

# High-Ticket Blueprint

**The Blueprint Entrepreneurs Use To**

**Create 7 Figure Income From Knowledge**

# introduction.

You are bombarded with 'guru's' trying to get you on their courses, coaching programs and into their masterminds with claims like:

**"Turn your passion into profits and generate" "6 & 7 figures per month"...**

Most of the messages are obnoxious and untrustworthy.

But you'll also be very tempted by those who are offering you the system of how you can set up your own high ticket coaching program and mastermind.

The only thing that stands between you and getting to that level is a...  
You guessed it... High Ticket Coaching Course & Mastermind'.

Until now.

As a digital marketer of 12 years, I've taken multiple courses and masterminds on how to set up my own high ticket coaching offer.

It's a lucrative, rewarding, and enjoyable part of my business.

And as with all of our other content, I've filtered out the unnecessary BS, the fake guru hype, and hours of video to give you what you need in a format that's simple to digest... the 'growth notes'.

Here's what those high ticket courses would be selling you...

Enjoy!

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# ‘High Ticket’ Coaching Business

Before we start... let’s look at ‘why’ you would want to launch a high ticket coaching course?

## **Who needs a high ticket coaching course?**

- » Coaches
- » Consultants
- » Agencies
- » Authors or Content Creators
- » 9-5ers with a skillset they want to teach other people
- » SaaS companies
- » Creatives/Artists/Musicians etc

Essentially, anyone who has information, knowledge and value to share!

## **Your Current Pain points:**

- » In the trap of selling your time for money and have a ceiling on income
  - » Overworked selling services and judged for results
  - » Overwhelmed with clients demands and having so many ‘bosses’
  - » Stuck on a level of income and can’t scale
  - » Repeating the same information to clients over and over
  - » Not sure ‘how’ to scale
  - » No spare time
  - » You see other less experienced coaches ‘making millions’
  - » You don’t know what to do next
  - » You are trying too many strategies that aren’t working
  - » You have an offer that isn’t converting
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## **What is a High Ticket Coaching Course Offer?**

A high ticket coaching course is a \$2500+ offer that shares all of your knowledge, expertise and experience to provide people with a step by step process that delivers an end result.

It includes video lessons (live or automated) that delivers 80% of the core information and coaching & support that delivers 20% of the program (but the most value). The coaching and support is delivered via live sessions, live streams, Q&A's, Facebook groups, email support etc. It is this support that gives the premium value and allows for a high ticket price. Other people may even refer to this as a 'Mastermind' and 'Group Coaching' model. The offer is often viewed as a central hub of your business where your best knowledge lives, and from which everything else is created.

### **A High Ticket Coaching Offer must also:**

- » Solve a problem that commands premium prices
- » Be critical to the market (not optional or supplemental)
- » Be your flagship piece of work... in a structured format for others to follow
- » Turn what you are good at into a 'productized' business
- » Be so valuable and transformative that you can charge \$2.5K to \$30k for it

What's the difference between a high ticket course vs low ticket course?

A low ticket course won't include any support or in person coaching. Quality of information means more than how it delivered. Words on paper doesn't mean the value doesn't exist. If you can learn something from somebody who knows more about something... it can have exponential value on your life.

### **Premium Course Checklist:**

- » \$2.5k+ price and high quality product
  - » Highest expertise translated into a clear, step by step system
  - » All course content generates marketing materials (ads, emails, lead magnets etc)
  - » Produces a specific transformative result in a specific time
  - » Coaching & support given
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## **Benefits of a high ticket offer**

- » Helps scale your revenues and profits to 6 and 7 figures per month
- » Higher price results in greater profit margins and easier to scale
- » More flexibility and leverage in ad spend/costs
- » Less complex than webinar funnels and low ticket offers
- » Delivering the system/process and not the results
- » Position yourself as the expert and unique solution to create a blue ocean with little competition, no matter what industry!

## **The Opportunity**

- » The Online Education Market is worth \$329 billion by 2025!
- » You are NOT late to the game!!!
- » More people are online than ever and online sales are increasing than ever!
- » More people are open to online learning than ever!
- » It's easier to reach people more than ever!
- » It's cheaper to reach more people than ever!

So... remove your limiting beliefs and barriers of:

## **I can't charge that much**

The process below will help you justify selling a high ticket offer. And it will show your customers too.

## **Late to the game**

No... it's actually just getting started

## **There's so much noise' 'Everyone is selling xyz**

When you see so many ads for the same product and course you are creating, it means that there is a huge demand for your service! And... the algorithm is also showing you what your interests are... not everyone sees what you see in your feed! This process will help you differentiate yourself and stand out from the crowd. You'll be taking your share of the market to build wealth, and the market is so big you won't make a dent in it

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### **I'm overwhelmed by content?' 'Where do I even start?**

We show you a method to simply organise the best content your customers need

### **I've been working on this forever, maybe I'm not good enough?**

People focus on the wrong tasks. Or they don't execute correctly on the right tasks. We'll help you prioritise with a roadmap with the essentials

### **Imposter syndrome... Why would anyone buy my course?**

We'll show you the system to stand out from a crowded market

### **Technology and production overwhelm**

We are showing you the simple steps to remove all that friction that is standing in between where you are and where you want to be!

### **Market is too saturated**

Yes. The 'guru' world has created a bad rep for 'coaching' due to inexperienced self proclaimed "entrepreneurs" or "20 year old life coaches" teaching people how to make money by teaching people... But, the highest performers in the world all need mentors and coaches, and consultants... This process will separate you from the market.

Where this fits into your current business model or value ladder?

Other conventional marketing encourages the classic value chain and sales funnel where you give free content away to build trust before upselling into a high ticket.

BUT, this can be complex to build, manage and optimise multiple offers and funnels, and requires skilled marketers to keep profitable at each stage. Especially when you are starting with low ticket offers where the margins are so small to profit from ad costs, which can kill your whole funnel and ability to spend if your budget is low.

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Instead, for coaches and consultants, if you invert the value ladder, and start with the highest offer first, you can have more room for ad spend to generate leads as it requires less sales to break even and profit.

