FREE BLUEPRINT

THE HIGH TICKET OFFER BLUEPRINT

How creators who sell $27 to $297 products build their first $3,000 offer



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YOUR 14 DAYS, AND WHAT TO READ AFTER THIS

Written for creators who sell something under $300, have people who like it, and have never sold anything for $3,000. Five minutes to read.



THE BAKERY METHOD

THE CEILING

WHY LOW TICKET STOPS PAYING

At $47, your income is a volume problem. Every month starts at zero, and every bigger number needs a bigger audience.

A low ticket product proves people will pay you. It cannot carry the business. The buyers who want more of you have nothing to buy, and when a buyer costs more to win than the product earns, ads cannot fix it.



THE $3,000 TEST

Would a stranger pay $3,000 to solve the problem you talk about?

Problems that cost money, time, health or status pass. Nice-to-haves fail.

TICK WHAT IS TRUE TODAY. THREE OR MORE AND YOU ARE READY.

- [ ] **Buyers ask for help with their own case.** They message you after buying, wanting you to look at their situation.
- [ ] **You answer the same questions again and again.** Repeated questions are the outline of a program.
- [ ] **People report results.** Someone has told you in comments, DMs or reviews that it worked.
- [ ] **Your views are a healthy share of your followers.** 5,000 engaged followers beat 100,000 who scroll past.
- [ ] **You want to work closely with people.** High ticket means clients and calls, not just files.

THE OFFER

A $3,000 offer has five parts. Most creators have the promise and a price. The middle three make the number believable.

1 **PROMISE**
The outcome, with a number or a date.

2 **MECHANISM**
Your named method. Your current product holds its first version.

3 **VEHICLE**
Group calls, 1:1 reviews, community, templates.

4 **PROOF**
Your results and your buyers' wins.

5 **TERMS**
Price, length, guarantee, what is not included.



WRITE YOUR PROMISE

I help who get outcome in time with mechanism, without the pain they fear.

START AT $3,000
Price the outcome. It should be worth ten times the price to the client.

ONE PRICE
Never a discount. If they hesitate, offer a payment plan instead.

ADD, DO NOT CUT
Make the yes easier with bonuses and extra value, not a lower number.

THE SALE

Nobody buys a $3,000 offer from a checkout button. They buy it on a call, and what decides your sales is what happens before the call.

1

LINK IN BIO → CALENDLY → CALL

Where most creators start. Strangers book cold, many do not show, and you have to explain the basics on the call.

2

LEAD MAGNET → VSL → APPLICATION → CALL

The step that changes the calls. Leads arrive knowing what you sell and roughly what it costs. Calls become decisions.

3

LIVE WEBINAR → CALL

Teach and sell to hundreds at once. Built once the VSL funnel works.

1,000 LEADS THROUGH A VSL FUNNEL

Leads	1,000	
Watch the VSL	400	40%
Book a call	48	12%
Show up	29	60%
Become clients	6	20%
At $3,000	$18,000	

SAME 1,000 LEADS

buying a $47 product at 3%

$1,410

30 SALES

AND YOUR LOW TICKET PRODUCT?

It comes in handy later, as the front door to your business. It will pay for your ad spend and find your dream clients for you. More on that later.

Example rates for illustration. On the call we run your numbers.

WHAT'S NEXT

YOUR NEXT 14 DAYS. SELL IT BEFORE YOU BUILD IT.

DAYS 1 TO 3 DECIDE

- [ ] List 20 people who asked you for help.
- [ ] Ask five what the result would be worth to them.
- [ ] Write your promise sentence.

DAYS 4 TO 9 BUILD

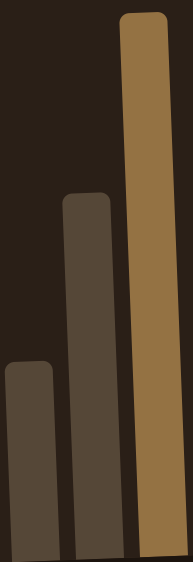
- [ ] Draw your mechanism in three steps.
- [ ] Pick the vehicle and set the terms.
- [ ] Set price, plan and bonuses.

DAYS 10 TO 14 SELL

- [ ] Offer it to ten warm people.
- [ ] Aim for two yeses at full price.
- [ ] Save their words for your sales page and proof.

YOUR NEXT STEP

NEXT



PART 2 OF 4

The VSL Funnel Blueprint

You have the offer. Now fill your calendar with people who already know what you sell, before they ever get on a call.

READ PART 2

ALSO INCLUDED: TWO BONUSES

Revenue Calculator
See what the right funnel adds every month.
OPEN

The Sales Call Playbook
Turn the calls you book into $3,000 clients.
READ

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