

CREATING YOUR VALUE BOMBS

WHAT IS A VALUE BOMB? A value bomb is a freebie that accelerates the process of solving a problem for your ideal client. It is given away without asking for any information like an email address or phone number. It is 100% goodwill based.

A GREAT value bomb:

- 👉 solves SMALL immediate problems.
- 👉 can be consumed within 10 minutes
- 👉 can be executed on with a quick result within 24-48 hours
- 👉 reveals a BIGGER problem

The “phantom” bomb

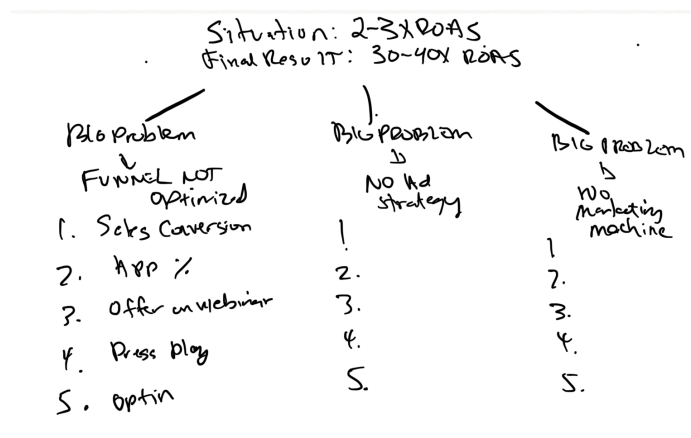
- 👉 don't actually physically create the value bomb until people ask for it
- 👉 allows you to test IDEAS you have for value bombs

AN EXERCISE TO HELP FIND YOUR VALUE BOMBS

Here's an exercise to figure out all of your possible Value Bombs. [Watch the VIDEO of me doing this exercise with clients here.](#)

What's the BIG PROBLEM are your ideal clients dealing with?

For example, below, I have listed my “big problem,” which by the way, is most of the time a situation that my clients are in. The situation most of my ideal clients are in, is that they are **stuck at 2-3X ROAS on their “BAC” funnels**. My program helps them squeeze out as high as 30-40X ROAS.



The next thing I will do is list 3 BIG PROBLEMS (See above image) keeping my ideal clients stuck in that situation.

For me...

Problem 1: Their funnel isn't optimized

Problem 2: They don't have a proper ad strategy

Problem 3: They don't have an ongoing marketing machine to compound the results.

I get my pillars of my program, from my solutions I give to clients to solve these 3 "big problems."

These 3 "big problems" cannot be solved with a single step. There are typically multiple steps we have to take our clients through, in order to solve them.

Next, I will break down "big problem 1" into 3-5 SMALL problems I need to solve to get my clients results.

Problem 1: Their funnel isn't optimized

Small problems to solve so that the funnel is fully optimized

1. Sales Call conversion rate%
 2. Application rate %
 3. Web/VSL offer view %
 4. % of people who clicked play on webinar
 5. Optin % rate on webinar
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Now, I will plug Problem 1 into this next exercise.

Problem : Sales Call conversion rate%

How are your ideal clients trying to solve that problem themselves? They write a new webinar over and over again

Why does that not work? Their issue isn't the webinar, it's their sales call process.

What is your solution to that problem? My pre-call funnel

Why does your solution work? It nurtures the lead days before the call leading to higher show up rates and pre-frames the lead for the sale.

How does your solution work

Step 1: The call confirmation text

Step 2: the DM reach out

Step 3: the 5-minute pre-call video

Step 4: the pre call homework

Step 5: the final confirmation

Success story that validates your solution: Tina had only a 35% showup rate. Within days of executing this, the following week had 100% show-up rate.

Resource that accelerates getting to that solution. The checklist and swipe files for setting this up

What I have now are the pieces to make a great piece of content AND an idea for a value bomb.

HAVING CONVERSATIONS

FUN FACT: 90% of the time, when people ask for your value bomb, it's NOT the actual thing they need at that moment. The most helpful thing you can do is diagnose what they actually need at that moment in time.

#WWLD (What would Laurel Do?)

I use value bombs as a way to intercept conversations, my intention is to never actually give people the thing they ask for, because it's not the problem they need solved (most of the time)

So, when I start the conversation, I want to get QUICK data to diagnose what the problem ACTUALLY is.

Here's the BASIC FRAMEWORK I use when starting these conversations.

Step 1. Tell them why I am messaging them

"Hey Drew! I'm messaging you here, because you asked for my messaging framework that allows me to close 75% of people in messenger. I have a few different options based on the volume of messenger conversations you're getting."

Tell me which of the following scenarios fits you best.

- A) I'm getting zero or just 1-2 messenger conversations a week*
- B) I'm getting 10+ messenger conversations a week*

C) *I'm getting 40+ messenger conversations a week*"

[DO NOT ASK AN OPEN ENDED QUESTION]

Step 2: Give them time to answer your questions.

"Hey Laurel, i'm not really getting any messenger conversations."

Step 3: Diagnose the REAL problem based on the information that they have given you. Act AS IF they have just paid you \$500 to solve this issue.

"Hey Drew, can you show me the last 3 posts/videos you made where you attempted to get conversations? I'll do a little audit for you, and give you a few tweaks that you can use to improve. I'll also give you a little \$5 ad tactic you can use to get some quick feedback, does that sound good?"

Step 4: Wait for him to send me those 3 posts

Step 5: Audit those posts for him with a quick loom video.

Step 6: Message him the loom video.

"Hey Drew! I just did a 6 minute audit with some quick tips you can utilize to get more responses. There is a SIMPLE \$5 ad strategy that you can use to get QUICK feedback since your reach is super low. Would it be worth a 15-minute call for me to walk you through how to place that in ads manager?"

Step 7: Take advantage of that call. Be SUPER HELPFUL. Make sure you help the person understand what the bigger problem is. Give the person the EXACT roadmap to solve it.

CLOSING ON A SALES CALL

Your ROADMAP is MAPQUEST– GIVE THEM the step by step plan to execute on their own. "Construction" and "detours" come up. **Your NAVIGATION SYSTEM (Google Maps) is the accelerated route.**

BONUS: [My mentor's C.A.S.E. framework](#) he taught me that has allowed me to close 97% of my sales calls early on (now I just close in messenger. without the need for a call because of this entire system I just walked you through)

RESOURCES

[The Flow from Value Bomb to Booked Call](#)

[The Value Bomb Workshop](#)

[No One Asking For Your Value Bomb? Watch This](#)

