

THE HIGH-END ADVANTAGE™

5 Steps to Doubling Your Income and Impact by
Attracting High-End Clients

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Hi... I'm **Vanessa Shaw**

Our zone of genius is helping ambitious entrepreneurs and business leaders earn more income, make a bigger impact, and enjoy greater freedom.

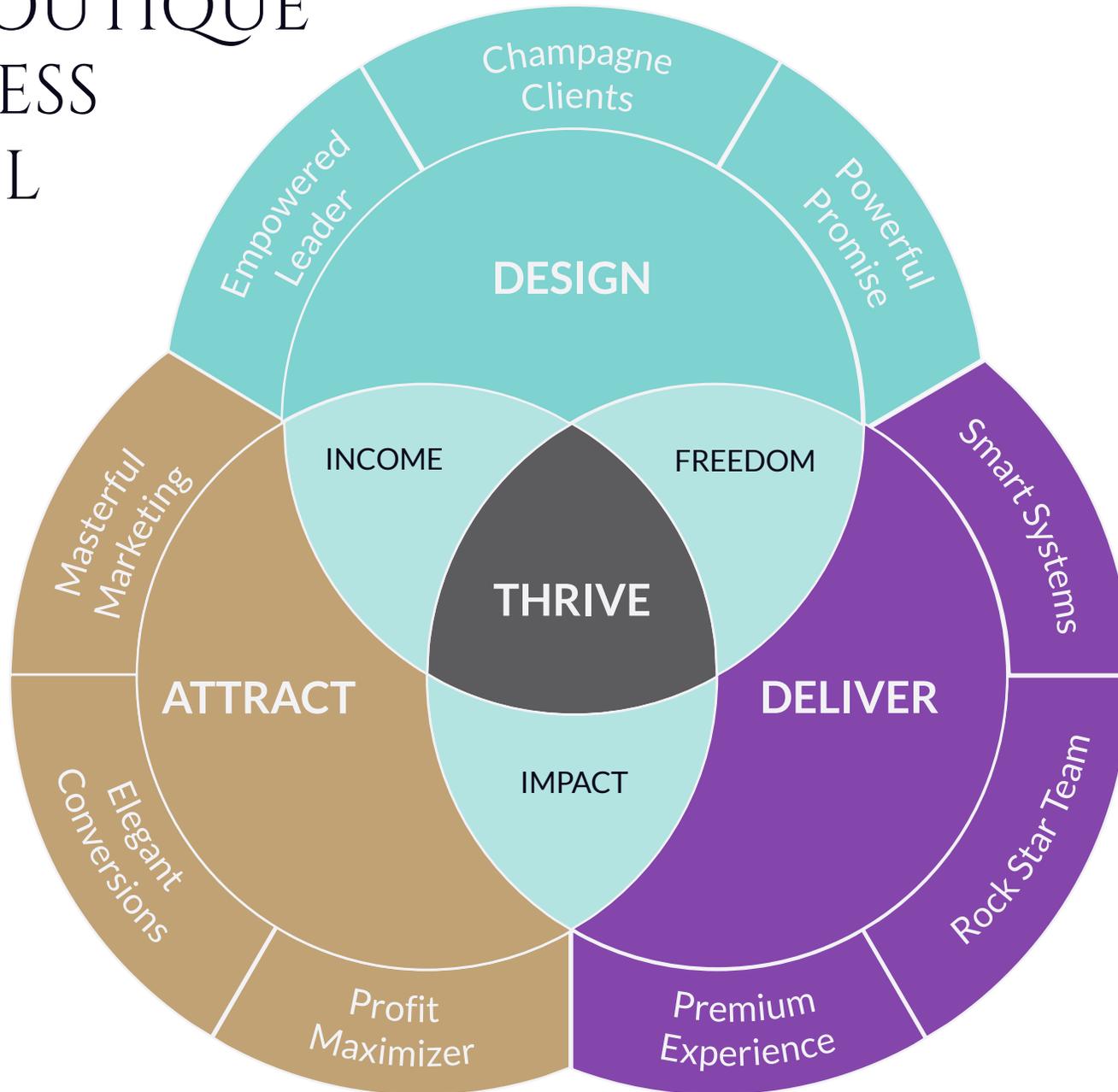
If you have big bold goals of running a **6- or 7-figure business** and you are ready to get out of your own way then you have come to the right place. Our **Boutique Business School** will help you build a thriving profitable business and a life you love.

The High-End Advantage is one part of what we teach in our our **Boutique Business Model** and it will help you work a lot smarter by shifting your business focus to higher-value “**Champagne**” clients. The 5 quick steps in this Blueprint will get you started.

To learn more about our **Boutique Business School** for entrepreneurs and business leaders seeking high quality, integrity and honesty in business coaching and mentoring, see [here](#).

Vanessa

THE BOUTIQUE BUSINESS MODEL





WHY DO YOU NEED THE HIGH-END ADVANTAGE?

I learned the hard way that if you don't have **The High-End Advantage** in your business, you'll be wasting your time chasing non-ideal clients and tire-kickers who question your fees and undermine both your value and expertise.

If you start with these 5 simple steps, you'll be working more often with ideal clients, doing your very best work, and getting highly paid and valued for it.

