
HIGH TICKET

AUTHORITY



RESOURCE CHEAT SHEET

If you've read the full ebook, you should now have a good idea as to how a high-ticket business model works and how you can start earning the maximum revenue from your traffic.

And hopefully one thing has really stood out for you: the knowledge really is power. If you have the information, then people are willing to pay for it!

And in that case, you should really be accumulating as much knowledge as you possibly can! Read on then for some more resources, tools and more that you can start using to accelerate your business and start shifting even more high ticket items!

Articles and Posts

How to Gather 100,000 Emails in One Week (Includes Successful Templates, Code, Everything You Need)

<http://fourhourworkweek.com/2014/07/21/harrys-prelaunchr-email/>

That rather lengthy title sums up pretty much everything you need to know about this post from Tim Ferriss. This discusses the launch of a grooming brand and how they collected 100,000 emails in one week. It contains all the resources, tools and tips you could need to build your own list!

12 Best Sales Funnel Examples to Help Your Website Convert More Customers

<https://petovera.com/best-sales-funnel-examples/>

One of the most important things we talk about in the book is the ‘sales funnel’. This is a system you can use to generate much trust and authority and it’s a great way to get people invested in your brand. This guide will help you to get the most from it.

The Complete Guide to Building Your Personal Brand

<https://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/>

Something we didn’t discuss in the main ebook is just how *rewarding* it is to have a personal brand. Apart from anything else, your personal brand makes you feel like a celebrity! Anyway, to get started just follow this post!

How to Build an Online Course That Sells with David Siteman Garland

<http://www.smartpassiveincome.com/how-to-build-an-online-course-that-sells/>

Pat Flynn, owner of The Smart Passive Income Blog, is one of the people that we talk about in the book as having his own high ticket products and his own, big personal brand. He’s a guy who knows his stuff in other words and so does David Siteman Garland, so this is something that’s worth checking out!

Putting On a Seminar

<http://www.entrepreneur.com/article/49174>

This one is a straightforward guide from Entrepreneur.com on how to create your own seminar.

The 10 Essential Ingredients of a Successful Sales Page

<http://www.copyblogger.com/successful-sales-pages/>

Here is a full guide on how to create a sales page that will convert as many people as possible.

Examples

Here are just a few examples of some of the best high ticket products on the web that you can use for inspiration:

Rich Shefren's Business Coaching

http://www.strategicprofits.com/business_coaching.html

This is a coaching system from Rich Shefren that includes not only a ton of learning material but also calls and more.

Elliot Hulse's Mastermind Feast

<http://elliotthulse.com/coaching/>

This is a fantastic example of product with through-the-roof ROI! Elliott charges a whopping \$1,000 for a lunch lasting just a couple of hours. Check out the page to see how he convinces people that this is a great bargain...

London Real Academy

<https://londonrealacademy.com/memberships>

This is a relatively 'low priced' high ticket item at \$99 for 3 months' membership. However, the landing page is a master-class in how to sell with all the things we've talked about on display. Check out the heavily featured TEDx talk!

Tony Robbins: 7 Forces of Business Mastery

<https://www.tonyrobbins.com/events/business-mastery/>

If you want to see how the *real* pros do it, then check out this page from Tony Robbins. No one is really competing with Robbins at the moment in this field, so he's the one to beat if you want to charge the highest rates around!

Tai Lopez's 67 Steps

<http://www.tailopez.com/flow.php?lp=FS-7506&source=banner>

What's so interesting about Tai Lopez is how 'by the book' he is in his marketing. This is a guy who uses the exact strategy you might read about in a book on how to sell a high ticket item but it's obviously working for him. Watch and learn!

Tools

Finally, here are some tools that will help you to manage and create your business...

ScheduleOnce

<http://www.scheduleonce.com/>

This is a tool that allows you to schedule meetings etc. from your website. Very useful for arranging consultations and Skype meetings.

GoToWebinar

<http://www.citrix.com/products/gotowebinar/overview.html>

For running a webinar, GoToWebinar is a great tool that offers everything you need. You can also try using Google Hangouts, or alternatively Periscope/Blab.

OptimizePress

<https://www.optimizepress.com/>

This is a great tool for building a landing page. This won't fill out the text for you but will provide you with the basic layout that has been shown to work. This requires that your website be built with WordPress.

Aweber

www.aweber.com

Aweber is an autoresponder. That means you can use it to collect emails, to manage those emails and to send out messages to your readers. This is great for collecting emails to market to but the scheduling options also makes it very effective for creating an email course. Other options if you want to shop around include MailChimp and GetResponse. These are the 'big three' that will have support from most of the plugins and tools you might want to use.

Udemy

www.udemy.com

This is a basic tool you can use to build your own courses and online tests. Udemy courses tend not to sell for that much money but they can be a useful addition to your package. Udemy also makes it easy for you to market yourself to a big audience.

UpWork

www.upwork.com

This is a great site for outsourcing and will let you hire freelancers to help you with editing, with design etc. Outsourcing is a great way to make your products look more professional and can save you a lot of time. Other options are Elance, Freelancer, PeoplePerHour and Fiverr.

WordPress

www.wordpress.com

This goes without saying, but building a WordPress site is the easiest way to quickly create something that will look highly professional and that will have lots of plugins and support to enable easy customization and expansion.