OUR PROVEN

HIGH TICKET

SALES FUNNEL

FOR INFOPRENEURS & SERVICE PROVIDERS

ROHIT SHARMA
Founder – High Ticket Club

Meet Rohit Sharma who is a highly successful entrepreneur, founder, and CEO of High Ticket Club. He have achieved over 4.5 crore in online sales in the last 1.5 years and built two eight-figure companies by age 20. He is a respected Josh Talk speaker with expertise in funnels, sales, and business growth. He specializes in rapidly scaling online coaching and freelancing businesses, inspiring clients to achieve exceptional results through innovative strategies and deep sales psychology insights.

DEEKSHA KHULLAR
Co-Founder - High Ticket Club

Meet Deeksha Khullar who is the co-founder and CMO of High Ticket Club, bringing her expertise in content marketing, organic lead generation, funnels and brand building to the forefront. As a Josh Talk speaker, she specializes in helping coaches and freelancers generate massive leads, ensuring their webinars are fully booked and calendars are filled. Deeksha's strategic approach to content marketing and lead generation has empowered numerous entrepreneurs to achieve significant growth in their businesses.

HIGH TICKET CLUB
Build.Amplify.Conquer

High Ticket Club (HTC) is a Business Coaching & Consulting Firm, home to a community of top-minded entrepreneurs. What sets us apart is that we've grown HTC from zero to 3 Crores in revenue in just 11 months.

We Empower Creators & Online business owners to build and scale their business exponentially! 🚀

OUR PROMISE

In this ebook, we're about to embark on a journey to unlock the secrets of building a powerful **sales funnel that attracts ideal clients and converts them into high-paying customers.**

We'll go deep into each stage of the funnel, from crafting captivating lead magnets to selling High Ticket Product or Services. Also study about Lead Optin Pages, Ebooks, Webinars, Conultations and More to Convert Leads into High-Paying Clients

So, buckle up and get ready to:

- An overview of the different **types of products** to consider for your funnel
- The distinction between **high-ticket and low-ticket** products and their impact on your sales strategy
- **The importance of** lead opt-in pages, ebooks, webinars, and consultations in nurturing leads
- **Creating your Value Ladder**
- **Implement a seamless sales funnel** that streamlines lead generation and cultivates loyal customers.

By the end of this ebook, you'll be equipped with a clear roadmap to achieving your high-ticket sales goals. Let's get started!

SALES FUNNEL

Introduction

No matter what you're trying to sell on the web, a sales funnel is the number one way to do it. This is the most systematic way to build trust, to build a relationship and to encourage people to want your brand before making a sale - and it is incredibly powerful when done well.

Take a look around the web and chances are that you'll have come across a large number of sales funnels without even realising it. So what exactly is a sales funnel? How does it work? And how can you tap into its power for yourself?

Those are the questions we're going to be asking and answering in this ebook. Moreover, you'll be able to build your own sales funnel from scratch and use it to capture leads and convert them into paying customers.

Once you understand the science behind this, you'll see why it's the most effective way to build profits and you'll be able to turn any product or service into a massive success.

What is a Sales Funnel?

The term might seem confusing at first, but it is simply a strategy that helps you visualize the customer journey from the initial awareness stage to the eventual purchase.

Think of it as a funnel, where a large number of potential customers enter at the top, and over time, you nurture and refine them into paying customers who exit at the bottom of the funnel. You start out with a broad opening to capture as many leads as possible and then you gradually narrow those leads down to only the most engaged and interested customers so that you can sell to them. All the while, you'll be building trust, building engagement and priming them ready to make a sale.

There's a good chance you'll have encountered different sales funnels in your travel around the web: and you may even have bought products from others through this method. You might have come across a blog and signed up to the mailing list for instance, and then been told to click on the link therein in order to see a free seminar. And then maybe the free seminar asked you to sign up for the next seminar which would cost a little money.

In short, it is a pre-decided customer journey or path that you design for your customer

Why a Sales Funnel is important?

A sales funnel is an essential tool for businesses aiming to optimize their sales process and drive revenue growth. A well-crafted sales funnel does more than just lead a prospect from point A to point B. It strategically guides potential customers through your products or services, nurturing them and addressing their concerns along the way. By mapping out these stages, businesses can tailor their marketing efforts, content, and offers to effectively nurture leads and increase conversion rates.

A well-designed sales funnel helps:

- **Identify leaky areas in the conversion funnel**: Pinpoint areas where leads are dropping off to optimize the customer journey.
- **Measure performance**: Track key metrics to assess the effectiveness of marketing campaigns and sales efforts.
- **Improve efficiency**: Streamline the sales process, saving time and resources.
- **Enhance customer experience**: Deliver personalized content and offers at each stage of the funnel.
- **Increase revenue**: Convert more leads into customers and boost average order value.

