



High-end checklist

*How to make high-end clients
a reality in your business*

High-end checklist

Welcome to my business checklist, “How to make high-end clients a reality in your business.”

Thank you for allowing me to support you on your exciting journey to gaining high-end clients. Limitless opportunities are waiting for you.

This checklist is for any woman who is running a client-based business: coaches, mentors, holistic practitioners, yoga teachers, and more. You may be one year in already and have a strategy in place.

The topics covered by the checklist require some previous knowledge of common marketing techniques and strategies. For new business owners, it may seem highly advanced. It’s specifically for you if you desire to sell a high-end group program or a high-end

one-on-one coaching package and have some familiarity with online marketing concepts.

Perhaps you have already created a fantastic product, packed abundantly with your juicy knowledge, methods, gifts, and talents that makes it unique, but you haven't figured out yet why you only sold a few tickets, or even none at all.

Go through this checklist and discover what you may be missing.

But first, I want to say that, whatever your dream is, I will give you a little intro to help you expand your financial capacity and to let you know a little bit about my own high-end business so that you can maybe relate.

My name is Liselotte Ellegaard, and I'm an international success coach and mindfulness expert. I'm the founder of my one-year certification program, The Mindfulness Master Coach Entrepreneur.

I sell this high-end program again and again to professional, high-achieving, and sensitive women who are sick and tired of their corporate job or their job in non-profit. They long for meaning, joy, and freedom on every level in their life, including financially.

There is one thing that these women have in common:

They have great competences, gifts, and talents, but they don't know how to create a high income as entrepreneurs — at least as high as in the job they come from. Also, they need to bridge their current knowledge and competences to the art of coaching and the

science of mindfulness, so that they have transformational tools to help their clients. Their goal is to replace the income they already have, and that's actually a good beginning and a solid plan.

If this sounds like you and this is your plan too, know this: So much more is possible. Maybe you want to double or triple your existing income. Or quadruple it. Or even quintuple it. Whatever your dream is, go for it! No matter where you are right now, that is where you grow from.

Keep in mind, though, if you don't have any marketing skills just yet, that's the best place to start your learning process before you move on to this checklist. That's perfectly okay.

When I first started my business, I didn't know anything about online marketing. To become an expert at anything, you have to study it.

This also holds true with money mindset.

My own money capacity was very small when I finally chose to give my business all I had in 2014.

To expand my mindset, I had to look into my old beliefs and change my old money story. My first dream goal was to hit six figures annually, but my subconscious money beliefs didn't fit that dream.

Then something funny happened. I was deeply passionate about changing my money mindset and letting go of the societal mentality

of working harder and harder. Also, I faced the old paradigm where you trade hours for money.

After some intense personal development in these areas, I finally managed to expand my money mindset, to the extent that when I reached my first six-figure year, I realized that my money mindset was still expanding. Beyond my team's capacity. Beyond my own business experience.

Yes, you are right. A new journey started. Now I had to improve my systems, strategies, and structures, plus hire new team members so that I could delegate all the tasks that were necessary in order to take action on my expanding money mindset. I'm still on that journey, and it's absolutely exciting.

The funny thing is that there are many different business success strategies out there that are working very well. I've found that it's really about keeping your focus on a strategy and style that feels right to you and then taking action on that. And always be very thorough when implementing the strategy. Never skip a step just because it doesn't give you success overnight.

If you are following someone who has achieved success with a specific strategy, for instance, using Facebook groups, and it fits your personality being very active on Facebook, then it really does work ... but only if you follow a strategy.

The same with cold leads that are converted into clients through phone calls. If that fits you and you've really got that gift, use it and follow that strategy.

If you are more into sales funnels where you create a lead magnet (same as a freebee or free gift), then that really does work too.

And if you love having more strategies at play, by all means, do so.

Here's a final example: Some strategies are based on selling a low-end product. The reasoning is that, if you are new in the market, it makes it much easier for people to invest in you if it's a low-end product. That strategy works too.

