

# HIGH TICKET FREEDOM

**THE MASTERGUIDE  
TO SECURE HIGH PAYING CLIENTS**

*And Create the Ultimate  
Lifestyle Business*



*Michael Baptiste*



**High Ticket Freedom: *The Masterguide to  
Secure High Paying Clients & Create The  
Ultimate Lifestyle Business***

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Ultimate Lifestyle Business*

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## **High Ticket Freedom**

*The masterguide to secure high paying clients,*

*and create your ultimate freedom lifestyle.*

### **Table Of Contents**

Introduction

Chapter 1: The Genesis of High Ticket

Chapter 2: Why High Ticket

Chapter 3: High Ticket Windfall

Chapter 4: The System Laid Out

Chapter 5: Give & Take On Automated Steroids

Chapter 6: The 1.79 Billion Dollar Per Month Secret

Chapter 7: The Selling Situation Shift

Chapter 8: Pedal To Metal

### **Bonus Articles & Blogs**

Myths About High Ticket Sales

How I made My First 1,000 Online

Six Steps To Freedom

Maximizing Your Power Circle

3 Ways To Create Programs For 25K Or Higher

5 Things You Must Do To Make FB Ads Work Even If You're New

What I Learned After Traveling To 5 Cities In 5 Weeks

How Mentors Saved My Life

Five Lessons I Learned After Producing Our First 5,000 Cases

## **INTRODUCTION**

Firstly, congratulations for picking up this highly valuable new age BIBLE for high ticket sales.

Not only have you invested your hard earned money in this book, but you have also invested your faith in the author to guide you onto the path to a lifestyle of freedom with the power of high ticket offers and services.

The author realizes that you're probably skeptical, and that's perfectly fine. You are recommended to be skeptical.

Primarily because the online marketing world is filled with people who don't deliver on what they say they will.

This is going to be a completely different experience, and unlike anything you've ever read before.

The authors goal in this book is to show you why you must get started selling your own high-ticket offers and services today, and to give you a thorough blueprint as to how you can do it, and what you can do to get started.

However, the author strives to be very clear on one important point.

High-ticket freedom is not about tactics. It's about strategies, mind-set, inspiration, travel, more time, and making an impact.

Tactics don't make millionaires and billionaires, strategy does.

There is a trend happening in this industry, and the old ways of marketing are slowly but surely dying as we speak—so it is the authors intention to expose you to the new, explosive way to build a business and secure more time and financial freedom for yourself and your family starting from the inside out.

Prepare to be introduced to a new world of marketing where people care about their customers and don't see them as ATM machines. Instead, they focus on delivering real results for their clients with very simple value based marketing systems.

In this masterguide we are going to guide you, push you (if necessary) to create a shift in your mindset and help you get started, or explode your business in the world of high-ticket sales. You will also be guided on how to develop new mental paradigms and principles where serving people (your customers and clients) comes first.

The author believes it's important for you to know that this book is not going to provide you overnight riches.

It's not going to change your entire life in a few days, either.

But what it will do is give you the insights and insider information that the author has learned after investing tens of thousands of dollars and more than six years of

studying, learning, applying, and now building a real businesses based around the power of high-ticket offers and services.

So, here's the deal: the author is going to personally reveal his exact step-by-step system that used to get 6-figure paying clients while he was studying in college and the system that he's used to train hundreds (if not thousands) of people around the world.

If you have ever wanted to work with those dream clients who were totally awesome, then you've come to the right place.

Not only is this book going to be your most powerful weapon in securing high-ticket clients, but the resources that you're getting along with this blueprint will help you get real-world results. The author has followed the K.I.S.S. principle throughout the book, meaning there has not been any useless and outdated strategies and techniques added to this masterguide.

There is no fluff, no hype, no BS, nothing to sell; only real and genuine value-based marketing techniques that you can master in a short period of time.

The secret: HIGH-TICKET CLIENTS.

In this book you'll learn:

1. Why selling high tickets make you an authority immediately.
2. How the author made his first high-ticket sale while he was in college (there's a surprise here that will transform your business).
3. The authors personal, PROVEN 5-step system that is used to consistently close high-ticket clients.
4. The 1.79 billion per month secret.
5. The selling situation shift.
6. How to put the pedal to the metal.

That is just a glimpse of what you're going to learn in this book. First, you're going to learn the exact process of selling high-ticket offers and services.

We'll cover how to transform your simple ideas into an automated high-ticket business system and put your client attraction on autopilot.

Second, we will cover one of the most important, and often overlooked, parts of this whole process: The fundamentals and the concepts that you need to make this system work for you.

Third, the author will reveal his proven 5 step system consistently used to close high-ticket clients.

In addition, the author will also be revealing the 1.79 billion per month secret to finding an unlimited amount of clients who want to work with you again and again.

Fourth, the author will be covering how to shift the selling situation for high-ticket offers and services.

This shift is the difference between the grinders and the ballers in the high-ticket world.

The author desires to reveal the best of the best secrets which he has personally invested tens of thousands of dollars, and years of intense study to learn.

This book is the new age bible when it comes to landing high-ticket clients, and a one-way pass to high-ticket freedom.

The author firmly believes if you follow the directions laid out in this book, then you can get real results, and change your life like so many others following this exact program have done.

Also, there is no theory or aimless pointers in this book.

He has done his best to keep it as valuable, real-world applicable, and fun as possible so you can gain the maximum amount of value out of it.

So without delaying this any further, welcome to high ticket freedom.

Now let's move forward into the authors story and go deeper into what got him here.

## MY STORY

“Every man must decide whether he will walk in the light of creative altruism or in the darkness of destructive selfishness.” ~Martin Luther King, Jr.

Before I tell you anything, I want to ask you something. What do you do when your dream dies?

Think about it. Do you quit? Do you try to find another way? Do you give up? Or do you hustle?

Well, let me tell you something.

A few years back, my dreams of becoming a superstar, first-round draft pick professional basketball player died.

I was left with two choices.

Either quit in life or face the reality and start afresh by doing something different.

What do you think I did?

I simply faced the reality, came to terms with it, and then created another dream.

It required a lot of courage and strength—however, I had a crystal-clear picture in my head about what I wanted.

And at the time it became crystal clear to me that I wanted to have money coming in, while spending my time doing other things.

I wanted FREEDOM, and I wanted to teach millions of people how to create freedom as well.

So one night I was at a party where I became super tired, pooped out of the party, and sat on the couch watching late-night infomercials.

After a few minutes, I found a late-night interview with an Internet marketer about how he was making millions in his twenties from the Internet.

I thought it was a scam, but had nothing else going for me so I decided to order, and hopefully this book would change my life.

With my last \$150, I spent close to \$50 on the book and package for this program.

Funny thing was, I didn't have a laptop, and I didn't even believe that one could make the Internet spit out money to them at any given time.

So once the books came in the mail I took action immediately.

I went to the computer lab, found an empty computer, put his DVD into the computer, watched the fast start DVD, and took action.

Then, after my first 10 minutes and a few screen refresh clicks, I made \$20 with cost-per-action insurance offers as an affiliate.

That moment sparked my journey down the Internet marketing rabbit hole to see how far it would go.

My obsessive studies led me to the realization that anything could be sold on the Internet—even expensive things like cars, houses, and boats.

So I took my knowledge and started letting people know I make money on the Internet.

It wasn't very long before my mentor at the time introduced me to his cousin, who was a potential client.

This client was my first high-end client, and was very familiar with selling premium products and services to the mega-affluent.

His clients included flocks of multi-millionaires, and a good group of billionaires.

My first high-ticket client was a luxury automobile dealership owner.

And when I first got started, I used craigslist to post free ads, just to see what would happen.

Long story short, after posting continuous craigslist ads, accepting calls and selling person after person with my simple script... one person decided to make a purchase in the amount of \$50K.

Once I heard the news of the sale, my entire universe then cracked in half.

It was because I realized that I could sell expensive products and services.

And knowing I could do it was the spark that changed my entire life.

One year later, in 2013, I landed my first 6-figure client after performing a live seminar on my college campus back at Florida Memorial University.

And now my clients include some of the largest companies in the world, like Whole Foods Grocery Stores.

My specialization and area of expertise is high-ticket clients, and I have personally helped my clients produce more than \$1,000,000 collectively in online sales and investments.

Because of the freedom that the high-ticket clients have brought in my life, I have been fortunate to travel to China and Colombia.

Apart from travelling to these countries, I've lived in 18 states across the United States of America and can speak English, Spanish, and Mandarin.

Selling high-ticket offers and services has given me the opportunity to pursue my passion and follow my heart.

Result?

I took private salsa dancing classes with a two-time world champion Salsa dancer in Medellin, Colombia.

I've skydived twice, and I plan to get my pilot license to become a licensed skydiver.

But life was not this great since the beginning.

I've been homeless, I've been broke, I've slept in offices, and inside of public FedEx stores while waking up and working on building an online business with their free Wi-Fi.

But on the other hand, I've slept in beautiful homes and slept in million-dollar condos on South Beach. I've overcome horrible addictions, and I've helped impact thousands of lives.

Internet marketing is a beautiful industry and I feel privileged that I've been mentored in person by millionaires and billionaires.

I am a firm believer in giving back.

We are always taught to give and take, and that give and take is a delicate balance. But most of the time, we become selfish and focus only on taking as much as we can.

You might find it interesting that the more you give, the more you get.

I've taken enough knowledge and have amassed enough experience, so now I am on a mission to touch 12 percent of the human population with the impact I make.

Twelve percent of the human population at the time of this book is 1,000,000,000.

Yes, that means 1 billion people.

One thing I can say that I've picked up from a great mentor named M. J. Demarco

is that if you want to make millions, affect millions—same goes if you want to make billions, affect billions.

So with all that I do look to primarily inspire, influence, and challenge the world to think bigger.

I have always believed that each one of us has the ability to be a world changer and a world leader.

Now I am hustling hard every single day to move one step closer to my goals and help my clients create transformation, and I am on a mission to inspire 12 percent of the population.

But we can talk about me later. For now I wanted to give you a quick intro and finally get to the meat and potatoes.

So let's move forward to the reason you picked this book up.

## **WHO THIS BOOK IS FOR:**

Like I said, I have been truly blessed to be coached and mentored by some of the best names in the industry, including many millionaires and billionaires.

That being said, my aim is to impact 12 percent of the lives on this planet.

If you're someone who believes that he or she can harness the power of high-ticket clients into his or her business, then this book and my proven 5-step system is for you.

If you're someone who believes that by over-delivering massive value to your customers and clients you can help improve their lives and business, then this book is for you.

If you're a coach, consultant, entrepreneur, business owner, trainer, salesman, professional, real estate agent, speaker, healer, marketer, service provider, product creator, or a software/coder then, this book is for you.

Most importantly, if you feel that you've got what it takes to land high-ticket clients for yourself, live the life of your dreams, follow your passion, and put a dent in the universe through your work—then this is my gift to you.

I am excited because I know when you take action on the strategies shared in this blueprint, you will be able to achieve the life of your dreams over time.



## **CHAPTER 1: The Genesis Of High Ticket**

“Faith is taking the first step even when you don't see the whole staircase.” ~Martin Luther King Jr.

I still remember the time when I was in my college and I had closed my first 6-figure client.

Closing that client had given my confidence a boost and it transformed my life completely.

There I was, simply asking my mentor if he knew anybody who needed some help with online marketing.

In a matter of minutes he said, “Yeah, I know somebody. My cousin, Willy-Boy.”

Before I knew it I was introduced to a multi-million-dollar luxury automobile dealership owner.

This was a gentleman who owned multiple companies and had been also doing a lot of other businesses for about 25+ years.

Not to mention a few years after we started doing business, he walked me into a meeting with 2 billionaires, 1 hundred millionaires, and 2 other guys who were worth a few tens of millions.

I was the only broke kid in there—but that meeting cracked my universe in half as well.

And before that even happened in our relationship, I got my first start with him by going onto craigslist and posting advertisements about his cars, his car services, and how we could help clients get cars from the auction.

Just about 2 or 3 weeks later, I got a call from a guy who sounded very serious about buying a car.

I made the connection and introduced the prospect to my client, and the rest is history.

The next day I got a call about how this client had just purchased a brand-new SUV for \$50K and I would be receiving a commission.

Although the commission was only \$200 at the time, it showed me that I can sell expensive items and get paid so much more for it.

And when I was a college student, that actually paid for my phone bill, and for some more food and beer for my dorm room.

Since then I kept going and decided to put together a seminar teaching people how I was making money as a college student.

There at that seminar I gathered a team of fellow college friends, and they volunteered to help me set it all up.

It went great, and we had 100 people there.

In the very first row there was a businessman there nodding his head and agreeing with me the entire time while I was speaking.

After the 2-hour seminar, he came up to me, gave me his card and said, "Call me in the morning."

We spoke that next morning and we decided to do business together.

First to make sure I knew what I was doing, he decided to test my skills.

He had a cheetah fur coat that he'd been trying to sell for two years now.

He gave it to me and offered to do a deal with me where I would get a percent of the sale once I sold it.

I sold that fur coat in six weeks and he was blown away.

Later that summer, I started working at a summer camp where I was a counselor for young black men.

One day I got a call from this client and this is how it went down.

"Hey, brother, I spoke it over with the board today," he said to me.

"And they gave me the green light, and we would like to offer you \$50,000 of company equity to be our sole Internet marketing consultant."

Within a few moments I said yes, but as I stood there, my entire universe and galaxy was cracked in half.

My sight of the world had changed forever at that moment because I literally wrote it down as a goal and meditated on it daily—the goal of doing \$100K in 90 days.

And here it was, 2 and a half months later, that I did \$50K from a single client in that one conversation.

But wait...

It gets better.

The very next day I got another call from him, and he decided to award me another \$25K.

About a month and a half later, I was at the airport getting ready to fly to China; however, I didn't have a plane ticket to fly.

So this client came to the airport, sponsored my plane ticket—and then awarded me another \$25K in equity, bringing my total net worth to \$100K.

And just like that, I'd realized that working with high-ticket clients has so many more benefits than it does to work with anybody else.

You see, there is a customer at every level. And the best customers are the ones at the highest levels.

I've had high-paying clients give me thousands of dollars' worth of suits and clothes.

I've had clients buy me tickets. I've had clients allow me to live at their houses. I've

had high-ticket clients let me borrow their car. I've had high-ticket clients who have done some amazing things for me.

So I strongly believe in working only with clients at the highest levels, and I think now you can understand why.

Let's move on to the nitty gritty about why you should start selling high-ticket, and if you already are—why you should add more services to your portfolio and increase your prices.

## CHAPTER 2: Why sell high-ticket?

“Instead of digging for gold, sell shovels. Instead of taking a class, offer a class.

Instead of borrowing money, lend it. Instead of taking a job, hire for jobs. Instead of taking a mortgage, hold a mortgage. Break free from consumption, switch sides, and reorient to the world as producer.”

— **M. J. DeMarco, The Millionaire Fastlane**

Going forward, the most important thing you’ll need to do is understand your WHY.

You see, your WHY is the most important reason for you to be doing what you’re doing. In the case of high-ticket clients, you’d think the main, core reason why would be “MORE MONEY, LESS WORK” right? Well it is, but there are a few more reasons as to WHY YOU should be selling to high-ticket clients.

Furthermore, the fastest way to your income goal is two simple things—sell more mass-level products...

OR

Increase your price and create higher profit margins.

Both of those reasons are fantastic from a numbers standpoint, but what happens when your client-coach relationship moves past money?

What are the other reasons why someone would even want to play around, and stick in this game of selling high-ticket offers and services?

Those reasons are going to be discussed now.

**1. Makes your brand more valuable:** Selling at higher prices makes your brand more valuable and increases the perceived value of you as an authority.

**2. You become the exclusive premium brand:** When you're selling high-ticket, you become the Rolls Royce of your industry. When everyone is zigging, you zag. When everyone is selling low-end stuff, you sell premium (high-ticket). This means that you automatically become the most valuable person in your niche and appear as the most exclusive premium brand.

**3. More value to deliver:** When you are selling high-ticket, people trust you because your price is higher. They subconsciously believe the item that costs the most money is the best item. In addition to that, when you are charging more money, you will get fewer clients, which means that you can give more value to each client. Your attention and time is not divided between hundreds of customers, but just a handful of your dream customers.

**4. You're perceived as an expert:** Because of the price point you charge, you are perceived as an expert, a guru, a more confident person, and your customers take you more seriously. Your high-ticket clients will devour all your content and even your lower-ticket content as well.

**5. Your mind-set changes:** Most of the people are working on the lower end of the stick and just making a decent income. They are always on the churn and burn model. But when you're into high-ticket, your mind-set changes because you'll quickly find yourself mainly wanting to work with fewer clients, and they tend to stick around longer.

These clients are always eager to buy more high-end, premium stuff from you. The best part? They give you awesome referrals and clients from their own circle through word of mouth.

**6. Reach income goals faster:** Even though you're getting fewer clients to work with, you're making fewer sales... You're still reaching your income goals faster with higher prices. You get to pick only the best clients that you most want to work with.

**7. More money, less work:** With just a few clients to deal with, you get way more than enough time for yourself. Plain and simply put, with the system we use in *High-ticket Freedom*, you can literally decrease your work hours from 40 per week to as few as 10-20 hours per week. This is a huge part of the reason why you're reading the words on this page. One thing I will say is that *High-ticket Freedom* is the way for you.

**8. Adopt the wealthy mind-set:** When you start selling premium-priced products in the marketplace, your mind-set changes and becomes one of a wealthy entrepreneur. Your mind-set is your biggest and most important friend.

I also make sure that my clients are attracting the sales they dream of, at the prices they truly deserve. This alone gives me a huge sense of fulfillment. I know that I am helping my clients develop million-dollar businesses that they love, while having more free time to enjoy it with the people they really care about.

**9. High-ticket Clients are the best:** Dealing with people at the highest levels is always easier than dealing with people at the lower levels. There are many reasons why, but I'll be frank—high-ticket clients are better for two primary reasons. First, they are so much easier to work with due to their higher quality mind-set, in most cases. Second, they can make you so much more money while working fewer hours than ever before.

And there you have it, the exact reasons why you should start selling high-ticket. Those may be just starter reasons, but for the person who has the vision—those reasons are all you need.

If you are reading this book for the intention of growing your business, taking it to the next level, and making your dreams become a reality—then *High-ticket Freedom* is for you.

### **CHAPTER 3: High-Ticket Windfall**

When I started out selling high-ticket offers, I was instantly hooked on this system.

Selling high-ticket became my addiction.

Heck, it became my passion.

One of the biggest reasons why I got hooked on selling high-ticket was that the higher prices meant that I could reach my income goals faster.

Let me give you an example.

Let us say that you want to make \$5,000 per month online.

You have multiple options and ways to get there. For this example, let's say you can make 500 sales for a \$10 product, or just 1 sale of a \$4,997 product.

Which one of the two do you think is a better option?

If you ask me, I would say \$4,997 is a better option. Why?

Because it is less hassle, and I can offer more value to my client.

Also, another reason is the difference in the mind-set.

When you're selling \$10 products, the customers you're dealing with have the mind-set of a \$10 buyer.

But when you have a high-ticket client of \$4,997, his mind-set will be totally different.

Personally, after working with both kinds of buyers, I've found that high-ticket buyers are easier and more fun to work with, as they value your time along with your expert opinion.

In addition to that, you find that people who purchase \$10 products are the biggest refunders.

That's not fun, but what is fun is working with clients at the highest levels and watching how quickly your business and life changes almost overnight.

You see, when you're working with high-ticket clients, it's much easier to make a lasting impact in their lives because they have better mind-sets.

And with better mind-sets comes more confidence, more belief, and more self-inspired action.

With all of this combined, it's so much easier and simpler to get your clients to go from point A to point B in the shortest, quickest time possible.

As for those \$10 customers, they are normally the most high-maintenance customers to deal with.

There's a lot that goes into working with low-ticket customers.

Prime example; let's say you are doing a low-ticket launch ranging anywhere from \$7 to \$47, or something around that price.

You are dependent on a lot of factors, like getting good JV partners, getting affiliates, a good sales page and copy that converts well, reciprocation to other affiliates, etc.

Most marketers take this route, and quickly find themselves burnt out very fast due to the low profit margins and massive amount of work involved in low-ticket launches.

On the other hand, when you're selling high-ticket offers and services, you only need a few things in order for your system to be working daily.

Those few things being Internet, traffic, a funnel, e-mail follow up, and an offer page with a BUY BUTTON or an APPLY NOW button linking to a survey.

Also, you control the price here; you decide what to offer and how much value to give and everything else. Moreover, it is a completely scalable business. At this point, I'm sure you can see the reasons why you should get involved in the world of high-ticket offers and services.

But you might also be thinking, "High-ticket, high-ticket, high-ticket—I hear you saying it, Michael, but what is high-ticket?"

I'm so glad you asked, even if you didn't ask.

Allow me to now tell you what high-ticket is.

There are three kinds of price points in any industry (particularly the Internet marketing industry).

1. Low-ticket: \$1 to \$97
2. Mid-ticket: \$197 to \$997
3. High-ticket: \$1K to \$100K+

When it comes to Internet marketing, these price points are usually defined as:

1. Low-ticket: Also called entry ticket or point, and they start from as low as \$1 and go up to \$97, depending on the offer.

For example, if it's an info product, it can have a \$7 or \$17 price point but if it's a SaaS or software it can start from \$27 and go up to \$67 or more.

Similarly, if it is a membership site, it can be a \$47 or \$97 site.

2. Mid-ticket: This is the second level entry point and usually starts from \$197 and goes up to \$997.

Again, there can be different price points for different offers like info products, SaaS, membership sites, etc.

3. High-ticket: My play zone and my preferred price point. They start at \$997 and go all the way upwards to \$100,000 or more.

I love working at these price points because it means fewer clients and more qualitative results.

Even if I focus on all of my high-ticket clients at once, it still means less energy required, less effort needed, and less work to be done compared to a low-ticket launch.

I have a system I use called the High-ticket Freedom Mission, and it runs on 90 percent autopilot and makes everyone's life so much easier.

From my own personal experience, I can tell you that higher-end clients are usually more open to change, have a great attitude and mind-set, have time and money to invest in themselves, their business, and they are hungry for success.

Their reasons to succeed are far more clear, and they take action on what you tell them to.

You see, their desire for results is so much stronger than their desire to pay you a few thousand bucks.

So in most cases, paying you \$5K, or \$100K, or even \$500K, is nothing compared to how much they know they'll make once they solve their biggest problem.

These are dream clients, and they are so much more fun to work with.

These clients are self-motivated, and if you give them some homework or a problem to solve, they will do their best to find the solution.

If they don't succeed at first, they keep going and searching for ways to solve their problems, without giving any excuses.

These people are serious for their success.

All you need to do is point them in the right direction, give them the tools that they need to succeed, and keep on monitoring their progress.

You don't need to hold their hands and walk them through the entire process.

Your high-ticket clients will do this on their own.

They just need some guidance and mentoring to reach the next level of their goals and dreams.

Remember, bro, they are action takers.

So that is why I always recommend working with high-ticket clients.

Now here is a personal task for you.

Set goals for yourself, and charge the prices that take you out of your comfort zone.

So if you sell something for \$1K—I recommend you triple or quadruple the price to \$3K and see what happens.

I'll tell you the reason behind this in a moment.

Now let's say that up until now, you have had a lot of \$7 customers via low-ticket product launches and affiliate marketing.

Because that is all you've been doing, you're going to feel comfortable only selling cheap little eBooks and itty bitty little product launches.

Well, this really won't allow you to change your income very much because the price points in your business haven't changed.

Your system hasn't changed, your engine hasn't upgraded, and your income has little to no chance of growing beyond its current level.

So now let's say you set a new goal to start earning an extra \$10K per month.

It would be one serious uphill climb if you planned to earn \$10K each month by selling 1,429 copies of a \$7 product.

That means I have to find 1,429 new people to buy my product, and that's not counting expenses, advertising costs, etc.

Now the easiest solution for this is to increase your prices tenfold so they add up to your income goal. For example, you can set a goal to get 10 clients at a \$1K price point.

Even if you reach just one-half of your goal, you have still got five clients at \$1K, which is \$5,000, and much better than having to deal with hundreds of customers and clients.

I recommend that you start immediately, and charge what feels comfortable to you.

If you're just getting started, maybe \$497 will be a good starting point to allow you to improve your confidence.

Then once you gain some momentum, create a new goal to get 10 clients at \$3K or higher.

Again, even if you get just 50 percent of your goal, you are still getting five new clients at \$3K, which adds up to \$15,000 with just five clients.

Oh boy, I think you're starting to wake up and smell the fresh Banana Wave Bananamilk here!

The possibilities are literally ENDLESS!

There is so much out there for you right now, and it's literally yours once you start going in the direction of it.

And by reading this book, you certainly are further ahead than the other 80 percent of people out there. Working with high-level, premium, affluent, and high-end clients, you quickly reach your goals and change your life almost overnight.

You can literally build a million-dollar-per-year business in just a few short months.

In order to earn seven figures in a year, you'd need to earn at least \$80K per month.

Here's how you do it...

Sell eight people a private, mastermind, done-for-you service, or exclusive coaching package for \$10K or higher.

Or better yet, sell four clients at \$20K.

Or just do like I did and go land a client for \$100K.

When it comes to this level, it's literally unlimited what you can do.

One of my biggest clients is the largest grocery store in the world, Walmart.

They buy Banana Wave Bananamilk and other products from our company.

They have a multi-billion-dollar budget for advertising, purchasing products, marketing, and other services related to their industry.

Why not just sell to Walmart and make doing business that much more simple to implode your business income and growth instantly?

It takes the same amount of effort to sell what you have.

You might as well sell it to the largest clients you can find and make far more money doing so, while delivering an amazing product/service/solution at a high level.

## **CHAPTER 4: The System Laid Out**

In this chapter, I am going to share my proven, 5-step system that I personally use to close high-ticket clients day in and day out on automation.

The system I am about to tell you about consists of five simple, actionable steps.

If you follow this system, I am 100 percent confident that you will be able to land high-ticket clients in your first seven days.

All you'll have to do once you apply the system is to sit back and allow the system to work for you.

### **STEP 1: The ethical bribe**

Dr. Robert Cialdini, author of the book *Influence: The Psychology of Persuasion*, stated that the rule of reciprocity states that we feel obligated to return the favor when given a gift or something for free.

So the first step in this process is going to be to apply the rule of reciprocity.

This is the first step of the process, and probably the most important, because this step is going to create a high-value, ethical bribe.

Something that solves a pressing problem for your target audience.

Think of what your marketplace is suffering from and identify how you can solve one of their biggest problems and still deliver massive value.

Always remember that you're following the "One problem, One solution" approach.

This means that you're offering one BIG solution (usually the best-fit solution) to one BIG problem (the most pressing problem) your audience has.

Now this ethical bribe can be a short PDF or it can be a video training or a webinar that runs on automation.

I use a webinar, and case study to ethically teach entrepreneurs, consultants, and coaches how to get more high-ticket clients by using Facebook marketing, and highly confusing funnels.

There are several different funnels online, and we've got a really cool funnel we'll be sharing and teaching at our live, private masterminds and events.

It involves the combination of the webinar funnel with other ethical bribes in order to get leads to convert into clients.

All that I do, and recommend for you to do, is base your business on delivering great value to the marketplace. But whatever it is, make sure that your bribe over-delivers on value and helps your audience to fulfill their goals.

## **STEP 2: The squeeze page**

The squeeze page is a page where you send website visitors to squeeze information out of them in return for their contact information.

A squeeze page should be simple and to the point. It should not be too distracting, or else you will lose the leads.

Let me give you an example.

Let us say that 100 people visit your squeeze page and only 10 people opt in and give their information in exchange for the ethical bribe.

This means that your squeeze page is converting at 10 percent, which is not the best conversion rate; plus, you are losing money.

On the other hand, if your squeeze page is converting at 30 percent, meaning that 30 people are subscribing to your list for every 100 people that opt in, that means it is converting at an average rate and the conversions can still go up.

Usually, to boost the conversions of squeeze page, I split test my headline, the Call to Action (CTA), the ethical bribe or free offer, and the image of the product.

Split testing all these components can increase the conversions of your squeeze page, ensuring that you don't leave any money on the table.

Personally, for me, my squeeze page converts at 56 percent (yes, after a lot of testing and tweaking), which is a very good percentage and means I am getting 56 highly targeted subscribers for every 100 people who visit my squeeze page.

Now let me tell you how to drive traffic to your squeeze page.

### **STEP 3: The ad**

I use paid traffic, or paid advertisements (ads), to drive traffic to my squeeze page.

And you may be asking yourself...

“Why paid ads, Michael?”

The answer is really simple.

I can drive highly targeted traffic at the cost of pennies and more importantly, I control this traffic.

Also, this traffic is easily scalable. Plus, I can scale it at any given point in time with just a few clicks of the mouse.

The other reason why I love paid ads or paid traffic over free traffic is because free traffic is usually not free.

It is called free because you are not paying any money for the traffic that you are generating.

But truth be told, you are still putting in effort and a lot of time to get that traffic.

Now, I am a firm believer in the fact that there are two currencies in the world, called time and money.

You can pay for something either with your time or with your money.

If you are paying with your time, then you are saving your money up front, but remember—time is something you can never get back, nor replace.

I feel that putting in my money to save my time is a better deal because I can generate more money while doing something else with my free time.

Feel free to focus on either of the two types of online advertising.

The key is to get as much targeted traffic in front of your offer as possible.

Once you get the traffic, you then have to convert that traffic into sales.

Traffic is essentially the most important part of the entire process because without traffic, you cannot get leads, and without leads, you cannot get any high-ticket sales.

Now let me quickly tell you about the next part, which is the application.

#### **STEP 4: The application**

Things are super simple in this step. All you do is invite prospects to apply to speak to you or your sales team. Your goal here is to get as many people to fill in the application form as possible. More apps equates to more sales calls, and more sales calls mean more profits.

Here are a few things I recommend for getting people to take action.

Once a person goes through your sales letter, you invite them to apply to work with you. This allows you to filter through people to see who's serious about working with you and who's not.

By doing this, you will find that a small number of people will fully read your sales page and fill in the application form for your high-ticket program, and from there you will call them over the phone or Skype (which is the next step) to close the deal.

The second option is to do a webinar and at the end of the webinar, give the link of the application so that they can fill it in and you can get them onto the sales call.

The reason that this works so well is because webinars are the highest converting sales tools next to live, in-person selling.

You see, when done right, the free webinar will project into your audience's mind that you are a credible authority figure. Now people know you, they trust you, and the most important thing, they like you.

People will be ready to work with you now because they will think, "If this person has given me so much value for free, how much value will he give when I join his program?"

The third option is to create three free videos that allow you to share your solution to the marketplace, where you over-deliver on value upfront.

At the end of each video, give them a call to action to apply to work with you. Place a link for them to click at the bottom of your final video.

Whatever option or technique you use, your main goal should be to get as many people as possible to fill out the application form so you can convert them into high-ticket clients.

Everything here is a numbers game. For example, if 100 people come directly to your squeeze page, and 50 apply for your program, then chances are that at least 10 of them will get on a call.

Similarly, if 100 people see the webinar or the value videos, again, the chances are that around 10 to 15 people will apply for a sales call.

Once people are applying to work with you, invite them onto a personal 1-on-1 sales call. This is where you ask them a series of strategic questions that leads them into your high-ticket offer.

Let me tell you more about this in detail in the next step.

### **STEP 5: The phone call close**

This is the last step of my proven 5-step system to get high-ticket clients. In this step, your goal is to get as many people as possible on the coaching call.

While on that coaching call, your first set of questions should be learning more about their situation and intentionally listening to understand how you can, or if you can, help them.

We use an awesome VIP Breakthrough Session to help interested entrepreneurs level up in their business.

This step is more about the person on the call and less about you.

Your objective here is to ask simple yet to the point and effective questions and listen to what the other person says.

Always remember that the person who shows up confidently and more convinced than the person on the other end will always influence the other person, no matter what.

The closing is also important because in this step, you have to strategically position your offer in a way that makes a person believe they NEED your product.

Most of the people I have seen make one common mistake in this step.

They always satisfy their prospects but they never ask for the sale.

Now, I personally believe that this step is critical because if you are not going to ask for the sale, someone else is.

If you are not going to ask them to take out their credit card and buy, then someone else is going to do so and the prospect will be happy to buy from someone else.

The reason that the prospect will be happy to pay you on the call is because you showed them an irresistible offer. So always be sure to ask for the sale.

Our process is simple; we bring prospects onto a call lasting 45 minutes to an hour.

With each call, we make sure that we structure it into three parts.

The first part is where the prospect speaks and we listen. In this part, we get to know more about the prospect, her goals, her life history, her personal story, and so forth.

In the second part, we ask the prospect about the life she wants, the changes and the transitions that she wants. In this step we also talk about her dreams, her financial goals, and we always ask if she has achieved her financial goals and dreams.

We ask if it will have any impact in her life; will her life become better?

Ninety-nine percent of the time, the prospect says yes, and this is the indication that we can now introduce our offer and position it strategically in front of her.

This also means the beginning of the third and the last part of the call.

In the last part of the call, we ask the prospect if she is ready to work with us in our group coaching program, The High-ticket Freedom Mission.

Right on the call, we give prospects an idea about what we are going to do and how we are going to help them achieve their goals.

We share real-world strategy and information from our system that can help them out immediately on the call, and this lets them know we have what it takes to help them make their dreams a reality inside of our program, High-ticket Freedom.

Now this might sound complicated, but it is a lot easier than you think.

Practically speaking, we convert at least 25 percent of the people into sales directly from the call.

This means that if 50 people have come on the call, at least 10 of them are going to join my program and become my new clients.

The method I am telling you about is tested and proven. I have personally applied this in a lot of my clients' business models, and each of them have gotten great results with this.

Some of them have even built successful 5- and 6-figure high-ticket businesses in just a few weeks.

This has been done simply by following this simple yet highly effective and proven system, which I call High-ticket Freedom.

This system is not a fluke, and this system is not going to make you rich overnight.

This system demands that you take massive action every single day and follow every minute detail of the plan that I have laid out. The more times you go through the system, the better you become at getting more high-ticket clients.

This might sound shocking to you but a few of my clients now run successful 6-figure-a-month high-ticket businesses, leveraging the power of my proven 5-step system.

You have the potential to create a massive business with high-ticket freedom starting right now, today; if you take all-out, massive action, of course.

