

# Six and Seven Figure Consultants

Have you ever wondered how consultants can make over six and seven figures each year? Have you wondered what kind of services they offer, how they structure their programs, how much they charge, and how much time they spend with each client? Then here is your chance to find out!

## Frank Kern

Frank makes over \$2,000,000 a year being a consultant. He helps small business owners increase their sales and profits using Internet marketing techniques. Although he is very well known in the Internet Marketing niche, he also gets clients from cold traffic who have never heard of him before. He makes all that money and only talks to clients from 9:00 – 12:00 Monday through Friday. Here is how he built a \$175,000 per month consulting business in 90 days.

This is what his sales funnel looks like:

1. He runs Facebook ads to business owners offering a lead magnet that teaches them how to double their business.
2. They opt-in, and on the thank you page he has his “irresistible intrigue offer”. This is a fairly long sales letter that basically says he will develop a plan for you for how you can double your business, and he will develop it for you for free. He explains that you can then take the plan and implement it yourself, or you can hire him for \$10,000 a month and he will help you implement it. He then emphasizes this isn’t a sales call in disguise; he is actually going to develop the plan with you on the call. Then he reverses the risk and says if you feel that he wasted your time, he will write you a check for \$1,500.
3. At the end of the letter, he invites them to fill out an application, and he charges a \$700 deposit in order to submit the application. He uses the deposit to keep the time wasters away, and the prospect gets the money back at the end of the call or it will be applied to their fee if they decide to become a client.
4. Frank reviews the applications and has his assistant reach out to the ones he wants to speak with. He has specific criteria for who he will work with. They need to have over \$1 million in revenue, a good product, etc. If he decides not to speak with someone, they get their deposit back and he gives them a free gift.
5. He gets them on the phone for about 45 minutes and together they develop a plan. Frank does not just say what they should do, he uses a collaborative close method. You

can learn more about this method by reading the book *The Dan Sullivan Question*. He gets buy in all along the way and makes it seem like the prospect is the one coming up with the plan.

6. After they develop a plan, Frank's closing question is simply "would you like me to help you implement this plan going forward?" If they say yes, he assumes the close and says his assistant will call them to get their payment and sign them up as a client and schedule their meetings, and he gives them a homework assignment for them to get started on right away. He closes 80% of his calls using this method.
7. He will schedule a deep-dive call which might last a couple hours to put together the action plan. But after that initial call he will only talk with the client via phone for a half an hour every other week, so a total of one hour a month. Frank acts as their accountability partner and helps them overcome the problems that they are having.

Here are the real numbers from his first campaign using this method. He ran the Facebook ads and got over 4,000 clicks. 1,200 people opted-in. And 13 people applied to be clients immediately. He says that getting one out of 100 people applying to be a client is normal.

Frank used to charge \$10,000 a month, but now he charges over \$35,000 a month. He also does revenue-sharing sometimes, so he gets a piece of the upside as well. That may seem like a lot of money, but when he can help a million-dollar business double their revenue within 90 days, it is actually a pretty good deal for the client.

## **Tristen the Healthcare Consultant**

Tristen advises professionals in the healthcare field, such as dentists, surgeons, medical specialists, etc. Here is how he made \$336,000 in one week.

- He offers a \$2000/month program with a 12 month commitment. If they pay it all upfront he gives them a discount.
- He hosted a webinar for a large corporation. They sent out his webinar invite to their existing email list.
- He was not allowed to sell anything on the webinar, he could only teach useful information. So at the end of the webinar he gave out a package of free things that included an mp3, a copy of his book, and a free "stump the strategist" phone consultation. In order to get the package, they needed to go to his website and enter their name and email to claim it.
- 100 people showed up for the webinar, 90 of them stayed until the end. 26 opted-in for the package. He reached out to all 26 but only 22 wanted the phone call.

- On the 45 minute call, he asked about their goals, where they are now, and their roadblocks. Out of the 22, he closed 18 people into his 12 month program.
- The time between the webinar and closing the clients took less than a week. He made \$336,000. He then paid off his \$200,000 mortgage in cash.
- He has a 30 day “love it or leave it” opt-out period. Out of the 18 who signed up, 1 decided it wasn’t a good fit for him and 17 stayed.
- He continues to do webinars with joint partners and the content is standardized, so he hits the same hot buttons every time.

This strategy shows the power of using someone else’s email list of targeted prospects that already exists rather than having to build your own from scratch.

## **Taki Moore**

Taki helps business coaches double their revenue and free time. He does this by creating scalable lead generation systems and helping them go from one-on-one coaching to group coaching.

He used to work by himself, but now he practices what he preaches and outsources as much as he can. He has another coach who works for him who does most of the coaching. He hired one of the best Facebook marketing gurus to run ads for him and get him leads. He has a team of virtual assistants in the Philippines who handle the administrative work, the video editing, the answering of client questions, etc.

He has a \$3 MM consulting business. He has a blog and podcast which brings him quite a bit of traffic, but his main conversion tool is a 2 day seminar which he hosts in Australia and Santa Monica a couple times per year. For \$200 you can buy a ticket to a two-day workshop where he teaches you everything about his system. If you buy the ticket within 4 days of hearing about it, you can get it for \$100 (this motivates them to take action). At the event he sells his \$18,000 per year program near the end of the event, and about one-third of the attendees sign up.

The year-long program is a group coaching program. He has regularly scheduled group calls where he teaches his lessons, and people will have the chance to ask Taki questions. Taki has an online library of training materials on dozens of topics that is available 24/7 to all the members. If members need any one-on-one help, his assistant coach handles that.

For those prospects who can’t afford the year-long program, he offers a \$4000 8-week program that teaches business coaches how to make \$10,000 per month as quickly as possible. Taki

recorded the informational videos that are released weekly but otherwise has no involvement since his assistant coach hosts the group calls and answers their questions.

## **Chris Evans and Taylor Welch**

Taylor does the coaching and Chris is the online marketing guru who drives traffic and gets all the leads. Together they make a strong team. They currently make over \$120,000 per month and are looking to scale it up to \$300,000 per month.

They sell a \$6,000 consulting package that teaches people how to get leads from Facebook ads and turn them into clients. They practice what they preach and get the vast majority of their own clients from Facebook ads. Here is their funnel:

- They run a Facebook ad that offers a free webinar. It costs them \$1 - \$3 per click.
- They have a 30% opt-in rate on their landing page, so each lead (a lead is defined as someone who gives you their email) costs them \$5 - \$10.
- They have an automated webinar or a helpful video that you can watch right away. 50% of the people watch it until the end.
- They invite people to fill out an application for a free consultation. 15% fill out the application, so it costs them about \$75 per application.
- Because they don't want to waste their time by talking to people who aren't qualified, they reject 50% of the applications.
- They speak with the rest on the phone, and they close at least 25% of them.
- It costs between \$400 - \$600 to acquire each client, and they charge \$6000 per client. They shoot for a 10x return on investment.