Additionally, you can downsell each lead that doesn't qualify for your high ticket offer.

### **The Process & Requirements of Creating a High Ticket Course**

You should already have a proven 1on1 high ticket service that you sell. If you can't sell 1 on 1 then you can't sell 1 to many through a sales funnel. ('fake gurus' are ruining the teaching world by doing the opposite. Don't be one of them). Start with your premium course offer at the highest price. Downsell mid-lower ticket offers for less money if high ticket course isn't purchased. (And you can create mid-lower ticket offers straight from your high ticket course!). Aim to upsell monthly coaching after the initial high ticket course is completed. T

### **The Upside Down Value ladder - The Ecosystem of Premium Courses**

Let's break that down a little more...

#### **High Ticket: \$2.5k+ Coaching**

- » Allows for greater advertising spend and greater profits
  - » More range of flexibility and ability to adapt to changes in ad costs
  - » Usually requires human touch with a sales call
  - » Quickest route to making money (especially if you already have a service)
  - » Most simple funnel and high success rates
  - » Course will include elements of live support/coaching with Q&A sessions
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### **Mid Ticket (\$100-\$2500)**

- » Complex funnels that include webinars, 14 day challenges, or events etc
- » Difficult to sell due to higher commitment but lack of human/manual touch points (calls)
- » Lower success rates as a result
- » Lower profit margins due to lower price points and higher ad costs

### **Low Ticket (\$0-\$99)**

- » Complex funnels that include lead magnets, tripwires for info products etc
- » Easier to scale numbers due to low commitment
- » Low margins which makes it difficult to profit without strong upsell funnels.
- » This is where you scale your business once your core offers and high tickets are proven

Remember... due to the structure of the high ticket course and the way in which you will build it, it will automatically generate marketing and advertising content... AND... it can also generate mini courses which you can downsell as mid-ticket offers if high ticket purchase isn't purchased. More to follow on that one!

“Wait... but what If I don't have any social proof or previous results to get started?”

- » Pre-sell the course to a small number of people
  - » Provide them with a huge discount
  - » Go all out in giving value and getting them results
  - » Give open office hours to give them personal coaching to help them succeed
  - » Use those clients to build your case studies, social proof, and testimonials
  - » And also offer monthly coaching upsell to those clients too
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## [Download High-Ticket Funnel Flow](#)

As noted, the high ticket funnel is generally the most simplest in format to set up, measure, and optimise. Easier than webinar funnels, and low ticket opt-ins, and easier to run ads than organic/social traffic etc.

This funnel will allow you to establish how much you pay for a lead (email), how much you pay for a scheduled sales call, and how much you pay for a high ticket customer. And... you'll then see the value of those metrics at each step.

Using general performance goals/forecasts, here's the maths to show how it can be so lucrative and scalable.

### 1) Ad

We'll show you how to create an ad using the most valuable piece of content from your course. Let's start with a \$300 spend.

### 2) Email Optin = 30%

A 30% opt-in rate can give you 30 leads with a goal of \$10 per lead

### 3) Authority Amplifier (training or sales video)

If 15% of leads book a sales call that would be 5 leads at a cost of \$60 per call

### 4) Sales Call

If you convert 20% of calls into sales that would be give you a \$300 per sale cost

### 5) Sale

If your price is \$3k your return on ad spend and profit is \$2700!

These costs will allow you to know that an email lead has a value of \$100, and a call lead has a value of \$600 which allows you to scale your ad spend accordingly.

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And remember... This is using low cost per lead forecast figures, but even if you 5x your costs per lead and cost per sales, you'll still be making profit due to the high margins.

This is where you get more flexibility to leverage your ad spend versus a low ticket offer where a 3x increase in cost per sales could cripple your whole business. And... you can even profit from the leads that don't convert by offering them a low ticket offer!

### **What you'll learn in these Growth Notes:**

You need to be the vehicle that takes your customer from one state to their desired state. During that process, your customers need:

- » Motivation & Inspiration
- » Steps & Roadmap
- » Support

This document brings you the system, strategy, and tactics used by the best marketers and businesses in the world, that deliver results. So that you can give your customers a clear path to success and a valuable transformation.

If you want to build a high ticket offer to position you for success, without the overwhelm, without the cost and time of learning the right methods, these are the steps to take!

This isn't a 'get rich quick' system, this isn't 'guru' hype. This covers the common pain points and details that people get stuck on when it comes to creating a high ticket product.

It is data driven and structured marketing strategies for those who want a serious business and are committed to put in the work to become a success.

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It's a step by step process to building out and creating your offer and positioning it to scale.

Plus... it will be the center of your business, it has marketing built in, it will structure your course, multiple micro courses, your funnels, and your sales process, and it will position you as an expert... allowing you to charge a premium price for it!

### **Contents: Your steps to success...**

(Remember that you'll structure your course in the same way but with different contents)

## **3 Phases, 9 Sessions**

### **1) BUILD THE FOUNDATIONS:**

This is critical to business success. Adding sales videos, facebook ads, and fancy websites to a product without these foundations results in wasted time and money and will be the barrier to being able to scale your course.

### **Ideal Customer:**

How to create and target the perfect customer to build out your course and marketing materials to maximise sales

### **Specific Result:**

How to choose the specific result/value your customers will receive when taking action, and how this will make them purchase

### **Creating the Sales Hook:**

How to create the powerful sales message using the formula of every successful offer... without being an expert copywriter!

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## **2) PLAN**

### **Course Content Brainstorm Strategy**

The tactics to research and build out the topics of your perfect course and the specific steps your customers will pay you for

### **Course Roadmap**

The framework to refine your topics into a simple step by step system that will take customers to their dream state

### **Your Course Outline**

The map and action points to finalise your course and 'show' the steps to your customers to build trust, confidence and demonstrate high value to increase sales.

## **3) LAUNCH**

### **Creating Content**

Get the simple system and action points to build out your course modules/sessions with premium quality and impact

### **Slide Structure**

How to create the slide content to deliver your value and engage your customers

### **Production Techniques**

Get the production hacks and tactics to record, edit, host and publish your course without spending thousands of dollars on designers, editors and hosting!

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# results.

## Step 1: Choose One Specific Result

### Goals & Outcomes:

- » You MUST choose a specific result that your customers will receive and achieve as an outcome when taking action with your course
- » Your current market must already be paying to achieve the outcome
- » This will be the core problem you will solve for your customer
- » It will form your sales message, marketing, ads, and irresistible offer
- » It will give you the confidence to launch and remove barriers
- » It will allow you to stand out and scale
- » All of which will make sales much easier
- » And you need to choose this before you even think about building out the course

### Why?

- » Customers use the value of currency every day
  - » Customers trade value for something they consider to be of greater value!
  - » Your course will give your customers a desired valuable outcome
  - » The key to your success is to ensure your customer clearly sees and receives an outcome that is much more valuable than their initial \$3k investment
  - » This also includes the 'costs' of not achieving their desired outcome (e.g: continued stress, continued debt, continued low income, disease and illness)
  - » They need to see that if they invest X... They will receive 10X
  - » "What value am I getting in return from my investment?"
  - » If customers are unclear on what they will receive, it's difficult to make sales
  - » Few courses stand out with 'unique systems' to achieve results
  - » Which makes it very difficult to stand out and scale in a crowded market
  - » Choosing a specific value will set you apart!
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## **How to choose the correct specific value & result for your customer?**

The key thing to focus on here is the transformational benefit & outcome! It isn't tools or features or services such as a 'roadmap' or 'a converting funnel' It's the ultimate end result of accessing that roadmap or funnel etc. It's usually an increase or decrease in a specific measure

'Increase Revenue'

'Increase Leads'

'Increase Customers'

'Increase Profit'

'Decrease Body Weight' or 'Increase Muscle mass' etc

## **Your Potential Thoughts/Doubts Right Now:**

"My customers don't have a single and specific outcome"

"That won't work for me or my audience"

"I've already tried that"

"My clients won't listen to that"

Forget what you know and what you've tried so far. This system works when you choose a specific result. When people have a specific, measurable result, they position themselves as experts in their industries and can be measured on success. And... everything is measurable! Trust the process!

## **Primary Result & Secondary Results:**

### **Primary Result:**

- » You will have a single 'Primary' result for your whole course
- » The primary problem you solve

### **Secondary Result:**

- » Secondary' results will be used for each of the 9+ steps of your course
- » These are the 'steps' to take in order to achieve your primary measure of value These values will 'show' your customers how to get to where they want to get to
- » They will generate content ideas and structure for your course
- » And they'll serve as additional hooks to attract your different avatars

### **For Example:**

Your primary result for the course might be 'increase revenue'. But you can use secondary results such as 'increase leads' to hook different people into your funnel, and also build out sections of your course.

Right now...

the main focus is to choose the primary result, but don't think you are ignoring all of your other results as we'll be using them later in the process.

Being aware of the secondary results will also give you a clear structure and format for yourself to become a world class coach and consultant, while appearing world class to customers.

It will give you high levels of context and reference points to structure your coaching, rather than getting lost in the granular level details that confuses yourself and clients.

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## Customers (niche) Focused vs Result Focused

### Focus on customers:

- » It's common advice to 'go niche' and focus on a specific 'customer'
- » It's boutique style work with high revenue/value per customer
- » It has a ceiling on the amount of customers you serve
- » This means you have to solve multiple problems for that one niche of customers
- » You put the customer in the middle of your business and offer multiple shiny offers
- » That means more work, more differentiated services, and less automated scale

This model works well for many people, but here is the model for high ticket coaching products that puts a 'value or results' in the middle of the business for multiple avatars/markets to see...

### Focus on Results:

- » Focus on a specific results rather than a specific customer
  - » You are solving a common problem to a massive market which means mass scale
  - » Finding a specific result means you can then market to multiple different avatars
  - » By advertising to different avatars, it's quicker to find out which avatar is most profitable and which you should focus on more
  - » You can also use a wider range of secondary results to attract even more customers into your product
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**For example:**

If you focus on the niche of 'building landing pages for restaurant owners', you are limited to the amount of restaurant owners you can reach before you need to offer more services to make more revenue (more work)...

BUT if you focus on a course that shows people the system to 'build landing pages that increases customers' you can target restaurant owners, and hundreds of other niches who'll find value in your single offer.

So, rather than trying to capture your target niche avatar with multiple shiny products, you can instead show your single shiny product to multiple avatars to see who bites

**Outcome:**

If you can create a product that:

- 1) Gives massive value and transformation to people
- 2) Can be priced at a premium price
- 3) Can be advertise to millions of people

Then you will be in a position to seriously scale with huge profits.

The secret to using your primary result to create desire and demand in huge markets?

**Problem:**

Most people try to sell the whole solution and the primary value from the start

This can be confusing, overwhelming, and intimidating for customers

And it can be a difficult sell for you

**Solution:**

Find and market a hot secondary result to act as a bridge into primary value

This will be high in curiosity and have high value for customers

While being clear and easy to wrap their heads around

And it will lead to the main course offer where they will be primed to pitch

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## **How this Fuels Your Marketing & Sales?**

- » You'll now establish the primary and secondary 'results' for your course
- » You will go on to build course content around these multiple results
- » As a result, all marketing material will be automatically included in your course
- » So when you need ads, emails, and sales videos, you pull them from each secondary value and problems you are solving in your course
- » This results in high performing marketing material that will attract your customers

## **Action Points:**

List all of the 'specific results' you can increase or decrease for your customer

Add a time constraint and specific metric to each value  
(10 days, 30 days, 90 days etc and X5 revenue, 20 pounds etc.)

Choose the one specific 'primary' measure of value that you will use for your course

- » Choose the 'critical' value that your customer 'needs' the most...
- » Avoid the supplemental, and what they might 'want'
- » Focus on what customers are most motivated by i.e. More revenue > More followers
- » Focus on value (not features) i.e. More revenue > 'We build you a website'

Save all of the other 'secondary' values for later

(You will use them to build out the content of your course)

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## **Example Values:**

Surgeons get paid more than GP's because they are the go to specific specialist Be a specific specialist! Focus on high specific value for higher sales.

