



The High Ticket Blueprint

"How to Create Enormous Wealth from High Ticket Items!"

Module 02: High Ticket Product Ideas

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!

The High Ticket Blueprint

Module 02: High Ticket Product Ideas

Welcome to the course on High Ticket Product Ideas. In this course, we will explore product ideas you can turn to cash from high ticket items.

Common Tools

- E-Chats
- Video Software
- Audio Software
- Presentation Software
- PDF (Portable Document Format)
- ZIP Software
- Text/Word Processing Software
- CD/DVD Discs
- Learn Presentation Skills

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Some common tools you may need to create your high ticket items.

E-chat programs/software allows you to communicate with others through online chats. You can do this through a text chat where you send text messages to one another or voice chat where you communicate using your voice. Some free software you can use for text or voice chats are Windows Live Messenger, Yahoo Messenger, Google Talk and Skype. You may download these software for free on the internet.

Videos can be created in several ways, you can use a camcorder to record your video or convert your digital pictures to videos or capture your screen displays and turn them into videos. With a video software, you can capture, edit and convert your videos into compatible formats which you can sell as products to your targeted audience. Some video softwares are Camtasia Studio (screen capture and editor software), Jing (free screen capture software also from Camtasia Studio), iMovie (comes with Apple Mac computers) and Windows Movie Maker (comes with Windows PCs). If you choose to create your high ticket products in video format, you will need a video software to create quality products.

Audios can be recorded through a microphone, copied from a CD or DVD disc, capture from computer speakers and copied from portable audio recorders or any audio recording devices that can transfer audio as digital files to your computer. To record your voice using the computer, you'll need a microphone and audio recording software in your PC. A free audio editor and recorder is Audacity which you can use this to record and edit your audios. You'll need an audio software to create good quality high ticket audio products.

Presentation software helps you to create presentations. Like slides, you can flip through when delivering a workshop or seminar as your high ticket item. Common

presentation software are Microsoft Office PowerPoint, Apple Mac Keynote and OpenOffice.org Impress.

PDF is a common format for publishing documents and you may create your high ticket items in that format too. Your targets can easily get a reader for your PDF documents for free online, at Adobe.com. You'll need a PDF creator like PDF995 (a free software) to create PDF documents or you can use OpenOffice.org office suite to convert your documents to PDF formats.

Zip software are compression software that reduces the size of your documents. If your high ticket product file size is somewhat large, you may need a file compressing software to reduce its size to manageable units for your customers to download them easily. WinZip is a good example of a file compressing software. You may get more compressing software for free on the internet.

Text processing (or text editor) software helps you to type a lot of text without too much formatting while word processing software do the same but also offers you a lot more ways to format your text. Some text processing software are Notepad, TED Notepad for the Windows and Eddie for Mac/Linux. Examples of word processing softwares are the Microsoft Office Word and OpenOffice.org Writer.

If you intend to sell your high ticket items as CD/DVD discs, you'll need to install a CD/DVD writer drive on your computer and you'll need to know how to create data CDs/DVDs, audio and video CDs/DVDs and CD/DVD labels. Most CD/DVD writers will come with their own writing and label creation software and instructions on how to use them. All you'll need to do is get the writer installed and then go through the manual on how to use it to create CDs and DVDs. Alternatively you may choose to outsource some of these tasks if you do not want to do them by yourself.

If you're creating seminars or workshops as your high ticket items, you'll need to have presentation skills. You'll need the skill to create your presentations (that is the content and multimedia) and also deliver it, that is the actual speaking part. You may take some online or offline lessons to learn these skills or you may outsource them for each one of your presentations, if you can afford to do so.

High Ticket Items Ideas

- Coaching / Mentoring
- Physical Home Study Course
- Hourly Consultation
- Custom Service (site building, membership site building, blog building etc)
- Membership Sites
- Offline Seminar
- Online Seminar (Webinar)
- Others

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Coaching or mentoring help others to achieve their goals. There are different types of coaching or mentoring. Some of these include business, life and skills coaching or mentoring. Business coaching and mentoring involves helping employees to adapt to change, motivating them and enhancing their productivity and performances at work. While life coaching and mentoring involves helping individuals to achieve specific personal goals like maximizing potentials and so on, skills coaching/mentoring on the other hand involves helping individuals to acquire specific skills and knowledge like forex trading, setting up a small business, niche marketing and so on.

