

The Rhythm

Generating attention and creating sales doesn't happen in a single moment.

It's an accumulation of activities.

You're going to have hits and flops.

The state you are seeking is momentum.


When you are in motion you will get attention and interaction.

You need to find and stick to a rhythm.

Make a plan. Stick to it. Assess results. Repeat.

A good plan can fit on one page.

One Page Plan™



	Customers	Products	Clients		Plan
				1	
				2	
				3	
				4	
				5	
				6	
	Promote				
Philosophy					
Problem					
Proof					

Download a pdf copy:

<https://www.dropbox.com/scl/fi/in32c9i920078u0igg7s0/One-Page-Plan.key?rlkey=y5l9mi5boiuy4yndmrjp2e5lc&dl=0>

Products

Two classes of offers.

Customer and Client.

Creating offers around the product is what we do.

The Product is the thing you deliver. The Offer is the way you sell it.

The Product can be static.

The Offer Dynamic. The more creative the better.

Plan

The perfect plan is one you execute.

The simple principle is to have contrast with your offers.

Use deadlines and scarcity readily.

Oscillate between Customer offers that are easy to buy and Client offers that require more qualification and investment.

Tap into different parts of your audience who are at different stages.

Promote

Content is needed to give context to the offer.

Consistency and volume of content lead to quality of content.

After The Plan, there are simple buckets of content types that can be created regularly.

- Philosophy
- Proof
- Problem

The best content blends these concepts together.

It's much more useful to illustrate with examples vs concepts:

Philosophy

What you personally believe to be true.

What do you believe?

What do you observe?

How do you think differently about common ideas?

What is hiding in plain sight?

What do you see that is hidden to others?

Proof

Prove that you can help someone by demonstrating how you helped someone.

Solid proof goes beyond 'testimonials'.

It delivers insight on how someone you worked with got a result.



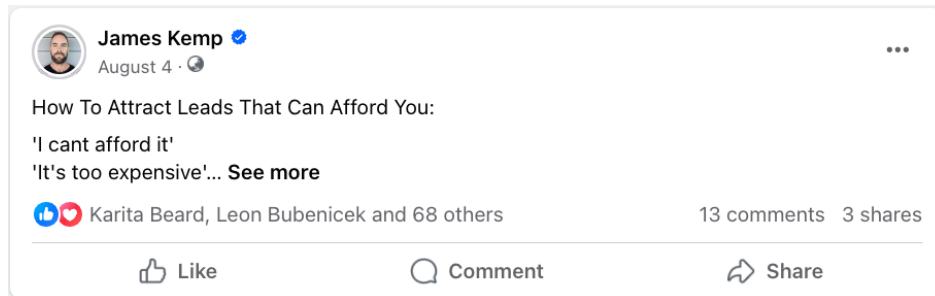
Problem

Share insight that you gather from delivering.

The more common the struggle and the more unique your approach to solving it, the more traction these posts get.

These are give it all away posts.

Don't hold back in observing and offering a solution to the common problems of your audience that you know the solution to.



<https://www.facebook.com/james.kemp.311/posts/pfbid033BPd5dteCPban2WV6yHuxrcPNJ8FS tQTiahufTta1nCHqcJDdAKJuD7ukQRzfoEvl>

Distribute

Content needs distribution. Go where your audience is.

Primary and Secondary.

Primary Channel = Email

Secondary Channel = Facebook

Publish for the primary channel and also distribute via the secondary channel.

3 Steps To Selling High Ticket With A 3 Page GDoc 

 James Kemp
to jk+oc

Sun, Mar 31, 10:35AM (

In the past 9 months I've had 241 pay me between \$3k and \$75k per year.

And I did it all with one Google Doc.

I've been selling without calls for 5 years but in the past 9 months I've uncovered some principles that dramatically increase both the conversions and the average customer value.

I call it a Hybrid Offer.

It combines an easy to say yes to entry point offer and high ticket options to expand value and revenue.

It's one of my most popular trainings and I'm making it available again today.

Next week I'm running a workshop walking through this in detail, giving you a Hybrid Offer template and helping you create your own one live.

If you have already picked up The Hybrid Offer Training you'll get an invite alongside anyone who picks up this training this week.

These are 3 principles to get you started:

1/ Promise and Plan

The offer lives and dies on the first page. Actually, the first 3 paragraphs. Get these right and the offer sells itself. Clearly articulating the Promise of what gets done and the Plan of how it rolls out allows the prospect to 'see' the future if they commit to buying. This is distinct from the logistics of how and when the offer is delivered. No one cares how many calls there or how much coaching they get until they are committed to the result that the Promise and Plan describe.



James Kemp

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Three Steps To Selling A High Ticket Offer With a Google Doc:

In the past 9 months I've had 241 pay me between \$3k and \$75k per year.

And I did it all with one Google Doc.... **See more**

[See insights](#)



Chris Benetti, Jim Tyrrell and 46 others

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