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INVITATION EMAILS FOR WHOLE LIST

Reg page: <https://lilach.webinarninja.com/live-webinars/601297/register>

Bitly link: <http://lilach.online/FreeWebinar>

Long link: <https://www.lilachbullock.com/free-webinar-how-to-attract-high-paying-clients-in-any-economy/>

SUBJECT:

How To Attract High Paying Clients In Any Economy [3C Method]

High Paying Clients In Any Economy? [3C Method]

Hi name,

Sick of scrabbling around for clients who can't or won't pay what you're REALLY worth?

Working all the time, but feel like you never GET anywhere?

Worried the current climate means you have to cut prices - or lose business?

You're not alone - these are VERY common concerns for the consultants, coaches and service providers I work with. In fact when I asked recently I got TONS of replies on just these topics.

So I decided to do a free, live online training to help - can you join me for it?

How To Attract High Paying Clients... In Any Economy... with The 3C Method I Used To Win Big Clients Like Twitter, IBM and Forbes From My Home Office (Hint: Works Not Just With Big Brands, But To Get The 'Cream Of The Crop' In Any Market)

Date: this Wednesday 2nd December

Time: 1pm EST - 10am PST - 6pm UK - 8pm Israel

At this completely free session, you'll discover:

The 4 steps I discovered landing clients like Twitter, IBM and Forbes from my home office you can use to get paid more, reverse buyer psychology with 'GBB' so you never sell but they love to buy, and get the biggest deals possible without scaring anyone away

Clients only care about price, right? Wrong! How my E.G.O. Technique helped one nervous client get \$5,000 per month MORE from a customer they were terrified they were about to LOSE... and how you can use it to blow price objections away

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Where to find a stream of quality clients, without any complex tech, thanks to 5 very predictable 'Demand Up - Supply Down' market forces you can use in the current climate to win deals at HIGHER rates than before - and have clients actually THANK you for it (I raised \$1m from investors for a 'back of the napkin' idea during the LAST economic 'crisis' off just one of these)

Never fear the tricky 'price objection' ever again (two rules)

The REAL problem that stops you getting high paying clients (probably NOT the one you think it is!)

"Are you NUTS?!!" What I've learned top buyers at clients like Oracle, Dropbox, Greenpeace, Viacom and more will think if you try to land them the way many 'experts' tell you to

So long, 'funnel': the far easier way to land high paying clients without crazy tech and marketing skills (hint: no, it's not email but if you can send a personal email, you can do this!)

Perfect pricing: the only THREE considerations for setting your pricing. Any other way is a loser.

Works every time: the simple but tactful way to stop potential clients asking for more discounts

Why prospects who seemed 'out of your league' could actually be the best targets for you right now, and how and when to approach them...

PLUS: What never to do when a potential client asks you for a proposal, if you want to maximize the opportunity... and much more besides...

You should attend this free training if:

- You're a consultant or coach who feels trapped working too hard for clients who can't or won't pay you what you're really worth
- You're a service provider who wants simple ways to make more money by pricing and packaging more cleverly, and handling your sales conversations more confidently
- You simply want to discover what it takes to land high paying clients with a simple process you can use, without needing enormous tech or marketing skill

To join us please go here and register now:

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Please register now, and join us in good time on Wednesday, as we are limited to 100 spaces on this session.

I can't wait to see you there!

Lilach

Tues 1 Dec

SUBJECT: Questions about Wednesday?

SUBJECT: Are you in?

Hi [name],

Are you in for Wednesday? Any questions about our upcoming free online training session?

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If so, please let me know and I'll answer you - meantime, here are the most common questions which tend to crop up:

Question: will you cover the tricky subjects like how to set the right prices, how to get in front of high paying clients, and how to handle price objections?

Answer: Yes! We will cover all those things and more as I know from working with many coaches, consultants, and other service providers these are common areas of concern.

Question: is there a cost involved for this training session?

Answer: no, it is completely free to attend.

Question: how long will the session last?

Answer: it will last 90 minutes, including a Question & Answer session where I'll be on hand to answer your questions about attracting high paying clients personally.

Don't forget, at this completely free session, you'll discover:

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Plus:

How you can charge more even in the current Covid 19 climate - even if the fear is WHITE HOT and you feel like you can't take another step forward!

