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# Create a

# Low-Ticket Offer

### Purpose

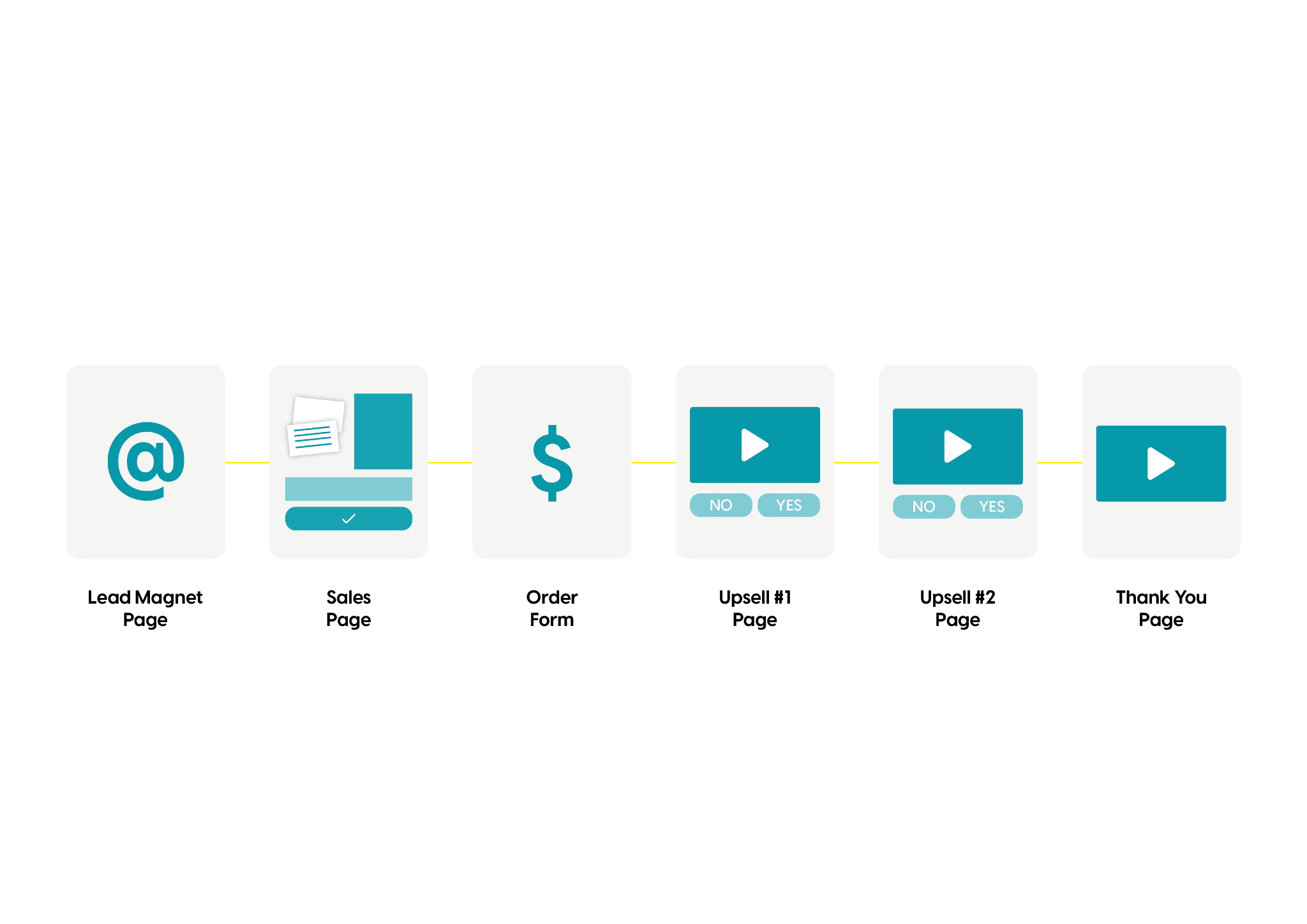
Unlock the power of low-ticket offers to convert curious visitors into devoted clients! This is your hands-on doing plan for crafting irresistible offers that deliver value and create immediate trust.

By focusing on value-driven, affordable solutions, you'll convert prospects into actual clients - not just names on a list, but engaged customers ready to discover more about what you can offer.

