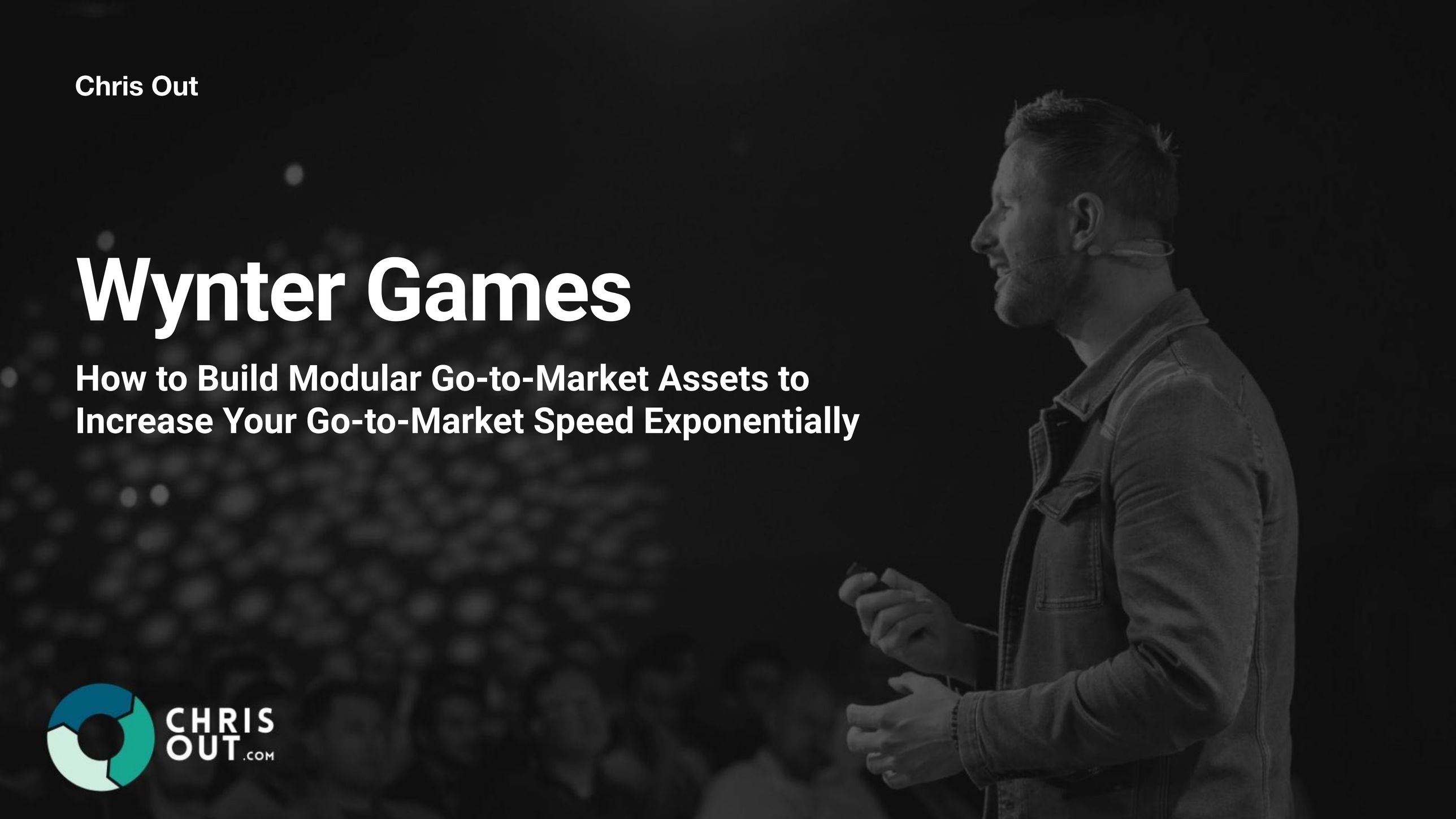
Chris Out

Wynter Games

How to Build Modular Go-to-Market Assets to Increase Your Go-to-Market Speed Exponentially



