

How to Quickly and Easily

Fill Your Calendar With Lucrative, High-Ticket Client Accounts!

CAP'T
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Dear Fellow Entrepreneur,

It's been a tough year.

Good news, though: there's still plenty of time to meet and exceed your goals!

While others are cutting prices in desperation (and diminishing their brand), leaving money on the table by being inflexible and not taking their customers' needs and wants into account, and using the holidays to scrape the bottom of the barrel, you can finish the year strong AND get a jump on the new year.

Keep reading and discover for yourself:

- 1. A new perspective for courageous entrepreneurs, like you**
- 2. What to do when your prospect "can't afford" your high-ticket offer, so you don't miss out on a customer**
- 3. A ninja secret that gets you 85% upsells on your offers**
- 4. How to use a magic four-word phrase to start a new business and get a new customer out of thin air**

Let's dive in and get you set to win the race and fill your schedule with *lucrative, high-ticket client accounts!*



When the economy is good and optimism is high, there's lots of courage among entrepreneurs and small business owners.

When consumer demand is high, it's easier to cover up bad decisions, ads that don't convert, and lousy customer service.

It's also been said that it's much harder to take the lead when everyone has the hammer down!

When times are hard and optimism and courage are in short supply, your competition starts to struggle.

Their struggle can be from outside forces or self-inflicted, but in either case, this presents an opportunity for courageous entrepreneurs to grow.

You see, while some leaders in your niche are watching the news and becoming more panicked by the day, they're more likely to back off the accelerator, seemingly to avoid a crash.

This can be a great time to “pick your lane” and accelerate into the lead.

When others in your niche are retreating, that means less competition – you merely need the courage to stand out.

Difficult times can cause “new” problems in the eyes of your customers or clients.

You can stand out by repositioning your products or programs as a “new answer” to these problems!

Skilled marketers and copywriters know the expression, *“get into the conversation already going on in your customers head.”*

My Dream Business Mastermind Clients know me to always be preaching “slow down the sale!”

That means, don't try to close your big program too quickly.

Spend more time establishing trust and value and close them on a less expensive package, perhaps with a shorter time commitment.

Not only is it easier for your customers to just say yes with this strategy, once your new customer begins to experience all that you can deliver, they will be asking you for more!

My mentor, Dan Kennedy, once said, and I'm paraphrasing: *Money is always moving. It moves in good economies and bad, and it always moves towards value.*

When you establish “hope” and “certainty” with your marketing, and deliver great value with your products or services, you can grow your business no matter what's happening around you.

I'm reminded of what the great hockey player Wayne Gretzky said.

“A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be.”

As a business owner, don't simply react every day to what's happening now – instead, look for new opportunities that will arise from the turmoil.

Remember, whether you're in good times or bad times, ***this is your time.***



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Your Prospect Says They Can't Afford Your High-Ticket Offer - Now What?

Every now and then I pull back the curtain and give you a taste of the sales scripting I share with members of my coaching and mastermind programs.

How many times do you speak with someone who seems so eager to get started... but as soon as you “shoot your shot”, they shut you down cold, claiming they “all of a sudden” can’t afford it?

After you just did three calls with them?

HUH?

Spoiler alert: they didn't go that far with you, and then bail, because they can't afford your high-ticket offer now.

You'll find out the hard way in a couple weeks when they post online about how excited they are, having just signed up for *someone else's* high-ticket offer that costs a lot more than yours.

So, yeah, chances are, they **can** afford your high-ticket offer now.

And it's not up to you to make the decision on their behalf that they ***can't*** afford it.

However, **it IS up to you to show them how they CAN.**

Two ways to do this.

The first thing you'll do is flip the script.

Your prospect says "I can't afford your high-ticket offer now" and makes you feel like they yanked your chain and wasted your time.

