

EPS #9: Get More High Ticket Applications
Full Transcript



Get More High Ticket Applications
[Become a Part-Time Millionaire](#)

Kirsten Roldan

Welcome to the become a part time millionaire podcast. I'm your host and Nuyorican CEO Coach Kirsten Roldan, and I help build female founded businesses all day. I work with legacy driven women. They want to retire their family, break generational ceilings, feed the block, and they want to do it on part time hours. I believe you can be a millionaire while working part time with the right team, systems, and mindset. Get ready for my guests and I to show you how you will receive business and mindset coaching from a female Hispanic serial entrepreneur, that's me, so that you can do the same. Before we dive into this episode of The become a part time Millionaire podcast, today's episode is sponsored by my free training on how to hit five figures with a simple funnel, it's time to automate your high ticket sales. It's time to automate your high-ticket sales.

Do you want to know the honest truth to enrolling high ticket clients through an automated sales funnel, without a large email list following or hiring a high ticket agency? Myself and my clients enroll high ticket clients every month using a simple organic funnel. We didn't have to do any selling for our ever enrolling group programs outside of the occasional quick DM question people have before joining and all of our social media content is a fun bonus. As a business owner, you know that the number one reason why businesses fail is because of lack of cash flow. Isn't it funny how you'll be told not to focus on your funnel until you hit six figures and beyond? When the number one reason businesses fail or don't even hit that is because of the lack of a repeatable system for making money? Ain't that funny? It's not!

So sign up for this free masterclass, so you can learn what your offer truly needs to stand out in the market and you can always have a consistent pool of leads without having to generate them only when you're launching on social media. How to lock people in before they even buy with laser focus messaging and expansive content, dead the problem awareness how-to's and myth busting content today please. The key success factors to making a money making sales funnel so you can set up one simple manageable sales system and eventually have a trusted team member focus on growing it. There are clients all over this internet and they love going through high value connection building funnels, they want to be transformed, and guess what? They also love online shopping, especially when they can join a program that gives instant access to life changing content. If you have a program like this and want to increase your monthly enrollments without doing the most, you will walk away from this masterclass with a true understanding of what it actually means to build a successful sales funnel. And you'll be invited to my signature coaching program the finesse your funnel, all the details are in the show notes.

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A word from our next sponsor. This episode is also sponsored by the CEO Box, a luxury gift box service for yourself and your high end clients. The CEO Box offers pre-designed boxes or a build your own option. You can purchase a gorgeous box filled with products your clients will actually use, and the best part is this company ships worldwide. No more searching for companies that will actually ship your gifts. This Hispanic-owned company places a special focus on sourcing products from other BIPOC-owned, woman-owned and small batch brands. It is truly entrepreneurs supporting entrepreneurs. The CEO box founders, Danny and Kirsten Roldan center their brand around more freedom, more resources, more belief and freedom to treat ourselves to luxury experiences, and the belief that we truly deserve it. We believe in the power of gifting- yourself and others without holding back. Go grab yourself or a client a gift at www.shopCEObox.com linked in our show notes.

Hello and thank you for tuning into this episode. Before we dig in, I want to give you all an update on what I've been working on in my business. The past few weeks we have been working on updating the finesse your funnel sales page. It's done and I'm so excited. Right now, we had like this midsize sales page with a Thrivecart checkout. We love Thrivecart but to improve our ads tracking and streamline our funnel, we are moving my entire funnel slowly but surely over to Showit and only using Thrivecart as the checkout system. I'm just always amazed at how many more wins we have to update since the last page setup, and how it just shows how incredible the program is, honestly because we are consistently getting great results. I really focus on simplifying the language and the structure of the sales page. As well as refining my copy to be more in line with what my clients and potential clients have said to me. I'm really proud of it and honestly, it's been really worth the effort. I've also added a new way to celebrate my client wins, which includes story segments. We made story graphics slides that say things like automated money for those monetary wins, the weekly finesse for any relevant wins like email growth, finishing a powerful lead magnet, etc. Then, I added a belief bank slide for my one to one clients. They know what it is and I came up with these slides by thinking about the language I use in my programs and with my clients. For example, the belief bank concept is a core aspect of my one on one coaching. All my one to one clients are very familiar and it's just a great way to brand my wins and keep everything consistent. In terms of other things, I've been working on content for my one on one clients and finesse your funnel, I have a lot on my mind that I want to provide them.

The thing is that all my content is fire, right. but my clients know, I go hard for them in my paid program. I have a private podcast for my one on one clients only that I update with like new concepts I developed to help them. Then of course, I have my program content. On a personal level, I'm working with a life and weight coach to help me with taking care of my body. Truthfully, it's bringing up a lot. But it has really gone hand in hand with my own personal business coaching and my inclusive

business coaching, because we're really just focusing on opening myself up to be true to myself, my identity, the things I believe in and really want to say. Which has been helping me with my content and you may have noticed I've gotten a lot more bold. I'm just so excited. That has been what I've been working on - finessing my own funnel, serving my clients.

That's basically it. I have something I actually want to double down on today, which is getting high ticket applications. I want us to talk about this and share my proven process because at first, all my clients say, if I can get them on the sales call, they convert, but they struggle to actually get people to apply. Now I recently have been calling people to take action toward my one on one coaching. I received three applications in one week. All dream clients, they all know my prices and booked calls within hours of sending the invite. If you want to attract and not play with clients like this, I have a process for this. I actually may surprise you. I need you to know I've tried it ALL, over the past few years and I know what has worked and what doesn't, what actually matters versus what you think does. If this seems too simple, I'll tell you what I always say to my one on one clients, if something feels simple, don't fight it, embrace it, be happy that it's so simple.

Now I'm referring to any high ticket application, not in your one-to-many program. I'm someone who has had applications for VIP days, for agency services, for one on one coaching, right? One to one direct applications is what I'm referring to today, the principles apply across the board. The first secret to getting people to submit applications is to have as little structure as possible with my content. I absolutely do not follow a content calendar and I don't plan what time of day I'll create stories. I may keep scribble notes in my journals with ideas, but I rarely follow them. I nearly never know what I'm saying on any given day. I don't make that a problem.

The second secret to getting people to submit applications is to double the management of my stress every day through self coaching, getting coached, walking outside, and checking in on my inner child. It's true. This sounds like hours of effort but it's really not. I wake up, I journal and self coach, check in with my coaches, as relevant. I start working, I take my walk breaks and check in on my inner child for about 30 minutes at the end of the day. This is my personal stress management routine. I recommend you think about your own and double it. The strategy behind stress management is that it allows me to think creatively. When you're drenched in stressful hormones. Your body shuts down creative thinking and turns on survival mode, right? It's just science. That's why when you create content out of that survival mode and energy, you get annoyed when it doesn't land and it rarely feels even fully aligned.

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The third secret to getting people to submit applications is to take really, really good naps. The thing about taking walks and journaling is often I'm still thinking about my business. Naps allow me to fully shut down my brain from business and wake up feeling refreshed and excited. I usually nap from 4pm to 6/7pm. Now I realize I don't have kids, okay, so I get it if you don't have a full three hours at the end of the day to take a full blown nap, but whatever helps you shut your brain off for real, should be prioritized. When I wake up from my nap, I feel like my brain is completely open. It has processed the entirety of the day and everything that happened, and is now ready to go. Post nap is when I create my best content. I usually post between 10 and 12 at night and it's interesting, because most of my applications come in the middle of the night.

The fourth secret to getting people to submit applications is to pay close attention to client conversations, the Voxer conversation you had about pricing the mindset block you busted through with your client, sometimes I will listen to my own podcast, re-read my emails and pull my conversations to help develop and round out my content ideas. You may have noticed these four steps are really rooted around setting the stage for intentional content creation. That's really my method. I got three applications in one week because I posted intentional connection building content with a simple call to action. All of my content was palpable to these people in some way, and I know for a fact it's because of the work I do on myself every day to keep my energy flowing.

To recap, my approach to getting high ticket applications is to ditch the content planner, double your stress management routine, take really good naps and collect client conversations.

This show is called Become a Part-Time millionaire, you may not be a millionaire yet, but I want you to start treating yourself like one. I want you to dismantle and unlearn all the rules of business and marketing and think of how you operate best so you can make money from that place. If you want to join the only sales funnel community that encourages you to use self care as your primary strategy and will give you the resources to create a system that brings clients in every month without launching. Join my signature group coaching program - finesse your funnel.

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