To be honest, I started my own business creating high-end products. In the beginning I didn't have a desire or strategy to offer a low-end product. Not until four years into my business did I create a low-end product, and that was a very good strategy, because a certain percentage of the customers go on to buy my high-end products.

The whole point of sharing all this is to ask you a key question: What feels right to you? Stick to this passion and plan until it works. Express yourself the way you love the most and you will become much more authentic. Doing this is also the way your products will become very attractive.

Now let's dive into the checklist.

My checklist for you is based on two things:

- 1) The things you need in place to sell high-end products. No matter what strategy you follow, there are certain things that are always mandatory.
- 2) A business model that is based on a sales funnel with a free gift in the beginning of the funnel and a clear goal of what you desire to sell in the end of the funnel.

How to use the checklist:

This checklist can help you to find out why your high-end product is not selling, or to discover what you need to have in place in order for the sales to roll in.

The specific questions below are typical areas where I have seen experienced business owners miss something (or overlook a detail, or simply neglect to implement) because they didn't get any feedback on their work. We all need feedback.

This is your chance to see if there are any blind spots in your funnel.

The things you need in place no matter what

Clarity on your target market:

Your target market must be crystal clear. Who do you help?

What are their demographics? What is the specific problem you help your target market to solve?

Write it in the box below:

Your high-end product:

What type of product have you created (or do you want to create) to solve this specific problem? Is it a group program that uses a mixture of online workbooks, webinars, and a retreat, or is it a one-on-one program with real-life sessions or online sessions?

What do you offer your client in between the sessions—audio, video, workbook, templates, checklist, manuals, etc.? This is all about the content in your product and how it is delivered.

Write it in the box below:

The name of your product:

What is the catchy title and subtitle of this product? Remember to include the pain and solution in the title.

Example from my own product:

From burnout and bored at work to brilliance in business in 6 months. For the high-achieving, sensitive, and professional woman.

What is your title? Does it need to be clearer? Create at least 20 different versions and get feedback on it from your target market. Write it in the box below:

Basically, then you have nailed these first three questions around your target market and the solution you have created to sell them. The rest is marketing. Yes, if you can help to solve a specific problem for a specific audience, people want to pay you. Own your expertise!

Visibility:

How do you feel about being visible? If there is any hesitation at all, allow yourself the support to work through it.

Write in the box below how you feel about being visible. Who do you reach out for to help you overcome any fears and blockages around visibility?

Your money goal:

What is your money goal in your business the next year?

If there are any restrictions or bad feelings at all, you must look at that and find a way to transform your money mindset so that you can reach your goal.

Write your money goal in the box below. Also jot down who you will reach out to if you feel any blocks or fears around your own money goal.

Write it in the box below:

What's the price of your high-end product?

Write it in the box below:

What is the payment plan for your high-end clients?

More people tend to buy if they don't have to pay everything upfront.

Write it in the box below:

How many seats or tickets do you desire to sell?

In order to reach the number of people you want in your group program? Or the number of people you want one-on-one? Or to reach your money goal?

Write it in the box below:

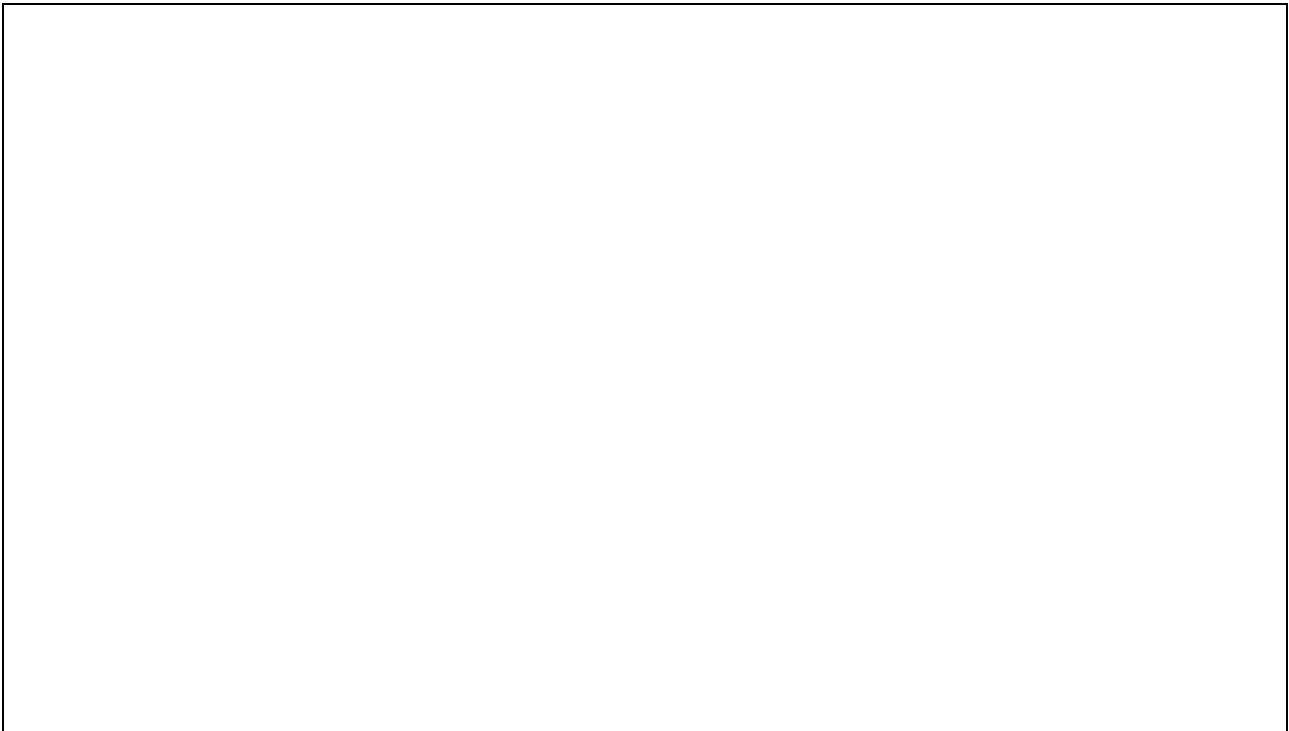
What's your story?

Storytelling is a very powerful marketing tool. Even more so when you sell high-end products. Storytelling speaks to the feelings of your audience and people buy from feelings — not from their rational mind.

When you share a story around your service, you also stand out in the market.

What is it that you have experienced and overcome that your audience now needs to overcome? Craft a story around that. If you don't have a story similar to that of your client, then craft a story around how you helped a client overcome a similar problem to your audience's problem.

What story do you want to share? Write it in the box below:

A large, empty rectangular box with a thin black border, intended for the user to write their story.

Professional photos and branding:

Choose high-quality pictures and have some photos of you taken. Choose colors in your branding that speak to your audience in a way that makes them feel the way you want them to feel when they meet your brand.

What do you want to make your audience feel when they meet your brand? Are you happy with your brand now? Or do you need to level up?

If you need to level up, who is then the photographer and when do you plan to get the pictures taken?

Write it in the box below:

The things you need in place for a marketing funnel:

Now you can check if there is anything in your existing funnel that needs refinement or to be set up. Or you can check out the questions and use them as a guidance to map out the details in the funnel you are going to build soon.

Lead magnet:

What is your lead magnet/your freebee (checklist, webinar, video series, e-book)?

Write it in the box below:

Lead magnet and product alignment:

In what way is the content of your lead magnet in alignment with the product you want to sell?

For example: If you help people to sleep better and your high-end product is based on solving that problem, then you might have a checklist as a lead magnet: 7 things you can easily change today to sleep better tonight.

In order to make sure that your lead magnet and product are in alignment, you need to know what specific problem your product solves (which you already answered in an earlier section) and what smaller part of that bigger problem your lead magnet solves.

The lead magnet must solve a problem, and it must be clear to your audience what that problem is and that you can help them.