Remember, it's not just about selling a product or service, it's about inviting your audience into a valuable and lasting relationship with your brand. With this approach, you'll be on the fast track to business growth and customer loyalty!

### Outcome

A well crafted low-ticket offer and upsell offers to promote through a low-ticket funnel that allows you to grow your list of customers.



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# Overview

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| # | Step Details | Who | Estimated Time | Link |
| #1 | Create Your Low-Ticket Offer | Founder | 1-3 hours | [Click](#_17dp8vu) |
| #2 | Create Your Upsell Offers | Founder | 1-5 hours | [Click](#_2jxsxqh) |
| #3 | Gain Feedback & Adjust | Founder | 30 mins | [Click](#_9yqwj5jdf7et) |
| #4 | Review Your Next Step | Founder | 5 mins | [Click](#_872b4v9rfb3i) |

Founder Time: 2-8 hours

# Step #1 - Create Your Low-Ticket Offer

### WHO: Founder

As the Founder, one of your key roles is to strategically expand your product suite and create new revenue streams.

This is where a low-ticket offer comes in.

A low-ticket offer is a relatively inexpensive product or service that provides a solution to a specific problem your audience is facing.

It allows potential clients to sample your expertise at a lower risk due to the smaller price tag. It also allows you to create a list of not just emails, but a list of customers who you’ve been able to provide solutions to.

The beauty of a low-ticket offer is it's a brilliant way to convert interested prospects into paying clients, while still delivering substantial value.

We'll be making some fundamental decisions about what this offer will look like, how it will benefit your customers, and how it will fit within your business model.

Before we dive in, here are some of the important decisions you’ll need to make about your low-ticket offer:

* Decision #1: Identify the problem that your market is facing and the proven solution to help them overcome it.
* Decision #2: How will the offer be packaged and delivered?
* Decision #3: What is the outcome of this offer?
* Decision #4: What is the name of your offer?
* Decision #5: What is the price of your offer?

Use this [‘Offer Info’ template >>](https://docs.google.com/spreadsheets/d/1gtGfEIA91O640qpGgW1fwHWFpMsRTXiCDUBfCu6C2u0/copy) to collate your low-ticket and upsell offer information to provide to your Doer.

You can duplicate the upsell columns as required to ensure you incorporate all upsells for this funnel in this template.

As you work through this Doing Plan, you can insert the required information throughout rows 2-7:

* Name
* Price
* Micro Problem
* Solution
* Packaging
* Offer Outcomes

Then in the future when you’re working through the ‘Low-Ticket Funnel’ Doing Plan…

Your Doer will be able to insert the appropriate funnel and product delivery URL rows (8 & 9) for your low-ticket offer and upsells.

#### Decision #1 - The Problem and Solution

This step is all about picking out a small, specific issue your audience faces, and coming up with a quick and effective solution for it.

You know your market well, so use that knowledge to your advantage.   
  
For example, if you're a business consultant and you've noticed that many of your clients struggle with time management, you might create a "15-Minute Guide to Mastering Your Schedule".

The beauty of this approach is that you're delivering real value by solving a real problem, even if it's a small one.

This builds trust with your audience, shows off your expertise, and gives them a taste of what they can expect from your more substantial offers.

Remember, **simplicity is key in a low-ticket offer**.

You're not trying to solve all of your audience's problems in one go;

You're just giving them a **quick win** **to show** them what **you're capable of**.

Keep it focused, keep it simple, and your audience will appreciate it.

Now, here's how to do it:

First, you need to identify a 'micro' problem.

Use your expertise and understanding of your market to identify a small, but common issue your target audience faces regularly.

This should be a problem that they are actively seeking solutions for, and one that you have the skills to solve.

Use the space below to insert the micro problem that you want to help your clients solve.

|  |
| --- |
| *Insert Micro Problem*  *Women in high-stress, front-line roles (first responders, healthcare, military, crisis workers) struggle to regulate their nervous systems during and after intense situations. They often feel stuck in “survival mode” without quick, reliable tools to return to calm, leading to burnout, anxiety, and disconnection from themselves and loved ones.* |

Next, it’s time to define the solution.

Now, define the solution that targets this problem directly. This is where the true value comes into play.

The solution should be the method or framework that they’ll follow to overcome the problem.