So now let's dive deeper into what to do now that you have this automated 5-step system set up and in place.

## CHAPTER 5: Give And Take On Automated Steroids

As the name suggests, this chapter is going to focus on automation.

By automation I mean creating a system, refining it, tweaking it, improving conversions, building a team around it, and setting it to complete autopilot.

In the previous chapter, I told you about my personal, proven 5-step system that I use to get high-ticket clients in my business. Moreover, my clients use this system to get high-ticket clients in *their* businesses, and the chain goes on and on.

The biggest reason why so many people are getting results from my system is because of a simple fact that I have paid extra attention to every single detail and have gone through this system with a fine-tooth comb.

Yes, I've tested this system over a course of two solid years, more than \$1,000,000 in client results over the last two years, and hundreds of sales calls.

Let me tell you a few things (which are more of hacks) to improve this system for yourself and get high results in just a short period of time.

The first thing that you need to do is to create a lead magnet or an ethical bribe, which you are going to offer to the people in exchange for their e-mail address. You need to put this ethical bribe on your squeeze page and start sending traffic to it.

Like I told you before, you can get free or paid traffic.

I prefer to use paid traffic. However, it all boils down to what kind of traffic source you truly desire to use.

Also, you can offer different types of ethical bribes, like a 3-part video series, or a cheat sheet, a free report, a free case study, or even a webinar.

The point is to demonstrate the value proposition and show the people that are coming on your squeeze page the amount of value they are going to get in exchange for their e-mail address.

Now here comes the next part and a fatal mistake that I see so many entrepreneurs making all the time.

The mistake that I am talking about is the traffic leak.

Imagine for a second that you are getting hundreds of visitors every single day on your squeeze page but you are getting just a handful of subscribers, and even they are not fully interested in what you have to say.

Think about how much business you are losing and how many clients you are letting go because of this leaking traffic.

Now, there is a solution to stopping this traffic leakage, and that is to make sure that your squeeze page is converting and people are getting instantly hooked when they land at your squeeze page.

To do so, you need to have an attention-grabbing headline. Think of a brick going through the living room window.

You see, most people operate in a zombie-like funk 99 percent of the day.

They are distracted by their phone, TV, they have a million kids, they have seven jobs, their wife or husband is yelling at them, they are trying to think of what they have to do for work...well, maybe a slight exaggeration.

Point being, people are distracted a lot of the time due to their personal life and what they have going on.

In order to snap them out of that zombie-like funk—you need to grab their attention and get them to react and give you their FULL, 100 percent attention.

So your copy needs to throw a brick through the living room window of any prospect who lands on your squeeze page.

I prefer to use simple, straight-to-the-point headlines like “Discover How To \_\_\_\_\_ In (time frame or number) 7 Days, Without \_\_\_\_\_.”

My headline clearly conveys my message and it filters out the people who are not interested in my offer.

This way, I know that only people who are interested in what I have to say and deliver are getting on my e-mail list.

The next thing that I focus on is having strong supporting copy with my headline that explains what the people are getting.

This copy gives the people an idea about my value proposition and explains clearly to them what they are exchanging their e-mail address for: my ethical bribe.

My copy is the second filter I have put on my squeeze page, as it filters out the unwanted and uninterested leads.

Lastly, I am putting up a series of logos of the websites where I have been featured.

This ensures that people see me as a resourceful and credible person, and not as a cheesy salesman.

This also ensures that the people who get on my list know that I am a person who is serious about my business and I know my stuff.

The featured on section makes my credibility skyrocket and instantly gives me borrowed credibility from these already popular and famous sites.

One more thing that I would like to share here is the funnel that we are creating.

My personal funnel looks like this.

**Step 1: A person joins my e-mail list for the ethical bribe (which is usually a webinar or video case study).**

**Step 2: The person sees the webinar and the application form and if he is interested, he fills in the form and becomes a prospect.**

**Step 3: I get on a one-on-one coaching call with the prospects and convert them into high-ticket clients through the strategic call.**

So this funnel of mine filters out the people who are not interested in what I have to offer, and I simply get to focus on the people who are interested in what I have to say and give.

Also, once the funnel is up, you just run traffic to it.

That's it; get the system up and just run as much targeted traffic to it as you can.

Also, I use tools like GoToWebinar, WebinarJam, and Stealth Seminar for webinars.

I personally prefer to use StealthSeminar or a simple YouTube video on a page for automating my webinars and ethical video case studies.

If I am doing a 3-value video series, then I would prefer to host my videos via EasyVideoSuite, YouTube, or Amazon AWS, and then put a call to action beneath each video and also at the end of each video.

This system is very simple and a lot of fun to operate once you get going with it.

One of my clients, Brandon, has made \$27,000 in just 35 days using this system and applying every single technique that I just shared with you.

Not only Brandon got results from this, but a lot of other people have come up with brilliant results when they copied and pasted my exact system and funnel into their business.

You can do the same as well, if you simply follow what I told you.

Don't be surprised to see results flowing in and you acquiring new clients when you take massive action and follow this system.

In my next chapter, I am going to share a secret weapon with you that I have never, ever shared with anyone.

By leveraging this secret weapon to its full potential, I have been able to get multiple high-ticket clients and even a few recurring clients who love my programs and what I have to offer.

### **Benefits of Using Automated Systems**

#### **BENEFIT #1: More Freedom**

Using an automated system gives you more time freedom, which means that you are getting an opportunity to grow your business even more.

We all have just 24 hours in a day, and getting more time freedom means more chances to work smart and grow your business.

#### **BENEFIT #2: Leverage the tools**

An automated system allows you to use tools, processes, and technology to get more things done. And the more productive you can be, the more results you are going to achieve.

#### **BENEFIT #3: Infinite virtual salesman**

When you use automated systems, you have a virtual salesman in place selling your products and services for you 24 hours a day, 7 days a week.

Now that you have been using automated systems, people can still see your courses, your webinars, or attend replays or recordings of trainings.

This means that you have more time to get more attention, more exposure, and it's all thanks to the system that you developed by following the High-ticket Freedom system.

## **CHAPTER 6: The 1.79 Billion Per Month Secret**

The secret weapon, my weapon X that I told you about in the last chapter, is the second-most visited website on the planet.

It is Facebook.

The reason that this is a secret weapon of mine is because of the fact that Facebook has about 1.79 billion people per month accessing this website, with the average user spending 50 minutes per day.

Facebook.com is hands down one of the largest digital marketplace to land high-ticket clients for your business. I love using Facebook for my business because of how dynamic and simple Facebook's platform is. You can run daily ad campaigns and get directly in front of your target market instantly.

Remember, in my proven 5-step system, I told you that I use paid traffic for driving traffic to my landing page because it is cheap and easily scalable, right?

Well, the traffic source I was talking about is Facebook.

You might already know that Facebook has incredible amounts of data, which allows you to practically print money out of thin air.

The real shocker is the fact that your competition is already using Facebook for their business and are closing their dream high-ticket clients, taking more money away from your business.

Ouch!

Think about it for a moment. You're already on Facebook.

You spend a lot of time on this website each and every single day talking to friends and surfing through your news feed.

So why not go ahead and monetize your profile, create your high-ticket offer, and explode your business profits with a few clicks per day from Facebook marketing?

Your potential high-ticket sales and clients are on Facebook right now and they are hanging out there every single day.

Right now is the time to take advantage of this powerful platform and the time's at hand. Remember, this moment hasn't happened before, it's happening now, and won't happen ever again.

Take full advantage of this incredible power of Facebook as your powerhouse.

Allow Facebook to now become your guaranteed lead generation machine.

You can tap into this endless supply of leads and potential clients with ease.

Facebook ads are the most effective place for laser-targeted traffic these days.

In order to get started with Facebook ads, I recommend researching what pain points your target market has.

This will allow you to then create an advertisement that speaks directly to them in your ad.

Next, research who your target market follows, what magazines and books they read; are there any large organizations or federations that your niche market is a part of?

The reason you want to know this information is because you'll be setting up your ads targeting specific interests that your target market is most likely to respond to. For example, if I wanted to target golfers or people who wanted to improve their golf game...

Then I would set up my ad, and for my targeting interests I would target things that my buyers would be interested in. Those being paid magazines that sell products, schools, or organizations.

By targeting those types of specific interests, I have the chance to get my ad seen by more interested buyers of golf products versus targeting something broad, like "Golf Lovers" because then you'll get a mix of people who are not customers, they are merely spectators and not going to buy anything.

It's so important that you get the targeting down pat with the Facebook ads. This is the ticket to your success.

Your business needs fresh leads, and fresh leads come from advertising—or marketing your business the right way.

Once you set up your Facebook ad, you'll need to set up a squeeze page so you can offer something for FREE and get more highly targeted leads onto your e-mail list.

However, the one drawback to using Facebook is the fact that if your targeting is wrong, you will not be losing money—you'll be buying data.

I say that with the intention to re-engineer your thought process and approach when it comes to succeeding and getting results with Facebook.

It's important that you focus on your targeting from the very beginning

We have a spreadsheet that we give our clients where we've already done the research for the top interested in the digital marketing space.

Inside of High-ticket Freedom, we also provide this spreadsheet as a guide for how to research and find the best target interests for your campaign.

Bottom line is this spreadsheet, and our strategy for doing Facebook ads, is very effective, and it's already done and in place for you inside of the High-ticket Freedom Mission.

This is why it is often recommended to know your ideal customer first and then start running Facebook ads or paid traffic.

Running ads without knowing your ideal buyer is like cutting the grass with scissors.

Now, let's dive into another example to provide more clarity on Facebook targeting.

Let's say that you are in the weight loss niche and you want to attract clients and sales for your Lose Weight Now program.

You don't want to go out and just select "Weight Loss" as a target interest.

Here is where research and strategic thinking coming into place.

Your dream clients are on Facebook; however, they are intensely distracted.

They have kids in the background screaming, they are listening to music, they are checking e-mail, they just read a text message—a lot is happening 24/7 to get their attention.

This makes your job that much more important to make sure that you're targeting an interest that is super-specific and related to your offer.

A great thing to do would be to target books, magazines, and federations or fitness celebrities, because these people are oftentimes your buyers.

And because people are constantly distracted, your advertising must be very specific and throw a brick through the living room window—meaning it must break their attention, get them to click your ad, opt in for your FREEBIE offer, and then close them into a sale with your funnel.

However, if you craft a powerful ad message and place it in front of the right group of people, then you are about 90 percent of the way there.

It's always better to DRILL down in each niche first, and then individually test each interest you find.

You need to decide if you are going to target men or women.

Then you should be clear about the age bracket that you want to target.

For example, you might be interested in targeting women aged 25 to 45 who want to lose weight.

Once you have done that, you might want to target a specific country or set of countries.

You can even target by zip code, region, state, city, and go as far as to target a person's specific house or apartment situation.

This way, you are ensuring that you are only showing your ads to the most interested and relevant people (your ideal customer) and that you are not wasting any money.

In my High-ticket Freedom mastermind program, I personally walk you through this entire process and help people get their ads up and running.

We also help them by reviewing their ads and finding a highly targeted audience so they can run traffic and get results.

If you are wondering why so many of my clients are getting results with the High-ticket Freedom system, then you should join us for a webinar and get started working with us on the inside.

High-ticket Freedom has been engineered to help you specifically get started with high-ticket offers and services—and also get results with Facebook advertising.

So when you start bringing in leads and prospects from Facebook—how do you convert them into high-ticket sales on automation?

We are going to now shift the conversation to what I call The Selling Situation Shift.

This is where most marketers drop the ball and lose out on thousands of dollars in potential client sales.

I want you to win, so now we're going to dive into how to shift your sales positioning for high-ticket sales.

Let's move forward and dive deep into the selling situation shift.

## **CHAPTER 7: The selling situation shift**

This chapter is more about your mind-set than anything else, so I challenge you to think differently about how you approach your sales strategy.

If you've been online for any amount of time, then you've seen the major huge launches, the low-ticket eBooks, the cheap 5- to 10-page reports and so forth.

When people sell these eBooks and do these launches, they are more often forced to sell hundreds of copies of their eBooks each month just to cover their basic bills and living expenses.

As you might have seen in low-ticket launches, a person sees the offer plus buy button on the same page.

When that buyer is interested, they click on the buy button—and BOOM, automated sale and access to the low-ticket product.

Maybe you've also seen a webinar where the presenter goes through the content, and then at the end they offer to sell their product via a buy button for \$97 to \$497.

If the person found enough value in the webinar, then they will buy that product right there on the spot, and boom—end of story.

Both of these strategies are effective for closing clients and making sales. However, they are not enough for a person to click on a buy button and send you over \$5,000 or more.

When it comes to high-ticket programs or offers, a sales page or a webinar simply are not enough to gain the trust and belief of your customer.

Because this is high-ticket sales, the strategy is to deliver so much value upfront on a webinar or video case study, then get on a call with them—ask them the right questions, and then close them on the call.

I have seen people doing webinars and asking for the sale on the actual live call and insert a \$5K buy button on there.

The result is that they normally get little or no sales for their offer or program, and these people are standing there in the cold wondering where did they go wrong.

You see, when selling in the high-ticket world—it's best and easier to get them on a call, where the magic really happens.

There is a big difference between selling from a buy button and selling over the phone.

A lot of people think that to sell over the phone, you need to be some sort of a magician or a street-smart used car salesman.

But the fact is that to get sales on the phone, you just need to deliver value, ask the right questions, take control of the conversation that is happening, and make the other person realize the new and better life he can get with your solution.

When you get someone on a call and work with them to explode their business, you are automatically gaining more trust.

In addition, you are also converting the suspicious and lukewarm prospects into raving fans who are ready to buy from you.

Once you have worked through their problems and painted the bigger picture for them... you ask for the sale.

This technique works like a charm and brings in proven results.

Just think about this for a second.

Would you ever click a buy button and send someone \$10,000 for his or her high-ticket program?

I know I wouldn't, and most people wouldn't do it either.

You wouldn't do that because at the moment, you simply don't trust the person enough to make the purchase.

However, when the person communicates over the phone and you can hear that it's a real person on the other end, you gain more trust for that person and program.

On the phone you can learn about a person and identify early on if they are a good fit for your program.

From there, the final step is asking for the sale.

After doing intensive research, it has been found that sales over the phone are easy to make with proven scripts and proper training.

That is why the biggest companies in the world have a sales team that communicates over the phone.

These companies spend a lot of money on training their sales team to understand customer psychology and the voice and pitch psychology.

When it comes to my clients and I, we use my Deep Persuasion Script™, which has been developed after investing real money and time for specific training on how to use this script effectively.

I have improved this Deep Persuasion Script™ over a period of time, and this script works really well.

My script is proven to work in any business for any business owner because of the simple fact that I have decoded the secrets of human psychology and what makes a person buy higher-priced, expensive programs and offers.

I personally help my clients in the process of making their sales pitch and also using the Deep Persuasion Influence Script™.

When you work with me inside of the High-ticket Freedom Mission, you will be thoroughly trained on how to use the Deep Persuasion Script™ and close high-ticket sales.

Also, I make sure that my clients are learning the entire system all in one place, without having to spend any extra time or money to test the system themselves and make it work.

We've tested this system up to the tune of tens of thousands of dollars in advertising costs, graphics, website development, and testing this system out over time

This is one of the core reasons as to why our clients are succeeding so consistently in our program.

It's a great feeling to be making such a major impact in the lives of our clients who take action and make sales—and explosive income.

If you want to get access to our proven script, then you definitely want to get started in the High-ticket Freedom Mission, where you'll get full access to our script, and additional scripts for closing a variety of high-ticket offers and services.

In the next chapter, I want to go full speed and take the pedal to the metal.

It's all about how to start taking action, and start getting more high-ticket sales and clients today.

## **CHAPTER 8: Pedal To Metal**

This is the final chapter of the book, and I hope that you have enjoyed everything that I have shared with you so far.

I have tried to keep this book interactive and share incidents, experiences, and my own life story with you.

Also, I've done my best to make this book a roadmap for high-ticket sales that you can use at any time to go out and get results.

The information that I have already shared with you should be enough to get you results, but if you want the entire system laid out for you—then our High-ticket Freedom program is exactly what you need to level up in your business.

The first thing I want to talk about is putting the entire system in place.

There are three keys to success when it comes to this online business world.

Those three are mind-set, business model, and mentor.

You need to have a mind-set that will not give up, quit, or stop at any sign of temporary failure or setback.

Persistence and massive action are the ingredients that will allow you to succeed even when others around you are struggling to get results.

The right business model has to be in place in order for you to bring in high-ticket sales online.

Setting up a simple funnel, a video case study, and an application form is the most simple business model you can follow in order to land clients.

And finally, you must have the right mentor in your corner, someone you trust and who has been there, done it, and can show you the fastest way to get results and reach your goals.

If you focus enough attention on these three elements, then I can see you being able to get results and land clients today.

Let's dive deeper.

I remember a time when I was struggling to get results, as a college kid back in 2013.

My goal that year was to earn \$100,000 from my online marketing business.

I had no clue what to do, but I knew I'd find a way to do it.

So I started blogging and doing affiliate marketing, in hopes that this would be the cure. But after a few weeks of blogging daily—I'd only earned about \$400 in affiliate sales.

Immediately I went outside and started to release my frustration and anger of not reaching my goals. I started yelling, and then eventually crying, because I was so frustrated.

