THE ULTIMATE HIGH TICKET SALES FUNNEL SEQUENCE

Marketing and Selling.

These are the things you MUST do to have a business. If you don't sell, you don't have a business.

However, many entrepreneurs HATE selling. And for good reason. There are MANY pushy, sleezy sales men and women out there that promise you the world and give you nothing but crap results, products or confusion.

We don't want to be one of them!

Plus, when it comes to high-ticket selling… many often wonder if their products or services are "worth" what they are charging for it.

This is why it's so important that when you promise something, that you deliver on that promise.

110%.

But here's the thing is… the secret to high-ticket sales isn't selling. It's educating. Serving. Adding value. Inspiring. Giving.

And most importantly: LISTENING.

Plus, consider this: people who make more money than the average person have a very different mindset than those trying to pinch every penny.

Here are a few different ways they think:

They consider their time rather than their money.
They make decisions more quickly.
They are looking for the *results* your offer has.
They buy because they have the desire to buy.
They buy because they see the value (that you have educated them on).

So this is why it's very important to communicate the value to them and also listen to what they need so you know what value they are looking for.

And here's the thing… you can put together an amazing funnel sequence ONE TIME that does that for you over and over.

A funnel sequence that does the heavy lifting 24/7 days a week, bringing ideal high-ticket prospects to you.

When used correctly, your high-ticket funnel sequence can act as your personal online salesperson who quietly and diligently brings high-ticket clients to you, so you don't have to constantly be searching for them.

Today I'll teach you how to do this.

You'll learn:

1. What to include in your High-Ticket Funnel Sequence
2. What to say in your ad, on your sign-up page, and in the video
3. When to send the specific emails and how to write them
4. How to optimize the emails for high-ticket sales

Once you've read through this PDF, you'll know exactly how to deliver the highest amount of education, value, and service, inspiring your customers to buy by using specific strategies and psychological triggers.

It's the exact funnel sequence many 6 and 7-figure entrepreneurs have used to create multiple 6-figures sales for themselves and clients in a wide variety of niches.

Now let's dive in and create that high-ticket funnel sequence!

FUNNEL STAGE #1: THE AD

There are 7 main things a Facebook ad for a high-ticket offerings must do to be effective:

1. An attention-grabbing Visual that gets people to stop scrolling
2. A captivating headline that generates interest
3. Text that flows and invites and builds the relationship and is free from errors. Highlight the specific problem of a specific audience that your service solves. Agitate that problem by sharing what failure looks like. Describe your Ideal Client's problem in detail, establish the cost of NOT solving the problem, and touch on several of the solutions they've already likely tried.
4. An irresistible downloadable offer for your ideal customers
5. Benefit/needs driven content (relevant)
6. A clear call to action (CTA)
7. A link to a Landing Page/Sign-Up page that works

Here is a great example copy (text) that does this well:

Creating your first online course is hard.

And when trying to grow an online business selling courses, it's essential to know what to do to stay in business.

The scary part? Most first-time course-creators will admit they're not sure how to create their course and don't know how to market it.

That's when they take the "shot-gun" approach to course creation and selling.

… they create the best course they can without knowing that there are 5 essential steps needed to make the course successful.

… they throw together an email sequence that turns hard-earned subscribers tone-deaf.

… they pay thousands for Facebook ads that are invisible to their ideal buyers.

… and yet they're still lucky if they recover what they paid out in ads.

The fact is, great courses don't just happen by accident.

And there are hundreds of factors for why a course doesn't sell, but most course creators don't dig in and actually identify the root causes.

That's how they end up with courses that do nothing but gather virtual dust.

Which is why I created a free PDF "5 Steps to Creating Your First Profitable Online Course" that identifies the musts of how to create an online course, how to sell it, and the most common mistakes to avoid.

Want to learn how to create a stellar online course and how to get it sold?

Grab a free copy of "The 5 Steps to Creating Your First Profitable Online Course."

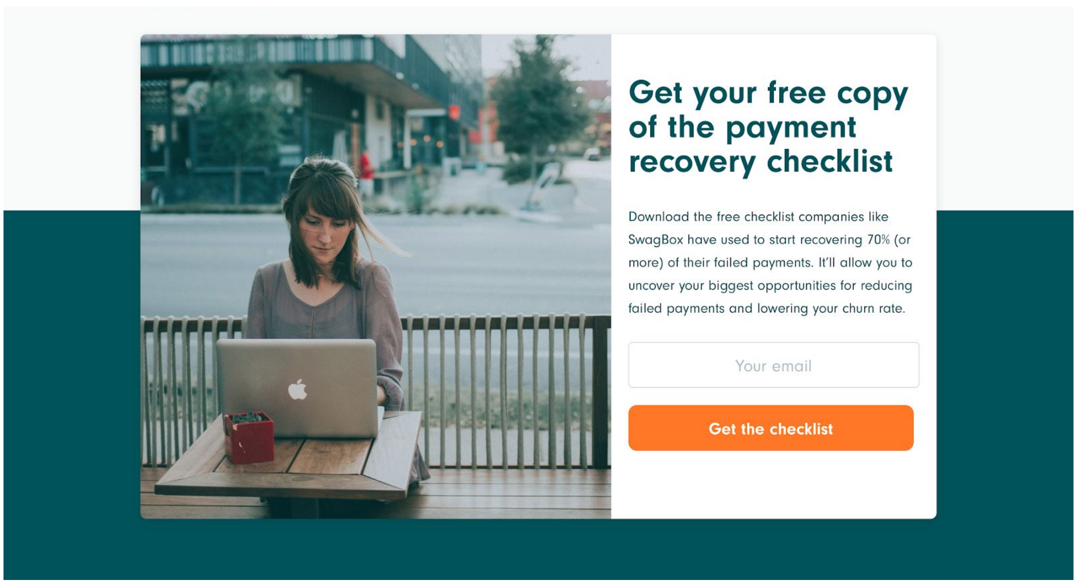
CLICK HERE

Enjoy!

FUNNEL STAGE #2: THE LANDING PAGE (S)

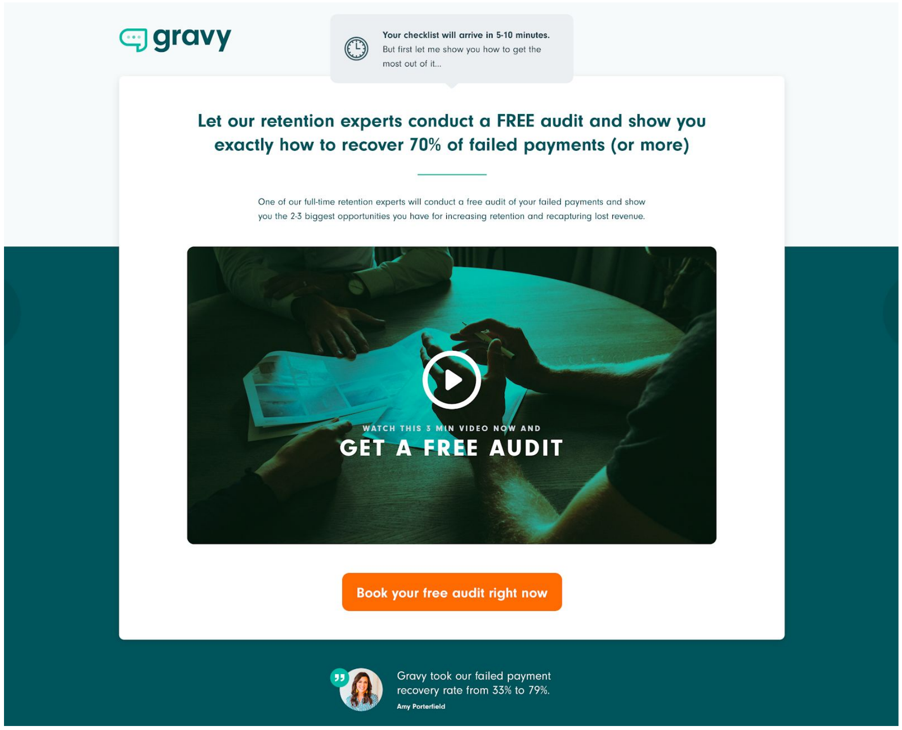
There is ONE thing a Sign-Up Page needs to do well in order to get your prospect to advance through your funnel: Get them to give up their email in exchange for your Freebie. You do this by 1. Making the page super simple, 2. Having a clear call to action, and 3. Reminding them of the Freebie they will receive.

Here's a great example:



Many times that's the end of it. However, for a high-ticket sales funnel, we will want to add a second Sign-Up Page on the Thank you page which presents a clear and compelling call-to-action to **schedule a sales call.**

Here's an example:



Here are a few things that are important to note about this 2nd sign-up page:

#1: It states that their Freebie is on the way at the top
#2: The benefit at the bottom: There's a testimonial at the bottom that states the benefit, that business will DOUBLE.
#3: The headline reframes the phone call: "Let our retention experts conduct a FREE audit." This reframes the call and makes it more enticing by focusing on the actual result they'll get from the call. Plus, high-ticket sales is focused on listening, and you can do the 100% with a phone call. Plus, it's an ADDED benefit to the Freebie they just signed up for.
#4: There is a video: The video on the Call Booking Page adds a personal touch. If you're going to go from browsing your Facebook feed to booking a phone call with someone you've never met, it can be helpful to actually see their face and hear them talking to you. A video gives you the opportunity to do exactly that.
#5: It doesn't speak about what you'll be selling on the sales call (which is your high-ticket offer). It only hints at it. It's important not to reveal the price here as they don't yet know what benefits they will be receiving and they don't know what's included. Save the offer and price for the phone call.

Here's an example video script (this is just an example, not an actual example) you can rewrite for your own purposes:

Hey, Evelyn here,

I'm stoked that you downloaded "The 5 Steps to Creating Your First Profitable Online Course" so you can create your course, build your brand, and increase sales in your business.

A few months back, Christina was super frustrated because she was struggling with selling her online course. She had worked on it for months, and had been trying to figure out how to finish it and market and sell it, but felt she was going nowhere. She seemed to not be able to get people interested in her course, which made her worried that her course wouldn't sell at all. That meant that at this rate, she wouldn't be able to stay in business.

Fortunately, she didn't give up. She did something about it. She had me take a look at her course and every step in her marketing process, from the ad to the email sequences to sell her course. In our strategy session, I walked her through a handful of simple but powerful strategies to tweak her course and how to market it so people would buy.

The results? Within a few months of implementing those strategies, Christina is now selling an average of $17,900 per month in courses.

A huge increase in monthly revenue, just by making a few simple tweaks.

If you've ever heard the expression "small hinges that swing big doors," that's exactly how you should look at creating and selling your online course

Every month, I help dozens of entrepreneurs get results just like Christina's. I improve their courses and course titles, their ads, sign-up pages, and email sequences, show them simple, scalable strategies that will make their online sales process convert at unprecedented levels, and then I work with them to implement those strategies.

One thing I've discovered is that usually it's not the course topic or the course there's a problem with. It's the title, the length, or the marketing strategy.

Here's the thing. When it comes to courses, there's a specific way to create them and sell them. The key is knowing where your problems are and then matching them with the right solutions.

Do you want me to do a check-up on your course idea or course and sales process and uncover the opportunities you have to dramatically increase your sales?

*If so, my free **Profitable Course Strategy Session** is for you.*

In this session we'll do three things:

1. I'll conduct a quick review of your course idea or course and your online presence so I can show you where your loopholes are.

2. Based on that review, I'll walk you through which direction you need to take to make your course profitable.

3. If it's a fit, I'll show you what it would look like to have me working alongside you to implement the strategies and processes we discuss in the session.

Now, this session is 30 minutes long and I can only do one each day, so you need to be serious about selling your course and interested in working with me before you book the session. I aim to make it the best 30 minutes you spend this week.

I'll call you on the number that you put in the form exactly on time. So all that I ask is that you show up and be ready to focus 100%. So I don't want you to waste my time and I don't want to waste your time.

So, if you're serious about this, book your session and make sure you show up. These strategy sessions fill up fast, so don't take a spot that I would reserve for someone else.

Go ahead and book your session now so we can show you how to get a handle on your course creation and marketing and increase revenue. I can't wait to see what opportunities we find for you.

But Wait…What Happens If Someone Signs Up for your Freebie and Does NOT Book a Call on the Thank You Page?

Your prospects can still end up booking a call thanks to the follow-up email sequence you will send them after they opt in for your Freebie. Which is the 3rd part of your High-Ticket Sales Funnel Sequence.

FUNNEL STAGE #3: THE HIGH-TICKET EMAIL SEQUENCE

Here's the thing, you will want to continue to focus on getting your prospects on the phone with you.

That's why it's SUPER critical to offer your Freebie *before* you ask prospects to book a call. It allows you to continue to build a relationship with them and communicate the value of the discovery call.

Here is an entire follow-up sequence of emails so you can see exactly what it looks like and how it works.

EMAIL #1: THE WELCOME EMAIL

Welcome Emails have the highest open rate of any other emails. So make it count!

Think back to the emails you have signed up for. Pretty much every email list you join will have a "Welcome" email sent to you the second you join.

Take a moment to consider some Welcome Emails you really liked. Why did you like them? What stood out to you? What did they include?

The Welcome Email has these main purposes:

1. To welcome your new subscriber
2. To start to build the relationship
3. To build trust
4. To introduce your company and get them more involved
5. To add value or educate or deliver a freebie

6. To get them excited about what else will be coming (i.e. more Freebies, great content, giveaways, more community, offers, more coupons, etc.)
7. To book a call with you

What's not the intention of the Welcome Email? To sell.

Here's the thing. You can't jump *right* into a sales email. You first need to thank your audience, build trust with them and set some expectations.

When to schedule the Welcome Email: On "Day 0" aka, as soon as your new subscriber signs up for your email list.

Objectives: (see above)

EXAMPLE EMAIL 1: Subject line: *The 5 Steps to Creating Your First Online Course* (plus a little extra)

Hey (Name)!

Evelyn here with *The 5 Steps to Creating Your First Profitable Online Course* you just requested.

CLICK HERE to access

Before you jump in though, quick reminder:

This PDF will help you create your course and will help you identify the biggest causes of why a course isn't selling.

But it's what you do AFTER identifying those causes that will have the biggest impact on the amount of revenue you ultimately make. And that's where things can get confusing.

What should the sign-up page look like? What should be included in the emails? Who is my ideal client or target market? Where should I market? Will my course even sell?

Figuring all that out on your own can feel totally overwhelming.

That's why I'm available for a free Profitable Course Strategy Session with you.

In this session we'll do three things:

1. We'll conduct a quick review of your course idea or course and also your funnel so I can show you where your blindspots are.

2. Based on that review, I'll walk you through exactly what you need to do next to get that course up online and selling, increasing revenue.

3. If it's a fit, I'll show you what it would look like to have me working alongside you to implement the strategies and processes we discuss on the call.

All you have to do is **CLICK HERE** to book one of the remaining sessions before they all get snatched up.

Even if you decide you don't need any help from me beyond the free session, you'll still walk away with a fresh set of actionable ideas for your course and funnel. That's my promise to you.

I'm looking forward to hearing from you soon!

Evelyn

EMAIL #2: THE SOCIAL PROOF EMAIL

70% of people are willing to trust a testimonial from someone they've never met.

Yep, crazy, right?

Why? Because testimonials are a form of **social proof** which triggers our social contagion instinct, the psychological tendency to do what other people are doing… because if *they're* doing it, it must be worthwhile.

Think about it: would you walk into a restaurant that's completely empty during rush hour? Well, you might, but you'd probably be skeptical about the quality of their food. On the other hand, if you see a restaurant that's jam-packed, it *must* be good.

