



The #1 Step You Can Take to Get
High-Paying Clients

by Emmeline Chang



Welcome!

I created this report because I see so many creative and transformational people who are working for themselves so they can do what they love—but **struggling with long hours, unstable income, and constant sacrifices to their personal lives.**

It doesn't have to be this way. It's possible to run a passion-based business with ease and joy. To bring in plenty of income. To have time for other juicy parts of life: people you love, long and delicious vacations, self-growth, play and fun and rejuvenation.



In this report, I'll share **the #1 step you can take to get high-paying clients**—and introduce you to **my signature system for creating a highly profitable business that's based on your passions and supports the life you want.**

This report is for you if

- You're a creative or transformational entrepreneur (you're writer, coach, healer, designer, body worker, etc.—or you have a business that expresses your passion and life purpose)
- You're always pushing to “make it happen.” You're either working on your business or worrying about your business
- You spend a lot of energy marketing yourself, trying to find new clients, and stressing about your income
- You wonder how to stand out—or how to get clients—when there are so many writers, coaches, healers, etc. out there
- You work a lot of hours to make the money you need. You're afraid to turn down work or fire clients who drain your energy because you need the income.
- You see a market where so many people like you are giving their services away for free or next to nothing—and you feel pressure to charge low rates or negotiate your fees downward

I feel passionately that it doesn't have to be this way. My mission is to support creative and transformational entrepreneurs to design businesses that express their passion and life purpose, bring in great income, and support a life they love.

My own journey

This has been a huge part of my own life journey. I'm a writer and life coach living in Brooklyn with an amazing husband and adorable son. I love our home, our life, my work. I'm grateful that my work expresses my life purpose, fills me with joy, and gives me time with my husband and son. But, this life—and my happiness—didn't just happen. It was a journey, with so much learning and growth along the way, and I want to share the benefits of that with you.



When I first decided to become a writer (back in college), I was paralyzed with fear. I wanted it so much, but I didn't know any writers and had no idea how to make money as a writer. For weeks, I lay in bed every morning, afraid to get up because I didn't know what to do with myself. When it came to my fiction, **I expended incredible amounts of energy avoiding my writing—and even more beating myself up.** (An ambitious project—with research on seven historical periods and multiple countries—didn't help!) For six years, I struggled to write three stories—without finishing a single one.

But from this struggle came a gift. I've spent the past two decades investing in myself and learning the practices—emotional, spiritual, business, and financial—that have made it possible to create a successful business and a life I love.

In the 2000s, **I created a writing and editing business, tripled its income, and designed the business so that I could live comfortably in New York City while working only half the year.** On my “off time,” I did research for my fiction, went away to writers' colonies for four and six weeks at a time, vacationed with friends and family, danced tango, enjoyed New York, traveled in Europe and Asia, and went away to spiritual retreats and transformational workshops—all while living comfortably *and* saving and investing money for the future.

As I connected to my heart and spirit, and as I learned new skills and practices, my life opened up even more. At one point, I joined a major Madison Avenue advertising agency and rose to become a VP leading a team of writers. I met and married an amazing man. I completed a draft of my story collection—while pregnant, launching a new product at the agency, building my coaching practice, and buying and renovating a house.

And, as I saw the power of the practices I was using, I became more and more motivated to share them. **I wanted to help other people create powerful results in their own lives.** Eventually, I left advertising to focus on my coaching practice.



In this, my second “passion-based” business, I’ve found a different lifestyle balance. As a mother to a toddler, my ideal business structure no longer involves going away to an artists’ colony for six weeks at a time or traveling solo to India for research. Now, it means having time to write fiction *and* coach *and* be a mother. It means making a living from my passions, serving others, and fulfilling my life purpose—while having the flexibility for spontaneous play sessions with my son, out-of-state trips to help my parents, delicious dates with my husband, and self-care in the form of great fiction, yoga, naps, acupuncture, spiritual retreats, and spontaneous dancing.

