

The Secret Formula For Converting buyers into Coaching Clients

Sean Mize,

Author of *Anyone Can Coach*

and

Top Author at *Ezinearticles.com*

The Secret Formula for Converting Buyers into Coaching Clients

From Sean Mize:

“I have personally converted Buyers into \$1000 Coaching Clients within 21 days . . . and you can too . . . read this report to find out how:”

About Sean Mize:


Author of Anyone Can Coach:

1.  **Anyone Can Coach** by Sean Mize (Mar 8, 2012)
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Here's the report:

The Secret Formula for Converting Buyers into Coaching Clients

From: Sean Mize:

Do you sell low ticket to build a buyers list, but your buyer's list isn't converting to . . . higher ticket buyers?

Are you frustrated with doing launch after launch, only to find that the only thing buyers will buy is . . . more low ticket ?

Did you start out by selling because they added fast revenue to your non-buyer list, but now you almost regret it because you have started a never-ending cycle of people buying low ticket, and ONLY buying more low ticket products, instead of buying at higher prices?

Does it make you angry - or even confused - when you find out that one of your Buyers paid \$1000, \$2,000 or even \$5,000 to someone ELSE for THEIR coaching - but refuse to invest more with you - who have OVERDELIVERED and PROVEN you can help them?

If so, you're not alone.

In fact, I believe that almost ALL sellers of low ticket products are losing sales, losing money, and some of them are even going OUT OF BUSINESS -

not for lack of buyers on their list — but because those buyers aren't upgrading to higher ticket sales the way the models say they should.

In fact perhaps pre- launches in YOUR business, you found that you can take entry level buyers on your own site, and easily move them through a funnel that leads to a higher ticket sale.

But now that you are getting MORE buyers and MORE sales, you have found that your buyer list is LESS responsive than before, and it will ONLY buy low ticket.

The same thing happened to me -

I'll tell you what happened to me - then I'll tell you what I did to not only get OUT of the poor monetization trap - but I'll also tell you what I did to make major money from buyers -

First - you may not know me, so if it's okay with you, I'll introduce myself.

My name is Sean Mize, and from the perspective of the big-time marketers, I don't really exist. I guess you could say I'm the undercover - undercover marketer.

Here's why:

I don't tend to advertise in the typical places.

I don't tend to do the typical big product launches.

And I don't tend to do JVs, affiliate promotions, or any of the other things that create big time notoriety.

When I got started - I kind of stumbled into success (although, deep inside, if you get to know me better, you find out that I personally believe my success has been guided by a higher power - but more about that if you choose to get to know me better)

I got started online in January of 2006, and followed the typical pattern.

I bought Marlon Sanders' "The Formula That Sells Like Crazy". I listened to many, if not all, of Harris Fellman and Tellman Knudson's initial teleseminar series that propelled them to internet marketing success. And I studied Mike Filsaime because I related to him - my background is sales, my education is mathematical economics and statistics.

By August of 2006, I had tried about every tactic newbie marketers' try. And found that most just don't work.

And that the methods the gurus were TEACHING were only a small part of what they were DOING.

And that I was not only determined to become a success online, but that I would do it on my own terms, in a way that was duplicatable so that I could teach it.

And I found article marketing. That's right, I found article marketing. And I did article marketing. At a level no one else was doing it. Not Jason Nyback (by the way, his Snowball training is some of the best training in the WORLD on article marketing and related traffic gen . . .) Not Jeff Herring (who is a master at making connections and sales).

While others were teaching article marketing and trying different things - I was writing articles.

Between August 2006 and June 2007 (about 10 months) I personally wrote about 1,500 articles. In February of 2007, I hired my first outsourced article writers, and went on to hire over 50 writers, almost all in India or the Phillipines.

5 years later, I had over 25,000 articles on ezinearticles:





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Sean R Mize

 ★ Platinum Level Expert Author

Joined EzineArticles on Mar 2, 2006 

Published Articles:	25,180
Article Views:	3,000,053
Article Comments:	116
Article Niches:	107
Achievements:	  

About Sean R Mize

During those 5 years, as I was building high levels of highly - monetized traffic (my average article - generated subscriber generated around \$50 in revenue per subscriber), I learned to sell high ticket coaching - \$2,000 - \$10,000 per client.

This high ticket coaching allowed me to generate \$50 in revenue per subscriber.

I created a training program to teach OTHERS how to sell \$2,000 to \$10,000 coaching programs and sold it for \$2,000.

Then I wrote a book, *Anyone Can Coach*, where I revealed - to the general public - HOW I did it - how I sold - and how they could sell - \$10k coaching programs - and it's available at Barnes and Nobles, Books a Million, and of course, Amazon.

You can get it here if you want: [Anyone Can Coach](#)

All of that to say - I wasn't well known in the internet marketing circles because I didn't focus on the big trends and the powerful people (code:name: Goroos). I was simply

uber-focused on generating high-quality traffic and converting it to \$50 per subscriber or more.

