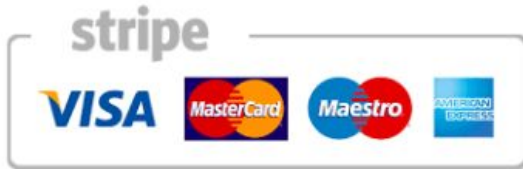




ENROLLMENT/SALES

LESSON TWO - PRICING AND PAYMENT OPTIONS

Payment Processors

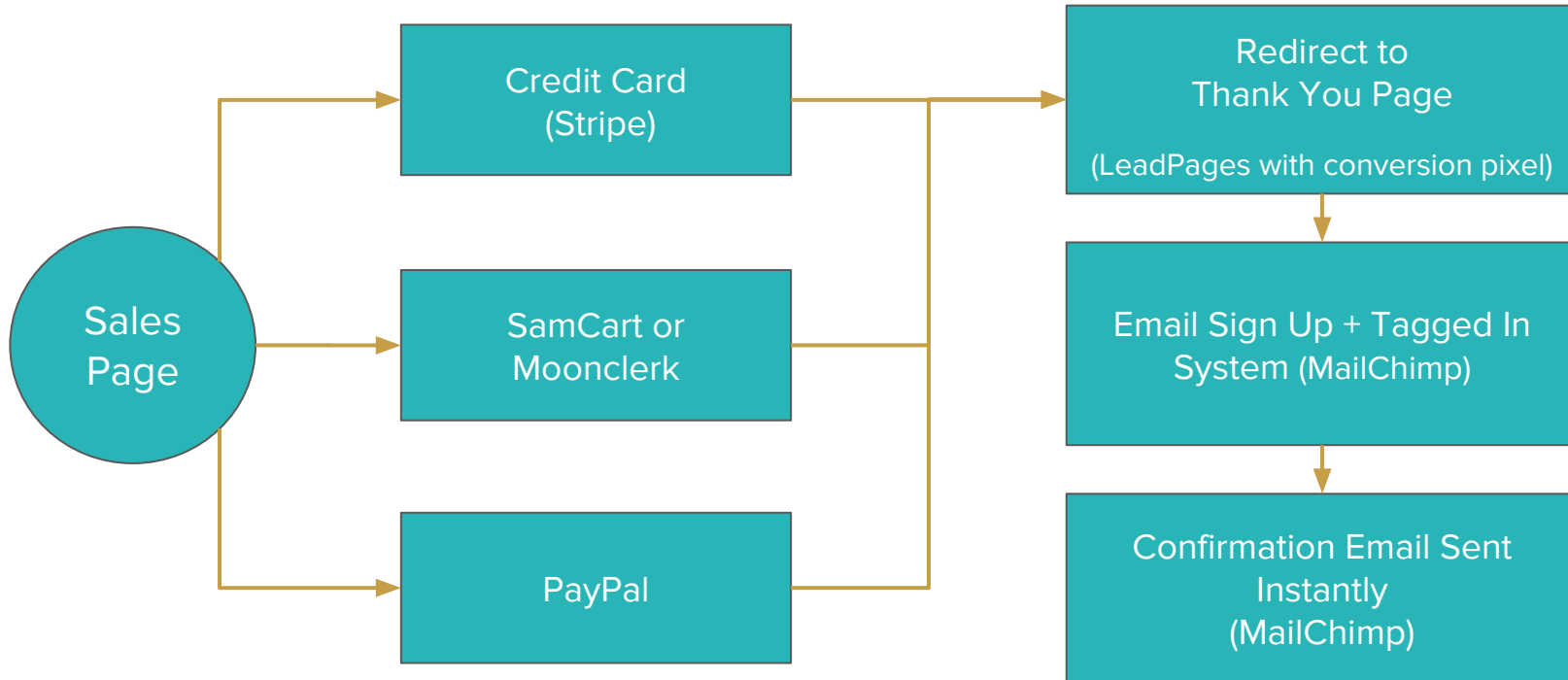


Pay in full + Payment plans



Pay in full + Payment plans

Payment Flow



Pricing Structures

- Pay in full
- Payment plan
 - 3 payments
 - 6 payments
 - 9 payments
- Consider:
 - Admin fee
 - Depth of course



Pricing Tips (Review)



- What is your live events pricepoint? (what people are used to from you)
- Higher price point = need to demonstrate value and outcome based on need
- Length, hands off vs hands on, how it's delivered

Next....

We will explore the anatomy of your sales page by starting with an overview of the sales page purpose and digging into the essential pieces for a strong, high converting sales page.

WITH GRATITUDE