#1 International best selling author

Lecturer at Nyenrode, TIAS, Beeckestijn Business School and others

Founded a Top 10 Global Growth Hacking Agency

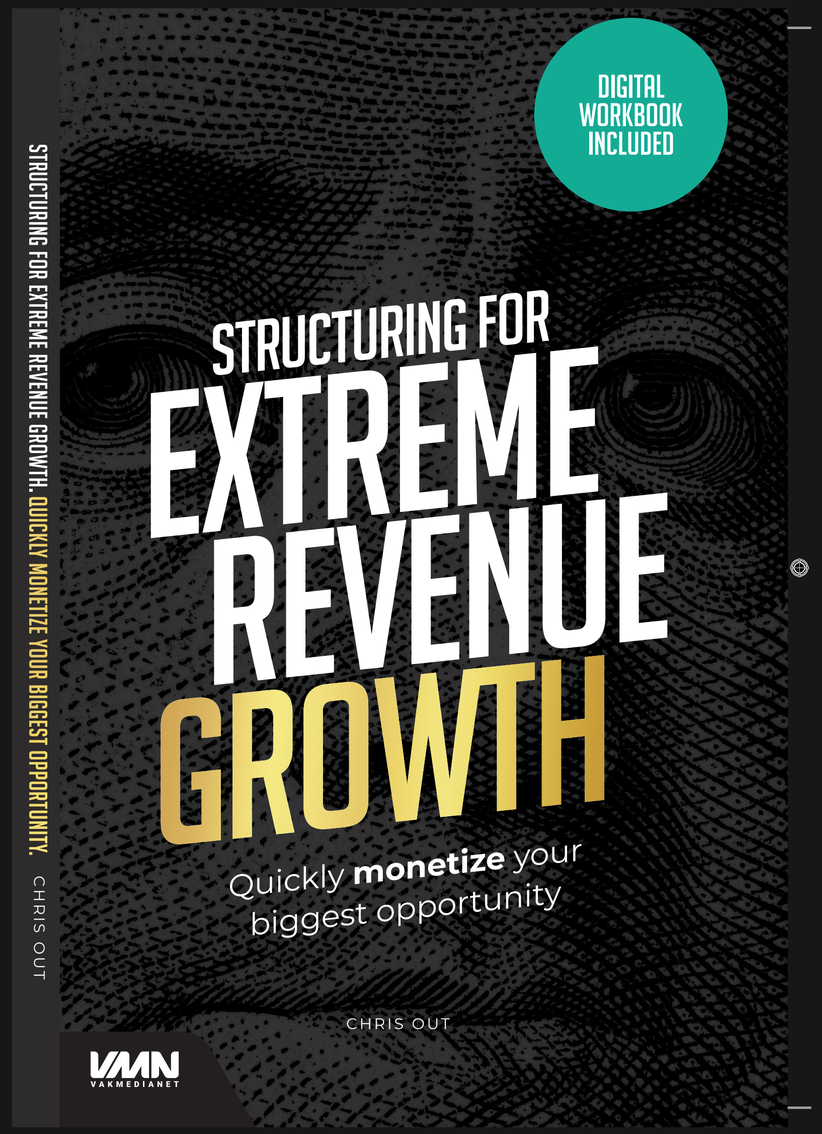
Rabobank, Cisco, ABN AMRO, Singularity University, Talpa, ING, KPMG, PWC, EY, StartupBootcamp, Helloprint, DPG Media

Multiple Golden Dutch Interactive Awards

International Keynote Speaker

Sold Growth Hacking Agency in 2020

I help you monetize the unique growth opportunities in your business



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Go-to-market Challenge



CAC is only going up



Old playbooks don’t work anymore



Slow



Complicated



Forget to leverage what they already have



They don’t see what’s in front of them



But you can increase your speed



Cheaper



More impact



Just do this



Want to know how?

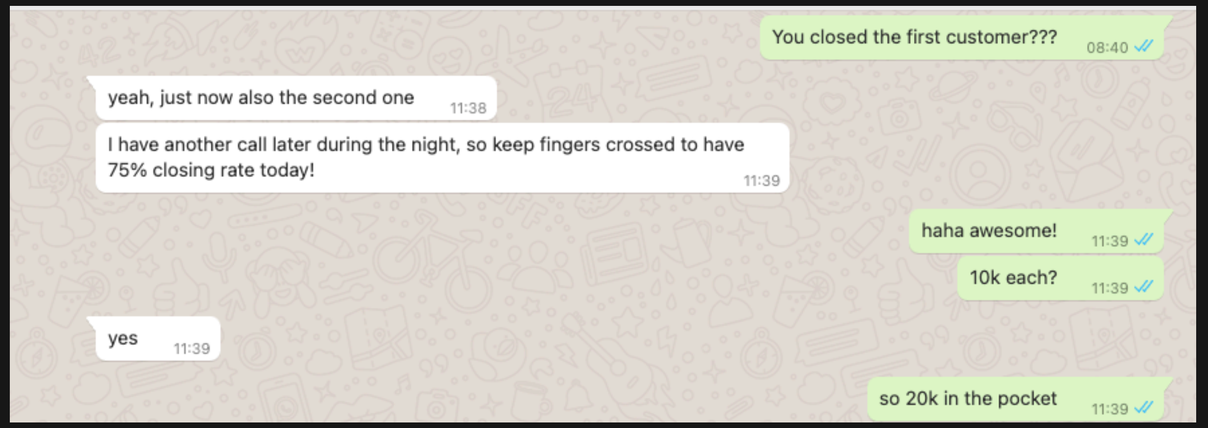


First paying client within 33 minutes



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Going from 497 to a 10k proposition within one month



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Where do you start?



