

This One Strategy Will Increase Your Average Sale Value

# This One Strategy Will Increase Your Average Sale Value



**Digital Warrior**  
**Lifestyle**

[DigitalWarriorLifestyle.com](http://DigitalWarriorLifestyle.com)

Copyright © DigitalWarriorLifestyle.com. All Rights Reserved.

Copyright © DigitalWarriorLifestyle.com. All Rights Reserved.

## This One Strategy Will Increase Your Average Sale Value

If you're not at the stage with your online business where you're selling anything yet, don't worry because you can build this into what you're *planning* to do.

It's simple, I use it in my own business and since I've been doing it my average sale value has risen significantly

It basically involves taking your product or service and creating 'value options' when it comes to purchasing.

Or if you currently only have one option, increase this to two or three as I did with my workshops.

I now have a *Standard*, *Advanced* and *Premium* option for each workshop.

Each option has a list of things that are included and the price rises accordingly.

This works because the customer can decide which level they want to come in at

And having two higher priced options above the original one significantly increases my average sale value (just a couple of sales of the higher options can have a significant effect in your bottom line)

But it works the other way around too...

If you currently have a long list of options that your customer can choose from, **REDUCE them down to 2 or 3 specific, rigid options that the customer can't customise in any way.**

This might seem counter intuitive but it removes confusion.

Also, if you position your prices cleverly you can also 'steer' your customer towards the higher priced option because it becomes a 'no-brainer' in terms of value.

Copyright © DigitalWarriorLifestyle.com. All Rights Reserved.

## This One Strategy Will Increase Your Average Sale Value

My dentist does something similar to this when it comes to his treatment plans, and typically offers an A or B option

He's told me many times that the vast majority of his patients choose the higher (most expensive) option. I certainly do.

Usually the easiest way to do this is to simply *add value to each option and price it higher*

So you might sell your basic video course for \$xx but then add extras in the form of your personal time and expertise, additional content, a subscription included and other various things. You could call them your *Silver, Gold* and *Platinum* levels

**In my opinion at the very least you should offer a 'Premium' or 'Platinum' version of everything you do.**

I've been doing this in my business over the past few years and in terms of profits, ONE thing has happened:

I've made more money.

No caveats or conditions - I've simply made MORE MONEY. Which is why I strongly encourage you to do the same.

As I've said before, you will have some customers who don't want to even consider your basic or standard option, and will buy immediately at your premium or prestige level.

My own options (after a recent price increase) on my standard products are now priced at \$97, \$197 and \$497

Obviously you can call your levels whatever name you wish and price them at whatever price you wish.

Copyright © DigitalWarriorLifestyle.com. All Rights Reserved.

## This One Strategy Will Increase Your Average Sale Value

But as I said above, I **STRONGLY** encourage you to try this.

The results can be remarkable.

## This One Strategy Will Increase Your Average Sale Value

SPECIAL OFFER

### Digital Warrior Lifestyle Gazette™

The Digital Warrior Lifestyle Gazette™ offers a lifestyle focused on achieving financial and time freedom. It promises the ability to work only a few hours a day or not at all, while enjoying the flexibility to travel, support causes, and continue business from anywhere in the world. The Gazette claims to provide a precise science for making money online, offering updated advice that goes beyond poor-quality sources like blogs and online courses. It emphasizes the importance of making minor adjustments to business practices and claims to provide insights into consumer preferences, profitable products and services, and common mistakes made by online marketers.

The Gazette offers monthly coverage on various topics, including the Digital Warrior Lifestyle MMR (Mindset, Method, and Results-Focus) for developing the right mindset and building a successful online business or side hustle. It also provides training on business strategies, side hustles, direct response, and digital marketing, with a focus on reaching target audiences, driving sales, and utilizing effective marketing techniques. Additionally, it includes training on personal growth and mindset, offering guidance on developing a growth mindset, building confidence, and managing time effectively. The Gazette provides tools and resources such as templates and checklists, as well as access to a private community of like-minded individuals for networking and support.

Overall, the Digital Warrior Lifestyle Gazette™ aims to help individuals achieve success in business, develop a growth mindset, and connect with a supportive community. It claims to offer the necessary knowledge, skills, and tools to start and grow a successful business, while also promoting personal growth and mindset development.

Subscribing to the Digital Warrior Lifestyle Gazette™ offers several benefits, including:

1. **Financial and Time Freedom:** The Gazette promises to provide the knowledge and strategies to achieve financial freedom and time freedom. Subscribers can learn how to work fewer hours or not at all while still earning a significant income, allowing them to enjoy a more flexible and balanced lifestyle.
2. **Updated and Effective Advice:** The Gazette claims to offer updated advice and strategies that go beyond outdated information found in blogs, YouTube, and online courses. Subscribers can access a precise science of making money online, avoiding common mistakes, and implementing successful tactics.
3. **Insight into Consumer Preferences:** Subscribers will gain valuable insights into what people buy and what they don't buy, enabling them to make informed decisions about the

Copyright © DigitalWarriorLifestyle.com. All Rights Reserved.

## This One Strategy Will Increase Your Average Sale Value

products and services they offer. This knowledge can help them identify profitable opportunities and avoid wasting time and resources on unsuccessful ventures.

4. Personal Growth and Mindset Development: The Gazette includes training on personal growth and mindset, helping subscribers develop a growth mindset, build confidence, overcome limiting beliefs, and cultivate habits that promote success. These skills and qualities are essential for achieving long-term success in business and life.

5. Comprehensive Coverage: Each month, the Gazette covers a range of topics related to the digital warrior lifestyle, including the Digital Warrior Mindset, Digital Warrior Method, Digital Warrior Results-Focus, business strategies, side hustles, direct response, digital marketing, and more. Subscribers receive a well-rounded education on various aspects of building a successful online business.

6. Tools and Resources: Subscribers gain access to a variety of tools and resources, such as templates, checklists, and worksheets, which can assist in developing business strategies, creating marketing campaigns, and managing time effectively. Additionally, they can access a library of digital resources and tools to streamline their business operations.

7. Community Support and Networking: Subscribers become part of a private community of like-minded individuals who are also on the path to success. This community serves as a valuable resource for networking, receiving feedback, and finding support from others going through similar experiences. Subscribers can connect with other entrepreneurs, share experiences, and learn from one another.

By subscribing to the Digital Warrior Lifestyle Gazette™, individuals can gain the knowledge, skills, and tools necessary to start and grow a successful online business while living a desired lifestyle.

**Digital Warrior Lifestyle™ is all about living a time-rich and money-rich lifestyle that supports whatever you wish to pursue in life.**

<https://digitalwarriorlifestyle.com/products/digital-warrior-lifestyle-gazette/>

