



*Elizabeth Purvis*

*the platinum*  
RESULTS BLUEPRINT

What to Put in Your High-End Programs  
So Your Clients Get Extraordinary Results



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](http://ElizabethPurvis.com).



Greetings!

I'm Elizabeth Purvis, creator of Goddess Business School®, and welcome to this second in a series of 2 special trainings we've created for you to help you create, market and fill your first – or next – high-end program.

If you missed our first download and video, I highly recommend you **check that out here**.

I shared the ONE simple shift you can make to what you're already doing to go from overworked and underpaid to doubling your income and impact in record time.

That one shift is to ditch the “dollars for hours” time-based services and instead create a high-end or “Platinum-style” program.

I shared WHY clients invest in high-end offers, exactly WHAT they're investing in, and why high-end programs are actually easier to sell than low-end offers.

Plus, I shared my own story of how I went from living client to client to creating \$40k in just two weeks and then went on to add over \$2.5 million in revenue to our company in just a few short years, all with high-end offers. I've mentored hundreds of women in all kinds of different businesses.

I know it's possible for you too!

When we teach on high-end programs, the two questions we hear over and over again are:

- Where do I FIND clients who will invest in a high-end program?
- How can I charge high fees when I can't promise results?

For both of these, I've got you covered.

In these pages, we're going to take a deep-dive into **how to design a program that clients will pay for AND gets them extraordinary results**.

Now if you're someone who is really concerned about your clients' results, I want to say THANK YOU and I commend you.

It's really important to pay attention to the results your clients are getting, and not just for the obvious reason – which is, of course you want them to succeed, and you want to be in integrity with what you offer.

## Here are 3 reasons why it's SO important to design your program with your clients' results in mind:

### **1. When your clients go into a program and don't get results, their confidence is shot.**

This actually impacts their ability to get results later.

It's important to remember that before even coming to you, your clients have tried and failed many, many times. Why? Because change is hard!!

One key element in getting results is your clients' CONFIDENCE. With each perceived failure, a person's confidence in their ability to get the change they want is diminished. And of course that is not what we want.

### **2. The second reason it's so important is that when your clients don't get results YOUR confidence is shot.**

You slip into self-doubt, questioning the worth of your work, discounting, not putting yourself out there... this obviously affects your income potential!

On the other hand, when your clients DO get results – magical things begin to happen in your business.

Your confidence SOARS – which is magnetic.

You get referrals – the absolute best kind of marketing engine to have.

You get testimonials – which equates to money in the bank.

It elevates you as a business owner in every way. And let's face it – being a witness to your clients' transformation is SO gratifying! It's what we're doing this for!

### **3. The playing field has CHANGED.**

6 years ago when I decided to become the go-to expert on high-end programs, nobody was really teaching about it. In fact, not many people were offering high-end programs.

These days, everyone and their Mom claims they can teach you how to create a high-end program, and there are a ton of people out there marketing high-end programs. The problem is, we see a lot of programs that fall short in substance and results.

Calling this out may not be popular, but it has to be said. Because we hear from many people who go into high-end programs with a ton of excitement but didn't get the results they wanted or were really disappointed with the quality.



And that's a problem.

The personal growth industry is now over 11 billion dollars annually – in America alone. We are starting to see the fruits of our efforts to change the consciousness of the planet. Which means it's becoming even more important to hold ourselves to the highest standard of delivery.

Now of course nobody sets out to create a program that is poor quality. I've just noticed that very few people talk about how to get clients results. So of course you might think you can just deliver some content, have some Q+A calls and a Facebook group and call it a day. But that is a recipe for a lot of unhappy clients.

There's also a lot of talk out there about competition. We hear things like, "There are soooo many people doing what I do. How do I set myself apart?"

Let me give you a power tip. **Your biggest competitor is NOT whoever you perceive as your competition. It's your clients' own INERTIA, and lost faith due to having tried and failed before.**

Years ago one of my colleagues said to me, "Elizabeth, if you want to double your income and impact, pay just as much attention to your clients' results as you do to the marketing."