Ecosystem thinking



Ecosystem thinking

Your business is an ecosystem of products and services

- CXL, Wynter, Speero
- A suite of different companies, services and products
- They all have an impact on each others buyer journey
- The first purchase is crucial as the trust you create, creates leverages for follow-up purchases

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Ecosystem thinking

Your business is an ecosystem of products and services

- Almost all companies sell more than 1 product or service or variations
- In an ecosystem they impact each other!
- Best way to visualize and strategize your go-to-market is with a value ladder

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8. Value Ladder

Massively increase the value per user

This growth strategy alone could massively increase your business in 2021. Curious to learn how many people are using it as part of their growth strategy in 2021.

...see more

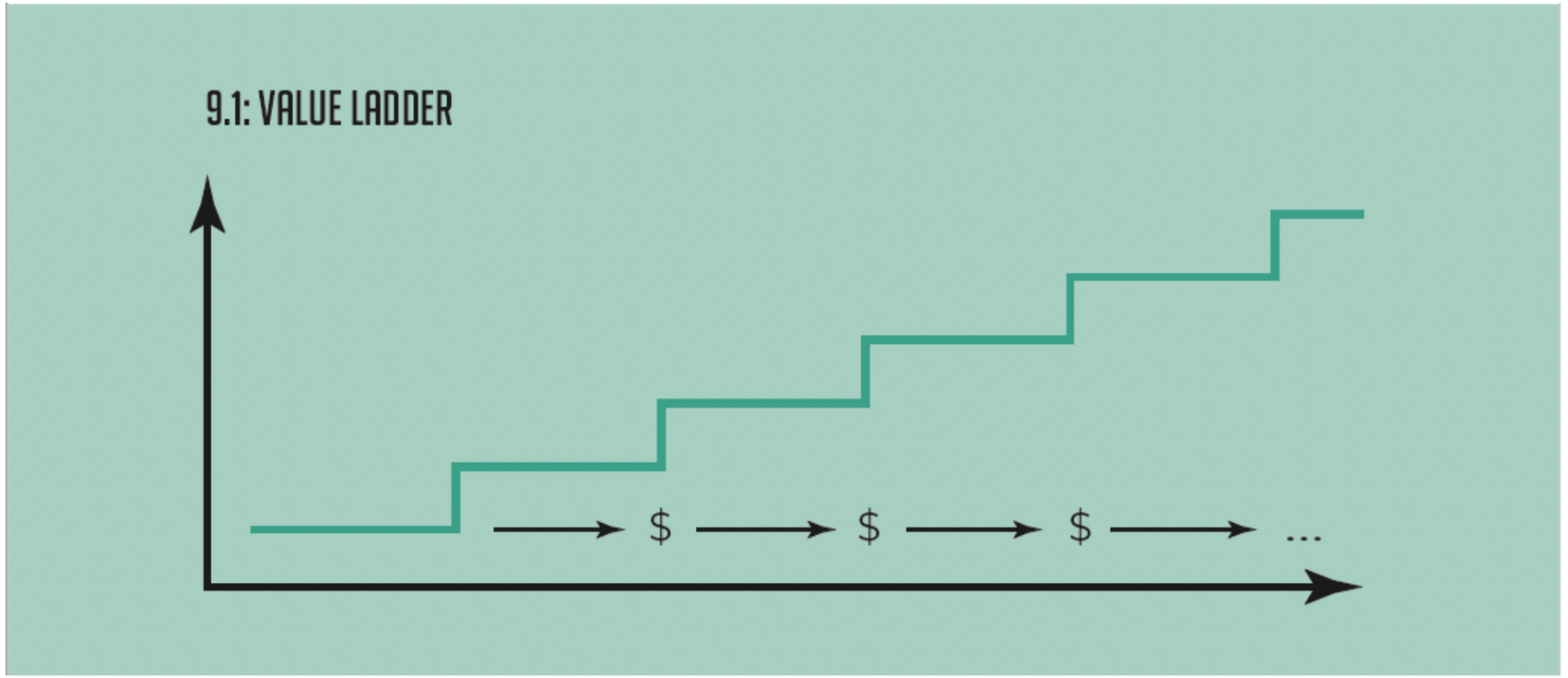


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Value Ladder Ecosystem

Massively increase the value per user

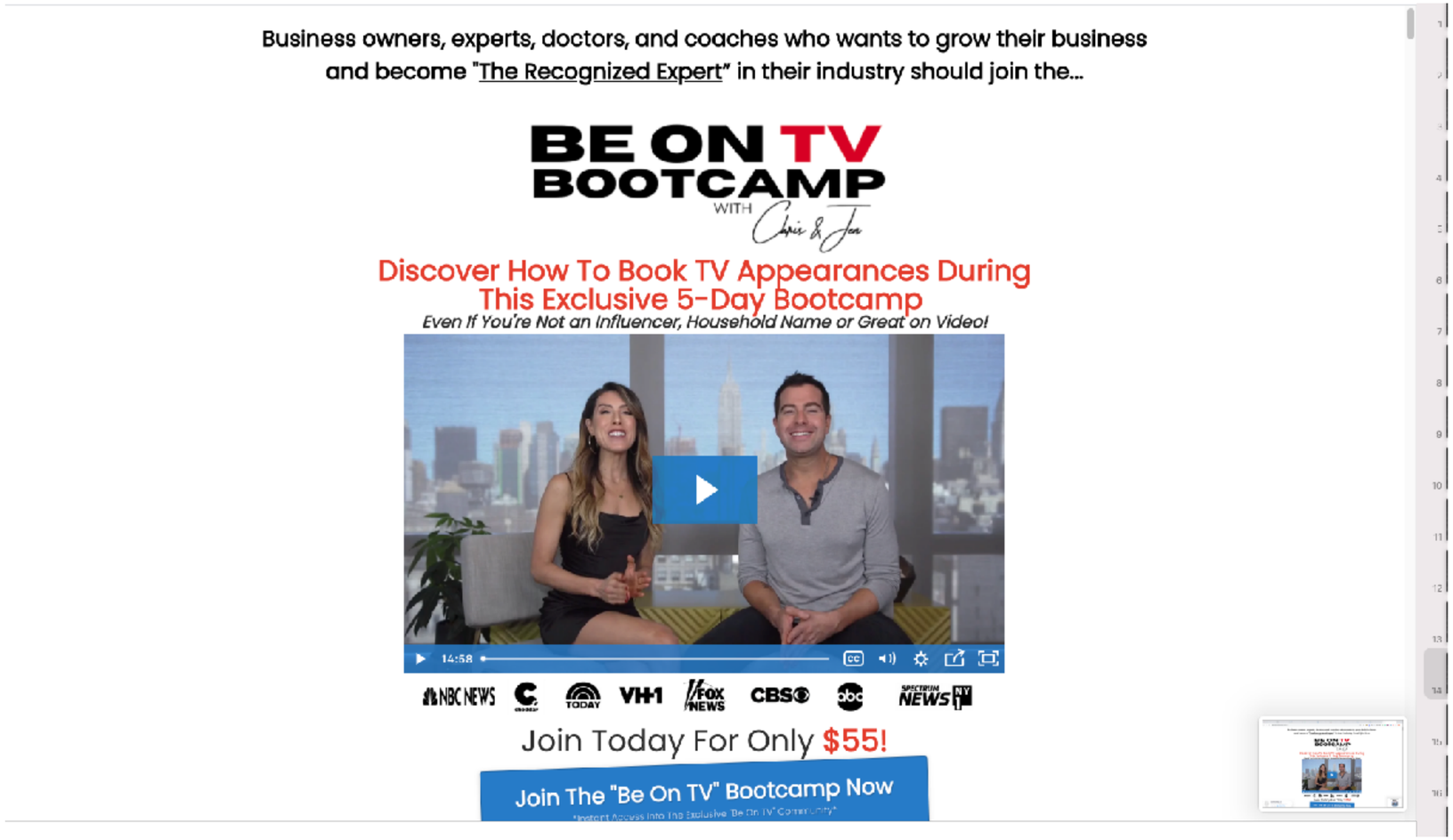
- Offer and services strategically placed in a series that go up in value and price



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Super Connecter Media

How to turn a $55 challenge in $800+ per client within one year



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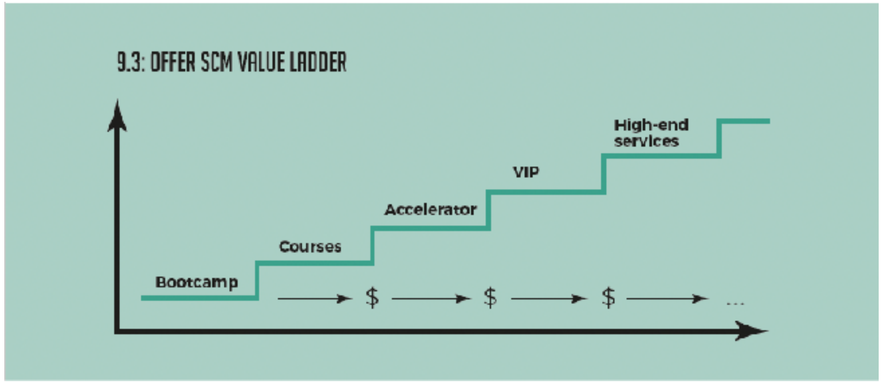
210% customer value on the first sale



Super Connecter Media

How to turn a $55 challenge in $800+ per client within one year

- Front-end Value
  - Be on TV Bootcamp $55 (700)
    - Facebook Group
    - 5 Day of Live Trainings
    - Upsell 1: VIP +$97
      - Access 2 extra calls
    - Upsell 2: + $397
      - Recording Unfair Advantage live - A $5.000 event previously held
  - Average order value per front-end sale 80.840 / 700 = **$115,48**



