



CREATING A

7

**FIGURE VALUE
LADDER TO SCALE
AND GROW**

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6 FIGURE RAT RACE

The number of hours you work does not equal success. Are you happy with the amount of hours you're working right now in/on your business? Why or why not?



SEVEN FIGURES

1. Sustainable Presence

You must be everywhere without physically being everywhere.

How are you currently connecting with your clients?

How much of your business is automated?



SEVEN FIGURES

2. Strategies to Scale

You must know everyone, without spending all your time getting to know EVERYONE.

How are you currently connecting with your clients?

Who has referred you clients in the past?

What types of professions would be a great referral partner for you? (Eg: Business consultants who could refer website work. Speakers who could refer potential authors if you're a book publisher.)

SEVEN FIGURES

3. Sales

You must make an offer when you have their attention that's authentic and automated.

What systems and strategies do you have in place?

What team members do you currently have?

Is there anything right now in your business you could delegate but you aren't?

What activity is the most revenue producing in your business?

THE VALUE LADDER

What is the journey your clients take with you? Where do they start? Where do they end?

If they end with you and still have a problem/ aspiration/ want/ need, do you have someone you can refer their business to with an affiliate program set up?



VALUE LADDER WE KNOW

Are you charging more money for more access to you (Ex. in a group coaching, VIP day, mastermind, 1:1 program?)



OPT IN

What is the most impactful tool or teaching you have in your toolbox of how you help people?

How often are you being generous with your content?

What are your brand emotions?



Free



3 Part Video Series



PDF Download like Checklists



Guides



Quiz



Master Class



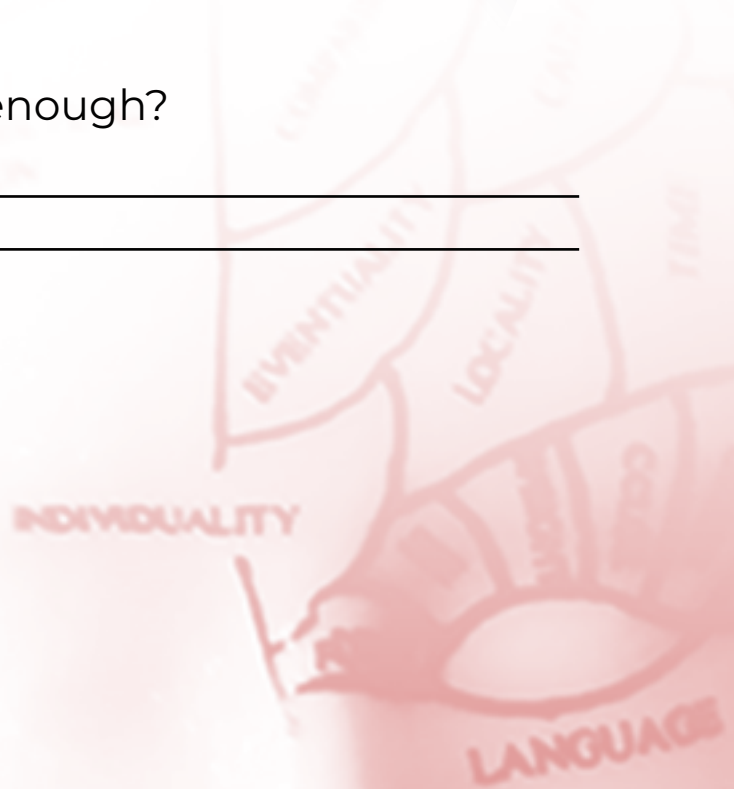
Free Trial

YOU CAN'T PICK MY BRAIN

Its Expensive!

Are you giving away more time or tools in your business?

If it's time, are you charging enough?



LOW TIER

\$29-197

Books

E-books

Memberships

Mini Courses

1 in 30 strategy call

Paid master class

CORE OFFER

\$197- 997

Courses

Events

Coaching Sessions

High Level Memberships

HIGH LEVEL OFFER \$997-4997

Coaching Program

- Set it up to be sellable to certify coaches with it
- High Performance Coaching
 - 300 at 10K= 3,000,000
 - Q2 years they must pay to recertify and train for \$500 = \$150,00 for a week's worth of work
- Monthly Mastermind
- Service Proposal

1:1 SERVICES \$10K-100K

- DONE FOR YOU SERVICES
- COACHING CERTIFICATION COMPANY
- VIP COACHING

Who are your A++ clients in a group format? Can you offer them 1:1 coaching at a high ticket?

PROBLEM #1

IT'S NOT A "TIED" PRODUCT SUITE.

- STRATEGY IS NOT A PERSON.
- A STRATEGY IS A PROCESS THAT CAN BE REPLICATED

What are your hobbies? How often are you doing them? Sometimes the best ideas and decisions happen away from our desk.

What is an under-performing product or service right now in your business? Can you stop offering it right now and start putting more effort into your winning offers?

