



## CREATE YOUR MID/HIGH PRODUCT/SERVICE IDEA

Yesterday, we created our Intro Product/Service. Today, we're going after BIGGER fish and will focus on creating a medium/big offer that your subscribers can buy, and then next week, we'll work on the all-important Sales Email Sequence to get that product sold!

First, here is the model we're looking to create:

**Opt-In:** This is where you create an opt-in form and have your new subscribers sign up for your email list. In exchange, you offer a Freebie (Right after the Opt-in, you can send them to your Intro Product (low cost product) sales page, or not. It's up to you).

**Value (More Freebies/valuable content):** Whether or not you pitch your new subscriber your Intro Product, and whether or not they buy your Intro Product, after they have opted-In with you, you will want to send them your email sequence and continue to bring them Value. Continue to nurture the relationship with valuable content. This means you first send them a Welcome Email Sequence or a Sales Email Sequence. Here, you can continue to offer them your Intro Product for a week or so, then you will bring your new subscriber into your "regular" email sequence (once a week/month, etc.).

**Offer:** As you continue to bring Value, you will also want to continue to offer your Intro Product, your Mid/High Cost Product/Service or your Subscription/Membership.

This sequence is called the OVO = Optin - Value - Offer.

No online business can succeed without it!

You've already learned how to create your Freebie and your Intro Product. Today we'll focus on creating your Mid/High Cost Product.

First, what is a Mid/High Cost Product exactly?

It can be anything from a course, to a program, to coaching with you, to a group program, to products, or other. It is a product that can cost anywhere between \$50-\$999 (Mid-Priced Product) to upwards of thousands or tens of thousands of dollars (High Ticket Products).

Remember, your Mid/High Cost Product *must* relate to your Freebie and your Intro Product. The more closely related, the better it will sell.

Mid and High-ticket items are a high-value and mid to high-priced product or service. They cost a bit of money and offer buyers a high value.

These things can include mid-to-high-cost products like furniture, jewelry, and high-end bikes, or even cars. Or they could be services like coaching, webinars, trainings, and seminars.

When you focus on building your email list, you will be in a perfect position to sell mid-to-high cost products and services because you are creating a sales funnel... or in other words, a system that brings prospects to you and gives you the opportunity to nurture the relationship with your prospects and sell to them over and over again.

A sales funnel is the totality of all the steps in your Email List, including your opt-in page, your Freebie, your Intro Product and High-Cost Product/Service.

This series of steps leads a potential customer or client to a purchase decision.

Here's something to think about: customers/clients who buy products or services at higher prices are usually much more invested in the product or service and much more likely to have higher levels of success with those products or services, which is why high-ticket items are great for businesses.

Mid and High Ticket Offers are great to:

- Help you make more profits per sale
- Help you spend less on overhead cost

Typically, mid and higher ticket products or services are the most profitable ones because they pay for themselves. This is one reason why entrepreneurs start selling

high-ticket items in the first place. They need *fewer* sales in order to meet their financial goals.

There's a much greater potential for dramatically increasing your monthly and yearly revenue growth when you offer mid to high-ticket items.

Generating mid-to-high-ticket sales requires you to nurture the relationship more with your customer/client than with a Freebie or your Intro Product. This is why building your email list is SO IMPORTANT!

Now let's take a few moments to look at a couple of very successful High Ticket Offers:

## MICHAEL ROZBRUCH'S CPA TRAINING PROGRAM (INFO PRODUCT) \$1,500

Michael Rozbruch's  
TAX & BUSINESS  
SOLUTIONS ACADEMY®  
888-670-0303

HOME ABOUT MEMBERSHIP MASTERMIND PRODUCTS FAQs SUCCESS STORIES

PODCAST BLOG CONTACT MEMBER'S ONLY EVENTS

LEARN HOW TO BUILD A HIGHLY PROFITABLE  
TAX RESOLUTION PRACTICE

Michael Rozbruch is a tax expert and entrepreneur. He created Michael Rozbruch's Tax and Business Solutions Academy, and works with attorneys, IRS enrolled agents, and CPAs to manage their finances and avoid money pitfalls.

In addition to owning a \$23 million tax resolution firm that's generated 168 consecutive months of revenue growth, Rozbruch also does training programs, conferences, and consulting as well.

His sales funnel for the CPA training program is valued at \$1,500. Now let's review how this high-ticket sales strategy is structured...

### **Step #1: Webinar Registration Page**

Hosting a webinar is an effective way to sell high-ticket offers. Rozbruch hosted a live training webinar to get people interested in the product launch for his training program.

He used affiliates, emails to his internal list, and Facebook ads to promote the webinar. 3,000 people registered for it.

### **Step #2: Thank You Page With Product Offer**

His thank you page for signing up for the training was more than mere courtesy. It included a one-time press release template offer valued at \$197. Of those who signed up for the free training, 139 customers took advantage of the offer, netting him \$27,383.

### **Step #3: Automated Email Follow-Ups**

To drive interest before the event, Rozbruch sent out 11 follow-up emails. This may seem like a lot, but it was spread out over *three weeks*. If a customer opted in closer to the event, they would receive more emails in a shorter span of time than customers who'd signed up earlier.

Even though only 1,093 people actually attended the webinar live (about a third of those who signed up), his launch brought in \$402,693 in sales for his training program.

This is why building your email list is SO IMPORTANT! So you can send follow-up emails, nurture your relationship with your subscribers, remind them about events/webinars/sales, and drive sales to your business.

## HERE'S ANOTHER GREAT EXAMPLE OF A HIGH-TICKET OFFER:

### **\$8,000 PER CLIENT SALE FOR COACHING SERVICE**

Winning International is a Coaching service for Coaches that assists leaders in growing their businesses. The company was founded in 2014 by Ryan Magdziarz and he works with dating, finance, fitness, health, life, and business coaches.

The company relies heavily on paid Facebook ads that drive people to their website where they can then opt in and become subscribers of their email list and customers.

For this offer, their Facebook ads promoted a free fitness-related report.

Let's take a look at this high-ticket offer

#### **Step #1: Landing Page**

After clicking on the Facebook Ad, when prospects arrive on their Landing Page, they're encouraged to download their Freebie (a template) in exchange for their email address.

#### **Step #2: Free Training**

After they have clicked on the Freebie offer, they are taken to another Landing Page that invites them to check out the "Free Training."

#### **Step #3: Thank You Page**

After clicking and watching the training, people are redirected to another Landing Page with another Freebie offer to book a free call. The end-goal is to convert the prospect into a paying client.

**Ok! Claim My FREE Client Acquisition Call Now >>**

**"Are You Ready To Master Client Acquisition  
& Finally Create An Explosion Of Growth  
In Your Coaching Business?"**

I have a small number of FREE 1on1 Client Mastery Sessions Available to help Coaches understand exactly what Marketing and Client Acquisition Strategies will work Best for Your Business!

Interested in having a session before they're all taken?

**YES! Claim My FREE Client Acquisition Call Now >>**

To get yours, you'll need to claim it now as spaces are strictly limited.  
If you're seeing this page, there is still space for you :)

As you can see, when you grow your email list, and when you learn to create offers that are valuable, the sky's the limit!

Usually, a mid-to-high offer will take a little more time to create because it has more content and offers more value. But because of that, you can sell it for more.

## HOW TO CREATE A MID/HGH PRODUCT/SERVICE THAT SELLS!

If you do it right, Mid-to-High Product/Service creation has 6 major phases.

1. Idea Creation Phase
2. The Detective Phase

3. Idea Testing Phase
4. Pre-Sell the Product/Service Phase
5. Editing and Creation
6. Selling (and reselling)

Let's jump right in!

## 1. Idea Creation Phase

**The first phase** is to create a Product/Service *Idea* that solves your Ideal Customers'/Clients' needs and gives them the benefit (need fulfillment) they are looking for. Remember, people don't buy products. They buy solutions or benefits, something that fulfills a need they have.

Let's say you are a life coach who wants to create a program to help someone gain confidence. This is a great idea! Many struggle with low self confidence and want to feel confident.

However, we have to dig deeper so your Ideal Client will *hear* you and not think twice about buying. But *why* do they want to feel confident? What *need* are they looking to fulfill? Here are a few reasons a potential customer/client might want to feel confident: "I want to feel more confident in dating." (Belongingness and Love Need) Or, "I want to feel more confident in my public speaking abilities because it will make me feel more looked up to." (Esteem Need).