Then an idea hit me to teach other students at my university what I was doing as a college kid to earn income online.

Long story short, I did the seminar, and had no clue what I was doing—but I knew this was the right thing to do.

By the end of the seminar there were a little under 100 attendees, and also I was approached by the biggest client of my life at the time.

It was the CEO of a beverage company who wanted me to work with them and be their sole digital marketer.

After about two and a half months of negotiating we finally settled, and the client paid me \$100,000 of company equity.

Since 2013, that equity has more than tripled in value.

This client came because I used my mind-set and the Magical Goal Setting Strategy and focused on my mind-set.

You see, those frustrations of blogging could have easily detoured me—and forced me in a different direction.

However, my mind-set was that of persistence and massive action, so I pushed forward despite my temporary challenges.

You're going to be tested in business and come to challenges with everything you do in life.

Ultimately, you have to determine why you want to succeed, and identify what the motivational factors are that will force you to keep going when you feel like giving up.

What separates winners and losers is that winners always believe in themselves and their ideas. Winners find ways to win, winners find ways to win, and winners find ways to win.

Developing a winner's mind-set is about 90 percent of the secret to success.

The second thing I want to talk about is the business model and the sales funnel that you use in your business.

Make sure that you are using a proven high-ticket funnel in order to convert prospects into leads and sales.

You can also model my exact business model, my sales funnel, and my proven 5-step system in your own business.

The point is that whichever model or system you choose to use, you need to be consistent and taking massive action on a regular basis.

As you get your funnel up and in place—do make sure that you are split testing and tweaking everything in your campaigns in order to improve your conversions.

Plain and simple, testing and tweaking your funnel will get you more high-ticket clients over time at lowered costs.

In any business, the real winners are the ones who are continuously testing out new things and striving for excellence and the best possible results.

Lastly, you need to make sure that after a certain point in time, you have put your business on autopilot.

By putting the funnel on autopilot, you're positioning yourself and your business to bring in leads, present your offer, and get prospects applying to work with you without having to be there.

This means you've followed the system inside of the High-ticket Freedom Mission and you've found proven winners for each step of your business.

The entire system is very simple; however, the key is sticking to one business model until it works.

The final component to this business model is testing out each part of the process until you get the results you want on a consistent, daily basis.

Finally, in order to make this entire system and business model work, you have to have a mentor.

I remember when I was struggling as a college student trying to figure out how to make this work for myself.

Then all of a sudden, I stumbled onto an ad in the *Warrior Forum* from a well-known "millionaire marketer."

I clicked his ad, bought one of his low- ticket offers—and then jumped on a webinar with him.

In the very webinar, he presented an offer to work with him in his yearlong program where he would mentor and coach me every single week.

I didn't have the money at the time to join his coaching program, so I decided to sell all of my expensive clothes and shoes on eBay.

Within three days I'd earned enough money to join his coaching program during his limited-time special offer

After that investment, I learned so much incredible information that I was able to go from a few eBay sales here and there to earning my first 6 figures within the next 12 months while still in college.

It's safe to say that my results were largely in part due to my amazing mentor, who taught me how to attract and close high-ticket clients.

So you see, the three things you need in order to put the pedal to the metal are: The right mind-set, the right business model, and the right mentor.

I want to offer you the special opportunity to work directly together inside of my coaching programs.

If you're still reading at this point—there is no doubt that you are interested in high-ticket offers and services.

Reaching out and working with us inside of our High-ticket Freedom Mission coaching program will give you the entire system and thorough, detailed, hold-you-by-the-hand training on what to do.

You'll learn how to bring in clients at price points ranging from \$2,000 to as much as \$25,000 or more.

What would the ability to bring in clients at \$5K and even \$10K prices do for you?

For most people, that would change their entire life.

By this point you want to change your life, and you want to take everything to the next level.

So now I want to extend a special invitation to work with us inside of our High-ticket Freedom Mission.

It's our proven system for landing high-paying clients, and even shifting your mindset to attract clients at the highest levels in the world.

For now I want to also congratulate you for making it this far to the end of the book.

You deserve a pat on the back for starting, and finishing, something important.

I would love for you to join our FREE group on Facebook called The High-ticket Society, and join our virtual family there.

In closing, I leave you with this...

If we have never met before in person, then through these pages we have met.

The pleasure was all mine, and I want to express my gratitude and appreciation for you taking the time out to learn these powerful ideas and strategies.

Winners find ways to win, and now is your time—with this book—to WIN.

Sincerely, your most trusted online adviser,

Michael Baptiste

P.S. If you enjoyed this book, then you are really going to love working with us inside of our High Ticket Freedom Mission mastermind. If you're interested in joining then go here now <http://highticketfreedom.com/apply>

## BONUS ARTICLES, POSTS, & BLOGS

*Myths that you can't sell expensive stuff when you're first beginning as an entrepreneur online.*

\*\*\*\*\*WARNING\*\*\*\*\*

This article is long, but has some jewels in it for the right person who's seeking them.

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Selling high-ticket and expensive things doesn't require you to have a degree, or some fancy title, or approval from anyone else in the world.

Only you must approve of yourself to begin selling more expensive things, and you must truly believe in yourself.

When I was first getting started, I landed my first big client who was (and still is) a multi-millionaire who owned a high-end luxury automobile dealership.

He sold BMW, Mercedes, Infinity, Ferrari, Lamborghini, and so forth.

Shortly after I'd come on board with him, I made a sale (completely online) for \$50K for an Infinity truck. That first big sale completely changed my life.

After that sale, I figured it was way easier to sell something with just knowledge information and the Internet for \$50K than it was for \$50, and so I knew there had to be a way to keep going and get bigger clients and sales outside of selling cars.

I wanted to sell my own things, knowledge, and leverage technology.

And I knew there just had to be a way.

Then, three months before graduating college, I decided I would put together an online seminar teaching my fellow students what I was doing to make money online—and how I'd been making enough money to buy Raman noodles and beer to survive college.

So I did the seminar, turnout was great—there were roughly 80 to 100 people who showed up. Of those people, there was the CEO of a beverage company there in the front row.

Long story short, he was inspired by my knowledge and decided he wanted to see if I could walk the talk.

He threw a cheetah fur coat at me and said, "I've been trying to sell this for two years; let me know if you can sell this."

Six weeks later, that cheetah fur coat was sold on eBay, and money was wired to his account for the sale.

It was then that he knew I was the marketing genius he was looking for, even though I was in my early 20s.

After many talks and negotiations with him I'd landed my first ever client from just my knowledge and action of IM, and he paid me with \$50K of equity in the business.

Which later doubled into \$100K. I helped them launch the beverage and act as the Internet marketing adviser and brokered international deals, since I'd lived in China and can speak some Mandarin.

Since then I've worked with multi-million dollar pharmaceutical clients, Fortune 500 executives, award-winning song writers, and quite a few other big clients.

So what does all this have to do with you?

Here's the reality: high-ticket clients are easier to work with.

~ They don't require as much nurturing and support as low-ticket buyers

~ They don't want to refund five minutes after they buy

~ And they do fun things, like take you out to dinner, invite you out to party hard with them, and even send you custom-made suits and jackets.

Is it harder to sell high-ticket? NO! You just need to have your “stuff” together and know how to get results.

Is it more work to sell high-ticket clients? NO! Oftentimes it’s less work if you’re outsourcing, or delivering the service or offer online leveraging technology.

Are there certain requirements you have to have to sell high-ticket clients? Umm . . . ugh . . . NO! You just need to know your “stuff” and be able to deliver results for your clients FAST!

Forget what anybody else says to you about your “QUALIFICATIONS” and just hear me out.

As long as you can help someone get a result they desire, and move from point A to point B, then you can sell and attract BIG CLIENTS!

So how do you sell big-ticket, and what big-ticket offers and services can you sell in the first place?

In this post, I want to lay out a few ways to sell expensive offers and services to big clients who will happily pay you for results.

First, I do want to make a disclaimer.

The information I'm presenting to you, I didn't create by myself.

I learned this information over the years from many mentors, coaches, friends, articles, videos, membership sites, masterminds, live events, and so forth.

About 70 percent of the information has come from the above sources, and 30 percent has come from long, arduous roads of trial and error.

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## BIG-TICKET METRICS

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When I say big-ticket, I mean anything that costs \$3,000, \$5,000, \$10,000, \$25,000, \$150,000, and up.

I remember I bought my first big-ticket course when I was 22 years old and it ran me \$4,000!

Funny thing was I made more profits and learned more from the information I'd applied inside of a \$50 eBook compared to the \$4K program, lol.

That was my first big marketing lesson, and financial lesson into my wallet.

It made me realize that it's all about the perception in your marketing, and making a person believe that your offer is worth more money than they're paying for it.

After this huge experience, my mind was inspired to get into selling my own big-ticket offers and I knew that I would one day start selling expensive big-ticket offers.

Except mine would deliver and change lives like wildfire in a shorter amount of time compared to that overpriced course about affiliate marketing with Google AdWords and ClickBank.

So when it comes to big-ticket, this is the real deal way to go as an entrepreneur unless you're doing software or mobile apps, which both have crazy potential.

But the reason you want to focus on big-ticket is because it's just better all around.

More profits, less work, more freedom, and next-level business.

What's easier and better for your life?

Selling five clients per month at \$5,000 to make \$25,000?

OR

Selling 5,000 eBooks at \$5 each to make \$25,000?

It's easier to sell five big clients at \$5,000 to make yourself big money a lot easier.

Do that each month, and you'll cross six figures before the end of this year.

So now I want to talk about the different models you can leverage to sell high-ticket offers and services.

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Group Coaching

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One of the most popular, most frowned upon, most infamous, most loved, hated, and most desired in the realm of big-ticket sales is group coaching.

A lot of people have many different beliefs and perspectives on this topic because they ridicule and say, "You coach people on how to coach other people?"

My response is that I believe in helping people make an impact in the world. If you help someone whose career as a coach is to make an impact in more lives . . .

Then by impacting the impacters, you're creating a massive ripple effect that will touch the lives of thousands and millions of people over time.

I invite you to release your pre-conceived notions about this model if you don't already practice it yourself, and open your mind to the possibilities I'm about to lay out for you.

This is where you take a group of people and coach them about one specific topic for 6 to 8 weeks or longer.

Most people charge between \$2,500 and \$5,000 if they're good at what they do.

And group coaching doesn't just have to be about making money online.

I've seen a lady teaching men how to get over fear of talking to women in six weeks, banking \$20K per month with this model alone.

The best way to attract clients to this model is to leverage the knowledge and quirky skills you already have and put together a webinar.

Fill it with attendees using FB ads or your e-mail list, present your information, then offer those attendees to work with you personally in live workshops or weekly coaching for 6 to 8 weeks for \$497 to \$1,997, if you're just getting started.

The key is, you have to be able to deliver results for your clients—otherwise, **DO NOT GO FOR THIS MODEL!**

I've seen guys follow this model, and crash and burn when they didn't deliver to their clients.

All in all—this can set you free, as it's done for a few of my clients who quit their jobs, moved into bigger houses, and even traveled to new countries.

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Done For You Services

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So this is where you build someone's website, or do their SEO, or do some video editing for them.

This is a service I took on before, and made over five figures easily with it (more on this one coming soon).

One of my first clients invested and learned how to outsource online marketing services to big clients offline.

Long story short, she did \$1,000 in her first seven days, and it's changed her life. She's now full-time online and is traveling the world (she lives in the UK and e-mailed me this past weekend about traveling to Los Angeles for a live event there).

In a nutshell, you find clients who need services done for their business. You can find clients on craigslist, LinkedIn, Facebook, and so many other places.

Then you tell them, “Hey, Chiropractor, how would you like to double the amount of leads and sales in your business with less work?”

A fast way if you’ve got some money for advertising is to build a squeeze page, and send traffic from Facebook targeting these small business owners.

Build a list of niche business owners, and promote your services and valuable information and whitepapers to them.

They’ll reach out to you, you tell them how you’ll do it by creating optimized sales funnels, better marketing pieces online, and with the power of SEO.

Send them an agreement/contract, get it signed, and do their marketing work for them.

Again, you have to be able to deliver on this service.

One of the easiest ways to get started is to find someone on craigslist, or freelancer.com, or upwork.com, and have them actually do the work while you broker the deal.

Brokering website design, logo, SEO, reputation management, marketing funnels, FB ppc, and so forth, are low-hanging fruit.

You can make money this week with this model, and my clients and myself have used this model successfully.

This is probably the easiest model to get started with when attracting big clients and making big sales.

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Fee + Royalty/Equity

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So my big client I'm working with now—our relationship is this exact model.

Except I didn't take a cut upfront, simply because this business is a billion-dollar brand we are collectively building. It already has an exit strategy to get bought out by some of the world's biggest brands.

It's milk made from bananas, and we've been selling Banana Wave Bananamilk out of 25 Whole Food stores in the state of Florida.

So once the IPO hits, I'll potentially walk away with a minimum of \$25 million in 3 to 5 years.

We just closed a deal with Walmart and Kroger's, and soon you'll see our high-ticket physical product in a bunch of other big retailers globally.

Nothing is set in stone, but after seeing the way coconut water blew up, almond milk, soymilk, cashew milk, and all the other alternative beverages—this was an offer I couldn't refuse.

All I can say is that banana milk is the future. ;-)

But this model is where you take an upfront fee, plus a cut of all the business you bring in for your client.

This model works as long as you are GOOD and know your stuff.

Do independent research to learn more about this model because again, it just flat-out works.

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Online Mastermind + Live Event/Retreat

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So this one is where you conduct online webinars or tele-seminars for 6 to 8 weeks, then at the end of this you create a live event or a live retreat.

You invite people to come hang out with you live for a weekend.

This model is super effective because you're keeping the group tight and intimate with weekly training plus interaction.

You're also building up the excitement of coming to hang out with you in person throughout the entire online training mastermind.

Also, I recommend delivering one piece of pre-recorded content at the beginning of each week, then one LIVE Q&A session at the end of each week where you review your clients' funnels and get your face and their face on screen.

This is something you can start by just leveraging your knowledge and inviting people to come spend time with you, after getting some awesome results with you online.

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Annual Masterminds

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People love to be a part of something bigger than them.

Think about all the diehard sports fans who will die for their team each Sunday.

Same goes for everything in life.

We all want to feel like we belong to something, and we love being a part of something that not everyone else can be a part of.

Hence why people love joining groups, masterminds, clubs, organizations, and so forth.

Why not create your own mastermind for people to be a part of?

This is where things get super interesting, and fun!

This model is where you allow people to pay and join you in a yearlong club/group/society to learn from you, and network with other high-level people.

The best part about this model is that during the live events, you let your members do the presenting and teaching others about their business model.

They attend to network with other high-level entrepreneurs, they get to teach about their proud babies that they've created (their businesses), and you get to learn so much and work wayyyyy less!

All in all it's a WIN-WIN-WIN for everyone involved!

Most masterminds will cost between \$25K and \$100K for the year, and that fee is paid monthly on a recurring basis.

A smart way to rock this one is to have people pay you a big upfront fee and then make 4-figure monthly payments to stay an active member of your exclusive mastermind.

Quarterly live events and retreats and weekly or bi-weekly live webinars will be worth their weight in gold to the members of your mastermind.

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CONSULTING

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CONSULTING will always be around because people need to know what to do, and they are more than willing to pay you for your time and knowledge.

I've charged people \$1K for consulting with me for an hour and a half; after speaking with that client, he's now doing \$10K per month online—which is expected ;-).

But this model is where you just exchange your knowledge and time for other people's money; doesn't get any simpler.

The only caveat about this model is there is no infinite scalability because you only have 86,400 seconds in a day, all of which must be used to maximize your productivity.

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So there you have it—you don't need a badge, or an award, or some certificate—or some old, fat, snobby, arrogant marketing "GURU" to tell you that you can start selling high-ticket.

You can literally start today by applying one of the above mentioned business models, and change your life this week.

I hope that your burning desire has been lit on fire with this post.

And if this hits home and resonates with you, feel free to comment and share it with someone else who needs some light on changing their life and business.

Feel free to reach out if you have questions, but this should double or triple your business in the next few weeks.

Michael "Over-deliver" Baptiste

P.S. No one is going to deem you as worthy to sell expensive stuff, you have to make the decision now, and just do it!

P.P.S. Selling expensive stuff and working with higher level clients is easier, more fun, better, less stressful, and frees up more of your time. Work with the right clients and your life will change completely.

P.P.P.S. If this article inspired you, then make sure you watch my LIVE webinar because I'm going to blow your mind with amazing value!

## How I Made My First \$1,000 Online

Summer break was a few days away back in 2011 in the hot Miami weather.

I walked from my college dorm room to the business building to speak with one of the business professors about nothing, because I didn't have anything better to do that afternoon.

All of a sudden, as I walked past the IT department I saw there were several stacks of mini Dell inspiron laptops sitting there waiting to be sold or shipped back.

And when I say stacks, there were literally more than 500 laptops there.

I walked into the office and asked the woman there what they planned to do with those laptops.

She replied they were going to sell them back to the company, and get rid of them.

In an instant an idea hit me, that if I could sell these laptops, then I would be in a position where I could make thousands of dollars selling these "like-new" laptops.

This was my shot, but I had no money in my pocket to even buy one laptop for \$100 (the store value of these laptops were about \$400 to \$450 new at the time).

