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50F

# 5-Figure

C L I E N T S

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THE SECRET TO ATTRACTING  
HIGH-TICKET COACHING CLIENTS



MORIAH RIONA  
BRANDING

# I'M SO GLAD YOU'RE HERE.

I'm incredibly passionate about helping women make more money. I believe **you have the right to unapologetically pursue financial freedom** and I know that when women are empowered by financial success, they turn around and empower others.

Here at Moriah Riona Branding we know that the world will be a better place when there are more successful women business owners and female CEOs—it's the WHY behind everything we do here.

That's why I am so glad that YOU are here today—investing your precious time in this course. I'm offering this course for free because I'm so passionate about this message. But I know that you are investing your time to be here. So, thank you—thank you for being a part of this movement, and thank you for the impact you already bring to your clients and the world. Let's dive in!





## ABOUT YOUR TEACHER, MORIAH

Moriah Riona is an award-winning luxury brand designer, strategist, and creative director for visionary women who want to earn more while pursuing their passion. She founded **Moriah Riona Branding** in 2015, trading Fortune 500 clients and high-profile agency gigs to help entrepreneurial women elevate their businesses with artistic excellence and whip-smart strategies. Her work has been featured by industry-leading publications, including *Rising Tide*, *Summerana*, *Spark Creative Anthology* by Showit, and the *Pro Organizer Studio* podcast. Moriah lives in Colorado Springs with her husband and two young children.



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*[If you know someone who would benefit from this information, please invite them to sign up at: <https://moriahriona.com/free-course>]*

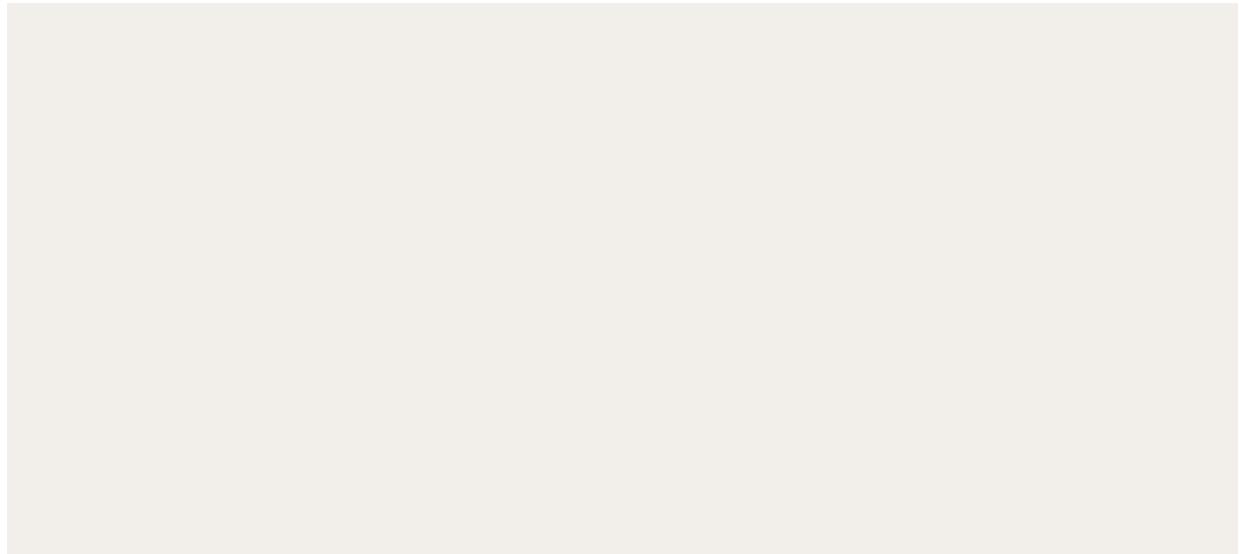
At Moriah Riona Branding we believe in hard work, integrity, and overdelivering on value. We also believe that building a high-end luxury brand takes dedication and time. That said, we are staunchly opposed to the concept of “get rich quick.” The information provided here is for educational purposes only, and is not a guarantee of earnings or results. Our full disclaimer, privacy policy, and terms and conditions can be viewed on our website.



