

**“How To Grow Your Business To 6 Figures
Starting Right Now -- Finally Earning
What You’re Worth! -- Without Selling
Your Soul, Going Broke, Or Burning Out
In The Process...”**

**“Powerful New Secrets To Brand, Package, & Price Your
Services So You Can Stop Being One Of Those ‘Talented Yet
Broke’ Entrepreneurs And Grow Your Business Faster Than
You Ever Dreamed Possible”**



By Laura Ege

**“Passionate Impact Business Trailblazer -- showing passionate
entrepreneurs the way to create extraordinary success and impact with
their business”**

Hi there, passionate Entrepreneur!

I'm excited you made the decision to step up to extraordinary impact and success with your business! In this free special report I'm going to share with you my best secrets to grow your business to 6-figures and beyond -- the simple, easy, and proven way.

Before I start telling trade secrets though, can I take a minute to share a secret about me personally? No, nothing off-color, I promise! This has to do with my own journey as an entrepreneur and how you can benefit from it.

I've been an entrepreneur for over 12 years now. I began the adventure as a career coach, morphed into a business coach when my peers kept coming to me for advice, reinvented myself as a life coach to put several tragedies in my own life to good use helping others, and finally "came back home" to being a marketing coach in the past year in response to continued requests for my wisdom and experience in this area.

In spite of my very extensive natural business savvy though, the road has been anything but smooth. My brand archetype is Explorer with an influencer of Hero. (If you know me at all, you're probably nodding your head... of course!) Good grief, I swear the "school of hard knocks" was custom-made for this unique brand archetype combination. I only hope I can spare you endless frustration by teaching you the business success secrets I learned the hard way.

I've truly enjoyed some pretty significant business success with a full-time income since nearly the start, and yet I reached a point where I looked back over my journey as a whole and realized that...

- ▶ my income was often a roller-coaster ride of either feast or famine, especially if I decided to do something crazy like take more than a week or two off for a vacation
- ▶ while I loved most of my clients, I secretly had far too many who made me dread the phone ringing (it took me a long time to understand what I was doing wrong... and it's probably not what you think!)
- ▶ it felt like a constant, tiring struggle to keep my business full with a steady stream of clients I really wanted to work with
- ▶ my unending stream of ideas for new programs felt overwhelming and disconnected with no clear plan of what to launch next... or how exactly it was going to help me reach that six-figure goal
- ▶ I was worth far more than I was charging and yet I could never quite seem to make the leap into that next substantially higher fee bracket
- ▶ too many of the new programs I launched fell flat with little interest from my audience, even though I knew it was what they needed
- ▶ I was wearing myself to the bone with one-on-one, dollars-for-hours-worked service delivery
- ▶ my income had plateaued, and that coveted six-figure income seemed forever elusively just out of reach

Instinctively, I knew that if I could just find the right combination of marketing mechanics, proven system for business design, and million-dollar mindsets, all these problems would disappear.

That's exactly what I've discovered for myself, and I'd like to share a few of those hard-won secrets with you in this special report.

So take a few minutes to read the report now, and then I look forward to sharing more secrets with you as you step deeper into this journey of building an extraordinary business that creates all the impact, income, and freedom you desire in your life.

Championing your success,
Laura Ege

Create a Unique, Authentic, Emotionally Compelling Brand

Okay, so this one isn't exactly a secret. It is commonly recognized that the most successful businesses have a strong brand presence that is consistent throughout everything they do and say, is wholly authentic, and connects with people at a very deep emotional level.

A brand is an anchor of sorts in the minds of your audience. It helps people quickly understand your value and how you can help them. When your brand is authentic, compelling, and consistent, it can go a long way to help you quickly build a following that trusts you and buys into your message.

An entrepreneur without a clear brand might as well be invisible. People will have a harder time understanding who you are and what you do, and you will be much easier to forget once they do meet you. People certainly won't have any compelling reason to get on board with you either.

