

# Launch to Live Event



**DOING**  
**IS A QUANTUM**  
**LEAP FROM**  
**IMAGINING**

*sage*

# HTO Design

*sage*

# STRATEGY *first*

## BIG WHY

### NON-NEGOTIABLES

WHAT ARE YOU NOT WILLING TO DO?

### RAVING FANS

WHAT WOULD MAKE YOUR RIGHT FIT CLIENTS RAVE, RENEW AND RECRUIT?

GAP

### RIGHT FIT CLIENT

THIS IS FOR YOU IF...

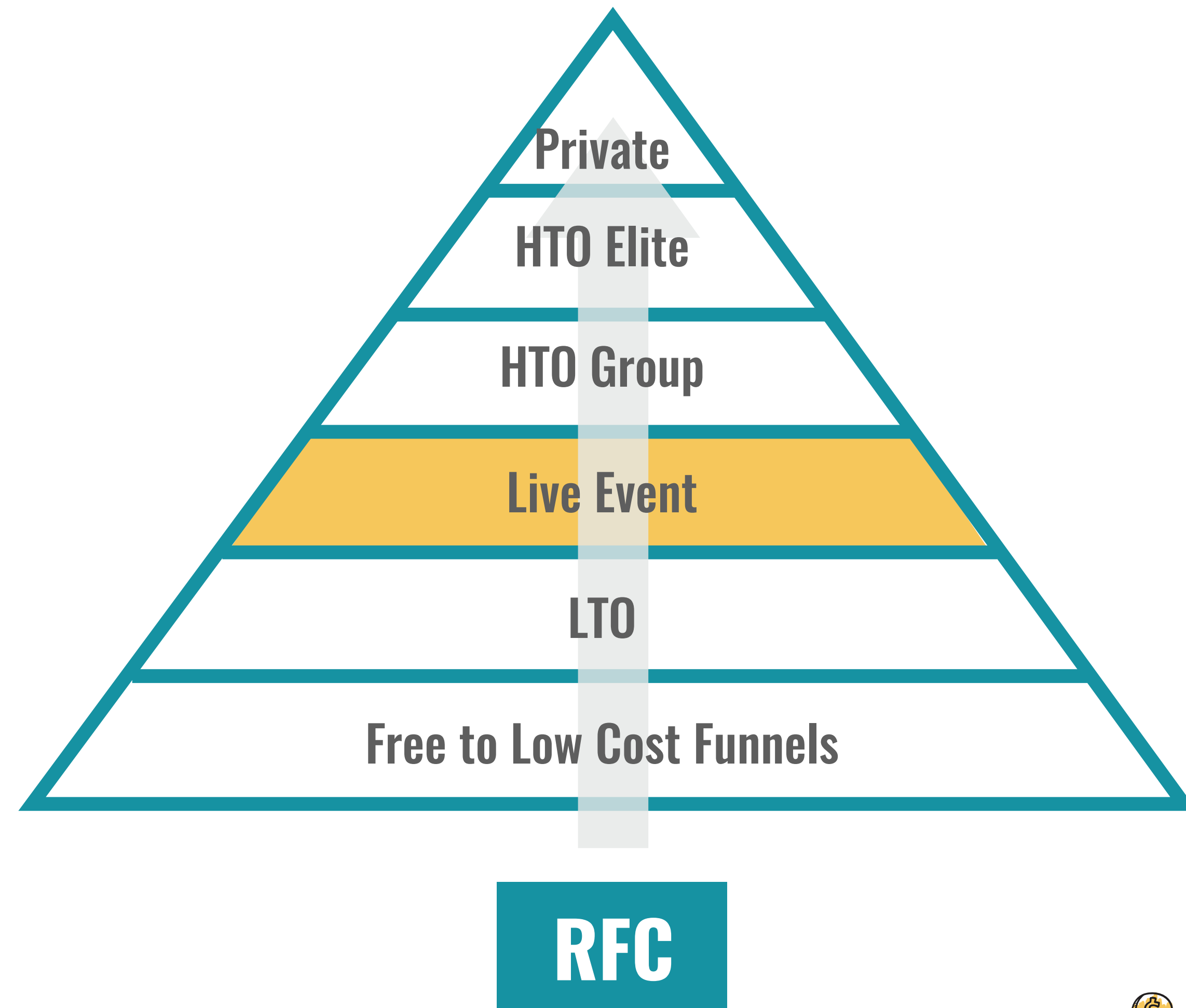
### WRONG FIT CLIENT

THIS IS NOT FOR YOU IF...





# STRATEGY FIRST



## Design Your Business Around Your Big Why and Your RFC

### CONSIDERATIONS FOR EVERY LAYER

- Your Big Why
- Right Fit Client (This Is For You if...)
- Raving Fan Deliverables (What Would Make Your Right Fit Client a Raving Fan?)
- Your Non-Negotiables (What Are You NOT Willing to do to Create a Raving Fan?)
- Gap Analysis (What Gap do You Need to Fill?)
- Investment (Payment Plan and Pay in Full)



**SALES IS  
SERVICE**

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# RAVING FAN DELIVERABLES

## The ACE Model

### HIGH TICKET OFFER CREATION - ACCOUNTABILITY

☐

#### ONE-TO-ONE

*Crossover: Enhanced Opportunity*

☐

#### ONE-TO-MANY

*Crossover: Enhanced Opportunity & Community*

☐

#### CHECK-IN CALLS / MILESTONES

*Crossover: Enhanced Opportunity*

☐

#### ACCOUNTABILITY BUDDIES

☐

#### IMPLEMENTATION WORKSHOP

*Crossover: Enhanced Opportunity & Community*

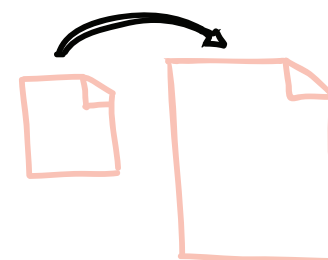
☐

#### MASTERMIND MEETING

*Crossover: Enhanced Opportunity & Community*

☐

#### OTHER?



# RAVING FAN DELIVERABLES

## The ACE Model

### HIGH TICKET OFFER CREATION - COMMUNITY



#### ONLINE COMMUNITY

*Facebook Groups, Whatsapp, Signal or Mighty Networks*  
*Crossover: Enhanced Opportunity*



