CHAPTER 9

LIFETIME GROWTH

WORKSHEET

Build your touch-based value ladder

FIFTY TIMES MORE EXPENSIVE AND STILL A NO-BRAINER

Growth stalls when acquiring a customer costs too much compared to what that customer is worth over their lifetime. A value ladder fixes that: a series of offers that moves a customer from low to high in value and price.

A touch-based value ladder goes one step further. Every step is built from two blocks: a digital touch and a human touch. Deliver the cheapest steps as digitally as possible. Add human touch where products get more expensive and less standardized.

Value ladder maturity

LEVEL 1	No value ladder. What customers buy next is a matter of chance.
LEVEL 2	A value ladder with funnels that acquire customers and move them up.
LEVEL 3	A touch-based value ladder. You know your digital and human touches and how each relates to success.

My maturity level today (1, 2 or 3)	

Definitions used in this worksheet

Human touch: a touchpoint in the customer journey that a person performs.
Digital touch: a touchpoint performed by a digital layer, on the website or in the product.
Fixed: hard to change within 30 days. Relatively high production cost.
Flexible: can be changed within a two-week sprint, so you can test at least one iteration per business cycle.

LIFETIME GROWTH WORKSHEET

1) Map your value ladder

Start with the lowest-priced entry point and work up to your highest-priced offer.

Step	Offer	Price	% of customers that move up
Entry			
Step 2			
Step 3			
Step 4			
Step 5			
Top			

Where do customers drop off, and why?

2) Assess the flexibility of your value ladder

Mark every touchpoint as fixed or flexible. Flexible touchpoints are where you get quick wins before you go after big wins.

Step	Digital touch (fixed/flexible)	Human touch (fixed/flexible)
Entry		
Step 2		
Step 3		
Step 4		
Top		

3) Build a touch-based value ladder

Digitize what can be digitized and keep the human touch where it creates the most value. For each step, decide what moves to digital, where a human touch lifts conversion to the next step, and which test you run first.

Step	Make digital	Add or keep human touch	First test
Entry			
Step 2			
Step 3			
Step 4			
Top			

Example from the book. A 30-day email course sold for €47. Buyers got a phone call about their challenges. Over 38% of them bought a coaching package, which raised the value of the customer by a factor of 50.

The touchpoint with the best return in my business:

What it costs, what it adds in the mind of the client, and how flexible it is:

More on mapping a value ladder: the Building a Value Ladder e-book and the Wynter Games slides in the chapter 9 bonuses.