



Go from
fine to **fab**[®]
**Money Mindset
&
High Ticket
Sales**



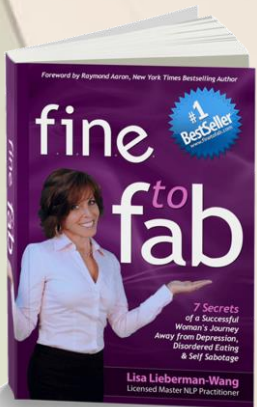


**Lisa Lieberman-Wang – CEO, F.I.N.E. to FAB, #1 Bestseller
Co-Creator of Neuroscience Neuro Associative Programming, N.A.P.**



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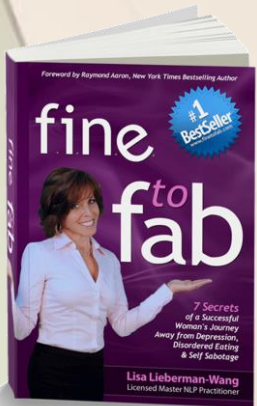
1. **Must Position Yourself as an Expert**
2. **Business Identity & Ideal Client**
3. **Communicate to Their Problem**



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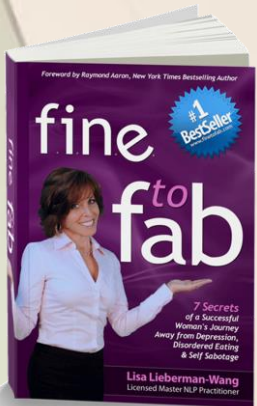
1. Must Position Yourself as an Expert

- It all starts with YOU!!!
- Invest in YOURSELF!!!
- Branding – Marketing Myopia
- Congruent and Authentic



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What makes you unique?



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N.A.P.
COACHING ACADEMY
Changing Lives Through The Art Of Neuroscience

Case Study



- **Before:** “In 4 months... **103 people** walk in my business and sales team made **7 sales, only closing 7%.**”
- **After:** “Lisa came in and evaluated my process and helped me refine the system and the methodology my team was using. In the **first week we closed 10 out of 11 people.** Just by implementing the strategies we learned we went from a **7 % closing ratio to 91%!**”
- On average clients stay with me for multiple years that means **just off of the 10 clients my business made an additional \$22k in the first year.**” As I follow the system and maintain a 91% close ratio. That would mean that **out of the next 103 people that walk in the door we could close 94 of them grossing another \$213,192 just by identifying and following a system.**
Rob, Cross Fit Gym Owner & Certified Professional Coach, Certified NAP & NLP Practitioner



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ONLY 2 Things You Need to Focus on to create a constant flow of perfect clients into your business...

- **Does this get me to my ideal client?**
- **Does this get me closer to my goal?**





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A competitive edge for women leading in the 21st Century

SPW

Lisa Liberman-Wang
Author of *fine to fab*

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2. Business Identity & Ideal Client

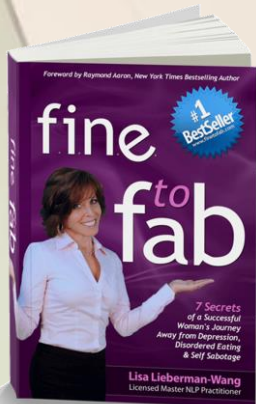
- **Based on your unique skills and experiences**
- **Gifts that allow you to serve at the highest level**
- **How can your skills and experience positively impact others?**
- **Who, What, Where, Can they afford you?**



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You sell to your fears & limitations.

What is a High Ticket Sale to You?



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Case Study



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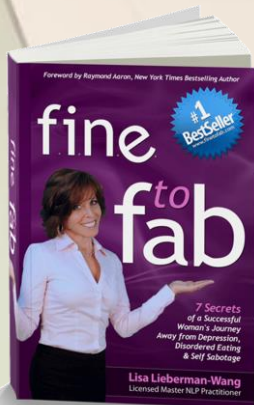
“Fine to Fab program has absolutely changed my life. Before I struggled with just about everything. My life went from a feeling of lack and fear to a life of abundance and choices. Down from a size 12 to a 6.”

Brenda K.

“I have made 400% more money this year than I had ever done in my own business of 15 years! Much Love!”

Brenda, Certified N.A.P. & N.L.P. Practitioner

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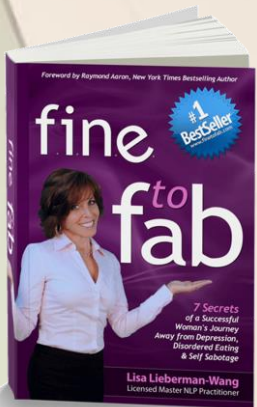


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Answer this Question for Your Client...

