ASK METHOD® COACHING

Your High Ticket Offer

		Yes	No

STEP 1	**Choose your MAX**
	• Have you selected from the High Ticket Quadrants on the Product Grid?
	  ◦ A client-focused MAX
	  ◦ An event-focused MAX
		❒	❒

	• Have you chosen one option inside that quadrant?
	  ◦ Client-focused options include masterminds, coaching or 1:1 consulting
	  ◦ Event-focused options include workshops, bootcamps or live events.
		❒	❒

STEP 2	**Research your market and competitors** • Have you reviewed your DDS and analyzed your market's biggest challenges, possible topics and types of MAX offers of interest?	❒	❒
	• Have you researched options already offered in your niche?	❒	❒
	• Do you know the standard, lowest and highest price ranges?	❒	❒
	• Do you know the standard inclusions, bonuses and gifts?	❒	❒
STEP 3	**Decide your MAX price** • Have you priced your MAX in relation to your IN and/or UP?	❒	❒
	• Have you decided how your price will compare to your competitors? (Premium/ Budget/The same)	❒	❒
STEP 4	**Decide what you will include** • Have you created a list of standard inclusions?	❒	❒
STEP 5	**Decide what you will hold back** • Have you selected your main launch bonus?	❒	❒
	• Have you selected a fast action bonus?	❒	❒
	• Do you have any surprise bonuses or gifts in mind?	❒	❒

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