



THE HIGH-TICKET FUNNEL SHORTCUT

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**HOW TO  
SELL FUNNELS  
FOR HIGHER PRICES  
& STILL GET THE SALE**

Hi, I'm Mikael Dia, and I help digital marketers shift their mindsets from selling generic marketing services to building profitable funnel marketing agencies.

I have built three 7-figure businesses in three vastly different niches, including my Funnels as a Service (FaaS) Agency, White Coat Digital.

That's how I know that one of the major things that both new and established FaaS Agency owners struggle with is pricing.

Most of them come from a background of selling individual digital marketing services – and are likely charging for funnels based on an old model or one that is tied to an hourly rate.

I'm here to tell you that if you create a proven SYSTEM to turn strangers into customers for your client, you can break free from the hourly-work mentality and charge based on the value and results that you offer to your clients.

But that means you're going to have to establish a high-ticket mindset, learn how to handle pricing like a pro, make it hard to say no, and give your potential clients a follow-up they can't resist.

The High-Ticket Funnel Shortcut is designed to help you with that.





# ESTABLISHING A HIGH-TICKET MINDSET

One of the major things that digital marketers who are trying to become Funnels as a Service (FaaS) Agencies struggle with is establishing a high-ticket mindset.

**So let me be really clear about this right from the start: The high-ticket mindset starts with you.**

From this point forward, you are no longer just another marketer. **You're an expert who gets results.** That's why you've decided to build and scale a Funnel Agency – because you know how to help your Dream Client turn strangers into customers through funnels.

By the way, if you don't know who exactly who your Dream Client is, you may want to jump over to my video on the [Client Attraction Process](#) and define your niche and your Dream Client before you move forward here.

Anyway... this is your new mantra. You're not just another builder, copywriter, Facebook Ad person or whatever.

**You are now a FaaS Agency Owner who implements a proven funnel system for your clients and gets results. Full stop.**

Because if you want to sell \$5,000 funnels, \$10,000 funnels, even \$50,000 funnels, the first thing that has to change is your mindset.

And if you don't believe you can bring more value to your clients than your price tag, you'll never be able to get to where you want to go.

**You have to believe that the service that you are providing for your client is worth the investment you are asking them to make.** If you don't, you will never be able to close high-ticket clients.

So go take a long look in the mirror and give yourself a pep talk before we move onto pricing and bundling your services.

Put yourself in the shoes of your client and ask:

**Would I be willing to invest \$5,000 to implement a proven, reliable system that turns strangers into customers for my business if I know it will work?**

**How about \$10,000? \$50,000? Why or why not?**

Take note of what objections come up while you're thinking about pricing and write them down – they're probably going to be your client's objections, too.

And when the answer is a resounding **YES, I would pay that much for a proven funnel system that is guaranteed to work**, you're ready to move on to actually pricing your services.

# THE VALUE PYRAMID



Now that you've started to overcome your own objections to charging high-ticket prices for your services, let's talk about the Value Pyramid.

There are three tiers of service that you can offer your clients, and the price you can charge for them varies depending on the tier.

## TIER 1: DO IT YOURSELF

At the bottom of the pyramid is the "Do It Yourself" tier.

That means you're selling something that is just information – it's on the customer to take that information and turn it into anything else. The "Do It Yourself" tier is where ebooks, courses and other informational products live.

The nice thing about "Do It Yourself" is that you can sell the same ebook or course over and over again, which means you can keep driving customers to your sales page and scale infinitely.

**You'll notice I put a single dollar sign next to this tier, though, because all of the accountability for this tier is on the customer.**

You can't charge extremely high prices when you're not taking any of the responsibility and accountability for your client's success.

## DONE WITH YOU

The middle tier of the Value Pyramid is the “Done With You” tier. “Done With You” services usually feature a mix of information and coaching, but the client is still mostly doing it themselves.

Group coaching programs or courses that have a private Slack channel, Facebook group, or weekly Q&A Zoom call all fall under this category.

Personal trainers do as well – a personal trainer sets scheduled training sessions with their clients where they show them what they need to do, but ultimately it’s up to the person who wants to get into shape to actually do the work.

This tier gets a double dollar sign. **You can charge more for it because you are partially accountable for your customer’s success**, but it’s still mostly on them to actually show up and do the work.

