

## High Ticket Sales Secrets

Discover How to Make High Ticket Sales by Working with the Right Clients the Right Way

### CHEATSHEET

#### Step 1: Make Sure You're in the Right Niche

- High pay
- Manageable competition
- Established social network/areas of demand
- Decent monthly search volume
- Established demand
- Strong personal interest

#### Step 2: Target the Right Clients

- Segment your audience
- Focus on urgency to buy
- Separate information seekers from potential buyers
- Separate immediate low-value buyers from intermediate or long-term higher-value buyers
- constantly communicate with higher-value buyers

#### Step 3: Master the Basics

Step #1: Pick a high-value niche

Step #2: Develop a high-value brand in your target niche

Step #3: Distribute contact that filters your customer segments

Step #4: Make it easy for your audience to find you and keep in constant contact with you (build a mailing list)

Step #5: Send high-value content that segments your mailing list

Step #6: Filter your mailing list between buyers and tire-kickers through low value or low-friction sales

Step #7: Take good care of your buyer's list

#### Step 4: Reverse Engineer your way to High Ticket Sales Success

- Reverse-engineer high-ticket players in your target niche
- Reverse-engineer the following (their content strategy, their ads, their mailing list strategy, their advertising creatives, their brand values and their traffic sources as far as you are aware)
- Look for the industry standard and optimize it based on your actual experience
- Build up your base and constantly ask for feedback
- Constantly optimize your affiliate offers, product offers, content strategy, and mailing list recruitment strategy
- Get your list members to become emotionally invested in your brand
- Your brand must evolve around your existing community instead of the other way around

#### Step 5: Optimize your conversion system for Maximum Conversions

- identify a strategy
- implement it

- modify it based on results
- test it again
- modify it again until you stop getting incremental improvements in conversions
- The secret to optimization is element-by-element optimization
- Always segment your mailing list and do not neglect anybody

#### Step 6: Optimize for the Right High-Ticket Service or Product to Sell

- When you start segmenting your users, don't focus on sales. Focus on segmentation
- Optimize your messaging so as to maximize trust
- Pay close attention to what your community demands
- Pick the most credible yet highest value quality product or service you can offer
- Know what is at stake
- Think beyond commission payouts
- Understand that your client base can be a permanent pool of buyers if you have handle them properly