



# Freedom To Truly Serve

## BONUS #1

### The Keys to High Ticket Selling

- People pay for **TRANSFORMATION** not Information. High ticket offerings help people to overcome their problems, making this type of offering very suitable for Yoga Teachers and wellness professionals.
- There is a huge difference between what people **WANT** and what people **NEED**. We need to be clear on both. What people **WANT** is the outcome (**TRANSFORMATION**). What people **NEED** is the strategy, mindset, the accountability etc. (**YOUR METHOD**).
- High ticket marketing requires knowing this difference between what people want v's need. It's immensely important our messaging points to what they truly **WANT**. Why? Because this helps us to meet them where they are at and gives you the **CONFIDENCE** to know that you can give them what they need.
- For High Ticket, you need to be **SPECIFIC** and **SPECIALISED** and this is just a matter of extracting your Super Power (See video training in Bonus #2) and niching down with focus and intent.
- Think about who **YOU** need to become to sell at High Ticket. How would you show up for your clients/ students if you were earning £5-£10k per month? Effortlessly charging £1,500 - £10,000 for your transformational programs. What would your life be like? Where could you be of greater service to others? Show up as her **NOW!**



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### The Mindset Shift To Earning 5-10K Months

**The days of struggling light workers are behind us. It's ok to want more for your life and to step out of the poverty consciousness that has kept you stuck on the hamster wheel of financial struggle. You deserve this! ❤️**

**Think back to your response to the last question above. How would you show up if you were earning £5-£10k per month?**

**Now think about a client paying for your high ticket course. If they had invested £1,500 or £5,000 for example, in your course, do you think they would show up?**

**Absolutely YES!**

**Why? Because when people pay, they pay attention! When we pay more, we value more. And this leads to a WIN WIN for both you and your client.**



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### Feeling Ready to Make the Shift?

#### **ESSENTIALS TO CONSIDER:**

When we lack **CLARITY, CONFIDENCE AND BELIEF** in achieving our goal, it's far too easy to start looking at every other 'cheap' or 'affordable' distraction.

#### **YOU MUST MAKE A COMMITMENT:**

- **TO YOURSELF AND WHAT IT IS YOU TRULY WANT FOR YOUR LIFE.**
- **TO FOCUS AND FOLLOW THROUGH. (No looking left or right, stay in your own lane)**
- **TO DECIDE THERE IS NO PLAN B.**

#### **THE TRUTH!**

**Fear will show up, without doubt and it will do so in 3 ways:**

- **PANIC**
- **RESISTANCE**
- **QUESTIONING THE METHOD**

**All of these things can make you lose sight of your goal and start looking for distractions. If you decide to join me on Freedom To Truly Serve, I will discuss this at length. The right mindset is absolutely KEY to your success. You need to focus and follow through and stay true to YOU.**