

High Ticket Coaching Program Overview and Plan

A high ticket coaching program is a coaching program in which a complete set of interactive tools and human interaction combine to give clients an ideal transformation over a specified period of time.

In order to fully implement a high ticket coaching program, the following steps must be employed:

- 1) The Offer: The transformation you offer your clients and the systematic implementation of the transformation

The most important, and easily forgotten part, of a high ticket coaching program is the offer. Without an offer, you can try to implement each of the other components, but they never deliver the complete transformation.

- 2) Application Funnel: where qualified prospects can apply to participate in the high ticket coaching program

- 3) Enrollment Consult: Where the prospects discusses their needs with an enrollment coach to determine if the high ticket program is a good fit; the enrollment coach likewise screens the applicant for suitability in the program (evaluating skill level, work ethic, fit of message, and the culture of the program)

- 4) Onboarding: Where the new client is introduced to the training and implementation program in such a way that he or she is clear on the path to their objectives, how to utilize the service, and how to get help and guidance

- 5) The Coaching Program: This typically consists of a highly choreographed mix of the following:

Training Area (where lessons and training materials are stored, this might be a wordpress members area, or a lesson delivery service such as teachable, thinkific, podia, simplero, or others)

An interactional component, such as a forum or group environment

Live training calls each week

Some form of accountability or “checkups” through human interaction or email communication

If any of these components are missing, the implementation of the program will backfire and be unable to “work.”

A common mistake or challenge is assuming the one of the components will simply “come together” - which is unlikely to occur.

One additional component to the entire process is that of “getting leads,” “driving traffic,” or otherwise attracting prospects to your “application funnel.”

This component becomes much more natural when there is clarity on the offer; once you have clarity on your offer, you can then be very clear about “who” you want in your program, and once that’s established, it becomes much easier to “target” the right individuals online.

The first 2 things we’ll do when we start the training is we’ll outline your entire “system” so that you can map out - and SEE where you are going as you build out your backend and coaching business/program.

Then we’ll build your offer so that’s it’s powerful, gets your clients results, and is worth a high fee.