

How to Sell High Ticket Products Online

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Here is my legal notice:

Although I sell high ticket products, and although I regularly teach others to sell high ticket products, I cannot guarantee that you can sell high ticket products, or that you are personally capable of selling high ticket products, nor can I guarantee that if you buy everything I sell, you can duplicate my success. Many people become successful online, but many more people fail online. My experience has been that those who fail, generally have a negative attitude, and are unwilling to do the work involved.

On the other hand, if you diligently apply my techniques and methods, and use diligence in testing what you are doing, and are willing to have a ‘whatever it takes’ attitude towards internet success, it is my contention that you CAN succeed – but I cannot legally guarantee any specific level of success with my techniques.

(Sorry, I have to include that statement because some people do not understand that if they just read some book I wrote, or buy some program I created, and don’t do the hard work, they aren’t going to make it online).

With the legal mumbo jumbo out of the way, let’s get started:

In this document, I am going to precisely go through the entire process of choosing a niche, then how to take that niche and create a high ticket product in that niche.

As you will notice, this document is based on a transcript of a call I did with some of my subscribers and coaching clients, where I am teaching exactly how to come up with a niche that is good for a high ticket product, and then I do an example of exactly how to create your high ticket product.

One of the things that is incredibly important to remember when you are thinking of creating a high ticket product is that you cannot sell high ticket

products the same way you sell low ticket products if you have been using hype and aggressive sales pages to try to sell low ticket products.

You see, you can sell products from \$10 to \$100 using hype and pressure tactics – people will buy that stuff, thinking, well, if I lose \$100, who cares?

But if you want to sell something for \$5000 or \$10,000 or more – you are going to have to build a relationship with people. And that means you are going to have to do more than send people to a sales page the first time you meet them.

You are going to have to build a list, you are going to have to build a squeeze page to get people onto your list, and then you are going to have to find out what their needs are, and then you are going to have to meet those needs.

And another thing to remember – your \$5000 or \$10,000 product is not going to be right for everyone. Look, let's just get this out of the way first: not everyone can afford your \$10,000 product, not everybody really needs your \$10,000 product – so stop thinking you have to sell everybody. You don't.

In fact, high ticket selling is more about disqualifying people who don't need you or cannot afford you, and only spending time with people that can or that really need you.

Another question I get from people, it seems almost everyday, is 'why can't I just sell \$100 products and just sell a lot of them?'

Well, the first thing I must say to this is: well, of course you can.

But let me ask you this:

If you want to make \$20,000 per month online, do you really think it will be easier to sell 200 units at \$100 than to sell 4 units at \$5000 to people who really want to learn what you have to teach?

Do you really want to rack up 200 new clients each month, and try to meet all their needs? Wouldn't it simply be a lot easier to just add 4 new clients per month, and REALLY be able to meet their needs?

So the next question I get regularly is this:

How do I build a list that is highly responsive and buys from only me?

Here is the answer: you must use a squeeze page (to force only genuinely interested people to even get any info from you) and then you must build a relationship with them. Ask them what their greatest needs and challenges are – those will be the reasons people buy from you, not because you have a great sales page – but because you are able to meet their needs.

Give away a lot of strong information – give away stuff others would sell for \$100 – some people call this method information based selling – but the idea is that if you give and give, people will subconsciously assume that if you are giving away info that others charge for – wow! can you imagine what value they might get if they actually paid for the information. That is the attitude that you want from your subscribers – and then they will buy only from you.

Now, without further ado, here is the transcript of that power-packed call – where I teach you exactly how to choose a niche, and then give you a solid example of a high-ticket product to create:

Let me go ahead and start with keywords and competition. One of the most popular ways online to choose a niche, and I'm probably even guilty in some of my old articles of promoting this and it's what I did in the very beginning, but it just doesn't work that well anymore – that is, we come up with this formula that says if there's a lot of keyword searches and not as much competition in relationship to the number of keyword searches, then this must be a good niche.

The whole idea is that if we were to compare – let's have two keywords, so we've got keyword A and keyword B. If we were to compare keyword A with 1 million searches per month, and let's say there's only 10 websites that service that niche, versus keyword B might have 10 searches per month and 1 million competing websites – then the theory has been for a really long time that keyword A would be a much better keyword or a much better niche to get into because there's very little competition and all of these people are searching for something.

For keyword B we'd say, well, nobody's really searching for this and there's all these competing websites, so I could never break in.

But what's happened over the last few years is there's been so much automated software that helps people find the niches, that every single time there's a niche out there that's unbalanced like that, then that software has just pushed people into these specific niches.

You can go onto all kinds of keyword tools and find which keywords are better. When there's literally millions of people all doing this at the very same time, then what happens is any keyword that's worth anything at all

is going to develop more and more competition, and then keywords that have too much competition, people are going to drop out of those niches and move over to ones that are more profitable.

So what's happened over time is the same thing that happens in the economy. It's kind of like if you live in a very small town and there's one grocery store, then the prices in that grocery store might be much higher than if there was a competing grocery store nearby.

So if you live in a town that has more than one grocery store, your prices tend to be lower in each one of those grocery stores simply because of competition.

Well, the same thing has happened online. Competition has simply leveled the field. If I were to look at a niche today that had – and again, this is an exaggeration, but it's a comparative issue here – if I were to look at a niche that had 1 million searches and only 10 websites, I would smell a rat. I would think there's got to be something wrong.

