

# How to call in your ideal (premium) clients

Or, how to repel the Energy Vampires



Client taming: How To Call In Ideal Premium Clients

Brook McCarthy - Hustle & Heart





The joy of new  
relationships



You're an  
exotic genius





Problems start  
subtly





You start  
hating  
people (and  
flirting with  
Seek.com)





You  
snagged  
a lemon



# Hi, I'm Brook McCarthy

I'm a business coach & marketing mentor for creative, values-based business owners.

In business since 2008 (digital agency).  
Coaching & training since 2012.

Now, I help owners leverage their expertise into assets, claim back their time, and earn more (while working less).





# My timeline of client disasters ....







Say g'day @brookmccarthy

**HUSTLE** & Heart





Say g'day @brookmccarthy

HUSTLE & Heart



# Hopefully, you're here because:

1

You want to earn more money ...

2

... Working with clients who are a pleasure

3

... And you're willing to take bold moves to make it happen

# What we're focusing on:

1

Levelling up

2

Calling in your ideal clients: proposals & new ways of delivering services

3

Strengthening boundaries & raising standards



Charging  
premium  
DOESN'T mean ...





Sunglasses &  
navy suits (for  
men) or big  
flowery dresses  
or red power  
suits (for women)





It DOESN'T mean  
getting a PhD in  
Self-Worth from  
the University of  
Credibility





It DOESN'T mean  
over-stuffing  
your package,  
giving more  
hours, or taking  
more time to  
deliver the thing





Premium clients  
happily pay  
more because  
they value time  
more than  
money





A woman with dark hair, wearing a black and white patterned top and large colorful earrings, is smiling and speaking into a microphone at a podium. The background is dark with a green light source on the left and a large, dark, geometric structure above. The text 'How to call in your ideal-fit premium clients' is overlaid on the right side of the image in a white serif font.

# How to call in your ideal-fit premium clients





Say something worth listening to



A woman in a vibrant green, sleeveless, belted dress is dancing in the center of the frame. She has her eyes closed and a joyful expression, with her mouth open as if singing or shouting. Her arms are raised, and her hands are clenched into fists. She is wearing a gold ring on her right hand and a gold bracelet on her left. In the background, other people are visible, including a woman in a black crop top and skirt dancing to the left, and a man in a striped shirt in the distance. A drum set is partially visible behind the woman in green. The setting appears to be an indoor party or event with warm lighting and wooden floors. A white text box is overlaid on the upper right portion of the image.

