

## High-Ticket Client Acquisition Guide

### Introduction

---

Transform Pink Wellness ROI into a premier digital marketing agency for wellness e-commerce brands. With Rhina Delgado's 7+ years in real estate, networking, and ads, this guide, inspired by Alex Schlinsky's Prospecting On Demand, provides a roadmap to land high-ticket clients (\$3K+/month) who need your AI-driven solutions. No technical skills required—follow this plan to replace your income and scale.

### 1. Craft an Irresistible Agency Model

---

#### 1.1 Niche & Positioning

- **Niche:** Wellness e-commerce brands with \$100K+ revenue (e.g., supplements, yoga gear).
- **USP:** AI-driven marketing guaranteeing 2x ROI, no client tech expertise needed.
- **Model:** Done-For-You services with AI arbitrage and DaaS.

#### 1.2 Core Services

- AI Arbitrage Marketing: Optimize Meta, Google, Pinterest ads.
- DaaS Solutions: Real-time insights via Vendasta.
- High-Ticket Client Acquisition: Land \$3K+ clients.
- SEO & Content: Boost visibility with blogs/videos.

#### 1.3 Step-by-Step Setup

**Step 1:** Search LinkedIn for "wellness CEO" and Shopify for brands with \$100K+ revenue.

**Step 2:** List pain points (e.g., high ad costs) in a Google Doc, note AI solutions.

**Step 3:** Set pricing at \$3K-\$5K/month, emphasizing 2x ROI.

**Step 4:** Create a Canva pitch deck with niche, USP, services.

**Step 5:** Get feedback on your pitch from a trusted contact.

## 2. Launch a Premium Website

---

### 2.1 Branding

- **Name:** Pink Wellness ROI.
- **Visuals:** Pink (#f06292), light green (#d4edda).

### 2.2 Website Deployment

- Update pinkwellnessroi.com with hero, lead magnet, services.
- Host on Netlify for free.

### 2.3 Step-by-Step Setup

**Step 1:** Log in to Netlify (team: pinkelitestudio), select pinkwellnessroi.com, go to "Deploys."

**Step 2:** Upload files: index.html, thank-you.html, guide.html.

**Step 3:** Verify domain in Netlify's DNS panel.

**Step 4:** Test site at pinkwellnessroi.com for form functionality.

## 3. Leverage Vendasta for DaaS

---

- **Purpose:** White-label SEO audits, analytics, reputation management.
- **Benefits:** No tech skills; resell to clients.
- **Pricing:** \$500-\$1,500/month, bundled.

### 3.1 Step-by-Step Setup

**Step 1:** Sign up for a free trial at [vendasta.com](https://vendasta.com).

**Step 2:** In "Branding," set pink/green colors.

**Step 3:** Create a sample Snapshot Report.

**Step 4:** Watch 3 Vendasta tutorials (help section).

**Step 5:** Price DaaS at \$500/month, scale to \$1,500.

## 4. Build an AI Arbitrage System

---

### 4.1 Tools

- Smartly.io: Automates ad testing (\$500-\$1,000/month).
- AdCreative.ai: Generates ad copy/visuals (\$29-\$149/month).
- Google Ads AI: Automated bidding (free).

### 4.2 Delivery Process

- Onboard with assets/goals.
- Launch AI campaigns.
- Monitor via Vendasta.
- Deliver reports.

### 4.3 Step-by-Step Setup

**Step 1:** Sign up for Smartly.io, AdCreative.ai trials.

**Step 2:** Create Google Ads account, enable "Maximize Conversions."

**Step 3:** Create Google Form for assets (logos, images).

**Step 4:** In AdCreative.ai, upload assets, select "Wellness," generate 5 creatives.

**Step 5:** In Smartly.io, connect Meta/Google, launch campaigns.

**Step 6:** Check Vendasta analytics weekly.

**Step 7:** Email Vendasta reports monthly.

## 5. Land High-Ticket Clients (Schlinsky's Method)

---

### 5.1 Acquisition Strategies

- **Lead Magnet:** Offer this guide to capture leads.
- **High-Volume Outreach:** Send 50 LinkedIn messages/day.
- **Refined Offer:** Guarantee 2x ROI in 90 days.
- **Case Studies:** Showcase wins (e.g., "Doubled [Client]'s Sales").
- **One-Call Close:** Use Schlinsky's 4 W's: Where now? Where to? Obstacle? Urgency?

