

Book for Big Money

It is hard to explain how to make a big money sales funnel. That is why most people can't demonstrate it. It is easy to build a big money funnel for someone and train them how to use it, but is very hard to explain the steps because of its complicated nature.

In this book, I will make every effort to help you understand the big money blueprint and more importantly the mindset you need to start making big money.

This book is only about high-end offers, which to me are \$2,000 and over. If you are looking for low-end offers below \$2,000, there are much simpler funnels and you can get them from us at go5x.com.

I can vouch from experience, that unless you build a sales funnel from the beginning that can make big money, you will rarely become rich. You will keep struggling and probably give up.

If you have an existing business or sales funnel I highly recommend you revisit it and make sure it has the necessary pieces to bring in big money.

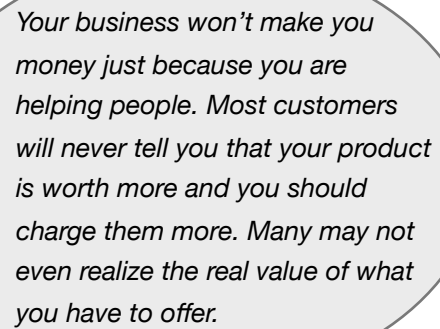


Build your sales funnel so it has the potential to make big money or you will never become rich.

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This is why you have to take steps to grow big while helping others. You have to position your self and present big money offers to clients strategically and make big profits.

The number 1 thing that will make you rich with an online business is having a business blueprint that makes you "BIG MONEY".

This is one reason why many businesses struggle to survive and barely make money. They spend money on ads, hire copywriters, create better designs for their website and landing pages and they still make little to no money. If anything, they rack up their credit card bills and become more frustrated.

I know this because I was caught in this vicious cycle for a long time. I started making money only after I got out of this cycle by figuring out that I need to make big money to become rich. I am thankful to 3 of my great friends: Nick, Donovan, and Joe who helped me see the path, gave me the needed motivation and push to make it happen. I went to the drawing board and redesigned my entire sales funnel. This changed everything for my business.

Until that day I was sleeping on airport floors to save a night in a hotel and sleeping in my client's smelly apartment on a couch to save money. I used to order the Dominos 5-5-5 deal and eat that pizza for 3 straight days to save money. I kept thinking I needed to wait a little longer until I got discovered and became big. But that day never came.

That day never came because my business was not designed to make me big money or become popular.

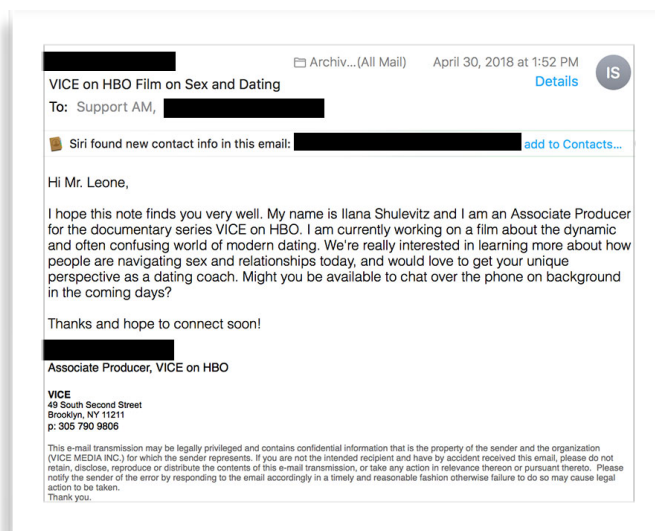
Here is another fact on the side: Cheap products, services, and coaches don't go viral. When was the last time you saw someone proudly posting a picture of a 10-year-old car they bought for \$2000 because they could not afford a better car? But if it was a Ferrari you bet they would be talking about it all day and night.

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When you charge more for your product and service, people assume it must be worth it. They have more respect for your product and even more willingness to buy it. It gives them status to own or be part of your prestigious product.

Funny when I changed my sales funnel my business got the attention it deserved. I started getting interviewed by BBC, ABC, Telegraph, VICE HBO, and all other major media outlets. I get calls on a weekly basis to be interviewed because now they see value in who I am and what I have to offer.



This is why it is important to think BIG Money from the beginning.

I want you to close your eyes right now and imagine the words “BIG MONEY” written in bold all over. Repeat these words as often as you can. Make a desktop screensaver with these words or images that remind you of big money. Repeat these words before you create a new product, write a sales page or an email, record a video or give a presentation. If you shift your focus to making big money then every new product you create and every marketing move you make will be to achieve just that. This is when you will build a business that will make you big money. It really helps to think this way.

And if you are thinking that your focus is to help people and not make BIG MONEY, consider this...you will be able to help your clients more if you are making BIG MONEY.

When you make BIG MONEY, you can give back BIG to your customers and help them more than you could if you were broke. In my current business, I give away free business growth tools that I paid more than \$10,000 out-of-pocket cost for development. And as time goes by I will only be adding more. I could not do this when I started my first business.

I used to hear from clients all the time was, “I never heard of you before. I wish I had found you sooner.” I don’t have that problem now. **I can spend more on advertising. Therefore, I can reach more people and help more people.** I can now spend more money on advertising because I earn more money. SO, by earning big money, you can, in fact, help more people.

There is no shame in MAKING BIG MONEY for your BIG PRODUCT and SERVICE that helps people. This way both people win.

The only thing you should focus from now on is to shape your business into making BIG MONEY for you.

There Are Only 3 Ways To Make BIG MONEY:

1. Sell Multiple Products to Each Customer to Increase Your Earnings per Customer.
2. Sell High-Priced Products/Services.
3. Stack Funnels. (Instead of focusing on selling just one product, build 3–4 different sales funnels and implement them to make money. I have a sales funnel to sell my intro product and upsells, which runs daily; then I have another workshop funnel, which also runs daily; I then have a high-end coaching funnel that runs twice a year, and finally I have my \$200k funnel.)
Because I have multiple funnels, I make a lot of money.

In the next section, I will share 2 of my big funnels that made me big money and ultimately earned me my millions of dollars. So let's get started.

My Ultimate Big Money Funnel + Funnel Basics (Charge Your Customers to Advertise and Sell to Them – MY CYC FUNNEL)

Once I realized what I needed to do differently, I created new funnels. I tested many of them but had one funnel that topped every other funnel when it came to selling Big Money items. This funnel has 2 parts to it:

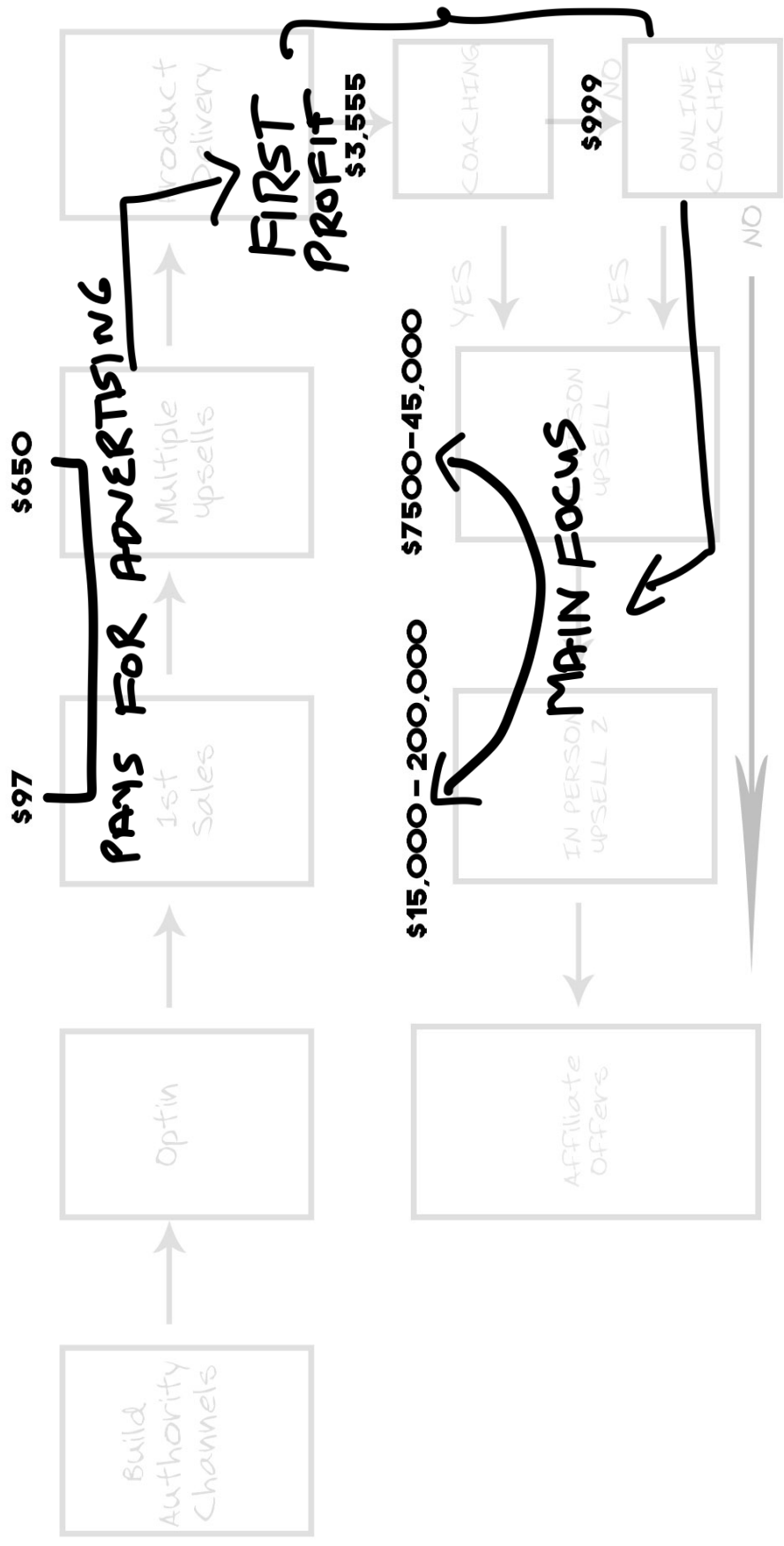
The first part was to drive traffic in and sell them a few products. This was simply to cover my advertising costs and put a little money in my pocket. So now I was getting paid to collect leads instead of paying for leads. This one mind shift saved me from going broke. This is also what keeps most marketers from growing. Most marketers never think past this step. They write a book or create a product then keep optimizing it to make big money. Truth is your first product, course or training that you love to death should be nothing more than to get paid leads.

You then create a second step like I did; have a high-end product or service that you sell to people who bought your first product.

Funnel 1

Take a look at my Big Money Funnel on the next page and I will break it down for you.

APPROX VALUES ROUNDED FOR CONVENIENCE (10% + OR -)



This funnel is basically 2 funnels in 1:

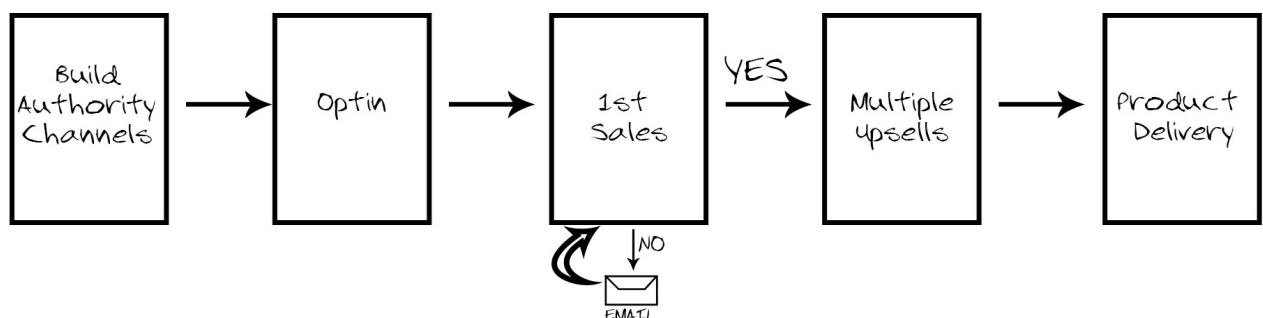
The CYC Funnel is actually 2 funnels in one. If you pay close attention you will see that the first part of the funnel is what almost every struggling online business follows whether they implement it knowing or unknowingly.

This is an important piece to remember; it probably means that your business already has one part in place but this is not the part that makes you money. You need to add a second part where the money actually sits.

Here you can see the breakdown of the funnel:

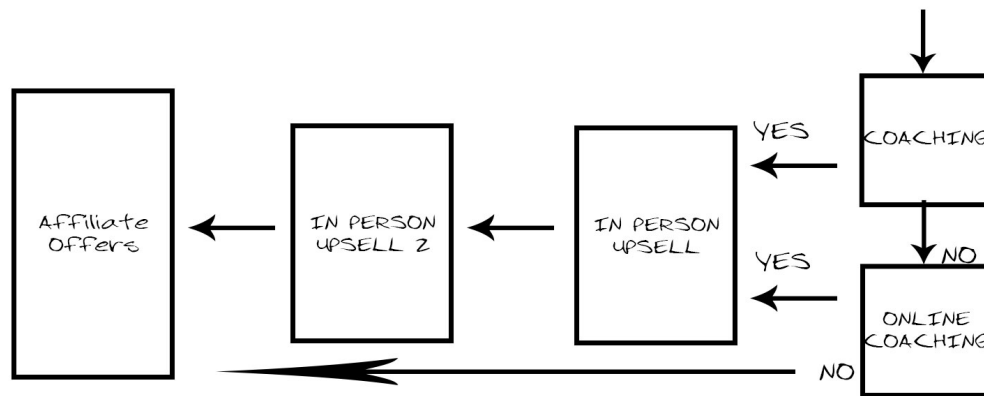
The first part is the CYC Funnel where the customers pay you to be in your funnel:

CYC FUNNEL:



The second part is my Big Money Funnel. This is where I make big money by selling expensive products and services to buyers.

Big Money Funnel:



There Are 10 Steps In This Funnel:

I have tested various funnels over the years and this has been my most profitable funnel. This funnel has singlehandedly made me my millions of dollars. There are a total of 10 steps in this funnel.

1. Building Authority
2. Getting Opt-in Leads
3. 1st Sales Offer
4. Multiple Upsells
5. Product Delivery
6. 1st High-End Offer
7. Low High-End Offer
8. High-End Upsell 1
9. High-End Upsell 2
10. Promoting Affiliate Offer

Let's Explore These in Detail:

1. **Building Authority:** You need these authority pages because when people don't know you, and they just discovered you, they just found you on your Facebook ad or through somebody else, they want to Google you, they want to see who you are. They want to go on your social media pages, and they want to see how many followers you have, whether you have any proof of people getting results from you, and if there any bad reviews for you. You need some good authority pages, so when people look you up they will have more confidence in you.

Now, what you don't want is...

People don't care about you showing photos of you driving your Ferrari or flying in a private airplane. That's all good and gets the attention, but that's not what gets confidence. What gets confidence is when they see that other people are getting results from you, other people are following you, or you yourself are getting results.