Testimonials serve the same purpose for *your* business, increasing **conversions, credibility and sales**.

There are *tons* of ways you can inject social proof into your sales sequence:

- Through a testimonial of someone who's scored impressive results from your product or service
- A 3rd party pitch video from a reliable source
- A detailed case study of the results *you* got from this offering can help new prospects open their minds to the impact you can have on them.

Including a picture of one or two clients or happy customers alongside their testimonial can **supercharge your sales**, too.

When to schedule Email 2: 1 day after your Welcome Email.

Objective: To build trust and give social proof

EXAMPLE EMAIL 2: Subject line: Most course creators don't consider this

Hi (Name)!

Have you done your research on which course topics are viable in today's world? Are you testing and tracking every step of your course creation and marketing to see where you could be losing potential buyers?

These are simple questions, but you'd be surprised how many course creators don't do their research and don't track and manage data.

Like Mike.

He had just created his first online but it wasn't selling. He had followed all the steps in his funnel, had a great ad, had an email list set up and had spent over a thousand dollars on his ads with no return.

When I started to work with him, I immediately saw the issue. The name of his course didn't resonate with his ideal customers.

Once we changed that ONE THING, his sales skyrocketed!

And take Jessica, for example.

Jessica runs an online coaching business selling high-ticket courses called *Waking the Wonder*, which generates more than one million dollars in sales per year.

Given that income, Jessica obviously knows what she's doing. Yet when I asked her about tracking her sales and managing data, she admitted they weren't even on their radar.

"I asked my team to start tracking data," she says now, "and within a year, we generated over $300,000 ***extra*** in revenue just by tracking our data."

See, part of why tracking wasn't even on Jessica's radar was because she didn't realize what a difference it could make.

So, what did she decide to do about it?

Check out the video Jessica shot for us to see how she's since been able to increase her revenue:

[INSERT VIDEO]

And don't forget—you still have access to the **Profitable Course Strategy Session** I sent you the other day.

Have you checked it out yet?

If not, now's the perfect time to find out how much revenue you could be making. **CLICK HERE** to book your session now.

Talk soon,

Evelyn

EMAIL #3: THE COURSE DEMO EMAIL

Now that your prospects have seen how your course can help *someone else*, it's time to lay it all on the table and pick apart exactly what they're getting so they can make an informed decision about whether your offering is right for *them*.

You can do this through a course Demo Email.

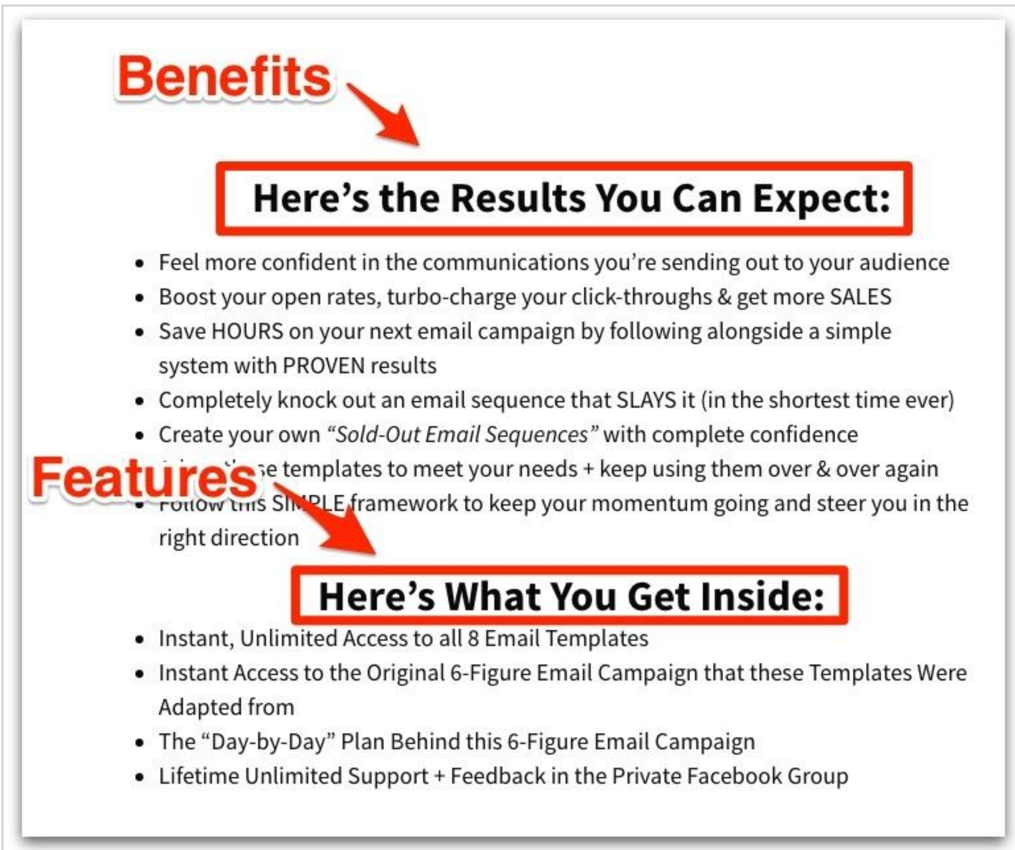
The only hard requirement is that this email must be **thorough, complete, and serve a one-stop resource** outlining everything your prospect needs to make their decision.

Include both the **features** and the **benefits**, and note that there's a *very* clear distinction between the two that many course creators miss.

Let's take an online course as an example:

- The features of the course might be the lessons and modules
- The benefits would be the outcomes: how will this course change your student's business, life, relationship, or whatever it is your course is all about? How will it take them from point A to point B and transform their lives for the better?

Here's an examples, where they clearly separate the benefits of getting the product, and the features of the product itself:



Once you lay it all out in plain sight like this, the sales will start trickling in (if they haven't already) because by this point, your audience has seen:

- the results you can deliver to *someone else*
- how you can help *them specifically*, and

- all the features and benefits they can expect if they buy

When to schedule the Course Demo Email 3: 2 days after your Social Proof Email.

Objective: To build trust and give a product/service demo

EXAMPLE EMAIL 3: Subject line: Want to Sell More Online Courses? Do This!

Hey (Name)!

I thought I'd share with you exactly what you'll get in the free ***Profitable Course Strategy Session*** with me, just in case you were wondering.

Here are the specific things we'll go over:

1. (feature)
2. (feature)
3. (feature)

Why do I include this in the call? Because these are the results you'll receive:

1. (benefit 1)
2. (Benefit 2)
3. (Benefit 3)

This ***Profitable Course Strategy Session*** only lasts for 30 minutes, but it could save you days or weeks on your online course creation, saving you headaches and confusion.

When we get on the phone, I'll help you get a clear picture of what it is you need to do to move to the next step.

Don't waste another day hoping you're on the right track. Hoping your course will sell. Let me show you how!

CLICK HERE to book your ***Profitable Course Strategy Session.***

All my best,
Evelyn

EMAIL #4: THE WEBINAR EMAIL

If you had to choose one, would you rather:

1. Scroll through another long-ass article about a product you're not even sure you're interested in yet, or...
2. Watch a video explaining the *exact* same content?

If you picked the video option, I'm right there with you.

Turns out, **4x as many consumers would rather watch a video about a product than read about it.** That's why webinars work so well.

What does this mean for you? It means not having a video of some sort (even if you can't swing a full-blown webinar) is the kiss of death when it comes to ringing in the new year with a huge influx of sales.

Not only is video a killer way to deliver value to your audience, but also it builds rapport and helps foster a bond that no other type of content can.

And I suggest doing so in a webinar.

"But wait - I don't have any fancy webinar software! Does that mean I'm off the hook?"

Ha! No way, Jose.

You can stream and record a video right from your computer using **YouTube Live**, and save it for later so you can deliver it again and again.

