

HIGH TICKET HOW TO BUILD

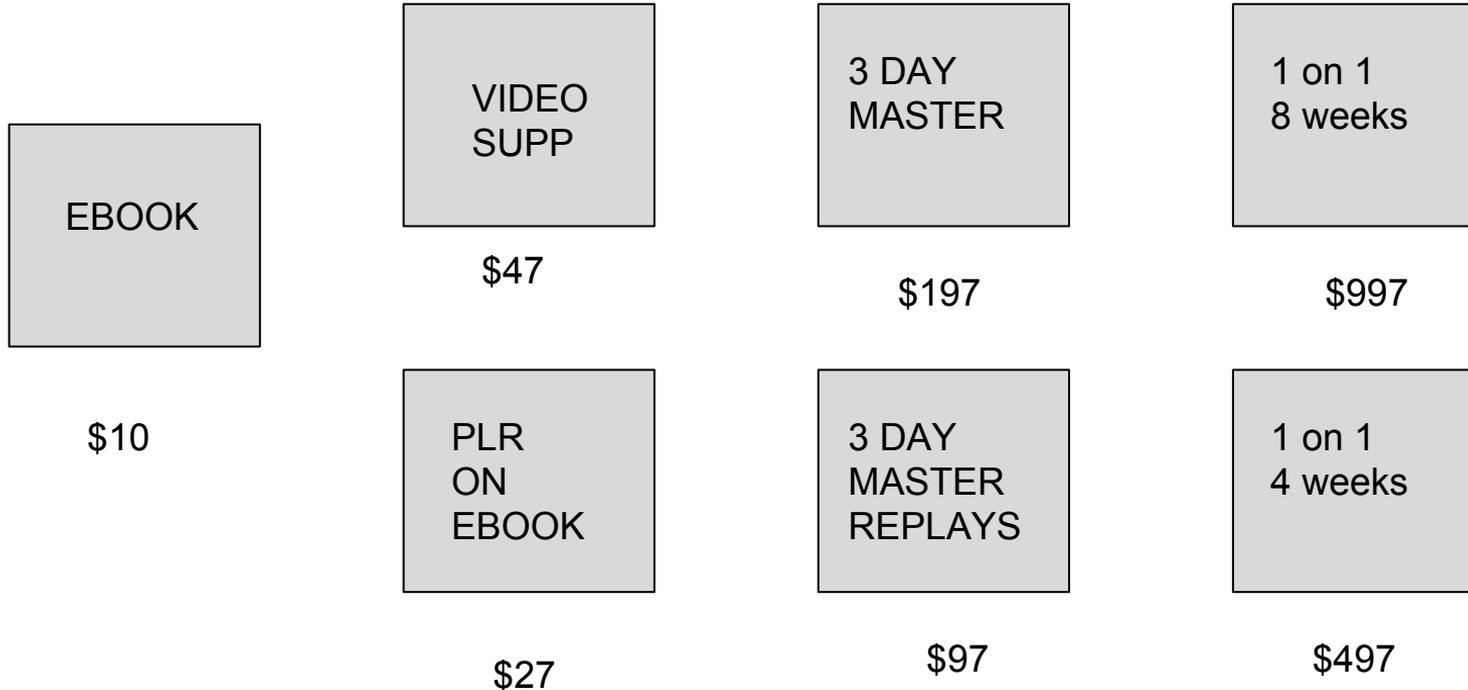
EC IM JUMPSTART

OVERVIEW

1. HIGH TICKET AT IT'S CORE
2. 1 ON 1 STRATEGY CALLS (ONE OFF)
3. 1 ON 1 STRATEGY CALLS (PACKAGE)
4. 1 ON 1 MENTORSHIP PROGRAM (LONG)
5. 1 ON 1 MENTORSHIP PROGRAM (SHORT)
6. GROUP PROGRAM (LONG)
7. GROUP PROGRAM (SHORT)
8. GROUP PROGRAM Q&A (RECURRING)
9. PREMIUM COURSE
10. PREMIUM COURSE W/ GROUP MENTORSHIP

HIGH TICKET AT IT'S CORE

ACCESS AND DEPTH



1 ON 1 STRATEGY CALLS (ONE OFF)

1. I have sold these by email
2. I have sold these in my product funnels
3. I have sold these from youtube
4. I have charged \$97 for a one time session that would last 1 hr.
5. Calls done via skype

1 ON 1 STRATEGY CALLS (PACKAGE)

1. I Have sold these in product sales funnels in sets of 4 calls
2. I have charged \$197 for set of 4 calls, one call a week.
3. Calls done via skype (about an hour long per session)
4. Generally these would be a mix of Q&A with hashing out a dedicated strategy that fit that person.

1 ON 1 MENTORSHIP PROGRAM (LONG)

1. I have sold this through email
2. I have used application process to sell this
3. The longest I have done is 12 months
4. I have charged \$1997 for this program
5. I have offered series of 3 payments for this program of \$700 or 1 time payment of \$1997
6. I always took my applications that qualified and did a quick 15 to 30 minute strategy call with them to see if we are a good fit.
7. We would meet with this program once a week via skype to check in and keep moving forward

1 ON 1 MENTORSHIP PROGRAM (SHORT)

1. I have ran a 4 week program that taught 1 system for making money online
2. It was action based so when they were done with the first week of action they moved on to the second week.
3. I charged \$997 for this program
4. We met once a week via skype

GROUP PROGRAM (LONG)

1. I have never ran a long term group coaching package without a course attached to it.
2. If I were to do so, I would run it for no longer than 11 weeks.
3. I would record all sessions and give my students access to replays.
4. I would run the sessions through google hangout
5. I would schedule all the calls in google hangouts in advance and I would deliver a PDF with links to all that upcoming sessions to my students.
6. I would set up a private facebook group for the program where I could drop files for the students easily.
7. I would charge no less than \$497 for this program

GROUP PROGRAM (SHORT)

1. I have ran short term workshops where I charged \$197 for a 3 to 4 day program.
2. This program would walk people through one specific system, but at an in depth level.
3. The students were free to ask questions as I walked them through the steps (over the shoulder style)
4. I usually sell these workshops or master classes at the back of my sales funnels

GROUP PROGRAM Q&A (RECURRING)

1. I run a monthly group coaching call for my Insider's Club which is \$10.80 a month. This is grossly underpriced, especially considering all the content in my club.
2. Members have access to all replays.
3. I personally, know people who do group coaching calls once a week and charge \$197 a month for this. Although they do complain that once a week is a lot and it gets old.
4. Replays can be potentially packaged as a product and sold for a higher amount (\$97)

PREMIUM COURSE

1. I have created several premium courses and sold anywhere from \$97 to \$497
2. I have sold them best by email
3. YOU can sell them in your product launch sales funnels but not at the front. They sell best at the back of the funnel.
4. Generally when I do a premium course it is an in depth walkthrough of everything I am doing currently in my business to make money
5. There is a lot of “show me” in a premium course
6. Generally they are video with supporting documentation

PREMIUM COURSE W/ GROUP MENTORSHIP

1. EC IM JUMPSTART fits the mold of Premium COurse with Group Mentorship
2. I have sold these types of packages anywhere from 497 to 1997
3. Think of an online college class
4. These packages sell best for me through email with a webinar based sales page
5. These packages can be placed at the back of sales funnel with success as well