



HIGH TICKET

How To Create A \$2,500 Offer In 24 Hours Or Less

The real secret to internet marketing “gurus” and multi-million dollar earners starts with one little thing.

They are not afraid to command higher prices. You’ll find that ALL 7-8 figure earners will have at least one if not multiple high ticket offers that they use to produce 70-80% of their income.

What may shock you is how easy it is to create this type of offer and actually be able to run it with little effort.

I'm going to share with you my personal blueprint that I've used to bring thousands upon thousands of dollars in from clients.

DO NOT let the simplicity fool you, that's the key to make this work without killing yourself from exhaustion.

Alright, let's skip all the fluff and get straight to it.

Here's the way I have my high ticket coaching package set up...

1. Mastermind group
2. Weekly group coaching call
3. On-going personal assistance as needed

It's really this simple.

So you start out by creating a group on your favorite social media platform. Facebook or Google+ work great.

You can set up a group (or "community" on G+) in about ten minutes tops.

It should be a no brainer but if you don't know, in FB you'll click on "Groups" in the left hand menu and then click "Create Group".

Follow the following 4-5 steps they give you and you are done.

The same basic thing in Google+ but they just call them "Communities" instead of groups.

This becomes your coaching group home.

The way I structure it makes it easy to keep up with.

Each client gets their own “post thread” to keep all their individual progress in.

For example, Let’s say “Johnny” just came on board. I go in and create a new post in the group saying “Johnny’s” thread”.

Now, every time Johnny has a question or wants to post up a progress report, he puts it in the COMMENTS of “his” post.

This way it all stays nice and organized. I’m instantly notified when he has a question and if I want to go back through his history it’s all right there.

That’s just one side to the whole thing. That’s the “interaction and mentorship” side. I’m available to them with just a few clicks.

The other side of the coin is weekly group training sessions.

This is where you get on a live group call, using either Google Hangouts (free) or any type of webinar platform like MeetingBurner.com (what I use) or GoToWebinar.com (much more pricey).

This is all in much the same fashion as your \$197 weekly training program except you are adding the one thing your customer wants from you... more personal attention and interaction.

They can ask all their questions about the training live right there on the call. Yes my friend, believe it or not, to a lot of people, that is worth thousands of dollars.

In fact, I personally know multiple marketers who are 7 figure earners who only do the weekly live training without even having a mastermind group, and they do VERY well with it.

They run their support mostly through a ticket system.

People will pay very generously for your time and attention.

I find that the mastermind group adds a much more personal aspect that keeps clients happy.

After each live call, you'll also want to take the recording of the session and post in in the group under a main "group training" post thread so they can have it for later reference and so new clients coming in have access to previous training.

You see, while it's not incredibly different from your \$197 offer... after all, you are still just proving weekly training and access to you, structuring it ever so slightly different and having the balls to click a button and raise the price makes a profound difference in your offer.

As far as the training goes, again, you have the goal to bring them from point a to point b.

In my program I teach how to create a 6-7 figure online business.

Point A is they are a newbie with no experience. Point B is they setup a business that is capable of generating \$100,000 or more a year.

Each week I give them a new lesson that takes them to the next step in accomplishing that goal.

Let's have another example.

Let's say you want to coach people how to become a professional bass fisherman and the goal of your coaching is to take them through the process of obtaining that goal.

Week 1 training might be "The basics of fishing in tournaments"

Week 2 "How to sign up for tournaments & legal matters"

Week 3 "How to get companies to sponsor you and pay your way"

Week 4 "Advanced fishing tactics to maximize winning potential"

etc.

You're simply breaking down their journey into a step by step, actionable process to achieve the end goal while providing personal support and assistance along the way.

Again you can do this for just about any niche you can imagine. As long as you have something you can show others how to do.

(you do, just think about it, what do you love to talk about most? that is your niche)

They will pay you handsomely and thank you for it.

And while you may think you'll be spending insane amounts of time answering questions and providing support, you'd be astounded at how little time & support it will actually require.

People who pay the big bucks require less time and attention. Sounds backward I know, but the thing is... they are very serious about obtaining that goal.

They are willing to put in the effort needed. They also respect your time a lot more than someone who pays less.

That's not to say you won't have the occasional question happy client. And that's ok you just need to keep it under control and keep them focused on the task at hand.

Most of the time those types of clients are just overthinking it. With them you simply need to remind them of the steps and actions they should be taking "right now".

This helps them focus and allows you both to spend less time on things not so important.

