

INTRO: WHAT IS A HIGH-TICKET HUSTLE?

High-ticket hustles are business models where you sell premium products, services, or offers — usually \$1,000+ per client — instead of cheap, low-profit items. These premium offers get you real revenue with fewer customers, meaning you can hit \$10K/month faster and more predictably.

Examples include: - High-ticket coaching or consulting - Done-for-you services - Premium digital programs or mentorships - High-ticket affiliate deals

SECTION 1 — HIGH-TICKET MINDSET

Before the money comes the mindset.

Truths About High-Ticket Hustles: 1. You must believe you're selling transformation, not products. 2. People pay for results, not features. 3. Big checks come from confidence + value + clarity. 4. Your success = their success.

SECTION 2 — CREATE IRRESISTIBLE OFFERS

Offer Formula: [Client Pain] → [Solution + System] → [Dream Outcome]

Example: "Stop losing money to bad ads, and scale from \$2k/mo to consistent \$10k/mo using a predictable client machine."

Types of Premium Offers: - 1:1 Coaching (\$2k-\$20k+) - Group Coaching - Done-for-You Services - Mastermind Programs - Premium Workshops

SECTION 3 — LEAD GENERATION SYSTEMS

A) Organic Lead Methods 1. DM Generation 2. Content That Converts 3. Webinars & Live Trainings 4. Lead Magnets

B) Paid Lead Methods - Ads (Meta, Google, TikTok) - Buy leads at a cost that leaves room for profit

SECTION 4 — HIGH-TICKET SALES SCRIPTS

A) 30-Second Pitch: "Hey, I help [target] go from [problem] to [dream outcome] in [timeframe] with my [system]. If this sounds like your vibe, I'd love to see if we're a fit."

B) Discovery Call Script: 1. Build Rapport 2. Diagnose Problems 3. Show Vision 4. Close with Value

SECTION 5 — FUNNEL BLUEPRINTS

1. Traffic Source
2. Lead Magnet / Opt-in
3. Email Nurture Sequence
4. High-Value Offer or Webinar
5. Sale / Enrollment
6. Follow-up & Retargeting

Email Sequence Example: - Day 1: Welcome + Quick Win - Day 2: Success Story / Case Study - Day 3: Offer Invite + Urgency - Day 4: Closing Reminder

SECTION 6 — SCALING TO \$10K+ MONTH

A) Track the Numbers: - Lead cost - Conversion rate - Average sale value - Profit margin

B) Optimize & Repeat - Improve your funnel - Track where leads drop off - Raise prices as demand increases

C) Delegate & Automate - Hire VA's for outreach - Use CRM tools - Automate email flows

SECTION 7 — COMMON MISTAKES TO AVOID

- Selling before building value
- Ignoring email follow-ups
- Overcomplicating systems
- Trying too many channels at once

30-DAY ACTION PLAN

Week 1: Create your high-ticket offer, build lead magnet, create outreach messaging **Week 2:** Start organic lead gen, launch your first funnel, record sales scripts **Week 3:** Run calls + test scripts, optimize content, track funnel numbers **Week 4:** Refine ads, delegate tasks, reinvest profits into scaling

CONCLUSION — GETTING THE BAG

High-ticket hustles aren't magic — they're systems. Build one system, make it profitable, rinse & repeat. That's how you get the bag.