

# VALUE LADDER



Learn how to increase  
your small business' revenue  
**by 200%!**



For most small businesses, days are filled with providing customers with basic services and passively upgrading some customers to premium services. While this approach might be good enough to maintain your business, it doesn't move the needle when it comes to overall business growth.

If you want to scale your small business, you need to have a hypergrowth marketing mindset. This means incorporating offense-focused strategies to your overall marketing gameplan. Most businesses have defense-focused marketing covered, such as appointment reminders and retention efforts, but they do not have a tailored system in place to increase customer acquisition. This offense-focused strategy will fill your pipeline with qualified leads.

So, where do you start? You need to build a **value ladder**.

The **value ladder** is a method to visually map your business' service offerings based on value and price. It is a way to scale your customer base, guide them through your marketing process and nurture them with attractive offers at all stages.

## WHAT IS THE GOAL OF THE VALUE LADDER?

The goal of the value ladder is to offer your customers more value over time, ultimately earning more revenue for your business. In other words, as your prospects move step-by-step up the ladder, they are offered more value, and your business receives a higher payoff in return.



## LET'S BREAK DOWN THE VALUE LADDER:



The bottom tier of the ladder is the lead capture level. Visualize it as a magnet attracting your ideal customer. Consider hooking the potential customer with a special discount on one of your basic services. This is your first interaction with a lead, and with little to no money or value involved, the goal is to get them into your door!



The next tier of the ladder is the front-end offer. This is a product or service that is relatively inexpensive for your business and provides a basic value to your leads.



The next tiers of the ladder include services that gradually increase in price. As you build trust with the customer, you can move them up the ladder by offering higher-value services that will generate a greater profit for your business.



The top tier of the value ladder includes the highest-value service that also earns your business the highest profit. This is the sales goal your small business should work toward with every single customer.

**Pro Tip:** *The decision to make a high-priced purchase isn't usually made on the spot, so you may need to slowly nurture the customer over time to push them along the buyer's journey until they are ready to purchase your high-end offer.*




As an example, check out this completed value ladder that one of our dental clients used to double their new revenue:



**Now it's your turn! Use the instructions below to fill out the blank value ladder template with your small business' services:**

**1**

Fill out the first tier  with a discounted service that will grab the attention of your ideal potential customer. This will be the bait that gets that customer to come into your business.

**2**


Next, move to the second tier . Fill out this tier with the initial offer your business will provide the customer.

**3**

Fill out the next two tiers (  and  ) with services that gradually increase your company's profits and also adds value to the patient. As you move up each step of the ladder, make sure each service increases in total price.

*\*Note: You don't have to fill out every step of the ladder. Fill out the tiers based on how many services you offer.*

