First off, let's be clear on what our definition of expert is? An expert is an authority whose view is respected in your marketplace. A expert tends to ATTRACT business rather than go out and beg for it. Think Dan Kennedy, Eben Pagan, or Richard Branson. All Experts. They don’t have to go out and beg for business, they don’t have to “drive traffic” because people are talking about them. And when people talk about them, the people who hear the talk, gravitate towards learning from those individuals.

So maybe you are asking, well why does that matter to me?

Here’s why: because the experts get almost all the business in the marketplace. The experts are attracting the best business right off the top of the market. Your market, too. It’s dominated by a few authority - people (experts) at the top of the market.

A few years ago, you could get into the bottom of the market, and bottom-feed. You know, sell $100 versions of the same information the mavens are selling for $2k. You could position yourself as the low-priced leader in your market. And it worked for a time.

But what has happened is that in nearly every market, dozens or hundreds or thousands of low priced leaders have appeared in the market - in your niche. And this means that they keep lowering prices just to get customers. Well you see what has happened. The $7 information craze. You can learn almost anything you want to online for $7 or for free at YouTube.

Selling information online is becoming a lost art. Not because it’s not popular, but because prices keep dropping. There are lots of reasons for this drop, but the constant rush to sell your information lower than the competition is the primary driver, along with kindle, YouTube, and the warrior forum.

The market is dropping out of the information market. And if you are just getting in - by the time you get up and running, it is likely there will be no market in your niche. If you’ve been trying for a few years to increase sales, but average prices keep going down, you know that what I am saying is true.

But amidst all of this, the mavens are still humming along nicely. Because the mavens meet a need that none of the bottom-feeders, the people without true expertise and knowledge but trying to pass themselves off as information sellers, are able to meet - and that is true expertise.
Here’s what happens - folks buy the information they need to learn something in their niche, and they may buy that information at the lowest price possible. But when they go to implement that information, they get stuck. No matter how good the training is, they get stuck. Trying to learn something online is like taking martial arts by reading a book. You can’t do it. You absolutely need a solid martial arts instructor, someone who can verbally TELL you and SHOW you what you are doing wrong, and how to fix it.

It cannot be done virtually.

And the real skills, the expert level skills you are trying to teach, cannot be done 100% virtually. And if all you are doing is selling the information, 2 things are occurring: #1, no matter how good your training is, 95% of the people who buy it are not getting results. Most don’t consume it, so of course they never learn it. But of the ones who do study it, they get stuck at the implementation point.

As an example, you can probably look at your own journey online. Have you ever bought a product or training and listened or read it, but when you go to do it, you get stuck? And have you ever wished you just had someone to talk with, someone who, for 5 minutes, could point you in the right direction?

That’s exactly how your prospects and clients feel. They buy your training, but they aren’t getting results. Not because your training isn’t good, but because they need YOU.

They need YOU to personally tell them what they can adjust, what mistakes they are making.

And #2, you are competing against everyone else in your niche that is not a maven. You are competing against everyone in your niche who is teaching the same thing as you are. And everyday that competitive field is getting more competitive, as more and more people break into your niche.

But contrast that to the maven market. You see, the mavens aren’t affected. In fact, not only are they not affected, they get “more” prospects from YOUR marketing - because you are talking about the mavens. You are learning from the mavens. The mavens control the top of the market, where the bulk of the revenues are located. The bottom feeders are voraciously competing against each other and driving low-end prices down. But mavens are steadily RAISING their prices because the demand for their REAL-WORLD experience and advice is going up and up and up.

So what exactly does that expert model look like?
What do you look like if you are positioned as a maven instead of bottom-feeding information seller?

Imagine something like this:

You have a professional-looking website. It doesn’t have to be complex, it doesn’t have to cost a fortune, or have a gazillion fancy graphics. But it does have to be classy, have high-quality information on it, and show you off as a maven.

You have high-level 1-1 coaching priced at a price that would make you willing to offer 1-1 coaching. I hear folks tell me they don’t want to offer 1-1 coaching because they don’t want to be tied down. The thing is, 1-1 coaching doesn’t tie you down. Unless you don’t have any work at all, it is one of the most freeing work you can do. You can schedule clients according to YOUR schedule, you can do 1 one on one session each day at 1 PM, or you can do 8 sessions on Monday and take the rest of the week off, and so on. Contrast that to a 9-5 job, where you have to be there . . . from 9 to 5.