And frankly, it was a lot of fun.

The money was good, the travel was great, and the system was incredible.

Then, as you know, a few years, article marketing as we knew it then, came crashing down. Google put the nix on traditional article marketing. Traffic counts came down. That high quality golden goose was sick. And dying.

And hey, don't get me wrong: articles still convert to dollars. And frankly, I STILL believe that content marketing - using articles and videos - is the FUTURE of getting traffic organically, for free, from google. But it's much more organic now, it's takes more of an integrated approach than just writing 25,000 and being number one on a list.

But I believe it's still the future. And it takes time. If you are already getting 1000's of visits from google - hey, build on it.

But for most marketers who don't want to work hard for a year or more to get google traffic - article marketing, content marketing, just doesn't cut it for profits TODAY not a year from now.

Anyhow, back to me.

My golden goose was dead.

Dead.

So I did what many others have done - I got into warrior special offers.

It was easy for me - because I had created over 35 products in the prior 5 years, I just took a few, pulled them out of my funnel, wrote quick and dirty sales letters - and presto, I had lots of buyers coming in.

And I was converting so well with offers that I found I could buy solo ads, sending the traffic to instead of to an offer on my list - and get a HIGHER conversion rate (presumably because of the credibility of the Warrior Forum)

But there was one problem - low ticket buyers just weren't converting to \$\$\$ the way article readers were.

So I had the traffic now - and the BUYERS - but no high ticket sales.

Sure, I could sell them repeat . Easy. buyers buy .

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But I couldn't keep up my standard of living by selling to buyers.

But I was determined.

I was determined to not hang up my hat and quit.

I really didn't want to go back to "work"

And as I saw marketer after marketer drop out of im niche marketing, I thought, I just don't want to.

"I'm going to find a way"

So I began a just-shy-of-one-year process of testing and determining WHAT 's buyers will buy and WHAT is takes to get them to buy at higher prices.

You see, I'd already perfected the model of selling high ticket (\$2,000 to \$10,000) coaching. I'd written the book on it (literally).

And somewhere deep inside I KNEW buyers would buy high ticket, if only I could crack the code to it.

You see, there is one thing I knew about buyers - and that is that they have NEEDS just like everyone else that buys - and I also knew that those needs were NOT being met by the low-ticket training they were buying.

Sure, they might have 200 hours of 's on their harddrive - but all that knowledge sitting on their computer wasn't converting into \$\$\$\$

So I decided to find out what it would take to get low ticket buyers to buy high ticket.

I tested different sales pages.

Teleseminars.

Webinars.

Different emails.

Different email combinations.

\$10k pricing.

\$1k pricing.

\$5k pricing.

\$2k pricing.

Training.

Products.

Coaching.

And what I discovered is that there is a very specific combination of emails, sales methods, pricing, and product type that buyers are very specifically attracted to and WILL PAY FOR.

I'll share the exact combination with you in a few moments.

But before I do, would it be okay if I asked you a couple questions?

- 1) Are you converting buyers into high ticket buyers at a rate you are happy with?
- 2) If not, what would change in your business if a percentage of low ticket buyers began to purchase \$1,000 + training from you?
- 3) What if they were buying it from an easy 21 day email campaign - that of course is automated - and a series of specially - ordered sales letters?

My guess is that things would change radically.

You see, because you KNOW how to sell - and you are good at it - you have access to a golden goose.

You see, one HUGE problem for most internet marketers is that they don't have enough traffic. You know, good buyer traffic.

No matter how good their product is, no matter how strong their sales letters and webinars are, if they don't have traffic, they don't have sales.

And sure, some people get really good at doing JVs to get traffic.

But let's face it, most marketers aren't very good at that either.

But YOU have something they don't - YOU have the ability - and the contacts - to make low ticket sales on command.

You ALREADY HAVE THE BUYER TRAFFIC.

So all you need is the formula.

And I'm going to give it to you now.

No strings attached. You don't pay for it. You don't buy it from me.

I'll give it to you.

So wait, you say, what is the catch?

There is none.

None.

What's in it for me?

Look, let's level with each other.

You know how it is.

You could GIVE AWAY ALL of your secrets - and still a percentage of people would want to work closely with YOU to help them implement that training.

To get the insider secrets.

To get exact copy.

To get exact emails that convert.

To get a peek at the exact sales letters that convert.

To get backend insider access to simple, time-saving secret methods.

So that's what I'm doing here.

I'm giving you my formula.

You use it, adjust it, test and tweak it for maximum results for your own buyers.

You'll know what works. And why (I'm even going to give you the psychology)

And most everyone who reads this already has the knowledge and the skills to implement everything I am going to teach you in this report.

But a small percentage of people - over achievers, perhaps, are going to say, "I want access to ALL the emails, to hours of deep insider, psychological training, step by step detailed instructions for each little step, instead of guessing the exact words that work."

That's what's in it for me.

Ready for the formula?

