



MY EASY UPSELL SCRIPT

BECOME A HIGH-END COACH TODAY:
UPGRADE YOUR BEST CLIENTS ON
YOUR NEXT COACHING SESSION





MY EASY UPSELL SCRIPT



Hi, I'm Lira Kay... an International Best-selling Author and Speaker and a founder of School Of Inspired Life, a training center for coaches, healers and consultants, who want to make a global impact and monetize their gift and expertise.

My **Easy Upsell Script** allows my amazing clients 10X their fees and start charging their worth within just a few weeks of working with me.

Without it, you'll be doomed to endlessly hustle for more clients, generating leads, paying for ads, being away from your family, feeling underpaid and unappreciated for the brilliant work that you do.

With it, you can relax into doing what you truly love, coaching most amazing clients, who treasure your input and are willing to do the work and get outstanding results. Creating a 6-figure business with working only 2 hours per day can be possible for you too!

With huge respect and gratitude for your work in the world,

Lira

MY EASY UPSELL SCRIPT



My Upgrade Script will give you the exact steps to upsell your existing clients into your next level coaching packages within 15 min or less, so you can triple your fees with integrity and confidence.

**RESPECT YOUR
GIFT AND YOUR
WORK, START
CHARGING
YOUR WORTH.**

YOU WILL LEARN:

1. HOW TO MAKE A PROPOSAL

I will give you my special script to make an irresistible offer to your best clients to hear back the sure "Yes!"

2. QUESTIONS TO AWAKE THE DESIRE TO UPGRADE WITH YOU

How to pre-sell your high ticket program using my exact questions that get your client very excited to step up for themselves.

3. MY MIRACLE TOOL TO LET GO OF YOUR SELF-WORTH ISSUES

I'll give you a highly effective psychotherapeutic tool I developed over 30 years of working with thousands of people, to help you heal your ability to receive high fees for your work.

4. 3 WAYS TO SIGNIFICANTLY RAISE YOUR FEES PER HOUR

I'll give you my exact steps that allow my clients to 10x their fees and get their first high ticket clients within the first 2 weeks of working with me.



MY EASY UPSELL SCRIPT



Hey, guess, what! It's you and other 90% of freshly qualified coaches.

Only 10% succeed in making money selling their coaching. And out of these 10%, 67% make only \$30,000 per year.

HOW CAN I GET BACK WHAT I PUT IN?

"It seems like I am always working, hustling to get clients, only to give them 2 hr strategy sessions for free and then they don't sign up."

"I made a vow to charge very little, so everybody in need can afford my services... and yet, even at that low price nobody's buying my offers!"

"My husband gave me an ultimatum, I must have something to show for all the hours I take away from my family to run my coaching business. I must pay off all the money I borrowed Invest in my business. If I don't do it in the next 6 months, I would have to pack up and stop calling myself a boss-mama."

"I became a coach so I can change the world, and in reality I babysit less than motivated clients, who always have an excuse or two not to implement my program. I wish I had clients like myself: highly driven and determined to get results and excited about their success!"

Gosh! I've been there!

Embarrassment was just painful.

I started resenting my family, my husband and friends asking me, when all my investments into my coaching business will pay off.

I started resenting my clients for not getting results faster or being more grateful for how much I sacrifice to make them succeed.

I started resenting networking, marketing on social media, writing posts. No matter how much I learned about getting followers, I was stuck with barely making it in business.

I avoided looking at my bank account, because my heart just sunk from even thinking about money: if I don't change my situation now, I will close down my shop and admit, entrepreneurship just isn't for me!

I thought something must wrong with me, because even with all of the studying and hustling I still wasn't making it as a coach.

continued....



MY EASY UPSELL SCRIPT



However, for most coaches getting paid their worth is just around the corner.

One little tweak in **HOW they PRESENT** what they do can make the biggest difference.

Here is my training that shows you how to present your offer on the sales call and in your marketing videos to get *"Yes, I want it, no matter how much it costs!"* response.

You deserve to receive for the brilliant work that you do for others.

I will gift you the exact steps to upgrade yourself into the high end coach status, uplevel your services and upsell your existing clients.

These exact steps allow my clients to triple their fees and sell their coaching at their new price straight after this specific training session with me.

