

Building Your VALUE [Group Exercise]

Who's Your Market?

What's Your Price Point?

CASSIE.net

If you were my market, what would you want?

Have them brainstorm.

How would you like to get it?

Have them brainstorm.

What would “wow” you that you would say “YES!” immediately?

These could make up the bonuses of your offer.

What is the ripple effect of achieving your goals?

(Examples: relationships, work, “me time”. Specific examples: The real value isn't weight loss, it's that you enjoy going into your closet. And you feel more confident going out to dinner with your friends. And you feel sexier with your partner.)