And if the thought of holding a webinar totally freaks you out, you can shoot a "selfie-style" video straight from your cell phone to give it that "personal touch."

Even a webcast walking your prospect through your product can be just as valuable and get them in an "open-to-buy" mindset.

Whether you're up for creating a value-packed webinar, or only willing to shoot a short screencast, there's a reason why video content *needs* to be part of your email sequence - because when you're passionate about what you do and how you can serve your customer, video lets that shine through in a way that no other form of content can.

When to schedule the Webinar Email: 1 day after sending your Demo Email.

Objective: To give your subscribers another way to connect with you

EXAMPLE EMAIL 4, Subject line: The 5 Essential to Selling Your Course

Hi (Name)!

How's your conversion rate these days?

If that question makes the hairs on the back of your next stand up, you're not alone.

In all the conversations I have with coaches who sell online courses, conversion rates is the one issue that tends to lead to words I can't repeat here.

And, I mean, it makes sense when you think about it.

There's nothing more frustrating than finally having created an amazing course...

...only to hear crickets.

That's why we just put together a brand new webinar on how the 5 essentials to selling your online course.

Specifically, it gives you 5 proven strategies on how to 10X your conversion rate and sell lots of coursest. You can check it out right here:

The 5 Essential Selling Your Course. **CLICK HERE.**

Hope this helps!

Evelyn

P.S. My offer from the other day still stands! If you want me to take a look at your course and marketing strategy (no charge) and give you 2-3 specific ideas for tweaking them and earning more revenue, all you have to do is grab a time for one of our limited 1:1 Profitable Course Strategy Session **CLICK HERE**

EMAIL #5: THE SIMPLE WEBINAR TRANSCRIPT EMAIL

Here's the reality most of us don't like thinking about: Not *everyone* who registered opened your Webinar Email is going to end up watching the webinar.

And while 4x as many people prefer to watch a video, you can't forget the other 20% who'd prefer a different medium.

Some people will appreciate the abbreviated version of your Webinar and just want to skim the script. This email doesn't need to require too much effort - it's just a friendly nudge saying *"Sorry you couldn't make it-- here's what you missed."*

Plus, this one is easy-peasy since you've already got your webinar content finished up!

So for this one, condense your webinar from yesterday (or any other webinar that is related to what you are offering) and include it in the email.

When to schedule the Webinar Transcript Email: 2 days after sending your Webinar Email.

Objective: To give your subscribers another way to be educated and repeat your lessons

EXAMPLE EMAIL 5: Subject Line: In Case You Missed the Webinar, Here's the Break Down!

Hi (Name!)

I realize there are many things going on in everyone's lives, and so there are a few who don't have the time to squeeze in a webinar.

For those of you who are busier than most, I've taken the time to condense the Webinar **The 5 Essential to Selling Your Course** and have included it here.

(Include text in the body of the email)

As you can see, there are essential things needed to sell an online course. Time is running out for you to book your free Profitable Course Strategy Session, and I wouldn't want you to miss out on this opportunity to learn how to make your course profitable STAT.

To schedule your free session, CLICK HERE.

All my best,
Evelyn

EMAIL #6: THE EMOTIONALLY CONTROVERSIAL EMAIL

Want to hear a secret? Or some *delectably* juicy gossip?

(Yes!)

That's because controversy, intrigue, and curiosity gets people to perk up and listen.

If a subscriber hasn't signed up on a call yet, you'll need to capture their attention with something unconventional and emotional (or downright weird). That's what you'll do in this email.

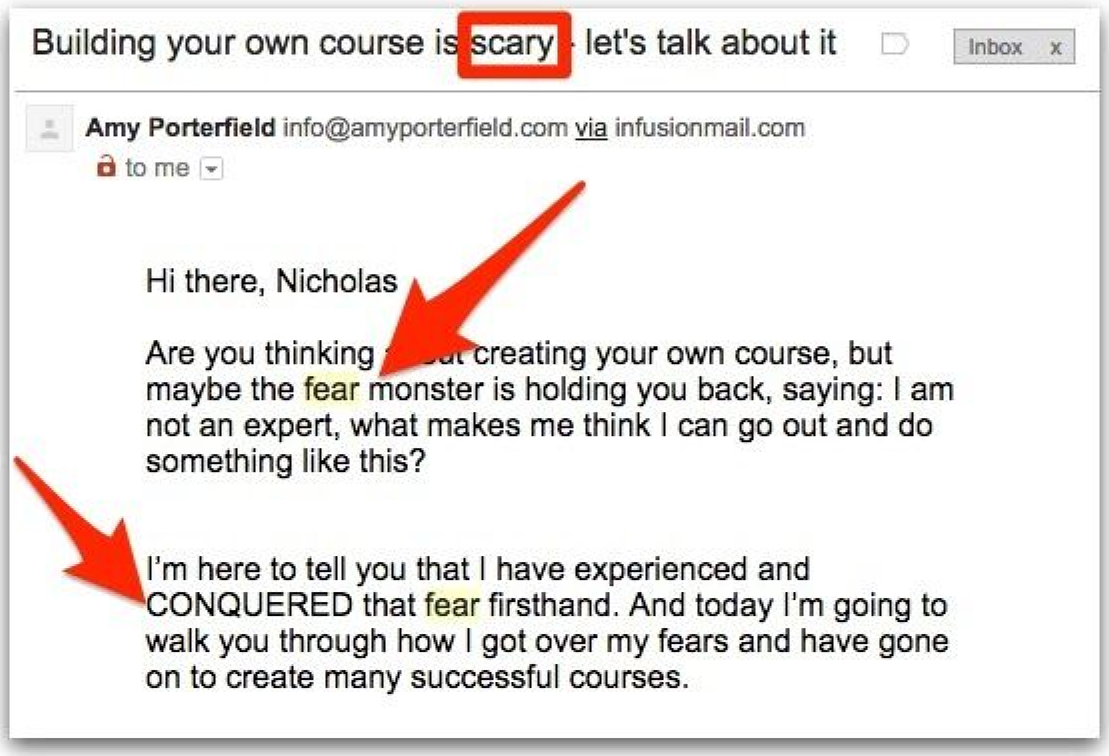
This email should be controversial, uncomfortable, or stir up a powerful emotional response. The 6 **main** psychology triggers that get us to act are:

1. Fear
2. Curiosity
3. Desire
4. Shock & Awe
5. Authority
6. Humor

If you can get your audience feeling one of these emotions about your high-ticket offering you're well on your way to making a sale.

Maybe you've got a controversial study that's a hot topic of debate within your niche. Or maybe you've crafted a blog post where you're taking a firm stance against something in your niche that's wildly popular.

Here's a fantastic example of an email from **Amy Porterfield** that taps into the primal fears of *exposure* and *vulnerability* that come with building your first online course:



Sure enough, she offers a solution-- *Courses that Convert* -- to address the fears and frustrations she agitates in this killer sales email.

Can you shock your subscribers with some results that inspire awe? Can you establish authority through social proof or providing massive value? Maybe you can trigger fear to help them see what they might be missing if they don't buy.

Use the emotional controversy email to convert the "on the fence" buyers.

When to schedule the Webinar Transcript Email: 2 days after sending your Webinar Transcript Email.

Objective: To give your subscribers another way to be educated and repeat your lessons

EXAMPLE EMAIL 6: Subject Line: 10 secret course trends I'm seeing right now...

There's only one thing I can think of that's moving faster than well-developed and correctly marketed courses out there:

The sheer pace of change we're seeing in the world today.

It's all I think about anytime I see yet another Facebook ad showcasing some brand new course that coaches promise will change my life.

The industry and competition have evolved too quickly. You can't just throw together a course, fire up a few paid media channels, and expect to build a sustainable business.

That's why I just put together a new guide: **10 Secret Course Trends to 20X Your Course Sales**

These are the 10 most important trends in courses you need to hurry and get on board with if you want to continue to unlock sustainable growth and differentiate yourself from the hundreds of course creators entering the industry every month.

