

Virtual Coach Accelerator

Helping High Profile Clients

Why We Want Affluent Clients

- Everyone one wants affluent and high profile clients (or at least want people where spending money is easy)
- We want them because we believe that they can easily afford our services, are connected to other high ticket people and will refer our services to others. They also possess are certain quality or level that we want to engage with and work with.
- While this is all possible it is not always true. We have a view about how we think affluent people are (mainly based on media, movies and limited experience) that is skewed and inaccurate
- Many of the people I know who are very affluent are not irresponsible with their money and just spend for spending sake. They still look for value and purchase based on the same reasons we do
- We see them as different from us in more ways than what is accurate and we can credit them with having more value because they have more money. (\$500 shoes seen as 'better' then \$50 Shoes even if they are the same shoe)

The Affluent Client

- We often also don't realize how much of our own value and feelings of success are impacting our ability to connect with affluent clients. We may not see that 'getting them' can serve as proof about ourselves in some way (or serves to showcase who we are to others).
- For many of us we speak about wanting to work with them but we aren't always honest about the fact that we also want to be like them and in many cases are looking for acceptance from them. (“If they choose me, then they like me and we want to be liked by higher status folks”)
- There is nothing wrong with that, wanting to be liked and accepted by others is part of our biology, sociology and part of the needs of being pack animal. Especially with higher status individuals.
- We need to be honest with ourselves about that need and desire, to be liked and approved of. Not being aware of the fact that they have something we want means there is an energy (or way of being) in the space that we are not being responsible for.
- ie: Asking for a date from someone you think is out of your league will impact how you show up and ask

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Being An Affluent Client

- Wanting to be like them skews the power polarity and can have us feel 'below them' or 'less than' rather than peer to peer. Even if they have more money than you, you have to see where you are already successful or winning in another area.
- The work is to look at where we are already affluent so we can even out the playing field and connect with these people peer to peer.
- All of you in VCA are connected to, and inside of, affluent circles. You are already successful based on the conversations you are having with various people you surround yourself with and the programs you are part of.
- You may not see this because you don't recognize that you are ahead of where others are.
- What is affluent to us may not be affluent to others. All of us would be considered affluent but do not see ourselves that way and that inevitably impacts our ability to share.

The Power of Proximity

- In connecting with Affluent or High profile people there are a few things that I have learned and have seen work
- **“Proximity is Power”** (Tony Robbins)
 - Getting close to the people that are the best in the world, powerful and even magical things can happen because all of the people they know, the insights they have and the life experience they share are at your fingertips. They can save you a decade of time by one insight.
 - It also puts you in circles and conversation with folks who are up to big things in their life. The more you are around and associated with those people the more you see yourself as one of them and the more you get associated with their circles. (VCA live event gets you in the home of Annie & Eben)
 - You want to get into, and invest in events, masterminds, courses that have you be with other high profile people.

Examples:

- Billy - Fan of Tony- Personal Trainer who runs a gym- at VIP event to learn and be in proximity and was able to help Tony- became the health/fitness /performance person for the entire team/family - now connected with Tony's clients who are celebrities and elite athletes
- Eric - Fan of Branson- flew to Party in L.A. and paid to be VIP so he could get in front of him to give BRANSON an idea for how to get into space- got his attention and got invited to Necker Island

The Power of Generosity

- You have to give before to get- Pushing the Free Line at a whole new level
- Time is the one resource we can't make more of, and any way that you can provide that resource for another, especially high profile people, you are giving them the one thing they can't get for themselves,
- Giving, serving, offering is the best way you do that
- When in conversations with anyone, but in particular affluent people you want to always be asking "How can I make the lives of people who are already successful better?"
- When talking with people listen for what is a need that they have? What are they searching for? What would be helpful?
- If you can't hear the it then straight up ask for it!!

Examples

- Michael- heard Paulo Coelho talk mentioned having new book, but he wanted to market it differently - Michael knew that Brendon Burchard did this very well and connected them -researched best doctor on eczema and reached out to him and then connected him to Paulo Coelho. (Education Of Millionaires- Chapter 2)
- Joe Polish- At branson dinner- Asked "What is the most important charity and how can I contribute" - Joe created a gala for that event and raised of 1 million and is now friends with Branson

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Influence Vs Power

- Historically power was what got people's attention but more recently influence is the true mark of standing out.
- Our relationship to power has changed it used to be associated with control and status. But influence is the ability to have an affect on another person, or outcome, and it has become the new mark of success.
- In this era what matters is who we give our attention to - if you can wield where someone else's attention goes that is power. **Influencers are now more successful the celebrities because they have the peoples attention and that is what holds the power.
- Creating connection, through generosity and proximity, is the cornerstone to creating influence
- Hosting parties, workshops, events to connect people - You get footnoted with any and all the connections
 - Jon Levy, Behavioural Scientist- Influencers Dinner- connecting various individuals in one room
 - Eben Pagan, Internet marketer - Digital marketers together in a room- created collaboration and connection

Show Up To Serve

- Does not have to be famous people (Neighbours who does renos connected me to CEO's of banks/Doctors)
- Affluent clients are made over the long run- not something done in the one off moment and so requires more depth of skills and built over time with extreme attention and intention to details and service
- Be your brand in everything you do, you have to live your brand, and so make your LIFE BRAND the most authentic form of who you are.
- The basis of your brand should be focused on how you facilitate transformation.
-This is distinct from your niche or avatar (which are equally important but not what I am talking about here) .
Who do you serve and how you serve is the not the same as the foundations by which you make magic happen with/for others.
- The true currency is relationships and real relationships is created over time. Your baseline operating system for how you facilitate transformation (aka magic) in others is what has to be your north star and compass.
- The way in which you facilitate transformation will be the unique way in which you show up for yourself and others, it is not what you do or how you do it but who you are. What do you bring that you know you do well?

Exercise

Take turns asking the following questions:

1. Where am I already successful, affluent and high profile? Look for where you have that in your life already (VCA, in Annie/Ebens home, your neighbourhood, top 2%, get facials, have cool tech, etc)
2. How do you facilitate transformation? What is the baseline ways in which you move your skills and talents from yourself to other people? (What is your transformational lubrication!!)
Is it your humour, your heart? Is it your wisdom and intellect? Your calm presence? Your high energy attitude?
3. Who can I serve next and how can I serve them?
Maybe baking brownies with neighbours or stopping to chat on your way to the store, maybe it is researching options for folks you know are dealing with issues, it can even be ongoing support, or sharing what you're learning/having to navigate.
 - a. Make a list of 5 people that you can be in service of and practice your generosity and natural desire to contribute to them.

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Resources

- Marketing to the Affluent- Thomas Stanley
- Education of Millionaires- Michael Ellesberg
- Influence: The Psychology of Persuasion- Robert Cialdini
- How to Be Influential-Jon Levy-
https://www.ted.com/talks/jon_levy_what_makes_us_influential
- How to connect with Powerful Influential People-
https://youtu.be/PDmOgLabl_M?si=2QeSAtXc68-F055f