Or if you have an information selling business, you are probably working 4-6 hours a day anyhow. 1-1 consulting takes a whole lot less time! And you price it so that it is worth it to you to offer 1-1 consulting. I recommend your 1-1 coaching be priced at no less than $200 an hour, and once you are holding 5 1-1 sessions per week, increase that by $100 an hour, and each time you get to 5 sessions per week at the higher price, increase your price again. The focus isn’t to get as many 1-1 clients as possible, the focus is to have it available for the highest level clients who are willing to pay for it.

Your 1-1 coaching will be the anchor for your entire business. Your entire business - your worth in your business - will be framed by what you charge 1-1. Because the price you charge for 1-1 time is the value of your time. It’s the price at which you won’t work for one hour for less. It is the solid anchor in your business. Contrast that to a traditional funnel business, where your entry level product is $97. Your entire business is framed by that $97 price, and EVERYTHING you sell is viewed as a multiple of that $97 product.

For example, if you offer something at $500, the prospect is asking the subliminal question, “is this worth 5x what I paid for the entry level product?”

If it appears to be worth 4 times as much as the $97 product, the prospect doesn’t buy. And this is a big reason why so many people who start with a stair-step funnel, simply fail. They create that first product, but they are never able to move clients UP the funnel.

But they’ve been told, just like maybe you’ve been told, that the stair-stepped funnel is the way to go. So they keep trying it, but they are failing because it doesn’t work.
Now, you might even be thinking, yeah, but the biggest info-sellers in the market use a stair-stepped funnel - for example, Dan Kennedy.

But think about this: although Dan Kennedy’s business LOOKS like a stair stepped funnel on the outside, it’s NOT. You see, his business is ANCHORED by his $25,000 a day fees. His $5,000 an hour fees.

So when he positions a $500 product, he doesn’t have to position it as worth 5x his $100 product. Instead, he can position it as being WORTH $50,000 because it is 10 hours of his time at $5,000 an hour - and he is selling a $50,000 value training for just $500.

Do you see the difference in the positioning here?

Dan Kennedy can sell the exact same $500 information as you do, but YOURS is positioned as being worth 5x your $100 product, his is positioned as being worth $50,000 but you can get it for $500.

Which sells more?

The one that is positioned as being worth MORE.

And it’s positioned as being worth MORE because it’s anchored by the 1-1 coaching.

You can do the same thing.

Imagine if you create a 10 hour training program and you charge $200 an hour for your 1-1 time, your program can be positioned as being worth $2000. Then you can sell it for $500 and it is a huge discount.

But now you are having to position it as being worth x times MORE than your low ticket product. And of course, if you are really bottom-feeding, selling information for $10 - then you have to convince people that your training is worth 50 TIMES more than your initial training! Now THAT’S a tough sale!!!

Are you beginning to see the value in this model?

And again, if you are thinking, but I don’t want to be tied to a bunch of 1-1 sessions. You don’t have to. Keep raising your price until you only get as many clients as you want. That becomes your 1-1 value. It becomes the value of your time. You only have to have 1 1-1 client each month at $500 for one hour for your time to be worth $500 an hour. That allows you to frame EVERYTHING you do at $500 an hour.

Once again, contrast this to a traditional bottom-up funnel:
You have a $97 training, then you have to convince people that your $500 training is worth 5x your $97 training.

Then you have a $2000 training, and you have to convince prospects that your $2000 training is 20 TIMES!! better than your $97 training!

You have a conundrum. In your $97 training, you have to REALLY DELIVER to prove you are really good so that folks will even THINK about investing $500 or $2000. But the better your entry-level product is, the MORE you have to pour into your $500 or $2000 product in order to make it worth 5 to 20 times MORE than your entry-level product. Now, what happens with most people, what maybe has happened with you, is that you create your $97 product, but no matter how hard you try, you just can’t pull off a $500 or $2000 training. And so your business never moves through that vaulted stair step funnel the gurus tell you is so important. And if you don’t have a product funnel, you don’t have a stair-step funnel!

But if you are a maven, with $500 an hour coaching, then you can create a $2000 training program each month, and position it as being a great value.

So let’s look at a full maven business.

Imagine you have a business that looks like this:

1-1 coaching you sell at $300 an hour - and you deliver 10 hours a month for $300 = $3,000 in revenue monthly

Because you have coaching at $300 an hour, you can easily position a 4 hour mastermind as having $1200 in value, limit it to 20 people, and market it at $400 a month per client, creating an income stream of $8,000 a month.

Then you have a cookie-cutter coaching program at half the price of your personal coaching, at $200 a month instead of $400 a month, and perhaps 60 people are enrolled at $200 a month - an income stream of $10,000 a month

Then you have a monthly membership for folks who don’t join your $200 a month coaching, this is priced at $100 a month, and 200 people a month join this program, for an income stream of $20,000 a month.