Just then an idea hit me that I'd learned from reading *Rich Dad, Poor Dad*.

If I could borrow someone else's money, then I could sell these laptops—give the money back to that person, and then use that money to make more.

So I scrambled through my phone book as quickly as I could to find a person who would let me borrow at least a thousand bucks to get myself a few laptops to sell.

I called and called and called until finally I got on the line with a client who I'd been advertising for and helping get more traffic and sales into his luxury automobile dealership.

He was happy to come out and let me borrow the money because he knew I could help him make his money back—and he needed a few laptops as well.

The next day he came out and gave me \$1,400 cash and we bought 14 laptops on the spot.

Over the course of the next two weeks I managed to sell about 2 laptops right away using craigslist, and he came and took 3 from me for personal use, leaving me with 9 laptops to sell.

At the 2-week mark, he also gave me a call and asked if I'd sold the laptops yet.

I told him no, but gave him my word that I'd have his initial investment back to him by that Friday. This conversation took place on a Monday.

Now it was time to go into hustle mode and get it done because I had this extreme pressure on my back.

There I was, left with nine laptops and no idea of what to do to sell them.

Funny thing was, when I first and accidentally got started making money online, I was buying video games from eBay as a college freshman (18–19 years old). Then once I'd beaten those games, I decided I might as well sell them back on eBay, thinking it was like Blockbuster or something.

When I sold those video games, the money came to me via PayPal—and I had no idea what PayPal was so I just spent that PayPal money right back on eBay and more video games.

Now bringing you up to speed, the video games I sold on eBay reminded me that I knew how to sell stuff online—and I was darn good at writing messages that made money.

So why not write a great message on eBay and sell the laptops online!

**DING! Idea set. It was time for ALL-OUT MASSIVE ACTION!**

Within 30 minutes I had roughly nine posts up on eBay about these used but in “like-new” condition mini laptops I was selling.

That was it, and my work was done.

I went to sleep that night with a small worry about what in the world I was going to do to sell those laptops and get my client back his money.

Then I woke up in the morning and checked the stats on eBay and in my PayPal account.

I almost couldn't believe what I was looking at because there was a comma in my PayPal account with my name on it.

There it was, staring me in the face: \$1,100 that was made while I was sleeping!

I'd managed to sell three laptops for a 350 percent-plus return on investment.

I still remember that day because it changed my entire life for the rest of my life.

I felt like I just rode a large roller coaster for the first time in my entire life and everything was now changed.

The adrenaline I felt that morning was unlike anything I'd ever felt before, and I wanted more of it.

Later that day, I called my partner and told him I had the money. The cash was wired to his account the following day. That day the three laptops were shipped and I still had six more to sell.

I then went on to sell the rest of those laptops...resulting in a nice four figures of pure profits for me, and I haven't looked back since.

Now I'm at the point where I sell 4-figure programs, and even have clients who have paid me six figures to work with them on high-level marketing campaigns.

I have clients I've trained and taught high-level information to who have accomplished things like:

- Landing their first \$5K client in two weeks
- Gone from newbie to making \$15K in nine days
- Doubled their income in less than one month from following my FREE advice
- Gone from \$1K in sales to well over \$10K in sales in a few months
- Created viral challenge videos on social media that received attention from hip-hop and R&B celebrities

And the list goes on...

I've even helped one of my clients attract \$350K in investment capital, and introduced my clients to billion-dollar buyers in the food and beverage industry who have a serious interest in working with my clients and myself.

Since hitting that first \$1,000 day, things have really changed for me, and for a lot of the people I've helped.

I share my story with you to inspire you, and also to let you know that there is an opportunity for you to take your life and business to the next level if you're really ready for it.

I have no fear of putting myself out there because I know there is someone out there who really needed this message today.

Also, I know there is someone out there who's tired of getting mediocre results in their life and business, and really wants to take things to the next level.

If that's you, then apply for a FREE VIP Business Breakthrough Session now!

<http://highticketfreedom.com/apply>

Until next time...

Make the rest of your life the best of your life.

Peace,

Michael “Over-deliver” Baptiste

P.S. Just because you aren't where you want to be yet doesn't mean that you'll never make it there. NO. It only means that you need a new plan to start creating 4- and 5-figure days in your business.

With the right knowledge, guidance, and information, you can change your entire life in just a few days from now.

P.P.S. The story above that you read is true. If you see any typos, grammar errors, misspellings, or something like that—just realize I'm human like you—and even though I bank 5-figure months (which is really small in the big business world where the billion-dollar players are at), I am not perfect. That also proves you don't need to be smart or privileged in order to make money and lasting change in your life and business.

P.P.P.S. I always wanted to be a millionaire, and when I counted my first million it was here in Colombian Pesos. Hey, it's not USD, but it's still well over a million in a foreign currency. And the way I'm living by leveraging American dollars is quite incredible. I highly recommend that you learn about geo-arbitrage and leveraging

your dollars to live like a king or queen in another country. I'm writing you this from my living room table here in Medellin, Colombia.

***What if I told you there were only six steps you'd need in order to become totally FREE?***

In this e-mail, I'm going to give you six solid steps to creating freedom in your life.

Six steps so powerful, in fact, that if you follow them exactly . . .

You'll start banking \$3K to \$5K per week with much less effort than you ever imagined.

If you're ready, then grab a cold one, or a cup of coffee, because this one is going to be entertaining.

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The Six Steps Explained

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Step #1 - Identify Your Superpower

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We all were born with something special, and over the years you've developed some kick-@\$ skills that many people would die for.

So looking at those assets and abilities, whether born in you or developed over the years . . .

Is there a way you could transfer those skills into someone else?

Perfect example . . .

During my college basketball career, I came home one summer after dropping out—and having no source of income.

Then I realized I knew the process of getting a college scholarship, so I knew I could transfer my knowledge to up and coming high school and middle school students and get paid to do so.

After putting myself out there, I got one client, then that client transformed into a referral.

That referral transformed into another, and then he brought his best friend to work out, then they brought three cousins.

Next thing I knew I was running multiple group coaching programs, working 1-on-1 with students, coaching two basketball teams, and running my own weekend basketball clinics and making full-time money from teaching people the easiest thing I knew how to do...

Work out and play basketball.

So look at what skills and gifts you have; is there a way you can transform those into money?

Would people pay to know what you know? Is there a market that you could sell

your process to?

Give that some thought, and let the idea cook in your thought (not thot) pot.

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Step #2—Tap Into Your Following

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I see too many people who come to me for advice on how to get more clients.

And they say things like, “Well, Mike, I don’t know anyone, so how do I get any clients?”

I tell them straight up, that’s bullshit, because the average human knows at least 2,000 people.

So look at the people you already know, or the e-mail list you have, or your fans, followers, tribe, etc.

Those people are the most immediate to begin with.

My first \$50,000 sale came because I tapped into my resources/following.

I had a mentor, and I asked him did he know anyone in the automobile industry.

Next thing I knew I was connected to a very successful luxury automobile dealership owner.

After putting in a little hustle to market for clients on FREE classified sites—Facebook, and forums—I found someone interested in purchasing a luxury Infinity truck that would cost more than \$50,000.

I quickly connected the two, and the deal was done.

The guy drove off with his new car, my new connection/client had made a decent-sized sale without doing much work, and I walked away as a college kid with a nice commission that paid the bills for a few months.

Maybe you don't have a car to sell, and that's cool, brah—but I know you have people in your network, social media groups, on your E-MAIL LIST who are looking to buy something big from you—or someone else.

Tap into your following, and start asking questions.

If you've got an e-mail list, then start sending surveys asking what are their biggest problems so you can identify solutions—and sell solutions to them.

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Step	#3—Deliver	Value
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This one goes without saying.

I've seen people come into this industry, not deliver value, or deliver rubbish—and because of that . . .

They've either struggled like crazy (and still do), or they've found themselves in positions where they have to move to another industry because they didn't deliver any value to their clients.

I stand against this, and I'm always committed to delivering value because I know there is a person on the other end who has bills to pay, a family to feed, and a life to live.

You are required to accept delivering value as your duty, responsibility, and obligation.

I won't get deep into a personal story here because delivering value is what people are paying you for.

Always take care of the people who pay you money because they are the ones who are paying your bills, car note, putting food on your table, and so forth.

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Step #4—Sell to your following

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Now maybe you don't understand what this is about, and quite possibly have no idea why you should sell to your following.

Let me break it down into simple English for you, bro-bro.

These are the people who already know you, they like you, and for the most part, they trust you.

When I was in high school, I was always searching for a way to make some money because I wasn't born into privilege.

I was a popular kid, and one of the captains of the varsity basketball team, and I was homecoming king.

So I did some thinking about how I could leverage this based on my target market and my existing following.

Then BOOM! An idea hit me.

I was in a school filled with kids who loved candy. I was popular and cool, and everybody loved me for reasons beyond what I could comprehend.

So one day after school I went and bought a box of candy, with every intent to sell out the next day at school.

I sold out two hours before school was to end the very next day.

I continued on with this until I was able to buy myself some new clothes, shoes, and have some money to blow down in Miami. ;-)

Everyone loved buying from me, and I loved selling them what they wanted.

You currently have a following, be it an e-mail list, a group of coworkers, e-mail contacts, social media groups you're a part of, etc.

Start your mind to thinking about what does your following want, and once you come up with an idea...

ACT ON IT WITHOUT A MOMENT OF HESITATION!

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Step #5—Deliver High-ticket Content As You Go

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I remember the first time I got someone on the phone to sell a high-ticket program to them, which I didn't even have.

All I had was a sales letter, and a few ideas of what I could teach, lol.

Well, long story short, I get to the close and the kid says YES!

Later that day I had two more calls, and those people also said YES.

My first day selling high-ticket I closed three people, but I had no idea what to give them.

It was a mixed feeling of, "Yes, I did it! WHOOO!" and "Holy \$hit, what am I gonna give these people!?!?"

Ha-ha, best problem to have when just getting started with high-ticket.

Anyway, I delivered the content over a couple of weeks, and my students who took action got some really great results. One kid went on to have a 15K month, which blew me away.

But on the flip side, I did create a high-ticket course before that one and it took me 2 and a half weeks to make it...

Only to make it, find out it was too long—nobody could pay attention to 18 videos that were 45 minutes long enough to even send me a testimonial for review.

Learned my lesson there, and lost weeks of my life in the process—I'll never do that again, ever, even if there's a fire, lol.

So back to my point. When you sell your high-ticket offer, you don't need to have the product already done—you just need to sell and see if there is a market interest.

Then, once you find there is a market interest, you create the product as you go.

With my current business, my partners and I have recently got a purchase order signed from a distributor who distributes to a billion-dollar grocery chain that rhymes with Toll Foods. ;-)

And we don't even have the product in hand—we're delivering once someone buys it, and they bought, now we're producing on a mass scale.

Back to my point...

Deliver your program as you go. The best way to do business is to create what people have already bought from you.

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## Step # 6—Big Strategy and Growth

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This one may go over some people's heads because most online marketers, coaches, consultants, and so forth, are not teaching about this.

I've studied IM and invested tens of thousands of my own cheese, only to find everyone talking about the same things: Build a list, sell products, launch products, sell high-ticket, backend, masterminds, blah blah blah...

But no one ever talks about exit strategies.

No one ever talks about IPOs.

No one ever talks about reinvesting IPO money into hedge funds.

No one ever talks about flipping your IM money into partnerships with commercial real estate.

No one ever talks about partnering with private equity firms to do IPOs, mergers, buyouts, takeovers, and private equity stakes.

No, this info is something that I personally will not be going into depth with because I'm literally helping build a company with the intent of the billion-dollar IPO exit. However, what I will say is that you need an exit strategy. You see, Internet marketing, high-ticket offers, big clients, etc; that's not the long-term plan, brah.

No, no, no, you must be crazy. Have you lost your mind? Do you really think you'll be able to stay in this field long enough to hit pay dirt before all the other up-and-coming coaches, consultants, and high-ticket sellers come in and pollute the game? Let's keep it real here.

The high-ticket game is cool, but the exit strategy is even better—if you're looking to create real wealth. So as you're building up your online assets, always think about structuring your business in a way that becomes automated, that generates consistent revenue. Be sure to track everything, document all processes so you can eventually get to the point where you sell your business system to someone for a nice 8–9-figure buyout.

### The 6 Steps (Again)

Step #1 – Identify Your Superpower

Step #2—Tap Into Your Following

Step #3—Deliver Value

Step #4—Sell to your Following

Step #5—Deliver High-Ticket Content As You Go

Step # 6—Big Strategy and Growth

To wrap this whole thing up; if you're an independent thinker, then this post will fuel you to get up and go after the big-ticket sales at both a higher level and with a deeper strategy in place for the exit.

I hope this inspired you. If it did, let me know, and send me a testimonial when you kick some @\$ in your life and business.

Peace, man.

Your most trusted online adviser,

Michael "Over-deliver" Baptiste

P.S. I had a sit-down the other day with a guy who explained how he was doing up to \$50M deals each month via commercial real estate. It blew my mind, but made me realize you must always think bigger in this world we live in.

P.P.S. The big money isn't harder to get, it just requires you keeping things simple and taking action. If you take action on this post and the simple stories shared therein, I have no doubt that you'll be kicking @\$ and taking names.

## **How to Get a Client to Pay You \$1K to \$5K in the Next Seven Days without Spending a Single Dime on Advertising.**

Folks, in this article I'm going to share with you what I've learned and shared with a client of mine who made his first \$5K-sale after a quick coaching session with me.

There are five steps to this that you should follow in order to get your first or next client in just a few days, and we're going to get right into those steps.

After you go through what I'm about to share with you, you're likely to get your first client or your next client in seven days or less.

### **MAXIMIZING YOUR POWER CIRCLE**

Right now, as you read this, you have an audience of fans, friends, followers, e-mail subscribers, contacts, social media friends and their contacts, and so forth. Each person is connected to somebody out there in the world who has money, assets, capital, or something beneficial to you. They each know someone who can help you. It's the same principle of the six degrees of separation at work here. If you pick up the phone and make 5 or 6 phone calls, you could be voice to voice with a famous businessman or politician.

So here's my point; each contact in your database is a contract. The only difference between the two is an *R*—and that *R* stands for RELATIONSHIPS. How do you convert all those relationships within your power circle into contracts?

Simple. You leverage them, and you ASK.

## HOW TO ASK FOR THE SALE BEFORE YOU SELL ONLINE

Your tribe and audience has a problem, and they follow you because they strongly believe that you can help them solve that problem. So now it's time to reach out and ask what the problem is.

### *Specificity Rules in Advertising*

Use Google Forms, WuForms, GetResponse Survey, anything—just create a simple 4- to 5-question survey asking a few questions like:

1. What is your biggest problem in your relationship/ health/ career/ spirituality/ practice/ business/etc.?
2. If you could solve that one problem, what would your life/ business/ marriage/ family/ body look like?
3. Why should we choose to help you solve your biggest problem?
4. What is your name, e-mail address, and Skype handle?

This simple survey does three major things.

FIRST: It tells you exactly what your audience is suffering from, so now all you have to do is create a solution and offer it to them on a silver platter. Present and package your solution as the best of the best—package it like it was created

especially for them. And in your sales material, speak to the common problems that you find in your survey results.

SECOND: It forces them to experience the pain at a deeper subconscious level, forces them to create a pleasurable reality of what life's like now that their problem is solved, and takes them from Paintown to Pleasureville.

You're also making them sell themselves on why they should work with you.

This is powerful NLP, and including this in any survey will tip the scales in your favor.

THIRD: It gives you specific contact details so you can literally reach out to that person directly and get them on the phone and close them into your high-ticket offer or service.

Once they've completed this survey, your next move is to push them into a content series, a webinar, or a teleseminar.

Webinars are by far the best converting sales mechanisms for bigger ticket offers and services.

Invite all your prospects who completed the survey onto the live webinar and at the end present them with a call to action to apply for another strategy session.

I'll get into the script we've used that has converted wonderfully for us—but now let's shift the conversation to the offline clientele and bringing in big deals offline.

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## TAPPING INTO YOUR POWER CIRCLE OFFLINE

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If there's one thing we all know as online marketers, it's that offline business owners are leaving money on the table by not maximizing the online marketing component to their businesses.

Here's what you do.

First, you **MUST** have a product or service you provide.

When I presented the \$300,000 of financing deals to my merchant loans client, he provided the service, did the negotiating, helped facilitate the underwriting, all I did was pound the phone and send him deals for my commissions.

Your priority must be to provide a service that actually benefits your client; this includes website design, SEO, social media, e-mail list management, lead gen, etc.

You take out your phone, and go to your contacts.

Then—from your list of contacts, write down your top 20 power players in your address book that you feel uncomfortable calling.

These people are the movers and shakers. They are the CEOs, the entrepreneurs, the millionaires, the chief officers, the lawyers, the doctors . . . yeah, those guys.

List them out, because you’ll be calling them first.

Then everybody else in your contact book.

YES, literally every person in your phone book.

Hey, how bad do you want it?

Let’s now shift to the offline script so you can immediately begin to leverage this for bigger, faster sales, leaving no stone unturned.

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CREATING DEALS OUT OF THIN AIR

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Now here’s where the rubber meets the road—and a simple blueprint script to follow.

“Hey, is this John?”

“Hey there, John, this is Mike. I know it’s been a while but I only have a few minutes to talk. Have you got a minute?”

