

Sean Mize 60 Day Coaching

Day 6: Audio 3

Reverse Funnel Elements

Audio Length: 15 Minutes

Sean is going to give you an introduction of which elements to include in your reverse funnel. You don't have to use the exact price points he gives you. You'll be able to take this example and compare it to what you have in your niche.

You've been positioning yourself as the only one in the world who can do X,Y,Z. If someone wants to learn what you know, they have to buy it from you.

The ultimate package could contain one on one time with you. It could contain access to all of the packages you create in a year.

Or, another package that contains everything but doesn't contain personal access to you. Personal access might cost \$10,000 and all of your packages much less... you're creating a comparison of what your personalized time and expertise is worth.

You'll pack a lot of information in-- you'll over deliver.

When you reverse the funnel and have a high end/training element, it sounds like a bargain to have those lower priced packages.

If someone is paying a lot of money, they want results. If they do get results, it's worth that high price tag.

What kind of results would you want to get if you were paying that money? Then, figure out what content you need to create so someone can get those results.

Most people never do anything... if you give them a homework assignment, they can then get those results. That's one example of something you can create so people get results.

Instead of marketing a \$100 package every month, come up with a payment plan for a higher end product. The same people will spend the same \$100 but you won't have to find that new customer every month

Create a training for each month that gets people real results.

The difference between the training and coaching is that they are responsible for their own success. When you offer coaching, they aren't on their own.

You have to complete the training to succeed... you'll help them get the results they want to get.

If you have a higher end training they'll always feel like they're getting a bargain when they're in on the lower level.

Brainstorming Your 10X10 Matrix

This is easy to do. You'll have incredible clarity on every product you want to create. You can use this matrix to plan every training you have.

You're excited today. Your client is excited today. But soon, you won't have the energy and excitement.

Instead of thinking about this over the course of 12 months, just plan it all today.

It's easy to do 25 hours of training... do one hour a day to get through it. The most important thing you can do in the first month of your business is to create your products.

You're excited now so use that energy to get your products and training created. Your coaching program doesn't take any upfront time to create.

Do this and you'll get the results you desire.