

00:18:40 Tad Hargrave: Welcome to How to Design Your High End Offer with Greg Faxon!

00:22:35 Pamela J. Hobart: not yet - highest is around \$1200

00:22:37 Sunday Oliver: First time

00:22:37 Leah Kent: My offers have maxed out around \$2500 / \$3000

00:22:37 Dianna Graves: First time

00:22:38 Karin Volpp-Gardela: No high end offer yet

00:22:41 Kelly (she/her): first time

00:22:44 Ahava Shira: I have not yet - highest is \$3600.

00:22:45 Tad Hargrave: Please put in the chat: Who has already developed a \$5,000 USD Product, and who has not:

00:22:53 Daniel Chambers: First time

00:22:54 Andrew Wayfinder Hryniewicz: I have it, but haven't sold it yet (sold beta offer)

00:23:04 Philip Brautigam: Many times for others, first time for self

00:23:51 Matthew Cragg: I have as the default of my work but not formally packaged

00:23:55 Pam Howard: My coaching package is \$5K

00:24:34 Julien Marzouk: Hi everyone, First time here

00:24:43 Nala Walla - Grief and Gratitude: First time for me-I've been developing an offer for some time

00:24:44 Gabriel Shaw: First time offering!

00:24:53 Marina Francis, Wellness Coach to Visionary Women: Hi all first time here too!

00:25:01 Vanessa: first time as well

00:25:05 Matthew Cragg: the natural relationship goes over months and can add up to \$5000 or more for some

00:25:08 Kristina J. Words: heelloooooo everyyyoneeeee

00:25:14 Karin Volpp-Gardela: Tad, just discovered you a few weeks ago and you've already changed how I do things, thanks so much for all your free content! Happy to participate in a paid offer today 😊

00:25:28 Kristina J. Words: 3k

00:25:33 Gabriel Shaw: Same here Matthew

00:25:47 Nala Walla - Grief and Gratitude: Will this be recorded?

00:25:48 Ryan Roi: i have a high end offer, 6k for 3 months

00:25:54 Anthony Trahair: First time! Listened to last recording

00:25:59 Amber Stanley: Not yet, no

00:26:04 Aashi Arora-iRISE Exec Coaching: Yes I have created a high end offer :) Current client of Greg and am a big fan!

00:26:16 Dr Doug - Bio-Emotive Framework: I have a 4.2K offer for 2.5 months

00:28:37 Kristina J. Words: i agree

00:28:50 Kristina J. Words: i am excited

00:29:31 Kristina J. Words: i feel like i am in the right place

00:33:27 Tad Hargrave: Anyone know how those green lines got on the screen or how to get rid of them?

00:33:44 Aashi Arora-iRISE Exec Coaching: clear all drawings in the annotation menu