There is also a limit to how many people you can take on at the same time – at some point in the “Done With You” tier you are going to run out of the capacity to manage your part of the process, which means that you have to cap sales or bring on new people to help.

## DONE FOR YOU

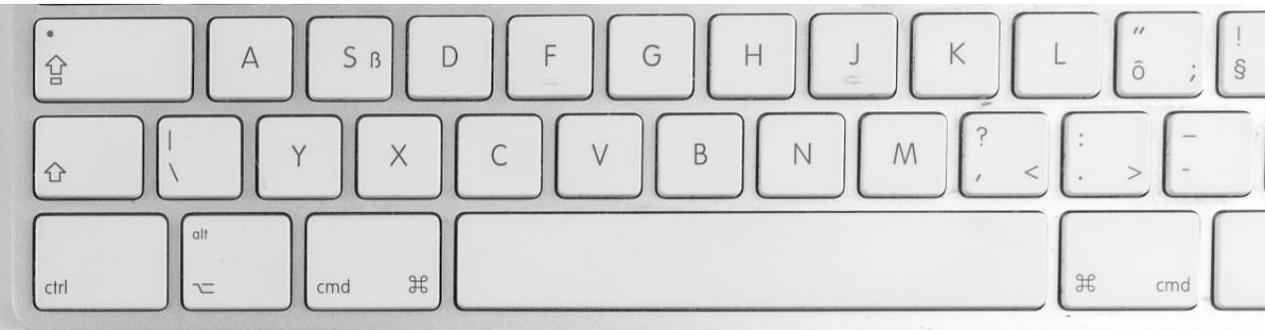
And at the very top of the Value Pyramid is the “Done For You” service tier. This is the tier where your FaaS Agency lives, because once you’ve closed your client, it’s on you to implement the system. **You are the one who is responsible for the service and accountable to your client.**

That’s why it gets three dollar signs, because you can charge the most money for this kind of service... but there’s a hard limit to how much work you can get done in a day, a week, a month or even a year.

**If you aren’t careful about who you sell to and how to scale, you’re going to be over your head fast.** And that means all those awesome high-ticket retainers could become stressed out clients and high-ticket refunds, which you definitely do not want.

That’s why I recommend you systemize your FaaS Agency around a Dream Client and a single funnel that you know will get them results. That way you’ll be able to automate your process and deliver great results while still meeting your own financial needs.

But if you are rebuilding your entire system from scratch for every client you bring on, it’s going to severely limit your ability to grow and scale your business because you’re reinventing the wheel every single time.





## HANDLE PRICING LIKE A PRO

Now that we've covered the Value Pyramid and how to get a High-Ticket Mindset for your "Done For You" FaaS Agency, let's talk about pricing strategy and how to price your funnel services for optimal revenue.

**Most people who come to me are digital marketing freelancers or small agencies who are stuck and can't grow.**

They're either struggling to get clients consistently or they've maxed out their ability to scale because they're stressed out and working all the time (but aren't making enough money).

When I dig a little deeper, I discover that they have one of two problems: They are either still selling whatever to whoever, or

they are doing service-based pricing that is usually a glorified hourly rate. And honestly, it's usually both.

If you're in the first category, make sure to go check out that video on [Attracting your Dream Client](#) that I mentioned earlier, then download the Funnel Client Attraction Cheatsheet.

You're going to need to do the Finding Your Niche and Dream Client exercises before changing your pricing model is really going to help you.

But if you're ready to tackle pricing, then you need to understand the difference between **service-based pricing** and **results-based pricing** and how to make the transition between the two.

## SERVICE-BASED PRICING

A service-based pricing model means that you are pricing based on an individual thing that you are doing for someone. If you're using this model successfully, you've probably got rough "packages" that you sell your clients based on the service you're providing, like charging \$1000/month to manage Facebook Ads.

You like created your pricing around an hourly wage that you either decided on based on your previous employment, a freelance pricing calculator, some random person on the internet, or what you've been able to sell your services for on Upwork.

This model can work and can keep clients coming in the door, especially if you're good at setting boundaries with your clients and making sure that they know exactly what they're getting for their dollars-per-hour.

But this model can also have some major downsides. First and foremost, it's impossible to scale. When your work is tied to an hourly wage – and your client is constantly thinking about what they're getting for every hour of your time that they're paying for – you quickly run up against the clock because there are only so many hours in a week.