Stop playing it safe





It's better to be  
different than to  
be better



# Business for Morons: 12 stupidly simple ‘wisdoms’ that need to stop right now

Feb 9, 2017 | Building your reputation, Business coaching





# Stop tying your earnings to self-worth

May 24, 2014 | Grow your profits





# The year I lost my business mojo

Apr 14, 2014 | Business coaching, Values-based business





# Women, identity, money, power: rewriting our story

Jun 16, 2020 | Grow your profits





# Self-care for the self-employed: don't buy the bath salts

Apr 13, 2017 | Business coaching





# How much you earn is a feminist issue

Aug 12, 2016 | Grow your profits





Develop your  
thinking

Share your  
point-of-  
view







2

Invest in your self-trust, your attitude/mood, and your sales skills



Joy  
powers  
people  
powers  
business

HUSTLE  
&  
Heart

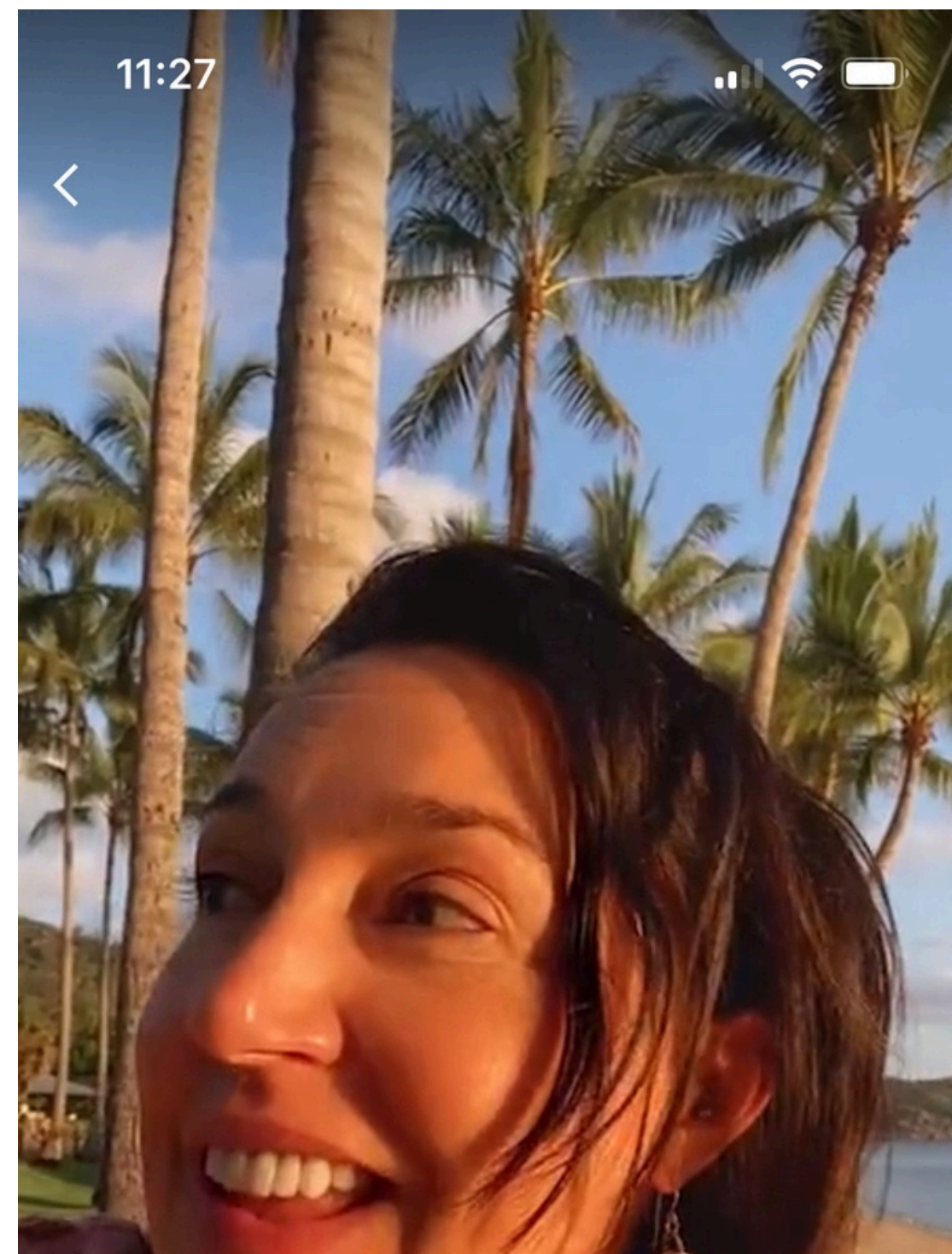




View Insights Boost post



brookr  
advent  
not a li  
  
But ch:  
effect on your |



View Insights Boost post



3  
nearly

People gravitate to people who are enthusiastic, present & a mood

Say g'day @brookmccarthy

HUSTLE & Heart

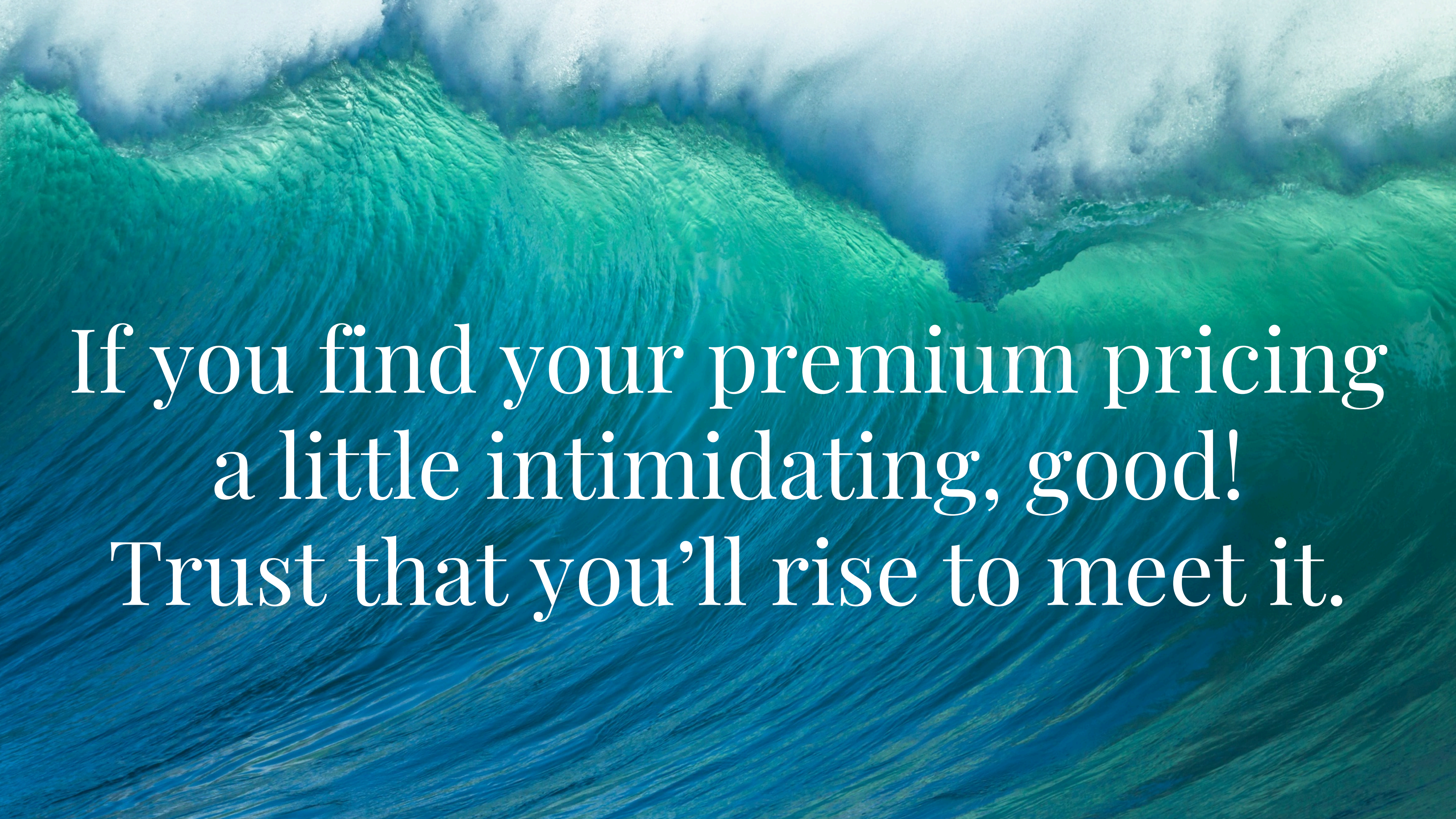




Say g'day @brookmccarthy

**HUSTLE & Heart**





If you find your premium pricing  
a little intimidating, good!  
Trust that you'll rise to meet it.





Communicate value (rather than  
justifying your price)



HUSTLE  
& Heart

# Pricing for value cheat-sheet







1

All about them: current situation; desired future state. Outcomes of the benefits.

2

Scope of proposal, inclusions. Rough timeline.

Price & key T&Cs

3

Your 1-2-3-4 process. Call-to-action (link to contract). Expiry date on proposal.

4





What's the most important piece  
of your proposal document?



Centre  
them  
(not you)





# Value of taking action

- Benefits before features.
- Spell out the benefits in OUTCOMES: “so that you”, “in order to”.
- Paint pictures in people’s minds of their best case scenario (you might need to use your imagination if they have none)



# Of not taking action

- Stay where you are
- Competition outpaces you
- Leaving money on the table
- The value of brand perception (being seen as bland, unprofessional, out-of-date, or untrustworthy)



# WHY are your services compelling?

1. Why YOU?
2. Why THIS?
3. Why NOW?





# Three ways to refine your process

1

VIP day (as entry point) and recurring intensives (in place of retainers).

2

Scope out proposal and then divide by 12 months (recurring monthly) with quick win in front.

