

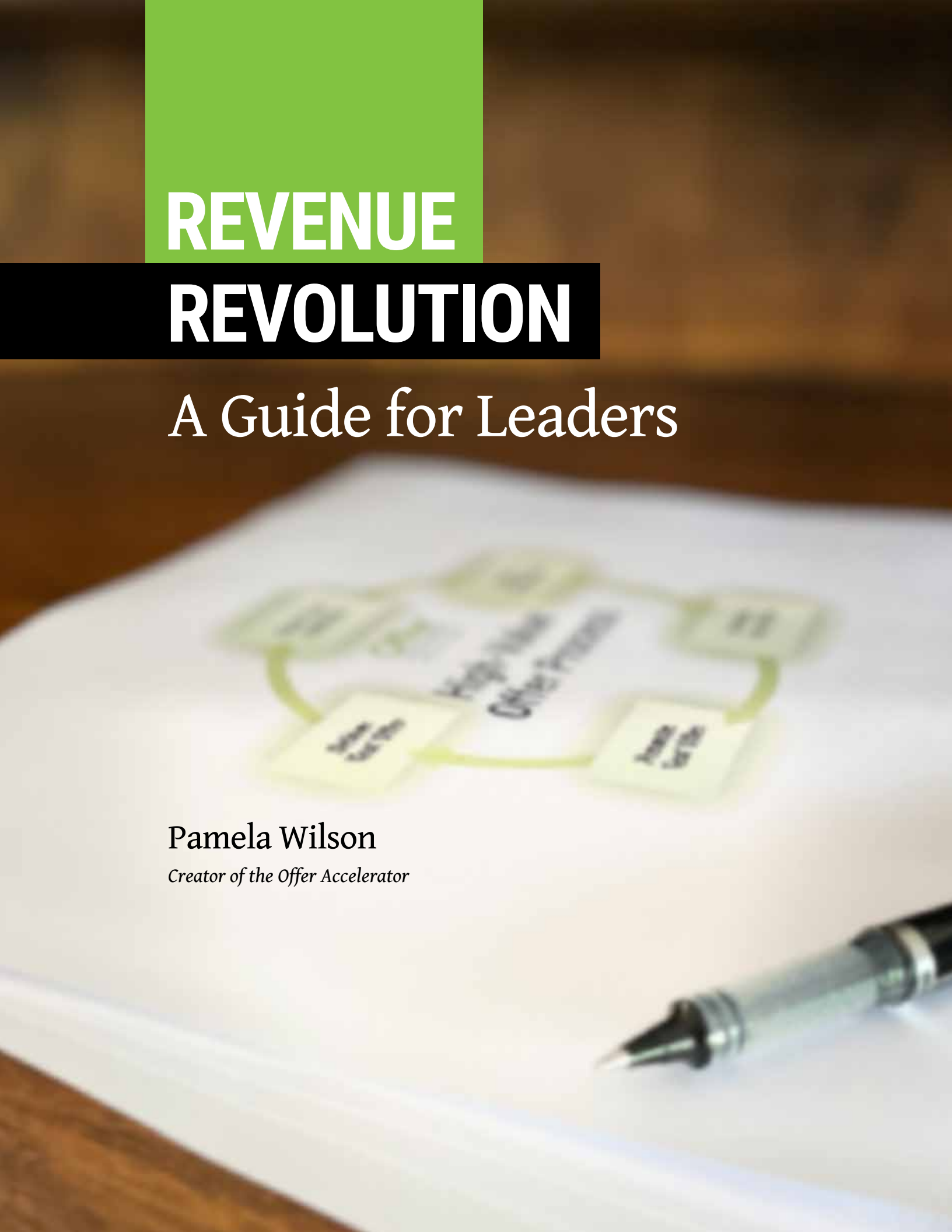
REVENUE

REVOLUTION

A Guide for Leaders

Pamela Wilson

Creator of the Offer Accelerator



THE GOOD NEWS



If you're an expert in your topic area, you're in the perfect position to generate a very comfortable living online.

If you've been trying and you haven't made the revenue you expected, it's possible that you've been led astray by incomplete advice.

You may have learned to “create content” and “build your audience.” Those tasks are important, of course. But they don't lead directly to revenue.

Here's the truth: The most direct route to sustainable online revenue is to develop a high-value offer.

Not sure how high-value offers work?

You're about to see the exact process I teach inside my program, **The Offer Accelerator**, where I coach people to create high-value offers that generate a minimum of \$10-20,000/month.

Once you fully understand how the process works, you can use it to build a high-value offer whenever you'd like.

But I'm not stopping there.

I want you to understand the math behind high-value offers, too.

You'll see why it's well worth investing time and effort to create an offer you can charge more for.

I don't believe in making inflated promises based on made-up numbers. That's why at the end of this guide, I share an Earnings & Expenses Tracker (**The Margins Maximizer**) with powerful formulas you can use to work your own numbers out, down to the penny.

I'll also share my **Expert Statement Creator**. The plug-and-play template will help you come up with a short, clear, compelling way to talk about what you do.

ABOUT THE AUTHOR

Pamela Wilson is a 30+ year business owner, executive coach, and corporate consultant. She's published three books, and has created and marketed dozens of online offers for herself and others. Pamela is a keynote speaker and frequent podcast guest. Pamela created the Offer Accelerator program and serves as the program's head coach and business advisor.

Find out more about working with Pamela Wilson to build your high-value offer. Visit OfferAccelerator.com

WHY “HIGH-VALUE” OFFER?

