

The 10X Perceived Value Formula - Checklist

✓ Understand Perceived Value

- Recognize that buyers make decisions based on *perceived* value, not just actual product features.
- Study how premium brands use perception to justify higher pricing.

✓ Break Down and Stack Your Offer's Value

- List out **every** feature and benefit included in your offer.
- Assign a **specific dollar value** to each component.
- Highlight the **total value** before revealing your actual price.

✓ Use Psychological Triggers to Increase Perceived Value

- Apply **scarcity and exclusivity** (limited spots, one-time offers).
- Leverage **social proof** (testimonials, case studies, influencer endorsements).
- Showcase **authority and credibility** (certifications, awards, expert endorsements).

✓ Position Your Offer as a Premium Solution

- Improve **branding and presentation** to make your product feel high-end.

- Frame your offer using **persuasive storytelling** to create emotional appeal.
- Avoid words like “cheap” or “discount” – use **"special offer"** or **"exclusive deal"** instead.

✓ **Make It a No-Brainer Decision**

- Offer **bonuses** that complement the main product.
- Create a **risk-free guarantee** to remove hesitation.
- Use urgency-driven incentives like **limited-time pricing** or **fast-action bonuses**.

✓ **Contrast Price with Value to Strengthen the Deal**

- Show the **original value vs. the discounted price**.
- Reinforce why the investment is a fraction of the total worth.
- Use phrases like **“Normally \$2,997, but today only \$497”**.

✓ **Simplify the Buying Decision**

- Ensure your **checkout process is seamless and easy**.
- Clearly state **what happens after purchase** (instant access, next steps, confirmation email).
- Use strong **call-to-action buttons** with clear instructions like “Claim Your Spot Now.”

By following this checklist, you’ll transform your offer into an **irresistible deal** that feels 10X more valuable—without having to change the product itself!