How to know exactly when you are charging too little - and how to decide how much higher you can go

How to charge more and STILL keep your clients, even in the current climate or if spending power is in decline

How much you should rely on 'gut instinct' in your pricing

When it's a good idea to post prices on your website - and when it's not

Plus: the best time to broach the subject of a fee increase with an existing client, and how to start that conversation

If you haven't already booked your place, please go here to join up:

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When you join us live we'll also cover:

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Wed 2 Dec

SUBJECT: It's TODAY!

Hi [name],

Well, it's today - have you grabbed your place on our free session?

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Date: TODAY Wednesday 2nd December

Time: US: 1.00pm EST - 10.00am PST

UK: 6.00pm - Israel: 8.00pm

If you have - great! If not, please click the link above to join us, as this is your last chance.

Don't forget, at this completely free session, you'll discover:

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Please register now, and join us on time as our software has a 'hard limit' of the first 100 people to join the session.

Lilach

P.S. You'll also discover when it's a good idea to post prices on your website - and when it's not... but don't forget to join us a little before time later on, to avoid missing out!

POST-WEBINAR FOLLOW-UP EMAILS

Thu 3 Dec - followup to webinar attendees

SUBJECT: Aaaaarrggghhh!!

SUBJECT: I must apologise!

Hi name,

I must apologise - you were with me for my live online session yesterday then - aaaaarrggghhh!! - a tech disaster struck at our end and you didn't get the end of it!

So sorry! I had a sleepless night but recorded the missing part for you to watch right now:

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<https://www.lilachbullock.com/missing>

Please let me know if you access it ok?

Lilach

Thu 3 Dec - followup to webinar non-attendees

SUBJECT: Everything ok?

Hi name,

Hope you're OK - according to our software, it looks like you weren't able to join us live last night for my online training about How To Land High Paying Clients In Any Economy?

We missed you! Because we had loads of people and a great time - except the recording function actually failed!

But I had so many messages from people asking for one, that I decided to re-record it just now - don't say I'm not dedicated :)

You can access it here for the next 48 hours:

<https://www.lilachbullock.com/rewatch>

Love to know what you think?

Lilach

Thu 3 Dec - evening - followup to ALL webinar registrants

SUBJECT: Help getting High Paying Clients (With a catch!)

Hi [name],

I hope you've now managed to see all of our session on How To Win High Paying Clients In Any Economy with the 3C Method:

(You can catch up here for a short time if you missed any of it)

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But: maybe you want HELP doing it for yourself too?

At an incredibly low discounted rate? (Because there is a little 'catch...')

Well, as I explained at the end of the session, between now and end TUESDAY I am looking for:

A small handful of clients

Who I can personally help and give extra support to:

Make your first sale from a new client attraction system

Double the typical profit from new client work

Get an approach for increasing sales with existing clients (without feeling uncomfortable!)

Through my brand new "Attract High Paying Clients" programme...

And the 'catch?'

Actually the 'catch' is not too terrible :)

Attract High Paying Clients is based on the work I've been doing for years but it's organised in a brand new programme, so...

I'd really love to get a few testimonials for this programme specifically, and also find out which parts clients find the most useful, before I take it out to the wider public...

So if you become one of my first little group the deal is we'll do a quick interview at some point during the process – you don't have to do anything special, just be honest, and I may or may not use it.

But in return, if you're in this first little group of clients, as a thank you for joining me and in exchange for the quick feedback interview, I'm going to give you a BIG (as in, crazy) discount...

You have a few options, depending on the level of support you would like, but...

Before I explain exactly how it works, I want to be very clear about one thing:

I ONLY want to work with clients who I can REALLY help and give a great result to!

So: there is an online application process because, before you enroll, we should chat and make sure Attract High Paying Clients will be a good fit for you.

This is just a relaxed call where you tell me a little bit more about your aims and we both decide, TOGETHER, if Attract High Paying Clients is likely to give you the results you want... sound reasonable?

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If it does, you can find all the details here.

But remember - this is only open until Tuesday!

If you've any questions, please reply and let me know?

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Fri 4 Dec - followup to ALL webinar registrants
SUBJECT: Warning! 5 Signs You Are Underpricing
Hi [name],

How do you know if you are underpricing? And how do you fix it, if you are?

