

**TOPGUN CONSULTANT**



# **TOPGUN**

## **CONSULTANT**

**HOW TO CREATE A FUN AND LUCRATIVE  
BUSINESS SHARING YOUR KNOWLEDGE,  
EXPERIENCE OR STORY**

**ED  
RUSH**

**ED RUSH**

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# About The Author

950 miles an hour. Now that's fast. But it's not nearly as fast as Ed Rush flew in his combat career as a decorated F-18 pilot which included over 50 combat missions and 2 tours to Iraq. While in the Marines, Ed served as the one of the country's leading instructors on aerial dog fighting and recently worked as a key player in the development of the new F-35 Joint Strike Fighter.

After 2 combat tours to Iraq, Ed left full-time active duty to speak, write, and share a message that will change the world. Ed's clients range from small startups to multi-million dollar – multi-national organizations and include CEOs, founders, political leaders, sports teams, national universities, Hollywood stars, and one of the contestants on Season #1 of Donald Trump's The Apprentice.

He has achieved all of this despite possessing a below average intelligence (case in point: Ed failed Kindergarten).

Ed's books and expertise have been featured on CBS, FOX, ABC, and NBC. To follow or connect with Ed, head over to: [www.EdRush.com](http://www.EdRush.com).

# CHAPTER ONE - Consultants Make More Money

I'll get straight to the point.

## **Consultants make more money (especially now).**

That's because as the world becomes uncertain, people and businesses look for MORE advice (not less) which makes them even more likely to look for YOU.

## **So...**

- If you want to **make more in the next 3 months** than you made in the last 3 years...
- If you want to build a business that truly **supports your goals, dreams, and lifestyle...**
- If you want to work less with integrity, be **100% congruent**, live a balanced and healthy life...
- If you want to grow a **heart-based business** that you're excited to jump out of bed for every day, feeling energized and excited, emotionally, spiritually, physically and intellectually whole.
- If you KNOW that **you're in a place where you need or want to reinvent yourself**, your business, your career or you just don't like doing what you're doing anymore or don't feel congruent with the path you're on...
- 
- And... if you want to do all of that by using what is **already** in your head...

THEN YOU are in the right place because in the next few minutes I'll show you the single biggest money-making opportunity in today's marketplace can be unleashed with no overhead, no team, no budget, and nothing more than the things you know and the contacts on your phone.

I know it sounds far fetched and I know you've probably "heard it all before."

## **Which is why I am putting my money where my mouth is.**

You see... I've done everything I am about to show you. I have personally made \$8-Figures as a consultant and I've helped HUNDREDS of students make a lot of money too.

For me, it wasn't even that hard...

# **In Fact, It All Started With This One Simple Money Question...**

*"I want to hire you for a consulting day. How much is that going to cost?"*

Imagine hearing someone say that. Well, that's how it started for me in 2008.

**Problem was:** Back then, I had NO idea what I "cost." Not a single clue.

So, I shuffled my feet, hemmed and hawed, and then nervously blurted...

*"Um, my 'normal rate' is \$5,500, but for you I'll do it for \$2,500."*

That's when my new client threw out his hand and said:

*"TLL TAKE IT!"*

That same guy went out 2-weeks later and raked in \$189,000 from a product that we invented together in his consulting session.

That's when I realized I was onto something.

It's also when I realized that you can charge people (a lot of) money, deliver great value, and design a very easy life as a well paid consultant.

**Fast-forward 12 years...**

I've been paid well to consult 1-on-1 with over 450 entrepreneurs. I've raised my fees from \$2,500 to well over \$25,000 per client.

But what's more important is that I've learned the consulting business ***and I documented every step in the process.*** For example...

- When a prospect calls, there are 3 questions they ask in the exact same order. If you have the right answer to all 3 questions you will get paid a lot of money to help them achieve their goals.
- There are a minimum of 2 things you absolutely must have on your website and a max of 6. If you are missing these components, you will lose every single deal (and what's worse you'll never know why).

- There are 3 things a prospect will say in response to your fees. **Just 3 things. Not 2 or 4, but 3.** If you know what to say in response to each of those 3 things, you will make more money from every deal.
- There are exactly 2 “tells” that tire-kickers give. So if you want to avoid tire-kicking prospects who waste your time and never pay you money, then knowing these 2 tells and you will save massive amounts of time and energy.
- And much, much more.

### **Over 12 years...**

- I learned how to get clients and how to deliver a great service.
- I learned how to get paid well for giving advice.
- I learned how to build my business around my life and not the other way around.
- And I have a box full of hundreds of thank you notes to prove I know how to deliver a great service to my clients.

I also know everything you have read in the last 20 seconds have been the very things that keep you from going all in with Consulting.

Which is why I always hear this question: “Sure, Ed. It worked for YOU. But...

## **“Could Anyone Use Your Strategies To Make a Ton of Money Too?”**

About 10 years ago, I decided to definitely answer this question. That’s when a friend challenged me to put my money where my mouth was.

You see, by then I was already a highly paid consultant and business advisor. He challenged me to teach a small group of students and see if my system could work for someone besides me.

### **So I brought 28 people into my first program.**

I showed them 3 things:

1. How to help people with their business
2. How to ask for the sale
3. And how to close a deal.

Then I gave them all the scripts, all the forms and all the agreements.

Literally, everything that they would need to be successful.

Then, I did that same class for 4 more nearly-identical groups. More than 75% of my students had NO consulting experience whatsoever, and some had NO business experience, too.

They came from all walks of life...

- a home-school Mom
- a baseball coach
- a horse trainer
- a radio producer for ABC / Disney
- a motivational speaker
- a retired doctor
- a balloon vendor
- a financial advisor
- and 118 other people from *every background imaginable*.

**The million-dollar question is, “*Did it work?*”**

After conducting 5 classes, I sent a survey to the 127 people who took my classes to ask them what kind of success they had.

The response totally blew me away...

**87.4% Said They Closed a Major Deal,  
Ranging From \$2,000 to \$250,000!**

**And the kicker is, it was within the first 2 months of taking the training.**

Not only that, but over half of those people had closed deals within **2-weeks of the training**.

In other words, we flipped the 80 / 20 RULE on its head. Over 80% of the students made money... and many made SIGNIFICANT money.

**It was right then I knew this was a wildly successful system.**

I knew it could work for anyone as long as they followed my tools. It doesn't matter what you know, what you do or used to do, or what level of skill you have.

Plus, the system flat-out works because it's based on real-world principles that are both time- and battle-tested.

So write this down...

**To make money as a consultant, you NEED two things...**

1. The desire or the willingness to help people.
2. The moral fortitude or the willingness to ask for the sale.

Now imagine...

- What would it be like to make \$5,000, \$10,000, or \$15,000 a month more in income?
- What would it be like to have a big smile on your face as you get a thank you note from a happy client?
- What would it be like to have a lifestyle business where you can travel anywhere you want... and get paid to do it.

That's possible — and based on my numbers, maybe more like “probable” — when you follow my lead, invest in this system, and implement the tools.

**And now I'd like to show you how to make a lot of money helping people.**

Because here is the thing, and I can't emphasize this enough...

# **Consultants. Make. More. Money.**

Period.

According to recent statistics, employed consultants can earn as much as \$120,000, and freelance consultants can earn as much as a whopping \$500,000 or more.

It's actually common for many independent consultants to *make over a million dollars*.

Consultants make more money, pure and simple. They also live more connected and more meaningful lives, and impact more people.

When you become a consultant, you will have more freedom to set your own schedules, not answer to “the man,” and more importantly, you can be with your family whenever you like.

**Consulting is a LIFESTYLE business!**

Consultants do make more money, but honestly, this isn't about the money.



This is about *acquiring the skills* you need to market and promote yourself, provide valuable services, close deals (and bigger deals, too), grow your confidence, and live a more meaningful life that impacts more people.

Understand that what you know has value; and have faith in your ability to leverage your skills.

Consultants make more money **when YOU learn the right skills to close deals.**

If you've spent five, 10, 15 or even more years as a contributor, then you have incredibly valuable experience, know-how and knowledge... and you can profit from it.

