



Elizabeth Purvis

THE *high end*
PROGRAM ADVANTAGE

The One Simple Shift You Can Make Right
Now to Double Your Impact and Income



G O D D E S S
BUSINESS SCHOOL®

About Elizabeth Purvis

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

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

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

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

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

Elizabeth lives in Portland, Oregon with her husband Leland and daughter Brigit. Discover more of her work and the 7-Figure Goddess community at ElizabethPurvis.com.



Imagine being able to...

- Do your highest work with amazing clients who LOVE you, pay you high fees and rave about you to their friends...
- Have plenty of money to take time off when you want to... or invest in the best self-care, training or team support.
- Go to bed each night knowing that you are living your purpose, full out, while being paid phenomenal money to do so.

It's the entrepreneurial dream, right?

Well here's the great news!

That dream is not only very possible, it's closer than you think. And in these pages, I'm going to share with you the ONE simple shift to what you're *already* doing that can turn that dream into a reality.

The best part?

... You don't need a fancy website.

... You don't need to spend money on branding or a logo or tagline.

... You don't need one of those fancy high-end photo shoots you see everyone having on Facebook

... You don't even need a list.

You can make this shift RIGHT now, no matter where you are in your business. Yes, even if you're brand new.

All you need is the Desire and the willingness to serve at your highest level, and the commitment to create massive transformation – for both your clients and for YOU.

So let me share what the shift is, and how I discovered it.

Goddess Business School® is now a 7-figure international coaching company serving hundreds of clients all over the world, teaching women how to create massive income breakthroughs.

I am truly living my purpose every single day. And I enjoy a lifestyle that has allowed me to work from home and even enjoy 5-7 hours a day with my little girl since she was born.

But it wasn't always this way. Just a few years ago I was struggling to find clients, undercharging for my services, and over-delivering to the point of burnout.

I was stuck "hunting for clients" instead of living my mission. So the worst part was that I **KNEW I was not serving in the way I was truly meant to serve.**

I'll be really vulnerable here. Deep down, I questioned if my services were "worth it" - if I was worth it.

The breakthrough came at a training with one of my mentors. It was my coach training. At that point, I'd been in business for about two years.

She challenged me to uplevel my pricing... and to start working in a way that held both my clients *and* me to a new standard.

I'll never forget that moment when she asked me to step into this new way of Be-ing. She actually drew a line in the front of the room, and had me step over the line... in front of 40 people. And she made me make a promise.

So what happened next?

I...

- Stopped taking responsibility for my clients' results
- Dramatically raised my fees to reflect the true value I was providing and all the hard-earned experience and expertise I'd spent years attaining. (This actually attracted dream clients.)
- **Quickly retired all the regular packages I'd been offering and replaced them with high-end "Platinum Style" private programs and 1-day intensives.**
- Stopped deciding for everyone else whether or not they could "afford" my higher fees and instead got crystal clear on the real VALUE of the results to my clients.
- Created a "Goddess State of Mind" that dramatically shifted how I felt about myself, how I live my life, and how I am treated by the people around me.

The result? *\$40,000 in new sales in a couple of weeks.* Which quickly turned into \$94,000 in income in under 6 months, which put me well over 6-figures for the year. And the part that really blew me away was that my new clients got *phenomenal* results.

The process was so game-changing that I started teaching my own clients how to do the same thing.

Since then, clients of Goddess Business School® have sold millions of dollars in high-end programs collectively, with over \$2.5 million in programs sold by my company in the past 4 years alone.

I share all this not to impress you, but to impress upon you the impact of high-end services on your business and your life. Here's what I know.

If you want to make extraordinary income and impact, packaging your 1-on-1 in the RIGHT way is what you need to do FIRST.

Of course, high-end programs are not the ONLY strategy you will ever implement to make & reach millions, if that's what you want to do. You will create group programs and get clients online and all that yummy stuff you hear about.

But this is where you start. This is step ONE.

I want to be clear this is not about doing anything new. It's about taking your brilliance and packaging it in the *right* way, to create the kind of transformation that clients want and happily pay for.

The cool part is that YOU transform, too.

3 BIG Reasons Why Most Transformational Business Owners Will Never Get Past the Break-Even Stage

Most women go into business because they have a big vision and a huge desire to serve. We want to get our gifts into the world, and be creatively expressed.

