

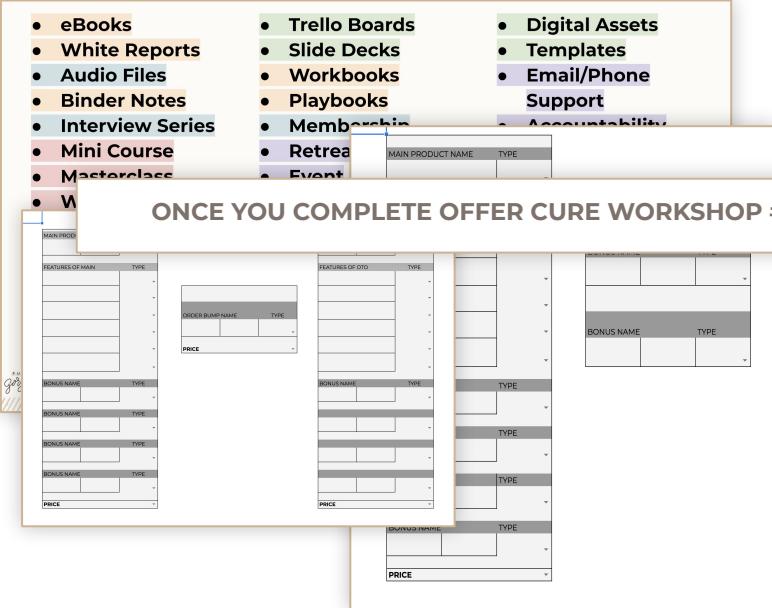
SESSION ONE OFFER, FUNNEL, GOAL

SESSION ONE

By the end of this session, I want you to know...

1. Your offer
2. Your funnel type + pricing
3. Your business goal for the offer

OFFER CURE



Answer The Big 8

1. Who do you serve?
2. What problem are you solving?
3. Who is your competition?
4. Who is your ideal customer?
5. What is your value proposition?
6. When you tell people, what are they going to say to counter you?
7. What might stop them from having success?
8. What kind of offer will this be?

- Either an unboxing offer (which is low ticket)
- Or a presentation offer (which is usually more expensive)

OFFER CURE

- Specific
- Tangible
- Proprietary
- Repelling
- Aspirational
- Bonuses that crush objections

HOW TO GET CLARITY ON YOUR OFFER



SLO Funnel (low ticket)

Webinar Funnel (mid to high ticket)

Application Funnel (high ticket)

FUNNEL TYPES

Summit Funnel (low ticket to mid)

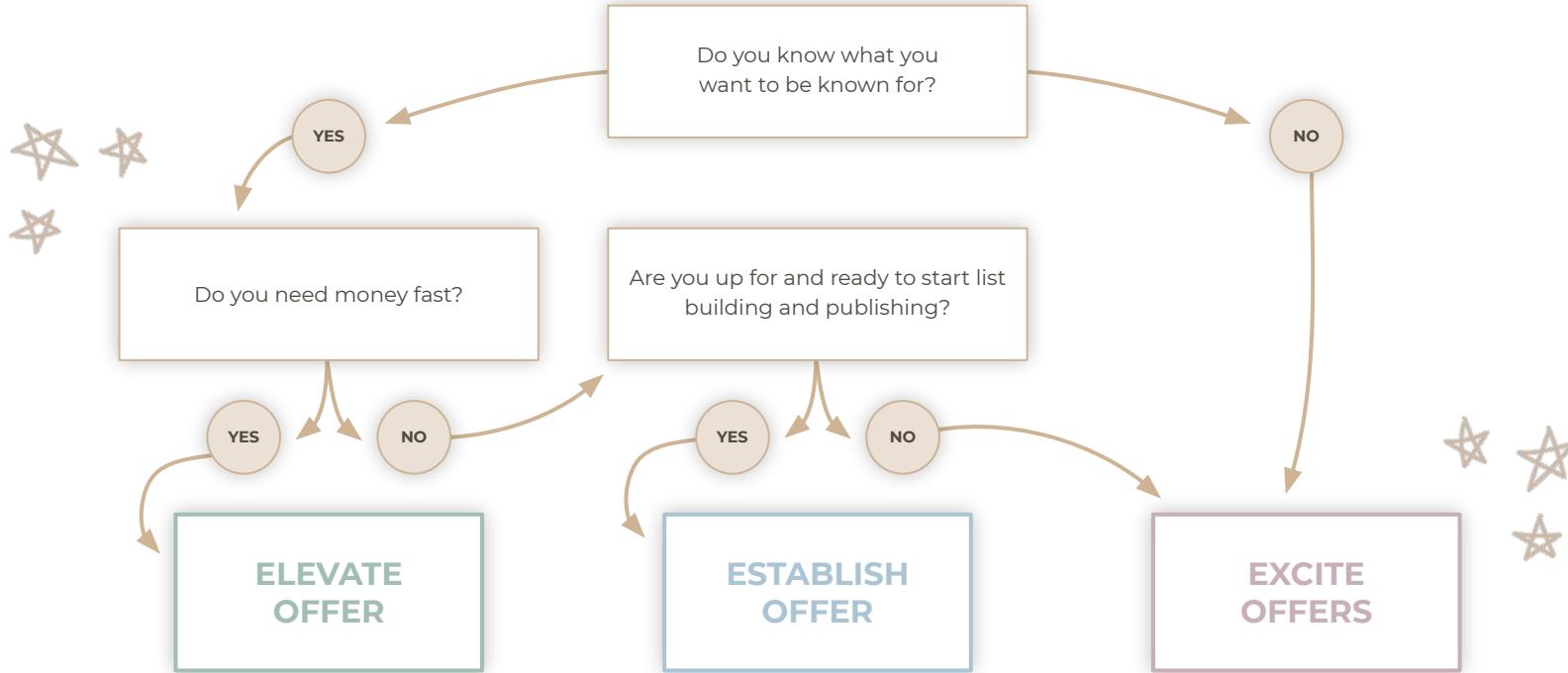
Launch Funnel (any price)

Lead Funnel (free)

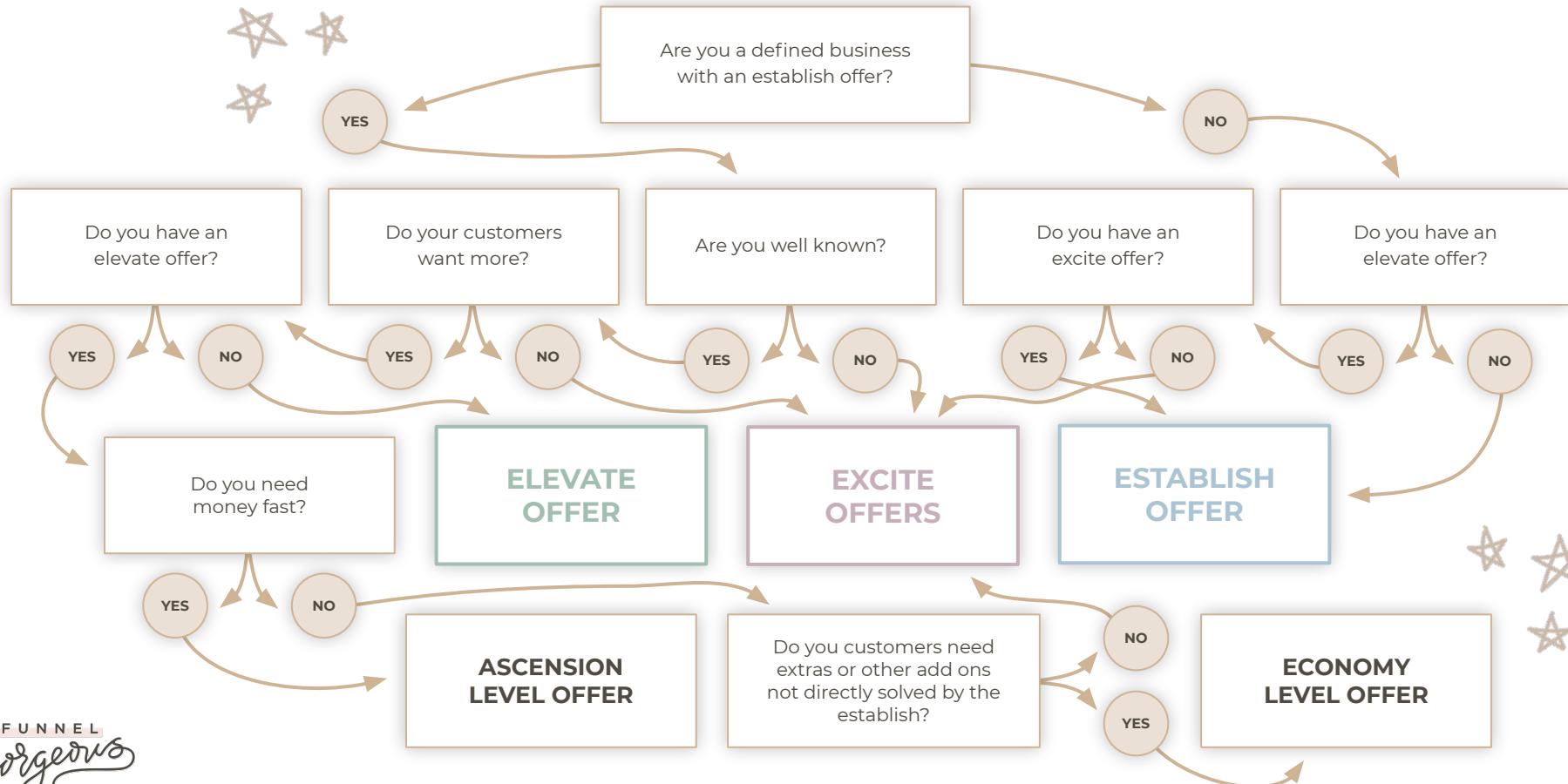
CUSTOMER JOURNEY



Value Ladder placement with **no customers yet**



Value Ladder placement with **existing customers**



COMMON PRICING MILESTONES

FUNNEL
gorgeous

<h2>\$0 - \$50</h2> <ul style="list-style-type: none"> How low can you go and still be profitable with ads? Are you willing to break even or lose money? All offer types that are DIY (books, courses, low ticket memberships, etc.) Nothing high touch <p>Most common \$17, \$27, \$37, \$47</p> <p>Other options \$7, \$12, \$14, \$25, \$30</p>	<h2>\$50 - \$100</h2> <ul style="list-style-type: none"> Great pricing for OTO's Higher end templates, masterclasses, bootcamps, courses Might be done live but no real high touch involvement <p>Most common \$50, \$77, \$97, \$99, \$100</p> <p>Other options \$67, \$75, \$95</p>	<h2>\$100 - \$300</h2> <ul style="list-style-type: none"> Great pricing for pressure launches Great for courses Might have a pop up facebook group or Q&A Great for offers that aren't fully comprehensive but still really focused on understanding a topic deeply <p>Most common \$147, \$197, \$199, \$297</p> <p>Other options \$200, \$247, \$250, \$299</p>
<h2>\$500</h2> <ul style="list-style-type: none"> This is a classic price point for a pressure launch of a business in a box type program. It can also be the price point for group coaching, especially if you're B2C. Can be sold in a launch or with a webinar. <p>Most common \$497</p>	<h2>\$1,000</h2> <ul style="list-style-type: none"> This is a classic price point for a pressure launch of a business in a box type program. It can also be the price point for group coaching, especially if you're B2C Can be sold in a launch or with a webinar. <p>Most common \$997, \$999</p>	<h2>\$2,000</h2> <ul style="list-style-type: none"> At \$2000, your course/program is most likely a revenue generator for the customer. You might also be selling premium coaching in the personal development space. Should be sold in a launch or with a webinar. You might also have to do a sales call. <p>Most common \$1997, \$1999</p>
