

# 10k Consultant Scale System for Highly Targeted Leads that Convert to High Paying Clients

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# 10k Consultant Scale System for Highly Targeted Leads that Convert to High Paying Clients

From the desk of Sean Mize:

To: Highly Qualified Coaches and Consultants who enroll clients in high ticket programs or consulting

## Introduction

Welcome!

In the next few pages, I'm going to introduce you to a powerful system of attracting and filtering for your ideal – fit clients so that you can fine-tune and hone your message, speak only with the highest qualified prospects, and ultimately enroll more high ticket clients.

This book exists for 2 reasons:

Reason #1: So that you'll eventually hire me and my team to help you implement the system I teach you here

Reason #2: To get you RESULTS IN ADVANCE so that you'll actually want to do reason #1 above

As you'll soon find out, I'm going to be transparent, detailed, and candid as I share the system and how it works. It's been a principle in my business for 15 years to give deep training and help upfront, I believe that if you want people to see how good you are, help them . . this book does that!

### **I Want to Help You**

To do that, this book is structured like this:

First, I want you to get an honest picture of where your business is today. It's easy to go day after day, week after week, month after month, and your business isn't where you want it, but we tend to stagnate when we don't do a deep dive. So I'll show you a few questions you can use to evaluate where your business is today.

Second, I'll make the case for why using strategic content, books, and posts is so effective for getting high ticket high quality client leads, and pre-qualifies them to want to hire you at high prices.

Next, I'll share with you the steps and strategies you can use to get high quality leads and enroll clients in high ticket programs, and the steps and strategies I teach in my programs.

My goal is for you to start getting high ticket leads and then clients before you finish reading this book!

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Finally, we'll come full circle and talk about how we can help you scale and get the high ticket clients you deserve in your business and your life.

That might sound like a lot, but it really boils down to 3 things:

- 1) The highly effective method of presorting and presifting ideal clients with content, before they ever get on a call with you, so that they are predisposed to buy from you.
- 2) The more prospects you invite to engage with your content, the more clients you'll enroll.
- 3) The best method to get to 10-12 new high ticket clients each month (and it's the method I show you right here in this book)

The method you are about to discover has changed my life and the life of my family, in many more ways than just the money.

And I hope you can see the power of this method to change YOUR life, not just monetarily, but in the time freedom and lifestyle freedom that goes with helping high ticket clients from the comfort of your home, or even on the road traveling (as we frequently do, and my clients often don't even know I'm out of town!)

Above all, I hope that you gain some strategic insight into the high ticket consulting world that I've gleaned from my 15 years in this industry, and help you cut the learning curve as you grow into more high ticket sales.

It's a great privilege to share with you the skills and strategies I've learned and developed over the years, so that you can cut your own learning curve significantly.

If you read this book, and decide you'd like help implementing these strategies as quickly as possible, please book a call to talk with me or a member of my team here:

<https://consultantscale.com/chatwithsean>

Helping people like you start and grow a high ticket consulting business that works in the current selling environment is exactly what we do day in and day out.

I'm here to help.

To your success,

Sean Mize

<https://consultantscale.com/chatwithsean>

## Your Current Consulting Business

Before we dig into what this system can do for you (get you high ticket leads and high ticket clients faster and easier) let's take a look at what's going on in your business right now.

Think about this:

Are you satisfied with your current high ticket enrollment?

Are you getting exactly as many leads as you deserve for your experience?

Are you enrolling exactly as many clients as you want to?

Are you working and living in your dream world, such that you are doing and giving to the world and others from a place of abundance?

If you've answered "yes" to all of those questions, congratulations!

But if you've answered "no" to even one question there . . .

I submit to you to ask yourself .. do you want that to change?

Respectfully speaking, because I've been there before . . . if you have gotten complacent about growth and you aren't growing . . . that won't change on its own!

Let's face it, the last year and a half working from home, working around children and parents and others who are working from home and schooling from home, just isn't easy.

I'm not sure there's ever been a time with more distractions, it's much harder at home than it was before the pandemic . . .

And I know from experience that it's easy to be lulled into a sense of just getting through each day and not making the progress you know you can.

If you aren't satisfied with your current client generation, I believe the method I'll share with you today will be a breath of fresh air and a lifeline for you!

If, on the other hand, you said "yes" to all or most of those questions, congratulations!

You have regular clients coming in, you have an income of \$20k/month ++

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Your lifestyle reflects both your income and your time freedom.

And perhaps you are ready to scale to new heights, \$50k, \$100k/month or more!

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### Cold Hard Truths

#### Cold Hard Truth 1: Complexity is an enemy

The first cold hard truth is that you might be complicating your business with too many moving parts.

