



Dr. Michele Gunderson's

How to Create a 7-Figure Business: Why High Ticket Matters

It is so much easier and more effective to work with your best clients in high ticket work.

When you work with high ticket clients, they are invested both financially and spiritually. They ask great questions, they do the work, they know why it matters, and they get the best results.

Let's look at this simple example to see why it's so much easier to do high ticket work instead of selling tiny, cheap "widgets":

HERE'S WHAT YOU NEED TO CREATE A 7-FIGURE BUSINESS:

\$1 widget: 1,000,000 people

\$5000 program: 200 people

\$10,000 program: 100 people

\$50,000 program: 20 people

\$100,000 program: 10 people

HERE'S WHAT YOU NEED TO CREATE A 6-FIGURE BUSINESS:

\$1 widget: 100,000 people

\$5000 program: 20 people

\$10,000 program: 10 people

\$50,000 program: 2 people

\$100,000 program: 1 person!

Even if you want to create smaller widgets in your business, start with high ticket work first. When you work with your ideal clients, you know and understand the deepest value of your work.

THEN you can get it out to a larger audience.

Which would YOU rather do?...