High Value = Specific & Easy to sell

- 1) Increase Revenue (Business)
- 2) More Clients (Business)
- 3) Increase Earnings/Salary/Income (Business)
- 4) Increase Leads (Business)
- 5) Increase Profits (Business)
- 6) Make X amount of Money (Business)
- 7) Decrease Cholesterol (Health)
- 8) Decrease Body Fat (Health)
- 9) Lose X Kilos (Health)
- 10) Increase ROI (Wealth)
- 11) Increase Savings (Wealth)
- 12) Retire at X age (Wealth)

Medium Value = Meaningful but less specific and more difficult to sell

- 1) Traffic (Business)
- 2) Followers (Business)
- 3) Strength (Health)
- 4) Depression (Health)
- 5) Energy (Health)
- 6) Weight Loss (Health)
- 7) Build Your Portfolio (Wealth)

Low Value = Too broad and very challenging to sell

- 1) Happiness (Health)
  - 2) Love (Health)
  - 3) Freedom (Wealth)
  - 4) Success (Business & Wealth)
  - 5) Wellness (Health)
  - 6) Growth (Business & Wealth)
  - 7) Health (Health)
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# buyer persona.

## Step 1: Your perfect customers - Building the avatars

### Goal:

You need to clearly identify and define your ideal customer

- » You will create an ideal customer avatar for the whole product
- » You'll have the framework to create secondary avatars who will be attracted to different sections of your course
- » This information will guide your product development, marketing and advertising

Don't overthink this section as you are going to primarily be problem and result focused BUT you still need to focus on an avatar that you are going to be selling to.

### Why is this important?

- » If you don't match your product and your marketing with your perfect customer, then your marketing messages and campaigns will fail!
  - » That means a lot of time and money is wasted
  - » It means your business doesn't grow
  - » It means your confidence and belief in yourself takes a big hit
  - » It means you get lost and disillusioned with business and life
  - » When you define your audience clearly and accurately, it makes it easy to create a product your customers need
  - » It makes it easy to market to your customers
  - » It creates demand, removes sales friction, and increases sales conversions
  - » The customer is also more willing to pay a premium for your product at scale
  - » It makes ad set up and targeting much easier & efficient when this data is at hand!
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## How to choose your avatar?

Scaling your course can be difficult if you have a limited size audience and poor marketing channels.

Your customer avatar therefore needs to be:

- » Specific
- » In a large market
- » In a market that is easy to reach
- » In a market that has a clearly defined problem

PLUS... It's considerably better if this problem needs urgent attention. If you can hit those areas then it's much easier to launch and then scale.

Also note that if you need to convince your customer that they have a problem, it's much more difficult to sell. So try to choose a problem that a customer is already trying to solve.

## How many Avatars should you have?

You can and should have more than one avatar. The main/primary avatar is the person who needs all of your high ticket offer. Secondary avatars can be built out for those customers who might be mainly attracted to one section of your course but who would also benefit from the complete course too.

You will market specific sections of your course to these secondary avatars in the form of lead magnets that solves a small problem... before then showing them the whole course and the bigger problem that you are solving. (More below)

This also helps you identify your most profitable avatar and sales hook...

If you're running ads to the different avatars with the different components of your course, you can then switch off the ads that aren't performing and scale the ads that are. This is how you become profitable and scale.

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So... the beauty of being value focused is that you don't need to put all your eggs in one perfect basket, BUT try to get as close as possible to the 'ideal' customer, before building out secondary avatars for the secondary values/problems that will make up your course.

### **Who are my best customers?**

Your best customers are those who are in the most pain. They are lost, desperate, overwhelmed, stressed, unhealthy etc. They want to feel better. They are inspired to commit and take action when you a clear path is shown to them.

They 'need' to change. They have a desired 'dream state' they want to be in.

They are trying to transition into that dream state. They are looking for vehicle and clear path to take them to that dream state .

### **How to leverage their need to change and get to their dream state?**

Get clear on the change that your customer is going through. Get clear on who they want to become!.

### **CREATE THE VEHICLE TO THEIR DESIRED STATE WITH YOUR OFFER**

The biggest opportunities are in the customers need to change and transition. The space from their current painful state to their desired dream state! This is where the biggest demands for your product are.

Having this transitional change and dream state into your course title serves as a powerful hook to convert customers. Something we'll cover in upcoming sections.

Remember the three things your customers need for success

- 1) A pain that inspires them to commit to change
  - 2) A clear roadmap or game plan for them to transition to their desired state
  - 3) The support system
-

Your product is the bridge/vehicle to their dream state. It's their clearest path with simple steps to solve all of their problems.

### **What data should you build out for your avatar?**

The data points below will allow you to get clear on your customer. It will then allow you to target them in a crowded market

#### **Information you should build out includes:**

- 1) Biggest fears
- 2) Biggest pain points
- 3) Dream state
- 4) Goals & desires
- 5) Books & publications they read
- 6) Shopping habits
- 7) Groups & forums they participate in
- 8) Questions & searches they ask
- 9) Experts & 'gurus' they follow
- 10) Software & tools they use

Don't get overwhelmed by the amount you need to know. You just need to know a little bit about everything for your avatar.

### **How to find that data and the 'customer needs' if you don't already know them?**

- » Ask your current customers
  - » Look at other businesses and their offers
  - » Look at competitors products, ads, sales pages etc.
  - » Look at other marketplaces
  - » Look at blog posts etc
  - » Look at contents of best selling books
  - » Look at reviews of books and courses
  - » Look at popular questions in forums and groups and quora etc.
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## **How to target your customers with this data and stand out?**

These data points will shape the clear system you'll create to help them achieve their desired results, of which you'll use through ads and marketing. The data points will double up as your advertising data. Ad platforms can hone in on all of the information you build out above to bring you your ideal customer.