00:39:03 Dianna Graves: yes

00:39:04 Andrew Wayfinder Hryniewicz: yes  
00:39:05 Erica Ross . She/Her: yes  
00:39:07 christine stoddard (she/they): absolutely!  
00:39:08 Nala Walla – Grief and Gratitude: yup  
00:39:10 Stephen Crowley: I'm in  
00:39:11 lilly: yes  
00:39:11 Manoj: yes  
00:39:11 Leah Kent: Yes and also freaking me out, LOL  
00:39:12 Julien Marzouk: yesss  
00:39:12 Kristina J. Words: how do i find peeple who wanna pay a high end?  
00:39:12 Daniel Chambers: yes  
00:39:14 Jenny, Suddaby: yes  
00:39:16 Jillian Almeida: definitely  
00:39:17 Marina Francis, Wellness Coach to Visionary Women: I've wanted to for a long time...  
00:39:17 Amber (The Hello Code): absolutely!  
00:39:20 Philip Brautigam: activate galactic!!!  
00:39:20 Laura- child Evelyn: yes  
00:39:25 lilly: though it is daunting to give that value consistently  
00:39:27 Kelly (she/her): exactly, how to find people who wants to pay high end  
00:39:28 Aashi Arora-iRISE Exec Coaching: its a great reminder to keep going with it especially when there is self-doubt so thank you!  
00:39:28 Ahava Shira: I'm in!  
00:39:31 Shelley Harrison: Still nervous to commit. How do you make the leap from lower end packages to high end. Who new marketing system??  
00:39:33 Michael-he/him-Tkaronto: lots of gas pedal... now how to ease off on my brakes.  
00:39:35 David Jurasek: I was convinced,... yesterday... 🤔  
00:39:39 Leah Kent: I want to hear about client boundaries to make this work!  
00:39:44 Joseph Medina: I'd be interested in the sales aspect at some point in the future.  
00:39:51 Kelly (she/her): it sounds good in theory, just concerned about finding people who are willing to pay that much  
00:40:00 Ryan Roi: Hire Greg to help you find people who will pay high end, thats what i did, and it worked 👍  
00:43:07 Ahava Shira: ROI cane in terms of emotional freedom?  
00:43:23 Laurie Courage: acute vs chronic  
00:45:03 Aashi Arora-iRISE Exec Coaching: early on in my coaching practice I did a lot of hourly and it was generally a mess – totally agree with a long-term package  
00:48:17 Gabriel Shaw: the second payment would come when?  
00:48:34 Jason Schneider: Good question Gabriel  
00:49:16 Ryan Roi: i do the second payment 30 days after the first session in my three month program  
00:53:32 Amber Stanley: Just chat feature as far as I can tell  
00:54:42 Tad Hargrave: Hey folks: please pose your question with

QUESTION: in front of it so we can keep track.

00:54:58 Tad Hargrave: Greg will reply to as many as possible.

00:55:46 Tad Hargrave: EXAMPLE:

00:55:59 Tad Hargrave: QUESTION: add your question for Greg

00:56:14 Sunday Oliver: QUESTION: my work is helping people heal from Mystery Illnesses that lay them flat. Obviously there is a monetary return to having better health -- but I can't say exactly what their health will be at the end of my program, and the monetary returns seem vague.

00:57:13 Leah Kent: QUESTION: How do you deal with clients who lose steam and don't hold up their end of the commitments?

How do you put boundaries on communication, time, deliverables?

00:57:16 Marina Francis, Wellness Coach to Visionary Women: QUESTION: Can you give a few short examples of how to think about ROI in a B to C niche? I'm a wellness coach often working with non business folks.

00:58:07 Manoj: QUESTION: my work focuses on mid level managers and leaders overcome imposter syndrome and go from self doubt to self confidence as they grow their leadership and impact. While there is a ROI in terms of promotion or raise, there is no guarantee about that. How to frame the value in terms of ROI?

00:58:10 Gemma Gilbert: It's me!

00:58:59 Nala Walla - Grief and Gratitude: Cool! So needed....

00:59:14 Nala Walla - Grief and Gratitude: Nice, Gemma

01:00:24 Dr Doug - Bio-Emotive Framework: These are great and inspiring examples. Thanks so much :-)

01:01:17 Joseph Medina: In the area of health, a common objection/concern is my services are not covered by insurance. My service is Functional Medicine/Nutrition. (So many people expect insurance to pay for their health services.)

01:01:59 Amber Stanley: QUESTION: I'm a grief specialist who has moved away from decades as a therapist into grief coach and writing. So I've had many therapy clients and only one coaching client so far. Is it too soon to develop a high end offer? I'm used to session by session as a therapist which is not a good model. I still feel hesitant to charge so much more as a coach vs therapist.

01:02:52 Nala Walla - Grief and Gratitude: How do I get in touch with him? SOLD!

01:03:46 Marina Francis, Wellness Coach to Visionary Women: QUESTION: Greg, each of your examples is a B to B model. How does this all shift when it's not about growing a clients business as a result?

01:04:11 Nisanka: Marina, I was going to ask the same

01:04:12 Ahava Shira: Yes I have the same question Marina.

01:04:50 Kelly (she/her): QUESTION; the examples are 3 business coaches and one financial coach. Is having a successful high end offer possible for wellness/healing coaches?

01:05:12 Ahava Shira: Yes Let's talk about this!!!