When searching for ways to generate sustainable revenue online, you’ll stumble across the “high-ticket” offer concept.

I have a problem with the “ticket” part of that descriptor. It focuses on the price that’s charged, not on the quality of the offer delivered.

Coaches who teach high-ticket offer creation focus their marketing messages and testimonials on what you, as the offer creator, can earn with a high-ticket offer.

Why you should focus on value first

I use the term **high-value offer** instead. What’s a high-value offer?

A **high-value offer** delivers life-changing transformation in the form of a product or service.

You focus first on how you’ll deliver **value** to your customers. When your offer transforms lives, you can charge more for it.

Even better, you can help fewer clients, deliver your best-quality, most transformational work, and generate more revenue than ever before.

High-value offer math

When you deliver life-changing transformation and charge accordingly, you don’t have to sell at volume to make a great living online.

See for yourself with the quick high-value offer math that follows.

HIGH-VALUE OFFER MATH

Online gurus focus on “building your audience” because they can’t deny the truth. The industry average conversion rate for online business sales is 2.86%

Let’s be optimistic and round up to 3%.

For every 100 people who see your offer, three *may* buy.
That’s reality online.

Let’s say you have a \$595 course.

If you offer it to 100 people/month and 3% buy, you’ll earn \$1785

If you offer it to 1000 people/month and 3% buy, you’ll earn \$17,850

The question is, *Where you will find 1000 new people every month?*
This is why so many programs teach you how to create a \$595 course AND to run ads for that course. Unfortunately, running ads eats into your profits — if you can even get them to work.

What if you have a \$5950 offer instead?

If you offer it to 100 people/month and 3% buy, you’ll earn \$17,850

No obsessively checking your ads account. No high-pressure marketing. No more high-volume sales required.

I can hear your sigh of relief from here! Read on to learn how to create a high-value offer that simplifies your life and generates sustainable revenue.

THE HIGH-VALUE OFFER PROCESS

My high-value offer process is based on Lean Software Development principles. We focus on building and selling your offer quickly so you *earn while you learn* how to best serve your customers.

1. Know Your Audience

Perform simple market research so you understand your future customers' problems and how they solve them now.

2. Create a Framework

Develop a simple framework so you can easily explain how you deliver transformation to your customers.

5. Deliver Test Offer

Deliver your offer live so you get to know your audience – and earn while you learn how to best serve them.



4. Promote Test Offer

Develop marketing assets to promote your offer and collect payments from your first customers.

3. Develop Test Offer

Create a simple version of your offer so you can deliver it live to a group of paying customers.

*Did you notice? The **High-Value Offer Process** is continuous. The more you deliver your offer, the better it gets.*

TAKE ACTION

Start your own Revenue Revolution today.

1

Revenue Revolution Margins Maximizer

Use powerful formulas to track revenue coming in and expenses going out. It's an at-a-glance look at how profitable your current offers are – and how profitable future offers could be. Includes a video tutorial!

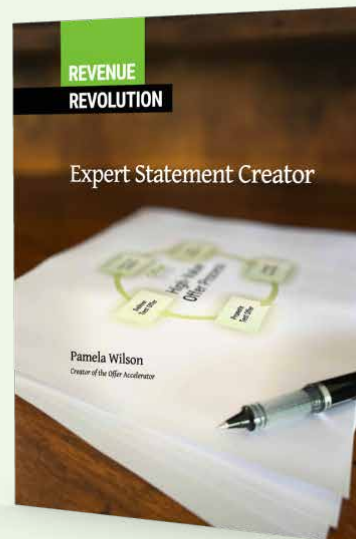
The screenshot displays the 'Earnings Tracker: Current and Forecast' section of the software. It includes a table for 'Current Offer Sales' with columns for Product or service, Price per unit, Annual Revenue, and a 5-year forecast. Below this is a 'Sales Forecast with High-Value Offer' table with similar columns. A summary table at the bottom shows 'TOTAL REVENUE' for each year: \$100,348.00, \$5,007.00, \$6,041.00, \$7,735.00, \$9,222.00, and \$7,533.00. Other sections visible include 'Expenses Tracker' and 'How to use the Expense Tracker'.

[Copy the Margins Maximizer](#)

2

Revenue Revolution BONUS Expert Statement Creator

This bonus template is yours when you click the link to request it. It walks you through how to create a statement you can use wherever you want to claim your authority.



3

The most important component of Revenue Revolution – the one that could change your life – is on the next page.

NEXT: BUILD YOUR HIGH-VALUE OFFER

I hope the materials here have given you a great start toward building a high-value offer.

Every month, I coach a very small group of clients with my Offer Accelerator process as outlined on page 6.

If this sounds intriguing ...

[Learn more about working with me here](#)

Wishing you much success,
Pamela Wilson

Like a high-level MBA...

"The Offer Accelerator is like a very, very high level MBA – but individually designed for me, because I'm doing the work and I'm using the systems and the tools that Pamela is giving, with her advice and coaching.

– Orit Nevo, Israel

10x faster...

"As a fast-paced entrepreneurial guy, who is also a coach and educator, I know the value of having the right 'guide.' **Pamela is the go-to expert I need to help me craft my offerings and round out my brand. She has taken me ten times further in a tenth of the time. If you do the math that is 100x."**

– Gregory Gray, United States

50% more earnings than previous record...

"I have a number of online courses which I've developed over the past several years. I've been wanting to raise prices but have been a little scared to do it. With Pamela's help I developed a launch strategy to increase my prices. **My price increase campaign was highly successful, at 50% more than my previous best course launch."**

– Liz Steel, Australia