5-Step High-Ticket PPV Ladder & Whale CRM Dossier

Replace mass-DM spam with psychological narrative ladders and personal VIP fan dossiers.

TARGET REV / SUB	TARGET REBILL %	PPV UNLOCK RATE	WHALE SHARE
$80 - $120+ / mo	70%+ Rebill Rate	28% - 42% Unlock	Top 5% = 65% Rev

1. THE 5-STAGE NARRATIVE PPV LADDER ARCHITECTURE

- [ ] **Stage 1 - Warm Rapport & Voice Note Check-In ($0 Relationship Anchor):**
  Reference a personal detail from the fan's CRM dossier before pitching anything.
- [ ] **Stage 2 - Curiosity Loop & Pull Teaser (Subscriber asks to see the outfit/moment):**
- [ ] **Stage 3 - Micro-Commitment Entry PPV ($19 - $29 | High Unlock Conversion):**
- [ ] **Stage 4 - Same-Outfit Escalation Sequence ($49 - $119 | Core Narrative Set):**
- [ ] **Stage 5 - VIP Aftercare & Custom Upsell ($180 - $600+ | Post-Purchase Loyalty):**

2. VIP WHALE MEMORY DOSSIER TEMPLATE (TOP SPENDER PROFILE)

- [ ] **Subscriber Handle & Real First Name: _____ | Timezone: _____**
- [ ] **Profession, Work Schedule & Best Payday / Online Window:**
- [ ] **Favorite Content Style, Triggers & Already Purchased Vault Sets:**
- [ ] **Personal Life Notes (Hobbies, Pets, Travel) for Genuine Check-Ins:**

4. WEEKLY KPI SCORECARD & EXECUTION TRACKER (WEEKS 1 - 4)

WEEK / SPRINT	REELS POSTED	NEW PAID SUBS	PPV / WHALE REV	NET PAYOUT ($)
Week 01 Check-In				
Week 02 Check-In				
Week 03 Check-In				
Week 04 Check-In				

EXECUTIVE ACTION NOTES & 30-DAY PRIORITY TARGETS:

Read our complete High-Ticket Chatting Playbook at www.gaiatalentsmanagement.com/guide-high-ticket-chatting