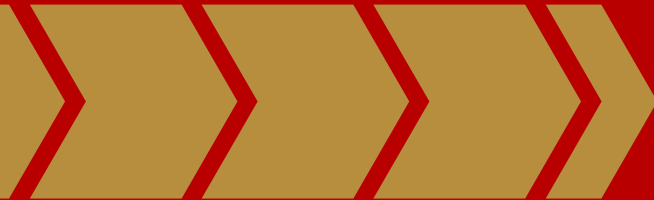


FIRESTARTER FORMULA[®]

A FORMULA FOR TURNING
STRANGERS INTO RAVING FANS





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JUST 3 QUICK QUESTIONS



Would you benefit from:

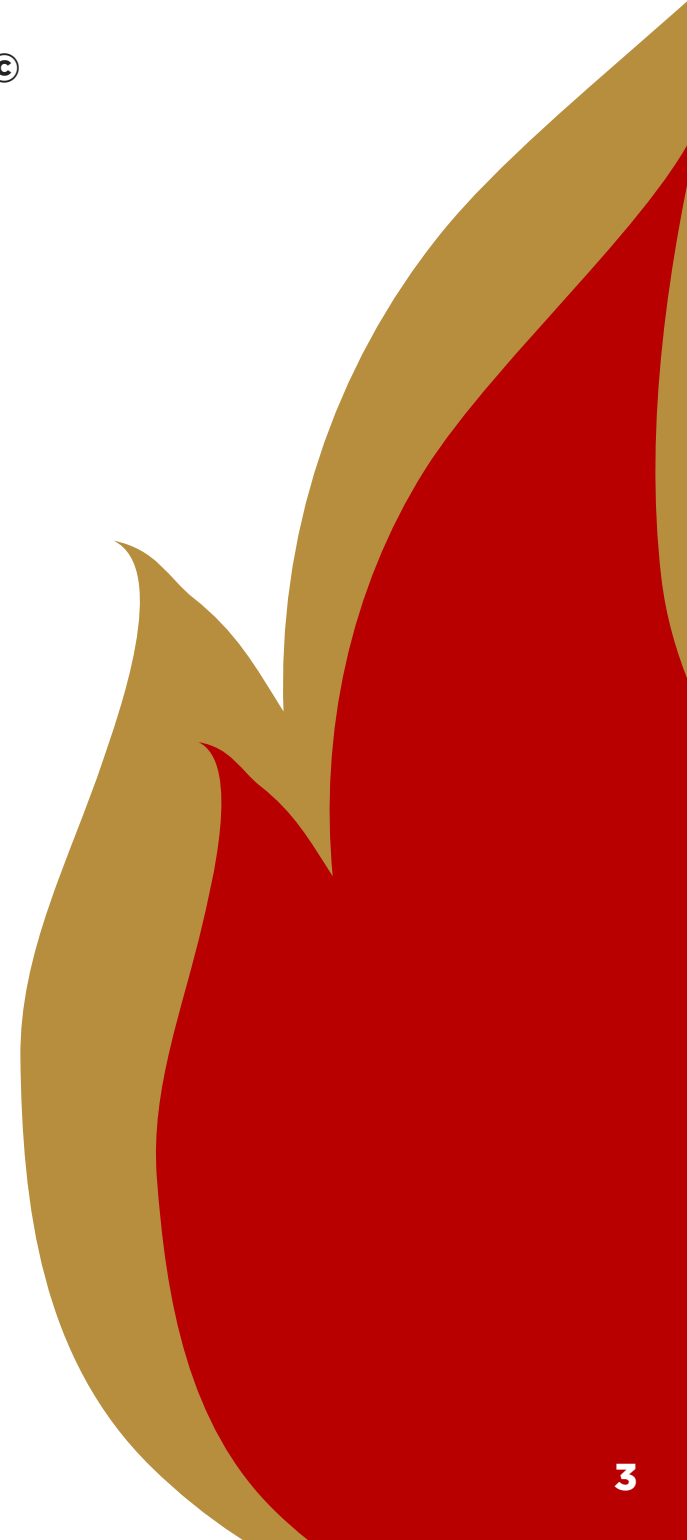
- ***Growing*** your business and saving time in the process?
- ***Filtering*** out less favorable clients and attracting your ideal ones?
- ***Educating*** potential clients on the value you bring before you meet with them?

These 3 benefits are possible by having your own book!



