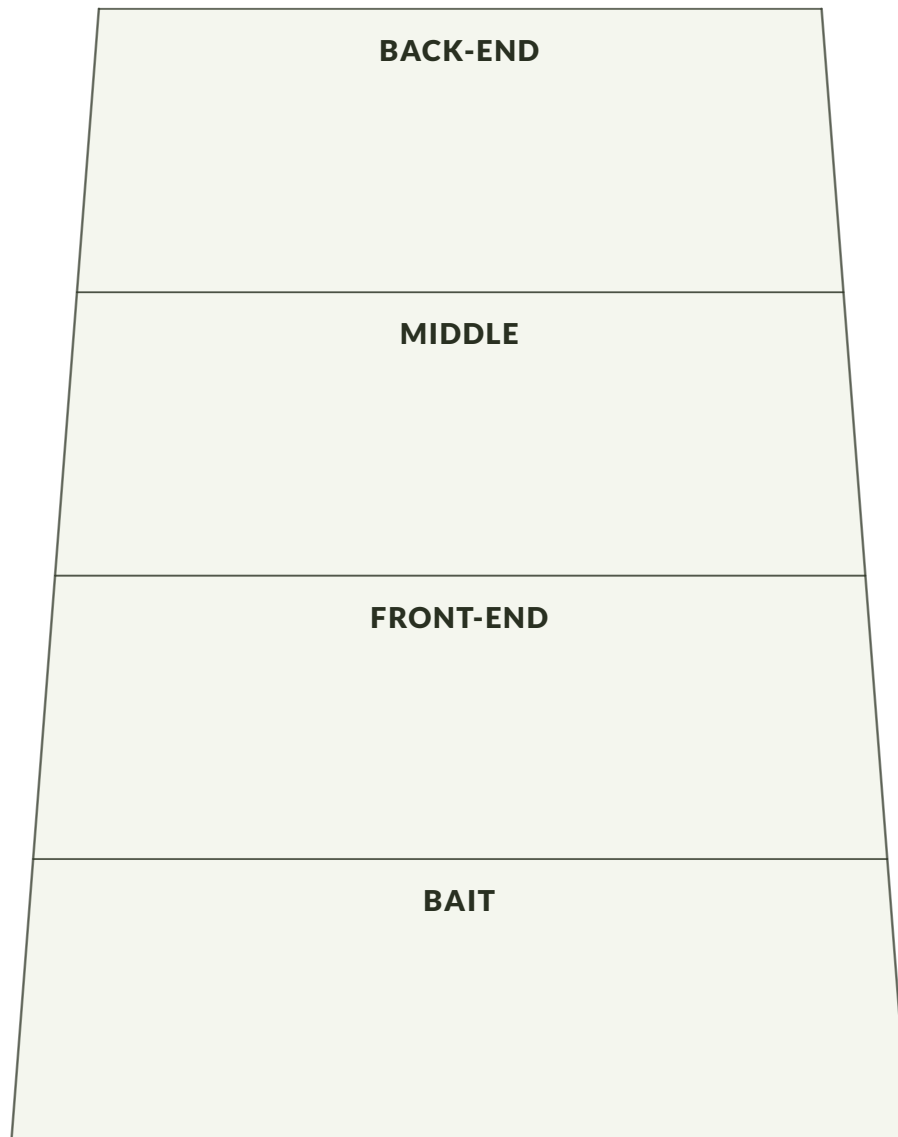


# Value Ladder

An offer-architecture tool: a staircase of offers from a cheap first yes to the premium back-end, ascending customers step by step. Origin: Russell Brunson



● **BAIT**: Low-risk first step.

● **MIDDLE**: Next level of value.

● **FRONT-END**: Core entry product.

● **BACK-END**: Premium high-ticket offer.