

Start With High End Products

Table of Contents

Build Your Business from the Top Down

Cement Your Worth First

Coaching

High End Products

... But The Focus Is On Free

Start With High End Products

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With all this talk about releasing free products to really make an impact on your market, you might be surprised that I recommend you *start* with some higher end products first, if you're just entering a market.

This is actually a concept made popular by a marketer named Sean Mize. He recommends setting up your coaching or consulting program or some other high-ticket offer from the very start of your business, in an area where you can consider yourself to be an expert. While you may not necessarily focus on taking on coaching clients right now, it is that "compare and contrast" that makes the difference-- it's value building.

If all you have available are free products and \$7 products, people may not have a very high perception of the value of your content. You may be one of the top experts in the world, but it is what people's perceptions are that matter. But, if you have a coaching program that is several hundred dollars or several thousand dollars, it will be very clear to people that you know what you are talking about, even if they have no intention of spending that much money.

Now, imagine they receive an extremely high quality product of yours completely for free or they see one of your free viral marketing campaigns. Since you are making a splash in your market, people will check out what else you have to offer. If you have nothing else to offer, people reach a dead-end. But if you have a product funnel set up already, complete with higher end material, their perceptions are immediately increased as are their expectations for what you can provide to them.

I believe this is another reason why so many marketers fear freebie seekers. It's because they don't have their product funnel set up in the right way. They think they can just give a free ebook away and collect a

list of email subscribers and have that be the start and end of it. In reality, first impressions really do count.

You want people to be able to visit your blog and website and see that you are an expert right away. They need to see your high-end coaching or membership offer, along with your high-end products and lower end products. When they see that, they will be far more motivated to download and actually use the free content they've gotten from you. Because even though they've gotten a specific product for free, they know that you have high-priced, high-end products available. This immediately increases the perceived value of what they have gotten for free.

If you don't currently have products or services for sale, it really doesn't take that long to get them going. You can create very simple and easy products and coaching offers that address a unique angle in your marketplace. You can set up a small sales page offering coaching and consulting for a relatively high fee. Or, you can create high-end bundles of the content you already have, which will provide value but will also increase the perception that people have of your business overall.

Build Your Business from the Top Down

That goes right along with the concept of building your business from the top-down. You want people to know that you are the best of the best. You want them to feel immediately that you are the expert they should be turning to. This means building your business from the top down.

You don't have to start with all free products or all low-priced products. You can (and should, as I mentioned earlier) have higher end products available right from the start, even if your business is relatively new. You'll find your unique angle, research very in depth, and add your own spin and expertise to it.

When you do this, you don't have to worry about freebie seekers. You just have to present yourself in a way that will make it clear that you're a top expert who simply has a mission to help as many people as possible. Some of those who download your free content will be ready to upgrade to your coaching, consulting, or high-end membership site right away. Others will follow your funnel through to purchase some of your lower end products. You just have to make it clear about what sets you apart from other marketers that you are present and helpful for whatever they need.

There are countless digital products out there about your topic. But, there is only one you. People who are really ready to change their life will be ready to invest so they can have personal interaction and help from you. This can do major things for your reputation and your success when you launch free products in the hopes of going viral.

Having high-end products available puts you in a different class – it's sort of like being a high-end steakhouse compared to a McDonald's. If you build a McDonald's based business, your free campaigns are not going to do as well or be as meaningful. But if you have a high-end steakhouse business where you serve dishes they serve nowhere else, that free sample's just going to whet their appetite and they will quickly upgrade to have a full taste of something no one else has available.

Cement Your Worth First

If you really want to stand out from the crowd, you have to cement your worth from the very start. That's why I suggest, within your free marketing materials, you lay out what makes you different from other marketers out there. You should also make it very clear that you are passionate about helping real people, just like the person who is reading your content at that moment.

What are you worth? What is your time worth? These questions have nothing to do with giving free content away. So many marketers think that

they should never give anything away for free because it will diminish their worth. That, too, is a scarcity mindset.

Instead, cement your worth from the very start even while giving away content for free. Let them know that they are currently working with the best of the best. Importantly, you should be building the value of the free download even though they've paid nothing for it. Give solid case studies and examples of who the method or product has worked for. Give a lot of details that go above and beyond what anyone else is offering. Offer unique insights that will give people several "ah ha" moments right from the start. They shouldn't be able to go a page without learning something new or thinking in a way they hadn't thought before.

Do you really believe that your content and your expertise is worth anything? This is something else to consider. Many marketers talk a good game but actually have low confidence in what they have to offer. They know, deep down, that they aren't offering anything better than what's already out there. They know they're simply riding the coattails of other marketers who've come before them and are trying their darnedest to squeeze any amount of money out of the market at all.

There are other marketers who believe that they are the best of the best, but truly have done nothing to innovate. They are stuck in the past and believe that marketing will work the same way it has always worked. Hopefully, you're well aware by now that that is not the case. Marketing is different now, and people's expectations are different now. People do expect to get high quality content for free. It's what you do about those expectations to turn them into a paid customer who is loyal for life that really makes the difference.