John’s going to say, “Oh, okay, man, yeah I got a minute. What’s up?”

(If John doesn’t have a minute, ask when you can call him back when he does have a minute.)

“Good. John, I called for two reasons. First off, how are you/how’s the family/how are the kids/how’s life?”

Start making some small talk so that John feels the rapport between the two of you is still there.

John will begin to ramble, but you must stick to the script and be in control of the conversation.

He’s going to tell you how things are going... you nod, and interject with small “yep, nice, good, cool, sounds good.”

Once John turns and asks how you are, you keep your responses brief and summarized.

“Thanks for asking, bro, I’m good. Family’s well, kids are getting bigger, and life is good.”

Then you move in for the second part of this equation.

“And, John, the second reason why I called is because I currently do (tell John about your service, or offer or program) merchant loans for small businesses who need capital to maintain or grow their business. Do you know anybody who (insert the ideal prospect who would need your service or offer) has been in business for at least a year and needs funding to grow their business (if the service is well known, like website design, then say “anybody who needs my products and services”)?”

At this point, John will pause and stop to think about who he knows.

Within 3 to 8 seconds, he’ll normally respond, “Not off the top of my head I don’t know anybody.”

This is where you get the sale before you sell and say, “Think about your cousins, uncles, sisters, friends, old teammates or roommates.

Who do you know who has a business/store/firm/practice/office/etc.”

Typically at this point, John will say, “As a matter of fact, yes I do know someone.

My (listen carefully as John tells you who they are and the relationship they have; this will be important when it comes time to close the deal) actually has a business and is looking for some funding right now.”

“That’s great, John, what’s their last name?”

John will tell you, “Their last name is Smith.”

“And what’s Mr. Smith’s first name, John?”

John will say, “Mr. Smith’s first name is Bob.”

“Got it. And what’s the best way I can get in touch with Bob? Does he have a cell number, an office phone?”

By this point John will now go to work and find his exact contact information inside of his phone and hand it over to you.

I recommend getting an e-mail address, and a local address if you don’t mind taking a ride to close a big sale.

“Hey, John, thanks a ton for this info. Do you know anyone else who is in need of my products and services?”

If YES—get those contacts down and make plans to call.

If NO—then end the conversation and move on to the next power player, baby!

“Thanks a lot for your help, I appreciate it.

Look, I gotta run, and get back to business.

I'll circle back up with you about these contacts.

Take care, bye-bye."

Do that for two hours straight with your current power circle of contacts and you'll have leads ready to buy what you have to offer in a week, just as long as you sell something they truly need to solve their problems.

Depending on the level of your relationship, ask John to make an introduction via phone, text message, or at least give Bob Smith a heads up and pre-frame you as an expert at your chosen service or offer.

This makes the sale so much easier because you're leveraging their relationship with Bob Smith, and you've been pre-framed and conditioned in their mind to be a credible expert.

So not only is that the fastest way that you can tap into your power circle in the real offline world that people forget about at times, that's also the exact script that can help you get clients this week with zero paid advertising.

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CLOSING BIG SALES ONLINE WITH EASE

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At first when I was asked for the script to help people sell online much easier and with way less work, I guarded this expensive script that I paid someone to train me how to use.

This script has been responsible for my clients being able to close their first clients online in just under two weeks, and also with no paid advertising.

The reason this script is so powerful is because it forces your prospects to think from their emotions (limbic system) versus their rational (neocortex).

This script is so effective the very first day I used it back in late 2014, I closed all three of the people who applied to work with me in one of my initial programs.

Just like any script out there, it will only work if you believe in it.

I'm going to share the script with you in my next post so I can dive into all the juicy details about why this script will work for you as soon as you apply it.

This will be covered in full detail in my next post, so keep your eye open for it.

For now, let's wrap up How to Get a Client to Pay You \$1K to \$5K in the Next Seven Days without Spending a Single Dime on Advertising.

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## 5-STEPS TO PUTTING IT ALL TOGETHER

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To recap very quickly everything, we just touched on...

### STEP #1: IDENTIFY YOUR AUDIENCE and POWER CIRCLE

Knowing what you want to sell is easy to figure out, but knowing who's buying it must be your #1 priority.

Is your ideal audience hanging out on Facebook? Are they on your e-mail list?

Are they spending time at the golf course?

Cigar shops?

Doctors' offices?

### STEP #2: CREATE CLARITY ON YOUR OFFER

This should go without saying, but it's important that your offer or service be outlined or ready to serve for your client.

If you're doing an online workshop, then do only that. If you're providing an offline service, then provide only that, and focus on one thing only.

**STEP #3: ACTIVATE YOUR POWER CIRCLE**

The way you do this is to send out a simple survey to your tribe and ask them what their biggest problems are.

Then from that point, find out who needs what you have to offer, and how you can solve their biggest problems.

**STEP #4: GET ON THE PHONE AND CALL**

If you're providing any kind of service offline, then use your existing contacts to create contracts.

Brah, you can bring a deal into your business in the next three days if you really move and hustle.

And use the script outlined above to get the leads coming in!

**STEP #5: EASY ONLINE SALES CLOSING SCRIPT**

Due to the highly sensitive nature of this script, we will be providing access to it inside of our coaching program.

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**IN CONCLUSION**

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This post was long, and it's not over yet.

In the next post, I'll be sharing the exact script that myself and a small group of my clients use to consistently close online strategy session calls left and right, along with the objections that will show up—and how to overcome them.

If you're up for it, comment on this post and keep an eye out for my next post.

If you have any questions, reach out directly to me.

Peace,

Michael "Over-deliver" Baptiste

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P.S. Nothing happens until a sale is made.

You can read this post all you want, copy it, delete it, hate on it, love it, or convert it into your own info-product.

But until you make a sale happen, baby, nothing happens.

P.P.S. If this post inspired you and gave you a kick in the @\$—then take ALL-OUT MASSIVE ACTION, and share this with a friend who needs it.



### **3 Ways to Create Programs for \$25K or Higher**

I've seen a few things in my experience since I've focused on working with higher-level, affluent clients.

It's that they are some of the best clients you can work with.

And no matter how many NOs you get, that 1 YES at \$25K or \$100K like I've gotten before . . .

That 1 YES changes life up a bit.

So here's my strategies, that if taken action upon can seriously make an improvement in your business bank account.

First—CUSTOMIZED MARKETING SERVICES

I've worked with a woman who had spent over \$20,000,000,000 in her career as a chief global packaging purchaser at Proctor & Gamble, the biggest marketing firm in the world—who later became my client.

I'd learned about the prices for some of their customized marketing services, and they were charging their clients a pretty penny.

Imagine what your business would look like if you had packages you were selling to other companies . . .

Three-month-long, marketing and branding redesign, for \$750K.

In the corporate world, there are companies that spend that amount daily on ads and campaigns.

Most high-level Fortune 500 companies are dropping millions per day on getting the word out there about their products and services.

Why not market to these more affluent clients and make larger transactions while delivering more value to the client on a silver platter?

The bottom line is this: think bigger, and focus on selling to the more affluent clients.

Second—FIND A NEED AND FULFILL IT AT A HIGH LEVEL

There is a market of buyers and customers that only fly private jet.

That market only drives Ferraris, Lamborghinis, and Mercedes Benz.

A market that only goes to the opera and live shows.

A market for people who own race cars, yachts, trust funds, mini-malls, and commercial real estate.

There are so many people with money out there who would be interested in getting their needs filled at a higher level.

Step in with a higher value proposition; stack the value of your service so high that they can see clearly how . . .

Their deepest need would be solved once they have your solution.

Get them excited, and reel them in quickly.

Show them how much better their life would be, and then move in and close the deal.

One transaction from a buyer at a higher price does something to you.

It makes you want to push harder to make more greatness manifest.

Third—GIVE THEM ACCESS TO A COMMUNITY

Why would someone pay \$60K a year or more to be a part of some country club?

Is it the networking?

Is it the rubbing elbows with the right people?

Is it the experience they get?

Like, what is the reason why people pay so much money to be a part of a country club?

It's because they want to have access to the best of the best that the golf course has to offer.

That includes the grass they golf on, the other golfers they rub elbows with, and the opportunity to network with the best people of like minds.

It's a simple process that can be recreated and transferred into any business model.

If you already have a following, e-mail list, or group of people who listen to you, all you have to do is give them more access to you.

And give them a platform that allows them to connect with other like minds.

Then you can create your own country club of like minds and of people interested in working with you.

This can be a private annual mastermind where you charge them \$5.5K a month to join for 12 months.

That \$5.5K after 12 months can quickly become \$66K over the course of one year, just to have access to you each week and the opportunity to network with other like minds.

When you factor live events into the mix for this group of 20 people you have who are all paying you \$5.5K per month just for access to this community . . .

And access to your mind!

This is the power of the *High-ticket Freedom* mind-set.

This is what it's about while you live your life in a wonderful free mind-set despite what's happening around you. Life is amazing.

You wake up without an alarm clock and when you're done sleeping.

You work as hard as you need to while your system is running without you having to be there 24/7.

Your clients are happy because you lived up to your name and over-delivered on the value you provided them.

You create win/win/win situations with every individual soul on this planet that you encounter.

You realize your true purpose, and you also realize we are all playing for the same thing.

So why not help everyone around you win championships in their own lane?

This not only enhances your life by helping others, but it makes our planet a much better place to live.

Plus, you get rewarded quite handsomely when you focus on helping people at the highest levels.

So start thinking bigger, and start thinking about working with someone who knows what they are talking about.

And I know what I'm talking about.

I'm excited as I get to roll out some new \$50K packages.

Not to mention, it's time to re-brand myself and really show how much of an amazing person I am.

You have to believe in yourself and increase your self-confidence!

That's the first step to making more, and taking everything in your life and business to the next level!

To wrap it up . . .

There are tons of ways you can increase your income, and increase the amount of freedom in your life.

However, I've learned that the fastest way to reach your goals is a straight line.

And if you want to make \$100K, then sell something for \$100K and hit your goal on the first sale.

If you're asking me what can you sell for that much . . .

I would suggest you follow these three tips for starters, to expand your thinking and your prices.

It's all about adding more value, and having a mind-set that exudes self-confidence and a higher sense of self-worth.

For now, let me know your thoughts about this article.

And if you're interested in learning how to get started with high-ticket offers and services, then send me a PM.

I'm looking forward to hearing your thoughts.

Peace,

Michael "The High-ticket KING" Baptiste

P.S. I love working with people at the highest levels because it's just easier, it's better, and it's so much more fun.

I challenge you to triple or quadruple your prices and ask enough people until you hear YES!

## **Five Things You Must Do to Make Facebook Ads Work Even If You're New**

What I'm going to lay out for you is literally a blueprint on how to do Facebook ads and get immediate results, even if you're brand new and just getting started.

Also, this article is for people who've been trying Facebook ads with no results, and who are interested in getting positive results.

This is information that I've only shared with my private clients and a few close friends.

I promise you that if you're just starting out with Facebook ads, if you take action on this article, you will be able to start getting more leads, more sales calls, more highly targeted dream clients, and most importantly, more sales and profit.

If you take action on this information alone, you'll start getting more results in the next seven days or less.

However, if you are super advanced and already crushing it with Facebook ads, then you'll quickly see this information is on par with the best way to do FB ads.

Rather than fluff you up with my story, I'll get right into the tips that can help you start getting results.

Here are a few tips for you.

**1. Set up a FREE Facebook Business account to minimize your risk of your account being shut down.**

Not only that, but also you'll get your ads approved faster, and you'll be able to add on staff members, partners, and manage other people's ad accounts from your one central business account.

I can go on and on about the benefits of having a business account, but I'd rather say less and allow it to mean more.

[www.Business.facebook.com](http://www.Business.facebook.com)

## **2. Spend Time and Research Your Target Market**

When it comes to targeting people, always ask is it better to start broad, then narrow down, or the other way around?

I have one answer for that.

I always test multiple ad sets inside of one campaign by going narrow and testing one singular target per ad set.

When it comes to who to target—or what—drill down and find out who your target market is following.

Who are the key influencers in that marketplace?

Who are the thought leaders and masters?

What are the top books in that industry?

Who are the authors of those top books?

How about the top magazines?

What are the top software and tools your marketplace uses?

Are there any large communities that people are a part of?

Are there any live events which a large segment of your market attends?

What are the best trade organizations? Or federations in your marketplace?

Research all of this inside of Facebook's Audience insights, and use websites like [justmediakits.com](http://justmediakits.com) to see what magazines people are buying and following.

Once you do the research, make sure to organize all of your newly found data into an Excel spreadsheet. This tip I learned from the big man Phil Henderson, who is a genius and ninja at FB ads and ecommerce.

Do this research and you'll be about 80 percent complete with the work you need done.

But even once you do this background research, there's still a little more to do.

### **3. Create Eye-Catching Ad Copy and Image**

When it comes to your actual ad, you have to get the attention of your prospect.

I mean, how often do you scroll down your Facebook timeline and say . . .

“My, my, this is a nice advertisement, I'd like to click on it and buy what they are selling!”

Ten times out of ten, you never say that . . . ever! Ha-ha.

Unless you're a marketing geek like me who is obsessed with ads, and WHY people buy.

Anyway, what you have to do is break the attention of your target prospect.

Get them out of that zombie-like funk that so many people are in as they are scrolling down on their Facebook timeline.

Do this by asking a question at the top of your ad, or presenting an interesting story, or a case study with numbers, or something that you found out.

Then right there in the rest of your actual ad copy, tell your target prospect what their problem is, let them know you have their solution, and what they need to do to get it.

Do this by telling them to sign up, click here, get started now, etc.

If you're in ecommerce, then this process is a little easier. Just be straightforward, tell the price, and then tell people in your actual ad—"BUY MY PRODUCT."

Once you get the bulk of this done, you're just about there.

The final step is to make sure that you have a compelling image, or something that is attention-getting.

I recommend that you actually get out there and research what your competition is doing, what's working for them, and model it.

There's an excellent feature that Facebook added this year where you can click on the little gray arrow on the top right-hand side of all ads on Facebook.

And from right there you can click the option "Why am I seeing this ad?" and it will show you who they are targeting interest-wise, the age range, the gender, the location, and it is amazingly simple to see what's working for your competition . . . so you can model what's already working and improve your ad for your offer, product, service, or your coaching/consulting program.

Since there's nothing new under the sun, it's always easier and smarter to just follow what's working and put your own spin on it.

There are a few sites out there for researching what your competition is doing with FB ads.

A few of the top that I use are [adicted.io](http://adicted.io) and [adespresso.com](http://adespresso.com).

Use these sites to spy on your competition, reverse engineer their funnels, and make a killer ad for yourself.

I've studied under the best of the best marketers in the world—like Russel Brunson, Russ Ruffino, Oliver Talamayan, Eric Louviere, Frank Kern, Dan Kennedy, Tommie Powers, Peter Parks, Gavin Stephenson, David Macalorum, Chris Winters, Joshua Zamroa, Bill McIntosh, Bob Proctor, and this list goes on and on.

Based on what I've learned from all of these masters of marketing is that take what's already working in this system, put your unique twist and personality on it, and use it for yourself to get results.

When it comes to designing the actual image for the ad, you have a few options here.

You can use a program like Youzign or Canva to do it yourself—which is recommended if you're just starting out.

Or...

Hire someone on Freelancer, or a different freelancing website of your choice, to design a kick-ass, eye-catching ad image for you.

This is normally the smartest route to take if you have little graphic design experience, or want to be super lazy and focus your time in other places.

Once you get your images up, then it's time to start testing out the different ad copies and the different images you've put together.

#### **4. Become Power Editor's Best Friend**

Most people tend to start by just hitting the Create Ad button inside their Facebook account, but the normal ad options there are super limited.

Power editor gives you the freedom to create longer copy, headlines, and text inside of your FB ad campaigns.

Get inside and start playing around with it, or watch FREE tutorials on YouTube about how to use it.

When you create your campaign, I'd say start the ad budget at between \$5 and \$10 per day for the first 48 to 96 hours of the campaign.

What will happen is that Facebook will optimize the ads over time and identify who your target market is, and who's going to take your desired action on your ad.

After a 72 to 96 hours, scale up your ad by increasing your budget to \$25 to 50 per day to make sure that you're still getting leads with that campaign.

Be sure to scale slowly and gradually, so that way your ad campaign doesn't get thrown too far out of whack and you stop getting consistent leads and sales.

If you're running ads to a high-ticket program or workshop priced at around \$2K or higher, then you should be able to bring in high quality leads and at least one sale within one week of advertising with a starting budget of \$25 to \$50 per day.

## **5. Test Track Improve Like a Mad Scientist**

Ask any online advertiser and media buyer and they'll tell you one thing for sure.

## TEST TRACK AND IMPROVE.

The thing I've learned about marketing is that you never know what's gonna happen, until you know.

Meaning, you have to keep testing, you have to keep seeing what works, and what doesn't work.

That means setting up new advertisements, running new campaigns, swapping out different ad copies, throwing in new ad images, and testing out different target interests.

It can be a long and drawn-out game of trying to figure out what works with paid ads, but the good news is that once you find a campaign that works, you hit pay dirt!

You start bringing in consistent leads, consistent sales, and business changes ... life changes.

