



# **build your own**

HIGH-TICKET OFFERS

A Work1099 Special Report

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## Introduction

Perhaps the most significant business decision I've made since starting online in 1999 is to create a high-ticket offer. In my case, I created a coaching program, one of the 3 magic methods I reveal below. It has, literally, doubled and even tripled my income.

If you haven't yet made any income online, fear not. You don't need to have experience to create your own high-end offers and coaching programs, but you do need to start building the foundation of a "real" business.

Read the companion report, "Buyer Attraction Manual," for a look at proven methods you can use to start attracting customers, where to find feeder content for your coaching and high-end offers, and how to get the credibility you need to become an expert in your niche.

A simple look at the numbers explains why it is so important for businesses to offer high-end offers...

- ➔ It takes 50 customers buying a \$20 ebook to earn \$1,000.
- ➔ It takes only 1 customer buying a \$1,000 coaching program.

You can make a lot more money with a lot less effort by simply offering something with a greater price tag ... in this case, your own coaching program. It just takes **fewer transactions** to reach a significant profit level.

And, when you factor in the fact that many customers WANT to spend more money for something limited in nature, for something that provides a level of access, it became paramount that you offer it.

Years ago I heard a speaker (sorry, can't remember who it was) talk about high-dollar coffee grinders sold at Starbucks®. His point was clear: while not everyone buys the grinders, when one is sold it significantly increases profit. You gotta sell a lot of cappuccinos and lattes to equal the same profit from a grinder.

My big "reluctance" was that a personal coaching program would take up too much time. But, as I found out, it really didn't require as much time as I initially thought.

In fact, in just a moment I'll share something with you that I recently shared with one of my clients concerning the time invested in the first model that I'm going to cover in this report.

So, let's go ahead and look at these methods.

### ***3 "Magic Methods" For Starting Your Own Highly Profitable Coaching Offers***

## **Method #1: Q&A Style.**

This is what I call the "entry level" method of coaching. It is by far the easiest way to start your own coaching program and –literally– can be setup today.

Here it is in a nutshell –

#### ***Answer questions submitted by your clients.***

That's it. Your coaching program consists of clients sending you daily questions related to their specific situation and you answering them back.

There is no curriculum needed. No materials to organize. No content to prepare. No calls to organize. Nothing for you to create prior to launch.

You simply offer your expertise in your chosen field in a "question and answer" setting.

Now, before you think "it can't be that easy, no one will pay for that" – let me emphatically point out how wrong that thinking is! ☺

Here's how it works for my clients.

As a member of the VIP Coaching, my clients get to ask me ONE question per day, Monday-Thursday. And they pay \$497.00 per month for this privilege.

The cap of 10 members that I have in place means approximately \$5,000 per month in profit. If I decided to offer it to just 20 members, that would be a six-figure income per year just answering an email each night, four nights per week.

For this particular type of coaching, you'll be more effective and can charge more if you are able to show others that you have some experience in your particular market. You get this experience – and thus “expertise” - automatically when you follow the process laid out in the companion manual.

The more ways you make money in your industry, the more respected you'll be. Plus, you'll be perceived as an expert just by doing the research and conveying your experiences to others.

**Major Hint:** Many of the most successful “experts” portray themselves as regular guys or gals. They go to careful lengths to make sure they are seen as genuine everyday people...because that's what people want.

**They want people, who are like them, who will help them figure out the path that they should take.** It doesn't matter whether they're trying to make money, lose weight, build muscle, or trade stocks.

**Coaching is in-demand in every industry.**

Now, back to my clients question about “time invested”. One of my own Inner Circle students asked me this question a few days ago. He already had in mind the idea to start a coaching program (he saw that I offered one and modeling his fixed-term membership after mine, he took the initiative to start his own).

He just wanted to know how many positions he should make available based on the amount of time needed to personally respond to each student.

I'm going to share the exact response that I made to his question...

Hey Shaun,

Good question. Here's a funny, but kinda sad, fact for you: only about 1/3 of those paying \$197 per month for the Inner Circle coaching are using it 3-4 times per week.

The rest are asking about one question per week, which boggles my mind.

But, this isn't anything new.

When I offer my FullTimeFormula coaching about 4 times per year, the numbers are about the same: about 20 of the 50 actually turn

in their weekly homework.

It's been that way for as long as I can remember: For the 5 years that I actively ran Profits Vault one of the bonuses was FREE COACHING with me ... ask me questions whenever you need assistance. I never had any kind of restrictions written in there at all. I had about 1% (that's 1 out of every 100!) actually use it and no one ever asked more than one question.

People WANT personal coaching. And they PAY for it. But, sadly, most don't USE it.

Bad for them. Good for us.

Bottom line: If the numbers are consistent, you'll have about 20-30 of the 50 who use it and even those won't post questions every night.

I spend about 20 minutes each night ... well worth the money!

See you tomorrow.

Obviously, there are many variables involved, but the "average" student asks me 1-2 questions per week. How long would it take YOU to respond? That's the real question here.

My guess is this: if you have 30-60 minutes to invest each night in coaching, you can make a nice amount of money offering the service.

And, remember, this is only Monday-Thursday!

***All you need to get started is a salesletter,  
an order link and a download page.***

You can have this up and running today if you choose.

Create a page like this one that describes exactly what they're looking for, poking at their "pain points," and then offering your coaching as the solution:

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## **The most successful people get ideas and instructions from mentors, coaches and experts...and now you can too!**

There are all kinds of issues that force us to ask for help. They are usually in one of these three categories...

**1. We don't understand.** We read a manual or look over instructions - and we just don't "*get it*". It's written in another language (sometimes figuratively, sometimes literally!). Whatever the case, we can't figure out how to get things done, and so we have to ask for help.

**2. Something isn't working.** This is another biggie. Whatever we purchased or obtained just isn't working like we wanted or expected it to work. We need help getting REAL results, and so we put in a request for support.

**3. Information is missing.** Have you ever received generalized information that wasn't specific enough that you could apply it to what YOU are dealing with? It sounds very good and probably would be helpful to a lot of people, but you just can't figure out how to put it into practice. Help please!

Know what I mean? Regardless of what kind of problem you are encountering, all of these things have one glaring thing in common. When you're facing one of these situations...

### ***You're stuck!***

That's the REAL problem. The end result is, you can't move forward. ***Until that issue is resolved, you're simply stuck.*** You need to clear it up so you can continue on and receive the benefit, result or enjoyment you were seeking in the first place.

In instances like these, **it's always good to be able to have access to those who can get you unstuck.** That is, to be able to ask questions and seek assistance with those who are qualified to help you out of a jam.

Now, in the case of something you've purchased that isn't working correctly, there is usually a warranty which entitles you to troubleshooting support and, if necessary, repair or replacement.

But, what if you need help that isn't technical and isn't included in your purchase? What if you're stuck in your business? I mean, **there aren't many help desks you can contact where a world-class expert in the field will personally answer your questions.**

That's where I step into the picture...

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Then you just talk about what you can do for them...and how your Q&A program works.

Heck, you can hire someone at Fiverr.com to create a page for you for \$5-\$10 bucks. (Just don't copy this wording exactly, please – tailor it to your own industry and the area you are, or want to be an expert in.)

Then, setup a special email account for customers to contact you for their question. Setup an order link and fulfillment page with instructions to the customer for contacting you.

And you've got a coaching program.

***You can literally have this setup in less  
than an hour of time invested.***

So, that's one method of starting your own coaching program. What about another?

## **Method #2: Existing Curriculum.**

The second very effective method of personal coaching is to use existing curriculum and "teach" that curriculum as the basis of your coaching.

Let me give you a quick example –

In one of my courses I teach you how to start, build and profit from your own email list. With this type of coaching program, I would convert the existing content into weekly "lessons" with a homework assignment for each of them. My involvement in the coaching would be to "grade" each homework assignment and offer suggestions on improving and implementing the content for that week.

