



*Elizabeth Purvis*

*seven steps*  
to a sold-out  
HIGH-END PROGRAM

BE A *Money*  
MAGNET

## About Elizabeth Purvis

Elizabeth Purvis is an award-winning business coach who specializes in teaching awakening women how to make phenomenal money while doing good.

She is the founder of Goddess Business School®, which delivers a proven path to create a sustainable 6-figure lifestyle business for coaches, practitioners, healers and change agents. Through her highly acclaimed programs, she's mentored thousands of conscious women entrepreneurs around the world, teaching them how to price, package and sell their services so they create extraordinary income and impact.

Elizabeth created her first 6-figure income in under 6 months as a certified coach and today runs her 7-figure company from home while raising her daughter. Using her systems, Elizabeth's clients and students have achieved phenomenal results, including quadrupling their incomes in just a few short weeks, multiple 5-figure launches, launching and filling their own high-end programs, and more.

A priestess & practitioner of Western esoteric traditions, Elizabeth is also the creator of Feminine Magic®, a set of practices for women to develop their ability to magnetize their deepest Desires.

Above all, Elizabeth is a stand for the creative and financial empowerment of women through conscious entrepreneurship. She is dedicated to creating a world where conscious women are the new models for wealth, influence, power and success.

Elizabeth lives in Portland, Oregon with her husband Leland and daughter Brigit. Discover more of her work and the 7-Figure Goddess community at [ElizabethPurvis.com](http://ElizabethPurvis.com).



Welcome to the 3<sup>rd</sup> special report in our series, where you're about to discover the 7 steps to your first – or next – sold-out high-end program!

I'm Elizabeth Purvis, founder of Goddess Business School® and CEO / Creatrix of 7-Figure Goddess.

If you're just joining us, let me catch you up briefly.

In our first video and report, I shared WHY a high-end program is what you want to offer *first* if you're committed to maximum income and impact. I covered why it's actually easier to enroll high-end clients than it is to fill those \$297 courses you might be struggling to fill right now, and why they WILL pay for a high-end program with you, even if you're new.

And in our second video and report, I shared exactly what to put into your programs to ensure that your clients get great results, and so YOU can feel confident offering your program at higher fees.

Now you might be asking yourself...

**“How do I make sure that I get clients? And where do I FIND the clients who will pay me \$5000 or more?”**

Or maybe you've tried to offer a high-end program and you didn't get the signups you wanted. Or your service is something like hands-on healing, and you're wondering if this can really work for you.

The great news is, we have a formula that works and I'm about to share that with you.

We've helped hundreds of people launch their high-end programs, including massage therapists, energy healers, life and business coaches, relationship and intimacy coaches, holistic health practitioners... even people with lots of modalities.

For example, our client Melody who is a Feng Shui and space clearing expert. When she came to us, she was doing clutter clearing in the old dollars-for-hours way, but she wasn't making any money and was literally just about to go back and get a J-O-B! She applied our formula and in just 10 days she had 4 high-end clients and had quadrupled her monthly income.

We also had a client who is an energy healer and transmitter of Divine intelligence who, using our process, created high 5-figure launch for her diamond program, with just a small number of clients.

This formula has even been used to help people switch niches.

And in our company we still use the formula I'm about to share with you *every time* we offer a high-end program!

Last year we used it to put nearly 100 people into our Goddess Business School® training, for fees of \$7000-\$9000.

In 2013, the year I had my daughter Brigit, I used this formula to sell out of a high-end mastermind – to the tune of \$150,000 – so I could take 3 months off for maternity leave.

The formula works like clockwork – *when* you get it right.

In these pages, I'm going to walk you through the steps, paying close attention to the common mistakes that might trip you up.

Now, I'm not really a “betting” kind of woman, but...

...if you've tried to launch a high-end program and failed, I would bet real MONEY that if we were to sit down, we would discover that something is off with one of those steps!