That's a tweetable: *Pay just as much, if not more, attention to the results than the marketing.*

Can you imagine what would happen if we all paid just as much attention to our clients' results as we do the marketing?!

We would create a supernova of transformation!

We want our clients to get results because that's what they're investing in, and because not only our confidence but our reputations are at stake. Results MATTER.

So let's talk about HOW to make that happen. Be sure to download the template at the end of this document and print it out and get ready, because this is a game changer for you with your high-end programs.

Let's get started!

## ***"I added an extra 5-figures to my bottom line"***

*Before Platinum Program Secrets, I'd spent tons of money trying to 'figure out how to make money with programs' to no avail. I was a one-to-one service provider and desperately wanted to funnel my knowledge in a leveraged way, but everything I tried (for 8yrs.) just wasn't working. I was beginning to lose my confidence even though I KNEW I had much to share.*



*Platinum Program Secrets changed all that, by walking me through the whole process, step-by-step, of an effective and powerful program. In very short order I was able to get exquisitely clear on who I wanted to serve and why. I also learned why high-end programs work so well, which was a 180 for my thinking. People get better results, are more engaged, and WANT to be taken care of in the ways I was learning to do in the program. So I went for it, and I'll be damned if Elizabeth wasn't right (she usually is)! I sold several high-end programs (my first ever) and it was magical. People said 'yes' exactly for the reasons I was learning and it was a pleasure to work with them in this way. In a few short months I added an extra 5 figures to my bottom line. I was hooked.*

*Now my business is growing every day and even more importantly I've grown! Even my one-on-one clients have benefited from my clearer voice. I'll use what I've learned in this program forever. It's a core tool that I now see I can't be without as a transformational healer/leader. I'll continue to create effective programs, make great money getting great results with people, all the while working at a ease-filled pace, SO exciting!*

**Laurie Morse, L.Ac.**

Return to Love Mentor  
ArtOfReturningLove.com

## The Path of Change in a Transformational Program

Want to know one of the biggest reasons why clients fail in a program?

Because they quit!! They come up against their stuff, and can't move through it.

Is that their fault? Are they supposed to NOT come up against their stuff?

No! Clients will come up against their stuff. It's part of our role as transformational leaders and facilitators to help them through it.

When your clients enter a transformational program – whether it's for health, wealth or relationships – they will be going through a process of change.