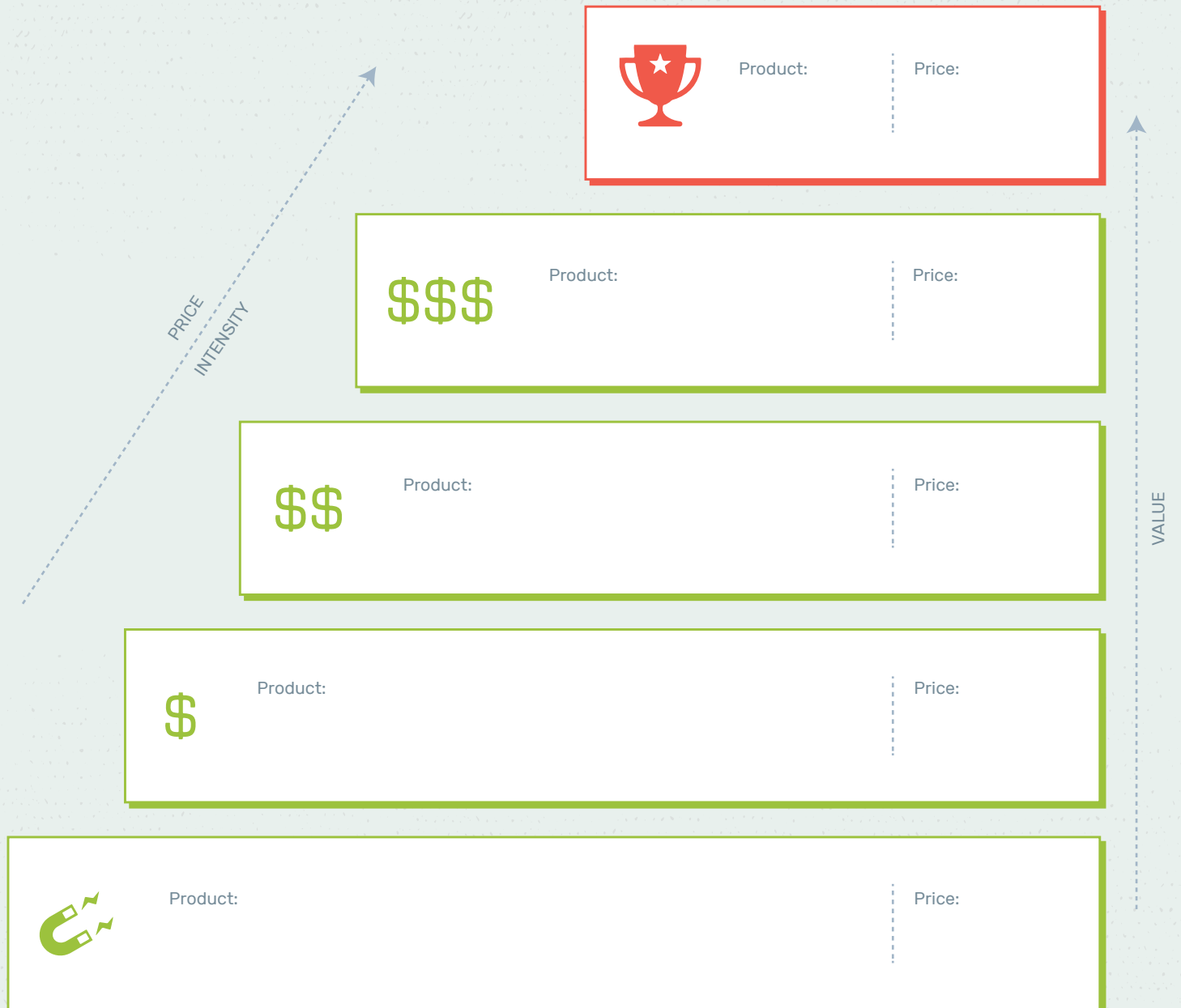
**4**

Finally, you've made it to the top tier  ! Fill out this tier with your business' most profitable service.





# ROCKET LEVEL



## After you've filled out the value ladder, take these next steps:



Identify your small business' low-hanging fruit. Think about the top 25 customers who could be ready for your top service. Now pick up the phone and give these customers a reason to take action. Imagine 10 percent of these clients converting:

***3 x average invoice = \$15K - \$50K extra revenue for the month!***



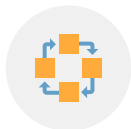
Segment your prospects and align your marketing to move them up the ladder by building a marketing and sales funnel for your business. Always nurture your prospects to stay top-of-mind.



Create urgency! For example, you could run a limited-time special such as a "summer special" or a "just because you're a loyal customer" special.



Even if your customers aren't ready, they might have a friend who is! Always ask for referrals but make sure you give them a reason to recommend your small business.



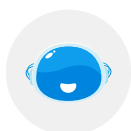
Once your process is laid out, make sure you keep it going. You can do this by ensuring your process is repeatable and sustainable.



Make sure your entire team is on board and knows how their roles affect the overall process.



Use technology to ensure your marketing never stops. Consistency is key to scaling.



If you're ready to automate this process and become a hypergrowth small business, check out RocketLevel's automated customer acquisition platform!



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