And if you're brand new, getting these right from the start is going to give you a really high likelihood of enrolling awesome clients and saving a ton of time.

SO let's get started!

## ***“Figures within my first 8 months in business”***

*Before joining Platinum Program Secrets, I had NO business at all. I just had a message that I wanted to get out but I had NO IDEA how to do it. My gut told me that Elizabeth was the one to help me get it started, and I didn't want to spend time struggling. I needed the tools to start out at a high level; to get my message out there as quickly and as clearly possible. My intuition was right on.*



*As a result of what I learned, I hit six figures in my first 8 months of business and was able to leave my old job at a university! I also doubled my list from 3K to 6K, and almost immediately after I launched my blog I started traveling as an international speaker, giving the signature talk I learned how to create in Platinum Program Secrets.*

*I now coach women around the world, I have a full practice of clients, a successful online course, and am leading a vibrant sisterhood, the Womb of Light community, based on my work on helping women to heal the mother wound. The best part is, I make my own schedule and create my business around my own values. My business reflects me on all levels. There's a powerful level of alignment and harmony in my life now. I AM living my message on an even deeper level and am able to reach even more people.*

*Everything has shifted for me since starting the program. I had the mindset that I was ready to bring my message to the world, and Elizabeth gave me the tools to do just that – at the level I wanted to be at.*

*The skills and tools I learned in PPS will continue to serve me well into the future. They helped me establish myself not only as a woman with a message, but also a successful business woman who has systems and processes to get that message to the people who need it most. For that, I will be forever grateful!*

**Bethany Webster**  
[www.womboflight.com](http://www.womboflight.com)

Before we dive in, it's helpful to be aware of...

## Common Mistakes That Keep Conscious Leaders From Filling High-End Programs

### 1. **The program topic is not “hot” enough.**

I know we keep coming back to this, but that's because it's SO important!! It's critical that you have a Hot Topic, and are able to clearly communicate that to your clients.

If your clients don't know WHAT transformation they will get when they step into your program, and why THEY need it... they will not move forward.

If you're sitting there thinking, “I don't have anything to offer” – hear THIS: *Everyone can apply their genius to some problem clients want solved.* The question isn't IF you have something to offer. It's... *will you offer it?*

If you really struggle with finding your topic, it's extremely helpful to get personal, 1-on-1 help from a coach so you can get clarity and get into action!

### 2. **Getting bogged down by technology.**

This is such a biggie! It might sound easier (and sexier) to put up a fancy opt-in page and drive traffic to it on Facebook. But unless you want to spend money on ads that might not work, or tons of time fiddling with the techy pieces, or spend \$25,000 or more to have someone set up your online funnel for you with no guarantees... you get the picture!

My suggestion: find a method that WORKS but requires as little upfront risk as possible. The method that I'm going to show you can be used with no list and no website. This is why our clients can take action so quickly, and enroll new clients with ease.

### 3. **Not using the *right* enrollment process.** The process of enrolling high-end clients is much different than your typical “would you like to work with me” conversation. Get this wrong and you will find yourself spending HOURS on the phone, only to hear “I can't afford it” or “I don't have time.”

Instead, you want a process that delivers clients who are *arriving to the call ready to sign up*. These conversations take a lot less time, and *you* are choosing *them*, instead of the other way around.

4. **Not enough mastery over the Transformational Selling skills** required for high-end offers. Again, with a high-end program you are helping a client step into what you and they both know stands to be a massive transformation. This naturally kicks up all kinds of “stuff” for people. Learning how to dance in these conversations and effectively help walk your client across the bridge to saying an empowered yes to themselves takes a bit of training and practice.
  
5. **No support and accountability to get over your own “stuff”** about offering these high-end programs. We all have those moments of wondering “who am I to be doing this?” or “am I good enough?” especially when we are stepping out of our comfort zone. And this can stop you in your tracks unless you have support from a mentor or a community who are holding you in your greatness and walking YOU across the bridge!