If there's that many searches and nobody's meeting those needs, there's definitely something wrong here. It sounds like this particular keyword, these people don't spend any money. They're just out there looking for free information or whatever the case is.

The same thing happens with keyword B in a kind of reverse scenario. Say this particular keyword only gets 10 searches per month but there's 1 million people competing.

Depending on exactly what the niche is, a lot of times you can go into that niche and compete with those 1 million people. What you'll find is that there's like thousands of different words out there that generate plenty of traffic, but they're not the exact same word that you think of your niche as being, because sometimes when people are looking for information on something, they don't type it in the same way that you might think that it would be typed in.

For example, you might think that your niche is gardening. But if somebody is looking for information on gardening, my guess is that 98% of the time when they go to Google they don't type in 'gardening.' They type in their problem. They type in something like 'how to plant tulips,' or they type in 'how to plant trees' or how to plant different things.

There's a fancy word for it – we call it long-tail keywords, where the keywords get much less traffic but they tend to be much more tightly targeted. So you could look at something like gardening, and I don't know

how many searches 'gardening' gets, but my guess is that the keyword 'gardening' gets only 2% or less of the total 'gardening' market.

So if you're going into gardening and you type in 'gardening' and say, "Well, there's only 10,000 searches a month" – and I'm making that number up right out of thin air, it could be 100,000, I don't know – but there's probably 50 times more traffic than what you get when you type in just 'gardening.'

This happens in a lot of niches and people don't realize that. You can't just look at this keyword search versus competition.

The second thing I think – and this is all part of point 1 – the second thing that I think, though, with this keyword searches versus competition thing is this is assuming that all of the competition does an equivalent job of marketing.

One thing that happens on the web is that people who market well tend to do better than people who have great products. Now obviously if you market well and you have a great product, then you'll do better than everybody, especially in the long run.

But you can have the best product in the entire world and slap up a lousy website and not do a good job of driving traffic and not do a good job of building a relationship with the people who come to your website, and you'll never sell that great product.

Somebody else can come along with frankly an ok product that just barely meets the needs in this niche, do a good job of building a relationship with people in their niche and do very very very well.

I'm a big believer that I could enter – and everybody on this phone call, if you've got the ability to pick the phone up and dial – then you've literally got the ability to go into any niche out there and learn how to market.

Marketing isn't just about sales. It's not about closing. It's not about a huge conversion rate on some fancy sales page. Marketing, in my opinion, online is about building relationships with people.

You'll notice your own buying patterns. If you've bought more than say three things online in the last month, you'll probably notice as you look back that you bought these particular three things either from people or companies that you trust and you've done business with before or you have some reason, or you've bought a commodity item and you believe that that particular commodity item would be the same no matter where you bought it – for example, if it's a brand name commodity item then you

know that no matter where you buy it the company that produces it will back it up.

There's just a huge amount of trust that has to happen online. It's really very similar to offline. Think about where you go to lunch. When I'm working I go to lunch at one of about three different places every single day. Maybe I'm boring, but I think that I happen to work with trust. I know the pizza at a particular place is going to be good. I know the burrito at a particular place is going to be good, and I don't care to venture out of that kind of safety zone.

Think about your own self, unless you're just a huge risk taker and you literally put yourself to eat somewhere different every day. You probably find that you eat at some of the same places. When you go to dinner on Friday night you tend to go to some of the same places. When you go to the grocery store you buy some of the same brands.

Why? Sometimes you'll buy something if it's a commodity item because it's the cheapest one. If it's a can of green beans, you might buy it because it's the cheapest one, but most of the time you probably find you buy a certain brand of something simply because you like the way that it works. You'll buy a certain brand of flour. You'll buy a certain brand of bread because it's consistent and there's a trust level.

That's what has to happen online. That's more important than just about anything else, is building that relationship. So many times people go into a niche and they think, "Boy, everybody else is selling something for \$100. I can jump in there and sell for \$100 too."

But if you don't build a relationship, you can't sell for what everybody else is, and if you do build a relationship and you give people more than just the product, then you can literally charge more than the competition because you're delivering more than the competition.

If you're delivering some personal service – let's go back to that gardening niche, and I don't know if anybody on this call is in gardening, but I just picked it off the top of my head. Sometimes I use dog training and today I'm using gardening.

But say you sell an ebook for \$100 that teaches people how to do basic gardening. Let's say you also sell a video series that shows people how to do planting or something, and that's \$500. Let's say the competition is doing basically the same thing.

If you come in and you offer people the opportunity to have 2 15-minute question and answer sessions with you as they're planting after they've

bought this \$500 product, you're going to sell maybe 10 times as much as the company out there that just sells the product and there's no back-end service to it. So really be thinking about those things.

Does anybody have a question for me right now?

Caller: Sean, this is Patricia. I got very excited when you said you would hold a strategy session with us because that's exactly what I would like to do with you. I hate to monopolize with my personal questions when I know you have so many other people there, but yes, I've been looking for someone to talk strategy with.

I'm fairly new to this game. I am, as you described, floundering. I'm determined to be one of the multi-million-dollar people, but I only have 24/7 and learning has taken up a good part of my time lately. So I'm trying to decide how to do things efficiently to get the best results.

Sean: Ok. That's kind of a complete strategy and there's a lot of things that are floating around out there. Of course, that's why I'm doing this call today, is to try to get some of the myths – people waste so much time doing keyword research, when really keyword research is a very very small part of everything.

