



The High Ticket Blueprint

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

Module 03: High- End Offer Positioning Secrets

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 jot down ideas. Happy learning!

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Module 03: High-End Offer Positioning Secrets

Welcome to the course on High-End Offer Positioning Secrets. In this course, you will learn how to position your high ticket items for maximal profits and promote them effectively.

There are competitors out there wanting to make the sale just like you, you will therefore need to position your products in such a way that your targets will be interested enough to buy. How you position your high ticket products will determine how much you'll actually make through them.

Positioning Tactics

- Compare to other competitors who are charging more
- The scenario IF the customer doesn't get your product now
- The scenario IF the customer gets your product now

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If you compare your product and the competition's and what your competitors have to offer at the price they charge and you offer less for the same value or more, you can use this as a positioning tactic to sell your high ticket product for more sales.

As a positioning strategy, you may use the tactic of telling your targets in your offers, what they stand to lose if they don't order your product now. Some of these may be not moving forward (remaining in the same situation while your product can help them to get to where they want to be), throwing away their hard earned money (buying products that are inferior to yours that won't give them their desired results), losing out on discounts (they may want to buy your products later when discounts are no longer available on them), increased product price after a while (if they don't buy now your price may have increased when they decide to buy) etc.

You can also use as a positioning strategy, the tactic of telling your customers what they will gain if they buy your products now. These may include getting their problems completely resolved, giving them what they want exactly, helping them to set up their businesses, giving them discounts on the products you sell, software and e-books you give out for free, free access to your membership site, one-to-one communications, telephone communications, free reviews of the customer website or business etc.

Positioning Tactics (Con't)

- Offer installment plans
- Compare to other solutions that are more costly.
- Compare to inferior solutions that don't bring or bring mediocre results.

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When you offer installment payments for your high ticket item, it becomes easier for your targets to afford and a lot more of them may take you up on the offer. Installment payments also help your targets to see if your high ticket product is what they want without committing too much money at first. You may also provide them with a way to get a refund for the first few days or months of paying for the product, if for whatever reason they want to return it, all these will encourage more people to take you up on your offer. You may offer installment payment plans of 3, 6 and/or 12 months.

Sometimes the solutions provided for targets in a given niche may be more than what the targets need. As a strategy then, you may position your high ticket product in such a way that it specifically meet your targets' need in a cost effective manner, helping your targets to only pay for what they need. With this, you'll be helping your targets to avoid expensive solutions they may never need.

Before you create high ticket products, you'll need to have reviewed your competitors' products in your chosen niche. To know if your competitors' products are inferior to yours or are giving mediocre results, you'll need to compare how much your product and theirs meet the needs/wants of the targets in your niche and provide solutions to your targets' problems. If your product meets the needs/wants of your targets more and provide better solutions/results for your targets, then your competitors' products are inferior to yours. You can then list all the things that make your product superior to your competitors' and then use them for positioning your high ticket product as the best product to buy in your niche.

On the other hand, if your high ticket product is not superior to your competitors' or offers the same value as theirs, you'll need to use other positioning tactics to sell

your high ticket product on the internet. Or you may add more value to your product that will make it superior to your competitors’.

Positioning Tactics (Con’t)

- Packaging
- Turning your digital product to a physical product

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Just like when you create physical products, you design their packaging to look appealing to your targeted audience possibly with the image of the product itself. For intangible products like audio, video, coaching, seminars etc however, you’ll need digital and graphical images to represent these products so your targets can have a feel for what they ‘look’ like. You can use e-boxes and e-covers (these are digital graphical boxes and images) to represent your intangible products on the internet.

You cannot package your high ticket products with ‘home-made’ graphics and designs, hence whether you sell a physical product or not, you’ll need to use high quality professional graphics that will make your high ticket products look like premium products. Check the quality of your competitors’ product graphics. You can’t use low quality graphics to compete with your competitors. Even though there are do-it-yourself e-boxes/e-covers software with templates to create e-boxes/e-covers for your books, E-books, CDs/DVDs etc, you may have to hire a professional graphic designer for your product’s graphics. Your high ticket product ‘premium’ look is part of what will sell it for you

Selling your product as a physical product is another way to position your high ticket item for maximal sales, especially if your competitors are not doing the same. Some of the products you can covert to physical products are coaching/mentoring seminars, webinars, classes, courses, trainings, information, content, workshops and offline seminars.