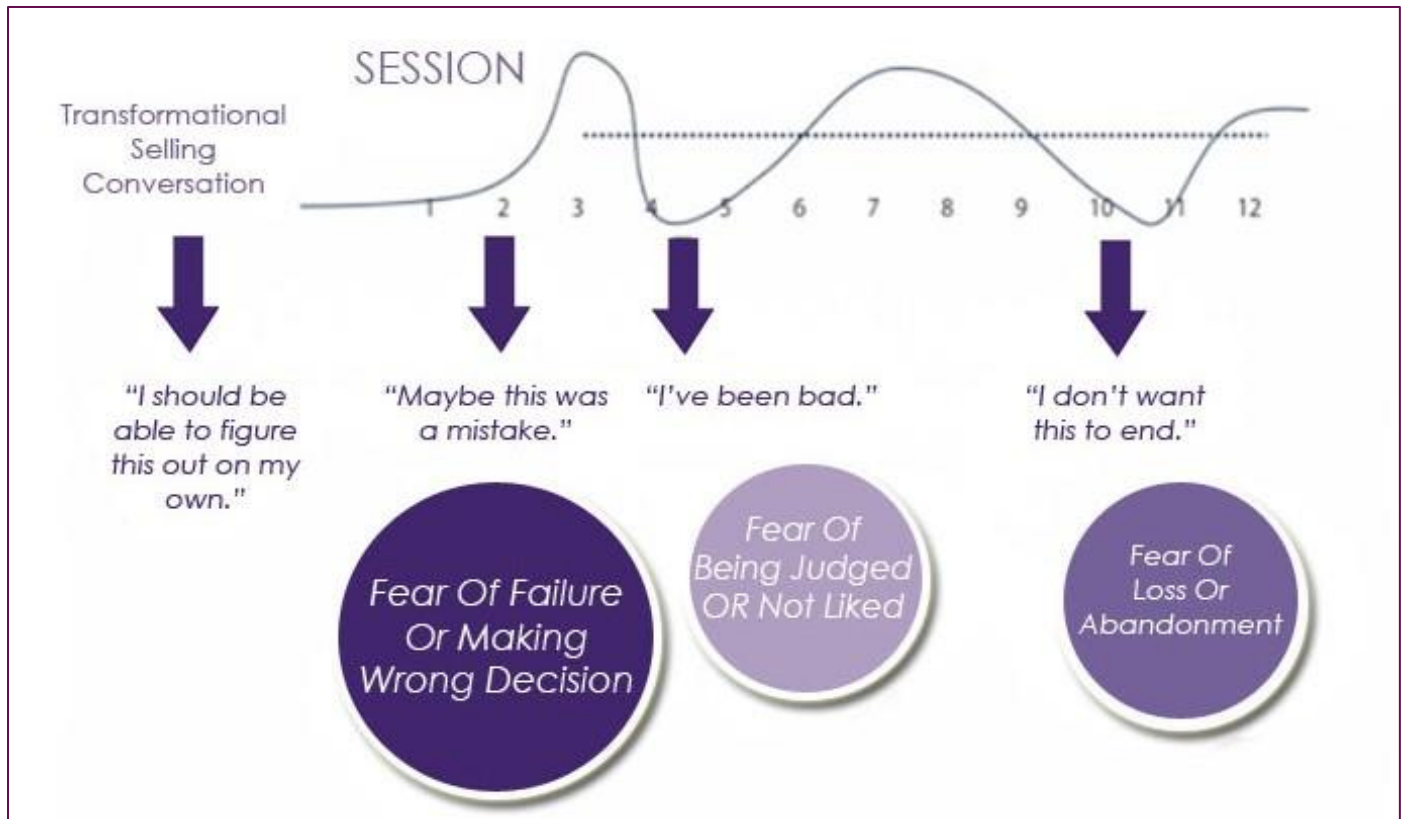
That path has its own markers and milestones. The high points and low points are actually predictable.

With awareness of this journey, you can help them win.

In the low points, instead of taking it personally and wondering what you did wrong, you can give them extra support from a neutral, loving place. And you can design your program to account for all the bumps that come up along the way and keep them from letting themselves down or quitting out of your program.

Here's a helpful visual of the path...

## The Arc of Change in a Transformational Program



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This concept was created by two of my dear friends, Stacey Morgenstern and Carey Peters of Health Coach Institute, the world's most effective health coaching school. *Thank you, Stacey & Carey!*

What Stacey and Carey so beautifully articulated here is the places a client will likely want to back out or disappear from your program.

(NOTE: This timeline is for a 90-day program, but the core concepts apply to a longer program.)

First thing we want to consider is WHEN does your role as high-end program leader actually begin? The answer is, in the enrollment conversation or interview.

Every step of the way, your client is excited and *wants* transformation, but they are loaded with doubts, fears and even shame.



If you handle this well and clients sail through it, they are going to be on the UPSWING. There is a momentum that comes from starting new. The doubts disappear and they are excited. Until...

... the first time they “fail” or experience a setback.

In that first interview, which what we at Goddess Business School® call a Transformational Selling Conversation, they are thinking, “I should be able to figure this out on my own.”

It’s our job to support them through that so they can say YES to themselves.

**Here’s a power tip:**

If you want to sign on more clients no matter WHAT level of program, make how you SHOW up in the Transformational Selling Conversation more important than if they SIGN UP. If you show up from a place of connection, love and leadership – and make your ONLY attachment whether or not they change their life, whether it’s with you or someone else – you will sign up more clients than you know what to do with.

