



# Nine Steps to attracting High-End Clients



## Thank you for downloading this effective guide to attracting high-end clients.

Everyone wants to attract more clients. But, it's even more important to set your sights on attracting high-end clients.

Attracting high-end clients is the key to success in your business. When you attract high-end clients you not only make more money, you have more fun and produce bigger results for your clients. What could be better than that? Make it a priority in your business to learn how to do this to the very best of your ability.

I describe high-end clients in the following two ways:

1. They are 'ideal clients.' That is, clients you can make a difference with and whom you love to work with.
2. They are 'high-paying clients.' They understand the value you offer and are willing to pay you more than average clients.

Both you and your clients will experience more fulfilment in working together. This is important. When the experience of working together is one of partnership and possibility, your work doesn't feel like work. It's more like a play.

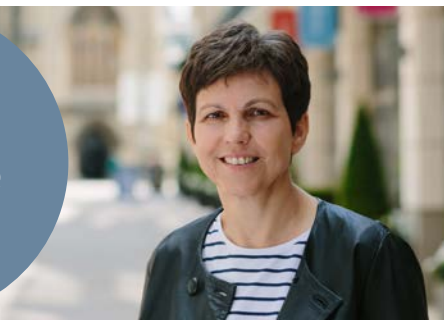
**Working with ideal, high-end clients is more fun and productive.**

On the subsequent pages, you will find the worksheet to help you work out who your ideal client is and how you can reach out to them.



**Step 1.**  
Clarify the type of client you want to work with.

**1.1** Who is your ideal client? Be as specific as possible.

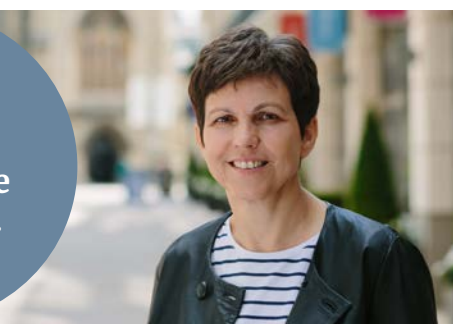


**1.2** How many high-end clients do you want to attract?  
Please give an exact number here.

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**1.3** Write down all the ways you can reach your ideal clients.

**1.4** Why should they buy from you? What makes you different from competitors?



**1.5** Take some time to jot down the most urgent problems and challenges that's causing them pain. What are they concerned about?

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**1.6** What will they buy from you? My example: A life-changing 1:1 mentorship/coaching that will transform their business, income and mind-set. (Not: one of my sessions)

**1.7** Please give an exact date for when you will have achieved your goal stated in section 1.2. Example: 31st October 2019

**1.8** What services/product will they buy from you? (Think BIG on this one)



## Step 2.

### Write down the Big Goal

## *“A goal is a dream with a deadline”*

~ Napoleon Hill

Write your goals down – when you write your goal down physically on paper and it activates your mental power and your subconscious mind works on it 24 hours a day to achieve it. And remember when you write your goal you make sure it is written as now in the present tense in positive language and be as specific as possible

For example: I want eight clients to buy my give a name/ title of you program/ service / package at the price you want e.g. at £2,000 by the end of ..... . Pick a specific date e.g. 30 November 20...

You want to feel super clear and aligned with this goal; keep tweaking until it feels just right. Just right means out of your comfort zone but not so far out that seems impossible.

**My big goal for attracting my high-end clients is:**



### Step 3.

Each day repeat your goal and write it down several times.

### Visualise it, feel it.

See yourself having calls/meetings with new clients; see your email inbox is filled with people booking meetings with you. And remember to see the INVOICE PAID notice in there too.

Every day, replay the whole scenario in your head like it is a movie that is already happening.

**Tip: Do this first thing in the morning before you even open your computer/laptop to supercharge your energy for the day.**

### Step 4.

Go back and read the big goal and make it your reality.

#### How you make it a reality?

- Read it out loud. As often as possible.
- Journal about how great it's going to feel.
- Put up reminders of your goal where you spend the most time: e.g. your office!
- Have your goal in your phone so you are constantly keeping it in focus.



## Step 5.

Repeat your visualisation in the evening just before falling asleep.

**This is the MOST POWERFUL manifestation technique because all your thoughts lock into your subconscious mind right before you drift off to sleep. This helps reprogram you out of a LACK of mind-set (lack of clients, money or time) to an ABUNDANCE mindset (plenty of clients, money and time).**

There is something rather amazing about what happens when you get a clear internal representation of what you want. It programmes our mind and body to achieve that goal and go beyond our present limitations. Before anything happens in the real world, it must first happen in the imaginary world.

Everything you visualise just before falling asleep will ENORMOUSLY influence your mind and allow you to wake up ready to receive what you have now impressed on your brain.

Think of it as showing your brain the EVIDENCE of the abundance before it arrives. Why? Your brain thinks in pictures and doesn't know the difference between the picture and the reality! So, by putting the picture in, you are saying; 'It's already here.'

Visualise your goal achieved – visualise your goals as often as possible, also I would encourage you to revisit and feel your goals every day (you can write them in your phone too).





## Step 6.

Every day, write down one big action that you will take to help you attract high-end clients.

You have to do your part; the universe needs to be able to work with something. Your job is to make sure every possible pathway to your desired goal is clear and ready.

Also, ask your friends and colleagues if they know exactly what you do and what you offer. You might be surprised by their responses. I've had clients tell me their spouse had no idea what they did, let alone potential clients!

**One big action you take today to bring you closer to you goal and attract your high end/ ideal clients.**

## Step 7.

Notice how the universe will support you with small miracles.

You want to get into the habit of looking for evidence everywhere that speaks to your ability to receive more money and more clients.

For example, you will get some unexpected referral, you will get an invitation to deliver a talk/presentation or maybe you will get tagged in a post that brings you an opportunity to be in front of a new audience.



## Step 9. Have faith in the process.

This is often the hardest part. We see people online and it appears as though they achieved success overnight, when in fact it's taken them several years. Give yourself the opportunity to succeed.

Every time you catch yourself doubting, go back to your BIG GOAL.

Make it non-negotiable. Insist that the infinite power of the universe is going to make it happen.

### **Having FAITH is 90% of the battle to achieving SUCCESS.**

Those who have faith can take risks and know that the universe has their back and that they are always

**But the steps mean nothing if you don't implement them..**

If you can't do all of the above points every day, do a few, consistently. Observe how everything will start to change around you for better. You will be manifesting more and more clients as the days go by.

**The only thing you need to stick to is BEING CONSISTENT.**

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Do you feel absolutely ready to attract and manifest an endless stream of clients into your business?

**Would you like to get a free 30-minute 'client attraction system' that will help you to fast track your success?**

Do you want to be supported by a results-driven coach (that's me!) who knows all of the mindset and marketing strategies to help you expand into your desired life and income?

If you answered "Yes!" to any of these questions, then contact me on [info@mgcoach.co.uk](mailto:info@mgcoach.co.uk)

**I'm ready for wealth & success.**





#### ABOUT MARGARET GUILLEN:

Margaret Guillen is a Business Success Strategist, Business Coach and Mindset Expert. She specialises in working with service-based Female Entrepreneurs to get a consistent flow of clients and to build six figure business by combining effective strategies with cutting edge mindset tools.

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