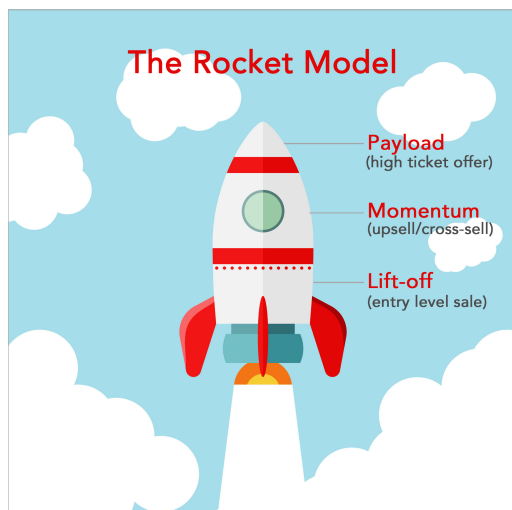


# Strategy Sessions as a Doorway To High Ticket Sales

You can sell High Ticket Offers either as the top of your “Rocket” or as part of the always-on offer “Chocolate Wheel”.



Either way you need:

## PLATFORM + PREVIEW

**PLATFORM** — A place for you to stand on/a place for your prospects to stand on/a forum for public discussion.

**PREVIEW** — A way for people to see beforehand/have the “ownership” experience in a “try before you buy” situation/an easy micro-commitment.



# Strategy Session Framework

1. **NAME** - Give your Strategy Session a name eg “The 15-Minute Style Personality Diagnosis” or “The Get New Patients Strategy Session” or “The Right-Fit Session”
2. **VALUE** - Even when you are giving your Strategy Session for FREE it must have a high perceived value. You can help with that by assigning a value e.g. “The 15-Minute Style Personality Diagnosis, valued at \$200” (consider rounding up when GIVING value and rounding down when positioning the sale e.g. \$199 for the sale or \$200 when giving away).
3. **SCARCITY** - Think about how you can apply scarcity - usually time or quantity are the most common, but you could also make it based on suitability or another metric that makes sense for your market/offer eg “Only available to people who register before the end of this webinar” or “I only have four spaces in my diary” etc.
4. **PLEASURE ISLAND** - What is the ONE specific outcome they will get that is in line with their desired Pleasure Island? That is, what is the transformation they will have as a result of this session? Often to do with Money, Time, Status, or Happiness. eg “You will know which of the three dominant Style Personalities you have, which will mean shopping will be SO much easier now that you’re clearer about where to shop and what to buy.”
5. **PAIN ISLAND** - What is the core pain point you are addressing with this session? What is the thing they’d LOVE to get away from or have dealt with right now? eg “You’re so busy you don’t have time to shop, and besides, even when you DO get the time, it’s mostly a WASTE of money and you end up with a pile of clothes in your wardrobe you never wear and that only make you feel GUILTY.”
6. **THE BOAT / UNIQUE MECHANISM** - What is the model, mechanism or process you will use on this session to give the person an experience of the **transformation** you are ultimately wanting to help them achieve with your High Ticket Offer? eg “To diagnose your Style Personality, I will take you through my 3-part Body, Belief, Bounce process that does XYZ.”