Now, in a high-end interview, how you show up in that conversation sets the stage for the entire program. Leadership is crucial so your client feels safe and confident in saying yes to you.

Once your client has made the leap and stepped into your program, they are excited about the possibilities. Again, they want the change.

AND – at the same time, there is doubt. They are wondering, “*Did I make the right decision?*” and “*Maybe I made a mistake.*”

You may have heard that we buy based on emotion and then want it backed up with fact. Your client has said YES with her heart, but then her left brain is coming in and asking questions that cause her to doubt.

*What’s really happening here is her fear of failure has kicked in.*

This can happen immediately after she steps in. Indeed, you may have had the experience of a client backing out the day after they sign up.

What you might not know is that this fear of failure (and “maybe this was a mistake”) can hang around all the way through the first few sessions of your program.

***"I quickly earned my investment back and generated \$9,500 from three new clients in two days!"***

*Platinum Program Secrets completely transformed my life and business by teaching me how to confidently raise my fees and gracefully sell high-end coaching programs to parents. She also helped me develop a platinum business coaching program that teaches other women how to profit from their passion for empowering young women and girls.*



***Soon after implementing her system, I quickly earned my investment back and generated \$9,500 from three new clients in two days!***

*The program has paid for itself many times over and I now have the tools to create a cash infusion whenever I need or desire money. **Just a few days ago, I enrolled two new clients in less than 24 hours and generated what I used to make in one YEAR when I was working full-time and running my nonprofit!** I am blown away that I used to stay up all night for weeks writing grant proposals that often went unfunded, and today I can have one sales conversation and sell a 5-figure package to a new client that I'm excited about working with. I even have a waiting list for my programs and high-end clients around the world as far away as Europe, Africa and the United Arab Emirates!*

*I have invested in countless coaches and countless training programs over the years, and Platinum Program Secrets is the one that helped me get unstuck quickly and create money breakthroughs that freed me from the exhausting pursuit of unpredictable donations and grant funding! Without a doubt, it's hands down one of the best investments I've ever made in my business!*

**Carla Stokes, Ph.D., M.P.H.**

Teen Health & Behavior Expert and Success Coach for Women and Girls

DrCarla.com

If you handle this well and clients sail through it, they are going to be on the UPSWING. There is a momentum that comes from starting new. The doubts disappear and they are excited. Until...

... the first time they “fail” or experience a setback.

What happens so often when clients hit a bump? They experience shame. The internal conversation is some form of, “I’ve been bad.”

(Women especially are prone to this. Their fear of being judged or disliked comes in.)

Nobody wants to feel shame or judgment, so that “I’ve been bad” feeling can turn into them saying, “This program isn’t working for me.” Clients can pull back, disappear, stop paying.

If you’ve ever run group programs and found that half your group vanishes one-third of the way in, this is one very likely reason why!

This is a HUGE hurdle and one of the biggest reasons why clients fail in programs. *The client hits this wall, the coach or mentor takes it personally, and they both pull back.*

The great news is... once you get through this, the real work can begin or continue. In a properly designed program, clients settle in and begin to do the work. Their situation starts to shift. They experience wins and their confidence soars!

Now here’s what’s interesting...

As the completion of the program approaches, some nervousness and fear kicks in again.

They don’t want things to end, their fear of loss or abandonment steps in and they wonder how they’ll go it alone.

Which of course opens up an awesome opportunity for you to give them more support. This is the perfect time for YOU to offer them the next step with you!

Now that you understand what’s going on underneath the surface with your clients, let’s look at what to put INTO your program so clients are supported the whole way through and get the results they want.