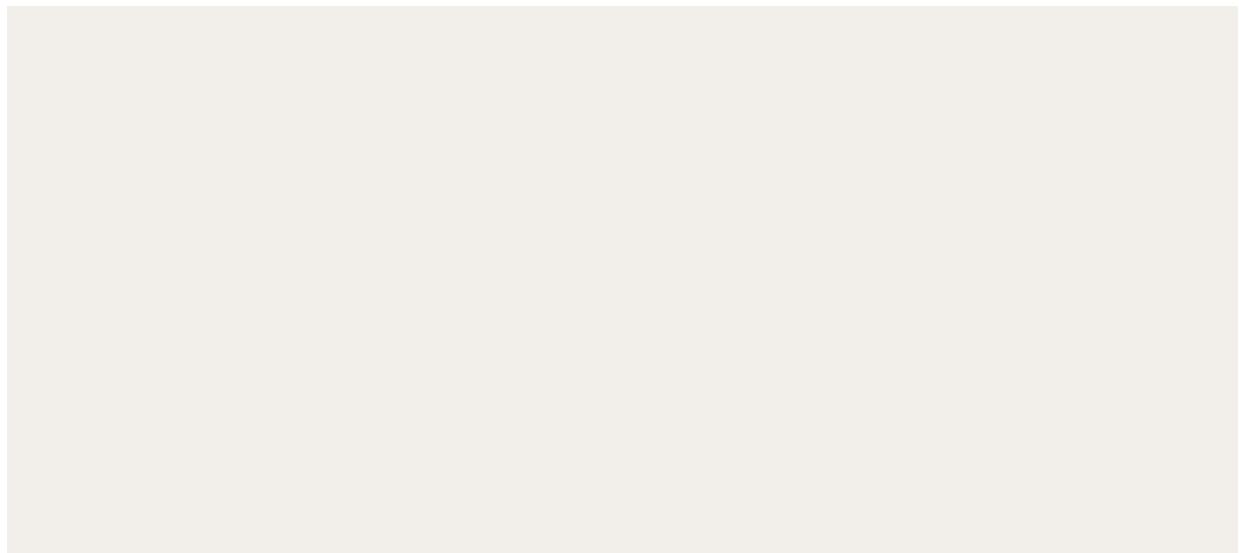
day 01

# THE TRUTH ABOUT 5-FIGURE CLIENTS

What's working in your business right now?



What's **not** working in your business right now?



How many of the above problems could be solved by more/better clients?



day 01

# THE TRUTH ABOUT 5-FIGURE CLIENTS

Make an agreement with yourself. (Print this page, cut it out, and put it on your wall as a daily reminder).

*I, [REDACTED], commit to acknowledging my self worth and the value I bring to my clients and my audience. From here on out I will only work with clients who value my time, expertise, and experience. I commit to overdelivering on the value I give these clients, and in return I will command high-ticket rates.*

Signed: [REDACTED]

Date: [REDACTED]

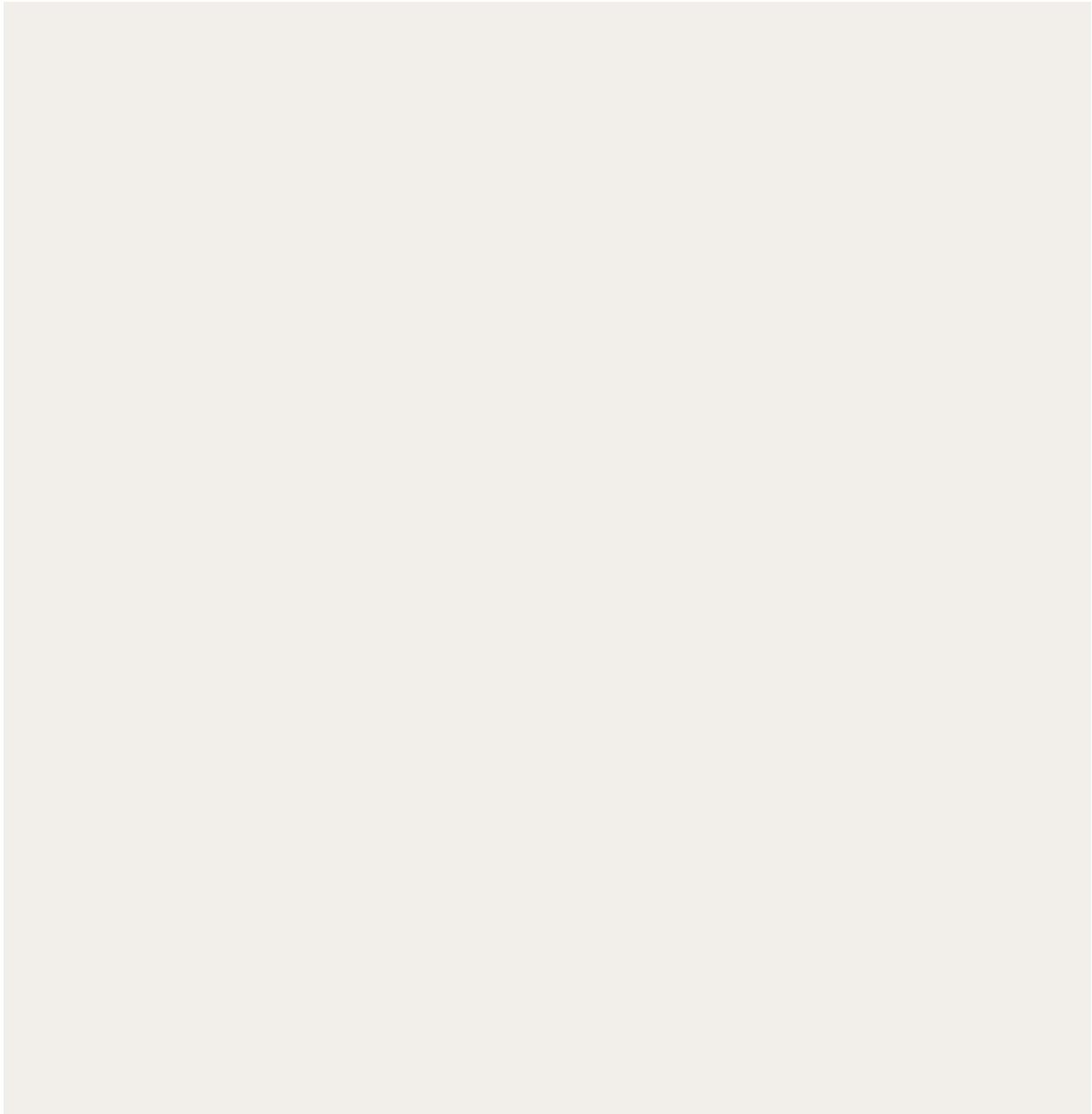
Now, share your commitment with someone else to make it real. [DM me on Instagram and let me know you're committing to charging your worth. [@moriahriona](#)]