Actually, let me ask you a question: are you a new consultant or an experienced one?

- a) **If you've never considered becoming a consultant**, I'll show you how you can start making money...

Even if you feel unqualified, even if you've never closed a deal, or even if you don't know the first thing about marketing, getting leads, or drumming up business...

... What I'm going to teach you will help you transform yourself so that you can achieve your desired results.

- b) **If you're an experienced consultant**, then I'd like to show you how to ADD zeros to your yearly income. Some of the most veteran consultants have profited immensely from these power-packed skills and training I'm about to deliver.

Now, if you think the consulting business is saturated, think again.

## **In Fact, The Consulting Market Is a Massive 1/2 Trillion-Dollar Business... And Booming!**

**And it's now even more so because of the recent pandemic.**

There is a WIDE open door for you to start or grow a coaching or consulting business. Here are just a handful of real-life data figures that will put a big smile on your face.

- According to *Plunkett Research*, the consulting market has grown from \$391 billion to a \$506 billion behemoth in the past 8 years, and continues to rise steadily.

- Moreover, the *US Bureau of Labor Statistics* reported that consulting is expected to grow by as much 83%, making it the fastest-growing industry in recent history.
- Both *Forbes* and *Inc.* magazines are saying that a consulting business (even if they're home-based) is one of the top 10 most profitable business types you can run or start.
- And while the traditional, travelling consultant industry has been hit by COVID (it shrank by 0.5%), the remote, independent consulting industry has increased by 3.8% and is still growing.

But what if you don't feel qualified to consult?

Have no fear. The US Bureau of Labor Statistics (BLS) reported that 28% of consultants don't have a degree of any kind.

The truth is, companies are scrambling right now to fill huge talent gaps, and are willing to hire consultants because they need results. Not degrees.

In fact, any consultant with valuable skills or knowledge, and an established reputation, will rarely if ever be asked about their education.

## **Plus, There Are Literally MORE Deals Than Consultants, Which Means You Can Start Making Money Right Now.**

According to *The Consulting Bible*, there are about 400,000 people in the US who call themselves consultants. The US Small Business Association reports that there are 23 million small businesses in America and 150 million worldwide.

And that doesn't even count the sole proprietor start-ups and home-based businesses; and a lot of speakers, authors, and coaches which, according to a recent Forbes article, adds up to another 22 million.

**Now, let's do some math, shall we?**

Let's just assume that half of the small businesses alone know they need help with their business in some way.

That's conservative. It's probably more, but that puts us at right around 11.5 million, which means that there are 11.5 million spread out to about 400,000 consultants.

## **That's 28 businesses for every ONE consultant.**

It follows that each business is fighting with 28 other businesses for the attention of a consultant like you who could help them do things.

Things such as get more leads, close more sales, use social media, produce video, publish books, come up with a winning strategy... or anything on the list below.

Now, let's make a fair assumption.

Let's assume that as much as **90% of the 400,000 consultants** have NO clue how to market themselves or close deals — remember, I was there, too, when I was first asked that pivotal question that started me on this path years ago.

And, to make things worse for them (better for you), they also don't have the tools to deliver like you will after investing in this system.

That means that the number of businesses looking for the help that you can provide could be more like 100 to 200 in just a few mile radius around your town.

## **It's HUGE.**

- That's 100 businesses that could possibly pay you \$5,000 \$10,000 or \$15,000 a month.
- That's 100 businesses that will gladly share a percentage of profits from the value you provide when you increase their income
- That's 100 businesses that will send you thank-you cards, emails and messages when you simply deliver a service that can take you thirty minutes or less to set up.

It's the ultimate win-win. Which is why now is a great time to start or grow a consulting or coaching business.

And what's even more exciting is the example above was just for business consulting. But you can use this system for every kind of advice imaginable including: health, relationships, fitness, mindset, marketing, gardening, and more.

## **Consultants do make more money.**

Sounds like a "hypey" marketing claim, right? Wrong.

This is based on cold hard facts.

Below are just a few of the hundreds of possible consulting niches.

On the left-hand column, you can see the consulting niche. You should use that to get an idea of what you can consult on. In fact, grab a pen and circle a few right now.

The next two columns show how much you could make working in that industry vs. how much you can make consulting in that industry.

<b>Job</b>	<b>Salary</b>	<b>Consultant Range</b>	<b>Difference</b>
Online and Search Engine Marketing Optimization	\$30,000.00	\$200,000.00	\$170,000.00
Public Relations	\$61,980.00	\$168,000.00	\$106,020.00
IT Asset Management	\$77,000.00	\$139,464.00	\$62,464.00
Image Consultant	\$55,000.00	\$120,000.00	\$65,000.00
Accountant	\$75,790.00	\$109,870.00	\$34,080.00
Insurance Salesperson	\$46,770.00	\$100,000.00	\$53,230.00
Crisis Manager	\$80,000.00	\$98,500.00	\$18,500.00
Human Resources			

Rehabilitation Counselor	\$32,350.00	\$59,330.00	\$26,980.00
Weight Loss	\$35,000.00	\$58,000.00	\$23,000.00
Marriage Counselor	\$39,710.00	\$54,000.00	\$14,290.00
Skin Care	\$31,720.00	\$42,000.00	\$10,280.00
Architect	\$72,550.00	\$125,641.00	\$53,091.00
Home Staging	\$40,000.00	\$110,000.00	\$70,000.00
Gardener	\$29,000.00	\$103,000.00	\$74,000.00
Realtor	\$42,680.00	\$102,000.00	\$59,320.00
Home Improvement Specialist	\$71,000.00	\$101,000.00	\$30,000.00
Dog Trainer/Groomer	\$51,000.00	\$87,000.00	\$36,000.00
Childcare	\$19,510.00	\$80,000.00	\$60,490.00
Pest Control	\$61,000.00	\$76,000.00	\$15,000.00
City Planner	\$65,230.00	\$74,140.00	\$8,910.00
Chauffer	\$55,000.00	\$73,000.00	\$18,000.00
Retirement Planning	\$63,000.00	\$70,000.00	\$7,000.00
Florist	\$23,610.00	\$64,000.00	\$40,390.00

Representative	\$52,690.00	\$94,000.00	\$41,310.00
Web Designer	\$50,000.00	\$92,000.00	\$42,000.00
Investor	\$74,350.00	\$91,000.00	\$16,650.00
Social Media Marketer	\$53,000.00	\$81,000.00	\$28,000.00
IT Technician	\$42,000.00	\$75,000.00	\$33,000.00
Market Researcher	\$60,570.00	\$73,000.00	\$12,430.00
Tax Collector	\$40,000.00	\$53,000.00	\$13,000.00
Orthodontist	\$186,320.00	\$207,350.00	\$21,030.00
Podiatrist	\$118,030.00	\$138,000.00	\$19,970.00
Green Living Specialist	\$46,348.00	\$121,000.00	\$74,652.00
Legal Nurse	\$53,355.00	\$117,446.00	\$64,091.00
Hair Dresser	\$26,790.00	\$109,667.00	\$82,877.00
Childbirth	\$55,000.00	\$109,646.00	\$54,646.00
Dentist	\$61,000.00	\$99,840.00	\$38,840.00
Lactation	\$64,690.00	\$88,540.00	\$23,850.00
Physical Trainer	\$31,090.00	\$76,731.00	\$45,641.00
Nutritionist	\$33,330.00	\$75,480.00	\$42,150.00
Sexual Consultant	\$47,600.00	\$65,000.00	\$17,400.00
Optician	\$32,940.00	\$64,000.00	\$31,060.00



