

# MAXIMIZING PROFITS



How To Create  
**High-Ticket**  
Products

# Maximizing Profits

*How to Create  
High-Ticket Products*

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# Introduction

Before we get into the real meat and potatoes of high-ticket products, so to speak, I just want to take a few moments to thank you for purchasing this ebook.

I definitely hope you enjoy reading it as much as I enjoyed writing it, and hopefully, you will be able to take most, if not all, of the tips and tricks outlined in this ebook and put them to good use on your site.

**Selling high-ticket items is definitely an exciting field that can make you a lot of money.**

It is too bad that this market is all but forgotten about by too many online marketers who feel that they can only peddle the occasional ebook or short report whenever they want to make a little extra cash.

Far too many people do not realize that selling products online is just like selling them at a store – low-cost products sell, but in many cases, high-cost products will also bring about hoards of new customers and keep money flowing from existing patrons.

This ebook will discuss a wide variety of topics related to creating and building high-ticket items that you can sell yourself on your website and through your channels. If you want to learn how to escape from the low-ticket product trap that marketer after marketer falls into, **you have already taken a huge step** in the right direction by downloading this guide.

Marketers like you and I know that it takes more than just the tried and true products time and time again.

Thinking outside of the box, as it were, is the key to making a successful business. And that is where high-ticket items can come in handy.

No longer are you stuck making the same ebook over and over again when you can finally break free, offer something you have always wanted to sell (even though it costs more than many other products), and sell it. High-ticket items give you the ability to finally break free from the low-cost products that have bound you.

So before we begin, what do I have to say?

Now is the perfect time to release the ties that bind you and sell products that cost more and deliver more value to your customers. While many have become successful by churning out low-priced products time and time again – those who have made money beyond their wildest dreams have all switched from low-end products to high-ticket products. And now is the time for you to do the same.

## **A Quick Overview**

This ebook is primarily dedicated to helping you design and build your own high-ticket products. These are, in essence, the products that cost significantly more than low-priced products that you have been selling – but also provide the extra value that your customers have been looking for.

Offering high-ticket products is a much better way to make a lot of money in order to grow your business, but it is not for everyone. No matter what, you should start your business small and then grow to offer more and more expensive products as time goes on.

People who have never done business with you before will be much more inclined to buy a low-priced product from your selection than a high-priced product. This is because business is inherently rooted in trust between the buyer and the seller.

This ebook will discuss the relationship between the buyer and the seller and how important it is to be able to market high-ticket items to your most profitable customers – those who have been with you the longest.

We will also be going over a variety of different high-ticket products that you may want to consider selling. These products range in price, but they all share a couple of main points in common.

First, all high-ticket products cost more than the average low-priced products.

Secondly, high-ticket products are those which offer a great bang for your customer's buck, giving them something unique for their dollar.

Finally, this ebook will walk you through all of the necessary steps to create your own product. From market research to the actual building of the product to selling the high-ticket items to your customers, we will teach you everything you need to be successful in this arena.

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The ebook will end by summing everything you have learned into a couple of different example products which we will work through from beginning to end so that you can get a good idea of exactly what you need to do to create something similar.

# **Understanding the Buyer & Seller Relationship**

To fully understand the value that high-ticket items can bring to your business, you need to chart out what your sales funnel will look like.

## **Building a Sales Funnel**

To fully understand the value that high-ticket items can bring to your business, you need to chart out what your sales funnel will look like. Are you the type who relies on new customers only or are you able to milk your existing customers time and time again?

Your mastery of being able to sell to both types of customers is a skill that will greatly set you apart from the competition and allow you to bring in even more money.

Essentially, there are two types of sales funnels. Your business may be using either one or, in the best case, both. These funnels are designed to show you exactly what it entails to drum up new customers or sell to existing ones.

The first sales funnel will discuss the efforts needed to sell to people who have never bought from you before. If you are just starting out with your business, this is the only funnel you will have access to. After all, new business owners do not have any existing customers to speak of.

A new customer sales funnel for an online business begins with every possible person who has access to the Internet. That is a heck of a lot of people, let me tell you. Unfortunately, you will not be able to sell to that many people – but that sure would be nice.

***Insider Tip:*** For 71 powerful and proven methods on flooding your website with targeted traffic, check out "[Fast and Easy Traffic: 71 Powerful Tactics That Can Generate A Rush Of Visitors To Your Website.](#)"

This amazingly large number immediately gets chopped down to a much, much smaller number of potential customers. This second step of the sales funnel includes those people who actually visit your site. Once again, as a fledgling business, you have to rely on SEO (Search Engine Optimization) and other techniques to raise awareness of your site. The more visitors you have in this second step, the greater your numbers will be for the following step.

Step three includes those people who visit your site and are actually interested in your products. They may or may not purchase, but at least these are people who have some desire to learn more about what you are selling. For every visitor you get from a search engine query or a forum link, as long as you targeted your keywords correctly, this third step should include nearly as many people as the second step.

Moving on to step four, your potential customers will take another large drop in numbers. That is because this step includes only those people who actually make a purchase. A large purchase, a small purchase, it does not matter. The only thing that you should be

concerned about, at this point, is making sure that their name, email address, phone number, and mailing address all get added to your database.

As you can see, the amount of potential customers you have as a business that only deals with finding new clients is staggering. However, those numbers can quickly shrink in size when you actually take the time to analyze the sales funnel for a business like this. That's why it is so important to also take advantage of this second type of sales funnel. The one designed for businesses that deal with existing customers.

If you are the owner of a business that has been around for a while or has offered a lot of low-cost products that people have been dying to get their hands on, then this second type of sales funnel will work perfectly for you.

Unlike the previous funnel, which began with everyone in the world who has access to the Internet, this second type of funnel starts with only those people who have either purchased from your store previously or those who have signed up for your newsletter at some time or other. In other words, these are the people who know about you and trust you already.

You offer a product to this sizable group of back-end customers in hopes that some of them, remembering who you are and the quality of your products, will jump at the offer to buy your newest item. Some of them will, giving rise to the amount of people in this second and final step of the back-end sales funnel.

So what do these two funnels mean to you as an online entrepreneur? Well, for one thing, notice the difference in the length of the funnels. The first funnel, which focuses on new customers, is much longer and more drawn out. The second funnel, the one designed for back-end markets, is a much shorter process. This means that concentrating all of your energy on finding new customers each and every time you sell a product is not good for your business. This is especially true if you are trying to get people to buy a high-ticket product without them ever visiting your online store at a previous time.