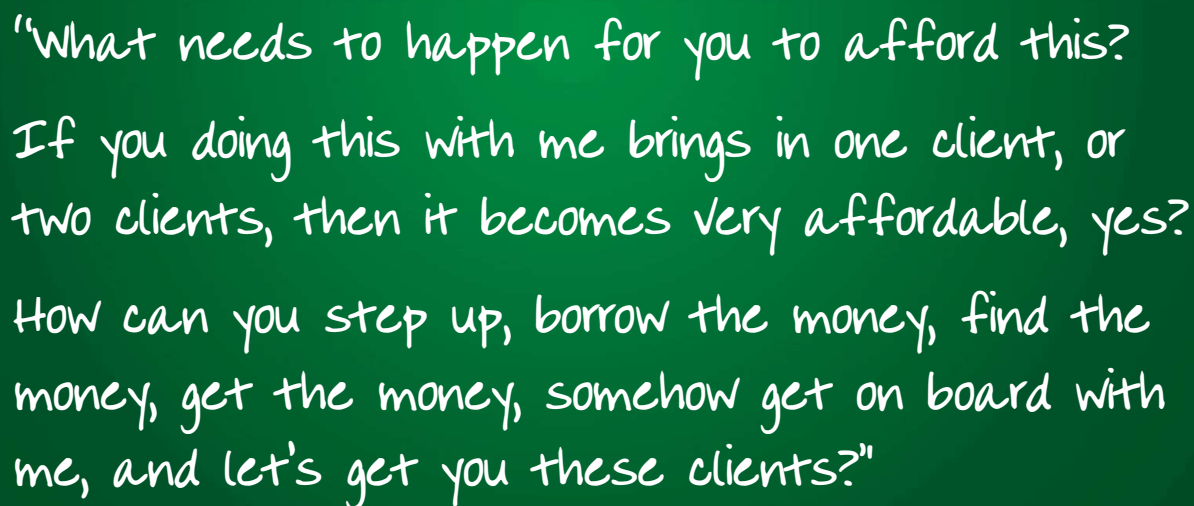
Get that feeling out of your mind right now.

If need be, I'll send you some cheese to pair with your whine.

Suck it up.

Let it go.

Instead, try saying something like this:



"What needs to happen for you to afford this?
If you doing this with me brings in one client, or
two clients, then it becomes very affordable, yes?
How can you step up, borrow the money, find the
money, get the money, somehow get on board with
me, and let's get you these clients?"

Maybe spend 5 minutes showing them a quick way they can monetize their existing business right now to put themselves in the financial pole position to step up with you.

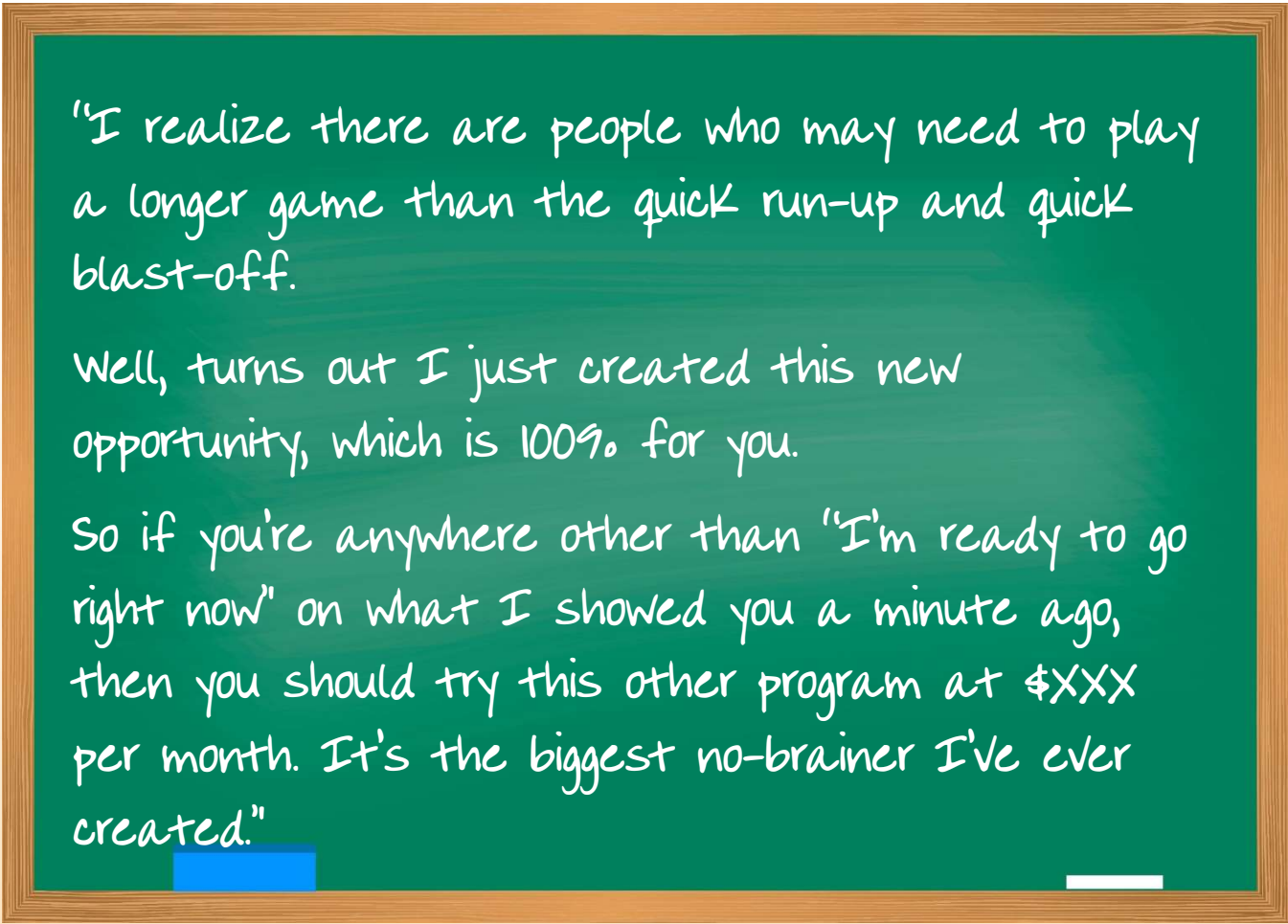
The second thing you do is offer Door Number Two.