Landscaper	\$35,000.00	\$59,000.00	\$24,000.00
Interior Designer	\$46,280.00	\$58,000.00	\$11,720.00
Arborist	\$46,000.00	\$52,000.00	\$6,000.00
Psychic	\$26,380.00	\$104,000.00	\$77,620.00
Wedding Planner	\$44,000.00	\$100,000.00	\$56,000.00
Travel Agent	\$49,000.00	\$91,000.00	\$42,000.00
Event Planner	\$33,000.00	\$77,000.00	\$44,000.00
Hotel Manager	\$46,880.00	\$63,000.00	\$16,120.00
Bartender	\$18,900.00	\$54,000.00	\$35,100.00
Tour Guide	\$23,940.00	\$50,620.00	\$26,680.00
Museum Curator	\$44,000.00	\$142,000.00	\$98,000.00
Fashion Design	\$64,530.00	\$130,890.00	\$66,360.00
Comedian	\$30,000.00	\$98,000.00	\$68,000.00
Art Director	\$94,260.00	\$97,000.00	\$2,740.00
Disc Jockey	\$26,850.00	\$94,000.00	\$67,150.00
Musician	\$45,970.00	\$94,000.00	\$48,030.00
Publisher	\$60,000.00	\$89,000.00	\$29,000.00
Actor	\$51,430.00	\$89,000.00	\$37,570.00
Entertainment Talent Scout	\$45,000.00	\$85,000.00	\$40,000.00
Author	\$70,000.00	\$84,000.00	\$14,000.00

  

Photographer	\$26,000.00	\$82,000.00	\$56,000.00
Filmmaker	\$68,440.00	\$72,000.00	\$3,560.00
Video Editor	\$48,000.00	\$67,000.00	\$19,000.00
Painter	\$35,190.00	\$65,000.00	\$29,810.00
Choreographer	\$39,000.00	\$60,000.00	\$21,000.00
Reporter	\$36,000.00	\$58,000.00	\$22,000.00
Public Speaking Coach	\$36,340.00	\$52,090.00	\$15,750.00
Chef	\$46,570.00	\$92,000.00	\$45,430.00
Baker	\$23,450.00	\$82,000.00	\$58,550.00
Zookeeper	\$98,000.00	\$218,000.00	\$120,000.00
Chemist	\$52,000.00	\$115,000.00	\$63,000.00
Meteorologist	\$87,780.00	\$101,000.00	\$13,220.00
Veterinarian	\$82,040.00	\$96,000.00	\$13,960.00
Marine Biologist	\$57,430.00	\$90,000.00	\$32,570.00
Anthropologist	\$62,000.00	\$64,000.00	\$2,000.00
Archeologist	\$60,000.00	\$62,000.00	\$2,000.00
Conservationist	\$44,000.00	\$48,000.00	\$4,000.00
Recreation Workers	\$22,260.00	\$155,000.00	\$132,740.00

Even if you are a zookeeper, cement mason, welder, paralegal or shaman, we have got you covered!  
Haha.

You've heard this before. "The opportunities are endless." But it is absolutely true in the consulting industry. It really is.

**Note that the average person makes \$37,906.49 more** by consulting than working directly in an industry... and in some of these industries, the difference is literally six figures...

... And these are just averages!

That's because businesses would rather buy **skills and knowledge** that gets them results, as they need them, and pay more money for them...

... Rather than having to go through the costly time and trouble of advertising, searching, finding, interviewing, vetting, hiring, onboarding, training, offering benefits to, and paying taxes for someone on a permanent, locked-in basis.

But with the right training and tools, there's no reason why you shouldn't have an unfair advantage and do much better than the average.

## **Consultants really do make more money!**

If you're looking for ideas, here's how you can start quickly.

Go back to that "salary vs. consulting" list of jobs above, and check off all the skills you have and all the things you can possibly do as a consultant.

Circle the top 3-5 that you might be most passionate about.

Now imagine you could get paid for those at a rate of \$1,000 per day or more per project. How much would you make per year? Can you see what's possible for you?

## **This can work for you.**

And the great news is that the "average" consultant doesn't have the tools inside of the Top Gun Consultant System.

Are you getting excited about this? You should be. But if you are skeptical or you still don't know what you are going to consult on or about, don't worry.

You should consult if you are looking for a way to:

- start a business with zero risk and no capital.
- make some additional income and revenue.
- grow your existing business; or help someone else grow theirs.



- gain experience and knowledge in a business you're interested in.
- earn money while you start or launch your own company.
- build a powerful network of business owners.

# CHAPTER TWO - Common Marketing Mistakes

Here are the common mistakes people make.

## **Mistake #1: Thinking You Can't Be a Consultant Because You Feel You're not an Expert**

You see, most of us downplay the value of our knowledge, experience, expertise or story. We did too... until we understood the Erasmus quote that says:

*"In the land of the blind, the one-eyed man is king."*

The point is that you don't need to know everything about a specific topic to be a successful consultant. Waiting until you know everything means waiting forever, especially in this rapidly changing business world. All you need to know is just a little bit more to make an exponential difference in the life of a client. Heck, sometimes they just want to bounce their ideas off you!

Our friend Brian Tracy says that if you learn the content in the top three books in a business category and have gone through just one of the top training programs, you know more than 95% of all experts in an industry!

Plus, it's been our experience that when you have the software tools to back you up, it significantly accelerates that "one-eyed man" principle and allows you to get more money out of every deal because you have real, tangible deliverables. We have both earned millions being the "one-eyed man".

Take for example my student Sandi Masori. She was a balloon artist who made balloon sets for trade shows until she came to our training. She heard the quote about being the "one-eyed man" (in this case, the "one-eyed woman"), walked into the hallway, called one of her previous balloon clients... and closed a \$2,500 deal for digital marketing.

She came to our training and got the tools; but more importantly, she got the belief that she could ask for the sale. And she did.

## **Mistake #2: Not Asking for the Sale**

*Zig Ziglar once said, "Timid salespeople have skinny kids".*

Now, being perfectly transparent, every time we quote a fee and ask for the sale, we get a little bit nervous too! It's part of being human. But if you don't mind just asking, then something really great might happen because they might just say "YES!"

Now, everyone gets all weird about this part of the process, but it's not that hard. And most likely, the person you have been talking to has been waiting for you to ask them anyway. So, nearing the end of your conversation with a prospect, once their questions have been answered and once you have a general idea of how much they are going to pay, simply pause, look the prospective client in the eye, and say: "So, are you ready to get started working together?"

And then smile and do one of the hardest things to do: just be quiet and wait for them to say "YES!" Then they say yes, and you get to take a check to your bank. And your new client gets something they want and what they really need.

It's a total win-win, and that makes consulting fun.

Going back to the original point, as long as you have the moral fortitude to ask for the sale, you'll make money. Period. Just use the line:

"So, are you ready to start working together?"

In fact, when we teach asking for the sale in trainings, we usually say that the fastest thing you can do to be successful right now is to get a client. Now. Like NOW, NOW. We have had students in the past, such as Cliff Pelloni and Correy Janke, walk out into the hallway, call someone they already knew, and close a deal - right there on the spot.

### **Mistake #3: Not Valuing Your Time**

Let's do some quick math. Assume you have 50 weeks of work per year at 40 hours a week. That means you have roughly 2,000 hours of productive work time per year. Now, just following the math, if you want to make an extra \$100,000 this year, then each hour needs to be worth at least \$50. If you want to make \$1,000,000, each hour needs to be worth \$500.

We cover pricing in a few chapters, but we'll say this now: profitable consultants have the scripts to be able to ask for the kind of pay that gets them into the seven-figure range. That means getting comfortable charging four, five, maybe even six figures for your time, experience, expertise and story.

Now, we know that might sound like a lot, but you may be surprised at how much easier this will become when you have the tools that we're going to show you in this book. So hang on.

The last mistake aspiring consultants make is...

### **Mistake #4: Not Having the Tools and Systems to Back You Up**

Fighter pilots have incredible tools, and while they may be some of the most skilled people on the planet, they are nothing without their planes, radars and systems. The same is true with consultants. You already have the knowledge you need to change the world, but you must also have the right tools and the know-how to use them.

It's what you need to open the door to a profitable consulting business.

# CHAPTER THREE - The Five P's to Making more Money (and Having more Fun) as a Consultant

There are five “P”s and we’ll walk through each one step-by-step.

The great news is when you get all five lined up, you close a ton of deals, make a lot of money, help a lot of people... and get to live the life that you want.

Win for you. Win for your clients. Win for your family; your charity; even your family pet.

In this section, we’ll take a 30,000ft flight over the 5 P’s. You’ll get an overview. Then in the subsequent chapters, we’ll break them all down more thoroughly.

## **The first P is...**

### **Position**

This kind of positioning is about how you're perceived in the market so you're instantly valued and seen as the number one expert in your field. Positioning is nothing more than becoming the go-to person, who is at the top of someone’s mind when they have a problem they need solved.

It’s been said that no one waits in a long line to meet the guru at the bottom of the

mountain. Your job is to position yourself as the guru at the top of the mountain. Now, here is the rub. You’re probably saying to yourself, “That’s nice, for you guys. But I’m not on any videos, haven’t written any books and no one knows who I am or what I do. I’ve never even consulted or closed a deal before.”

If you don’t have positioning, you create your own positioning. Everyone who is anyone has done this. Positioning can be created in less than a month. For example, one of our beta test students, Carlos Carrera, published a bestselling book and achieved expert positioning in a weekend. And then he went on to help another 27 clients publish their books and gain positioning too.

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### **Carlos Carrera Business Coach Mexico City, Mexico “It’s easy!”**

It’s easy to close deals with this. My next deal is going to be worth \$40,000, and this is amazing because they already trained with me and we’re super happy with their results.

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To create positioning, you use tools like books, speaking and podcasts.

They're all strategies designed to get clients to come to you and not the other way around.

We've had students go from obscurity to becoming number one best-selling authors in three weeks or less. In fact, Mike has helped over 100 business owners become published authors in the last 11 months. That's a huge step toward positioning... and it means that they can charge a lot more.

If you're saying, "I can't write, I don't speak, I don't know any of this stuff", don't worry. One of the cool things we include in our system instantly positions you as an expert. I'll tell you more about that in the last chapter.

### **This takes us to the second P, which is...**

#### **Price**

Most consultants undervalue themselves and their services, so they end up being underpaid. Listen, there is nothing wrong with giving a few good deals out in the beginning so you can get your feet wet and get some testimonials and referrals, but ultimately, you're going to want to start charging what you are worth - and sooner than later.

What to charge as a consultant is, hands down, the number one question we get. And interestingly, what you're worth has more to do with your client than you. Here's what I mean by that. In the end, your client really doesn't want or need to know how long and hard (or how short and not hard) you really worked for them. So, the last thing you want to do is charge for your time.

Your consulting client doesn't care about how long it took you to get a result. All he, she, or it cares about is the result. So charging based solely on your time is futile unless it's something like a one-day coaching session and that's it. You should price your services on the value they can provide for the end user. And the great news for you is that it means going from several hundred dollars to several thousands of dollars per deal...or more!

### **The third P is...**

#### **Present**

This is where you walk through the details of what you can offer... and even more importantly, you ask a lot of questions. In fact, we have a list of 12 and as many as 30 questions ready to ask a prospective client. We ask things like:

- What are you doing now to get customers?
- What would you like to be doing to get customers?
- What kind of budget do you have for marketing?

- What are the three biggest challenges in your business right now?

That last question is key. When a prospect answers that question, I am taking careful notes. Let's say their challenges are:

- getting more leads
- using online video to close customers
- becoming a recognized authority in their niche

The key to the present stage is to listen well, take good notes and not teach much. Then, when it's your turn to talk, speak about benefits, not features. When it's time to send your proposal, make sure you add the specific problems that you'll solve based on what they mentioned. When you're done, the prospect will probably look up and ask, "Can you do that for me?" That's the question you want from your prospect. Once you hear them say that, the deal is almost closed.

## **Pitch**

Now, don't get all weird about the word "pitch". We're not going to be cheesy and salesy, and we're not going to become used car salesmen (or women).

Pitching is nothing more than asking for the sale in a way that grabs the prospect by their eyeballs and compels them to say yes to you on your terms.

You will "pitch" in one of two ways: either one-on-one or in front of groups while speaking.

There are several keys to the pitch, the most important one being asking for the sale. Once you do that, the check is almost yours. Usually, to get there, you need to answer just a few questions from your prospect. These are called objections.

The great thing is that there are easy answers to every objection, these ones included. You just need to be prepared for them ahead of time and speak with confidence, and the deal is yours because in just a moment, you're going to get a check, which might be one of the most wonderful feelings in the world.

## **The last P is...**

### **Produce**

This is where it all comes together. The best part about this is that your new client gets something they really want, which is a solution to their problem. They're thrilled, and so are you; and in the end, it's not the business owner who pays your bill; it's his or her new customers.

Producing results comes down to having the right tools. This means having a simple system that works, something you can rely on day-in, day-out to do things like:

- Mobile lead capture
- Instant mobile text, email, voicemail follow-up
- Delivering an audio or video message automatically
- Sales and marketing automation
- The automatic mobile site builder
- And dozens more - for practically any industry or niche

With our software and our new snap-together marketing machines, you can do all of this for your new client... you can charge whatever you want... and you can keep all the money.

Plus, they'll be paying you every month and coming back to you for years.



# CHAPTER FOUR - How to Position Yourself to Get Deals as a Consultant

## Positioning Tools - The Big 3

In this section, we are going to be talk about **Positioning** - being the guru on the mountain.

Yes, and it's important to remember that no one waits in a long line to meet the guru at the bottom of the mountain.

This is so critical. Positioning is the difference between a \$100 deal and a \$1,000 deal. It's the difference between \$1,000 deal and \$10,000 deal. It's how you're perceived. So, the first thing that you need to do as a consultant or a potential consultant is get out of whatever limitations you've laid upon yourself.

**“I can't do this.”**

I believe that people who have not graduated from college, like half of the Forbes 400 billionaires, succeed so well in life and business because they don't feel like they deserve anything and they just go for it.

Now, there are three different tools that we use to do what we call getting positioning in the marketplace, and I'm going to talk to you about tool number one by writing a book.

### **Books**

About three years ago, I was asked by two friends of mine to help them create a business that marketed to attorneys. Now, we had a ton of marketing agencies operating at a high price point. We had a whole bunch of marketing agencies operating at a low price point. There were big firms like FindLaw, which is owned by Reuters.

And there were young internet marketer guys who said, “Hey, I'll put your website on Google for 300 bucks.” We were trying to put ourselves right in the middle as a high-end boutique custom level website company.

Talk about competition!

Our goal was to speak at bar associations meetings so that we could speak in front of attorneys.

So we just started cold-calling bar associations only to be told “No!” (a lot).

So, the bottom line is that you have this business doing marketing for attorneys and you’ve figured out that the best way to get in to see the maximum number of attorneys was to go to the bar association meetings, but they wouldn’t let you in.

Because there was no credibility there and they didn’t believe it, so instead we published a book called *How to Turn Clicks into Clients*. We put this book up on Amazon, and two weeks later, we were the number one bestseller.

Our previous phone conversations sounded like this:

“Hi, would you like to have us come and speak at your association?” “No.”  
As soon as we had the book done, the calls went something like this:

“Hi, my name is Ed Rush, number one bestselling law marketing author of *How to Turn Clicks into Clients*. We’re on a book tour, and as a part of our book tour, we’re on a speaking tour, educating attorneys on how to get online and how to protect their reputation online. Are you interested in having us come in and speak?”

And now that we had the book, the answer was decidedly different: “We would be really interested in that! When can you come?”

The previous year, we spoke at one bar association. The next year, we spoke at 48 bar associations. That fueled a business that became a six-figure business, which is now about to become a seven-figure business.

The book fueled it.

The moment we were authors, people began to come to us, and they began to respect us. I used to have attorneys walk up to me and use this exact question: “Hey, I’ve got a contract right now with (some other company), but it sounds to me like we should cancel that contract and go with you guys. What do you think?”

When they ask a question like that, it means you have trust. It means they believe in you, and the reason why is because of the book.

People treat you differently when you’re a published author. The fact is that publishing a book is a very, very easy thing to do. In fact, we’ve got a shortcut in the Top Gun Consultant.

## **Speaking**

Let's cover the second positioning tool: speaking. I don't want you to freak out about this, especially if the last time you spoke was Mrs. Potter's sixth grade English class. I'm going to show you how you can use speaking to get a whole bunch of clients even if you don't like to speak. In fact, if you don't like it and you're not very good at it, you'll be better than all of us who have been doing it for a while because you will sound natural and people will trust you.

When I say speaking, I'm not talking about standing in front of 1,000 people at the Marriott. What I'm talking about is that there are 20- or 30-person business groups that meet in your town. They're called meetup groups, BNI groups, local rotary, Kiwanis, Lions Club or whatever.

There are people that get together that would love to know what you know about health, fitness, body, soul and spirit, marketing, internet marketing, digital marketing, podcasts, book publishing... or whatever your topic is.

When I was starting my business, I literally knew only what I just learned the week before from reading books and newsletters, but I took advice from an experienced speaker. What he said was, "If you want to be a speaker, you go and you do the small little events."

I stood up there in front of those folks, and I was really bad. But you know what? I did it, and all of a sudden, I got clients. The first time I spoke, I was horrible. Two people came up and each paid me \$300 to work with them.

I was so bad that I almost looked to them and said, "Are you sure you guys want to do this? Because I'm really bad. Okay." The point is, I just went out and did it; and then I got better; and then I got better; and then I got better.

You don't have to speak, and I know that so many of us are afraid to speak. If you can just have the courage to push through that and remember that the talk is not about you, either. The consulting is not about you; it's about you sharing and giving help to other people.

I've never met a person that got nervous about helping people. For example, recently, I helped a guy in my church who needed to move. I didn't have any anxiety at all. I wasn't thinking, "Oh, I'm so nervous about helping this person", because we don't get nervous about helping people.

Consulting is nothing more than helping people. Speaking is nothing more than helping people. So get out there and do it!

## **Podcasts**

Something similar to speaking is doing a podcast. A podcast is nothing more than an audio recording into your phone or an interview recorded right onto your computer, so don't get overwhelmed about doing a podcast. All it is, is uploading a file to a website... and that's it.

There's power in being able to say, "Hey, I'd love to interview you for my show." You don't even have to be a very good interviewer. We've got customers such as Dr. Lori Barr who's a really successful radiologist who wants to create a marketing program for fellow radiologists. She's created a podcast just for the purpose of being able to bring people that she wants to get to know onto her show so she can interview them.

Kimberly Maska, whose podcast is Mind Body Spirit Marketing, created a show just so that she could interview people in the Mind, Body, Spirit world and potentially work with them as a consultant.

If you want to get the attention of a strong potential client, what you could do is this: let's say you were a marketer in the natural clothing industry, for example. You could identify people who've started businesses in that industry that you would like to be your clients. You can contact them and say, "Hey, I'd like to interview you for the natural clothing show as an expert, and you can talk about your business and your products, and I want to hear your story about why you started your company."

You'd interview them, you'd ask them some questions, and they'd be on your show, which could have 1 or 10,000 subscribers, it doesn't matter; because no one refuses an interview (at least very rarely). You can get the attention of celebrities this way.

Ultimately, what that means then is that after the episode is done, you can say, "Hey, I have some ideas about how you can grow your business. Would you like to have a conversation about that?" No one says no to that! And that's when you can actually pitch and present them a business idea. It's a perfect foot-in-the-door strategy.

Here is the line I use. I ask them a bunch of questions after the call, and then I say, "Well, based on what you just told me, you seem like you'd be a good fit for my private client program".

Then they say, "Please tell me more about your private client program".

So when it comes to positioning, there are three places to start: books, speaking and podcasts.

The point is that with one or two of those - or, best case, all three of those - in place, you become the kind of person that people start coming to. When they start coming to you, your prices go up... and you start to be able to pick and choose your clients.

# CHAPTER FIVE - How to Price Your Services

## **The Six Pricing Models**

We're going to talk about pricing and what they should get charged. I purposely used the phrase that way because here's the thing. The number one question we get asked is, "How much should I charge as a consultant?" My answer to that is this: when you ask a question that way, you're being self-centered instead of client-centered.

What I mean by that is everyone thinks about themselves. "What should I charge?" The point isn't about you at all. As a consultant, everything is about your client, not you. Thus, the question is, "What should they be getting charged?" I've had clients where one idea I gave them was worth \$500,000 or \$600,000 to them.

Example: the manufacturing line guy calls up and says, "I'm losing \$50,000 an hour because my manufacturing line isn't up. I've got all these employees running around here, I've got raw goods, I've got the materials coming in... but we can't make our stuff."

The repair man says, "I can solve the problem. It's \$10,000." The guy says instantly, "No problem. That's a great deal."

So the repair man walks over, takes his wrench, and twists one bolt, and the guy says, "What? I'm not going to pay you \$10,000 for that."

Then the repair man gives him an itemized bill: \$5 for twisting the bolt, \$9,995 for knowing which bolt to twist. The point is that the value is in the wisdom, the experience and the expertise that it took to know what to do. It's the leverage you gain from a consultant.

So the thing to remember when you're pricing is that pricing is a collaborative effort. We found the best success from our clients, not when the client says, "Well, here's what I want you to do", and then you go back and say, "Here's my fee: \$15,000. Take it or leave it". It's a collaborative discussion process.

As a consultant, in the first hour or two you spend with your prospective client, you're just going to be asking them questions. Pricing is a part that we get so nervous about as consultants, but even a part of that is collaborative. In fact, I would say, at least half of the time, you and your client will come to the same conclusion together about price.

## **The Six Pricing Models**

When selling your consulting services, you will want to consider these pricing models:

### **1. Consulting Fee**

This is a one-time payment for a delivery of a one-time service, be it a website, lead capture strategy, video marketing, podcasting package, you name it. You get paid; you do the work; and everyone's happy.

### **2. Monthly Retainer**

This is a spin-off from the consulting fee, with a big upside, because you get paid every month for a certain duration. Changing a single fee to a monthly fee is as simple as adding two words: "a month".

When your potential clients ask, "How much is this going to cost me?", you say, "Well, for a series of videos turned into podcasts, all the graphics, and maintenance, we're looking at a ballpark of \$2,000... a month".

### **3. Percentage**

The third pricing strategy is the percentage model. It's a percentage of either gross profit, net profit or growth. Now, we like this model because you get paid for performance, and we know the system will work; but if you're going to do a percentage, what I like best is model number four, which is...

### **4. Up-Front Payment with a Percentage**

This way, you get paid, whether or not your client implements what you give them. And there's also a great upside for you. A member of our beta group and one of my one-on-one coaching students, Kendra Dixon, did this. She got \$8,000 up-front on a project and 3% on the ongoing gross product sales. This means she gets paid \$3,000 for every \$100,000 her client generates. Now, THAT is the kind of continuity income you want to get.

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Kendra Dixon  
Colorado Springs, CO

"These products have been worth their weight in gold!"

I was the cynic. I was in internet marketing about 3 or 4 years ago and ran away screaming, saying I would never want to be a part of any kind of industry like this. Mike and Ed have given me a new faith in that there are people doing it for the right reasons and are there to help, and the community behind all of this has been absolutely amazing. These products have been worth their weight in gold!

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### **5. The Trade**

This is a model that clients LOVE to offer consultants, but it rarely works to your advantage.

The trade works something like this: your local dry cleaner comes to you and offers you three years of free dry cleaning in exchange for your consulting. Problem is, when the time comes to pay your mortgage, you can't go down to the bank to cash in your three years of dry cleaning.

You see, the bank uses a simple system of cash: real-life money going in and out. Sometimes trades work, especially when it's something you really need in your business, but in general, just tell the dry cleaner that your price is \$4,000 up-front and \$400 a month; and that since you'll be lifelong friends, you'll be sure to bring your dry cleaning to him as well... and you'll pay him his prices for that.

