

ATTRACT CLIENTS THROUGH VALUE STACKED EXPERIENCES OVERVIEW WORKSHEET

Stacking value is a powerful way to be generous with your ideal (and future) clients, and using Value Stacked Experiences can create an effective, nurturing momentum to serve your audience and grow your business.

Here's an overview of the initial steps to take to move this plan forward.

STEP 1

Decide if Value Stacked Experiences is in alignment with you. If so, look at your Big Picture Plan and decide which month or months you'd like to insert Value Stacked Experiences.

Does this align with you for this year? Circle: Yes / No
Which month(s) do you want to insert Value Stacked Experiences?

STEP 2

If you choose to move forward, select: one, lead generating experience, followed by two, virtual value experiences, that will both sell into the last virtual experience for value and enrollment.

Here is an example:

May - early June

1st (Lead Generating) Experience: May 4 = One Day Talk Show

2nd (Value) Experience: May 10 - 15 = 6-Day Challenge/ Experience/ Training

3rd (Value) Experience: May 26 = 3-hour Workshop/ Retreat/ Masterclass

4th (Value & Enrollment) experience: June 3 - 5 = Three Day Intensive/
Retreat/ Immersive

Important Note:

Feel into what is in alignment with you. If this example feels too stretchy, based on where you are in your journey as an entrepreneur, you can select something lighter, like a One Day Talk Show, followed by two, 90-minute workshops that all offer a CTA to a call with you. Align with who and where you are in your own, unique journey.

NOTES

(and you can use the back of this page to take more notes!)

STEP 3

Add the virtual experiences to your calendar, and reverse engineer the promotional dates for each one. Using the experience above, let's add in the promo dates:

EXAMPLE:

Promotion for One Day Talk Show: April 26 - May 4

1st (Lead Generating) Experience: May 4 = One Day Talk Show

Promotion for 6-day Challenge: May 5 - 10

2nd (Value) Experience: May 10 - 15 = 6-Day Challenge/ Experience/ Training

Promotion for 3-hour Workshop: May 18 - 26

3rd (Value) Experience: May 26 = 3-hour Workshop/ Retreat/ Masterclass

Promotion for 3-day intensive: May 10 - June 2

4th (Value & Enrollment) experience: June 3 - 5 = Three Day Intensive/
Retreat/ Immersive

NOTES:

STEP 4

Create a promotional plan for each virtual experience. # of emails, social posts, cross promotions, text messages (if applicable), etc.

STEP 5

Create a content theme for each experience. Carve out time prior to each experience to build out your content. Think about what is the hook/ Irresistible Message / solution that will call them forward.

STEP 6

Decide on what your call-to-action will be for each virtual experience. (Booking a call or stepping into a program)

STEP 7

Create a full Project Plan for each virtual experience.

NOTES:

