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All righty. Super excited to be here, talking about pricing today, specifically high ticket pricing, how do you know when is the right time to really charge that premium for your services 5k 10k 20k 100k I realized I haven't talked about this topic in quite a while. And I thought it was time to sort of circle back to it, because it is one of the things that I help people with. Obviously, I have a strong focus on organic posts writing organic marketing and closing sales in this really simple, high integrity way.

But there are some really important things that obviously have to be in place before you can have the organic marketing and selling process work really well for you. And you know, the very first thing is your offer, right? The service that you provide, and how do you feel about it? Are you confident in it? Are you confident in what you're charging? Those sorts of things can really hold people back from, you know, they'll self sabotage, in the post writing the marketing, making the sales, because deep down, they don't feel right about the offer, or the price.

So some people may not like what I share in this video, because I know there are a lot of people pushing for, hey, you've got to sell high ticket, you got to, you know, just do that right off the bat. And if you don't, you have mindset issues. And the thing is, there are a lot of useless platitudes being said out there, right? It's like, okay, you have mindset issues. But what does that mean? How do you get around it? How do you get over it? You know, these things aren't really unpacked a lot of the time.

So what I have here today is 10 questions to ask yourself to know if it's really time to bump your prices up to this level. And hopefully, it's something real that you can really think through. And it's going to be more than just that, that platitude of hey, you're worth it, or hey, you need to get over your mindset issues or whatever. Alright, so I'm just going to dive right in with 10 questions to ask yourself to know if you're ready to charge high ticket or not. And just so you know, I'm going to say some stuff at the end about what to do instead, if it turns out the answers to some of these or all of these is no, you know, I'm not going to leave you high and dry. I'm going to give you some ideas of actually what to do instead if you're not really ready for this yet. Okay, so let's dive in.

So first question, to ask yourself to know if you're ready to charge these higher fees is, have you been coaching or providing your service for a long time for years, ideally, five to 10 years.

1. Have you been coaching or providing your service for at least 5-10 years?

So I'm going to unpack this a lot more because it's not arbitrary. I do have a reason for the five to 10 year number. So this has been well studied that it basically takes 10,000 hours to really become an expert at something or to become highly skilled at something right there are lots of studies on this. There's even a Justin Bieber song about it which I think is a really good song. I play it all the time. But that song is about how long it takes to get to know someone.

But you know if you think about it, if you do the math, which I have. If you think about spending 40 hours a week on something, it would take about five years to get to that 10,000 hour mark. And not a lot of people spend 40 hours a week on something so to really get to the 10,000 hours, it's probably you know, more like it would take 10 years to get there if you spent 20 hours a week Got it. So

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as I think about my own journey, it was over five years before I knew that I could really charge high ticket in confidence and integrity. It was more like six or seven years, I think the timeline gets a little bit mushy in my mind. But I truly did spend 40 hours a week, sometimes more on not only researching my subjects, which is, you know, copywriting, marketing, positioning, and sales. But not only that, but I also spent a lot of time practicing doing those things in my own business, and most importantly, helping others to do them.

So when I say, Have you been coaching or providing your service for 5-10 years, I really mean coaching or providing your service, not just, you know, not just researching the topic or studying about it, but actually applying it to help people, because there's a world of difference between having book knowledge and knowledge that you've studied, and actually having the experience of having applied that knowledge. Right.

So the number is really important than the five to 10 year number now. So the way that I think should work out is that you've been immersed in the work you're doing for at least five years. And a lot of that time, let's say, half the time has been actually applying your subject matter and your knowledge to actually help people, whether that was paying clients, whether that was not paying clients, or just just helping people out for free. I think that amount of time is really, really important.

So if you're like a year into what you're doing, you've only been coaching for a year. And you're feeling really blocked as far as charging 5k or 10k, for what you do, or even even less, maybe pay attention to that. Right? Really look at that and say, How much experience do I really have? Am I an expert? At what I do? You know, have I put in the 10,000 hours of time studying the methods, developing the methods and applying them? Helping others to apply them? Okay, so then oh, no, the numbering is off on my notes here. Okay, I think this is number two.