Do you see how this works? Instead of a Customer buying a copy of my course and going through it on their own, now they can have me interact with them through every step of the process as they go through the content.

There's a big difference between these two things ...



- ➔ Reading a chapter devoted to the topic of “creating a squeeze page” and then taking action on that information.
- ➔ Reading a chapter devoted to the topic of “creating a squeeze page”, then taking action on that information, and then asking the author to give you feedback on how to improve your action.

Do you spot the overwhelming difference between the two?

*Wouldn't you much rather have a qualified expert take a look at what you've done and give you suggestions on improving it?*

*Wouldn't you much rather have a qualified expert to turn to when you have a question rather than try to figure it out through trial and error?*

*Wouldn't you much rather have a qualified expert who can tell you “that's a bad idea, here's a better way” than to get it wrong and face another setback?*

*Wouldn't you much rather have a qualified expert hold you accountable and keep you motivated and on track rather than go at it alone and quit before the finish line?*

There are so many benefits to this model that it should come as no surprise that people will pay premium for such access.

And the best thing is this –

***You don't need to create any additional curriculum.  
You can use existing curriculum.***

In fact, I'd venture that customers who have ALREADY PURCHASED your existing curriculum would line up to have you guide them personally through the information.

Now, the question comes to mind: *what if I don't have any existing curriculum of my own?*

You know what? That's not a problem!

Check this out. I once offered a few resale rights licenses to the course. One of my students, Jay Jennings, purchased one of these licenses and soon after launched a COACHING PROGRAM that walked clients through MY curriculum.

As a licensee, he was well within his right to sell the course (without making any changes to it, of course – because he purchased resale rights only, as we did not offer private label rights, which would allow you to use it) and if he wanted to offer a coaching aspect to those willing to pay for it, that was fine with me. In fact, I thought it was BRILLIANT.

Do you see the huge shift here?

***If you purchase resale rights licenses to other people's content, you can develop a coaching program around that curriculum.***

Now, that doesn't mean you have the right to bust up the course into little pieces or make any kinds of changes like that. But, you likely would be well within your rights as a license holder to say...

*"Students, read chapter one this week. Complete the action step that the author instructs you on. Send me your completed work and I'll give you feedback on how to improve it".*

Of course, there are also other things you can do to enhance the coaching aspect such as ...

- *Create supplemental articles and reports.*
- *Develop mindmaps, flowcharts and other visual resources.*
- *Prepare a set of worksheets and assignments to complete.*
- *Offer a brainstorming area where clients can bounce ideas.*
- *Develop simple tools, scripts and software programs to aid or automate.*
- *Create a set of ready-made templates and guides.*

All of these things are optional, but could further create a compelling coaching offer based on someone else's curriculum that you've purchased a license to resale.

Note: If you are unsure of what you can and cannot do as a licensee for someone else's product, simply contact the author and explain what you plan on doing to verify you are authorized. Just because I allow this to be done, doesn't mean everyone does. Know your rights BEFORE you invest your time.

There are PLENTY of resources in the PLR package offered inside [Work1099](#) that could easily be used for such a coaching program.

Again, you're looking at an "overnight" coaching program being put in place. Use your own curriculum or something from the PLR package we offer to new Work1099 Members. Create a simple assignment for each section. Let the customer email you their assignment for feedback and a q&a via email.

Again, you simply need a salespage, order link, download page, email account and your existing curriculum (or the rights to sell a course).

You could easily have this setup by tomorrow as well.

That brings us up to the third and final method of starting your own coaching program...

## Method #3: Focused Training.

That is, you create brand new, never before released curriculum that is the focus of your coaching program.

This is how I created my five-day coaching class. Each day the customer reads 2-3 pages of content (the entire curriculum is less than 15 pages), completes an assignment for me to review and asks me ONE coaching question via email.

In the class, I actually teach clients how to create THEIR OWN "5-day coaching class" on the subject of their choosing. In just five days of working with me, they have their own class to sell for \$97-\$497. The information wasn't shared before in any format, nor is it available anywhere else.

