Package What You Know Into a High-Ticket Offer

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A guide to packaging expertise into a structured premium service or offer.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- Identifying problems an offer can address.
- Organizing expertise into a clear service framework.
- Setting scope and pricing for a premium offer.
- Considering how to present the offer to prospective clients.

Who this ebook is for

This book may be useful for business owners, founders, and independent professionals who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

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