A top-down view of a woman's hands typing on a silver laptop. A white smartphone lies on the desk in front of the laptop. To the right, there is a bouquet of pink peonies and white baby's breath flowers. In the top left corner, a white coffee cup is visible. The background is a soft, light-colored wall.

The Ultimate Guide To Attracting Premium Clients With High-Ticket Offers

For Coaches & Spiritual Entrepreneurs



"What's the story, morning glories? What's our final number?" I texted my team.

"\$116,961" was the response.

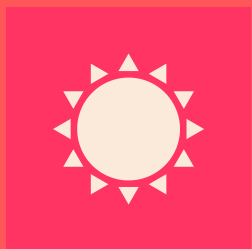
"Great job, ladies! What a powerful nine days it's been! Now, let's get ready to welcome in our new clients and serve, serve, serve!"

Eva Gregory here. I'm the founder of the *Enlightened Business Success Academy* and *The AI Advantage: Designing & Delivering Lucrative High-Ticket Offers*.

We're breaking all the rules that mainstream business experts are teaching when it comes to helping coaches and spiritual entrepreneurs grow their businesses.

Because we do business in a different way.

More significantly, the way we do business works...





...without complicated funnels, sleazy sales calls, or hundreds of clients.

We do it by focusing on attracting premium clients with high-quality high-ticket offers.

And here's the clincher...

It's much easier to attract premium clients when your business is positioned with high-ticket offers than it is to get the number of clients you'd need at lower prices to make the kind of money you want to make.

Think about it...

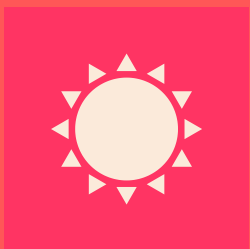
With a \$500 course, you'd need 200 clients to reach \$100K per year.

With a premium offer of \$5K, you only need 20 clients a year to reach \$100K.

And are you ready for this...

That's less than 2 clients a month!

Do I have your attention yet?





Once you realize how easy it is to attract premium clients, you can skyrocket your income from there.

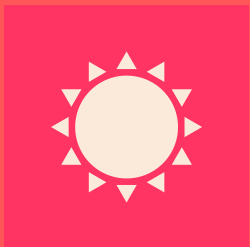
That is why I developed the High-Ticket Offer Accelerator™ that has been instrumental in generating anywhere from \$25K to upwards of \$100K months for our business.

If you're a spiritual entrepreneur or coach and you'd like to grow a highly profitable business...

...one that attracts high-level clients with high-ticket offers on a regular, consistent basis...

...keep reading. Because this could be the most valuable content you've read in a long time.

Let's get this party started, shall we?





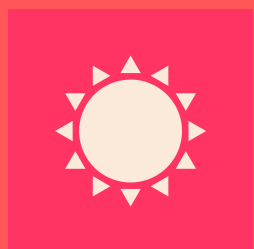
Growing a successful business that attracts premium clients comes down to you implementing the three core components of the High-Ticket Offer Accelerator™.

The three core components are:

- **STAGE 1: POSITIONING**
- **STAGE 2: PACKAGING**
- **STAGE 3: PROMOTING**

When each of these core components are implemented, your business can become a high-level client money magnet!

So let's break this down...





STAGE #1 POSITIONING

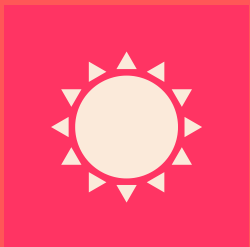
Positioning your business will look different for attracting premium clients with high-ticket offers than it does for lower-end products and programs.

Ask yourself, what makes your offer worth it for a high-level client? What is it that you're offering that goes above and beyond?

It doesn't mean just repackaging your low-end product. You've got to consider ways to elevate what you offer and the transformation you provide.

Start by being specific. This is a key piece to position you to create ongoing \$20K, \$30K, or \$40K months and beyond.

You need to clearly understand and communicate who you help and the kind of results your clients will achieve as a result of working with you.





Then all your marketing and messaging must speak specifically to your high-level client and the caliber of challenges they face that you can help them resolve.

If you aren't attracting premium high-level clients, it's because either:

- You aren't clearly articulating who you help and how.
- Your offer is not clear and needs fine-tuning.
- You don't believe in *you*.

And your limiting beliefs will stop you dead in your tracks every friggin' time.

So how do you shift those beliefs and claim the value you actually offer?

More on that later, but first let's talk about...





STAGE #2 PACKAGING

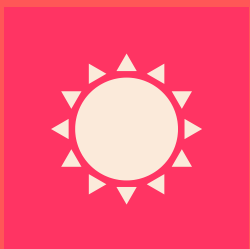
What you include in your high-ticket offer and how you package it is important.

You want a high-ticket offer that is irresistible to your premium clients and one that allows you to create that high level of human connection with them without burning you out.

