

# What is a Value Ladder?

## Why Your Business NEEDS ONE

& How Understanding Them Will Make  
**YOU** and Your Clients **MORE MONEY**

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# A Value Ladder is an easy and effective way to:

1. Structure **YOUR BUSINESS** to appeal to the different phases of **YOUR CLIENT'S** business growth.
2. Scale your revenue through an easily consumable and naturally progressive process.
3. Ensure that you have products and/or services that fit all of your current client's needs.



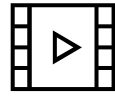
# EXAMPLES



*Freebie*



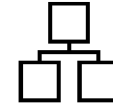
*Email challenge*



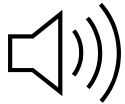
*Webinar*



*E-book*



*Memberships*



*Podcast*



*Courses*



*Workshops*



*Coaching*



*Done-for-You Services*

# Client "A"

## Health Coach

Free Recipe Ebook

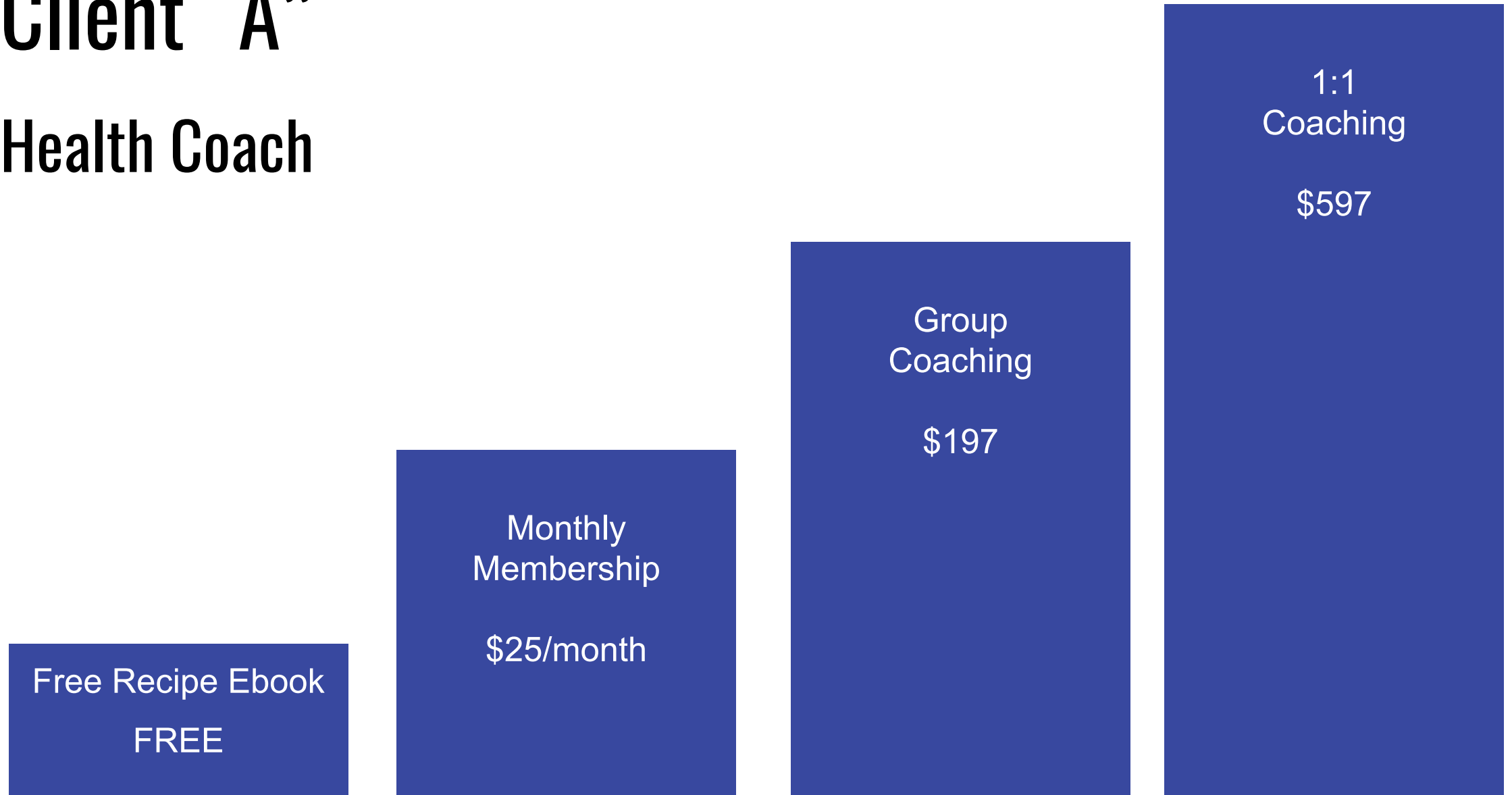
Monthly  
Membership

Group  
Coaching

1:1  
Coaching

# Client "A"

## Health Coach



# Client “A”

## Designer



# Client "B"

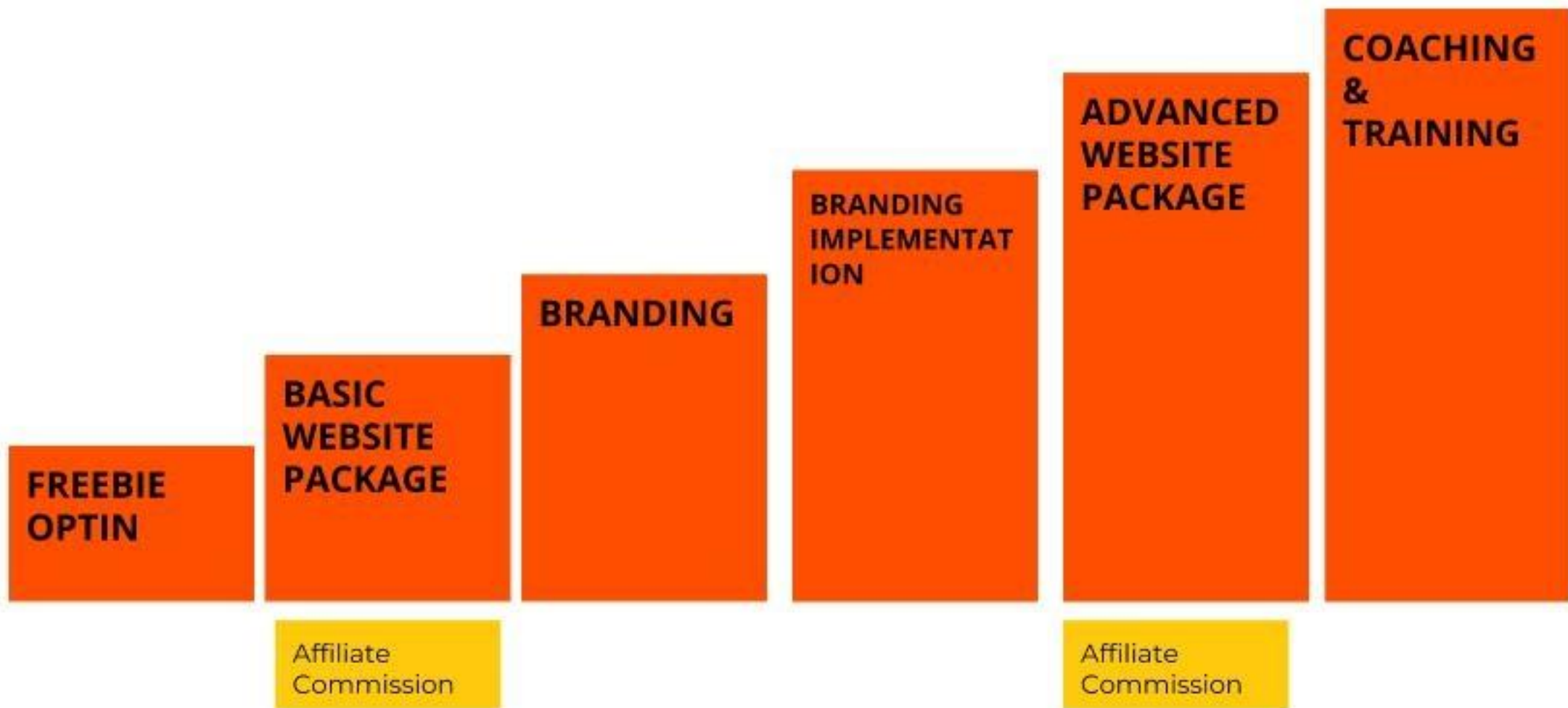
## Designer



# Client “C”







# How do **Value Ladders** and **Sales Funnels** go together?

**Value ladder** pieces are like LEGOS.

**Sales funnels** are how you put the LEGOS together.



**How can understanding value ladders  
help make you AND your clients more money?**

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Understanding and using value ladders when building quotes for projects will help **YOU** generate more revenue.





Understanding and using value ladders when building quotes for projects will help **YOU** generate more revenue.

*-HOW? -*

Because you can see a big picture. You will be able to offer additional suggestions and upgrades in your services based on their current offerings and how you can see their business growing.





By offering business intensives for potential clients, you can help map out their strategy and implementation WHILE getting paid to write your proposal.





By offering business intensives for potential clients, you can help map out their strategy and implementation WHILE getting paid to write your proposal.

*-THEN-*

They will be back to hire you for implementation. More revenue.





Because you will now be your client's guru in building an effective value ladder for THEIR business.







Because you will now be your client's guru in building an effective value ladder for THEIR business.



# BRAINSTORMING

## FREE OPT-IN

- ebook / PDF
- 5-day email challenge
- Facebook group
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## LOW-PRICED OFFER

- downloadable file
- online course
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## MEDIUM-PRICED OFFER

- strategy session
- membership
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## HIGH-PRICED OFFER

- custom website
- sales funnel
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