

Online Programs That Sell

Quick recap

Christian led healing sessions to address participants' concerns about pricing and self-doubt, sharing personal experiences and techniques to help release emotional blockages and fears. The session concluded with presentations of various coaching programs and mastermind offerings, along with discussions about program naming, pricing strategies, and financing options to support business growth.

Summary

Healing Pricing Self-Doubt for Coaches

Christian led a healing session focused on addressing self-doubt and pricing fears among coaches. He worked with Stuart, who was concerned about charging too much for his attorney/accountant coaching program, helping him shift from focusing on price objections to emphasizing the program's value. Christian shared his own experiences about pricing strategies, including how he realized he should have kept his mastermind program at its original higher price point when moving it online. The session included guided healing techniques to help participants release fears around pricing, judgment, and self-worth, with Christian emphasizing that healing internal fears is more powerful than trying to change external circumstances.

Emotional Healing and Transformation

Christian led a healing session where participants worked through various emotional and energetic blockages. The session included guided meditations, energy healing techniques, and the use of affirmations. Participants reported significant releases of tension and anxiety, with Eva in particular noting a shift in her perspective about starting her business. Christian then promoted his upcoming "Instant Miracle Mastery" certification event, which promises advanced healing techniques and transformational experiences.

Instant Miracle Mastery Certification Event

Christian Michelson presented Instant Miracle Mastery, a 4-day virtual training and certification event happening October 22-25, where participants can learn powerful healing techniques including muscle testing, ultra-high frequency energy healing, the Peace Process, and the Instant Miracle technique. The program includes access to a healing and abundance vault with recordings from past events, a 1-on-1 healing session, 6 months of group healing sessions, and membership in a private Facebook group for certified practitioners. The investment is \$10,000 or 8 payments of \$3,999, with a special offer of 9 payments of \$2,997 during the break. Christian emphasized that participants will experience significant personal transformation and be able to help others achieve breakthroughs, with a 100% certification rate for those attending at least 80% of the event.

Online Program Pricing Strategy

Christian led a session on creating and pricing online programs, focusing on James's "Angel Speak" program. James presented his 3-day live virtual event priced at \$297, with bonuses including a top angels training (\$100), one-on-one angel reading (\$500), calling all angels technique (\$100), and guided angel meditations (\$200). Christian advised James to start with a lower price point to attract more buyers and suggested offering a "Talk to Angels" guarantee for the first day of the event.

Offer Strategies for Event Speakers

Christian and James discussed creating an offer for James's event on speaking to angels. They determined the value of the offer, including bonuses and the event itself, to be around \$1,700 for a \$297 payment. James agreed to set dates for his event in late September. Christian advised James to start taking payments immediately, even without a fully set up website. They also discussed Linda's anxiety relief program, which Linda priced at \$497 with various bonuses. Christian provided feedback on the program name and guarantee. Finally, BIG Brendaliz presented her "1 Million Dollar Change Maker" program, which combines hypnosis, somatic breathwork, and energy work over 4 months. Christian advised Brendaliz to consider the program's name and guarantee structure.

Branding Strategy for Coaching Program

Christian and Brendaliz discussed the naming and branding of Brendaliz's coaching program, focusing on creating a compelling and attractive name that would resonate with potential clients. They explored various options, including "1 Million Dollar Healer" and "Highly Profitable Healer," ultimately deciding that "Highly Profitable Healer Make Millions Changing the World" was the most effective. Christian emphasized the importance of a strong program name in determining its value and appeal to clients. They also discussed pricing strategies, with Brendaliz considering a 6-month program at \$5,000 or \$10,000, and the potential for future

mastermind offerings. Christian advised Brendaliz to focus on creating a branded guarantee to enhance the program's value.

Big Success VIP Mastermind Program

Christian presented the Big Success VIP Mastermind program, detailing its comprehensive features including mastermind intensives, online training, live events, coaching sessions, and marketing support. The program offers a \$363,000 value with an investment of \$79,999.99, or a full pay option of \$62,000, and includes bonuses like guest passes to live events and done-for-you online marketing setup. Christian emphasized that participants must be committed to personal and professional growth, and applications are due before the next break.

Love Bunnies Community Overview

Christian discussed the concept of "love bunnies," a term used to describe their community, clarifying that while they have a distinct culture, they do not operate as a cult. He explained that the community values freedom of choice and open participation, contrasting it with manipulative cult behaviors. Christian also provided information about a program called "Bigs," which involves a \$199 refundable deposit for potential participants to attend a lunch and explore the opportunity, with the option for 0% interest financing available through an external company. He encouraged attendees to ask questions and participate actively in the session.

Online Program Strategy and Pricing

Christian discussed various aspects of online program formats, retention strategies, and pricing with several participants. He advised BIG Woods to focus on a 6-month transformational program for weight loss, with an entry-level informational course to attract clients. Christian recommended Yuki to focus on one mini-course topic and offer it for free to build an email list. He suggested Stuart to target either attorneys or accountants specifically with networking secrets programs. Jennifer was advised to offer a percentage of sales to shelters and rescues for her "Never Lose Your Dog" program. Sabrina was advised to reframe her course title and guarantee for a career fast-track program, focusing on outcomes rather than problems. Christian emphasized the importance of learning from these Q&A sessions and encouraged participants to attend as many events as possible to become masters in their fields.

Embracing Bold Decisions for Success

Christian shared his personal experiences and insights on taking risks and making bold decisions, emphasizing the importance of jumping into opportunities, even when they seem daunting. He discussed his journey of starting a business called Giftastic, which initially required a significant financial risk, and how this experience taught him the value of committing to one's passion, even when faced with challenges. Christian also highlighted the significance of using other people's money to invest and grow, encouraging attendees to consider financing options to support their business endeavors. He introduced Jace, who explained various financing programs available to help individuals join the Bigs program, including options for those outside the U.S. Christian stressed the importance of making decisions that cannot be easily reversed, as this often forces individuals to become more creative and resourceful. He concluded by encouraging attendees to focus on creating more value to increase their income and to consider the long-term benefits of taking calculated risks.