- “What keeps them up at night?”
- Pillow Talk



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Case Study



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“I didn’t think I needed the program. I would feel depressed, but I thought it was “normal”. I was a perfectionist & it caused challenges with my daughter. Today I’m happier, healthier, lost 40lbs. I doubled my income due to my increased self confidence. FINE to FAB radically transformed my life!” Yudy B.

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*“I left corporate to start a business in helping people coaching, counseling and reiki. In the last **two weeks** my **client base went from 3 people to 25.** I made in one month what used to take me 4 months in corporate.”*

Yudy B, Certified N.A.P. & N.L.P. Practitioner



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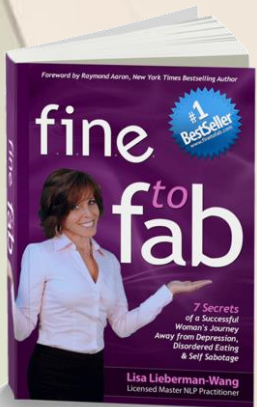
3. Communicate to Their Problem

- Sell **BENEFITS** to person working with you
- Not selling features and advantages
- **WIIFM**
- “**What that means to you is...**”
 - Needs, Wants & Nice to have



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- **\$60 million personally sales career**
- **Million Dollar Club in Direct Sales**
- **F.I.N.E. to FAB**
- **N.A.P. Coaching Academy**



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Case Study



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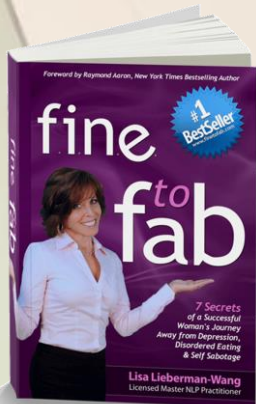
*“I’ve gained focus about where I want to go and how I want to get there. It’s amazing. I would recommend fine to FAB to **anyone who is looking for a breakthrough.** Any woman who is looking to be who she is supposed to be.”* Atha White, ND



*“As a Health Professional, NAP Coaching Academy program is **One of the Single BEST INVESTMENTS I ever made in myself and my practice.**”*

*“I stopped “undervaluing” my services and implemented the tools I gained in this program. My **first package sold was \$3500** for 3 months and it was simple. I “Just did it”.*

*In less than 10 days I increased the prices and generated over **\$21k.** By the end of the first month I had earned over **\$45,000.** This program is **PRICELESS!**”* Atha White, ND



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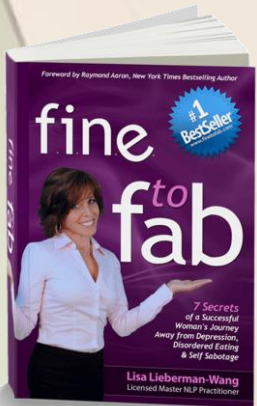
1. She positioned herself as an Expert
2. Got clarity on Business Identity & Ideal Client – Understood their pain.
3. Designed a program that communicated directly to solving their problem

Lead to High Ticket Sales
\$45,000 in her first month



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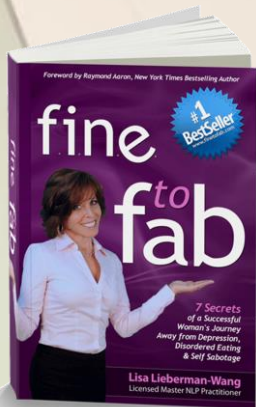
1. How will you position yourself as an expert?
2. What is your business identity & who is your ideal client?
3. Are you 100% certain you understand their biggest problem?



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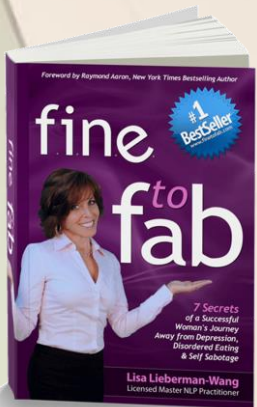
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Take the Next Step Right Now

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for a Strategy Session

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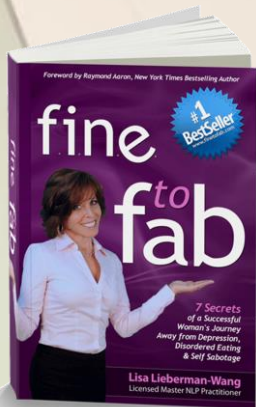


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