

MODULE 4:

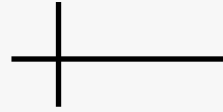
SECTION 1: CRAFTING YOUR MONEY MAKING STRATEGIES

*Crafting Your Dream
Business Offerings:
Products, Services, Pricing*

THE 8 TO 5 EXIT PLAN

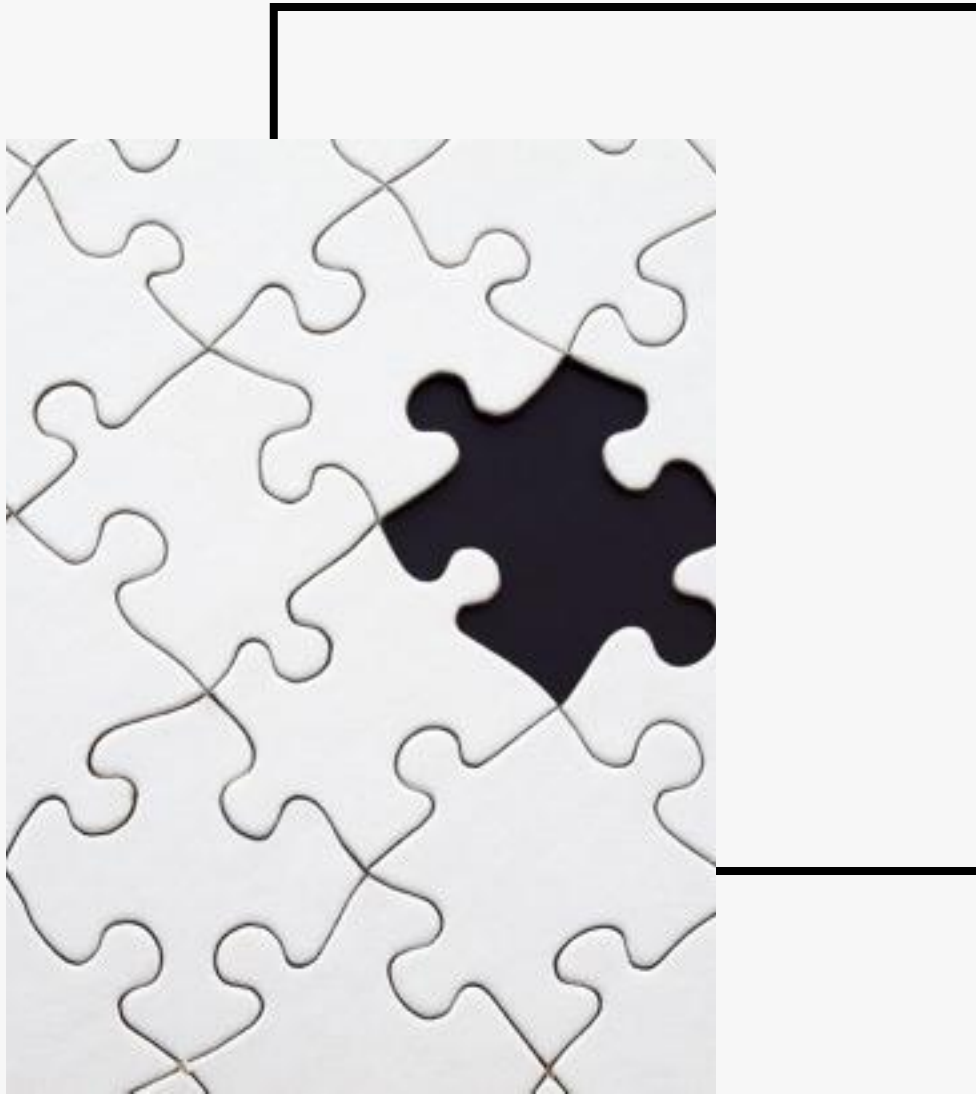


CRAFTING YOUR OFFER

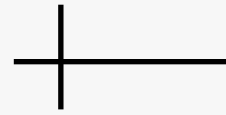


This where we will start putting your ideas into a program – we will create a killer offer in this module!

OFFERINGS

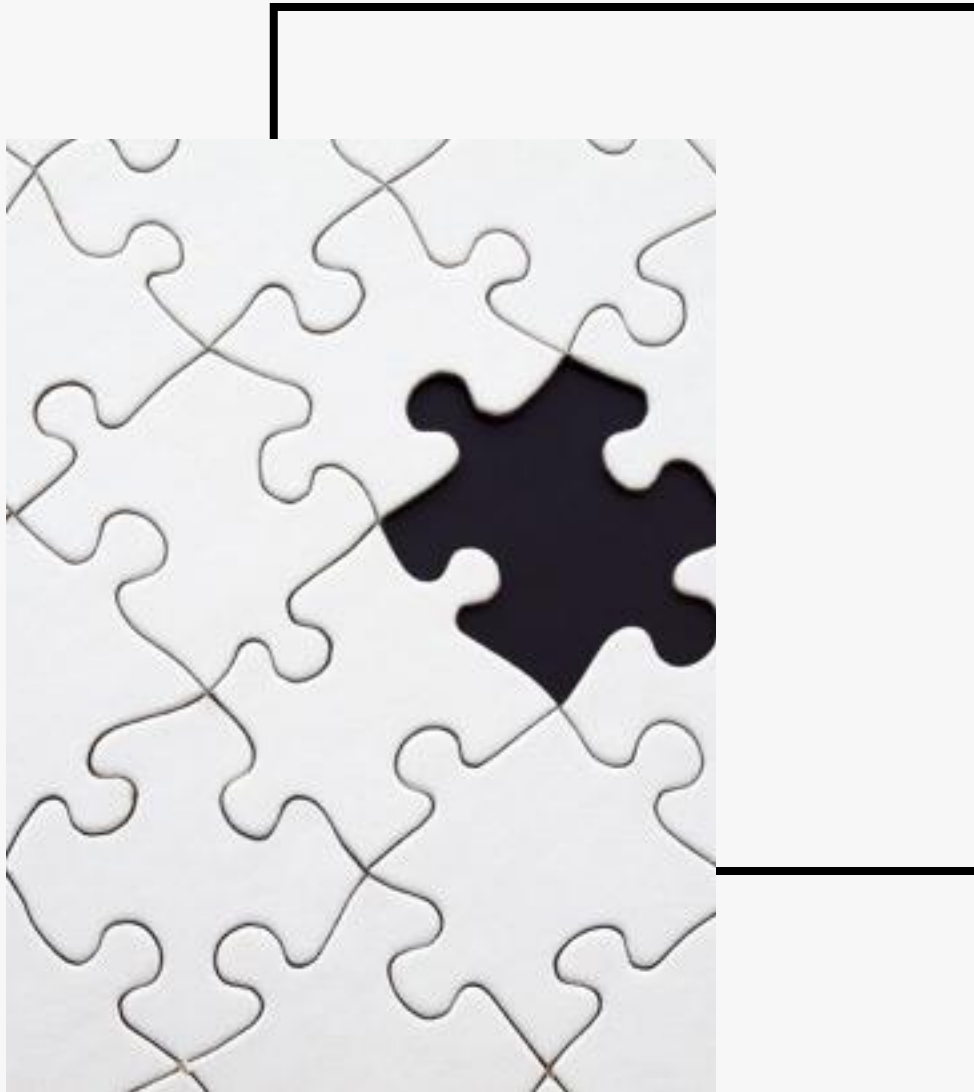


PROFITABLE & SUSTAINABLE

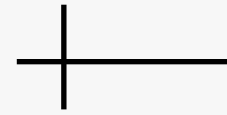


- You need to have a mix of services, resources and products available to:
 - (a) help clients at each stage
 - (b) maximize your own income-producing offerings

OFFERINGS

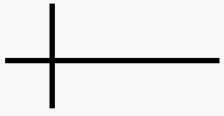


PROFITABLE & SUSTAINABLE



- The ideal business mix is a just that—a mix. Ideally, it might look like:
 - One-on-one services - high ticket
 - Course, products, programs - high and low ticket
 - Passive income - low ticket

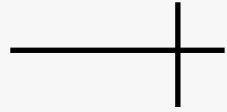
CLIENT LIFE CYCLE



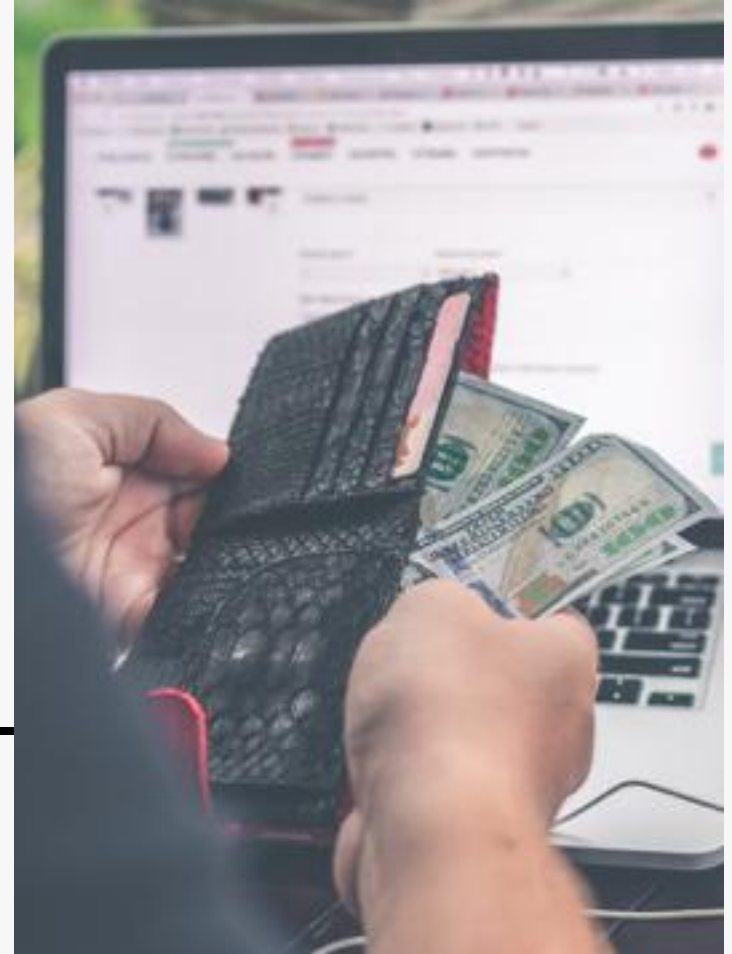
- First you need to calculate your client's average life cycle. (How long s/he is likely to need you.)
- When a customer finishes your course, 1:1 services, will there be nothing left to teach them? Or will there be a next step they will be looking to take?



THE MIX:



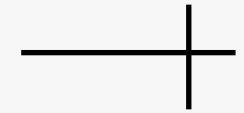
- When it comes to offerings, although it's good to have a mix, make sure that mix all focuses on and around:
 - Your client's main passion and biggest need/problem
 - Your specialty



OFFERINGS



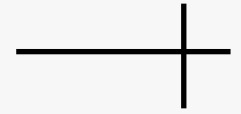
HIGH TICKET



- High Ticket Clients are those who are willing to pay you more for your time.
- In other words, they are not just your average customers, they are willing to pay double, triple or even 50 times more than what you would earn from average customers at the same amount of time invested.



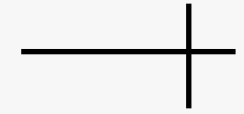
HIGH TICKET



- Which one is easier?
 - Making one \$2000 sale
 - Or ten \$200 sales?
- Guess you already know the answer, right?



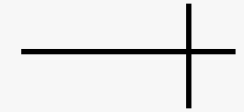
HIGH TICKET



- You can make a much bigger profit from far fewer sales.
- It becomes about the ability to persuade, to build trust and to create a relationship with your ideal client



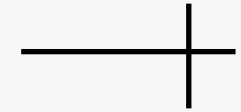
HIGH TICKET



- You can develop something that you're truly proud of and that you're willing to promote because you really believe in it
- And this means that your customers will be much happier



HIGH TICKET



- High paying customers tend to be the best type of customers
- Sell an ebook for \$5 and expect people to complain, ask for a refund and generally be awkward. Sell an offer for \$1,000 and you'll only attract serious customers who are willing to part with their money in return for value and transformation – and that makes your life **MUCH** easier.