***“Created an additional \$20k (and growing)  
income with less stress!”***

*Prior to working with Elizabeth, I had a thriving coaching practice; however, my service delivery was given primarily through 1-Day Intensives. The problem I was experiencing was overwhelm from over-delivering because I was trying to give ALL of my knowledge and coaching within the 7 hours I had with my clients.*



*Receiving the training, templates and step by step system from **Elizabeth allowed me to create 90-day and 6-month Private Platinum Programs which supports both my clients and myself at a much higher level.** PLUS I was still able to include the adored 1-Day Intensives in my new packages.*

*To date, I have created an additional \$20K (and growing) in new income with less stress since implementing new strategies, and **the best part is my clients are receiving amazing results in income, influence and impact as well!***

*Thank you, Elizabeth, for empowering me in my divine mission of “Living Into Your Greatness, Making Fabulous Income and Creating an Extraordinary Lifestyle that fully supports me (and my clients) in creating a spiritually AND financially rich life.” You are a Goddess!”*

**Tara L. Travis**  
Personal Growth & Business Design Expert  
TaraTravis.org

# What To Include In Your Program So That Your Clients Get Great Results

So, let's take a look at what to put in your high-end program so clients love it, are supported the whole way through and get the change they came for.

In addition to this document we provided a template at the end of this report, that you can fill in as you go along... to design your program here on the spot!

## 1. Choose Your Hot Outcome.

This is the RESULT that your program is designed to deliver. What is the transformation your clients will experience?

For example:

- Breaking free from emotional eating
- Losing 50 pounds or more.
- Restoring the passion and connection in your marriage
- How to build a successful business in 20 hours per week
- Create your first 10k month

A big reason why clients don't get results is that they don't KNOW where they are going.

*If a client doesn't know where they are going, they cannot get there.* An unclear outcome is also the #1 reason why people don't sign up for programs. If you're having any kind of trouble enrolling clients, this is where you should look.

When people hire you, they hire you to solve some kind of a problem or achieve a specific result – yes, even if you are a generalist!

So get clear on the problem your program is going to solve and the outcomes your clients will get when they stick with it.

## 2. Create Momentum

The second step is to include something in your program that will create MOMENTUM.

Remember, when a client steps into your program, they are coming in with excitement... AND fear. They think that they should be able to do it on their own, AND they are secretly afraid that they made a mistake.



So it's imperative that you start STRONG with your client. You want to reassure them that they made a great decision to invest in themselves through you. You want to dial down the fear, and turn UP the momentum to get them into action and give them a feeling of accomplishment.

If clients see that they are getting results here, they gain confidence and excitement that can carry them over the initial "wall" and into the actions they need to take ongoing to create change.

This is why weight loss programs include some kind of "kickstart" or "see results fast" part of the program. If you lose 5 pounds in the first two weeks – which is an accelerated weight loss but perfectly safe at the beginning – you are going to be psyched to keep going. The same principle applies in other transformational programs.

So here's a tip. Include some kind of deep-dive experience with you, such as a 1-day or half-day intensive. And in this deep-dive have them create a specific outcome or mini-result.

For example, for years when I mentored clients on high-end programs privately, I included a 1-day intensive where we design their program and exactly how they are going to fill it. They leave the day with a program they can enroll immediately. And they are so excited, they forget all about their fears and are ready for the next step – which is to sign on clients!

### **3. Ongoing Work With You**

The third thing to include in your program is ongoing work with you.

This could include private calls or sessions, Q&A calls, or mastermind calls. For private clients, it's going to be private calls, or sessions if you're a hands-on healer.

You also want to remember what I call the "3 touch points" rule.

Years ago when I designed my first programs, I made a big mistake in that I only scheduled calls twice per month. *Let's just say that an uncomfortably large number of people stopped showing up.*

Why? Because it was just too much time between calls!

A big reason why people fall off is that there is just not enough engagement with the program. Your clients are super-busy and have a ton of things in their private lives to pull them off track.

Now, that said, you don't want too many touchpoints, however, or clients get overwhelmed. We have found that 3 touchpoints is a great balance for most people. A "touchpoint" could be a call with you or a session.