**DISPLAY AS MANY
SUCCESS STORIES
AS YOU CAN** ↴

The screenshot shows a website page with a grid of success stories. At the top, there is a video player with the title 'Client Joe On His Journey To Getting Married!' and a play button. Below the video, the text reads 'Got Married After The Training'. The main heading is 'Our Favorite Success Stories And Blurbs' with a sub-heading 'Over 4000 Verifiable Success Stories From All Over The World'. The page contains several story cards, each with a thumbnail image, a title, a short description, and a button to 'Watch His Story Above' or 'Read Full Story'. The stories include:

- Success Story - Attraction Me...:** 'GOT THE WOMAN I LOVED FOR A LONG TIME. This client was in love with a woman for a long time but it was not going anywhere. Few weeks after the workshop he was able to change things and make her fall in love with him. They have now moved in together.' Button: Watch His Story Above.
- Amazing Dating Lessons! - Sk...:** 'GOT MARRIED AFTER THE WORKSHOP. This client had no game when he first came to me. Soon after the workshop, he met a woman who was already seeing another guy. He built a strong connection with her and they got married.' Button: Watch His Story Above.
- THREESOME + ADDED 4 GIRLS TO ROTATION - NOW IN RELATIONSHIP:** 'This client had spent over \$50,000 in training with other companies but got no success. He a threesome 2 days after training with Magic, added 4 women for hookups and is now in relationship.' Button: Read Full Story.
- ONE NIGHT STAND DURING WORKSHOP + 4SOME WEEK AFTER:** 'This client just got out of dysfunctional sexless marriage where his wife was cheating on him. He had a one-night stand during workshop and a foursome a week after the workshop.' Button: Read Full Story.
- HOPELESS GUY BECOMES MASTER SEDUCER - NOW IN RELATIONSHIP:** 'This client started at a bad place. Women would not respond to his approach. His game changed after the workshop. He started sleeping with hot women on regular basis and is now in a committed relationship.' Button: Watch His Story Above.
- DATING MULTIPLE YOUNGER WOMEN AND HAVING THREESOMES:** 'This client is living his life. He is dating multiple women who are much younger than him and having threesomes. He has regular flow of women since workshop who bring more women to him.' Button: Read Full Story.
- Client Testimony:** 'HANDICAP CLIENT HAD 2 THREESOMES AND NOW IN RELATIONSHIP. This client had a physical handicap. It was very hard for him to talk to women and generate attraction. This affected his inner game. After the workshop he had 2 threesomes and is now in a relationship.' Button: Watch His Story Above.
- MULTIPLE ONE-NIGHT STANDS WITHIN A WEEK OF TRAINING WITH MAGIC:** 'This client was dependent on alcohol to overcome his fear of approaching women. He had inner game issues. He ended up having multiple one-night stands within a week of training with Magic.' Button: Read Full Story.
- Pickup Artist Training - 1 on 1...:** 'SHY GUY TAKES WOMAN HOME FROM WORKSHOP AND AFTERWARDS. This client started was very shy. Women did not feel any attraction for him because of his boyish mannerisms. He ended up taking a woman home during workshop and many more afterwards.' Button: Watch His Story Above.

What your authority pages should contain are testimonies from other clients. They should showcase you giving up some free, great content that they can put to use. When it works for them, they have more trust in you. They feel like, "Wow. This is great." You should include screenshots of you getting a lot of success. If those things are happening, then their confidence level goes up, and then they want to follow you. They want to learn from you.

<p>ONE for the Services in the amount of \$62,000 of in a lump sum and balance in 10 equal installments (SERVICES RENDERED, PRO RATA DAILY to the coaching program. There is no refund if</p> <p>\$62,000</p>	<p>4. TERM TERMINATION. This Agreement may DAYS days written notice to the other party. If term for a pro-rata refund calculated for refund of services not yet earned by LEONE based on the days of contract value of \$62,000.00. There is no refund if</p> <p>\$62,000</p>	<p>Invoice : 2014032011717 Description: Instructor Training Program Amount: 7550.00 (USD) Payment Method: Visa Type: Authorization and Capture</p> <p>\$14,000</p>
<p>\$48,000</p>	<p>\$14,994</p>	<p>\$7,550</p>
<p>asked us to transfer \$4,124.21 USD from PayPal to your bank account, and a using it now. It usually takes 3-4 business days for transfers like this to go t should see the money in your bank account by Mar 19, 2015.</p> <p>are the details:</p> <p>To: amount transferred: \$4,124.21 USD Bank account: J.P. MORGAN CHASE BANK, N.A. Checking x3372</p> <p>\$4,124</p>	<p>Invoice : 2014030615008 Description: Instructor Training Program Amount: 4500.00 (USD) Payment Method: Visa Type: Authorization and Capture</p> <p>\$4,500</p>	<p>Merchant: ATTRACTION METHODS (852510) Date/Time: 29-Apr-2015 17:10:03 PDT</p> <p>Invoice: 20140420170912 Description: 1 on 1 Training Miami - Balance Amount: 3456.00 (USD)</p> <p>\$3,456</p>
<p>Transfer amount: 5000.00 USD Transfer fee: +5.00 USD Promotion(promo code): 0.00 USD Total: 5005.00 USD</p> <p>Transfer amount: 5000.00 USD Total to receiver: 5000.00 USD</p> <p>\$5,000</p>	<p>\$28,040</p>	<p>\$3,456</p>
<p>service@paypal.com You asked us to transfer \$4,754.69 USD from PayPal to your bank account processing it now. It usually takes 3-4 business days for transfers like this, you should see the money in your bank account by Nov 15, 2013.</p> <p>Here are the details:</p> <p>Total amount transferred: \$4,754.69 USD Bank account: J.P. MORGAN CHASE BANK, N.A. Check</p> <p>\$4,754</p>	<p>Invoice : 2014030080115 Description: 3 Day Workshop - Balance Amount: 2503.00 (USD) Payment Method: Visa Type: Authorization and Capture</p> <p>\$2,503</p>	<p>Invoice : 20140403154318 Description: 1 on 1 Training Amount: 4900.00 (USD) Payment Method: Visa Type: Authorization and Capture</p> <p>\$4,900</p>
<p>Total amount transferred: \$2,323.30 USD Bank account: J.P. MORGAN CHASE BANK, N.A. Check</p> <p>\$2,323</p>	<p>\$5,000</p>	<p>\$6,200</p>
<p>DEPOSITS AND ADJUSTIONS</p> <p>\$8,031</p>	<p>\$10,368</p>	<p>\$61,177</p>
<p>08422 CCD ID: 5921267933 8.00 08422 CCD ID: 5921267933 59.93 08422 CCD ID: 5921267933 617.93</p> <p>\$16,348</p>	<p>\$60,292</p>	<p>\$6,675</p>

YOU CAN NEVER HAVE ENOUGH PROOF

Show ads on social media or have them join your social media. Then advertise to them, invite them so you become omnipresent and top of mind. I make sure I exist everywhere; people can find me, people can feel good when they find me. They have confidence in me. This is why I always first build the authority pages.






Here is one tip if you have no money for advertising. I did this and it made me a

lot of money. I created a couple of products and gave them to internet marketers. I told them they could sell them and keep all the money. Most marketers are not good at creating products but they are good at promoting and usually have big affiliate and JV connections. Now, these marketers were marketing me to millions of people and talking about how amazing I am. Now, even if I did not make any money from sales of these products, I also did not spend any money promoting myself. And I gained instant authority when hundreds of blogs and other marketers were praising my skills.

People who purchased these products came to my website to buy the advanced courses and high-end training from me. So in order for this approach to work, you need a product that is really good quality and not just some boring content. People must benefit from the content and feel they want more and you must have some advanced or high-end product/service to sell them.

GOTHAM CLUB BLOG HOW TO MEET WOMEN ▼ COURSES 📦 FREE GIFT OF THE WEEK

MEET OUR EXPERTS

- 
Craig Miller
Went from "clueless" with women to starting Gotham Club
- 
Glenn Pearce
Stylish and laid back, Glenn is a hugely in demand expert
- 
Magic Leone
Learned dating from scratch. Unapologetically honest and straightforward.
- 
David Dupree
Smooth and strategic, David is a master of charisma
- 
Monika Knapp
A neuroscientist who specializes in

NEW FREE TOOL MAKES HER FALL IN LOVE WITH YOU?
Click Here to Claim Your Free Tool

5 Little-Known Secrets to Make a **SYMBOL OF AUTHORITY**

Here is one of the marketers with whom I shared this arrangement:

gothamclub.com

2. **Collecting Leads through an Opt-in Page:** I will be honest and tell you that collecting opt-in is redundant in this type of funnel. Ideally, you should send your traffic directly to your first sales offer. It gets you a much higher return. I have tested this in various industries and sent them directly to the sales page women every single time. However, there will be times when this is not possible.