And don't just think logo, pretty colors, and a great tagline for a brand. I like to think of a brand as the heart and soul of who you are and what you do. Things like a logo are merely ways to express your brand essence to the world.

Identifying my brand was an exciting turning point for me in my business. I'd been through branding programs at several points throughout my career as a coach. Yet I was never able to quite "grab" it until I went through the Branding with Archetypes system.

Beyond simply my brand archetypes, I was able to define my unique brilliance, what I'm a stand for, the spirit of my brand, my brand promise, and my business leadership statement.

Suddenly, things I'd resisted or not understood about myself for years made perfect sense. I was able embrace this uniqueness as a true strength and see how to leverage all of "me" to help my business stand out in a crowded marketplace. My unique brand gave me a cohesive anchor to communicate who I am and what I do across every aspect of my marketing.

Not only did marketing become significantly easier, but my brand gives me clarity for so many other things in my business too.

For example, one of my biggest challenges as an Explorer is isolation and loneliness. If I notice I'm stuck trying to get a project completed or achieve a goal, I know it's time to draw in some outside collaboration to get the thing accomplished.

As another example, one of the gifts of the Hero is to inspire faith in our potential to triumph over challenges. Once I realized this is such an integral part of who I am, it gave me "permission" to share my life story (a pretty rocky one at times with plenty of major challenges) with my audience, which I have found inspires and gives courage to people I've never even met.

Defining your unique brand and being a stand for it will change your business dramatically. Guaranteed!



Select a Clear, Powerful Niche That Gets You Excited

I know... I can hear your groans right now. Niche is one of the most misused and most dreaded business terms we hear. Yet getting this one truly right, once and for all, has the potential to easily double or triple how quickly you are able to grow your business.

Let's start with what a niche is not. A niche is not, for example, "life coaching" or "career coaching". Nor does a niche have to be a specific industry, although that can be a part of it, and it does usually make marketing easier. And finally, a niche doesn't mean a prison you can't escape to work with people outside your specific niche.

A niche is the intersection between who you are (your expertise, passion, background, etc.), a group of people you are passionate about serving (your "tribe"), and a problem your tribe is willing to pay to have you solve.

There are many things to consider when choosing exactly who and what that intersection will be for you. For example, when I am coaching my clients through choosing a powerful niche, we explore things like their own signature story in life or business, who they already have experience working with, what groups of people they feel passion and compassion for, their bigger why for wanting to work with this group, and the signature story of their ideal clients.

Unlike many marketing coaches, I don't believe you absolutely have to choose a niche that is relatively well off. However, there's no question that targeting a group that has "disposable" income makes it far easier and faster for you to build your business to six figures and beyond. So that is certainly my recommendation as a first choice if at all possible.

If you are uncompromisingly passionate about serving the needs of a group that can't afford your fees, you will need to get very creative about how you package and market your services. Often it involves a third stakeholder who is also passionate about this group and has the money to pay you instead. Which makes marketing your business far more complex since you then have to appeal directly to the interests of both your niche audience and their benefactors.

Once my clients have chosen a niche, we dive deep into the most intense desires, needs, pain, and problems of their chosen audience. This isn't about coming up with solutions that you think they need. It's about discovering what they think they need and want. It's about understanding where they are right now and tapping into their bigger why for getting the results they want. It's also about finding their words for describing what they want instead of using your own.

When you have chosen a powerful niche and are this crystal clear about exactly what problems they have and solutions they are willing to pay for, marketing becomes a breeze. You'll be able to explode your business into a whole new level faster than you ever dreamed possible.



Turn Your Expertise Into a One-of-a-Kind Signature System

One thing I've learned in all my years in the coaching profession is how incredibly difficult it can be to truly differentiate yourself from all the other coaches covering the same general topic like life or career or business coaching. The same holds true for many other entrepreneurs in other fields as well.

Even after you've developed a compelling brand and chosen a powerful niche, there can be a lot of overlap with every other entrepreneur providing services in the same domain as you.