When you discover your Ideal Customers'/Clients' "why," or which *need* they are trying to fulfill, you will have gained the knowledge necessary to communicate in such a clear way to your customer that they will buy from you without a second thought. One thing to consider: you might have nailed down your client's need for now. However, that might change as you enter the gathering information phase. Just keep an open mind!

On the next few pages you'll be brainstorming your Mid/High Cost Product/Service Idea. We'll be brainstorming on names, benefit (which need they will have fulfilled), packaging, appearance, warranty, quality, etc.

Now, think about a Mid/High Cost Product/Services Idea that you would like to sell to the subscribers on your email list.

What is the product/service and what is the benefit or which of the 8 *needs* does it fulfill? Remember, it can fulfill more than one need!

Now, think of a specific idea for your mid-to-high cost product or service that you feel will solve your customers'/clients' *Needs* and that will give them the benefit they want.

Make sure to think of a need or problem that your Product/Service is the solution to, or that it gives the benefit that the client/customer wants.

Write down a Mid/High Cost Product/Service you would like to offer:

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Benefit/What Need Does it Fulfill?: What will the benefit of your Mid/High Cost Service/Product be? Which of the 8 needs are you trying to fulfill (Survival, Safety, Social, Status, Schooling, Spirituality, Self-Actualization, or Self-Transcendence)?

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Appearance/Design: What will be your Mid/High Cost Product's/Service's appearance or design? Colors? Font?

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Warranty: Will you have a warranty? Guarantee?

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Quality/Brand: What will your Mid/High Cost Product's/Service's quality or brand be? Upscale? Relaxed? Scientific? Spiritual? How will you want your client/customer to feel when they buy it?

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Packaging: Will your Mid/High Cost Product/Service come in specific packaging? Paper? Plastic?

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# PRICE

Price refers to the pricing strategy for products and services and how it will affect customers. Pricing doesn't just include the selling price. It also includes discounts, payment arrangements, credit/payment terms, or any other price-matching services offered. When you decide on pricing, it's important to consider the business's position in the current marketplace. For example, if your business is advertised as a high-end coaching, your pricing should reflect that.

Selling Price: What will be the *regular* price of your Mid/High Cost Service/Product?

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Discount: Will you offer discounts? If so, what is the discount and when will you offer it? Will there be early-bird discounts? Special promotions? VIP discounts? Will you offer previous customers referral bonuses?

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Payment Arrangements: Where will people pay you? PayPal? Venmo? Stipe? By check? Through Facebook? Bank transfer? Cash? Will they pay up front? After?

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Price-Matching: Will you price-match?

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Will you offer payment plans? Credit options? (great for mid-to-high cost offers)

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*Once you have come up with a great idea for your Mid/High Cost Product/Service, the next phase is detective work!*

## 2. The Detective Phase.

In the detectie phase, it's time to find Mid/High Cost Products/Services that are similar to yours and compare them. Make sure to keep an organized record of what you learn. This will come in handy later. Many think comparing and competing is bad. Entrepreneurs who are set on succeeding, however, know that comparing and competing is a *great* thing. Why? Because you have the advantage of learning if there's a viable market for your specific Mid/High Cost Product/Service, and also learning what can be done better.

If you're creating a program, for example, you can search through a program directory (like Udemy) to see if a program like yours already exists. If you find a similar one, start taking notes.

Make note of how popular it is and jot down what people are saying about it. Also write down what people like and don't like about it. What do they want more of or feel is missing? Ask, "Is the length good? What is the title? The price? The branding? Who bought this program? Men? Women? Can you tell their ages?"

Also, try and read between the lines, their psychographics. Can you tell people's personalities? If they have certain values or aspirations? What their desires/fears are?

What hierarchy of need they are trying to fulfill? Make sure to pay attention to EVERYTHING you can. These comparisons will help you to create a better version of what's already out there. Asking these questions will help you create a better version of what they are already getting.

## DETECTIVE FINDINGS

Where: Where did you find similar Mid/High Cost Products/Services? What are the price points?

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What are some competitor brandings?

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What are some of your competitor prices?

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Who bought the Mid/High Cost Product/Service? Men? Women? Age range? Moms? Be as specific as you can.

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What are the customer's/client's psychographics? Can you tell people's personalities? Character? Do they have certain values or aspirations? What are their desires/fears? Can you tell which hierarchy of need they are trying to fulfill?