## WRAP-UP

So the five tips that will help you get more results from Facebook ads are as follows:

- 1. Set up a FREE Facebook Business Account**
- 2. Spend Time and Research Your Target Market**

### **3. Create Eye-Catching Ad copy and Images**

### **4. Become Power Editor's Best Friend**

### **5. Test Track Improve Like a Mad Scientist**

Facebook ads are not as tricky as most people make you think they are.

It just requires you applying yourself to learn the dynamics of Power Editor, and you can go on YouTube for FREE and watch tons of videos on how to use POWER EDITOR... so you have no excuses.

All the other information about how to use Facebook ads to bring in more leads, sales, and grow your business has been addressed in this straightforward article.

The only reason you will get no results with the information I just shared here is if you take NO ACTION.

However, if you do take action and do the work you know you should do anyway, then for sure you'll get real-world results.

But if you want some help with this article, then my recommendation is to ask questions below—or reach out to Facebook experts like David Schloss. He's one of the best in the business, and I can make a personal introduction for you if you'd like help.

For now, re-read this article because it's super practical if you're selling anything on Facebook and want to get started on the right foot.

I'll see you next time.

Peace,

Michael "The High-ticket KING" Baptiste

P.S. Facebook ads require you to be patient, and to do continuous studying on what's working and what's not. However, if you can just focus on this one advertising platform and make it work, then you'll be ahead of the upcoming curve when everything shifts to digital media becoming the mainstream source of information (by that I mean radio, TV, and print media are slowly but surely becoming extinct—see [here](http://www.huffingtonpost.com/2015/03/24/digital-advertising-climb-traditional-media-trouble_n_6930958.html)):

[http://www.huffingtonpost.com/2015/03/24/digital-advertising-climb-traditional-media-trouble\\_n\\_6930958.html](http://www.huffingtonpost.com/2015/03/24/digital-advertising-climb-traditional-media-trouble_n_6930958.html)

P.P.S. The purpose of this article here is for inspiration for the person who wants to get started getting results with Facebook ads. For months on end I was afraid of throwing money at Facebook and losing it. But once I did the work outlined in this article, I quickly discovered I found that the ultimate place to grow my business and extract large amounts of money is Facebook advertising.

P.P.P.S. If you've ever thought about running Facebook ads but were not 100 percent sure of what to do—then read this article or reach out to someone who knows what they are doing and ask them for help. I know what I'm doing, and I even recommended reaching out to David Schloss as a starting point for help.

## **What I Learned After Traveling To 5 Cities in 5 Weeks**

The information I'm about to share in this article is something that will transform your thought process as you digest it.

This is heavy on content, heavy on real-world experiences, and heavy on transformation.

There I was... 30,000 feet above the earth, soaring across the United States and traveling from Miami to Los Angeles.

It hit me that traveling and flying on planes is all about one major thing, which I'll get to in a moment.

After traveling and staying for 4 to 7 days in Los Angeles, Anaheim, Orlando, Las Vegas, Atlanta, then back to Miami, I learned five key things.

And before I get into them, I realized that flying and traveling is about expanding your mind, business, spirit, and universe.

When you travel, you get a chance to meet people, to make contacts, to network, to gain new experiences, and to explore new horizons.

Travel is the only thing you buy that makes you richer, by the way.

So onto the good stuff...

## **Lessons #1—Think BIGGER**

There I was, sitting at a lunch table in Atlanta when the conversation started and shifted from, “Hey what do you do?”

All the way up to...

“Yeah, we’re spending seven figures per month in advertising...” in the most casual tone ever.

It was then and there that my entire world shifted.

While sitting in front of one of the most successful online marketers, I was taken aback and couldn’t think properly.

It became hard for my brain to think of what could come to a person’s life if they spent seven figures per month on just promoting their products and services.

He’d shaken up my entire paradigm speaking about seven figures in ad spending like it was small talk.

Come to find out later on in our lunch conversation, spending seven figures per month on advertising was literally small ball—because his friends he was

surrounding himself with were billionaires with billion-dollar businesses, and billion-dollar funds.

You've got to think big and realize there is no difference between selling a \$7 to \$47 product compared to a \$5K or \$25K product.

The only difference is you, so think bigger—ask yourself how you can deliver more value and increase your overall net worth.

When it comes to high-ticket selling online, the fastest way to think bigger is to increase your prices right now by two or three times and shift your positioning so people are more inspired and compelled to pay you any prices you demand.

Since my travels, I've added a few higher-priced packages and I'm super excited about rolling them out.

## **Lesson #2—Take Massive Action**

The difference between long-lasting success and the short-lived success most people experience is constant, nonstop, massive action.

What do I mean by this?

I stayed in a big 5-bedroom house outside of the Las Vegas strip in Henderson, Nevada.

I stayed there in that big house because I wanted to think bigger and be more inspired to live like this all the time while traveling, and once I'm done with this digital nomad phase of my life.

Then once the event ended, I stayed in Vegas three days more than I'd planned.

And while I stayed there for this extra time, I shared time with a 7-figure earner for the next three days.

We literally stayed in a 2-bedroom hotel room in a good hotel on the strip together, where we spent the next three days...

Sharing meals, working out in the gym, going to the sauna, juicing, masterminding, partying, and I even got to watch this 7-figure earner do a 5-figure webinar LIVE and in person.

It made me realize that the key to his success wasn't that he was super smart or possessed magical powers, and he didn't have the power to fly and shoot laser beams out of his eyes.

His success was based on two things.

The first principle was that he focused on one simple system that worked.

The second was that he took non-stop action promoting, selling, asking, helping, and most importantly, building relationships with big players in the industry.

So whatever project you're working on right now, I invite you to take more action to get it to the market. And if you're already selling it, then I recommend hiring a paid FB specialist like David Schloss to help you scale.

Also, if you need help with webinars, then for sure reach out to people like Ricky Mataka, Jay Cruiz, Mike Balmaceda, or even Jon Shugart.

All amazing guys at webinars.

And if you need any help putting together your very own signature high-ticket offer, then PM me after finishing this article.

Long story short—take massive action on getting yourself out there and building profitable, productive relationships with the best of the best in your industry.

### **Lessons #3—Stay Uncomfortable**

With each conversation with every single multi-millionaire that I'd met and connected with, I felt super uncomfortable—almost like I wasn't doing what I'm supposed to be doing.

And this feeling is something that I fell in love with, and I got used to over the last few weeks.

It was a feeling that challenged me to think bigger and keep doing what's hard in business so my life can be easier.

Sitting at different tables listening to conversations about billion-dollar buyouts, how people are doing 7-figure months, and even how one guy has been doing million-dollar days definitely made me feel small.

That feeling of being uncomfortable mixed with inspiration is exactly what I needed in order to reprogram my mind and create a paradigm shift within.

So for you, with your current programs/e-Books/courses, I would recommend you get uncomfortable by taking what you already have—or what you want to do...

And I would recommend crafting a high-ticket offer around it.

It's simple to do—and this is a strategy you can follow.

- Reach out to your following—maybe your current customers, your e-mail list, social media following, etc., and ask them what's their biggest problem.

- Once they tell you—craft a solution for them to get from point A to point B.

- Explain the results of your survey and hit on pain points that people have. Deliver this content in a webinar, or a video series, or even a sales letter.
- The people who really want to work with you, invite them to apply to speak with you on a call.
- Jump on a sales call and sell them into your solution for \$3K to \$5K.
- In the process, be sure to include 6 to 8 points, or milestones they need to reach every week in order to reach their desired outcome.
- Make each of those 6 to 8 points or milestones a week-long module of training designed to help them move towards their point B.
- Deliver one LIVE group coaching call each week, answering all questions that people have, and really dig deep to provide them solutions on your weekly group calls.
- Store all of your content in a membership website, and give all members access to you on Skype, e-mail, and in a private Facebook mastermind group.
- Once people go through your initial 6- to 8-week coaching program—offer them a chance to work with you again in different formats.

- This includes 6-month-long masterminds, yearly mastermind societies, live, in-person masterminds, retreats, 1 on 1, yearlong done for you, general seminars, and so forth. All of which you can charge between \$25K to \$100K or more for.

Be uncomfortable, and take action on this.

What I just gave you alone is priceless and can transform your entire life if you're the person with the right set of eyes and creativity.

So there are levels to this game, and the best way to reach the next level is to stay uncomfortable.

#### **Lesson #4—Always Go For the Close**

I've found it to be super interesting how most people who don't find massive success are afraid to sell other people solutions.

While in Vegas, I spoke with two brothers who have collectively done more than half a billion dollars in sales online.

One of them told me about a small, little \$2K offer that they were going to sell on stage, with an invitation to a private, in-person mastermind at their house...

Where they would then sell a \$35K offer.

I stood at the back of the room and watched to see what would happen. Before I knew it, one of the brothers came and asked me to help.

My help was handing out application forms to tell people to write the information, and how much they wanted to spend on their high-ticket offer.

Before my eyes I watched as the back of the room became a herd of people, and the brothers sold roughly 6 figures in a few minutes, all in front of my very own eyes.

Paradigm shift = YES!

Always be closing, and always be moving towards what you want in life.

You see, we're all courtiers planning out our next move to advance our best interests. It's all a big game we're playing in right now.

There is no way to opt out of the game, so the only thing you can do—is learn how to play the game better, and win.

And what I've come to realize is that the people who are really winning in this lifelong game and court we play in are all good or focused on closing.

Closing the sale is not just monetary; I mean close the sale on the new relationship by getting her phone number and letting her know you'll be following up with her.

Close the sale by calling your friend and getting them to come out and watch that new movie with you over the weekend.

Close the sale by writing your goals down, and committing to make your goals a reality by taking immediate, massive action on all of your goals.

Closing the sale pertains to everything in life, and the first person you should work on selling is...

Yourself—sell yourself on the fact that you can accomplish your biggest goals in just a short amount of time.

“Just sell, baby, sell!” @Eric-Louviere

### **Lesson #5—Focus On One Thing**

The bulk of the business you do in the second three months of the year will come from the contacts you made in the first three months of the year.

So if you were to venture off and do something else, then all the contacts, conversations, relationships, time, energy, and effort that you put in ... would be completely lost.

The most successful of all the multi-million-dollar folk I've met over the last five weeks all had one simple funnel, one simple business model, and one thing that they primarily focused on to bring in more income.

Of course, they had multiple streams of income, but those streams only came because they took one simple system/funnel/model and they stuck with it until it worked before they moved onto something else.

Are you focused on one thing right now?

What is that one thing you're focused on?

What is the most important income generation strategy in your business?

Do you have a business? How about a business plan or mission?

Do you have an idea where your business is going to be in 12 months?

Do you have any goals for yourself?

If you don't know any of these things, or have them yourself...

Then you're going to severely miss out on the opportunity to take everything to the next level.

This is what I recommend you do, based on my success, and the success I've been learning from these high-level achievers and high-level thinkers.

Pick one niche, or one single business model and commit to sticking to it and making it work over the next 90 days to 120 days, until it works.

Then, once it starts working, record your workflow process and the things that are required to make your business grow.

A good idea is to record your screen while doing all the important things you need to do in order to grow your business, and record an entire day using Google Hangouts on air.

Then, once you've recorded your workflow process, start hiring VA employees with specialized skill sets, and have them watch your videos to understand what needs to be done in order to grow your business.

Hire only A-level players and have them do the things you don't want to do in your business. Yes, spend some real money, and hire the best you can find.

You can hire them to manage your paid FB ads campaigns, customer support, managing media buys, training other employees, managing teams, creating

graphics, e-mailing your lists, handling sales calls, recording content, creating content, etc.

Basically, hire people to do one specific task in your business. This way they can be super productive and get their main ONE thing done each time.

Once you hire people to replace you in the areas of your business you don't like, you then have more time to do things like THINK, spend time with family and friends, have more free time, and more freedom.

All it takes is focus, and 90 days to completely change your life.

I am not perfect. I'm working on building up processes in my business so I can start team building and replacing myself.

So just because you know something, doesn't mean everything is fine and dandy.

No, you actually have to do it—apply it—stick to it—commit to it—and most importantly, you have to “laser beam” FOCUS on your ONE THING.

## The Wrap Up

Wrapping this whole trip and experience up in a few words, or even in this post, doesn't serve the last couple of weeks it's due justice.

But what I do hope for is that this article has given you some massive value and direction going forward in your business.

Following the advice and taking immediate, FOCUSED action on this article can change your financial life—and improve your life overall.

I wrote it with my heart, and with the intention to help you think bigger—and think differently.

If you'd like to learn more about high-ticket offers and how I've been able to travel all over the USA while still running a high-ticket coaching business transforming lives, then feel free to send me a PM and let's talk.

For now, comment your thoughts on this article below and let me know what you thought about it.

I'll talk to and see you soon somewhere in the world.

Peace,

Michael "Over-deliver" Baptiste AKA The High-ticket king

P.S. The five things I learned are only scratching the tip of the iceberg. The most important takeaways are deep within this article, and in between the lines. I

recommend re-reading this article again and extracting as many jewels as you can from it.

P.P.S. High-ticket is the way. Whatever your business model is, I highly recommend implementing a high-ticket funnel, or a high-ticket service to create explosive income.

P.P.P.S. There is a customer at every level in this world. Go for the customers at the highest levels and you'll reach your goals much faster with each sale you make.

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## How Mentors Saved My Life

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As humans, the most important and valuable thing we have is information.

Since the dawn of time man has passed down stories, rituals, secrets, and ways of life to one another.

And all of this INFORMATION is what has preserved and perpetuated human existence through the ages.

It's the way that cultures remain strong and tight-knit over so many centuries—they pass down information to keep their culture alive and strong.

It's the exact same way that a child grows up to be a bad person or a good person—all based on the information that is passed along to that kid from their parents or influences.

Now, let's get into some practical talk and some real-life examples of how information from my mentors has saved my life over the years.

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## My First Mentor in Life

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I opened my eyes and there she was, this beautiful woman I didn't know—but could tell that she cared deeply about me as she held me in her arms.

You see, this was my mother, and she was a 19-year-old woman who had to figure out the best way to raise me and make me the best man she could.

While I was growing up, my mother would always read books to me, with me, and she would always encourage me to read by myself.

That skill stayed with me through life, and by using that skill I've been able to do incredible things—the most important is that I've opened my mind to learning something new every single day.

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## My Mentor Who Pushed Me over the Edge

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Growing up in a middle- to lower-income community, not many people saw an escape or even dared to venture outside of the neighborhood.

So at the time, I had a belief in my mind that I wasn't going anywhere further than my current situation...

That belief lasted until I met my high school basketball coach, and he changed my entire life.

Fun fact: my mother used to babysit him as a kid—and he had a crush on her growing up.

So when I came into the picture, he decided to pay special attention to me and do as much as he could to help me become a better man and go off to college.

Over the next four years, he took me under his wing and dedicated his life to helping me become the best I could be and earn a scholarship so I could go to college.

In that process he taught me about 75 percent of all the principles I needed to learn in order to become a better man, since my biological father wasn't around in my life to carry the torch.

In that process, he helped me get private tutors for my classes and tests; he helped me with basketball gear; he helped me make money; he taught me about the birds

and the bees with women; he taught me how to be more confident in myself and to have no fear of anything.

Long story short, this mentor of mine taught me how to become a man—and at the end, showed me exactly what to do in order to get a scholarship and change the future of my family.

And thanks to that mentor I made it into college, and now the future of my family has been changed forever.

Once I got to college, I realized there was more to life and business, and the time quickly came when I needed another mentor.

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### My Next Real-World Mentor Saved Me from Dropping Out of College Again

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There I was at my second university, expecting to be the new superstar basketball stud who just transferred from a higher division university.

But after getting hurt, tearing my entire ankle, and being put into a cast with crutches—I had fallen down and become a complete disappointment to the university and myself.

What made matters worse was at the time, my aunt died from brain cancer, so it was a snowball effect.

On the verge of dropping out of college for a second time, I knew I needed a real-world mentor who'd been through tough times and could show me how to bounce back better than ever before.

But who?

Walking on campus, I saw an older man who looked like he was a strong guy and had something unique about him.

I said hey, what else do I have to lose? It's either ask him for help—or drop out again.

Then I saw him again, and walked straight up to him and asked, “Hey, will you be my mentor?”

He could see the desperation in my eyes, and I could feel that he was completely shocked by my question.

After a few qualifying questions and an exchange of contact information, he took me under his wing.

Come to find out, this man had been in prison for 10 years, learned the US law, and got himself out of prison 20 years early from his 30 year sentence.

Then he got out of prison and 10 years later earned two undergraduate degrees, one master's degree, and was now a semester away from his doctorate's (PhD) degree.

He taught me persistence, and the other 15 percent of what I needed to know in order to be a man and have a deeper connection to the universe and world around me.

The information he shared with me helped me get back on track, get back on the court, get focused in the classroom and I ended up doing the following...

- I made the honor roll four times and earned the highest grades of my schooling career since elementary school

- I dominated the basketball court my senior year and led my team in every category: most points, rebounds, blocks, assists, steals, and was nationally ranked in several different categories

– I was named to the First Team All-Conference, First Team All Defense, Sportsman of the Year, MVP, Defensive Player of the Year, Senior of the Year, and made Player of the Week in our basketball conference

– And I graduated college and became the first black male in my family to do so

But I knew I needed business mentors and someone to help me get my business and career in order.

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### Then Came My Business Mentors

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There I was at the Chamber of Commerce luncheon down in Miami, Florida, when I met her.

