Welcome, fellow entrepreneurs!

Are you seeking predictable, longer-term income so you can finally break free of the daily hustle for clients? Because after all, even if you’re successfully trading dollars for hours, that model won’t allow you to break through your income plateau or help as many clients as you want to help. There simply aren’t enough hours in the day, particularly when I bet you *wink wink* set out to create a business and a life you love and you don’t want your business to run you. I was once there myself. I simply couldn’t squeeze in any more hours a day. I needed more time with my family and I had a deep desire to serve more clients and grow my business. Enter the blueprint, or math equation if you will, that allows you to make a year’s worth of income in just three days. Don’t worry, this isn’t high school algebra here, I promise! I’m taking a simple formula that will allow you to gain highly-invested long-term clients so you focus on serving them versus scrabbling for leads and sales month-after-month. Ready to dig in? Here we go!

About Lisa Sasevich

After 8 years helping corporate giants like Pfizer and Hewlett-Packard generate billions in sales, and then finally following her passion to work in the personal development space, again taking small companies from 6-7 figures quickly, Lisa Sasevich was suddenly fired from her dream job the night before Christmas Eve. With a husband in medical school and two toddlers at home, it was devastating.

But, after some soul-searching, the “Queen of Sales Conversion” decided it was time to parlay her talents into her own profits—and to help others do the same. She started a home-based business—with nothing more than a phone line, a laptop and the stolen hours of the night after her kids were tucked into bed. Her mission: To teach entrepreneurs who “hate the sales part” how to leverage their talents, products, and services into massive profits without sounding salesy.

A few short years and over $35 million in sales later, Lisa has helped over 15,000 thousand clients in 134 countries earn more by doing what they love most. Lisa’s company, The Invisible Close ™, has been honored in the Inc. 500 and named one of Inc. Magazine’s fastest-growing privately held companies two years in a row. Kym and Sandra Yancey of the eWomenNetwork put it, “without question she is brilliant at teaching others to leverage their unique gifts and qualities into a financial windfall.”
Let’s do some quick math so I can show you what this looks like. Don’t worry—you’ll love this math because it’s about your potential earnings, and that’s never boring. Here are a few examples, and the math behind them, so you can see this in action. The examples are followed by an activity where you can lay out your next year’s worth of income and see this come to life for your business today.

**SMALL EVENT OF 18 PEOPLE IN A ROOM**

Picture 18 entrepreneurs gathered together, me being one of them, who all shared a commonality. Each one had purchased a $2,000 online training program from the event host and the event ticket was part of the deal. He didn’t need to do any additional marketing or go searching for clients — essentially he was playing on house money. No Facebook Ads. No Affiliate Programs. He just extended the relationship he already had with clients that loved his work.

**HERE’S THE FLOW**

1. Client invests in a program, package or training (a.k.a. the offer!)
   - **HOT TIP** — Your pool is bigger than you think. Don’t forget about those past clients — a great way to re-engage with them is to offer them a bonus ticket!

2. The offer includes a bonus ticket to an upcoming event.
   - **HOT TIP** — Letting current clients bring a guest increases attendees, increasing the number of people receiving your high-ticket offer!!

3. Clients redeem their bonus ticket and attend the live event (this could be small - even one in your living room!)

4. The high-ticket offer is presented to the attendees at the event
   - **HOT TIP** — Letting current clients bring a guest increases attendees, increasing the number of people receiving your high-ticket offer!!

5. **THE EVENT HOST HAPPILY ENROLLS NEW HIGH-TICKET CLIENTS**
During this 3-day live experience, the coach (a.k.a. the Event Host) offered his year-long mentorship program at $18,000. Six of the 18 attendees joined his highest-level program. Of course I had to get out my little phone calculator (I love that thing!) This coach just made $108,000 in one weekend.

This is what's possible. This is how I can tell you that many of our clients are doing a year's worth of income in just 3 days.

**HEALTH COACH SCENARIO**

You invite 40 current clients you love and who you’ve worked with in the past to a Wellness Weekend hosted at your home, or perhaps a nearby conference room. Twenty people accept your invitation and show up, and you give them a content-rich 3-day experience. During the event, you make your high-end offer — an invitation if you will — for them to join you for a 6-month coaching program or a week-long travel retreat at a $5,000 investment. Of the 20, five say yes. You now have five committed, dedicated clients who have already said yes to you and themselves.

In just three days, that’s a lot of momentum—and not a bad payday.

**FINANCIAL SERVICE PROVIDER SCENARIO**

You invite 100 past and current clients and their guests to a training event. Thirty-five show up live where you make your offer for a 6-month VIP service and education package for $7,500. Eight attendees say yes. Fantastic. Eight committed clients—and $60,000. And that’s before they start buying insurance and other great investments you might recommend as their trusted advisor. You can now enjoy the next six months serving these clients instead of marketing and selling to prospects month-after-month!
PERSONAL STYLIST SCENARIO

You’re a personal stylist who wants to teach people to identify and create their best look. You invite 50 past and current clients and their guests (starting to see the pattern here?) to an intimate workshop, and 30 accept your invitation and show up. You make your pitch for a year-long $10,000 high-ticket program to personally help them dial in their winning style. Seven of them sign up. Bam! You just made $70,000 and have seven fantastic clients to work with over the next year!

YOUR TURN!

**Step One:** List your current programs, packages or trainings, their price point and the number of clients you currently serve within each. Because we’re working through FUTURE income here don’t forget to include any new programs, packages or trainings you plan to create. This is about seeing what’s possible!

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<th>Program, Package or Training</th>
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THE MATH

- **Current Clients & Their Guests:** 50 People
- **Attendees:** 30 People
- **Buyers:** 5 = 16% conversion
- **Offer:** $10,000
- **Income:** $50,000 and 5 new clients

**HOT TIP:** This Big Profit Blueprint is the key to doing just 20% more work for 80% more profit.
Step Two: Now it’s time to create your future income. Complete each section below. You will use the information from the chart above to get started.

1. ____ # of Current Clients from the chart above x 50% = ____

2. ____ Total from #1 = Estimated Attendees

3. Estimated Attendees x 20% = ____ enrolled in your high-ticket offer!

4. ____ Number Enrolled (total from #3) x Price of High Ticket Offer = ____

5. Total from #4 ____ = Total potential income from high-ticket clients

NEXT STEP: Grab your seat and don’t miss my upcoming FREE training: How to fill your own high-end coaching, mastermind, mentorship or certification program!

SAVE MY SEAT!

You’re going to learn:

- The #1 thing you must clarify to easily have and fill your live training event, workshops, seminars and retreats
- The Event Profit Secrets Formula™ so you know exactly what to do to from A-Z and how you can get started today
- How even a small low-tech event, workshop or retreat in your living room can work to fill your high-end group programs.
- How this model works for all different industries from health, to relationships, to financial services to academia.