Then for folks who aren’t willing to invest $100 a month, maybe you have a $50 a month print newsletter with 300 members - which is $15,000 a month.

And of course, you have entry-level products for people who haven’t yet enrolled in your higher level programs - perhaps you have 3 products at $97 each - and I won’t even add in the revenues you might generate from those 3 products.
Now notice that you are selling from a top-down perspective. Your business is based on people who don’t buy your $300 an hour coaching, buying your $400 a month coaching. Folks who don’t buy your $400 a month program can enroll in your $200 a month program. Folks who don’t enroll in your $200 a month program can enroll in your $100 a month membership. Folks who don’t enroll in your $100 a month membership can purchase your $97 products or get your $50 a month print newsletter.

And EVERY purchase they make is a GREAT VALUE to them because they are getting access to YOU who is worth much more than the price they are paying, and they are buying into your expertise at the highest level they can afford.

Contrast this to selling the EXACT same product funnel from the bottom up - it will be like pulling teeth to get folks to move UP the funnel, and that’s why it’s so hard for you to keep creating bigger and bigger products to sell.

But when you position is a moving DOWN the funnel, it works really easily.

Now, when you look at this funnel, it would be really easy to see this and say “this is a stair stepped funnel, and since it works for Dan Kennedy, it works for Rich Schefren, it works for Sean Mize, it works for Eben Pagan, so since that is what they are doing, I'll create a stair stepped bottom up funnel.”

But we don’t have a stair stepped bottom up funnel. We have a top down funnel that is anchored by 1-1 coaching. It only looks like a stair-stepped funnel from the outside. But it’s not. It’s anchored by the 1-1 coaching.

Why do you think that coaches like Dan Kennedy, Eben Pagan, Ryan Deiss, and Russell Brunson, who each generate millions and millions of dollars each year in their businesses - continue to offer 1-1 coaching? They don’t NEED the money! And they probably don’t LIKE doing the sessions!

They do them because the 1-1 sessions - and specifically the AVAILABILITY of the sessions - are an anchor for their top-down funnel. And they only have to do a few a month to keep the entire machine running.

**It’s a top down funnel rather than a bottom up funnel.**

Now, you might be thinking, but I don’t have the knowledge to offer 1-1 coaching, or I don’t have the expertise to sell for higher prices.

Well, let me ask you this, if that’s the case, do you think a better course of action would be to take the time to LEARN what you need to sell at higher prices, or keep struggling along selling $10 products because your knowledge isn’t great enough to sell for $500 or $2000 or more?
Let me ask you this, if a 25 year old kid came to your door and pleasantly sold you a 25 cent newspaper, and you asked him why he was selling 25 cent newspapers when he has the looks and the intelligence to sell something bigger where he could make $100k a year, and he told you because he didn’t know enough, would you recommend that he just work harder at selling 25 newspapers and maybe try to start selling 50 cent newspapers to make more money? Or would you tell him to go get sales training and get a real job?

What if your 18 year old daughter told you she wanted to be a dog walker for the rest of her life because she doesn’t have the training to be a veterinarian? Would you suggest she try to walk more dogs so that she could make enough to pay rent, or would you suggest she get the training to be what she really wants to be - a veterinarian?

That’s what’s happening when your coach is telling you to find ways to double your $10 sales, or create a product that is worth 2x what your current one is selling for, because you don’t have the knowledge to sell more.

My advice: if you don’t have the training, the knowledge, or the expertise to command premium prices, get the training you need to command premium prices. In fact, if you were to simply purchase your competitors’ training programs and study them from A-Z, you would probably have the knowledge in a few months to start charging premium prices in your niche!

Stop Constraining yourself by what other people tell you about your limitations. Stop Constraining yourself by watching what low-level bottom feeders are doing in your niche and copying what they do.

Instead, decide you are going to become an expert and charge premium prices.

Your entire life will change!

The Expert Model:

Imagine your business one year from now. You have...

- 1-1 coaching: $500 an hour
- a high level mastermind with 20 clients: $1000 a month
- a mid-level mastermind with 40 clients: $500 a month
- a low-level mastermind with 100 clients: $200 a month
- a cookie-cutter coaching program with 200 clients: $100 a month
• a low-level membership with 400 members: $50 a month

• 5 low-end products with price tags of $100 - $500 each

Your monthly mastermind, coaching, and membership revenue alone would be $100,000 each month.

That’s not counting 1-1 clients or your product sales.

That’s just 20 high level clients, 40 mid-level clients, 100 low-level clients, 200 coaching clients, and 400 members of a low-end membership.

Could you see yourself building a business like this?

What if it took a year, would it be worth it?