### 5.2 Client Qualification

- Target \$100K+ revenue, \$10K+/month ad budgets.
- Use website form to filter leads.

### 5.3 Step-by-Step Roadmap

**Step 1:** Sign up for LinkedIn Sales Navigator (\$79/month).

**Step 2:** Search "wellness CEO," filter for \$100K+ revenue.

**Step 3:** Send 50 messages/day: "Hi [Name], I doubled [Client]'s ROI with AI ads. Free audit?"

**Step 4:** Track responses in Google Sheet (Name, Brand, Date, Status).

**Step 5:** Set up Calendly ([calendly.com/pinkelitestudio](https://calendly.com/pinkelitestudio)).

**Step 6:** Present Vendasta audits, use 4 W's, offer 2x ROI.

**Step 7:** Create Canva case study for first win.

**Step 8:** Follow up with non-responders via MailerLite after 3 days.

## 6. Deliver Premium Services

---

### 6.1 Client Pain Points

- Low traffic/sales.
- High ad costs.
- No data insights.

### 6.2 Service Delivery

- Onboard with Google Forms.
- Execute AI ads, SEO.
- Outsource content (\$50-\$100/post).
- Deliver reports, Zoom reviews.

### 6.3 Step-by-Step Setup

**Step 1:** Create Google Form for onboarding (brand, goals, budget).

**Step 2:** Use Vendasta SEO for keywords (e.g., "vegan collagen").

**Step 3:** Hire Upwork freelancer for 2 posts/month (\$100/post).

**Step 4:** Schedule monthly Zoom calls.

**Step 5:** Email reports with 30-day guarantee.

## 7. Build a Competitive Moat

---

- **Authority:** Share case studies on LinkedIn.
- **System:** Brand as “Pink ROI Formula.”
- **Community:** Launch Slack group for CEOs.

### 7.1 Step-by-Step Setup

**Step 1:** Create Canva case study (“Doubled [Client]’s ROI”).

**Step 2:** Post weekly LinkedIn tips with wellness hashtags.

**Step 3:** Create Slack workspace, invite 5 CEOs.

## 8. Scale Your Agency

---

### 8.1 Growth Tactics

- Add video marketing, reputation management.
- Hire freelancers, then staff.
- Increase retainers to \$5K-\$7K.
- Automate with Zapier, MailerLite (\$9/month).

### 8.2 Step-by-Step Setup

**Step 1:** Add Vendasta video tool (\$200/month).

**Step 2:** Hire Upwork freelancer (\$20/hour).

**Step 3:** Sign up for MailerLite, create welcome email.

**Step 4:** Connect form to MailerLite via Zapier.

## 9. Replace Income & Build Wealth

---

### 9.1 Milestones

- **Months 1-2:** 1 client (\$3K).
- **Months 3-4:** 2-3 clients (\$6K-\$9K).
- **Months 6-12:** 5-10 clients (\$15K-\$30K).

### 9.2 Wealth Strategies

- Recurring revenue.
- Agency sale (\$300K-\$500K).
- Reinvest in real estate.

### 9.3 Step-by-Step Setup

**Step 1:** Aim for \$9K/month in 6 months.

**Step 2:** Track revenue in Google Sheet.

**Step 3:** Consult financial advisor.

## 10. Troubleshoot & Optimize

---

### 10.1 Challenges

- **No Leads:** Increase outreach, run Meta ads (\$100).
- **Churn:** Offer guarantees.
- **Tools:** Use Vendasta support.

### 10.2 Optimization

- A/B test creatives.
- Collect feedback.
- Track KPIs.

### 10.3 Step-by-Step Setup

**Step 1:** Create feedback Google Form.

**Step 2:** Run A/B tests in Smartly.io.

**Step 3:** Review Vendasta KPIs weekly.

### Next Steps

---

- Deploy website on Netlify.
- Sign up for Vendasta, Smartly.io.
- Send 50 LinkedIn messages daily.
- Book a strategy call in 14 days.

### Action Plan

**Step 1:** Save guide as PDF, upload to Netlify.

**Step 2:** Test form, email delivery.

**Step 3:** Schedule 1 hour daily for outreach.

[Book Your Free Strategy Call](#)