Write the name of your lead magnet in the box below and describe what smaller part of the bigger problem your lead magnet solves:

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Landing page:

This is the online page where people sign up for your lead magnet.

The point of this section is for you to check if your landing page (or the draft for your landing page) and the lead magnet has the same compelling and catchy title and subtitle. It's important to be congruent.

On the landing page you also need to add bullet points: What are the one to three things people will get from the lead magnet? What results do you promise your audience?

Write it in the box below:

Is the landing page up and running but it doesn't convert?:

If it doesn't work, examine the title and subtitle and the promises in your bullets, if you have put up bullets.

Take a look to see if the system you are using is working. Also, split test your landing page to see which version converts better.

Signup box, clear call-to-action, and button on landing page:

Place a signup box and button above the fold so that people don't have to scroll to see it. Capture your prospect's email and name. What does your call-to-action say? Is it clear? And what is the text on your signup button?

Write it in the box below:

Professional photo or a video of you?:

You decide, but make sure that it looks professional. Here's a tip: If you feel awkward on video, use a photo. Train for your video appearance before filming it for use on a landing page. Place your photo or video above the fold so that people don't have to scroll to see it.

Write in the box below what you want to say if you use a video. Make sure you express a clear call-to-action:

The email delivery of your lead magnet:

What is the catchy title of the first email after your audience signs up for your lead magnet?

Make sure your messaging and branding is congruent and that you promise exactly the same thing as you do on your landing page.

Write it in the box below:

Sales page:

Check that you have everything done on your sales page.


1) **Professional pictures** of you with the right vibe.

2) **Future-pace:**

Future- pace your clients by starting with something like "Imagine yourself..." and then write that story so that they FEEL it. This copy is about what they are able to do in the future after your help that they were not able to do before. It's all about the life they can live when they have purchased your product.

The future-pace copy can be placed just below the header picture on top of your sales page as the first thing your prospects read on your page.

Write the future-pace copy in the box below:

A large, empty rectangular box with a thin black border, intended for the user to write their future-pace copy. It occupies the central portion of the page below the instruction text.

3) **The pain points of your ideal clients:**

Begin your copy with something like: "Is this you?"

Find 5 pain points that make your ideal clients feel like, "Yes, this is me."

Write the pain points in the box below:

4) **The benefits of the product:**

What are the results your clients get? Be very specific. People do not buy if this is not clear to them.

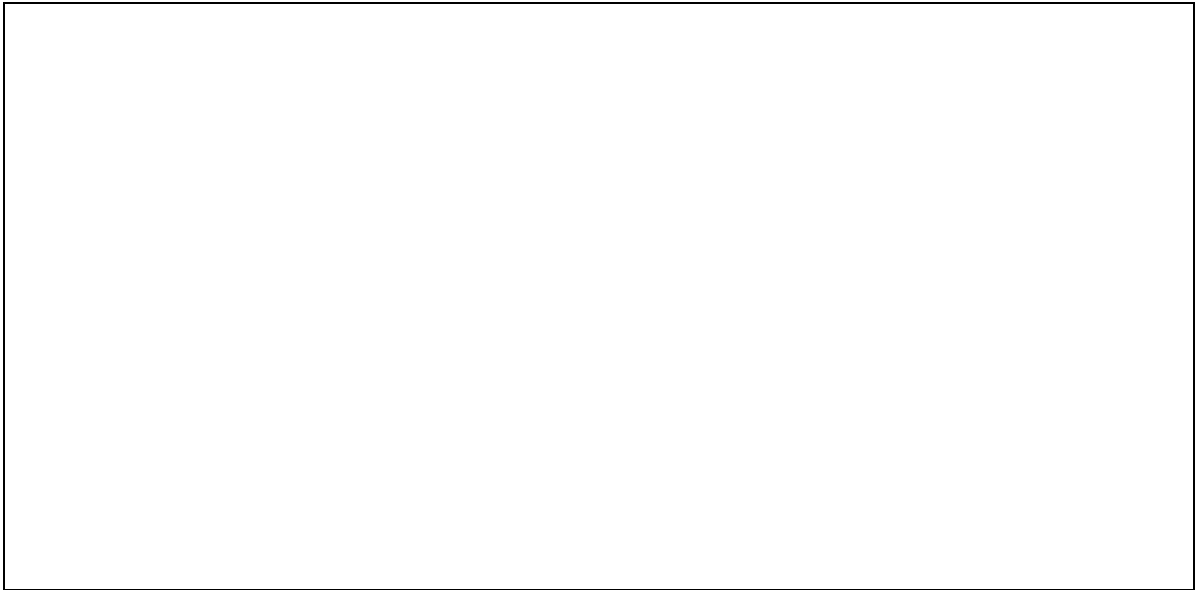
Write it in the box below:

5) **The features:**

What is it that your clients get? How is your product delivered?
Audios, workbooks, sessions, retreat, webinars, videos?

Let your prospects know.

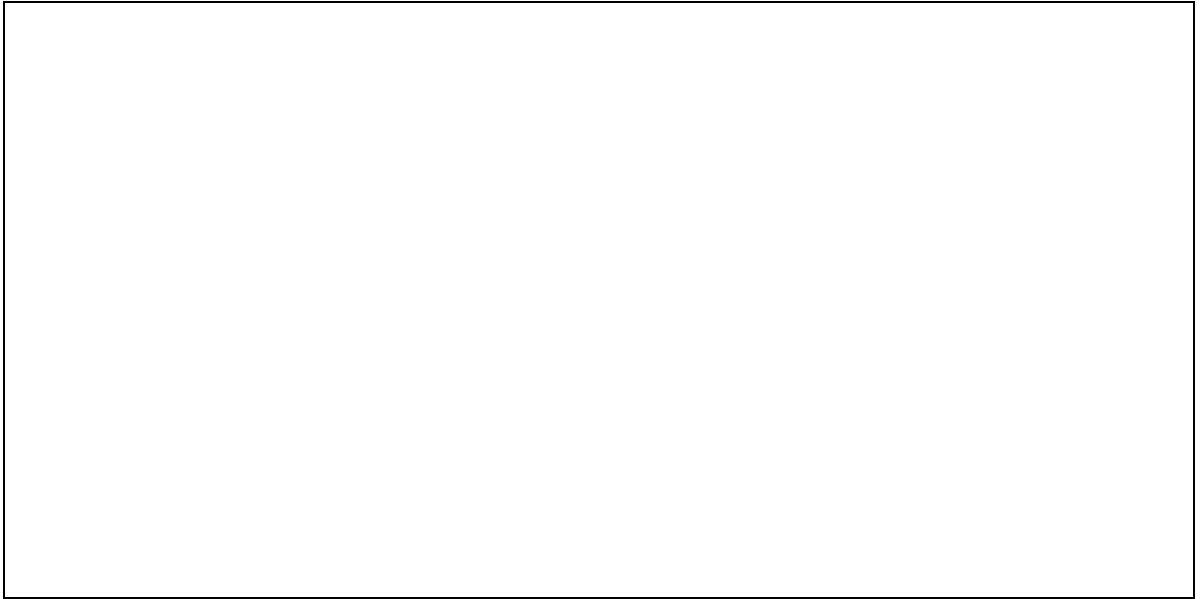
Write it in the box below:

A large, empty rectangular box with a thin black border, intended for the user to write their response to the prompts above.

6) **Your story:**

What have you experienced and overcome that your target clients now want to achieve too? Tell it through the copy on your sales page.