Ultimately, a sales funnel provides a clear path for guiding potential customers towards a purchase decision while building long-lasting relationships

AIDA FRAMEWORK

AIDA: The Foundation of Effective Sales Funnels

The AIDA model is a well-established concept in marketing, it stands for Attention, Interest, Desire, and Action. It outlines the mental stages a consumer goes through before making a purchase decision. Despite its origins dating back to almost a century ago, the AIDA model's effectiveness remains unmatched in the contemporary marketing world.

THE AIDA MODEL
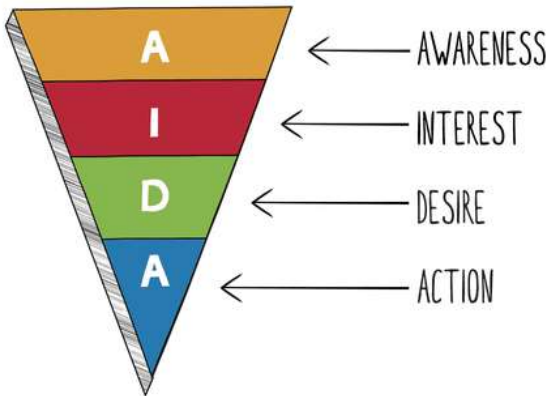
Understanding the AIDA Model

- **Awarness/Attention:** The initial phase involves capturing the target audience's attention. This is where striking headlines, captivating visuals, or compelling offers come into play. The goal is to break through the clutter and make a memorable impression.

- **Interest:** Once you've grabbed attention, the next step is to spark the audience's interest. This is achieved by providing relevant information, addressing pain points, and highlighting unique selling propositions. The aim is to make the audience curious and eager to learn more.
- **Desire:** At this stage, the focus shifts to creating a strong desire for your product or service. This involves showcasing benefits, using persuasive language, and evoking emotions. The objective is to convince the audience that your offering is the solution to their problem or a means to fulfill their aspirations.
- **Action:** The final stage is to prompt the desired action, whether it's making a purchase, signing up for a newsletter, or requesting a demo. Clear and compelling calls to action (CTAs) are essential. Creating a sense of urgency or offering incentives can also encourage immediate action.

The Importance of AIDA in Sales Funnels

AIDA aligns seamlessly with the concept of a sales funnel. Each stage of the model corresponds to a specific phase of the funnel. We divide it into 3 phases- TOFU, MOFU and BOFU.
Let's understand it one by one-:
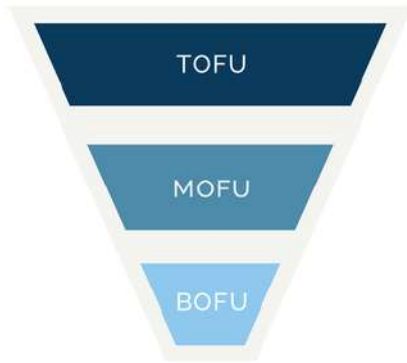
- **Top of the funnel(TOFU):** Awareness and Attention Grabbing. This aligns with the **attention phase of AIDA.** Here, your primary focus is to cast a wide net and capture the attention of potential customers who may not be familiar with your brand or offering. Here are some specific tactics you can employ:
  - Content marketing
  - Social media marketing
  - Paid advertising

- **Middle of Funnel (MOFU):** Now that you've captured attention, it's time to delve deeper and convince potential customers that your solution is relevant to their needs. This aligns with the interest and desire phases of AIDA. Here's how you can achieve this:
  - Through Lead magnets
  - Via Email marketing
  - Retargeting

- **Bottom of Funnel (BOFU):** Drive action. With a well-nurtured lead, you're now ready to prompt the desired action. This aligns with the action phase of AIDA. Here are some strategies to maximize conversions:
  - Compelling CTAs
  - Offers and incentives
  - Offer Exceptional customer service

By understanding and applying the AIDA model to your sales funnel, you can create a more effective customer journey. It helps you tailor your messaging and content to each stage of the funnel, increasing the likelihood of conversions. Additionally, AIDA provides a structured approach to evaluating the performance of your marketing efforts and making data-driven optimizations.

In conclusion, the AIDA model is a timeless framework that continues to be highly relevant in today's marketing landscape. By incorporating it into your sales funnel strategy, you can enhance your ability to attract, engage, and convert more customers.