The other thing that these sales funnels deal with is the amount of people that are retained at each step of the way. Obviously, in the first sales funnel we constructed, the amount of people at each step is significantly less than the step before it. However, with the second sales funnel, provided you are doing a good job of keeping your customers happy, you will find that a high percentage of those who have bought from you previously or those who have signed up for your newsletter will be interested in your newest products. That means more money for you – especially when you start selling high-ticket items.

As you can see from these two different sales funnels, the second one is the one you want to focus your business towards. While you should always spend some effort on finding new customers, you never, ever, want to forsake the customers who are already tied to you through a purchase or a newsletter subscription. These back-end customers are the ones who will be the most likely to buy your products time and time again, but more on that in the next section.

**Insider Tip:** If you need help in increasing your opt-in list and back-end profit potential, check out "[List Building Video Tutorials For Newbies.](#)"

## **New Customers vs. Existing Customers**

There has been a battle brewing practically since the dawn of marketing. Does a successful business owner focus on attracting new customers or does he or she focus on keeping up a good relationship with customers who have already purchased from him or her in the past? The answer to this question depends on who you ask, but for the most part, many modern marketers will tell you that it is much better to keep the customers you have already made. In other words, continue to build relationships with them.

Let us talk about new customers versus existing customers in terms of pros and cons. We will also use this section to discuss how high-ticket items can factor in to the minds of new and existing customers, as well as who your target market should be for high-priced, highly-usable products.

Alright, so we will begin with new customers. These are the people who visit your website by clicking on a link in a forum or from a Google (or other search engine) search. While there are a variety of other ways that they could have used to discover your site, the main point remains the same. They have never done business with you or your company before.

So what are some of the positive points for new customers?

1. They are potential targets who may have read your ads and copy and decided to stick around to see what the fuss is all about.
2. Even if they do not buy your products, they may still be interested in subscribing to your mailing list.
3. They could be seen as a fresh source of income which, if successful, could help build your back-end market in good time.

And what are the cons of new customers?

1. They are expensive to track down.
2. Most visitors may not be interested in what you are selling.
3. They are more likely to be one-time buyers than repeat customers.
4. They may not trust you enough to purchase one of your more expensive or high-ticket items.

Alright, so let us further examine these points. For starters, new customers are like a fresh start for you as a businessperson. They have no idea who you are, they know nothing of your reputation, and they may be more influenced by your copy than most. However, do not mistake this lack of knowledge as naivety. Chances are that they have bought things from online marketers before and may or may not have had a good experience.

One of the best points about new customers is that they can become your back-end market in good time, provided you take the time to build a positive relationship with them.

After one purchase, you can contact them and make sure that they like what they bought. Send them discount coupons to keep them coming back. Whatever you have to do in order to turn a new customer into an existing customer can and should be done.

Hopefully, you have learned from any mistakes that you may have made when building your existing back-end that you will not repeat your errors with your new customers.

But what about the problems with finding new customers? For most people, the biggest drawback is the expense that goes into each new sale. You have to advertise, which costs time and money.

Maybe you have to do some cold calling, which also costs time and money. That is all time and money that would be much better spent for other projects – like creating new products to sell to your customers.

Another issue is that you risk wasting advertising money on those who may not be interested in what you are selling in the first place. Thanks to click fraud and a number of other nefarious tactics, many people are often screwed over by what they consider well-placed ads. This leads people who could care less about what you are selling visiting your site only because it creates ad revenue for the first site.

Perhaps the largest problem, though, for those of you reading this ebook is that new customers do not trust you enough to buy high-ticket items from you. You may assume that what you are offering is such a good deal that customers would be fools to pass it up, but put

yourself in their shoes for a moment. You visit a site that may not look particularly attractive. The main product being offered is a high-ticket item, but other than the sales copy on the site, you have no idea how useful the product would be. Because of the often shady style that most marketers use to sell their products, you know you would probably never be able to get your money back, so you close the site and never return. This happens all the time. It can kill any chance of profits on a high-ticket item.

Now that we know about the pros and cons of new customers, let us examine some of the positives and negatives of existing, or back-end, customers.

An existing customer is basically anyone who has bought a product from you before. However, for the rest of this ebook, we will also assume that existing customers are also those who have expressed interest in your products by signing up for your email newsletter or syndicated RSS feed.

Some of the pros of focusing on existing customers.

1. They know and trust you.
2. They have bought from you before and are aware of what you offer.
3. They do not require you to spend much extra time or money to advertise to them.
4. Profit margins are wider when you sell to existing customers.

Unlike new customers, however, there is only one negligible con for selling to existing customers.

1. You limit your market if you sell to existing customers exclusively.

As you can see, there are not too many negatives when dealing with existing customers in your back-end market only. And out of those negatives, the problems can be solved quickly and easily.

However, the pros of selling to your back-end market should be clear. They can all be summed up in one short sentence. Existing customers are easy to sell to. And they generate the most sales for your advertising dollar. That's a pretty hard deal to pass up for any marketer, and quite frankly, you would be foolish to not direct a lot of your energy to selling to customers who have already made a purchase from you.

But in case you do not yet believe me, let's look at the pros and cons of existing customers a little more closely.

Starting with the pros, you have a huge advantage when selling to your back-end market because you are dealing with people who already know and trust you. These are the people who recognize that any products associated with your name are going to be high quality and useful to whatever they decide to do. This makes it a heck of a lot easier to build sales upon sales because you do not have to spend the time or money convincing people that you are not just going to take their money and run.

Next, think about where you do most of your shopping. Are you the type of person who goes to all of the different grocery stores in town? Do you sporadically walk into clothing stores that you have never shopped at before? For most of us, the answer is no. And why? Because we like what we know and we know what we like – and we trust what stores we are already shopping at. You have purchased steaks from one grocery store before, liked them, and will continue purchasing steaks from them in the future because you've built trust in what they offer. It's the same thing with your back-end market.

One of the best things about selling to existing customers is the lower cost of advertising. You can use your newsletters and mailing lists to get your customers excited about an upcoming product (especially a high-ticket item) and then just let them know when it is released and what kinds of information it features. Set a price and watch the customers flock to it. Simple as that – and it beats trying to scour the Internet for new customers every time you have a brand new product offering. What a pain that is.

Finally, because you are not spending as much time and money on selling to existing customers as you would selling to new customers, you end up with a much wider profit margin. We are not talking about a few dollars per sale – but as much as ten, twenty, or even a hundred dollars on really high-end items. With all of that extra money, think of the things you could do. Expand your business. Go on a nice vacation. Offer even better products for more money. Start a whole new Internet operation. Buy a house or a car. Get your wife that diamond necklace she has been looking for. It's up to you – but now you have the money to make it happen.

But not everything is perfectly positive when it comes to selling to existing customers. You have to be careful that you do not accidentally trap yourself into a back-end only sales position. After all, chances are that, especially if you are starting out, your back-end market is not very large at this point. If you concentrate on selling only to those in your back-end, you risk losing any amount of money you could make off of selling to new customers as well – which is a surefire way to make sure you never become successful as a marketer.

So what is the solution? Easy. Focus on your back-end market, but do not forget about attracting new customers every time you have a product you want to sell. Sounds simple? That's because it is simple. As long as you keep your existing customers happy, you should have no trouble converting at least 80% of them into sales each time you have a new product on the table. As for attracting new customers for each product launch, there are a couple of ways to make your efforts a lot more attractive.

1. Borrow credibility from JV (Joint Venture) Partners if you don't already have an established reputation.
2. Develop a powerful and aggressive pre-launch marketing campaign.

The first step is the biggest problem that befalls starting marketers. No matter how much you know and no matter how much amazing information you have to share with the world for even a small price, lots of people may not take you up on your offer simply because they have never heard of you before. We cannot all be a big-name marketer from the get-go (unfortunately), so sometimes we have to

start small. And that is fine. But if you really want to give your marketing a boost, you are going to have to team up with JV partners to help give your credibility a kick-start.

What you do is this. You approach some JV partners who have been affiliates to products like the one you are going to offer.

From there, you ask them if they would like to form an affiliate partnership with you for a deal that will make both you and them happy (monetarily speaking, of course).

If they say yes, you give them a sales page they can use to direct sales to your product for a percentage of each purchase and you are good to go. You have just given yourself a big jolt of credibility by teaming up with a big-name marketer, and even though you will be sending him or her a portion of your profits, you will end up with a number of new customers that you can sell to later without the need of a middleman.

***Insider Tip:*** Among many other valuable benefits you'll receive when you join, the [Turbo Membership](#) offers "The Mystique Circle of Successful Joint Venture Turbo Partners," where you can partner up with other Internet marketers to help you promote your first big product launch.

The other step involves creating an aggressive marketing campaign long before the launch. You have seen this done everywhere from movie releases to book publications and everything in between.

A successful marketer knows that he or she needs to spend time and money building the hype for a product long before it hits the market. As long as you can get people jazzed up about buying what you are going to be offering, you will find that it is much easier to make sale after sale when it finally comes down to the wire.

Once again, though, this may sound easier than it actually is.

In order to develop an aggressive pre-launch marketing campaign, you are going to need to complete quite a few tasks ahead of time. For starters, you are going to need to build anticipation for the new product.

Get people excited about it. Post on forums. Send out emails. Tell your friends to do the same. Get advertisements going. Make some snazzy graphics. Blog post about it to death.

Do whatever you have to do to get ideas about your product into the consciousness of possible customers. But whatever you do, do not make claims you cannot keep. There is nothing more devastating to a product launch than something that has been completely overhyped.

***Insider Tip:*** To even create more of a pre-launch marketing buzz for your upcoming product, learn how to post video blogs (or vlogs) by checking out "[Vlogs: Master Profitable Video Blogging In 30 Minutes Or Less.](#)"

To double your aggressive pre-sale marketing, you are also going to need to focus on your copywriting skills and your salesmanship. If you

are an excellent writer, this is your time to shine. Put those amazing copywriting skills to work to get people exciting about the product that you are going to be offering in the near future. If you are like most marketers and you absolutely cannot stand to write even a paragraph of sales copy, hire someone who can. Most freelance copywriters come cheap and will do a bang-up job for you by whatever deadline you are looking to meet.

As far as salesmanship goes, keep hyping the product, but do not go overboard. Never say your product will include something that you are not sure about and do not get people overhyped for a product that may not be as spectacular as they are hoping it will be. This is extremely important when it comes to high-ticket items, as it is a very amateurish mistake to overhype, overcharge, and under-deliver when it comes time for people to actually buy your product.

## **In Summary**

Alright, so let us sum up everything you should have learned in this chapter.

To start with, you want to focus on selling to your existing customers because they are easier to sell to and they help you generate more profit per sale. If you do not have a large back-end market of existing customers, however, you will need to also sell to a number of new customers.

Selling to new customers is much more difficult, costly, and time-consuming.

## **Maximizing Profits: *How to Create High-Ticket Products***

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However, marketers of all types will still have to focus on new customers as well as the old. If you already have a good reputation in your chosen niche, all you have to do is go out to the world and talk about what kind of product you will be offering, do some aggressive pre-launch marketing, and people will buy because they recognize who you are.

On the other hand, if you are just starting out and you do not have a name that people know, you can borrow credibility from known marketers who will become your JV partners. These people will use their credibility to bolster your own and take some money from each sale that is directed from one of their sites.

With this boost in credibility and your aggressive pre-launch marketing tactics, you should be able to gain a lot more sales than if you were to simply go it alone without having a well-recognized name in the marketing world.

# **An Overview of Products**

## **Low-Ticket Products**

Low-ticket products, known to some as entry-level products, are products that do not cost very much, offer medium to small amounts of value, and are perfect offerings for new marketers who do not have much name recognition or an impressive list of return customers.

There are a number of pros and cons associated with low-ticket products.

Some of the most common benefits of selling low-ticket products include:

1. The low price makes them a “no-brainer” for people to purchase.
2. They are quick and easy to create.
3. They are the fastest way to build a reputation.
4. They can be sold for cheap or given away as freebies to help build your back-end market.

And some of the cons associated with low-ticket products:

1. They do not usually offer an exceptional value for the customer.
2. Profit margins are not as high as with high-ticket products.

So, as you can see, there are a variety of benefits associated with selling low-ticket products, especially for newcomers to the marketing

niche of their choice. Let us examine a few of these benefits and negatives before we go on to discuss a few common examples of low-ticket products in the next section.

