

THIS IS SPARTA!!!!



What is SPARTA?

A way to sell a High Ticket item with one email.

Why does it work?

The hypothesis of SPARTA is that there are a small group of people on every list who will pay way more than the rest of the people on your list. And SPARTA is meant to flush those people out with a “money can’t buy” or “extra-ordinary” experience.

Examples of SPARTA:

- HerBusiness® REACH Retreat in Hawaii
- Women’s Fitness Adventures Top End Trek
- Fuzzy Yellow Balls Behind The Scenes access to the Citibank Open

What works well as a SPARTA offer?

Anything that has a degree of exclusivity and status and is an “out of the ordinary” product or service for you. Typically high priced (at least in 4 figures and can be 5 or even 6 figures).

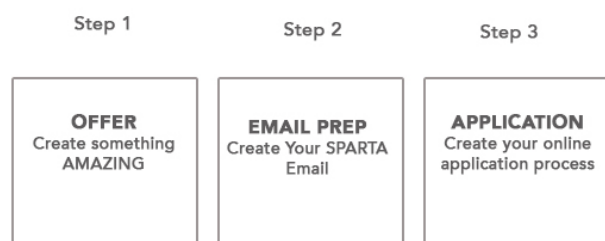
Potential SPARTA offers?

- Mastermind
- Retreat
- 1:1 Coaching or Access
- VIP Day
- Behind The Scenes Access
- Celebrity Access

SPARTA Process

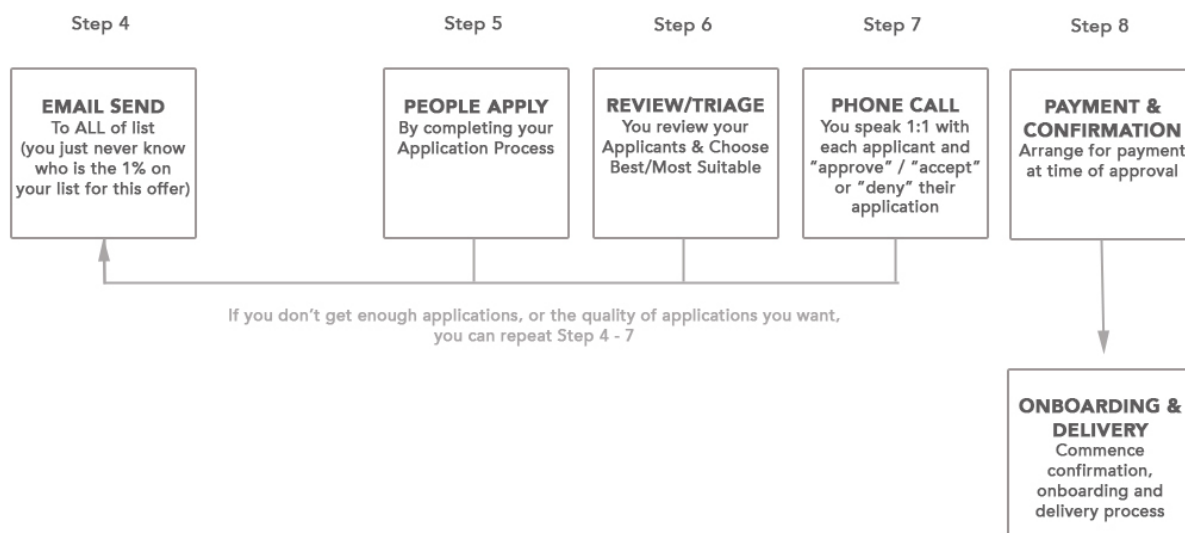
An overview of the key stages in your SPARTA offer is included below:

Creation Phase



Distribution Phase

Application Phase



APPLICATION Process

An overview of the key questions to ask in your SPARTA Application Process is included below (note, one question per page, use an online survey tool like Wufoo or Survey Monkey or a webform).

1. Tell me, why do you want to come to / be part of XYZ Product/Service? What do you want to get out of this experience?
2. Space is very limited for this XYZ Product/service, and I want to make sure this is a good fit. Why should I choose you?
3. Please fill out your details so I can get in touch with you (add name, address, best phone number, email fields for completion)
4. The price for this once in a lifetime experience is \$ABCD per person. Please check "yes" if you are willing to pay this amount. This is NOT a commitment. I just need to know you're serious so I can follow up with you. (add Yes / No checkbox)
5. Thank You! If you have any additional comments or suggestions please add them here:

Note: You can either choose to make applications free or a refundable deposit.

EMAIL Points To Note

- DON'T mention the price
- DO mention that it is a high priced offer and not for everyone
- DO tell the story of the experience, from first moment, as if you were taking the person through a video of the real-life experience.
- OPTIONAL to include photos (not essential)
- DO link to the application form from your email (this is your CTA from the email)

Note: *Special thanks to Andre Parabellum, Will Hamilton, Jeff Walker and all the PLAT Plus Group who have taught us the SPARTA offer.*