#### MASTERMIND

*Crossover: Enhanced Opportunity & Accountability*



#### GROUP COACHING

*Crossover: Enhanced Opportunity & Accountability*



#### Q&A TIME

*Crossover: Enhanced Opportunity*

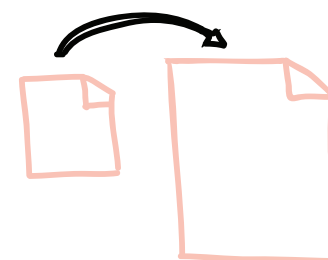


#### LIVE EVENT TICKET

*Crossover: Enhanced Opportunity*



#### OTHER?



# RAVING FAN DELIVERABLES

## The ACE Model

### HIGH TICKET OFFER CREATION - ENHANCED OPPORTUNITY

☐ **ONE-ON-ONE CALLS/MEETINGS**

*Crossover: Accountability*

☐ **IN-PERSON MEETINGS**

*Crossover: Community & Accountability*

☐ **SMALL GROUP COACHING**

*Crossover: Accountability*

☐ **LASER INTENSIVES**

*Crossover: Accountability & Community*

☐ **WORKSHOPS**

*Crossover: Accountability & Community*

☐ **MASTERMINDS**

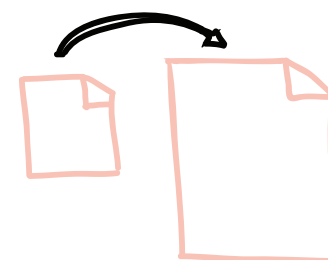
*Crossover: Accountability & Community*

☐ **DEBRIEFS**

*Crossover: Accountability*

☐ **CURATED RESOURCES**

☐ **OTHER?**



OVERDELIVER  
**NOT**  
OVERWHELM

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# MY HIGH TICKET OFFER

Your 4-6 Raving Fan Deliverables

1.

4.

2.

5.

3.

6.



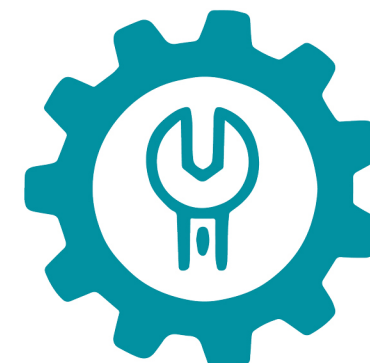
# Designing Your PAG





## THE “3X3” PAG PROGRAM AT A GLANCE

DAY 1	DAY 2	DAY 3
Content	Pain	Decision
Connection	Solution	Commitment
Community	Invitation	Celebration



# MACRO VIEW

Example

## THE SAGE THREE DAY WAY

### DAY 1

OPENING  
KEYNOTE

MEAL (30-60M)

MEAL (60M)

### DAY 2

MEAL (30-60M)

PANEL / INVITATION

MEAL/ENROLLMENT  
BREAK (60M)

LASER COACHING  
AND Q&A

### DAY 3

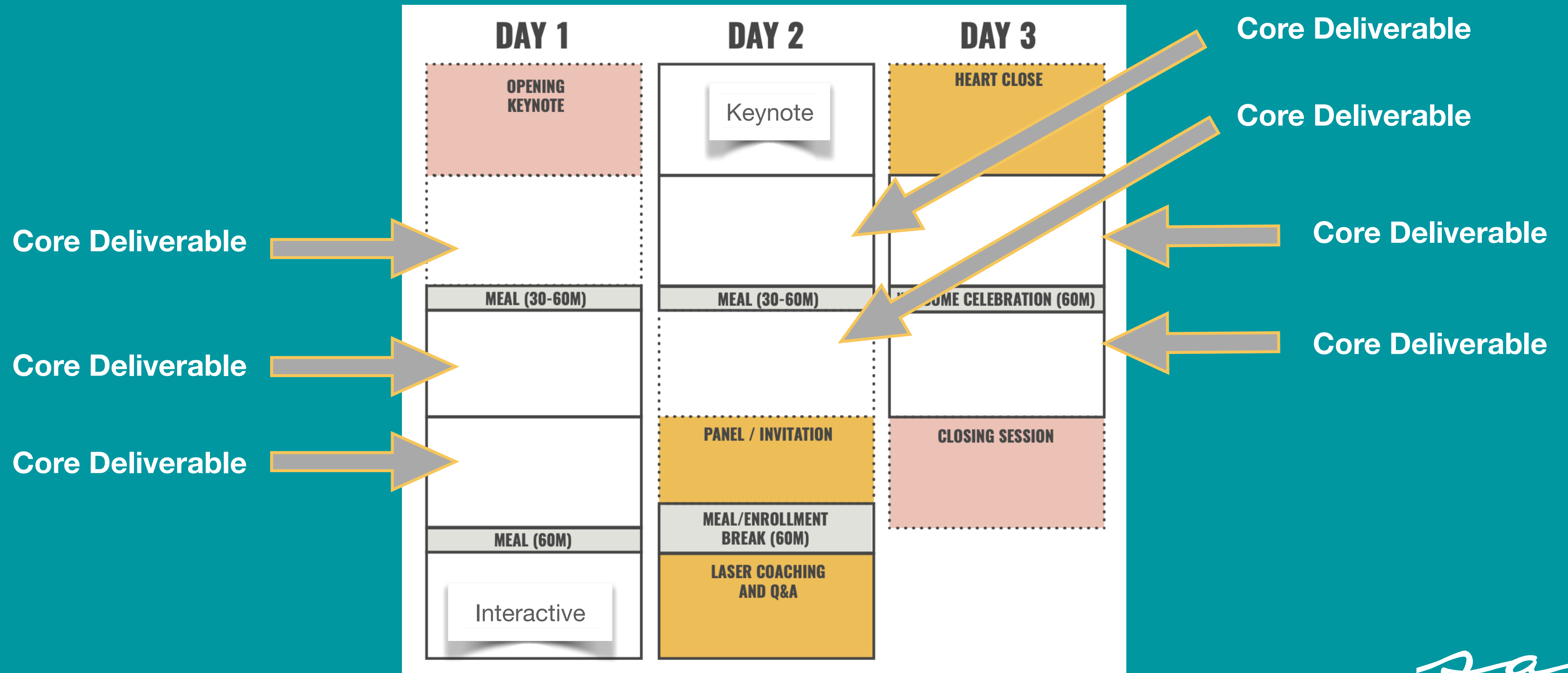
HEART CLOSE

WELCOME CELEBRATION (60M)

