

HIGH-TICKET SALES SECRETS

High Ticket Sales Secrets

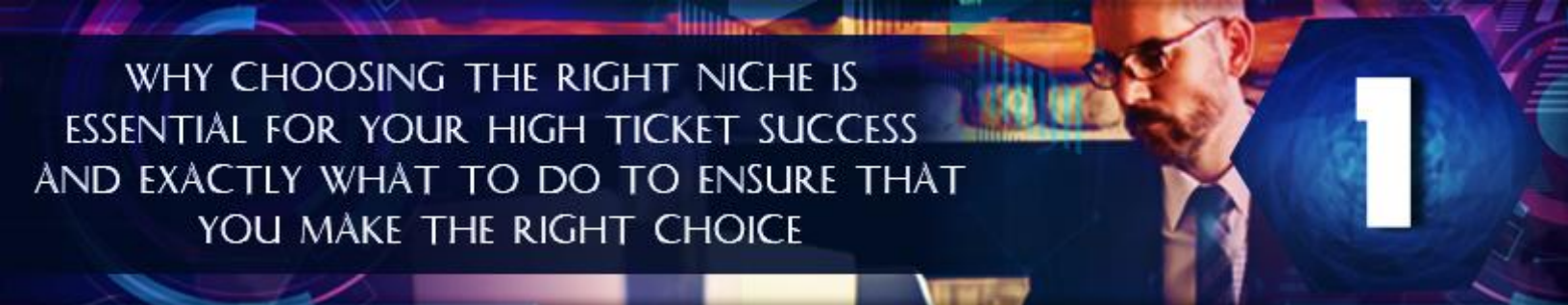
It's one thing to think about what you can achieve. It's another thing entirely to pull it off. A lot of marketers experience this first hand when it comes to high ticket sales. You only need to visit an affiliate marketing forum to see this in action.

People talk a big game about how much money they make with affiliate marketing. Some marketers boast that they were able to generate 3 figure or even 5 or 6 figure sales. What they're not telling you is that these happen only once in a while.

Let's face it, most of us can land a big sale every once in a while. That's not the issue. I don't care how much of a rookie you are. If you put in the time, focus and energy, you will be able to land a decent sale.

Whether it's \$500, \$5,000 or even \$15,000, it doesn't matter in the long run. Why? It's all about sustainability. That is the name of the game and that's why you have to land high ticket sales consistently.

The problem is most marketers fail to do this for a variety of reasons. Here are the 5 most common reasons why they can't land high ticket sales consistently or they can't do them at all.



WHY CHOOSING THE RIGHT NICHE IS ESSENTIAL FOR YOUR HIGH TICKET SUCCESS AND EXACTLY WHAT TO DO TO ENSURE THAT YOU MAKE THE RIGHT CHOICE

Reason #1: They don't even try

When people get into affiliate marketing, they get really excited. In fact, they're so excited that even if they make \$1 in affiliate sales, that's enough to pump them up. They end up thinking about their next dollar sale and then the next buck after that.

I know this is awesome and everything, but too many stay at that level. They just focus on collecting the small stuff. They're clueless about the existence of high ticket sales. These are affiliate sales where you make \$500, \$1,000, \$5,000 or even tens of thousands of dollars per sale.

For too many affiliate marketers, the whole online sales game is all about volume and nothing else. They're more than content to make \$10, \$20, or at most, a couple hundred of dollars with each sale. As long as they make enough of these sales, they're more than happy.

The sad reality is they don't even try to figure out how high ticket sales work. If they're going to put in all this work to generate \$1, why not put in that same amount of time, focus and dedication to produce \$1,000 or \$10,000?

It's all about maximizing your return on effort. If you want to get a clear and effective blueprint for generating high ticket sales, [click here](#).



HOW TO FIND THE RIGHT CUSTOMERS THAT ARE READY TO BUY HIGH TICKET OFFERS AND THE RIGHT MARKETING APPROACH TO USE WITH THEM

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Reason #2: They fail to segment niches

Let's get real here. Not all niches are worth the same. If you are pushing affiliate products, you know full well that some niches are focused on low ticket items. We're talking about products that rarely exceed \$100.

