

[BE Foundations] RELATIVITY



Our brains can't value one-off items, so incorporate a decoy.
Use this worksheet to practice RELATIVITY

1) BEST OFFER

What you really want to sell. Best value for clients, profitable for you.
Describe and list its features/benefits here:

2) THE DECOY

Build a more expensive product with an obviously worse value.
It's sole purpose is to showcase the best offer: create it from the list above.

3) HIGH ANCHOR / DIFFERENT ATTRIBUTE ITEM

The most expensive item, with different features than the first two.
Could be a bundle - something you would love to sell, but most won't get.

NOW GO TEST IT! START HIGH, AND BE CONFIDENT.

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HELP?**

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