You don't need long, complex funnels to have a high ticket consulting business, you don't need complicated systems, and you don't need loads more scripts, directions, and more steps.

What you need is simplicity.

Simplicity scales.

When you have simple systems in place that work, it's easier to enlarge those systems, scale, and enroll more clients.

#### Cold hard truth 2: It's getting harder to sell cold

The second cold hard truth is that it's getting harder to sell to un-prequalified leads who just saw your ad or found your profile.

The market is getting more sophisticated, and if you are finding that it's harder to get prospects to say yes to getting on the phone, you are probably right.

And if it's harder to get cold prospects to say yes to working with you, you are probably right.

The market – your market – is becoming more sophisticated – PLUS – because the last year and a half, frankly speaking, have been a boon for consultants, but there's a lot of buyer fatigue out there . . . .

Your dream client has more choices than ever before. Depending on exactly what you consult on, the pandemic has led many many more home consultants to join the active market . . so your ideal clients are hearing from more of your competition than ever before.

But does that mean you should hang up and quit?

By all means no! You see, people NEED you and your method, your service. They need you more than ever before, and if your method and help WORKS, I believe you have a moral obligation to share your expertise with others who don't know what you know.

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The fact is, people need help more than ever before, and just because they are hearing more sales pitches doesn't mean you should stop and quit, but instead it means that it's time for YOU to get sharper and learn better and easier ways to attract hot prospects who are LOOKING for someone like you to help them.

So what does this mean in practical terms?

It means you must plan for and work with the situation that it's harder to just prospect cold than it used to be.

It also means that if you are using a strategy that worked in 2015, it might not work now. In fact, much of what used to work in the online consulting industry, no longer works today.

Webinars and VSLs and endless DMs and email bombardment and so much more, just isn't working like it used to.

And they are likely to work even WORSE in the years to come.

We'll talk about this more later in the book . . . but if your business isn't accounting for the changes that have happened recently, it's going to get harder and harder.

But if you make some changes, get ahead of the marketing curve, and put some assets in place that will passively set you up with new leads who are looking for help from someone like you, and implement a consistent strategy for getting consistent high ticket calls and consistently enrolling them into your consulting or programs.

But the good news is, when you use the method I teach you in this book to warm prospects up first AND to presift and presort before you talk with them, you can get more high quality booked calls AND close more high ticket clients.

Cold hard truth 3: A qualified, presorted subscriber that's consuming your good-fit content is a much better lead.

For your high ticket programs, just booking more and more cold calls on linkedin is just increasing the load of . . . people who aren't convinced you are credible, and booking more and more calls isn't the solution!

If you are looking for 20-40 appointments per week . . . can I say it flat? : I think you might be working too hard.



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Here's the thing, regarding 20-40 appointments per week.

Look, I get it, folks who are hard workers and like to sell, and like to sell all day long, and make small deals all day long . . .or folks who talk to 20-40 people so they can filter through and finally close 2-4 higher ticket clients . . . sure, if that makes them tick.

But personally, I don't want to "sell" or "take calls" all day every day.

Instead, I prefer to ONLY talk with highly qualified prospects who already know what I sell, they already want what I have, they have been tripled filtered so that I can easily talk with 4-6 clients per week and 2-3 of them predictably enroll with me at \$6000 to \$25k.

One big problem with talking to 20 leads or more a week is that you are either constantly in the qualifying stage . . . and then when it's time to enroll . . . you aren't sharp.

You aren't sharp because you've been talking and interacting and engaging deeply for 20+ hours a week . . . the human mind just isn't made for that level of deep interaction for 20+ hours a week, at work, in addition to all the personal interaction you have.

OR. . . . you are talking with leads and enrolling, selling . . .

and when you get to your 19<sup>th</sup> phone call of the week, you are tired, frankly exhausted, frustrated because you haven't "closed" anyone this week . . . and there it is . . . you find yourself on a call with a really hot lead . . . someone who needs and wants your help desperately . . .

BUT . . . you aren't sharp, you don't answer his questions well, it's like you are checked out . . .

Have you ever been on a call like that? You KNOW they should have enrolled . . . it was a perfect fit . . . but because you were zonkered from all the "sales calls" you held all week . . . you just couldn't enroll the perfect fit client.

In fact, you look back at your week, and perhaps you "closed" 2 clients into enrolling

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when they weren't a perfect fit . . . rationalizing how you could help them . . .

but let's face it, those 2 clients – perhaps at a reduced rate – will be MUCH MORE difficult – than that one client who would have paid full price or more . . . but you lost the BIG ONE because you were drained from talking with too many leads.

So, no, I don't believe in you taking too many calls . . .

Instead, imagine you could talk ONLY with highly qualified prospects who want and need what you have, are financially qualified, and if it's a good fit, they enroll with you without haggling, hassling, or "closing"?