Today, I live with gratitude, connection, fulfillment, and joy. And I want the same for you. **Your ideal business needs to support your ideal life—and you can have both.**

As a coach, I help creative and transformational entrepreneurs make more money in less time—so they can design lives they love and do what that want. I’ve helped clients dramatically increase their business income. Transform fears of marketing and bring on more clients. Design their work so they make great money *and* have time for their families and themselves. Successfully transition to their dream careers. Stand in their worth so they can ask for and receive more money. And, just as importantly, I’ve helped them do these things with joy and ease, bringing pleasure, play, and joy into their lives.

I’d love to do the same for you.

Ready? Let’s get started!

Why high-paying clients matter

If you’re a creative or transformational entrepreneur, you’ve probably run into the “time-money tradeoff” at some point. You want to earn more money, so you feel forced to take on more work—even if you’re overbooked, depleted, or uninspired by a client or project. Or maybe you’ve turned down work, but then found yourself in a panic a few weeks later when no new income was coming in. Your feelings about your business swing up and down with your bank balance or your client roster, and there’s always a nagging anxiety that you don’t have enough (time, money, clients, support, etc.).



So how do you solve this problem?

High-paying clients are the key.

With high-paying clients, you can serve fewer clients while dramatically increasing your income. You can work fewer hours and make more money. Your higher rates build a comfortable cushion of savings that will carry you through any income dips.

And, you get other juicy benefits:

- You have the time to design systems that make your business more efficient, and the money to hire support—which then frees up more time
- You have the energy and motivation to do a better job for your select, high-paying clients—which leads to more referrals and easier income
- You feel more security and confidence, which creates more momentum for your business—and helps you attract higher-quality clients
- Last but not least, with your newfound time and support systems, you can take a spontaneous yoga class in the middle of the workday, make mid-morning walks a regular part of your routine, meet a friend for a long and delicious lunch, or even take a month-long trip to Peru—while still making plenty of money

Five Simple Steps to High-Paying Clients

Building a business filled with high-paying clients may seem intimidating, but it's actually quite simple. When you break it down, there are five basic steps:

- 1. Uncover your unique brilliance**
- 2. Position your brilliance so clients want to work with you**
- 3. Package and price your offerings to attract high-paying clients**
- 4. Find potential clients**
- 5. Have selling conversations and sign your ideal clients**

I've developed my signature system, **Five Simple Steps to High-Paying Clients**, to give my clients an easy and clear way to bring on high-paying clients. The system includes key information about each step, as well as coaching to move through obstacles and inner blocks. It also includes done-for-you sample scripts and a step-by-step action guide so you always know what to say and do next. By moving through this system, my clients take the simplest and most direct route to generating great income—which builds confidence and gives them momentum for even more business growth.

In this report, I focus on one crucial piece of this system—positioning yourself to attract high-paying clients.



Why creative and transformational entrepreneurs struggle to get high-paying clients

Let's start with a fact.

To get high-paying clients, one step is absolutely essential: **Clients need to want you and be willing to pay you high rates.**

The problem is, there are so many creative and transformational entrepreneurs out there. People are giving away their talents. Beginner coaches offer free sessions to anyone who will let them practice. Writers looking for a first byline or client charge rock-bottom rates. Designers in Russia or India will make you a logo for less than the cost of a pizza. How are you supposed to get high-paying clients when thousands and thousands of competitors are giving it away their services for free or next-to-nothing?

You might argue that “you get what you pay for”—and very often that's true. We've all seen plenty of ugly \$10 logos or experienced the difference between a cheapie chair massage and a full-on spa experience. And if you're a coach, you've probably experienced the dramatic difference between total newbies and master coaches.

But let's be honest: there are also plenty of incredibly talented coaches, writers, healers, or artists charging really low rates. Often, it *is* possible for clients to find great people for low prices. And you've probably experienced the effect of this: clients who have experienced a sample of your work—and love it!—are still balking at your rates and trying to negotiate you down.

So how can you get higher-paying clients?