<h2>\$3,000 - \$5,000</h2> <ul style="list-style-type: none"> You're solving a level 5 problem in a customer's life. Can be sold on a webinar to application or an application funnel. Can also be sold in person at an event in an ascension offer. <p>Most common \$2997, \$3997, \$4997, \$5000</p>	<h2>\$10,000 - \$12,000</h2> <ul style="list-style-type: none"> You're solving a level 5 problem in a customer's life. Can be sold on a webinar to application or an application funnel. Can also be sold in person at an event in an ascension offer. Longer term offer (usually at least 6 months) 	<h2>\$25,000</h2> <ul style="list-style-type: none"> You're solving a level 5 problem in a customer's life. Can be sold on a webinar to application or an application funnel. Can also be sold in person at an event in an ascension offer. Longer term offer (usually at least a year)

WARNING SIGNS YOU MIGHT BE OFF TRACK...

1. When your idea seems to cannibalize or compete with an existing establish offer.
2. When you are trying to 'force' something to fit into a funnel type.
3. When you are trying to validate an idea or build your main source of revenue through an excite offer.



SESSION ONE

1. My offer is.... _____
2. My funnel type is...._____
3. The part of the value ladder I'm expanding is... _____
4. My price point is...._____
5. My business goal for this offer is to....
 - a. Get paid to build a customer list
 - b. Grow in visibility
 - c. Go after a new vertical
 - d. Plant my flag
 - e. Create the primary \$\$ engine in my company
 - f. Give my customers the next thing
 - g. Serve the 5-10% of diehards for a cash injection
 - h. Make money quickly with high ticket clients
 - i. Move customers up the value ladder
 - j. Create buzz around an event
 - k. Go after a second avatar
 - l. Serve the new ecosystem that's popped up around my business