FREE BLUEPRINT

LOW TICKET TO HIGH TICKET BLUEPRINT

How to let a small product pay for the ads that fill your calls



BY THE BAKERY METHOD

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THE AD BILL

WHY YOUR HIGH TICKET OFFER SHOULD NOT PAY FOR EVERY LEAD

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WHAT'S NEXT

YOUR 14 DAYS, AND WHAT TO READ AFTER THIS

Written for creators whose webinar already sells on ads, and who want the ads to pay for themselves before the first call. Five minutes to read.

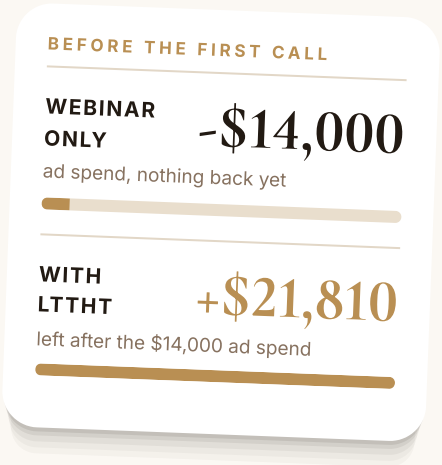
THE BAKERY METHOD

THE AD BILL

Once your webinar runs on ads, every lead costs money, and your high ticket offer pays for all of it. When cash gets tight, the ads stop.

WHAT A FRONT END CHANGES

- [ ] **The ads pay for themselves.** A $70 to $100 product earns back what the buyer cost.
- [ ] **Buyers are warmer.** Once they have paid, used it and seen a result, they are far more likely to buy your high ticket offer.
- [ ] **You can spend more.** Break even before the call means you can scale the ads.



THE IDEA

Let the first sale pay for the ad.

A low ticket offer is not a side product or a discount. It is how you get buyers without losing money, and the best of them go on to your $3,000 offer.

READY FOR A LOW TICKET FRONT END? TICK WHAT IS TRUE TODAY.

- [ ] **Your webinar works.** It books calls that close. If not, start with The Webinar Funnel Blueprint.
- [ ] **Your offer closes on calls.** You know what people say yes to, and why.
- [ ] **You can make it worth far more than the price.** You build the front end once, so it has to deliver crazy value and a fast result.
- [ ] **It is the first part of your high ticket offer.** So every buyer is warmed up for the rest.

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

THE FRONT END

Four prices, one path. Each step is the next piece of your high ticket offer, so every buyer moves closer to it.

ENTRY

$97

The first piece of your offer. A fast win.

EVERY BUYER

ORDER BUMP

$37

One obvious add-on at checkout.

35% TAKE IT

UPSELL 1

$197

The next piece of your offer.

20% TAKE IT

UPSELL 2

$297

The piece after that.

10% TAKE IT

THE TEST

Front end sales ÷ buyers

= what a buyer spends

Ad spend ÷ buyers

= what a buyer costs

What a buyer spends should cover most of what a buyer costs. If it does not, it is not a low ticket to high ticket funnel. It is a high ticket business paying for its own ads.

AVERAGE PER BUYER

Entry every buyer × $97	$97
Order bump 35% × $37	$13
Upsell 1 20% × $197	$39
Upsell 2 10% × $297	$30

$179

the average buyer spends, against $70 to get them

$70 TO $100

Below $70 buys the wrong customer. Price it above what a buyer costs you.

ONE CLICK EACH

Make it easy for the buyer to say yes. The bump is one tick at checkout, and each upsell is one click on the next page.

FEW AT $200

Price the upsells at $100 to $300. A few buyers at $200 beat many at $10.

BUYER TO CLIENT

The front end pays for the ads. The profit is in your high ticket offer. What turns a low ticket buyer into a high ticket client is a fast result on the low ticket offer.

ACTIVATION FIRST

80% should use it and see a result within days.

Whatever stops them from starting goes into the product, never into another upsell.

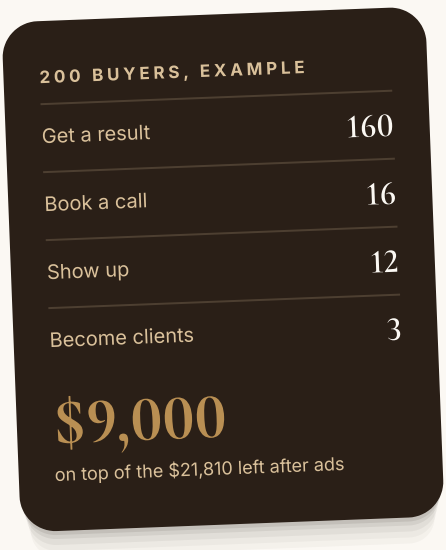
FOLLOW UP ON WHAT THEY DO

1 **OPENED THE ACCESS EMAIL**
Welcome them, and name the one thing to do first.

2 **LOGGED IN**
Send a tip that gets the first result faster.

3 **FINISHED LESSON ONE**
Ask how it went, and answer their question.

4 **GOT A RESULT**
Celebrate it, then invite them to a call.



NEVER LAUNCH LTTHT BEFORE YOUR FIRST WEBINAR

If you launch the low ticket offer first, part of your warm audience, the people who already know you, will buy it instead of your high ticket offer, because it is the easier yes. Run your first webinar for your existing audience. Then add the front end, so it pays for reaching a new audience.

WHAT'S NEXT

YOUR NEXT 14 DAYS. LIVE BEFORE IT IS PERFECT.

DAYS 1 TO 4 DESIGN

- [ ] Pick the first piece of your offer.
- [ ] Set the entry price, $70 to $100.
- [ ] Choose the order bump and two upsells.

DAYS 5 TO 9 BUILD

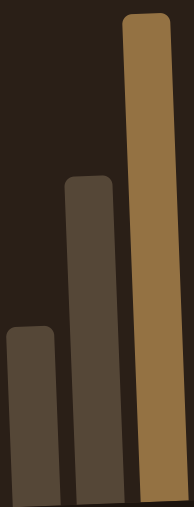
- [ ] Build the product for a fast result.
- [ ] Set up checkout, bump and upsells.
- [ ] Write the follow-up messages.

DAYS 10 TO 14 LAUNCH

- [ ] Point part of your ads at the offer.
- [ ] Compare front end per buyer with cost per buyer.
- [ ] Fix what stops buyers from starting.

YOUR NEXT STEP

LAST STEP



A FREE 25-MINUTE CALL

Want it built for you?

You have the whole Blueprint. On the call we map your offer, the funnel and the low ticket front end, and show you what we would build for you.

BOOK YOUR CALL

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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