**Case Study**

I handled the marketing campaign for a company that provided high value and high cost MBA admissions services to wealthy overseas clients.

That niche's target audience are very busy professionals. They don't have much time, and that's why they're ready, willing and eager to pay thousands of dollars at a time for services that they need to get into the world's elite business schools.

The first thing that these people are looking for is to determine whether you know what you're talking about. This means that you have to deliver information that establishes three things very quickly.

First, you give information that filters your audience members. My target audience members are people looking to go to school abroad for an advanced degree.

I don't waste time with "Why should you get an MBA?" I don't waste time with "How an MBA can improve your career." My target customers already know the answer.

Instead, I wrote about the elite programs out there and how international students can cope with the system and how this leads to networks or contacts.

Once I get their attention, they quickly know what I'm talking about because I mention statistics. I provided the kind of charts that you would expect in a business report. I speak their ‘language.’ This builds trust and authority.

I would then break down Chinese students' needs compared to other students with a special focus on professionals.

They then go through a process where the see how confusing and how potentially fatal certain mistakes in this process can be. They get scared.

Long story short, they buy product after product as their trust scales up.

This culminates with the full customized one to one package offered by the back-end service I was promoting. That's when the prospect steps up to the $5,000 or $7,500 package.

At this point, the price tag is no longer an issue.

How come? I've walked them through the process where they got so scared about dropping the ball or making a small mistake that they ‘buy insurance.’

That's why I was able to convert these people like clockwork.