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Did buyers leave comments/reviews? Good? Bad? What would they like to see more of? Less of? Was the program too long? Too short?

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Is there anything else noteworthy about the buyers?

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*After you have compared a few Mid/High Cost Products/Services to your idea, it's time to go back to the drawing board, and tighten up your Mid/High Cost Product/Service Idea. Go back to your initial notes and compare. Tweak it, edit it, make it better, more targeted toward specific needs.*

Then complete the following:

## PLACE

Place refers to where your Mid/High Cost Product/Service is seen, made, sold, or distributed. In essence, place decisions are associated with distribution channels and ways of getting the product to customers/clients.

It's important to consider how accessible the Mid/High Cost Product or Service is and ensure that customers can easily find you. For example, you may want to provide your products/services over an e-commerce site/website, or through a third-party distributor.

A few great places to sell online e-products (great for courses/ebooks/trainings):

- Kajabi
- Udemy
- Teachable
- Clickfunnels
- Thinkific
- Learnwords
- Podia
- Your Website

A few great places to sell physical products:

- Shopify
- Wix
- Big Commerce
- Square Online Store

Your Website  
Etsy

Pick one distribution channel: Website? Facebook group? Kajabi? Shopify? On 3rd party sites such as Amazon?

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Logistics: What is the physical place of your Mid/High Cost Products/Services? Will they each have their own page? How will you get your Intro product/service to your client?

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Location: If you are in the service industry, will you utilize Facetime? Phone? Zoom? Where will your Mid/High Cost Product/Service be provided? If you have physical products, will you ship to their home?

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Market/Niche Coverage: Which market/niche are you focusing on? There are two basic markets you can sell to: consumer and business. Is your niche a specific gender? Have a specific income? Are they world-wide or in a specific country? Are they dog-owners? Spiritual? (You can pick several, but how you market to them will be different)

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## PROMOTION

Promotion refers to the activities that make the business or Product/Service more known to your ideal clients. It includes items such as sponsorships, advertising, and public relations activities. Since promotion costs can be substantial, it is important to perform a break-even analysis when making promotion decisions. It is important to understand the value of a customer and whether it is worth conducting promotions to acquire them.

Sponsorship/Partnership: Will you look for sponsors? Will you have partners?

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Advertising: Where will you advertise? How will you get your product seen? (Facebook, Instagram, Pinterest, etc.)

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Public Relations Activities: Public relations describes the actions a business or organization takes to shape perceptions of its brand and develop relationships with its customer base, target audience, partners, and other important stakeholders. By using public relations tools and activities, you can convert potential customers/clients into buyers of your



Product/Service by earning trust, establishing valuable relationships, and building brand awareness. PR tools are cost-effective, and can give you a greater degree of control than advertising campaigns. Consider using PR tools like to build your business's reputation and to sell products.

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Media/News: Are you looking to get media coverage? If so, how can you make this happen?

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*You don't need to solidify anything yet. That will come as we test and get feedback. The next phase is Mid/High Cost Product/Service Testing!*

### 3. Product/Service Testing

Once you have done your stealthy detective work and have tightened up your Mid/High Cost Product/Service, it's time to test it to see if there is a viable market for it. Trust me, you don't want to spend weeks, months, or even years on creating a product or service that doesn't sell. This is why *testing your idea* is so important.

As you start sharing your idea, remember that you can continue to refine it, tweak it, and edit it.

In fact, speaking of editing, you can liken the process of product/service creation to writing a book. First, the book is written. Next, it gets in the hands of a content editor. Then the author goes back to the drawing board, revamps the book, then sends it back for more editing. In fact, when you write a book, the book goes through many rounds of editing and

tweaking. Every word is carefully selected, and there are hundreds of moving parts that have to come together seamlessly to create one story.

Just as authors need editors to help them improve on their books, business owners need a similar editing/refining/improvement process. It's important to go through several stages of "editing" your Mid/High Cost Product/Service Idea before it's ready for your customers/clients and before it's ready to sell.

This process will help you 1. Create a Mid/High Cost Product/Service your people will want to buy, 2. Make your sales so much easier, and 3. Result in an amazing Mid.High Cost Product/Service. This starts with testing and getting feedback.

