DEFINING YOUR VALUE LADDER

In this exercise, I want you to map out all the possible products and/or services on your value ladder working from a low-tier price point to a high-value offering.

PRODUCT / SERVICE:	
PRICE:	$
ONE-OFF OR RECURRING?	

PRODUCT / SERVICE:	
PRICE:	$
ONE-OFF OR RECURRING?	

PRODUCT / SERVICE:	
PRICE:	$
ONE-OFF OR RECURRING?	

PRODUCT / SERVICE:	
PRICE:	$
ONE-OFF OR RECURRING?	

PRODUCT / SERVICE:	
PRICE:	$
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