Your prospect says they can't afford your high ticket offer right now.

Maybe they legitimately can't... right now.

But they may be able to afford it soon, so do you have another way that gets them on board today?

You know, so the second they do have the dough for your high-ticket offer, your competitor doesn't swoop right in?



"I realize there are people who may need to play a longer game than the quick run-up and quick blast-off.

Well, turns out I just created this new opportunity, which is 100% for you.

So if you're anywhere other than "I'm ready to go right now" on what I showed you a minute ago, then you should try this other program at \$XXX per month. It's the biggest no-brainer I've ever created."

Flipping the script back for one second:

Have you, as a consumer, ever jumped on an opportunity to get PART of what you want, at a price you can easily afford, and felt a sense of relief and excitement that your own time invested in exploring the opportunity ended in you not walking away empty-handed? **(Hold this thought for a moment, I'll circle back.)**

You know... how you'll buy *something* just to avoid feeling like you wasted the entire shopping trip?

If the choice is between \$XX,000 they can't afford, and \$XXX/month they can... well, do you choose a new client?

Is it all-or-nothing?

Is there, indeed, a choice?

What I've described here is known as a “descension ladder”, and that being said, can I get all “business resale value” on you for a second?

Having a downsell offer is an iron fence you build around your customers.

Get them on board with you however you can.

When they CAN “afford this now” to your high-ticket offer, will they find it easier to simply upgrade with you and speed up what's already happening, or start from scratch with your competitor?



A very simple way to get higher price points for your information-product offerings is to install upsell pricing that front-loads your price and back-loads your value.

It's funny, you know – *but it works*.

And it leads to more sales in the first place, as I'll explain when you stick with me here for just a moment more.

Consumer behavior studies show that, all things being equal, once you get that first “yes”, the second “yes” comes easily and quickly.

I discovered this upsell pricing strategy for myself over a decade ago.

Back in, I think, 2007, I launched an e-book (no longer available) called “Newsletter Secrets Revealed” as the “handshake” for my No Hassle Newsletters business.

Like most e-books at the time, it came with a master PDF and 9 additional “bonus” downloads.

The original plan was to sell the whole thing for \$97.

Then, we ran a test.

We took four of the bonuses out of the primary offer and repositioned them as the “Platinum Upgrade” version.