CLOSING SESSION



# HTO Strategy is PAG Strategy



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# MACRO VIEW

## THE SAGE ONE DAY WAY

START AT 11AM | OPENING KEYNOTE / HOT CONTENT (75M)

MORNING STRETCH BREAK (15M)

CONTENT (75M) Q&A (15M)

MEAL BREAK (30M)

AH-HAS (15M) CONTENT (45M)

AFTERNOON STRETCH BREAK (15M)

PANEL (40M) & OFFER / INVITATION (20M)

ENROLLMENT BREAK (30M)

LASER COACHING (30M) / HEART CLOSE (30M) / EVENT CLOSE (15M)

BONUS: COCKTAILS AND Q&A



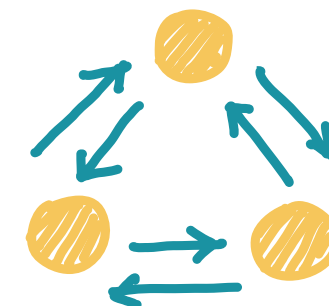
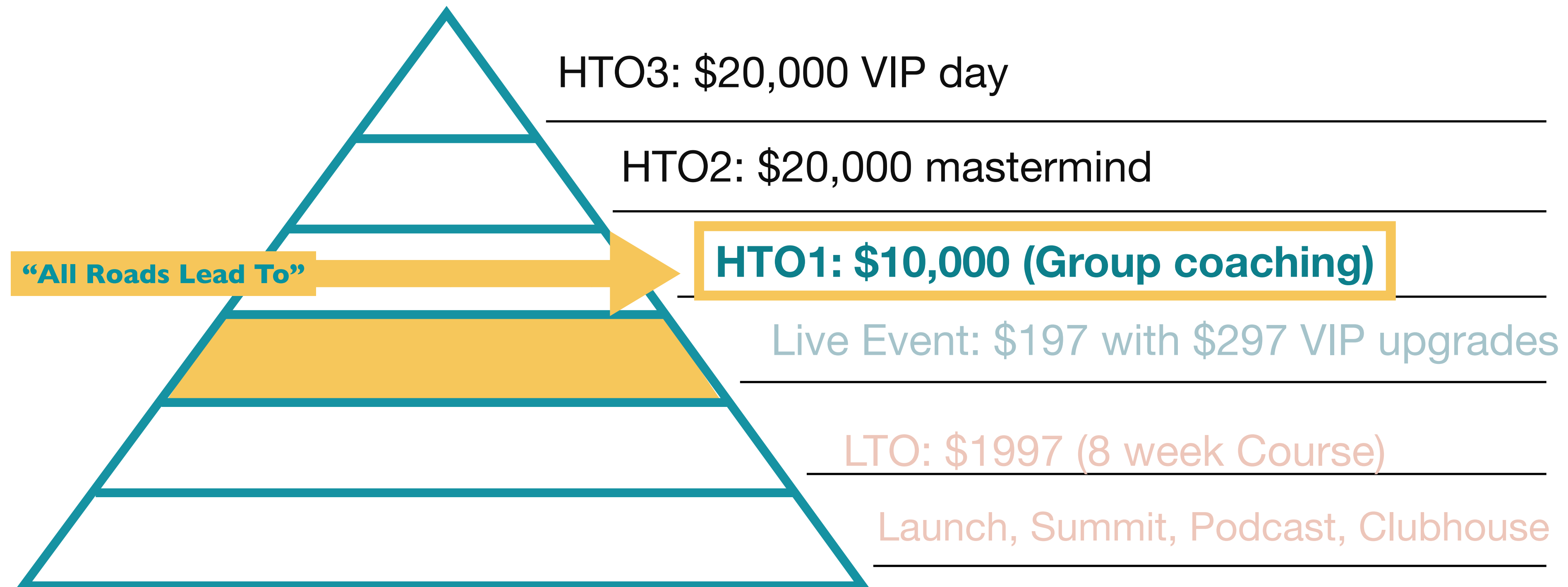
# Case Study