3

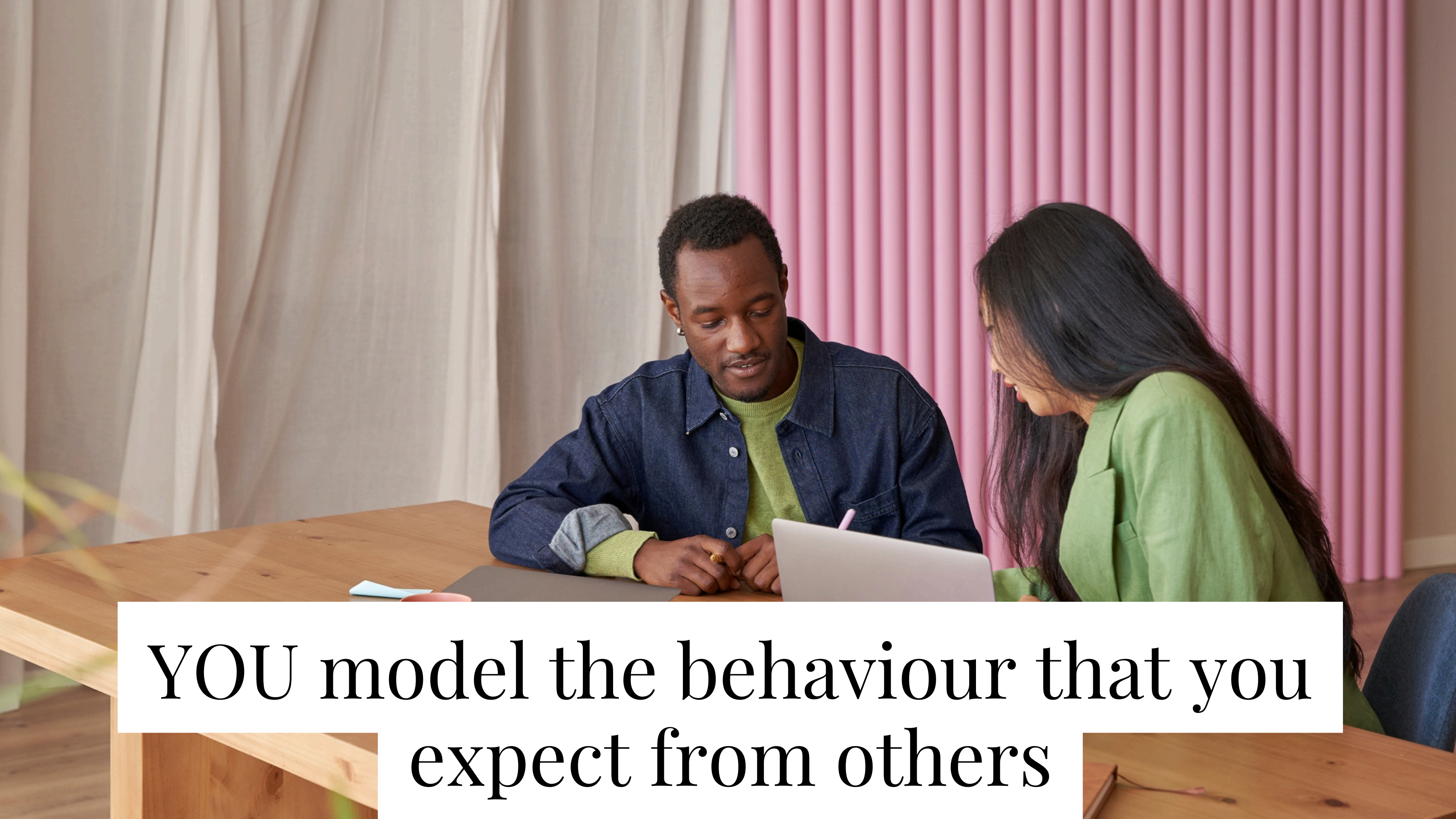
'Website in a week' with workshop to kick off (where you get all necessary info)



A dramatic night sky with a lightning bolt striking down, silhouetted palm trees, and a street light.

Why are boundaries  
and standards  
important?





