

HIGH-END QUALITY ACTION PLAN

WORKBOOK



ACTION PLAN HIGH-END QUALITY

Describe how you plan to include your elements in your high- end program or product:

My Best High- End Product

1. Priceless perceived value:

What is the one thing this client is looking for and has not found?

What will she unhesitatingly pay for right now? What would she think is worth investing in and even sacrificing a little to have?

What can you provide that no one else is offering at this time OR is able to do as well as you?

2. Think up at least 3 more ideas, using the questions above to identify and qualify them:

1. _____

2. _____

3. _____

ACTION PLAN

HIGH-END QUALITY

3. How can I make this offer exclusive?

4. Which method or type of offering would be best suited to this client's.....

- | | |
|--|---|
| <input type="checkbox"/> Availability | <input type="checkbox"/> 6- month commitment |
| <input type="checkbox"/> Learning preferences | <input type="checkbox"/> 1- year commitment |
| <input type="checkbox"/> Lifestyle | <input type="checkbox"/> VIP Day |
| <input type="checkbox"/> Niche | <input type="checkbox"/> VIP Mastermind Retreat |
| <input type="checkbox"/> One-on-one package | |
| <input type="checkbox"/> VIP Fast-track Tune-up (business overhaul clinic) | |
| <input type="checkbox"/> Exclusive, invitation-only VIP Club (with strictly limited numbers) | |
| <input type="checkbox"/> Other _____ | |

5. List everything that will set this program/event apart and make it worth the price:

Results

Networking opportunities

Perks

Special guests

Venue

Other _____

Ongoing benefits and follow-up

EXERCISES: PLAN YOUR MARKETING

6. Create an up-front, direct and succinct message to explain your new offer to your perfect prospective client.

Include:

The catchy, direct and memorable name of your method, signature program or offer

Identify:

Your ideal high end client's single most pressing need or problem

Craft:

A direct, vivid "picture" of the results she could achieve, if she accepts you offer (1 paragraph.)

EXERCISES: PLAN YOUR MARKETING

Explain:

How you are going to help her (steps, process).
Help her to visualize this

Give:

A shortlist of unique benefits only you can offer:

Finish with:

A direct Call to Action leading to "more information".

Example: "Follow the link to find out more"