## Big Why to HTO to PAG



# BUSINESS-AT-A-GLANCE

Example



# MY HIGH TICKET OFFER

Example

**1.** Health Event

**4.** Deep Dive Calls

**2.** Wealth Event

**5.** Q and A Calls

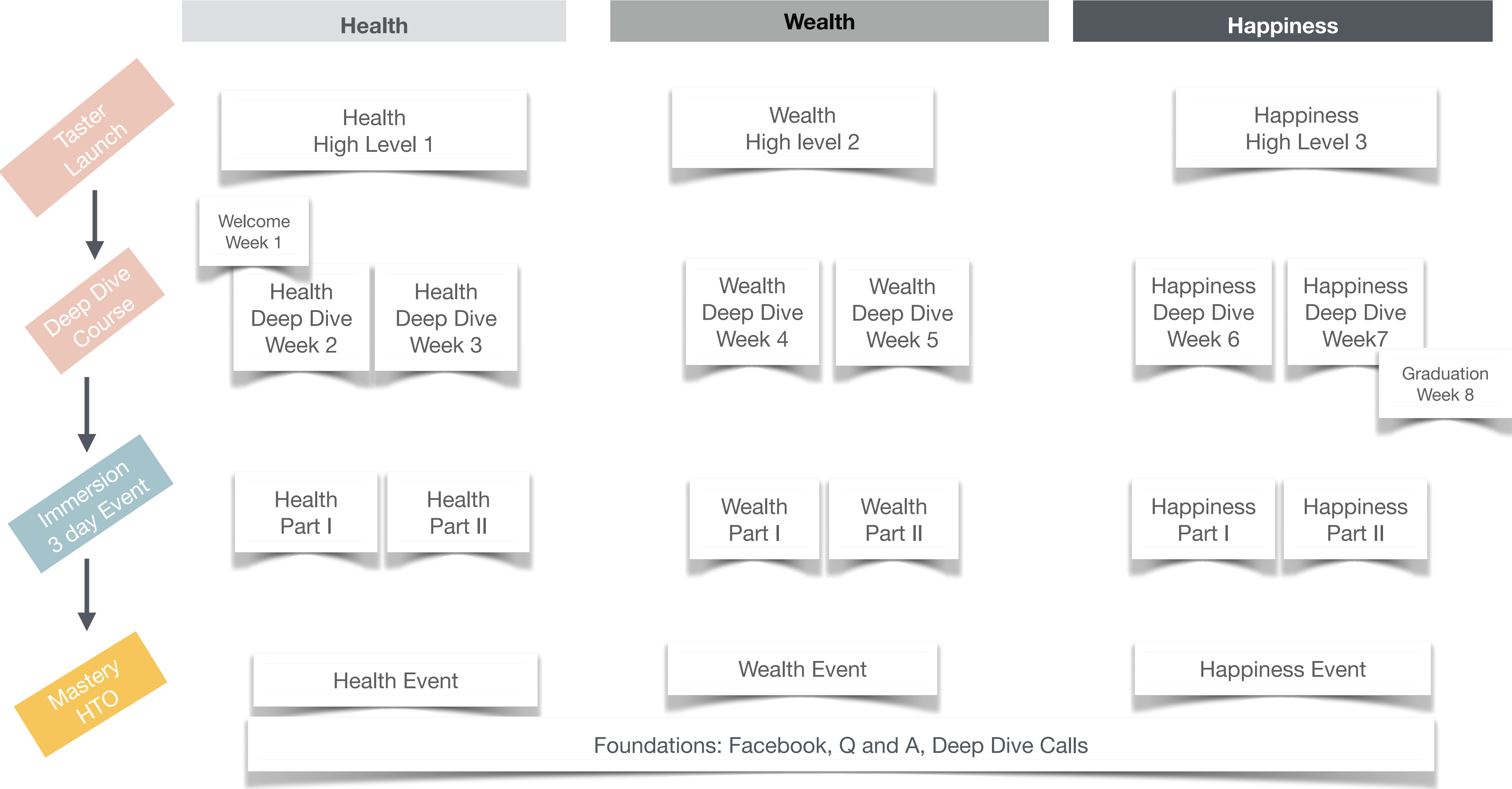
**3.** Happiness Event

**6.** Facebook Group



# CONTENT-AT-A-GLANCE

Example





MACRO VIEW

THE SAGE  
THREE DAY WAY

Health  
DAY 1

OPENING KEYNOTE

Foundations

MEAL (30-60M)

Health Part 1

Health part II

MEAL (60M)

Interactive

Wealth  
DAY 2

Keynote

Wealth Part 1

MEAL (30-60M)

Wealth Part II

PANEL / INVITATION

MEAL/ENROLLMENT BREAK (60M)

LASER COACHING AND Q&A

Happiness  
DAY 3

HEART CLOSE

Happiness Part I

WELCOME CELEBRATION (60M)

Happiness Part II

CLOSING SESSION



**PEOPLE DON'T PAY  
YOU TO TELL THEM  
EVERYTHING  
YOU KNOW.  
THEY PAY YOU TO  
TELL THEM WHAT THEY  
NEED TO KNOW.**

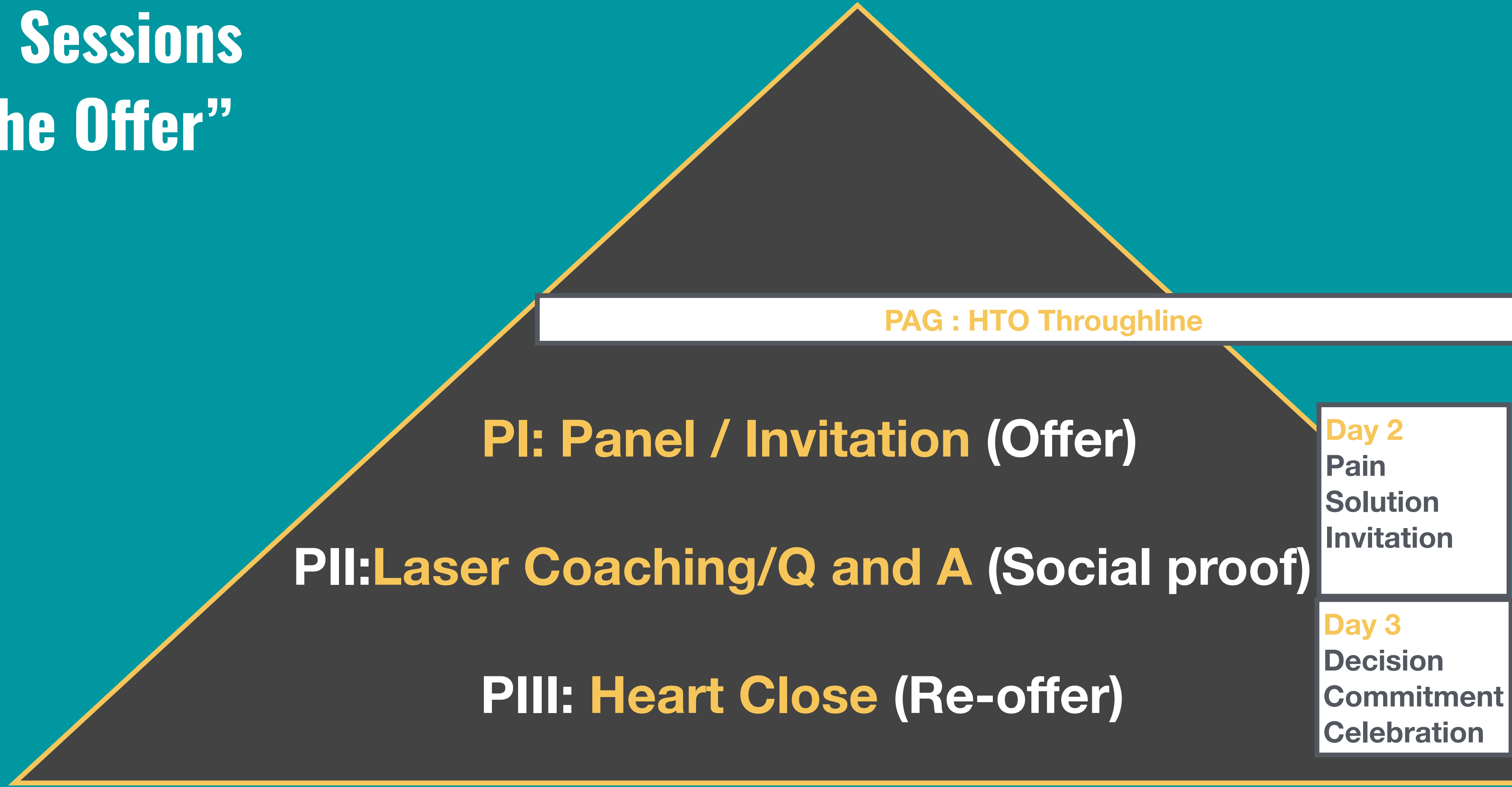
**- ERIK QUALMAN**

# BONUS: The Trifecta

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# Structure of the “Trifecta”