When the 7 steps I’m about to show you are properly applied, you can bypass all of these mistakes.

Imagine signing on a new client after a 15-minute conversation! That’s what this process can do for you. So let’s dive in!

# The 7 Steps To A Sold-Out High-End Program

## 1. Choose Your Bold Money Goal

A huge mistake that will sabotage your success before you start is... not having a clear outcome in mind. I'm talking about being specific about the amount of money you want to make.

A number like \$100,000 is an abstraction until it is REAL. You will not create any amount of money until you are connected to it.

So what's YOUR income breakthrough? How much do you want to make in the next 30 days? What would be a huge WIN?

Also, what is that money FOR? What's your WHY?

Maybe it's to save up for a down payment on a house, a vacation you've been dreaming of taking, or maybe you just want the great feeling of having money in the bank or paying off debt.

So your first step in any high-end offer is to answer these two questions:

*1. How much INCOME do you want to make in the next 30-60 days? How many clients, at what fee. I call this your magic number.*

For many, \$10,000 would be amazing. That was true for me! Many of our clients set \$20,000 as their goal.

**Write that number here:** \_\_\_\_\_

*2. WHY is that income important to you? In other words, what's the money FOR?*

You want it to be something that is really meaningful for you. What does that represent?

Whenever you are doing something new – like doubling your fees or offering a high-end program – you are going to feel uncomfortable. An emotional, compelling WHY helps you get re-aligned in the face of doubt or fear.

**Write your WHY here:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## 2. Create Your Compelling Core Offer

Another way to think of this is to decide your Hot Topic or OUTCOME your program is designed to deliver.

Your *offer* is the *transformation* you provide – in other words, it's what you have to offer that clients will invest in, PLUS how to clearly communicate the value, so that clients are inspired to invest with you at higher fees.

Your clients are coming to you with a pressing problem that they want solved. They are not investing in “3 months of coaching” or DVDs and a workbook. They want your help to achieve a RESULT. This is your offer.

If I could narrow it down to one that determines if your program will sell, this is it. When a program isn't selling, THIS is where we look first. There is also a bonus benefit to having a hot offer.

We work with many conscious entrepreneurs who are newer in business and have a small list, or no list. “What if I don't have a list?” they ask.

We have people with a list of 50 or 100 people who immediately go out and start selling programs, and the reason why is – they have a compelling core offer. Don't have a list at all? No worries.

Because when you have a compelling offer, anyone you speak with could either be your client, or KNOW someone who could be your client.

This is what's going to sell your programs even if you don't have a list (and when you do!)

When you don't have a list your topic is everything. With the right topic – ie your *offer* – the opportunities open up. And when you do have a list, you still have to have something that they actually want and will invest in.

If you don't have a list, but you have a program and a topic that people really want, it doesn't take that many people in front of you to start enrolling clients. Conversely, if you are not offering a program that people really want, you can have a list of 100k and you won't sell a single one!

If you're not sure what you have that people will invest in, first focus on what we call The Big 3 – money, love or health. These are our *core needs* as human beings, which means people will always invest – and have already invested millions of dollars – in creating change in one of these 3 areas.

Sometimes clients say to us, “I don’t have anything to offer in the area of money, love or health!” Of course you do! Whatever that thing you do is, it can be applied in the service of at least one of these 3. The question is, are you willing to? Are you willing to be of highest service to the people who need you?

To help people, we need to meet them where they ARE, and give them what they most urgently WANT. Signing up clients NOW will give you the momentum you need to begin branching out.

### 3. Design Your Program

We covered this topic in depth in the **last video and report**. Be sure to watch it, as I walk you through how to design your program so that clients don’t QUIT – and instead get extraordinary results! For now, here’s a recap of the basics.

