



**DISCOVER HOW TO MAKE  
HIGH-TICKET SALES BY  
WORKING WITH THE RIGHT  
CLIENTS THE RIGHT WAY**

It's one thing to think about what you can achieve. It's another thing entirely to pull it off. A lot of marketer's [experience](#) this firsthand when it comes to high ticket sales. You only need to visit an affiliate marketing forum to see this in [action](#).

People talk a big game about how much [money](#) they make with affiliate marketing. Some marketers boast that they were able to generate 3 figure or even 5 or 6 figure sales. What they're not telling you is that these happen only once in a while.

Let's face it, most of us can land a big sale every once in a while. That's not the issue. I don't care how much of a rookie you are. If you put in the time, [focus](#) and energy, you will be able to land a decent sale.

Whether it's \$500, \$5,000 or even \$15,000, it doesn't matter in the long run. Why? It's all about sustainability. That is the name of the game and that's why you have to land high ticket [sales](#) consistently.

The problem is most marketers fail to do this for a variety of reasons. Here are the 5 most common reasons why they can't land high [ticket](#) sales consistently or they can't do them at all.

# WHY CHOOSING THE RIGHT NICHE IS ESSENTIAL FOR YOUR HIGH TICKET SUCCESS AND EXACTLY WHAT TO DO TO ENSURE THAT YOU MAKE THE RIGHT CHOICE



## **Reason #1: They don't even try**

When people get into affiliate [marketing](#), they get really excited. In fact, they're so excited that even if they make \$1 in [affiliate](#) sales, that's enough to pump them up. They end up thinking about their next dollar sale and then the next buck after that.

I know this is awesome and everything, but too many stays at that level. They just [focus](#) on collecting the small stuff. They're clueless about the existence of high-ticket sales. These are affiliate sales where you make \$500, \$1,000, \$5,000 or even tens of thousands of dollars per sale.

For too many affiliate marketers, the whole online sales game is all about volume and nothing else. They're more than [content](#) to make \$10, \$20, or at most, a couple hundred of dollars with each sale. As long as they make enough of these sales, they're more than happy.

The sad reality is they don't even try to figure out how high-ticket sales work. If they're going to put in all this [work](#) to generate \$1, why not put in that same amount of time, focus and dedication to produce \$1,000 or \$10,000?

It's all about maximizing your return on effort. If you want to get a clear and effective blueprint for generating high ticket [sales](#), [click here](#).

## HOW TO FIND THE RIGHT CUSTOMERS THAT ARE READY TO BUY HIGH TICKET OFFERS AND THE RIGHT MARKETING APPROACH TO USE WITH THEM

2

### Reason #2: They fail to segment niches

Let's get real here. Not all niches are worth the same. If you are pushing affiliate products, you know full well that some niches are focused on low ticket items. We're talking about products that rarely exceed \$100.

If you try to push a [product](#) beyond that price [point](#), good luck getting any sales. [Customers](#) in that niche have fixed expectations regarding the [price](#) range they're working with. Operate out of this price range and you're not going to make too many sales.

In fact, in many cases, you're not going to generate any sales at all. Niches are not one and the same. Some niches [pay](#) quite a bit of money because the people looking for those products and [services](#) are prepared and eager to spend that kind of [money](#).

The vast majority of other niches, however, don't pay all that well. Now, a lot of affiliate marketers think that this is perfectly fine because they would just make up for it in terms of volume. Here's the problem.

If you're in a niche where it's fairly easy to convert [traffic](#) into cash, what do you think will happen? That's right. There will be other affiliate marketers there and there will be competitor saturation. Think of many people fishing at the same fishing hole. It doesn't matter how many fishes there are in the water. Eventually, there will be too many fishermen and not enough fish.

You have to segment your [niche](#) correctly. But for this to happen, you have to first [find](#) the right high value niches to market to.

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2

### **Reason #3: They fail to see high end opportunities within a niche**

Even with invaluable niches, it's very easy to lose motivation. You know that people buy high ticket items in your niche. Here's the problem. Not all the people interested in that niche are ready to commit today.

In many cases, they need a lot more [information](#) before they can pull the trigger. You have 2 options here. You can either walk them through the long [process](#) of building their trust so you can eventually convert them, or you can analyze the high value [niche](#) you're in and isolate sub-niches that appeal to people willing to spend big money today. The choice should be obvious.

Sadly, there are too many high-ticket [affiliate](#) marketers out there who end their [analysis](#) at the point they discover a high value niche. They think that the mere fact that people interested in that niche are willing to pay top dollar is enough for them to get a big fat pay day.

It is no surprise that a lot of high-ticket affiliate marketers don't generate a steady volume of [money](#). In fact, a lot of them fail to generate any money at all. This mindset plays a big role in that failure. Just because you're in the right building doesn't mean you are going to get the [experience](#) you're looking for.

You have to be at the right floor. You have to be in front of the right people. You have to be there at the right time. You have to say the right things in the right sequence to produce the right outcome. This requires not only [focus](#), but effort and [attention](#) to detail.