And yes – we want to make money. We want time to spend with loved ones and nourish ourselves and those we care about.

This dream is very attainable. But after 8+ years of mentoring thousands of women (and some cool guys too!)... we've noticed that before they come to us, most women are doing business in a way that ensures that they will never break even.

They're hitting their self-worth ceiling or their "9-to-5 ceiling" – and can't seem to make more than they made at their last J-O-B.

We've noticed that there are 3 common mistakes women make that keep them stuck in this situation.

1. Doing things out of order.

Conventional Marketing Wisdom says:

"Get in front of as many people as you can, and give away a ton of FREE stuff before you make an offer."

This line of thinking has women especially scrambling and overwhelmed by a list of to-do's: the website, create the freebie, start a newsletter, build your list, create content, etc... Meanwhile, you're not making any money!!

You can't do anything if you're not financially supported.

With high-end programs, you can prepare your program in ONE afternoon or weekend, and get a new client in ONE conversation. (You can even get a client at the grocery store.)

If you think that's a lot less crazy-making – you're right! And you can create income fast - we've had clients design their program and enroll clients in as little as a few days.

2. Trying to offer group programs too soon.

Many coaches, consultants and healers want to create group programs and info products to get leverage and help more people. And that's great!

But there are two problems with trying to offer groups right off the bat.

First of all, these take time and income to create. If you're not charging enough for your 1-on-1, you won't have the time, money, or energy to create programs at the other levels.

Secondly, group programs are a numbers game. Without a bigger list, it's really hard to make enough sales to justify the amount of time you'll pour into creating it.

It's far easier to have a few conversations and sign up a couple of high-end clients.

Let me be clear – you get to have the group programs! But you have to put your own oxygen mask on FIRST, as the saying goes.

High-end programs create a burst of cash that creates time and financial LEVERAGE for you, so you can then create your other options.

3. Chasing low-end clients because they're afraid to charge more.

This is by FAR the biggie.

Most coaches, practitioners and healers falsely assume that they need to set their fees low so that clients will say yes.

But then they find that people are *still* saying no... and the clients they DO have are dropping out, missing sessions and even missing payments.

This is a huge energy drain, leaving women especially burnt out and frustrated and disillusioned.

The simple – yet counterintuitive – fix? Charge more.

Of course you have to uplevel your services and client attraction to match! And that's where high-end programs come in.

It's entirely doable. I'm going to show you how.

Why High-End Programs Are The Shortest, Fastest Path To Income And Impact.

Here's WHY high-end programs are the shortest, fastest path to more income and impact, and why they're the solution to the low-end client attraction struggles I just mentioned.

1. High-end programs are the fastest path to cash.

Here's one of my favorite quotes from one of my mentors, David Neagle...

"There are very few problems in business that can't be solved by a couple of sales."

So true!

Cash is the lifeblood of your business. When you have cash and you are financially supported your energy is freed up to work your magic and contribute in a bigger way. It enables you to give *more*.

With high-end programs, you can create your program and get a new client in record time. Indeed, recently one of our clients posted in one of our Facebook groups that she had just signed on a client for 10k... and the client paid in full.

That's a 10k month... in a single day.

2. High-end programs attract awesome clients.

The people who invest in high-end programs take action. They implement. They get results, become raving fans, and give you testimonials that grow your business for you.

On the other hand, when you charge low fees, charge based on time, or give your services away, what happens? You attract clients who are needy, demanding, undervalue you and don't get results.

Money is the energy of commitment. When clients have invested at a high level they are committed and engaged in the process. Because they have skin in the game, they show up and do the work. And when they do the work they get amazing results.

Sure, challenging clients are always going to exist, but they are more rare when you are offering a high-end experience. And when your program is set up in the right way you have a lot of leverage as a service provider to address the issue head on.

3. With high-end programs, YOU show up more powerfully.

Let's face it: charging low fees and undervaluing yourself feels crappy!

There's a disconnect between what you are putting out and what you are getting back. And at some point this disconnect is going to cause you to feel resentful.

You can't serve at your highest level when you're feeling resentful.

On the other hand, when someone is investing \$5k/\$10k/\$20k to work with you, you bring your A-Game!