We’ll look at how it will be delivered in more depth in one of the later decisions, but for now just know that it might be delivered through a mini-guide, an e-book, a template or swipe file, or a mini video training.  
  
For now, insert the framework or method below of how your clients will overcome the problem.

|  |
| --- |
| *Insert Solution* ***Insert Solution:***  *A simple, step-by-step “Frontline Reset Method” — a 5-minute nervous system regulation routine combining breathwork, grounding techniques, and micro-movement resets. This method can be done anywhere (even on shift) to quickly bring the body out of fight-or-flight, restore mental clarity, and reconnect with a sense of inner calm.* |

#### Decision #2 - Packaging Up Your Low-Ticket Offer

Next we’re going to take a look at how you’re going to package up the solution for your customers.   
  
The mode of delivery should be user-friendly and easily accessible, making it convenient for the customer to consume the content.  
  
By keeping these offers clear and targeted, you allow customers to see immediate value, building trust and paving the way for future higher-ticket purchases.

Here are some examples:

* **Mini-Guide or eBook**:   
    
  A mini-guide or eBook, typically it will be delivered as a digital download, usually in PDF format.   
    
  This allows instant access, a key selling point.   
    
  For instance, if you're a nutrition coach, your mini-guide could be "The 7-day Healthy Eating Plan," delivered straight to the customer's inbox upon purchase.
* **Templates or Swipe Files:**   
    
  Templates or swipe files are great, especially for those in the creative, marketing or business industries.   
    
  The can be delivered either as a digital download in PDF format, or in an editable share document that allows the customer to jump straight in and start using the template.  
    
  For example, as a copywriter, you could offer a "Copywriting Swipe File: High-Converting Headlines Edition" delivered as a downloadable Word or PDF document.   
    
  Alternatively, a business coach could provide a "Business Plan Template" as an editable Google Doc.
* **Mini-Training or Workshop**:   
    
  Mini-training or workshops provided over video can provide significant value at a low cost.   
    
  For example, if you're a personal trainer, you could offer a "15-Minute Daily Workout" series delivered via a members-only YouTube playlist or through a password-protected page on your website.

Use the space below to identify how the solution is to be packaged. Also whether this is a new deliverable that needs to be created, or if it already exists, where it is. This is critical to communicate to your Doer, especially if it needs to still be created.

|  |
| --- |
| *Insert how the offer is being packaged and delivered…* ***Insert Packaging & Delivery:***  *The “Frontline Reset Method” will be delivered as a* ***Mini-Training Bundle*** *that includes:*   1. ***Short Video Training (10 minutes)*** *– Demonstrates the 3-part nervous system regulation routine (breathwork, grounding, and micro-movements). Delivered via a private, password-protected page on the Rekindled Retreats website.* 2. ***Printable Quick-Reference Guide (PDF)*** *– A one-page visual checklist of the routine steps for easy access on the go.* 3. ***Audio Download (MP3)*** *– Guided version of the routine for use during high-stress moments, accessible from phone or tablet.*   *This is a* ***new deliverable*** *that needs to be created.* |

#### Decision #3 - Your Low-Ticket Offer Outcomes

When you're putting together a low-ticket offer, designed to solve a specific problem for your audience, but it's not enough just to say that…  
  
You need to make sure your audience knows exactly what they're going to get out of it. Here's how to do that:

**1. Highlight the Practical Payoff:**

This is about what your audience will be able to DO once they've used your product or service. This is your core outcome that the offer helps them achieve.

Let's say you're offering a mini-course on "How to Start a Podcast."

You might say something like "After this course, you can launch your first podcast episode in just a week."

**2. Talk Up the Emotional Payoff:**

This is about how your audience will FEEL after they've used your product or service.

Continuing the podcast example, you might say "You will come out of this course feeling confident and ready to share your voice with the world."

You can take these to a whole other level when you start adding benefit statements after any outcomes. These are ‘so you can’ statements.   
  
Here are some examples:

1. Mini-course on "How to Start a Podcast": "Learn the basics of podcasting, so you can share your unique voice with the world and build a community around your interests."

2. eBook on "The 7-Day Healthy Eating Plan": "Get to grips with healthy food choices and meal prep, so you can fuel your body right, feel more energized and improve your overall health."