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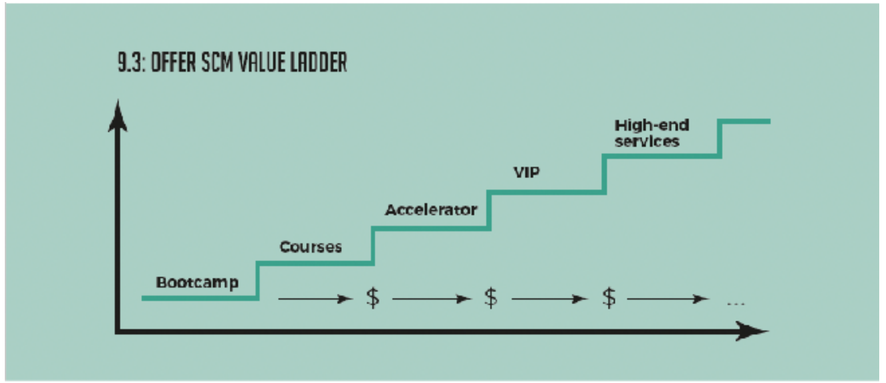
1533% customer value in year 1



Super Connecter Media

How to turn a $55 challenge in $800+ per client within one year

- Front-end Bootcamp 80.840
- Back-end Bootcamp 229.740
- Back-end High-end Services 280.000
- Total: 590.580
- Ratio Front-end vs Back-end 1 - 7.3
- Average Client Value Year 1: 590.580 / 700 = 843,68



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Super Connecter Media

How to turn a $55 challenge in $800+ per client within one year

- **Key insight:**
- They developed their high-end services first and moved downstream in the introduction of new offerings
- They could leverage the ecosystem they already had

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Does this apply to SAAS?



Does this apply to SAAS?

How can SAAS businesses use this?

- Adding or removing access to features up or down the value ladder
- Adding consulting/support services for higher-end offerings
- Stripping away consulting/support for lower-end offerings

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Why is this important for go-to-market strategies?



Your go-to-market should always leverage your ecosystem



Where do you start?



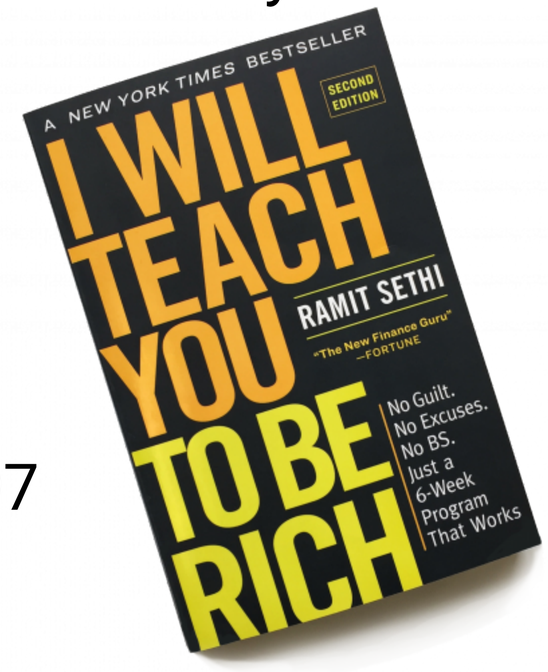
7-Step process



Step 1: Mapping your value ladder

List all your products, starting with the lowest price at the top

- Lead magnet - free tool kit on how to earn more money
- Offer 1 - Book - $19
- Offer 2 - Productivity pack course - $147
- Offer 3 - Earn1k course - $997
- Offer 4 - Six-Figure Consulting course - $7,497



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Step 2: Mapping your value ladder

List the value proposition that each product creates for your customer

- Lead magnet - Free Tactics to earn more money
- Offer 1 - Investment & money-making strategies + tactics
- Offer 2 - Strategies and tactics to become more productive
- Offer 3 - Earn $1000 per month on the side
- Offer 4 - Earn 100K+ per year

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Step 3: Mapping your value ladder

Assess your value ladder

- Does it follow a logical progression?
- Are the jumps in value logical?
- Is the jump in price logical?
- Does each step have a strong price/quality ratio?
- Is the sequence set up so that a lower product **opens up the desire** for the next product?
- Are you missing products on your value ladder?

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Step 4: Mapping your value ladder