## These Three Sessions Make Up “The Offer”



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# Triad Part 1: “Invitation” (Offer) is in 6 parts

1. Set-up Inspiration Panel (5 min)
2. Inspiration Panel (45 min)
3. Pivot from Panel (5 min)
4. Detail deliverables (20 min)
5. Investment: (10 min)
6. CTA (10 min)

6

**Day 2**  
Pain  
Solution  
Invitation

*sage*

# Triad Part 1: “Invitation” Scripting

1. **Set-up Inspiration Panel (5 min)**
  - Ordinary people, doing extra-ordinary things
  - What it looks like on the “other side” (when you commit to taking action)
  - Choosing commitment over convenience
2. **Inspiration Panel (45 min)**
  - Align with objections (time, money, spouse, fear, shame/self-doubt)
  - Share Struggle, Search, Solution
  - Hero’s Journey: Where you were, big dream, obstacle in the way, action you took based on what you learned, results (financial metrics and personal measure)
3. **Pivot from Panel (5 min)**
  - Would you like to get those same results?
  - Tie back to Gap Map: Close the gap between where you want to be, where you are now
4. **Detail deliverables (20 min)**
  - ACE: Accountability, Community, Enhanced Opportunity
  - Less is more: subtractive, not additive (overdeliver, not overwhelm)
5. **Investment: (10 min)**
  - Value stack
  - Explain payment plan, then pay in full savings (and any pay in full bonuses)
  - ROI vs COI: It’s not just what it’s worth and what you’ll save...It’s what it’s going to make you and what it’s going to give you
  - Get there faster and easier (cutting a check for speed) or accountability and hand-holding (cutting a check for support)
6. **CTA (10 min)**
  - Unprecedented time, unprecedented opportunity, unprecedented access, unprecedented offer
  - Only you can do the work, but you don’t have to do it alone
  - Go to the Dashboard: claim your space “I’m all in!”, or “Talk to a program expert”
  - The program starts tomorrow at our Welcome Celebration

## Pro Tips:

### Stick the landing!

Never take questions from stage during offer (breaks rhythm, opens up wild cards).

All questions directed to Team “Talk to a Program Expert!”



# Triad Part II: “Laser Coaching” (Proof) is in 4 parts

1. Welcome New Members / Warm-Up (5-10 min)
2. Laser Coaching (45 min)
3. Q and A (30 min)
4. Soft CTA (5 min)

4

**Day 2**  
Pain  
Solution  
Invitation

*sage*



# Triad Part II: “Laser Coaching” Scripting

## 1. Welcome New Members / Warm-Up (5 min)

- Excited to welcome our new members
- Remind audience to see themselves in the students being coached
- Remind them of value of “Getting questions answered you didn’t even know you needed to ask”

## 2. Laser Coaching (45 min)

- Review laser coaching applications to find 10 ideal applicants who are representative of your RFC and your RFC’s primary pain points
- Whittle down to Top 3 (with back-ups) that are (ideally) not yet in your program
- Check to be sure they are in the room
- Social proof of your Zone of Genius (audience should think “if you could do that in 15 minutes, imagine what a whole year with you would be like”)

## 3. Q and A (30 min)

- If time allows, open to audience Q and A
- Select questions/answers allow you to tie back to the offer (all roads lead to the offer)

## 4. Soft CTA (5 min)

- “Head to bed” soft re-pitch: it’s our final night together, hard to believe tomorrow is Day 3
- Before I send you off to bed, from my heart to yours, something I have learned...
- Indecision is the worst form of self-abuse -- if you know this program is for you, decide with your heart, not your head, get the best night’s sleep, knowing you are no longer on the fence, and no longer alone
- All it takes is going to the Dashboard to claim your space “I’m all in!” or “Talk to a program expert” (our team is on standby)
- The program starts tomorrow at our Welcome Celebration
- See you tomorrow morning!

## PRO TIPS

Don’t let laser coaching go long.

Remind the audience to see themselves in the coaching.  
(Problems are universal and solutions are available, ie. the fact that your problems are not unique is a gift — it means they can easily be solved!)

Soft CTA is short and simple, heartfelt (not over pitched).





# Triad Part III: “Heart Close” (Re-offer) is in 7 parts

1. Welcome (10 min)
2. Warm-Up (15 min)
3. “My team tells me we have some questions ...” (15 min)
4. Content: Overcome Objections/ Enrollment Theory (30 min)
5. Pivot to Heart Close (5 min)
6. Heart Close (10 min)
7. CTA (5 min)

7

**Day 3**  
Decision  
Commitment  
Celebration

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# Triad Part III: “Heart Close” Scripting

1. **Welcome** (10 min)
  - Hard to believe!: Our last day together
  - Recap last 2 days
2. **Warm-up** (15 min)
  - Share a-ha moments
  - Take a few minutes: review your notes:
    - DECIDE: what will you do differently Monday?
    - COMMIT: what is the timeline for implementation?
    - SEED: If you don't have a plan for Monday, you don't have a plan
3. **My team tells me we have some questions....** (15 min)
  - In my experience, if ten of you have them, a hundred or more have them
  - With your permission, going to address before we dive into content
  - Address 3-5 offer questions that tee up the offer (without a CTA): Address any items that need clarity based on feedback from the team (examples are clarity on a key deliverable and/or bonus, clarity on investment, clarity on deadline/program start
  - Goal is to put the offer back on the table at the beginning of the session so the audience can get back into decision mode – know that the audience has either decided yes, decided no, or is stuck – the goal of this session is to get them to yes
4. **Content to overcome objections (getting them to yes)** (30 min)
  - This is real content: teaches them a life skill they need to grow their business, enroll their family, their friends, their team, their clients that they can use every day -- but this also slays dragons
  - Overcome Objections: Time, Money, Spouse/Partner, Fear, Shame/Self-doubt
  - Art of Enrollment: First you enroll yourself, then your family, inner circle, team, tribe
5. **Pivot to Heart Close** (5 min)
  - “Before I send you to break, I want to share a story about when I had to make a decision around a big commitment...”
6. **Heart close** (10 min)
  - Goal: Get heart to make decisions head can't or won't make
  - Your Story equates to “If not you who, if not now when...”
  - If you don't decide/commit: A day becomes a week, a week becomes a month, a month becomes a quarter, a quarter becomes a year, a year becomes a decade...
7. **CTA** (5 min)
  - Reminder about the end of break is the decision deadline
  - The final call to action is always: “If not you, who? If not now, when?”
  - Dashboard: claim your space, talk to an expert
  - The program starts today at our Welcome Celebration

**Go to “Final” Enrollment Break** (and then follow with content that continues to enroll with a soft “no one left behind” CTA leading into Welcome Celebration)

## PRO TIPS

Don't let “My team tells me...” go long.

