



**WP STUDY GROUP**

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# **36 Value Bombs To Help Your Clients Grow in Uncertain Times**

**Workbook**

<https://wpstudygroup.com/value-bombs-webinar/>

# Introduction

A value bomb is simply a way of moving a business forward through creative angles.

As service providers, we often compete on our skillset.

Let's flip that for a second and turn competition into creativity. Simply put...

We. Help. Clients. Make. Money!

Think about it. Many clients see freelancers as a cost factor. So we simply turn the tables and become a consultant.

Someone who turns their skillset into an ROI for the client.

And this is why I'm super excited to invite you to the 36 Value Bombs Webinar.

36 meaty examples that you can adapt and make your own to help your client turn that "maybe I'll hire you" into a "I must hire you".

Let's go!

# The 3 Types of Value Bombs

## 1. Promotional

This category of value bombs revolves around one time purchase aka promotional offers that have an expiry.

**True/False.**

## 2. Monetisation

These types of value bombs can be scattered in various locations and later turned into a customer j\_\_\_\_\_ for engineering a predictable flow of sales.

## 3. Opportunity

These value bombs help with:

T\_\_\_\_\_

A\_\_\_\_\_

# Types of Businesses That Largely Benefit From Value Bombs

- Selling of Digital Products
- Selling of Phys\_\_I Products
- Providing Online & Even Offline S\_\_\_\_\_
- C\_\_\_\_\_
- Software, SaaS

Can you think of any other business models? List them here...

What business are your clients currently involved in?

# 3 Problems Facing Freelancers

Problem #1
Problem #2
Problem #3
Other Problems You Can Think Of

# What do clients need the most?

Somebody who is good at problem solving?

Somebody who will help them make money with their skills

What is your skillset or services you are currently offering?

Other Needs You Can Think Of



# What are Promotional Bombs?

What are these value bombs?	When do we use them?
What are 6 Examples of Building Blocks for constructing them?	



# Examples of These Value Bombs

Urgency and Scarcity Based Ideas
Seasonal and Cultural Based Ideas
Piggybacking Ideas

# HOT BUTTONS

What are hot buttons?

What are some of the hot buttons? We mention 16.

1. Scarcity
2. Urgency
3. E\_\_\_\_\_
4. FO\_O
5. Fear of \_\_\_ thing
6. Hope for the \_\_\_\_\_
7. Rapport
8. Social \_\_\_\_\_
9. General \_\_\_\_\_
10. Auth\_\_\_\_\_
11. -
12. -
13. -
14. -
15. -
16. -

# What are Monetisation Bombs?

What are these value bombs?	When do we use them?
Where can we place them online and even off?	

# Examples of These Value Bombs

Upsells, Downsells & Entry Offers
Email & Conversational Uses
Splintering and Productisation Uses

# What are Opportunity Bombs?

What are these value bombs?	When do we use them?
Who off hand can you think of or know, who can connect you or promote you?	

# Examples of These Value Bombs

Partner Ops
Publicising Ops
Event Ops

# Looking Forward To Seeing You On The Webinar

Thanks for grabbing the workbook. Here is the link to register for the webinar in case you haven't already...

<https://wpstudygroup.com/value-bombs-webinar/>