3. Template for "High-Converting Headlines": "Access a collection of high-performing headline formulas, so you can captivate your audience, boost your content's engagement and drive more traffic to your site."

4. Mini video training on "15-Minute Daily Workout": "Master quick and effective workout routines, so you can stay active, improve your fitness, and boost your mood, even with a busy schedule."

Remember, the key here is to link these payoffs back to the problem you're solving.

You want your audience to see clearly that your low-ticket offer is the solution they've been looking for.

Keep it clear, keep it engaging, and most importantly, keep it real.

Show your audience the true value they'll get from your offer, and they'll be eager to dive in!

Use the space below to articulate the core outcome and benefits that they’ll experience when they follow your proven path to overcoming the problem.

|  |
| --- |
| *Insert the core outcome and associated benefits…*  ***Core Outcome:***  *After completing this low-ticket offer, participants will have a clear, easy-to-follow daily practice for calming their nervous system, releasing built-up tension, and reconnecting with themselves—no matter where they are or how busy their life feels.*  ***Practical Payoff:***  *Learn simple, science-backed somatic and mindfulness tools that can be done in under 10 minutes a day, so you can regulate stress, improve focus, and feel more grounded in the moment.*  ***Emotional Payoff:***  *Feel more in control of your emotions, regain a sense of safety in your own body, and experience daily moments of peace and clarity—so you can show up for yourself and your loved ones with confidence and presence.* |

#### Decision #4 - Naming Your Low-Ticket Offer

It’s now time to decide on a name for your low-ticket offer…

And this can actually be much *easier* than you think!

Firstly, your name must be easy to spell (real words - not made up words), and must reflect what you’re helping people achieve.

It’s always best when deciding on a name to choose clear over clever.  
  
For an easy naming shortcut, you can simply combine two components:

1. List the Benefit you help people achieve
2. Then add a Power Word from the list below:

|  |  |  |
| --- | --- | --- |
| * Club * Project * Formula * Blueprint * Academy * Society | * Bootcamp * University * School * Lab * Masterclass * Path | * Method * Institute * Reset * Den * Model * Transformation |

These power words evoke exclusivity (i.e. club, society) or suggest a proven method that’s actionable (blueprint, formula, model).

*Hot Tip: If you can, use alliteration - it’s ideal but absolutely not essential*

Secondly, it’s always a great idea to add the word “The” to the front of your Program Name (if it makes sense) as it makes it sound more like a product and adds implicit authority.

Here are some examples to help provide you with inspiration:

|  |  |
| --- | --- |
| * The Get Found Academy * From Xero to Hero * The Perfect Match Mastermind * The PAUSE Method * The Money Mindset Bootcamp * The Copy Cure * The Story School * Power Your Podcast Project * Network Marketing Playbook * The Social Media Shortcut * The Social Butterfly Project * The Be Beautiful Blueprint * The Practice Acceleration Blueprint * The Calm Parent Project | * Pathway to Profit * The 2 Comma Club * The 10x Factory * The Genius Network * Brand Builder Bootcamp * The Life Coach School * Best Life Mastermind * The Positive Paw Project * Media Kit Mastery * The Clever Canine Club * The Magic Mind Masterclass * Spirit Junkie Masterclass * The Package & Prosper Mastermind |

Use the space below outline your low-ticket offer name

|  |
| --- |
| ***High Ticket:*** *Retrievals → The big, full transformation (ultimate self-retrieval, lifelong integration support).*  ***Mid Ticket:*** *Deep Dives → Focused, immersive programs or retreats on specific areas (trauma healing, nervous system regulation, self-connection).*  ***Low Ticket:*** *Rekindled: How to Reignite Your Inner Fire and Keep It Going → Practical, entry-level offer with immediate tools to spark change and maintain momentum.* |

decision #5 - Pricing Your Low-Ticket Offer

It’s now time to decide on the price point for your offer.  
  
Now pricing is a critical piece of any offer, but there are a few exceptions when it comes to Low-Ticket Offers.  
  
As you’re not typically focused on generating a ton of profits from this type of offer, the pricing can be more flexible… especially when the offer itself is not dependent on your time and is extremely scalable.

The goal of a low-ticket offer and funnel is to generate a list of buyers and break-even at the very least.