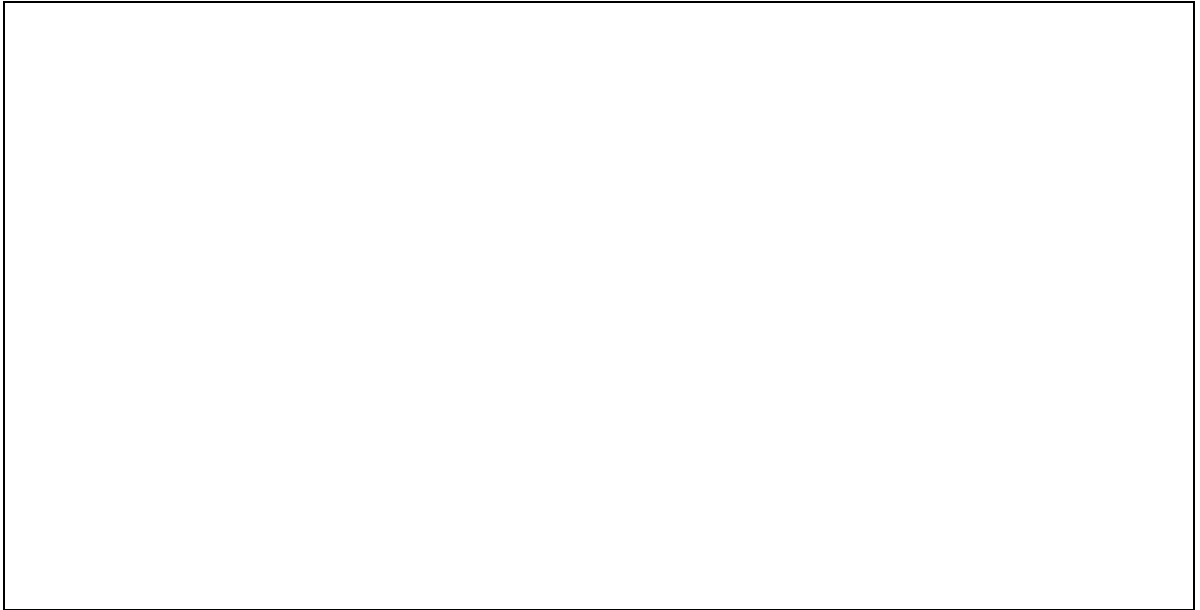
Write it in the box below:

A large, empty rectangular box with a thin black border, intended for the user to write their story.

7)Your credibility:

What is your background, your experience, your education, etc.?

Write it in the box below:

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question about their credibility.

8)Testimonials:

Who have you already helped to overcome a similar problem that you now wish to help your clients solve with your high-end product?

Include at least three testimonials, with pictures and names. You sell more easily — and more — when you have several testimonials.

Write in the box below:

9)Booking system to a free discovery session or strategy session:

Allow 30 to 60 minutes per session. People who have answered your questions in your booking systems are often warm leads. This gives you a hint that it is worth spending time on discovery sessions with the people who booked.

If people book a session and answer your questions in the booking system, it is usually much easier to sell your high-end product on a discovery call.

Payment plan:

Remember to offer a payment plan. Also, be trained to ask the right questions so that, no matter what, the session will bring value to your client. This will encourage a number of them to come back later.

Call-to-action and signup box on your sales page:

Be explicit about what will happen when they click on the signup button. Something like: When you click the button, you are taken to a secure page where you can pay using (Stripe, PayPal, etc.)

What's your version? Write in the box below:

Create ad that works:

What are the catchy headlines and pictures, and calls-to-action on your ads? (Facebook or Instagram ads still work well.)

Keep in mind:

The picture needs to stop your target market from scrolling.