You know they're out there. There are writers making over \$1000 a day, or coaches who charge \$12,000 for a group program. But part of you thinks these people must have loads of wealthy connections. *You* can't get high-paying clients, can you? Actually, you can.



The secret to attracting high-paying clients

To see why clients choose high-end, highly priced services, we have to look from the client's point of view. And here's the surprising truth from their perspective:

Clients aren't paying for your talent, your time, or even your services—they're paying for RESULTS.

They may *say* or even *think* they're looking for a writer, coach, acupuncturist, or massage therapist, but what they are really looking for is *a solution to their problems*.

Clients don't want a coaching session or a page of copy—or your talent or even your special transformational process. They want an article that's going to *attract subscribers* or an ad that's going to *make them money*. A treatment that's going to *stop their pain*. A coach that's going to help them finally *lose weight for good* or *find their soul mate*.

So, the secret to attracting high-paying clients is to position yourself as a creator of solutions.

Your clients want solutions, and when you can provide them, they will be willing to pay you.

CASE STUDY

One energy healer wondered how to get clients. She was concerned that the people she knew wouldn't pay for something as esoteric as energy healing. Then she remembered the stress she'd experienced when she worked in advertising. There were high-stress launches, tight deadlines, and long hours. It was hard to exercise, eat well, or even get enough sleep—and she was constantly sore from hours of working at the computer. She realized that her practice clients always left their sessions feeling calm, clear, and energized. Her practice clients weren't really coming to her for energy healing—they were coming because of the results they got from her sessions.

CASE STUDY (continued)

She positioned herself as someone who could help people in advertising feel good, stay clear and calm, and perform well on their jobs in the midst of incredible stress. She was a provider of energy, clarity, calm, and good job performance. She collected testimonials from her practice clients about the results they'd gotten and the benefits to their careers and lives. Positioned strongly as a provider of solutions, she was no longer "just" an energy healer who had trouble filling her sessions. She connected to former colleagues and went to corporate health fairs—and her practice filled with eager, satisfied, and high-paying clients.

Position yourself to attract high-paying clients

You too can position yourself as a creator of solutions. When I work with clients, we uncover their unique brilliance, then delve into the details of their background, business, and place in the market. We look at their clients or potential clients and what those clients need. Based on these things, we determine who they can serve and what results they can offer. Once they're positioned effectively as a creator of solutions, they easily attract their ideal (and high-paying) clients.

Here are a few steps to get you started on positioning your business:

- 1) Think about WHO you would like to serve. Which populations or groups would you like to work with?
- 2) Talk to people who belong to this group, including current, past, and potential clients. What are their problems? Their secret worries and fears? What do they need?
- 3) Look at where this intersects with your talents. What solutions can you provide?



NOTE: Inner obstacles will keep you from signing high-paying clients

Positioning is the key to attracting high-paying clients. However, to truly succeed, positioning has to coexist with an inner sense of worth.

The problem is, if you don't believe you deserve higher rates, clients will sense that, and the best positioning in the world will sound hollow. You can handle this problem by taking a close look at your underlying beliefs. If you sense that you lack confidence in your worth (for example, if your inner voice says, "I'm not good enough to charge those rates," "I'm not ready to get high-paying clients," or "I feel like a fraud. People are going to see right through me"), I recommend taking steps to transform those beliefs. (Because beliefs are so key to creating results—for ourselves and our clients—identifying and transforming inner obstacles is something I do with clients in *every single step* of the **Five Simple Steps to Get High-Paying Clients** system.)

Without a strong inner belief in the value of what you offer, you may attract high-paying clients with your positioning, but you will most likely have trouble actually signing them.

A call to action

If you're done with just being another interchangeable, replaceable service provider—and you're ready to step into being a highly valued, highly paid creator of solutions, I invite you to [apply for a complimentary income breakthrough session.](http://www.emmelinechang.com/breakthrough/)

<http://www.emmelinechang.com/breakthrough/>

It's a special session designed for creative people and entrepreneurs who want to build profitable businesses that allow for pleasure, play, and freedom to live on their own terms. In this session, you'll get clear on where you are with your business and what's standing in your way. I'll also share some strategies that can increase your income and your success.