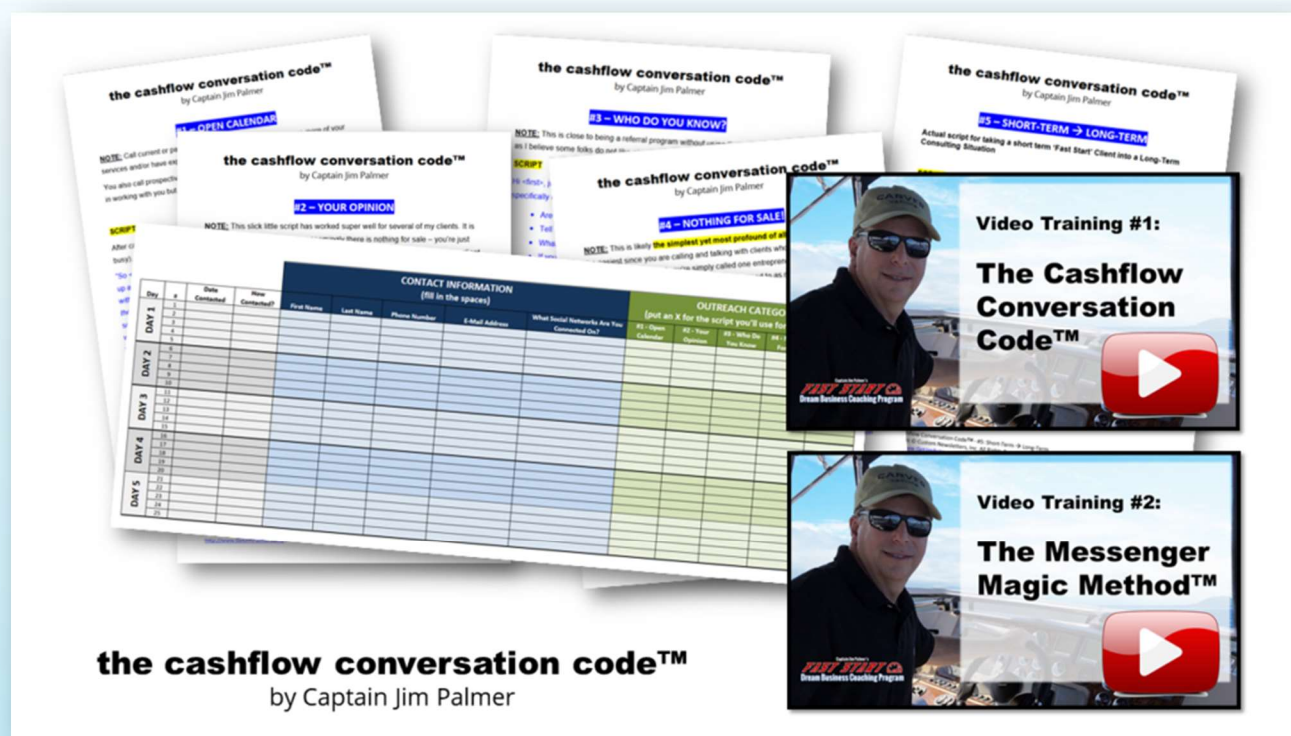
The basic e-book was repriced at \$79, and then the Platinum upgrade was just \$18 more, to reach the original \$97 price point.

Not only did our sales go up about 20%, but over 85% of our purchasers opted for the Platinum version.

Altogether, that meant more people now in my entry-level customer base who were now statistically more likely to invest in my Done-For-You, high-ticket, No Hassle Newsletters solution.

The same Upsell Pricing works for us today.

When you claim your instant access to the ***Cashflow Conversation Code***, you get 5 scripts, 2 trainings, and the planner sheet for \$47.



Get it for about the cost of dinner for ~~three~~ two (especially these days – yikes!) and be using it in, like, an hour from right this moment.

It looks like a lot of value – and it is.

At point of purchase, there's a little toggle switch.

Flip it, and for just \$37 more you also get my training on how to create irresistible offers – after all, you want the people you're speaking with to **just say yes – yes?**

It doesn't even require a separate webpage – this is the entire upsell, embedded within the order form:

**YES JIM, I'd like to add
"Create Your Irresistible
Offer™" to my order for
only \$37!**

Want to get more of your prospects to buy? Gain access to my short training, **Create Your Irresistible Offer™** and dramatically increase your average sale by using a super-simple, 8-step process that takes minutes to design your offer. No copyrighting skills needed. Detailed training, fill-in-the-blanks offer design guide, and my Pre-Launch Survey Template included!

Only ~~\$97~~ \$37! Move the toggle to the right to add – you can't get this from me anywhere else at this price point!

We're at 89% upsell conversion as of this writing - savvy?

Here's the real kicker:

Upsell Pricing enables you to gain purchasers you might otherwise lose.

Both of them together at \$84 is a lot (of data, not money), and it's assuming that every prospect needs the whole enchilada.

So if I say you have to take the Irresistible Offer course, too, along with the scripts, I turn away almost every prospect who says *"I already have a good offer. I just need something I can use to start more conversations and close people faster"*.

Then, I also miss the chance for them to come back to me for high-level help, should they realize their offers could use improvement after seeing their conversion ratios using the scripts.

