



Checklist 16: Book Backend

Project Name: _____

Date: _____

Yes No

A book should only be the lead in to your higher priced products, services, offers and/or coaching.

Choose Your High Ticket Backend Model

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Will you have advanced 'Masterclass' type online courses? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Will you have a group coaching program? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Will you do live seminars and events? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Will you have a mastermind alliance? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Will you do one-on-one coaching / consulting? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Do you have a high end product or service? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Will you do affiliate marketing in your backend? | <input type="checkbox"/> | <input type="checkbox"/> |

We recommend anywhere from 1-3 core backend services / offers.

How Will You Sell Your Backend Offer?

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Will you sell your backend offer via webinar? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Will you sell via phone sales / 2 step phone sales? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Will you invite your book buyers to a live event (free or paid) and sell them your backend service at the end? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Will you sell your backend service directly in your book funnel via a video sales letter? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 5 Will you send out a shock 'n' awe box with your book to sell your backend service?

Forecasting Your Goals

Anywhere from 1-5% should be an achievable figure for converting book buyers into backend sales. For you it may be more, it may be less, depending on how well defined and specific you are with your targeting.

- 1 How many book sales do you want to make? E.g 10,000
- 2 How many book buyers will convert to backend sales? E.g. 2%
- 3 What is the price point of your backend offer? E.g. \$3K
- 4 Based on these figures how many backend sales are you expected to generate? E.g. $10,000 \times 2\% \times \$3k = \$600,000.00$
- 5 How many books do you have to sell to achieve your financial goals?

Notes