The Firestarter Formula[®] will show you:

- A **PROVEN FORMULA** FOR TURNING COLD PROSPECTS INTO RAVING FANS.
- WHY A **VALUE LADDER** IS THE KEY TO YOUR BUSINESS SURVIVAL AND SUCCESS.
- HOW TO INCREASE YOUR **INFLUENCE, IMPACT,** AND **INCOME.**





SUCCESS IN BUSINESS HINGES ON 3 THINGS:



Attracting the right people.



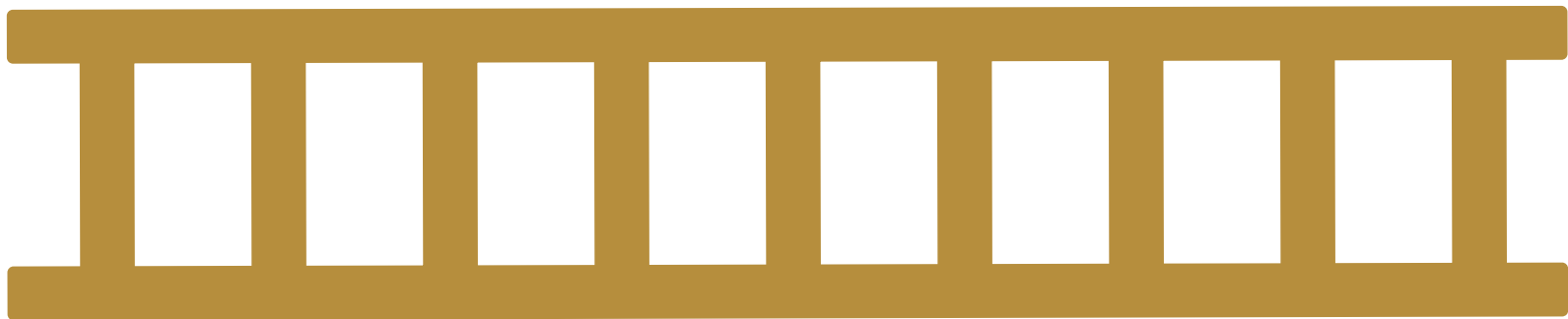
**Starting the prospect on a
buyer's journey.**



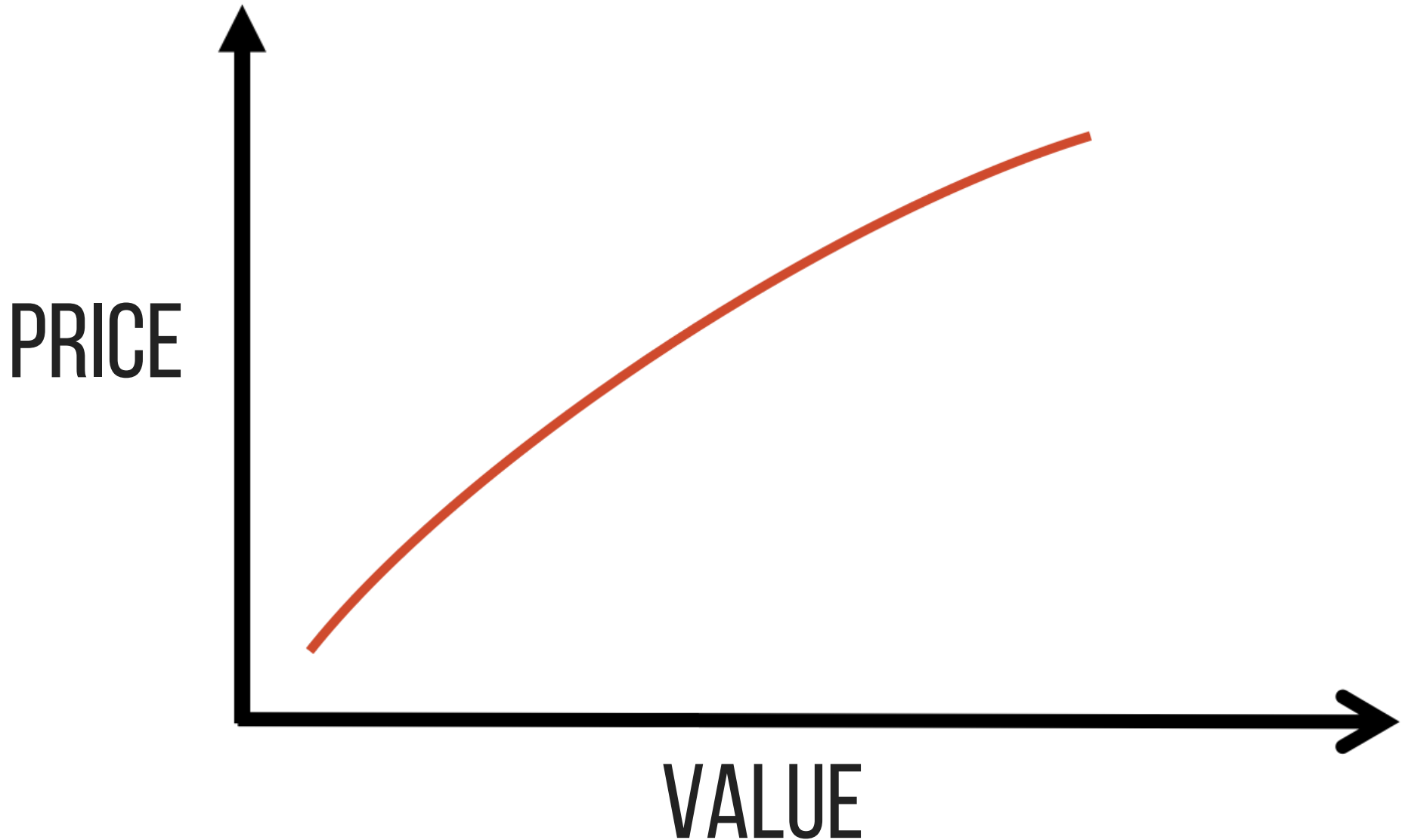
**Moving your customers into
higher-margin products and
services.**