And that's what I'm going to show you in this doc.

By the way, a little disclosure here: I'm a pretty logical thinker . . .

I tend to over-detail things.

So this doc may not be the most user-friendly in the world.

It might not clearly illustrate things with perfectly drawn pictures . . .

It might not give you the warm fuzzy feeling a lot of "marketing docs" out there do for you . . .

But I will promise you this:

If you'll read this doc from beginning to end, and maybe you'll have to re-read part of it when I get obtuse, you'll understand this process of getting highly targeted ideal clients on calls with you – and ONLY getting highly targeted ideal clients on calls with you – so that you can start enrolling as many as 50% of your calls into your highest level programs.

And no, don't get greedy. Just because you can take 6 calls a week and convert 3 of them into your \$15k program . . .

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This doesn't mean you should taking 12 calls or 18 calls and double or triple your sales . . . your results will go down, your lead quality will go down, and let's face it, if you are enrolling 6 high ticket clients per week, your delivery and fulfillment will suffer. . . .

Instead, focus on getting to 2 new clients a week yourself, that's 8 new clients a month – depending on the price of your package – that's \$40k - \$120k a month on your own.

Then consider hiring someone to help you with calls . . .

And no, that doesn't have to be scary, yes, it can work for you if you do it right, even if you've been burned before,

And it's not a rush . . .

But I do bring this up because I want you to focus on getting from exhausted and overwhelmed taking TOO MANY of the wrong calls . . .

to having a smaller, more reasonable number of right-fit calls that convert easily to your highest ticket programs.

Or if you don't have enough calls and leads, and you've been told that more leads, more volume is the solution . . .

I hope to show you today that that's not the case, that you can get right-fit leads and calls starting nearly immediately, and skip the burnout other coaches and consultants have experienced.

## Traffic Sources and Lead Generation Devices:

Before I get into the system, I'll ask a question I often get after I teach this method, so I'll address it right up front:

The question is: what kind of "traffic" does this work for?

The answer is: any kind of traffic that you are currently using to get your leads . . . this simply amplifies your qualified reach, and specifically streamlines you communicating with ONLY the most-qualified leads in your traffic flow, instead of the broadened cross-section you might be experiencing now.

Perhaps you are asking, what is the IDEAL initial filtering device . . . is it a fb group, is it linkedin connections, is it a webinar, is it an ebook or even a real (physical) book.

I don't believe there is one right answer.

I believe there is a right answer for YOU based on your goals and criteria, and a few other things.

Let's go through these now.

Assuming they all convert equally per person - meaning that 100 fb group members convert the same as 100 linkedin connections convert the same as 100 book buyers convert the same as 100 webinar watchers, which is better?

I think the first filter is: what do YOU like?

In my case, I like to write.

My first year coaching, 15 years ago, I wrote 10-12 50 – 100 page ebooks.

I wrote 1200++ articles for the web.

I believe I've written at least 1 million words in this business.

And the last few years I've written less simply because of time constraints.

You can tell I personally love to write.

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I'm loving the very act of writing this book.

It's a really easy way for me to share my gift, my experience.

And it's really quiet . . . I can write at 4 AM in the morning when my wife is still asleep (it's hard to record a video at 4 am in the morning!)

As I write these lines, I'm sitting in a hotel dining room at 3:18 am.

It's very very quiet, I don't need an audience, and I can really get into a flow.

This works for me.

It fits my personality.

But I also enjoy holding live webinars, I like the energy that happens on a live call.

Of course I can't do a live webinar at 4 am in the morning!

And due to energy and time constraints, I can't do 3 hours of live webinars per day, I'd burn out.

But because I really enjoy the live energy and interaction, it's not unusual to find me scheduling a live webinar.

And sometimes, if I like the presentation of the material ( I say that because I tend to interact with the audience quite a bit on a live webinar, which makes for great live, but when it's a recorded audience, the interaction is distracting), I may issue a recorded, on-demand version of the recorded webinar.

Facebook groups can be highly effective, as is linkedin outreach.

Although I use them in my business, because of their efficacy as part of my strategy, I don't personally enjoy the "bite sized" interaction.

I'd rather have 5 live clients on a one hour zoom training than to chat or message 50 people in an hour.

That's my own personal preference.

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Interviews and podcasts: Although they can be highly effective for opening doors to new audiences, I don't personally enjoy many interviews. If every interviewer was magnetic in nature, and fun to talk with, then my opinion might be different.

And I don't get much personal joy out of interviewing others.

So my own personal preference might be ranked like this:

- 1) Writing
- 2) Webinars
- 3) Videos
- 4) Social groups
- 5) Interviews and podcasts

And if you look at the time I spend doing each, it's probably reflective of that personal preference.