Don't over-pitch when answering questions (should feel like you are addressing logistics, not pitching the program).

Remind the audience your team is on standby to help, have team available during this session.

Do not take their questions live, these are scripted questions and answers.

Signature story: our video is all heart to get you AND them into their heart state (see next slides).

Soft CTA is short and simple, heartfelt (not over-pitched): Stick the landing, do not take questions, end strong. (Do not perform; this is enrollment not Broadway. ; ) )

# BONUS: Overcoming Objections

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**“You have to Enroll Yourself Before  
You Can Enroll Others. Enrolling  
them begins with enrolling YOU.”**

**(Bari Baumgardner)**

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# HIERARCHY OF OBJECTIONS

## GETTING TO THE REAL OBJECTION... “TELL ME MORE.”

**Time**

Don't let a day become  
a week, a week become  
a month.

**Money**

Not about resources,  
about being resourceful.

**Spouse**

Ask for support,  
not permission.

**Fear**

You are meant for more.  
You do have what it takes.

**Shame/Self-Doubt**

No one wins every time.  
Failure is not fatal.

**EASIEST  
TO SHARE**



**HARDEST TO  
UNCOVER**

Make Your Reason Not to, Your Reason to...  
What's holding you back, is what you most need to solve



# HIERARCHY OF ENROLLMENT

IF YOU AREN'T ENROLLED IN YOU, NO ONE ELSE WILL BE EITHER.



Your RFC

I can help you do this

Your Team

We need to do this.

Your Inner Circle

I need to do this.

Your Family

Support, not permission

YOU

You are meant for more.

EASIEST  
TO ENROLL



HARDEST TO  
ENROLL

The person with the most  
certainty wins the debate.

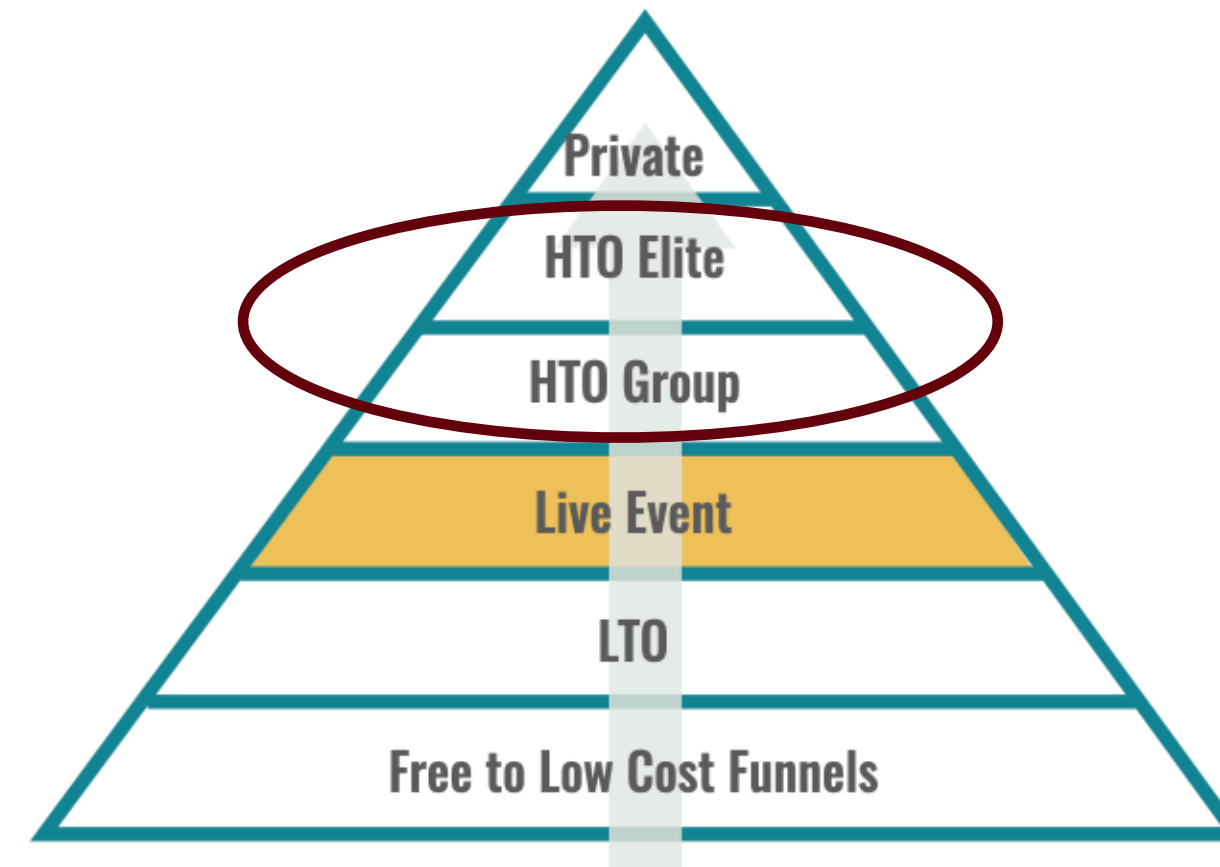
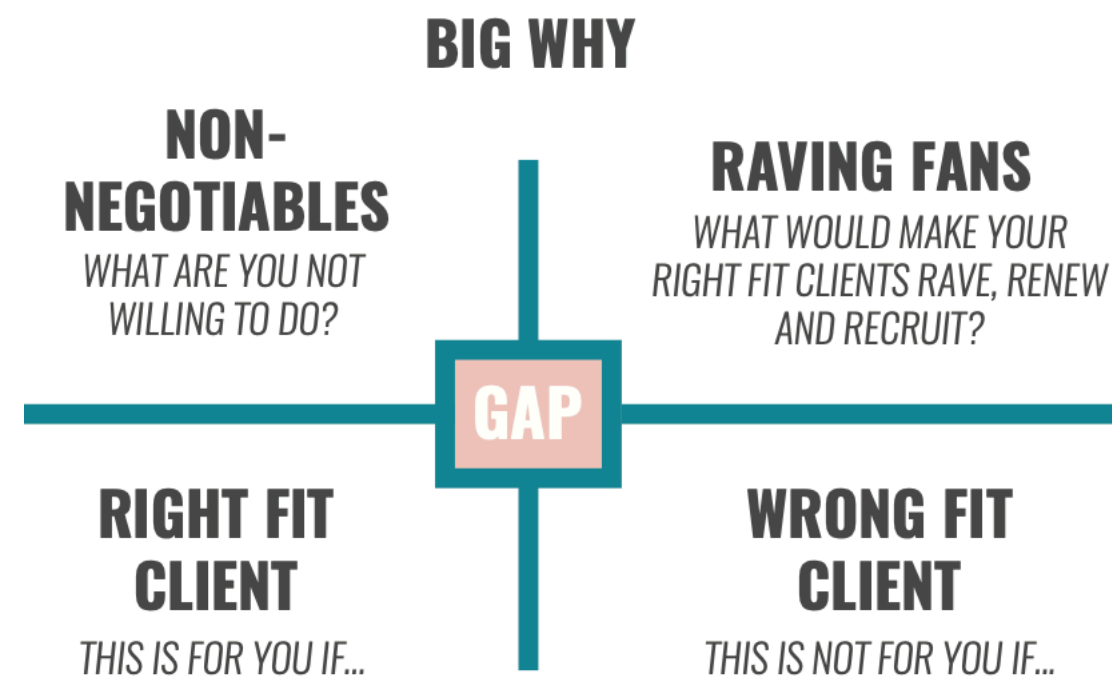