Coaching

Many people are hesitant to offer coaching, and I'll admit that I've been one of them. I offer a lot of personal help through my high-end marketing forum, along with personalized help to certain upgraded members.

It's important to think about what really helps people. You can present your content in a certain way so that it has the best chance of driving people to take action. That's exactly how I have structured the book you're reading right now. It's organized in a way that quickly convinces you that this free business model can do wonders for your business.

This product is certainly not the highest end one I have out there, but by the same token it can take your business to the next level very quickly and help you stay afloat in the next year and beyond... because this is exactly where marketing is headed. If you follow the advice I've given you in this book, you'll not only do "pretty well," but you'll be ahead of the trends and you'll far outshine the competition.

Now then, is offering high-end coaching for you? That's something only you can answer for yourself. Every business model is different. However, there are a great number of products out there. Again, you can try your best to arrange your content in a way that will move people to take action. But, you really cannot reach through the computer screen and force them to do anything.

What you can do is offer personalized help. It's that personalized coaching that's going to make the truest difference for a lot of people, because there are a lot of people who aren't self-starters and who need the accountability and push that a coaching program can give them.

Remember your goal – you are passionate about helping as many people as possible. The start of this is through your free content. But the people you're going to have the most impact on are those you work with one-on-one or in small groups. That's why I urge you to find a way to make that happen. Yes, you will earn a lot more money offering coaching and consulting than you will with simple products. You will also be helping people in a way that no one else has been able to do.

Offering coaching and personal help has another benefit. You will start to develop a trail of amazing social proof. The people you help through

coaching or your membership site will spread your name around the web. They will tell anyone who will listen how much you have helped them and how you have changed their life. This will spark interest in those they talk to, and those people will go on to download your free content, entering into your product funnel. And, the cycle will continue.

But, if you have nowhere for those people who download your free content to go, all is lost. That's why it's so important to have a well-rounded product funnel, including coaching, consulting, or another kind of personalized help, such as with a membership forum.

High End Products

Let's talk more specifically about high-end products. You're going to be charging a premium for your personal help and coaching. Not everyone who enters into your product funnel and takes advantage of your free marketing will be ready to pay that kind of a price tag. That is where they will get the most direct help and probably get the best results, but it's a simple fact that not everyone can afford it. Others who can afford it might take more convincing or need to learn more about the kind of value you offer.

The smaller products you offer will usually target very specific problems and will tend to be lower in price. I have a large stable of products just like this – products anyone can afford and that are very actionable and helpful. I am passionate about the largest number of people being able to download the content that I offer – whether free or available for a very low price.

But you also need to have high end products available. These higher end products cost more but attract a different audience. They attract the audience who is ready to invest more in their business. These people have moved beyond the smaller products and are really ready to see dramatic changes in their business. At some point, they may be ready to upgrade

to coaching. Right now, though, they trust you enough to invest some solid money with you in the form of your high-end products.

Just as with your free products, these high-end products really need to be different from anything else out there. They need to be very comprehensive and involved. That doesn't mean you need to stuff them full of fluff – but you do need to attend to different learning styles, include everything they need to succeed, and put your own twist on old ideas. They're coming to you to learn something different – you are their preferred expert.

Remember – when people who have just entered your funnel see that you have high end products available, it sticks in the back of their mind and increases their perceived value of what you have to offer.

You don't want to become known as a low-end marketer. Again, it is wonderful to have lower end products available, but you want to attract an audience who will be willing and ready to invest. They'll hear about you and find you via your free marketing, but they'll stick around and invest in, or save up for, the higher end products and courses you offer. To a lesser extent, these high-end products can offer your personal assistance, though they will need to upgrade to coaching or consulting if they would like additional personal help.

... But The Focus Is On Free!

I highly suggest you have a solid plan for your entire product funnel. You should know how everything is going to work, from your free content, to your list emails, to your low-end products, to your midrange and high-end products, and to your coaching and consulting. Your entire product funnel should be clearly presented on your websites and people should have ample opportunity to invest.

But your true focus as far as dominating your market, for now, is free. Even if all you have is short web copy for your coaching and consulting, that is enough to offer the needed contrast.

Then, focus your attention and energy on creating free content that will really blow people away and be passed all over the web. Focus on providing value to as many people as possible. You're attracting a certain audience with your free products. Spend time creating mind blowing awesome free products and your business will really start to take off.

This is a process of brainstorming and trial and error. You are going to try things that no one else has tried before. This means taking some risks, possibly stirring some controversy, and doing things that are going to raise the eyebrows of other marketers.

You're going to do so in a completely ethical way, of course, but you're going to do it differently enough that it really attracts attention. Once you have people's attention, you're going to give them something that is a true game changer and will win them over for life. Your product funnel, which you have planned from the top-down, and your business, can take off like crazy...very quickly.



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