1) Important: it's important to convert these buyers to high ticket WITHIN 21 days. I have tested this every way and more - if they don't convert to high ticket within 21 days, it may be 6 months or more before they buy again. Which is fine. They actually convert WELL at 6-9 months to \$400 - \$1000 teleseminars and webinars.

BUT - in order for you to be able to invest the money to drive the traffic to get 1000s of buyers - you MUST be able to convert them to \$\$\$\$ within the first few weeks. So you can re-invest. Again and again.

And the key number is 21 days.

2) The pivotal profitable price point is \$1000. Not \$500. Not \$2,000. Not \$10,000. It is \$1,000. I've tested this repeatedly. \$1,000.

3) You CANNOT try to sell them the first few days. THEY DON'T BUY. It just turns them off. I know, I know, this goes against all "upsell" wisdom. Sure, you can make an extra few bucks a subs with fast upsells. But that doesn't usually lead to \$1,000 sales. Instead, that solidifies that you sell low ticket.

In order to make \$1,000 sales, you must shift their reality of you FROM \$7 - \$37 - \$97 and RE-ORIENT them and get them to BELIEVE you are WORTH MORE THAN \$1,000.

Repeat: your 1st goal the first 10 days is to get them to BELIEVE that you are worth MORE THAN \$1,000.

To do this, you MUST have a much-higher priced "comparison" offer. I like to use \$10k and \$2k as the comparisons. Why not just \$10k? Because it's not as believable as if you have a \$2k product as well.

NOTE: NO ONE needs to buy the \$2k or \$10k product. It's only there to create high-priced credibility.

4) You MUST build trust with them in the first 10 days. I use things like home work assignments, engagement videos, and deep-level instructional emails. Really dig into and replicate the expert-level credibility that happens in college or in a high-level training. You are conditioning them to believe that YOU are the expert - and when you do this correctly, they will make the subconscious decision to buy from YOU and ONLY you.

5) The \$1,000 training is positioned as a coaching program with access to you. This is easier than you might think. Right now you might be thinking, but I don't want to coach 1000 people. But what if I showed you a way you could coach 1000 people in one hour per week - and everyone would be happy?

You can do it.

There's one secret I'll reveal now (I probably shouldn't, but I'm committed to revealing more in this report than you have EVER known about high ticket automated upsells)

Here it is:

Only about 3% of the people in your coaching program will participate and ask questions. And if you do a live telephone conference call for your coaching access, the average question on takes about 2-3 minutes to answer. So even if you have 1000 people in your coaching program - only about 30 will have a question each week. And if you require they send those questions in via email BEFORE the call, you can easily answer 30 questions on the live call. Many questions are very quick, yes or no style questions. By the way, I KNOW this sounds unbelievable. I used to think that too, before I DID it. But it's reality.

Hey, what if the numbers weren't exactly the same for you? And you could only have 100 people on the phone for each call? And let's imagine each person was paying \$100 a month for access (that's about equivalent to selling an upfront payment of \$1000 when you think of monthly amortization) - you would have \$10k a month coming in for a one hour weekly call. And with only 100 clients - you could easily do 2 one hour calls per month - 2 hours a month - for \$10k per month monetization.

But please trust me when I say this: you can have 1000 clients and hold 3-4 one hour calls per month, be in total control, and have almost everyone happy.

And here's one more secret: if you have 1000 clients paying \$1000 a year - and a few of them are gripers, complainers, etc. - just fire them from your coaching. So what if you have 997 instead of 1000 at the end of the year?

And one more secret: \$1,000 coaching clients RARELY refund. Like less than .1%. That's right - that's not 1%, that 1/10 of 1%. Contrast that to \$1,000 training programs - 7%.

But there is only one difference between a \$1000 training program with 10 hours of audio and a \$1000 coaching program with 10 hours of audio plus weekly coaching access with you - a one hour group q and a conference call - otherwise called "coaching call"

That's it.

That's the formula.

That's what I do.

And all on autopilot.

Not clear on exactly what to do and how to do it?

Scroll back up and review the formula.

Write it out in a time line for what you would do in your business.

It's all there.

Perhaps right now you are thinking, "OK, I get it.

"I get the formula.

"I can see how it works.

"And it will be easy for me to implement.

"But I don't know where to start with creating a coaching program and delivering a coaching program."

If that's the case, I've put together a very special offer for my Coaching Program Home Study Course.

It's my own \$1,000 training program that teaches you EXACTLY how to create your own coaching program, how to deliver your coaching program, and how to easily integrate it with the rest of your info business -

If you want to read about my Coaching Program Home Study Course where you will learn exactly how to create your OWN coaching program and launch it all fast - in less than 30 days from start to finish, go here:

[Coaching Program Home Study Course](#)

By the way, if you dig into the psychology behind the secrets I highlighted in the formula, you realize that they are brilliant.

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And I'm not bragging.

I'm just telling it like it is.

Sean Mize



EzineArticles Expert Author Sean R Mize

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