2. And not just providing it, but providing it to this ideal client in this market?

So the next question is, have you not only had five to 10 years experience providing this service or coaching, but providing it to this ideal client in this market?

Right? So because every market is different, every ideal client is different. So an example would be people who think that they're ready to charge high ticket as a sales coach in the coaching industry, because they have years of experience in pharmaceutical sales. Right? So selling coaching services is different from selling in the pharmaceutical industry, right? So now, obviously, as with all things, there are similarities, I'm sure.

But I would still say that you actually need the experience, if you're going to be a sales coach, that five to 10 year rule would apply to helping people in the coaching industry. Right. And you can see this, you really can I mean, when I think about the coaches I've hired and the programs I've been in where I had the most trouble with their methodology or with what they were teaching. It was people who basically admitted that they have been doing what they're doing for less than five years. And so I don't think that's an accident. And so, I'm going to actually go into a few more of my 10 questions here.

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And They're, they're each going to unpack this idea of experience a little bit more. Alright, so I'm just going to go into the next one.

Another question to ask yourself:

3. Is it your own unique method? Are you just trying to re-teach something that you read somewhere? Or something you learned from a mentor?

Are you coaching, using your own unique method, as opposed to re-teaching something that you read somewhere in a book, or something that you learned from a mentor, the five to 10 years of experience is sort of going to take care of this one. Because if you really try to apply a philosophy or methodology for that long, you're going to spot the holes in it, you're going to discover those things that your mentor said that aren't 100% correct, or that the book you read said, that isn't 100% correct. Right.

So because I've known some instances of people, I mean, I've known up close and personal some instances of people who were re-teaching something, and I can't think of one who lasted five years or more, providing that service that was based on something that they were reteaching. Because eventually, you find that you just don't understand it as well as you think you do.

And either you push forward, and you develop a true expertise, and you do understand it eventually. Or you realize, this isn't what I meant to do. And I'm never going to understand this to the same degree that my mentor does, or the author of that book does.

Alright, so going on to the next question:

4. Have you tested your paradigm/philosophy in many situations?

Have you tested your methodology or your philosophy in many situations? So we'd like with many different types of people to see who it works for and who it doesn't work as well for and why, right. So again, the five to 10 years of experience will help to take care of that. So I can think of a lot of examples of this one, where, you know, fitness coaches, they'll get really excited because they got a great result for themselves, you know, they, they achieve some great result

with their, you know, with their nutrition, or their weightlifting or whatever, and they no look a certain way that they really like. And they sort of assume that what they did would work for anyone, right, and not necessarily taking into account different body types, different metabolism types.

I've learned so much from different fitness experts as to why different eating styles and different workout styles didn't work as well for me. Because of my history and things I've done in the past, like the fitness experts watching this will nod their heads because they know that you know, if you basically destroyed your metabolism in the past by over dieting, or over restricting or whatever, that you can't just snap your fingers and start doing some, some new regimen and it's going to work. Somebody whose metabolism isn't destroyed is probably going to have more, more success. Hey, Megan, hey, Keisha. I see everybody.

So again, if a fitness coach really works with a lot of different people for five to 10 years, they will really, they'll start to notice some of these things, right? Like, huh, that person didn't get as good of a result. Hmm, why? Why was that? Right? They'll start to figure some of these things out. Relationship coaches, you know, maybe you teach a particular style of, of a particular philosophy for creating a healthy relationship. And you're also assuming that would just work for anybody because it worked for you. And maybe you don't take into account certain individual differences like maybe personality type, or I don't even know because this isn't my area. But

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again, if you have that five to 10 years of experience, it'll start to take care of that, because you'll start to see who's really having success with your methodology and who isn't. And you can start to tease out some of these differences. My own business is a good example of this idea of testing it out in a lot of situations.

I didn't want to go really high ticket with my pricing, until I was pretty sure that the method would work for any type of coaching service, right, like all different niches, fitness relationship, personal development business. And at this point, I've really done extensive testing of it. And I do know that it works for all of those kinds of services, at least I haven't seen an example where it didn't, if somebody really did the Method really implemented it.