- Choose a **hot outcome** for your program.
- Create **momentum** by including some kind of intensive experience with you, and empower your client to create a mini-result or outcome right away. So they will move past the natural fear of making a bad decision.
- Include **ongoing calls or sessions** so your clients stay engaged and get support
- High-value **content** that walks them through the transformation they want, step by step
- Carefully chosen **bonuses and EXTRAS** to accelerate and boost their results.
- Finally, design your program to include **ACCOUNTABILITY**. Up to 60% of what clients are paying for is the accountability to get it DONE.

### 4. Price your Program so that clients say yes!

We see it over and over again – conscious solopreneurs thinking that if they charge less, they will sign on clients. But the exact opposite is true!

Like it or not, your fees send a message. When something costs more, there's this perception in the mind that it's more valuable. Because it's perceived as valuable, clients take it seriously. When clients take their success seriously – whatever they are signing up for has more value!

The way you price your program, PLUS how you handle payment sets the stage for the credibility and success of your entire program.

Higher fees tell the world and your clients that you're serious and that you expect your clients to be as well.

So when offering a high-end program, it's critical to NOT undercharge. When you believe in the value, and you are able to clearly communicate the value in an empowered conversation... clients will say YES.

Another big mistake to avoid is mishandling all the payment details!

Having your payment ducks in a row says that you are a REAL business and you take the energy of money seriously. It also either creates a feeling of safety, or of not handled properly it can take away a feeling of safety.

**POWER TIP:** Always, always take credit card information OVER THE PHONE instead of sending a link to pay. Think about it – is making your client fill in a payment link a high-end experience? No. Is it what a highly paid expert would do? No! It also leaves YOU waiting on payment – an energetic door that takes you out of your power.

## 5. Create Enrolling Materials that do the selling for you

Imagine having a conversation with a potential client that lasts 15 minutes and where the client is pre-sold and ready to sign on with you.

The right materials can take 80% of the work out of enrolling your program. They position you as a high-paid expert and also do a ton of the heavy lifting of the sales process. The result? You only talk to clients that are pre-sold and actually want to be in your program. And when you get really good at it – you can get them to YES in 15 minutes or less.

One of your biggest areas of leverage in your business is CHOOSING your clients. The right clients can grow your business for you; the wrong clients completely drain your energy. Yet most people are so busy chasing clients that they don't realize that they have the power to choose!

The right enrollment materials puts the power of choice IN your hands, because the best candidates come to you, pre-sold on working with you.

The four elements your high-end enrollment process must include are:

- **The invitation letter.** A special kind of letter that describes all the details of your program and invites clients to apply. The letter is an invitation to APPLY to be considered and a client can only get in if they are accepted.
- **The application.** These are the screening questions that you're going to use to make sure that someone is the right fit for your program. The letter and invitation

together position you as a leader and sets the stage for what to expect when working with you.

So the people who fill out the application after that are highly qualified potential clients. They know it's an investment – even if you don't reveal the investment in the letter. And they are already invested because they took action to read the letter & fill out the app.

- **The interview.** A short conversation to “seal the deal” into your program. You're checking for certain things to make sure that it's a fit, both for you and for them.

With the letter and application process, your clients come to the call knowing EXACTLY what your offer is because it was in the letter. They've already had time to think about it. So even if they don't know the investment yet, they're coming to the call already sold.

- **The enrollment form.** This is a form with your payment terms, your agreement, and space for their payment information. This form seals the deal and actually protects you from clients backing out, blaming you or asking for their money back when the transformational work gets challenging.

You can see that when you use these tools, there is a whole different energy to the process. And these tools actually become a beacon to your ideal clients. What I also love about these tools is that they call forward the best in your clients, too. People will feel differently about themselves when they fill out that application, whether they step into your program or not. It's a gift to them.

## 6. Attract Your Clients (Launch!)

Now that you have your offer, can articulate the value, and have enrollment materials, attracting clients is easy. All you need to do is get in front of them! Which brings us to one of THE biggest questions we get asked – and you're probably asking yourself right now:

### **Where do I FIND the clients?**

Want to give you a secret that guarantees that you will never again be hunting for clients. You're going to want to write this down.