My previous business involved giving seduction lessons to men. The sales pages had extremely provocative and adult content. Most advertisers were not okay sending traffic to an adult page like that. I tried PG-13 versions but they did not convert well. So I added this extra step to collect leads using a Facebook-friendly page and then exposed them to my adult content. In all my tests, adding this page converted better than sending traffic directly to a PG-13 page.

Another advantage of having opt-in is that it warms up your leads. So if you are running ads and these people have never heard of you before, they may be a bit hesitant to invest in you and follow your teachings. This is a great opportunity to give them a guide or a demo or a taste of your service to warm them up to you. This way they will be more willing, ready and open to your offer.


I would recommend you test sending traffic directly to your sales page vs. adding an opt-in. I think sending traffic to a sales page will probably do better for you.

After that, I take them to my opt-in page. It's a simple opt-in page. All I want is to get their emails; that way I can put them in my funnel and then I can sell them. You don't have to do anything fancy. You can take them anyway. I've tried many different things. I've had a simple landing page with nothing but a signup

form. I've had landing pages where I've given them some information for free, some products for free. They all can work very well. It's just up to you how you want to lead them in. It's a very big deal.

I have found a simple page with image background, little text and a signup button usually converts best but always test this. Test different background images, different button colors etc. Many times my ad conversion improved simply by using a different background image or button color. At times the image I thought would bomb did the best.

This is one reason why I hire different people to create ads for me. I feel most of us are limited to what has worked for us in the past. Our most creative thinking revolves around our positive experiences. A person with a different experience than us can often bring life to our campaigns by doing something small we did not think of and it can make all the difference in the world.

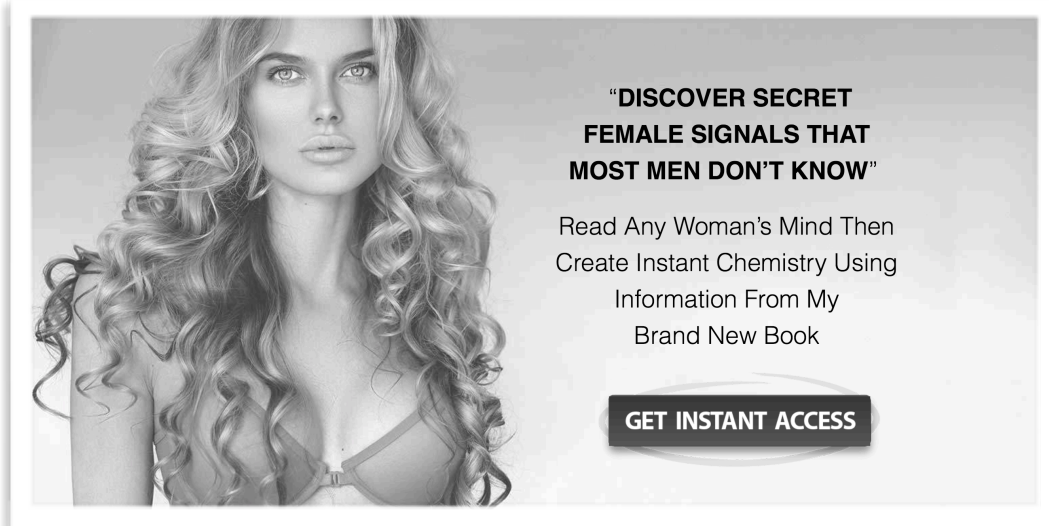
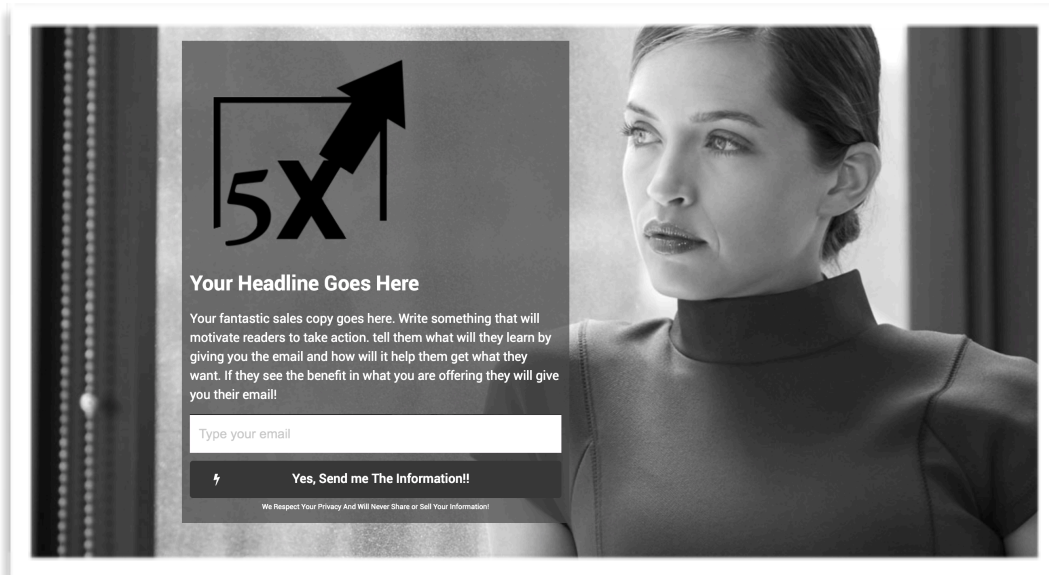


BE HER DESIRE

Test drive my 3 simple tips! You will instantly transform into a man that is popular at work, social events and even liked by women. I am sharing these with you because I know they work and you will come back to me to learn more. This is a win for both.

YES, SEND ME YOUR MOVES

We respect your privacy and will never share your information. You can cancel anytime you like.

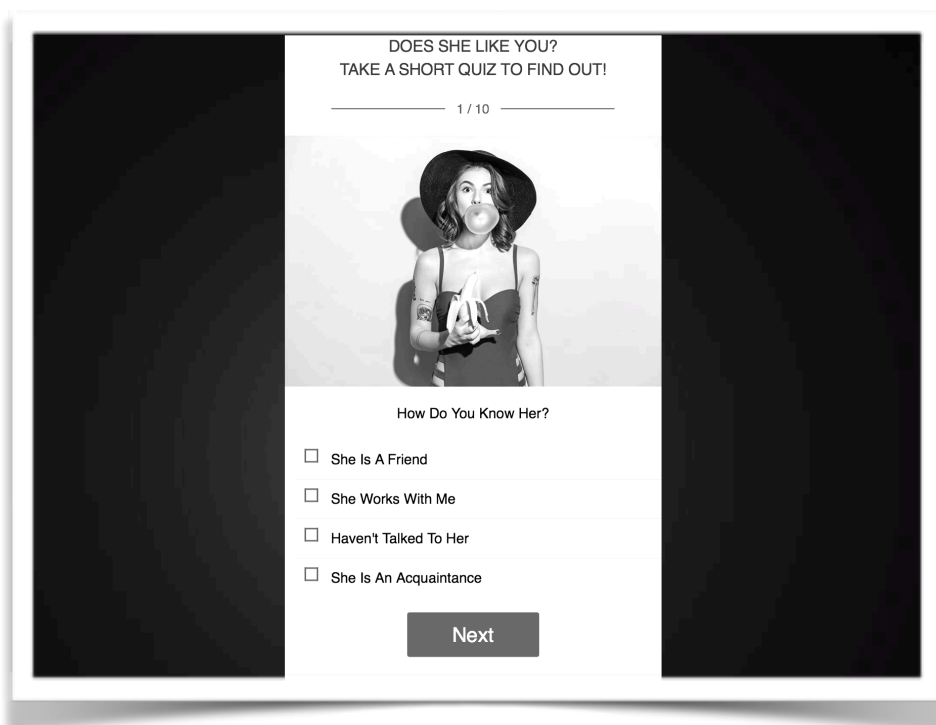


SIMPLE PAGES ALWAYS
CONVERT BETTER BUT MAKE
SURE TO TEST THEM FOR YOUR
INDUSTRY. BETTER SEE WHAT
YOUR COMPETITOR IS USING &
TEST SOMETHING SIMILAR.