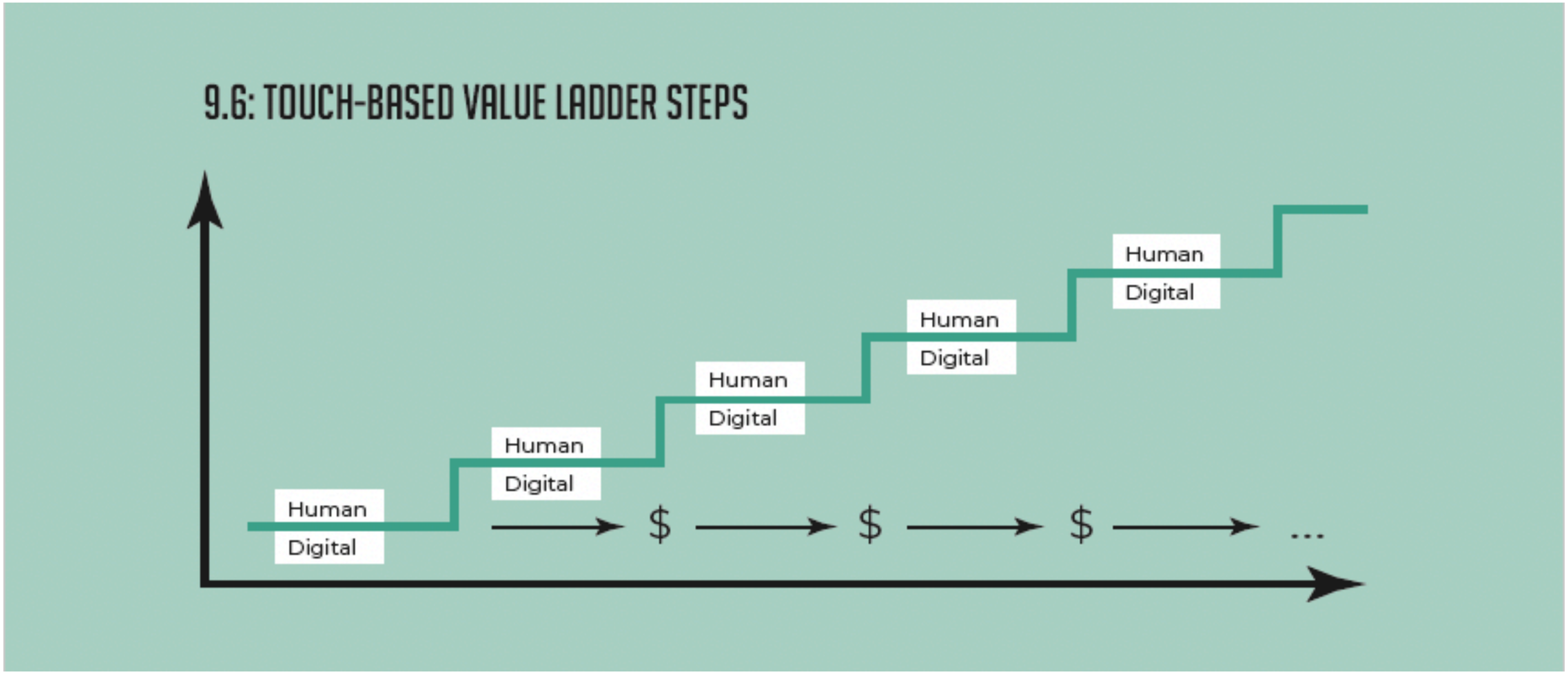
Derivative thinking

- **Derivative**: Something which is based on another source
- An online course is a derivative from a workshop
- A lead magnet is a derivative from:
  - Story that resonates in 1-on-1 coaching
  - Story that resonates in sales meetings
- A SAAS feature can de a derivative from a consulting process
- **Key mindset:** What's working really well already and how can you create derivatives from that?

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Step 5: Mapping your value ladder

Touch differentiation



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Step 5: Mapping your value ladder