So what is YOUR personal preference?

I believe that's a great starting point.

Now, another way to look at this is longevity of the filter:

Writing: If you write on a topic and in such a way that what you write today is still relevant 5 years from now, writing has a very long life span.

I can write something today and get leads for 10 years.

Webinars: Due to their creative nature, the "style" of webinar presentation changes over time. It's quite unusual to see a recorded webinar from 5 years ago, continuing to produce the same number of leads as it did in its inception.

So if we are going to longevity, a webinar doesn't top the list!

Now, if you were to create a recorded version of essentially a very stable topic, a topic like you might write a book about, I believe you could create more longevity with the video.

Interviews and podcasts do tend to have longevity, especially if the topic discussed is evergreen (lives for a long time).

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Obviously a podcast or an interview with an expert who does 300 interviews a year, will get buried in their content.

But in many cases, a single interview or podcast appearance can become a featured post, get into google search results, and so on, and can generate leads for a long time.

Social groups, in my opinion, tend to have a shorter shelf life in terms of actual content posted . . . BUT the long term social proof element derived from the long-term accumulation of great content posted (including, incidentally, podcast recordings, interviews, book content, video content, webinar or masterclass content, and articles and posts) can be huge.

So if we rank the front end methods based on longevity, it might look like this:

- 1) Writing
- 2) Interviews and podcasts
- 3) Videos
- 4) Social groups
- 5) Webinars

Contrast that to my personal preference:

- 1) Writing
- 2) Videos
- 3) Webinars
- 4) Social groups
- 5) Interviews and podcasts

Of course, your opinion of the longevity might color your ranking, and of course your personal preference might be different than mine.

Now, let's complicate this even further, and rank these for their ability to scale, grow virally, or easily ramp up in volume.

- 1) Writing – I personally believe this is the easiest way to scale exponentially, because it can be supported by some many organic means: articles, kindle promotion, amazon promotion, search results, viral sharing, your ebooks and books can even be shared on your interviews, podcasts, and social groups.

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So in terms of “create once” and have exponential impact, I believe writing a book is probably hands-down number 1.

- 2) Videos – of course a video can scale virally on youtube or the web if that happens, but I personally believe videos are much less naturally sharable than books.
- 3) Webinars – webinars tend to be promotion based, so once the promotion stops, webinar views stop.
- 4) Social groups – these can of course grow over time, but need constant nurturing. A social group without active moderation, curation, a system for admitting new members, and adding relevant content, quickly dies or is killed. But a social group that is well curated can grow and grow over time, and even reach a viral state of growth.
- 5) Interviews and podcasts – these can be hit or miss, based on the popularity of the interviewer.

So let’s rank these in order of natural scalability:

- 1) Writing
- 2) Social groups
- 3) Interviews and podcasts
- 4) Videos
- 5) Webinars

So if we rank the front end methods based on longevity, it might look like this:

- 1) Writing
- 2) Interviews and podcasts
- 3) Videos
- 4) Social groups
- 5) Webinars

Contrast that to my personal preference:

- 1) Writing
- 2) Videos



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- 3) Webinars
- 4) Social groups
- 5) Interviews and podcasts

So which wins for you?

To some degree, it's a decision.

And that decision likely won't be a hands-down winner just based on the data and all the different rankings adding up to a clear answer.

But you have to make a decision, and then optimize for that decision!

Personally, I writing a book is my own personal favorite, and sits really high on all counts.

Even when I incorporate the other methods, I often use them as a laser pointer towards my book, so that even if I am using, for example, interviews, podcasts, or social media, I use those media to point prospects towards my book.

Of course, you could do the same thing with any medium you were to choose as your number 1.

This isn't about traffic, more traffic, certain traffic sources,

- 1) This works for any normal traffic source that gets you leads: podcasts leads, interview leads, facebook groups, youtube videos, linkedin content and engagement, linkedin prospecting, referall traffic, and ad traffic. As long as the traffic you are getting is reasonable targeted to specifically call out people who have the right interest . . everything I teach in this doc flat out works.

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### How to Generate Highly Targeted, Ideal Client Leads

How do you get right-fit leads that are highly targeted and willing to pay, and highly qualified, and WANT to talk with you?

Of course one way is to have highly targeted ads that cost the very most because the targeting is so tight . . . and yet, you still get wrong-fit leads.

Or you just generate a ton of leads, talk with everyone . . . and I hope you enjoy selling!

