E155 - The myth of the low-ticket trap (and why your energy deserves more).

Welcome to the Empowered Edupreneur Podcast. My name is Michelle Smit, and I'm a business growth mentor and subconscious transformation coach. I work with established women in business who are ready to scale beyond what they ever thought was possible, helping them grow thriving businesses that feel as good as they look.

If you're ready to elevate your identity, unlock your subconscious power and combine it with aligned strategy to create limitless results with more ease, freedom, and impact, then you're in the right place. Think of this podcast as your weekly dose of mindset upgrades and business expansion that will unlock your next level and help you thrive on your terms.

We're going to have so much fun together. So thank you for pressing play today. Now let's dive in.

Hello my friend. So good to have you with me. Today we need to talk about something that could probably sting a little bit, but in the best way possible. You know those moments when you're working your butt off, you're posting endlessly, you're doing all the right things, but somehow you feel like the money isn't really matching the effort.

For example, maybe you thought someone told you low ticket is the way to go, and you went and created a $47 course or a, $97 bundle or whatever. A few low ticket offers floating around, and that's a thing that you're focusing on selling on right now. And it just constantly feels like you're on the edge of burnout, wondering when you can start hitting those 20 K months that you really want.

Now, if that's you, this episode is going to change how you see low ticket offers. We are talking about the myth of the low ticket offer trap and why your energy deserves so much more. I want to bring all sides of this into the conversation.

I'm going to talk about the logical side, the energetic side, the spiritual, the feminine. Because that's what I'm here for. So let's start off with the logic, because I know how smart you all are and you love a bit of math. Let's say you want to make $20,000 a month. If you are selling a $47 offer, you need to sell 425 of them to make 20.

That is more than a hundred sales every single week, which means you need to have a massive audience, a ton of traffic, a high converting funnel, a big ad budget, and maybe a small army while you're at it. Now that's option one. Now, option two, compare that to, let's just say a $5,000 offer.

You probably are like I can't sell a $5,000 offer. That's a whole different conversation because a lot of people can, but let's say it's a $5,000 offer. You only need four clients to hit that 20K goal every month. Just four aligned, ready, committed humans instead of hundreds of small transactions that barely cover your expenses.

So logically the map already tells us which route is more sustainable. Low ticket offers require volume. It is a quantity game. Volume and quantity requires a lot of marketing. I've sold all of it. I've sold $27 products all the way up until $7,000 products, and I'm telling you, it's the same energy to sell a low ticket offer then a high-ticket offer.

I am honest to God that is the truth. I'm not saying that low ticket is bad, but I'm saying you have to look at it from a bigger strategy, a bigger plan. We have to zoom out. A low-ticket offer is only ever useful when it's part of the bigger plan. When it is the front end offer that flows into a clear upsell path for your mid to high ticket offer on the backend.

If you don't have that mid to high ticket offer on the backend, then selling that low ticket offer, it's not a path, it's not a strategy. It's literally just a recipe for burnout. Now let's talk about the deeper reason this happens. Because this isn't just purely a strategy issue, this is a self-worth issue.

Most women in business coaches, educators, healers, they don't necessarily choose low ticket because they love it. Often, they choose it because they feel it's safe or they think it's going to be easier to sell. They feel safer charging less. They feel safer to not 'take' money from people.

And I'm using these little in quotation marks, take money from people. They feel safe to stay small. Maybe they even feel safe that they don't have to deliver a very good product because it's cheap. All of those weird things. And they think that it's easier to sell, which I can tell you right now, it's not.

But that safety comes from a subconscious belief entrenched in you, in your psyche that says, I am not enough. I am not worth it. I am not good enough. I'm not worth charging more. And that belief is sneaky because it will keep you hustling, overdelivering, trying to prove your value through how much you do instead of who you are.

And it keeps you looping and repeating the same thing. Burnout, overworking, and it's just a repeated pattern that keeps happening. Whether it's in your business at work it plays out. And naturally it will keep playing out because that belief that subconscious belief is running the show.

And this is exactly the work that I do within my mind shifting sessions in terms of working with the subconscious mind. Because once we dissolve that belief at the root, when you no longer carry that imprint of, I'm not enough. And you let go of that, that gets released from your psyche, your entire reality recalibrates because you will start moving with a different energy.

You will start acting differently. Everything will change. And as a result of that, the reality will start recalibrating for you. So you'll stop undercharging, you'll stop over giving. You'll start embodying the version who is worthy just as you are. And then it's a lot easier to charge the higher prices and to say no to things that don't feel aligned.

And that is when your business can start to feel lighter, to feel more easeful, and to be sustainable and fun and everything you want it to be. Because here is the thing. Money is energy, okay? So it's just an amplifier of the frequency that we hold. It doesn't change who we are. It just makes us more of who we are at our core.

When you are undercharging, you're basically sending out a signal. I don't believe my energy and time is worth more, and that is a leak in the energy exchange because then you're going to be overcompensating, maybe delivering too much. People can feel that there's a mismatch in what they're paying and what they're getting.

