

7 DAY PRODUCT CHALLENGE

DAY #5: PRODUCT PACKAGES

This is reiterating some of the steps we went through in the 7 Day Pricing Challenge but, I want you to map out what your core products look like that lead on from your breakthrough session.

Q1. Go through and name each of your 3 core products e.g. *Bronze, Silver & Gold* or *Fearless, Professional & Intensive*

Q2. Next give each of those products some features. Ideally the features from Product A should feature in Product B and so forth.

Q3. Finally, give each core product a price.

Product A	Product B	Product C
1.	1.	1.
2.	2.	2.
	3.	3.
	4.	4.
		5.
		6.
£ _____	£ _____	£ _____