*“Think WHO and WHAT, not ‘where.’”*

***“3 superstar private clients and one small group  
for a high five figure launch”***

*I was inundated by responses to my invitation for my Diamond program and the first 3 people I talked to all said YES. What's truly incredible is that **everyone had already decided that without a doubt, they were doing it - and they had no idea how much it cost.** I had so much interest I decided to take some of the overflow and create a group program, which filled immediately. Plus, **I have a waiting list** for the next time I offer the program.*



*All told, I enrolled **3 private Diamond clients plus the small group for a high five figure launch.** Most importantly, I felt empowered and supported by the structure and boundaries this new way of enrollment provides, and joyously stood as the leader in consciousness that I am. A true paradigm shift - thank you!”*

**Danielle Rama Hoffman**  
Divinetransmissions.com

**Your high-end clients are NOT hanging out in some secret location, but rather in a GROUP of people (the “WHO”) who want a specific result (the “WHAT”) with a strong mindset to invest in themselves!**

For example, in Goddess Business School®, we work with conscious women entrepreneurs (WHO). They have a proven track record of investing in transformational programs and programs to grow their businesses (WHAT). They have the mindset to invest in themselves because they value personal growth and want to achieve success.

After establishing the WHO and the WHAT, I can find them easily by going to places where they're already hanging out.

In fact, I've got a checklist of 10+ places where your high-end clients are hanging out, that **you can download right below the video on this page!**

You may be tempted to discount or overlook some of them. “I know all those people, they won’t pay, etc.”

Beware that thinking! Your high-end clients are everywhere – including YOUR world. This is because the WHO and the WHAT matters more than the “where.”

When I first got started, I filled \$40,000 worth of high-end programs with a list of a few hundred people. The majority of our clients do NOT have lists when they start working with us. And they create their first big paydays. Why? Because high-end clients are all around you.

Our clients are so successful – without expensive funnels and big lists – because when you know WHO to talk to – and you know HOW to talk to them, you will easily attract interest in your program in the form of potential clients, and referrals.

So when putting your launch plan together, start by making your list. Your list should include current and past clients, if you have them. Friends, colleagues, and people you meet – the people you network with and even hang with. A shortcut to success is to design an offering for a group of people who are already in your world. For example – my first clients were metaphysical consultants because... I was a Tarot reader. Yes, tarot readers did and do pay for high-end programs!

Then, you will create a simple non-pushy script that opens the door to an invitation to apply for your program.

There’s no paying some marketing dude \$25,000 to make your Facebook funnel for you. Just a heart-to-heart conversation with people who are already in your world. Imagine how things would change for you if you were totally empowered to sign up clients no matter who you were talking to, or where you went! Once you get this skill down, your results will completely change. And there’s no cost to execute.

There are a couple of other launch strategies we recommend.

One is to create a short email campaign if you DO have a list – even if you think or know that the people on it are not the exact matches for you.

Also, SPEAKING either in person or online is a GREAT way to generate leads for your high-end programs.

## 7. Deliver a High-End Experience from the very start

There's nothing like the excitement of sealing the deal with a new client. And... that's just the beginning! From the moment they sign up, you want to deliver an extraordinary experience. That means you need a system.

One of the biggest reasons for this has to do with the arc of change we discussed in the last report, and the process your clients go through.

When someone signs up, they immediately start to worry if they've made the right decision. They get scared. They just made this big investment and then the fear kicks in.

So you want to create an awesome experience right from the start, and you also want to include what we call "stick strategies".

Earlier we talked about taking payment over the phone. That's actually a stick strategy. Another is having a non-refundable deposit. Usually about 20% of the total, this is the portion of the total fee that is non-refundable, even if they back out.

Why have a non-refundable deposit? Money is the energy of commitment, when a client has skin in the game they are much more likely to follow through.

