

Rocket Your Success

Lesson 2: Packaging

The Art of Packaging

- Proper Packaging gives irresistible offers matched with high value investments for your clients
- Use a Sales Funnel - all the time
- Always have options - Double Binding doesn't allow a No

Use a Sales Funnel

- People are ready to buy at the level they are nurtured, educated, and how much they require
- Top to Bottom:
 - Knowledge Small Buys (Red) up to \$100
 - Everyone Should Buy Here (Yellow) \$500-\$2000
 - Exclusive Private Level (Green) up to \$8000
 - Main Client & True Profit Centre (Blue) up to \$100,000



Rules of Packaging

- Keep It Simple
- Keep It Easy
- Keep it FUN

This is also Sales & Presentation 101 - Simple - Easy - Fun

How to Package

Small Buy: Under \$97

Example: For \$97 (Scarcity - today only)

Package Name: 30 Day Challenge (**Simple: I can do that - it's only 30 days!**)

Outcome: Create additional \$1000 in 30 Days - that's just \$33 per day (**Fun, right? Who doesn't want this?!**)

Actual Items Included:

1 x 30 Minute Strategy Session (at 30 Day so we can upsell again)

1 x Book

1 x Audio or Video

1 x 30 Day Calendar (they can print)

1 x Daily Check List

Total Value: \$491

Value: \$197

Value: \$35

Value: \$197

Value: \$15

Value: \$47

Client Expectation: Create 5 hours a week to Do the Work & Create 30 minutes a Day to Read/Listen. (**Simple**)

Instructions: Follow the Tick List & Listen to the Audio & Read the Book. Then in 30 Days WHEN You have done everything, we will speak again & keep you progressing to the next level. (**Easy**)

How to Package

Sweet Spot Purchase: around \$1000

Example: For \$1000 (Scarcity - today only - typically \$2000 or \$1500)

Package Name: 3 Day Workshop + 3 Months of (Group) Coaching (**Wow, Now that's Value for Money!**)

Outcome: Create additional Your 6 Figure or 7 Figure Business in Just 3 Days. Make money while you are there! (**Fun, right? Who doesn't want this?!**)

Actual Items Included:

6 x 60 Minute Weekly Coaching Sessions in Small Group

All/Any Books

All/Any Audios or Videos

Monthly 30 Day Calendar (they can print)

1 x Daily Check List

Live 3 Day Workshop

Total Value: \$3,500

Value: \$1000

Value: \$100

Value: \$300

Value: \$50

Value: \$50

Value: \$2000

Client Expectation: Create 5 hours a week to Do the Work & Create 30 minutes a Day to Read/ Listen/Get on Coaching Calls. At end of 3 Months, Come to the 3 Day Event. (**Simple**)

Instructions: Follow the Tick List & Listen to the Audio & Read the Book & Get on Coaching Calls. (**Easy**)

How to Package

Special Purchase - Exclusive 1v1, Consulting, Coaching, Etc

Example: For \$5000 (Scarcity - today only - typically \$2000 or \$1500)

Package Name: Private Coaching

Outcome: Specific Tailored Outcome from desire they tell you - You REPEAT & Sell what they need here. (Fun, right? Who doesn't want this?!)

Actual Items Included:

Private Coaching (3mo,6mo, In person)

All/Any Books

All/Any Audios or Videos

Monthly 30 Day Calendar (they can print)

1 x Daily Check List

Live 3 Day Workshop

Total Value: \$15,000

Value: \$1000/hour

Value: \$100

Value: \$300

Value: \$50

Value: \$50

Value: \$2000

Client Expectation:What You need them to Do. (Keep It Simple)

Instructions: Follow the Tick List & Listen to the Audio & Read the Book & Get on Coaching Calls.

(Easy)

How to Package

Main Package - Actual Clients here

This the Monthly Revenue or the High Level where they really “Get You” or “Get the Business”

Package Name: Million Dollar Lead Generation

Outcome: Consistent Monthly Lead Flow with a minimum of 10 Hot Referral-Quality Leads per month. Based on your closing ratio, Client Name should close 2 per month = $\$5000 \times 2 = \$10,000$ per month. Total increase of \$10,000 per month.

Guarantee: Triple Your Investment in 12 months

Investment: \$12,997 paid in full OR \$ 3700 per month over 4 months.

Actual Items Included: (package inclusion on Sheet provided - very NICE Expensive Feeling PDF & Print Out)

Sold In Person IDEALLY or over a Period of Time knowing each other.

Client Expectations: 5 hours per week of Implementing. 1 hour is on coaching call. In Month 2, 5 hours per week of Sales Appointments/ availability for Sales Appointments

Outcomes should be what they really want and you being able to provide that with them/for them/to them

Talk Track on Packaging

- The entire purpose is to make it feel like it is answering what they Want/Need/Desire
- Apply 85%-90% Rule - focusing on Benefits TO THEM. Outcomes. Results
- 10% of people leave happy with Content
- 90% of people leave THRILLED with Results - Give Results
- It's not about what happens or the time it happens - its about the EXPERIENCE and the OUTCOME and the RESULTS of the program/coaching/product
- Use this in Your Copy, Your Presentations, & Your Sales Conversations

Now Create It

- Your Short List for this week:
 1. Create Your \$97 Yummy Offer
 2. Create Your \$500-\$1500 Sweet Spot Offer
 3. Create Your Main Client/High Profit Offer
- Optional: Use the Marketing template to create the flyer for High Profit Offer
- Optional: Craft a Short Flyer/Sales Page to Sell \$500-\$1500 Sweet Spot Offer