

THE 10X PRODUCT LADDER

by
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The 10X Product Ladder Strategy

by Matthew J Peters

Here is an example product ladder from free to 5-figure services. This is an excerpt from my book, ***More Clients Today: 47 Free & Cheap Premium Client Sources & The Simple Strategies To Get Even More Clients Starting Today***

Always have the right product for the right person to buy. Who is the right person? The right person is someone who is ready to commit to bringing about the change in their life, business, relationship, spiritual connection, health, and they are actively looking to invest their time and money into a solution that fits.

Let's start at the beginning and go all the way to the top-tier offerings.

1. Free download for an opt-in

Usually an audio recording, video, video series, recorded webinar, blueprint, guide – something small and powerful for free and available to the visitor instantly once they enter their name and email address.

2. Tripwire

Used as an initial offer in lieu of an opt-in or directly following the opt-in page. Sometimes seen as, “Great, your free guide is available, however if you want to get even more [result], be sure to get my advanced guide for just [\$1, \$7, \$17].” A tripwire is a self-liquidating offer that basically pays for all of your ads to get people to your site. It also identifies buyers from tire kickers. Some even do a second up-sell off of that – a second up-sell is sometimes referred to as “up-sell hell.” It's not a great first impression unless it adds to the speed to the initial result.

3. Introductory Offer

This is your one-time charge of \$97–\$297 for an online program. Usually delivered in a completely automated way. Once created and profitable, this is the closest thing I have ever seen to legally printing money.

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4. Low-Ticket Continuity

This is popular with people who are looking to gradually win dozens to hundreds of people over to higher-level investments in the future. These programs are usually \$97–\$197 a month. Many times, it can be as simple as a weekly Facebook Livestream within a secret Facebook group where members communicate with each other. Some groups are run like a program with an end date. Your program can have a completion or horizon date; one month, three months, six months and the cycle is complete. Another way is for individuals to pay monthly for ongoing training, updates, access to other members and feedback from the instructor or mentor and/or moderator. To leverage your time, you can make an agreement with past or present rockstar students or clients to moderate the group and answer simple questions. Just be sure you are super clear on responsibilities and expectations.

5. Event or Online Training Version of Event

This is where they invest \$1,997 to \$5,000, sometimes as much as \$10,000 to work closer with you for a limited time. This could be a large-scale seminar where they learn in a seminar setting and network with other like-minded people or a multi-day workshop where they have you help them through specifics of their situation. For people who cannot attend the live event, you can offer the same content online over the course of 6–8 weeks. You can supplement the online training with weekly group phone calls to add value and help people get their results.

6. Short-Term Mentoring/Certification

This offering allows the client to become mentored through that thing that you do so well to become *like you*, possibly even do what you teach. Mentoring gives people the opportunity for a defined period of time, usually 8 weeks to 3 months. You do not want it to go on indefinitely as you want people to get their results quickly, not a year from now. Making it shorter forces you to help them get results quickly which is better for everyone. It also shows you who is best to repeat your program and who is ready for the next level. Mentoring is a transfer of your years of trial and error and your successes to another. This is a huge value and many coaches charge an average of \$1,000 to \$5,000 for the short-term opportunity. Create an agreement for mentoring clients to sign that defines what is acceptable to do with the information they learn through you.



Ready to Fill Your Product Ladder with Pre-Qualified Prospects?

Having a 10X Product Ladder is only powerful if your ideal clients can see you, hear you, and trust you enough to buy from you.

That's where Authority Marketing Films comes in.

In one VIP Production Session (1.5 Days), we capture your very best content (your expertise, your personality, and your most persuasive offers) and turn it into an entire year's worth of high-quality, platform-ready videos, posts, and authority-building assets.

With this system, you get:

- 50–70 professionally shot videos to plug directly into every rung of your product ladder
- Compelling calls to action on every piece of content that drive leads to your offers
- A content system that keeps working for you—long after the cameras stop rolling

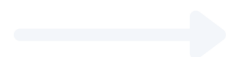
No budget? No problem. We partner with CoachFinancing.com, so you can start now and have your first new client pay for the entire investment.

If you've been getting your clients results for years, you're already the go-to expert—they just need to see you everywhere. Let's make that happen.

To see how the VIP Day can work for you, visit:

<https://AuthorityMarketingFilms.com/contact>

Email us: authoritymarketingfilms@gmail.com



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7. Platinum Mentoring Group

This is for those advanced clients looking for ongoing support within a group of people who have proven themselves and want to work together and learn from each other as people who have accomplished much in what you train. Platinum groups are excellent for those with success who are now ready to scale what they are doing well at already. If you figure that people were paying \$1,997 to \$5,000 for 2–3 months, you can deduce that a higher-level group would command \$2,000–\$5,000 per month.

8. Certification

For graduates of your training who have proven themselves as competent and dedicated, you can offer to teach them how to do what you do. You will want to vet those people carefully as they will have your name associated with them. Charge a multiple of your course for certification as you are giving them the ability to offer what you do as a certified moderator, practitioner, trainer, or even a trainer of trainers. Make the certification crystal clear on how they may use your name and training and materials.

9. Individual Consulting or Coaching

As I see it, a consultant comes up with a strategy for you and you or they may implement it. Some people like the 1:1 model, however, I normally would have people coach or consult with me before a Platinum Mentoring Group. The network has more value than just access to me. So, in a way, 1:1 is not leveraged for you and it's not in the best interest for individuals who want to get the most for their money.

10. Mastermind

A mastermind is an exclusive group where paying financial dues isn't the only requirement. A true mastermind is a tight-knit group of equals who have a code that they abide by and *they collectively choose future* members following a vetting process. The Mastermind to me is the pinnacle and should NOT be charged for. The payment is not money, it is all-in, 100% commitment to each member, 24/7.

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What you offer has taken you 10+ years of developing your expertise. Whatever you are charging right now, I highly recommend you create an offer that is 2x the investment of your current highest offer. If it's \$10,000, create a new \$25,000 offer. If it's \$25,000, make a \$50,000 offer. Or simply create a \$100,000 offer. There are people who want the very best. There are individuals and organizations that want your expertise and the level of the cost to them staying where they are at is extremely high - to the point where your \$50,000 offer is a small check to write to save them from the big negative situation they are in right now without your help.

Need help developing your highest tier offer?

Schedule a call at **AuthorityMarketingFilms.com/Contact** and we will find ways for you to begin charging far more through communicating your ultimate value and getting it in front of more people that will highly value what it is that you offer.

If you already have offers that are working for you, reach out to see how our VIP Content Day will work for you in filling your pipeline with new prospects indefinitely into the future.

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