But basically my whole concept, my whole principle right now is an end-to-end strategy, where you've got traffic and you're sending it to a list, you're building a list, then you're finding out what that list needs, because people don't buy what they want, they buy what they need, except in the luxury markets.

But when you're talking about information online, people don't buy information because it has a pretty picture on the front cover. People don't buy information because they like the way you look on your picture on the web, and they don't buy information because they just think they're going to have an enjoyable time reading.

They'd rather go to Barnes & Noble and buy a fiction novel. People buy information and spend hundreds of dollars on information because you have something they need and they can't get from anybody but you.

So that's one of the things that so many people miss. Of course, that's not the bulk of this call. The bulk of this call is choosing a niche, but so many people miss that. They try to build a list of people, then they just try to send sales pages to them all day long. That's not what works.

What works is finding out what people need, creating products that meet those needs, and a line of products that meet those needs. Then present those products that meet their needs to them.

Caller: This is Leslie. You know I have been struggling with whether I really have a niche or not. Mine would be more about creativity and getting outside the box, so it's about possibility thinking in a humorous way. It goes along with a book that I've written.

So basically I have the book and I have lots of topics that I could talk about, but it is hard to figure out whether you have a niche without I guess actually trying it.

Sean: Well, you're right. You'll never know for sure until you try it. My first point today was the whole keyword/competition myth.

I'm going to give you two more points here, and what I'd like to do with you, Leslie, is actually use your niche when I finish with these two points as kind of a case study. I'll just literally go through with you on the phone what your product funnel could look like where you're at.

It'll kind of serve as a case study. It'll be kind of a good example for anybody else that's struggling to figure out if their niche will work, and if I have the time today I'll do it for anybody else that wants me to. So anybody else that's on the call, I'll do it for you guys too.

Caller: I have another niche as well, I have another book and it's in education. I'm thinking that I could kind of cross-pollinate the two.

Sean: Usually you can do that, and especially with these two you probably can.

Let's do this – I'm going to go ahead and give you guys kind of the two things that you'll use as a ruler to determine if your niche will work, then we can use both of these niches as a case study. We'll take a look and see whether or not they'll work. I'll ask you some key questions.

Then like I said, for anybody else on the call that wants me to do the same thing with your niche, as long as we have time I'll do that too.

Any other specific questions before I move on with this information about niches?

Ok, sounds like there aren't any other questions right now.

The second thing that you want to do – the first thing was I really wanted to debunk that whole myth about keyword/competition and all that. I think that was great about five years ago. Unfortunately I think it's kind of stuck around as a key idea and I don't believe that it works anymore.

I certainly don't use it in my own business and haven't used it to get to \$15,000 a month.

The second point is what you need to do is find out if people in your niche are already making money. I can just hear in the background, "What if I have a brand new niche where it's brand new so nobody's had a chance?"

The first thing I want to say is out of hundreds of clients that I've coached in the last year, nobody has had a brand new niche that is not known. Certainly the ones that Leslie just mentioned are not in there. John's niche and Greg's niche, those are not brand new. I don't know Andy's niche and Paul's niche and some of the others that are on this phone call.

But almost every niche out there has some proven results, so what you want to do is find out if in that niche people are making money, and there's a few ways that you can do this.

I think I'm going to jump around just a bit and give you a definition for what I call a product funnel. It's called a sales funnel or a product funnel, depending on who you talk with, but it's all about the same thing.

It's this idea that there's a series of products that people can purchase from you, with the idea that not everybody will need the same information.

For example, I'm going to use gardening again. One person might just need kind of an introduction to gardening. They have plenty of time on their hands to kind of try things out. They need a nice introduction, so for them a \$50 e-book might be a good choice.

What will happen is if you have 100 people, for example, purchase that \$50 e-book, some percentage of them, maybe 20%, will read the e-book, they'll like the e-book, but it won't be deep enough for them. They'll really want more.

So a good purchase for them might be a course that teaches them more about gardening for their part of the country, so gardening that specifically works in the south or gardening that specifically works in the west.

This might be a \$300 course. It may have some audio, it may have some video, it might have a video of somebody planting a tree or something.

Those kind of second-tier products can range anywhere from say \$200-300 up to \$500-600.

Maybe the next product would be somebody has used all of your techniques to learn how to do all the planting they can do in their backyard and now they want to build a business in gardening. They need to learn the gardening business from somebody who already knows how to do gardening. They want to learn how to teach gardening and they want to learn more about gardening than a \$300-500 course could offer.

Then maybe you create kind of end-to-end course for anywhere from \$1,500 – I've seen courses like this that range as high as \$25,000. In fact, I was communicating with somebody recently that offers a course for \$65,000 to teach people how to build a certain kind of business.

So the sky is really the limit, as long as you can give people strong value with that final product.

Normally what we see in niches that are profitable is that they have the ability to have several products that are increasing in value and increasing in price over time.

It's very very difficult to make significant income online with just one \$50 e-book in a niche. To hit \$15,000 a month you're going to have to sell 300 e-books at \$50 apiece and that just requires an awful lot of traffic.

If on the other hand you were to sell 100 units at \$50, that would be \$5,000, and then you were to sell say 20 units at \$500 – right there that would be another \$10,000. We could even say you only sold 10 units at \$500 so that would be \$5,000, so that would get you to a total of \$10,000 a month.