So one very powerful strategy to set yourself far apart after branding and niching is to turn your expertise into a totally unique, one-of-a-kind signature system.

I take my clients through a very simple, step-by-step process to create their signature system, which unfortunately, I don't have room to go into here. Let me briefly describe what a signature system is though and how you can most effectively leverage it in your business.

Every single business owner I know -- regardless of their type of business -- has a basic process they take every client through. For service businesses, it is usually the ultimate result you help clients achieve and what steps you take them through to help them reach that outcome.

Even for service providers in the same industry and expertise domain, their specific process is unique based on their professional knowledge, their training, their niche, and their beliefs about what is necessary to get the client where they want to go.

Because this process (or system) is so unique to the individual entrepreneur, it is incredibly powerful in helping to set you apart from the competition. It is a step beyond your brand and your niche. It goes deeper... to the heart of the specific results clients will get from working with you and how you get them there, which serves to clearly differentiate you from all the other coaches offering similar services.

Another benefit to creating a signature system is that people are much more interested in buying a “system” than they are vague, ongoing services. There are a lot of psychological reasons for this. Suffice it to say that sales will become much easier for you, and you’ll notice people respond better to your offers.

And finally, developing your signature system will make business planning and design substantially more simple. Once I’ve coached a client to create their system, we use this as a foundation for designing an integrated, cohesive set of programs that flow seamlessly together. Not only does it become much easier to develop new programs, but the cohesiveness serves to strengthen your brand image and your reputation as a true expert.



Choose the Right Business Model & Then Have a System to Turn It Into Money

I have seen few industries based on a more broken business model than the coaching industry. Just take a look around you at all the talented yet floundering, nearly broke coaches. The statistics of the average coach's salary are disheartening to say the least.

While there are many reasons for this failure, I would argue one of the biggest causes is the business model most coaches follow. The model is actually based on the therapy industry. Little wonder, since that was probably the most seemingly related industry way back when coaching was a fairly new concept.

The basic idea is to sell your services by the hour on a month-to-month basis and in a one-to-one delivery method. Some coaches sign new clients up for an indefinite period, hoping for longevity, and scrambling madly to fill the gap when a client quits. Others set minimum contracts, often for a standard three months.

Either way, the scramble remains the same. It becomes an up-and-down, roller-coaster ride of income as clients come and go. Few coaches have a system for keeping the pipeline full or ensuring clients are loyally engaged for life either.

Another flaw in this business model is the solid cap it puts on your income potential. It is based on dollars for hours worked. And newsflash... no matter how you slice it, there are only so many hours in a day or week or year for you to "sell". Your only option for a raise is to increase your hourly rate, and for most coaches, there is a limit to what clients will pay for an hour of your time.

So your industry-standard business model is obviously flawed, but what choices do you have? There are a lot of options that are both possible and profitable for

coaches and other service-based entrepreneurs. Some of the common ones include platinum-style programs, teleseminars and workshops, associations, information products, and membership-based programs.

There is no single “right” model that will work for every entrepreneur. It depends on things like your niche market and their needs, your personal life/business goals, the support staff you have, and where you are in the business growth cycle. Take some time to explore your options and then design your business using a model that fits uniquely for you.

Once we’ve designed a business model that really works for my clients, I coach them to turn their specific model into a “profit pyramid” that clearly outlines the integration of their service offerings all the way from their lead-generating giveaway to their highest-end program. This takes the guesswork out of how to package your services, and you’ll know exactly what programs to launch next, even as far out as a year or more.

After we have their business model and profit pyramid solidly in place, it is simply a matter of mapping out a marketing and launch calendar for the next six months or a year. Suddenly, marketing planning becomes simple and predictable instead of a confusing shot in the dark. You’ll know what activities to focus on, in what order, and even when you can expect a big client payday. What a relief!



Add a Platinum-Style Program to Your Service Offerings

Platinum-style programs have the potential to add six figures to your business income practically overnight -- no joke! This is one of the most lucrative yet easy-to-create income streams there is. Yet sadly, few service-based entrepreneurs are offering true platinum-style programs to their clients.