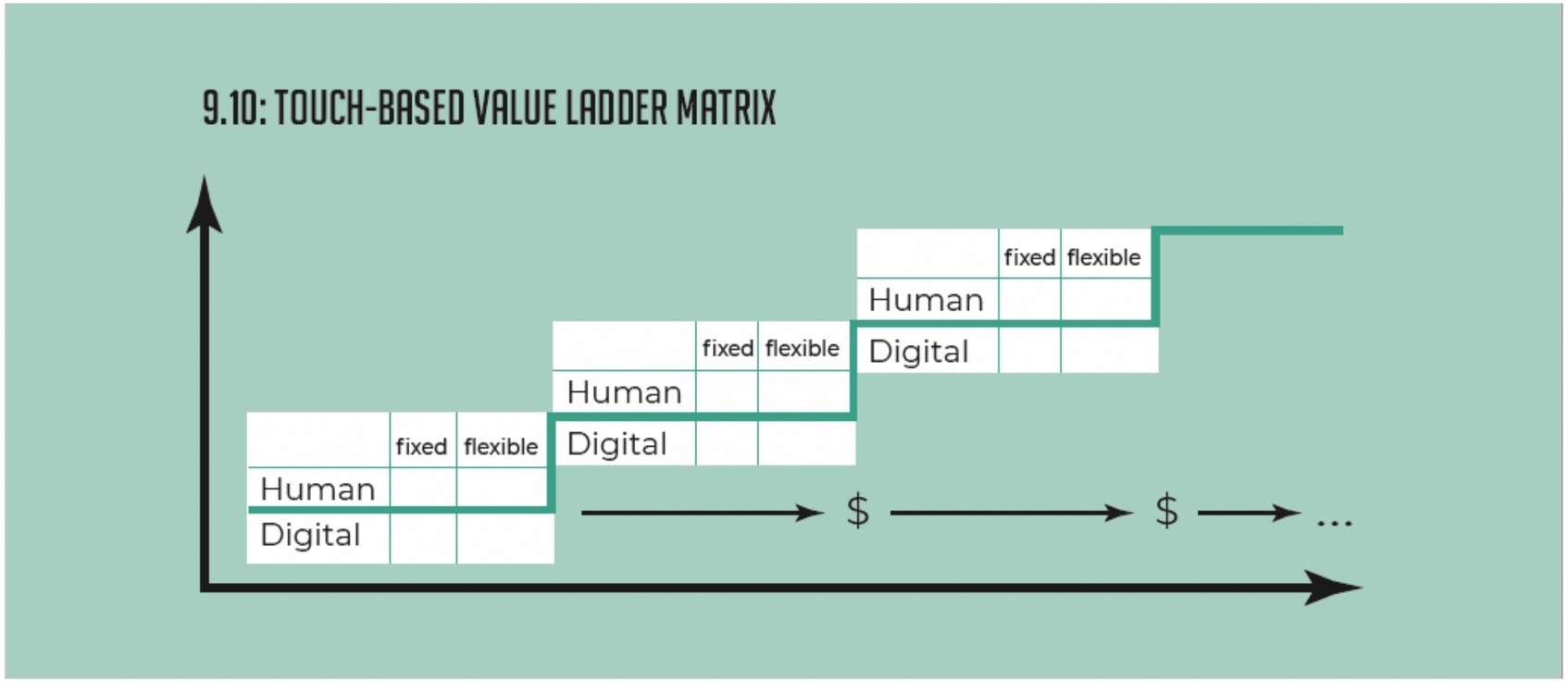
Touch differentiation

- **Human:** touchpoint in the customer journey that needs to be performed by a human
- **Digital:** touch that is performed by a digital layer on the website or as part of a product experience
- **Goal:** To find the optimal mix for each step to increase ROI!

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Step 5: Mapping your value ladder

Touch differentiation



Step 6: Mapping your value ladder

Implementation speed

- **Fixed:** hard to change within 30 days. Relatively high production costs.
- **Flexible:** can be changed within a sprint cycle of 2 weeks. This means that one or more iterations can be tested in each business cycle.

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Step 7: Mapping your value ladder

Go-to-market with reinventible assets

- You need to make sure that when you build something and it doesn’t work as intended, you are **able to repackage or repurpose it** so that it can be useful in another context in your business.
- Everything that you build needs to be set up in a modular way

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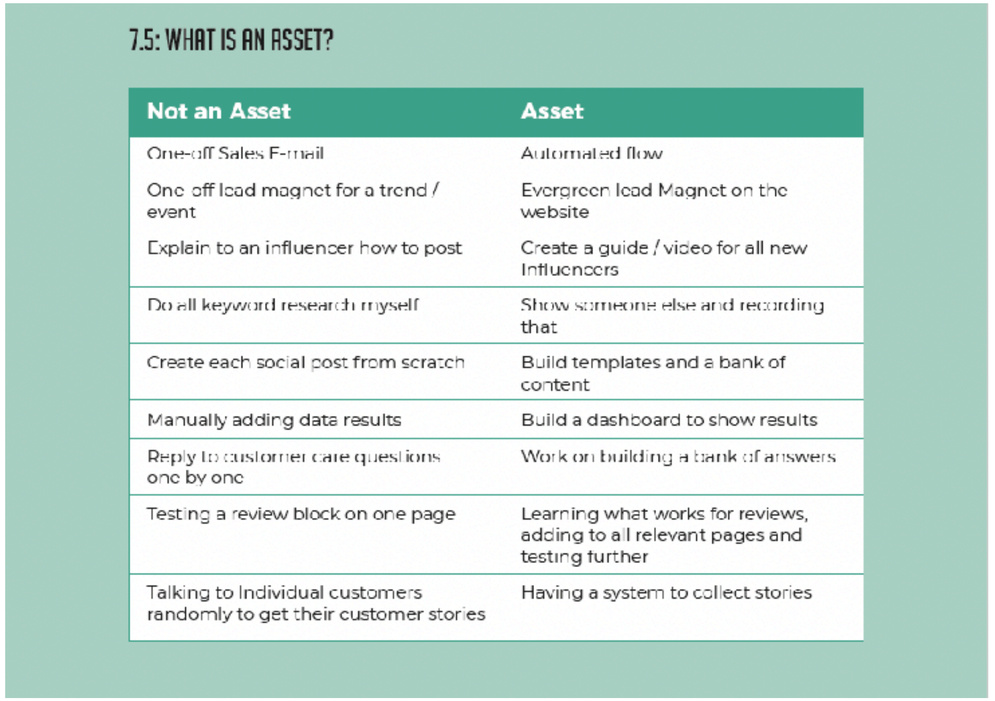
Modular asset building



Modular Asset Building

What is an asset?

