JFDI with Bon Even if you're ONLY targeting 1-on-1 buyers, you have to **Progressive Offers** have something at the bottom of the triangle to build trust for High-cost. Hierarchy imited slots. that high-end offer! Better still. 1-on-1 have something between the bottom and top of the triangle to be sure you're attracting buyers with your freebies! Offer it as a deeper dive of the low-touch membership. Application-only adds prestige. **Small Group Membership** Build it once and update it occasionally. Stay active in the comments if possible. Recurring revenue becomes predictable income! Low-Touch Membership • Largely Automated Fill it with value. Offer it at a no-brainer price. Convert non-buyers into buyers! **Tripwire** • Low-Cost • Pure Passive • Automated Delivery

> Keep it simple! Make it irresistible. Build the KLT factor (know-like-trust).

Freebie • Lead Magnet • Opt-In Bonus • Automated + Upsells or Engagement

JFDI with Bon Progressive Offers Hierarchy

Bonnie Gillespie's woo-woo offer examples, Q2 2024.

Year-long mentorship with monthly calls, PDFs. GUIDED CHART HARMONY (\$1111/yr.) Single sessions also available (\$500/hr.)

> Monthly Zooms, PDFs, deep dive hot seats. LIVE YOUR CHART (\$88/mo.) Member discounts on pop-up offers.

Small Group Membership

1-on-1

Mini-courses + monthly delivery of calendars, billed annually. Most popular = CHART HARMONY CALENDAR (\$44/yr.)

Low-Touch Membership • Largely Automated

PDFs, on-demand courses (audio + slides), workbooks. Most popular = 44 DAYS WITH VENUS (\$44)

Tripwire • Low-Cost • Pure Passive • Automated Delivery

Many free webinars at Teachable, all available on-demand. Most popular = WHAT YOUR BIRTHDAY SAYS ABOUT YOU

Freebie • Lead Magnet • Opt-In Bonus • Automated + Upsells or Engagement