One of my favorite ways to get a time sucking client back on track is to remind them of the specific task on hand and tell them that you will be happy to answer more questions "after" they've completed that task.

Sometimes they just need a little tough love and they always thank me for it when I do.

Also it helps to put them through a screening process BEFORE ever letting them into your program. This is very important to make sure you won't be dealing with troublesome clients.

I'll explain how to do that in a minute.

But first, I'm going to outline how to funnel people into your program.

The way I have mine setup is this. As people come onto my list, whether from a free offer I have (like a free WSO) or a paid product, I take them to a webinar.

So let's pretend they get on my list on Sunday, once they hit my list I will send them 2 or 3 emails inviting them to a "free live training session" on the following week.

This is a webinar (don't be scared of webinars, they are easy).

On the webinar I use a simple powerpoint presentation that takes maybe 30 minutes to create.

On the webinar I'm basically just reading over that powerpoint presentation and filling in the detail as I talk.

It's basically like having cue cards.

I give them my history, I tell them how I struggled in the beginning, just like they are, to obtain the same goal they are trying to achieve.

I give them a basic outline (training) on how I got from point A to point B... leaving out some of the more detailed important stuff.

After your overview of how you got to that point, you want them to feel like "hey, yeah, I can do that!"

Then you want to remind them that the fastest way to achieve a goal is by having a mentor with experience personally teach them how and "hold their hand" in the process.

At the end I offer them fill out an application to work with me personally (this is part 1 of the screening process).

Here's a sample of one of my applications:

<http://www.jotform.us/form/42134391227146>

I use jotform.com for my applications. It's a free and stupid easy to use drag-n-drop form builder. Takes about 10 minutes to set up a form like that.

Also, any time I get a new submission it instantly emails me with that submission.

So as people from your webinar fill out the form, you'll be getting those applications.

You can do your first screening just by looking at those applications and if their app doesn't sound like someone you'd like to work with then you can toss it (however I recommend you give everyone a chance for interview).

The next step is simply to call them.

It doesn't take much convincing. They are already sold. They saw the presentation, they filled out the app, they WANT in.

While in your mind you're thinking "I hope they will jump in"... on their end they are thinking "boy I sure hope he let's me in".

That's another reason I call it an "interview".

I want them to feel the pressure that I am in fact selective of my clients. But the interview is also 2-fold and allows them to ask questions and really create a personal connection with you, stronger than ever before.

Closing is simple after that point.

Now I don't necessarily recommend to use paypal for this. While I have used Paypal for it, over time I've learned that it's best to use something like stripe.com for the payment processing.

Stripe allows you to easily connect directly to your bank account and receive payments via credit card. Stripe is free to sign up and of course they just take a small flat rate for transactions.

WarriorPlus.com also integrates with Stripe if you want to set up an affiliate program for this.

It's important to note that you don't have to drive traffic the way that I do.

I will sell a simple report or product, like the one you are reading now to get people on my list, or even free offers on a squeeze page.

Then I put them to a webinar by sending them invitations to it. It takes all of 10 minutes to write 3 webinar invitation emails and schedule them to send out.

Another way you can do it is with straight paid advertising to your webinar signup page. FB ads, Google ads, Solo ads, whatever you want.

I found the highest conversions after people getting on my list before inviting them to the webinar, but that's just me. It could be completely different for you and your niche.

You also don't "HAVE" to do a webinar (uh-huh, I heard that sigh of relief, but you need to get over it if you want to make the big bucks).

Webinars are the #1 way to get the highest conversion. Having that live presence makes a huge impact on buying decision, especially at these price points.

However I've seen other 7 figure marketers who will pop up a FB ad and run it straight to a page with a 30 minute video, essentially skipping the webinar altogether but still providing the same presentation via recorded video (instead of live).

Alex Becker is a good example of someone who I've seen do this. He actually puts them through a series of free training videos, but at the end of each one he offers to fill out his application.

Ultimately you'll just have to test and tweak to see what works best for you and your niche.

Well, there you have it!

Don't let yourself overcomplicate this. It's very simple.

- Mastermind group
- Weekly live training with Google Hangouts
- Drive traffic to a webinar
- Have them fill out an application
- Call them & close the deal

Now just sit back and enjoy the fruits of your labor. The only one stopping you is yourself.. so hit the "GO" button and let me know how you enjoyed this report.

Regards,
Jeremy Kennedy

If you need any help you can send me an email to
jkennedy@laidbacksuccess.com

Yes, you will get a personal reply from ME, not an assistant.

Cheers!