Here's a breakdown of the content you can include for each step of the funnel, based on the image:

1. Traffic Generation

- Why it's important: Bringing traffic from different channels, like Instagram, Facebook, Youtube, can generate more leads for your opt-in page.

2. Lead Optin Page

- What it is: An optin page is a landing page where visitors can sign up for your email list in exchange for a freebie, such as an ebook, checklist, or template.

- Why it's important: A lead optin page allows you to capture the contact information of potential customers who are interested in your products or services.
- What to include:
1. A strong headline that captures attention and explains what visitors will get in exchange for their email address.
2. A clear and concise explanation of what your ebook is about.
3. A signup form where visitors can enter their email address.
4. A strong call to action (CTA) that tells visitors what to do next, such as "Download Your Free Ebook Now!"

3. Lead Magnet

- Why it's important: A lead magnet is an incentive offered in exchange for a potential customer's contact information, typically their email address. Lead magnets, like ebooks or webinars, showcase your knowledge and position you as an authority in your field, building trust with potential customers.
- What to Include: A lead magnet can be E-book, Webinar, Template, Checklist, Workshop etc.

4. OTO

- An OTO (One-Time Offer) page is a strategic step within a sales funnel presented after a customer makes an initial purchase. It essentially offers them a chance to upgrade their purchase to a more premium product or service.

5. Paid 1:1 Consultation Call

- What it is: A paid 1:1 consultation call is an opportunity for you to provide personalized advice and guidance to potential customers.
- Why it's important: Paid consultation calls allow you to build trust and rapport with potential customers, and they can also be a great way to generate income.
- What to include: A valuable consultation call where you can help potential customers solve their problems and achieve their goals.

6. Upsell

- What it is: An upsell is an offer to purchase a more expensive product or service after a customer has already made a purchase.
- Why it's important: Upsells can be a great way to increase your revenue from each customer.
- What to include: An offer for a high-ticket product or service that is complementary to the product or service that the customer has already purchased.

THREE LEVELS OF OFFER
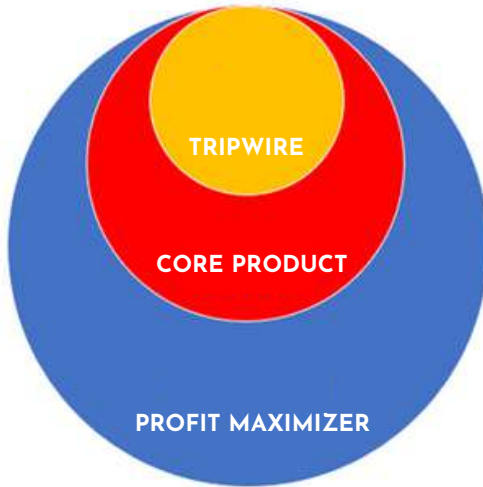
Before diving into the minute details of a successful sales funnel, it is crucial to comprehend the three primary levels of products that form the backbone of your sales strategy. Each level serves a distinct purpose and helps guide potential customers from initial interest to ultimate conversion. These levels are the Tripwire, the Core Product, and the Profit Maximizer.

1. Tripwire: The Front-Level Offering (From ₹49 to ₹2999/-)

Purpose: The Tripwire product is designed to convert prospects into paying customers with minimal friction. Price of your tripwire offering can vary according to your business model or the industry you're in.

Characteristics:
- Affordable: It is of low cost making it an easy and low-risk purchase for customers.
- High Value: Delivers significant value to the customer, often more than what they expect for the price.
- Introductory: Serves as an introduction to your brand and offerings, building trust and establishing a relationship.

Examples:
- E-books, guides, or checklists that solve a specific problem.
- Mini-courses or webinars that provide actionable insights.

Benefits:
- Lead Generation: Attracts a large number of potential customers.
- Trust Building: Provides a low-risk way for customers to experience your brand.
- Sales Funnel Entry: Moves prospects into your sales funnel for future upselling opportunities.

2. Core Product: The Mid-Level Offering (₹10,000 - ₹2,00,000)

Purpose: The Core Product represents the main offering of your business. It is where you deliver the most substantial value and solve the primary problem your target audience faces.

Characteristics:
- Moderate to High Pricing: Ranges from ₹10,000 to ₹2,00,000, reflecting the significant value and impact it provides.
- Comprehensive Solution: Offers an in-depth, robust solution that addresses key pain points of your audience.

Examples:
- Full-scale online courses or training programs.
- Consulting packages or service bundles.

Benefits:
- Customer Loyalty: Delivers substantial value, encouraging repeat purchases and loyalty.
- Brand Authority: Positions your business as an expert in your field.