And, again, the more purchasers you create in the first place, the more high-ticket customers you create in the second place.

Do you deserve \$37 more when you're offering truly premium content?

Money likes speed, and money likes to circulate.



The
“Well, Wouldn’t
You Know!”
Factor

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Speaking of those “shopping trips” I mentioned earlier **(see, I said I’d circle back!)**, build an iron fence around your customers.

You know, even after years in business, it didn’t occur to me that identify theft could be an issue until my insurance agent happened to mention it, possibly just to fill a space in his newsletter template, in his printed customer newsletter.

My insurance agent may have been filling column space with that identify-theft stuff, but the fact is, he offers that type of insurance.

Let’s say I woke up in a cold sweat and said “Gosh, I need identity theft insurance”.

Is it possible, if I hadn't happened to read his newsletter, I might have started asking around to see who knows something about identity theft insurance, simply because the guy who handled my car insurance at the time didn't come right and say he also carried lines of coverage specific for entrepreneurs, like identity-theft insurance?

Check out the “looking for recommendations” posts on Facebook and read the comments from ***people they already know who – would you believe it – just happen to offer that thing!***

As an entrepreneur, you have the power to create new products and services on the fly.

You can say “*Well, wouldn't you know – yes, we do that too!*” when your existing customer asks if you “also” offer something related to what they're already paying for.

Action beats perfection every time – if a prospect or customer asks, **you CAN just say yes, get that money, and DO IT.**

If you need help making it happen, hire people or bring in a partner.

Rinse and repeat a few times, and you'll have lots of tributaries feeding your cash flow.

A Few Questions for You

The good news is, with what I've shown you just now, you can go back to those same prospects and try again right this moment!

How about new prospects you haven't reached out to yet?

As you sit back and think with fresh eyes, ask yourself these questions:

- “What was the *real* problem they were trying to solve?”
- “What were they telling me that I missed the first time?”
- “What do they need right now?”
- “If I could offer it to them right now, what reasons would they have to *not* buy from me today?”
- “How do I prepare my answers to those objections in advance so I'll be ready this time?”
- “What resources do I have at my disposal right now to create the irresistible offer they'll snap up today, even if I'm not officially offering that on my website?”
- “How do I open (or reopen) the conversation without it feeling like I'm just circling back to try again with the same thing?”

The opportunities are limitless when you put your imagination to work for you.

How Has This Inspired You to Take Massive Action as a Courageous Entrepreneur?

Simply put, you could close a deal in the next 20 minutes with the tools I have just handed you.

The best part? You can enter a new business or offer a new service without doing a product launch!

While there are no guarantees in business, I hope you're beginning to warm to the possibilities that exist with the right plan, a little extra effort, and some good old bold action.

I hope this special report has planted a seed as to what's possible, or even better, has you jumping out of your seat with excitement and wanting to take massive action now!

The fact is, as an entrepreneur, you can easily close high-ticket deals and create new revenues that get you closer to your Dream Business and living your Dream Lifestyle.

It's YOUR time!

To Your Success,

Cap't Jim – The Dream Business Coach

About Cap't Jim Palmer, The Dream Business Coach

Jim Palmer is a marketing and business-building expert and in demand coach. He is the founder of the Dream Business Academy and Dream Business Coaching and Mastermind Program. Jim is the host of Dream Business Radio, the hit weekly podcast based on Jim's unique brand of smart marketing and business-building strategies.



Jim is best known internationally as creator of No Hassle Newsletters, the ultimate “done-for-you” newsletter marketing program used by hundreds of clients in nine countries.

Jim is the acclaimed author of:

- *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*
- *Stick Like Glue – How to Create an Everlasting Bond With Your Customers So They Spend More, Stay Longer, and Refer More*
- *The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today*
- *It's Okay To Be Scared – But Don't Give Up*
- *Stop Waiting for It to Get Easier – Create Your Dream Business Now!*
- *Serve First and Unlock a Life of Abundance and Purpose*
- *DECIDE: The Ultimate Success Trigger*
- *Just Say Yes – Create Your Dream Business Now*

Jim speaks and gives interviews on such topics as how to create a Dream Business and live your dream lifestyle, newsletter marketing, client retention, entrepreneurial success, the fastest way to higher profits, and how to achieve maximum success in business and life.

Jim is a cancer survivor, married for 42 years, with four grown children and four grandchildren.

For more resources and information on Jim, his blog, and his companies, visit

<https://www.GetJimPalmer.com/>.