To begin with, low-ticket products, at their essence, are low-priced. This is a huge benefit for people working to make a name for themselves in the marketing niche that they are shooting for. After all, if you are a customer, are you going to risk spending hundreds of dollars on a product from someone you have never done business with before? Or are you going to be more willing to only spend ten or twenty dollars on a low-ticket or entry-level product?

The choice is clear – most people will be more likely to buy the low-ticket product because the cost of the marketer not following through is much less.

The next benefit of selling low-ticket products is that they are extremely easy to build from scratch. Because low-ticket products do not usually have as high of a value as high-ticket products, they do not require as much research or work to build.

This means that it is easy to create one low-ticket product after another – something that can greatly help you bring in extra profits and improve your back-end market.

Speaking of your back-end market, because you can sell so many low-ticket products so quickly (thanks to their low price and quick build times), you can gain more existing customers faster than you would normally be able to if you focus solely on low-ticket products from the

start of your marketing career. While you should progress to high-ticket items as your reputation increases and people begin to know and trust you, starting with low-ticket items is a solid way to build your list of existing customers and keep your reputation on the rise.

Finally, if you are really hungry to get more names and email addresses for your newsletter and back-end market, you can even offer low-ticket products free of charge or at massive discounts. After all, because these products are so cheap to create, you can use them as incentives to help you recruit more people to your newsletter subscriptions or throw them in as free gifts to customers who purchase one or more of your high-ticket products.

In other words, low-ticket products provide a lot of versatility that many other product categories simply do not.

However, as is the case with all product offerings in the marketing world, there are a number of negative points associated with low-ticket items. Let us examine some of them in more detail below.

Really, the major problem for you as a salesman or saleswoman is that offering low-ticket products exclusively is a surefire way to not increase your profits to their maximum levels.

Sure, if you think about the fact that you will likely sell more low-ticket products than high-ticket products, you can assume that you may make more money thanks to economies of scale. But if you already have a large back-end market which is just chomping at the bit to swoop in and buy your latest offering, then you should focus your

efforts on products that are going to make you the largest profit per sale – your high-ticket products.

Of course, there are also problems selling low-ticket items to customers.

Mainly, many customers may not feel as though they are getting as much value out of a low-ticket item as they would get out of a high-ticket item. While we will go into much more depth on the value of products later on in this ebook, it is important to note at this point that low-ticket items do not offer the perceived value of high-ticket items. That is, people feel that they are getting more when they pay more. This can lead to some people thinking that low-ticket items just are not worth the investment – even if they only cost a few dollars.

The important thing to note about low-ticket products is that the pros outweigh the cons – to an extent. While you can do fairly well for yourself by selling only low-ticket products, they are designed to be used only when you are first establishing your name as a marketer. After that, you need to start focusing on selling high-ticket items if you really want to maximize your profit potential.

## **Examples of Low-Ticket Products**

Chances are that you have seen a number of different low-ticket products offered. You have likely bought a few yourself at some point or other. As long as you are selective on what you spend your money on, there is a good chance that a lot of low-ticket products can offer a lot of bang for your buck. But you have to be selective.

The same selective philosophy goes for the low-ticket products you will be selling. Do not just offer anything that comes to your mind as a low-ticket item.

Start with things that fall within your niche.

After all, you are trying to become a master of your domain, and in order to do so, you need to focus on offering products that people, who are interested in the niche you are targeting, are going to want. For example, if you are involved in a niche related to teaching people how to set up their own websites, blogs, and whatnot – you will want to focus your low-ticket products on that niche.

Even if you really enjoy photography, typography, katanas, television shows, or movies, do not release low-ticket products related to those niches or you will quickly find that you simply have no market for them. All of your efforts will be wasted and your profit potential will go down the drain.

Now that you know about specificity, let us talk about some of the different types of low-ticket items you may want to consider selling to your front- and back-end markets. This is by no means a comprehensive list, but you should use it to get your brain thinking about what makes a good low-ticket product.

Furthermore, use this list as a guide to help decide which types of low-ticket products would be right for your niche.

We will discuss these products in this section:

1. Value-Enhancing Products
2. Email Courses
3. Ebooks and Reports
4. Short Audio or Video Products
5. Physical Books and Reports

## **Low-Ticket Product 1: Value-Enhancing Products**

Value-enhancing products can come in a huge range, but it is important that with each item you offer, you are selling something that will boost the value of other items that you are currently selling.

Let us look at the world of blogging, for example. A lot of web designers are currently offering so-called premium themes for the Wordpress blogging platform. While these themes themselves can range from low-ticket to high-ticket, think of the possibilities for value-enhancing products that could go along with each theme sale. Obviously, these would be products that you will be selling to your back-end market.

In this niche, you may want to consider offering some kind of a theme customization service, with different tiers ranging from low-ticket (a few bucks to change the header) to high-ticket (a couple of hundred dollars to completely edit the look and feel of the theme).

Or you could sell a series of tutorials on how to edit a theme to make it customizable.

Or you could even sell various Wordpress plugins that could help expand the functionality of the blog.

Obviously, the list could go on and on, but you get the idea. The important thing to keep in mind is that you stay on topic and offer low-ticket items that are actually useful to someone who has already bought an item from you.

As for pricing, each value-enhancing product should be individually priced. After all, why price everything the same when, obviously, something like a Wordpress plugin would be worth a heck of a lot more than a 125x125 advertisement for a customer.

In short, you want to create low-ticket products that add to the perceived value of other products you are selling.

## **Low-Ticket Product 2: Email Courses**

The email course is a highly versatile low-ticket product. It can be offered as either something that will be sent out by your customers to their customers, or as a type of training program that is distributed to your customers almost like a daily or weekly email magazine.

While you can sell the first type of email course if you really want to, the second type is really the better route. With this second type, you do not end up limiting your market as you would with the first. Instead, you can simply market your email courses almost like a type of electronic magazine.

As long as you keep your emails on target within the specific niche of your choice, you can sell email course after email course. However, like we discussed earlier in this ebook, selling only low-ticket products is not a surefire way to make it rich.

Perhaps the greatest benefit of email courses is that you can use your normal email newsletter as a marketing tool to really get people to bite and buy access to your email courses. Tempt your back-end market with snippets from a new email course and you will no doubt find takers in no time.

