

STAGE <sup>TO</sup> SCALE

#WHYSTAGES WORKSHOP

# THE 7-FIGURE SECRET: 8 WAYS TO SCALE ANY STAGE



**+PLUS:**

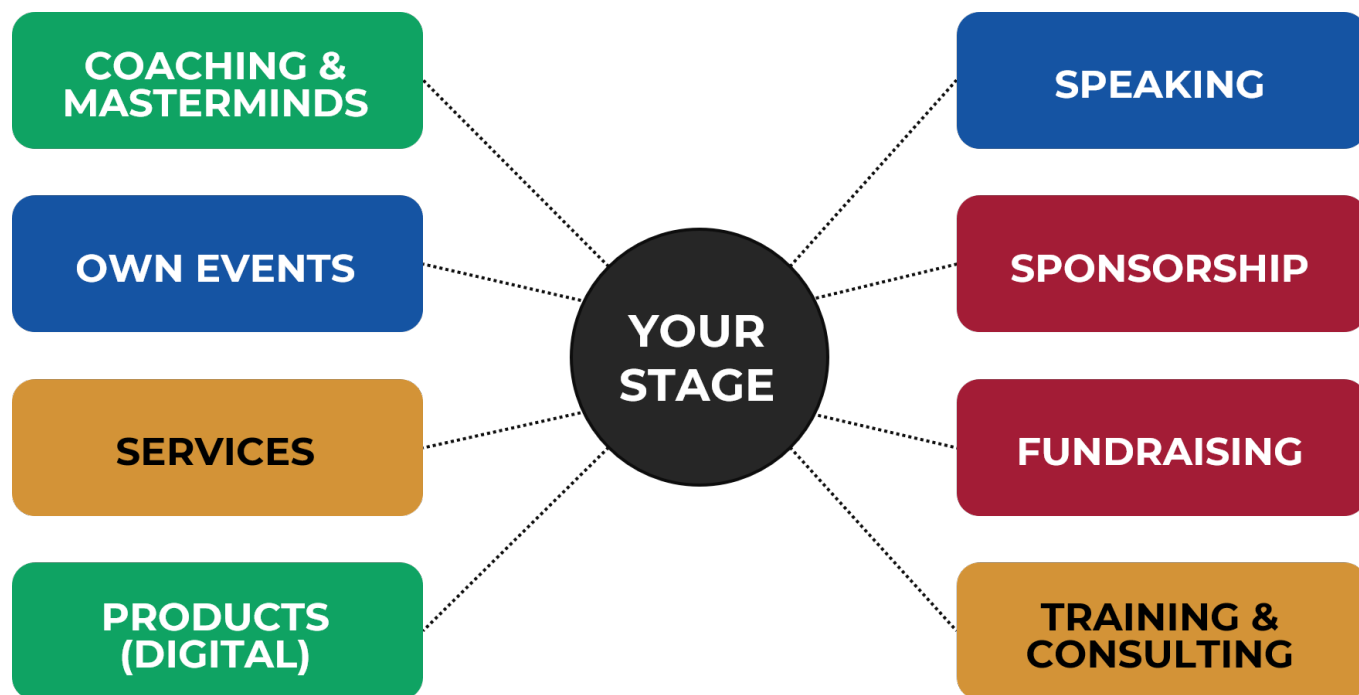
**CREATE YOUR PERFECT  
PRODUCT SUITE**

The secret to NEVER  
feeling salesy or sleazy and landing  
MORE customers than EVER before.

*You can print this out or complete on your computer. To complete on a computer, you must save to your computer (do not complete in the browser window).*

# Imagine you're in front of a hundred people...

## 8 WAYS TO SCALE PAST THE STAGE



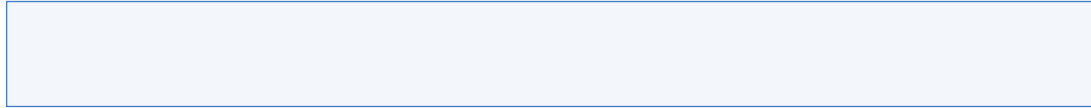
## HOW DO YOU WANT PEOPLE TO GO DEEPER WITH YOU?

Look at the image above and select a PRIMARY way you want people to go deeper with you.

## WHAT IS THE NAME OF YOUR FREE GIFT? HOW CAN YOU HELP THE AUDIENCE GET A QUICK WIN?

## EXAMPLE PRICING:

**WHAT IS THE PRICE OF YOUR PROGRAM? NOT SURE WHAT TO CHARGE? WE INCLUDED SOME EXAMPLE PRICING FOR YOU BELOW!**



To simplify this process even more, we included some example pricing!

### **SPEAKING**

**Varies a lot!**

**Just Getting Started: \$500 - \$2,500**

**Intermediate: \$2,500 - \$10,000**

**Advanced/Seasoned: \$10,000+**

### **SPONSORSHIP**

**Packages can range from \$500 - \$150,000 or even more.**

### **FUNDRAISING**

**Varies from \$5,000 - \$150,000 or even more.**

### **TRAINING & CONSULTING**

**This is a higher ticket item. 1 Day training can go from \$5,000 - \$50,000 (we charge \$35,000). Consulting rates start in the 4-figures & go up to 6-figures or even 7-figures for a 6-12 month consulting contract.**

### **SERVICES**

**\$500 - over \$50,000. The pricing of services varies as much as the types of services you can offer!**

## EXAMPLE PRICING: CONT.

### PRODUCTS (DIGITAL)

**When selling from stage, we advise to not sell anything for less than \$97.**

**Standard pricing is**

- **\$97 - \$497 for a Mini-Course**
- **\$497 - \$2,000 for a Mid-Level Course**
- **\$2,000 and above for a Premium, Flagship Course**

### OWN EVENTS

**Rates start at \$197 to \$997 for General Admission Tickets for large events and go up to over \$20,000 for exclusive premiere events.**

### COACHINGS & MASTERMINDS

**You can charge by the hour but the best thing is to create packages!**

**Your packages can start at \$1,000 and go up to \$25,000 or even more for Masterminds!**

## CALCULATE YOUR STAGE VALUE:

Go back to your stage with 100 people on it. Let's say you attract 8 new customers (we're being conservative).

$$\begin{array}{c} \boxed{\phantom{00}} \\ \hline \end{array} \text{Price of Product}$$
$$\times 8 \text{ New Customers}$$
$$=$$
$$\boxed{\phantom{000000}}$$
$$\hline \text{Your Stage Value}$$

**Now! Let us know YOUR Stage Value and what your next product is in the comments under the video!**

ADVANCE  
YOUR REACH