So but I wasn't comfortable for quite a while with assuming that I could tackle any and all types of coaching businesses and help them come up with the right messaging to be able to draw in clients from their organic posts. So having years of experience really helped. So then, next question, this kind of flows, actually, from the previous one:

5. Is your offer specialized? Is it designed for a really specific kind of person?

Is your offer specialized? Do you know who's a good fit and who isn't? So again, you'll probably only be able to know this if you have the five to 10 years of experience. But all these questions are sort of leading to one main point, which I'll go more into later. But if you're going to charge 5k, to 100k, for your services, you better be pretty confident that almost everybody is going to

be successful. On the back end of your services, they're going to have a good experience, they're going to get results they're gonna be happy with with the program.

Because if you're charging a crap ton of money, and you have a lot of people not satisfied not getting results, or even a few more than zero, right, people not happy not satisfied not getting results. You've really created a problem for yourself there. You've created ill will, you've created probably self doubt, because, you know, you're going to wonder if you're if you're really meant to be charging this amount. And it's just it's not going to be good.

So one way that we can at least make it more likely that almost everybody is going to get a result and be happy is if it's a specialized offer because no offer, no method, no program is going to work for everyone. I mean, if you know of a program or method that's worked for everybody who's ever gone through, please let me know. And I'll happily retract that statement. Okay. But so far, I don't know of any.

So. So back to this question. Is your offer specialized? Do you know who's the best fit? I can think of so many examples of programs that were not specialized. And I want to be clear what I don't mean here. A lot of people will say, Yeah, my offer specialist I don't take everyone. I only take people who are, you know, coachable and ready for change and bla bla bla bla bla. That's not what I mean by specialize. It's a given, no matter what you coach on. It is a given that your clients need to be coachable, ready for change, ready to work, etc, etc. That's not what I mean.

I mean, getting way more specific than that. So I'm talking about there are lots of ways to narrow in and be specialized and specific, but one major way that comes to mind is the sophistication level of your ideal client with respect to what you're coaching on. So I've had a lot of experiences where I was at the wrong sophistication level for the program. I was either too uncertain, like not sophisticated enough for it or I was too sophisticated for it. So

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You know, for example, I'd be in a program where all the questions on the calls were about sales and handling objections. And what if a prospect says this or that. And I was at the point where I didn't even know what my offer was or what I was helping with. Right? So obviously, that was way off in terms of being a fit for what I needed. And I was like, Why was I even let into this program? Like they're trying to be all things to all people. And if all the questions are about sales, and I don't even know what I'm selling, yet, there's a problem here, right.

Now, on the other side of the coin, I've been in programs where I was obviously, way beyond what was being talked about, or taught, like, for example, in personal development programs, I had really advanced questions like, How do I not feel anxious when setting a boundary, and then the program is full of people who, like don't even have any boundaries, and they don't even know what it is to, to set a boundary. And I'm like, I don't want to spend time on questions like that, because I have pretty good boundaries. And my questions are more advanced at this point. And they're more about my internal experience and how I want to feel and experience life.

So that's another question that is your offer specialized, you know, who's the best fit? If you do know, then you'll be much more confident in that. You know, that rate of client happiness and success and results. All right. Next question.

6. Is your philosophy/paradigm/methodology airtight? Is it internally consistent?

Is your methodology or your philosophy airtight? I'm going to try to unpack what I mean by that, is it? Do you know that it works in all the situations that you think it should work in? Is it internally consistent? Can you answer any question about it? Without deflecting or gaslighting? The person asking the question, right? We've all probably experienced that, unfortunately. I asked people to message me recently with examples of gaslighting, and I can't tell you how many I got, unfortunately, in my inbox of people saying, Yeah, I asked a coach a question about their method. And they just gaslit me, they were like, You're overthinking it? Or know that, you know, basically dismissing a legitimate question. And the only conclusion we can draw is that you know, that they can't really answer the question or their methodology is not airtight. They haven't considered every possible aspect of it.