That means the only way to double your income is to double your hours (or pay someone else to do some of the work.) And if you are still selling whatever to whoever, it's going to get harder and harder to sustain delivering high quality work for your clients.

If you want to be able to grow and scale your business, especially to the 7-Figure point and beyond, **you need to switch from a service-based pricing model to a results-based pricing model.**

## RESULTS-BASED PRICING

To properly price based on results, you need to understand the transformation your client will go through because of the services you provide.

When your client implements a successful funnel for their product or service by hiring you, they are going to go through both a business and a personal transformation. If you understand the value of each of these transformations and can share them with your client, you're on the way to closing your sale at a high-ticket rate.

## BUSINESS TRANSFORMATION

First, let's talk about the business transformation. To determine what outcome would transform your client's business, ask yourself the following questions:

How much is a customer worth to my client?  
How many customers (or leads) can I get my client per month?  
How much will it cost them to get this result?

Now let's break it down with some numbers so you can see the math.

Let's say that every customer your client gets is worth \$2000 to them. And with your proven system, you know that you can get your new client 10 customers a month because you're doing it for your other clients.

$\$2000 \times 10 = \$20,000$  in additional income a month.

## BUSINESS TRANSFORMATION, CONTINUED

To make this happen, they will need to hire you to implement your system, then also pay for ads and ongoing management.

Once the funnel is implemented, you know that you can get these results for \$2000/month in ad spend, plus your management fee of \$2000/month.

\$20,000 (new income) - \$4,000 (ongoing management) = \$16,000 more a month in your client's pocket.

Which means that they're making a positive return of 4x their investment every month, which is really significant and could completely transform your client's business.

**If you can help your customer understand that value, it's going to be easy to justify higher prices for your funnels.**

Just think about it like this... would you pay \$15,000 for a funnel that will make you almost \$100,000 over the next six months?

I know I would!

## PERSONAL TRANSFORMATION

But the business transformation is just part of the journey toward selling results-based funnels. The second part that you have to understand is the personal transformation that will happen for your client if they implement a successful system for turning strangers into customers.

This is where what you charge really changes from a services-based model to a results-based model. **To do this, you'll need to dig into what will happen for a client personally if they hire you.**

I'm going to use a personal training example for this one. Ask yourself this question:

If you wanted to lose weight, what is the difference between just hiring a personal trainer and purchasing a system that will help me lose 30 pounds?

Personal training that is sold based on the number of sessions is going to have a finite cap. Say that personal training sessions in your area go for about \$100 per session.

If your customer wants to lose 30 pounds, then meets you 1x a week and loses 2lbs a week, they'll end up spending about \$1500 for your personal training services over 3-4 months.

And if they're just buying your time, as soon as they find someone else who offers the same service for less, they might start to resent how much they're paying you and jump ship.

**But if you can position your customer's transformation based on the personal goal or the status they want to achieve, not your hourly rate, you're going to be in a much better position to charge more for your services.**



## PERSONAL TRANSFORMATION, CONTINUED

If you can offer your customer a system that will help them lose 30 pounds and frame it with the transformation they will see and feel in their lives, **your system is suddenly going to be worth a lot more than the average hourly rate for a personal trainer in your town.**

This is also true when you are selling funnels to your clients. If you can frame not only the business impact – making 4x their investment or adding 10 new clients a month – but also the personal transformation that will happen in their lives, you're going to be giving your client an offer that is hard to turn down.

It's important that you actually know what your funnel is going to transform personally for your client, though, or it is going to be incredibly hard to convince them to buy your funnel for a premium price.

This goes back to establishing your client's core pains and desires and being able to address them throughout the [Attract](#) and Close parts of your client acquisition process.

Because once your client is looking beyond the math and realizes that having 10 extra customers a month means they have the financial room in their business to hire someone, and that frees up their time to be at home with their family in the evenings and stop missing milestones and events like birthdays and basketball games...

**That's going to be well worth the \$2,000 or \$5,000 or \$10,000 you charge them for the funnel and ongoing maintenance.**

But how do you know how much to charge them for the awesome transformation you'll be making in their business and their lives? Read on to find out!



# PRICING GUIDE: BUNDLE YOUR SERVICES

Now it's time to get down to what you're really here for – how to bundle your individual funnel services into a high-ticket system.

Here's the deal.