01:08:27 Grace Brodeur: Marina I will say for my example, even though I market to entrepreneurs, the last two clients I signed were not entrepreneurs. But the impact on their career was still perceived as worth it

01:09:34 Marina Francis, Wellness Coach to Visionary Women: @Grace, I've had the same, just wanting to hear his thoughts about this to see if I can do this more powerfully.

01:10:27 Ahava Shira: So you are still going back to focusing these high end offers on entrepreneurs...

01:11:52 Julien Marzouk: Yeah, great question @Ahava. What's your take on selling to executives who are not the ceo?

01:12:13 Ahava Shira: High end offers are for people who have more money and used to spending it on self-care, professional development

01:12:24 Matthew Cragg: QUESTION: you referred to other offers and business model considerations. What other ways can we a robust business through multiple offers or financial arms?

01:13:13 Laura- child Evelyn: that is a brilliant idea!!! allows people to not be so hard on themselves too about the one month off or time off in bn. a lot of people need time for reflection and processing

01:13:31 Stephen Crowley: What if there is good chemistry between me and a potential client but they say they can't afford the high end offer?

01:14:04 Ahava Shira: All of your examples are entrepreneurs

01:14:17 sol: QUESTION: Any remarks/adjustments to make now for the high end offer strategy to reflect the current mood of financial fear/pessimism re: inflation and possible oncoming recession?

01:14:19 lilly: After 3 months – money back? I didn't hear, one example did say.

01:14:19 Julien Marzouk: Thanks Greg!

01:14:33 lilly: What is Voxer?

01:14:46 Ahava Shira: "Okay so this problem has to have impact on the person making more money!!" This clarifying, thanks,

01:15:30 Gemma Gilbert: Voxer is a walkie talkie style app. You can send voice notes and messages. It's great as it's separate to say your whatsapp

01:16:00 lilly: Some examples of some of your clients Greg where they were unhappy with the package?

01:17:15 lilly: So confidence is what % of being able to offer high end packages? 50%? 75%?

01:17:50 Ahava Shira: Great question Lilly

01:18:38 Stephen Crowley: What if they can't afford the high end offer or want a reduction?

01:18:56 Gabriel Shaw: ??? Will you please explain the difference between the \$997 group vs the high-end in terms of what's included?

01:19:17 Gabriel Shaw: ??? Will you please explain the math behind "price too low for coach's availability?"

01:19:42 Nala Walla – Grief and Gratitude: What about when the niche is working with legacy wealth? – folks who mostly have the making money thing down? They are actually more concerned with philanthropy..?

01:20:33 Nala Walla – Grief and Gratitude: Is it about showing them how these issues impede their philanthropic goals?

01:21:06 Nisanka: QUESTION: How do I create something quick and tangible when I work with the impact of trauma that actually takes a

long time to heal? Overpromising in this area could be so damaging  
01:21:38 David Jurasek: KINDA QUESTION -- I wonder if it can be as powerful to attach it to other results like core self-esteem, time lost/gained, affect on family, partner and friends... Especially that last part, how it will impact positively people we love and who count on us (how not acting hurts them or denies them that)?

01:21:44 Katia Trost: QUESTION: In your experience, will high-end offers work if you don't do all the support yourself, meaning to have people do the easy questions for you? Thanks

01:22:07 Stephen Crowley: QUESTION: What if they say they can't afford the high end offer?

01:22:21 Nala Walla - Grief and Gratitude: These are all really great questions. Thanks yall.

01:22:37 Kristina J. Words: when you over inner-transformation how do you offer tangible results?

01:22:48 Ryan Roi: I gotta run, thanks Greg and Tad. If anyone has any questions about my experience working with greg feel free to shoot me an email ryanroi@theartfuldollar.com

01:23:05 Laura- child Evelyn: on the heels of that Tad....would a strong tangible be getting off meds in a 6 month time frame....I am a master herbologist trained in chinese medicine. my mentor has helped 1000s resolve cancer naturally...doesn't matter the type so I have protocols fo everything

01:23:46 Gemma Gilbert: Kristina - tie the inner transformation to something it will impact on the outside - something tangible

01:25:50 Joeh Bernard: Help Entrepreneurs release their imposter syndrome and feelings of unworthiness/self-doubt so they can own their authority and command 6-Figures easily.

01:25:51 Pam Howard: Greg, I need to hop off!!! See you soon!

01:27:16 Greg Faxon: Gabriel, for "price too low for availability" question, the equation is:  $\text{client capacity} = \frac{\text{monthly revenue goal}}{\text{monthly revenue per client}}$

01:27:52 Amber (The Hello Code): Promise: Helps world travellers // create a vibrant social life in their hometown // so they can experience the same enchanting sense of connection and exploration they get from travel, at home.

01:27:56 Gemma Gilbert: Gotta dash. Thanks Greg and Tad. Can vouch for Greg's awesomeness.

01:28:28 Grace Brodeur: @Kristina to build on what Gemma says, it helps if your ITA is specific. Then you can more clearly speak to the outer results (a mom's outer results, a writer's outer results, an exec's outer results of inner work will all be different)

01:29:01 Philip Brautigam: DEEPER INNOVATION helps director level leaders create company saving higher level solutions by going deeper within themselves using conscious inner practices that expand their imaginative viewpoint far above the mindset that created the crisis.

01:29:50 Julien Marzouk: Helps executives break from the habit of systematically following rules so they can push back, allow themselves to be freer and progress to the next step of they career/ journey

01:30:07 Aashi Arora-iRISE Exec Coaching: Promise: Help healthcare professionals to rise in leadership through overcoming their Imposter Syndrome. When you build your confidence through honoring your strengths and applying them, you will attain growth and happiness in your career.

01:31:34 Amber (The Hello Code): Might it make sense to do more calls up front, say weekly for the first month or two, then biweekly after that? That's what my gut is nudging me toward. Not too confusing?

01:32:00 Tad Hargrave: Great idea Amber. Trust your gut.

01:33:34 Greg Faxon: Julien M I like how your promise is coming along!

01:34:01 Julien Marzouk: Thanks Greg, really appreciate the feedback

01:35:23 Amber Stanley: I like that idea, other Amber :) I had thought to start off with weekly calls, then have a retainer option monthly as a sort maintenance after a package ends, but your idea makes a lot of sense

01:38:46 Ahava Shira: I am used to doing my work out of service, joy, love, and I am seeing how this is requiring a mindset shift, not that I wouldn't do it for those things, but seeing how the value of my work is about the kind of transformation that is seen in an economic way.

01:39:39 Joseph Medina: Can an introductory eBook (or similar) help to warm up the lead...so that they're more ready to buy the high-end offer?

01:40:02 Leah Kent: I feel brave!

01:40:46 Lilly: Question: Wondering if someone can give an example what specifically is the content of their offer?

01:40:56 Dr Doug - Bio-Emotive Framework: QUESTION. I have a process that I teach and an existing cliental of entrepreneurs, high end meditators, business executives and enjoy working with all of them. Can I make a more generic template offer that resonates with all of them, cause they will all be in the same group, or 4 different landing pages?

01:44:16 Anthony Trahair: Feedback please:  
Which one do you find most interesting?

1- Helps Business Professionals that never wanted to settle, find new unreasonable dreams that will help them get their life back.

2 - Helps Business Professionals that always wanted to travel to finally make the time to find themselves.

3 - Help Business Professionals who always wanted to travel find adventure in their everyday lives.

4 - I help BP that have an occasional holistic practices that always wanted to travel find adventure in their everyday life.

So that they can reactivate their creativity and problem saving to save their business.

Package 1:1 coaching --- but what about a two/four week crafted trip somewhere??

01:47:50 Grace Brodeur: Jumping off, but thanks Tad and Greg! Will second Gemma and Ryan – highly highly recommend working with Greg!

01:49:56 Leah Kent: For my clients who set up a publishing imprint, I've made them branded mugs with their logo 😊

01:50:09 Stephen Crowley: QUESTION: What is 3C sales system?