# Putting it all Together

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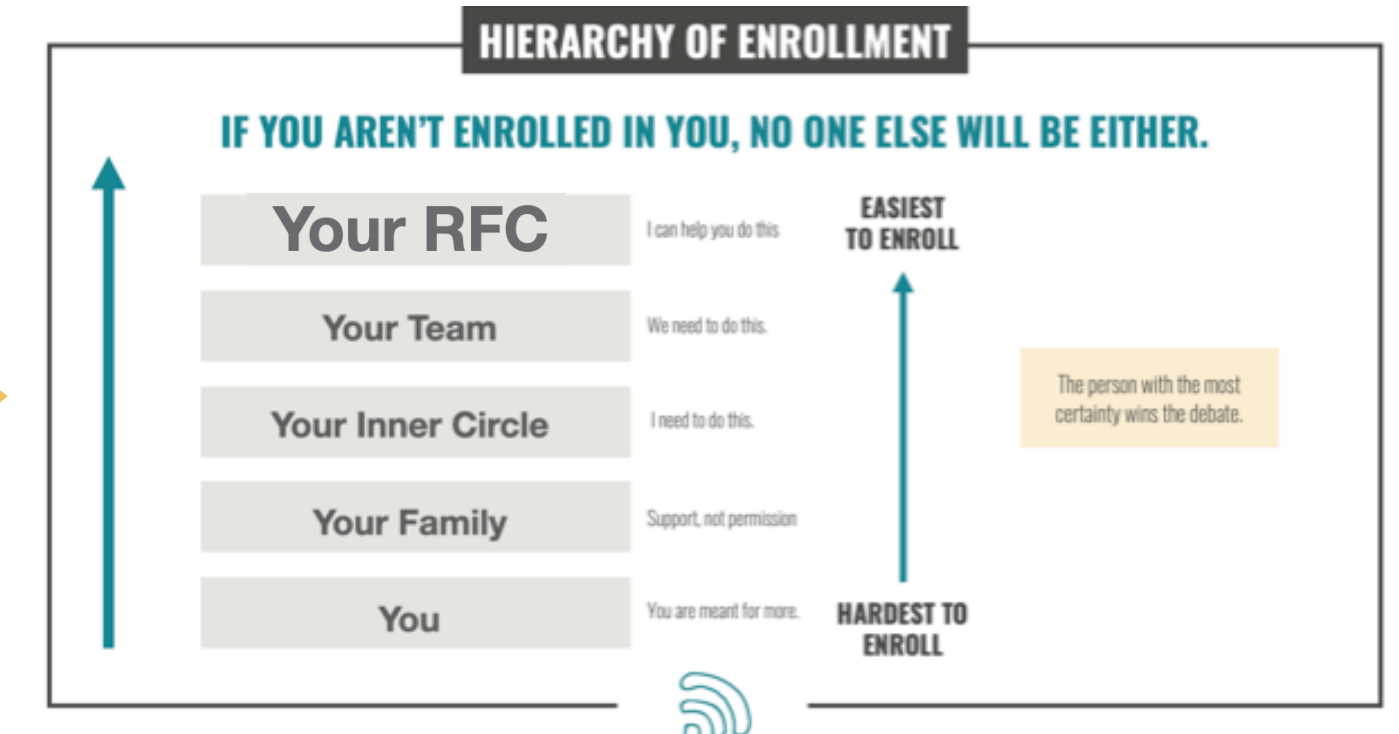
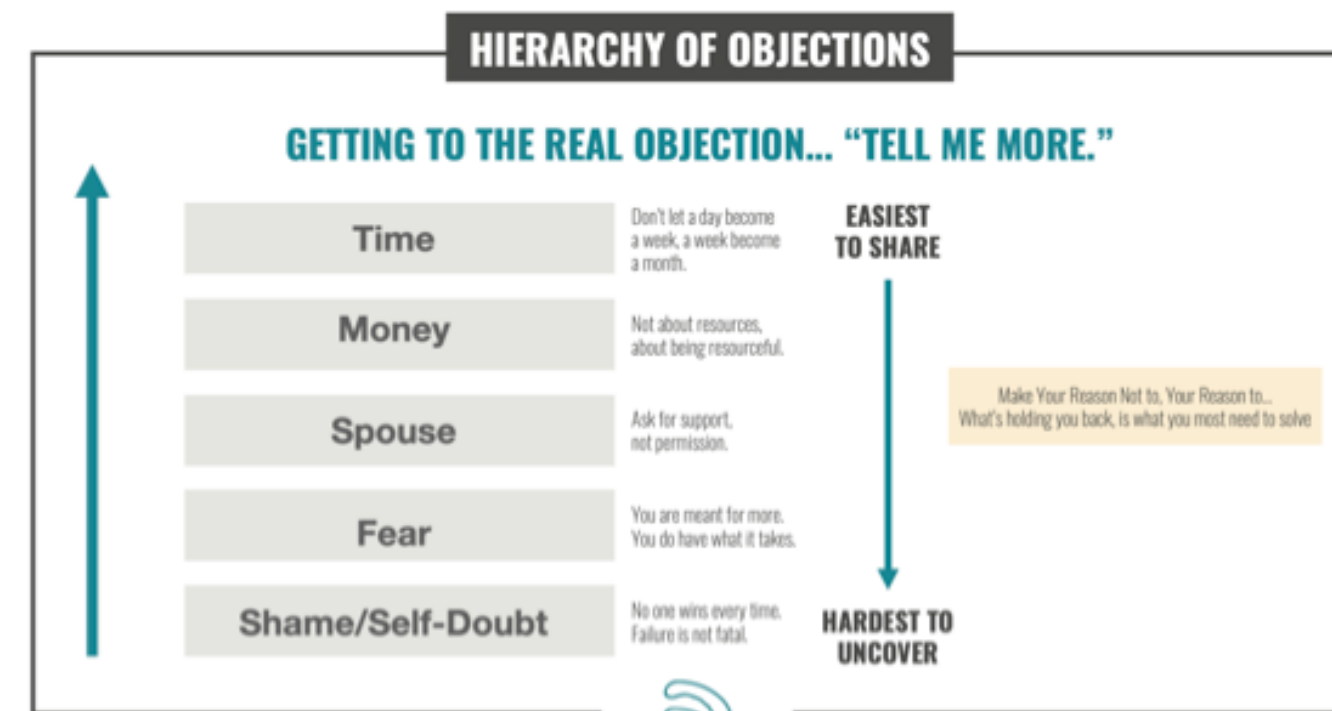
