



# How To Create A \$197 Offer In 48 Hours Or Less

So let's be real. We are in this to do two things.  
Help people & make money.

By offering products & services at higher price points, we need  
less customers to make more money.

## **The problem?**

It "seems" like a daunting task to put something like that together.  
It sounds like a lot of time & work to create the value worth a mid  
to high ticket price point.

## **The good news? It's not.**

I have built a system that allows me to spend the least amount of time while charging a higher price point AND providing the value that the customer expects to see.

All without creating a ton of course materials or content upfront.

In fact, what I did was stick up a sales page, a buy button, and scheduled two emails in my autoresponder.

From that I was in business to sell a \$197 offer along with a \$47/m recurring backend offer.

And I made sales.

Can you write just a sales page & two emails?  
How long do you think that would take you?

Let's say you shut down Facebook & email for a few solid hours. You could hammer out some sales copy easily in a word doc.

It'll be even easier because I'm going to let you cheat off of my sales letter. Now don't go and copy/paste the darn thing, but you can basically change a few things to match you and your offer and go.

Two emails? Might take you another hour if you are real new to this stuff.

That's about 4-5 hours of dedicated work to get started. With that you will have a \$197 product and recurring upsell.

So here is how your offer works.

You are going to dedicate about 2-3 hours of your time each week to run the program.

What you are selling is an on-going bite sized step-by-step training to accomplish a particular goal.

Maybe you are teaching golf and you send them a new lesson each week on growing their skills.

Maybe you are a guitar instructor and each week they will be sent a new video lesson with the ultimate goal of mastering the jazz guitar.

There has to be an end goal. The ultimate thing(s) they want to achieve from your teaching.

Each week you will send them a new email with that training. Same day & time of each week.

Now what I did was create a video or a pdf or an audio for each week's lesson. Then I send a very short "here's this week's lesson" email.

When I create the lessons I just add those emails to my autoresponder follow-up sequence for that email list/campaign.

The beauty is in the automation. You create a new lesson each week and then you never have to create them again.

Once you get all the lessons done over whatever set period of time it's then all automated you just drive more traffic and it runs itself.

All your new buyers will be automatically subscribed to that list and they will begin to receive all the previous emails in a drip sequence fashion.

I also point out in the sales letter that each lesson comes with a homework assignment. This is meant to make the training actionable.

They have a week to complete the assignment, plenty of time. So now they are taking weekly victories and by the end they will have completed their goal.

This really makes this model a winner. Because you aren't dumping 2 months worth of content on them all at once. It's overwhelming.

Instead you are giving them bite-sized actionable steps with time for them to do it in their own time.

Now, as for the upsell, I offer as a monthly recurring investment and they get two very important key things.

### **1. Unlimited email support with me.**

This is powerful. It's the closest thing to private coaching without killing yourself in calls. Email you can take your time with.

Email allows you to respond in a proper manner at a time you can get to it. I **rarely** get an email from my recurring customers.

But when I do, I'm quick to respond and they are happy just to know you are there.

Also you'll have a record of your conversation with them.

## **2. Access to my mastermind group.**

Simple enough, create a group on social media.. FB, Google+ are both easy places to host a private group. They get access to this group which also allows them a different kind of access with you and other members.

Those two offers combined gives them the comfort that someone is there to help. \$47 a month is what I charge.

You could charge \$19.95/m or even less, but I encourage you to keep it higher for two reasons. People who pay more tend to need you less, they are willing to take action. You want to be paid fairly for YOUR time.

At \$197 + \$47/m I'll gladly give people my attention.

It's not \$1,997 like I know some people charge but the cool thing is the price is ultimately determined by you.

It depends on what crowd you want to have around you.

Doesn't it make sense to invest your time in people who are willing to invest their money in you.

Someone who will happily pay you for the value you provide.

The folks who pay more respect you and your time.

So now I'm going to show you the sales page for the offer I created for my own program.

Don't exact copy it but feel free to use it as a base letter to work with.

Here is the sales letter:

[https://s3.amazonaws.com/JKennedy/Laid-Back\\_Success\\_Letter.pdf](https://s3.amazonaws.com/JKennedy/Laid-Back_Success_Letter.pdf)

The best way to learn is to do it.

So what about getting this thing up and running?

Ok, well I listed mine on [WarriorPlus.com](http://WarriorPlus.com)

You could also choose [JVZoo.com](http://JVZoo.com) but I just have a special place in my heart for W+.

You can setup your listing in there. You'll need to create two "product" listings and an "offer" listing that links those two "products" together.

They have videos and instructions on the site to show you how to set this up. It's not difficult or time consuming.

With WarriorPlus you have the option to receive payments via PayPal or Stripe. Paypal is a favorite among most in the IM niche.

Outside of IM Paypal is still popular but you might like Stripe better. I do. Either one works.

Stripe links directly to your bank account. Visit [stripe.com](http://stripe.com) for details.

Now write your sales letter in a word doc. If you have a WordPress site, it's easy to use a plugin like WP Profit Builder to make a nice sales page.

Or you can hand off your word doc to a guy on [fiverr.com](https://www.fiverr.com) and have them put it into an HTML page for you for \$5.

Also, I do believe both Word & Pages (for Mac) both have an Export to HTML function. It works just fine for a simple page like mine. Upload the HTML file to your webhost.