Sofia, just like many of my clients, is a real expert, with PhD and a long list of trainings and certifications under her belt, went from selling \$100 sessions to selling a \$7,000 program, cutting her working hours in half.

She upgraded all of her clients and started charging \$350/hr. 2 months into Certification she reached her first 5-figure month and celebrated by taking a luxurious trip to Greece with her husband.

Hafrun, invested heavily in her business, working with fancy coaches and joining expensive masterminds, but couldn't get her coaching business going for over 4 years.

She doubled her income with me every week, and then sold her coaching session for \$888. She said, "People faint when I tell them how much I charge now!"

Faith, an amazing activist and attorney, came to train with me to become a coach.

She sold her first ever 60 min coaching session for \$500 and then, just a month later, got her first \$10,000 client.

90% of my Advance Certification clients sell their first high ticket offer within their first two month of working with me. Another 10% catch up in the next 5 months or so, given they implement what I teach.

I know that these kind of results are very unusual. Most coaches out of coaching schools are still giving away free sessions and coaching their friends and family for testimonials.

What I teach goes against the grain of what most coaching, marketing and sales gurus tell you to do.

ARE YOU READY TO DIVE IN?



MY EASY UPSELL SCRIPT



WARNING:

To implement my strategies you must commit to respecting yourself, your work and your time. This is not a magic pill. You must let go of the idea that you are not worth it or that people would not pay for the value you provide.

I am asking you to seriously step up for yourself and your family.

YOU deserve to get paid your worth!

Your family, your children (if you have any) deserve to have a mother who is a role model, and knows exactly what self respect and self love looks like.

I get, that your life had been hard, and you saw so much evidence of other people, and maybe even yourself, failing and struggling to succeed...

BUT NOW IS YOUR TIME TO STEP INTO YOUR POWER!

I am not afraid to call you out on all the BS and excuses you had until now...

I have full confidence you can do it...

It's time to let yourself free!

It's time to serve at your highest!

It's time to show the world what you can you do!



MY EASY UPSELL SCRIPT



1. HOW TO MAKE A PROPOSAL MAKE AN IRRESISTABLE OFFER

Your next level program must make total sense for your clients. How is it better, faster, or more effective than the previous one?

Here is a special Checklist to Bulletproof Your High End Offer...

1) List 3 extra benefits of your high end program:

- 1
- 2
- 3

2) 3 reasons why your high end program will create results for your clients faster than the previous one:

- 1
- 2
- 3

3) 3 reasons your clients would continue working with you, instead of hiring another coach or going into another program:

- 1
- 2
- 3

Ninja Tip: on your first sales call tell your prospect that your best, most talented clients upgrade with you as soon as they gain momentum on the lower end program. Then they will feel privileged to be invited to work with you at the next level.

EXAMPLE:

One of my beautiful clients a spiritual health coach, in her coaching school created a 12-week holistic healing program she was told to sell for \$600. The program had 12 steps in it and approached a client's issue from all different angles. (She couldn't sell it after trying for the whole year and doing all sorts of free FB challenges and free groups).

After doing my Advanced Certification she learned how to use powerful healing methods that heal the client's deep issue, and as a result affected 12 areas of her client's life.

In 3 weeks she created a \$2,500 program, that only had 4 sessions in it, and her client tripled his income and lost almost 40 pounds after 30 days of working with her.

MY EASY UPSELL SCRIPT



2. QUESTIONS TO AWAKE THE DESIRE TO UPGRADE WITHIN YOU

PRE-SELL YOUR NEXT LEVEL PROGRAM WITH THESE POWERFUL UPSELL SCRIPT QUESTIONS

You can ask these questions on your next sales call.

AND you can pose and answer these questions in your next marketing post or your FB live. Either way, your clients get very excited to continue working with you after this!

1. How so far I had helped you to achieve your goals?
2. What were the highlights of being on my program?
3. What could you achieve if you had more quality time with me?
4. If you could get hold of these XYZ bonuses would you be able to get even better and faster results?

NOW LET'S BREAK IT DOWN...

1) On your sales call, or at the end of your next session with your best client, ask them to give you a lot of praise for your work. The first two questions do exactly that.

2) The next two questions preview your next level program.

"Will your high end program allow more private time with you?"

"Will it include special bonuses, you know, your clients, desperately need, and will buy from somebody else?"

"Are those bonuses worth as much as your main high end program?"