It's about generating new customers, helping those customers with a micro problem which allows them to build more trust in you and your company and ultimately primes them to be presented with your other offers and services.

We find low-ticket funnels do well in the $7 - $37 range.

One important thing to remember…

Pricing is not a "set it and forget it" aspect of your offer. The price is something you can easily test and adjust to see what works the best for your audience once you’ve launched your low-ticket funnel.

Use the space below outline your low-ticket price

|  |
| --- |
| *Insert Your Low-Ticket Offer Price…*  ***Perceived value:*** *$27 feels substantial enough to suggest real transformation tools, without creating purchase hesitation.* |

# Step #2 - Create Your Upsell Offers

### WHO: Founder

Building on the success of your low-ticket offer, it's now time to add an upsell.

Upsells are important as…

* They allow you to increase your Average Order Value (AOV),
* They give your customers that are ready to invest more the opportunity to, and;
* They allow you to recoup any advertising spend earlier.

An upsell is an offer that is presented on a page after they purchase the initial low-ticket offer. They are designed so that the customer can purchase the upsell offer easily with just one click.

Upsells are a great way to give your customers the opportunity to invest in training, templates or coaching that will allow them to achieve their desired results either faster or easier (or both!)

Some attractive upsell offers can be packaged in the following way:

* $1 Trial to a Membership Recurring Offer
* Mini-Trainings
* Challenges
* Workshops
* Templates / Swipe Files
* Audio Files
* Coaching Calls

Keep in mind that any upsell needs to be congruent with your initial offer. If it is unrelated, you will likely find that it won’t convert.

You may have content and resources already that you can use, but if not you can follow the steps as you did to create your low-ticket offer.   
  
The sweet spot in terms of the number of upsells you can offer is between 2-5 upsells in any given funnel.

Here are the decisions that you need to make in order to create your first Upsell:

* Decision #1: Identify the problem that your market is facing and the proven solution to help them overcome it.
* Decision #2: How will the upsell offer be packaged and delivered?
* Decision #3: What is the outcome of this upsell offer?
* Decision #4: What is the name of your upsell offer?
* Decision #5: What is the price of your upsell offer?

Then you simply repeat the process to create any subsequent upsells for your funnel.

Here’s how we can structure your **first upsell** so it perfectly complements your low-ticket offer *"Rekindled: How to Reignite Your Inner Fire and Keep It Going"* while naturally leading buyers toward your mid-tier “Deep Dives” offer.

**Decision #1 – Problem & Solution**

**Problem:** Many people reignite their motivation and self-connection initially, but struggle to integrate these practices into their daily life without falling back into old habits.

**Solution:** Provide a guided, time-bound program with accountability and deeper training that bridges the gap between inspiration and long-term lifestyle change. This gives them structure, reminders, and community while they build the new habit.

**Decision #2 – Packaging & Delivery**

#### **Format:** 21-Day Guided Integration Challenge

#### **Delivery:**

#### Daily 5–10 minute audio/video lessons sent via email or hosted in a private members’ area

#### Printable habit tracker & reflection journal

#### Access to a private pop-up Facebook group for support during the challenge period

#### **Bonus:** End-of-challenge live group Q&A with you

## **Decision #3 – Outcome**

#### **Practical Payoff:** By the end of the 21 days, participants will have a consistent daily routine of nervous system regulation, mindfulness, and self-connection practices built into their lifestyle.

#### **Emotional Payoff:** They will feel anchored, supported, and confident that they can sustain their “inner fire” without constantly needing to restart from scratch.

## **Decision #4 – Name**

#### *The Rekindled Reset Challenge*

#### *Ignite & Integrate: 21 Days to Lasting Self-Connection*

#### *The Daily Fire Ritual Method*

#### (“Ignite & Integrate” ties beautifully into your brand language and naturally suggests moving from spark to sustained flame.)

## **Decision #5 – Price**

#### **Suggested Price:** $47

#### Pairs well with a $27 low-ticket product

#### Still an easy “yes” while delivering higher value

#### Can test $37 or $57 later depending on conversion rates

#### **Upsell 1:** 21-Day Challenge (integration + community)

#### **Upsell 2:** 90-Minute “Deep Dive” workshop or recorded mini-retreat

#### **Upsell 3:** Enrollment into your mid-ticket “Deep Dives” program

#### Decision #1 - The Problem and Solution

This step is all about picking out a small, specific issue your audience faces, and coming up with a quick and effective solution for it.

