

Amy Yamada's

7-STEP HIGH-TICKET FRAMEWORK

**To Create & Sell
Your High Ticket
Package**





Step 1

Understand what your ideal client is thinking about right now.

What is their biggest pain point?

What are their most vulnerable thoughts right now?



Step 2

Create a unique opportunity, based on your personal journey and your gifts.

What do you specialize in?

How do you differentiate yourself?

What is something your ideal client believes is impossible or extremely challenging that you're making available for them?

Here's a sentence your ideal client should be able to fill in:

"I don't believe I will be able to _____ unless I enroll in
[insert your program/ product/ service/ experience]"

What are you going to offer them that they can't walk away from?

Now, decide if your unique opportunity is:

Results-driven

(Your ideal client will achieve _____ if they complete your
program/service.)

Experience-based

(What wonderful/ exciting/ unforgettable/ special opportunity can you create for
them that they couldn't create for themselves?)

A hybrid of results + possibility

(What do you see possible for your ideal client if they experience this with you?)



Step 3

Decide what method of delivery will bring out the best in your coaching or services. Check one:

- ☐ Premium private coaching
- ☐ Group Coaching Program
- ☐ Mastermind/ community
- ☐ High level retreats
- ☐ VIP Days/ Intensives
- ☐ Bundled Package of Services
- ☐ VIP level membership
- ☐ Endurance challenge
- ☐ Other: _____



Step 4

List your top five benefits of your package.

By investing in your package, what will your ideal client walk away with?



Step 5

Create UNDENIABLE VALUE.

Outline what is included in your high-ticket package.

This is all about creating VALUE. Instead of thinking, “How much can I get for this?”, focus on “What’s the most/best I can offer?” This will also include the combination of the tangibles (materials and logistics) and intangibles (access and support).

Note: Remember to consider your intrinsic value (your expertise, reputation, and point of view/ proprietary process), even if it won’t be listed on your one-sheet (see Step #6).



Step 6

Create a confidence card outlining your high-ticket package as follows:

Name of package:

A one or two sentence description of your package:

Here are the benefits...

(bullet point the 5-7 main benefits below)

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Here's what you will receive... (bullet point the logistics of what they will receive; i.e. how many coaching calls, FB group page, in-person experiences, etc.)

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Bonus #1

(insert a juicy bonus here; i.e. an additional special training, accommodations at a retreat, a gift from another expert in your industry that you know, a special cheat sheet/ blueprint/ swipe file/ template/ meditation/ video training/ masterclass/ etc.):



Bonus #2

(insert another juicy bonus here):

Here's what the investment is:

■ **Option A: One single payment** = \$_____ (insert what the full amount is, and give them the best value if they pay in full, meaning a 10% - 15% discount if they pay in full)or

■ **Option B: Payment plan** = _____ (Either 'X' number of payments of 'X' or a one-time down-payment of X, followed by X monthly payments of X)



Step 7

Create your promotional campaign.

Where do your clients spend their time, online and in person?

Create a plan of how you will reach out to and/or attract your ideal clients.

Check all the boxes that apply:

- ☐ Networking
- ☐ Speaking
- ☐ Call Campaign
- ☐ E-mail list building (online
- ☐ campaigns,/summits/interviews)
- ☐ Facebook advertising
- ☐ Online funnel
- ☐ Webinars
- ☐ Zoom Training
- ☐ FB group page
- ☐ Lead Generation E-mails

Other: _____



Bonus Step

Book a call with one of our coaches to provide feedback on your High Ticket Package. We'll also help you gain clarity on your best next action steps to attract your ideal clients and sell your new, awesome package!



[CLICK HERE TO SCHEDULE YOUR CALL](#)