If you are releasing your content over time, it can be the release of a content module. It can even be an accountability check-in on your Facebook group. Something that keeps people on their path.

#### **4. Step-By-Step CONTENT.**

Clients want how-to information, and they want to be shown what to do. So include step-by-step content with your program.

This can be in the form of topic calls, webinars, videos – or our favorite, done-for-you materials including checklists, templates and scripts to make taking action a breeze.

**POWER TIP:** One of the things that has really elevated our programs is including an Action Plan in the content. We include a step-by-step action plan in every one of our programs.

This makes it easy for our clients to see where they are and how they stay on track. It also makes it easy for our coaches. They can see where people are and check in on the action plan in each session. Our clients love this!

#### **5. BONUSSES and EXTRAS.**

High-end clients LOVE bonuses and extras, and when chosen well, bonuses can add a LOT of value to your program without taking up a lot of your time.

Also, well-chosen bonuses are a key component of your overall offer.

Let me clarify what I mean by "offer." One meaning of the word "offer" is what we discussed before – the TRANSFORMATION you provide.

Here I am talking about *program components* – content modules, number of sessions and so on.

*The right bonus offered at the right time can help the right clients make the decision to say YES.* (You may have had that experience of signing up for something because you wanted a certain bonus!)

Bottom line, you want your bonuses to be IN ALIGNMENT with the OUTCOME you are delivering. Instead of feeling like you have to include everything under the sun to make it "worth it," include bonuses that related to the transformation and can accelerate your

clients' results. That way, they won't feel overwhelmed. Your clients are actually paying for simplicity. Less is more!

Also, use bonuses strategically. Include a bonus that you will deliver when your client is going to hit their wall. For example, in a 12-week program, week 4 is where a client will start to slide. So a weight loss coach could include a cool bonus like a gift certificate with a personal trainer, to be used at week 4.

With those 5 components, you are on your way to designing an awesome high-end program that your clients will happily invest in and that creates great results!

***“More money in six months than I made in a whole year of my most well paid corporate job!”***

*Before working with Elizabeth I had a few coaching clients and was supplementing my income by from teaching local classes. In total I made about \$500-\$2,000 a month and I didn't know how to get more clients or how to shift my business into something more steady.*

*Since I joined Platinum Program Secrets I created more money in six months than I had in a whole year of my most well paid corporate job. **Last month I brought in over \$8,400!***

*My business is now a streamlined flow of new clients and continuation of bigger projects. **I am now conscious of how to attract clients, and the enrollment conversation style that I learned from Elizabeth will be used by me for a lifetime.** I have 32 people in my high-end group program and have three Diamond level coaching clients. I absolutely love how I spend my days and who I work with.*

***What I learned in Platinum Program Secrets is priceless** and will grow with my company. I have my marketing mapped out for the next quarter and am supported by an assistant to get it all done. I finally feel like I run a real business... I know that I can do this, and that is so liberating!”*



**Rachel Archelaus**  
www.sephyrus.com

## **The High-End Program Secret Sauce: 3 extra elements you can add to your programs right now to dramatically boost the results your clients are getting.**

### **Secret Sauce Element #1. Your Expectation**

Want the ultimate secret to helping your clients get amazing results? *Expect them to succeed!*

This may sound obvious but this is actually something a lot of entrepreneurs miss.

When clients aren't succeeding, or more likely, not achieving results on YOUR preferred timeline, it's so easy to make it about you. It's tempting to take it personally or wonder what you are doing wrong.

But remember that they are going through a process that is THEIRS. They have tried before and failed. They may have said yes to your program despite feeling on shaky ground, confidence-wise. *They need to believe in YOUR belief in them.*

They need YOU to hold them as powerful, especially when they cannot see it for themselves.

Your clients will mirror and respond to your energy. So don't let a client's lack of confidence in herself affect YOUR confidence. You get what you expect. Expect clients to succeed, and they will rise to the occasion.

### **Secret Sauce Element #2. Transference of responsibility.**

Clients not getting the results now?