Then maybe you'd sell 3 units a month for an average of say \$1700, and that would be the last \$5,000, or something like that. Generally you don't see people making more than \$10,000-15,000 per month online unless they have several products that they're able to offer people.

So going back to point #2 that I gave you, this was kind of an aside because I wanted to give you an idea what that profit funnel or product funnel looks like, but what you want to do is find out if in your particular niche other people are selling more than just that introductory product.

If you do some research in your niche and you find that almost everybody is only selling an introductory product, what that probably means is that it's very difficult to sell a higher-ticket product in that market. What it will also mean is that there's very little profit in that market.

This is a very generalistic statement that I'm giving you. Obviously it could be a \$100 product or the product/profit funnel may look a little bit different, so it's very generalistic but the idea is very much the same.

If most people are just selling one product and there's no profit funnels in your niche, then probably it's not a niche where you can make a lot of long-term income.

Now there's a couple different ways that you can kind of do some research, some real live market research into your niche, and you can do it starting today.

You can go to really any search engine – I'm going to use Google as an example simply because they do the bulk of pay per click advertising, but we're going to use both pay per click (which are the sponsored links across the top and to the side of the search page) and we're also going to use the organic search results that are all the way down.

The first thing that we're going to do is look up your niche, and you may need to look up a number of different keywords, but look at your niche and find out if people are advertising in pay per click.

You want to find out if more than say 5-7, or preferably more than 10 different companies are advertising something using pay per click. If there's only 2-3 advertisers then it really doesn't tell you very much. It doesn't necessarily tell you that it's a bad niche, but what it could tell you is that there's not much competition and that could be good for you if demand is strong enough. Generally, though, if demand is strong enough there will be more than 2-4 competitors.

So in most niches that are strong, you're going to see at least 10 competitors that are paying to get their ad on Google pay per click.

The next thing that you can do is actually click through some of those ads and find out what people are selling. Are they selling one product and there's no back end to it? Or when you go to their website do you notice that they also have a \$500 product and they also have a \$2,000 or \$5,000 or \$10,000 product? Do they have other products besides that initial product?

If nobody does, then you want to start thinking about how much profit there really is in this niche.

What you can also do is go into the search results and go through say the first 30 search results in the regular organic search results.

Now I do want to just say, and I haven't specifically said this, but everything that we're talking about is subjective. There's no black and white. There's no specifically 'this many searches,' 'this many pages have come up with this' – there's no certain price level.

You've really got to look at it subjectively and compare it to other things that are out there, and even compare it against itself. It's something you almost have to get a little bit creative thinking about. It's something that once you launch your first niche item then you'll have a better feel for it.

One thing that I caution everybody against is spending so much time worrying and thinking about whether or not a niche is going to work and never getting online.

I talk to people regularly that have been online for two or three years and they're still trying to decide what niche to go into. They would have been far better off three years ago to go into some niche and one of two things would have happened: either the niche would have been good or the niche would have been bad.

If the niche was good, then they'd have three years with profits under their belts right now. Really by not having taking any action on building any kind of a business because they kept worrying about the niche, they've cost themselves whatever they could make today.

Think about that. If you're in a niche that could be making \$15,000 a month but you don't know that because you haven't done anything and you're at zero, you're really costing yourself \$15,000 a month by not having taken any action.

Three years ago or two years ago or one year ago when you got involved, if you had jumped out there and you had found out that your particular niche was bad, then the experience is not necessarily bad because you will have learned a lot about building a website, you would have learned a lot about building a list, you would have learned a lot about driving traffic.

Then when you choose another niche you'll be able to do a whole lot better at it and to really have a feel of what to look for, how to do things, and you'll be able to build that second one very very quickly.

Getting back to the search results, you can take maybe the top three pages, the top 30 search results, and literally go through all of them. Look at all of the pages.

Are people selling things or are these all homemade pages with people that aren't selling anything at all? They're just kind of chatting with each other about things. Look at the page rank of people's websites. Look at how many inbound links there are on their websites.

If the top 30 search results have a lot of inbound links, what does that tell you? It tells you that the people who are in these particular niches really want to have higher rankings.

Why do people want to have higher rankings? Well, they want higher rankings because generally they want to make more money. That's generally why people will want to get higher rankings. Very rarely will you see somebody who wants to get higher rankings just to be able to brag that they've actually done it.

Also look at the traffic. If websites tend to get more traffic in a particular niche, assuming they are selling a product and they are selling a profit funnel, then the next subjective assumption would be that this niche is perhaps a better niche.

Caller: This is Greg. I noticed you don't recommend taking their website and going in to look at any of those places like Alexa or whatever? You're pretty much saying you evaluate it based on what you see, and you can pretty well tell if they're doing good or not?

Sean: No, I think that you can also incorporate traffic ranking. I think Alexa is a decent tool for evaluating traffic ranking. It's not a perfect tool and it's skewed in some markets, but I think it's a great tool in most niches to evaluate comparative traffic.

You can also use – and I don't have a link handy to this – but look for a page rank checker. In Google look for a page rank checker and check page rank. Generally if a lot of those websites tend to have high page ranks and they're not government sites or educational sites or college sites and they have high page rank, normally it's because somebody at that company is making the effort to get a high page rank.

Most of the time people don't make the effort to get a high page rank, and certainly not to keep it, unless they're monetizing that high page rank.

Does that answer your question, Greg?