EXAMPLE:

One of my superstar clients, went from selling \$150 fitness sessions to creating a \$10,000 offer.

As she started working with me and we tweaked her marketing message, she started attracting celebrities and politicians wanting to work with her privately.

She offered exactly the same benefits (work and life balance) but completely changed the delivery style.

Instead of teaching nutrition and exercising in a gym with her clients for months, she offered a retreat where her clients would immerse into a better lifestyle and embrace the new concepts of 'balanced life' in a matter of days.

Her bonus was her one year academy membership, that doesn't take her any extra time to deliver, as it is a group rolling-enrollments program with an online curriculum to follow.

Ninja Tip: You must have a powerful marketing that makes you omnipresent for your audience, including your existing clients.

MY EASY UPSELL SCRIPT



3 MY MIRACLE TOOL TO LET GO OF YOUR SELF WORTH ISSUES HEAL YOU SELF-SABOTAGE, PROCRASTINATION, AND ABILITY TO RECEIVE - LET GO OF YOUR SELF WORTH ISSUES

I know, you are a coach and healer yourself, and most likely, had done a lot of healing and mindset work. So I'll skip the basics!

On my weekly live calls, I give my clients, most powerful 15 min healings... this is why the kind of results I was talking about, become possible.

After working with thousands of people for almost 30 years as a healer, spiritual teacher and a therapist, I realized, that most self worth issues had originated in the childhood.

The self sabotage and procrastination are just a symptom of somebody who has a very conflicted relationship with their own ambition to succeed, and in how they go about it. My invitation to you is to go deeper, than trying to reprogram your brain or use positive affirmations to change your money mindset.

Look into healing your:

Motivation/desire/ambition/action - father issues

AND

How you do it/ease/creativity/spiritual gift - mother issues

THE MIRACLE TOOL I PROMISED IS THIS:

Keep promises to yourself! (As, perhaps, you father didn't, and you think it's ok, not to follow your dream, and, most importantly, not to follow up on your dream with taking required action)

If you ever feel like you don't deserve it, or that this world is a cruel place and nobody gets you and your gift...

If you feel entitled to abundance and feel that this universe owes you money, love and recognition, just because you suffered so much...

continued....

MY EASY UPSELL SCRIPT



Ninja Tip: it doesn't take years of therapy or mindset work. Transformation happens with a decision you make. Today is your day!

If you doubt yourself and keep it small, while secretly dreaming about playing big...

It all begins with facing the truth: you can't have something for nothing.

Taking personal responsibility for getting results, living your dream, is a great start.

Heal your Father Issues by becoming FOCUSED, DISCIPLINED and STRATEGIC in your business and your life!

Start loving yourself! (I am sorry, if your mother had modeled for you less than productive ways to get what you want.)

It's time to change your feeling, thinking and behavioral patterns.

Do you endlessly hustle to receive peanuts for your work?
Are you afraid to ask for what you deserve?
Do you think you must please people in order to get love and be accepted?

Well, if this strategy didn't work for you so far, here is my full permission and blessings to stop doing this.

Step back and teach yourself a better ways.

Heal your Mother Issues by learning from a BETTER ROLE MODELS, striving for EASE AND LOVE in your business and in your relationships.

EXAMPLE:

One of my clients, a talented healer and a homeschooling mom, had created a community of over thousand women on FB. She gave them free offers, run FB challenges and did FB lives 5 times per week for almost 3 years.

She came to me after doing her fifth summit, collecting another hundred subscribers onto her email list, knowing that it just won't work. So far none of her subscribers bought anything from her.

After a powerful 15 min Shadow Work process I did with her, she had an assignment to show up very differently in her marketing.

We strategically laid out exactly how to convert her audience into paying clients. And it didn't take endless work hours or extra investments into her marketing systems. She had stop hiding the most powerful side of herself out fear of being criticized and attacked.

Right after that video, she brought 10 women into her low entry program at \$500 for 4 hours of work and then she upgraded two of the women into her \$4,000 package, **making \$13,000 in just one month.**

She is now traveling full time with her family, doing healing sessions around the country, living her dream lifestyle on her terms.

MY EASY UPSELL SCRIPT



4. 3 WAYS TO SIGNIFICANTLY RAISE YOUR FEES PER HOUR

3 WAYS TO TRIPLE YOUR FEES THIS WEEK

a) Upgrade your existing clients. Make an announcement and an invitation 2 sessions before your low entry program had ended. Schedule a 15 min Upgrade Call.