To do this,
YOU NEED A VALUE LADDER.

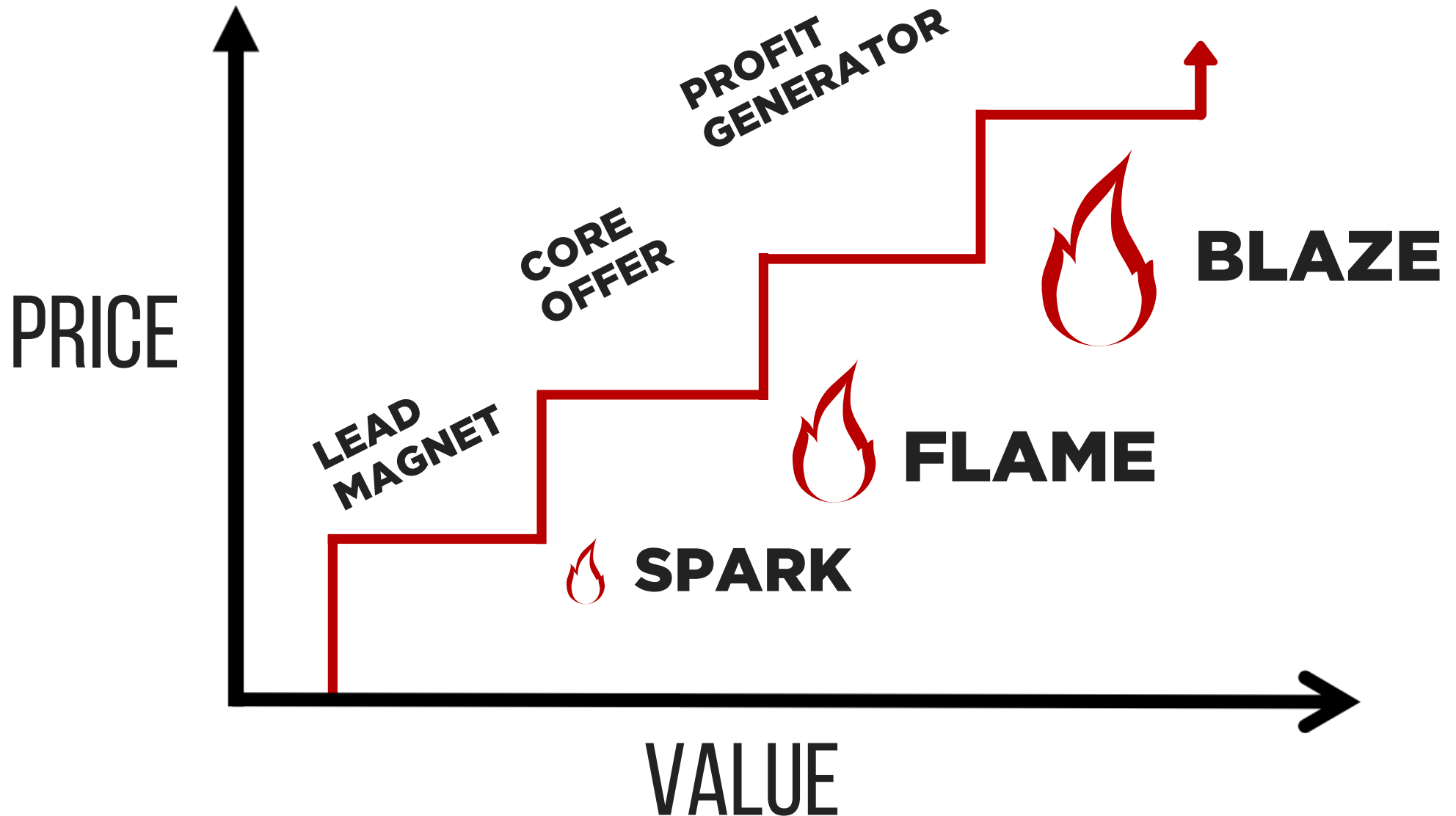
A predetermined pathway for your clients to follow, designed with an ultimate outcome for your clients to experience