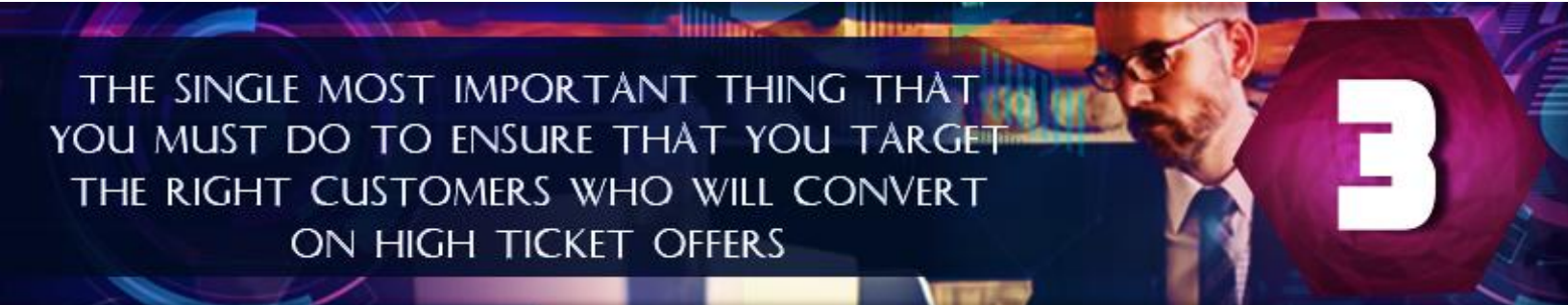
If you try to push a product beyond that price point, good luck getting any sales. Customers in that niche have fixed expectations regarding the price range they're working with. Operate out of this price range and you're not going to make too many sales.

In fact in many cases, you're not going to generate any sales at all. Niches are not one and the same. Some niches pay quite a bit of money because the people looking for those products and services are prepared and eager to spend that kind of money.

The vast majority of other niches, however, don't pay all that well. Now, a lot of affiliate marketers think that this is perfectly fine because they would just make up for it in terms of volume. Here's the problem.

If you're in a niche where it's fairly easy to convert traffic into cash, what do you think will happen? That's right. There will be other affiliate marketers there and there will be competitor saturation. Think of many people fishing at the same fishing hole. It doesn't matter how many fishes there are in the water. Eventually, there will be too many fishermen and not enough fish.

You have to segment your niche correctly. But for this to happen, you have to first find the right high value niches to market to.



THE SINGLE MOST IMPORTANT THING THAT YOU MUST DO TO ENSURE THAT YOU TARGET THE RIGHT CUSTOMERS WHO WILL CONVERT ON HIGH TICKET OFFERS

Reason #3: They fail to see high end opportunities within a niche

Even with invaluable niches, it's very easy to lose motivation. You know that people buy high ticket items in your niche. Here's the problem. Not all the people interested in that niche are ready to commit today.


In many cases, they need a lot more information before they can pull the trigger. You have 2 options here. You can either walk them through the long process of building their trust so you can eventually convert them, or you can analyze the high value niche you're in and isolate sub-niches that appeal to people willing to spend big money today. The choice should be obvious.

Sadly, there are too many high ticket affiliate marketers out there who end their analysis at the point they discover a high value niche. They think that the mere fact that people interested in that niche are willing to pay top dollar is enough for them to get a big fat pay day.

It is no surprise that a lot of high ticket affiliate marketers don't generate a steady volume of money. In fact, a lot of them fail to generate any money at all. This mindset plays a big roll in that failure. Just because you're in the right building doesn't mean you are going to get the experience you're looking for.

You have to be at the right floor. You have to be in front of the right people. You have to be there at the right time. You have to say the right things in the right sequence to produce the right outcome. This requires not only focus, but effort and attention to detail.

Look for high end opportunities within a lucrative niche. Do not look at your niche in a shallow way. Segment it as much as possible to unlock even greater opportunities.



THE TWO ESSENTIAL COMPONENTS THAT YOU MUST INCLUDE IN YOUR HIGH TICKET STRATEGY THAT WILL MAKE YOU MORE MONEY FOR A LOT LESS EFFORT

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Reason #4

They're clueless regarding the concept of return on effort

If I paid you \$100 to play basketball for an hour, you probably would think that you're in on a good deal. You probably would think that you are doing something right and worthwhile. What if I told you that in that same hour, you could've gone with somebody else who would've paid you \$500 to piece together a grant proposal for a project he or she is working on?