Here are 5 big... RED... !!! FLASHING !!! warning signs you aren't charging enough:

No-one ever says 'no' because of your price
You think maybe you should raise your prices
You are always working but can't make enough
Your prices haven't changed in 2 years or more
You are priced the same or lower than competitors

Underpricing is a BIG problem...

You end up working too hard for too little, so...

You neglect marketing, so...

You don't (can't) give clients your best, so...

You don't get the case studies and referrals you should, so...

You get desperate... you compete on price... you end up with over-demanding, unrewarding clients and it just gets worse... and worse... and worse!

This 'death spiral' eventually threatens your whole business... certainly your sanity... and without doubt your future prosperity... but...

It's one thing to KNOW you are underpricing - how do you actually FIX it?

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Especially in the current climate...

How can you increase your prices safely, without worrying you may go months without a new client who can afford it?

You'll find lots of tips in my online session on Wednesday (last chance to watch the recording here)... but...

The reality is, while I can give you the 'big picture' in an hour or so, you probably need more than that.

So how would you like to work with me directly to fix the undercharging problem once and for all in YOUR business?

I have a great offer for a few people to do that and more in my new 'Attract High Paying Clients' programme:

Here are the details - but you will need to be quick (this really special offer is only happening now, and closes Tuesday - so if you are interested, please take a look now)!

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Sat 5 Dec - followup to ALL webinar registrants
SUBJECT: Could we work together?

Hi [name],

Don't forget - between now and end TUESDAY I am looking for:

A small handful of clients

Who I can personally help and give extra support to:

Make your first sale from a new client attraction system

Double the typical profit from new client work

Get an approach for increasing sales with existing clients (without feeling uncomfortable!)

Through my brand new "Attract High Paying Clients" programme...

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Could we work together on this?

You can find all the details here - and there's a big discount if you apply and join by Tuesday, because...

I'd really love to get a few testimonials for this programme specifically, and also find out which parts clients find the most useful, before I take it out to the wider public...

So if you become one of my first little group the deal is we'll do a quick interview at some point during the process – you don't have to do anything special, just be honest, and I may or may not use it.

But in return, if you're in this first little group of clients, as a thank you for joining me and in exchange for the quick feedback interview, I'm going to give you a BIG (as in, crazy) discount...

You have a few options, depending on the level of support you would like, but...

And you can find all the details here.

But remember - this is only open until Tuesday!

If you've any questions, please reply and let me know?

Lilach

Sun 6 Dec - followup to ALL webinar registrants
SUBJECT: Just letting you know - Tuesday

Hi [name],

At the end of TUESDAY, I'm closing your chance to join "Attract High Paying Clients" with the REALLY special 'early access' offer for you, for joining our training session this week.

There is a crazy level of value on offer as one of my handful of 'early access' clients, and...

We can get started working together with as little as \$395. I don't want you to miss out!

You can find an 'explainer' video and the key details in writing here:

www.lilachbullock.com

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<https://www.lilachbullock.com/apply>

Please do take a look today.

I'd guess your goal is to get paid what you're really worth, help great clients who respect you, and build a nice business along the way WITHOUT working all the hours and totally killing yourself in the process.

But, just like so many people, you struggle with identifying and getting in front of that consistent stream of quality clients who WILL pay more, close those deals confidently, and deliver your services in a calm, enjoyable way, rather than 'all hands to the pumps' stress and long hours.

That's why I created Attract High Paying Clients for you. Doing all those things, together with me, is what it's all about.

But - I only want serious people, who want my help. I want to help people truly get results and grow. So, is that you?

Just remember: end of Tuesday the 'early access' offer closes!

There is an application process because it's really important to me we chat beforehand and ensure you have a great chance of success.

So you're not committing to anything by applying. But if you don't get your application in by then, the 'early access' offer will be gone.

Last thing - in case you didn't know, Attract High Paying Clients has a 14 day guarantee.

The deal is - do the first two weeks, and then decide. Join and complete the first two weeks' assignments in good faith in 14 days. If you don't love Attract High Paying Clients after that, just let me know and you can get a full refund.

But I don't think you will :) Because I fully expect you WILL love it and get TONS from it.

So just go read all about it here [LINK].

And if you want to put - let's face it - a pretty lousy 2020 for most people firmly in the past, with a BIG 2021 where things really change for you at last - this is how you do it.