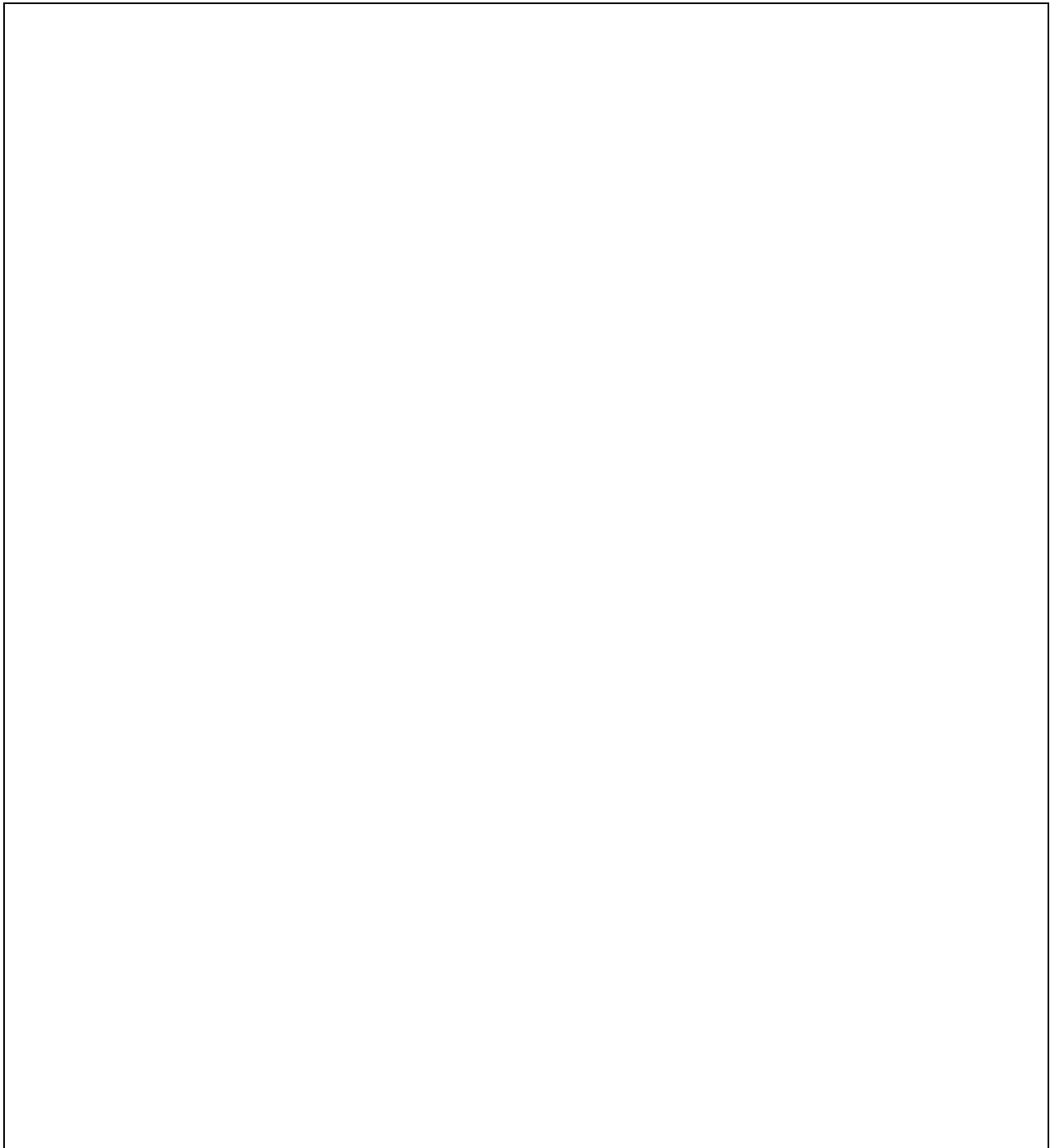
Your headline needs to make them want to read.

The rest of your copy needs to hook your target market all the way down to your call-to-action or be so compelling that they just click and sign up for your lead magnet:

Include the following in your ad: Catchy headline, pain points, storytelling, solution, and call-to-action.

What is your ad copy?

Write it in the box on the next page:



Enjoy the journey

High-end clients are waiting for your expertise, so it does pay off to improve, refine, test, and look into the details. It just does!

Never stop digging, because eventually you'll hit the gold. When we fully accept that there often is a necessity to transform our mindset and go into the nitty-gritty of the practical stuff, it opens the door for loads of money to come in.

The good news is: The more you balance yourself between self-care and taking inspired action plus keeping momentum, the faster your business grows, as does the number of high-end clients.

And remember: You do not have to do everything yourself. On the contrary, the bigger the dream, the better the team.

And the more you free up your time, the more you thrive on every level.