You know your market well, so use that knowledge to your advantage.   
  
For instance, if you're a health coach and you've observed that many of your clients struggle with maintaining a healthy diet, you might create a "7-Day Guide to Mastering Your Meal Planning".

The beauty of this approach is that you're delivering real value by solving a real problem, even if it's a small one.

This builds trust with your audience, shows off your expertise, and gives them a taste of what they can expect from your more substantial offers.

Similarly to your low-ticket offer, **simplicity is key when it comes to your upsell offer**.

You're not trying to solve all of your audience's problems in one go;

You want to help keep them moving forward on the path to success.

Keep it focused, keep it simple, and your audience will appreciate it.

Now, here's how to do it:

First, you need to identify a 'micro' problem.

Use your expertise and understanding of your market to identify a small, but common issue your target audience faces regularly.

This should be a problem that they are actively seeking solutions for, and one that you have the skills to solve.

Use the space below to insert the micro problem that you want to help your clients solve.

|  |
| --- |
| *Insert Micro Problem* ***Micro Problem:***  *After reigniting their motivation and inner connection through the low-ticket program, many people struggle to* ***stay consistent and fully integrate the new tools into their daily life****, leading to a loss of momentum and return to old patterns.* |

Next, it’s time to define the solution.

Now, define the solution that targets this problem directly. This is where the true value comes into play.

The solution should be the method or framework that they’ll follow to overcome the problem.

We’ll look at how it will be delivered in more depth in one of the later decisions, but for now just know that it might be delivered through a mini-guide, an e-book, a template or swipe file, or a mini video training.  
  
For now, insert the framework or method below of how your clients will overcome the problem.

|  |
| --- |
| *Insert Solution A guided* ***“Integration Deep Dive”*** *program that combines short video lessons, weekly reflection prompts, and practical habit-building exercises to help clients embed nervous system regulation, somatic practices, and connection tools into their everyday routines. This method focuses on:*   1. ***Daily Micro-Practices*** *– Simple, under-10-minute routines to keep momentum.* 2. ***Weekly Self-Check Framework*** *– Reflection and tracking to monitor progress and adjust as needed.* 3. ***Integration Mapping*** *– Personalized plan for weaving tools into real-life situations (work, relationships, stress events).* 4. ***Accountability Boosters*** *– Gentle check-ins and optional peer-pairing for support.* |

#### Decision #2 - Packaging Up Your Upsell Offer

Next we’re going to take a look at how you’re going to package up the solution for your customers.   
  
The mode of delivery should be user-friendly and easily accessible, making it convenient for the customer to consume the content.  
  
By keeping these offers clear and targeted, you allow customers to see immediate value, building trust and paving the way for future higher-ticket purchases.

Here are some examples:

* **Recurring Membership Offer**

You may have a recurring membership offer already in your business, and a discounted, limited-time trial to that program can be an excellent first upsell offer to help grow that membership.

It can provide the opportunity to your new customer to test-drive your membership. If you are providing great value within it, you should see a reasonable continuation rate of those that take your trial.

* **Mini-Training, Workshop, Challenges or Audio Files**:   
    
  Any valuable content provided over video in any of these formats can provide significant value at a low cost to generate.   
    
  For example, if you're a personal trainer, you could offer a "15-Minute Daily Workout" series delivered via a members-only YouTube playlist or through a password-protected page on your website.
* **Mini-Guide or eBook**:   
    
  A mini-guide or eBook, typically it will be delivered as a digital download, usually in PDF format.   
    
  This allows instant access, a key selling point.   
    
  For instance, if you're a nutrition coach, your mini-guide could be "The 7-day Healthy Eating Plan," delivered straight to the customer's inbox upon purchase.
* **Templates or Swipe Files:**   
    
  Templates or swipe files are great, especially for those in the creative, marketing or business industries.   
    
  The can be delivered either as a digital download in PDF format, or in an editable share document that allows the customer to jump straight in and start using the template.  
    
  For example, as a copywriter, you could offer a "Copywriting Swipe File: High-Converting Headlines Edition" delivered as a downloadable Word or PDF document.   
    
  Alternatively, a business coach could provide a "Business Plan Template" as an editable Google Doc.

