

Creating Your High Ticket Offer

Your offer is the most important piece of the puzzle when it comes to business, if someone doesn't like your offer, it doesn't matter if you have the best copywriter in the world writing your sales letter, or my team running the ads.

It simply won't convert as well as a great offer.

Case in point...

You have a 2020 Ferrari 488..Red, Black Interior, the works...

Vs.

1978 Ford Pinto



Which is going to be the easier sell?

You could give the new Ferrari to a 60 year old man with just a Facebook & LinkedIn, he could make a couple posts and sell the Ferrari.

The Pinto would be a lot tougher sell.

Always keep this in mind when you're putting together your offers.

3 Offers = More \$\$

We love to offer people 3 or more options on the phone. 25% of your prospects are always going to want more, if the offer is solid.

For my agency, we have a \$4,000 a month offer, \$6,000 a month, \$7,500 a month, or \$10,000 a month. We also have an added fee of 10% of ad spend, if it's over the base number. So if a client takes our base package of \$4,000 a month, and spend \$45,000 on ads that month, they owe us another \$500 at the end of the month.

We just got paid **\$81,378.07** for one month's of work from one client because of the 10% fee added.

Status	Date ▼	Number	Customer	Total	Amount due	Actions
Paid	2019-12-17	261		\$43,878.07	\$0.00	View ▼
Paid	2019-12-13	258		\$30,000.00	\$0.00	View ▼
Paid	2019-12-10	248 Recurring		\$7,500.00	\$0.00	View ▼

Here's how our offers work for our Agency:

- 1 Traffic Source is \$4,000 a Month
- 2 Traffic Sources are \$6,000 a Month
- Our 'Omnipresence' Package which is 1 Cold traffic source, then we retarget them across Facebook, YouTube, Google Display, Google Search, & Instagram is \$7,500 a Month
- All 5 Traffic sources are \$10,000 a month - Google Display, Google Search, YouTube, Facebook, & Instagram
- All of them come with a 3 month minimum

Over 20% of prospects choose our \$6,000 / month or higher package.

Creating A Better Offer

What can you add to your offer right now that would make it way more appealing to your prospect?

- Done For You

- Can you add a "DFY" component to your offer?
- We added a Video & Design team to our Agency so we weren't just another agency that just ran ads, we actually create them as well
- **Example:** CPA that actually prepares different scenarios for you based on how much taxes you would save if you did different things like buying an office building, conservation

easement, etc..

- **Example:** A fitness trainer that actually prepares your diet, then actually partners with a food service that will send it to them.

A lot of people don't want to go through the hassle of actually ordering it and having it sent to them.

- **Group Coaching Calls Every Week**

- This will allow you to move away from 1 on 1, which is not a scalable model
- This will also allow you to answer people's questions all at once, so the same question doesn't get asked over and over again

- **Voxer - For 1 on 1 Questions**

- Some people want to ask more intimate questions, and want more access to you, let them simply walkie-talkie you
- Adds a 1 on 1 component, but it doesn't suck up a ton of time

- **Membership Site**

- Step by step training that will allow you to guide people a lot easier. You don't have to do a ton of 1 on 1 as well when you have a membership site
- Lay it out, so they can go from start to finish and get the end result

Basic Offer Vs. Great Offer

Basic Offer

- You get 4 One on One Coaching Calls
- We write a diagnosis of your problem and how to fix it
- You get PDFs and a couple videos going over concepts to help you

Great Offer

- You get 8 Weeks of Consulting From My Team & I
 - 2 Weekly Calls that dive deep into a topic, then we do Q&A
- You get Lifetime Access to our private members area with all of our video trainings, guides, and manuals to become successful
- You get 1 on 1 Access to me via Voxer, where you can ask questions 24/7 and get answers that same day
- On-Boarding Call where we lay out everything you need to do over the 8 weeks we're working together

Pricing

The last thing you want to do is compete on price, people who compete on price go out of business. You're not Wal-Mart or Amazon.

Focus on the value and the transformation you give. I'd much rather be the most expensive in the marketplace, then the cheapest.

Think about the end goal for that person, what would it be worth to them, to get that end result?

Let's say you're a marriage coach, you can't measure in dollars how much it would be worth to someone to save their marriage per se, but if you asked most people, they'd pay \$20,000, \$50,000, or for some people even \$100,000 to save their marriage.

Most people are just copying what their competition is doing, and their competition is charging basic rates. You need to think about the end result and what that would be worth to them.

We've found that there's no difference in charging \$2,000 for a Higher Ticket Program or charging \$3,500.

You're going to convert the exact same amount of people, but you're making almost double the money.

Let's say you're a fitness coach, you help a guy get in the best shape of his life, he has more confidence, he's in better health, and is able to find a new girlfriend because of how he looks, you've now completely changed that person's life.

What's that worth to him? **\$2,000? \$5,000?**

Keep this in mind when you're pricing and it will help you get paid more, every single time.