day 02

## CRAFT AN IRRESISTIBLE HIGH-TICKET OFFER

How can you ADD VALUE to your offer? Think of all of the different ways you could add value, list them below—and get creative!



day 02

# CRAFT AN IRRESISTIBLE HIGH-TICKET OFFER

## YOUR IDEAL CLIENT'S "POINT A"

*\*If you can articulate these ideas in their own words, it's so much more powerful—they will feel understood.*

Where are they starting? (What are they struggling with?)

What is causing them pain?

What do they want to change?

What do they desire?

What is the thought that is keeping them up at night?



day 02

## CRAFT AN IRRESISTIBLE HIGH-TICKET OFFER

### YOUR IDEAL CLIENT'S "POINT B"

*\*If you can articulate these ideas in their own words, it's so much more powerful—they will feel understood.*

Where do they want to end up? (What is their desired result?)

What transformation are they looking for?

What would solve their problem?

What would their life/business/relationship/health, etc. be like after this change?

What are they willing to PAY for?



day 02

## CRAFT AN IRRESISTIBLE HIGH-TICKET OFFER

HOW WILL YOU GET THEM THERE?

List below all the steps you'll take to help your client achieve their desired result:



day 03

# THE 2 THINGS YOU NEED TO SELL HIGH-TICKET

## STEP 1: BECOME THEIR GO-TO EXPERT

Define your niche:

Now, narrow it down further:

Awesome! Narrow it down even more:

*“You are a first settler  
in a brave new world.”*

—KEY PERSON OF INFLUENCE

day 03

## THE 2 THINGS YOU NEED TO SELL HIGH-TICKET

STEP 2: BUILD A LUXURY BRAND

# Luxury Brand Visuals

*got it!*

*need it!*

LUXURY LOGO SYSTEM

LUXURY WEBSITE

LUXURY BRAND FONTS

LUXURY BRAND COLORS

LUXURY BRAND STYLE GUIDE

LUXURY BUSINESS CARDS

LUXURY BRAND STATIONERY

LUXURY MEDIA KIT

LUXURY BLOG

LUXURY BRAND PHOTOGRAPHY

LUXURY STYLED STOCK PHOTOGRAPHY

LUXURY BRAND VIDEO

LUXURY SOCIAL MEDIA GRAPHICS

LUXURY LEAD MAGNET

LUXURY PAID AD GRAPHICS

Other visual brand assets:

day 03

## THE 2 THINGS YOU NEED TO SELL HIGH-TICKET

STEP 2: BUILD A LUXURY BRAND

# Luxury Brand Messaging

Vision Statement:

Mission Statement:

Describe the Niche & Ideal Client:

Describe the Brand Voice & Tone:



day 03

## THE 2 THINGS YOU NEED TO SELL HIGH-TICKET

STEP 2: BUILD A LUXURY BRAND

# Luxury Brand Experience

How do you make your client feel?

How do you make your client feel *special*?

What services do you provide?

What transformation does your client have?

From start to finish, what does the client experience when working with you?



day 03

## THE 2 THINGS YOU NEED TO SELL HIGH-TICKET

STEP 2: BUILD A LUXURY BRAND

# Luxury Brand Consistency

What areas of your brand need to be fixed? What can you do to improve consistency and build more trust with your clients and audience?