As a business coach or mentor you'll need to understand the business environment, have the knowledge of the work place, understand employee needs and behaviours, business productivity, staff management, motivational speaking and so on. A life coach will need to understand human behavioural patterns and be in a position to motivate others to attain their goals; acquiring certifications will probably enhance your credentials if you are a business/life coach or mentor. A skills coach/mentor will need to have sufficient experience and knowledge in the specific skills required by potential targets.

You can provide your coaching or mentoring service as high ticket products through e-chats, emails, telephone, appearing in-person and seminars/workshops (webinar, teleconferencing or offline) on a one-to-one basis or in groups. E-chats, emails, telephone, appearing in-person will most likely work well for one-to-one coaching or mentoring, while seminars or workshops will work better for groups.

If you're using e-chats programs, software or emails to provide your coaching or mentoring service, you may have to protect your content from illegal copy by asking your clients to sign non-disclosure agreements to ensure your content is not copied for other use. You can do the same thing for any one of your content if you want to, even if they are not provided through e-chats or emails.

You may also record your one-to-one coaching or mentoring sessions with your client to give him or her at the end of each session.

Webinar is a technology for holding seminars/workshop online whereas teleconferencing is for holding seminars/workshops through the telephone. With teleconferencing, also called conference calls, you are either using audio through the telephone system - you may need a personal identification number (PIN) and login to use the service, or voice over IP (VOIP) telephones through the internet - you may need a username and password to use this service too.

To create your high ticket seminar/workshop presentation, you'll need to start with a script, that is a script on your topics. Your script will allow you to break up your topics into sections and outline your key points for each section and then write/expand your topics around those points. That is, something like this:

Topic 1

key point 1

key point 2

....

Details on Topic 1 with key points expanded

Topic 2

key point 1

key point 2

....

Details on Topic 2 with key points expanded

...

Write your script in a conversational style. You may write your script yourself or outsource it.

Your seminar will then consist of:

The Content - Your script and product (that is any other products you may want to pass along to your attendees)

Coaching/Seminar Materials – You may also provide supporting materials like audios, videos, PDF, FAQs (frequently asked questions), texts and printed documents that may be in the form of scenarios, case studies, examples etc and software (full or trial versions).

The Presentation - That is the actual speaking itself, which may be done with presentation slides, videos or may just be audios or ordinary talking only.

Questions And Answers – You should provide for some questions and answers sessions too so your attendees can get their questions answered. You can do this probably at the end of each seminar session. You may record your question and answer sessions to give to your attendees later.

Your Support Service – You'll need to get some feedbacks from your clients/attendees to know how successful your seminar was and what to do better next time. You can also use your support service to resolve further problems that attendees may still have after the seminar and to get more sales and conversions.

You can provide a support service with the use of help desk software, email, forums, membership sites, online contact form, telephone, e-chats etc. You may add information on any one of these to the content/product you pass across to your attendees for their use.

Your coaching/mentoring seminar sessions may also be recorded for a fee, for those who did not attend the seminar, thereby creating additional income for you.

A physical home study course is another way to create high ticket items. You increase the perceived value of your courses, classes, trainings, information or content by turning them into hard-cover books, video or audio CDs/DVDs hence, you can charge more for them.

A physical home study course allows your targets to study or learn in the comfort of their homes by learning through different medias, studying at their own pace and can become their reference guide. In addition, you also have more space to put more of your information, samples and examples for the users of your product.

Some of what you can create as a physical home study courses are financial management, real estate planning, learning how to sew, setting up a restaurant, embroidery, remodelling your home, gardening, creating designer shoes, selling homes, how to set up a laundry business etc.

The media you use will determine how much it will cost you to produce your physical home study course.

Before you create your physical home study course, you'll need to first of all, write out your content in a text form, create attention-grabbing titles and captions for your content and then create your product graphic design.

To create your content on CD/DVD, convert it to audio or video (using your voice, pictures, screenshots, computer screen captures or recorded audio/video) and then burn (write) it onto CD or DVD. Print the CD/DVD labels and then package your CDs/DVDs.

To create your content as a book, just send your content in text form and your product graphic design to a book publisher for printing.

A hard-cover book will probably go any where but some world regions/countries have preference for either CDs or DVDs. Therefore you may need to create your physical home study course as both a CD or DVD course, that is if you're creating your course as a CD or DVD, so your targets can choose whichever one they prefer.

You can get innovative book publishers online who will print your books for you without the traditional hassles that go with book publishing. Some may even take your orders and handle shipping and packaging for you. In the same vein, you can also get online companies that will do this for your CD/DVD deliveries too.

You may also use e-commerce services that allow you to take orders on physical products and give shipping rates on every order, using popular courier services like UPS or FedEx.

You may also outsource the creation of your content and physical home study course if you want.

Consultancy mostly requires you to have some skills and knowledge in a specific field or industry. It allows your targets to have access to expertise on how to set up by themselves and also helps them to only pay for the service they need. You can create a lot of income for yourself by billing your clients for every hour you work as a consultant.

Some possible consultancies you can do are:

Accounting - you can decide to keep financial books for small and big companies.

Advertising – you may get yourself hired by offline/online businesses for advertising. Online advertisers for example have specific challenges regarding advertising methods like Pay-Per-Click advertising and getting someone to use this medium effectively for their businesses will most likely turn some fortunes around.

Computing – you can become a computer consultant by doing hardware repairs, software installation, software troubleshooting, installation for database servers, networking, in-house hosting for websites etc. The opportunities for work are so numerous that if you're a specialist in more than one area of computing, you may never lack for something to do.

Managing Payrolls - you can offer your services as a payroll consultant who manages payrolls for organizations.

Communications – help people within organizations to know how to communicate with each other effectively. Issues will always come up within any establishment; you may be an organizational change tool for helping employees to work together for greater efficiency and productivity.

Tax – you may become a tax consultant offering your consultancy services to both small and big companies. You may also offer tax services to wealthy individuals too.

Auditing - Businesses and organizations may need independent auditors to review their financial and accounting books for different purposes.

You may need to create your profile with your portfolio and sample work or previous clients' lists on your website/blog or some other location online, where potential clients can gain access to in order to know your capabilities.

When a business decides to create a web presence and/or sell online, there are more than one option for setting up its website. A business can get website templates where all you need to do is to add content to the templates to create a website. Or if the business wants to retain its web visitors and accept orders, it can with some knowledge of html, add some third party service codes for autoresponders (an autoresponder is like a fax on demand system that allows you to send emails/newsletters to subscribers on a list) and payment processing and it would have achieved its goal. When businesses need more than these and require a custom website design service tailored to their specific needs, that is where you'll make a lot of money.

Some custom website design services a business may need are:

1. E-commerce - A business website may want to add different payment options, that is apart from accepting credit cards, a site may want to also accept online currencies like AlertPay and offline payments too. The business

may also want to accept foreign currencies, link to third party e-commerce solutions and also its bank payment gateway for some specific purposes.

2. Database - A business may need to create or link to a database on its website on a third party server or within its own organization.
3. Ad Trackers And Web Analytics Software - Businesses may need to measure web visitors and sales metrics not readily available in most ad trackers or web analytics software hence they may require a custom website design to get what they want.
4. Affiliate Trackers - Some businesses manage their affiliates by themselves; therefore they may need custom affiliate solutions for their websites. They may use ready made affiliate tracking solutions they can install on their website or create new affiliate scripts for their use which they will need a web designer/programmer to do either one of these for them.

If a business wants to integrate a membership site with its other applications or the ready-made membership site solutions available to them do not meet their needs exactly, then they will need a custom membership site. You may need to either customized ready-made solutions for them or create new membership scripts.

Once a business needs to enhance its blog with custom programming scripts, the business will have to pay a premium price for such services, some of these services may include creating blog scripts on businesses' websites, creating complex customized blogs, developing custom rss tools for businesses etc.

