

# **How to Sell Big Ticket Items**

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*By Jason Fladlien*

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## Intro

Big ticket items typically start around \$500, but this term usually refers to those that are \$997 or higher. It does depend on the market, but the overall philosophy is the same - go toward the high end of what the market can bear.

There are several reasons why you would want to sell high ticket items - either your own or as an affiliate.

The first is "transaction size". Say you want to make a million dollars. You have a much greater chance in Internet marketing doing this by selling 500 packages at \$2,000 a pop than you do selling 21,277 packages at \$47 a pop.

Think about it. 500 packages a year is less than 2 a day. On the other hand, selling packages at \$47 would require 58 to 59 sales A DAY. It's hard to even get that many opt-ins a day.

Lets look at it from another angle - customer service. You spend less time dealing with 500 customers than you would dealing with 21,277 customers. Less support, less retrieving download links, less overall demand of your time, and in general - higher quality customers.

But how do you sell big ticket items?

## Levels of Value

Here's what the "levels of value" are in Internet marketing.

For \$7 to \$37 you typically get a PDF filled with information or a very simple piece of software.

From \$47 to \$197 you start getting into videos and audio training as well as supplemental PDFs and/or transcripts. The closer you get to \$197, typically, the MORE information you get for your money. Or you get a nice, robust piece of software or maybe a 15 minute consult on the phone.

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\$200 to \$500 is where you get more "access" to the person on top of the information. Typically you'll see "6 week training programs" done by webinars or released in a modular fashion inside a member's area. Lots of content, and the ability to ask the author questions.

\$500 to \$1000 is where we start getting into big ticket items which usually have a more "service based" or personal option tied to it. For example, you (or your "team") might set up a membership site for them, and customize the blog. Or they get "group coaching" each week on a call, and in addition get a bit of personal coaching from you as well and also some good "stand alone" information.

\$1,000 and higher is usually more specialized "service based" offers. This is where you or your team does something for someone that requires a very specific approach and/or expertise, or is in an area that is being completely underserved.

There are exceptions to these rules. You may have seen launches like "Video Boss" by Andy Jenkins, where the price tag was \$3,000 for what amounted to a lot of good information delivered sequentially in a "modular" fashion... meaning you get new lessons each week for a set period of weeks.

Or you might have seen the "List Control" launch by Frank Kern which was a couple of grand as well. That DID have an extra bonus though - you could attend a LIVE, in person seminar for free (thus dramatically increasing the perception of value).

However, these are exceptions for a reason - the people that are selling them are incredibly high skilled... some of the best marketers in the game. Plus they have something else going for them that most marketers don't - immense social proof in the marketplace.

If 100+ affiliates are mailing FOR THEM, to an opportunity that is LIMITED (meaning there is scarcity involved and demand exceeds supply greatly), then that will help increase sales.

But most of us can't duplicate THAT... at least not yet... That's not to say we can't promote these offers and get big affiliate checks. We can and we'll discuss that in a bit.

First though, let's discuss how to design and sell your own high ticket items and why every marketer should have at least one high ticket item.

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### Buyer Momentum

Here's a GREAT way to increase your profits. Say you're selling a product at \$37. What's your upsell? For example, Jason Fladlien sells this product for \$37 - Visitor Value Multiplier-<http://valuemultiply.com/>

But it doesn't stop there. If you were to purchase that, you get access to an upsell that goes for \$97. Typically conversion is about 17.5% in this particular case. But what happens next? Well each month Jason creates special offers that he sells for \$500 or more.

And in most cases it's less than a week after you buy a \$37 product and \$97 upsell before you're being offered something of more value at \$500 or higher.

The fact is, some always want more value. And if you don't offer it to them, someone else will.

So 100 people buy the \$37 option. So far \$3,700 total revenue generated. 18 buy the upsell. So an additional \$1,746 of revenue is brought in. Now, of those who bought the upsell, 5 typically go on to spend around \$1,000 with Jason in the following 4 weeks with a bigger ticket item.

That's an additional \$5,000. More money is generated on the upsell than on the front end product, even with 1/20th of the sales. Cool.

But why not offer the big ticket item up front? In this case, it won't work. Most of these people initially have no idea who you are. They're willing to risk \$37 for something that looks good, knowing they aren't out much if it doesn't meet their needs.

But if it does, then they are made a more specialized offer that goes "deeper" into the matter at hand, and if they want to go deeper... they will. Because they know you now, they see what you can do, and they will much more likely say yes.

Plus you can spend more time following up with these more highly qualified individuals and you can create more personal marketing campaigns specifically for them.

So at the end of every "upsell chain" you should put a \$1,000 offer. It should be specialized... it should have some personal coaching involved... it should have some "you do it for them" aspect involved... and it should be the clear, logical "next step" for anyone who has bought the previous product in your upsell chain.

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That's one way to sell high ticket items.

A second way is to use webinars. Here is something interesting - an online sales letter is about the least effective way to sell somebody something. However, people use it because it is completely "autopilot" so what it lacks in conversion it makes up for with efficiency.

Webinars, on the other hand, are events. Unlike a sales letter which exists pretty much forever, a webinar is a special event that only happens live once. Plus, you can answer questions (objections) in real time.

You can make special, time-limited offers on a webinar that you can't make anywhere else to use scarcity to motivate those to buy from you. And you can just plain old demonstrate things on a webinar that you can't do with a sales letter (or even a video sales letter).

### Triple Scarcity

Here's a tip for selling high ticket products via webinars. First you need to have at least 3 levels of scarcity.

Here's an example. Let's say you had an offer. It's normally \$2,000 but if they purchase it any time before the webinar ends, they can get it for \$1,497. That's scarcity #1 - price discount.

And if they are one of the first 17 buyers, they will also get 2 half hour consultations with you to reward them for taking fast action. That's scarcity #2 - an extra bonus.

Scarcity number #3 is you're only accepting 100 new spots period for this special promotion, so when they're gone... they're gone. So if they don't act soon, they might miss out completely.

That's three levels of scarcity. And boy will that get them to take action on your offer. Scarcity is basically required if you're going to offer a high ticket item. So why not add three levels into it?

By the way, this still works with low ticket items as well.

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## The Final Piece

Selling high ticket items has another benefit - there is less competition.

Most people sell low ticket items or ones in the middle somewhere. Few have the "guts" to go after the high end. That's great for you, because you can really get attention this way, and if you make a good enough value-proposition, you can get sales.

However, you must not have any defeating personal limitations to make this happen. The fact is, everyday there are people out there buying \$1,000 lobsters when they can go to the store and get them for much less.

Everyday there are people buying \$2,000 pool sticks when you get a decent one for under \$100. Everyday there are people buying \$3,000 watches when you can get a watch at Wal-Mart for \$5.

If the value is there - some will buy. And be happy to do so. Understand that. Then use that to create those high value offers that have high ticket prices, so you can service them... and get rewarded for doing so.

## Resources

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

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**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

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

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

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**Amazing “PLR Repurposing” Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages**

**& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>