

The 10X Perceived Value Formula - Worksheet

1. Identify Your Offer Components

List everything included in your offer (courses, videos, templates, coaching, bonuses, etc.):

2. Assign a Perceived Value to Each Component

Write down how much each item is *worth* (not what you're charging, but what it would cost separately):

Total Perceived Value: \$_____

3. Create a Value Stack

Reframe your offer to highlight what buyers get:

- **Main Offer:** _____ (\$_____)
- **Bonus #1:** _____ (\$_____)
- **Bonus #2:** _____ (\$_____)

- **Bonus #3:** _____ (\$_____)
- **Exclusive Perk:** _____ (\$_____)
- **Total Value:** \$_____
- **Your Price:** \$_____

4. Enhance Perceived Value Using Psychology

How can you add:

- **Scarcity (Limited spots, one-time offer, deadline)?**

- **Social Proof (Testimonials, case studies, influencer endorsements)?**

- **Authority & Credibility (Certifications, expert backing, media features)?**

5. Make It a No-Brainer Decision

- What type of **risk reversal or guarantee** can you offer?

- What **urgency incentive** will encourage fast action?

- What **strong call-to-action** will make it easy to say YES?

By completing this worksheet, you'll have a **clear framework** for making your offer feel 10X more valuable—without changing the core product!