**Funnels are expensive. They take time, expertise and a specific set of skills to execute properly.** The funnel you deliver is not a single service, it's a bundle of services that work together to create a proven system to grow your client's business.

When you're pricing your funnel, you need to think about what each piece of the funnel would cost if they were to hire a specialist in that one area to do it for them.

Start by breaking down your funnel into the individual services that the business owner would need to pay experts to do if they wanted to build a funnel on their own.

This includes things like:

- ▶ Funnel and Marketing Strategy (\$3,000+)
- ▶ Copywriting (\$2,000 - \$10,000)
- ▶ Design (\$1,000 - \$5,000)
- ▶ Videos (\$1,000+)
- ▶ Technical Implementation & Development (\$1,000 - \$5,000)
- ▶ Ads Management (\$1,000 + % of ad spend)
- ▶ Split-Testing & Optimizing the Funnel (\$2,000+)

If a business owner were to hire a different expert for each piece of their funnel, even at the lowest rates listed above they're going to pay at least \$8,000 for their funnel plus \$2,000+/month to optimize it... and it could easily cost \$20,000 or more!

And that's BEFORE you factor in the cost of project managing the whole process, whether they try do it themselves or hire a marketing project manager to do the job.

If the business owner thinks they can do it themselves, they're most likely going to end up in over their head because this isn't their zone of genius. And if they hire someone else to lead a team of strangers, not only is that going to tack \$3,000+ onto the bill, it's also going to introduce a major learning curve.

Because no matter how great your Project Manager is, when they're working with a bunch of contractors that they don't know, the likelihood of somebody flaking or being late increases... and if one person does shoddy work it will affect everything else.

It's not unusual for business owners who don't know what they're doing to accidentally find themselves out a whole lot of money while a process that should have taken 6 to 8 weeks drags out for months. And that can seriously mess with their bottom line.

**So ask yourself...** how much is it worth to your client to not only get all of these services, but also skip over all the hassles and headaches of hiring a bunch of contractors to build their funnel?

Add this very real cost/benefit analysis to the business and personal transformation value of hiring you, and suddenly it's easy to start charging high-ticket prices for your funnel services.

But are you ready to put it into action?

**Use the Funnel Services Pricing Cheatsheet on the next page to break out each piece of your funnel system.**





# PACKAGING YOUR FUNNEL SERVICES

Now that you know how to price based on results, it's time to actually package your funnel services and figure out how to offer them to your potential client.

Building a funnel really boils down to three phases, and each one plays a role in how you package your services.

## PHASE 1: PLAN FUNNEL

You work with your client to become experts in their business and create a detailed Blueprint with your funnel plan, tasks and timelines.

## PHASE 2: BUILD FUNNEL

You build every aspect of the conversion funnel for your client, from copy to design through traffic generation and tracking.

## PHASE 3: OPTIMIZE RESULTS

Once your client's funnel is live, you continue managing ads and optimizing the funnel so that you can increase ROI for your client.

**There are two models that you can use to bundle these three phases into a package for your client:** The Full Package and Outcome Pricing.

## THE FULL PACKAGE

With this pricing option, your client is paying one set fee for the entire process. You are going to plan, build, run ads for and optimize their funnel until you hit a set target of leads or sales, then the client will move to a monthly retainer and take over the ad spend.

Usually your client will split payment into something like 50% up front, with the other 50% due when you launch.

But you're still on the hook for ad spend until you reach the target you guaranteed at the beginning – so if you said you'd pay for ads and optimize the funnel until they received 30 leads, you won't move to an additional retainer until you deliver on your promise.

This is what I did with White Coat Digital at first, and it's a great way to get clients and cash in the door because they know you're on the hook for whatever you promised.

But if it takes longer than expected to deliver the results or something happens on their end – like their sales team sucks – your profits can start disappearing fast while you're still on the hook for ads.

Honestly, it only took a couple tricky clients before we switched to Outcome Pricing.

## OUTCOME PRICING

When you price based on the outcome, you charge a set price for the Plan and Build phases of your funnel. You either ask for the total up front or charge in increments – i.e. 50% at the beginning and the other 50% when you launch the funnel.

Then if your client wants you handle Phase 3 of the funnel build, they agree to pay a monthly retainer (ideally for at least three months) for you to run ads, optimize the funnel and run split tests.