It'll show you...

- What kinds of courses that are forecasted to sell billions of dollars in 2020 and beyond.

- What to expect from other course creators who are eyeing the industry (and possibly your buyers)

- How course creation heavyweights are leveraging customer data to deliver unparalleled personalized experiences, creating courses that fly off the virtual shelf

Among many other things, of course. :)

You can go here to check it out and bring yourself up to speed now. **CLICK HERE**

Excited to hear your thoughts.

All my best,
Evelyn

P.S. You better believe that courses evolve with the times. So if you want some help tackling the evolution and staying ahead of the game, don't forget that you can have me conduct a full inspection of your course and marketing and show you exactly how to start selling your courses. Just go **here** to set up your free Profitable Strategy Session now.

EMAIL #7: THE LAST CHANCE EMAIL

As a leader, and as the owner of your business, it's essential to learn how to create the type of environment you want in your business. Much of this goes back to knowing your core values, your core message and vision and mission statements.

However, there's another type of environment you will want to create and it's this: a sense of urgency in your buyer. Now, we don't do this to be mean or to play games. The reality is, a business needs to be dynamic, constantly changing, evolving, and adapting to stay in business. You can't keep sending email with the same offering years on end.

You have to evolve, grow, and move forward.

If you can figure out a way to add a sense of (truthful) urgency to your high-ticket offer, or **any aspect of your sales process** for that matter, you'll see a sharp increase in sales.

Not only will you be able to serve your followers better, you'll be earning more money. It's really a win-win.

Remember, you are the leader of your business. Just like in school there are professors and they set deadlines to take tests and exams.

Just like cramming for finals in college and somehow pulling off an "A," there's a reason urgency can be so powerful: because it *forces* you to act, whether or not you feel "ready."

Maybe your offer isn't for some of your subscribers right now. That's completely fine, but you want to get them to make a clear and informed decision either way.

To create authentic urgency, you need to make sure that your buyer

1. Has Clarity
2. Feels it's Relevant
3. Feels it has Value
4. Trusts you and the product (or, phrased differently, decrease anxiety) about buying
5. Is not distracted
6. Feels an urgency to buy

A few great words to add urgency is:

- Now
- Hurry
- One time only
- Last chance
- Before it's gone
- Clearance
- Today only

- Limited time
- Instant
- Don’t miss out

When to schedule the Last Chance Email: 2 days after sending your Emotionally Controversial Email.

Objective: To let your subscribers know that it’s their last chance to set up a call with you.

EXAMPLE EMAIL #7: Subject Line:

Hi (Name),

Just a few months ago, I started working with Mary. She had been trying to sell her courses for years without success. She was almost to throw in the towel of her online business and course creation when she stumbled upon one of my ads.

She decided to give it one last shot and scheduled a Profitable Course Strategy Session with me. I was quickly able to help her pinpoint where she was going wrong and was able to give her clear, actionable steps to move forward. As I continued to work with her, I noticed a change in her energy.

Where she had felt hopeless, she felt hopeful. Where she had felt confused and lost, now she knew exactly which direction to go.

A few months later, she called me one day, ecstatic. “I sold a program!” she near yelled. “It was a high-ticket coaching program for twelve-thousand dollars. And she paid everything up front!”

“I’m so happy for you!” I said.

“I just had to let you know. The only other person I’ve told this to is my husband. BUt I had to hurry and tell you next. Thank you, Evelyn. Thank you for showing me exactly what I needed to do to serve my community and also for making me believe in myself again.”

Needless to say, I was THRILLED and so happy for her. I was so grateful that she had taken the chance to schedule her Profitable COurse Strategy Session with me, for hiring me, and for implementing what I taught her.

And here’s the thing, I see results like these often, and it is my dream for you to also experience your very own triumph in creating and selling your courses.

This is the last chance to claim your free Profitable Course Strategy Session with me. I hope you claim it today. I would love for nothing more than to have you be my next success story.

CLICK HERE now to schedule your very own one-on-one session with me before it’s gone. Don’t miss out on your chance to experience immense success with our online course.

All my best,
Evelyn

Once you have put your new subscriber through this high-ticket email sequence, go ahead and transfer them over to your weekly (monthly) email list. Now let's move onto stage 4 of your high-ticket sales funnel sequence!

FUNNEL STAGE #4: THE BOOKING PROCESS

Let's say that your new subscriber decides to schedule their Profitable Course Strategy Session with you. What then?

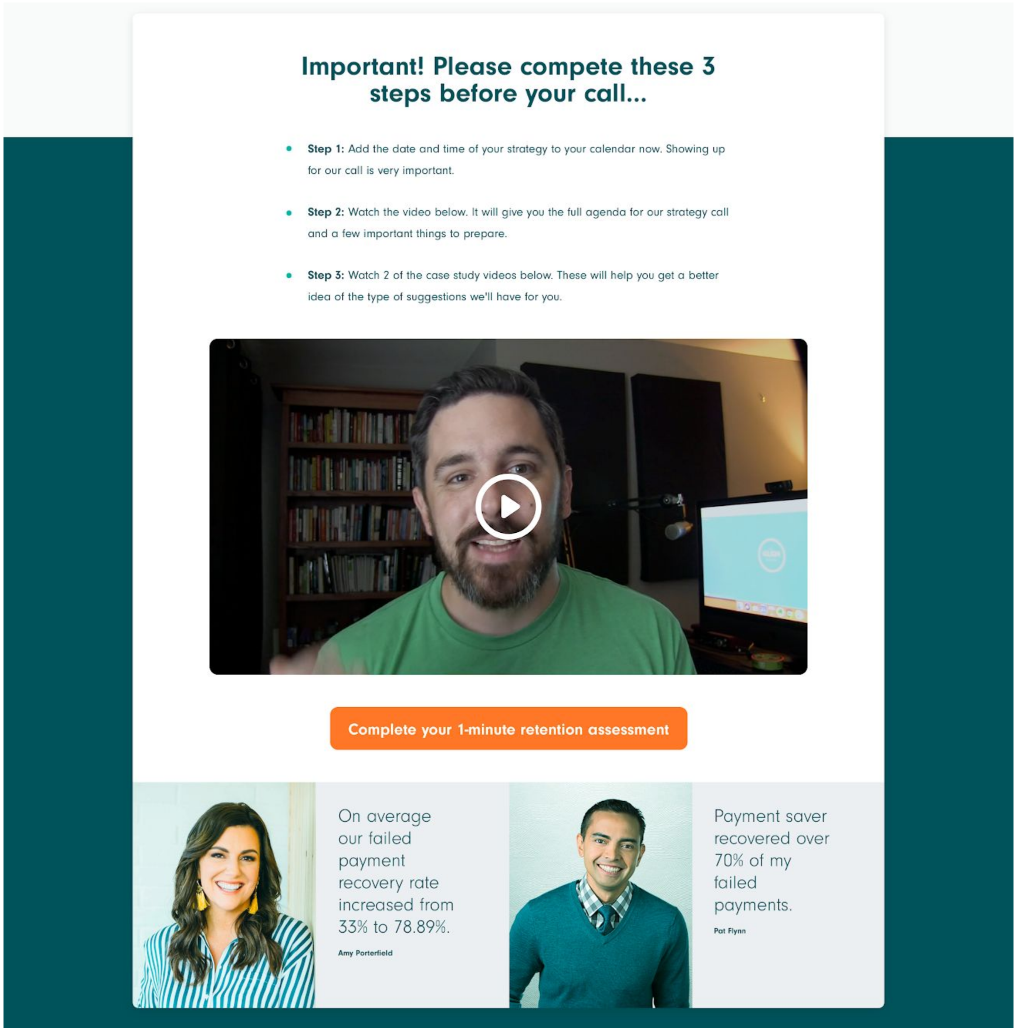
They head to your call-booking page. But what does a call-booking page look like and what happens from there? There are 4 things you should be sure to do in the booking process:

1. Keep your booking form **short** and **sweet** with ONE call to action and minimal distractions.

You will want to make sure your call-schedule page is easy to navigate. Here are several great appointment scheduling apps you can use:
https://blog.hubspot.com/sales/best-scheduling-app

2. Prime your visitor for the call with a Confirmation Page (see below)
3. On the Confirmation Page: Tell them what to do next in easy steps. Have a testimonial or two (video or text) and set expectations for the call
4. Then offer a value-driven assessment that includes additional qualifying questions

Here's a great example of a company that does that well:



Here are the benefits of doing steps 2-4 above:

#1: When you give your prospects an additional step to take, it will increase show-up rate

This may seem small, but just by telling people to set a calendar reminder for themselves you will increase the number who actually pick up when you call them.