For example: As you build out your advertising on Facebook, you can create target markets using the information from your avatars ecosystem. Knowing this information gives you the opportunity to scale with just a few clicks from your advertising campaigns.

And remember... when you see so many ads for the same product and course you are creating... it means that there is a huge demand for your service! BUT... where most other people are 'telling' your customers how they can help them, your course is going to 'SHOW' them how you are going to help get to their dream state with more clarity and value.

This data and knowledge is extremely powerful for your business, but it should of course always be combined with your passion to help people and make a meaningful authentic impact!

### **Action Points**

1) Build out the 'Perfect Customer Profile' Fears & Dreams (Only for your primary product only) a) Pains & Frustrations b) Fears & Implications c) Goals & Desires d) Dreams & Aspirations

2) Fill out the 'Perfect Customer Profile' Demographics (Only for your primary product only) a) Demographics - Who are they? Age? Gender? Location? b) Psychographics - Interests? Who do they follow? What do they read? c) Avatar Description - Who is your perfect customer? d) Traffic Sources - Where will you target them? Facebook? YouTube?

3) Fill out secondary avatars for secondary values/problems (Only do this if you feel you want/need to go deeper.)

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# sales message.

## Step 3: Creating the Hook & Sales Message

The final phase of the foundation to any business or product is almost complete...Now you need to take the primary value you've chosen for your product and merge it with the desired state your avatar wants to be in...This will create an 'irresistible offer' with a single sales message that hooks them into the product.

### Why this works?

- » Combining the currency and your avatar makes your offer immediately clear
- » It tells your customer that you can take them to where they want to go
- » It ensures them that they don't have to do all of the things that have prevented them from succeeding in the past
- » It gives clear value to them, sparks curiosity, inspiration... and sales

### Why this works?

- 1) Copywriting can be very expensive
  - 2) There are also advanced copywriting techniques that can be hard to learn
  - 3) Advanced copywriting techniques can only be applied when you have the foundations of your course down with proven results, and want to go deeper
  - 4) Businesses fail to communicate value to their audience
  - 5) They fail to stand out from the crowd with their sales copy
  - 6) This makes ads, sales funnels, and marketing much more expensive and difficult
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## **“So how do I create a Sales Message & Hook that will generate 6 and 7 figures in sales?”**

The aim:

- 1) Include one specific result the market is already paying to solve
- 2) Gain 100% confidence, clarity and excitement in your product
- 3) Set the stage for an irresistible offer to make sales and marketing easy

The Formula

- 1) Avatar: Call out your ideal customer to alert them and qualify them
- +
- 2) Value: The single result or unit of value you exchange for clients' money.
- +
- 3) Metric: The measure of the value to make it meaningful
- +
- 4) Time: The time it takes to get results / duration of your course or program
- +
- 5) Without: What the customer doesn't have to do

- » These steps make it real for the customer
  - » They make it clear, tangible, and actionable
  - » If you are vague with results, their dream state will remain just a dream
  - » Time puts a deadline on their dream to make it an achievable goal
  - » They will connect the value, the metric, and time to their ultimate dream state
  - » They see that you are the vehicle to transition them from a 'pain' to 'dream' state
  - » This inspires them to want to take action immediately
-

## The Template

I help\_\_\_\_\_achieve/do/increase/decrease \_\_\_\_\_, by \_\_\_\_\_in\_\_\_\_\_ so they can \_\_\_\_\_. without\_\_\_\_\_.

I help\_\_AVATAR\_\_ achieve/do/increase/decrease \_\_RESULT\_\_, by \_\_\_\_METRIC\_\_\_\_\_in\_\_\_\_ TIME\_\_\_\_\_ so they can \_\_\_\_DREAM STATE\_\_\_\_\_. without \_\_PAIN POINTS/FEARS \_\_\_\_\_,

The 'so they can' section is simply the outcome and transformation that the product will provide which strengthens the sales message if needed.

## Examples Sales Messages:

"I help New Mums lose 50 pounds in 90 days, without fad diets and gyms, so they can feel confident, healthier and happier in life."

"I help digital marketers and entrepreneurs 10x revenues in 90 days without paying thousands of dollars!

"I help digital marketers and entrepreneurs 10x revenues in 90 days with access to the elite level growth strategies and systems hiding behind high ticket courses and masterminds, without paying thousands of dollars!

Use the template as a basis to get started to but feel free to improvise. You can include additional 'specific-value' based info to stir the pain points and emotions i.e. "by accessing strategies hiding behind high ticket courses'. But be sure to be concise. If the order doesn't flow or read well you can switch it up or blend accordingly. If you are concerned about sounding too 'spammy' and 'salesy' with bold claims and timelines... be true to your brand to make it work! Just try to hit the formula as much as possible because it converts into sales. This is a proven simplified copywriting principle that works! It's the fundamentals. This formula should be used for your whole course or coaching program.

And it should also be used for each section of your course, in addition to being in each email, subject line, ad, landing page and sales page etc.

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Note: Marketers and 'Guru's often take these formulas too far by honing in on customers pain points and fears way too aggressively. You should reference pain points, but focus primarily on the value and the positives so you don't agitate customers and look too 'salesy/spammy'. Find your balance with the best practices, your brand, personality, and your voice!

## **Refining Your Sales Message**

People can get overwhelmed by this process. Or they can try to get too creative to stand out from the crowded market. The more simple and obvious you are with your message the easier it is to stand out. And being clear will reflect how your product is clear once they purchase.