### **Low-Ticket Product 3: Ebooks and Reports**

So what exactly makes an ebook different from a report? Which type of product suits your niche best? Why would you want to sell one and not the other?

At its most basic, an ebook is a book that has taken the form of a PDF document. It has all of the same types of content as a regular book, but instead of being bound and made of paper, it is crafted with bits and bytes so that your customers can take it anywhere, any time.

So why sell ebooks instead of regular books as low-ticket products?

1. They are cheap to make and completely free to sell, unlike regular books that require a publisher to get involved.
2. They can be updated, which will always keep the topic current and the information centered on what is new and upcoming.

3. Ebooks offer more flexibility because you can write about whatever topic you want – even if that niche is not a known moneymaker for the publishing industry.

Unlike ebooks, reports tend to be more factual with their information. Ebooks generally have more personality thrown in, while reports are filled with cold, hard data.

Deciding which type is right for you can be a real challenge, but I recommend that you try both and see which one is the most successful. For most niches, I will say that the ebook will likely win – but you can never be sure. So do yourself a favor and give both a try.

To really get the most out of the ebooks you sell, consider a three-pronged tactic to creating each and every ebook you are going to sell.

1. Choose a timeless topic.
2. Focus on the quality of the content over the length of the ebook or report.
3. Avoid writing an ebook or a report that steals content from your paid email courses or free newsletters.

***Insider Tip:*** To learn more about how to create your own enticing ebook offer, consult "[Yes, You Can Write Your Own Ebook: A Complete Guide To Digital Publishing.](#)"

## **Low-Ticket Product 4: Short Audio and Video Products**

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Audio and video products offer a lot of benefits that make them really unique in the eyes of your customers. Furthermore, they are easy to produce. Most of the time, all you will ever need is a microphone, a video camera, a computer, some screen-capture program, and a script.

Another big benefit of selling short audio and video products as low-ticket items is that there are some ideas that are easier to get across with audio or video than with text and pictures.

The real question is, when should you offer audio and when should you offer video? Like the question about ebooks versus reports, it is ultimately up to you – but let your niche determine which product is right. For example, why would you do an audio-only series of Photoshop tutorials? In the same token, why would you bother recording a set of videos that document your stock-picking methods?

The key to creating a successful audio or video product is to make sure that it is engaging to the buyer. Whatever you do, do not bore your customers. Edit your audio and video products to make them clear, concise, and entertaining.

I do have one word of warning for you about video products in particular. Do NOT post your video up on YouTube or any of the other video-sharing sites. And make sure that you scan those sites to prevent others from doing the same.

There is no better way to cheapen your brand than by selling something and then quickly offering it for free.

## **Low-Ticket Product 5: Physical Books and Reports**

The obvious question about physical books and reports is, why would you sell a printed book or report instead of an ebook or electronic report?

Credibility. Actually, having an idea that a publishing company thinks is worthwhile enough to invest in is worth a lot more credibility than just hammering out an ebook on your home computer. Your customers know this. Although ebooks are great resources on a lot of great topics, only printed books can massively boost your status as a true authority on a topic.

Unfortunately, the only problem with selling a traditional book is that choosing the topic you want to cover in a physical book is a lot more difficult than choosing an ebook topic. Publishers are very selective when deciding on what they are willing to send to the printers and they will need some assurances that the product you are pitching is going to sell.

If you are not sure whether or not you should go the traditional book route or the ebook route, start by thinking about your Internet status. Go with the traditional book route if you are already successful in your niche and you have a lot of name recognition in your field. On the other hand, if you are new to your niche and still trying to make a name for yourself, concentrate on developing an ebook instead.

## **High-Ticket Products**

A common misconception is that high-ticket products are simply more expensive low-ticket products. This could not be any more distant from the truth. You should think of high-ticket products in a class all their own, as they offer a variety of things that are vastly superior to low-ticket products. While we will discuss what actually makes a product high-ticket later in Chapter 4, we will dedicate this section to simply describing some of the pros and cons of high-ticket items.

The pros of selling high-ticket items include:

1. They can help you boost your reputation in your niche.
2. They provide a very high profit margin.
3. With a growing back-end market, your earning potential is nearly limitless.
4. They provide more value to your customers.
5. Some can be used to earn money month after month.

And the obligatory cons:

1. They are more costly and time-consuming to produce than low-ticket items.
2. They require that you have a higher reputation in your respected field.

It should be obvious to you that the pros of selling high-ticket items vastly outweigh the cons. Whether you are into marketing for the money or the reputation, you can never be truly successful if you do

not sell high-ticket items at some point. Let us examine these pros and cons in a little more detail.

To start with, there is nothing like offering a high-ticket item to really make you seem like an authority in your niche. Of course, in order to actually get any sales of your high-ticket item, you do have to be an authority – but high-ticket items can dramatically help improve your status beyond just the typical authority figure role.

Of course, the reason you are likely reading this ebook in the first place is because you are interested in the profit margins. Well, because most high-ticket items do not really take “that much” more time to create, they are able to provide you with a very high profit margin. We are not talking the few bucks that you would make on a traditional low-ticket item.

Instead, think about hundreds or even thousands of dollars in profit on every item sold. Now that is a way to really make it rich.

Also, couple those large profit margins with a nearly limitless earning potential – sometimes each and every month.

Some of the products we will discuss in the next section have the power to be stretched month after month for massive amounts of profits. And furthermore, every product in the high-ticket item range is very attractive to your back-end market – giving you more and more incentive to make your back-end market grow thanks to the value presented in every product.

## **Examples of High-Ticket Products**

Before we talk about some of the high-ticket items you may want to consider selling, we have to talk about specificity. With low-ticket products, it is important that you only sell items that are directly related to your niche. With high-ticket products, it becomes absolutely vital. You have to sell products that are directly related to your niche or you can kiss your profits goodbye.

I cannot stress this enough. Once you pick a niche that you want to become an expert in, you need to stick with it through every high-ticket product you sell.

Now that you know about the importance of specificity to the high-ticket market, let us talk about some of the different types of high-ticket items you may want to consider selling to your front- and back-end markets. This is by no means a comprehensive list, but you should use it to get your brain thinking about what makes a good high-ticket product. Furthermore, use this list as a guide to help decide which types of high-ticket products would be right for your niche.

