

Low-Ticket Offers Lab

Your Formula for Building an Audience of Buyers



Course Book

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Introduction

Having a difficult time getting people to sign up for your \$1k coaching package or your \$497 digital course?

A low-risk, low-ticket offer that complements your core product might be the perfect solution to encourage interested, but hesitant, prospects to take that first buying step.

Most people won't sign up for a high-ticket offer if they don't know much about you. But an entry-level price helps to build trust and familiarity, after which they're much more likely to sign up for your higher-priced offer further down your sales funnel.

That's how low-ticket offers work. And if you don't have them in your sales funnel, you're missing out.

These front-end offers are a win-win for both you and your customers. Not only do they add budget-friendly options for prospects, but they also extend your range of sales opportunities and give you a chance to showcase what you do and how well you do it.

In short, it makes sound business sense to include low-ticket offers in your sales funnel.

In this course, you'll learn how to meet the needs of your target audience through low-ticket offers, create an offer from products and services you already have, and integrate these offers into your sales funnel. By the end of the course, you'll be ready to implement this new strategy to build relationships, generate leads, and add revenue to your business with an audience of buyers who want what you have to offer.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize how low-ticket offers can help build relationships, attract new leads, encourage prospects to move further down your sales funnel, and generate more sales.
- Define your ideal customer, and their needs, so that you can create a low-ticket offer that solves one of their pain points.
- Provide a smooth path and quick wins for your customers early on so they are motivated to continue a relationship with you/your brand.
- Develop a low-risk, low-ticket offer that provides customers with a solution related to your core offer, building trust and increasing sales.

- Assess your lead magnet, and modify if necessary, to increase the number of people who enter your funnel and see your low-ticket offer.
- Create the necessary landing pages that seamlessly and successfully present prospects with your offer.
- Write a powerful email sequence that will help you nurture leads and increase sales of your offer.
- Choose and set up your tech in advance, so that your sales process is automated and facilitates easy purchase.
- Select marketing tactics to attract new leads and convert them into buyers.
- Test and analyze your low-ticket offer funnel so that you can adjust to improve customer conversions.
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into 5 major modules and individual lessons to take you step-by-step through creating profit-boosting low-ticket offers that build an audience of buyers.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Sample

Module 1 - How Low-Ticket Offers Fit into Your Funnel

A low-ticket offer is exactly that; a lower-priced product that doesn't cost as much as your core products and services. It's a low-risk purchase for your customer and can often be an impulse buy that requires very little thought.

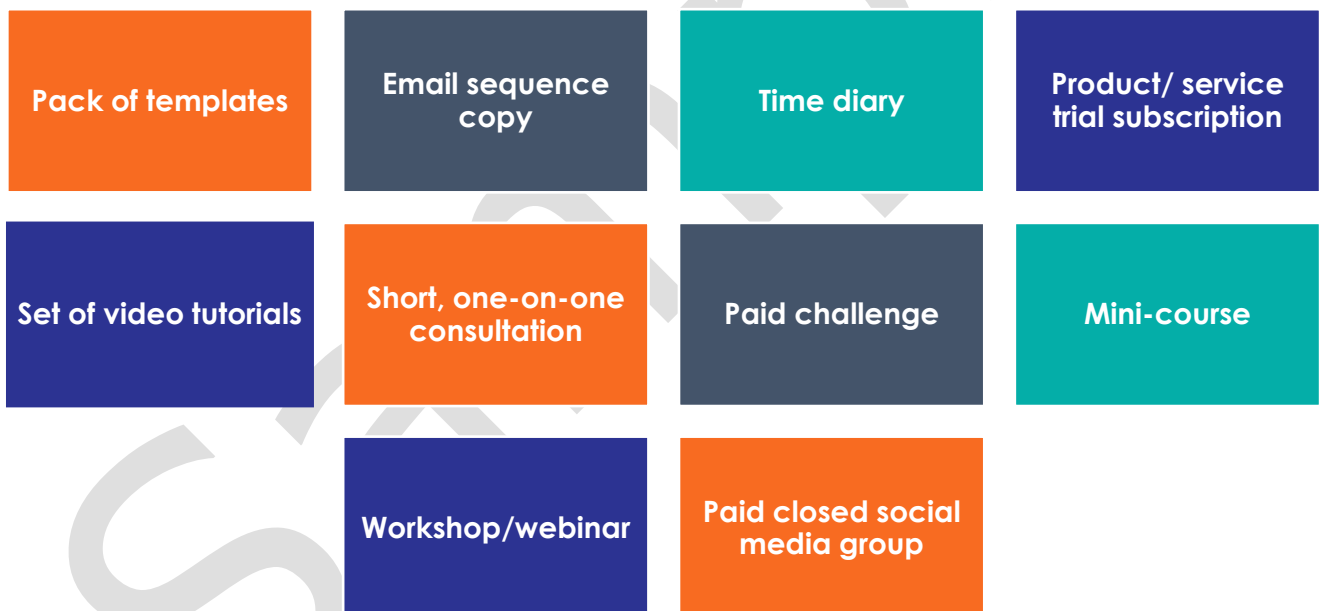
In this first module, you'll learn about low-ticket offers and how they can further your business objectives. You'll then identify your target customers.

- **Lesson 1: Define Your Low-Ticket Offer and Business Objectives**
- **Lesson 2: Identify Your Target Customers**

Lesson 1: Identify Your Low-Ticket Offer and Business Objectives

A low-ticket offer can be a physical item, like a book, planner, or even an article of clothing. But, more frequently, it's a digital item like an online mini-course, report, or video tutorial. Digital offers are ideal because they are easy to access, and customers can consume them immediately. Later in the course, we'll look at ways to transform existing content or products into a digital offer.

Here are some examples of digital low-ticket offers:



- Pack of templates
- Email sequence copy
- Time diary

ATTENTION:

This is only an excerpt from our full course **Low-Ticket Offers Lab**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

Sample