Higher fees – with a well-designed program to match – call you forward.

You take more risks, you're more courageous in your service delivery, and you stand in your leadership, which is really what your clients want from you!

4. With high-end programs, you can make far more money in far less of your time.

In the "regular" 1-on-1 model, it's nearly impossible to make 6 figures... *unless* you want to work really hard.

Let's say you're a coach and you're charging \$400/ month – considered good money. You'd STILL have to attract and enroll *over 40 clients and convince them to stick around for an entire 6 months* each to cross the 6-figure mark – ouch!!

Or let's say you're charging by the hour for SINGLE sessions. At \$150 / hour, you would have to deliver over 650 sessions in a year to reach 6 figures. That's two sessions per DAY every day! (And that doesn't include the marketing!)

Now, consider THIS:

Let's say you create a 6-month package and charge \$5000 – perfect for most coaches, consultants and healers who are just getting started with high-end programs. Just 10 clients at this fee who renew for a second program creates a 6-figure income.

5. It's actually easier to get people to say yes to a high-end program.

Have you ever tried to sell a \$297 online course and had 4 people sign up for it and it was like pulling teeth to get those 4 people to sign up?

There's actually a reason for this.

Value is perceived by your clients. Pricing and packaging is determined by you.

Clients invest in what they value. With a \$297 online course, people know they aren't going to get real change. With a high-end program they know they are getting a high-value experience and investing in real lasting transformation for their lives.

It's actually a lot easier for them to justify that in their minds, and say yes.

Now I hope you are starting to see the impact high-end programs can have on your business!

"High five figure launch!"

I love, love, LOVE the enrollment process you shared in Platinum Program Secrets - it was a total game-changer for me. And it worked like a charm!

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



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

A true paradigm shift - thank you!"

Danielle Rama Hoffman
DivineTransmissions.com

The #1 Myth That Keeps People From Implementing A High-End Program

The belief that *"nobody will pay for it."* This is simply not true!!

Did you know that statistically, up to 20% of your clients will ONLY pay for a premium level of service?

So if you're NOT offering a high-end program, you're missing out on your chance to make a huge difference to someone who otherwise may not even work with you.

I saw this in action when I made that invitation for my first high-end program. I had 3 women step into a program at \$10,000 (\$8500 if they paid in full), and 3 women step into 1-day Intensives at \$3500.

I had been struggling to fill a low-end mastermind group at *\$1500 for 6 months (!!!)* and an online course for \$297. None of my high-end clients wanted that. They all wanted the high-end option!

One of my very first \$10k clients was a *Tarot deck designer*.

Most heart-centered solopreneurs look at the people in front of them and DECIDE "these people can't pay" or "they don't have the money." This is a *boundaries* issue.

The truth is, you have NO IDEA what they can pay or will pay. Even if you THINK you do.

It's easy to believe their money stories or what your eyes tell you. But we've all had that experience when someone says "I can't afford it" and then 2 weeks later, they've hired someone else or taken a trip to Disneyland.

You don't serve people by buying into their stories. You also don't serve them by bringing your energy down to the lower vibration of excuses.

We want to lift people UP by creating a space of possibility and giving them an empowered choice. The best part? There are people in your world who are WAITING for you to do just that! Your clients secretly WANT you to hold them to a higher standard of greatness!

Now, to understand WHY clients will invest in a high-end program with you (even the ones you're convinced won't pay or aren't able to pay) – you have to understand what high-end clients are REALLY investing in.

When a client invests in a high-end program, they are investing in an OUTCOME.

They want...

- A better relationship or to find their life partner
- To lose weight, have a healthy relationship with food, or have more energy
- To get pregnant
- To communicate better with their children
- To attract clients or grow their business
- A better sex life

People invest in OUTCOMES because they are frustrated and fed up with how things are. They realize that their way is no longer working and their two options are to continue to suffer with the problem, or get help.

Clients also invest in programs they really, really want – when the outcome is really juicy. High-end destination retreats are a great example of this. Will people move mountains to find \$15,000 to do a destination intensive, in, say, Paris or Tuscany? YES.

Now notice that this is MUCH different from selling your TIME!