More importantly, you'll be attracting a higher caliber of client, making a bigger impact and enjoying the freedom and lifestyle that a leveraged Boutique Business Model can provide.

✓ *The High-End Advantage*

1. Success is 80% Mindset & 20% Strategy
2. Focus on Champagne Clients
3. Fly First Class Before Coach
4. Time is Not Money
5. Manage the Red Rope

Let's get started! →



1. SUCCESS IS 80% MINDSET & 20% STRATEGY

 *Who do you need to become?*

I've learned that the biggest influencer on success in any business is your "inner game". It's not about having the best strategy or plan - *the real game changer is your mindset and "who you need to become"*. Your mindset is critical to success if you want to succeed in business and particularly if you want to work with High-End clients.

I've witnessed too many times my clients undervaluing both themselves and the services they provide. This gets directly reflected in how they market their services and, more importantly, in the confidence they bring to sales conversations and delivery. High-End clients are very savvy and *typically sense any disconnect* between a high-end offering and how you "show up" in any conversation.

Learning how to truly value yourself, your expertise, and services, as well as "showing up" accordingly is a necessary first step to working with High-End clients.

On to Step 2! →

2. FOCUS ON CHAMPAGNE CLIENTS



Who are “Champagne” Clients?

Clients are the life force of any business and many business owners mistakenly think they need to work with anyone and everyone to grow their business.

But not all clients are created equal. Some demand more time and energy from you, question your fees, and second-guess your expertise. They're typically a drag on you and your business. We call them “Vinegar” clients because they typically leave a bad taste in your mouth!

Others are a pleasure to work with and value the services you provide. We call them “Champagne” clients and that's where you should focus your efforts.



Quick Tips for Identifying Champagne Clients

- They have a long-term vs. quick-fix mindset
- They willingly pay your fees, on time
- They do the work required and get great results
- They value you and your expertise
- You respect them and the work they do
- They refer you to other Champagne clients

What are the characteristics of an ideal Champagne Client that you would love to work with?

3. FLY FIRST CLASS BEFORE COACH



Offer the First Class Solution

Conventional business practice is to start with an entry level or low-end product or service to attract a large base of clients and then move up to higher-priced offerings. The problem with this approach is slow cash-flow and the overhead of dealing with many low price-point clients.

That's not the High-End Advantage way to build your business.

Someone who wants to fly first class does not start by buying a coach ticket. Champagne clients are looking for first class solutions and are willing to make the investment to get them.

Apply the Pareto Principle

The *Pareto Principle*, also known as the “80/20 rule” by economists, says that 20% of your clients typically provide 80% of your revenue. By focusing on Champagne clients and high-end offers, you put your focus on the clients who can provide the most revenue for the least effort. Here are a couple of tips on making high-end offers:

- Never pre-judge yourself that a potential client can't afford your high-end offer.
- Low pricing can actually repel potential Champagne clients who will often perceive a low investment as also providing low value.

On to Step 4! →



4. TIME IS NOT MONEY



Deliver Value, Not Time

High-End clients aren't focused on the amount of time you spend with them – they care more about the value you deliver. That value is based on the impact of your services on the client's life or business and the end-result transformation they receive.

Your real value is found in the accumulation of the skills, knowledge, expertise and creativity that you bring to the table. However, it's also human nature to undervalue what you're good at...

“The biggest mistake that many entrepreneurs make is undervaluing their expertise and undercharging for their services” – Vanessa Shaw



The Pitfalls of Time-Based Pricing

- Your value proposition becomes reduced to quantity rather than quality
- Your income is limited to the number of hours in the day
- Both you and the client are constantly watching the clock
- Your services aren't differentiated from other similar providers and become directly comparable
- You attract clients who are primarily shopping on price rather than value

On to Step 5! ➔

5. MANAGE THE RED ROPE



The High-End Enrollment System

You need to have a High-End enrollment system that controls access to the other side of the red rope. It has to make it clear that your services are not for everyone and weeds out the tire-kickers and non-ideal clients.

✓ THE CONVERSION EVENT

- Provide high value content and establish credibility
- It should differentiate you as a High-End provider

✓ THE RED ROPE FILTER

- Build desire for your services
- Prospects have to demonstrate they qualify to get behind the red rope

✓ THE QUICK AUDITION

- Establish that you are the one leading the enrollment process
- Quickly filter out non-ideal and pre-sell ideal clients

✓ THE STRATEGY CONVERSATION

- Explore the impact and lost opportunity costs of not addressing their problem
- Demonstrate value and enroll your ideal clients

Ready to ACCELERATE? →



ARE YOU READY TO ACCELERATE?



Learn about our Boutique Business School Programs

ACCELERATE is our comprehensive 12-month program for ambitious entrepreneurs and business owners who want to grow a profitable and sustainable business generating up to \$250K in revenue. High performers in the \$250K to \$1 Million+ income level are invited to apply to our STELLAR program. Need a quick start? Try our VIP Days.

Our programs are only for serious entrepreneurs and business leaders seeking high quality, integrity and honesty in business coaching and mentoring. We pride ourselves on fostering a highly supportive community of serious entrepreneurs and business leaders.

Hear in their words how we have helped many of our clients transform their lives and businesses.

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