

THE REAL “SECRET” TO LANDING YOUR FIRST \$10K DEAL

It's not finding clients. It's becoming the obvious solution to one expensive problem.

High-end clients don't buy services. They buy **relief from expensive problems.**

So the shift is this:

Stop presenting yourself as a service provider.

Start presenting yourself as a **fix for a revenue or growth leak.**

1. YOU DON'T “LOOK FOR CLIENTS” — YOU LOOK FOR MONEY LEAKS

Most people scroll for “businesses that need design.”

Wrong lens.

Instead, look for:

- Brands running ads but weak landing pages
- Businesses with strong demand but weak branding
- Companies with inconsistent visual identity
- Founders actively scaling but visibly unstructured brand systems

These are not “clients.”

These are:

companies already spending money and losing more than your fee in inefficiency

That's your entry point.

2. YOU DON'T PITCH SERVICES — YOU NAME THE PROBLEM BETTER THAN THEY CAN

High-ticket clients don't respond to:

"I do branding / design / strategy"

They respond to:

"Here's the thing costing you conversions right now..."

Example shift:

Instead of:

"I design brand identities"

You say:

"I help businesses fix the gap between their traffic and their conversion so they stop paying for attention that doesn't convert."

Now you're in a different category entirely.

3. THE \$10K TRIGGER IS NOT YOUR SKILL — IT'S THEIR PAIN LEVEL

A client pays \$10K when:

- The problem is expensive
- The risk of ignoring it is higher than your fee
- You are the clearest path to solving it

So your job is not persuasion.

Your job is:

making the cost of not working with you feel bigger than the cost of working with you

4. THE ONLY OUTREACH THAT WORKS AT HIGH TICKET LEVEL

Forget "Hi, I offer services..."

This is the only structure that consistently converts:

Observation → Cost of problem → Simple insight → Soft invitation

Example:

"I noticed your ads are strong, but your landing experience doesn't match that quality. That usually means you're paying for clicks that don't fully convert. There's a simple way to tighten that gap if you're open to it."

No begging. No pitching. Just clarity.

5. THE REAL CLOSING MOMENT (MOST PEOPLE MISS THIS)

You don't close with:

"Do you want to proceed?"

You close when they start thinking:

"This makes too much sense to ignore."

That happens when:

- You quantified their problem
- You simplified the fix
- You tied it directly to revenue or loss

At that point, the close becomes almost passive:

"Want me to map this out properly for your brand?"

6. THE UNSEXY TRUTH ABOUT \$10K DEALS

Your first \$10K client usually comes from:

- 10–30 highly targeted conversations
- Not 100 random DMs
- Not viral content
- Not "waiting to be discovered"

It comes from:

repetition of a sharp message to the right type of business

WHAT ACTUALLY BLOCKS MOST PEOPLE

Not skill. Not market.

It's:

- Talking too much about themselves
- Selling deliverables instead of outcomes
- Pitching before diagnosing
- Chasing low-quality leads because they feel easier

FINAL REALITY CHECK

There is no guaranteed hack.

But there is a reliable path:

Find businesses already losing money

Describe their problem better than they can

Show a simple path to fix it

Stay consistent long enough for conversations to stack

That's it.