You can download these landing page templates for free
from my website GO5X.COM

One other thing that really dropped my ad cost, increased my conversion and made me tons of money was when I started using a quiz to capture leads. I paid someone to create a quiz plugin for me. This is not just some personality quiz. This quiz can be customized to give unique responses to the choices of your audience. So if you user chooses an apple over banana I can program an answer for apple eaters.

At the end of the quiz, I can tell them that an apple is the best fruit to eat and here is a 10% coupon to buy an apple from me or that bananas are better to eat this season and I want to offer them a 10% discount to try a banana. This level of customization increases sales because now I am giving content and offers that are relevant to the choices they make and not generic. This helps both parties; your user gets what they really need and you get sales Here is an example of the love quiz I was using in my dating website:



You can download this quiz plugin for free from my website GO5X.COM

GIVE THIS A TRY
YOU'LL THANK ME!!

3. **1st Sales Offer:** Once they give me their email, as soon as they have filled out their opt-in form, I instantly redirect them to my first sales page. This is where I'm selling them an information product. Right now, I'm not selling them a big product. I'm just selling them one product because I want them in. I have tested the product from 17 dollars to 97 dollars, and they all convert the same. It all depends on what kind of product you have, what kind of offer you have. If your offer justifies 97 dollars, people will pay you.

Here's the thing, up to 100, 150 dollars, people don't think that much of it. It's not that big of a deal. If somebody loses 100 dollars, they're not going to go broke. It's not going to be the end of their life. If the sales page is good, if people have seen their authority pages, they believe in you, they see other people are buying or investing in you, they usually care, and they will happily pay you 100 bucks.

The reason I think it's also a good opportunity to charge more money here is because all the money you're making here will help you buy more traffic and get more sales. By the end of this funnel, it'll make sense why I'm talking about this. As soon as they fill out the opt-in page, I bring them to the sales page. If they buy, I take them to the next upsell. If they don't buy, I take them to my email list. I take them to the list of people who didn't buy the product. I keep emailing them until they buy. As soon as they buy, once again they're exposed to my upsell.

If they don't make a purchase you add them to your email list and then market them until they make the first purchase. Depending on your business model, you could also offer a free trial to get their phone number. I did this for my sister's fitness website. We ran a campaign where we offered a free trial, collected their phone number then sold high-end packages over the phone. She

was selling a \$1500-a-year package to wealthy people in India and, even though this does not sound like a high-end offer, it is a lot of money for the Indian market. She was selling about 13 packages a month, which was really not bad at all. Here is a screenshot of the offer:



**TRIALS WILL RESULT IN HIGHER CANCELLATIONS
BUT ALSO HIGHER SALES**

4. **Multiple Upsells:** I usually have about five or seven upsells. You can have as many upsells as you want and as high as you want. I think my most expensive upsell is 297 dollars. My lowest rate and my lowest upsell is 47 dollars. I basically have seven upsells. I sell them for about 808–905 dollars or so. On average, my customer value is about 430 dollars.

When people are in buying mode, they will buy a lot. So offer them as much as you can at this point. Just make sure that the offers complement each other. Each offer should be complete in itself, meaning if people buy your main offer it

Now that they know how to seduce a woman, they can now learn how to make her their committed girlfriend or wife and how to manage their relationship with her. Therefore, the next upsell is “Relationship Blueprint”. They don’t need this for the original offer to work but it complements it. Then the next upsell is where I teach them how to build a lifestyle so they meet women naturally and organically as opposed to going to a bar; then there are phone coaching sessions and so on.

For my sister’s fitness site, we had an original offer to lose weight for lazy people followed by a daily meal plan, daily private workout Skype sessions and a 30-day weight loss challenge program.

Just make sure each offer is complete on its own, it is offering something different than the previous offer, but at the same time they are complementing each other.

5. **Product Delivery:** This is probably the simplest step of your funnel. At this stage, you deliver the products/services. As a rule, always deliver more than you promise. I always send some unannounced bonuses, followed by personal email follow-up. I send them multiple emails to go through the course and take action; I even send them some lessons.

About 10 days into the course, I send them an email saying I have a reputation for bringing success to my clients. If they worked with me in person I could bring them overnight success, but since they are not with me in person the next best thing I can do to help them succeed is offer them A FREE product for their next level problem or give them a free phone call with a coach. This accomplishes 3 things: 1st it plants the idea that people succeed when they learn

from me in person. As part of my email, I send them a link to see the success stories so they know I am not bullshitting. 2nd they get a free product from me, which reduces the refund rate and strengthens the relationship. 3rd when they get on the phone and speak with me or a coach about their situation, they get convinced they need to work with us in person to get fast results.

6. **1st High-End Offer:** When it comes to selling high-end products between \$2000 and 5000, I find nothing converts better than phone closing. I have runs various tests and phone conversions always win. However, I also find there is a specific formula that beats every other high-end conversion funnel.

This comes from a high benefit low-commitment funnel.

What I have discovered is that if you offer high benefits to clients and make the entry point easy it converts the best. This does not mean you have to sell for less, it simply means you need to make the entry point low.

For my \$3,555 workshop, I have a sales page. On this page, I list all the benefits of taking a personal coach with me. I even tell them the price of \$3,555 for training. Then I invite them to schedule a free phone call with me for a \$97 refundable deposit. This makes it easy and risk-free for the client to take the next step. Instead of committing to \$3,555 they get to take the next step risk-free with a minimum risk of \$97. This gives them an opportunity to speak with me and feel more confident in their decision to invest with me.

But here is the beauty of this system. They have a few days between the payment and the phone call. They keep rereading the sales page during this time and the more they read the more they get convinced/excited about learning with

me.

They then have to fill in a phone consult form. On this form, they pretty much tell me what their issues are and what they want to learn and why they are contacting me. Did you see the sales page here? They are listing their problem, the solution they seek and why I am the right person to help them. They are convincing themselves that I am the right source for help. 99% of the time they will list on the form that they want to take a session with me. Then I just have to discuss the workshop over the phone and that's it.

Next, they get on the call. The good news is that, when you follow this model, you don't need to be good at phone selling; you don't need any call script. All the selling is already done. They are ready to pay. They just want to speak with you one last time before paying.

If you are worried about not being good at phone sales, you don't need to be. Trust me, I hate phone calls and I hate convincing anyone to give me their money. It feels like begging. I am a narcissist and will die before I beg. So if I can do it—trust me—anyone can do it. Just get on a couple of calls and you will love how easy it is to close people using this funnel.

And if for any reason you are stuck, get in touch and we will happily train you in closing on these types of phone calls. I lead them through the same steps again. I ask them what their problem is, what they are seeking, why they chose to call me, what it is about my approach they think will be helpful. I don't have to do anything; they reach the conclusion themselves that they need my help. Then all I have to do is discuss the program details and sign them up.

The idea is for them to speak with me and I will build a whole blueprint for you.

You can then take this blueprint and execute on your own or let me help you.