Your Value Ladder is the journey you want your ideal customer to take:

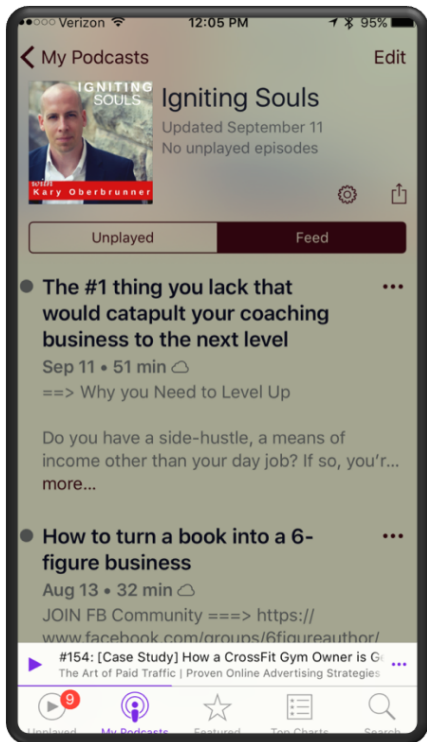


A **Value Ladder** walks the customer through a series of offers that relate to where they are in the journey:



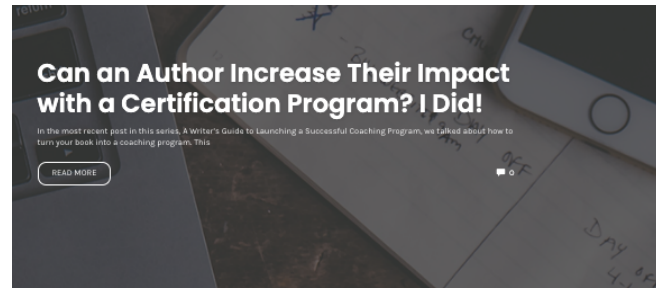
What is a **SPARK?**

Podcast



Free Webinar

- AN INITIAL CONTACT POINT WHERE STRANGERS GET TO INTERACT WITH YOU AND YOUR BRAND.
- HIGH PERCEIVED VALUE AT NO/LOW COST TO THEM.
- USED TO SPREAD BRAND AWARENESS AND GENERATE LEADS.



6 Tricks to Increase Your Influence with Facebook Groups (What Other Authors WON'T Tell You)

In 2020, lives around the world changed as we felt the far-reaching effects of the pandemic. These potentially detrimental effects were no different for authors. Live events got cancelled. Conferences were rescheduled or postponed. Book signings became impossible with the new social distancing rules. From essential industries all the way down to the publishing industry, things changed drastically.



Blog Post

Discover if your life is getting hacked.

