

TEMPLATE Value Ladder Workbook

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Instructions

Go to 'File -> Make a Copy' and save the copy to your own Drive. You will be able to edit the new document, but you are unable to edit the template. Replace 'TEMPLATE' in the title with the name of the client or project.

Any issues, comments, questions, or ideas, feel free to contact hello@stellarplatforms.com.

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What You Offer

Make a list of everything you offer. Top to bottom, soup to nuts. List them all.

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Free Content - Public

Make a list of everything you create and publish for the general public. Blog posts, podcasts, social posts, the works.

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Free Content - Private

Make a list of all content that is only for subscribers. Lead Magnets, PDFs, email courses, etc.

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Low-Priced Offers

Make a list of everything someone can purchase from you for less than \$100.

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Mid-Priced Offers

Make a list of everything someone can buy from you for more than \$100, but less than \$1000.

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High-Priced Offers

Make a list of everything someone can buy from you for more than \$1000.

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Value Ladder

Make a list of everything someone can buy, in every category, from least to most expensive.

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If you like Trello, [try this free Value Ladder board](#).

If you need to organize your products, [try this spreadsheet](#).

About the Author

Hi, I'm Caelan Huntress.

I help experts and entrepreneurs set up smart marketing systems.

Connect with me on:

- [LinkedIn](#)
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- [Medium](#)
- [DeSo](#)
- [YouTube](#)



I wrote a book called *Marketing Yourself*: MarketingYourselfBook.com

Talk to me about:

Speaking: My virtual presentations are dynamic: CaelanHuntress.com/Speaking

Coaching: For experts and entrepreneurs ready to grow: CaelanHuntress.com/Coaching

Marketing: I set up smart marketing systems: StellarPlatforms.com/Case-Studies

If you are growing an online business, review my [Recommended Resource List](#).

“Working with Caelan has been just fantastic. We’re finally at the position where we can unleash the power of our CRM, and the hard work we’ve put into the content will pay back in spades. In all the conversations I’ve had with Caelan, it’s just been obvious that he’s a cut above anyone else I’ve ever talked to about automated marketing.”

Testimonial



Bryan Whitefield

CaelanHuntress.com

Interested in working with me? [Contact me through my website](#).