When you start selling your services based on OUTCOMES instead of selling your time, you are FREE. Your income is not limited by your time. Indeed, your clients value outcomes more than time. This is another reason why it's actually easier to sell high-end programs than "dollars for hours" packages or low-end classes. And when you're helping a client with an OUTCOME instead of selling time, you can charge more for your services with integrity.

High-end clients also invest in:

- **Speed.** The high level of attention, plus how you structure your program, helps clients create results FAST, which is what they want. Clients WILL invest more to get a problem taken care of in less time.
- **Personal attention and ACCESS to you.** Personal attention is hugely valuable, especially now! Clients want access to their coach, practitioner, healer, mentor or teacher.
 - Caution: Don't confuse access to you with giving away a ton of time. Access doesn't have to require a ton of time.
- **Step-by-Step How-To.** Clients want to be shown how to solve their problem, and will invest in a streamlined, step-by-step system to achieve an outcome, and given the support to DO it.
- **ACCOUNTABILITY.** This is the biggie! Up to 60% of what clients are paying for is the accountability to get it DONE. They are investing in their own commitment.

Another question we hear:

“Do I have to be a business coach to offer high-end programs?”

Not at all! We’ve taught the high-end model to Feng Shui consultants, health coaches, relationship coaches, spiritual life coaches, massage therapists, energy healers, yoga instructors, fertility consultants, acupuncturists and more.

One of our past clients is an energy healer and a transmitter of a specific Divine god-energy – and it doesn’t get more esoteric than that! Her first high-end launch was HIGH five-figures.

You don't have to teach clients how to make money and you don't have to be the “best” at what you do. You just need to help them with a specific problem or challenge they want solved, and will INVEST in to get solved.

So now we’ve seen WHY high-end programs work so well. Now let’s talk about the HOW.

Whether you’ve been in business for a while or you’re just starting out, you can begin making this shift right away. You don’t need a ton of experience and you don’t need a ton of “stuff.” What you DO need is the willingness to serve in the highest way, and a proven system to create, launch and fill your program.

“Hands down, Platinum Program Secrets is my favorite program, and it literally transformed my business!”

I have doubled my income from last year, and I'm only half way into the current year. That's AMAZING! Don't blink, don't hesitate, just invest in Platinum Program Secrets, do the work, and you'll get results.

Amunet J. Burgueno
SpiritualHealingTraining.com



“I made more in 4 months than I did for all of 2014

Before joining Platinum Program Secrets, I had been trying to build my business for several years and had just completed a full-out “launch” with JV partners, Facebook ads and all of the bells and whistles, but did not sign one client. I was pretty discouraged, but after listening to one of Elizabeth’s webinars, I joined her program hoping to turn things around.

*Since I started working with Elizabeth, I have made more in 4 months than I did for all of 2014. I created a Signature Program that I am proud to offer, and my clients are getting great results. **I’m getting referrals, people are finding me online without me spending any money on advertising, and I will look at my email and see people have signed up for strategy sessions with me as if by magic.** In a weird way, it feels effortless. Instead of spinning my wheels doing things that weren’t getting results, I am focused on the key areas that are generating business for me. Now I have an assistant to do all my social media, manage my billing and client communication and get a membership site set up for a future offering.*



The best part is that I’m on track to make six figures in the next few months while still only working 20 hours a week and being there for my kids. *It feels like a business now instead of a “mom working from home”. I’ve experienced a huge shift not just in my confidence as a coach, but in how I want to be and live my life. And that has made all the difference. “*

Kathleen Murray
kmchangeisgood.com

3 Steps To Replace Your Current Service Model With A High-End Program That Sells

1. Create a Goddess State of Mind. (Upgrade your Mindset)
2. Design Your Program
3. Market Your Program

That's it!

When we are learning something new, our minds want to make it more complicated than it is, but really, there are only 3 steps.

I'll be diving into steps #2 and #3 in our upcoming videos and reports. I want to complete our time together in this report by sharing one of the all-time favorite exercises of our *Platinum Program Secrets* clients.

Because after mentoring hundreds of women to offer high-end programs, we've found that the biggest block to offering high-end programs isn't your experience, how long you've been in business, or the size of your list. It's your mindset.

How To Create a Goddess State of Mind To Quickly Attract & Enroll High-End Clients

What is a Goddess State of Mind?