Then just make sure your sales page link matches what you have in your WarriorPlus listings. You can get your buy button code from WarriorPlus, just paste that into your HTML page where you want the buy button or hand it to your fiverr guy.

Also check in WarriorPlus that you have linked up your autoresponder. (GetResponse or Aweber)

You can do that under your account settings in W+.

So now go into your autoresponder, go to “autoresponder messages” and create two autoresponders for the list you will be using.

The first autoresponder is a “welcome email”. Just say hi and tell them what to expect.

The next email should have the first lesson in it. It shouldn't take you long to write down or record a lesson.

What I did in my first lesson was basically show a mindmap outline of what the course will entail and how it all links together.

Schedule the both emails to send out immediately upon purchase.

Now you have up to a week to create the next lesson and so on and so forth. Easy peasy.

Another beautiful thing about this method is that once you've completed all the lessons, you can then package them all up into one complete product which you can sell for even MORE.

You can set this up for any niche. It does not have to be internet marketing. It needs to be in something you love to talk about.

I personally love to talk about business with anyone and everyone. Is there a subject that you are the same way with?

What is it that you talk about with everyone? You know what it is. That is your niche. People who enjoy it like you do will come along and buy and be a part of your community.

Of course, you have to REACH the community.

So how do we get your offer out there? You basically have 3 options... free social media traffic, no out of pocket affiliate traffic, paid advertising.

Personally I prefer affiliate traffic. That's not to say that any other way won't work.

Essentially what you want to do for the affiliate route is find the community of people online in your niche.

In IM that is places like the WarriorForum, W+ & JVZoo Marketplaces, there are also many more.

For the "bass fishing" niche, there is a HUGE forum, comparable in size to warrior forum. Pretty much every niche will have a forum somewhere, or groups on social media.



Finding your niche community is not hard if you are looking.

Find the people with big followings. People who have high ranking blogs (they will also have an email list), people on YouTube with lots of channel subscribers.

Connect with these people.

This is how I grew my business in IM, connecting with the people in the industry. Do that in your industry and you can rise.

Just one high rank blogger with a list can bring you hundreds of sales within a day or two's time.

I give affiliates 50% on this offer FE & BE. But I actually don't have affiliates raw mail to it.

For me personally, I have other products out there that affiliates mail to and puts people on my list. Once those people are on my list then I email them about the offer. Generating my own traffic and sales from my own list so I get 100% of those \$197 & \$47 payments.

Alternatively you can just pay for traffic. Running advertisements on social media has never been easier.

There is a wealth of information out there on how to highly target the right audience for your niche.

You can just as easily do a video sales letter, where you use powerpoint and your voice (or some guy on fiverr's voice).

Video presentation sales pages generally work better for social media audiences. This is because they are in "entertainment"

mode and likely just want to poke around at images and videos to fill their thoughts in between work and life.

## **Recap**

Step-by-step:

1. Outline what you would teach either in a mindmap or word doc. Your course should take them from point A to point B (B being the ultimate goal) in a step by step format.
2. Write your sales page. You can use mine that I linked to above as a reference if you'd like.
3. Write a sales page for your upsell (optional) for unlimited email support & mastermind group.
4. Use [WarriorPlus.com](http://WarriorPlus.com) to create your listings. Connect your autoresponder in WarriorPlus and link it to your FE product.
5. Go to your autoresponder and enter in two email followups for your list (of customers who buy your product). One email is a welcome email, the other email is their first training lesson. For your first lesson I recommend showing & going over your course outline in more detail so they will know what to expect, also include a mini-EASILY-accomplishable homework assignment. The first one needs to be something super easy they can do quickly.
6. Connect with people in your niche who have big followings. In the IM niche, look on [WarriorJV.com](http://WarriorJV.com) FB Group or vendors on Warrior+ and JVZoo. Inside and outside of the IM niche Google search for high ranking blogs and offer the blog owners a commission of profit from sales (50%) to offer it to their followers/list. Google search high traffic forums in your niche. Most big forums will have marketplaces. Also connect with the top members on the forum (usually people with LOTS of posts who've been there a while).

Run paid advertising on social media. Target people who like high profile companies or people in your niche. Ex: In the bass fishing niche I might target people who like or follow “Bass Pro Shops” or “Bassmaster Fishing Club” or “Bill Dance” (a popular fisherman). Now you know you are targeting the right audience effortlessly.

BONUS TIP: In the IM niche, running a \$1 WSO for a short report is an easy way to get traffic & subscribers where you can then promote your mid-ticket product to them.

7. Now all you need to do is sit for 2-3 hours and write a new lesson each week.
8. Enjoy making some nice money!

Don't let your own self perception slow you down. You have a lot more potential than you think you do.

If you apply yourself and your knowledge, truly think about how you can help others.

If you stick to the golden rule then you will never be poor.

Really make this about something you enjoy that you want to share with others.

Sure you can take an all business “let's just do what's hot” approach. But allowing yourself to think outside the box and go after something you think about all the time.

That's the ticket.

That's the ticket to big ticket.

Zig Ziglar said one of my favorite sentences ever:

*“You can have everything in life you want, if you will just help other people get what they want.”*

Regards,  
Jeremy Kennedy



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