Dear Savvy Entrepreneur,

I don’t know you, I have no idea who you are, and I have no idea how you got to this page. What I do know is that **you just landed on the most important page of your entire marketing mission**.

If you are looking to take your business growth to the next level in less than 14 days, *then read every single word of this letter as if your life depends on it*…**because it does.**

Over the last few weeks, I've been getting a lot of questions from people wanting to know how to sell high ticket over the phone. So I put this 2 part **6 Figure Business Plan** together.

This business plan alone can be worth millions to your business, if you apply it.

Most will think I’m crazy for giving this detailed information away for free…

Well for one, I am hardcore crazy about my beliefs… and I firmly believe in abundance, and creating massive value for everyone I meet, regardless if I do business with them or not.

Second, I am extremely passionate about helping coaches, consultants, influencers, and experts SUCCEED because I believe that you can change and impact more people by helping influencers spread their message to more people.

If one influencer can impact 100,000 people… and you help that 1 influencer…

**You just played a huge role in helping 100,000 people.**

*It’s a ripple effect.*

What I’m about to share with you, I’ve been using to successfully sell high ticket programs and services that cost $3,000-$100,000 since 2013.

I’m Michael Baptiste and I’m an entrepreneur responsible for creating multiple 4 and 5 figure days.

I’m responsible for my clients being able to go from struggling beginners, to 5 figure per month earners.

Responsible for my clients going from being desperate, struggling with income ceilings, lacking hope for the future, living in fear of going out of business, to closing their first 4 figure deals in a matter of 8 days.

Bottom line I know how to get results.

How does this help you?

I’m about to share with you the most powerful and lucrative marketing secrets to creating more high ticket sales, that can literally transform your life and business instantly.

If you take action on this information alone it can be worth millions to you.

So in this 2 Part **6 Figure Business Plan** I’m going to cover a few different topics.

Before I do, let me FULLY DISCLOSE – I did not learn this information by myself, this information was taught to me by past mentors and coaches.

70 -80% of the stuff I do, I learned from someone else. Some of the stuff I’ve learned from colleagues or clients who are ridiculously successful, making $2 million or $3 million a month or more with their coaching business (yes, its possible…

It might not be in your realm of what you think is possible, but it’s happening)... some I learned from reverse engineering other people’s processes when as they sold me on the phone, and some I learned through my own experience.

When you’re starting out, you’ll want to strictly stick to this process to a T.

Once you’ve gotten good at it, to the point of unconscious competence, then you can bend the rules, and even break the rules, and you’ll still make the sale.

There are 3 important things I’ll cover in part 1 of this business plan, and 3 more topics I’ll cover in part 2 of this plan… you’ll need both to really create your breakthrough.

1. **Why people buy high ticket offers & services**
2. **What needs to happen before you get on the phone**
3. **Roles you need to master First thing first is to understand that the big money is made by playing at the bigger levels.**

The way you do it is by selling premium priced offers & services to the higher end clientele.

The easiest way to do this is change what you’re selling, and who you’re selling it to.

There is an entire market out there of people who only want to spend top dollar on what they believe is the best thing money can buy.

All you have to do is find the people who want what you have, and package your offer to meet their desires.

In most cases what they spend money on, is not that much different from what the average buyer is spending money on.

Let me make this example a bit more vivid for you…

Let’s take a Rolls Royce, and a Toyota – both serve the same purpose.

*They are both vehicles…*

*They both get you from point A to point B…*

*They both use gas and oil in order to operate…*

*They both can seat between 4 – 5 people…*

*They both have windows, windsheilds, and rearview mirrors…*

*They both have engines, tires, and lights…*

When comparing them side by side, they both serve the same function of providing a secure method of transportation for the driver.

However in the marketplace one cost is low enough for any buyer to afford, while the other is 10X – 20X more premium, and designed for the ideal client to purchase.

They both are cars, they both get you from point A to point B, and they both can get you there safely.

So then why is there such a vast difference in the price from one to the other?

**\*PAY CLOSE ATTENTION HERE\***

Here’s where the rubber meets the road.

The real difference is ***the end result or transformation that the person who buys the car will experience***.

People buying either car are primarily focused on the end result, and that’s exactly what they are buying.

If you can digest this lesson you are learning the most important marketing breakthrough to take everything to the next level.

**Read On.**

You don’t buy a Rolls Royce because you care about the door handles, or the seatbelts, or the windshield.

You don’t buy because you can seat more people in the front or the back, and you don’t buy because you can save money on gas compared to buying a Toyota.

Here’s the real reason you buy Rolls Royce’s…

When you buy a Rolls Royce, you buy because you want to ***be seen as the King or Queen of the road***.

You want instant status and to feel like ***you are somebody to be known, and making you feel proud*** to cruise the streets.

So proud in fact, you’d feel like wearing a badge or some sort of honorary medal to show how important you are.

You buy a Rolls Royce because that’s your identity.

***You are elite, and everything that you do is top class.***

You don’t care how much something costs because it’s not about money to you, no, ***it’s about buying the best that money can buy because that’s your identity***.

You buy for the experience of driving ***the crème of the crop*** vehicle, and feeling like you’re floating on the road.

You buy because you love the stares and attention from everyone you ride past.

You buy because ***you’re instantly transformed from who you are now, to your ideal self***.

You buy because ***you’ll be more respected by the people around you***.

You buy because ***you'll have much more influence and power*** when you arrive at meetings or restaurants.

You buy because you automatically assume having the most expensive car means ***you have the best that money can buy***.

And you buy because ***you now have access to a network community of higher level people*** that will also be driving Rolls Royce’s, Lamborghini’s, and Ferrari’s making you an inside member of the secret elite.