We will discuss these products in this section:

1. Big Box Products
2. Live Events
3. Personal Consultations, Training, and Coaching
4. Membership Sites
5. Custom Products for Individual Customers

## **High-Ticket Product 1: Big Box Products**

Also known as the multimedia hybrid product, big box products are those items that offer a huge mixture of ebooks, various marketing materials, audio and video files, website templates, reports, and who knows what else. Think of the big box product as combining a number of low-ticket items into one massive high-ticket item.

The goal, of course, is to make money by combining like items into one massive deal that customers would be downright foolish to pass up. Talk about increasing perceived value.

Along with huge value, one of the best benefits of selling big box products is that they are perfectly suited for just about any niche. No matter what kind of market you are trying to sell to, you can offer a big box product at some point and people will bite.

Basically, if you can sell low-ticket items, you can sell a big box product too.

Like we have discussed before, the important thing about any high-ticket products, but big box items in particular, is that your customers need to feel like they are getting an amazing value for their dollar. Most, if not all of them, will know how much you charge for your other products, so they will want some deep discounts on your big box item. If they want massive discounts, give them to your customers and watch item after item just fly off your server.

## **High-Ticket Product 2: Live Events**

I hate to start out with a negative, but unfortunately, the live event is not something that just anyone can offer. There are only a few niches that can take advantage of a live event. Marketing is perhaps the most dominant of these niches, so let us focus on that for a moment. Marketers, unlike so many other niches, are selling advice from the very beginning. And advice transfers extremely well to the live event arena. There are other niches that can too (money management, weight loss, etc.), but marketing is almost in a world of its own. If you are a successful marketer, countless people want to be in your shoes. They want your money, they want your knowledge, and they are willing to pay a premium to see you live – if you are an authority in your field.

For anyone looking to promote a live event as a high-ticket item, there are a few points to keep in mind.

1. You have to have good stage presence.
2. You have to be able to communicate your ideas eloquently.
3. You need to prepare a speech.
4. You must be a big name in your field.

Unless you are fully able to meet these four requirements, do not even consider offering a live event. The key to a successful live presentation is that you are able to meet each of these requirements. Otherwise, your presentation will end up as a flop, you will lose credibility in your field, and you will be the laughing stock of other individuals in your niche.

### **High-Ticket Product 3: Personal Consultations, Training, and Coaching**

Personal consultations or training sessions are very similar to live events. All of the same rules apply, but in order to offer effective one-on-one time with your customers, you are going to have to truly be an expert in your chosen niche and have the authority and reputation to back it up. After all, the advice that you give people during personal consultations, training, or coaching, will directly be used to benefit that person or the business you are speaking with. The last thing they want to do is hire someone who claims to have expertise but lacks the knowledge that his or her competition may possess.

The benefit of offering personal training or coaching is that you can offer this product no matter what niche you have decided to become an expert in.

### **High-Ticket Product 4: Membership Sites**

Membership sites are actually not entirely high-ticket items – but they are certainly not low-ticket either. They occupy a mid-range that can help you build your reputation and maximize your profits over the long term. However, you should not sell access to a membership site until you have amassed a larger following and have established yourself as an authority in your field.

Easily the best benefit of membership sites is that they are the only product that can offer you continuous earning potential. All other products are a one-time deal – but membership sites are the gifts that

keep on giving. However, you also have to keep them updated continuously for members to continue their subscriptions.

Unfortunately, the major flaw with membership sites is whether or not you should keep it open if you do not have many members. This is why it is important to only offer membership sites when you have established yourself in your field. Your name will help you draw far more members than you would have thought.

***Insider Tip:*** To create a profitable membership site that makes your customers happy and earns you residual income month after month, check out "[Building A Profitable Membership Site: Create A Profitable Customer Base.](#)"

## **High-Ticket Product 5: Custom Products for Individual Customers**

Custom products are known as the highest of the high-ticket products. These are not products that are going to be easy for you to create, but they do command a lot of money.

Essentially, you are going to be using your expertise and your skills to design and build a custom product for an individual customer.

What happens is that a customer contacts you and tells you that he or she is looking for something in particular, something that is similar to what you offer, but different in a number of ways. You then use your skills and expertise to make that product a reality for your customer.

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Maybe it is a new website, maybe it is a training session that the customer can use to improve the morale of his employees.

The options are endless, but the amount you will be paid for such an item is certainly enough to classify these unique products as high-ticket.

# **How to Create High-Ticket Products**

There is a large variety of different points which make a product “high-ticket.” We will be discussing those points in this chapter, but for those of you who prefer a quick overview, I have listed the points below.

- Content Level
- Format
- Delivery
- Semantics
- Price
- Who Created the Product
- Marketing and Copywriting Skills

## **Content Level**

The first factor to consider when trying to increase the perceived value of your high-ticket product is to consider who the product is designed for. Is your product perfect for beginners, intermediates, or advanced customers?

The content level of your high-ticket product can be a major deciding factor in the value of your product simply because some people assume that a more advanced product is going to provide more valuable information. While some of them certainly do, even beginner products can have great information to really make them stand out.

However, if you want the most success in increasing the value of your high-ticket products, I recommend that you focus on intermediate and advanced items. These are products that will appeal to most of the people in your niche, as well as the highly profitable back-end market that will mostly consist of intermediate and advanced level individuals.

## **Format**

We have already talked about the formats of high-ticket and low-ticket products in the previous chapter, but it is worth talking about again. Low-ticket products are predominantly those products that do not seem very valuable – like ebooks and reports. On the other hand, high-ticket products, such as seminars and workshops, can provide a much higher perceived value because they innately seem as though more work and effort went into their creation.

***Insider Tip:*** Not only does the format need to convince potential customers that it is worth their money to purchase your offer, but you also need to “package” your offer properly to convince them that they should purchase your offer – “[Internet Packaging Strategies: Increase Consumer Confidence Through Responsive Presentation Models!](#)” will help you learn how to package your offer properly for maximum response!

Of course, as far as format is concerned, you have to stick with what you can actually do. If you are still not well-known enough to fill an auditorium with people who want to hear you speak, then record some audio or video interviews.

These products have a higher perceived value than text products, but do not require the logistics that are necessary to plan a large gathering like a workshop or other speaking event.