Platinum-style programs have numerous benefits, both to you and your clients. Of course there is the obvious financial benefit because these are high-end programs that generate much higher fees than your normal one-time or month-to-month business model. Pretty sweet deal for your cash flow!

Now at first glance, you may be wondering how paying more money for a platinum program could possibly benefit your clients. As counterintuitive as this may seem, I have found that this higher level of investment actually calls both your client and you as the coach forward to a whole new level. You will show up more powerfully for your client, and your client will show up more powerfully determined to create results in their life. So you wind up with happier clients and even more amazing testimonials than usual about your coaching.

There are other benefits of platinum-style programs too. One is that they actually take less of your time and energy. With the emphasis on creating strong forward movement and results, you'll find your clients actually need and want less "hand-holding" from you. They also improve client retention as most platinum-style programs are six months or a year in length. You're no longer merely hoping you can get your client to stick with you for yet another month.

Okay, so hopefully I've convinced you of the value of adding a platinum-style program to your coaching services. But good grief, you may be thinking, how am I ever going to add something big like that into my coaching business? Maybe your schedule is already overloaded, and you're wondering how you could possibly fit something new in. Or maybe you're brand new in business and seriously doubt whether this could work for you without a big list or network of connections.

Let me answer the new entrepreneur concerns first. It is true that you probably won't be able to launch a successful platinum group until you've built a more substantial list or following of fans. However, every single entrepreneur, no matter how new, has the opportunity to enroll a private platinum client even today. Start with your signature system, create a six-month or year-long program with a clear and compelling promise of results, set your pricing, and -- when a prospect says that sounds like what they need -- let them know this is how you work with clients.

It can actually be more challenging in some ways for the established entrepreneur with the overwhelming schedule. Simply because you'll need to have a strategic plan to transition your existing clients to platinum. The good news is that, unlike the brand new entrepreneur, you'll probably be able to redesign your business to add a couple platinum offerings -- both private and group.

I'll offer a final caveat for both new and established entrepreneurs. One of the biggest mistakes service-based business owners make when creating a platinum-style program is to make it look too much like their regular service model. Platinum has the potential to increase your income ten-fold, but you can't expect a client to want to invest more with you if you're still working with them the same as usual but just charging them differently. Guaranteed not to work!



Revamp Your Approach to Pricing Your Services

Pricing is a sticky issue for practically every business owner I know. How do you know what to charge? What if you price something wrong and no one buys? What if your clients don't have enough money to pay your fees?

It can be agonizing to determine your fees in the first place; and then it is so easy to second-guess yourself once they're set, cave at the first sign of resistance from a prospect, discount your services, or be afraid to raise your fees.

This is such a huge topic with issues ranging from practical strategies for choosing your rates to mindset beliefs and fears that get in the way of charging what you're worth and getting it. I cover pricing a lot in my work with my clients because it is so critical to your ability to break the six-figure income mark.

When I first decided to include pricing strategies in this special report, I hesitated on what aspect of it to talk about. After much deliberation, I selected an area that I see trip entrepreneurs up perhaps more than any other when it comes to stating their fees out loud and then getting the prospect to eagerly say "Yes".

If you're choking over your own fees and struggling to get clients enrolled, I can just about guarantee you are too focused on the features of your service or product. It's an easy trap to fall into. After all, most of the entrepreneurs you see handle pricing that way. Logically it makes sense too. Wouldn't your clients want to know exactly what they're getting in return for their money? Honestly, it feels safer to keep your money conversation to features too.

A big secret to putting an end to your pricing woes and making it easy to charge what you're worth and get it is to focus instead on value, benefits, and results. You need to go deep with the very specific results your clients will experience from working with you, how those results will impact every aspect of their life from their finances to their relationships to their health, and what that impact translates into for them in terms of tangible dollarized value.

