

RISE25



Dream Product Ladder Template

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Product Ladder Instructions

- See Example Product Ladder
- Print and Fill out your “Current Product Ladder” now.
- List your current products on the different steps of the product ladder.
- Include the price you charge for each product or service.
- Notice where you have gaps
- Print and Fill out your “Dream Product Ladder” of what you want your offerings to look like.



*** EXAMPLE ***

Fill Out Your “Dream Product Ladder”

Fill in the  product/service &  price you want to charge

Profile: Digital Marketing Consultant

Ideal Customer: Dentist office w/ 7+ staff

Big Promise: Generates 30 Leads/mo for your Business

Pain You Solve: Lack of Customers and Predictable Income

Book/Ebook



Price= \$




Downloadable Templates




Price= \$




Online Course



Price= \$




Elite Mastermind




Price= \$



VIP Done For You Service



Price= \$
OR
\$ /mo



**Current
Product Ladder**

Exercise #1

Fill Out Your “Current Product Ladder”

Fill in the  product/service &  price you charge now

- Profile:
- Ideal Customer:
- Big Promise:
- Pain You Solve:





Exercise #2

Fill Out Your “Dream Product Ladder”

Fill in the  product/service &  price you want to charge

- Profile:
- Ideal Customer:
- Big Promise:
- Pain You Solve:

