CourseMints

GUIDE

High-Ticket Course Funnel

Premium Sales System

SELF-PACED PDF COURSE

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High-Ticket Course Funnel

Premium Sales System

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How to Use This Guide

A high-ticket course is an educational program priced from roughly $1,000 to $10,000 or more. At that price, people are not buying videos. They are buying a specific outcome, the expert support to reach it and the confidence that it will work for someone like them. Selling it well is less about clever funnels and more about designing an offer worth the price, proving it, finding the people it genuinely fits and having honest conversations with them.

This guide walks you through the whole system: designing the premium offer, building proof, attracting qualified buyers, choosing between webinar, application and call funnels, running sales conversations, pricing without manipulation, staying on the right side of consumer protection rules, and delivering a program good enough that students finish, get results and refer others.

Who this guide is for

- Experts, coaches and educators who can already get results for other people and want to package that ability into a premium program.
- Course creators with a lower-priced course who want to add a premium tier with more support.
- Small teams running cohort-based programs who want a more reliable, more ethical sales process.

It is not a shortcut for someone with no track record who wants to charge a high price quickly. If you have not yet helped people reach the outcome you want to sell, Chapter 3 shows you how to build that proof first, which is the honest route and usually the faster one.

What you will learn

- What justifies a premium price, and when high-ticket is the wrong choice.
- How to design an offer around an outcome, a method and the support that closes the gap between knowing and doing.
- How to build real proof with a pilot cohort, and what the rules say about testimonials and results claims.
- How to define a qualified buyer and where to find them.
- How webinar, application and call funnels work, and which one fits your offer.
- How to run a sales conversation that helps people decide, including when to say no.
- Pricing psychology you can use honestly, and what to avoid.
- How to handle refunds, onboarding and delivery so students succeed.

How to get the most from it

1. **Work on one program.** Use a real or planned premium offer as your case study for every exercise.
2. **Read in order the first time.** Offer and proof (Chapters 2 and 3) come before funnels for a reason: a funnel only amplifies what is already there.
3. **Fill in the worksheets.** Together they form your offer document, your funnel plan and your sales call guide.
4. **Run a small version first.** A pilot cohort teaches you more than any amount of planning.

TIP

About the examples and numbers

Amara the research trainer, Daniel the accounting educator and Grace the photography teacher are fictional composites written to show the methods in action. Every number in the examples and worked calculations is invented to show the arithmetic. None of them is a typical result, a benchmark or a prediction of what you will earn.

CHAPTER 1

What High-Ticket Really Means

01

Many people think a high-ticket course is a regular course with a bigger price and a more persuasive sales page. That approach tends to produce refunds, unhappy students and a damaged reputation. A premium price only holds up when the program genuinely delivers more of what buyers value.

What buyers are actually paying for

Information on almost any topic is cheap or free. Books, videos and articles are everywhere. What is scarce, and what people will pay a premium for, is everything that helps them actually use that information:

1. **A specific outcome for a specific person.** Not “learn marketing” but “land your first three retainer clients as a freelance designer”.
2. **A proven method.** A clear path that has worked for people in their situation, so they do not have to invent their own.
3. **Expert attention.** Feedback on their work, answers to their exact questions, correction before mistakes become expensive.
4. **Structure and accountability.** Deadlines, check-ins and a group moving together, which make finishing far more likely than studying alone.
5. **Peers.** A community of people at the same stage, who share problems, solutions and encouragement.
6. **Reduced risk.** Evidence that it works, a fair refund policy and a clear picture of what happens when.

How buyers weigh a premium price

When someone considers a $3,000 program, they are making a rough, mostly intuitive calculation. How much does the outcome matter to me? How confident am I that it will happen for me, not just for the people in the testimonials? How long will it take? How much effort and risk will it cost? The price feels reasonable when the outcome matters a lot, confidence is high, and time, effort and risk feel manageable.

That gives you four honest levers: choose an outcome that matters, build real confidence through proof and clarity, shorten the path with structure and support, and reduce risk with transparency and fair terms. None of them requires pressure or tricks.

When high-ticket is the wrong choice

- **The outcome is not valuable enough to the buyer** to justify the price. Learning watercolor for fun can be life-enriching, but most hobbyists will not pay $5,000 for it.
- **You cannot deliver the support.** If you have ten hours a week, you cannot give 50 students real feedback.
- **You have no proof yet.** Build it first (Chapter 3).
- **Your audience cannot afford it** without financial strain. Selling a premium program to people who would need to borrow to pay for it is a recipe for harm and refunds.

EXAMPLE

Grace rethinks her course

Grace sold a $297 recorded course on pricing and selling portrait photography sessions. Many buyers never finished it, and those who did often said the hardest part was the sales conversation with real clients, which a video could not practice with them. She redesigned it as a ten-week program at $1,500: the same lessons, plus weekly group calls, recorded role-play practice with personal feedback, and a review of each student's price list and booking page. Her course had taught the method. The program helped people use it.

EXERCISE

Is your program ready to be premium?

Rate each statement from 1 (not true yet) to 5 (clearly true).

Statement	Score
I can describe the outcome in one specific sentence	
The outcome is worth far more than the price to the right buyer	
I have helped people reach this outcome before	
My method has clear, repeatable steps	
I can give each student real feedback and support	
My audience includes people who can afford it without strain	

My lowest score, and what I will do about it:

KEY TAKEAWAYS

- ✓ People pay premiums for outcome, method, expert attention, structure, peers and reduced risk.
- ✓ Buyers weigh how much the outcome matters, their confidence it will work, the time and the effort and risk.
- ✓ High-ticket is the wrong choice when the outcome is too small, support is impossible, proof is missing or buyers cannot afford it.