A tested Mid/High Cost Product/Service Idea is a much more mature idea. In the process of testing it out, you'll quickly get feedback, honest feedback—sometimes harsh feedback. Some will give you a guttural response (especially complete strangers) and say something like, "That's the stupidest idea I ever heard." I know it's hard, but don't take it personally. Plus don't worry, most will be much kinder than that. Most will either give positive feedback or will say something like, "that's a nice idea... but have you thought about...?"

*But, what if people steal my program and idea?* Seriously, don't worry about that. This idea, if you create it like I've coached you to, it will be a creation of your heart, your core values, your message, your mission statement, YOUR BRANDING. No one on the entire planet has your heart. This Mid/High Cost Product/Service creation is uniquely YOU.

Plus, consider this: the difference between you (amazing entrepreneur) and the next wanna be entrepreneur is that you are 100 % committed to your product or service and you will actually see it to completion.

Here's the thing, the more you *share* your Mid/High Cost Product/Service idea, a) either the *better* that idea becomes (because you are tweaking as you go), or b) the more it becomes apparent to you that the idea is not a good one.

So share your Mid/High Cost Product/Service Idea with friends, family, people in your mastermind group, people in your community and even complete strangers!

Here are a few ways you can test your Mid/High Cost Product/Service Idea:

1. Ask trusted friends/family to fill out surveys
2. Ask people in targeted Facebook Groups to give you feedback on your Product/Service idea.
3. Ask other entrepreneurs for honest feedback
4. Go to groups like Reddit and ask for feedback

Questions to consider: What is the ideal price point? What is the best name for my Mid/High Cost Product/Service? Is it best to sell as a high-end product or an affordable budget-friendly product?

After you have done some detective work and have tested and tweaked and tested and tweaked, you will have accomplished the following: 1. You will have discovered whether your Mid/High Product/Service is sellable, and 2. You will have a very clear vision of what your Mid/High Cost Product/Service is and what the right market is for it.

Let's assume there's a huge interest for your Mid/High Cost Product/Service. Most would go ahead and start the Creation Phase at this point.

But not so fast...

You won't truly know whether your Mid/High Cost Product/Service is sellable until you... well, sell it!

Which leads us to the next phase: Pre-Selling.

#### **4. Pre-Sell Your Mid/High Cost Product/Service Phase**

As entrepreneurs, we have to think about ourselves first sometimes. It's vital for the sustainability and growth of your business to use your time wisely. This is why it's a good idea to pre-sell your Mid/High Cost Product/Service. So you don't lose days, weeks, months, years on creating a product that bombs.

A lot of times people say they will buy a product, but when it comes to pay, they don't. True validation comes from people actually paying you for that idea. And yes, even before you have created it.

A good way to pre-sell your Mid/High Cost Product/Service is to ask for payments from your client/customer upfront (again, before the product is even created).

For those clients who take you up on the offer and pre-buy, you can give them a special reduced “VIP” price for doing so.

But how do I pre-sell anything if I don't have a large following, an email list, or other? This is where paid advertising comes in handy. You're going to have to invest a little money to find out whether or not a targeted audience on a social media platform like Facebook, for example, would be willing to pay you for your Mid/High Cost Product/Service.

Just a heads up. By this point in the process, you'll want to have almost fully developed your Mid/High Cost Product/Service, to truly understand the ins and outs of what this Mid/High Cost Product/Service will become so you can set up a sales page as you would if it really existed.

You could drive traffic directly to that page from Facebook, or you could try something like collecting registrants to pre-sell a webinar, which could convert even higher for you since you'd be building a relationship with those prospects at the same time before your pitch.

Either way, you'll want to be up front with your clients/customers and tell them the product is not yet fully created, but you give them something for buying early, like a Freebie or a special VIP price.

*Once you know you have a Mid/High Product/Service that sells, the next phase is to Create Your Mid/High Cost Product/Service!*

## **5. Creating Your Mid/High Cost Product/Service!**

**The next step** is to create the Actual Product/Service! If you feel you have a viable idea, and you have received good feedback from trusted sources, and you have buyers, this is the time to create the actual product/service.

## **6. Selling Your Mid/High Cost Product/Service!**

I'm not going to cover this process here because in the following weeks, we will be going over how to market and advertise your Mid/High Cost Product/Service, which is phase 6 of your Product/Service development! So stay tuned!