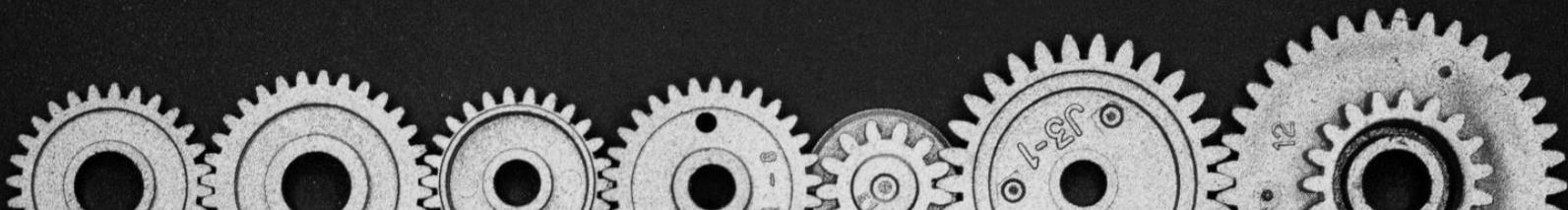
This monthly retainer does NOT include ad spend, though it is best to get your client to agree up-front to how much they're willing to spend on ads per month because it can significantly affect your ability to get results.

I like outcome-based pricing because it sets very clear expectations from the very beginning of what the deliverables are, and if you don't like working together it gives the client the option to back out if they want to at the end of the funnel build.

It also gives you a clear idea of when your monthly retainers are likely to start and allows you to outsource the ads if you want to without cutting into your initial funnel build profits.

Ultimately, whichever pricing model works best for you is the one you should use. Just make sure you're thinking through all of the possible scenarios before you start making promises that you're going to struggle to keep just to get a client to sign on with you.

**Speaking of closing clients... it's time to talk about how to make it really hard for business owners to say no to your offer.**





## MAKE IT HARD TO SAY NO THE CLOSE PROCESS

So you have a Dream Client on the hook.

They've gone through the entire [Client Attraction Process](#) and they're perfect: They're in your niche, they have an established business that makes money, and they've even scheduled a call with you.

You've got your pricing model locked down and you've given yourself a series of High-Ticket Mindset pep talks so you know you deserve what you're charging because you are absolutely sure you can get this client excellent results with your system.

But how do you get them to buy once you have them on the phone?

**I prefer to use a straightforward, two-step process to close business owners and turn them into clients.**

First, I get them on a Discovery Call to find out more about them and make sure that they're a good fit for my services.

Then I schedule a follow-up Proposal Call where I wow them with all the ways I'm going to transform their business.

# STEP 1: THE DISCOVERY CALL

As soon as a client enters my pipeline, I use the calendar in my Ignite Funnel to schedule a 20-Minute Discovery Call.

This call serves two purposes: to collect information about my potential client's business and to drill down into their core pains and desires. Again, if you've done the [Attract Process](#) and defined your niche, you should already have an idea of what these are.

**Use this time to feel out your client and get specifics about what they're struggling with in their business and how you can help.**

This is also a chance to find out more about their product, how much traffic they get, if they're currently making money... all the information you need to make an informed decision. Make sure to listen carefully and take notes, because you're going to want this stuff when it comes time to build a proposal.

Then you're going to share some high-level strategies and examples of how you've helped other businesses just like theirs achieve the specific goals they've mentioned. You'll also want to share a story or case study that details results you've gotten for similar clients and generally outlines the service you're offering.

**And now's where it gets scary (but not that scary).**

Wrap up the call by giving your client a price range for your services... then ask whether or not they're comfortable with paying that much.

Even if you know how much you are going to charge, you want your client to feel like this is a custom solution and that you're going to need to work out the details before you can give them a

firm price. So I recommend giving your potential client a range of prices around your actual price, which is in the middle.

**Sometimes this is all it takes – your client will say yes right there and won't even need to see your proposal before they pull out their credit card.**

In that case, congratulations! You've got a new client.

Most of the time, clients who say they're comfortable with that range will still want to see a proposal. End the call by telling them exactly what to expect from you – what the next steps look like and when you'll send their proposal – and then get off the phone.

Follow up this call with an email that thanks them for their time, tells them again how excited you are to work with them, then confirms the price range and outlines what to expect next so that they have it all in writing.

Then move on to building your proposal presentation and scheduling your Proposal Call.