The key to this kind of coaching program is this –

***The content shared is exclusive to the coaching program.***

It's not been seen before and it can't be found elsewhere. The only place to get it is to join your coaching program.

That's why it sells very well.

Now, this is the most challenging of the three models. (If you'll notice, the degree of difficulty has increased with each model.) It requires more effort to create this kind of coaching program, but it can also be the most lucrative.

Obviously, you need to develop the curriculum from scratch, which can be a bit time-consuming compared to the previous 2 methods. But don't be overwhelmed by the amount you need to create. You only need to write a few pages of content, and it can easily be done in less than 24 hours.

The scope of this special report is to give you some methods of creating a coaching program, not to explain in-depth how to do each of them. So, I'm not going to explain how to create your own curriculum. Heck, that's a coaching program in itself! ☺

Here are the simple steps though:

1. Determine a desired result that can be completed in just five days.
2. Divide the steps for accomplishing the result into five steps (one per day).
3. Create 2-3 pages of content for each step/day to explain "how to" do it.
4. Provide an assignment for the customer to complete to show they have accomplished that day's step.
5. Allow them to email you once per day in order to ask any question they want that is related to the step.
6. Give them feedback on the assignment and answer their question via email.
7. Repeat for the full five days. And you're done. Premium pricing, minimal time investment.

Now, there is something I want to say to you that I really want you to think about and let it sink in...

***Don't be afraid to charge what you're worth.***

One of the biggest problems with those offering coaching programs is NOT charging "enough". That is, they are afraid people won't pay a premium fee so they simply underprice their coaching program.

That's a mistake. You are, after all, in essence, selling your time. How much is your time worth to you? Don't be afraid to charge what you're really worth!

If you're building a business targeting an industry, then you're already in the top 2%. It's certain you already have more knowledge and experience than the other 98% of people in your market. They will look up to you.

If you find that you have absolutely no takers after a few weeks, then sure, adjust your price. But the more common problem is undercharging...not overcharging.

Don't underestimate your value. Don't be afraid to flaunt what you know, or your experience. If you don't have experience, get started with our companion manual.

So, there you have the 3 models for starting your own highly profitable coaching program. But, before we close out, I want to talk with you about some additional items that will make your coaching program a success.

***How To Become A C.O.A.C.H.***

As someone recently called me the "King of Acronyms", I suppose I should continue living up to my royal name. ☺ In that spirit, I have narrowed down the process of starting your own coaching program (for all 3 methods we've covered) into 5 steps. I've used the acronym "C.O.A.C.H." to label each of these steps...

- C - CHOOSE a market.
- O - ORGANIZE your curriculum.
- A - ARRANGE the sales process.
- C - CREATE a communication medium.
- H - HIT your promotion.

Let me run through this very quickly and briefly, and then I want to share possibly the most important part of running your own highly profitable coaching program...

**Step 1:**

**C – CHOOSE a market.**

It all begins with choosing a market. Like any business endeavor, you need to define your target audience. Trying to “be all things to all people” may be a noble idea, but it’s a bad business practice.

Who is it that you want to reach?

There are many, many profitable markets. Just a few of them include...

- Weight loss / fitness
- Making money
- Dating and relationships
- Parenting
- Self help / self growth
- Women’s / men’s interests
- Specific hobbies

The list could go on and on. If your favorite bookstore has an entire section devoted to it, chances are it’s a profitable market.

And, obviously, there are many divisions of these markets.

Example: “Making money” consists of many divisions such as: small business, home business, finance, internet marketing, business opportunities, fundraising, investing, etc.

And even these divisions can be broken down into smaller “niches”.

Example: “Internet marketing” consists of many divisions such as “affiliate marketing”, “information marketing”, “list marketing”, etc.

The important thing is that you define a market. It all begins here.

Decide upon a market that is (a) profitable, and (b) of personal interest to you, preferably one in which you have existing experience or knowledge.

