Worksheet 7: Good-Better-Best Offer Ladder

Purpose: Create a clear path for customers to spend more over time

---

Step 1: List What You Already Have

All products/services I currently offer:

1. ____
2. ____
3. ____
4. ____
5. ____

Step 2: Organize by Level

GOOD (starter, beginner-friendly, lower cost):

Product: ________________________________

Price: $_________

BETTER (main program, core transformation):

Product: ________________________________

Price: $_________

BEST (premium, done-for-you, high-touch support):

Product: ___________________________________

Price: $_________

Step 3: Identify Gaps

Check what you're missing:

☐ No easy entry point (under $50)

☐ No middle offer ($100-300)

☐ No premium option ($500+)

The biggest gap in my ladder:

____

Simple product idea to fill this gap:

____

Step 4: Customer Segmentation

Define your three buyer types:

New Buyers (first purchase):

First offer I'll send them: ___________________________________

Repeat Buyers (2+ purchases):

Special treatment: ___________________________________

VIP Buyers (spent $_______ or more):

Exclusive offer or bonus: ___________________________________