Now, it's reasonable, obviously, it's, it's hard to become that much of an expert on something. And it's reasonable that, you know, you wouldn't be able to answer every question. But that's sort of the point is, if you're not at that point, yet, probably not time to charge high ticket. If you're being stumped by questions that people are asking, then maybe it's not time to charge high ticket, or maybe they're too advanced for your program, which means at least you shouldn't have charged high ticket to THEM - to that person, specifically, right, going back to that specialization question. Right?

So I can think of so many examples where it became really apparent that somebody's methodology was not airtight. Like, really simple example, was in a sales and marketing program that I was in one of their modules was all about how you should target people who can afford it, who can, who can who are more likely to be able to afford the price that you want to charge. And then they had another module like, I don't know, a couple of weeks on in the program. That was all about how anyone can afford your program if they want it badly enough. And you need to, you know up your game as far as handling objections from people who say they can't afford your program because god darn it, they can't afford it. Anyone can afford it. They want it badly enough. And

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I'm a logical, reasonable person. And obviously, that bothered me because that was not internally consistent. Right? It was like, on the one hand, they're saying, target people who can afford you. And on the other hand, they're saying anyone can afford, you know, if they want it badly enough, so you need to get better at helping them see that they can afford you. And more than one of us ask that question in the program, like, okay, so this seems a bit inconsistent, or can you help us see what you mean, by saying this, on the one hand, this on the other hand?

And the smackdown was fast and furious, like you're overthinking it? This is, um, you know, this is a mindset issue, which makes no sense, right, it's very reasonable to point out that inconsistency and want to have it explained. So that, to me, was a huge red flag as to, you know, the fact that it probably wasn't original content, like it was probably patched together from here and there copied from this person or that person. Because you could tell that it wasn't a cohesive methodology, or paradigm. Right. So that's what I mean by is your paradigm? Or is your methodology airtight? So really look at that. Next question to ask yourself, regarding charging high ticket is:

7. Have you tested your delivery methods?

Have you actually tested your delivery methods? So now we're moving past. We're, we're moving on from talking about methodology and paradigm and the actual content of what you coach on or teach. And now we're moving towards delivery methods like how are you actually structuring your delivery in your program, because that's important too. You could have the best methodology or paradigm in the world for solving a certain problem. But if your delivery is not set up, right, then it's going to be, it's going to be hard to actually coach people towards that outcome and help them to apply your concepts. So there are tons of considerations here as far as delivery goes.

But you know, for example, I have to bring this up, group coaching versus one on one. I really believe that you should coach one on one for quite a while before you start trying to shove it into a group format. I've just never seen a group coaching program go well, when the coach didn't have one on one experience first. Again, I'd be happy to retract that if somebody wants to give me loads of examples of somebody who had given... One example, give me one example of a group coaching program that has close to 100% client happiness and success. Where, you know, the person didn't have extensive one-on-one experience first.

I was in a program once where I was strongly encouraged to do my work as a group coaching program. And unsurprisingly, the advice I was given wasn't that good because a lot of advice out there is really not that good in this area, but you know, I've really refined the work that I do in the one on one format. A really good example is when I take the time to understand someone's business before I go into helping them with their positioning in their messaging and their organic posts rating. I will go through so many details about their business, making sure that I really understand what they do, the outcomes they provide, how they do it, who their ideal client is. clients who've been through my current program will tell you that we talk for 90 minutes or two hours about that stuff. After they fill out an extensive

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document and I have yet to be convinced that that could be done in a group format.

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Now I try to stay open minded. But I'll tell you that when I was trying to do my work as a group program, before I had honed it one-on-one things got missed, I could see that when people

were writing their copy, I didn't, I was really struggling to give them the best possible feedback, because I had not spent that hour and a half or two hours with them to really understand what their work was all about. So it didn't go well, in a group format, when I review someone's posts, I really pick them apart from many, many angles, to really make sure they're hitting all the points to make it a lead generating post, I have yet to be convinced that that could be done in a group format.

Because I know I've reviewed 1000s of these now, it usually takes 30 to 60 minutes to go through one post and see what's going on with it and what someone's trying to say and how it could be tweaked. So this is the kind of thing that I'm talking about. Oops, I got a pop up on my computer. Yeah.