- A combination of processes & systems that can run without your day to day involvement
- When it works it's part of the always-on layer of your business



7.5: WHAT IS AN ASSET?

Not an Asset	Asset
One-off Sales E-mail	Automated flow
One off lead magnet for a trend / event	Evergreen lead Magnet on the website
Explain to an influencer how to post	Create a guide / video for all new Influencers
Do all keyword research myself	Show someone else and recording that
Create each social post from scratch	Build templates and a bank of content
Manually adding data results	Build a dashboard to show results
Reply to customer care questions one by one	Work on building a bank of answers
Testing a review block on one page	Learning what works for reviews, adding to all relevant pages and testing further
Talking to Individual customers randomly to get their customer stories	Having a system to collect stories

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Modular asset building

How to build modular assets

- Which asset has the highest reinvention potential?
- **Information business**
  - Intense -> Book can be turned in blog posts, social media posts, keynotes etc
  - Easy -> Series of blog and social media posts turned in a book
- **SAAS**
  - Start with consulting and digitize human touches
  - Start with a digital feature and increase value with adding human touch

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To remember

1. Go-to-market within an eco system
2. Leverage digital and human touch
3. Always Build with repurposing in mind

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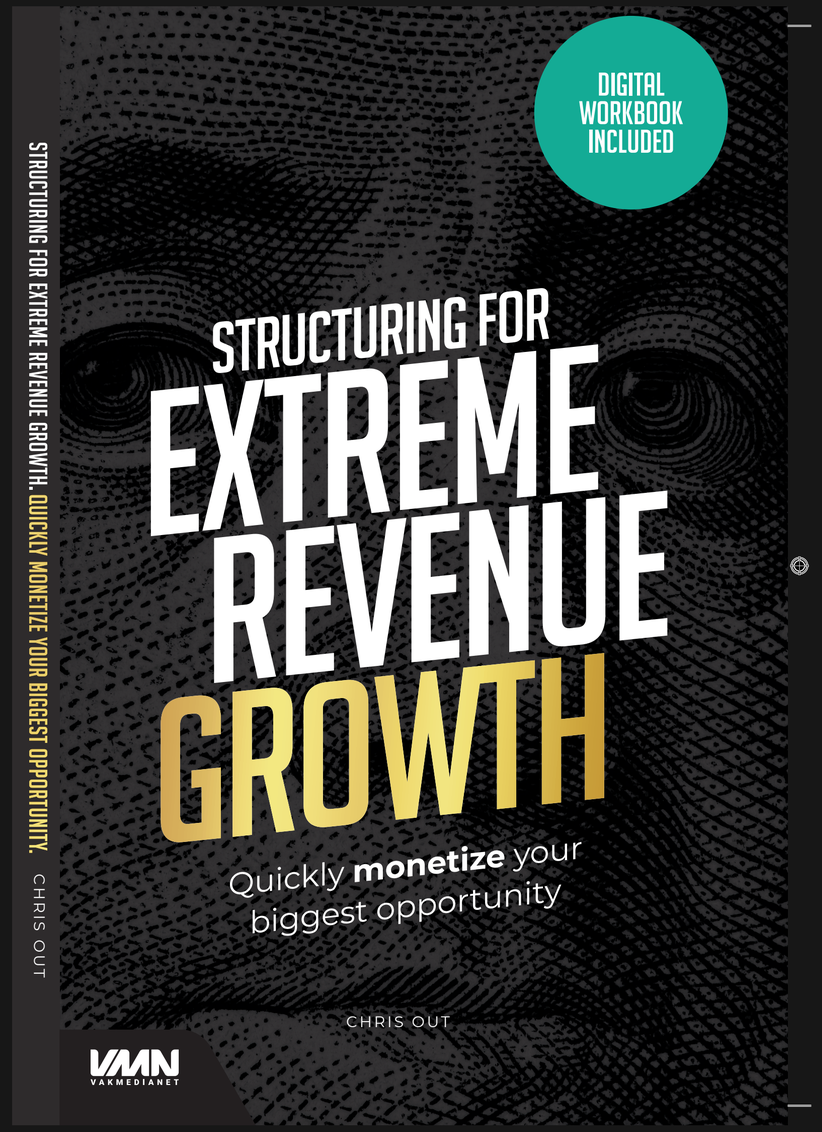
"Companies are after growth, but disillusioned with hacks. This book deconstructs growth to its essence, helps connect strategy and experimentation, and provides a structure for extreme revenue growth."

– Peep Laja, CEO at Wynter and Speero

"This is a must-read for every SAAS business, as Chris shows exactly how you can achieve extreme revenue growth by strategically using human and digital touch in new ways."

– Sujan Patel, Co-Founder at Mailshake | Managing Director at Ramp Ventures

Launching October 22nd, 2021
amazon.com



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Let’s connect on Linkedin!

Chris Out



Questions?



Questions

Feel free to reach out when you've got any questions!

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