Caller: Yeah, you did. You answered two of them. Thanks.

Sean: Ok, sounds good. Any other questions before I move on here?

Ok. Again, if you've got questions that you're kind of feeling like it would be better for me to answer those questions in a kind of one-on-one scenario, if you go to –

www.Secrets-of-internet-success.com/special.htm

I've got enough time over the next couple or three days before I start on another project to do probably 8-10.

Basically what I'll do in there is help you evaluate where you're at. We can kind of use some of the stuff we've done today and some other stuff that I'm not covering today to kind of evaluate where you're at.

We'll look at where you're at whether you're at zero, are you just starting, are you selling 20 e-books at \$50 a month, or are you selling 40 e-books at \$400 a month – whatever the case is, we'll look at it.

Then what we can do is kind of evaluate what your profit funnel is, where you can make money, and maybe evaluate what's holding you back from being able to do that. A lot of times if you can just tweak one or two or three things.

Sometimes what happens is you get so consumed with traffic or you get so consumed with search engine rankings or you get so consumed with list building and you get really good at one thing and everything else goes out the door – kind of like if you're doing a puzzle.

Say you're doing a puzzle, like a jigsaw puzzle, and it's a beautiful picture of a sky and it's also got a mountain and a lake. If all you focus on is the blue pieces up there at the sky and you like working blue pieces but you don't figure out any of the other pieces – the mountain pieces or the lake pieces or the house pieces or whatever else is on that picture – you're not going to have a complete puzzle.

It's kind of the same thing in internet marketing. If you have one piece, no matter how good you have it, if you can't link all the pieces together then most of the time you'll never be able to break through the \$5,000, \$10,000, and then the \$15,000 mark online.

One thing that's very interesting that I've noticed is that once people break through say \$1,000 online, then there's another level and they have to break through \$5,000. Then once they get past that it's almost like the sky's the limit.

Once you get past \$5,000 or so a month, it's kind of like you've got some consistent things going on and you can really build on that. You can build some bigger products and that kind of thing.

Ok, I'm going to go into point #3 here. What I want to do is go back to this profit funnel and go back to the sales funnel idea and use this to determine if your niche can support enough business, enough traffic, to get to say \$15,000 a month.

I'm going to use this number because no matter where you're at, if you have all of the pieces, if you have a complete end-to-end strategy and if you know how to make all of the pieces work together the way that I do, then you can literally hit in 90 days or 120 days at the max, if you put everything together the way that it should be, you can hit \$15,000 a month if you have a product funnel in place.

It's almost impossible to do it with one \$50 product. Some of you who are only making \$1,000 or \$2,000 a month and have been for a long time, one of the big reasons – and this doesn't apply to everybody, but if it applies to you you'll kind of feel this – you've got one \$50 product and every month you're doing like 25 units. As hard as you try you can't hit 30. You've hit a wall.

What happens is at this point, instead of trying to sell more \$50 products, what you need to do is go find out what these people who are buying the \$50 product would also buy from you. A lot of times a good percentage of those people will buy something that better answers their need.

It's very difficult in a 50- or 100-page e-book to answer everybody's needs in a particular market. In most cases if you can get some personal contact in there – a lot of you have the ability to generate a coaching program.

If you're selling 25-50 e-books a month at anywhere from \$20-\$50-\$70, you can easily come up with a stable of 30-40 people who pay you \$200 every single month for you to give them personalized attention.

That's just one idea. If I was talking with you personally I'd kind of look into your business and say, "I think that might work. Do you think this will work?"

Obviously I'm talking to everybody as a group, and with around 20 of you on this phone call it's almost impossible to give you a blanket statement that that will work in your niche.

Again I'm going to open this up here in a few minutes and we'll do a few case studies, but ask yourself "Could I come up with a coaching program that would give people more value than my e-book? Could I record a teleseminar and it would give people more value? Could I record some CDs that would give people more value than an e-book?"

A lot of people don't have the time to read an e-book. They just don't have time in their life. They commute two hours a day, one hour to work and one hour back every single day. If you were to record your ideas that are in your e-book on a CD or a CD series, they'd be able to listen to your CD while they're going to work and coming back.

Generally you can charge a whole lot more for a CD series than you can an e-book. If you think about it, my goodness, no matter how much information is in an e-book it's hard to ask \$100 for an e-book because everybody kind of knows that even though the information is valuable, you're really just selling a bunch of electrons.

But if you've got something physical, people will oftentimes pay more for it. If you've got 6 CDs that teach basically the same thing that's in your e-book that may be \$50, you can easily sell that 6-CD package for \$200-300 in just about any niche out there.

So the question for you right now is could you – if you knew how to do it, if you had all the software to record them and if it were easy to do – could you take an hour a day every other day for 12 days and record yourself on 6 CDs, and two weeks from now be selling a \$300 CD package.

I mean think about that. You may be saying to yourself, "Well, I can't do that because I don't know how to do it or I don't know what the software is or my voice isn't perfect or I don't have the confidence or I've never done that before."

Just keep in mind that you can learn anything that you want to learn. There's plenty of people out there that have a whole lot less talent than anybody on this phone call that are making well over \$15,000 online because they've taken that step, that leap, and created a bigger product.

Again, it's almost impossible to do it with a \$50 product. So maybe the next question is a \$100-200 coaching program – could you create that? Could you create a CD series for say a few hundred dollars?

Could you do some one-on-one coaching in your particular niche? Maybe your niche is something like gardening or dog training or coaching people to do better on their test exams.

For any of these things, there is a percentage of the market that will pay you to learn exactly how to do it the way that you do it, and it's well worth it for them to do it.

If you're stopping at \$50 e-books you're cutting yourself short. So really be thinking about what are some additional products that you can add.

Now what I'd like to do – and I'm thinking it's almost going to be easier, because I've really talked a lot about this product funnel – it's really going to be easier to demonstrate what kind of products you can create by literally going through some of your niches and thinking about what some of the actual products in that product funnel could be.

So here's what I want to do, is just go ahead and open the call. I want to talk with Leslie first. Just hit *7 on your phone. That will unmute you. Don't hit that until you're ready to chat with me, but let's start with Leslie.

I want to do a live example in your particular niche. Leslie, are you there?

Leslie: I'm here.

Sean: Ok, great. So one of your niches is creativity, getting outside the box, helping people to produce more in their lives because they're not stuck inside of a mental box – am I close?

Leslie: That's correct.

Sean: Ok, let's start with – what products do you have right now, Leslie?

Leslie: What I have right now is a book.

Sean: Is it a physical book or an e-book?

Leslie: It's a physical book.

Sean: What do you normally sell that book for?

Leslie: Actually I haven't published it yet. It's with a publisher right now and I don't know for sure what it will sell for, but I wouldn't think it would sell for more than \$20.

Sean: Ok, let's just call it \$20. If it's \$18 or \$22 – for the sake of our argument it won't kill us. Let's say we have this \$20 physical book.

How long have you been online, Leslie?

Leslie: I don't have a website yet.

Sean: So you're really very new to this. How long have you been kind of surfing around online studying things?

Leslie: For about the last four months.

Sean: Have you noticed that e-books online tend to have a price that tends to be higher than the same book might be if you bought it at Barnes & Noble or as a physical book?

Leslie: Yes, right.

Sean: So you've seen enough, you're more than just a raw beginner then for sure. How much do you think this book would sell for if it was set up as an e-book and you did a good job of marketing it?

Leslie: \$37-\$57, something like that.

Sean: Can we call that – you said \$37-\$57 – can we call it \$50, or would \$40 be better?

Leslie: Let's call it \$50.

Sean: So we'll go with \$50. You can already see why I'm switching mental gears here from the physical to the electronic, because really with a physical book -- there's a lot of value to having a physical book, just a lot of value to having a physical book – but normally a physical book won't generate you great profit unless you sell many thousands of copies.

Would you agree with me, or in your market is that different?

Leslie: Yes, it's more of a calling card.

Sean: Alright. I just want to make sure that I'm kind of on the right line, especially in your particular business.

So if we were to repurpose this book – and obviously you can't sell the very same book for a different price online – but if you were to change the book around some and offer it in an electronic version, first of all would you be willing to think about doing something like that?

Leslie: Yes.

- Sean:** So if we have this book at say \$50, how many of them do you think you could sell on a monthly basis if you had everything else in line – if you had your list, if you had traffic, if you had really an end-to-end strategy?
- You had all the technology there, you had your website, I mean everything was running like it was supposed to – what do you think?
- Leslie:** I think this is real different. I think I could sell 50.
- Sean:** So if you did 50 units at \$50, how much would that be a month?
- Leslie:** That would be \$2,500.
- Sean:** So that would be \$2,500 right there and you would have 50 new customers every month, so after six months you'd have 300.
- I'm always thinking in the back of my head that there's always a cumulative number of customers. So at 50 customers a month, I'm going to make the assumption here – I haven't seen it – but I'll make the assumption that your book does what it's supposed to do, that if people use it they improve their creativity and all of that.
- So if that's the case, what percentage of people that are reading the book might like to have more information and get even better at these things than the book can really deliver for them?
- Leslie:** Well, I'm real interested in coaching, so I think there's a certain number of people that even suffer from mild depression and are looking for something new and fun. So I think that I could do some kind of a coaching program, as you mentioned – either one-on-one or \$200 with 40 people a month.
- Sean:** Ok, so you're thinking you could end up – and it would probably take several months, maybe add 10 people a month or something, to get to 40 a month. They won't all happen the first month, but could you see yourself getting 10 new coaching clients every month?
- Leslie:** Yes.
- Sean:** So if you had 10 the first month at \$200/month, that would be \$2,000. Then the second month you'd have your old 10 plus your new 10, so now you'd have 20. For the sake of being conservative, let's say that 20% drop out. If you're doing a good job it shouldn't be that high, but let's just say that 20% dropped out from last month so it's really only 18.

I just want to make sure we're working with genuine numbers here, so at 200 a month that would be...

Leslie: That would be \$4,000.

Sean: I'm thinking at 18 it would be \$3,600. I really want to get your attrition in there because I don't want your numbers to be inflated at all. I want you to have some real numbers to think about when we get off the phone.

Then as well if we just kept adding this up – the third month you probably could be at 26 if you lost a couple more, then maybe the fourth month let's say 34. Does that sound like a reasonable progression?

Leslie: Yes.

Sean: Let's see, that fourth month – $\$200 \times 34$ – is that \$6,800?

Leslie: I haven't done the math.

Sean: I think that's \$6,800. If anybody on the call has a calculator and can call me on it –

Leslie: It's \$6,800.

Sean: Thank you. And then I'm assuming that you'll continue to sell that \$50 e-book at the same rate, is that right, Leslie?

Leslie: Right.

Sean: So if we added that on, that would get us to \$9,300. Now I don't know where you want to go in income, but this just gives you an example of what you could do in your particular niche with the right tools – the right products, the right tools, the right coaching program – I mean, do you think this is realistic, Leslie?

Leslie: I think so because I also have another book, which I've had going, and that book sells for \$60.

Sean: So you've already got a little bit of experience. You already have a feel for it of what can sell in the real market out there.

Let's do this. I'd like to at least take another niche or two before we just really run out of time here. So anybody that has a niche that's different than this one – if anybody has the same niche let's skip to somebody that has kind of a brand new niche – just jump in, give me your name and your niche.

If you're trying to talk and you're not getting through, hit *7 and that will unmute you.

Greg: This is Greg. You said brand new niche or just a niche?

Sean: Any niche. I think when I said brand new niche I meant a niche different than hers. That was really lousy grammar on my end. I meant a niche different than Leslie's and I can help you.

Greg: Let me try one on you that's different than what we talked about. A business systems analyst is what I was, and helping business analysts, so a business process management/business system analyst, from that perspective, which is usually IT support.

I don't know which words will mean something to you so I'm trying to get above the industry jargon to give you a feel for the product.

Sean: Thanks.

Greg: Essentially it's the people who go in and help people develop systems and processes in their company and improve it. So you're working with the sales people, the customer support people, the IT people to help improve their systems and their process.

I did it for many years in the telecom industry.

Sean: So you're thinking that you want to help people in the IT industry – you want to deliver the technology better or do you want to deliver the ability to do the sales better?

Greg: Ok, you're almost close. I want to help the people who come out and want to be a business system analyst by teaching them better ways to do it, but it could from being a newbie as a business analyst right out of school so they could end up working for Deloitte Consulting or an Accenture – one of the high-end consulting firms.

Sean: What's the difference in pay between a newbie and somebody that's really experienced in this field?

Greg: Huge. You could come out at say \$30,000, but in the end you could be up in the hundreds of thousands dollars per year if you're really experienced. Let's put it this way, at the low end you can charge \$500-800 per day, and if you're really experienced you're up to \$4,000-5,000 per day if you're really good.

Sean: So \$4,000 a day would be \$20,000 a week, which would be \$1 million a year. Can we use the number \$200,000 and make that just a real conservative high-end number? Then obviously you can adjust it to any number that fits.

I want to make sure that since this is an example that it'll be relevant for at least a few others on the call.

How long would it take you, with your specialized training that you're experienced in giving, how long would it take you to help somebody get from being able to make \$30K to being able to make a couple hundred grand a year?

Greg: Probably about a year if they would really follow the program and drive themselves crazy getting there.

Sean: And maybe how long if they followed the program if they weren't driving themselves crazy?

Greg: Then you could say about three years.

Sean: I'm going to take a different look at this because my mind is drifting right now on how to come up with – I want to make this as marketable as possible – if you were to take an average Joe that didn't want to kind of kill themselves and they started out as a newbie with basic skills – they're at \$30K – and they did your program for one year and they're not a superstar, where could they be at the end of the year?

Greg: \$100K.

Sean: \$100K.

Greg: They'd be starting the year looking for jobs at \$100K, correct.

Sean: So in one year – correct me if I'm wrong here – your program could increase the value of somebody on a yearly basis by \$70K, is that right?

Greg: Yeah, that's not a bad number.

Sean: So if we were to multiply that by ten years, we'd be talking like \$700K, right?

Greg: Yeah, absolutely, because then they could distance themselves, correct.

Sean: So I'm going to drop back down to this lower number, this \$70K improvement – how much do you think people in general who are newbies

and can see the potential, and are also financially capable of making a return on investment type of investment, how much would it be worth to them to learn how to make an additional \$70K, not just one year but every single year?

Greg: That's where the catch-22 comes in. Generally if you're starting out and you're low in income, you don't even have the forethought to see it or the ability to pay for it. It's one of those things where each year they see more and more and then they realize where they can go.

If you were to say to me, "How much would they be willing to pay for \$70K," that's somebody who would give up \$5,000. If I said to them, "Gee, you could make \$700K over 10 years," they kind of go, "Yeah..." and I'd have to spend a long time showing them examples, but they really don't have the funds to address from here and where you're going.

"Well, give me 10% of that \$700K.." or something like that.

Sean: Greg, I've got an idea here – what if you were to target instead of newbies at \$30K, what if you were to target people who have already gotten themselves to \$70K – where could you help that person get in one year, starting at \$70K, if you were already working with an experienced person that just hasn't figured out how to break into the big time yet? Where could they go in a year?

Greg: Ok, that's not a bad point. They could get to easily \$150-200K.

Sean: Let's use the low number of \$150, we'd still have an \$80K spread that this person could increase their income, and now we're not talking about the individual that's at \$30K and strapped for cash. We're talking about really a different demographic of individual.

Would this person be more fitted to spending \$5,000-10,000 with you?

Greg: Yes. I see exactly where you're going, because if you get them from \$70K to \$100K they'll gladly give you \$5K of that \$30K that got them there.

Sean: Yeah, absolutely. Now you could also have a newbie program, Greg, that was less expensive that would help people get from \$30-70 that might be \$500 or something. The problem is with something like this, Greg, if you price it too low then people don't have any value. If you only sell it for \$50 then there's no value to it.