This is called an opportunity cost. You can only be at one place at any time. You can't split your body. You can't do 2 things at exactly the same time. Forget about multi-tasking. It's an illusion. When you're multi-tasking, you're actually doing one thing at a time. You're not doing many things at the same time. You're doing things in sequence.

Opportunity costs are very real. For every hour you devote to something that pays really low money, you could've been doing something that pays at a much higher rate. People who are blind to high ticket affiliate marketing sales are unclear or flat out clueless regarding the concept of return on effort.

Since you can only be in one place doing one thing at one time, why not do something that will pay you the most amount of money for the least amount of work? That is the classic definition of return on effort: putting in the least amount of time and effort while extracting the most amount of money.

When you put the same amount of time, effort and labor into generating \$1,000, which would you rather do? The choice should be obvious. Sadly, a lot of people do not get into high ticket sales because they're completely clueless about ROE.

If you are sick and tired of settling for cents on the dollar as far as your precious time, effort and focus are concerned, [click here](#). You will download a blueprint that will enable you to identify high ticket sales niches and create a conversion platform that will help you turn your traffic into big ticket sales.

By “big ticket”, I'm talking about \$1,000, \$5,000, or even \$25,000 per sale or more. These opportunities do exist. Why waste your time doing something that will yield \$1 when you can focus on something for the same amount of time, effort and intellectual energy that will produce thousands of dollars?

The choice should be clear. Download this framework today.

HOW YOU CAN GET HIGH TICKET CLIENTS TO SPEND EVEN MORE MONEY USING THIS LITTLE KNOWN AND EASY TO IMPLEMENT SECRET



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Reason #5: They don't know how to optimize high ticket sales funnels

I remember the first time I got into affiliate marketing. I had the misfortune of enrolling in an online course taught by a self proclaimed marketing guru. In one portion of his course, he actively asked his course participants and students to ask him questions.

He would then answer the questions in a live Google hangout. I asked the question if there's a big difference in sales funnels for low ticket items and very expensive affiliate products. His answer floored me.

He said, "If you've seen one sales funnel, you've seen them all." In his opinion, there's really no difference between high ticket sales and low ticket sales. It all boils down to how effective your sales funnel is.

Sadly, too many people believe this. They believe that sales funnel come in some sort of package and are identical to all other sales funnels. They're not identical. How do I know? Well, look at your target audience.

People who buy products and services to the tune of \$20,000 a pop are looking for a higher level of credibility, authority and legitimacy. They are demanding to be treated a different way than somebody who is buying a \$1 item.

Sales funnels are not identical precisely because they have to be custom tailored to the specific niche audience they are trying to convert. My guru was absolutely clueless and that was why I did not make much money, I didn't make any money at all, implementing the lessons that he taught in his online course.

I learned more about making money online through trial and error doing my thing and making money with high ticket sales funnels is one of those self taught lessons. The bottom line is you're trying to appeal to people who can spend thousands of dollars on a single sale.

There are many people on this planet who are ready, willing and eager to spend thousands of dollars based on an email they receive. While this is true, and it is definitely cause for excitement, don't, for a second, believe that there's only one email involved.

That email is part of a chain of emails. It's part of a series of marketing messages and signals sent in an email based commercial relationship. If you want to generate high ticket sales, you must optimize your sales funnels to the needs of your target audience members.

These sales funnels do not come fully formed and perfect. No. You have to continuously optimize them so as to maximize their effectiveness.

Avoid all of the above if you want to be successful with high ticket sales marketing. Whether you are selling your own high ticket products or someone else's, you have to be mindful of the issues above. Otherwise, you are going to have a tough time.

There is no reason for you to waste your time spending your focus, effort and energy on low ticket sales items in the futile hope that you will generate volume. Just because you know how to sell, doesn't mean you know which product to sell. Truly value your time and labor.

It's a better use of your talents and resources to focus on high ticket sales. [Click here](#) for the only blueprint you will need to unlock the full commercial potential of

online high ticket affiliate sales. See you on the other side.