

WORKSHEET
CHAPTER 6: VALUE CREATION

Q1. What is the best way to shortcut the product creation process if you need some help?

- 1) Steal somebody else's product. (*Hint: Definitely not the answer.*)
- 2) Use Private Label Rights (PLR) products.
- 3) Avoid product creation forever and limit your income to 1-10% of its potential.

Q2. Can you give a quick summary of the four most effective ways to build your authority status from zero?

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Q3. Are you in a "business to business" (B2B) or "business to customer" (B2C) niche?

- a) Business to business.
- b) Business to customer.

Q4a. **BUSINESS TO BUSINESS ONLY:** Map out a rough idea of your product line...

- 1) Entry-Level Offer (\$497):

- 2) High-Ticket Offer (\$3,000 - \$5,000):

3) Super High-Ticket Offer (\$20,000+):

Q4b. **BUSINESS TO CUSTOMER ONLY:** Map out a rough idea of your product line...

1) A Low-Ticket Offer (\$7-\$27):

2) An Optional “Immediate Gratification” Upsell (\$37):

3) A Second Optional “Get Better Results” Upsell (\$97):

4) A Mid-Ticket Offer (\$497):

Q5. What is the Prosperity Formula?

$$\underline{\hspace{1cm}} + \underline{\hspace{1cm}} + \underline{\hspace{1cm}} + \underline{\hspace{1cm}} = \underline{\hspace{2cm}} + \underline{\hspace{2cm}}$$

Q6. What is your Big Idea?

Q7. What is your Unique Methodology?