Other custom web design services for businesses are custom social bookmarking tools, custom autoresponders and opt-in lists and turnkey business solutions that connect businesses' websites with their offline applications.

Membership sites are subscription websites that can create recurring revenue for you. It is a site you can build around a profession, hobby or knowledge. A membership site may provide games, software, classes, courses, information, music, movies, coaching/mentoring, webinars, forums, tutorials, how-to etc for its members.

What will make your membership site successful is providing your members with content they can't find elsewhere. Or making your membership site so valuable, members cannot find so many resources in a single place as they can, with your membership site. In addition to this, you'll also have to provide new, constantly updated content and depending on your niche/industry, current trends, technologies, tools, and information on your membership site.

You may get a ready made membership site solution for yourself or you may get a web designer/programmer to create a custom membership site for you.

Offline seminars are also high ticket items you may choose to earn income. To conduct an offline seminar, you'll need a public address system (speakers, microphones, amplifiers etc), conference hall and a way to record your seminar (you may have to hire this out to a professional).

Your seminar can be solely audio, where you do the talking or audio and video where you use a projector with transparencies or a multimedia projector connected to your computer to project text and images to a screen board/wall. If you're filming the

crowd and not just yourself, you can make your attendees sign a release form while checking in, so you can use your video for commercial purposes.

Depending on how involved your attendees will be during the seminar sessions, you may need to station assistants around the hall to help your attendees while conducting your seminar. If your offline seminar is related to doing anything online, you can make your attendees experience it live by demonstrating on your computer with a simple connection to the internet, this will likely generate better responses from your attendees.

With your offline seminar, you'll need to create a script on the topics/subjects that you want to teach in the seminar. You'll also need to provide your products (if any) and seminar materials (probably printed materials and/or CDs/DVDs) to your attendees. You'll need to provide a question and answer sessions in your seminar so your attendees can get answers to their questions. And you should also provide a feedback mechanism where your attendees can get in touch with you even after the seminar. You can use emails, telephone and your website URL for this.

You may sell your recorded offline seminar as audio or video as well to generate more revenue.

Webinar is a technology used for conducting live seminars or meetings on the internet. It displays presentations either through the software installed in your computer or your web browser. You can also use the technology to conduct meetings and seminars through the telephone. You can communicate through text, video, audio and share documents. And a webinar can reach anywhere worldwide; you'll probably need to fix a time within specific time zones so others will know when to join your seminar in their own respective countries.

Your high ticket coaching/mentoring service, class, course and/or product (content, information) can be a webinar.

Depending on your know-how and how much you can afford, your webinar can be conducted in several ways, these include:

1. Text Chats - Where you send text messages and it is sent across to all participants.
2. Slides - With the use of a remote mouse pointer, you can use slide presentations from PowerPoint (for Windows PC) or Keynote (for Apple Mac) to conduct your seminars.
3. Whiteboards - With this, you or your attendees can make notes or mark items on a blank whiteboard or slide.
4. Web Tours - Allow attendees to do live demonstration of logins, filling of data forms etc.
5. VOIP (Voice Over IP) - You may also conduct your webinar through VOIP (audio) with the use of headphones, speakers and your computer.
6. Share Screen - You may also use webinar solutions that will allow you to share your computer monitor screen displays with your attendees.

7. Streaming Or Live Video - Your webinar videos can be viewed as a pre-recorded video (on-demand video) or live video through the use of a webcam or digital video camera. Streaming videos allow your attendees to watch your video as it is being downloaded, they do not need to wait for it to complete downloading before watching it. The difference between a streaming on-demand and live video is that streaming on-demand video has being pre-recorded for viewing while a live video is being streamed as the event is happening. There are several cost effective solutions you may get for streaming videos on the internet.

And just like every other seminars, you may conduct through other media, you'll need a script, seminar materials, questions and answers sessions (some webinar solutions may even allow you to conduct polls and surveys through the system) and a feedback system for your attendees to contact you after the seminar. And you can also record your webinar as audio or video for more sales.

You can outsource the creation of your high ticket products, if you want.