Apply here, and let's chat.

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P.S. Don't forget - Tuesday is your last chance!

Mon 7 Dec - followup to ALL webinar registrants [email 5]
[prob list the weeks]
SUBJECT: Good riddance!

Dunno about you but... in my book, 2020 has stunk the place out.

So good riddance to it... the good news is 2021 can be a LOT better, IF you do a few things:

etc

Tue 8 Dec - followup to ALL webinar registrants [email 7]
SUBJECT: LAST CALL

Last time I bug you about this: the "Attract High Paying Clients" special offer closes today!

I'd love to help you DECIDE on your lucrative specialism, SET the perfect prices, FEEL new confidence, and get ALL the conversations with new, high paying clients you need to thrive, and...

You can get started from as little as \$395, but:

[You have to apply here today, to do it](#)

Remember, you must apply today to get all this at the crazy-low investment levels reserved just for my first handful of 'early access' clients:

Attract High Paying Clients 12 Week Online Training 'Roadmap'

The clear roadmap through a series of manageable weekly assignments with my personal feedback, designed to help you do three things:

1. Get your first sale from new, repeatable client attraction system

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2. Double the typical profit from new client work
3. Increase sales from existing clients... without feeling uncomfortable!

Here's how it breaks down:

- Week 1: Your Dream Business
- Week 2: Money Blocks Overcome!
- Week 3: Quick Sales Recipes
- Week 4: Your Lucrative Specialism
- Week 5: Your Premium Packages
- Week 6: Perfect Pricing
- Week 7: Low Hanging Fruit
- Week 8: Confident Conversations
- Week 9: Building Your Rapid Sales System

- Week 10: Confident Closing
- Week 11: Regular Lead Generation
- Week 12: Driving The Rapid Sales System

You get lifetime, 24/7 access to these resources so you can watch from any device, anywhere with the internet, at any time that's convenient for YOU and you can make progress any time.

12 x Weekly Workshops & Assistance (PLUS 2 extra weeks - take Christmas off if you like!)

Everyone's business is different, and there's no way I could leave you alone with some online training and assume that alone is enough to get you results. As great as the training is, most people need help and support too.

So every week, you'll be able to access, online or via phone, a one hour Workshop Call with me to APPLY what you're learning to your own business.

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Plus you get an additional two weeks of these calls free - take Christmas off if you like or just get extra help, it's up to you!

In addition to the special pricing, you also get these bonuses [when you apply here today](#):

FREE: Whale Hunter's Toolkit

You shouldn't have to reinvent the wheel!

This is a collection of really valuable templates and tools I've developed over the years, specially designed to help you land 'whales' – in other words big clients, including:

- Specialism Scoring Tool
- Big Ticket Opportunity Scoring Tool
- Cold & Warm Sales Email Templates
- Sales Copy Grader

FREE: Recession-Proof Pricing Playbook

7 clever pricing strategies any coaching, consulting or service business can use no matter the economy.

PLUS: you're protected by my 14 Day 100% Confidence Guarantee

Could be you've been burned in the past with promises that didn't pan out quite the way you hoped, and that makes you a little nervous?

I get it! So here's what I say:

Complete the first 2 weeks, then decide.

Join me in Attract High Paying Clients with this offer, and complete the first 2 weeks' assignments, in good faith, within 14 days.

If, after that, you don't feel 100% confident it's going to give you the process, the ideas, the

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resources, the support you need, to help you attract high paying clients into your business, you just send me a quick email, and we'll refund you EVERYTHING you've paid, within 7 days.

Simple and straightforward.

What do other people say about working with me?

'Lilach is the most incredible business coach. She has immense experience in building businesses and uses her success to coach business owners to create clear goals and confidence. I strongly recommend working with Lilach.' - Dalia Black, Founder & Principal, Weave Impact

'After working with Lilach, we completely changed our business around. If you're on the fence for whatever reason, just know that both my partner and I felt the work with her was priceless! Highly recommended for anyone who needs some help boosting their business off the ground.' – Jacob Elbaum, Voice123

That's it from me.

I really hope you'll give "Attract High Paying Clients" a chance, because I believe I can change things for you in a big way.

Please apply today before time runs out.

You aren't committing to anything by applying, just to have a chat with me to see if it will be a good fit for you.

But this is your last call to ask any questions or apply and lock in all the extras!

