Article #10

(731 words)

Conduct Yourself Professionally to Maximize Your High-Ticket Sales Brand

How many times have you heard the word “professionalism?” How many times have people advised you that the key to success is to act professionally? I can understand all of that. I get it.

However, the problem is the more people use the word “professional,” the less meaning it has. It becomes yet another buzzword. It becomes yet another addition to the online marketing vocabulary that people just toss back and forth and repeat mindlessly over and over again. Its sheer reputation, it seems, is its number one enemy.

The whole concept of professional is very powerful. In fact, in many cases, it is what separates people who make money hand-over-fist from people who are barely getting by. It can mean the difference between living high on the hog and struggling for every dollar that you get.

Professionalism. Now, here's the problem. When people recommend this word or when people throw it around, they forget about context. You have to be professional in the right way with the right people at the right time after certain things have happened.

In other words, context matters. You can just say, “I'm a professional with absolutely no context and no frame of reference. You're just wasting your time. You're just setting yourself up sooner or later for some sort of disappointment. I’ve seen this happen.

This is why it's really important to focus on professionalism as an integrated part of your overall online strategy. This is how you maximize the value you get for your effort and time. With this philosophy in mind, you will stop posting for the sake of posting.

I remember when I started in this game. I was posting everywhere. I was creating all sorts of content. I was even making videos. However, at the end of that day, I had very little to show for all of that because I was not a professional. Instead, I was generic. I was too busy blasting out one article after another and making a lot of worthless noise. I wasn’t building a brand.

Make sure that every move you make has the highest chance of pulling in the most recognition in your high-ticket niche. That's how you do this on a profession level. Everything else will not work. Focus on recognition and building legitimacy first.

Get this out of the way and build a solid foundation and guess what will happen next? That's right! The money will flow. Remember, in this game, marketers shoot to become credible and authoritative.

This is the key. You don't start the game looking to make the most amount of money possible. You don't start the game with greed. Instead, you start this process of building a solid, high-ticket sales brand with the intention of delivering value.

I remember hanging out with a multimillion-dollar salesperson. This person was very meek and humble. You couldn't tell just by looking at him that he pulls in seven figures year after year like clockwork, but I knew exactly who I was talking the moment he opened his mouth.

Everything I heard from this man screamed value. He wasn't wasting my time. He wasn't insulting me by patronizing me. No. Every single second he spent talking, he was adding value to my life.

Ultimately, he summed it up. The secret to sales success is actually pretty straightforward. You have to always remember that for you to get what you want, you must first give other people what they want.

It's very easy to figure out what you want. You want to make money. No mysteries there.

However, instead of focusing on your needs and trying to get what you want from other people first, focus on giving them what they're looking for. Give abundantly. Give unexpectedly. Underpromise and overdeliver. If you are able to do this, then the money will flow.

The problem with this game is there that too many online marketers shoot for the quick-and-easy cash. They focus on the big payoff. They don't focus on serving.

If you focus on serving and delivering value, you are building a brand. Build your online business empire on solid foundations and you will succeed in the dog-eat-dog world of high ticket sales. Click here for the key framework you will need to establish the success you deserve in this very competitive space.