Use the space below to identify how the solution is to be packaged. Also whether this is a new deliverable that needs to be created, or if it already exists, where it is.

This is critical to communicate to your Doer, especially if it needs to still be created.

|  |
| --- |
| *Insert how the offer is being packaged and delivered…* ***Packaging & Delivery for Upsell Offer:***  *The* ***Integration Deep Dive*** *will be delivered as a* ***4-week guided mini-training + resource bundle*** *inside a secure member’s portal.*   * ***Core Content:*** *8 short pre-recorded video lessons (5–10 minutes each) walking clients through practical application of nervous system and connection tools in daily life.* * ***Weekly Reflection Guides:*** *Downloadable PDFs with journaling prompts, habit trackers, and checklists.* * ***Audio Library:*** *Quick “in-the-moment” grounding and breathwork audios for on-the-go support.* * ***Access:*** *Immediate access upon purchase, with all resources available on-demand via desktop or mobile.* * ***Support:*** *Optional weekly live Q&A call recordings included to answer common integration questions (repurposed from past sessions).* |

#### Decision #3 - Your Upsell Offer Outcomes

When you're putting together an upsell offer, it’s designed to solve a specific problem for your audience, but it's not enough just to say that…  
  
You need to make sure your audience knows exactly what they're going to get out of it. Here's how to do that:

**1. Highlight the Practical Payoff:**

This is about what your audience will be able to DO once they've used your product or service. This is your core outcome that the offer helps them achieve.

Let's say you're offering a mini-course on "How to Start a Podcast."

You might say something like "After this course, you can launch your first podcast episode in just a week."

**2. Talk Up the Emotional Payoff:**

This is about how your audience will FEEL after they've used your product or service.

Continuing the podcast example, you might say "You will come out of this course feeling confident and ready to share your voice with the world."

You can take these to a whole other level when you start adding benefit statements after any outcomes. These are ‘so you can’ statements.   
  
Here are some examples:

1. Mini-course on "How to Start a Podcast": "Learn the basics of podcasting, so you can share your unique voice with the world and build a community around your interests."

2. eBook on "The 7-Day Healthy Eating Plan": "Get to grips with healthy food choices and meal prep, so you can fuel your body right, feel more energized and improve your overall health."

3. Template for "High-Converting Headlines": "Access a collection of high-performing headline formulas, so you can captivate your audience, boost your content's engagement and drive more traffic to your site."

4. Mini video training on "15-Minute Daily Workout": "Master quick and effective workout routines, so you can stay active, improve your fitness, and boost your mood, even with a busy schedule."

Remember, the key here is to link these payoffs back to the problem you're solving.

You want your audience to see clearly that your low-ticket offer is the solution they've been looking for.

Keep it clear, keep it engaging, and most importantly, keep it real.

Show your audience the true value they'll get from your offer, and they'll be eager to dive in!

Use the space below to articulate the core outcome and benefits that they’ll experience when they follow your proven path to overcoming the problem.

|  |
| --- |
| *Insert the core outcome and associated benefits… By completing the Integration Deep Dive, clients will be able to confidently apply nervous system regulation tools, self-connection practices, and resilience strategies in real-life moments—turning “knowledge” into lived experience that sticks.*  ***Practical Payoff:***   * *Integrate grounding, breathwork, and emotional regulation techniques into daily routines without overwhelm.* * *Recognize triggers early and respond in a way that supports calm, clarity, and connection.* * *Create personalized self-care and relationship-support plans that are realistic and sustainable.*   ***Emotional Payoff:***   * *Feel empowered and in control during moments that used to cause shutdown or overwhelm.* * *Experience more emotional stability, self-trust, and confidence in handling life’s challenges.* * *Deepen a sense of peace and connection—with themselves and with those they care about.*   ***Benefit Statement:***  *“Learn how to seamlessly weave regulation and connection practices into your everyday life—so you can feel grounded, present, and resilient no matter what challenges come your way.”* |

#### Decision #4 - Naming Your Upsell Offer

It’s now time to decide on a name for your upsell…

And this can actually be much *easier* than you think!

Firstly, your name must be easy to spell (real words - not made up words), and must reflect what you’re helping people achieve.

It’s always best when deciding on a name to choose clear over clever.