[Go here to do it and I'll talk to you soon.](#)

Lilach

P.S. Remember that 100% confidence guarantee.

You can do the first two weeks, and then decide. If I'm not the mentor for you, that's OK.

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I promise I won't be annoyed or upset with you. So there is literally nothing to lose - except the chance to get this fantastic package, if you do nothing. Join us!

SOCIAL UPDATES:

Long



Are you sick of scrabbling around for clients who can't or won't pay what you're REALLY worth?
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'Demand Up - Supply Down' market forces you can use in the current climate to win deals at HIGHER rates than before - and have clients actually THANK you for it (I raised \$1m from investors for a 'back of the napkin' idea during the LAST economic 'crisis' off just one of these)

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should not miss this.

LINK TO JOIN IS IN THE COMMENTS

Are you sick of scrabbling around for clients who can't or won't pay what you're REALLY worth?

Working all the time, but feel like you never GET anywhere?

Worried the current climate means you have to cut prices - or lose business?

You're not alone - these are VERY common concerns for the consultants, coaches and service providers I work with. In fact when I asked recently I got TONS of replies on just these topics.

So I decided to do a free, live online training to help - can you join me for it?

How To Attract High Paying Clients... In Any Economy... with The 3C Method I Used To Win Big Clients Like Twitter, IBM and Forbes From My Home Office (Hint: Works Not Just With Big Brands, But To Get The 'Cream Of The Crop' In Any Market)

Date: TODAY - 2nd December

Time: 1pm EST - 10am PST - 6pm UK - 8pm Israel

At this completely free session, you'll discover:

✓ The 4 steps I discovered landing clients like Twitter, IBM and Forbes from my home office you can use to get paid more, reverse buyer psychology with 'GBB' so you never sell but they love to buy, and get the biggest deals possible without scaring anyone away

○ Clients only care about price, right? Wrong! How my E.G.O. Technique helped one nervous client get \$5,000 per month MORE from a customer they were terrified they were about to LOSE... and how you can use it to blow price objections away

✓ Where to find a stream of quality clients, without any complex tech, thanks to 5 very predictable 'Demand Up - Supply Down' market forces you can use in the current climate to win deals at HIGHER rates than before - and have clients actually THANK you for it (I raised \$1m from investors for a 'back of the napkin' idea during the LAST economic 'crisis' off just one of these)

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- Never fear the tricky 'price objection' ever again (two rules)
 - ✓ The REAL problem that stops you getting high paying clients (probably NOT the one you think it is!)

- "Are you NUTS?!!" What I've learned top buyers at clients like Oracle, Dropbox, Greenpeace, Viacom and more will think if you try to land them the way many 'experts' tell you to
 - ✓ So long, 'funnel': the far easier way to land high paying clients without crazy tech and marketing skills (hint: no, it's not email but if you can send a personal email, you can do this!)

- Perfect pricing: the only THREE considerations for setting your pricing. Any other way is a loser.
 - ✓ Works every time: the simple but tactful way to stop potential clients asking for more discounts

- Why prospects who seemed 'out of your league' could actually be the best targets for you right now, and how and when to approach them...

- ☞ PLUS: What never to do when a potential client asks you for a proposal, if you want to maximize the opportunity... and much more besides...

You should attend this free training if:

- ☞ You're a consultant or coach who feels trapped working too hard for clients who can't or won't pay you what you're really worth

- ☞ You're a service provider who wants simple ways to make more money by pricing and packaging more cleverly, and handling your sales conversations more confidently

- ☞ You simply want to discover what it takes to land high paying clients with a simple process you can use, without needing enormous tech or marketing skill

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Please register now, and join in good time on Wednesday, as I'm limited to 100 spaces on this session.

I can't wait to see you there!

Lilach

PS If you've ever wondered how to increase your prices safely, without worrying you may go months without a new client who can afford it - you should not miss this.