Your high-ticket offer needs to include three things to make it irresistible to premium clients:

- 1) Online training and support materials
- 2) Accountability and milestones for tracking progress
- 3) Live Q&A, coaching, or mentoring

The 3rd element - live support through group Q&A sessions, coaching, or mentoring - is one of the biggest missing pieces in most programs that high-level clients crave.





They need that human connection and support, so when there are questions about how something applies specifically to them, they aren't left hanging.

High-level clients don't want another course or program they have to go through alone and figure out on their own.

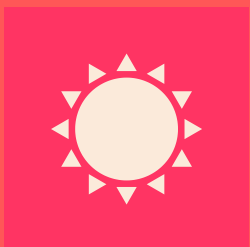
They want your support and your expertise to help them move through it more efficiently and effectively.

And they are willing to pay a premium for that level of support.

Therefore, how you design and deliver your program must be very intentional.

What you don't include in your program is just as important as what you do include.

You don't want to overcompensate in your program and add a bunch of fluff or unnecessary items.





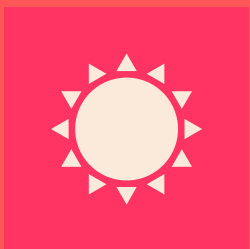
Not only does it not add value, it actually *devalues* your offer.

Everything that goes into your high-ticket offer needs to be well thought out and completely synergistic and supportive of all the other elements of your offer.

We have a formula we use that allows you to design a high-ticket offer that includes a high level of human connection for your clients ...

...but at the same time, doesn't burn you out with hours and hours of support for them.

We can show you how that works. But right now, let's talk about...





STAGE #3 PROMOTING

Most spiritual entrepreneurs and coaches have no real strategy for promoting their offers.

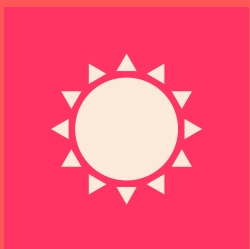
They tend to wish and hope someone will eventually sign up with them.

They may try something once or drop a link to their offer across social media or in an email and hope someone buys.

We do things differently.

There are three promotional assets you need to create.

1) Live online events that provide an experience. These don't have to be complex. It can be something as simple as a powerful email campaign on up to a Facebook Livestream or a webinar, a virtual conference, or a more extended challenge.





2) An evergreen enrollment system for attracting and qualifying high-end clients month in and month out consistently between your live events.

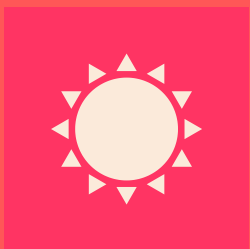
3) A social selling system where you fill in the gaps for potential clients by answering their questions.

Your online promotional events are a great way to get a big cash infusion into your business two to three times a year.

If you do them right, they can be very profitable because you provide an experience for folks over a short period of time and have a number of folks enroll at the same time.

Your evergreen enrollment event runs in the background enrolling clients week in and week out between your live events.

Both are important assets that will support you in creating a lucrative business that gets you off the feast or famine income roller coaster.





When you do it right, the evergreen enrollment system alone can be worth multiple six figures in your business.

It won't necessarily have as high a conversion rate as a live promotional event.

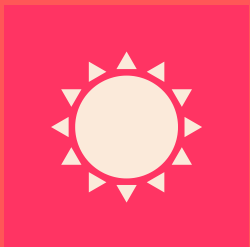
Still, it is an integral part of the promotional framework for creating regular, consistent income during the months you aren't doing promotional events.

There you have it.

Those are the three core components of the High-Ticket Offer Accelerator™ that have allowed us to create \$25K-\$100K+ months.

And it works for our clients too, who've used our system to create \$10K, \$15K, \$20K months, and more!

So, where do you go from here?





If you're ready to step up, stand out and scale your online business with lucrative high-ticket offers, here's your next step:

Join me for an in-depth video training where I show you what this would look like for you.

If you don't understand the extraordinary value you offer, you hold back, self-sabotage and play small...and those high-level clients who are looking for you can't benefit.

That's why I've put together this entire training series *Attracting Premium Clients With High-Ticket Offers!*

[Get instance access to the training here.](#)

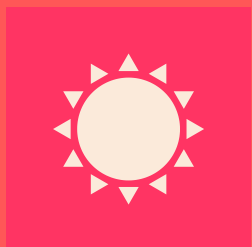
HTOTraining3.com

I have so much to share with you.

Be sure to join us and I'll see you on the inside.

Big heart hugs,

Eva!



About Eva Gregory



Award-winning transformational catalyst and business mentor, Eva Gregory of Leading Edge Coaching & Training, helps established coaches, thought leaders, and spiritual entrepreneurs worldwide become game-changers in their fields by integrating Inner Guidance with proven business strategies that are working today to attract high-end clients with premium offers and scale beyond six figures.

Eva is an avid supporter of the Milo Foundation, an alternative for homeless pets, the Unstoppable Foundation to bring sustainable education to children and communities in developing countries, and Kiva to support entrepreneurs in under-served communities around the world.

[Catch all the video trainings in Attracting Premium Clients With High-Ticket Offers here.](#)