You will discover over time that what will work for you in the long run are giving real and better value than your competitors.

Promoting Your High Ticket Items

- Set Up A Website
- Use Free Or Paid Advertising
- Use Low Ticket Items To Sell High Ticket Products
- Affiliates Can Promote With Unique Bonuses

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Though you can make money with some high ticket items like hourly consultation and custom website design services without setting up a website, you will for the most part set up a website to sell your high ticket items. A website gives you a lot of flexibility in selling your product/service and you're likely to make more money through it.

To sell your high ticket items, you'll need to create content on your website. You'll also need to create sales copies for your products and also set up an autoresponder system where you can ask web visitors to opt-in to get useful tips/information in order to retain those who will not buy from you immediately.

You should add the links and order pages for the low ticket items and lower versions of your high ticket products you wish to sell on your website. You'll need to create the web content for your website from keyword search terms related to your niche and also optimize your web pages for the search engines using a keyword tool like the Google Adword Keyword tool.

Before you start your promotions, you'll need to create an opt-in list for your customers where you'll ask them to opt-in to when they order through you or it could just be a list for everyone who buys through you.

You can promote your products through free or paid advertising. Some reliable free advertising methods/media are article marketing, social bookmarking, blogging, e-zine publishers and article announcement lists. And some reliable paid advertising methods/media are Pay-Per-Click advertising and e-zine ads.

You'll need to use one or more of these advertising method/medium to get targeted traffic to your website to make the sale.

To get targeted traffic through article marketing, you'll need to create keyword-focused articles using keyword search terms related to your niche, targets and products in the headlines and body text of your articles. You'll also need to use resource boxes on your articles when you submit them to other websites.

A resource box is a by-line you put at the end of your articles with a link to your website. Use call to action statements in your resource box to encourage your readers to click through your link to get to your website. You may submit your articles to article directories and content websites. Building your reputation and increasing your credibility online will make it easier for you to sell high ticket items, and article marketing can help you with this, you should therefore use article marketing in your promotions.

Social bookmarking is the act of posting links from the internet and storing them on social bookmarking sites, therefore you can use these sites to drive targeted traffic to your website too by bookmarking the optimized web content on your site on them.

A blog consist of journal-like entries you post online; you can get targeted traffic through your blog by posting your keyword-focused articles as blog posts on the blog. There are several reliable blog hosts on the internet you can get a free blog from.

E-zine Publishers – you may also submit your articles to e-zine publishers accepting article submissions, you'll need to submit to e-zine lists that are relevant to your niche to get targeted traffic.

Article announcement lists - these are lists that announce and send new articles to subscribers on the lists, who joined in order to get notifications when new articles are released.

Pay-Per-Click advertising is advertising you pay for when people click on your link, in your ads. With this, you can use keyword search terms to target your ads to specific groups of web visitors.

E-zine ads are ads you pay for when you use e-zines to advertise your products. You'll also need to use e-zines that are related to your niche to get good results from your advertising.

Article marketing, social bookmarking, blogging, e-zine publishers and article announcement lists will work for you if you create and promote your keyword-focused articles/content for some time while tracking the results you get through them. You'll also need to track your pay-per-click and e-zine ads in order to know the media and ads, you should retain or drop from your advertising.

You'll use these advertising methods/media to sell low ticket items and/or the lower versions of your high ticket items to get customers for your business. Once you have customers, you can then promote your high ticket items. You will do this by either providing a customer newsletter where you give free information along with your high ticket promotional offers or you may just send occasional promotional offers on your high ticket items to customers who ordered through you.

As an affiliate you too can create a customer list by offering to give unique bonuses to any one of your targets who join your customer list after buying a product through

you on your merchant's website, you can inform your targets about this with the articles/content you write or send to them.