#2: When you make a whole video to sell them on the call's value, you prime people for the call and set their expectations. Remember: just because someone signed up to get on the phone with you doesn't mean the deal is done. SHOW them what they're going to get out of it.

In addition, did you notice that they added a "1-Minute Retention Assessment" button underneath the video?

What is a 1-minute retention assessment?

Since you want to keep the booking form short and sweet, there are still several more questions you will want to ask prospects before they get on the phone with you.

But instead of asking them to fill out something boring-sounding like a "Pre-Call Questionnaire," you can create a value-driven hook for the questions: a 1-Minute Income Assessment.

You can say something like:

"The 1-minute Income Assessment is what we'll use in our Profitable Course Strategy Session to learn what you could be making, based on optimized funnel standards. It'll also give YOU a ballpark idea of the amount of revenue you'll be able to generate with the strategies we'll show you on the call."

The assessment can ask a series of questions that allow it to calculate an estimation of whatever it is they are looking to gain.

At the end, the assessment presents that number and reminds the prospect they'll learn how to achieve it during their session.

Not only does the assessment increase the perceived value of the call, it also allows you to collect additional information about your prospects while they're still engaged and likely to take action.

Score!

If you wait until the followup process to ask for this info, you're less likely to capture it.

Before we move on, here is a sample script to the video:

Hey, Evelyn here again.

Congratulations on booking your Profitable Course Strategy Session, nice work! I'm really excited to help you create and market your online course. Doing these sessions is one of my favorite things.

And the fact is that you are working in your business every day. You're busy. Ctreating, tweaking, and marketing your course is just one item on your to-do list, but for me it's my entire focus. I eat, sleep, and breathe this stuff every day. Getting a second set of eyes on everything you're doing, getting an outside and expert perspective can be huge.

My goal with this call is that it's the most valuable 30 minutes you spend all week and that you end this call excited about the opportunities we've started to uncover for you. But for that to happen, there are 4 things I need you to do. So watch this video until the end:

#1: Set a Calendar reminder for our call
Now I need you to do at least 1 thing: add our appointment time to your calendar now. Open up your calendar app on your phone, add this time in. Set a reminder. And be there. And just a heads up: I'll also send you a confirmation email and a few reminders leading up to our session.

#2: Take the 1-Minute Income Assessment
The next thing I want you to do is to take the 1-Minute Income Assessment below. This is what we'll use in our session to uncover your blind spots and surface your best opportunities and strategies for maximizing course sales. It'll also give YOU a ballpark idea of the amount of revenue you'll be able to generate with the strategies I'll show you in our session. So be sure to come to the call with your results in hand.

#3: Be clear on the Agenda
I want to set a couple of expectations to make sure that you get the most out of our session. Now this session is with me and I have helped 100s of business owners through this process so I know what I'm doing.

In the session we'll do three things:

1. Deep Dive: I'll ask for the results from your Income Assessment and ask some additional questions about your business, courses, and customers to get a good baseline for where you are at. This helps me understand how your business works so I can advise you well.

2. Money-Making Opportunities: Based on your Income Assessment and answers to questions during the session, I'll walk you through the biggest opportunities you have for optimizing your course and marketing, along with the specific strategies I recommend.

3. My Personalized Plan for You: If it seems like it would be a good fit, I'll show you what it would look like to have me working alongside you to master course creation and marketing, increasing your sales dramatically.

#4: Reschedule
The fourth and final thing is super important. If for some reason you need to cancel or reschedule, please do so at least 24 hours ahead of time.

These slots are almost always full, so it is super important that you don't 'no show' or that you don't cancel at the last minute. There are other people who need help and I would ask you be kind and not take up a spot that could be used for someone who is serious about their business. So I've already set aside the time on my end. Hopefully you set aside the time on your end.

I'll be sending you email reminders. Then make sure that you're by the phone, you show up on time, ready to have a conversation about growing your business.

Talk soon!

FUNNEL STAGE #5: THE SHOW-UP SEQUENCE

Booking calls is great. But it's ultimately meaningless if the people who booked them don't actually show up.

(Ugh!)

This is why you'll want to create a Show-Up Sequence—an automated series of emails designed to remind your appointment to show up.

If you want to achieve a high show-up rate (which you do because it's where you can serve your followers and make the BIG bucks), you can't just shoot out a few quick reminders and call it a day.

The ideal Show-Up Sequence goes a level deeper by doing 3 specific things:

1. Reinforce the agenda
2. Remind them to complete the assessment (and explain what's in it for them)
3. Increase desire for the call with social proof

If several days pass between a booking and the actual call taking place, it's always a good idea to stay in touch.

But there are only so many ways to say, "Hey, just a reminder that we're excited about your upcoming call," without becoming annoying and it having the opposite effect: they don't want to show up.

That's why it's important to send out **value-driven** reminders to your appointments—emails that keep the call on their radar, but also give them something interesting or helpful that primes them for the call.

EXAMPLE EMAIL 1: Subject line: [Name of Appointment + Reminder]

Hi (NAME),

I'm looking forward to our Profitable Course Strategy Session! I'll give you a call at PHONENUMBER at the exact time you scheduled.

3 quick things so you can get the most out of your session:

1. Complete your 1-Minute Income Assessment and bring the results to the call: **CLICK HERE**

2. Show up on time.

3. Bring any notes/thoughts you have on your company's overall payment recovery strategy.

Here's our agenda for the 30-minute session, so you know what to expect:

1. I'll walk through the results of your Income Assessment so I can understand how your company works and advise you well.

2. Based on your Income Assessment and answers to questions during the session, I'll walk you through the biggest opportunities you have for optimizing your course and marketing, along with the specific strategies I recommend.

3. If it's a fit, I'll show you what it would look like to have me working alongside you to implement the strategies and processes we discuss in the session.

Sound good? I look forward to chatting with you soon! :)

Evelyn

P.S. If you can't make your appointment for any reason, please be courteous and cancel/reschedule via the link below at least 24 hours ahead of our session.

Cancel/reschedule link: **LINK**

Here is the information you submitted: [INSERT BOOKING FORM RESPONSES]

EXAMPLE EMAIL 2: Subject line: (Your expectations)

Hi (NAME),

Over the past year, I've done 100+ Profitable Course Strategy Sessions just like the one you and I have on the calendar.

So before we jump on the phone, I wanted to give you an idea of what you can expect to get out of our time together based on a few of the recent sessions I've completed.

Typically, I'm able to uncover a handful of changes that can help you start selling courses immediately or very soon.

Example 1: (Give a recent example)

Example 2: (GIve another recent example)

My goal is for you to walk away from our session with ideas and strategies that are every bit as powerful, whether we end up working together beyond the session or not!

Excited to talk with you soon,

Evelyn

EXAMPLE EMAIL 3: Subject line: Less than 4 hours until our session!

Hi (NAME),

Just a quick reminder that our Profitable Course Strategy Session is less than 4 hours away. I'm really looking forward to connecting!

Have your phone ready and I'll give you a call on time. If you haven't already, make sure you find a quiet location for our call so that we can focus on your company's goals.

Talk soon,

Evelyn

P.S. If you haven't already, complete your 1-Minute Income Assessment.

