I have shared with you my 7-step formula for getting high paying clients every single day. I hope that this book served you and I know that your clients are waiting for you to get your message to millions with the steps I shared in this book, and your high paying clients are waiting to sign up for your programs and services.

Do not hesitate or procrastinate on this million-dollar opportunity and million person impact you can make in the world.

No more doubting, no more judgement of why it can't be you.

You have a story, message, and gift inside of you and it's time to unleash it in the world and get paid what you are worth once and for all with the High Paying Clients you deserve.

The world is ready for your greatness, are you?

I believe in you and I believe in your greatness. The time is upon us, and your time is now.

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