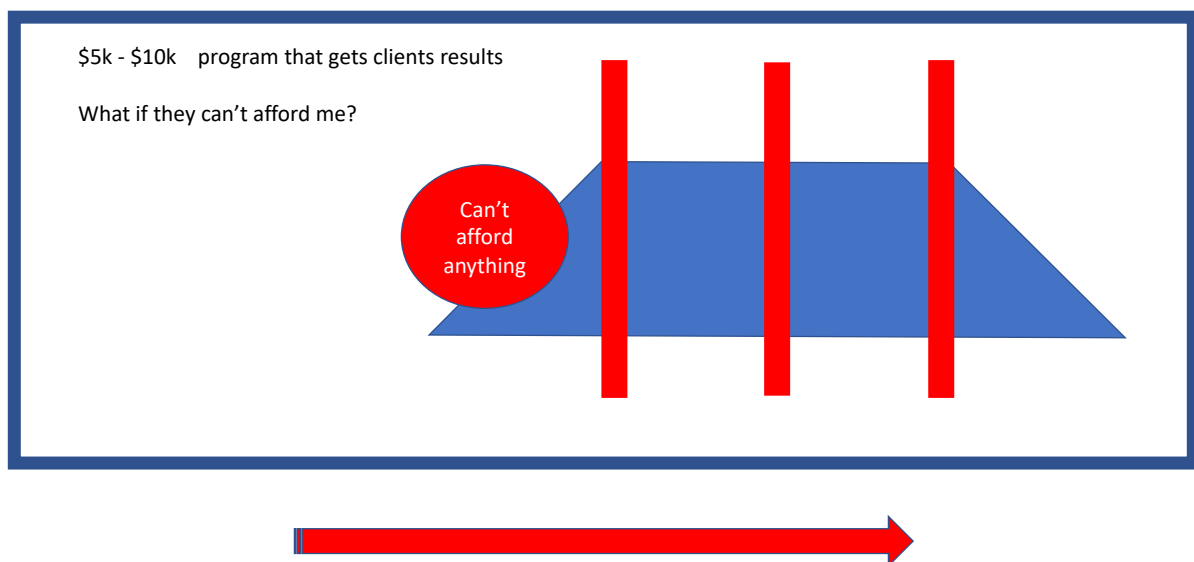
But I'd like to share with you a concept that for me was a real eye-opener when I started learning it, and it's made a huge difference in my personal energy level, enjoyment in the business, and quality of clients.

So let's get started:

Think about this, in any group of "leads" or "subscribers" or "followers" or "traffic" –

Say 100 leads from any source . . . interviews or ads or articles or outreach or anywhere else.

There is a normal distribution (statistical meaning) of those leads:



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Now, of course they will have to be targeted to some degree . . . for example, if you teach “how to create online courses and get paid for it” – all 100 of those leads should have that interest at the very least.

And of course the graphics and the audience of the ad or the article or fb post, etc, will impact the age range.

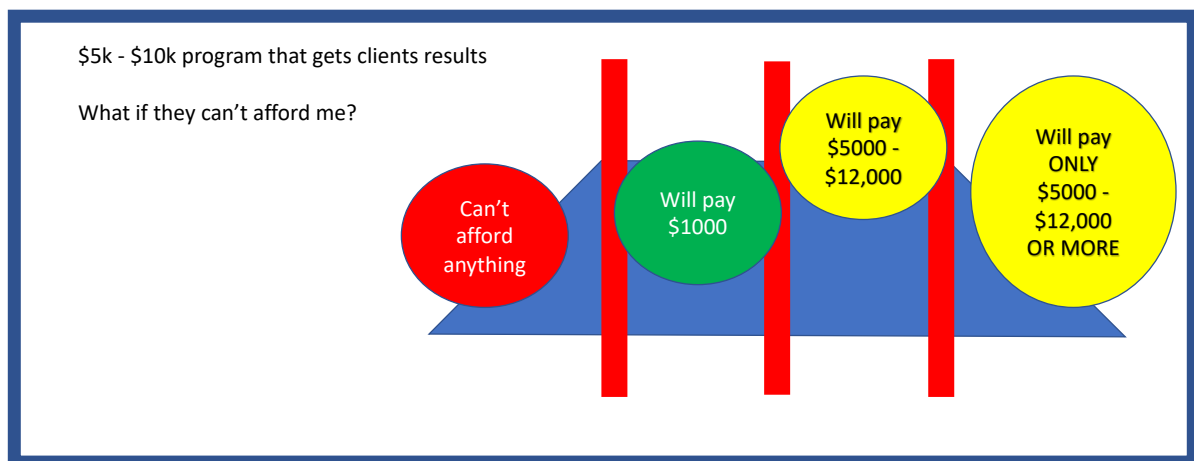
For example, if your ad contains a picture of a very young person . . . your subscribers, followers, or readers will have a younger age footprint than if your ad contains a picture of a 50 year or person (like I am).

There are some subtle things you can do that can impact the age of your subscribers or followers, and that’s just one example.