Frank Kern has a great sales page that accomplishes this. I am not sure if his intention was to create a low investment corridor for his users or not, but that is how I got out of it. I highly recommend you read this page and model after it. I have my own version of this page and it is one of the best-converting pages for high-end products, services, and workshops. (Note: Please never copy anybody's work. You can get in legal trouble and it is also bad karma. What I usually do when I model after someone is study the underlying principles and flow of their work then create my version of it.) You can read his page here:

**Would You Like Me To Personally
Double, Triple, or Even
Quadruple Your Business
...For **Free**?**

From The Desk Of Frank Kern
La Jolla, Ca.
March 2013

Dear Friend,

I'm looking for a "dream" client that I **can bring in massive windfalls for.**

If you're that client, **I will personally work with you one-on-one in your business to help you double, triple, or maybe even quadruple your revenue for the next 12 months.**

You Pay Nothing Out Of Pocket, Ever.

Here's why.

Link to read the page: <http://swiped.co/file/consulting-sales-letter-from-frank-kern/>

Here is a simple appointment form I make them fill, I have tried various versions, this converts the best for me:

7. **Low-End Offer:** Let's just say, if people have bought my digital product, and then I added them to the coaching funnel, and they say, "No," to coaching, then I

PLEASE SCHEDULE A TIME FOR OUR PHONE CALL BY FILLING THE FORM BELOW:

1. Service 2. Time 3. Details 4. Done

You selected a booking for FREE Phone Consult with Magic at 11:00 am on September 6, 2018.
Please provide your details in the form below to proceed with booking.

Name Phone Email

Age

What Is Your Biggest Problem?

What Would You Like To Accomplish On This Call?

TALK ABOUT THIS ON THE CALL & YOU WILL HAVE A SALE EVERY SINGLE TIME!

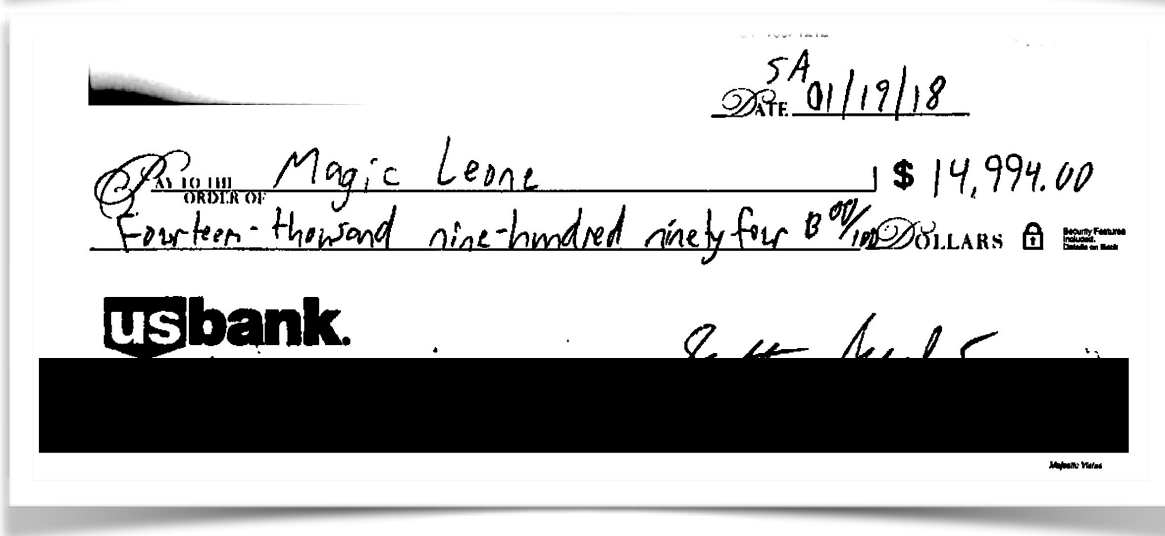
add them to my downgrade coaching version, which is an online coaching. They get Skype sessions with me. They can learn from wherever they are.

Sometimes people are far away and they cannot travel. There's somebody sitting in China. They cannot fly to the US to take a session with me. Some people just don't have that kind of money to take your high-ticket items.

For them, I offer a low-class coaching. Once they take that coaching, I add them to my coaching package, or my upsell package, again, depending on once I sense where they are. If they cannot afford that either, I just add them to the affiliate program so I can sell them more.

If someone does not buy my workshop, they are added to an automation list where they get a series of emails to convert them to low-end training. I make clients take a survey on why they refused the training; then, based on their responses, they get an email specific to their situation. I am a firm believer in personal customization. This series has converted about 28% of naysayers for me

into, "Yay, sell me please." I use the same quiz plugin and present it as a survey.



If they still refuse to buy, I add them to a new list where I promote them affiliate offers and if they end up buying the training they move up to the next upsell.

8. High-End Upsell 1:

This next upsell is in-person upsell. This is where, basically, I remind them, "Look. I only have so much time with you. I can only teach you so many things, but there is a lot of stuff that you're going to be missing out on. I'm still going to give you the best. Whatever I'm going to give you, it's really going to help you. There is so much more you can learn from me." I tell them how other people are doing taking my next upsell, and they're learning all of that stuff. I will also give

them a little taste of what they can learn from the next upsell.

Now they feel like, "Okay. I'm learning all this from him. Whatever I'm learning is really helping me. It's improving me."

Make sure whatever you're giving them, your product is A-class. You're also telling them, "I wish I could have given you more. There are all these things that I can think would be really helpful for you, but, unfortunately, we only have so much time." I'm telling them there are other people who are taking that program and they're actually getting the benefit from that. I'm saying all these things in the form of storytelling.

It's not a sales pitch. I don't sit down and say, "Hey. You need to do A, B, and C. If you do this... Here is my next program. I'm going to take you there." No. As I'm teaching them, I'm saying, "Oh, this is great. I should teach you something. I usually don't teach in this program. I only teach it in my year-long program. Since you are here and I think that's your issue, I'm going to give you a little bit of this." I teach them a little bit of something that's actually not on this program. I'm giving it to them only because they need it.

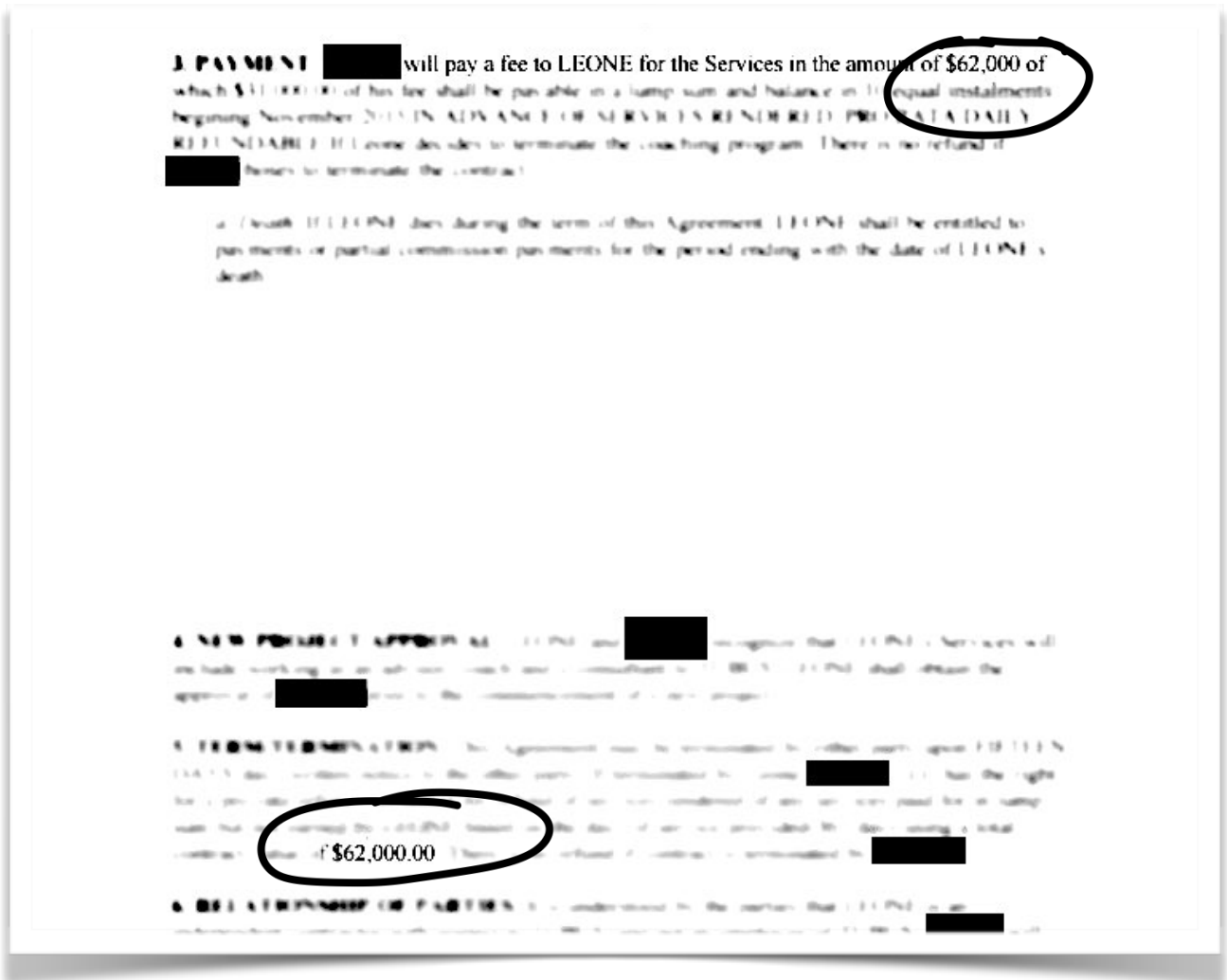
They will feel appreciative that you're giving them this extra information, you're not holding back. You're not saying, "Ah, you need this, but I'm not going to give it to you because it's only for another program."

