

In today's episode, I'm going to be sharing the identity, the energetics and the belief required to create an experience for your clients. That is not only high ticket, but high value, high touch, and deeply transformative. So if you have been struggling with your pricing, if you have been wanting to raise your prices, but have a little bit of resistance there, you're not going to want to miss today's episode. There's a whole world out there of people that need you to serve that you are now investing your time and your energy, and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make sure happen no matter what this is meant for millions. Here's your host. Jennifer, welcome intimate familial, the podcast for online entrepreneurs who want to create wealth and freedom with their business, you are in the right place.

If you're looking for the mindset and strategy to get seen, known and paid online, I am your host. Jennifaye formerly known as Dentsply Scalia success and mindset strategist for entrepreneurs who want to leave a legacy and build a sustainable and predictably profitable business, make sure that you join us each and every week while you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out. There is absolutely no fluff here. You'll get a little bit of strategy, a whole lot of mindset and a healthy dose of tough love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. One of the things that a lot of my clients and a lot of my potential clients struggle with is how to navigate pricing in their offers and namely how to really charge the value that they're giving.

I can tell you right now that most coaches, most people in this online service world are undercharging. So today I'm going to be diving into the high ticket mindset, but really how to just create an experience that feels really good for you as the coach and also for your client and creating just an incredible experience that both parties are happy to be in, and that feel really congruent and feel amazing. So let's dive into today's episode. We are talking about the high ticket mindset, but more than that, I really want to talk about creating the high ticket experience and also creating a congruent experience for your clients for yourself and something that really feels good and in touch for both parties to where you feel really good charging these prices and your clients feel excited and amazing about paying for it. What I want to do is make a distinction between what high ticket actually is.

So depending on your viewpoints, depending on where you are in your business, depending on what your money situation is like high ticket means different things to different people. Some people might think that \$5,000 is high ticket. Some people might think \$10,000 is high ticket. Some think a hundred thousand dollars is high ticket. So I want you to bear that in mind that depending on who you are or where you are, that term might mean something different for you, which is why I really want to get into the nitty gritty of what I believe it actually means. And for me, high ticket or creating a high ticket experience for your clients really means high value. And what comes with that is high touch support, high level coaching, deep transformation. So when I think about, or when I talk about the high ticket offer or having this high ticket mindset, I really want you to kind of throw the number away.

Like it doesn't even really matter what the number is. What I want you to think about is what is the experience? How am I going to deliver incredibly high value to my customers? How am I going to make sure that my clients are happy? How am I going to create a deep transformation with my clients so that they're excited about making these payments every month, so that they're excited about the work that we're doing together. The, you know, the other piece of this is who you're attracting, right? I really believe that when you are attracting a certain type of person, depending on who your ideal clients are, some people actually want to pay more. This is crazy. I know. And I've heard this from a couple of my mentors, but the saying goes, people pay more when they pay attention. And it's absolutely true. I can assure you that if you think back on maybe something that you've gotten for free, or maybe something

that was just a couple of dollars, or maybe a couple of hundred dollars that you really didn't put the time, energy and effort into it, as you would have, if you would have paid more for it.

I've been thinking about myself, you know, some coaching programs or little things that I've bought here and there. And because I only spent \$47 on it, or because I only spent \$97 on it, it doesn't really get a lot of my time. It really just ends up collecting dust on my virtual desktop here. Right. Really think about that too, in terms of like who you're attracting and the results that you want to get for your clients, when people pay more, they pay attention, they will show up, they will make sure that they've got it locked down and that they are there and they are getting the most out of this. Right? And so it's gotta be that two way street. It's gotta be this congruency between you and your clients. So the first thing is just shifting from thinking high ticket, as in dollars to high value, high touch, high level support.

And then also knowing like who is the ideal client for this? And knowing that when people pay more, they pay attention knowing that actually lower prices may repel your ideal clients. I use this example all the time, but if I was, you know, going to let's say, hire a business coach, and I found someone and maybe I liked their energy and I got on a call with them. And they told me that it was a thousand dollars a month. I would probably wonder what was wrong. I would probably question, does this person really know what they're talking about? Because they're only charging this amount. So I would actually question like what they believe their worth is. So depending on who you're trying to call in and who those right clients are, you may actually repel people by having low prices. I also want to mention that just because something is a low price or a low ticket, it does not, absolutely does not mean that it will sell better or sell easier.

As you know, I talk about this high ticket offer and really creating this experience for your clients. There may be some resistance. There may be some like, how can I charge for this? Who am I to charge for this? There may be some worthiness issues when it comes to charging the correct amount for your offers, or maybe you want to raise your prices. And so I want to talk about some things for you to consider when you're creating this experience and how to get into that high ticket mindset, that high level, high value mindset, so that you can create something that is incredible for both you and the client. So the first thing is to think about your experience. So I think a lot of us really forget about this. We may think about just the experience that we have within a certain industry. Just the experience that we have within, you know, working with a certain type of client.

But the reality is we have a plethora of life experience. We have education, we have trainings that we've taken. We have the places that we've worked with coaches, we have mentorship. So I want you to think about your experience, the investments that you've made the value in the result. This is really the key here. This is where I think a lot of people miss, they miss the Mark here. It's, it's not necessarily like you having to prove that this thing is worth X amount of dollars because price actually doesn't even matter when you can really hone in on the value you, what are they actually getting in exchange? It's funny. I was having a conversation with my team and we were talking about this, about how sometimes when people raise their prices or decide that they're going to charge really high prices for coaching or for masterminds, that they just change the price, but they don't change anything else.