I think the statistics are like 92% of e-books never get read, but if you priced it at \$500 to a newbie that helps them get to \$70K, then help them do that quickly, then \$500 is something they could probably swing if they

wanted to, but it would be high enough that if they invested that much they'd actually do the work.

Then one year later you could back end them into the bigger ticket item to help them get from \$70K to \$150K. Does that sound like it would be something that might work?

Greg: Yeah, the logic you just laid out the way you did it. It's kind of like what I stumbled through not knowing it – when I look at a couple of people I've talked to for a year, it would work.

Sean: Yeah. Ok, here's what I want to do. It sounds like I've kind of at least started you in the right direction there. I'm going to take one more niche and then we'll move in the direction of wrapping up here.

I do want to say this. Looks like I've got 1 slot left if you go to that – in fact, I'll tell you what I'll do, I'll just shoot this email out to you if you want to go ahead and jump in and do a half-hour strategy session with me.

Basically a good portion of that strategy session is I'll do with your niche, personally with you, the same thing I just did with Greg. Obviously everybody's niche is different.

Here's what I'm going to do to make this easy. Go to –

www.Secrets-of-internet-success.com/special.htm

Is there any niche that you'd like me to go through right here, or would you rather me open this up to questions at this point?

I'm not hearing any clamor for niches. Any questions about anything I've talked about today?

I'm going to go ahead and close this out then if there aren't any other questions. I think that's about it.

I just really want to encourage you if you've been stuck – I'm going to ramble for about two minutes here I think – if you've been stuck in this mentality that all you have is a \$50 e-book and you'll never be able to do more than \$2,500 a month because only 50 people will buy it, I just encourage you, before you take action, to think about the two case studies I just did and ask yourself if you could do something similar to that in your niche.

If you just can't figure it out at all on your own, jump on a strategy call. I don't mind spending half an hour with you to help you get an

understanding of what it's going to take to get to \$10,000-\$15,000 a month, because you can definitely do it.

Caller: Sean, this is Rich. I've been listening kind of quietly to your call. I sent you in a little form that you asked us to do and I'd really appreciate it if I could chat with you later.

Sean: Ok, sounds good. It's Richard, is that right? You signed it Richard. Ok, I see you on there. I'll tell you what, I'll do this. Let me look at my schedule. I'm going to chat with John – John, you're still on the call, aren't you?

John: Yes I am, Sean.

Sean: Alright. I'm going to chat with you here when we get off the phone call. Let me ask you, Rich, I've actually got 2:30 Eastern time. What time zone are you in?

Rich: Central. Actually I'm going to have to go back to work in another hour, but I'll be done by 4 Central.

Sean: 4 Central. I'm going to shoot you over some times we can look at for next week, because I think I'm booked up that late today, but anyhow, Richard, I'll take a look at this application and we'll spend some time together. It may be Monday or Tuesday but we'll plan on doing that.

Back to this idea that if you're selling 50 at \$50 and only at \$2,500 and you've hit this wall, I encourage you to think about and ask yourself what you can do to come up with a back-end product that really meets people's needs.

Frankly, you know it and I know it, if you think about it you certainly know it, an e-book doesn't meet all your needs. An e-book answers some questions for you. An e-book can kind of say "Ok, this is step 1, step 2, step 3, step 4," but boy, it's just tough to express in words how to do some things, especially online in an e-book.

If you can come up with a strategy where you can offer people one-on-one or you can offer people CDs or you can offer people group coaching, think about how you can add that to your profit funnel and get yourself to \$10,000-\$15,000 – and think about how you can do it in the next 90-120 days.

Ok, that's the end of the call.

At this point, you are probably thinking one of two things, either, 'I don't think I am ready to create a high ticket product', or 'Wow! This stuff is incredible – I want to learn how to create a high ticket product and I want to do it fast.'

Look, if you are in the first category – you don't see how you can create your own high ticket product – that's Ok with me – let me know when you change your mind, when you are tired of slaving to sell \$100 products and you are ready to create something big.

Let me know that you have decided that you are ready to learn to create and sell a high ticket item.

I can help you design and sell a high ticket product, and help you get to where you are actively selling high ticket products in less than 90 days (in many cases, you can make your first sale in just 30-45 days).

Let me know what your niche is going to be, and let me know how you want to price your high ticket product, and how many you want to be selling per month in the next 90 days.

I am going to kind of open things up here. My time is kind of limited on this and I've got the time over the next few days to talk with maybe 8 or 10 of you just on a one-on-one basis.

If you want to take maybe half an hour and pick my brain on some things, what we can do is kind of look at where you're at online. Are you just creating a product? Are you making \$1,000 a month? Are you at \$5,000 a month?

We can kind of formulate a plan that's going to help you go to \$10,000 a month, to \$15,000 a month, or maybe in 90 days just \$5,000 if you're just kind of starting out.

Anyhow, I've only got the time to do maybe 8 or 10 of those, so let me go ahead and give you a web page.

So it's a half-hour strategy session where we'll look at your site, we'll evaluate where you're at today, we'll look at where you want to go, and then we'll kind of formulate a profit funnel for you, kind of what it's going to take to get there.

Just go to this web page here and fill out the application, and if you qualify, I'll contact you to set up a time to chat about growing your online business:

www.Secrets-of-internet-success.com/special.htm

Sean