What if it was a lot of hard work and you couldn’t watch your favorite TV show for a year, would it be worth it?

What if you had to go to bed an hour after everyone in your house and get up an hour before everyone in your house, would it be worth it?

Would it be worth forgoing the coveted “make a full time income in 30 days” information business model that you have tried over and over and over again - but as you can see, it just doesn’t work. The sales copy telling you how easy it is is really effective. But the systems just don’t work.

Would it be worth the hard work, the journey, the commitment?

You see, the common mentality online - and it’s fueled by all the crazy sales copy telling you that you can make $15k in 30 days - is that you can build your business in 30 days.

You can’t.

Sorry if I just burst a bubble.

If you don’t believe me, stop reading now.

It won’t get any better.

But if you give yourself a year and a solid plan, you can do almost anything.

When you have a year, you can plan things such that they snowball over time.
Because you are adding members and clients who make monthly payments, you don’t have to add them all the same month. You add a few each month, and your income grows slowly.

As your income grows, and your expert authority grows, and you start getting real results for your clients, they tell other people about you.

Your business grows based on referrals and people talking about you, not you spending thousands of dollars advertising.

And because you are becoming someone respected in your niche, people want to interview you, talk about you, and share your content.

This solves your “traffic” problem.

So instead of focusing on “driving traffic” you can focus on “creating stellar content that people want to share.”

Content like this. People read content like this and when they get to the end, they share it with their friends. Their friends tell other people. I don’t have to “drive traffic.” Instead, raving fans tell other people about me.

How would it feel to have a business like this?

You can!

Stop striving to sell more $10 products, and focus on building a real business, coaching others.

The most common remark I hear when coaching my clients, when I suggest this, is they tell me that they don’t have the confidence to coach someone on what they do.

So I ask them why.

There are usually 1 of 2) responses:

1) They tell me they don’t know what to say. I tell them to imagine that someone stopped them in a coffee shop and asked them what they do online. Could you tell someone in a coffee shop, if you weren’t in a hurry, and they offered to buy your latte?

Most can! You can too!

2) They tell me they don’t know enough to teach other people. Well, here’s my raw, uncut opinion: if you don’t know enough to teach someone eyeball to eyeball over the phone or skype, how to do what you teach in your $10 ebook,
you don’t have any business writing a $10 ebook. Seriously, and I know that sounds harsh, but it’s the truth: if you don’t know enough to tell someone else how to do it with your words and your lips, you have no business pretending to be enough of an expert to sell some ebook.

So what’s your next step: if you could talk to someone in a coffee shop, you can talk to someone over the phone or on skype if they paid you $100.

And 2) if you don’t know enough to talk to someone over the phone or on skype, stop masquerading as an expert by selling ebooks, and take the time to actually learn what you are pretending to teach.

(Oops, did I just offend someone? Sometimes the truth hurts. If it were you, please take it the right way - decide you want to build a real business and learn your niche. Because if you want a full time income online, you must become knowledgeable. And if your coach is telling you that you can build a full time business without knowing your topic... I don’t have any words for a person like that!!)

Seriously, it’s time to make a decision.

Are you going to take your online information business serious, learn what you need to know, and start offering real instruction and charging real prices and earn a real income - or are you going to keep doing what you’ve been doing?

It’s your choice.

**Coaching is Simply Bridging the Gap**

Coaching is simply bridging the gap between where your client is and where he wants to be. That’s it. Nothing more. And nothing less.

Bridging the gap.

It doesn’t matter if it is 1-1 coaching, 1 to 20 clients (for example, a small mastermind coaching group), or a large group such as 100 or 1000 clients.

You are simply bridging the gap between where someone is now and where he wants to go in the future.

In bridging the gap, you might create action steps or bite-sized chunks of activity to make achieving the goal easier. But it all fits into the paradigm of bridging the gap. Just focus on bridging the gap between where someone is now and where he wants to be at some point in the future.
Here’s an example:

Let’s imagine a client enrolls in a one hour consult.

At the beginning of the call you ask him exactly what he wants to accomplish on the call. He tells you. Be sure you have a clear picture of what he wants to accomplish. You then ask him where he is at in his particular situation - whatever it is that you are consulting him on. From that point on, your consult is all about bridging the gap between where he is now and what he wants to accomplish.

Let’s imagine a client enrolls in 6 months of coaching. You ask him what he wants to accomplish in the next 6 months. He tells you. Be sure you have a clear picture of what he wants to accomplish. You then ask him where he is NOW in accomplishing that goal. He tells you. For the next 6 months you are simply guiding him into the achievement of that goal.