Then people would get pissed off because they would feel, "Hey. I paid you. Why are you not teaching me?" I'm still giving it to them, but now they're beginning to think, *What else is there that I'm missing?* I look for the right opportunity to inject this. I also tell them what they need to do, what others are learning and how much more they could be learning.

I tell them the stories from my other client who's part of my program and even a few weeks back they were doing X, Y, Z with their similar situation. This person did so well. I also talk about how friendship and camaraderie and long-term relationship happens with those people who are part of my next program. All these things give them enough motivation to say, "Wow. I should go to this next program. I should take that too." That's how you do this next upsell. You actually do it in person.

These are the triggers you use for that. You just tell them there is a lot more that they cannot get in this little time with you. Other people are doing that. Other people are benefiting from that. You explain these things in the form of stories. You talk about success stories that others are getting. You talk about how they are getting closer. They have more personal access to you than people who do this one-time program with you. These six things are usually enough to motivate them to take the next upsell. Before the workshop ends, they themselves will ask you how they can sign up for that.

9. High-End Upsell 2:



Once they do the second program I upgrade them to one more program. By this time I know the person very well. This time I can make another customized upsell for them. I usually look at what their net worth is, how much they can afford to pay me. Based on that, I decide. I do one of two things. Either I will sell them the same program one more time by saying, "This was great, but I think you need one more year of this. I think one more year and you will be where you want to be." I can repeat the same package I've sold them before.

I know they can afford it because they already paid that. If I know for sure that they can pay me more I will try to add something extra. I usually add some business at this point. I know business opportunities are something people

always want to invest in. They feel that will help them make more money. When people feel they can make more money, they don't mind spending. It's always good to take a business angle.

I will create a special program. For this one I will sell them anywhere between 15,000 and 25,000 dollars again, depending. I've actually even sold up to 45,000 dollars. It all really depends. Once they take the second package I know I've sold them everything I can. I add them to a list, which is my affiliate list. Now they're going to get emails, so I can sell them more affiliate products.

This is also where I pitch my \$100–200,000-a-year training package. This of course only works when I know my client is a millionaire and can afford it. No one else can pay you no matter how tempting your offer is. For this to work I usually combine lifestyle, personalization, and business together, meaning I tell them how I can help them build a better lifestyle and bring them into my inner circle where they will have access to few selected players of the game and they will be able to participate with me in special events.

People at this level are looking for exclusiveness, which is a big trigger for them to take action. I tell them stories about what happens inside the group and how it is limited to a few selected people etc. I then offer them special custom products/services tailored to their needs and finally I add some business/income opportunities for them to jump aboard. I have done this in the dating, fitness and consulting industries with success.

One thing to keep in mind is that contracts on these levels work differently. No one will write you a check for \$100 or 200K up front. Oftentimes the deals will include them paying a sum in advance and remaining on a monthly basis. I have received payment in terms of gifts, meaning they will gift you some money as

opposed to paying for your service. I have had clients pay for property, cars and even hand me stocks. This is a whole different level and it is not about credit cards anymore. This is big money and tax advisors and lawyers usually get involved at this level.

10. **Promoting Affiliate Offer:** Once I have sold all I can, I add them to my affiliate list. Similarly, if customers stop buying my offers at any point they are moved to this list and presented with affiliate offers. Any money I make here goes into buying more traffic or hiring experts to do more work for me.

I have a second option here to retarget them and message them via email and FB ads. In this retargeting, I show them that others are participating and getting results and that this program can work for them as well.

Big Money Funnel (BMF)

Funnel # 2

This is another funnel I use. This is a much simpler funnel and is great for charging big money to your clients from the beginning. This funnel works best for your existing leads. The big trigger that makes people want to pay big money and buy your product or service is the promise that you will give them products or services that will transform them into an expert who can make money of them.

These people are not necessarily looking to make money from your product, but they are looking for mastery. This pitch assures them that they can be masters. For example, you could pitch that you will teach them the insider secrets that only coaches know; having this knowledge, they will be able to create fitness plans for various types of clients. If a woman wants to lose 10 pounds in 4 weeks for her wedding you will be able to create a plan just for her. If a guy wants to bulk up in 6 weeks you will be able to create a plan that will make it happen for his body type.

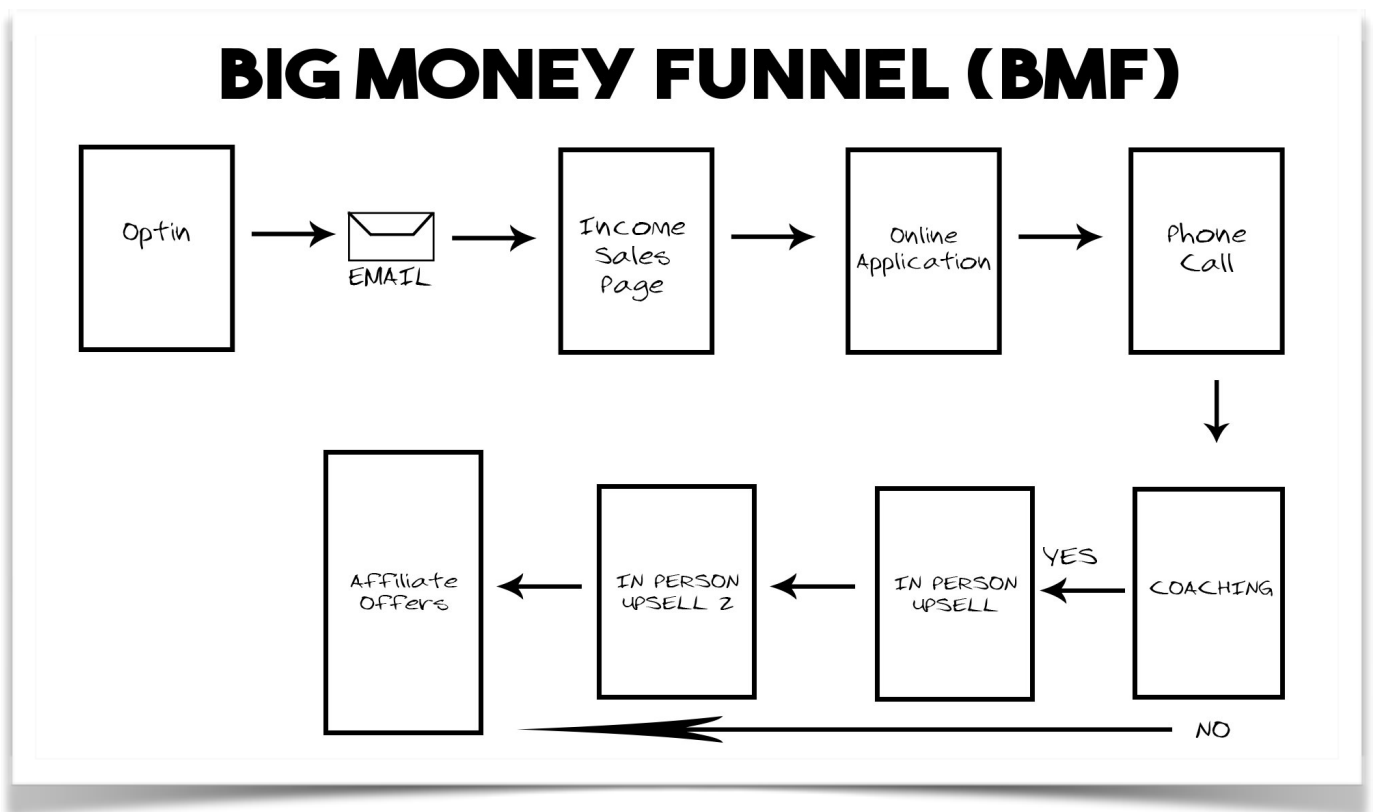
What I have found is that there are 2 groups of people who take this program. One group just wants mastery and does not want to invest in halfhearted programs. Believe it or not, deep down that is what almost everyone wants. Of course, the second group would like to make an income from this skill.