## **6. Ownership of the Company or Products**

I won't say much about this model except this: those little tiny percentage points don't mean much when the company is new, but they mean a ton when the enterprise matures and is worth millions of dollars. This is a more advanced strategy, but we've seen some of our students negotiate a % ownership of products they help create for a business in their first year as a consultant. That's what I did, and when the business sold, I got a nice big check!

### **Bonus: Charge Whatever You Want**

Now, I'm going to add one more. This is probably the most important pricing model...

### **Charge Whatever You Want!**

I learned this from one of our certification members. She stood up in the back and said, "I just want to tell everybody, you need to listen to what Ed says." Then she told a story about how she heard something I said, did it and made a bunch of money. The only thing was that she completely misquoted me... and to her advantage, I might add.

Here's how that went:

In the training, I tell our students to find a fee they're comfortable with and then add 25%.

What she heard me say was, "Find a fee you're comfortable with and add a zero."

So she stood up in front of everybody and said, "Now, Ed's going to tell you a pricing model which is: find where you are comfortable with and add a zero. I knew I was comfortable with \$1,500, so I added a zero. I quoted \$15,000, and the client said yes, and now I have got a client for \$15,000."

I said, "Hey, first of all, great job implementing. Secondly, that's not what I said. But if you're going to make a mistake, you might as well make it by charging more."

Think about it: she multiplied her rate by 10 and the client said yes!

That's when I decided to add a new pricing model: just charge whatever you want. Because when you do... the client might just say yes.

So far, we've covered two of the 5 P's and the six pricing models. Now is a good time to stop and say this: you don't need to use all six pricing models. You only need to do one very well to close a lot of deals. In fact, in my experience, we've often taught 20 different ways to make money as a consultant, but our most successful consultants only need to learn two or three to be wildly successful. You don't need to completely reinvent yourself to win. I'd say 80% of my coaching and consulting deals were a simple fee, plus a monthly stipend; something like \$10,000 up-front and \$500 a month.

Now let's talk about how to present your services by asking good questions.



# CHAPTER SIX - How to Present Your Services

## **Now we're on to the third P - Present.**

This is the part where most consultants get a little bit nervous. You and the prospect both know you're moving towards a conclusion that will hopefully end up with them saying yes and you're going to talk about signing a deal soon.

The present stage gets consultants nervous because you're just not sure what to say. What most consultants do when they are not sure what to say is they talk too much. You'd think it would be the opposite. You'd think, "Well, if I don't really know what to say, maybe I just would say less,"; but no, they end up doing all the talking. What I found is that the best deals and the best conversations actually are you and the consultant asking really great questions.

I will often start a conversation just by asking a few questions while taking notes on the answers. Things like:

- *"So what are you doing right now to get leads?"*
- *"What would you like to do to get leads?"*
- *"What are you doing right now to get new customers?"*
- *"What would you like to be doing to get new customers?"*
- *"What would you like to be doing to get follow-on sales?"*
- *"What are you currently doing to get follow-on sales?"*
- *"What is your biggest challenge right now as a business entrepreneur?"*

This last question is very important because when they tell me the challenge, I know that there's money there in me solving that problem, and as consultants, that's really what we do: we solve problems.

All those make sense. There's one other question that I was thinking about as you were going through this that I've asked for a long time which is:

- *"Where do you believe or know you're leaving a lot of money on the table?"*

It's an opportunity question. What the prospect is hearing at that point, when they're hearing all these questions, is you saying, "I know the answer, and I can solve that problem for you". It really comes down to the secret to great consulting: asking (and answering) great questions. The other part of this is that you're in control over the conversation as long as you're asking questions as well, and most people feel they're being heard and understood when they're doing all the talking.

We had one of our students who said all he did was ask questions. And at the end of an hour and 15 minutes, the business owner looked at him and said, "This is the best meeting I've ever had with a consultant about my business." The guy never said anything! He never even gave him any solutions; all he did was ask questions.

Well, it also shows that if you have a well-prepared, well-scripted arsenal or list of questions, you'll look and sound great... and you'll also be setting the stage for a great deal.

Now, what do you do with all that information and knowledge that you gathered, and how do you make the transition then into actually doing the pitch and closing the deal and walking out with the check?

What they really want to know is how you're going to help them in their business. That's where the present questions have been going all along. What you're trying to find are problems; the business owner, for the most part, knows about the problems that they have, and you're just trying to uncover them because then you can start solving them. Especially when you can create more income, more leads, more revenue, more freedom, and more fun - when you can help them with their leadership or their employees or with the problem they may be having for creating an IRA or maybe a pension plan for healthcare, dental plan, or anything - there's typically money that you can make, and they're glad to part with that money in exchange for a solution to their problem.

Then, running concurrent with that, you're trying to find out what kind of budget

they might have to run through those problems as well. In the past we've just simply asked questions like:

- *"Do you have a budget for this?"*
- *"Assuming we worked together, do you have a rough idea of a range that you would be able to work with?"* (I love the word "range". It doesn't tie someone down to a number, but it gives you a general number to work with)
- *"So give me a range, something that maybe you're comfortable with."*

By the way, when somebody says to me, "My range for this project is some place \$4,000 and \$6,000", I heard one number. I didn't hear two numbers; I heard \$6,000. The range question is very valuable for that purpose too.

Then I'll ask the challenge question, "What's your biggest challenge?" and I'm writing that answer down. Then, at that point, what I would love to be able to do is come back in my proposal with something like, "Here's what we're going to do for you. We're going to solve this challenge by ... this, this, this, and this."

We already discussed not talking too much about yourself. The second challenge is not talking too much about your technology, or "Here's how we're going to do all these things." It really doesn't matter, and in a lot of cases, it can very quickly put someone off from listening to you. They don't care about the technology. If they don't understand it, they'll feel stupid; and they'll not want to work with you.

The interesting thing too, now that we've asked all of these questions and we have an idea of their budget, is that you're now ready to move into what we call a pitch. And we're going to cover that in our next chapter. What I will tell you is that now's a great time to ask what we could call a test close question, where you're feeling the water. You might say something like, "So, assuming we did something that met the budget we just discussed, I'm assuming you would be excited to move forward?"

When they say "Yes" they're not signing on an agreement. You're just getting an intermediate step that gets them to acknowledge that they're moving forward with you.

The bottom line of what presenting really is, is question asking. It sounds like it's actually going to be work, you have to do a bunch of preparation, you're going to get nervous, and you've got a whole bunch of stuff you have to do and mind read ahead of time. But it has nothing to do with that. It is literally walking in with a list of questions, asking them, and that prospect walks out of there feeling as though they're understood and, like you had said, as one of our clients said, "This is the best meeting I've ever had." By not saying anything, you make people really feel connected when they get to do all the talking.

They really do. They feel like you care about them, which would be true.

Exactly. What's also awesome is that now you are armed with all of the information you need to essentially reflect back to them the questions to close the deal. That's what we're going to do in the next steps.

It's the next thing, and it leads us nicely onto a really useful sentence, which is the term, "Based on what you've told me." We'll talk about that in the pitch stage, but when you can start a sentence with that and you've asked good questions in this stage, you're ready to do that. We're going to move on into the next segment, which is pitch; and this is the fun one because this is where you get paid.

# CHAPTER SEVEN - How to Pitch and Close Consulting Deals

## Countering Objections and Getting the Deal

We're going to go back to the beginning of this entire book where I said something really important, which is, "Consulting is nothing more than helping people." What you're doing in the pitch phase is you're giving them an opportunity to make the best decision they could possibly make in their business, which is to say "yes" to you to get the help that they need from you.

I'll tell you, I could go from client to client to client who have told me that they got much more back from what they invested in me, and they would do it again, and again, and again. The reason why is that you're simply helping people.

Pitching is a really great thing. In other words, if you can provide a great service and you can ask for the sale, you deserve to get paid. Pitching is simply asking for the sale.

There is a single line you can use to ask for the sale. Simply look your prospect in the eye and say this sentence...

*"So, are you ready to get started working together?"*

Then you pause; you say absolutely nothing. This is probably the hardest part.