And for you this is an energetic leak because you give, give, give, but you notice that the inflow doesn't match the outflow and then you get confused why your body tightens or you get anxious every time you need to launch or do some work in your business or something like that. It's because you are out of alignment.

You are charging too low. It's not matching. When your pricing reflects your true value, the transformation, I'm not saying like your worth, because I don't believe that we can charge our worth. I actually kind of hate that term. I used it in the past, but I have decided no more of that term because I think it's absolute bullshit.

We are not worth any price. We are priceless. There is no price we can put on our worth. Okay? We're parking that story. That doesn't stand. But charging the price of the value and the transformation you providing someone, not just how many hours you're putting in of the actual result and transformation you're giving that person, that will change their life.

Your pricing needs to reflect that. And when it does, everything balances out. So you feel more grounded, you feel more clear. You don't resent your clients, you don't feel like you're constantly on this burnout train. You don't feel like you're constantly trying to prove your worth through overworking and things like that.

No. You truly believe you are enough at your core and you show up with that energy of, I'm enough and this is my price, and this is my boundary, and this is what it is. And that energy is magnetic. It's very inspiring because women need that. Women want that. We all want that. We want to be in that energy, and we want to be led from women in that energy.

It's a very inspiring thing. If I'm hiring someone to work with, a woman to work with, to do work with. If she is embodying things that I don't want, I don't want to work with her. So if she is hustling the whole time, not eating meals properly, not looking after her body, she is not making time to shower because she's too busy working.

She's preaching this nervous system regulation, but she's super dysregulated. You can see it on her calls, that's a no for me. I really believe we need to embody what we teach. And a lot of the time people are teaching this stuff, but they're not embodying it. They are teaching these things, but then behind the scenes there's all this stuff happening,

And as I said, this isn't about low ticket not working because I have sold low ticket a lot, low ticket was a very part of my strategy. But it is part of the strategy in the bigger picture. I didn't do it because I thought I was going to make 10 k, 20 KA month for my low-ticket offer.

I did it because it was the entry door into my next work, and that's the way I want you to think about it. Okay? If you're selling because you think lowering the price it's easier to sell, firstly it's not a hundred percent, it's not. And secondly, if you don't have another offer on the back end of that, that's actually going to make you profits, then there's no point.

Now let's look at like the spiritual lens of it. Undercharging and selling low tickets for all the various reasons we do it is basically telling the universe that I will take breadcrumbs. You're like, I am happy to take the breadcrumbs. And then the universe is like, here are the crumbs.

Here are the crumbs. Enjoy. And then you're like, why do I have crumbs all the time? Why do I always have crumbs? And I'm sorry, but if you are going to ask for crumbs, you're going to get crumbs. So the universe is giving you not necessarily what you want, it gives you what you believe you're worthy of.

I truly believe subconsciously the stories we tell leads to our beliefs, which leads to our thoughts, which leads to our actions, which leads to our frequency, and it all stems from our subconscious. And if subconsciously you don't believe you can earn that amount, or that you're worth it and that you're not enough and that this is all that you're worth, the universe is just going to reflect that back to you.

When you subconsciously do that work, you dissolve all of that nonsense that we all have. All of us have this nonsense we need to be dissolving. Then you can come from an energy of I'm enough. I'm whole. My work is powerful. My transformation changes lives. My energy is sacred. And from that energy is where you price your work, and then you'll find your reality starts to rearrange.

Everything starts matching that frequency that you're putting out. Clients start appearing, opportunities come in. Money starts flowing in. You've got more self-trust in your work. There's this amazing ripple of transformation that happens. It's this thing of you stop chasing, you start magnetizing.

All right, that's the spiritual side. Now let's talk business structure, because the feminine, the masculine energy, I often talk about the feminine and the masculine energy and how we need both in business. We need to know when to lean into both and tap into both. We need the doing and the masculine and the strategy and the action, and we need the rest and the spaciousness, the creativity, the intuition of the feminine.

But here's how I want you to think about your offers. You can absolutely have a low-ticket front-end product, but it should always serve as an introduction, an entry point, not as your main source of income. Think of this low-ticket offer as the doorway to

your high ticket offers. So from there, you want that clear nurturing pathway that guides people into your higher ticket offer, whether that's a group program, a mastermind, your one-on-one.

This is the container where true transformation happens, and that's the energy that honours both strategy and the deeper work. So you've got the masculine structure to hold this thing where you've got the low-ticket offer, you've got the clear email sequence and funnel that maybe needs to move people from the low ticket offer into the higher ticket offer.

You've got the structure there. You've built out the structure. Then it's about you being in your feminine, being in that energy of groundedness, being very open to receive, being very trusting, being in your creative space and being surrendering almost. You build the structure in your business.

So you've got the things that are selling the things, and then you tap into that feminine energy of I am not going to be overworking the entire time I've set up the structure. I've set up things the way it needs to be set up. I've got my low-ticket offer, I've got my upsell track, I've got the strategy built.

Now, let me tap into, resting, receiving, enjoying creative things. And that's how you leverage both of those energies. And when you can bring those two together. Especially as women, that is when you find you can scale your business in a very beautiful, sustainable way. So you've got that very targeted masculine structure, which holds the business.

And once you have that piece in place, you can then be much more in your feminine and sustainable, and you don't have to grind yourself to the ground. But the women who are just selling low ticket, scrambling to make sales, maybe it's a low-ticket membership and you want to make 10K a month and your membership's $47 a month.

You need to have 200 members in that membership for it to make 10K a month. You haven't got any upsell track. That's a recipe for burnout. You're not going to be able to tap into that feminine

energy because you're just going to have to be on a content machine selling all the time.

So here's what I want you to ask yourself right now. Are you operating in your business like a CEO or a saviour? A CEO knows their numbers. She builds systems that protect her energy. She prices her work in a way that fuels her growth and her impact. She's strategic. She is intentional. A saviour tries to help everyone, even if it costs her peace, her health, her joy.

She's the giver. She's like the teacher. She's like the sacrificer. And I get it. We all want to help people. We are deeply connected to helping people. That's what we started our business for. Of course it was money, but also it was impact and mission and meaning and purpose and making a difference in someone's life.

But when you're running a business from that saviour sort of energy, you end up rescuing people at the expense of yourself, and you don't actually impact the people that you really want because you're modelling just by your actions. You're not modelling what it is you want to model to people.

You don't want to model that lack of worth and burnout and, sacrificing ourselves. As women, we need different models. We need women who are holding their boundaries and being powerhouses and trusting and not micromanaging everything and not over controlling everything and we need to see women making a lot of money and doing amazing work without sacrificing themselves.

And I believe that can't happen if you're just rolling with low ticket offers. I've been in business long enough to know. It's a tough game. The quantity game is a tough game. If you want to go deep with people, you want to impact them properly. I would say you need to be focusing way more on mid to high ticket offers, and then only later add in the low ticket offer just for strategy purposes.

That's my experience. That's what I would be attracted to when looking for business coaches or people who are doing this work

because that is the life that I want to live. I don't want to wake up and have to be posting a hundred times on social media and spending 10K on ads. I've done that and I don't want that anymore.

I want to go deep with people. And I want to create real impact. And I just don't want to sacrifice myself anymore for it. And that's the energy we need from all of us. Because we're not martyrs. We are leaders.

And real leadership is when you are looking after yourself, you are in overflow. You can then serve the world. You can't serve the world and change lives if you are barely even scraping by. So let's reframe low ticket for what it really is. It's not the villain, it's just not the focus.

It should not be your focus. When you use low ticket, think of this as just an invitation for people to enter your world, experience your magic. But you've got a very strategic upsell track and process that moves them into your high-ticket work, into your deep coaching, your mentorship, your transformation, the heart of your business.

That's where the profit lives. That's where the life of your business lives. It's where the real transformations and results happen. That's where your clients rise. That's where the magic happens. That's where you rise. Everyone rises in that space. We're getting into a place where people aren't even going to want to buy low ticket offers because you can chat GPT everything. So we really need to look more at the deeper work, the implementation, not just the information and the quick digital product stuff.

Okay, you can hear I'm very passionate about this topic. I just see this so often. So if you have been trapped. You're not hitting your numbers. You've got the 20K goal, or the 10K goal. Maybe you're at 5K, whatever it is.

Look at your business structure, look at your offers. Literally crunch the numbers and look at anywhere where you're undercharging over GI or over giving. And stop doing it. We're moving into the

2026 now. We're changing the game now. We are putting down the stories and we're moving forward. We are not too expensive.

We are not too much. We need to own our value, own our worth. Again, our worth is priceless. And the sooner you believe that the sooner you have that conviction and that energy and you lead with that. That is inspiring and magical. And we need more of that in the world of women in business, okay?

All right. So this is amazing. This is the work that I do with my one-on-one clients. I really work with the subconscious mind, dissolving the stories that are trapping us constantly leading us to playing small and creating these repeat sabotages and habits and patterns that are not in service of our business.

And strategically, I help you very intentionally in a feminine way because I'm all about the feminine business way, not the masculine push, push. Structure your business so you can scale up. You can make amazing money, you can hit those 20 Without sacrificing yourself, without sabotaging yourself, without overworking in burnout. That is the work that I do with my clients.

And if this is something you would love to talk about, you can either email me the word mind shift or message me on Substack mind shift and, I can send you the application and we can hop on a call. Otherwise, I hope this inspired you and I'll chat to you again soon.

Thanks so much for listening to today's episode. If you are an established woman in business who's ready to scale their business to the next level of success, and you don't just want strategy, you actually want deep, subconscious reprogramming and powerful identity shifts.

Then email me mind shift, and let's see if you are a fit for my Millionaire Mind Shift one-on-one container where I help you rewire your subconscious so you can become the woman who can create and hold incredible success, visibility, and wealth with ease.

I appreciate you so much, and I cannot wait to connect with you in the next episode. In the meantime, go create a business and life you love.