

# VALUE LADDER *planner*



Create a lineup of  
offers your dream  
clients will love.

# THE VALUE LADDER PLANNER



## Bullseye Offer

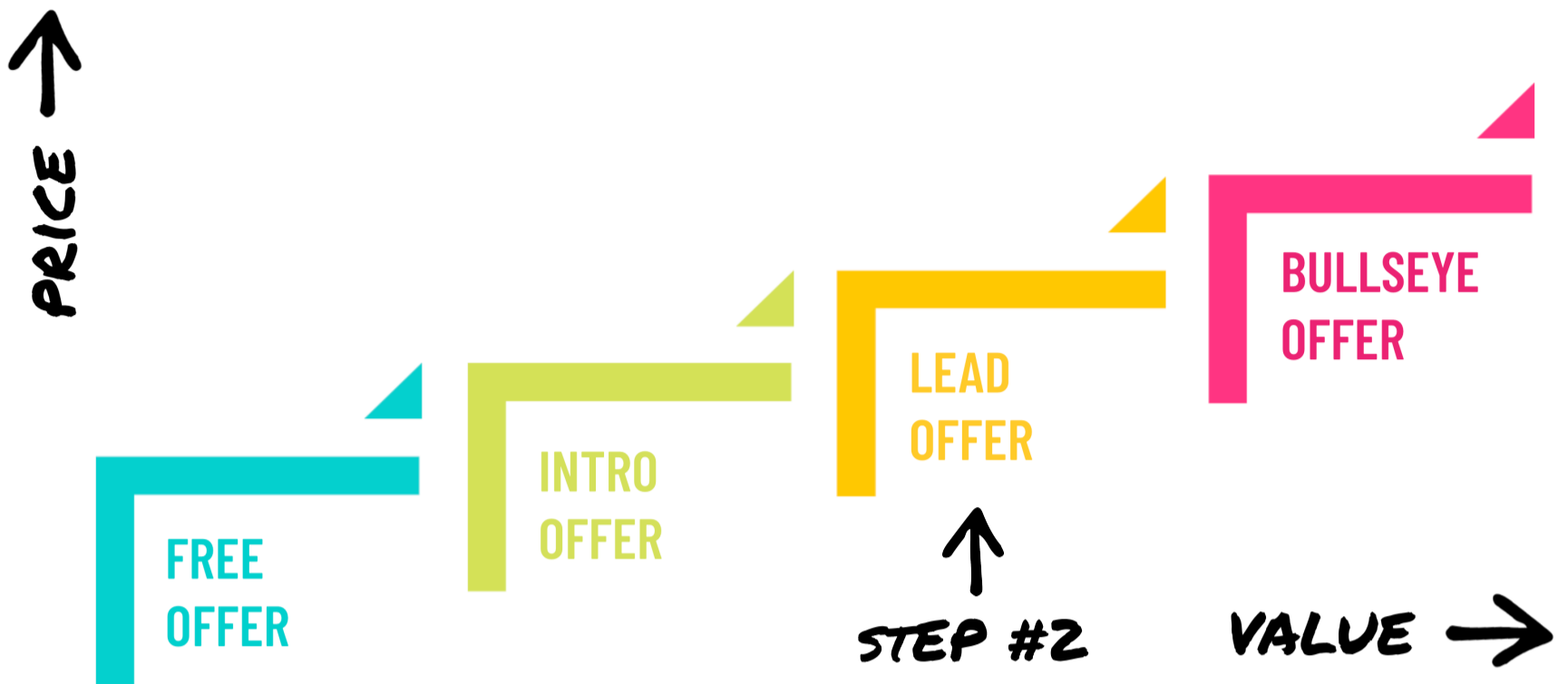
It all starts here. What's the big, painful problem you solve for your clients?

Your Bullseye Offer is where you're leading people to, your final destination. It should solve your dream client's problem **all of the way**.

What do you need to include, create, or do to get them the result, outcome, or transformation they desire?

It's your process and they'll come to you to follow it because it's the result they're after.

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## Lead Offer

Your Lead Offer is a 1-1 service that solves your dream client's problem part of the way at a lower price than your Bullseye Offer.

Think about the initial steps you take with clients. You want to turn your discovery process into a service that provides a standalone value whether they continue forward with you or not. Set them up for success either way, but you'll want to pitch your Bullseye Offer when your work together is wrapping up.

Examples: Roadmapping session, playbook, strategy, done-for-you calendar or plan.

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## Intro Offer

Your Intro Offer should be an “evergreen” digital product that helps you turn a member of your audience into a customer quickly. The objective is to establish trust and prime them for purchasing a 1-1 service.

Your Intro Offer should logically relate to your Lead & Bullseye Offers and should help your dream client solve their problem part of the way, giving them a “quick win.” Your Intro Offer should NOT require your 1-1 time and should be priced at \$50 less.

Examples: Masterclass, workbooks, eBooks, tutorials, templates, swipe files...

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## Free Offer

Your free offer should naturally relate to your Intro, Lead, & Bullseye offers. If you've ever wondered what to create for a "freebie offer" – it's probably because you didn't know where you were leading people to. This is why we start with your final destination (your Bullseye Offer) and work our way back.

Your freebie is something you'll offer in exchange for signing up for your email list. Solve their problem a tiny bit of the way, give a "quick win," and keep it simple.

Examples: Checklists, mini course or challenge (via email), templates, workbooks...