Some other high ticket items are professional camcorders, automobiles, jewelleries (in gold, silver, diamond and precious stones), high-end electronics, professional digital cameras, generating sets, boats, designer shoes and dresses etc.

What To Do With The Product Ideas

- Your Level Of Knowledge, Skill And Expertise Counts
- High Ticket Items Costing Little Or No Money
- Sell As An Affiliate

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You now have an idea on how to create some high ticket products and this should help you to determine the cost of creating or acquiring them. You know what you can get for free and what you'll need to pay for, such as the softwares, equipments you'll need and other things you need to do to create high ticket items.

The high ticket items mentioned here are either digital or physical products or just services. How easy they are, for you to create depends on your level of knowledge, skill and expertise. To create some of these products for yourself, you may need to develop an interest in them and their niches. You may also need to increase your knowledge and upgrade your skills on what you know about them.

You can acquire new knowledge and skills by reading books and getting information from the internet, attending online/offline classes and researching the specific niches you are interested in. In addition, to get a good handle on how much knowledge you'll need to have, you'll have to review and compare the products offered to targets in your chosen niche. This will allow you to know how much value others are giving to targets in your niche.

You may also check out Google and Yahoo's directories where most niches and their sub-niches are listed out in an order. You can get more ideas on possible niches and sub-niches to create high ticket items through these directories. Because we all have different levels of skills and knowledge, you'll decide on what you want to do and how you'll do it.

Some of these high ticket products may be pretty expensive for you to create, acquire or do. Examples of these are high ticket items like membership sites, offline seminars, professional camcorders, automobiles, jewelleries etc, even a physical home study course may be expensive for some people. There are some high ticket items however, you can do with little or no money and these being e-coaching, hourly consultation, custom service (that is site building etc) and webinar (online seminar).

Using e-coaching, you can offer your coaching/mentoring service through voice chats (using headphones), text chats, emails and a free webinar service like freebinar.com (this service also include teleconferencing for free).

You can also create your coaching/seminar scripts, product and coaching/seminar materials as text, audio and video using free software such as Notepad, OpenOffice.org Writer, Audacity and Windows Movie Maker respectively. You may also do your questions and answers sessions and support service with voice or text chats, emails and webinar. You can create your presentation slides with OpenOffice.org Impress software too.

What you need is your knowledge and skill. You can sell your services through your website or join freelancing websites online where you can also get consultancy work. On the freelancing sites too, you may have to take on the small jobs/projects first before getting the bigger ones, just like the strategy you may have to employ on your website when you use low ticket items to sell your high ticket consultancy rates to customers. Freelancing websites give you the opportunity to work on jobs/projects while you're waiting for your website promotions to pay off in cash/revenue. Some of the consultancy jobs/projects you'll get to do on freelancing websites are business writing, public relations, advertising, internet marketing, accounting, auditing etc.

With only your knowledge and skill, you can also offer custom site, blog, membership site building etc to your targeted audience through your website on the internet. You may also want to join freelancing websites where you can get jobs/projects on custom web design services too. Freelancing sites will provide you with a way to earn income now while promoting your website. You may also have to start with small jobs/projects before getting bigger jobs. The freelancing websites are likely to create categories under which they will list specific programming and web languages, blog

technologies, operating system platforms and software through which you can look for available jobs/projects.

You may turn your courses, classes, information and content into high ticket online seminars with the use of a free service like freebinar.com and create your scripts, products and content materials with free software just like you would with e-coaching as discussed earlier.

With all these high ticket products and services, you can do at little or no cost with the help of the internet.

Another way to earn through high ticket items without having to spend the money to create or acquire them, is by selling as an affiliate. Affiliates will most often than not, earn more commissions/fees on high ticket items than low ticket items. You can therefore choose to sell as an affiliate and even sell long enough as an affiliate if you want, to make enough money to create/acquire high ticket items for sale as a merchant too.

As an affiliate, you will compare low and high ticket products in your niche and then choose the products with the best values to sell. Then, create the content for your promotions using those best values and the features/benefits available in high ticket items or higher versions of the products you sell.