So it's important to speak in the tone and language of your customer. Don't use jargon and formal words etc. Remember that you don't have to educate them in the sales message as you should already be focused on a common problem with a big market. To avoid over complicating and over confusing things for you and the customer, make sure your sales message:

- 1) Can be understood by a kid
- 2) Is immediately clear what you are giving the customer without jargon
- 3) Is a critical solution and not just an optional supplement

### **ACTION POINTS:**

Create your sales message

---

# brainstorming ideas.

## Step 4: Course Brainstorming

### Goal:

- » You now need to form the actual content and structure for your high ticket offer
- » You need to take all your information in your mind and in the world to extract the specific steps that are going to be the vehicle to reaching your customers dream state
- » You'll be productizing your knowledge and experience to package up to customers
- » You'll use the information you've developed so far to develop your course
- » You'll have 3-5 phases, each with 3 sections... 9-15 steps in total but first...
- » You'll start this phase with a 'Brainstorming' exercise

### Why is this important?

- » Content overwhelm is real for you and your customer
  - » This step will give you ideas and inspiration for what your course will include
  - » This will be the ugly (creative) process before you refine and clarify in the next steps
  - » You need to find the key steps that will result in a transformation for your customers
  - » You'll eventually share this structure with your customers to 'show' them the system
  - » This is where customers see the value
-

## **Steps to Brainstorm:**

### **Preparation:**

- » Use sticky notes, a pen and paper, or apps like trello and mindmaps etc
- » Use whatever works for you to get creative and let it flow
- » Make sure your system allows for edits and movements etc
- » Remember you are trying to organise your ideas into a clear system

### **Brain Dump:**

- » Make a master list of all the topics your product could solve for customers
- » Use info from steps 1 and 2 for your 'values' and 'avatar' to get started
- » Group any topics that fit/relate together to form a hierarchy type structure
- » Group any correlations between topics
- » Create a 'non essential' group for things you don't need
- » Buy your competitors courses (it's the best way to find out what you can do)
- » Look at their contents, their sales messages, their value's and results etc
- » Search for Amazon best sellers related to your industry
- » Look at titles, contents/indexes
- » Look at the reviews of books to see what people liked or disliked etc
- » List all the major steps required to achieve the desired result of your product

### **Brainstorming Challenges. What you'll feel and think:**

- » It's human nature to look for order when we are in chaos
  - » So this chaotic brainstorming phase might not feel productive
  - » People also get overwhelmed by the topics and structure of a premium course
  - » They feel pressure that it has to be unique and special
  - » Am I including the right things?
  - » Am I including too much? Or not enough?
  - » Perfectionism creeps in... it has to be the best!
-

## **The solutions/advice to manage those challenges:**

### **Emotionally:**

- » Trust the process! And be excited by the process!
- » Embrace the uncertainty and chaos at this stage
- » The following steps will make this all worthwhile
- » This is the start of your life changing product
- » This is your time to extract the information so you can make an impact on the world
- » These are the steps you are taking so your customer doesn't have to.

### **Practically:**

- » Take your existing topics you share with your customers to get them results
- » Take your existing values you've already listed, and customer pains & dreams etc
- » Spend time researching the marketing to get confident. i.e. best courses, books, blogs
- » This will validate existing ideas and bring you new ideas
- » DUMP IT ALL DOWN
- » If you don't know the specific steps you should be including... research!
- » People have already walked the walk. Those are all cues for what you can include
- » It's proof of what the market is buying and what the market needs

Your customer's brain will look like your brainstorm. It will be messy and confused... which is your opportunity to do the work for them by organising their thoughts with a clear system



## **Consulting/Coaching Tips: The Additional Benefits of Brainstorming:**

- » Brainstorming will improve your ability as a coach or consultant
- » It will present all the questions that a client can ever have
- » And it will pull customers back into your product and 'system' that you creating here
- » Remember, your customers don't yet have a map, they are lost
- » So they might ask questions that don't help them (even though they think it does)

Example:

### **Customer Question:**

How do I grow my instagram following?

### **Coach/Consultant answer:**

"To allow me to get a little bit of context on that:

What is your value you are selling? (step 1)

Or, who is your main avatar? (step 2)

What is your sales message? (step 3),

What is your sales funnel and value ladder? (step 4),

Do you have a converting funnel (step 5)

- » The answers to their question points them back to my coaching system and the 9 components (steps) needed to be successful
  - » This will show them that Instagram doesn't matter unless they have the system in place that will position them to get customers or increase their revenue (value)
  - » By not answering ad hoc questions from clients, you can massively increase your coaching skills and results.
  - » And, your course will be a container for your client, which will give context, reduce their overwhelm and increase their confidence in you
  - » And it's your container too... if you come away from the map you create to get results, you will become lost just like your clients.
-

## **Coaching Tips Reiterated!:**

### **Double your effectiveness as a coach by ensuring that:**

1) There isn't a question that your client can ask you that doesn't live inside your course and have context

2) You don't answer random questions. You're doing a disservice to the customer if you don't take ownership and be uncompromising with your structure and to your customer. Showing them how to create a facebook ad won't help them if they haven't got the rest of the foundations in place.

If you are providing a general service to your customer, and letting them lead the way then you are commoditized and it's a race to the bottom of your marketplace. Instead, be a specialist with a special structure.

If you are a high end advisor and leader to your customers, you don't do what they want you to do...They are coming to you for your knowledge and skill set!

You don't go into a heart surgeon demanding surgery, they have a system and a process that you follow.

### **Give them what they want when you first meet:**

When you are marketing, you can start the initial conversation with what they want. You can do that with lead magnets for a topic in the 9 step system. That would be the bridge where you would then introduce the fact that "this is just one aspect of success, it's essential that you have the other 8 steps as part of your business, which I share in YOUR PROGRAM TITLE".

This is when you would take control of the process. And don't ever feel that they know better than you as the expert...Everybody needs context rather than content. People don't want to wander around aimlessly in the woods without a map. We want a simple, step by step process. A blueprint, a clear system that 's going to help them

---

**Action Points:**

- 1) Gather your pen and paper, or sticky notes, or trello board etc
- 2) Brainstorm: Write down all of your ideas of topics to cover in your course, the steps they need to take to get to the end goal. Research ideas, group ideas together and dismiss ideas that aren't critical
- 3) Enjoy the process. Don't be overwhelmed or exhausted by it!

The next stages will be about refining the product through a step by step process so your brainstorm doesn't have to be perfect. You'll get rid of things that don't matter and the result will be a high value product!

---

# refining.

## Step 5: Refine Your Course

### Goal:

- » Structure and shape your brainstorming session into a clear system
- » Take the broad brainstorm information and make it specific!
- » Filter and eliminate the content to shape the offer
- » Create the 3-5 'stages/phases' of your high ticket offer
- » Create the 9-15 'steps' of your high ticket offer
- » Create the action points of your high ticket offer
- » Map out the steps to success

### Why is this important?

- » A clear structure and (product) will show your customer the steps they need to take to achieve their desired result (aka your sales message)
- » You'll stand out from the crowd as an expert specialist, and eliminate competition
- » You will map out all of your sales and marketing content and context for your business
- » This gives you and your customer clarity, confidence, commitment, and value!

### » Refining Your Course - The Challenges:

- » It's natural to start adding too many things into a course
  - » This actually makes it less effective and harder to sell
  - » Adding too much makes it confusing, less simple, and therefore less effective
-

## **Things to Consider When Refining your Course:**

- » Be concise!
- » Customers want value, quality... not quantity
- » Customers want clarity and confidence... so don't overwhelm and bombard them
- » You're not serving your customer by giving them too much information
- » They just want the outcome
- » Your product is about getting them from point A to Point B
- » And... Simple is difficult! It takes the most time.
- » So, the simpler, the better!

### **» Limiting Beliefs Reminder:**

- » This is your 'product'. It isn't a customised service
  - » The contents are not up for negotiation by the customer
  - » The customer doesn't know what they need!
  - » This process is how you scale your business and move beyond going 1on1
  - » And it's how you get your customers better results
  - » Because it's productized, It's also now tangible...
  - » You are now able to 'show' your customer what to do instead of just telling.
  - » That means more value for them
  - » And, because you'll show them an actual product that is packaged up and tangible, you'll stand out from the competition, noise, and overwhelm
  - » This is why you may see info products and courses being displayed as physical products
  - » People value something they can touch
  - » So, create a visual model with your course and show your customers the product And remember... it's not about the deliverables...
  - » It's about getting your customer their desired result through your steps
  - » If they don't have a desired result, if they don't want to transition and improve...don't spend time trying to convince them to commit.
-

**What you'll actually give customers:**

- » Clarity with a clear path
- » Confidence in your system being different to what has failed them
- » Commitment to taking action to transform

**How to Structure Your Course:**

3-5 Phases:

These are the landmarks needed to reach the desired goal. Most courses go with 3 phases. It makes it easy to structure for you and customers. More advanced may jump to 5 phases.

9-15 Steps (3 in each phase):

Steps make up the main content. Each step is focused on the secondary values with each step all adding up to reach the 'primary result' the course provides customers with. Again, 9 is simple and concise. Advanced may want to add more steps.

**Action Points:**

Each step usually has 3-5 action points to ensure each step is completed in order to reach the desired end result

**Why 3's.**

- » Humans find it easier to process information in 3s as you may know
  - » This pattern is found in communications on many levels
  - » From structuring books, stories, songs, to taglines, titles, to patterns in music, to physics, to spirituality, the rule of 3 is everywhere in our daily lives
  - » Using 3s to structure your product makes it easy to structure and understand
  - » All of which increases sales and performance
  - » You can use 5 or any other system you'd like if you feel you are more advanced, but the framework as 3s are suggested as a starting point
-

**Action Points:**

- 1) Decide on 3 phases for your course
- 2) Decide on 9 steps for your course
- 3) Create 3 action points for each step

**Final Advice:**

- » It's normal to go through this multiple times
  - » This is where we are turning things into a structured product so it can take time
  - » You will always feel like you can improve the structure overtime based on feedback and market changes etc
  - » Stay in your lane and stick to your strong points
  - » If customers ask you about something that's outside of your skillset, send them to that specific course or specialist on the topic
  - » If you look at everything that you could have done to help people in your life/career, find the essential steps, zoom out and create a simplistic, condensed of what's required for success.
  - » And remember, if something isn't absolutely essential reach your goal. Kill it.
-

# course outline.

## Step 6: Complete the Course Outline

### Goal:

- » You now need to finalise the course outline to show your customer the steps and actions
- » This is simply a case of adding an introduction to the course and each phase
- » And adding a closing/final thoughts to end your course with an offer into an upsell

### Why is this important?

- » Giving your course intros and outros gives additional structure, clarity and context
  - » It's important to keep customers engaged and aware of the process and steps
  - » Customers are buying the transformation, support, and context, these fillers are the perfect windows to give them that support, context and value
  - » And... ending the course correctly will wrap things up to give a 'completed' feeling
  - » The ending is also the perfect opportunity to upsell customers into additional offers
-



**Action Points:**

1) Add an intro at the start of the course to reiterate why they are here. It's a reminder of:

- » Their pain points and goals
- » The sales message (your solution)
- » Your Story
- » Social Proof
- » The Upcoming Steps (Map)
- » What to expect i.e. process, check ins, ground rules etc
- » Supporting Materials (workbooks etc)

2) Add an intro at the start of each phase as an overview of where they are and what is coming up next. Also use this to answer questions, and give general support and context:

- » Remind them where they are on the path
- » Introduce the phases/stages
- » Introduce the 3 steps
- » Explain the importance, the goals and outcome
- » Explain the results
- » Answer and questions
- » Give general support

3) Add a conclusion at the end of the course. This is essentially a review and recap of the journey they've been on. The opportunity they have and the results they will be seeing. It's also the perfect opportunity to upsell customers into additional services. Include:

- » Congratulations & Celebration
  - » Closing thoughts and pep talk
  - » Intro to their next challenge
  - » Call to action with a special offer
-

# content.

## Step 7: Building Out Your Content.

### Goal:

- » You have the course structure now you need the actual content
- » To make this easy, you should use a one page plan to organise the content for each step
- » This will then make it easy to create your slides for each step, and the whole course
- » Use the 'What, Why, When, Where, and How framework to structure your content

### Why is this important?

- » Planning out your content using the framework will allow you to create slides easily
  - » It will also allow you to create your content marketing and ad campaigns easily
  - » This will save you a lot of time and bring you a lot of clarity
  - » It will also combine your marketing with your actual product to give a consistent experience to the customer which is extremely powerful for brands
  - » And, it will allow customers to understand and absorb your content in a systemised way
-

## **How?**

1) Use the cues below to plan out the following information for each step in your program:

- » Titles (Topic, Sales Hook)
- » Pain points & Fears (Current State)
- » Transformation/End Result (What the result will be)
- » Dream state (What the consequence of achieving the result will be)
- » Visual graphics or Imagery (keep it engaging with image associations)
- » How (This is the bones of each session... give them the steps!)
- » Examples (share examples to make learning easier)
- » Action Points (give action points to drive change!)

2) Doing this for each of your 9 steps in the course will allow you to easily create:

- » Slides for each step
- » Sales messages
- » Content strategy
- » Ad copy
- » Emails
- » Lead Magnets
- » Sales videos / training / authority amplifiers

And, structure to format your content for full affect. even when you write new emails and blog posts, you should use the same

## **Action Points:**

Draft out your slide content with the 'What, Why, When, Where, How' framework for each step of your course Complete the 'What'S Complete a content plan for each step of your course

---

# slides.

## Step 8: Create Your Slides

### Goal:

- » You have the content planned out. Now you insert the content into slides
- » This will allow you to present the information to your customers

### Why is this important?

- » The visual aspect will be engaging and structured for your customers to follow as you speak and explain the details
- » You will be 'showing' them and walking them through the steps required for a transformation

### Why is this important?

- » Use the sections in the content planner to build out your slides for each step
- » Add opening introduction, introduction before each phase and a closing slide
- » Your slides therefore should include:

The What: Titles (Topic, Sales Hook)

The Why: Transformation: Pain points to End Result

The Where: Dream State Visual Symbol or Imagery

The How: Steps/Process & Examples

When: Decision & Action Points

- » Create a slide for each subsection within What, Why, Where, How, When, flow.
  - » You'll likely have 10+ slide per session.
-

### **Tips on creating slides:**

- » Keep it simple!!! It doesn't matter about design
- » The value is in you and the steps. People want clarity and support
- » Create the slides yourself using a template on Canva or in google slides or keynote etc
- » Get a designer after your final version is done and you get sales (if you really need to)
- » Get people focused on the slides and do a voiceover
- » Your voice over can be in the background or your video can be showing in the corner  
(More production tips in next step)
- » Add speaker notes to your slides as you go so you aren't speaking from a script
- » Create the basic content first and add style and design after if needed

### **Slide Design Hacks:**

Use [Canva](#), keynote, powerpoint or Google slides.

#### **Branding**

Choose a font

Choose a logo

Choose your colors

Use [tailorbrands](#), canva, [squarespace logo maker](#) for fonts and logos

#### **Photos**

Use photos to show emotions of pains and dreams or results etc

Be minimalistic do you don't overwhelm and over stimulate with distractions

Don't be afraid to have white space!

Use free stock photo sites like: unsplash, pexels, pixabay, and canva

#### **Icons**

Use icons to emphasise points and visuals

Be consistent with the type and design

Use [iconfinder.com](#) or [flaticon.com](#)

---

# launch.

## Step 9: Recording & Launching Your Content

### Goal:

Now you're actually building your product to go live to the world!

- » Record each step as you deliver your course with the slides
- » Edit the videos yourself (no video editor required)
- » Host and publish the videos into your course platform

### The Process

#### Delivery

- » As an MVP (minimal viable product) you only need screen recording software showing your slides as you talk over it
  - » Some people keep themselves in view in the bottom corner of the screen via their webcam while others don't show themselves while presenting
  - » It's natural for humans to be more engaged with you when you do show yourself on video... even if it is just for the opening section of each step to say hello before presenting.
  - » Deliver the content yourself. Don't get somebody else to do it for you. This will lose authenticity and connection.
  - » Use a conversational, relaxed tone to deliver the content. You can make mistakes. Act like you are explaining things to a friend. Be authentic!
-

## **Get Your Equipment Ready**

- » Use simple all in one screen recording and editing software
- » Screenflow or camtasia are popular and easy to use, no tech skills needed
- » Use a basic USB mic for clearer sound
- » This will plug straight into your computer and into the screen recording
- » If you are showing yourself on camera, have a good background with lighting

## **Practice**

- » Add speaker notes to your slides and do 3+ run thoughts. Or more if you need
- » Get to a point where you feel comfortable, confident and relaxed
- » Don't worry about making mistakes... you'll be able to edit them out!

## **Record**

- » Hit record and deliver each slide
  - » Record one slide at a time and then take a break
  - » Keep recording at all times... don't keep stopping and starting when you mess up
  - » You can and will make mistakes... it's important to stay in the flow
  - » So do it in one take... and use the 'clap method'
  - » Clap when you make a mistake... then clap when you are ready to talk again...
  - » Those two claps will help you see where to cut the recording in the editing software when you look at the audio waves
  - » Remember... You can trip over your words! Be real! Get an emotional connection
-

## **Edit**

- » You don't need to be a video editing pro to get this live
- » Use the simple camtasia or screenflow software
- » Cut the sections of your recordings where you made mistakes etc (Look at the soundwaves to see the 'clap' spikes to spot them)
- » Add an intro and outro, and titles or logos
- » Output the videos in 1920 x 1080 so it's compatible with video hosts

## **Publish**

- » Publish your videos to a video host:
- » Youtube is free and you can 'unlist' the videos
- » Vimeo is low cost and provides metrics and security
- » Wistia can be expensive but has detailed metrics and better for scaling
- » If you're just starting out... don't feel you have to be fancy!
- » Remember it's the content that is valuable, not where you host it
- » Note... Your learning system platform (course platform) may host your videos so check with them first (and see below)

## **Go Live**

- » Add the videos to your LMS (learning management system)
- » Use simple software / course platforms to host
- » Teachable is simple and cost effective
- » You can also use Thinkific, Learnworlds, Kajabi and even clickfunnels.

## **Final Advice**

- » Speed is your best friend!
  - » Start with an MVP and improve overtime from your learnings!
  - » Getting something live fast is the quickest way to success.
-