



Low Ticket Magic: How to Add Low Ticket to Your Biz Model (or switch entirely!)

In September of 2025 I made a decision...

After 18+ years of mentoring and practice... it's time to step away from leading (and leading with!) high-ticket containers, especially those at \$20k and up.

This is a HUGE change, obviously.

It has huge implications for cash flow, for starters. And is a complete 180 from anything I've ever really taught or done.

So WHY am I doing it? And what's the model?

Is our old model (7-Figure Offer as the "Front Door" to a \$10k-\$50k Recurring Income Offer) "bad" or "no longer working?" (spoiler alert: no and no. 😊))

And, most importantly... *what might you want to "swipe"?* 🤔

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First Things First... WHY I love High Ticket, and WHY It Has Been the Foundation for YEARS

- High ticket containers are still the BEST for deep transformation.
- High ticket containers are CRUCIAL for your cash flow. Leaders need to get paid!
 - Pamela: "You can't really get to a million as a Leader w/o one."
- High ticket containers are EASY to sell... when they are positioned properly. (And this is usually the big problem for Leaders, which is why we taught + mentored it for years.)
- High ticket containers are STILL easy to sell: when you have the RIGHT solution to the RIGHT person at the RIGHT time. ("down the fairway")
- Does the model of High Ticket Front Door -> High Ticket Back End still work? YES!!

"Okay, Elizabeth... so WHY are you shiffing?"

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Downsides of High Ticket...

- High touch *can* equal heavy lift.
- Difficult to scale past about 20 people (this is about the amount that one person can handle comfortably at one time)
- Can only help a limited number of people!
- MAJOR “container holding,” especially with transformational programs. This gets exhausting.
- Until you have team firing at all cylinders, it's gonna take up ALL of your creative energy
- Easy to let dopamine screw it up 😊 (brain can “sabotage”)

For me, it was time for something DIFFERENT.

- It's time to WRITE, TEACH and TRANSMIT, rather than coach.
- IT's time for a lighter lift, and way less expenses. (high ticket at scale is NOT necessarily high profit)
- Low ticket meets my need to be creative and kick a bunch of shizz out. TO be able to say “hey I want to drop everything and do this” without having it break stuff.
- Low ticket as a foundational part of the biz model is way better suited for what's coming NEXT, and what all my work has been building toward.

Current environment (what nobody wants to say out loud):

- What you will hear: “We are in a trust recession,” everyone's been burned, market is getting wiser, market maturing, AI, etc.
- While there is truth to this... it's not the whole story and in my experience, it's NOT the real issue.
- The real issue is: major problems with capacity of clients + teams to deliver the programs. *People do not bring the same level of commitment to the programs. Period.*
 - This is very much due to what's going on in the collective from the pandemic on. People are overtaxed, overextended, overwhelmed, nervous systems shot. [Kelly Roach Podcast 1128](#)

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- “The amount of work that people are willing to do is a lot less.” – One of E's partners, May 2025
- Whenever I say this to clients, I get a little bit of softening, reframing, pushback. Nobody wants to see themselves this way, but behavior doesn't lie. And I saw this for 3 years straight. (NOTE: in myself too!)

What's Coming NEXT...

- CreatorOS – unleash your full Creative Power to manifest big goals on command.
- Based on an old model, The 4 Magical Tools (4 Manifesting Tools) and transformation tech geared for CREATING, not healing (we heal to create and expand, not just to get back to wholeness)
- I've always been about “Choose this, it is DONE.”
 - To do that, we have 4 “magical tools” (Divine Nature) and 4 inner limits (Human Nature) that we must master
- The “mystery school” is about moving beyond healing and even transformation to become a master-level Conscious Creator.
 - NOTE: I am NOT doing a shit-ton of testing and “do people want this?”
 - T-Money: Do what you want and make it work. 🤪

The First Question... “What's the Outcome You Want to Create?”

- I want to reach more people. WAY more.
 - Must give me time and space to build a real friggin' PLATFORM.
- Programs must be waaaaaay lighter lift.
 - For me that also includes NOT having to keep up with all the industry changes.
- MUST release “in real time.”
 - This is VERY much tied to the #ADHDbrain.
 - The only way to deal with it is to change the structure.
- High touch AND automated out the yin-yang
- VERY little reliance on team.
 - There will be team. But the biz will NOT 100% depend on team delivering the service.

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- Model must be SUITED to the WORK; the work must be “DIY possible”
- AMAZING outcomes for the clients without the high-ticket expectations
 - There ARE expectations with high ticket – and rightly so!
 - Fine in my mid-30s and early 40's. Not great in my early 50's. 😊

The MODEL...

- Low ticket “Front Doors.” - \$7 - \$97
 - NOTE: there is an opportunity for \$197-\$297
 - Included in these is a....
- Low Ticket Community (Currently 7-Figure Frequency Circle) - \$997
 - Which leads to...
- CreatorOS Core Program
 - Mid-Tier pricing: \$8k
- From there, we'll see. 😊

The Core Frame...

- ONE, and one-at-a-time... while allowing for MANY.
- Entire first year is going to be focused on kicking out the low-ticket community and the lead generation systems to keep it full.
- CreatorOS round 1



THE FUNNEL...

PLATFORM (Traffic) ->
Ads + Socials

"Low to High" Funnels. ->
Webinar
Email (as always!)

7FFC->

Core Program



Our “Funnel Flow”...

PLATFORMS:

Ads + Substack

-> “Low to High” Funnels.

-> WEBINAR or Workshop, 1x / month

-> Repeat.

We already have a converting webinar.

When peeps see me live, THEY BUY. (This has always been true.)

So the idea here is to fill the pipeline every month, using ads (and when we get it going, Substack) to the low-to-high funnels to make sales every day.

THEN, once per month, sweep up the new peeps and put them into a live event experience.

ASSETS so far...

- The Standards
- The program (7FFC)
- The webinar
- The Frequency Switch: Low ticket, PAID 3-hr workshop

Assets to be built:

- Ads
- Substack

The challenge is always: OPTIMIZING. We can all kick stuff out easily, but it “won’t work” until you really double down and apply yourself to the OPTIMIZING. And that takes time.

Biggest problem I see with Leaders: they give up too soon, pivot too soon, “It’s not working!” no patience for sticking with it and MAKING it work.

This has gotten worse since the pandemic – WAY worse. (It’s one of the reasons why I’m no longer a biz coach. ;))

If you want to switch to low ticket, you need to get in reality about what it’s going to take to make it work, and work it ‘til it works. This is true for EVERYTHING.



What Is a LOW-To-High Funnel?

Low ticket product + low ticket product BUMP

->

"Premium Program"

EXAMPLE: The Frequency Switch

<https://7figuregoddess.com/the-frequency-switch/>

<https://femininemagic.samcart.com/products/the-frequency-switch-secret>

https://femininemagic.samcart.com/upsell_preview/73222

<https://7figuregoddess.com/7ffc>

TFS Registered: 111

of peeps who took order bump: 55

of peeps who bought HLM: 13

of peeps who converted to 7FFC: 31

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That "premium program" can be a whole bunch of things.
For us, it's going to be 7FFC.

Why?

Because it's our low-ticket 7-Figure Offer. 😎

Remember... it's always ALL about the fairway!!

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NOTES, Stuff, and Things

- Note that... like high-ticket... it ALL hinges on the OFFERS!!
 - If I want this to work like I want it to... the front-end funnels have gotta work.
 - You're always going to have "points of failure." The offer is a big one.
- It all gets back to the fairway. The "sales conversation" has to happen SOMEWHERE.
 - For me, I need things to be a lot more automated and less dependent on manual follow-up at key times.
 - And, at the same time, there will still be a LOT of high touch, and lot of what we've been doing all along.
- The Daily Sales Flywheel – this is a big part of the strategy!
 - "Dream 1000 + Power Hour
 - High touch relationships are REQUIRED in this environment
- The 4 Engines (that we're using)
 - Email engine (always – promo to our email list)
 - Ads engine (ads to funnels)
 - Substack engine (establish IP, audience, lead generation)
 - Daily Sales Flywheel!!!
- Do you have to do a low-ticket community?
 - NO!!!!
 - Groups are my jam, so it's authentic to me

What you might want to steal... 😊

- Low ticket! Using low-ticket front-end offers!
- The Daily Sales Flywheel
- A low-ticket community might work well for you

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Rolling Out Low Ticket...

- What's the OUTCOME you want to create?
 - What's the experience you want to have?
 - This will determine where low ticket fits in to your biz model
- Yes, AND not the "Either Or" – alongside high ticket rather than replacing it
- The Offer is everything!!!
- COUNT on "dialing it in" time. Get help with that if you need it.
- Daily Sales Flywheel is rocket fuel.

RESOURCES –

- **Katie Joynes, "Katie & Floyd"** – she is the queen of low ticket digital products – ie low ticket funnels fed by Ads, as your primary biz model. <https://katieandfloyd.com/>
- **Maria Wendt** – the other queen of low ticket digital products. Running a \$10M biz right now. Find her on Instagram. <https://www.mariawendt.com/>
- **Mariah Coz** – my go-to for EASY peasy funnel construction. OG like me, has run \$5m+ biz, evergreen, doesn't use AI. ☺ <https://mariahcoz.com/> (I've been in Profit Architecture for a while.)
- **Caitlin Bacher** – my #1 recommendation for scaling a course with a webinar. Which you still can do. Was in her Scale with Success program to scale Highest Level Manifesting (\$1k course). We STILL make sales from it. Might go back, actually, for 7FFC.
- **Zach Spuckler** – Facebook ads for real humans. Lovely dude. I hired him in August last year and he's still waiting for me to get my act together. He has a bootcamp coming up (runs it several times per year and evergreen when not live) <https://www.join.theadsbootcamp.com/> <https://www.heartsoulhustle.com/>
- **Quick Workshops training.** Perfect place to start with low ticket. In Thinkific!