**By the way, occasionally you're going to have calls where the client hesitates or flat out tells you that they can't afford your services.** While you might be tempted to lower your prices to work with them, don't do it. They're probably not a good match for your agency and will end up taking up valuable time and resources that you could use on a client who values your work.

Instead of panicking, be happy that you've only spent 20 or so minutes on someone who isn't prepared to work with you and move on.

# STEP 2: THE PROPOSAL CALL

**Let's be honest about proposals... they can be stressful, time consuming, and generally suck.**

Trust me, I know. But it gets a lot easier when you have already cut out the clients who aren't prepared to work with you, which you should have done by the end of your Discovery Call.

It also gets easier if you follow a specific format for your proposal that you can use over and over again – which you can do if you've defined your niche and systemized your agency!

But even after doing all this work to get to this awesome, less stressful place...

You're probably going to be very tempted to write up your proposal, drop it in an email and then cross your fingers and hope to hear back from your potential client in a timely manner.

Don't do it!

Proposals should ALWAYS be presented on a call, preferably one that is hosted in a screenshare format so you can walk them through every step of your presentation.

That way you can control the conversation and use your proposal presentation to convince your client that they want to make the decision to work with you.

**A good proposal will do four things for your client:**

- 1) Paint a picture of the funnel you're going to deliver and what it will do for their business ([Funnelytics](#) is great for this!)
- 2) Show the potential of the funnel by forecasting the results
- 3) Give the client a clear idea of the process, timeline and cost of working with you
- 4) Prove that you're worth the investment through case studies and testimonials from other business owners who have the same pains and desires

There are a lot of proposal presentation formats and designs out there, so you should use whatever you're comfortable with... though of course I'm partial to the template I use for my own proposals, which I share inside the [FaaStrack Program](#).

But as long as you address each of these elements in your presentation, by the end of the call your client will know the full value of your services and be able to make an informed decision.

**And it's going to be really hard for them to say no.**

Hopefully they'll say yes on the call, and you can move right into sending them a Master Service Agreement and collecting your first payment.

If not, you'll want to follow up your Proposal Call with an Educational Proposal Document to help guide your client toward saying YES to your services.



## BONUS: EDUCATIONAL PROPOSAL TEMPLATE

The Educational Proposal document outlines the process, timeline and investment for your client while also providing a little more information to help them understand exactly what they're getting when they work with you.

**It follows a very specific format that looks like this:**

- Welcome your client
- Funnel Map
- Funnel Breakdown & Information
- Funnel Item Checklist
- Implementation Timeline
- Investment
- Next Steps

Sending an Educational Proposal after your Proposal Call gives clients who are still on the fence another touchpoint with you. It

also lets them digest your proposal at their own rate, without all the distractions and jargon that can overwhelm business owners on a call.

I've found that my Educational Proposal Template provides consistent results with clients who just need a little time to process before saying yes, which is why I recommend that you use it, too.

I usually only share this template with members of the FaaStrack Program, but since you've stuck with me through this whole process, [you can download my Educational Proposal template for free right here.](#)

Personalize it, make it pretty and use it with your potential clients to help you close more high-ticket sales than ever before.

Then drop me a message on [Facebook](#) or [Instagram](#) to tell me how it went!

# NEXT STEPS

And that's it! You now know everything you need to know to develop a high-ticket mindset, create a clear pricing strategy and templatize your close process **so you can get paid what you're worth... while selling more funnels than ever before.**

A quick warning, though...

**The ROI of reading this, nodding along and then just sticking it in a reference folder somewhere and forgetting about it is ZERO.** Nada. Nil. The only way things will change in your business is if you do the work to change them.

Speaking of transforming the way you manage your business...

If you want to skip the months (or even years) of figuring out how to systemize your agency and what tools you need to get the job done, you might want to check out the **FaaStrack Program**.

FaaStrack is designed from the ground up to teach you how to systemize your business and get incredible results for your clients while stepping away from the day-to-day... and it provides all the tools, templates and support you need to get to the next level FAST.

**It's the ultimate shortcut to scaling your Funnel Marketing Agency.**

If you're interested in finding out exactly how FaaStrack can transform your marketing agency, **[pop on over to find out more about the program.](#)**

Then, if you think it's for you, we'll jump on a call and talk about how FaaStrack could benefit your business.

**LEARN MORE ABOUT FAASTRACK**

