

Product Ladder Builder: Flipping 50® Business Flight Plan

Build or Refine Your Offers for a Profitable, Purpose-Driven Business

Your products are how you create transformation — and revenue.

This worksheet helps you clarify, refine, or build a product ladder that supports your mission, provides value, and keeps your business in the air.

1 Audit Your Current Offers

List your existing products or programs and place them on the ladder.

Offer Name	Price Point	Free / Low Ticket / High Ticket	Transformation Promise
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2 Craft or Refine Your Product Promise

Fill in the blank using this framework for EACH product (they may be the same if your freebie congruently flows to low ticket and high ticket offers):

We help [WHO] get [RESULT] without [THING THEY HATE].

Prompt:

- WHO: Who is your ideal customer?
- RESULT: What transformation do they truly want?
- THING THEY HATE: What are they tired of doing or trying?

Your Product Promise Statement:

We help _____
get _____
without _____.

3 Design or Improve Your Low-Ticket Entry Offer

Low-ticket offers are the bridge between free and high value. They help new customers build trust and experience small wins.

Questions to Answer

Your Notes

What specific *problem* does this solve? (that an ideal customer is AWARE they have)

What *small transformation* does it deliver quickly?

What's the *ideal price range*? (\$17–\$47 typical)

How will it lead to your next offer?

Offer Name: _____

Promise: _____

4 List 3 Pieces of Proof You Already Have

These could be screenshots, testimonials, metrics, before/after stories.

Type of Proof

Description / Source

5 Next Steps You Can Take This Week

Check 1–2 things to move forward right now:

- ☒ ___ Audit your product list
- ☒ ___ Identify gaps in product list
- ☒ ___ Refine the promise of your core offer
- ☒ ___ Create or outline your low-ticket offer
- ☒ ___ Ask past customers for testimonials
- ☒ ___ Create a flow from one offer to the next

Once you have the freebie>low ticket>high ticket flow, move on to Advanced questions.

Advanced Things to Consider:

Do you put a bubble around your opt ins while they go through automation?

Do you make an offer a specific number of times before trying a down sell?

Do you offer an upsell for each step of buy in?