

## 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

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## 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.

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## 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

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## 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

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## 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

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## 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

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## 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

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## SECTION 7 — COMMON MISTAKES TO AVOID

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

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## **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.