EMAIL EXAMPLE 4: Subject line: Ready for our call?

(Name),

It's almost time!

I'll give you a call in 1 hour for our session.

Looking forward to it,

Evelyn

After you have created the Show-Up Email Sequence, the only thing left to do is script out a sales call that will convert prospects into customers! Which is exactly what the next section will show you how to do.

FUNNEL STAGE #5: THE SALES CALL

How would they deliver on the call's promise to deliver actionable strategies and recommendations while also incorporating a pitch for the prospect to hire them?

At a high level, you need to do 5 things on this type of sales call:

1. Go over results from the prospect's pre-call assessment
2. Ask qualifying questions that raise problems the product solves
3. Give the prospect valuable strategies for solving their biggest problems
4. Explain how the product allows them to easily implement those strategies
5. Close with offer

Here Is a Great Sales Process

If you're anything like me when I first started, you might not have a lot of direct sales experience. Many starting entrepreneurs have little sales experience and they don't have a sales process. They might be an entrepreneur who believes in and loves their products or services, and they're really great at what they do, but they don't quite yet know how to sell it.

Here's the thing, when I first started in business, I truly believed that sales would fall from the sky because I believed so strongly in what I did, I knew I was good at it, and I thought others would just realize that, too.

There is so much more competition in the business world today than ever before. Customers are tougher to sell to than ever before. This is why it's important to understand the process and psychology of sales.

When you sell, it might be helpful to think of yourself as a doctor. When you go to the doctor, the doctor follows these three steps:

1. **Examination:** Here, you are gathering information. You ask a lot of questions and listen to your client. Asking questions and listening builds trust. In this step, you are performing a thorough examination of the needs, wants, hopes, problems, challenges, and desires of your Ideal Client or Customer.

Example Examination: You're on the phone with a potential client. First, you ask a lot of questions to see where she believes the issues lie. Learn about her as a person, what her hopes and dreams are, what her fears are, what life she has lived. Don't be afraid to go very personal. People will tell you if you have crossed a boundary. But to be truly helpful, it's important to see the entire picture, so ask, ask ask. Let's say she feels stressed and overwhelmed a lot. That she feels she doesn't have enough time. I would jot down notes during this phase to make sure I didn't miss anything.

2. **Diagnosing:** Here, you take all the information your client has given you and double-check for accuracy by asking questions. You then share with your potential customer what you believe he/she really wants, and how it could be satisfied. Having been a life coach for several years, I have realized that most potential clients don't really understand what their real problems or needs are. They might think that one thing is the issue but not see where the real issues lie. This is why it's important to you to dig deep. Like a knowledgeable doctor, it's your responsibility to understand the real underlying issues and to educate your potential client about the various possibilities available. Finally, come to an agreement about the diagnosis. This will also make the sale a lot smoother.

Example Diagnosis: Use the notes you jotted down and ask your potential client for further clarification. Ask to gain more clarity. Validate her, and make sure you understand what is going on. Ask deeper questions, and get clarity on what the real issue is. She might say something like, "I feel stressed and overwhelmed a lot." To gain further understanding, ask when she feels stressed and overwhelmed. Ask about her triggers. What are the thoughts going through her head? Does it happen during specific times? Around specific people? Is it related to a specific experience? Then ask what her thoughts are. Is she feeling afraid she might not have enough time to do what she wants? That she will never be enough? Usually, beneath every negative emotion is a fear of something. Help her to see that instead of the stress being the issue, it's her thought patterns.

3. **Prescription:** Only after you have done a thorough examination and understand the REAL issues, and have discussed and agreed upon the diagnosis, is the time to prescribe the treatment. This is where you recommend the ideal package, whether it's one-on-one coaching or group coaching, or something else. This is also where you offer the price.

Example Prescription: Once you have agreed that it's her thought patterns that are the issue, not her stress, you can use an example of one of your other clients (don't give out names) or yourself. Say, yes, I used to feel like that, too. Now, I'm busier than ever, but hardly ever feel stressed. This is because I've learned to manage my thought patterns in healthy, positive ways. Next, recommend a course of action you feel is the best and explain that this will help her feel less stressed, more relaxed, and she will have more energy and time to enjoy the things she wants.

Remember, as a "doctor," you are 100% devoted to the well-being of your client. You are 100% devoted to their success.

Now let's move onto...

My 7 Laws For a Stellar Sales Process:

1. **Spend Most of Your Time With Your Ideal Prospects.** Most people are not your prospects. If you sell ballet shoes and try to sell them to a basketball player, you're wasting your time. Think back to your ideal client and your ideal client's needs. Your ideal client is the one you should spend your time with.

2. **Be Excellent at Establishing Rapport and Trust.** Most buying decisions are made on the basis of emotion, or in other words, how the buyer feels about your service and about you. In fact, being a life coach, the relationship you create with your client can mamy times end up being more important than the service you are providing. Trust and credibility are very important in our line of work. Your potential client

must have complete trust in you and have complete confidence that you will deliver on your promises. Remember, listening builds trust. Questions are key to building trust.

3. **Identify Your Potential Clients' Needs Accurately.** When potential clients first come into contact with you, they might not yet realize that they have a need that your service can satisfy. I know this sounds crazy, but it's true! Potential clients may know that they have a need, be unclear about a need, or be completely oblivious to their need. This is why it's so important to, like the doctor, "examine" the patient/client. A potential client may not realize that he has a real need and it is your responsibility as a coach to educate him/her on that. Do this by asking questions. Start with more general ones, then go more specific.

Also, once you have identified your potential client's needs, it's important to find out how committed she is to changing the situation before making the offer.

A great question is: "On a scale of 0 to 10, how committed are you to making this change?"

If it's below a 6, you may not have a buyer.

However, most of the time, the answer will be 8 or above and you can move forward with the sales process..

Here's a tip:
Don't give the price until you understand what the client wants and needs and have given the potential client clarity on what you have to offer. If you give an answer too early, you will almost certainly lose that person as a client. Instead, invite them to a conversation and learn about them.

4. **Present With Persuasion.** This is done by the "Show, Tell, and Ask a Question" method, which is done throughout your entire presentation.

Here's an example:

Show: "This is my 4-week program called "Ditch Your Anxiety in 4 Weeks or Less."

Tell: "With it, you will learn how to reduce stress and anxiety by up to 90%."

Ask: “Is that something that you think could help you in your life?” Also, to increase your credibility, refer to other clients who have taken your program and have achieved amazing results.

At this point, you can make your offer. If you've taken these four steps, you now have a client who is clear on what the situation is costing her, is clear on what she wants, knows that you provide value and have done so for others, and has stated that she is committed to making this change. Not only will this decrease the number of objections, but it will give you information with which to overcome any objections that do show up.

Creating this much clarity for the client is incredibly helpful, and truly elevates sales to a service.

5. **Answer Objections Efficiently.** When I first started selling, I thought that I needed to have ZERO objections to be successful. However, there are few sales without objections. It’s important to identify major objections you are likely to get and to develop bullet proof and logical answers to all of them.

Many amazing, gifted coaches and entrepreneurs don’t try to overcome sales objections. Many don’t know how. But also, many hold themselves back from learning how because they believe that overcoming sales objections is too salesy, or intrusive, or sleazy or means they’re pushy and only in it for the money.

But again, this is nothing but a faulty conclusion that most coaches and entrepreneurs have drawn, for whatever reason. Here’s the truth: when you learn what objections really are and that overcoming your potential client’s or customer’s objections is an act of service, everything changes.

Learning to navigate objections efficiently is just like learning anything else. It takes practice and repetition. Learning how to respond to objections should be done before any sales offers happen. If you learn how to respond to objections in advance, your sales process will go so much more smoothly, the decision to hire you will be so much easier for your potential client, and the conversation feels natural, easy, and genuine for both of you.

