
THE MTT LADDER-PREP FRAMEWORK™

Use this worksheet and training to write or script confirmation page or email copy.

Seed the next step in the value ladder so leads know when to become customers and customers know when to upgrade.

The MTT Ladder-Prep Framework

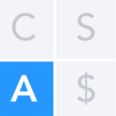
COPY SCHOOL
PROFESSIONAL

THE VALUE LADDER	MATCH	TRIGGER	TEASE
Lead Magnet: The Perfect No-Pitch Webinar Template	Hey you've just snagged a free copy of the no-pitch webinar template we've used in some of our highest-converting webinars.	Once you've filled in that template and used it JUST ONCE, you'll be ready for the next step in generating six or even seven figures with your webinar...	That next step will be our 30-min workshop on how to run a webinar that's sure to convert - even if it's your second webinar ever... But for now!
Tripwire: \$7 Workshop on How to Run a Webinar That Converts	So cool - you're in our workshop on how to run a webinar that converts. This is fantastic for businesses like yours because ____.	TEASE: And if you're anything like me, you're so pumped about this workshop that you're already thinking about what's next. And I will tell you all about that...	TRIGGER: But before you can unlock the incredible next stage, here's what needs to happen first: you need to see the slide that looks like this: ____. That's when you'll know you're ready...
Starter Product / Service: \$997 for 3-Day Workshop Summit	We can't wait to see you in our 3-day workshop summit, starting on ____. You are going to love X, Y and Z about it...	This workshop is guaranteed to generate at least \$25,000 for you the first time you run it. And when that happens, here's what that will tell you.	The best of the best will be ready to pour fuel on that fire. If you've made \$25K, you're among the best, and you need to stay tuned for our next-level training. But for now!
Intermediate Product / Service: \$12,000 for 3-Month Done-With-You Mastermind	You're in! We start ____ and here's what major life improvement this is going to give you: _____. In 3 months, you'll have a webinar funnel running.. a sales team selling... appointments booking like clockwork...	You'll get a taste for six-figure launches. You'll see a seven- or eight-figure goal-line ahead. And after six months of that, you're going to want what's next...	That's where our Eight Figure Business Coaching Program will come in. This is only open to businesses generating over \$1M with webinar funnels. It's a goal to work toward!

BEGINNER

INTERMEDIATE

ADVANCED



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THE VALUE LADDER	MATCH <i>Their enthusiasm for what they've just done / signed up to do.</i>	TRIGGER <i>Tell them what will happen in their lives that will be a sign for them to take the next step.</i>	TEASE <i>Tease and build anticipation for the next step, which is the next rung on your value ladder.</i>

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