UNHACKABILITY
ASSESSMENT

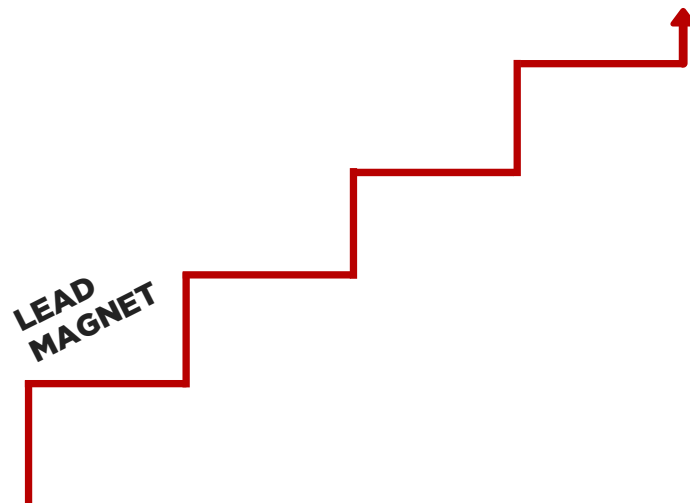
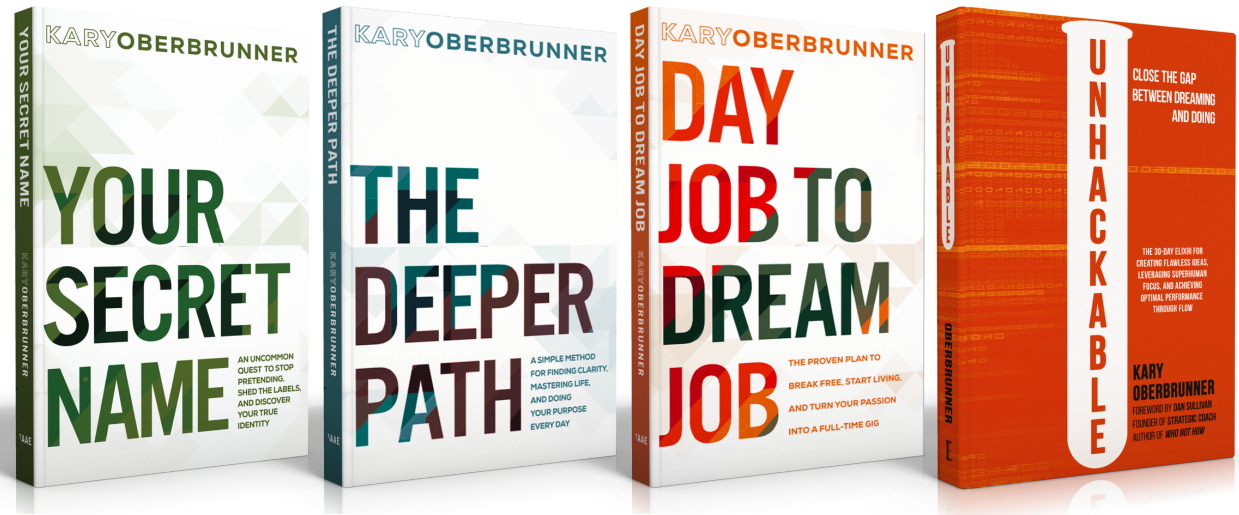
TAKE ASSESSMENT



Free Assessment

What is one of the most effective sparks? A book! This is because a book fulfills the criteria for a great spark:

1. Low Cost
2. High Value
3. Stepping Stone



Your spark must point in the direction of your final offer.

What is a 🔥 **FLAME?**

- MODERATE PRICE POINT (NOT A PROFIT MAXIMIZER)
- LOGICAL NEXT STEP
- REASONABLE PRICE JUMP



**Training
Course**

**Routine
Service**

**CORE
OFFER**



Experience

What is a **BLAZE?**

- HIGH PRICE POINT
- SIGNIFICANTLY HIGHER VALUE
- CUSTOMIZED CONTENT AND SERVICE
- DESIGNED FOR THE ULTIMATE RESULT

One-on-One Consulting



Exclusive Experience

Live Event


PROFIT
GENERATOR

START WITH THE END IN MIND.

Know where you're taking your customers after they read the book.

Identify your

 **Spark: My Book =** _____

 **Flame: My Core Offer =** _____

 **Blaze: My Profit Generator =** _____



We'll help you leverage the **Firestarter Formula® by creating your value ladder.**

(We've done this for 16+ years with my own books, and we've helped over one thousand other professionals do the same with their books too.)



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ignitingSouls.com/apply