YOU model the behaviour that you expect from others

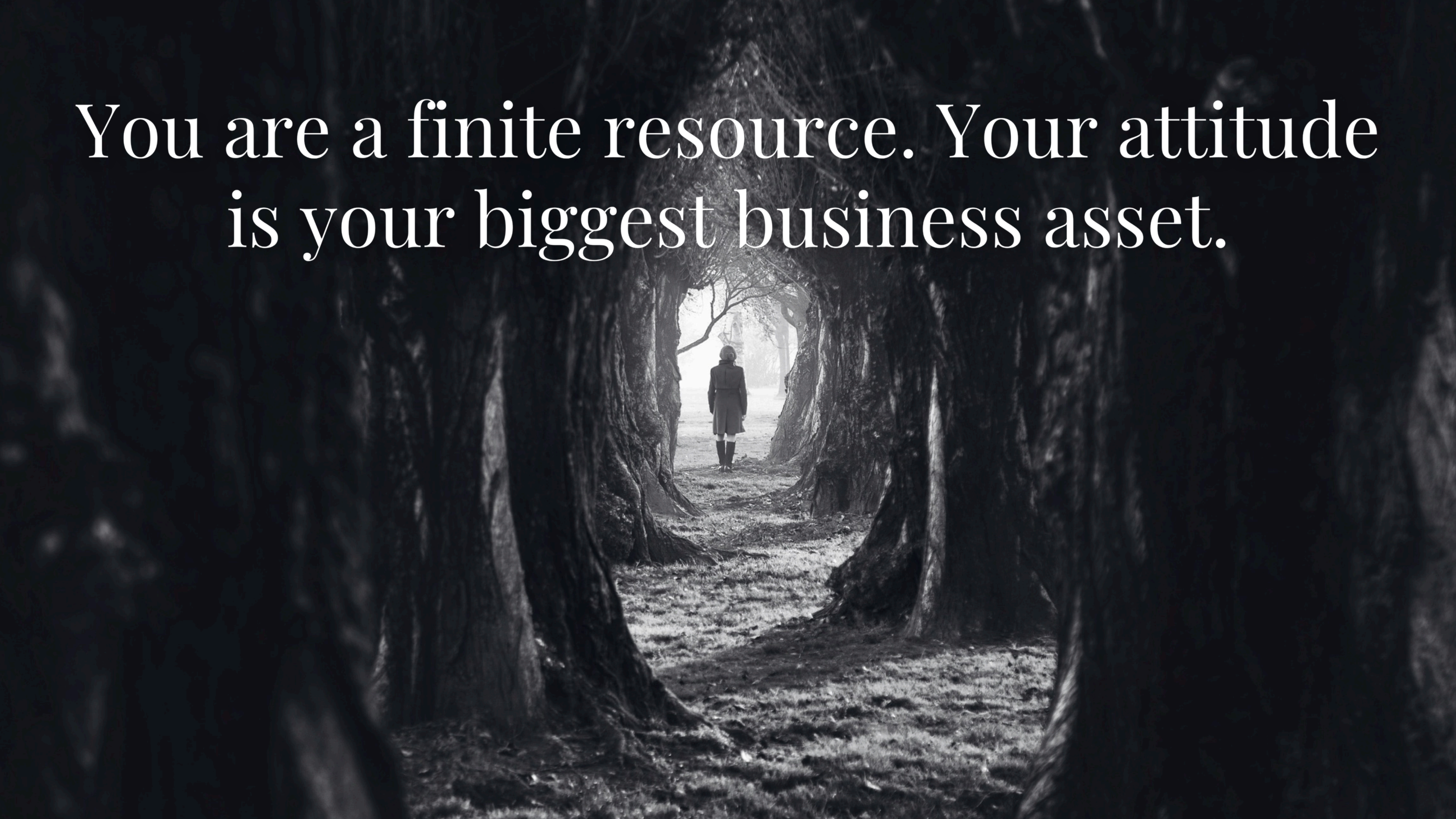




YOU need to back  
yourself (& pick yourself  
up over & over again)



You are a finite resource. Your attitude  
is your biggest business asset.





Leveling up means raising your  
own standards & boundaries





# Boundaries

- Don't be so easily contactable – have a clear process for prospects to follow.
- Consider HOW you deliver your services: boundaried VIP days/recurring intensives.
- Your processes & boundaries need to be communicated EVERYWHERE.



# Standards

- Be classy & kind.
- Model the behaviour you wish to encourage.
- Have a red flag list & test this in your inquiry process.
- Have a green flag list & test this in your inquiry process.
- Put out marketing designed to REPEL bad-fit people.



BE  
BRAVE

Say g'day @brookmccarthy

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“Modesty is dangerous, it's is a learned affectation.”

(Maya Angelou)







*It's personal and it's not personal  
at the same time*





You are an ideal person (biz owner)  
for someone.



# Let's get weird & stalk each other

@brookmccarthy  
in all the usual  
places.

<https://hustleandheart.com.au/>

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