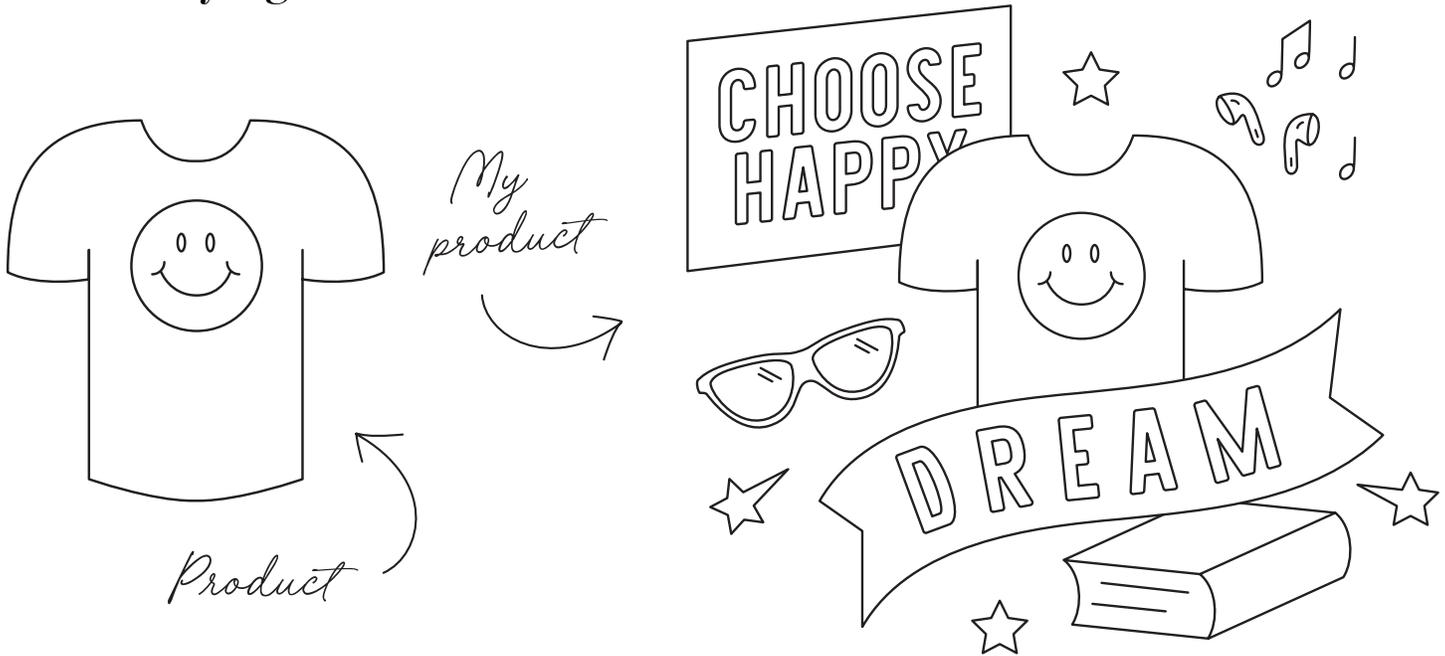
The top of the page features a decorative header with two overlapping blue shapes: a darker blue triangle on the left and a lighter blue triangle on the right, both pointing downwards.

How to
**Increase
Value**

Increase Value

How to Increase Value SO MUCH People Feel Foolish Not Buying



True or False? I want to be the low price leader.

- True** (Hint: This is the wrong answer)
- False** (Hint: This is the right answer)

Notes:

Our goal is to differentiate our products with higher value.

3 Types of potential value items to add:

1. _____

2. _____

3. _____

Physical ideas:

Digital ideas:

Information ideas:

Unless you are
**SOLVING
THE
PROBLEM**
*Your product
will never be the*
SOLUTION



Hint: Use Chat AI if you get stuck on how your product can solve a problem.

Type this prompt in the chat: "Give me 10 ways (your product) solves a problem."