3. <u>**Profit Maximizer:**</u> The High-End Offering (₹2,00,000+)

Purpose: The Profit Maximizer is designed to significantly increase your revenue by offering an exclusive, premium product or service to your most engaged and loyal customers.

Characteristics:
- Premium Pricing: Priced above ₹2,00,000, targeting customers willing to invest heavily for exceptional value.
- Exclusive: Offers a unique, highly personalized experience or service that stands out from other offerings.
- High Margin: Provides the highest profit margin, leveraging the trust and loyalty built through previous purchases.

Examples:
- High-end coaching or consulting packages.
- Exclusive memberships or mastermind groups.
- Advanced training programs or retreats.

Calculation:

300 Customers of 30k Product !   90 Lakhs

If Just 10% Customers Buy Your Profit Maximizer of 2.5 Lakh rupees !   It's **75 Lakhs Extra**

Benefits:
- Maximized Profit: Capitalizes on existing customer relationships to generate substantial revenue.
- Customer Retention: Strengthens the bond with your top customers, increasing lifetime value.
- Brand Prestige: Enhances your brand's image as a premium provider in your industry.

By understanding and leveraging these three levels of products, you can **integrate them into our proven high-ticket sales funnel** that effectively attracts, converts, and retains customers, driving sustained growth and profitability for your business. This comprehensive approach ensures that you no longer need to look for other funnels or waste time experimenting with less effective methods. Our strategy is designed to deliver results, maximizing your revenue and enhancing customer loyalty.

High Ticket VS Low Ticket Product/Services

High-ticket products or services are those with a premium price tag, typically exceeding ₹1,00,000 (though the exact threshold can vary depending on the industry).

Low-ticket products or services are those with a significantly lower price point, often falling under ₹20,000 (again, the exact range can vary).

High Ticket VS Low Ticket Product/Services

Feature	High-Ticket	Low-Ticket
Revenue per sale	High	Low
Profit margin	Potentially higher	Potentially lower
Customer lifetime value(CLTV)	Potentially higher due to larger investment	Potentially lower
Exclusivity & Authority	Can position you as a premium provider	Less emphasis on exclusivity
Sales volume needed	Lower	Higher

Income Example:
- High-Ticket Product/Service: Imagine a consulting package you offer for ₹ 1,00,000. If you close 5 sales per month, you'd generate ₹ 5,00,000 in revenue.
- Low-Ticket Product/Service: Let's say you sell a digital product/service for ₹ 10,000. To reach the same ₹ 5,00,000 in revenue, you'd need 50 sales.

So is Selling Low Ticket Product Bad ?? Absolutely NOT

Problems when you sell only HIGH TICKET PRODUCT/SERVICE

- You lose a lot of money on the table because there are so many people who wants to get value from you but they don't have that much money to pay.

- You can't sell a HIGH TICKET OFFER in one go because there is no trust factor and the investment is Very HIGH, You need to have a pre-product purchase history to sell your High Ticket Offers Smoothly

- Your Customer Acquisition Cost goes very high because you're directly trying to sell a HIGH TICKET OFFER to a cold audience

## **Problems** **when you** **sell only LOW TICKET PRODUCT/SERVICE**

- You'll always struggle to Make Profits
- You'll not be able to Spend more money to acquire customers because the LTV of a customer is very low
- Customers don't feel satisfied because you cannot provide much value in a low ticket offer
- You cannot hire people
- You will not be able to scale your business because your pocket is burning
- You'll continuosly stuck at the same level

So Now, What To Do?

It's Not About "OR"
HIGH TICKET OR LOW TICKET

It's All About "AND"
HIGH TICKET And LOW TICKET
SELL BOTH

As we Already Told You Need To Have A Proper Value Ladder To Unlock The Real Money Online 🔓💵💰
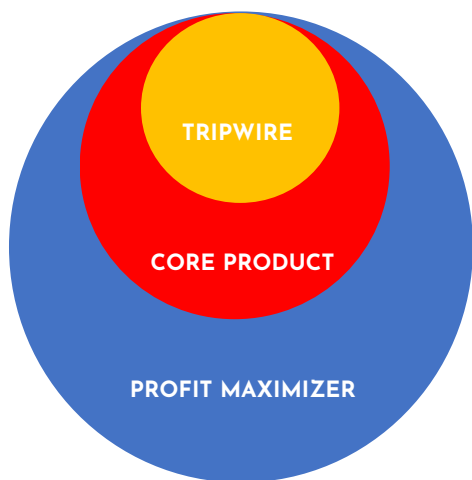
If you don't have an actual value ladder, you don't have a business; You are just selling a product.