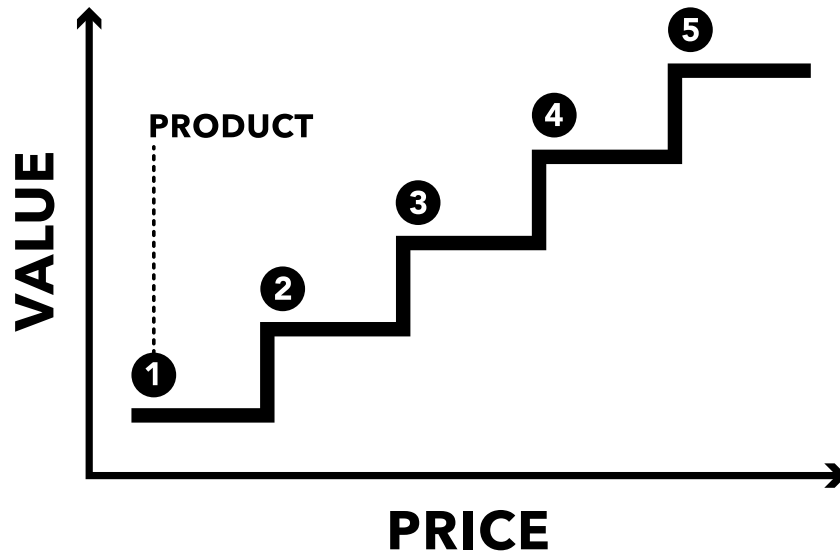


Value Ladder Planning Worksheet



PRODUCT 1

1. What value have you already provided to your audience at this stage?
2. What product will be assigned to this stage of the value ladder? *(brief description)*
3. Does this product already exist or does it need to be created? **YES** **NO**
4. What specific problem does this product solve for the audience? *(value provided)*
5. What is the price that will be assigned to this product? *(price should be comensurate with value provided)*

6. How does this product fit into your customer journey? (*how does this product fit into the value ladder*)

PRODUCT 2

1. What value have I already provided to your audience at this stage?

2. What product will be assigned to this stage of the value ladder? (*brief description*)

3. Does this product already exist or does it need to be created? **YES** **NO**

4. What specific problem does this product solve for the audience? (*value provided*)

5. What is the price that will be assigned to this product? (*price should be comensurate with value provided*)

6. How does this product fit into your customer journey? (*how does this product fit into the value ladder*)

PRODUCT 3

1. What value have I already provided to your audience at this stage?

2. What product will be assigned to this stage of the value ladder? *(brief description)*

3. Does this product already exist or does it need to be created? **YES** **NO**

4. What specific problem does this product solve for the audience? *(value provided)*

5. What is the price that will be assigned to this product? *(price should be comensurate with value provided)*

6. How does this product fit into your customer journey? *(how does this product fit into the value ladder)*

PRODUCT 4

1. What value have I already provided to your audience at this stage?

2. What product will be assigned to this stage of the value ladder? *(brief description)*

3. Does this product already exist or does it need to be created? **YES** **NO**

4. What specific problem does this product solve for the audience? *(value provided)*

5. What is the price that will be assigned to this product? *(price should be comensurate with value provided)*

6. How does this product fit into your customer journey? *(how does this product fit into the value ladder)*

PRODUCT 5

1. What value have I already provided to your audience at this stage?

2. What product will be assigned to this stage of the value ladder? *(brief description)*

3. Does this product already exist or does it need to be created? **YES** **NO**

4. What specific problem does this product solve for the audience? *(value provided)*

5. What is the price that will be assigned to this product? *(price should be comensurate with value provided)*

6. How does this product fit into your customer journey? *(how does this product fit into the value ladder)*