A big reason why might be because you're taking on all the responsibility for THEIR results.

When one of our clients says to me, "Elizabeth, I can't promise results" – 99 times out of 100, they are making themselves responsible for their clients' outcomes.

The truth is, you can't promise results. Nobody can. Results are always contingent on your client doing the work. That is entirely up to them.

Your role is NOT to do the work for your client. *Your role – and your responsibility – is to create the conditions in which clients can do their work and be successful.* Use these strategies I've been sharing with you and you will do just that!

What you can and should do is make a Bold Claim that you can live up to. For example, in our Platinum Program Secrets training, we give clients everything they need to create, market and fill their program in 60 days. That's a bold claim, but it is one we've lived up to for the past 6 years. We can't do anything for clients who don't take action, however.

Taking on responsibility from your clients is coming from a place of needing to prove yourself and wanting to be liked. Instead, clients need you to be the leader. They need you to say: Hey, YOU need to own your transformation. I will be with you, and I will help you, but YOU need to do the work.

The moment you get clear on this in yourself, you will very quickly see it reflected in your outer world. Instead of attracting needy clients who tell you that you aren't doing enough – you will sign on clients who take full responsibility for their outcomes and are ready to do the work!

### **Secret Sauce Element #3. Accountability Structures**

One of the BIGGEST problems I see in this industry: people are sold high-end programs and then left to flounder on their own.

(I can REALLY get on a soapbox about this; everything we offer in our company, 7-Figure Goddess, LLC, was intentionally designed to be the alternative.)

Examples of accountability structures are homework assignments that you follow up on at each session. Accountability buddies in a group program are another great tool.

One of our favorite tools is a weekly or monthly accountability journal or check-in form that you can have your clients complete to update you on their progress along the way.

As said in the last report, one of the PRIMARY reasons why people invest in high-end programs is the *accountability* to get it done. They know they can't do it on their own. So build accountability into your program.

So now you know WHY your people will invest in a high-end program (that's report and video 1) and today you learned exactly what to put in your program to deliver extraordinary results.

Now it's time to get out there with your program!



***"I enrolled 4 clients into my new 6-month platinum program and generated \$24,000 within a matter of weeks!"***

*When I stepped into Elizabeth's first Platinum Program, I was just starting to transition out of offering my coaching for a few hundred dollars a month. I understood the concept of Platinum but had no idea how to implement it within my business. My confidence was wobbly and I was unsure of myself.*

*Almost immediately, I enrolled 2 VIP clients for \$2400 total. That felt like a great success – and it was only the beginning!*

***Toward the end, I enrolled 4 clients into my new 6-month platinum program and generated \$24,000 within a matter of weeks!***

*With Elizabeth's brilliant guidance, I had easily made in 2 weeks what I used to bust my butt to make in a year!*

***That experience was life-changing.*** *It provided the foundation of all the success I've experienced in my business since. Aside from the fabulous income, it confirmed for me that my ideal clients want and will pay for what I have to offer and that I can recreate similar success over and over. Confidence like that is priceless! If Platinum is the path that's calling you, Elizabeth is hands-down the best mentor to learn it from."*



**Susanna Maida**  
ReweavingTheWorld.com

In a couple of days, I'll be back with the *7 Steps To Your First - Or Next - Sold-Out High-End Program*, where I'll be walking you through our proven process to market and fill your program with amazing clients, and how to repeat that process over and over for the life of your business.

I can't wait to share these steps with you, so please keep an eye out for the announcement about that!

I hope you got tremendous value from this training. I'd love to hear what Goddess Winks or A-ha's you're taking away. Please **post a comment on our video page** and let me know what stood out for you. I would love to hear your answer to this question:

*What's your #1 biggest question when it comes to designing your high-end program?*

See you again soon!

Love, magic and massive success to you,

A handwritten signature in black ink that reads "Elizabeth". The letters are cursive and connected, with a stylized 'E' and 'z'.