

The High-Ticket Funnel Map

The one-page buyer journey for \$3K+ service offers, from stranger to signed client.

High-ticket funnels are structurally different from low-ticket ones. You are not optimising for volume, you are optimising for trust. This map lays out the five stages every high-ticket service funnel needs, and what "working" looks like at each one.

Read down the map and mark the first stage that feels weak or missing. That is almost certainly where your revenue is capped.

1. Attract · Stranger

Goal: Get in front of the right people, not just more people.

What to build: Content and visibility built around one specific client and one specific problem.

You know it is working when: The right-fit people are landing on your world, not a random crowd.

2. Capture · Lead

Goal: Turn attention into permission to keep talking to them.

What to build: One narrow, high-value lead magnet and a simple, low-friction opt-in.

You know it is working when: A steady trickle of opt-ins from your best-fit audience.

3. Nurture · Subscriber

Goal: Build trust and authority before you ever pitch.

What to build: A welcome sequence plus a weekly email that teaches and tells stories.

You know it is working when: Replies, clicks, and people who reach out already feeling like they know you.

4. Convert · Call

Goal: Turn warm leads into qualified calls that are easy to close.

What to build: A qualification step, a clear booking path, and objections handled before the call.

You know it is working when: Calls that show up already convinced, so closing feels like a formality.

5. Deliver & ascend · Client

Goal: Deliver a result, then create the natural next yes.

What to build: An onboarding that wows and a logical next offer to grow the relationship.

You know it is working when: Referrals, renewals and testimonials arriving without you chasing them.

Where most high-ticket funnels break: they borrow a structure built for a \$97 course and bolt it onto a \$3,000 offer. High-ticket needs more trust, more proof and more qualification, not more volume. If one stage above is weak, every stage after it leaks.

Not sure which stage is your bottleneck?

The Revenue System Audit tells you exactly which stage is capping your revenue, and gives you a personalised plan to rebuild it.

Start with an audit → revenuefunnels.online/audit.html