

# BE A *Money* MAGNET

## What To Include In Your High-End Program

What's the PRIMARY outcome of your program? \_\_\_\_\_

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### Create Momentum:

- o 1-Day Intensive
- o Group Retreat (1-3 days)
- o Private kickstart call

Notes \_\_\_\_\_

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### Ongoing Work with You:

- o Private calls or sessions
- o Q+A calls
- o Mastermind calls
- o Short, emergency calls
- o Facebook group
- o Access to you via email and phone

Notes: \_\_\_\_\_

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### Content:

- o Topic specific group or pre-recorded calls
- o Teleseminar / Webinar programs
- o Videos
- o Exercises, templates, checklists, scripts and "done for you" materials
- o Examples of written materials you've used to create results

Notes: \_\_\_\_\_

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## **Bonuses & Extras:**

### Recognition and Visibility:

- o Special recognition on social media, blog, newsletter
- o Promotional opportunities to your community (if appropriate)
- o Special mastermind retreat for all of your private high-end clients
- o Recognition at your events and the opportunity to be on stage
- o Interviews with your high-end clients posted on your blog (or sent to your list)
- o Articles about your high-end clients featured in your newsletter

### VIP Treatment:

- o Private town car / limo service to your in-person retreat (pick them up at the airport)
- o VIP ticket to your events
- o Goody bags at retreats or sent to them if doing a virtual 1-Day Intensive
- o Special savings on additional services
- o Attendance by a spouse, partner or key employee at retreats and events
- o Priority consideration for your other offers

### Additional Mentoring and Training:

- o Private kick-off call
- o Books (sent quarterly or monthly)
- o Your information products as a gift
- o Access to your training programs and material
- o Guest expert services included with programs
- o Magazine subscriptions
- o Special articles sent to them

### Bonuses:

- o Topic-specific virtual intensives
- o Full-pay bonuses can include topic-specific teleseminar training
- o Done-for-you materials
- o Fast action bonuses can include additional sessions with you

Notes: \_\_\_\_\_

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