So have you tested your delivery methods? Do you know that you'll be able to help your clients integrate the topics and the shifts? And give them the best coaching? If it's done in a group? Do you really know that? Have you tested that and proven it to yourself with a high success rate, high happiness rate, before you jack your prices up to this level? Maybe think about that. I've seen it where not only did somebody not test their work in a group format. But they just went crazy with marketing and sales and grew so fast that the group became much bigger than they initially thought that would be and they weren't prepared for that number of clients to be in the program.

So that's something to look at, too. Are you going to compromise the quality of your work? In order to get more clients in the door? For what reason right to, to say that you hit a certain revenue goal, or I don't know. But I really believe in carefully testing things before you go full speed ahead with them.

Yeah, other things, just if you're trying to help people learn a concept in a certain way. Do you know that that way is valid? Right like, for example, again, with the group coaching, like if you are trying to help people become more authentic or like I've seen this with personal development offers and relationship offers. If you're helping people to become more true to themselves, or to articulate their boundaries, or any of these things that are really challenging to do. And you're having people do that in a group format. Do you know that that that is a good way to help them learn it? Right? Especially if the topics are really private things or things that would be saved for their marriage? or things along those lines, right?

Like, do you know for sure that having people talk about these things in a group format is analogous to the situation where they're really going to have to use it. Right? Things like that. Is your delivery method the best for helping people to learn your methods and integrate the things that you teach or coach on.

Alright, getting towards the end of the list here. I think we're at Oh, yeah. 10 I have to count backwards because the numbering is messed up here. I know I have 10 things 10 Nine, eight. Okay, so we're on eight Now, eight out of 10. Okay, so

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eighth question to ask yourself is about your completion rate.

8. Is your completion rate 100% or very close? Does everybody complete all the requirements of your program within the time frame you set?

So my questions number eight and nine here are about completion rate and success rate. So really, all the things I talked about previously should lead to having a high completion rate and a high success rate. So, really just just looking at these rates, is, it's only going to tell you a limited amount, it's going to give you limited information, but looking at the previous items I talked about is going to help to figure out why is the completion rate low? Or why is the success rate low? So the completion rate, is your completion rate 100%. Or, or very close?

Some might argue that that's too high. I don't think so. I don't think it is. I think that in order to charge high ticket, you should be seeing that your completion rate is 99 to 100%. So because that has to do with delivery, which is what you can control, right, so I'll talk about success rate in a minute. Obviously, you can't 100% control what happens in your clients life. And you can't control whether they do the work in the program, either. But if your program is set up, well, if your methodology is solid, if your delivery methods are solid, then there should be almost no reason why completion rate isn't 100% or really close to it.

Another thing to consider for this is, is your program bloated, does it have way too much stuff in it? I've been in so many programs that were so bloated, it was ridiculous. It was like so many videos to get through so many assignments to get through. They were and it was like a lot of them seemed redundant or said the same thing again and again. And it was nearly impossible to get through for a busy person, which the high ticket buyers are usually quite busy.

So I was thinking about my completion rate for my current programs. And I think over the past three years out of somewhere around 150 clients, I think I had two who didn't complete the program. And I think both were for reasons like they had a family emergency or they stopped running their business or something, something like that, right? That was really way way out of my control.

But as far as not completing the assignments, or the sessions, close to 100% Other than those, maybe two outliers that I can think of completed it in in the timeframe that I set. And so that's another thing to like, you'll want to look at the length of your program. Is it too long? Is it too short? I realized that my past program was actually too long, and that the completion rate wasn't good because it was longer than it needed to be to convey the needed information and to help people practice the concepts.

So interestingly, when I made it shorter, it was a lot easier to sell. And people just got through it all a lot faster. And I actually didn't have less content. I had about the same amount of content in a shorter amount of time. So that's something to look at as well. completion rate. So, yeah, are people dropping off early? Are they saying it's too hard to complete? Are they asking for

refunds, of course that would be included in completion rate. So I would say your completion rate should be Close to 100%, before you think about bumping your prices to this level.