01:51:13 Laura– child Evelyn: Leah that is a super sweet touch on the mugs! your promise was awesome!

01:51:32 Leah Kent: @Laura – thank you!!

01:52:28 Emily Linton: If you are at all debating getting on a call with Greg. Just do it! He is a fantastic coach who has helped me dial in my niche and double my prices. I'm working my way to a high end offer. Thanks GREG!

01:52:46 Shelley Harrison: Thanks Greg!!

01:52:50 christine stoddard (she/they): Thank you! This was great

01:52:55 Julien Marzouk: Thank you Greg!!

01:53:02 Joseph Medina: This was great! Thank you so much for your time.

01:53:23 Sunday Oliver: Thank you, this was really helpful.

01:54:53 Leah Kent: SOUNDS like impact and values for Nala

01:56:09 Leah Kent: So amazing, thank you everyone!!

01:56:10 Katia Trost: Thanks, I need to go. It was great!

01:57:58 Nala Walla – Grief and Gratitude: Thank you so much. This is hugely valuable. Will the recording of this be shared?

02:01:02 Pamela J. Hobart: I am very curious about this, all my best clients are male software engineers and I'm a woman with humanities background!

02:02:29 Nisanka: Thank you. This has been amazing. Have to go. GN all xx

02:06:15 Dr Doug – Bio-Emotive Framework: Thanks for this!!!

02:07:07 Pamela J. Hobart: Plus people who aren't desperately isolated incidentally do better dating bc they aren't trying so hard in a bad way

02:10:16 Tad Hargrave: JILLIAN – The Double Take: A Double Layered Question To Get To The Heart Of Your Offers [https://www.youtube.com/watch?v=KH-c9rFp\\_Z4](https://www.youtube.com/watch?v=KH-c9rFp_Z4)

02:11:51 Tad Hargrave: JILLIAN: Niching: The Ideal Client Awareness Question – “What are they beginning to suspect?” <https://www.youtube.com/watch?v=ymSILyyaJdM>

02:13:48 Tad Hargrave: JILLIAN: Niching Exercise Playlist – [https://www.youtube.com/watch?v=4HAXE6nrE&list=PLu3K4Z6i\\_oxldanyLDm36pMxXRS0fex6C](https://www.youtube.com/watch?v=4HAXE6nrE&list=PLu3K4Z6i_oxldanyLDm36pMxXRS0fex6C)

02:14:11 Tad Hargrave: Greg Faxon on "I Can't Afford It" During Covid19 Pandemic <https://www.youtube.com/watch?v=T9EGZBDDc0A>

02:14:46 Tad Hargrave: Time to Dig Deeper <https://www.youtube.com/watch?v=McQocwep6FM>

02:18:08 Tad Hargrave: FOR MORE THOUGHTS ON NICHING: mfh

02:18:27 Tad Hargrave: <https://marketingforhippies.com/steps/>

02:18:34 Tad Hargrave: (go to Step Two)

02:20:30 sol: For some reason I can't save the chat: hoping this chat thread will be saved and available with the replay

02:20:36 Tad Hargrave: MY PLAYLIST ON IDEAS ABOUT PRICING: [https://www.youtube.com/watch?v=9JX-EZ0EvTo&list=PLu3K4Z6i\\_oxkE2vDp1JGKlQU7z2eeaUp5](https://www.youtube.com/watch?v=9JX-EZ0EvTo&list=PLu3K4Z6i_oxkE2vDp1JGKlQU7z2eeaUp5)

02:20:46 Tad Hargrave: Sol - it will be.

02:21:55 Tad Hargrave: Thirty-Three Elements Service Providers Can Include in Their Premium Programs <https://marketingforhippies.com/premium/>

02:22:42 Denise Fountain, Mindset & Life Coach: Can you please share this chat thread? It's not saving. Thank you! What a great session!!

02:23:13 christine stoddard (she/they): I just LOVE watching coaches at work. Such a great moment of insight. Simon, i felt that landing for you

02:24:14 Elizabeth Lund: Thank you Greg and Tad and all so much! This was very helpful.

02:24:20 Erica Ross . She/Her: thank you so much!