I started this program in March 2013. I truly wanted to hire some coaches for my company, but I did not want to give free training if they did not want to continue. 99% of people who took this training had no interest in making a business out of it. They just wanted the mastery and they quit as soon as they started getting great results or learned the inside secrets.

The way these funnel works is that you get clients to your sales page. It discusses the program, has the usual sales page features but focuses on the career aspect of it. Then they fill in an application form where they tell you if they can take the program, whether they can pay right away etc. And then you get them on the phone and close.

I started this program by charging \$7,500, followed by 14,999, 18,000 25,000 and 48,000.

The good thing about this funnel is that you already know who has the money and the willingness to pay and can start right away, as you will see below:



Step 1: Career:

Have a sales page that shows other people who have started a business after learning from you. This is a snapshot from my dating business where I show them proof that my clients are making a good living after learning the inside secrets from

me.

Did you know many of my clients went out to start their own dating coach business?

Meet Chris Luna one of the leading dating coach's in New York who has been interviewed by numerous TV and News papers all over the world including Cosmo, New York Times, Fox News and the list goes on. I trained Chris in Los Angeles and 2 days after the training he slept with a Playmate he met at Playboy Mansion.

He then went a head and started his own dating company under the name craft of Charisma:

This is his company



this is him talking about me almost 7 years back:



Here is another client of mine who came to a workshop and ended up starting his company called: Trip Advice

Here is his website:



From my tests, showing your clients as business people converts best, followed by showing your own income stats, followed by industry numbers. If you don't have clients who are making money after learning from you, share your earning shots if you make good money. If you don't have that, then try to share stats for your industry.

This funnel also works great for the service industry and consultants. You just need to show the results you have achieved for your other clients.

Step 2: Application Form:

Next, I make them fill in an application form as you will see on the next page:

Part 1

QUESTIONS

RESPONSES

VIP Training For Attraction Methods

Before you fill the application, please make sure you have read every word of the letter above. Answer all questions below in as much detail as possible and with complete honesty. There is no right or wrong answer. I want to have a good idea of what you are capable of. We are looking for a superhero, I just want to make sure that I will be able to bring you results and not waste your time and money.

Name *

Short answer text

Age *

Short answer text

Ethnicity *

Short answer text

Height *

Short answer text

Education *

Short answer text

Current Profession *

Please give details of your job description, length of time in position, and specialized training you have completed.

Long answer text

Does your present job give you satisfaction? Why or why not. *

Long answer text

Part 2

How would you describe your personality? *

Long answer text

How would you describe your social life? *

Long answer text

What are you most passionate about in life? *

Long answer text

What are you most passionate about in your career? *

Long answer text

Tell me about your present dating life? *

Hurdles you are facing and the end goal you plan to accomplish

Long answer text

Have you taken training from another coach and company? *

Name of company, instructor, what results have you experienced since then and why are you not working with them.

Long answer text

How did you hear about Attraction Methods? *

Long answer text

Why do you want to train with us? *

Long answer text

Part 3

Why do you want to work with Attraction Methods? *

Long answer text

What is one quality you possess that you are proud of? *

Long answer text

What is one quality that you find is a major challenge for you? *

Long answer text

If selected will you be able to pay \$24,999 to go through the six month long intensive program? *

Short answer text

How many weekends a month can you spare for travelling? *

Long answer text

How would you rate your writing skills? *

Long answer text

How would you rate your public speaking/presentation skills? *

Long answer text

Do you have any experience with simple video editing? Would you be willing to learn? *

Long answer text

How many hours a week can you presently devote? *

Long answer text

Part 4

If selected can you start right away? *

Short answer text

What is the best time, email and phone number to reach you? *

Long answer text

What we are looking for is the responses where they say yes or ask for a payment plan and tell you how soon they can start. People who say, "Right away," are the first ones I make a call to. I only take 2 people at a time and it is usually enough to get them in. I send a sorry message to the ones I do not accept and add them to my future wait list. I tell them the program will open again in 6 months and hopefully they can be better prepared.

If selected will you be able to pay \$24,999 to go through the six month long intensive program?

28 responses

Yes (4)

good
good

yes (2)

If it involves a career, and traveling with the Attraction Methods crew, and getting paid. Certainly.

good

No but I'll pay it off overtime

(OK PAYMENT PLAN)

If you are not willing to put an initial investment in me then that communicates that you do not think I will be asset to you in the future.

(LOW ENDOFFER)

If selected can you start right away?

28 responses

Immediately.

right away

Soon.

In 2 weeks, I am currently in India for vacation and would be back in New York by 12th March

Immediately

As soon as we can work out our schedules.

ASAP

Immediately

ALL
GOOD
LEADS
CALL THEM
&
CLOSE

Step 3: Phone Call:

Next, you get on the phone and it is the easiest close ever. I run this funnel twice a year and from time to time when someone asks me for a higher-end personalized coaching. Make this funnel part of your income blueprint and you will make a lot of money.

Assignment:

Your assignment here is as follows:

1. Describe the big money offer you have to sell to your clients. If you don't, how can you create a big money offer? Usually, big money offers work when you train them in something or provide a service for them. So what can you create that people will be willing to pay you big money for?
2. What is your big money upsell 1 and 2?
3. How can you create authority? Run a Facebook page likes campaign; run Facebook post engagement campaigns to show a buy page. Create social media images of you that make you appear an authority in your field (if you new and have no following to show, no one will invite you to speak, create a meetup.com group or a group meet-up on Craigslist. Then take photos of you speaking to a crowd and you will look like an authority). Record client testimonials if possible. Take screenshots of your success story. Post photos of the personal results you have achieved for yourself. Have other people take photos of themselves consuming your products; give your products to other marketers for marketing and let them advertise you as an expert.
4. What will your sales funnel look like? Write down the steps.

5. Build your funnel pages.
6. What will be your traffic strategy? Use ads, Seo, YouTube, joint ventures, affiliate networks, and other marketers to send you traffic.
7. Now make money and send me an email telling me all about your success
8. If you get stuck and need help at any point, go to go5x.com and fill in the form. Someone from my team will help you.

Thanks so much for taking the time for this training. I hope you will benefit from this and make some money. I look forward to hearing your results and wish you every success!

-Magic Leone