She was (and still is) a multi-millionaire via serious investments and a large construction company.

She was a hard-nosed mentor who was not afraid to tell it like it is, and hurt your feelings—and many times she did.

Before I knew it I was burying my face in multiple books about investments and personal development.

Not to mention, I was constantly being pushed to study abroad and increase my knowledge of investments.

A year or so after meeting her I went and did four months studying abroad in Beijing, China.

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### My Experience with Online Business Mentors

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I remember I was on a holiday special webinar with a few online millionaires who I'd been following for a few weeks.

Just then they made an offer to get into their \$5,000 program for a massive discount.

I didn't have the money, but I knew I was going to find a way to get it.

Without hesitation, I sold all of the designer clothes I had on eBay and came up with the money in less than 72 hours and invested in his program.

I took action on the information and within one year of taking action I'd attracted the opportunity of a lifetime to become a founding member of Banana Wave Bananamilk, which we're launching in a few days into Albertsons, Target, and Whole Foods, for starters.

Since I've worked with that first mentor, creating a full-time income and building an online business has become a simplified process.

Not to mention, I've been able to travel to multiple states in the US, live in Colombia for a short time, and knock a bunch of things off my bucket list thanks to my business providing me more free time and income.

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### The Most Simple Rules to Getting the Best Mentor and Making the Most out of it

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Over the years I've learned from many mentors, coaches, and advisers who have helped me reach where I am, and helped me get to where I'm looking to go.

I wasn't able to mention all of my mentors, but I've learned from so many mentors in many different areas of life, and that's what's allowed me to reach the levels of success I have—and where I'm going.

The most valuable commodity is information, and the best information is that which comes from experience.

Which is why it makes sense to save yourself time and learn from the experience of someone who's already tried, failed, and then succeeded.

So to sum all of it up and keep it simple...

#1 Search out mentors for each area of your life that you want to advance in.

#2 Only work with mentors who are where you want to be or beyond.

#3 Take immediate and all-out, massive action on the wisdom that your mentor passes on to you.

#4 Don't be afraid to move on from one mentor to the next (you will outgrow your mentor and have to move forward).

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No One Knows It All; However, Mentors Make the Path Short and Simple for You

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I never understood why it was so important to get a mentor until I realized how much time I saved learning from someone who'd already succeeded and could show me a better way to do it.

If you truly care about reaching the highest levels of success in your life, then I recommend seeking out new mentors for all areas of your life where you truly want to improve.

That's all she wrote for this post.

I'll see you in the next one.

Your fearless leader,

Michael "Over-deliver" Baptiste

P.S. Mentors are necessary in order to succeed in life. If you don't believe me—then look at some of the most successful people in the world, and you'll find that they have a mentor or a board of advisers.

We have a group of advisers for our beverage company, and each of our advisers have held chief positions or have done high-level business in the billion-dollar range.

And these advisers are the exact group of people behind the scenes helping to guide us to building a billion-dollar brand with Banana Wave Bananamilk.

Seek mentors, and focus on taking your life to the next level with the aid of mentors.

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## **Five Lessons I Learned After Producing Our First 5,000 Cases**

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“What the F\*CK? Bananamilk?!? I’m all in...”

Was the first thing that came through my head when I met my business partner nearly three years ago.

I’d always dreamed of being part of a team of people who would change the world.

And when that opportunity came to me while in college, I took it on full force.

Now fast forward nearly three years later and we’re a few weeks away from our official launch party in Dania Beach, Florida, on January 16, 2015.

So as we prepare to launch our soon-to-be billion-dollar beverage company, I wanted to share with you five major lessons I’ve learned in the process of building this world-changing company.

These lessons are so powerful that if you decide to follow them, I have full confidence that they will shape the nature of your business and entrepreneurial journey.

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## LESSON #1—Set the Intention and Make It Clear

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At first I drifted around, hoping to find an opportunity. Then, when I did find an opportunity...

It landed me back home as a college dropout and caused me to lose my college scholarship.

Then that was when I said to myself, “I’m going to be a part of the team that’s going to create a billion-dollar company like Facebook, or Google.”

And just a few weeks before graduating college...

I decided to put on a seminar teaching how I was making thousands of dollars from Internet marketing while I was a college kid.

At that seminar, the founder and inventor of the idea approached me after the seminar and told me about the idea—Bananamilk—milk made from bananas.

In my head I thought to myself, *What the F\*CK? Banana Milk?!? I’m all in...*

And since then I've been one of the founders, getting ready to make history with something that no one else is doing, or has ever seen before.

So set your intentions for what you want to accomplish in 2016 and beyond.

The clearer you are on what you want, the stronger your attraction will be for exactly that.

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## LESSON #2—Have the Courage to Stay the Course

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Building a business is never easy, especially when you have intentions of building a big business with the intention to produce billions of dollars.

I've seen many people come and go over my five years of experience with Internet marketing.

And in that process, I've learned that the successful people were always the ones who kept on going even though things got rough.

During the process of building our company, did things get rough? Yes, they did, bro, and we still have some unforeseeable bumps in the road.

But what's most important is staying the course—staying focused and not giving up, even when things don't go our way.

In the process we've had investors flake, business partners stop, designers die in heart surgery, family members pass away—and some come down with cancer and other illnesses—partners go to jail, and so on.

Although it was tough to keep going despite so many setbacks, we kept the vision in the front of our minds and never stopped pushing.

Before you know it, we'd collectively raised the money from various investors to make the dream a reality, and now have our first few thousand produced and are looking forward to being on shelves soon.

So when you have your vision, and you know where you want to go...

Pick one single system and stick to it as if your life depends on it.

Nothing else will move you to building a successful business faster than sticking to it no matter what happens.

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### LESSON #3—Have a Relentless Focus and Work Ethic

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The number of sleepless nights, early mornings, and weapons of mass distractions come a dime a dozen as an entrepreneur building your own business.

And for the record, weapons of mass distraction include social media, useless cat videos on YouTube, marathon partying (meaning partying all the time), watching TV when you have work to do, drugs, alcohol, and so forth.

Not to say that I don't indulge in these activities—because I do.

But I make sure to limit my distractions unless it's moving me closer to my goal.

I can't count how many nights I've stayed up working on projects, deals, and devouring information when I looked out the window and the sun was rising.

While building my information marketing and coaching business, as well as this billion-dollar beverage company, it's never been simple to juggle it all but because it's my vision...

I know it's worth it, so I choose to work my butt off to keep making success happen.

You're probably wondering, what does it take to work at your craft relentlessly and maintain the right state of mind so you can keep focused?

Well, it takes you putting your back against the wall and listing out the most important of all your priorities in life.

If your priority is your kid, then you're going to make sure that you focus on getting paid at your job, or with your current business model, so that you can afford to feed your kid.

Same thing has to happen with your business in order to make your vision a reality.

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#### LESSON #4—Have Fun and Enjoy the Process

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A lot of people will tell me I'm this, or I'm that—or that's not the way you're supposed to do business and blah blah blah...

Look, brah, life is only lived once for most of us, meaning there isn't much time to be angry, or sad, or depressed because things didn't go your way the first or second time.

When my business partners and I didn't win first place in a business plan competition for the major award of \$35K we didn't get sad, look down at our shoes and start kicking rocks...

Hell no! We got happy because that brought us major attention and a lineup of investors who threw more than six figures into our company.

Not to mention, later that weekend we took a road trip and went up to Wet-N-Wild in Orlando Florida to celebrate.

Yes, we won one of the awards for \$5K, but even though we didn't win the big kahuna award, we still made the most of it.

You see, "life isn't about waiting for the storm to pass . . . It's about learning to dance in the rain." — Vivian Greene

And no matter what level you're at with your business-building journey—you have to stop and celebrate the small victories along the way.

I've come to find that most people go about building their company as if it's going to be one big event, and then BAM!

Someone buys them out for \$50,000,000 million.

Brah, it don't work like that...

It's a process, and rather than let life pass you by in the process of building your dreams...

It's best to enjoy, have fun, smile, and live life to the max during the process of building your global entity, which you'll be able to sell for 8 to 10 figures somewhere down the road.

Exit strategy, what? Eh—that's another post.

For now, just build on your vision-style business—and make sure to have fun in the process, man.

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#### LESSON #5—Have a Good Team or Mastermind Group

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No man or woman is an island in this big yet digitally connected world we live in.

Trying to do things all by yourself will not get you to where you really want to go.

I can tell you firsthand that where we are now, a few weeks before launching into stores, and also my online clients doing 4- and 5-figure months consistently online...

Would not have been possible had it not been for the mentors, coaches, advisers, and companies that we've hired and worked with over the years.

You see, once we started working with a brand management company to help us take Bananamilk...

To the level where it so rightfully belongs...

Our connections immediately increased, our credibility instantly improved, and we became one of the brands being managed by a multi-million-dollar and well-connected branding company in our industry.

And even with my online business, I didn't start doing 5-figure months until I began to partner up with people, hire consultants, invest in coaching and mentoring, and so forth.

The answer is never in buying more tools, or more software, or more SEO, or more STUFF to consume.

In my professional opinion, the key to succeeding as an entrepreneur is in surrounding yourself with mentors, coaches, and colleagues...

Who can help you move to the next level on the shortest, fastest route possible.

So feel free to reach out to others for help and guidance along the path to creating more success and reaching your ultimate vision for your business.

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## TO SUM UP THE FIVE BIGGEST LESSONS I'VE LEARNED

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LESSON #1—Set the Intention and Make It Clear

LESSON #2—Have the Courage to Stay the Course

LESSON #3—Have a Relentless Focus and Work Ethic

LESSON #4—Have Fun and Enjoy the Process

LESSON #5—Have a Good Team or Mastermind Group

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And there you have it. Keep things simple, man—life isn't that hard to win at.

It's not easy, either, but at the end, it's worth it, bro.

Feel free to reach out if you've got any questions.

In the meantime, let me know if any of these lessons which I've learned have been able to help you out in the process.

Peace,

Your fearless leader,

Michael “Over-deliver” Baptiste

P.S. You might not have a short-term problem while building your business in the beginning because it’s exciting and fun and new. But if you don’t have a long-term exit plan, growth strategy, or vision for where you want your business to go, then you’re kicking yourself in the teeth. Exit strategies and brand management is something I learned along the way and it’s super important if you want to build a really big business that you can sell off and retire young.

P.P.S. Making friends and being liked in business is never the overall goal. The most important thing to create is LEVERAGE. See things for the long term and focus on doing what will benefit you the most 6 to 12 months, or even 5 to 10 years from now. Everything you do—do it because you intend to give value and make a difference.

I could tell you about how I’ve been doing 5-figure months online and am able to live and travel through Colombia while enjoying complete freedom and control over my life and online business...

But that’s not the reason why I’m here today.

I'm here to share a story with you.

I remember just a few years ago, in 2009, I was a hopeless college dropout stuck in debt with no vision or way to go for myself. I discovered Internet marketing and that led to a journey of shiny object syndrome and relentless trial and error.

Not to mention I wasn't able to consistently earn anything over a few thousand bucks in a single month until 2013.

I also remember being down to my last \$300 and being unable to pay rent for the room I was renting out from a friend back in early 2014.

To make matters worse, I was renting a room at a friend's house.

And after not having the money to pay for rent and my other bills at the time—she kicked me out, and our relationship was ruined.

I remember back when I took a job at the beginning of 2015 for three months with a pharmaceutical company, only to find myself driving an hour to work each day, then an hour back each day battling with traffic.

And since I was the new guy at the office, I had to deal with the office politics and found myself trapped in a dead-end job that didn't pay enough to quit, but just enough to make me come back on Monday.

I completely hated my life and that I had no freedom for myself aside from the weekends and the few hours at night.

Every day I would sit in that office imagining what life was like on the outside of those walls and how I could get my freedom back.

After working there for two months, I knew I couldn't continue working a job forever because I felt trapped.

It was a mixture of joy and pain because I'd have many months online where I was making just as much or some months more than I was making at this cushy job.

But because it was consistent, it was easy, and it was "safe," I fell for the trap.

So I decided to hire a mentor to show me exactly how to create more income online and more freedom in my life.

Fast forward one month later, I created an information product and decided to put together a product launch with a few new partners I'd met online.

I remember the night before the launch as I lay in bed staring at the ceiling...

I was viciously contemplating whether or not I should keep working this job or quit right now before the launch, since I knew I could find success with the information my mentor had given me.

Around two in the morning, a few sales began to trickle in and my phone wouldn't stop buzzing, making it difficult for me to sleep that night.

I woke up around 6:00 a.m. to see there was nearly \$500 in sales and I didn't do a single thing. My phone wouldn't stop buzzing over and over.

That morning when I woke up there were hundreds of e-mails alerting me about new sales and money being deposited directly into my PayPal account.

It was amazing because the sales were coming in non-stop throughout the entire morning while I was at work.

On the very first day of that product launch we brought in close to 400 new sales and I'd made more in that one single day than I'd made in one single month at that job.

It was my first \$5,000 day online and it was almost hard to believe this much money could be made so quickly with the power of Internet marketing.

That very same day I walked into the boss's office and told him this was not the opportunity for me, and I respectfully quit the job.

It was a feeling of relief and at the same time a major feeling of anxiety and nervousness because I didn't have a solid plan for what I'd do next following the product launch.

By the way, we ended up doing more than \$12,000 in sales in a span of three days.

Following the success of that product launch, I started sending out simple e-mails to this new list of buyers I'd built up via this product launch.

To my amazement, I was sending out e-mails and people were clicking and buying the affiliate products I was recommending.

I was literally making money out of thin air by simply recommending offers to people.

It was amazing seeing hundreds of dollars flood my PayPal account without really doing anything else.

Then people started to reach out to me and ask if I could show them what I was doing to make so much money online.

And in a short time I began showing others what I'd done to launch products and create successful programs.

Before I knew it, people started asking me how was I able to set up coaching programs to help people online.

Now a new wave of opportunity came where I got to do something I really enjoy, coach other people to become successful online.

I remember Zak, my first student. He was a 21-year-old kid from the UK who worked as a waiter, and who was also a ladies man.

Zak really wanted to break above the \$1K per month level which he was earning at the time.

He reached out to me because he wanted to learn how to properly put together his own information product and launch it.

It took him nearly two months to put everything together, but once he did—he made \$4,000 in sales in a span of four days.

Then, a few months later, he did a second product launch and did much better for himself.

His second launch did \$15,000 in sales in just six days.

Now he's taken the knowledge and created his own high-ticket program and is earning well over \$10K per month, all online.

And then there was another student of mine, his name was Troy and he was an Australian diesel mechanic working a full-time job and trying to make his Internet marketing business his full-time deal.

He was stuck at an invisible ceiling in his business and really wanted to break through.

When Troy and I started working together, I showed him exactly how I was coaching people and helping them take their business to the next level.

Troy took immediate action on my advice and within the first two weeks of us working together, he was able to make his first \$5,000 sale for his high-ticket program.

He made more sales from his primary income online and his new coaching program—which brought him to over \$10,000 in sales in the first month of us working together.

Since then Troy has quit his job, moved into a new house with his wife, and is now doing five figures per month online with ease.

And there are countless numbers of success stories that I could share with you about how people have changed their lives for the better with my coaching and information.

The important thing to take from these stories is that Zak and Troy had one thing in common. It's the fact that they both were professional enough to reach out and get the help that they needed.

If you feel like your business is stuck and you want to take it to the next level...

If you're tired of your life the way it is and want a better way to create financial freedom for you and your family...

And if you want to attract more high-paying clients to your business...

Then I am personally inviting you to join me on a FREE online training where I share exactly how to create freedom and regain control of your life with high-ticket offers.

--> <http://highticketfreedom.com/free-training> <--

You don't have to waste time like I did for years and years trying to figure it out by yourself.

Now you can save yourself years of trial and error by joining me and learning what I did to create multiple 5-figure months and help my clients create lasting freedom as well.

CLICK HERE TO JOIN <http://highticketfreedom.com/free-training>

I'm nobody special. You read my story, and I was probably in a situation twice as bad as yours.

I come from the other side of the tracks, and had no option but to escape my environment and that dead-end job—plus my homeless situation.

But now things have changed for me as I write you this from my beautiful 2-bedroom condo in the hills of El Poblado located in Medellin, Colombia.

I've been enjoying the city and living freely on my own terms over the last few weeks, and have been loving every waking moment of it.

If you're interested, then reach out to me and I'll show you exactly how I've been able to create the life of my dreams and help others do the same through the power of high-ticket offers.

“Only those who are willing to risk going too far, can possibly find out how far one can go.”

~ T. S. Elliot ~

I'm so thankful that I was willing to put it all on the line a few short months ago, and now it's time to make a bigger impact on the world around me.

I truly hope that you enjoyed my story and I do look forward to seeing you on the training workshop.

Take care, and make the rest of your life, the best of your life.

Michael "Overdeliver" Baptiste

P.S. My story is not unique, and I'm not the special one out of a billion people in the world who created Facebook, or Apple.

I'm a regular guy, just like you—the only difference is that once I discovered the power of this high-ticket system and took all-out, massive action on it, I was able to live a life that others can only dream about.

If you're seriously interested in learning how to leverage high-ticket offers and create freedom in your business, then join me on the FREE online training and I'll show you exactly how to do it.

CLICK HERE TO GET STARTED - <http://highticketfreedom.com/free-training>