

Ep #187: How to Build a Killer Offer Suite



Full Episode Transcript

With Your Host

Becca Pike

[The Hell Yes Entrepreneur](#) with Becca Pike

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You are going to love today's episode. I am spending this episode walking one of my clients through what it looks like to create a full offer suite. It is a high-level conversation. I'm going to be honest. I do prep that in this audio. So you're going to hear from me talking about what this looks like and who this is for.

But I am a very big believer that no matter where you are in your business, this conversation is for you because you're either already there and you're ready to create this type of offer suite, or you are going to be there in the future. The sooner that you can get there, the better. So you're going to love this episode.

But before we get started, I just want to remind you, if you are loving my episodes, if you're loving my trainings, if you're loving my Instagram, if you're loving my podcast, you got to get inside of my membership. A lot of coaches will create memberships that are a little bit lower level and then have a mastermind that is a higher level. That is not what I'm doing in my world.

So if you come into my membership, which is \$11,111 per year, or \$1,111 per month for a year, if you come into my membership, The Circle, you are going to get everything that you need to create multiple seven figures. I do not hold back in here. I am not like tippy-toeing. This is not a beginner course. This is everything you need to know to create multiple seven figures. We have a lot of results to show for it.

So if you are looking to call a new place, your home, and you know that I'm the coach for you, and you are watching all of the results that my students are getting, and you know that you are looking for that next era of you, then you are going to want to join The Circle. Again, it is \$1,111 per year. This is the best business write-off that you could ever invest in. Okay?

Every single month, you are going to get dripped out brand new trainings and courses and workshops. You are going to be hearing from me in your pocket all of the time. We have monthly business coaching. You are going to have an entire portal of videos that are going to take you straight to

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seven figures. You are going to be waking up to brand new Stripe notifications.

Guys, when people enter my world, they are absolutely dumbfounded at the over-deliver that happens inside of my world. So you do not want to sit on this. I would love to see you inside of The Circle immediately. All right. This is episode number 187. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Welcome to *The Hell Yes Entrepreneur* podcast. I am your favorite business coach, Becca Pike. If you're looking for high-level CEO leadership skills, modern day marketing strategies that actually convert the hell out of your leads, and you want to create a big ass wallet and big ass impact in your community, then this podcast is for you.

Welcome to my world. In here, we do two things. We scale, and we play. Because what's the point of being rich if you can't have fun? If you want to make multi six and multi seven figures without sacrificing your gym time, your music festivals, your wine nights with your friends, then I'm your girl. Enjoy.

Now, let's get to this conversation. This is going to be high-level. I do not like to dumb down my business conversations because I truly do believe that if you are not at this level yet, you are only going to benefit from being a fly on the wall during this conversation. Okay. You're only going to benefit by being surrounded by people who are speaking at high-levels.

I'm going to speak directly to Gina. Gina Scarpino is in this group, and Gina is a medical medium. She is also a medium. I think I'm butchering her title. She's a psychic medium. She talks to dead people, and it's fucking crazy. Okay. I've worked with her. It's insane. She obviously was born with some sort of gift where she just has full conversations with the other side, and people are lined up around the fucking world to work with her.

So I'm going to go straight to Gina here on this one. Gina, I want to talk to you about a few different things. I saw your question, and we're going to,

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we're going to dive right in. Okay. Number one, we got to get you an offer suite. We got to get you a full offer suite. What does that mean?

So when someone comes to you, they have several different options to work with you at several different price points, and these offers bleed into each other. Okay. I'm going to be using my own coaching company as an example because I have built out a full offer suite.

So the first thing you need to know about an offer suite is number one, you need different price points. I mean drastically different. I'm not talking like one of my offers is 200, one of my offers is 275, and another offer is 400. That is not what I'm saying. There should be a small, a medium, and a large, and these are all scalable where hundreds of people can come in at once, and you wouldn't really notice, and it wouldn't change anything about you.

Right now you are locked. You are locked in with a lot of one-on-one people, back to back calls all day long, and you don't have the physical space to be able to see a lot more people than what you do. This is where you have to take on the responsibility of creating scalable offers.

Now I'm going to give you a lot of stuff here. It's not like you need to go and run and do all of this. If you worked on this and you chipped away at it for the next year, you would be in a drastically different place next year with your business. Okay.

