



Industry Rockstar
6 Month Revenue Accelerator
Call #10

Crafting Offers, Packaging & Group Sales Dynamics Part 2/2
HANDOUTS



Revenue Accelerator

Here's what we are going to cover...

- How to build a webinar (& offer)
- How to build a live presentation (& offer)
- How to develop a package to sell (info-products)
- Developing a 90 day challenge
- Group Masterminds
- What goes into the package flyer
- Common mistakes of newbie group sales presenters
- Behind the Curtain of the Numbers
- Pitching For Capital



Offers, Packaging & Group Sales

90 Day Challenge

- People love a “Challenge”
- Creates high engagement
- Short term project/promise
- Great kick off of a new client relationship
- Has a focused & measurable out come



Offers, Packaging & Group Sales

90 Day Challenge - Creation

- Chose a specific outcome for the 90 days
- Create a community of people all engaging
- Meet with them as a group/individual a few times
- Touch points every week
- Use accountability partners/groups
- Use a forum (Facebook, etc).
- Use different modalities to engage them (webinar, teleconference, live, etc)
- Reward system for the achievers of the target



Offers, Packaging & Group Sales

Developing A Group Coaching Product

Why Are They Super Awesome...



Long Term Integration



Offers, Packaging & Group Sales

Developing A Group Coaching Product

Why Are They Super Awesome...



Tight Knit Community Of People



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Developing A Group Coaching Product

Why Are They Super Awesome...



Spend Time With Your Best Clients



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Developing A Group Coaching Product

Why Are They Super Awesome...



High Level Of Results & Change



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Developing A Group Coaching Product

Why Are They Super Awesome...



Leverage Your Time With Many People



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Developing A Group Coaching Product

Why Are They Super Awesome...



Highest Paid Backend Program



Offers, Packaging & Group Sales

Developing A Group Coaching Product

How To Structure Them...

- **Structured Themes & Clearly Defined Progression**
- **Defined Start Date & End Date (with the same people)**
- **Limited Amount Of People (under 50)**
- **6 Month or 1 Year**
- **Touch Points About Every 2 Weeks**
- **Done For You Components**
- **Different Tiers**
- **Hot Seats**
- **Community Forum For Members**
- **Email reminders of events and calls**
- **Combination of in person and phone/online**
- **Host it somewhere beautiful (or economical)**



Offers, Packaging & Group Sales

Common Mistakes Of Newbie Group Sales Presenters

- Don't give the right amount of info
- Give a Keynote presentation & bolt an offer on the end
- Don't follow a proven sequence
- Don't give the whole group attention
- Don't smile or have fun
- Aren't clear about their offer
- Don't hold their cool during their offer
- Don't give clear direction about how to enrol with them
- Are not firm enough about getting people to take action
- Don't stop moving around
- Don't use enough pictures on their slides
- Don't use enough multimedia
- Don't give themselves enough credit (they buy you)



Offers, Packaging & Group Sales

Numbers for Group Events

- **Live Event Show Rates:**
Free Events 20% show, Low Paid 50%, High Paid 90%
- **Live Event Conversion Rates:**
Low 10%, Target 20%, Max 30%
- **Live Event Price Points:**
Low \$1,000, Mid \$2,000, Max \$3,000
Low \$500, Mid \$3,000, Max \$9,000
- **Webinar Show Rates:**
Free webinar 30%-50%
- **Webinar Conversion Rates:**
Low 2%, Target 5%, Max 10%
- **Webinar Price Points:**
Super Low <\$100, Low \$100-\$500, Mid \$500-\$1K, High \$1-3K



Offers, Packaging & Group Sales

Numbers for Group Events

- **Live Event Show Rates:**
Best Days of the week (demographically sensitive): Tue, Wed or Thurs
- **Webinar Show Rates:**
Best Times of the day (demographically sensitive): 11am/2pm/7pm



Offers, Packaging & Group Sales

Pitching For Captial

SEE THE BONUS HANDOUTS!



2 Week Challenge:

- 1) Create a group event to run
(either 90 Day Challenge or Group Coaching)
- 2) Offer it to your friends and Database



NEXT CALL:
Industry Rockstar
6 Month Revenue Accelerator
Call #11

NLP in Sales & Negotiation Part 1/2
June 18th at 11am London Time