*The transformation* you go through when buying a Rolls Royce VS a Toyota just doesn’t compare.

Did you know it takes the same amount of energy to sell a Rolls Royce as it does to sell a Toyota?

Did you know you can become the Rolls Royce of your market by making a simple shift in your marketing and customer avatar in order to command higher prices, more respect, and explosive demand?

**My point is to become the Rolls Royce!**

No matter what level you’re at, whether you’ve got a little experience, or if you’re in business and ready to take things to the next level – all you have to do is reposition.

By focusing on higher end clients *you’ll make more money, you’ll have more time freedom, you’ll make more impact, and you’ll move to the next level.*

The times of pushing $7 eBooks, and cheesy marketing funnels are slowly approaching the end, as buyers are willing to spend more money for a more customized and personal touch.

You should be excited, because this means you can sell people packages from $3,000 to $15,000 even up to $100,000 in a single shot.

If you’re currently at $5,000 a month and want to get to $10,000 or $25,000 per month then all you’d need is to sell 5 people on a package for $5,000 and you’ve instantly hit your goal.

Just focus on the reasons why people buy big ticket products and you’ll reach your goals.

I’ve broken down and simplified the reasons why ***people will buy high ticket products and services from you***:

**1.       Fast Results**

**2.       Identity**

**3.       Instant Status**

**4.       The Experience**

**5.       Access To You Or A Community**

Now that you understand why people buy and the science behind it, I want to talk about what needs to happen before you get on the phone with a prospect to sell them into your premium priced program.

In today’s world people aren’t just going to scroll onto a website, see a $3,000 buy button, click on it, and send you a lofty payday.

You’re going to have to get on the phone with people and close them into the final sale.

There are tons of ways to do this, and I’ll now share with you the most effective way.

There are different schools of thought on this.

Some people say, just get them on the phone, and then sell them on the phone… and then there are some people who make sure people are SUPER pre-qualified and they charge $100-$750 before they get on the phone with someone.

My approach falls somewhere in the middle.

I’ve tried talking to people who don’t know anything about me, and still sell them something… but that’s not my PREFERRED approach.

I think it’s inefficient.

Nowadays, my sales team or I ONLY talk to people if…

***You have a problem and you are ready, able, and willing to solve it NOW.***

***You already know, like, and trust me.***

Those are my 2 rules.

So it’s important that you KNOW me, before you talk to me.

Very important.

This can be achieved by them watching my webinar, 3-part video training online, reading a book I wrote, or reading this 2 part business plan.

When you create these materials, it’s also important to make sure that it communicates what your specialty is, what your core values are, who your ideal clients are and who they are not.

Always communicate your story, along with some of your best techniques, and teachings that you should give away for free.

There’s a very specific formula for doing this, but that should give you an idea of what your videos and educational material should contain.

Now moving on to the third and final piece of Part 1 of this 6 Figure Business Plan for selling big ticket clients.

I don’t see a lot of people really talking about this, but It’s important for you to master wearing different hats during the call.

If you want to have a high success rate, you can’t just be ‘the coach’... or ‘the closer’ during the call.

You have to be more…

The more hats you can wear during the call, the more chances you get to get through, help, and influence the person you are speaking with.

*Notice I don’t say sell?*

I think that if your goal is just to sell, then you will be missing out on A LOT of people.

On the other hand, if your goal is to **‘rock the world’** of whoever you are speaking with, then you’ll have more success, and the sale will naturally happen as a by-product of the value you provide to your prospect.

This ‘shift’ in how you approach your call makes the difference between you chasing the sale, and your prospects ‘closing themselves’ on whatever you’re offering.

Here are a few of my favorite mindsets, and roles...

1. **Confident Communicator.** You demonstrate absolute certainty and confidence in all your communications, and marketing materials.

2.**The Solution.** You possess the skills to solve their biggest problems, challenges, and frustrations. You make their lives better, and you always leave people better off than when you found them.

3. **Paradigm Shifter.** You create the space for others to grow with your guidance and presence.

4. **The Warrior.** You have the ability to coach your clients through their objections, and mental blocks, and you help them DESTROY their excuses and obstacles so they can get the results they’ve always wanted.

5.**The PROTECTOR.** You CARE for your clients, and are deeply invested in their success no matter what. You protect them from failure and mistakes at all cost.

6. **The Motivator.** You are excited for their life to change, and you always remind your clients WHY they are doing this in the first place. What are they trying to achieve, and what are they trying to avoid?

7.**The SHAPER OF DESTINY.** You have the power to give your clients the ‘greatest gift’ in this world.

You can help them achieve their goals, and become the best version of themselves.

You change the lives of everyone you meet.

These are a few of my favorite ones, and once you learn to master each of these in your call with your clients, you’ll quickly find yourself closing more sales calls and impacting more people through your big ticket programs.

This is just the tip of the iceberg in your successful **6 Figure Business Plan**.

In part 2 of this **6 Figure Business Plan** I’ll be getting into the nitty gritty of the entire process and how you’ll be able to transform your entire business in just a few simple steps without working harder.

I’m going to cover the A – Z process from start to finish, the skills and tools you’ll need to get the job done, the power of sub-communication, and as a bonus the 5 steps to 6 figures per month.

I’ll see you in Part 2 of this **“6 Figure Business Plan.”**

*Make the rest of your life, the best of your life.*  
*Michael****“Your New Business Coach”****Baptiste*

**P.S.** If you landed on this site from an email you recieved from me, the next email headline will say **"Piece #2 of 3 - The only 2 things that matter to you "**