There is no difference in the process between the one hour client and the 6 month client - or the one year client or the five year client. The process is the same. The time frame is different. The scope of the achievement goal may be different. But the process is the same.

Identify where the client wants to go, what he wants to accomplish. Then identify his starting point. Then bridge the gap between where he is now and where he wants to go in the future.

**Here are some real-world scenarios:**

Perhaps you are a life coach and a client wants to learn to manage his time better. You ask questions to determine what it would look like to manage his time better. What more would he accomplish, would he work less, get more done, etc.? You create a clear picture of what he wants to accomplish.

Once you have that clear picture of the time management scenario he wants to accomplish, determine where he is at now with time management. How does he waste time? In what way is he not in control of his time?

Once you have the end-goal, and the current state, you can simply bridge the gap between his current time management skills and where he wants those skills to be in a given time period.

Give actionable suggestions, target ideas, etc. But it is all in bridging the gap between where he is now and where he wants to go.

Let’s go with another example, let’s imagine weight loss. Your client wants to lose 20 pounds in the next 6 months. You determine his target weight in 6 months, let’s say, 200 pounds. You determine his current weight. It is 220 pounds. Determine his current eating and exercising patterns that have him stuck at 220
pounds. Now all you have to do is bridge the gap between 220 pounds and 200 pounds. That’s it.

What does he need to do in his eating habits to change from 220 to 200 pounds? What does he need to change in his exercising?

That’s it. Determine the steps necessary. Break those steps into bite-sized chunks.

Notice how simple the process seems when we evaluate where your client is now, where he wants to go, and then list the steps necessary to move from where he is now to where he wants to go.

And it works in EVERY improvement scenario possible.

It works if someone is attempting to make a change in his business:

Determine where he wants to go, where he is now, and what has to happen in order to go from where he is now to where he wants to go.

Bridging the gap

It works in relationships. Imagine the goal is better communication. What does your client want in his communication ability 6 months from now? Where is he at now in his communication skills.

What needs to change in order to bridge the gap between where he is now and where he wants to go?

It works the same in 1-1 consulting as it does in small group mentoring programs or big group coaching programs.

The only difference is the number of people and the level of specialization.

With 1-1, your end goal is determined by what ONE client wants to accomplish. And the starting point is determined by where your ONE client is at right now. So you bridge the gap for one person.

With 20 people, you determine a common goal that everyone wants to accomplish. The key here is to determine what that common goal is BEFORE you enroll clients into the program.

Because it is a common goal, it might not be exactly what each person wants to necessarily accomplish, but it is close enough that with a little common sense adjustment, the process of bridging the gap will still be easy.
For example, let’s imagine that your clients want to lose weight. Some might want to lose 20 pounds, others might want to lose 40 pounds. The goal is similar, but not exact. So the common goal might be to lose 20 - 40 pounds.

In business, perhaps the common goal is to create a new business that has 3 moving parts: an attraction-based website, a coaching program, and a sales page for enrolling in the coaching program. That is the common goal, although some clients might want to create a $100 a month coaching program, while others want to create a $1000 a month coaching program. But the concepts of creating either program are similar enough that they can all be addressed in the structure of the program.

With a group program, you also indicate before clients sign up, what they might need to have in place: for example, a basic ability to navigate on the web, an expertise in the coaching topic, or in the case of weight loss, that they have a specific problem (for example, tried dieting but it always fails).

So the starting place and accomplishment goals of the group clients are similar.

Because they all have similar needs, you can coach the group almost as if it were one client, with the one need and goal that is the common goal of all the clients. And with group coaching, just as with 1-1 consulting, individual clients can ask questions if something you teach doesn’t exactly match their perception of their need or goal.

Let’s scale it to a huge, cookie cutter program such as a 1000-person coaching program. This will have practically zero personal customization. But there will be a commonly-defined goal and a generally - accepted place where the average person is starting from. The teaching itself will be the same teaching that you might teach to one person or to 20 people with the same goal, but the clients will have to adapt it to their own needs a little more.

Of course, one thing you can do to make it easier for them is to offer examples that show variability, much as I’ve done in this chapter by offering a weight loss example, a business example, and so on. By offering a few examples, you are able to envision what it might be like to apply what I am sharing here to your own particular scenario. For example, today I have written about a 1-client scenario, a 20 client scenario, and a 1000 client scenario. But if you have a 15-client group or a 150-client group, it should be easy to make the adjustment, even though I haven’t specifically addressed a 15- or 15-client group.

The big thing to keep in mind is this: coaching any number of clients is simply the process of bridging the gap between where someone is now and where he wants to go in the future.
Your Source For High Quality Private Label Rights Content That You Can Actually Afford and Profit From
www.PLLRContentSource.com