So when you generate traffic to a targeted concept or idea, you have a group of people who are a) interested in your topic and b) between the age range that typically purchases from you)

Let’s use an example: course creators between the ages of 25 and 75 . . . .

Those people, in general, will follow the following distribution:



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Some people will not be able to afford you at all,

Some would afford a lower ticket program

Some can afford you with difficulty

And some can easily afford you

Now, you could think about just marketing to that one segment . . .but that's easier said than done.

It can be costly to segment, use the exact and only the words that that segment will appeal to, and so on.

And even when you do a good job of segmenting . . . you lose out on some middle-ground leads that don't perform exactly the same way in the marketing side of things as high quality leads, but would filter well and become ideal high ticket clients.

Of course, on the other end of the spectrum you can beg for leads (not advised!)

Because of course begging ultimately attracts the lower-heeled prospects on your list . . .

And drives away (polarizes) the best qualified leads.

This is one important distinction here: begging (or more accurately too-aggressively recruiting prospects to "jump on a call", reduces the lead quality, in 2 ways:

- 1) It attracts lower quality leads
- 2) It repels your best leads

This one – two punch of attracting the wrong leads and repelling the right leads, makes it even harder to convert your booked calls, when you are doing it that way.

In order to drive more calls, more visits, you can fall into the trap of optimizing for activities, like clicks and likes and even call signup percentages . . .but those activities are weighted towards the less qualified prospects.

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Of course, one way to handle this is to equally call out prospects, have them fill out a basic qualification form, and you end up with 20 calls a week, with people evenly distributed . .

Rich and poor alike . . .

And you can't differentiate them.

So . . . you run calls with everyone who passes a rudimentary "application," you work hard to enroll clients who have lower interest or less income . . .

And you are burnt out when you have an at-bat with a well-heeled prospect.

Which of course is what we want to get away from, we want to reduce the number of unqualified booked calls, and talk only with highly qualified prospects.

## The Application Process

What if you were to allow everyone – all 100 leads who have an interest but are not pre-sorted based on ad segmentation and are not overly compelled to “book a call no matter way” – to come into your marketing world . . .

You would initially ignore pricing concerns . . . this keeps initial traffic high and ad costs low . . .

So that you are maximizing initial traffic based on your core concept.

Instead of blindly calling out “anyone who wants to ‘get on a call’ with you”

After they’ve had little or no interaction with your content or your system . . .

Instead, you give them a full overview of your method and system – WITHOUT a phone call, without an application . . .

You give them a full overview of your method and your system of getting results for your clients, in an ebook or doc (just like this one), or in a pre-recorded video or webinar.

Once they have the full overview (which not only increases their desire, but it also filters out folks who DON’T like your system or concept. (Ever had someone on a call with you, and once you tell them what you actually do for them . . . it’s obvious they wouldn’t have signed up for the call if they knew?)

This makes sure all your prospects are properly educated about your method or system, then once they are educated . . .

It’s AT THAT POINT that you ask prospects to raise their hand if they want help implementing . . .

Note: the reading of the ebook, watching the webinar/video, or even watching videos that teach your system, in your facebook or linkedin group, serves as a filtering mechanism.

Prospects who do NOT like your system, prospects who do NOT like you, prospects who see your system as too hard of work – these prospects will wash out.

The leads that wash out are primarily the lower-value leads.

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The process of forcing leads to go through an “education funnel” before talking with you is a high qualifier; more educated, higher net worth individuals who are your target market, are more likely to read your book or watch your educational video, than less educated, lower net worth individuals.

Contrast that to what many marketers do, which is to use a low-involvement filter, such as a 5 page pdf, a quickie “vsl” (video sales letter) or some other simple media.

Those are more appealing to the lower end of the market.

But the deeper reading, deeper webinars/masterclasses appeal to higher networth individuals.

And for that reason, it becomes very worth it to take the time to create a useful educational device such as a book or a detailed webinar/masterclass/recorded video.

So right away, we have a different subset of leads . . .

These are educated leads who have raised their hand indicating they actually want help, instead of less- educated leads who are saying “yes” to a “chat” with you . . .

Read that last sentence again if it didn’t cause an “aha” moment . . .

You see, when you reframe from “hook then ‘get on a call’ “  
to “educate THEN ask if they want help”

The actual people on your list who are responding will be much more likely to WANT help and not just to “talk it out” (ever had someone sign up for your strategy session with the intent of “picking your brain”? – that’s an example of a wrong-fit on the invite to get on a call.)

You see, your best-qualified prospects don’t have time on their hands to blindly spend on “chats,” , so going immediately for the phone call selects for less- qualified prospects, and de-prioritizes your best – qualified prospects.

So when you go straight for a phone call lead, you are calling for “who is willing to spend an hour on the phone with you” types of people that have MORE time on their hands

But your higher pay ideal clients likely have LESS TIME and will naturally WANT to be more educated before they ask for help.

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And . . . those prospects who have the least time . . . are the ones that will most likely want help . . . and be willing to pay for it . . .

So instead of getting 20 calls with people who have “time”

Imagine a different process:

Imagine educating first with a video or an ebook just like this, then offering an invite to folks who specifically want help implementing what you’ve just taught them in the content, yielding 20 applications of folks who “want help” with what you’ve already educated them on . . .

Rather than 20 “chat calls”

Note: this should feel very differentiated . . . if it doesn’t re-read the last page or two . . . this is a strong part of understanding this process, realizing the nuanced difference between a “let’s hop on the phone” lead and a “I might like help implementing” leads.

Next, we use the application to filter one level deeper . . . using a proxy question for willingness (and capability) to pay. . . .

These questions vary based on what you sell . . . but can include a general income or cost question (how many courses have you invested in to solve your problem (1-3, 4-7, 8++ ) , have you invested in a coach in the past?, etc.

Have you tried to lose weight in the past?  
Have you enrolled in family counseling?

Have you taken classes on improving your job situation?

These qualifying steps can also filter for specific interest as well, so that these become more highly qualified leads on interest, not just income.



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Disqualified leads can be recommended a training for sale . . which now serves as a positive qualifying metric and can possibly re-introduce them to your lead funnel.

So with these questions, we automatically filter out perhaps 40% of the applications, so that you start with 20 applications . . . .

To perhaps 12 approved prospects . . .

But instead of holding a 45 minute “sales call” with all 12 people . . .

We hold a 20 minute “wash and sort” call . . . specifically asking questions to find out desire and now the “are you willing to invest to get results” question becomes less threatening . . .

And these 12 calls become 6 truly qualified leads.

***Now, these are the SAME 6 truly qualified leads you had before . . . mixed in with 14 other non-buyer leads.***

The DIFFERENCE is that instead of “pitching” 20 times, getting exhausted and burnt out, all to hear 14 times “I can’t afford it” or “I have to check with my wife to see if we have the money” . . . .

You are ONLY talking with the 6 highly qualified leads.

And because you are fresh and totally present for just 6 calls during the week, where you already know these are interested, qualified, and communicate in a way that indicates they are likely buyers . . .

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You can truly serve your best leads . . .

And 2-3 of these sorted and sifted leads invest with you, much more easily.

And they don't invest because your "sales script" is better, or because your offer is better, or because you close better . . .

They invest because it's the right offer at the right time.

And you are totally present with them, instead of burnt out from the non-buyer bulk of leads you've now sorted through . . .

And another benefit to you is that instead of dreading talking to 20 people this week, 14 of whom are going to tell you "they can't afford it"

You can LOOK FORWARD to talking with just 6 prospects . . who are deeply interested and can likely afford it.

(Notice, we're not saying they can all afford it. . . . but even if 3 can't afford it, 1 can't make up their mind . . . out of 6 qualified calls, you enroll 2 new clients, in your high ticket program . . . without price cutting, discounting, or exhaustion)

Now, without getting too nerdy about it, there are some sifting and sorting questions and concepts you can test (or we can suggest based on our experience)

So that you can sift them for concepts that generally exclude the lowest quality leads. . . .

For example, sorting for time frame, willingness to get started soon or next week . . .

A lower quality lead may choose next week . . .

But a highly qualified leads says "now"

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A higher qualified lead responds to a scored question about their current state . . . differently than a lower qualified lead . . .

And the sooner you can identify that, either by raw testing if you implement on your own, or by getting guidance based on experience of others who have been there, you can cut the testing process down significantly.

So to summarize, the process looks like this:

100 prospects get your ebook or video recording

20 apply because they show an interest in getting help . . .

Only 12 are approved, and they are given a 20 minute sift and sort call.

You eliminate  $\frac{1}{2}$  of those leads,

And you talk with 6 highly qualified for a full sales call.

2 clients enroll.

Your closing rate goes from 10-15%, pushing and pulling

To 30-50%, with ease . . .

Again, not because your closing or scripting is better, but because you can be more present and more relaxed when you are only speaking with the right prospects at the right time.

Each phase kicks out the lower quality leads, so you speak with only the most qualified . . .

I hope this is exciting to you, and that you can see how much easier this is, once you get it dialed in.

You go from spending  $\frac{1}{2}$  your time enrolling clients, to about  $\frac{1}{4}$  of your time, or less.

Which frees you to deliver and fulfill at a higher level, or even take more time off!

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### The Economics of the System

Ok, so now how does it work in real time – the numbers?