## **Delivery**

The perceived value for the way a product is delivered derives from the fact that people still like things they can touch, feel, and see for themselves. While digital products have their place in the world, they are often not classified as high-ticket items. This is, quite simply, because a digital product does not feel real. You cannot touch it, you cannot hold it, and you can only see it on a screen.

In contrast, products like physical books, hybrid products, speaking engagements, and so on, all pack the value of high-ticket items because they are actually things and not some bits and bytes on a hard drive. For some time to come, people will still feel that they are getting a better deal on something if they actually have a physical product in their hands. This may change with time, but for now, if you want to sell high-ticket items, it is in your best interest to introduce some type of physical product into what you are offering.

## **Semantics**

This is the factor that sets a good marketer apart from a poor one. Semantics is how you describe the thing that you are selling. People are going to buy a product based on how well you sell it, so make your product sound impressive.

Think about this point for a moment. Would you rather buy a boring package of products or a home-study course that is guaranteed to make you money? Would your money be better spent on an ebook or a guide? A video or a tutorial? Just by calling something a different name can make that product seem like a much better deal. After all, you never hear of Ferrari dealers referring to their products simply as “fast cars.”

## **Price**

The price of a product can also dictate its perceived value – to a point. After all, if you are selling tickets to a workshop for only a few dollars per person, people are going to think that you are a nobody with no good ideas. You need to jack that price up to make it seem like you have something going for yourself. Low prices are for low-ticket items that do not have much value. High prices are for high-ticket items.

However, there is a slight caveat to this point. Sometimes, you can charge too much for something. Remember that people like to feel like they are getting a deal, so make them one. Think of the most money you would ever consider charging for a product.

Now slash some money off of it in a highly noticeable way so that everyone can see how generous you are. That way you have a “starting price” that is much higher and a “special deal price” that is a bit lower, but still more than enough to help you make massive profits on what you are selling.

## **Who Created the Product?**

This is the biggest problem for those of you looking to start selling high-ticket items without much of a following. You do not yet have any credibility in your chosen niche. This can be a huge problem if you are trying to sell costly items like seminars, workshops, and one-on-one consulting. If people do not know you, they are not going to be interested. You have to have a name for yourself if you are planning to sell the best high-ticket items.

Even if you already are a famous celebrity in your niche, you can still do more to increase the perceived value of your products. One way is to consider conducting interviews with other famous people in your niche. Another way is to bring together a whole panel of experts on a topic for one ultra high-ticket item.

## **Marketing and Copywriting Skills**

Finally, we have your marketing and copywriting skills. This point is similar to the semantics we discussed earlier, but it has less to do with actually naming the product and more to do with all of the sales copy that you (or a hired writer) will be drafting.

Remember that what you write will be the main thing that people, who are interested in buying your product, will have to rely on. Good sales copy can turn even the most weary potential customers into buyers, so make sure that you spend a lot of time tweaking and tuning your words for maximum effectiveness.

What are some copywriting points that you should include in your sales copy?

Start by building pre-launch anticipation to really get your customers jazzed up about your product. Add in some social proof and testimonials to make it seem like your product is really making people happy and successful. Then raise a few objections as to why your product would not work, and cut them down – showing your customers that your product is better than everything else out there. Top it all off with a discussion of the benefits of what you are selling and provide buyers with a good value for their money.

That's all there is to it.

***Insider Tip:*** If you want to write your own compelling sales letters, check out "[Copywriting DNA](#)."

# **Overcoming High-Ticket Product Block**

Chances are that most of you who are reading this ebook are fed up with selling low-ticket products. You want something more out of your marketing. Your ebook days are done.

The problem is breaking yourself free from offering low-ticket products. After all, when you have published ebook after ebook, you probably feel like you are completely out of ideas that you could sell as high-ticket items.

While you may feel like you do not have what it takes to make a great high-ticket item, I'm here to tell you that high-ticket product block is but a small hurdle to overcome.

Let us begin with the problem that far too many people face. Feeling like they have used up their ideas. If you have pumped out a bunch of ebooks in the past, maybe you really have used up all of your ideas. However, there are still plenty more great ideas – even if you cannot think of them yourself.

What you need is market research. You need to see what the market craves and capitalize on it.

And how are you going to do that? By listening to those who know best – your customers.

So if you are considering offering high-ticket products, you already have a flourishing back-end market at your fingertips.

What do you do with this back-end market?

Send them an email asking what kinds of products they would like to see from you. Take their answers into consideration and think about offering a high-ticket item that meets the needs of the majority of your customers.

If you are not so lucky as to have a large back-end market at your disposal, there are other places to get new ideas.

Start with forums for your niche. Join up, ask around, see what people are interested in. This will take more time than asking your back-end market, but it gets the job done fairly easily. Furthermore, you may want to visit some of your competitors' sites to see what kinds of high-ticket items they are selling. I'll be blunt here. Take their ideas and change them around to make them even better and more successful.

The other problem that most people face when trying to come up with high-ticket items is that they feel they are not enough of an expert on a topic in order to make the product worthwhile. This, in many cases, is a completely valid problem. After all, we have talked in-depth earlier about how important it is to be a well-known authority figure in your niche if you are interested in selling high-ticket products.

However, the solution to this problem is also very simple.

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All it takes is a little help from others in your niche, namely, the true experts in your field. For some money upfront or a portion of the sales, many experts will be more than happy to help you create an advanced level high-ticket product. And when it comes to selling tickets to events, courses, workshops, or other live items, you can even have them attend to bring even bigger crowds.

As you can see, there is no problem with high-ticket items that is not insurmountable. Sometimes all it takes is a little thinking outside of the box.

## **High-Ticket Product Examples**

Now that we know all of the ins and outs of building a high-value high-ticket product, let us look in depth at how to build a couple of different high-ticket items from start to finish.

The products we will cover include an advanced online course to help people improve their copywriting skills and a big box product built from DVDs or CDs.

### **Building an Advanced Course**

We begin building an advanced course with finding out what people actually want out of such a course. Refer to Chapter 5 on ways to get customers' opinions and conduct some market research.

Since we already know that this is going to be an advanced course, we have fulfilled the perceived value requirement for a high-ticket item in the content level department. Now we have to focus on the type of format. Theoretically, you can use any type of format for a product like an advanced course, but since we are looking to focus this course on a monthly membership and keeping it online, we should consider offering a mixture of text, audio interviews, and videos.

Next, consider the way you will deliver your content. The goal of this project is to create a membership-based program where users will pay a monthly fee to get access to new content. Because this will take place online, the best way to distribute this content is either via a

website or through direct downloads. However, the audio and video products should also be offered as CDs or DVDs for those with slower Internet connections. So, overall, build a members' only website with a lot of textual content along with full, high-quality audio and video products – but also offer those audio and video products as CDs and DVDs so as not to leave anyone out. That way, you can cover the high-ticket item requirement of offering people physical products as well.

Establishing a price for the advanced course is going to be the most difficult problem, along with whether or not to charge a monthly fee or a one-time fee. To figure out the price to charge, all you need to do is compare your product with other similar products in your niche. Is this advanced course better than another marketer's advanced course? Therefore, should it cost more or less? If possible, compare what you are going to be offering with at least two or three other vendors.

Another great way to determine the sales price of this advanced course, or of any other high-ticket product, is to consult your back-end market. Since you are already going to be using them to help you build hype over the pending release, you may as well ask them what they would be willing to pay. It is better to find out what they think is too much beforehand than to have to lower the price after you have already lost customers.

The other big decision when it comes to offering an advanced course like this is whether or not to charge for monthly membership or a one-time fee. Both have their pros and cons. The benefits and drawbacks of a monthly membership program were explained in detail earlier in

this ebook, but we will now take the time to discuss why you may want a one-time payment.

Perhaps the biggest draw to the one-time payment is that it is easier. You are not required to update as often, you do not have to worry about customers sharing information as readily, and there are no problems with what to do when you only have a few customers and you are not making as much money as you would have liked. Essentially, with the one-time payment option, you can make an advanced course into a high-ticket equivalent of an ebook. Of course, the major drawback is that one-time payment advanced courses only generate money once, not over the course of month after month.

Once you have all of your pre-launch duties filled, you can start crafting the course using the same techniques discussed earlier in this ebook. The important thing to remember is that you focus on ensuring that your customers are getting the highest perceived value for their dollar.

## **Building a Package of DVDs and CDs**

Now let us look at how to begin building a package of DVDs or CDs.

The first thing you need to get out of the way before you even begin thinking about what format to focus on is what product void you are going to fill. In essence, what problem needs to be solved in order for your product to be successful? Once again, refer to Chapter 5 for more information on where to focus your market research efforts.

Once you have found the issue that is going to get you the most sales, you are going to have to find out the best way to accomplish your goal. With audio or video products like these, you will need to search out experts, who will double as your JV partners, to interview. After all, even if you are already famous in your niche, there is no better way to improve the value of your products than to have even more experts all packaged together into one big item.

At this point, you will have to make the decision that will impact the way the rest of the project will go. Are you going to focus on audio interviews, video interviews, one-on-one chat sessions, live teleseminars, a live event during a weekend, or something else? In order to answer this question, you are going to need to see what the schedules of your JV partners are like. If they have free time, do not live too far, and are willing to commit – then go for broke with the live event during a weekend. Record the event and distribute the package of DVDs to patrons after the show. However, chances are that most JV partners will not have the time necessary for such a commitment, so instead, you may have to focus on one-on-one webcam style interviews or a similar product.

Once you have determined what you will be doing, this choice should affect 80% of the material that will be included in the big box package. Therefore, if you have chosen one-on-one webcam interviews, those interviews (recorded from your computer and burned onto DVDs) should constitute the vast majority of what you will be selling in your big box product.

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What should the other 20% of the product contain? A guide that will complement the DVDs and a copy of the transcript from the interviews so that customers are able to read as well as watch the included videos. The important thing to take away here is that the bulk of the product should be dedicated to one big selling point and the other included items should complement that main portion of the product. This will help increase the perceived value of the product and give you a high-ticket item that will sell without a problem.

## **Conclusion**

We have reached the end of our high-ticket product journey and I hope that you have learned a lot of useful information from this ebook.

Before we part ways, let us go over some of the most important points that you should take away from this reading.

For starters, you should focus on selling your high-ticket items to your back-end market. These are the people who will be most likely to buy an expensive product from you and they are the ones who cost relatively nothing (in time or money) to advertise to.

Although your back-end market is the most important, do not forget to sell to new potential customers as well.

If you do not have much of a back-end market at this point, take advantage of borrowing credibility from JV partners and other experts in your chosen niche. These people can greatly help you get your product to the masses.

No matter what kind of high-ticket product you are selling, it is of the utmost importance that you increase the perceived value of your high-ticket item in order for it to sell well.

Luckily enough, there are several points to focus on:

1. The product's content level (beginner, intermediate, advanced)
2. The product's format (text, audio, video, live)

3. The product's delivery method (download, physical product, hybrid, live)
4. Marketing semantics (making the title sound appealing)
5. The product's price (too low, too high, just right)
6. Are you famous in your niche or are you unknown?
7. Your marketing and copywriting skills (how well can you sell, create anticipation, etc.)

Any time you sell a high-ticket product, you are going to want to focus on pre-launch anticipation to really get people hyped about your upcoming item.

Mix that with some great testimonials from well-known experts in the field, proof of how well your product works, discussion of the benefits, and an attractive price, and you have the perfect combination for high-ticket items that can bring in huge profits.

It really does not matter what type of high-ticket item you are thinking about offering; as long as you get it out there, people will buy it. If you are reading this ebook, you likely have all of the ingredients for a successful high-ticket product at your fingertips.

**Now is the time to act if you want to be able to maximize your profits.**

Aren't you tired of selling low-ticket item after low-ticket item in hopes that you will be as rich and famous as the world class marketers? Don't you want to be able to bring in hundreds or thousands of dollars in profits from a single sale?

The only way you are going to be able to do it is through high-ticket items. So get to work using the tips and techniques outlined in this ebook. Your doorway to unlimited profit potential is waiting.

***Insider Tip:*** The real key to making big profits online is to present a continuous stream of high-ticket products and products that provide you with a recurring income (such as membership sites), but it can be quite challenging to keep track of all the products you offer, all the promotions you conduct to advertise those offers, all the affiliates and JV partners who help you promote those offers, etc. Fortunately, [JVManager 2 Fantasos](#) can help you keep all those tasks organized so that you can focus on creating your next valuable high-ticket offer.

**John Delavera and {--your-full-name--}**