We've asked the question, we've got that out. Now, if you're like most consultants, what you're going to do is start talking yourself down in price, you're going to start adding a bunch of stuff into your package; while what you really need to do is...

Say Nothing!

There's actually a really good chance that, if you've done well so far, they're going to look at you and say, "Yes".

They're either they're going to say, "Yes", or they're going to ask you a clarifying question.

They will not say, "No", by the way. They won't say, "Nope. I'm not ready". They will ask something or they'll have some reason as to why they want to clarify something.

For example...

- They might ask you a question about the price.
- They might ask you if you've got a guarantee.
- They might say something like, "Well, I've done a lot of this internet stuff before, but it never really worked for me."
- They might say, "I have a website, but my website doesn't work; that's not how I get my customers. Maybe you will help me with my website, but there's nothing that you're going to be able to do to change that."
- Maybe they'll say, "Hey, I'm interested. I just have to talk to my business partner."

Those are called are objections.

The great news is that when they're asking those questions, the more and more of those you answer, the closer and closer you get to the deal.

Now, there are a couple things to know with objections. The first thing with objections is that you should probably be able to accurately predict about 80% to 90% of the objections that you're going to receive before you go into that meeting.

You should have an idea of how you're going to answer some of those ahead of time. In fact, I just gave you some that are likely to come up: "I've done this before", "I don't have a website", maybe "The price is a little bit too high", or "Do you have a guarantee?"

Will you occasionally get a question that you're not prepared for? Absolutely. Just do your best and chalk it up as a learning experience. You'll be ready for it next time. Just don't be nervous about the objections. By being prepared for them ahead of time, you can be sure that it will absolutely work.

## **The Price Objection**

The one objection that I would really like to talk about specifically is the price objection because that is the one that you almost always will get. If a business owner is a savvy business owner, they're going to ask you price questions. Oftentimes, they'll try to work you down on your price.

This one spot right here is the spot that you should be not only ready for but also excited for, because when you hit that price objection, it's almost always the last objection that that person has.

In other words, they're ready.

Now, they're going to ask something like...

- "The price seems a little high."
- "Isn't there any way that we could work this out to make it a little lower?"
- "You know, that might be just a little bit outside my budget."
- "I'll ask my business partner, but, man, I'm not sure we can afford that."

Those are price objections.

You now have options. You could drop your price; you could pull something out of your package and offer them two separate package options; or you could simply say, "This is the price and it's a good one. I've got another business in town that's already looking for this kind of service, so it's either you or them. It's fine if you don't want to do it, but you know, this is a really good price for a really good package."

After going through this many, many times, I've learned that once you've done some pitches and you've heard all the objections, what you become very skilled at doing is integrating and overcoming objections while you are presenting and while you're pitching.

When it comes around, you'll actually reduce the number of objections that ever come back dealing with any of these because you'll make a point. For example, when you brought up the pricing objection.

You'd say, "You know what this is like, right? How many times have you been selling to a customer who wants you to drop your price and you just have to tell them, 'Look, there are three different ways you can have it. It's fast, it's good or it's cheap; and you get to pick two.' We know what that's like, don't we?"

You'll get them to agree, and if they're agreeing with you, they're not going to bring that up because now both of you are in on it, and he's not going to ask you to

come down in price because he knows what's like. Alternatively, you can come back and be like, "You know what we were just talking about, right?" You'll say, "Yeah. Look, I don't want to compromise on the quality, and I know you need it done quickly. There isn't any pricing flexibility here. I can only spend so much time working with each one of my clients. I want to make sure I'm giving you all my attention." That's very, very effective.

What I found is that this gets way easier the more you do it. It's just a conversation; it really is nothing more than that. It's just me talking to someone that I know. It's not that hard. But you've got to get through the first or second one and you'll find out.

We've got more emails and agreements and check scans from members of ours who've said, "I thank you for the motivation because I just went out there and did it, and I didn't realize how easy it was." They had people who, instead of giving them price objections, were giving them way more than they were expecting in price.

That's great. What I really heard then is the way you end that conversation by saying, "What else, what else, what else?" Is there anything else? Eventually, they're going to stop and say, "No, I don't think there's anything else". That's when you can ask them one more time, so now is the time -

You'll just say...

"So... are you ready to get started working together?"

Then you'll get a deal, agreement, and best of all... a check!

## CHAPTER EIGHT - How to Produce Results and Get Paid

Here is what you have done so far: you've positioned yourself, you've priced, you've presented and you've pitched. You got a deal and a signed agreement with your new client. Now is the time for you to start doing the work that you're getting paid for. This is the spot where most consultants completely drop the ball.

Not because they don't produce a great product for their client, because most do; but because they fail to realize that this is still a marketing step.

There are a number of things that you want to happen right now. First of all, you want to do a great job. You want your client to be absolutely blown away and to be thankful that they hired you. You want them to refer you. You want to get a great testimonial from them, and then if possible, you'd love for them to hire you again, keep you on a monthly retainer, bring you back, pay you more, or cut you into the company.

One client is paying you \$5,000... and then they refer you to another client that's paying you \$5,000 a month... and now you've got \$10,000 a month; which, for most of our friends and members, would be exactly what they're looking for to cover all their bills and have a nice vacation to Europe if they want to.

It also quickly turns into the bigger things.

Some of our existing clients and consultants find that they are able to multiply their income and revenue because they've got a system that they can follow that produces predictable results consistently. That's really what we're all looking for.

### **Sending Thank-You Notes**

Sitting in my office right now, I have a stack of little thank-you notes. For me,

it's just a little card. It takes about three sentences to fill up half of that card, and it takes less than a minute for me to write the card, write on the outside of the card the person's address, and to put a stamp on it.

I'd say probably 95% of the almost 300 clients I've worked with personally received a little note from me in the mail, the very moment we started working together: "Hey, I think you made a



great decision for us to start working together. I'm super fired-up, and you're about to find out how committed I am to your success."

That's the first thing I do.

I have had people who brought that card back into a consulting day with me and told me that they held it up to the light and looked at it... and they couldn't believe that I actually wrote on it with a real pen.

Now, will a thank-you card make you another million dollars? No, but, that might open up the door to millions of dollars of income down the road by setting the right tone for a long-term relationship.

### **Setting Expectations**

The second thing that I will do typically is I will send my client an email or I will follow-up with them on the phone, and I will walk through their expectations and what they can expect in terms of delivery.

For example, maybe we said something like:

- "Okay, the first thing that we're going to do is we're going to create an outline for the 10 videos that we're going to do together; you should receive that from me by Friday."
- "The second thing that we're going to do is film those. The dry-run is next Tuesday."
- "Then, we're going to do the filming. My plan for that is next Thursday."

Now, here's a little secret. The first one I just said, "Okay, I'm going to script out the first 10 videos for you, and you should receive that from me by Friday." I already know I'm going to send that to them on Thursday or Wednesday.

So, I say, "You'll have that from me Friday"; then I'm going to deliver it on Thursday because I want to start setting a precedent of early delivery. I want them to know that I'm not the guy they have to wait around for. If I say I'm going to be there by 10:00, I'll be there at 9:45. If it says it's going to be done by Friday, it's going to be done by Thursday. That way, they start to see that I'm reliable; they can start to bring me more things.

That expectation setting is really important as well because in about one out of every four or five deals you will have a client that somehow got an expectation in their mind that you were going to do something that you never, ever said.

I had one clients who, for some reason was under the impression that my agency was going to do Google AdWords for him.

He had mentioned it before our deal and I said, "Just so you know, we don't do that, and so it's not included in this proposal."

He read through the proposal, signed it, and we got started.

On the very next call, he said, "Okay, I'm ready to get my Google AdWords going."

I just said, "Remember a week ago, we talked about that. That's not something that our firm does. We could refer you to people who do that. But if you take a look at the agreement, you'll notice it's not there at all."

What I didn't want him to do three months later is to go, "Hey, where's my Google AdWords? You guys promised that." Now, we got a whole discussion about what was promised. Expectation setting right in the beginning is really important.

Here is the other little secret thing that I have in my arsenal.

I usually hold something back and use it as a bonus later.

For example, I might say, "Have you guys thought about maybe doing text message follow-up for your patients to remind them of their appointment time?"

They'll say, "We have thought about it, we just don't know how."

Then I'll say, "Why don't I create a fully integrated text campaign that will work completely with the account that we've already created for you? I'll do all of the work and it won't cost you a dime. It's a way to say thank you and to show you that we're really interested in over-delivering for you."

Now, I already knew I was going to give it to them. What I'm trying to do is try to show them that I'm the opposite of every consultant out there; most people over- promise and under-deliver. I'm going to under-promise and over-deliver. It's little steps like that which start to build an incredible consulting relationship.

That's really powerful. It's about expectation management.

Inside Top Gun Consultant, we do have some strategies, tips and training for the simple "doing" part. When you get your deal, your first stage is going to be expectation management, clarity of what gets delivered, and making certain that, like you said, you get into a habit of over-delivering, under-promising, and being able to time and pace that client and also get them in a space where they're looking at you, saying, "Gosh, based on what experience I'm having now, I can give them more work."

Oftentimes, when you start things off with that level of commitment and clarity, your client is asking you to do more work before your first project's even done.

So that gives you a start on what it's like to Produce a great service for your client. Overall, as long as you do what's in the client's best interest you will be fine.

Now, let's wrap up our discussion with how you can systematize all of this to make it easy, lucrative and fun.

## CHAPTER NINE - How to Make \$5,000 to \$10,000 a Month with What You Already Know

So let me tell you about...

### **The World's Most Comprehensive System For Showing You, Step By Step, How to Make Massive Money as an In-Demand Consultant.**

Remember when I told you about my 127 students who quickly rose to success quickly using my tools?

Well, I am doing it again.

And I'd like to invite you to learn from me and then easily see the results in your life and business. The great news is that the system has gotten even better!

**The Top Gun Consultant System** is the culmination of 12-years of research, study, and implementation. It's also PROVEN to work over and over again.

Aren't you ready for something that has a proven track record instead of the usual empty promises and hype?

The tools inside of the system have been responsible for more than \$10,000,000 of revenue in my business and millions of dollars more for my students.

The system FLAT-OUT-WORKS. Period. In fact, I guarantee it!

It works so consistently that I am putting my money where my mouth is.

**I'm GUARANTEEING you will make at least \$5,000 in the first 60 days after using this system, or you'll get a full refund.**

No one else makes this kind of outrageous guarantee.

Many of the "how to become a consultant" training courses on the market right now either don't work, are too basic (they just teach fundamentals that may not all work in the real world), or are more about the business of consulting than they are about the selling of it.

So you learn, but then you have to swim on your own.

And if you fail, they'll blame you and say it's your fault, your responsibility, and your loss.

But not me. I don't just want to teach you.

I want to become your personal advisor... A "partner" in your success.

**So let's take a closer look at what you get...**

You get everything you need to run a seamless, successful consulting business written for you.

This includes the Entire Collection of Top Gun Consultant Resources, and all of the training materials, notes, forms, agreements, proposals, templates, scripts, and done-for-you resources.

## **The Fastest, Easiest, "Get Leads, Close Deals" Business-Building Consulting Course Available.**

You can review, watch, listen to or read the entire Top Gun Consultant course and be **closing deals in as little as two days** because the entire program is broken down into FIVE easy-to-implement modules...

This exact system has been used and implemented by hundreds of entrepreneurs, coaches, consultants in dozens of countries to get and close deals in record time!

### **Module #1: Position**

**How to Rapidly Position as the GO TO Person in Your Market or Niche.**

- Discover how to become the "obvious expert" by implementing 1 of 8 Positioning Tools. These can drastically increase your chances of closing big deals and significantly reduce nearly any price resistance from your prospects.
- Positioning is what gets them ready to say yes...and to pay you well. **And you might be surprised at how easy it is going to be to achieve expert positioning especially when you know how.**
- You'll also learn my "insider" tip for connecting with celebrities and influencers. **(HINT: this strategy got me on FOX TV).**

## Module #2: Price

### The 6-Consultant Pricing Strategies to Make More on Every Deal.

- Discover how to get maximum value from every consulting deal by crafting “no brainer” offers. (Most consultants or coaches fail because they underestimate the value of their time, experience, and story. I’ll show you how to get maximum value from every consulting deal by crafting win-win offers.)
- You’ll learn how to implement my 6 pricing models in the real world with no stress.
- You’ll also learn **how to read a prospect’s mind and get them to tell you what they want to pay you (instead of the other way around).**

## Module #3: Present

### How to Command Attention, Communicate With Influence, and Present With Authority.

- You’ll get my 30+ X-ray questions you can ask any client so they virtually beg you to work with them.
- With ZERO experience, I’ll show you how to create compelling presentations that instantly reveal your prospects’ marketing weaknesses, fears, needs and core challenges so **they’re ready to do business with you on your terms.**
- I’ll also give you a list of razor sharp x-ray questions you can ask any client so they virtually beg you to work with them - it’s the fastest way to help a prospect arrive at your conclusion.
- NOTE: past students have literally pulled the questions right out of the manual, asked them to a prospect, and then closed a deal. It works!

## Module #4: Pitch

### You’ll Close Deals With a Proven System to Persuade, Influence and Ask for the Sale, Either 1-on-1 or 1-to-Many.

- **Get word-for-word scripting** on how to present and justify your price and how to get someone to say yes, without sounding “salesy” or pushy.

- I'll ALSO give you **word-for-word scripting** on how to counter any objection, and how to ask for the sale in a congruent, conversational way. In other words, you can be 100% YOU... and still get paid. In fact, when you do this right, the client will often feel like you aren't charging them enough!
- You'll also get my best strategies for pitching One-To-Many (my favorite method) which means you can close multiple deals at a time.
- **PLUS, it's all written out for you and scripted for you including all the questions, forms, answers, presentations, proposals, and more.**
- AND... to arm you for even more success, you'll also get a speech outline and script you can use to stand up on any stage and close sales — even if the last time you spoke publicly was Mrs. Potter's 6th grade English class.

(Attendees have told us this section alone was worth their entire investment in the program... and at the very least, after watching this module, you'll never look at another speaker the same way again.)

## **Module #5: Produce**

### **How to Overdeliver, Create Raving Fans, And Get More Referrals, Testimonials, and Online Business.**

- I'll show you everything including “Outsourcing, Crowdsourcing and Hiring Teams” to outsource your delivery so you can make more and work less.
- You'll discover how to get clients to Stay, Pay You More, and Refer.
- PLUS, you'll get my “4-Question” testimonial script which creates massive referrals.

I Also Include Everything You Need For Your Consulting Business In The Proposal Toolkit!

### **Everything you need to run a seamless, successful consulting business written for you.**

An outline for instantly creating a sales script that you can use for books, presentations, interviews, and more! Such as:

- ☐ Appointment Setting Script
- ☐ Confirmation Emails
- ☐ Confirmation Script to Schedule Speaking Events

- ❑ Letter to Book Speaking Events
- ❑ Sales Video Script
- ❑ Opt-in Video Script
- ❑ Lead Page Video Script

... And So Much More!

And if that wasn't enough, I've included the following bonuses.

Be one of the first individuals to sign up for this course during the limited time this offer is open to the public, and you get...

**Fast-Action BONUS #1: 5 Done-For-You Consulting Business Models**

- ❑ 5 Plug-and-Play business models ready to take off including all the scripts, forms, proposals, and agreements for Book Marketing, Digital Marketing, Video Marketing, Product Marketing, and Strategic Advisor (Ed's favorite!).

**Fact-Action BONUS #2: 5 Pre-Written, Ready-to-Use Presentations**

- ❑ 5 Ready-To-Go, Professionally-Produced, PowerPoint / Keynote presentations to use on webcasts, webinars, speaking events, and 1-on-1 presentations. (See! I told you we did the work for you!)

Grab Your Copy at:

[www.EdRush.com/TopGun](http://www.EdRush.com/TopGun)