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Okay, so then question number nine is about success rate

9. Is your success rate between 80% and 100%?

is your success rate between 80% and 100%. So I'm making that one a little lower than 100%. Because there are more variables to the success than there are to the completion. Obviously, I'm still thinking through all of this. But this is where I am right now, in my thinking about this, just looking at my notes here. Now, obviously, saying that they had success, or they had results that's a little bit nebulous, like, how are we going to define that? I know that most of us will position our high ticket offer around a big result.

And that is, the easiest way I've found to sell a high ticket offer, you know, give, give it a price that people will accept is by the result that it gets. Now, we all know that it can take time beyond the time a client spends with us to get the big result, whether that's attracting love, you know, attracting a spouse or partner attracting or not attracting but getting to a certain revenue level in their business, it can take time for the things we coach the mind to settle in, sync in and integrate. And sometimes it takes time for them implementing as well.

So it can be a little harder to assess the success rate as far as the big result is concerned. Unless every single client follows up with you, or you're able to track every single past client down to find out about whether they got the big result yet or not. But I do suggest that you come up with some kind of way to define results that you can assess fairly immediately.

So one thing that I do with my clients is we break down their big result into several micro results. And I do suggest coming up with ways that you can assess your clients as to whether they succeeded at the micro results. Like in my case, I look at are they succeeding with the lead generating post framework that I teach? Are they able to write one that hits all the elements and checks all the boxes without my having to correct it at all? That's one method that I use to assess results. I'm proud to say that that number is close to 100% as far as how many clients are able to do that, by the end of the program. So that's just one example.

Or if you're helping women to attract love, what's the main thing? What's one of the things you're working on with them as a micro result that will enable that. So like maybe, maybe they need to manage their stress about whether it's going to happen for them or not. I know that holds a lot of women back. This is what I've heard from my friends who are relationship coaches. So just there's a lot of worry and anxiety over is this going to happen for me or not? Am I going to attract this partner or not? And so that can hold women back in the process of, you know, trying to attract love.

So maybe you can assess that, like, Are they improving with their thoughts and their worries about whether it's going to happen for them or not? These are things that should be able to be assessed during the time with you during the program and immediately after. So that's what I mean when I say that the success rate should be quite high. Ideally, that would be 100% as well, but there are some outliers, where you know, the client is just not showing up to sessions for some reason or they had personal emergency again

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or Somehow you managed to enroll somebody who was not at the right sophistication level, although that is on you as well, to enroll people who are at the right sophistication level. So anyway, those are my thoughts on success rate. Is your success rate quite high, ideally above 80%. And of course, as close to 100% as possible before you put that high ticket price on your work.

Okay, so Oh, another thing I wrote down for that one for success rate is ideally, almost, again, ideally, almost every client 80% or more would compliment you on the program without being asked, right. So I don't mean like, Hey, how are you liking the program, and then they tell you, Oh, it's great. Ideally, almost everybody would give some sort of unsolicited compliment about how helpful the program was, or how great it was, or the results they're getting, or whatever. I say unsolicited, because obviously, humans are interesting. And they can say things that aren't quite what they mean.

If they think that you are looking to be told that the program is good, then that might be what they say, even if they don't really mean it. And so, and the reason I say that, ideally, you would get people complimenting the program unsolicited is because I don't think it's enough to say that you get very few complaints. I was gonna say that, in this section, like, ideally, you would get no complaints. But I think getting actual compliments is a better measure.

Because no complaints could just mean that you have scared people into not voicing their complaints, or you created an environment where people don't feel free to speak up. And that could be the reason why they're not complaining to you, but they could be complaining in their head. And I've definitely been in programs where it was clear that any sort of negative feedback, or I don't want to say negative feedback, but any sort of feedback about the program that was anything less than glowing. glowingly positive was not welcome. And it was obvious that people were just scared. So, that's number nine.

10. Do you, yourself, have the result that your program claims to help people to get?

Okay, so now number 10. The last question on my list of what you should ask yourself. To know if you're ready to charge high ticket is do you have the result yourself? I know this is a touchy one. And I'm going to unpack it. But I've been in programs, way too many to count where the person coaching didn't have the results that we were going for the program.