So we've gone over the process, the structure . . .

The concept of lead qualification . . . but now let's look at the numbers.

Now, of course these stats are going to be a bit general and of course a general estimation.

Let's use 100 leads as a base for a period of time . . .

Like I said earlier, this works for any normal traffic source that gets you leads: podcasts leads, interview leads, facebook groups, youtube videos, linkedin content and engagement, linkedin prospecting, referall traffic, and ad traffic. As long as the traffic you are getting is reasonable targeted to specifically call out people who have the right interest . . . everything I teach in this doc flat out works.

If you are running ads, you are going for 100 downloads.

If you are doing interviews and podcasts, you are shooting for 100 ebook reads or webinar watches.

If you are using fb or linkedin outreach . . . you are connecting with 100 people . .

So . . .

You give away 100 copies of your book or 100 people watch your webinar or video presentation.

The ebook, doc, or webinar/video is loaded with content, no sales.

Strong, strong "how to" content for your topic.

Content that shows not only "what to do" but "why it works better than your current process"

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Once your lead has consumed the content, offer a quiz/survey to leads who want help implementing.

This generates perhaps 15 – 20 leads.

The survey questions cut that number in half – you. dump half the leads, or put them into a downsell funnel

So now you have 8 – 10 curated leads – you send those to your calendar to book a sift and sort 20 minute call . . .

Now you hold 8-10 20 minute calls, you can hold these in batches 2-3 days a week . . so an hour a day, 3 calls back to back, one hour a day Tues/Wed/Thur

This is 10-15 targeted questions about their challenge/need and couple in there for qualification.

Note: the actual PROCESS of having 2 calls, a “sift and sort” 20 minute call plus your normal sales call, INCREASES the trust and buying propensity of the leads . . .

Now you kick out ½ more of the leads, again . . so now you have 4-5 calls

You schedule those for your normal call length, 45 – 60 minutes . .

And you much more easily enroll 2 high ticket clients.

I don't want to over sell this . . but the filtering works.

You go from 20 45 minute calls . . . (essentially 20 hours a week of sales calls)

To 3 hours of soft and sift calls

And 4-5 full calls

10k Consultant Scale System for Highly Targeted Leads that Convert to High Paying Clients

For a total of 7-8 hours

For 2 high ticket clients per week

So here it is in a nutshell: 100 books/videos a week → 15-20 quiz/survey leads → 12 calendar bookings for 20 min → 4-6 sales calls

2 high ticket clients per week

If you are working solo . . . that's a full load of new clients . . .

For a total of 7-8 hours

And you aren't exhausted and burnt out

And you are fresh for your actual consulting

## 10k Consultant Scale System for Highly Targeted Leads that Convert to High Paying Clients

### The Lifestyle This Facilitates

In my life personally, there are 2 things that this system means most for me:

- 1) It allows me to truly change clients' lives, and I can reach them without being cheesy or pushing or asking cold prospects on LinkedIn "want to jump on a call" after I've known them for 3 ½ seconds. All joking aside . . . I love the shifts I help clients make, and seeing their business shift, and I love this system for its ease to make that happen.
- 2) It allows me to live the post-pandemic life of my dreams . . . but I lived it long before COVID. We've traveled extensively the last 14 years or so, once I had the foundation of the business in place, I've skied as many as 106 days in a season, we have spent months on the road even in the last 2 years . . . and the freedom is amazing.

I don't say any of this to brag. Only by the grace and power of God can I do any of this. But I do share this to show that the "internet dream lifestyle" is totally possible, because I've lived it. It might not be passive income on eBay as the old dream was! But it's working with real people with real challenges to give them real help.

I hope that in sharing this with you, you can ignite that fire again inside you for WHY you into internet consulting in the first place!

### The next step for you:

If you like the method . . . start implementing it.

Whether you go it alone, or you get help . . . start implementing it.

Once you begin to filter and sort, it might feel a little slow at first, but as you start to slow down, talk to fewer but better prospects . . .

Then you can ramp up the volume and the leads . .

It gets easier . .

The 10k Clients System won't make you a millionaire overnight . . .

But it will give you a much easier way to get high ticket clients, and free you to scale when you are ready.

## 10k Consultant Scale System for Highly Targeted Leads that Convert to High Paying Clients

Anyhow, if you decide you want help, reach out to us here, and let's have a chat:

<https://consultantscale.com/chatwithsean>

We're good at what we do, just like you are good at what you do.

If you have something powerful to offer the world, let's get it out there, amplify your message, and let's get you higher ticket clients with an easier process . . .

We'd love to be a part of your journey, and we can help you implement everything I've written about in this book . . .

If you want to chat, just start here:

<https://consultantscale.com/chatwithsean>

To your success,

Sean Mize