

THE HIGH TICKET SERVICE KIT

Package, price and pitch a premium marketing service. The template, the proposal and the scripts from the video.

Businesses do not buy AI. They buy more customers, more booked calls and less work for their team. This kit shows you how to turn any marketing service (lead generation, cold email, social media, local SEO) into a premium offer with a premium price, using the 5 steps from the video. Work one niche at a time.

All prices are examples of what people charge, not promises of income. Be honest about results, get agreements in writing, and follow the rules for email and calls in your country (for example CAN-SPAM in the US).

STEP 1 – SELL THE RESULT, NOT THE TOOL

Describe what changes for the customer, in the words a busy owner would say out loud. Never lead with the technology. Swap these:

- Instead of "AI chatbot", say "every lead gets an answer in under a minute."
- Instead of "automated emails", say "a calendar that fills with booked calls."
- Instead of "social media posting", say "you stay in front of customers every week."
- Instead of "AI receptionist", say "never miss a call, never lose a job."

PROMPT

Result statements

I offer [SERVICE] to [NICHE]. Write 5 result statements in this format: "I help [NICHE] get [RESULT] in [TIME] without [PAIN]." Use plain words a busy owner would say out loud. Do not mention AI.

STEP 2 – PICK ONE CUSTOMER AND ONE RESULT

Choose a niche where one new customer is worth a lot: dentists, roofers, law firms, med spas, HVAC, real estate teams. Check three things: they can afford you, a win is easy to measure (calls, bookings, leads), and you can find 100 of them with contact details.

PROMPT

Niche research

Act as a market researcher. For [NICHE] in the United States, list their 5 biggest growth problems, what one new customer is worth to them, how they usually get customers today, and where I can find 100 of them with contact details.

One-line offer format: "I help [NICHE] get [ONE RESULT] with a done-for-you [SERVICE]." Example: I help local dentists book more new patients with a done-for-you outreach system.

STEP 3 – OFFER THREE PACKAGES

Three options let the buyer choose a level instead of deciding yes or no. Price against the value of one new customer, not your hours. Example packages:

STARTER**One channel, one month**

Fixed scope, one channel, one monthly report. Example price: \$1,500. Good for a first pilot or a smaller business.

STANDARD**Two channels, weekly reporting**

Two channels, weekly reporting and one strategy call a month. Example price: \$3,500 to \$5,000 a month.

PREMIUM**Done for you, priority support**

Everything in Standard plus extra channels, faster turnaround and priority support. Example price: \$7,500 to \$10,000 a month.

PROMPT**Build the packages**

Create 3 packages (Starter, Standard, Premium) for [SERVICE] for [NICHE]. For each one give: what is included, the result it targets, the timeline, and a price based on the value of one new customer (\$[VALUE]).

STEP 4 – SEND A ONE-PAGE PROPOSAL IN 24 HOURS

Speed wins. Send the proposal while the buyer is still excited. One page, six parts:

- 1) The problem, in their words.
- 2) The plan, in 3 bullets.
- 3) What they get: deliverables and timeline.
- 4) Your three options with prices.
- 5) The next step: reply YES to start and you send the invoice.
- 6) Payment terms: 50% to start.

PROMPT**Write the proposal**

Write a one-page proposal for [BUSINESS] using my call notes: [NOTES]. Sections: the problem in their words, the plan in 3 bullets, deliverables and timeline, three package options with prices, the next step, payment terms (50% to start). Plain and confident, no jargon.

7 DISCOVERY CALL QUESTIONS

- What does a new customer bring in for you, on average?
- How are you getting customers today?

- What have you tried before, and what happened?
- What would a great month look like?
- What is stopping you from getting there?
- Who else is part of the decision?
- When do you want to start?

STEP 5 – START WITH A PAID PILOT, THEN A RETAINER

A small paid pilot is the easiest first sale: 30 days, a fixed price (example: \$1,000 to \$2,500) and one clear success measure such as calls booked, leads or replies. Agree the measure in writing, report weekly, review on day 25, and offer the monthly retainer on day 30.

SEND THIS

Pilot offer

Hi [NAME], here is what I suggest: a 30-day pilot for [PRICE] focused on [RESULT]. We measure [METRIC] every week. If it works we continue monthly at [RETAINER PRICE]. If not, we stop and you have lost 30 days, not a year. Want me to send the agreement?

3 OBJECTIONS, 3 ANSWERS

OBJECTION

"It is too expensive"

I understand. Compare it to what one new customer is worth to you. If we bring in [NUMBER], the package pays for itself. Would you like to start with the pilot instead?

OBJECTION

"I need to think about it"

Of course. What is the one thing you want to be sure about? I can answer it now, or send you a one-page summary to share with your team.

OBJECTION

"We tried marketing before"

What did you try, and what happened? (Listen.) The difference here is [ONE CLEAR DIFFERENCE: one channel, weekly reporting, a clear measure].

YOUR FIRST MESSAGE TO A BUSINESS OWNER

SEND THIS

Cold outreach

Hi [NAME], I help [NICHE] owners get [RESULT]. I noticed [SPECIFIC OBSERVATION ABOUT THEIR BUSINESS]. Could I send you a one-page plan for [BUSINESS]? No cost. [YOUR NAME]

YOUR FIRST 7 DAYS

Day 1: pick your niche and write the result statement. Day 2: build the three packages. Day 3: list 50 prospects. Day 4: send 20 messages. Day 5: follow up and book 2 calls. Day 6: send proposals. Day 7: follow up and offer the pilot.

WHAT TO EXPECT

- Most calls will not close. You need volume and follow-up.
- Your first sale is usually a smaller pilot, not a \$10,000 package.
- Deliver the pilot well. Referrals and the retainer come from it.

TOOLS

- Claude or ChatGPT: proposals, scripts and packages from the prompts above.
- Google Docs or a proposal tool such as PandaDoc: send and sign the one-pager.
- Stripe or PayPal: invoices. EmailClik (emailclik.com): find and verify emails. Instantly: send outreach.

Don't want to hunt for prospects yourself?

- I sell ready-made lists of businesses to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Email the owners: EmailClik.com finds + verifies addresses (free version)