VALUE STACK TEMPLATE

Use this template to build your irresistible high-ticket offer.
Fill in each section with clear benefits, outcomes, and values, then layer on event-only bonuses and anchor with the enrollment investment.

Step 1: Core Benefits

(List the primary components of your program. Aim for 3–5.)

1. **Benefit:** _____
    - **Outcome:** _____
    - **Assigned Value:** $_____
2. **Benefit:** _____
    - **Outcome:** _____
    - **Assigned Value:** $_____
3. **Benefit:** _____
    - **Outcome:** _____
    - **Assigned Value:** $_____
4. **Benefit:** _____
    - **Outcome:** _____
    - **Assigned Value:** $_____
5. **Benefit:** _____
    - **Outcome:** _____
    - **Assigned Value:** $_____

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Step 2: Event-Only Bonuses

(Exclusive incentives only available if they enroll during your event.)

1. **Bonus:** _____
    - **Outcome/Why It Matters:** _____
    - **Value:** $_____
2. **Bonus:** _____
    - **Outcome/Why It Matters:** _____
    - **Value:** $_____
3. **Bonus:** _____
    - **Outcome/Why It Matters:** _____
    - **Value:** $_____

Step 3: Stack the Value

- **Total Value of Core Benefits:** $_____
- **Total Value of Event-Only Bonuses:** $_____
- **Grand Total Value:** $_____

Step 4: Anchor & Investment

(Contrast the total value with your actual enrollment cost.)

- **Grand Total Value:** $_____
- **Your Investment Today:** $_____

Pro Tip: Present your stack line by line from the stage. Build momentum as the value piles up, then reveal the enrollment investment last.

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