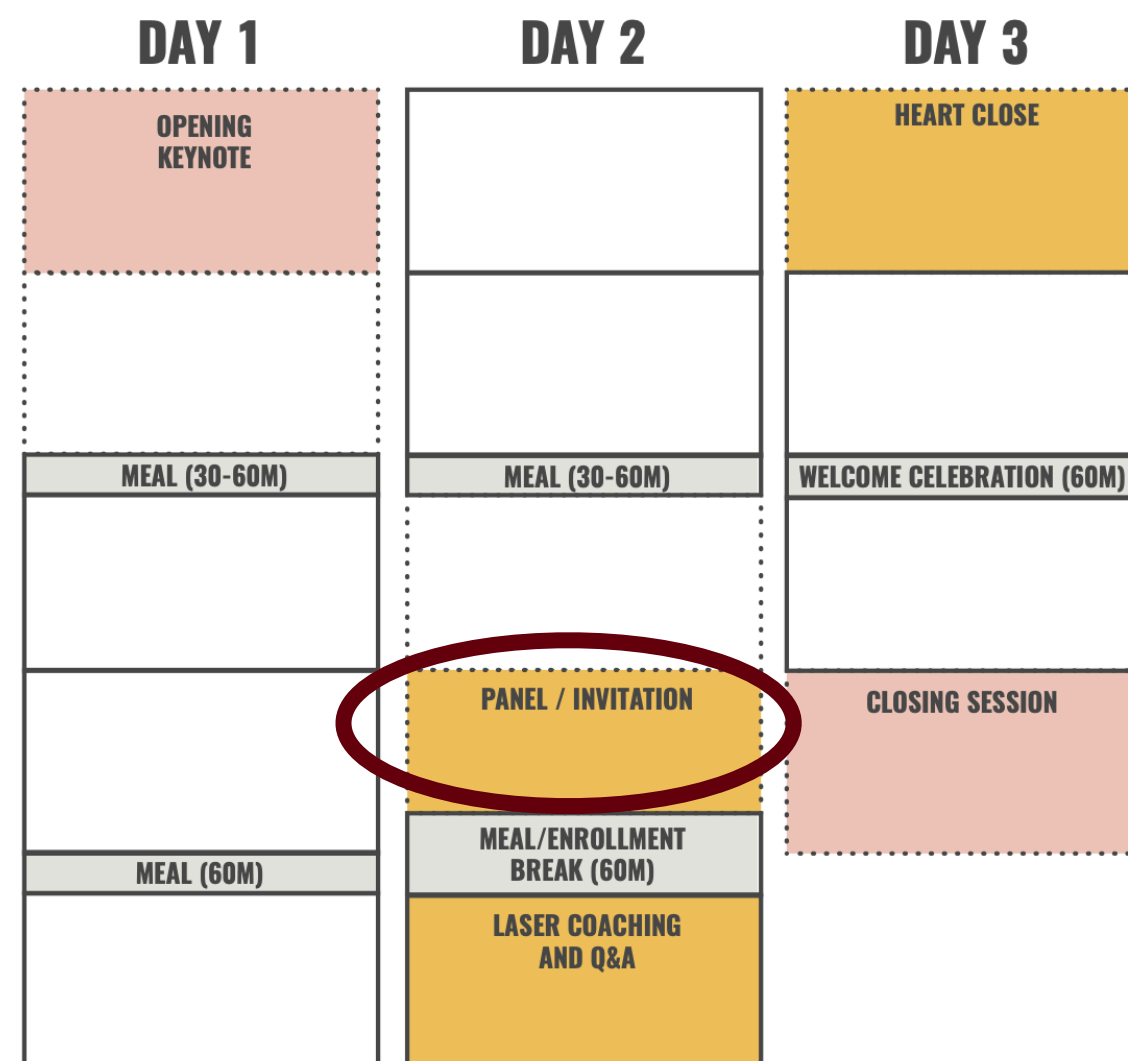


# ALL ROADS LEAD TO HTO



**MY HIGH TICKET OFFER**

1.	4.
2.	5.
3.	6.





# IF NOT YOU, WHO? IF NOT NOW, WHEN?