Are you promoting any products or services you really don't love at the moment? (Even if they are generating income?)

PROBLEM #2

YOU DON'T CONSIDER YOURSELF AN EXPERT

- YOU DON'T HAVE TO BE THE EXPERT IN YOUR WHOLE INDUSTRY
- YOU ARE AN EXPERT OF YOUR TOPIC
- AND YOU CAN'T HAVE AMATEURS ON YOUR TEAM

What are you the expert of?

Is there someone on your team who is not aligned with your mission and vision?

POTENTIAL \$1 MILLION VALUE LADDER CASE STUDY

- **VALUE LADDER CREATION FOR CLIENT**
- **OPT IN**
 - EG: GENERATING IRON GODDESS ENERGY
 - IG, FB, PODCAST OUTREACH

What is the first problem you solve?

What is your outreach strategy?

POTENTIAL \$1 MILLION VALUE LADDER CASE STUDY

- **CORE OFFER RIGHT NOW**
- THE IRON GODDESS MONTHLY MEMBERSHIP **\$125**
 - **DOWNSELL:**
IRON GODDESS WAY OF LIFE CHALLENGE: 30 DAYS TO RADIANCE, RADICAL SELF LOVE AND REJUVENATION \$120
 - **DOWNSELL:**
THE IRON GODDESS CODE BOOK

What are the downsells in your business?

Does your content need an upgrade? Are you missing any core themes?

POTENTIAL \$1 MILLION VALUE LADDER CASE STUDY

- **30 DAY MONTHLY CHALLENGE**

- 50 WOMEN/\$119 MONTH X 12 = \$71,400

- **IRON GODDESS MEMBERSHIP**

- 200 WOMEN/125 MONTH X 12= \$300,000

... **ENTER RAT RACE MODE.....**



POTENTIAL \$1 MILLION VALUE LADDER CASE STUDY

- **IRON GODDESS VIRTUAL/LIVE EVENT**

- TICKETS \$200 – SELLS 200 = 40,000
- POSITIONS HER IG MEMBERSHIP
- CONVERTS 50% 100 WOMEN
- 100 WOMEN/ \$119X 12 MONTHS = \$142, 800
- ALSO POSITIONS GROUP COACHING PROGRAM
- 8 WEEKS 10K AND 50 WOMEN TAKE IT = \$500,000
- ALSO POSITIONS SWAG:
 - BOOK SALES, T-SHIRTS, JOURNALS



POTENTIAL \$1 MILLION VALUE LADDER CASE STUDY

- 30 DAY CHALLENGE: \$71, 400
- IRON GODDESS MEMBERSHIP \$300,000
- NEW EVENT IG MEMBERSHIPS: \$142, 800
- EVENT COACHING PROGRAM: \$500,000

- \$1,014,200 ON 480 PEOPLE
- NOT INCLUDING TICKET SALES
- NOT INCLUDING SWAG LIKE BOOKS, SHIRTS, JOURNALS, WATER, BOTTLES



ANOTHER POTENTIAL \$1 MILLION VALUE LADDER

- CHARGE MORE, DELIVER HIGH TICKET
- MASTERMIND 20K X 50 PEOPLE= \$1M
- HIGH TICKET COACHING 50KX 20 PEOPLE= \$1M
- DONE FOR YOU SERVICES 50K-100K CONTRACTS AT 10-20 PEOPLE A YEAR



FINAL RESULT

- MEMBERSHIP $\$99/200 = \$237,600$
- COURSE $\$497$ THAT SELLS 10/MONTH = $\$59,640$
- COACHING PROGRAM 6K/ 80 = $\$480,000$
- 1:1 PROGRAM 30K/10 PEOPLE = $\$300,000$

\$1,077,240



You will get
all you
want in life,
if you help
other
people get
what they
want.



Where can you make another offer (Ex. On a cart page, in email, on a thank you page, as a PS in a social post or email.?)

STRATEGIES TO SCALE

• COLLABORATION OVER COMPETITION

- ADD INTO PROPOSAL
- BONUS TO YOUR COURSE
- LAUNCH BONUS
- SEASONAL BONUS

Who can you be an affiliate for?



ACTION STEPS

- 1 KNOW YOUR TIED PRODUCT SUITE
- 2 HIRE A TEAM WITH KEY PLAYERS WHO UNDERSTAND YOUR MISSION
- 3 MULTIPURPOSE YOUR CONTENT
- 4 HAVE AUTOMATED SYSTEMS
- 5 MAKE OFFERS WHEN YOU HAVE THEIR ATTENTION
- 6 MAKE STRATEGIC CONNECTIONS AND BE CLEAR FOR COLLABORATION
- 7 CONSIDER EQUITY “PAYMENT”



ENERGY

- IT'S ONLY OVERWHELMING IF YOU DON'T HAVE ENERGY.
- FILL OUT THE SURVEY:

<https://bit.ly/38zQlul>

