



HIGH TICKET AUTHORITY CHECKLIST

CHECKLIST

Now you know everything you need to know to create your own high ticket product, all that's left is to start putting all that knowledge into action and capitalizing on this incredible opportunity.

To help you along the way, this checklist will ensure that you've ticked each box!

FIND YOUR NICHE

- ☐ Look for a niche you know well and that you can offer something different to
- ☐ Think about topics that people are willing to pay for
- ☐ Look at universal topics that appeal to everyone
- ☐ Think about the emotion and the value proposition
- ☐ Hone in on a specific segment of the market to make marketing easier
 - ✓ Profile that audience and identify who is likely to spend X amount of money

DESIGN YOUR PRODUCT

There are a lot of things you need to consider when designing your product. These include:

- ☐ Choose the type of product you want to sell. This could be:
 - ✓ Online course
 - ✓ Seminar
 - ✓ Workshop
 - ✓ Ready-made-business
 - ✓ Access to a community
 - ✓ Consultation
- ☐ Next, think about the format that this will take and the type of media you'll be producing. For instance: video, emails, one- to-one consultation, live workshops, seminars, ebooks, forums. Choose something you're going to be capable of creating and something that you can sell for the maximum asking price.
- ☐ Come up with a curriculum. Very likely you'll be selling some sort of course, so consider what people will want to learn and what steps you're going to lead them through to get them there.

CREATE YOUR PRODUCT

- ☐ If you're creating text then make sure to have it proofread, write in a professional manner, format with the right fonts and images and save as a PDF.
- ☐ If you're creating video, then make sure you invest in high quality recording equipment. Present yourself in a professional manner, tidy your environment and create a set and invest in things like bottom thirds and video openers to make it more professional still.

CREATING A WEBSITE

- ☐ You'll now need to create a website as this is where you're going to be uploading your content and promoting it.
- ☐ A good place to start is by getting webhosting and a domain name which you can get through Aweber.
- ☐ You can then use WordPress to build your site. You'll also want to upload all the materials you created for your course.

A LANDING PAGE

- ☐ Your landing page is the place where you'll be promoting your product most strongly. This is a single page on a website that is entirely dedicated to helping you sell your product and that has no other links, content or anything else.
- ☐ You can build a landing page using Optimize Press. From there, you might choose to use an AIDA structure, which is a good way to get attention and encourage people to want to buy from you.

PERSONAL BRAND

You'll now want to go through the process of creating and posting to a blog. This will allow you to share "free tasters" of your content which will in turn demonstrate the kind of value you're capable of delivering. You could also:

- ☐ Create a YouTube channel
- ☐ Appear in interviews
- ☐ Post to social media
- ☐ Email
- ☐ Write your biography on your site

On your sales page, try to focus on your experience, qualifications and accolades which will help you to sell.

SALES FUNNEL

A sales funnel takes this one step further by getting people gradually more involved in what you're doing and getting them more and more likely to want to buy.

A sales funnel will ideally include five "touches" -- that is five interactions with your potential audience.

This can take the form of:

- ☐ Blog
- ☐ Email newsletters
- ☐ Free online webinar
- ☐ Cheap product
- ☐ Expensive product

Each of these things will promote the next thing on the ladder and each time the user takes a step they become more actively involved and more likely to spend money with you.

Another example is to use a free report which you can deliver by email.

Cheap products are an important step to get people used to the idea of spending money through your payment portal before they're asked to spend something big.

That's the entire blueprint, so now all that's left is to make it happen!