So let's talk about different price points, small, medium and large. I want to see you have small price points where people can access your teachings or your recordings or something that is evergreen for like, I don't know, 20 bucks. This is going to get people in the door. This is going to be your top of funnel. This is how people are going to find you.

More people are going to be willing to spend \$20 with you than like \$10,000, right? So this is just a great entry point for your people to find you. Then I want you to have mid-ticket offers. So your mid-ticket offers are people working with you for about \$200, \$300.

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Then I want you to have high-ticket offers. Okay. These high-ticket offers. A lot of people tell me that they want to have big, big, big cash days in their coaching business or in their mediumship business or whatever business it is that they're running.

They want to have these huge high cash days, but they don't have anything that's worth anything. The highest ticket that they have is \$300 and it would just take a lot of time and a lot of people buying from you in one single day to even get to \$10,000. Like it's almost impossible to have a \$10,000 cash day when you're only selling \$300 items. You just have to have such a bigger volume of audience.

Here's the thing, Gina, you have a huge audience or at least you have a hot audience. Your audience might not be huge, but you have about 2,000 people that would work with you right this moment if you offered something and that's a hot audience and that is nothing to scoff at. So you are in a great position to start creating out your offer suites.

Now, when I am looking at offer suites and I go deep into this with my clients. So in this 15 minute audio, you're not going to get all of the details, but I'm happy to work with you on whatever way to figure this out. But your price points aren't based on the quality of what they're getting. It's not like the people that are getting the \$20 offer is like the very beginner crappy low value item. You want to blow their mind at \$20. You want to blow their mind. Okay. Just like you want to blow their mind at \$10,000, but you have to have these in place.

Instead of thinking about them as quality, like the more expensive is more quality. What I would like you to think of it as is the more expensive is the more touch that they get to you. You kind of have this weird celebrity status thing, and I get it. I really do. I get it. People want to work right next to you. Okay.

So I want to take you through my offer suite as far as low, mid, to high, and I want to teach you how it's not less quality. It's just less access to me. So I have a free top of funnel, which is my podcast and Instagram. On my

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podcast and Instagram, you can get really great advice, but you can't talk to me. You can't access me. There is no back and forth. You get zero access to me. Therefore it is much cheaper.

My lower ticket offers. Okay. My low tickets are somewhere between \$200 and \$800, and these are my classes that I run every single month. The mid ticket offer that I offer is my annual membership. So in my annual membership, you get to come to all of my classes included plus you get monthly business coaching. So you get a little bit of access to me in the class and you get a little bit more access to me because you're in The Circle and I do business coaching.

My high ticket offers, which are \$25,000 all the way up to six figures. There's people that are paying hundreds of thousands of dollars just for the access to my brain. So I'm not giving them higher quality value. I'm giving them more access to me.

These are the places, the mastermind and the one-on-one is where you can sit down with me, and I'm going to help you build your business. We're going to go back and forth. I'm going to say something. You're going to say something. I'm going to say something. You're going to say something. You can't get access to me like that any other way.

So I want you to really consider this. You have a lot of people that want to work with you. First of all, you need to raise your fucking prices. You need to raise, you need to double everything right now at minimum. Triple it. I would triple it. Honestly, everything. I wouldn't even miss a beat. I would do it tonight. Like triple all of your pricing. It's way too cheap.

But what I want you to see here is you can create ways that people are watching recordings of you for 20 bucks. Then you can also have where people get into like group sessions with you, but they don't get a ton of access to you. Like your mediumship class that I'm in right now. Like that would be a great mid ticket. It does need to be way more expensive though.

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Then high ticket would be one-to-one with you, right? Or a mastermind with you. I want you to think about like Tyler Henry, right? So like Tyler Henry on Netflix, he only does group readings. Like he's not going to just do one-to-one. He's not booking his schedule straight to the max with one-to-ones. He does group readings.

However, he will do one-to-ones if someone's willing to pay a lot of money. Right? Because he has the celebrity status, but also I can't speak for him, but I can speak for me. There's just a point where you're not going to get out of bed for less than X, Y, and Z.

I have a feeling you're probably at that point. Where you've been doing this for a long time and you're so talented that I would like to see you have a boundary where you're like, you know what? No one has a brain like me. I'm not getting out of bed. I'm not getting on another one-to-one call with anyone for less than \$2,000. Like bam, right there. So small, mid, and large tickets. Okay. If you want to have these big one-time sales then you have to offer big things.

Just like guys, and this is for everyone. If you want recurring sales, you have to offer recurring plans. So it might be time to consider putting together a membership. Gina, you would do great with a membership where people are paying monthly to sit in with you, and you are either teaching metaphysics or showing off your metaphysics or whatever it is, but it's some sort of membership where you are building out your recurring income.

I should do a whole other audio on recurring income. I am up to almost \$200,000 a month of recurring income. What does this mean? This is \$200,000 every month that people are paying without me getting out of bed or selling a single thing because they are on a payment plan. They're on payment plans. They're on memberships, right? So this is the cumulative of all my businesses.

But all of my businesses combined, the things that are like built in as membership fees, I'm at 200,000. So if I decided to take off the month of

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December, which I kind of am. If I decided to take off the month of December, I would get a minimum of \$200,000. But if you want to build a recurring income, you have to build payment plans or memberships. Gina, this is a phenomenal idea for you.

So recurring plans, if you want recurring sales, and offering big ticket items, if you want big ticket sales. Offering medium ticket items for the majority of people and offering small ticket items, small priced ticket items as a top of funnel to get people in. So you see how there's different starting points for everyone. Some people come in at my small ticket items.

Some people don't give a shit about my small ticket items. They want to come in straight to the top, right? They're immediately like I want the mastermind. I want to come into the mastermind. I want to drop 25,000, and we have payment plans for this. So people can come in, and they can access it because it's like \$5,000 a month. So they're like \$5,000 a month. I'm in. Then they get to have access to all of the things behind it. All the medium ticket items and the small ticket items.

But something that happens when you have an offer suite that is really like seamless and smooth is you get people that are dripping through your suites very smoothly. So they might come in for my free podcast and then the podcast leads them to a low ticket class. They come, and they take that class, and they're mind blown, right? Because I'm not taking away the quality. It's just access to me. So they come into the low ticket class, and they're mind blown. They're like, holy shit, I want every class that this woman ever does.

So then they buy my membership. Okay. So my membership is \$11,000 a year. They buy my membership. Then they're in the membership and they're like, I want more. So now I've got access to all the classes. Now I want to be able to talk to Becca one-on-one and have her build out my business. That's when they usually upgrade into the mastermind or into the one-on-one. So just notice the whole point of my free podcast is to get them into that step one, and then that step one to step two.

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Again, some people jump past step one and step two and come right into the top, and that's awesome. But when we're looking at your offer suite, and again, I don't know exactly what your offer suite is. All I know for sure is that you are booked out with one-to-ones all of the time, and there is no reason you should be. People can have access to your brain in group settings at three times the price you're at now, and they can access your one-to-ones at about five times the price that you're at now.

If you can get out of your own way and you can like really step into your power here, you could make this change tonight and literally have like 12 times more money next month than you did this month.

So I want you to have different price points, but here's a big part of it. I want those price points to bleed into each other so everyone knows where they're going to next. It's not like I'm hosting a class and then it's over. I'm hosting a group reading and then it's over. No, like every time someone comes into anything, you know exactly what they're exiting out and into. When someone comes into a class, I know exactly what they're doing next.

When you come into a class for me, let's say that you sign up for my \$700 Black Friday class that's happening next week. You're going to come to class, you're going to be mind blown, and then you're going to get a three email sequence after class that's talking to you about upgrading and using your credit to come into The Circle, my membership.

Then when you're in The Circle, guess what happens? When you come into The Circle, around the mastermind application time, you're getting emails stating that you can use your membership dues that you've already paid to upgrade into the mastermind, right? Then when you're in the mastermind, guess what happens? I'm talking about using your mastermind to upgrade into one-on-one. It is, it bleeds so smoothly. So I don't have to work as hard because I've built the systems in place.

All right, I got off track. So number one, different price points. Number two, knowing where everyone is going next. Number three, making sure that

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you have mainly scalable options so that your one to one time is super expensive and rare, and you get to be free as a bird. Number four, raise your goddamn prices, girl. Raise them.

To anybody that's listening to this, I have a great history with Gina. So I feel like I get to like, I don't know, yell at her. But if you're around and you're into the metaphysics whatsoever, Gina Scarpino in here is crazy good, crazy accurate at all metaphysics things.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

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