It's the to-the-core-of-you belief that you're worth it, and what you're doing is worth it.

It's the confidence that the transformation and results your clients get are worth every penny and more. And it's the knowledge that when you package your work in the right way, 100% of the right clients will happily pay for it.

We're not raised with a Goddess State of Mind. In fact, most women are walking around in a state of constantly questioning their worth. This shows up as the "Who am I" syndrome.

"Who am I to call myself the expert"

"Who am I to charge that much for my services"

"Can I really and truly help people?"

This "who am I" syndrome holds women back in a BIG way – especially when it comes to their fees.

The great news is, you can shift the “who am I” syndrome very quickly.

Here’s what I know about you. You have come through a lot to be where you are. You have training. You have practice – sometimes years of practice. You’ve had life experiences that have shaped who you are and have influenced the work you do. You have people you’ve helped. This is true even if you’re new.

What I’m saying is that there is a whole litany of things that you bring to the table that have VALUE. First step is to OWN how frickin’ awesome you really are and how valuable your work is. And then, you want to shift all areas of your life to support your new upheveled mindset.

Here’s a powerful exercise you can do right now to anchor in the mindset that your gifts and talents are incredibly valuable.

Take out a fresh sheet of paper and make a list of EVERYTHING that has contributed to the value of your work. Be sure to include:

- *Trainings and apprenticeships*
- *Schooling, degrees, etc*
- *Life experiences*
- *Natural talents and skills*
- *Skills and talents you’ve honed & developed over time*
- *Systems you’ve created (Signature Systems)*
- *Books you’ve written*
- *Positions you’ve held*
- *People you’ve helped and specific results they’ve achieved*
- *What clients and other people in your life value about you*
- *What you value and cherish about yourself*
- *Anything else that you want to put down!!*

Once you have your list, allow yourself some quiet time, to go into a meditative state. Then read the list out loud, slowly and carefully, letting every word sink in.

Really allow yourself to receive your greatness and feel into the incredible value that you bring to the table!

Now in the upcoming videos and downloads I have for you, we’ll be diving deep into Step 2, Design your program, and Step 3 – market your program.

In our next video, I’m going to dive more into exactly what high-end clients happily pay for, so that you can design a program that your clients truly WANT and will invest in.

I'm also going to go deep into something really juicy that I don't see anyone else talking about, and that is... how to DESIGN your program so that your clients get amazing results.

So many women come to us saying, "Elizabeth, I want to offer a high-end program, but how can I charge that much when I can't promise results?"

First of all, you can't promise results. Nobody can. What you CAN do is design a program that will deliver results for your clients when they do the work.

When you know what to put in your program so clients get results, you can confidently stand behind your promises, knowing that whatever results your clients get will be worth 10x what they paid.

***"My 10-week program suddenly went
from \$1997 to \$4997!"***

*I had just started a brand new business when I joined Elizabeth's program. Although I had plenty of knowledge and information about what I taught and my own programs, there was something missing for me. That "something" was a Goddess State Of Mind! **I was trying to run my business solely from my head and from what I knew without owning my value...my Divine-ness!***



I remember Elizabeth saying, "Your clients will step into your energy!"

*So I started being very mindful of the things I said to myself...my "who are you to do this work" conversations and things began happening and changing! I was contacted to host a radio show with 5 million listeners on VoiceAmerica, I was invited to write articles as a guest for several websites and I was asked to be "The Official Passion Guide" for SelfGrowth.com. **And I started having people contact me and ask to work with me.** And the best part is, my 10-week program suddenly went from \$1997 to \$4997!*

*I love my business now! I love the elegance of operating my business from the mindset of being a Goddess. **I love that I learned from Elizabeth that I AM the person to do this work and that people love to pay me because I add value to their lives!***

Thank you, Elizabeth. You have a lovely gift to offer to the world!

Emily Anne Webber
marriedwithromance.com

Now I would love to hear from you. Head on over to our [video page](#) and leave me a comment below the video. What landed for you? What new possibilities do you see now for your business, your clients and yourself?

I would love for you to answer the question...

When it comes to offering a high-end program, what is your #1 challenge?

Until next time...

Love, magic and massive success to you,

Elizabeth