To overcome objections, it’s important to understand the psychology of sales. When looking to hire someone or buy from someone, your potential client or customer is focusing on the obstacles to hiring you. This is 100% natural. Think back to a time when you weren’t quite certain you should buy something or not. Maybe you decided not to buy because of money, or because you didn’t know if you really needed/wanted it. Perhaps you didn’t see it as a necessity, like food, or a cell phone, or having a car.

To a potential client, hiring a coach isn’t usually seen as a necessity, or a need (think back to the 8 needs. Most want to fill the Basic needs for survival, security, social, or status). Many haven’t yet experienced the benefit of hiring a coach. They might think it’s too expensive. It isn’t worth it. Or perhaps they did hire one in the past and the coach wasn’t able to deliver on the promises. There are many coaches out there who haven’t yet done the inner work, who haven’t yet put in the time, who aren’t changing people’s lives because they haven’t yet learned how to. But I’m assuming that you have put in the time because you are here. You are continuing to learn and grow. You are putting in the effort. And most importantly of all, YOU KNOW YOU CAN TRULY TRANSFORM YOUR CLIENTS’ LIVES.

However, your potential client doesn’t know that yet. And this is why she has objections: she lacks clarity. Our minds are wired to find and make objections when we don’t yet have clarity.

Here are the things your prospect usually lacks clarity about:

1. She isn’t clear about what their situation is costing them.
2. She isn’t clear that the solution you provide will solve her problem.
3. She isn’t clear that the cost of solving the problem is less than the cost of keeping the problem.
4. She isn’t clear what saying 'yes' to the solution will mean.

This is why it’s so important that you help your potential cutomer find that clarity. The thing is, you KNOW what you have to offer. You know that you can and will change this person’s life if she hires you. You know you can guide her to EVERYTHING she wants! You have the knowledge and the experience. You see her potential. It’s so important for you as a coach to focus on the possibilities rather than the fear of rejections. Where your attention goes, there the sales will flow. So it’s your responsibility to help your potential client find clarity and give her what she wants.

Ok, let’s dive into how to overcome objectives in a healthy, non-intrusive, non-sleazy kind of a way.

First, if a potential client or customer says, “No thank you, I'm not interested.,” that's not an objection to be overcome. That's simply a no and you stop pursuing. But a sales objection is different than a “no.”

Often, a potential client or customer will say “I'd love to, but….” That is a sales objection. Here are a few examples of sales objections:

“I'd love to, but…”
“I would, except for…”
“I don’t know… I have to think about it.”
“I need to ask my husband fist…”

When a potential client or customer offers an objection, this is not a “no.” It’s an invitation to you to first, clarify what they mean, and second, help them get what they want, which is to hire you. If a potential client or customer has expressed that she wants to hire you or wants to buy from you, but there’s something holding her back (money, feeling uncertain, etc), you can serve her greatly by helping her honor their desire.

It’s in your potential client's best interest if you find a way to serve her. If you let fear of rejection or fear of coming across as pushy stop you from attempting to overcome her objection, then you are preventing your potential client from getting what she really wants.

When you hear the objection, first, ask: “So I'm hearing that if [insert objection here] weren't an issue, you would like to pursue this?” Usually, she will say yes.

You’ve established that your prospective client wants your offering, by asking how committed she is to changing the situation. So, you can see the service in helping her to see possibilities so she can get the money she needs.

Let’s use an example:

Objection: “I have to think about it.”

Sometimes someone who says ‘I have to think about it’ means “I’m not going to do it, but I don’t want to say no to you." In that case, often you’ll know intuitively. You can try to set up another appointment in 48-72 hours so that they will have time to think. If they decline to set up the call, they are actually saying no. You can encourage them to be open with you, and say no if it's a no. This will save you time in the long run, and it's empowering to encourage them to choose with a yes or no.

Sometimes someone who says 'I have to think about it' means "I'd love to do it, and I'm going to go work out the details." In that case, you usually have a sense from questions she asks, and you can say "I'm sensing that you actually want to say yes, but you have some details to work out. Am I reading that right?" If she says yes, then you can offer the following:

"In that case, let's go over any obstacles that might come up, so I can support you in not being stopped by them in getting what you want."

The important idea is to create the 'reframe', or alternate interpretation, or alternate path of action WITH the client. Otherwise, she may hit a stumbling block and just come back and say 'no' to you, when you have a great way for her to overcome that obstacle.

Once you talk through the potential obstacles with the client, set up a time for her return.

"OK, so we're going to speak in two days, 4pm on Tuesday, and perhaps you'll come back for more support in overcoming the obstacles if something comes up. For now, let's just know that you can get all the obstacles worked out, and so here's what we'll do on Tuesday."

Removing the hesitation of saying yes:

Your prospective client knows what happens if she says 'no' but she doesn't know what happens if she says 'yes'. Taking this action calms any fears, and gets her excited about starting with you.

Let's assume you've agreed to talk to your prospective client next Tuesday, when she'll let you know a final decision:

"So when we talk again on Tuesday, let's just say that you're ready to go. Here's what will happen:

I'll send you an agreement, and get your initial deposit. Then I'll immediately send you my Starter Packet, which contains _____, so we can get you (insert benefit/need fulfilled). Then, we'll schedule our first session, and you'll be (insert benefit/need fulfilled). Sound good?"

Before overcoming objections, if you haven't closed the sale, remember to express to your client how much you want to work with her, and help her meet her *needs*.

Remember: As a coach you are empowered to radically improve the life of your client. When you help your client get what she wants/needs, you're acting from a place of love and service.

Learning to effectively overcome your clients' objections shows: 1. That you are confident that you can deliver, and 2. That you truly care about helping your clients have what they want/need..

6. **Close the Sale.** This step used to terrify me. Why? Because I was afraid of rejection. However, sitting there in a passive state while waiting for the customer to take initiative will result in *zero* sales.

Realize that the responsibility as a coach, as someone who is selling a service, falls on *you*. When you are a life coach or own a service-based business, you are in sales. There's just no other way around it.

And how good you are at closing the sale will determine your income and how many people you will help transform.

The most successful coaches put their potential clients' needs at the center throughout the sales cycle. They ask: Did I clearly describe all the benefits of my services and what they will do for my client? Did I discover the key issue involved in my client's buying decision? Did I uncover the key benefit – either perceived or real – that my client wants if they hire me? Did I make several "small closes" (agreements along the way), so that my client had an opportunity to make small decisions rather than one big threatening one?

Did I ask my client to buy – come right out and ask for the order?

Here is one simple, yet gentle way to close, one I use often: It's called the invitational close.

First, once you have made the presentation, and have given the prescription, ask: “Do you have any other questions or concerns that I haven’t covered?” When your potential client says no, say, “Well then, why don’t we sign you up?” Another alternative to this is to ask, “Great! How about we get you started on one-on-one coaching/this program?” You’ll be amazed at how many clients say, “Sure, let’s do it!” Closing a sale doesn’t have to be a big deal. It should feel natural because you have already built trust, you have understood what your client needs, and you have a solution.

7. **Make Sure to Get Resales and Referrals.** If you treat your clients like a million-dollar-client, she will happily buy from you again and recommend her friends and family do the same. Starting the sales process from scratch takes a lot longer than selling to a referral. Word-of-mouth will skyrocket your sales, so make sure to treat your current clients like royalty! Be sure to ask for referrals. Don’t be shy about this. Say something like, “I really like working with you. Do you know of any other amazing people like yourself who could benefit from my services?” If you do get referrals, make sure you thank the person who referred them. This can be done with a hand-written thank you card, a discount to your services, a gift, or something else.

Tip: Track your entire sales process, Keep track of each person you speak to, what you offer them, and what their answer is. Don’t just track your ‘yeses’ and ‘nos’, track what the objections are, and whether and how you overcome them. What patterns do you see? This will help you to hone your sales skills.

In conclusion, the important thing about high-ticket sales is to get you prospects on the phone call with you, to listen, to educate, and to add VALUE, giving them the RESULTS they are looking for.