Suddenly, pricing is no longer a guessing game based on what everyone else in your industry is charging or what you believe your clients are able to pay. When you are clear about the value you deliver, your confidence will soar, you'll know how much to charge, and you will no longer choke up when it comes time to state your fees in a sales conversation.

I teach my clients a simple system to determine their true value and turn it into powerful language that makes it easy for them to communicate that value to prospective clients. So in addition to their dramatically increased confidence, they also find the selling process less painful because their prospects finally "get" the true impact signing on the dotted line will have in their lives. It becomes a win-win proposition!

Oh, and that little concern about prospects needing to know all the features so they can make a decision? The truth is that buying is an emotional decision, not a logical one. And people the world over would far rather buy the results the features have the potential to create for them than buy the features themselves.



Transform Your Mindset to Produce Six-Figure Success and Beyond

I've seen it over and over again... a masterful service professional with a passion for their work and all the right training to create an amazing business, yet they consistently come up short of the success they are truly capable of. And the secret killer? Mindset... the single biggest thing that keeps entrepreneurs stuck.

Too often, business owners believe that if they can just get the mechanics of marketing and business perfected, their business will grow like wildfire. Now if you're building a car or a house, mechanics just might be enough. But you're not. This is a business you're building, and it's going to take more than even the most perfect marketing mechanics to make it extraordinarily successful.

It is absolutely essential that you pay attention to mindset in addition to mechanics. Ignoring mindset is like building a mechanically correct car but then putting water into the tank instead of gasoline. Of course it won't run! Neither will your business if there are underlying beliefs that keep you stuck or cause you to repeatedly sabotage your own success.

These beliefs might show up in the way you handle money in your life or business, how you package your expertise, the way you go about marketing your services, how you set your fees, your ability to connect with potential clients, how you make decisions, and so many other aspects of your business.

How do you know if your mindset is holding you back? If you've done everything the experts say you need to do to market your business and you're still not getting the results you want, I guarantee there's a mindset issue showing up somewhere.

You're not alone if this is the case for you. I have yet to work with a client who didn't need to work on their mindset sooner or later to achieve the kind of significant breakthroughs they wanted. In fact, often the bigger the breakthrough, the bigger the mindset issues that show up.

I'm not immune to mindset traps either. I studied the mechanics of business and marketing for years, and I'm actually crazy enough to love it. But try as I might, I continuously ran into several mindset issues that kept me stuck in mediocrity with my business for far too many years.

One example is my Money Mirror of Deservability (a life-changing system created by my mentor Kendall Summerhawk... and one that I'm licensed to teach as a Certified Money, Marketing & Soul Coach). The way this Money Mirror shows up for me is in constantly doubting the value I deliver. Because I was never quite convinced I was enough, I worked overtime to make sure I was "good enough", overloaded my packages and programs, and often gave away services.

Now it's pretty obvious that this mindset and the patterns it created in my business would stop me from making the kind of income I desire and deserve. Before long, I noticed it negatively impacting my business in other ways too.

I frequently felt exhausted, overwhelmed, and even resentful of my business and my clients. I wondered why so many of my clients seemed to be high maintenance and demanding (although usually in a nice way!).

The crisis point for me was the day I was outlining a done-for-you marketing program for a prospective new client. I felt a knot forming in the pit of my stomach as I worked, and I suddenly felt like I couldn't breathe. After escaping for a couple hours of quiet reflection in the outdoors, I realized every bit of this deal was based on my issues with Deservability. As soon as I could, I called the prospect back to let him know it wasn't going to work out. Whew, what a relief!

It's taken me a lot of inner mindset work to finally come to a place of peace about the value I bring to the world. Instead of constantly second-guessing my value, I see very tangible proof of the ways I improve my clients' lives. From this solid foundation, I'm working to stop the over-delivery of services, and I've set boundaries on my fees and the services that are included in my packages.

Not only am I having a lot more fun in my business while making more money, but my clients seem to magically recognize and appreciate my value more than they used to as well.