If you're serious about jumpstarting your business or taking it to the next level, and you're ready to invest in making that happen, [apply for your income breakthrough session now.](http://www.emmelinechang.com/breakthrough/)

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Action guide

1. Journal for five minutes: How would your business benefit from high-paying clients? How would your life benefit?
2. Answer the positioning questions above. How might you begin to position yourself as a creator of solutions?
3. Journal for five minutes: Deep down, do you believe you deserve high-paying clients? If not, what beliefs are in your way? What are these beliefs costing you? (Consider getting coaching to transform your beliefs.)
4. If you're committed to taking your business to the next level and bringing in high-paying clients, apply for your income breakthrough session now. (<http://www.emmelinechang.com/breakthrough/>)

SUCCESS STORY

"When I started working with Emmeline, I was splitting my time between New York, Brussels, and Seoul as a freelancer. Although it seemed glamorous on the surface, I was afraid of committing to one place or project, terrible at making decisions, and struggling with financial instability.

We worked on my vision and mission for life, and how to align all of the areas of my life with it. I identified where my strongest income streams were, and also eliminated projects that were mentally and emotionally taxing. **After three months, I learned to stay open and confident about new opportunities and increased my monthly income by 50%. (I am now on track to make well over six figures this year.)** But most importantly, **I feel more satisfaction and joy because I am working exclusively with clients that are aligned with my vision."**

~Mary Kim



About Emmeline Chang



Emmeline Chang is a writer and life coach. As the founder of HeartFULLives coaching, she helps creative people and transformational entrepreneurs build passion-based, profitable businesses while working part time—and to design lives they love.

Emmeline has helped clients dramatically increase their business income. Successfully transition to their dream careers. Transform fears of marketing and bring on more clients. Stand in their worth so they can ask for and receive more money. Design their work so they make great money *and* have time for their families and themselves. Bring play, fun, and pleasure into their businesses and everyday lives.

Emmeline has an AB from Princeton University and an MFA in writing from Columbia University. As a writer, she has published and taught literary fiction, run a writing and editing business for ten years, and led a copywriting team at a top Madison Avenue ad agency. For the past two decades, she has also trained in business success, coaching, and a number of transformational modalities. As a coach, she combines a deeply practical understanding of success in “the real world” with an awareness of the emotional and spiritual underpinnings that make success possible. Drawing on practical outer tools (business practices, branding and advertising savvy) and deep inner tools (body-centered emotional processes, transformational work)—as well as a passion for play and ritual—Emmeline helps clients design businesses and lives that reflect their passions and priorities... and pay them back with fulfillment and financial freedom.

She lives in Brooklyn with her husband and son.



Discover a Simple System to Attract High-Paying Clients

More clients, more income, and a lifestyle you love.

Are you ready to...

- Make phenomenal money from your unique brilliance
- Create a business that reflects your heart's vision
- Bring in quick cash flow with well-paying, ideal clients
- Bring to life the business and lifestyle you dream of
- Build a business that is fun and joy-filled

... all on YOUR terms?

With HeartFULLives Business Coaching, you'll learn simple systems to bring in high-paying clients and generate consistent income. You'll do deep inner work to shift the obstacles that keep you from stepping into your brilliance, putting your vision out into the world, and making more money. And most importantly, you'll create a business that is built around your passions, fulfills your purpose in the world, and brings play, fun, and pleasure into your life.

What sets us apart?

- Proven, practical business principles, with a focus on maximizing your income and success
- Deep attention and sacred holding for your heart's purpose
- A commitment to success *and* fun. You will learn how your heart's purpose and your most marketable brilliance are fundamentally linked—and how you can use them to generate joy and financial rewards

It's time for you to be as financially successful as you are creatively and spiritually successful. We can help.

To learn more about our programs and apply for a 45-minute Income Breakthrough Session, go to:

www.EmmelineChang.com/breakthrough