Look for high end opportunities within a lucrative niche. Do not look at your niche in a shallow way. Segment it as much as possible to unlock even greater opportunities.

## HOW TO FIND THE RIGHT CUSTOMERS THAT ARE READY TO BUY HIGH TICKET OFFERS AND THE RIGHT MARKETING APPROACH TO USE WITH THEM

2

### Reason #4

They're clueless regarding the concept of return on effort

If I paid you \$100 to play basketball for an hour, you probably would think that you're in on a good deal. You probably would think that you are doing something right and worthwhile. What if I told you that in that same hour, you could've gone with somebody else who would've paid you \$500 to [piece](#) together a grant proposal for a project he or she is working on?

This is called an opportunity [cost](#). You can only be at one place at any time. You can't split your body. You can't do 2 things at exactly the same time. Forget about multi-tasking. It's an illusion. When you're multi-tasking, you're actually doing one thing at a time. You're not doing many things at the same time. You're doing things in sequence.

Opportunity costs are very real. For every hour you devote to something that pays really low money, you could've been doing something that pays at a much higher rate. People who are blind to high ticket affiliate [marketing](#) sales are unclear or flat out clueless regarding the concept of return on effort.

Since you can only be in one place doing one thing at one time, why not do something that will pay you the most amount of [money](#) for the least amount of [work](#)? That is the classic definition of return on effort: putting in the least amount of time and effort while extracting the most amount of money.

When you put the same amount of time, effort and labor into generating \$1,000, which would you rather do? The choice should be obvious. Sadly, a lot of people do not get into high ticket sales because they're completely clueless about ROE.

If you are sick and tired of settling for cents on the [dollar](#) as far as your precious time, effort and focus are concerned, [click](#) here. You will download

a blueprint that will enable you to identify high ticket sales [niches](#) and create a conversion [platform](#) that will help you turn your [traffic](#) into big ticket [sales](#).

By “big ticket”, I'm talking about \$1,000, \$5,000, or even \$25,000 per sale or more. These opportunities do exist. Why waste your time doing something that will yield \$1 when you can [focus](#) on something for the same amount of time, effort and intellectual energy that will produce thousands of dollars?

The choice should be clear. Download this framework today.

## HOW YOU CAN GET HIGH TICKET CLIENTS TO SPEND EVEN MORE MONEY USING THIS LITTLE KNOWN AND EASY TO IMPLEMENT SECRET



5

### **Reason #5: They don't know how to optimize high ticket sales funnels**

I remember the first time I got into [affiliate](#) marketing. I had the misfortune of enrolling in an online course taught by a self-proclaimed [marketing](#) guru. In one portion of his [course](#), he actively asked his course participants and students to ask him questions.

He would then answer the questions in a live Google hangout. I asked the question if there's a big difference in sales funnels for low ticket items and very expensive affiliate [products](#). His answer floored me.

He said, "If you've seen one sales funnel, you've seen them all." In his opinion, there's really no difference between high ticket sales and low ticket sales. It all boils down to how effective your [sales](#) funnel is.

Sadly, too many people believe this. They believe that sales funnel come in some sort of [package](#) and are identical to all other sales funnels. They're not identical. How do I know? Well, look at your target audience.

People who buy products and [services](#) to the tune of \$20,000 a pop are looking for a higher level of credibility, authority and legitimacy. They are demanding to be treated a different [way](#) than somebody who is buying a \$1 item.

Sales funnels are not identical precisely because they have to be custom tailored to the specific niche [audience](#) they are trying to convert. My guru was absolutely clueless and that was why I did not make much money, I didn't make any [money](#) at all, implementing the lessons that he taught in his online course.

I learned more about [making](#) money online through trial and error doing my thing and making money with high ticket sales funnels is one of those self-taught [lessons](#). The bottom line is you're trying to appeal to people who can spend thousands of dollars on a single sale.

There are many people on this planet who are ready, willing and eager to spend thousands of [dollars](#) based on an email they receive. While this is true, and it is definitely cause for excitement, don't, for a second, believe that there's only one email involved.

That email is part of a chain of emails. It's part of a series of [marketing](#) messages and signals sent in an email based commercial relationship. If you want to generate high ticket sales, you must optimize your sales funnels to the needs of your [target](#) audience members.

These sales funnels do not come fully formed and perfect. No. You have to continuously optimize them so as to maximize their effectiveness.

Avoid all of the above if you want to be successful with high ticket [sales](#) marketing. Whether you are selling your own high-ticket [products](#) or someone else's, you have to be mindful of the issues above. Otherwise, you are going to have a tough time.

There is no reason for you to waste your time spending your focus, effort and energy on low ticket sales items in the futile hope that you will generate volume. Just because you know how to sell, doesn't mean you know which [product](#) to sell. Truly value your time and labor.

It's a better use of your [talents](#) and resources to [focus](#) on high ticket sales. [Click](#) here for the only blueprint you will need to unlock the full commercial potential of online high-ticket affiliate sales. See you on the other side.