

SIYOP Workshop

Session 6-8

Creating High Ticket Offers

A high ticket offer is going to be your most expensive package. It's just basically what it means, is your highest ticket that you have. Generally it includes more one-on-one interaction than anything else. So your others at the lower end it's people just buying a course, walking through it and at a higher end, people are getting some type of either a Facebook group, maybe another level of getting coaching, and then at the high ticket end, they're getting a lot more one-on-one with you.

It's based off achieving a specific result instead of educating. It all boils down into actually giving the person a very specific thing that's going to happen to them that's better than where there are right now. Instead of just saying here's a bunch of stuff, learn about it and do it yourself.

Some common variations are coaching, masterminds, and service based are the three most common ones, high ticket type offers you'll see. Typical range \$5000 to \$50,000 and they can go up a lot more than that. I'm in a mastermind with people that have a \$250,000 high end offers. So it can go up to just about anything. But typically \$5000 is as low as it goes, more like \$10,000.

And the key is you don't want it to be a rolling monthly program, but you can split up payments so if it's so that people are buying into it a year long mastermind, you don't say it's a \$1000 per month to be a part of it. You can say it's \$12,000 but we can split it up for you into 12 months if you need to. If you want to offer it that way, but you want to make sure to get the commitment for whatever the full term is. It doesn't have to be a full year it can be 3 months. Jack and I have one that's a 3 month one. It's not a high ticket one of ours, but it's like \$5000 package is a 3 month one.

It can be for however long as you want it. It can be a really short one. It really doesn't matter. You just want to get them to that result. If you can get them there in a few hours and that's all it takes, you can get the money. Do it.

Here's an example of one. This is our highest one, which would be a virtually coaching for 12 months, where you get limited access to us. We'd help them create and produce and defined series podcasts, create their interview pitches for them and deliver 3-5 appearances, set them up as a contributor for AllBusiness.com, we'll do a full photo shoot in Houston and a lifestyle video shoot, get them to have a TV appearance down here in Houston, and finally set them up as a contributor for the Huffington Post.

This is a, with most of these when you get into these bigger packages, you're delivering these specific things, these are more like guidelines because you're delivering a result, not always deliverables.

These are some of the deliverables, but really the thing people are buying from us on this one is to get a lot of celebrity level type exposure. So there's different things they would want. They may have no desire for a podcast at all, so we would knock that out. We'd find other things they were more interested in.

Like this one is a \$30,000 or \$3000 a month for 12 months. So that's our \$30,000 offer. These are always good to have just so if somebody wants to give you that much money, they can. That's one mistake I made early on is I didn't have these.

You're not going to sell these all the time. You might, and God bless you if you do, but you need to have something high, really very high offer just so if somebody does want it you've got it there for them. I made that early on. That's why when I first made my first high end ticket offer to my list, I sold \$240,000 in two weeks just because I had the money sitting there waiting on me for so long because I never made an offer for it and I had that people with that much money sitting there wanting to give me more, waiting for a big offer.

Because somebody that has a successful business, they want results. They don't want to buy another info product, or even if it's on

a business like person is wanting help with their marriage. If they've got a lot of money and say hey listen I don't want to buy the book, I'm just going to pay this one expert to fix this problem for us, I'll pay him whatever he says. And there's people out there watching each person listening to this right now, no matter when it is or where you are, you've got somebody out there that's like that that's wanting to give you more money and you just need to let them do it and put together their right package and make the right offer and you will sell it.

Now as far as creating your offer, it's likely going to be the core of your micro-specialization. Early on back in the second week, or second lesson when we went over micro-specialization you started working on what your micro-specialization is. That's what this is right here. Like with Jack and I, it's about helping entrepreneurs create their authority positioning getting them massive national media exposure.

That's what our high ticket offer is. That's the one thing we do. We don't promise them all types of help to build a funnel, or Facebook Ad campaigns, or SEO or any stuff like that. We do the one thing, and that's what your high ticket offer should be.

You need to put something in there that appeals to people that want it done now and are willing to invest to make the pain go away. See you have to have things in there that appeals to that type of mindset. Like

with ours, one of the earlier things we do with them is get them on TV news down here in Houston.

They want it want some exposure and wow here we'll get you on TV in the next couple of months. We'll plan on getting you down here. We'll have a video crew come out. We'll give you limousine service, they're going to video tape you getting ready for your appearance, taking the limo down into the TV studio, going in, getting done on it there. We're going to make a nice video out. That's the type of stuff you want to build with these high ticket offers.

Judging people that I know that are listening to this now, I can definitely know a lot of yours would be and how you could work them. You can build anything into a high ticket. So don't think that this only works in people that are targeting businesses because the person I mentioned before that has the \$250,000 high ticket offer does not target business owners. He is a marriage counselor and he gets that often.

So you want to show a clear path from point A to point B in how you'll make it happen faster or better than if they did it on their own. That's the key to the high ticket stuff is that you're going to make it, you're going to give speed to results. Because literally we say this all the time with our prospects. When I'm on strategy session calls selling the bigger ones.

If somebody asks well can I do this on my own, every time I'll say absolutely. You absolutely can do this on your own and people are taken back by this and surprised. There's nothing any of us do that somebody can't not eventually do on their own. Now they're going to have to learn a lot of stuff. They're going to have a lot of failures during the process of trying to figure it out. They're going to spend a lot of money trying to figure it out. They're going to spend a lot more trying to figure it out and do it on their own than if I had just done it for them. But they absolutely could do it on their own.

That's the type of stuff you want to cover during when you're creating these high ticket offers. Make sure that the person can see that their point they're in now to where they want to be that you can get there faster, better than if they did it on their own.

Last, you want to over deliver in every way possible. These high ticket ones are very different. You want to do small things like examples of some of the follies not even just in our high tickets, but in our other ones. It's like an Amazon Best Seller stuff, we'd send them a little trophy. That's a good way of doing that. Or just like when you come down to your event, having the limousine service. Take them out to a nice, high ticket event in Vegas, not last year but year before last. No it was last year we did it. We took everybody to a nice show to one of the Cirque du Soleil shows, took them out to a nice dinner, all that stuff.

That's that stuff we don't talk about before hand, you just do it. You surprise them, put in some nice little surprises and over deliver in every possible again.