



# From freelancer to closing 5 high-ticket consulting clients in pre-sale *Case study*



Repost

When I met Lorenzo he  
was a freelance  
copywriter **selling his  
services by the hour**

He joined the Elegant  
Lead Generation  
Accelerator because he  
**wanted to scale** his  
business and **remove**  
**himself from the**  
**freelance hustle**

**Here is what we did:**





**We created a  
Godfather offer  
(training/consulting)**

We **identified as many unaddressed problems** we could come up with that prospects in his space had

We then **thought of possible solutions** and we created our offer around them

We then added a few offer enhancers like a **guarantee, scarcity and urgency**



The first version of the offer was a 1-1 program that we sold at a **low high ticket price** for the first couple of clients.

We **increased the pricing from the 3rd**

This is a **great strategy to:**

- 1) Validate a new product
- 2) Get testimonials
- 3) Lay down your program



**We created an  
Elegant Lead  
Generation strategy**

We did this to  
**onboard as many  
clients as possible**  
in the shortest time  
possible

But at the same time  
we **also optimized**  
**the long term**  
**strategy** for his  
business



**We created an  
accelerator to  
maximize his  
revenue/h worked**

**We leveraged  
Elegant inbound  
and outbound**  
strategies to presell  
his new product

And just like that he:



**Onboarded 5 clients  
before actually  
launching** his new  
accelerator

This is simply the  
power of the  
**Godfather Offer**  
combined with an  
**Elegant Lead**  
**Generation system**

**P.S.**

Want to replicate  
the same results for  
your business?

Comment or DM  
**"info"** to receive  
more information on  
the Elegant  
Outbound  
Accelerator

To recap:

Comment "**info**"