They changed the price, they raised the price, but they don't actually raise their level of transformation or raise that level of support. And that's the wrong way to do it. So we really want to think about like, what is the whole experience, and also really dialing in on what is the actual outcome? What are they actually getting? What is the result that they are paying for when we can get really clear on this and we can get really good at expressing what that value is, price will never be an issue. You won't hear the price objections. The only time that you actually hear price objections. Yeah. When you can't talk about the well you are, you can't articulate the experience or the result that they're actually going to get when they work with you. So I want you to bear that in mind as well.

So you want to think about your experience. I think about the investments that you've made maybe, or education, mentorship that you've received, because that's all experience as well. What you have learned and applied within your business or within your life to create a unique experience and in a unique way for people to learn from you, client results, if you can get your clients results and you can pinpoint what those results are. And you're able to use that in your marketing, you're able to use that as you're doing your promotions, it carries a lot of weight. It has a lot of value for someone to see that you can actually get your clients results. So even if you, you may be down in yourself or you may be thinking, Oh, I can't charge that much. Or who am I to charge this? Think about all of these things, think about what you've been able to do for your clients.

Share that with the world. Another thing that I want to talk about is your investment alignment. I feel like this is really, really crucial. This is something that I learned, you know, not from anyone in particular, but just from my own experiences with investing in coaching. And also myth me raising my prices over the years and charging what I now charge for my masterminds and for my one-on-one the investment alignment. So depending on your industry, but for the most part, if you're any type of coach, a business coach, life, coach, relationship coach, your level of investment is going to want to be equal to what you're asking people to do. So let's say for example, you're a business coach or a success coach. You want to charge \$5,000 for your package, but then you have an opportunity to work with someone and you really want to work with them, but you come up with every excuse not to pay it, or you've never invested in your own coaching.

I really believe that there has to be a congruency there in terms of investing and getting behind what you do. So for me, I am a business coach and I have worked with plenty of business coaches. I've also worked with life coaches, relationship coaches, health coaches, because I see the value in coaching. And it's something that I invest in now, if I was someone who just like thought that I could do it all on my own, didn't really see the value in coaching. It would be out of alignment for me to want to charge a whole lot of money or want to charge high ticket when I don't even see enough value in it to invest in it myself. So you also want to think about that, especially when it comes to pricing. Like I know once I started investing heavier and investing bigger amounts, it felt easier and it felt more congruent for me to charge more because I was learning more.

I was getting that high level mentorship. I was able to then bring those experiences to my clients. Definitely having that investment alignment will have it so that you don't have resistance in putting that price out there and just having a real congruency in terms of like what you expect for others and how you're showing up. The other thing that you want to think about in terms of your high ticket mindset is your confidence, your certainty and results. How you show up for your clients, the results that you get for your clients, which we've already talked about, but the confidence and the certainty, this is what people buy. If you're able to really show up, if you're really able to display the value and the certainty and your results, if you really show up with confidence and with amazing energy, people will invest. And most times they won't even care how much it is because they're buying confidence, they're buying certainty.

And this is what I tell my clients all the time. It's, you know, we have this push pull with pricing. We have this push pool with like, should I charge more? Should I raise my prices? Should it be less? Why aren't people buying? I raised my price and now people aren't signing up. It's all mindset stuff, which is exactly what we're talking about today. So your value, your experiences, your investments, your congruency, your confidence, your certainty, and the results, and how you show up all of these together combined are going to be what determines how you price your offers. It's going to determine what that experience looks like and what the value of that experience is. So in terms of your high ticket mindset, I want you again, to like throw away the idea of like what the number is. I want you to create an experience sense of high value, high touch, meaning that you're actually in it with your clients and deep transformation,

because I know that there's lots of people who have, I've been jaded by high ticket it's because, because they're not contributing or they're not doing all of these things, they're not actually giving that deep transformation.

They're, they're putting a high price tag on something, but they're not actually delivering high value in what that is. So as someone who listens my podcast, potentially you have been a client before, or will be I'm here to tell you that it's not just about raising your prices. It's not just about slapping a high price tag on something, but it is about really creating that high touch, high level, deep, transformative experience that both parties are happy to invest in and happy to deliver. Alright, so that wraps it up for today's show. Thank you so much for tuning in. I really hope that this has got the wheels turning has got the juices brewing in terms of how you can create a really next level experience for your clients. Not only that you feel really good about charging for, but they feel really good about paying for it.

And that's really what it's all about. It's about creating that congruent experience, that high level, high touch and deeply transformative experience that actually changes our life. So head on over to today's show notes@jennscalvia.com forward slash E 72, that is the letter E and the number 72. I have a couple of links over there that I want you to check out if you are struggling, or if you are needing some assistance and help and support, and really creating these experiences and having offers that are working together so that you can have consistent income in your business, consistent five figure months, consistent 10 K months, 20 K months. I invite you to check out the level up lab we're in open enrollment right now. This is my signature program that actually teaches the three core tenants needed in order to create those experiences for your clients, but also for you to create a business that feels really good for you from the inside out. So head on over there@jenscalia.com forward slash E 72, or you can just head right over to Jen scalia.com forward slash level that up that's L E V E L, that you pee, and you can get all the details on the level of lab and you can create consistent income in your business and also create amazing experiences for your clients.

Let's keep this conversation going to join us in the private discussion group. The ambitious babe, where ambitious driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at Jenn scalia.com/tribe.