**Step 2:**

**O – ORGANIZE your curriculum.**

Next, you need to decide what it is that you are going to offer as the basis of your curriculum...

- 1) If you go with method #1 (Q&A) for your coaching curriculum**, then you'll need to determine the scope of your expertise. From what topics will you entertain questions?
- 2) If you go with method #2 (Existing curriculum) for your coaching curriculum**, then you'll need to determine what existing content you'll share (and seek approval if it is licensed content). Also, how will you arrange weekly lessons? What specifically are the "homework" assignments? Are there any additional materials that you'll offer to enhance the content?
- 3) If you go with method #3 (Focused training) for your coaching curriculum**, then you'll need to create your weekly lessons ... at least the first one to get started. Choose a topic of interest to your market and begin outlining a set of lessons based on that topic.

Once you have this in place...

**Step 3:**

**A – ARRANGE the sales process.**

There are three things you'll need in place as far as automating the order process...

- 1) The salesletter.** You will first need to craft a salesletter describing the specifics of your coaching program and the benefits to those who join it.
- 2) The order processing.** You will also need someone to process your orders for you. Some options are Clickbank.com, Paypal.com and 2Checkout.com.
- 3) The fulfillment.** You will need a fulfillment page in place where the customer will be taken to upon completing their order. This page should describe how the coaching will take place and provide any instructions for the client to complete (I.E. Join a list, create an account, etc.) in order to participate.

This brings us to an all-important aspect of your coaching program...

**Step 4:**

**C – CREATE a communication.**

How will you communicate with your clients during the coaching program?

There are two ways to handle the “technical” side of things as clients interact with you...

**1) Communicate via email.** One option is to simply have your clients submit their questions to you via email. You’d then reply to their questions as a return email. And everybody goes home happy.

There’s only one problem. Email isn’t always 100% reliable. I’ve done this in the past and a lot of times I’d never receive a question or the client would never receive an answer. And this would result in some mistrust, dissatisfaction or frustration at times. And, truthfully, there were some other minor issues at times with using email, but we worked around them. At a minimum, you can run your coaching program by email.

**2) Communicate via private message board.** A better option is to use a “private message board”. I spent several thousand dollars to have a personal coaching script created that allows me to interact with students one-on-one in their own private message board. Each student has a username and password to enter the secure zone where we communicate behind closed doors.

The truth is, you don’t need to spend \$1,000’s like I did...you can simply install a free forum (SMF or phpBB) or helpdesk script (osTicket) on your website. (**Note:** We provide links to many other free tools like this on the Work1099 resources page, available only to [Work1099 Members](#).)

So, decide upon how you want to communicate with your clients during the coaching period. Then, it’s time to launch!

**Step 5:**

**H – HIT your promotion.**

Once you have everything in place, it’s simple a matter of getting the word out about your new coaching program.

- Contact your personal network of subscribers, partners and customers.
- Purchase pay-per-click ads, ezine/solo ads, banner ads and other paid advertising.



- Look for joint venture partners and affiliates to promote your coaching for a commission.
- Create viral reports and other free giveaways to attract new clients.
- Insert notifications into your existing assets: notices at your website, in your resource boxes, in your signature file, in your autoresponder sequences, etc.

Do what you can to get the word out!

(In the [Product Pipeline System](#), we reveal not only how you can get the word out...we reveal how to create more offers and attract customers for FREE.)

## Final Thoughts

Getting started with your own highly profitable coaching program is as easy as “answering questions” and as in-depth as “creating brand new curriculum.”

Regardless of who you are, you CAN do one of the three methods that we’ve covered in this small report.

I encourage you (if you were my son or daughter, I’d **make** you! ☺) to start your own coaching program and take your income to the next level of profitability.

Use the companion manual to attract customers using the system that we lay out, and you’ll lay the foundation for your own high-end coaching program.

Once you’re ready, upgrade to our [Product Pipeline System...](#)



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Your Coaching Program Is To Build Out A Foundation Of Products...**

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