Twitter Thread by LUKE ALEXANDER



LUKE ALEXANDER
@Lukealexxander

HOW TO CLOSE 7 & 8 figure clients (and how to continue working with them successfully) ■

This thread will show you the tactics I've used to work with, be mentored by, and make a lot of money with several extremely successful entrepreneurs

WARNING: This will change your life



Before I dive into this thread, let’s set a few things:

When I refer to 7 & 8 figure clients, I mostly mean super high networth individuals or successful companies built off of one person

One of the main reasons is the proximity with people 100x ahead of you. These people love helping smart kids come up, and you can be mentored by most of your clients if you are smart about it

I've found it more enjoyable and lucrative to work with these types of businesses

For example, when I went to Miami at the beginning of May, I met a guy who will clear about $15M this year. I wanted to work with him, learn from him, and be around him as much as possible...

In order to get his time, I provided value in the form of my network and connections that could help him make more money. This got my foot in the door (Step one)

He then picked me up from my hotel, and gave me his time in person. This guy is extremely smart and doesn't trust people, so he tested me. He took me on a drive and asked me personal questions, asked what my goals are, and barely touched on business. This was a test...

The next day, he invited me to his penthouse (Step two). When I arrived he tested me even further by giving me a very large amount of crypto to transfer for him (not kidding). Did I know how to swap his random coin into USD? Nope. Did I tell him I would figure it out? Yes

This test was to see if he could trust me with his money, If I could figure out complex problems, and to see if I would run off once I had a small taste of what I wanted. Obviously, I'm smarter than that. I transferred it back to him in USD and asked him what's next.

Now I am helping him find a buyer for a multi-million dollar portfolio (of which I will get a large %), he has mentioned partnering up on a business together, and even offered one of his lambo's for me to drive when I move down. This ONE connection will probably change my life…

So how did I even make this happen?

In order for this to make sense, i'm going to break it down into a couple sections:

1. Value to the client

2. How to get in front of them

3. How to get the most out of the relationship

BONUS: How to keep it going for years to come

So, the first and most important part of this is VALUE to the client. The part that most people mess up when it comes to working with or even getting time from high value individuals is they don't provide significant value upfront.

Anyone worth learning from values their time, as well as the people who they give that time too. In order for you to even think about working with these people you need to provide as much value as possible to them:

This can look like working for free, connecting them with people in your network, bringing them free business, doing a task for them that they didn't ask for, or anything else that says "Hey, I am worth talking too"

By opening up my network to this guy, showing him I knew what I was doing, and the potential for him to work with me, I was able to get my foot in the door and be looked at as a serious value add

The second part of this process is HOW do you even get in front of them?

I have always used social media to my advantage to get in front of these people, and a few platforms stand out:

Instagram
Youtube
Twitter

On instagram, I love video DM's and your profile should be filled with social proof, links, and things that make you look interesting. Aim for value and interest them with what you have to say on a call, or text.

Youtube allows you to find real experts and gain an inside look at the person's thoughts (I recommend cold emailing them S/O @blackhatwizardd)

And twitter is great as well. I've met too many great people to list just from Dm's and helping where I can

The key thing when reaching out to these people is to GIVE not ASK

Don't dm asking for mentorship

Dm, and let them know that you did your research on their business and you have a few clients for them

THIS is the biggest factor of those who get in and those who don't

Step three is how to get the most from your efforts:

Once you're in the clients circle, and have gotten your foot in the door you need to understand how to get the most from the relationship (without ruining it)

This is all about give and take

AKA always give more than take

My goals from a relationship like this are as follows:

Knowledge

Connections and network
Equity/partnerships/JV's
Money

Notice Money is not my biggest goal of working with these people?

They can sense when you are desperate for money, and it ruins things

My first mentor, I made graphics for, ran ads for, filmed videos, and all kinds of other little things before thinking of "How will this make me money?"

He gave me my first ever $10k/month, then referred me $20k woerth of clients the next month

The point of "getting the most" out of these relationships is to not be greedy, lead with value always, and constantly soak up knowledge

The easiest way to fail and lose these people is get greedy or start being selfish

Don't do it

The final step in this process is managing the relationship:

How do you keep this thing going?

What does a continued business relationship look like?

This one is vital and you don't ever want to burn bridges with powerful people… (Their networks will be burned as well)

Managing a relationship comes down to how close you two are

A strictly business relationship relies on keeping value high and making sure you are an asset to the person, and never a liability

A more personal relationship like a friendship is a bit more loose, but you still need be an asset

If you can turn a client into a friend, you are more likely to be mentored by them and taken under their wing

I prefer building relationships with 3-4 high worth people than 30 low ticket clients like dentists, etc for these reasons

Knowledge outweighs quick money any day, and if your clients are teaching you at the same time they are paying you? You are doing something right

Always aim to GIVE not TAKE, and you will be rewarded 1000x times over…

If you guys liked this thread give me a RT and I'll make sure to keep more coming! Any suggestions on what the next one should be about?

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