On the call ask your client questions from my Easy Upsell Script:

Make sure to:

- get their value testimonial - results, highlights, personal praise to you as a coach.
- ask them what's missing to get their next goal achieved.

Make your irresistible offer.

b) Put your exciting clients in a group, showing them all the benefits of working in a group setting.

c) Automate your delivery - create an online curriculum/course/bonus - cut down on delivery hours, while staying in full integrity and get even better and faster results for your clients.

EXAMPLE:

Almost all of my clients upgrade with me. Some, who started with an 8-week course, are on their second year of School Of Inspired Life trainings.

I create all of my programs as a response to my clients' needs. As I work closely with them, I see exactly what they would need next and I provide them with their next level program. I specifically make sure that I apply the Bulletproof Your High End Offer Checklist I gave you.

1) Any of my next level programs would have BONUS courses that go deeper with the topics my clients learning.

For example, in my one year Be Phenomenal Mastermind my clients learn how to raise their fees and market and sell their programs, step by step, weekly implementing their trainings and assignments. They are creating a solid foundation for a 6-figure business.

And in Advanced Certification within 4 months their create a 100% guaranteed coaching program, based on their specific gift and skills, aligned with their spiritual purpose and also learn powerful ways to market and sell their program. **They can make 6-figures in just a few months, having the tools they have now.**

They don't need to pay for FB ads or use scripts because they actually understand what converts people every time they speak or show up on the video. **And they know how to close a 5-figure sale paid in full with full integrity and ease, because they had practiced with me and got direct feedback from me personally.**

Edie said: "Lira Kay truly is phenomenal. Before I started working with Lira my business was a side hustle, I only had a few clients, but was working long hours and undercharging for all the work I had done. As an introvert, finding and talking to new people was challenging and charging for my value was more so. Lira showed and taught me how to work and share my skills and strengths to the right audience.

By doing this my leads grew and now the clients I attract and work with are who I really want to be working with, and can compensate me for my dedicated hard work. I was able to leave my full-time job a few months after Lira and I started working together, so now I am able to commit fully to my passion and

continued....

MY EASY UPSELL SCRIPT



Ninja Tip: focus on the content of your transformational program. Ditch what you learned about creating some signature 12 step system (unless it's selling like hot cakes!), and get serious about providing 100% guaranteed results. Then you can charge at least \$1,000/ hr.

have doubled my income.

Without Lira I would still be feeling stuck in my prior profession. Lira's understanding, kindness, incredible knowledge and experience pulled me out of my shell and gave me an understanding of where I am headed and how to reach my biggest dreams. I can't thank her enough for all that she has done and highly recommend investing in her! You are guaranteed to see incredible results."

2) My private program is only 3 months, all together 9 hours of work for me, but because I actually create the branding and marketing materials with them right on the sessions, and strategize and practice and monitor their 5+ figure sales, my clients get the most incredible value super fast.

Also they create most radical transformations in their own personal life, too. I become not just a business coach for them, but also their life coach, healer and their spiritual teacher.

Candyce said: "My business coach Lira Kay is nothing less than extraordinary. We're on our 3rd session and magical things have been happening in my life. I live a miracle! Your coaching has pushed me up to major platforms I could hardly imagine!!! You are powerful and MAGICAL!!!!"

3) I am very aware what my clients already paid for and didn't get in other programs or trainings, so I make sure I don't give them fluff and instead only teach what had 100% worked.

Faye said: "Lira, on your program I got everything I couldn't get on any other coaching or business program, and more! You are the best coach I invested in."



MY EASY UPSELL SCRIPT

Do you have it in your heart to step up for your self and the people you came here to serve?

Are you ready to answer the calling, that prompts you stop being afraid of what others will say?

Let's begin with looking at your transformational program and see how exactly you can raise your fees **without adding hours of more work or some complicated systems of funnels into your business.**

Let's see how you can start working with a handful of amazing highly motivated clients, making **6-figures consistently and with ease.**

LET'S ELEVATE YOUR COACHING PROGRAM TO THE HIGH END STATUS!

CLICK TO APPLY FOR THE ELEVATE YOUR PROGRAM CALL NOW!