Here are some examples to get your creative juices flowing:

* SEO Mastery Mini-Training
* Xero Advanced Templates
* One-on-One Health Accelerator Coaching Call
* The Pause Method Mindful Meditation Audio Files
* The Money Mindset Investment Strategies Workshop
* Conversion-Boosting Copy Swipe Files
* $1 Trial to The Podcast Mastery Membership
* LinkedIn Lead Generation Mini-Training
* Social Media Templates Bundle
* Personal Branding Workshop
* Personal Styling Coaching Call
* Practice Management Templates
* The Calm Parent Top 5 Audio Guides
* Pathway to Profit: Advanced Sales Strategies Workshop
* Productivity Boosting Mini-Training Series
* Media Outreach Templates
* Puppy Training Workshop
* Mindfulness Meditation Audio Files
* Spiritual Growth 5-Day Challenge

Use the space below outline your upsell offer name

|  |
| --- |
| *Insert Your Upsell Offer Name…* ***“Integration Deep Dive: Living Your Tools Every Day”***  *This keeps it:*   * ***Clear*** *– they know it’s about integration, not just learning theory.* * ***Actionable*** *– “Living Your Tools” tells them it’s about daily application.* * ***Connected to your other offers*** *– it bridges from “Rekindled: How to Reignite Your Inner Fire and Keep It Going” into the high-ticket “Retrieval” phase.*   *If you want a slightly more emotive version for your audience:*   * *“Integration Deep Dive: From Learning to Living”* * *“Everyday Resilience: The Integration Deep Dive”* |

#### Decision #5 - Pricing Your Upsell Offer

It’s now time to decide on the price point for your offer.  
  
Now pricing is a critical piece of any offer, but there are a few exceptions when it comes to Upsell Offers.  
  
The goal of your upsell offers is to provide the opportunity for those that are ready to make additional purchases easily and that will provide great value by helping them achieve their desired results faster and easier.

Upsells do well in the $1 - $497 range.

One important thing to remember…

Pricing is not a "set it and forget it" aspect of your offer. The price is something you can easily test and adjust to see what works the best for your audience once you’ve launched your low-ticket funnel.

Use the space below outline your upsell offer price

|  |
| --- |
| *Insert Your Upsell Offer Price… Given your upsell is an* ***“Integration Deep Dive”*** *that adds high value by helping clients apply your tools daily, a good starting point would be:*  ***$97 – $147***  ***Why this range works:***   * ***Low enough*** *to feel like a natural “yes” right after a $17–$37 low-ticket purchase.* * ***High enough*** *to signal that it’s premium, actionable, and deeper than the entry offer.* * *Keeps the price comfortably under $200, which maintains impulse-buy potential while still boosting your average order value.*   *If you plan to include* ***live or personalized elements*** *(e.g., a Q&A call, Voxer access, or personalized integration plan), you could test higher — up to* ***$197****.* |

# Step #3 - Gain Feedback + Adjust

WHO: Founder

The final step in preparing your low-ticket offer is to ask for feedback in our [Facebook Group](https://www.facebook.com/groups/doingincubator) and [tag the relevant Offer Coach.](https://portal.outsourceddoers.com/modules/meet-your-experts-di/)

This is an essential part of the process that leverages the expertise of the Doing Incubator coaches.

It’s important to take advantage of their experience and insights to ensure that every aspect of your offer is perfectly tailored to resonate with your ideal clients and maximize the effectiveness of your offer.

This step is about quality assurance, identifying any blind spots, and ensuring that your offer is not only clear and compelling but also accurately communicates the high value you’re providing.

This is the stage where you finalize and fine-tune all the details, ensuring that your offer is ready to proceed through the next doing plans and towards a successful launch.

Remember, seeking feedback is not a sign of weakness…

But a crucial step towards creating any offer that truly stands out in the marketplace and delivers incredible results for your clients.

Share your completed [Low-Ticket Funnel Offer Info](https://docs.google.com/spreadsheets/d/1gtGfEIA91O640qpGgW1fwHWFpMsRTXiCDUBfCu6C2u0/copy) document with the Doing Incubator coaches.

# Step #4 - Review Your Next Step

WHO: Founder

Now that you have completed this Doing Plan, the next step in your process is to build your Funnel.

Jump back into the Doing Incubator to get started.