So there are people, for example, in those big group coaching programs where there are tons of people coaching in the program besides the entrepreneur, it's like people who work for the entrepreneur, coaching on how to commit to a niche, for example, one of the hardest things in the journey as an entrepreneur, you've got people who aren't necessarily entrepreneurs themselves, coaching people on that. It's like, okay, so do you really know what it's like to struggle and battle with yourself over this question? Or, or do you not? I mean, if you haven't gone through that yourself, I have to wonder whether the way you're coaching me through

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it is helpful, or is going to actually or is the right way for me to think about it to actually get the result and make that decision and commitment to a niche right.

Now, I know this subject goes pretty deep as far as coaching somebody where you don't have the results. So I want you all to know that I'm open to discussing that further because I Basically what I'm saying today is necessarily very high level. And this, if we were to go into all the nuances of it, it would be a five hour live stream. I'm not doing that today.

But there are some examples that are really blatant, where you just, it's pretty clear that the person doesn't have the result themselves. And so you really have to question whether the advice or the paradigm that they're giving you is going to work is valid, right? I've been in programs about healing, where deeply wounded people were coaching others on how to heal, and talking about how healed they are. And I'm like, No, you're, you're clearly still very deeply wounded, and you've got a lot of issues. And so I don't know that what you're saying about healing is necessarily valid. I mean, it's like, what, what basis is there for you to know that what you're teaching is true, there's got to be some basis, before you're charging high high fees for what you're doing.

Now, it's one thing if you don't have the result yourself, but you have a ton of examples of other people who've gotten the result with your help. I know that there are there examples of this, like, I mean, to go completely outside the coaching world, obviously, there are male, gynecologists, right, who know all about treating different different issues in their that area where they clearly have never had those issues themselves, they don't even have, you know, they there's no way they would experience those issues themselves. But actually, for that example, I do think that I don't have a big enough sample size to really flesh this out. But there is something really nice about a female gynecologist, because she has experienced some of the things that she helps with and sheets, so she has that level of understanding for it.

Anyway, a few more examples here, like people whose own relationship is a hot mess, and they're a relationship coach. It really amazes me sometimes where, like, I've seen people post about all of the hot mess stuff that's going on in their relationship. And then it's like, and then you're trying to be a relationship coach, knowing that people have seen this. Anyway, that's another example. People who are divorced and haven't ever made a relationship stick, or had a relationship last, and they're teaching about how to attract long term love, or handle your relationship in a way that it will, that it will last right. So this is something to really, really reflect

on is do you have the results? Okay, so now, I am going to give some more caveats for this one, though.

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Because I know I have some friends in real life and and on this friends list here, who, you know, you have achieved something meaningful. But it's not necessarily a big result yet of the high ticket variety, right, one of those big results that people will pay for, or pay high ticket for.

If you realized you're not ready to charge high ticket - what should you do instead?

So I did want to transition now into talking about if you say no to a lot of these questions, or even some of them, and you're like, Yeah, now's not really the time to charge this much. What should you do instead? Well, here's what I suggest.

Definitely start out with one on one services, not trying to do some scaled thing or group coaching thing for all the reasons we just talked about. And I would think about them in a way... Think about your services in a way that they're priced per hour. That doesn't mean you have to tell people, Hey, I charge X amount per hour. But that's a way to come up with a non high ticket fee that still seems reasonable for both sides.

So for example, if you coach someone for 15 weeks and you have a session each week. Think about that as a \$1,500 offer. Because I think at least your time is worth \$100 an hour when you think about what things cost these days and how hard it is to properly compensate ourselves. So that's how I think about it. And that was how I thought about my services before I went really high ticket, I was like, Yeah, I'm probably going to spend about 20 hours delivering this service to this client. So I'm going to charge 2k, right 2000 for that. And usually \$100 An hour type way of thinking about it is, is usually acceptable to quite a lot of clients without having to attach a high ticket outcome to it.