🔗 Link to join is in the comments 📧📧📧

Short

FREE ONLINE TRAINING: How To Attract High Paying Clients... In Any Economy... with The 3C Method I Used To Win Big Clients Like Twitter, IBM and Forbes From My Home Office (Hint: Works Not Just With Big Brands, But To Get The 'Cream Of The Crop' In Any Market) [LINK]

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TODAY >>> In my new free online training: Clients only care about price, right? Wrong! How my E.G.O. Technique helped one nervous client get \$5,000 per month MORE from a customer they were terrified they were about to LOSE... and how you can use it to blow price objections away [LINK]

Where to find a stream of quality clients, without any complex tech, thanks to 5 very predictable 'Demand Up - Supply Down' market forces you can use in the current climate to win deals at HIGHER rates than before - and have clients actually THANK you for it (I raised \$1m from investors for a 'back of the napkin' idea during the LAST economic 'crisis' off just one of these). Free training: [LINK]

In my new free training: Never fear the tricky 'price objection' ever again (two rules) [LINK]

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WARMUP EMAILS TO REGISTRANTS:

Tuesday 1 Dec

SUBJECT: NOT a good way to get High Paying Clients!

Hi [name],

REALLY looking forward to seeing you for our online training tomorrow about landing high paying clients....

...can I tell you what is NOT a good way to get them, however?

If you've tried to market your business, at some point you've probably tried to do some kind of online marketing – 'lead magnets', 'funnels,' Facebook Ads maybe.

Now don't get me wrong, you probably know I LOVE online marketing, it's a big part of my career...

...but there are two big problems with a lot of the messages you hear about it. A lot of misinformation.

Number 1: despite what you may have been told, you actually DO need to be skilled at the tech, and actually quite highly skilled at marketing and copywriting too, to pull them off well.

You can probably develop those skills - but SHOULD you?

It takes time and energy you could probably spend better somewhere else, and a lot of people

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selling these solutions gloss over that fact.

Number 2: online marketing tactics like 'funnels,' lead magnets, paid ads are designed for MASS marketing...

...in other words, for getting low price buyers in high volume.

Which is important!

You're really unlikely to attract and land the best clients with those methods, because it's not actually how the best clients WANT to buy.

Take online marketing 'funnels...'

The theory is you take a client through all these little purchases that gradually ascend.

But do you think a busy, big spending client is really going to spend hours buying and going through your \$7 ebook...

...then your \$29 online course, and then this, that and the other step, 57 times...

...before they're ALLOWED to buy the high priced offer you actually wanted to sell them in the first place?

No! Of course not!

Let me tell you, the big clients I've worked with over the years...

(IBM, Oracle, Dropbox, Greenpeace, Viacom to name just a few)

...going through that kind of process is NOT EVEN ON THE RADAR of these people! It just isn't.

If you told them that's what you had in mind to land them as a client, they'd think you were nuts.

But the good news is, there is a MUCH easier way.

It DOESN'T require crazy tech and marketing skills.

It doesn't require mega-complicated, long-winded processes.

It's a way of getting in front of the RIGHT people consistently and it's very SIMPLE...

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It's not email marketing but...

If you have enough skill to send an email from your personal email account, you can do it, OK?

And...

All will be revealed in our online training tomorrow!

You already have full details from me in your inbox, can't wait to see you there, tomorrow :)

Lilach

Wed 2 Dec

SUBJECT: Warning! 5 Signs You Are Underpricing

Hi [name],

How do you know if you are underpricing? And how do you fix it, if you are?

Here are 5 big, red, flashing warning signs you aren't charging enough:

1. No-one ever says 'no' because of your price
2. You think maybe you should raise your prices
3. You are always working but can't make enough
4. Your prices haven't changed in 2 years or more
5. You are priced the same or lower than competitors

Underpricing is a BIG problem. It threatens your whole business and future prosperity.

But it's one thing to identify you are underpricing - how do you actually FIX it?

Especially in the current climate...

How can you increase your prices safely, without worrying you may go months without a new client who can afford it?

Shorter post

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Wednesday 3rd February

Time: 12pm EST - 9am PST - 5pm UK - 7pm Israel

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<http://lilach.online/FreeWebinar>

LinkedIn messages

Thanks so much for your reply. I'm actually running a free training session today at 5pm, not sure if it's of interest? It's called: How To Attract High Paying Clients... In Any Economy... with The 3C Method I Used To Win Big Clients Like Twitter, IBM and Forbes From My Home Office (Hint: Works Not Just With Big Brands, But To Get The 'Cream Of The Crop' In Any Market)

If it's of interest feel free to register here. If not, no worries and have a fabulous day :)

<http://lilach.online/FreeWebinar>