

# Recurring Revenue Package Builder™

Name

Date

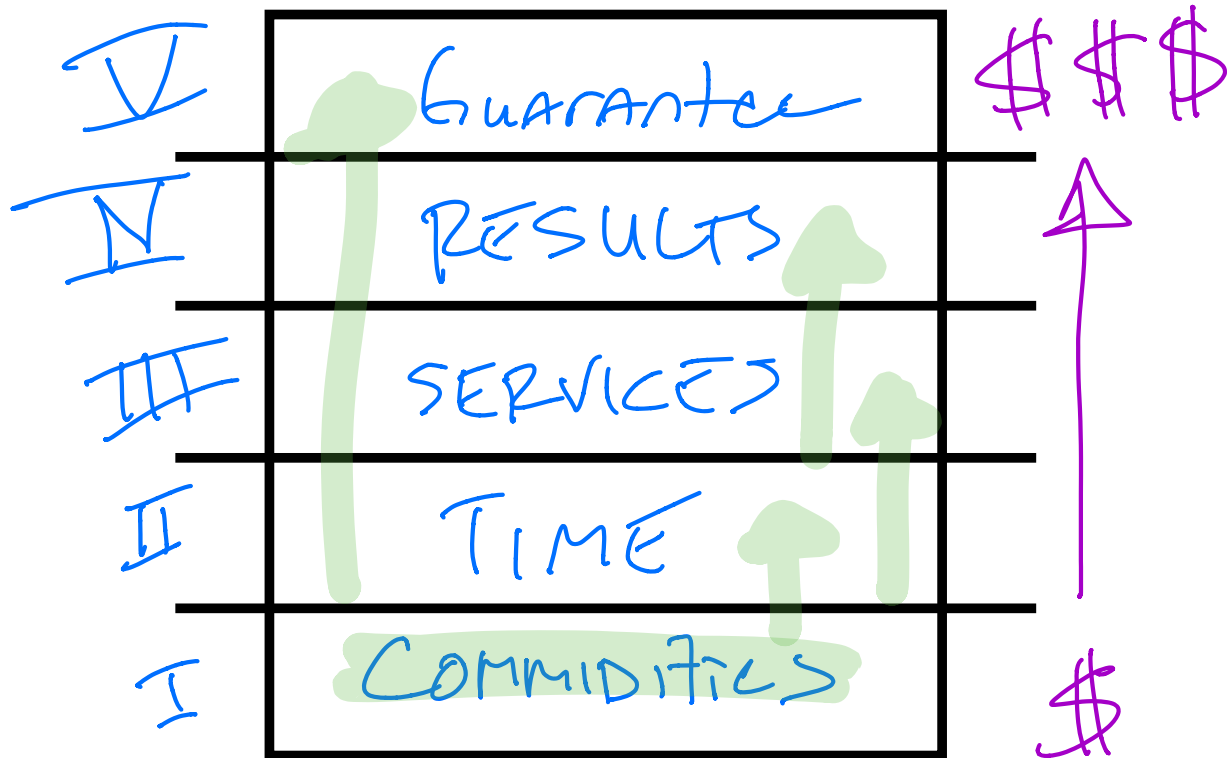
Notes • Questions

Takeaways

Actions

Communications

# Recurring Revenue Package Builder™ - The Recurring Value Ladder™



# Recurring Revenue Package Builder™ - Unpack Your Possibilities

## SERVICES

What services, skills, products, and value could you offer your clients ongoing?

Website Design

SEO

Hosting

Social Media management

Digital marketing (general)

Email marketing

Graphic design

3-5

## OUTCOMES

What problems, frustrations, solutions, and outcomes do your clients want ongoing?

Need leads

Website frustrations

Ongoing content marketing

updating website

Plugin updates

Security patches

Manage social profiles

Help with existing sales

## COMPELLING

What can you offer your clients ongoing that would make your package(s) irresistible?

Free month

Money back guarantee

Bonus workshop

Bonus deliverables

Like... free website, ad dollars, extra content, etc



# Recurring Revenue Package Builder™ - Unpack Your Possibilities

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## OUTCOMES

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## COMPELLING

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UACADEMY

# Recurring Revenue Package Builder™ - Client Ascension

## High-Level Ideal Client

Describe your idea client (market demographic, geographic, and psychographic)...

Restaurants doing \$1m+ based in Denver, CO that want to book more reservations, get more repeat customers, and grow their email list.

	LEVEL I	LEVEL II	LEVEL III
WHO	Brand new restaurant	Existing restaurant that's plateaued and wants to grow	Fast growth restaurant that wants to dominate market
OUTCOME	Needs core marketing assets and early stage market. Start email list, optimize SEO, content marketing.	Leverage existing assets. Find the bottleneck. Identify opportunities for growth and scale marketing that works.	Multi-channel growth approach. Run content marketing, email, and ad engine to get more reservations.
VALUE FRAME	Online business in a box	Breakthrough plateau. value gap between where their business is stuck and where they want to be.	Value of desired growth goals... number of reservations, email list, gift card sales, additional locations, etc

\$1m for 3 years → } \$1m/yr  
\$2m over 3-5 years

# Recurring Revenue Package Builder™ - Package Planner

	PACKAGE I	PACKAGE II	PACKAGE III
NAME	Starter	Accelerator	Growth
FEATURES	Website On-site Optimization Monthly Website Updates Monthly SEO Hosting	Starter Plan + Dedicated Account Manager Monthly Email Marketing 2x Monthly Social Media 4x 2 Blog Posts per Month	Accelerator + Dedicated CMO Calls Paid Traffic Management 2 Additional Blogs 4 Additional Emails Manage 2 Locations Sell products online
BENEFITS	Get online quickly Start generating website traffic Peace of mind Dedicated web partner	Book more reservations Grow email list Increase repeat business	Scale reservation bookings Rapidly grow email list Monetize list via gift cards
PRICE	\$1,000 per month	\$2,000 per month	\$5,000 per month

min commitment

\$5k  
~~\$10k~~ + \$2k/m

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	LEVEL I	LEVEL II	LEVEL III
WHO			
OUTCOME			
VALUE FRAME			

# Recurring Revenue Package Builder™ - Package Planner

	PACKAGE I	PACKAGE II	PACKAGE III
NAME			
FEATURES			
BENEFITS			
PRICE			



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