So as far as positioning, if you're not going to position it as one of those big results, that's okay, you can still sell it. But I would position it as, that you're going to accompany somebody on their journey to a better relationship or to writing better copy doing better copywriting for their business. Right. So those are, those are outcomes, right, like better relationship, better copy for their business. In my way of thinking those wouldn't qualify as specific enough, if somebody were selling a high ticket service, because again, the specialization of it is part of what justifies the high ticket fee. But that's okay. Like, that's enough to start with, to charge some money for your services.

And that helps to like I've had, I've had friends who, who have struggled to start their coaching business, because, for example, maybe in their own life, they've been able to have more peace, right? Like they used to be really anxious about things, and now they have more peace. And they think, Well, I've got to have a more amazing result. And that myself before I can start coaching, but actually, that's not really true. Like you can go ahead and coach people and share what you know about having more peace. Like, that's actually you could argue that that is a high

ticket outcome because not being at peace. In your day to day life can be a huge, huge problem.

But my point is, you can start with whatever result you do have. And you can share what you know about that. And you can charge a more modest fee. And that's when you're building up the experience that you need to be able to draw all the conclusions that I've talked about in this live stream. Alright, so I hope that's really helpful and empowering.

Question and Answer Time

For everybody watching. I'm going to see if there are any questions. Oh, yeah. Nice to see all the questions from everybody. Hope is asking, **do you think it makes you a stronger coach**

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if you're coaching on something that you've actually been through and succeeded in overcoming?

So that's the kind of question where I would love to know an example of what you mean. Because I guess it depends what the thing is. Like, for example, maybe the thing is that somebody wants to ask, I don't know, it's gonna be hard to do this on the fly. But I'll try.

Like, maybe, maybe the thing that your client wants to do is to ask for a promotion, for example. And maybe you, as the coach, have not ever done that - never asked for a promotion and gotten it. But maybe the thing that's stopping your client from doing that is something that you have overcome, right, like maybe I don't know what that would be. But obviously, there are different internal reasons why somebody would have trouble taking that action and maybe, maybe that is what you're an expert in and what you've overcome, right.

Oh, hope is still here. That's great. Hope says you mentioned earlier about relationship coaches? Yeah, so with that example if, yeah, um, obviously, I think it makes you a stronger coach, if you're coaching on something that you've actually been through in terms of relationships, right? So if you, let's say that you're coaching people who have only ever, let's say you're coaching women, who've only ever attracted men who are kind of wishy washy about them, who never commit, never move their relationship forward. And, and they want to call in someone who's, it's going to be actually a relationship that lasts and the guy commits to them, and it's a long term thing.

Then, if you're a woman, and you're a coach, and you also have never attracted that kind of relationship, or if you have it hasn't lasted, then yeah, I would question whether your method, whether your, your paradigm is really solid, whether it's airtight, right, like we talked about earlier. So if, on the other hand, if you're a woman who, who has attracted, you know, a long term relationship, and you're married to just somebody, to a guy, where it's obviously a really great relationship, you've been married for 10 years, or whatever the case may be, then obviously, that makes you a stronger, I mean, how could it not? You've been on the journey, and

you've, you've achieved the result, you've made it to the end of the journey, and it's not really the end, because it's like, the question is whether it's going to last.

But, for example, I know there's some stat that says that most marriages that break up will do so by year seven, I might not be remembering that correctly. So correct me if I'm wrong. But like, if you're somebody who's been married for 10 years, and it's a great relationship, then obviously, that would, that would strengthen the result as well, like you've made it past the point where most people break up. So maybe the five to 10 year rule applies in relationships too, like if you because by that point, you've probably encountered most if not all of the things that are going to be an issue, or that could be an issue in the relationship and they haven't broken the relationship. So anyway, obviously, it depends what exactly you're coaching on and what kind of result you're saying

1:03:08

you're coaching people towards. So yeah, I hope that's helpful. I would love to keep unpacking these things for a lot longer.

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Okay. All right. Great. So if anybody has any other comments, questions, things that came up for you after watching this, I would love to hear them feel free to put them below the video, just comment on the video here. And I would love to keep refining my thinking even further on all of these points and your comments and you're respectful. Debate or respectful questioning will really help me to do that. So thank you in advance. And thanks for being here with me on the Livestream. And I will talk to you all very soon.