Another great stick strategy is to follow up immediately with a welcome letter and a powerful kickstart exercise they can start right away. This immediately gives them the sense that they are getting value and that they're moving forward, which helps to affirm their decision.

Or it can be as simple as a hand written welcome note from you. Something to make them feel valued and cared for.

Actually we recommend doing a variety of these things, and when you do you can prevent 95% or more of your clients from backing out.

### **So there are your 7 Steps to a Sold-Out High-End Program:**

- Step 1 - Choose your bold money goal and your why
- Step 2 - Create your compelling core offer
- Step 3 - Design your program
- Step 4 - Price your program so that clients say YES
- Step 5 - Create enrollment materials that do the selling for you
- Step 6 - Launch
- Step 7 - Deliver a kick-ass experience from the very start

***“In first two months, I brought in \$19,220,  
still in part-time hours.”***

*I had a successful business doing what I loved, but felt totally trapped in the ‘trading time for money’ model which made me feel limited and frustrated, especially because as a full-time Mum, the time I had to trade for the money was limited to part-time hours.*

*I found Elizabeth’s free programme online and implemented what I learned straight away.*

***As a result I immediately created my first Virtual VIP Programme adding \$5397 to my income that month with NO additional overheads. I then went on to double my income that year. That was JUST using her free resources!***



*It gave me a taste of what was possible, but I knew I didn’t have all the pieces that I really needed to take my business to the next level, so I decided to invest Platinum Program Secrets.*

***It was the best decision I’ve ever made for me and my business!***

*In first two months, I brought in \$19,220, still in part-time hours. So I not only more than covered my investment, I achieved my goal of creating my first \$10K month straight away!*

*I’ve since expanded the programmes I offer to my clients to include a \$10K programme, and find those easy to sell WITHOUT feeling ‘salesy’, and I’ve found it way easier to create \$10K PLUS months.*

*I’m also doing more of what I love OUTSIDE my business, which is deeply nourishing, fulfilling and freeing.*

***While I’m truly grateful for the additional income, it’s not just about the money. It’s about creating programmes for my clients that truly serve and satisfy them, that give them results way beyond what they’ve invested, whilst giving me the personal fulfilment, financial abundance and time freedom I’ve been looking for.”***

**Lisa Page**

Sacred Intimacy & Relationship Coach/ Writer/Poet/Women's Empowerment  
Catalyst/Intimate Conversationalist  
SoulSatisfactionForWomen.com



## Ready To Implement?

Now if you're ready to implement this, I've got great news:

In just a few days, we're going to be opening up **Platinum Program Secrets** – our signature training on how to create, market and fill highly lucrative, transformational high-end programs.

In Platinum Program Secrets we take you through each of the 7 steps you learned today, in detail.

You also get a 60-day action plan that breaks down day-by-day what to do to create, market and fill your program. We take the guesswork out of it so all you need to do is focus on what you need to that day to get clients.

In *Platinum Program Secrets* you'll learn the proven formula that I have been teaching for the past 6 years. This takes into account everything I know and what I've used to add \$2.5 million in revenue to our business over the past few years. And it's also what I've used to help literally hundreds of women around the world to successfully create, launch and fill their high-end programs.

What's really exciting is that this Fall I will be personally walking a select group of awesome entrepreneurs through the 60-day action plan week by week.

This is a rare opportunity to get my personal support AND be surrounded and supported by amazing group of entrepreneurs who are all doing it at the same time. There's really nothing like the energy of doing it live!

**So if you're ready to take action on what you've learned here, learn the rest of the proven process, and actually have my help to get it done in the next 10 weeks, then please pay really close attention to your email, because we are going to have a limited and time-sensitive invitation coming your way in the next couple of days.**

So now I'd love to hear from you! What's one a-ha, Goddess Wink, or actionable strategy you're taking away from this report that will increase the level of transformation for your clients or for you as a business owner?

Please **post a comment on our video page** and let me know so I can celebrate with you!

Until next time, bright blessings and massive success to you!

